

Replies During Consultation

Reply 1 – Received from a Proprietor

Licensing Department,

To whom it may concern,

In response to the email advising on the changing of taxi fare prices, the Team, consisting of 6 taxi drivers would like to express their concerns.

We feel that, although the prices are raised slightly, it will still impact on the perception of the customers. They will hear of taxi fares being raised and without knowing by how much, they will avoid using the services. So consequently, customer numbers will drop.

We also feel that any price change will impact our regular customer's service satisfaction, they would be asking us to keep offering them the same old price, as they use the taxi services on regular bases. We as a company would have to invest probably a large amount in updating the software with the new charges and end up still charging old fares for most of our customers, as they are mostly regulars.

As a result of these concerns, Team feels happy to carry on with the existing charges and wishes to ask for your agreement to do so.

Thank you!

Reply 2 – Received from a Proprietor who also responded as a part of the 20 signatures.

Thank you for your time last Thursday and explaining the proposal and possible calibration. I would like to suggest amendments to this proposal,

1:- Keep the £3:00 flag fall instead of raising
It to the proposal of £3:50 .

2:- Raise the running mile proposal to
20 pence a mile instead of the proposed
10 pence a mile.

3:-To keep Tarriff 2 at 22:00 hours instead of
the proposal of moving it to 20:00 hours.

This I believe would be easier to calibrate to our meter calibration, and bring our running mile up , so we can try and re invest for our business future .

Reply 3 – Received from a Proprietor

In regards to the proposed changes I have serious concerns that customers who are already feeling monetary restraints from many other quarters will consider not using taxis as much putting our business at risk. Speaking as one of the largest taxi fleet owners I feel night time trade for more than four people will suffer considerably when they have to pay double time from 2000 hours the same as when they return after midnight. Though I am not so much against the day time changes as we haven't had a rise for 7 years I feel that the rises are being prompted by greed by single taxi operators who don't provide 24 hour service and are feeling the pinch through lack of custom. I hope you will consider these points when approving these rises.

Reply 4 – Received from a Proprietor

I suggest an increase of just over 5% after six years of fare freeze is not sufficient?

1) I would believe a more realistic would a £4 drop for three quarters of a mile and a £2 a mile charge thereafter.

2) Starting a surcharge at 20 hundred hours for rate two will be a waste of time, as the majority of island residents struggle to afford the daytime rate.

3) It would also be logical to look at standardising bank holidays as many visitors find the rates vary daily I would suggest rate 2 is probably the best option for the whole weekend except for Christmas and New Year's day, a 18.00 hours start on New Year's Day for rate 2 would also be an idea.

I would gladly speak to the Members if they would wish me to attend the next meeting.

Reply 5 – Received from a Proprietor

Dear

Licensing

Please be advised in writing I do not agree with your Taxi Fare Review

To remove the credit card surcharge as set out by the Industry for Finance

Keep the flag drop for Tariff 1 at £3.00

Leave the cost per of mile of tariff 1 at £1.80

Keep the start time for tariff 2 from 22:00 hours.

Keep the start time for tariff 3 from 00:00 hours.

Cap the issue of Hackney/Private hire plates this would increase the potential earnings for proprietors, as the Isle of Wight is already saturated with Taxis, as noted by the insufficient spaces on Taxi Ranks across the Island.

The Taxi meter software we needed to be updated on the last increase was farcical, of the amount the we had to pay to have the adjustments made to the Taxi Meters, the cost at that time was £35 per car for an onsite duration of 5 mins, a figure of which you would expect of an Hours labour in a workshop, so no doubt that the new Company that Licensing has chosen to implement supply and fix Taxi meters, has rocketed to costs that would be halved if on the mainland!

Approx. 260 Taxis X £35 generating a price of £9k for two days work is not realistic.

An increase in the Taxi fares during these times of uncertainty, will only alienate our customers against us and enhance the Bus Company.

What we need is less Taxis to push up the demand, thus not having Taxis sitting on or around the Ranks, then the taxis would be on the move, cutting back on dead mileage, thus will increase the earnings per mile, this alone would help the environment.

I look forward to your reply working with our industry.

Reply 6 – Received from a Proprietor

I think the change of the tariff is not a good idea as we have enough trouble trying to get people to use taxis as it is and deal with a lot of complaints about taxi prices already.

looking at what you have proposed I do agree with the £3.50 standing charge I cannot figure out how you're going to add an extra 10 pence per mile considering the half penny stopped many years ago and the metre clicks over every Quarter mile, also bringing the tariff 2 to 20:00 will cause the drivers a lot more aggro from the public.

I would propose if you are going to change anything we should do away with tariff to altogether put tariff 3 in its place may be change the times of tariff one from 7 a.m. till 11 p.m. and the tariff 3 equivalent to 11 p.m. till 7 a.m.

Reply 7 – Received from 20 Proprietors

See attached document.