



**NOTTINGHAM CITY COUNCIL**  
**REGULATORY AND APPEALS COMMITTEE**

**Date:** Monday, 26 February 2018

**Time:** 10.30 am

**Place:** LB 31 - Loxley House, Station Street, Nottingham, NG2 3NG

**Councillors are requested to attend the above meeting to transact the following business**

**Corporate Director for Strategy and Resources**

**Governance Officer:** Mark Leavesley **Direct Dial:** 0115 876 4302

- 1 APOLOGIES FOR ABSENCE**
- 2 DECLARATIONS OF INTERESTS**  
If you need advice on declaring an interest, please contact the Governance Officer above, if possible before the day of the meeting
- 3 MINUTES** 3 - 4  
Last meeting held 18 December 2017 (for confirmation)
- 4 WHEELCHAIR ACCESSIBLE HACKNEY CARRIAGE VEHICLE SPECIFICATION** 5 - 12  
Report of Head of City Centre Management and Regulation
- 5 REVIEW OF ADVERTISING POLICY FOR HACKNEY CARRIAGE AND PRIVATE HIRE VEHICLES** 13 - 22  
Report of Director of Community Protection

**CITIZENS ATTENDING MEETINGS ARE ASKED TO ARRIVE AT LEAST 15 MINUTES BEFORE THE START OF THE MEETING TO BE ISSUED WITH VISITOR BADGES**

**CITIZENS ARE ADVISED THAT THIS MEETING MAY BE RECORDED BY MEMBERS OF THE PUBLIC. ANY RECORDING OR REPORTING ON THIS MEETING SHOULD TAKE PLACE IN ACCORDANCE WITH THE COUNCIL'S POLICY ON RECORDING AND REPORTING ON PUBLIC MEETINGS, WHICH IS AVAILABLE AT [WWW.NOTTINGHAMCITY.GOV.UK](http://WWW.NOTTINGHAMCITY.GOV.UK). INDIVIDUALS INTENDING TO RECORD THE MEETING ARE ASKED TO NOTIFY THE GOVERNANCE OFFICER SHOWN ABOVE IN ADVANCE.**

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**NOTTINGHAM CITY COUNCIL**

**REGULATORY AND APPEALS COMMITTEE**

**MINUTES of the meeting held at Loxley House on Monday 18 December 2017  
from 10.00am to 10.15am**

**Membership**

Present

Councillor Brian Grocock (Chair)  
Councillor David Smith (Vice Chair)  
Councillor Cheryl Barnard  
Councillor Georgia Power  
Councillor Nick Raine  
Councillor Adele Williams  
Councillor Linda Woodings

Absent

Councillor Mohammed Ibrahim  
Councillor Gul Nawaz Khan  
Councillor Dave Liversidge  
Councillor Carole McCulloch  
Councillor Toby Neal  
Councillor Mohammed Saghir  
Councillor Jim Armstrong

**Colleagues, partners and others in attendance:**

Ann Barrett - Solicitor to the Committee  
Mark Leavesley - Governance Officer  
Angela Rawson - Regional Licensing and Policy Manager  
Wasim Amin ) Hackney Carriage driver representatives  
Bashir Latif )

**13 MEMBERSHIP**

**RESOLVED to note the following:**

- (1) the resignations of Councillors Rosemary Healy and Mick Wildgust;**
- (2) the appointments of Councillors Cheryl Barnard, Georgia Power and Nick Raine.**

**14 APOLOGIES FOR ABSENCE**

Councillor Armstrong )  
Councillor Ibrahim ) personal  
Councillor Saghir )  
Councillor Khan - annual leave  
Councillor Liversidge ) other Council business  
Councillor Neal )

**15 DECLARATIONS OF INTERESTS**

None.

**16 MINUTES**

The Committee confirmed the minutes of the meeting held on 25 September 2017 as a correct record and they were signed by the Chair.

**17 HACKNEY CARRIAGE AND PRIVATE HIRE VEHICLE AGE POLICY**

Angela Rawson, Regional Licensing and Policy Manager, presented the report, which detailed a proposal for the introduction of a revised 'Hackney Carriage and Private Hire Vehicles Age and Specification Policy', taking into account responses to recent consultation, and amendments to the proposals made as a result of the responses.

