

## APPENDIX 4



Bournemouth, Christchurch & Poole  
Hackney Carriage Unmet Demand Survey

February 2020



## Executive Summary

This Taxi survey has been undertaken on behalf of Bournemouth Christchurch and Poole Council, following the guidance of the April 2010 DfT Best Practice Guidance document and all relevant case history in regard to unmet demand.

This Executive Summary draws together key points from the main report that are needed to allow a committee to determine from the facts presented their current position in regard to the policy of limiting hackney carriage vehicle licences according to Section 16 of the 1985 Transport Act. It is a summary of the main report which follows and it is recommended that the executive summary alone should not be relied upon solely to justify any decisions of a committee, but should be read in conjunction with the full report below.

Within the guidance, the Department for Transport recommend that if a Licensing Authority should seek to retain a quantity restriction, then a survey should be carried out to establish if there is any unmet demand for Hackney Carriages.

If the result of an unmet demand survey should demonstrate that there is evidence of significant unmet demand, the recommended actions for a licensing authority may be to either raise the limit on Hackney Carriage numbers to an appropriate level, or to remove the limit all together.

If the result of an unmet demand survey should demonstrate that there is no evidence of unmet demand, then a third choice of action becomes available to the licensing authority, which is to keep the cap in place at the same level, or indeed to introduce a cap if none exists already.

A licensing authority may choose at any time, to raise or remove a limit on Hackney Carriage numbers, but in order to retain or impose a limit; good practice guidance suggests that an unmet demand survey is required and that the result shows that there is no evidence of unmet demand.

Surveys were undertaken at active taxi ranks in Bournemouth, Christchurch and Poole, for three days, from a Thursday morning to the early hours of the following Sunday morning, 96 hours later. The volume of passengers and hackney carriages was recorded, together with wait times for any waiting passengers.

The rank observations were analysed separately for each of the licensing areas.

In Bournemouth, incidences of passenger waiting were observed, involving 274 passengers (out of 10,116 passengers observed over the three days).

Occasions when passengers had to wait for a Hackney Carriage to arrive at a rank were generally isolated events rather than lengthy continuous periods of queuing.

In Christchurch, 25 passengers (out of 1,069 passengers observed over the three days) had to wait for Hackney Carriages to arrive at the ranks.

In Poole, 50 passengers (out of 2,504 passengers observed over the three days) had to wait for Hackney Carriages to arrive at the ranks.

There were no incidences of extensive and persistent passenger waiting in any of the licensing areas. Passenger waiting tended to be isolated and discrete events over short periods.

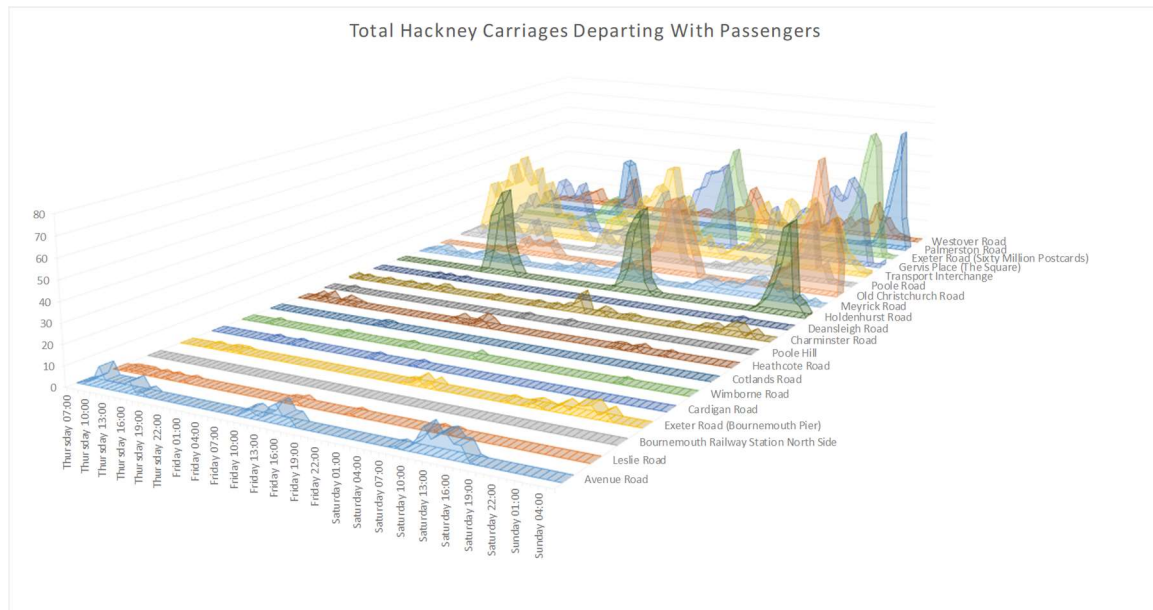
Volumes at the ranks are summarised in the following tables and figures.

### Bournemouth ranks

All 3 days					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>2085</b>	<b>6024</b>	<b>8109</b>	<b>10116</b>	<b>1.7</b>
Avenue Road	21	141	162	194	1.4
Leslie Road	37	14	51	16	1.1
Bournemouth Railway Station North Side	3	0	3	0	0.0
Exeter Road (Bournemouth Pier)	54	49	103	81	1.7
Cardigan Road	20	4	24	4	1.0
Wimborne Road	39	6	45	8	1.3
Cotlands Road	0	2	2	3	1.5
Heathcote Road	63	36	99	43	1.2
Poole Hill	2	3	5	5	1.7
Charminster Road	46	64	110	93	1.5
Deansleigh Road	37	4	41	5	1.3
Holdenhurst Road	74	456	530	747	1.6
Meyrick Road	229	216	445	288	1.3
Old Christchurch Road	69	679	748	1182	1.7
Poole Road	186	445	631	602	1.4
Transport Interchange	44	1489	1533	2674	1.8
Gervis Place (The Square)	60	1277	1337	2148	1.7
Exeter Road (Sixty Million Postcards)	63	586	649	1081	1.8
Palmerston Road	63	272	335	507	1.9
Westover Road	975	281	1256	435	1.5

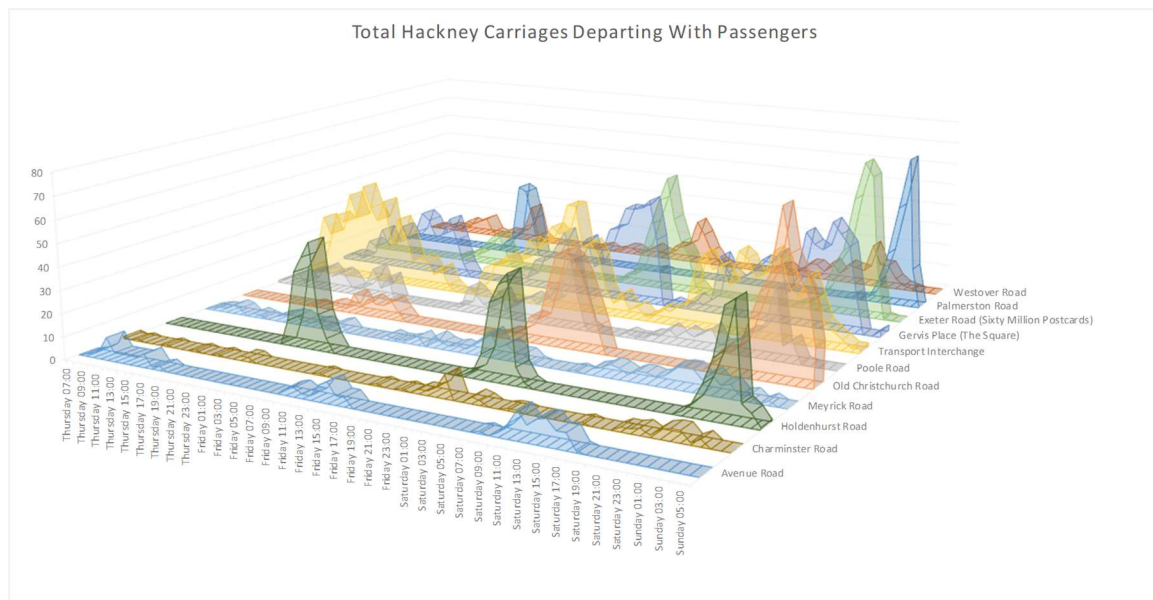
**Table 1 - Summary of Rank Observation Results – Three day totals, Bournemouth ranks.**

A comparative profile of hire activity across rank locations in Bournemouth is presented below.



**Figure 1 - Hourly profile of rank hires at each rank in Bournemouth**

Hire activity at the most active ranks in Bournemouth are presented in more detail below.



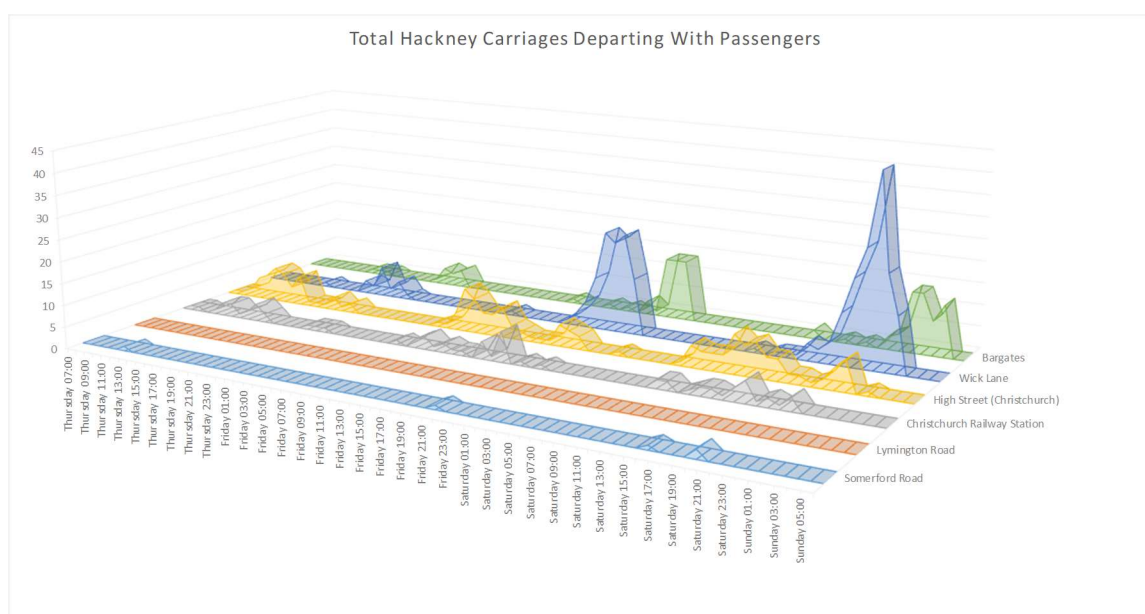
**Figure 2 - Hourly profile of rank hires at the most active ranks in Bournemouth**

## Christchurch ranks

All 3 days					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>343</b>	<b>660</b>	<b>1003</b>	<b>1069</b>	<b>1.6</b>
Somerford Road	48	5	53	5	1.0
Lymington Road	5	0	5	0	0.0
Christchurch Railway Station	16	71	87	101	1.4
High Street (Christchurch)	107	184	291	260	1.4
Wick Lane	35	277	312	483	1.7
Bargates	132	123	255	220	1.8

**Table 2 - Summary of Rank Observation Results – Three day totals, Christchurch ranks.**

A comparative profile of hire activity across rank locations in Christchurch is presented below.



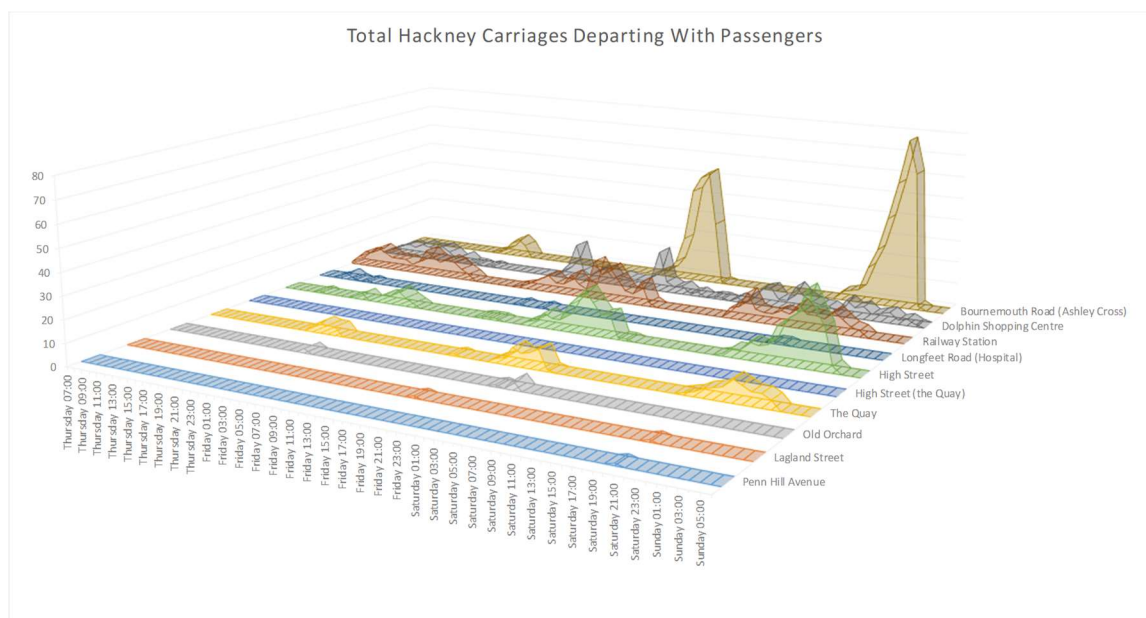
**Figure 3 - Hourly profile of rank hires at each rank in Christchurch**

## Poole ranks

All 3 days					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>497</b>	<b>1605</b>	<b>2102</b>	<b>2504</b>	<b>1.6</b>
Penn Hill Avenue	0	1	1	1	1.0
Lagland Street	0	2	2	2	1.0
Old Orchard	7	7	14	10	1.4
The Quay	32	105	137	184	1.8
High Street (the Quay)	1	0	1	0	0.0
High Street	63	313	376	534	1.7
Longfeet Road (Hospital)	40	10	50	10	1.0
Railway Station	198	358	556	499	1.4
Dolphin Shopping Centre	83	273	356	393	1.4
Bournemouth Road (Ashley Cross)	73	536	609	871	1.6

**Table 3 - Summary of Rank Observation Results – Three day totals, Poole ranks.**

A comparative profile of hire activity across rank locations in Poole is presented below.



**Figure 4 - Hourly profile of rank hires at each rank in Christchurch**

## Consultation

Public consultation was undertaken in each licensing area through questionnaire surveys conducted on street and an online questionnaire.

Stakeholder consultation was undertaken with minority group representatives, local businesses, hotels, licenced premises, police and transport providers.

The consultation feedback indicated that:

- Consultation feedback from stakeholders, the public and the trade suggests that there are few issues with the availability of Hackney Carriages and the levels of service provided.
- Some individual users faced occasional difficulties with availability of wheelchair accessible vehicles. These difficulties were generally related to the wait time involved.
- The principal feedback from the trade was comments regarding:
  - The number of licensed vehicles working in each area.
  - Rank capacity
  - Rank locations in Bournemouth.
- There is a trend within the Hackney Carriage fleet for drivers to also obtain pre-booked hires either directly or through a private hire booking circuit. Christchurch Hackney Carriages in particular are the most likely to rely on pre-booked hires, rather than rank based hires.

### ***Unmet need assessment***

Data from the taxi rank surveys was used, together with any indication from the public consultation surveys of frustration with non-availability of Hackney Carriages, to calculate an Index of Significant Unmet Demand (ISUD). The ISUD index value calculated from the survey results in each area was low. In Bournemouth and Christchurch, the values calculated were 0.0. In Poole, the value calculated was 0.3. A value of less than 80 is normally taken as an indicator that there is no significant unmet demand. Whilst the ISUD value is a strong indicator, it should not be taken in isolation as the only valid evidence. Further evidence from stakeholder and public consultation indicated that there were normally sufficient Hackney Carriages available to satisfy demand.

The conclusion of the unmet need assessment is that in each licensing area there is no significant unmet demand.

### ***Future requirements***

There is currently an adequate supply of Hackney Carriages in each area. Current levels of provision and working practices ensured that there were sufficient Hackney Carriages servicing rank based demand at all times, to cope with peaks in demand. No additional licences would be necessary to cater for foreseeable growth in general demand over the next three years.



### ***Conclusions and recommendations***

The primary purpose of this study was to determine whether there is evidence of significant unmet demand. The evidence gathered suggests that there is **no significant unmet demand**.

It is recommended that there is no need to increase the number of Hackney Carriage licences at the present time, to meet the needs of the travelling general public.

If a limit to the number of Hackney Carriages in Christchurch were to be considered, such a limit could be justified on the basis of no significant unmet demand in Christchurch.



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## 1 General introduction and background

Bournemouth Christchurch and Poole Council is responsible for the licensing of hackney carriage and private hire vehicles operating within the Council area and is the licensing authority for this complete area. Further details of the local application of Section 16 of the 1985 Transport Act with regard to limiting hackney carriage vehicle numbers is provided in further Chapters of this report. Hackney carriage vehicle licences are the only part of licensing where such a stipulation occurs and there is no legal means by which either private hire vehicle numbers, private hire or hackney carriage driver numbers, or the number of private hire operators can be limited. The Council has been formed through the merger of the previously existing Councils for the three constituent areas. Prior to the merger, licensing was managed separately for Bournemouth, Christchurch and Poole.

This review of current policy is based on the Best Practice Guidance produced by the Department for Transport in April 2010 (BPG). It seeks to provide information to the licensing authority to meet section 16 of the Transport Act 1985 “that the grant of a hackney carriage vehicle licence may be refused if, but only if, the licensing authority is satisfied that there is no significant demand for the services of hackney carriages within its local area, which is unmet.” This terminology is typically shortened to “no SUD”.

Current hackney carriage, private hire and operator licensing is undertaken within the legal frameworks first set by the Town Police Clause Act 1847 (TPCA), amended and supplemented by various following legislation including the Transport Act 1985, Section 16 in regard to hackney carriage vehicle limits, and by the Local Government Miscellaneous Provisions Act 1976 with reference to private hire vehicles and operations. This latter Act saw application of regulation to the then growing private hire sector which had not been previously part of the TPCA. Many of the aspects of these laws have been tested and refined by other more recent legislation and more importantly through case law.

Beyond legislation, the experience of the person in the street tends to see both hackney carriage and private hire vehicles both as ‘taxis’ – a term we will try for the sake of clarity to use only in its generic sense within the report. We will use the term ‘licensed vehicle’ to refer to both hackney carriage and private hire.

The legislation around licensed vehicles and their drivers has been the subject of many attempts at review. The limiting of hackney carriage vehicle numbers has been a particular concern as it is often considered to be a restrictive practice and against natural economic trends. The current BPG in fact says “most local licensing authorities do not impose quantity restrictions, the

Department regards that as best practice". The three most recent reviews were by the Office of Fair Trading in 2003, through the production of the BPG in 2010, and the Law Commission review which published its results in 2014. None of these resulted in any material change to the legislation involved in licensing. Details of the results of the All-Party Parliamentary Group review are provided below. Other groups have provided their comment, but the upshot remains no change in legislation from that already stated above.

With respect to the principal subject of this survey, local authorities retain the right to restrict the number of hackney carriage vehicle licenses. The Law Commission conclusion included retention of the power to limit hackney carriage vehicle numbers but utilizing a public interest test determined by the Secretary of State. It also suggested the three-year horizon also be used for rank reviews and accessibility reviews. However, there is currently no expected date either for publication of the Government response to the Law Commission, nor indeed any plans for revisions to legislation.

A more recent restriction, often applied to areas where there is no 'quantity' control felt to exist per-se, is that of 'quality control'. This is often a pseudonym for a restriction that any new hackney carriage vehicle licence must be for a wheel chair accessible vehicle, of various kinds as determined locally. In many places this implies a restricted number of saloon style hackney carriage licences are available, which often are given 'grandfather' rights to remain as saloon style.

Within this quality restriction, there are various levels of strength of the types of vehicles allowed. The tightest restriction, now only retained by a few authorities only allows 'London' style wheel chair accessible vehicles, restricted to those with a 25-foot turning circle, and at the present time principally the LTI Tx, the Mercedes Vito special edition with steerable rear axle, and the Metrocab (no longer produced). Others allow a wider range of van style conversions in their wheel chair accessible fleet, whilst some go as far as also allowing rear-loading conversions. Given the additional price of these vehicles, this often implies a restriction on entry to the hackney carriage trade.

Some authorities do not allow vehicles which appear to be hackney carriage, i.e. mainly the London style vehicles, to be within the private hire fleet, whilst others do allow wheel chair vehicles. The most usual method of distinguishing between hackney carriages and private hire is a 'Taxi' roof sign on the vehicle, although again some areas do allow roof signs on private hire as long as they do not say 'Taxi', some turn those signs at right angles, whilst others apply liveries, mainly to hackney carriage fleets, but sometimes also to private hire fleets.

After introduction of the 1985 Transport Act, Leeds University Institute for Transport Studies developed a tool by which unmet demand could be evaluated and a determination made if this was significant or not. The tool was taken forward and developed as more studies were undertaken. Over time this 'index of significance of unmet demand' (ISUD) became accepted as an industry standard tool to be used for this purpose. Some revisions have been made following the few but specific court cases where various parties have challenged the policy of retaining a limit.

Some of the application has differed between Scottish and English authority's. This is mainly due to some court cases in Scotland taking interpretation of the duty of the licensing authority further than is usual in England and Wales, requiring current knowledge of the status of unmet demand at all times, rather than just at the snap-shot taken every three years. However, the three year survey horizon has become generally accepted given the advice of the BPG and most locations that review regularly do within that timescale.

The DfT asked in writing in 2004 for all licensing authorities with quantity restrictions to review them, publish their justification by March 2005, and then review at least every three years since then. In due course, this led to a summary of the government guidance which was last updated in England and Wales in 2010 (but more recently in Scotland).

The BPG in 2010 also provided additional suggestions of how these surveys should be undertaken, albeit in general but fairly extensive terms. A key encouragement within the BPG is that "an interval of three years is commonly regarded as the maximum reasonable period between surveys". BPG suggests key points in consideration are passenger waiting times at ranks, for street hailings and telephone bookings, latent and peaked demand, wide consultation and publication of "all the evidence gathered".

The most recent changes in legislation regarding licensed vehicles have been enactment of the parts of the Equality Act related to guidance dogs (sections 168 to 171, enacted in October 2010), the two clauses of the Deregulation Act which were successful in proceeding, relating to length of period each license covers and to allowing operators to transfer work across borders (enacted in October 2015), and most recently enactment of Sections 165 and 167 of the Equality Act, albeit on a permissive basis (see below).

In November 2016, the DfT undertook a consultation regarding enacting Sections 167 and 165 of the Equality Act. These allow for all vehicles capable of carrying a wheel chair to be placed on a list by the local council (section

167). Any driver using a vehicle on this list then has a duty under section 165 to:

- Carry the passenger while in the wheelchair
- Not make any additional charge for doing so
- If the passenger chooses to sit in a passenger seat to carry the wheelchair
- To take such steps as are necessary to ensure that the passenger is carried in safety and reasonable comfort
- To give the passenger such mobility assistance as is reasonably required

This was enacted from April 2017. There remains no confirmation of any timetable for instigating either the remainder of the Equality Act or the Law Commission recommendations, or for the update of the BPG.

In respect to case law impinging on unmet demand, the two most recent cases were in 1987 and 2002. The first case (*R v Great Yarmouth*) concluded authorities must consider the view of significant unmet demand as a whole, not condescending to detailed consideration of the position in every limited area, i.e. to consider significance of unmet demand over the area as a whole.

*R v Castle Point* considered the issue of latent, or preferably termed, suppressed demand consideration. This clarified that this element relates only to the element which is measurable. Measurable suppressed demand includes inappropriately met demand (taken by private hire vehicles in situations legally hackney carriage opportunities) or those forced to use less satisfactory methods to get home (principally walking, i.e. those observed to walk away from rank locations).

In general, industry standards suggest (but specifically do not mandate in any way) that the determination of conclusions about significance of unmet demand should take into account the practicability of improving the standard of service through the increase of supply of vehicles. It is also felt important to have consistent treatment of authorities as well as for the same authority over time, although apart from the general guidance of the BPG there is no clear stipulations as to what this means in reality, and certainly no mandatory nor significant court guidance in this regard.

During September 2018 the All-Party Parliamentary Group on taxis produced its long-awaited Final Report. There was a generally accepted call for revision to taxi licensing legislation and practice, including encouragement for local authorities to move towards some of the practical suggestions made within the Report. However, the Report has no legislative backing and the key conclusion was that the Government needed to act firstly to revise the 2010 BPG but then to move to revisions to primary legislation as soon as practicable.



Despite some opposition from members of the group, the right to retain limits on hackney carriage vehicle numbers was supported, with many also supporting adding a tool which would allow private hire numbers to be limited where appropriate, given reasonable explanation of the expected public interest gains.

In conclusion, the present legislation in England and Wales sees public fare-paying passenger carrying vehicles firstly split by passenger capacity. All vehicles able to carry nine or more passengers are dealt with under national public service vehicle licensing. Local licensing authorities only have jurisdiction over vehicles carrying eight or less passengers. Further, the jurisdiction focusses on the vehicles, drivers and operators but rarely extends to the physical infrastructure these use (principally ranks).

The vehicles are split between hackney carriages which are alone able to wait at ranks or pick up people in the streets without a booking, and private hire who can only be used with a booking made through an operator. If any passenger uses a private hire vehicle without such a properly made booking, they are not generally considered to be insured for their journey.

