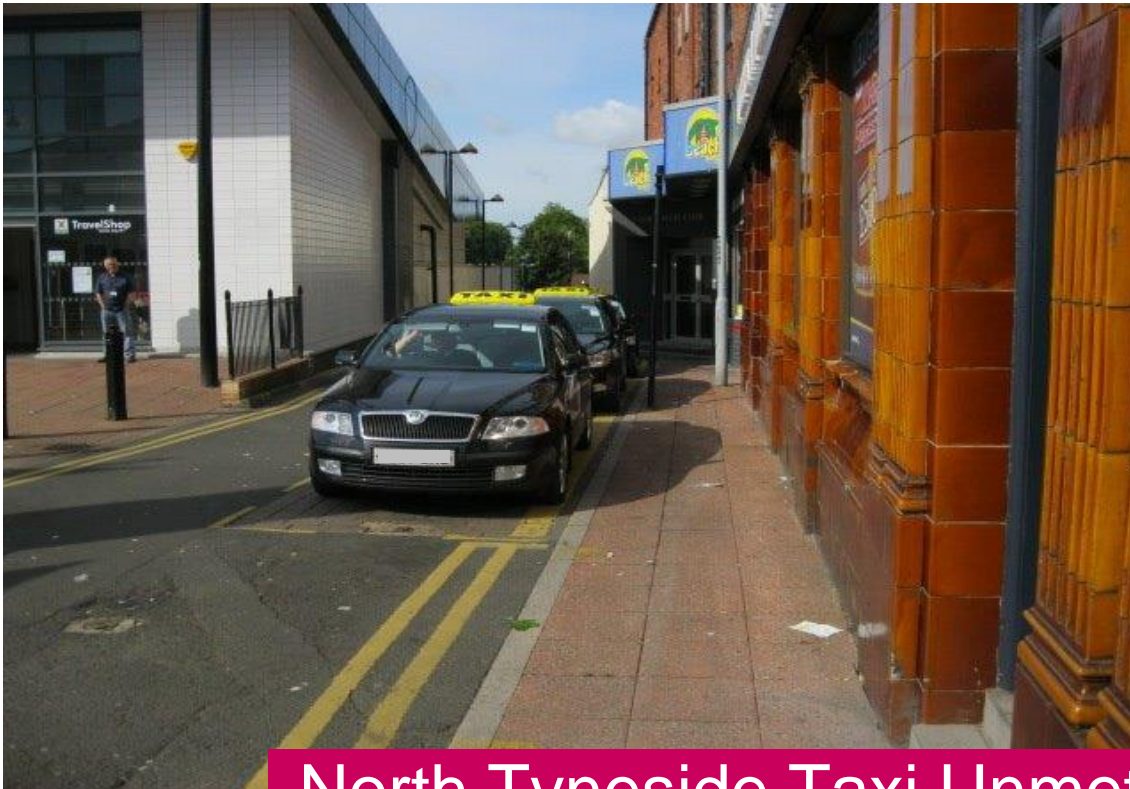




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North Tyneside
Taxi Unmet Demand Study 2016



North Tyneside Taxi Unmet Demand Study 2016

Report of Findings
December 2016

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Appendix A – Public Attitude Survey Summary

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Executive Summary

Hackney Carriages are a form of public transport with up to 8 seats for passengers. They are licensed to 'ply for hire', which means that they may stand at ranks or be hailed in the street by members of the public. North Tyneside Council is responsible for the licensing of Hackney Carriages within the borough. Licences for Hackney Carriages within North Tyneside are limited to 204.

The objective of the review is to assess the level of supply and demand in North Tyneside and to enable the Council to determine if there is any significant unmet demand.

This study obtains data for analysis through CCTV surveys, targeted consultations and public attitude surveys, with key areas of assessment including:

- Length of customer waiting time at ranks
- Frequency of street hailing's
- Frequency of telephone bookings
- Latent demand
- Peak demand
- Supply and demand of mixed fleet (wheelchair and saloon vehicles)

Those contacted as part of the targeted consultations include:

- The general public
- The local disability forum
- The local trade consultation group

The CCTV surveys commissioned assessed 11 official Hackney Carriage ranks and one feeder rank (12 sites in total). The ranks selected were those identified by North Tyneside Council as the most regularly used. The surveys cover a 72-hour period and over both weekday and weekend working during the school term to represent typical levels of supply and demand on weekdays and weekends during a neutral week.

Public attitude surveys using the pro forma shown in Appendix A seek the opinions of local residents and specific targeted stakeholder's groups including:

- The general public
- The local disability forum
- The Police
- User Groups – Including groups representing people with disabilities
- Other Transport Service Providers – Such as Nexus, Go North East, Arriva and Stagecoach
- Schools
- Other key business operators such as hoteliers, pub managers, club managers and managers of tourist attractions

The CCTV survey and the consultations showed that there are peaks and troughs in demand, with an average queueing time of 29 seconds. The evidence suggests that overall there is very little unmet demand.

The representative of the Hackney Carriage Association believed that the Hackney Carriage trade has reduced by 30-40% since 2012 and felt that the drop was so pronounced that it is self-evident that the cap on licenses does not need to increase and that there is no unmet demand.

The responses from the Trade Consultation Questionnaire indicated that supply exceeds demand which is also consistent with the results of the CCTV survey.

There are, however, short periods of excess demand, but there are methods of increasing supply without increasing the maximum number of licenses issued.



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The Hackney Carriage Survey identified issues surrounding the use and allocation of Wheelchair Accessible Vehicles. These include refusal to accept fares, a lack of necessary equipment within the vehicles, and the reluctance to use Hackney Carriages or preferences for alternative forms of transport.

Recommendations

The responses from the Hackney Carriage drivers' survey showed that some ranks would benefit from minor, local improvements. This would include installing guard rails at busy ranks to increase safety and reduce queue jumping, and ensure that the 'blue box lights' indicating the location of taxi ranks are present and working.

Both the Hackney driver survey and rank CCTV survey showed that some ranks are infrequently used. Using the results of the CCTV Survey as a basis for further investigation, it is recommended that those ranks identified that are underutilised are further reviewed. Consideration for new ranks in addition to or in place of redundant or under-utilised ranks should be given, particularly nearby to Metro and Rail terminals.

Barriers to wheelchair users using Hackney vehicles have been identified, despite there seemingly being a sufficient number of wheelchair accessible vehicles. It is recommended that this information is relayed to the relevant parties to investigate this issue further by determining whether or not there are any underlying issues.

As no significant unmet demand has been identified and there is evidence of significant time during the week that drivers do not perceive sufficient demand to make it worthwhile working, the current cap on license numbers should be maintained.

1. Introduction

1.1 Study Background

- 1.1.1 Capita has been commissioned by North Tyneside Council (NTC) to undertake a study that seeks to review the current level of supply and demand for taxi services, which in turn will establish if the current limit imposed on the number of licenses issued is sufficient.
- 1.1.2 Since 2004 the number of Hackney Carriages has been limited to 204 and this figure was reaffirmed by previous studies and surveys undertaken in 2009 and 2012 as well as gaining clarification from the North Tyneside Hackney Carriage Association (NTHCA). Hackney Carriages can ply for hire in the street or at stands and may take bookings over the telephone. The objective of the review is to assess the level of supply and demand in North Tyneside using baseline data below:
- 202,494 - Mid 2015 North Tyneside population
 - 204 - Hackney Carriage licenses available according to (NTHCA)
 - 194 - Hackney Carriage license holders according to (NTHCA)
 - 0 - Number of people on the waiting list for a Hackney Carriage license according to (NTHCA)
 - 1200 - Private Hire Vehicles;
 - 77 - Hackney Carriage Drivers;
 - 1250 - Driver Licensees
 - 24 - Taxi Ranks
 - 5 - Taxi Ranks used Regularly / Daily
- 1.1.3 The purpose of the study is to ascertain the level of Hackney Carriage demand in North Tyneside and to enable the Council to determine if there is any significant unmet demand. If the findings of the study determine any unmet demand is evident then Capita will undertake further investigation to determine the number of licenses required to cover the unmet demand.

1.2 Report Structure

- 1.2.1 Following this introduction, this report contains the following chapters:
- **Chapter 2** describes the **Methodology** to be adopted to achieve the key objectives of the study
 - **Chapter 3 Previous Studies** provides an overview of the 2009 and 2012 studies undertaken for the same purpose as the current study.
 - **Chapter 4 2016 CCTV Survey Results** provides a detailed account of the data obtained from the CCTV survey in line with the objectives of the study
 - **Chapter 5 2016 Trade Consultations and questionnaires** summarise meetings and questionnaires sent to both the Hackney Carriage and the Private Hire Association
 - **Chapter 6** includes a review of the **Public Attitude Survey** undertaken as well as **Other Consultations** sent out to affected stakeholders
 - **Chapter 7 Key Findings and Recommendations** summarises the outcomes of the 2016 CCTV and Public Attitude Survey, showing the current state of play for Hackney Carriages and Private Hire Vehicles with a view to establishing realistic and well informed Recommendations

1.3 Data Gathering

- 1.3.1 This study will obtain data for analysis through CCTV surveys, targeted consultations and public attitude surveys.
- 1.3.2 A crucial element of the study is to establish an accurate data gathering process. Surveys have been undertaken resulting in reliable evidence that will be used to inform the recommendations of this study.
- 1.3.3 The key areas that the surveys will investigate quantitatively are:
- Length of customer waiting time at ranks
 - Frequency of street hailing's
 - Frequency of telephone bookings
 - Latent demand
 - Peak demand
 - Supply and demand of mixed fleet (wheelchair and saloon vehicles)
- 1.3.4 Those who will be contacted as part of the targeted consultations are:
- The general public
 - The local disability forum
 - The local trade consultation group.

1.4 Government Policy Review

- 1.4.1 The Department for Transport (DfT) first issued guidance in 2004 regarding the impacts of the regulatory framework on Hackney Carriage and Private Hire Vehicle (PHV) services in the UK following a report in 2003 by the Office of Fair Trading (OFT). One of the key outcomes of the guidance was the recommendation to deregulate the Hackney sector with the aim of achieving benefits for consumers.
- 1.4.2 The OFT published a report in 2007 looking at the impact of their 2003 report and suggested that it had led to an increase in those authorities that had deregulated. It noted that in these circumstances additional Hackney Carriages normally arose as a result of PHV operators/drivers transferring to Hackney operation (due to the deregulation of the Hackney Sector making it easier / more attractive to get a license), meaning the overall size of the cab fleet often remained the same. It also found that where fare controls are maintained for Hackney Carriages, alongside deregulation, costs to the passenger increased, measured by average cost per unit of distance travelled, due to the increased number of Hackney Carriages, and the associated set fares, which are usually higher than those applied by Private Hire companies.
- 1.4.3 To address this and any excess take-up of licences that results from deregulation, OFT suggested fares should be set as a maximum, rather than a fixed rate and passengers should be encouraged to negotiate.

- 1.4.4 In July 2011 the DfT asked the Law Commission to undertake a reform project on the law for taxis and PHVs. Recommendations and a draft Bill were published in May 2014 based on over 3000 consultation responses. Amongst the proposals was the need to retain the two-tier system distinguishing between Hackney Carriages and PHV's, stating that only Hackney Carriages should be allowed to be hailed or to pick up passengers from ranks. Local Authorities would have the power to set additional standards for taxi services only. They would however, remain responsible for issuing licences and enforcement in relation to both taxis and private hire vehicles. The proposals notably state that licensing authorities should retain the right to limit the number of taxis working in their licensing area. The Government has yet to publish a response to this and indicate whether it intends to implement the wholesale reform proposed by the Commission.
- 1.4.5 The Coalition Government made minor changes to the law in the Deregulation Act 2015.
- 1.4.6 In August 2015, the House of Commons issued the Briefing Paper 'Taxi and Private Hire Vehicle Licensing' defining '*what is a taxi?*', providing an update on licensing law and detailing issues of concern to the taxi industry.
- 1.4.7 This Hackney Carriage Unmet Demand Study will fulfil all requirements to determine the demand under the Section 16 of the 1985 Transport Act. Under Section 16 there is a clause that licenses can be refused if there is no significant demand for the services. Being part of the licensing authority NTC can adjust the fare amount under certain circumstances.

1.5 Local Perspective

1.5.1 Transport Connections

- 1.5.2 Tyne and Wear is made up of 5 boroughs, North Tyneside, South Tyneside, Gateshead, Newcastle and Sunderland with Nexus overseeing or managing the majority of public transport services.
- 1.5.3 North Tyneside has a population of 202,000. It is a metropolitan borough of Tyne and Wear which is located in the North East of England made up of 82 sq. km. North Tyneside is bounded by Newcastle upon Tyne to its west, the North Sea to its east, the River Tyne to its south and Northumberland to its north. Within this area there are towns including Whitley Bay, Tynemouth, North Shields and Wallsend which form a contiguous part of Newcastle upon Tyne. The population of North Tyneside is increasing with figures set to rise by 9.8% by 2030.
- 1.5.4 North Tyneside has many different connections with local, national and international transport hubs including Newcastle airport, the Metro services, railways and an international ferry port. The road links include A1 (M) and A19 from the south, the A69 to the west and the A1 from the north.

1.5.5 Current Taxi Provisions

- 1.5.6 The number of Hackney Carriage licences in North Tyneside has been capped at 204 since 2004, this has since been reaffirmed in the 2009 and 2012 reports. There were 81 people on a waiting list for hackney carriage licenses, at the time of the 2012 Amey North Tyneside Taxi Study. Currently, there is no one on the waiting list and there are 10 licenses available.

1.5.7 Within the boundary of North Tyneside there is a total of 23 official ranks. Some of these ranks also include feeder ranks that allow additional hackney carriages to queue for customers.

1.5.8 **Local Policies**

1.5.9 The 2010 Local Transport Plan 3 (LTP 3) sets out the following vision for transport in the region:

“Tyne and Wear will have a fully integrated and sustainable transport network, allowing everyone the opportunity to achieve their full potential and have a high quality of life. Our strategic networks will support the efficient movement of people and goods within and beyond Tyne and Wear, and a comprehensive network of pedestrian, cycle and passenger transport links will ensure that everyone has access to employment, training, community services and facilities.”

1.5.10 To help support the area’s ambitions and growing economic development, all forms of transport networks are to be improved in terms of journey times, journey time reliability and modal choice.

1.5.11 Hackney Carriages are recognised under the umbrella as sustainable modes of transport, for example by enabling people to get to and from public transport hubs.

1.5.12 Addressing hackney carriages directly, NTC aims for:

*“Better management and integration of existing networks”
(Taxi and private hire vehicles, Policy 30, p. 177, paragraph 14.3.6).*

1.5.13 The policy recognises that Hackney Carriages are a highly flexible form of transport that are available, on demand, 24 hours a day. It identifies their particular role in serving the night-time economy, school and hospital trips and less mobile individuals. In particular, the policy highlights the contribution Hackney Carriages make to mobilising people who may otherwise have few (or no) other independent means of transport.

1.5.14 The key objective identified for the policy is:

“to ensure that the role of the taxi trade is fully integrated into wider transport strategy, embracing secured service delivery, information, marketing campaigns (such as ‘Smarter choices’) and infrastructure provision, from interchange facilities to priority lane access”.

1.5.15 Setting the maximum number of Hackney Carriage Licenses is one way in which the Council can influence transport within North Tyneside in line with their policies. Capita’s role in performing this study is to support the Council by assessing the supply and demand for Hackney Carriages. Once the correct conclusions are determined these will help to inform an appropriate maximum number of licenses which will help to achieve safe, coherent and efficient transport links across Tyne and Wear.

2. 2016 Methodology

2.1 Introduction

2.1.1 Capita will arrange for the undertaking of two external surveys, one being a CCTV survey of the Hackney Carriages and the other being a public attitude survey. A series of targeted consultations will also be undertaken with key stakeholders such as the Disability Forum and local businesses. This chapter describes:

- the assumptions of this study;
- the data that will be collected by this survey;
- how it will be collected;
- how it will be analysed; and
- how conclusions will be reached.

2.2 Assumptions / Definitions

2.2.1 It is assumed that the maximum number of licenses set by the Council can be used as a lever to alter the respective levels of supply and demand.

2.2.2 It is assumed that one of the measures of supply and demand will be the makeup of the current fleet of hackney carriage and private hire vehicles – i.e. the number of vehicles that are set up to accommodate individuals with specific mobility difficulties and the number of vehicles falling into various passenger number and luggage capacity ranges.

2.2.3 Wait time – the time between the customer/s arriving at the rank and them getting into the hackney carriage.

2.2.4 Passenger Queue – the number of people at a rank waiting for a taxi

2.2.5 Hackney Queue – the number of hackney carriages at a rank waiting for passengers

2.3 CCTV Survey

2.3.1 Capita commissioned Streetwise Services Ltd to survey 11 official Hackney carriage ranks and one feeder rank (12 sites in total). The ranks selected were those identified by North Tyneside Council as the most regularly used by the trade. The surveys were undertaken over a 72-hour period between the 7th and 9th April 2016. The timing of the survey incorporated both weekday and weekend working during the school term to represent typical levels of supply and demand on weekdays and weekends during a neutral week.

