

# Lancaster hackney carriage survey

## Final Report

14 December 2010



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# 1 Introduction

## 1.1 Study background and brief

Mouchel Ltd was invited to submit a quotation to undertake a review of Lancaster City Council's current taxi policy. A detailed contract specification was received, dated 28<sup>th</sup> July 2010, supplemented by a site visit undertaken on 24<sup>th</sup> August 2010. Our quotation (including our expression of interest of June 2010) was officially accepted on 1<sup>st</sup> September 2010 and an Inception Meeting was held on 14<sup>th</sup> September 2010. A Draft Final Report review was held on 23<sup>rd</sup> November 2010 to identify any factual or missing issues with the Draft Final Report leading to the re-issue of this report for final comment on 30<sup>th</sup> November 2010, with the presentation to committee made on 17 February 2011.

## 1.2 Local background and taxi industry context

Each Taxi Licensing Authority in England supervises the operation of two kinds of licensed vehicle. The focus of the licensing authority is purely on vehicles which are not public service vehicles. The two kinds of vehicle licensed are hackney carriage vehicles (sometimes known as 'taxis' in legislation), which alone are able to wait at ranks and pick up people in the street (ply for hire), and private hire vehicles, which can only be booked through an operating centre and who otherwise are not insured for their passengers (often termed 'taxis' by the public). For the sake of clarity, this report will refer to 'licensed vehicles' when meaning hackney carriage and private hire, and to the specific type when dealing with one or other type of vehicle. The term 'taxi' will be avoided as far as possible, although it has to be used in its colloquial form when dealing with the public, few of whom are aware of the detailed differences.

Lancaster licensing area has some 142,000 resident population (as shown in the 2008 based 2010 estimates), but this is spread between Lancaster, Morecambe, Carnforth and Heysham. 71% of the City population are within Lancaster, Morecambe and Heysham. The licensing area for the Borough covers the full administrative area of the Borough. All new hackney carriages must be wheel chair accessible.

Lancaster City Council currently sets a limit of 109 on the number of hackney carriage licences. This limit was last reviewed in 2007 in accordance with the DfT's best practise guidance, and no significant unmet demand was identified. The last four plates to be issued were put in place in 2005, but took some while to come into effect. In common with all licensing authorities there is no limit on the number of private hire vehicles that may be licensed. Both types of license are however subject to quality criteria.

Hackney carriages are allowed to pick up passengers from ranks, from street hailing, or can also take bookings directly from radio networks or direct telephone calls to the driver. In Lancaster, bye-laws encourage hackney carriages to return to ranks to wait for passengers rather than waiting in locations which are not formal ranks. This gave rise to the large number of radio ranks in the suburbs particular in Lancaster. In terms of working on radio circuits, hackney carriages do have their own hackney

carriage radio circuit, but a large number of the fleet also choose to work on private hire vehicle radio circuits. Private hire vehicles, however, can only obtain work by belonging to an operator, through whose office all bookings must be taken and also received (ie a private hire driver cannot take any personal or phone booking themselves).

Lancaster has a total of four 24-hour ranks within the main central area (see **Figure 1-1**). The principal rank is that at the Bus Station, which has recently been refurbished. Other ranks, less well used, are at Penny Street (KFC), Common Garden Street, and a single space rank in North Road. The railway station has a private rank, administered by a company on behalf of Virgin Trains on the 'County' side of the station (well-signed from all platforms). There is no longer any provision for hackney carriages (apart from set-downs) on the City side of the station.

Lancaster's night life is serviced by a large rank near the clubs on North Road together with service at the Penny Lane rank and the single vehicle North Road rank. A rank in Gage Street is also used (made of two parts), whilst both hackneys and private hires have at least two locations where they wait apart from formal rank locations. New rank arrangements are planned for central Lancaster, but these are unlikely to be introduced until nearer to Christmas 2010. Most of the central area of the City has recently seen significant highway refurbishment, with some disruption to all ranks during this period. At least two private hire offices are located close to major clubs in the city centre.

There are a further seven single car ranks located in other parts of Lancaster, principally acting as 'radio' ranks, none particularly near to regular sources of passengers. These ranks arise from the bye-law that hackney carriages must proceed to a rank rather than wait at non-rank locations. This bye-law does not exist in all authorities. Whilst such ranks could be used by passengers, their location in suburban area tends to mean their principal use is for hackney carriages waiting in the suburbs of Lancaster and Morecambe to take radio bookings from their companies. These are shown in **Figure 1-2**.

**Figure 1-3** shows the current ranks in Morecambe. There are eight all day rank locations plus spaces at the railway station within its car park. Of these, only the Market Street rank and its feeder see continual use during the daytime. Some vehicles use the railway station rank, although the train service is no more than hourly. There are four night time ranks, although these tend not to be used. The principal night rank service is provided from the Marine Road Central Car park rank. A review of ranks in Morecambe is planned by the licensing team and Lancashire County Council highways.

There are no other ranks in Carnforth, Heysham or any other part of the licensing area.

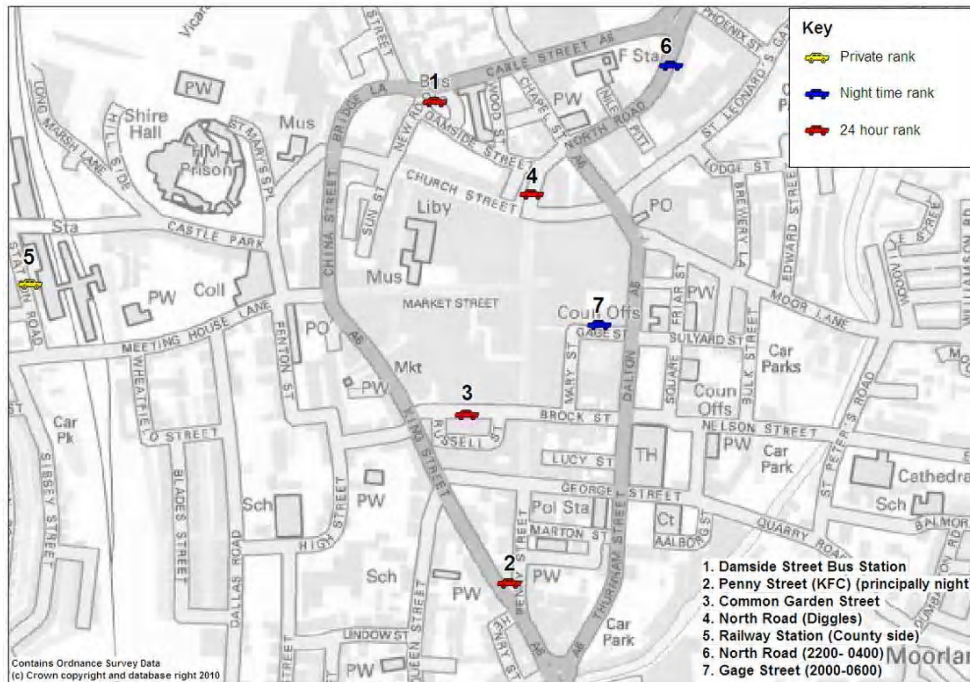
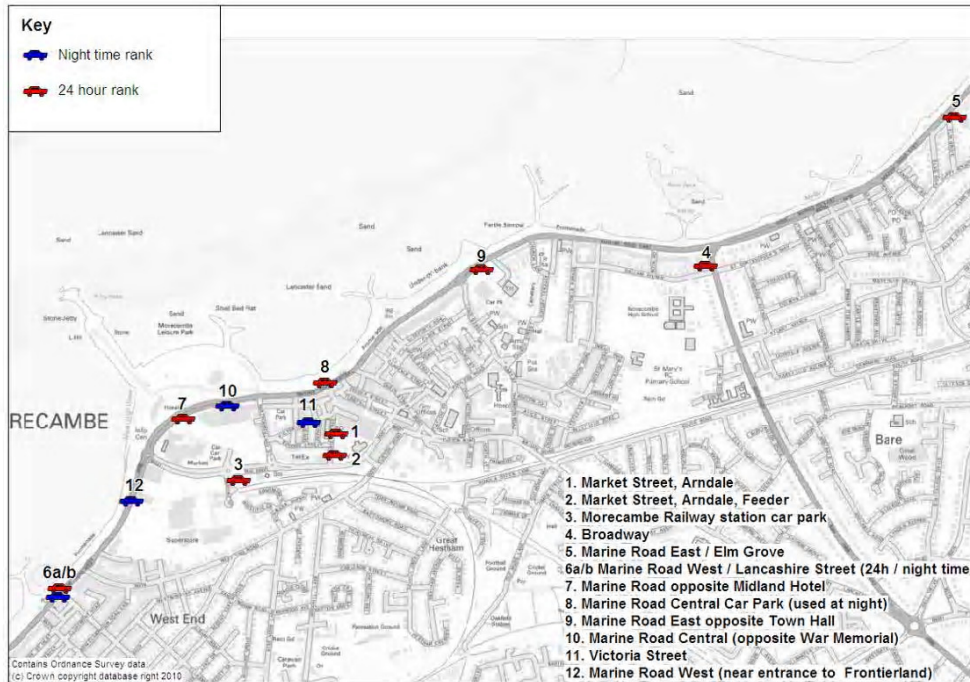


Figure 1-1 Rank locations Lancaster



Figure 1-2 Rank Locations Outer Lancaster



**Figure 1-3 Rank Locations Morecambe**

The most recent Council statistics indicate that the hackney carriage fleet now formally stands at 109 hackney carriages. Private hire vehicles numbered 286 at the time of the study inception meeting. There are some 753 drivers in total.

Table 1-1 below shows the locations, operating period and capacity of the hackney carriage ranks in the City as provided to us by the Council. Figure 1-4 provides photographs of each of the ranks, taken during the study period. The railway station rank (included in the numbers above) is the only permanent private rank within the Council licensing area.

Rank locations were reviewed at a pre-tender site visit in August and during an escorted tour of central Lancaster ranks following the inception meeting on 14 September 2010.








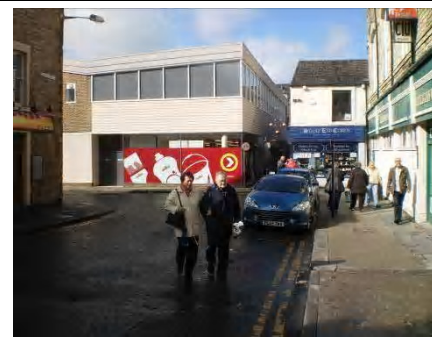
Night time demand is currently monitored and assisted by the police and the licensing authority, with a comprehensive programme of enforcement.

Rank Location	Number of Spaces	High Demand
<b>Lancaster City</b>		
<b>24-hour rank locations</b>		
1. Damside Street Bus Station	11	✓
2. Penny Street (KFC) (principally night)	4	✓
3. Common Garden Street	2	
4. North Road (Diggles)	1	
<b>Private rank location – Virgin Lancaster station</b>		
5. Railway station – County side	6	✓
<b>Night Time Rank Locations</b>		
6. North Road (2200 – 0400)	11	✓
7. Gage Street (2000 – 0600)	3	✓
(Gage Street 24 hr rank planned from revision)	5	
(additional spaces North Road planned from revision)(2200 – 0600)	4	
(additional space in Penny Street near the Lounge planned from revision) (2200 – 0600)	5	
(additional space in Brock Street planned from revision) (0100 – 0600)	5	
<b>Single Space Radio Ranks</b>		
12. Ash Grove	1	
13. Torrisholme Road	1	
14. Coulston Road	1	
15. Hala Square	1	
16. St Martin's Road	1	
17. Green Lane, Halton Road	1	
18. Quernmore Road	1	
<b>Morecambe Ranks</b>		
<b>24 hour ranks</b>		
M 1. Market Street, Arndale	8	✓
M 2 Market Street, Arndale, Feeder	4	✓
M 3 Morecambe Railway station car park	5	
M 4 Broadway	4	
M 5 Marine Road East / Elm Grove	2	
M 6a Marine Road West / Lancashire Street	3	
M 7 Marine Road opposite Midland Hotel	2	
M 8 Marine Road Central Car Park (used at night)	9	✓

M 9 Marine Road East opposite Town Hall	4	
<b>Night Time Rank Locations</b>		
M6b Marine Road West / Lancashire Street (2000 – 0600 extension)	2	
M10 Marine Road Central opposite War Memorial (2000 – 0600)	5	
M11 Victoria Street (2200 – 0400)	2	
M12 Marine Road West near entrance Frontierland (2000 – 0600)	6	

**Table 1-1 List of taxi ranks**



Taxi Ranks within Lancaster	Photographs taken May 2010
	
Damside Street Bus Station	Penny Street (KFC)
	
Common Garden Street	North Road
	
Lancaster Railway Station (single space head of rank behind bus)	Station Feeder spaces
	
North Road (Clubs)	Gage Street



**Morecambe, Market Street**



**Morecambe, Market Street feeder**



**Morecambe, Railway Station**



**Morecambe, Broadway**



**Morecambe, Elm Grove**



**Morecambe, Lancashire Street**





*Figure 1-1 Photographs of ranks*

### 1.3 Study outputs and outcomes

The study follows a statistically robust methodology, underpinned by collection of a solid dataset of information, to develop recommendations which the Council can implement with confidence. This report seeks to satisfy current DfT requirements and build on the clear willingness to ensure that the overall ‘taxi’ trade provides the best possible service to those using ‘taxis’ in the licensing area.

The report concludes by setting Lancaster licensed vehicles within a “Living Strategy” capable of evolving over the next five to 10 years within the development of the new Local Transport Plan for the area. A key output will be an Action Plan for developing the full hackney carriage and private hire industry to the benefit of Lancaster. The report also specifically considers the potential to keep the study ‘topped up’ by providing means by which the Council can remain informed at all times in regard to the level of demand for hackney carriages, with particular reference to ensuring sufficient vehicles are available. Consideration of the implications of the Equality Act is also provided.

## **1.4 Study content**

This report contains the following further chapters:

Chapter 2: Taxi Industry Statistics

Chapter 3: Rank Surveys and Analysis

Chapter 4: Public and Stakeholder Consultations

Chapter 5: Summary and Conclusions

Chapter 6: Recommendations.

## 2 Lancaster Taxi Industry Statistics

### 2.1 Introduction

Details of the current hackney carriage and private hire industry in the Lancaster licensing area were identified from information provided by the Council's Licensing Department at the Inception Meeting held on 14<sup>th</sup> September 2010. The following sections evaluate these details to set the local licensed vehicle service more within a national context. They also confirm the study methodology as laid out in our expression of interest and refined during the Inception Meeting.

### 2.2 Background to this study

The principal objective of this Study is to determine what level of demand exists for hackney carriage services in the Lancaster City Council licensing area. This survey report fully satisfies the requirements of current licensing legislation and best practice guidance (current version April 2010). It demonstrates clearly and concisely the grounds on which the Council can defend its policy on restriction of hackney carriage vehicles.

The 2010 Best Practice Guidance requires any survey to produce recommendations with clear, detailed and unambiguous reasoning behind them. Specific elements of the report demonstrate:

- Whether, and if so to what extent, present quantity controls reduce the availability of taxis
- Whether, and if so to what extent, the same controls increase waiting time for consumers
- Whether, and if so to what extent, these controls reduce choice and safety for the consumer
- Whether, and if so how, these controls benefit customers
- Confirmation of how the recommended limit has been derived and when it should be reviewed
- What development might alter the recommendation on limits on vehicles
- How latent demand has been included in the study
- How the study applies across the licensing area and not just to the areas with ranks
- Determining on the basis of clear documentation, whether there is strong evidence that delimitation would lead to significant consumer detriment

The overarching aim of the survey is to demonstrate in a robust and sustainable manner the existence or otherwise of any unmet demand for hackney carriages within the licensing area, leading to a clear assessment of any significant consumer detriment or benefit that might result from any adjustment to, or removal of, hackney carriage vehicle limits.