Drivers can either be split between ability to drive either hackney carriage or private hire, or be 'dual', allowed to drive either kind of vehicle. Whilst a private hire driver can only take bookings via an operator, with the 'triple-lock' applying that the vehicle, driver and operator must all be with the same authority, a hackney carriage driver can accept bookings on-street or by phone without the same stipulation required for private hire.

Recent legislation needing clarification has some operators believing they can use vehicles from any authority as long as they are legally licensed as private hire. At first, under the 'Stockton' case, this was hackney carriages operating as private hire in other areas (cross-border hiring). More recently, under the Deregulation Act, private hire companies are able to subcontract bookings to other companies in other areas if they are unable to fulfil their booking, but the interpretation of this has become quite wide.

The 'triple lock' licensing rule has also become accepted. A vehicle, driver and operator must all be under the same licensing authority to provide full protection to the passenger. However, it is also accepted that a customer can call any private hire company anywhere to provide their transport although many would not realise that if there was an issue it would be hard for a local authority to follow this up unless the triple lock was in place by the vehicle used and was for the area the customer contacted licensing.

Further, introduction of recent methods of obtaining vehicles, principally using 'apps' on mobile phones have also led to confusion as to how 'apps' usage sits with present legislation. All these matters can impact on hackney carriage services, their usage, and therefore on unmet demand and its significance.

## 2 Local background and context

Bournemouth, Christchurch and Poole is a unitary local government district in Dorset. It was created on 1 April 2019 from the areas that were previously administered by the authorities of Bournemouth, Poole and Christchurch. The new authority is one of two new unitary authorities within Dorset.

This study was conducted over all three areas which combined to make up the new authority area. Each of the areas has been assessed separately.

Area characteristics vary significantly across the area. In both Bournemouth and Poole, there are a significant number of marked taxi ranks which are rarely or never used. In Christchurch, there are fewer taxi ranks in place and the majority of these are used on a regular basis.

Bournemouth hosts several large businesses which tend to generate visitor related licensed vehicle demand. Poole also hosts some large organisations which generate licensed vehicle demand. In addition, whilst each area has an active night time economy, Bournemouth is generally considered to have the highest level of activity within the night time economy.

In Bournemouth, the taxi ranks either side of the main railway station are restricted ranks, within the property of the railway operator. As such, Hackney Carriages using these ranks are required to purchase an additional permit from the railway operator. Hackney Carriages which do not have a permit may not wait on the ranks for fares. Similarly, in Christchurch, the railway station rank is within the railway operator property and Hackney Carriages operating from this rank need to purchase an additional permit to operate from that rank. These ranks are commonly referred to as private ranks. The implementation of permit systems at these ranks effectively imposes a limit in the number of Hackney Carriages which may operate from these ranks. Any evidence of unmet demand should take in to account whether the restrictions at private ranks influence the existence of unmet demand.

Prior to the merger in April 2019, Bournemouth and Poole had chosen to utilize their powers to limit hackney carriage vehicle numbers. Christchurch had no limitation policy. Following the merger of authorities into the single BCP Council, the limitation policy in each area remains in place.

### Fleet profiles

A summary of the current licensed vehicle, and driver numbers are presented in the following table:

**Table 4 - Fleet vehicle and driver statistics**

	Bournemouth	Christchurch	Poole
Number of Hackney Carriages licensed by BCP	248	135	87
Number of private hire vehicles licensed by BCP	252	176	146
Number of Hackney Carriage drivers licensed by BCP	234	306	261
Number of private hire drivers licensed by BCP	277	247	57
Number of dual licensed drivers licensed by BCP (if appropriate)	250	N/A	N/A
Number of Hackney Carriages which are formally registered as wheelchair accessible (if appropriate)	49	4	Unknown
Number of private hire vehicles which are registered as wheelchair accessible (if appropriate)	14	2	Unknown

The ratio of licensed vehicles to population, for authorities within the South West region, is presented in the following table and figure. The areas are grouped by those which limit the number of Hackney Carriages and those with no limit. Within these groups, areas are ranked by total licensed vehicles per 1,000 population.

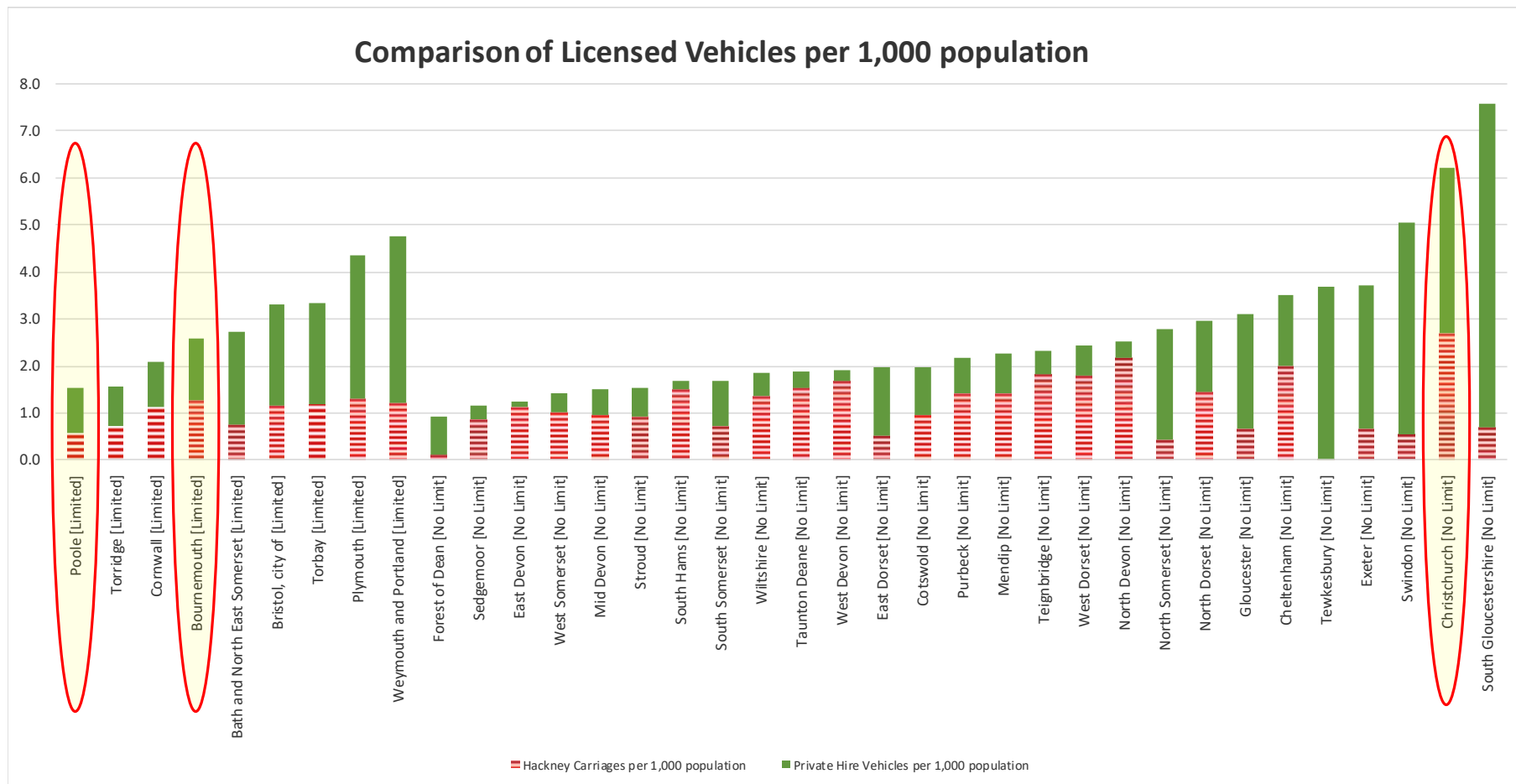
**Table 5 - Ratios of licensed vehicles to population**

Licensing Area	Mid 2018 population estimate	Hackney Carriages	Private Hire Vehicles	Total licenced vehicles	Hackney Carriages per 1,000 population	Private Hire Vehicles per 1,000 population	Total licenced vehicles per 1,000 population
<b>Poole [Limited]</b>	<b>151,397</b>	<b>87</b>	<b>146</b>	<b>233</b>	<b>0.6</b>	<b>1.0</b>	<b>1.5</b>
Torridge [Limited]	68,143	49	58	107	0.7	0.9	1.6
Cornwall [Limited]	565,968	633	557	1,190	1.1	1.0	2.1
<b>Bournemouth [Limited]</b>	<b>194,355</b>	<b>248</b>	<b>252</b>	<b>500</b>	<b>1.3</b>	<b>1.3</b>	<b>2.6</b>
Bath and North East Somerset [Limited]	192,106	146	378	524	0.8	2.0	2.7
Bristol, city of [Limited]	463,405	539	992	1,531	1.2	2.1	3.3
Torbay [Limited]	135,780	161	291	452	1.2	2.1	3.3
Plymouth [Limited]	263,100	346	803	1,149	1.3	3.1	4.4
Weymouth and Portland [Limited]	65,865	80	234	314	1.2	3.6	4.8
Forest of Dean [No Limit]	86,543	11	68	79	0.1	0.8	0.9
Sedgemoor [No Limit]	122,791	106	38	144	0.9	0.3	1.2
East Devon [No Limit]	144,317	161	20	181	1.1	0.1	1.3
West Somerset [No Limit]	34,887	35	15	50	1.0	0.4	1.4
Mid Devon [No Limit]	81,695	77	45	122	0.9	0.6	1.5
Stroud [No Limit]	119,019	110	72	182	0.9	0.6	1.5
South Hams [No Limit]	86,221	129	15	144	1.5	0.2	1.7
South Somerset [No Limit]	167,861	119	164	283	0.7	1.0	1.7
Wiltshire [No Limit]	498,064	674	256	930	1.4	0.5	1.9
Taunton Deane [No Limit]	118,979	184	39	223	1.5	0.3	1.9
West Devon [No Limit]	55,528	93	13	106	1.7	0.2	1.9
East Dorset [No Limit]	89,889	46	130	176	0.5	1.4	2.0
Cotswold [No Limit]	89,022	86	90	176	1.0	1.0	2.0
Purbeck [No Limit]	47,135	67	36	103	1.4	0.8	2.2
Mendip [No Limit]	114,881	163	96	259	1.4	0.8	2.3
Teignbridge [No Limit]	132,844	243	67	310	1.8	0.5	2.3
West Dorset [No Limit]	102,754	184	65	249	1.8	0.6	2.4
North Devon [No Limit]	96,110	208	35	243	2.2	0.4	2.5
North Somerset [No Limit]	213,919	95	499	594	0.4	2.3	2.8
North Dorset [No Limit]	70,841	103	106	209	1.5	1.5	3.0
Gloucester [No Limit]	129,285	85	318	403	0.7	2.5	3.1
Cheltenham [No Limit]	117,090	233	177	410	2.0	1.5	3.5
Tewkesbury [No Limit]	92,599	1	339	340	0.0	3.7	3.7
Exeter [No Limit]	130,428	85	399	484	0.7	3.1	3.7
Swindon [No Limit]	221,996	124	995	1,119	0.6	4.5	5.0
<b>Christchurch [No Limit]</b>	<b>50,032</b>	<b>135</b>	<b>176</b>	<b>311</b>	<b>2.7</b>	<b>3.5</b>	<b>6.2</b>
South Gloucestershire [No Limit]	282,644	198	1,943	2,141	0.7	6.9	7.6

Poole has the lowest ratio of provision of all licensed vehicles (both Hackney Carriages and private hire vehicles) to population; of the areas which limit Hackney Carriage numbers and hence is ranked first within this group. Considering all areas, both limited and unlimited, Poole is ranked 7<sup>th</sup> in the ratio of total licensed vehicles to population. When considering only the ratio of Hackney Carriages to population, Poole is ranked 6<sup>th</sup> out of the 36 areas listed. With respect to private hire vehicles, Poole is ranked 17<sup>th</sup>.

Bournemouth is ranked fourth for the ratio of provision of all licensed vehicles (both Hackney Carriages and private hire vehicles) to population; of the areas which limit Hackney Carriage numbers and hence is ranked first within this group. Considering all areas, both limited and unlimited, Bournemouth is ranked 22<sup>nd</sup> in the ratio of total licensed vehicles to population. When considering only the ratio of Hackney Carriages to population, Bournemouth is ranked 23<sup>rd</sup> out of the 36 areas listed. With respect to private hire vehicles, Bournemouth is ranked 21<sup>st</sup>.

Christchurch has the second highest ratio of provision of all licensed vehicles (both Hackney Carriages and private hire vehicles) to population, within the 36 areas. When considering only the ratio of Hackney Carriages to population, Christchurch is ranked 36<sup>th</sup> out of the 36 areas listed, i.e. has the highest ratio. With respect to private hire vehicles, Christchurch is ranked 32<sup>nd</sup>.



**Figure 5 - Ratios of licensed vehicles to population**

## Fares Comparison

Private Hire and Taxi Monthly magazine publish monthly league tables of the fares in Licensing Authorities in the UK. The Tariff 1 fares for a two mile journey (distance costs only) are compared and ranked. The lower the ranking number, the more expensive the journey, compared with other authorities. The February 2020 table (the latest available at the time of preparation of this report) indicated that the fares in the three areas were ranked as follows:

Bournemouth was ranked 8 out of 358 authorities listed, with a fare of £7.40.

Poole was ranked 23 out of 358 authorities listed, with a fare of £7.00.

Christchurch was ranked 36 out of 358 authorities listed, with a fare of £6.80.

The mid ranked fare (rank 179) was £6.00. So, fares in each of the three areas appear to be higher than the national average.

In terms of national fares, the highest comparable fare (ranked 1) was £11.40 and the lowest (ranked 358) was £4.30.

## Rail patronage

Ranks serve the railway stations in Bournemouth, Christchurch and Poole. The level of passenger throughput at railway stations can vary in response to factors such as service changes, line openings and closures and local developments. Changes in rail patronage can also influence the level of demand for Hackney Carriages at the railway station ranks. The changes in passenger throughput at stations in the Borough are presented in the following figure.

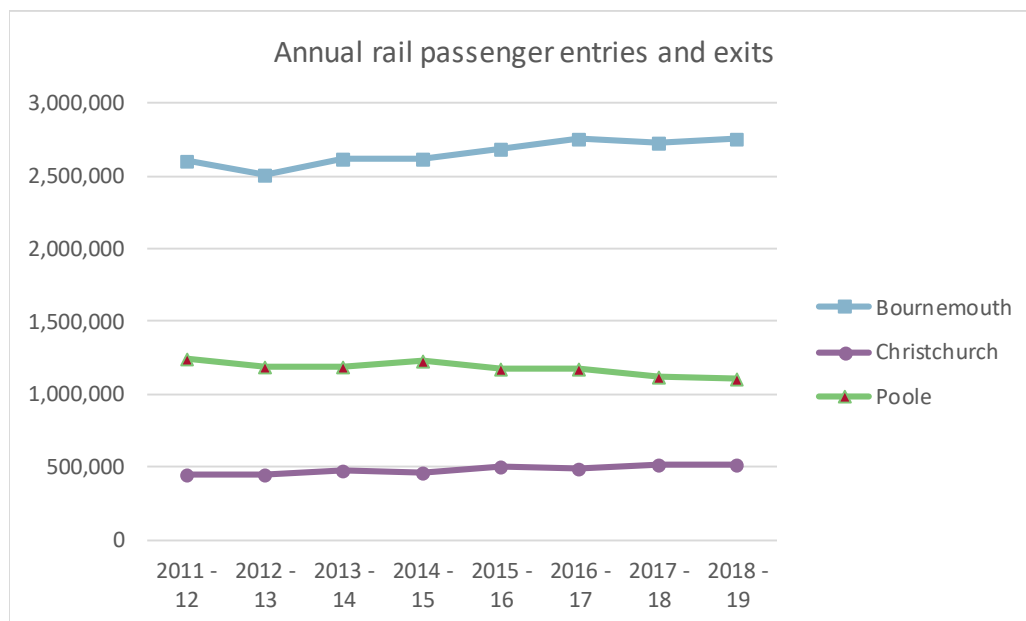




Figure 6 - Rail passenger volumes at Railway Stations

Bournemouth station passenger volumes have been stable in recent years, following a period of growth. Christchurch passenger numbers have experienced modest growth in recent years and Poole has experienced a decline in passenger numbers.

**Table 6 - Passenger volumes at Railway Stations**

Total annual passenger entries and exits			
	Railway station		
Year	Bournemouth	Christchurch	Poole
2007 - 8	2,455,927	368,081	1,213,687
2008 - 9	2,542,092	401,544	1,211,888
2009 - 10	2,519,100	392,088	1,170,558
2010 - 11	2,582,864	453,944	1,221,206
2011 - 12	2,604,162	444,944	1,250,636
2012 - 13	2,505,754	449,562	1,185,744
2013 - 14	2,623,628	471,928	1,196,626
2014 - 15	2,624,682	465,334	1,236,048
2015 - 16	2,688,160	498,016	1,174,922
2016 - 17	2,755,772	495,788	1,173,356
2017 - 18	2,721,504	519,332	1,126,936
2018 - 19	2,751,866	522,964	1,108,066

### 3 Patent demand measurement (rank surveys)

A list of rank locations in each of the three areas was obtained during the inception phase of the survey. Consultation with Council officers and trade representatives was undertaken to determine which of these ranks were active. The ranks which were known to be active or which were occasionally used, were surveyed.

Video cameras were used to record activity at the taxi ranks, from Thursday morning through to the following Sunday morning. This period captures weekday and weekend activity and covers both day and night time periods.

Activity at the taxi ranks was recorded over two Thursday to Sunday periods. These were 24<sup>th</sup> to 27<sup>th</sup> October 2019 and 7<sup>th</sup> to 10<sup>th</sup> November 2019. The period 31<sup>st</sup> October to 3<sup>rd</sup> November encompassed a school holiday period. It is prudent to avoid undertaking surveys during school holiday periods in order to avoid the influence of lack of school contracts and drivers taking time off for the holidays.

#### Overall survey results

The observations from the rank surveys were analysed and activity levels at active ranks are presented in the following tables and figures.

The separate rank demand by hour was plotted for the survey period to demonstrate how each separate rank contributed to the total demand for each hour. With the extensive level of surveys undertaken, this picture is comprehensive for the days covered. Each constituent area is presented separately.

## Bournemouth Rank Data

Table 7 - Thursday rank survey data summary – Bournemouth Ranks

Thursday - Friday					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>634</b>	<b>1430</b>	<b>2064</b>	<b>2349</b>	<b>1.6</b>
Avenue Road	10	42	52	50	1.2
Leslie Road	8	7	15	8	1.1
Bournemouth Railway Station North Side	0	0	0	0	0.0
Exeter Road (Bournemouth Pier)	14	4	18	7	1.8
Cardigan Road	8	2	10	2	1.0
Wimborne Road	10	2	12	3	1.5
Cotlands Road	0	2	2	3	1.5
Heathcote Road	24	15	39	19	1.3
Poole Hill	1	1	2	2	2.0
Charminster Road	11	9	20	12	1.3
Deansleigh Road	14	3	17	4	1.3
Holdenhurst Road	25	153	178	248	1.6
Meyrick Road	85	43	128	56	1.3
Old Christchurch Road	27	56	83	77	1.4
Poole Road	67	110	177	139	1.3
Transport Interchange	13	478	491	865	1.8
Gervis Place (The Square)	18	270	288	448	1.7
Exeter Road (Sixty Million Postcards)	16	60	76	94	1.6
Palmerston Road	19	100	119	197	2.0
Westover Road	264	73	337	115	1.6

Table 8 - Friday rank survey data summary – Bournemouth Ranks

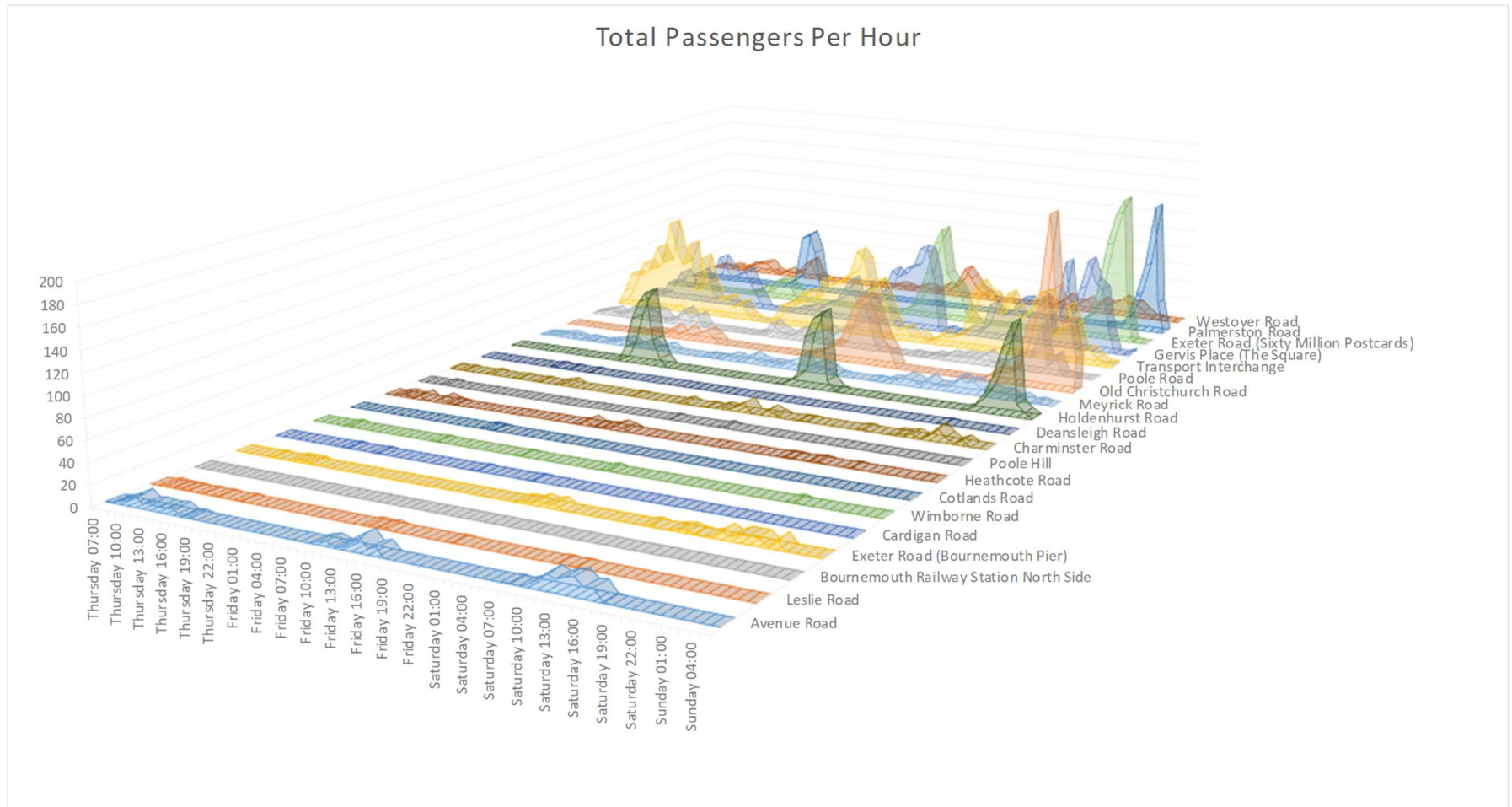
Friday - Saturday					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>690</b>	<b>2078</b>	<b>2768</b>	<b>3430</b>	<b>1.7</b>
Avenue Road	5	35	40	51	1.5
Leslie Road	11	5	16	6	1.2
Bournemouth Railway Station North Side	1	0	1	0	0.0
Exeter Road (Bournemouth Pier)	12	10	22	17	1.7
Cardigan Road	11	2	13	2	1.0
Wimborne Road	16	3	19	3	1.0
Cotlands Road	0	0	0	0	0.0
Heathcote Road	23	15	38	18	1.2
Poole Hill	0	2	2	3	1.5
Charminster Road	19	26	45	37	1.4
Deansleigh Road	7	0	7	0	0.0
Holdenhurst Road	20	145	165	241	1.7
Meyrick Road	77	70	147	95	1.4
Old Christchurch Road	29	252	281	407	1.6
Poole Road	51	186	237	256	1.4
Transport Interchange	12	504	516	896	1.8
Gervis Place (The Square)	21	493	514	827	1.7
Exeter Road (Sixty Million Postcards)	23	238	261	426	1.8
Palmerston Road	2	1	3	1	1.0
Westover Road	350	91	441	144	1.6

