
Cabinet Member for City Services

15th June 2022

Name of Cabinet Member:

Cabinet Member for City Services – Councillor P Hetherton

Director Approving Submission of the report:

Director of Streetscene & Regulatory Services

Ward(s) affected:

All Wards

Title:

Results of Consultation on proposals for Hackney Carriage Fares 2022

Is this a key decision?

‘No – Although the matter will affect all Wards in the City, it is not anticipated that the impact will be significant’

Executive Summary:

Following a three-week consultation period with the entire Coventry City Council trade four proposals of fare increase were considered and the results are detailed in at Appendix A. Comments by the trade detailed in Appendix B.

Recommendations:

The Cabinet Member for City Services is recommended to:

1. Consider the results of the consultation
2. Approve one of the four proposals, subject to advertising and objections.

List of Appendices included:

Appendix A – Results of the consultation

Appendix B – Comments by the trade on the consultation

Background papers:

None

Other Useful documents:

None

Has it been or will it be considered by Scrutiny?

No

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No

Will this report go to Council?

No

Report title:

Results of Consultation on proposals for Hackney Carriage Fares 2022

1. Context (or background)

1.1 Hackney Carriage fares are regulated by the City Council. The last increase was implemented in September 2014. Although the City Council has no power to directly regulate private hire fares, it is custom and practice in Coventry for private hire fares to reflect hackney carriage fares. The justification for local authorities being able to regulate Hackney Carriage fares is that customers hailing taxis from the street or from a rank have little or no bargaining power.

1.2 A three-week consultation has been carried out with the entire trade (hackney carriage drivers, private hire drivers, hackney carriage vehicle proprietors, private hire vehicle proprietors and private hire operators).

2. Options considered and recommended proposal

2.1 Four options to increase fares were considered. There were 405 responses from the trade (these are attached at Appendix A with an overall weighting score).

2.1.1 Option A – Keep Fares at the current rate (i.e. September 2014 level). 34.22% of the trade chose this option as their number one choice.

Start point daytime tariff of £2.80 with an incremental increase per 1/10th of a mile at 25p (placing Coventry hackney carriage fares as the 128th most expensive out of 356 licensing areas per Private Hire Monthly magazine April edition).

2.1.2 Option B – Taxi Trade preferred option. 42.71% of the trade chose this option as their number one choice.

Start point daytime tariff to increase to £3.80 with an incremental increase per 1/10th of a mile increasing to 30p (placing Coventry hackney carriage fares as the 8th most expensive out of 356 licensing areas per Private Hire Monthly magazine April edition).

2.1.3 Option C - 16.45% of the trade chose this option as their number one choice.

Start point daytime tariff to increase to £3.80 with an incremental increase per 1/10th of a mile remaining at 25p (placing Coventry hackney carriage fares as the 20th most expensive out of 356 licensing areas per Private Hire Monthly magazine April edition).

2.1.4 Option D - 8.79% of the trade chose this option as their number one choice.

Start point daytime tariff to increase to £3.30 with an incremental increase per 1/10th of a mile remaining at 25p (placing Coventry hackney carriage fares as the 48th most expensive out of 356 licensing areas per Private Hire Monthly magazine April edition).

2.1.5 The trade were also asked for their comments. There were 100 comments from the trade (these are attached at Appendix B).

3. Results of consultation undertaken

- 3.1 Unite Union (the Coventry taxi trade representatives) have been sent a copy of this report. Any comments received will be reported at the meeting.

4. Timetable for implementing this decision

- 4.1 It is proposed that the Cabinet Member choice is advertised in the subject to objections and then a further Cabinet Member report will hear these objections, if any. If there are no objections, then it is intended that the new meter rate will be programmed into computers week commencing 1st August 2022. If there are objections, then a further Cabinet Member report will be heard on the 3rd August 2022.

5. Comments from the Chief Operating Officer (Section 151 Officer) and the Director of Law and Governance

- 5.1 Financial implications

There are no implications on Council budgets.

- 5.2 Legal implications

The Local Government (Miscellaneous Provisions) Act 1976 lays down a statutory procedure for varying fares charged by hackney carriage drivers. This procedure involves giving public notice of the proposed changes and a 14-day objection period. If objections are made they must be considered by the Cabinet Member before the proposed fare changes or any alternative can be implemented.

6. Other implications

None

6.1 How will this contribute to the Council Plan (www.coventry.gov.uk/councilplan/)

It will help to facilitate improvements in the taxi services available to the people of Coventry, which will contribute towards ensuring that children and young people are safe; making places and services accessible and encouraging a creative, active and vibrant city.

