



City of Wolverhampton Council
Hackney carriage demand survey

November 2019

Executive Summary

This Hackney carriage demand survey has been undertaken on behalf of City of Wolverhampton Council following the guidance of the April 2010 DfT Best Practice Guidance document, and all relevant case history in regard to unmet demand. This Executive Summary draws together key points from the main report that are needed to allow a committee to determine from the facts presented their current position in regard to the policy of limiting hackney carriage vehicle licences according to Section 16 of the 1985 Transport Act. It is a summary of the main report which follows and should not be relied upon solely to justify any decisions of a committee but must be read in conjunction with the full report below.

The City is made up of the main City centre plus several other relatively autonomous centres, out of town locations and the i54 Business park which provide a wide range of different operating scenarios for licensed vehicles. Local transport policy in the Movement for Growth document supports licensed vehicles particularly for their value in providing interchange with other modes and some more direct trips than possible with larger forms of public transport. Since the last survey, there has been significant decline in retail offer in the City centre, which has continued since the survey was completed.

Since the last survey, the dependence of hackney carriage on private hire bookings has increased. This is further strengthened since private hire remain dependent (by choice) on the hackney carriage fleet for wheel chair accessible capabilities. Further, structural change in the industry has seen private hire increase their involvement in the hackney carriage trade whilst former hackney carriage based circuits seem to have reduced.

Since the last survey, observed usage of hackney carriage ranks has reduced by 14% in passenger terms. Victoria Street has lost most patronage although passenger levels at the station have remained similar despite the rank having moved and current access being felt to be poor by drivers. Usage of the smaller ranks appears to have increased with Market Street still second busiest followed by Victoria Street.

Rank patronage grows from Thursday to Friday to Saturday and then down to the Sunday levels, although the latter appear to be similar to the Thursday levels. Despite continued fall in passenger numbers, there remain few hours across the city when ranks are not active with passengers using them. The longest period without passengers at ranks was from 05:00 to 08:00 on the Sunday morning.

General service to the public from ranks is excellent, with very low levels of observed passenger waiting. The estimated average passenger delay is just three seconds, effectively imperceptible.

Reduced overall demand appears to have led to reduced hackney carriage activity, with the proportion of plates observed falling from 75% last time to 58% now. The peak fleet activity level observed was 24% early evening.

Abuse of the more-used smaller ranks was high.

Use of ranks by people wanting to get hackney carriages in wheel chairs was high in context of other areas, with other disabled people also getting good service demonstrated by their willingness to use ranks.

Current public views are that they make 2.7 licensed vehicle trips per person per month, 20% of which are by hackney carriage. 14% say they get vehicles from a rank and 3% say they hail, whilst half phone and a third use apps. A relatively low proportion could not remember when they last used a hackney carriage compared to other areas, but the proportion not remembering seeing a hackney carriage was high at 7% particularly since all local hackney carriages are black and wheel chair accessible style, i.e. highly visible.

People most said they used the Station rank followed by Market Street. People showed high levels of satisfaction with service provided. Latent demand was low with 91% feeling there were enough hackney carriages available. 44% would use electric vehicles and 56% credit card abilities, but both were dependent on provision of these not pushing prices up.

Key stakeholders mainly used private hire and / or bookings although night economy locations were appreciative of rank service.

Service at the station rank is holding its own despite change there – although rail passenger numbers are growing much more than use of hackney carriages.

Although reduced, trade response to the survey remained above the national average level. Reduced rank work had increased the number working for private hire companies, with a reduced use of pure hackney carriage radio circuits to provide this style of work.

A lower proportion now continued to support the need for a limited number of vehicles. A key concern was the continued reduction of rank-based trips.

The level of significance of observed unmet demand is now effectively zero.

Overall, use of hackney carriages from ranks continues to reduce. However, there are some positive signs including stability of the station demand despite the changes in rank location and access. The wheel chair accessible nature of the hackney carriage fleet is now felt to be very important and essential to the City. Despite all the changes and reduced demand, hackney carriage remain a key role in the City transport mix and need continued encouragement and support. A key way of doing this would be to continue to develop enforcement of ranks, particularly the small ones on the Lichfield Street axis.

There is no unmet demand at this time that can in any way be counted to be significant. However, even without any limit the potential for new vehicles is very small if not zero. If the City believes hackney carriages remain important (which this report suggests is the case) the fleet needs every encouragement.



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1 General introduction and background

City of Wolverhampton Council is responsible for the licensing of hackney carriage and private hire vehicles operating within the Council area and is the licensing authority for this complete area. Further details of the local application of Section 16 of the 1985 Transport Act with regard to limiting hackney carriage vehicle numbers is provided in further Chapters of this report. Hackney carriage vehicle licences are the only part of licensing where such a stipulation occurs and there is no legal means by which either private hire vehicle numbers, private hire or hackney carriage driver numbers, or the number of private hire operators can be limited.

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

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

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

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

The most recent reviews were by the Office of Fair Trading in 2003, through the production of the BPG in 2010, the Law Commission review which published its results in 2014, the Parliamentary Task and Finish Group which reported in September 2018, the Government Response in February 2019 and the consultation on "Protecting Users" which closed on 22 April 2019. None of these resulted in any material change to the legislation involved in licensing. Other groups have provided their comments (including the Urban Transport Group and the Competition and Markets Authority) but the upshot remains no change in legislation from that already stated above.

With respect to the principal subject of this survey, local authorities retain the right to restrict the number of hackney carriage vehicle licenses. The Law Commission conclusion included retention of the power to limit hackney carriage vehicle numbers but utilizing a public interest test determined by the Secretary of State. It also suggested the three- year horizon also be used for rank reviews and accessibility reviews. It is assumed the Government response to the Task and Finish Group is now effectively the current reaction to this extensive research.

It is also understood that the revisions resulting from the recently closed Government Consultation will eventually lead to a more comprehensive review of the sections of the BPG not affected by the February 2019 Statutory Guide, as stated in para 1.8 of that document – "A consultation on revised BPG, which focusses on recommendations to licensing authorities to assist them in setting appropriate standards (other than those relating to passenger safety) to enable the provision of services the public demand, will be taken forward once the final Statutory Guidance has been issued." There is currently no quoted date either for final agreement on the "Protecting Users Statutory Guidance" nor for the taking forward of the wider BPG review. The April 2010 BPG therefore remains valid for our review.

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

Within this quality restriction, there are various levels of strength of the types of vehicles allowed. The tightest restriction, now only retained by a few authorities only allows 'London' style wheel chair accessible vehicles, restricted to those with a 25-foot turning circle, and at the present time principally the LTI Tx, the Mercedes Vito special edition with steerable rear axle, and the Metrocab (no longer produced).

Others allow a wider range of van style conversions in their wheel chair accessible fleet, whilst some go as far as also allowing rear-loading conversions. Given the additional price of these vehicles, this often implies a restriction on entry to the hackney carriage trade.

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

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

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

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

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

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

In November 2016, the DfT undertook a consultation regarding enacting Sections 167 and 165 of the Equality Act. These allow for all vehicles capable of carrying a wheel chair to be placed on a list by the local council (section 167). Any driver using a vehicle on this list then has a duty under section 165 to:

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

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

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

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

In general, industry standards suggest (but specifically do not mandate in any way) that the determination of conclusions about significance of unmet demand should take into account the practicability of improving the standard of service through the increase of supply of vehicles.

It is also felt important to have consistent treatment of authorities as well as for the same authority over time, although apart from the general guidance of the BPG there is no clear stipulations as to what this means in reality, and certainly no mandatory nor significant court guidance in this regard.

During September 2018 the All-Party Parliamentary Group on taxis produced its long-awaited Final Report. There was a generally accepted call for revision to taxi licensing legislation and practice, including encouragement for local authorities to move towards some of the practical suggestions made within the Report. The Government has broadly supported the recommendations of this Task and Finish Group.

Despite some opposition from members of the group, the right to retain limits on hackney carriage vehicle numbers was supported, with many also supporting adding a tool which would allow private hire numbers to be limited where appropriate, given reasonable explanation of the expected public interest gains. This latter option is now being taken forward in Scotland, with two studies published and the Scottish Government preparing guidance, although the Government response did not support this option.

As already stated, other groups have provided comments giving their views about licensing matters but the upshot remains no change in legislation from that already stated above.

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

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

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

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

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

Further, introduction of recent methods of obtaining vehicles, principally using 'apps' on mobile phones have also led to confusion as to how 'apps' usage sits with present legislation.

All these matters can impact on hackney carriage services, their usage, and therefore on unmet demand and its significance.



2 Local background and context

Key dates for this Hackney carriage demand survey for City of Wolverhampton Council are:

- appointed Licensed Vehicle Surveys and Assessment (LVSA) on 25 March 2019
- in accordance with our proposal of March 2019
- as confirmed during the inception meeting for the survey held on 25th March 2019
- this survey was carried out between April and October 2019
- On street pedestrian survey work occurred in early July 2019
- the video rank observations occurred in early April 2019
- Licensed vehicle driver opinions and operating practices were canvassed by an all-driver survey available principally during May 2019
- Key stakeholders were consulted throughout the period of the survey
- A draft of this Final Report was reviewed by the client during November 2019
- and reported to the appropriate Council committee after that date.

City of Wolverhampton Council is a metropolitan unitary authority and in terms of background council policy able to produce its own overarching transport policy as well as appoint ranks. The authority has a current population of 262,474 using the 2019 estimates currently available from the 2011 census. This is about a 3% growth since the level at the time of the 2015 survey.

