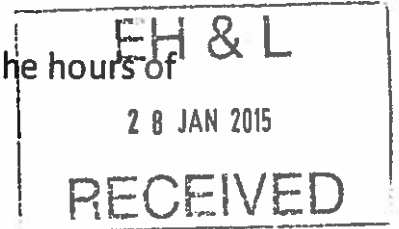


Appendix D

Proposal of Restructure of Tariff Card

The council have received notices from local independent drivers, operators and directors for the restructure of the tariff.

This will affect the drivers that drive in the evening between the hours of 22:00hrs-24:00hrs.



Please sign the following form if you are to be "in favour" or "not in favour".

I will personally forward this to the council.

Many Thanks. Mohammad Ahmed : Licence No - 774

Name:	Licence No:	In Favour	Not In Favour	Contact Number	SIGN
Mohammad AHMED	774	V + D	X	0745682662	Ahmed
ABDUL WAHID	2267	V + D	X	07780963474	A. Wahid
Peter MEVEETHAN	2255	D	X	07827775331	Peter
AMIR HUSAIN	2190	V + D	X	07723554927	A. Husain
M S HUSSAIN	2176	V + D	X	07886669810	M S Husain
MOHAMMED ISLAM	770	V + D	X	07533315873	Mohammed
TANWER AHMED	2247	D	X	07897459029	Tanwer
KAT PERK	2180	D	X	WESTBROOK CARE	Kat
MOHAMMED OHID UDDIN	2224	V + D	X	07824559255	Mohammed
JAMES HIGGINS	2238	V + D	X	07764556496	James
E. White	2235	D	X	WESTBROOK CAR	E. White

Cheryl Lambert

From: Ancientfzrexup@aol.com
Sent: 12 December 2014 14:00
To: Cheryl Lambert
Subject: Re: Insurance request

Cheryl,

Anything to bring a bit of honesty to some self centered people. It appears to me that once again the minority are trying to rule the roost, I don't believe that the Association accounts for much more than 20% of the drivers in the area at the current time as they no longer seem to represent the wishes of the majority of drivers.

Regards.

Dave Kimber.

In a message dated 12/12/2014 08:59:24 GMT Standard Time, CLambert@westberks.gov.uk writes:

Thanks Dave, that's really useful.

Kind Regards

Cheryl

Cheryl Lambert

Technical Officer

Licensing

West Berkshire and Wokingham Environmental Health and Licensing

Market Street, Newbury, Berkshire, RG14 5LD

(01635) 519 184 / Ext 2184 / Fax (01635) 519 172 / clambert@westberks.gov.uk

www.westberks.gov.uk

From: Ancientfzrexup@aol.com [<mailto:Ancientfzrexup@aol.com>]
Sent: 11 December 2014 21:03

To: Cheryl Lambert
Subject: Re: Insurance request

Cheryl,

With reference to the changes to the Taxi tariffs proposed by Mr A.Vass and others, have read the proposals and believe the changes to be ludicrous. I still believe it is inappropriate to increase the taxi rate at this time. We are still amongst the highest percentile in the country for our rates and this is very obvious to any one who works outside of the town, we are facing increased competition from both Reading and Hampshire private hires, and also now from South Oxfordshire Hackney Carriages.

I find that I am now using my meter less and having to quote fixed prices in order to get custom, and the increase as proposed will only confound the situation further

I can see no justification in increasing the number of tariffs further as some areas have reduced their tariffs to 1, equivalent to their daytime rate, only to try to recover custom lost due to high prices.

to use the excuse of fuel cost increases to help justify a rate increase is laughable, I currently pay 98 pence per liter (ex V.A.T.), in 2013 it was £1.10, 2012 it was £1.13, 2011 it was £1.15, 2010 it was £1.07, so fuel today is cheaper than it has been for 5 years.

This system can only lead to a further loss of custom, I will have to work more off meter in order to make a living, in fact, if it didn't cost more to run a Private Hire vehicle I would convert my Hackney Carriage in to one and run full time without a meter.

Regards.

Dave Kimber, (Ancient's Services Ltd, Plate number 716)



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Cheryl Lambert

From: rsjtaxicabs@aol.com
Sent: 27 January 2015 08:54
To: Licensing
Subject: Re Consultation

In regards to the Taxi consultation in 2 parts.

I'm not in favour of the new 5 tier tariff proposal. Its too convoluted and could cause problems with aggressive customers who don't understand how it works. They will simply see the initial flag and think we are taking the mickey. And with certain members of our trade would be even more detrimental given certain attitudes in the town.

There is a solution which would mean common sense on the drivers behalf. I realise this is a big leap but they may just be able to manage it.

If its left to us to agree with common sense and offer a discount at certain times then it would make far more sense. Also those who during the day who want to have a minimum fare for small journeys need to put their own proposal forward or stop moaning.

In terms of part 2 I agree with the proposal.

