



Portsmouth
CITY COUNCIL

NOTICE OF MEETING

LICENSING (POLICY) COMMITTEE

FRIDAY 20 APRIL 2007 AT 9.30AM

**EXECUTIVE MEETING ROOM, THE
GUILDHALL, GUILDHALL SQUARE,
PORTSMOUTH**

Telephone enquiries to Lucy Wingham/Karen Martin (023) 9283 4662

(NB This Agenda should be retained for future reference with the Minutes of this meeting.)

AGENDA

- 1 Members' Interests in Accordance with Standing Order No 14**
- 2 Minutes of the Licensing Committee meeting held on 12 December 2006**

The minutes of the Licensing Committee meeting held 12 December 2006 are attached.

RECOMMENDED that the minutes of the Licensing Committee meeting held on 12 December 2006 be agreed and signed by the chair as a correct record.

- 3 Minutes of the Licensing Sub Committee meetings held on 12 December 2006, 9 January 2007, 23 January 2007, 30 January 2007, 13 February 2007, 27 February 2007, 9 March 2007 and 27 March 2007**

The minutes of the Licensing Sub Committee meetings held 12 December 2006, 9 January 2007, 23 January 2007, 30 January 2007, 13 February 2007, 9 March 2007 and 27 March 2007 are attached. The minutes relating to the Sub Committee meeting held on 27 February 2007 will be circulated at the meeting.

RECOMMENDED that the minutes of the Licensing Committee meeting held on 12 December 2006, 9 January 2007, 23 January 2007, 30 January 2007, 13 February 2007, 27 February 2007, 9 March 2007 and 27 March 2007 be agreed and signed by the chair as a correct record.

4 Monitoring of 2006/07 Cash Limits

A report by the Strategic Director for Corporate Resources & Service is attached.

The purpose of the report is to inform the Committee of the forecast revenue expenditure against the cash limited budget for the Licensing Committee.

RECOMMENDED that the position regarding the revenue forecast for 2006/07 set out in the report be noted.

5 Gambling Act 2005 – Setting of Premises Licence Fees

A report by the Licensing Manager is attached.

The purpose of the report is for the Committee to consider the proposed level of fees to be charged for premises licences issued in accordance with the Gambling Act 2005 and associated statutory regulations.

RECOMMENDED that in accordance with the Gambling Act 2005 and associated statutory regulations, the proposed fees payable for each category of premises licences are approved by the Licensing Committee and shall come into effect from 21 May 2007.

6 Local Government (Miscellaneous Provisions) Act 1976 Private Hire and Hackney Carriage Vehicles – Commercial & Company Advertising

A report by the Licensing Manager is attached.

The purpose of the report is for the Committee to approve a revision to the existing Council policy for commercial and company advertising which is permitted to be displayed on hackney carriage and private hire vehicles.

RECOMMENDED that:

(1) The existing Council policy relating to the display of commercial and company advertising on hackney carriage and private hire vehicles is amended as follows:

(a) Company Advertising on licensed Private Hire and Hackney Carriage Vehicles:

All licensed private hire vehicles, excluding prestige vehicles, and licensed hackney carriage vehicles where appropriate, shall exhibit a sign in the following manner;

i) which is a strip (which shall not be illuminated) to be only positioned along the top and/or bottom of the windscreen and/or rear window showing, the name or trade name and the telephone number or website address of the firm operating the vehicle, and;

- ii) which is displayed in such a position that it does not contravene the Road Traffic Regulation Acts or regulations made thereunder.

(b) Commercial Advertising on licensed Private Hire Vehicles:

Commercial and company advertising on licensed private hire vehicles shall be permitted on the vehicle, excluding the front windscreen (except for (1)(a) above), front driver and passenger windows, subject to the following:

- (a) Any advertisements shall comply with the British Codes of Advertising and Sales Promotion as determined by the Advertising Standards Authority;
- (b) Any request shall be considered on its merits but the following advertising shall not be permitted:
 - i) those with political, ethnic, religious, sexual or controversial texts;
 - ii) those for escort agencies, gaming establishments or massage parlours;
 - iii) those displaying nude or semi-nude figures;
 - iv) those likely to offend public taste;
 - v) those which promote tobacco products and/or alcohol.

The foregoing paragraph is subject to the provisions of the Human Rights Act 1998 and any other relevant legislation.

- (c) Any advertisement displayed on the windows of a vehicle shall be of such type and design so as not to obscure the driver's and travelling passengers field of vision and which does not contravene the Road Traffic Regulation Acts or regulations made thereunder;
 - (d) All advertising is to be completed to a professional standard and quality and shall not compromise the overall appearance of the licensed vehicle;
 - (e) Any proposed advertisement or notice shall be forwarded to and approved by an authorised officer, in writing, at least seven days prior to such notice or advert being displayed on the vehicle;
 - (f) Any authorised officer may, after giving notice in writing to the operator or proprietor, request the immediate removal or amendment to any advertising displayed from the licensed vehicle.
- (c) Commercial Advertising on licensed Hackney Carriage Vehicles:**

Commercial and company advertising on licensed hackney carriage vehicles (in addition to (1)(a) above), shall be permitted on the front driver and passenger doors and rear window, subject to the following:

- (a) Any advertisements shall comply with the British Codes of Advertising and Sales Promotion as determined by the Advertising Standards Authority;**
- (b) Any request shall be considered on its merits but the following advertising shall not be permitted:**
 - i) those with political, ethnic, religious, sexual or controversial texts;**
 - ii) those for escort agencies, gaming establishments or massage parlours;**
 - iii) those displaying nude or semi-nude figures;**
 - iv) those likely to offend public taste;**
 - v) those which promote tobacco products and/or alcohol.**

The foregoing paragraph is subject to the provisions of the Human Rights Act 1998 and any other relevant legislation.

- (c) Any advertisement displayed on the rear window of a vehicle shall be of such type and design so as not to obscure the driver's field of vision and which does not contravene the Road Traffic Regulation Acts or regulations made thereunder;**
 - (d) All advertising is to be completed to a professional standard and quality and shall not compromise the overall appearance of the licensed vehicle;**
 - (e) Any proposed advertisement or notice shall be forwarded to and approved by an authorised officer, in writing, at least seven days prior to such notice or advert being displayed on the vehicle;**
 - (f) Any authorised officer may, after giving notice in writing to the operator or proprietor, request the immediate removal or amendment to any advertising displayed from the licensed vehicle.**
- (2) That the City Solicitor be granted delegated authority to revise such policy matters and/or conditions in relation to commercial/company advertising in respect of licensed Hackney Carriage and Private Hire vehicles.**