The City focusses on the main city centre, but like many of the other West Midlands conurbation authorities also has several other relatively autonomous urban centres including Bilston and Wednesfield plus several important out of town shopping areas, including at least one outlet style centre. The i54 business park on the far north western edge of the conurbation has continued to grow and develop providing a key hub for transport needs.

Transport Policy remains summarised in the current "Movement for Growth" (MFG) document adopted on 17th December 2015 which replaced the previous Local Transport Plan. Hackney carriages and private hire are mentioned as supporting local accessibility providing interchange with other modes as well as providing direct local trips (MFG para 4.5.9).

Since the last survey, the local economy has seen quite a few new developments occur, and continued investment is being made in both extending the tram route to the main station forecourt and also in improving the station buildings and access. Since the last survey the station car park and access route has been revised and the rank moved to a new location.

On a less positive side, the period since the last survey has also seen closure of several key city centre stores with this trend continuing since the survey occurred.

All licensing authorities have full powers over licensing the vehicles, drivers and operators serving people within their area. City of Wolverhampton Council had a limit on hackney carriage vehicle numbers that the DfT statistics suggested began in 2000 which was formally removed on 19th October 2005. There are records of earlier surveys in 2015, 2005, 2003 and 1999, although the 2005 survey was undertaken without any on-the-ground rank work. (see more details later).

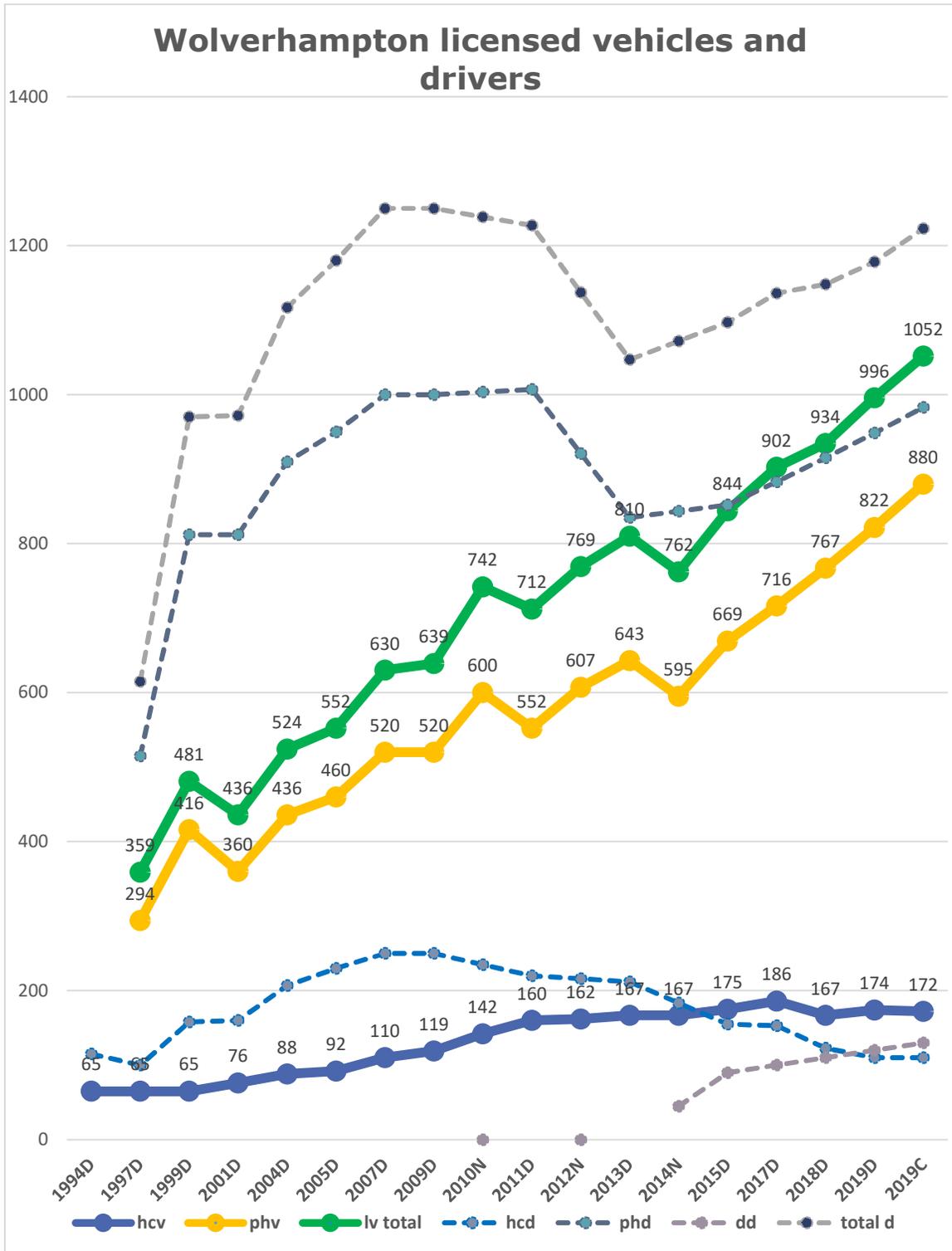
At the point of removal of the limit, it was also estimated that the expected level of hackney carriages for the population of the area was 300.

With removal of the numerical limit came increased quality controls. The initial condition was that any new hackney carriage vehicle had to be completely new and of a type approved by the Council. At that time, existing hackney carriages could be replaced by vehicles that were up to ten years old.

2013 saw the policy revised to allow 'new' hackney carriages to be up to two years' old with a move towards four years in April 2014 and six in April 2015, although in the end only the 2014 change occurred. Following the 2015 study, a renewed focus on encouraging quality in the hackney carriage fleet was reiterated.

By drawing together published statistics from both the Department for Transport (D) and the National Private Hire Association (N), supplemented by private information from the licensing authority records (C), recent trends in vehicle, driver and operator numbers can be observed. The detailed numbers supporting the picture below are provided in Appendix 1. Due to the comparative size, the operator figures are shown in the second picture.

It should be noted that over the last few years Wolverhampton has issued private hire vehicle, driver and operator licences that are utilised well beyond the City boundary and we have modified the private hire statistics to reflect the 'local' element only in the graphs below. This was undertaken by estimating the annual growth between 1997 and 2015 and then applying this to the 2015 level to estimate a local private hire number estimate.



Licensing Statistics from 1994 to date

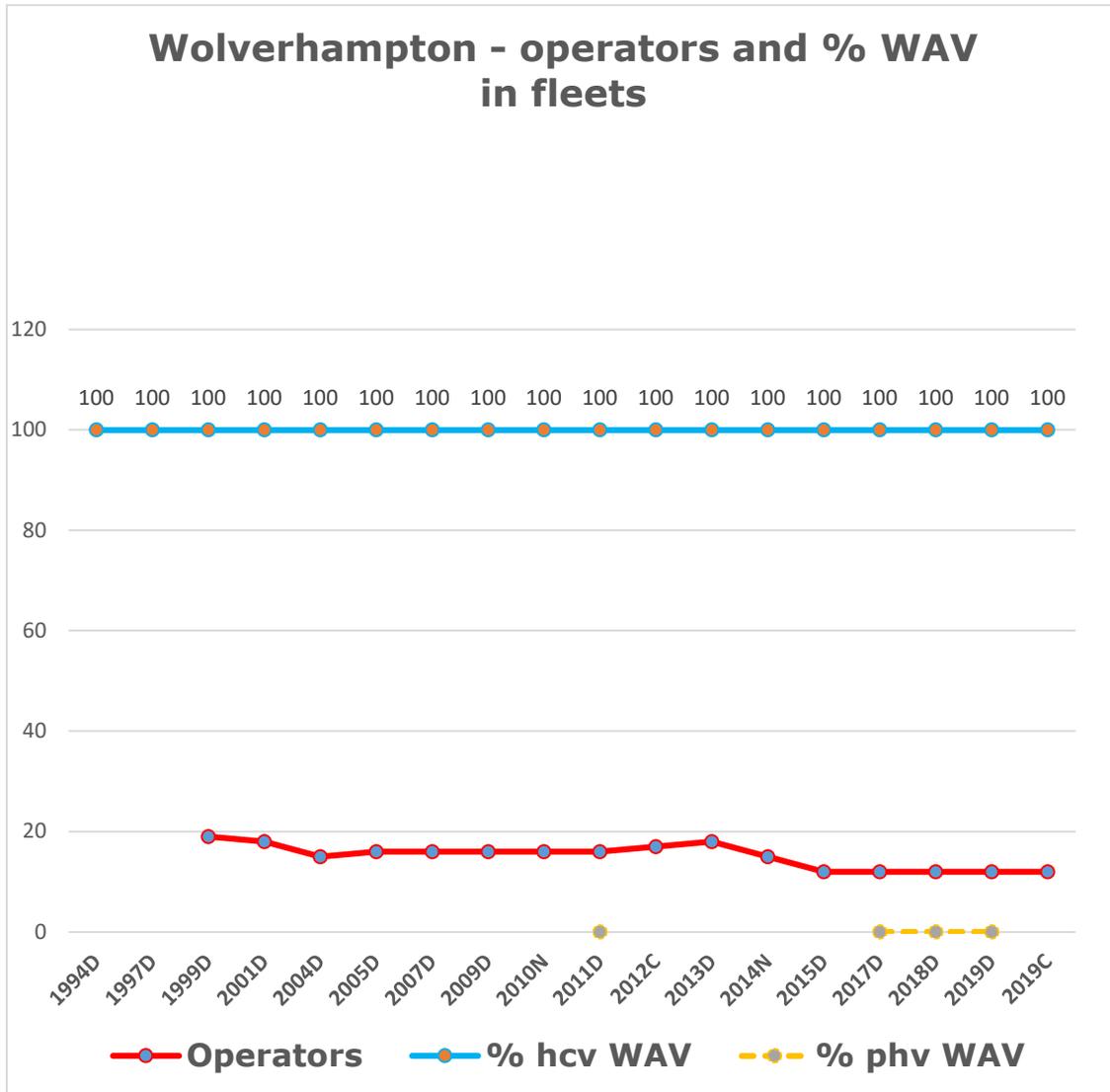
The graph shows that hackney carriage vehicle numbers rose slightly after the last survey, but then dropped back a little with some growth more recently. The latest council statistics suggest numbers have reduced slightly. They remain below the peak level reached just after the last survey. There has never been any trend towards the level of vehicles reaching the 300 estimated that might occur when the limit was first removed and this level would seem to be unlikely to ever occur.

