

Supplementary Papers

General Licensing Committee

held in the Council Chamber, The Abbey House, Abingdon
on Tuesday 9 July 2013 at 6.00pm

Open to the public including the press

- 6. Removal or retention of a council set hackney carriage tariff in Vale of White Horse District council area (Pages 2 - 19)**

Consultation responses attached.

Agenda Item 6

<p>Q3 If NO please say why You don't use hackney carriages: 92 comments; 49 no comments</p>
Always know in advance if taxi needed and will book with a firm
Always pre book taxi [specific firm mentioned]
Arrange pick up from home / airport most of time
Can't afford them
Can't afford them
Can't afford them
Didn't know they were avail in our area, and not sure I would trust using them? Unknown quantity.
Don't know
don't live in the area
Dont Live in the Oxford area.
Don't really go out that often and if I do then I would pre order a taxi.
drive or get a lift
easier to book in advance with [specific firm mentioned], rarely need to hail taxi
Expensive
Have a car and generally Taxi's aren't found in my village
Have a car, and a bus pass.
have car
have car or use bus
Have not needed one.
Have own transport.
I am a car driver and live in a village. Taxis therefore aren't easily available for short journeys,they only seem to be interested in airport trips etc
I can't remember the last time I used a taxi. I just prefer to drive or use the bus.
I can't remember the last time I used any taxi.
I cycle everywhere, it's cheaper
I do park and ride to Oxford or get friends to drop me off.
I drive everywhere
I drive or use a bus
I drive or we book a [specific firm mentioned] Cab
I have a car
I have a car and I don't drink
I have my own car
I have my own car and can usually obtain lifts from friends if the situation means I can't drive
I have no experience of this taxi company & I would always go with [specific firm mentioned] as they have never let me down
I just don't
I just don't need them
I like to pre-book my Taxis to be certain of one
I live so near Oxford that we use Oxford based taxis and they charge normal Oxofrd taxi tariffs out to Botley
I only book cabs in advance + ask the price first
I prefer low carbon transport
I prefer to use a company either for cash or account as they have beetr quality of cars and service, plus I only ever pre-book a car.
I use them for the centre of oxford and drive to South Oxfordhire
i usually drive.
I walk everwhere
I walk or drive myself when local
I would cycle if short distance. Drive my own car if long.
inconvenient
My parents drive me
My son drives me
N/A
Never had the need
Never had the need to
Never on time, cycle or get a lift
No need
No need - have car and bus pass
No need, would use other form of transport; probably car, due to expense and lack of availability. There are no hackney carriages where I live.
not in those areas
not necessary
Not viable for use for our journeys in Oxford
Only use taxi for business use, then would use chauffeur car as company policy
Our company uses [specific firm mentioned] and are prebooked

Own car is more generally more convenient and cheaper
Own my own vehicle
Prefer booking and knowing they will arrive
prefer to use trusted and reliable companies I know about
Private company [specific firm mentioned] Didcot for Airport and other transportation services - invoiced
suspect fares are over priced.
There never seems to be the need
They are too expensive
Too dear - use the bus
too expensive
Too expensive
Too expensive
Too expensive in heavy traffic. I use taxi in less busy time
too expensive!
too expensive, prefer to book and know what you are paying in advance
Travel by car or bus
Unpleasant and expensive
Use bus or car
Use car or bicycle
use local taxi firms
Use own car or bus pass
Use pre booked taxis - private hire
Use [specific firm mentioned]
use [specific firm mentioned]
use the bus
Use the bus
Used once, price is too high from Abingdon to Oxford
USUALLY TOO EXPENSIVE
We always pre-book our hire cars
<i>Q8. South Oxfordshire tariff question - 290 comments: 469 no comment</i>
1 size does not fit all. Competition among operator should be allowed.
A degree of consistency/control
A fixed tariff does not encourage providers to be competitive. It leads to monopoly and complacency. In South Oxfordshire there are two large companies [specific firm mentioned] and Harolds [specific firm mentioned] who are constantly kept on their toes by competition.
A Set Tariff would assist users in that they would not need to negotiate the best deal with the Driver
A standard tariff doesn't permit for an operator to differentiate themselves - ie work in a more premium space and offer a quality service which I want - the customer will ultimately decided if the price is too much. There is no need for tariff control especially with social media playing such an important role in any business behavior these days. Maybe your time would be better invested in setting up a rating system (hygiene standards) for the firms / people you are trying to control encouraging feedback from customers.
Allow competition and let operators to lower or increase the fare based on the level of service they provide.
allow market forces to determine tariffs
Allowing individual operators to set a tariff allows me the choice of using low cost low service or higher cost for premium service.
Allowing operators to set their own tariffs will result in increased prices.
Allowing the individual operator to set their tariff allows for differentiation in the field of quality and service. I agree that a maximum tariff should be set by the district council for instances where service is provided through hailing on the street or the taxi rank. In these instances the public are not able to choose provider due to immediate availability or through the process of queueing. In the instance a member of the public chooses to pre-book a service, here the individual operator may use decide to differentiate their offer, e.g. better cars, better of service. Under these circumstances, where the public are informed on their choice, the operator should have the ability to set their own tariff, thus making a competitive market place.
Although no tariff or tax is preferred, the tariff should be set by the council in order to avoid one operator charging more tariff then the other.
Common tariff for the common good.
Always seems very fair - [specific firm mentioned]
Any taxis I use should have a meter so you are aware of the fare anyway, but as I tend to only use a private company cars you can ask for the cost beforehand and it's then up to you if you accept or not.
Apply consistent tariff for all operators. Will ensure you know in advance what the maximum charge will be when considering booking a taxi, or hailing one. Allows operators to discount if they choose.
As a business owner I feel an operator would be too restricted to offer the a level of service they aim to provide if they have a pre set tariff. I understand it would keep a fair playing field for some companies but would would not allow some to offer that little bit extra which as a user I prefer. I am happier to pay more for a better level of service and a nicer car than mabe the average.
As a company we use a chauffeur driven service which is excellent when visitors come into Heathrow. I understand that they would not be able to offer the same level of service if they were limited on price
As in any business thry and should have consistent fares for all passengers yet they should also be allowed to set there own tariff and you would hope they are fair and competitive.
as long as in line with market and competition
As long as the cab drivers get a fair deal
as long as there is competition in the market, I cannot uderstand wanting the district council involved, looks like going back 50 years
At least you know what you're getting

