



Transport for London  
London Taxi and Private Hire

**Guidelines for Advertising on  
licensed London Taxis  
and  
Signs on licensed London  
Private Hire Vehicles**

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## 1. Introduction

- 1.1 These guidelines have been issued by Transport for London (TfL) which is the Licensing Authority for taxis and private hire vehicles (PHV) in the Greater London area.
- 1.2 These guidelines apply to:
- Advertising that appears on or in taxis and includes information presented to passengers (“taxi advertising”).
  - Signs that appear on PHVs (“PHV sign”).
- 1.3 In these guidelines:
- “taxi” means makes and models of taxicab as approved for use in London by TfL;
  - “PHV” means a private hire vehicle licensed by TfL to operate in London; and
  - “relevant person” means the advertising agencies, driver, operator, licensee or other person responsible for the advertisement or sign.
- 1.4 This version of the guidelines reflects TfL’s requirements at the date of issue and replaces all previous versions of the guidelines.

## 2. Legislation

- 2.1 TfL has issued these guidelines pursuant to paragraph 1(3) of Schedule 10 to the Greater London Authority Act 1999 (‘the GLA Act’) which provides as follows.

*‘It shall be within the capacity of Transport for London to do such things and enter into such transactions as are calculated to facilitate, or are conducive or incidental to, the discharge of any of its functions.’*

- 2.2 Section 404 of the GLA Act provides that when exercising its functions, the Authority, including the Mayor, has a duty to have regard to the need:

- (a) *‘to promote equality of opportunity for all persons irrespective of their race, sex, disability, age, sexual orientation or religion;*
- (b) *to eliminate unlawful discrimination; and*
- (c) *to promote good relations between persons of different racial groups, religious beliefs and sexual orientation.’*

- 2.3 The Mayor has directed TfL under sections 154 and 155 of the GLA Act that TfL shall comply with the requirement contained in section 404 of the GLA Act in exercising its functions.

### **Taxi specific legislation**

- 2.4 The London Cab Order 1934 provides at paragraph 14(k) that ‘the licensee shall not cause or permit any person to appear or be carried on the cab by way of advertisement’ and at paragraph 14(l) that ‘the licensee shall not, otherwise than in accordance with the directions of Transport for London, cause or permit any object or any printed, written or other matter to appear or be displayed on the outside or inside of the cab or presented to the customer by way of advertisement’.
- 2.5 It is a criminal offence to breach paragraphs 14(k) and 14(l) of the London Cab Order 1934.

### **PHV specific legislation**

- 2.6 Regulation 8 of the Private Hire Vehicles (London PHV Licences) Regulations 2004, as amended, provides that no signs or advertising material shall be displayed on PHVs except badges, emblems or signs which provide details of vehicle repair services or driver skills or qualification; signs, displayed temporarily on stationary PHVs, which contains the name and address of the person operating the vehicle and the name of passenger for whom the booking has been made; and any other signs or advertising material in such locations and for such purposes as TfL may approve from time to time.

## **3. Requirements**

- 3.1 TfL has issued the Transport for London Advertising Policy (‘the Advertising Policy’, attached as Annex A). The Advertising Policy applies to all advertisements appearing on TfL’s services including Taxi and Private Hire.
- 3.2 Taxi advertising will not be permitted unless it complies with the Advertising Policy and these guidelines.
- 3.3 PHV signs will not be permitted unless they comply with the Advertising Policy and these guidelines.
- 3.4 In addition to the requirements set out above:
- taxis are required to comply with taxi specific requirements set out in sections 6 to 10 of these guidelines; and
  - PHVs are required to comply with PHV specific requirements set out in sections 11 to 15 of these guidelines.

## **4. Compliance with these guidelines**

- 4.1 A relevant person is not required to seek prior approval from TfL for any advertisement or sign displayed in or on their taxi or PHV (as the case may be)

unless the advertisement constitutes a new development with regard to an electronic systems advertisement (see section 10.17) or contains foreign languages (see section 6.2).

- 4.2 However if TfL considers an advertisement or sign may not comply with these guidelines, TfL may request that a copy of the advertisement or sign be sent to TfL in either hard copy or electronic form along with other such information as TfL may reasonably require, including the details of any advertising agency who prepared the advertisement.
- 4.3 After considering the information referred to in section 4.2 TfL shall determine whether the advertisement or sign complies with these guidelines.
- 4.4 If TfL considers that the advertisement or sign does not comply with these guidelines TfL may:
  - (a) Propose or invite reasonable variations to the advertisement or sign to achieve compliance with these guidelines.
  - (b) Require that an advertisement or sign be removed either immediately or within a specified period.
- 4.5 If TfL considers that the advertisement or sign should be removed under paragraph 4.4(b), TfL will inform the relevant person of its decision in writing and will provide reasons for its decision.
- 4.6 Prior to making a decision under section 4.3, TfL may:
  - Consult the Committee of Advertising Practice (“CAP”) as to whether the advertisement complies with the British Code of Advertising, Sales Promotion and Direct Marketing. TfL may, at its discretion, take any response from CAP into account when determining whether an advertisement or sign complies with these guidelines.
  - Consult the Director of Group Marketing, particularly with regard to advertisements or signs that appear or may appear on other TfL services.