Private hire in the area continue to see growth – although there are a very large number of vehicles servicing demand across England which do not provide any local service at all. However, even taking this into account this implies the proportion of the fleet that is hackney carriage continues to fall.

The level of hackney carriage only drivers has been reducing as the option of having a licence that allows a driver to use either hackney carriage or private hire has been taken up by many. Private hire driver numbers have increased although perhaps more slowly than the vehicle numbers (even allowing for the estimation of these more recently). The level of take-up of dual driver licences seems slow.

Information is also available from these sources to show how the level of wheel chair accessible vehicles (WAV) has varied. It must be noted that in most cases the values for the private hire side tend to be much more approximate than those on the hackney carriage side, as there is no option to mandate for private hire being wheel chair accessible. In some areas, to strengthen the ability of the public to differentiate between the two parts of the licensed vehicle trade, licensing authorities might not allow any WAV in the private hire fleet at all.





Operator numbers and levels of WAV provision in the fleet

The graph showing operator numbers demonstrates reasonable stability in terms of operator numbers locally since the last survey, after a fall occurred just in advance of the last survey. These latter values are estimates attempting to ignore operators without any vehicles operating in Wolverhampton themselves.

The hackney carriage fleet has been fully wheel chair accessible for a long period. However, recent years have seen a very small level of introduction of wheel chair style vehicles in the private hire fleet, although it is unclear if these are locally used or not.

Fleet ownership structure

In 2015, there were two hackney carriage only telephone networks with three other private hire companies that had at least one hackney carriage allied to their circuit.

There were also two hackney carriage associations, one related to the original 65 plates (Wolverhampton Taxi Owners Association, WTOA), who were at one point the only vehicles linked with the rail station contract, and the Wolverhampton Hackney Carriage Drivers Association (WHCDA) who were initially formed for those with plates from 66 upwards.

The private hire fleet in 2015 had its largest group with 150 vehicles, two other companies with 100 each, one with 40 and five with 30-39 vehicles.

We understand that the companies used by hackney carriage to obtain their phone work has moved towards the private hire sector rather than the former strong allegiance to hackney carriage radio circuits with one private hire company tending to have more of the hackney carriage fleet. This should be positive in terms of ensuring their phone bookings for WAV style vehicles can better be met than any other informal arrangements.

3 Patent demand measurement (rank surveys)

As already recorded in Chapter 2, control of provision of on-street ranks in City of Wolverhampton Council is within the powers of the authority itself albeit in a different department. However, the licensing and transport sections of the Council are currently working very closely together.

Appendix 2 provides a list of ranks in City of Wolverhampton Council at the time of this current survey.

Our methodology involves a current review both in advance of submitting our proposal to undertake this Hackney carriage demand survey and at the study inception meeting, together with site visits where considered necessary. This provides a valid and appropriate sample of rank coverage which is important to feed the numeric evaluation of the level of unmet demand, and its significance (see discussion in Chapter 7). The detailed specification of the hours included in the sample is provided in Appendix 3. Detailed results by rank, day and hour are in Appendix 4.

The surveyed information was factored to provide estimates of average weekly demand in the table below. This also includes information from our 2015 survey partly to validate the current estimates and also to provide some comparison to see how demand for hackney carriages appears to have developed over time.

Rank		Passengers per week 2015 survey	Change from 2015
Railway Station (private)	4,065 (60%)	4,076 (51.3%)	Same
Market Street	1,365 (20%)	1,753 (22.1%)	-22%
Victoria St	907 (13%)	1,685 (21.2%)	-46%
Queen's Square	132 (1.9%)	Not included	
North Street	129 (1.9%)	82 (1.0%)	+57%
Lichfield St HSBC	121 (1.9%)	264 (3.3%)	-54%
Lichfield St Art Gallery	72 (1.1%)	66 (0.8%)	+8%
Wulfruna St	12 (0.2%)	15 (0.2%)	-20%
Total	6,803	7,941	-14%

Current hackney carriage usage remains focused on the station rank, which is subject to additional restrictions being on private land. We understand the contract for this is now with the local train operator rather than being with the long-distance operator as it was at the time of the previous survey. In the present survey, this rank provides 60% of the current weekly estimated demand for hackney carriages in the City.

There are two other ranks that see significant usage – Market Street with about 20% of passengers and Victoria Street with 13%. Five other rank locations, some which only operate at night, were also observed and found to see small levels of usage. Three of these saw around 2% of passengers, one saw 1% and another saw a very small, but positive, level of usage.

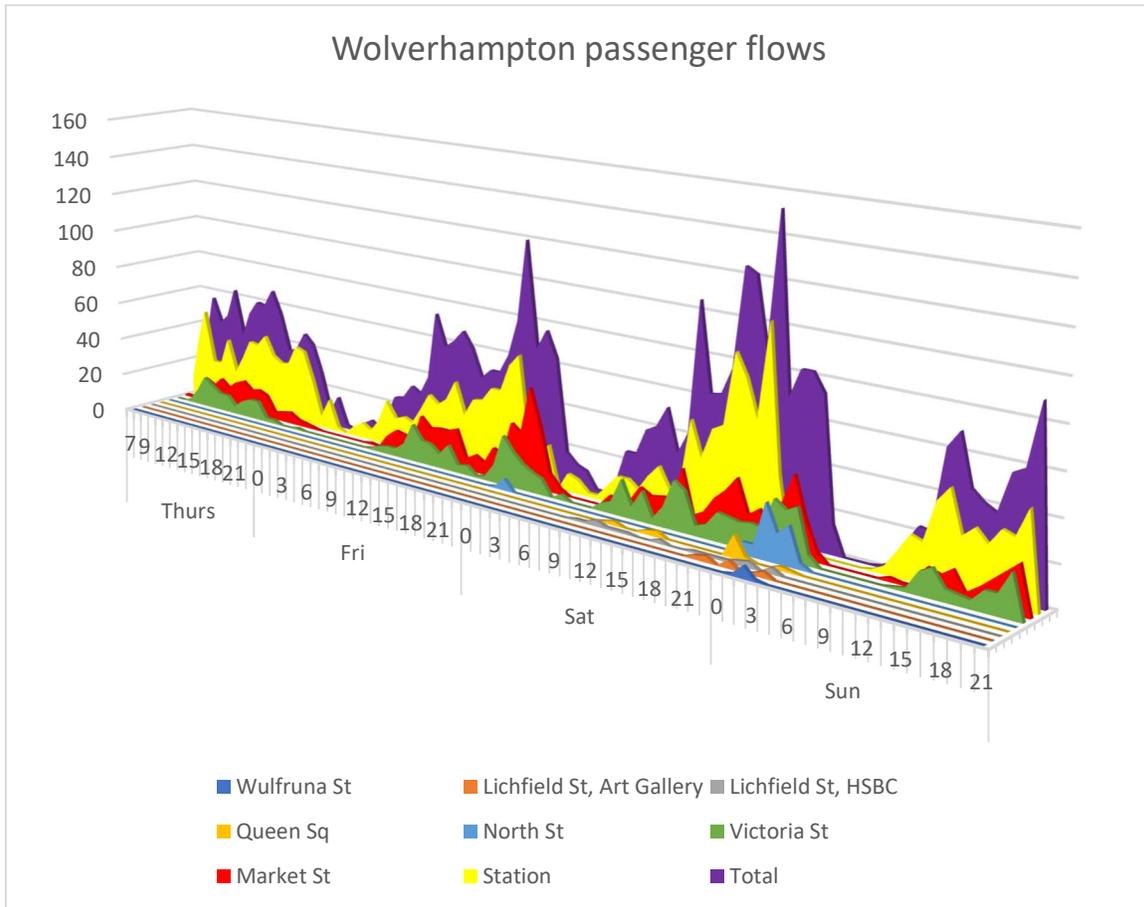
Compared to the previous survey, overall total demand at the ranks in the City for hackney carriage passengers has reduced by 14%. This is sensible given the changes in the City centre shop profile in that period. The level of usage at the station is very similar in passenger numbers, although with other ranks reducing levels this implies the share this rank provides has now increased from 51% last time to 60% now. The fact that the rank has maintained the level of usage despite being moved is encouraging.

Market Street rank remains the second busiest, having lost about a fifth of demand compared to the last survey. Its market share has fallen marginally from 22% to 20%. The bulk of passenger losses have been from the Victoria Street rank, which reduced usage almost by half since the last survey. Its market share has fallen from 21%, and very similar to Market Street, to 13% now.

