



**Glasgow City Council**

**Licensing and Regulatory Committee**

**Report by Director of Legal and Administration**

**Contact: G McNaught EXT. 74546**

**Item 3**

**25th March 2026**

**CIVIC GOVERNMENT (SCOTLAND) ACT 1982  
REQUEST FOR APPROVAL OF ADVERTISING MATERIAL/ARTWORK  
ADVERTISING POLICY – TAXIS**

**Purpose of Report:**

To a request for approval of four different types of advertising material/artwork.

**Recommendations:**

Members are asked to consider, in view of the advertising material provided with the request, and having given the requester an opportunity to be heard, whether to approve each advertising material/artwork.

Ward No(s):

Citywide:

Local member(s) advised: Yes  No   
(Where appropriate)

consulted: Yes

No

## 1 Background

- 1.1 The Licensing Authority agreed its current Advertising on Licensed Vehicles (Taxi) Policy and separately Advertising on Licensed Vehicles (Private Hire Cars) Policy on 28 August 2024, after undertaking a public consultation and considering the responses received to the consultation. The Committee agreed at this meeting that the Policy would come into effect on 1 October 2024.
- 1.2 Members will be aware that in terms of the Policy, there is a two step process in relation to advertising on or in either vehicle. The first step and second step are outlined below:

### First Step

If a licence holder wishes to have artwork/advertising material on a licensed Private Hire Car they must first apply to the Licensing Authority for approval of the artwork/advertising material. It does not have to be the private hire car licence holder that applies for approval of artwork/advertising material. The Licensing Authority will keep a register of all approved artwork/ advertising material.

### Second Step

Once approval of artwork/advertising material is given by the Licensing Authority, if a licence holder wishes the approved artwork/advertising material to appear on their licensed private hire car, the licence holder of the private hire car must apply to the Licensing Authority for its approval/consent to have the approved advertising material/artwork displayed externally on the licensed vehicle.

- 1.3 The Licensing Authority received a request for approval of artwork material from Mr Ahmed, Going Digital Media on 9 February 2026. This is the first step detailed above, in relation to the Advertising Policy – Taxis. The Licensing Section contacted Mr Ahmed on 18 February 2026 for him to provide the advertising material/artwork in which he is looking for approval from the Licensing Authority. The material/artwork was provided by Mr Ahmed on 24 February 2026. There are two video materials, one relating to wall designs and one Shaheds nutrition. There is also material relating to the NHS and separately Discover More in the City, which are in Members' papers.

## 2 Policy and Resource Implications

### **Resource Implications:**

*Financial:* None

*Legal:* The Licensing Authority is able to consider requests for approval of

advertising material/artwork in terms of its Advertising Policy – Taxi/Advertising Policy – Private Hire Cars.

*Personnel:* None

*Procurement:* None

**Council Strategic Plan:** Not Applicable

**Equality and Socio-Economic Impacts:** Not Applicable

*Does the proposal support the Council's Equality Outcomes 2025-29.*

*What are the potential equality impacts as a result of this report?*

*Please highlight if the policy/proposal will help address socio economic disadvantage.*

**Climate Impacts:** Not Applicable

*Does the proposal support any Climate Plan actions? Please specify:*

*What are the potential climate impacts as a result of this proposal?*

*Will the proposal contribute to Glasgow's net zero carbon target?*

**Privacy and Data Protection impacts:**

*Are there any potential data protection impacts as a result of this report* No

*If Yes, please confirm that a Data Protection Impact Assessment (DPIA) has* Not Applicable

*been carried out*

### **3 Recommendations**

- 3.1 Members are asked to consider, in view of the advertising material provided with the request, and having given the requester an opportunity to be heard, whether to approve each advertising material/artwork.