

Application for a licence for:

Variation on prohibition to display signs for the purpose of advertising private hire cars and taxis

CIVIC GOVERNMENT (SCOTLAND) ACT 1982

Submit this application to: Fairfield House, 8 Lothian Road, Dalkeith, Midlothian, EH22 3AA or email civiclicensing@midlothian.gov.uk

For this form in another format or language email civiclicensing@midlothian.gov.uk

Application (from 1 April 2026)

- Private Hire Car £80
- Taxi – Interior - £30
- Taxi – Doors - £80
- Taxi – Superside - £95
- Taxi – Full livery - £164

To pay by credit/debit card call 0131 271 3529

Our bank details for payment:

Sort Code: **83-17-26**

Account: **00128568**

Bank: **Royal Bank of Scotland**

Reference: **Prohibition PHC (and your name)**

Guidance

Advertising on Private Hire Cars or taxis is not permitted without the prior written consent of the Council.

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

If the proposal complies with the criteria, 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 4049), 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 advertisement.

Depending on the extent of the advertising applicants may wish to consider advising (a) DVLC and (b) their insurance company of the changes which are being considered.

Private Hire Cars

Advertisements may not be displayed in the interior of private hire cars except that licensees are permitted to display a Notice not exceeding 15cm x 10cm in size bearing their name or that of their company or partnership and their telephone number on the dashboard of the vehicle which Notice shall at all times be displayed in such a manner so that it is invisible from the outside of the vehicle.

Advertisements may only be fitted to the lower panels of the front doors.

No secondary advertising of any kind will be permitted on the outside of a private hire car.

The permitted sizes of advertisements are 600mm x 460mm.

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 private Hire Car.

The information displayed on the advertisement must include the words 'PRIVATE HIRE CAR' 'PRE-BOOKED ONLY' and may include the following information about the licence holder:

- Business name
- Logo
- Telephone Number (NOT mobile phone number) and internet address

Until final approval is given an advertisement cannot be displayed.

Taxis

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.

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.

The permitted sizes of advertisements are as follows:-

- Bulkhead 61cm x 8cm
- Tip up seats 33cm x 30.5cm
- Single door 76cm x 46cm
- Double door 185cm x 46cm

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 or initially attached to an approved magnetic panel which is then attached to the taxi.

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.

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.

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

Type of application

☐ Taxi

☐ Private Hire Car

Office Use	
Enclosures	
IDOX No	
Paid	
Granted	

Section 1 – Application details

Details of Individual	Information
Full Name (Forename and Surname)	
Any previous surnames	
Home Address (and postcode)	
Telephone Number	
Email Address	
Private Hire Car or Taxi Licence number	
Registration number of present vehicle as designated in licence	
Date of expiry of Private Hire Car or Taxi Licence	
Extent of proposed advertisement and description of advertising material. For Taxi – Full livery, Door or Internal You must include 2 copies of proposed advertising – in full colour and with samples of materials. In case of full livery you must submit five view artwork.	
Period when advertisements will be displayed	

Section 2 – Declaration

The information on this form is correct. I know that making a false declaration is an offence.

Date

Name of Applicant

Signature of Applicant or Agent

Agent's Address

Information supplied on this form may be held on computer both within Midlothian Council and other bodies (e.g. Police Scotland and HM Revenues and Customs). Background enquiries will be made which may include reference to personal data held on computer. To find out how Midlothian Council collects, uses and shares your personal information, visit www.midlothian.gov.uk to access our online Privacy notice