

Proposed Taxi Fare increase

- 1 Research Licence Districts
- 2 Work out a fair meter price that is good for the trade and public
- 3 Compare against Local Bus Fares
- 4 To leave the change workable for next fare increase

Taxi fare tables

- League table of all 363 Councils
- How the book works
- Prices to the right of the town are colour coded The prices are for the first two miles the colour is the year it was implemented



To find a tariff suitable for our
use

2012 Dover 140

2008 Canterbury 137

Canterbury had their increase 4 years before us So they are due for a fare increase We both are on £6.00 for the first 2 miles

135	BOSTON	£6.00	●
136	BRACKNELL FOREST	£6.00	●
137	CANTERBURY	£6.00	●
138	CARMARTHENSHIRE	£6.00	●
139	CASTLE POINT	£6.00	●
140	DOVER	£6.00	●
141	EAST HAMPSHIRE	£6.00	●

2012 Folkestone 103

Folkestone's fare increase was the same time as ours
But they are 20p over 2 miles more than us
they also due for a fare increase

101	DERBY	£6.20	●
102	EAST CAMBRIDGESHIRE	£6.20	●
103	FOLKESTONE & HYTHE	£6.20	●
104	HORSHAM	£6.20	●
105	IPSWICH	£6.20	●
106	LINCOLN	£6.20	●
107	MENDIP	£6.20	●
108	NORTHAMPTON	£6.20	●
109	ROCHFORD	£6.20	●

2017 Ashford 70

This Tariff looks like the one to work towards
£6.40 for the first 2 miles

66	MOLE VALLEY	£6.50	●
67	SOUTH CAMBRIDGE	£6.50	●
68	SOUTH SOMERSET	£6.50	●
69	WORTHING	£6.50	●
70	ASHFORD	£6.40	●
71	BRISTOL	£6.40	●
72	CREWE & NANTWICH	£6.40	●
73	HARLOW	£6.40	●
74	LEEDS	£6.40	●

Conclusion

- 70 Ashford £6.40 2017
- 103 Folkestone & Hythe £6.20 2012
- 137 Canterbury £6.00 2008
- 140 Dover £6.00 2012

Proposed fare increase

	Start Price	Unit price	start yards	drop yards	First mile	Next mile
2008 Metre Price	£3.00	£0.10	400	117	£4.20	£1.50
2012 Meter Price	£3.30	£0.10	400	117	£4.50	£1.50
percentage increase	10%				6.90%	
Proposed Fare	£3.20	£0.20	300	207	£4.60	£1.70
	-3%				2%	
Decrease start price	£3.30 to £3.20		-3%			
First mile from	£4.50 to £4.60		2%			
Each mile after first mile from					£1.50 to £1.70	
First two Miles from	£6.00 to £6.30		5.1%			
Prices above are to the nearest Pound or 10p						

Outcome

Prices base on first 2 miles

- 70 Ashford £6.40 2017
- 88 Dover £6.30 2019
- 103 Folkestone & Hythe £6.20 2012
- 137 Canterbury £6.00 2008

Local public transport Bus's

4 people travelling in a taxi should be cheaper than 4
on a bus
(local fares)

Lets compare prices

- Its your turn now to give me taxi prices for 4 people travelling
- I will start with Deal Drivers

South Street to St Leonards Church



Ticket Results

Suggested route

bus 81 Deal, South Street → Upper Deal, St Leonard's Church - Leaving 16:52 / Arriving 16:59

Single & return tickets



single

- valid for one single journey
- 4 Adult

[Full terms & conditions for this ticket](#)

Paper ticket - on bus
Available to buy on the bus.

Total
£6.80



return

- valid for one outward and one return journey between the same points
- 4 Adult

[Full terms & conditions for this ticket](#)

Paper ticket - on bus
Available to buy on the bus.

Total
£10.40

Pencester Road to Common Lane River



Ticket Results

Suggested route

bus 90 Dover, Pencester Road (Stop B) → River, Common Lane - Leaving 16:34 / Arriving 16:52

Single & return tickets



single

- valid for one single journey
- 4 Adult

[Full terms & conditions for this ticket](#)

Paper ticket - on bus
Available to buy on the bus.

Total
£10.80



return

- valid for one outward and one return journey between the same points
- 4 Adult

Paper ticket - on bus
Available to buy on the bus.

Total
£16.40

South street to Walmer Cricket ground



Ticket Results

South Street, Deal to St Richards Road,
Walmer, Deal

leaving 17:00 on Sat 12 Jan

4 passengers

Single & return tickets



single

- valid for one single journey
- 4 Adult

[Full terms & conditions for this ticket](#)

Paper ticket - on bus
Available to buy on the bus.

Total
£8.80



return

- valid for one outward and one return journey between the same points
- 4 Adult

[Full terms & conditions for this ticket](#)

Paper ticket - on bus
Available to buy on the bus.

Total
£13.20

Old Park Barracks to Pencester road



Ticket Results

Suggested route

bus 61 Whitfield, Old Park Barracks → Dover, Pencester Road - Leaving 16:28 / Arriving 16:51

Single & return tickets



single

- valid for one single journey
- 4 Adult

[Full terms & conditions for this ticket](#)

Paper ticket - on bus
Available to buy on the bus.

Total
£10.80



return

- valid for one outward and one return journey between the same points
- 4 Adult

Paper ticket - on bus
Available to buy on the bus.

Total
£16.40

The outcome

- I have given you a tariff which is middle range of local Councils
- A taxi fare that competes with local bus service
- Plus altered the yardage to make it easier for future tariff changes

- Thank you for
Listening