Appendix 1

Southend-on-Sea Hackney Carriage Unmet Demand Survey

Final Report

Southend-on-Sea Borough Council

November 2012

Halcrow
A CH2M HILL COMPANY

Southend-on-Sea Hackney Carriage Unmet Demand Survey

Final Report

Southend-on-Sea Borough Council

November 2012

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

Halcrow
A CH2M HILL COMPANY

Document history

Southend-on-Sea Hackney Carriage Unmet Demand Survey

Final Report

Southend-on-Sea Borough Council

This document has been issued and amended as follows:

Version	Date	Description	Created by	Verified by	Approved by
1.0	24/08/2012	Draft Report	Katie Dixon	Liz Richardson	Liz Richardson
2.0	09/11/12	Final Report	Katie Dixon	Katie Dixon	Liz Richardson

Contents

Appendices

A.4 Trade Survey Results

1 Introduction

1.1 General

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

- Whether there is any evidence of significant unmet demand for hackney carriage services in Southend-on-Sea; and
- If significant unmet demand is found, recommend how many licences would be required to address this.

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

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

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

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

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

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

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

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

The Law Commission are currently looking into reform of the taxi and private hire industry. In May 2012 a series of proposals were published for people to consult on. This consultation period runs until September 2012. Proposed changes include national minimum safety standards for all vehicles, improving provision for persons with disabilities, quantity restrictions and enforcement. It is envisaged a final report with recommendations for reform will be published by late 2013.

2 Background

2.1 General

This section of the report provides a general background to the taxi market in Southend-on-Sea and the relevant legislation governing the market.

2.2 Southend-on-Sea Overview

Southend-on-Sea is located in Essex. The 2011 census found the resident population of Southend-on-Sea was 173,600. Southend-on-Sea is a popular holiday destination attracting approximately 6.4 million visitors a year. The town is known for its seafront and is home to the world's longest pleasure pier, built in 1830 and stretching some 1.33 miles from shore. Other tourist attractions include Adventure Island, beaches, museums, a Marine Centre, water sports and Planetarium.

Southend Airport is located in Rochford, immediately to the north of the Southend-on-Sea boundary. The airport has recently been developed with an airport railway station opening in July 2011 with up to 8 trains an hour into Central London and a new Air Traffic Control tower was made operational in July 2011. A runway extension was also made operational in March 2012.

2.3 Background to the Hackney Carriage Market in Southend-on-Sea

Southend-on-Sea adopted a policy of managed growth in 2006 and enforced a numerical limit following the 2009 survey of demand. There are currently 276 hackney carriages, 100 of which are wheelchair accessible. This provides Southend-on-Sea with a hackney carriage provision of one hackney per 629 resident population.

Southend-on-Sea Council also licences approximately 200 private hire vehicles.

2.4 Provision of Hackney Carriage Stands

There are currently 29 official ranks located across the Southend-on-Sea licensing district providing a total of 158 spaces. Plates 1, 2 and 3 show three of the ranks in Southend-on-Sea Borough.

Plate 1 – London Road, Southend-On-Sea

Plate 2 – Heygate Avenue/Alexandra Street

Plate 3 – Westcliff Station

Further ranks on private land are located at railway stations, the hospital and the airport which provide a further 28 spaces. A list of the ranks observed is included in Chapter 5 and the full list can be found at Appendix A.

2.5 Hackney Carriage Fares and Licence Premiums

Hackney carriage fares are regulated by the Local Authority. There is one standard tariff with a series of extra charges for hiring's late in the evening, Sundays and Bank Holidays and Christmas and New Year periods.

The standard charge tariff is made up of two elements; and initial fee (or "drop") for entering the vehicle and travelling any distance up to a quarter of a mile. For each additional 203.83 yds travelled or 48 seconds (or a combination of part of such distance or time) is charged at 20p, until a fare of £8.00 is shown on the taxi metre. A standard two-mile daytime fare would therefore be £6.00. Table 2.1 outlines the fare structure in more detail.

Table 2.1 Southend-on-Sea Hackney Carriage Fare Tariff 2012

	Price
Day Fare Rates	
First ¼ mile or the first 2 minutes (or a combination of parts of such distance or time)	£2.80
Each extra 203.83 yards or 48 seconds or combination of both up to £8.00	20p
Each extra 152.93 yards or 36 seconds or combination of both after £8.00	20p
Night Charge/Unsociable Hours	
For hirings begun between 9pm and midnight and 4am and 6am, also on Sundays, Bank Holidays and Public Holidays between 6am and midnight, also between 6am and midnight on1 January and 4am until 6am on 2 January.	£1.00
For hirings from midnight until 4am, and from midnight until 6am Saturdays, Sundays and Bank Holiday Mondays, **except during Christmas and New Year periods**.	£2.20
Extra Charges	
For each passenger additional to hirer	40p
For any luggage carried (no charge for disabled persons wheelchairs, disability aids or any animal carried)	40p max
("Luggage" is intended as hand luggage, shopping bags, suitcases, etc. The driver reserves the right to negotiate an additional charge for larger items up to a maximum of £10)	
Soiling charge	Reasonable charge
Christmas/New Year Charge	£7.60 (no extras)
For hirings from midnight 24 December to 6am 27 December and midnight 31 December to 6am 1 January (double the day and unsociable hours rate)	Night rate applies 24hrs

Source: Southend-on-Sea Borough Council 2012

The Private Hire and Taxi Monthly magazine publish monthly league tables of the fares for 363 authorities over a two mile journey. Each journey is ranked with one being the most expensive, the July 2012 tables show Southend-on-Sea rated 78th in the table – therefore Southend-on-Sea has higher than average fares. Table 2.2 provides a comparison of where neighbouring and nearby authorities rank in terms

of fares. It shows that fares in Southend-on-Sea are somewhat in the middle in comparison to neighbouring authorities.

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

Local Authority	Rank
Chelmsford	54
Brentwood	65
Castle Point	68
Southend-on-Sea	**78**
Basildon	129
Braintree	172
Thurrock	213
Rochford	232

Source: Private Hire and Taxi Monthly, July 2012

Where local hackney carriage markets are subject to both price and entry regulation, it has commonly been the case that a premium accrues to the ownership of the vehicle licence. This premium is difficult to assess accurately as the re-sale of vehicle licences is not generally encouraged by authorities and transactions often occur in private. Notwithstanding this, officers usually have a good feel for the value of vehicle licence plates through their dealings with trade members. The premium in Southend-on-Sea is anecdotally reported to be £20,000.

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

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

2.6 Southend-on-Sea Local Transport Plan

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

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

LTP3 recognises it is not always possible to use public transport or to cycle for all journeys. It provides the examples of commuters returning on the last train from London and missing the last bus, or late night revellers in the town centre returning home. Therefore the council recognise that to cater for these circumstances, and to support the 24 hour economy, they will need to work in partnership with taxi operators. LTP3 states the council will ensure there is adequate provision of taxi ranks at key locations throughout the Borough and they want to ensure the door-to-door travel experience is of high quality whatever the time of day. LTP3 also recognises that taxis have a role to play in supporting journeys to schools and to hospitals or health centre for certain individuals.

Southend-on-Sea Council recognises the importance of taxis in addressing some of the issues relating to social exclusion. LTP3 states the licensing officers work to ensure driver training, vehicle standards and other infrastructure meet the needs of taxis users.

LTP3 highlights that in accordance with the Disability Discrimination Act, which affects drivers of both hackney carriage vehicles and private hire vehicles, all drivers and proprietors of wheelchair accessible vehicles attend relevant disability awareness courses. A Government NVQ training course is also offered to all licensed Taxi and Private Hire drivers free of charge. LTP3 also states the Councils' policy of issuing new licences to only wheelchair accessible taxis will continue. This is designed to improve the accessibility of disabled persons to all licensed vehicles. However the document confirms that due to current financial constraints and following a survey into the provision of taxis within the Borough in 2009 the policy of issuing new taxi licences is on hold until April 2013.

3 Benchmarking

3.1 Introduction

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

The Statistically nearest neighbours are authorities which are of similar socio-economic standing to Southend-on-Sea and can be used for comparison purposes. They include;

Adur	Weymouth & Portland
Bournemouth	Canterbury
Dover	Blackpool
Torbay	Worthing
Hastings	Scarborough
Shepway	Wirral
Thanet	Sefton
Lancaster	

Southend-on-Sea has been benchmarked against these authorities on the following characteristics;

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

3.2 Fleet Composition

Figure 3.1 documents the fleet size for a number of licensing authorities in the UK. Of the benchmarked authorities, Wirral has the largest fleet of hackney carriage vehicles (282 vehicles) and Sefton has the largest fleet of private hire vehicles (2,679 vehicles). Sefton has the largest overall fleet at 2,950 vehicles. Hastings has the smallest hackney carriage fleet whilst Adur has the smallest total fleet at 167 vehicles.

Southend-on-Sea has the third largest hackney carriage fleet and the seventh smallest private hire fleet, placing its provision near the middle of the comparable authorities in terms of its overall fleet size.

Figure 3.2 demonstrates that Shepway has the lowest number of people per hackney carriage, thereby indicating that it has the best provision of the authorities shown. Hastings has the highest number of people per hackney carriage, and therefore the worst provision. Southend-on-Sea has the third best provision.

However if per capita provision is looked at in terms of the whole 'taxi' fleet as in Figure 3.3, it appears that Southend-on-Sea has the fifth highest number of people per capita provision, suggesting a lower provision that the majority of the other authorities considered. The figure shows Sefton has the best provision per capita and Dover has the worst provision.

Figure 3.1 Fleet Composition

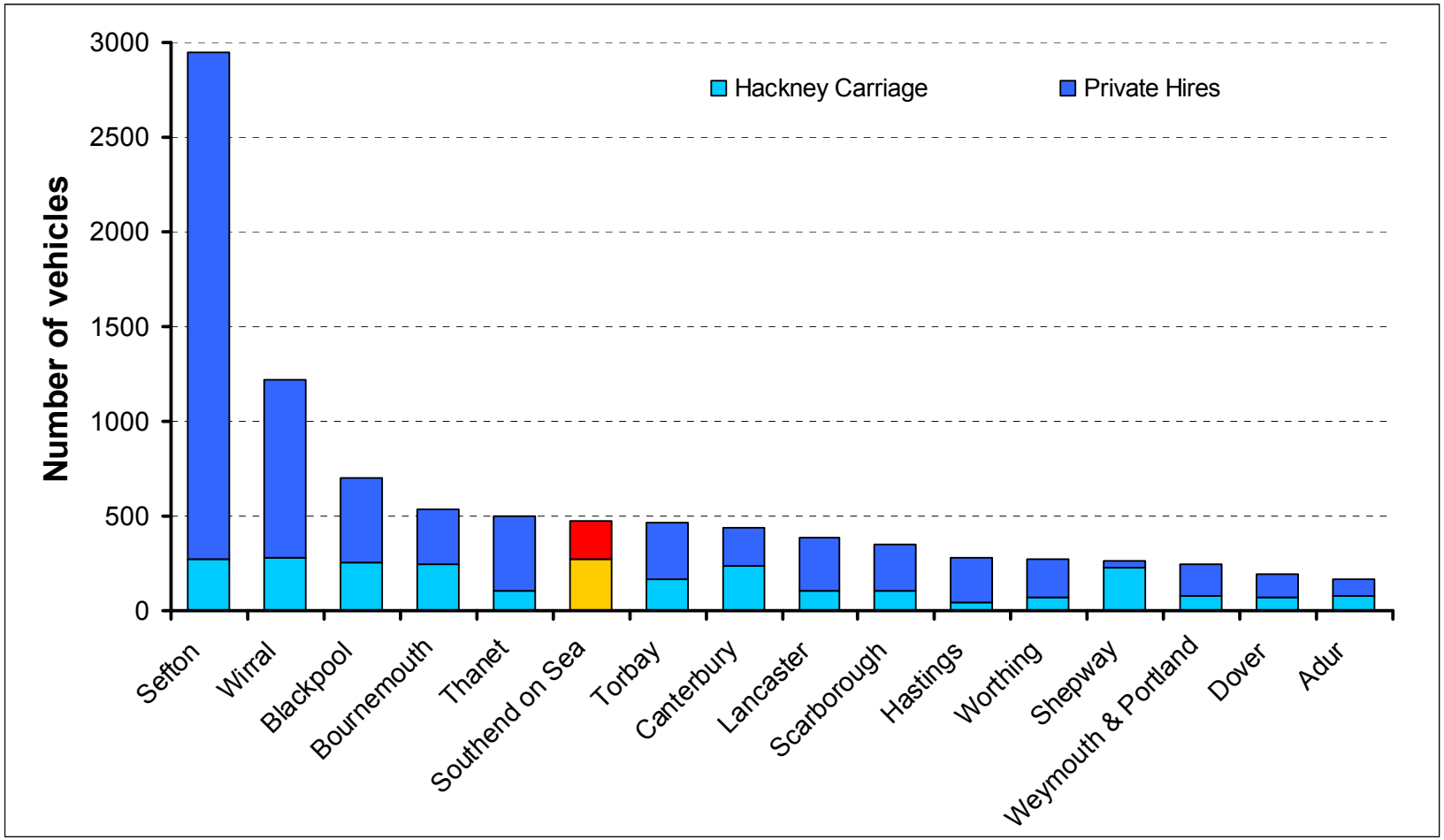


Figure 3.2 Population per hackney across the different licensing authorities

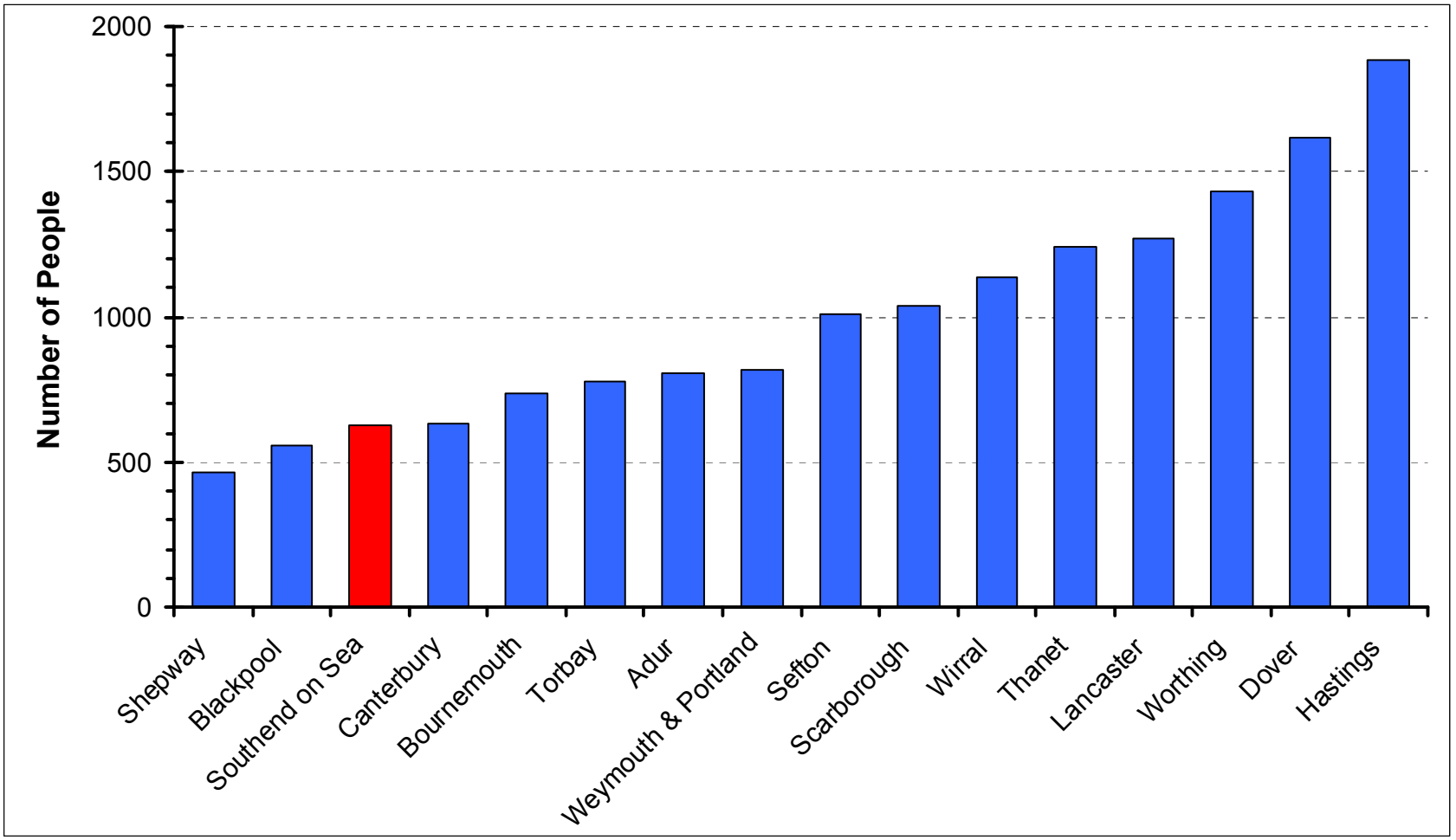
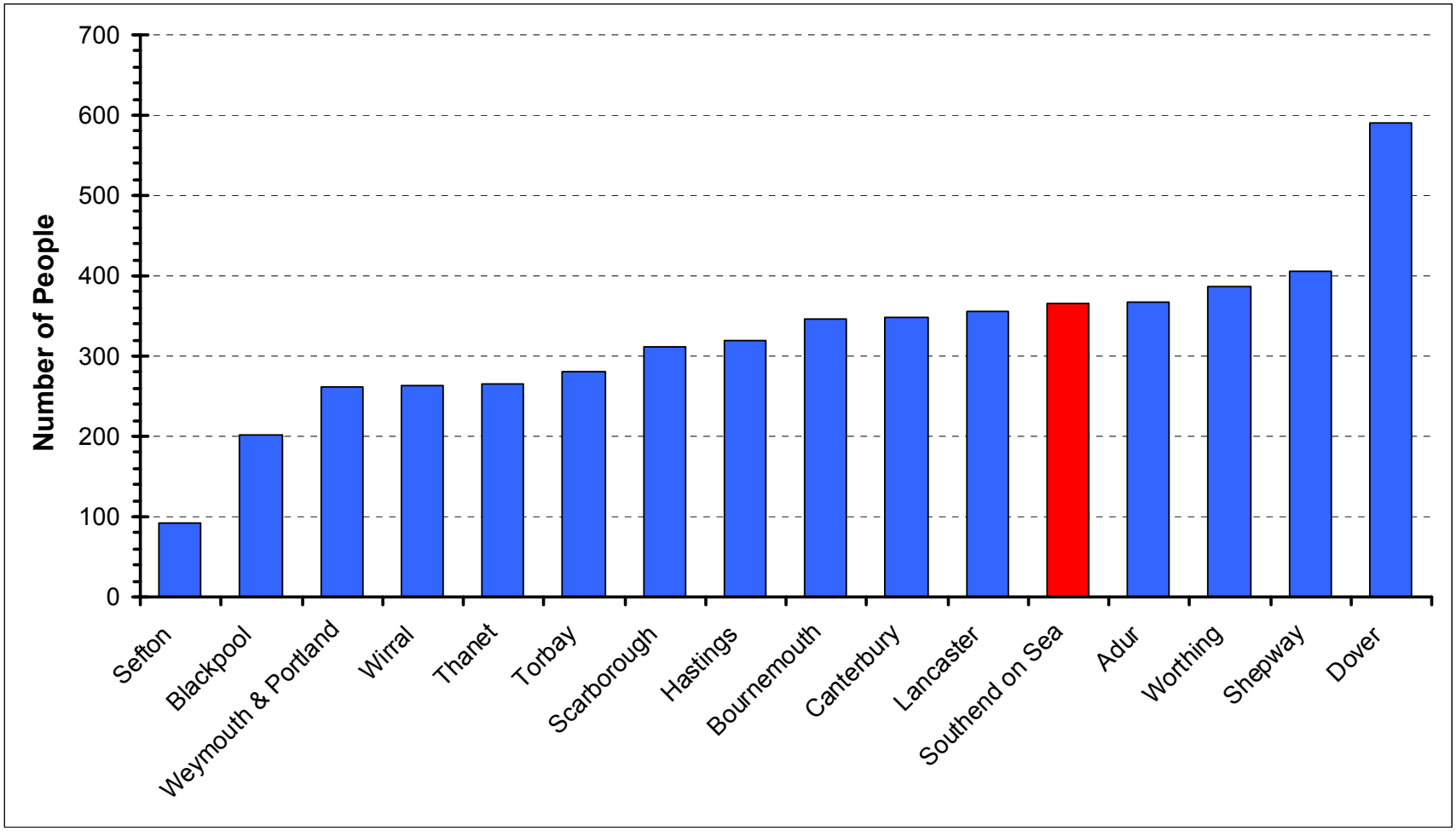


Figure 3.3 Fleet provision per capita



3.3 Entry Control

Table 3.1 documents the entry control policies for the fifteen authorities. Adur, Canterbury, Shepway, Thanet and Worthing do not impose a numerical limit on the number of hackney carriages. The ten other authorities restrict numbers.

