

GUIDANCE ON APPLYING TO ADVERTISE ON A TAXI OPERATOR LICENCE

How do I get approval to advertise on my taxi?

You are required to apply to vary your licence. You complete the Application Form for Approval of Advertising of Taxis. Submit this to the licensing office along with a copy of the full proposed advertisement in colour as it is intended to appear on the vehicle along with the application fee for the variation of a licence.

What happens after I submit the application?

Your application is sent to Police Scotland and Trading Standards for comment. If no objections or representations are received and the advertising meets our requirements your application will be granted.

How long does the advertising approval last?

It will last for the period that the vehicle is licensed as a taxi. If you remove the advertising from the vehicle whilst still licensed you have to tell us and vary your licence again. There will be a variation fee for this.

What type of advertisement can I have on my taxi?

Adverts must comply with the British Code of Advertising Practice issued by and amended from time to time by the Advertising Standards Authority i.e. all advertisements must be legal, decent, honest and truthful.

NO advertising will be approved which advertises or promotes the sale of alcohol or tobacco products; nor if they contain political, sectarian, sexual or offensive text or images.

If the Council are minded to approve what happens next.

You will be notified of this in writing. You will then make arrangements for the advertisement to be put on the vehicle. Bring the vehicle to the licensing office to be inspected. If approved you will be issued with an updated licence.

What if I want to remove the approved advertising from the vehicle?

You are required to submit an application to vary your licence to remove advertising approved and pay the appropriate fee. You are required to attend the licensing office with the vehicle so that we see the advertising has been removed. Thereafter you will be issued with an updated licence.

Do officers of the Council always determine applications?

If we receive objections or representations or the advertising does not meet the above criteria the application will need to be determined at a meeting of the Civic Licensing Committee. If this happens there is a possibility of the application being refused.

What happens if the application has to be determined by the Civic Licensing Committee?

- You will be advised accordingly after the consultation period has passed that your application will be determined by the Civic Licensing Committee.
- You will be cited to attend a meeting 14 days before the Committee meets. Before the meeting you will also be sent a copy of the report that will be considered in connection with your application.
- At the meeting you will be given the opportunity to speak in support of your application. A decision is generally made on the day of the meeting and you will be advised of this unless the matter is continued to a future meeting.