

## GUIDELINES TO BE FOLLOWED FOR ADVERTISING ON HACKNEY CARRIAGE/PRIVATE HIRE VEHICLES

1. All applications for advertising on a Hackney Carriage or Private Hire vehicle must be made in writing to the Licensing Team and accompanied by a sample of the advertising proposed.
2. The quality of submissions must be of an acceptable standard. No faxes will be accepted. Coloured artwork is to be provided in every case and full details of the advertising proposals must be provided. ***(NB: It is essential that all the detail of the proposed advertisement be shown in the original submission. If it is not, then the advertisement may subsequently be rejected.)***
3. The submission, if it is considered acceptable, will be given **Provisional Approval**.
4. **Final Approval** will be given once the advertisement has been placed on the vehicle. An appointment must be made with a Taxi Licensing Officer for a final inspection when the Officer will confirm that the work has been completed in accordance with the provisional approval granted.
5. The proprietor of any vehicle displaying an advertisement that has not received its final inspection will be required to remove it immediately.
6. Vehicles displaying advertising without approval of the Council will be in contravention of the conditions attached to the vehicle licence and may be liable to suspension until such time as the material has been removed from the vehicle.
7. All advertising must comply with the British Codes of Advertising and Sales Promotion and is the responsibility of the agency or individual seeking the Licensing Authority's approval to ensure that they do so.
8. Any advertisement approved shall be placed on the back passenger doors only, below the windows **with the exception** of the "identification signs" displaying the company details (see Point 12 below), which may be displayed on the front door of the vehicle, below the window and must not obscure the sign displaying the licence number of the vehicle.
9. Materials used for advertisement must be of a quality not easily defaced or detached. No paper-based materials or water-soluble adhesive paste shall be used. Advertisements must be affixed directly to the exterior rear door panels of the vehicle or initially attached to an approved magnetic panel, which is then attached to the vehicle.
10. Reflective material is not to be used for advertising purposes.
11. Each proposal will be considered on its merits but the following advertisements will not be approved:
  - Those with political, racial, religious, sexual or controversial texts;
  - Those for escort agencies, gaming establishments or massage parlours;
  - Those displaying nude or semi-nude figures;
  - Those likely to offend public taste (depicting violence, obscene or distasteful language);
  - Those which have any reference to alcohol, tobacco/cigarettes and drugs;
  - Those promoting discounted fares;
  - Those advertising jobs;
  - Those which detract from the integrity and/or identity of the vehicle;
  - Those which seek to advertise more than one company/service or product.

12. Identification Signs – signs stating the company name and telephone number must be securely fixed adjacent to the door stickers displaying the licence number of the vehicle and must obtain Provisional and Final Approval.