

Conditions for Advertising, Commercial or Otherwise, on Hackney Carriage and Private Hire Vehicles

For the purposes of these Conditions, the words sign and advertisement shall apply to any sign, advertisement, notice or mark, illumination or similar feature.

1. Before any advertisement is displayed on a licensed vehicle consent must be sought from the Council.
2. Applications for consent must be made in writing and accompanied with the following:
 - A) Advertising costs are fixed at £75 for the initial approval and £25 for any subsequent amendments. The advertisement can then be placed on as few or as many vehicles as the Operator wishes subject to written authorisation from the vehicle proprietor. This will significantly reduce the cost of advertising on a fleet of vehicles.
In the case of hackney carriages an application must be received from the proprietor.
 - B) A detailed graphical representation including dimensions of the proposed advertisement and a representation of where the proposed advertisement is to be placed.
 - C) A contact name and telephone number of the organisation to be represented in any sign or advertisement.
3. All advertisements must comply with the British Code of Advertising Practice.
4. The Hackney Carriage and Private Hire Service will consider each application on its own merits and determine accordingly.
5. No advertisements may be placed on any glass including the dividing partition, other than notices approved by the Council.
6. The licence holder of a vehicle carrying any advertisement, shall ensure that the letter of approval from the Council to display the advertisement on the vehicle, shall be kept at all times within the particular vehicle and shall be available for inspection by an Authorised Officer or Police Officer on request.
7. No vehicle shall be permitted to bear any sign or advertisement in any form that might cause offence to members of the public.

8. No vehicle is permitted to bear any sign or advertisement in any form that may cause any degree of confusion as to the standing of the vehicle.
9. A Private Hire vehicle shall not be permitted to bear any sign or advertisement that may innocently or otherwise lead any person to believe or assume that it is a Hackney Carriage.
10. A vehicle shall not be permitted to bear any sign or advertisement of any business to such an extent that the vehicle might reasonably be mistaken for a courtesy vehicle provided by that business.
11. No sign or advertisement shall be located on, or next to any sign or advertisement required by law or local condition or in such close proximity that the sign is obscured for example, the rear Council licence plate or door-signs.
12. All signs and advertisement, if written in any foreign language, must be exactly reproduced in all aspects with the exception of the language, which must be English. The English version must be displayed in an area with equal prominence and visibility as the foreign version.
13. Materials used for advertisements must be of a quality not easily defaced or damaged. Advertisements must be affixed directly to the body of the vehicle or initially attached to an approved magnetic panel which is then attached to the vehicle.
14. The holder of a vehicle licence shall not remove or obscure any warning signs, safety messages or any other information or signage displayed on a licensed vehicle that is present when it is supplied by the manufacturer and that is aimed at assisting passengers to identify the type or features of the vehicle.
15. The Council shall have no responsibility to either the organisation represented or the vehicle owner, operator, proprietor, driver or any other person should any situation occur whereby the display of the advertisement has a detrimental effect on that person, or on that person's good name or reputation.
16. It is a stipulation of the Advertising Policy that vehicle interior and exterior signs or decals, mandatory or otherwise are compliant with the Council's current Hackney Carriage and Private Hire Conditions and Procedures.

17. The Council may order the removal of an advertisement or sign for any of the following reasons –
 - A) It would not be proper for the Council to be associated with the advertisement or advertised organisation.
 - B) If the association with the advertisement or advertised organisation would bring the Council into disrepute.
 - C) Consent for the advertisement has not been granted or no consent has been sought for the advertisement from the Council
 - D) Any of the advertising conditions have not been complied with.
18. Failure to comply with an order made under condition 16 may lead to the vehicle's licence being suspended. In line with the Council's current Hackney Carriage and Private Hire Licensing Conditions and Procedures handbook, such a decision will be made on a case by case basis.