6.2 How is risk being managed?

Through established reporting and governance arrangements.

6.3 What is the impact on the organisation?

None

6.4 Equalities / EIA

None

6.5 Implications for (or impact on) climate change and the environment

None

6.6 Implications for partner organisations?

Improvements in taxi services will benefit partner and other organisations, in terms of improving the safety, availability and value for money of taxis in Coventry.

Report author(s):

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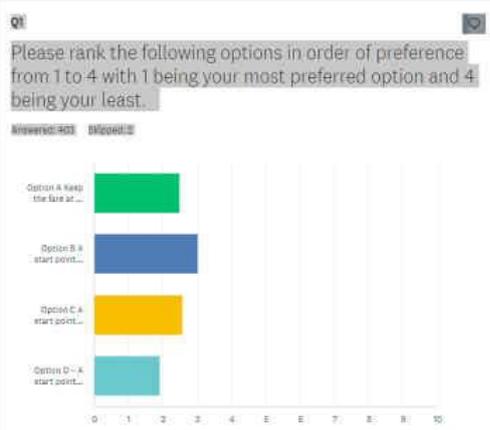
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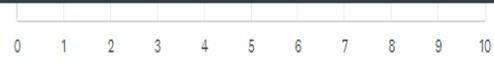
Contributor/approver name	Title	Directorate or organisation	Date doc sent out	Date response received or approved
Contributors:				
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Michelle Rose	Governance Services Officer	Law & Governance	30/05/2022	31/05/2022
Susanna Newing	HR Manager	Resources	31/05/2022	31/05/2022
Names of approvers for submission: (officers and members)				
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Legal: Syeda Ahmed	Criminal & Licensing Barrister	Law & Governance	30/05/2022	30/05/2022
Director: Andrew Walster	Director Streetscene & Regulatory Service	Streetscene & Regulatory Services	30/05/2022	01/06/2022
Members: Cllr Hetherton	Cabinet Member for City Services		30/05/2022	07/06/2022

This report is published on the council's website:

www.coventry.gov.uk/councilmeetings

Taxi Licensing possible Fare Increase Survey





	1	2	3	4	TOTAL	SCORE
<p>Option A Keep the fare at its current rate. This is a start point daytime tariff of £2.80 with an incremental increase per 1/10th of a mile of 25p. This places Coventry Hackney Carriage fares as the 128th most expensive out of 356 licencing areas.</p>	34.22% 129	18.04% 68	10.61% 40	37.14% 140	377	2.49
<p>Option B A start point daytime tariff of £3.80 and an incremental increase per 1/10th of a mile to 30p. This would place Coventry Hackney Carriage fares as the 8th most expensive out of 356 licencing areas.</p>	42.71% 167	28.64% 112	17.65% 69	11.00% 43	391	3.03
<p>Option C A start point daytime tariff of £3.80 with the incremental increase per 1/10th of a mile remaining at 25p. This would place Coventry Hackney Carriage fares as the 20th most expensive out of 356 licencing areas..</p>	16.45% 64	38.56% 150	30.08% 117	14.91% 58	389	2.57
<p>Option D - A start point daytime tariff of £3.30 with the incremental increase per 1/10th of a mile remaining at 25p. This would place Coventry Hackney Carriage fares as the 48th most expensive out of 356 licencing areas..</p>	8.79% 34	12.92% 50	39.79% 154	38.50% 149	387	1.92