This survey includes:

- Rank observations
- On-street interviews with the general public
- Consultation with trade representatives and individual hackney carriage drivers
- Consultation with the disabled community
- Consultation to include other relevant bodies, user groups and stakeholders

This report covers the following specific concerns of the Council:

- Is there significant unmet demand for hackney carriage services?
- If so, how many licences would be needed to meet the identified unmet demand
- Should the Council delimit, and if so, should this be by staged arrangements or some other format. (The present limit is 109 vehicles)

This Report also aims to set taxi policy and development within the context of a Living Strategy capable of evolving over the next five to ten years.

A number of matters regarding the proposed methodology were discussed in more depth at the Inception Meeting. This meeting was held on Tuesday 14<sup>th</sup> September 2010, and detailed notes are included in **Appendix 1**.

The following items were received at (or in advance of) this meeting:

- a list of hackney carriage and private hire operators
- contact details for Cabfind (Virgin rank operators)
- details of the Trade Liason Group
- reference to the trade newsletters
- the date of the next pub watch meeting
- contacts at Lancashire County Council

- a walk round review of central Lancaster ranks

During the meeting the Council stated that:

- hackney carriage and private hire demonstrate significant levels of competition
- there are at least two private hire offices near to ranks and clubs
- there were no known events that might distort demand during the proposed survey period, although Lancaster University does not return until early October
- the planned rank changes are not yet in place
- separate hackney carriage and private hire driver licences are issued, though some people do have both (but there are no formal dual driver licences)
- schools contracts use a large proportion of the wheel chair accessible hackney carriage fleet in late afternoons which can leave those needing their services waiting for some while
- we were requested to provide a specific and separate phone number for any contact from the trade during the study

The Council also agreed that drivers should be alerted to the Trade Consultation Day through a letter being sent to each driver.

Representatives from Lancashire police were contacted to discuss any issues regarding taxis in Lancaster and Morecambe. In addition, it was an opportunity to ensure that our proposed taxi survey locations were in the correct areas to capture any taxi queueing and any potential problem areas which needed observation.

The police representative confirmed that they do get complaints about taxis parking in the council pay and display car park opposite Toast on North Road. Other than this issue, it was confirmed that all the other general complaint areas were covered by the proposed survey locations.

### **2.3 Previous Studies**

The previous study of hackney carriage demand involved surveys undertaken in November and December 2007 (and reported in April 2008). This survey identified excess demand by passengers in just 8% of the survey hours, around the same percentage as excess supply of vehicles to the ranks. This survey concluded there was no significant unmet demand for the services of hackney carriages.

The 2007 survey found that 41% of people had made a journey by taxi within the last month. 67% said they telephoned for a 'taxi' whilst 33% used a rank. No-one felt there was undue delay waiting to obtain any form of licensed vehicle. 20% of

respondents used taxis at least monthly, with 16% at least weekly but just 2% making daily use. Some 54% felt that the standard of service was good or very good.

## 2.4 Comparison of general statistics

Statistics to compare Lancaster with other surrounding licensing authorities were extracted from publicly available documents. These are shown in Table 2-1 below, in descending order of the number of hackney carriages per 1,000 persons. At the present time, the majority of Lancashire authorities restrict hackney carriage numbers.

DfT Statistics 2007	Restricted ?	Number of Hackney Vehicles	Population (2008 Estimates of 2010) (000)	No of Hackney Carriages per 1000 Population	No of Private Hire Vehicles	No of Private Hire per 1000 Population	Total No of Licensed Vehicles	Total Number of Licensed Vehicles per 1000 Population
Rossendale	No	155	67	2.3	30	0.5	185	2.8
Wyre	Yes	160	112	1.4	120	1.1	280	2.5
Preston	Yes	187	137	1.4	392	2.9	579	4.2
Fylde	Yes	100	76	1.3	168	2.2	268	3.5
South Ribble	No (2005)	141	109	1.3	198	1.8	339	3.1
Ribble Valley	Yes	49	58	0.8	120	2.1	169	2.9
Pendle	Yes	69	89	0.8	134	1.5	203	2.3
<b>Lancaster</b>	<b>Yes</b>	<b>109</b>	<b>142</b>	<b>0.8</b>	<b>286</b>	<b>2.0</b>	<b>395</b>	<b>2.8</b>
Hyndburn	Yes	62	81	0.8	268	3.3	330	4.1
Burnley	Yes	42	85	0.5	375	4.4	417	4.9
West Lancashire	No	50	111	0.5	329	3.0	379	3.4
Chorley	Yes	36	106	0.3	133	1.3	169	1.6
<b>Lancashire Totals</b>		<b>1155</b>	<b>1173</b>	<b>1.0</b>	<b>2553</b>	<b>2.2</b>	<b>3713</b>	<b>3.2</b>
<b>Blackpool</b>		<b>256</b>	<b>140</b>	<b>1.8</b>	<b>450</b>	<b>3.2</b>	<b>706</b>	<b>5.0</b>

**Table 2-1 Comparison of licensing statistics for Lancashire districts (plus Blackpool)**

Source: Department for Transport (DfT) Survey of Licensing Statistics 2007.

Note<sup>1</sup>: Vehicle numbers supplied by Lancaster City Council September 2010.

Lancaster has the highest population amongst the Lancashire districts. However, in terms of hackney carriages, it has the the fifth highest number. The level of hackney carriages per 1000 population is 0.8, putting Lancaster eighth of the 12 districts in terms of provision. However, there are three other authorities with a similar level of provision, and the value is the closest to the Lancashire average of one vehicle per

1000 population. The three authorities with less proportion of hackney carriages have either 0.5 or 0.3 hackney vehicles per 1000 population, a very low level. Most Lancashire authorities retain a limit on the number of hackney carriages, although the lack of a limit in two authorities has not provided a significantly greater level of hackney provision in West Lancashire, although it has in Rossendale.

The level of private hire vehicles is seventh in terms of the twelve authorities, and again just below the average for Lancashire. Overall, the provision of licensed vehicles is also marginally below the average for the County.

Overall, Lancaster appears to have a reasonable level of both hackney and private hire vehicles within the context of Lancashire fleet sizes, although levels are generally higher than those in many similar authorities around England.

## 2.5 Basic structure of the industry

Table 2-2 shows the basic structure of Lancaster’s licensed vehicle industry in 2010. Lancaster has 109 hackney carriages and 286 private hire vehicles (July 2010 statistics). Of the total of 395 vehicles, 72% are private hire, with hackney carriages making up 28% of the licensed fleet. This is a reasonably average level of provision between hackney carriage and private hire, and is considerably higher than provision in some Yorkshire areas.

Taxi Vehicle Type	Number of Licensed Vehicles	
	Number	Percentage
Hackney Carriage	109	28%
Private Hire	286	72%
<b>Total</b>	<b>395</b>	<b>100%</b>

**Table 2-2 Taxi industry structure**

Table 2-3 highlights growth in hackney carriage and private hire vehicles since 1997, where statistics are available, using DfT statistics (apart from in 2010, for which the figures were provided directly by the Council). We understand that four plates were issued in 2005, five in 2001 and a previous 5 in 1996, although the 2005 and 2007 DfT statistics do not quite match this, suggesting these two years could be incorrect in the formal statistics. The new plates also seem to have taken some while to come through into the fleet.

The number of private hire vehicles has risen by 156 vehicles since 1997. The total overall licensed vehicle fleet has increased by a net 165 vehicles in the last 12 years, a 72% increase. The largest amount of growth occurred between 2004 and 2005, corresponding with the addition of some 85 private hire vehicles during that year. Interestingly, there has been no growth in the fleet apart from the new hackney plates since 2005. This is unusual, and may suggest some saturation in the overall number of licensed vehicles in the area for the last five years.

Year	Lancaster Vehicle Numbers				
	Hackney	Restricted	Private Hire	TOTAL	Annual Change
2010	109	Yes	286	395	+1%
2007	104	Yes	286	390	Nil
2005	104	Yes	286	390	+28%
2004	105	Yes	200	305	+3%
1999	100	Yes	170	270	+9%
1997	100	Yes	130	230	

**Table 2-3 Historical vehicle number growth**

Source: DfT Statistics (for years stated) and Lancaster City Council (2010)

## 2.6 Fleet composition

New hackney carriage vehicles must all be accessible style. The Council allows both purpose built and converted style vehicles. We understand from national statistics that there are currently 15 wheel chair accessible vehicles in the hackney carriage fleet (14%) and 12 in the private hire fleet (5%).

## 2.7 Ownership structure

It is understood there is one hackney carriage radio company, and three major private hire operators. There are a number of other smaller private hire operators. All three major private hire operators have booking offices in Lancaster, two of which are near to clubs and hackney ranks. Two operators also have offices in Morecambe. Several hackney carriages work on private hire operator circuits, with in the order of 10 vehicles operating purely as independent hackney carriages.

## 2.8 Fares

Lancaster currently lies around 317<sup>th</sup> in the Private Hire Monthly national fares league table. Its average 2-mile fare of £4-50 is slightly less than the Northern average of £4-80, but a lot less than the northern maximum of £6. The lowest 'northern' authority fare is £3-60. This seems to tie up with Lancaster being 'just below average' in terms of licensed vehicle provision.

## 2.9 Information about the industry

Lancaster licensing hold a regular taxi forum to allow discussion of vehicle licensing matters between relevant parties. The results of these are made known to all those involved, and indeed the public, by means of the meeting minutes as well as a newsletter circulated to all members of the licensed vehicle trade. This is good practise and provides more information about licensing than many other authorities.

## 2.10 Railway Stations

The Lancaster City Council licensing area has five railway stations within its jurisdiction. **Table 2-4** highlights research undertaken on the 'Traintaxi' website, showing what 'taxi-link' option is reported at each. The table contains the exact wording from the website, which for some locations does not reflect what actually exists at the station.



In general the records from Train Taxi are correct. However, there is a rank available at Morecambe station which is not mentioned, although it rarely sees waiting vehicles, partly because of the low frequency of the rail service provided. At Lancaster, the rank is on rail land and is hence a private rank. Permits are needed to serve this rank, administered by Cabfind on behalf of Virgin Trains. Despite the comment below, the office just to the right of the exit to the rank does advertise the numbers for advance booking of vehicles (albeit in quite small hand-written format).

Rail Station	TrainTaxi Website			Useful Notes
	Taxi Rank	Booking Office	Suggested Operators	
Bare Lane	No	No	Coastal	Advance booking essential
			Stewarts	
			Go	
Carnforth	No	No	A to B	Advance booking essential
			Carnforth	
			Jocks	
			Go	
Heysham Port	No	No	Coastal	Advance booking essential
			Stewarts	
			Go	
Lancaster	Yes	No	Tx	Major station with taxis usually available on rank. Advance booking is not normally necessary or possible.
			A to B	
			24hr	
Morecambe	No	No	Coastal	Advance booking essential
			Stewarts	
			Go	

Table 2-4 Train Taxi – Lancaster City Licensing area stations

### 2.11 Potential Developments

It is understood that the central Lancaster road refurbishment is almost complete. No other redevelopment is currently expected.

### 2.12 Complaints to Licensing

The licensing section have not received any complaints from the public about the lack of hackney carriage vehicles. The only comments received are from those wanting wheel chair accessible vehicles who sometimes find an appropriate vehicle is not available at the times they need them.

### 2.13 Licensing Enforcement

The Licensing section confirmed that regular and successful enforcement action was taken in regard to private hire vehicles plying for hire corporately by the police and licensing over the last six months, with the result that illegal ranking by private hire vehicles is believed to have reduced.



## 3 Rank Surveys and Analysis

### 3.1 Survey methodology and programme summary

Rank surveys were undertaken by use of a video camera at selected sites within the area. In all cases, the video record of observations was viewed by members of the Mouchel Transport Planning Team, with both statistical and operational details of each rank being recorded.

In all cases, the detailed rank observation videos covered typical operating periods for each location informed by local information and pre-survey site visits. Table 3-1 shows the dates and hours of observation. A total of 55 hours of video observations were proposed to provide the basis of our statistical calculation of demand. Table 3-2 shows the actual hours undertaken during the survey period, with 10 further hours added following the post appointment site visit.

Location	Day	Time period of Rank observations	Total Hours
<b>Rank Survey Videos</b>			
<b>Lancaster</b>			
Damside Street Bus Station	Saturday	10:00 – 03:00	17
Penny Street (KFC)	Saturday	22:00 – 03:00	5
North Road (Toast)	Saturday	22:00 - 03:00	5
<b>Morecambe</b>			
Market Street (including feeder)	Friday	10:30 0 18:30	8
Marine Road Central Car Park	Friday	22:00 – 03:00	5
<b>Lancaster – private rank</b>			
Lancaster Railway Station	Friday	08:45 – 23:45	15
		<b>Total Proposed</b>	<b>55 hrs</b>

**Table 3-1 Rank video survey locations and time periods**

### 3.2 Specific rank video surveys

The ranks were surveyed on Friday 15<sup>th</sup> October and Saturday 16<sup>th</sup> October 2010. The actual hours surveyed are detailed in Table 3-2 below.

Compared to our proposed observation, hours were amended following our further site visits. Gage Street and North Road (Diggles) were added in the early hours of Sunday morning. The net impact of the revisions was to increase formal video observations from 55 to 65 hours.

Location	Day	Time period of Rank observations	Total Hours
<b>Rank Survey Videos</b>			
<b>Lancaster</b>			
Damside Street Bus Station	Saturday	10:00 – 03:00	17
Penny Street (KFC)	Saturday	22:00 – 03:00	5
North Road (Diggles)	Saturday	22:00 - 03:00	5
North Road (Toast)	Saturday	22:00 – 03:00	5
Gage Street	Saturday	22:00 – 03:00	5
<b>Morecambe</b>			
Market Street (including feeder)	Friday	10:30 0 18:30	8
Marine Road Central Car Park	Friday	22:00 – 03:00	5
<b>Lancaster – private rank</b>			
Lancaster Railway Station	Friday	08:45 – 23:45	15
		<b>Total Proposed</b>	<b>65 hrs</b>

**Table 3-2 Rank video survey locations and time periods**

A summary of the results is provided in **Table 3-3** below. Detailed accounts of our findings for each rank surveyed follow. Full results are provided in **Appendix 2**.

Rank	No of spaces	Period of rank observation	Average passenger arrivals per hour	Passengers per hackney carriage	Average wait time for passengers (min)	Average vehicle arrivals per hour	Average wait time for hackney carriages (min)	% of hackney carriages leaving empty
<b>Lancaster Ranks</b>								
Damside Street Bus Station	11	17	47	1.8	0	35	2-17	19
Penny Street (KFC)	4	5	3	1.8	0	11	0-14	85
North Road (Diggles)	1	5	17	2.3	0	10	2-7	27
North Road (Toast)	11	5	114	1.8	0	54	0-6	31
Gage Street	3	5	0	0	0	0	0	0
<b>Morecambe Ranks</b>								
Market Street (including feeder)	12	8	35	1.5	0	30	0-18	22
Marine Road Central Car Park	9	5	26	2.2	0	16	0-25	31
<b>Lancaster – private rank</b>								
Railway Station	6	15	22	1.4	0	19	0-23	19

**Table 3-3 Rank survey results**

### 3.2.1 Lancaster, Damside Street Bus Station

This rank is a purpose built rank within the bus station complex in Lancaster. The site lies just south of the ring road around the city centre. It is made up of a large circular waiting space, surrounded by paving. Passengers can access the rank from all sides, although most people and vehicles tend to wait in the corner near the vehicular exit onto Damside Street itself. The formal allocation of space is for 11 vehicles, although there is space for vehicles to queue in a spiral, giving a greater capacity, although this can lead to issues if a vehicle within the queue wishes to leave.

