

5.6 SIGNAGE/ADVERTISING/LIVERY

- 5.6.1 It is important that the public should be able to identify and understand the difference between a Hackney Carriage and a Private Hire Vehicle.
- 5.6.2 Vehicle identification plates are a key feature in helping to identify vehicles that are properly licensed. All licensed vehicles shall display one plate at the front and one on the rear of the vehicle
- 5.6.3 A Hackney Carriage licensed by the Council must carry an illuminated roof-mounted sign. The roof sign must state "Taxi/Tacsi" and must be illuminated when plying for hire.
- 5.6.4 Details of any signs or advertising requested to be placed on a Hackney Carriage Vehicle shall be submitted to the Licensing Section for due consideration as to content. If the advertising is not approved by the officer then the advertising request will be referred to the Licensing Committee for its consideration.

7.6 SIGNS AND NOTICES

- 7.6.1 A Proprietor may display on the side and/or rear of the vehicle, below window level, the company name under which the vehicle is operated and/or its telephone number, but no other signs, emblems or notices shall be displayed either outside or inside the vehicle without specific written permission from the Council.
- 7.6.2 Any Proprietor wishing to use or sell space on the vehicle for the advertising of another company/business must first apply to the Council with a draft advert for consideration. Only one authorised advert will be permitted

7.6.3 Such adverts must not:

- i) contain anything religious or political
- ii) advertise alcohol or tobacco
- iii) be pornographic or offensive to good taste
- iv) promote discounted fares, or
- v) advertise jobs