



# Midlothian

## CIVIC GOVERNMENT (SCOTLAND) ACT 1982

### ADVERTISING ON PRIVATE HIRE CARS

#### NOTES FOR GUIDANCE

Advertising on Private Hire Cars is not permitted without the prior written consent of the Council. To seek permission, an application for a variation of the prohibition to display signs for the purpose of advertising should be submitted.

Application for a variation of the prohibition to display signs for the purpose of advertising, can be made on the relative application form, copies of which are available from the Council Office, Midlothian House, Buccleuch Street, Dalkeith. Completed application forms must be accompanied by (a) two copies of the proposed advertisement in full colour and samples of materials used; and (b) cheques/postal orders made payable to Midlothian Council or cash. The application fee is £69.00. If application forms are delivered by hand, applicants or their agents should deliver them to Reception, Midlothian House, 40-46 Buccleuch Street, Dalkeith.

On receipt of the application, the Council will consult the Chief Constable.

If the proposal complies with the criteria contained in the **Appendix** hereto, the licensee will be asked to make the necessary arrangements to have the advertising material applied; and thereafter make arrangements with the Taxi Examination Centre, 33 Murrayburn Road, Edinburgh, (0131 529 5800), to have the advertisement examined. The permission will take effect from the date of issue of approval by the Taxi Examination Centre; and will subsist for the duration of advertisement.

Depending on the extent of the advertising applicants may wish to consider advising (a) DVLC and (b) their insurance company of the changes which are being considered.

If you would like to know how Midlothian Council collects, uses and shares your personal information, please visit our website [www.midlothian.gov.uk](http://www.midlothian.gov.uk) to access our online Privacy notice

## APPENDIX

### ADVERTISING ON PRIVATE HIRE CARS

- 1 Advertisements may not be displayed in the interior of private hire cars except that licensees are permitted to display a Notice not exceeding 15cm x 10cm in size bearing his name or that of his company or partnership and their telephone number on the dashboard of the vehicle which Notice shall at all times be displayed in such a manner so that it is invisible from the outside of the vehicle.
- 2 Advertisements may only be fitted to the lower panels of the front doors.
- 3 No secondary advertising of any kind will be permitted on the outside of a private hire car.
- 4 The permitted sizes of advertisements are 600mm x 460mm.
- 5 Materials used for advertisements must be of a quality not easily defaced or detached. No paper based materials or water soluble adhesive paste shall be used. Advertisements must be affixed directly to the body of the private Hire Car.
- 6 The information displayed on the advertisement must include the words 'PRIVATE HIRE CAR' 'PRE-BOOKED ONLY' and may include the following information about the licence holder:-
  - 1 Business name
  - 2 Logo
  - 3 Telephone Number (**NOT mobile phone number**) and internet address
- 6 Until final approval is given an advertisement cannot be displayed.