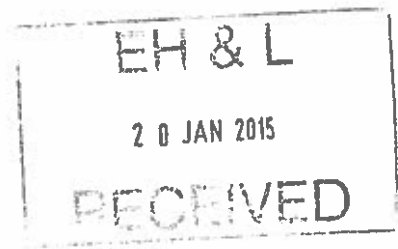
Re: Swivel Seat Consultation

I don't have an opinion as such as I have a WAV already and it doesn't effect me. If I was forced to decide then I think option 1 seems fair for now as the only wheelchair users I've seen use the rank regularly actually prefer a saloon car.

Many thanks,

Simon Boys
Licence 2195
Plate 822
07786511099

27 Derwent Road, Thatcham, RG19 3UT
Sent from my BlackBerry® wireless device



John Bs Taxi service

Flat 7, Link house

Link Road

Newbury

Berks

RG14 7LS

Tel 07900648008

Taxi Consultation

To Mr Brian Leahy

My Name is John Burke, owner of John Bs Taxi Service, Badge No 2077, Taxi Plate 617.

And strongly object to changes in Meter and Tariff changes

Cheryl Lambert

From: Andy Keast [andy.keast.ak@gmail.com]
Sent: 29 January 2015 15:13
To: Licensing
Subject: Consultation - Tariff Changes

RE: Consultation.

Andrew Keast: Badge 2093 Proprietor 840

I would like to offer my opinion on the proposed changes to the tariff card.

(I have no opinion on item 2)

I categorically disagree with the entire proposal.

I can see no benefit to either the customers or the drivers.

The included spreadsheet will do nothing to help me explain to an intoxicated race goer why the hell his fare is £7.00 before we even leave the rank!

(I'm laughing as I write this)

We have weathered the worst downturn since WW2; sky high fuel prices have fallen for the first time in 5 years; people have the spare cash to go out again...

There is a glimmer of hope that it may be worth dragging myself into Newbury on a Saturday night and actually get some decent fares...and guess what?

Our glorious self appointed representatives decide to launch the most convoluted Tariff change in the history of the taxi industry.

NO NO NO

Cheryl Lambert

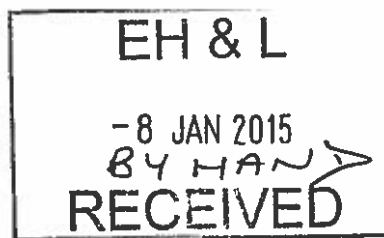
**West Berkshire
& Wokingham** Environmental
Health &
Licensing

From: Tony Sheikh [tonysheikh@msn.com]
Sent: 26 January 2015 12:37
To: Cheryl Lambert
Subject: Tariff change

Dear Cheryl Lambert

I as a holder of Hackney plate 11,14,95 and 523 I don't agree with the proposed changes to the tariff, prefer to stick with the current tariff.

Kind regards
E Sheikh



Daniel Griffiths
Bluebird Cars.
24 Southend
Cold Ash
Thatcham
Berkshire
RG18 3BW

Julia O'Brien
Senior Licensing Officer
West Berkshire Council
Council Offices
Market St
Newbury
RG14 5LD

Thursday, 08 January 2015

Ref; Taxi fare increase.

Dear Julia.

Thank you for your letter of 3rd December, inviting me to participate in the consultation regarding the proposed revision of taxi fares & tariffs.

I am particularly grateful for this opportunity as your letter was the first I had heard of the proposed changes. I believe most drivers & operators are in the same position. It's my opinion than Mr Vass & Mr Sheikh & the other named applicants have taken it upon themselves to present this proposal without completing their own consultation of the people they purport to represent.

I object to the proposals listed. My objections are listed below in order the proposals have been presented to you. I will also offer alternatives based upon my 25 years in the trade as a driver & operator in my own right & many years served as a former company director of Cabco Ltd. I am also a former treasurer of the old Newbury Taxi Driver's Association.

Restructure of tariff card.

This revision will not boost the local economy as suggested. The tariff 1 increase on the initial charge (flag), will harm the elderly & less mobile members of our community. This amounts to an increase of 30% on the flag. Many of our less mobile passengers take shorter journeys, enabling them to maintain a quality of life which allows them to leave the house for maybe visiting friends, day centre visits, shopping trips, hairdresser's appointments etc. More seriously, they may be deterred from making vital doctor's or hospital visits, believing the cost of travel to be too much. I accept the fare revisions will reduce the costs of the longer part of the journey but people do not understand how fares are calculated. I fear many people in this area of our community will end up housebound as a result. I believe this increase discriminates against the elderly & less mobile.

Introduction of new tariffs.

The proposal states that a new tariff effective between 22.00 & midnight will encourage people to visit local amenities such as the cinema & restaurants & local theatres etc. Really? I would think after 10pm any theatre or cinema showing would have finished or at least on the final acts & most people would have eaten by now. Many kitchens stop cooking after 9.30.

