



## Revised Guidance for Taxi Advertising and Private Hire Signage

Transport for London has issued revised guidelines for advertising on licensed London Taxis and signage on licensed London Private Hire Vehicles (PHVs). The TfL/Taxi and Private Hire website will be updated in due course but should you require a copy of the guidelines please send your request to [tph.enquiries@tfl.gov.uk](mailto:tph.enquiries@tfl.gov.uk).

The key changes outlined in the guidelines are the removal of the existing advertising approval process and the approval of full rear window advertising for taxis.

The new guidelines seek to help taxi drivers and advertising agencies to clearly understand what they are allowed to advertise on their vehicles without the unnecessary administrative burden of a formal approval process. The guidelines also clarify what signage PH drivers are allowed to display. They include detailed diagrams to illustrate on which parts of the vehicle advertising/signage is permitted.

The revised guidelines seek to implement a common sense, less onerous process when it comes to installing and maintaining advertising on taxis, whilst providing an opportunity for taxi drivers to earn more money from full rear window advertising.

The guidelines clearly state what owners and operators can and can't do and, in particular, the taxi trade are no longer required to seek our approval for every advert. However, we are on hand to provide additional guidance and assistance should drivers or advertising agencies require it.

If advertising or signage fails to comply with the guidelines TfL may request a copy the advertisement or sign and if it is considered appropriate TfL will request that the advertisement /sign is removed.

A handwritten signature in blue ink, appearing to be "John", with a horizontal line underneath.

Director Taxi and Private Hire

**7 July 2010**

For previous notices visit [tfl.gov.uk/tph](http://tfl.gov.uk/tph)