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Licensing Committee

Thursday, 14th June, 2012
at 2.00 pm

Conference Room 3 – Civic Centre

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Contacts

Democratic Support Officer
Sharon Pearson
Tel: 023 8083 4597
Email: Sharon.pearson@southampton.gov.uk

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6 HACKNEY CARRIAGE LICENCES - UNMET DEMAND SURVEY

- Members Room Document - Report by the Halcrow Group Ltd. – May 2012

Wednesday, 6 June 2012

HEAD OF LEGAL AND DEMOCRATIC SERVICES

Southampton Hackney Carriage Unmet Demand Survey

Final Report

Southampton City Council

May 2012

Halcrow
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Halcrow Group Limited
Arndale House, Otley Road, Headingley, Leeds
LS6 2UL
tel 0113 220 8220 fax 0113 274 2924
halcrow.com

Halcrow
A CH2M HILL COMPANY

Document history

Southampton Hackney Carriage Unmet Demand Survey

Final Report

Southampton City Council

This document has been issued and amended as follows:

Version	Date	Description	Created by	Verified by	Approved by
1.1	10/03/2012	Draft Report	Nikki Callaghan	Katie Kearney	Stephen Pells
1.2	27/04/2012	Final Report		Liz Richardson	Liz Richardson

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Appendices

1 Introduction

1.1 General

This study has been conducted by Halcrow on behalf of Southampton City Council (SCC). SCC requires an unmet demand study into the provision of Hackney Carriages and Private Hire Vehicles throughout the authority. The purpose of the study is to determine:

- Whether there is any evidence of significant unmet demand for hackney carriage services in Southampton
- If significant unmet demand is found, recommend how many licences would be required to meet this

In 2010 the Department for Transport (DfT) re issued Best Practice Guidance for Taxi and Private Hire licensing. The Guidance restates the DfT's position regarding quantity restrictions. Essentially, the DfT stated that the assessment of significant unmet demand, as set out in Section 16 of the 1985 Act, is still necessary but not sufficient in itself to justify continued entry control. The Guidance provides local authorities with assistance in local decision making when they are determining the licensing policies for their local area. Guidance is provided on a range of issues including: flexible taxi services, vehicle licensing, driver licensing and training.

The Equality Act 2010 provides a new cross-cutting legislative framework to protect the rights of individuals and advance equality of opportunity for all; to update, simplify and strengthen the previous legislation; and to deliver a simple, modern and accessible framework of discrimination law which protects individuals from unfair treatment and promotes a fair and more equal society. The provisions in the Equality Act will come into force at different times to allow time for the people and organisations affected by the new laws to prepare for them. The Government is considering how the different provisions will be commenced so that the Act is implemented in an effective and proportionate way.

The sections which place duties on taxi and private hire vehicle (PHV) drivers to carry assistance dogs came into force in October 2010. Section 166, which allows taxi and PHV drivers to be exempt from the duties to assist passengers in wheelchairs for medical reasons, or under certain defined conditions, also came into force in October 2010. Governments have stated previously however that most of the provisions for taxi accessibility would not come in to play until after April 2011.

Section 161 of the Equality Act 2010 qualifies the law in relation to unmet demand, to ensure licensing authorities that have 'relatively few' wheelchair accessible taxis operating in their area, do not refuse licences to such vehicles for the purposes of controlling taxi numbers. For section 161 to have effect, the Secretary of State must make regulations specifying:

- the proportion of wheelchair accessible taxis that must operate in an area before the respective licensing authority is lawfully able to refuse to license such a vehicle on the grounds of controlling taxi numbers; and

- the dimensions of a wheelchair that a wheelchair accessible vehicle must be capable of carrying in order for it to fall within this provision.

The Government are also currently considering the commencement strategy for Sections 165 and 167 of the Equality Act 2010. These place obligations on drivers of registered vehicles to carry out certain duties and assist passengers in wheelchairs unless granted an exemption by the licensing authority on the grounds of medical or physical condition under Section 166.

The DfT plans to consult before Sections 161, 165 and 167 come in to force and have not yet set a timetable to do so.

The Law Commission are to undertake a review of the existing framework of taxi and private hire vehicle regulations in 2012. Their project will examine the legal framework relating to hackney carriage and private hire vehicles with a view to making it simpler and more modern. They aim to publish proposals for reform in May 2012. This will be followed by a consultation period that will allow the public to respond to any proposals. It is envisaged a final report with recommendations for reform will be published by late 2013.

2 Background

2.1 General

This section of the report provides a general background to the taxi market in Southampton and the relevant legislation governing the market.

2.2 Southampton Overview

Southampton is located on the south coast of England and is the largest city in Hampshire. The resident population of Southampton was estimated at 239,700 by SCC mid-year 2010 (Southampton City Council). Southampton is the UK's busiest cruise port and visitors travel to the city for trips aboard famous vessels including the Queen Mary 1 and Queen Victoria. A fourth cruise terminal (Ocean Terminal) was opened in 2009 and there are currently plans for a fifth terminal.

In addition Southampton's Universities (The University of Southampton and Southampton Solent University) were reported to have a student population of just over 40,000 in 2007. This has resulted in a thriving student population and a busy and expanding night time economy.

2.3 Background to the Hackney Carriage Market in Southampton

At the time of the study Southampton Council licensed 275 full-time hackney carriage licenses of which 24% were wheelchair accessible. These operate predominantly at Central Station, London Road, Above Bar Street and Ocean Terminal. This provided Southampton with a hackney carriage provision of one hackney per 847 resident population. Between carrying out the survey and reporting a further 8 hackney carriage licenses were released in December 2011. This brought the total number of licenses to 283.

Southampton City Council also licence 548 private hire vehicles of which 6.8% are wheelchair accessible.

2.4 Provision of Hackney Carriage Stands

There are currently 27 official ranks located across the Southampton licensing district. A list of the ranks observed is included in Chapter 5 and the full list can be found at Appendix A.

Plates 1, 2 and 3 show some of the main ranks in Southampton.

Plate 1 – West Quay Shopping Centre

Plate 2 – Rail Station (Esplanade)

Plate 3 – Rail Station (Blechynden Terrace)

2.5 Hackney Carriage Fares and Licence Premiums

Hackney carriage fares are regulated by the Local Authority. There are five tariffs across the following periods;

- Daytime (06:00 – 23:00)
- Night time (23:00 – 06:00)
- Sundays, Bank Holidays and New Year (06:00 – 23:00)
- Christmas (23:00 on 24th December – 06:00 27th December)
- New Year (23:00 on 31st December – 06:00 1st January)

The standard charge tariff is made up of two elements; and initial fee (or "drop") for entering the vehicle, and a fixed price addition for each mile or uncompleted part thereof travelled, plus fixed additions for waiting time. A standard two-mile daytime fare undertaken by one individual would therefore be £5.80. Table 2.1 outlines the fare structure in more detail.

The Private Hire and Taxi Monthly magazine publish monthly league tables of the fares for 363 authorities over a two mile journey. Each journey is ranked with one being the most expensive, the March 2012 tables show Southampton rated 103rd in the table – therefore Southampton has higher than average fares. Table 2.2 provides a comparison of where neighbouring and nearby authorities rank in terms of fares. It shows that fares in Southampton are somewhat in the middle in comparison to neighbouring authorities.

Where local hackney carriage markets are subject to both price and entry regulation, it has commonly been the case that a premium accrues to the ownership of the vehicle licence. This premium is difficult to assess accurately as the re-sale of vehicle licences is not generally encouraged by authorities and transactions often occur in private. Notwithstanding this, officers usually have a good feel for the value of vehicle licence plates through their dealings with trade members. The premium in Southampton is anecdotally reported to be £45,000.

The existence of a licence premium is evidence of "excess" profit; that is, profit that would not exist if the level of supply of hackney carriages was determined by the market rather than by the Regulator. Licence premiums do not exist in Authorities where quantity controls are absent. This does not mean that we judge hackney carriage proprietors in Southampton to be making too much money. It is not within our remit to comment on what is or is not an appropriate rate of remuneration from hackney carriage operation. The term "excess" profit simply means that earnings from plying for hire are higher at present than they would be if a free entry policy was introduced.

Although a premium is a clear indicator of higher than "market" profits it is not necessarily an indicator of significant unmet demand. Where a premium exists, this may be due to low cab waiting time associated with under-supply, and hence passenger delays. As a result, hackney carriages will have higher occupancy rates and therefore take more fares. Alternatively, it may be due to a fares level, which is higher than the break-even level for a given supply.

Table 2.1 Southampton Hackney Carriage Fare Tariff 2011

	Price
Tariff 1 (For hirings between the hours of 6:00am and 11:00pm Monday to Saturday except as in tariffs 3, 4 and 5).	
Initial distance not exceeding 110 meters or part thereof	£2.40
For each subsequent 110 meters or part thereof up to 440 meters	20p
For each subsequent 212 meters or part thereof thereafter	20p
Waiting time: for every period of 45 seconds or part thereof	20p
Tariff 2 (For hirings between the hours of 11:00pm and 6:00am Monday to Saturday except as in tariffs 4 and 5).	
Initial distance not exceeding 110 meters or part thereof	£3.20
For each subsequent 110 meters or part thereof up to 440 meters	25p
For each subsequent 212 meters or part thereof thereafter	25p
Waiting time: for every period of 45 seconds or part thereof	25p
Tariff 3 (For hirings between the hours of 6:00am and 11:00pm on a Sunday, Good Friday, a Bank or Public Holiday, 1st January except as in tariff 4).	
Initial distance not exceeding 110 meters or part thereof	£2.40
For each subsequent 110 meters or part thereof up to 440 meters	20p
For each subsequent 212 meters or part thereof thereafter	20p
Waiting time: for every period of 45 seconds or part thereof	20p
Plus a surcharge of	£1.00
Tariff 4 (For hirings commenced between 11:00pm on 24th December and 6:00am on 27th December).	
1.5 times the rate of tariff one.	
Tariff 54 (For hirings commenced between 11:00pm on 31st December and 6:00am on 1st January).	
Twice the rate of tariff one.	
Additional Charges	
Soiling of the vehicle by a human or animal	£70.00
If any hiring involves crossing the Itchen Bridge, and a toll is payable, there shall be added to the fare a sum equivalent to the toll paid	Toll

Source: Southampton City Council

Table 2.2 Comparison of Neighbouring Authorities in Terms of Fares (figures are ranked out of a total of 363 Authorities with 1 being the most expensive)

Local Authority	Rank
Bath and North East Somerset	12
Basingstoke and Deane	23
Bournemouth	75
Poole	79
New Forest	97
Southampton	**103**
Salisbury	120
Portsmouth	137
Fareham	173
Test Valley	262

Source: Private Hire and Taxi Monthly, March 2012

Since the rank observation programme was undertaken there has been a revision to the fare tariff. This is outlined in Table 2.3.

Table 2.3 Southampton Hackney Carriage Fare Tariff 2012

	Price
Tariff 1 (For hirings between the hours of 6:00am and 11:00pm Monday to Saturday except as in tariffs 3, 4 and 5).	
Initial distance not exceeding 110 meters or part thereof	£2.50
For each subsequent 110 meters or part thereof up to 440 meters	20p
For each subsequent 212 meters or part thereof thereafter	20p
Waiting time: for every period of 45 seconds or part thereof	20p
Tariff 2 (For hirings between the hours of 11:00pm and 6:00am Monday to Saturday except as in tariffs 4 and 5).	
Initial distance not exceeding 110 meters or part thereof	£3.30
For each subsequent 110 meters or part thereof up to 440 meters	25p
For each subsequent 212 meters or part thereof thereafter	25p
Waiting time: for every period of 45 seconds or part thereof	25p
Tariff 3 (For hirings between the hours of 6:00am and 11:00pm on a Sunday, Good Friday, a Bank or Public Holiday, 1st January except as in tariff 4).	
Initial distance not exceeding 110 meters or part thereof	£2.40
For each subsequent 110 meters or part thereof up to 440 meters	20p
For each subsequent 212 meters or part thereof thereafter	20p
Waiting time: for every period of 45 seconds or part thereof	20p
Plus a surcharge of	£1.00
Tariff 4 (For hirings commenced between 11:00pm on 24th December and 6:00am on 27th December).	
1.5 times the rate of tariff one.	
Tariff 5 (For hirings commenced between 11:00pm on 31st December and 6:00am on 1st January).	
Twice the rate of tariff one.	
Additional Charges	
Soiling of the vehicle by a human or animal	£70.00
If any hiring involves crossing the Itchen Bridge, and a toll is payable, there shall be added to the fare a sum equivalent to the toll paid	Toll

2.6 Southampton Local Transport Plan 2011-2026

This section considers the taxi (hackney and private hire) market within a wider context of transport policy. Taxis provide an important service for the public and have the potential to form an important part of an integrated public transport system.

The Local Transport Plan process required local authorities to consider in a holistic manner, how transport provision for their area contributes to wider objectives such as economic growth, accessibility, the environment and safety. Taxis are an integral part of local transport provision and should be taken into account within this provision.

The Plan recognises that taxis are key to the public transport system providing an alternative to bus and rail travel in some circumstances but also providing a connection facility, particularly from rail stations and ports. Through Quality Partnerships with taxi companies, the hackney carriage and private hire fleets will have 100% CCTV coverage by 2015 and there will be a review of taxi rank provision in the City Centre. At present, St Mary's and Ocean Village have been identified as locations where additional taxi ranks may be beneficial.

The Plan also states that the Transport for South Hampshire (TfSH) will work to improve the quality of bus, taxi and cycle interchange facilities and information at ferry terminals, particularly at Town Quay over the course of the Plan, 2011 to 2026.

3 Benchmarking

3.1 Introduction

In order to assess the current level of taxi provision in Southampton, it is necessary to benchmark Southampton against other authorities. Benchmarking has been carried out against authorities who are classified by CIPFA (Chartered Institute of Public Finance and Accounting) as Southampton's statistically nearest neighbours.

The Statistically nearest neighbours are authorities which are of similar socio-economic standing to Southampton and can be used for comparison purposes. They include; Brighton and Hove, Bristol, Hastings, Lincoln, North Tyneside, Northampton, Plymouth, Portsmouth and Southend-on-Sea.

Southampton has been benchmarked against these authorities on the following characteristics;

- Fleet composition;
- Population per hackney;
- Population per taxi;
- Entry control policy; and
- Fares

3.2 Fleet Composition

Figure 3.1 documents the fleet size for a number of licensing authorities in the UK. Of the benchmarked authorities, Bristol has the largest fleet of both hackney carriage vehicles (796 vehicles) and private hire vehicles (918 vehicles). Lincoln has the smallest hackney carriage fleet (31 vehicles) whilst Southend-on-Sea has the smallest private hire fleet at 168 vehicles.

Southampton has the fourth largest hackney carriage fleet and the fifth smallest private hire fleet, placing its provision near the middle of the comparable authorities in terms of its overall fleet size.

Figure 3.2 demonstrates that Southend-on-Sea has lowest number of people per hackney carriage, thereby indicating that it has the best provision of the authorities shown. Hastings has the highest number of people per hackney carriage, and therefore the worst provision. Southampton is again situated in the middle of the authorities, indicating an average provision per hackney carriage. However if per capita provision is looked at in terms of the whole 'taxi' fleet as in Figure 3.3, it appears that Southampton has the second highest number of people per capita provision, suggesting a lower provision that the majority of the other authorities considered.

Figure 3.1 Fleet Composition

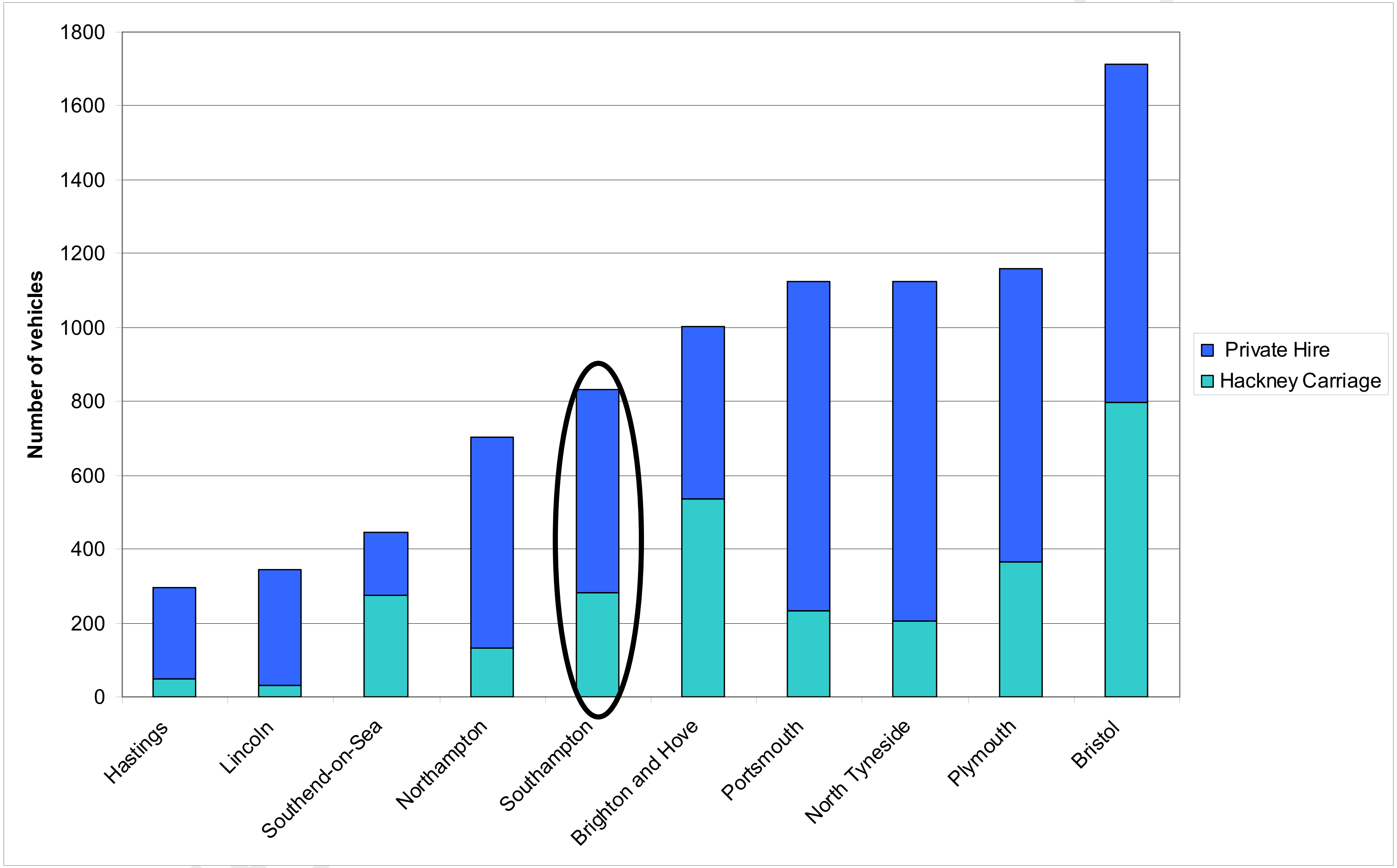


Figure 3.2 Population per hackney across the different licensing authorities

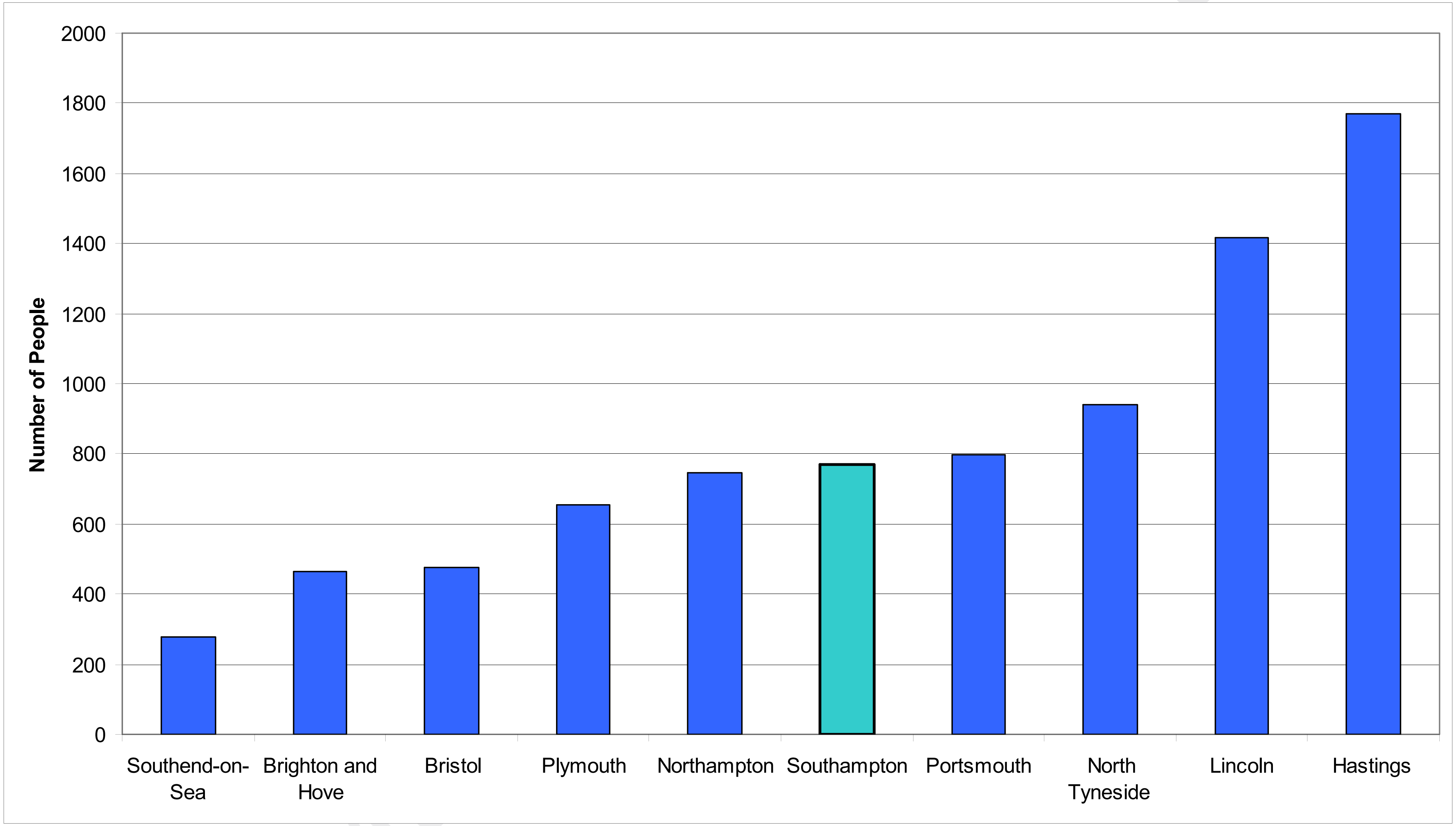
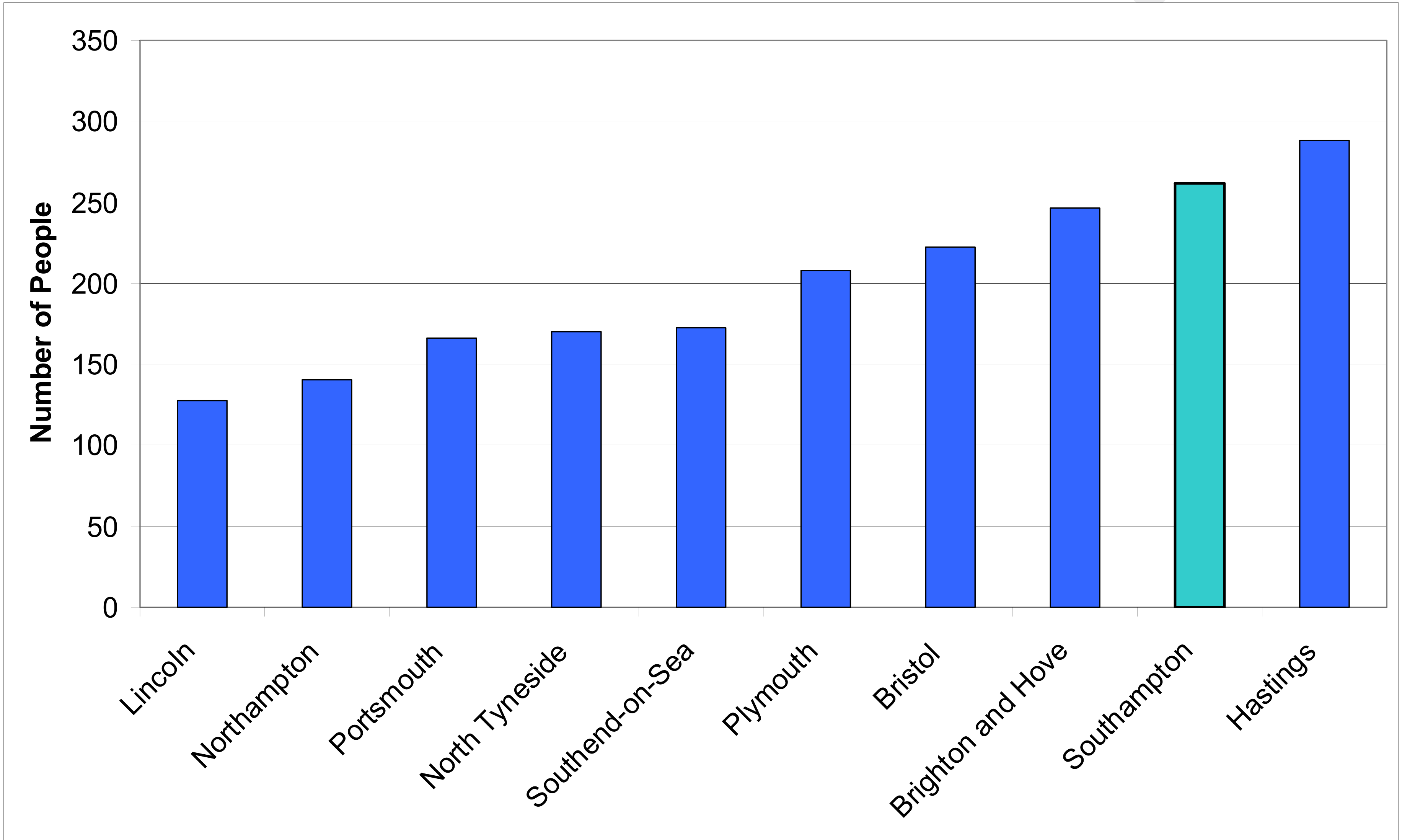


Figure 3.3 Fleet provision per capita



3.3 Entry Control

Table 3.1 documents the entry control policies for the ten authorities. Bristol and Northampton are the only authorities who do not impose a numerical limit on the number of hackney carriages.