2.3.2 CCTV cameras were chosen and located such that they had:

- sufficient resolution,
- sufficient lighting, and
- sufficient line-of-sight

to allow someone viewing the images recorded to reliably identify and count hackney carriages and people.

2.3.3 Streetwise Services Ltd provided their Data Protection Policy as well as proof of registration with the Information Commissioner’s Office as evidence of their compliance when handling of data.

2.3.4 Rank observations were taken at the ranks identified in **Table 1**, with locations shown in **Figure 1**. The data was generated by analysing video footage recorded using video cameras trained on each of the sites for the survey period. Analysis was completed by technical staff and then reviewed to ensure that a true representation of the 12 ranks has been captured. For 8 of the 12 ranks, enhanced data was provided showing the time the pedestrian arrives, the time they enter the Hackney Carriage, the number of pedestrians entering the Hackney Carriage and their wait time.

Table 1: Hackney Carriages included in this Study

Rank No:	Rank:	Hours observed	Enhanced Survey Completed?
1	North Shields Metro, Nile Street	72	Yes
2	Nile Street Feeder Rank	72	No
3	Church Way North Shields	72	Yes
4	Tynemouth Metro, Station Terrace	72	Yes
5	Front Street Tynemouth	72	No
6	South Parade, Whitley Bay	72	No
7	Park Avenue, Whitley Bay	72	Yes
8	South Parade, Whitley Bay	72	Yes
9	Station Square, Whitley Bay	72	No
10	Four Lane Ends Interchange	72	Yes
11	A186 Station Road, Wallsend	72	Yes
12	A183 High Street West, Wallsend	72	Yes
Total		864	

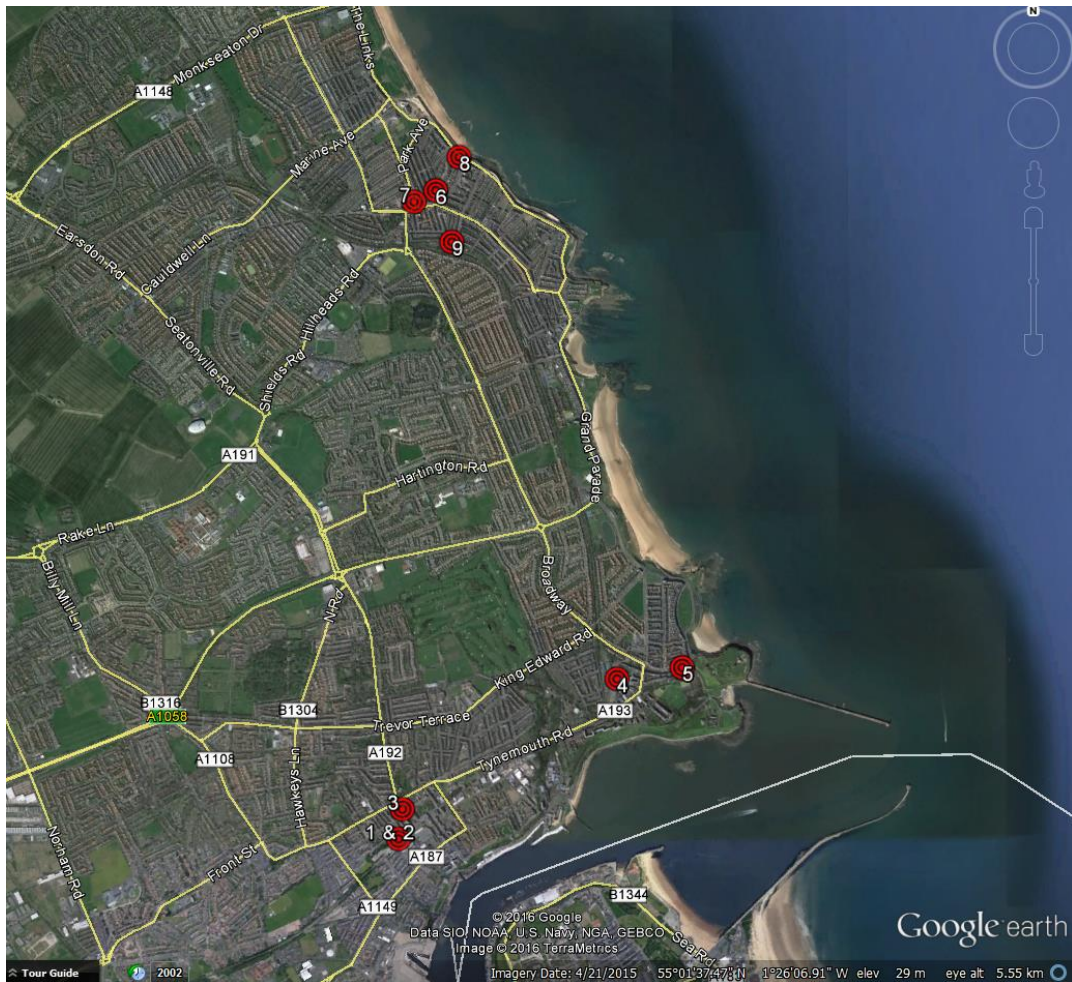


Figure 1: Location of Surveyed Ranks

2.3.5 There have been some additions and revocations to the ranks since the 2012 survey. Two feeder ranks and one new rank location have been added. These are:

- North Shields Metro Feeder Rank, Front Street, Tynemouth Feeder Rank and High Street West, Wallsend
- Front Street Tynemouth feeder rank has been included after the 2012 report identified this location as one of the busiest sites.
- High Street West Wallsend has also been added to the survey on the basis that it is perceived to be a rank that is used on a regular basis.

2.3.6 Data Collection

2.3.7 The CCTV survey collected the following data from all 12 sites:

- The number of Hackneys departing during every 5-minute interval;
- The number of waiting Hackneys queuing at 5 minute intervals;
- The number of prospective customers queuing at 5 minute intervals;

2.3.8 In addition, the CCTV survey collected the following enhanced data from 8 of the sites, as indicated by **Table 1**.

- The time of arrival of each potential customer at each rank;
- The time taken for each customer to get into a hackney carriage; and
- The number of people entering each hackney carriages

2.3.9 **Data Analysis**

2.3.10 Capita analysed the data resulting from the CCTV rank surveys primarily by looking for significant relationships between the variables recorded. In addition, Capita calculated key figures, such as the average passenger waiting time across all ranks.

2.3.11 Analysis of the data allowed Capita to extract results in the following categories:

- Average Wait Times and Total Demand
- Queueing Volumes
- The Demand Profile
- The Effective Supply of Vehicles
- Rank Comparison
- The Balance of Supply and Demand
- Utilisation
- Comparison with Previous Studies

2.3.12 **Conclusions**

2.3.13 The results of the data analysis will be used to show the current level of supply and demand.

2.4 Public Attitude Survey and Targeted Consultations

2.4.1 **Method of Data Collection**

2.4.2 Capita produced a pro forma of a questionnaire seeking the opinions of local residents and specific targeted stakeholder's groups including:

- The general public
- The local disability forum
- The Police;
- User Groups – Including groups representing people with disabilities;
- Other Transport Service Providers – Such as Nexus, Go North East, Arriva and Stagecoach
- Schools
- Other key business operators such as hoteliers, pub managers, club managers and managers of tourist attractions.

2.4.3 This questionnaire was made available to be completed and submitted electronically, using North Tyneside Council's website.

2.4.4 The public attitude survey (summary shown in **Appendix A**) requested feedback from customers and potential customers about their most recent taxi journey, and changes to service that may encourage the respondent to increase their use of licensed vehicles.

2.4.5 The targeted consultations were carried out through mixture of questionnaires and direct, face-to-face meetings.

2.4.6 A consultation meeting was organised by NTC which was attended by a representative of the Hackney Carriage Association and a Hackney Carriage driver in North Tyneside. The meeting was held at NTC offices, which covered a range of questions including the changes since the 2012 report. A meeting following a similar format was also held with a representative of the Private Hire Vehicle Trade.

2.4.7 A pro forma of a questionnaire targeted towards Hackney Carriage License Holders was produced and distributed to the Hackney Carriage Association.

2.4.8 **Data to be Recorded**

2.4.9 The public attitude survey questionnaire asked respondents to provide information about their:

- Level of satisfaction with the overall Hackney Carriage experience
- Perception of the current level of supply of Hackney Carriages
- Perception of safety
- Perception of accessibility
- Opinion Changes that could be made to the service that might affect their frequency of use or the overall level of demand

2.4.10 The trade consultation questionnaire asked respondents to provide information about their:

- Perception of the current number of licenses
- Perception of the number and siting of ranks
- Perception of the supply of wheelchair accessible vehicles
- Working days and hours
- Estimate of journeys per week

2.4.11 **Data Analysis**

2.4.12 The responses to the public attitude survey and the trade consultation survey have been collated and analysed. Trends have been identified and compared with the results of the rank CCTV survey. These have been used to form conclusions and recommendations.

2.4.13 The discussion at the meeting between NTC and trade representatives will be summarised and key recommendations and evidence will be tested against the results of the rank CCTV survey and the public and trade consultation questionnaire surveys to help to form conclusions and recommendations.

2.4.14 **Conclusions and Recommendations**

2.4.15 The data obtained from the public attitude survey will:

- Inform NTC about general public perception in relation to taxi provision in North Tyneside;
- Help to determine levels of demand (including any levels of unmet demand, and differences in demand and perception of supply for different demographics);

- Help to determine nuanced information about demand for different vehicle types (such as mobility access, luggage capacity and passenger capacity);
 - Determine if there is any evidence that removal or changes to the limit on hackney carriage licences would result in deterioration in the amount or quality of hackney carriage provision;
 - Determine what benefits or disbenefits are likely to arise and for whom if the limit is retained, removed or changed
- 2.4.16 As with the data conclusions of the CCTV survey, these conclusions will help to inform NTC of the appropriate cap of licenses for Hackney Carriages.
- 2.4.17 It's expected that the public attitude survey will play a greater role in revealing any unmet demand than the CCTV survey, as the CCTV survey will not be able to record instances of individuals not attempting to wait at a rank due to undersupply / extensive queues or any other influences.

2.5 Reporting

- 2.5.1 The Key Findings to arise from the study will be clearly stated within this report. There is also the option for the recommendations to be presented at a council meeting to ensure elected members and interested parties are able to voice any comments or queries associated with the study.

2.6 Limitations

2.6.1 Rank Observation CCTV Study

- 2.6.2 Following the observations, it was noticed at the Front Street Tynemouth site that queues extended beyond the extents of the camera view and therefore the decision was made to take another recording for the affected time periods (Friday 8th April 18:00-00:00 and Saturday 9th April 00:00 to 00:00) on Friday 22nd April and Saturday 23rd April.

2.6.3 Public Attitude Survey

- 2.6.4 A total of 92 valid responses to the survey were submitted which is significantly lower than those obtained in the previous study.

2.6.5 Other

- 2.6.6 The Regional Chair of the Hackney Carriage Association contacted North Tyneside Council on the suspicion that a microphone was erected on a lighting column near to the rank at Front Street Tynemouth, after liaising with the survey company it was confirmed that no microphone apparatus had been used during the survey.

- 2.6.7 Queries were received from some Hackney Carriage drivers on why they were not informed prior to the survey taking place. Capita felt it was in the best interest of the results, and reduced the likelihood of bias, not to disclose beforehand that the survey was taking place.

3. Previous Studies (2009 and 2012)

3.1 2009 Rank Observation Survey

- 3.1.1 Using similar criteria, Amey and Halcrow were commissioned to undertake taxi supply and demand studies in 2009 and 2012, respectively. These aimed to establish demand for Hackney Carriages as well as a number of other objectives.
- 3.1.2 The 2009 survey considered a total of 10 ranks over a period between September and October 2009. As the location of the ranks vary between surveys undertaken in 2009 and those taken in 2012 and 2016, direct 'rank by rank' comparisons cannot be made in some cases.
- 3.1.3 Halcrow recorded 6,889 passenger departures and 4,376 Hackney Carriage departures.
- 3.1.4 Halcrow's results suggested there was no significant unmet demand amongst core users.
- 3.1.5 **Balance of Supply and Demand**
- 3.1.6 Halcrow concluded that:

The predominant market state is one of equilibrium. Excess supply (queues of cabs) was experienced during 9% of the hours observed while excess demand (queues of passengers) was experienced in 4% of hours. Conditions are most favourable to customers during the day on Saturday and Sunday. Conditions were least favourable to customers on weekday day periods and weekend nights.

[...]

There is a peak demand during the week between the hours of 1000 and 1200, 2300 and 0100. The peak demand at the weekend is concentrated between 2300 and 0300.

- 3.1.7 **Average Delays and Total Demand**
- 3.1.8 Halcrow used questionnaires to survey passengers at the 10 main ranks in North Tyneside. The processed data recorded is included in Table 2 below

Table 2: Total Demand and Average Delays in minutes

Rank	Passenger Departures	Cab Departures	Average Passenger Delay in minutes	Average Cab Delay in minutes
Bedford Street, North Shields	655	630	1.08	9.23
Metro Station, North Shields	2,075	1,505	0.31	6.89
Church Way, North Shields	140	58	0.00	4.38
Metro Station, Percy Main	2	2	0.00	0.00
New Quay, North Shields	64	30	0.35	0.00
Front Street, Tynemouth	417	215	0.13	54.19
South Parade, Whitley Bay	2,991	1,493	0.30	12.41
Park View Shopping Centre	310	256	0.78	0.80
High Street West, Wallsend	48	42	0.94	2.14
Station Road, Wallsend	187	145	0.27	1.20
Overall Total in 2009:	6,889	4376	0.38	10.72

**Source 2009 Halcrow Report*

3.1.9 Halcrow concluded that:

The hackney carriage trade is somewhat concentrated at South Parade in Whitley Bay, and North Shields Metro Station accounting for 43% and 30% of the total. On average, passengers wait 0.39 minutes for a cab. Passengers experience the greatest delay at the Bedford Street rank in North Shields, where an average delay of 1.08 minutes is experienced.

3.1.10 The results showed that almost 16% of passengers observed during the survey hours travelled at a time where some delay occurred at the rank.

3.1.11 Passenger Departures and Hackney Departures

3.1.12 The results showed;

- South Parade, Whitley Bay was the busiest rank with a total of 2,991 passenger departures (nearly half of those recorded) and 1,493 Hackney departures (just over a third of those

recorded) recorded which consisted of observations taken in the period of Monday to Saturday 09:00 and 03:00, covering a total of 185 hours.

- Metro Station, North Shields and Bedford Street, North Shields were the second and third busiest ranks for both passenger and Hackney departures.
- Metro Station, Percy Main; High Street West, Wallsend and New Quay, North Shields were used infrequently and showed the least passenger and Hackney departures over the recorded hours.

3.2 2012 Rank Observation Survey

3.2.1 The 2012 survey considered a total of 11 ranks over a period between May and July 2012. As the location of the ranks vary between surveys undertaken in 2016, 2012 and 2009, direct 'rank by rank' comparisons cannot be made in some cases.

3.2.2 Amey observed a total of 4758 passenger departures and 3421 hackney carriage departures.

3.2.3 **Balance of Supply and Demand**

3.2.4 The review concluded that there is no significant unmet demand within the total surveyed Hackney carriage ranks.

3.2.5 If the minimum Hackney Carriage queue occurring during one hour is greater than two vehicles the market is considered to be in excess demand within that hour. This criterion was not fulfilled during the study period.

3.2.6 During the recorded hours, there were occasions where passenger delay was occurring, meaning there was one or more passenger waiting to get into a taxi.

3.2.7 it was concluded that there was sufficient supply to meet the observed level of demand.

3.2.8 **Method**

3.2.9 Amey's method of rank observation involved a programme of sampling over a specified time period, rather than observing each rank concurrently over a single continuous period – this method was chosen to reduce costs. The results are shown in **Table 3**.

