



## ADVERTISING GUIDELINES FOR PRIVATE HIRE & HACKNEY CARRIAGE VEHICLES

FORM 110

**Data Protection Act, 1998** We will use the information/documentation supplied by you and/or obtained on your behalf for the purpose of licensing and enforcement. As part of this, checks are undertaken to confirm your identity and prove that information held is correct. Checks will also be made for the prevention and detection of crime and fraud and the apprehension of offenders. Information held about you may be passed to other local authorities, law enforcement agencies and other organisations including (but not limited to) insurance companies and legal practitioners in connection with legal proceedings (including prospective legal proceedings) if there are reasonable grounds to suspect that you are acting in a criminal or fraudulent manner or bring into question the safety or protection of the public.

### Private Hire Vehicles

No advertising is allowed outside or inside private hire vehicles licensed in Coventry other than stickers/notices approved/required by the Taxi Licensing Office.

### Hackney Carriage Vehicles

The following are the conditions for advertising on the outside or inside of hackney carriage vehicles licensed in Coventry.

#### 1. GENERAL

- a) Suitable advertisements may be displayed on or in hackney carriages, subject to written approval from the Taxi Licensing Office being obtained before advertisements are applied to vehicles.
- b) Advertisements must be of a form and quality that cannot become easily soiled, defaced or detached.
- c) Advertisements must be affixed directly onto the body of the hackney carriage or initially attached to an approved magnetic panel, which is then attached to the vehicle.

#### 2. EXTERIOR ADVERTISING

- a) Exterior advertising may be displayed on the bodywork of the vehicle.
- b) Where full livery advertising is proposed, or where an advertisement runs across more than one panel, provision must be made for the immediate replacement of any damaged panel(s). Hackney carriages will not be permitted to work with damaged or unmatched panels, nor will they be accepted for re-licensing in this condition.
- c) Advertising involving the fixing of a structure, board, roof or other type of fixture, which significantly alters the original shape of the vehicle, shall not be allowed.
- d) Advertising on the boot lid, which in any way obscures the hackney carriage licence plate shall not be allowed.
- e) An external advertisement containing the name and company for which the vehicle is working may be displayed on either side of the vehicle on the area along the roof edges/along the top of the doors.

#### 3. INTERIOR ADVERTISING

- a) Advertisements may only be displayed within the passenger compartment on the base of the occasional (flip up) seats and along the bulkhead above the passenger/driver partition.
- b) Occasional seat advertisements must be encapsulated in clear, non-flammable plastic.
- c) No material may be placed on the driver/passenger partition other than notices approved by the Taxi Licensing Office or that set out in section d) below.
- d) A flat multimedia screen (e.g. LCD TV) will be permitted, no larger than 11"/280mm across the diagonal, on the partition screen behind and above the driver's head, facing the passenger, displaying advertising and images from CCTV installed in the vehicle. The advertising content must conform to the requirements in section 5 below and no audio/sound will be allowed. A technical assessment by a recognised organisation in vehicle safety, or certification by the equipment manufacturer/installer or the vehicle manufacturer must be supplied, covering the safety implications of the multimedia screen and accompanying equipment.

#### 4. WINDOW ADVERTISING

- a) One advertisement, no larger than 450mm wide and 80mm deep, may be displayed at the top of the rear window containing the company name and telephone number supplying journey bookings.
- b) Additionally, an advertisement no larger than 1200mm wide and 200mm deep may be displayed in the rear window. The advertisement must be of an approved material (e.g. dot matrix style), visible only from outside the vehicle and must not obstruct vision.
- c) Advertising material must be maintained in a good condition at all times. Advertisements should be correctly fitted and sealed to prevent the egress of water on to the advertising materials. Any advertisement that retains water or obscures rear vision should be removed from the vehicle.

#### 5. ADVERTISEMENT CONTENT

- a) All advertisements must comply with the UK's Advertising Standards Authority's Advertising Codes and it is the responsibility of the hackney carriage proprietor to make sure that they do so.
- b) Each proposal shall be considered upon its own merits but the following advertisements WILL NOT BE APPROVED:
  - i) those of a political, racial, religious, sexist or controversial nature;
  - ii) those for escort agencies, gaming establishments (with the exception of bingo halls), sex shops or massage parlours;
  - iii) those displaying nude or semi-nude human figures;
  - iv) those promoting the use of drugs or consumption of alcoholic drinks;
  - v) those promoting the use of tobacco or other smoking related products;
  - vi) those likely to offend public taste;
  - vii) those depicting men, women or children as sex objects;
  - viii) those depicting direct and immediate violence;
  - ix) those which may be regarded as promoting any racist individual, group or organisation, or any racist message or activity.