



Elmbridge Borough Council

... bridging the communities ...

Environmental Services
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Application for Approval of Advertising on a Private Hire or Hackney Carriage Vehicle

Before completing this form please read the attached Guidelines and Technical Requirements

Please complete form in **BLOCK CAPITALS** and in **black ink**

Your Details

Last Name:	
First Name and other forenames:	Mr/Mrs/Miss/Ms
Home Telephone No:	
Mobile No:	
Email Address:	
Present Home Address:	
Post Code:	

Vehicle Details

HCV/PHV Plate No':		Hackney Carriage or Private Hire Vehicle licence number:	
Vehicle Registration No:		Make of Vehicle:	
Colour of Vehicle:		Model of Vehicle:	

Continued overleaf....

Advertisement Details

Proposed location of advertising (e.g. rear door panels nearside and offside). Give details for each advertising panel to be placed on vehicle.

	Location on vehicle	Width (mm)	Height mm
1			
2			
3			
4			
5			

If any part of the advertisement is not in English please provide a translation into English.

	Please Tick
I confirm that I have read the Council’s guidelines on vehicle advertising and that my proposal complies with these guidelines.	
I confirm that I have enclosed a clear, A4 sized full colour copy of the proposed advertisement(s).	
I confirm that I have enclosed an English translation where necessary	
I have enclosed the fee for this application.	

Signed: _____ **Date:** _____

Please note that if you are not the owner of the vehicle to which this application relates, you must obtain the owner’s consent before applying any advertising to the vehicle. Elmbridge Council will accept no responsibility for any advertisement which is approved by the Council, the application of which to the vehicle causes any damage to the vehicle or which is the subject of any legal claim by a third party.

<p>For internal use only</p> <p>Worksheet number _____ Fee received £_____ Receipt number _____</p> <p>Advertising copy enclosed Yes / No Translation enclosed Yes / No / Not Applicable</p> <p>Approved / rejected / invalid letter sent Date _____</p> <p>Inspection appointment date _____ Inspection satisfactory / unsatisfactory</p>

Guidelines for Advertising on Licensed Vehicles

This following provides guidelines for licensees who wish to have advertising placed on their vehicle.

1.1 Exempt Advertising

The following is permitted and does not require the written consent of the Council:

- a) Signs not exceeding 400 mm high and 600 mm wide, which may carry the private hire operator's name/ trading name, address and telephone number **only**. Such signs must also include the words "Pre Booked Only" in letters of the same size as the maximum sized lettering used;
- b) Signs not exceeding 400 mm high and 600 mm wide containing a Hackney Carriage driver's name/ trading name, address and telephone number **only**;
- c) Index registration plate carrying a dealer's details;
- d) Advertising agreed with the Council prior to the coming into force of this policy.

All other advertisements may only be displayed with the prior written consent of the Council, which is subject to an application process, the payment of a fee and vehicle inspection.

1.2 Applications

Applications for consent to display advertisements on licensed vehicles must include the following:

1. Completed application form;
2. Fee;
3. A clear, full colour copy, A4 size or greater depicting the advertisement;
4. A picture of the vehicle with a scaled representation of the advertisement in place superimposed on it, showing its size and location on the vehicle;
5. Advertisements containing non-English words must be accompanied by a complete and accurate translation into English.

The maximum number of advertisements per application is 20.

Responses to applications for advertisements will be issued in writing.

The Council reserves the right to approve applications for more than 1 advertisement in part.

Advertising consent permits the display of an approved advertisement on/ in any vehicle(s) under the exclusive control of the applicant.

Once approved advertisement(s) are in place, the vehicle must be presented for inspection by a Licensing Officer at the Civic Centre. The Council reserves the right to require the removal of any advertisement that the Officer considers does not comply with the application.

Once advertising has been applied to the vehicle it shall not be altered or moved to a different position on the vehicle without the further written consent of the Council.

The Council reserves the right to withdraw their approval for an advertisement.

Applicants wishing to appeal against a decision to disallow any advertisement should write, to the Environmental Health & Licensing Manager within 21 days of notification of refusal, stating the reasons why the advertisement should be allowed, who will determine the appeal in consultation with the Chairman of the Licensing Committee.

Where advertisements are displayed in advertising holders on/ in a vehicle or on display equipment within a vehicle then no advertisement shall be so placed until that vehicle has been inspected for suitability by the Council. Such vehicles will then be subject to annual inspections. Subsequent advertisement placements after the initial inspection will not require additional inspections apart from the annual inspection.

1.3 Fees

Advertisements in the set format described in section 1.1 for advertising operator's name, address and number will not attract a fee. Any other request for advertising will be considered on an individual basis and will attract a fee for the consideration of the application and for issuing a written consent (see current fee information).

Any application which does not contain the necessary details will be deemed invalid and the application and fee will be returned.

Any application which contains the necessary detail, and is valid, but which is rejected because it is judged not to meet the technical requirements will be rejected but the fee will not be returned.

Where an application is valid but is refused completely or in part there shall be no return of the application fee.

1.4 Technical Requirements

1. Advertisements must comply with the British Code of Advertising, Sales Promotion and Direct Marketing (latest version) published by the Advertising Standards Authority. Advertisements that are discriminatory, offensive, or which encourage illegal or anti-social behaviour are not permitted.
2. Advertisements must not advertise vehicle hire services (private hire or hackney carriage) or include details of fares/ charges for vehicle hire services. However, the operator's/ proprietor's name, trading address and telephone number(s) are permitted.
3. Advertisements for alcoholic beverages, tobacco products, non-medicinal drugs gambling establishments/ services, establishments/ services of a sexual nature are not permitted. This shall not preclude advertisements for premises licensed to sell or supply alcohol.
4. Advertisements must not cover any part of a vehicle window or vehicle light.
5. Advertising shall be such that there is a clear space of 50 mm around the Elmbridge licence plates and around the vehicle registration plate.
6. Advertising shall not be permitted on the roof of the vehicle with the exception of licensed hackney carriage signs saying TAXI.
7. There shall be no maximum size to advertisements except as restricted by section 1.1.
8. Advertising shall be securely fixed to the vehicle at all times.
9. Advertising must not incorporate fluorescent colours, three dimensional images, reflective material or illuminations, which could distract other road users.
10. Advertisements must not protrude from the vehicle surface by more than 10 mm.
11. Advertisements must not interfere with the normal operation of the vehicle.
12. Advertisements must not give the impression that the vehicle is a hackney carriage or is available for hailing or immediate hire unless the vehicle is licensed as such.