



TRAFFIC + TRANSPORTATION

# **Bath and North East Somerset Council Taxi unmet demand study 2014**

**Ian Millership**

**Licensing Committee  
Bath and North East Somerset Council  
Friday 19<sup>th</sup> June 2015**

## Introduction



- Team: Joe MacLaren Director  
Ian Millership Study Manager
- Appointed: 6 March 2014
- Public Consultations: May 2014
- Rank Surveys October 2014
- Key stakeholders March - December 2014
- Trade Consultations: March 2014
- Presentation to committee 19 Jun 2015

## Outline of slides

- Aims of survey
- Fleet / Industry issues
- Rank activity
- Public questionnaire / consultation
- Stakeholder consultation
- Disability issues
- Trade Consultation
- Key Conclusions
- Any Questions ?

## Aim of this survey

- Identify any significant unmet demand (SUD)(or otherwise)
- If SUD found, recommend number of licence increases required to eliminate this
- Include in recommendations only issues practically achievable and within gift of licensing

## Fleet / Industry issues

- Limit on hackney carriage vehicle (hcv) numbers in city zone
- Area has zones from local government reorganisation
- 122 hcv
- Plus 31 outer area hcv and 334 all-area phv
- Hcv numbers in city zone 37% more than in 1994
- Phv growth 88% since 1997 to present but currently falling
- Level of hcv to population just below average for “Avon” and English levels
- Overall total licensed vehicle levels just below English average but well above “Avon” level (hcv + phv)
- Fares 4% above Avon average and 14% above national average, 35<sup>th</sup>= at time of report (now 38<sup>th</sup>= at May 15)

## Rank activity

- 127 hours observed at ranks
- Abbey (47%) and Bath Spa Station (private) (45%) see similar proportions of passengers as in 2008 and 2011
- Between 2011 and 2014 every rank has seen real growth in passenger numbers
- Rail passenger growth 20% in similar period
- New shopping centre fully opened
- Two new ranks successfully introduced
- Estimated annual hcv usage from ranks just under 916k

## Public consultation

- 201 members of public interviewed (local only)
- 57% had used licensed vehicle in last three months (less than 90% of 2011)
- A quarter said they had used taxis less than three years ago
- 2.7 licensed vehicle trips per person per month, 0.5 for hcv
- 62% obtain by phone, 38% at rank
- Few companies named – competition levels low
- Know ranks well – only need is better signing for recent ranks
- About 1 in 5 had issues, focus on delay getting licensed vehicle
- Latent demand (from asking public how many have given up waiting at ranks for hcv) 16%

## Stakeholder consultation

- Lot of usage of phv via freephones
- Also lot of stakeholder customers chose to use ranks
- Police view that vehicle numbers 'balanced'
- View that marshals had improved night service
- But this had increased usage as well



## Disability issues

- Just one person observed using wheel chair to access hcv at ranks during survey
- No other visibly disabled observed during rank surveys
- Despite attempts no response from disability groups
- Most needing disability vehicles appear to have own provision or use organisations related to their specific needs

## Trade consultation

- 4% response received from trade – fair level for such studies
- 52% from hcv
- 81% support retaining limit
- Average driver experience 10 years
- Typical week 50 hours
- Overall stated coverage of working hours in week also good

## Key conclusions

- Good reason to retain limit on city zone hcv numbers
- Avoids congestion potential
- Ensures passengers benefit from stability
- ISUD estimates either side of cut-off limit (detail to be given)
- Retain limit but add three licences to eliminate significance of the unmet demand observed
- NB - Estimate EXCLUDES performance at private station rank
- Appears to be due to passenger growth
- Increase congestion reducing response time
- Council can't do anything to encourage more phv which market doesn't currently appear to be providing



**Thank You.**

**Any Questions?**