

GUIDELINES ON CORPORATE ADVERTISING/SPONSORED LIVERY ON HACKNEY CARRIAGES IN LEEDS

The following guidelines should be read in conjunction with paragraph eight of the Leeds City Council conditions attached to wheelchair accessible hackney carriage proprietors licences. They offer guidance on advertising on vehicles in Leeds.

Advertising requirements

Only advertisements which have been approved by the Advertising Standards Association (ASA) and comply with the British Codes of Advertising and Sales Promotion (currently in force) will be considered. ***Applicant's will be required to demonstrate this at the time their application is submitted.*** For more information on this you can contact the ASA directly on telephone number 020 7580 5555 or, alternatively, the advertising agency producing the advertisement will be able to offer you further guidance.

The Application

The Council will not approve advertisements which are of the following nature or content:

- a) advertisements which it considers offensive to the general public
- b) advertisements which feature the goods or services of more than one company, business or retailer
- c) advertising which involves the hackney carriage driver acting as an agent of the advertiser
- d) advertisement displays which contravene the Road Vehicles (Construction and Use) Regulations 1986 as amended or any similar legislation
- e) advertisements which promote or endorse goods or services which are contrary to any Council policies or strategies.

Approval and Maintenance

Applicant's are advised that once an advertisement livery has been approved, it should be well maintained so as to not to compromise the appearance of the vehicle. Upon inspection, if the Council is not satisfied that this is the case, the vehicle proprietor may be required to effect the necessary maintenance or repairs. Action may also taken under the Council's VOR/Vehicle Rectification System.

Termination

Once the agreement between the Advertising Agency and the Applicant has ended the hackney carriage proprietor will be required to return the vehicle to its "usual" condition, namely all white with a black bonnet and boot.