**RESOLVED to approve the 'Hackney Carriage and Private Hire Age and Specifications Policy', as detailed at appendix 1 to the report.**

**REGULATORY AND APPEALS COMMITTEE – 26 FEBRUARY 2018**

<b>Title of paper:</b>	Hackney Carriage Vehicle Specification	
<b>Director:</b>	Andrew Errington	<b>Wards affected:</b> ALL
<b>Report author and contact details:</b>	Angela Rawson 0115 8761749 <a href="mailto:Angela.rawson@nottinghamcity.gov.uk">Angela.rawson@nottinghamcity.gov.uk</a>	
<b>Other colleagues who have provided input:</b>	Ann Barrett 0115 8764411  Richard Antcliff <a href="mailto:Richard.antcliffe@nottinghamshire.pnn.police.uk">Richard.antcliffe@nottinghamshire.pnn.police.uk</a>	
<b>Date of consultation with Portfolio Holder:</b>	N/A	
<b>Relevant Council Plan Key Theme:</b>		
Strategic Regeneration and Development		<input type="checkbox"/>
Schools		<input type="checkbox"/>
Planning and Housing		<input type="checkbox"/>
Community Services		<input type="checkbox"/>
Energy, Sustainability and Customer		<input type="checkbox"/>
Jobs, Growth and Transport		<input checked="" type="checkbox"/>
Adults, Health and Community Sector		<input type="checkbox"/>
Children, Early Intervention and Early Years		<input type="checkbox"/>
Leisure and Culture		<input type="checkbox"/>
Resources and Neighbourhood Regeneration		<input type="checkbox"/>
<b>Summary of issues (including benefits to citizens/service users):</b>		
The report asks members to consider a proposal for a new colour scheme to apply to all new and replacement Hackney Carriage Vehicles introduced to the fleet in line with the age policy granted by this committee on 18 December 2017 (appendix 1).		
<b>Recommendations:</b>		
<b>1</b>	The Committee approve that from 1 March 2018 the current vehicle specification for new or replacement hackney carriage vehicles be amended so that approved vehicles are required to be finished in black with a white vinyl wrapped roof and the Council coat of arms being displayed on the front doors of the vehicle.	
<b>2</b>	The Committee authorise the following officers individually to add additional black colour codes to the list at appendix 2 (should they change or otherwise become available) following consultation with the Chair, Vice Chair and opposition spokesperson: <ul style="list-style-type: none"> <li>• Director of Community Protection;</li> <li>• Head of City Centre Management;</li> <li>• Regional Licensing and Policy Manager.</li> </ul>	

## **1 REASONS FOR RECOMMENDATIONS**

- 1.1 At the meeting of this Committee in December 2017, a new Age and Specification Policy was approved as the then existing specifications were over 20 years old. It is proposed to further amend that policy to include a full colour change for Hackney Carriages.
- 1.2 Section 47 and 48 of the Local Government (Miscellaneous Provisions) Act 1976 allows a Council to prescribe the design and appearance of both the Hackney Carriage and Private Hire Vehicle with the aim to ensure the safety of the travelling passenger.
- 1.3 Amending the colour specification for the Hackney Carriage will provide an easily identifiable branding to a method of transportation, which is not only safe and comfortable but also takes into account technological improvements together with emission efficiencies.

## **2 BACKGROUND (INCLUDING OUTCOMES OF CONSULTATION)**

- 2.1 Section 47 and 48 of the Local Government (Miscellaneous Provisions) Act 1976 allows a Council to prescribe the design and appearance of both the Hackney Carriage and Private Hire Vehicle with the aim to ensure the safety of the travelling passenger.
- 2.2 Nottingham has a varied transportation system which includes tram and bus fleets which are already contributing to the Councils wider responsibilities such as air quality by way of electric vehicles. The Hackney Carriage fleet (as well as private hire) are part of that network and as such are required to also contribute to the Councils mandates.
- 2.3 Proposal for changes to the private hire and hackney carriage fleets are set against the context of the Council's Hackney and Private Hire Vehicle Strategy 2017-2020 and also the DEFRA Clean Air Zone Framework, A colour transition would promote the emergence of the greener, cleaner more efficient Euro 6/ELEV Hackney Carriage fleet.
- 2.4 The colour transition has been discussed with various trade bodies and drivers at meetings over the past 12 months and a recent roadshow again highlighted the technologies available to the Hackney trade as a whole.
- 2.5 In line with the new Age and Emissions Policy, drivers of Hackney Carriage Vehicles are having to invest a great deal more money into newer, more efficient vehicles and so maintaining a factory black colour would not only save the drivers the cost of a respray, but also create a clean, valued and visible product for the City.
- 2.6 As each manufacturer has its own colour coding for the colour black and the variants such as metallic etc, to maintain a smart fleet it is necessary to define those specific colours.

