

Guildford Borough Council  
 Hackney Carriage Fare Review 2022  
 Objection Received to Advertised Fares

The Council adopted a taxi fare calculator in 2013. This is used to calculate fares based on the cost of running a taxi and takes into account relevant elements in this.

We consulted with all the trade between asking for information on running costs prior to using the calculator to set new fares. We asked over 200 drivers and operators and received 1 incomplete response. Using this information we amended the calculator and we then consulted upon these.

The following table sets out the objection received and the response to these.

**Objection received and consideration given**

| No | Name   | Objection   | Consideration   |
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| 1  | Zulfiqar Ali<br>Received on 6 June 2022 at 00:39 | <p>I have reviewed the 'Amendment to Hackney Carriage Fares' below and I believe that at this time, the fares should stay the same as the current fares and shouldn't be increased as per the chart below.</p> <p>I believe this because in the current climate, cost of living has increased and customers will be unable to afford these new fares. We as Taxi Drivers will receive no benefit from this fare increase but instead, we will end up losing business. Also, because of Covid, business hasn't revived to pre-covid levels and this fare increase could further damage business.</p> | <p>The fares are set using an adopted methodology which seeks to allow drivers recover the costs of running a taxi and earn the average wage for Guildford; balanced against what it is reasonable for the public to pay.</p> <p>Fares were last reviewed in 2019 and costs have increased considerably in this time. Furthermore the average number of mileage completed by licensed vehicles has reduced, meaning that costs need to be recovered over fewer journeys</p> |

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|   |   |   | <p>resulting in a higher fare under the methodology.</p> <p>The fares are a statutory maximum. The trade cannot charge more than this rate but may choose to charge less should they wish for any reason, including to encourage custom/competition.</p>           |
| 2 | <p>Nasar Hussain<br/>Received on 3 June 2022 at 09:42</p> | <p>Thank you for the update below.</p> <p>I have taken the opportunity to review the fare rates below. The rates have increased significantly and this will have an impact on our trade. With cost of living and inflation soaring it is very likely that we will see a significant loss of trade as the new rates will be deemed to be too expensive for customers.</p> <p>We do acknowledge there is a requirement for the rates to be adjusted and therefore a rate increase of 15% is reasonable.</p> | <p>As above.</p> <p>The methodology was developed as the Council did not wish to have fares reviewed with arbitrary increases which have no basis.</p>   |
| 3 | <p>Alison Wood<br/>Received on 2 June 2022 at 14:29</p>   | <p>I would like to object to the proposed increase of Hackney Carriage fares, I believe that in the current economic climate this increase would be suicidal for the trade. I believe, with the astronomical fuel prices which continue to rise, a fuel surcharge would be more appropriate at this time.</p>   | <p>As above.</p> <p>A fuel surcharge was previously removed as can increase confusion and is difficult to implement due to the varying price of fuel between filling stations. No suggestion about what level the fuel surcharge should be set at is provided.</p> |
| 4 | <p>roy mallyon<br/>Received on 2 June 2022 at 14:05</p>   | <p>We only want 10% don't want to be greedy we're losing trade to Uber</p>  | <p>The Council sets fares to allow the trade to recover their costs. Greed is not a factor.</p>  |

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| 5 | <p>sajad Hussain<br/> Received on 2 June 2022 at 13:54 and 15 June at 10:23</p> | <p>I cannot understand how this is calculated.<br/> Already the rates are ok.<br/> The increase is way to high<br/> I therefore object to this increase.<br/> It should only increase with the rate of inflation which is 7-10%</p> <ol style="list-style-type: none"> <li>1. Your robust methodology from my opinion is not fit for purpose, reason being firstly as you have stated that only one person has filled out the questionnaire (partially), so how did you work that out?</li> <li>2. Also because people can't be bothered to fill it the questionnaire out how have based the increase on?</li> <li>3. Also we are in a living squeeze, we should be helping people and not making it worse for the customer.</li> <li>4. Correct me but GBC meter rates are already one of the highest in the country?</li> <li>5. Rate of inflation is between 7-10%<br/> Rate should be based upon that.<br/> Not the rates you have made up from thin air, which in my opinion are about 30-40 %. Therefore in my opinion each job should only increase by £1 or 10% to cover the inflation etc</li> <li>6. We have competition in Uber and other private hire companies, we are currently competitive with them, with the new rates you have suggested, you will kill off any business we have.<br/> Also have done a survey and all customers are not happy with this big increase.</li> </ol> | <p>As above.<br/> The number of new drivers and other points below this are not relevant to the fare review.</p> |
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|  | <p>7. As suggested by yourselves, that we can negotiate lower rates etc, then why have the meter, purpose of the meter is to give the customer satisfaction that we are not robbing them, and these fares should reflect that, and give the customer peace of mind, stress free and security.</p> <p>These are my reasons, please reflect on this and do not raise the rates so high, I object...</p> <p>I also believe the council has other pressing matters eg.</p> <p>1. Number of new drivers?<br/>As you know they are all doing these tests online without revision and cheating it is very easy when you are at home with an Atlas opened etc or having a friend do it etc<br/>I have had a number of customers refusing to go with taxi drivers that don't know the way or have to put it in the GPS etc</p> <p>2. Why is it that no new drivers have printers for their card machine, when you the council made it compulsory on us old drivers to purchase printers, have the council checked on this, I don't think so.</p> <p>3. CCTV, council have given no guidelines as to how they will tackle GDPR, how it will affect school runs with children in it, how it will affect, when we will have our families and children in it and who will supply and fit and costs associated etc</p> |  |
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|   |  | 4. Security guards on Friday and Saturday night, they turn up late always, only work till 2am, as you know all trouble starts after 2am to 3:30am, why are we paying for them? When we need them there not there!   |  |
| 6 | Carl Van Wyk<br>Received on 8 June 2022 at 12:21           | I'm objecting to the new taxi fares as I believe it's too much of an increase. I have a lot of elderly customers that couldn't afford those prices. I think a fuel surcharge would be more appropriate but we should not change the current fares.  | As above.  |
| 7 | Mohammed Nabi<br>Received on 10 June 2022 at 07:26         | Please note my rejection to the proposed fare increase. My opinion would be an increase of 50p fuel charge on each job why fuel is high and increase of no more than 10%  | As above.  |
| 8 | Andrew Cox<br>Received on 14 June 2022 at 10:45            | I am objecting to the proposed fare increase, I think it is too much, we do need an increase but I think a smaller amount would be better accepted by the public.   | As above. No figure for an increase is suggested.  |
| 9 | Ian Brennan<br>Received on 20 June 2022 at 12:26 and 13:04 | Most of our drivers would like £1 extra pull off and £1 fuel charge on extra.<br><br>The £1 on the pull off is enough increase for our fares and £1 on the extras until fuel prices drop back down to a normal price and we represent all drivers myself<br>naheem reg steve as a committee | As above. No indication is given about what a 'normal' fuel price is, and there is no evidence that this is the view of all drivers. |