



**PRIVATE HIRE VEHICLE LICENCE PLATE AND SIGNAGE  
EXEMPTION POLICY**

1. The issues around the operating of a business involving executive vehicles has the same business, legal and public safety principles as other areas of transport licensed by the City of York Council, with public safety being paramount.
2. The Council recognises the very distinct role of executive vehicles in the arena of public transport. The distinction between the operator of standard private hire vehicles and the operator of executive vehicles is significant in terms of the type of client catered for and the type of service offered.
3. This policy set outs the requirements of the council with regards to the operators of private hire vehicles who wish to apply for or already hold an exemption with regards to the displaying of licence plates and signage.
4. Operators who wish to use their vehicle for executive contract hire work ONLY (the booking of a high standard vehicle by private individuals for transportation to special events, celebrations or nights out is considered to be regular private hire work, not executive contract hire work), can apply to licence their vehicle as private hire and write to the Licensing Manager requesting an exemption from the requirements of having to display the front and rear licence plates and the door signage (operator side plates).
5. An exemption from displaying licence plates and signage is a privilege rather than a right and the benefit of the exemption will be granted at the

## Proposed Policy

Council's discretion. The Council has the power to withdraw the exemption if the related conditions are not adhered to.

6. The Licensing Manager will consider each application on its own merit.
7. The vehicle type is not specified, however due to the nature of the work it will undertake it is recommended that the vehicle will be:
  - (a) 4 door saloon or people carrier;
  - (b) be right hand drive; and
  - (c) an engine size above 2000cc:
  - (d) The following types of vehicles would be considered appropriate for executive use (this list is not exhaustive and other vehicles would be considered):
    - Rolls Royce
    - Mercedes S class and E class
    - Jaguar XJ SWB and LWB,
    - BMW 5 series upwards
    - Audi A5 or above
    - Lexus GS and LS
    - Ford Galaxy or similar
8. The vehicle will be in immaculate condition with no visible defects, dents or blemishes to the external bodywork or internal trim.
9. The service provided must only be for executives and other VIP's, weddings, tours etc. An executive is a senior manager in an organisation travelling as part of his/her employment.
10. If the vehicle is approved it will be issued with a City of York Council Vehicle Exemption Certificate at a cost of £35.00.

## Proposed Policy

11. The following conditions will form part of the exemption and must be adhered to at all times:

- (a) The vehicle will not be engaged at all in any specific passenger service contracts for the carriage of school children, young persons or vulnerable adults.
- (b) The vehicle will operate only in accordance with contracts entered into for a chauffeur type executive level of service. This does not include normal airport journeys and private hire work.
- (c) The driver must follow a formal dress code, suit, collared shirt and tie. The suit jacket may be removed in warmer weather. Female drivers must follow an equivalent dress code but will not be required to wear a tie.
- (d) The driver will be exempt from the requirement to wear the private hire driver's badge issued by City of York Council whilst acting as driver of the vehicle. The private hire driver's badge shall be carried on the driver's person at all times and be produced for inspection at the request of any authorised person.
- (e) It is recommended that all bookings undertaken by the vehicle shall be by means of a written contract between the Private Hire Operator and the business user.
- (f) No advertising or identification (including company logos) may be displayed on or in the vehicle at any time.
- (g) The council's exemption certificate card will be displayed on the inside lower nearside of the front windscreen, adjacent to the tax disc.
- (h) The council's exemption certificate will be carried in the vehicle at all times and will be produced on request by an authorised officer.
- (i) The front and rear licence plates will be carried in the boot at all times and must be produced on request to an authorised officer.

## Proposed Policy

- (j) The private hire operator's door signage (side plates) will be carried in the boot at all times and must be produced on request to an authorised officer.
- (k) The internal plate issued by City of York Council shall be displayed within the glove box lid.
- (l) No taximeter or PDU type unit will be displayed within the vehicle.
- (m) All fares will be agreed in advance with the hirer and paid after the issue of an invoice from the operator.
- (n) The driver will not take money at the end of the hire.
- (o) Notable of fares shall be carried within the vehicle at all times and will be produced on request by the hirer or authorised officer on request.