

From: Daniel Whiteside [mailto:daniel@whitesidetaxis.co.uk]

Sent: 02 April 2016 10:53

To: Chris Hambly <chris.hambly@fylde.gov.uk>

Subject: Fare Increase Proposal

Hi Chris – Thanks for the considering this request. I can confirm we are charging the latest tariff from 3rd January 2014, however we only charge Tariff 2 between 11pm and 6am as we believe Saturday and Sundays are normally working days for many locals. I would like to formally request that the flag drop on Tariff 1 is increased from £2.60 to £2.70 (0.10p), and Tariff 2's flag drop rise by 0.20p, from £2.80 to £3.00. I would also ask for a 5% reduction of yardage on all tariffs (from 404 to 384 tariff 1 flag drop and 202 to 192 for every 0.20p thereafter and 318 to 303 tariff 2 flag drop and reduce the yardage for each 0.20p thereafter from 159 to 152 – This is just less than 5%) . In principle I agree with the fares linked to the national average as this is a sensible means of keeping prices middle of the road for passengers. However, I would argue for this small increment for the following reasons:-

1. The national average flag drop for Tariff 1 is £2.76, so even with a 0.10p increase we would be under this guideline.
2. The current national average for Tariff 2's flag drop is £3.63, so a rise of 0.20p to £3.00 would still keep us well below this guideline (0.63p)
3. This increase would still keep us below the national average on a 2 mile journey on tariff 2 (by 0.06p) so keep us in line with the policy.
4. This request would encourage more drivers to pay for a licenses and help reduce the problem of driver shortages for companies which is an issue particularly at nights where the current flag drop and 2 mile fare are well below the national average.
(Figures are from September 2015's edition of PHTM as I have not seen the National Table of Fares in a later copy so I would estimate that the Fylde Borough is even lower down the table as typically councils around the country approve fare increases at the beginning of the year. As soon as I have the most up to date info I will revise my calculations).

The following points are simply my observations and reasons I believe it is time for a small fare increase however, although I feel they are valid, they contradict the policy of keeping to the national average:-

5. This proposed fare rise would be proactive as appose to reactive as we seem to wait till we fall below the national average before moving. This policy makes sense however, it does not reduce the 'shock' to paying customers as increases tend to be relatively large when left for several years. Also, I believe that 5% is manageable to both paying customers and owner driver due to the percentage amount and time scale from last time(the drivers won't feel aggrieved paying for a new tariff to programmed to their meter when a percent here and there doesn't really warrant this) and I feel customers will understand when we haven't had a rise for over 2 years. I feel it is more acceptable to have a 5% increase now than a 10%+ increase in a year or two.
6. Companies now incur unforeseen operating costs with the National Living Wage and Automatic Enrolment for Pensions which all have to be paid for. This have come in to play before it was decided to keep to the national average. It would give companies more scope to adjust driver rents to help pay for increased costs.
7. This proposal would bring us in to line with the average, indeed just below it on both the flag drop and 2 mile journey, on tariff 2, maintain us below the national average flag drop on tariff 1 and keep us in the bottom two thirds on tariff 1. Note: this positioning could be lower but I cannot accurately say until I have seen the latest national average table. This fare

increase would still keep us in line with most benchmarks of the national average but would give a little extra income to improve facilities.

8. Customers now benefit from new technology (Booking Apps, Online Booking, Vehicle Tracking, Emailed Receipts, Text Back) with more to come this year such as true priority IVR, Customer2Driver/Driver2Customer calling, ABOP and much more. This small increment would help cover these costs and assist some drivers replace their tired vehicle with a more modern cab.

These are my views on this matter and thanks for taking the time to reflect on them.

Warm regards

Daniel

Daniel Whiteside

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From: Chris Hambly [<mailto:chris.hambly@fylde.gov.uk>]

Sent: 01 April 2016 14:43

To: 'daniel@whitesidetaxis.co.uk'

Subject: FW: Plates Transfer and Fare Increase

Good afternoon Daniel, Andy forwarded me the request for the fare increase and I apologise for the delay in replying.

Any increase in fares is linked to the national average and we suggest that any request for a fare increase should not be greater than the national average increase. This is Policy and whilst it suggests this is our process we would be failing if we rejected any request without consideration, simply because it was not in line with our policy. If we do depart from our Policy then we should be giving reasons for doing so.

May I just clarify that Whitesides are now charging the Council maximum tariff 7 days a week? The last increase came into effect on the 3rd January 2014.

I note from your request that you do not intend to seek an increase by reduction of yardage but by an increase on the initial hiring of 10p on T1 and 20p on T2.

As such, if this is a formal request, I will set the ball rolling with a view to putting it before the next Public Protection Committee and seeking the views of the trade. But in the meantime, I would be obliged if you could confirm your current charging structure.

Many thanks

Chris

Chris Hambly

Environmental Health Manager

Fylde Borough Council

From: Daniel Whiteside [<mailto:daniel@whitesidetaxis.co.uk>]

Sent: 23 March 2016 16:37

To: Andy Hough <andy.hough@fylde.gov.uk>

Subject: Plates Transfer and Fare Increase

Hi Andy, XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX TEXT REMOVED AS NOT RELATED TO THIS REQUESTXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Secondly, I am aware that the Fylde's table of fares is linked to the National Private Hire Association's national average, as I believe my father successfully argued that this seems common sense; and I agree in principle. However, soon companies will have to cope with the burden of the national living wage and, for Whiteside Taxis, we have the extra cost of automatic enrolment to employee pensions funds. We are also investing in new tech that will benefit clients and offer them new services and this costs money. In addition, although fuel has been relatively inexpensive, it is slowly rising again, and business and living costs have all increased since the last fare increase in 2014. I was wondering if this link to the national average is non-negotiable or is there room for manoeuvre if unforeseen costs come to light after the link was made? I ask as I actual believe that drivers deserve a small increase at the moment and the public would stand a 5% increase. Our flag drop on tariff 1 is currently 0.16p less than the national average and our 2 mile journey is only 0.12p above. We are 150th in the table, about midway, and my suggestion would still keep us in the bottom two thirds.

I would like to see a 0.10p increase in the flag drop on tariff 1 which would take us to £2.70 (the national average is £2.76) and a 0.20p increase to £3.00 on tariff 2 (national average is £3.63) and reduce the yardage by 5%. I feel it is better for the customer to have a gradual increase than to have a sharp hike in prices because they have been left too long.

It was just an ideas and I would like your thoughts.

Many thanks

Daniel

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