



## CITY OF NOTTINGHAM ADVERTISING POLICY

### 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** may only be used to display a telephone number which may be used to book the hackney carriage. 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").
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 which may be used to the

book the hackney carriage. Telephone numbers displayed on the rear window shall be placed either at the top or bottom of the screen and shall be centralised. The individual numbers must be white and within the following dimensions:-

height	-	63 mm (Maximum 2.5" Approx)
width	-	25 mm (Maximum 1.0" Approx)

8. **Interior** – Advertisements are permitted providing they do not obstruct the view of either the driver or passengers.
9. 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

All designs, including full door advertising, must be approved 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".
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

August 2012