Observations at this location were undertaken on Saturday 16<sup>th</sup> October, 2010. The rank was surveyed between 10:00 and 03:00. During the whole day, a total of 794 passengers were observed, with on average 1.8 passengers per hackney carriage. 151 hackney carriages (19%) departed the rank empty, most likely in response to radio calls.

Whilst there were 10 hours in which no passenger waits were observed, a total of 110 persons (14% of the total passenger throughput) experienced some wait. However, the most time any person waited was 7 minutes (during two hours), and the bulk of people waiting did so in the hour commencing 23:00 (71 people) – of which the bulk waited between 1 and 5 minutes. This hour saw the peak demand made of the service, with some two passengers per minute on average. Average passenger arrivals are more typically a passenger every two minutes every hour up until 22:00. Over the whole day, there are some 47 passengers per hour. When averaged out over the day, the average wait by passengers is negligible.

Hackney carriage vehicles had average waits during particular hours between 2 and 17 minutes, showing a good turnover of vehicles at the rank. However, the longest wait observed during the observations was some 39 minutes. Nearly one in five of the vehicles left the rank without passengers, believed to be in response to radio calls.

One person was observed using this rank in a wheel chair, travelling with two friends. It was very obvious that the driver knew exactly how to deal with the loading, and clearly ensured the person was properly loaded and restrained. This occurred during the early hours of the morning, and is commendable.

There also appeared to be a high level of use of the rank by wheel chair accessible vehicles compared to the level within the fleet. This might be related to the high level of use made by persons with children in buggies, and also by the larger groups of people later who preferred vehicles with larger capacities than a saloon vehicle. It was also clear that people were coming to this location to seek a hackney carriage.

Despite the observation of some waiting by passengers, the service provided by the hackney carriage fleet to passengers at this rank was **very good**.

### *3.2.2 Penny Street (KFC)*

The Penny Street rank is located just off the city centre ring road, outside the KFC outlet. The spaces are located in the triangle of roadspace formed by the Penny Street junction. During the day time, parking from the nearby public parking tends to spill into the rank, although the level of pedestrian footfall in this area is relatively light. Hackney carriage vehicles are expected to wait facing the ring road, and away from Penny Street. Some three vehicle spaces are provided.

Observations at Penny Street were undertaken on the evening of Saturday 16<sup>th</sup> October 2010. This rank was surveyed between 22:00 and 03:00. During the period observed, a total of just 14 passengers were observed, with on average 1.8 passengers per hackney carriage. No passengers experienced any wait for a hackney carriage.

Some 45 hackney carriages (85%) departed the rank empty. The video observations allowed us to see that the bulk of these hackney carriage vehicles reversed out of the rank and picked up passengers from the private hire booking office slightly further down Penny Street. However, this practise does mean that vehicles are available at this location, available to take passing custom, which we did observe to occur.

Those hackney carriages that waited for a fare waited between 0 and 14 minutes. For all vehicles using the rank, the wait for a fare tended to be between three and ten minutes.

In summary, this rank is primarily a waiting space for hackney carriages on radio circuits, mainly allied to the nearby private hire booking office, but the practise does provide a service to passing customers.

### *3.2.3 North Road (Diggles)*

The North Road rank is a single space rank located at the rear of a section of road marked for disabled parking and deliveries. During the daytime this rank is regularly abused by parked vehicles. Any hackney carriage leaving this point must exit onto the ring road passing the bus station. This rank tends not to be used significantly during the day, although there are plans to extend the spaces available.

The rank was surveyed on Saturday 16<sup>th</sup> October 2010, between 22:00 and 03:00. A total of 83 passengers were observed to board a total of 36 hackney carriages. There were on average 2.3 passengers per hackney carriage. 13 hackney carriages (27%) departed empty. Other hackney carriages passed through this area and some were hailed within vision of the camera. At least one private hire vehicle was observed being hailed, but the driver refused to take the passengers.

In general, no less than two other private vehicles tended to park near the rank. There was usually one vehicle in the area behind the rank, which made access to the single space difficult. Most private vehicles did not park for extended periods in these spaces, which suggests that extension of the rank is feasible, and would help provide further vehicles for the public to hire. Extension of this rank and removal of

inappropriate parking by private vehicles would improve its operation and the service to the public.

Hackney carriages tended to face very short waits of just two to seven minutes for passengers, with a maximum wait of just eight minutes. No passenger waits were observed at this location, as people would generally continue to the bus station in any event. Most persons not finding a vehicle at this point would continue to the bus station, which is not far away.

#### *3.2.4 North Road (Toast nightclub)*

This rank is located outside the Toast nightclub in one lane of the ring road around the city centre, not far from the Bus Station. The rank operates at night only, and has spaces for 11 vehicles. There is a car park opposite, which provides an alternative exit for vehicles not wishing to travel the full length of the ring road to exit the rank.

The rank was surveyed on Saturday 16<sup>th</sup> October between 22:00 and 03:00. The rank tends to operate in two manners. Between 22:00 and midnight, the rank is principally used to set down passengers coming to the club, or to the town centre in general. Alongside the rank, people tend to queue to gain entry to the club. Some private vehicles and private hire vehicles did set down in the vicinity of the rank, but this was not to the detriment of the hackney carriage operation. Some such vehicles did also enter the car park opposite to set down passengers, although there did not appear to be a large similar number picking up in this manner.

A total of 342 passengers were observed to board a total of 187 hackney carriages. There were on average 1.8 passengers per vehicle. No passengers were observed to wait for hackney carriages as vehicles were almost always at the rank.

84 hackney carriages (31%) departed the site empty, although this mainly related to those having set down passengers. During the three hours the rank was picking up passengers, just 13% of hackney carriages left empty. The bulk of vehicles leaving the rank turned into the car park to leave the area.

Hackney carriage vehicles faced an average wait of between zero and six minutes for passengers, with a maximum wait of 12 minutes.

In summary, the service of hackney carriages to this rank was **excellent**.

#### *3.2.5 Gage Street*

This rank currently has two parts, providing a total of three spaces, and is due to see some revision in due course. During the course of the inception for the study, we were advised that some vehicles picked up just around the corner from this rank, nearer to the night club.

Observations were undertaken on the evening of Saturday 16<sup>th</sup> October 2010 between 22:00 and 03:00. During this period just one hackney carriage was observed waiting at the rank, although a few vehicles did serve the club at this point.



In general, only very low numbers of vehicles passed through this area, and relatively small numbers of people. There was no evidence of any substantial level of pick-ups of any nature along the street around the corner.

### *3.2.6 Morecambe – Market Street*

This rank is outside the Arndale shopping centre in Morecambe. Between the main rank and feeder there are some 12 spaces available for hackney carriages. Loading is from the drivers' side from the kerb. This rank was observed on Friday 15<sup>th</sup> October 2010, between 10:30 and 18:30. The shopping centre closed at 18:00.

During the hours of observation, some 278 passengers used hackney carriages at this rank. There were some 35 passenger departures per hour, with an average of 1.5 passengers per vehicle. In the hour beginning 15:00 some 29 people experienced waits for hackney carriages, although the longest wait was six minutes. When averaged over the whole day, the average passenger wait was negligible.

Hackney carriages tended to wait between zero and 18 minutes to obtain a fare. The longest wait observed was some 30 minutes around 12:00. 52, or 22% of the hackney carriages serving the rank left empty (possibly reacting to radio calls).

Service by drivers at this rank was exemplary, with nearly every driver helping customers with shopping or buggies as and when required. A number of vehicles were observed serving the rank regularly.

In summary, although some passengers did have to wait (possibly due to vehicles servicing school contracts), service at this location was overall **very good**. Customer service in terms of help was **excellent**.

### *3.2.7 Morecambe – Marine Road Central Car Park*

The rank in the Marine Road Central car park is an all day rank, with some 9 spaces available for use by hackney carriages. No other vehicles are allowed in this area, and this was never observed to be abused.

This rank was observed on Friday 15<sup>th</sup> October 2010 between the hours of 22:00 and 03:00. During this time, some 128 passengers were observed. The average number of passengers per vehicle was 2.2. Some 17 passengers were observed to experience waits for hackney carriages at this location. The longest wait was for ten minutes. Two groups were seen to walk away, one after just three minutes, and another after some eight minutes. In both cases, hackney carriages appeared not long after their departure.

Average hackney carriage waits for passengers ranged from zero to 6 minutes. The longest observed wait of a vehicle for a fare was 19 minutes.

In summary, the service provided at this rank to customers is **good**.

### 3.2.8 Lancaster Railway Station

The rank at Lancaster railway station is located on railway land on the 'County' side of the station. Spaces formerly located on the city side approach road are no longer available for hackney carriages. This rank is owned by Virgin Trains and administered by Cabfind on their behalf. Cabfind administer the permits which are available to any hackney carriage owner, with a supplementary charge for additional drivers for each vehicle. There are currently around 30 permits issued. Other hackney carriages and private hire vehicles with bookings are allowed to serve the station, but cannot ply for hire on the rank.

The rank has nine spaces, with a single space directly outside the passenger exit from the station, four spaces in the centre of the car park area, and a further three alongside the station building which have to be reversed into. Passenger pick-ups are generally from the main single space.

The rank was observed on Friday 15<sup>th</sup> October 2010 from 08:45 to 23:45, when it was understood the station would be locked up. During the day, some 325 passengers used hackney carriage services from the rank. There were on average 1.4 passengers per hackney carriage.

Passenger waits were observed around 09:00 (by three people); and then in every hour between 13:00 and 21:00. The longest observed wait by any passengers was 12 minutes, although just four people had waits of 11 minutes or more. 30 people had waits between one and five minutes and 28 waits between six and ten minutes. This suggests some 19% of passengers experienced a wait. However, it was also clear that those who had made phone bookings also usually waited for their booked vehicle to arrive, in most cases for a longer period than had they chosen a hackney carriage from the rank.

Hackney carriage vehicles waited on average between zero and 23 minutes for a fare – with the longest wait being some 36 minutes just before mid-day. Later on, the last train appeared to be delayed as vehicles were still waiting at the time the station was expected to close. Given that just 30 vehicles hold permits for this location, the service provided is **good**.

## 3.3 Manual surveys

Corroborative surveys were undertaken during site visits to the area. These included the pre-tender visit, the inception meeting visit and visits undertaken during the course of the rank surveys. During these visits, hackneys were generally observed at the 24-hour ranks during their operating hours. Just one of the Morecambe ranks was seen with a vehicle during our tour of ranks other than the two ranks which are regularly used. At no time did any of our observations contradict those of the video surveys.

## 3.4 Level of hackney carriage activity

In order to gauge the level of hackney carriage activity we have calculated the number of vehicle arrivals and loaded trips per hour. Table 3.5 shows the average loaded trips per hour per video location.

Rank Location	Day	Hours Surveyed	Average Vehicle Arrivals per Hour	Average Loaded Vehicle Trips per Hour
Damside Street Bus Station	Saturday 16 <sup>th</sup> October	17	35	26
Penny Street, KFC	Saturday 16 <sup>th</sup> October	5	11	2
North Road, Diggles	Saturday 16 <sup>th</sup> October	5	10	7
North Road, Toast	Saturday 16 <sup>th</sup> October	5	54	38
Gage Street	Saturday 16 <sup>th</sup> October	5	0	0
Morecambe Market Street	Friday 15 <sup>th</sup> October	8	30	23
Morecambe Marine Road Central Car Park	Friday 15 <sup>th</sup> October	5	16	12
Lancaster Railways Station (private rank)	Friday 15 <sup>th</sup> October	15	19	15
Overall		<b>79</b>	<b>162</b>	<b>88</b>

**Table 3-5 Summary of average loaded trips per hour**

Table 3-5 shows that the Toast rank is by far the busiest rank in average passenger terms, even though it only provides custom for some 3 hours when needed. The Lancaster bus station and Morecambe Market Street ranks are, on average, about as busy as each other with around a passenger every two minutes. The rail station rank tends to see passengers every four minutes, although peaked by train arrivals.

The Morecambe rank used mainly at night sees around a passenger every 5 minutes. No other ranks are used significantly.

In all cases, vehicle availability to ranks exceeds those taking passengers away from the area on an average through our period of survey.

### 3.5 Review of hackney vehicles available for service

Hackney carriage plate numbers were recorded for a total of 16 hours across the two survey days at all ranks. During these 16 hours, some 91 hackney carriage plates were seen (83% of the fleet). Some 25 different vehicles were observed both at the bus and rail station ranks. Just one vehicle was observed in all three locations, Morecambe, the bus and rail station in Lancaster. Some 33 vehicles were only seen at Lancaster Bus Station and 19 only at the railway station. Interestingly, 46 different plates were seen at the railway station, substantially more than the 30 permits we believe to exist (though hackneys can set down without having to have a permit, or make booked pick-ups.)

Overall, the level of activity of the fleet of hackney carriages was high, with no evidence of either a significant reduction in the number of vehicles operating, nor any evidence of ranks being flooded by vehicles.

### 3.6 Double shifting

It is understood that there is a reasonable amount of double shifting occurring in the area.

### 3.7 Conclusions from rank surveys

Taking into account all the observations in this chapter, including the video, manual and plate number observations, we consider there is a **good** service of hackney carriages to those requiring their services in Lancaster.

Throughout our observations, which were undertaken to test busy periods for hackney carriage service, we found some 113 experiences of a wait by passengers or passenger groups for their vehicle, at each of the four principal ranks. 48 incidences of waiting occurred at the bus station and 40 at the railway station. The busiest rank, at Toast, however, saw no passengers waiting at all.

The longest wait observed was 12 minutes at the railway station (where the need for a supplementary license will reduce the ability of the fleet to meet peak demands).

Some hackney carriages, even at the busy times, left the rank apparently in response to radio calls. Furthermore, even at the busy times there were some fleet vehicles not observed serving the public. This suggests there remains spare capacity in the fleet even at busy times.

## 4 Public and stakeholder consultations

### 4.1 Introduction

A wide ranging public consultation exercise was undertaken. A public attitude questionnaire was undertaken with members of the public within the Licensing Area. Consultations were also undertaken with key stakeholders, mainly by telephone, including representatives from the following groups:

- Supermarkets & shopping centres;
- Hotels and guest houses;
- Restaurants;
- Public houses & night time economy;
- The police;
- Hospitals; and
- Disabled and other groups.

In all cases, consultees were phoned at least twice. If no response was obtained, a letter was sent giving a period of time by which responses were required. **Appendix 3** provides a summary of those responding, and those who did not reply by any method during the time available for this study.

A consultation day was held with members of the hackney carriage trade. This meeting was advertised by a letter sent to all Lancaster drivers, split between those registered to drive private hire and those registered to drive hackney carriage vehicles.

### 4.2 Public attitude survey regarding hackney carriage and private hire

A 16 question public attitude survey was undertaken with 200 members of the public split equally between Morecambe town centre and Lancaster city centre on Saturday 16<sup>th</sup> October 2010. The survey was undertaken by our specialist survey contractor who used experienced staff to carry out the interviews with the public. **Appendix 4** contains the complete set of answers to the questionnaire. **Table 4-1** below shows the overall percentage of answers for each question asked.