## **3 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS**

- 3.1 Maintain the existing colour coding – (Jaguar Racing Green – JBC701). This would not define the dramatic effect of changing the image of the existing fleet to a cleaner more efficient offer.

#### **4 FINANCE COLLEAGUE COMMENTS**

- 4.1 None to the Council, however, there may be small additional cost to the vehicle proprietors to cover the cost of the vinyl wrap on the roof.

#### **5 LEGAL AND PROCUREMENT COLLEAGUE COMMENTS (INCLUDING RISK MANAGEMENT ISSUES, AND LEGAL, CRIME AND DISORDER ACT AND PROCUREMENT IMPLICATIONS)**

- 5.1 Before the Council may grant a Private Hire or Hackney Carriage Vehicle Licence it is required to be satisfied of certain statutory criteria regarding its type, size, design, condition and safety and it is lawful for a Council to adopt policies relating to such matters.
- 5.2 The adoption of a Policy is potentially challengeable by way of judicial review on public law grounds. Individual licensing decisions are open to challenge by way of appeal.

#### **6 STRATEGIC ASSETS & PROPERTY COLLEAGUE COMMENTS**

- 6.1 N/A

#### **7 EQUALITY IMPACT ASSESSMENT**

- 7.1 Not required as the vehicle specification defined by the Council takes into consideration all areas of the travelling public.

#### **8 LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION**

- 8.1 None

#### **9 PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT**

- Report to Regulatory and Appeals Committee – 18 December 2017;
- Local Government (Miscellaneous Provisions) Act 1976;
- Police and Town Clauses Act 1947;
- Hackney Carriage and Private Hire Vehicle Strategy.

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# CITY OF NOTTINGHAM



Nottingham  
City Council

## AGE AND SPECIFICATION POLICIES RELATING TO HACKNEY CARRIAGE AND PRIVATE HIRE VEHICLES

### GENERAL

1. This policy will have effect from 1 January 2018
2. No Hackney Carriage or Private Hire vehicle shall be granted a licence unless it meets the City Council's approved vehicle specification and in accordance with the Council's earlier Policy it will still be the case that no licence will be granted for a Hackney Carriage Vehicle Licence unless that Vehicle is wheelchair accessible and displays the City coat of arms on both front door panels.
3. Nottingham City Council will refuse to renew a licence for a vehicle for use as a Hackney Carriage or Private Hire vehicle once the respective upper age limit has been reached.
4. **From 01/01/2020 additional vehicle specifications will be required for all vehicles.** Vehicle owners are encouraged to contact the Licensing Office for advice at least 2 years before the vehicle is due to reach the upper age limit or purchasing a new vehicle.
5. **From 01/01/2025**, any vehicle being licensed for the first time as a Hackney Carriage or Private Hire vehicle will be required to be ZEC ULEV
6. **From 01/01/2030**, no vehicle shall be licensed as a Hackney Carriage or Private Hire vehicle unless it is a Zero Emissions Capable Ultra Low Emission Vehicle

### PRIVATE HIRE VEHICLES

#### **From 01/01/2020**

1. Only Private Hire vehicles FOUR (4) years of age and under from the date of first DVLA registration will be considered for first licensing or as a replacement vehicle.
2. Private Hire vehicles over the age of TEN (10) years from the date of first DVLA registration will ordinarily be REFUSED a licence
3. Private Hire vehicles over the age of THREE (3) years from the date of first DVLA registration will be subject to SIX (6) monthly MOT inspections carried out by Nottingham City Council testers

## **WHEELCHAIR ACCESSIBLE HACKNEY CARRIAGE VEHICLES**

### **From 01/01/18**

1. All applications for replacement Hackney Carriage vehicles will be ordinarily REFUSED unless the vehicle to be licenced is newer than the existing vehicle and is no more than SIX (6) years of age from the date of first DVLA registration
2. All Hackney Carriage vehicles over the age of THREE (3) years from the date of first DVLA registration will be subject to SIX (6) monthly MOT inspections carried out by Nottingham City Council testers.
3. Hackney Carriage vehicles over the age of TEN (10) years from the date of first DVLA registration will ordinarily be REFUSED a licence UNLESS the vehicle is in exceptionally good road-worthy condition and approved for use following an Exceptional Condition Vehicle Check carried out by an authorised officer.

