

<p><b>Q9: South Tariff Question - 50 x comments; 39 no comments</b></p>	
<p>1 Britain is a free market economy 2 Hedonic Pricing' operational costs are different for different company's example [specific firm mentioned] top range new cars top class drivers highly serviced cars working 24hrs compared to some other firms in in the area old cars poor servicing records in the past you have checked these other companys and found cars with bald tyres no insurance licences out of date etc etc 3 take a look at the vales taxi ranks as an example those drivers are finding it hard to make a living on the fixed rate set by the council hence tatty cars grumpy drivers do you really want the same thing happening to south oxfordshire just when didcot is expanding 4 some of our clients change taxi companys when there companys are cost cutting but soon return when they find out why other companys are able to charge less you get what you pay for 5 if [specific firm mentioned] are forced to charge less this will lead to job cuts and reduce hours of service to the public so when westminster calls we might not have a driver available at short notice to bring back the ministers and lords home let alone the other people that have been left stranded by other taxi firms because they have gone home due to lack of incoming finances 6 DONT TRY FIXING SOMETHING THAT IS NOT BROKE Allowing operator's to set their own rate encourages a wide range of vehicles to be used and therefore provides customers with choice.</p>	
<p>At present South Oxfordshire has the perfect balance of both budget and premier taxis providers. To remove that choice would disadvantage the travelling population of the district. In an age when competition is encouraged throughout all parts of an integrated transportation policy, when train and bus fares have been de-regulated it would be folly to then regulate the taxi providers. A case in point is the Vale of the White horse district council has had regulation for years and as a consequence the general taxi service is appalling with poorly maintained vehicles and drivers who look disgraceful. It would be an outrage should the council take us down this route.</p>	
<p>By allowing individual operators to set their own tariffs I believe the customer is better served and given greater variety. Individually set tariffs will still be competitive as operators are naturally competing with each other for customers. In my experience the vast majority of operators behave professionally and know it is not in their best interest to "rip off" the customer.</p>	
<p>Charges should relate to each individual businesses costs not an arbitrary figure decided by other bodies.</p>	
<p>Currently south Oxfordshire taxi users benefit from good competition on quality and price from a No of different providers. Due to the free market that SODC has adopted and should remain so.</p>	
<p>Each driver knows his costs involved in running a taxi and what he needs to charge to make a living wage, too high and he gets no customers, too low and he goes out of business. Already the Council has increased the running costs of a vehicle which inturn has increased the cost to the customer.</p>	
<p>Each operator can vary so much from another operator, for example, the type, quality, cleanliness and cost of the vehicle being used, the presentation e.g. personal appearance of the driver him or herself.. To maintain higher standards will invariably incur higher costs therefore the tariff setting must be left to the operator to decide which sector of the market they aim for .These are over and above the basic standard requirements, I believe there must be some range of flexibility . My second point relates to the cost of implementing and policing the suggested system. The above tariff is an example, it is very complicated and could prove difficult to enforce and use up valuable council time and manpower. The public are quite able to choose between one company or another , whether their choice is economy or luxury . This should not be the job of the Council</p>	
<p>Fares set by individual operators enable the operators to determine the range of services offered, the quality of their fleet and the employment status of their drivers. Additionally users benefit from competition on quality and price between service providers. As a service user the difference in standard (particularly vehicle quality) between Vale and SODC taxis is marked.</p>	
<p>First of all there is no need to use meters as i believe there is not enough work to cover the costs for the meter. Secondly if meters are going to be used then the council should set the tariff because this will eliminate any arguments among the drivers and customers for over charging as the driver can provide the customer with a tariff chart set by the council for the meter if the customer thinks they are being overcharged.</p>	
<p>Freedom of choice and to be fairly competitive.</p>	