## **5. Contact details**

- 5.1 Further information and guidance can be obtained from:

LTPH Support: 0343 222 4444

## Taxi Specific Requirements

### 6. Requirements for advertising in taxis

- 6.1 No advertisement is permitted on or in a taxi or is permitted to be issued to a passenger unless it meets the requirements, where relevant, specified in sections 6.2 to 6.6, and:
- If it is an exterior advertisement, it complies with section 7;
  - If it is an interior advertisement, it complies with section 8;
  - It is a combined exterior and interior advertisement, it complies with section 9; or
  - If it is an electronic systems advertisement under section 10 prior approval has been sought from TfL.
- 6.2 If an advertisement contains any foreign languages or signs the relevant person must notify TfL and provide an English translation to TfL prior to the advert being affixed to any vehicles.
- 6.3 The advertising agency name should be carried on the advertisement.
- 6.4 TfL will not permit advertisements which seek to:
- involve the driver wholly acting as an agent of the advertiser. However, the driver will be permitted to issue sample products or publications at the commencement or completion of a journey. These samples should relate to the principle service or product being advertised.
  - advertise more than one company, product or service but, so long as the principal service or product is clearly predominant, will accept the addition of sponsors' logos or the names of products sold by the advertising company where these are an integral part of the advertisement and are clearly secondary, i.e. smaller, incorporated in text and/or in subdued or unobtrusive colours and limited in number. They must be directly related to, but not distract from, the principal product/service.
- (See also paragraph 7.11 radio circuit logos.)
- 6.5 Materials which may be used for advertisements should be of a quality not easily defaced, soiled or detached. Materials approved so far for exterior advertisements have been of a glossy PVC type with a self-adhesive backing. Reflective material is not to be used for advertising purposes.

6.6 The advertisement may be affixed directly onto the body of the cab. Use of magnetic panels is discouraged for anything other than short term use (less than one week) as they lack adequate adhesion.

## **7. Exterior advertising**

7.1 Advertising on the exterior of the cab may cover all or part of the complete exterior body shell and the full width and height of the rear window, except for:

- the boot lid (apart from vehicle manufacturers' and vehicle component suppliers' badges);
- the front elevation, i.e. radiator grill and the area either side of it;
- the front windscreen, side windows and any other glass areas;
- the tyres and/or the rims and bumpers;
- any area of the rear windscreen designated for authorised taxi driver identifiers or other signs or logos,

7.2 Any defects in the bodywork to which advertisements are to be applied must have been remedied and the vehicle re-sprayed to an acceptable standard before the advertisement is affixed.

7.3 Provision should be made for the replacement of any damaged panels.

7.4 Where an advertisement is affixed to a cab during the currency of its plate, the advertising agencies' name must be displayed in an agreed location, which is clearly visible during annual inspections and on-street compliance inspections.

7.5 Where an advertisement is affixed to a cab during the currency of its plate, the Vehicle Registration Mark (VRM) and taxi licence plate number must be recorded by the advertising agency and made available to TfL on request.

7.6 When a vehicle ceases to be used for advertising, e.g. at the end of a contract, a re-spray back to a recognised manufacturer's base colour should be undertaken. This re-spray should be of a standard acceptable to the owner. (It is the responsibility of the vehicle owner to notify the DVLA of any changes to the vehicle's colour as identified on its V5 log book.)

7.7 The boot and front elevation are to be plain base colour thereby, maintaining the visibility of the rear licence plate, taxi sign, Taxicard 'roundel' and any front 'identifier' which may in due course be introduced.

### **Single door advertisements**

7.8 The same advertisement must be displayed on both sides of the cab.

- 7.9 The advertisement should cover the lower part of both door panels and not overlap the curve above these panels.

### **Double door advertisements**

- 7.10 The same advertisement must be displayed on both sides of the cab except that the layout may be reversed (i.e. the content on the right of the advertisement when on the offside may appear on the left when on the nearside).

### **Radio circuit logos**

- 7.11 Radio circuit logos only, may, be displayed in addition to super-side advertisements. The advertisement is to be confined to the area marked 'A' on Figure 1 below and the radio circuit logo to the areas marked 'B', 'C', 'D' and/or 'E'. Area 'B' is not available for use on Metrocabs or on cabs with textured roof finishes.

### **Wheel trim advertising**

- 7.12 Wheel trims as original equipment supplied by the manufacturer must only be used.
- 7.13 Any advertising affixed to the wheel trim must not interfere with any design features such as method of fixing, brake cooling vents, tyre inflation valve or with any wheel balancing dynamics or steering operation.
- 7.14 The same advertisement must be displayed on all four wheels except the layout may be reversed (i.e. the content on the right of the advertisement when on the offside may appear on the left when on the nearside).
- 7.15 Wheel trim advertising may only be used with whole body advertisement and/or super-side advertising campaigns (See also paragraph 6.4 for primary and secondary advertising).
- 7.16 Any defects to wheel trims to which advertisements are to be applied must have been remedied and/or replaced before the advertisement is affixed.

