

## **Notice of Motion**

To consider the following motion, which has been submitted in accordance with Procedure Rule 12.1:

**Advertising on Private Hire and Hackney Carriage vehicles** Councillor T Williams to propose.

The taxi companies have recently been presented with further cost challenges caused by rising fuel costs and road closures around the resort.

The Council currently has a mixture of Private Hire and Hackney Carriage vehicles all with different liveries.

To increase their revenue streams and promote local and regional business the council should permit advertising on both Hackney Carriage and Private Hire vehicles with an agreed type of content. It is noted that advertising approved by the licensing service is already permitted on Hackney Carriage vehicles.

The Council requests the Chief Executive to arrange a meeting with a nominated officer and the directors/owners of taxi companies to discuss the viability of a more enhanced combined advertising programme utilising the services of a preferred advertising agency and the council tourism office.

Any recommendations from this meeting to be subject of a report to the relevant Committee/s to allow any change of policy needed.

The intent would be collective campaigns where advertising revenue is shared on an equal basis between vehicles and the companies to formulate a payment procedure for their drivers.