

Policy and Procedure for Advertising on and/or in Licensed Hackney Carriage and Private Hire Vehicles

Advertisement Companies applying for advertisement consent

Advertisement companies wishing to advertise on a hackney carriage or private hire vehicle(s) must, prior to any approval being given, comply with the requirements of the Council which can be accessed and viewed using the following link:

https://secure.manchester.gov.uk/info/636/taxi_and_private_hire_vehicles/7895/advertise_on_a_licensed_vehicle

1. Advertising Surfaces

Hackney Carriage Vehicles

- "full livery" - advertising material covering the complete exterior body shell
- "supersides" - advertising material covering the exterior doors and wings on both sides of the vehicle, excluding the window area
- "doors only" - advertising material covering the exterior lower panels of both doors on both sides of the vehicle
- "rear window" - advertising material covering the rear window of the vehicle, provided the material is see-through from the interior
- "hub caps" - advertising material covering the hubcaps on all four wheels
- base of the occasional (tip-up) seats

Private Hire Vehicles

- "rear doors only" advertising material covering the exterior rear doors, excluding the window area
- "hub caps" - advertising material covering the hubcaps on all four wheels

Advertising on other parts of the vehicle is not permitted.

2. Static Advertising

Advertising Materials

Materials used must be professional in appearance and manufactured to a high standard be durable and not easily defaced, soiled or detached.

Hackney Carriage Vehicles - Body Work (condition of hackney carriage proprietor licence)

The proprietor of any hackney carriage vehicle that has any type of external advertisement (excluding any signage as requested by the Council) fitted must:

- (i) before fitting of any advertisement - make good any defects in the bodywork that advertisements are going to be applied to and bring the paintwork back to an

acceptable standard (as stated in the MCC Vehicle Inspection Manual https://secure.manchester.gov.uk/downloads/download/2988/vehicle_inspection_manual%20)

- (ii) at the end of the contract with the advertisement company, the advertisement must be removed any defects in the body work should be made good. The paintwork must be brought back to an acceptable standard (as stated in the MCC Vehicle Inspection Manual

https://secure.manchester.gov.uk/downloads/download/2988/vehicle_inspection_manual%20)

- (iii) vehicles **must not have a full body wrap replacement advertisement** fitted to the vehicle until the vehicle bodywork has been inspected and found to be satisfactory (at the vehicles *next vehicle inspection test) * where the next inspection is not imminent proprietors can book and pay for a 'Minor Retest (**0161 234 4918**)

Any new or replacement (bespoke) hackney carriage vehicles (that do not have any external advertisements (except those as required by MCC) displayed on the bodywork) may display the Manchester City Council crest, as issued by the Council, on the exterior, front doors

Any vehicle (not being a bespoke taxi) that is licensed as a hackney carriage vehicle will during the currency of the licence be (and remain)

- black in colour
- The vehicle must display the manufacturer's taxi signage along both sides of the vehicle
- The proprietor shall ensure that the manufacturer's taxi signage is maintained in a clean and legible condition

These vehicles cannot have any advertisements on the vehicle except.

Content of Adverts

A number of factors will be considered when the City Council determines whether to consent to an advertisement. Each proposal will be considered on its own merits.

One factor which may be considered is whether the advert complies with the British code of Advertising, Sales Promotion and Direct Marketing ('The Code'). Applicants should refer to the Code itself for a full explanation of all the guidelines. If an advertisement does not comply with the Code then consent may be refused or withdrawn

Consent will **not** be given for advertisements which are:

- *illegal* - marketers have primary responsibility for ensuring that their marketing communications are legal. Marketing communications should comply with the law and should not incite anyone to break it.
- *Indecent or offensive* - marketing communications should contain nothing that is likely to cause serious or widespread offence. Particular care should be taken to avoid causing offence on the grounds of race, religion, sex, sexual orientation or disability. Marketing communications will be judged on the context, medium, audience, product and prevailing standards of decency.
- *dishonest* - marketers should not exploit the credulity, lack of knowledge or inexperience of consumers.
- *untruthful* - no marketing communication should mislead, or be likely to mislead, by inaccuracy, ambiguity, exaggeration, omission or otherwise.
- *advertisements which display* – Alcohol, Tobacco products and E-Cigarettes, Gambling or Payday loans

3. Advertising via TV Screens

Advertising via TV screens is only permitted in hackney carriages.