3.2.10 Average Delays and Total Demand

Table 3: Total Demand and Average Delays in minutes

Rank	Passenger Departures	Hackney Departures	Average Passenger Delay (Mins)	Average Hackney Delay (Mins)
Metro, North Shields	762	857	0.68	18.47
Bedford, Street North Shields	286	391	0.13	8.87
Church Way, North Shields	0	0	0.00	0.00
Metro, Tynemouth	0	0	0.00	0.00
Front Street, Tynemouth	2836	1558	0.05	10.48
Woolworths, Whitley Bay	349	271	0.29	7.71
Oxford St, Whitley Bay	0	2	0.00	15.00
South Parade, Whitley Bay	518	312	0.00	25.74
Metro, Whitley Bay	0	0	0.00	0.00
Metro, Four Lane Ends	0	0	0.00	0.00
Station Rd, Wallsend	8	30	0.00	3.75
Overall Total in 2012:	4758	3421	0.17	13.41

**Source: Taken from 2012 Survey Amey North Tyneside 2012 Report*

3.2.11 The results showed;

- Front Street, Tynemouth was the busiest rank with the greatest number of passenger and Hackney departures recorded within the 22 hours observed.
- Metro North Shields and South Parade, Whitley Bay were the second and third busiest ranks, respectively, for passenger and Hackney departures.
- The ranks at Church Way, Metro Tynemouth, Metro Whitley Bay and Metro Four Lane Ends were not used at all during the survey period.
- In addition, Oxford Street, Whitley Bay had only 2 Hackney departures.
- Average Passenger Delay across all the ranks in 2012 was 0.17 minutes (calculated using the sum of total passenger delays divided by the total weekly passengers at all ranks).
- The overall Hackney delay in 2012 works out at 13.41 minutes (calculated using the same method).
- The taxi delay at South Parade Whitley Bay is greater than for any other rank, experiencing nearly 26 minutes of delay on average.
- The Hackneys at Metro North Shields experience on average 23 minute's delay before picking up a passenger.
- The observations suggest that in total there were approximately 4758 passenger departures and 3421 Hackney departures per week from all the ranks in North Tyneside taken from the Amey 2012 Taxi Demand Study.

3.2.12 Delay/Demand Profile

3.2.13 To address the nature of passenger delay at ranks further, variations in service performance at different times of day and of the week were investigated. The results showed;

- The average passenger demand across all ranks is peaked across the day but with greater demand late at night
- Demand is low and constant throughout the daytime on a weekend. Demand then rises sharply after 20.00 and peaks between midnight and 01.00
- During the weekday period minimal passenger delay occurs
- During the weekend period only one peak of passenger delay occurred at midnight of 21 seconds

3.3 2009 Public Attitude Survey

3.3.1 An on-street public interview surveyed the results of 549 people in November 2008 which ascertained the views of both Hackney Carriages and Private Hire Vehicles. A quota was followed so that the survey was answered from a wide range of age, gender and characteristics who had experienced using a taxi within the last 3 months.

3.3.2 The characteristics of the most recent trips are as shown:

- 56% of the public had used a Hackney Carriage/Private Hire Vehicle within the last 3 months, compared to 44% who had not;
- 72% would contact their Hackney Carriage/Private Hire Vehicle by telephone, compared to 24% of the public waiting at ranks or 4% of the public flagging down;
- Overall 58% of the public had made comment on giving up waiting for a Hackney Carriage/Private Hire Vehicle
- 66% said that taxi services could be improved whereas 34% were satisfied.

3.3.3 The overall results showed high levels of satisfaction with delay on the last trip taken by the respondent.

3.3.4 33.7% of respondents said that taxi services across North Tyneside could be improved.

3.4 2012 Public Attitude Survey

3.4.1 A public attitude survey was posted on North Tyneside Council's website which assessed the levels of satisfaction, vehicles' general appearance and some additional relevant questions that would assist the study. The public attitude survey included both Hackney Carriage Vehicles and Private Hire Vehicles and identified characteristics in a person's recent Hackney Carriage/Private Hire Vehicle experience within the last 3 months.

3.4.2 Recent Trip Characteristics

3.4.3 The results are as follows:

- 86% of the public had used a Hackney Carriage/Private Hire Vehicle within the last 3 months
- 94% of the public had used a Private Hire Vehicle

- Combining Hackney Carriages and PHVs, a high proportion of the public had a journey in the morning. However, for Hackney Carriages only, the highest proportion of trips were made during the evening and at night
- Respondents were generally satisfied with current supply afforded
- PHVs received a higher response rating than Hackney Carriages for leisure purposes
- Hackney Carriages received a higher response rating than PHVs for work/shopping.

3.4.4 The Hackney Carriage Provision

3.4.5 The results are as follows:

- 49% of the public stated that there are too many Hackney Carriages in North Tyneside, 8% of the public stated there were too little, 7% stated the level of provision was sufficient and 37% of the public expressed no opinion;
- 74% of the public would like to see an improvement in Hackney Carriage fares;
- 17 people suggested they would like to see a new rank in Tynemouth;
- 49% of the public stated the Hackney Carriage service was average, 39% of the public stated that the service was good, 6% stated the service was very good and 5% stated the service was poor or very poor;
- 41% of Hackney Carriage users would like to see shelter provision, 30% would like to see more signage and 16% of Hackney Carriage users would like to see improvements to the lighting.

3.5 2012 Consultation with Hackney Carriage Association

3.5.1 Results from the previous 2012 survey showed;

- Demand for Hackneys had reduced by 30-40% since 2009 study due to recession
- Turnover has therefore reduced and hours of working have increased from 45 hrs to 60hrs per week
- Hackneys can sit at a rank all day and not get a job, or perhaps one job an hour
- Busiest time between 22.00 – 02.00 Thursday through to Sunday morning
- No longer peaks in demand due to lack of happy hours
- Rarely a queue at any rank
- Increased franchising at key sites such as hospitals, ferry and metro stations
- Increased numbers of PHV's taking trade away from Hackneys
- Hackneys would like to work with NTC and other transport operators to replace dormant ranks for other ranks at more suitable locations like metro and rail terminals
- Hackneys would like to see greater enforcement efforts by NTC to reduce illegal hire of PHV's. Enforcement is currently undertaken at wrong times.

3.6 2012 Consultation with PHV Association

3.6.1 Results from the previous 2012 survey showed;

- The frustration at the process of determining whether to continue a policy limitation or not
- The need to ensure NTC took account of Section 47 of the guidance to licensing officers issued by the DfT highlighting the need to focus on the interests of the consumer
- That they did not expect the study to identify any unmet demand existed in North Tyneside

- That retaining a limit on licenses gives those in the hackney trade a monopoly position
- That as a result of their lower fares and greater use of technology there are increased opportunities for PHV operators at times of economic downturn
- That any influx of out of area hackneys to North Tyneside is best managed by market forces
- That the bulk of the demand for cabs in the region is in Newcastle
- That any requirement for marshals to be provided at ranks is a police issue and shouldn't be funded through cab license fees
- That Tynemouth is now the destination of choice for young people rather than Whitley Bay
- That in the course of undertaking the previous study the consultant attempted to hail a hackney in the street but found it impossible to do so
- The contribution PHV's make to the transport provision in the region amounting to 82 million trips per annum (according to a recent JMP Study).

4. Rank Observations

4.1.1 Introduction

4.1.2 This section collates and explains all of the results of the data analysis CCTV survey exercise undertaken on 7th, 8th and 9th April 2016. A summary of the results is given, before going into more detail about each of the results of the data analysis.

4.1.3 Summary

4.1.4 Average wait times and total demand.

- The average wait time for passengers for the duration of the study was 29 seconds – giving a crude indication that supply is sufficient for the level of demand.
- The rank with the most departures was site 5 – Front Street Tynemouth

4.1.5 Queueing Volumes.

- The length of average hackney carriage queues was greater than the length of passenger queues for 71 of the 72 hours of the study.

4.1.6 The demand profile.

- Visual analysis of a graph of various measures which can be used as a proxy for demand shows there are 2 peaks in demand per day – a steady peak between 8 am and 6 pm and a stronger peak between 8 pm and 3 am.

4.1.7 The effective supply of vehicles.

- The average ratio of hackney queue length to passenger queue length is over 19. Though it is acknowledged that potential passengers may decide not to wait at a rank if there is no hackney at the rank, and that this may affect this ratio, it seems unlikely that this effect would be sufficient to tip the balance of this ratio, and that, therefore, the supply of vehicles is more than sufficient.

4.1.8 Rank comparison.

- A graph shows that departures per hour varied significantly rank to rank. Individual ranks shared different proportions of day time and night time passengers. Rank 5 – Front Street, Tynemouth had by far the biggest peak in passenger numbers on the Saturday Night / Sunday Morning. Various ranks shared the day time peaks.

4.1.9 The balance of supply and demand.

- As the average hourly length of passenger queues was so much shorter than those of hackneys for so much of the study time, this appears to indicate that the balance is tipped greatly towards supply (i.e. there is oversupply of hackneys for the majority of the time).

4.1.10 Utilisation and Earning

- Using various assumptions, which it could be argued are generous in terms of being more likely to increase the estimates, utilisation and earnings were estimated. As a result – it's estimated that if 66% of hackney license holders took passengers 4 miles for each departure, they would have earned an average of £56 per day during the period and been occupied for 30% of an 8-hour working day with passengers from ranks. This does not account for the effect of telephone bookings.

4.1.11 Average Wait Times and Total Demand

4.1.12 **Table 4** shows numbers of hackney departures from ranks, numbers of passengers entering hackneys at ranks and average waiting times, divided into days and ranks.

4.1.13 The data obtained can be used to make crude judgements about supply and demand using total passenger numbers (to indicate demand) and wait times (to indicate whether the supply meets the demand).

4.1.14 NB – as the number the number of departures, the number of passengers and average wait times are likely to be factors of one another only crude judgements can be made about this basic data.

Table 4: Summary of Hackney Departures, Passengers and Wait Times

Rank No:	Rank:	Hackney Departures				Passengers				Average Passenger Wait times			
		Thu	Fri	Sat	Total	Thu	Fri	Sat	Total	Thu	Fri	Sat	Average
1	North Shields Metro, Nile Street	109	128	84	321	112	162	117	391	00:18	00:18	00:17	00:18
2	North Shields Metro Feeder Rank	0	94	80	174	0	0	0	0	0	0	0	0
3	Church Way North Shields	1	11	3	15	1	5	3	9	00:08	00:09	00:08	00:09
4	Tynemouth Metro, Station Terrace	0	2	10	12	0	0	4	4	0	0	00:29	00:29
5	Front Street Tynemouth & feeder rank	117	285	553	955	*	523	1233	1756	*	00:07	00:14	00:12
6	North Parade, Whitley Bay	5	1	5	11	0	0	0	0	0	0	0	0
7	Park Avenue, Whitley Bay	38	141	149	328	21	136	174	331	00:35	00:29	00:23	00:27
8	South Parade, Whitley Bay	13	53	107	173	11	90	166	267	02:56	01:07	01:23	01:21
9	Station Square	3	6	6	15	2	1	0	3	00:10	00:06		00:08
10	4 Lane Ends Interchange	7	15	9	31	3	17	9	29	00:05	01:22	00:15	00:49
11	A186 Station Road, Wallsend	106	137	102	345	90	104	75	269	01:19	01:24	01:06	01:17
12	A183 High Street West, Wallsend	4	29	33	66	1	12	16	29	00:05	00:53	01:47	01:20
	Total	403	902	1141	2446	241	1050	1797	3088	00:45	00:29	00:26	00:29

*Rank 5 Queuing passenger data for Thursday not taken

- 4.1.15 The average wait time for the entire study was 29 seconds. This would indicate that generally North Tyneside has sufficient supply of Hackney Carriages to meet demand.
- 4.1.16 The day and rank with the highest average wait time was rank 12 – Wallsend High Street – on the Saturday – 1m:47secs. NB – this average is made up of 16 passengers and hence is subject to being skewed by outliers. In this case an instance of a wait time of 15m:21secs has inflated the average substantially. Recalculating the average without this figure reduces the average wait time to 33 seconds. Though this is still above the overall average for the study, it appears that this variation is insignificant. It is possible that this high wait time occurred as drivers would not normally aim for this station to pick up a fare, due to low level of demand.
- 4.1.17 The next highest average for a rank and day was 1m:24secs at site 11 on the Friday – A186 Station Road, Wallsend. This figure is made up by 74 data points, so is less subject to being skewed by outliers. There were several instances of wait times over 5 minutes. This may indicate that this rank is slightly under supplied by hackney carriages. **Figure 2** shows long average wait times between 9am and midday and between 7pm and 8pm. This indicates that at these times and at this rank, there was a mismatch between supply and demand, with the demand not being met.

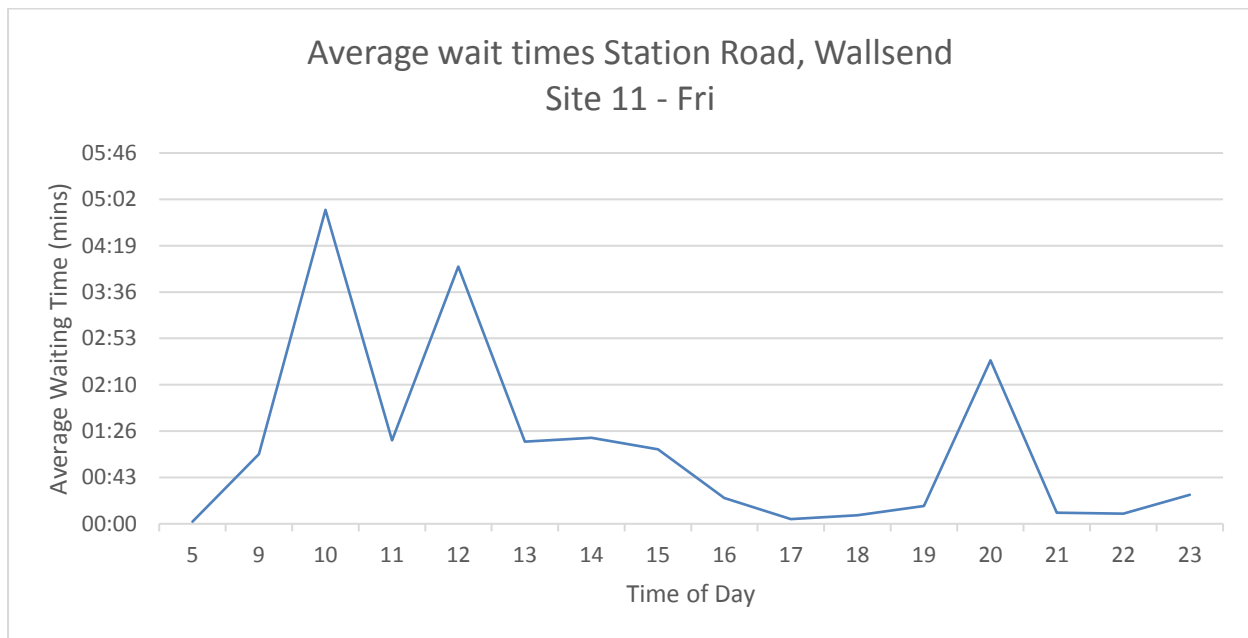


Figure 2: Average Wait Times at Site 11 on Friday

- 4.1.18 During the study period, **Table 3** shows that Front Street, Tynemouth was the rank with the highest demand with a total of 995 Hackney Carriage departures over the 72 hours and 760 of the passengers experienced queues. The rank had sufficient supply – the average waiting time for a Hackney Carriage was 11 seconds which was in the lower quartile of the ranks.
- 4.1.19 North Shields Metro, Oxford Street and Station Road, Wallsend also had a relatively high amount of Hackney Carriage departures.

4.1.20 Queueing Volumes

- 4.1.21 It seems reasonable to assume that queue lengths at ranks may give a good indication of the ratio of supply and demand. Where passenger queue lengths at ranks frequently outstrip the number of hackney carriages available at the rank, this would indicate that demand outstrips supply. This would be associated with an increase in waiting times. Where hackney queue lengths frequently exceed passenger queue lengths, this would indicate that supply outstrips supply.
- 4.1.22 Comparing average queue lengths for passengers and hackney carriages graphically reveals that, for the majority of time (71 out of 72 hours) the average hackney queues were longer than average passenger queues. This means that, on average, there was more supply than demand at ranks for the majority of the study period. This is shown in **Figure 3** for all ranks where enhanced data was collected.
- 4.1.23 **Figure 3** also shows average wait times (selecting only those sites where enhanced data was collected enables like-for-like comparison). As shown, the longest average wait time across all enhanced sites was between 9pm and 10pm on the Thursday night – at 3 minutes and 40 seconds, compared with an average of 44 seconds for all sites that underwent an enhanced survey for the entire survey period.