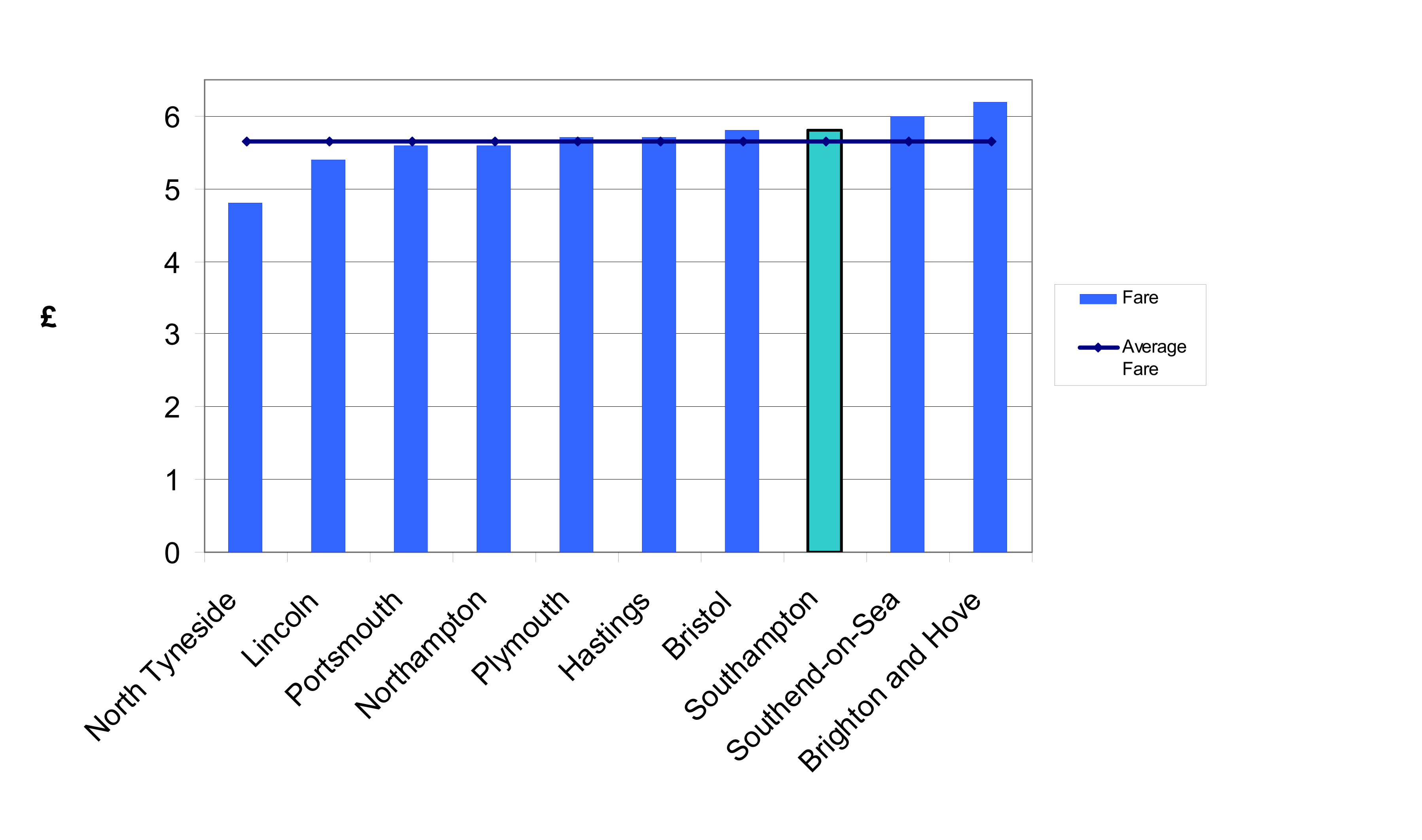
Table 3.1 Entry Control Policy for the Authorities

Authority	Control Policy
Brighton and Hove	Restricted
Bristol	Derestricted
Hastings	Restricted
Lincoln	Restricted
North Tyneside	Restricted
Northampton	Derestricted
Plymouth	Restricted
Portsmouth	Restricted
Southampton	Restricted
Southend-on-Sea	Restricted

3.4 Fares

Figure 3.4 details the average fare for a two mile journey across the benchmarked authorities. The average cost of a two mile journey is £5.66, thereby highlighting that fares in Southampton are slightly more expensive than the average at £5.80 for an average two mile journey. Of the authorities included in this benchmarking exercise, fares are most expensive in Brighton and Hove at £6.20 and lowest in North Tyneside at £4.80.

Figure 3.4 Cost of a two mile journey



4 Definition, Measurement and Removal of Significant Unmet Demand

4.1 Introduction

Section 4 provides a definition of significant unmet demand derived from experience of over 100 unmet demand studies since 1987. This leads to an objective measure of significant unmet demand that allows clear conclusions regarding the presence or absence of this phenomenon to be drawn. Following this, a description is provided of the SUDSIM model which is a tool developed to determine the number of additional hackney licences required to eliminate significant unmet demand, where such unmet demand is found to exist. This method has been applied to numerous local authorities and has been tested in the courts as a way of determining if there is unmet demand for Hackney Carriages.

4.2 Overview

Significant Unmet Demand (SUD) has two components:

- patent demand – that which is directly observable; and
- "suppressed" demand – that which is released by additional supply.

Patent demand is measured using rank observation data. Suppressed (or latent) demand is assessed using data from the rank observations and public attitude interview survey. Both are brought together in a single measure of unmet demand, ISUD (Index of Significant Unmet Demand).

4.3 Defining Significant Unmet Demand

The provision of evidence to aid licensing authorities in making decisions about hackney carriage provision requires that surveys of demand be carried out. Results based on observations of activity at hackney ranks have become the generally accepted minimum requirement.

The definition of significant unmet demand is informed by two Court of Appeal judgements:

- R v Great Yarmouth Borough Council ex p Sawyer (1987); and
- R v Castle Point Borough Council ex p Maude (2002).

The Sawyer case provides an indication of the way in which an Authority may interpret the findings of survey work. In the case of Sawyer v. Yarmouth City Council, 16 June 1987, Lord Justice Woolf ruled that an Authority is entitled to consider the situation from a temporal point of view as a whole. It does not have to condescend into a detailed consideration as to what may be the position in every limited area of the Authority in relation to the particular time of day. The area is required to give effect to the language used by the Section (Section 16) and can ask itself with regard to the area as a whole whether or not it is satisfied that there is no significant unmet demand.

The term "suppressed" or "latent" demand has caused some confusion over the years. It should be pointed out that following Maude v Castle Point Borough Council, heard in the Court of Appeal in October 2002, the term is now interpreted to relate purely to that demand that is measurable. Following Maude, there are two components to what Lord Justice Keene prefers to refer to as "suppressed demand":

- what can be termed inappropriately met demand. This is current observable demand that is being met by, for example, private hire cars illegally ranking up; and
- that which arises if people are forced to use some less satisfactory method of travel due to the unavailability of a hackney carriage.

If demand remained at a constant level throughout the day and week, the identification and treatment of significant unmet demand would be more straight-forward. If there were more cabs than required to meet the existing demand there would be queues of cabs on ranks throughout the day and night and passenger waiting times would be zero. Conversely, if too few cabs were available there would tend to be queues of passengers throughout the day. In such a case it would, in principle, be a simple matter to estimate the increase in supply of cabs necessary to just eliminate passenger queues.

Demand for hackney carriages varies throughout the day and on different days. The problem, introduced by variable demand, becomes clear when driver earnings are considered. If demand is much higher late at night than it is during the day, an increase in cab supply large enough to eliminate peak delays will have a disproportionate effect on the occupation rate of cabs at all other times. Earnings will fall and fares might have to be increased sharply to sustain the supply of cabs at or near its new level.

The main implication of the present discussion is that it is necessary, when considering whether significant unmet demand exists, to take account of the practicability of improving the standard of service through increasing supply.

4.4 Measuring Patent Significant Unmet Demand

Taking into account the economic, administrative and legal considerations, the identification of this important aspect of significant unmet demand should be treated as a three stage process as follows:

- identify the demand profile;
- estimate passenger and cab delays; and
- compare estimated delays to the demand profile.

The broad interpretation to be given to the results of this comparison are summarised in Table 4.1.

Table 4.1 Existence of Significant Unmet Demand (SUD) Determined by Comparing Demand and Delay Profiles

	Delays during peak only	Delays during peak and other times
Demand is:		
Highly Peaked	No SUD	Possibly a SUD
Not Highly Peaked	Possibly a SUD	Possibly a SUD

It is clear from the content of the table that the simple descriptive approach fails to provide the necessary degree of clarity to support the decision making process in cases where the unambiguous conclusion is not achievable. However, it does provide the basis of a robust assessment of the principal component of significant unmet demand. The analysis is therefore extended to provide a more formal numerical measure of significant unmet demand. This is based on the principles contained in the descriptive approach but provides greater clarity. A description follows.

The measure feeds directly off the results of observations of activity at the ranks. In particular it takes account of:

- case law that suggests an authority should take a broad view of the market;
- the effect of different levels of supply during different periods at the rank on service quality;
- the need for consistent treatment of different authorities, and the same authority over time.

The Index of Significant Unmet Demand (ISUD) was developed in the early 1990's and is based on the following formula. The SF element was introduced in 2003 and the LDF element was introduced in 2006 to reflect the increased emphasis on latent demand in DfT Guidance.

ISUD = APD x PF x GID x SSP x SF x LDF

Where:

APD = Average Passenger Delay calculated across the entire week in minutes.

PF = Peaking Factor. If passenger demand is highly peaked at night the factor takes the value of 0.5. If it is not peaked the value is 1. Following case law this provides dispensation for the effects of peaked demand on the ability of the Trade to meet that demand. To identify high peaking we are generally looking for demand at night (at weekends) to be substantially higher than demand at other times.

GID = General Incidence of Delay. This is measured as the proportion of passengers who travel in hours where the delay exceeds one minute.

SSP = Steady State Performance. The corollary of providing dispensation during the peaks in demand is that it is necessary to focus on performance during "normal" hours. This is measured by the proportion of hours during weekday daytimes when the market exhibits excess demand conditions (i.e. passenger queues form at ranks).

SF = Seasonality factor. Due to the nature of these surveys it is not possible to collect information throughout an entire year to assess the effects of seasonality. Experience has suggested that hackney demand does exhibit a degree of seasonality and this is allowed for by the inclusion of a seasonality factor. The factor is set at a level to ensure that a marginal decision either way obtained in an "untypical" month will be reversed. This factor takes a value of 1 for surveys conducted in September to November and March to June, i.e. "typical" months. It takes a value of 1.2 for surveys conducted in January and February and the longer school holidays, where low demand the absence of contract work will bias the results in favour of the hackney trade, and a value of 0.8 for surveys conducted in December during the pre Christmas rush of activity. Generally, surveys in these atypical months, and in school holidays, should be avoided.

LDF = Latent Demand Factor. This is derived from the public attitude survey results and provides a measure of the proportion of the public who have given up trying to obtain a hackney carriage at either a rank or by flagdown during the previous three months. It is measured as 1+ proportion giving up waiting. The inclusion of this factor is a tactical response to the latest DfT guidance.

The product of these six measures provides an index value. The index is exponential and values above the 80 mark have been found to indicate significant unmet demand. This benchmark was defined by applying the factor to the 25 or so studies that had been conducted at the point it was developed. These earlier studies had used the same principles but in a less structured manner. The highest ISUD value for a study where a conclusion of no significant unmet demand had been found was 72. The threshold was therefore set at 80. The ISUD factor has been applied to over 80 studies by Halcrow and has been adopted by others working in the field. It has proved to be a robust, intuitively appealing and reliable measure.

Suppressed/latent demand is explicitly included in the above analysis by the inclusion of the LDF factor and because any known illegal plying for hire by the private hire trade is included in the rank observation data. This covers both elements of suppressed/latent demand resulting from the Maude case referred to above and is intended to provide a 'belt and braces' approach. A consideration of latent demand is also included where there is a need to increase the number of hackney carriage licences following a finding of significant unmet demand. This is discussed in the next section.

4.5 Determining the Number of New Licences Required to Eliminate Significant Unmet Demand

To provide advice on the increase in licences required to eliminate significant unmet demand, Halcrow has developed a predictive model. SUDSIM is a product of 20 years experience of analysing hackney carriage demand. It is a mathematical model, which predicts the number of additional licences required to eliminate significant unmet demand as a function of key market characteristics.

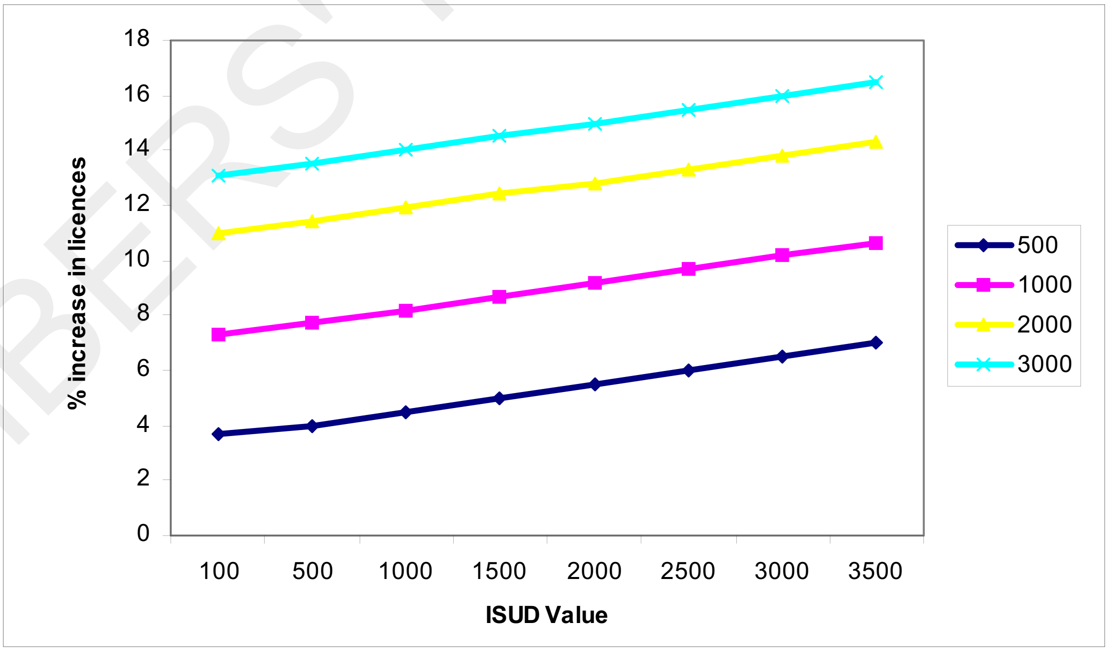
SUDSIM represents a synthesis of a queue simulation work that was previously used (1989 to 2002) to predict the alleviation of significant unmet demand and the ISUD factor described above (hence the term SUDSIM). The benefit of this approach is that it provides a direct relationship between the scale of the ISUD factor and the number of new hackney licences required.

SUDSIM was developed taking the recommendations from 14 previous studies that resulted in an increase in licences, and using these data to calibrate an econometric model. The model provides a relationship between the recommended increase in licences and three key market indicators:

- the population of the licensing Authority;
- the number of hackneys already licensed by the licensing Authority; and
- the size of the SUD factor.

The main implications of the model are illustrated in Figure 4.1 below. The figure shows that the percentage increase in a hackney fleet required to eliminate significant unmet demand is positively related to the population per hackney (PPH) and the value of the ISUD factor over the expected range of these two variables.

Figure 4-1: Forecast Increase in Hackney Fleet Size as a Function of Population Per Hackney (PPH) and the ISUD Value



Where significant unmet demand is identified, the recommended increase in licences is therefore determined by the following formula:

New Licences = SUDSIM x Latent Demand Factor

Where:

Latent Demand Factor = (1 + proportion giving up waiting for a hackney at either a rank or via flagdown)

4.6 Note on Scope of Assessing Significant Unmet Demand

It is useful to note the extent to which a licensing authority is required to consider peripheral matters when establishing the existence or otherwise of significant unmet demand. This issue is informed by R v Brighton Borough Council, exp p Bunch 1989[1]. This case set the precedent that it is only those services that are exclusive to hackney carriages that need concern a licensing authority when considering significant unmet demand. Telephone booked trips, trips booked in advance or indeed the provision of bus type services are not exclusive to hackney carriages and have therefore been excluded from consideration.

1 See Button JH 'Taxis – Licensing Law and Practice' 2nd edition Tottel 2006 P226-7

5 Evidence of Patent Unmet Demand – Rank Observation Results

5.1 Introduction

This section of the report highlights the results of the rank observation survey. The observations were conducted by agency staff under the management of Halcrow. All observations were fully checked in line with Halcrow's security procedures. The rank observation programme covered a period of 271 hours during November and December 2011. Some 24,496 passengers and 15,776 cab departures were recorded. A summary of the rank observation programme is provided in Appendix 2.

The results presented in this Section summarise the information and draw out its implications. This is achieved by using five indicators:

- The Balance of Supply and Demand – this indicates the proportion of the time that the market exhibits excess demand, equilibrium and excess supply;
- Average Delays and Total Demand – this indicates the overall level of passengers and cab delays and provides estimates of total demand;
- The Demand/Delay Profile – this provides the key information required to determine the existence or otherwise of significant unmet demand;
- The Proportions of Passengers Experiencing Given Levels of Delay – this provides a guide to the generality of passenger delay; and
- The Effective Supply of Vehicles – this indicates the proportion of the fleet that was off the road during the survey.

5.2 The Balance of Supply and Demand

The results of the analysis are presented in Table 5.1 below. The predominant market state is one of equilibrium. Excess supply (queues of cabs) was experienced during 30% of the hours observed while excess demand (queues of passengers) was experienced 8% of the hours observed. Conditions are favourable to customers at all times of day with the most favourable time being weekday nights and weekend day periods.

Table 5.1 The Balance of Supply and Demand in the Southampton Rank-Based Hackney Carriage Market (Percentage of hours observed)

Period		Excess Demand (Maximum Passenger Queue ≥3)	Equilibrium	Excess Supply (Minimum Cab Queue ≥3)
Weekday	Day	10	58	32
	Night	4	61	35
Weekend	Day	6	70	24
	Night	15	60	26
Sunday	Day	4	64	32
Total		**8**	**62**	**30**
Total 2008		***25***	***58***	***17***

NB – Excess Demand = Maximum Passenger Queue ≥3. Excess Supply = Minimum Cab Queue ≥3 – values derived over 12 time periods within an hour.

5.3 Average Delays and Total Demand

The following estimates of average delays and throughput were produced for each of the main ranks in Southampton (Table 5.2).

The survey suggests some 24,496 passenger departures occur per week from ranks in Southampton involving some 15,776 cab departures.

The results indicate that taxi trade is somewhat concentrated at the ranks at the rail station – these accounting for 22.8% of the total. On average cabs wait 16.18 minutes for a passenger and the longest waiting time was at Above Bar Street where taxis waited on average 41.17 minutes for a customer.

On average passengers wait 1.06 minutes for a cab. The longest passenger delay was observed at the Ocean Terminal, where passengers waited on average 4.37 minutes.

In comparison to 2008 we can see that the total numbers of passenger and cab departures have fallen. Conditions have improved for passengers with average waiting times reducing by almost 1 minute. However the time cabs wait for a passenger on average has increased by over 6 minutes.

Table 5.2 Average Delays and Total Demand (Delays in Minutes i.e. 0.22 minutes is 13.2 seconds)

Rank	Passenger Departures	Cab Departures	Average Passenger Delay in minutes	Average Cab Delay in minutes
Mayflower Terminal	1,132	646	2.48	9.44
City Cruise Terminal	40	20	0.00	34.67
Ocean Cruise Terminal	3,408	1,648	4.37	4.10
Rail Station	3,132	3,254	0.15	13.87
Rail Station (Blechynden Terrace)	2,453	1,993	0.09	15.79
Coach Station	797	600	0.64	11.66
Above Bar Street	2,178	1,282	0.00	41.17
High Street	1,137	883	0.00	27.13
Portland Terrace	586	446	0.15	21.10
Leisure World	2,367	1,191	1.53	9.46
London Road	3,618	1,526	0.76	15.63
Lower Bannister Street	1,337	724	0.00	17.66
Bevois Hill	1,526	752	0.27	20.24
Town Quay	342	243	0.13	13.33
Church Street, Shirley	443	569	0.38	9.86
Total 2011	**24,496**	**15,776**	**1.06**	**16.18**
Total 2008	*32,185*	*15,853*	*2.99*	*9.83*

5.4 The Delay / Demand Profile

Figure 5.1 provides a graphical illustration of passenger demand for the Monday to Saturday period between the hours of 09:00 and 03:00.

The profile of demand shows peaks in demand at 09:00am, 19:00pm and late a night at 01:00am. We therefore conclude that this is *not* a 'highly peaked' demand profile. This has implications for the interpretation of the results (see Chapter 6 below).

Figure 5.2 provides an illustration of passenger delay by the time of day for the weekday and weekend periods. It shows that there is passenger delay on a weekday at 10:00am where delay peaks to 4.9 minutes. On a weekend, delay peaks to 1.21 minutes at 03:00am.

Figure 5.1 Passenger Demand by Time of Day in 2011 (Monday to Saturday)

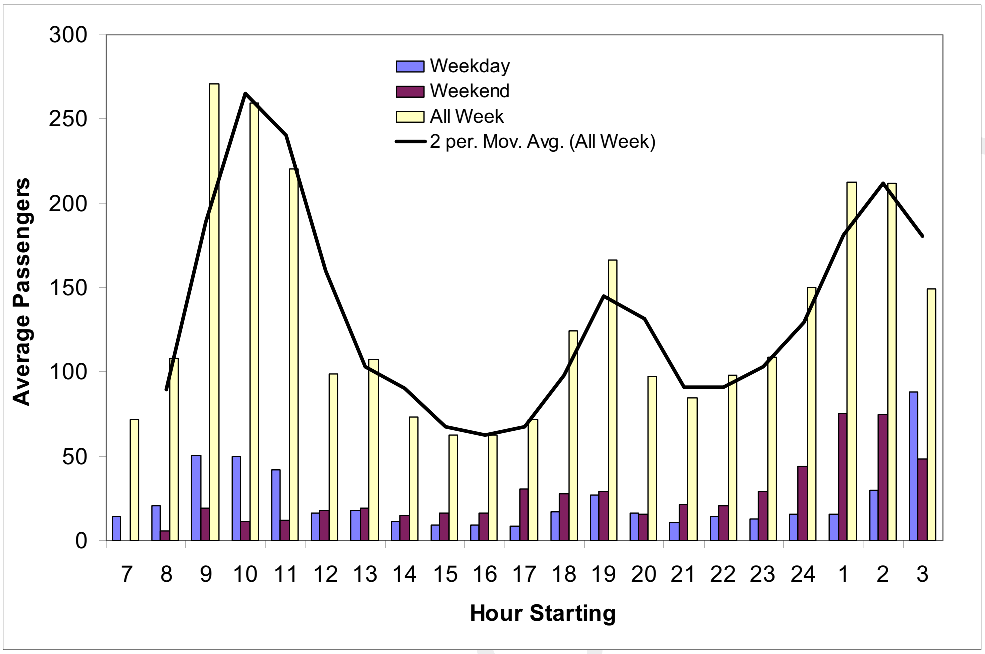
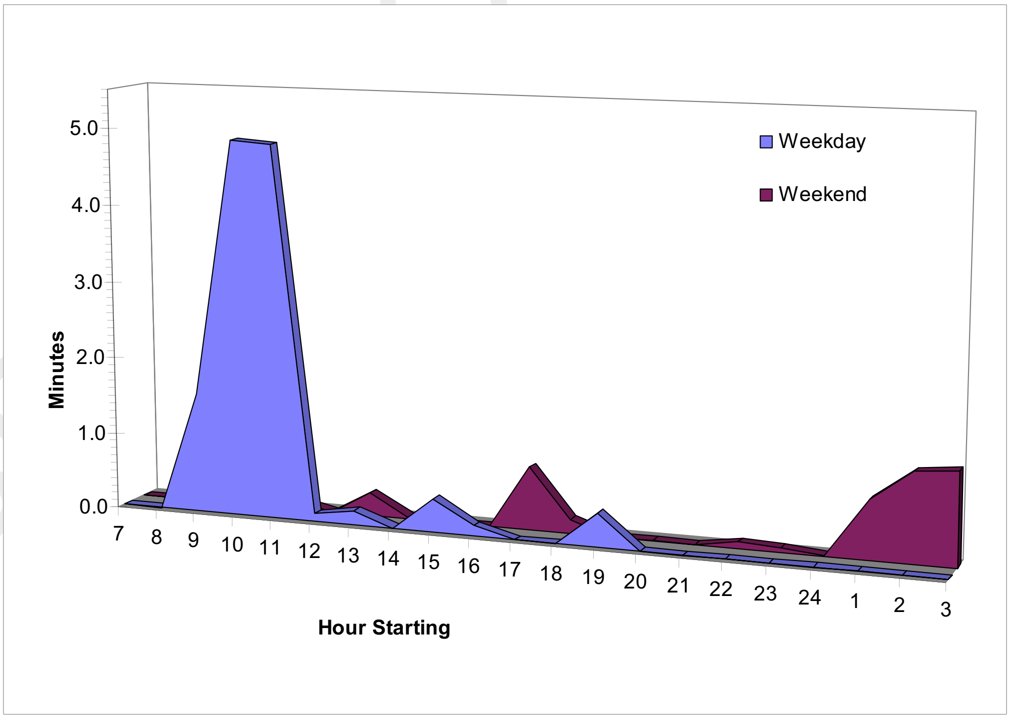


Figure 5.2 Passenger Delay by Time of Day in 2011 (Monday to Saturday)



5.5 The General Incidence of Passenger Delay

The rank observation data can be used to provide a simple assessment of the likelihood of passengers encountering delay at ranks. The results are presented in Table 5.3 below.

