

**PUBLIC PROTECTION LICENSING COMMITTEE**

Minutes of a remote meeting held on 6<sup>th</sup> February, 2024.

The Committee agenda is available [here](#).

The Meeting recording is available [here](#).

Present: Councillor P. Drake (Chair); Councillor J.M. Norman (Vice-Chair); Councillors G. Bruce, L. Burnett, V.P. Driscoll, C.P. Franks, E. Goodjohn, H.C. Hamilton, W.A. Hennessy, N.B. Marshallsea and R. Sivagnanam.

**773 ANNOUNCEMENT –**

Prior to the commencement of the business of the Committee, the Principal Democratic and Scrutiny Services Officer read the following statement: “May I remind everyone present that the meeting will be live streamed as well as recorded via the internet and this recording archived for future viewing.”

**774 APOLOGIES FOR ABSENCE –**

These were received from Councillors S.T. Wiliam and M.R. Wilkinson.

**775 MINUTES –**

RESOLVED – T H A T the minutes of the meeting held on 14<sup>th</sup> November, 2023 be approved as a correct record.

**776 DECLARATIONS OF INTEREST –**

No declarations were received.

**777 APPLICATION TO PERMIT THE USE OF CORPORATE BRANDING ON VEHICLES OWNED BY VEEZU (DEH) -**

The Licensing officer in presenting the report advised that Committee was being requested to consider permitting the use of corporate branding on vehicles owned by the Veezu Group. The report outlined that officers had delegated authority to provide approval but as a full livery had been requested on all Veezu vehicles, the matter was being presented to the Committee for determination. Since the publication of the agenda and prior to the meeting a video and photos of the Corporate branding to be used had been shared with Members and for the benefit of the those viewing the meeting online the video and photos were also shared during the meeting.

During the discussion on the matter Members commented on the use of advertising and publicity as a marketing tool and whether this would have an impact on Council policies. The legal officer present advised that every application would need to be considered on its merits with the main question to consider being does it cause confusion to the public and in recognising that the branding was clear it was considered that this would likely cause less confusion to the public.

It was therefore subsequently

RESOLVED – T H A T having considered the conclusions in connection with the Application, and taken into consideration the debate from all parties at the meeting, that the Application to permit the use of corporate branding on vehicles owned by Veezu be approved. The Committee agreed that the Applicant had satisfied the statutory tests under section 48 of the Local Government (Miscellaneous Provisions) Act 1976, for the reasons set out in the report and its appendices.

#### Reason for decision

In order for the Council to discharge its duty to determine the Application, in accordance with the Local Government (Miscellaneous Provisions) Act 1976.