Q2

If you have any alternative suggestions or would like to

Appendix B

- 1 I have selected option one
I hope for higher rates because energy/ fuel prices are very high, to account for this, higher rates would be better
- 2 rates would be better
- 3 Option B. Start £3.80 and 30p drop
- 4 Everything is gone up taxi fare need to update as well this days it's hard to make living.
- 5 Increase asap
It has been 8 years since the last increase in tariff rates. Cost of living is on the rise, so I feel it is justified that an increase in tariff rates is put in place.
- 6 it is justified that an increase in tariff rates is put in place.
- 7 Option 1
Uber have a minimum start of £4. If this is deemed acceptable for public/council, then the same should go for the starting point in the taxi trade.
- 8 same should go for the starting point in the taxi trade.
- 9 No 4 in list is good looking to me
My suggestion would be a£3-00 drop and increments of 30pence. Do away with the odd 5p on the fares, they are a nightmare.
- 10 on the fares, they are a nightmare.
- 11 2
- 12 We need pay rise definitely
This survey is doggy cause when you scroll up or down your preferences change automatically so can you please sort it out. Thanks
- 13 automatically so can you please sort it out. Thanks
- 14 CA, BA, DA, A
First option CA
- Second option BA
- Option 3: option DA
- 15 Option 4: option A
Start point daytime tariff £3.10 with the incremental increase per 1/10 of a mile 30p.
- 16 This is my suggestion. Thanks
To be sorted as soon as possible taking far to long many other councils did something months ago
- 17 months ago
- 18 Minimum tariff should be 5 pounds 1/10th 25 remaining
- 19 N/A
- 20 It would be great if £3.30 start and then 30p increase per 1/10th of a mile
The best option is to get Wolverhampton taxi license no one can save black taxi if you do any change you make it Worse more people go to Uber
- 21 any change you make it Worse more people go to Uber
I would suggest start point day tariff of 3.30 with the incremental increase per 1/10th of a mile 30p.
- 22 mile 30p.
- 23 Minimum £5.00 and then £.30 every drop because high inflation.
Minimum tariff should be £5 all day night
- 24 1/10th of a mile remaining at 25p.
- 25 Minimum fare £5
I feel to be competitive either keep the tariff the same or even lower it to increase volume of passengers. I feel currently the business is on a downward spiral. Any increase in price will shatter the black cab trade completely the cabs should be priced competitively so it can keep up with Uber and ola
- 26 keep up with Uber and ola
- 27 Please bring bolt in Coventry
- 28 2
- 29 If we look present situation, cost of living gone up dramatically so people can't afford day to

day things. So this pay rise is essential for taxi drivers also for protest their Job plz don't make it too expensive otherwise we will kill the trade.

People have cheaper options.

30 But our expenses have gone up as well.

31 Please make sure fellow operators like OIA also follow this policy, some operators are keeping low fares even below £2.80min. Thanks

32 B

Firstly fuel prices Hackney parts prices gone shoot high food prices gone up even bage gone up gas/electricity etc etc bus/trans/air fares nothing came down we are deserving to fare rises thank

33

Scrap Bank holidays rate

But

Keep Christmas Eve

Christmas Day

New year Day

Display in the partition our competitors rate for Minimum Fare (UBER)

34 As comparison the passenger can see

35 Option 2

36 3

37 Or I think Increases the minimum fare and don't increase more than 25p after keep it same as we have this time

Or simplifying the fare structure by adopting the current £3.60 tariff 2, 24hrs a day.

Also, the holiday tariff should only apply on Xmas eve, Xmas day, Boxing day, New Year's Eve and New Years day, as it was previously many years ago, thus keeping Hackney

38 Carriages competitive with Uber.

39 Should be minimum £5 to cover short distance fares.

40 If we put fare up we will lose a lot of work that we have

41 Daytime minimum £4 and night time minimum £5

42 3

43 Start £3:50

44 Start at £3.80 then £0.30p

The fuel increased

doesn't increased what we want

45 You should serve 6 or 7 month ago

46 Need some extra for more than one baggage

47 I am okay (agree) with option B.

48 Card payment should be min £5

49 Minimum starting £5.00 then.25p

50 In my opinion it is better to keep as it is the reason the customers always complain about

the hackney carriage fare when they compare with Uber and Ola.

51 The sooner the fare increase the better due to cost of living rising
Could be a good idea to start it off at £3.30, then increase 30p every 1/7th of a mile. Shorten the distance of the increase.

52 Thank you

My suggestion is that instead of it being a £3.80 start, the tariff should start at £5.00 with a 30p due to the increase in taxi licensing fees. A £5.00 start would at least somewhat make up for that increase we are paying.

53 up for that increase we are paying.

Keep fares as it but decreases the mileage so customers don't realise the increase in fares

54

55 Hookups fare should start from £5 as mostly jobs are under 1-2 miles please.

56 Reduced the distance please thanks

If you set up minimum fare £5 to start with

Or £4 that will be a good idea. As most of jobs are £2.80 after waiting in the rank for hours. Shoppers taking advantage of £2.80 with loads of shopping and some times moving homes with minimum fare of £2.80

Which is very cheap to carry 5 passengers. Myself bought electric taxi £70000 and how I am gonna keep up things with £2.80

Also Council must put end to uber drivers from different cities which killed black cab industry for good.

57

We need a slight increase but not too much as it will stop customers getting into black cabs. The council should reduce their badge fees and taxi Licencing fees the rates they charge

58 are extortion !