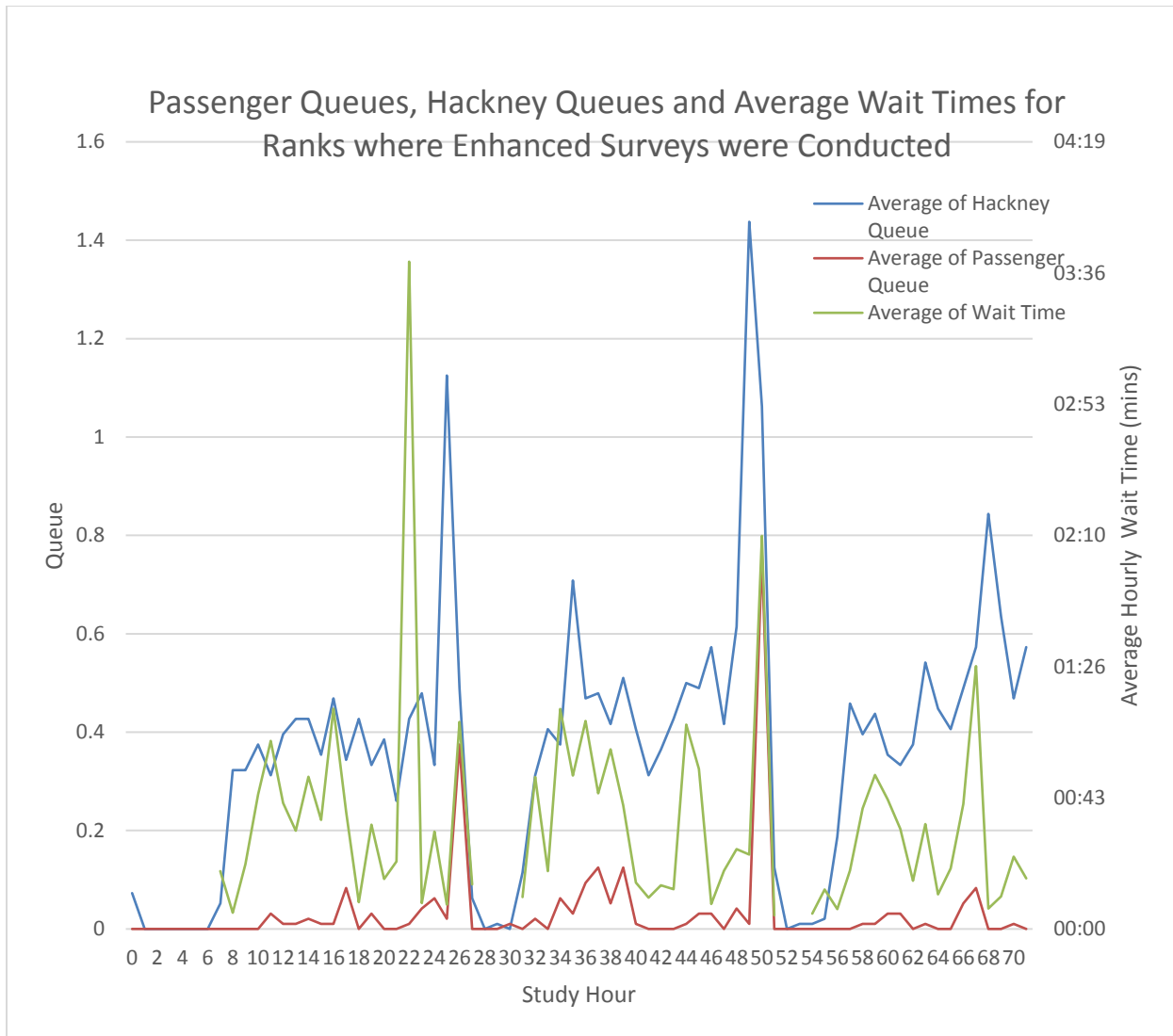


Figure 3: Passenger Queues, Hackney Queues and Average Wait Times

4.1.24 The Demand Profile

4.1.25 The timing of peaks and troughs in demand are represented by the peaks and troughs of various measures recorded during the study period:

- average hourly passenger queue length,
- average hourly wait times,
- average hourly numbers of departures,
- average hourly passenger numbers, and
- average hourly passengers entering hackney carriage.

4.1.26 These are shown in **Figure 4**, below, as percentage of their respective maxima to enable them to be displayed on the same scale.

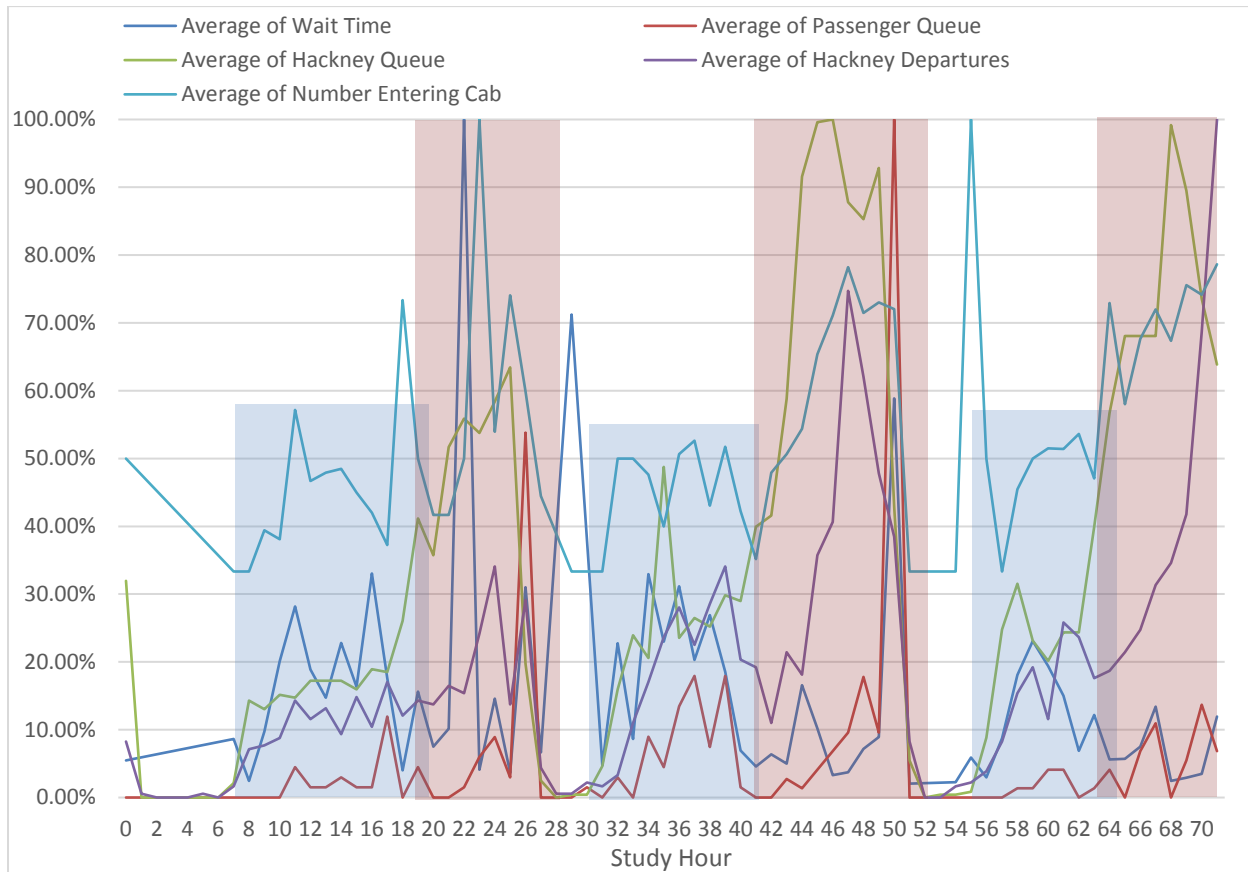


Figure 4: Various Average Hourly Measures

4.1.27 Analysing this graph visually, it is possible to estimate where peaks between the measures correspond, these are shown by transparent blue rectangles for the lower daytime peaks and transparent red rectangles for the higher night time peaks.

4.1.28 It appears that, over the course of the study period, demand went through cycles of steady demand between 8 am and 6 pm with a greater level of demand between 8 pm and 3 am

4.1.29 The day-time demand during Saturday appears to be lower judging by most of the measures, than on the Thursday and Friday, however the number entering hackneys is roughly similar to the previous days, perhaps indicating that about the same number of people used hackneys on the Saturday, but they travelled in larger groups. The final Saturday Peak appears to be partial, as the survey ended at midnight.

4.1.30 The Effective Supply of Vehicles

4.1.31 shows a link between hackney departures and passenger queues. The fact that peaks in departures match or precede peaks in passenger queues indicates that drivers are aware of when to expect peaks in demand and collectively supply sufficient vehicles despite passenger and hackney queue lengths closely matching at most ranks, departures peak significantly at certain times of day. Otherwise, queues of passengers would build up before peaks in departures.

4.1.32 Over the entire 72-hour study period there is only one occasion where a peak in queue length does not occur at the same time as a peak in departures (between study hour 49 and 50 (1am and 2am on the Saturday morning)). This drops off rapidly, further indicating that supply closely matches demand, and that drivers are aware of when peaks in demand occur. Otherwise, the queue length would be sustained for longer.

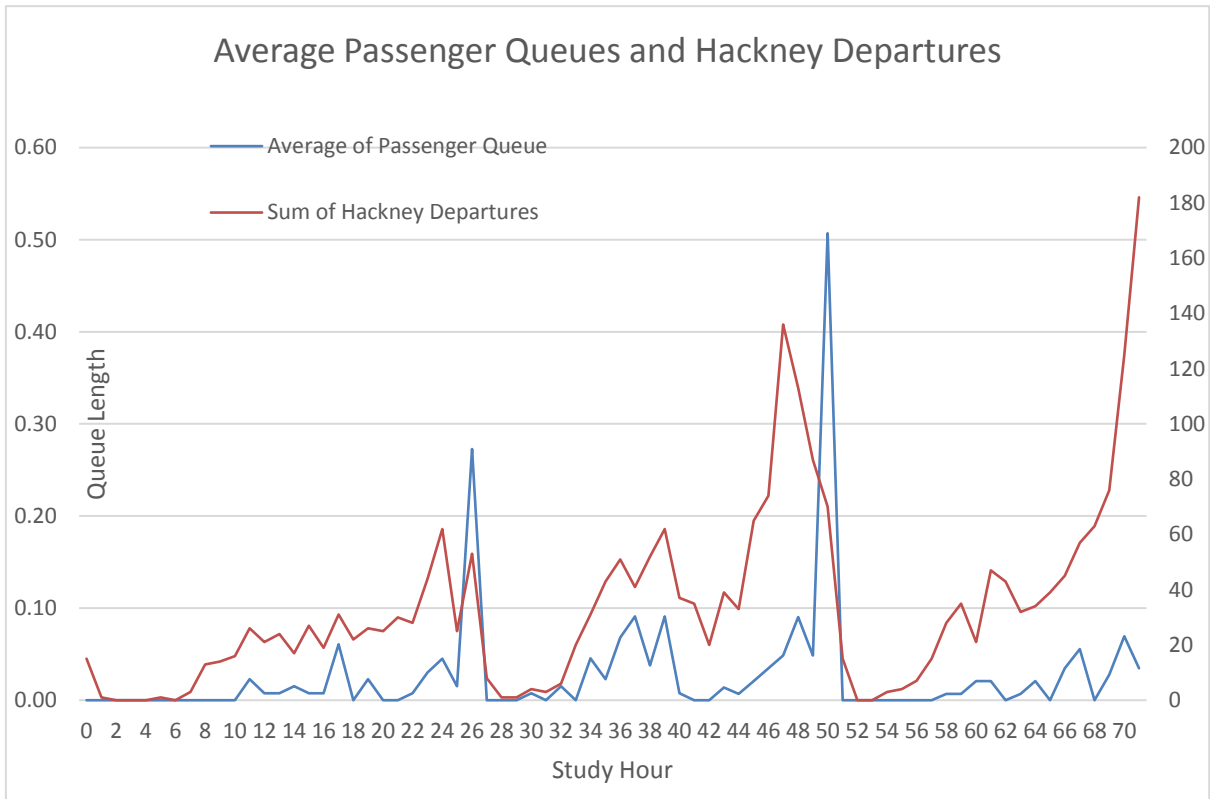


Figure 5: Average Passenger Queues and Hackney Departures

4.1.33 **Figure 6** below, shows average passenger and hackney queue lengths for all ranks. For the duration of the study, there is no hour where the average hackney queue is exceeded by the average passenger queue. As there is more likely to be a waiting taxi than a waiting passenger, this indicates that supply is greater than demand – the average queue length of passengers for the study period was 0.03, whereas the average passenger queue length was 0.55 – a factor of 19.6 greater. Even acknowledging that the passenger queue length may be suppressed by potential passengers choosing not to queue at an empty rank, it seems unlikely that this would account for such a large difference.

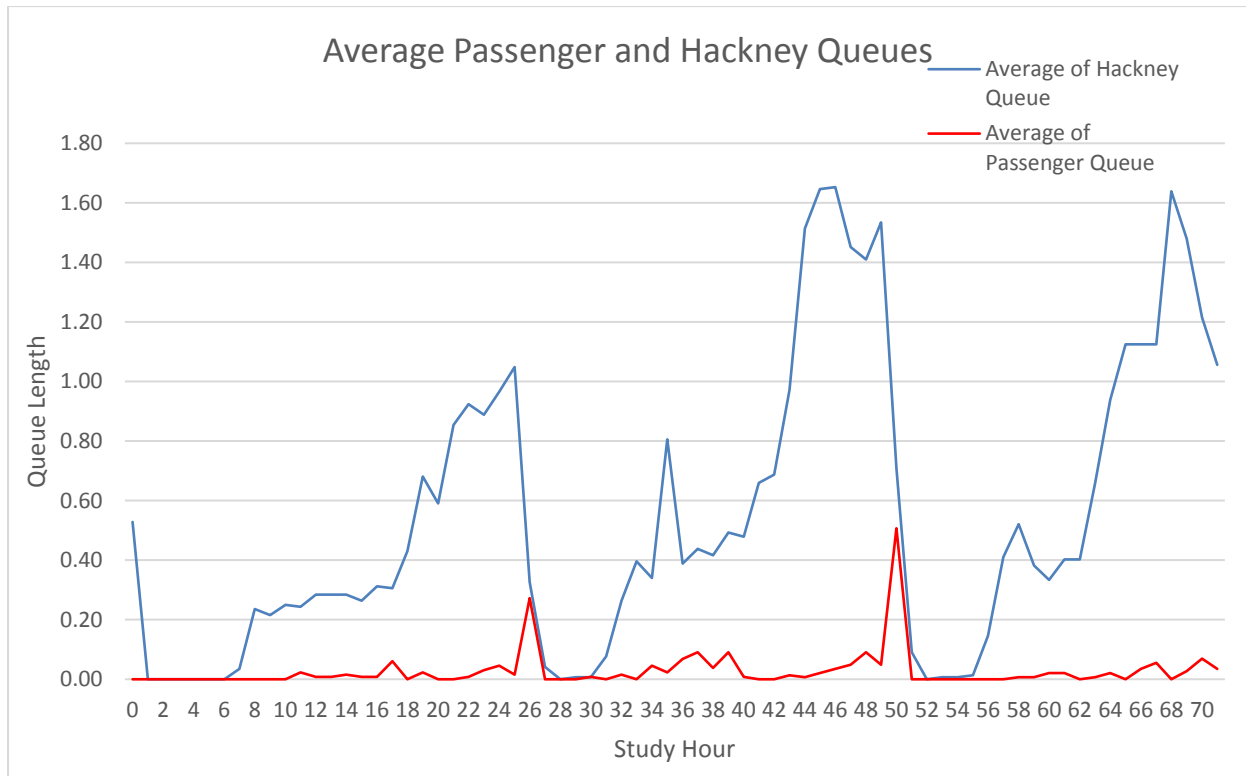


Figure 6: Passenger and Hackney Queue Lengths

4.1.34 Rank Comparison

4.1.35 The data recorded for the CCTV survey shows clear differences in demand between all ranks, both in volume and in the timing of peak demand. For example, assuming that the majority of hackney departures from ranks correspond with a paying fare, and that this is one representation of demand. This is shown in **Figure 6** which is a graph of the average number of departures per 5 minutes at every site (apart from site 2, which is a feeder rank).

4.1.36 Site 5 (Front Street, Tynemouth) stands out as having the biggest peak in departures per hour, with a peak of 150 between 11pm and midnight on the Saturday night. However, this rank has comparatively low departures between 8 am and 6 pm, when some other ranks experience comparatively higher departures (ranks 1 (North Shields Metro) and rank 11 (A186 Station Road, Wallsend)).