Balanced perception here - DC-setting would result in consistency, operator setting would encourage competition (but also cost-cutting!) because it allows operators to be more flexible with the service they provide - market will find the right level
Better service and more competitive
Businesses should be capable of deciding their own prices so as to allow the market place to determine their value for money and they (the operators) have the best knowledge of what is needed. It maintains a competitive playing field.
but Maximum tariffs set by district council..this should also encourage competition and "pre-booking" at lower rates.
By allowing operators to set their own tariffs it gives choice both in who you use and the quality of what you get
Can't compare with other systems
Combination of both
Competition invariably means that the user/customer receives better service.
Competition should mean lower prices and better services.
Consistency is important to avoid being overcharged but its not suggest cheap just value for money
Consistency of pricing seems helpful
Council will rip you off
Creates competitive pricing which will benefit users.
Depends what's cheaper
Didcot taxis are a rip-off when compared to Oxford and even London. I feel there is no moderation towards sensible pricing in the Didcot area. The council should work with the taxi companies in the first instance and then regulate if no way forward can be found.
Different levels of service are required by different levels of customers. Also competition is healthy for the economy
Different operators give different levels of service & vehicle so that we have a choice. There would b no choice if charges were the same and the better companies would b forced to cut costs.
District councils have a poor or imperfect view of the costs of running taxis.
Does not matter who sets the tariff as long as it is transparent and clear to customers
Don't trust operators to keep tariff low
Don't want to have to keep checking tariffs for each operator
Each operator should be allowed to compete on price and quality. Price control encourages poor standards and reduces the incentive for differentiation of service. For example, for a short ride on an evening out I might prefer a cheap and cheerful service. For a longer trip when I am on business, or if I am sending a car to collect a VIP, I would be want to pay more for a better quality service.
Encourage s differe t service providers to give differing ser ices according to the communities needs. Healthy competition and reinvestment in vehicles. Esse tial for a free economy and small business.
Encourages competition therefore good for the user
Ensure consistency and fair pricing
Ensures customers are not overcharged. Enables competitive pricing, if operators wish to adopt this approach
ensures quality and service are key drivers of competition, rather than having solely price as the key competition driver
Every taxi firm will have to change the same
Fairer
Fares should be set by a neutral body.
Feel that the District council would be fairer to customer's whan seeing tariffs.
First off, the tariff should be much much clearer than currently displayed. Basically it is 4.65 + 3.00 per mile or something like that, so to help figure it out I would like to see each cab have simple bold : min fair for 10 miles at the three time periods. Second, if you get in a taxi, with current GPS enabled phones/sat navs, it takes seconds to know the fair to a destination -- the traffic enabled phones even allow for the waiting time. It should be mandatory that the driver can give you a fixed cost if asked for -- it doesn't have to be by GPS, just that when you get in I want to know exactly what I will pay before I start the journey [I do accept that many drivers are prepared to currently negotiate this, which I appreciate.] The problem with individual operators setting the rate, is taxi ranks -- there is the understanding that you pick the first taxi in the rank -- not something that is easy if I need to read each and every cost plate -- maybe a colour coded system would work, but it would get like the 192 telephone directory services incomprehensible pricing of fixed costs + per mile + wait time.
For competition to exist, it must be up to the operators to calculate their costs and overheads and therefore how much (or how little) they should charge.
For equality
For local journeys (eg within 5 miles) it is frequently the case that the need for a taxi is urgent/unusual and competition is limited. Given this, there is a greater chance that taxi companies could abuse this to charge exhorbitant fees. Hence I support council control. For longer journeys (eg Airports etc) I am more likely to be able to select from a wide range of competing taxis/transport. It these cases, rates should be set by the taxi company
For pre-booked business use the operator may need to satisfy safety policies and operate at a higher level than taxis, in which case they should be able to agree the price for the elevated service
For pre-booked taxis I think the tariff should be set by the operator (as their is the chance to discuss/negotiate a price beforehand). For roadside hailed taxis the council should set the max tariff.
Free market economy must mean lower prices and competition - this is not a Police State yet
Free market must set the price.
Greater confidence in this option
Happy with the tariff set up the company we always use
Having a price set by the district council would imply that the standard of cars/drivers/companies are the same. This isn't the case. Is price fixing allowed in other industries - no. It's individual choice as to whom you would be driven by, as long as you get a price upfront and are happy then fine.
Healthy to keep competition, if all charge the same the quality of taxi services will drop. Have first hand experience of individual operator who does this and service is always first class as well as consistent and prices are good.
Hopefully to keep prices down
However there should be a maximum allowable charge set by the district council.
However, tariffs must be publicised so you know beforehand the likely charge. There should perhaps be a recommended maximum set by the council but taxi companies can charge as they wish provided they inform the customer beforehand whether their rate is higher or lower thereby giving the taxi company the opportunity to explain. Hailed taxis should should be limited to a maximum.
I am for private enterprise and not businesses controlled by the public sector.

I am happy about go green charges
I am happy to pay extra for better service - all taxi companies are not the same when it comes to cleanliness, time keeping and comfort.
I am happy to pay more for a clean well presented car and driver rather than some of the scruffy drivers and foul smelling cars I have been presented with in the Vale. If the Council wants to set the fares for taxis then maybe the Council should run a taxi service themselves! Prices should be set by the market not dictated to by Council.
I am prepared to pay a higher tariff to enjoy the excellent level of service that I receive from [specific firm mentioned]
I believe that were a single tariff to be imposed by the authority the levels of service and therefore choice would effectively be prescribed. I use a firm where I can book and I know it is more expensive than some operators but the service is better: the cars are better, the standard of service better, the staff better; it's all better but I am prepared to pay for it. If you flatten the playing field, by definition everyone will be trying to get to the same (low) standard with cheap cars, cheap drivers and average to poor service levels
i believe i would get better competition, it would enable providers to offer a service most relevant to their business model
I believe in a free market unless there is a compelling reason to control the market. I expect to pay in proportion to the quality and realibility of the service.
I believe in free competition to maximise value and service quality
I believe in open, free markets that encourage entrepreneurship, competition and choice for the consumer; all these lead to higher standards of service and efficiency. it beggars belief that this state interference is coming in to play in so free a market as the provision of taxi services..
I believe operators should be able to set their own rates, but they should have to set them at the point they renew their license for the next 12 months, and that these rates should be published by the local council in a standard format. I also believe all licenses should be for the same period (e.g Jan to December or similar).
I can then choose if I want cheap and cheerful or a better car for those nice evenings out
I cannot believe that fares we be reduced by competition.
I do not believe operators can be trusted. I understand that they charge what they want after midnight.
I don't know how much a taxi should cost
I don't know how that would affect the price. Use a particular company - price is set in advance and reliable.
I don't trust that we would get a fair price from the operators
I don't trust the council not to rip us off
I don't use taxis so it doesn't bother me
I feel that if I wish to pay a slightly higher premium for a nicer, more luxurious car with higher quality service, then that is my choice. If I want to pay a cheaper rate with Joe Bloggs then that option is available too. I feel that if the district council set the tariffs then the high end taxi services will lose money and not be able to continue to provide such a high service. It also means that if the district council sets a tariff somewhere inbetween the two current tariffs, the lower end taxis don't have any incentive to maintain their cars when they are getting a slightly higher rate than what they were previously getting.
I haven't really thought about it
I need more information as to how the level of a tariff is set. The aim should be to ensure that all legitimate companies can provide a good service with a fair but not excessive profit margin.
I only ever use [specific firm mentioned] because they are cheaper! Competition makes it cheaper.
I prefer to let market competition dictate the price and quality of the service.
I think it would be cheaper
I think it's important for a standard tariff to be set and used by everyone so you know what to expect. I don't want to have to check the price having flagged a driver down.
I think Operators should be consulted but never allowed to have the final say
I think setting a tariff is a good idea as it brings in a base line so customers should not be overcharged. There should be less disputes as the tariff is clear and open.
I think than will be better if will be set by council for all companies in south oxfordshire and vale but has to be a good first mile price for all of us. First mile for all £4 or £4.20 day time and than £0.20. First mile for all £5 or £5.20 night time and than 0.30. If the council will set up the tariffs make everyone from south or vale to change the metters please. Dont take parts, we are all taxi drivers and no one is better than other.
I think that setting by the district council would reduce the level of service - taxi firms would have no incentive to give that extra touch - if all are paid the same , why bother?
I think that the council needs to set the charges for taxi tariff's so that there is a degree of common sense applied to the charges. If left in the hands of the operator, profit and greed would come before what's fair and appropriate to charge for using a service licensed by the council.
I think the council are more trustworthy
I think the individual operators should as it's their business they pay the outing goings why should the council decide!! It could effect the quality of their service if they can't earn enough money to maintain high standards!! Unless the council are paying for that I don't know??!! Doubt it ! ..lol!!
I think the tariff should be clearly displayed, and the fare/tariff negotiable with driver
I think there should be a maximum tariff - but we have already discovered that there are cheaper and more expensive operators.
I think there should be smaller buses and more frequent. Public services should be under government control and everything else should be franchised.
I think they should be annually reviewed by the district council to make sure they are not all putting up their prices by huge amounts year on year, but I think businesses should be able to set their own prices.
I think this allows a range of services to be offered. If people want cheaper cabs, they can choose based on price. If I want something comfortable to take me to the airport, I can choose to pay more
I think this would ensure the quality of the driver and car if individual operators were allowed to set their own rate but perhaps to have a standard charging guideline which would be for both council areas.
I use service mainly for airport transfers and value reliable and safe cars. Some of the cars (and drivers) in the area I do not feel safe in.
I use taxis twice a day and find the that two taxi companies charge a difference of £20.00 for the same journey that is a lot of money. I am forced to use a smaller company that is less reliable as they are so much cheaper. I think if the tariffs were more guided by the council then the less reliable companies would have to up their game to stay in business. I believe over all the quality of taxi service will improve.

