



**WARNERS**  
GROUP PUBLICATIONS PLC  
West Street, Bourne,  
Lincolnshire PE10 9PH

#### EDITORIAL

Editor: S. Goodwin  
Tel: 01707 885439  
Fax: 01707 696034

E-mail: taxiglobeeditor@warnersgroup.co.uk

#### DISPLAY & CLASSIFIED ADVERTISING

Sarah Hubbard  
Advertising Manager  
Tel: 01778 392048  
Fax: 01778 392079

E-mail: sarahh@warnersgroup.co.uk

Chrissy Booty  
Advertising Sales Executive  
Tel: 01778 391158  
Fax: 01778 392079  
christinab@warnersgroup.co.uk

#### PUBLISHER

Simon Moody

#### DISTRIBUTION

DND Transport Services Ltd.  
Tel 01707 272305

#### PRINTERS

Cumbrian Newsprint, Cumbria

#### PRODUCTION

Zone 1 Media LLP  
Tel: 01462 491134  
Fax: 01462 491137

E-mail: pauline@zone1media.co.uk

#### ACCOUNTS & CREDIT CONTROL

Caroline Harris  
Tel: 01778 391023

#### SUBSCRIPTIONS

To ensure you get a copy of Taxi Globe for 12 months, please send a cheque or postal order, made payable to Warners Group Publication, for £20 inclusive of VAT and post and packing in the UK to:  
Taxi Globe Subscriptions,  
West Street, Bourne,  
Lincolnshire PE10 9PH

Taxi Globe has been carefully prepared, but articles are published without the responsibility on the part of the publishers or authors for loss occasioned to any person acting or refraining from action as a result of any view, information or advice included therein. The publishers accept no responsibility for the views or opinions expressed by contributors. Articles published in Taxi Globe do not necessarily reflect the opinions of the publishers, nor can the publishers or authors accept any responsibility for any claims made by the advertisers.

## TAXI FARES TO INCREASE BY 2.3%

### Increase strikes balance between keeping taxi fares affordable and helping drivers to meet rising costs

|                 | Current average (£) | New average (£) | Increase (£) | Increase (%) |
|-----------------|---------------------|-----------------|--------------|--------------|
| <b>Tariff 1</b> | 10.16               | 10.39           | 0.23         | 2.3          |
| <b>Tariff 2</b> | 11.78               | 12.05           | 0.27         | 2.3          |
| <b>Tariff 3</b> | 13.83               | 14.15           | 0.32         | 2.3          |
| <b>All Week</b> | 11.22               | 11.48           | 0.26         | 2.3          |

The TfL Board has approved an average taxi fare increase of 2.3% for the 2010/11 financial year. This is the lowest since 2004. The fare rise aims to find a balance between maintaining income levels for drivers, who face disproportionately higher costs in order to work than average Londoners, while ensuring passengers still get a fair price for the high quality and unique service provided by the Capital's taxi drivers.

#### FARE INCREASE - FAIR TO DRIVERS AND PASSENGERS



Boris Johnson

The increase will come into effect from 1 April 2010. The 2.3% increase for the next financial year includes a 1.9% increase based on the 2010 cost index, which takes into account the rise in average national earnings and an increase in insurance rates which have risen 19.5% on last year; plus a one-off 0.4% to remedy a calculation error from 2007 which the taxi trade chose not to introduce last year due to the economic downturn. Mayor Boris Johnson said: "The Capital is blessed with wonderful cabbies and we've deliberated long and hard to come up with an increase we think

is fair to everyone during these tough economic times. I hope this increase will allow cabbies to meet the annual increases in insurance and fuel costs. But also help those with older cabs bring their vehicles in line with our desire to improve the air we all breathe in this great city by driving the type of clean, green taxis that will achieve that aim."



John Mason

Approval for the new fares followed consultation by TfL with the taxi trade and others, including London TravelWatch and the London Chamber of Commerce and Industry. The increase is calculated according to a long established formula and will help drivers cover rising operating costs. The Board also approved a new deal on licence and testing fees for taxi and private hire drivers, including a freeze on some fees. John Mason, Director of Taxi and Private Hire, said: "The new fares take into account an agreed increase in the costs of running a black cab and balances this with setting a fair price for those who want to travel by taxi. We are trying to work with the drivers and operators to help keep them out on the road and providing Londoners

with the excellent service they are renowned for around the world."

#### 2007 ERROR

The one-off 0.4% increase relates to an error in 2007 when there was a discrepancy between the approved percentage increase and the final calculated tariffs. It was proposed to rectify this error in 2009/10 by adding 0.4% for one year only to fares. However at the time stakeholders agreed that it would be inappropriate given the financial downturn. It was proposed again as part of the 2010/11 fares review to include the 0.4% increase for one



Bob Oddy

year only, and driver associations have now supported its inclusion. Bob Oddy, General Secretary of the Licensed Taxi Drivers Association, said: "The LTDA welcomes this small but important increase. Like everyone else London's cabbies continue to face significant financial challenges not least due to significant increases in taxi running costs such as fuel and insurance. This is the lowest increase in fares since 2004 and shows that hard working cabbies continue to face the same financial challenges as their customers."

