

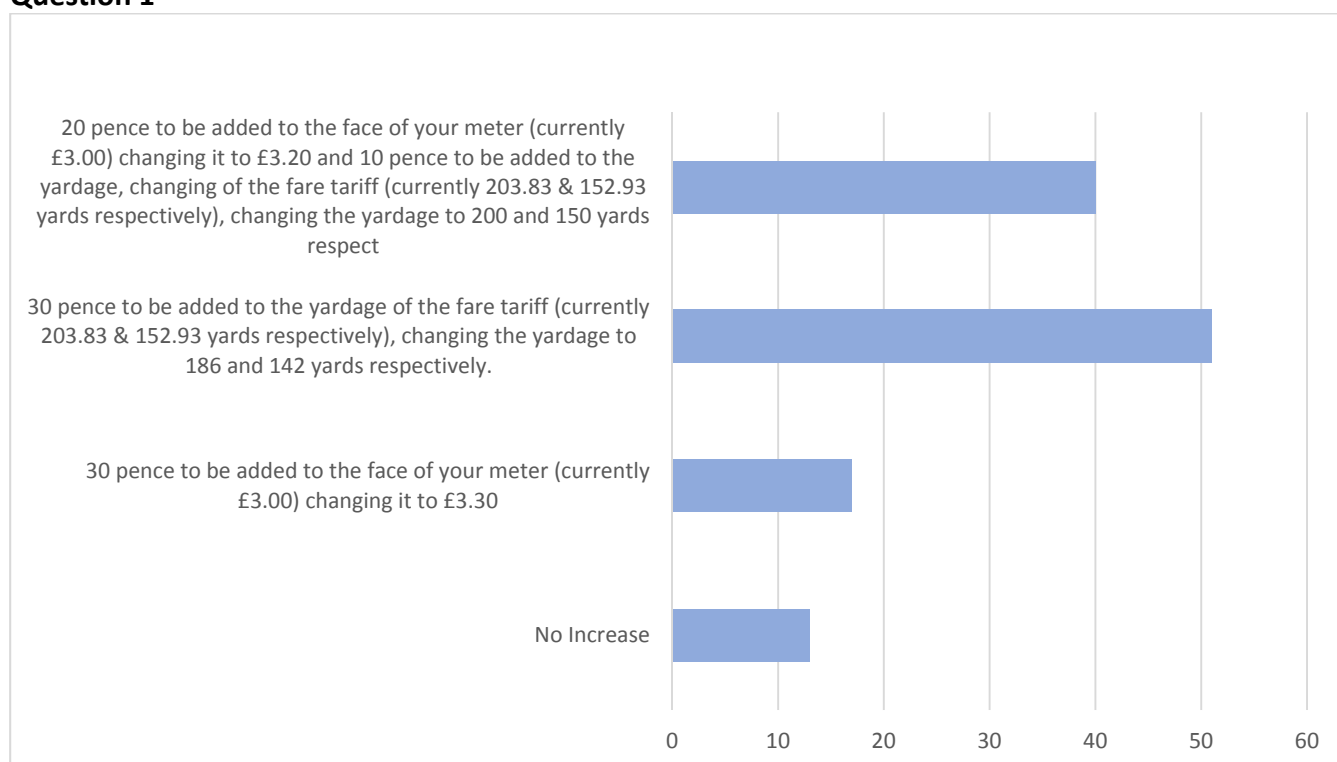
## Fare Increase – Southend Taxi & Private Hire Drivers Consultation 2019 – Analysis Report

The Licensing Authority conducted a consultation on behalf of the Southend Licenced Drivers Association who have applied for a fare increase on behalf of Southend Taxi & Private Hire Drivers. A five week consultation/ campaign was launched on the 6<sup>th</sup> August until 7<sup>th</sup> September 2019, which included information promoted online and an online survey. This consultation was directed at all Taxi and Private Hire drivers to get their views on the proposals submitted.