- Advertisements displayed by way of pre-recorded or live feed material will be expected to comply with the criteria set out above and will be expected not to be illegal, indecent offensive, dishonest or untruthful as described above.
- The City Council's general policy is to consent to the display of advertisements by pre-recorded or live feed material provided that they comply with the above criteria.
- In the event that the City Council is satisfied that the material has been displayed which does not comply with these criteria for consent, the consent for display for pre-recorded or live feed material may be withdrawn.

Applying for Consent to Install TV installation

This policy covers TV and radio systems, which can be viewed by passengers. It is designed to ensure systems do not interfere with passenger comfort, safety or convenience.

Hackney Carriage proprietors may be given consent to install TV systems in hackney carriages under Byelaw 4(3), providing they comply with this policy.

Installations must comply with the policy to the satisfaction of the Licensing Unit Manager. However, the Licensing Unit Manager will consider each case on its own merits and in exceptional circumstances may give consent to systems, which do not comply with all parts providing the system meets the overall objectives of the policy.

Approval for Advertisements is subject to:

- All advertising material complying with the City Council's advertising policy.
- Advertisement Companies supplying the information required by the Council prior to any approval being given.

All broadcast material complying with:

- the OFCOM Broadcasting Code AND
- the criteria contained in the Licensing Unit advertising policy (current proposals are that advertisements must not be illegal, indecent or offensive, dishonest or untruthful)

All film/video material:

- classified by the BBFC as U, Uc or exempt from classification AND
- comply with the criteria contained in the Licensing Unit advertising policy (current proposals are that advertisements must not be illegal, indecent or offensive, dishonest or untruthful)

All systems complying with the following design and construction criteria:

- All equipment must comply with any legislative requirements in respect of Construction and Use Regulations and other legislation.
- All equipment must be designed, constructed and installed in such a way and in such material as to present no danger to passengers or driver, including from impact with the equipment in the event of an accident or damage from the electrical integrity being breached through vandalism, misuse or wear and tear.
- The equipment must not interfere with any other safety, control, electrical, computer, navigation, satellite or radio system in the vehicle.
- The intensity of any screen should not be such as to be visually intrusive or dazzling. The position of the screen must not obstruct the passenger's view of the meter and the visibility of the screen to following vehicles should be minimal.
- Any screen shall be no larger than 15".
- All equipment must be installed in the driver's compartment and should not be visible from the driver position.
- The installation must not be such as to weaken the structure or any component part of the vehicle or interfere with the integrity of the manufacturer's original equipment.
- The design must be discreet and complement the interior furnishing of the vehicle.
- The system must include safeguards to maintain the integrity of the system and prevent the display of unapproved material.

- Passengers must have control of the volume and picture (which should be both capable of being turned off) and the driver should be able to lower the sound level if it is causing him/her a distraction. The sound should be automatically muted when the intercom is operated.
- A notice should be displayed within prominent view and physical reach of all passenger seats giving instructions to passengers as to adjusting the volume. The notice shall be in a suitable format and design for visually impaired people and visible in low light conditions.
- The mute/volume control must be accessible from the nearside and offside passenger seats and from the flip seats.
- Once activated the mute should continue without further activation by the passenger until the passenger leaves the vehicle.
- All equipment must be protected from the elements, secure from tampering and located such as to have no impact on the luggage carrying capacity of the taxi.

Advertisement Company Responsibilities:

Permission in writing is required if you wish to advertise on a Manchester licensed hackney carriage or private hire vehicle.

Request for permission must be made at least 10 working days before the start date of the proposed advertising campaign (there is currently no fee but this is under review) Application, guidance notes or terms and condition - read the [advertisement policy](#)

prior to submitting a request -

https://secure.manchester.gov.uk/info/636/taxi_and_private_hire_vehicles/7895/advertise_on_a_licensed_vehicle

Attachments required

- Full colour copy of the requested advert, showing a vehicle and the intended position that the advert will be placed on the vehicle i.e. full livery (wrap), half sides, doors etc.

Once Permission is Granted as soon as vehicle contracts are made. You must supply us with - A list of vehicle(s) (in a spreadsheet to taxi.licensing@manchester.gov.uk) that the advert will be placed on.