59 3

Hi, I would go for option B, start from £3.80, also I would request to apply the same rate at night aswell, it'll make drivers & customer's life easier, also I would suggest to finish the higher bank holiday fare, & keep. The same £3.80 tariff, apart from the Christmas & boxing day... Thanks & kind regards

60

We are already in a very tough situation with the cheap prices the app based firms are applying. A price increase for decimate the trade for Coventry Hackney drivers also we have to get electric vehicles in 2024 which are very expensive. We are in unprecedented times with price of living has spiralled and will get worse. So the taxi will become a luxury it will be least important for households. So no price increase please yet.

61

The Start tariff of £3.80 should be the same in the day and night and the additional 25p per 1/10th should remain the same.

62

Starting tariff should be same between day & night

63

Given the current cost of living crisis any unreasonable increase in fare will damage the already struggling taxi trade. Fair should be increase only to cover the extra cost of fuel. Make a minimum charge of £5.00 no matter how short the journey. In my experience having worked in the trade these can be most difficult to cover.

64

65

It is imperative that the fare review reflects the increased running costs we are facing on a day to day basis

However ...we are also further hit by our daily increase in day to day increase in our lives through tax increases ..high energy rises and inflation increases alongside the whole country...

66

So...as this is our main source of income ..it is vital the fare rise is brought in line to reflect current living expenses and the high running costs of our vehicles...

It has been a very difficult period of trading in the last couple of yearsand unless there is a shift or assistance we as proprietors will be unable to make further investments into this trade ..

I have been a long standing servant of this trade and understand the daily workings and expenses involved ...

You may contact me ..

Thanks

0257

67 £5 a mile

68 Start point day time tariff £3.60 with the increase per 1/10th of miles 30p

I think a fare increase would possibly encourage people more to do get cheaper sources. I agree with the fare increase but you need to get rid of the competition. You cannot compete with these app based taxis from other areas. Something has to be done to eliminate these cheaper options. As the purse gets tighter, people go for the cheaper options.

69 Start with 3:60 and 25 per drop

Might also help to extend the end date of the current policy to only renew taxi licenses for zero emissions vehicles till 2024..

71

72 4
£3:80

73 30 pence

74 Keep the same rates but shorten the distance or add £1 on top of the usual fare

75 No

Without a fare increase the taxi industry is becoming unsustainable for the drivers, therefore will result in many drivers leaving the industry.

76 All disabled passengers and pensioners should get 10% off the total fare.

A start point daytime rate of £3.00 and an incremental increase per 3/10th of a mile of 25p.

78 Don't want to shock the paying public with a huge increase, driving away the already meagre number of customers, my proposed subtle increase will have a less of an shocking

impact.

79 None
My suggestion is we need to increase just starting point from day time 3.80 and night time 4.60.

25p for 1/10 of a mile is OK..No need to change that

80 Thank you

81 Start at £3.80 and go up by £0.20 every tenth of a mile
I think the fare must be increased because as

82 all other trades around the taxi drivers aren't making enough leaving income to support there family
Survival in this trade has become difficult. local drivers switching to UBER on Wolverhampton license. Please do check on OLA services they pay drivers extremely low

83 rate. And people like paying less.
This is madnes.

When the fuel cost increase 100% government did not asked us if we want it to be increased or not. When the cast of everything else increases 200 to 300% no one went for survey

Now when taxi jobs gone down more than half then instead of increasing the fare it is put on survey

If all governments workers including taxi officers decreased to 6 years ago wedges then taxi fare do not need to be increased

84 There should be a reasonable increase in the fare because we have compete app based

85 companies.

86 Night shift£4.50

87 Option A keep current rate
No pay rise since 2014

88 But council just put their fees every year

89 Averting is going up very hard for me as a taxi driver.

90 Fuel is very expensive and maintenance hardly to survive
Based on a mile journey, the facts you have given in regards to being 20th or 8th most expensive in 356 licensing areas, is intact an outright lie, another scare tactic in order to put

91 Coventry licenced off.
Please consider the fuel prices in mind before making any further changes.

92 Thanks

93 Need cheaper electric cabs
Meter price should be £3.80 specially with fuel costs and expenses going up and after 10pm it should be £4.80

94 £4.50 start then 50p increments
How about a day time start with 2.80 and fare start going up as we drive off . Most people

96 look at the starting fare and get worried .
Fares should stay the same work is starting to return now that the ph apps are becoming

97 more expensive
Bills are going high by 50% and also the fuel prices are rising every single. Us as drivers are very struggling to keep up with the bills and providing food for our families. I very hope that

98 our respected city Council take this into serious consideration and act accordingly. Thank

you.

99 £5.00 fixed start the metre day and night rate And drops 25p

100 No comment