We then have rate change between midnight & 2am. Then another between 2am & 6am. This whole process will be confusing to the fare paying public & open to abuse by drivers. I cannot think of another local authority in the UK which operates this many tariffs.

However as an operator of 8 seater vehicles I do feel that another tariff be added for use when carrying 5 or more passengers after 22.00, Sundays & bank holidays. To provide a good service, I find myself driving increasingly longer distances to reach passengers requiring a larger vehicle. This was incredibly frustrating on New Year's Eve for example. After 7pm, I was only allowed to charge the same price as a 4 seater, despite carrying twice as many passengers per journey. Effectively offering my services half price.

I'm sure you have noticed the incredible reduction in fuel costs recently. The cost of crude oil is now less than \$50 a barrel. This is reported to be at it's cheapest since 2009. I recently replaced my saloon car I use on Hackney 766. I now operate a new Seat Toledo. Incredibly this car returns fuel economy figures of 60mpg round town & up to 90mpg when driven steadily on the motorway. Because of these exceptional returns & subsequent low emissions, the road tax for it is only £20 per year. Insurance costs are coming down also. My renewal is due in February & first indications suggest a reduction of around 15% on last year's premium. Do we really need any increase in fares at all?

With all the factors I have listed above, I am strongly opposed to the increased flag charges & additional tariffs, apart from those I have suggested regarding larger passenger capacity vehicles. I would suggest keeping the flag charges to remain as they are but implement the restructuring of the subsequent mileage charges. This will give our trade a boost with the correct marketing. This will have the knock on effect of boosting the local economy too. After all, passengers in cabs have to be going somewhere!

Once again please accept my thanks for inviting my comments, I am more than happy to offer the benefit of my experience if you feel I can be of further assistance.

Sincerely,

A handwritten signature in black ink, appearing to read 'Daniel Griffiths', with a stylized flourish at the end.

Daniel Griffiths.

Cheryl Lambert

From: trevor645@gmail.com [trevor645@googlemail.com]
Sent: 08 December 2014 17:09
To: Licensing
Subject: New tariffs

Plate 818 licence no 2010

I strongly disagree with these proposed tariffs who ever thought them up does not work late at night ie try explaining to a drunken passenger the meter start, s at £7.00

Sent from Samsung tablet

TREVOR PALMER.
2 TROTMAN'S COTTAGES.
HEATH ROAD.
BRADFIELD SOUTHEND
READING
RG7 6HG.

Cheryl Lambert

From: Fatik Islam [fatik-islam@hotmail.com]
Sent: 10 January 2015 14:29
To: Licensing
Subject: Swivel Seat Consultation

Dear sir/madam

My name is Fatik Islam, taxi plate number 749. ~~I have received a letter for your feedback regarding the consultation on swivel seats.~~

I feel ~~option 1 which is leaving the swivel seat condition in the place until any change in legislation requires a review as my opinion.~~

Additionally I have also received another letter regarding changes to the maximum fare of hiring when the journey commences. However I feel the fares should remain how they are.

Kind regards

Thank you

Fatik Islam

Cheryl Lambert

**West Berkshire
& Wokingham** Environmental
Health &
Licensing

From: richardbailey123@tiscali.co.uk
Sent: 26 January 2015 22:23
To: Licensing
Subject: Taxi Fares and Restructure Tariff Card

Mr Richard Bailey

157 Walton Way

Newbury

Berkshire

RG14 2NZ

Mr Brian
Leahy

Licensing

West Berkshire Council

Market Street

Newbury

Berkshire RG14 5LD

Dear Mr Brian Leahy

Many Thanks for the consultation on taxi fares and restructure tariff card.

My response is "NOT IN FAVOUR".

Many Thanks

Richard Bailey . taxi proprietor plate 61



This service is provided in partnership

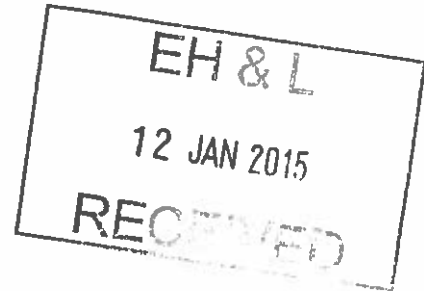




35, Church Way, Hungerford, RG17 0JP
Email :- Sales@hungerford-cabs.co.uk

12/01/15

West Berkshire District Council
Council Offices
Market Street
Newbury
RG14 5LD
Attn :- Licencing Team



Dear Mr Leahy,

RE :- Consultation

I write to you with regard to your letter dated the 3rd December 2014 in which you set out the proposals put to you by the trade for changes to tariffs.

I represent 1st Direct Cars of Hungerford as a proprietor and driver, Mr Barry Dunning as plate holder and part time driver with me and also Mr Ian Marshall, also a plate holder and driver with me.

At the present time we feel we need to object to the proposed increase in fares on the following grounds.

