



## **CONDITIONS UNDER WHICH ADVERTISING ON HACKNEY CARRIAGE AND PRIVATE HIRE VEHICLES WILL BE PERMITTED**

Where vehicle licence conditions permit, vehicle licence holders may place advertising material in or on their vehicle in accordance with their licence conditions. Approval must first be sought from the Taxi Licensing Office.

### **1) TYPE OF ADVERTISING PERMITTED**

- a) No advertising will be permitted which causes public offence.
- b) No vehicle shall display external advertising from more than one advertiser.
- c) Advertising material must comply with all aspects of Advertising Standards legislation and the published guidelines of the Advertising Standards Authority.
- d) No vehicle shall display advertising relating to:-
  - Alcohol
  - Cigarettes or other tobacco products
  - Any political or religious organisation or campaign
- e) No advertising material shall cause the vehicle to break Road Traffic Legislation or render the vehicle hazardous to its driver, passengers or other road users.
- f) All advertising artwork must be to a high standard.
- g) Artwork must be durable to the rigours of display on a vehicle in daily use.

### **2) ADVERTISING DISPLAYED ON VEHICLE BODYWORK**

Hackney carriage vehicles may display advertising material mounted or painted on the front and rear of the vehicle. The sides of the vehicle must remain free of advertising in order to give sufficient prominence to the coat of arms decal which aids identification of the vehicle as a City of York licensed hackney carriage. **The advertising must be inspected by the Taxi Licensing Office prior to the vehicle going into service.**

Private hire vehicles may display advertising material mounted or painted on the bonnet and boot of the vehicle. The doors must remain free of advertising in order to give sufficient prominence to the Operator's details. **The advertising must be inspected by the Taxi Licensing Office prior to the vehicle going into service.**

### 3) **ADVERTISING IN THE FORM OF REAR WINDOW STICKERS**

One rear window sticker may be permitted per vehicle providing it does not obscure the driver's visibility. No other advertising window stickers may be displayed. Vehicle dealer stickers will be considered as advertising stickers therefore no other sticker may be displayed.

### 4) **ADVERTISING INTERNALLY WITHIN THE VEHICLE**

Hackney carriages and private hire vehicles may display advertising within their vehicle in the form of a panel displayed in a position visible to passengers but not interfering with the driver's vision or the passenger's ability to see out of the windows.

### 5) **COMPLIANCE WITH THESE CONDITIONS**

Vehicles displaying advertising without approval contravene the vehicle licence conditions and in the case of hackney carriages, the Byelaws, and if prosecuted would be liable to a fine of up to £500. The vehicle licence could also be suspended until such time as the material has been removed from the vehicle (subject to the right of appeal to the Magistrates' Court). A vehicle licence will also be suspended if artwork is incomplete due to bodywork repairs.