I use them and think it is fair
I used to drive a cab
I want a choice between operators and comfort level
I want a fixed tariff in a given area so that I don't get any too-unpleasant surprises when it is time to pay
I want the option of paying a premium to avoid a lowest common denominator service. The tariff should be the recommended price - not the maximum.
I would be very pleased if the taxi companies would set up a 'collect and deliver' service for local OAPs to get to the pub in the evening.
I would like there to be a maximum charge so that it is harder to be ripped off
I would like to have a choice of quality and price
I would prefer to use local taxi firms and usually always request the price to destination before I accept
I wouldn't trust the operators
If it was better than it is at the moment
If prices were uniform it means the customer can always estimate a journey price rather than fear not being able to afford the journey partway through. Also means you know you're not being ripped off.
If rates are set individually there will always be someone pitching their prices lower than others
If taxi companies feel that the market will pay more then they should be able to. I don't mind paying a bit more for a better service/better vehicles and better trained drivers. I don't believe operators will charge more than the market can afford as there is plenty of competition and if prices go up too much people will go elsewhere
If taxis are part of an integrated transport policy (which I think they should be) then a more holistic approach to the management of taxis and other transport options is required.
If the tariff is set by the operators it takes into account the cost of upkeeping the vehicles and staff training. Coming from an area which has council controlled tariffs it is clear that not all companies keep their fleet in good condition and staff training can also be patchy.
If the tariff is set then it unlikely that high standard taxi companies will be able to operate. I would use taxis much less in that case
I'm just not sure which is best
important for all sorts of reasons. A broad spectrum of taxi's are currently provided from the low budget, local carrier in a small business to the larger corporate and more expensive service providers. Free market competition such as this is healthy. under the proposed restriction, health and safety will be compromised because investment in new vehicles for the luxury market will immediately reduce and the out of hours service larger suppliers can provide will be cancelled, giving the 9 to 5 mentality across the board. No good, when you want to travel on a bank holiday or at 3am in the morning. Massive mistake if this goes through. Please please dont allow.
In an open market the customer wins if the service is set and delivered in a free market
In Didcot Taxi companies have little or no competition, only 2 companies
In Didcot there is some choice. If you want to take a client to an event there is access to high quality firms with great quality vehicles and drivers which clearly have a higher cost to the operator
Individual operators are best left to set their own fares. This fosters a competitive environment. If fares are capped by councils, the need for profit will lead to poor service, poor vehicles and poorly paid staff.
Individual operators will compete for rates, which may be a good thing and keep fares down but may also lead to higher fares. I trust the council rates would be constant and fair.
Individual operators, free to charge their own tariffs, will encourage competition and diversity of quality of service
It is a shame that both is not an option. For certain journeys a certain type of luxury and minimum standard is required. An example of which would be a journey to an airport. Whereas a local journey of say less than 5 miles, this is less important. The passenger is less likely to require travelling from pub to home in a Mercedes. Suggest that [specific firm mentioned] should run a [specific firm mentioned] Local, where the tariffs are set by the Council. And [specific firm mentioned] executive - where the existing business model, tariff set by competing companies is maintained. This ensures quality and type of service can be chosen by the customer and not by a tariff driving down the incentive of the company to provide an executive style of service
it is best for taxi users if taxi companies can compete freely on price and service
It is important for passengers to be offered a choice of levels of service. If they want cheap they know which companies to use, if they want a better service then likewise.
It is possible that if set by operatives that fairness would not apply and a price war may take place which would in the end not benefit the consumer.
It is unfair that some taxi companies can use s/employed drivers to keep fares low. All companies should operate on the same employment basis: either a driver is s/e or an employee, whatever that does to the tariff.
It is up to the consumer to choose a product, based on price, quality, reliability, past experiences. Setting fares will lead to less competition and an inability to offer a differentiated product. In all of my years of using Taxis for both pleasure and business I have had the ability to choose a service based on past experiences. I would only use reputable operators, that I trust and know. If firms operate a good service at the right price they will continue to receive my custom. I do not want the level of service restricted by fare limits. MS
It is up to the Taxi firms it is their business and then customers have a right to choose
It may help open up competition and reduce fares, rather than everyone currently charging the maximum they can.
It would be better if the charges were controlled
It would be like a ?? to have a tariff and they would feel they need to charge the max
It would ensure consistency and no unforeseen shocks
It would help ensure certainty and consistency of fares
It's better to have one flat rate
It's just more fair
It's more competitive
Keep prices reasonable, especially for the elderly. My Gran is old-fashioned and should really use taxis; at least until she gets her new hip.
Keep the stupid meddling council out of the business of running business. We elect those people, they decide they need to make laws, we let them do this and then we need to pay for the many useless unnecessary laws they create - hands off please. Let us live our own lives. Let [specific firm mentioned] run their own business as they see fit - they set a very high standard and I have no doubt some council law will wreck this ...

Keeps competitive pricing and maintains high standards of of both cab and service
keeps the element of competition alive, with superior companies able to afford to offer a corporate and luxury service, and the smaller business can charge a cheaper realistic fee for those wanting a basic service. Change to a district set tariff will degrade the service completely and cut out the individuals right to choose a presently, very excellent variety of travel opportunites.
Let the market decide!
Let the market set tariffs and service levels
[specified business] use [specific firm mentioned] for local, airport transfers and visitors. We can monitor expenditure, issuing a PO number and invoiced for each job. The cars are Mercedes or BWM, which provide the image The Company wishes to convey. Always an excellent and professional service.
Managing themselves
More competition for competative fares
More fair
My impression is that the individual operators have a cartel in place and there is no real competition, resulting in unjustifiably high fares
My opinion is mixed: If you are dealing with local fares or pick up a taxi from a rank then it is good to know the fares are capped. This surely can't apply for long-distance hire which is usually pre-booked (eg Heathrow) and therefore outside of district council jurisdiction.
Need to be realistic
Needs to be guidance only
Normally ring up in advance. Always go for the cheapest
Not a council service
Not all taxi companies offer the same service I have had bad and good service, so I want the choice. Pay peanuts you get monkeys
Not impressed by the council or the operators who are expensive
Not in S O D C
One price doesnt fit all when the quality of service and vehicles varies significantly between different firms. The customer should be allowed to decide what he wants to pay for what level of service. Choice in this regard is vital and any action that reduces consumer freedom should be considered very thoroughly indeed.
Only way to ensure you get the same rate, whichever taxi company you choose.
Operators MUST be free to set their own prices to reflect the standards for staff quality and service that they wish to maintain. For the district Council to consider setting prices is ridiculous piece of interference in free trade and can only serve to bring all standards down to those of the lowest level.
operators should be able to set their own tariff so that consumers can make their own choice considering price/quality/convenience
Operators should be free to set their own tarriffs, but with a maximum set by the local authority. I think there is an expectation that this is the system that applies to hackney carriages.
Operators would over charge
Operators would want to charge as much as they can
Operators would want to charge too much
Possibly by individual operators but with the limits capped by the council?
Pre-arranged "executive services" or airport trips should be set by the operator (and drive competition between taxi providers). "Hailing" or train station pick-up jobs should operate at the same fixed fare.
Prevents price wars
Prices are too high at the moment esp for journeys outside Oxford and in the Vale. I would like a fare price scheme set by the Council
Private companies should be allowed to operate on the same basis as any other private company and set their own tariffs. The company I work for chooses to pay a higher price for a better quality of service and our provider would not be able to provide the superior service we demand if they were forced to adhere to set tariffs.
Probably better in regulating taxi companies and bringing benefits to customers.
Promotes healthy competition and business growth
provided that the tariff scheme in place in The Vale works successfully - I dont any idea of whether it does or doesnt. As a business that books a lot of airport transfers it is sometimes to our benefit to be able to negotiate a corporate rate but for standard local bookings it is helpful to know that a standard charge applies.
Providing there is no collusion or cartel between the operators to set higher than expected tariffs
[specific firm mentioned] provide a very professional service, including the quality of cars and the staff they provide. We have used them as a company for many years and they have never let us down. We are happy to pay extra for a very professional service.
Reasonable rate set
REGULATION WILL ENSURE THAT THERE ARE NO COMPETITIVE RATES. WON'T THIS AFFECT BUSINESSES AND REDUCE THE CHOICE/PRICE FOR CONSUMERS? MAYBE THE SCHEME SHOULD BE OPTIONAL TO JOIN!
saves having to shop around for deals
See how it goes and if there are complaints or difficulties review
Seems more sensible
Set a standard rate for the total area
Set by either, if attempt to get from Oxford to Abingdon it's too costly compared to bus or car parking charges
Set by individual operators to enable competative pricing but capped by district council
Set by individuals but to council guidelines.
Set price would be fair - all equal overboard
Simple market pricing should prevail. Why does the district council need to set prices? If the district council does set the tariff it will have to enforce it which will cost wasteful time and money.
So know will be charged fairly and consistently and not be surprised by a higher charge for the same journey by a different operator.
So that amaximum can be set
Some competition seems sensible.
Some kind of control needs to be maintained
Some operators charge astronomic fees for public holidays
Some seem to charge what they want.
Some taxi firms are particularly thoughtful and kind to the elderly and we are prepared to pay a small premium to ensure quality of service and helpful drivers.

