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| REPORT TO: | Licensing Committee |
| DATE: | 20 th September 2017 |
| LEAD OFFICER: | Head of Planning and Public Protection Services |
| CONTACT OFFICER: | Senior Technical Officer (Licensing) licensing@denbighshire.gov.uk 01824 706451 |
| SUBJECT: | Request for Advertising on a Hackney Carriage Vehicle |

1.0 PURPOSE OF THE REPORT

- 1.1 To consider a request from Mr. Gareth Jones, who is an established Hackney Carriage Proprietor, for approval to display emblems on his licensed vehicle.

2.0 EXECUTIVE SUMMARY

- 2.1 In accordance with delegated authority, licensing officers are able to approve such requests in line with current policy.
- 2.2 Whilst officers have delegated authority to approve requests as described at 2.1 above, this particular request has raised concerns with officers and therefore has not been approved at officer level.
- 2.3 Having received such a request, Members are asked to consider the details contained in this report to assist them in determining whether this request should be approved.

3.0 POWER TO MAKE THE DECISION

- 3.1 Town Police Clauses Act 1847.

4.0 BACKGROUND INFORMATION

- 4.1 Mr Jones has approached the Council with a view to applying for permission to display 2 emblems on his newly licensed vehicle (Appendix A).
- 4.2 The Council's existing policy (5.6) and vehicle specification (7.6) clearly sets out the acceptable requirements relating to signage, advertising and

livery of licensed vehicles. Full details are provided at Appendix B to this report.

5.0 CONSIDERATION

5.1 When considering such requests, Members should be satisfied that the nature of the emblems will not cause offence or attract unwelcome attention.

5.2 Members will wish to consider whether all types of sporting emblems and patriotic signage are acceptable to be displayed on licensed vehicles in general. For example, a request may be received to display allegiance to a sports team or country which may attract unwelcome attention, or increase the potential for criminal behaviour,

5.3 Whilst Mr Jones' request may not automatically fall outside the requirements as detailed above, officers have concerns that approving the request may have implications on the types of request received in the future.

5.4 If Members are minded to refuse such requests on the basis of points outlined at 5.2, they may also wish to consider amending the current policy to exclude any sporting club emblems, patriotic signage and suchlike in the interests of the safety of the licensed driver, as well as overall public safety.

6.0 RECOMMENDATION

6.1 That Members consider the request to display the emblems and take one of the following options:

- approve the request as applied for, or
- refuse the request

6.2 If Members are minded to refuse the request, they may also wish to amend the current policy at 7.6.3 as appropriate.