

CITY OF NOTTINGHAM ADVERTISING POLICY



Appendix 1

Nottingham
City Council

ONLY ADVERTISING COMPLYING WITH THE FOLLOWING REQUIREMENTS MAY BE DISPLAYED

GENERAL

1. All advertisements must:-
 - a. Be on adhesive vinyl sheeting or magnetic panel. No paper based materials or water soluble adhesive pastes shall be used.
 - b. Comply with the Advertising Standards Authority's Code of Practice.
2. No advertisements of a religious, political or controversial nature are permitted
3. Advertisements shall be maintained in good condition.
4. Officers authorised by the City Council under Part (II) of the Local Government (Miscellaneous Provisions) Act 1976 will have the right to request a proprietor to remove any advertisements not complying with this policy

ADVERTISING ON WHEELCHAIR ACCESSIBLE HACKNEY CARRIAGES

5. **Front Doors** can be used to display a telephone number which may be used to book the hackney carriage or the logo of any ride hailing application through which the vehicle may be hired . This must be placed directly below the City Coat of Arms and centralised. The individual numbers must be white and within the following dimensions:-

Height maximum 127 mm (approx 5") minimum 63mm (approx 2½")
Width maximum 89 mm (approx 3½") minimum 51 mm (approx 2").

Advertisements are permitted to cover the whole of the front doors (except for the windows which should be left completely clear and visible), as part of a side or full wrap.

If the front door is being utilised for advertisements, the Nottingham City Council crest and/or any other number/logo may be removed but **MUST** (in respect of the Nottingham City Council crest) be put back as soon as the signage is removed.

6. **Rear doors** – Advertisements are permitted to cover the whole of the rear doors (Not including windows which should only display 'No Smoking' signage).
7. **Rear Screen** - Advertisements are permitted only if made of a material which provides for displays which are visible from the outside of the vehicle but which cannot be seen from inside the vehicle and do not affect the drivers ability to see through the window. The rear window may be used to display a telephone number/logo which may be used to the book the hackney carriage.
8. **Side & Full Body Wraps** – These are allowed provided consideration is given to the above advertising requirements. Where thewrap covers the rear body of the vehicle, the hackney carriage plate should be clearly visible and unobstructed.
9. **Exterior Digital Advertising** – Roof mounted digital advertising may be used subject to the written prior approval of the Council.. Once installed the vehicle must be checked for safety compliance and any use of digital advertising must comply with paragraphs 1 (b) and 2 of this policy.
10. **Interior** – Advertisements are permitted providing they do not obstruct the view of either the driver or passengers or the drivers identification badge which should be mounted in the top left hand corner of the dividing Perspex screen. This may include the use of a digital screen so long as this does not interfere with driver or passenger safety or drivers visibility. The screen must be turned off at the passengers request and any advertising displayed must comply with paragraphs 1 (b) and 2 of this policy.
11. **In vehicle WiFi for passenger use** – this is allowed, including ads-to-access but must comply with the conditions set out at points 1 (b) and 2 of this policy.
12. Where a hackney carriage receives bookings through a business run for that purpose, then the display of the name and phone number of the business will be permitted other than just on the front doors and rear screen of the vehicle subject to any lettering being placed directly below the telephone number and being centralised. The maximum/minimum height, width and colour of the letters shall be the same as those used for the telephone numbers.

ADVERTISING ON PRIVATE HIRE VEHICLES

10. An Operator is permitted to advertise business details on the sides of vehicles operated by them. Such details shall be limited to:
 - i company name
 - ii company logo

- iii telephone number
- iv internet address
- v logo of any booking application through which the vehicle is being operated

All designs must comprise of full door wraps, and must be approved in writing by the Licensing Authority prior to use.

11. Advertisements displayed on the sides of vehicles shall also contain the words “Not insured if not pre-booked” or “Advanced bookings only – otherwise not insured” in letters no smaller than 4” high sited below the window .
12. A company name and logo may be displayed on the bonnet of a vehicle provided the advertisement does not exceed six inches square
13. Advertisements on the rear screen of a Vehicle are only permitted if:-
 - they are made of a material which provides for displays which are visible from the outside of the vehicle but which cannot be seen from inside the vehicle and do not affect the drivers ability to see through the window.and
 - the advertisement contains the wording “Advance Bookings only” in letters no smaller than 4” high at the top of the screen.
14. There shall be no advertisements on the roof of the vehicle