

Subject: Second Class Hackney Carriage Fares

Report to: Licensing Committee

Report by: Licensing Officer Date: 1st June, 2015

SUBJECT MATTER AND DECISIONS REQUIRED:

Members are asked to consider a request from the landau operators for a fare increase.

1. Fare increase

1.1 Landau operators have submitted a proposal for a fare increase (copy attached).

1.2 The current fare for landaus is £8.00 from the Landau Station, Marine Parade to the Pleasure Beach and a return journey is £15.00 per vehicle. Each landau is licensed for 6 passengers and the fare charged is per landau. The proposal requests that the single trip is increased to £10.00 for the single journey, an increase of 25%. A return journey will remain at £15. Landau fares have not been increased since 2006.

The increase has been requested by nine of the eleven landau operators. All plate holders have been consulted and no comments received.

1.3 It is difficult to compare with other Local Councils as landaus do not operate in all areas and when they are licensed, not all operate the same. However, Blackpool landaus charge the following rates:

Tariff 1 – no illuminations

£15 for first 2 miles or part thereof and £2.50 for each additional half mile or part thereof

Tariff 2 – illuminations

£15 for first 15 minutes or part thereof £12 for each additional ½ mile or part thereof

1.4 The road train which operates between Britannia Pier and the Pleasure Beach currently charges £2.00 per adult and £1.50 per child for a single trip. A return trip is £3.00 per adult and £2.00 for a child.

1.5 Options for members:

- approve the request
- refuse the request

If Committee approves the fare increase, the new fares will have to be advertised in the local press to see if there any objections to the proposals. If objections are received within the objection period, the Council may either approve the fares or make modifications as they see fit. If no objections are received, the fares will come into effect after the expiry of the objection period.

Does this report raise any legal, financial, sustainability, equality, crime and disorder or human rights issues and, if so, have they been considered?	Issues	Yes, and taken into account
	Legal	√
	Financial	
	Sustainability	
	Equality	
	Crime and Disorder	
	Human Rights	

Great Yarmouth Borough Council

Licensing Committee

Town Hall

Hall Plain

Great Yarmouth

NR30 2QF

To the Licensing Committee,

We, the undersigned, request an increase in the single trip fare between the landau station to the pleasure beach and vice versa (currently charged at £8 per carriage) to £10 per trip, a £2 increase.

The reason for this request is to assist in the opening times of the pleasure beach and the time that landau drivers arrive at the pleasure beach and wait too long for a return fare to the landau station as without a doubt the more popular ride is to the pleasure beach.

Not only this, but we feel that this slight increase will also make the other journey (£15 return journey) more attractive to the customer, which will benefit both them and the landau operator.

Since the last increase in fares the cost of operation has vastly increased such as the cost to keep horses, hay, straw, marsh fees and other foods have all greatly increased.

We all feel that the increase is fair an appropriate to both the hirer and the operator and does not suggest that we are getting greedy or charging more than necessary as for the reasons above and more you can see why the increase would be beneficial.

Thank you for your consideration in this matter,

Signed.....	<i>D. M. Downer</i>	<i>Danny Downer</i>
Signed.....	<i>[Signature]</i>	<i>KI BARBER</i>
Signed.....	<i>[Signature]</i>	<i>G. BLAND</i>
Signed.....	<i>[Signature]</i>	<i>P. DOWNER</i>
Signed.....	<i>[Signature]</i>	<i>A. ENGLAND</i>
Signed.....	<i>[Signature]</i>	<i>R. BILYARD</i>
Signed.....	<i>[Signature]</i>	<i>G. HODGES</i>
Signed.....	<i>[Signature]</i>	<i>P. ENGLAND</i>
Signed.....	<i>[Signature]</i>	<i>J. SPENDINE</i>
Signed.....		