### **Material design and specifications for rear windscreen advertising**

- 7.17 The material construction must be of a perforated one-way vision film or similar type design which will allow the image/graphics to be seen from the outside of the vehicle only. Images and /or graphics must not be visible from inside the vehicle when looking out of the rear windscreen.
- 7.18 The construction of the material must be fit for its intended purpose and have good durability and adhesive qualities. The performance of the material must not be adversely affected by dirt and/or moisture ingress and, for that purpose, it is permissible to laminate the exterior surface of the material, however, lamination must not adversely affect the performance or light transmittance of the material.

- 7.19 The material must be maintained in good condition at all times. The manufacturer's recommendations should be followed when affixing, maintaining and cleaning the material.
- 7.20 To maintain a satisfactory standard of the image/graphic performance and to keep adverse visual effects for passengers to a minimum the perforated one way vision film must be of a specification 185 micron perforated one way film with 1.5mm perforations in a 50:50 ratio

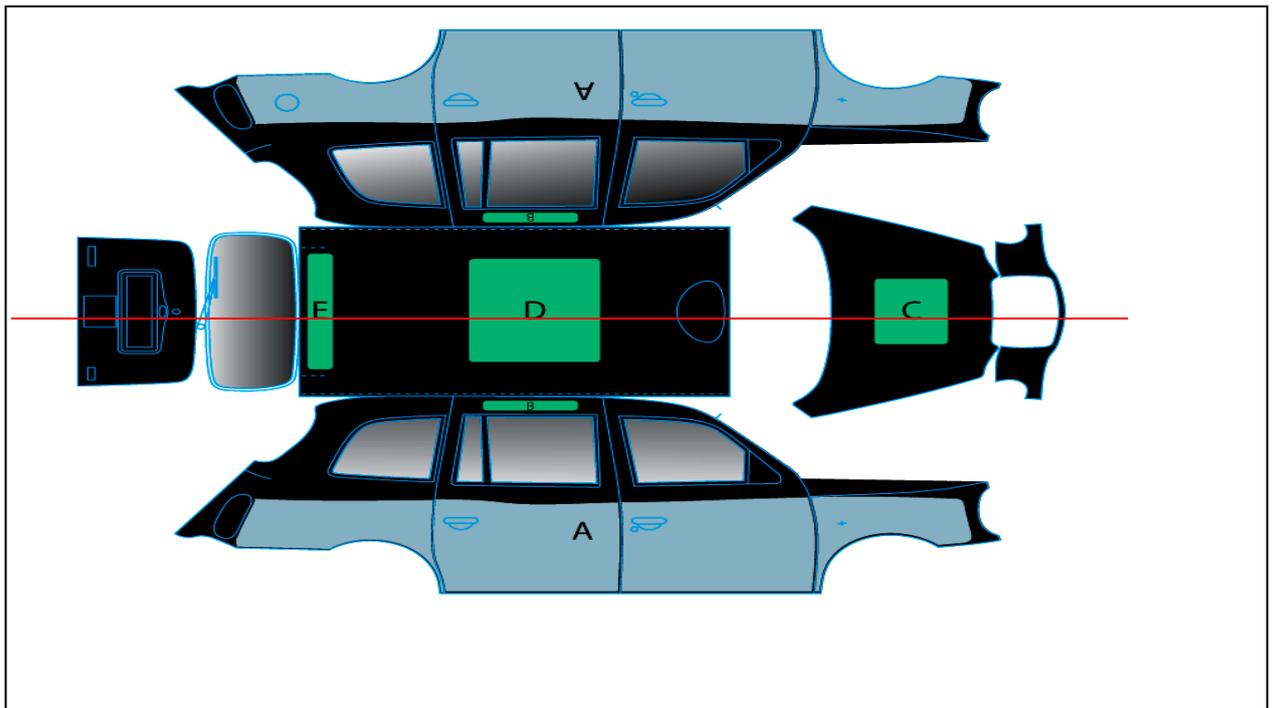
### **Advertising position and light transmittance value**

- 7.21 The position of the signage or advertisement should be on the rear windscreen glass affixed on the outer surface, and maybe the full width and height of the window. This will exclude any areas designated for authorised taxi driver identifiers, or other signs or logos;
- 7.22 Taxi driver licensing identifier to be affixed (using THP supplied clear plastic sleeve only (155mm x 115mm) at the top, nearside (kerbside) area of the screen(Fig 1, area F).
- 7.23 The affixing of any advertising material on the exterior of the rear screen must ensure that the identifier remain clearly visible at all times and must not be partially or fully obscured at any time by advertising design, material, images or graphics.
- 7.24 High level brake lights must not be obscured by any advertisement.
- 7.25 'For Hire' indicator lamps visible from the rear windscreen must not be obscured by any advertisement.
- 7.26 A minimum level of at least 30% light transmittance must pass through the combined advertising and windscreen.

### **Taxi Top Advertising**

- 7.27 For external taxi top advertising refer to 10.17 of these guidelines

**Figure 1.**



## **8. Interior advertising**

8.1 Advertising on the interior of the cab is permitted on:

- the base of the occasional (tip-up) seats;
- leaflets contained in an approved leaflet dispenser;
- the top of the partition bulkhead (non-glass area) on older style cabs;
- on the back of receipts handed to the customer;
- on electronic systems if permitted under section 10 of these guidelines.