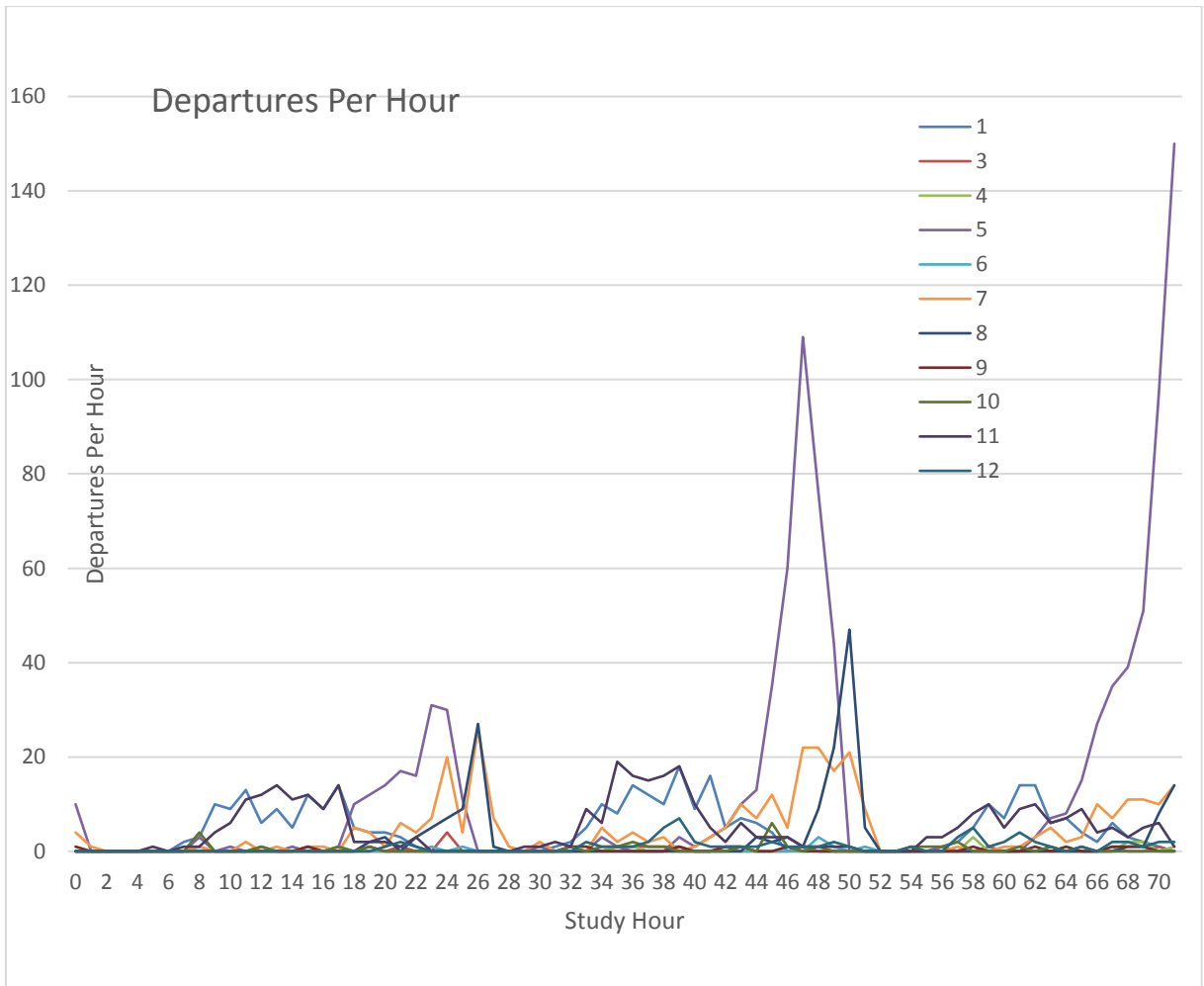


Figure 7: Total Departures for each Hour of the Study

4.1.37 The Balance of Supply and Demand

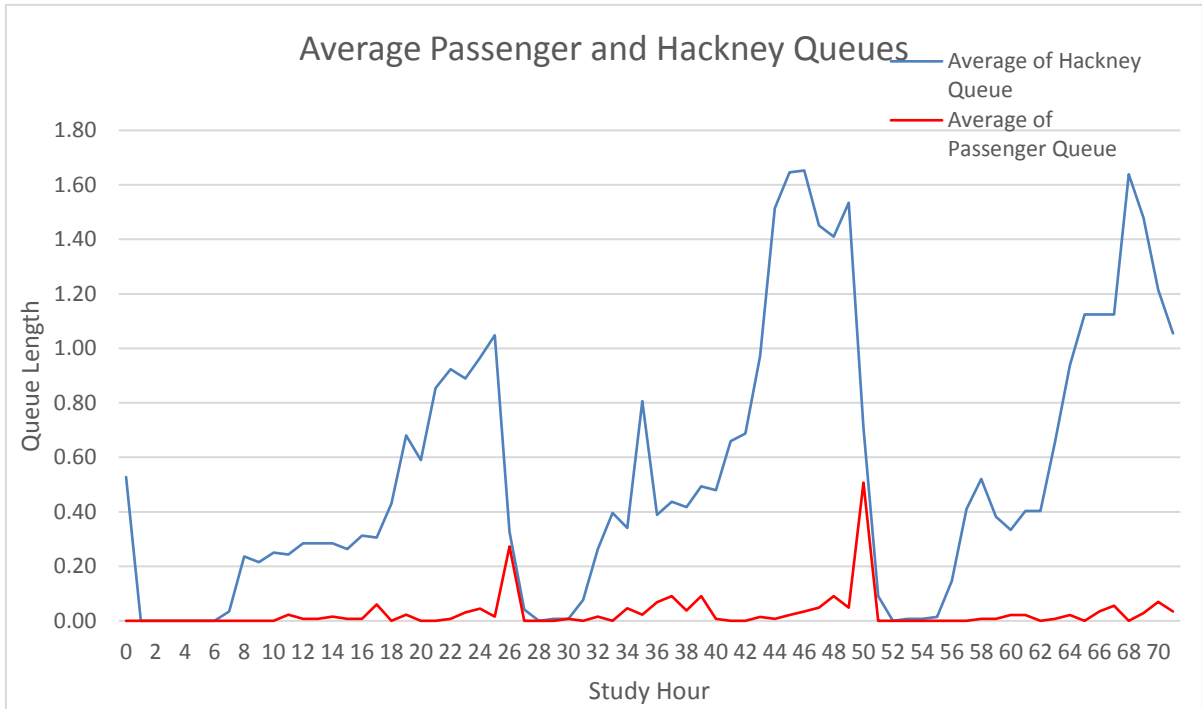


Figure 8: Average Passenger and Hackney Queues at Site 5

- 4.1.38 The only rank where the queue of passengers frequently exceeded the queue of Hackneys was site 5 Front Street Tynemouth as shown in **Figure 9**. It seems reasonable to conclude that this indicates that here, supply does not meet demand, explaining why this has the 2nd highest wait time (after adjusting site 12's average for an outlier).
- 4.1.39 Similarly, site 8 South Parade, Whitley Bay, which has the highest overall average wait time, has a period where the passenger queue significantly outstrips supply.

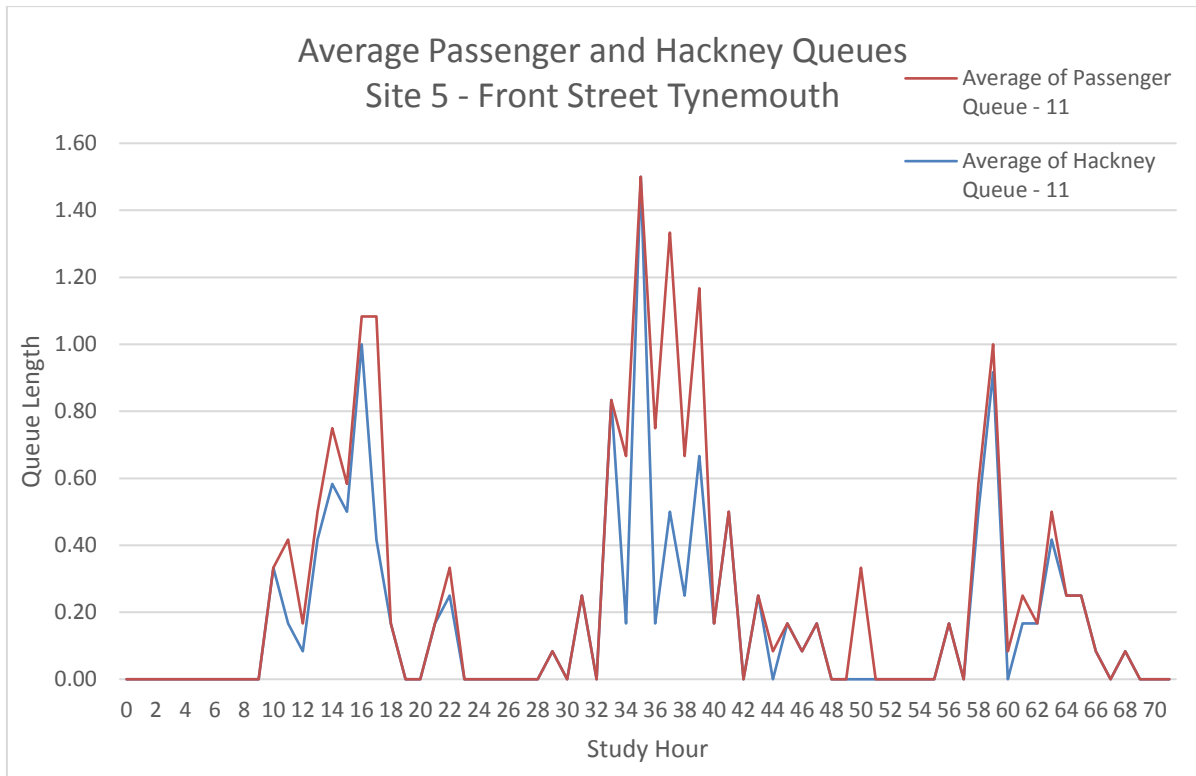


Figure 9: Average Passenger and Hackney Queues at Site 5

4.1.40 The data analysis described in this chapter suggests that within North Tyneside, on the whole, the supply and demand are well matched. There are too few periods (only late Friday and Saturday Nights) when waiting times are high enough to warrant issuing additional Hackney Carriage Licenses. The fact that Hackney Carriages are well equipped to respond to these peaks in demand suggests that for the rest of the week, supply outstrips demand. This hypothesis will be explored further when investigating the results the public attitude surveys and targeted consultations.

4.1.41 Utilisation and Earning

4.1.42 Assuming that;

- the majority of Hackney passenger trips within North Tyneside are an average of 4 miles in length (approximately half the distance to Newcastle city centre), and
- all Hackney Carriages return to their original pickup point after dropping off their passenger, without a fare – and therefore doubling the average passenger trip distance to reach an assumed distance travelled of 8 miles per passenger,
- the average speed is 15mph (due to the urban nature of the area),
- the number of street hailing's is negligible, and
- all license holders were working during the study period.

4.1.43 Knowing that;

- the number of departures from ranks within the study period was 2446 according to the Rank Observation Survey Results;
- the number of active licences is 194 according to the NTHCA.

4.1.44 The total time that hackneys were utilised (i.e. contained a passenger or returning from dropping off a fare) during the study period was

$$\text{time per departures} = \frac{\text{distance}}{\text{speed}} = \frac{8 \text{ miles}}{15 \text{ miles per hour}} = \mathbf{0.53 \text{ hours per departure (32 minutes)}}$$

$$\begin{aligned} \text{utilised time} &= \text{time per departure} \times \text{number of departures} \\ &= 0.53 \text{ hours per departure} \times 2446 \text{ departures} = \mathbf{1296 \text{ hours}} \end{aligned}$$

$$\begin{aligned} \text{number of utilised hours per active hackney carriage license during the study period} \\ &= \frac{\text{utilised time}}{\text{number of active licenses}} = \frac{1296}{194} = \mathbf{6.68 \text{ utilised hours per license}} \end{aligned}$$

4.1.45 Further assuming that hackney carriages would aspire to work 8 hours per day;
aspirational working hours during study period = 8 hours per day x 3 days = 24 hours

$$\begin{aligned} \text{utilisation} &= \frac{\text{utilised hours per license}}{\text{aspirational working hours during study period}} = \frac{6.68}{24} \\ &= \mathbf{28\% \text{ per license during the study period}} \end{aligned}$$

4.1.46 Applying an assumption that license holders would aspire to have 6 weeks of time off per year, and to work 7 days per week:

$$\text{utilisation with time off} = \frac{\text{utilisation}}{\text{aspirational proportion of days spent working}}$$

$$\begin{aligned} \text{aspirational proportion of days spent working} \\ &= \frac{\text{aspirational working days per week}}{\text{days per week}} \times \frac{\text{aspirational working weeks per year}}{\text{weeks per year}} \end{aligned}$$

$$\text{aspirational proportion of days spent working} = \frac{7}{7} \times \frac{46}{52}$$

$$\text{aspirational proportion of days spent working} = 0.88$$

$$\text{utilisation with time off} = 28\% \text{ per license} / 0.88 = \mathbf{32\% \text{ per license}}$$

4.1.47 It is likely that the assumptions made are generous (i.e. they result in overestimating earnings / utilisation) given that;

- the assumed average distance per departure is likely to be shorter than 8 miles, with many passengers being more local (especially those using taxis to link a public transport journey (e.g. metro) to their home – presumably they would go to the nearest station / stop to their home, which seems unlikely to be over 4 miles away in most cases); for night time travellers on weekends, it seems sensible to presume that people living closer to Newcastle than North Tyneside would choose to visit Newcastle (hence half the distance to Newcastle was chosen);
- the assumed average speed (15 mph) accounts for the time taken to make the transaction with the customer and the majority of trips would be in an urban environment;
- street hailing's are likely to be negligible – based on the previous study which indicated that street hailing's account for a very small proportion of hackney trade;

- though it is extremely unlikely that all license holders were working during the study period, the utilisation is explicitly the average *per hackney license* and this figure could not be calculated without this assumption;
- the average number of departures per day during the study period is likely to be greater than the overall average because 2 of the 3 days covered included 2 of the busiest days per week (assuming the study period was representative of a normal Thursday, Friday and Saturday, and Monday to Wednesdays have departure numbers similar or lower than the Thursday due to a lower evening peak).

5. Trade Consultation

5.1 Hackney Carriage Consultation

5.1.1 Introduction

5.1.2 This section summarises the discussion held at the trade consultation meeting, broken into sections relating to the topic of discussion.

5.1.3 Fall in Supply

5.1.4 The representative of the Hackney Carriage Association believed that the Hackney Carriage trade has reduced by 30-40% since the 2012 report and felt that the drop was so pronounced that it is self-evident that the cap on licenses does not need to increase and that there is no unmet demand.

5.1.5 The main reason for this reduction was thought to have been the closures of social venues such as pubs and bars during the recession, specifically mentioning areas such as South Parade and Tynemouth.

5.1.6 Utilisation and Earnings

5.1.7 Waiting time at ranks has increased. In order for drivers to achieve acceptable earnings, they have had to increase the number of hours they work.

5.1.8 Another concern from the Hackney Carriage Association was the congestion and road works across North Tyneside; they believed that this caused longer passenger delays and also increased passenger fares. Suggestions were made that permanent Traffic Regulation Orders (TRO's) could be brought in for taxi drivers to use bus lanes across North Tyneside. The Association believe this would increase efficiency and reduce the taxi fares for passengers.

5.1.9 To supplement wages, drivers operate both Hackney Carriages and Private Hire Vehicles even though the initial start-up costs and weekly rental can be expensive at around £100 per week for Private Hire Vehicles

5.1.10 In addition, Hackney Carriages and Private Hire Vehicles have been waiting in areas such as Newcastle city centre, Durham and Berwick to gain more custom.

5.1.11 The Demand Profile

5.1.12 The busiest times were said to have been from 11:00-02:00, which reflects the survey results.

5.1.13 Ranks

5.1.14 The Hackney Carriage Association would like to see an increase in ranks across North Tyneside in specific areas such as Cobalt Business Park, Spanish City - the Play House Development, North Shields Fish Quay and Cullercoats. It is assumed that adding ranks in these areas would increase the potential trade.

5.1.15 **Wheelchair Accessible Vehicles**

5.1.16 The Hackney Carriage Association believe that there are sufficient numbers of Wheelchair Accessible Vehicles with 103 saloon cars and 101 wheelchair accessible vehicles, although Private Hire Vehicles are usually the main form of transport for wheelchair users. The Hackney Carriage Association made comments on further clearance space for wheelchair accessible vehicles for safety purposes. Drivers can find it difficult to help the passenger gain access to and disembark from the vehicle safely due to oncoming traffic and small rank spaces.

5.1.17 **Enforcement**

5.1.18 Private Hire Vehicles have recently been seen parking in loading bays outside busy areas which is deemed frustrating for Hackney Carriages.

5.2 Trade Consultation Questionnaire Data Analysis

5.2.1 **Introduction**

5.2.2 This section details the analysis completed using the data from the responses to the Hackney Carriage driver questionnaire.