The North Street rank, which had just been introduced at the time of the last survey, has increased its level of usage, and consequently its share of the overall proportion of demand, although this remains very small compared to the main ranks. The rank in Queen's Square now sees about the same level of usage as North Street, whilst the nearby Lichfield Street HSBC rank has reduced usage and share, but now sees about the same level as the two other ranks mentioned above – giving three small ranks about the same level of average passengers per week. The other rank in Lichfield Street, near the Art Gallery, saw marginally increased passenger levels, whilst the night Wulfruna Street location remained relatively similar and only little used.

Variation by day

The surveyed rank passenger patronage is shown below by hour and day for each rank, and for the total overall rank passenger flows in the City.



This shows that overall demand grows from Thursday to Friday to a Saturday peak followed by a reduction on the Sunday, although overall flow levels on the Sunday are not too far short of those on the Thursday. The graph also suggests that there are several sharp peaks in demand on the Saturday evening / night with other peaks also on Friday and Sunday nights. Whilst all these peaks are dominated by the station, hence related to rail arrivals, on both busiest days there are also peaks at Market Street which compound the impact of the Station peak by being about two hours later, although vehicles should have returned from the earlier peaks by then.

The graph suggests only a few hours in the survey when there were no hackney carriage passengers leaving ranks across the City. In fact, detailed review finds just one hour between 07:00 Thursday and 05:00 in the early hours of Sunday morning (the 03:00 hour in the early hours of Friday morning). However, the longest quiet period is from 05:00 on Sunday morning, with activity at the station starting in the 08:00 hour, at Market Street in the 10:00 hour and at Victoria Street in the 11:00 hour, a very slow start to Sunday flows.

Considering total flows overall, the peak flow was 152 in the 23:00 hour on Saturday night. Two thirds of these passengers were from the station rank. There were four other hours across the whole survey where passenger flows totalled over 100 in any hour – two of which were 20:00 and 21:00 on Saturday, with 16:00 Saturday also and finally 23:00 on Friday.

On the Thursday Market Street and Victoria Street tended to be quiet once the shops had closed. However, on Fridays, Saturdays and Sundays, both ranks remained active much later.

Overall all the hours surveyed the average passenger level per hour was 44, although many hours had less given the peakiness of the profile.

Queue information

The rank activity data was reviewed to identify all hours where passengers had to wait for vehicles to arrive at the rank – or unmet demand. There were just four hours (1% of all surveyed hours) with average passenger waiting times a minute or more. A further 2% had some average passenger delay, but not exceeding 59 seconds.

The worst estimated delay was at Wulfruna Street night rank where six people waited 11 minutes or more (the longest wait recorded was 15 minutes). This gave an average passenger delay of 13 minutes although this was more a result of high relative demand at a rank that is generally little used. However, across the full survey these were the only passengers that had to wait 11 minutes or more, with the next largest wait being six minutes, only experienced by two people at Market Street.

The remaining 23 passengers that experienced a wait all waited no more than five minutes, with most waiting much less, and often only a minute or so. Overall, just 0.8% of all the observed passengers during our survey period actually had to wait for a vehicle to arrive, a very good level of service.

Most waits were at Market Street although there were three hours where people had to wait for vehicles at the station rank – two of which were 08:00 on the Thursday and Friday mornings (i.e. peak traffic hour).

This good performance is further documented by the overall average passenger delay for this survey being just three seconds, or 0.05 minutes, very low and almost imperceptible.

Plate activity review

A sample of plate numbers were, as in the last survey, collected to identify the level of activity of the fleet during the survey. Observations covered each part of the area near to key ranks (but not at the ranks). A total of 6.5 sample hours were covered between the hours of 14:00 and 02:00 near the three key ranks. Two samples were obtained at the station, one at Market Street and three sample periods at Victoria Street. All were undertaken, as in the previous survey, on the Friday of the rank observations.

A total of 722 observations were obtained covering all 'taxi' appearing vehicles. This is 86% of the number of observations in the previous survey, even though similar times were observed on a similar day. These were split into local hackney carriages, local private hire and out of town private hire or taxis. 31% of the observations were identified as local hackney carriages.

Overall the full sample period, 58% of all hackney carriage plates were observed at least once. This is significantly lower than the 75% seen in the previous survey.

However, there was variation in the level of activity by time and location. The early afternoon Victoria Street sample identified 10% of the fleet; the late afternoon Station sample 17%, late afternoon Market Street 9%, early evening Victoria Street 24%, end of station operation hour, 23% and finally the early hours of Saturday morning near Victoria Street, 8%. These values tend to match the overall rank patronage, although there tend to be more vehicles compared to demand at the other two ranks compared to at the station rank, which had the second and third highest levels of plate activity.

It is also clear that there are very few plates active for particularly long periods with the highest level of activity at one place being just 24%, less than half the overall level of plates that were observed active within the Friday sample period. Most vehicles observed were only seen at or near one of the ranks, with 56% only seen once. 31% were seen in two different samples, 12% at three and just 1% at four – with none seen in every time period observed.

63% of the records were attributed to local private hire vehicles. 6% were identified as non-Wolverhampton vehicles, nearly all private hire style.

Overall activity at or near ranks

A check was made to identify the overall level of vehicle activity at or near ranks across the rank observations. Over 8,000 different vehicle arrivals and departures were recorded during our sample rank observations. 71% of these movements were local hackney carriages. However, 18% were private hire vehicles and 10% were private cars.

A further review was undertaken to identify the worst locations seeing potential abuse by non hackney carriage vehicles. Queen Square saw 86% of the observed vehicles were private hire, followed by 72% at the HSBC rank on Lichfield St, 70% at the Art Gallery rank on Lichfield Street and 65% at Wulfruna Street. Our video watching identified that many of these were vehicles picking up passengers who were presumably booked, but many of these, and other movements, also made it more difficult for hackney carriages to gain access to wait at these locations.

Private car abuse tended to be at a lower level, with North Street being the worst location with 43% of identified vehicles there being private cars. Wulfruna Street had 31% private cars with no other site seeing more than 11%.

This suggests there is need to be able to discourage compliance, with a potential need for hard evidence of the abuse and of the exact course of events, which would be assisted by CCTV focussed particularly on the smaller ranks. It was our impression that this time there were more hackney carriages servicing these smaller ranks than we had seen in the previous survey.

Use of ranks by those with disabilities

The survey identified occasions when people in wheel chairs used ranks. A total of 17 passengers were observed accessing hackney carriages at ranks in wheel chairs – a high level compared to many other similar places. There were six people at the station rank, five each at Victoria Street and Market Street and one in Queen Square. During an associated project looking at event management plans for licensed vehicles, several people in wheel chairs were observed set down or picked up by hackney carriages at events, both in the city centre at or near the Queen Square rank or Wulfruna Street, and also at out of town sites. It is not clear if these were booked trips or hailings.

There were a further 36 people who had some other observable form of disability – mainly identified by use of walking aids of various levels. 15 were at Market St, 10 at the station, 6 at Victoria Street and 5 in Queen Square. All were ably assisted by drivers into their vehicles.

4 General public views

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

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

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

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

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

More details of the results of the on-street responses are included in Appendix 5.

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

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

For this current survey, 200 interviews were focussed on those in the central City of Wolverhampton centre area. These were undertaken on a Wednesday and a Friday in early July 2019. A range of central streets were used.

The actual sample of people interviewed more females than in the expected census level (54% compared to 51%). A lot less of the highest age group (55+) were observed, 11% compared to 35% in the expected 2019 Wolverhampton national value, with correspondingly more for both the other two age groups (35% compared to 24% for the under 30 and 55% compared to 41% for the middle group. 82% said they lived in the Wolverhampton council area, with the remainder all stating postcodes that were within the expected area of influence of Wolverhampton, including some from Dudley, Shropshire and Staffordshire areas nearby. 43% said they had regular access to a car, a relatively low level that should imply increased likely usage of licensed vehicles.

Overall, the interview sample should still provide a good outline idea of the views of people active in the central Wolverhampton area in 2019, although there could be some under-estimate of the impact of older groups, who often use more licensed vehicles, though this could be offset by many of those being interviewed being those without access to a car, which would increase potential licensed vehicle usage.

62% of those interviewed said they had used a licensed vehicle in Wolverhampton in the last three months.

All of those interviewed also told us how often they had used a licensed vehicle in Wolverhampton, with an emphasis on never (20%) and once or twice yearly (19%), yet with 16% also saying once or twice monthly and once or twice weekly each, and 9% saying three or more times weekly. This provides an estimated 2.7 trips per person per month by licensed vehicles by those interviewed.

A reduced number of people responded to the question of how often they had specifically used a hackney carriage in the same period. Using the same factors, and assuming all not responding had not used hackney carriages at all, there are 0.6 trips by hackney carriage per person per month. This equates to 20% of the total licensed vehicle usage, a relatively high proportion.

People were asked how they normally got a licensed vehicle in the area. Multiple responses were given, with 50% of the response saying they got one by phone, 32% used an app, 14% obtained from a rank and 3% hailed. 2% used a freephone, making phone bookings dominant, although the hail proportion is high compared to the national value of about 1%.

To understand the telephone bookings further, people were asked to provide the three companies they phoned most often. Two thirds of those interviewed provided at least one answer. However, only 1% named three companies and just 19% two, with all other responses being a single company name. 19 different companies were named.

Only three companies obtained more than 6% of the quotes. The largest company had 35%, the second 26% and the third 17%. All others had 6% or less of mentions, with many getting just a single mention.

The high number of responses saying they used an app (32%) mainly used one specific app, although a second app did obtain 9% of the quotes for those saying they used an app, with two other apps getting just a single mention each. However, many of those using an app did not actually name that company in their list of companies contacted, just said they used an app and then which one.

