



Signs on licensed London Private Hire Vehicles

The attached sets out new guidelines affecting London licensed PHVs which reflect the change in Regulation 8 of the Private Hire Vehicles (London PHV Licences) Regulation 2004, approved by the TfL Board and signed by the Transport Commissioner on 15 October 2007. The changes come into effect immediately.

The main effects are as follows:

- Warning and safety signs are permitted as appropriate and subject to PCO approval (see 5.2);
- Roof markings are permitted, but those signs which protrude from the roof are not permitted (see 5.3);
- Signs and logos identifying licensed operators are permitted, with limitations, on the rear of the vehicle (see 5.4);
- Other signs, for example, those allowing PHVs to pick up and drop off passengers on red routes, are permitted only at the discretion of the licensing authority (see 5.5).

None of these changes diminish the prime importance of the vehicle licensing identifier. Commercial advertising on behalf of third parties is not permitted.

Passengers will be reminded that the only way to use licensed PHVs is to book them through licensed operators. Drivers are reminded that carrying passengers who are not booked in this way is illegal.

These changes are intended to maintain a sensible balance between public safety and the desire of the licensed private hire trade to promote their services. They will be kept under review and further changes will be made if they become necessary

A handwritten signature in black ink, appearing to read "Mary Dowdye". The signature is stylized and somewhat cursive.

Mary Dowdye
Head of Standards & Regulations

11 July 2008

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Signs on licensed London Private Hire Vehicles

1. INTRODUCTION

- 1.1 These guidelines relate only to licensed London private hire vehicles (PHVs) and reflect the Licensing Authority's requirements at the date of issue. Amendments will be issued as and when necessary.

2. LEGISLATION

- 2.1 After amendment (shown in italics), Regulation 8 of The Private Hire Vehicles (London PHV Licences) Regulations 2004 states:

“Prohibition of certain signs, notices etc.

8. No signs or advertising material shall be displayed on a private hire vehicle, except:

- (a) badges or emblems on the radiator or windscreen which are issued by an organisation –

- providing vehicle repair or recovery services; or
- concerned with driving skills and qualifications; or

- (b) a sign displayed temporarily on a stationary vehicle which contains, and contains only:

- the name and address of a person operating the private hire vehicle, or the name under which he carries on that business and its address; and
- the name of a passenger for whom a private hire booking has been made; or,

- (c) *“any other signs or advertising material in such locations and for such purposes as the Licensing Authority may approve from time to time for either:*

- (i) specified private hire vehicles; or*
- (ii) all private hire vehicles.”*

3. SIGNAGE POLICY

- 3.1 The job of PHVs licensed in London is to carry passengers safely. Passengers should be able to establish easily the licensed status of the PHV, that is, that it has an up to date licence. Additional information that is useful to the passenger, driver or general public will be permitted subject to guidelines. This now includes operator branding subject to limits specified below. It does not include commercial advertising.

4. SIGNAGE CONTENT

- 4.1 Signs will not be approved for, or permitted to remain on, display on PHVs unless they comply with the current TfL policy.
- 4.2 On the expiration of the vehicle licence or on the vehicle no longer being used for PHV purposes, all signs authorised under these guidelines must be removed.
- 4.3 TfL reserves the right to withdraw approval for signs.

5. APPLICATION OF REGULATIONS TO PRIVATE HIRE VEHICLES (PHV)

5.1 General

Unless permitted by Regulation 8 (see paragraph 2.1 above), no sign or notice may be affixed or displayed on a PHV (and this includes any sign affixed to the inside of a window but intended to be seen from the outside of the vehicle).

Those PHVs which are exempt from the requirement to display licence discs will only be permitted external signage that is required to be displayed, such as the road fund licence or "No Smoking" signs.

No signs are permitted on the sides of licensed private hire vehicles.

No commercial advertising is permitted.

5.2 Warning and safety signs

Warning and safety signs (e.g. those warning about no smoking, surveillance camera systems or the deployment of access ramps/hoists for wheelchair passengers) are permitted in positions appropriate to the nature of the warning/safety issue as may be approved by the PCO.

Operators/drivers (where applicable) are responsible for the installation, maintenance and removal of warning and safety signs from their vehicles. Such signs should not be of excessive size or located where they would impair visibility into or out of the vehicle.

Prior approval of each specific sign by the PCO is not required but the PCO retains the right to remove, or have removed, any sign not complying with the above guidelines.

5.3 Roof markings

Roof markings (area C in the diagram below) are permitted on the horizontal surface of the roof where the information is only visible from above.

Roof signs and markings visible from the ground are not permitted.

5.4 Signs and logos on the rear of the vehicle

Signs and logos identifying only a licensed London PHV operator and contact telephone number and/or web-site address are permitted in one of the following positions:

- on the rear window;
- adjacent to the vehicle registration number plate;
- in a single area of rear-facing bodywork.