<p>Having the local authority set the fares seems a bit socialist to me. The correct mechanism for setting the fares must be the market. If an operator chooses to provide a premium product, and the public is prepared to pay a premium price for it, what business of it is the council to drag all companies down to the level of the lowest? You only have to look at VoWHDC to see all the crappy cars they run around in because they cannot charge a premium rate for a premium product. If an operator chooses to go for the bottom of the market, they are at liberty to charge what they like. the local authority can only set maximum fares not minimum ones. If operators use 10 year old Nissan Bluebird, offer a haphazard service for £2.50 a mile, and that is what the market wants, they will flourish. This just seems like a power grab by the controlling group on the council, the consultation process has proved our elected representatives don't understand what makes the taxi market work, and they should leave well Having used the free market approach for 39 years, why in this age of austerity change the system. With the increase of fuel prices, as a 'Self Employed' driver life is difficult enough, please leave tariffs to the free market, as some service providers do not recognise the status quo?</p>	
<p>Historically any increases in council-set tariffs lag significantly behind any real-life increases in costs. This would impact owners' profitability and therefore reduce the funds available for wages, vehicle purchases and maintenance etc., standards of staff and vehicles and especially levels of staffing would slip in this area where the minimum wage is not sufficient to attract staff. Allowing operators to set tariffs will also allow them to differentiate themselves by price point.</p>	
<p>I agree than should be a fixe tariff for all companies and set by SODC. No more than 3 tariffs. First Tariff day time (7.00 to 22.00) monday to sunday Second Tariff night time (22.00 to 7.00) monday to sunday Third Tariff all day Bank Holiday, Boxing Day, Christmas Day, New Years Day, Public Holidays, Easter Sunday.</p>	
<p>I AM A SELF EMPLOYED OWNER DRIVER WORKING ALONE MOST OF MY WORK IS AIRPORT TRANSFERS AND I HAVE A SET FARE FOR THESE JOURNEYS, OTHER JOURNEYS PRICES QUOTED BY A MILEAGE RATE BEFORE THE JOURNEY COMMENCES. I NEVER CHARGE EXTRA FOR WORKING ON WEEKENDS OR BANK HOLIDAYS AND FEEL IT IS UNFAIR TO EXPECT ME TO WORK AT A TARIFF SET BY OTHER COMPANIES IN TOWN THAT HAVE FLOODED THE TOWN WITH FOREIGN DRIVERS AND WANT TO WORK OFF OF A METER THE WHOLE TIME</p>	
<p>I believe the public will be better protected, if the council sets the rate and makes it compulsory for all drivers to fit sealed metres to prevent unscruples drivers changing tarriffes mid journey.</p>	
<p>I believe the rate should be the same for every company to stop some companies over charging customers. I believe this rate should be Tariff 1. £4 first mile then £2 per mile thereafter as a minimum.</p>	
<p>I don't think there should a meter. But if the meter is going to be used then the council should set the tariff because i believe the tariff rate should be fixed for every one as this will eliminate confussion for the customer.</p>	
<p>I feel it is essential for operators to set their own charges as they know what they need to charge to run their business successfully and to be able to provide and maintain a proper, professional service to the public of South Oxfordshire</p>	
<p>I have worked in the taxi industry in SODC for over 25 years and based our service on quality and price. Having the freedom to set our own tariff benefits the public through competition, encouraging a good standard of service and giving us repeat business. We set our rates according to current cost and have the freedom to adjust them as required. Council set rates may well be suitable for hail and rank where the majority of the work is urban. In rural areas such as the area I work there is a mix of hackney and private hire work. The setting of a rate would mean that a great deal of private hire work would be uneconomical thus creating a poorer service for some of the community. We run a computerised booking system which already works out the fare for the driver, making both the meter needless and giving the customer a cost prior to the commencement of the journey. To date I am not aware of any complaints regarding our rates. How does the VAT work?</p>	
<p>I need to be able to run a cost effective business, setting our own tariff - also lets the market decide!</p>	
<p>i Strong Prefer to set tariff by Operator .</p>	