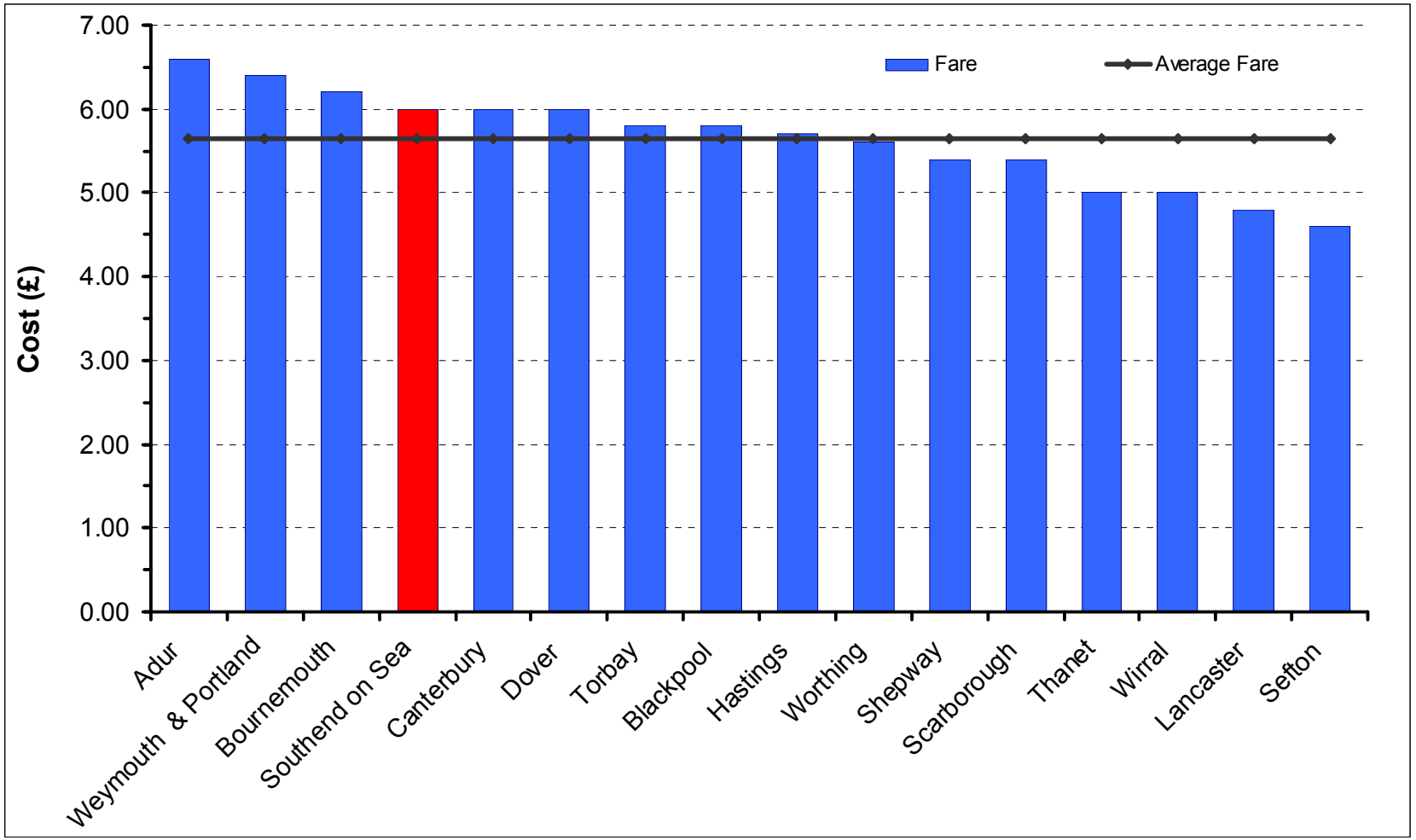
Table 3.1 Entry Control Policy for the Authorities

Authority	Control Policy
Adur	Derestricted
Blackpool	Restricted
Bournemouth	Restricted
Canterbury	Derestricted
Dover	Restricted
Hastings	Restricted
Lancaster	Restricted
Scarborough	Restricted
Sefton	Restricted
Shepway	Derestricted
Thanet	Derestricted
Torbay	Restricted
Weymouth & Portland	Restricted
Wirral	Restricted
Worthing	Derestricted

3.4 Fares

Figure 3.4 details the average fare for a two mile journey across the benchmarked authorities. The average cost of a two mile journey is £5.64, thereby highlighting that fares in Southend-on-Sea are slightly more expensive than the average at £6.00 for an average two mile journey. Of the authorities included in this benchmarking exercise, fares are most expensive in Adur at £6.60 and lowest in Sefton at £4.60.

Figure 3.4 Cost of a two mile journey



4 Definition, Measurement and Removal of Significant Unmet Demand

4.1 Introduction

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

4.2 Overview

Significant Unmet Demand (SUD) has two components:

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

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

4.3 Defining Significant Unmet Demand

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

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

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

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

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

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

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

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

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

4.4 Measuring Patent Significant Unmet Demand

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

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

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

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

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

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

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

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

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

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

Where:

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

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

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

SSP = Steady State Performance. The corollary of providing dispensation during the peaks in demand is that it is necessary to focus on

performance during "normal" hours. This is measured by the proportion of hours during weekday daytimes when the market exhibits excess demand conditions (i.e. passenger queues form at ranks).

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

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

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

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

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

To provide advice on the increase in licences required to eliminate significant unmet demand, Halcrow has developed a predictive model. SUDSIM is a product of 20

years experience of analysing hackney carriage demand. It is a mathematical model, which predicts the number of additional licences required to eliminate significant unmet demand as a function of key market characteristics.

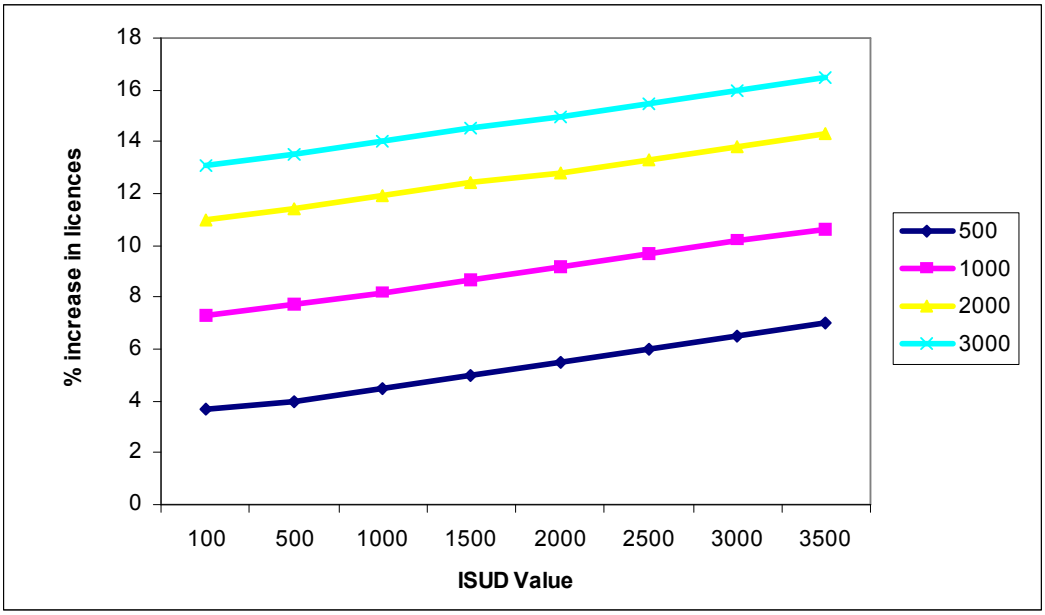
SUDSIM represents a synthesis of a queue simulation work that was previously used (1989 to 2002) to predict the alleviation of significant unmet demand and the ISUD factor described above (hence the term SUDSIM). The benefit of this approach is that it provides a direct relationship between the scale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

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

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

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

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



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

New Licences = SUDSIM x Latent Demand Factor

Where:

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

4.6 Note on Scope of Assessing Significant Unmet Demand

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

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

5 Evidence of Patent Unmet Demand – Rank Observation Results

5.1 Introduction

This section of the report highlights the results of the rank observation survey. The rank observation programme covered a period of 209 hours during May and June 2012. Some 6,994 passengers and 9,120 cab departures were recorded. A summary of the rank observation programme is provided in Appendix 2.

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

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

5.2 The Balance of Supply and Demand

The results of the analysis are presented in Table 5.1 below. The predominant market state is one of equilibrium. Excess supply (queues of cabs) was experienced during 12% of the hours observed while excess demand (queues of passengers) was experienced 4% of the hours observed. Conditions are favourable to customers at all times of day with the most favourable time being weekday days and nights. The balance of supply and demand seems to be at approximately the same levels as observed in 2009.

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

Period		Excess Demand (Maximum Passenger Queue ≥3)	Equilibrium	Excess Supply (Minimum Cab Queue ≥3)
Weekday	Day	2	71	27
	Night	0	88	12
Weekend	Day	5	89	7
	Night	10	88	3
Sunday	Day	7	93	0
Total		**4**	**84**	**12**
Total 2009		*6*	*83*	*11*
Total 2001		*13*	*79*	*8*

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

5.3 Average Delays and Total Demand

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

The survey suggests some 6,994 passenger departures occur per week from ranks in Southend-on-Sea involving some 9,120 cab departures.

The results indicate that the taxi trade is somewhat concentrated at the London Road rank accounting for 29.3% of the total. On average cabs wait 14.57 minutes for a passenger and the longest waiting time was at London Road where taxis waited on average 19.98 minutes for a customer.

On average passengers wait 0.41 minutes for a cab. The longest passenger delay was observed at Southchurch Avenue, where passengers waited on average 2.90 minutes.

In comparison to 2009 it is clear that the total numbers of passenger and cab departures have fallen. There has been a 29.6% reduction in the number of passenger departures and a 20.2% reduction in cab departures. Conditions have improved for passengers with average waiting times reducing by 0.35 minutes. However the time cabs wait for a passenger on average has increased by over 3 minutes.

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

Rank	Passenger Departures	Cab Departures	Average Passenger Delay in minutes	Average Cab Delay in minutes
Southend University Hospital	912	927	0.33	8.12
London Road, Southend	2,048	1,805	0.00	19.98
Tylers Avenue	270	331	0.07	4.73
Victoria Station	894	1,334	0.11	18.15
Southchurch Avenue	181	533	2.90	10.59
Chichester Road	115	212	1.72	7.63
Heygate Avenue	977	1,381	0.37	15.84
Hamlet Court Road	377	1,466	0.00	14.18
London Road, Leigh	792	360	1.74	0.67
Leigh Interchange	430	771	0.02	17.34
Total 2012	**6,994**	**9,120**	**0.41**	**14.57**
Total 2009	*9,941*	*11,432*	*0.76*	*11.18*
Total 2001	*9,550*	*10,180*	*1.92*	*8.08*

5.4 The Delay / Demand Profile

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

The profile of demand shows a small peak in demand late at night at 02:00. The level of peaking late at night relative to the daytime is not high therefore we conclude that this is *not* a 'highly peaked' demand profile. This has implications for the interpretation of the results (see Chapter 9 below).

Figure 5.2 provides an illustration of passenger delay by the time of day for the weekday and weekend periods. It shows that there is passenger delay on a weekday at 17:00 where delay peaks to 0.53 minutes. On a weekend, delay peaks to 2.24 minutes at 17:00 and over 1 minute between 23:00 – 01:00.

Figure 5.1 Passenger Demand by Time of Day in 2012 (Monday to Saturday)

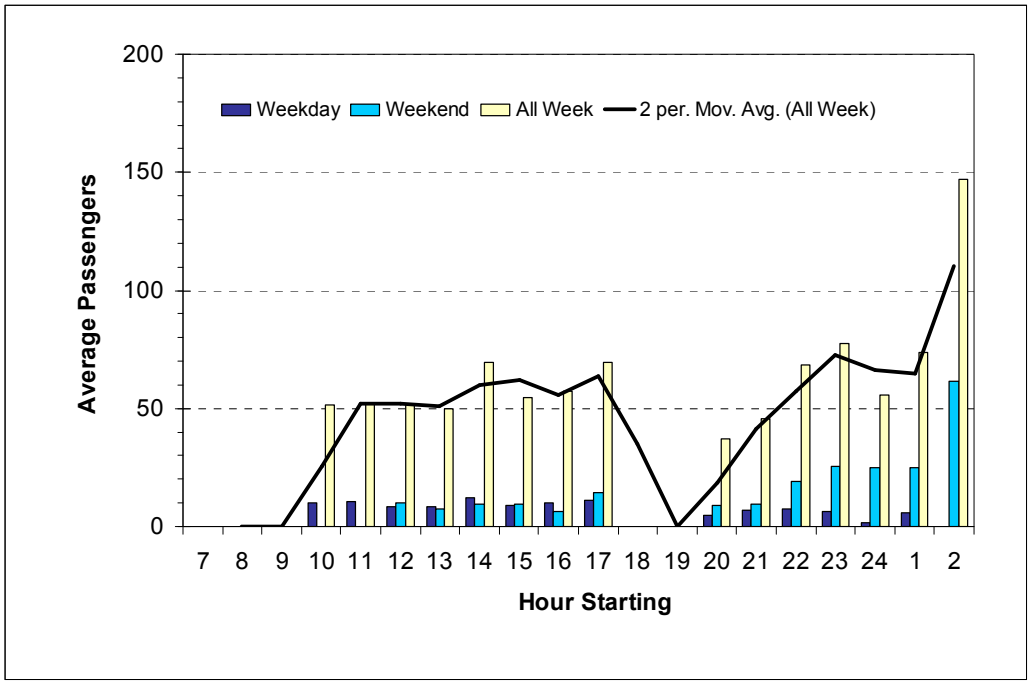
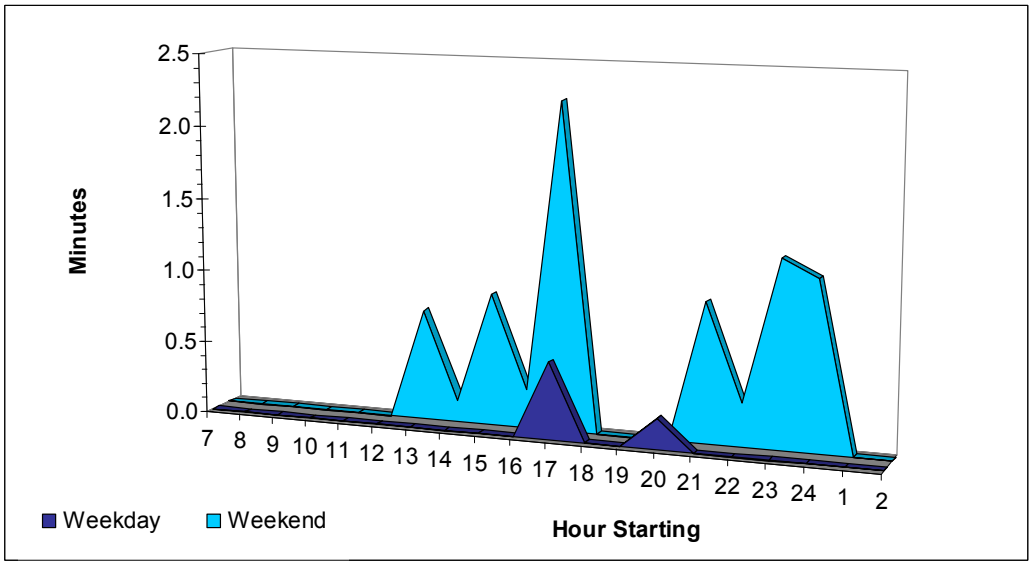


Figure 5.2 Passenger Delay by Time of Day in 2012 (Monday to Saturday)



5.5 The General Incidence of Passenger Delay

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

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

Year	Delay > 0	Delay > 1 minute	Delay > 5 minutes
2012	**5.26**	**3.68**	**0.37**
2009	*12.15*	*7.51*	*1.66*

In 2012 the proportion likely to experience more than a minute of delay is 3.68%. It is this proportion that is used within the ISUD as the 'Generality of Passenger Delay'. The proportion experiencing over 1 minute of delay has reduced by almost 4% since 2009.

