

# Taxi Roof Top Illuminated Digital Advertising Unit Requirements and Vehicle Specific Approval

## 1. Introduction

Transport for London (TfL) has been considering allowing digital illuminated advertising technology to be installed on the roof of London taxis ('taxi top advertising'). Extensive development work and initial road trials have been carried out with several versions of the roof top technologies and TfL is now satisfied that, subject to compliance with requirements specified by TfL, this type of equipment can be fitted to taxis licensed by TfL. As from 1 December 2014, up to 1,000 TX4 London taxis will be allowed to be fitted with taxi top advertising.

In limiting the number to 1,000, TfL has taken into consideration the fact that this is new technology and a limit of 1,000 allows us to properly assess their impact and how they are received by the public. It also helps to ensure the visual impact on the London taxi and the streetscape of London is maintained. TfL will consider feedback and/or evidence as to as to the impact of this new technology, and may revise this policy as it considers appropriate.

From 1 December 2014, TX4 vehicle licence holders may apply to TfL for a new vehicle licence with approval for their taxi to be fitted with taxi top advertising. Section 3 of this policy sets out the process for dealing with applications and managing the approval and re-licensing process.

Although licences with approval for taxis to be fitted with taxi top advertising will be granted to vehicle licence holders, TfL will continue to work with manufacturers and suppliers of taxi top advertising units in the approval process (see Section 2) and the ongoing development of this technology.

## 2. Unit Requirements

All taxi top advertising units must be of a type that meets requirements specified by TfL as set out in Annex A. Once it has been demonstrated to TfL's satisfaction that the unit meets these requirements, the unit type will be approved by TfL for installing on licensed taxis.

When approving units, TfL will follow its standard approval process for the installation of additional equipment in or on licensed London taxis. This process is set out in the document. ['Approval Process for Additional Equipment in Licensed London Taxis and PHVs'](#).

Approval will be provided to the manufacturer in the form of a letter from the Taxi and Private Hire Vehicle Policy Manager. A list of approved units can be found on the TfL website.

As per 4.1 of the Approval Process for Additional Equipment in Licensed London Taxis and PHVs, TfL reserves the right to withdraw approval for any unit.

### 3. Vehicle Specific Approvals

#### 3.1 Applications

Only the licence holders of licensed TX4 model taxis are eligible to apply.

All applications must be submitted, preferably by email, on the form supplied by TfL. This form will be available for download from the TfL website from 1 December 2014.

Applications must be accompanied by documentary evidence of a binding and current agreement with the supplier of an approved unit (a 'supplier') for an approved unit to be fitted to that vehicle.

Applications must be accompanied by the appropriate licence fee (see 3.14).

#### 3.2 New licence with approval

Once an application has been approved, a letter will be issued to the vehicle owner advising that within six months of the date of the letter they must:

- Fit the approved taxi top device to their vehicle
- Have their vehicle pass a full licensing inspection when they renew their current vehicle licence which will include a check of the taxi top device.

When applying for approval please be aware that, should more than 1,000 applications be received, a waiting list will be created.

Failure to achieve these conditions will result in the consent being withdrawn and if taxi top advertising unit has been fitted it must be removed and the vehicle presented for inspection to ensure that it has been returned to its original condition.

If the vehicle successfully passes the licensing inspection following the granting of consent and the fitting of a taxi top advertising unit, subject to compliance with all other vehicle licensing requirements, a vehicle licence holder will be issued with a new licence with approval for a taxi top advertising unit. Approval for a taxi top advertising unit will be on the following terms:

- It will be specific to the licensed taxi (not the driver) and will be non-transferable between vehicles
- A new vehicle licence will be issued specifying the date on which the approval expires
- Approval will be given for a period of one year unless:

- (a) the vehicle licence is suspended or revoked;
- (b) the vehicle ceased to be licensed;
- (c) the agreement between the licence holder and the supplier is terminated or comes to an end without renewal;
- (d) the taxi top advertising unit is removed from the vehicle;
- (e) the ownership of the vehicle fitted with the unit is transferred;
- (f) approval for the unit fitted to the vehicle is withdrawn;
- (g) the vehicle is in breach of this policy, TfL's advertising policy or any other policy or requirement;
- (h) TfL considers that approval should be withdrawn.

