

## Appendix 1 – Current policy wording and proposed changes

A	B	C
Policy Section	Current Policy Wording	Proposed Changes
Contents Appendices	<b>Appendix L - Advertising on Hackney Carriage and Private Hire Vehicles</b>	<b>Appendix L - Use of information on and in relation to Hackney Carriages and Private Hire Vehicles</b>
3b. Hackney Carriages	<p><b>Advertising</b></p> <p>3b.87 Proprietors may advertise on hackney carriages in accordance with the conditions set out at <b>Appendix L</b>. This is subject to prior written approval from the Council.</p> <p>3b.36 (c) Proprietors are encouraged to consider only using vehicles where the entire external bodywork of the vehicle is of a uniform black colour. This does not prohibit the display of advertisements as authorised by the Council.</p>	<p><b>Use of information on and in relation to Hackney Carriages</b></p> <p>3b.87 Proprietors may display advertisements, information, images and other material on hackney carriages in accordance with the conditions set out at <b>Appendix L</b>. This is subject to prior written approval from the Council.</p> <p>3b.36 (c) Proprietors are encouraged to consider only using vehicles where the entire external bodywork of the vehicle is of a uniform black colour. This does not prohibit the display of advertisements, information, images or other material as authorised by the Council.</p>
3c. Standard Private Hire Vehicles	<p><b>Advertising</b></p> <p>3c.85 Proprietors may advertise on private hire vehicles in accordance with the conditions set out at <b>Appendix L</b>. This is subject to prior written approval from the Council.</p> <p>3c.35 (c) Vehicle owners and operators are encouraged to use vehicles where the entire external bodywork of the vehicle is NOT black in colour. This does not prohibit the display of advertisements authorised by the Council.</p>	<p><b>Use of information on and in relation to Private Hire Vehicles</b></p> <p>3c.85 Proprietors may display advertisements, information, images and other material on private hire vehicles in accordance with the conditions set out at <b>Appendix L</b>. This is subject to prior written approval from the Council.</p> <p>3c.35 (c) Vehicle owners and operators are encouraged to use vehicles where the entire external bodywork of the vehicle is NOT black in colour. This does not prohibit the display of advertisements, information, images or other material authorised by the Council.</p>
3d. Executive Private Hire Vehicles	<p><b>Advertising</b></p> <p>3.d32 Advertising in or on an executive vehicle is prohibited.</p> <p>3d.93 Proprietors must not advertise on executive private hire vehicles.</p>	<p><b>Use of information on and in relation to Executive Private Hire Vehicles</b></p> <p>3.d32 The advertising or display of information, images and other material in or on an executive vehicle is prohibited.</p> <p>3d.93 Proprietors must not display advertisements, information, images and other material on executive private hire vehicles.</p>
3e. Novelty Private Hire Vehicles	<p><b>Advertising</b></p> <p>3e.42 (c) Vehicle owners and operators are encouraged to use vehicles where the entire external bodywork of the vehicle is NOT black in colour. This does not prohibit the display of advertisements authorised by the Council.</p>	<p><b>Use of information on and in relation to Novelty Private Hire Vehicles</b></p> <p>3e.42 (c) Vehicle owners and operators are encouraged to use vehicles where the entire external bodywork of the vehicle is NOT black in colour. This does not prohibit the display of advertisements, information, images and other material authorised by the Council.</p>