5.6 Comparing the results for Southend-on-Sea with those of other unmet demand studies

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

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

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

- population per hackney carriage is much lower than the average overall value i.e. provision is higher;
- the proportion of passengers, who travel in hours where some delay occurs, is just 5%, which is much lower than the average (21%) for the districts analysed;
- overall average passenger delay at 0.41 minutes is lower than the average value;
- overall average cab delay at 14.57 minutes is around the average for the districts shown; and

- the proportion of weekday daytime hours with excess demand conditions are observed 4% of the time which is below the average of 6%.

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

District and Year of Survey	Population per Hackney	Proportion Waiting at Ranks	*Proportion Waiting >= 1 Min*	Proportion Waiting >= 5 Mins	*Average Passenger Delay*	Average Cab Delay	*% Excess Demand*	Demand Peaked, Yes=0.5 No=1	ISUD Indicator Value
Southend-on-Sea 12	**629**	**5**	***3.68***	**0.37**	***0.41***	**14.57**	***4***	**1**	**3**
Chorley 12	2,978	6	*0.00*	0.00	*0.02*	15.90	*0*	1	0
Torridge 12	1,306	3	*0.00*	0.00	*0.11*	16.76	*0*	1	0
Braintree 12	1,714	3	*0.63*	0.05	*0.09*	22.57	*0*	1	0
Torbay 11	777	3	1.42	0.10	0.16	21.45	0	0.5	0
Wirral 11 *	1,080	4	0.41	0.16	0.12	20.19	0	0.5	0
Carrick 11	1,145	9	*5.55*	0.00	*0.39*	9.92	*4*	0.5	5
Penwith 11	1,261	14	*6.66*	2.29	*0.96*	7.98	*12*	0.5	41
Restormel 11	1,408	4	*3.41*	0.00	*0.26*	13.54	*0*	0.5	0
York 11	1,118	14	*5.96*	0.77	*0.93*	8.25	*9*	*1*	59
Crawley 11	924	6	*6.28*	0.64	*0.18*	21.88	*5*	1	6
Liverpool 11	308	5	*2.13*	0.37	*0.14*	20.64	*1*	*1*	0
West Berkshire 10 *	741	5	*3.84*	0.92	*0.37*	22.78	*3*	0.5	4
Sefton 10	1,015	7	*4.25*	0.55	*0.38*	19.15	*4*	*0.5*	2
Pendle 10	1,257	1	*0.03*	0.03	*0.03*	33.10	*0*	0.5	0
Oxford 09	1,266	10	*3.08*	0.07	*0.24*	10.43	*5*	1	4
Brighton & Hove 09	474	11	*5.67*	1.19	*0.72*	8.91	*7*	0.5	16
Leicester 09	880	10	*9.53*	2.58	*1.52*	19.02	*0*	1	0
Blackpool 09	556	4	*1.00*	0.00	*0.05*	18.96	*2*	0.5	1
Hull 09	1,465	12	*8.54*	0.99	*1.72*	9.34	*2*	0.5	18
Rochdale 09	1,937	3	*1.18*	0.00	*0.14*	12.92	*5*	1	1
North Tyneside 08	971	16	*1.18*	0.03	*0.38*	10.72	*8*	0.5	2
Rotherham 08	5,192	0	*0.09*	0.00	*0.01*	27.29	*0*	1	0
Preston 08	677	12	*5.28*	0.00	*0.61*	11.13	*7*	1.0	21
Scarborough 08	1,111	12	*5.00*	1.06	*0.49*	7.74	*7*	0.5	0
York 08	1,146	31	*11.50*	6.74	*3.21*	5.42	*31*	0.5	645
Barrow 08	474	14	*12.52*	0.00	*0.50*	6.85	*0*	0.5	0
Stirling 08	1,265	25	*18.00*	0.30	*0.70*	10.94	*2*	0.5	38
Torridge 08	1,202	7	*0.94*	0.00	*0.12*	14.99	*0*	1	0
Richmondshire 08	723	5	*1.00*	0.07	*0.22*	34.32	*1*	0.5	0.4
Exeter 07/08	1,883	7	*4.00*	0.60	*0.33*	15.27	*6*	1	9
Manchester 07	394	21	*6.00*	2.28	*1.59*	10.24	*14*	1	174
Bradford 07	1,630	18	*2.00*	0.03	*0.23*	17.64	*5*	1	2
Barnsley 07	3,254	5	*8.00*	0.22	*1.32*	11.93	*5*	1	58
Blackpool 06	556	31	*10.00*	0.34	*0.42*	10.34	*5*	0.5	11
Broadstairs 06	1,000	13	*13.00*	10.00	*3.25*	23.97	*4*	1	177
Margate 06	1,622	4	*1.00*	0.00	*0.05*	33.14	*0*	1	0
Ramsgate 06	1,026	2	*2.00*	2.00	*0.49*	19.57	*13*	1	13
Plymouth 06	669	7	*3.00*	1.00	*0.52*	11.58	*1*	1	2
Brighton 06	508	52	*23.00*	6.00	*0.73*	7.64	*6*	0.5	50
Thurrock 06	1,590	32	*13.00*	1.00	*0.22*	15.27	*0*	1	0
Trafford 06	2,039	55	*38.00*	6.00	*1.09*	13.15	*5*	1	249

KEY * Derestricted Authorities

District and Year of Survey	Population per Hackney	Proportion Waiting at Ranks	*Proportion Waiting >= 1 Min*	Proportion Waiting >= 5 Mins	*Average Passenger Delay*	Average Cab Delay	*% Excess Demand*	Demand Peaked, Yes=0.5 No=1	ISUD Indicator Value
Leicester05	880	21	*11.00*	1.00	*0.35*	19.36	*3*	1	12
Bournemouth 05	656	20	*11.00*	2.00	*0.37*	12.25	*1*	0.5	2
Bradford 03	2,171	19	*6.00*	0.77	*0.25*	14.89	*6*	1.0	9
Oldham 03	2,558	30	*12.00*	0.79	*0.48*	14.80	*7*	1.0	40
Thurrock 03	1,607	43	*14.00*	1.01	*0.50*	12.50	*2*	1.0	14
Blackpool 03	556	21	*4.00*	0.30	*0.13*	12.40	*6*	1.0	3
Wolverhampton 03	3,113	50	*31.00*	7.39	*1.49*	11.18	*14*	1.0	647
Carrick 02	1,335	28	*18.00*	7.00	*0.61*	10.53	*9*	1.0	99
Bournemouth 02	702	25	*15.00*	2.00	*0.67*	9.97	*1*	0.5	5
Brighton 02	540	60	*35.00*	12.00	*1.11*	8.31	*5*	0.5	97
Exeter 02	2,353	47	*18.00*	3.00	*0.71*	10.12	*20*	1.0	256
Wigan 02	2,279	28	*10.00*	0.00	*1.17*	11.98	*6*	1.0	70
Cardiff 01	656	51	*29.00*	6.00	*0.83*	8.77	*14*	0.5	168
Edinburgh 01	373	47	*29.00*	9.00	*1.27*	8.77	*13*	1.0	479
Torridge 01	1,298	25	*21.00*	0.00	*0.51*	9.32	*8*	0.5	43
Worcester 01*	941	40	*4.00*	1.00	*0.46*	12.30	*8*	0.5	7
Ellesmere Port 01	2,527	80	*48.00*	17.00	*2.49*	4.23	*49*	0.5	2,928
Southend 00	895	46	*29.00*	8.00	*1.92*	8.08	*4*	1.0	223
South Ribble 00 *	485	12	*0.25*	0.25	*0.07*	11.27	*0*	1.0	0
Leeds 00	1,693	83	*61.00*	33.00	*5.03*	7.92	*36*	1.0	11,046
Sefton 00	1,069	18	*8.00*	0.60	*0.28*	12.95	*6*	1.0	13
Leicester 00 *	956	10	*7.00*	3.00	*1.17*	20.19	*1*	1.0	8
Castle Point 00	2,286	28	*11.66*	3.02	*0.74*	8.60	*2*	0.5	9
AVERAGE	**1,309**	**21**	**10.53**	**2.57**	**0.74**	**14.28**	**6**		

KEY * Derestricted Authorities

6 Evidence of Suppressed Demand - Public Attitude Pedestrian Survey Results

6.1 Introduction

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

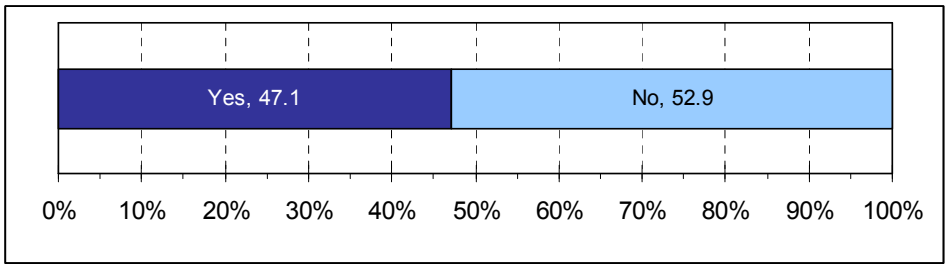
Some 456 public attitude surveys were carried out across June & July 2012 both on the street and via telephone. The surveys were conducted during the day across a range of locations within Southend-on-Sea. It should be noted that in the tables and figures that follow the totals do not always add up to the same amount. This is due to one of two reasons. First, not all respondents were required to answer all questions; and second, some respondents failed to answer some questions that were asked.

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

6.2 General Information

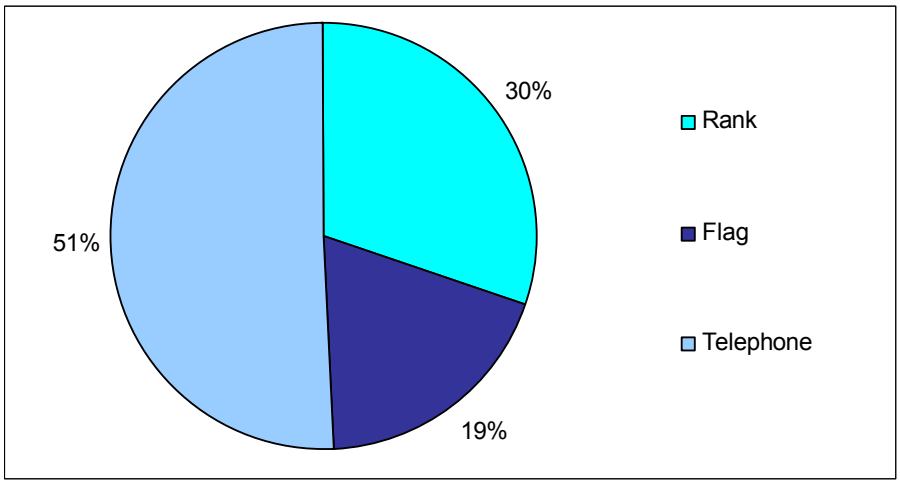
Respondents were each asked if they had made a journey by taxi in Southend-on-Sea within the last three months. The survey found that 47.1% had used a taxi within this period. The results are displayed in Figure 6.1.

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



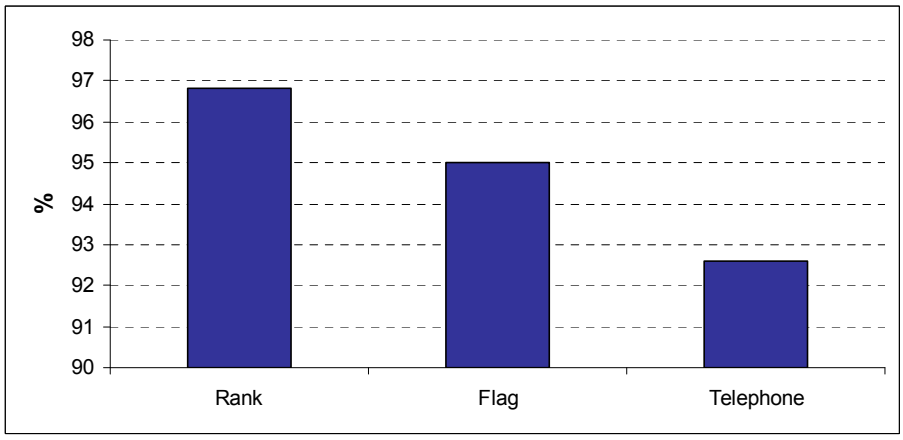
Trip makers were asked how they obtained their hackney carriage or private hire vehicle. Some 30.2% of trip makers stated that they hired a taxi at a rank. Some 50.9% of hirings were achieved by telephone with 18.9% of trip makers obtaining a taxi by on-street flagdown. Figure 6.2 reveals the patterns of hire.

Figure 6.2 Method of hire for last trip



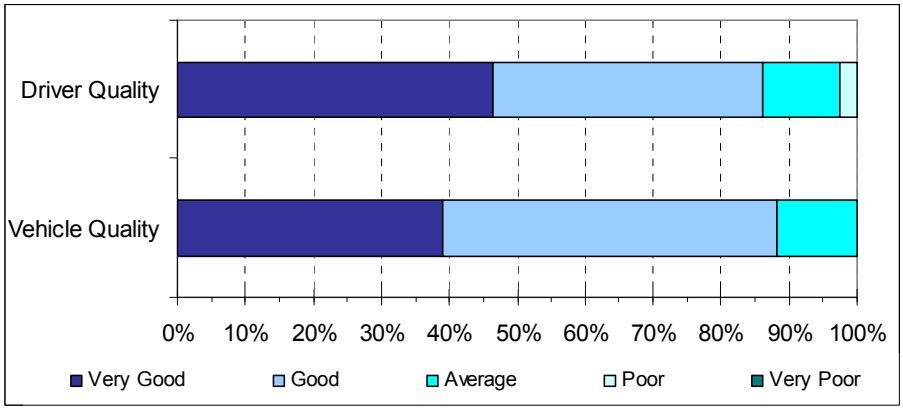
Respondents were asked if they were satisfied with the time taken and the promptness of the vehicles arrival. The majority of people were satisfied with the time taken to obtain their vehicle (93%). Figure 6.3 shows that for each method of obtaining a vehicle, the majority were satisfied with the length of time they had to wait. Satisfaction with rank hirings was highest at 96.8%.

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



Respondents were asked to rate a number of elements from their last taxi journey on a scale from very poor to very good. The results in Figure 6.4 show that the respondents generally consider vehicle quality and driver quality to be good or very good.

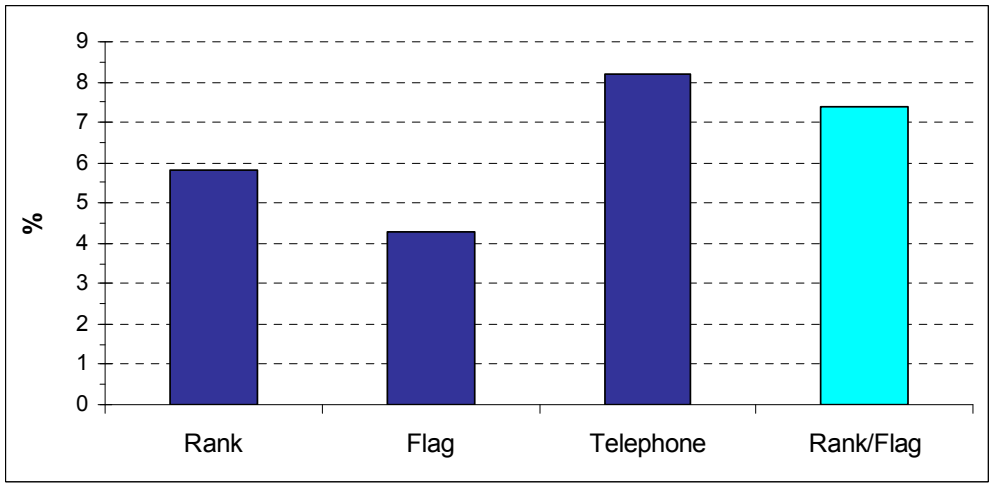
Figure 6.4 Service rating



6.3 Attempted method of hire

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

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



As indicated in Figure 6.5, some 7.4% had given up waiting for a taxi by rank and/or flagdown in the last three months. This has implications for the interpretation of the results (see Chapter 9 below). Respondents who had given up trying to obtain a taxi in the last three months were asked the location where they had given up waiting for a taxi. The most common area was Southend-on-Sea town centre during the late evening.

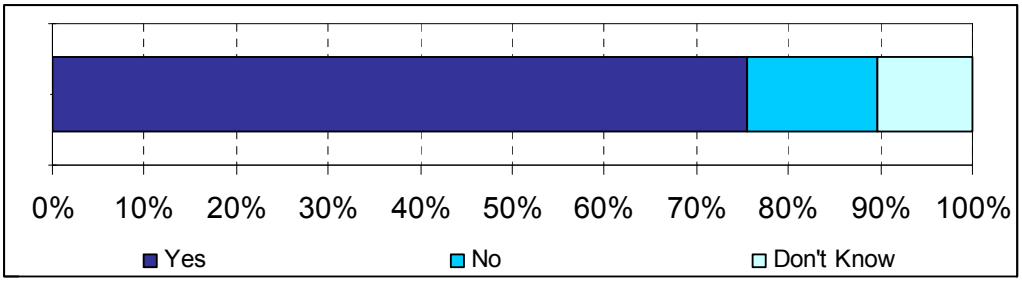
6.4 Safety

Respondents were asked whether they felt safe when using hackney carriage and private hire services in Southend-on-Sea. The majority of respondents felt safe using them during the day (91.2%) and at night (82.7%) in Southend-on-Sea. Those respondents who commented that they did not feel safe all or some of the time were asked what would make them feel safer. The most common responses included;

- female drivers
- more security in place

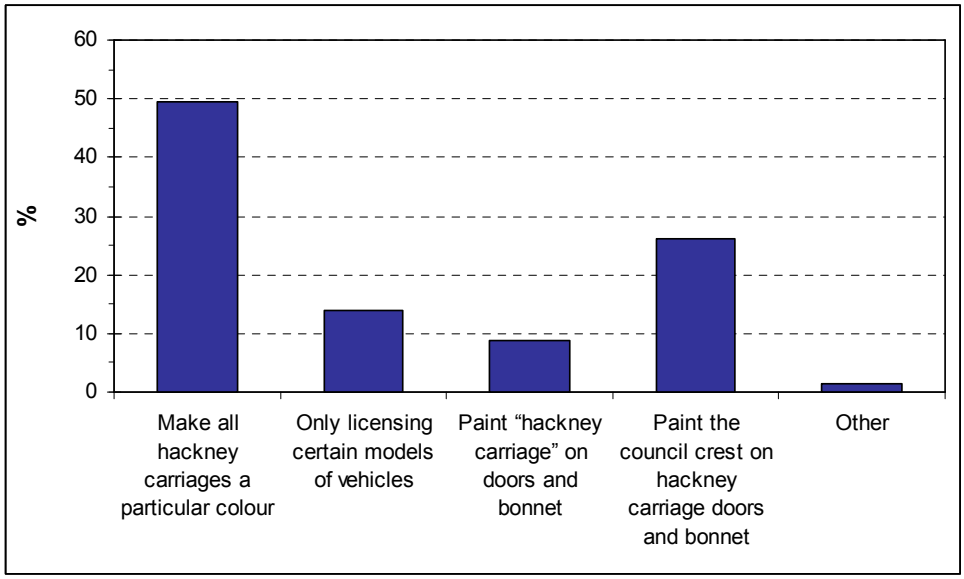
Respondents were made aware of the fact Southend-on-Sea Borough Council are considering introducing a policy of fitting hackney carriages with CCTV to record digital images which can be accessed in the event of a complaint. They were asked whether they agree with this policy. The results displayed in Figure 6.6 show that 75.5% of respondents agree with the policy. Respondents were then asked if they felt it is important that the images from any in vehicle CCTV should be encrypted so that only designated individuals would be able to access the images in the event of a complaint. Some 75.3% of respondents believed it was important data was encrypted and could only be accessed by designated individuals.

