



STOCKPORT
METROPOLITAN BOROUGH COUNCIL

Licensing Policy for the Display of Advertising Material on Licensed Hackney Carriage and Private Hire Vehicles

1) INTRODUCTION

This policy was originally presented to the Licensing, Environment & Safety Committee for approval on 7th December 2011. It is the statement of licensing policy for the display of advertising material on licensed Hackney Carriage and Private Hire vehicles. It is available for download on the Stockport Council website and may be viewed online at all libraries and Stockport Direct information centres.

The policy covers all current aspects of advertising on licensed vehicles including:

- Advertising consent
- Advertising types
- Advertising surfaces
- Advertising form and materials
- Advertising criteria
- Approval process

The policy was reviewed by the Licensing, Environment & Safety Committee on 7th September 2016 and a number of amendments were subsequently implemented to reflect technological advances and new developments.

2) ADVERTISING CONSENT

- 2.1 All advertising must be approved in writing by the Licensing Team before being applied to any licensed vehicle. The approval process is described in section 7 of this policy.

3) ADVERTISING TYPES

3.1 Hackney Carriage Vehicles

- 3.1.1 Advertising is permitted on Hackney Carriage vehicles in the format outlined in this policy.
- 3.1.2 Where the Hackney Carriage vehicle also takes bookings through an operator, it may advertise the operator details in accordance with this policy.
- 3.1.3 Advertising an operator on a Hackney Carriage vehicle through which it does not take bookings is not permitted.

Policy for Advertising on Licensed Hackney Carriage and Private Hire Vehicles

3.2 Private Hire Vehicles

- 3.2.1 No advertising is permitted either inside or outside of the vehicle other than that described 3.2.2 and 3.2.3
- 3.2.2 In the case of advertising on the side of the vehicle only the operator's logo, operator name, telephone number, email, website, app details and credit/debit card transaction details will be permitted.
- 3.2.3 In the case of advertising on the rear window of the vehicle only the operator's logo and a single line of text containing any of the following details: operator name, telephone number, email, website, app details and credit/debit card transaction details, will be permitted.
- 3.2.4 Operator details and credit/debit card transaction details may appear as set out in this policy.
- 3.2.5 Private Hire vehicles must display the council provided banner stating 'prebooked journeys only'.

4) ADVERTISING SURFACES

The following surfaces are permitted for the use of advertising:

4.1 Hackney Carriage Vehicles

- Full livery - advertising material covering the complete exterior body shell of the vehicle including the rear window area but no other windows, as set out in paragraph 5.2.1.
- Supersides – advertising material covering the exterior doors and wings on both sides of the vehicle, excluding the window area, as set out in paragraph 5.2.1.
- Doors only – advertising material covering the exterior lower panels of both doors on both sides of the vehicle, as set out in paragraph 5.2.1.
- Rear window – advertising material covering the rear window of the vehicle as set out in paragraph 5.2.2.
- Hub caps/wheel trims – advertising material covering the hub caps/wheel trims on all four wheels as set out in paragraph 5.2.3.
- Visor strips – advertising material incorporated into a visor strip fitted to the top of the front and/or rear windows that covers the entire width of the window as set out in paragraph 5.2.4.

Policy for Advertising on Licensed Hackney Carriage and Private Hire Vehicles

- Window – advertising material regarding accepted credit/debit card transaction details and/or the presence of CCTV are permitted, as set out in paragraph 5.2.5.
- Interior advertising – advertising that can be seen from the inside of the vehicle, as set out in paragraph 5.2.6.
- Boot lid - advertising on the boot lid which in any way obscures the licence plate is not permitted.

4.2 **Fixtures** – advertising involving the fixing of a structure, board, roof or other type of fixture, which significantly alters the original shape of the vehicle is not permitted.

4.3 **Private Hire Vehicles**

- 4.3.1 The operator details may appear on the side of the vehicle, the rear window of the vehicle or the visor strip as set out in paragraphs 5.3.1, 5.2.2 and 5.2.4 respectively.
- 4.3.2 Operator details can appear on the rear window or on the side of the vehicle but not in both locations on the same vehicle.
- 4.3.3 Information giving details of accepted credit/debit card transactions are permitted on windows and the dashboard as outlined in paragraph 5.2.5 and 5.2.6.
- 4.3.4 The council provided banner stating ‘prebooked journeys only’ must appear on the side of the vehicle in a prominent position.

5) ADVERTISING FORM AND MATERIALS

5.1 **General**

- 5.1.1 The form and type of all advertising must comply with MOT testing requirements.
- 5.1.2 It must be of a form and quality that cannot be easily soiled, defaced or detached.
- 5.1.3 It must be maintained in a good condition at all times.
- 5.1.4 Provision must be made for the immediate removal / replacement of any damaged advertisements.

