



GUIDELINES FOR ELECTRONIC DISPLAY SCREENS.
IN THE PASSENGER COMPARTMENT OF
LICENSED LONDON TAXIS

All equipment must comply with any legislative requirements in respect of Construction and Use Regulations.

All equipment must be approved by the Vehicle Policy Manager, and meet all requirements as regards safety and technical acceptability.

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.

The equipment must not interfere with any other safety, control, electrical, computer, navigation, satellite, or radio system in the vehicle.

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.

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.

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.

The design must be discreet and complement the interior furnishing of the taxi.

All system components requiring calibration in situ should be easily accessible.

The system must include safeguards to maintain the integrity of the system and prevent the display of unapproved material.

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).

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)

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

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 drivers compartment.

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.

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.

For safety reasons, aerials must form an integral part of the body line and not protrude from it unless otherwise approved by the Vehicle Policy Manager.

Vehicle proprietors must be in possession of, and present to the Taxi and Private Hire Directorate (T&PH Directorate) on request, any licences which the law may require in relation to the transmission of broadcast material.

Programme guidelines

With all pre-recorded material there must be a choice of programmes available to passengers.

Programme content must be informative rather than of a purely commercial advertising nature unless specifically identified as an advertising feature at the point of selection (i.e. screen menu). The advertising content of transmitted material must not exceed 20% (i.e. equivalent to 12 minutes in any clock hour).

Programme and advertising content must comply with the ITC Code of Advertising Standards and Practice.

All material available for display on the system must receive prior approval from the T&PH Directorate. Where the nature of the material is such that it cannot be submitted for prior approval (e.g. a terrestrial television broadcast) the T&PH Directorate will require appropriate independent written guarantees as to the safeguards incorporated in the system to ensure inappropriate material is not transmitted or inappropriate use made of the facilities available.

Where programmes are presented for approval in a language other than English a certified translation should be provided.

The only programme which may be displayed without first being selected by passengers is a brief safety message initiated when a passenger enters the cab which should 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 complaints should be sent; and, details about recovering lost property.