

TRAFFORD COUNCIL

PUBLIC PROTECTION SUB-COMMITTEE – 24th AUGUST 2017

REPORT OF THE HEAD OF REGULATORY SERVICES

REQUEST FOR PERMISSION TO DISPLAY AN ADVERTISEMENT ON A PRIVATE HIRE VEHICLE

PURPOSE

To invite the Sub-Committee to consider a request from a Trafford Private Hire Operator for permission to operate a private hire vehicle with an advert on its exterior.

OPTIONS

The Sub-Committee is invited to consider the request and decide either to:

- Permit the proposed advertisement to be displayed on the vehicle as requested; and exempt the vehicle from the Council's window tint policy; or
- Permit the vehicle to display an advertisement provided it does not obscure any window; or
- Permit the proposed signage to be displayed on the vehicle as requested and exempt the vehicle from the Council's window tint policy; subject to a condition that whilst the advert is displayed the vehicle will be used exclusively for private hire journeys between the Holiday Inn, Runger Lane, Manchester and Manchester Airport; or
- Permit the vehicle to display an advertisement provided it does not obscure any window; and subject to a condition that whilst the advert is displayed the vehicle will be used exclusively for private hire journeys between the Holiday Inn, Runger Lane, Manchester and Manchester Airport; or
- Refuse permission for the vehicle to display the proposed advertisement.

IAIN VEITCH

Head of Regulatory Services

Further Information From:

Name: Joanne Boyle

Ext: 4129

1. BACKGROUND

- 1.1 The Licensing Section has received a request from Passenger Cars Group, for permission to operate a private hire vehicle with an advertisement for the Holiday Inn on its exterior. See Appendix A.
- 1.2 The request relates to a Ford Transit, registration NA10 EHS which it is intended will be used as a shuttle between the Holiday Inn, Runger Lane, Manchester and Manchester Airport.

Condition

- 1.3 The Council's Private Hire Vehicle conditions state:

The proprietor shall not cause or permit any sign, notice or advertisement to be displayed in, on or from the private hire vehicle, except with the consent of the Council.

- 1.4 The Council has not permitted any advertisement on private hire vehicles previously.

Tint Policy

- 1.5 The proposed advertisement would, as shown in the attached photograph, obscure the view into the vehicle from all sides.
- 1.6 The Council currently has a policy in respect of vehicle glass which restricts the tint allowed on all vehicle windows. The degree of tint permissible is:

Front windscreen: minimum light transmittance 75%
All remaining vehicle glass: minimum light transmittance 70%

- 1.7 The current tint policy was introduced in 2004 because of the increasing number of vehicles being presented for licensing with extremely dark tints; and in some cases completely blacked out windows. It is the Council's view that the general public will feel safer if they can be seen from the outside of the vehicle. This includes any adverts which obscure the view into the vehicle.
- 1.8 In respect of enforcement, heavily tinted glass (or obscured windows) prevent enforcement officers, including the police, from carrying out a quick visual check without stopping the vehicle. An operator may be less likely to infringe on licensing seating restrictions if the number of seats can be clearly seen. Also, during enforcement exercises common practice has always been, wherever possible, to stop vehicles when they are empty to minimise inconvenience to passengers. It is awkward to determine a full or empty vehicle with heavily tinted glass.

- 1.9 In terms of general safety there are occasions where it is in the interests of the drivers or passengers to be in full view e.g. some passengers will not always behave reasonably; being on full view may help to reduce unacceptable behaviour. Incidents that could compromise the safety of the driver or passenger may not be seen from outside the vehicle; and in the event of an accident clear visibility may assist the emergency services. And finally, whilst it could be argued that tinted glass may improve driving ability during bright conditions; during the hours of darkness it will restrict the driver's ability to have all round vision and awareness.
- 1.10 Therefore, it is felt that there are justifiable safety reasons for not allowing tinted windows on licensed vehicles.
- 1.11 It is accepted that there will be passengers who want the privacy of tinted windows and the Council does allow exceptions to its policy. However, this relaxation has always been allied to a condition restricting the use of the vehicle to 'executive' use. The aim is to enable these vehicles to be used for their more selective purpose, and avoid them being used in general situations where tinted windows may cause problems.

2. KEY ISSUES

- 2.1 The Council's current vehicle conditions prevent the display of advertisements on private hire vehicles without the consent of the Council.
- 2.2 The Council's Tint Policy restricts the tint permissible on all licensed vehicles; this would include any advert which obscured the view into the vehicle.
- 2.3 The Operator states that the vehicle will be permanently based at the Holiday Inn and will not be used for any other private hire work.

3. OPTIONS

- 3.1 The Sub-Committee is invited to consider the request and decide to either:
- 3.1.1 Permit the proposed advertisement/logo to be displayed on the vehicle NA10 EHS as requested; and exempt the vehicle from the Council's window tint policy; or
- 3.1.2 Permit the vehicle to display an advertisement provided it does not obscure any window; or
- 3.1.3 Permit the proposed signage to be displayed on the vehicle NA10 EHS as requested and exempt the vehicle from the Council's window tint policy; subject to a condition that whilst the advert is displayed the vehicle will be used exclusively for private hire journeys between the Holiday Inn, Runger Lane, Manchester and Manchester Airport; or
- 3.1.4 Permit the vehicle to display an advertisement/logo provided it does not obscure any window; and subject to a condition that whilst the advert is displayed the vehicle will be used exclusively for private hire journeys

between the Holiday Inn, Runger Lane, Manchester and Manchester Airport;
or

3.1.5 Refuse permission for the vehicle to display the proposed advertisement/logo.

APPENDIX A

Boyle, Joanne

From: lee.naylor@traffordcars.co.uk on behalf of Lee Naylor <lee@pcgcars.co.uk>
Sent: 10 July 2017 13:22
To: Boyle, Joanne
Attachments: Holiday Inn Shuttle.jpg

Hi Joanne

The vehicle in question is NA10 EHS

The vehicle will be based at the Holiday Inn, Runger Lane, Manchester. M90 5DL

It will permanently based there (only leaving for Plate Renewal/MOT/Service)

The hours of operation are 4am - 12pm & 5pm - 11pm each day and will **NOT** be used on any other Private Hire work.

I have attached an image of how the minibus will look wrapped in the hotel logo

Many Thanks

Lee



Telephone: 0161 928 1111
Website: <http://pcgcars.co.uk/>
Mobile App: 'PCG Taxi'

APPENDIX A