Table 5.3 General Incidence of Passenger Delay (percentage of Passengers travelling in hours where delay exceeds one minute)

Year	Delay > 0	Delay > 1 minute	Delay > 5 minutes
2011	**8.25**	**6.94**	**2.06**
2008	*20.00*	*12.82*	*5.93*

In 2011 the proportion likely to experience more than a minute of delay is 6.9%. It is this proportion that is used within the ISUD as the 'Generality of Passenger Delay'. The proportion experiencing over 1 minute of delay has reduced by almost 6% since 2008.

5.6 The Effective Supply of Vehicles

Observers were required to record the hackney carriage licence plate number of vehicles departing from ranks. In this way we are able to ascertain the proportion of the fleet that was operating during the survey.

During the daytime period (0700 to 1800) some 236 (85.8%) of the hackney fleet were observed at least once during the period of the study. During the evening/night-time period (1800 to 0700) some 243 (88.4%) of the hackney fleet were also observed at least once during the rank observations. In total 98.2% of the trade was observed at least once.

5.7 Comparing the results for Southampton with those of other unmet demand studies

Comparable statistics are available from 61 local authorities that Halcrow have recently conducted studies in and these are listed in Table 5.4. The table highlights a number of key results including:

- population per hackney carriage at the time of the study (column one);
- the proportion of rank users travelling in hours in which delays of greater than zero, greater than one minute and greater than five minutes occurred (columns two to four);
- average passenger and cab delay calculated from the rank observations (columns five to six);
- the proportion of Monday to Thursday daytime hours in which excess demand was observed (column seven);
- the judgement on whether rank demand is highly peaked (column eleven); and
- a numerical indicator of significant unmet demand.

The following points (obtained from the rank observations) may be made about the results in Southampton compared to other areas studied:

- population per hackney carriage is much lower than the average overall value i.e. provision is higher;
- the proportion of passengers, who travel in hours where some delay occurs, is just 8.25%, which is much lower than the average (23%) for the districts analysed;
- overall average passenger delay at 1.06 minutes is higher than the average value (0.8 minutes);
- overall average cab delay at 16.18 minutes is higher than the average for the districts shown; and
- the proportion of weekday daytime hours with excess demand conditions are observed 10% of the time which is above the average of 7%.

Table 5.4 A Comparison of Southampton with Other Authorities Studied (values in italics make up ISUD)

District and Year of Survey	Population per Hackney	Proportion Waiting at Ranks	*Proportion Waiting >= 1 Min*	Proportion Waiting >= 5 Mins	*Average Passenger Delay*	Average Cab Delay	*% Excess Demand*	Demand Peaked, Yes=0.5 No=1	ISUD Indicator Value
Southampton 12	847	8.25	*6.94*	2.06	*1.06*	16.18	*10*	1	78
Carrick 11	1,145	9.36	*5.55*	0	*0.39*	9.92	*4*	0.5	5
Penwith 11	1,261	13.57	*6.66*	2.29	*0.96*	7.98	*12*	0.5	41
Restormel 11	1,408	4.46	*3.41*	0	*0.26*	13.54	*0*	0.5	0
Crawley 11	924	5.76	*6.28*	0.64	*0.18*	21.88	*5*	1	6
Liverpool 2011	308	5.06	*2.13*	0.37	*0.14*	20.64	*1*	1	0
West Berkshire 10 *	741	5.44	*3.84*	0.92	*0.37*	22.78	*3*	0.5	4
Sefton 10	1,015	7.36	*4.25*	0.55	*0.38*	19.15	*4*	0.5	2
Pendle 10	1,257	0.54	*0.03*	0.03	*0.03*	33.1	*0*	0.5	0
Oxford 09	1,266	9.91	*3.08*	0.07	*0.24*	10.43	*5*	1	4
Brighton & Hove 09	474	10.84	*5.67*	1.19	*0.72*	8.91	*7*	0.5	16.2
Leicester 09	880	10.1	*9.53*	2.58	*1.52*	19.02	*0*	1	0
Blackpool 09	556	4	*1*	0	*0.05*	18.96	*2*	0.5	1
Hull 09	1,465	12.15	*8.54*	0.99	*1.72*	9.34	*2*	0.5	18
Rochdale 09	1,937	3.1	*1.18*	0	*0.14*	12.92	*5*	1	1
North Tyneside 08	971	15.68	*1.18*	0.03	*0.38*	10.72	*8*	0.5	2
Rotherham 08	5,192	0.09	*0.09*	0	*0.01*	27.29	*0*	1	0
Preston 08	677	11.85	*5.28*	0	*0.61*	11.13	*7*	1.0	21
Scarborough 08	1,111	11.75	*5*	1.06	*0.49*	7.74	*7*	0.5	0
York 08	1,146	31	*11.5*	6.74	*3.21*	5.42	*31*	0.5	645
Barrow 08	474	13.97	*12.52*	0	*0.5*	6.85	*0*	0.5	0
Stirling 08	1,265	25	*18*	0.3	*0.7*	10.94	*2*	0.5	38
Torridge 08	1,202	7	*0.94*	0	*0.12*	14.99	*0*	1	0
Richmondshire 08	723	5	*1*	0.07	*0.22*	34.32	*1*	0.5	0.4
Exeter 07/08	1,883	7	*4*	0.6	*0.33*	15.27	*6*	1	9
Manchester 07	394	21	*6*	2.28	*1.59*	10.24	*14*	1	174
Bradford 07	1,630	18	*2*	0.03	*0.23*	17.64	*5*	1	2
Barnsley 07	3,254	5	*8*	0.22	*1.32*	11.93	*5*	1	58
Blackpool 06	556	31	*10*	0.34	*0.42*	10.34	*5*	0.5	11
Broadstairs 06	1,000	13	*13*	10	*3.25*	23.97	*4*	1	177
Margate 06	1,622	4	*1*	0	*0.05*	33.14	*0*	1	0
Ramsgate 06	1,026	2	*2*	2	*0.49*	19.57	*13*	1	13
Plymouth 06	669	7	*3*	1	*0.52*	11.58	*1*	1	2
Brighton 06	508	52	*23*	6	*0.73*	7.64	*6*	0.5	50
Thurrock 06	1,590	32	*13*	1	*0.22*	15.27	*0*	1	0
Trafford 06	2,039	55	*38*	6	*1.09*	13.15	*5*	1	249
Leicester05	880	21	*11*	1	*0.35*	19.36	*3*	1	12
Bournemouth 05	656	20	*11*	2	*0.37*	12.25	*1*	0.5	2
Bradford 03	2,171	19	*6*	0.77	*0.25*	14.89	*6*	1.0	9
Oldham 03	2,558	30	*12*	0.79	*0.48*	14.8	*7*	1.0	40
Thurrock 03	1,607	43	*14*	1.01	*0.50*	12.5	*2*	1.0	14
Blackpool 03	556	21	*4*	0.3	*0.13*	12.4	*6*	1.0	3
Wolverhampton 03	3,113	50	*31*	7.39	*1.49*	11.18	*14*	1.0	647

KEY * Derestricted Authorities

District and Year of Survey	Population per Hackney	Proportion Waiting at Ranks	*Proportion Waiting >= 1 Min*	Proportion Waiting >= 5 Mins	*Average Passenger Delay*	Average Cab Delay	*% Excess Demand*	Demand Peaked, Yes=0.5 No=1	ISUD Indicator Value
Carrick 02	1,335	28	*18*	7	*0.61*	10.53	*9*	1.0	99
Bournemouth 02	702	25	*15*	2	*0.67*	9.97	*1*	0.5	5
Brighton 02	540	60	*35*	12	*1.11*	8.31	*5*	0.5	97
Exeter 02	2,353	47	*18*	3	*0.71*	10.12	*20*	1.0	256
Wigan 02	2,279	28	*10*	0	*1.17*	11.98	*6*	1.0	70
Cardiff 01	656	51	*29*	6	*0.83*	8.77	*14*	0.5	168
Edinburgh 01	373	47	*29*	9	*1.27*	8.77	*13*	1.0	479
Torridge 01	1,298	25	*21*	0	*0.51*	9.32	*8*	0.5	43
Worcester 01*	941	40	*4*	1	*0.46*	12.3	*8*	0.5	7
Ellesmere Port 01	2,527	80	*48*	17	*2.49*	4.23	*49*	0.5	2,928
Southend 00	895	46	*29*	8	*1.92*	8.08	*4*	1.0	223
South Ribble 00 *	485	12	*0.25*	0.25	*0.07*	11.27	*0*	1.0	0
Leeds 00	1,693	83	*61*	33	*5.03*	7.92	*36*	1.0	11,046
Sefton 00	1,069	18	*8*	0.6	*0.28*	12.95	*6*	1.0	13
Leicester 00 *	956	10	*7*	3	*1.17*	20.19	*1*	1.0	8
Castle Point 00	2,286	28	*12*	3	*0.74*	8.6	*2*	0.5	9
Bedford 00	2,931	25	*15*	10	*0.86*	6.86	*4*	1.0	52
Thurrock 00	1,406	28	*14*	2	*0.63*	10.66	*6*	1.0	53
Manchester 00	569	59	*40*	13	*1.78*	6.79	*23*	1.0	1,638
AVERAGE	**1,318**	**23**	**12**	**3**	**0.8**	**13.7**	**7**		

KEY * Derestricted Authorities

6 Evidence of Suppressed Demand - Public Attitude Pedestrian Survey Results

6.1 Introduction

A public attitude survey was designed with the aim of collecting information regarding opinions on the taxi market in Southampton. In particular, the survey allowed an assessment of flagdown, telephone and rank delays, the satisfaction with delays and general use information.

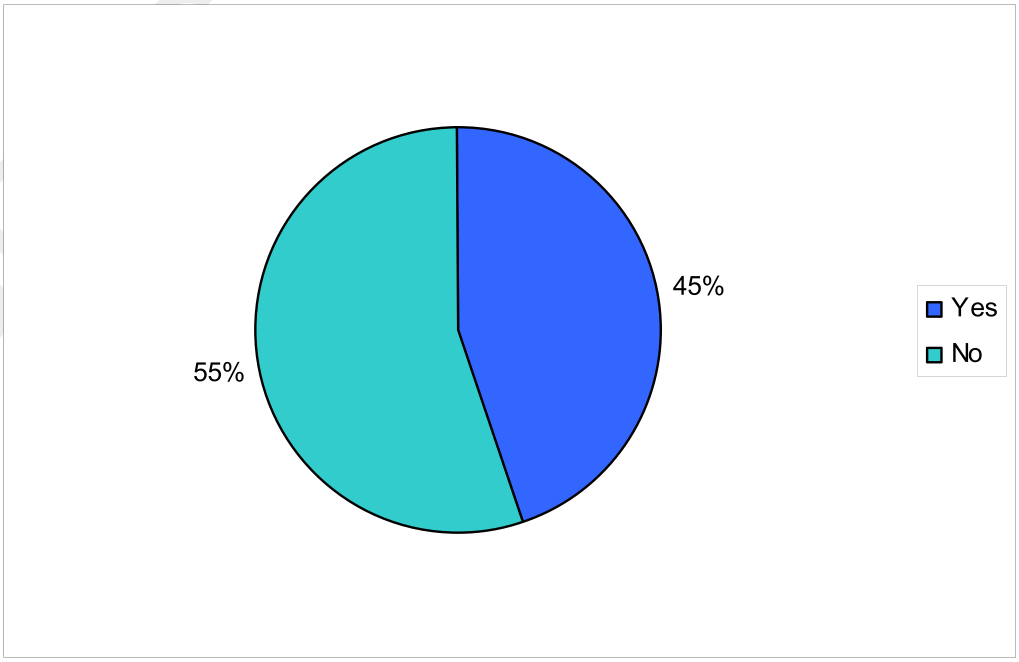
Some 451 on-street and telephone public attitude surveys were carried out in December 2011 and January 2012. The surveys were conducted across a range of locations within the Southampton licensing area. It should be noted that in the tables and figures that follow the totals do not always add up to the same amount. This is due to one of two reasons. First, not all respondents were required to answer all questions; and second, some respondents failed to answer some questions that were asked.

A full breakdown and analysis of the results are provided in Appendix 3.

6.2 General Information

Respondents were each asked if they had made a journey by taxi in Southampton within the last three months. The survey found that 44.7% had used a taxi within this period. The results are displayed in Figure 6.1.

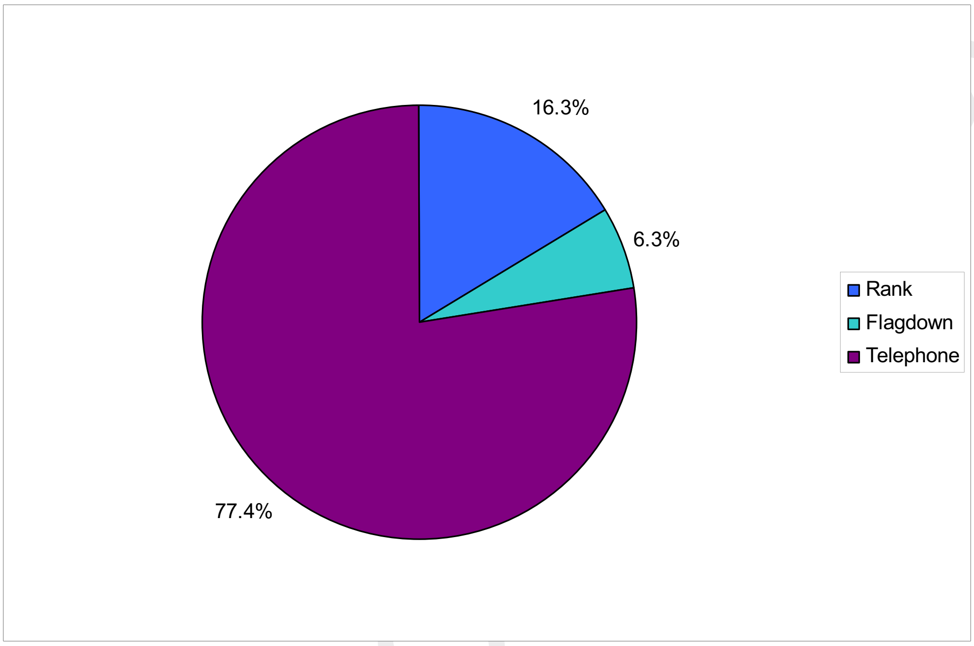
Figure 6.1 Have you made a trip by hackney carriage or private hire vehicle in the last three months?



Trip makers were asked how they obtained their hackney carriage or private hire vehicle. Some 16.3% of trip makers stated that they hired their taxi at a rank. Some

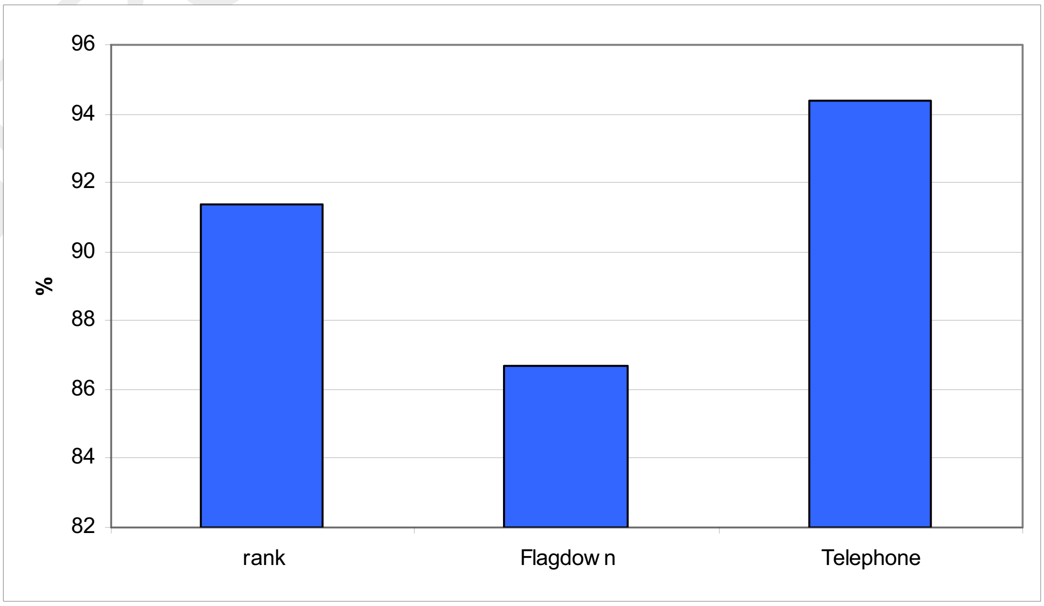
77.4% of hirings were achieved by telephone, with 6.3% of trip makers obtaining a taxi by on-street flagdown. Figure 6.2 reveals the patterns of hire.

Table 6.2 Method of hire for last trip



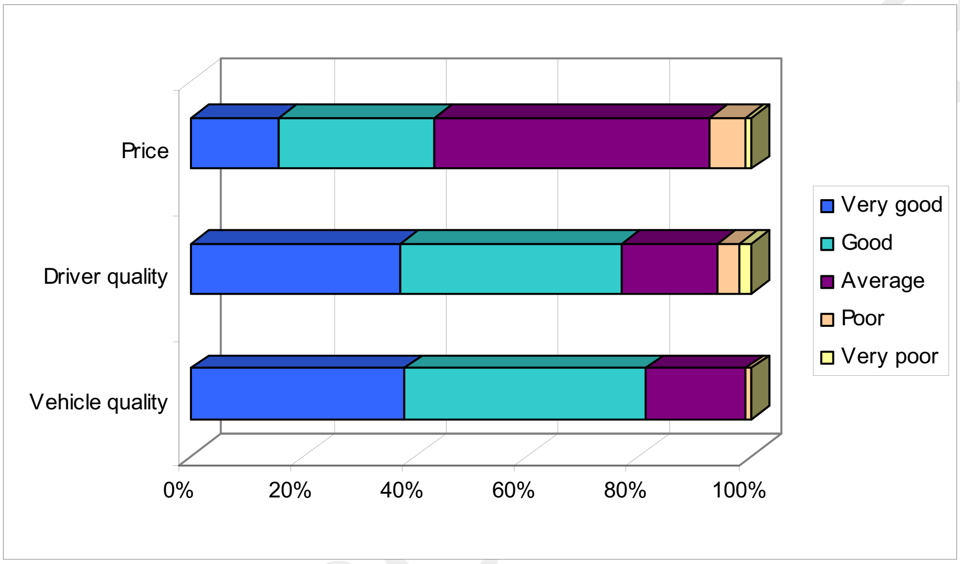
Respondents were asked if they were satisfied with the time taken and the promptness of the vehicles arrival. The majority of people were satisfied with the time taken to obtain their vehicle (93.6%). Figure 6.3 shows that for each method of obtaining a vehicle, the majority were satisfied with the length of time they had to wait. Satisfaction with telephone bookings was highest.

Figure 6.3 Satisfaction with delay on last trip by method of hire



Respondents were asked to rate a number of elements from their last taxi journey on a scale from very poor to very good. The results in Figure 6.4 show that the respondents generally consider vehicle quality and driver quality to be good or very good. In addition, just under half (49.3%) of respondents considered the cost of their journey to be average.

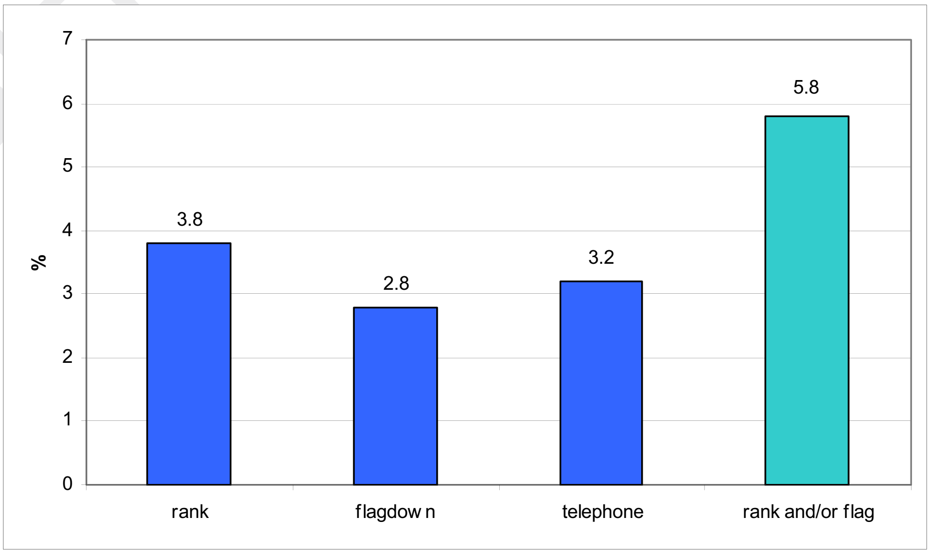
Figure 6.4 Service rating



6.3 Attempted method of hire

In order to measure demand suppression, respondents were asked to identify whether or not they had given up waiting for a hackney carriage or private hire vehicle at a rank, on the street or by telephone in Southampton in the last three months. The results are documented in Figure 6.5.

Figure 6.5 Latent demand by method of hire – Given up trying to make a hiring?



As indicated in Figure 6.5, some 5.8% of respondents had given up waiting for a hackney at a rank and/or by flagdown in the last three months. This has implications for the interpretation of the results (see Chapter 10 below).

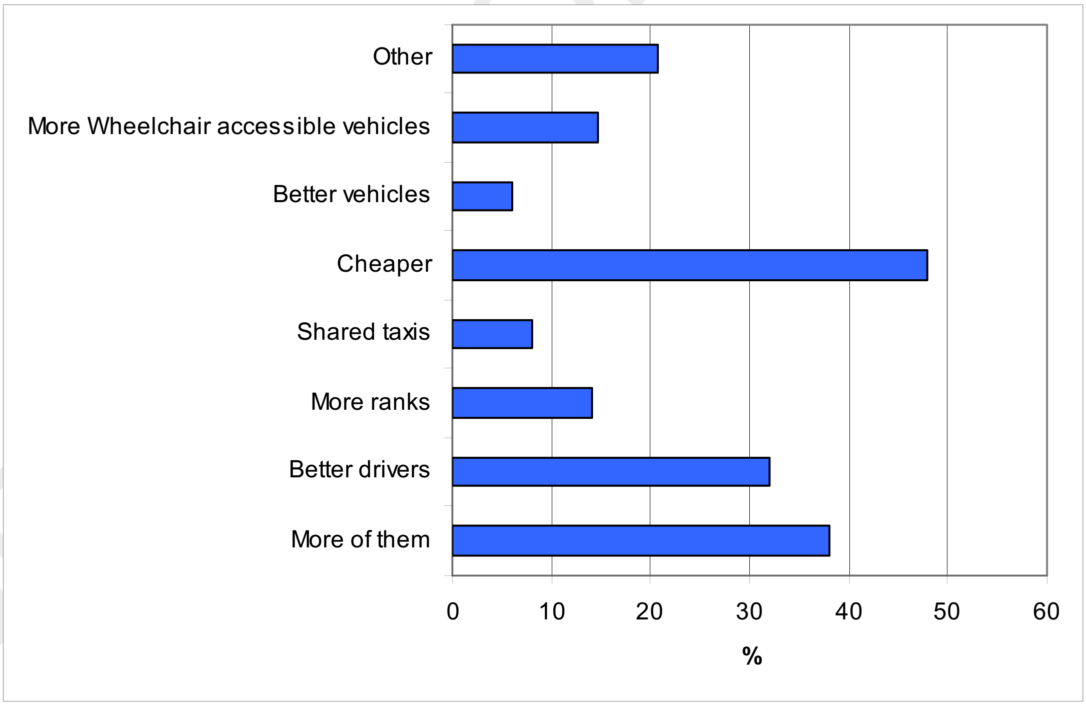
Respondents who had given up trying to obtain a taxi in the last three months were asked the location where they had given up waiting for a taxi. The most common areas were London Road, Bitterne and generally in the City Centre.

6.4 Service provision

Participants were asked whether they thought there were sufficient hackney carriages in Southampton. Some 41.6% commented that there are sufficient, 10.7% felt more were needed in Southampton and 47.8% were unsure.

The survey then asked respondents whether taxi services in Southampton could be improved. Some 32.5% felt that they could be improved and were consequently asked how they could be improved. The results are displayed in Figure 6.6.