- **Customer price index has continued to fall and is likely to continue falling when the cost of fuel is taken account.**

“The rate of inflation faced by households has fallen to a 12-year low. The Consumer Prices Index, which measures changes in the prices of the goods and services bought by households, increased by 1.0% in the year to November 2014, down from 1.3% in the year to October. The last time the rate was as low as 1.0% was September 2002 and it was last lower than this in June 2002 when 0.6% was recorded.” (Source Office for National Statistics report released 16th November 14)



Also the price of fuel has continued to fall with the UK national average price per litre at 111.06 per litre for unleaded and 117.93 per litre of diesel (Source UK government weekly road fuel price report dated 5/1/15) this compares with 130.26 and 138.11 respectively for the same week in 2014, and 131.86 and 139.75 respectively for the same week in 2013.. It is widely believed that the price of fuel will soon fall below £1.00 per litre.

- **As rural operator my drivers and I will suffer greatly with the proposed charges to the tariff system.**

By the addition of a tariff running from 10pm to Midnight which equates to a reduction in the fare charged of £5.70 on a 10 mile journey.

In this area the majority of the evening trade is between 10pm and midnight and as such each driver is likely to lose around £25 per shift which is a loss of £2,600 per annum based on a driver doing just two shifts per week.

- **The increased flag rate will cause more problems for driver and cost us as a trade to lose more business.**

The first thing that a member of the travelling public notices is the flag rate, if this is set too high it causes some issues for the drivers. As you are aware we offer a service to members of the public which have been drinking, unfortunately a minority can and do become verbally aggressive when the meter is started and each time there is an increase in the flag rate this becomes more marked until people get used to new rate. We also note that immediately after a rate increase the number of customers we are carrying falls off.

- **We feel that the rate charged in West Berkshire is already too high.**

The national average flag is:- Tariff 1 £2.74 and Tariff 2 is £3.61(National Fare Tables Jan 2015 – PHTM (Trade publication)) therefore we are already above average even before any increase.

We also at present are 19th most expensive out 365 charging areas with a 2 mile journey on tariff 1 costing £6.70 against the national average of £5.65



With this taken into account we feel strongly that the licensing committee should reject any proposal that increases the fare from it's present level.

If you should need any further input please feel free to contact me.

Yours sincerely,

Mark Townsend

Mark Townsend
1st Direct Cars

Cheryl Lambert

From: Steve [steven@sry.co.uk]
Sent: 16 January 2015 10:16
To: Licensing
Subject: Consultation on Tariff Changes 2015

Brian Leahy
Licensing,
West Berkshire Council.

Dear Brian,

I strongly disagree the proposal for five tariffs.

The five tariffs would lead to great confusion and distrust amongst the general public resulting in damage to the trade and a loss of business.

We would also see a large increase in the number of complaints made to the council from customers who believe they have been overcharged, and probably have better things to do than to try and understand and memorise five taxi tariffs. Five tariffs would also be even more open to abuse than three tariffs, by a very small minority of drivers working mainly at night.

Finally, with the current reduction in the price of fuel it is debatable whether we need any increase in the fares at all this year.

Regards,
Steven Fry

Taxi Plate Number 720.

Cheryl Lambert

From: Kevin Hauxwell [kevin@kenav.com]
Sent: 17 November 2014 13:36
To: Licensing
Subject: Richard brown tariff

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Kevin here from Kennet & Avon Cars

I've just been given a copy of a email showing Richard brown tariff of 5 different Tariff I think he's lost his marbles and I don't agree with it the three tariff's we have now Ok on his tariff,s no one would ever want to Catch a taxi because it will to expensive plus these have not been put to the taxi trade or company's many thanks Kevin

Sent from my iPhone

Cheryl Lambert

From: Sultan Mahmud [sultanmahmud@hotmail.com]
Sent: 30 January 2015 22:26
To: Licensing
Subject: Taxi Consultation

Name: Sultan Mahmud
Badge No: 2084
Taxi Plate No: 786

Dear Licensing Team,

This is to confirm that I am AGAINST the proposal of the tariff increase Version 1. In my view the starting rate is too high and the initial distance is also far too high and should be reduced.

Therefore, I am in FAVOUR of the tariff increase Version 2 proposal.

I believe if the version 2 was sent to all the drivers along with Version 1, then everyone would have TWO tariff guides to choose from, and majority would have been in favour of Version 2.

Many Thanks,

Sultan Mahmud

Cheryl Lambert

From: Ancientzrexup@aol.com
Sent: 12 December 2014 14:00
To: Cheryl Lambert
Subject: Re: Insurance request

Cheryl,

Anything to bring a bit of honesty to some self centered people. It appears to me that once again the minority are trying to rule the roost, I don't believe that the Association accounts for much more than 20% of the drivers in the area at the current time as they no longer seem to represent the wishes of the majority of drivers.

Regards.

Dave Kimber.

