

Robert Sexton

From: JJM Taxis <bookings@jjmtaxis.com>
Sent: 31 March 2011 13:50
To: Robert Sexton
Cc: Niamh Kelly

JJM Taxis & Zulu Cars Ltd
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Thursday the 31st of March 2011

To Whom It May Concern:

I am writing to you today to express our objection to the proposed taxi tariff increase. We feel the scale of the increase propose is too great to be implemented without adverse repercussions on the taxi trade in Bracknell. As I mentioned at the meeting I would much rather we had smaller increases this year and perhaps next to bring us inline with the increasing costs of operating a taxi business.

The claims by many of the plans proponents that the marginal increase of 40p on a standard Bracknell to Bracknell journey would have no effect on the demand for taxis is based on specious reasoning and not their own experiences, as any established driver can tell you that Hackney Carriages, in particular, suffer every time there is an increase no matter the scale. This is especially likely as the proposed increase is currently scheduled for the summer season, which is when demand for the taxi trade is routinely depressed due to people walking or going away on holiday. Perhaps if the increase were scheduled for the autumn or winter months the impact would be more limited.

I find the supportive evidence for the price increase to be open to scrutiny as well. The primary claim by all in favour is the increase to fuel prices, which is underpinned by the belief that the cost of fuel will continue to spiral upwards. This may turn out to be the case, but it is worth noting that measures are being taken to reverse this trend, with the government reversing the price escalator on fuel duty and the reinvigorated interest around the globe for alternate fuels it may lead to a devaluation in the price of fuel, exactly as it did during the 1970's, another time when everyone was insisting the price of fuel would always increase.

In conclusion, I do not oppose an increase to the tariff, as it has been 3 years since the last one, but I must object to what amounts to a 20% increase on a journey over 12 miles at a time when every other industry or public body is making cuts to deal with the difficult financial position we all find ourselves in and I don't want to support a policy I believe will do more harm than good to my industry.

Yours truly,

Mrs. Jane A E Robson
Managing Director