



MHC/303

Taxi Vehicle Licensing

Taxi Roof Top Illuminated Digital Advertising

For office use only:

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Introduction

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, Transport for London (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 of the London taxi and the streetscape of London is maintained.

All taxi top advertising devices must be of a type that meets requirements specified by TfL. Once it has been demonstrated to TfL's satisfaction that the device meets these requirements, the device type will be approved by TfL for installing on licensed taxis.

A list of approved devices and further guidance within our Taxi Top Policy document can be found on our website www.tfl.gov.uk/tph

PLEASE NOTE:

- Only the licence holders of licensed TX4 model taxis are eligible to apply
- All applications must be submitted, preferably by email using this form
- Applications must be accompanied by documentary evidence of a binding and current agreement with the supplier of an approved device (a 'supplier') for an approved device to be fitted to a vehicle
- If approval is granted it will be specific to the licensed taxi (not the driver) and will be non-transferable between vehicles
- If application is approved a new vehicle inspection will need to be carried out on the vehicle after the taxi top device has been installed and if the vehicle is currently licensed, the current licence will need to be surrendered meaning the vehicle will be unable to be used as a licensed taxi until it is re-licensed
- Upon the approval of your application we will request from you via telephone a licensing fee of £170.00
- 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 taxi licensing inspection centre to confirm the vehicle has been returned to its original condition
- All advertisements displayed by the taxi top must comply with TfL's advertising policy

Please return completed form and documentary evidence to:

taxitopenquiries@nsl.co.uk or if you do not have access to e-mail to the following postal address:

Taxi Tops
PO Box 713
Oldham
OL1 9NQ

A**Personal Details**

A1 Surname/family name

A2 Forename(s)

A3 Company name

A4 Address

A5 Telephone number

A6 Please indicate your preferred
time of contact between the
hours of 8am and 6pm Mon-Fri

A7 Email

A8 Relationship to vehicle

B**Vehicle Details**

B1 Vehicle registration

B2 Please tick this box to confirm that your vehicle is a TX4 model taxi *Please note that approval will only be granted to TX4 model taxis*B3 If vehicle currently licensed,
please provide the current
vehicle licence number

C **Digital Advertising Device Contract**

C1 Name of the digital advertising company your contract is with

C2 Agreement start date

C3 Agreement end date

*Please note that for any applications approved, approval is granted for the duration of the new licence **only** unless the licence is revoked or suspended, or the approval is withdrawn earlier. Whenever you re-licence your vehicle, if you still require approval you must re-apply for it and this can be done at the time you apply to renew your vehicle licence by calling our vehicle booking line to book your vehicle licensing inspection.*

C4 Make and model of the digital advertising device to be fitted to your vehicle

C5 You are required to provide documentary evidence with this application that shows you have an agreement in place with the digital advertising company named above. Please tick this box to confirm you have included this with this application

D **Declaration**

Transport for London (TfL) its subsidiaries and service providers will use your personal information (including any references to your health, ethnic origin, nationality or previous criminal convictions) for the purpose of assessing your application, administering the licensing regime and equal opportunities monitoring. Your personal information will be properly safeguarded and processed in accordance with the requirements of the Data Protection Act 1998. Further information, including a full copy of the Taxi & Private Hire Privacy notice is available at www.tfl.gov.uk/privacy

I declare that all the information provided on this form is true to the best of my knowledge. I understand that the granting of approval to display taxi roof top illuminated digital advertising can be refused if any statements are subsequently found to be false. I undertake to keep TfL informed of any changes to any details provided on this form. I understand that a failure to do so will constitute a breach of the conditions under which approval may be granted and as such, may lead to the withdrawal of approval, if granted. I also give permission for TfL to contact any manufacturer of a taxi top device that I hold a contract with to display a taxi top device on my vehicle.

Signature Date

D	D	M	M	Y	Y	Y	Y
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