

Marie Malt

From: [REDACTED]
Sent: [REDACTED]
To: [REDACTED]
Subject: Advertising on Minibuses

Marie

As per our telephone call I would like to start to let local businesses advertise on our minibuses.

I have decided to do this for the following reasons;

1, the type of work we have been doing for the last 5 years and going forward doesn't require us to do any form of advertising as its mainly contract work with local authorities.

2, this is another form of revenue for us as a small company to keep us competitive, to help us reinvest in newer vehicle and to give our employees a better level of pay.

3, we are offering the space to local small/medium size business to advertise on our vehicle for a small monthly fee, this is another form of advertising as not everyone uses the internet or local papers.

4, as you know we have tried this with a local company as it has worked well for them as they have decided they would like to do another minibus in a different format so we thought we would offer the space on our other minibuses to other local companies and the response has been good, the way companies now want to advertise their services or products is in a form of a vehicle wrapping.

Now this really looks good and stands out but the trouble with this is that it conflicts with the current licensing laws of no advertising on the vehicle's glass etc. now we can achieve this in the form of a honeycomb style wrap over the glass where from the inside of the vehicle you can't tell but from the outside this maximises the space on rear doors, or the other way is to change the rear door to the commercial van style door where there is no glass, this then gives the same affect from the outside but from the inside the passenger and driver can't see out the rear window and making the minibus darker on the inside, this is why we are preferring the honeycomb style even though its slightly more expensive it works better both ways and doesn't affect the passengers in the minibuses as this gives them the affect that the glass is tinted in which the glass already is tinted from when the minibuses are built in the factory.

5, we have come to a decision to only offer the space to local business and to only have one local company from their trade/industry (eg plumbers, car sales, electricians, timber suppliers etc.) this is so we don't have several of one type of industry etc. and to make it fair to the businesses that are advertising and support local companies.

6, we would comply with all other licencing conditions on advertising.

7, with the above our minibuses would still have our identity on the front doors with the BCKLWN oval private hire sticker, plus all our minibuses are fitted with state of art tracker system and is monitor during office hours 7am to 6pm and via a mobile device out of office hours, with all the data being recorded and backed up for a minimum of 12 months.

8, also on our minibuses we have CCTV on board with a minimum of 4 x infa-red camera (depending on size of minibus some have 6 camera's) covering the front of the vehicle, one on the driver and the rest on the passengers, this covering all passengers on board, this is also monitored live in real time format during office hours and also out of hours plus this is also being recorded 24/7 and is stored for approximately 3 months due to storage capacity should we need to refer back to an incident.

Finally I would like to apply to the licensing department and licensing panel to look at this and to authorise the above so that we can use the glass space for vehicle wrapping advertising on points raised above, this saving us on

replacing rear door etc. although should this not be authorised we would have no alternative to change the glass panels to metal to avoid the use of glass.

I believe this is good idea to support our small business and other local businesses in the community, in this form of advertising this has been used on local public and national buses for some time now including black cabs and other taxis in major cities and seems to be the way forward for media advertising.

Kind regards,

Jason Taylor

Director

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