In a message dated 12/12/2014 08:59:24 GMT Standard Time, CLambert@westberks.gov.uk writes:

Thanks Dave, that's really useful.

Kind Regards

Cheryl

Cheryl Lambert

Technical Officer

Licensing

West Berkshire and Wokingham Environmental Health and Licensing

Market Street, Newbury, Berkshire, RG14 5LD

(01635) 519 184 / Ext 2184 / Fax (01635 519 172 / clambert@westberks.gov.uk)

www.westberks.gov.uk

From: Ancientzrexup@aol.com [<mailto:Ancientzrexup@aol.com>]
Sent: 11 December 2014 21:03

To: Cheryl Lambert
Subject: Re: Insurance request

Cheryl,

With reference to the changes to the Taxi tariffs proposed by Mr A.Vass and others, have read the proposals and believe the changes to be ludicrous. I still believe it is inappropriate to increase the taxi rate at this time. We are still amongst the highest percentile in the country for our rates and this is very obvious to any one who works outside of the town, we are facing increased competition from both Reading and Hampshire private hires, and also now from South Oxfordshire Hackney Carriages.

I find that I am now using my meter less and having to quote fixed prices in order to get custom, and the increase as proposed will only confound the situation further

I can see no justification in increasing the number of tariffs further as some areas have reduced their tariffs to 1, equivalent to their daytime rate, only to try to recover custom lost due to high prices.

to use the excuse of fuel cost increases to help justify a rate increase is laughable, I currently pay 98 pence per liter (ex V.A.T.), in 2013 it was £1.10, 2012 it was £1.13, 2011 it was £1.15, 2010 it was £1.07, so fuel today is cheaper than it has been for 5 years.

This system can only lead to a further loss of custom, I will have to work more off meter in order to make a living, in fact, if it didn't cost more to run a Private Hire vehicle I would convert my Hackney Carriage in to one and run full time without a meter.

Regards.

Dave Kimber, (Ancient's Services Ltd, Plate number 716)



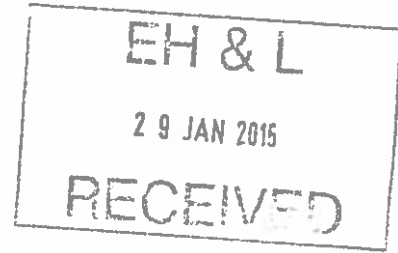
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28-1-15

Brian Leahey / Julia O'Brien,
West Berks Licensing
Market Street
Newbury



Dear Brian/Julia,

In response to the 3-12-14 ref TAXI CONSULTATION

As owner/Driver

Part 1 – Tariff Amendment

Whilst I accept it is the right of any member of the Taxi/Private Hire community to put forwards any changes to the way we work, this is one of the most ridiculous ideas I have ever heard for several reasons.

1 During the daylight hours 50% (as a guess) of the main rank customers are elderly people, having been moved from the market place, our passing trade has been diminishing. Starting a tariff at a higher point would almost certainly lose more custom.

2 If there is no specific rate increase, is this just an exercise for the meter agents to cash in again.

3 When deciding to plate a vehicle, there are compensatory scales in place for those wishing to use a multi seat vehicle (tariff 2)

4 We should be increasing customer confidence at this time when fuel costs are reducing, not creating an air of mistrust with those that use our services.

5 If the general Public cannot grasp the 3 tariff scheme, how can they be expected to understand 5 tariffs.

6 The proposed scheme (for all the reasons listed and more) is very likely to be abused by less scrupulous drivers.

My vote NOT IN FAVOUR

Part 2 Livery

~~I do not understand why I cannot advertise my vehicle in any way I see fit (In the same way any other business does). I accept that there is good taste and decency to bear in mind.~~

~~I additionally do not understand why a gas guzzling London taxi can be exempt whilst pumping 23mpg fumes into our clean town, as a proposal~~

~~The front doors and windows must be kept clear for WBC and statutory notifications. The rest of the car would be therefore mine to promote my business as I see fit. Ladbrokes can advertise in their~~

shop window that they offer better odds than stan james. Vodafone can advertise their costs are cheaper than orange etc, why can I not promote my prices to everyone if I want.

I jump through the proverbial moving goal posts every time I bring a vehicle onto my fleet, I should not be told how I chose to recoup my investment through advertising of my or any other business, I already advertise yours on my doors, plate and livery.

I accept that further discussion is needed but when I see Dolphin Cars flouting the rules every day, Premier Cars (Reading) do not conform, many cars not carrying ramps, fire extinguishers etc etc, is it really at the top of the taboo list how I advertise. After all CABCO clearly advertise CAB on their Private hire vehicles. Should I buy a private hire vehicle can I cover it with WESTBROOK TAXIS as it is my trading name. ~~MOST HAVE AN ADDITIONAL CABCO ADVERT ABOVE THE WBC TAXI SIGNAGE. NOT ADDRESSED BY WBC.~~ WBC and Trading Standards are aware of all of the above, as I have reported it myself over the past 20 months without anyone having had to remove illegal signage. Perhaps it has become a free for all.

