Advertising on Taxis is not permitted without the prior written consent of the Council. To seek permission, an application for a variation of the prohibition to display signs for the purpose of advertising should be submitted.

Application for a variation of the prohibition to display signs for the purpose of advertising, can be made on the relative application form, copies of which are available from the Council Office, Midlothian House, Buccleuch Street, Dalkeith. Completed application forms must be accompanied by (a) two copies of the proposed advertisement in full colour and samples of materials used or in the case of Full Livery, Full Colour Five View Artwork; and (b) cheques/postal orders made payable to Midlothian Council or cash. If application forms are delivered by hand, applicants or their agents should deliver them to Reception, Buccleuch House, 1 White Hart Street, Dalkeith.

The application fees are as follows:-

- Interior Advertisements £19.00
- Exterior doors (including interior advertising) £49.00
- ‘Superside’ £58.00
- Full livery (including interior advertising) £100.00

On receipt of the application, the Council will consult the Chief Constable.

If the proposal complies with the criteria contained in the Appendix hereto, the licensee will be asked to make the necessary arrangements to have the advertising material applied; and thereafter make arrangements with the Taxi Examination Centre, 33 Murrayburn Road, Edinburgh, (0131 529 5800), to have the advertisement examined. The permission will take effect from the date of issue of approval by the Taxi Examination Centre; and will subsist for the duration of the advertising contract.

Depending on the extent of the advertising you may wish to consider advising (a) DVLC and (b) your insurance company of the changes which are being considered.
APPENDIX
ADVERTISING ON TAXIS

1 Advertisements may only be displayed in the interior of taxis on the underside of the tip up seats and across the bulkhead above the dividing glass screen. Advertisements on the exterior of taxis will be categorised as either door or full livery. Door advertisements may only be fitted to the lower panels of the front and rear doors. No material may be placed on the dividing glass screen other than notices approved by the Council.

2 Only one corporate image company or brand may be advertised on the interior of a taxi and no secondary advertising of any kind will be permitted on the outside of a taxi including in this prohibition the name of the company preparing the taxi or the advertising agency.

3 The permitted sizes of advertisements are as follows:-

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulkhead</td>
<td>61cm x 8cm</td>
</tr>
<tr>
<td>Tip up seats</td>
<td>33cm x 30.5cm</td>
</tr>
<tr>
<td>Single door</td>
<td>76cm x 46cm</td>
</tr>
<tr>
<td>Double door</td>
<td>185cm x 46cm</td>
</tr>
</tbody>
</table>

4 Materials used for advertisements must be of a quality not easily defaced or detached. No paper based materials or water soluble adhesive paste shall be used. Advertisements must be affixed directly to the body of the taxi.

5 Interior advertisements on the underside of the tip-up seats must be encapsulated in clear non-flammable plastic and bulkhead advertisements must be manufactured of rigid laminated plastic or such other shatterproof material approved from time to time by the Cab Inspector.

6 All advertisements must comply with the British Code of Advertising Practice issued by and amended from time to time by the Advertising Standards Authority. Each application will be considered on its own merits but advertisements will not be approved if they contain political, ethnic, religious, sexual or controversial texts; advertise tobacco products; display nude or semi-nude figures; are likely to offend public taste; depict men, women or children as sex objects; depict direct and immediate violence to anyone shown in the advertisement or anyone looking at it; advertise any racist group or organisation which intends to promote the group/organisation and/or any of its activities.

7 Until final approval is given an advertisement cannot be displayed or in the case of full livery the taxi cannot ply for hire.

If you would like to know how Midlothian Council collects, uses and shares your personal information, please visit our website www.midlothian.gov.uk to access our online Privacy notice.