



City of
Stoke-on-Trent

Private Hire Vehicle Operator Door Signs/Livery Approval

Notes for Applicants

The Council may in exceptional circumstances modify any of the requirements set out below relating to Livery and Advertising.

Door Signage/Livery can be applied for by Private Hire Operators for the sole purpose of advertising their own business.

Advertising other than that prescribed in the Hackney Carriage and Private Hire Licensing Policy, is **not permitted** on private hire vehicles.

Permission to display Door Signs/Livery must be requested using the following form and approved in writing by the Licensing Section before use.

'Livery' means signs and branding promoting the licensee's own business

'Advertising' means signs or branding promoting other businesses or products on behalf of a third party.

Applications must provide details and examples of any **Door Signs/Graphics** to be used.

The appropriate **Fee** must be paid before approval will be considered.

In considering an application the Council will consider if the proposed Door Signs/livery:

- Significantly interferes with the clarity of the Councils licence signage
- Could cause offence to any reasonable person
- Contains any abusive words, images, or characters
- Promotes any irresponsible, unsafe or criminal behaviour
- Promotes a negative image of Stoke-on-Trent or its inhabitants

Should the proposal be deemed to reflect any of the above the application is likely to be refused.

In cases of doubt the application may be referred to the Licensing and Registration panel for a decision. In such cases the applicant will be advised of the panel date and be given the opportunity to attend to support their application.

P.T.O

6.8.19 MGO

Applications will be accepted if the applicant provides **two original door signs** requiring approval. (Two copies are required, the first one to be retained by Licensing Services, the second is forwarded to Cromer Road Testing Station for retention).

In the case of Livery – **A graphic design of the proposed Livery** must be submitted as they would look on the vehicle.

To attract automatic approval by a licensing officer, door signs must:

1. Contain the trading name and telephone number of the firm to a minimum font size of 4cm
2. The word “Private Hire” to a minimum font size of 3.5cm
3. Use capital letters only
4. Use a ‘legible font’
5. Can contain graphics e.g. a minor border around the perimeter. Minor is defined as ‘not diverting attention from the text of the sign’ Or none intrusive picture graphics e.g. car, aeroplane (but not limited to these).
6. Must not contain unauthorised logos or to be misleading e.g. resembles Police signage or copyrighted symbols.
7. Must not contain anything symbolising religious or political messages.
8. Must not contain nationalistic symbolism e.g. Flags/emblems.
9. The trading name must not contain the word “Taxi”, “Hackney” or “Cab” or alternative spellings which convey the same sound, such as “Taksi”, “Acne” or “Kab”. (except Operators licensed on 01 September 2007 who can continue to use the word ‘Cab’ in their trading name and door sign if the respective private hire operators’ licence remains in force and uses the same trading name.)
10. Be designed to permanently fix to a vehicle.

SECTION A – OPERATOR DETAILS

| | | | | | | | |
|---------------|--|----------|--|--|--|--|--|
| Licence no. | | | | | | | |
| Operator Name | | | | | | | |
| Address | | | | | | | |
| | | | | | | | |
| | | Postcode | | | | | |
| Tel | | | | | | | |
| Mobile No | | | | | | | |
| Email | | | | | | | |
| Contact Name | | | | | | | |

SECTION B – APPLICANTS DETAILS

| | | | | | | | |
|--------------|--|----------|--|--|--|--|--|
| Name | | | | | | | |
| Address | | | | | | | |
| | | | | | | | |
| | | Postcode | | | | | |
| Tel | | | | | | | |
| Mobile No | | | | | | | |
| Email | | | | | | | |
| Contact Name | | | | | | | |

SECTION C – PROPOSED DOOR SIGNS / LIVERY

1. What is the purpose of the Door signs/Livery?

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2. What materials are to be used and how will they be permanently attached to the vehicle?

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4. Please describe any graphics/signage to be used, and attach an example or sketch.