Livery should allow me to promote my business (or any as I chose fit) on or in my business premises without causing offence to anyone.

Many thanks

Paul Westbrook

07769346494

H & L
26 JAN 2015
RECEIVED

Consultation on the proposed changes to fares and fees for Hackney Carriages in West Berkshire – to be effective from April 2015.

If you wish to comment on the proposals, please do so in the space below.

Please also provide your name and address / email, so that we can respond to your comment in due course.

Name: Bill Annetts (Michael)

Address: 6 Burybank Road Greenham Thatcham Berks Rg19 8SL

E-mail: billannettskts@aol.com

I do believe it is time for a restructure of the tariff so that a fixed "drop" can be achieved as it has done for the last few years
.Drivers are also sat for very long times between jobs sometimes on the wharf rank for in excess of 1 Hour.
We are looking at the changes in the late evening Tarrif T2 by moving this and making it slightly cheaper it might deter those who get **Cheap uninsured people** given rides into town.
I also understand that this is the easiest way forward for maybe the next few years with the longer more expensive "drop" we would then be able to shorten tis stretch without changing the start figure

Please either email your completed form to licensing@westberks.gov.uk or post it to:

Consultation on Hackney Carriages fares and fees
Licensing team
West Berkshire District Council,
Market Street
Newbury, RG14 5LD



Newburytaxi.biz

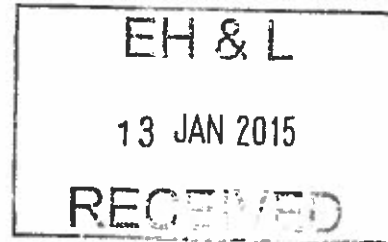
12 Audley Close
Newbury
Berkshire
RG14 2NW

Mobile: 07836 268869
Email: rodnev@newburytaxi.biz

www.newburytaxi.biz

Brian Leahy
Licencing
West Berkshire Council
Market Street
Newbury
Berkshire
RG14 5LD

13th January 2015



Taxi Consultation/Fare increase

Dear Brian,

We are in favour off the change to the tariff structure. It very much makes sense.

Although we have seen a drop in fuel costs in the past couple of months, I would suggest this will be short lived, Maintenance/tyre costs still continue to increase. The committee will be aware that we had no increase last year. The proposal set out for this year shows a minimal increase for the average taxi journey of 2 miles at 10 pence.

A decrease for customers travelling between 22.00hrs and midnight and a reasonable increase for our drivers working the very unsociable late night hours.

Our only caveat would be that the change to 5 tariffs would need to be introduced with calendar controlled meters. Meaning that the tariff charged by the meter cannot be altered by the driver. We believe that most modern meters currently used by the trade can be set to calendar control on change of tariff by the meter agents, in which case there would be little cost to the trade.

Yours Faithfully,

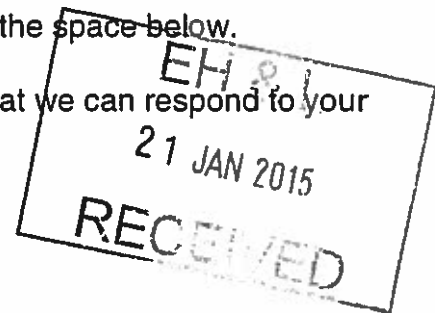
Rodney Nemeth
Proprietor

**Consultation on the proposed changes to fares and fees for Hackney
Carriages in West Berkshire – to be effective from April 2015.**

If you wish to comment on the proposals, please do so in the space below.

Please also provide your name and address / email, so that we can respond to your comment in due course.

Name: Richard J Brown
Address: Weywood, Bradfield, Reading, RG7 6BH
E-mail: richardjohnbrown@btopenworld.com
Plate Numbers: 733 & 734



I agree with the published tariffs, as presented

As the tariff did not increase last year, if no increase is approved this year then in 2016, we may ask for a large increase that won't be acceptable.

It's always been said, little and often is the way forward.

These are the Maximum charges and a lesser fare can be charge than displayed on the meter.

Officers and members must ensure that all meters are upgraded with the latest tariff as it's regulated by byelaws.

All meters should be upgraded once the tariff has been implemented and a meter certificate showing the change to be sent to the Licensing Team within SEVEN days from the revised date.

The Consultation heading in my opinion is incorrect as Fees are not part of this process, and we are discussing FARES.