**Table 9 - Saturday rank survey data summary – Bournemouth Ranks**

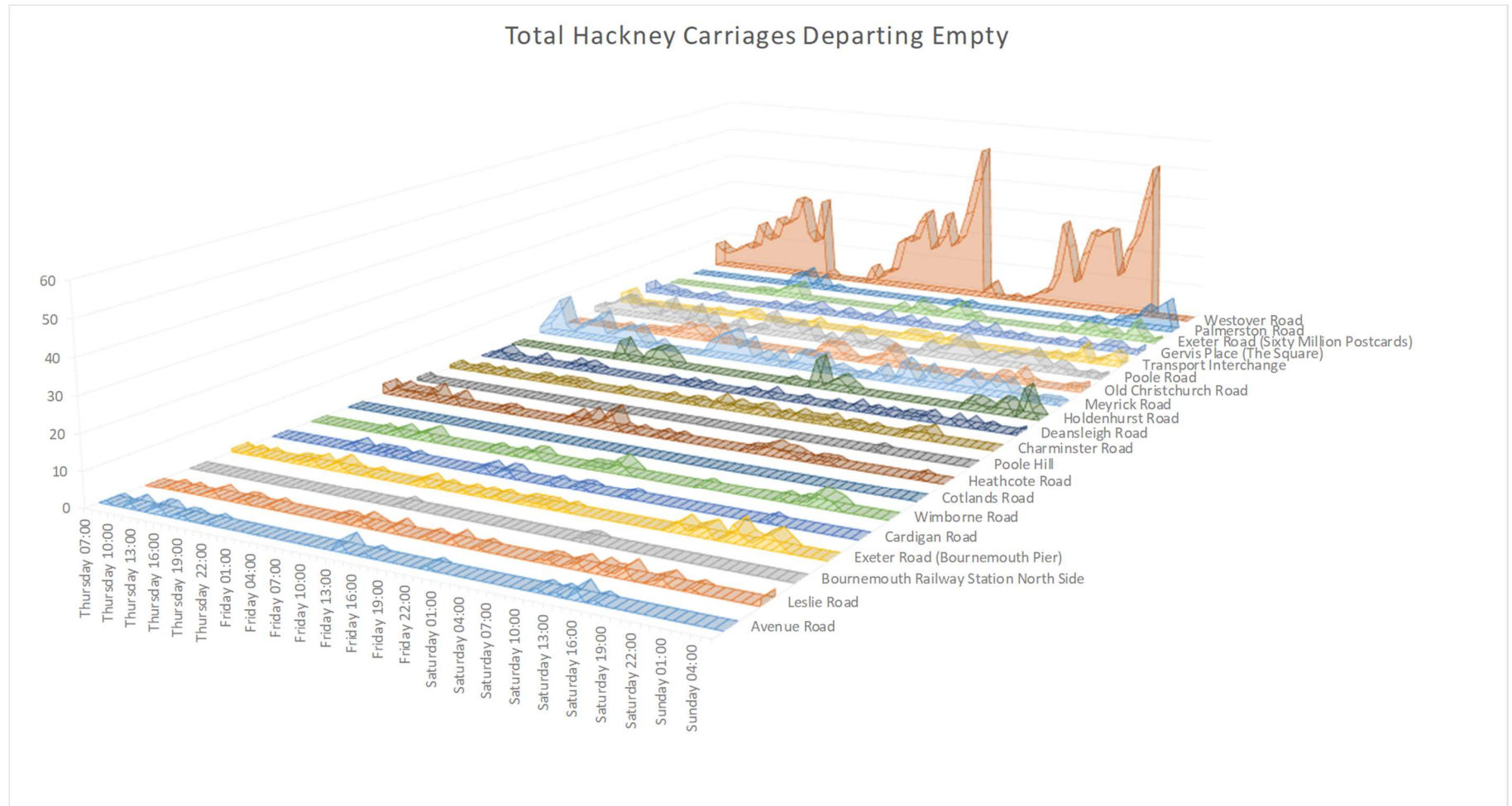
<b>Saturday - Sunday</b>					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>761</b>	<b>2516</b>	<b>3277</b>	<b>4337</b>	<b>1.7</b>
Avenue Road	6	64	70	93	1.5
Leslie Road	18	2	20	2	1.0
Bournemouth Railway Station North Side	2	0	2	0	0.0
Exeter Road (Bournemouth Pier)	28	35	63	57	1.6
Cardigan Road	1	0	1	0	0.0
Wimborne Road	13	1	14	2	2.0
Cotlands Road	0	0	0	0	0.0
Heathcote Road	16	6	22	6	1.0
Poole Hill	1	0	1	0	0.0
Charminster Road	16	29	45	44	1.5
Deansleigh Road	16	1	17	1	1.0
Holdenhurst Road	29	158	187	258	1.6
Meyrick Road	67	103	170	137	1.3
Old Christchurch Road	13	371	384	698	1.9
Poole Road	68	149	217	207	1.4
Transport Interchange	19	507	526	913	1.8
Gervis Place (The Square)	21	514	535	873	1.7
Exeter Road (Sixty Million Postcards)	24	288	312	561	1.9
Palmerston Road	42	171	213	309	1.8
Westover Road	361	117	478	176	1.5

**Table 10 - Three day rank survey data summary – Bournemouth Ranks**

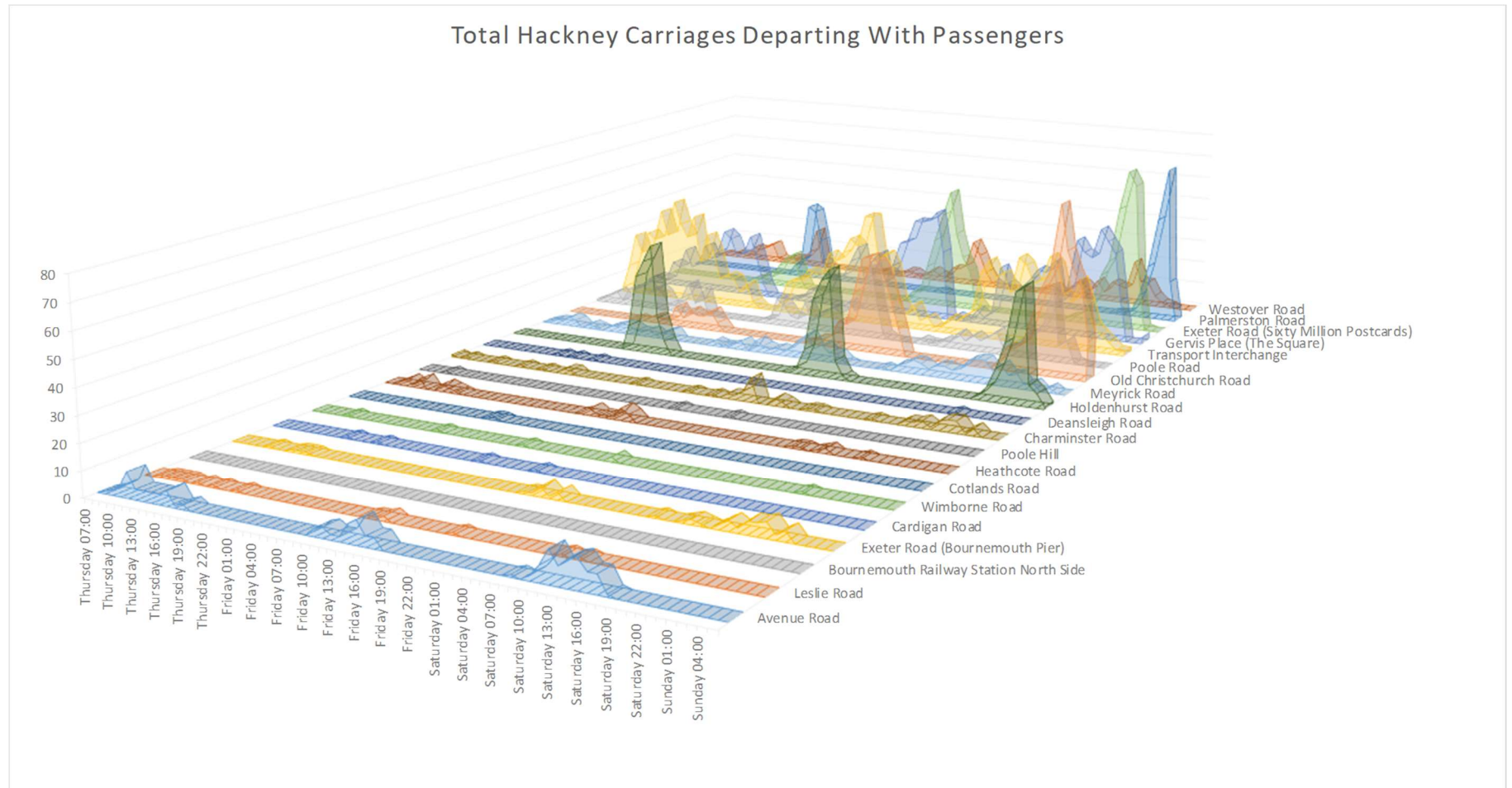
<b>All 3 days</b>					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>2085</b>	<b>6024</b>	<b>8109</b>	<b>10116</b>	<b>1.7</b>
Avenue Road	21	141	162	194	1.4
Leslie Road	37	14	51	16	1.1
Bournemouth Railway Station North Side	3	0	3	0	0.0
Exeter Road (Bournemouth Pier)	54	49	103	81	1.7
Cardigan Road	20	4	24	4	1.0
Wimborne Road	39	6	45	8	1.3
Cotlands Road	0	2	2	3	1.5
Heathcote Road	63	36	99	43	1.2
Poole Hill	2	3	5	5	1.7
Charminster Road	46	64	110	93	1.5
Deansleigh Road	37	4	41	5	1.3
Holdenhurst Road	74	456	530	747	1.6
Meyrick Road	229	216	445	288	1.3
Old Christchurch Road	69	679	748	1182	1.7
Poole Road	186	445	631	602	1.4
Transport Interchange	44	1489	1533	2674	1.8
Gervis Place (The Square)	60	1277	1337	2148	1.7
Exeter Road (Sixty Million Postcards)	63	586	649	1081	1.8
Palmerston Road	63	272	335	507	1.9
Westover Road	975	281	1256	435	1.5



**Figure 7 - Hourly passenger volumes through each rank - Bournemouth Ranks**

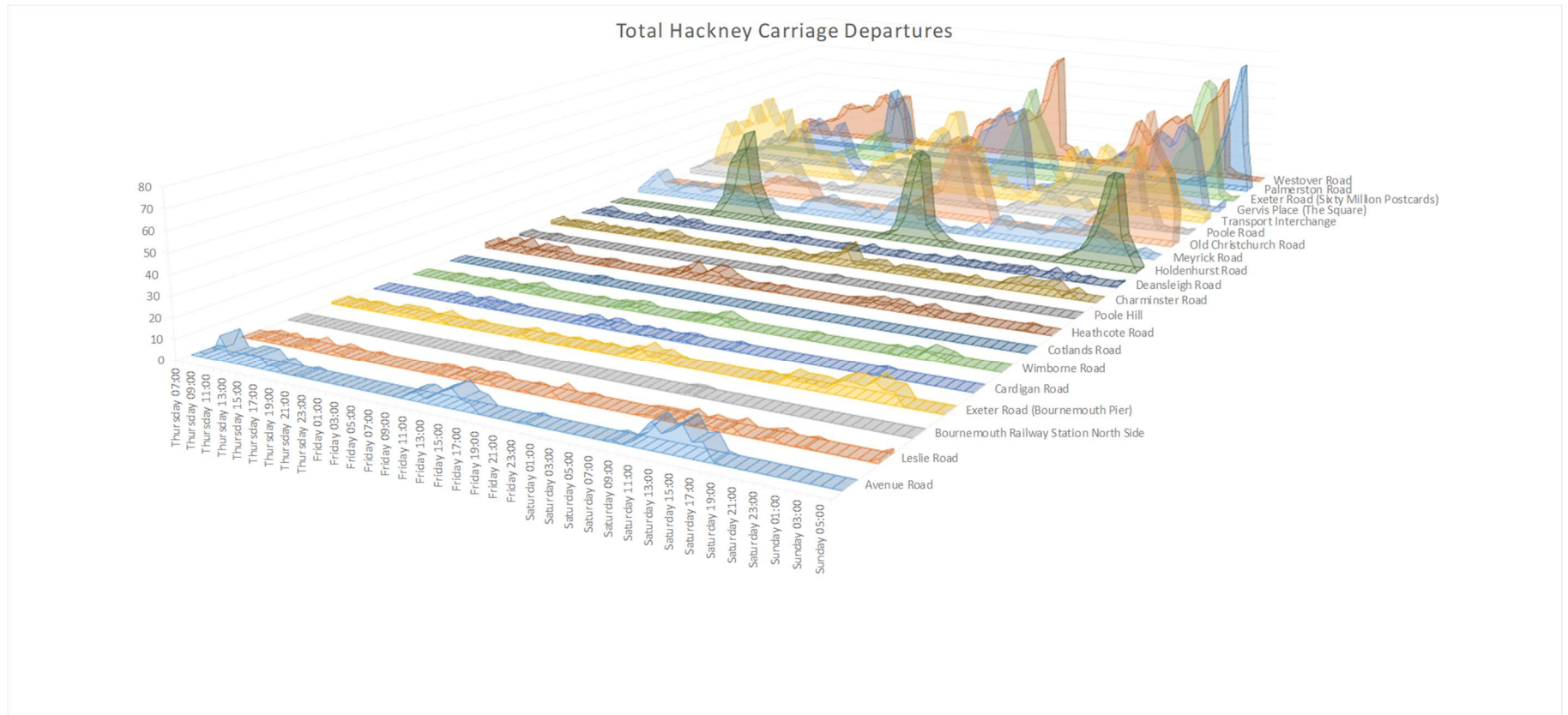


**Figure 8 - Hourly empty hackney carriage volumes through each rank - Bournemouth Ranks**



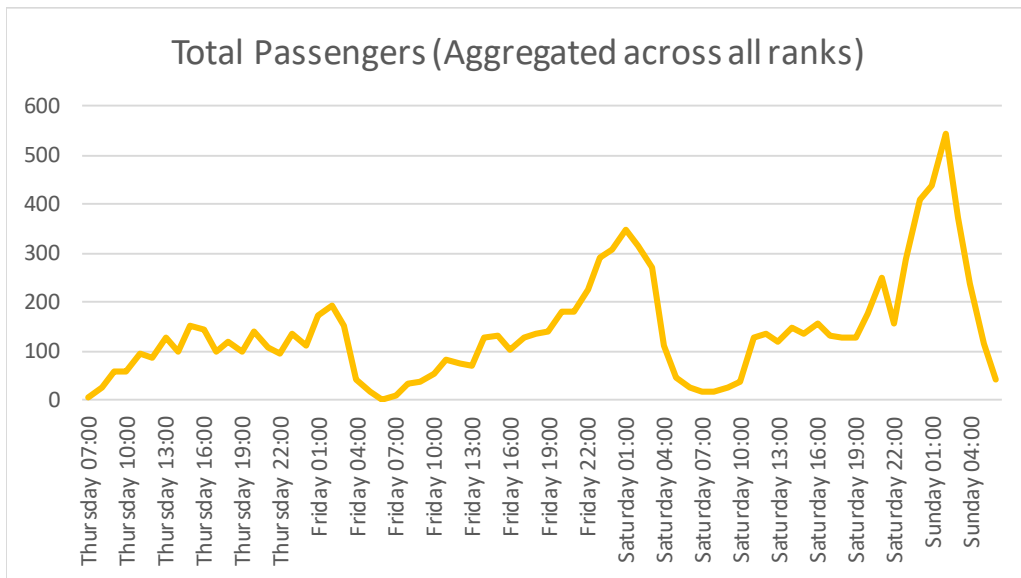
**Figure 9 - Hourly hires from each rank - Bournemouth Ranks**



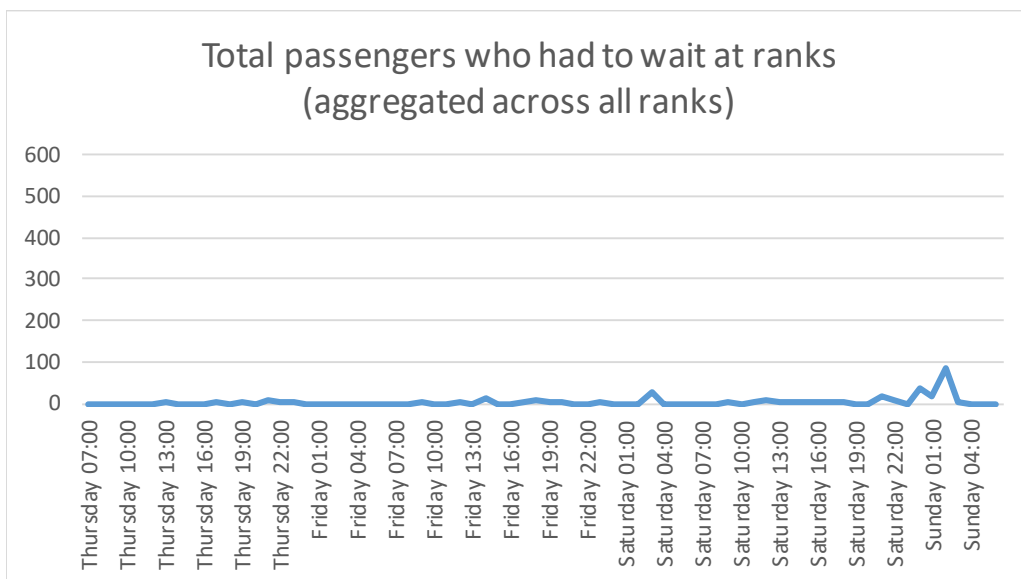


**Figure 10 - Hourly hackney carriages leaving each rank (with and without passengers) - Bournemouth Ranks**

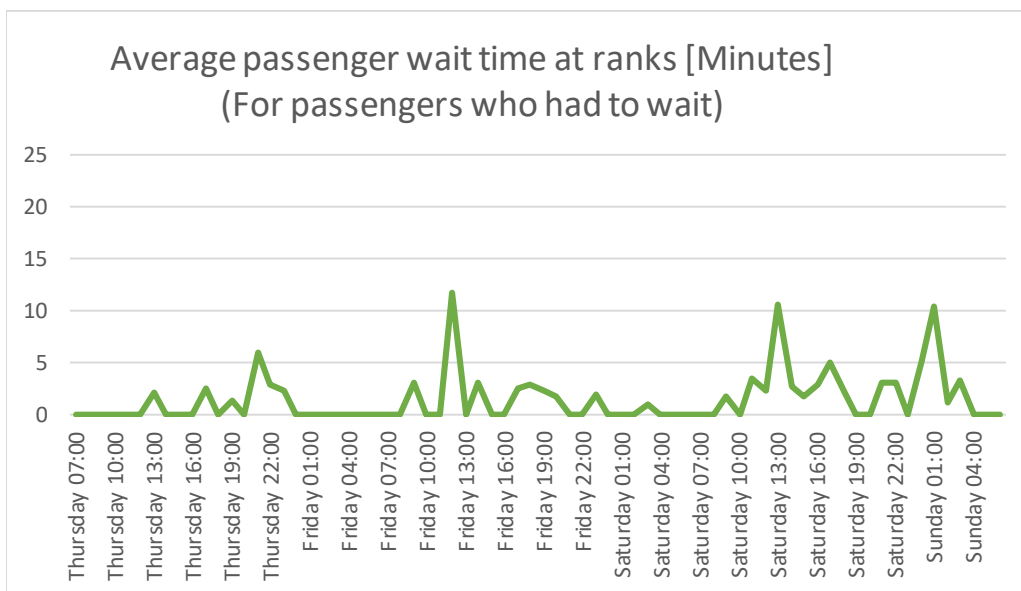




**Figure 11 - Hourly aggregate passenger volumes - Bournemouth Ranks**



**Figure 12 - Hourly aggregate waiting passengers - Bournemouth Ranks**



**Figure 13 - Average passenger wait times (for waiting passengers only) - Bournemouth Ranks**

The rank at Westover Road acts primarily as a feeder rank for the Gervis Place (The Square) rank. As such, most Hackney Carriages departed this rank empty.

The empty hackney departures from other ranks accounted for approximately 15% of all departures. These empty departures are likely to be in response to a pre-booked hire or having waited at a rank for a while, to move on to another rank. As such, this statistic suggests that some of the Hackney Carriages waiting on ranks were also available for pre-booked hires, as a second source of hires.

Some of the ranks were night time only ranks. The overall demand indicates a significant rise in demand on Friday and Saturday nights. The level of demand on Thursday night was similar to daytime levels. The available vehicles were generally able to cater for the increased levels of demand on Friday and Saturday nights, without excessive or sustained passenger waiting at the ranks.

#### Incidence of passenger delay

Across all of the ranks observed, 274 of the 10,116 passengers observed hiring Hackney Carriages (2.7%), had to wait for Hackney Carriages to arrive at the ranks.

The average delay per waiting passenger was 3 minutes and 12 seconds.

## Christchurch Rank Data

Table 11 - Thursday rank survey data summary – Christchurch Ranks

Thursday - Friday					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>85</b>	<b>107</b>	<b>192</b>	<b>156</b>	<b>1.5</b>
Somerford Road	10	1	11	1	1.0
Lymington Road	1	0	1	0	0.0
Christchurch Railway Station	5	21	26	29	1.4
High Street (Christchurch)	22	50	72	70	1.4
Wick Lane	12	20	32	32	1.6
Bargates	35	15	50	24	1.6

Table 12 - Friday rank survey data summary – Christchurch Ranks

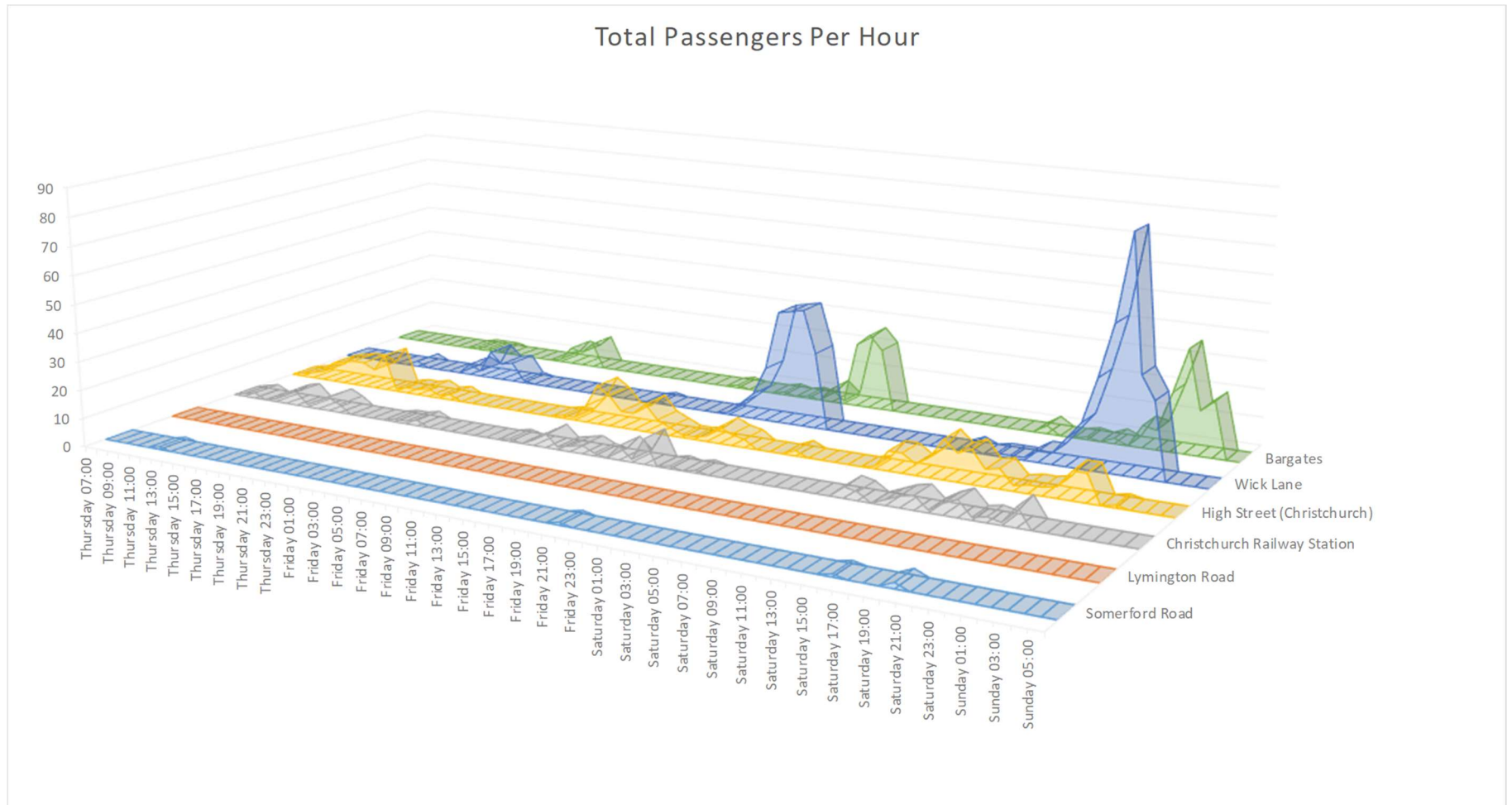
Friday - Saturday					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>151</b>	<b>240</b>	<b>391</b>	<b>381</b>	<b>1.6</b>
Somerford Road	20	1	21	1	1.0
Lymington Road	3	0	3	0	0.0
Christchurch Railway Station	8	25	33	32	1.3
High Street (Christchurch)	51	62	113	82	1.3
Wick Lane	12	103	115	185	1.8
Bargates	57	49	106	81	1.7

