



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.
 - c. Be approved in writing by the Licensing Authority prior to use.
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 must be placed on each of the rear doors.

6. **Rear doors** – Advertisements are permitted to cover the whole of the rear doors provided they comply with the above requirements. (Not including windows which should only display ‘No Smoking’ signage).
7. **Rear Screen** - Advertisements are permitted on the rear screen provided they comply with the above requirements and are made of a material which provides for displays 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** – Advertisements are permitted on the side of vehicles as are fully body wraps provided they comply with the above requirements. Where the wrap covers the front and rear body of the vehicle, the hackney carriage plates should be clearly visible and unobstructed at all times. For full wraps, the largest white Nottingham City Council crest, dimensions above, must be displayed clearly in the rear door window.
9. **Interior** – Advertisements are permitted inside the vehicle providing they comply with the above requirements and do not obstruct the view of either the driver or passengers. 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 the driver’s identification badge should be mounted in the top left hand corner of the dividing Perspex screen.
10. **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.
11. 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

12. 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.

13. 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 .
14. A company name and logo may be displayed on the bonnet of a vehicle provided the advertisement does not exceed six inches square
15. 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.
16. There shall be no advertisements on the roof of the vehicle