



Executive Hire Policy

1. Background

- 1.1 The Local Government (Miscellaneous Provisions) Act 1976 provides the legal framework for the Licensing of the private hire trade. Over recent years, the trade has become more diverse and there is now a much wider range of vehicles and services available to customers/passengers.
- 1.2 It is important that policies recognise the wide range of private hire services that are now available, and have a licensing regime in place that facilitates the licensing of businesses which operate professionally and safely. At the same time the licensing regime should offer adequate protection to prevent the licensing and operation of businesses which are non-compliant and do not offer the necessary level of public protection.

2. What is Executive Private Hire?

- 2.1 There is no legal definition which determines the difference between Executive and Standard Private Hire. In each instance it will involve a booking being accepted by a licensed private hire operator and an appropriately licensed vehicle and driver meeting the requirements of the booking. The main distinction between standard and executive private hire can broadly be described as the type of client catered for, the type of service offered, and the cost of the service provided.
- 2.2 In determining whether a booking is considered to be executive hire, regard will be had to several factors, including
 - How the booking is made, e.g. written contract.
 - How payment is made, any payment should be made in advance of the journey and not direct to the driver.
 - The type of the vehicle used to undertake the journey.
 - Dress code/attire worn by the driver - shirt and tie is expected to be worn.
 - The business plan/model provided by the Private Hire Operator.
 - The vehicle used to undertake executive private hire work will be a licensed vehicle, high value, high specification vehicle exempted from the requirement to display licence plates and signage, but compliant with licensing requirements and conditions associated with private hire licensing requirements.

- 2.3 Operators will be expected to prove and declare to the Council that it has and will continue to meet the above requirements before exemptions for vehicles they operate are considered.

3 Operator Conditions

- 3.1 Bookings for executive hire work should be kept as a separate record and not recorded with standard private hire records.

4 Executive Private Hire Vehicles

4.1 Type of vehicle

Executive private hire Vehicles are expected to meet the same criteria as standard licensed hire vehicles with the following exceptions:

- The vehicle must be an executive/ prestige type vehicle, examples of makes and models would include BMW series 7, Mercedes S and E classes, Lexus GS and LS, Jaguar XJ and Audi A8 (this list is not exhaustive).
- As an executive hire vehicle, the vehicle would normally be expected to be less than 3 years of age when first licensed as an executive private Hire vehicle.
- Manufacturers' tints on windows are permitted but tinted film is not permitted to be added after manufacture.
- The vehicle cannot be fitted with a data head, taxi meter or radio.
- A licensed executive private hire vehicle will be exempted from displaying licensed plates, a small disc will be required to be displayed in the windscreen and the vehicle licence must be available for inspection in the vehicle at all times.
- A licensed executive hire vehicle will not be permitted to display any form of advertising including company or private hire operator details. Business cards in respect of the Executive Private Hire Operator details will be permitted.

5. Drivers of Executive Private Hire Vehicles

- 5.1 Drivers of Executive Private Hire Vehicles must hold a valid private hire drivers licence issued by the same local authority that issued the Executive vehicle and operator licence. The legislation requires that all licenced drivers (private hire and hackney carriage) are fit and proper to hold such a licence. The standards required by the Licensing Authority in terms of driving skills, medical fitness, criminal/motoring convictions, knowledge of licensing requirements, safeguarding and regional topography knowledge is deemed to be same for both standard and executive private hire drivers. A driver who holds a private hire drivers licence can drive standard or executive hire vehicles.

6. Applications for Exemption

- 6.1 Those wishing to be considered for an exemption to be applied for their vehicle must completed the application form of which a sample is attached at **Appendix 1**.