Table 13 - Saturday rank survey data summary – Christchurch Ranks

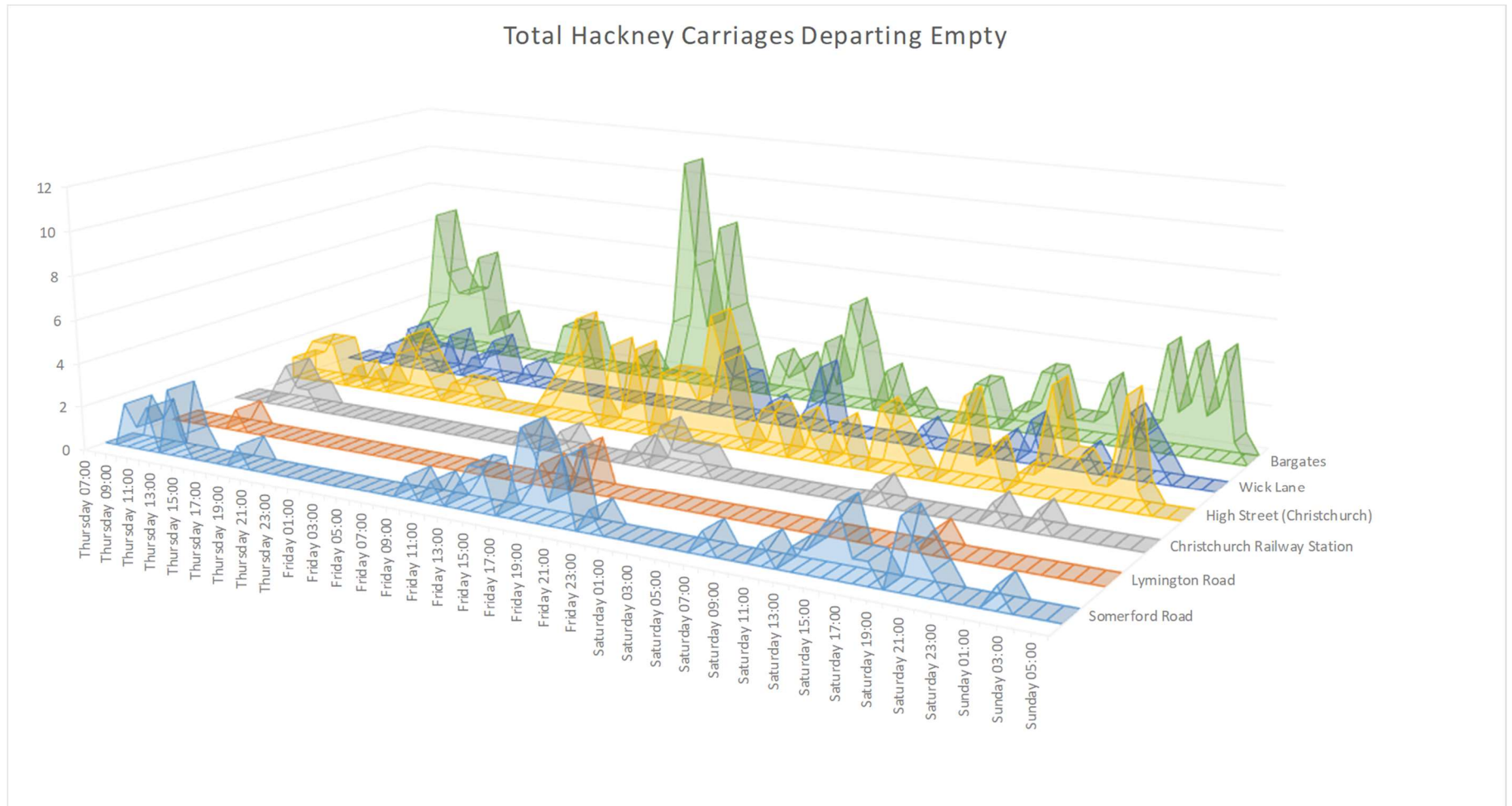
Saturday - Sunday					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>107</b>	<b>313</b>	<b>420</b>	<b>532</b>	<b>1.7</b>
Somerford Road	18	3	21	3	1.0
Lymington Road	1	0	1	0	0.0
Christchurch Railway Station	3	25	28	40	1.6
High Street (Christchurch)	34	72	106	108	1.5
Wick Lane	11	154	165	266	1.7
Bargates	40	59	99	115	1.9

**Table 14 - Three day rank survey data summary – Christchurch Ranks**

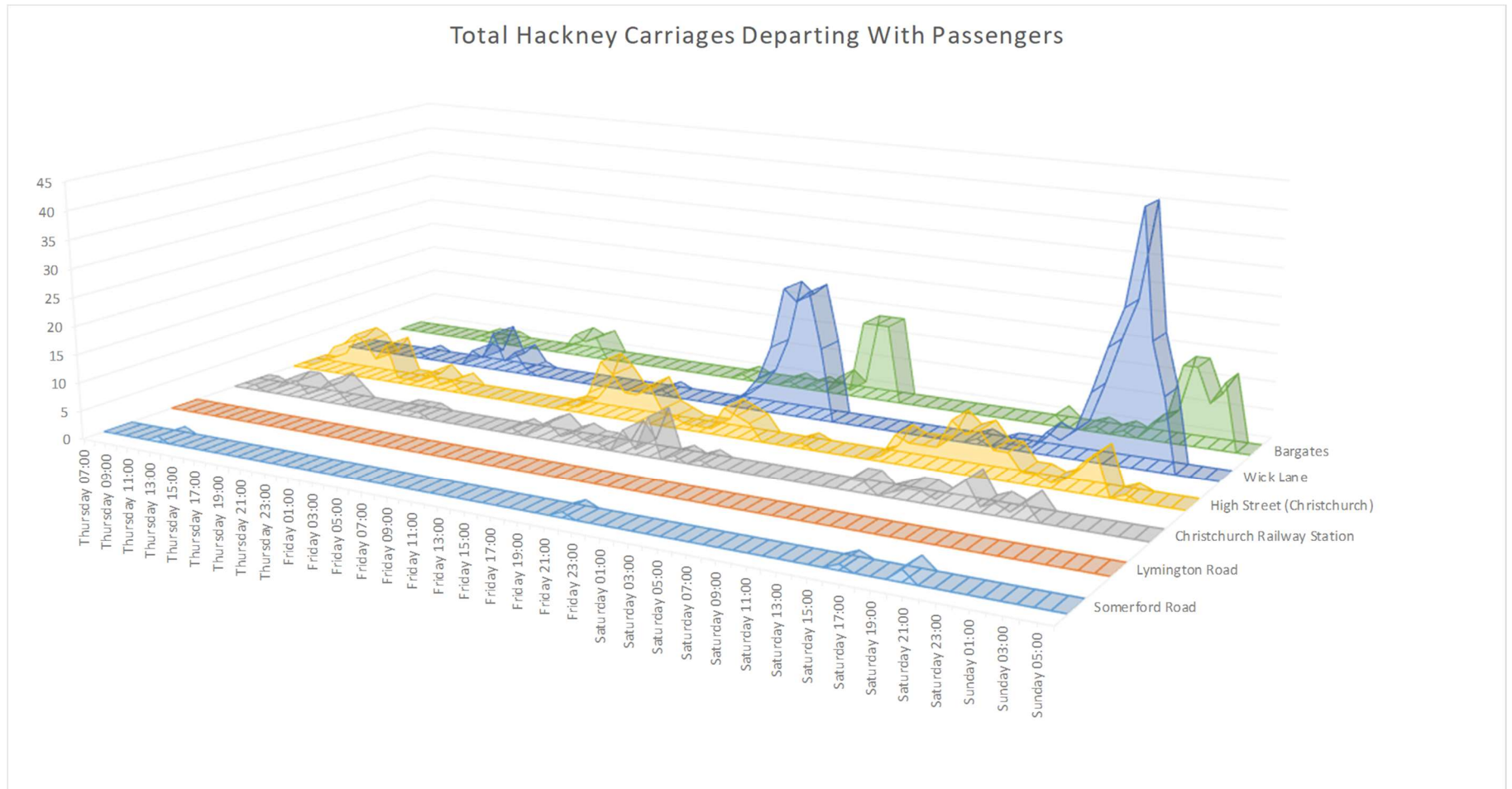
<b>All 3 days</b>					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>343</b>	<b>660</b>	<b>1003</b>	<b>1069</b>	<b>1.6</b>
Somerford Road	48	5	53	5	1.0
Lymington Road	5	0	5	0	0.0
Christchurch Railway Station	16	71	87	101	1.4
High Street (Christchurch)	107	184	291	260	1.4
Wick Lane	35	277	312	483	1.7



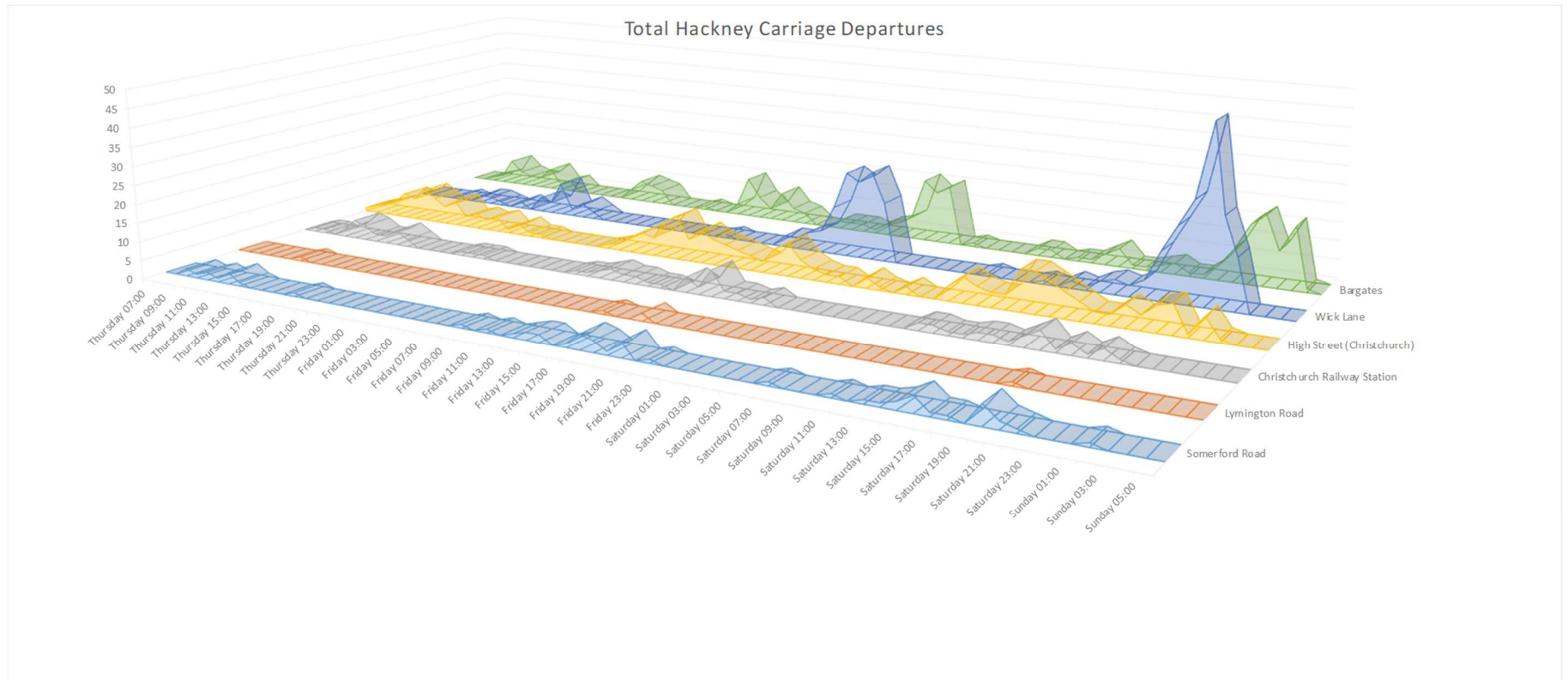
**Figure 14 - Hourly passenger volumes through each rank - Christchurch Ranks**



**Figure 15 - Hourly empty hackney carriage volumes through each rank - Christchurch Ranks**

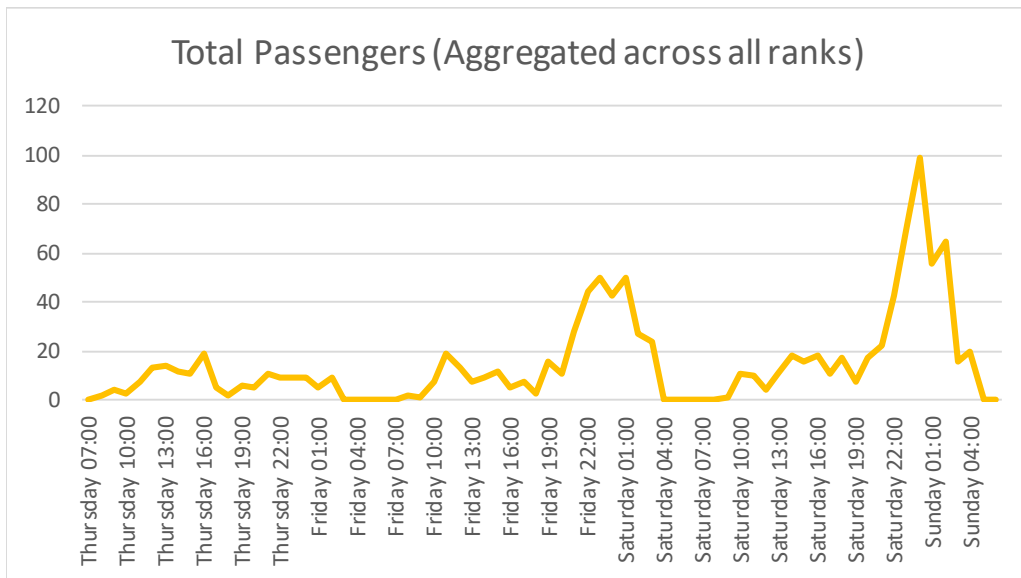


**Figure 16 - Hourly hires from each rank - Christchurch Ranks**

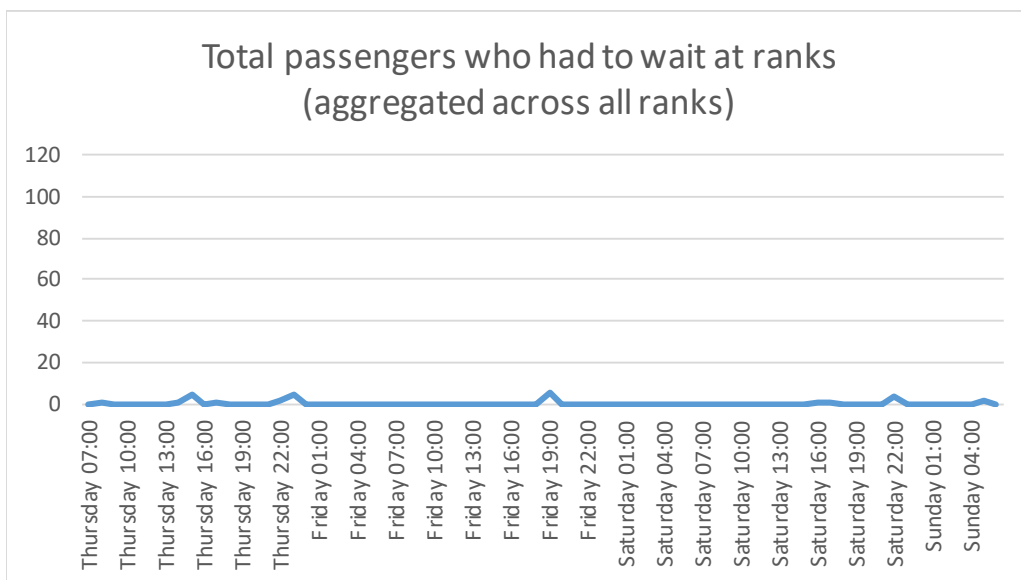


**Figure 17 - Hourly hackney carriages leaving each rank (with and without passengers) - Christchurch Ranks**

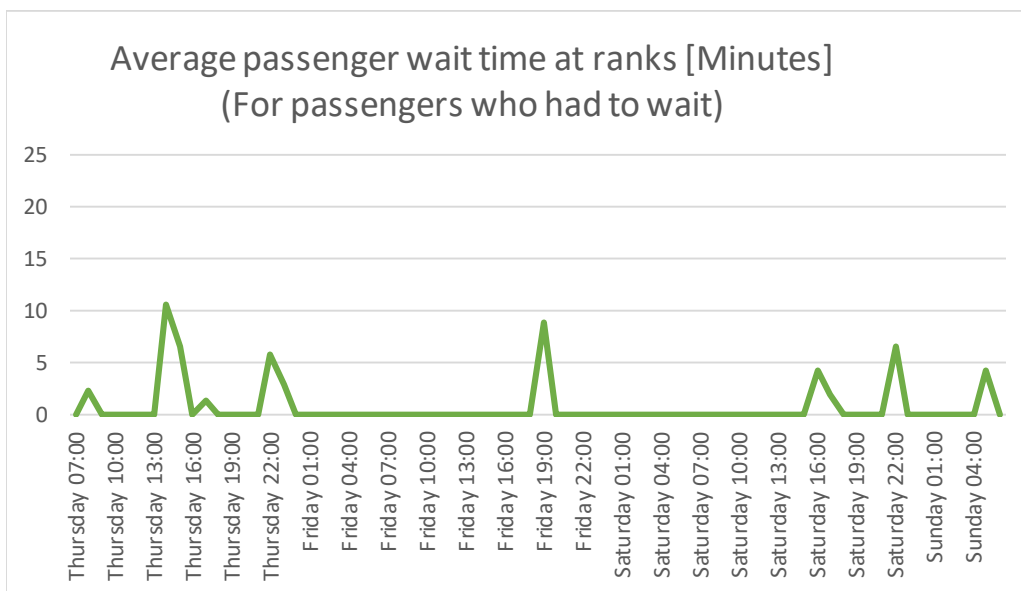




**Figure 18 - Hourly aggregate passenger volumes - Christchurch Ranks**



**Figure 19 - Hourly aggregate waiting passengers - Christchurch Ranks**



**Figure 20 - Average passenger wait times (for waiting passengers only) - Christchurch Ranks**

The ranks at Bargates and Wick Lane operate primarily as night time ranks. the rank at Wick Lane is serviced from a feeder rank in Wick Lane car park. However, there were several complaints from drivers during the survey, that the signal system on the feeder rank, which indicates when spaces are available on the Wick Lane rank, was not working. This does not appear to have affected the availability of Hackney Carriages for passengers at Wick Lane.

The empty hackney departures from ranks accounted for approximately a third of all departures. These empty departures are likely to be in response to a pre-booked hire or having waited at a rank for a while, to move on to another rank. As such, this statistic suggests that some of the Hackney Carriages waiting on ranks were also available for pre-booked hires, as a second source of hires.

The overall demand profile indicates a significant rise in demand on Friday and Saturday nights. The level of demand on Thursday night was lower than daytime levels. The available vehicles were generally able to cater for the increased levels of demand on Friday and Saturday nights, without excessive or sustained passenger waiting at the ranks.

### **Incidence of passenger delay**

Across all of the ranks observed, 25 of the 1,069 passengers observed hiring Hackney Carriages (2.3%), had to wait for Hackney Carriages to arrive at the ranks.

The average delay per waiting passenger was 5 minutes and 43 seconds.

## Poole Rank Data

**Table 15 - Thursday rank survey data summary – Poole Ranks**

Thursday - Friday					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>146</b>	<b>255</b>	<b>401</b>	<b>331</b>	<b>1.3</b>
Penn Hill Avenue	0	0	0	0	0.0
Lagland Street	0	0	0	0	0.0
Old Orchard	1	2	3	4	2.0
The Quay	9	16	25	25	1.6
High Street (the Quay)	1	0	1	0	0.0
High Street	14	28	42	45	1.6
Longfeet Road (Hospital)	15	6	21	6	1.0
Railway Station	77	118	195	143	1.2
Dolphin Shopping Centre	24	61	85	78	1.3
Bournemouth Road (Ashley Cross)	5	24	29	30	1.3

**Table 16 - Friday rank survey data summary – Poole Ranks**

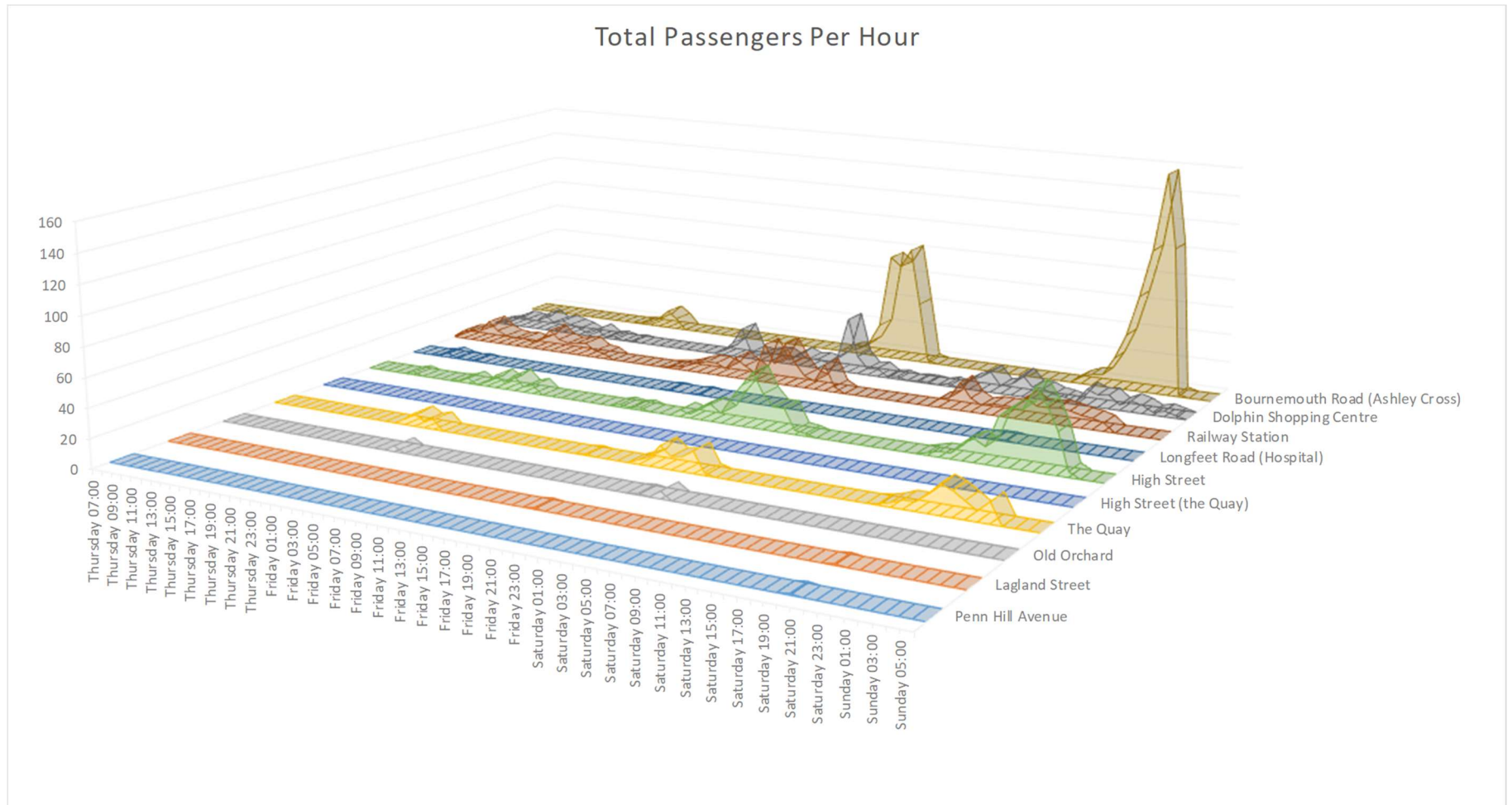
Friday - Saturday					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>200</b>	<b>610</b>	<b>810</b>	<b>946</b>	<b>1.6</b>
Penn Hill Avenue	0	0	0	0	0.0
Lagland Street	0	1	1	1	1.0
Old Orchard	5	5	10	6	1.2
The Quay	15	37	52	61	1.6
High Street (the Quay)	0	0	0	0	0.0
High Street	25	111	136	192	1.7
Longfeet Road (Hospital)	14	2	16	2	1.0
Railway Station	71	132	203	198	1.5
Dolphin Shopping Centre	31	110	141	167	1.5
Bournemouth Road (Ashley Cross)	39	212	251	319	1.5

**Table 17 - Saturday rank survey data summary – Poole Ranks**

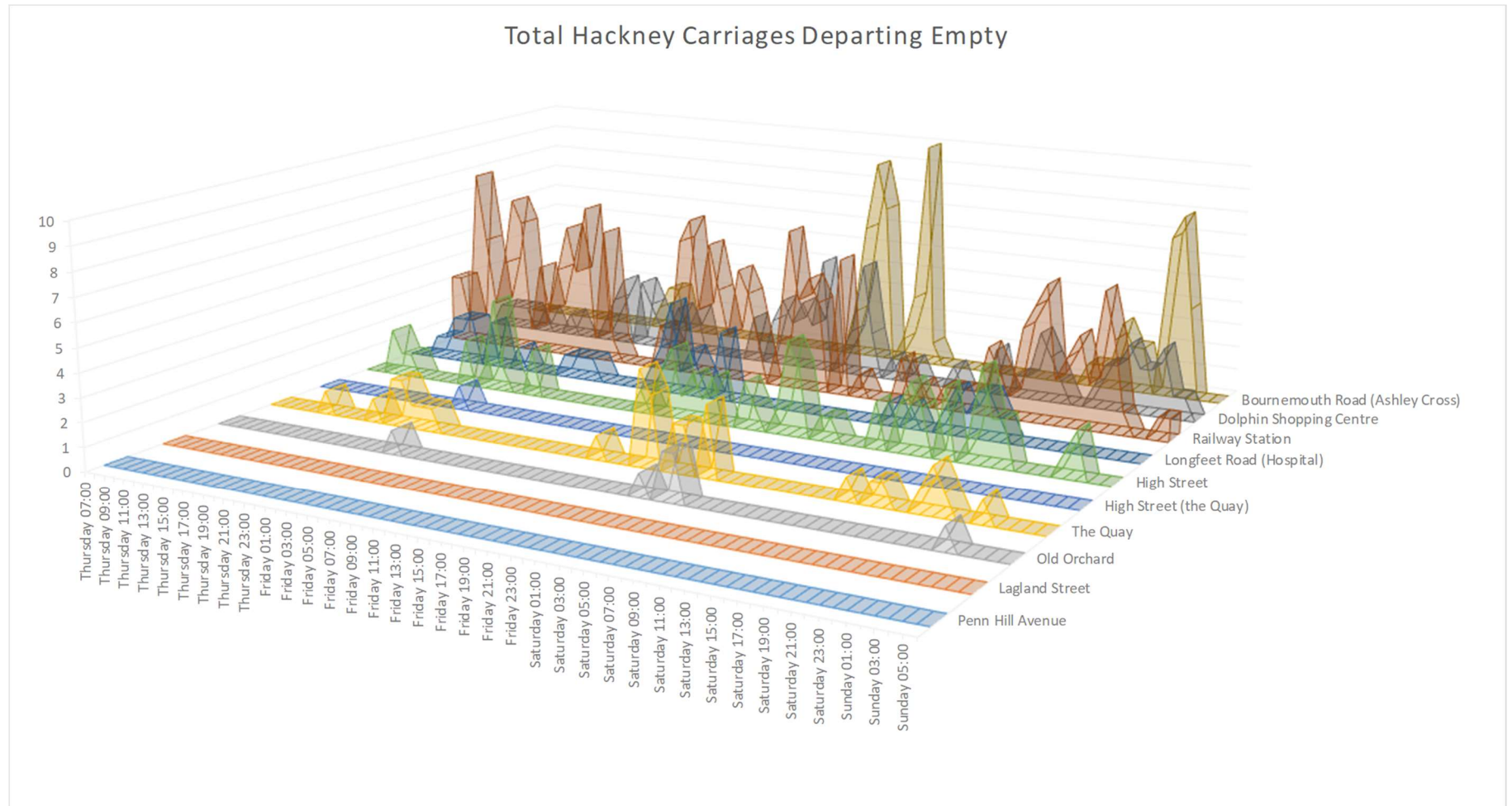
Saturday - Sunday					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>151</b>	<b>740</b>	<b>891</b>	<b>1227</b>	<b>1.7</b>
Penn Hill Avenue	0	1	1	1	1.0
Lagland Street	0	1	1	1	1.0
Old Orchard	1	0	1	0	0.0
The Quay	8	52	60	98	1.9
High Street (the Quay)	0	0	0	0	0.0
High Street	24	174	198	297	1.7
Longfeet Road (Hospital)	11	2	13	2	1.0
Railway Station	50	108	158	158	1.5
Dolphin Shopping Centre	28	102	130	148	1.5
Bournemouth Road (Ashley Cross)	29	300	329	522	1.7

