

Our ref: RJS/survey/<key>

4 March 2009

<appfullname1>
<appaddr1>
<appaddr2>
<appaddr3>
<apppostcode>

Dear <appfullname1>

Unmet Demand Survey - Limiting Policy

The Council has been approached by the Bracknell Licensed Taxi Forum and requested to limit the number of Hackney Carriage licences. Before the Council can consider the introduction of such a policy, it must satisfy itself that there is no significant demand which is unmet for the services of Hackney Carriages within the Borough.

To establish if there is unmet demand, it is necessary to conduct a survey which will look at the local market conditions that apply to the provision of taxi services within the Borough. This survey needs to be conducted by a specialist company and initial enquiries indicate that the estimated costs will be in the region of £15,000-20,000, but this is dependant upon the elements included within the survey. The Council is presently in discussion with the Bracknell Licensed Taxi Forum on the specification for the survey which will eventually determine the costs within any quotation received. It is anticipated that the final costs will not be less than £15000 and at that level the costs to you as a licence holder will be approximately £175, rising to £228 at the top end of the estimates received. The Council will recover that cost through an increase in Hackney Carriage vehicle licence fees, either as a one-off payment or spread over three years. Further details of the actual costs involved and how this will affect the licence fees will be sent out as soon as these details are available

The results of the survey will be considered by members of the Licensing and Safety Committee. If the results indicate that there is no significant demand which is unmet, the Council will consider if it is appropriate to introduce a limiting policy based upon the strength of the evidence within the report and relevant guidance from the Department of Transport.

As a licence holder you will have to pay for the survey through an increase in your licence fee, regardless of whether a limiting policy is introduced or not. Additionally it is a legal requirement that the survey must be repeated at least every 3 years where a limiting policy is in place. Those costs will also be recoverable through increases in the licence fee.

My purpose in writing to you is to ask your views on the proposal to conduct a survey and the possibility of the introduction of a limiting policy. I would therefore ask that you answer the following questions and return this letter to:

Licensing Section
Time Square
Market Street
Bracknell
RG12 1JD

/continued overleaf

1	Do you agree that there is a need to limit the number of Hackney Carriage Licences issued within Bracknell Forest?	YES / NO
2	<p>As a Hackney Carriage Licence holder, do you want an unmet demand survey to take place if the increase to your hackney carriage licence fee is:</p> <p>(a) A one-off increase</p> <p>(b) An increase spread over three years</p>	<p>YES / NO</p> <p>YES / NO</p>
3	Do you have any other comments or suggestions on how the Council can assist you to provide a quality taxi service for all residents and visitors to the Borough?	
Signature: Date:		

It is very important that you make your views known by replying to this letter as we value your opinion. The comments and answers you give will be considered by Members of the Licensing and Safety Committee and it is therefore vital that you respond. If you fail to respond, the Committee can only assume that you have no objection to the proposal to conduct an unmet demand survey and the rise in the Hackney Vehicle licence fee to meet the cost.

Your response must be received at this office no later than 18 March 2009.

Yours sincerely

Robert Sexton
Head of Trading Standards and Licensing