



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

E-mail: taxilicensing@sheffield.gov.uk
Website: www.sheffield.gov.uk/licensing

Request to Advertise on a Private Hire Vehicle

Information Notes

A private hire vehicle is permitted a limited amount of advertising. All advertisements will be subject to licensing authority approval and must be in line with the advertising policy.

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 promote, either directly or indirectly, tobacco or alcohol products;
- Will not be of a sexual, religious or political nature, nor should they be likely to cause offence.

The contract for the advertisement must comply with the following requirements:

- Advertisements should be submitted by the private hire operator for which job bookings are received, with agreement from the proprietor for the vehicle;
- The contract for advertisement must have a 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.

Any advertisement fitted to a vehicle must not obscure notices, signs or plates that form part of the vehicle licence conditions. Additionally, should any approved advertisement come to be in such a condition that, in the opinion of an Authorised Officer, it adversely affects the safety or appearance of the vehicle then the vehicle licence will be suspended with immediate effect.

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.....

Private Hire Operator Details

1. Name of Private Hire Operator.....
2. Name of Manager.....
3. Signature of Manager.....

Contract Dates

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

Contract Start Date.....

Length of Contract.....

Licence Holder Declaration

I hereby request consent to advertise on the 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 of Vehicle Proprietor.....

Signature of Private Hire Operator Manager.....

Date.....

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

Licensing Service
Sheffield City Council
Block C, Staniforth Road Depot
Staniforth Road
Sheffield
S9 3HD
Email: taxilicensing@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)

Receipt Number.....

Officer Name.....

Privacy Notice

How we will use your information

The information provided to us will be used to help us process your application for a licence.

Your personal data is processed under a contract to which you are party to through your application for a license (as per Article 6(1)(b) of the General Data Protection Regulation). In terms of special

category data including criminal records or health information, your information is processed as it is necessary for the performance of a task carried out in the public interest (as per Article 9(2)(g) of the General Data Protection Regulation).

Your application will be processed in line with the following pieces of legislation and guidance:

- Town Police Clauses Act 1847
- Local Government (Miscellaneous Provisions) Act 1976

Who we will share your information with

We may share your information with the following third parties, including:

- Driving and Vehicle Licensing Agency (DVLA)
- Disclosure and Barring Service (DBS)
- Taxi Plus
- Big Change App (Online applications)
- Home Office
- NR3 National Register of Taxi Licence Refusals and Revocations
- Department for Environment, Food and Rural Affairs (DEFRA)
- Other Licensing Authorities
- Other Council services
- Any other service/organisation as referenced in the Town Police Clauses Act 1847 and the Local Government (Miscellaneous Provisions) Act 1976

We are required to maintain and publish [Public Registers](#), which includes personal data of licence holders.

We will also share data with the Cabinet Office for the purposes of a data matching exercise called the National Fraud Initiative. The purpose of the exercise is to detect fraud and error. The Council is legally required to participate in this exercise.

How long we will keep your information

The information you provide will be kept for the duration of your licence, plus six years, after which time it will be deleted.

The information will be stored either in paper form and/or electronically on a secure council database.

In the event that your licence is revoked, or an application refused, information will be uploaded to the NR3 Register and the information kept for 25 years.

What are your rights

You have rights under Data Protection law. For further details about your rights, the contact details of our Data Protection Officer and your rights to make a complaint please see our Data Protection web page:

<https://www.sheffield.gov.uk/privacy>

If you do not have access to the internet, please contact us and we will be able to provide paper versions of the information you require.