

TAXI LICENSING  
ADVERTISING POLICY  
(updated November 2007)

Ryedale District Council adopts a “clean” and consistent policy to all advertising on all licensed vehicles.

All advertising, both internal and external, must be:

- Non-political
- Non-religious
- Non-sexual
- Non-discriminatory
- Inoffensive
- Professional

Any sign, notice or advertising material to be displayed must have **prior written approval** by the Taxi Licensing Officer.

All advertising requests will be acknowledged and written notification of approval or non-approval will be issued.

**WINDSCREEN STICKERS – HACKNEY CARRIAGES ONLY**

Windscreen stickers are permitted on hackney carriages only indicating the company’s name and telephone number and must not exceed 3 inches in depth.

**NO ILLUMINATED FRONT WINDSCREEN SIGNS - PRIVATE HIRE VEHICLES ONLY**

The use of illuminated front windscreen signs is not permitted on private hire vehicles.

**FULL VEHICLE COVERAGE – BLACK CABS ONLY**

Full coverage advertisements are permitted on FX4 type vehicles only (black cabs).