Question	Answer	Lancaster %	Morecambe %
Q1: Have you used a Taxi in Lancaster or Morecambe in the last 3 months?	Yes	58	40
Q2: How often do you use a Taxi?	Almost Daily	1	3
	Once a week	4	13
	Few times a month	12	5
	Once a month	24	9
	Less than once a month	59	70
Q5: Would it help to identify hackney carriages if they were painted one colour?	Yes	43	50
	Wouldn't make a difference	51	32
	At a taxi rank	30	18
	Hail in the street	4	15
Q6 How do you normally book a taxi in Lancaster or Morecambe?	Telephone a taxi company	58	64
	Use a free phone	9	3
	Other	0	0
Q9 Are there any places you think there needs to be a rank that you would use?	Yes	0	1
Q10 Have you had any problems with the local taxi service?	Design of vehicle	6	2
	Driver issues	28	20
	Driver appearance	3	0
	Position of ranks	0	14
	Delay in getting a taxi	13	16
	Cleanliness	34	23
	Other	16	25
Q11: What would encourage you to use taxis or use them more often?	Cheaper fares	74	71
	Better vehicles	3	1
	More taxis I could phone for	0	0
	Better drivers	12	11
	More taxis I could hail or get at a rank	9	10
	Better located ranks	0	5
	Other	1	1
Q12: How would you rate the quality of the local hackney carriage service?	Excellent	12	15
	Good	54	40
	Average	33	37
	Poor	1	7
	Very poor	0	1
Q13: Do you have regular access to a car?	Yes	81	76
Q14: Do you live in the area?	Yes	96	69
Q15: Gender of Interviewee	Male	57	42
	Under 30	26	14
Q16: Age of Interviewee	31-55	52	41
	55 +	22	45

**Table 4-1 Public attitude survey key results**

#### 4.2.1 *Summary of responses*

The statistics shows that a moderate percentage of people (40 to 58%) had used a licensed vehicle in the last three months, (about the same as in 2007), with usage in Morecambe being lowest. Daily and weekly use of licensed vehicles is very low, although higher in Morecambe. Between 59 and 70% of respondents used a licensed vehicle less than once a month, although 24% in Lancaster did use them once a month. This suggests a relatively low use of licensed vehicles in the area.

The public were shown photographs of a typical hackney carriage and a typical private hire vehicle in the Lancaster licensing area.

In Lancaster, 59% said the hackney carriage picture could be hired at ranks, in the street, or by phone. However, of these people, just under half also thought the same about the private hire vehicle. Some 54% of Lancaster people knew that a private hire could only be obtained by phone – although just 10% of these also knew the hackney carriage definition correctly. 27% of respondents claimed both vehicles could be obtained by hailing, at a rank or over the phone.

In Morecambe, just 4% of people understood the hackney correctly – with only 15% overall saying you could get the hackney vehicle from a rank. Conversely, some 66% felt you could obtain a private hire vehicle at a rank.

Whilst some of the difference between the results above can be explained by the differing nature of the licensed vehicle operation in the two places (Morecambe has much less active ranks than Lancaster), it is also clear that the public in general do not perceive clearly the difference between hackney carriage and private hire vehicles in the Lancaster licensing area. Our observations of the activity of the licensed vehicle trade in the City suggests that the general operating practise of the trade (particularly with most hackney carriages belonging to private hire companies) helps to reinforce the lack of distinction in peoples' minds about the difference between hackney carriages and private hire vehicles. However, the key issue that a private hire cannot be hailed did seem to be enforced in practise by the trade.

Responses to the question about a hackney carriage livery were fairly well split between people strongly agreeing, and people strongly thinking this would not make any difference. The balance of Lancaster people felt it would not make a difference (51%) whilst the balance of Morecambe people (50%) felt it would. Few people overall said it would not help.

The majority of people telephone for a vehicle (58 and 64%) (again similar to the 67% quoted in 2007). However 30% in Lancaster and 18% in Morecambe would get a licensed vehicle at a rank. 15% would hail in Morecambe, but just 4% in Lancaster.

No-one felt there was need for any further ranks which they would use if provided.

The highest ranking issue with the local licensed vehicle service was cleanliness, followed by driver issues, although no specific items were identified from either of these.

Apart from the usual, “cheaper fares” the only matter that would encourage more use of licensed vehicles was ‘better drivers’.

54 and 40% rated the service provided by local hackney carriages as ‘good’ (the Lancaster figure is similar to the good and very good value for 2007).and 33 and 27% as ‘average’. Just 1 to 8 % rated it as ‘poor’ or ‘very poor’ (with the higher value in Morecambe. There appears to be a significant improvement since 2007, when just 8% claimed the service as good, but 26% ‘average’.

The responses to these two previous questions suggest there is no evidence for any latent demand for taxis – people think the service is good or average and few overall have issues with the service provided.

81 and 76% respectively (Lancaster and Morecambe) stated that they had regular access to a car which is high. Some 96% of Lancaster interviewees were local whilst a much lower proportion, 69% were local to Morecambe.

#### *4.2.2 Summary*

People in Lancaster and Morecambe are not high users of licensed vehicles. There also appears to be quite an amount of confusion between people about the differences between a hackney carriage and private hire vehicle. The levels of satisfaction from customers seem to show a rather low level overall, which is partly at odds with some of the good practise observed in our surveys of ranks in some places.

However, there is a relatively high stated use of ranks, and significantly more hailing in Morecambe than in Lancaster. People were evenly split as to whether a livery would make a difference or not in terms of identifying the different vehicle types.

There are also clear differences between the usage of hackney carriages in Morecambe and Lancaster, and these need to be taken into account in any policy development to avoid the harm any ‘one size fits all’ decisions might have, although it is not possible nor preferable to imply any zone style system.

#### *4.2.3 Validity of Observations*

The general statistics of those consulted were compared with values for Lancaster administrative area for the latest 2008 estimates of 2010 populations. Table 4-2 below suggests our survey was slightly under-represented by males in Morecambe, but over represented in Lancaster, and also under-represented by those 15-29 in both places. More older persons were interviewed in Morecambe than the local statistics suggest, but less for Lancaster.



Category	2008 projections of 2010	2010 survey data (Lancaster / Morecambe)
Male	48%	57 / 42
15 to 29	29%	26 / 14
30 – 54	36%	52 / 41
55 +	35%	22 / 45

**Table 4-2 Public attitude survey key results**

### 4.3 Consultation with supermarkets

Two supermarkets were contacted in Morecambe and two in Lancaster. This was done with a view to establishing the opinions of staff and customers, largely via feedback from the store managers, regarding the local licensed vehicle service.

One of the Morecambe supermarkets was unable to give a local store phone number so it was not possible to discuss specific issues relating to the store. However, the regional contact was able to find out that there was no free telephone number and no specific licensed vehicle service at this particular store.

The other Morecambe supermarket was able to confirm that both staff and customers use licensed vehicles. Its location, in the centre of Morecambe, is outside the Market Street taxi rank. Due to the good location of the store in term of proximity to the closest rank, it was stated that most customers that require a licensed vehicle use this hackney carriage rank as opposed to using private hire vehicles. It was confirmed that the Market Street rank is used frequently by customers, usually without any waiting time. In addition, this particular store noted that they provide a service of walking customers' trolleys to the rank if they need assistance with their baggage. No improvements to hackney carriage provision were thought to be necessary.

Two supermarkets were contacted in Lancaster, one in the town centre and the other just outside the town centre. Both these stores confirmed that licensed vehicles were mostly used by customers and not by staff. In both cases, customers used a free phone service for a private hire company and generally customers did not use the ranks. In terms of the out of town supermarket, there was no rank in the immediate vicinity. Neither stores were aware of any issues or problems regarding licensed vehicles and neither thought that any improvements were needed.

#### **4.4 Consultation with hotels**

Four hotels were contacted in the Lancaster / Morecambe area. This was with a view to establishing the opinions of staff and customers, largely via feedback from the hotel receptionists.

One of the hotels contacted refused to answer the questions due to being too busy. Of the three that were willing to provide feedback, two stated that licensed vehicles were used by both customers and staff, and one said just customers used them. Two hotels confirmed that they used a phone number for a private hire company and were not aware of any use of the ranks. One hotel stated that customers used both the ranks and private hire vehicles. In general, the hotels stated that the frequency of licensed vehicle use varied, however, it often amounted to 2-3 journeys per day. All the feedback provided from the hotels was positive and no improvements were considered necessary.

#### **4.5 Consultation with restaurants**

A sample of four restaurants were contacted in the Lancaster / Morecambe area. At the time of writing, no feedback has been received from any of the restaurants.

#### **4.6 Consultation with nightclubs**

Two nightclubs were contacted in the Lancaster / Morecambe area. An answer phone message was left for one nightclub; however no call back was received. An email was also sent to another nightclub. Once again, at the time of writing, no feedback has been received.

#### **4.7 Consultation with hospitals**

The Royal Lancaster Infirmary was contacted with a view to establishing the opinions of the hospital regarding the local licensed vehicle service. A representative from the hospital stated that some patients use licensed vehicles when coming to or leaving the hospital. Although it was confirmed that there was no hackney carriage rank at the hospital, they did phone for hackney carriages when necessary for patients. The vehicles pick up and drop off patients around the different departments of the hospital. It was felt that the current provision was good and that no improvements were needed.

#### **4.8 Consultation with tourist board**

The Tourist Board was contacted to establish their independent opinions regarding the local licensed vehicle service in Lancaster / Morecambe. The Visitor Services Officer provided feedback regarding provision from the visitor perspective. In summary, it was noted that both Lancaster and Morecambe are generally well served by 'various companies and massive amounts of private hires.' It was considered that perhaps more 'wheelchair-accessible' vehicles would be welcomed. It was also discussed that sometimes they get comments from tourists who are not aware of where the taxi ranks are in the Morecambe / Lancaster area. However, they note that they have listed the locations on their free area maps as well as their 'Out of Hours' board. It was not known if the locations shown were the active ranks or all ranks.

#### **4.9 Consultation with disability groups**

The principal contact with disability groups was via the Council Access Officer. The officer was very supportive of the current mixed fleet of vehicles including both wheel chair accessible and saloon vehicles. Although supporting the continuation of a mixed fleet, the officer felt more wheel chair accessible vehicles were needed within the fleet overall, perhaps to as much as 70% of the fleet. No further evidence was provided as to the justification for this level of provision. The attempt to encourage better designed back-loading vehicles was also appreciated.

The officer provides training courses to hackney carriage drivers to help improve the level of service those drivers provide to the mobility impaired. Both wheel chair users and drivers have provided positive feedback about the content and impact of these courses. The courses appear to have fostered a greater appreciation between drivers and their mobility impaired users. It was hoped the training could be extended to private hire drivers, many of whom had shown interest in receiving this.

The officer was concerned about the design of the bus station rank. The current design, with relatively low kerbs, increases the gradient of the ramp when used, which has impact on the driver as well as on the safety of the person being loaded into the vehicle.

#### **4.10 Consultation with Pubwatch**

The pubwatch representative suggested that the choice of hackney carriage or private hire for a passenger depended on the individual, the location and the time the hire was needed. In general, lone females and those already in public houses preferred private hire for security and simplicity. Those who had ventured onto the streets preferred hackney carriages since they could be obtained in several locations without the need to wait in one place. However, this behaviour might change if the person found themselves near a private hire booking office.

The representative was not aware of any issues with hackney carriage provision at ranks in either Lancaster or Morecambe. It was well known that you might have to wait for a vehicle between 11:30 and 02:00 during busy periods, but that this was not a matter of any discontent. They felt that, compared to other cities they had experience of, the Lancaster licensing area service was prompt and efficient.

#### **4.11 Consultation with rail operators**

The rank at Lancaster station is on land owned by Virgin Trains. The rank requires an additional permit for each hackney carriage which serves this rank. The permit system is administered by Cabfind on behalf of Virgin Trains, although day to day running is under control of the local station manager. Each hackney carriage owner can purchase the yearly permit personally. There is no limit to the number allowed, but at present just 30 of the 109 hackney carriages have this permit. The permit allows one vehicle and one driver to operate from the rank at any time. Further drivers have to be added at an extra cost per driver.

There is another permit system in operation, the white ticket system, which is an agreement, arranged for Virgin Trains by Cabfind for occasions when rail travel is disrupted and passengers have to be put into road vehicles at Lancaster. This permit

is separate to the rank permit, although there is some misconception from hackney carriage drivers that they have first right to such trade, which is not correct.

An issue had occurred in terms of over-ranking at this location annoying local residents, but the permit system had overcome this issue.

Discussion was held with the Virgin Trains stationmaster for Lancaster. They confirmed that the new operation, with hackney carriages on Virgin Trains land, was much more effective and certainly easier to manage. Complaints from local residents had been reduced. Issues existed with hackney carriage drivers occasionally being abusive to private motorists setting down passengers at the station and obstructing the rank spaces. It was made clear that this would be resolved by the suspension of permits for any habitual offenders. There was also an issue when hackney carriages double parked outside the marked spaces, again causing obstruction to other legitimate users of the station. There were no problems with the level of service provided.

The only other station with a rank, Morecambe, is not on private land and needs no supplementary permit for use.

#### **4.12 Consultation with hackney carriage drivers**

Lancaster City Council sent out a letter, on behalf of Mouchel, inviting all licensed hackney carriage drivers to a consultation meeting with Mouchel staff to be held on Monday 8<sup>th</sup> November 2010 between 1000 and 1130 at Salt Ayre Sports Centre. In total, some 753 letters were issued to hackney carriage and private hire drivers (see below for private hire) If it was not possible for the drivers to attend they were encouraged to telephone or email with their comments or issues. No phone or written and just one brief emailed contribution were received and there were no apologies for non attendance.

Eight drivers attended the consultation, all of which worked exclusively as hackney carriage drivers. This is a very low turnout from the total number of drivers who were invited. Out of these drivers, six stated they worked 100% off rank and 2 stated that they worked approximately 70% rank / 30% radio.

An initial comment was made that the drivers were concerned the surveys for this study were done during one of the busiest periods of year. They viewed that during months like June, the level of taxi work is much less.

##### *4.12.1 Hackney comments re the private hire trade*

Those hackney drivers present considered that there are too many private hire vehicles in operation in the Lancaster / Morecambe area (although there is nothing in legislation that would allow any limit on private hire vehicles).

#### 4.12.2 *Taxi ranks*

In terms of proposed new ranks and improvements to existing ranks, the group noted that for Lancaster, some changes have recently been agreed (within the last two months). However, these improvements have yet to be implemented due to delays in the DfT approving the new signage. These new ranks and improvements to existing ranks, which the group state that have been agreed are as follows:

- Rank outside the Lounge on Penny Street
- Rank at Victoria Court
- Gage Street (increasing the length of the rank)
- North Road (extension of the rank)
- Spring Garden Street (new rank in an existing loading bay)

In addition to these agreed ranks / improvements, the eight attendees considered that the main bus station rank was poorly positioned and poorly laid out. This rank is considered the main one in Lancaster and is the busiest. Many of those attending felt a more central rank in the city would be better, such as in Upper Church Street.

In terms of the railway station rank, the group highlighted that this rank is privately owned by Virgin Trains and that a permit is needed to operate on this rank. Currently, there was no limit regarding the number of permits. Some would like a return to the previous layout that did not need a permit.

In Morecambe, the attendees stated that the two ranks outside the Broadway hotel are hardly ever used. In addition, the consensus was that there was no need for the rank near Elm Grove (Happy Mount Park).

In general however, they felt there were not enough rank space in Morecambe nor enough space at the active Market Street location. In addition, outside the Carlton Hotel there is not enough rank space. The rank outside the clock tower needed to be properly policed as there are often parked cars there.

