

Report for Resolution

Report To: Licensing & Appeals Committee - 15 March 2010
Subject: Hackney Carriage Annual Fare Increase and Tariff Card
Report of: Head of Street Management and Enforcement

Summary

To present for the Committee's consideration a proposed revision to the format of the hackney carriage fare card.

Recommendation

That the Committee considers the revised format of the hackney carriage fare tariff card and determines whether the updated fare card, should be in the same format as in previous years as shown in appendix 1 or adopts the proposed revised format as shown in appendix 2.

Wards Affected: All

Financial Consequences – Revenue

None

Financial Consequences – Capital

None

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1. Introduction

- 1.1 On 18 January 2010 the Licensing and Appeals Committee considered a report in respect of the annual review of hackney carriage fares. The proposed amendments to the fare tariff were subject to a 14-day public notice which was published in the Manchester Evening News on 3 February 2010.
- 1.2 No objections were received in respect to the fare review proposals and therefore the proposals will be implemented with effect from 7 April 2010.

2. Proposed Amendment to the tariff card format

- 2.1 The existing tariff card format has been in place for a number of years. Additional information has been added to the tariff card in recent years to give examples of average journey costs according to distance and information regarding credit card payments.
- 2.2 The Council's design and print unit have been asked to review the fare card format to make it easier to read particularly for visually impaired people. A suggested alternative format is attached at appendix 2.
- 2.3 The report considered by the Licensing and Appeals Committee in January 2010 indicated that any proposed revisions to the hackney carriage tariff card would be considered by the taxi disability working group. This has not been possible as the group has not met within this period. However comments were sought from the Adult Physical Disability Partnership Board Business group who met on 3 March 2010 (the taxi disability working group is a sub group of the Partnership Board). They provided the following comments:
 - the revised version attached at appendix 2 is their preferred option as it is easier to read
 - They would prefer the text to be bigger if possible
 - They would like the fare card to be produced on a yellow background with black lettering as they advised this is the clearest colour combination for visually impaired people

Officers have advised that they will not be able to make the text bigger for the current fare card as this is the maximum size that can be fitted in the space where the fare card is located. However further work will take place to identify whether there is a suitable alternative location within the cab where a larger fare card could be accommodated. Officers have also agreed to provide large print copies of the fare card to the Adult Physical Disability Partnership Board Business group and anyone who requests a large print copy.

- 2.4 In addition taxi trade representatives of the taxi disability working group have been asked for their views on the proposed revised format

At the time of drafting this report comments have been received from Mantax who feel the proposed layout is cleaner and sharper than the current format and a definite improvement. They would however like to see the following:-

- A larger City Council logo in a prominent position at the top.
- They would like the cab number to be more prominent.
- They would like all text to be in capital letters.
- They suggest that a website link indicating where information is available is published regarding taxis/licensing and complaints.


Officers have advised that it may be possible to make the cab number and City Council logo more prominent; however this will be dictated by the maximum size of the card. It is not advisable to change the print to capital letters as this makes it harder to read for people with a visual impairment. It may be possible to add the web link, but again this will be dictated by the maximum size of the fare card.

Any further comments received from the trade representatives will be provided verbally to the Committee at the meeting on 15 March 2010.

3. Conclusion

The report presents the existing and a proposed revised hackney carriage tariff card format and feedback from the Adult Physical Disability Partnership Board Business group. Committee are asked to determine which format they wish to be utilised for the 2010 hackney carriage tariff card to be implemented with effect from 7 April 2010.