5.2 **Hackney Carriage Vehicles**

- 5.2.1 Full livery / superside / doors only - the advertisements must be affixed directly onto the body of the vehicle or initially attached to an approved

Policy for Advertising on Licensed Hackney Carriage and Private Hire Vehicles

- magnetic panel which is then attached to the vehicle. Any full livery including the rear window must comply with paragraph 5.1.2.
- 5.2.2 Rear window – the advertisements must be made of a material that is see through from the interior and must not obscure the driver’s vision in any way. Advertisements must be correctly fitted and sealed to prevent the penetration or collection of water in the advertising material. Any advertisement of this type that retains water or obscures rear vision must be removed from the vehicle. The advertisement must not affect the rear windscreen wipers.
- 5.2.3 Hub caps/wheel trims - advertisements must not inhibit the operation of the vehicle or adversely inhibit air flow to the vehicle braking system.
- 5.2.4 Visor strips – the strip must be professionally produced. It must not interfere with the swept area of the windscreen wipers and must not exceed a maximum height of 75mm. The only wording permitted on the visor strip is the operator name and telephone number. Where there are split rear doors, the operator name will appear in one rear window and the telephone number in the other and must be placed to avoid obstruction of view from the rear view mirror. The strip should be fitted to the inside of the windscreen but where there is a manufacturers tinted glass strip it may be fitted to the exterior but must comply with maximum tint requirements.
- 5.2.5 Window stickers – the advertising of the credit/debit card transaction details and/or CCTV in the vehicle are permitted to be displayed at the top or bottom edges of any window of the vehicle. The sticker must not obscure vision or interfere with the swept area of the front or back windscreen. No other window advertising is permitted other than that outlined in this paragraph, paragraph 5.2.2 and 5.2.4.
- 5.2.6 Interior advertising - advertisements may be displayed within the passenger compartment on the base of the occasional (tip-up) seats, along the bulkhead above the passenger/driver partition and the outer edges of the passenger/driver partition. Accepted credit/debit card transaction details and /or the presence of CCTV may be displayed on the dashboard and/or on the outer edges of the passenger/driver partition. Interior advertising must not obscure the vision of either the driver or passenger.
- 5.2.7 Operator details can contain the operator name, telephone number, company logo, email and/or website.

Policy for Advertising on Licensed Hackney Carriage and Private Hire Vehicles

5.3 Private Hire Vehicles

- 5.3.1 Operator details can contain the operator name, telephone number, company logo, email and/or website, the dimensions of which can be no bigger than:
- Uppercase – 130mm in height
 - Lowercase – 75mm in height
- 5.3.2 Visor strips must be of the form set out in paragraph 5.2.4.
- 5.3.3 Accepted credit/debit card transaction details may be displayed in the window and on the dashboard as set out in paragraphs 5.2.5 and 5.2.6.

6) ADVERTISING CRITERIA

- 6.1 All advertisements must comply with the UK Advertising Standards Authority (ASA) Codes and it is the responsibility of the vehicle proprietor to ensure that they do so. Where an advertisement is found not to comply, approval will be refused or withdrawn. Contact details for the ASA can be found in paragraph 8 of this policy.
- 6.2 All advertisements regarding credit/debit card transactions must not contravene the Consumer Protection from Unfair Trading Regulations 2008. Further advice in relation to compliance with this legislation can be sought from Consumer Direct, see contact details in paragraph 8 of this policy.
- 6.3 All information supplied in relation to CCTV must comply with the Information Commissioner's Office (ICO) Code of Practice for the use of CCTV, see contact details in paragraph 8 of this policy.
- 6.4 All adverts must be professionally produced.
- 6.5 Each advert proposal will be considered on its own merits, however the following will not be approved:-
- Illegal - the driver / owner has primary responsibility for ensuring that their marketing communications are legal. Marketing communications should comply with the law and should not incite anyone to break it.
 - Indecent or offensive - advertisements should contain nothing that is likely to cause serious or widespread offence. Particular care should be taken to avoid causing offence on the grounds of race, religion, sex, sexual orientation or disability. Advertisements will be judged on the context, medium, audience, product and prevailing standards of decency.

Policy for Advertising on Licensed Hackney Carriage and Private Hire Vehicles

- Dishonest - advertisements should not exploit the credulity, lack of knowledge or inexperience of consumers.
- Untruthful - no advertisement should mislead, or be likely to mislead, by inaccuracy, ambiguity, exaggeration, omission or otherwise.
- Advertising cannot include reference to smoking, gambling, religion, sex, political views or anything which is likely to cause offence to individuals or groups of individuals.

7) APPROVAL PROCESS

- 7.1 All proposed advertisements must be submitted to the Licensing Team for approval accompanied by full colour artwork and detail the intended size of the proposed advertisement, this includes any operator details proposed for Hackney and Private Hire Vehicles.
- 7.2 Any advertisements which have not obtained the relevant approval do not comply with this policy and will be subject to the action in paragraph 7.9.
- 7.3 All requests for approval will be recorded on the Council computer system so that a record is kept of each submission.
- 7.4 Applicants can expect a response within 10 working days.
- 7.5 Applicants should have their vehicle available for inspection by Licensing Enforcement Officers for the purposes of establishing approval.
- 7.6 Advertising approval will be for a maximum of 12 months from the date of approval.
- 7.7 Where information ceases to be correct (e.g. operator details) it must be replaced with the correct details and/or removed from the vehicle.
- 7.8 Any advertisements found not to comply with this policy will be required to be removed from the vehicle. The vehicle will be suspended and will not be accepted for renewal of licence until such time as the advertisement is removed.
- 7.9 Applications for advertisement approval should be submitted in writing to:

Licensing Team Leader
Licensing Team
Stockport Council
Fred Perry House

Stockport Metropolitan Borough Council

Policy for Advertising on Licensed Hackney Carriage and Private Hire Vehicles

Edward Street
Stockport
SK1 3XE

Or

taxi.licensing@stockport.gov.uk

USEFUL CONTACTS

Consumer Direct

<http://www.ofc.gov.uk/consumer-advice/ofc-and-cd/>

Tel: 03454040506

The Information Commissioner's Office

www.ico.gov.uk

Tel: 0303 123 1113 or 01625 545745

UK Advertising Standards Authority

<http://www.asa.org.uk/>

Tel: 020 7492 2100