Some taxi firms in South Oxfordshire (Particularly [named operator]) charge excessive tariffs, and the same journey can cost different amounts each time you travel.
Standardisation means that I know what to expect and would be more likely to use a taxi.
Standardising prices is better
Supply/ demand based on quality and price. Setting tariffs only encourages disreputable firms to under invest at the risk of health, safety and welfare of passengers.
Surely if it is set by the operators which i understand has been for years, then Market forces will determine the effect. i for one would not wantto pay less for the service I currently get. As if the fares drop then the level of service has to be affected currently good quality cars clean drivers = good service = good standards. low fares poor quality of drives and cars = poor service. I travel the country in my work and i am often in Taxis maybe 4 times per day the good companies charge more have better standards. the cheap companies seem to have older cars untidy drives and the drivers often complain that they not amking enough due to the fares being low. My point is Market Forces will always find it's level. Do Not Change what is not broken you will lose quality if you do. Look at the sweat shops in India a good example of Cheap versus quality. people will pay for quaity if the want a good service.
Surely it is up to the operator to set the tariff. It's Like SODC going into Curry's and telling them how much they can charge for a TV or Computer. Yes they can set legal & safety requirements but certainly not the tariff, maybe we should tell SODC what we are prepared to pay for the services they offer.....?
Surely it would be ridiculous if the individual operators set the tariff - prices would spiral out of control.
Surely there can be both types of tarrif setting in operation, just leave it to the operator to choose how they wish to run thier own businesses.
Tariff set by district council would massively impact on existing operators. Asking if district council should set Taxi tariff is like asking the local Taxi drivers to set council tax.
Tariffs set by individual operators encourages competition, but only if users can find out what their tariffs are. In the absence of widely available information on competing tariffs, I would prefer local authority control.
Tariffs set by the district council are unfair, and do not allow any form of competition or differentiation between the individual operators. In my experience, standards of both vehicle and service have been noticeably higher when using South Oxfordshire taxis and hackney carriages, compared to using those in the Vale of White Horse. It is important that people can make an informed decision based on the level of service that they require from an operator - some people, including myself, are happy to pay more for a decent standard of service, with a smartly attired, courteous, punctual driver. If prices are set by the district council, then all you have is non-differentiated homogeneity, and when this is the case, what purchasing criteria do you have at your disposal to base your decision on? There is no more valid reason for district councils to set the hackney carriage tariffs than there is for the same district council to set the rate at which local supermarkets sell their produce, or at which local garage forecourts sell their petrol. In short, there MUST be competition between local companies, as permitted by individual operators setting their own tariffs; else the only loser is the end consumer, the passenger.
Tariffs set by the District Council will enable large and small firms, and individual drivers to charge similar fees, not giving an advantage to any particular firm size. It also provides the public with the knowledge that the tariffs are set by a third party so fair and independent.
Taxi firms should, like any other business, be free to complete on price and the service they provide.
Taxis in and around oxford are far more expensive than elsewhere in the UK I assume this is down to it being a blanket rate, there no competition in pricing.
The council must understand that any commercial supplier must decide the service level their market demands and price their product accordingly . I can see no case for any local government involvement in this most common business practise .
The council should not be setting tariffs. It is for the market to set tariffs. Other crieria are also important - such as service levels. Customer satisfaction should drive suppliers. A minimum tariff does not incentivise poor-performing taxi firms to compete for passengers through better customer service. I frequently use taxis - hail, rank and pre-booked - and have had too many bad experiences of poor standard of taxis, poor driving and variable charges, that I only use reputable firms. I am prepared to pay for reliable quality service. I resent paying for poor quality of a licensed cab so unless the authority is also going to enforce standards (which it is not well-placed to do) then I advocate allowing the market to decide.
The district council knows nothing about running taxi companies/services ! We live in a free market economy. The taxi operators know their own business best, which includes quality cars and drivers as well as price issues: you get what you pay for. The taxi operators should be allowed to set their own tariffs.
The fare charged by a taxi should be a commercial decision for the taxi operator. I see no reason for the council to be involved. If the council ceased this activity this would help reduce council costs.
The larger taxi firms could stifle competition by flooding the taxi ranks then charging what they like thus reducing competition. It is best that the Council decides the tariff so that it does not rise too much.
The local council will destroy some really good taxi companies by introducing unnecessary tariff control. In other words, a group of Councillors tell all the taxi companies in the district how much they charge, not taking into account that different companies offer different ranges of services and quality of vehicles. The choice is still with the consumer as to who they travel with so why interfere.
The market will determine the maximum price itself, it does not need to be determined by a local authority. If a taxi firm is charging too much then they will soon lose business.
The operator will know what is the best tariff for his business and therefore can provide a quality service accordingly
The operators should be free of council control
The rates on the previous page are cheaper than those I currently pay
The standard of taxis in Didcot compared to wantage is far superior. Wantage companies are much smaller and often less reliable and less professional. Didcot has its low fare taxi services that provide a good service to town folk such as[specific firm mentioned] and [specific firm mentioned] but it also has much more professional taxi companies to meet the needs of the growing businesses in and around the area. Having used companies such as [specific firm mentioned] for business use I like having the opportunity to pay a higher fare for executive business travel when arranging transport for clients. Those companies in this market segment earn their reputation based on high quality service, luxury cars and professionalism. But it comes at a price. If you were to cap their prices- you would be capping the success and quality of taxi services we currently have available in south Oxfordshire.
The standards will remain high if the firms are competitive.
The tariff should be set by the marketplace rather than the council. Expensive operators will price themselves out of the market.
The tariff should make it clear when you get in what you pay
Then it is more competitive. When you find a company you're happy with you stick with them.
Then it would be fair

Then we all know
There are a wide variety of services available in this sector. We use a private car service to collect VIPs/ do airport runs and expect a very high standard of vehicle/ driver. We would not expect the same tariff as a 'hail in the street' taxi as we would expect a different standard of service. This isn't something that a council could reasonably be expected to legislate for.
There are all sorts of services provided by licensed hackney operators and they should be allowed to innovate and provide services on a competitive basis without being forced into a common fare structure. Doing an airport run, or driving a disabled child to school, are completely different from taking home someone after a night in the pub.
There are currently too many "ifs and buts" about taxis prices. Some operators charge early/late fees, some have meet and greet charges at airports and most charge waiting time. This can be confusing to the customer - when you pay for a taxi you want to know that the charge is fair and consistent.
There is a huge difference in standards between operators and I prefer to pay slightly more for better standard - [specific firm mentioned]
There is always the risk of an anti-competitive cartel, but by its nature the hackney carriage trade is, in my judgement, unlikely to form one. Therefore the market should ensure a fair deal for customers
There needs to be structure
There should be guidelines in place to protect users, particularly vulnerable users or those who rely on taxis for mobility (e.g. blind or partially sighted people).
They charge random prices
They deserve to - they work hard enough
They have all been fair to me 008
They need to earn their own living and not be told what to charge
They won't rip you off
think private businesses should be able to charge what they like
This keeps competition in the market. If the price is standardised, there is no incentive for a company to offer anything other than the cheapest option. Sometimes I want more than that - for instance, when I am transporting important clients I like the fact that I can use a service with nice cars, smart drivers, employed drivers - these things matter. I also choose to use that kind of service for some rare occasions when I have needed one of my young teenagers to be transported somewhere - I don't just want a "mini cab" level of service in a car that smells of smoke, with no certainty of the quality of car or driver.
This should be more easily understood by the end-users as it would be consistent and hopefully not just profit-driven
This should be set by councils, as individual operators are profit based and prices may rise. While competition with other operators should in theory keep prices stable, getting a taxi is not something one usually does fare comparison with - unlike say choosing shops to buy a product from.
This way provides competition between operators, for which the customer can select of their own choice. Your choice is then down to service provided by a particular operator, prices, appearance / standard set by that operator.
this will encourage competitiveness
This will give a level playing field to operators and customers alike.
This will make the market more competitive and customers are reassured to obtain the best services.
This would allow the operator to offer a service that is commensurate with the cost of running the service at the level they wish to offer.
This would give a standard tariff which is probably fairer.
To be independent of the operators and to take account of public transport costs and availability
To be the same as neighbouring council
To control high charges
To encourage competition. If the tariff is fixed the operator has no incentive to differentiate their service in terms of quality. It is about choice, some people may choose a dirty old taxi that is cheap (but legal), another a new car with mobile chargers provided. We live in a free market economy not a control economy.
To have a fixed price by the council must be illegal. How can a council dictate to private companies what to charge. I don't think Brussels or the government would approve and neither do I
To keep charges down
To keep prices down
To make sure you don't get ripped off
To put a ceiling on what can be charged
Transparency
Uncertainty of the cost involved in taking a hackney Carriage is one of the factors which leads me to use them less frequently
Unless there is an overhaul of prices for the consumer to compare between taxi companies
We are a democracy, not a police state
We have contract arrangements as a business with a local company so competition for prices is a good thing, however having prices "capped" is also good.
We live in a democracy
When I use a taxi service I like to treat myself and my potential customers to an executive service. I strongly believe that having a fixed tariff will have a drastic effect on the quality of vehicles and possible drivers that I wish to use
When I was on work experience, some individual companies used to charge more and deliberately drive slowly.
When you book they can give you a price. Council won't tell you that.
Whichever is cheapest
Whichever is the cheapest
While it stops a price war downwards, it also stops individual upwards price hikes
While service is important price is a massive decider as well. It would be interesting to see the comparison in between the council set figures and what other companies currently charge to see how much extra you pay for service.
Whoever is more competitive
why change something that is not broken
Will be cheaper
Would be much easier to know what you're paying is the same no matter which vehicle you use and where you use it.
Would prefer operators to set tariffs to encourage competition - current fares are too high.
You need control over prices so you don't get ripped off
you need to differentiate between hackney carriage and executive cars

