

APPENDIX 3

CRITERIA FOR ADVERTISING ON HACKNEY CARRIAGES AGREED BY LICENSING AND APPEALS COMMITTEE IN JANUARY 2002

Any advertisements

- (a) must be designed to be affixed only to those parts of the vehicle permitted by the specification for Hackney Carriages
- (b) must advertise a product, place, service or event
- (c) must not promote alcoholic drinks, smoking or tobacco products
- (d) must not contain material that may be considered offensive
- (e) must not make disparaging or critical comments or statements about any individual, group, company or organisation.
- (f) must not promote or support discrimination against any individual or group
- (g) must not contain numbers (e.g. telephone numbers) greater than 60 mm in height.
- (h) must comply with trading standards legislation.