### **From 01/03/2018**

1. All applications for replacement Hackney Carriage vehicles will be ordinarily REFUSED unless the vehicle is coloured black with a white vinyl wrapped roof. The shade of black is to be the relevant manufacturer palette colour for the vehicle make from the appended list, as amended from time to time.

### **From 01/01/2020**

1. All Hackney Carriage vehicles will be required to be a minimum of Euro 6 Diesel or ZEC ULEV.
2. No Euro 6 Diesel vehicle will ordinarily be licensed as a hackney carriage if it over the age of TEN (10) years.
3. No ZEC ULEV vehicle will ordinarily be licensed as a hackney carriage if it over the age of FOURTEEN (14) years

### **From 01/01/2025**

1. No ZEC ULEV vehicle will ordinarily be licensed as a hackney carriage if it over the age of TWELVE (12) years

\* Euro 6 diesel relates to the engine AND vehicle both being manufactured after September 2015.

\*\* ZEC ULEV definition – emit up to 50g/km CO2 with a minimum of 30 mile emission range. A ZEC Hackney Carriage MUST be petrol if an internal combustion engine is used

**APPENDIX 2**

<b>Hackney Carriages</b>			
<b>Make</b>	<b>Model</b>	<b>Paint Colour</b>	<b>Paint Code</b>
Nissan	Dynamo	Metallic Black	GN0
Ford	Tourneo	Panther Black	JAYCWWA
Vauxhall	Vitaro	Midnight Black	92U
Mercedes	Vito	Obsidian Black	197
LEVC	TX	Raven Black	P43
LTI	TX4 (Euro 6)	Raven Black	P43

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**REGULATORY AND APPEALS COMMITTEE – 26 FEBRUARY 2018**

<b>Title of paper:</b>	Review of existing Hackney Carriage and Private Hire Advertising Policy	
<b>Director:</b>	Andrew Errington Director – Community Protection	<b>Wards affected:</b> ALL
<b>Report author and contact details:</b>	Angela Rawson 0115 8761749 <a href="mailto:Angela.rawson@nottinghamcity.gov.uk">Angela.rawson@nottinghamcity.gov.uk</a>	
<b>Other colleagues who have provided input:</b>	Ann Barrett 0115 8764411 <a href="mailto:Ann.barrett@nottinghamcity.gov.uk">Ann.barrett@nottinghamcity.gov.uk</a>  Richard Antcliff <a href="mailto:Richard.antcliff@nottinghamshire.pnn.police.uk">Richard.antcliff@nottinghamshire.pnn.police.uk</a>	
<b>Date of consultation with Portfolio Holder:</b>	N/A	
<b>Relevant Council Plan Key Theme:</b>		
Strategic Regeneration and Development		<input type="checkbox"/>
Schools		<input type="checkbox"/>
Planning and Housing		<input type="checkbox"/>
Community Services		<input type="checkbox"/>
Energy, Sustainability and Customer		<input checked="" type="checkbox"/>
Jobs, Growth and Transport		<input checked="" type="checkbox"/>
Adults, Health and Community Sector		<input type="checkbox"/>
Children, Early Intervention and Early Years		<input type="checkbox"/>
Leisure and Culture		<input type="checkbox"/>
Resources and Neighbourhood Regeneration		<input type="checkbox"/>
<b>Summary of issues (including benefits to citizens/service users):</b>		
<p>This report asks members to adopt a revised policy for advertisements which it will permit to be displayed on Hackney Carriages. There is also the consideration for allowing Private Hire Vehicles to display any application logo.</p>		
<b>Recommendation:</b>		
<b>1</b>	That the revised Hackney Carriage and Private Hire Advertising Policy (appendix 1) be approved as a replacement for the existing policy (appendix 2) with immediate effect.	