### The results

A total of 129 drivers accessed and responded to the consultation using the online survey, responding to the questions set in relation to the suggested fare increase.

#### Question 1

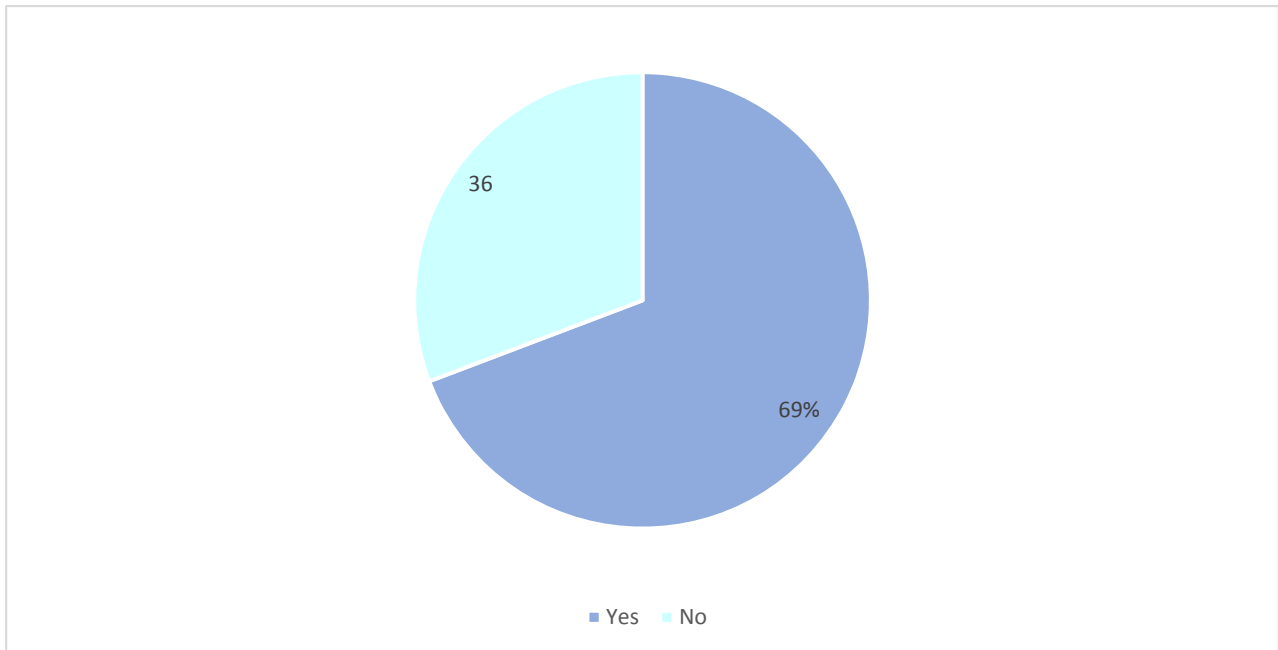


Of those responding 42% agreed with the option of *30 pence to be added to the yardage of the fare tariff (currently 203.83 & 152.93 yards respectively), changing the yardage to 186 and 142 yards respectively.*

With 33% choosing the option of *20 pence to be added to the face of your meter (currently £3.00) changing it to £3.20 and 10 pence to be added to the yardage, changing of the fare tariff (currently 203.83 & 152.93 yards respectively), changing the yardage to 200 and 150 yards respect.*

## Question 2

It is proposed that the Boxing Day rate remains at double the normal unsocial hours charge currently at £8.00 with 40 pence increments to stay the same from 00.00am to 06.00am. The charge from 06.00 am on 26th December to 6.00 am on 27th December to be reduced to the day charge currently at £3.00 plus an additional £2.00 with 30 pence increments on the yardage.



69% of those responding agreed with the proposal that Boxing Day rate remains at double the normal unsociable hours.