8.2 Advertising is not permitted on any other surfaces, including but not limited to:

- seats (other than base of tip-up seats);
- roof lining;
- partition (apart from authorised signs and approved logos);
- interior door panels (apart from leaflet dispenser);
- floor covering (other than logo of vehicle manufacturer or supplier only).

## **Bulkhead**

- 8.3 In cabs with a non-glazed area above the glass partition, advertising may be permitted on that part of the bulkhead.
- 8.4 No material may be placed on the glazed passenger driver partition other than any notice, which may from time to time be permitted.

## **Occasional/tip-seats**

- 8.5 Advertisements may be displayed within the passenger compartment on the base of the occasional seats.
- 8.6 Occasional seat advertisements must be encapsulated in clear non-flammable plastic.

## **Illuminated occasional/tip-seats**

- 8.7 The primary concerns of TfL are twofold: the safe installation of the illumination medium/equipment; and the light intensity/intrusiveness created in the passenger compartment.
- 8.8 In regard to these concerns the following are essential issues to be addressed during installation by the owner of the vehicle:
  - details of any BSI approvals, CE 'e' marking or other safety standards met by the materials/construction used;
  - provision of a detailed technical specification of the method in which illumination is achieved including wiring installation diagrams of connection to the vehicle electrical system, if appropriate;
  - evidence that the level of illumination produces an evenly diffused, subdued, subtle lighting effect which enhances advertisement definition only;
  - confirmation that the unit will continue to operate safely even if its integrity is breached;
  - confirmation of robustness and reliability after test.
  - Impact on disabled passengers
- 8.9 Innovative approaches to tip-seat advertising will be permitted. Prior to installation consideration should be given to safety, intrusiveness and benefits to passengers. Examples of initiatives permitted in the past include optical 3-dimensional images, encapsulated fluid, business card collection, and download of information from the internet (Hypertag).

## **Leaflet dispensers**

8.10 Dispensers must:

- be fitted to the bulkhead above the glazed area, on the rear door or other location;
- be lockable;
- only deliver one leaflet at a time;
- be designed to prevent unauthorised leaflets being fed into the dispenser;
- be manufactured in suitable material, i.e. fireproof, shatterproof, etc;
- not intrude significantly into the passenger compartment and should be moulded without sharp edges to avoid possible injury.

8.11 Normally only one dispenser per vehicle should be installed.

8.12 Only leaflets relating to a single product or service will be permitted in each cab. Leaflets and any exterior markings on the leaflet dispenser should relate directly to any other interior advertising within the cab.

8.13 Any new location considered for the dispenser should not in any way place a passenger at risk of injury.

## **Receipt printer rolls**

8.14 Advertising is permitted on the reverse of printed receipts. Advertisements may be for products or services other than those advertised elsewhere in or on the cab.

## **9. Combined interior and exterior advertising**

9.1 An advertising campaign may include internal and external advertising as part of a co-ordinated scheme, or different products/services may be advertised inside and outside the cab.

## **10. Electronic systems**

10.1 Electronic/moving images may be used to promote different products/services to those advertised elsewhere in the interior. However, to ensure that the integrity of vehicle safety, ABS, ESP, Engine Management Systems etc, is maintained after additional electronic equipment have been installed prior approval must be sought from the Vehicle Policy Manager.

- 10.2 Moving images, for example: television, video, computer; mobile phone call and charging facilities, electronic and/or interactive games and other initiatives or devices may be permitted within the passenger compartment subject to them complying with the technical requirements set out in Appendix B of these guidelines. The overriding consideration in permitting any item of this nature will be the safety of passengers.
- 10.3 All equipment must comply with any legislative requirements in respect of Construction and Use. **All equipment must be approved by the Vehicle Policy Manager** and meet all requirements as regards safety and the current EU directives for technical acceptability and electromagnetic compatibility requirements within an automobile environment.

### **Technical guidelines**

- 10.4 Electronic systems must comply with the technical guidelines which are attached at Appendix B.

### **Programme Guidelines**

- 10.5 With all pre-recorded material there should normally be a choice of programmes available to passengers so as not to distract the driver by constant repetition of the same programme. However, if directional speakers are used in the passenger compartment and the volume is not intrusive in the driver's compartment, a single programme may be permitted.
- 10.6 Programme content must be informative rather than of a purely advertising nature unless specifically identified as an advertising feature at the point of selection (i.e. screen menu). The advertising content of transmitted material in non-advertising programmes must not exceed 20% (i.e. equivalent to 12 minutes in any clock hour).
- 10.7 Programme and advertising content must comply with the Committee of Advertising Practice ("CAP") ITV Advertising Standards Code.
- 10.8 All material for display on the system must receive prior approval from TfL where the nature of the material is such that it cannot be submitted for prior approval (e.g. a terrestrial television broadcast) TfL will require appropriate written guarantees as to the safeguards incorporated in the system to ensure inappropriate material is not transmitted or inappropriate use cannot be made of the facilities available. In addition, TfL may require an audit/monitoring facility to be provided.
- 10.9 Where programmes are presented for approval in a language other than English a certified translation should be provided.