Figure 6.6 Do you agree with a new safety policy to introduce in car CCTV?



Respondents were told that Southend-on-Sea Council is considering how to make sure hackney carriages are easily recognisable to ensure public safety. They were asked how best they felt this could be achieved. Nearly half of respondents (49.5%) felt that making all hackney carriages the same colour would be the best way to achieve this. Figure 6.7 shows the results.

Figure 6.7 How can Hackneys be made easily recognisable?

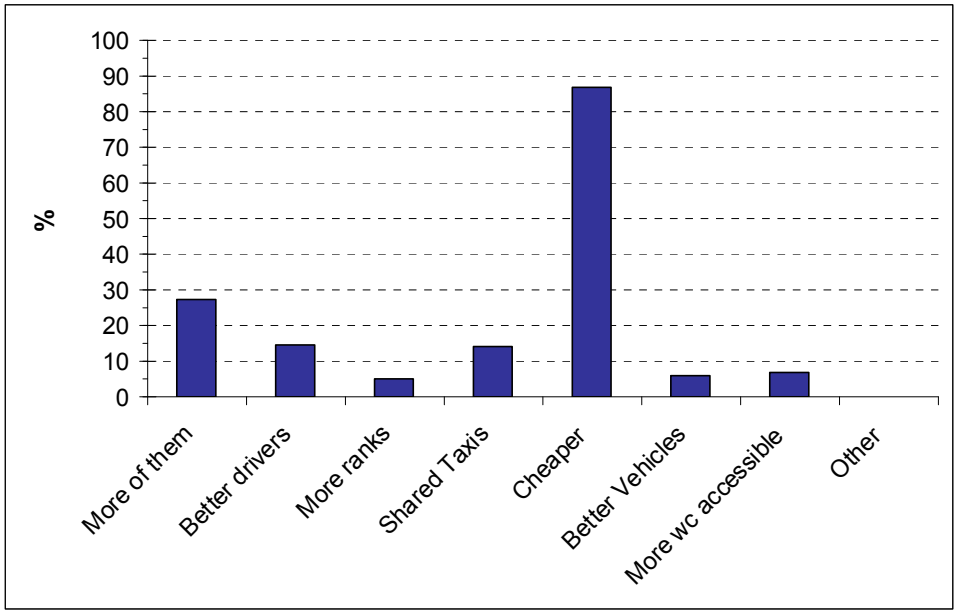


6.5 Service provision

Participants were asked whether they thought there were sufficient hackney carriages in Southend-on-Sea. Some 68.5% commented that there are sufficient, 14.1% felt more were required and 17.4% were unsure.

The survey then asked respondents whether taxi services in Southend-on-Sea could be improved. Some 61% felt that they could be improved and were consequently asked how they could be improved. The results are displayed in Figure 6.8. The majority of respondents felt services could be improved by making them cheaper.

Figure 6.8 How could taxi services in Southend-on-Sea be improved? (multiple responses)



6.6 Ranks

Respondents were asked if there were any locations in Southend-on-Sea where new ranks were needed. Almost three quarters of respondents (74.4%) commented that no new ranks are needed, whilst 8.8% considered there were areas where new ranks would be beneficial. Those who wanted new ranks were asked to provide locations where they were required. The most common locations included;

- Seafront
- Westcliff
- Leigh Broadway
- Southchurch
- Southend Airport

7 Consultation

7.1 Introduction

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

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

7.2 Direct Consultation

A number of organisations were given the opportunity to attend a meeting in July 2012 to discuss a series of issues regarding the taxi market in Southend. Separate meetings were held with the following;

- Hackney and Private Hire Trade Representatives;
- Safety Representatives; and
- Highways and Transport Representatives.

The comments from those attending the meetings are included below. It should be noted that representatives from disability groups were also invited to attend a focus group however they were unable to attend or provide any comments.

Hackney and Private Hire Trade Representatives

Representatives felt there was adequate coverage of hackney carriages across all areas and at all times of the day and night. They felt the day time trade was relatively stable but the night time trade has reduced significantly since 2009 particularly rank work.

It was felt that there is no demand for licences and the limit should be retained. The representatives felt that since no Southend firms operate council contracts anymore, there were more vehicles on the ranks. Operators have no complaints about lack of service or delays in responding to bookings. A private hire operator reported that the circuit job count had reduced 10% over the last 3 years and there had been a 13% increase in the number of hours worked.

The representatives felt the quality of vehicles was good with a modern and diverse fleet to cater to all needs. It was felt public recognition of hackney carriages and

private hires was not a problem and they were happy with the majority of current livery requirements, although it was noted that full advertising wraps on London style vehicles should be permitted. It was felt that the vehicle conditions should be updated now to reflect new technologies and lower emission vehicles.

It was reported there had been an 80 – 90% take up of the NVQ training scheme. There was no consensus on if this should be mandatory with representatives all having different views. It was noted that a driver's attitude is more important than training. A key area for improvement in the training and testing regime was felt to be the knowledge test. This is currently an oral test and the representatives felt it should be computerised. It was felt it was an operators responsibility to monitor new drivers and help them develop to meet service standards.

It was felt there were no real safety issues in Southend. Some operators reported they had panic buttons in their fleet which alerted the base office and nearby drivers to any problem. In Vehicle CCTV was felt to be a good tool to protect the driver from complaints but it would not protect against assault; as if people are under the influence of drink or drugs they will not be deterred.

It was felt that police response times were poor. It was noted that the trade had a good relationship with some officers. They were disappointed that the club watch scheme had been suspended due to budget cuts. They would like to see a 24 hour contact point with the police and to work with them in the future.

The trade felt that communication with the licensing team was good but they wanted to improve communications with other council departments, for example highways so they are informed about roadworks and road closures just as bus companies are.

The trade felt they had good dialogue with the Council about rank issues and have recently completed a review and a new rank is to be provided on the High Street. It was felt that due to funding cuts there were not always appropriately skilled personnel in the office and if the key members of staff are out of the office, the other officers can struggle to address urgent issues. They believe the new system is not working as it should and that service levels are falling though it is not the fault of the officers on the ground.

Safety

A representative from Essex Police representing Southend-on-Sea Central district attended a face to face meeting. In general the police have few reported incidents in Southend-on-Sea relating to taxis themselves or the public's use of them. If there are instances of antisocial behaviour or crime in the night time economy, problems tend to be around clubs and fast food outlets rather than taxi ranks. The Police would support a policy of CCTV in vehicles but feel there are not currently many issues. It was felt the vehicles are of good quality and any complaints against drivers are usually with regard to payment where the passenger is at fault. The police would like to work with the taxi trade and already work with a number of the larger companies on cases such as missing persons.

No problems had been reported to the police with regard to the availability of hackney carriages or private hire vehicles across different areas of Southend-on-Sea or at different times of the day. Traditionally busy periods where the trade may

previously have struggled to meet demand in the night time economy have eased over the last year. This is not thought to be due to fewer people going out, but there has been an increase in prebooking private hires.

The representative felt the current rank arrangements were working well with main ranks at either end of the High Street which are covered by CCTV. It was not felt there was a significant need to introduce further ranks.

The representative felt there was some public education needed on the differences between private hire and hackney carriage vehicles.

Highways and Transport

Representatives from Transport Policy, Planning, Strategic Planning and Traffic Management attended a focus group to discuss taxi operations across Southend-on-Sea. They felt that taxis were very much part of the wider public transport system in Southend and they needed to be available when bus and rail is not an option, for example at night.

The representatives felt demand in Southend was very seasonal and peaky. The seafront is busy in the summer at night but not at other times of year. It was felt there were no areas in Southend which were not covered by hackney carriages or a private hire operator.

They felt that Southend-on-Sea had more ranks and rank space available than in other authorities in the vicinity and believed drivers knew which ranks to go to at different times of day to meet demand. No department represented has received any comments or complaints about the availability of taxis and believe if there is no taxi at a rank passengers will just carry on to the next rank rather than waiting. Over ranking is reported to be an issue at Heygate Avenue, the Hospital, Leigh Station and Victoria Station (now the contract with Radio cars has ceased) but it was felt other ranks were underused. It was felt there may be too many ranks and it could be a better option to have fewer larger ranks. Some of the representatives would like to include taxi ranks on tourist maps and provide better signage at ranks so people know they are in the correct place if no taxis are present.

It was felt the vehicle quality was generally good and there was a good spread of vehicle types to cater for all needs. They felt any complaints are very quickly followed up by the licensing team. Installing CCTV in vehicles was considered to be a positive step and it was thought this could increase customer numbers.

It was not felt a hackney carriage livery was required but it was felt there needed to be some additional differentiation between hackneys and private hires along with some public education.

They felt cost and fare variability was the key deterrent to taxi use.

It was felt that there were opportunities for the taxi trade in the future and the licensing department could join the public transport working party to try and ensure taxis are thought of as part of the public transport system. Potential opportunities for the trade were felt to include;

- shared taxis as fuel prices increase; and

- community transport type services.

7.3 Indirect Consultation

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

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

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

The responses received are provided below.

Southend-on-Sea Age Concern

Southend Age Concern do not use taxi services due to the cost. They run their own transport scheme for their clients to help them access medical services. The service is run by volunteer drivers who only charge mileage to cover their petrol. As a result this service is much more cost effective than taxi services for their clients. The representative did not offer further comments on taxi services in Southend.

London Southend Airport Company Ltd part of the Stobart Group

A representative from London Southend Airport responded to the consultation. They confirmed that Southend Airport is located partly in the Borough of Southend-on-Sea and partly in Rochford District, with the terminal in Rochford District and the Airport is private property.

London Southend Airport Company Ltd has a contract, currently with Andrews Taxis, to provide a taxi service for passengers wishing to travel from the Airport. The contract requires that a taxi is always available for every inbound flight. The Airport are not aware of any concerns about the adequacy of hackney carriages across Southend and one of the reasons for having a contract for taxis at the Airport is so that taxis are available for all flights. The Airport's contractor does not operate wheelchair accessible vehicles, so these have to be ordered separately.

The Airport is concerned about the quality of taxis and drivers which is one of he reasons the Airport has a contract to supply vehicles and drivers of a certain standard. The contract states vehicles should not be more than four years old and should be cleaned daily, with a high standard of driver. The taxis are booked by air passengers reporting to a desk in the arrivals concourse. Details of the taxi services available at the Airport are available on the airport website and through the airport information telephone line. Other taxis from Southend, Rochford or other places are permitted to pick up passengers that have been pre-booked, or to set down passengers at the terminal forecourt.

The Airport's Surface Access Strategy, agreed by the Airport Transport Forum which includes officers from Southend-on-Sea Borough Council, notes the arrangements for taxis at the Airport. The taxi service at Southend Airport is part of an integrated transport system which includes the rail service, local buses, coaches, cycles, private cars and pedestrians. The Airport has a Surface Access Strategy and Travel Plan which includes consideration of taxi services. Taxis are an important element of the surface transport offer at Southend Airport, providing a choice for those who do not have a car, or who do not want to park their car at the Airport. While they have targets to achieve a proportion of surface access journeys by public transport, they recognise that not all trips can be made by public transport, particularly if the origin or destination is not close to a train station. For many locations in Southend-on-Sea, the distance is relatively short and the public transport routing is more complex than a road journey. Also, baggage is easier in a taxi.

8 Trade Survey

8.1 Introduction

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

8.2 Survey Administration

The Survey was conducted through a self completion questionnaire. These were sent to 1,000 licensed hackney and private hire drivers and operators in Southend-on-Sea. A total of 182 questionnaire forms were completed and returned, giving a response rate of around 18.2% a slightly higher than typical value for this type of survey. Of those respondents 78.6% were hackney carriage respondents and 21.4% were from the private hire trade. In addition, some 4.9% of hackney carriage respondents were also involved in the private hire trade.

It should be noted that not all totals sum to the total number of respondents per trade group as some respondents failed to answer all of the questions. The responses have been disaggregated on a hackney carriage and private hire trade basis.

8.3 General Operational Issues

Both trades were asked how long they have been involved in the taxi trade in Southend-On-Sea. The results indicated for the hackney carriage trade the highest proportion have been involved for over 20 years (43.0%), whilst for the private hire trade the highest proportion have been involved for under 5 years (47.4%).

The trade were asked if they subscribe to a radio circuit. Over three quarters of private hire respondents (77.8%) subscribe to a radio circuit as do over 86.3% of hackney carriage respondents.

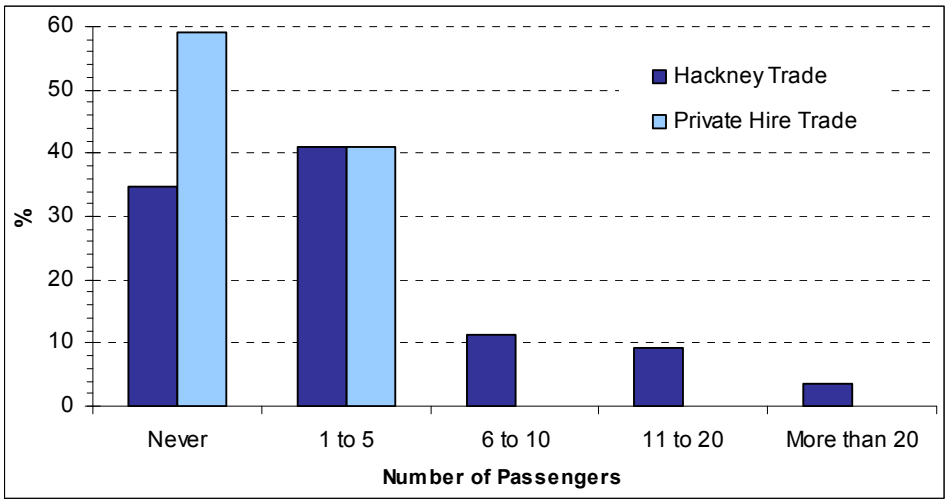
8.4 Driving

Respondents were asked what type of vehicle they drive most frequently. Some 62.9% of the hackney carriage trade and 79.5% of the private hire trade generally drive saloon vehicles. In addition, some 25.2% of the hackney carriage trade drive a purpose built cab and 9.8% drive a wheelchair accessible people carrier. The remaining private hire respondents drive a people carrier (not wheelchair accessible).

Respondents were asked the average number of hours they worked in a typical week. Hackney carriage respondents claimed they worked on average 50.3 hours per week. Private hire respondents stated they worked on average 43.6 hours a week.

Respondents were asked to state the number of times they carry wheelchair bound passengers during a typical week. Figure 8.1 shows the results. Some 59.0% of private hire respondents stated that they never carry wheelchair bound passengers in comparison to 34.8% of hackney carriage respondents.

Figure 8.1 Frequency of Transport of Wheelchair Bound Persons

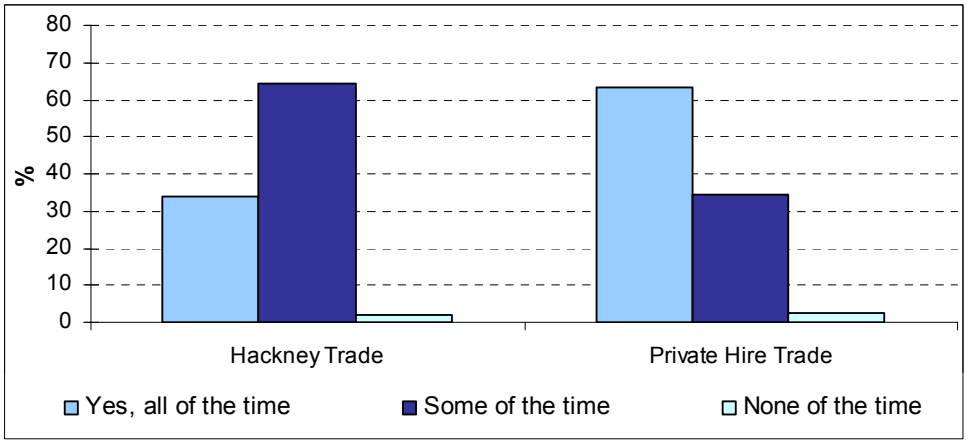


8.5 Safety and Security

The respondents were asked if they felt safe whilst working as a taxi driver in Southend-on-Sea. The results of which are shown in Figure 8.2. Some 33.8% of the hackney carriage respondents stated that they felt safe all of the time, compared to 63.2% of the private hire respondents. Some 64.1% of hackney carriage respondents felt safe some of the time compared with 34.2% of private hire respondents.

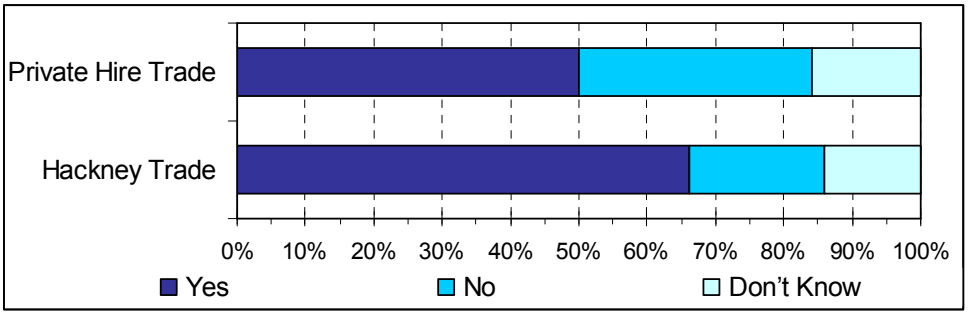
Those respondents who felt unsafe working in Southend-on-Sea were then asked when they felt unsafe. Of those that did feel unsafe working in Southend-on-Sea, 49.7% of the hackney carriage respondents and 33.3% of the private hire respondents stated that they felt unsafe whilst working at night in Southend-on-Sea. Some 35.7% of hackney carriage respondents and 28.2% of private hire respondents feel unsafe in certain areas of Southend-on-Sea. The areas that were most commonly suggested as being unsafe were the town centre, Kursaal area, nightclub areas and out of borough areas.

