

BLTOA SUBMISSION TO BLACKPOOL COUNCIL – TAXI SHARING SCHEME

We note that improvements to public transport are currently being advertised on public notices throughout Blackpool. We note also that BTS has an excellent Saver Scheme, which enables users to travel on buses and trams at a discounted rate. We feel that it is appropriate for Blackpool taxis to develop a discounted scheme to enable cheaper travel, especially for smaller groups of people who may want to share the cost of taxi travel.

We propose therefore that we update and extend the Taxi Sharing Scheme. Our research indicates that well in excess of 90% of Hackney Drivers support this application. These are the zones that we think should be covered by it.

3 Promenade Zones:

South Promenade Zone – Encompassing Pleasure Beach to Central Pier

Central Promenade Zone - Encompassing Central Pier to North Pier/North Station

North Promenade Zone - Encompassing North Pier to Norbreck Castle

Additional Zone

Blackpool Zoo area including Stanley Park

Taxi Ranks

Any taxi rank within the zones mentioned. All journeys to commence from an authorised taxi rank.

We would like to see brief details of the Taxi Sharing Scheme to be displayed on certain designated taxi rank signs. This was done in the past and we believe this will be fundamental to the success of the scheme. Approval for this from the PPC Sub-Committee would be very much appreciated.

Fares

Journeys within the same Promenade Zone or, into the adjacent Promenade Zone £2 each.

Journeys South or Central Promenade Zone to Blackpool Zoo/Stanley Park and vice versa £2 each.

Journeys from North Promenade Zone to Blackpool Zoo/Stanley Park and vice versa £2.50 each.

Journeys from South to North or vice versa £2.50 each.

No fare shall be charged for children under the age of 5 years unless they occupy a separate seat which would otherwise have been taken by a fare paying passenger.

If drivers wanted to charge less, then of course they can do. These are maximum fares.

Tariff Sheets

Taxi Sharing tariff sheets to be displayed in all participating cabs.

Appendix 3(a)

Notices

Any taxi participating in Taxi Sharing shall be required to display a prominent sign AVAILABLE FOR SHARED HIRE. The intention is to use a standard sign with black print on a yellow background. Such notices shall only be displayed when the driver is seeking a Shared Hire. At all other times the signage must be removed.

Operating Practice

If a person seeks to hire a Shared Hire Taxi under this Scheme and the driver is unable to find at least 3 other persons to share the taxi within a reasonable time, then no fare shall be payable and the driver shall be free

- To seek an alternative fare
- Or may continue to await a shared hire

We note that from time to time BTS have uniformed staff selling bus/tram Saver Tickets to passengers arriving at North Station. We are therefore seeking a level playing field to allow taxi drivers to inform the public about savings to be achieved if they travel in a Shared Hire Taxi. However, we understand that no driver should seek to instigate a Shared Hire by approaching any members of the public that are already stood in a queue for a bus or tram. We accept that such behaviour is unacceptable and could lead to disciplinary measures being taken.

Subject to approval from the Council Licensing Service we intend advertising the Taxi Sharing Scheme on Licensed Hackney Vehicles. We will also be seeking Council consent to hand out a limited number of leaflets and of course paying the relevant license fee.

Subject to approval we would be happy to consider any other matters involved with the Licensing Service or with the PPC Sub-Committee.

If this matter can be placed before the PPC Sub-Committee we intend having BLTOA Committee Members on hand to answer any questions which may arise.

BLTOA Committee

27 November 2018