- On expiry of the approval, the vehicle will be required to be returned to its original condition and presented by the vehicle licence holder for inspection at a TfL taxi licensing inspection centre (see 3.13).
- Vehicle licence holders will be required to inform TfL if they have had their contract terminated (see 3.12).
- TfL may seek information regarding the currency of agreements from suppliers.
- All advertisements displayed by the taxi top advertising must comply with TfL's [advertising policy](#).
- No additional advertising media is to be displayed or installed in or on the vehicle at the same time as the roof top advertising unit, other than one taxi radio circuit/app booking service logo on the lower panels of the front nearside and offside doors.

### 3.3 Volumes

The number of taxis allowed to be fitted with taxi top advertising will be limited to no more than 1,000. TfL reserves the right to amend this number at any time.

Any taxi fitted with an approved unit in advance of 1 December 2014 will be allowed to retain the unit subject to making an application and meeting the terms of this policy. Taxis in this category will be included in the total of 1,000 approved taxis and will be subject to the same conditions laid out in paragraphs 3.1 and 3.2.

Applications will be considered in order of the date and time the application was received by TfL on a 'first come, first served' basis. Once 1,000 taxis have been given consent or have been granted a new licence to have a taxi top unit fitted, any remaining applications will be placed on a waiting list (see 3.4 below).

### 3.4 Waiting list

Should TfL receive more applications than there are available approvals, TfL will manage a waiting list. The waiting list will be kept in the order of the date and time applications are received by TfL.

Vehicle licence holders with an agreement in principle with a supplier of a TfL approved product to have their taxi fitted with a taxi top advertising unit will be allowed to join the waiting list.

When any taxi's approval expires and is not renewed (see 3.6) or is withdrawn, an application will be invited from the first licence holder on the waiting list. The licence holder will have 28 days in which to submit an application in line with the requirements at 3.1. If no application is received within 28 days, an application will be invited from the next licence holder on the waiting list.

### 3.5 Transfer of vehicle ownership

In the event that ownership of a vehicle fitted with taxi top advertising changes, the approval will cease.

Vehicle owners will therefore be required to have the taxi top advertising unit removed and the taxi inspected (see 3.13) before transferring ownership.

### 3.6 Renewal of approval

When a taxi vehicle licence is due for renewal the vehicle owner will need to submit all their documentation to prove that a valid contract with a taxi top advertising supplier is in place (see 3.1).

If a further application is not made or not made in time, the taxi top advertising must be removed (see 3.13).

### 3.7 Withdrawal of vehicle specific approval

If, for any reason, TfL withdraws a specific taxi's approval to be fitted with taxi top advertising in advance of the expiry date, TfL will inform the licence holder in writing.

The unit must then be removed and the taxi presented for inspection within 28 days (see 3.13). Failure to present the vehicle for inspection or failing the inspection when presented may result in the taxi being declared unfit in accordance with Section 2 of the London Hackney Carriage Act 1853 (as amended).

### 3.8 Withdrawal of unit approval

In the event of TfL withdrawing approval of a unit, TfL will inform the licence holder of every vehicle fitted with that unit that type approval has been withdrawn.

The unit must then be removed and the taxi presented for inspection within 28 days (see 3.13). Failure to do so may result in the taxi being declared unfit in accordance with Section 2 of the London Hackney Carriage Act 1853 (as amended).

### 3.9 Taxi licensing inspections

Any taxi fitted with taxi top advertising that is presented for a licensing inspection must have been granted prior consent for its fitting. Should there be no such consent the vehicle will fail the inspection and will not be granted a licence.

In the event that a taxi fitted with taxi top advertising fails a licensing inspection for a reason not related to the taxi top advertising, the consent will remain in place provided that the vehicle passes a further licensing inspection within a 14 day period. If the vehicle is not licensed within this period TfL may withdraw the consent.

A taxi presented for inspection that has been given consent but has yet to have taxi top advertising fitted may be licensed. However, if more than six months have passed since the consent was given, the consent will be withdrawn (see 3.2).

### 3.10 Compliance

Any taxi found fitted with taxi top advertising that has not been given consent or granted a new licence with taxi top approval may be issued an unfit notice in accordance with Section 2 of the London Hackney Carriage Act 1853 (as amended). The taxi will not be declared fit until the taxi top advertising has been removed (see 3.13).