**1 REASONS FOR RECOMMENDATIONS**

- 1.1 The new policy clearly sets out the requirements of Nottingham City Council and will aide in providing uniformity to vehicles which in turn helps to create a safe, recognisable identification for the public travelling in and around the City.
- 1.2 It is proposed that such restrictions are imposed to ensure a clear distinction between Hackney Carriage and Private Hire vehicles licensed by Nottingham City Council.

- 1.3 The proposals in this report relate specifically to the Hackney Carriage fleet and have been designed to ensure that vehicles are not cluttered with advertisements but do give hackney carriage owners the ability to use the vehicle to advertise and maximise their income opportunities. Any advertising should not detract from the registration plates attached to the front and rear, nor any internal regulatory displays, all of which are the main source of information to customers and enforcers.
- 1.4 In that, it is proposed that a more liberal approach be taken towards advertising, such as side and full wraps, the integrity of safety and other regulations, such as advertising regulations, should not be compromised.
- 1.5 Internal advertisements will also be allowed provided they do not detract service users from the regulatory information displayed. Such advertisements may be displayed by electronic equipment sited either within the passenger cabin or on the roof of the hackney vehicle.

## **2 BACKGROUND (INCLUDING OUTCOMES OF CONSULTATION)**

- 2.1 The Local Government (Miscellaneous Provisions) Act 1976 permits Councils to control the appearance of both Hackney Carriages and Private Hire Vehicles and to attach such conditions to the vehicle licences as it sees fit.
- 2.2 The Council adopted its current policy for advertising at a meeting of this Committee on 24 September 2012 (appendix 2).
- 2.3 The Hackney Carriage trade in Nottingham are very rank reliant by nature and are therefore restricted insofar as availability of more commercial business options and technological improvements.
- 2.4 Since the approval of the existing policy, Nottingham City Council has encouraged the use of the 'MyTaxi' ride hailing application to assist in increasing the business offer to the Hackney Carriage Drivers. Details regarding the types of business improvements and initiatives can be found in the Hackney Carriage & Private Hire Strategy. An additional benefit would be for the driver to advertise the application on his vehicle so the public are aware of the provision.
- 2.5 Changes to the existing policy are also required to enable the drivers to take advantage of further funding opportunities by way of advertising, the content of which, if approved, would be monitored by Nottingham City Council to ensure compliance and propriety.
- 2.6 At a time when the Hackney Carriage vehicles are undergoing a re-branding with drivers spending between £40,000 and £65,000 on new vehicles to uplift the reputation of the fleet, requests have been made by trade organisations and existing drivers to consider all options supporting such development.
- 2.7 A revised Advertising Policy is attached at Appendix 1 and incorporates additional requirements for the Hackney Carriage trade. Approval will be given for advertising which is in compliance with the policy but flexibility will be retained to depart from the policy if there is good reason to do so. Compliance with the policy will be enforced via a review of the vehicle licence if the relevant condition is breached.

### **3 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS**

3.1 Retain existing Advertising Policy which would not open business initiatives for the relevant trade.

### **4 FINANCE COLLEAGUE COMMENTS**

4.1 None.

### **5 LEGAL AND PROCUREMENT COLLEAGUE COMMENTS (INCLUDING RISK MANAGEMENT ISSUES, AND LEGAL, CRIME AND DISORDER ACT AND PROCUREMENT IMPLICATIONS)**

5.1 The creation of this policy is within the Council's powers.

5.2 Any person aggrieved by the decision of the Council may challenge the policy by Judicial Review.

### **6 STRATEGIC ASSETS & PROPERTY COLLEAGUE COMMENTS**

6.1 None.

### **7 EQUALITY IMPACT ASSESSMENT**

7.1 Not needed (report does not contain proposals or financial decisions).

### **8 LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION**

8.1 None.

### **9 PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT**

- Report to Regulatory & Appeals Committee – 24 September 2012;
- Local Government (Miscellaneous Provisions) Act 1976;
- Police & Town Clauses Act 1947;
- Hackney Carriage & Private Hire Vehicle Strategy.

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## Appendix 1



# 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** 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) but 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 the wrap 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

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## APPENDIX 2

# 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 .