You still have the choice of who you will use and can decide on the best most efficient and reliable one you like. It also keeps them competitive otherwise they may lose customers.
You tell the council and they take no notice
You would know then it would be the same charge whoever you booked
You would then be able to chose the cheapest service
Q9. Vale tariff question. 289 comments; 454 no comments
£4 flat rate is easier: 2 coins required. £3.50 is an awkward amount for a trip down the road, I'm sure people will just pay 4 or even a fiver. It is designed for a £1.50 tip at present.
1 size does not fit all and competition among operation should be allowed
A charge per complete mile seems easier to understand.
Add guideline charges for specific desitnations e.g. Abingdon to Oxford Railway Station
again - see no reason why this is not an open and free market with tariffs set according to competition unless this is abused in which set tariffs wold be needed
Again, I would prefer some competition. Either way, I should like to be sure that drivers themselves are paid more when the tariff is higher.
Again, if taxis are part of an integrated transport policy (which I think they should be) then a more holistic approach to the management of taxis and other transport options is required. I think there should be one tariff only (there is nothing special about bank holidays, after hours etc). Charges should be reduced to encourage greater usage. I also think that blue badge holders and the elderly who are house bound should get a reduction on fares. I think a payment card solution could enable costs to be reduced. Perhaps payment card holders would get a reduced fare. This should reduce losses due to unpaid bills, reduced payment times, reduced card costs. Cards should be treated like cash but transactions should be electronic. The soiling charge should rise. The tariff card should include details about shift working. Drivers should be expected to work specific shift patterns to enable working time and other health and safety matters to be managed
Allow competition and let operators to lower or increase the fare based on the level of service they provide.
Allow competition it's fairer - they companys then have someone to work towards in retaining custom
Allow individual pricing (set price) for pre-booked trips
Allow operators to run as fixed tarrif if they think that is the business model that suits them best, or allow them to set their own tarrif to provide a 'upmarket' provision if they want. Both schemes have thier place in this world!, and most locals know which carriers are the best for value.
Allow the market to decide what's the right price level
Allowing operators to have their own tariffs should encourage competition. However, such competition will not really exist until those tariffs are widely published. In the absence of this, I would prefer local authority control.
Allowing taxi companies to charge appropriately for different levels of service can only be good for competition and increase levels of services offered. Working on Milton Park - many businesses need professional, reliable, good quality taxi services - you pay for what you get and its good to have a choice
Amend tariff on cyclical basis by agreement with a panel of Hackney Carriage operators to ensure fairness and consistency
Apply consistent tariff for all operators. Will ensure you know in advance what the maximum charge will be when considering booking a taxi, or hailing one. Allows operators to discount if they choose.
Applying a tarrif is not in the interest of fair trade & will encourage unscrupulous operators who otherwise would not be able to compete on quality
As a local business we use local hackney companies so we negotiate our prices on the amount of business with them and this should be allowed to continue
As above - unless I'm missing something, ridiculous.
As before. This is a 'one size fits all' approach that does not cover all services.
As for reasons stated previously.
As I said before, local councils do not run taxi services and are not taxi operators. The local councils know nothing about running commercial enterprises. We live in a free market economy, and the local councils should not be interfering at all, much less setting rates. I can't speak specifically for the Vale of White Horse tariffs etc because I live in the SODC area, and use taxis between Didcot Parkway and Brightwell-cum-Sotwell, and Wallingford --- mainly because the Thames Travel bus service is so inadequate, and especially in the evenings (except Friday and Saturday), but especially on Sundays.
As I wouldn't use one in this location, I shouldn't really comment. My answer to No. applies to the Wallingford/Didcot area.
As per my answer in the last question- free market forces to help supply meet demand. Allow operators to charge their own tariff and influence the quality of service they would like to provide.
As per my previous answer, the pricing should be determined by the free market. It can be monitored by the council to ensure no price fixing but competition needs to be in place as well as freedom for new entrants to the market to be able to "set up" and then make a return on their investment.
As previous
As previous comment
As previous comment- stimulates competition and value for money.
As previously stated, true and fair competition can only exist if organisations can decide on their level of costs. amount of margin they wish to make and then calculate their charges accordingly.
As stated earlier, these are private businesses and should not be regulated by the government. If this was done in the past because the businesses were practicing outside of a moral code and was charging outrageous tariffs then I might vote differently.
Be cheaper!
Because they are providing a service and they know their own costs. Other businesses have the opportunity to set their own prices. If there's sufficient competition, prices will be set.
Cannot see why the council should interfere in the market.
Charges aren't that bad
Cheap as possible

Cheaper
Cheaper
Clear and simple
Companies offering a service should not be dictated to by idiots on councils who don't know what they are talking about. Competition will set the correct fare.
Companies should be free to charge as they seem fit
Companies should make their own decisions and remain competitive
Competition for service and price, if prices are set then service providers can deteriorate, which is not what the customer wants.
Competition is always healthy
competition is healthy and for businesses to survive especially small ones flexibility is paramount and restrictions just make life harder
Competition is preferred allowing choice of service and quality - just as in any other purchase of goods and services
Competition means better customer service
Creates competitive pricing which will benefit users.
Depending on the circumstances, private taxi company supplying exclusive cars should not be held to this tariff. Otherwise this could affect the level of vehicle that businesses require.
Didn't know there was one?
Don't know enough to comment but with rise in petrol prices since January 2012 maybe these prices should be increased, but would need more information to tick the second box.
Due to the rural nature of the area, in some locations customers are limited to only 1 or 2 taxi companies for use (especially where I regularly use taxis in Faringdon and Shrivenham). As such there are no market forces to regulate prices, so there should be some form of regulation and oversight to protect customers. Similarly if taxis were to self price, then there would have to be some form of up front quote or demonstration of charging tariff. This system doesn't exist for Hackney carriage licenced taxis and so would require a fundamental change to their business process.
Each subsequent 1/10 mile increased by 10%
Each tenth of a mile should be reduced to 15p, £2 a mile is too much!!
Ensure the tariffs regularly reflect changes in fuel costs
Everyone in the area is aware of the rates before booking
Fares are excessive. Basic £3.50 charge should be reduced, and operators should be able to compete.
Fares for taxis booked in Botley should be in line with those in Oxford city. This makes more sense than parity of fares in Botley and Abingdon.
Fares should be negotiated in advance with the customer
For operators to decide on
For reasons above, it would encourage competition and better standard taxis
For SODC and VWH to adopt the seemingly efficient tariff already in operation in one seems sensible.
For the same reasons as before, I think the quality of service and car would be better if operators were allowed to set their own tariffs but perhaps with a set of guidelines for their charges
Free market
Free market conditions should mean lower prices and better services.
free market works best
Give customers A choice, don't we live in a free market?
Give the option to the taxi operators to set their own tariffs. If the operators want to be competitive then they will ensure good price. Plus good service will be provided
Have a discretionary charge for OAPS and Under 18s
Having used taxi a lot recently I find them very expensive for example the centre of town to Peachcroft a matter of 10 mins costs 10 Pounds. Peachcroft to Radley Station is 4.70 which takes 4 - 5 mins.
However, tariffs must be publicised so you know beforehand the likely charge. There should perhaps be a recommended maximum set by the council but taxi companies can charge as they wish provided they inform the customer beforehand whether their rate is higher or lower thereby giving the taxi company the opportunity to explain. Hailed taxis should be limited to a maximum.
I agree with the Vale setting the tariff as they will be independent from the taxi firm
I am happy as they are
I am not bothered on this point as I use who I wish and I would not get into some of the taxis I see on the road Quality counts keep it that way.
I can't imagine I would use a taxi in this area and other reasons explained previously, but if I were to suggest remove tariff.
I do not believe that competition will reduce fares.
I do not live in the Vale
I don't think the council has any place interfering in local businesses and dictating prices. Where is the competition in that? They don't control local rents or costs of hairdressers/plumbers, so why taxi costs? Also, by actively controlling them they have to actively monitor them - which introduces cost and admin into the equation. Cut council costs and stop managing something which does not need managing.
I don't think they are too expensive
I don't use cabs but my customers do
I don't use taxis in Vale of White horse area
I don't use Vale taxis but I don't believe it encourages healthy competition.
I don't want to compromise on quality or service, hence I would like to choose by paying the tariff I prefer.
I don't wish to pass comment on an area I am not currently resident in
I feel the tariff should be kept, but reduced to be honest. I live in Chilton and have had ridiculous quotes (£25) for fares from taxis at the rank in Wantage to travel to Chilton which has meant with the cost of a baby sitter thrown in myself and my husband can't go out for a meal. Also the taxi fares in the vale and south oxfordshire are the most expensive in the country.
I have always paid £4 minimum fare, the drivers have to make a living, with the price of fuel I think this tariff is out of date.
I have little idea why councillors should be setting tariffs in a business they probably know little about
I have nothing to benchmark against.
I live in south oxon so it's not my place to comment on the Vale of white horse. I see the benefit of people knowing upfront what they will be paying. However, premium services (eg [specific firm mentioned] cars) on prebookings need to be allowed to operate outside this system.
I only use taxis for airport trips.... never for local metered journeys

