

Transport for London

**Public Carriage Office**



## **PCO Signage for Licensed Private Hire Operators**

The Public Carriage Office (PCO), in consultation with private hire trade representatives, has developed a new sign for licensed operators to display in their operating centres.

The sign is A2 size, double sided and can be fixed to the wall or window. The signs feature the PCO branding and are intended to make the public aware that they are in a licensed private hire operating centre.

Any licensed private hire operator wishing to obtain the new signs should email the PCO at [lic.research@pco.org.uk](mailto:lic.research@pco.org.uk) and an application form for this will be sent to them. Completed application forms should be returned to:

Private Hire Operator Marketing Information  
Public Carriage Office  
15 Penton Street  
London  
N1 9PU

Fax: 020 7126 1898

Once the completed form is received the signs can be collected from the PCO.

The signs are issued free of charge but operators must ensure that the conditions for use are adhered to. The sign is not a substitute for the PCO issued private hire operators licence which must be clearly displayed on the premises.

A handwritten signature in black ink, appearing to read "D. Stock".

**Dave Stock**  
**Head of Service Delivery**

**30 July 2007**