There were 7% of those responding about how often they had used a hackney carriage who said they could not remember seeing a hackney carriage in the Wolverhampton area, a high level given the interviews were central-based and that the fleet is entirely black-cab style based. A further 37% could not remember when they last used one, although that is a relatively low proportion compared to other locations. 28% said once or twice yearly with the other highest positive percentage being 9% who said once or twice monthly.

People were asked about their knowledge of ranks in the area. 32% of those interviewed provided between one and three answers, and also if they used the rank they had named. Just 6% of those responding gave three locations, and 37% gave two, with everyone else just giving a single location.

Of all the mentions made, 35% named Wolverhampton station rank. 31% said Market Street and 25% Queen Square. None of the other locations gained more than two mentions, with some clearly being other names for the above three, with one mentioning a night only location but then said they did not use this in any case. It was not directly clear if Queen Square actually meant the ranks there, or Victoria Street, with a mix saying they used Queen Square and others saying they did not.

In total, 57% of the ranks quoted saw people say that they did actually use that rank.

A small number of people made it clear they did not use ranks principally because they used other forms of public transport rather than licensed vehicles.

With respect to the rating of specific aspects of the last licensed vehicle trip, 45% of those interviewed provided a rating for each aspect of the trip requested. The main response for all categories was 'good', suggesting relatively high satisfaction with trips made. As is usual, the main category not matching this was price, where 2% said very poor and 7% said poor, although a relatively high 17% also said very good for price. Only one other category, driver professionalism scored any 'very poor' and that was just for 1% of the voting. Driver knowledge scored the best of all items requested, with a fifth of those responding saying this was felt to be very good.

About a third of people told us what would encourage them to use hackney carriages or to use them more. Of all responses, 29% said cheaper fares, 27% said more hackney carriages they could phone for, and 24% better vehicles. Just 3% said more hackney carriages they could get at a rank.

There was one response saying they would make more usage were they able to pay by card, with another saying if they could pay by card and there was also a loyalty scheme.

Latent demand was tested with the industry standard if people had given up waiting for a vehicle either at ranks or when hailing. Of the two people saying they had given up waiting at a rank, only one actually quoted a rank location, suggesting the factor for rank-based latent demand is a very low 0.5%, or 1.005. No-one had given up trying to hail, providing a combined latent demand factor the same.

91% felt there were enough hackney carriages in the Wolverhampton area.

94% said they felt safe using licensed vehicles before 18:00 with a slightly reduced value of 90% after that time. No-one made any clear suggestions of what might make them feel safer.

85% of those responding felt hackney carriage fares were expensive but 12% felt them fair, with the remainder of people not having any opinion.

44% said they would consider using an electric powered hackney carriage, but only if it did not imply any extra cost. The remainder of those responding said they had no opinion.

58% of those interviewed gave their view about use of paying hackney carriage fares by credit or debit card. 56% said they would be happy as long as there was no extra cost implied. The remainder, 44%, said they would still continue to pay cash even if a machine was available.

85% of those responding said they did not, nor did they know anyone, that needed an adapted licensed vehicle. Of those needing adapted vehicles, the bulk needed a wheelchair accessible style (14% compared to 2% for other styles).





5 Key stakeholder consultation

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

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

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

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

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

Where the statistical analyses in Chapter 2 demonstrate low levels of wheelchair accessible vehicle (WAV) provision, an increased emphasis will be given to the issue in terms of the focus of stakeholders but also in specific efforts to contact disabled users and their representatives. However, it must be remembered that none of our consultation is statutory and for cost effective and fixed budget reasons we limit our attempts to contact people generally to a first attempt and reminder.

Further listing of who has responded and how is provided in Appendix 6 but ensuring privacy where appropriate for those contacted.

Supermarkets

One supermarket told us their customers did use local licensed vehicles. Most used the free phone in the entrance although some asked Welcome Desk staff to make calls for them. They were not aware of ranks and the only issue that they had been told about was private hire arriving and leaving before older customers had time to get across to them. Four other stores made no comment.

Hotels

Two hotels told us their guests did use local licensed vehicles which reception would phone for. One was not aware of any rank, whilst the other was aware of the station rank. Neither had received any complaints from their guests about the service provided. One hotel refused to respond whilst another was found to have closed down.

Public houses

Three public houses told us their customers used local licensed vehicles. Two said that both staff and customers used the phone in reception to call, whilst another said their customers all made their own bookings. One was unaware of any nearby rank, one said there had been one but it had disappeared and the other was aware of a rank 'round the corner'. Whilst two had not received any complaints, one said its customers complained of late arrivals, non-arrivals and over-charging by vehicles, but did not specify if this was booked private hire or other vehicles. One location was identified to have closed whilst four others provided no comment.

Night clubs

One night club said its customers used local licensed vehicles which they either booked themselves or obtained at the rank they were aware of. They had not received any complaints about the service provided. One venue had closed and three others provided no response.

Other entertainment venues

Two entertainment venues said their customers used local licensed vehicles. One had a free phone whilst the other had a taxi button that people used. One was not sure if there was a rank nearby, the other thought there was no rank. One had not received any comments about the service whilst another said people did complain but only if the vehicle took longer to arrive than was quoted. One other did not respond with a further location refused to provide any response.

Restaurants

Two of the target locations were found to have closed down whilst the other three approached made no comment.

Hospitals

No response was made.

Police

No response was made.

Disability

No responses were made.

Rail and other transport operators

National rail statistics are available for each station in Great Britain. The Table below provides the trends from when statistics were first made available.

Rail year (ends March in last yr noted)	Entries / exits	Growth / decline
Wolverhampton (98th)		
1997 / 1998	1,848,702	n/a
1998 / 1999	2,146,335	+16%
1999 / 2000	1,931,442	-10%
2000 / 2001	1,818,148	-6%
2001 / 2002	1,930,055	+6%
2002 / 2003	1,960,944	+2%
2003 / 2004	Not collected	
2004 / 2005	2,058,706	+5% (2 yrs)
2005 / 2006	2,254,742	+10%
2006 / 2007	2,399,955	+6%
2007 / 2008	2,510,429	+5%
2008 / 2009	4,221,010	+68%
2009 / 2010	4,280,096	+1%
2010 / 2011	4,454,566	+4%
2011 / 2012	4,203,492	-6%
2012 / 2013	4,207,032	+0%
2013 / 2014	4,406,594	+5%
2014 / 2015	4,495,936	+2%
2015 / 2016	4,746,338	+6%
2016 / 2017	4,920,356	+4%
2017 / 2018	4,993,372	+1.5%
Last three years (14/15 to 17/18)		+11%
From start of data collection		+172%

Wolverhampton station continues to grow – and is now within the top 100 stations in terms of patronage across the full set of British rail stations. At the time of the last survey it was 102nd, it is now 98th and in the next year should most likely rise to over 5 million entries and exits per year. Since data was first presented, it has grown by 172%, i.e., nearly tripling the numbers.

Growth in the last three years, roughly matching the period of the survey, has been 11%, compared to 7% in the previous three years. This compares to hackney carriage passenger numbers remaining the same (against the background of otherwise overall decline of hackney rank-based passengers).

Since this current survey, additional train services have been added, with more to come, hence growth here can be expected to continue and probably to increase further. There may be other change arising from the transfer of the London – Scotland service from Virgin Trains to the new First consortium, which begins on 9 December 2019, although this may take time to develop.



6 Trade stakeholder views

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

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

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

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

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

The previous survey saw a response rate of some 31% for hackney carriage drivers. That was driven by a potential hope that a limit might be returned. For this survey, the response was 18 drivers, about 10% of hackney carriage, 3% of dual and just 0.2% of private hire, of 1.5% of all drivers overall.

The average length of service for the full sample was the same as for the last survey, 14 years. The range of years was slightly less, being 1 to 40, compared to up to 44 last time. The private hire drivers responding had significantly lower times in the trade – just three years compared to 19 for those who said they only drove hackney carriages.

The proportion that said they had last worked six days was 44%, just 1% higher than in the previous survey. However, just 11% said they worked seven days compared to the 31% that said this previously. The next highest proportion was 17% who said they worked four days.

The average number of hours worked was significantly reduced at 35 hours, compared to the 57 hrs worked in the previous survey. The maximum quoted was 72 hours. Interestingly, the hackney carriage average was lower than that for private hire or dual drivers (33, 37 and 37 respectively).

There were some multiple responses as to the issues that affected the choice of shift for drivers. The top reason was 35% saying it was determined by family commitments. 24% said they worked when there was most demand (51% said this last time). 12% said they worked hours that avoided when they thought there were disruptive passengers, an increase from the none that said this in the previous survey. 12% also chose hours to avoid heavy traffic.

89% said they owned their own vehicle (slightly higher than the 87% of the previous). Just 11% said someone else also drove their vehicle – all of whom said would be people using them at weekends.

A much higher proportion, 61% compared to 48% last time, said they accepted pre-bookings. The highest proportion said they got bookings by phone, with 25% saying office radio. Those that told us the network they used identified five companies, two with 29% of the votes and the other three with 14% each. One of the top two was a hackney carriage radio company whilst the other was a private hire company. One of the other three was a hackney carriage radio company. The private hire company had seen 6% in the last survey compared to 29% now, with one other private hire company also seeing an increase, whilst both the hackney radio networks saw a reduction. However, numbers in this response were fairly small so the trends suggested may not be correct, although they do appear indicative.

