

Borough Council of King's Lynn & West Norfolk

Report to Panel of Licensing & Appeals Board

Date of Hearing: **23rd July 2025 15:30**

Prepared by: **Mrs Johanna Riches, Licensing Enforcement Officer**

Application to depart from the Borough Council Hackney Carriage and Private Hire Licensing Procedures and Conditions in respect of Private Hire Signage – Mr Lucian STINGA

Introduction

1. Mr Lucian Stinga holds Private Hire Vehicle Licence PV0176 for a Mercedes-Benz Model S350 granted on the 13th May 2025. This vehicle was originally licensed by Mr Stinga on the 12th May 2023 as a Special Event Vehicle.

Information

2. Mr Stinga is applying for an exemption from the requirement of displaying private hire signage on the front doors of the vehicle. The Borough Council's Hackney Carriage and Private Hire Licensing Procedures and Conditions approved by Full council on 30th January 2025 state:

5.2 A sign must be displayed in a prominent position on each front side door of the vehicle displaying either:

5.2.1 Borough Council logo with the wording 'Pre-Booked Only insurance invalid unless booked with an operator', or

5.2.2 Borough Council logo and specifying the operator's name, telephone number for bookings, with the wording 'pre-booked Only'.

3. On the 11th June Mr Stinga emailed a request for an exemption to be considered on the basis that the Mercedes is a higher class of vehicle and although used for some Private Hire work the majority of the work carried out (75%) would be for executive bookings. A copy of Mr Stinga's email is attached to this report as Appendix 1.

4. Further emails were received on 6th and 7th July 2025 from Mr Stinga. These contain a letter from Mr Stinga explaining his reasons for the request, supporting correspondence from local businesses confirming use of his services and photographs of the vehicle. These documents are attached to this report as Appendix 2.

Background

5. The requirements for private hire signage were introduced as a licensing condition in 2009 and the following is an extract from the Borough Council's Cabinet Report dated the 2nd of December 2008:

Private Hire Vehicle Signage. There is currently no requirement for private hire vehicles to advertise their operator's name or that they may be prebooked only. It is proposed to introduce a requirement that all private hire vehicles have prescribed signage on each side of the vehicle, including the operator's name, the wording 'pre-booked only' and the operator telephone number. This would identify the vehicle as private hire, help to avoid confusion with a taxi and also provide useful information for members of the public wishing to make a booking.

The requirement for private hire signage was subsequently approved by Full Council on the 22nd of January 2009.

Determination

6. Section 48(1) of The Local Government (Miscellaneous Provisions) Act 1976 prescribes that a private hire vehicle must be of suitable type, size and design; in a suitable mechanical condition; safe; comfortable and adequately insured. In addition, Section 48 (2) provides that:

'A district council may attach to the grant of a licence under this section such conditions as they may consider reasonably necessary including, without prejudice to the generality of the foregoing provisions of this subsection, conditions requiring or prohibiting the display of signs on or from the vehicle to which the licence relates.'

7. The panel are requested to consider this report, including any submissions put forward by Mr Stinga and dispose of the matter by either allowing or rejecting the request.

8. There is no statutory right of appeal to Magistrates' Court against the decision of the Council in this matter. Should Mr Stinga wish to challenge the Council's decision this may only be achieved by way of judicial review.

Johanna Riches

Licensing Enforcement Officer
Legal Services and Licensing
14th July 2025

Appendices

1. Email from Mr Stinga dated 11th June 2025.
2. Emails and supporting documents received 6th & 7th July 2025.

Background Papers

1. Local Government (Miscellaneous Provisions) Act 1976.
2. Hackney Carriage and Private Hire Licensing Procedures & Conditions (January 2025).

From: Norfolk Executive Travel <[REDACTED]>
Sent: 11 June 2025 22:38
To: [REDACTED]
Subject: Non-use of stickers for our Mercedes s class

Appendix 1 to
Report to Panel of Licensing
and Appeals Board
Re: Mr Lucian Stinga
Dated: 14th July 2025

[External Email]

[Confirm the senders email address is genuine, before clicking on links and replying]

To Marie Malt

I write with reference to our private hire plate no 176 which is currently licensed to our Mercedes s class amg executive. This is a long-wheelbase executive vehicle. We consider both options of special events of license or private hire and we decided to go down the route of private hire, but the vehicle will primarily be use for executive, weddings, airports, and local hotels such as Congham Hall, bank house hotel. However, because of the vehicle being in a higher class category we were wondering if you would consider us not having to have the stickers on the vehicle which is the criteria for private hire licensing. We try to be able to extend our services to more customers

We predict that the vehicle would do 75% executive and 25%private hire.

We thank you in advance for considering this and look forward to your response

Many thanks

Lucian Stinga

Director

Norfolk Executive Travel
King's Lynn
Norfolk, [REDACTED]

Tel. [REDACTED]

Email: [REDACTED]

Lucian Stinga
Norfolk executive travel

Appendix 2 to
Report to Panel of Licensing
and Appeals Board
Re: Mr Lucian Stinga
Dated: 14th July 2025

Email: [REDACTED]

Telephone: [REDACTED]

07/07/2025

Licensing Department
King's Lynn and West Norfolk
Kings Court, Chapel Street
King's Lynn, PE301EX

Dear Sir/Madam,

Re: Request for Exemption from Displaying Side Stickers on Private Hire Vehicle

I am writing to formally request an exemption from the requirement to display side stickers on my licensed private hire vehicle pH 0176, registration number [REDACTED], by condition 5.2.

The reasons for this request are as follows:

1. Executive and Corporate Work:

The vehicle is primarily used for executive and corporate bookings, where discretion and a professional appearance are essential. Many clients specifically request vehicles without external signage for privacy and security reasons.