**Table 18 - Three day rank survey data summary – Poole Ranks**

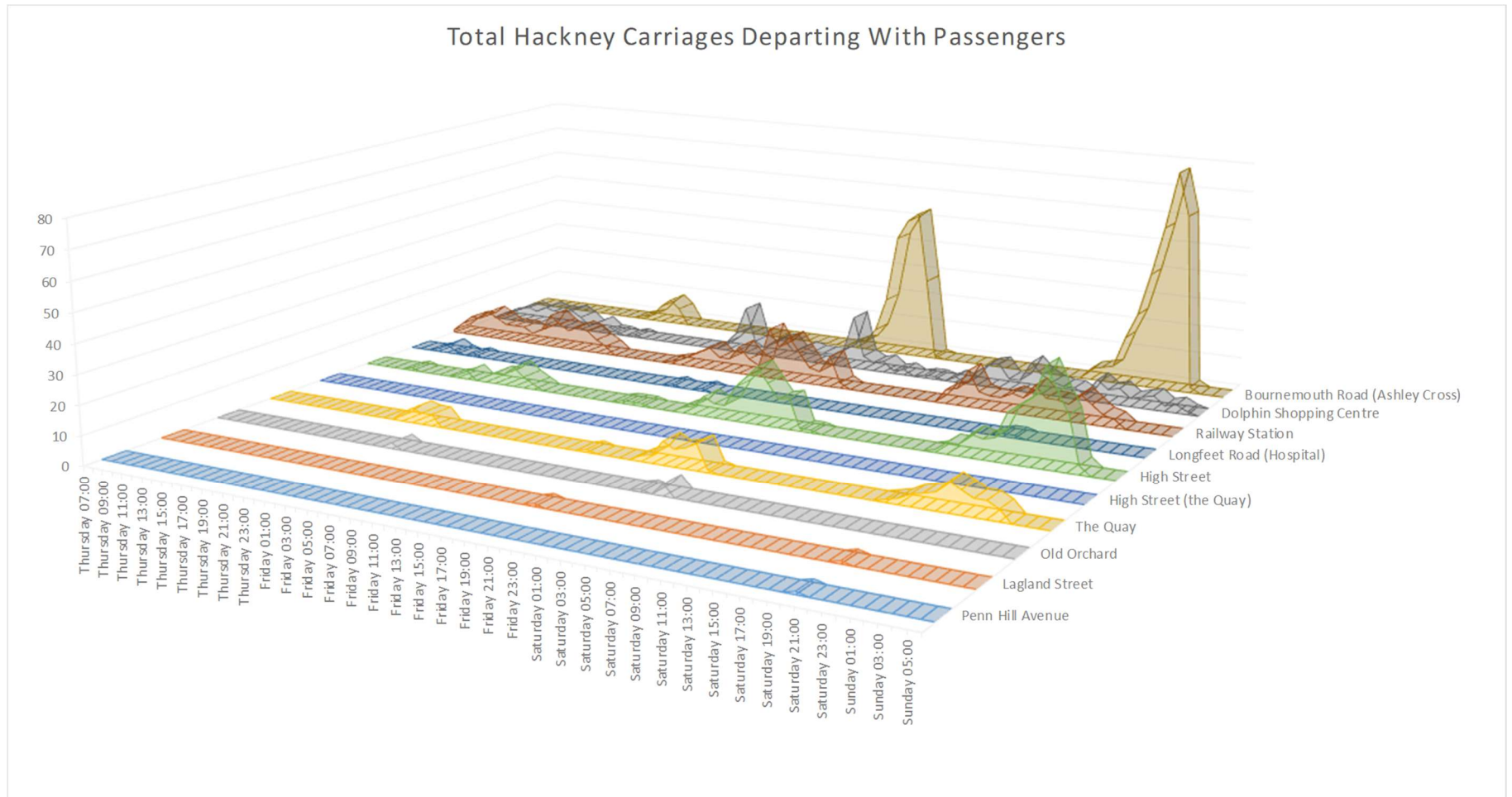
<b>All 3 days</b>					
Rank location	Total hackney carriages departing the ranks empty	Total hackney carriages departing the ranks with passengers	Total hackney carriages departing the ranks	Total passengers departing the ranks	Average passengers per hackney carriage
<b>Total for all locations</b>	<b>497</b>	<b>1605</b>	<b>2102</b>	<b>2504</b>	<b>1.6</b>
Penn Hill Avenue	0	1	1	1	1.0
Lagland Street	0	2	2	2	1.0
Old Orchard	7	7	14	10	1.4
The Quay	32	105	137	184	1.8
High Street (the Quay)	1	0	1	0	0.0
High Street	63	313	376	534	1.7
Longfeet Road (Hospital)	40	10	50	10	1.0
Railway Station	198	358	556	499	1.4
Dolphin Shopping Centre	83	273	356	393	1.4
Bournemouth Road (Ashley Cross)	73	536	609	871	1.6



**Figure 21 - Hourly passenger volumes through each rank - Poole Ranks**

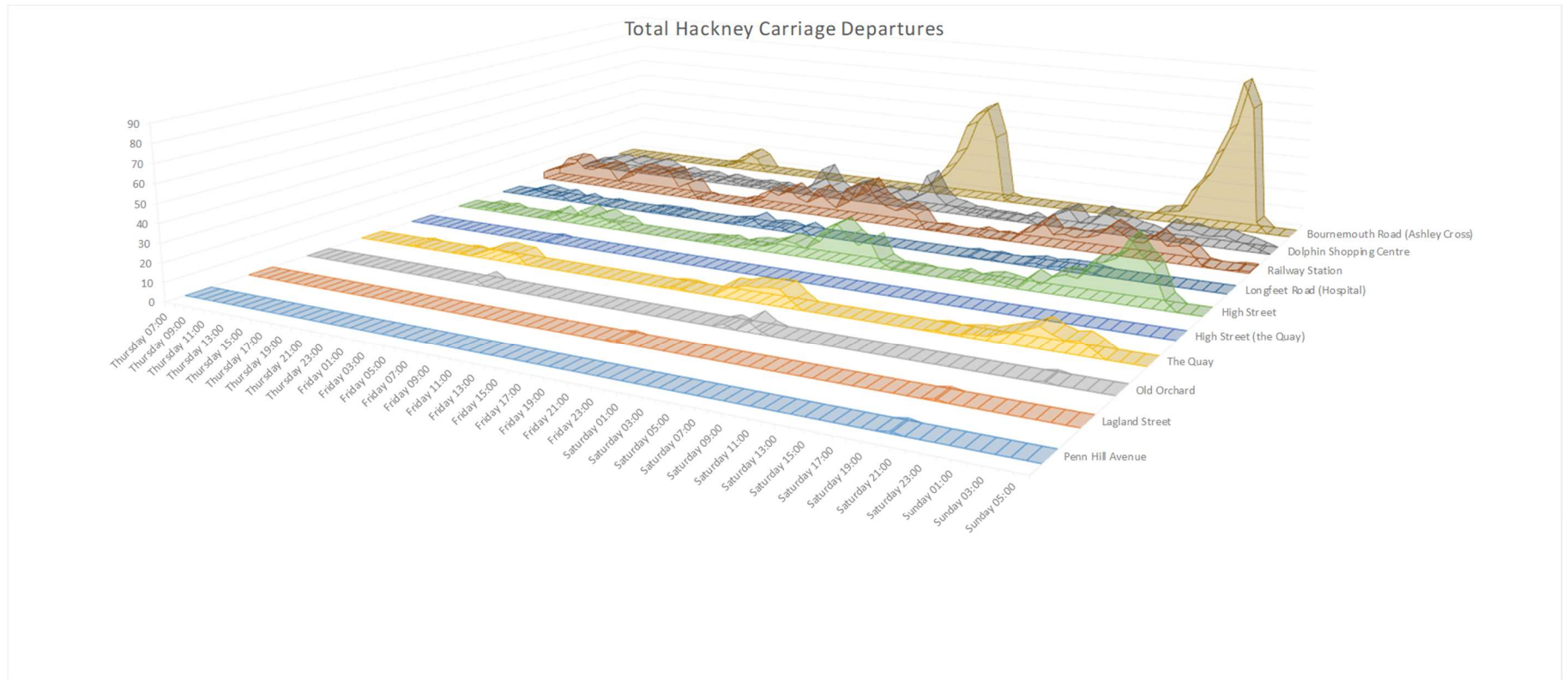


**Figure 22 - Hourly empty hackney carriage volumes through each rank - Poole Ranks**



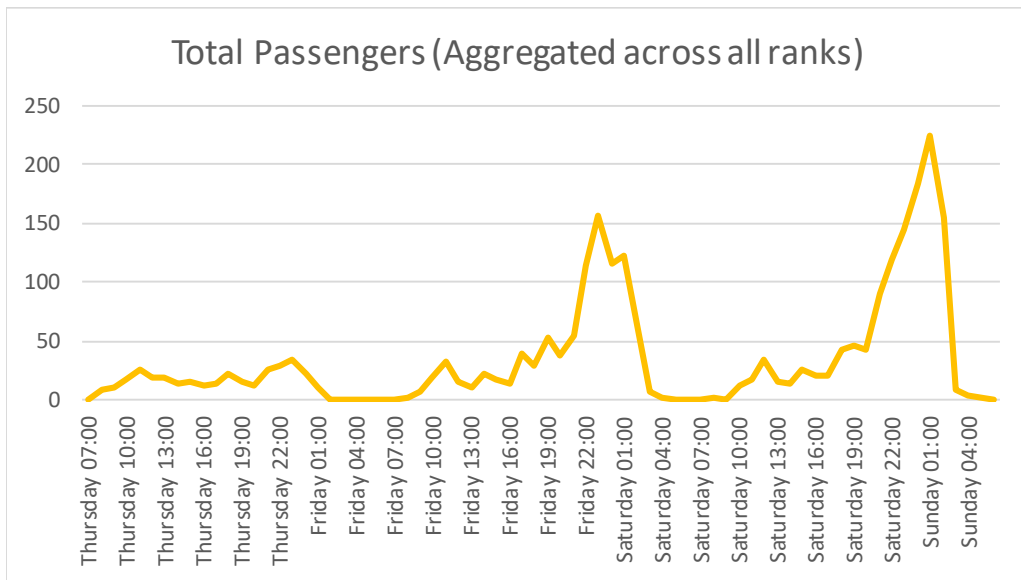
**Figure 23 - Hourly hires from each rank - Poole Ranks**



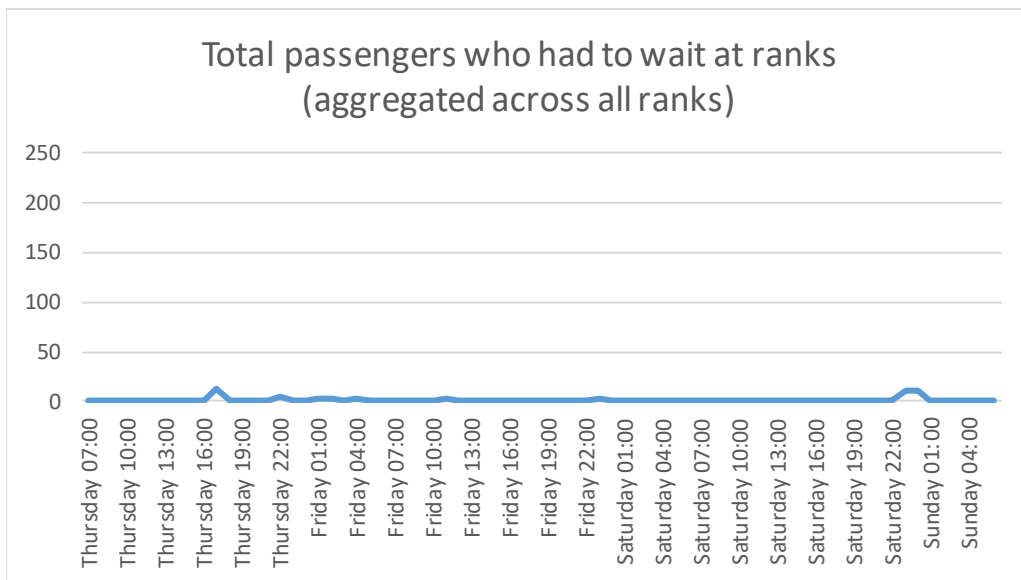


**Figure 24 - Hourly hackney carriages leaving each rank (with and without passengers) - Poole Ranks**

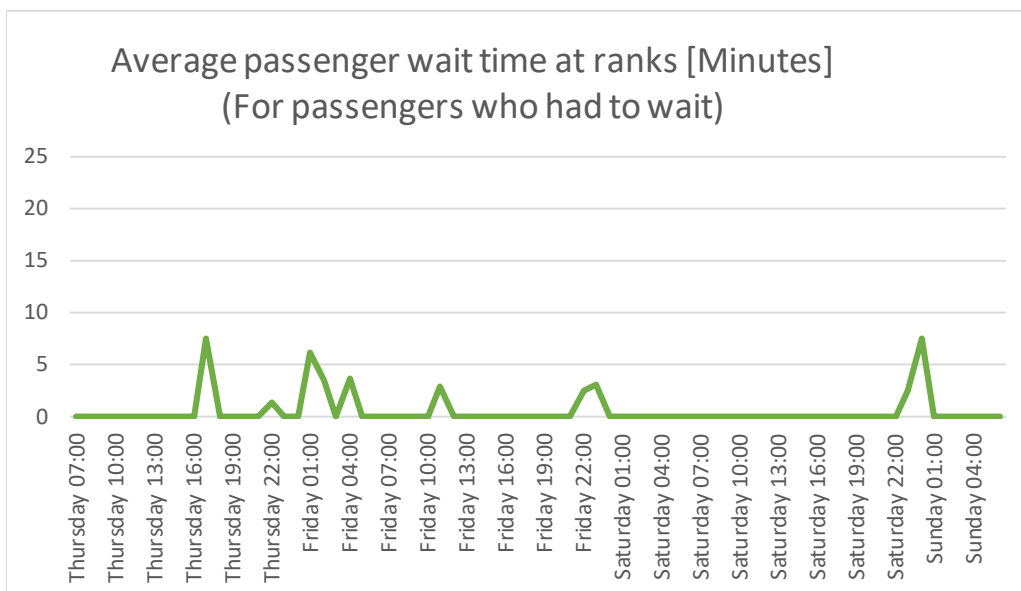




**Figure 25 - Hourly aggregate passenger volumes - Poole Ranks**



**Figure 26 - Hourly aggregate waiting passengers - Poole Ranks**



**Figure 27 - Average passenger wait times (for waiting passengers only) - Poole Ranks**

The rank on High Street operated primarily as a night time rank. The rank at Bournemouth Road (Ashley Cross) operated purely as a night time rank and handled the majority of demand on Friday and Saturday nights.

Empty hackney departures from ranks accounted for approximately a third of all departures. These empty departures are likely to be in response to a pre-booked hire or having waited at a rank for a while, to move on to another rank. As such, this statistic suggests that some of the Hackney Carriages waiting on ranks were also available for pre-booked hires, as a second source of hires.

The overall demand profile indicates a significant rise in demand on Friday and Saturday nights. The level of demand on Thursday night was moderately higher than daytime levels. The available vehicles were generally able to cater for the increased levels of demand on Friday and Saturday nights, without excessive or sustained passenger waiting at the ranks.

#### Incidence of passenger delay

Across all of the ranks observed, 50 of the 2,504 passengers observed hiring Hackney Carriages (2.0%), had to wait for Hackney Carriages to arrive at the ranks.

The average delay per waiting passenger was 5 minutes.

## Summary

The general picture of service to ranks in each of the areas, is of a good service provided generally promptly across all ranks.

At some ranks, the majority of Hackney Carriages departed empty. Anecdotal feedback from the trade suggested that some ranks are used by 'radio cars' waiting for bookings. At some of the ranks used for waiting for bookings, approaching passengers occasionally hired a waiting Hackney Carriage.

Some notable peaks in demand do occur, but the trade seemed well-placed and organised to meet the overall demand requirements of the area.

## 4 General public views

It is very important that the views of people within the area are obtained about the service provided by hackney carriage and private hire. A key element which these surveys seek to discover is specifically if people have given up waiting for hackney carriages at ranks (the most readily available measure of latent demand). However, the opportunity is also taken with these surveys to identify the overall usage and views of hackney carriage and private hire vehicles within the study area, and to give chance for people to identify current issues and factors which may encourage them to use licensed vehicles more.

Such surveys can also be key in identifying variation of demand for licensed vehicles across an area, particularly if there are significant areas of potential demand without ranks, albeit in the context that many areas do not have places apart from their central area with sufficient demand to justify hackney carriages waiting at ranks.

Public attitude surveys are undertaken through two formats. These are face to face on street interviews and online interviews. The face to face interviews tend to be undertaken during the daytime period when more people are available, and when survey staff safety can be guaranteed. Further, interviews with groups of people or with those affected by alcohol consumption may not necessarily provide accurate responses, despite the potential value in speaking with people more likely to use hackney carriages at times of higher demand and then more likely unmet demand. Where possible, extension of interviews to the early evening may capture some of this group, as well as some studies where careful choice of night samples can be undertaken.

Our basic methodology requires a sample size of at least 200 to ensure stable responses. Trained and experienced interviewers are also important as this ensures respondents are guided through the questions carefully and consistently. A minimum sample of 50 interviews is generally possible by a trained interviewer in a day meaning that sample sizes are best incremented by 50, usually if there is targeting of a specific area or group (e.g. of students, or a sub-centre), although conclusions from these separate samples can only be indicative taken alone. For some authorities with multiple centres this can imply value in using a higher sample size, such as 250 if there are two large and one moderate sized centre.

It is normal practice to compare the resulting gender and age structure to the latest available local and national census proportions to identify if the sample has become biased in any way.

More recently, general public views have been enlisted from the use of council citizens' panels although the issue with these is that return numbers cannot be guaranteed. The other issue is that the structure of the sample responding cannot be guaranteed either, and it is also true that those on the panel have chosen to be there such that they may tend to be people willing to have stronger opinions than the general public randomly approached.

Finally, some recent surveys have placed an electronic copy of the questionnaire on their web site to allow interested persons to respond, although again there needs to be an element of care with such results as people choosing to take part may have a vested interest.

Responses from the public consultation surveys are presented by area. The responses from the face to face interviews and online surveys were analysed separately.

Some tabulated results may not add up to 100%. This is due to rounding and some questions asked for multiple responses which led to aggregate responses in excess of 100%.

### Bournemouth public consultation results

***In the last 3 months, have you made one or more trips by Hackney Carriage or Private Hire Vehicle in Bournemouth? If yes, was this a Hackney Carriage or Private Hire Vehicle?***

	Face to face	Online
Yes, Private Hire	27.6%	19.4%
Yes, Hackney Carriage	38.8%	27.8%
Yes, both types or don't know	26.7%	45.4%
No	6.9%	7.4%

***How frequently do you travel by Hackney Carriage or Private Hire Vehicle in Bournemouth?***

	Face to face	Online
Almost daily	4.3%	15.7%
Once a week	8.6%	14.8%
A few times a month	36.2%	32.4%
Once a month	43.1%	8.3%
Less than once a month	6.0%	24.1%
Never	1.7%	4.6%

***For what reason do you use a licensed vehicle (Hackney Carriage or Private Hire Vehicle) in the Bournemouth Borough area? (please indicate all the reasons that you have used a licensed vehicle in the last 3 months)***

	Face to face	Online
Medical	12.6%	20.6%
Leisure	69.1%	77.5%
Work	23.8%	39.2%
Education	1.2%	5.9%
Shopping	18.1%	24.5%
Other	5.2%	

***How do you normally book a licensed vehicle within this area?***

	Face to face	Online
At a rank	2.6%	15.0%
Hailed in street	11.2%	5.6%
Telephone	64.7%	38.6%
Freephone	9.5%	3.7%
Mobile App	12.1%	34.3%
Other		2.8%

***How frequently do you travel by Hackney Carriage, obtained from a taxi rank, as opposed to a pre-booked Private Hire Vehicle or Hackney Carriage, in Bournemouth? i.e. with a taxi sign on the roof.***

	Face to face	Online
Daily	0.9%	12.0%
Weekly	0.0%	3.7%
A few times a month	6.9%	14.8%
Monthly	25.9%	10.2%
Less than once a month	47.4%	38.0%
Don't remember	6.9%	10.2%
Can't remember seeing a hackney in area	6.9%	1.9%
Never	5.2%	9.3%

***Could you tell us which taxi ranks you would normally use or would consider visiting?***

The following ranks were identified. The ranks are listed in decreasing order of popularity.

- Train station
- Bournemouth Square
- Lansdowne / Meyrick Road
- Westover road
- Old Chrischurch Road
- Heathcote Road
- Wimborne Road Winton
- Charminster Road
- Bournemouth Hospital

***Is there any location in Bournemouth where you would like to see a new taxi rank?***

20% of face to face respondents and 25% of online respondents indicated that they would like to see new taxi ranks. The following locations were suggested (in decreasing order of popularity):

- Cameo
- Old Christchurch Road
- Outside Walkabout in Old Christchurch Road
- Kinson Tesco
- By Mary Shelley Pub
- Horshoe common (Old Christchurch Road)
- Bottom of richmond hill
- Bournemouth Airport
- Caslepoint Shopping Centre
- Boscombe Pier
- Ensbury Park
- Redhill
- Moordown
- Near the clubs
- Pokesdown Station
- Southbourne
- Springbourne

***Have you had any problem with the local Hackney Carriage service? (indicate as many as apply) Please note, this relates specifically to Hackney Carriages only.***

	Face to face	Online
Design of vehicle	23.3%	9.1%
Driver issues	9.5%	50.0%
Position of ranks	32.8%	15.9%
Delay in getting taxi	33.6%	22.7%
Cleanliness	18.1%	26.1%
Price	20.7%	44.3%
Other	20.7%	13.2%

Respondents who answered 'Other' were asked to elaborate. The following other problems were identified:

- Poor local knowledge.
- Unfriendly drivers.
- Poor driver hygiene.
- Poor driver attitude.
- Drivers using online app or mobile phone whilst driving.
- Drivers demanding money up front.
- Poor driving standards.
- Ranking in illegal locations, such as bus stops or disabled bays.
- Lack of ability to pay by card.
- Drivers waiting in dangerous positions.



***What would encourage you to use Hackney Carriages or use them more often (indicate top 2 reasons)***

	Face to face	Online
Nothing	25.0%	11.5%
Better vehicles	11.2%	19.2%
More Hackney Carriages I could phone for	36.2%	14.4%
Better drivers	19.8%	43.3%
More Hackney Carriages I could hail or get at a rank	28.4%	11.5%
Better located ranks	0%	13.5%
Cheaper fares	29.3%	49.0%
Other	13.8%	11.0%

Respondents who answered 'Other' were asked to elaborate. The following other factors were identified:

- Uber.
- Better local knowledge.
- Ability to pay by card.
- Poor driver attitude.
- A mobile App to directly book.
- Fixed prices
- Better driver standards

***Do you consider you, or anyone you know, to have a disability that means you need and adapted vehicle? (Not necessarily a licensed vehicle)***

	Face to face	Online
No	88.3%	82.9%
Yes - I need a wheelchair accessible vehicle	0%	2.9%
Yes - someone I know needs a wheelchair accessible vehicle	6.7%	10.5%
Yes - I need an adapted vehicle but not wheelchair accessible	0%	1.9%
Yes - someone I know needs an adapted vehicle but not wheelchair accessible	5.0%	1.9%

***Have you or anyone you know faced difficulty obtaining a wheelchair accessible licensed vehicle?***

	Face to face	Online
Yes, me or someone I was travelling with faced difficulty obtaining a wheelchair accessible vehicle	1.7%	8.2%
Yes, someone I know has faced difficulty obtaining a wheelchair accessible vehicle	10.3%	9.2%
No	88.0%	81.6%
Not sure	0%	1.0%

***If you answered the previous question as yes, could you tell us more about what type of difficulties were faced?***

- No wheelchair accessible vehicles available
- Could not book travel in advance of the day of travel. Had to call on the morning that wheelchair accessible vehicle was required and hope that there was a vehicle available.
- Hackney Carriage refused.
- Long wait time for a vehicle to come and pick up for immediate travel. Wait times of an hour or more.
- Hackney carriage refused to load passenger in wheelchair.
- Hackney carriage started meter before loading passenger.

