

Advertising

1. All advertising on the exterior surfaces of the vehicle must comply with the British Code of Advertising Practice, Sales Promotion and Direct Marketing and is the responsibility of the agency or individual seeking the Council's approval, to ensure that they do so.
2. Approval must be sought from the Licensing Team before works are carried out by supplying photographs or other images of the advertising material. With the exception of those subjects in section 3 most other forms of advertising will receive approval.
3. Advertising containing political, ethnic, religious, sexual or controversial texts, those for massage parlours or escort agencies, nude or semi nude figures, those seeking to involve the driver as an agent of the advertisers, those likely to offend public taste or those that seek to advertise more than one company, other than the taxi company, will not be approved.
4. Advertising may extend over all surfaces of the vehicle with the exception of the front doors, which must display only the Council's logo as detailed in the Hackney Carriage Proprietors (Vehicle) Licence Conditions. Private Hire Vehicles may not display any signage on the front doors.