A number of responses were provided for ranks that people serviced. 36% said Victoria St (34% last time), 29% Market Street (same as last time) and 21% said the station (reduced from 27% last time). Queen Square received 7% of responses, Darlington Street (unclear where this is) 4% and Lichfield St 4%. These responses are relatively similar despite the reduced response rate.

40% said they most frequently got fares from ranks (56% last time), 25% from telephone (13% last time), 20% from apps, 5% from hailing (15% last time) and 10% from school contracts (14% last time). This appears to confirm a higher dependence on non-rank work now.

All respondents said there were enough hackney carriages in the Wolverhampton area at this time.

65% felt the current fare scale was about right, 24% said they should be increased, 6% said they should be reduced, with the final 6% (one response) that the fare scale needed to be in line with the living wage.

For this survey, 72% said they would like to see hackney carriage vehicle numbers limited compared to the 96% that responded that way in the previous survey. Two thirds of private hire, a quarter of dual drivers and just under a fifth of hackney carriages disagreed.

Seven added further comments. Overall, they suggested the downturn in people coming to the City centre had reduced trade further. Some wanted higher standards for drivers, and more enforcement against those picking up at ranks without bookings. Some sought more rank space and two reiterated there were too many vehicles currently in the hackney carriage fleet.

The private hire representative made no comment. A hackney carriage representative agreed that demand had reduced since the last survey for vehicles at ranks. They informed us that nearly all hackney carriages now worked on private hire circuits as well as servicing ranks, with a change in the structure of the companies involved in this. Whilst they felt the hackney carriages continued to provide a good service, particularly for anyone needing a wheel chair accessible vehicle, they remained concerned for the future and reiterated the hackney carriage trade was struggling to make ends meet.





7 Evaluation of unmet demand and its significance

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

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

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

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

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

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

The first component which can be zero is the proportion of daytime hours where people are observed to have to wait for a hackney carriage to arrive. The level of wait used is ANY average wait at all within any hour. The industry definition of these hours varies, the main index user counts from 10:00 to 18:00 (i.e. eight hours ending at 17:59). The present index is clear that unmet demand cannot be significant if there are no such hours. The only rider on this component is that the sample of hours collected must include a fair element of such hours, and that if the value is non-zero, review of the potential effect of a wider sample needs to be considered.

The other component which could be zero is the test identifying the proportion of passengers which are travelling in any hour when the average passenger wait in that hour is greater than one minute.

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

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

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

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

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

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

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

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

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

The table below presents the results of the elements of the index of significance of unmet demand and the overall result for all known surveys:

Element	2019	2015	2003	1999
Average passenger delay	0.05	0.08	1.49	3.98
General delay	0.31	1.9	31	40
Off peak delay	4.17	6.3	14	16
Peak factor	0.5	0.5	1	1
Seasonal factor	1	1	1	1
Latent demand	1.005	1.018		
Overall ISUD	0.033	0.48	647	2547

The current level of significance of unmet demand statistic is just 0.033, effectively zero. This is well below the cut-off of 80 that is deemed to suggest the unmet demand that is observed is significant.

Compared to previous surveys, this is the lowest the index has ever been. All parameters making up the index have reduced significantly between the last survey and this. This is consistent with reducing demand and increasing vehicle numbers. The main component making up the ISUD score remains the off peak delay proportion, which is often a result of high levels of vehicles working from telephone circuits rather than ranks in off peak periods.



8 Summary, synthesis and study conclusions

This Hackney carriage demand survey on behalf of City of Wolverhampton Council has been undertaken following the guidance of the BPG and other recent case history regarding unmet demand and its significance.

Background and context

City of Wolverhampton Council provides a licensing area covering some 262,474 resident population at this time, but spread over both the city centre and several other relatively autonomous urban centres and out of town locations and the i54 business park. This implies the area is likely to have a much smaller hackney carriage fleet than the population implies as much of the nature of work in the area is more typically private hire. The local 'Movement for Growth' document of 2015 supports licensed vehicles given that they provide interchange with other modes as well as providing direct local trips.

Despite the area seeing some population growth, and significant investments in development and infrastructure, there have also been several key businesses in the area cease trading, some since the time of the survey work for this report.

The local hackney carriage fleet size is now marginally less than the peak reached after the last survey. Even when the national nature of the present private hire fleet is taken into account, the hackney carriage fleet continues to reduce as a proportion of the active local licensed vehicle make-up. A key matter remains that the hackney carriage fleet is fully wheel chair accessible which means the private hire fleet tends to be reliant on this fleet for the majority of disability services provided. This, together with reduced rank demand and introduction of more modern hiring methods (apps and others), means the hackney carriage fleet is even more allied to the private hire industry than it was at the time of the previous survey. The previous strong hackney carriage allegiance to specific hackney only radio circuits is much diluted although there appear to be benefits to both parties in this with regard to overall accessibility by people to appropriate vehicles.

Rank observations

The rank provision at the time of the current survey was very similar to that in the previous survey, although some change has occurred since the survey was concluded. The major difference was related to the move of the rail station rank into the new frontage access arrangement related to the re-build of the station frontage and extension of the local tram route across the former location of the taxi and parking access provision.

Since the 2015 survey, overall hackney carriage usage at ranks has reduced by the order of 14%. The largest loss was experienced at the Victoria Street location whilst the rail station remained with similar levels of usage and therefore increase its share in the overall mix. There seemed to be more usage of the Lichfield Street axis and its myriad of ranks although some of this might relate to private-hire related hackney carriages servicing demand here. Market Street remains the second busiest rank followed by Victoria Street, albeit reduced as noted above.

Overall rank-based demand grows from Thursday to Friday to Saturday, with a reduced level on Sundays, although the Sunday flows are not dissimilar to those on the Thursday. The hour by hour profile has a large number of peaks seemingly related to key train arrival times, although the final peaks on both Friday and Saturday are generated by Market Street given that the rail service has ceased by then. Further, there are very few hours without activity at some rank in the City centre with the longest quiet period being from 05:00 on Sunday until 08:00 when activity returns at the station rank.

Review of waiting by passengers at the ranks saw just four hours, 1% of the total surveyed, with average passenger waiting a minute or more. Just a further 2% saw lesser levels of delay. When these delays are further considered, the worst cases result from high relative demand at a generally little used location. General service to the public from ranks in central Wolverhampton is therefore excellent in terms of lack of waiting. This is reinforced by the overall average passenger delay across the surveyed hours being just three seconds, very low and effectively imperceptible.

Tests of plate activity found a reduced proportion of the fleet (58% compared to 75%) active in our sample on the busiest survey day compared to 2015. Overall levels of observations were also reduced for the same period. Levels of fleet activity tended to increase to a peak of 24% early evening slightly reducing to 23% to cover the final station arrivals – a reasonable level of activity that ably meets passenger requirements.

There was a high level of abuse of particularly the smaller ranks by private hire vehicles and private cars. Whilst some might have been legitimate picking up of booked passengers, others were simply using the site to wait till they could meet such passengers (or could have been speculative waiting).

There were a high level of people accessing hackney carriages in wheel chairs at most key ranks across the city centre. There were also a good number of other disabled persons getting good assistance into vehicles from drivers.

On street public views

62% of those interviewed said they had used a licensed vehicle in Wolverhampton in the last three months. For the full fleet, there are 2.7 trips per person per month, with a high proportion, 20% of this, being using hackney carriages. 14% said they usually got vehicles from a rank and 3% hailed (higher than the national average).

With regard to booked companies used just three had more than 6% of all quotes, with the highest proportion being 35%. Two apps were mentioned as being used, with one dominant.

The level of 7% of people saying they could not remember seeing a hackney carriage in Wolverhampton was concerning given the black cab style of the fleet and the fact the interviews were city centre based. However, the level of 37% not remembering when they last used one was low compared to national values.

The Station rank was most known about, followed by Market Street. The next most popular rank named was Queen Square, which is confusing. 57% of those quoting ranks said they used the rank they mentioned. Many made it clear that high levels of other public transport reduced their use of licensed vehicles.

Review of various aspects of trips made suggested high satisfaction with trips made. As normal, price was the worst performing category but even in this section 17% said price was 'very good' – but in a later question 85% said they felt fares were expensive. Further, the main item that might increase usage of hackney carriages was (marginally) price followed by more hackney carriages that could be obtained by phone and better vehicles.

The industry standard test of latent demand identified a factor of 1.005 with no-one saying they had given up when hailing. This was confirmed by 91% saying they felt there were enough hackney carriages in the area.

44% said they would use an electric hackney carriage but only if there was no implication on costs of use. 56% would like credit card options but again only if it implied no additional cost involved.

85% said they did not need, nor know anyone who needed a WAV, although those that did focussed on fully wheel chair style rather than any other adaptations.

Key stakeholder views

Most key stakeholders had customers that used licensed vehicles. However, most got them by making phone bookings in various ways. Only a few night economy locations were aware of ranks, but were appreciative of the service they provided their customers.

Overall general passenger growth at Wolverhampton station continues apace, with 11% more total rail passengers since the last survey was undertaken. However, hackney carriage rank passenger departures have only remained stable, although this is against a local and national decline so it appears there is some evidence that the service at the station is effectively holding its own despite significant competition from both private hire, apps and high levels of other public transport (which will soon be added to by the arrival of the tram route). However, plans will see even more passengers arriving at the station which may give opportunity for all modes to see increased numbers using their services.

Trade views

Although a reduced level of response was received to this survey, the level at 10% of hackney carriage drivers, was still higher than in most similar surveys. The overall result suggested reduced levels of work being undertaken, with a significant reduction in hours and days worked by hackney carriage drivers. Whilst many other statistics were very similar it was telling that the proportion who said they accepted bookings had gone up from 48% to 61%. Five different companies were used to provide the booking platforms. One of these was a hackney carriage radio network with the others being private hire companies.

