



Glasgow City Council

Licensing and Regulatory Committee

Report by Director of Legal and Administration

Contact: H Welsh Ext: 77908

Item 3(b)

4th March 2026

**CIVIC GOVERNMENT (SCOTLAND) ACT 1982
REQUEST FOR CONSENT TO DISPLAY EXTERNAL ADVERTISING
ON PRIVATE HIRE CARS**

Purpose of Report:

To consider a request by Glasgow Private Hire Ltd for consent to display external advertising on their private hire cars (Plate Nos 2517, 2997, 3427 and 4584).

Recommendations:

Members are asked to consider, having given the licence holder an opportunity to be heard, whether to give consent for the display of external on Glasgow Private Hire Ltd's licensed private hire cars.

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 (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 from Glasgow Private Hire Ltd (licence holder) for consent to display external advertising for 'Glasgo Cars', on their private hire cars (Plate Nos 2517, 2997, 3427 and 4584). Members should be aware that the "Glasgo Cars" artwork/material has been approved under delegated authority by the Legal Manager – Licensing, in line with the Advertising Policy – Private Hire Cars (step one above). The request before Members is the second step detailed above, in relation to the Advertising Policy – Private Hire Cars, for "Glasgo Cars" to be displayed externally on the private hire car as detailed in appendix 1 to this report.

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
been carried out* Not Applicable

3 Recommendations

- 3.1 Members are asked to consider, having given the licence holder an opportunity to be heard, whether to give consent for the display of external advertising on Glasgow Private Hire Ltd's licensed private hire cars.