Richard Brown

07860595568

Please either email your completed form to licensing@westberks.gov.uk or post it to:

Consultation on Hackney Carriages fares and fees
Licensing team
West Berkshire District Council,
Market Street
Newbury, RG14 5LD

Cheryl Lambert

West Berkshire Environmental
& Wokingham Health & Licensing

From: Andrew Lutter [andrew.lutter@gmail.com]
Sent: 31 January 2015 23:55
To: Licensing
Subject: HACKNEY CARRIAGE TARIFF CONSULTATION and VEHICLE LIVERY CONSULTATION

HACKNEY CARRIAGE TARIFF CONSULTATION

I am in favour of the proposals put forward by the West Berkshire Hackney and Private Hire Association, which includes:-

1. Credit Card Surcharges
2. Maximum Soiling Charge
3. New 5 Tariff Layout

Andrew Fforde-Lutter

Worlds End Farmhouse

Worlds End

Newbury RG20 8SB

07768757183

016352 47782

Plate 607

Plate 761

Badge Number 2120

~~VEHICLE LIVERY CONSULTATION~~

~~Of the two options, the option described in paragraph 20 is preferable, but unworkable.~~

~~Magnetic door panels are issued by the councils licensing department illegally and have been for some time. The terms and conditions need changing to legalise these illegal council issued signs.~~

Andrew Fforde-Lutter

Worlds End Farmhouse



This service is provided in partnership



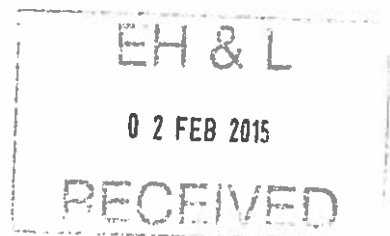
Cheryl Lambert

From: Matt Castle [matt@itsabout.co.uk]
Sent: 31 January 2015 00:31
To: Licensing
Subject: Emailing: Consultation tariff and livery V2 .docx
Attachments: Consultation tariff and livery V2 .docx

Please find attached my consultation response hard copy posted at council offices Market Street.

Regards

Matt Castle



Consultation 1

I wish to support this proposal. I feel strongly that it is of benefit to both the trade and to our passengers and wish to proceed with it to the Licencing Committee within existing time scales even if, for whatever reason, the original applicants withdraw or no longer support it.

Consultation 2

I support this proposal. Again, it is of benefit to both Operators and the public.

My rationale for these views is as follows:

Consultation 1 – The Tariff

Many hours were spent working on this tariff with meetings involving the major Operators in the region and the WHBPHA to obtain independent Operator views. All were incorporated to come up with the final version. (The Public Register of West Berkshire hackney operator does not contain addresses, which means we may not have achieved 100%, but have certainly canvassed the majority). I would further like to point out that we were put under a tight deadline to provide this tariff as originally it was supposed to go to Committee in December. Following the decision from the council to delay this we did further work and further consultation with the time we had and version 2 was submitted taking additional operators' views into account, this was submitted to the council but instead of distributing it as a second option they chose to take it as a response to the consultation therefore the operators have had no chance to comment on this as it has not even been added to the consultation page on the councils website.

Our operating costs have increased but, unlike other businesses, we cannot raise our prices to compensate without first obtaining Council approval. If West Berkshire Council wishes to set the Terms and Conditions, including Wheelchair Accessible Vehicles, IVA certification, etc., which considerably increase our costs, then they need to allow us the opportunity to charge appropriately so that we can maintain sensible profit margins, allowing us to stay in business.(currently the only plates being surrendered on expiry or otherwise are WAVs unless due to a death)

The consultation has gone to both drivers and operators. However, it is the operators' views which must carry weight as they are the ones who understand the operating costs. (In the same way that prices in a bar or restaurant are set by the Owners, not by the bar or waiting staff). It is commendable to ask for driver's views, but to save costs in the future this should be included in the public consultation when the tariff is advertised in the paper, as has always happened in previous years.

Operating costs vary greatly depending on the company's fleet make-up. The current Licensing Policy is anti-competitive as it puts extra cost on the operators of disability modified vehicles. Therefore different operators have different requirements depending on the vehicles they are allowed to operate. However, this is a maximum tariff, so those operators who prefer a lower tariff do not have to implement the changes. Therefore, the consultation need give no weight to any representations that oppose any perceived increase.

The new tariff presents a consistent way of charging for multi-seat vehicles as it involves only a 25% increase at all times, instead of a 50% increase during the day with no increase at night.

The premium is needed to encourage multi-seated vehicles, which are more costly to operate. The Licensing policy forces us to run larger vehicles to accommodate wheelchair passengers but there is little call for them during the daytime. (To allow weight to the views of owners who are allowed to operate salon cars in regard to this is anti-competitive. It would be in their commercial interests to put us out of business by not allowing us to charge a premium to operate these vehicles. However, if the council wishes to fully support the disabled community by encouraging WAV's they need to support the needs of these Operators).

You may receive views over 5 tariff being confusing and open to abuse but this is easily rectifiable with the use of time and calendar locked meters to ensure the correct tariff is used at all times. (Nearly all meters currently in use are capable of this).