	<p>3e.92 Proprietors may advertise on novelty private hire vehicles in accordance with the conditions set out at <b>Appendix L</b>. This is subject to prior written approval from the Council.</p>	<p>3e.92 Proprietors may display advertisements, information, images and other material on novelty private hire vehicles in accordance with the conditions set out at <b>Appendix L</b>. This is subject to prior written approval from the Council.</p>
<p>3f. Private Hire Operators</p>	<p><b>Advertising</b></p> <p>3f.34 • Provide the proposed company advertisements (branding/logo)</p> <p>3f.70 Operators may advertise on private hire vehicles in accordance with the conditions set out at <b>Appendix L</b>. This is subject to prior written approval from the Council.</p> <p>3f.72 Any advertising of the operators business must be approved in writing by the Council and artwork should be submitted with the application. The advertisement must not contain any political, racial, cultural, sexual or potentially offensive language, symbols, flags or emblems.</p>	<p><b>Use of information on and in relation to Hackney Carriages and Private Hire Vehicles</b></p> <p>3f.34 • Provide the proposed company advertisements, information, images and other material, including branding/logo</p> <p>3f.70 Operators may display advertisements, information, images and other material on private hire vehicles in accordance with the conditions set out at <b>Appendix L</b>. This is subject to prior written approval from the Council.</p> <p>3f.72 Any advertising/promotion of the operator's business must be in accordance with the conditions set out in <b>Appendix L</b>. This is subject to prior written approval from the Council. Artwork must be submitted with the application.</p>
<p>Appendix C Hackney Carriages</p>	<p><b>Advertising</b></p> <p>1.20 Proprietors must obtain approval from the Council prior to carrying advertisements on their hackney carriage.</p> <p>1.21 Materials that are used for advertisements must be of a quality not easily defaced, soiled or detached.</p> <p>1.22 Advertising signs must not be illuminated.</p> <p>1.24 Advertisements may be affixed directly onto the exterior and/or internal body of the vehicle and must be in such a position as not to obscure Council issued plates and all other required signs.</p> <p>1.25 Advertisements must comply with the relevant requirements as set out in <b>Appendix L</b> of the Council's Policy.</p>	<p><b>Use of information on and in relation to Hackney Carriages</b></p> <p>1.20 Proprietors must obtain approval from the Council prior to displaying any information, advertisements, images or other material on their hackney carriage.</p> <p>1.21 Materials that are used to display any information, advertisements, images or other material must be of a quality not easily defaced, soiled or detached.</p> <p>1.22 Signs used to display any information, advertisements, images or other material must not be illuminated.</p> <p>1.24 Information, advertisements, images or other material may be affixed directly onto the exterior and/or internal body of the vehicle and must be in such a position as not to obscure Council issued plates and all other required signs.</p> <p>1.25 Information, advertisements, images or other material must comply with the relevant requirements as set out in <b>Appendix L</b> of the Council's Policy.</p>

<p>Appendix D Standard Private Hire Vehicles</p>	<p><b>Advertising</b></p> <p>1.24 Proprietors must obtain approval from the Council prior to carrying advertisements on their private hire vehicle.</p> <p>1.25 Materials that are used for advertisements must be of a quality not easily defaced, soiled or detached.</p> <p>1.27 Advertising signs must not be illuminated.</p> <p>1.28 Advertisements may be affixed directly onto the exterior and/or internal body of the vehicle and must be in such a position as not to obscure Council issued plates and all other required signs.</p> <p>1.29 Advertisements must comply with the relevant requirements as set out in <b>Appendix L</b> of the Council's Policy.</p>	<p><b>Use of information on and in relation to Private Hire Vehicles</b></p> <p>1.24 Proprietors must obtain approval from the Council prior to displaying any information, advertisements, images or other material on their private hire vehicle.</p> <p>1.25 Materials that are used to display any information, advertisements, images or other material must be of a quality not easily defaced, soiled or detached.</p> <p>1.27 Signs used to display any information, advertisements, images or other material must not be illuminated.</p> <p>1.28 Information, advertisements, images or other material may be affixed directly onto the exterior and/or internal body of the vehicle and must be in such a position as not to obscure Council issued plates and all other required signs.</p> <p>1.29 Information, advertisements, images or other material must comply with the relevant requirements as set out in <b>Appendix L</b> of the Council's Policy.</p>
<p>Appendix E Executive Private Hire Vehicles</p>	<p><b>Advertising</b></p> <p>1.13 Executive private hire vehicle must not display any company advertising.</p> <p>1.20 Advertising in or on an executive private hire vehicle is prohibited.</p>	<p><b>Use of information on and in relation to Executive Private Hire Vehicles</b></p> <p>1.13 Executive private hire vehicles must not display any company advertising, information, images or other material.</p> <p>1.20 Displaying advertisements, information, images or other material in or on an executive private hire vehicle is prohibited.</p>
<p>Appendix F Novelty Private Hire Vehicles</p>	<p><b>Advertising</b></p> <p>1.21 Proprietors must obtain approval from the Council prior to carrying advertisements on their novelty private hire vehicle.</p> <p>1.22 Materials that are used for advertisements must be of a quality not easily defaced, soiled or detached.</p> <p>1.24 Advertising signs must not be illuminated.</p> <p>1.25 Advertisements may be affixed directly onto the exterior and/or internal body of the vehicle and must be in such a position as not to obscure Council issued plates and all other required signs.</p>	<p><b>Use of information on and in relation to Novelty Private Hire Vehicles</b></p> <p>1.21 Proprietors must obtain approval from the Council prior to displaying any information, advertisements, images or other material on their novelty private hire vehicle.</p> <p>1.22 Materials that are used to display any information, advertisements, images or other material must be of a quality not easily defaced, soiled or detached.</p> <p>1.24 Signs used to display any information, advertisements, images or other material must not be illuminated.</p> <p>1.25 Information, advertisements, images or other material may be affixed directly onto the exterior and/or internal body of the vehicle and must be in such a position as not to obscure Council issued plates and all other required signs.</p>

