

## Appendix F – Response from SVTDA on how their alternative proposed tariff has been calculated

We have compared the housing rental costs between Guildford and Henley, please see enclosed the web links for the [home.co.uk](https://www.home.co.uk), where it shows the variants.

[https://www.home.co.uk/for\\_rent/guildford/current\\_rents?location=guildford](https://www.home.co.uk/for_rent/guildford/current_rents?location=guildford)

[https://www.home.co.uk/for\\_rent/henley\\_on\\_thames/current\\_rents?location=henley\\_on\\_thames](https://www.home.co.uk/for_rent/henley_on_thames/current_rents?location=henley_on_thames)

On the 24/02/24, there was an article in the Henley Standard, where it stated henley has been named the second most expensive market town to buy a home in England.

<https://www.henleystandard.co.uk/news/property/120424/henley-is-second-most-expensive-market-town.html>

The cost of living between Guildford and Henley on Thames was comparatively the same, excluding property rental costs. Property rental costs are significantly higher than Guildford, so overall the cost of living for our licensing area are considerably higher.

The minimum wage has risen since 2022 until April 2024, its almost 20% increase (70% since 2014).

Fuel costs on average are at £1.48 per litre for a litre of diesel. This is still 50% higher, than 2014. (it did rise to 100% with no financial support for the trade)

The average cost of a 4-seater vehicle has risen 40% plus since 2020 and are still rising, and for a larger vehicle the increase is at least 100%.

We based our figures on the Guildford tariff (not the Guildford formula) and taking all the above information into consideration and the fact the council wanted the tariff to be lower than the Guildford tariff, we have formulated three tariffs which we have put to the trade (members and non-members of the association)

The overwhelming response 76% was for the tariff that we have put to licensing.

We are still collating information which we will supply, but due to the fact we are working full time, it is not easy for us to get them at short notice.

If there is any more information you require, please don't hesitate to ask.

Kind regards  
Raleigh Hullock  
Chairman  
South and Vale taxi association (SVTDA)

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### Guildford Rentals

**Guildford Homes For Rent**  
331

**Average Rent**  
£2,296 pcm

**New In Last 14 Days**  
53

**See also:**

[Guildford Letting Agents](#)  
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## Guildford Market Rent Summary

Our rental price analysis for Guildford summarises the advertised rents for homes to let, calculated daily from the rental properties found by the Home.co.uk Property Search Engine

### Summary of Properties for Rent in Guildford

|  |            |
|--|------------|
| Total properties for rent in Guildford:                      | 331        |
| Properties for rent in Guildford listed in the last 14 days: | 53         |
| Average* property rents in Guildford:                        | £2,296 pcm |
| Median* rent:  | £2,175 pcm |

### Properties for Rent in Guildford by Price

|                           | No. of properties |
|---------------------------|-------------------|
| Rent under £250 pcm       | 1                 |
| £250 to £500 pcm rent     | 1                 |
| £500 to £1,000 pcm rent   | 36                |
| £1,000 to £2,000 pcm rent | 113               |
| £2,000 to £5,000 pcm rent | 175               |
| Rent over £5,000 pcm      | 5                 |

### Property Rents in Guildford by Number of Bedrooms

|                | No. of properties | Average rent | Median rent |
|----------------|-------------------|--------------|-------------|
| One bedroom    | 56                | £1,317 pcm   | £1,300 pcm  |
| Two bedrooms   | 88                | £2,049 pcm   | £2,000 pcm  |
| Three bedrooms | 48                | £2,536 pcm   | £2,275 pcm  |
| Four bedrooms  | 67                | £2,683 pcm   | £2,495 pcm  |
| Five bedrooms  | 23                | £3,420 pcm   | £3,250 pcm  |

### Property Rents in Guildford by Type

|       | No. of properties | Average rent | Median rent |
|-------|-------------------|--------------|-------------|
| Room  | 22                | £898 pcm     | £863 pcm    |
| Flat  | 130               | £1,913 pcm   | £1,700 pcm  |
| House | 155               | £2,914 pcm   | £2,500 pcm  |

Note: The current rents for Guildford were calculated by sampling over all properties for rent in the Home.co.uk property search within 3 miles of the centre of Guildford



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Henley-on-Thames Rentals

**Henley-on-Thames Homes For Rent**  
53

**Average Rent**  
£2,785 pcm

**New In Last 14 Days**  
14

See also:  
[Henley-on-Thames Letting Agents](#)  
[Henley-on-Thames Local Info](#)

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### Henley-on-Thames Market Rent Summary

Our rental price analysis for Henley-on-Thames summarises the advertised rents for homes to let, calculated daily from the rental properties found by the Home.co.uk Property Search Engine

#### Summary of Properties for Rent in Henley-on-Thames

|   |            |
|---|------------|
| Total properties for rent in Henley-on-Thames:                      | 53         |
| Properties for rent in Henley-on-Thames listed in the last 14 days: | 14         |
| Average* property rents in Henley-on-Thames:                        | £2,785 pcm |
| Median* rent:   | £1,995 pcm |

#### Properties for Rent in Henley-on-Thames by Price

|                           | No. of properties |
|---------------------------|-------------------|
| Rent under £250 pcm       | 0                 |
| £250 to £500 pcm rent     | 0                 |
| £500 to £1,000 pcm rent   | 2                 |
| £1,000 to £2,000 pcm rent | 27                |
| £2,000 to £5,000 pcm rent | 20                |
| Rent over £5,000 pcm      | 4                 |

#### Property Rents in Henley-on-Thames by Number of Bedrooms

|                | No. of properties | Average rent | Median rent |
|----------------|-------------------|--------------|-------------|
| One bedroom    | 11                | £1,985 pcm   | £1,395 pcm  |
| Two bedrooms   | 24                | £2,836 pcm   | £1,963 pcm  |
| Three bedrooms | 9                 | £3,078 pcm   | £1,900 pcm  |
| Four bedrooms  | 8                 | £3,644 pcm   | £2,900 pcm  |
| Five bedrooms  | 0                 | -            | -           |

#### Property Rents in Henley-on-Thames by Type

|       | No. of properties | Average rent | Median rent |
|-------|-------------------|--------------|-------------|
| Room  | 0                 | -            | -           |
| Flat  | 24                | £1,917 pcm   | £1,695 pcm  |
| House | 24                | £3,576 pcm   | £2,825 pcm  |

Note: The current rents for Henley-on-Thames were calculated by sampling over all properties for rent in the Home.co.uk property search within 1 mile of the centre of Henley-on-Thames



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