One of the attendees felt that, over the last 10 or so years, the number of licensed hackney carriages in the Lancaster area had increased by about 15 vehicles (see Table 2-3, the actual increase since 1997 is just 9 vehicles), but that at the same time there has not been additional rank space provided to accommodate this increase.

The attendees considered the current time restrictions at ranks were appropriate, however better signage could be beneficial.

#### 4.12.3 *Wheel chair users*

The eight present commented that they felt the disabled community only represent a small percentage of the business in Lancaster and Morecambe. They felt there is a

need to retain a 'mixed fleet' of vehicles since not all people with reduced mobility prefer wheel chair accessible vehicles. Some customers prefer saloon style vehicles.

Other comments were made by the eight hackney carriage drivers present which were not pertinent to this Study.

#### *4.12.4 Other hackney carriage representatives*

Discussion was also held with one of the owners of the hackney carriage radio circuit. They confirmed there are currently 11 vehicles on this circuit, and that there are not many independent hackney carriage vehicles operating in the area. Most belong to one or other radio circuits.

This representative felt there had been a significant change in the licensed vehicle trade over the last six to 12 months. This has seen a large increase in people phoning for licensed vehicles, and less use of the ranks. More people appear to go to offices to wait for a private hire vehicle. People are also felt to be generally confused over the difference between hackney carriage and private hire. This representative also confirmed that his organisation took care to ensure all their hackney carriage drivers are properly trained and qualified.

There was also concern about the relatively high cost of the rail station permit, particularly the need to buy additional driver permits. They felt that the purchase of the permit was reducing the number of vehicles serving the station, even though any person could purchase such a permit, just 30 did because of the poor perception of its value for money. A key concern was the feeling that the permit should give some priority when the station needed taxis for disruption or staff, but that this work always seemed to go to a private hire company, not those on the rank (this was identified as a misconception in discussion with Virgin Trains, who provide a separate permit for this situation).

#### **4.13 Consultation with private hire drivers**

Lancaster City Council sent out a letter, on behalf of Mouchel, inviting all licensed private hire drivers to a consultation meeting with Mouchel staff to be held on Monday 8<sup>th</sup> November 2010 between 1130 and 1300 at Salt Ayre Sports Centre. If it was not possible for the drivers to attend they were encouraged to telephone or email with their comments or issues. Just one phone, and no written or emailed contributions were received nor were any apologies for non attendance provided in any other way.

Four drivers / operators attended the consultation, all of which worked exclusively as private hire drivers / operators.

Some of the same issues that were raised by the hackney carriage consultation were also raised at the private hire consultation, including some matters not relevant to this Report and the issues of demand..

Consultation was also undertaken with some of the private hire companies. One company said a third of its fleet were hackney carriages. This did not cause any issue, and drivers were fairly good at choosing when to work ranks and when to work from the radio. He felt there was only an occasional issue that drivers left the bus station rank for a radio call even though they were very close to the head of the rank.

The owner felt that there was no need for further hackney carriage plates. He considered more plates would actually reduce the number of vehicles on the streets as new plates would go to those currently driving other people's vehicles, which tended to mean extending the operating hours of the vehicle more than would occur with a driver with a new plate. They also confirmed they are not currently taking new drivers in order to ensure their current drivers are able to earn a reasonable living.





## 5 Summary and conclusions

### 5.1 Background

This report forms a review of the licensed vehicle industry of the City of Lancaster. The Report focuses on current demand identified through video and manual surveys, trade & stakeholder consultations and desk studies.

### 5.2 The taxi fleet and industry structure

The hackney carriage fleet at the time of the survey consisted of 109 vehicles, the current limited number. Whilst all new plates issued must be wheel chair accessible, the total of such vehicles is currently just 15, or 14% of the fleet. On the private hire side, some 5% are wheel chair accessible style.

Overall provision of licensed vehicles in Lancaster is marginally below the average for Lancashire authorities. In terms of hackney carriages, Lancaster has a similar proportion of vehicles per thousand population to three other districts, although there are five districts with more hackney carriages per thousand population.

Private hire numbers have not increased since 2005. The only growth in the licensed vehicle fleet since 2005 arose from the last plate issue of five plates. Plates have increased by 9 since 1997 according to the formal DfT statistics.

Fares are amongst the lowest third in the United Kingdom, being 317<sup>th</sup> out of the 380 authorities compared in the Private Hire Monthly table current at this time.

### 5.3 Rank activity

The Lancaster licensing area has a good number of hackney carriage ranks, but many are not used by passengers. Lancaster has seen a recent review of rank provision and central area ranks are under the process of being revised. A similar exercise will occur in due course in Morecambe.

At the present time there are three active ranks in Lancaster, one operating day and night (the bus station), another principally active at night but seeing some daytime use (North Road, Diggles), and another night only rank (North Road, Toast). Morecambe has one active daytime rank at Market Street, and another rank mainly active at night (Marine Road Central car park). In addition, the Lancaster station private rank is used at all times the station is open.

One 24-hour rank is mainly used as a night time waiting area for hackney carriages belonging to a nearby private hire company, although this practise allows some passengers to take advantage of the vehicles waiting for a radio call.

The highest level of patronage is found at the bus station rank in Lancaster, with some 794 passengers observed on the day surveyed. On average, this location sees some 26 loaded trips in the average hour (or nearly a trip every 2 minutes). An excellent example of service to a passenger in a wheel chair was observed at this location during the early hours of the morning.

The busiest rank in terms of average departures per hour during the period used is the rank outside the Toast night club on North Road. In the three hours we observed the rank used for departures, an average of 38 loaded trips per hour were made. The car park opposite was used by many of these trips to shorten journeys that would otherwise have had to travel a significant way around the ring road.

The Market Street rank in Morecambe is the third busiest rank in average departure terms, with some 23 departures per hour on average, and the fourth highest total number of passengers during our survey (278). This rank also demonstrated excellent levels of driver service to customers.

Other night ranks active were the Marine Road Central Car Park location in Morecambe, producing some 128 passengers and an average of 12 loaded trips per hour during its operation, and the North Road (Diggles) single space rank, which produced just 83 passengers (or an average of 7 departures per hour).

The Lancaster station rank saw some 325 passengers on the Friday – a relatively busy day for the station – equating to an average of 15 departures per hour (or one every four minutes, albeit focussed on train arrival times).

During the course of the survey – which focussed on high demand days – some 113 passengers or groups of passengers were observed to experience a wait for a hackney carriage. There were 48 instances at the bus station during the day; 40 at the railway station, one hour at Market Street with some queuing of passengers, and a few other instances at the Marine Way Central Car park in Morecambe. Whilst this is clearly unmet demand, the level of wait was generally restricted to a lower time than the 10-minute threshold when the delays might be considered significant.

Considering the specific occurrences, the bus station really only saw one period – from 23:00 – when high numbers waited (67 passengers) – but at this time passenger demand had doubled from the previous hour. Even under this severe pressure, the service kept the maximum wait down to seven minutes, and only 4 passengers in total experienced a wait longer than 6 minutes.

The rail station service is potentially restricted by the additional charge, even though there is no limit on the number of permits. Just 30 of the 109 plates have chosen to take this additional permit which restricts their ability to react to busy days. Furthermore, demand at the station is peaked throughout the day by key train arrivals, such as those from London. Friday is usually a very busy day for any rail station, and the vehicles at this location worked hard to keep passenger waits to a minimum, with just four people having a wait of over 11 minutes.

Interestingly, some people on finding no hackney carriage available, made calls with their mobiles to private hire companies. They then checked with every hackney that arrived if they were from the company they had phoned – and often waited longer having committed to a particular company than if they had waited for a hackney carriage to arrive.

The one hour with queuing in the daytime in Morecambe appears to be related to several vehicles being unavailable while serving school trips, since passenger demand remained stable from the previous hour (albeit at the highest level for the day). Just two people faced six minute waits.

The Marine Road Central Car park waits were nearly all relatively short. Interestingly, those who walked away from this location would have obtained hackney carriages had they waited just one or two minutes more. It is likely (from the high level of hailing recorded in the public attitude surveys) that these passengers picked up hackneys further along the road as they returned to the rank.

There were few rank operational issues observed. All ranks functioned well, apart from the parked vehicle abuse at the North Road Diggles rank. The bus station and rail station ranks both were able to cope fairly well at the periods that there were high levels of vehicles waiting for custom, and none of the ranks suffered too severely from hindrance from other road users (apart from isolated incidents when busy trains were expected at the railway station).

The hackney carriage fleet showed a high level of availability, with 91 of the 109 plates observed during the survey (83%). Some hackney carriages just served one location, not many served all locations, but quite a few were active at two of the three sites being observed.

In general, it was clear that those wanting hackney carriages knew where to go to obtain a vehicle, even though in particular the bus station rank might not be in a normal footfall area of the city. The Market Street rank in Morecambe is in an excellent location, provides an excellent service, and is valued as such by the people of Morecambe.

#### **5.4 Consultation results**

Overall, results from the public attitude surveys showed that 40 to 58% of respondents had used some form of licensed vehicle in Lancaster / Morecambe in the last three months. Overall the figures suggest relatively moderate use of licensed vehicles in the area.

There appears to be significant confusion in the minds of people of the area about what hackney carriages and private hire vehicles are. There is no strong conclusion if people think a livery would help the situation or not.

Compared to the moderate usage of vehicles, use of ranks is quite high in comparison in Lancaster. There appears to be more tendency towards hailing in Morecambe.

In the main, results from the public attitudes are similar to those from the survey in 2007, apart from the fact that there is a slight improvement in the opinion people have of the service provided, with more now considering the service good than average compared to 2007.

There was no requirement from the public for any new ranks.

There were also clear differences in public attitudes between Lancaster and Morecambe, some of which are outlined above, and which need to be borne in mind in development of the service.

In general, the public consultation was reasonably representative of the area.

Supermarkets and other small (food based) stores had no issues with the service provided. There was a marked difference between the Morecambe supermarket, which heavily relied on the rank outside, and the Lancaster supermarkets which, being less central, relied on private hire operations and links.

The hotels and restaurants in the area tended to rely heavily on phone calls to private hire companies to book vehicles for customers, although people used ranks where the hotels were nearby to the bus station rank.

The hospital felt the service provided was good, and their tendency was to phone circuits providing hackney carriages, from whom they obtained a good service.

The access officer was appreciative of the service provided, considering a mixed fleet to meet best the needs they were aware of, although more wheel chair accessible vehicles would be a benefit. Training was felt to be improving the appreciation of the needs and service between drivers and their customers.

The pubwatch representative felt the current service was prompt and efficient and was not aware of any problems in provision of vehicles when people wanted their service.

No other consultees raised any issues with provision or service provided by the licensed vehicle trade in Lancaster, although most relied on the private hire service rather than the hackney carriage service, with customers phoning for vehicles.

The hackney carriage drivers provided useful feedback on the service provided. Most of the very small number attending acted mainly as pure hackney carriage, though some had links to radio circuits. Future rank developments were welcomed, including the consideration of provision in Morecambe. Drivers were concerned that people in the area did not understand the difference between hackney carriage and private hire vehicles. There was concern that passengers were best served by a mixed fleet and that the level of wheel chair accessible vehicles was felt to be about right.

Private hire drivers / operators also made valuable contributions to the study. Operators reiterated the fact that most hackney carriages were on radio circuits, and that the current number of vehicles overall in the licensed vehicle fleet appeared to be saturated.

Both hackney carriage and private hire drivers commented that training was being provided as a matter of course by the drivers / companies themselves, being seen by all as important. Our rank observations found plenty of evidence of good levels of

trained drivers, such as the service at Market Street and that to the wheel chair user observed at the bus station.

### **5.5 Local taxi market**

The licensed vehicle fleet of Lancaster tends to be one in which hackney carriage and private hire work very closely together. It is not surprising, therefore, that the public are not able to distinguish the differences. Despite this, there is a clear group of people who know they can obtain a licensed vehicle from the bus station and from Market Street, and people are not afraid to hail vehicles when necessary. It was also clear that people knew they had to wait at the County side exit of Lancaster station to obtain licensed vehicles, although it was also clear that many knew phone numbers to use if there were no vehicles present at this location.

The local drivers, both hackney carriage and private hire, are generally very astute on obtaining business, and balancing methods by which they can obtain passengers. For example, a very high number of hackney carriages wait at ranks whilst remaining active on radio circuits, although there are some instances where poor judgment calls are made and a rank is left unattended just as demand arises.

Apart from the comments regarding taxi wars, the present situation for licensed vehicles in Lancaster appears to be very balanced, and serving the travelling public well. Some examples of service provided to the public are exemplary (see above).

### **5.6 Response to Best Practice Guidance (BPG)**

With respect to the elements of the study required by the BPG, as referenced in Section 2.2:

- At the present time in Lancaster, quantity controls increase the availability of taxis principally by encouraging double-shifting of vehicles, which increases the time each vehicle is able to work
- By the same token, the present limit in Lancaster reduces waiting time by encouraging each vehicle to be available for more of the time than might be the case if each driver had their own vehicle and chose to work only at the most lucrative times
- Safety and choice are actually improved as the value of the vehicles means they can be properly maintained and invested in
- The limit has been in place for a significant period and has been increased. Marginally over time. Following BPG, the level of demand and supply should be tested formally and independently every three years. It is prudent for the licensing section to ensure they are constantly aware of how the trade in Lancaster works, and what issues impact on supply and demand for hackney carriages. A regular check that peak demand is not getting close to the point that more licences would be necessary would be appropriate more frequently than every three years, perhaps annually

- Development that might alter the balance between supply and demand would include principally the introduction of any new night clubs to the urban areas. Significant redevelopment may also impact on day to day demand, although this is less likely to lead for the need for new vehicles. The introduction of other private hire offices in the town centre may also impact on supply, leading to an imbalance of type of vehicle provision which might lead to the number of hackney vehicles needed being reduced if more of their work is taken by private hire companies. It is unclear what impact the 'taxi wars' are currently having.
- Latent demand has been included in the study through the public attitude surveys and through the wide level of consultation undertaken. In general, hackney carriage and private hire vehicles are always available when needed, with few exceptions. Latent demand in the area is therefore very low.
- The study applies to the full licensing area
- In Lancaster at the present time, delimitation would lead to significant consumer detriment as the increase in vehicle numbers would actually reduce the time each individual vehicle was in service, whilst spreading the maintenance cost to a larger number of vehicles and potentially disturbing the present equilibrium with private hire vehicle numbers.

## 5.7 Response to the Equality Act

The Equality Act is now on the statute books. This is national legislation which cannot be amended by the City Council or its officers. We understand that the detailed implementation impacts will be the subject of a DfT consultation shortly. However, at the present time it is expected that Lancaster will be impacted since it retains a limit on the number of hackney carriage vehicles. It is understood from our national taxi contacts that the proportion of vehicles required in the fleet may be set at 35%. With the current understanding, this percentage is of the current total of vehicles.

Table 5.1 sets out the possible options for Lancaster. At the current time it is understood that the target percentage for wheel chair accessible vehicles is 35%. If between now and the time the Equality Act is enforced, 23 more vehicles become wheel chair accessible from the current fleet, the limit on vehicle numbers could be retained. Were the Council to decide to remove the limit on the number of hackney carriage vehicles, the Equality Act would no longer apply in this respect, but there would be no guarantee either that any more wheel chair accessible vehicles would be added to the fleet, apart from the fact that any new vehicles would have to be wheel chair accessible, but it would be purely up to the market to provide. However, the worst case is that if no current vehicles convert to wheel chair accessible, and the limit were retained, up to 35 more vehicles could be added to the hackney carriage fleet. This would result in 50 wheel chair accessible vehicles in a total fleet of 144. There is no guarantee that there would be sufficient persons to provide such a relatively large investment in vehicles, and it is unclear how Dft might try to resolve this issue if the market still failed to provide.

