

Nash's Numbers

by Alan Nash (A95)

New Fare Tariff

I normally just provide the information, but firstly I would like to add my personal comments to this years tariff. Simply raising tariffs does not necessarily raise overall income. This year the higher rate has been raised by 1% above the rise in the standard rate, making long journeys even less attractive to the customer and consequently we could lose them. I would like to see this higher rate gradually phased out. Also the extras are still unfair on both sides. I consider a 1 mile journey with 5 passengers on a Sunday of £2.60 fare + £2.50 extras (£5.10p) as ripping the customer off, and a Sunday journey to Birmingham (I wish) for just 90p extra, inadequate. How about extras being tied in to the length of the journey, I would suggest 6% per extra customer, 6% after 8pm and 10% after midnight. As Call Sign has a large readership perhaps the "elusive powers to be" may take a different approach than simple percentage changes. As for the public wanting a licensed taxi home for the millennium with just a £3 extra, my forecast is less than 5% of you will be working that night.

The increased on 24th April 1999 equates to an increase of 4% on distance at the lower rate and 5% at the higher rate. Waiting time is up 6% on both rates. The official compounded increase is 4.32%. Below is a table of fares against mileage. I have also included the fares for last year so that you can equate a new fare from diary lists.

Miles	Now	Last Year	Miles	Now	Last Year	Miles	Now	Last Year
1	£2.60	£2.40	21	£42.80	£40.80	41	£87.00	£82.60
2	£4.00	£3.80	22	£45.00	£42.80	42	£89.20	£84.60
3	£5.60	£5.20	23	£47.20	£45.00	43	£91.40	£86.80
4	£7.00	£6.60	24	£49.40	£47.00	44	£93.60	£88.80
5	£8.40	£8.00	25	£51.80	£49.20	45	£95.80	£91.00
6	£10.00	£9.40	26	£54.00	£51.20	46	£98.00	£93.00
7	£12.00	£11.60	27	£56.20	£53.40	47	£100.20	£95.00
8	£14.20	£13.60	28	£58.40	£55.40	48	£102.40	£97.20
9	£16.40	£15.80	29	£60.60	£57.40	49	£104.60	£99.20
10	£18.60	£17.80	30	£62.80	£59.60	50	£106.80	£101.40
11	£20.80	£19.80	31	£65.00	£61.60	60	£128.80	£122.20
12	£23.00	£22.00	32	£67.20	£63.80	70	£150.80	£143.20
13	£25.20	£24.00	33	£69.40	£65.80	80	£173.00	£164.00
14	£27.40	£26.20	34	£71.60	£68.00	90	£195.00	£185.00
15	£29.60	£28.20	35	£73.80	£70.00	100	£217.00	£205.80
16	£31.80	£30.40	36	£76.00	£72.20	150	£327.20	£310.20
17	£34.00	£32.40	37	£78.20	£74.20	200	£437.40	£414.80
18	£36.20	£34.60	38	£80.40	£76.20	250	£547.60	£519.20
19	£38.40	£36.60	39	£82.60	£78.40	300	£657.80	£623.60
20	£40.60	£38.60	40	£84.80	£80.40	350	£768.00	£728.00

Waiting time - Up to £ 10.00p on meter is at £15.00 per hour (approx. first 40 minutes) thereafter at £ 22.50 per hour.