- 10.10 At the commencement of each journey an approved safety message (static or moving image) is to be displayed without first being selected by passengers, which may briefly indicate:
- the safety features of the vehicle (e.g. seat belts which passengers are required by law to wear, location of child seat, wheelchair restraints);
  - the identification of Transport for London as the licensing authority (drawing attention to licence plates and the driver's badge);
  - the address to which any commendations and complaints should be sent;
  - details about recovering lost property with a reminder to passengers to take belongings with them;
  - a brief 'public service' announcement.
- 10.11 At the conclusion of any safety message (static or moving) there must be clear on screen instructions to the passenger on how the display can be turned off or returned to the default screen. Any default screen must be static and not visually intrusive (especially at night).
- 10.12 If at the conclusion of any safety message the passenger chooses not to switch off the system, the system may initiate programming after an interval of not less than 30 seconds to allow the passenger to become seated and fasten seat belts without distraction.

### **Audio material**

- 10.13 Rear compartment audio systems are not approved for the purposes of advertising. Only scheduled public radio broadcasts, or audio material, which is generally on sale to the public (i.e. CDs, audio tapes), may be transmitted to the passenger compartment. Audible advertisements are permitted only if they are received via a scheduled broadcast from a public radio station.
- 10.14 The audio material must be of a standard that would be acceptable to the Broadcasting Standards Council and the Radio Authority for broadcasting to all age groups.
- 10.15 A current copyright music licence must be obtained from the Performing Rights Society for the cab concerned and be available for inspection whenever the cab is presented for licensing at the centres designated by TfL.
- 10.16 An audio system in the rear compartment of a cab must be approved by the Vehicle Policy Manager before installation.

### **Illuminated Digital Taxi Top Advertising**

- 10.17 All taxi top illuminated advertising systems shall comply with these guidelines and the accompanying illuminated digital taxi top advertising requirements:

## **New developments**

10.18 In order to ensure that these guidelines remain current any relevant person wishing to introduce new developments should seek prior approval from TfL. These guidelines can then be amended as necessary.

10.19 TfL considers that the fare paying passenger pays a premium rate to be conveyed from one location to another in safety, comfort and privacy. As a captive audience, being subject to excessive or intrusive advertising or visual or aural distraction is not considered either necessary or appropriate to the service being offered.

10.20 Additionally, in any proposals for new technology-based advertising the following issues will need to have been addressed:

- location of equipment to ensure no statutory regulations are breached;
- evidence to show that the new technology does not interfere with or compromise any equipment already fitted in the taxi;
- robustness of the equipment;
- the broad spectrum of safety issues;
- details of equipment operation and arrangements to allow direct control by the passenger;
- proposals for testing of equipment; and
- the impact on disabled passengers

## **PHV Specific Requirements**

### **11. Requirements for signs on PHVs**

11.1 No sign or notice may be affixed or displayed on a PHV, or affixed inside a window in such a way that can clearly be seen from outside the vehicle, unless:

- It is permitted under Regulation 8 of the Private Hire Vehicles (London PHV Licences) Regulations 2004 (see paragraph 2.6 above).
- It is a warning or safety sign permitted under section 12 of these guidelines.

- It is a roof marking permitted under section 13 of these guidelines.
- It is a sign or logo on the rear of the vehicle permitted under section 14 of these guidelines.
- It is any other sign permitted by TfL at its discretion (for example, a vehicle fleet number or a sign relating to a specialised form of transport such as vehicles that carry children to school).

11.2 All permitted signs must meet the materials requirements specified in section 15 before being displayed or affixed on a PHV.

11.3 PHVs which are exempt from the requirement to display licence discs will only be permitted external signage that is required to be displayed by law, for example the road fund licence or “No Smoking” signs.

11.4 No signs are permitted on the sides of PHVs.

11.5 No commercial advertising is permitted on PHVs.

11.6 On the expiration of the vehicle licence or when the vehicle is no longer being used for PHV purposes, all signs authorised under these guidelines must be removed.

## **12. Warning and safety signs**

12.1 Warning and safety signs (for example signs warning about no smoking, surveillance camera systems or the deployment of access ramps or hoists for wheelchair passengers) are permitted in positions appropriate to the nature of the warning or safety issue.

12.2 Operators or drivers (where applicable) are responsible for the installation, maintenance and removal of warning and safety signs from their vehicles. Such signs should not be of excessive size or located where they would impair visibility into or out of the vehicle.

## **13. Roof markings**

13.1 Roof markings (area C in Figure 2 below) are permitted on the horizontal surface of the roof where the information is only visible from above.

13.2 Roof signs and markings visible from the ground are not permitted.

## **14. Signs and logos on the rear of the vehicle**

14.1 Signs and logos identifying only a licensed London PHV operator and contact telephone number and/or web-site address are permitted in one of the following positions:

- on the rear windscreen;
- adjacent to the vehicle registration number plate;
- in a single area of rear-facing bodywork.

14.2 Such signs must be within defined limitations and not, by virtue of their size, design or location, detract from or obscure the rear licence disc or any other sign issued by TfL, e.g. the optional Red Route sign.

