

## ANGUS COUNCIL

### GUIDANCE RE ADVERTISING ON TAXIS AND PRIVATE HIRE VEHICLES

1. The holder of a taxi or private hire licence shall not display on or in his/her taxi/private hire vehicle any sign for the purpose of advertising without first making proper application to the Head of Legal and Democratic Services, Angus House, Orchardbank Business Park, Forfar DD8 1AN and first paying the application fee of £50.
2. Applications for approval of any proposed advertisement must be made in writing to the Head of Legal and Democratic Services enclosing two copies of all proposed advertisements in full colour indicating the size of wording, any artwork and the location of the advertisement on the vehicle.
3. All applications for approval of advertisements will be considered by the Head of Legal and Democratic Services or her nominated officer and who if satisfied shall grant the application. If the Head of Legal and Democratic Services, or her nominated officer is not so satisfied then any such application will be submitted to the Civic Licensing Committee for consideration, who will be entitled to either grant the application, refuse the application or grant the application subject to such amendment or such conditions as it deems appropriate.
4. All advertisements must comply with the British Code of Advertising Practice issued by and amended from time to time by the Advertising Standards Authority. Each application will be considered on its own merits but advertisements will not be approved if they contain political, ethnic, religious, sexual or controversial texts; refer to tobacco or alcohol products; display nude or semi-nude figures; are likely to offend public taste, depict either directly or indirectly any acts of aggression or violence or in any way appear to promote or advertise any racist group or organisation or any of its activities.
5. No advertisement shall be permitted which in any way affects the visibility of the driver of the vehicle. Advertisements on the front driver's door or front passenger door of either a taxi or private hire vehicle must leave a space of 150mm beneath either window to allow for the driver's name and number as per the regulations.
6. Materials used for advertisements must be of a quality not easily defaced or detached. No paper based materials or water soluble adhesive paste shall be permitted.
7. Advertisements will be checked at the annual vehicle inspection and the Head of Legal and Democratic Services or her nominated officer reserves the right to refuse permission for any advertisement placed on a vehicle which fails to comply with the above or which has not received the appropriate permission and shall be entitled to require its immediate removal. Failing which, the vehicle will be deemed to have failed its annual inspection and will not be used for the purpose of either a taxi or private hire vehicle until the offending advertisement is removed.