

## ADVERTISING ON HIRE CARS

### Taxis

- no approval is required for advertising on the two front doors of a taxi
- there is a charge for approval of full livery advertising on a taxi which would include adverts on the tip up seats (unless the vehicle is an identical replacement vehicle and identical advertising has already been approved; for the avoidance of doubt approval will still be required but no fee will be charged) **£120.58**
- there is another level of fee for approval of advertising on the sides of a taxi vehicle only (unless the vehicle is an identical replacement vehicle and identical advertising has already been approved; for the avoidance of doubt approval will still be required but no fee will be charged in these circumstances) **£56.27**
- taxi advertising is restricted to the bodywork and tip up seats only and no advertising is permitted on the windows or interior glass
- only one business or product can be advertised on any taxi vehicle

### PHCs

- Saloon cars – all private hire cars (with the exception of Type 2 PHCs) must display Private Hire Car Door Signs on both front doors identifying the vehicle as a PHC. In addition to these signs the Licence Holder may apply to the Chief Solicitor for permission to display another pair of signs giving contact details, hereinafter referred to as “booking office door signs”. These booking office door signs are optional and further information can be found in Conditions 36-38 of Schedule B of the Hire Car Conditions (available to download from the Councils website) and must be approved in writing by the Chief Solicitor before the signs are fixed to the Licensed Vehicle. There is no fee for this type of advert.
- Passenger lift PHCs - larger PHCs which are fitted with passenger lifts are permitted to have full livery advertising to advertise their own business only. The cost of approval of full livery advertising on PHCs is **£48.23** and this is a one off charge for the initial approval of art work and there will be no fee charged for any subsequent approval of identical artwork to be displayed on an identical model of vehicle. For the avoidance of doubt approval will still be required for all art work.