14.3 Signs on the rear windscreen (area B in the Figure 2 below) may be the full width and height of the window. For clarification the signs must not obscure rearward vision and materials used should comply with section 15. . If a Red Route sign is to be affixed then an area of 150mm width from the edge of the window will need to be maintained in the bottom offside corner.

14.4 The level of tinting on rear windows is not to exceed the vehicle manufacturer's original specification for the purpose of enhancing any rear signage.

14.5 Signs on the rear body panel of the vehicle should be confined to a single area.

14.6 Signs adjacent or above the number plate (area A in the Figure 2 below) should not exceed the dimensions of the number plate and the number plate must remain in its statutory position.

## **15. Materials to be used**

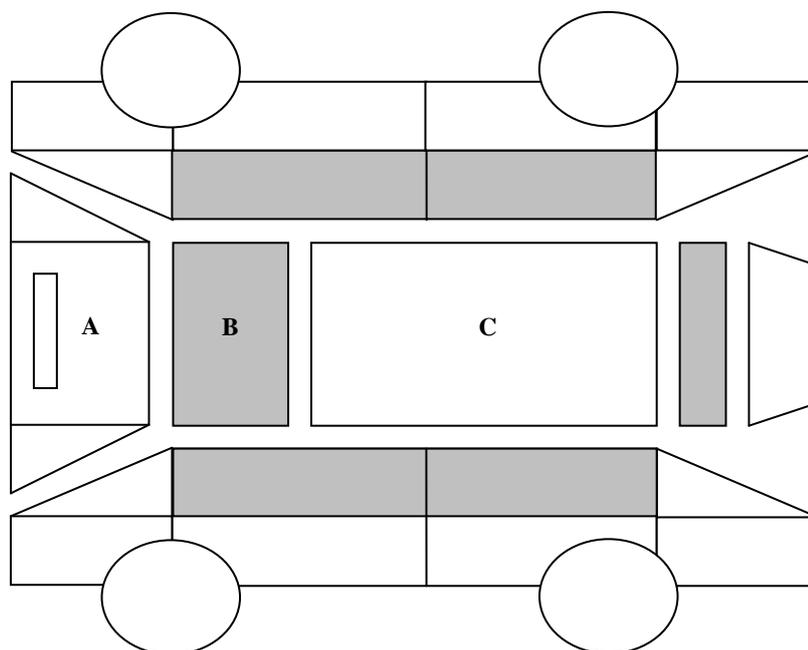
15.1 The material construction must be of a perforated one-way vision film or similar type design which will allow the image/graphics to be seen from the outside of the vehicle only. Images and /or graphics must not be visible from inside the vehicle when looking out of the rear windscreen.

15.2 The construction of the material must be fit for its intended purpose and have good durability and adhesive qualities. The performance of the material must not be adversely affected by dirt and/or moisture ingress.

15.3 The material must be maintained in good condition at all times. The manufacturer's recommendations should be followed when affixing, maintaining and cleaning the material.

15.4 To maintain a satisfactory standard of the image/graphic performance and to keep adverse visual effects for passengers to a minimum the perforated one way vision film must be of a specification 185 micron perforated one way film with 1.5mm perforations in a 50:50 ratio

**Figure 2.**



## **Appendix A**

### **ADVERTISING POLICY**

#### **1. Purpose**

- 1.1 The purpose of this policy is to set out high level principles, together with the decision making framework and criteria, governing the approval of advertisements which appear on TfL's services and information campaigns undertaken by TfL and to ensure TfL's compliance with its obligations in section 404 of the GLA Act.
- 1.2 In addition, TfL will ensure that advertisements which appear on TfL's services and information campaigns undertaken by TfL are consistent with the obligations in section 404 of the GLA Act.
- 1.3 All advertisements appearing on TfL's services and information campaigns undertaken by TfL must be in accordance with this policy.

#### **2. Definitions**

- (a) **Advertisement** includes advertisements in any form proposed to appear on TfL's services and includes information campaigns undertaken by TfL.

- (b) **The applicant** means the person seeking approval for an advertisement to appear on TfL's services.
- (c) **The ASA** means the Advertising Standards Authority.
- (d) **The Authority** means the Greater London Authority.
- (e) **CAP** means the Committee of Advertising Practice
- (f) **The Commissioner** means the Commissioner of Transport for London.
- (g) **Days** means working days.
- (h) **The GLA Act** means the Greater London Authority Act 1999.
- (i) **The GLA Group** means the Greater London Authority, TfL, the London Development Agency, the Metropolitan Police Authority and the London Fire and Emergency Planning Authority.
- (j) **The Mayor** means the Mayor of London.
- (k) **TfL** means Transport for London.
- (l) **TfL's services or a TfL service** means those services and facilities operated by or on behalf of TfL on which TfL has a right to approve advertisements, including (but not limited to) –
  - (i) London Underground;
  - (ii) London Buses;
  - (iii) Docklands Light Rail;
  - (iv) London Overground;
  - (v) Croydon Tramlink;
  - (vi) London's roads for which TfL is responsible;
  - (vii) London Taxi and Private Hire;
  - (viii) London River Services;
  - (ix) Victoria Coach Station;
  - (x) London Transport Museum;
  - (xi) Any cycle hire schemes; and
  - (xii) Dial-a-Ride.