In the event that a taxi fitted with taxi top advertising is issued an unfit notice for a reason not related to the taxi top advertising, the approval will remain in place as long as the unfit notice is cleared within a 14 days. If the unfit notice is not cleared within this period TfL may withdraw the taxi top advertising approval.

Any taxi found other than in compliance with this policy or TfL's [advertising policy](#) may be declared unfit in accordance with Section 2 of the London Hackney Carriage Act 1853 (as amended). Taxi Top - Vehicle Specific Approval Policy - December 2015

### 3.11 Taxis no longer licensed by TfL

Any taxi fitted with taxi top advertising that ceases to be licensed by TfL (e.g. vehicle is damaged beyond repair, withdrawn from service) will have its approval withdrawn.

### 3.12 Termination of contract

Should a vehicle owner's contract with the supplier of a taxi top unit be terminated by either himself or the supplier of the unit, within 28 days of the termination, the vehicle owner must inform TfL and present the taxi for inspection at a TfL taxi licensing inspection centre (see 3.13). Failure to do so may result in the taxi being declared unfit in accordance with Section 2 of the London Hackney Carriage Act 1853 (as amended).

### 3.13 Removal of taxi top advertising

In the event that taxi top advertising is removed from a taxi, within 28 days of its removal, the vehicle licence holder must inform TfL and present the taxi for inspection at a TfL taxi licensing inspection centre to ensure that the taxi has been returned to its original condition.

The approval will cease and subject to passing the inspection, a replacement licence will be issued.

### 3.14 Licence fees

TfL will charge a higher licence fee for taxis fitted with taxi top advertising, payable at the point of application and renewal for the vehicle licence. The fees will be based on the costs associated with an application for a taxi licence holder seeking permission to fit a taxi with a taxi top unit.

In the event that the application is refused, the grant of licence fee will be refunded. The application fee is non-refundable.

Transport for London  
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## **Annex A**

### **Legislation and Certification**

- 'E' marking: product type approval/EMC (from the UK Vehicle Certification Agency (VCA) or VCA approved/recognised body). This would apply to all ancillary electronic sub-assemblies and additional wiring architecture installed as part of the overall package related to the operation of the product.
- Conformity of Production from the VCA or VCA approved recognised body.
- VCA or VCA approved/recognised body Conformity of Production quality control measures (ISO 9001:2008 or higher) for installation/de-install procedure.
- The installation and/or design of the unit must not adversely influence, change or interfere in any way with the vehicle's original EC M1 type approval.
- Installation and certification of equipment and electrical architecture to meet or exceed EC type approval M1/IVA standards.
- Must comply with Road Vehicles (Construction & Use) Regulations 1986.
- Must comply with the Road Vehicles Lighting Regulations 1989.
- Protection from elements: IP65 Category One certification or higher.
- Transport Research Laboratory (TRL): Independent Safety and Distraction Study.

### **Product Design and Specification**

A full product design and specification must be provided to TfL on initial application including a comprehensive technical and operational description of the system. This should be placed in one complete product specification document which must demonstrate that the product meets the specification in Part A below and include the information required in Part B.

#### Part A

1. The combined unit and base taxi height must not exceed a maximum height limit of 2100mm (2.1m). With the design height of the TX4 at 1834mm (1.834m) this leaves a maximum design height of the unit fitted at 266mm (0.266m).
2. The unit can be installed on TX4 taxi models only.
3. The unit must be the same colour as the base taxi to which it is installed.
4. The design of unit must compliment the original vehicle design.
5. The installation of the unit must not compromise the integrity of the roof structure or any other part of the base taxi in any way.
6. The unit must include water vapour/condensation controls.
7. The unit must include an ambient light sensor.
8. The unit must include a system override/isolation switch accessible to the driver.
9. The display brightness must not exceed the specification in place at the time of the TRL research study (see item 30).
10. Moving or rapidly scrolling images will not be approved.
11. The unit must be adequately maintained at all times.
12. The base taxi must be returned to its original condition when the unit is de-installed.