	Number of vehicles	Number of wheel chair accessible vehicles	% wheel chair accessible
Current (Limit retained)	109	15	14.5
Number of wheel chair accessible vehicles required if Equality Act requires a level of 35% and limit is to be retained	109	38	35
Number of wheel chair accessible vehicles required if Equality Act is circumvented by removal of the limit on hackney carriage vehicles numbers	109 - ?	15 - ?	14.5 - ?
Worst case if no vehicles transfer from current fleet into wheel chair accessible style	144	50	35
Retain current limit and identify level of wheel chair vehicles required	109	(15 +)	(14.5 +)

**Table 5-1 Possible Equality Act Options, Lancaster**

Alternatively, the Council could clearly identify the needs of the disabled within its area, and document how those needs are met by the current fleet. The trade clearly has some information about its customers, and their needs and requirements, and it is possible that this could be drawn together. It would be best if such information could be gathered and input to the consultation, rather than waiting till afterwards when this option may not be a possibility if the implementation regime does not permit any exemption from the requirements of the Act.

This option would also provide the opportunity for the trade and licensing section to work closely together to identify and meet need at an appropriate level. However, this option would also require the Council to take part in the consultation on the level of wheel chair accessible vehicles to ensure that such an option was possible which allowed the limit to be kept if it was proven that the agreed level of vehicles was not appropriate for Lancaster.

## 5.8 Overall conclusions

Taking all observed supply and demand into consideration we would conclude that at the time of the survey, there is **no significant unmet demand within the Lancaster licensing area.**

The survey was undertaken at a time of year when demand was 'typical' and that we have not omitted any key observable demand either within the main centre or at any other location within the licensing area. Our surveys tested times of high demand and found the service generally able to react to this demand in a positive manner.

The area has a number of areas of good practise that should be marketed not just to the people using licensed vehicles in Lancaster, but also to other licensing authorities around England. These include:

- The excellent passenger service observed at the Market Street rank in Morecambe
- The clear emphasis on practical and realistic training by the hackney carriage and private hire trade themselves, evidenced by the excellent service observed to a wheel chair user



## 6 Recommendations

### 6.1 Introduction

Following this study of the current situation regarding hackney carriage and private hire operation in the Lancaster licensing area, the following recommendations are made.

### 6.2 Rank provision

Daytime rank provision in Morecambe is **excellent** and the layout and arrangements at Market Street must be protected and used as an example of best practise. It could be cited in the Local Transport Plan as a clear way that hackney carriages can provide the best service to local people during the daytime.

Lancaster's daytime rank provision focuses on the bus station which provides passengers **good** service. Further revision is progressing and the change process must be managed carefully between the County, City and the trade to ensure the investment results in increased usage of hackney carriages during the daytime.

Provision for the night trade in Morecambe in terms of ranks is currently **good**, although the review proposed is supported and should be undertaken in liaison between the County, City and trade to ensure any revisions will be used. People do currently hail vehicles in Morecambe although they are also used to presenting themselves at the Marine Road Central Rank, which must be protected and developed.

The night time rank provision in Lancaster currently **works well**. It should be accepted that the Penny Street KFC rank is used principally as a radio rank and its layout should be revised to reflect this. The further revisions planned must be taken forward in conjunction with the County, City and trade in a manner that ensures this investment is used wisely. The extension of the North Road, Diggles, rank is a key development, which needs enforcement to ensure the rank is able to be used at all times when required, principally at night. This is the most important of the proposed developments and should be the one which is taken forward as soon as possible.

### 6.3 Service for drivers

The service provided by the licensing section to the hackney carriage drivers is **very good**. The structure with the Taxi Liaison Group is **very good**. The availability of the minutes of meetings, and further communication using the newsletter is best practise and must be encouraged.

#### 6.4 Service to disabled customers

Lancaster sees some **excellent** practise in terms of the service provides to those with a disability. The example observed of the proper loading of a wheel chair even in the early hours of Sunday morning must be lauded and encouraged as normal practise. The best practise of internal provision of training by the trade must also be encouraged and supported.

The issue of the Equality Act is an important one for Lancaster and needs very careful consideration. Further comments are provided below.

#### 6.5 Marketing

Local town maps, where provided, should provide accurate information in regard to each rank which is actually used, differentiating between day and night provision. The current Lancaster map is **very good**, and a similar map should be provided for Morecambe. However, night rank provision needs to be shown clearly in a different colour. With use being made of phones, at least the hackney carriage phone number should also be given at some point in case people are distant from a rank. This should be discussed and agreed at the taxi liaison group.

The opportunity could be taken to provide explanation boards in regard to the hackney carriage service, including sample fares, at the head of each of the day ranks. This may help with enforcement of the ranks against illegal parking abuse, although only North Road, Diggles currently suffers from this in terms of impacts on actual rank usage.

#### 6.6 Vehicle limit

At busy times, there is evidence of passengers waiting for hackney carriage vehicles. However, there are clear reasons for these relatively small delays and at the present time **we do not consider there is any significant unmet demand for the services of hackney carriages in the Lancaster licensing area.** There is clear evidence that overall there is a general shortage of work for the current total licensed vehicle fleet and that adding new hackney plates might actually reduce the number of vehicles available for service at key times.

There does appear to be a shortage of vehicles willing to pay for the station permit although the system does seem to provide for most need to be met. Further consideration needs to be given to encouraging sufficient provision of hackney carriages at the rank at all times to reduce the level of people who currently appear to be tempted to call for vehicles by phone.

The licensing section should ensure that the operational sections of this report remain current. It would be prudent to undertake limited reviews of the balance between supply and demand at both the bus station and rail station ranks (the latter in conjunction with Virgin Trains), at the times of demand under pressure identified in this report. at some point during May, June or July 2011. This survey could be undertaken either by a consultant, or by the council, as long as an independent review of the conclusions was made by an external body.

Our survey observed a good service provided to those with wheel chair vehicle needs, both in terms of the observation of good driver skills and in availability of the limited number of vehicles. At no time did we see anyone with either a wheel chair or buggy not able to take an appropriate vehicle. The trade also appear to know the needs of their clients, and further work is needed to define the range of disabilities known in Lancaster, leading to a clear decision based on local facts on what the composition of the hackney carriage and private hire fleets should be.

At the present time, without any further action, the potential impact of the Equality Act could be removal of the limit on hackney vehicle licences, the conversion by the trade of at least 23 more vehicles to wheel chair accessible, or the growth of the limit on vehicles to 144 to provide the required level of wheel chair accessible vehicles. It is unclear how the Equality Act can guarantee the required level of vehicles if the market fails to bring these vehicles forward.

We do not consider that further hackney carriage vehicles are needed in Lancaster and that such a change in policy would unbalance the current situation and lead to consumer detriment from the impact of destabilisation of the industry that would arise. We consider that retention of the limit and a careful evaluation of the level of wheel chair vehicles needed in careful and constructive debate with the trade and disabled groups should lead to a much more appropriate service to the people using hackney carriages and private hire vehicles in Lancaster.

#### **6.7 Living strategy and action plan**

The first stage of establishing a living taxi strategy and Action Plan must be for the Licensing Committee to accept the findings and recommendations of this Report. Once these are accepted, the Licensing Section can draw together a time-based action plan to deliver and develop the hackney carriage and private hire service for the Borough.

The key elements to be considered include:

- Review rank provision in Morecambe (as planned)
- Obtain information about the relationship between the disabled population of the licensing area and the style of vehicles needed, with a possibility of inputting to the consultation on the implementation of the Equality Act

The Committee and Licensing Section should confirm a reasonable timetable for each of the above actions within the context of development and ensure that each action had a clearly defined deliverable that could be measured to confirm achievement of the target.



## Appendix 1 –Minutes of inception meeting



# Lancaster City Council hackney carriage survey

## Inception Meeting

10:00 to 10:45, Tuesday, 14 September 2010

### Present

*Lancaster City Council:* Wendy Peck (WP)  
Caroline Morrisson (CM), Senior Licensing Officer  
Debbie Rose (DR), Enforcement Officer

*Mouchel:* Ian Millership (IM)

### Distribution

Invitees.

#### 1.0 Introductions

IM introduced himself. WP introduced Caroline Morrisson the Senior Licensing Officer and Debbie Rose the Enforcement Officer.

The police had been unable to attend this meeting and sent apologies.

#### 2.0 Comments on quotation

WP confirmed that our quotation was fully inclusive of all items required to meet the brief. IM confirmed this was the case. There were no other comments or questions.

#### 3.0 Proposed study schedule

The study schedule was amended as follows:

Review meeting was provisionally agreed for 10:00 on Tuesday 9 November, 2010.

There was no committee meeting in December, so the presentation would be undertaken in the 6 January 2011 meeting, scheduled to start at 13:00.

Other dates are noted within relevant sections below.

#### **4.0 Current night time home journey arrangements**

There has been active enforcement by the police and licensing over the last six months and there is recent acknowledgment that the situation in regard to illegal ranking has improved significantly recently.

Much of the detail of this has been discussed at the Trade Liaison Group (TLG) – minutes of whose meetings are available on the Lancaster web site. The next meeting of this group is 20 September, and IM will be sent minutes of this meeting as soon as practicable.

DR confirmed that the main club in the area is Queens. There are a lot of other clubs, although none are particularly large. A tour of the Lancaster city centre was provided by DR after the meeting (see below). This identified locations of key private hire ranks, and places where there were informal ranks as well as potential illegal waiting by private hire vehicles.

The area around the rank at KFC sees a lot of issues. The Lounge, Hustle and Revolution clubs are near here, together with a private hire office, very close to the rank. Hackneys tend to wait on the rank facing down Penny Street, to encourage those leaving the clubs to come to their vehicles rather than enter the booking office. This leads to awkward movements at this location. This area should be covered at night.

The rank in North Road near Toast is well used, with overspill of vehicles into the nearby car park. The formal rank has 12 spaces.

The bus station rank tends not to be used by vehicles later at night, after 2200, but passengers are believed to go there looking for vehicles, then walk back along North Road (where there is a single space rank) and often then on to a private hire booking office (see details below). The booking office in Church Street therefore ends up with a lot more trade.

There is a current all day rank in North Road which has one space that expands to several at night – this will increase in size in due course.

#### **5.0 Taxi, driver, and local population statistics**

There are currently some 286 private hire vehicles.

The full hackney and private hire fleets tend to work both Lancaster and Morecambe with few vehicles only serving one of the two main areas.



The railway station rank was little used after 21:00. It has four spaces in the centre, and one for picking up; plus four further parking spaces. There is a charge for using this, administered for Virgin by Cabfind, but there is no limit on the number of permits that can be issued.

It was confirmed that the planned rank changes are not yet in place, although all the recent and enabling road works are now completed.

There is a further private rank for 2 vehicles near to the university.

The client confirmed there are no known events that might affect the survey work.

However, Lancaster University terms tend to start late, with the 8 October being the return date.

Driver licences are provided separately to both hackney carriage and private hire drivers. Some have licences to drive both hackney carriage and private hire, though there are no formal dual licences.

Many private hire companies have hackney carriages on their circuit, although there is no clear record of the number of vehicles which belong to particular circuits, as drivers change regularly between companies.

On the hackney side, there are only about 10 who remain independent. All others are either linked to private hire companies or have their own groupings.

Two companies have booking offices in both Lancaster and Morecambe – 848 and Coastal, whereas 32090 (with around 90 vehicles) only has an office in Lancaster

Lancaster has an open licensing register website from where general statistics re the fleet, driver numbers, etc, can be obtained.

## **6.0 Public attitude questionnaire content and locations**

We would seek to target those in wheelchairs when undertaking the pedestrian attitude surveys, to ensure views of the disabled were obtained from the public as well as from other more formal sources.

It was confirmed that interviews in Lancaster and Morecambe town centres were acceptable.

IM presented the public attitude questionnaire, and promised to send this electronically to Lancaster for final agreement.

## **7.0 Disability consultation details**

There is an issue that it can be difficult to obtain a wheel chair accessible vehicle to travel home from the city centre late in an afternoon, when many of the WAV are operating on school contracts.

The Access Officer is aware of most of these issues, and will be available for us to talk to at the end of September.

IM confirmed that we would discuss the implications of the new Equality Act in April in terms of the impact this might have on vehicle numbers in Lancaster, and the appropriateness of policies in that regard.

## **8.0 Other stakeholder contact details**

The next pub watch meeting was 14 October, and further details and minutes would be provided to IM.

Details of several contacts were provided by DR (see below).

Contacts at Lancashire social services and education would be provided (Jenny Foster, Brian Derbyshire 01772 531756).

## **9.0 Details of trade consultation and method of invitation**

It was agreed that licensing would issue the hackney carriage and private hire driver letters. There was no specific representative of either side of the industry. Licensing would also identify a suitable location, to be booked between 1030 and 1430. IM would send the draft letters.

IM confirmed the sessions would be 'drop-in' and would not require anyone to remain for long periods. Licensing suggested most proprietors would turn up, although it would be beneficial for IM to speak with the main company owners in advance of this meeting.

WP asked that we did not contact any of the trade unnecessarily in advance of the surveys as there were several key players and contact with particular ones might spark concern about the veracity of the surveys by those who were not, inadvertently, contacted.

It was also agreed that the contact phone number provided would not be any personal number, and that a general email address would be best used, rather than a specific one.

#### **10.0 Confirmation of trade contacts, key hackney carriage and private hire operator details**

Private hire key operators – 848848 Tony Booth and Ian Dixon

424424 Vanessa Keeping and Kevin Dixon

32090 Tony Mawson and Kelvin Ellershaw

Oneacab – recent hackney company – phone number 840888

Cabfind (Lancaster Station) -= Tracy McMurtie [tracy.mcmurtie@cabfind.com](mailto:tracy.mcmurtie@cabfind.com)

#### **11.0 Final Report structure**

There were no comments about the report structure.

#### **12.0 Any Other Business**

DR provide IM with a walking tour of the Lancaster City centre area.

The night ranks (2 parts) in Gage Street were observed. At night, these spaces are used, and both hackney and private hire tend to also wait around the corner in Mary Street. This area serves the Dalton Rooms club.

The Common Garden Street rank tends to be parked on at night, but little used by hackney carriages.

Hustle is located on Spring Garden Street.

At night, hackneys and private hire vehicles tend to wait in George Street to service the clubs in the middle part of Penny Street. One private hire company is located in Penny Street quite close to the rank there. Some vehicles also use the bus only part of George Street to wait for customers. The rank is also poorly used at night at the top of Penny Street – see above. There can be awkward behaviour by both private hire and

hackney carriage towards each other in this area.

The main shopping centre is the St Nicholas Arcades, further along Penny Street towards North Road.

The current North Road rank is occasionally used during the daytime, although it is too small. The extension will not be in place before the survey. At night, hackney carriages tend to fill more than the one space. The route to this rank passes a major private hire office in Church Street, who have a loading bay that can be used as a collection point for their vehicles, after people have entered their office. This can also cause friction between the two parts of the trade.

The upper part of Church Street would also fill with hackney carriages and private hire were the rest of the other waiting areas for vehicles full, although this area was not of major concern. Yates and Wetherspoons are located here.

Debby Rose email is [drose@lancaster.gov.uk](mailto:drose@lancaster.gov.uk)

### **Vehicles seen before and after Meeting (record for Study)**

#### **On initial site visit (Tuesday 24 August):**

At station – 254, 173, 332, 358, 339, 281, 391, 352, 248, 254, 333, 357, 364 – most of which waited over an hour for a fare. 281 shows number 840888 on side. Noted that station opening hours were 0500 to 2335 M-F, 0500 to 2300 Sa and 0930-2230 Sun. Taxis are signed as being available from platform 3. 208 was observed on the main entrance (booking office side) but only dropping off. No rank spaces marked this side. Contract with Virgin via Cabfind. Permits had been extended to April 2011 due to expected work on the forecourt.

