

## **SOUTHAMPTON HACKNEY ASSOCIATION**

10 February 2010

Mr Ian Hall

Telephone  
Email

Southampton City Council  
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### **For the attention of Mr John Burke**

**Dear Mr Burke,**

As Chairman of the Southampton Hackney Association (SHA) I wish to re-submit to the Licensing Panel the fare proposal that the SHA committee put forward to this council in August of last year.

I attended this meeting but unfortunately this fare proposal due to the economic climate was rejected. I was therefore unable to explain to members present in full detail, the complete fare structure which included a root and branch overhaul of our meter prices.

At the present moment out of 380 Councils in the UK who have a fare price structure in place, Southampton is number 116 in the table. Since 1999 we have slipped from sixth position to where we are now, with areas like Bournemouth, Salisbury, New Forest, Winchester and even Eastleigh higher than us in the table of fares.

We sent by letter to 480 holders of either a Southampton Hackney Carriage Proprietors Licence or a Southampton Hackney Carriage Drivers Licence a proposed fare increase for 2009, included within this letter was a questionnaire for the taxi trade to complete and return in a SAE to our PO Box number.

To the best of our knowledge this is possibly the first time ever that a questionnaire of this description has been carried out and although it has cost our association £420.00, the results we feel have proved to be worth while. We did not have a fare increase in 2007 and the one we had in 2008 was of very little significance. The Southampton Hackney Association has given the trade the opportunity to decide whether they want the taxi fares to remain as they are, or to agree with our fare proposal.

However we are concerned that fares at Christmas and the New Year are particularly high. Since the millennium customers tend to complain about high prices that taxis charge, so we suggested a reduction to fare and a half with the new rate starting at 8PM. We hope to attract customers to use us more at this festive time. Fifty six percent agreed to reduce the Christmas and New Year fare from 'double the rate' of tariff 1 to a reduction of fare and a half.

**After taking legal advice, although this years proposal for 2010 is exactly the same as the 2009 one, it would be correct to say that the licensing panel need to consider our request once again and not to listen to adverse comments made by the other trade bodies.**

At the latest consultation meeting held on January 28<sup>th</sup> 2010, I was made aware by the other trade representatives that they had sent out letters to their members as well as private hire drivers who belong to their companies, of a proposed fare increase for 2010. According to Section 71 (Taximeters) of the Local Government Miscellaneous Provisions Act 1976, it states 'that nothing in this act shall require any private hire vehicle to be equipped with any form of taxi meter.' The opinions of a private hire driver (owner) should not be taken into consideration when discussing a fare increase that is for the taxi trade only.

Listed below are some of the reasons why we need a fare increase -

1. VAT increased back to 17.5%.
2. Taxi Insurance Rate Increase for 2009 - 2010 3% - 4%  
**Tradex (Formerly Westminster Motor Insurance)**
3. Dock Permit Increase for 2009 from £40 per annum to £50 + VAT per annum.
4. Fuel Cost gradually on the increase.
5. Price of new vehicles has not dropped which causes second hand vehicles to be more expensive.
6. The addition of four extra licenses for December 2009, earning capabilities have already decreased with a further eight licences towards the end of this year.
7. We now have to have two MOTS' per annum.
8. The introduction of camera's for any new or second hand vehicle is now mandatory.

In addition there is the general added 'cost of living' ie. Council Tax increase from April 2009, utilities bills remain high, etc, etc.


Yours sincerely,



**Ian Hall**  
**Chairman of SHA**

480 Questionnaires sent out to the trade.....160 replies  
= 33%

Do you agree to the fare increase for 2010? 114 want proposed fare increase = 71% 46 said no to the fare increase = 28%
Would you like to be consulted every year regarding the fare structure? 156 want to be consulted every year = 97% 4 do not want to be consulted.
Do you think the Xmas & New Year Tariff 4 fare structure is correct? 70 think the fare structure is correct = 43% 90 think fare structure is incorrect = 56%
Would you like a decrease for Tariff 4 at Xmas and the New Year? 90 would like a decrease = 56% 70 would not like a decrease = 43%

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**Ian Hall**  
**Chairman - Southampton Hackney Association**

**Southampton Hackney Association**  
**Proposed Fare Increase For 2010**

<b><u>Tariff 1</u></b>	<b><u>Current Flag</u></b>	<b><u>Proposed Flag for 2010</u></b>
Day-Time 0600-2300	£2.20	For the first 202 metres or part thereof £2.60
		For the next 202 metres or part thereof £0.40
		For each subsequent 202 metres or part thereof £0.20
	1 <sup>st</sup> mile £3.80	1 <sup>st</sup> mile £4.00
Waiting time to remain £16.00 per hour		

<b><u>Tariff 2</u></b>	<b><u>Current Flag</u></b>	<b><u>Proposed Flag for 2010</u></b>
Night-Time 2300-0600	£2.95	For the first 202 metres or part thereof £3.50
		For the next 202 metres or part thereof £0.50
		For each subsequent 202 metres or part thereof £0.25
	1 <sup>st</sup> mile £4.95	1 <sup>st</sup> mile £5.25
Waiting time to remain £20.00 per hour		

<b><u>Tariff 3</u></b>	<b><u>Current Flag</u></b>	<b><u>Proposed Flag for 2010</u></b>
Sundays and Bank Holidays 0600-2300	£3.20	For the first 202 metres or part thereof £3.60
		For the next 202 metres or part thereof £0.40
		For each subsequent 202 metres or part thereof £0.20
	1 <sup>st</sup> mile £4.80	1 <sup>st</sup> mile £5.00
Waiting time to remain £16.00 per hour		

<b><u>Tariff 4</u></b>	<b><u>Current Flag</u></b>	<b><u>Proposed Flag for 2010</u></b>
Christmas and New Year 2000 on 24 <sup>th</sup> December to 0600 on 27 <sup>th</sup> December and 20.00 on 31 <sup>st</sup> December to 0600 on 1 <sup>st</sup> January	£4.40	For the first 202 metres or part thereof £3.90
		For the next 202 metres or part thereof £0.60
		For each subsequent 202 metres or part thereof £0.30
	1 <sup>st</sup> mile £8.00	1 <sup>st</sup> mile £6.30
Waiting time to be reduced from £32.00 to £24.00 per hour		

We are proposing to remove the 4x110 metre drops and to replace with a uniform 202 metre drop. Soiling charge to remain at £50.00.  
**Itchen Bridge Tolls – If any hiring involves crossing Itchen Bridge, and a toll is payable, there shall be added to the fare a sum equivalent to the toll paid.**