## Part B

13. The views, opinions and technical advice of the vehicle manufacturer regarding the possible effects to the physical and electrical architecture of the vehicle following installation of the proposed technology must be obtained. Those views and any proposed mitigations must be shared with TfL

14. The total weight of unit when installed must be specified.

15. The size and dimensions of the unit when installed on the roof of the taxi must be specified.

16. The installation of the unit must ensure rigidity and support to the roof top components and avoid potential deformation of the roof structure (e.g. unit mounting bolts to go through roof support bars rather than solely through roof skin). Any proposal must be supported by engineering/technical drawings and full description and rationale.

17. Control of heat resulting from the operation of the unit must be addressed and described.

18. A description of the power management system (to include the monitoring of power overloads or low vehicle battery voltage) must be provided.

19. The weight, position and installation point of additional equipment (e.g. PC, power invertors, etc) must be provided.

20. Full mechanical engineering drawings and a specification must be provided of the entire technology proposal, including installation to the vehicle.

21. Full electrical architecture drawings and a specification (e.g. rating of wiring, insulated/armoured cabling) must be provided.

22. An independent engineering inspection and assessment must be obtained by an accredited automotive engineering company, utilising engineers qualified to degree level or equivalent. This must include analysis and assessment of the electrical architecture and installation and provide information on unit weight, structural strength of the roof and operating environment. In making this assessment the likelihood of any deformation must be provided.

23. Installation/de-installation quality guide must be provided and include base vehicle manufacturer's torque settings for items such as seatbelt anchorages, etc.

24. Adequate insurance by the technology provider must be obtained to cover any unforeseen public liabilities and to protect the taxi owner from such liabilities or claims.

25. If the unit includes a GPRS system a full description of where this will be installed must be provided. This must include electrical diagrams and a description of any additional equipment included (e.g. dongle type unit). Appropriate certifications regarding 'e' marking must also be provided.

26. The details of any GPRS content and encryption standards must be provided.

27. Any advertising media must comply with TfL's advertising policy and a description of the advertising media must be provided:

<http://www.tfl.gov.uk/assets/downloads/businessandpartners/tfl-advertising-policy.pdf>

28. If a media player is part of overall system, information regarding installation such as 'e' marking, wiring diagrams and certifications, etc, must be provided.

29. A full description of back office process must be provided. This must address security, advertising content, system control and access, risk assessment, monitoring of systems, etc

30. An Independent Safety and Distraction Study (TRL) must be obtained and provided to TfL. Any remedial actions must be completed to address any issue or recommendations arising from the study. This information must be provided to TfL.

31. Following successful completion of all of the above points TfL will carry out a full assessment of all information provided and will issue a formal response as to next steps; this may include a requirement to conduct an initial pre-deployment road trial over a defined period or may include a formal approval letter for the use of the technology on London taxis.

### **Initial pre-deployment road trial period**

- Any initial pre-deployment road trial will be to assess the proposed technology in real-world operational conditions. No road trial will take place until all of the above points regarding legislation and certification, product design and specification and the required testing results have been provided to and approved by TfL.
- A pre -deployment trial proposal with detailed and robustly recorded assessment criteria must be provided to TfL. This would include a risk assessment matrix document, centralised fleet management and incident capture/resolution procedures, technology performance matrices and key performance indicators, taxi driver training, taxi driver log/reporting mechanism.
- The trial risk assessment document must include what actions will be taken across the deployed road fleet in the event of a catastrophic failure (e.g. fires, malfunction of the system, etc) on one or more vehicles/systems. Priority must be provided for assistance to passengers in the event of any operational risk (driver training).
- Technology suppliers must supply reports to TfL of operational performance on a regular basis (every 14 days) during the trial period.
- In respect of pre-deployment trial vehicles, passenger compartment signage must be provided (specified by TfL). For example: Transport for London welcomes your comments regarding the illuminated digital advertising display mounted on the roof of this taxi; please contact: [tph.enquires@tfl.gov.uk](mailto:tph.enquires@tfl.gov.uk) quoting <enter name of technology supplier>.
- Advertising content must comply with TPH advertising guidelines that state the advertising agency's name and contact details are affixed to the taxi in an agreed position.
- At the end of the trial period TfL will carry out a full assessment of all information provided and will issue a formal response.