Figure 6.6 How could taxi services in Southampton be improved? (multiple responses)



6.5 Safety

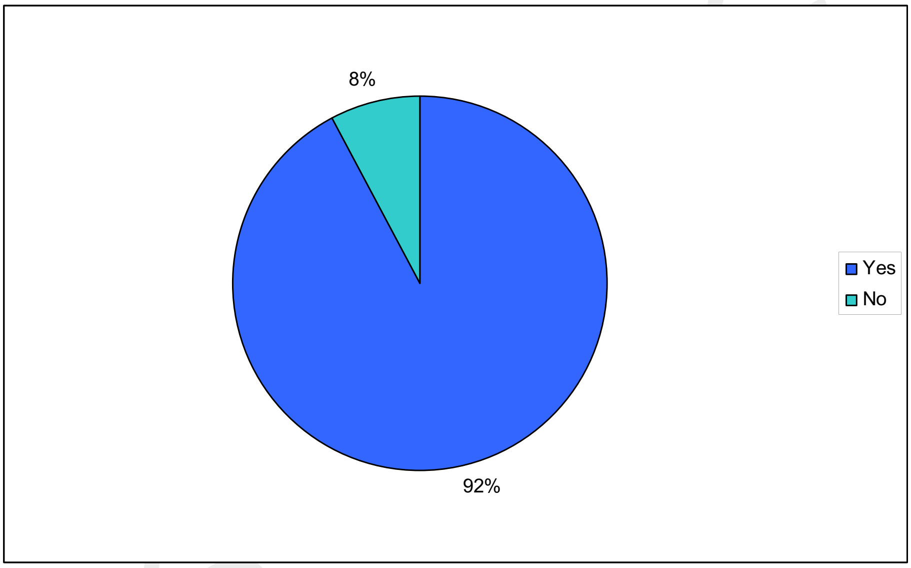
Respondents were asked whether they felt safe when using hackney carriage and private hire services in Southampton. The majority of respondents felt safe using them during the day (86.7%) and at night (73.2%) in Southampton. Those respondents who commented that they did not feel safe all or some of the time were asked what would make them feel safer. The most common responses included;

- travelling with someone else

- female drivers
- pre-booked taxis
- friendly drivers
- CCTV

Respondents were then told of Southampton City Council's policy of fitting taxis with CCTV to record digital images and audio in order to improve both driver and passenger safety. They were asked whether they agree with this policy. The results displayed in Figure 6.7 show that 92% of respondents agree with the policy.

Figure 6.7 Do you agree with the new safety policy?



6.6 Ranks

Respondents were asked if there were any locations in Southampton where new ranks were needed. Over half of respondents (53.4%) said that no new ranks were needed in Southampton. However the 12.8% of respondents who stated they would like to see a new rank were subsequently asked to provide a location. The most common locations included;

- Bitterne
- Cinema, Ocean Village
- Shirley
- Generally in the City Centre
- Oxford Street
- London Road
- ASDA, City Centre
- Portswood High Street

7 Consultation

7.1 Introduction

Guidelines issued by the Department for Transport state that consultation should be undertaken with the following organisations and stakeholders:

- All those working in the market;
- Consumer and passenger (including disabled) groups;
- Groups which represent those passengers with special needs;
- The Police;
- Local interest groups such as hospitals or visitor attractions; and
- A wide range of transport stakeholders such as rail/bus/coach providers and transport managers.

7.2 Direct Consultation

A number of organisations were given the opportunity to attend a meeting in July 2011 to discuss a series of issues regarding the taxi market in Southampton. Separate meetings were held with the following;

- Hackney Trade Representatives;
- Disability Representatives;
- Highways and Transport Operators

The comments from those attending the meetings are included below. It should be noted that representatives from both the Police and private hire trades were invited to attend a focus group however they were unable to attend or provide any comments.

Hackney Trade Representatives

Representatives from the Southampton Taxi Association, Southampton Hackney Association and Unite the Union Cab Section attended a focus group to discuss taxi operations in Southampton. It was strongly felt that there is a higher than adequate supply of taxis across Southampton at all times of the day.

With regard to the image of the trade, it was commented that there is a large fleet of wheelchair accessible vehicles and the white livery enables the public to easily recognise hackney carriages. It was felt that additional training is required for drivers with regard to driving, English language and customer service. It was acknowledged that some companies conduct independent driving and English speaking tests to ensure a high quality service and the Council's test should be more stringent. There have also been incidents where drivers have not felt confident to do their job as they have received insufficient training.

It was stated that the Transport Package 2000 identified that all ranks would have shelters and good signage however, only some ranks have shelters and these need cleaning/repairing.

With regard to ranks, the representatives highlighted a number of ranks which would benefit from being extended, these included;

- Both sides of Central Station
- London Road (with feeder rank on Asylum Street)
- Above Bar Street
- High Street

It was commented that antisocial behaviour can generally be a problem, particularly on St Mary's Road (Edge night club). It is very busy on Friday and Saturday nights and it can often be difficult for the trade to pick up as traffic wardens move them on before they can join the rank.

It was felt the ranks at the docks were difficult to service due to the road layout and traffic congestion caused by the railway and unloading lorries. In addition a permit is required to work at the docks meaning each driver is not necessarily able to work at these ranks. They felt a taxi only lane into and out of the docks would help improve service to customers and reduce the level of time they were stuck in congestion.

With regard to CCTV in taxis, it was suggested that it should be voluntary and not compulsory as it is very expensive for the drivers to pay up front. It was felt that the cameras can cause confrontation with customers who do not want to be recorded and it should definitely not include audio recordings. In addition, the representatives did not feel that cameras improve safety as some drivers have experienced attacks even with cameras in their vehicles.

Finally, the representatives commented that meetings with various stakeholders such as; licensing, highways, the docks, Police and trade, should take place three or four times per annum to enable effective communication on a range of issues. It was felt that although these meetings take place at the moment, few people attend and accurate minutes are not taken which means little is done to address the issues raised.

Disability Representative

A representative from Southampton Councils Health and Adult Social Care team attended the focus group. Further local disability groups and representatives were invited but unable to attend or provide written comments. The representative had received reports of problems from taxi users and felt that there have been some issues with taxi drivers not assisting mobility impaired passengers and incidences of vulnerable people being left waiting for taxis that don't turn up or have left before the passenger gets outside. It was also reported some drivers who have English as a second language can have problems communicating with their vulnerable passengers. It was felt these problems were due to a lack of awareness from drivers about their mobility or learning impaired passengers and it could be addressed through training.

The representative reported operator call centre staff were very polite but occasionally forgot to send a large vehicle when one was requested. In addition it was reported some of the drivers used on the Council's contract work were extremely good.

It was suggested it would be good practice for drivers with health problems to log these with their operators to prevent them from being sent on unsuitable jobs and help stop disabled users being turned away at the point of hire due to issues such as the driver having a bad back and being unable to load a wheelchair.

The only time it was reported difficult to obtain a taxi for social care service users was during school run times when vehicles were out on other contracts. At all other times there is no problem obtaining the vehicles required.

The representative felt the new policy of having CCTV in hackney carriages was a positive thing for vulnerable people and would help protect both drivers and passengers in the event of complaints.

It was felt there should be a leaflet or information available on Southampton Council's website about the various taxi operators and the services/vehicles they offer. This would make it easier for vulnerable or mobility impaired persons to source a vehicle to meet their needs. It was also suggested it would be good to audit operators and issue a rating based on the level of complaints and positive feedback obtained from their passengers. This would help taxi users, particularly the vulnerable or disabled make an informed choice about the company or type of vehicle they want to use. Finally it was suggested setting up a cross council department forum to include licensing and social services – this could be used to develop options for improvements.

Highways and Transport Operators

Representatives from Associated British Ports, Southampton Parking Services, Make Good and Southampton City Council Highways Department attended the focus group.

Firstly, with regard to taxi operations at the ports, it was considered that there is unmet demand when multiple ships come in to dock. However, aside from a shortfall in the morning at the ports, there are generally peaks and troughs throughout the day and the year. It was noted that drivers must have a permit to rank at the docks which is issued by Southampton City Council. Although there is no limit on the number of permits licensed at the docks, drivers do have to pay a premium to rank there.

On the whole, the image of the trade was viewed in a positive manner. It was felt that the council are very good at monitoring the quality of licensed vehicles. It was acknowledged that at the cruise terminals, saloon vehicles are often unable to take all passengers luggage, whilst the wheelchair accessible vehicles are larger and have more capacity for extra luggage. The respondents commented that drivers' standard of dress needs to be dramatically improved. It was felt that drivers are ambassadors for Southampton and often the first people that visitors to the city will meet. It was also commented that some private hire companies have dress codes for the drivers (shirt and tie) and have won contracts with particular cruise companies to serve their passengers.

Driver attitudes were generally regarded highly, however it was noted that a minority of drivers give the trade a bad name. It was felt that customer training is required to ensure drivers meet the customer professionally, put suitcases/luggage in the boot and generally be polite. The representatives stated that more support is required from the licensing department when complaints about drivers are made. A disciplinary procedure needs to be in place as, at present, little action appears to be taken.

With regard to ranks, the representatives commented that there is little space available for additional ranks and, as a result, it is important that a limit is in place on the number of licensed vehicles in Southampton. In addition, camera enforcement would be useful at ranks as there are multiple safety issues with taxis doing U-turns to get on to or off the ranks. This was considered a particular problem at Above Bar Street where taxis reverse down the wrong side of the road to join the back of the rank.

It was felt that CCTV in taxis would also be beneficial for both drivers and passengers safety, however it was also felt that the drivers should be able to be switch them off during their own time, i.e. in operation when the meter is running. Drivers should also have to log into a system when they start and finish work so that a log can be made of the hours they are working. There was concern that drivers are working long hours and not taking enough rest breaks which can have safety implications.

Finally, with regard to advertising of taxi services across Southampton, it was commented that posters detailing taxi numbers should be made available in public houses and student areas in order to reduce the amount of drink driving and to make the public aware of the differences between hackney carriage and private hire vehicles.

Additional comments from trade members

Other members of the Southampton Hackney Carriage Trade were also consulted with. It was stated that multi plate owners are renting plates out to drivers at high costs to the driver (around £250 per week). This was considered unfair and it was commented that if the limit was removed, all drivers would be able to have their own plate.

Due to the limit on the number of licences, there is a £50,000 premium on each hackney carriage plate. It was commented that, should the limit be removed, this premium would no longer exist which would be beneficial to drivers but detrimental to multi plate owners. It was also suggested that the premium on plates exists as there is sufficient work available for the trade; if there was not enough work to go around, the premium would be considerably lower.

The representative stated that drivers should be allowed to choose the type of wheelchair accessible vehicle they want, without the council imposing conditions that mean the most expensive vehicles have to be bought. It was also considered that all wheelchair accessible vehicles should be on a radio circuit to make it easier for disabled people to obtain a taxi.

With regard to training, it was considered that drivers are trained to a high level, with all new drivers completing the BTEC.

The CCTV policy was regarded positively however, it was felt that they should only record when the meter is on as otherwise it is a breech of privacy. In addition, the cameras chosen are expensive; this cost should be spread across the licence fee to help drivers.

7.3 Indirect Consultation

In addition to the face to face consultation undertaken a number of stakeholders were contacted by letter. This in turn assured the DfT guidelines were fulfilled and all relevant organisations and bodies were provided with an opportunity to comment.

In accordance with advice issued by the DfT the following organisations were contacted;

- Southampton City Council;
- user/disability groups representing those passengers with special needs;
- local interest groups including hospitals, visitor attractions, entertainment outlets and education establishments; and
- rail, bus and coach operators.

Transport Coordinator, Southampton City Council

The Transport Coordination Manager at Southampton City Council responded to the letter of written consultation. The respondent commented that no issues have been experienced with regard to the supply of either hackney carriage or private hire vehicles. It was felt that both the quality and type of the vehicles is good whilst the quality and attitudes of drivers was considered adequate. Further customer service and disability awareness training would be beneficial in order to improve the quality of drivers.

The respondent commented that although the council have attempted to make more wheelchair vehicles available, supply remains poor. Drivers also need more robust training on how to secure wheelchair into the vehicles. In addition, checks on the quality of their restraint equipment and their ability to use it should be carried out more often.

It was felt that fares are too high however it was acknowledged that there needs to be a balance between quality and cost. There is one large operator in Southampton and it was recommended that their licences should be limited in some way in order to increase fare competition across the City.

With regard to safety, the respondent stated that they would like to see enhanced CRB checks undertaken prior to a licence being granted. In addition, there should be wider involvement from internal stakeholders such as senior social workers from child and adult services when granting licences. This would give a better perspective on keeping all citizens safe.

Southampton Street Pastors

A representative from Southampton Street Pastors was unable to attend the focus group and so provided a written response. The Street Pastors work on Friday and Saturday nights between 22:30 and 03:30. It was felt that there is generally a good availability of taxis at all the designated taxi stands however, there can often be surplus demand at Chilli Whites (formerly Bliss). The police now have a contact number that they can use to alert the taxi trade waiting in this area.

In addition, Radio Taxis have started a text service with Café Parfait to call taxis to their venue when the demand arises.

It was commented that there are some road traffic issues on Bellevue Road and Asylum Road associated with the taxi queue on London Road.

Transport Operations Manager, University of Southampton

The representative commented that the University often receive reports of taxis parking on double yellow lines, in reserved bays and in delivery areas on University campuses. In addition, reports of taxis waiting in inappropriate areas, driving against the one-way system and exceeding the speed limit are common.

Access licences have been issued to coach and bus operators wanting to use the University interchange but the University has been unable to put these in place for taxis. The representative from the University also commented that the ability of the University to react to concerns raised by University staff are limited.

First Hampshire and Dorset Limited

A representative of First Hampshire in Southampton responded to the letter of consultation. It was felt that hackney carriages tend to congregate in the city centre causing congestion at certain locations. Taxis often queue on the approach to the rank or double park on the rank, blocking the highway. It was felt that this is particularly prevalent at Above Bar southbound and Central Station, both north and south sides. The congestion caused by taxis at these locations can be a source of confrontation with other road users, and potential hazards to pedestrians crossing the road between illegally parked cars.

At other locations, both in the city centre and the suburbs, it was commented that taxi ranks are largely empty throughout the day and tend only to be used for picking up and setting down when prebooked. The under utilised taxi ranks are a waste of valuable road space and would be better utilised providing additional highway or pavements.

The respondent stated that the council should continue to restrict the number of hackney carriages to prevent wasteful oversupply. Given the congestion experienced at certain taxi ranks the representative felt that there may already be too many licensed vehicles. It would be beneficial if taxis could be spread more evenly across the city, using the under utilised ranks.

With regard to the image of the trade, it was felt that some driving standards are poor among the hackney carriage drivers. On Friday and Saturday evenings taxis 'choke' busy city centre street such as London Road, parking on both sides of the street in breach of parking restrictions and without due consideration for other road users. The representative for First stated that as taxi drivers earn their living from driving, they should be subjected to the same rigorous training and monitoring as other professional drivers, with punitive action taken against those who do not follow the law. It was felt that this does not appear to be the case at present.

The representative suggested that a review of taxi rank facilities should take place, withdrawing the ranks least used and returning the road space for use by all vehicles, and looking to consolidate facilities on the most popular locations. In addition, rigorous enforcement is required (and not currently applied) to the most popular taxi ranks to reduce congestion and risk of collision with other road users.

With regard to transport integration, it was commented that taxis are readily accessible at the city's major transport interchanges, Southampton Central Station, Above Bar and Castle Way bus stops and Town Quay terminal.

8 Trade Survey

8.1 Introduction

A trade survey was designed with the aim of collecting information and views from both trades. In particular the survey allowed an assessment of operational issues and views of the hackney carriage market to supplement the rank observations, as well as covering enforcement and disability issues. The following Section summarises the results of the trade survey and full results are presented in Appendix 4.

8.2 Survey Administration

The Survey was conducted through a self completion questionnaire. These were sent to 1,300 licensed hackney and private hire drivers and operators in Southampton. A total of 197 questionnaire forms were completed and returned, giving a response rate of around 15.2%, a typical value for this type of survey. Of those respondents 54.3% were hackney carriage respondents and 45.7% were from the private hire trade. In addition, some 8.6% of hackney carriage respondents were also private hire drivers.

It should be noted that not all totals sum to the total number of respondents per trade group as some respondents failed to answer all of the questions.

8.3 General Operational Issues

The responses have been disaggregated on a hackney carriage and private hire trade basis.

Both trades were asked how long they have been involved in the taxi trade in Southampton. The highest proportion of the hackney carriage trade have been involved for between 11 and 15 years (27.6%), whilst some 24.5% of the private hire trade have been involved in the trade between 3 and 5 years.

The trade were asked if they subscribe to a radio circuit. Just under half of hackney carriage respondents (47.1%) stated that they do subscribe to a radio circuit, as did 84.5% of the private hire trade.

8.4 Driving

Respondents were asked what type of vehicle they drive most frequently. Some 77.6% of the hackney carriage trade and 81% of the private hire trade generally drive saloon vehicles. In addition, some 12.2% of the hackney carriage trade drive a wheelchair accessible people carrier, whilst 15.4% of the private hire trade drive a non-wheelchair accessible people carrier.

Respondents were asked the average number of hours they work in a typical week. Both the hackney carriage and private hire trades work on average 50.7 hours per week. Respondents were then asked to state how many hours they work at different times of the day during a typical week. Figure 8.1 documents the average hours worked during the day time period (06:00-18:00) for each day of the week. On average, it shows that the private hire trade work more hours than the hackney carriage trade during the day.

Figure 8.1 Average daytime hours worked

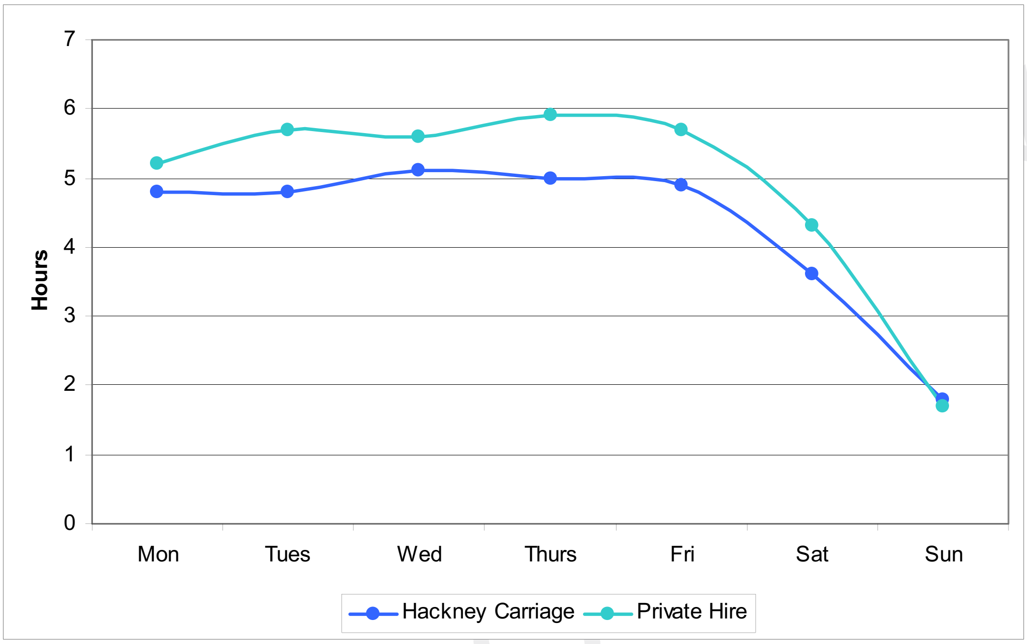
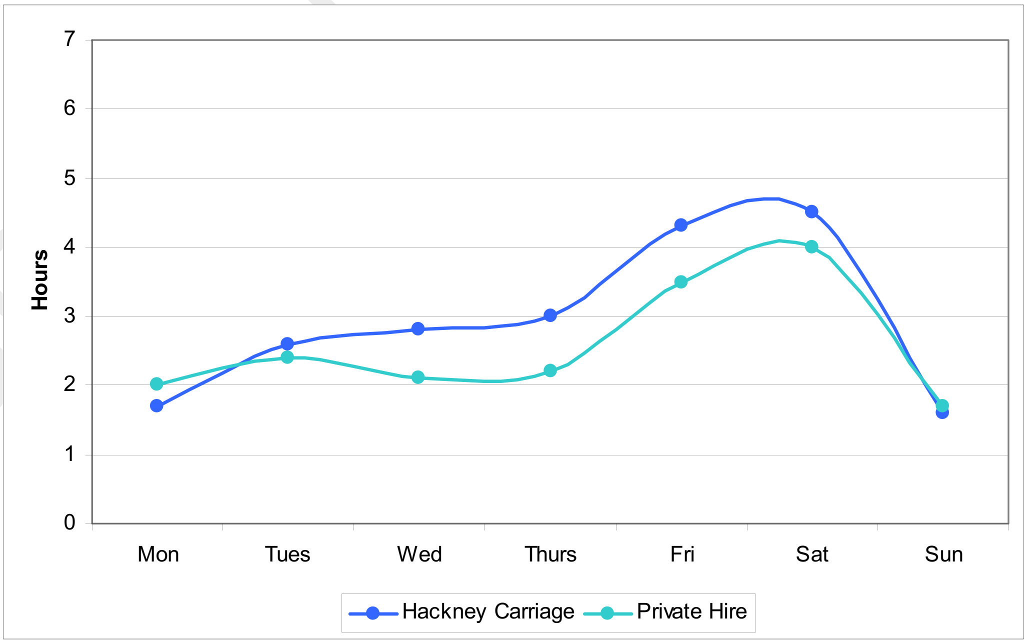


Figure 8.2 shows the average number of hours worked during the evening/night period (18:00-06:00). During the night time period both trades work longer on a Friday and Saturday night compared with other nights during the week.

Figure 8.2 Average night time hours worked



Respondents were asked to state the number of times they carry wheelchair bound passengers during a typical week. Table 8.1 shows the results. Some 54.2% of private hire respondents stated that they never carry wheelchair bound passengers, in comparison to 50.5% of hackney carriage respondents.

Table 8.1 Frequency of Transport of Wheelchair Bound Persons

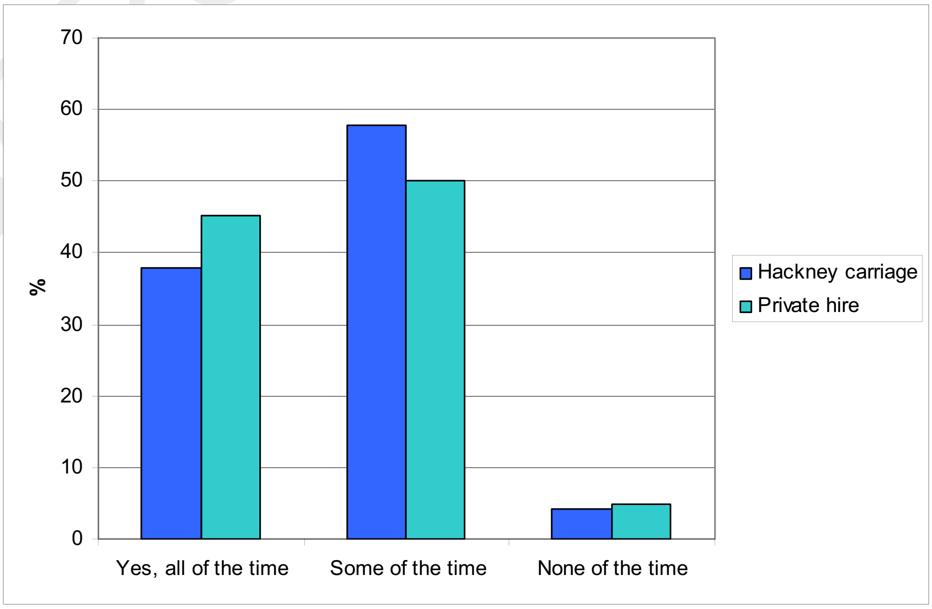
	Hackney Carriage Trade		Private Hire Trade	
	Frequency	Percent	Frequency	Percent
Never	47	50.5	45	54.2
1 to 5	41	44.1	33	39.8
5 to 10	3	3.2	3	3.6
10 to 20	1	1.1	2	2.4
More than 20	1	1.1	0	0.0
Total	**93**	**100.0**	**83**	**100.0**

Those respondents who rent a hackney carriage plate were asked how much they pay to rent the plate per week, the average approximate cost being £210. Of those who do rent a plate 12 respondents (27.3%) are responsible for maintaining the vehicle attached to the plate they rent, the remaining 32 respondents (72.7%) are not.

8.5 Safety and Security

The respondents were asked if they felt safe whilst working as a taxi driver in Southampton. The results of which are shown in Figure 8.3. Just 37.9% of hackney carriage respondents stated that they felt safe all of the time, compared to 45.2% of private hire respondents. Only 4.2% of hackney carriage respondents felt safe none of the time, compared with 4.8% of private hire respondents.

Figure 8.3 Do you feel safe whilst working as a taxi driver in Southampton?



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Of those who felt unsafe working in Southampton, 74.6% of the hackney carriage and 71.2% of the private hire respondents stated that they felt unsafe whilst working at night in Southampton. In addition, some 43.7% of hackney and 73.1% of private hire respondents felt unsafe in certain areas of Southampton. The areas that were most commonly suggested as being unsafe were Northam, Thornhill, Millbrook and Weston.