Figure 8.2 Do you feel safe whilst working in Southend-on-Sea?



Respondents were told that safety is of paramount importance to Southend-on-Sea council. In order to contribute to driver and passenger safety, the Council allows drivers to install CCTV within their vehicles to record digital images which are only accessed in the event of a complaint. Respondents were asked if in vehicle CCTV would make them feel safer when working and the results are shown below in Figure 8.3. Some 54.6% of hackney carriage respondents and 69.2% of private hire respondents believed in vehicle CCTV should be voluntary not compulsory.

Figure 8.3 Would in vehicle CCTV make you feel safer?



Respondents were asked if they would be willing to fund the installation and maintenance costs associated with in vehicle CCTV. Over three quarters (76.6%) of hackney carriage respondents and 81.6% of private hire respondents stated they would be unwilling to fund CCTV. Respondents were asked why they would not fund CCTV and the most common responses included;

- Cost / Too expensive
- Not necessary
- Council should fund 100% of cost
- Council should part fund
- Not my vehicle, I only rent/drive
- I already have CCTV
- Customers would object

Respondents were asked who should fund the system if it was made mandatory. The responses were varied and the majority of respondents who answered this question felt the council should fund CCTV. A significant number also felt vehicle plate owners should fund all or part of the cost.

Respondents were asked if any data from in vehicle CCTV should be encrypted and only accessible to designated individuals such as the police in the event of a complaint. The responses indicated that 62.8% of hackney carriage and 55.6% of private hire respondents believed this should be the case.

Respondents were asked how best to make hackney carriages easily recognisable to the public. There was little support from the trade for making all vehicles the same colour (8.4% of hackney respondents and 25.6% of private hire respondents) or only

licensing certain vehicle types (8.4% and 10.3%). Some 42.7% of hackney respondents and 33.3% of private hire respondents made other comments. Of which the most frequent responses were:

- Current stickers and roof lights sufficient
- Standardise roof lights/roof lights
- Use larger version of current stickers
- Make hire cares less like hackney carriages
- Chequered doors

Respondents were asked if hackney carriages should be permitted to have advertising covering the whole vehicle. The results show almost half (49.3%) of the hackney carriage respondents believed this should be permitted while the majority of private hire respondents (62.2%) believed it should not be allowed.

8.6 Ranks

Members of both trades were asked whether they believe there is sufficient rank space in Southend-on-Sea. Some 70.0% of the hackney carriage trade did not feel there was enough rank space in Southend-on-Sea, while 84.4% of the private hire trade disagreed and felt there was sufficient space.

Some 63.2% of the hackney carriage respondents stated that there are areas where there should be new rank. In contrast the majority of private hire respondents (87.9%) said that there should be no new ranks. Of those who felt there should be new ranks, the following locations were commonly suggested;

- High St (Marks & Spencer area)
- Airport
- Eastwoodbury Crescent
- Central Station
- Alexandra Street

In addition 67.7% of the hackney carriage trade and 12.1% of the private hire trade felt it was necessary to extend some ranks. The most commonly suggested areas for extending ranks were;

- Alexandra Street/Heygate Avenue
- Hospital/Prittlewell Chase
- The Ridgeway, Chalkwell Station
- Belton Way Leigh
- Leigh Station
- Lifstan Way Southchurch

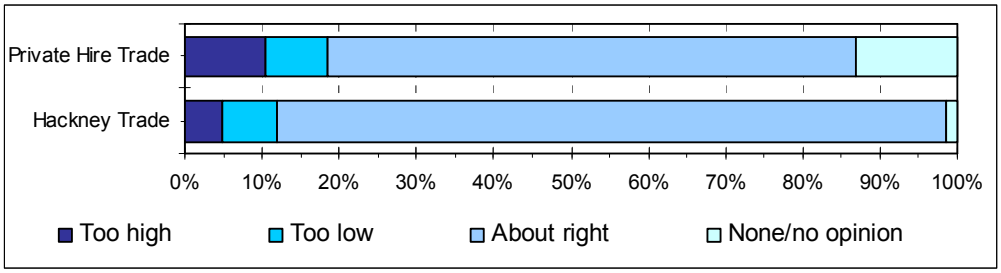
8.7 Fares

Members of both trades were asked for their opinions regarding the current level of hackney carriage fares. The results are shown in Figure 8.4 and show over three quarters of hackney carriage respondents (86.7%) considered hackney carriage fares

to be 'about right', as did 68.4% of private hire respondents. Respondents were then asked how often they thought the fare tariff should be increased. Some 63.7% of hackney and 37.8% of private hire respondents felt it should be increased annually. Those who stated 'other' felt that the fare tariff should be reviewed;

- Every three years
- In line with inflation / cost of living
- When demand can support it
- When trade feel necessary

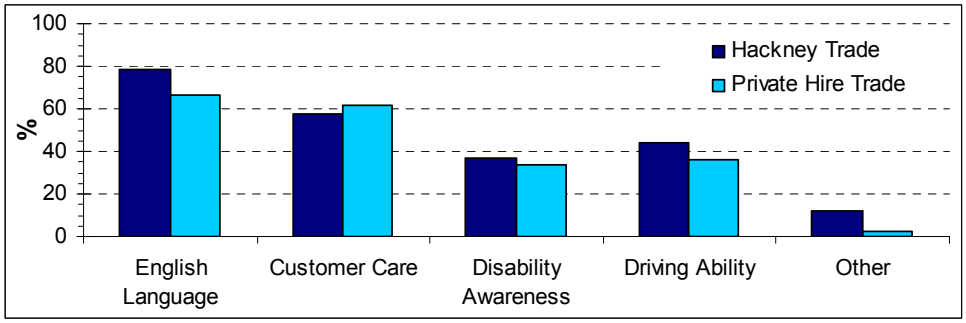
Figure 8.4 Opinions relating to hackney carriage fares



8.8 Training

Respondents were asked if they feel drivers receive sufficient training before being granted a drivers licence, the majority (62.7%) of hackney carriage respondents indicated they do not consider enough training is provided, whereas the private hire respondents disagreed with 56.4% believing there was currently sufficient. These respondents were then asked to indicate what additional training they would like to see offered to drivers. The results are displayed in Figure 8.5. The results show that for both hackney carriage and private hire respondents' English language training and customer care training were the two most important additional training requirements. Of those who stated other training was required, comments included; first aid, topography/roads and area knowledge.

Figure 8.5 Additional training required for drivers (multiple responses)

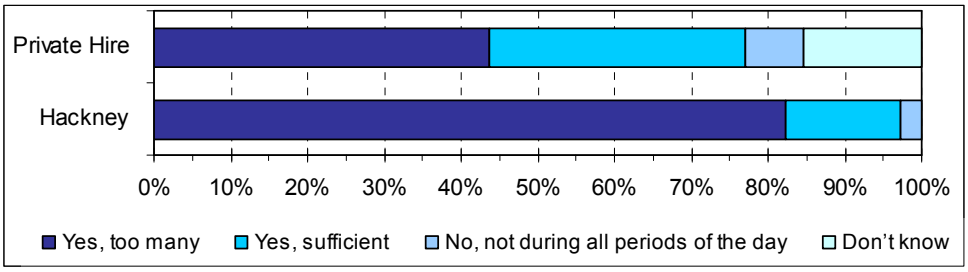


Respondents were asked who the training should be offered to and if it should be voluntary or compulsory. The trade were split with 50% of private hire and 57% of hackney respondents believing only new drivers should be offered training, while 50% of private hire and 42% of hackney respondents felt all new and existing drivers should be offered training. The majority of both trades (hackney 75.6% and private hire 70.6%) believed the training should be compulsory.

8.9 Taxi market in Southend-on-Sea

Members of both trades were asked whether they consider there to be sufficient hackney carriages to meet the current level of demand in Southend-on-Sea. The results are shown in Figure 8.6 and indicate the majority of the hackney trade (82.4%) believe there are sufficient or too many vehicles. The views of the private hire trade were more mixed.

Figure 8.6 Do you consider there to be sufficient hackney carriages to meet demand?



All respondents were asked to state how many hackney carriages there should be in the Southend-on-Sea fleet. Some 57.1% of hackney carriage and 50% of private hire respondents felt the ideal fleet size would be lower than the current number of 276.

Respondents were then asked to state whether they think Southend on Sea Borough Council should remove the numerical limit on the number of hackney carriage vehicles. The results indicate that the majority of respondents from the hackney carriage trade (87.4%) felt that the numerical limit should not be removed in Southend-on-Sea along with 61.5% of private hire respondents. Some 23.1% of private hire and 6.3% of hackney respondents wanted to see the limit removed.

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

Congestion

The majority of respondents from the hackney carriage trade (67.4%) felt traffic congestion would increase following the removal of the limit, whilst 55.6% of the private hire trade felt there would be no effect.

Fares

Some 53.4% of the hackney carriage trade and 73% of the private hire trade were of the opinion that removing the limit on the number of hackney carriage vehicles in Southend would have no effect on the fare tariffs.

Passenger Waiting Times

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

Vehicle Quality

Some 65.4% of hackney carriage respondents and 45.9% of private hire respondents were of the opinion that removing the limit on the number of hackney carriage licences would result in a decrease in the quality of hackney carriages. Similarly some 64.8% of the hackney carriage trade felt that private hire vehicle quality would decrease if the limit was removed. Whereas the majority of the private hire trade felt that there would be no effect on private hire vehicle quality

Effectiveness of Enforcement

Some 66.9% of the hackney carriage trade felt that following de-restriction, effectiveness of enforcement would decrease. Some 37.8% of the private hire trade felt that there would be no effect.

Illegal Plying for Hire

In terms of illegal plying for hire, some 60.6% of hackney carriage respondents and 41.7% of private hire respondents felt that removing the limit on the number of licences would increase illegal plying for hire by private hire vehicles. A further 36.1% of the private hire trade felt de-restriction would have no effect

Over Ranking

The majority of both hackney carriage (85.1%) and private hire (75.7%) respondents felt over ranking would increase following de-restriction.

Customer Satisfaction

Some 43.4% of hackney carriage respondents thought customer satisfaction would decrease following de-restriction. Some 24.3% of the private hire trade were also of the same opinion.

All respondents were asked their response to the statement ***"there is not enough work to support the current number of hackney carriages"***. The results in Table 8.2 show that the majority of hackney carriage respondents (87.4%) strongly agree or agree with the statement that there is not enough work to support the current number of hackney carriages. Some 62.2% of private hire respondents were of the same opinion.

Some of the most common responses to the statement included;

- Too many taxis not enough work

- Difficult to get onto ranks at times
- Long waiting times for taxis at ranks
- Drivers having to work longer to make a living

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

	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Strongly disagree	5	3.5	4	10.8
Disagree	2	1.4	2	5.4
Neither agree or disagree	11	7.7	8	21.6
Agree	32	22.4	9	24.3
Strongly agree	93	65.0	14	37.9
Total	**143**	**100**	**37**	**100**

The survey then asked opinions of the following statement; '***Removing the limit on the number of hackney carriages in Southend-on-Sea would benefit the public by reducing waiting times at ranks***'. The results in Table 8.3 shows that 81.6% of hackney carriage drivers strongly disagreed or disagreed that removing the limit on the number of hackney carriages in Southend-on-Sea would reduce public waiting times at ranks, compared with 38.9% of the private hire trade.

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

	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Strongly disagree	83	58.9	8	22.2
Disagree	32	22.7	6	16.7
Neither agree or disagree	11	7.8	8	22.2
Agree	8	5.7	7	19.4
Strongly agree	7	4.9	7	19.5
Total	141	100	37	100

Some of the most common responses to the statement:

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

The survey the asked opinions of the following statement, '***There are special circumstances in Southend-on-Sea that made the retention of the numerical limit essential***'. The results in Table 8.4 show that 73.5% of the hackney carriage trade agree or strongly agree that there are special circumstances in Southend-on-Sea that make the retention of a numerical limit essential, compared with 45.7% of the private hire respondents.

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

	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Strongly disagree	5	3.8	3	8.6
Disagree	4	3.0	4	11.4
Neither agree or disagree	26	19.7	12	34.3
Agree	25	18.9	9	25.7
Strongly agree	72	54.6	7	20.0
Total	132	100	35	100

Finally the trade were asked what effect they thought it would have on them if the authority removed the numerical limit on hackney carriages. The results show in Table 8.5 that 72% of hackney carriage responses cited they would work longer hours and 35% would leave the trade. Some 30.8% of private hire drivers also said they would not change if the limit was removed and 35.9% said they would work more hours.

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

	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
No change	15	10.5	12	30.8
Work more hours	103	72.0	14	35.9
Work fewer hours	1	0.7	2	5.1
Acquire a hackney vehicle licence	7	4.9	5	12.8
Acquire more than one hackney vehicle licence	3	2.1	0	0.0
Switch from hackney to private hire	2	1.4	1	2.6
Switch from private hire to hackney	3	2.1	14	35.9
Leave the trade	50	35.0	8	20.5
Other	10	7.0	1	2.6

9 Deriving the Significant Unmet Demand Index Value

9.1 Introduction

The data provided in the previous chapters can be summarised using Halcrow's ISUD factor described in Section 4.

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

Average Passenger Delay (Table 5.2)	0.41
Peak Factor (Figure 5.1)	1
General Incidence of Delay (Table 5.3)	3.68
Steady State Performance (Table 5.1)	2
Seasonality Factor (paragraph 5.4.5)	1
Latent Demand Factor (paragraph 6.3.3)	1.074
ISUD (0.41*1*3.68*2*1*1.074)	3

The cut off level for a significant unmet demand is 80. Southend-on-Sea is well below this cut off point as the ISUD is 3, indicating that there is **NO significant unmet demand**. This conclusion covers both patent and latent/suppressed demand. It can be concluded, therefore, that any passenger delay that is present in the licensing district arises for operational rather than regulatory reasons.

10 Summary and Conclusions

10.1 Introduction

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

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

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

10.2 Significant Unmet Demand

The 2012 study has identified that there is NO evidence of significant unmet demand for hackney carriages in Southend-on-Sea. This conclusion is based on an assessment of the implications of case law that has emerged since 2000, and the results of Halcrow's analysis.

10.3 Public Perception

Public perception of the service was obtained through the undertaking of 456 surveys. Overall the public were generally satisfied with the service – key points included;

- Some 47% of respondents had used a taxi within the last three months.
- High levels of satisfaction with delay on last trip with highest satisfaction levels for rank hirings (97%).
- Vehicle and driver quality was rated good or very good by the majority of respondents.
- Three quarters of respondents (75.5%) agreed that a policy of fitting hackney carriages with CCTV to record digital images which can be accessed in the event of a complaint was a positive move.
- The majority of respondents (49.5%) felt that making all hackney carriages the same colour would be the best way to make them easily recognisable.

10.4 Trade Perception

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

- Over 86% of hackney carriage respondents subscribed to a radio circuit;

- Hackney carriage respondents worked on average 50.3 hours per week, with private hire respondents working on average 43.6 hours a week.
- Some 65% of hackney carriage respondent carried at least 1 disabled person per week on average.
- Some 64.1% of hackney carriage respondents only felt safe some of the time along with 34.2% of private hire respondents.
- Some 66% of hackney carriage respondents and 50% of private hire respondents would feel safer with in vehicle CCTV, however the majority of respondents do not feel it should be compulsory.
- There was little support from either trade for changing livery or vehicle requirements to make hackney carriages more recognisable.
- Some 70.0% of the hackney carriage trade did not feel there was enough rank space in Southend-on-Sea and would like more and extended ranks.
- The majority of the hackney carriage trade (62.7%) believed there was not enough training provided, whereas the private hire respondents disagreed with 56.4% believing there was sufficient.
- If the current limit on hackney carriage licences was removed, 35% of the hackney carriage trade report they would leave the trade, while 35.9% of the private hire trade would expect to switch to a hackney carriage licence.

10.5 Recommendations

The 2012 study has identified that there is NO evidence of significant unmet demand for hackney carriages in Southend-on-Sea. This conclusion covers both patent and latent/suppressed demand and is based on an assessment of the implications of case law that has emerged since 2000, and the results of Halcrow's analysis.

On this basis the authority has discretion in its hackney licensing policy and has the following options:

- Maintain the current limit of 276 hackney carriages;
- issue any number of additional plates as it sees fit, either in one allocation or a series of allocations; or
- remove the numerical restriction.

Following completion of the study **we would recommend that the authority maintains its current entry control policy** and maintain a limit of 276 hackneys. The study identified that passenger delay has decreased by 46% since the 2009 study and therefore it is clear that the entry control policy is not providing a disbenefit to passengers. Passenger satisfaction is also high with the length of time it takes to obtain a vehicle.