The level of work obtained from ranks was reduced from the previous survey, with telephone work making up more of the workload for hackney carriages. Rank service was about the same even though it appeared less serviced the station.

The bulk of drivers felt the current fare scale was about right, but 24% suggested increase was needed.

Call for the limit on numbers to be returned was reduced with 72% suggesting this now compared to 96% in 2015. This was principally by hackney carriages with private hire tending to disagree with any limit.

Comments by those returning the survey and by the hackney carriage trade representative focussed on continuing reduction of rank-based demand and therefore a higher dependence on private hire style operations even for the hackney carriages, who supplemented rank-based income by being part of bookings circuits of various kinds. The point was made that a key service provided by hackney carriages was for those needing wheel chair style vehicles which were principally focussed on the hackney carriage section of the licensed vehicle trade.

Formal evaluation of significance of unmet demand

The current level of significance of unmet demand using the industry standards ISUD tool is effectively zero, and much lower than the very low level of the last survey. Values are also a long way lower than the exceedingly high values reported in the 1999 and 2003 surveys. The main element contributing to the index remains the off peak delay value, which is typical where many hackney carriages tend to rely on bookings in quieter periods, which can mean that service to ranks in those periods is also reduced.

Synthesis

Use of hackney carriages at ranks in Wolverhampton continues to reduce leading to vehicles needing to rely more on belonging to alternative methods of obtaining custom. However, there are some positive signs including the station patronage remaining stable despite significant competition, and people feeling that they get a good service from hackney carriages. Although overall marginal, there is some evidence that hailing remains important, and that there is service provided by hackney carriages along the main Lichfield Street axis.

People and drivers are both aware that the wheel chair accessible nature of the hackney carriage fleet is very important and essential for the City. Whilst there is no strong demand for more hackney carriages and some slight reduction in numbers, despite the downturn in business the level of vehicles is relatively stable.

Conclusions

As with most areas around the country, use of ranks is reducing and hackney carriages are needing to be innovative to maintain their ability to make a living. Despite the high level of competition from private hire and other public transport, the hackney carriage retains a key role in the transport mix of the City, and particularly of the City centre, and more so for the growing rail station. Ways need to be found to encourage and support this industry. Care will be needed with the pressure to increase the level of environmental sustainability of the fleet, particularly with need to consider electric WAV style vehicles which tend to be expensive.

Current rank provision needs to be maintained and developed to enable people to get hackney carriages across the whole central area of the City, and routes where hackney carriages can ply for hire and be hailed also need to be maintained and developed and marketed. In particular the smaller ranks need to be enforced and kept available for hackney carriage use.

From a trade perspective, consideration could be given to more use of hackney carriage based apps which would grow the 'hailing' style market further, as evidenced in some other Cities around England (Oxford being a case in point). Given the low levels of current income to the hackney carriage trade this may also need some form of intervention



9 Recommendations

On the basis of the evidence gathered in this Hackney carriage demand survey for City of Wolverhampton Council, our key conclusion is that there is no evidence of any unmet demand for the services of hackney carriages either patent or latent which is significant at this point in time in the City of Wolverhampton Council licensing area. Were a committee minded to apply a limit to the number of hackney carriage vehicles, it could do that and could defend refusal of licences if necessary.

However, current conditions (and expected future conditions) are unlikely to see many if any new vehicles added to the fleet given the large amount of present spare capacity and the potential for further reductions in rank usage. The key matter to consider is how to encourage and retain the present fully WAV fleet in a way that allows improvement of fleet quality standards, with specific care needed to ensure that any application of air quality limits does not further reduce vehicle numbers. This will need to draw significantly on national and local government assistance in any planned improvements to hackney carriage emissions levels.

The hackney carriage trade continues to provide an on-demand service that people appreciate. Encouragement can be provided to support them by stronger enforcement that would keep all ranks, and more specifically the smaller ranks along the Lichfield Street access, available for hackney carriages, with private cars and private hire vehicles strongly dissuaded from abusing them. This would need CCTV to provide clear evidence that could be used to enforce and eventually deter such abuse. It is accepted that there is a legitimate need for private hire to be able to pick up booked trips as near to origin as possible, but there is plenty of available kerb space away from the hackney ranks (which are only small) so enforcing good behaviour is key.

The council can also work with current industry developments to continue to grow feeling of safety in the hackney carriage fleet using CCTV initiatives, as well as researching potential ways to encourage future-proof methods of obtaining hackney carriages, such as apps, which are increasing public service and usage in some other Cities in England at this time.



Appendix 1 – Industry statistics

Wolverhampton

Quantity control 2000-2005, quality control since

	hcv	phv	lv total	hcd	phd	dd	total d		Operators	% hcv WAV	% phv WAV
1994D	65			115				1994D		100	
1997D	65	294	359	100	515		615	1997D		100	
1999D	65	416	481	158	812		970	1999D	19	100	
2001D	76	360	436	160	812		972	2001D	18	100	
2004D	88	436	524	207	910		1117	2004D	15	100	
2005D	92	460	552	230	950		1180	2005D	16	100	
2007D	110	520	630	250	1000		1250	2007D	16	100	
2009D	119	520	639	250	1000		1250	2009D	16	100	
2010N	142	600	742	<u>235</u>	<u>1004</u>	-	<u>1239</u>	2010N	<u>16</u>	100	
2011D	160	552	712	220	1007		1227	2011D	16	100	0.002
2012N	162	607	769	<u>216</u>	<u>921</u>	-	1137	2012C	<u>17</u>	100	
2013D	167	643	810	212	835		1047	2013D	18	100	
2014N	167	595	762	<u>184</u>	<u>844</u>	<u>45</u>	1072	2014N	<u>15</u>	100	
2015D	175	669	844	155	852	90	1097	2015D	12	100	
2017D	186	716	902	153	883	100	1136	2017D	12	100	0.028
2018D	167	767	934	123	915	110	1148	2018D	12	100	0.047
2019D	174	822	996	110	948	120	1178	2019D	12	100	0.045
2019C	172	880	1052	110	983	130	1223	2019C	12	100	



Appendix 2 – List of ranks

Market Street (fed by Castle St)

Victoria Street

Station (private) (fed from Bailey St, council rank)

Wulfruna Street (2300-0600)

Lichfield Street, Art Gallery

Lichfield Street, HSBC

Queen Square

North Street

North Street, near Mitre Fold (2300-0600)

Princess Street



Appendix 3 – Timetable of rank observations

Please see separate document

Appendix 4 – Detailed rank observation results

Please see separate document

Appendix 5 – Detailed on street interview results

Please see separate document





Appendix 6 List of Stakeholders consulted

Key consultee	Response
Supermarkets	
Sainsbury, Bentley Bridge	N
Morrison's, Bilston	N
Asda, Wolverhampton	N
Waitrose, Wolverhampton	Y
Marks and Spencer, Wolverhampton	N
Hotels	
Park View Hotel	Y
Wulfrun Hotel	Gone
Premier Inn Wolverhampton City Centre	Y
Mercure Wolverhampton Goldthorn	N
Restaurants / Cafes	
Catellani's	R
India Gates	R
Rocco	N
Massala Lounge	N
Café Maxim Tapas	N
Entertainment	
Dog Track	Y
Racecourse	Y
Wolverhampton Wanderers FC	R
Theatre	N
Public Houses	
Giffard Arms	N
Lych Gate Tavern	Y
Royal London	Y
Olde White Rose Inn	R
Sir Henry Newbould	R
Nickleodeon	Y
Barley Mow	N
Gunmakers Arms	N
Night Clubs	
Gorgeous	N
Robin RnB	N
Faces	R
CRC Manhattans	Y
Popworld	N

Other key stakeholder groups	
One Voice	N
Acci	N
All Cultures One Voice	Not contactable
Callnet	Not contactable
Rethink	Gone
Divine Onkar Mission	Not relevant
Eyes 2 Success	Gone
ICT Centre	Gone
Heathtown Talk Business	Gone
Platform 51	Gone
Signloop	Gone
Beacon 4 Blind	Gone
Urdu Centre	Gone
NBP	Gone
Creative Support	Gone