<p>I strongly believe that SODC should set the tariffs, this would avoid any conflicts every operator driver would be working from the same set of tariff set by the authorities. At present there are many issues where there are different rates, this is unfair on the public as one week for the same journey they may pay £10.00 but the following week someone is asking them to pay £15.00, when the tariffs are set this avoids any confusions or misunderstandings. However for operators if they decide to charge a lower tariff then the one set by the council they should have that option and this should only apply for phone bookings, this should strictly only apply to private phone bookings but they should not be able to charge any more then the set rate. All drivers operating from any of the hackney stands in SOD should strictly work from the set</p>	
<p>I think it's best if the council decides on tariff as it would be better for the public to have a uniform tariff to avoid dispute. Also, I wish the council will consider the expenses of the drivers and set tariffs accordingly, whilst taking into account the best interests of the drivers. In addition, with regards to pre booked hires on telephone, the council should set the tariff from the place the driver sets off from and NOT the pick up place of the clients. For example, if I am requested to pick someone up from Dorchester and take them to Barronsfield, then I should be charging them from the place I start driving usually Wallingford, in order to cover my fuel costs.</p>	
<p>I think the council should decide the tariff as this will eliminate any arguments among the drivers and customers.</p>	
<p>I WOULD LUKE TARIFF TO BE SET BY SOUTHOXFORDSHIRE COUNCIL.</p>	
<p>I would prefer a hackney carriage tariff to be set by individual operators because would give more flexibility to operators and customers to agree on the value of the fare. This way, I believe, the market would set a fare price , from which can be benefit everybody.</p>	

<p>If a company decides that it wishes to provide a high end service and product, then they should be eligible to charge whatever tariff they wish. The client would decide if these tariffs were to high by not using the taxis. As a driver there has been, on very limited occasions a refusal to pay a tariff when asked for an estimated price, but to counter this I can say that many of my passengers are very happy to pay for the service that we as a company provide. Free enterprise should be at the heart of any industry and within reason a company should be allowed to charge what it feels is reasonable for the service it provides, good quality costs a little extra and the customer will always make the decision that best suits them</p>	
<p>If a tariff was set this could seriously affect the range of services that companies could offer, the quality of the transport, for example specialists vehicles for the disabled, as well as the employment status of myself and other drivers.</p>	
<p>If council wants to have the meters fitted in the taxi then tariff should be set by the council as well other wise its like not having a meter in the Taxi , because every individual will set their own fair and they will charge what ever they want which they are doing so any way , so what is the point having a taxi meter . i would say leave it as it is and don't bother about meters please , because it is another expense on our heads for nothing and it's already getting hard for us to even survive in this time that we are going through that every thing is sky high like ( fuel , insurance etc...) . Thanks .</p>	
<p>In regards to taxi tariffs I think the council should set the tariff</p>	
<p>It is imperative that the operator sets his own tariff as the operator is the only person that knows what the running costs are for the business and what he needs to charge to cover these costs and be able to provide a quality service. Having the meter will ensure that the customers can see what he is being charged and therefore not being ripped off by the driver. The meter will be checked against the CLEARLY displayed tariff card when the vehicle is taken in for its compliance test. And any variance will mean that the compliance certificate WILL NOT be issued. Once the operator has set his tariff he must notify the council as what his tariff is in writing. If the operator wants to change his tariff he them must give the council 30 days notice in writing before he changes it. This will prevent an operator from raising his prices just for a special event (Henley Regatta) and then immediately lowering them again. As the operator would have to advise the council in writing any tariff change and not be able to change the tariff for at least 30 day from issuing the council the letter. Therefore if he had raised his tariff for the event he would have to use the higher tariff for at least the next 30 days which could cause the customer to decide to not to use the operator due to his higher charges</p>	
<p>It will be more fair if their was same tariff</p>	
<p>It will make the market more competitive, and will allow companies to set a charge which is in keeping with the standard of service that they offer. If the district council set the tariff then I think the standard of service within the industry will fall and possibly car safety may be compromised.</p>	