247, 902, 378, 223 observed on way to Morecambe.

Market Street rank and feeder, Morecambe, observed near shopping centre exit, likely not to see use after this closes. Vehicles observed – 185, 338, 393, 123, 162, 141, 386, 338.

All other ranks noted without vehicles, apart from 371 parked on rank near Hotel Broadway.

Other vehicles observed on way back to Lancaster – 162, 274, 2, 287

At bus station – 144, 367, 260, 334

A lot of saloon vehicles were observed in the fleet. Most hackney carriages had phone numbers on their sides.

A lot of road rebuilding was observed, for example Common Garden Street rank was under roadworks.

**On this visit:**

Railway Station on arrival – 148, 376, 394 – queue of people from delayed Birmingham arrival (0920 not 0908). On walk to city centre observed the following heading to the station – 207, 403, 227, 375.

In town centre – 363, 319, 411, 379, 149,

On return to station – other side, 524; main side – 12:10 – 333, 364, 339, 254, 286.

During walkround of Lancaster city centre – 355, 669, 320, 450, at bus station – 356, 363, 372, 334, 457, 269, 109.



## Appendix 2 – Video Survey Observations

Lancaster, Damside Street Bus Station, Saturday, 16<sup>th</sup> October 2010, 1000 to 0300

Hour	Vehicle arrivals	Passenger departures	Loaded departures	Empty vehicle departures	Total vehicle departures	Average vehicle waiting time	Average vehicle waiting time for a fare	Maximum vehicle waiting time for a fare (min)	Average passenger waiting time (mins)	Average passenger waiting time, those waiting only (mins)	Number waiting 1-5 mins	Number waiting 6-10 mins	Number waiting over 11 mins	Maximum passenger wait time
09	1	0	0	0	0	2	2	2						
10	21	17	11	8	19	5	6	12	0	1	4			2
11	16	31	19	1	20	3	3	11	1	3	9	6		7
12	15	16	13	3	16	4	5	14	0	2	4			2
13	27	28	17	5	22	5	5	15	0	3	2	1		6
14	39	46	23	13	36	11	12	23						
15	33	33	22	15	37	7	9	12						
16	33	40	23	9	32	10	11	20						
17	33	31	18	11	29	14	17	39						
18	26	30	20	11	31	9	10	24						
19	36	29	17	18	35	6	8	12	0	1	4			1
20	34	33	20	11	31	12	14	24						
21	34	33	22	13	35	13	16	23						
22	37	63	30	10	40	9	11	18						
23	66	120	58	6	64	2	2	7	1	3	67	4		7
00	53	78	42	7	49	8	9	24						
									No passenger waits					
									No passenger waits					
									No passenger waits					

01	46	91	48	2	50	4	4	12	8		2
02	41	75	41	4	45	5	5	12	1		1
03	2	0	0	4	4	2	0	0	No passenger waits		
<b>TOTAL</b>	<b>593</b>	<b>794</b>	<b>444</b>	<b>151</b>	<b>595</b>				<b>99</b>	<b>11</b>	<b>0</b>



Lancaster, Penny Street KFC, Saturday 16<sup>th</sup> October 2010, 2200 to 0300

Hour	Vehicle arrivals	Passenger departures	Loaded departures	Empty vehicle departures	Total vehicle departures	Average vehicle waiting time	Average vehicle waiting time for a fare	Maximum vehicle waiting time for a fare (mins)	Average passenger waiting time (mins)	Average passenger waiting time, those waiting only (mins)	Number waiting 1-5 mins	Number waiting 6-10 mins	Number waiting over 11 mins	Maximum passenger wait time	
21	1	0	0	0	0	3	0	0	No passenger waits						
22	8	0	0	9	9	10	0	0							
23	5	2	1	4	4	5	14	14							
00	13	5	2	10	12	4	6	9							
01	14	4	3	12	15	4	0	0							
02	12	3	2	9	11	3	2	3							
03		0	0	1	1	0	0	0							
	53	14	8	45	53										

**Lancaster, North Road Diggles, Saturday 16<sup>th</sup> October 2010, 2200 to 0300**

Hour	Vehicle arrivals	Passenger departures	Loaded departures	Empty vehicle departures	Total vehicle departures	Average vehicle waiting time	Average vehicle waiting time for a fare	Maximum vehicle waiting time for a fare (mins)	Average passenger waiting time (mins)	Average passenger waiting time, those waiting only (mins)	Number waiting 1-5 mins	Number waiting 6-10 mins	Number waiting over 11 mins	Maximum passenger wait time
22	6	2	1	5	6	2	7	7	No passenger waits					
23	4	0	0	4	4	1	0	0						
00	10	19	9	1	10	2	2	5						
01	10	22	9	1	10	2	2	7						
02	18	38	16	2	18	2	2	8						
03	1	2	1	0	1	0	0	0						
	<b>49</b>	<b>83</b>	<b>36</b>	<b>13</b>	<b>49</b>									

Lancaster, North Road Toast Night Club, Saturday 16<sup>th</sup> October 2010, 2200 to 0300

Hour	Vehicle arrivals	Passenger departures	Loaded departures	Empty vehicle departures	Total vehicle departures	Average vehicle waiting time	Average vehicle waiting time for a fare	Maximum vehicle waiting time for a fare (mins)	Average passenger waiting time (mins)	Average passenger waiting time, those waiting only (mins)	Number waiting 1-5 mins	Number waiting 6-10 mins	Number waiting over 11 mins	Maximum passenger wait time
22	16	0	0	16	16	0	0	0	No passenger waits					
23	41	0	0	41	41	0	0							
00	51	57	32	14	46	5	6	12						
01	77	111	65	8	73	4	4	11						
02	85	172	89	5	94	4	4	7						
03	1	2	1	0	1	2	0	0						
<b>TOTAL</b>	<b>271</b>	<b>342</b>	<b>187</b>	<b>84</b>	<b>271</b>									

Lancaster, Gage Street, Saturday 16<sup>th</sup> October 2010, 2200 to 0300

Hour	Vehicle arrivals	Passenger departures	Loaded departures	Empty vehicle departures	Total vehicle departures	Average vehicle waiting time	Average vehicle waiting time for a fare	Maximum vehicle waiting time for a fare (mins)	Average passenger waiting time (mins)	Average passenger waiting time, those waiting only (mins)	Number waiting 1-5 mins	Number waiting 6-10 mins	Number waiting over 11 mins	Maximum passenger wait time
22	0	0	0	0	0	0	0	0	No passengers					
23	0	0	0	0	0	0	0							
00	0	0	0	0	0	0	0							
01	0	0	0	0	0	0	0							
02	1	0	0	1	1	1	0	0						
03	0	0	0	0	0	0	0	0						
	1	0	0	1	1									

**Morecambe, Market Street and feeder, Friday 15<sup>th</sup> October 2010, 1030 to 1830**

Hour	Vehicle arrivals	Passenger departures	Loaded departures	Empty vehicle departures	Total vehicle departures	Average vehicle waiting time	Average vehicle waiting time for a fare	Maximum vehicle waiting time for a fare (mins)	Average passenger waiting time (mins)	Average passenger waiting time, those waiting only (mins)	Number waiting 1-5 mins	Number waiting 6-10 mins	Number waiting over 11 mins	Maximum passenger wait time
10	21	12	9	1	10	18	17	24	No passenger waits	No passenger waits	27	2		6
11	38	47	37	7	44	10	11	20						
12	31	29	21	8	29	16	18	30						
13	30	36	26	5	31	11	11	28						
14	34	52	32	8	40	6	7	14						
15	32	52	31	1	32	1	1	6						
16	31	28	17	9	26	7	7	17						
17	22	22	14	12	26	5	7	15						
18	0	0	0	1	1	0	0	0						
	239	278	187	52	239									

**Morecambe, Marine Road Central Car Park, Friday 15<sup>th</sup> October 2010, 2200 to 0300**

Hour	Vehicle arrivals	Passenger departures	Loaded departures	Empty vehicle departures	Total vehicle departures	Average vehicle waiting time	Average vehicle waiting time for a fare	Maximum vehicle waiting time for a fare (mins)	Average passenger waiting time (mins)	Average passenger waiting time, those waiting only (mins)	Number waiting 1-5 mins	Number waiting 6-10 mins	Number waiting over 11 mins	Maximum passenger wait time
21	1	1	1	0	1	0	0	0	No passenger waits					
22	13	24	9	4	13	6	5	14	No passenger waits					
23	21	21	14	7	21	5	4	14	0	3	5			4
00	20	31	13	5	18	20	25	11	0	2	2			3
01	18	26	10	7	17	7	6	11	No passenger waits					
02	9	22	11	3	14	6	6	19	2	3	5	2		8
03	0	3	1	0	1	0	0	0	0	0		3		10
	<b>82</b>	<b>128</b>	<b>59</b>	<b>26</b>	<b>85</b>									

Note: around midnight, one group of five waited 3 mins and walked away.

One other person waited 8 mins around 02:00 and then walked away.

Lancaster, Railway Station, County Side (Private Rank), Friday 15<sup>th</sup> October 2010, 0845 to 2345

Hour	Vehicle arrivals	Passenger departures	Loaded departures	Empty vehicle departures	Total vehicle departures	Average vehicle waiting time	Average vehicle waiting time for a fare	Maximum vehicle waiting time for a fare (mins)	Average passenger waiting time (mins)	Average passenger waiting time, those waiting only (mins)	Number waiting 1-5 mins	Number waiting 6-10 mins	Number waiting over 11 mins	Maximum passenger wait time
08	3	2	2	0	2	5	5	14						
09	18	9	8	2	10	12	14	34	0	2	3			3
10	18	19	18	3	21	15	17	29	No passenger waits					
11	21	14	11	5	16	18	22	33	No passenger waits					
12	13	23	16	4	20	12	15	36		6		2		6
13	17	22	17	0	17	11	10	18	0	6				6
14	13	19	16	1	17	4	4	11	0	1	1			1
15	11	11	6	3	9	5	6	20	3	5	6	1		8
16	18	21	17	1	18	2	1	7	1	4	8	3		6
17	16	22	17	1	18	4	4	12	1	6	1	2		6
18	22	18	15	0	15	10	10	25		4	3	1		8
19	20	34	23	1	24	3	3	9	2	10			1	11
20	27	47	25	4	29	8	9	25	1	5	6	6		9
21	35	43	27	3	30	5	5	24	1	8	2	5	3	12
22	21	20	11	11	22	28	23	52	No passenger waits					
23	12	1	1	16	17	24	0	0	No passenger waits					
<b>TOTAL</b>	<b>285</b>	<b>325</b>	<b>230</b>	<b>55</b>	<b>285</b>									





## Appendix 3 – Consultee Summary



## Lancaster Taxi Study

### Stakeholder Feedback Diary

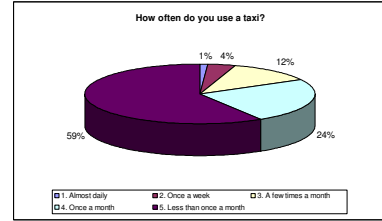
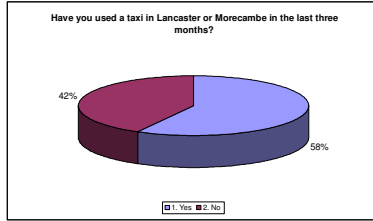
Ref	Taxi Licensing Stakeholder Group	Date	Time	Views received
<b>4.2</b>	<b>PUBLIC ATTITUDE SURVEYS</b>			
	With persons in Lancaster and Morecambe Town centres	16th October 2010	Daytime	Yes
<b>4.3</b>	<b>SUPERMARKETS</b>			
	Sainsburys (Lancaster)	11/11/2010	0910am	yes - phone call
	Asda (Lancaster)	11/11/2010	0920am	yes - phone call
	Tesco (Morecambe)	11/11/2010	0935am	yes - phone call
	Aldi (Morecambe)	11/11/2010	0945am	yes - phone call
<b>4.4</b>	<b>HOTELS</b>			
	The Sun Hotel	11/11/2010	10am	yes- phone call
	Midland Hotel	11/11/2010	10.10am	yes- phone call
	Penny Street Hotel	11/11/2010	10.15	no - refused
	Best Western	11/11/2010	2pm	yes - phone call
<b>4.5</b>	<b>RESTAURANTS</b>			
	The Gatehouse Restaurant (Lancaster)	21/10/2010	4.15pm	no email response
	Marcos restaurant (Lancaster)	29/10/2010	10.25am	no email response
	Bistro 26	29/10/2010	10.27am	no email response
	Bar 1725	29/10/2010	10.30am	no email response
<b>4.6</b>	<b>NIGHT CLUBS</b>			
	Elements	29/10/2010	10.15am	no email response
	Sugar House	11/11/2010	2.30pm	no - left an answerphone message. So far no response
<b>4.7</b>	<b>HOSPITALS</b>			
	Royal Lancaster Infirmary	29/10/2010	10.45am	yes - phone call
<b>4.8</b>	<b>TOURIST BOARD</b>			
	Lancaster and Morecambe visitor centre	18/10/2010	4.44pm	yes - email response
<b>4.9</b>	<b>DISABILITY GROUPS</b>			
	Access officer	25/11/2010	2.00 pm	yes - discussion
<b>4.10</b>	<b>PUBWATCH</b>			
	Chair of Pubwatch	25/11/2010	10.00 am	yes - discussion
	<b>POLICE</b>			
	Robert Hodgeson (Lancashire Police)	11/10/2010	10.30	yes - email reply
	Mark Proctor (Lancashire Police)	11/10/2010	10.30	yes - email reply
<b>4.11</b>	<b>RAIL OPERATOR</b>			
	Cabfind	18/11/2010	2.00 pm	
	Virgin Trains	18/11/2010	10.30pm	yes - email
<b>4.12</b>	<b>HACKNEY CARRIAGE DRIVERS</b>			
	Face to face meeting	08/11/2010	10:00 - 11:30	yes, face to face
<b>4.13</b>	<b>PRIVATE HIRE DRIVERS / OPERATORS</b>			
	Face to face meeting	08/11/2010	11:30 - 13:00	yes, face to face
	Telephone calls to operators	During November 2010		yes, for one operator



## Appendix 4 – Public attitude survey results

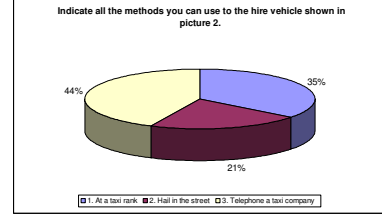
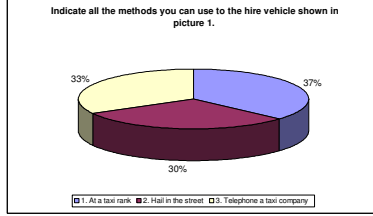


Have you used a taxi in Lancaster or Morecambe in the last three months?		
1. Yes	58	58.00%
2. No	42	42.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>



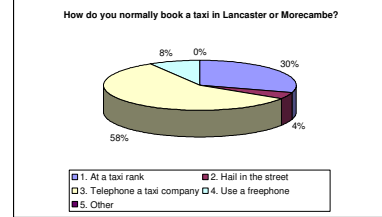
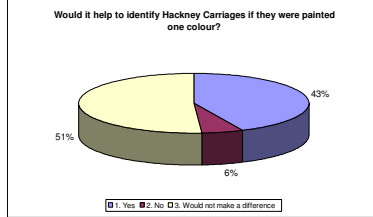
How often do you use a taxi?		
1. Almost daily	1	1.00%
2. Once a week	4	4.00%
3. A few times a month	12	12.00%
4. Once a month	24	24.00%
5. Less than once a month	59	59.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>