Southampton City Council require taxi and private hire vehicles to be fitted with fixed cameras that record digital images and audio within the vehicles for both driver and passenger safety. Respondents were asked whether they agree with this policy. Some 49.5% of hackney carriage and 64.3% of private hire respondents agreed with the policy. Those respondents who did not agree with the policy stated the following reasons;

- Cost associated with installing the cameras
- Invasion of privacy for the driver, particularly when not carrying passengers
- Some passengers may not want their conversations recorded
- Drivers should be able to turn the camera off
- It will not act as a deterrent for bad behaviour and therefore will not improve safety
- Having a camera should be voluntary, not compulsory

8.6 Ranks

The trade were asked whether they believe there to be sufficient rank space in Southampton. The majority of the hackney carriage trade (83.8%) do not feel that there is enough rank space in Southampton, while in contrast 63.1% of the private hire trade feel that there is sufficient. The trade were then asked whether there are any areas which would benefit from a new rank in Southampton. Some 62% of the hackney carriage trade felt new ranks are required, whilst 74% of the private hire trade stated that no new ranks are needed in Southampton. Of those who felt there should be new ranks, the following locations were suggested;

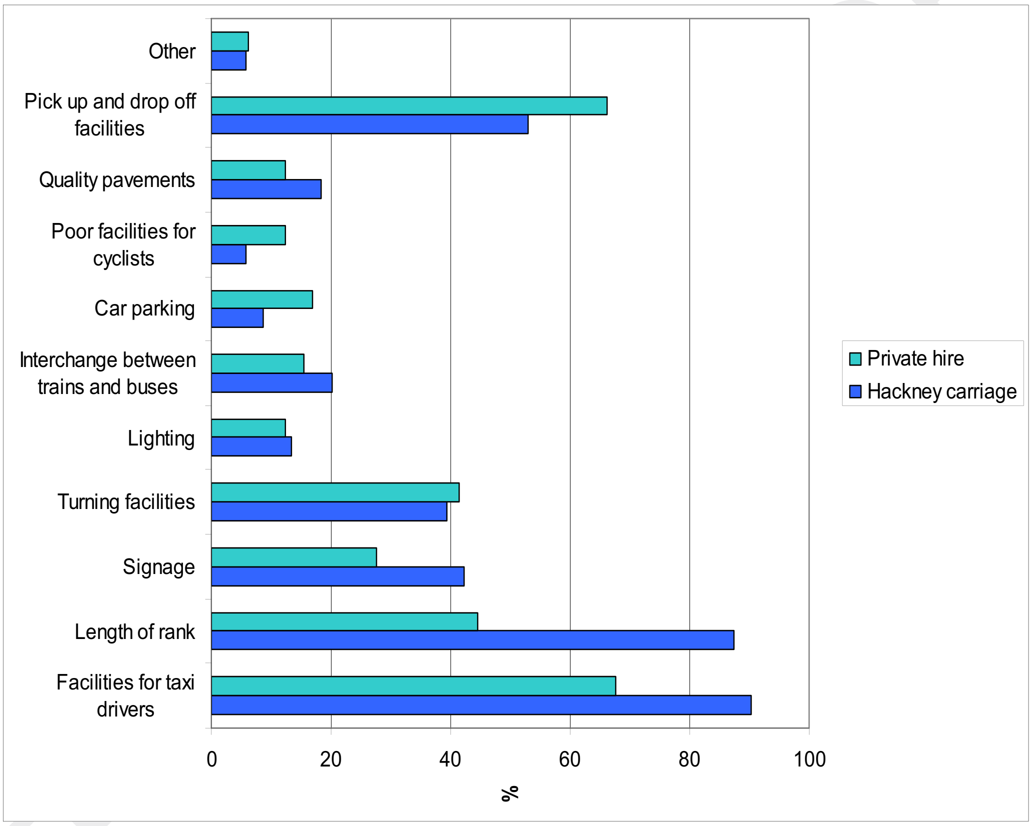
- Bedford Place
- Above Bar Street[2]
- St Mary's Road
- Oxford Street

In addition 87.8% of the hackney carriage trade and 37.7% of the private hire trade felt that ranks on London Road, Above Bar Street and both sides of Central Station should be extended.

[2] It should be noted that there is a rank on Above Bar Street.

Southampton City Council is considering making improvements to the area north of Central Station. Respondents were asked what they consider the main issues to be around Central Station. The results in Figure 8.4 show that both the hackney carriage (90.4%) and private hire (67.7%) trades considered the facilities for taxi drivers to be an issue at Central Station.

Figure 8.4 Perceived issues at Central Station



The trade representatives were then asked to rank a range of potential improvements, 1 being the most important improvement to them and 10 being the least important improvement. It should be noted that a large percentage of respondents failed to answer this question (39%). The results indicated that the two most important issues to hackney carriage drivers were facilities for drivers and length of the taxi rank. For private hire respondents the two main issues highlighted were again facilities for drivers, but also pick up and drop off facilities. The results are included in full in Appendix 4.

8.7 Fares

Members of both trades were asked for their opinions regarding the current level of hackney carriage fares. The results are shown in Figure 8.5. Respondents were then asked how often they thought the fare tariff should be increased. The results are shown in Figure 8.6. Those who stated 'other' felt that the fare tariff should be reviewed;

- Every three years
- In line with inflation
- In line with fuel prices

Figure 8.5 Opinions relating to hackney carriage fares

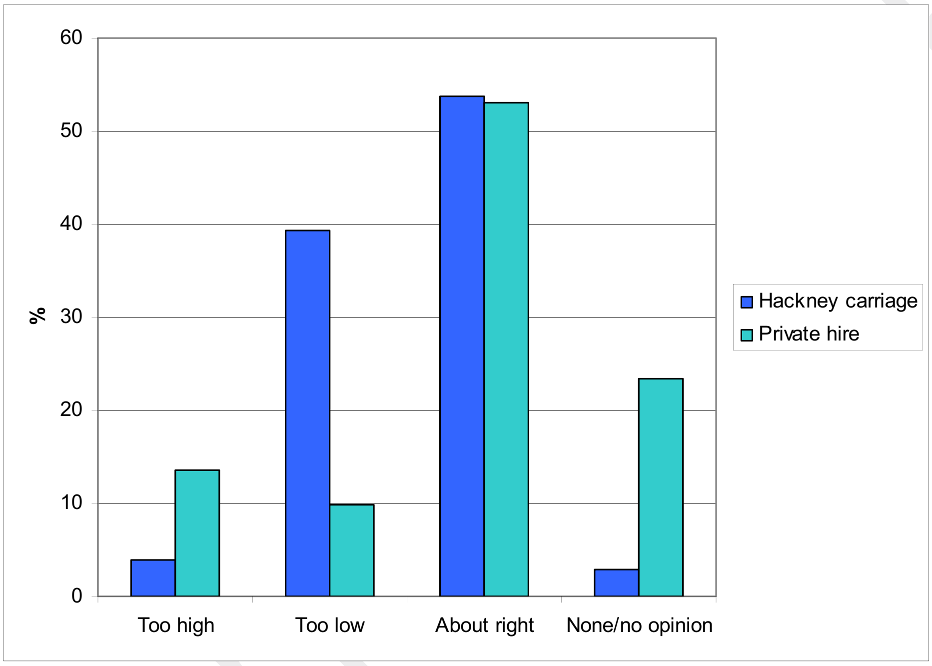
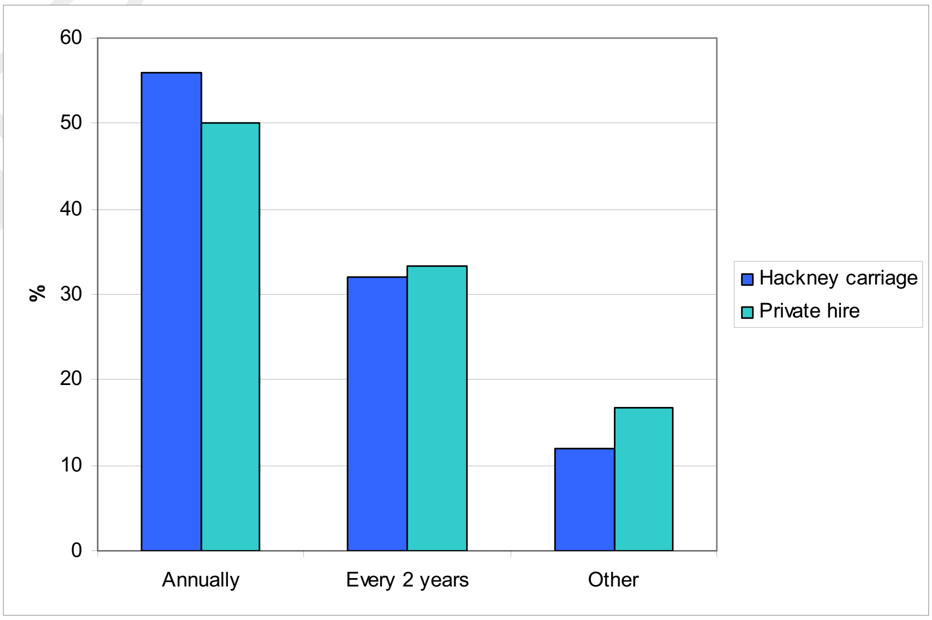


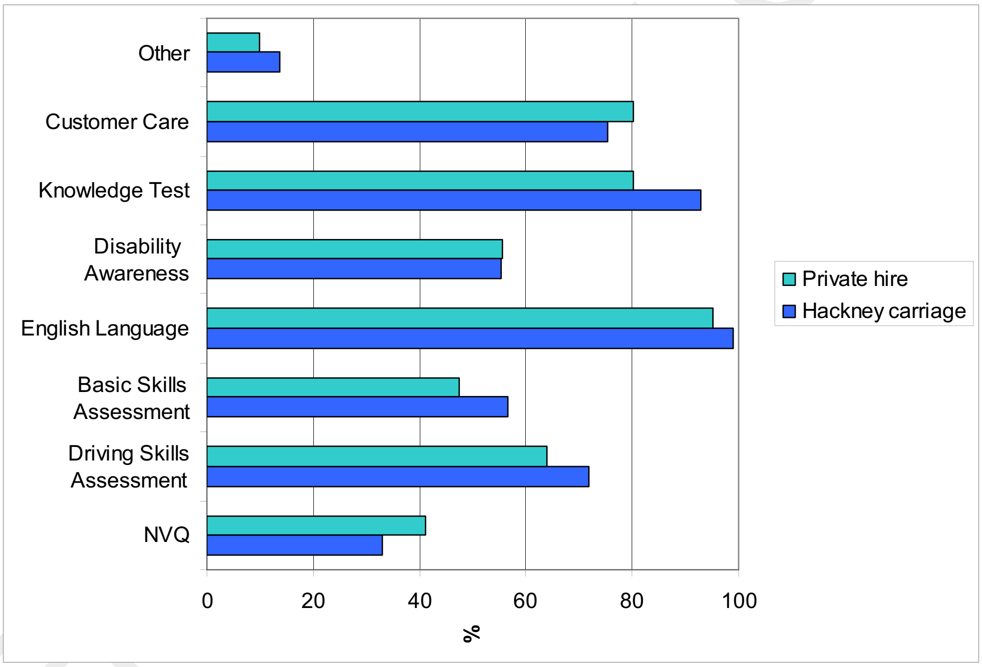
Figure 8.6 Opinions relating to fare tariff increases



8.8 Training

In Southampton, new drivers are required to pass a basic skills test before being granted a licence and must complete a BTEC within 6 months to retain their licence. Respondents were asked whether they agree with this policy. The majority of both the hackney carriage (92.4%) and private hire (88.4%) trades do agree with the policy. However both the hackney trade and private hire trade (83.5% and 72.1% respectively) stated that there is insufficient training given to drivers before they are granted a licence. These respondents were then asked to indicate what additional training they would like to see offered to drivers. The results are displayed in Figure 8.7.

Figure 8.7 Additional training required for drivers (multiple responses)



8.9 Taxi market in Southampton

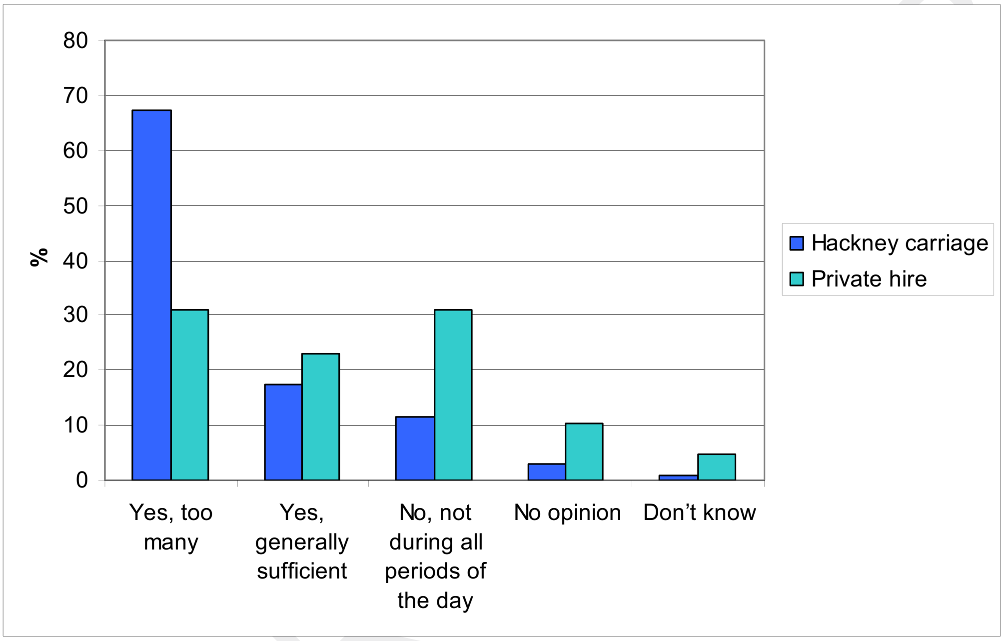
Members of both trades were asked if they are aware that Southampton enforces a numerical limit of 275 [3]on the number of hackney carriage vehicles in Southampton. The majority of both the hackney trade (87.4%) was aware of the limit. Some 48.8% of the private hire trade were aware of the numerical limit.

Respondents were then asked whether they consider there to be sufficient hackney carriages to meet the current level of demand in Southampton. The results are shown

[3] The number of hackney carriage licenses was 275 when the survey was prepared and increased by 8 to 283 after the survey was undertaken.

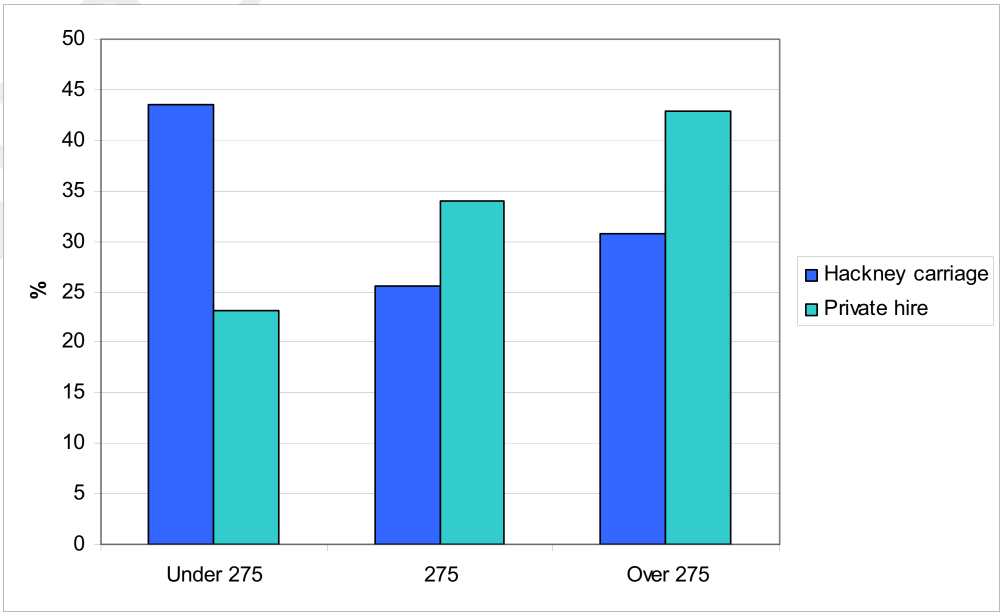
in Figure 8.8 and indicate the majority of the hackney trade believed there were sufficient or too many vehicles. The views of the private hire trade were more mixed.

Figure 8.8 Do you consider there to be sufficient hackney carriages to meet demand?



All respondents were asked to state how many hackney carriages there should be in the Southampton fleet, the results are displayed in Figure 8.9.

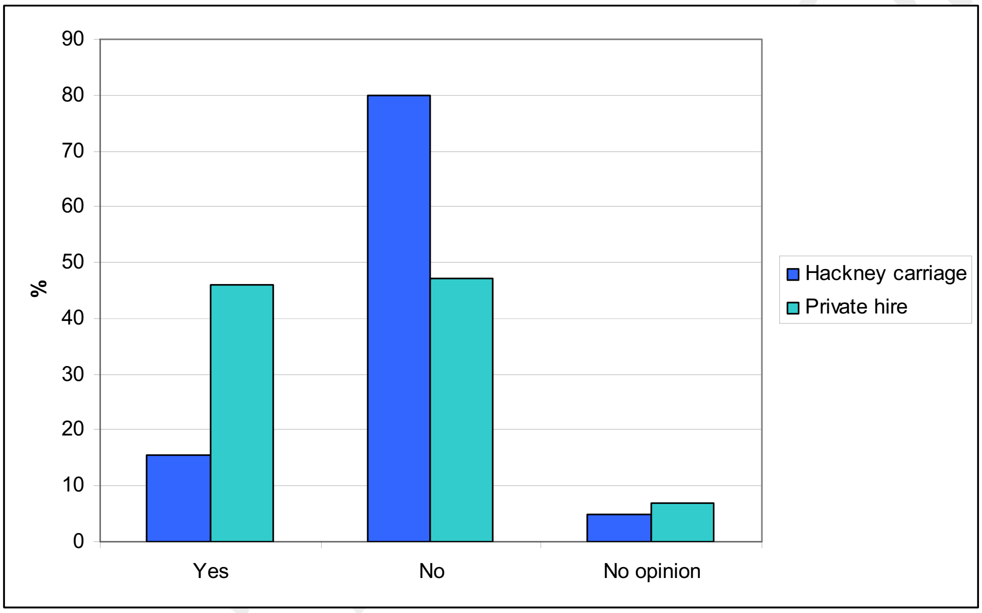
Figure 8.9 Opinion on ideal hackney carriage fleet size



Of those drivers who responded, 43.6% of the hackney carriage trade and 23.2% of the private hire trade felt that the hackney carriage fleet size should be less than 275.

Respondents were then asked to state whether they think Southampton Council should remove the numerical limit on the number of hackney carriage vehicles. The results in Figure 8.10 indicate that 79.8% of the hackney carriage trade and 47.1% of the private hire trade do not think that the limit should be removed.

Figure 8.10 Opinion on removing the numerical limit on hackney carriage vehicle licences in Southampton



Views were sought regarding the likely impact on a series of factors if Southampton City Council were to remove the limit on hackney carriage licences. The findings are summarised below and presented in detail in Appendix 4.

Congestion

The majority of respondents from the hackney carriage trade (69.1%) felt traffic congestion would increase following the removal of the limit, whilst 58.7% of the private hire trade felt there would be no effect.

Fares

Some 41.2% of the hackney carriage trade and 58.7% of the private hire trade were of the opinion that removing the limit on the number of hackney carriage vehicles in Southampton would have no effect on the fare tariffs.

Passenger Waiting Times

The majority of the hackney carriage trade felt that there would be no effect on passenger waiting times at rank, when flagging hackneys or when booking by telephone. The private hire respondents felt that there would be a decrease in passenger waiting times in both instances.

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Vehicle Quality

Some 52.6% of hackney carriage respondents and 30.1% of private hire respondents were of the opinion that removing the limit on the number of hackney carriage licences would result in a decrease in the quality of hackney carriages. Similarly some 45.6% of the hackney carriage trade felt that private hire vehicle quality would decrease if the limit was removed. Whereas the majority of the private hire trade felt that there would be no effect on private hire vehicle quality.

Effectiveness of Enforcement

Some 57.9% of the hackney carriage trade felt that following de-restriction, effectiveness of enforcement would decrease. Some 45.2% of the private hire trade felt that there would be no effect.

Illegal Plying for Hire

In terms of illegal plying for hire, some 57.9% of hackney carriage respondents and 26.4% of private hire respondents felt that removing the limit on the number of licences would increase illegal plying for hire by private hire vehicles. A further 36.1% of the private hire trade felt de-restriction would have no effect.

Over Ranking

The majority of both hackney carriage (80.8%) and private hire (60%) respondents felt over ranking would increase following de-restriction.

Customer Satisfaction

Some 45.4% of hackney carriage respondents thought customer satisfaction would decrease following de-restriction. Some 37.7% of the private hire trade were also of the same opinion.

All respondents were asked their response to the statement ***"there is not enough work to support the current number of hackney carriages"***. The results in Table 8.2 show that the majority of hackney carriage respondents (74.1%) strongly agree or agree with the statement that there is not enough work to support the current number of hackney carriages. Some 47% of private hire respondents were of the same opinion.

Some of the most common responses to the statement included;

- Too many taxis, not enough work
- Long waiting times for taxis at ranks
- Drivers have to work longer hours to make a living – safety implications

Table 8.2 Opinion of "there is not enough work to support the current number of hackney carriages"

	Hackney Carriage Trade		Private Hire Trade	
	Frequency	Percent	Frequency	Percent
Strongly disagree	15	14.4	18	21.7
Disagree	5	4.8	12	14.4
Neither agree or disagree	7	6.7	14	16.9
Agree	14	13.5	10	12.0
Strongly agree	63	60.6	29	35.0
Total	104	100	83	100

The survey then asked for opinions on the following statement; ***"Removing the limit on the number of hackney carriages in Southampton would benefit the public by reducing waiting times at ranks"***. The results in table 8.3 show that 69.2% of hackney carriage drivers strongly disagreed or disagreed that removing the limit on the number of hackney carriages in Southampton would reduce public waiting times at ranks, compared with 38.6% of the private hire trade.

Table 8.3 Opinion of "removing the limit on the number of hackney carriages in Southampton would benefit the public by reducing waiting times at ranks"

	Hackney Carriage Trade		Private Hire Trade	
	Frequency	Percent	Frequency	Percent
Strongly disagree	54	51.9	17	20.5
Disagree	18	17.3	15	18.1
Neither agree or disagree	11	10.6	11	13.2
Agree	6	5.8	15	18.1
Strongly agree	15	14.4	25	30.1
Total	104	100	83	100

The survey then asked opinions of the following statement, '***There are special circumstances in Southampton that made the retention of the numerical limit essential***'. The results in Table 8.4 show that 48.9% of the hackney carriage trade agree or strongly agree that there are special circumstances in Southampton that make the retention of a numerical limit essential, compare with 27.4% of the private hire respondents.

Some of the most common responses to the statement included;

- Too many cabs causing over ranking
- Congestion would increase if limit removed
- It would allow drivers to own their plate, rather than rent them

Table 8.4 Opinion of "there are special circumstances in Southampton that make the retention of the numerical limit essential"

	Hackney Carriage Trade		Private Hire Trade	
	Frequency	Percent	Frequency	Percent
Strongly disagree	17	17.7	20	27.4
Disagree	10	10.4	8	11.0
Neither agree or disagree	22	22.9	25	34.2
Agree	8	8.3	10	13.7
Strongly agree	39	40.6	10	13.7
Total	96	100	73	100

Finally, the trade were asked what effect they thought it would have on them if the authority removed the numerical limit on hackney carriages. The results show in Table 8.5 that 60.8% of hackney carriage responses cited they would work longer hours and 46.1% would leave the trade. Some 35.4% of private hire drivers said they would switch from private hire to hackney carriage if the limit was removed and 36.6% said they would work more hours.

Table 8.5 Effect on the trade if the numerical limit was removed (multiple responses)

	Hackney Carriage Trade		Private Hire Trade	
	Frequency	Percent	Frequency	Percent
No change	12	11.8	26	14.6
Work more hours	62	60.8	30	36.6
Work fewer hours	9	8.8	6	7.3
Acquire a hackney vehicle licence	12	11.8	14	17.1
Acquire more than one hackney vehicle licence	4	3.9	7	8.5
Switch from hackney to private hire	7	6.9	0	0.0
Switch from private hire to hackney	6	5.9	29	35.4
Leave the trade	47	46.1	12	14.6
Other	11	10.8	8	9.8

9 Wheelchair Accessibility

9.1 Introduction

An assessment of the level of demand for disabled accessible vehicles has been carried out in Southampton. This includes an assessment of observed wheelchair usage along with an evaluation of the availability of wheelchair accessible vehicles for telephone booking.

9.2 General Operational Issues

Southampton City Council licence 66 wheelchair accessible hackney carriages. This equates to 24% of the total fleet. There are also 37 wheelchair accessible private hire vehicles licensed, equating to 6.8% of the fleet.

9.3 Observed Usage

During the rank observation programme, 23 wheelchair users were observed hiring a taxi from a rank. In total there were 24,496 passenger departures indicating some 0.09% of all departures from ranks involve wheelchair users. This low figure suggests that there is not a significant demand for wheelchair accessible vehicles from ranks in Southampton. Table 9.1 highlights the ranks where wheelchair users were observed throughout the course of the study. This shows 39% of wheelchair hirings were made from Ocean Terminal and a further 30% were made at the High Street rank in Southampton.

Table 9.1 Wheelchair users observed

Rank	Observed users
Mayflower Terminal	2
Ocean Terminal	9
Rail Station (Western Esplanade)	3
Rail Station (Blechynden Terrace)	1
High Street	7
London Road	1
Total	23

9.4 Latent Demand

Some 470 on-street and telephone public interview surveys were carried out across December 2011 and January 2012. Of these respondents 75(16%) considered themselves to have a mobility impairment and 22 (29%) of these respondents used a wheelchair. Of those mobility impaired respondents (47) using a taxi in the last three months, 41 booked their vehicle by telephone with 6 obtaining their taxi at a rank.

To provide evidence relating to suppressed demand in the event of finding significant patent unmet demand, respondents were asked to identify whether or not they had given up waiting for a taxi at a rank, on the street, or by telephone in Southampton in the last three months. Of those citing mobility impairment 5 (6.7%) respondents had given up waiting for a taxi by either rank or flag down. Four respondents (5.3%) had given up by telephone – this compares to 5.4% for rank/flagdown and 3.1% for telephone cited by people without mobility impairments. Of those with mobility impairments who had given up waiting for a vehicle only 1 respondent was waiting for a wheelchair accessible vehicle. This was reported to be in Portswood at around 1pm on an afternoon.

In addition to the public surveys consultation was carried out with stakeholders. No disability representative groups provided any feedback however some comments were obtained from the Councils Adult Social Care Team. Feedback is highlighted in Chapter 7 of this report. The consultation highlighted that provision of wheelchair accessible vehicles is generally good and the only time issues are encountered is at school run time when vehicles are servicing the school contracts. It was felt vulnerable and disabled taxi users can encounter problems such as taxis not waiting, refusing to take them or simply communication problems and a lack of understanding of their needs. It was felt additional training would address these issues. In order to improve services for disabled and vulnerable people it was felt a number of actions could be taken:

- Training;
- Set up a partnership/consultation forum cross council department;
- Require drivers with issues that prevent them loading a wheelchair to log this with their operator to prevent being sent on these calls;
- Provide information on taxi company services on the Council website; and
- Issue quality ratings to operators based on the positive and negative feedback received from passengers.