2. Private and Pre-Booked Journeys Only:

All journeys are pre-arranged through licensed private hire operators, directly with corporate clients, via my dedicated executive website www.norfolkexecutivetravel.co.uk, using the secure chauffeur booking system CDS. I currently work with several local and national businesses, including Palm Paper, Green Yard, Bank House hotel, and Taxi Code, providing transport services on a pre-booked, contract basis. This structured and controlled booking process eliminates the need for visible external identifiers, as the vehicle is never available for immediate public hire.

3. Aesthetic and Business Image:

The vehicle is maintained to a high standard and is frequently used for special occasions such as weddings, business transfers, and airport runs. External signage can detract from the vehicle's appearance and the professional image my business strives to uphold.

4. Safety and Privacy:

In certain situations, advertising the vehicle as a hire vehicle can attract unwanted attention or compromise the safety and privacy of both driver and passengers, especially during high-profile, sensitive, or late-night journeys.

5. Vehicle Leasing and Manufacturer Warranty:

The vehicle is under a manufacturer's agreement that discourages the application of external signage, as it may affect the paintwork, residual value, and vehicle warranty conditions.

1. Better Utilisation of a High-Value, Luxury Vehicle:

The vehicle in question is a high-value luxury make traditionally associated with executive travel and special event hire. Granting an exemption from the requirement to display side stickers would allow me to make this vehicle more accessible for a broader range of uses beyond exclusive executive and event bookings. Given the significant purchase cost, maintenance expenses, and higher operating costs associated with running a luxury vehicle of this standard, increasing its usage helps improve the affordability and sustainability of offering this type of premium service. It allows me to maintain and operate a high-standard, executive vehicle while making it more available to a broader customer base for everyday journeys, airport transfers, business meetings, and private hire. This approach benefits the public and my business, ensuring the long-term viability of providing luxury, chauffeur-standard transport at competitive and accessible rates.

7. Compliance with Internal and Digital Identification:

I fully comply with all licensing requirements regarding displaying the rear license plate and carrying the necessary internal signage and documentation. Additionally, the licensed private hire operator logs all journey and driver details digitally in a secure chauffeur booking system and through online bookings via www.norfolkexecutivetravel.co.uk, providing full traceability and reassurance without the need for external side stickers.

8. Greater Flexibility in Service Offering:

Allowing the vehicle to operate without side stickers would enable me to offer a more flexible and accessible service to a broader range of customers. This includes lowering minimum fares where appropriate and accepting a wider range of payment options (including digital and contactless methods) while maintaining a discreet, executive-level service for clients who require it.

I fully support the Council's commitment to public safety and vehicle identification. To address these concerns, I am prepared to continue displaying the required rear license plate and carry all necessary documentation within the vehicle as stipulated by licensing regulations. Furthermore, all bookings and journey records are securely managed through my executive booking platform at Norfolkexecutivetravel.co.uk and my chauffeur booking system.

I respectfully ask the Licensing Department to consider this exemption request. Should you require any additional information, supporting documentation, or a vehicle inspection, I would happily arrange this as soon as possible.

Yours faithfully,

Lucian Stinga

Dear Lucian,

On behalf of the Wennis Chop & Ale House, we are pleased to confirm our arrangement with Norfolk Executive Travel as a supplier of Taxi Services for our guests.

We look forward to working closely with your team to ensure the highest standard of Service, Punctuality and professionalism for all transfers arranged through our establishment.

Kind Regards

[REDACTED]

Dear Norfolk Executive Travel

I hope you're well.

I am pleased to confirm that we will use you as our supplier of executive taxi transfer services for our guests.

We look forward to working with in the future and ensuring a high standard that we have here at the Bank House have.

All the best

[REDACTED]

[REDACTED]



Palm Paper

Palm Paper Limited

Telephone
Fax
E-Mail
Reference

Date 17th June 2025
Page 1

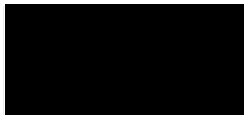
Reference
Preferred Taxi Service

Dear Sir/Madam

Please be advised, this is confirmation that Palm Paper use Norfolk Executive Travel, for its travel transfers when required.

This often includes collection/drop offs at Norwich airport, transfer of our apprentices to their student college in Grimsby and many local requests.

Yours faithfully





16 Jun



to me ▾

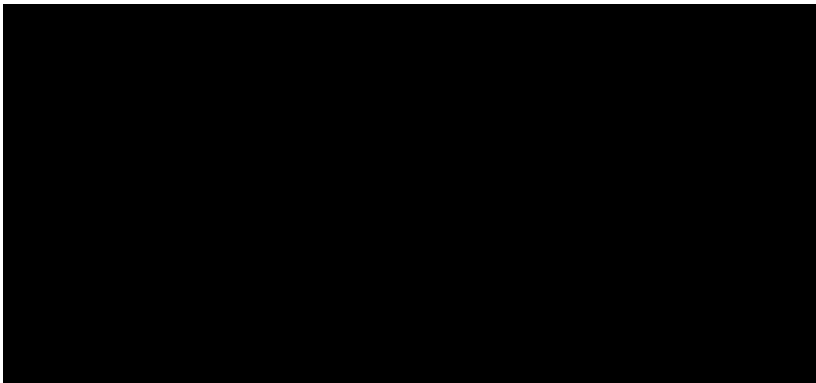
Good Morning

This is to confirm that I regularly use Norfolk Executive Travel to book taxis for our Senior Management Team, various customers and Greenyard employees visiting the UK.

Due to their reliability and flexibility, with nothing ever being too much trouble I will continue to use for the future as this is a company I can trust.

Kind Regards

Julia



GREENYARD 