FARE CARD SHOWING PROPOSED TARIFF

 MANCHESTER CITY COUNCIL	PUBLIC TAXI FARES AND CHARGES (with effect from 7 April 2010) Fares detailed below are the MAXIMUM fares which may be charged	CAB NUMBER			
DAY(6.00am until 10.00pm)					
First 455.34yards (416m)		£ 2.30			
then for every 214.38 yards (196m) or part thereof		20p			
Waiting time every 42.95 seconds (£2.80 per 10 mins, £16.80per hour)		20p			
NIGHT (10.00pm until 6.00am) [Bank Holidays and Good Friday 24hrs]					
FIRST 276 yards (252m)		£ 2.80			
then for every 161yards (147m) or part thereof		20p			
Waiting time every 32.24seconds (£3.80 per 10 mins, £22.40per hour)		20p			
EXTRAS					
Christmas / New Year 8pm on 24 December until 6am on 27 December 8pm on 31 December until 6am on 2 January		Night rate plus 50%			
For each passenger additional to hirer (for the purpose of the fare only, two children count as one passenger)		20p			
For each article of luggage carried outside of the passenger compartment		20p			
For journeys through Piccadilly Station taxi rank barrier		20p			
Fuel surcharge (per journey)to be added if the price of diesel is £1.30 per litre or above		20p			
For journeys from Manchester Airport through barrier		70p			
Fouling charge		£20.00			
Some taxis accept credit or debit cards typically with a surcharge of between 10% and 15%					
AVERAGE COST (not including any waiting time)					
	DAY	NIGHT		DAY	NIGHT
1 mile (1.6km)	£3.60	£ 4.80	7 miles (11.3km)	£13.40	£17.80
3 miles (4.8km)	£6.80	£ 9.20	9 miles (14.5km)	£16.80	£22.20
5 miles (8.0km)	£10.20	£13.40	10 miles (16.1km)	£18.40	£24.40
<p>All fares should be charged at meter fare, UNLESS destination falls outside the Greater Manchester County or 4 miles from the nearest point of the City boundary. If the destination falls outside the above area, fare should be negotiated with the driver, before commencement of the journey. If fare is not negotiated before commencement, meter fare ONLY should be charged. IF YOU HAVE ANY QUERIES REGARDING THIS, ASK TO SEE THE DRIVER'S COPY OF THE BOUNDARY MAP.</p>					
<p>COMPLAINTS AND LOST PROPERTY - PLEASE CONTACT: Manchester City Council, Licensing Unit, PO Box 271, Manchester, M18 8YU Telephone: 0161 234 4917 email: taxi.licensing@manchester.gov.uk Fax: 0161 274 7036</p>					
<p>To request a copy of this document in large print please call 0161 234 4858</p>					

Fare card showing proposed tariff

Public taxi fares and charges (with effect from 7 April 2010)

Cab number

Fares detailed below are the **MAXIMUM** fares that may be charged

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Day (6am until 10pm)		Night (10pm until 6am) [Bank holidays and Good Friday 24hrs]	
First 455.34yards (416m)	£2.30	First 276 yards (252m)	£2.80
then for every 214.38 yards (196m) or part thereof	20p	then for every 161 yards (147m) or part thereof	20p
Waiting time every 42.95 seconds (£2.80 per ten minutes, £16.80 per hour)	20p	Waiting time every 32.24 seconds (£3.80 per ten minutes, £22.40 per hour)	20p

Extras	
Christmas/New Year 8pm on 24 December until 6am on 27 December 8pm on 31 December until 6am on 2 January	Night rate plus 50%
For each passenger additional to hirer (for the purpose of the fare only, two children count as one passenger)	20p
For each article of luggage carried outside the passenger compartment	20p
For journeys through Piccadilly Station taxi rank barrier	20p
Fuel surcharge (per journey) to be added if the price of diesel is £1.30 per litre or above	20p
For journeys from Manchester Airport through barrier	70p
Fouling charge	£20
Some taxis accept credit or debit cards typically with a surcharge of between 10% and 15%.	

Average Cost (not including any waiting time)							
		DAY	NIGHT			DAY	NIGHT
1 mile	(1.6km)	£3.60	£4.80	7 miles	(11.3km)	£13.40	£17.80
3 miles	(4.8km)	£6.80	£9.20	9 miles	(14.5km)	£16.80	£22.20
5 miles	(8.0km)	£10.20	£13.40	10 miles	(16.1km)	£18.40	£24.40

All fares should be charged at meter fare, UNLESS destination falls outside the Greater Manchester County or four miles from the nearest point of the city boundary. If the destination falls outside the above area, the fare should be negotiated with the driver before commencement of the journey. If the fare is not negotiated before commencement, the meter fare ONLY should be charged.

FOR COMPLAINTS AND LOST PROPERTY, PLEASE CONTACT:

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