9.5 Trade Survey

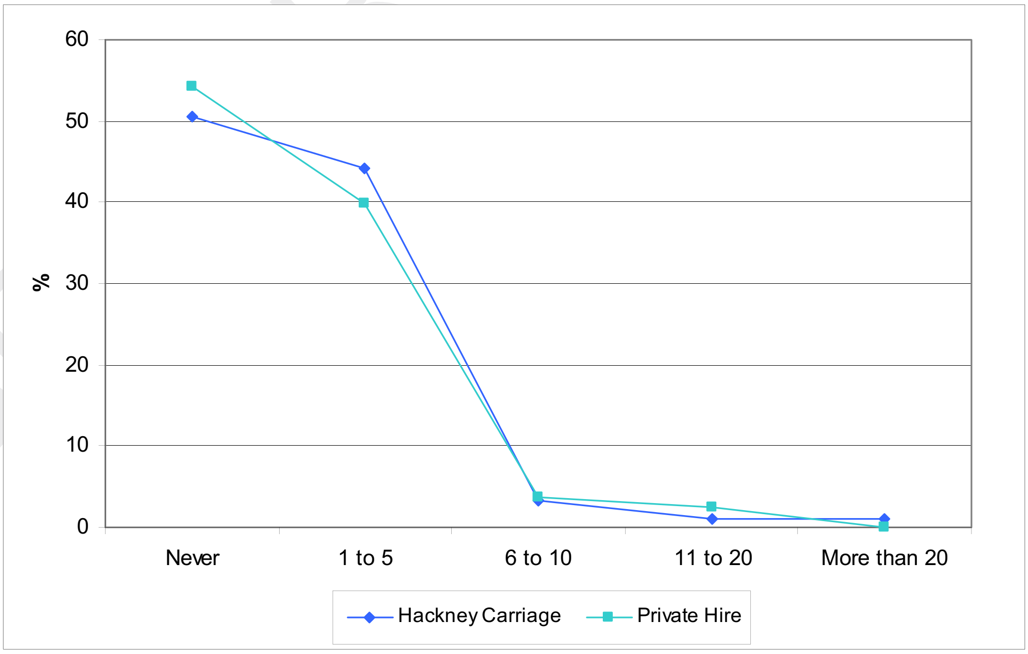
The trade survey (detailed in Chapter 8) identified that 77.6% of the hackney carriage trade drive a saloon vehicle most often, compared with 81% of the private hire trade. In addition, some 12.2% and 3.6% of the hackney and private hire trades respectively drive wheelchair accessible minibuses/people carriers most often. These results are shown in Table 9.2 below.

Table 9.2 Vehicle type driven most frequently

	Hackney Carriage Trade		Private Hire Trade	
	Frequency	Percent	Frequency	Percent
Purpose built cab	8	8.2	0	0.0
Saloon Car	76	77.6	68	81.0
Minibus/People carrier (wheelchair accessible)	12	12.2	3	3.6
Minibus/People carrier (Not wheelchair accessible)	2	2.0	13	15.4
Total	**98**	**100**	**84**	**100**

Both the hackney carriage and private hire trades were asked to identify the number of times they carry wheelchair bound passengers on a weekly basis. Figure 9.1 shows that some 54.2% of private hire respondents stated that they never carry wheelchair bound passengers, in comparison to 50.5% of hackney carriage respondents.

Figure 9.1 Frequency of transport of wheelchair bound passengers



9.6 Availability of Accessible Vehicles via Telephone Bookings

A telephone based mystery shopper survey was carried out to determine the difference between average waiting times for an accessible vehicle in comparison to a standard vehicle.

Some 40 enquiries were undertaken with a range of operators obtained from a telephone directory within the Southampton City Council licensing district. Half of enquiries made asked for an estimate of waiting times for any type of vehicle, and the other half asked for an estimate of waiting times for an accessible vehicle. Table 9.3 summarises the results.

Table 9.3 Waiting times for accessible and standard vehicles (minutes)

	Minimum Wait Time	Maximum Wait Time	Average Wait Time
Standard Vehicle	0	60	10
Accessible Vehicle	5	60	43

The results indicated that when booking a taxi via the telephone, passengers experience a difference in waiting time for an accessible vehicle than they do for a standard vehicle. The waiting time for a standard vehicle is low in comparison to the waiting time for wheelchair accessible vehicles. Of the phone calls made only 8 operator(s) had a wheelchair accessible vehicle available and a number of operators said they did not have a wheelchair accessible vehicle in their fleet.

Given that, at the time of the surveys, the number of accessible vehicles within the entire hackney and private hire fleet was 103 the following formula provides an estimate of the number of accessible vehicle required to eliminate this discrepancy in waiting times:

$$Q_2 = \frac{D_1}{D_2} \; x \; Q_1$$

Where:

D_1 is the average delay for accessible vehicles = 43 minutes
D_2 is the delay for any type of vehicle = 10 minutes
Q_1 is the current number of accessible vehicles in the entire fleet (hackneys plus private hire cars) =103
Q_2 is the total required number of accessible vehicles required to eliminate this discrepancy in waiting times

The formula indicates than an additional 454 accessible vehicles, linked to a radio circuit, are required to eliminate the discrepancy in telephone booking waiting times between accessible and non accessible vehicles. It should be noted that this demand for additional vehicles is private hire demand and therefore not relevant to the issue of significant unmet demand. This value is also high due to there being very few wheelchair accessible vehicles in the private hire fleet. It is also the case that the requirement of additional accessible vehicles is not necessarily a requirement for more licensed vehicles. The discrepancy in waiting times could be alleviated by replacing standard vehicles with accessible vehicles or connecting the current accessible vehicles to radio circuits. Nevertheless, it remains the case that it is possible to improve the level of service to disabled people via increasing the number of accessible vehicles available significantly.

10 Deriving the Significant Unmet Demand Index Value

10.1 Introduction

The data provided in the previous chapters can be summarised using Halcrow's ISUD factor described in Section 2.

The component parts of the index, their source and their values are given below;

Average Passenger Delay (Table 5.2)	1.06
Peak Factor (Figure 5.1)	1
General Incidence of Delay (Table 5.3)	6.94
Steady State Performance (Table 5.1)	10
Seasonality Factor (paragraph 5.4.5)	1
Latent Demand Factor (paragraph 6.3.3)	1.058
ISUD (1.06*1*6.94*10*1*1.058)	77.83

The cut off level for a significant unmet demand is 80. Southampton is just below this cut off point as the ISUD is 78, indicating that there is **NO significant unmet demand**. This conclusion covers both patent and latent/suppressed demand. It can be concluded, therefore, that any passenger delay that is present in the licensing district arises for operational rather than regulatory reasons.

11 Summary and Conclusions

11.1 Introduction

Halcrow has conducted a study of the hackney carriage and private hire market on behalf of Southampton City Council. The present study has been conducted in pursuit of the following objectives. To determine;

- whether or not there is a significant unmet demand for Hackney Carriage services within Southampton as defined in Section 16 of the Transport Act 1985; and
- how many additional taxis are required to eliminate any significant unmet demand.

This section provides a brief description of the work undertaken and summarises the conclusions.

11.2 Significant Unmet Demand

The 2011 study has identified that there is NO evidence of significant unmet demand for hackney carriages in Southampton. This conclusion is based on an assessment of the implications of case law that has emerged since 2000, and the results of Halcrow's analysis.

Although the ISUD value is close to the cut off level of 80, each of the day time hours in which excess passenger demand was observed was at the cruise terminals. This indicates it is associated with short term spikes in demand as passengers disembark the cruise liners at the four terminals. This is particularly evident on days when more than one terminal is in use. The consultation responses indicate that stakeholders believe there are traffic management and congestion issues around the docks when liners are in berth.

We would suggest that it would be beneficial for additional dock permits to be issued and / or consider what might be done to improve traffic flow in the area to improve the ability of hackney carriages to access the ranks during periods of high passenger demand.

It should also be noted that since the survey was conducted eight additional hackney carriage licenses have been issued.

11.3 Public Perception

Public perception of the service was obtained through the undertaking of 470 surveys. Overall the public were generally satisfied with the service – key points included;

- Some 45% of respondents had used a taxi within the last three months;
- High levels of satisfaction with delay on last trip;

- The majority of respondents felt safe using hackney and private hire vehicles during the day (86.7%) and at night (73.2%) in Southampton;
- Some 92% of respondents agreed with the councils new safety policy;
- The majority of respondents had not given up waiting for a hackney carriage or private hire vehicle in the last three months. Some 5.8% stated that they had given up trying to obtain a vehicle by rank and/or flagdown in Southampton.

11.4 Trade Perception

Trade opinion of the market in Southampton was obtained through a survey issued to all those in the private hire and hackney carriage trades. The key findings included:

- Some 47% of hackney carriage respondents subscribed to a radio circuit;
- Only 38% of the hackney trade and 45% of the private hire trade felt safe at all times when working in Southampton;
- Some 84% of the hackney trade would like more and extended ranks;
- The majority of the private hire and hackney carriage trade agree with Southampton Councils training requirements but 84% of the hackney trade and 72% of the private hire trade would like to see further training introduced;
- If the current limit on hackney carriage licenses was removed, 46% of the hackney carriage trade report they would leave the trade, while 35% of the private hire trade would expect to switch to a hackney carriage license.

11.5 Stakeholder Perception

In line with DfT guidance stakeholders were consulted during the study by a combination of face to face meetings and written consultation. The image of the trade was generally considered to be positive by stakeholders although it was noted a few drivers could give the trade a bad name and that in general standards of dress should be greatly improved. Both the trade and stakeholders reported that additional training was required for drivers, notably disability awareness, driving skills and communication skills.

Sufficient vehicles are generally available but many stakeholders felt there was a need for further wheelchair accessible vehicles. It was also felt that these larger vehicles would be useful in servicing the ports as the saloon vehicles cannot carry much luggage.

The trade representatives felt further ranks were required though other stakeholders noted that some ranks are underused and could be utilised for other kerbside requirements.

It was felt further information on taxi services and the various operators should be made publically available, and that if cross stakeholder taxi forums were held, communication could be improved and reported issues could be resolved more quickly.

11.6 Recommendations

The 2011 study has identified that there is NO evidence of significant unmet demand for hackney carriages in Southampton. This conclusion covers both patent and latent/suppressed demand and is based on an assessment of the implications of case law that has emerged since 2000, and the results of Halcrow's analysis.

On this basis the authority has discretion in its hackney licensing policy and may either:

- Maintain the current limit of 275 + the 8 additional hackney carriages licensed in December 2011;
- issue any number of additional plates as it sees fit, either in one allocation or a series of allocations; or
- remove the numerical limit.

Furthermore it is clear that there are peaks in demand as cruise liners dock at the terminals. The consultation highlighted potential traffic management and congestion issues around the docks and we would advise that these issues be looked into.

Appendix A

Rank List

Halcrow

Halcrow Group Limited
Arndale House Otley Road Headingley Leeds LS6 2UL
Tel +44 (0)113 220 8220 Fax +44 (0)113 274 2924
www.halcrow.com

Appendix A

Southampton Hackney Carriage Rank Locations

Rank Location	Operating Hours
Above Bar Street (Titanic Memorial)	24 hour
Above Bar Street (Palmerston Park)	24 hour
Angel Crescent North (Spur Road)	24 hour
Angel Crescent North	24 hour
Blechynden Terrace	24 hour
Church Street	24 hour
Cemetery Road	24 hour
High Street (Albion Place)	24 hour
High Street (Castle Lane)	24 hour
Portland Terrace (West)	24 hour
Portland Terrace (East)	24 hour
Portland Terrace (Northern Lay-by)	24 hour
Portswood Road	24 hour
Queensway	24 hour
Spa Road	24 hour
Terminus Terrace	24 hour
Western Esplanade	24 hour
Queensway	23:00-05:30
St Mary's Road	23:00-05:30
Bevois Valley Road	21:00-06:00
London Road	21:00-06:00
Lower Banister Street	21:00-06:00
Vincents Walk	21:00-06:00
Town Quay	23:00-05:00
Link Road opp. 35 Carlton Crescent	24 hour
London Road (Law Courts)	24 hour
Mayflower Terminal	24 hour
City Cruise Terminal	24 hour
Ocean Terminal	24 hour
QE2 Terminal	24 hour

Appendix B

Rank Observation Summary

Appendix 1: Southampton Rank Observations

Halcrow

Mayflower Terminal

Monday 0700-1200

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
0700-0800	18	10	0	85	0.00	42.50	0	1	0	1	0
0800-0900	37	18	0	55	0.00	15.28	0	2	0	1	0
0900-1000	60	37	49	12.5	4.08	1.69	6.5	0	1	0	0
1000-1100	55	36	59	0	5.36	0.00	10	0	1	0	0
1100-1200	14	6	2	23	0.71	19.17	2	1	0	1	0
Total	184	107	110	175.5	2.99	8.20			2	3	0

Saturday 03/12/2011 0700-1000

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
0700-0800	21	10	0	95	0.00	47.50	0	1	0	1	0
0800-0900	39	24	0	102	0.00	21.25	0	1	0	1	0
0900-1000	99	49	8	59	0.40	6.02	6	0	1	0	0
Total	**159**	**83**	**8**	**256**	**0.25**	**15.42**			**1**	**2**	**0**

City Cruise Terminal

Saturday 26/11/2011 0700-1000

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
0700-0800	10	5	0	63	0.00	63.00	0	4	0	0	1
0800-0900	7	6	0	25	0.00	20.83	0	0	0	1	0
0900-1000	13	4	0	16	0.00	20.00	0	0	0	1	0
Total	**30**	**15**	**0**	**104**	**0.00**	**34.67**			**0**	**2**	**1**

Ocean Cruise Terminal

Monday **21/11/2011** **0700-1000**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
0700-0800	31.5	19.5	0	68.5	0.00	17.56	0	6.5	0	0	1
0800-0900	50	29.5	0	106	0.00	17.97	0	9.5	0	0	1
0900-1000	152	72.5	31.5	95.5	1.04	6.59	10.5	0	1	0	0
1000-1100	224	104	282	0	6.29	0.00	42	0	1	0	0
1000-1101	224	104	282	0	**6.29**	**0.00**	42	0	**1**	**0**	**0**
Total	**681.5**	**329.5**	**595.5**	**270**	**4.37**	**4.10**			**3**	**0**	**2**

Rail Station

Monday **21/11/2011** **0700-1500**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
0700-0800	7	5	0	30	0.00	30.00	0	0	0	1	0
0800-0900	17	17	0	63	0.00	18.53	0	3	0	0	1
0900-1000	56	53	13	42	1.16	3.96	8	0	1	0	0
1000-1100	35	35	0	70	0.00	10.00	0	5	0	0	1
1100-1200	20	19	0	83	0.00	21.84	0	6	0	0	1
1200-1300	42	29	0	81	0.00	13.97	0	5	0	0	1
1300-1400	58	34	0	74	0.00	10.88	0	1	0	1	0
1400-1500	23	18	0	84	0.00	23.33	0	7	0	0	1
Total	**258**	**210**	**13**	**527**	**0.25**	**12.55**			**1**	**2**	**5**

Thursday 19/05/2011 2300-0200

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1800-1900	29	24	0	104	0.00	21.67	0	3	0	0	1
19-20	18	12	0	79	0.00	32.92	0	0	0	1	0
20-21	22	16	0	118	0.00	36.88	0	5	0	0	1
21-22	25	20	0	107	0.00	26.75	0	5	0	0	1
22-23	16	18	0	95	0.00	26.39	0	4	0	0	1
2300-0000	15	13	0	61	0.00	23.46	0	3	0	0	1
Total	**125**	**103**	**0**	**564**	**0.00**	**27.38**			**0**	**1**	**5**

Saturday 12/11/2011 0800-1600

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
0800-0900	7	6	0	43	0.00	35.83	0	3	0	0	1
0900-1000	18	16	0	34	0.00	10.63	0	1	0	1	0
1000-1100	9	8	0	58	0.00	36.25	0	2	0	1	0
1100-1200	20	14	0	106	0.00	37.86	0	6	0	0	1
1200-1300	30	16	0	100	0.00	31.25	0	7	0	0	1
1300-1400	28	17	0	82	0.00	24.12	0	2	0	1	0
1400-1500	14	9	0	94	0.00	52.22	0	5	0	0	1
1500-1600	21	13	0	67	0.00	25.77	0	3	0	0	1
Total	**147**	**99**	**0**	**584**	**0.00**	**29.49**			**0**	**3**	**5**

Saturday 14/05/2011 2300-0300

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1800-1900	42	30	3	104	0.36	17.33	3	0	1	0	0
19-20	39	29	0	108	0.00	18.62	0	4	0	0	1
20-21	24	22	0	70	0.00	15.91	0	4	0	0	1
21-22	32	17	0	104	0.00	30.59	0	6	0	0	1
22-23	45	300	0	86	0.00	1.43	0	4	0	0	1
2300-0000	28	19	3	56	0.54	14.74	3	0	1	0	0
Total	**210**	**417**	**6**	**528**	**0.14**	**6.33**			**2**	**0**	**4**

Sunday 06/11/2011 1200-1600

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1200-1300	22	12	0	53	0.00	22.08	0	3	0	0	1
1300-1400	15	10	0	59	0.00	29.50	0	1	0	1	0
1400-1500	12	9	0	44	0.00	24.44	0	1	0	1	0
1500-1600	11	10	0	39	0.00	19.50	0	0	0	1	0
Total	**60**	**41**	**0**	**195**	**0.00**	**23.78**			**0**	**3**	**1**

Blechynden Terrace

Monday 21/11/2011 0700-1500

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
0700-0800	5	5	0	95	0.00	95.00	0	5	0	0	1
0800-0900	10	10	0	69	0.00	34.50	0	2	0	1	0
0900-1000	11	8	0	35	0.00	21.88	0	1	0	1	0
1000-1100	10	9	0	95	0.00	52.78	0	2	0	1	0
1100-1200	9	8	0	84	0.00	52.50	0	4	0	0	1
1200-1300	11	10	0	82	0.00	41.00	0	5	0	0	1
1300-1400	8	7	0	96	0.00	68.57	0	6	0	0	1
1400-1500	15	11	0	75	0.00	34.09	0	4	0	0	1
Total	**79**	**68**	**0**	**631**	**0.00**	**46.40**			**0**	**3**	**5**

Thursday 10/11/2011 1800-0000

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1800-1900	29	24	0	37	0.00	7.71	0	2	0	1	0
1900-2000	47	40	7	28	0.74	3.50	4	0	1	0	0
2000-2100	24	24	0	35	0.00	7.29	0	1	0	1	0
2100-2200	17	13	0	33	0.00	12.69	0	1	0	1	0
2200-2300	35	27	0	32	0.00	5.93	0	1	0	1	0
2300-0000	18	17	0	33	0.00	9.71	0	2	0	1	0
Total	**170**	**145**	**7**	**198**	**0.21**	**6.83**			**1**	**5**	**0**

Saturday **12/11/2011** **0800-1600**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
0800-0900	4	3	0	37	0.00	61.67	0	3	0	0	1
0900-1000	20	12	0	30	0.00	12.50	0	1	0	1	0
1000-1100	23	16	0	35	0.00	10.94	0	1	0	1	0
1100-1200	22	14	0	36	0.00	12.86	0	2	0	1	0
1200-1300	21	11	0	27	0.00	12.27	0	2	0	1	0
1300-1400	27	19	0	43	0.00	11.32	0	3	0	0	1
1400-1500	14	11	0	44	0.00	20.00	0	3	0	0	1
1500-1600	25	17	0	30	0.00	8.82	0	0	0	1	0
Total	**156**	**103**	**0**	**282**	**0.00**	**13.69**			**0**	**5**	**3**

Friday **11/11/2011** **1800-0000**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1800-1900	32	28	0	39	0.00	6.96	0	2	0	1	0
1900-2000	36	30	0	37	0.00	6.17	2	0	0	1	0
2000-2100	32	32	0	27	0.00	4.22	0	0	0	1	0
2100-2200	57	46	0	33	0.00	3.59	0	1	0	1	0
2200-2300	46	29	0	30	0.00	5.17	0	0	0	1	0
2300-0000	41	23	0	33	0.00	7.17	0	1	0	1	0
Total	**244**	**188**	**0**	**199**	**0.00**	**5.29**			**0**	**6**	**0**

Sunday **13/11/2011** **1200-1600**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1200-1300	9	4	0	83	0.00	103.75	0	4	0	0	1
1300-1400	10	8	0	78	0.00	48.75	0	3	0	0	1
1400-1500	7	6	0	76	0.00	63.33	0	1	0	1	0
1500-1600	10	9	0	49	0.00	27.22	0	1	0	1	0
Total	**36**	**27**	**0**	**286**	**0.00**	**52.96**			**0**	**2**	**2**

Coach Station

Friday 06/05/2011 1000-1800

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	2	4	0	3	0.00	3.75	0	0	0	1	0
1100-1200	10	6	1	1	0.50	0.83	1	0	0	1	0
1200-1300	12	10	0	21	0.00	10.50	0	0	0	1	0
1300-1400	8	6	0	6	0.00	5.00	0	0	0	1	0
1400-1500	10	6	2	8	1.00	6.67	0	0	0	1	0
1500-1600	10	6	4	7	2.00	5.83	2	0	0	1	0
1600-1700	10	7	0	6	0.00	4.29	0	0	0	1	0
1700-1800	10	8	2	8	1.00	5.00	1	0	0	1	0
Total	**72**	**53**	**9**	**60**	**0.63**	**5.66**			**0**	**8**	**0**

Thursday 10/11/2011 1800-0000

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1800-1900	8	5	0	25	0.00	25.00	0	0	0	1	0
1900-2000	16	11	0	45	0.00	20.45	0	2	0	1	0
2000-2100	11	8	0	44	0.00	27.50	0	2	0	1	0
2100-2200	3	3	0	10	0.00	16.67	0	0	0	1	0
2200-2300	4	5	0	27	0.00	27.00	0	0	0	1	0
2300-0000	0	4	0	4	0.00	5.00	0	0	0	1	0
Total	**42**	**36**	**0**	**155**	**0.00**	**21.53**			**0**	**6**	**0**

Saturday 12/11/2011 1000-1800

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	8	5	2	4	1.25	4.00	2	0	0	1	0
1100-1200	6	5	2	18	1.67	18.00	2	0	0	1	0
1200-1300	2	5	0	10	0.00	10.00	0	0	0	1	0
1300-1400	9	4	2	4	1.11	5.00	2	0	0	1	0
1400-1500	2	3	0	12	0.00	20.00	0	0	0	1	0
1500-1600	3	5	0	20	0.00	20.00	0	0	0	1	0
Total	**30**	**27**	**6**	**68**	**1.00**	**12.59**			**0**	**6**	**0**

Friday 11/11/2011 1800-0000

Hour	Rank Throughput: Passengers	Rank Throughput: Cabs	Queue 'Snap-Shot' Totals: Passenger Queue	Queue 'Snap-Shot' Totals: Cab Queue	Service Quality: Average Passenger Delay	Service Quality: Average Cab Delay	Queue Extremes: Maximum Passenger Queue	Queue Extremes: Minimum Cab Queue	Market Conditions: Excess Demand	Market Conditions: Equilibrium	Market Conditions: Excess Supply
1800-1900	9	8	0	23	0.00	14.38	0	0	0	1	0
1900-2000	12	8	0	27	0.00	16.88	0	1	0	1	0
2000-2100	6	5	0	27	0.00	27.00	0	0	0	1	0
2100-2200	5	6	0	6	0.00	5.00	0	0	0	1	0
2000-2100	14	8	0	18	0.00	11.25	0	0	0	1	0
2100-2200	0	1	0	1	0.00	5.00	0	0	0	1	0
Total	**46**	**36**	**0**	**102**	**0.00**	**14.17**			**0**	**6**	**0**

Sunday 06/11/2011 1200-1600

Hour	Rank Throughput: Passengers	Rank Throughput: Cabs	Queue 'Snap-Shot' Totals: Passenger Queue	Queue 'Snap-Shot' Totals: Cab Queue	Service Quality: Average Passenger Delay	Service Quality: Average Cab Delay	Queue Extremes: Maximum Passenger Queue	Queue Extremes: Minimum Cab Queue	Market Conditions: Excess Demand	Market Conditions: Equilibrium	Market Conditions: Excess Supply
1200-1300	6	2	0	6	0.00	15.00	0	0	0	1	0
1300-1400	9	7	5	1	2.78	0.71	2	0	0	1	0
1400-1500	13	4	10	6	3.85	7.50	4	0	1	0	0
1500-1600	14	7	4	0	1.43	0.00	2	0	0	1	0
Total	**42**	**20**	**19**	**13**	**2.26**	**3.25**			**1**	**3**	**0**

Above Bar Street

Tuesday 15/11/2011 1200-1800

Hour	Rank Throughput: Passengers	Rank Throughput: Cabs	Queue 'Snap-Shot' Totals: Passenger Queue	Queue 'Snap-Shot' Totals: Cab Queue	Service Quality: Average Passenger Delay	Service Quality: Average Cab Delay	Queue Extremes: Maximum Passenger Queue	Queue Extremes: Minimum Cab Queue	Market Conditions: Excess Demand	Market Conditions: Equilibrium	Market Conditions: Excess Supply
1200-1300	8	6	0	71	0.00	59.17	0	4	0	0	1
1300-1400	12	9	0	68	0.00	37.78	0	3	0	0	1
1400-1500	9	7	0	83	0.00	59.29	0	4	0	0	1
1500-1600	8	6	0	90	0.00	75.00	0	5	0	0	1
1600-1700	13	8	0	81	0.00	50.63	0	5	0	0	1
1700-1800	11	8	0	56	0.00	35.00	0	2	0	1	0
Total	**61**	**44**	**0**	**449**	**0.00**	**51.02**			**0**	**1**	**5**

