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**Sent:** 21 June 2019 10:50  
**To:** Elizabeth Georgeou  
**Cc:** Anthony Byrne; Paul Sutton  
**Subject:** Fare increase proposal

Hi Lizzy

As per the fare tables emailed to you on the 13th June 19

Please could you put these tables forward as the increase the trade would like under the agreed formula.

Kind Regards

Mark Jennings (Secretary, Southend Licensed Taxi Drivers Association)

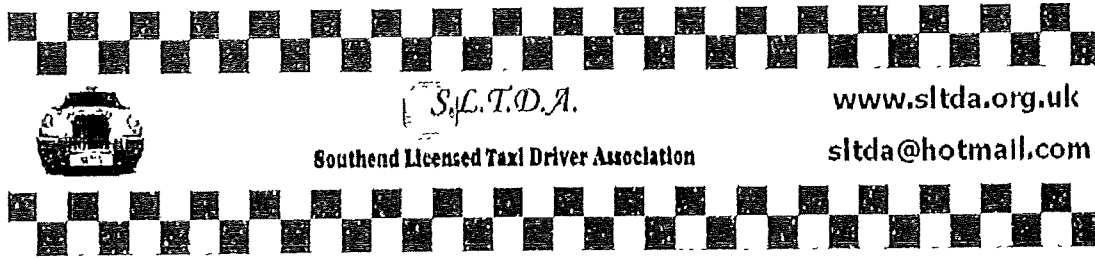
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Dear Mr Robinson

As discussed at our consultation meeting on the 25<sup>th</sup> March 2014, I am writing this proposal for a new formula to calculate future fares for the taxi trade in the Southend on sea borough.

We propose that the current pick up formula be replaced with this:-

In the Private hire and Taxi monthly magazine there is a table of all 377 boroughs of England's Taxi fares, these are collated by the National Private Hire Association, which are then published by the magazine.

As you can see from the tables attached, as of February this year we are currently 110<sup>th</sup> in the table.

Historically we have been as high as No 60 and past years have seen us languishing around the middle of the table, we feel that due to the geographical locality of our borough, especially in relation to London, we need to be back at No 60. This is due to factors which include the high cost of living in this area, the high running costs of maintenance, insurance, fuel and the price of car parts in the south of England.

If you care to benchmark our borough you will see that Rochford, Castle point, Brentwood & Chelmsford (at No 62) are all in front of us, with Thurrock, Braintree and Basildon a little way behind.

Where you are on the table is determined by how much your meter reads at the point of 2 miles, currently ours reads £6.00. This figure is the cost of the average taxi journey in England.

We feel that we don't want to go any higher than No 60, as this would be too high for the users of taxis in our borough.

We propose that we take the figure that at No 60, currently £6.20, and adjust our meters accordingly to reach that figure. This can be done by either adding the figure to the face of the meter, currently £2.80, making it £3.00, or reducing the yardage until the new figure is reached, or a combination of both.

Then we would not start the process again until we dropped below 100 in the table. The reason for this is that again historically the difference between 60 and 100 is approximately 20 pence, and it takes approximately 2 years to drop to No 100 from No 60