<p>meters should not be used. But if they are going to be used then the council should set the tariff as this reduce any confusion among customer's.</p>	
<p>people run there own buisnesses to pay tax and bills.they donot tell other people what people can earn or not.If they wish to set there tariff to high they will not get no work TO low they will go BUST.</p>	
<p>South Oxfordshire taxi users benefit from competition on quality and price between several service providers and to maintain such quality and competition tariffs would be better set by operators.</p>	
<p>Tariffs set by district council could lead to some operators going out of business, if not enough to be profitable. No one runs a business at a loss. Operators understand the demands set by their customers and what's needed to meet them.</p>	
<p>The current system allows consumers to choose the level of service they require, represented by the value of service currently supplied by licensed (and unlicensed!) operators in SODC at rates that reflect the nature of their companies and the level of investment into their business. Introducing a tariff brings all operators down to the common lowest denominator - price. This presents 2 problems to the consumer. 1/ The lower the fee/tariff the less likelihood of operators investing in clean, well maintained cars combined with the likelihood that this will lead to increased unreliability of service as a result. 2/ As a result the higher quality service providers will be forced out of the market because reduced fees prevents investment and attention to detail which inevitably leads to a lack of choice for the consumer. Currently, the market operates on supply and demand - the consumer can choose a less expensive model to fit their budget, either hackney or pre-booked, or a higher added value service that they agree in advance to book at what they know will be a slightly higher rate. The important factor for the authorities to continue to focus on is the infiltration of hackney operators from outside the respective licensed areas that dramatically reduce the income of SODC licensed operators. In turn this diminishes their ability to</p>	
<p>The district council sometimes have unrealistic prices that some customers can not afforded. whereas individuals can pick a rate according to the distant rather than the fixed rate created by the council.</p>	
<p>The district council would set a generic tariff that will not comprehensively reflect what each individual taxi provider and or drivers service provided. There are many composing factors that would affect the tariff that would need to be in-cooperated into the Tariff and the results would mean some firms would loose out while others gained. This in turn would create an unfair culture not reflecting what the true value of the service provided. Also each journey taken by the drivers is different for example a journey into c.london may take 2.5 hours in rush hour while the same length journey to another part of the country could take 40 minuets. It would be unfair in this instance to charge a generic fee. It does not fairly reflect the service the operator and the taxi driver have made. Setting a generic fee will also cause boundaries and restriction on what the taxi driver and operators are willing to provide thus affecting the service as a whole. Individual fees would therefore be more appropriate in</p>	
<p>The local market benefits from competition on quality and price between several service providers. This can only be maintained if individual providers retain pricing control. Enforced tariffs by a third party would inevitably result in a reduction in quality of vehicles and potential reduction in full-time drivers being employed.</p>	
<p>There are many levels of service quality available. Promptness, cleanliness and reliability necessitates higher fares. Our many established clients are happy to pay a small premium for our service. We prefer not to be lumped with all other providers.</p>	
<p>THERE IS A DIFFERENT LEVEL OF SERVICE OFFERED, THERE IS A VAST DIFFERENT TYPE OF CAR AND QUALITY PROVIDED, A MEMBER OF THE GENERAL PUBLIC WHO BOOK CARS SHOULD HAVE THE CHOICE OF QUALITY AND SERVICE TO SUIT THEIR NEEDS AND AFFORDABILITY, THE STANDARD AND PRESENTATION OF DRIVERS IS VERY IMPORTANT TO MANY CLIENTS.</p>	
<p>This allows operators to determine the quality of service (e.g. uniformed drivers, model/age of vehicles) and gives customers the opportunity to choose the preferred balance between service and cost.</p>	
<p>This is will make a set standard for every taxi in south Oxfordshire also it will help the council officer and compliance tester.</p>	
<p>To keep the uniformity of tariff</p>	
<p>To keep things fair and equal. Also all customers will know the exact price so there won't be any arguments between drivers and customers.</p>	
<p>With drivers charging different rates from the taxi ranks, I believe this is bad for business. With one rate which is set by the council, it will be better for business.</p>	