



ST HELENS  
BOROUGH COUNCIL

# Commercial Advertising on Hackney Carriage and Private Hire Vehicles

**PROVIDING THE PROPRIETOR(S) FIRST OBTAINS APPROVAL FROM THE LICENSING UNIT  
COMMERCIAL ADVERTISING WILL BE ALLOWED ON YOUR HACKNEY CARRIAGE/PRIVATE  
HIRE VEHICLE.**

**'COMMERCIAL' MEANS FOR ANY BUSINESS EXCEPT THE HACKNEY CARRIAGE/PRIVATE HIRE TRADE.**

Full name/address of all proprietors of the vehicle:

1: .....

2: .....

3: .....

.....

Email Address: .....

Contact Telephone No: ..... Mobile No: .....

HC/PH Plate No: ..... Registration No: .....

Vehicle Colour: .....

Brief description of advertising to be used (please attach full colour artwork draft):

.....

.....

.....

Is the vehicle to be resprayed/repainted? **YES/NO**

If yes, state area of the vehicle affected and proposed colour Name/address of

.....

person/company carrying out work

I confirm that the above details are correct and agree to be bound by the scheme set out below and any additional conditions imposed by the Council.

Signed: ..... Date: .....

PRINT NAME: .....

Signed: ..... Date: .....

PRINT NAME: .....

Signed: ..... Date: .....

PRINT NAME: .....

Date received	Amount	Receipt No.	Licence No.
	£		
	EP		
Signed: .....		Date: .....	

## **Licensing - St. Helens**

### **Commercial Advertising**

THIRD PARTY ADVERTISING. Discreet third party advertising will be permitted on the upper rear door panels of vehicles, subject to the written consent of the Council. Approval for advertising may be given by the Licensing Manager subject to presentation of case following official application channels. Where such approval is withheld, the applicant may appeal to the relevant Licensing and Environmental Protection Committee.

### **Excluded advertising**

Advertisements to be used must not be offensive or objectionable and approval will not be given to any of the following:

Tobacco companies or tobacco products;

Alcohol or drug-related items;

Political messages;

Betting and gaming;

Nudity

Advertising for hackney carriage/private hire businesses and any other travel business for carriage of passengers is also excluded.

### **Submission of applications**

Applications shall be submitted to the Licensing Manager on the prescribed application form together with evidence of the advertising to be used (either photographs or actual signage).

In determining applications, the Licensing Manager will have regard for the Council's policy regarding 'excluded advertising' and, if proposed advertising is deemed to be unsuitable or unacceptable, refuse the application.

In the event of refusal, the applicant shall have the right of appeal to the Licensing & Environmental Protection Committee.

No commercial advertising shall be displayed on a licensed Hackney Carriage Vehicle/Private Hire Vehicle without the prior consent of the Local Authority.

### **Fitting and display of commercial advertising**

#### **Hackney Vehicle**

Commercial advertising shall only be permitted on the side livery of vehicles, that is the front and rear wings and front and rear doors.

The maximum size of the advertising panel shall be no more than 22inches(width) x 18 inches (height).

#### **Private Hire**

Commercial advertising shall only be permitted on the rear side doors of saloon cars or the rear side panels only of mini – buses or people carriers (exact location to be agreed with the Licensing Unit). The maximum size of the advertising panel shall be no more than 22inches(width) x 18 inches (height).

All paintwork shall be in a sound condition prior to fitting signs. If it is necessary to respray/paint the vehicle prior to fitting of signs, the proprietor shall ensure that the vehicle colour is maintained in a consistent form.

If advertising on the vehicle is withdrawn, the vehicle must be restored to its original colour.

All advertising will subsequently be checked during the six monthly test examination and during any roadside inspections. If, in the opinion of the vehicle examiners or Licensing enforcement staff, the advertising has become detached, defaced or in need of repair or is found to be concealing damage to the bodywork then the proprietor will, by the issue of a "Vehicle Defect Notice" be required to carry out necessary remedial works.

Signs on Hackney Carriages/Private Hire Vehicles must be correctly affixed to a continuous flat surface and must be of such a form as not to become easily soiled or detached.

**Approved Commercial signs on Hackney Carriage and Private Hire Vehicles must be permanently painted or stuck to a continuous flat surface. Magnetic signs will not be permitted.**

### **Privacy Policy**

Here at St. Helens Council we take your privacy seriously. We will only use your personal information to administer your application and provide the products and services you have requested from us.

From time to time we may need to contact you with details of the service or information we require from you and we will do this using the contact information you provided on your application form. This can either be by post, email, telephone or text message.

The Council has a duty to protect the public and we implement a number of security measures to maintain the safety of your personal information. Please be aware however that the information you provide on this application may be shared with other public bodies where required, such as Council Departments and Government Services, which may be used for the prevention of fraud or other serious offences.

If you require a copy of the data we hold or believe it to be inaccurate please contact the Council's Data Protection Officer by email on [dataprotection@sthelens.gov.uk](mailto:dataprotection@sthelens.gov.uk).

Any further information held by the Council about individuals will be held securely and in compliance with the law. Information will not be held for longer than required and will be disposed of securely. Further information regarding retention periods is available on the Council's website at <https://www.sthelens.gov.uk/Licensing>.

Completed application forms should be returned together with the appropriate fee to:

### **Licensing and Land Charges**

Wesley House, Corporation Street, St. Helens WA10 1HF

**Email:** [taxilicensing@sthelens.gov.uk](mailto:taxilicensing@sthelens.gov.uk)