Appendix A

Rank List

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

Halcrow

Appendix A

Southend-on-Sea Hackney Carriage Rank Locations

Rank Location	Operating Hours
Avon Way, Shoeburyness	24 hour
Bellhouse Lane, Leigh	24 hour
Belton Way East, Leigh-on-Sea	24 hour
Broadway, Thorpe Bay	24 hour
Broadway West, Leigh-on-Sea	24 hour
Chichester Road, Southend-on-Sea	24 hour
Chichester Road, Southend-on-Sea	19:00-06:00
Cliff Gardens, Chalkwell	19:00-07:00
Clifftown Road, Southend-on-Sea	24 hour
Crowstone Road, Westcliff on Sea	24 hour
Elm Road, Leigh-on-Sea	24 hour
Farringdon Service Road, Southend-on-Sea	20:00-03:00
Hamlet Court Road, Westcliff on Sea	24 hour
Heygate Avenue, Southend-on-Sea	24 hour
Lifstand Way	24 hour
Leigh Passenger Interchange, Leigh-on-Sea Railway Station	24 hour
London Road, Southend-on-Sea	24 hour
London Road, Westcliff on Sea	24 hour
Prittlewell Chase, Westcliff on Sea	24 hour
Progress Road, Leigh-on-Sea	24 hour
Ridgeway, Chalkwell	24 hour
Seaway Car Park	24 hour
Southchurch Avenue	24 hour
Station Road, Westcliff on Sea	19:00-07:00
St Marys Road	24 hour
Tylers Avenue, Southend-on-Sea	24 hour
Tylers Avenue, Southend-on-Sea	20:00-07:00
Weston Road, Southend-on-Sea	24 hour

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

Halcrow

Appendix A

Further Private Arrangements

Thorpe Bay Railway Station
Victoria Railway Station
Shoeburyness Railway Station
Southend Hospital
Southend Airport
Seaway Car Park

Appendix B

Rank Observation Summery

Appendix 2: Southend on Sea Rank Observations

Halcrow
A CH2M HILL COMPANY

Hospital

Tuesday **12/06/2012** **1000-1800**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	40	32	0	28	0.00	4.38	0	2	0	1	0
1100-1200	29	31	0	30	0.00	4.84	0	1	0	1	0
1200-1300	23	18	0	30	0.00	8.33	0	2	0	1	0
1300-1400	9	18	0	31	0.00	8.61	0	2	0	1	0
1400-1500	14	13	0	36	0.00	13.85	0	2	0	1	0
1500-1600	6	7	0	25	0.00	17.86	0	0	0	1	0
1600-1700	15	14	0	31	0.00	11.07	0	2	0	1	0
1700-1800	5	8	0	26	0.00	16.25	0	1	0	1	0
Total	**141**	**141**	**0**	**237**	**0.00**	**8.40**			**0**	**8**	**0**

Saturday **26/05/2012** **12:00-18:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1200-1300	9	8	0	24	0.00	15.00	0	0	0	1	0
1300-1400	9	8	6	11	3.33	6.88	2	0	0	1	0
1400-1500	7	8	2	10	1.43	6.25	2	2	0	1	0
1500-1600	10	11	3	6	1.50	2.73	1	0	0	1	0
1600-1700	5	10	1	15	1.00	7.50	1	4	0	0	1
1700-1800	0	4	1	10	0.00	12.50	1	0	0	1	0
Total	**40**	**49**	**13**	**76**	**1.63**	**7.76**			**0**	**5**	**1**

Sunday **27/05/2012** **14:00-18:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1400-1500	8	9	0	14	0.00	7.78	0	0	0	1	0
1500-1600	9	8	0	6	0.00	3.75	0	0	0	1	0
1600-1700	8	6	16	6	10.00	5.00	6	0	1	0	0
1700-1800	1	4	2	0	10.00	0.00	1	0	0	1	0
Total	**26**	**27**	**18**	**26**	**3.46**	**4.81**			**1**	**3**	**0**

London Road, Southend

Monday **21/05/2012** **10:00-18:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	17	21	0	121	0.00	28.81	0	8	0	0	1
1100-1200	14	16	0	115	0.00	35.94	0	8	0	0	1
1200-1300	12	11	0	113	0.00	51.36	0	7	0	0	1
1300-1400	14	13	0	110	0.00	42.31	0	6	0	0	1
1400-1500	17	16	0	127	0.00	39.69	0	8	0	0	1
1500-1600	12	12	0	99	0.00	41.25	0	4	0	0	1
1600-1700	13	13	0	67	0.00	25.77	0	4	0	0	1
1700-1800	17	16	0	69	0.00	21.56	0	2	0	1	0
Total	**116**	**118**	**0**	**821**	**0.00**	**34.79**			**0**	**1**	**7**

Tuesday **29/05/2012** **20:00-02:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2000-2100	8	11	0	47	0.00	21.36	0	0	0	1	0
2100-2200	3	7	0	48	0.00	34.29	0	2	0	1	0
2200-2300	15	17	0	29	0.00	8.53	0	0	0	1	0
2300-2400	9	11	0	46	0.00	20.91	0	0	0	1	0
2400-0100	2	12	0	16	0.00	6.67	0	0	0	1	0
0100-0200	6	6	0	15	0.00	12.50	0	0	0	1	0
Total	**43**	**64**	**0**	**201**	**0.00**	**15.70**			**0**	**6**	**0**

Saturday **16/06/2012** **10:00-16:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	5	8	0	35	0.00	21.88	0	1	0	1	0
1100-1200	13	14	0	34	0.00	12.14	0	1	0	1	0
1200-1300	28	23	0	46	0.00	10.00	0	2	0	1	0
1300-1400	20	16	0	64	0.00	20.00	0	1	0	1	0
1400-1500	27	28	0	64	0.00	11.43	0	1	0	1	0
1500-1600	31	25	0	61	0.00	12.20	0	2	0	1	0
Total	**124**	**114**	**0**	**304**	**0.00**	**13.33**			**0**	**6**	**0**

Friday **01/06/2012** **21:00-03:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2100-2200	25	22	0	23	0.00	5.23	0	0	0	1	0
2200-2300	34	29	0	62	0.00	10.69	0	0	0	1	0
2300-2400	50	30	0	61	0.00	10.17	0	0	0	1	0
2400-0100	60	40	0	72	0.00	9.00	0	2	0	1	0
0100-0200	79	46	0	61	0.00	6.63	0	1	0	1	0
0200-0300	95	47	0	72	0.00	7.66	0	3	0	0	1
Total	**343**	**214**	**0**	**351**	**0.00**	**8.20**			**0**	**5**	**1**

Sunday **17/06/2012** **14:00-18:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1400-1500	10	11	0	27	0.00	12.27	0	0	0	1	0
1500-1600	18	16	0	40	0.00	12.50	0	0	0	1	0
1600-1700	13	12	2	41	0.77	17.08	0	0	0	1	0
1700-1800	7	12	0	41	0.00	17.08	0	1	0	1	0
Total	**48**	**51**	**2**	**149**	**0.21**	**14.61**			**0**	**4**	**0**

Tylers Avenue

Thursday **24/05/2012 22:00-03:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2200-2300	0	2	0	1	0.00	2.50	1	0	0	1	0
2300-2400	0	2	0	0	0.00	0.00	0	0	0	1	0
2400-0100	1	5	0	15	0.00	15.00	0	0	0	1	0
0100-0200	0	0	0	0	0.00	0.00	0	0	0	1	0
0200-0300	1	1	0	0	0.00	0.00	0	0	0	1	0
Total	**2**	**10**	**0**	**16**	**0.00**	**8.00**			**0**	**5**	**0**

Friday **25/05/2012** **22:00-03:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2200-2300	4	10	1	3	1.25	1.50	1	0	0	1	0
2300-2400	11	20	0	7	0.00	1.75	0	0	0	1	0
2400-0100	14	19	0	10	0.00	2.63	0	0	0	1	0
0100-0200	14	6	0	4	0.00	3.33	0	0	0	1	0
0200-0300	28	17	0	31	0.00	9.12	0	0	0	1	0
Total	**71**	**72**	**1**	**55**	**0.07**	**3.82**			**0**	**5**	**0**

Victoria Station

Wednesday **23/05/2012 10:00-18:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	5	14	0	34	0.00	12.14	0	1	0	1	0
1100-1200	9	15	0	53	0.00	17.67	0	1	0	1	0
1200-1300	5	9	0	50	0.00	27.78	0	2	0	1	0
1300-1400	3	3	0	41	0.00	68.33	0	2	0	1	0
1400-1500	7	11	0	42	0.00	19.09	0	1	0	1	0
1500-1600	14	12	0	37	0.00	15.42	0	2	0	1	0
1600-1700	6	9	0	28	0.00	15.56	0	1	0	1	0
1700-1800	6	6	0	48	0.00	40.00	0	2	0	1	0
Total	**55**	**79**	**0**	**333**	**0.00**	**21.08**			**0**	**8**	**0**

Thursday **24/05/2012 20:00-00:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2000-2100	5	13	0	59	0.00	22.69	0	3	0	0	1
2100-2200	9	16	0	72	0.00	22.50	0	2	0	1	0
2200-2300	5	10	0	44	0.00	22.00	0	1	0	1	0
2300-2400	10	13	0	58	0.00	22.31	0	3	0	0	1
Total	**29**	**52**	**0**	**233**	**0.00**	**22.40**			**0**	**2**	**2**

Saturday **19/05/2012 10:00-16:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	5	6	0	5	0.00	4.17	0	0	0	1	0
1100-1200	6	6	1	7	0.83	5.83	1	0	0	1	0
1200-1300	6	6	0	7	0.00	5.83	0	0	0	1	0
1300-1400	5	9	0	11	0.00	6.11	0	0	0	1	0
1400-1500	10	12	0	15	0.00	6.25	0	0	0	1	0
1500-1600	8	5	0	7	0.00	7.00	0	0	0	1	0
Total	**40**	**44**	**1**	**52**	**0.13**	**5.91**			**0**	**6**	**0**

Friday **15/06/2012 20:00-00:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2000-2100	9	14	0	27	0.00	9.64	0	0	0	1	0
2100-2200	10	8	4	18	2.00	11.25	0	0	0	1	0
2200-2300	13	17	0	45	0.00	13.24	0	2	0	1	0
2300-2400	16	25	0	44	0.00	8.80	0	2	0	1	0
Total	**48**	**64**	**4**	**134**	**0.42**	**10.47**			**0**	**4**	**0**

Sunday **10/06/2012 14:00-18:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1400-1500	5	7	0	14	0.00	10.00	0	0	0	1	0
1500-1600	7	9	0	19	0.00	10.56	0	0	0	1	0
1600-1700	4	7	0	23	0.00	16.43	0	0	0	1	0
1700-1800	5	7	0	29	0.00	20.71	0	0	0	1	0
Total	**21**	**30**	**0**	**85**	**0.00**	**14.17**			**0**	**4**	**0**

Southchurch Avenue

Monday **21/05/2012 10:00-18:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	1	6	0	16	0.00	13.33	0	0	0	1	0
1100-1200	1	9	0	28	0.00	15.56	0	1	0	1	0
1200-1300	2	5	0	10	0.00	10.00	0	0	0	1	0
1300-1400	1	5	0	12	0.00	12.00	0	0	0	1	0
1400-1500	1	6	0	9	0.00	7.50	0	0	0	1	0
1500-1600	0	9	0	13	0.00	7.22	0	0	0	1	0
1600-1700	0	3	0	24	0.00	40.00	0	1	0	1	0
1700-1800	0	4	0	9	0.00	11.25	0	0	0	1	0
Total	**6**	**47**	**0**	**121**	**0.00**	**12.87**			**0**	**8**	**0**

Tuesday **29/05/2012 20:00-00:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2000-2100	2	6	0	8	0.00	6.67	0	0	0	1	0
2100-2200	0	3	0	22	0.00	36.67	0	1	0	1	0
2200-2300	0	3	0	3	0.00	5.00	0	0	0	1	0
2300-2400	1	3	0	10	0.00	16.67	0	0	0	1	0
Total	**3**	**15**	**0**	**43**	**0.00**	**14.33**			**0**	**4**	**0**

Saturday **26/05/2012 10:00-18:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	4	4	0	3	0.00	3.75	0	0	0	1	0
1100-1200	10	6	4	2	2.00	1.67	11	0	1	0	0
1200-1300	7	4	0	1	0.00	1.25	0	0	0	1	0
1300-1400	2	2	0	0	0.00	0.00	0	0	0	1	0
1400-1500	5	5	0	0	0.00	0.00	0	0	0	1	0
1500-1600	1	1	0	0	0.00	0.00	0	0	0	1	0
1600-1700	6	6	0	0	0.00	0.00	0	0	0	1	0
1700-1800	21	8	12	0	2.86	0.00	10	0	1	0	0
Total	**56**	**36**	**16**	**6**	**1.43**	**0.83**			**2**	**6**	**0**

Saturday **19/05/2012 21:00-03:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2100-2200	1	8	0	8	0.00	5.00	0	0	0	1	0
2200-2300	8	11	0	9	0.00	4.09	0	0	0	1	0
2300-0000	8	7	8	1	5.00	0.71	7	0	1	0	0
0000-0100	0	4	21	0	0.00	0.00	7	0	1	0	0
0100-0200	2	1	0	0	0.00	0.00	0	0	0	1	0
0200-0300	0	0	0	0	0.00	0.00	0	0	0	1	0
Total	**19**	**31**	**29**	**18**	**7.63**	**2.90**			**2**	**4**	**0**

Chichester Road

Saturday **26/05/2012 22:00-03:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2200-2300	0	0	0	0	0.00	0.00	0	0	0	1	0
2300-2400	0	1	0	0	0.00	0.00	0	0	0	1	0
2400-0100	0	2	0	0	0.00	0.00	0	0	0	1	0
0100-0200	5	2	0	0	0.00	0.00	0	0	0	1	0
0200-0300	0	0	0	0	0.00	0.00	0	0	0	1	0
Total	**5**	**5**	**0**	**0**	**0.00**	**0.00**			**0**	**5**	**0**

Saturday **16/06/2012 22:00-03:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2200-2300	15	12	6	6	2.00	2.50	3	0	1	0	0
2300-2400	4	12	0	18	0.00	7.50	0	0	0	1	0
2400-0100	13	13	5	7	1.92	2.69	2	0	0	1	0
0100-0200	0	12	0	25	0.00	10.42	0	0	0	1	0
0200-0300	0	8	0	34	0.00	21.25	0	1	0	1	0
Total	**32**	**57**	**11**	**90**	**1.72**	**7.89**			**1**	**4**	**0**

Heygate Avenue

Tuesday **22/05/2012 10:00-18:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	4	12	0	77	0.00	32.08	0	5	0	0	1
1100-1200	14	21	0	49	0.00	11.67	0	1	0	1	0
1200-1300	5	14	0	69	0.00	24.64	0	2	0	1	0
1300-1400	21	19	0	78	0.00	20.53	0	5	0	0	1
1400-1500	28	20	0	46	0.00	11.50	0	0	0	1	0
1500-1600	15	22	0	64	0.00	14.55	0	2	0	1	0
1600-1700	7	17	0	65	0.00	19.12	0	2	0	1	0
1700-1800	20	19	7	46	1.75	12.11	4	0	1	0	0
Total	**114**	**144**	**7**	**494**	**0.31**	**17.15**			**1**	**5**	**2**

Thursday **14/06/2012** **20:00-03:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2000-2100	7	5	1	13	0.71	13.00	1	0	0	1	0
2100-2200	7	8	0	24	0.00	15.00	0	0	0	1	0
2200-2300	0	14	0	24	0.00	8.57	0	0	0	1	0
2300-2400	0	10	0	35	0.00	17.50	0	1	0	1	0
2400-0100	0	12	0	25	0.00	10.42	0	1	0	1	0
0100-0200	0	0	0	48	0.00	0.00	0	4	0	0	1
0200-0300	0	0	0	24	0.00	0.00	0	4	0	0	1
Total	**14**	**49**	**1**	**193**	**0.36**	**19.69**			**0**	**5**	**2**

Saturday **26/05/2012** **10:00-16:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	2	2	3	6	7.50	15.00	1	0	0	1	0
1100-1200	4	6	5	11	6.25	9.17	2	0	0	1	0
1200-1300	3	2	0	27	0.00	67.50	0	2	0	1	0
1300-1400	0	6	0	24	0.00	20.00	0	1	0	1	0
1400-1500	4	3	0	20	0.00	33.33	0	1	0	1	0
1500-1600	3	3	9	10	15.00	16.67	2	0	0	1	0
Total	**16**	**22**	**17**	**98**	**5.31**	**22.27**			**0**	**6**	**0**

Friday **22/06/2012** **21:00-03:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2100-2200	3	7	0	23	0.00	16.43	0	0	0	1	0
2200-2300	6	14	0	13	0.00	4.64	0	0	0	1	0
2300-2400	19	16	1	24	0.26	7.50	1	0	0	1	0
2400-0100	12	11	0	14	0.00	6.36	0	0	0	1	0
0100-0200	4	8	0	4	0.00	2.50	0	0	0	1	0
0200-0300	0	4	0	1	0.00	1.25	0	0	0	1	0
Total	**44**	**60**	**1**	**79**	**0.11**	**6.58**			**0**	**6**	**0**

Sunday **10/06/2012** **14:00-18:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1400-1500	5	7	0	51	0.00	36.43	0	2	0	1	0
1500-1600	12	13	0	31	0.00	11.92	0	1	0	1	0
1600-1700	14	12	1	13	0.36	5.42	1	0	0	1	0
1700-1800	17	15	10	2	2.94	0.67	3	0	1	0	0
Total	**48**	**47**	**11**	**97**	**1.15**	**10.32**			**1**	**3**	**0**

Hamlet Court Road

Tuesday **14/08/2012** **10:00-18:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	3	19	0	59	0.00	15.53	0	4	0	0	1
1100-1200	4	17	0	49	0.00	14.41	0	3	0	0	1
1200-1300	2	14	0	47	0.00	16.79	0	2	0	1	0
1300-1400	5	19	0	43	0.00	11.32	0	2	0	1	0
1400-1500	0	2	0	3	0.00	7.50	0	3	0	0	1
1500-1600	4	20	0	38	0.00	9.50	0	1	0	1	0
1600-1700	0	10	0	36	0.00	18.00	0	2	0	1	0
1700-1800	4	15	0	39	0.00	13.00	0	2	0	1	0
Total	**22**	**116**	**0**	**314**	**0.00**	**13.53**			**0**	**5**	**3**

Wednesday 13/06/2011 20:00-00:00

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2000-2100	2	12	0	28	0.00	11.67	0	0	0	1	0
2100-2200	8	12	0	42	0.00	17.50	0	1	0	1	0
2200-2300	3	11	0	61	0.00	27.73	0	3	0	0	1
2300-2400	6	19	0	43	0.00	11.32	0	2	0	1	0
Total	**19**	**54**	**0**	**174**	**0.00**	**16.11**			**0**	**3**	**1**

Saturday 09/06/2011 10:00-16:00

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	4	20	0	44	0.00	11.00	0	1	0	1	0
1100-1200	3	16	0	43	0.00	13.44	0	1	0	1	0
1200-1300	11	17	0	30	0.00	8.82	0	0	0	1	0
1300-1400	6	11	0	38	0.00	17.27	0	1	0	1	0
1400-1500	8	12	0	37	0.00	15.42	0	0	0	1	0
1500-1600	6	10	0	47	0.00	23.50	0	3	0	0	1
Total	**38**	**86**	**0**	**239**	**0.00**	**13.90**			**0**	**5**	**1**

Friday 15/06/2011 20:00-01:00

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2000-2100	0	8	0	33	0.00	20.63	0	1	0	1	0
2100-2200	0	12	0	16	0.00	6.67	0	0	0	1	0
2200-2300	0	10	0	30	0.00	15.00	0	1	0	1	0
2300-2400	0	8	0	28	0.00	17.50	0	1	0	1	0
2400-0100	0	11	0	23	0.00	10.45	0	1	0	1	0
Total	**0**	**49**	**0**	**130**	**0.00**	**13.27**			**0**	**5**	**0**

Sunday **27/05/2011** **14:00-18:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1400-1500	4	3	0	0	0.00	0.00	0	0	0	1	0
1500-1600	3	3	0	0	0.00	0.00	0	0	0	1	0
1600-1700	2	2	0	0	0.00	0.00	0	0	0	1	0
1700-1800	2	2	0	0	0.00	0.00	0	0	0	1	0
Total	**11**	**10**	**0**	**0**	**0.00**	**0.00**			**0**	**4**	**0**

