



Specialist Vehicle Justification & Policy Departure Request

Project: Cotswold Traditional Heritage Expedition

Date: April 2026

1. Applicant Profile & Strategic Positioning

Cotswolds Expeditions is a family-operated heritage touring business built around a high-quality, pre-booked visitor experience rather than conventional volume transport. The venture is managed by Adam McLeod-Brown, who brings a commercial engineering and practical mechanical background, and Luana McLeod-Brown, a qualified solicitor with experience in legal, strategic and analytical oversight. Together, this creates a strong foundation for safe operation, disciplined maintenance, and clear regulatory accountability.

Mission: “Don’t just see the Cotswolds, experience it.”

The service is designed to give guests a traditional, authentic and professionally managed “day in the life” experience of the Cotswolds, centred on heritage, landscape and rural culture.

Core Vehicle and Operating Summary

Item	Specification / Position
Business	Cotswolds Expeditions – family-operated heritage touring service.
Vehicle	2015/2016 Land Rover Defender XS, classic-shape platform selected for heritage fit, terrain access and guest experience.
Engine / emissions	2.2 litre TDCi turbo diesel, Euro 5 compliant.
Booking model	Pre-booked only; no rank work, street hails or immediate ad hoc collection.
Primary use case	Curated heritage tours, rural hospitality transport and estate-based corporate experiences.
Safety framework	Monthly specialist inspections, daily documented checks, appropriate PHV / Hire & Reward / Public Liability cover, GPS tracking and incident procedures.
Continuity	Backup Defender maintained and both directors cross-trained and licensed.

2. Nature of the Operation

This is not a standard private hire model. The business operates on a curated, pre-arranged itinerary basis, with journeys forming part of a premium cultural and countryside experience rather than a point-to-point taxi service.

- **Pre-booked exclusivity:** No on-street hailing or immediate unplanned bookings are accepted. Bookings are arranged in advance and delivered against a structured itinerary.

- **Experience-led delivery:** The vehicle functions as part of the heritage product itself, acting as both transport platform and brand asset within the guest experience.
 - **Estate and rural hospitality use:** A key revenue stream includes countryside and estate-based hospitality activities, where route conditions, presentation and guest expectations differ materially from standard urban private hire work.
-

3. Specialist Vehicle Justification

- **Terrain capability and passenger safety:** Certain routes and hospitality engagements take place on private estates, farm tracks and uneven rural ground. Standard 2WD executive vehicles are not suitable for these settings. The Defender's four-wheel-drive capability is therefore a functional safety requirement, not simply a styling preference.
 - **Heritage authenticity and policy departure rationale:** The classic Land Rover silhouette is internationally recognised as a symbol of British rural heritage. For this business model, the vehicle's appearance is integral to the commercial proposition and guest expectation. A modern post-2020 SUV would not deliver the same heritage integrity or brand alignment. The request for a departure from standard vehicle age policy is therefore tied directly to the nature of the licensed activity.
 - **Passenger comfort and suitability:** The chosen Defender XS combines the traditional external appearance required by the brand with guest-comfort features including air conditioning, heated seats and partial leather upholstery, allowing the vehicle to meet both experiential and operational expectations.
 - **Environmental position:** The vehicle uses the 2.2 litre TDCi turbo diesel engine and is Euro 5 compliant, representing the highest emissions standard available for this classic-shape platform.
-

4. Maintenance, Safety & Operational Control

- **Preventative maintenance schedule:** The vehicle is subject to a rigorous monthly mechanical inspection by a Land Rover specialist in addition to MOT and any council-mandated testing, with the aim of maintaining reliability to an exceptionally high standard.
- **Daily documented checks:** Each operating day begins with a recorded safety inspection covering fluids, tyres, controls, lights and onboard technical equipment, creating a clear audit trail of compliance.
- **Specialist roadside support:** A dedicated 4x4 roadside assistance and recovery arrangement is maintained so that, in the unlikely event of a mechanical issue, support can reach rural and estate-based locations appropriately.
- **Incident management and tracking:** The vehicle is supported by GPS-based tracking within the business's internal digital systems, and a formal incident response process is maintained for escalation, recording and client support.

5. Regulatory Compliance, Governance & Continuity

- **Licensing and insurance:** Operations are intended to be conducted under the relevant Private Hire Vehicle and operator licensing framework, supported by Hire & Reward insurance, Public Liability insurance and specialist cover aligned to heritage tourism and estate activity.
 - **Driver competency:** Drivers are expected to hold enhanced DBS clearance and complete specialist rural-driving competency assessment focused on estate access, off-road awareness and passenger safety in a heritage vehicle environment.
 - **Professional oversight:** The involvement of Adam and Luana provides a combined framework of technical oversight, mechanical understanding, legal awareness and disciplined risk management.
 - **Business continuity:** A secondary Land Rover Defender is maintained as a backup vehicle, and both directors are cross-trained and licensed, reducing the risk of service interruption due to breakdown, sickness or absence.
 - **External quality positioning:** The business also intends to operate to the standards expected by established travel platforms such as GetYourGuide and Viator, reinforcing a professional and quality-led operating model.
-

6. Congestion Mitigation, Local Stewardship & Economic Impact

- **Parking protocol and congestion mitigation:** Stops are designed around designated off-street parking and private estate access wherever possible, with the intention of avoiding added congestion in village centres and heavily trafficked visitor hotspots.
- **Low-impact route planning:** The service uses routes and lanes unavailable to larger executive coaches and higher-volume tour vehicles, helping to disperse tourism activity rather than intensify pressure on already-congested hubs.
- **Support for the rural economy:** The operating model promotes local SMEs, artisans, pubs, farm shops and heritage venues, helping direct visitor spend into the local economy and increasing the broader value generated by each guest journey.
- **Longer-stay and higher-value tourism:** By offering specialised half-day and full-day experiences, the business supports visitor dwell time and additional local spend on accommodation, food and partner venues.
- **Heritage skills and sustainability:** Maintaining a heritage vehicle also supports local specialist mechanics and restoration capability. The broader tourism model is intentionally low-volume and high-value, seeking to reduce environmental and social impact while preserving strong economic return per visitor.

7. Submission Summary

In summary, the requested licensing approach and vehicle-age policy departure are justified by the specific nature of the operation. The vehicle is not incidental to the service; it is a core operational, commercial and heritage asset.

The combination of pre-booked use, specialist terrain requirements, structured maintenance, clear governance, continuity planning and low-impact local operating practices demonstrates that the proposal is professionally managed and compatible with the wider public interest.

This merged submission is intended to provide a clear and credible basis for discussions with the relevant licensing authority and can be adapted further to reflect any council-specific terminology, policy references or application form wording.

We thank you for your time and consideration.

Kind Regards,
Adam & Luana McLeod-Brown