



Vale of Glamorgan Council

**Exemption from the Requirement to Display Door Stickers
on Private Hire Vehicles Policy**

Date: September 2018

1 Introduction

- 1.1 The purpose of this policy is to set out how the Licensing Authority will deal with applications for the exemption from condition 9 of the Vale of Glamorgan Conditions for Private Hire Vehicles (hereafter referred to as an exemption to display door stickers).
- 1.2 The Vale of Glamorgan Conditions for Private Hire Vehicles condition 9 states that *“the proprietor and/or driver shall at all times ensure that there shall be clearly displayed on the centre or upper part of each front door of the vehicle, the adhesive private hire identification sticker supplied by the Licensing Authority. The stickers must be permanently fixed to each door with the identification sticker’s adhesive backing.”*
- 1.3 The Local Government (Miscellaneous Provisions) Act 1976 states that a district council may attach to the grant of a private hire vehicle licence, such conditions as they may consider reasonably necessary. This includes conditions requiring or prohibiting the display of signs on or from the vehicle to which the licence relates.
- 1.4 The Licensing Authority will determine each application on its merits, but will place public safety above all other considerations, whilst taking a balanced approach to licensing requirements. Its objective is the provision of an exemption to allow proprietors who use their vehicle for ‘executive hire’ to operate without displaying door stickers.

2 Vehicle Type

- 2.1 Applications may be in respect of individual vehicles only. Applications to exempt a fleet of vehicles will not be accepted. Each application will be determined on its merits.
- 2.2 Vehicles will be of a standard of comfort and equipment higher than that of a ‘standard’ private hire vehicle. Considerations as to whether a vehicle meets this standard include but are not limited to cost, reputation, specification, appearance, perception and superior comfort levels. Examples of such vehicles include:
 - i. Mercedes Benz E/S Class, Audi A6/A8, BMW 5/7 Series, Tesla Model S;
 - ii. High specification MPV type vehicles, such as the Mercedes Benz V Class or Volkswagen Caravelle.

This is not an exhaustive list but gives an indication as to the type of vehicle that may be accepted (higher specification executive type vehicles from other manufacturers may also be considered).

- 2.3 Vehicles must be in pristine condition with no visible defects, dents or blemishes to the external bodywork or internal trim and seating.

3 Evidence to Support an Application

- 3.1 The type of work undertaken will be 'executive' in nature. There must be a demonstrable need for an exemption to apply rather than a one off contract. The type of work that may be considered 'executive' will include:
- i. Corporate bookings to transport employees and clients on business related journeys;
 - ii. Other journeys where the client specifically requires a vehicle without any signage on it at the time of booking;
 - iii. Bookings for clients (for example politicians and celebrities) who for security or personal safety reasons would not want the vehicle to be identifiable as a private hire vehicle.
 - iv. Tour operators that wish to use vehicles on sightseeing tours around Wales
- 3.2 If a proprietor wishes to make an application, they will be required to complete the appropriate application form.
- 3.3 An application to renew an exemption must be accompanied by a copy of the relevant private hire operator records to evidence the nature of the work carried out over the previous licence period.
- 3.4 A notice of exemption from displaying door stickers will be granted at the Licensing Authority's discretion. The applicant must provide sufficient documentary evidence to support their application. Such evidence may include:
- a) A letter from a customer that indicates why they require a vehicle that does not display identification door stickers.
 - b) Copies of written contracts with customers.
- 3.5 The Licensing Authority may require applicants to provide additional documentation as reasonably necessary in order make an informed decision. Where such documentation is not provided to the satisfaction of the Licensing Authority, the application will be refused.

4 Exemption

- 4.1 Where an exemption from displaying door stickers is granted for the purposes of executive hire, the vehicle must not display any indication that it is a private hire vehicle other than the Council window badge and rear plate. This includes advertising, company names, telephone numbers, web site addresses or anything that indicates that the vehicle is a private hire vehicle or is available for future hire.
- 4.2 An exemption from displaying door stickers will not be granted to vehicles that also carry out School Contract work as it is important that such vehicles are immediately recognisable. Should a vehicle that holds an exemption be used

for a School Contract during the term of the exemption, the exemption will expire with immediate effect.

- 4.3 Exemption notices issued by the Licensing Authority will expire on the same day as the expiration of the vehicles current private hire licence, unless it is otherwise surrendered or revoked.
- 4.4 If the vehicle or nature of the work is deemed to no longer comply with this policy, the Licensing Authority reserves the right to revoke an exemption from displaying door stickers.