

## Signage requirements

	SGC Vehicles
Operator door signs	Not required- optional for drivers/ Private Hire Operators
Hackney Carriages	The front and rear plates may be displayed as part of the Roof Light, or as below at the choice of the Licence Holder.
Front plate	Displayed outside on the front of the vehicle, all information clearly visible. From June 2023 the Council will supply and fit your new plate, and the plate won't have an expiry date so no need to replace each year.
Rear plate	Displayed outside on the rear of the vehicle, all information clearly visible. From June 2023 the Council will fit the plate for you. The plate will not need to be replaced each year as it has a security seal with the expiry date on which will simply have the new one put over the old one each year.
Roof signs	For Hackney Carriages, the top "taxi" light required to be working, illuminated when plying for hire.. No roof signs are permitted on Private Hire Vehicles.
Private Hire Vehicles	The words "Taxi" or any other graphics to suggest the vehicle is a Hackney Carriage must not appear in any form on the vehicle, including as part of an Operator name.
Graphics	No advertising, signs, notices, plates, marks, letters figures, symbols, emblems or devices unless approved by the Council.
No smoking signs	One sign, a minimum of 70mm, visible to persons inside the vehicle.

## Advertising on licensed vehicles

### Permitted positioning for advertisements

This Licensing Authority will consider commercial advertising on hackney carriage and private hire vehicles. However, the prescribed vehicle signage in the vehicle licence conditions must be displayed, and the Council must approve all commercial advertising prior to being applied on a licensed vehicle.

Requests to permit commercial advertising on a licensed vehicle must be made in writing, [Taxis@southglos.gov.uk](mailto:Taxis@southglos.gov.uk) to the Licensing Team Leader providing a proof of the intended advert.

In making a decision on proposals for commercial advertising the Council will take into account:

- The licensing policy objectives
- Discrimination of any form
- The Council's objectives, specifically in relation to health promotion and crime reduction
- The likelihood of the advert causing offence
- The requirements set out in the conditions for Hackney Carriage Vehicles and Private Hire Vehicles

Please note that all advertisements must not, in the opinion of the Council, obscure or detract from the clarity of signage required by this Licensing Authority to be displayed on licensed vehicles.

Once a decision has been made a written response will be sent to the vehicle licence holder.

No advertising is to be displayed on a vehicle until such time written approval has been received.

This Licensing Authority retains the right to require that any advertising is removed from a licensed vehicle should there be complaints or concerns received in relation to the advertisements.

### **Where advertisements are not permitted**

No advertising or signage is permitted on any part of the glazing of the vehicle.

The only items permitted on the glazing are signs informing passengers not to smoke, that CCTV in operation etc. These signs are only permitted if required by law or Council policy. The positioning of these signs must be approved by this Licensing Authority.

No signage permitted on the glazing must hinder, obscure or restrict the vision of the driver or passenger.

No signage must hinder or obscure or otherwise prevent the vehicle registration number, vehicle lights or licence plate from being visible.