Wednesday 09/11/2011 2200-0200

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2200-2300	39	22	0	95	0.00	21.59	0	6	0	0	1
2300-0000	23	14	0	106	0.00	37.86	0	5	0	0	1
0000-0100	8	8	0	166	0.00	103.75	0	11	0	0	1
0100-0200	3	6	0	88	0.00	73.33	0	5	0	0	1
Total	**73**	**50**	**0**	**455**	**0.00**	**45.50**			**0**	**0**	**4**

Saturday 19/11/2011 1000-1600

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	22	10	0	98	0.00	49.00	0	4	0	0	1
1100-1200	20	10	0	104	0.00	52.00	0	5	0	0	1
1200-1300	27	9	0	80	0.00	44.44	0	3	0	0	1
1300-1400	19	8	0	87	0.00	54.38	0	5	0	0	1
1400-1500	24	9	0	60	0.00	33.33	0	2	0	1	0
1500-1600	5	3	0	55	0.00	91.67	0	2	0	1	0
Total	**117**	**49**	**0**	**484**	**0.00**	**49.39**			**0**	**2**	**4**

Friday 18/11/2011 2300-0400

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2300-0000	15	8	0	94	0.00	58.75	0	6	0	0	1
0000-0100	31	14	0	122	0.00	43.57	0	8	0	0	1
0100-0200	42	14	0	106	0.00	37.86	0	5	0	0	1
0200-0300	44	19	0	83	0.00	21.84	0	4	0	0	1
0300-0400	59	24	0	50	0.00	10.42	0	1	0	1	0
Total	**191**	**79**	**0**	**455**	**0.00**	**28.80**			**0**	**1**	**4**

Sunday 13/11/2011 1400-1800

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1400-1500	23	14	0	86	0.00	30.71	0	5	0	0	1
1500-1600	27	16	0	97	0.00	30.31	0	5	0	0	1
1600-1700	21	17	0	69	0.00	20.29	0	3	0	0	1
1700-1800	18	17	0	72	0.00	21.18	0	2	0	1	0
Total	**89**	**64**	**0**	**324**	**0.00**	**25.31**			**0**	**1**	**3**

High Street

Tuesday 08/11/2011 1000-1800

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	6	7	0	37	0.00	26.43	0	1	0	1	0
1100-1200	9	8	0	61	0.00	38.13	0	0	0	1	0
1200-1300	13	9	0	41	0.00	22.78	0	2	0	1	0
1300-1400	5	6	0	46	0.00	38.33	0	3	0	1	0
1400-1500	12	12	0	39	0.00	16.25	0	1	0	0	1
1500-1600	14	12	0	44	0.00	18.33	0	2	0	1	0
1600-1700	11	11	0	34	0.00	15.45	0	1	0	1	0
1700-1800	7	5	0	77	0.00	77.00	0	3	0	0	1
Total	**77**	**70**	**0**	**379**	**0.00**	**27.07**			**0**	**6**	**2**

Thursday 24/11/2011 2000-0200

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2000-2100	9	7	0	19	0.00	13.57	0	0	0	1	0
2100-2200	7	7	0	35	0.00	25.00	0	1	0	1	0
2200-2300	8	6	0	28	0.00	23.33	0	1	0	1	0
2300-0000	10	7	0	59	0.00	42.14	0	3	0	0	1
0000-0100	5	6	0	27	0.00	22.50	0	1	0	1	0
0100-0200	3	3	0	10	0.00	16.67	0	0	0	1	0
Total	**42**	**36**	**0**	**178**	**0.00**	**24.72**			**0**	**5**	**1**

Saturday **19/11/2011** **1000-1800**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	**Passengers**	**Cabs**	**Passenger Queue**	**Cab Queue**	**Average Passenger Delay**	**Average Cab Delay**	**Maximum Passenger Queue**	**Minimum Cab Queue**	**Excess Demand**	**Equilibrium**	**Excess Supply**
1000-1100	9	8	0	39	0.00	24.38	0	2	0	1	0
1100-1200	12	8	0	33	0.00	20.63	0	0	0	1	0
1200-1300	26	12	0	43	0.00	17.92	0	0	0	1	0
1300-1400	15	10	0	28	0.00	14.00	0	1	0	1	0
1400-1500	27	11	0	44	0.00	20.00	0	0	0	1	0
1500-1600	16	10	0	23	0.00	11.50	0	0	0	1	0
1600-1700	24	11	0	44	0.00	20.00	0	2	0	1	0
1700-1800	39	17	0	37	0.00	10.88	0	0	0	1	0
Total	**168**	**87**	**0**	**291**	**0.00**	**16.72**			**0**	**8**	**0**

Friday **18/11/2011** **2000-0400**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	**Passengers**	**Cabs**	**Passenger Queue**	**Cab Queue**	**Average Passenger Delay**	**Average Cab Delay**	**Maximum Passenger Queue**	**Minimum Cab Queue**	**Excess Demand**	**Equilibrium**	**Excess Supply**
2000-2100	15	7	0	48	0.00	34.29	0	2	0	1	0
2100-2200	10	6	0	62	0.00	51.67	0	4	0	0	1
2200-2300	4	7	0	50	0.00	35.71	0	2	0	1	0
2300-0000	11	8	0	44	0.00	27.50	0	2	0	1	0
0000-0100	11	6	0	68	0.00	56.67	0	4	0	0	1
0100-0200	11	7	0	56	0.00	40.00	0	3	0	0	1
0200-0300	8	4	0	55	0.00	68.75	0	4	0	0	1
0300-0400	2	3	0	14	0.00	23.33	0	0	0	1	0
Total	**72**	**48**	**0**	**397**	**0.00**	**41.35**			**0**	**4**	**4**

Sunday **20/11/2011** **1400-1800**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	**Passengers**	**Cabs**	**Passenger Queue**	**Cab Queue**	**Average Passenger Delay**	**Average Cab Delay**	**Maximum Passenger Queue**	**Minimum Cab Queue**	**Excess Demand**	**Equilibrium**	**Excess Supply**
1400-1500	11	8	0	44	0.00	27.50	0	2	0	1	0
1500-1600	13	7	0	53	0.00	37.86	0	2	0	1	0
1600-1700	11	8	0	33	0.00	20.63	0	2	0	1	0
1700-1800	10	7	0	35	0.00	25.00	0	1	0	1	0
Total	**45**	**30**	**0**	**165**	**0.00**	**27.50**			**0**	**4**	**0**

Portland Terrace

Monday **14/11/2011** **1000-1800**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	6	8	0	25	0.00	15.63	0	1	0	1	0
1100-1200	8	6	0	27	0.00	22.50	0	1	0	1	0
1200-1300	14	10	0	26	0.00	13.00	0	0	0	1	0
1300-1400	13	9	0	24	0.00	13.33	0	0	0	1	0
1400-1500	6	4	0	18	0.00	22.50	0	0	0	1	0
1500-1600	9	6	0	36	0.00	30.00	0	2	0	1	0
1600-1700	6	6	0	29	0.00	24.17	0	1	0	1	0
1700-1800	4	5	0	38	0.00	38.00	0	2	0	1	0
Total	**66**	**54**	**0**	**223**	**0.00**	**20.65**			**0**	**8**	**0**

Saturday **19/11/2011** **1000-1800**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	5	8	0	8	0.00	5.00	1	0	0	1	0
1100-1200	1	1	0	31	0.00	155.00	0	2	0	1	0
1200-1300	11	6	0	18	0.00	15.00	0	0	0	1	0
1300-1400	33	14	6	6	0.91	2.14	3	0	1	0	0
1400-1500	8	8	0	24	0.00	15.00	0	0	0	1	0
1500-1600	28	19	0	0	0.00	0.00	0	0	0	1	0
1600-1700	9	8	0	31	0.00	19.38	0	0	0	1	0
1700-1800	22	14	10	24	2.27	8.57	10	0	1	0	0
Total	**117**	**78**	**16**	**142**	**0.68**	**9.10**			**2**	**6**	**0**

Sunday **20/11/2011** **1200-1600**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1200-1300	10	6	0	48	0.00	40.00	0	2	0	1	0
1300-1400	9	6	0	53	0.00	44.17	0	3	0	0	1
1400-1500	11	7	0	45	0.00	32.14	0	3	0	0	1
1500-1600	7	5	0	61	0.00	61.00	0	4	0	0	1
Total	**37**	**24**	**0**	**207**	**0.00**	**43.13**			**0**	**1**	**3**

Leisure World

Wednesday **09/11/2011** **2200-0400**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2200-2300	8	6	0	5	0.00	4.17	0	0	0	1	0
2300-0000	10	9	0	34	0.00	18.89	0	1	0	1	0
0000-0100	33	11	0	50	0.00	22.73	0	2	0	1	0
0100-0200	33	20	0	69	0.00	17.25	0	3	0	0	1
0200-0300	84	43	0	138	0.00	16.05	0	7	0	0	1
0300-0400	88	39	79	8	4.49	1.03	40	0	1	0	0
Total	**256**	**128**	**79**	**304**	**1.54**	**11.88**			**1**	**3**	**2**

Friday **25/11/2011** **2200-0400**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2200-2300	9	6	0	18	0.00	15.00	0	0	0	1	0
2300-0000	15	11	0	15	0.00	6.82	0	0	0	1	0
0000-0100	53	27	0	24	0.00	4.44	0	0	0	1	0
0100-0200	48	25	9	20	0.94	4.00	5	0	1	0	0
0200-0300	74	36	44	29	2.97	4.03	17	0	1	0	0
0300-0400	78	36	31	37	1.99	5.14	18	0	1	0	0
Total	**277**	**141**	**84**	**143**	**1.52**	**5.07**			**3**	**3**	**0**

London Road

Thursday **17/11/2011** **2300-0300**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2300-0000	25	11	0	81	0.00	36.82	0	4	0	0	1
0000-0100	34	18	0	104	0.00	28.89	0	7	0	0	1
0100-0200	43	20	0	106	0.00	26.50	0	7	0	0	1
0200-0300	40	19	0	81	0.00	21.32	0	3	0	0	1
Total	**142**	**68**	**0**	**372**	**0.00**	**27.35**			**0**	**0**	**4**

Saturday 05/11/2011 2300-0400

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2300-0000	88	39	0	93	0.00	11.92	0	4	0	0	1
0000-0100	80	43	0	103	0.00	11.98	0	3	0	0	1
0100-0200	209	72	48	60	1.15	4.17	25	0	1	0	0
0200-0300	173	57	77	87	2.23	7.63	32	0	1	0	0
0300-0400	100	43	27	52	1.35	6.05	12	0	1	0	0
Total	**650**	**254**	**152**	**395**	**1.17**	**7.78**			**3**	**0**	**2**

Lower Banister Street

Thursday 17/11/2011 2300-0300

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2300-0000	10	6	0	26	0.00	21.67	0	1	0	1	0
0000-0100	7	5	0	40	0.00	40.00	0	0	0	1	0
0100-0200	9	10	0	59	0.00	29.50	0	3	0	0	1
0200-0300	9	7	0	39	0.00	27.86	0	1	0	1	0
Total	**35**	**28**	**0**	**164**	**0.00**	**29.29**			**0**	**3**	**1**

Friday 18/11/2011 2300-0400

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2300-0000	38	21	0	91	0.00	21.67	0	6	0	0	1
0000-0100	56	33	0	92	0.00	13.94	0	6	0	0	1
0100-0200	121	49	0	90	0.00	9.18	0	2	0	1	0
0200-0300	68	27	0	27	0.00	5.00	0	0	0	1	0
0300-0400	1	1	0	0	0.00	0.00	0	0	0	1	0
Total	**284**	**131**	**0**	**300**	**0.00**	**11.45**			**0**	**3**	**2**

Bevois Hill

Wednesday **16/11/2011** **2200-0300**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2200-2300	1	3	0	8	0.00	13.33	0	0	0	1	0
2300-0000	10	6	0	36	0.00	30.00	0	1	0	1	0
0000-0100	15	9	0	109	0.00	60.56	0	5	0	0	1
0100-0200	16	8	0	132	0.00	82.50	0	8	0	0	1
0200-0300	12	7	0	93	0.00	66.43	0	6	0	0	1
Total	**54**	**33**	**0**	**378**	**0.00**	**57.27**			**0**	**2**	**3**

Saturday **19/11/2011** **2200-0300**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2200-2300	6	6	2	6	1.67	5.00	2	0	0	1	0
2300-0000	20	11	0	16	0.00	7.27	0	0	0	1	0
0000-0100	60	28	0	10	0.00	1.79	0	0	0	1	0
0100-0200	93	42	21	46	1.13	5.48	9	0	1	0	0
0200-0300	137	56	0	12	0.00	1.07	0	0	0	1	0
Total	**316**	**143**	**23**	**90**	**0.36**	**3.15**			**1**	**4**	**0**

Town Quay

Thursday **01/12/2011** **2300-0300**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2300-0000	4	3	0	12	0.00	20.00	0	0	0	1	0
0000-0100	7	4	0	10	0.00	12.50	0	0	0	1	0
0100-0200	2	4	0	10	0.00	12.50	0	0	0	1	0
0200-0300	4	3	0	9	0.00	15.00	0	0	0	1	0
Total	**17**	**14**	**0**	**41**	**0.00**	**14.64**			**0**	**4**	**0**

Saturday 03/12/2011 2300-0300

Hour	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2300-0000	4	4	0	20	0.00	25.00	0	1	0	1	0
0000-0100	17	7	0	13	0.00	9.29	0	0	0	1	0
0100-0200	2	8	2	14	5.00	8.75	2	0	0	1	0
0200-0300	19	7	0	15	0.00	10.71	0	0	0	1	0
Total	**42**	**26**	**2**	**62**	**0.24**	**11.92**			**0**	**4**	**0**

Church Street, Shirley

Monday 1400-1800 1400-1800

Hour	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1400-1500	7	11	0	24	0.00	10.91	0	0	0	1	0
1500-1600	5	4	2	11	2.00	13.75	1	0	0	1	0
1600-1700	7	7	1	11	0.71	7.86	1	0	0	1	0
1700-1800	11	7	0	3	0.00	2.14	0	0	0	1	0
Total	**30**	**29**	**3**	**49**	**0.50**	**8.45**			**0**	**4**	**0**

Thursday 17/11/2011 1800-0000

Hour	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1800-1900	3	5	0	7	0.00	7.00	0	0	0	1	0
1900-2000	0	3	0	8	0.00	13.33	0	0	0	1	0
2000-2100	0	1	0	16	0.00	80.00	0	1	0	1	0
2100-2200	1	4	0	5	0.00	6.25	0	0	0	1	0
2200-2300	2	3	0	3	0.00	5.00	0	0	0	1	0
2300-0000	2	2	0	6	0.00	15.00	0	0	0	1	0
Total	**8**	**18**	**0**	**45**	**0.00**	**12.50**			**0**	**6**	**0**

Saturday 19/11/2011 1000-1400

Hour	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	2	5	0	11	0.00	11.00	0	0	0	1	0
1100-1200	4	6	0	8	0.00	6.67	0	0	0	1	0
1200-1300	5	4	0	1	0.00	1.25	0	0	0	1	0
1300-1400	4	4	0	2	0.00	2.50	0	0	0	1	0
Total	**15**	**19**	**0**	**22**	**0.00**	**5.79**			**0**	**4**	**0**

Friday 18/11/2011 1800-0000

Hour	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1800-1900	0	3	0	3	0.00	5.00	0	0	0	1	0
1900-2000	0	2	0	5	0.00	12.50	0	0	0	1	0
2000-2100	1	2	0	4	0.00	10.00	0	0	0	1	0
2100-2200	1	3	0	1	0.00	1.67	0	0	0	1	0
2200-2300	0	0	0	0	0.00	0.00	0	0	0	1	0
2300-0000	0	2	0	4	0.00	10.00	0	0	0	1	0
Total	**2**	**12**	**0**	**17**	**0.00**	**7.08**			**0**	**6**	**0**

Sunday 20/11/2011 1300-1700

Hour	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1300-1400	4	5	0	28	0.00	28.00	0	1	0	1	0
1400-1500	3	9	0	27	0.00	15.00	0	0	0	1	0
1500-1600	0	5	0	11	0.00	11.00	0	0	0	1	0
1600-1700	1	6	0	23	0.00	19.17	0	0	0	1	0
Total	**8**	**25**	**0**	**89**	**0.00**	**17.80**			**0**	4	**0**

Appendix C

Public Attitude Survey Results

Halcrow Group Limited
Arndale House, Otley Road, Headingley, Leeds
LS6 2UL
tel 0113 220 8220 fax 0113 274 2924
halcrow.com

Technical note

Project	**Southampton Unmet Demand Survey 2012**	**Date**	9th February 2012
Subject	Public Attitude Survey	**Ref**	GTXSTH000
Author	Nikki Callaghan		

1 Introduction

The purpose of this technical note is to present the results of a public attitude survey undertaken by Halcrow on behalf of Southampton City Council.

The public attitude interview was designed with the aim of collecting information regarding opinions on the taxi market in Southampton. In particular, the survey allowed an assessment of flagdown, telephone and rank delays, the satisfaction with delays, and general use information across Southampton.

It should be noted that in the tables that follow, the totals do not always add up to the same amount. This is due to one of two reasons. First, not all respondents were required to answer all questions; and second, some respondents failed to answer some questions that were asked.

2 Survey Administration

Some 451 public attitude surveys were carried out across December 2011 and January 2012 both on the street and via telephone. The surveys were conducted during the day across a range of locations within Southampton. The age and gender samples are given in Table 1 below. The sample of 451 interviews provides a robust basis for assessment.

The age and gender samples are shown in Table 1 along with the actual turn-out figures. As shown, the survey provides an over representation of the 65+ age category.

Table 1: Target and Actual Samples for Interview Surveys by Age and Gender

Category	Frequency	Percentage
16-34	96	20.5
35-64	162	34.6
65+	210	44.9
Total	**468**	**100.0**
Male	183	40.5
Female	269	59.5
Total	**452**	**100.0**

The respondents were asked to five their economic status. The results are displayed in Table 2.

Table 2: Economic Status

	Frequency	Percentage
Full-time employed	89	19.6
Part-time Employed	21	4.6
Unemployed	240	53.0
Student/Pupil	40	8.8
Retired	21	4.6
Housewife/Husband	21	4.6
Other	21	4.6
Total	**453**	**100.0**

Respondents were asked to specify their residency. The results are shown in table 3.

Table 3: Residency

	Frequency	Percentage
Permanent Resident	430	94.3
Visitor	14	3.1
University Student	12	2.6
	456	**100.0**

3 Characteristics of Last Trip

Respondents were each asked if they had made a journey by taxi in Southampton within the last three months. The survey found that 44.7% had used a taxi within this period. The results are displayed in Table 5.

Table 5: Have you made a trip by taxi in the past three months?

	Frequency	Percentage
Yes	210	44.7
No	260	55.3
Total	**470**	**100.0**

Respondents who had hired a taxi in the last three months were asked further questions about their experience. Some 16.3% of trip makers stated that they hired a taxi at a rank. Some 77.4% of hirings were achieved by telephone with 6.3% of trip makers obtaining a taxi by on-street flagdown. Table 6 reveals the pattern of taxi hire.

Table 6: Method of hire for last trip

Trip Type	**Frequency**	**Percentage**
Rank	34	16.3
Flagdown	13	6.3
Telephone	161	77.4
Total	**208**	**100.0**

Respondents were asked what type of vehicle they hired. The most common type of vehicle used was a saloon car (73.1%) with 20.7% of respondents hiring a purpose built cab and 6.3% travelling by minibus or people carrier.

Table 7: Vehicle type for last trip

Vehicle Type	**Frequency**	**Percentage**
Purpose Built Cab	43	20.7
Saloon car	152	73.1
Minibus / people carrier	13	6.3
Total	**208**	**100.0**

Respondents were asked if they were satisfied with the time taken and the promptness of the taxis arrival. The majority of people were satisfied with their last taxi journey (93.6%).

Table 8 shows that for each method of obtaining a taxi, the majority were satisfied with the service. Satisfaction with obtaining a taxi by rank was 91.4%, by telephone was 94.4% and by flagdown was 86.7%.

Table 8: Satisfaction with delay on last trip (multiple responses)

Vehicle Type	Frequency	Percentage
Rank	32	91.4
Flagdown	13	86.7
Telephone	153	94.4

Respondents were asked what time of day they hired their taxi, the results are shown in table 9 below. The majority of respondents hired their vehicle before 6pm.

Table 9: Time of hire

Vehicle Type	Frequency	Percentage
Day (before 6pm)	111	53.4
Evening (6pm-10pm)	67	32.2
Night (after 10pm)	30	14.4
Total	**208**	**100.0**

Respondents were asked to rate a number of elements from their last taxi journey on a scale from very poor to very good. The results are shown in Table 10 and indicate that respondents generally consider vehicle quality and driver quality to be good or very good. Just under half (49.3%) considered the cost of their journey to be average.

Table 10: Service rating

Characteristic	Very good		Good		Average		Poor		Very poor	
Vehicle quality	79	38.0	90	43.3	37	17.8	2	1.0	0	0.0
Driver quality	76	37.1	81	39.5	36	17.1	8	3.9	4	2.0
Price	32	15.6	57	27.8	101	49.3	13	6.3	2	1.0

4 Attempted Method of Hire

To provide evidence of suppressed demand in the event of finding significant patent unmet demand, all respondents were asked to identify whether or not they had given up waiting for a taxi at a rank, on the street, or by telephone in Southampton in the last three months. The results are summarised in table 11.

Table 11: Given up attempting to hire a taxi by method of hire in the last three months

	Yes		No	
	Frequency	**Percent**	**Frequency**	**Percent**
Given up at a rank	18	3.8	451	96.2
Given up flagdown	13	2.8	456	97.2
Given up telephone	15	3.2	454	96.8

The majority of respondents replied that they had not given up waiting for a taxi in the last three months. Some 5.8% had given up waiting for a taxi by rank and/or flagdown.

Respondents who had given up trying to obtain a taxi in the last three months at a rank, by flagdown and/or by telephone were asked the location where they had given up waiting for a taxi. The most common areas were London Road, Bitterne and generally in the city centre. In addition the majority of respondents had given up waiting between 0600 and 1800. The majority of those who had given up were waiting for any type of vehicle.

5 Service Provision

Respondents were asked whether they feel there are enough hackney carriages in Southampton at the current time. Some 41.6% commented that there are sufficient, 10.7% felt more were required in Southampton and 47.8% were unsure. The results are shown in Table 12

Table 12: Are there enough hackney carriages in Southampton?

Vehicle Type	Frequency	Percentage
Yes	195	41.6
No	50	10.7
Don't know	224	47.8
Total	**469**	**100.0**

The survey asked respondents whether taxi services in Southampton could be improved. Some 32.5% felt that they could be improved. These respondents were then asked what could be done to improve the service. The results are shown in table 13.

Table 13: Service improvements (multiple responses)

Vehicle Type	Frequency	Percentage
More of them	57	38.0
Better drivers	48	32.0
More ranks	21	14.0
Shared taxis	12	8.0
Cheaper	72	48.0
Better vehicles	9	6.0
More Wheelchair accessible vehicles	22	14.7
Other	31	20.7

Of those that stated other, the most common improvements requested were;

- Drivers need better area knowledge
- Ability of drivers to speak good English
- Better customer service from drivers
- Female drivers

6 Safety

Respondents were asked whether they feel safe whilst using taxis both during the day and at night. The results are shown in table 14.

Table 14: Safety using taxis

	Day		Night	
	Frequency	Percentage	Frequency	Percentage
Yes	396	86.7	334	73.2
No	15	3.3	42	9.2
At times	19	4.2	35	7.7
Don't know	27	5.9	45	9.9
Total	**457**	**100.0**	**456**	**100.0**

Those respondents who commented that they do not feel safe all or some of the time, were asked what would make them feel safer. The most common responses included;

- travelling with someone else
- female drivers
- if taxi is pre-booked
- friendly drivers
- CCTV

Respondents were made aware of Southampton City Council's policy of fitting taxis with CCTV to record digital images and audio in order to improve safety. They were asked whether they agree with this policy. The results are displayed in table 16.

Table 16: Do you agree with the new safety policy?

Vehicle Type	Frequency	Percentage
Yes	424	92.2
No	36	7.8
Total	**460**	**100.0**

7 Ranks

Respondents were asked if there were any locations in Southampton where new ranks were needed. Over half of respondents (53.4%) commented that no new ranks are needed, whilst 12.8% considered there were areas where new ranks would be beneficial.

Table 17: Are new ranks required in Southampton?

Vehicle Type	Frequency	Percentage
Yes	59	12.8
No	246	53.4
Don't know	156	33.8
Total	**461**	**100.0**

Those respondents who stated they would like to see a new rank were subsequently asked to provide a locations;

- Bitterne
- Cinema, Ocean Village
- Shirley
- Generally in City Centre
- Oxford Street
- London Road
- ASDA, City Centre
- Portswood High Street

Appendix D

Trade Survey Results

Halcrow Group Limited
Arndale House, Otley Road, Headingley, Leeds
LS6 2UL
tel 0113 220 8220 fax 0113 274 2924
halcrow.com

Technical note

Project **Southampton Unmet Demand Survey 2012**
Subject Trade Surveys
Author Pam Murray
Date 20 January 2012
Ref GTXSTH000

1 Introduction

A public and private hire trade survey was designed with the aim of collecting information and views from both trades. In particular the survey allowed an assessment of operational issues and views of the hackney carriage market to supplement the rank observations, as well as covering enforcement and disability issues.

2 Survey Administration

The survey was conducted through a self-completion questionnaire. These were sent to 1,300 licensed hackney and private hire operators in Southampton. A total of 197 questionnaire forms were completed and returned, giving a response rate of around 15.2%, a higher than average response rate for this type of survey. It should be noted that not all totals sum to the total number of respondents per trade group as some respondents failed to answer all of the questions.

3 General Operational Issues

The responses provided have been disaggregated on a hackney carriage and private hire trade basis as shown in Table 3.1 below.

Table 3.1 – Breakdown of Responses between Trades

	Frequency	Percent
Hackney Carriage Trade	107	54.3
Private Hire Trade	90	45.7
Total	**197**	**100**

It should be noted that 17 (8.6%) of hackney trade respondents were also private hire car drivers.