***If you arrived at a rank and there were saloon and wheelchair accessible vehicles there, which vehicle would you choose?***

	Face to face	Online
The first one available	88.0%	71.8%
The saloon type	10.3%	23.3%
Wheelchair accessible	1.7%	4.9%

Those who didn't choose the first one available were asked for the reason for their preference. Those choosing saloon cars indicated that they would leave the wheelchair accessible vehicle for those that needed one, or that saloon cars were more comfortable. Those choosing a wheelchair accessible vehicle indicated that they preferred the larger vehicles as there was better legroom and head room.

None of the respondents indicated that they would choose a wheelchair accessible vehicle in order to carry a wheelchair.

***Have you wanted to hire a Hackney Carriage in the last 3 months at a taxi rank [i.e. NOT by flagging down a passing hackney carriage and not by pre-booking by telephone, app or online] and given up or made alternative arrangements for travel because none were available?***

	Face to face	Online
Yes	3.0%	32.1%
No	97.0%	67.9%

Respondents who indicated that they had given up or made alternative arrangements were asked where they had given up trying to hire a Hackney Carriage, in order to validate that the locations were actually at taxi ranks. All of the face to face respondents indicated that this had occurred at the railway station. Half of the online respondents indicated valid taxi rank locations. The most common locations were the railway station, Old Christchurch Road and The Square.

The proportion of respondents who had given up waiting for a Hackney Carriage is used as an indication of latent unmet demand.

***If Hackney Carriages were more reliably available at taxi ranks when you needed one, would you use them more frequently?***

	Face to face	Online
Yes	0%	45.3%
No	100%	54.7%

***Have you wanted to hire a Hackney Carriage in the last 3 months by flagging down [i.e. not at a rank] and given up or made alternative arrangements for travel because none were available?***

	Face to face	Online
Yes	0%	29.5%
No	100%	70.5%

Respondents who indicated that they had given up or made alternative arrangements were asked where they had given up trying to hire a Hackney Carriage, in order to validate that the responses. Some of the responses indicated that they were at taxi ranks and hence, not hailing locations. Some indicated that the lack of availability related to telephone bookings or app bookings. The remaining locations which could be classified as hailing locations equated to around a sixth of those which indicated that they had given up trying to flag down a Hackney Carriage. i.e. around 5% of respondents.

Around two thirds of those who indicated that they had given up trying to hail a Hackney Carriage, also indicate that they had given up at a rank. Given that most users do not face difficulties obtaining Hackney Carriages at ranks and hailing passing Hackney Carriages is rarely undertaken, it seems unlikely that so many respondents faced difficulties both at the ranks and through hailing. Based on other information supplied by a significant proportion of the respondents who indicated that they could not obtain a Hackney Carriage, they had other issues with services, such as driver attitude, and refusal to accept card payments.

***Have you wanted to book a Hackney Carriage specifically, as opposed to a Private Hire Vehicle, by telephone or online, for immediate travel, in the last 3 months and had to make alternative arrangements because a Hackney Carriage was not available within a reasonable time?***

	Face to face	Online
Yes	0%	24.8%
No	100%	75.2%

***If yes, how long approximately was the wait time quoted?***

Wait time quoted	
Up to 20 minutes	30.8%
20 – 30 minutes	30.8%
30 – 60 minutes	19.2%
1 – 2 hours	3.8%
Over 2 hours	7.7%
No availability	7.6%

Almost half of those who had to make alternative arrangements to booking a Hackney Carriage by telephone, also indicated that they had given up at a rank.

***Do you have regular access to a car?***

	Face to face	Online
Yes	70.7%	79.0%
No	29.3%	21.0%

***Have you or anyone you know faced difficulty with availability of a wheelchair accessible licensed vehicle when you needed one? e.g. none available when it was needed?***

	Face to face	Online
Yes	4.3%	14.6%
No	95.7%	85.4%

Respondents were asked to provide further details of what difficulties were faced.

The majority of difficulties related to availability of wheelchair accessible vehicles. When booking in advance, there can be difficulties booking before the day that the vehicle is required. Booking on the same day runs the risk of no vehicles being available at the times required.

Bookings for immediate travel often led to a lengthy wait until a vehicle was available.

Problems occurred in a variety of locations and various times of day.

Most wheelchair accessible vehicle travel was booked by telephone. It was not clear from the questionnaire feedback, whether bookings were made with private hire operators or directly with drivers.

***What is your residential status?***

	Face to face	Online
Permanent resident	97.4%	97.2%
Student	1.7%	0.9%
Visitor	0.9%	1.9%
Tourist	0%	0%

***Which best describes your gender?***

	Face to face	Online
Female	25.9%	28.3%
Male	74.1%	67.9%
Gender neutral		0.9%
Prefer not to say		2.8%

**Which of the following age groups do you fall into?**

	Face to face	Online
Under 16 years old	0%	0%
16 – 29 years old	17.2%	13.2%
30 – 64 years old	72.4%	70.8%
Over 64 years old	10.3%	16.0%

Respondents were asked if they had any other comments that they would like to make. The following comments are representative of the comments received.

*"The thing I do not understand is , most of Hackney yellow driver , do not have chip and pin in the car, they prefer to have cash. Why ?????"*

*"Radio cabs have the monopoly in Bournemouth Poole and Christchurch this is not a fair way of running a business as they now control all cabs in the area."*

*"United taxis have the monopoly on private hire taxis and are not that great. There are no any other options for private hire. How can a Hackney can be hired from home if you don't live in central Bournemouth?"*

*"I used United Taxi service for 3 months in 2018 due to a foot op and on crutches. All drivers were excellent and very helpful helping me into their cab. I continue to use the same company for theatre and cinema visits"*

*"Because it's one Council I should be able to flag down any taxi there is so many times Poole and Christchurch taxi pass by and don't stop when I flag them down and I didn't know why until someone told me it's because they're not allowed!!!"*

*"Too many taxis in town less better"*

*"Can we please have Uber in our town already?"*

*"Some private hire cars are scruffy and don't smell great. Neither do the drivers"*

*"The ranks and service are not the problem. but the utter disrespect for other drivers and illegal manoeuvres, lack of indicator use, just pulling out on front of people causing problems are a joke and the taxi firms don't care. They are an utter disgrace and shocking. They are allowed to get away with it. This is far more important than ruining more land with taxi ranks. Get a grip on the drivers first before expanding it any further."*

*"There is enough hackney taxi everywhere. Please make more ranks, especially around bars and clubs on old Christchurch road."*

*"Driver knowledge of the area is not as good as it was 20 years ago."*

*"The new automated phone service is not very good or reliable. Used to be much better when could actually talk to someone."*

*"Generally my experience with Bournemouth Taxis has been very good and I will always opt for a Hackney Carriage anywhere instead of Uber or other private hire options."*

*"On several occasions, your taxis have been blocking roads in Bournemouth, around clubs because the ranks were full and not allowing for traffic to flow through."*

*"I recommend fitting every cab with a DASHCAM that records the whole time the vehicle is in use."*

*"I don't understand all the colours of the taxis. I have flagged different colours down in town and some stop and take me."*

*"Drivers should always wait for passengers to put on seat belts before diving off (they don't). Making a booking beforehand is not treated as a priority so you can end up waiting and they will not give a time they will come."*

*"PRC streamline are always reliable and great Hackney's they use or any of there private hire."*

Other comments were received which were similar to those quoted.

## Christchurch public consultation results

***In the last 3 months, have you made one or more trips by Hackney Carriage or Private Hire Vehicle in Christchurch? If yes, was this a Hackney Carriage or Private Hire Vehicle?***

	Face to face	Online
Yes, Private Hire	35.3%	12.2%
Yes, Hackney Carriage	33.3%	41.5%
Yes, both types or don't know	23.5%	43.9%
No	7.8%	2.4%

***How frequently do you travel by Hackney Carriage or Private Hire Vehicle in Christchurch?***

	Face to face	Online
Almost daily	2.9%	14.6%
Once a week	2.9%	7.3%
A few times a month	27.5%	34.1%
Once a month	56.9%	17.1%
Less than once a month	9.8%	24.4%
Never	0.0%	2.4%

***For what reason do you use a licensed vehicle (Hackney Carriage or Private Hire Vehicle) in the Christchurch area? (please indicate all the reasons that you have used a licensed vehicle in the last 3 months)***

	Face to face	Online
Medical	8.5%	12.8%
Leisure	76.4%	76.9%
Work	29.4%	28.2%
Education	5.7%	2.6%
Shopping	31.4%	7.7%
Other	0%	2.6%

***How do you normally book a licensed vehicle within this area?***

	Face to face	Online
At a rank	3.9%	7.5%
Hailed in street	10.8%	2.5%
Telephone	62.7%	42.5%
Freephone	19.6%	2.5%
Mobile App	2.9%	45.0%
Other		0%



***How frequently do you travel by Hackney Carriage, obtained from a taxi rank, as opposed to a pre-booked Private Hire Vehicle or Hackney Carriage, in Christchurch? i.e. with a taxi sign on the roof.***

	Face to face	Online
Daily	0.0%	7.3%
Weekly	0.0%	2.4%
A few times a month	3.9%	17.1%
Monthly	39.2%	12.2%
Less than once a month	37.3%	26.8%
Don't remember	3.9%	12.2%
Can't remember seeing a hackney in area	7.8%	4.9%
Never	7.8%	17.1%

***Could you tell us which taxi ranks you would normally use or would consider visiting?***

The following ranks were identified. The ranks are listed in decreasing order of popularity.

- High Street
- Wick Lane
- Railway Station
- Bargates

***Is there any location in Christchurch where you would like to see a new taxi rank?***

5% of face to face respondents and 17.5% of online respondents indicated that they would like to see new taxi ranks. The following locations were suggested (in decreasing order of popularity):

- Waitrose
- Christchurch Quay
- Highcliffe
- Sainsbury Somerford
- Near Co-op on Fairmile rd
- Highcliffe
- Bransgore
- Hurn

***Have you had any problem with the local Hackney Carriage service? (indicate as many as apply) Please note, this relates specifically to Hackney Carriages only.***

	Face to face	Online
Design of vehicle	14.7%	8.0%
Driver issues	9.8%	36.0%
Position of ranks	15.7%	4.0%
Delay in getting taxi	34.3%	24.0%
Cleanliness	15.7%	12.0%
Price	24.5%	24.0%
Other	28.4%	4.0%

Respondents who answered 'Other' were asked to elaborate. The following other problems were identified:

- Age of vehicles.
- Taking longer route.
- Speeding.

***What would encourage you to use Hackney Carriages or use them more often (indicate top 2 reasons)***

	Face to face	Online
Nothing	27.5%	25.0%
Better vehicles	5.9%	7.5%
More Hackney Carriages I could phone for	43.1%	10.0%
Better drivers	16.7%	30.0%
More Hackney Carriages I could hail or get at a rank	11.8%	10.0%
Better located ranks	0%	7.5%
Cheaper fares	21.6%	60.0%
Other	12.7%	2.5%

Respondents who answered 'Other' were asked to elaborate. The following other factors were identified:

- A mobile App to directly book.

***Do you consider you, or anyone you know, to have a disability that means you need and adapted vehicle? (Not necessarily a licensed vehicle)***

	Face to face	Online
No	97.1%	82.5%
Yes - I need a wheelchair accessible vehicle	2.0%	0%
Yes - someone I know needs a wheelchair accessible vehicle	1.0%	15.0%
Yes - I need an adapted vehicle but not wheelchair accessible	0.0%	2.5%
Yes - someone I know needs an adapted vehicle but not wheelchair accessible	0.0%	0%

***Have you or anyone you know faced difficulty obtaining a wheelchair accessible licensed vehicle?***

	Face to face	Online
Yes, me or someone I was travelling with faced difficulty obtaining a wheelchair accessible vehicle	0.0%	2.6%
Yes, someone I know has faced difficulty obtaining a wheelchair accessible vehicle	0.0%	7.9%
No	100.0%	86.8%
Not sure	0.0%	2.6%

***If you answered the previous question as yes, could you tell us more about what type of difficulties were faced?***

- Long wait time for a vehicle to come and pick up for immediate travel
- Could not book travel in advance of the day of travel.

***If you arrived at a rank and there were saloon and wheelchair accessible vehicles there, which vehicle would you choose?***

	Face to face	Online
The first one available	100.0%	80.0%
The saloon type	0%	15.0%
Wheelchair accessible	0%	5.0%

Those who didn't choose the first one available were asked for the reason for their preference. Those choosing saloon cars indicated that they would leave the wheelchair accessible vehicle for those that needed one. Those choosing

a wheelchair accessible vehicle indicated that they preferred the larger vehicles as the saloon style can be very low.

None of the respondents indicated that they would choose a wheelchair accessible vehicle in order to carry a wheelchair.

***Have you wanted to hire a Hackney Carriage in the last 3 months at a taxi rank [i.e. NOT by flagging down a passing hackney carriage and not by pre-booking by telephone, app or online] and given up or made alternative arrangements for travel because none were available?***

	Face to face	Online
Yes	1.4%	30.0%
No	98.6%	70.0%

Respondents who indicated that they had given up or made alternative arrangements were asked where they had given up trying to hire a Hackney Carriage, in order to validate that the locations were actually at taxi ranks. All of the online respondents indicated valid active taxi rank locations in Christchurch, at High Street, Wick Lane and Bargates.

***If Hackney Carriages were more reliably available at taxi ranks when you needed one, would you use them more frequently?***

	Face to face	Online
Yes	0%	40.0%
No	100%	60.0%

***Have you wanted to hire a Hackney Carriage in the last 3 months by flagging down [i.e. not at a rank] and given up or made alternative arrangements for travel because none were available?***

	Face to face	Online
Yes	0%	15.4%
No	100%	84.6%

Respondents who indicated that they had given up or made alternative arrangements were asked where they had given up trying to hire a Hackney Carriage, in order to validate that the responses. Most of the responses did not provide any further details. Only a third of these respondents provided further information. This indicated that location was generally around Christchurch.

Around three quarters of those who indicated that they had given up trying to hail a Hackney Carriage, also indicate that they had given up at a rank. Given

that most users do not face difficulties obtaining Hackney Carriages at ranks and hailing passing Hackney Carriages is rarely undertaken, it seems unlikely that so many respondents faced difficulties both at the ranks and through hailing.

***Have you wanted to book a Hackney Carriage specifically, as opposed to a Private Hire Vehicle, by telephone or online, for immediate travel, in the last 3 months and had to make alternative arrangements because a Hackney Carriage was not available within a reasonable time?***

	Face to face	Online
Yes	0%	7.5%
No	100%	92.5%

***If yes, how long approximately was the wait time quoted?***

Wait time quoted	
Up to 20 minutes	25.0%
20 – 30- minutes	0%
30 – 60 minutes	50.0%
1 – 2 hours	25.0%
Over 2 hours	0%
No availability	0%

Almost half of those who had to make alternative arrangements to booking a Hackney Carriage by telephone, also indicated that they had given up at a rank.

***Do you have regular access to a car?***

	Face to face	Online
Yes	79.4%	85.4%
No	20.6%	14.6%

***Have you or anyone you know faced difficulty with availability of a wheelchair accessible licensed vehicle when you needed one? e.g. none available when it was needed?***

	Face to face	Online
Yes	2.9%	7.9%
No	97.1%	92.1%

Respondents were asked to provide further details of what difficulties were faced.

The majority of difficulties related to availability of wheelchair accessible vehicles. When booking in advance, there can be difficulties booking before the day that the vehicle is required. Booking on the same day runs the risk of no vehicles being available at the times required.

Bookings for immediate travel can lead to a lengthy wait until a vehicle was available.

***What is your residential status?***

	Face to face	Online
Permanent resident	94.1%	100%
Student	5.9%	0%
Visitor	0.0%	0%
Tourist	0.0%	0%

***Which best describes your gender?***

	Face to face	Online
Female	26.5%	19.5%
Male	73.5%	78.0%
Gender neutral		0%
Prefer not to say		2.4%

***Which of the following age groups do you fall into?***

	Face to face	Online
Under 16 years old	0%	0%
16 – 29 years old	2.9%	4.9%
30 – 64 years old	81.4%	80.5%
Over 64 years old	15.7%	14.6%

Respondents were asked if they had any other comments that they would like to make. The following comments are representative of the comments received.

*"Severe language difficulties amongst the foreign drivers accompanied with no local knowledge. I feel that they should all have to take a language test along with relevant local knowledge testing as its a bit discerning when you are in a car and they are taking more notice of the sat nav and not the road."*

*"The taxis are very expensive compared to other towns in the country we tend to use more cabs when visiting relatives in other parts because they are cheaper than buses."*

*"Please look at the age limit on vehicles."*

*"The appalling standard of driving makes me only get a cab when there is absolutely no other option."*

*"Make all taxis the same colour and make all drivers wear a uniform with clear ID."*

*"Prices are extremely high. The council should open to services like Uber / Grab."*

*"I have always found the Hackney Carriage drivers very good."*

*"Trying to get through Post Office Road, Christchurch on a Saturday night when the taxis are double parked, and on the pavement near Thomas Tripp, and drivers are very rude if you ask them to move, what happened to the inspectors who used to make sure this did not happen before this should be used again."*

## Poole public consultation results

***In the last 3 months, have you made one or more trips by Hackney Carriage or Private Hire Vehicle in Poole? If yes, was this a Hackney Carriage or Private Hire Vehicle?***

	Face to face	Online
Yes, Private Hire	40.0%	29.6%
Yes, Hackney Carriage	33.3%	29.6%
Yes, both types or don't know	17.1%	33.3%
No	9.5%	7.4%

***How frequently do you travel by Hackney Carriage or Private Hire Vehicle in Poole?***

	Face to face	Online
Almost daily	3.8%	7.4%
Once a week	2.9%	13.0%
A few times a month	23.8%	27.8%
Once a month	55.2%	14.8%
Less than once a month	10.5%	31.5%
Never	3.8%	5.6%

***For what reason do you use a licensed vehicle (Hackney Carriage or Private Hire Vehicle) in the Poole area? (please indicate all the reasons that you have used a licensed vehicle in the last 3 months)***

	Face to face	Online
Medical	0.0%	22.6%
Leisure	54.4%	75.5%
Work	14.5%	17.0%
Education	15.7%	1.9%
Shopping	37.5%	15.1%
Other	4.8%	

***How do you normally book a licensed vehicle within this area?***

	Face to face	Online
At a rank	3.8%	9.8%
Hailed in street	12.4%	0.0%
Telephone	63.8%	70.6%
Freephone	16.2%	3.9%
Mobile App	3.8%	15.7%
Other		



***How frequently do you travel by Hackney Carriage, obtained from a taxi rank, as opposed to a pre-booked Private Hire Vehicle or Hackney Carriage, in Poole? i.e. with a taxi sign on the roof.***

	Face to face	Online
Daily	0.0%	3.7%
Weekly	0.0%	7.4%
A few times a month	3.8%	14.8%
Monthly	28.6%	13.0%
Less than once a month	44.8%	24.1%
Don't remember	3.8%	25.9%
Can't remember seeing a hackney in area	11.4%	3.7%
Never	7.6%	7.4%

***Could you tell us which taxi ranks you would normally use or would consider visiting?***

The following ranks were identified. The ranks are listed in decreasing order of popularity.

- Dolphin Centre
- Railway Station
- High Street
- Poole Quayside
- Ashley Cross

***Is there any location in Poole where you would like to see a new taxi rank?***

9% of face to face respondents and 23% of online respondents indicated that they would like to see new taxi ranks. Not all respondents provided suggestions for new rank locations. However, some locations were suggested. These were:

- Near the Lord Wimborne.
- Tower park
- By the Lighthouse in Poole
- Castle hill, Bournemouth Road. After the Royal Mail post office and not outside Golden Kebab. Too dangerous!!
- Poole quay
- At the Hospital.
- Behind bus station
- Back of Sainsburys
- By Wetherspoons
- In the Bus Station

Most of the suggested locations already have a taxi rank at the location or nearby. However, most of these ranks are unused.

***Have you had any problem with the local Hackney Carriage service? (indicate as many as apply) Please note, this relates specifically to Hackney Carriages only.***

	Face to face	Online
Design of vehicle	23.8%	11.1%
Driver issues	13.3%	50.0%
Position of ranks	19.0%	5.6%
Delay in getting taxi	35.2%	25.0%
Cleanliness	20.0%	13.9%
Price	18.1%	30.6%
Other	3.1%	5.6%

Respondents who answered 'Other' were asked to elaborate. The following other problems were identified:

- Difficulty in pre booking wheelchair accessible car
- Charging extra for card payments
- Taxi company confusion with bookings
- Lack of enforcement.
- Pollution from idling engines while waiting

***What would encourage you to use Hackney Carriages or use them more often (indicate top 2 reasons)***

	Face to face	Online
Nothing	31.4%	16.0%
Better vehicles	13.3%	14.0%
More Hackney Carriages I could phone for	39.0%	6.0%
Better drivers	15.2%	28.0%
More Hackney Carriages I could hail or get at a rank	13.3%	12.0%
Better located ranks	0%	2.0%
Cheaper fares	23.8%	58.0%
Other	12.4%	11.0%

Respondents who answered 'Other' were asked to elaborate. The following other factors were identified:

- Ability to pay by card, or order via app
- Better advertising
- Electric vehicles

***Do you consider you, or anyone you know, to have a disability that means you need and adapted vehicle? (Not necessarily a licensed vehicle)***

	Face to face	Online
No	97.1%	80.8%
Yes - I need a wheelchair accessible vehicle	1.9%	1.9%
Yes - someone I know needs a wheelchair accessible vehicle	1.0%	11.5%
Yes - I need an adapted vehicle but not wheelchair accessible	0.0%	1.9%
Yes - someone I know needs an adapted vehicle but not wheelchair accessible	0.0%	3.8%

***Have you or anyone you know faced difficulty obtaining a wheelchair accessible licensed vehicle?***

	Face to face	Online
Yes, me or someone I was travelling with faced difficulty obtaining a wheelchair accessible vehicle	0.0%	4.7%
Yes, someone I know has faced difficulty obtaining a wheelchair accessible vehicle	0.0%	11.6%
No	100.0%	81.4%
Not sure	0%	2.3%

***If you answered the previous question as yes, could you tell us more about what type of difficulties were faced?***

- My mother in law has a high back wheelchair and we booked one for a specific time then it was cancelled on us as it was needed for school work
- There were only 2 available in the area so we had to wait 3 hours for one to become available and pick up a wheelchair for us first (this was to come home from hospital )
- Because it was a short distance no driver was interested and wanted to charge me more as a fixed fare and said he could do that as its supply

and demand and had been waiting on the rank for more than an hour and he didn't want to come off for a short fare

- Lack of availability
- No help with boarding.
- Refusal of large companies to book in advance makes it stressful when trying to get to appointments. Happily, we have now found small company that provides brilliant service

***If you arrived at a rank and there were saloon and wheelchair accessible vehicles there, which vehicle would you choose?***

	Face to face	Online
The first one available	100.0%	80.9%
The saloon type	0.0%	19.1%
Wheelchair accessible	0.0%	0.0%

Those who didn't choose the first one available were asked for the reason for their preference. Those choosing saloon cars indicated that they would leave the wheelchair accessible vehicle for those that needed one, or that saloon cars were more comfortable. Those choosing a wheelchair accessible vehicle indicated that they preferred the larger vehicles as there was better legroom and head room.

None of the respondents indicated that they would choose a wheelchair accessible vehicle in order to carry a wheelchair.

***Have you wanted to hire a Hackney Carriage in the last 3 months at a taxi rank [i.e. NOT by flagging down a passing hackney carriage and not by pre-booking by telephone, app or online] and given up or made alternative arrangements for travel because none were available?***

	Face to face	Online
Yes	0.0%	17.0%
No	100.0%	83.0%

Respondents who indicated that they had given up or made alternative arrangements were asked where they had given up trying to hire a Hackney Carriage, in order to validate that the locations were actually at taxi ranks. Two thirds of the online respondents indicated valid taxi rank locations. The most common locations were the Poole Quay and Dolphin Centre ranks. In addition, the railway station late at night and Ashley Cross were also identified.

***If Hackney Carriages were more reliably available at taxi ranks when you needed one, would you use them more frequently?***

	Face to face	Online
Yes	3.8%	29.4%
No	96.2%	70.6%

***Have you wanted to hire a Hackney Carriage in the last 3 months by flagging down [i.e. not at a rank] and given up or made alternative arrangements for travel because none were available?***

	Face to face	Online
Yes	0%	22.0%
No	100%	78.0%

Respondents who indicated that they had given up or made alternative arrangements were asked where they had given up trying to hire a Hackney Carriage, in order to validate that the responses. Some of the responses indicated that they were at taxi ranks and hence, not hailing locations. Some indicated that the lack of availability related to locations outside Poole and some did not provide further information. The remaining locations which could be classified as hailing locations equated to around a sixth of those which indicated that they had given up trying to flag down a Hackney Carriage. i.e. around 3.6% of respondents.

***Have you wanted to book a Hackney Carriage specifically, as opposed to a Private Hire Vehicle, by telephone or online, for immediate travel, in the last 3 months and had to make alternative arrangements because a Hackney Carriage was not available within a reasonable time?***

	Face to face	Online
Yes	0%	11.8%
No	100%	88.2%

***If yes, how long approximately was the wait time quoted?***

Wait time quoted	
Up to 20 minutes	33.3%
20 – 30- minutes	16.7%
30 – 60 minutes	50.0%
1 – 2 hours	0%
Over 2 hours	0%
No availability	0%

Two thirds of those who had to make alternative arrangements to booking a Hackney Carriage by telephone, also indicated that they had given up at a rank.

