

# HACKNEY CARRIAGE ADVERTISING AND SIGNAGE GUIDELINES



## 1.0 Permitted sites for advertisements for hackney vehicles licensed for the first time from 1 May 2022:

- 1.1 Any hackney carriage vehicle licensed for the first time by the Council (including existing proprietors on change of vehicle) will be required to comply with the following:

Advertising will be permitted for Hackney carriages only on:

1.1.1 The tip up seats and

1.1.2 On the rear wing of the vehicles. The advertisement must be applied directly to the rear wings of the vehicle. Removable, temporary methods of display such as magnetic or similar applications are not acceptable.

- 1.2 Any advertisement displayed must conform to the council's guidance for licensed vehicles.

## 2.0 Permitted sites for advertisements for existing hackney carriage vehicles until 1 May 2027:

- 2.1 Advertisements may be permitted on any external body panel of the vehicle so long as, in the opinion of the Council they do not have the potential under any circumstances to distract the driver or other road users.
- 2.2 Advertisements may be displayed on the occasional (tip up) seats of any vehicle.
- 2.3 An advertisement of one subject matter from one advertiser, may be permitted on driver/passenger bulkhead, but must not obscure the passenger's view of the meter.

## 3.0 Sites where advertisements are not permitted

- 3.1 No advertisement shall be permitted in any front windscreen of the vehicle, excepting such permits or permissions or other form of identity required by a condition of licence.
- 3.2 No signage or advertisement shall be permitted in any window of the vehicle, unless the sign is informing passengers not to smoke, eat or drink, or advising of a driver exemption.
- 3.3 No signage or advertisement on any window or screen shall obscure or restrict the vision of the driver or passenger.
- 3.4 No signage or advertisement may hinder or obscure or otherwise prevent the vehicle registration number, vehicle lamps or Council licence plate from being readily seen.

## 4.0 **Content of Advertisements**

- 4.1 All advertisements must comply with the requirements of the Advertising Standards Agency. The Council will not permit advertisements or signs of a pornographic, obscene, offensive or political nature to be displayed on any part of the vehicle. Advertising should not conflict with the licensing objectives.

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Windsor House  
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