

**SCARBOROUGH BOROUGH COUNCIL
LICENSING AUTHORITY**



A great place to live, work & play

ADVERTISING REQUEST APPLICATION (HACKNEY CARRIAGE ONLY)

To: Licensing Services
Scarborough Borough Council
Town Hall
Scarborough
YO11 2HG

PROPRIETOR (APPLICANT) (delete as appropriate): Mr Mrs Miss Ms Other (please state)			
Surname			
Forenames			
ADDRESS			
Post town	Post code	E-mail	
PREFERRED CONTACT TELEPHONE NUMBER			
Tel. No:			
VEHICLE DETAILS			
HAS THE SAME ADVERTISING BEEN APPROVED PREVIOUSLY?			Yes No
Vehicle Registration		Licence Plate Number	
Vehicle Make		Model	
<p>PLEASE ENCLOSE PICTURES / PHOTOS OF THE WHOLE VEHICLE SHOWING ALL ADVERTISING</p> <p>The advertising <u>must</u> strictly conform to the parameters that are defined in Appendix G of Scarborough Borough Council's Taxi & Private Hire Policy (shown on the reverse of this request) otherwise an offence may be committed.</p> <p><i>(N.B. advertising <u>must</u> be the same on both sides) – if any of the advertising is unclear, please attach additional pictures/photos to this application.</i></p>			

I declare that I am the proprietor of the above licensed vehicle or I enclose consent from the licence holder. I hereby apply for an authorisation permitting me to display the above advertising on my vehicle **within the defined parameters** specified in Scarborough Borough Council's Taxi & Private Hire Policy.

I have enclosed the fee:		TICK to confirm	
Signed:			
Dated:			

HACKNEY CARRIAGE VEHICLE ADVERTISING

1. In no circumstances shall advertising be placed on or within a vehicle without prior written approval from the Licensing Authority.
2. A private hire operator door sign (not exceeding 360mm x 260mm) may be displayed on the lower part of the rear nearside passenger door and the rear off side passenger door when undertaking booking for the operator without prior written approval from the Licensing Authority. The sign shall display the following information only which must be clearly legible from the exterior of the vehicle:
 - The name of the operator
 - The telephone number of the operator
3. Visor strips may be displayed on the front and rear windscreens. Such strips shall not exceed 75mm in height. Lettering on visor strips shall not exceed 50mm in height and shall state the name of the operator and telephone number only.
4. Advertising approval is not transferable between vehicles and operators. Where a vehicle is changed new approval must be obtained and all decisions will be based on the criteria laid down in this Policy.
5. All vehicles shall only be permitted advertising on the doors and sides only, and not on the bonnet, roof or rear of the vehicle.
6. The basic principles for approval of all advertising on or within hackney carriages are:
 - In all instances the basic colour of the vehicle must remain white and remain clearly identifiable as a hackney carriage.
 - Approval shall not be given for advertising that obstructs the windows of the vehicle.
 - Any advertising shall not be overbearing or form a large expanse of colour.
 - There shall be no additional advertising on or within a vehicle such as an operator advertising for drivers.
 - Advertisements promoting tobacco or alcohol produces are not permitted.
 - No advertisement shall be of a sexual, religious or political nature that is likely to cause offence.
7. Advertising authorisations shall be kept in the vehicle at all times and available upon request by an authorised officer.

For office use only

Approved: Y/N

Date:

Signed:

Commercial Regulation Manager