

# Appendix E

**Cheryl Lambert**

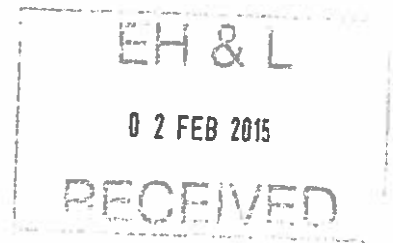
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**From:** Matt Castle [matt@itsabout.co.uk]  
**Sent:** 31 January 2015 00:31  
**To:** Licensing  
**Subject:** Emailing: Consultation tariff and livery V2 .docx  
**Attachments:** Consultation tariff and livery V2 .docx

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

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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

**Cheryl Lambert**

**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