

(b) POLICY ON ADVERTISING ON TAXIS AND TINTED WINDOWS IN TAXIS (AN147-2014)

Reference is made to the minute of meeting of this Committee of 25th July 2013, wherein it was agreed that the current policy on advertising and tinted windows in taxis be re-examined to see if any amendments were needed.

The matter was discussed at a recent Taxi Liaison Group meeting and there was support for a change to the current policy to allow "full-wrap" advertising on taxis subject to an approved CCTV system being installed.

Following discussion on the above, it was further agreed that, due to the growing number of new vehicles being manufactured with a tint greater than the current % allowed under the Council's test guidelines, such vehicles be permitted on service and that it be remitted to the Head of Democratic and Legal Services to further investigate how this might be accommodated.

The reason for not allowing tinted windows in taxis is public safety. The installation of CCTV would allay those fears and, accordingly, it is recommended that "full-wrap" advertising and tinted windows on taxis be allowed subject to the taxi licence holder:-

- (i) in the case of advertising, applying for a variation with supporting artwork;
- (ii) in the case of tinted windows, providing evidence from the manufacturer as to the level of tint on each window in order that this can be measured during the taxi test; and
- (iii) in either (i) or (ii) above, installing an approved CCTV system in the vehicle prior to it being submitted for test.

For the avoidance of doubt the variation would only apply to windows other than the windscreen and front passenger and driver windows as there is a minimum legal requirement of 75% and 70% in respect of these.

Another area of concern is advertising on the rear window which can obscure the driver's view when using the cab mirror. In this regard it is recommended that rear window advertising only be permitted where the driver's view will not be any further obscured ie when it is below the level of the rear seat headrests.