



Licensing Service
Sheffield City Council
Block C Staniforth Road Depot
Staniforth Road
Sheffield, S9 3HD
Tel: 0114 2734264

E-mail: licensing@sheffield.gov.uk

Website: www.sheffield.gov.uk/licensing

Request to Advertise

Information Notes

A hackney carriage vehicle proprietor (under hackney carriage bylaws) may request from the Council consent to advertise on the exterior of their vehicle.

The vehicle proprietor shall provide to the Council such details of the proposed advertisement as the Council may reasonably require in order to determine that the proposed advertisement:

- will not adversely affect the safety of the vehicle;
- will not adversely affect the appearance of the vehicle; and
- not cause offence

The proprietor shall also supply a copy of the draft contract to advertise.

Please note the Council reserves the right not to approve advertisements for any goods and services in relation to tobacco and/or alcohol or are sexual and/or religious in nature etc...

The contract to advertise must comply with the following requirements:

- one of the parties to the contract must be the holder of the vehicle licence which is the subject of the contract;
- the contract must have the facility to state the vehicle details and the termination of the contract; and
- the contract must contain a condition that the advertisement must be removed at the end of the contract term.

The Licensing Sub-Committee has delegated authority to Officers of the Council to grant consents to advertise where the proposed advertisements satisfies the criteria set out above.

Should an approved advertisement come to be in such a condition that, in the opinion of an Authorised Officer of the Council, it adversely affects the safety of the appearance of the vehicle then the vehicle licence will be suspended with immediate effect.

Details of Vehicle Proprietor

1. Full Name.....
2. Address
3. City.....
4. Post Code.....
5. Date of Birth.....
6. Telephone Number.....
7. Email Address.....

Details of Vehicle

1. Vehicle Registration Number.....
2. Vehicle Licence Number.....
3. Vehicle Make and Model.....

Advertisement Product and Type

Please indicate the type of advertisement.

- | | | | | | |
|----------------------|--------------------------|--------------|--------------------------|----------------|--------------------------|
| Door Sign | <input type="checkbox"/> | Rear Window | <input type="checkbox"/> | Digital Screen | <input type="checkbox"/> |
| Illuminated Exterior | <input type="checkbox"/> | Tip-up Seats | <input type="checkbox"/> | Half Livery | <input type="checkbox"/> |
| Full Livery | <input type="checkbox"/> | | | | |

Please note: Where full livery advertisements are applied to the vehicle, the V5C Document (log book) will require updating – colour of vehicle must state 'full livery'.

Product to be advertised.....

Contract Dates

Please indicate the contract start date and the length of the contract.

Contract Start Date.....

Length of Contract.....

Vehicle Licence Holder Declaration

I hereby request consent to advertise on my vehicle as detailed above and enclose a copy of the design/artwork of the advertisement and a copy of the contract to advertise. A fee of £10 is payable upon application.

Signature.....

Date.....

Please return to the completed form along with any attachments to:

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Email: licensing@sheffield.gov.uk

Office Opening Times

Monday to Friday – 10am – 4pm
Saturday and Sunday – Closed

Office Use Only

Date Received.....

Copy of V5C Document (If required)

Copy of Artwork

Copy of Contract

Fee - £10

Fee - £50 (Half or Full Livery)

Choose as Appropriate

Receipt Number.....

Officer Name.....