

POSTAL ADDRESS  
Licensing Unit  
Town Hall  
Halifax  
HX1 1UJ  
T: 01422 393001/393131  
www.calderdale.gov.uk

FOR APPLICATIONS IN PERSON  
Halifax Customer First  
Horton Street  
Halifax  
HX1 3QE



## **Guidance for Private Hire Vehicle/Hackney Carriage Licensed Vehicle Advertising**

### **Approval**

The holder of a private hire or hackney carriage licence wishing to display advertisements on their vehicle(s) must first apply to have the proposed advert approved by the Council. Once the advert has Council approval the advert can be displayed on the vehicle(s).

### **Do I need approval?**

Yes, if you wish to display an advert on your licensed vehicle.

### **Are you eligible to apply?**

Any vehicle licensed by Calderdale Council can apply for vehicle advert approval.

### **What conditions apply to private hire adverts?**

All advertisements must comply with The CAP Code: The UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing issued by the Committee of Advertising Practice ([www.cap.org.uk/The-Codes/CAP-Code.aspx](http://www.cap.org.uk/The-Codes/CAP-Code.aspx)) and must be legal, decent, honest and truthful. Each application will be considered on its own merits but advertisements will not be approved if:

- (a) The advertisement may cause offence to members of the public
- (b) The advertisement is racist in nature
- (c) The advertisement contains sexual or controversial texts, advertises tobacco products, displays nude or semi-nude figures, depicts men, women or children as sex objects, depicts violence towards people or animals
- (d) Any other reasonable grounds the Council sees fit

### **What does it cost?**

Applications for each approval cost £20.00.

If the licence is refused the application fee is non refundable.

### **How do I apply?**

Applicants must submit the completed application form and enclose a copy of the proposed advert in full colour. An application for full livery advertising must be accompanied by full colour, five view and art work. Applications for approval of advertisements will be considered by the Head of Customer Services and Communications who if satisfied as to the non-contentious nature of any advert, shall grant the application together with an approval number.

### **What if my application is refused?**

If your application is refused there is a right of appeal to the Licence and Regulatory Committee.

### **Display**

Once an application for approval of an advertisement has been granted, the approval must be kept in the licensed vehicle at all times and to be made available to Authorised Officers on request.