



Advertising on Hackney Carriage and Private Hire Vehicles Policy 2021

Regulatory and Housing Services
Licensing
PO box 1
Conwy LL30 9GN
licensing@conwy.gov.uk
www.conwy.gov.uk/licensing
www.facebook.com/conwylicensing

Conwy County Borough Council

Regulatory and Housing Service (Public Protection)

.....

Name of Policy: Licensed Vehicle Advertising Policy

Author / Custodian:	Jennifer Roberts John Donnelly
Date agreed and implemented:	
Agreed by:	General Licensing Committee
Frequency of Review:	Annual review
Review date:	
Equality Impact Assessment completed: (date)	N/A
Member involvement (if any)	Cabinet Member/Licensing and Regulation Committee
Internal or Public Domain:	Internal/public

VERSION CONTROL:

Reference:	Status:	Authorised by:	Date:
001	Draft		
002			

FUNCTION	OFFICER
Processing of application	Licensing Officer
Rejection of application	Principal Licensing Officer/Senior Licensing Officer
Referral of application to Licensing Committee	Principal Licensing Officer/Senior Licensing Officer
Grant/renewal of application	Principal Licensing Officer/Senior Licensing Officer
Refusal of application	Head of Service / General Licensing and Regulation Committee
Suspension of vehicle	Principal Licensing Officer/Senior Licensing Officer/Licensing Enforcement Officer

1. Purpose

As a matter of general policy, Conwy Council Borough Council permits limited advertising on the outside of licenced vehicles in respect of the proprietor's business and third parties.

No third party advertisements may appear on a Conwy licensed vehicle without the prior written consent of the Council, in line with the Hackney Carriage Bylaws and Private Hire Operator Conditions

2. Legislation

Local Government (Miscellaneous Provisions) Act 1976

3. Specification

a. Positioning

Proprietors Business: (refer to relevant vehicle conditions)

Third Party Advert: Rear doors side panels/quarter and boot may be used.

b. Size and Shape

Proprietors business: (refer to relevant vehicle conditions)

Third Party Advert: no parameter set

c. Colour

Vehicle proprietor shall seek to ensure so far as possible that the colour of any advertising materials shall be in contrast to the main colour of the vehicle and shall not cause distraction to other road users.

4 General

a All advertisements should be of such size that can be be affixed to a continuous flat surface and shall be of such a form as not to become easily soiled or detached.

b. Magnetically affixed door signs should be avoided,if used a full risk assement of there use is to be provided.

c. Only two third party advertisements shall be allowed on a licensed vehicle.

d. No advertisements suggesting that a private hire vehicle is available for immediate hire will be allowed, or use such words as Taxi or Cab

e. The proprietor/driver of any vehicle with the availability to accept debit/credit card payments must ensure that a notice is clearly displayed on both rear doors of the vehicle specifying any additional monetary charges levied for such payments. A similar notice must also be displayed in the passenger compartment. The wording and positioning of any such notices must be agreed by the licensing authority before being affixed to the vehicle.

f. Statutory notices are not included in the policy, i.e. No Smoking Signs

5. Full Advertising on Hackney Carriage Vehicles

Full advertising on Licensed Hackney Carriages (Taxis) on purpose built vehicles (TX1 – London – style cabs and Euro cabs) is permitted, subject to a written application as outlined at paragraph 2.

The advertisement must be professional in nature, and the same guidelines in relation to the style, content and prohibitions apply.

Should a vehicle be found to have any third party advertisement on a licensed vehicle, without having the appropriate authorisation, will be in breach of condition of licence, and appropriate action will be considered.

6. Prohibited Adverts

a. Advertisements of tobacco, vaping, alcohol or drugs paraphernalia products shall be prohibited together with any other items which, may from time to time, be specified by the General Licensing Committee, and included in these Guidelines.

b. if it is prejudicial or discriminatory against any group or individual – including, but not limited to; age, race, religion, disability, gender, sexual orientation or nationality, is likely to mislead, is inflammatory, offends or creates barriers between the driver of the vehicle and passengers, the public or other road users.

7. Breach of Policy

Any breach of the policy may result in the suspension or revocation of the vehicle

8. Applications

All applications and supporting artwork must be submitted electronically to licensing at Conwy.gov.uk with the appropriate fee, applications will be processed within a reasonable time up to a maximum of 14 days

9. Appeal/Redress mechanisms

Any decision by the authorised officers may be appealed to the General Licence Committee within 21 days of being notified of the decision.