***Do you have regular access to a car?***

	Face to face	Online
Yes	75.2%	78.8%
No	24.8%	21.2%

***Have you or anyone you know faced difficulty with availability of a wheelchair accessible licensed vehicle when you needed one? e.g. none available when it was needed?***

	Face to face	Online
Yes	1.0%	15.7%
No	99.0%	84.3%

Respondents were asked to provide further details of what difficulties were faced.

All identified difficulties related to availability of wheelchair accessible vehicles. When booking in advance, there can be difficulties booking before the day that the vehicle is required. Booking on the same day runs the risk of no vehicles being available at the times required.

Bookings for immediate travel often led to a lengthy wait until a vehicle was available.

Most wheelchair accessible vehicle travel was booked by telephone. It was not always clear from the questionnaire feedback, whether bookings were made with private hire operators or directly with drivers. However, one respondent indicated that they had managed to overcome some of the issues faced by using a smaller provided who was able to make more reliable provision of wheelchair accessible vehicles.

***What is your residential status?***

	Face to face	Online
Permanent resident	96.2%	100.0%
Student	3.8%	0.0%
Visitor	0.0%	0.0%
Tourist	0.0%	0.0%

***Which best describes your gender?***

	Face to face	Online
Female	28.6%	35.8%
Male	71.4%	58.5%
Gender neutral	0.0%	0.0%
Prefer not to say	0.0%	5.7%

***Which of the following age groups do you fall into?***

	Face to face	Online
Under 16 years old	2.9%	0%
16 – 29 years old	78.1%	3.7%
30 – 64 years old	19.0%	53.7%
Over 64 years old	0.0%	42.6%

Respondents were asked if they had any other comments that they would like to make. The following comments are representative of the comments received.

"Taxis (Hackney and Private Hire) in Poole are too expensive and most drivers aren't local and don't know the area. I often have to tell them where to go."

"It would be nice to be able to get a cab and not worry about if I had cash for the fare - if all cabbies took card payments as standard."

"Do all drivers have to take a test? Sometimes they seem very new to the area, have no idea where anything is and overcharge for going the wrong way."

"When I have got taxi from Poole, there some drivers who do not know where there going in Poole, because they say they don't know the area. Many of the drivers are from Christchurch, so they charge higher prices than the Poole taxis, which is expensive, but sometimes we need a taxi"

"More wheelchair taxis need to be made available especially considering the fact people are now living longer."

"What about the drivers? If the fare is based on the average 2 mile journey (which doesn't exist!!) then surely the fare should be that 2 mile minimum? Sitting on ranks for hours on end and someone wants to go 500yds. Up the road is just not worth doing. Poole council keep putting more and more taxis on the road. We all know the High Street is dying, so less people in the town. Costs of fuel, insurance, cars and living costs are going through the roof and no one cares about the driver's welfare. Attacks and people doing 'runners'

have increased. Who cares? No one. As long as the drivers are prepared to sit out there for hours and hours no one cares. BUT should there be a problem with the trains and/or buses and the taxis start to get busy then everyone starts shouting that (there aren't enough cabs) and then the council think how we need some more! Out of town taxis and ph's are parked up all over the town waiting for radio work, BUT should someone walk up and ask if they are for hire, then it's a quick look around, and jump in. Then getting their control to put a job on the books! It's about time that taxi drivers were given some respect for doing a very difficult job with no guarantee of any income."

"Advertising ,remember the elderly don't use a computer."

"Why are Taxi fares are much more expensive than those up North, fuel not cheaper in North."

"Some drivers do not speak good English and do not know their way around. One case we had to direct the driver to the location as he was going in the wrong direction. Higher fare?"

"Taxi drivers in Poole are much friendlier than in other parts of the country."

"We live close to town. And have electric car."

"The old and antiquated law regarding Hackney plates should be scrapped and private hire vehicles should be hail-able and should also have a sign on the roof, plates should be issued along those on the continental lines ie no limit on the amount !."

"Bring on Uber, fast, efficient, competitive. I use it all the time whilst travelling around the UK."



## 5 Key stakeholder consultation

The following key stakeholders were contacted in line with the recommendations of the BPG:

- Supermarkets
- Hotels
- Individual pubs / night clubs
- Other entertainment venues
- Restaurants
- Hospitals
- Police
- Disability representatives
- Rail operators
- Other council contacts within all relevant local councils

Comments received have been aggregated below to provide an overall appreciation of the situation at the time of this survey. In some cases, there are very specific comments from given stakeholders, but we try to maintain their confidentiality as far as is possible. The comments provided in the remainder of this Chapter are the views of those consulted, and not that of the authors of this report.

Our information was obtained by telephone, email, letter or face to face meeting as appropriate. The list contacted includes those suggested by the Council, those drawn from previous similar surveys, and from general internet trawls for information. Our target stakeholders are as far as possible drawn from across the entire licensing area to ensure the review covers the full area and not just specific parts or areas.

For the sake of clarity, we cover key stakeholders from the public side separately to those from the licensed vehicle trade element, whose views are summarized separately in the following Chapter.

### Supermarkets

All of the supermarkets contacted felt that there were rarely any occasions when there was a problem with availability of licensed vehicles. The supermarkets contacted rarely got involved in ordering licensed vehicles for customers. Generally, customers made their own arrangements.

### Hotels

Hotels contacted felt that there was rarely any periods when availability was limited. Some of the larger hotels had arrangements with private hire providers if clients wanted the hotel to order them a licensed vehicle. Generally, guests made their own arrangements using mobile phones or apps.

## Public houses

Pub staff and door staff felt that there were generally licensed vehicles available, even at busy times around closing time on Friday and Saturday nights. A range of central licensed premises were contacted in Bournemouth, Poole and Christchurch. All indicated that there were taxi ranks near by and customers knew where they were if they wanted to use them. Many customers used apps or used their own phones to call a company. Comments were made specifically regarding Old Christchurch Road, that there were always lots of taxis there at night.

A range of licensed premises in non-central locations were also contacted. They rarely got involved in ordering a licensed vehicles for customers, but felt that there were never any complaints about availability from clients.

## Night clubs

Night club door staff felt that there were normally plenty Hackney Carriages at the main night time ranks. It was thought that most customers phoned for a licensed vehicle. This sentiment was the case for all three areas.

## Restaurants

All of the restaurants contacted felt that they were not aware of any issues with awareness of licensed vehicles for customers. Most restaurants indicated that their customers made use of local licensed vehicles. All said customers usually made their own bookings. Some of the more central restaurants felt that the proximity of taxi ranks meant that the location was well served for provision.

## Hospitals

Christchurch Hospital staff felt that patients and visitors normally managed to obtain licensed vehicles when they required them. People would normally make their own arrangements and reception staff were not aware of how arrangements were made, other than they generally didn't get involved. There is public transport information available at the hospital.

Bournemouth Hospital staff indicated that there was a taxi rank nearby and there were often taxis waiting there. However, if patients or visitors needed to hire a licensed vehicle, this was normally arranged so that the pickup was within the hospital grounds, rather than at the rank. No issues with availability were felt to exist.

Poole Hospital staff indicated that there was a taxi rank nearby. Though, patients and visitors would not necessarily wait there and would phone to book

a licensed vehicle. The pickup for a licensed vehicle may often be arranged to be at the taxi rank.

#### Police

Police officers in each area were contacted informally on street. Generally it was felt that there were sufficient licensed vehicles to clear the streets, when the licensed premises closed. Vehicle congestion along Old Christchurch Road can be an issue late at night.

#### Disability

Disability organisations were contacted and some responses received. However, no particular issues were identified as persistent and significant.

## 6 Trade stakeholder views

The BPG encourages all studies to include 'all those involved in the trade'. There are a number of different ways felt to be valid in meeting this requirement, partly dependent on what the licensing authority feel is reasonable and possible given the specifics of those involved in the trade in their area.

The most direct and least costly route is to obtain comment from trade representatives. This can be undertaken by email, phone call or face to face meeting by the consultant undertaking the study. In some cases to ensure validity of the work being undertaken it may be best for the consultation to occur after the main work has been undertaken. This avoids anyone being able to claim that the survey work was influenced by any change in behaviour.

Most current studies tend to issue a letter and questionnaire to all hackney carriage and private hire owners, drivers and operators. This is best issued by the council on behalf of the independent consultant. Usual return is now using an on-line form of the questionnaire, with the option of postal return still being provided, albeit in some cases without use of a freepost return. Returns can be encouraged by email or direct contact via representatives.

Some authorities cover private hire by issuing the letter and questionnaire to operators seeking they pass them on when drivers book on or off, or via vehicle data head communications.

In all cases, we believe it is essential we document the method used clearly and measure response levels. However, it is also rare for there to be high levels of response, with 5% typically felt to be good and reasonable.

For this survey, the primary means of consultation was through an online survey. Links to the survey were distributed by the Council licensing department to members of the trade.

In addition to the online survey, some informal consultation was undertaken directly with members of the trade at taxi ranks.

Responses to the online survey are presented in this section. Responses are separated by licensing area and grouped by Hackney Carriage and private hire drivers and vehicle owners, who don't normally drive.

The online survey received 251 responses.

Respondents were asked if they normally drove a Hackney Carriage or private hire vehicle. Responses were as follows:

Hackney Carriage 47.6%

Private Hire Vehicle 38.8%

Both types of vehicles 8.8%

I own (or represent the owner of) one or more licensed vehicles but don't normally drive. 3.6%

Retired P H driver 0.4% (1 respondent)

Hold a hackney and private hire licence 0.4% (1 respondent)

I have never driven one of Hackney or Private hire Vehicle since I had taxi licence. 0.4% (1 respondent)

### Hackney Carriage Driver responses

These responses include both Hackney Carriage drivers and those who drive both types of vehicles.

#### ***Are you a Hackney Carriage owner?***

	Bournemouth	Christchurch	Poole
Yes	55.9%	95.0%	77.4%
No	44.1%	5.0%	22.6%

#### ***How long have you been involved in the Licensed Vehicle trade in this area?***

	Bournemouth	Christchurch	Poole
0 to 2 years	7.9%	10.5%	4.2%
3 to 5 years	13.2%	52.6%	33.3%
6 to 10 years	5.3%	15.8%	12.5%
11 to 15 years	31.6%	5.3%	20.8%
16 to 20 years	23.7%	10.5%	8.3%
Over 20 years	18.4%	5.3%	20.8%

***Besides any hires obtained from taxi ranks and excluding any regular contract hires, do you undertake any hires which are pre-booked, either directly with you or through a third party?***

	Bournemouth	Christchurch	Poole
Yes	28.9%	68.4%	66.7%
No	71.1%	31.6%	33.3%

***If yes, on average, how many hires do you normally undertake each day which are obtained in this way, from Monday to Thursday?***

	Bournemouth	Christchurch	Poole
1 - 5 per day	36.4%	53.8%	31.3%
6 - 10 per day	36.4%	23.1%	50.0%
11 - 20 per day	9.1%	23.1%	12.5%

***If yes, on average, how many hires do you normally undertake each day which are obtained in this way, on Friday?***

	Bournemouth	Christchurch	Poole
1 - 5 per day	27.3%	46.2%	31.3%
6 - 10 per day	45.5%	23.1%	56.3%
11 - 20 per day	18.2%	23.1%	
21+ per day		7.7%	12.5%

***If yes, on average, how many hires do you normally undertake each day which are obtained in this way, on Saturday?***

	Bournemouth	Christchurch	Poole
1 - 5 per day	27.3%	38.5%	18.8%
6 - 10 per day	27.3%	15.4%	43.8%
11 - 20 per day	27.3%	15.4%	
21+ per day		7.7%	12.5%

***Do you undertake regular hires, such as contract hires?***

	Bournemouth	Christchurch	Poole
Yes	18.2%	25.0%	40.0%
No	81.8%	75.0%	60.0%

***If yes, on average, how many hires do you normally undertake each day which are obtained in this way, from Monday to Thursday?***

1 - 5 per day	75.0%	80.0%	91.7%
6 - 10 per day	16.7%	20.0%	8.3%

***If yes, on average, how many hires do you normally undertake each day which are obtained in this way, on Friday?***

1 - 5 per day	66.7%	60.0%	91.7%
6 - 10 per day	8.3%	20.0%	

***If yes, on average, how many hires do you normally undertake each day which are obtained in this way, on Saturday?***

1 - 5 per day	50.0%	40.0%	16.7%
6 - 10 per day		40.0%	

***Respondents were asked how many hours they worked each day. The total weekly hours are classified as follows.***

	Bournemouth	Christchurch	Poole
Up to 10	3.2%		3.3%
11 to 30	22.2%	5.0%	13.3%
31 to 50	33.3%	10.0%	30.0%
51 to 70	17.5%	50.0%	16.7%
71 to 90	20.6%		10.0%
91+	3.2%	35.0%	26.7%

***Is there sufficient rank space in the area where you obtain most of your hires?***

	Bournemouth	Christchurch	Poole
Yes	22.4%	15.0%	32.3%
No	77.6%	85.0%	67.7%

***Do you think new ranks are required?***

	Bournemouth	Christchurch	Poole
Yes	61.2%	80.0%	64.5%
No	38.8%	20.0%	35.5%

The following suggestions were received for new ranks. The suggestions are listed in reducing order of popularity.

*Bournemouth rank suggestions*

- Horseshoe common, at Cameo night club
- Lansdowne
- Hinton Road
- Southbourne
- Full time rank on Holdenhurst Road
- Castlepoint
- Dean Park Crescent
- Fir Vale Road
- Pier Approach

*Christchurch rank suggestions*

- Stour Road, near Railway Station
- Somerford Sainsbury
- Waitrose
- Hospital
- Queens Avenue
- Barrack Road near Iford Roundabout

*Poole rank suggestions*

- Poole Bus Station
- Ashley Cross Green near Dancing Moose
- Banks Rd near Rick Stein
- Shore road near Sandbanks beach
- Rockley Sands caravan park
- Poole quay area when the quay is closed.
- Tower Park
- Another rank in Ashley Cross area; Civic Centre area

***Are there sufficient Hackney Carriages in the area where you normally operate, to meet current levels of demand?***

	Bournemouth	Christchurch	Poole
Yes, too many	71.2%	75.0%	43.3%
Yes, generally sufficient	21.2%	10.0%	30.0%
No, not during all periods	3.0%	5.0%	23.3%
No opinion	1.5%	5.0%	
Don't know	3.0%	5.0%	3.3%



***If you feel that there are not sufficient Hackney Carriages at certain times, at which periods are more Hackney Carriages required?***

Most respondents indicated that they felt there were insufficient Hackney Carriages available all day and all night. One respondent indicated that they felt that mid afternoon during 'school run time' there can be insufficient provision.

***How do you rate the following statements?***

*'There is not enough work to support the current number of Hackney Carriages in the area where I work'*

	Bournemouth	Christchurch	Poole
Strongly disagree	10.4%		29.0%
Disagree	4.5%	10.5%	
Neither agree or disagree	6.0%	5.3%	12.9%
Agree	16.4%	15.8%	25.8%
Strongly agree	62.7%	68.4%	32.3%

*'There are special circumstances in the area where I work that make the implementation or retention of a limit to the number of Hackney Carriages essential'*

	Bournemouth	Christchurch	Poole
Strongly disagree	10.9%	5.3%	22.6%
Disagree	4.7%		9.7%
Neither agree or disagree	10.9%	26.3%	25.8%
Agree	28.1%	31.6%	22.6%
Strongly agree	45.3%	36.8%	19.4%

*'A limit to the number of Hackney Carriages which may be licensed would provide benefits to the public'*

	Bournemouth	Christchurch	Poole
Strongly disagree	6.3%		29.0%
Disagree	6.3%	10.0%	3.2%
Neither agree or disagree	12.5%	15.0%	19.4%
Agree	26.6%	30.0%	29.0%
Strongly agree	48.4%	45.0%	19.4%

***Licensing of Hackney Carriages is currently separated into the three constituent authorities which merged to create the new Council. If the licensing areas of Bournemouth, Christchurch and Poole were merged to form a single licensing zone, for Hackney Carriages, for the whole authority area, would this offer any particular benefits or dis-benefits to the trade? Would such a merger of licensing zones into a single licensing zone lead to any changes in the way which people operate Hackney Carriages?***

Responses from Bournemouth drivers were largely consistent. They felt that Christchurch and Poole Hackney Carriages would work in Bournemouth, leaving their original licensing areas under served. Rank space in Bournemouth is already insufficient at the main ranks and more vehicles operating in the area would exacerbate the problem.

Customers expect Hackney Carriage drivers to know the area they are picking up in. Out of area drivers would not have the same level of knowledge.

If all Hackney Carriages were able to operate in Bournemouth, then this would dilute the existing earnings of Bournemouth drivers.

The responses from Christchurch drivers were strongly in favour of a merger of zones. It was recognised that some drivers would operate in Bournemouth and it was felt that this would lead to higher earnings for Christchurch drivers. A justification of such a merger of zones was that this would help to meet demand at peak times. A further justification was that a merger would enable Christchurch drivers to pick up a return fare, from Bournemouth or Poole.

Responses from Poole drivers were mixed, but generally not in favour of merging zones. Reasoning was similar to that offered by Bournemouth drivers, including issues with lack of local knowledge and excessive numbers of vehicles trying to access ranks.

It was felt that at times, particularly at weekends, drivers may focus on Bournemouth, leaving demand in Poole unmet.

***Respondents were asked if they had any other comments that they would like to make. The following responses are representative of similar submissions made by respondents.***

#### **Bournemouth comments**

"There are no traffic wardens at night and many of our taxi ranks are unusable because private vehicles are parked on them most of the night making it impossible to do our jobs safely. Our customers suffer because we can't pick them up and we lose business."

"As Bournemouth hackney driver for 14 years we find our self working in extremely under pressure the busiest rank been taken away to find our self in smallest rank."

"I think there are far too many taxis its flooded enough. A merger would cause me to leave the trade. Apps are killing trade as well."

"There are too many out of town taxis picking up in Bournemouth, plus p/h picking flag downs."

"It is a good idea that EVERY taxi driver is spot checked every now and then. There are clearly drivers out here that DON'T have a licence, or have passed any knowledge test. Also, drug testing should be made during evening especially for drivers. Also monthly meetings with council members and Police would be a good idea for any driver to attend and bring forward any concerns."

"There is not enough work for existing Bournemouth Hackneys as it is. One zone for all Hackneys will destroy the night trade in Bournemouth - being the busiest town of the three."

"We need the Horseshoe Common rank to be back. It was the busiest rank in Bournemouth."

"Bournemouth licensed drivers are already suffering from an influx of cars operating in our area which are licensed in Poole and particularly Christchurch. The licensing authority should be doing more to ensure that drivers undertake the majority of their work in their licensed area as stipulated in the licensing rules. The licensing areas should not be merged unless substantial compensation is to be paid to Bournemouth owners and drivers for loss of plate value and loss of business."

"Council are failing in the policing of the trade , i.e . Many out of area cabs illegally plying for hire ( Southampton, Gosport , Portsmouth cabs etc ) in Bournemouth."

"I feel that there are more than enough taxis and private hire cars working the three areas already. Any more would just dilute the work even more meaning less earnings for all. Leave it as is."

"The licensing team and management needs to work on their professionalism and treat the drivers in the right manner."

"We have Uber private hire from Portsmouth operating in Bournemouth. This practice should be stopped as they are not licensed to operate here."

"I have been driving cabs for over 20 years and one of our biggest problems is bad drivers, filthy cars and scruffy drivers. I missed out on a plate the last time and still couldn't understand why drivers who already had a plate were issued another. The council rule states you must work your plate 40 hours per week, impossible if you have 2. Please sort out the bad corrupt drivers and make them stick to the rule book."

"Ease the difficulty for the hackney carriages taxi exams in Bournemouth. It is much easier to pass in Poole or Christchurch. Making the Bournemouth exam harder means its more difficult to find a driver for a Hackney car."

"There is nowhere near enough Taxi Ranks, or for that matter in the right areas of Bournemouth, especially Horseshoe area where taxis were moved from their previous prime position rank to a much smaller rank 750 yards further up the same road in a wholly inappropriate area to what was previously held. Where the rank was, has now been taken up by unlicensed Private Cars doing cheap Facebook lifts, blatantly advertised on Facebook, some of which have 7,000+ members. There is absolutely no control by the Council as regards taxis, as there is no control of private car parking. Just a total free for all."

"I do think you place too much emphasis on wheelchair accessible vehicles, I use an estate car and find this ideal for wheelchair work. They easily fold up and pop in the back with room to spare. Could we please have some enforcement to keep Taxi Ranks clear, particularly Southbourne Grove and Heathcote rd. I am constantly asking people to move. Politely, but it is very frustrating. BT open reach seem to treat Heathcote Road as their private parking space as do many drivers."

### Christchurch comments

*"As we move more to App based bookings, the need for day-to-day rank spaces is declining, as Private Hire cars are covering this activity. However, at peak times there is always a high demand for rank spaces. Allowing all Hackney cars from all three authorities access to ranks, would certainly alleviate the situation."*

*"Let's built a better Bournemouth. One license, one taxi , one Bournemouth. Together we are stronger."*

*"Merging is essential."*

*"Need to cap Christchurch Hackney numbers to alleviate Driver poverty and so keep standards high. Please work with the GMB Union as many members Hackney independent drivers in Christchurch. More ranks needed in Waitrose, Sainsbury's and Christchurch Train station. Urgent attention needed. Independent Christchurch Hackney drivers struggling."*

*"I have been working as taxi driver/owner in the Christchurch borough for over 30 years and have been consulted over the years most recently by councillor Bernie Davies and through that period have witnessed a steady decline in standards so hopefully you will take seriously the comments of the more experienced drivers who have answered this survey perhaps then you might reach a sensible conclusion "*

### Poole Comments

"This merge will be difficult and unfair on the license holders as well as residents."

"How satisfied are the taxi licence holders?... Dis-satisfied should the merger happen, it would cause a lot of problems. The survey was more for demand which the authority conduct frequently but nothing there to state how the Drivers feel about this change! Do we want this change.NO!"

"We live in a market economy - The council should not regulate the number of taxi, except where making enough provision for user with particular needs such as disabled users."

"In all other case the free market should be allowed to determine the demand - it is unnecessary to have public and private hire vehicle. Making all vehicle public hire would have a benefit to the public."

"The Only issue with regards to licensing is that council is complicit in the Black Market trading in Taxis licensing plates."

"The size of night time economies determining the BLACK MARKET Cost of licenses in Poole £25,000, in Bournemouth £50,000. People are forced to rent from moguls at rates in Poole £100-150 per week and in Bournemouth £200-250 per week."

"Deregulation should be sought in order to increase people's earnings and low costs for passengers"

"A very big problem in this Bournemouth is the areas in the town which are closed at night which are not Policed. Local Taxis seen on cctv are liable to fines and loss of licence. But private vehicles and Taxis/Private hire vehicles use the areas with impunity. This gives face book lifts and Uber an unforeseen advantage over our properly licensed vehicles and increases the risk to the public from unlicensed drivers."

"Many drivers only work in peak hours they take the good work not the everyday stuff"

"I have to rent a licence from the owner of the Licence. I deserve the opportunity to get one from the council."

"There are more wheelchair accessible vehicles than are necessary."

"Hackney drivers with wheelchair access not doing wheelchair work at some Poole ranks. Also some elderly customers find it very difficult to get into the larger and higher vehicles."

"In my opinion there are sufficient wheelchair taxis. Many people in wheelchairs if able prefer to get out and sit in the vehicle. It would be better if large companies were require to have a percentage of their taxis as wheel chair accessible just as a certain percentage of taxis are since the issuing of an accessible plate each year for a number of years now."

"Pollution. Any new plates should be electric. More charging points at ranks car parks petrol stations supermarkets etc. Moving always from diesel older vehicles without dpf filters removed. A move to taxis being either petrol hybrid and electric."

"At present Poole issues 1 Hackney plate per year they have done this for at least the past 10 years there is now way too many Hackney plates, so I feel Poole should stop issuing more Hackney plates."

"The current increase of 1 new Hackney Plate in Poole ensures at least 1 new environmentally / wheelchair friendly vehicle each year. Although the demand for wheelchair accessible vehicles 'off the rank' in Poole is not high, the demand for them from retirement and care homes is slowly increasing as people are living longer. The number of housing complexes that cater solely for the 60+ age demographic in our area is on the increase. Statistics for Bournemouth show that 30% of the population are over 60 as opposed to 24% for the rest of the country as a whole. The current trend would likely see the figure for our area increase. Although I suspect that the majority of the Hackney trade in Poole would not want any more taxis on the streets, the number of wheelchair accessible cars is still vastly outweighed by those which are mainly saloon/estate vehicles. The cost of maintaining a purpose built wheelchair accessible vehicle is much higher than that of an ordinary car and therefore the extra revenue needed to even try to keep up with them can only be offset by being a Hackney carriage. It is my opinion that if no new plates are issued, then the number of wheelchair vehicles will either remain static or slightly decrease. No current non-wheelchair vehicle owner would voluntarily switch as the profit margins are much lower. This will be to the detriment of the population of Poole and its outlying areas."

"Concerns of private hires illegally pick up from the streets near ranks."

"Not enough checks done to see if private hires are sat on ranks, and correct drivers driving."

