



# Ryedale District Council

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**REPORT TO:** Community Services & Licensing Committee

**DATE:** 29 November 2007

**REPORTING OFFICER:** Taxi Licensing Officer  
Laural Huntington

**SUBJECT:** TAXI LICENSING ADVERTISING POLICY  
(UPDATED VERSION)

**WARDS AFFECTED:** All

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## 1.0 PURPOSE OF REPORT

To seek Member's approval of the updated taxi licensing advertising policy.

## 2.0 RECOMMENDATIONS

It is recommended that

- a. Members approve the updated Taxi Licensing Advertising Policy.

## 3.0 REASONS SUPPORTING DECISION

A recent request for advertising highlighted the inflexibility of the current policy and prompted a review. The policy has been revised and a copy is attached at Appendix 1.

The main change to the policy is the removal of specific size and location restrictions. The benefits of allowing increased advertising are as follows: -

- Support of local businesses, giving them opportunities to expand their advertising network.
- Increased financial benefit for taxi proprietors, giving them an opportunity to have a second form of income to offset against rising fuel, maintenance and insurance costs.
- Heightened public safety through advertising on tailgates.

#### **4.0 BACKGROUND AND REPORT**

The current policy on advertising has been found to be inflexible and limiting due to restrictions on the size and locations of advertisements. Quite simply the revised policy applies a consistent, "clean" approach to advertising on vehicles requiring prior written approval by the Taxi Licensing Officer.

#### **5.0 OPTIONS**

Members have the option to adopt the revised taxi advertising policy or not.

#### **6.0 FINANCIAL IMPLICATIONS**

There are no financial implications to the Council

#### **7.0 RISK ASSESSMENT**

It is essential that policies adopted by the Council are fair and reasonable to the people affected without being unnecessarily inflexible. In adopting the revised advertising policy the Council is demonstrating its flexibility and responsiveness to changing needs/requirements.

#### **8.0 SUSTAINABILITY ASSESSMENT**

The proposals can be maintained using existing resources.

#### **9.0 CONCLUSION**

The existing advertising policy covering taxis has been found to be inflexible and limiting and it is therefore considered essential to adopt the recommended revised policy to allow a fair yet managed approach to advertising requests.

**OFFICER CONTACT:** Please contact Laural Huntington, Taxi Licensing Officer if you require any further information on the contents of this report. The officer can be contacted at Malton Depot  
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