

Appendix 3 - Hackney Licence Holder Online Survey

Questions posed in the Hackney Carriage Licence holder online survey:

- i. *Do you agree that the full 23% increase should be applied to the Fare Tariff?*
- ii. *If not, why not*
- iii. *Do you agree that this should be applied to both the yardage fare and the waiting time?*
- iv. *Do you think the flag rate should be amended as follows (select one of 3 options - Tariff 1 £2.60 / £2.80 / £3.00)*
- v. *Do you think the flag rate should be amended as follows (select one of 3 options - Tariff 2 £3.00 / £3.20 / £3.40)*
- vi. *Do you agree that the fouling charge should be increased to £50?*

Overwhelmingly, the majority of respondents (1256) agreed that the full percentage increase suggested by the formula should be applied to the Fare Tariff and 1267 respondents wanted that applying to both the distance and time elements of the tariff.

With regards to the flag rates there was much more variance in opinion:

- Day Flag
 - £2.60 = 49% (640)
 - £2.80 = 15% (194)
 - £3.00 = 36% (461)
- Night Flag
 - £3.00 = 53% (692)
 - £3.20 = 11% (137)
 - £3.40 = 36% (466)

The vast majority (1218) agreed with increasing the fouling charge to £50.

Verbatim Text from 39 survey respondents that did not agree to the application of the full 23% to the Fare Tariff:

0.15

23% for days would be ok. 10/15% for nights would be better. Higher fares will be off putting and turn trade away to uber etc

Already too much competition already

An increase of 23% would be too large in one instance I'd try rate of inflation (12%).

Because less people will not use Hackney Cabs and the Council will increase all our expense (MOT, Renewal Bags and so on) I prefer the rate started from 20:00 instead 22:00

Because,23%” i think is slightly higher fares for the majority customers in the long terms, specifically when you have competition with Uber” and Bolt and other’s putting their lowest fare’s to attract customers, I personally think a slightly less expensive than 23%” would be right fairly priced affordable efficient to the customers, to be fair however, the costs of the living is having a effective struggle on all works of lives, Finally, we would like maintaining our trust worthy repetition to our customers and continue providing good service in the hackney carriage taxi trade in the future
Competition

Cost of living going up. This will have negative impact on our taxi trade. We want to be competitive in the market. I will recommend 7% increase in night fare And 15% increase day fare. Everyone is struggling and going through tough times. Night starting fare should remain same 2.80

Day fare should +23% Night fare should +10%

Does not cover the all round financial difficulties now and what lies ahead &3.50 days £4.30 nights.

Fares are already too much compared to Uber. The trade is struggling as it is I believe it should be minimum %30 increase due to the cost of living.

I believe it should go up gradually not at the same time 23% should go up in next 2-3 years

I believe the tariff should go up in 2 increments over the next 6 months 12% and then again in December by 11%. This will allow public to adapt without noticing to much of a shock we should analyse the data after the first increase and then we could better anticipate if the next rise should be 11% or significantly lower.

I think it is to low, especially when everything is going up again very soon and we still haven't recovered from all the increasing prices already

I think it will be too much

I think we need to strike a balance with our main Competition which is Uber

I understand costs are going up. However costs are going up for every member of the public. This full increase in my opinion will be damaging for the Hackney trade.

We need to think about the public and not just the benefits for the drivers.

It is very high increase for public

It should be more than 23%

Passengers are already struggling to pay the fare

The day rate should be increased but the night rate is ok and we are already struggling to compete with uber increasing the night rate would kill the black cab trade

The fair should be used to adjust the flag fare and start the night rate earlier

This should be more than

To much all in one fare rise. The newspapers will have a field day. The 23% is justified but should have been gradually implemented over the last 5 years where there has been not fare rises.

Too much too soon. We are struggling to compete with half of Wolverhampton and Sefton. 10% plus 5% p.a

Too much, we will lose work to private hire.

Too much, it will kill the trade, all passengers I've spoken to, have said they'll use Uber instead of a black cab.

Too much. It should be only a slight increase of 15% on day rate and 10% on night rate due to financial difficulties that many people are going through after the pandemic who may be deferred from using Hackney vehicles. Also, there are many competitors in the market that operate at a very low rates.

We want the trade should not be bad effects but want only reasonable increases With other local taxi firms Charging lower fares we will not see many people using our service. Already there has been an impact due to higher bills.

The 23 percent is too much many people will not be able to pay the extra cost

This fare increase is too much. It will result in decrease of workload and is inappropriate too when there is a great squeeze heading our way...

Too much expensive and will lose work

Inflation going high hard time for every to manage expenditure utility bills around 10% increasing should be ok for everyone

Already expensive

It should be equivalent with 80p surcharge too high might lose customers due to inflation.

Fares on Tariff 2 do not need to increase otherwise we are going to lose a lot of work to competitors, however I think 23% increase on tariff 1 is justified.