Both trades were asked how long they have been involved in the taxi trade in Southampton. The results in Table 3.2 show for the hackney carriage trade the highest proportion have been involved for between 11 and 15 years (27.6%), whilst for the private hire trade the highest proportion have been involved for 3 to 5 years (24.5%).

Table 3.2 – Involvement in the Taxi Trade in Southampton

Years	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
0 to 2	6	5.7	19	21.1
3 to 5	13	12.4	22	24.5
6 to 10	22	21.0	16	17.8
11 to 15	29	27.6	15	16.7
16 to 20	10	9.5	8	8.8
Over 20	25	23.8	10	11.1
	105	**100**	**90**	**100**

Table 3.3 indicates the proportion of the trade who subscribe to a radio circuit. Over three quarters of private hire respondents (84.5%) subscribe to a radio circuit as do almost of hackney carriage respondents (47.1%).

Table 3.3 – Subscription to a Radio Circuit

	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Yes	41	47.1	49	84.5
No	46	52.9	9	15.5
	87	**100**	**58**	**100**

4 Driving

Respondents were asked what type of vehicle they drive most frequently. The results are shown in Table 4.1.

Table 4.1 – Vehicle Type Driven Most Frequently

Vehicle	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Purpose Built Cab	8	8.2	0	0.0
Saloon car	76	77.6	68	81.0
Minibus/People carrier (Wheelchair accessible)	12	12.2	3	3.6
Minibus/People carrier (Not wheelchair accessible)	2	2.0	13	15.4
	98	**100**	**84**	**100**

Respondents were asked the average number of hours they worked in a typical week. Both the hackney carriage and private hire trade worked on average 50.7 hours per week.

Respondents were then asked to state how many hours they worked at different times of day during a typical week. Figure 4.1 documents the average hours worked during the daytime period (06:00 – 18:00) for each day of the week. On average, it shows that the private hire trade work more hours than the hackney carriage trade during the day.

Figure 4.1 – Average Daytime Hours Worked

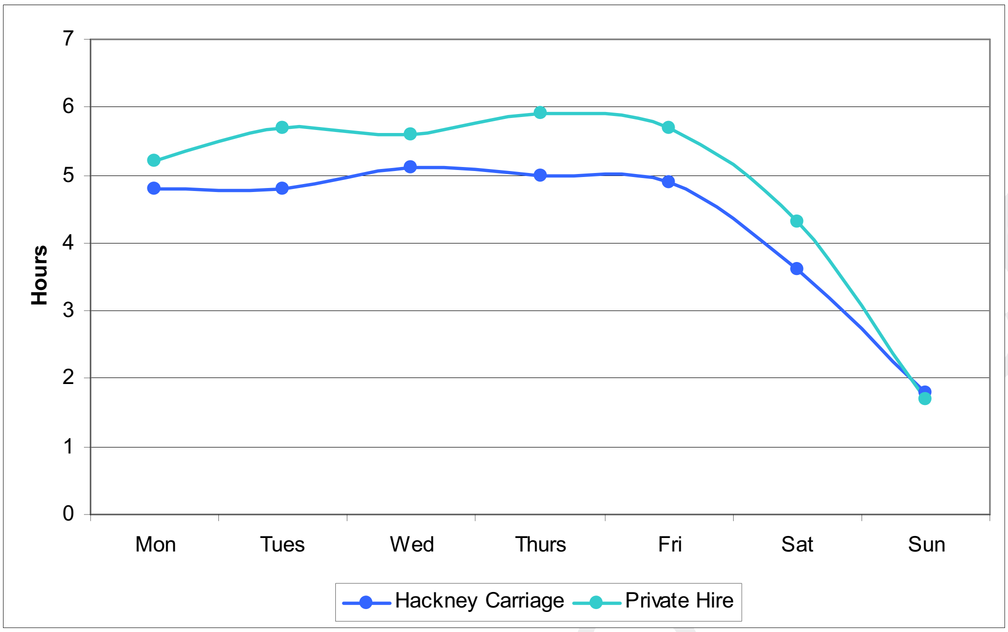
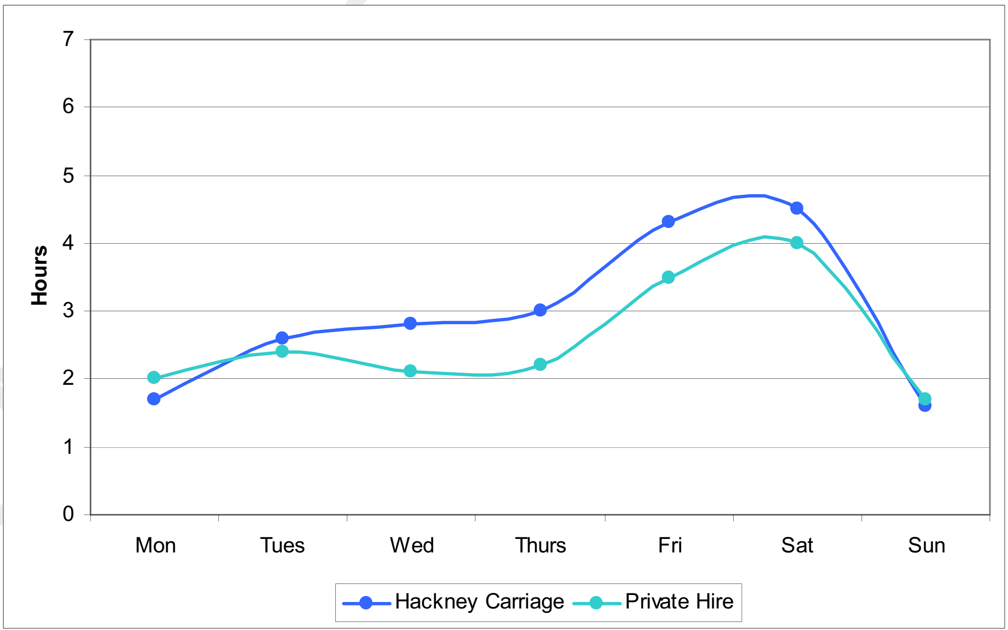


Figure 4.2 shows the average number of hours worked during the evening/night period (18:00 – 06:00). During the night time period both hackney carriage and private hire trades worked less hours at the weekend than during the week.

Figure 4.2 – Average Night Time Hours Worked



Respondents were asked to state the number of times they carry wheelchair bound passengers on a weekly basis. Table 4.2 shows the results. Some 54.2% of private hire respondents stated that they never carry wheelchair bound passengers in comparison to 50.5% of hackney carriage respondents.

Figure 4.2 – Frequency of Transport of Wheelchair Bound Passengers

Years	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Never	47	50.5	45	54.2
1 to 5	41	44.1	33	39.8
6 to 10	3	3.2	3	3.6
11 to 20	1	1.1	2	2.4
More than 20	1	1.1	0	0.0
	93	**100**	**83**	**100**

Those respondents who rent a hackney carriage plate were asked how much they pay to rent the plate per week, the average approximate cost being £210. Of those who do rent a plate 12 respondents (27.3%) are responsible for maintaining the vehicle attached to the plate they rent, the remaining 32 respondents (72.7%) are not.

5 Safety and Security

Respondents were asked whether they had been attacked by a passenger in the last year. Table 5.1 details the results.

Table 5.1 – Frequency of Attacks by Passengers within the Last Year (multiple responses)

	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Physically attacked	15	15.3	13	15.7
Verbally attacked	55	56.1	32	38.6
Not attacked	44	44.9	49	59.0

Some 15.3% of the hackney carriage trade and 17.7% of the private hire trade have been physically attacked within the last 12 months, with 56.1% and 38.6% respectively being verbally attacked. Some 44.9% of the hackney carriage trade and 59% of the private hire trade have not been attacked in the last 12 months.

The trade were asked if they felt safe working as a taxi driver in Southampton, the results of which are shown below in Table 5.2.

Table 5.2 – Do You Feel Safe Working as a Taxi Driver in Southampton?

Vehicle	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Yes all of the time	36	37.9	38	45.2
Some of the time	55	57.9	42	50.0
None of the time	4	4.2	4	4.8
Total	**95**	**100**	**84**	**100**

Some 57.9% of the hackney carriage respondents stated that they felt safe some of the time, compared to 50% of the private hire respondents. Some 37.9% of hackney carriage respondents felt safe all of the time compared with 45.2% of private hire respondents.

Those respondents who felt unsafe working in Southampton were then asked when they felt unsafe. The results are outlined below in Table 5.3.

Table 5.3 – When Do You Feel Unsafe Working in Southampton? (multiple responses)

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Daytime	8	11.3	5	9.6
Night time	53	74.6	37	71.2
In certain areas	31	43.7	38	73.1

Of those that did feel unsafe working in Southampton, 74.6% of the hackney carriage respondents and 71.2% of the private hire respondents stated that they felt unsafe whilst working at night in Southampton.

Some 43.7% of hackney carriage respondents and 73.1% of private hire respondents feel unsafe in certain areas of Southampton. The areas that were most commonly suggested as being unsafe were Northam, Thornhill, Millbrook and Weston.

In Southampton the Taxi Licensing Department requires taxis and private hire vehicles to be fitted with fixed cameras that record digital images within the vehicles for both driver and passenger safety. Respondents were asked whether they agree with this policy, the results of which are shown below in Table 5.4.

Table 5.4 – Do you agree with the policy of cameras being fitted in vehicles?

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	49	49.5	54	64.3
No	50	50.5	30	35.7
Total	**99**	**100**	**84**	**100**

Those respondents who do not agree with the policy stated the following reasons;

- Cost associated with installing the cameras
- Invasion of privacy for the driver, particularly when not carrying passengers
- Some passengers may not want their conversations recorded
- Drivers should be able to turn the camera off
- It will not act as a deterrent for bad behaviour and therefore will not improve safety
- Having a camera should be voluntary, not compulsory

6 Ranks

Members of both trades were asked whether they believe there is sufficient rank space in Southampton. As shown in Table 6.1, 83.8% of the hackney carriage trade did not feel there was enough rank space in Southampton, compared to 63.1% of the private hire trade who felt there was sufficient space.

Table 6.1 – Sufficient Rank Space in Southampton

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	17	16.2	53	63.1
No	88	83.8	31	36.9
Total	**105**	**100**	**84**	**100**

The trade were asked whether there were any areas where a new rank should be located. Table 6.2 shows that 62% of the hackney carriage respondents state that there areas in Southampton where there should be new hackney carriage ranks. In contrast the majority of private hire respondents (74%) said that there should be no new ranks.

Table 6.2 – Sufficient Rank Space Available for Hackneys to Use in Southampton

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	57	62.0	20	26.0
No	35	38.0	57	74.0
Total	**92**	**100**	**77**	**100**

Of those that stated there should be new ranks, the most common areas requested were;

- Bedford Place
- Above Bar Street
- St Marys Road
- Oxford Street

In response to the question asking whether there are any ranks in Southampton that should be longer or have more spaces, 87.8% of the hackney carriage trade felt this was necessary, whereas only 37.7% of the private hire trade said that there was a requirement, as shown in Table 6.3. The most commonly suggested areas for extending ranks were London Road, Above Bar and Central Station.

Table 6.3 – Ranks in Southampton that should be Longer or Have More Spaces

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	86	87.8	29	37.7
No	12	12.2	48	62.3
Total	**98**	**100**	**77**	**100**

Southampton City Council is considering making improvements to the area north of Central Station. Respondents were asked to indicate which of the following they consider to be an issue around Central Station, the results are shown in Table 6.4.

Table 6.4 – Issues around Central Station (multiple responses)

	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Facilities for taxi drivers	94	90.4	44	67.7
Length of rank	91	87.5	29	44.6
Signage	44	42.3	18	27.7
Turning facilities	41	39.4	27	41.5
Lighting	14	13.5	8	12.3
Interchange between trains and buses	21	20.2	10	15.4
Car parking	9	8.7	11	16.9
Poor facilities for cyclists	6	5.8	8	12.3
Quality pavements	19	18.3	8	12.3
Pick up and drop off facilities	55	52.9	43	66.2
Other	6	5.8	4	6.2

For those stating other the main suggestions were improved taxi shelters and better positioning of the rank.

The trade representatives were then asked to rank a range of potential improvements, 1 being the most important improvement to them and 10 being the least important improvement. It should be noted that a large percentage of respondents failed to answer this question (39%). The results indicated that the two most important issues to hackney carriage drivers were facilities for drivers and length of the taxi rank. For private hire respondents the two main issues highlighted were again facilities for drivers, but also pick up and drop off facilities. Table 6.5 outlines the responses from the hackney carriage trade and Table 6.6 outlines the responses from the private hire trade.

Table 6.5 – Hackney Carriage Ranking of Issues

	Frequency									
	1	2	3	4	5	6	7	8	9	10
Facilities for taxi drivers	12	20	3	4	2	0	0	0	0	3
Length of rank	31	8	1	0	1	0	0	0	2	0
Signage	0	5	11	6	5	5	2	2	0	0
Turning facilities	0	2	13	9	6	6	2	0	0	1
Lighting	0	0	3	2	7	8	7	2	3	2
Interchange between trains and buses	0	0	3	2	6	7	8	4	1	3

Car parking	0	3	0	0	2	2	8	8	6	4
Facilities for cyclists	2	0	0	1	1	1	4	6	9	8
Quality pavements	0	0	0	5	3	4	0	5	8	8
Pick up and drop off facilities	2	7	5	6	5	2	2	4	2	3

Table 6.5 – Private Hire Ranking of Issues

	Frequency									
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Facilities for taxi drivers	14	6	3	2	1	1	1	2	0	2
Length of rank	3	2	3	4	1	3	4	0	0	2
Signage	3	1	7	5	3	0	2	2	1	0
Turning facilities	2	6	2	4	5	2	0	2	0	0
Lighting	1	2	4	1	3	5	2	2	2	0
Interchange between trains and buses	0	3	0	1	4	3	6	3	1	1
Car parking	0	0	1	2	1	2	3	4	7	1
Facilities for cyclists	0	0	1	2	0	0	2	3	3	10
Quality pavements	1	1	0	1	1	5	0	3	6	3
Pick up and drop off facilities	12	6	4	0	2	0	1	0	1	1

7 Fares

Members of both trades were asked for their opinions regarding the current level of hackney carriage fares. Table 7.1 indicated the responses.

Table 7.1 – Opinions Relating to Hackney Carriage Fares

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Too high	4	3.9	11	13.6
Too low	41	39.4	8	9.9
About right	56	53.8	43	53.1
None/no opinion	3	2.9	19	23.4
Total	**104**	**100**	**81**	**100**

Over half of hackney carriage respondents (53.8%) considered hackney carriage fares to be 'about right', as did 53.1% of private hire respondents. Some 39.4% of hackney carriage respondents considered that fares were too low, compared with just 9.9% of private hire respondents.

Respondents were then asked how often they thought the fare tariff should be increased. The results are shown in Table 7.2. Those who stated 'other' felt that the fare tariff should be reviewed;

- Every three years
- In line with inflation
- In line with fuel prices

Table 7.2 – Opinions Relating to Fare Tariff Increase

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Annually	56	56.0	39	50.0
Every 2 years	32	32.0	26	33.3
Other	12	12.0	13	16.7
Total	**100**	**100**	**78**	**100**

8 Training

In Southampton new drivers are required to pass a basic skills test before being granted a license and must complete a BTEC within 6 months to retain their licence. Respondents were asked if they agree with this policy and the results indicated that the majority of both hackney carriage and private hire respondents do agree with the policy (92.4% and 88.4% respectively). The results are outlined below in Table 8.1.

Table 8.1 – Agree with Policy for the Requirement of a Basic Skills Test & BTEC

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	97	92.4	76	88.4
No	8	7.6	10	11.6
Total	**105**	**100**	**86**	**100**

Respondents were then asked if they feel drivers receive sufficient training before being granted a drivers licence, the majority of respondents indicated they do consider enough training is provided, as outlined in Table 8.2.

Table 8.2 – Do Drivers Receive Sufficient Training Before Being Granted a Drivers Licence?

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	17	16.5	24	27.9
No	86	83.5	62	72.1
Total	**103**	**100**	**86**	**100**

Those who felt that there was not enough training were asked to indicate what additional training they would like to see offered to drivers, the results of which are outlined below in Table 8.3.

Table 8.3 – Additional Training for Drivers (multiple responses)

	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
NVQ	28	32.9	27	41.0
Driving Skills Assessment	61	71.8	39	63.9
Basic Skills Assessment	48	56.5	29	47.5
English Language	84	98.9	58	95.1
Disability Awareness	47	55.3	34	55.7
Knowledge Test	79	92.9	49	80.3
Customer Care	64	75.3	49	80.3
Other	11	13.6	6	9.8

The results show that for both hackney carriage and private hire respondents an English language test and a knowledge test were to two most important additional training requirements.

9 Taxi Market in Southampton

Members of both trades were asked if they were aware that Southampton enforces a numerical limit of 275 on the number of hackney carriage vehicles in Southampton, the results are outlined in Table 9.1.

Table 9.1 – Aware of the Numerical Limit in Southampton

	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Yes	90	87.4	44	51.2
No	13	12.6	42	48.8
Total	**103**	**100**	**86**	**100**

Most of the hackney carriage respondents (87.4%) were aware that there is a numerical limit as were 51.2% of the private hire respondents.

Members of both trades were asked whether they consider there are sufficient hackney carriages to meet the current level of demand in Southampton. Table 9.2 indicates the responses.

Table 9.2 – Level of Hackney Carriage Supply Enough to Meet Demand in Southampton

	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Yes, too many	70	67.3	27	31.0
Yes, generally sufficient	18	17.3	20	23.0
No, not during all periods of the day	12	11.5	27	31.0
No opinion	3	2.9	9	10.4
Don't know	1	1.0	4	4.6

Total	**104**	**100**	**87**	**100**

Some 67.3% of respondents from the hackney carriage trade consider there to be too many hackney carriages to meet the demand in Southampton, compared to 31% of private hire drivers. A further 31% of private hire respondents stated that there were not enough hackney carriages at certain periods of the day to meet the current demand in Southampton. Only 11.5% of the hackney carriage trade were of the same opinion.

The respondents that did not consider there to be enough hackney carriages at certain times were then asked at which periods more hackney carriages were required. The responses are shown in Table 9.3.

Table 9.3 – When Are More Hackney Carriages Required in Southampton

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
During the daytime	2	14.3	3	10.3
During the evening/night	3	21.4	14	48.3
All day and all night	9	64.3	12	41.4
Total	**14**	**100**	**29**	**100**

All respondents were asked to state how many hackney carriages there should be in the fleet in Southampton, the results are detailed in Table 9.4.

Table 9.3 – Opinion on Ideal Hackney Carriage Fleet Size in Southampton

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Under 275	34	43.6	13	23.2
275	20	25.6	19	33.9
Over 275	24	30.8	24	42.9
Total	**78**	**100**	**56**	**100**

Of those drivers who responded, 30.8% of the hackney carriage trade and 42.9% of the private hire trade felt that the hackney carriage fleet size should be more than 275.

The average size of hackney carriage fleet considered for Southampton was 281 for the hackney carriage trade compared with 289 cited by the private hire trade.

All respondents were asked to state whether they think Southampton Council should remove the numerical limit on the number of hackney carriage vehicles. The responses are detailed in Table 9.4.

Table 9.4 – Opinion on Removing the Limit on the Number of Hackney Licences

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	16	15.4	39	45.9
No	83	79.8	40	47.1

No opinion	5	4.8	6	7.0
Total	**104**	**100**	**85**	**100**

The majority of respondents from the hackney carriage trade (79.8%) felt that the numerical limit should not be removed in Southampton compared to 47.1% of private hire respondents.

Views were sought regarding the likely impact on a series of factors if Southampton Council were to remove the limit on hackney carriage licences. The findings are summarised below and presented in Table 9.5.

Congestion

The majority of respondents from the hackney carriage trade (69.1%) felt traffic congestion would increase following the removal of the limit, whilst 58.7% of the private hire trade felt there would be no effect.

Fares

Some 41.2% of the hackney carriage trade and 58.7% of the private hire trade were of the opinion that removing the limit on the number of hackney carriage vehicles in Southampton would have no effect on the fare tariffs.

Passenger Waiting Times

The majority of the hackney carriage trade felt that there would be no effect on passenger waiting times at rank, when flagging hackneys or when booking by telephone. The private hire respondents felt that there would be a decrease in passenger waiting times in both instances.

Vehicle Quality

Some 52.6% of hackney carriage respondents and 30.1% of private hire respondents were of the opinion that removing the limit on the number of hackney carriage licences would result in a decrease in the quality of hackney carriages. Similarly some 45.6% of the hackney carriage trade felt that private hire vehicle quality would decrease if the limit was removed. Whereas the majority of the private hire trade felt that there would be no effect on private hire vehicle quality.

Effectiveness of Enforcement

Some 57.9% of the hackney carriage trade felt that following de-restriction, effectiveness of enforcement would decrease. Some 45.2% of the private hire trade felt that there would be no effect.

Illegal Plying for Hire

In terms of illegal plying for hire, some 57.9% of hackney carriage respondents and 26.4% of private hire respondents felt that removing the limit on the number of licences would increase illegal plying for hire by private hire vehicles. A further 36.1% of the private hire trade felt de-restriction would have no effect.

Over Ranking

The majority of both hackney carriage (80.8%) and private hire (60%) respondents felt over ranking would increase following de-restriction.

Customer Satisfaction

Some 45.4% of hackney carriage respondents thought customer satisfaction would decrease following de-restriction. Some 37.7% of the private hire trade were also of the same opinion.

Table 9.5 – Opinions Relating to the Impact of De-Restriction

	Hackney Trade			**Private Hire Trade**		
	Increase	No Effect	Decrease	Increase	No Effect	Decrease
Traffic Congestion	69.1	27.8	3.1	33.3	58.7	8.0
Fares	28.9	41.2	29.9	13.5	56.8	29.7
Passenger waiting times at ranks	7.3	65.6	27.1	2.7	33.3	64.0
Passenger waiting time by flagdown	5.4	69.6	25	0.0	36.0	64.0
Passenger waiting time by telephone	23.1	60.4	16.5	6.8	57.5	35.6
Hackney vehicle quality	12.4	35.1	52.6	23.3	46.6	30.1
Private hire vehicle quality	11.1	43.3	45.6	31.6	48.7	19.7
Effectiveness of enforcement	9.1	22.7	68.2	16.4	45.2	38.4
Illegal plying for hire – private	57.9	20.0	22.1	26.4	36.1	37.5
Illegal plying for hire – unlicensed vehicles	49.5	31.6	18.9	31.0	32.4	36.6
Over ranking	80.8	12.1	7.1	60.0	25.3	14.7
Customer satisfaction	17.5	37.1	45.4	40.3	22.1	37.7

All respondents were asked their response to '***There is not enough work to support the current number of hackney carriages***'. The results in Table 9.6 show that the majority of hackney carriage respondents (74.1%) strongly agree or agree with the statement that there is not enough work to support the current number of hackney carriages. Some 47% of private hire respondents were of the same opinion.

Table 9.6 – Opinion of 'There is not enough work to support the current number of hackney carriages'

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Strongly disagree	15	14.4	18	21.7
Disagree	5	4.8	12	14.4
Neither agree or disagree	7	6.7	14	16.9
Agree	14	13.5	10	12.0
Strongly agree	63	60.6	29	35.0
Total	**104**	**100**	**83**	**100**

Some of the most common responses to the statement:

- Too many taxis not enough work
- Long waiting times for taxis at ranks
- Drivers having to work longer to make a living – safety implications

The survey then asked opinions of the following statement; '***Removing the limit on the number of hackney carriages in Southampton would benefit the public by reducing waiting times at ranks***'. The results in Table 9.7 shows that 69.2% of hackney carriage drivers strongly disagreed or disagreed that removing the limit on the number of hackney carriages in Southampton would reduce public waiting times at ranks, compared with 38.6% of the private hire trade.

Table 9.7 – Opinion of 'Removing the limit on the number of hackney carriages in Southampton would reduce public waiting times at ranks'

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Strongly disagree	54	51.9	17	20.5
Disagree	18	17.3	15	18.1
Neither agree or disagree	11	10.6	11	13.2
Agree	6	5.8	15	18.1
Strongly agree	15	14.4	25	30.1
Total	**104**	**100**	**83**	**100**

Some of the most common responses to the statement:

- Seldom a queue at ranks
- Drivers have to wait a long time for fares

The survey the asked opinions of the following statement, '***There are special circumstances in Southampton that made the retention of the numerical limit essential***'. The results in Table 9.8 show that 49% of the hackney carriage trade agree or strongly agree that there are special circumstances in Southampton that make the retention of a numerical limit essential, compared with 27.4% of the private hire respondents.

Table 9.8 – Opinion of 'There are special circumstances in Southampton that made the retention of the numerical limit essential'

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Strongly disagree	17	17.7	20	27.4
Disagree	10	10.4	8	11.0
Neither agree or disagree	22	22.9	25	34.2
Agree	8	8.3	10	13.7
Strongly agree	39	40.6	10	13.7
Total	**96**	**100**	**73**	**100**

Some of the most common responses to the statement:

- Too many cabs causing over ranking
- Congestion would increase
- It would allow people to own plates rather than rent them

Finally the trade were asked what effect they thought it would have on them if the authority removed the numerical limit on hackney carriages. The results show in Table 9.9 that 60.8% of hackney carriage responses cited they would work longer hours and 46.1% would leave the trade. Some 14.6% of private hire drivers also said they would not change if the limit was removed and 36.6% said they would work more hours.

Table 9.9 – Effect on the trade if the numerical limit was removed (Multiple responses)

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
No change	12	11.8	26	14.6
Work more hours	62	60.8	30	36.6
Work fewer hours	9	8.8	6	7.3
Acquire a hackney vehicle licence	12	11.8	14	17.1
Acquire more than one hackney vehicle licence	4	3.9	7	8.5
Switch from hackney to private hire	7	6.9	0	0.0
Switch from private hire to hackney	6	5.9	29	35.4
Leave the trade	47	46.1	12	14.6
Other	11	10.8	8	9.8

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