

The person dealing with this matter is:
Jonathan Bryce
Public Safety & Regulation
City Operations, Neighbourhoods and
Regulatory Services
Newcastle City Council
Licensing Office, Unit 2, Wincomblee Road
Newcastle upon Tyne
NE6 3PF

Alleleven Ltd
1st Floor The Smithyside
7 Bell Villas
Newcastle upon Tyne
NE20 9BD

Phone: 0191 2783864
Email: ncclicensing@newcastle.gov.uk
www.newcastle.gov.uk

21 August 2025

Our reference: TXOPH93
Your reference: TXOPH93

If you need this information in another format or language please contact the sender.

Dear Alleleven Ltd,

Please find enclosed your current Private Hire Operators licence.

If you have any queries please do not hesitate to contact me.

Yours sincerely



Jonathan Bryce
Team Manager

Licence Number: TXOPH93
Valid From: 19 August 2025

Private Hire Operators Licence

Not Transferable

Part II, Section 55 of the Local Government (Miscellaneous Provisions) Act 1976

The Council of the City of Newcastle upon Tyne **HEREBY LICENCES**

Alleleven Ltd
1st Floor The Smithyside
7 Bell Villas
Newcastle upon Tyne
NE20 9BD

Trading As: Newcastle Airport Transfers

Logo: Newcastle Airport Transfers

Associated names :

To operate Private Hire Vehicles from: Collingwood Buildings, 30 Collingwood Street, NE1 1JF

Free phone installations are detailed on the attached schedule

For a period of five years until **18 August 2030**

This Licence is issued subject to:-

- a) the information provided by the operator on the application form which are the circumstances of the operator, some details of which appear on this licence. Any material change of the circumstances of the operator must be approved by the Assistant Director of Public Safety & Regulation;
- b) the conditions attached hereto, and
- c) all Acts and Resolutions, etc., relating to the operation of Private Hire Vehicles.

The licensee is informed that he may appeal to a Magistrates' Court against any condition attached to this licence within 21 days of receipt of the licence



Christine Herriot
Director of City Operations, Neighbourhoods & Regulatory Services
Newcastle City Council

Dated the 21 August 2025

Freephones:

CONDITIONS ATTACHED TO PRIVATE HIRE OPERATOR'S LICENCE

In these conditions, unless the subject or context otherwise requires "Operator" means the holder of an Operator's Licence granted by the Council, "the Council" means the Council of the City of Newcastle upon Tyne, "the Proprietor" means the holder of a Private Hire Vehicle Licence, "the Act" means the Local Government (Miscellaneous Provisions) Act 1976.

1. Licensing Conditions

1. The Operator shall ensure that for each private hire vehicle operated by him within the area of the City of Newcastle upon Tyne, there is in force a private hire vehicle licence granted by the Council and that every driver of such vehicle has a private hire driver's licence granted by the Council.
2. The Operator shall return his licence to the Council for endorsement when changing his home and/or operating premises address within 7 days of such change.

2. Private Hire Vehicle Livery

1. No signs, advertisements, video or audio display or other markings shall be displayed on, in or from the vehicle subject to the following exceptions:
2. Any sign, notice or other marking required to be displayed by legislation or any other condition attached to this licence.
3. Private Hire Vehicles shall at all times display a unique Private Hire Operator rear door sign bearing the name, telephone number and/or 'App' of the associated Operator on each side of the vehicle, which has been approved by the Licensing Authority. The Private Hire Operator name, telephone number and or app must have a set lettering/image height of 150 mm.

The words "Private Only" or "Pre-Booked Only" or "Advance Booking Only" must be incorporated below the Private Hire Operator name. The minimum height for the Private Only lettering is 100 mm.

4. The name and number of the private hire operator from which the vehicle receives bookings may also be shown on the roof, rear doors, rear wings, bonnet and boot area of the vehicle (of two-dimensional insignia type) approved by the Licensing Authority.
5. Prior to affixing any such details to the vehicle, its design and quality must be approved in writing by the Licensing Authority. A copy of the operator's proposed artwork shall be retained by the Licensing Authority for reference purposes to future conformity. Changes to any feature of the approved design or material must be notified in writing to the Licensing Authority and approved by an Authorised Officer before being taken into use.
6. A vehicle must not knowingly be used to carry out any booking for a private hire operator when displaying livery of differing private hire operator.