### 3. Required standards

3.1 Advertisements will not be approved for, or permitted to remain on TfL's services if, in TfL's reasonable opinion, the advertisement falls within any of the following categories.

- (a) The advertisement does not comply with the law or incites someone to break the law.

- (b) The advertisement does not comply with the British Code of Advertising, Sales Promotion and Direct Marketing.
- (c) The advertisement is inconsistent with the obligations in section 404 of the GLA Act.
- (d) The advertisement is likely to cause widespread or serious offence to members of the public on account of the nature of the product or service being advertised the wording or design of the advertisement or by way of inference.
- (e) The advertisement depicts men, women or children in a sexual manner or displays nude or semi-nude figures in an overtly sexual context.

For example, while the use of underdressed people in most underwear advertising may be seen as an appropriate context, gratuitous use of an overtly sexual nature will be unacceptable.

- (f) The advertisement depicts or refers to indecency or obscenity or uses obscene or distasteful language.
- (g) The advertisement relates to lap-dancing, 'gentlemen's clubs', escort agencies or massage parlours.
- (h) The advertisement depicts direct or immediate violence to anyone shown in the advertisement.
- (i) The advertisement condones or provokes anti-social behaviour.
- (j) The advertisement relates to films which have not been granted permission for public exhibition or which do not show the British Board of Film Classification certificate.
- (k) The advertisement contains images or messages which relate to matters of public controversy and sensitivity.
- (l) The advertisement refers to or portrays (or gives the impression of portraying) a living person unless the written consent of that person is obtained and is produced to TfL.

TfL require an indemnity against any action by that person, or on that person's behalf, before such references or portrayals will be accepted.

- (m) The advertisement contains negative references to TfL's services or those services provided or regulated by other members of the GLA group.
- (n) The advertisement is likely to be defaced due to the subject matter or due to the inclusion of a high proportion of blank space.

- (o) The advertisement may adversely affect in any way the interests of the site owner.
- (p) The advertisement relates to a political party or parties or a political cause.
- (q) The advertisement uses handwriting or illustrations that would suggest the advertisement has been damaged, defaced, fly posted or subject to graffiti, after it has been posted.
- (r) In the case of digital media, the advertisement must not pose a health and safety risk as a result of flickering or other visual imagery.

3.2 TfL roundels or other intellectual property owned by TfL may only be used in accordance with any further guidelines and/or licensing system which may be in place.

3.3 Individual TfL services may specify further requirements in relation to advertising on those services which must be adhered to.

#### **4. Approval or rejection of advertisements to appear on a single TfL service**

##### Decision to approve or reject advertising

4.1 A decision as to whether an advertisement complies with the standards required by this policy shall be the responsibility of the relevant custodian nominated in relation to that TfL service as set out in paragraph 9.2 below.

4.2 Prior to deciding whether an advertisement complies with the standards required by this policy, the relevant custodian may consult CAP as to whether the advertisement complies with the British Code of Advertising, Sales Promotion and Direct Marketing. The relevant custodian may, at his discretion, take any response from CAP into account when determining whether an advertisement complies with the standards required by this policy.

4.3 The relevant custodian shall notify the applicant in writing as soon as is reasonably practicable following receipt of the advertisement by the custodian whether the advertisement is approved or is rejected.

##### Proposed rejection of advertising

4.4 If the custodian considers that the advertisement does not comply with the standards required by this policy and should be rejected, the custodian:

- (a) may propose or invite from the applicant reasonable variations to the advertisement to achieve compliance with the standards required by this policy; and/or

- (b) may, if considered necessary, consult the Director of Group Marketing and/or the Managing Director, Marketing and Communications on the proposed rejection of the advertisement.

#### Rejection of advertisements

- 4.5 If the advertisement is rejected, the notification referred to in paragraph 4.3 shall include details of the reasons why the custodian considered that the advertisement did not comply with the standards contained in this policy.
- 4.6 The custodian will notify all other custodians, the Director of Group Marketing and the TfL Press Office that the advertisement has been rejected and specify the reasons why the advertisement did not comply with the standards contained in this policy.

### **5. Decisions by the Director of Group Marketing**

- 5.1 The Director of Group Marketing shall be responsible for the following decisions -
  - (a) Where an advertisement is submitted to appear on more than one TfL service and the relevant custodians cannot agree whether the advertisement complies with the standards required by this policy.
  - (b) Where -
    - (i) an advertisement has been submitted to appear on one TfL service and has been rejected by the responsible custodian for that TfL service; and
    - (ii) the same or comparable advertisement is subsequently submitted to appear on a different TfL service and the custodian of the second TfL service considers that the advertisement does comply with the standards required by this policy.
- 5.2 If the Director of Group Marketing decides that an advertisement referred to in paragraph 5.1 does not comply with the standards required by this policy, the process contained in paragraphs 4.3 to 4.6 of this policy shall apply except the reference in paragraph 4.4(b) to the Director of Group Marketing shall be deleted.

### **6. Approval and amendment of policy**

- 6.1 This policy was approved by the Commissioner.
- 6.2 This policy will be subject to review within 12 months or otherwise as considered necessary by the Director of Group Marketing.

