

**Report of the Assistant Director to the  
General Licensing Regulatory Board  
to be held on the 17 April 2024**

**PRIVATE HIRE DOOR SIGNS**

**1. Purpose of Report**

The purpose of this report is to provide Members with information and seek their approval in relation to amending the Private Hire vehicle condition for Door Signage.

**2. Background**

Members are minded to note, that the Private Hire Association have requested the vehicle conditions in relation to door signage requirements be amended.

**3. Current Position**

Members are aware that the licence conditions for private hire vehicles currently contain the following requirements: -

*The vehicle when working must display on its front doors the words Private Hire Vehicle Advanced Booking Only and must display on the rear offside and near side doors of the vehicle the operator's trade or business name and telephone number. No other signs or words whatsoever shall be displayed.*

*The "Private Hire Vehicle Advanced Booking Only" signage must be in a contrasting colour to the vehicle, be at least 19" x 6" in area and be in a prominent position in the centre of the door panel.*

*Operator livery shall not be displayed on any part of the vehicle other than the rear nearside and rear offside doors unless prior written authority is obtained from the Senior Licensing Officer.*

It has been raised at the Trade Liaison Meetings by the Private Hire Association that their members would like to request that the required "Private Hire

Advanced Booking Only” signage be a permanent fixture requirement. The request is made as the Barnsley Licensed Private Hire Trade would like to ensure that their vehicles are easily identifiable to the public, they feel this is particularly relevant with the influx of vehicles being seen in the town that are licensed by other Local Authorities.

In addition, they have also requested that they be allowed to display two Operator names on their licensed vehicles when working. This request is made as many drivers work for more than one Operator and they do not want to fall foul of the requirements in relation to displaying the correct company name. It can also be an inconvenience to have to stop in-between customers to alter their door signs.

Members will also be aware that Officers have had ongoing problems with many private hire vehicles displaying incorrect door signage that is difficult to read due the font size, colour and position of the lettering on the vehicle doors or even missing.

Drivers and vehicle proprietors are also free to work for more than one operator. The **Department for Transport Best Practice November 2023 states: -**

*A private hire vehicle driver and proprietor are free to work with more than one operator and licensing conditions or requirements that effectively tie a vehicle or driver into an exclusive relationship with an operator should not be implemented or should be discontinued where these are currently imposed.*

In response to the request from the private hire trade the new proposed wording of the private hire vehicle conditions will read: -

*The vehicle when working must **permanently\*** display on its front doors the words Private Hire Vehicle Advanced Booking Only.*

**\*Magnetic “Private Hire Advanced Booking Only” signs are not permitted**

*The “Private Hire Vehicle Advanced Booking Only” signage must be in a contrasting colour to the vehicle, be at least 19” x 6” in area and be in a prominent position in the centre of the door panel.*

*The vehicle when working must also display on the rear offside and near side doors of the vehicle **the maximum of two** operator trade or business names and telephone numbers. No other signs or words whatsoever shall be displayed.*

All drivers will be given a period of time in which to make changes to their current signage before enforcement action will be taken by officers for non-compliance.

Officers would like to request that members support the amendment to the private hire vehicle conditions.

**5. Background Papers**

Enforcement Officer Reports which contain exempt information are not available for public inspection.

**6. Officer Contact**

Debbie Bailey