7. Removal of any applied private hire operator identifying livery other than when effecting bodywork repair, is not permitted without prior notification to the Licensing Authority.

3. Bookings

1. The Operator shall not carry or permit to be conveyed in any vehicle operated by him any greater number of persons than that which the vehicle is licensed to carry.
2. When the Operator accepts a booking for a vehicle to be in attendance at an appointed time and place, he shall take all reasonable steps to ensure that a suitable vehicle punctually attends.

4. Records

1. The Operator shall at the time of booking for which any vehicle is accepted, cause to be entered into a record in the form specified in this condition the name in which the booking is made, the date, time and place at which the booking is to commence, the destination and licence number or registration number of the vehicle sent to fulfil that booking. The Operator shall keep as part of this record or as a separate record such information as will enable any Authorised Officer inspecting the records to identify the driver of each vehicle on each hiring.

Time Car Required	Name of Client	Pick Up Point	Destination	Car No.	Driver No. (if not kept as separate record)	Agreed Contract

2. The Operator shall also keep records in the form specified in this condition of the particulars of all Private Hire Vehicles operated by him including in each case the name and address of the Proprietor(s), the registration numbers, vehicle licence numbers, the name and driver's licence number of the driver(s) of the vehicle and the dates the operator commenced and ceased to operate the vehicle

Name and Address of Vehicle Owner(s)	Reg. No.	Private Hire Vehicle Licence No.	Date of Commencement Of Employment	Date of Termination of Employment	Name and No. of Private Hire Driver(s)

3. All records kept under the above conditions must be retained by the Operator for one year from the date upon which he ceases to operate that vehicle and shall be available at the operating premises for examination by any Authorised Officer of the Council at any reasonable time.
4. The Operator shall submit to the Director of Regulatory Services and Public Protection in writing, on or before the 7th day of each month, either: -
 1. The names, addresses and vehicle licence numbers of all Proprietors, and the names, addresses and drivers licence numbers of all drivers employed by him during the previous month together with the dates that they commenced or ceased such employment if this occurred during the said month;

2. The names, addresses and vehicle licence numbers of any proprietors and the names, addresses and drivers licence numbers of any drivers who commenced or ceased employment during the said month, together with the dates such employment commenced or ceased.

5. Conduct

1. The Operator shall at all times conduct himself in an orderly manner and with civility to every person seeking to hire or hiring, or otherwise concerned with any contract or enquiry in respect thereof and shall take all reasonable steps to ensure that this condition is complied with by any servant or agent involved in carrying out the Operator's business.
2. The Operator shall not importune any person to hire a vehicle and shall not make use of the services of any other person for the purpose of such importuning.

6. Premises

1. Upon grant of an operator's licence the Licensing Authority will specify the address or addresses from which the operator may operate. The premises must be in the controlled district of the city. The operator may only operate from the address stated on their licence.
2. The Operator shall keep clean, adequately heated, ventilated and lit any premises which he provides and to which the public have access, whether for the purpose of booking or waiting and shall ensure that the waiting area has adequate seating facilities.

7. Table of Fares/Operator Tariff

1. On the grant and renewal of the Private Hire Operator's Licence, the Operator shall deposit with the Council a table of fares and charges applicable to all vehicles operated by him. Any change or variation to these fares and charges applicable to all vehicles operated by him shall immediately be notified to the Council.

8. Operator Trading Name and Logo/Graphic

1. The Operator shall not use for the purposes of and in connection with this licence and any activities authorised thereby any trading name or logo or graphic other than shown on the licence or otherwise approved in writing by the Council.
2. The Operator shall maintain an independent operation in Newcastle by the installation of dedicated telephone line(s) or alternative electronic means to the Newcastle office with their own unique telephone number(s) and or server.