



Walsall Council

REPORT OF THE INTERIM REGULATORY MANAGER

TO A MEETING OF THE TAXI LIAISON GROUP

1st FEBRUARY 2012

1. PURPOSE OF REPORT

- 1.1 Members are asked to consider if a 'Town for a Pound' scheme should be referred for approval to Licensing & Safety Committee.

2. RECOMMENDATION

- 2.1. The group is asked to consider the idea and offer any suggestions for how the project should be moved forward.

3. FINANCIAL IMPLICATIONS.

- 3.1 Within budget: No.

4. POLICY IMPLICATIONS.

- 4.1 Within council Policy: Not applicable , the scheme would be voluntary.

5. LEGAL IMPLICATIONS.

- 5.1 Legal Services Consulted: Yes

6. EQUAL OPPORTUNITIES IMPLICATIONS.

- 6.1 None.

7. ENVIRONMENTAL IMPACT.

- 7.1 None.

8. WARD(S) AFFECTED.

- 8.1 All.

9. CONSULTEES.

9.1 Members, trade bodies, other Local Authorities.

10. CONTACT OFFICER.

10.1 Jackie Taylor – Senior Licensing Enforcement Officer - Ext 2290.

TAXI LIAISON GROUP

1st February 2012

1. BACKGROUND

- 1.1 Proposals were put forward at a recent Liaison Group meeting from the trade to offer a 'Town for a Pound' scheme. The scheme would potentially raise the profile of the trade in the town centre and benefit not only the trade but also members of the public.
- 1.2 The scheme would be voluntary for the hackney carriage trade and would mean that they could be flagged down on the way back in to the town centre and offer the customer a journey back to the rank for a pound. This could invariably be cheaper than public transport and the usual standard fare. If the customer wanted to go to any other destination then the normal fare would be charged. The meter will still have to be set for all journeys however the agreement will be to the rank for one pound. The charge is not one pound per person it is for the total journey. It is impractical to charge one pound per person as if the vehicle was carrying seven passengers, the total fare would exceed the maximum amount payable as set by the meter. This could result in arguments between passengers etc.
- 1.3 This promotion could significantly increase business for the taxi trade. They will be carrying out fares that would otherwise be dead time travelling back to the town centre ranks and in turn offer a financial benefit to members of the public.
- 1.4 One suggestion is that a fluorescent sticker is placed in the windscreen of the hackney carriage so members of the public can identify vehicles travelling towards them that are participating in the scheme. The trade have offered to pay for the stickers themselves and Print & Design have been asked to quote for the production of a suitable sticker. The Press Office have also agreed to promote the scheme and organise releases with the local press.
- 1.5 A number of other Local Authorities including Bradford have already endorsed similar schemes as a voluntary option for the trade to promote their business. They report no negatives so far in the scheme, although it has not been taken up by all of the licensed vehicles in their Borough.