

GOODS VEHICLES (LICENSING OF OPERATORS) ACT

ADVERTISEMENT GUIDANCE NOTE

Suitable Newspapers

Sections 11 and 18 of the above Act require an applicant applying for a goods vehicle operator's licence, or a licence holder applying to vary an existing licence, to publish notice of the application. The requirement of the Act is complied with if, within the period beginning 21 days before the date on which the application is made and ending 21 days after that date, notice of the application has been published in a newspaper circulating in the locality of the relevant operating centre.

Traffic Commissioners will normally only consider an advertisement as being acceptable if it is published in a newspaper in which other public notices regularly appear (such as notice of planning applications for development placed by the local authority) in the same area as that in which the operating centre is located. The planning department of the appropriate local authority can be contacted for this information if necessary. Publication in an advertisement only newspaper is not acceptable and if this form of publication is used Traffic Commissioners will require the applicant to re-advertise, at his own expense, in a suitable publication.

Advice on whether a publication will be acceptable or not can be obtained from the relevant Traffic Area Office in advance of placing your advertisement.

Further Important Advice On Advertising

A sole trader must provide his/her full names (including Christian names). The same applies if the application is made by a partnership, with all partners named.

If the applicant is a Ltd Co, that name must be included as the applicant, not ".....(a Director) t/a (the Ltd Co name)".

If the applicant has a trading name, this should also be included in the advert, as in the following examples:

- ◆ J Smith t/a Smith removals;
- ◆ J Smith & F Jones t/a Smith & Jones Removals;
- ◆ J Smith Ltd t/a Smith removals.

If there is any change to the entity holding an existing licence, a new licence will be required. If so, your advertisement must include the words (after the applicant name) "is applying for a licence to..", not "is applying to change an existing licence by ..."

If you applying to use an operating centre within an industrial estate, trading estate or other such premises, you must include details in your advertisement of the unit number or other identifying name which indicates to local residents and the Traffic Commissioner the exact location within the overall premises where your vehicle will be parked. Failure to do so will necessitate a further advertisement and additional cost.

If, having read this note and the guidance included in the "Guide for Operators (GV 74)" booklet, you remain uncertain about any aspect of advertising, please contact your Traffic Area Office for advice before proceeding to place your advertisement.