5.2.3 The Hackney Carriage questionnaire was completed and returned by 43 licensees. As there are 77 drivers, this represents a good response rate of 56%

5.2.4 **Summary**

5.2.5 The following is summary of the detailed analysis discussed in the remainder of this chapter:

- The balance of supply and demand – the responses indicated that supply exceeds demand, this is consistent with the results of the CCTV survey.
- Wheelchair Access Vehicles – the respondents suggested that more could be done to increase the availability of Wheelchair Access Vehicles, even though the number of vehicles is sufficient.
- Utilisation and earnings – respondents work over 5 days per week..
- The Supply Profile – there is a gentle peak in Hackney supply on Thursday, Friday and Saturday and late at night. These times are consistent with the rank CCTV survey, however the days cannot be compared because the CCTV survey did not cover a whole week.
- The Demand Profile – drivers said they are busiest on Friday and Saturday and least busy on Monday. This cannot be compared with the CCTV survey as the survey did not cover a whole week.
- Ranks – drivers made several suggestions for the locations of ranks for NTC's consideration.

5.2.6 **The Balance of Supply and Demand**

5.2.7 In relation to the balance of supply and demand – the survey included the following questions:

1. Is the number of Hackney Carriage vehicles sufficient for the present demand in North Tyneside?

2. Are more Hackney Carriage vehicles needed to cover the level of demand in North Tyneside?
3. What would be the effect of increasing the number of Hackney Carriage licenses?

5.2.8 To all 3 questions, respondents indicated that the supply matched or exceeded demand:

1. 42/43 (98%) respondents answered 'Yes' to this question. Though additional comments were not requested, one driver stated 'too many' and another stated 'my opinion is there is far too many hackneys and private hire vehicles in North Tyneside'.
2. 36/43 (84%) respondents answered 'Yes' to this question, suggesting some respondents felt that there are sufficient vehicles and that more vehicles are required. The reason behind this is unclear.
3. 42/43 (98%) respondents anticipated less work for drivers if more licenses were introduced and 36/43 (84%) expected less revenue. None expected increased revenue or a rise in standards.

5.2.9 Wheelchair Access Vehicles

5.2.10 The survey included the following question on wheelchair access vehicles:

1. Is the number of wheelchair access vehicles sufficient?

38/43 respondents answered 'yes' to this question. Indicating that drivers think there are sufficient wheelchair access vehicles.

5.2.11 Although comments weren't prompted, one respondent stated:

"not enough that pick disabled up, more interested in having movable seats".

Similarly, another respondent stated:

"only if drivers make themselves available and carry correct equipment e.g. ramps and clamps"

5.2.12 These comments reveal that though the number of wheelchair accessible vehicles may be sufficient, the number of drivers willing and equipped to accept a fare from a wheelchair user could be significantly lower. Another stated:

"the majority of wheelchair vehicles refuse or drive past wheelchair customers"

5.2.13 Therefore, though there are, in the opinion of the respondents, sufficient wheelchair accessible vehicles, there may still be a problem that needs to be addressed regarding the availability of Hackney Carriages for disabled passengers.

5.2.14 Contrary to this, another respondent stated that there is an over-supply of wheelchair accessible vehicles suggesting:

'In 28 years have seen 4 wheelchair jobs from ranks'

5.2.15 This indicates that there may be very low demand for wheelchair accessible vehicles. However, it's likely that some wheelchair users think that some drivers may be reluctant to accept fares from wheelchair users, and elect to travel by other means or to avoid the journey altogether.

5.2.16 Finally, one driver indicated that there are significant cost barriers to running a Wheelchair Accessible Vehicle, estimating that similar wheelchair and non-wheelchair accessible vehicles cost £26,000 and £8,000 respectively, along with increased licensing fees. The driver concluded:

“North Tyneside Council lead the way and help to encourage more good quality Wheelchair Accessible Vehicles...”

5.2.17 Utilisation and Earnings

5.2.18 Drivers were asked the number of days per week that they normally work. 42 out of 43 respondents answered this question and the results are shown in **Figure 10**.

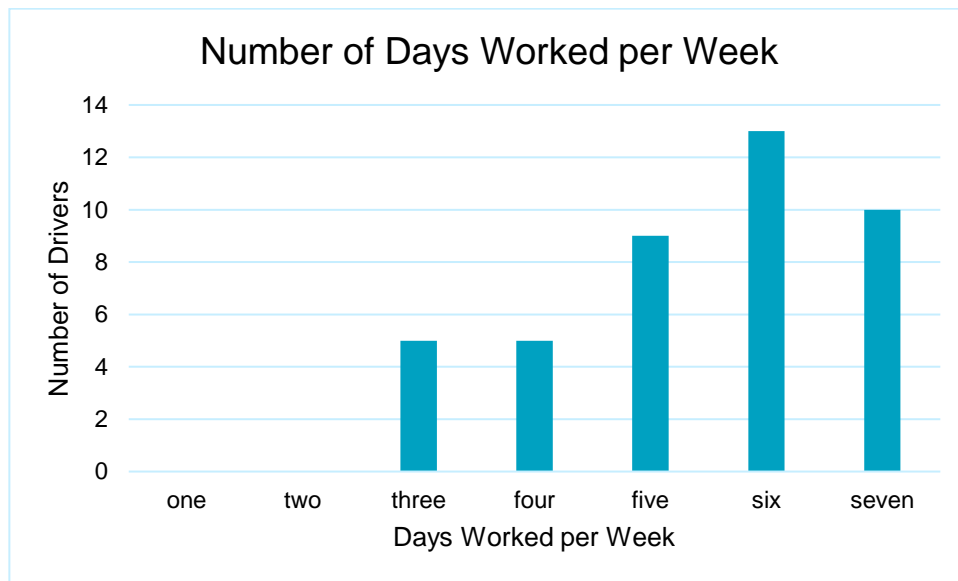


Figure 10: Number of Days Worked per Week

5.2.19 On average, the number of days worked by each driver is 5.43. Over half of drivers work 6 or 7 days per week and there were no drivers working fewer than 3 days per week.

5.2.20 Drivers were also asked to estimate the number of fares that they take each week. 28 drivers gave responses to this question. The average number estimated was 65 although one driver estimated 350 fares. This number has been discounted to give a more accurate average of 53.64 fares per week. The question does not specifically ask drivers to estimate only the number of journeys in their capacity as Hackney Carriages (i.e. from ranks or on-street hailing's), so it is not known whether these estimates include bookings where drivers also hold private hire licenses. In addition, some drivers mentioned that they go to neighbouring council areas (e.g. Newcastle City Centre) for business, so it's not known whether drivers' estimates include fares from Hackney Carriages outside the North Tyneside area. Therefore, it is difficult to justify using this number to form any conclusion or recommendation.

5.2.21 **The Supply Profile**

5.2.22 **Figure 11** shows the number of drivers working on each day of the week. Monday is the least popular day of the week to work and the number steadily increases as the week progresses toward Saturday where it reaches its peak, showing a marked drop on Sunday.

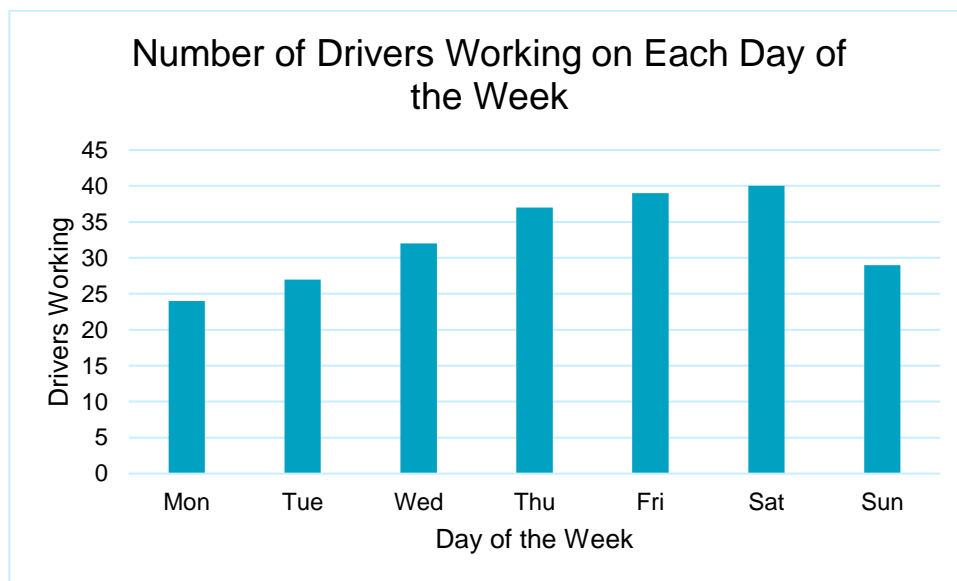


Figure 11: Number of Drivers Working Each Day of the Week

5.2.23 Drivers also stated whether or not they normally work during specified blocks of time. As shown by **Figure 12** there is a peak number of drivers in operation between 19:00 and 03:00. This peak in supply corresponds with the peak working hours and demand identified by the CCTV rank survey.

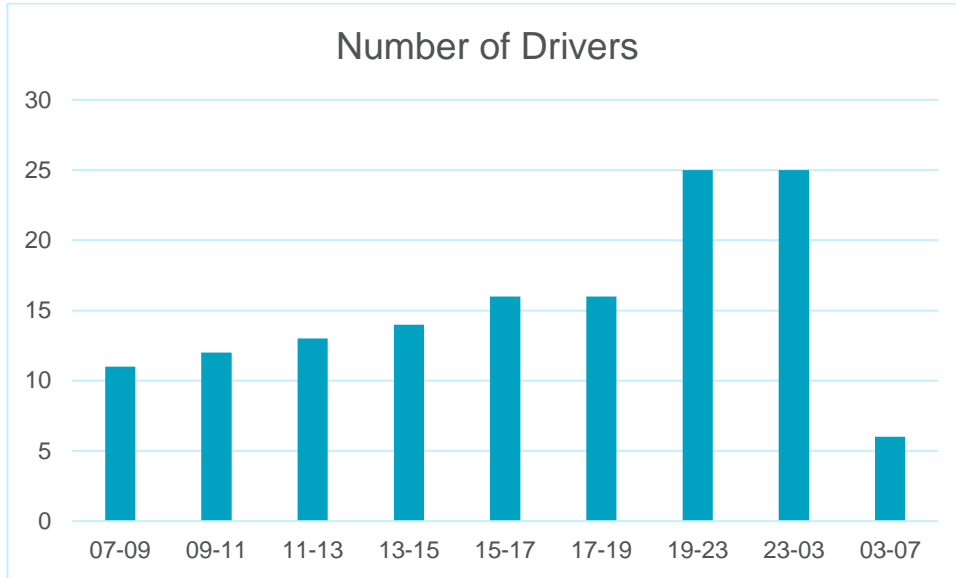


Figure 12: Respondents working during Specified Hours

5.2.24 **The Demand Profile**

5.2.25 **Figure 13** shows the days of the week that drivers said they are most and least busy. There is a very strong peak in those saying that they are busiest on Friday and Saturday (15 and 36 respectively), which corresponds with very few respondents stating they are least busy on those days (7 and 3 respectively).

5.2.26 2 respondents provided inaccurate readings stating the same days that they were busiest and least busy, therefore those results have been discounted. As a result, it appears that only one respondent intentionally singled out Saturday as their least busy day.

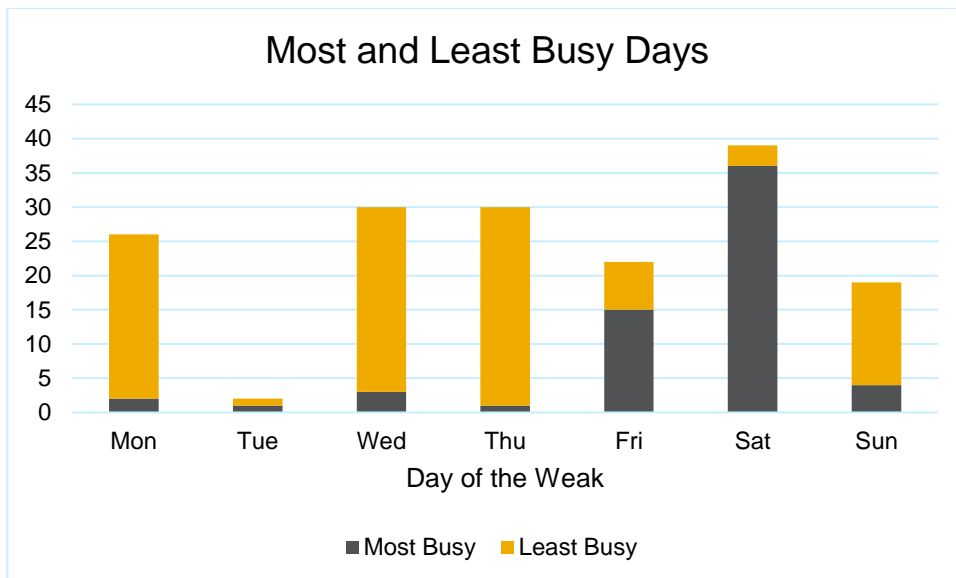


Figure 13: Busiest Working Days for Drivers

5.2.27 Ranks

5.2.28 Drivers were asked to give their views regarding the adequacy of ranks in North Tyneside and their locations. Overall, drivers indicated that the number of ranks is sufficient but that some ranks are unnecessary and some locations could be relocated.

5.2.29 Although 50% of drivers stated that there are adequate ranks in North Tyneside, the question itself is considered ambiguous in nature as it could be interpreted in different ways. For example:

- Is there at least one rank in North Tyneside that is in the correct location?
- Are most ranks in North Tyneside in the correct location?
- Are all ranks in North Tyneside in the correct Location?
- Is there no location in North Tyneside that does not have an adequate rank?
- Is the specification of each rank correct?

5.2.30 The suggestion that 50% of drivers are satisfied with the ranks in their entirety should be treated with caution, and therefore the results are simply alluded to rather than being used to form any firm conclusions.

5.2.31 The questionnaire also included a question asking for suggestions about rank locations. A summary of the responses is included in **Table 5**. Justifications are provided when the respondent has provided additional information. In general, drivers' responses suggest that they would benefit from adding ranks to several key locations.

Table 5: Suggested Rank Locations

Location	Times Suggested	Justification
Fire station Whitley Bay – 24 hours	3	This existing rank should be made a 24-hour rank and extended due to popularity.
Nile Street (former location of temporary rank)	2	In the temporary location there were more customers
Fish Quay, North Shields	2	Presence of pubs and restaurants
DFDS Seaways	2	
Cullercoats Sea Front	1	
Whitley Bay Caravan park	1	
Cobalt Business Park - Village Hotel	2	
Cobalt Business Park – Tesco	1	
Silverlink Retail Park (North)	1	
Silverlink Retail Park (South)	1	
Rake Lane Hospital	2	
Cramlington Hospital	1	
Increase Visibility of Tynemouth	1	
Ferry Terminal	3	
Tyne Commission Quay	1	
Albion Road, North Shields	1	
West Percy Street (Pizza Corner)	1	

Better Lighting	1	
Whitley Road 24hr	1	Currently shared with a bus stop – amend to 24 hr as the bus is not popular
Tynemouth Front Street - install railing and blue cube	1	The Front St rank is inadequately signed. Railings would prevent queue-jumping.
Tynemouth Front Street - extend	1	Queues go further than Percy Garden
Prominent locations at shopping centres, hotels, stations, business parks	2	These are high demand locations and would increase trade
Wallsend High Street Additional	1	The existing rank is insufficient
The Victoria, Whitley Rd	1	Hackneys currently have to mount the kerb to queue
Metros	1	
Hospitals	4	
South Parade, Whitley Bay	1	

5.2.32 The rank CCTV survey identified some ranks that are infrequently used, offering the possibility of relocating ranks to areas that have been recently redeveloped or areas where drivers suggest there is a demand. Ranks with low departure numbers over the study period are highlighted in **Table 6**.

Table 6: Ranks with Low Departures during CCTV Survey

Rank No:	Rank:	Hackney Departures
1	North Shields Metro, Nile Street	321
2	North Shields Metro Feeder Rank	174
3	Church Way North Shields	15
4	Tynemouth Metro, Station Terrace	12
5	Front Street Tynemouth & feeder rank	955
6	North Parade, Whitley Bay	11
7	Park Avenue, Whitley Bay	328
8	South Parade, Whitley Bay	173
9	Station Square	15
10	Four Lane Ends Interchange	31
11	A186 Station Road, Wallsend	345
12	A183 High Street West, Wallsend	66
Total		2446

5.3 Trade Consultation Meeting - PHV Trade Representative

- 5.3.1 A consultation meeting was arranged with the chair of the Licensed Private Hire Vehicle Association which represents the interests of Private Hire Vehicle drivers. The aim of the meeting was to review the previous 2012 survey results and to give a general update on the reporting process.
- 5.3.2 Concerns were expressed querying the need and the very purpose of continuing a study on the policy limit to Hackney Carriage licences. The representative was reminded that the study needs to fulfil all requirements to determine the demand under the Section 16 of the 1985 Transport Act.
- 5.3.3 Confirmation was given that Private Hire Vehicles are booked via an operator and cannot be hailed on the street or from a rank. In addition, there is no zoning in place meaning drivers can accept bookings from outside the area. Telephone bookings account for 93% of overall trade.
- 5.3.4 922 Private Hire Vehicles are currently licensed with a total of 1250 driver licensees in operation.
- 5.3.5 30-40 of the licenses operate wheelchair accessible vehicles, although there is a lack of incentive to operate wheelchair accessible vehicles due to the demand, running costs and time associated with the loading and unloading of wheelchairs.
- 5.3.6 It is the opinion of the representative that the greatest level of demand for Private Hire Vehicles is experienced during the morning and midday period.