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|--------------------|--|--|--|--|--|--|
| Signed (Applicant) | | | | | | |
| Date | | | | | | |

FOR OFFICE USE ONLY

| | | | |
|---|--|------------------------------|--|
| LSO initials | | Added to Action Diary (Date) | |
| LO initials | | Added to Action Diary (Date) | |
| FLARE NUMBER | | | |
| 1) Does the proposal significantly interfere with the clarity of the Councils licence signage? | | | |
| Complies: Yes <input type="checkbox"/> No <input type="checkbox"/> Partly <input type="checkbox"/> Additional Comments: | | | |
| | | | |
| 2) Could the proposal cause offence to any reasonable person? | | | |
| Complies: Yes <input type="checkbox"/> No <input type="checkbox"/> Partly <input type="checkbox"/> Additional Comments: | | | |
| | | | |
| 3) Does the proposal contain any abusive words, images, or characters? | | | |
| Complies: Yes <input type="checkbox"/> No <input type="checkbox"/> Partly <input type="checkbox"/> Additional Comments: | | | |
| | | | |
| 4) Does the proposal promote irresponsible, unsafe, or criminal behaviour? | | | |
| Complies: Yes <input type="checkbox"/> No <input type="checkbox"/> Partly <input type="checkbox"/> Additional Comments: | | | |
| | | | |
| 5) Could the proposal promote a negative image of Stoke-on-Trent or its inhabitants? | | | |
| Complies: Yes <input type="checkbox"/> No <input type="checkbox"/> Partly <input type="checkbox"/> Additional Comments: | | | |
| | | | |
| 6) Contain the trading name and telephone number of the firm to a minimum font size of 4cm? | | | |
| Complies: Yes <input type="checkbox"/> No <input type="checkbox"/> Partly <input type="checkbox"/> Additional Comments: | | | |
| | | | |

7) The word "Private Hire" to a minimum font size of 3.5cm?

Complies: Yes No Partly Additional Comments:

8) Use capital letters only?

Complies: Yes No Partly Additional Comments:

9) Use a 'legible font'?

Complies: Yes No Partly Additional Comments:

10) Use capital letters only?

Complies: Yes No Partly Additional Comments:

11) Contains graphics e.g. a minor border around the perimeter. Minor is defined as 'not diverting attention from the text of the sign' Or none intrusive picture graphics e.g. car, aeroplane (but not limited to these)?

Complies: Yes No Partly Additional Comments:

12) Contains unauthorised logos or to be misleading e.g. resembles Police signage or copyrighted symbols?

Complies: Yes No Partly Additional Comments:

13) Contain anything symbolising religious or political messages?

Complies: Yes No Partly Additional Comments:

14) Contains nationalistic symbolism e.g. Flags/emblems?

Complies: Yes No Partly Additional Comments:

15) Contains the word "Taxi", "Hackney" or "Cab" or alternative spellings which convey the same sound, such as "Tacsi", "Acne" or "Kab"?

Complies: Yes No Partly Additional Comments:

16) Designed to permanently fix to a vehicle?

Complies: Yes No Partly Additional Comments:

DECISION

Application granted

Application refused

Panel referral required

LO initials

Date

| | | | | | | | | |
|---|--|-------------|--|--|--|--|--|--|
| 15) Contains the word "Taxi", "Hackney" or "Cab" or alternative spellings which convey the same sound, such as "Tacsi", "Acne" or "Kab"? | | | | | | | | |
| Complies: Yes <input type="checkbox"/> No <input type="checkbox"/> Partly <input type="checkbox"/> Additional Comments: | | | | | | | | |
| 16) Designed to permanently fix to a vehicle? | | | | | | | | |
| Complies: Yes <input type="checkbox"/> No <input type="checkbox"/> Partly <input type="checkbox"/> Additional Comments: | | | | | | | | |
| DECISION | <input type="checkbox"/> Application granted | | | <input type="checkbox"/> Application refused | | | <input type="checkbox"/> Panel referral required | |
| LO initials | | Date | | | | | | |