## Private Hire Driver responses

### ***Are you a Private Hire Vehicle owner?***

	Bournemouth	Christchurch	Poole
Yes	64.7%	68.4%	73.1%
No	35.3%	31.6%	26.9%

### ***How long have you been involved in the Licensed Vehicle trade in this area?***

	Bournemouth	Christchurch	Poole
0 to 2 years	4.0%	52.6%	11.5%
3 to 5 years	12.0%	31.6%	11.5%
6 to 10 years	34.0%	5.3%	26.9%
11 to 15 years	14.0%	10.5%	3.8%
16 to 20 years	18.0%		15.4%
Over 20 years	18.0%		30.8%

### ***Do you normally subscribe to a radio circuit, or similar, for bookings made through a booking office or operator?***

	Bournemouth	Christchurch	Poole
Yes	87.8%	76.5%	60.9%
No	12.2%	23.5%	39.1%

### ***If yes, on average, how many hires do you normally undertake each day which are obtained in this way, from Monday to Thursday?***

	Bournemouth	Christchurch	Poole
1 - 5 per day	14.0%	7.7%	14.3%
6 - 10 per day	34.9%	38.5%	35.7%
11 - 20 per day	39.5%	53.8%	42.9%
21+ per day	2.3%		



***If yes, on average, how many hires do you normally undertake each day which are obtained in this way, on Friday?***

	Bournemouth	Christchurch	Poole
1 - 5 per day	11.6%		7.1%
6 - 10 per day	18.6%	15.4%	14.3%
11 - 20 per day	41.9%	84.6%	64.3%
21+ per day	7.0%		

***If yes, on average, how many hires do you normally undertake each day which are obtained in this way, on Saturday?***

	Bournemouth	Christchurch	Poole
1 - 5 per day	7.0%		7.1%
6 - 10 per day	16.3%	15.4%	21.4%
11 - 20 per day	34.9%	69.2%	35.7%
21+ per day	14.0%	15.4%	7.1%

***Do you undertake regular hires, such as contract hires?***

	Bournemouth	Christchurch	Poole
Yes	43.1%	72.2%	52.0%
No	56.9%	27.8%	48.0%

***If yes, on average, how many hires do you normally undertake each day which are obtained in this way, from Monday to Thursday?***

1 - 5 per day	77.3%	76.9%	69.2%
6 - 10 per day	13.6%	15.4%	30.8%
11 - 20 per day		7.7%	
21+ per day	4.5%		

***If yes, on average, how many hires do you normally undertake each day which are obtained in this way, on Friday?***

1 - 5 per day	50.0%	61.5%	69.2%
6 - 10 per day	9.1%	15.4%	30.8%
11 - 20 per day	9.1%	15.4%	
21+ per day			

***If yes, on average, how many hires do you normally undertake each day which are obtained in this way, on Saturday?***

1 - 5 per day	22.7%	53.8%	46.2%
6 - 10 per day	9.1%	7.7%	7.7%
11 - 20 per day	9.1%	7.7%	
21+ per day		7.7%	

***Respondents were asked how many hours they worked each day. The total weekly hours are classified as follows.***

	Bournemouth	Christchurch	Poole
Up to 10			4.0%
11 to 30	14.3%	15.8%	12.0%
31 to 50	36.7%	21.1%	32.0%
51 to 70	36.7%	36.8%	44.0%
71 to 90	8.2%	10.5%	8.0%
91+	4.1%	15.8%	

***Licensing of Private Hire Vehicles is currently separated into the three constituent authorities which merged to create the new Council. If the licensing areas of Bournemouth, Christchurch and Poole were merged to form a single licensing zone, for Private Hire Vehicles, for the whole authority area, would this offer any particular benefits or dis-benefits to the trade? Would such a merger of licensing zones into a single licensing zone lead to any changes in the way which people operate Private Hire Vehicles?***

Responses from Bournemouth drivers were largely consistent. Several respondents indicated that many private hire vehicles effectively operate over all three areas currently if they work through one of the main operators, as they have a presence in each area.

Several respondents felt that the driver and vehicle standards and requirements for entry to the trade, are lower in Christchurch, than in Bournemouth. If Bournemouth vehicle and driver standards were applied across the whole area then this could be a benefit of a single licensing zone for private hire.

By having a single licensing team and office, several respondents indicated an expectation that licensing fees would be reduced, owing to improved efficiency and lower costs.

Some respondents felt that there would be a dis-benefit to the trade as earnings would drop.

The responses from Christchurch drivers were broadly similar to those from Bournemouth drivers. The differences in licensing standards were highlighted and consistent licensing across all areas was seen as a pre-requisite, especially with regard to knowledge of each area. It was noted that much of the private hire trade effectively operates across all three areas at present anyway. Some respondents suggested that a single licensing area would need to adopt consistent licensing requirements across the whole area.

Responses from Poole drivers were less consistent than in Bournemouth and Christchurch. There was a greater proportion of respondents who felt that a merged single private hire licensing area would offer more dis-advantages than advantages. However, several respondents indicated that private hire operated across the areas and that any change would have limited impact. The majority of responses were in favour of a single licensing area for private hire.

One respondent suggested that centralised licensing would make the licensing service less personal and require longer journeys to the licensing office.

It was noted that local knowledge standards to cover the three areas would need to be far more comprehensive.

***Respondents were asked if they had any other comments that they would like to make. The following responses are representative of similar submissions made by respondents.***

#### *Bournemouth comments*

"Too many illegal lifting in this area in social media lifts . Also to many Uber cars doing this job without Private Number plated. If any vehicle PH number is not plated surely, that vehicle is doing this business without a valid Private Hire insurance. Also, there are too many Private Hire cars coming from places such as New Forest, Portsmouth, Havant and London. Getting Private hire diver licence in Bournemouth is very hard. So these drivers coming to area without passed knowledge test. Usually, they don't know the roads. Technology could be used but anyone driving as a Taxi drivers or Private hire driver should have knowledge in the area they working."

"The deregulation act 2015 killed the taxi trade all the Christchurch cabs are in Bournemouth."

"Please merge the three together and accept that BCP is an established authority."

"Taxi drivers that don't know there area are charging too much .. i.e. going long ways and want £10 up front for a fiver job."

"The last thing this area needs is allowing all the taxis to be in Bournemouth. Why won't you use some of the ridiculously expensive licence fees to catch the illegals. £150 for me to show you my documents? And you do nothing to enforce the rules. It's a disgrace."

"My honest opinion is if the three councils taxi trade is put under one umbrella the trade in both Poole and Christchurch will suffer the most you have Hackney Carriage vehicles from Poole and Christchurch in side roads in all areas of Bournemouth."

"I think the answer in the near future is to regulate the trade and that is a mammoth job in it self good luck with which ever solution you are going to implement "

"Keep it separated"

"We would like regular surveys to be carried out every 6 to12 months. The feed back from the council will be greatly appreciated."

"Make all licensing rules as strict as Bournemouth in all areas."

"On the whole there far too many cars over the whole conurbation caused by Christchurch. Also, there is no one to police the legal state of cars i.e. illegal pickups, which are happening every day across the conurbation and to check the person who is licenced to drive the car is the actual driver!! And of course the Illegal internet lifts."

"Please allow UBER to operate officially in Bournemouth."

"It doesn't seem right that you licence yourself with one council and work wholly in another without having to pass a knowledge test."

"As a private hire driver, Bournemouth needs far more places in the town centre where we can legally pick up. Old Christchurch Road should be made a " tow away zone" after 10.pm for illegal parking. The illegal taxi cars and drivers which seem to operate outside the law need to be removed. Police the rules that are already in place."

"It is about time they were merged - I have had 4 criminal record checks with 4 different councils."

"Use the savings to prosecute Facebook and social media unlicensed drivers"

"The regulations or test for Licensing of Taxi driver has to be made same rather than Christchurch having a different or easier way of getting driver license and Bournemouth making literally tough ..All the test across the council should be same."

"If only one taxi area. What colour would private hire vehicles be?"

### Christchurch comments

"I feel that both hackney and ph cars should all be under one licence and that the zones we currently have are very confusing to the general public. It would provide continuity across the whole fleet stop division in the trade and make it far easier for the local authority to police."

"Feedback from customers shows a lack of professionalism from some new drivers."

"What are the council doing about the illegal lifts pages on Facebook and the infiltration of Uber and the like in our community?"

"All matters raised always are aimed at local taxis. As I offer a chauffeured airport service it would be nice if our areas were covered."

"Sometimes for private hires drivers is difficult to pick up a client in areas we're ranks are... We can't park to wait for client anywhere. For example, I had to pick a client at revolution bar. There is car park, which was full and a taxi rank on other side. I tried on time to stop there for 1 minute. A rank officer told me is not allowed. So I immediately drive. I had to call the client and meet him a bit further along the road. Its not OK when it's raining, for a client to run for a taxi. It's not good for us too. Client may cancel the job. We lose the fare. Maybe some help in this problem. Thank you."

"Councils MUST address operators from outside BCP operating inside BCP."

### Poole Comments

"There seems to be more daytime work in Poole as we always have taxis licenced in Bournemouth and Christchurch in the Poole area."

"I'd like to see the Deregulation Act 2015 repealed. It has led to all sorts of unforeseen issues to the detriment of the public and the trade."

"I feel licensing of hackney should be limited to local knowledge capability."

"I think there are too many licensed private hire/Hackney vehicles from outside of the BCP conurbation working in the area under local operators licenses."

"Although I have a Hackney Carriage Driver's Licence, I own and drive Private Hire vehicles as I own an Executive Car Service. So I found the questions awkward to answer."

"Wheel chair taxi should have disable blue badge for parking anywhere, including permission for double yellow line parking. One blue badge should work for all areas."

"I dare say this is a tick box exercise and minds have been made up. If you are really serious and nothing has already been decided then leave everything as it is. Offices in all areas, even if with only one staff member. No driver wants to travel to the other offices wasting fuel etc."

"Poole Council should be banned from giving licenses on the current format. How can you give drivers a license when they can barely speak English. They've let standards drop and it's disgusting. The number of complaints I receive from customers and a very very poor reflection on the area as a whole."

"There is not enough wheel chair vehicles over 24 hrs. A lot of them only come out at peak times."

"If Hackney merge to form a single licensing zone, then Poole and Christchurch area will not have any Hackney vehicle to serve those area because all hackney will stay in Bournemouth area since Bournemouth is relatively busy."

## 7 Evaluation of unmet demand and its significance

It is first important to define our specific view about what constitutes unmet demand. Our definition is when a person turns up at a hackney carriage rank and finds there is no vehicle there available for immediate hire. This normally leads to a queue of people building up, some of who may walk off (taken to be latent demand), whilst others will wait till a vehicle collects them. Later passengers may well arrive when there are vehicles there, but because of the queue will not obtain a vehicle immediately.

There are other instances where queues of passengers can be observed at hackney carriage ranks. This can occur when the level of demand is such that it takes longer for vehicles to move up to waiting passengers than passengers can board and move away. This often occurs at railway stations but can also occur at other ranks where high levels of passenger arrivals occur. We do not consider this is unmet demand, but geometric delay and although we note this, it is not counted towards unmet demand being significant.

The industry standard index of the significance of unmet demand (ISUD) was initiated at the time of the introduction of section 16 of the 1985 Transport Act as a numeric and consistent way of evaluating unmet demand and its significance. The ISUD methodology was initially developed by a university and then adopted by one of the leading consultant groups undertaking the surveys made necessary to enable authorities to retain their limit on hackney carriage vehicle numbers. The index has been developed and deepened over time to take into account various court challenges. It has now become accepted as the industry standard test of if identified unmet demand is significant.

The index is a statistical guide derived to evaluate if observed unmet demand is in fact significant. However, its basis is that early tests using first principles identified based on a moderate sample suggested that the level of index of 80 was the cut-off above which the index was in fact significant, and that unmet demand therefore was such that action was needed in terms of additional issue of plates to reduce the demand below this level, or a complete change of policy if it was felt appropriate. This level has been accepted as part of the industry standard. However, the index is not a strict determinant and care is needed in providing the input samples as well as interpreting the result provided. However, the index has various components which can also be used to understand what is happening in the rank-based and overall licensed vehicle market.



ISUD draws from several different parts of the study data. Each separate component of the index is designed to capture a part of the operation of the demand for hackney carriages and reflect this numerically. Whilst the principal inputs are from the rank surveys, the measure of latent demand comes from the public on-street surveys, and any final decision about if identified unmet demand is significant, or in fact about the value of continuing the current policy of restricting vehicle numbers, must be taken fully in the context of a careful balance of all the evidence gathered during the survey process.

The present ISUD calculation has two components which both could be zero. In the case that either are zero, the overall index result is zero, which means they clearly demonstrate there is no unmet demand which is significant, even if other values are high.

The first component which can be zero is the proportion of daytime hours where people are observed to have to wait for a hackney carriage to arrive. This is known as the Steady State Performance (SSP) coefficient. The level of wait used is an average wait of one minute or more for waiting passengers at an active location (a location with three or more hires during the hour in question). The industry definition of these hours varies, the main index user counts from 10:00 to 18:00 (i.e. eight hours ending at 17:59). The present index is clear that unmet demand cannot be significant if there are no such hours. The only rider on this component is that the sample of hours collected must include a fair element of such hours, and that if the value is non-zero, review of the potential effect of a wider sample needs to be considered.

The other component which could be zero is the test identifying the proportion of passengers which are travelling in any hour when the average passenger wait in that hour is greater than one minute. This is known as the General Incidence of Delay (GID) coefficient.

If both of these components are non-zero, then the remaining components of the index come into play. These are the peakiness factor, the seasonality factor, average passenger delay, and the latent demand factor.

Average passenger delay is the total amount of time waited by all passengers in the sample, divided by the total number of passengers observed who entered hackney carriages.

The seasonality factor allows for the undertaking of rank survey work in periods which are not typical, although guidance is that such periods should normally be avoided if possible particularly as the impact of seasons may not just be on the level of passenger demand, but may also impact on the level of supply. This is particularly true in regard to if surveys are undertaken when schools are active or not.

Periods when schools are not active can lead to more hackney carriage vehicles being available whilst they are not required for school contract work. Such periods can also reduce hackney carriage demand with people away on holiday from the area. Generally, use of hackney carriages is higher in December in the run-up to Christmas, but much lower in January, February and the parts of July and August when more people are likely to be on holiday. The factor tends to range from 0.8 for December (factoring high demand level impacts down) to 1.2 for January / February (inflating the values from low demand levels upwards).

There can be special cases where summer demand needs to be covered, although high peaks for tourist traffic use of hackney carriages tend not to be so dominant at the current time, apart from in a few key tourist authorities.

The peakiness factor is generally either 1 (level demand generally) or 0.5 (demand has a high peak at one point during the week). This is used to allow for the difficulty of any transport system being able to meet high levels of peaking. It is rarely possible or practicable for example for any public transport system, or any road capacity, to be provided to cover a few hours a week.

The latent demand factor was added following a court case. It comes from asking people in the on-street questionnaires if they have ever given up waiting for a hackney carriage at a rank in any part of the area. This factor generally only affects the level of the index as it only ranges from 1.0 (no-one has given up) to 2.0 (everyone says they have). It is also important to check that people are quoting legitimate hackney carriage rank waits as some, despite careful questioning, quote giving up waiting at home, which must be for a private hire vehicle (even if in hackney carriage guise as there are few private homes with taxi ranks outside).

The ISUD index is the result of multiplying each of the components together and benchmarking this against the cut-off value of 80. Changes in the individual components of the index can also be illustrative. For example, the growth of daytime hour queueing can be an earlier sign of unmet demand developing than might be apparent from the proportion of people experiencing a queue particularly as the former element is based on any wait and not just that averaging over a minute. The change to a peaky demand profile can tend towards reducing the potential for unmet demand to be significant.

Finally, any ISUD value must be interpreted in the light of the sample used to feed it, as well as completely in the context of all other information gathered. Generally, the guide of the index will tend not to be overturned in regard to significant unmet demand being identified, but this cannot be assumed to be

the case – the index is a guide and a part of the evidence and needs to be taken fully in context.

### Bournemouth evaluation

For this survey, using all the available data, the estimated average passenger delay shared between all passengers is 0.06 minutes (3.6 seconds). The area has higher demand on Friday and Saturday evenings as one would expect. However, the overall level of demand is not several orders of magnitude larger than day time demand, so demand is not considered to be peaked. The peak factor is therefore 1.0.

The proportion of active rank hours in weekday daytimes when there are average passenger wait times of one minute or more (SSP coefficient) is 2.6%.

0% of all passengers travelled in hours when there was an average passenger delay of a minute or more (GID coefficient).

Latent demand was 1.16 (using the worst case statistic from online survey feedback).

The combination of these coefficients provided an ISUD value of 0.0. This is a long way short of the industry standard cut-off of 80 taken to suggest that measured unmet demand is significant in terms of Section 16 of the 1985 Transport Act.

Incidences of passengers waiting for Hackney Carriages to arrive at the ranks were relatively infrequent.

No other information from the survey and consultation would suggest that there are issues associated with availability of Hackney Carriages at the ranks and this, coupled with the low ISUD score, indicates that the level of unmet demand is below that which would be considered significant. **Therefore, there is no significant unmet demand in Bournemouth.**

### Christchurch evaluation

For this survey, using all the available data, the estimated average passenger delay shared between all passengers is 0.22 minutes (13.2 seconds). The area has higher demand on Friday and Saturday evenings as one would expect. The level of peak demand is several orders of magnitude larger than day time demand, so demand is considered to be peaked. The peak factor is therefore 0.5.

The proportion of active rank hours in weekday daytimes when there are average passenger wait times of one minute or more (SSP coefficient) is 0.0%.

9.1% of all passengers travelled in hours when there was an average passenger delay of a minute or more (GID coefficient).

Latent demand was 1.3 (using the worst case statistic from online survey feedback).

The combination of these coefficients provided an ISUD value of 0.0. This is a long way short of the industry standard cut-off of 80 taken to suggest that measured unmet demand is significant in terms of Section 16 of the 1985 Transport Act.

Incidences of passengers waiting for Hackney Carriages to arrive at the ranks were relatively infrequent.

No other information from the survey and consultation would suggest that there are issues associated with availability of Hackney Carriages at the ranks and this, coupled with the low ISUD score, indicates that the level of unmet demand is below that which would be considered significant. **Therefore, there is no significant unmet demand in Christchurch.**

### Poole evaluation

For this survey, using all the available data, the estimated average passenger delay shared between all passengers is 0.18 minutes (10.7 seconds). The area has higher demand on Friday and Saturday evenings as one would expect. The level of peak demand is several orders of magnitude larger than day time demand, so demand is considered to be peaked. The peak factor is therefore 0.5.

The proportion of active rank hours in weekday daytimes when there are average passenger wait times of one minute or more (SSP coefficient) is 1.2%.

2.7% of all passengers travelled in hours when there was an average passenger delay of a minute or more (GID coefficient).

Latent demand was 1.12 (using the worst case statistic from online survey feedback).

The combination of these coefficients provided an ISUD value of 0.3. This is a long way short of the industry standard cut-off of 80 taken to suggest that measured unmet demand is significant in terms of Section 16 of the 1985 Transport Act.

Incidences of passengers waiting for Hackney Carriages to arrive at the ranks were relatively infrequent.

No other information from the survey and consultation would suggest that there are issues associated with availability of Hackney Carriages at the ranks and this, coupled with the low ISUD score, indicates that the level of unmet demand is below that which would be considered significant. **Therefore, there is no significant unmet demand in Poole.**

## 8 Summary, synthesis and study conclusions

This Taxi survey on behalf of BCP Council has been undertaken following the guidance of the BPG and other recent case history regarding unmet demand and its significance. This Report has drawn together all the evidence gathered to enable the licensing committee to determine if, at this present time, there is any evidence that observed unmet demand is significant according to the requirements of Section 16 of the 1985 Transport Act, and on that basis if, and at what level, the current limit on hackney carriage vehicle numbers can continue. This chapter summarises the key points from each chapter, draws a synthesis and conclusions together and make recommendations regarding the way forward. However, it must be reiterated that it is the Committee alone who need to be satisfied that their decision is robust and would stand up if scrutinized in Court.

### Background and context

Assessment of each of the three constituent areas (Bournemouth, Christchurch and Poole) which make up the BCP Council area, has been undertaken separately.

The Bournemouth and Poole areas currently operate a limit on the number of Hackney Carriages which may be licensed. Christchurch do not have a limit to the number of Hackney Carriages which may be limited.

Each of the areas has no significant unmet demand for Hackney Carriages. This leaves the authority free to maintain a defensible limit to the number of Hackney Carriages in Bournemouth and Poole. If the authority were to consider the introduction of a limit to the number of Hackney Carriages in Christchurch, then such a decision could be defended on the basis of lack of significant unmet demand for Hackney Carriages.

The following table presents the number of rank hires observed over the three days of survey, combined with the number of licensed Hackney Carriages in each area and the equivalent hires per Hackney Carriage over the three days.

Area	Bournemouth	Christchurch	Poole
Number of hires	6,024	660	1,605
Number of Hackney Carriages	248	135	87
Hires per Hackney Carriage over 3 days	24.3	4.9	18.4

The hires per Hackney Carriage statistics are lower than one would expect for Hackney Carriages which rely solely on rank hires for income and suggests that there is some reliance on other forms of hire, such as contracts and undertaking pre-booked hires (not from ranks). The feedback from the trade

and indeed observations around Bournemouth, Christchurch and Poole indicate that much of the Hackney Carriage fleets engage in pre-booked hires and contract hires.

The fleets were able to cope with peaks in demand on Friday and Saturday nights. This indicates that despite many vehicles engaging in pre-booked hires, there are still sufficient vehicles available to service peak rank based demand.

Feedback from stakeholders and the public did not provide any consistent indications that there are periods when there are significant shortages of provision.

There has been some feedback from the public that wheelchair users face limited availability of wheelchair accessible vehicles at times. This is a particular issue when attempting to book return trips. There was some indication from the feedback that some regular users of wheelchair accessible vehicles have been able to find a regular and reliable provider. However, others have not. In other areas, it has been found that one of the issues that wheelchair users and wheelchair accessible vehicle providers face, is a disconnect regarding information and communication. It may be the case that improved communication channels and focussed marketing may improve availability of and access to wheelchair accessible vehicles for users. Demand for wheelchair accessible vehicles is often suppressed as wheelchair users often have low expectations regarding availability, and so make fewer attempts to travel than able bodied people of similar age and economic position.

Christchurch Hackney Carriages were frequently observed in both Bournemouth and Poole, during the surveys. These vehicles appeared to be undertaking private hires. This was confirmed through the trade feedback. The larger private hire operators have a presence in each of the constituent areas and licensed vehicles from all areas operate across all of the areas on the main booking circuits. Consequently, when the trade were asked if there would be any benefit to operating a single licensing area (zone) for private hire, across the whole of the BCP area, this generally found more favour than objections. Several trade respondents indicated that for a single private hire area to operate effectively, a single set of licensing requirements should be adopted. It was felt that requirements in Bournemouth and Poole were more onerous for private hire, than in Christchurch. Several respondents felt that the highest standards should operate across the licensing area, should a single area be adopted. One potential issue with a single private hire licensing area, which was raised, was the level of local knowledge which could be required. If a detailed knowledge test became part of the licensing requirement, then this

would be far more difficult than any of the existing required knowledge requirements in Bournemouth or Poole.

The trade were asked views regarding combining the current three licensing areas for Hackney Carriages in to a single zone. We understand that this is not a proposal which is currently under consideration. However, the question was asked in order to gather views, should any such proposal be considered in the future.

If a single hackney carriage licensing area were to be implemented, it is likely that much of the existing combined fleet would focus on a few hot spots within Bournemouth and Poole, especially at night. This could leave other areas under served at these times. Such an approach would exacerbate existing capacity issues at ranks and potentially reduce levels of service through poor local knowledge of drivers from other areas within the BCP licensing area.

There are a large number of taxi rank locations in Bournemouth, and to a lesser extent in Poole, which are not regularly used. Some suggested new rank locations were actually at existing marked, but unused ranks, or close to these ranks. It may be worthwhile consulting with the trade whether the unused rank locations should be retained.

### **Rank observations**

The number of waiting Hackney Carriages at some of the ranks at the busiest times, exceeded the capacity of the marked rank areas. In particular, Old Christchurch Road in Bournemouth and Bournemouth Road (Ashley Cross) in Poole often had many more vehicles waiting to access the ranks than there was capacity on the marked rank area. For example, on Bournemouth Road, Hackney Carriages queue on the opposite side of the road, before accessing the back of the vehicle queue on the marked rank side of the road. Strictly speaking, traffic enforcement could require the vehicles waiting outside the extents of the marked rank, to be moved on. However, such a move would mean that the ranks could not operate effectively and passenger waiting would occur. Successful operation of these ranks depends on the level of availability of vehicles at these ranks. With current configuration, this requires accepting the presence of waiting Hackney Carriages, beyond the extents of the marked ranks.

### **Public consultation**

A reasonable sample of the population in each area were interviewed. A high proportion of respondents in both the face to face survey and online survey indicated that they generally pre-booked licensed vehicles. Rank hire was a minor means of obtaining a licensed vehicle.



There was some confusion regarding why all BCP licensed Hackney Carriages could not be hired off ranks or flagged down in all areas. For example flagging down a Bournemouth Hackney Carriage in Christchurch.

Latent unmet demand was notable in the online survey. This source of data needs to be treated with some caution. Often, people who complete the online questionnaire are motivated by a desire to complain and highlight problems which are disproportionate to their actual presence. Some online responses were completed multiple times by the same person. Such incidences were taken into account in the analysis.

### **Key stakeholder views**

Very few issues were identified by stakeholders. Those dealing with disability related issues felt that there could be some issues with some elements of service provided by licensed vehicles. However, no feedback was received which identified specific issues.

### **Formal evaluation of significance of unmet demand**

In each of the licensing areas, there was relatively little passenger waiting at the ranks, for Hackney Carriages to arrive. Some of the passenger waiting observed was at ranks with low levels of use at the time of observation. For example, ranks with fewer than three hires per hour. At such ranks, some passenger waiting is expected, owing to the low number of vehicles servicing the location. Persistent passenger queues for extended periods at busy ranks are normally indicators that there is not sufficient capacity to meet demand. There were no such persistent queues observed during the surveys. This is a strong indicator and supports the view that there is no significant unmet demand in any of the three constituent areas.

## 9 Recommendations

On the basis of the evidence gathered in this Taxi survey for Reading, our key conclusion is that there is no evidence of any unmet demand for the services of hackney carriages either patent or latent which is significant at this point in time in the Bournemouth, Christchurch or Poole licensing areas. The committee is therefore able to retain the present policy of limiting vehicle licences in Bournemouth and Poole. In addition, the committee may also wish to consider implementing a limit in Christchurch.