6. Stakeholder Consultation

6.1 Public Attitude Survey

6.1.1 A Public Attitude Survey was undertaken running for two weeks between 17th November 2016 and 11th December 2016. The survey was posted online via the council's website with a total of 92 respondents. 27 questions were posed ranging from queries concerning general comfort using Hackney Carriages to specific targeted information about the current balance of supply and demand. The responses have been tabulated to establish any commonalities or trends and the results can be found in **Appendix A**. The response rate was sufficient to make realistic conclusions from the results and the key factors to arise are detailed below.

6.1.2 *Supply Vs Demand*

6.1.3 65% of respondents felt that the limit of 204 licenses is sufficient, 22% felt that the limit is too high and 12% felt that the limit was too few.

6.1.4 *Satisfaction*

6.1.5 60% of customers said that they were either very satisfied or satisfied with the customer service afforded from the Hackney Carriage service. 3% stated they were very dissatisfied.

6.1.6 51% of customers said that they were satisfied with the overall cleanliness of the Hackney Carriage with only 1% saying they were dissatisfied.

6.1.7 40% of customers said that they were satisfied with the level of safety from the Hackney Carriages and 37% stated they were neither satisfied nor dissatisfied.

6.1.8 9% of customers felt that they were very satisfied with the overall cost of a Hackney Carriage and 10% felt they were very dissatisfied.

6.1.9 37% of customers felt that they were neither satisfied nor dissatisfied with the availability of Hackney Carriages however 35% felt that they were satisfied with the availability.

6.1.10 41% of customers felt that they were satisfied with the level of access to a Hackney Carriage and 41% felt that they were neither satisfied nor dissatisfied.

6.1.11 *Common Themes*

6.1.12 From the results of the survey 65% of respondents used a Hackney Carriage at night time, (deemed 8pm-6am) and 80% also stated the main reason they choose to travel by Hackney Carriage is on a night time for leisure purposes.

- 6.1.13 Respondents were asked to comment on locations they would like to see additional taxi ranks and the following ranks were suggested: DFDS Ferry Terminal; B&M Bargain's at Whitley Bay; Northumberland Park; Cullercoats; Silverlink Shopping Centre; Four Lane Ends Interchange; All Metro Stations; Monkseaton; Shiremoor; Cobalt Business Park and Port of the Tyne. The suggestions differ between the respondents of the survey and the Hackney Carriage Association. Cullercoats and Cobalt Business Park were the only suggestions made from both parties.
- 6.1.14 Respondents commented on the overall expense of a Hackney Carriage and cited this factor as the reason why they have used an alternative form of transport.
- 6.1.15 **Table 7** shows the frequency of Hackney Carriage usage in North Tyneside.

Table 7: Frequency of Hackney Carriage Usage in North Tyneside

Frequency	% of people	Assumed trips	Total
At least once a week	7%	6	42
At least once a month	9%	8	72
At least once every 3 months	18%	16	288
At least once every 6 months	11%	10	110
At least once a year	29%	26	754
Never	28%	25	700

- 6.1.16 *Improvements*
- 6.1.17 30% of respondents felt that there are no improvements necessary to the taxi ranks within North Tyneside. 46% of respondents felt that they would like to see some shelter; 38% would like adequate lighting; 31% would like to see sufficient signage and 21% would like seating. Additional comments were made such as 'Marshalls to control the queues on bank holidays, Christmas etc.' and 'Use as parking during the day as they are seldom used e.g. Tynemouth'.

6.2 Other Consultations

- 6.2.1 *Introduction*
- 6.2.2 Consultation was sought with interested stakeholders. This was achieved either by conducting telephone interviews or sending out surveys via E mail or by letter. 24 stakeholders were consulted and 5 responded. A summary of their comments is provided below.

6.2.3 ***Tynemouth Fire Brigade***

6.2.4 An employee of Tynemouth Fire Brigade responding to the stakeholder survey from personal experience stated that the amount of Hackney Carriages across North Tyneside is adequate, however he only uses taxis occasionally, but when he does, he tends to use Private Hire Vehicles. He did not feel that any more taxi ranks should be added in North Tyneside and comments were made on the excessive cost of Hackney Carriages. A suggested improvement was that taxi ranks in North Tyneside should be more adequately sign posted to make it easier to see a taxi rank.

6.2.5 ***Sustrans North East***

6.2.6 An employee of Sustrans North East responding to the stakeholder survey as a cyclist representative stated that most cyclists will refuse to use Hackney Carriages or Private Hire Vehicle due to conflict of interest. She felt that the behaviour from Hackney Carriage drivers was threatening towards cyclists and she would like to see drivers provided with training to deal with cyclists and pedestrians. She felt that there are enough Hackney Carriages within North Tyneside although she would like to see a rank closer to each train station and she felt the price of Hackney Carriages was expensive.

6.2.7 ***Disability Forum***

6.2.8 A volunteer responded on behalf of the disability forum via a telephone conversation. The disability forum is made up of wheelchair users and those with hearing difficulties, sight difficulties and speech difficulties. The volunteer felt that there are enough Hackney Carriages and ranks within North Tyneside and no changes to the layout or design should be made. The disability forum uses mainly Private Hire Vehicles because they can book them via telephone and the level of service is greater. A barrier to using a Hackney Carriage would be communication with the driver. Staff would usually ring a Private Hire Vehicle to ensure safe arrival to and from their weekly meetings. Private Hire Vehicles have readily available vehicles with wheelchair accessible facilities. A situation was also described whereby a Hackney Carriage driver denied entry to a wheelchair user.

6.2.9 ***The Victoria***

6.2.10 An employee of The Victoria Public House in Whitley Bay Town Centre acting on behalf of the local businesses suggested that taxi ranks across North Tyneside were in appropriate locations that boosted the local businesses including pubs and restaurants. He felt that the number of licenses was sufficient except on bank holidays when business was more regular. A barrier that may prevent individuals from using Hackney Carriages was the price of hiring a Hackney Carriage and an improvement that could be made was decreasing the rate of Hackney Carriage fares.

6.2.11 ***Shiremoor House Farm***

- 6.2.12 Acting on behalf of Shiremoor House Farm Public House and Restaurant in North Shields, the employee stated the restaurant does not regularly use Hackney Carriage vehicles due to having a direct line to a Private Hire Vehicle company. However, he felt that there could be more Hackney Carriage Vehicles provided in North Tyneside from personal experience for the busier months leading to Christmas and bank holidays. An improvement that could be made would be the price of Hackney Carriages into Newcastle, He felt that the metro was a cheaper and more efficient alternative.

7. Conclusions and Recommendations

7.1 Conclusions

7.1.1 Unmet Demand

7.1.2 Increasing the maximum number of hackney carriage licences available is unlikely to yield an increase in supply of hackneys, because there are already unallocated licenses, including those for wheelchair accessible vehicles.

7.1.3 Both the CCTV survey and the consultations showed that there are peaks and troughs in demand, but with an average queueing time of 29 seconds (a figure which includes the time between a customer arriving at a rank and getting into a taxi), the evidence suggests that overall there is very little unmet demand.

7.1.4 The representative of the Hackney Carriage Association believed that the Hackney Carriage trade has reduced by 30-40% since the 2012 report and felt that the drop was so pronounced that it is self-evident that the cap on licenses does not need to increase and that there is no unmet demand.

7.1.5 The responses from the Trade Consultation Questionnaire indicated that supply exceeds demand which is also consistent with the results of the CCTV survey.

7.1.6 There are short periods of excess demand but there may be methods of increasing supply and the study has identified the means by which this can be achieved without increasing the maximum number of licenses issued.

7.1.7 Utilisation and Earnings

7.1.8 Analysis of the surveys shows that drivers are often underutilised. An increase in licenses issued is likely to result in a drop in revenue for existing Hackney Carriage drivers.

7.1.9 Some drivers expressed that they experience long waits between fares outside of the night-time-weekend peaks in demand.

7.1.10 Wheelchair Accessible Vehicles

7.1.11 The Hackney Carriage Survey identified issues the use and allocation of Wheelchair Accessible Vehicles. These include refusal to accept fares, a lack of necessary equipment within the vehicles, and the reluctance to use Hackney Carriages or preferences for alternative forms of transport.

7.1.12 Ranks

7.1.13 Hackney Carriage Drivers expressed concerns about the current rank locations and offered suggestions as to where ranks may be more beneficial. This could be reflected in changes to the urban environment for example, where demand has moved due to recent development or the upspring of businesses in a particular area.

- 7.1.14 The CCTV survey revealed that some ranks are infrequently used. Ranks include; Church Way North Shields; Tynemouth Metro; Station Terrace; North Parade; Whitley Bay; Station Square Whitley Bay and Four Lane Ends.

7.2 Recommendations

- 7.2.1 Based on the findings of the Taxi Unmet Demand Study, a series of options are presented for North Tyneside Council to consider.
- 7.2.2 **Licence Cap**
- 7.2.3 As no significant unmet demand has been identified and there is evidence of significant time during the week that drivers do not perceive sufficient demand to make it worthwhile working, the current cap on license numbers should be maintained.
- 7.2.4 **Rank Improvements**
- 7.2.5 The responses from the Hackney Carriage drivers' survey made suggestions that some ranks would benefit from some improvements. This would include installing guard rails at busy ranks to increase safety and reduce queue jumping, and ensure that the 'blue box lights' indicating the location of taxi ranks are present and working.
- 7.2.6 Both the Hackney driver survey and rank CCTV survey showed that some ranks are infrequently used. Using the results of the CCTV Survey as a basis for further investigation, it is recommended that those ranks identified that are underutilised are reviewed. Suggested locations for new ranks should also be taken into consideration.
- 7.2.7 **Accessibility to Wheelchair Users**
- 7.2.8 The Hackney Carriage driver survey highlighted that there may be barriers to wheelchair users using Hackney vehicles, despite their seemingly being a sufficient number of wheelchair accessible vehicles. It is recommended that this information is relayed to the relevant parties to investigate this issue further by determining whether or not there are any underlying issues.

7.3 Options for Further Consideration

7.3.1 Coordination

7.3.2 Consideration should be given as to whether a technological solution could be implemented to improve the efficiency of the Hackney Carriage trade. For example, when a rank has no Hackney Carriages present, such information could be relayed to other Hackney Carriage drivers. As highlighted in the CCTV rank survey data analysis section of this Study, customers may be unlikely to queue at an empty rank, so ensuring that ranks always have a hackney vehicle available could reveal previously unknown unmet demand. Similarly, improved coordination of driver working times could help to ensure that supply and demand are more evenly matched, improving supply at peak times, and reducing wait times for drivers.

7.3.3 Similarly, improved coordination of driver working times could help to ensure that supply and demand are more evenly matched, improving supply at peak times, and reducing long wait times for drivers at quiet times.



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Taxi Unmet Demand
Study

Appendix A – Public Attitude Survey Summary

Hackney Carriage Survey

This report was generated on 12/12/16. Overall 92 respondents completed this questionnaire. The report has been filtered to show the responses for 'All Respondents'.

The following charts are restricted to the top 12 codes. Lists are restricted to the most recent 100 rows.

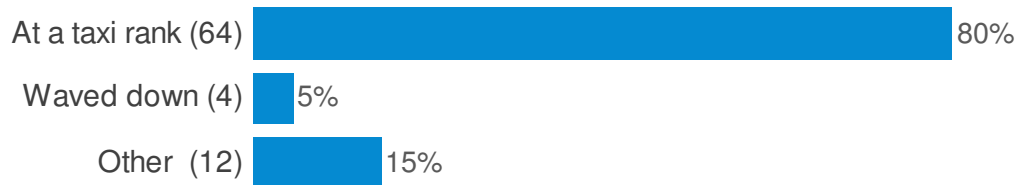
Do you live in North Tyneside?



Have you made a journey in a Hackney Carriage Vehicle (“Black Cab”) from North Tyneside in the last 3 months?



How did you obtain the last Hackney Carriage you travelled by in North Tyneside?

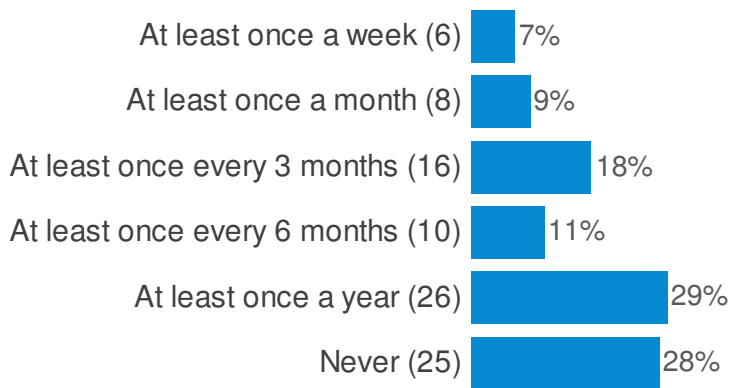


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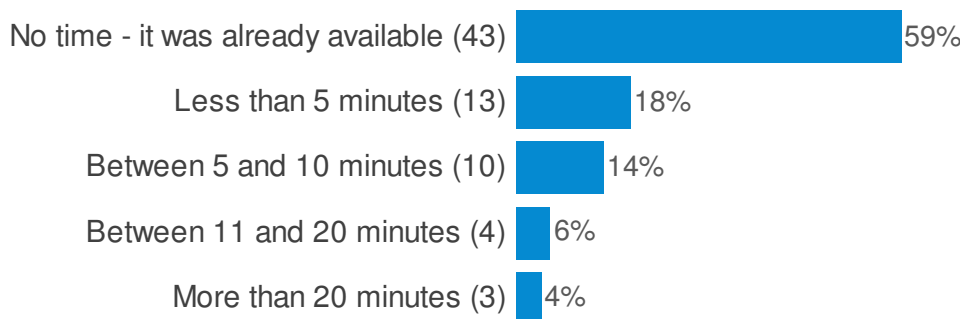
- Have not used one
- Telephone
- Cannot recall ever having used one
- Only place to comment. From past experience found Hackney's are expensive so never use them.
- by telephone
- coming home from tynemouth night out with friend
- Phoned taxi office
- Called into office near north shields metro
- Phoned Central Taxis
- Phoned an office
- Have never used a Hackney Carriage

Hackney Carriage Survey

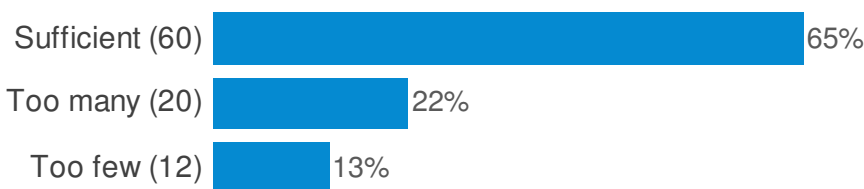
How often do you use Hackney Carriages to travel in North Tyneside?



How long did you have to wait to obtain the last Hackney Carriage you travelled by?



The number of Hackney Carriages operated in North Tyneside is limited by the council to 204. Do you think this is...?



Are there any locations in North Tyneside that do not currently have a taxi rank that you think should have one?

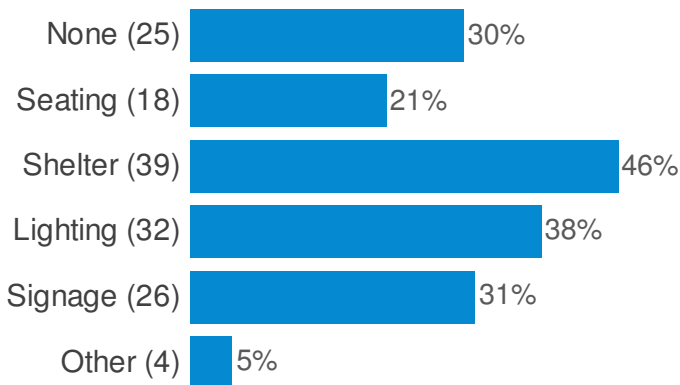


Hackney Carriage Survey

Where?

