

Advertising Door Signs on Hackney Carriage (Taxi) and Private Hire Vehicles

The policy which restricted more general advertising on doors of taxis and private hire vehicles was amended and relaxed by the Council's Licensing Committee at its meeting of the 29 July 2014. Proprietors and drivers have been notified of this change in taxi newsletters. In particular the taxi newsletter sent out in September 2014.

The new policy which is shown below is in respect of door advertising on Hackney Carriage and Private Hire vehicles and has come into immediate effect from its adoption on the 29 July 2014. It is as follows:

Policy/Vehicle Licence conditions regarding permission to advertise on front and/or rear doors of Hackney Carriage and Private Hire vehicles licensed by Tendring District Council.

In general all advertisements must comply with the British Code of Advertising Practice issued by and amended from time to time by the Advertising Standards Authority i.e.; all advertisements must be legal, decent, honest and truthful.

In general, each application for approval of advertising material will be considered on its own merits but advertisements will not be permitted which advertise or promote the sale of alcohol or tobacco products; nor if they contain political, ethnic, religious, sectarian, sexual or controversial text; display nude or semi-nude figures; or are likely to offend public taste; depict men, women or children as sexual objects; depict direct and immediate violence to anyone shown in the advertisement or observing it; advertise any racist group or organisation which intends to promote such a group or such organisation and/or any of its activities.

In particular the Council will not give its permission for:

- An advertisement which incites someone to break the law.
- An advertisement that is likely to cause widespread or serious offence to members of the public on account of the nature of the product or service being advertised, the wording or design of the advertisement, or by way of inference.
- An advertisement which depicts or refers to indecency or obscenity or uses obscene or distasteful language.
- An advertisement which relates to adult entertainment or activities such as lap dancing, escort agencies or massage parlours.
- An advertisement that promotes alcohol or tobacco.
- An advertisement which condones or provokes anti-social behaviour.
- An advertisement which contains images or messages which relate to matters of public controversy and sensitivity.
- An advertisement which contains negative references to Tendring District Council, its services, staff or Members.

*All adverts must comply with the above code and be pre-approved by the Council before they are placed on any hackney carriage or private hire vehicle and permission should be sought in writing giving an example of the size of the door sign and content of the promotion.

***The Council reserves the right to refuse any request for door sign advertising that does not comply with the above code and to suspend the licence of any vehicle displaying signs that breach the above code or that have not been duly authorised by the Council.**

The licensee remains responsible for the content of any advertisement displayed on his/her vehicle, whether internal or external. It remains the licensee's responsibility to comply with the current law and British Code of Advertising Practice referred to above, irrespective of any consent to display the advertisement which may have been given by the Licensing Authority.

It is the licence holder's responsibility to ensure that none of the advertising material obscures the driver's vision, the vehicle's licence plates, or constitutes a danger to passengers or the public or other road users where they are displayed on the vehicle.

The maximum size of door sign that Tendring District Council will allow to be fixed to a hackney carriage or private hire vehicle licensed by the Council is as follows:

Large

(447 x 292 mm)

(17.5 x 11.5 inches)

The maximum number of door signs permitted per vehicle is four, but if two doors are being used to display the taxi company's own logo then any advertisement can only be placed on the remaining two uncovered doors. All door signs must be of the same size (see maximum size details shown above) and all advertising signs must carry/display the same identical advertisement. I.e. advertisements for different products on each sign will not be agreed or permitted.

We hope that the policy and guidelines shown above are fairly self-explanatory but should you have any questions please contact the Licensing Team by e-mail at licensingsection@tendringdc.gov.uk and we will be happy to answer any queries that we can help with.

The team will also do its very best to turn applications for door advertising round as quickly as we possibly can for you. The Council hopes that relaxing the policy on door advertising will help to bring additional income in for proprietors.

Simon Harvey
Licensing Manager

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