The spreadsheet must include

- name of the advertisement campaign
- MCC unique (TA) reference number
- vehicle registration number
- vehicle plate number
- length on contract
- Start and end date of contract
- number of advertisements likely to be put on vehicle (ie if a 6 month contract and superside only)
- what type of advert i.e. wrap/ supersides

Example:

| 1 | Name of Advertisement Company | MCC (TA) Ref Number | Veh Reg Number | Veh Plate number | contract length | Contract start date | Contract end date | Number advert within contract (superside only) | Type Advert |
|---|-------------------------------|---------------------|----------------|------------------|-----------------|---------------------|-------------------|--|-------------|
| 2 | Beach Holiday | TA12345 | M123456 | HV0000 | 6months | 01/01/2020 | 01/06/2020 | 4 | supersides |
| 3 | | TA12345 | M234567 | HV9999 | 12 months | 01/01/2020 | 01/01/2021 | N/A | Wrap |

- Advertisements should only be fitted to vehicles whose bodywork is at the required standard (see Inspection Manual) (https://secure.manchester.gov.uk/downloads/download/2988/vehicle_inspection_manual%20)).
- Wraps/supersides should only be fitted to vehicles with no advertisements on.
- Wraps should not be fitted on top of other wraps.

Contracts

Vehicle proprietors should be supplied with a contract in writing, which must include:

- name of the advertisement campaign
- MCC unique (TA) reference number
- vehicle registration number - on each page of the contract
- vehicle plate number - on each page of the contract
- length of contract ie 3,6,12 month
- Start and end date of contract
- number of advertisements likely to be put on vehicle (ie if a 6 month contract and superside only)
- what type of advert ie wrap/ supersides etc

Validity and renewals

At the end of a Contract/ or *contract extension - Before a new wrap is fitted. *a contract cannot be simply be extended to negate the inspection of the body work

All 'Full Adverts' (Wraps) must be removed when a contract ends and vehicle body work inspected at Lawton Street Garage.

At the end of a 'Supersides' contract the vehicle body work should be inspected and any defective paintwork brought back to an acceptable standard (as stated in the MCC Inspection Manual)

(https://secure.manchester.gov.uk/downloads/download/2988/vehicle_inspection_manu al%20)).

Vehicle Proprietor Responsibilities:

It is the vehicle proprietor's responsibility to fully understand and comply with the advertisement policy.

When attending for a vehicle inspection appointment a copy of the contract for the advert must be produced

This must include;

- name of the advertisement campaign
- MCC unique reference number
- vehicle registration number - on each page of the contract
- vehicle plate number - on each page of the contract
- length of contract ie 3, 6,12 mth
- Start and end date of contract
- number of advertisements likely to be put on vehicle (ie if a 6 month contract and superside only)
- what type of advert ie wrap/ supersides etc

All vehicles must be inspected following removal of body wrap advertisements to comply with the current policy and vehicle proprietor conditions as outlined above in **Section 2**

Full Wraps - All full wraps must be removed at the end of the contract and the bodywork inspected before a replacement wrap is fitted or a contract is renewed. Wraps must not be fitted over the top of another wrap.

SuperSides - Bodywork must be brought back to an acceptable standard when advert is removed.

Damaged - defaced , Faded Advertisements

If on inspection an advert is defaced, damaged, faded the advert must be removed and the bodywork inspected before a new advert is fitted.

Vehicle Inspections

Where a contract is provided that does include all of the required information the test vehicle will not be tested and a further test will have to be booked and paid for.

Normally the bodywork of the vehicle can be inspected at any of the 4, 6 8 or renewal vehicle inspections. If you wish to replace an advertisement at a different time you can book and pay for a 'Minor Retest' **0161 234 4918** to allow the bodywork to be inspected before a new advert is fitted.

| Item - Advertisement | Reason for failure |
|-----------------------------|--|
| Supersides | Advert defaced, damaged or faded |
| Supersides | Defects in bodywork can be seen under advert |
| Wraps | Vehicle will not be tested if satisfactory contract not provided |
| Wraps | Advert defaced, damaged or faded |
| Wraps | Defects in bodywork can be seen under advert |

Compliance and Enforcement

Vehicle checks may be carried out by Licensing Officers to ensure compliance with the policy and or hackney carriage vehicle proprietor conditions. In the event of non-compliance with any aspect of the policy/conditions, consent may be withdrawn. Action may also be taken against vehicle drivers and proprietors in the event of non-compliance with the policy/conditions. The action would depend on the circumstances but could include suspension of the vehicle or driver licence, prosecution or a notice to rectify a defect.

Queries should be directed In the first instance to taxi.licensing@manchester.gov.uk)