

**Subject: Second Class Hackney Carriage Fares**

**Report to: Licensing Committee – 26 July 2021**

**Report by: Licensing and Elections Manager**

### **SUBJECT MATTER AND DECISION 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 a landau ride is £10.00 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 return trip is increased to £20.00. The one-way journey will remain at £10. Landau fares were last increased in 2015 when the one-way journey was amended from £8 to £10.

The increase has been requested by all nine landau operators. All plate holders have been consulted.

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, the landaus in Blackpool charge the following rates:

<b>Daytime Tarriff</b>	
applies at all times except when the illuminations are switched on	
Up to 15 minutes or part thereof	£20 for up to 4 people £2.50 per extra person up to maximum of 6
Each subsequent 15 minutes or part thereof	£25 for up to 4 people £2.50 per extra person up to maximum of 6

<b>Night-time Tariff</b>	
only applies from when the illuminations are switched on	
Up to 15 minutes or part thereof	£25 for up to 4 people £2.50 per extra person up to maximum of 6
Each subsequent 15 minutes or part thereof	£25 for up to 4 people £30 for up to 6 people

## 2 Options for members

- approve the request
- refuse the request

2.1 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.

*Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?*

Area for consideration	Comment
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	
Existing Council Policies:	Hackney Carriage and Private Hire Policy and Handbook
Financial Implications (including VAT and tax):	None
Legal Implications (including human rights):	
Risk Implications:	
Equality Issues/EQIA assessment:	
Crime & Disorder:	
Every Child Matters:	

Ms Kelly Murkin

18/06/2021

Great Yarmouth Borough Council  
Licensing Section  
Town Hall  
Hall Plain  
Great Yarmouth  
NR30 2QF

To whom it may concern

I am writing to you on behalf of myself and the other landau drivers/owners to request a price increase on our return journeys, from £15.00 to £20.00.

The current price is £10.00 for a one-way journey or £15.00 for a return. We would like to increase this to £20.00 for a return journey.

The reason for this request is because the cost of keeping horses has amplified over the years i.e., Feed/Hay, Farriery, Rent, Insurance and Vet Fees. We feel increasing the fare reflects these growths.

Our horses can only do so many journeys a day therefore by increasing the fare for a return journey it ensures the welfare of the horses so they are not overworked to cover their upkeep costs.

Thank you for taking the time to read this letter and I look forward to receiving your reply.

Yours sincerely



Ms Kelly Murkin  
Cab number HDHC0043

NS Saez



S. R. Q.

DW Benfield

R B

P m Dorne

D m Dorne