## 7. Legal Framework

7.1 TfL has issued this policy pursuant to paragraph 1(3) of Schedule 10 to the GLA Act which provides -

*'It shall be within the capacity of Transport for London to do such things and enter into such transactions as are calculated to facilitate, or are conducive or incidental to, the discharge of any of its functions.'*

7.2 Section 404 of the GLA Act provides that when exercising its functions, the Authority, including the Mayor, have a duty to have regard to the need –

- (a) *'to promote equality of opportunity for all persons irrespective of their race, sex, disability, age, sexual orientation or religion;*
- (b) *to eliminate unlawful discrimination; and*
- (c) *to promote good relations between persons of different racial groups, religious beliefs and sexual orientation.'*

7.3 The Mayor has directed TfL under sections 154 -155 of the GLA Act that TfL shall comply with the requirement contained in section 404 of the GLA Act in exercising its functions.

## 8. Policy Owner

8.1 This policy is owned by the Director of Group Marketing

## 9. Custodian

9.1 Each TfL service will nominate one person to act as a custodian on behalf of the Director of Group Marketing in respect of this policy on that TfL service.

9.2 Custodians on behalf of the Director of Group Marketing are listed below.

<b>TfL service</b>	<b>Custodian</b>
London Underground	Ann Cumming
London Buses	Paul Amlani-Hatcher
Docklands Light Rail	Simon Dobson
London Overground	Julie Dixon
Croydon Tramlink	Julie Dixon
London's roads	Paul Amlani-Hatcher
London Taxi and Private Hire	Paul Amlani-Hatcher
London River Services	Paul Amlani-Hatcher
Victoria Coach Station	Paul Amlani-Hatcher
London Transport Museum	Sam Mullins
Dial-a-ride	Paul Amlani-Hatcher

## **10. Publication**

- 10.1 This policy shall be published on TfL's website and shall be provided to persons proposing to submit advertising for appearance on TfL's services.

## **Appendix B**

### **TECHNICAL GUIDELINES**

#### **Screen systems in the passenger compartment**

1. Electronic Devices are any electrical device or equipment fitted to vehicles either at the time of manufacture or after the vehicle has been manufactured and registered. Any electronic device must meet with the requirements specified under the European Community Automotive Electromagnetic Compatibility (EMC) Directive 2004/104/EC (as amended).
2. Electronic devices and equipment which comply with the above directive will be signified by either being 'e' marked or CE marked. However, in addition, electronic devices 'CE-marked' must be supported by a declaration from the manufacture of the device stating that the device is suitable for use in an automotive environment by meeting the relevant requirements of the automotive directive 2004/104/EC (as amended).
3. All installed equipment must comply with any legislative requirements in respect of Construction and Use Regulations.
4. All equipment must be approved by the Vehicle Policy manager, and meet all requirements as regards safety and technical acceptability.
5. All equipment must be designed, constructed and installed in such a way and in such materials as to present no danger to passengers or driver, including from impact with the equipment in the event of an accident, or danger from the electrical integrity being breached through vandalism, misuse, or wear and tear.
6. The equipment must not interfere with any other safety, control, electrical, computer, navigation, satellite, or radio system in the vehicle.
7. The intensity of the screen should not be such as to be visually intrusive or dazzling; the screen housing must be fabricated in crash padding and the corners must be rounded; the position of the screen must not obstruct the passenger's view of the meter and the visibility of the screen to following vehicles should be minimal.

8. Only approved screens specifically designed for the effective provision of a taxi service e.g. despatch /navigational systems, may be visible to the driver when the vehicle engine is running or the cab is hired.
9. The installation must not be such as to weaken the structure or any component part of the vehicle or interfere with the integrity of the manufacturer's original equipment.
10. The design must be discreet and complement the interior furnishing of the taxi.
11. All system components requiring calibration in situ should be easily accessible.
12. The system must include safeguards to maintain the integrity of the system and prevent the display of unapproved material.
13. At the commencement of each journey an approved safety message (static or moving image) is to be displayed without first being selected by passengers. (Please refer to Guideline for advertising on licensed London taxi for content of safety message).
14. At the conclusion of any safety message (static or moving), there must be clear on screen instructions to the passenger on how the display can be turned off or returned to the default screen. Any default screen must be static and not visually intrusive (especially at night)
15. If at the conclusion of any safety message the passenger chooses not to switch off the system, or if no safety message is displayed, the system may initiate programming after an interval of not less than 30 seconds to allow the passengers to become seated and to fasten seat belts without distraction
16. At all times during the display of a programme it must be apparent to the passenger how the system may be switched off. Drivers must also be able to switch off the system from the driver's compartment.
17. Passengers must have control of the volume (which should be capable of being muted) with either a pre-set maximum volume acceptable to the driver or an override for the driver to lower the sound level if it is causing him/her, a distraction. The sound should be automatically muted when the intercom is operated.
18. All equipment must be protected from the elements, secure from tampering and located such as to have the minimum impact on the luggage carrying capacity of the taxi.

19. For safety reasons, aerials must form an integral part of the body line and not protrude from it unless otherwise approved by the Senior Vehicle Policy Manager.
20. Vehicle proprietors must be in possession of, and present to TPH on request, any licences which the law may require in relation to the transmission of broadcast material.