London Road

Thursday **31/05/2011** **20:00-01:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2000-2100	0	2	0	3	0.00	7.50	0	0	0	1	0
2100-2200	0	0	0	0	0.00	0.00	0	0	0	1	0
2200-2300	0	0	0	0	0.00	0.00	0	0	0	1	0
2300-2400	0	0	0	0	0.00	0.00	0	0	0	1	0
2400-0000	0	0	0	0	0.00	0.00	0	0	0	1	0
0000-0100	0	0	0	0	0.00	0.00	0	0	0	1	0
Total	**0**	**2**	**0**	**3**	**0.00**	**7.50**			**0**	**6**	**0**

Saturday **19/05/2011** **21:00-00:00**

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
2100-2200	8	6	5	0	3.13	0.00	2	0	0	1	0
2200-2300	52	21	4	2	0.38	0.48	2	0	0	1	0
2300-0000	72	31	37	3	2.57	0.48	7	0	1	0	0
Total	**132**	**58**	**46**	**5**	**1.74**	**0.43**			**1**	**2**	**0**

Leigh Interchange

Wednesday 23/05/2011 10:00-18:00

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1000-1100	2	11	0	42	0.00	19.09	0	0	0	1	0
1100-1200	2	8	0	58	0.00	36.25	0	3	0	0	1
1200-1300	10	10	0	65	0.00	32.50	0	3	0	0	1
1300-1400	6	15	0	33	0.00	11.00	0	1	0	1	0
1400-1500	5	10	0	29	0.00	14.50	0	1	0	1	0
1500-1600	3	8	0	45	0.00	28.13	0	2	0	1	0
1600-1699	10	14	0	50	0.00	17.86	0	3	0	0	1
1700-1800	14	19	0	47	0.00	12.37	0	0	0	1	0
Total	**52**	**95**	**0**	**369**	**0.00**	**19.42**			**0**	**5**	**3**

Saturday 09/06/2012 12:00-18:00

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1200-1300	6	13	0	22	0.00	8.46	0	0	0	1	0
1300-1400	4	14	1	29	1.25	10.36	1	0	0	1	0
1400-1500	6	9	0	24	0.00	13.33	0	1	0	1	0
1500-1600	7	10	0	41	0.00	20.50	0	0	0	1	0
1600-1700	8	16	0	24	0.00	7.50	0	0	0	1	0
1700-1800	8	10	0	55	0.00	27.50	0	3	0	0	1
Total	**39**	**72**	**1**	**195**	**0.13**	**13.54**			**0**	**5**	**1**

Sunday 17/06/2011 14:00-18:00

	Rank Throughput		Queue 'Snap-Shot' Totals		Service Quality		Queue Extremes		Market Conditions		
Hour	Passengers	Cabs	Passenger Queue	Cab Queue	Average Passenger Delay	Average Cab Delay	Maximum Passenger Queue	Minimum Cab Queue	Excess Demand	Equilibrium	Excess Supply
1400-1500	7	12	0	36	0.00	15.00	0	1	0	1	0
1500-1600	10	16	0	40	0.00	12.50	0	1	0	1	0
1600-1700	10	16	0	28	0.00	8.75	0	0	0	1	0
1700-1800	8	13	2	31	1.25	11.92	2	0	0	1	0
Total	**35**	**57**	**2**	**135**	**0.29**	**11.84**			**0**	**4**	**0**

Appendix C

Public Attitude Survey Results

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

Technical note

Project **Southend Unmet Demand Survey 2012**
Subject Public Attitude Survey
Author Pam Murray

Date 20th August 2012
Ref GTXSOS000

1 Introduction

The purpose of this technical note is to present the results of a public attitude survey undertaken by Halcrow on behalf of Southend-on-Sea Borough Council.

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

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

2 Survey Administration

Some 456 public attitude surveys were carried out across June & July 2012 both on the street and via telephone. The surveys were conducted during the day across a range of locations within Southend. The sample of 456 interviews provides a robust basis for assessment. The age and gender samples are shown in Table 1.

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

	Frequency	Percentage
16-34	233	52.5
35-64	136	30.6
65+	75	16.9
Total	**444**	**100**

Male	219	50.5
Female	219	49.5
Total	**434**	**100**

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

Table 2: Economic Status

	Frequency	**Percentage**
Full-time employed	111	25.3
Part-time Employed	75	17.1
Unemployed	43	9.8
Student/Pupil	117	26.7
Retired	86	19.5
Housewife/Husband	6	1.4
Other	1	0.2
Total	**439**	**100.0**

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

Table 3: Residency

	Frequency	**Percentage**
Permanent Resident	390	90.5
Visitor	22	5.1
University Student	19	4.4
	431	**100.0**

3 Characteristics of Last Trip

Respondents were each asked if they had made a journey by taxi in Southend within the last three months. The survey found that 47.1% had used a taxi within this period. The results are displayed in Table 4.

Table 4: Have you made a trip by taxi in the past three months?

	Frequency	Percentage
Yes	214	47.1
No	240	52.9
Total	**454**	**100.0**

Respondents who had hired a taxi in the last three months were asked further questions about their experience. Some 30.2% of trip makers stated that they hired a taxi at a rank. Some 50.9% of hirings were achieved by telephone with 18.9% of trip makers obtaining a taxi by on-street flagdown. Table 5 reveals the pattern of taxi hire.

Table 5: Method of hire for last trip

	Frequency	Percentage
Rank	64	30.2
Flagdown	40	18.9
Telephone	108	50.9
Total	**212**	**100.0**

Respondents were asked what type of vehicle they hired. The most common type of vehicle used was a saloon car (46.9%) with 41.8% of respondents hiring a purpose built cab and 11.3% travelling by minibus or people carrier.

Table 6: Vehicle type for last trip

	Frequency	Percentage
Purpose Built Cab	89	41.8
Saloon car	100	46.9
Minibus / people carrier	24	11.3
Total	**213**	**100.0**

Respondents were asked if they were satisfied with the time taken and the promptness of the taxis arrival. The majority of people were satisfied with their last taxi journey (93%).
Table 7 shows that for each method of obtaining a taxi, the majority were satisfied with the service. Satisfaction with obtaining a taxi by rank was 96.8%, by telephone was 92.6% and by flagdown was 95%.

Table 7: Satisfaction with delay on last trip (multiple responses)

	Frequency	Percentage
Rank	60	96.8
Flagdown	38	95.0
Telephone	100	92.6

Respondents were asked what time of day they hired their taxi, the results are shown in table 8 below. The majority of respondents hired their vehicle in the evening between 6pm and 10pm.

Table 8: Time of hire

	Frequency	Percentage
Day (before 6pm)	87	41.0
Evening (6pm-10pm)	98	46.2
Night (after 10pm)	27	12.8
Total	**212**	**100.0**

Respondents were asked to rate a number two elements from their last taxi journey on a scale from very poor to very good. The results are shown in Table 9 and indicate that respondents generally consider vehicle quality and driver quality to be good or very good.

Table 9: Service rating

Characteristic	Very good		Good		Average		Poor		Very poor	
Vehicle quality	83	39.1	104	49.1	25	11.8	0	0.0	0	0.0
Driver quality	98	46.2	84	39.6	24	11.3	5	2.4	1	0.05

4 Attempted Method of Hire

To provide evidence of suppressed demand in the event of finding significant patent unmet demand, all respondents were asked to identify whether or not they had given up waiting for a taxi at a rank, on the street, or by telephone in Southend in the last three months. The results are summarised in Table 10.

Table 10: Given up attempting to hire a taxi by method of hire in the last three months

	Yes		No	
	Frequency	**Percent**	**Frequency**	**Percent**
Given up at a rank	26	5.8	420	94.2
Given up flagdown	19	4.3	424	95.7
Given up telephone	36	8.2	405	91.8

The majority of respondents replied that they had not given up waiting for a taxi in the last three months. Some 7.4% had given up waiting for a taxi by rank and/or flagdown.

Respondents who had given up trying to obtain a taxi in the last three months at a rank, by flagdown and/or by telephone were asked the location where they had given up waiting for a taxi. The most common area was Southend Town Centre. In addition the majority of respondents had given up waiting between 1800 and 0600. The majority of those who had given up were waiting for any type of vehicle.

5 Service Provision

Respondents were asked whether they feel there are enough hackney carriages in Southend at the current time. Some 68.5% commented that there are sufficient, 14.1% felt more were required in Southend and 17.4% were unsure. The results are shown in Table 11

Table 11: Are there enough hackney carriages in Southend?

	Frequency	**Percentage**
Yes	307	68.5
No	63	14.1
Don't know	78	17.4
Total	**448**	**100.0**

Southend-on-Sea Council are considering how to make sure hackney carriages are easily recognisable to ensure public safety and asked respondents how best they felt this could be achieved. The majority of respondents (49.5%) felt that making all hackney carriages the same colour would be the best way to achieve this. The results are outlined in Table 12.

Table 12: How to make hackney carriages easily recognisable

	Frequency	Percentage
Make all hackney carriages a particular colour	194	49.5
Only licensing certain models of vehicles	55	14.0
Paint "hackney carriage" on doors and bonnet	35	8.9
Paint the council crest on hackney carriage doors and bonnet	103	26.3
Other	5	1.3

The survey asked respondents whether taxi services in Southend could be improved. Some 61% felt that they could be improved. These respondents were then asked what could be done to improve the service. The results are shown in table 13.

Table 13: Service improvements (multiple responses)

	Frequency	Percentage
More of them	74	27.3
Better drivers	39	14.4
More ranks	13	4.8
Shared taxis	38	14.0
Cheaper	235	86.7
Better vehicles	16	5.9
More Wheelchair accessible vehicles	19	7.0
Other	3	0.1

Of those that stated other respondents suggested more people carriers and more telephone staff.

6 Safety

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

Table 14: Safety using taxis

	Day		Night	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	404	91.2	359	82.7
No	12	2.7	36	8.3
At times	15	3.4	26	6.0
Don't know	12	2.7	13	3.0
Total	**443**	**100.0**	**434**	**100.0**

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

- female drivers
- More security

Respondents were made aware of the fact Southend-on-Sea Borough Council are considering introducing a policy of fitting hackney carriages with CCTV to record digital images which can be accessed in the event of a complaint. They were asked whether they agree with this policy. The results are displayed in table 15.

Table 15: Do you agree with the potential introduction of CCTV?

	Frequency	**Percentage**
Yes	336	75.5
No	63	14.2
Don't know	46	10.3
Total	**445**	**100.0**

Respondents were then asked if they felt it is important that the images from any in vehicle CCTV should be encrypted so that only designated individuals would be able to access the images in the event of a complaint. The results are displayed in Table 16.

Table 16: Should CCTV be encrypted?

	Frequency	**Percentage**
Yes	336	75.3
No	65	14.6
Don't know	45	10.1
Total	**446**	**100.0**

7 Ranks

Respondents were asked if there were any locations in Southend where new ranks were needed. Almost three quarters of respondents (74.4%) commented that no new ranks are needed, whilst 8.8% considered there were areas where new ranks would be beneficial.

Table 17: Are new ranks required in Southend?

	Frequency	Percentage
Yes	39	8.8
No	328	74.4
Don't know	74	16.8
Total	**441**	**100.0**

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

- Southend Airport
- Westcliff
- Southchurch
- Sea front
- Leigh Broadway

Appendix D

Trade Survey Results

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

Technical note

Project	**Southend-on-Sea Unmet Demand Survey 2012**	**Date**	20 August 2012
Subject	Trade Survey Analysis	**Ref**	GTXSOS 000
Author	Katie Dixon		

1 Introduction

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

2 Survey Administration

The survey was conducted through a self-completion questionnaire. These were sent to 1,000 licensed hackney and private hire drivers, operators and owners in Southend-on-Sea. A total of 182 questionnaire forms were completed and returned, giving a response rate of around 18.2%, a higher than average response rate for this type of survey. It should be noted that not all totals sum to the total number of respondents per trade group as some respondents failed to answer all of the questions.

3 General Operational Issues

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

Table 3.1 – Breakdown of Responses between Trades

	Frequency	Percent
Hackney Carriage Trade	143	78.6
Private Hire Trade	39	21.4
Total	**197**	**100**

It should be noted that 7 (4.9%) of hackney trade respondents were also involved in the private hire trade as car drivers, operators or plate holders.

Both trades were asked how long they have been involved in the taxi trade in Southend-on-Sea. The results in Table 3.2 show for the hackney carriage trade the highest proportion have been involved for over 20 years (43.0%), whilst for the private hire trade the highest proportion have been involved for under 5 years (47.4%).

Table 3.2 – Involvement in the Taxi Trade in Southend-on-Sea

Years	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
0 to 2	4	2.8	6	15.8
3 to 5	11	7.7	12	31.6
6 to 10	18	12.7	8	21.1
11 to 15	31	21.8	9	23.7
16 to 20	17	12.0	1	2.6
Over 20	61	43.0	2	5.3
	142	**100**	**38**	**100**

Table 3.3 indicates the proportion of the trade who subscribe to a radio circuit. Over three quarters of private hire respondents (77.8%) subscribe to a radio circuit as do over 86% of hackney carriage respondents.

Table 3.3 – Subscription to a Radio Circuit

	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Yes	120	86.3	28	77.8
No	19	13.7	8	22.2
	139	**100**	**36**	**100**

4 Driving

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

Table 4.1 – Vehicle Type Driven Most Frequently

Vehicle	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Purpose Built Cab	36	25.2	0	0.0
Saloon car	90	62.9	31	79.5
Minibus/People carrier (Wheelchair accessible)	14	9.8	0	0.0
Minibus/People carrier (Not wheelchair accessible)	3	2.1	8	20.5
	143	**100**	**39**	**100**

Respondents were asked the average number of hours they worked in a typical week. Hackney carriage respondents claimed they worked on average 50.3 hours per week. Private hire respondents stated they worked on average 43.6 hours a week.

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

Figure 4.1 – Average Daytime Hours Worked

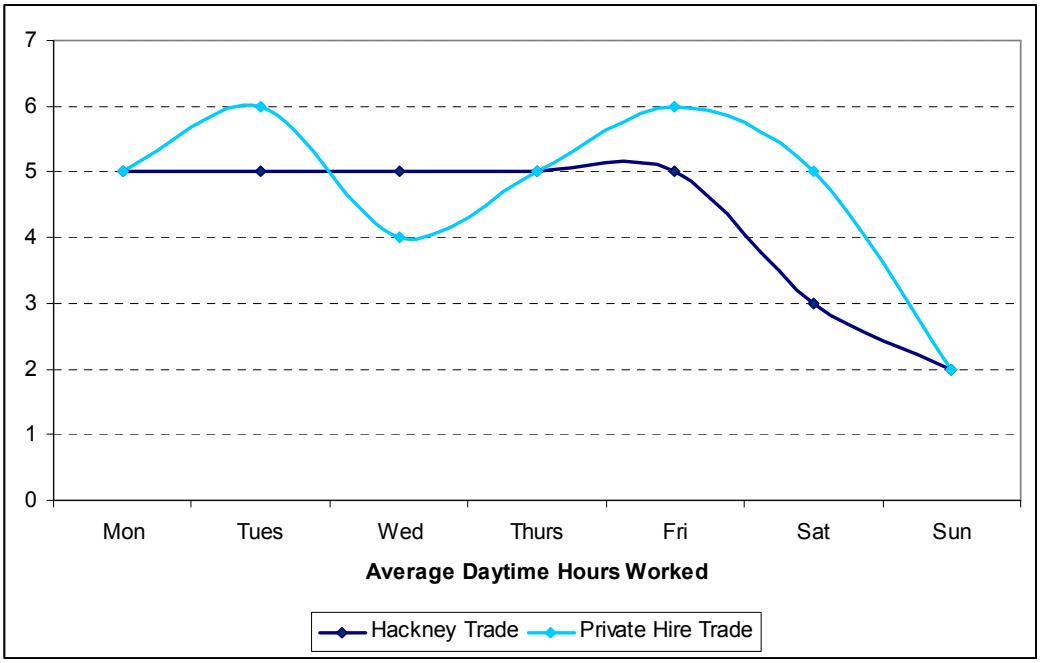
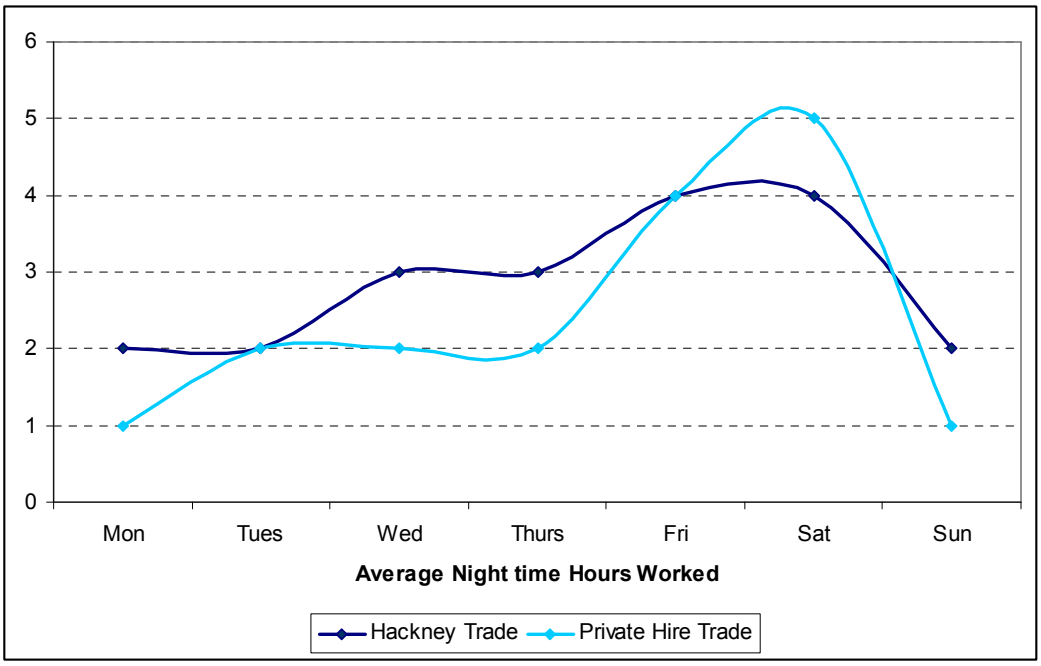


Figure 4.2 shows the average number of hours worked during the evening/night period (18:00 – 06:00). During the night time period both hackney carriage and private hire trades worked more hours at the weekend than during the week.

Figure 4.2 – Average Night Time Hours Worked



Respondents were asked to state the number of times they carry wheelchair bound passengers on a weekly basis. Table 4.2 shows the results. Some 59.0% of private hire respondents stated that they never carry wheelchair bound passengers in comparison to 34.8% of hackney carriage respondents.

