

Taxi Meter Services

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Taxi Tariff West Berkshire Council

Tuesday, 05 September 2017

Dear Councillor Bridgman

Please find the attached Tariff workings for West Berkshire Council.

The last increase approved by members was implemented 11th April 2013. The trade have made attempts to increase the Tariff since then but failed. The tariff before you has been discussed by members of the trade, with help from Taxi meter manufactures and the National Association, who compiles the ratings throughout the country, West Berkshire over the past years has been within the top fifteen.

I have a copy of an e-mail dated 24-08-2017 from the Licensing Team, Amanda Ward with your workings and can confirm that the Proposal Actual is correct. It may seem a high rise from £2.14 to £2.40 pence per mile, a 26 pence increase over four years and five months, and this is welcomed by the trade. It equates to 12.15% increase divide in to the Three Years and Five months works out to be 3.47% increase, so if the trade had managed to present a working structure yearly as requested by Councillors little and often in my opinion it's a fair charge, and already used by Private Hire operators within the district.

Going forward it would we appreciate if a Member or you could be consulted with at the time of discussing issues, so that person fully understands what's required, discussed? When meetings are suspended and persons speak to the members Q&A it gets frustrating once the meeting reconvenes, and the information given requires added information, so at least one member has facts to hand to make progress with his fellow members.

It's my belief like you, the trade have used excel spread sheets to configure the workings of a taximeter, in principle fine but other factors have to be taken into consideration to function correctly.

Initial Flag: That's the minimum the customer is going to pay, made up of the £ starting Rate – Fixed distance and Initial waiting time.

On Going Drops: This is the 20-30-40 pence increments to the end of the Journey.

Waiting Time: This uses the same drop value, a set waiting time rate would be used if the vehicle was stationary. When a vehicle starts to move the customer pays for waiting time, distance charge or a combination.

Waiting Time /Crossover Point: The meter charges, waiting time and distance until a pre-determined speed is reached using the fixed drops.

Please call me if you need clarification on any points mentioned.

Regards

Richard Brown