Indicate all the methods you can use to the hire vehicle shown in picture 1.		
1. At a taxi rank	89	36.63%
2. Hall in the street	74	30.45%
3. Telephone a taxi company	80	32.92%
<b>Total</b>	<b>243</b>	<b>100.00%</b>



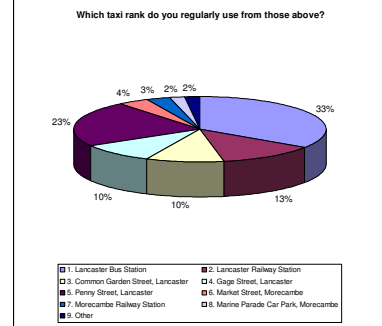
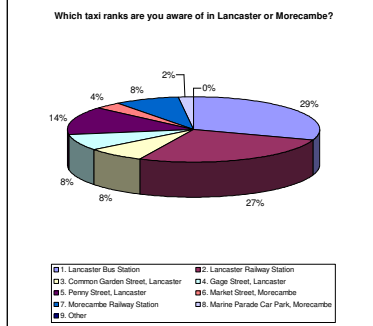
Indicate all the methods you can use to the hire vehicle shown in picture 2.		
1. At a taxi rank	76	35.45%
2. Hall in the street	47	21.36%
3. Telephone a taxi company	95	43.18%
<b>Total</b>	<b>220</b>	<b>100.00%</b>

Would it help to identify Hackney Carriages if they were painted one colour?		
1. Yes	43	43.00%
2. No	5	5.00%
3. Would not make a difference	51	51.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>



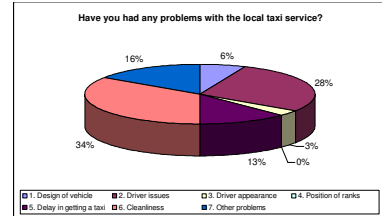
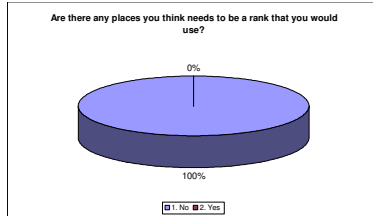
How do you normally book a taxi in Lancaster or Morecambe?		
1. At a taxi rank	35	29.66%
2. Hall in the street	5	4.24%
3. Telephone a taxi company	68	57.63%
4. Use a freephone	10	8.47%
5. Other	0	0.00%
<b>Total</b>	<b>118</b>	<b>100.00%</b>

Which taxi ranks are you aware of in Lancaster or Morecambe?		
1. Lancaster Bus Station	95	30.35%
2. Lancaster Railway Station	83	26.52%
3. Common Garden Street, Lancaster	24	7.67%
4. Gage Street, Lancaster	25	7.99%
5. Penny Street, Lancaster	43	13.74%
6. Market Street, Morecambe	11	3.51%
7. Morecambe Railway Station	26	8.31%
8. Marine Parade Car Park, Morecambe	6	1.82%
9. Other	0	0.00%
<b>Total</b>	<b>313</b>	<b>100.00%</b>



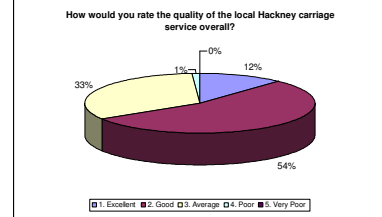
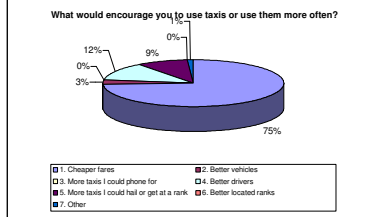
Which taxi rank do you regularly use from those above?		
1. Lancaster Bus Station	36	34.31%
2. Lancaster Railway Station	13	12.75%
3. Common Garden Street, Lancaster	10	9.80%
4. Gage Street, Lancaster	10	9.80%
5. Penny Street, Lancaster	23	22.55%
6. Market Street, Morecambe	4	3.92%
7. Morecambe Railway Station	3	2.94%
8. Marine Parade Car Park, Morecambe	2	1.96%
9. Other	2	1.96%
<b>Total</b>	<b>102</b>	<b>100.00%</b>

Are there any places you think need to be a rank that you would use?		
1. No	100	100.00%
2. Yes	0	0.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>



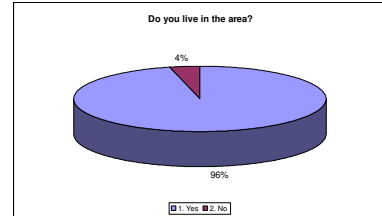
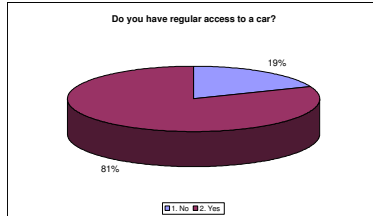
Have you had any problems with the local taxi service?		
1. Design of vehicle	2	6.25%
2. Driver issues	9	28.13%
3. Driver appearance	1	3.13%
4. Position of ranks	0	0.00%
5. Delay in getting a taxi	4	12.50%
6. Cleanliness	11	34.38%
7. Other problems	5	15.63%
<b>Total</b>	<b>32</b>	<b>100.00%</b>

What would encourage you to use taxis or use them more often?		
1. Cheaper fares	72	74.23%
2. Better vehicles	3	3.09%
3. More taxis I could phone for	0	0.00%
4. Better drivers	12	12.37%
5. More taxis I could hail or get at a rank	9	9.26%
6. Better located ranks	0	0.00%
7. Other	1	1.03%
<b>Total</b>	<b>97</b>	<b>100.00%</b>



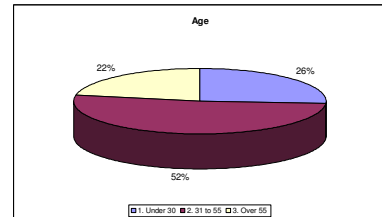
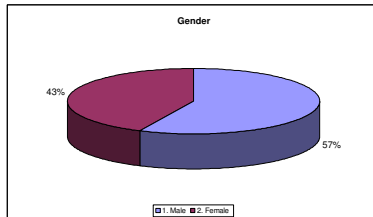
How would you rate the quality of the local Hackney carriage service overall?		
1. Excellent	12	12.00%
2. Good	33	33.00%
3. Average	33	33.00%
4. Poor	1	1.00%
5. Very Poor	0	0.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>

Do you have regular access to a car?		
1. No	19	19.00%
2. Yes	81	81.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>



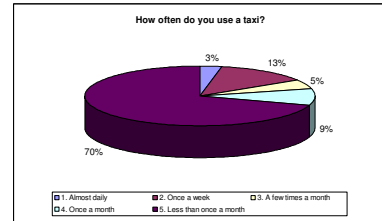
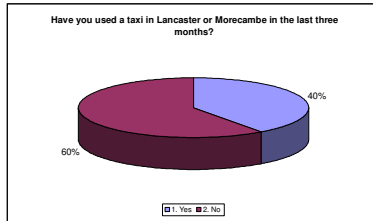
Do you live in the area?		
1. Yes	96	96.00%
2. No	4	4.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>

Gender		
1. Male	57	57.00%
2. Female	43	43.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>



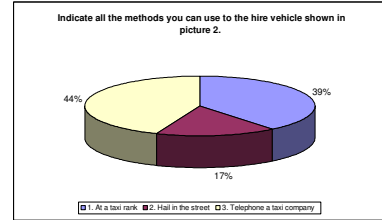
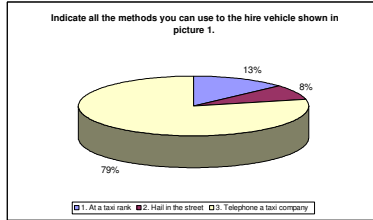
Age		
1. Under 30	26	26.00%
2. 31 to 55	52	52.00%
3. Over 55	22	22.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>

Have you used a taxi in Lancaster or Morecambe in the last three months?		
1. Yes	40	40.00%
2. No	60	60.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>



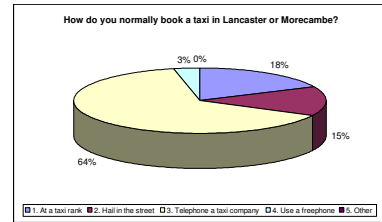
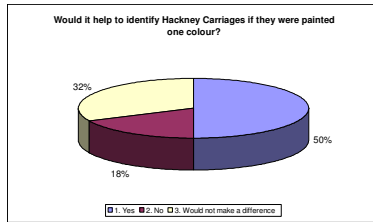
How often do you use a taxi?		
1. Almost daily	3	3.00%
2. Once a week	13	13.00%
3. A few times a month	5	5.00%
4. Once a month	9	9.00%
5. Less than once a month	70	70.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>

Indicate all the methods you can use to the hire vehicle shown in picture 1.		
1. At a taxi rank	15	13.39%
2. Hall in the street	9	8.04%
3. Telephone a taxi company	88	78.57%
<b>Total</b>	<b>112</b>	<b>100.00%</b>



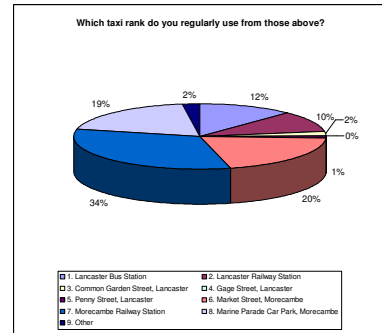
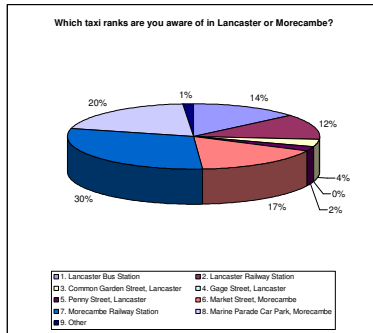
Indicate all the methods you can use to the hire vehicle shown in picture 2.		
1. At a taxi rank	56	39.05%
2. Hall in the street	29	17.16%
3. Telephone a taxi company	74	43.79%
<b>Total</b>	<b>159</b>	<b>100.00%</b>

Would it help to identify Hackney Carriages if they were painted one colour?		
1. Yes	50	50.00%
2. No	18	18.00%
3. Would not make a difference	32	32.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>



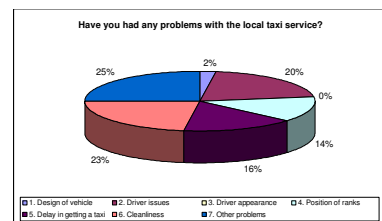
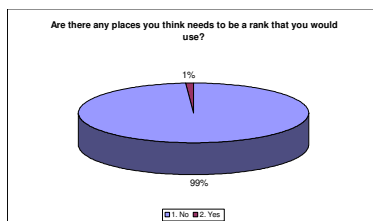
How do you normally book a taxi in Lancaster or Morecambe?		
1. At a taxi rank	16	17.89%
2. Hall in the street	13	14.51%
3. Telephone a taxi company	57	64.04%
4. Use a freephone	3	3.37%
5. Other	0	0.00%
<b>Total</b>	<b>89</b>	<b>100.00%</b>

Which taxi ranks are you aware of in Lancaster or Morecambe?		
1. Lancaster Bus Station	19	13.87%
2. Lancaster Railway Station	17	12.41%
3. Common Garden Street, Lancaster	5	3.53%
4. Gage Street, Lancaster	0	0.00%
5. Penny Street, Lancaster	3	2.19%
6. Market Street, Morecambe	29	16.79%
7. Morecambe Railway Station	41	29.93%
8. Marine Parade Car Park, Morecambe	27	19.71%
9. Other	2	1.46%
<b>Total</b>	<b>137</b>	<b>100.00%</b>



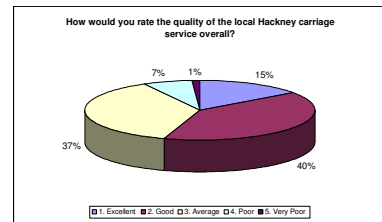
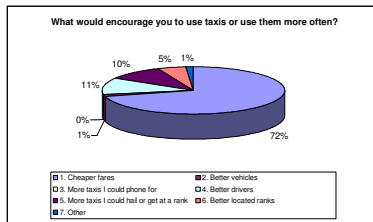
Which taxi rank do you regularly use from those above?		
1. Lancaster Bus Station	11	12.96%
2. Lancaster Railway Station	9	10.11%
3. Common Garden Street, Lancaster	2	2.25%
4. Gage Street, Lancaster	0	0.00%
5. Penny Street, Lancaster	1	1.12%
6. Market Street, Morecambe	18	20.22%
7. Morecambe Railway Station	29	32.58%
8. Marine Parade Car Park, Morecambe	17	19.10%
9. Other	2	2.25%
<b>Total</b>	<b>89</b>	<b>100.00%</b>

Are there any places you think need to be a rank that you would use?		
1. No	99	99.00%
2. Yes	1	1.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>

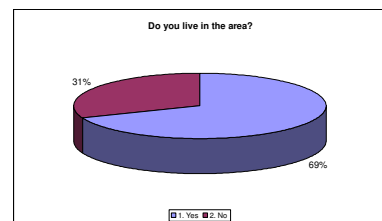
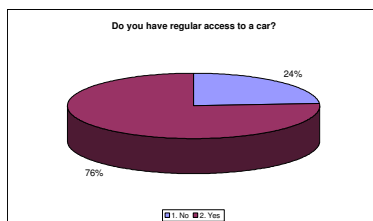


Have you had any problems with the local taxi service?		
1. Design of vehicle	1	2.27%
2. Driver issues	9	20.45%
3. Driver appearance	0	0.00%
4. Position of ranks	6	13.64%
5. Delay in getting a taxi	7	15.91%
6. Cleanliness	10	22.73%
7. Other problems	11	25.00%
<b>Total</b>	<b>44</b>	<b>100.00%</b>

What would encourage you to use taxis or use them more often?		
1. Cheaper fares	56	70.89%
2. Better vehicles	1	1.27%
3. More taxis I could phone for	0	0.00%
4. Better drivers	9	11.39%
5. More taxis I could hail or get at a rank	8	10.13%
6. Better located ranks	4	5.06%
7. Other	1	1.27%
<b>Total</b>	<b>79</b>	<b>100.00%</b>

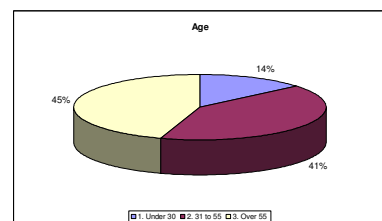
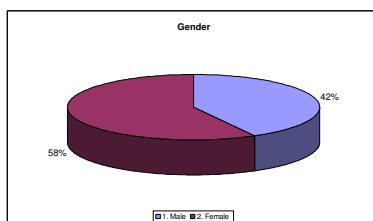


Do you have regular access to a car?		
1. No	24	24.00%
2. Yes	76	76.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>



Do you live in the area?		
1. Yes	69	69.00%
2. No	31	31.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>

Gender		
1. Male	42	42.00%
2. Female	58	58.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>



Age		
1. Under 30	14	14.00%
2. 31 to 55	41	41.00%
3. Over 55	45	45.00%
<b>Total</b>	<b>100</b>	<b>100.00%</b>