

ADVERTISING IN BRIGHTON & HOVE HACKNEY CARRIAGE & PRIVATE HIRE VEHICLES

No advertisement is permitted on or in a taxi unless it meets the following requirements.

1. The taxi is a wheelchair accessible vehicle.
2. Advertising on the interior of the taxi is permitted within the passenger compartment on the base of occasional (tip-up) seats only.
3. Occasional seat advertisements must be encapsulated in clear non-flammable plastic and should be of a quality not easily defaced, soiled or detached.
4. The advertising agency name should be carried on the advertisement.
5. The advertisement(s) in each vehicle should not advertise more than one company, product, service, or location although a sponsor's details are permissible.
6. Advertisements will not be approved if, in the Director's reasonable opinion, the advertisement falls within any of the following categories:

The advertisement ...

- does not comply with the law or incites someone to break the law.
- does not comply with the British Code of Advertising, Sales Promotion and Direct Marketing.
- is likely to cause widespread or serious offence to members of the public on account of the nature of the product or service being advertised, the wording or design of the advertisement or by way of inference.
- depicts men, women or children in a sexual manner or displays nude or semi-nude figures in an overtly sexual context.
- depicts or refers to indecency or obscenity or uses obscene or distasteful language.
- relates to lap-dancing, 'gentlemen's clubs', escort agencies or massage parlours.
- depicts direct or immediate violence to anyone shown in the advertisement.
- condones or provokes anti-social behaviour.

- relates to films which have not been granted permission for public exhibition or which do not show the British Board of Film Classification certificate.
- contains images or messages which relate to matters of public controversy and sensitivity.
- relates to a political party or parties or a political cause.

Proprietors and drivers do not need to seek prior approval to display advertisements that comply with the above.

In cases of doubt, they should consult the Authorised Officer in the first instance, *prior to displaying the relevant advertisement*.

However, if the Authorised Officer or Head of Delivery Unit considers an advertisement may not comply with these guidelines they may request a copy of the advertisement in either hard copy or electronic form, along with other reasonable information including details of the relevant advertising agency that prepared the advertisement.

If the Head of Delivery Unit considers that the advertisement does not comply with these guidelines, s/he may propose or invite reasonable variations to the advertisement or require the advertisement to be removed. In the latter case the Head of delivery Unit will provide written reasons for the decision.