I prefer to be able to choose a quality firm at a slightly higher price if I want
I see nothing wrong with it and it works
I think a fixed tariff will limit the offerings available, a free market would ensure competitiveness and will allow differentiation, both key to ensuring sustainability of that market.
I think it looks fairly reasonable
I think Operators should be consulted but never allowed to have the final say.
I think that if having the tariff works in the area keep it as that is what the users are used to and change for changes sake upsets people and could have a knock on effect on the trade. However if more competition is wanted/needed the tariff should be removed to encourage this.
I think that the charge for Distance a) and the charge for b) first seven tenths of a mile are very high. This charge is similar to London charges and often distances travelled can be quite short. I.e. centre of Oxford to Botley, the total charge of £7 - £8 is too high and half of this is for the first 10th of a mile
I think that they are at a reasonable price
I think the charges are reasonable
I think the prices charged on special days such as Xmas and New Year are extremely high. We were quoted £ 100+ for Oxford to Abingdon or Abingdon to Oxford single journeys. Its a rip off and I am sure companies in Oxford lose out as people just dont go.
I think there should be a differential between a bespoke chauffeur driven service and a taxi rank or hailing from the street service.
I think there should be a free market and those should be able to set the rates the taxi companies wish. Price is not always the most relevant criterion when booking a taxi as you tend to use those companies that you trust and are punctual
I think there should be one tariff for any time
I think we would be best served if taxi companies can compete freely on price and service
I think you need to also gather feed back from the taxi drivers themselves.
I think the distances should be extended because the above tariff means that a short journey of just a few miles is nearly ten pounds. Very expensive!
I thought that there was supposed to be competition between companies, so that people have more choice, but if the tariff is already set everybody ends up paying the same price.
I understand. From talking to taxi drivers that the smaller firms would prefer to retain the tariff. I have been told that a certain very large taxi firm wants to end the tariff, so that it can dominate market and charge what it wants. They have been busy collecting licences and increasing the number of cars they have operating in the area. Their aim is to fill the taxi ranks with their own cars, exclude other smaller firms, and hike up the prices.
I use taxi's in Didcot, Wallingford and Wantage. The quality of the cars, staff and reliability of service in SODC is much higher than that of VoWHDC. Most of the providers around Watage are one man operations. This means that the customer have to phone several operators to find a cab during busy periods and they are often late or do not turn up at all. This is very different to the likes of [specific firm mentioned] or [specific firm mentioned] who when phoned, sort it out and are reliable.
I want a fixed tariff in a given area so that I don't get any too-unpleasant surprises when it is time to pay, I don't mind if changes are made, but have no particular changes in mind at present
I would like to see some firms offer a higher quality of service - Abingdon firms all seem the same - and would be prepared to pay more for it
If it is currently working then no need to change - have not used Vale services so cannot comment on levels of service
If it was cheaper I'd ask them at the time
If its competitive
If people would like a executive car they could book this and would be more than happy to pay the difference in price (I would pay the difference to get an executive car and well dressed driver). Some of the taxi's are older vehicles and drivers in jeans, shorts, t-shirts etc do not meet the requirement of chauffeur cars that I would need to book for my company or use myself
If removing the tariff would result in reduction in fares due to greater competition then this would be my preference. I realise that the council tariff is a maximum, but I imagine this is actually applied as a standard charge by operators.
If taxi companies feel that the market will pay more then they should be able to. I don't mind paying a bit more for a better service/better vehicles and better trained drivers. I don't believe operators will charge more than the market can afford as there is plenty of competition and if prices go up too much people will go elsewhere
If they are honest. Negotiate the fare in advance
If there is no tariff companies will lower prices in an effort to undercut one another. Some companies will charge more, but they can only command more if they are providing a better service
If this system has worked in the past then I don't really have a problem with it staying the same. If it was brought in because some operators were charging unreasonable amounts then it could stay. Usually the market sets the price for these sorts of things and having set prices eliminates competition.
In line with south oxon present policy
Include maximums for hidden charges such as additional costs for collecting from more than one address and meet and greet. The cost should reflect fairness and consistency across the board
Individual journey prices should be negotiated in advance. Honesty is important
Individual providers should be allowed to compete and set their own prices so customers can have a choice of who they wish to use.
Introduce healthy competition. I recently stayed in Liverpool and their taxis were at least a third less.
It helps to have a universal taxi tariff through the region so that you roughly know what price you are paying for a certian journey
it is best for taxi users if taxi companies can compete freely on price and service
It is best for taxi users if taxi companies can compete freely on price and service.
It is better to have a set rate in advance
It looks fine
It looks fine
It looks quite pricey
It looks quite reasonable
It looks quite reasonable
It might seem that tariffs keep prices down, but there is no guarantee of this. The price of bread in the supermarket is set by supply and demand. No-one suggests the council should get involved in setting maximum bread prices to prevent consumers being ripped off. If cab companies rip off their customers they will get competed out of business
It seems somewhat complicated - possible to simplify?

It should be cheaper
It should be in the best interests of all if we have competitive rates of independant hackney carriage providers, combined with quality of drivers and vehicles. Healthy competition means the best (not just the cheapest companies) will win out.
It should be measured in whole miles
It should be set by drivers
It should be set by operators 047
It should be up to the operators
It would allow operators to offer a higher quality to service.
It's too expensive for a start. The whole taxi service industry ([specific firm mentioned] inclusive) need to review their tariffs and revise them downwards. Fuel cannot be used as the excuse for increased tariffs.
it's too high as it is!
It's very reasonable.
Keep existing and let guys determine
Keep the tariff but the signage is unclear of baggage, additional people, and sharing a lift. Fixed mile charge + min fee, i.e. make it simple to calculate.
Keep the tariffs the same in both districts, allow the Taxi companies to decide on tariffs to services this helps healthy competition and allows customers like me te freedom of choice
Keeps it simple and easy to follow. Maybe should be made easier to find the tariff
leads to a bad standard of taxis
Leave operators to set the tariff
Let firms set their own rates - competition is good.
Let free market competition flow
Let individual firms set their own rates - as long as they are publicised. There could perhaps be a maximum allowed amount per mile.
let the market decide
Let the market decide the price. But the taxi must display their charges
Let the market decide.
Let the market decide. Councils are out of touch.
Let the taxi co decide please, the peopel are smart enough - u can ask the fee before u take the cab and then take a different oen if u think it is too expensive - why muct the council seek to drive service to the lowest possible level
let the taxi firm to set the tariff
Let the taxi firms compete!
Licenced taxi firms should be allowed flexibility in the prices they charge so that they can differentiate between their competitors e.g. better cars, extra services etc. So any tarrif provided by a local council should be able to be used for guidance only and if the taxi firm chooses to charge over the tarrif rates, they should sink or swim on the service they provide. That said, taxi firms should clearly display their individual tarrifs (in cars, on web-sites etc.) so the customer knows what charges they can expect from that individual company. In my experience most customers choose firms not just on price but take other elements into account such as: - Whether the cab arrives on time. - Whether the driver was helpful. - What the condition of the car was. - Whether they felt safe during their journey (particularly relevant to women travelling alone). Companies should be able to differentiate on this basis, if they are forced to stick to a set tarrif other services are likely to suffer.
Like i said before, change all companies from south and vale to the same tariffs. Think about a good stable and atmosphere between all drivers and companies.
[specific firm business]use [specific firm mentioned] Didcot for local, airport transfers and visitors. We can monitor expenditure, issuing a PO number and invoiced for each job. The cars are Mercedes or BWM, which provide the image The Company wishes to convey. Always an excellent and professional service.
Looks a sensible arrangement in force already
looks fine
Looks quite fair
Lower prices
lower the 7 tenths of a mile charge, it is a bit excessive
Lower the tariff
Make charges a bit lower
Make it cheaper
Make it cheaper its too expensive!
Make it table of recommended (not maximum) fares
Market forces should prevail. If the costs are unreasonable users will not pay.
Maximum Tariff should be set by District Council with automatic annual increase inline with inflation index
Maybe hold the meter if journey time is excessive
might get some firms cheaper some more expensive rather they all charge the same fair more simple les hassle phoning around finding who charges what..
Needs to be cheaper
No . As above let the business set the prices for their level of service . Many business users in the area demand more than a cheap taxi can provide . Any involvement in setting rates will lower standards for business users .
No idea what the tariffs are. County council should have a watching brief
No rogue businesses. Know how much it will cost before you start
Not a heavy user of that area's taxi. More SODC area.
not likely to take a taxi in the Vale of White Horse, so don't really care what they do
Not necessarily with changes, but Council should review charges every one or two years to ensure that Taxi owners can continue to earn a reasonable income.
Often can't get taxis in the Vale after midnight and have to call companies from SODC area as it's not worth the vale taxis working after midnight apart from weekends.
Once again, it is always preferred that there be no tax or tariff. The less tariff or tax taken from the local community, the more capital the consumer has to spend on other items.

