

Vehicle Advert Application

Local Government (Miscellaneous Provisions) Act 1976

Application to advertise on a hackney carriage or private hire vehicle

Before completing this form, please read the guidance notes at the end of the form.

Please complete this form in black ink and block capitals.

Licence Details:

Hackney Carriage <input type="checkbox"/>	Private Hire <input type="checkbox"/>
Vehicle licence number:	

Applicant Details:

Name of Applicant(s): [if more than one address please a separate piece of paper]	
Mobile Number:	
Address of Applicant(s): [if more than one address please a separate piece of paper]	
Email Address (This must be provided for application to continue)	

Vehicle Details:

Vehicle Registration Number	
Make and model	

Advert Details:

Is the advert for a commercial advertising campaign?	
Yes <input type="checkbox"/>	No <input type="checkbox"/>
If yes, a contact name and telephone number of the organisation being represented in the sign or advertisement	
Please indicate the type of advertisement:	
Door Sign <input type="checkbox"/>	Rear Window <input type="checkbox"/>
Digital Screen <input type="checkbox"/>	Illuminated Exterior <input type="checkbox"/>
Tip up Seats <input type="checkbox"/>	Half Livery <input type="checkbox"/>
Full Livery <input type="checkbox"/>	Other <input type="checkbox"/>
Please provide a description of the proposed advert. If it is a time limited commercial advert, please provide the start and end date	

I/We are the proprietor of a Hackney Carriage/Private Hire vehicle licensed with Cumberland Council, hereby apply for permission from the Council to display the attached advertisements on the above vehicle.

I/We confirm that I/We understand the terms of the Vehicle Advertising Policy which is part of the Cumberland Council Hackney Carriage and Private Hire Policy.

	Applicant a.	Applicant b.	Applicant c.
Signed:			
Print Name:			
Dated:			

Notes

1. The Licensing Department must consent to all advertising which is to be displayed on a licensed vehicle including any driver's name, company names and contact details. For the avoidance of any doubt the words sign, and advertisement shall apply to any signage, advertising, notice or mark, illumination or similar feature regardless of size and positioning on the vehicle. It is not to include those permitted by law and prescribed in the Conditions of Application (i.e. 1. roof signs and 2. door stickers provided by the Council).
2. Applications must be made in writing to the Licensing Department and be accompanied with the following:
 - A non-refundable fee of per application towards the required administration costs in assessing the application and arriving at the decision. *

*Cumberland Council do not intend to take a fee for vehicle advert applications for the financial year 2025/2026. This will be reviewed in line with the Council's Fee's and Charges for 2026/2027.

- A detailed graphical representation including dimensions of the proposed advertisement, colour and a representation of where the proposed advertisement is to be placed. The quality of submissions must be of an acceptable standard. Full details of the advertising proposals must be provided including the specific vehicles the advertisement is proposed for.
 - A contact name and telephone number of the organisation to be represented in any sign or advertisement.
3. All incomplete applications will be rejected and returned with the fee*.
 4. Where the Licensing Department requires further information over and above that outlined in paragraph 5, the applicant will be given a period of 28 days to oblige the request. Failure to comply within this time will lead to the application being rejected and the fee* returned.
 5. The Licensing Department will consider each application on its own merits and determine accordingly.
 6. All advertisements must comply with the British Code of Advertising Practice, Sales Promotion and Direct Marketing (The Code). Applicants should refer to The Code itself for a full explanation of the guidelines and it is the responsibility of the agency or individual seeking the Local Authority's approval to ensure that they do so.
 7. No signs or advertisements will be consented where they could potentially cause a distraction or be of a danger to other road users.
 8. Each proposal will be considered on its merits, but the following advertisements will not be approved:

- No vehicle shall be permitted to bear any sign or advertisement which will be perceived as dishonest or is likely to mislead, by inaccuracy, ambiguity, exaggeration, omission or otherwise.
 - No sign or advertisement shall be located on, or next to any sign or advertisement required by law or local condition or in such close proximity that the sign is obscured for example, the Council licence plate or the cars registration plates.
 - Those with political, racial, religious, sexual or controversial texts.
 - Those for escort agencies, gaming establishments or massage parlours.
 - Those displaying nude or semi-nude figures.
 - Those likely to offend public taste (depicting violence, obscene or distasteful language or causing offence on the grounds of race, religion, sex, sexual orientation or disability);
 - Those which have any reference to alcohol, tobacco/cigarettes and drugs (advertisements promoting alcohol licensed premises will be considered separately);
 - Those promoting discounted fares.
 - Those advertising jobs.
 - Those which detract from the integrity and/or identity of the vehicle;
 - Those which seek to advertise more than one company/service or product (this applies only to those which advertise anything other than the taxi business).
9. The holder of a vehicle licence shall not remove or obscure any warning signs, safety messages or any other information or signage displayed on a licensed vehicle that is present when it is supplied by the manufacturer and that is aimed at assisting passengers to identify the type or features of the vehicle.
10. A vehicle shall not be permitted to bear any sign or advertisement which will obstruct lights, mirrors or any safety feature of the vehicle.

Challenging a Decision

Should you wish to appeal any decision made regarding advertising on your vehicle, this should be made in writing to the Licensing Manager within 28 days of the decision.

Poppy Decal on Vehicles

A poppy sticker or other relevant representation on a vehicle is a sign of respect and is not an advertisement. For this reason, permission will not be needed to display a poppy or other relevant representation on a vehicle for remembrance Sunday.

Any other appropriate occasion will be determined on an individual basis.