B&m Whitley road should be 24/7 rank and dfds ferry terminal needs a rank also
 ranks should be flexible and fluid to meet the needs of events and where people meet
 B&M Bargain's, Whitley bay, should be 24/7.DFDS ferry terminal needs a Taxi Rank.
 Northumberland park
 Cullercoats
 Silverlink shopping centre.
 Four Lane Ends Interchange
 All metro stations
 each metro station
 Busier Metro Stations
 Northumberland Park Metro
 Northumberland Park/Shiremoor, Monkseaton
 Monkseaton Metro outside Left Luggage
 I'm only aware of the tynemouth one, hardly recall another one. So I guess they may be there but...
 Cobalt, port of Tyne

What improvements would you like to see at Taxi Ranks in North Tyneside? (choose all that are appropriate)

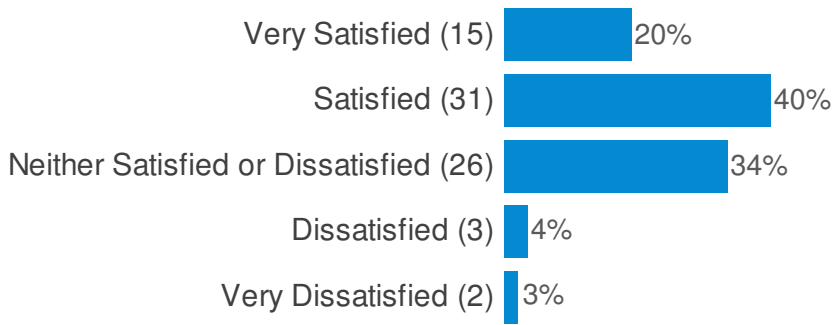


What are these other improvements you would like to see?

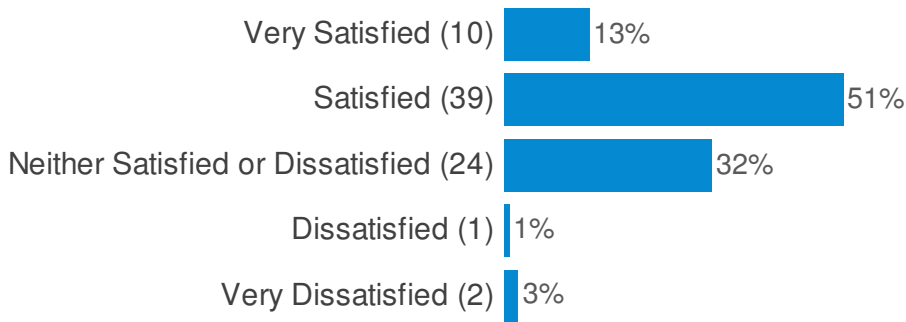
Use as parking during the day as they are seldom used, e.g. Tynemouth
 Marshalls to control the queues on bank holidays, Christmas etc
 How to find them!
 Often using them after a drink. Would be good to see a likely wait time same as metro

Hackney Carriage Survey

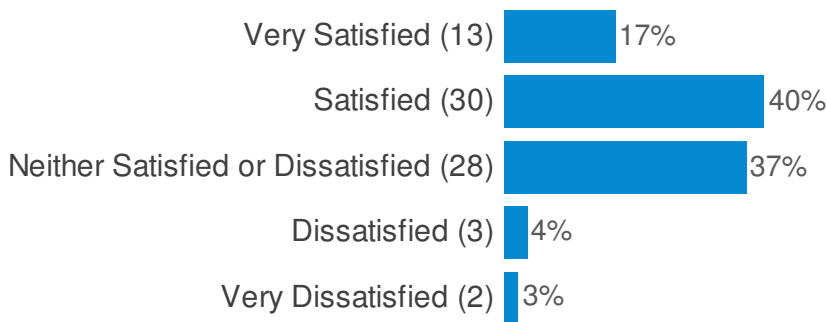
To what extent are you satisfied or dissatisfied with the following from Hackney Carriages in North Tyneside? (Customer Service)



To what extent are you satisfied or dissatisfied with the following from Hackney Carriages in North Tyneside? (Cleanliness)

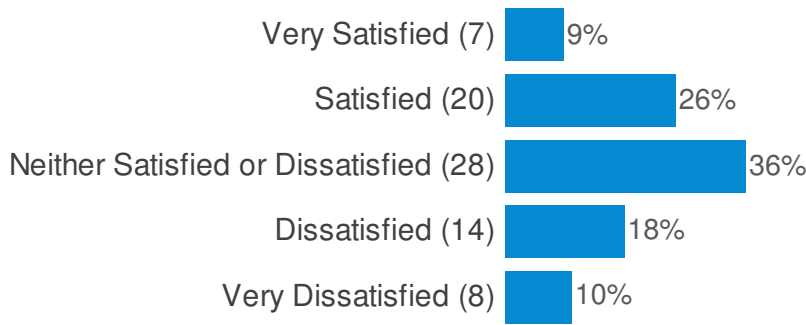


To what extent are you satisfied or dissatisfied with the following from Hackney Carriages in North Tyneside? (Safety)

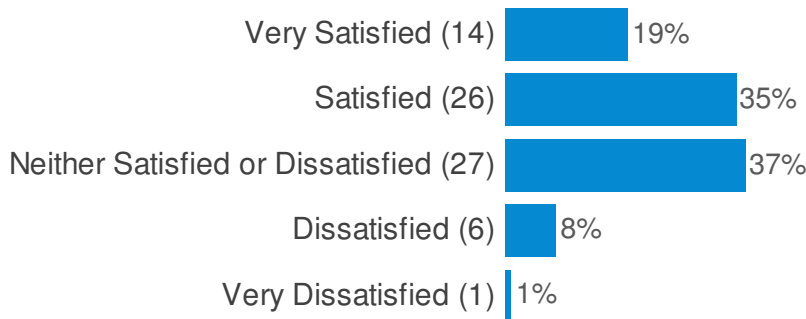


Hackney Carriage Survey

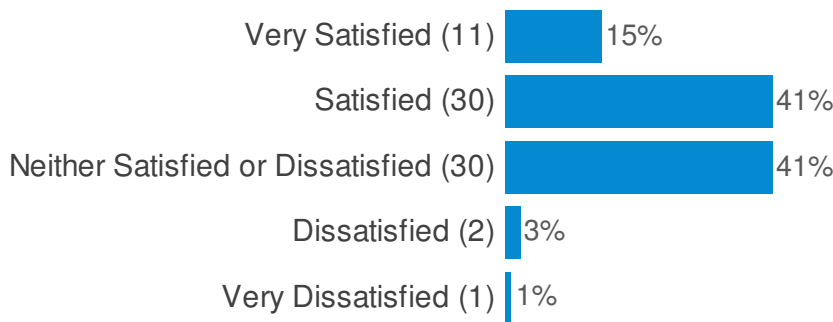
To what extent are you satisfied or dissatisfied with the following from Hackney Carriages in North Tyneside? (Cost)



To what extent are you satisfied or dissatisfied with the following from Hackney Carriages in North Tyneside? (Availability)



To what extent are you satisfied or dissatisfied with the following from Hackney Carriages in North Tyneside? (Access)



Have you ever intended to use a Hackney Carriage in North Tyneside, but decided on an alternative form of transport because? (The queue at the rank was too long)



Hackney Carriage Survey

Have you ever intended to use a Hackney Carriage in North Tyneside, but decided on an alternative form of transport because? (There were no Hackney Carriages available at the rank)



Have you ever intended to use a Hackney Carriage in North Tyneside, but decided on an alternative form of transport because? (There were no wheelchair accessible Hackney Carriages available)



Have you ever intended to use a Hackney Carriage in North Tyneside, but decided on an alternative form of transport because? (Another reason)

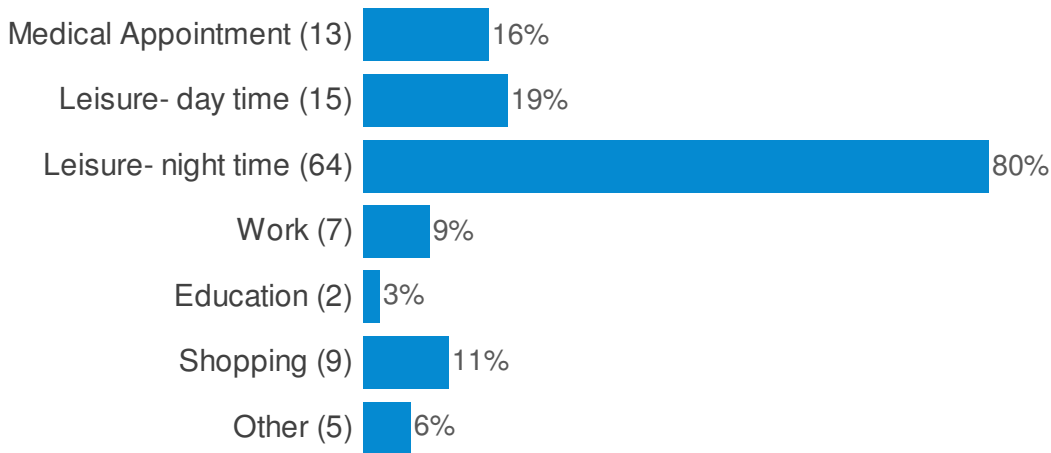


Please state this other reason

- changed mind used bus or metro
- Taxis cost too much,
- Picked up by family member
- Don't trust there rates, also don't trust the taxi driver. E.g if u order a taxi u know who it is!
- Picked up by family member
- Couldn't find a taxi
- To many non British drivers who do not know way around
- too expensive
- Too expensive.
- They charge the earth.
- found a cheaper option
- Some drivers unaware of local area.

Hackney Carriage Survey

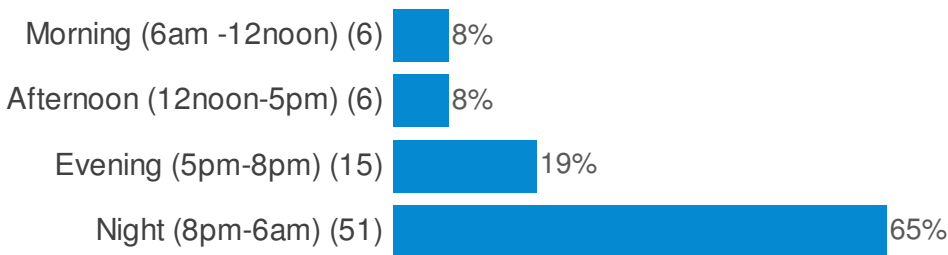
For which of the following reasons would you choose to travel by Hackney Carriage in North Tyneside?



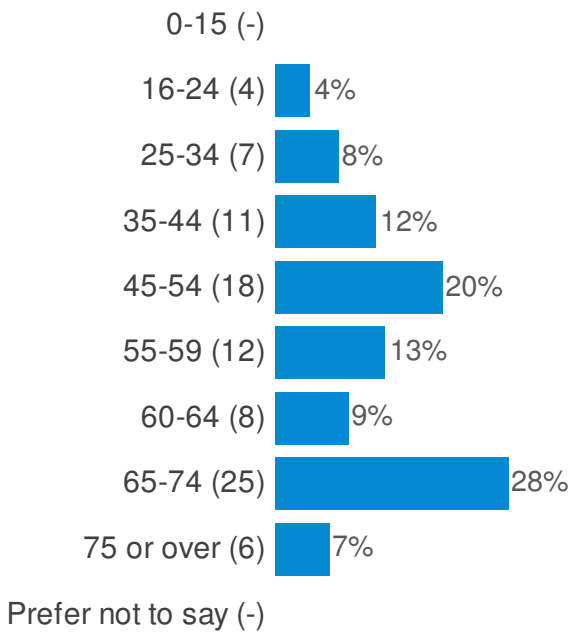
For what other reasons would you choose to travel by Hackney Carriage in North Tyneside?

- Travel to and from airport
- emergencies only
- if i was desperate
- only if i could not wait for a pre-booked taxi.hackney carriages are very expensive.
- GOING ON HOLIDAY

What time of day are you most likely to travel by Hackney Carriage departing from North Tyneside?



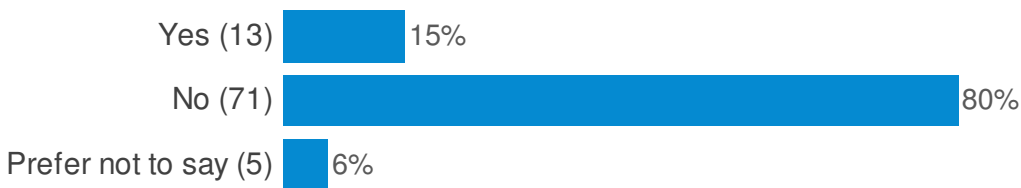
What is your age group?



What is your gender?

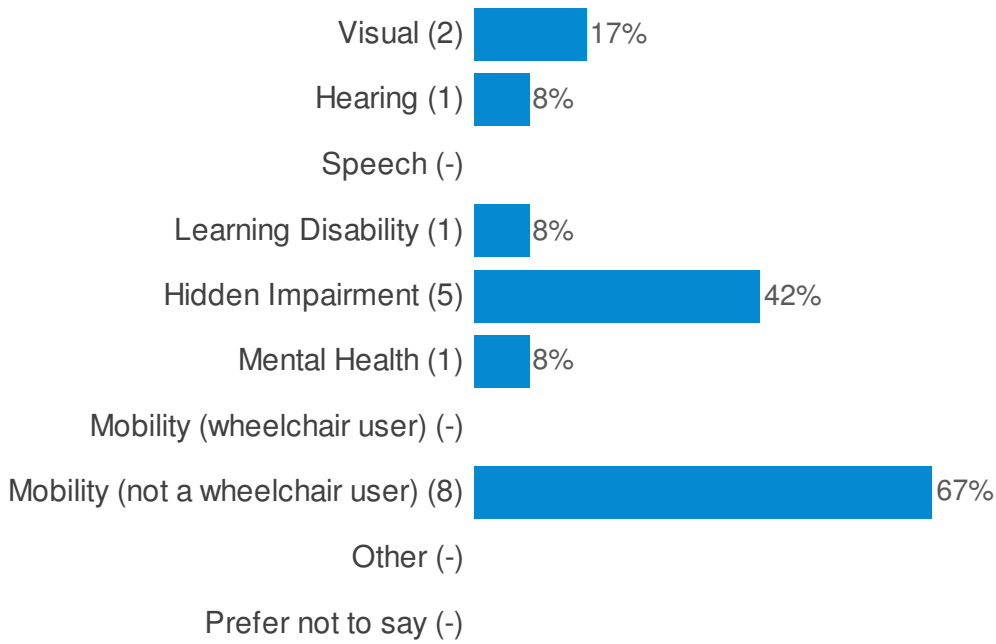


Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

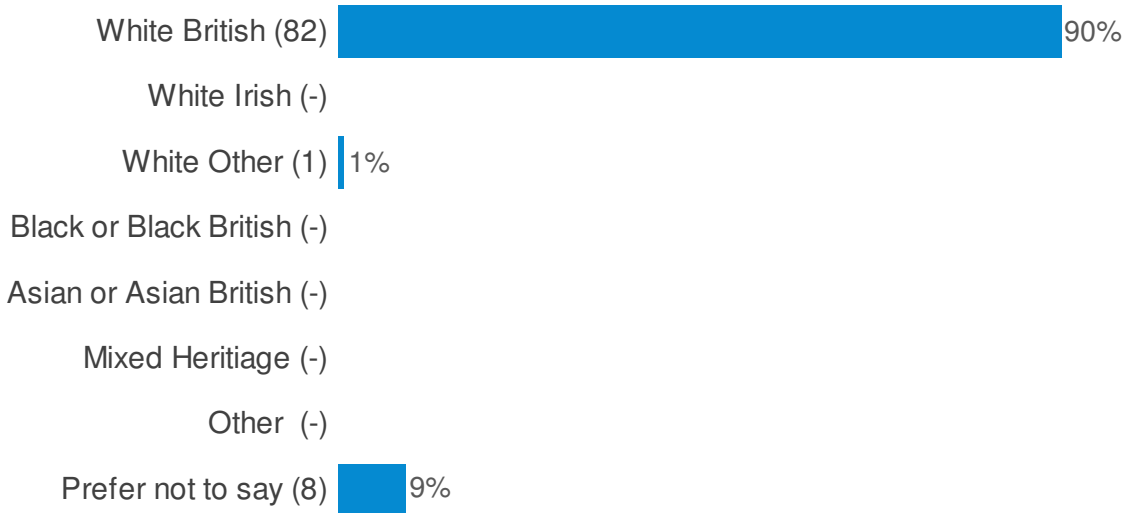


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If you are disabled, would you describe your impairment(s) as?



What is your ethnicity?



Hackney Carriage Survey

What is your religion or belief?

