| Comparison of signage/advertising options for licensed vehicles | | | | | |
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| **Option permitting the criteria** | **Option 1** | **Option 2**<br>**Option 3**<br>**Option 4**<br>**Option 5** | **Option 3**<br>**Option 4**<br>**Option 5** | **Option 4**<br>**Option 5** | **Option 5** |
| **Type of signage /advertising** | **No third-party signage** | **Remembrance displays only** | **National public-interest campaigns and recognised national charities** | **National and local charities, community organisations and fundraising campaigns** | **Wider third-party signage, including commercial advertising** |
| **Scope and examples** | **Prohibits:**<br>• All third-party advertising<br>• charitable displays<br>• campaign branding<br>• fundraising stickers | **Permits signage for:**<br>• Nationally recognised Armed Forces emblems and remembrance symbols<br>• subject to conditions limiting size and location of display<br>• may be restricted to Time limit<br><br>**Examples:** Royal British Legion Poppy and decals commemorating VE Day or Merchant Navy Day. | **Permits signage for:**<br>• National Charities<br>• subject to conditions limiting size and location of display<br>• may be restricted to Time limit<br><br>**Examples:** RNLI, Age UK, Help for Heroes, Macmillan, Cancer Research UK, Samaritans, LGBTQ+ Pride Month, road safety campaigns homelessness support, | **Permits signage for:**<br>• Local charities<br>• Community groups<br>• Community campaigns<br>• Community fundraising campaigns.<br><br>**Examples:** local food banks, Kent-based hospice fundraising, youth and sports clubs, Scouts, Guides, Rotary Clubs. | **Permits signage for:**<br>• Commercial advertising<br><br>**Examples:** retailers, restaurants, events, national brands, tourist attractions, sports clubs, seasonal promotions. |
| **Advantages** | • clearest most objective rule<br>• avoids perceived bias<br>• avoids inconsistent vehicle appearance<br>• straightforward to enforce<br>• no administrative burden/costs | • Supports veterans<br>• nationally recognised<br>• retains a tightly controlled policy<br>• conditions restricting display size and time period help protect the integrity and appearance of the Swale taxi fleet | • supports nationally recognised causes<br>• benefits the public by raising awareness | • Provides support for civic, voluntary and community participation groups<br>• includes locally relevant causes. | • could generate income for the taxi trade<br>• supports local businesses |

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| **Risks, administration and enforcement** | • Provides no flexibility for the display of commemorative signs or symbols | • If displays are limited to a time period, staff resource would be required to deal with monitoring and enforcing removal dates and dealing with complaints if not removed on time.<br>• If displays are not limited by time, the resource impact is likely to be minimal and no additional cost to licence holders | • Some causes may not be supported the public and cause conflict, may affect driver/ passenger safety.<br>• Staff resource for enforcement including checking designs, approved campaigns and display periods.<br>• resource demands may require higher taxi licence fees – exact costs are difficult to predict and will depend on uptake by the taxi trade An increase to vehicle application /renewal fee of £10 would likely cover the costs | • Some causes may not be supported by the public and cause conflict , may affect driver /passenger safety.<br>• Officers would need to verify eligibility and charitable or community status and review the items to be displayed.<br>• An increase to vehicle application/renewal fee of £10 - £15 would likely cover the costs | • risks the visual identity/easy recognition of Swale-licensed taxis<br>• Requires prohibited list to prevent display of age restricted products e.g. alcohol, gambling, vapes.<br>• Officer resource to checked advert against criteria and<br>• deal with complaints<br>• Administrative costs could be offset by charging a one off fee of £25 per advertisement<br>• Use of Officers time impacts resource for core licensing compliance and public-safety work |