Figure 4.2 – Frequency of Transport of Wheelchair Bound Passengers

Years	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Never	49	34.8	23	59.0
1 to 5	58	41.1	16	41.0
6 to 10	16	11.3	0	0.0
11 to 20	13	9.2	0	0.0
More than 20	5	3.5	0	0.0
	141	**100**	**39**	**100**

5 Safety and Security

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

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

	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Physically attacked	19	13.3	3	7.7
Verbally attacked	65	45.5	8	20.5
Not attacked	72	50.3	30	76.9

Some 13.3% of the hackney carriage trade and 7.7% of the private hire trade have been physically attacked within the last 12 months, with 45.5% and 20.5% respectively being verbally attacked. Some 50.3% of the hackney carriage trade and 76.9% of the private hire trade have not been attacked in the last 12 months.

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

Table 5.2 – Do You Feel Safe Working as a Taxi Driver in Southend-on-Sea?

Vehicle	Hackney Trade		Private Hire Trade	
	Frequency	Percentage	Frequency	Percentage
Yes all of the time	48	33.8	24	63.2
Some of the time	91	64.1	13	34.2
None of the time	3	2.1	1	2.6
Total	**142**	**100**	**38**	**100**

Some 33.8% of the hackney carriage respondents stated that they felt safe all of the time, compared to 63.2% of the private hire respondents. Some 64.1% of hackney carriage respondents felt safe some of the time compared with 34.2% of private hire respondents.

Those respondents who felt unsafe working in Southend-on-Sea were then asked when they felt unsafe. The results are outlined below in Table 5.3. Of those that did feel unsafe working in Southend-on-Sea, 49.7% of the hackney carriage respondents and 33.3% of the private hire respondents stated that they felt unsafe whilst working at night in Southend-on-Sea.

Table 5.3 – When Do You Feel Unsafe Working in Southend-on-Sea? (multiple responses)

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Daytime	1	0.7	2	5.1
Night time	71	49.7	13	33.3
In certain areas	51	35.7	11	28.2

Some 35.7% of hackney carriage respondents and 28.2% of private hire respondents feel unsafe in certain areas of Southend-on-Sea. The areas that were most commonly suggested as being unsafe were the town centre, Kursaal area, nightclub areas and out of borough areas. Other responses included Leigh, Westcliff, the seafront and Southchurch.

Respondents were told safety is of paramount importance to Southend-on-Sea council. In order to contribute to driver and passenger safety, the Council allows drivers to install CCTV within their vehicles to record digital images which are only accessed in the event of a complaint. Respondents were asked if in vehicle CCTV would make them feel safer when working and the results are shown below in Table 5.4.

Table 5.4 – Would in vehicle CCTV make you feel safer?

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	94	66.2	19	50.0
No	28	19.7	13	34.2
Don't Know	20	14.1	6	15.8
Total	**142**	**100**	**38**	**100**

Respondents were asked if the use of in vehicle CCTV should be made compulsory. The results are shown in Table 5.5.

Table 5.5 – Should the use of in vehicle CCTV be compulsory?

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	44	31.2	7	17.9
No	77	54.6	27	69.2
Don't Know	20	14.2	5	12.8
Total	**141**	**100**	**39**	**100**

Respondents were then asked if they would be willing to fund the costs of in vehicle CCTV. The results are shown in Table 5.6. Those respondents who were not prepared to fund the costs of CCTV were asked why. The most frequent responses were:

- Cost / Too expensive – 44
- Not necessary – 16
- Council should fund 100% of cost – 11 (should part fund – 10)
- Not my vehicle, I only rent/drive – 12
- I already have CCTV – 4
- Customers would object – 2

Table 5.6 – Would you fund in vehicle CCTV?

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	32	23.4	7	18.4
No	105	76.6	31	81.6
Total	**137**	**100**	**39**	**100**

Respondents were asked who should fund in vehicle CCTV and the responses received are shown in Table 5.7. The majority of respondents who answered this question felt the council should fund this. A significant number also felt vehicle plate owners should fund all or part of the cost.

Table 5.7 – Who should fund in vehicle CCTV?

	Hackney Trade	Private Hire Trade
Council	38	6
Driver	7	
Owner	19	6
Council and Owner share 50/50	18	3
Don't Know	9	4
Government	1	
Company	4	3
Those who want it	5	1

Respondents were asked if any data from in vehicle CCTV should be encrypted and only accessible to designated individuals such as the police in the event of a complaint. The responses are shown in Table 5.8.

Table 5.8 – Should CCTV data be encrypted?

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	86	62.8	20	55.6
No	51	37.2	16	44.4
Total	**137**	**100**	**36**	**100**

Respondents were asked how best to make hackney carriages easily recognisable to the public. The responses received are shown in Table 5.9. There was little support from the trade for making all vehicles the same colour or only licensing certain vehicle types. Of those who made other comments the most frequent responses were:

- Current stickers and roof lights sufficient
- Standardise roof lights/roof lights
- Use larger version of current stickers
- Make hire cares less like hackney carriages
- Chequered doors

Table 5.9 – How should hackney carriages be made easily recognisable?

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Make all vehicles the same colour	12	8.4	10	25.6
Only license certain vehicles	12	8.4	4	10.3
Show Council crest on doors and bonnet	30	21.0	9	23.1
Paint Hackney Carriage on doors	31	21.7	4	10.3
Other	61	42.7	13	33.3

Respondents were asked if hackney carriages should be permitted to have advertising covering the whole vehicle. The results are shown in Table 5.10 and show almost half of the hackney carriage respondents believed this should be permitted while the majority of private hire respondents (62.2%) believed it should not be allowed.

Table 5.10 – Should advertising wraps be permitted?

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	69	49.3	6	16.2
No	46	32.9	23	62.2
Don't Know	25	17.8	8	21.6
Total	**140**	**100**	**37**	**100**

6 Ranks

Members of both trades were asked whether they believe there is sufficient rank space in Southend-on-Sea. As shown in Table 6.1, 70.0% of the hackney carriage trade did not feel there was enough rank space in Southend-on-Sea, compared to 84.4% of the private hire trade who felt there was sufficient space.

Table 6.1 – Sufficient Rank Space in Southend-on-Sea

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	42	30.0	28	82.4
No	98	70.0	6	17.6
Total	**140**	**100**	**34**	**100**

The trade were asked whether there were any areas where a new rank should be located. Table 6.2 shows that 63.2% of the hackney carriage respondents state that there are areas in Southend-on-Sea where there should be new hackney carriage ranks. In contrast the majority of private hire respondents (87.9%) said that there should be no new ranks.

Table 6.2 – New ranks required in Southend-on-Sea

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	84	63.2	4	12.1
No	49	36.8	29	87.9
Total	**133**	**100**	**33**	**100**

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

- High St M&S - 22
- Airport - 17
- Eastwoodbury Crescent - 10
- Central Station - 5
- Alexandra Street - 4
- Clifftown Road - 3
- Marine Parade, Seafront - 3
- Broadway, Leigh - 3
- Asda Shoebury - 3
- Cliffs Pavillion / Westcliff - 2
- Chichester Road - 2
- Belton Way, Leigh - 1
- The Ridgeway, Chalkwell Station - 1
- Leigh Primary Health Care - 1

In response to the question asking whether there are any ranks in Southend-on-Sea that should be longer or have more spaces, 67.7% of the hackney carriage trade felt this was necessary, whereas only 12.1% of the private hire trade said that there was a requirement, as shown in Table 6.3. The most commonly suggested areas for extending ranks were; Alexandra

Street/Heygate Avenue, Hospital/Prittlewell Chase, The Ridgeway, Chalkwell Station, Belton Way Leigh, Leigh Station and Lifstan Way Southchurch.

Table 6.3 – Ranks in Southend-on-Sea that should be longer

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	90	67.7	4	12.1
No	43	32.3	29	87.9
Total	**133**	**100**	**33**	**100**

7 Fares

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

Table 7.1 – Opinions Relating to Hackney Carriage Fares

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Too high	7	4.9	4	10.5
Too low	10	7.0	3	7.9
About right	124	86.7	26	68.4
None/no opinion	2	1.4	5	13.2
Total	**143**	**100**	**38**	**100**

Over three quarters of hackney carriage respondents (86.7%) considered hackney carriage fares to be 'about right', as did 68.4% of private hire respondents. Respondents were then asked how often they thought the fare tariff should be increased. The results are shown in Table 7.2. Those who stated 'other' felt that the fare tariff should be reviewed;

- In line with inflation / cost of living
- When demand can support it
- When trade feel necessary
- Every three years

Table 7.2 – Opinions Relating to Fare Tariff Increase

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Annually	86	63.7	14	37.8
Every 2 years	22	16.3	11	29.7
In line with fuel prices	20	14.8	11	29.7
Other	7	5.2	1	2.7
Total		**100**	**37**	**100**

8 Training

Respondents were asked if they feel drivers receive sufficient training before being granted a drivers licence, the majority of hackney carriage respondents indicated they do not consider enough training is provided, whereas the private hire respondents disagreed with 56.4% believing there was currently sufficient. The results are outlined in Table 8.1.

Table 8.1 – Do Drivers Receive Sufficient Training Before Being Granted a Drivers Licence?

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	39	27.5	22	56.4
No	89	62.7	14	35.9
Don't Know	14	9.8	3	7.7
Total	**142**	**100**	**39**	**100**

Those who felt that there was not enough training were asked to indicate what additional training they would like to see offered to drivers, the results of which are outlined below in Table 8.2.

Table 8.2 – Additional Training for Drivers (multiple responses)

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
English Language	112	78.3	26	66.7
Customer Care	83	58.0	24	61.5
Disability Awareness	53	37.1	13	33.3
Driving Ability	63	44.1	14	35.9
Other	17	11.9	1	2.6

The results show that for both hackney carriage and private hire respondents English language training and customer care training were the two most important additional training requirements. Of those who stated other training was required, comments included:

- First aid
- Topography/roads and area knowledge
- Systems operations
- Maintaining records

Respondents were asked who the training should be offered to and if it should be voluntary or compulsory. The results are shown in Tables 8.3 and 8.4.

Table 8.3 – Who should training be offered to?

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
New Drivers	77	57.0	18	50.0
Existing Drivers	1	0.8	0	0.0
All Drivers	57	42.2	18	50.0
Total	**135**	**100**	**36**	**100**

Table 8.4 – Should training be voluntary or compulsory?

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Voluntary	32	24.4	10	29.4
Compulsory	99	75.6	24	70.6
Total	**131**	**100**	**34**	**100**

9 Taxi Market in Southend-on-Sea

Members of both trades were asked whether they consider there are sufficient hackney carriages to meet the current level of demand in Southend-on-Sea. Table 9.1 indicates the responses.

Table 9.1 – Level of Hackney Carriage Supply Enough to Meet Demand in Southend-on-Sea

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes, too many	117	82.4	17	43.6
Yes, generally sufficient	21	14.8	13	33.3
No, not during all periods of the day	4	2.8	3	7.7
Don't know	0	0.0	6	15.4
Total	**142**	**100**	**39**	**100**

Some 82.4% of respondents from the hackney carriage trade consider there to be too many hackney carriages to meet the demand in Southend-on-Sea, compared to 43.6% of private hire drivers. Some 7.7% of private hire respondents stated that there were not enough hackney carriages at certain periods of the day to meet the current demand in Southend-on-Sea, with 2.8% of the hackney carriage trade of the same opinion.

The respondents that did not consider there to be enough hackney carriages at certain times were then asked at which periods more hackney carriages were required. The responses are shown in Table 9.2.

Table 9.2 – When Are More Hackney Carriages Required in Southend-on-Sea

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
During the daytime	0	0.0	1	25.0
During the evening/night	1	20.0	1	25.0
All day and all night	4	80.0	2	50.0
Total	**5**	**100**	**4**	**100**

All respondents were asked to state how many hackney carriages there should be in the fleet in Southend-on-Sea, the results are detailed in Table 9.3.

Table 9.3 – Opinion on Ideal Hackney Carriage Fleet Size in Southend-on-Sea

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Under 276	64	57.1	13	50.0
276	38	33.9	5	19.2
Over 276	10	9.0	8	30.8
Total	**112**	**100**	**26**	**100**

Of those drivers who responded, 57.1% of the hackney carriage trade and 50% of the private hire trade felt that the hackney carriage fleet size should be less than 276.

The average size of hackney carriage fleet considered for Southend-on-Sea was 248 for the hackney carriage trade compared with 256 cited by the private hire trade.

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

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

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Yes	9	6.3	9	23.1
No	125	87.4	24	61.5
No opinion	9	6.3	6	15.4
Total	**143**	**100**	**39**	**100**

The majority of respondents from the hackney carriage trade (87.4%) felt that the numerical limit should not be removed in Southend-on-Sea compared to 61.5% of private hire respondents.

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

Congestion

The majority of respondents from the hackney carriage trade (67.4%) felt traffic congestion would increase following the removal of the limit, whilst 55.6% of the private hire trade felt there would be no effect.

Fares

Some 53.4% of the hackney carriage trade and 73% of the private hire trade were of the opinion that removing the limit on the number of hackney carriage vehicles in Southend-on-Sea would have no effect on the fare tariffs.

Passenger Waiting Times

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

Vehicle Quality

Some 65.4% of hackney carriage respondents and 45.9% of private hire respondents were of the opinion that removing the limit on the number of hackney carriage licences would result in a decrease in the quality of hackney carriages. Similarly some 64.8% of the hackney carriage trade felt that private hire vehicle quality would decrease if the limit was removed. Whereas the majority of the private hire trade felt that there would be no effect on private hire vehicle quality.

Effectiveness of Enforcement

Some 66.9% of the hackney carriage trade felt that following de-restriction, effectiveness of enforcement would decrease. Some 37.8% of the private hire trade felt that there would be no effect.

Illegal Plying for Hire

In terms of illegal plying for hire, some 60.6% of hackney carriage respondents and 41.7% of private hire respondents felt that removing the limit on the number of licences would increase illegal plying for hire by private hire vehicles. A further 36.1% of the private hire trade felt de-restriction would have no effect.

Over Ranking

The majority of both hackney carriage (85.1%) and private hire (75.7%) respondents felt over ranking would increase following de-restriction.

Customer Satisfaction

Some 43.4% of hackney carriage respondents thought customer satisfaction would decrease following de-restriction. Some 24.3% of the private hire trade were also of the same opinion.

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

	Hackney Trade			Private Hire Trade		
	Increase	**No Effect**	**Decrease**	**Increase**	**No Effect**	**Decrease**
Traffic Congestion	67.4	31.9	0.7	44.4	55.6	0.0
Fares	14.5	53.4	32.1	5.4	73.0	21.6
Passenger waiting times at ranks	5.4	77.7	16.9	2.8	52.8	44.4
Passenger waiting time by flagdown	4.7	78.9	16.4	2.7	51.4	45.9
Passenger waiting time by telephone	3.9	79.8	16.3	2.9	60.0	37.1
Hackney vehicle quality	8.1	26.5	65.4	8.1	45.9	45.9
Private hire vehicle quality	7.2	28.0	64.8	13.5	54.1	32.4
Effectiveness of enforcement	4.7	28.3	66.9	13.5	37.8	48.6
Illegal plying for hire – private	60.6	25	14.4	41.7	36.1	22.2
Illegal plying for hire – unlicensed vehicles	58.0	28.2	13.7	31.4	51.4	17.1
Over ranking	85.1	7.1	7.8	75.7	21.6	2.7
Customer satisfaction	11.8	44.9	43.4	32.4	43.2	24.3

All respondents were asked their response to '***There is not enough work to support the current number of hackney carriages***'. The results in Table 9.6 show that the majority of hackney carriage respondents (87.4%) strongly agree or agree with the statement that there is not enough work to support the current number of hackney carriages. Some 62.2% of private hire respondents were of the same opinion.

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

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Strongly disagree	5	3.5	4	10.8
Disagree	2	1.4	2	5.4
Neither agree or disagree	11	7.7	8	21.6
Agree	32	22.4	9	24.3
Strongly agree	93	65.0	14	37.9
Total	**143**	**100**	**37**	**100**

Some of the most common responses to the statement:

- Too many taxis not enough work
- Difficult to get onto ranks at time
- Long waiting times for taxis at ranks
- Drivers having to work longer to make a living

The survey then asked opinions of the following statement; '***Removing the limit on the number of hackney carriages in Southend-on-Sea would benefit the public by reducing waiting times at ranks***'. The results in Table 9.7 shows that 81.6% of hackney carriage drivers strongly disagreed or disagreed that removing the limit on the number of hackney carriages in Southend-on-Sea would reduce public waiting times at ranks, compared with 38.9% of the private hire trade.

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

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Strongly disagree	83	58.9	8	22.2
Disagree	32	22.7	6	16.7
Neither agree or disagree	11	7.8	8	22.2
Agree	8	5.7	7	19.4
Strongly agree	7	4.9	7	19.5
Total	**141**	**100**	**37**	**100**

Some of the most common responses to the statement:

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

The survey the asked opinions of the following statement, '***There are special circumstances in Southend-on-Sea that made the retention of the numerical limit essential***'. The results in Table 9.8 show that 73.5% of the hackney carriage trade agree or strongly agree that there are

special circumstances in Southend-on-Sea that make the retention of a numerical limit essential, compared with 45.7% of the private hire respondents.

Table 9.8 – Opinion of 'There are special circumstances in Southend-on-Sea that made the retention of the numerical limit essential'

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Strongly disagree	5	3.8	3	8.6
Disagree	4	3.0	4	11.4
Neither agree or disagree	26	19.7	12	34.3
Agree	25	18.9	9	25.7
Strongly agree	72	54.6	7	20.0
Total	**132**	**100**	**35**	**100**

Some of the most common responses to the statement:

- Removal of the limit would lower standards
- Many drivers would have to leave the trade
- Too many taxis as it is for the amount of work

Finally the trade were asked what effect they thought it would have on them if the authority removed the numerical limit on hackney carriages. The results show in Table 9.9 that 72% of hackney carriage responses cited they would work longer hours and 35% would leave the trade. Some 30.8% of private hire drivers also said they would not change if the limit was removed and 35.9% said they would work more hours.

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

	Hackney Trade		Private Hire Trade	
	Frequency	**Percentage**	**Frequency**	**Percentage**
No change	15	10.5	12	30.8
Work more hours	103	72.0	14	35.9
Work fewer hours	1	0.7	2	5.1
Acquire a hackney vehicle licence	7	4.9	5	12.8
Acquire more than one hackney vehicle licence	3	2.1	0	0.0
Switch from hackney to private hire	2	1.4	1	2.6
Switch from private hire to hackney	3	2.1	14	35.9
Leave the trade	50	35.0	8	20.5
Other	10	7.0	1	2.6

For details of your nearest Halcrow office, visit our website
halcrow.com

Halcrow