	<p>1.26 Advertisements must comply with the relevant requirements as set out in <b>Appendix L</b> of the Council's Policy.</p>	<p>1.26 Information, advertisements, images and other material must comply with the relevant requirements as set out in <b>Appendix L</b> of the Council's Policy.</p>
<p>Appendix G Private Hire Operators</p>	<p><b>Advertising</b></p> <p><b>Use of the words 'taxi', 'cab and 'hire' in advertisements</b></p> <p>1.85 No operator shall cause or permit any advertisement in respect of their business on their private hire vehicles used for that purpose the words 'taxi' or 'cab' in the singular or plural or 'hire' unless the word 'hire' forms part of the company name or any word or similar meaning (e.g. 'kab') or appearance to any of these words, whether alone or as part of another word.</p> <p>1.86 Advertisements must comply with the relevant requirements as set out in <b>Appendix L</b> of the Council's Policy.</p> <p>1.88 Any change to an operators advertising must be approved in writing by the Council. The branding must not contain any political, racial, cultural, sexual or potentially offensive language, symbols, flags or emblems.</p>	<p><b>Use of information on and in relation to Hackney Carriages and Private Hire Vehicles</b></p> <p><b>Use of the words 'taxi', 'cab and 'hire'</b></p> <p>1.85 No operator shall cause or permit any advertisement, information, images or other material to be displayed in respect of their business in or on their private hire vehicles used for that purpose the words 'taxi' or 'cab' in the singular or plural or 'hire' unless the word 'hire' forms part of the company name or any word or similar meaning (e.g. 'kab') or appearance to any of these words, whether alone or as part of another word.</p> <p>1.86 Advertisements, information, images and other material must comply with the relevant requirements as set out in <b>Appendix L</b> of the Council's Policy.</p> <p>1.88 Any change to an operator's advertising/promotion must comply with the conditions set out in <b>Appendix L</b>. This is subject to prior written approval from the Council.</p>
<p>Appendix L Advertising on Hackney Carriage and Private Hire Vehicles</p>	<p><b>Advertising on Hackney Carriage and Private Hire Vehicles</b></p> <p>1.0 Advertisements will not be permitted by Shropshire Council if, in Shropshire Council's reasonable opinion, the advertisement falls within any of the following categories:</p> <p>o) Depicts any political, racial, cultural, sexual or potentially offensive language, symbols, flags or emblems</p>	<p><b>Use of information on and in relation to Hackney Carriages and Private Hire Vehicles</b></p> <p>1.0 Information in any form, including advertisements, images and other material, displayed on Hackney Carriage and Private Hire Vehicles or contained in any advertising/promotion for a Private Hire Operator's business or in relation to any advertising/promotion for any other business offering a Hackney Carriage or Private Hire Vehicle service will not be permitted by Shropshire Council if, in Shropshire Council's reasonable opinion, the information falls within any of the following categories:</p> <p>o) Depicts directly or indirectly any political, racial, cultural, sexual or potentially offensive language, symbols or emblems</p> <p>p) Depicts directly or indirectly any reference to national flags or other flags/emblems, except the national flag of the United Kingdom, the Union Flag</p> <p>q) Where the Union Flag is displayed, it is limited to one such flag in rectangular format with dimensions no greater than 210 mm x 297 mm [equivalent to A4 paper dimensions with</p>

		landscape orientation] and positioned only on the bonnet of the vehicle
Appendix M Conditions Applicable to the use of Trailers	1.19 The trailer shall not display any form of sign or advertisement not required or approved by the Council or Road Traffic legislation.	1.19 The trailer shall not display any form of sign, advertisement, information, image or other material not required or approved by the Council or Road Traffic legislation.

**For the avoidance of any doubt, all sections of the Hackney Carriage and Private Hire Licensing Policy 2023 – 2027 not referred to in the table above remain unchanged.**