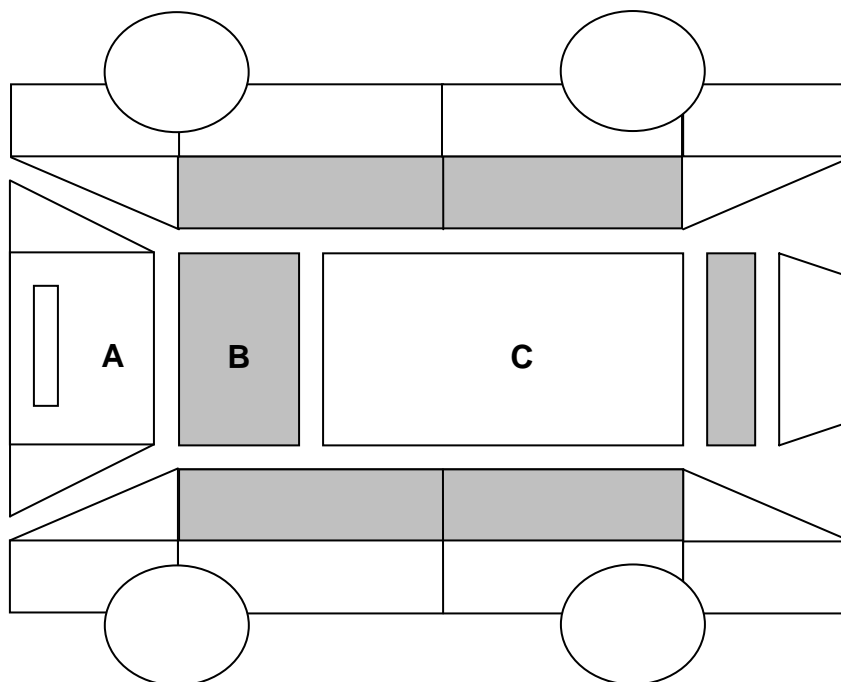
Such signs must be within defined limitations and not, by virtue of their size, design or location, detract from or obscure the rear licence disc or any other sign issued by TfL, e.g. the optional Red Route sign.

Signs on the rear window (area B in the diagram below) may be the full width of the window in an area at the base of the window. For clarification the signs should take up no more than 33% of the height from the lower edge of the window. They must not obscure rearward vision and materials used should comply with current opacity regulations. If a Red Route sign is to be affixed then an area of 150mm width from the edge of the window will need to be maintained in the bottom offside corner.

The level of tinting on rear windows is not to exceed the vehicle manufacturer's original specification for the purpose of enhancing any rear signage.

Signs on the rear body panel of the vehicle should be confined to a single area.

Signs adjacent or above the number plate (area A in the diagram below) should not exceed the dimensions of the number plate and the number plate must remain in its statutory position.



5.5 Other signs

The Licensing Authority may approve other signs at its discretion, for example, vehicle fleet numbers and signs relating to specialised transport, for example, vehicles that carry children to school. Prior approval (see paragraph 6) of the Licensing Authority must be obtained before such signs are affixed to a licensed vehicle.

6. PROCEDURE FOR OBTAINING APPROVAL FOR A SIGN (where necessary)

6.1 Where it is indicated above that prior approval from the PCO is required, the following procedure is to be adopted.

Artwork or a mock-up of the proposed sign clearly showing the detail of the sign and its intended location on the vehicle is to be sent to:

Advertising Approvals (PHV)
Public Carriage Office
15 Penton Street
London, N1 9PU

or e-mailed to:

ad.approval@tfl.gov.uk

Postal application: The coloured artwork is to be submitted on A3 size paper, accompanied by a CD disc with the proposed sign in PDF or JPEG formats and a letter setting out exactly what is being requested and the type of vehicle that it will be attached to.

Electronic application: The colour artwork of the proposed sign should be submitted in PDF or JPEG formats, accompanied by an email specifying exactly what is required and the type of vehicle it will be attached to.

Please note that the quality of submissions must be of a standard that clearly shows the detail of the proposed sign. No faxes will be accepted; coloured artwork is to be provided in every case

Until approval is received the sign cannot be displayed on a licensed vehicle. All signs that are approved for PHV will have an alpha numeric number issued at the time of approval,

6.2 Appeals

In the event of a sign being refused, a written appeal may be submitted to the Head of Standards and Regulations at the PCO

7. MATERIALS TO BE USED

Materials which may be used for signs should be of a quality not easily defaced, soiled or detached. Reflective material is not to be used. Magnetic signs are

discouraged for anything other than short term use and prior approval is required from the PCO.

8. CONTACT DETAILS

Further information and guidance on advertising matters can be obtained from:

the PCO Advertising Manager – Ann Keoghan
telephone: 020 7126 1838
e-mail: ad.approval@tfl.gov.uk

For technical issues:

the PCO Senior Vehicle Policy Manager – Alex Moffat
telephone: 020 7126 1483
e-mail: alexander.moffat@tfl.gov.uk