One only has to compare the standards of service offered by SODC licensed operators compared to the VOWH. The VOWH has taxi ranks full of old unattractive vehicles with really appalling names such as '[specific firm mentioned]', mostly unkempt and malodorous.
open competition between operators to encourage better service and value operator to set tariff
operators should be able to set their own tariffs so that consumers can make their own choice in relation to price/quality/convenience
Operators should be free of council control and are better able to set the tariff.
Operators to clearly display their own tariffs.
Other operators in Oxfordshire maintain very good service without the imposed tariff
Over priced for distances
People would know what to expect
Perhaps allow operators meeting certain minimum standards to be allowed to set their own tariff
Perhaps let the operators have more flexibility to quote and compete for longer journey bookings e.g. Abingdon to Heathrow
Please make it clear at taxi ranks what the charges are - at the moment you don't know until you are in the cab.
Prefer competitive market
Prefer consistent charging
Prices are within reason
Prices seem very high in this area compared to the rest of the UK
Remove the tariff and encourage diversity of operators improving quality and availability.
Remove the tariff. Allow the consumers to choose the level and types of service they wish to use. Fixed tariffs could drastically effect the quality of vehicles and staff for corporate and executive use. I think companies should be able to compete freely on quality and service.
Review each year
Same again
same answer as before
Same thoughts as previous question: I feel that if I wish to pay a slightly higher premium for a nicer, more luxurious car with higher quality service, then that is my choice. If I want to pay a cheaper rate with Joe Bloggs then that option is available too. I feel that if the district council set the tariffs then the high end taxi services will lose money and not be able to continue to provide such a high service. It also means that if the district council sets a tariff somewhere inbetween the two current tariffs, the lower end taxis don't have any incentive to maintain their cars when they are getting a slightly higher rate than what they were previously getting.
SEE ANSWERS ON PREVIOUS QUESTION.
See comment to previous question.
see earlier comment
See my comments for question 5, the same principles can be applied here.
See my previous comments
See my previous comments.
see previous answer. Users can make their own choices
see previous comment
See previous comment; removal or status quo both have advantages and disadvantages.
see previous question comments
seems a fair and reasonable tariff
seems a fair price.
Seems reasonable.
Seems v expensive for short distances. Maybe a 2 or 3 tier charging system?
Service quality is the key concern for me and I want operators to be able to compete on the basis of service quality and price, not be restricted in the quality of service they can offer.
Set by individual operators to enable competitive pricing but capped by district council
Set by individuals 026
Set by operators. Free market competition
Setting a tariff by the council will reduce competition and maybe fix prices at a high base
Setting a tariff would effect certain taxi companies being able to provide what I need, reliability, standards of cars, professional drivers.
Setting the tariff kills off any competition.
Should be a different tariff for longer journeys: for instance over 5miles, 10-20 miles etc
Should be a free market
Should be cheaper
Should be consistency of fees regardless of which taxi you get into - having operators set their own fees will cause upset at taxi ranks - you get in the first taxi normally - rule of the rank? but if different operators charge different fees then you could end up in a taxi charging much more than the one behind - or you could have waited for a cheaper one to turn up having the fees set by the district ensures a clarity in the service
Should be lowered per seven tenths and per one tenths.
Should be supply and demand based, competition brings down prices. Why would council set it (unless current fares are too high)?
should be the responsibility of the supplier to fix their rates
Should have same tariff in all districts
Simplifying the wording would be helpful.
Slightly lower tariff
So it is set by individual operators
Stifles competition

Tariffs set by the district council are unfair, and do not allow any form of competition or differentiation between the individual operators. In my experience, standards of both vehicle and service have been significantly higher when using South Oxfordshire taxis and hackney carriages, compared to using those in the Vale of White Horse. It is important that people can make an informed decision based on the level of service that they require from an operator - some people, including myself, are happy to pay more for a decent standard of service, with a smartly attired, courteous, punctual driver. If prices are set by the district council, then all you have is non-differentiated homogeneity, and when this is the case, what purchasing criteria do you have at your disposal to base your decision on? There is no more valid reason for district councils to set the hackney carriage tariffs than there is for the same district council to set the rate at which local supermarkets sell their produce, or at which local garage forecourts sell their petrol. In short, there MUST be competition between local companies, as permitted by individual operators setting their own tariffs; else the only loser is the end consumer, the fare-paying passenger.
Tariffs should be set by individual operators to retain competition and diversity.
Tariffs to be set by individual operators. It promotes competition and improve services.
Taxi companies should be competitive and set their own charges.
Taxi prices should be regulated in the users favour although consideration of vehicle mileage costs must be taken into account for the Taxi
Taxis in the Vale are among the most expensive anywhere in England. The price of an evening journey - say after a night out in Abingdon to Faringdon - comes out at some £80 for 15 miles. This is incredibly expensive and completely discourages people living in outlying areas from visiting larger towns. I once paid over £50 from Witney to Faringdon. A council-set maximum means all prices rise to this level.
The buttons on this question don't seem to work. I prefer for the tariff to be removed.
The charges don't look too bad
The charges need to come down, there is no justification for such high prices. A 4.5mile journey, lasting 12 minutes from Didcot Station to my home costs £14.
The Council has no place in setting prices in a free market. Value for money is best achieved by having open competition. Council please note - value for money doesn't mean the lowest price, quality is a big factor which and the Council seem to be working hard to stifle competition and drag down quality to the lowest common denominator
The council should be able to set the tariff but allow the taxi companies to be able to make a profit without charging too much.
The fare should be obvious before departure 040
The operator will know what is the best tariff for his business and therefore can provide a quality service accordingly
The set tariff doesn't allow for high end services to cover their overheads so it effectively restricts the quality of service available.
The set tariff seems a fair system and doesn't need changing.
The setting of a central tariff reduces market competitiveness. It should not be an area where the Council spends scarce resources; they should focus on their own required obligations.
The tariff charged at present is value for money and in this economic climate reflects the going rate.
The tariff seems fair.
The tariff should be increased to reflect the increase in costs since 1-1-12.
The tariff should be set as a result of free market competition so as to improve quality of service.
the two boroughs work well together to hone their costs and processes. it is obvious the individual operator tariffs work well in South Oxon. I believe White horse would serve the taxi operators better and the public if they fall in with the present policy in S Oxon. From a health and safety point of view all taxis operators will have the choice to afford to offer safe, reliable cars, replaced regularly, ensuring state of the art for fuel economy, safety, etc, will be maintained over time. Currently anyone can see that the range of services offered in South Oxon is twice as varied across the board, as it is over the boundary in White Horse Vale. It is a no brainer, frankly.
The waiting time charge should be reduced.
Then it would be fair and equal. Fuel prices to be considered too.
There is always the risk of an anti-competitive cartel, but by its nature the hackney carriage trade is, in my judgement, unlikely to form one. Therefore the market should ensure a fair deal for customers
There is no additional cost to the operator on public holidays that would not be incurred for Sundays where a lower rate applied so it is unfair to operate a different tariff for these days.
There should be agreement between all providers to agree a tariff
There should be something in place to stop companies charging over the odds but maybe it should be adjusted so all companies can deliver their service within the set tariff.
These are private companies and therefore should be able to their businesses as they see fit.
these prices are reasonable, and should not be changed
they should encourage service providers to set their own rates based on the service they provide
They should only set maximums
This scheme sets a maximum fare, you will not be surprised at the end of your journey.
This would bring the two councils in line with current SODC thinking. You will see a big rise in variety of service providers within the Vale, giving rise to better quality of service provider being able to expand from being a smaller company which are currently being kept artificially of poor quality because they cannot afford to invest in newer, safer and greener technology vehicles, or extra vehicles. It makes sense for Vale of White Horse to follow the far sighted policy of the SODC, of which I absolutely applaud.
To understand my views please see above.
Too expensive
Unless the operators collude to set higher charges then they are best placed to set the tariff, taking account the type of vehicle they use, fuel costs and any change in minimum wage
Whichever is cheaper
Will bring healthy business competition and growth
With regular reviews
Would be nice if they were cheaper
Would encourage more competition and subsequently better service
Would prefer tariffs set by operators to encourage competition
Yes if this is a fair tariff
Yes with occasional reviews
You can then shop around