The National Private Hire Association has been consulted over this tariff and has approved the detail, calculations and indeed has commented *"Everything's fine and it all works out and passengers may well be able to understand it at last!!!WOW!!!!"*

If the committee is not minded to approve the restructure, I hope they will approve a maximum tariff (in its true meaning) i.e. Tariff 3 as it currently stands, but for 24 hours a day 7 days a week.

The committee don't set the tariff that is actually charged - they only set the "Maximum tariff".

If operator's wish to charge less than this the "Maximum Tariff", e.g. because they have the commercial advantage of not having to run wheelchair accessible vehicles (and there for lower costs) then they can charge lower fares. Passengers will not be overcharged since they are protected by the "Maximum tariff" and the market will then find its own level. Customers are quite at liberty to use companies which charge lower rates.

In fact most transport charges, such as plane and train journeys, are charged according to this principle with varying pricing dependant on the time of day/week and season/ peak/off peak. With the mature market of 196 hackney carriages in West Berkshire, it is only sensible to give us the same flexibility.

~~Consultation 2 - Livery~~

~~We and the trade association have been asking for many years to have our terms and conditions re-written in plain English to avoid any possible misunderstandings and ambiguity. I believe this is what these re-written conditions do. I fully support the proposal and indeed hope this is a start to the rewriting of the entire terms and conditions. These new conditions should allow the public to easily identify the operator, thus enabling the public to choose who they travel with.~~

~~The re-writing of conditions should reduce the councils risk to legal challenge and ensure enforcement is possible.~~

I make this representation as the proprietor of Dolphin Cars - West Berkshire's largest "privately owned (100% wheelchair accessible fleet)"

Regards
Matt Castle
07770 445566



Cheryl Lambert

From: riaz sheikh [riaz.sheikh@btinternet.com]
Sent: 23 December 2014 12:36
To: Licensing
Subject: Consultation (in Two Parts)

First part (Taxis Only)

In Favour - This is all about a Restructure of tariff card to give the Trade a minimum Fare.

Name - R SHEIKH

Licence number – 2217

Riaz.sheikh@btinternet.com.

Second Part (HC&PH Vehicles owners only)

~~In Favour - need to see a uniform policy on livery right across the board to adhere with the current T&C's This matter is well overdue and almost every single Taxi in West Berks is currently breaking the rules and Licensing have not enforced anything so far.~~

Many thanks
R Sheikh
07863558343

Please also provide your contact details, so that we can respond to your comment in due course.

Name: Email Address:
ashley vass avass1uk@aol.com

If you wish to comment on the proposals, please do so in the space below.

My first point of this consultation that it has gone out to drivers as well as operators/Owners. Operators/Owners views must carry much more weight than drivers. What must become clear there are many different requirements from operators as the operating cost vary greatly dependent on their fleet makeup? And different times of operation some are day driver's some night driver's and some operate night and day. Myself run's a full disability fleet and don't have the same cost as other operator's/owner's putting extra cost on to myself and operators of disability modified vehicles. As I have said in previous years which the committee has agreed this is a maximum tariff so any representations from the consultation that wish not to have the tariff changed should not be giving any consideration as operators/owners do not have to implement them.(and may choose not to do so which is their choice as it has always been. I feel this is minimal rise and in some cases a decrease i.e. 5 or more passengers between 6am and 10pm. I see this as more of a restructure as it is 3 to 5 tariffs but this layout is been used by many surrounding areas where it work's i.e. it is not a new idea but one that has been used for years. The new tariff presents a consistent way of charging for multi seat vehicles as only a 25% increase at all times instead of 50% increase only during the day and no increase at night. For me I will lose in the daytime but will gain at night. We Need a premium to encourage multi seated (above 4) vehicles at night. A premium is needed as policy forces me to run larger vehicles to accommodate wheelchair passengers which is by choice but is more expensive to run. The National private hire Private hire association have been consulted over this tariff approved the detail, calculations and indeed commented "very well presented and easy for the public to understand". So when people say it is complicated I don't understand this as the new layout is easy to read and if all the changes does not go through I would like to make sure the New the Layout and additional wording is changed including Soiling up to £150 (again the maximum only). Now inclusive of card fees which is needed to be Legal which was stated from the National Private Hire Association. As our costs go up our profit goes down this is not only linked to fuel and council charges, when any other businesses costs go up they raise their prices and their profits remain the same. We all have to remember the council don't set the tariff it comes from the trade and yes like all business sector different business have different views but this is only the MAXIMUM tariff is set and if operators don't want to charge they do not have to. A revised change was put forward from the Association due to concern's of the flag being too high so in version 2 which has been to reduce the flag. This was not sent in the consultation but has been accepted as a response to the consultation. So my personal conclusion is that I would like to see the change go through as represented and if not I would suggest as an alternative version 2 but I would like to see the change to the LAYOUT as shown as standard so at least the new layout with the additional credit card surcharge and MAX soiling fee. Yours Sincerely Ashley Vass AM: PM cars