You could make the distances more clear, or use another calculator as the passenger us penilised when the council is doing roadworks, or they put in chicane roads, or there are accidents. Should the passenger really be paying a cost for a journey made longer for something that is out of their control? It also encourages taxi's to use indirect routes to charge more. Even as a local resident, approx. 50% of taxi's I take do not take the easiest or most direct routes, but suddenly introduce lots of side streets or extra traffic. I complain every time, when I know many don't, and what is the point, I only get told its too late / pay the meter charge or I'll call the police etc etc.

You pay for what you get and some people particularly the elderly need more help and support and more dependent on reliability.

Q13: Other Uses of
HCVs - 171
comments: 49 no
comments

After a train journey

Airport

Airport

Airport

Airport

Airport

Airport

Airport

airport

airport

Airport - business and lesure

airport and other work related trips

Airport Journeys

Airport pick up/drop off

Airport run

Airport Run x 4 times a month

airport runs

Airport runs to and from

airport runs, train station runs

Airport transfer

Airport transfer

airport transfer

Airport transfers

airport transfers

Airport transfers

airport transfers

airport transfers for customers

airport transfers, hotel transfers, corporate business

Airport trips

Airport trips

airport, usually heathrow

Airports

Airports

Airports

book for work colleagues travelling from other offices

Booking business travel

booking for company visitors

Booking on behalf of colleagues

Business

Business

Business

Business

Business Clients

Business for customers

Business for employees and visitors to our premises

Business meetings

Business meetings in the area

Business purposes (transporting overseas visitors)

Business related travel

Business travel

Business travel for visitors

Business trips

business use

Business use for visitors

Business visits

car broken down!

collecting car from garage, collecting daughter when i've had a drink

collecting my classic car from the garage

coming home from the train station in oxford
Company bookings for visitors to business in Abingdon
corporate travel
Corporate travel to and from airports and other parts of the country.
corporate travel to and from Airports throughout southern england
Culham-Heathrow / Culham-Didcot for holidays 1/yr
Does "leisure" mean taxis to the station, airport or port?
Emergencies
Events & Functions
ferry to/from airport
For an emergency including weather
For business use
For traveling to and from the train station
for work
For work colleagues
For Work purposes/meetings
Frequent use to go to the London Airports
from didcot station
From Didcot station after business meeting in London
From home to LHR and back every week
from local area to Airports
Getting children to and from school & also going to airport
getting home after a night out and I cant be bothered to walk
Going to and from Didcot Parkway
Going to church
Going to the airport
going to the train station
goto train station or airport
Heathrow airport, train stations etc.
Holiday to airports
Holiday
Holiday
holiday trip to station
Holidays and emergencies
Home to airport
I book chauffeur cars for the company that I work for
I book on behalf of my company
I book taxi's for Business Users
I book taxis for visitors to my place of work and for employees travelling on company business
I book taxis on behalf of my company travelling back and forth to the airports and ports
I do not book them for my use but in a professional capacity for business trips
I haven't used one for years, but if I were to it would be for leisure.
I organise taxis for business trips
I use as and when required
If returning to Oxford very late by coach or train
journeys for employees and visitors
Out of hours business travel
Picking up from train station
picking up visitors from airports
Please note I book up for other people for work
rail and bus stations
Railway Station, Business entertainment
special occasion or airport
special trips
Station
Station
Station/airport/London
Taking son to hospital
Tavel to and from Heathrow
To & from railway station
To airport/railway station when unable to take bus or train
To and fro for airports, especially Heathrow.
To and from a railwat station
to and from airport or rail station for work and liesure
To and from airports
To and from airports.
to and from day centre
To and from Heathrow
To and from Heathrow airport and to and from Didcot Station
to and from train station
to and from train station
to aoirport /london
to bus station
to collect business customers for ease of appointments

To Didcot Station
to get bus to oxford for airport
To get home late at night
To get to airports
To get to station
To get to train or bus station with luggage
to go to Civic functions
To go to Oxford Bus Station
to Ox park & ride when going on holiday
to the airport or station
To the train station
To train station at times when buses do not run
to transfer to final destination when using train
To/ from Didcot station
Train station
Train Station
Train/coach station to home after long journeys/holiday
Transporting my children to/from activities without me
transporting work staff and visitors
Travel
Travel for visiting colleagues or personally to/from airports.
Travel to airport or station to go on holiday
Travel to Airports
travel to and from airports
Travel to or from heathrow
Travelling to and from my home to Didcot Parkway station
Travelling to/from the vet!
trips to stations(bus/train) for work/non-work typically.
Use [specific firm mentioned] from Heathrow to Abingdon and hotel to office while in Abingdon I live in Houston, TX, USA. The service in Texas, USA pails in comparison to the service [specific firm mentioned] provide. I have used [specific firm mentioned] for the past 25 years and will continue to use them.
use taxis for staff business trips
Visitors to the company I work at
We are a business that regularly use taxis to get staff to and from airports, stations and the office to client offices/hotels
When a walk is curtailed by the weather!
when going on holiday
When i am stuck and need a lift
Work - airport runs
Work reasons
Work related events
work related journeys, e.g. to train station or airport

Q9: Vale Tariff Question - 14 comments; 5 no comments	
All meters should have a standard meter charge, or guide, for the safety of our customers & the 'driver'. Its about protecting the public. Its your job to give them that clarity. At the least the meter should remain as a guide. We want it to remain the same, no rise.	
As there has been no fundamental change to the Taxi Tariff for some year any changes have to be user friendly or the number of passengers will decrease considerably. I suggest that the basic charge be raised to £4.00 but for 0.5 mile and remain at 20p per 176 yards. The tariff 2 basic should increase to £5.00 thus getting rid of the annoying 5p on all fares and the tariff of 30p per 176 yards to remain. The above will give drivers a reasonable increase without upsetting too many passengers especially if the fuel increase is pointed out.	
every taxi should be allowed to set there own tariff as, some start at zero, some start at 2-50 and most start at 3-50, who ever you get in with the trip ends in the same price , are customers being miss lead as they think there getting a better deal when the fare = the same cost at the end ? how does that work out , so many plates are given out by the vale and our trade is dieing thanks to the vale ,	
Fixt prices for customers so they know how much they have to pay unles there is traffick.	
I feel council should set the tariff, everyone knows where they are and I feel it would cause a lot of disruption if every taxi firm set their own tarrif	
I think an annual review of charges should be held and prices increased in line with inflation, especially with the ever increasing fuel and running costs. Also an additional tariff for vehicles that take more than the standard 4 passengers, only to be used when more than 4 passengers are on-board, as the larger mini buses incur much higher running cost than your average car, something like a tariff 3 starting at £5 and after midnight a tariff 4 starting at £6.50 for minibuses for example.	
In this economic climate a change in the the tariff would be unwise. Sometimes a rise in the tariff may only add pence to a journey, a lot of passengers dont see it like that. You then lose a percentage of passengers, who then find other means for there journey. If the tariff rises, I will not be having my meter set with the new rate. Maybe the council could adopt a no tariff set by the council. With a condition that the start and distance rates are on display externally on the vehicle .	
It is all perfectly acceptable in the current climate and there should be no reason to change	
Let the market decide what prices can be charged...its nothing to do with the council.	
Tariff should be increased as drivers are struggling with fuel prices , also. Sometimes I tend to earn just over minimum wage	
There is no set tariff in South Oxfordshire council. So it should be same in here. We should have right to set our own tariff but with a final check by the council.	
There needs to be uniformaty of tarriffs and all meters reading the sameand not as some taxi companys do at the present time and either start at zero or 2.50 gpb but at the end of the ride arrive at the same total which just misleads the public into thinking they are cheaper	
we think the Council you reduce the tariffs one and two	
would like to see rates for 06.00 to 22.00 22.00 to 02.00 and 02.00 to 06.00 three rates	