	Market Street and Castle St feeder	Victoria St and feeder	Lichfield St Art Gallery	Lichfield St HSBC / Queen Sq (3 locations)	North Street	Wulfruna St	Wolverhampton Station and feeder in Bailey Street	Hours
Site Ref	A	B	G	D,E,F	I	H	C	
Rank Spaces	4 + 2 + 4	8 + 4	2	2	4	2	15	
Operating Hours	24 hr	24 hr	24 hr	24 hr	24 hr	2300-0600	24 hr	
Usage?	High	High	Minor	Minor	Minor	Minor	High	
Other comments	Revised 2015		Revised 2015	abused by phv	night use only - parked on in day time		Private, totally different since 2015	
Note: below numbers indicate cover of a location and the sequential number of hours - coloured cells without numbers will not be covered due to sites not likely to be operative during course of expected survey								
Thursday	06:00							0
Thursday	07:00	1	1				1	3
Thursday	08:00	2	2				2	3
Thursday	09:00	3	3				3	3
Thursday	10:00	4	4				4	3
Thursday	11:00	5	5				5	3
Thursday	12:00	6	6				6	3
Thursday	13:00	7	7				7	3
Thursday	14:00	8	8				8	3
Thursday	15:00	9	9				9	3
Thursday	16:00	10	10				10	3
Thursday	17:00	11	11				11	3
Thursday	18:00	12	12				12	3
Thursday	19:00	13	13				13	3
Thursday	20:00	14	14				14	3
Thursday	21:00	15	15				15	3
Thursday	22:00	16	16				16	3
Thursday	23:00	17	17				17	3
Thursday	00:00	18	18				18	3
Friday	01:00	19	19				19	3
Friday	02:00	20	20				20	3
Friday	03:00	21	21				21	3
Friday	04:00	22	22				22	3
Friday	05:00	23	23				23	3
Friday	06:00	24	24				24	3
Friday	07:00	25	25				25	3
Friday	08:00	26	26				26	3
Friday	09:00	27	27				27	3
Friday	10:00	28	28				28	3
Friday	11:00	29	29				29	3
Friday	12:00	30	30				30	3
Friday	13:00	31	31				31	3
Friday	14:00	32	32				32	3
Friday	15:00	33	33				33	3
Friday	16:00	34	34				34	3
Friday	17:00	35	35				35	3
Friday	18:00	36	36		1		36	4
Friday	19:00	37	37		2		37	4
Friday	20:00	38	38		3		38	4
Friday	21:00	39	39		4		39	4
Friday	22:00	40	40		5		40	4
Friday	23:00	41	41		6	1	41	5
Friday	00:00	42	42		7	2	42	5
Saturday	01:00	43	43			3	43	4
Saturday	02:00	44	44			4	44	4
Saturday	03:00	45	45			5	45	4
Saturday	04:00	46	46			6	46	4
Saturday	05:00	47	47			7	47	4
Saturday	06:00	48	48				48	3
Saturday	07:00	49	49				49	3
Saturday	08:00	50	50				50	3
Saturday	09:00	51	51	1	1		51	5
Saturday	10:00	52	52	2	2		52	5
Saturday	11:00	53	53	3	3		53	5
Saturday	12:00	54	54	4	4		54	5
Saturday	13:00	55	55	5	5		55	5
Saturday	14:00	56	56	6	6		56	5
Saturday	15:00	57	57	7	7		57	5
Saturday	16:00	58	58	8	8		58	5
Saturday	17:00	59	59	9	9		59	5
Saturday	18:00	60	60	10	10	8	60	6
Saturday	19:00	61	61	11	11	9	61	6
Saturday	20:00	62	62	12	12	10	62	6
Saturday	21:00	63	63	13	13	11	63	6
Saturday	22:00	64	64	14	14	12	64	6
Saturday	23:00	65	65	15	15	13	65	7
Saturday	00:00	66	66	16	16	14	66	7
Sunday	01:00	67	67	17	17	15	67	7
Sunday	02:00	68	68	18	18	16	68	7
Sunday	03:00	69	69	19	19	17	69	7
Sunday	04:00	70	70	20	20	18	70	7
Sunday	05:00	71	71			14	71	4
Sunday	06:00	72	72				72	3
Sunday	07:00	73	73				73	3
Sunday	08:00	74	74				74	3
Sunday	09:00	75	75				75	3
Sunday	10:00	76	76				76	3
Sunday	11:00	77	77				77	3
Sunday	12:00	78	78				78	3
Sunday	13:00	79	79				79	3
Sunday	14:00	80	80				80	3
Sunday	15:00	81	81				81	3
Sunday	16:00	82	82				82	3
Sunday	17:00	83	83				83	3
Sunday	18:00	84	84				84	3
Sunday	19:00	85	85				85	3
Sunday	20:00	86	86				86	3
Sunday	21:00							0
Week day		57						
Week night		33						
Weekend day		64						
Weekend night		127						
Inter periods		49	330					
Lost								330
Total hours at site	86	86	20	20	18	14	86	330

total waiting time

00:00:00

Maximum passenger wait time

Number waiting 11 mins or

more

Number of people waiting 6-10

mins

Number of people waiting 1-5

mins

Average Passenger Waiting
Time, those waiting only

Average Passenger Waiting
Time In Hour

Maximum Vehicle Waiting Time
(for a fare)

Average Vehicle Waiting Time (for
a fare)

Average Vehicle Waiting Time

Total Vehicle Departures

% of vehicles leaving empty

Empty Vehicle Departures

Average vehicle occupancy

Loaded Vehicle Departures

Total Passenger Departures

No of Vehicle Arrivals

Location	Date	Hour	No of Vehicle Arrivals	Total Passenger Departures	Loaded Vehicle Departures	Average vehicle occupancy	Empty Vehicle Departures	% of vehicles leaving empty	Total Vehicle Departures
Wulfruna St	5/4/19	23	0	0	0				0
Wulfruna St	6/4/19	0	0	0	0				
Wulfruna St	6/4/19	1	0	0	0				
Wulfruna St	6/4/19	2	0	0	0				
Wulfruna St	6/4/19	3	0	0	0				
Wulfruna St	6/4/19	4	0	0	0				
Wulfruna St	6/4/19	5	0	0	0				
Wulfruna St	5/4/19		0	0	0	nan	0	nan%	0

total waiting time

02:40:19

Maximum passenger wait time

Number waiting 11 mins or more

Number of people waiting 6-10

Number of people waiting 1-5

mins

mins

mins

Average Passenger Waiting Time, those waiting only

Average Passenger Waiting Time In Hour

00:00:03

Maximum Vehicle Waiting Time (for a fare)

Average Vehicle Waiting Time (for a fare)

Average Vehicle Waiting Time

Total Vehicle Departures

2853

% of vehicles leaving empty

Empty Vehicle Departures

301

Average vehicle occupancy

1.5

Loaded Vehicle Departures

2552

Total Passenger Departures

3832

No of Vehicle Arrivals

2853

Hour

352

Date

All

Location

All

Q1: Have you used a taxi in the last 3 months in the Wolverhampton area?	Wolverhampton	
Yes	123	62%
No	77	39%
Total	200	100%

Q2: How often do you use a taxi within this area?	Wolverhampton	
3 OR MORE TIMES WEEKLY	17	9%
ONCE OR TWICE WEEKLY	32	16%
LESS THAN 1 WEEKLY, MORE THAN 2 MONTHLY	17	9%
ONCE OR TWICE MONTHLY	31	16%
LESS THAN 1 MONTHLY, MORE THAN 2 YEARLY	26	13%
ONCE OR TWICE YEARLY	37	19%
NEVER	40	20%
Total	200	100%

3 or more times a week	20
once or twice a week	4
less than 1/week, but more than 2/month	2
once or twice a month	1
less than 1/month, but more than 2/year	1

Resulting estimate of trips per person per month	2.7
---	------------

Q3a. How do you normally get a taxi within this area?	Wolverhampton	
AT A RANK	31	14%
HAILING ON STREET	6	3%
TELEPHONE	114	50%
FREEPHONE	5	2%
AN APP	73	32%
OTHER	0	0%
Total	229	100%

Q4: If you book a taxi by phone, which 3 companies do you call most often?		Wolverhampton	
GO CARZ		60	35%
ABC		44	26%
WEDNESFIELD TAXIS		29	17%
247 CARS (Willenhall base)		10	6%
UBER		9	5%
CENTRAL TRAVEL		3	2%
CENTRE CARS		3	2%
PENN RADIO CARS		3	2%
GOLD CARS		2	1%
A2B		1	1%
AMBER		1	1%
CITY CABS		1	1%
FASTLINE		1	1%
HERITAGE		1	1%
RAINBOW TAXIS		1	1%
CODSALL & PERTON CARS		1	1%
FEATHERSTONE (Featherstone based)		1	1%
PARKWAY CARS (Perton based)		1	1%
Total		172	100%

Wolves
Dudley
Walsall
Sandwell
Bham
Unknown
Stoke

Q5: If you used an app or website, which one did you use?		Wolverhampton	
A2B		1	1%
ABC		1	1%
GO CARZ		6	9%
UBER		59	88%
Total		67	100%

Q6. How often do you use a hackney carriage in the Wolverhampton Council area?	Wolverhampton	
3 OR MORE TIMES WEEKLY	2	1%
ONCE OR TWICE WEEKLY	10	7%
LESS THAN 1 WEEKLY, MORE THAN 2 MONTHLY	5	4%
ONCE OR TWICE MONTHLY	12	9%
LESS THAN 1 MONTHLY, MORE THAN 2 YEARLY	9	7%
ONCE OR TWICE YEARLY	37	28%
I can't remember when I last used a hackney carriage	50	37%
I can't remember seeing a hackney carriage in the area	9	7%
Total	134	100%

3 or more times a week	20
once or twice a week	4
less than 1/week, but more than 2/month	2
once or twice a month	1
less than 1/month, but more than 2/year	1

Resulting estimate of trips per person per month	0.6
% that hcv trips are of lv total=	20%

Q7a. Which ranks are you aware of within the Wolverhampton Council area?	Wolverhampton	
WOLVERHAMPTON STATION	33	35%
MARKET STREET	29	31%
QUEEN STREET	1	1%
QUEEN SQUARE	23	25%
DARLINGTON STREET	1	1%
VICTORIA STREET	1	1%
SKINNER STREET	2	2%
UNIVERSITY	1	1%
DUDLEY STREET	1	1%
MARKET SQUARE	1	1%
Total	93	100%

Q7b. If you are aware of a rank in the Wolverhampton Council area, please tell us if you use it?	Wolverhampton	
Use	54	57%
Don't Use	41	43%
Total	95	100%

Q8: If you would not use a rank for a specific reason, please tell us why?	Wolverhampton	
Have Train and Bus pass	1	17%
I use buses	1	17%
Use buses and have used Uber in the past	1	17%
Use car / public transport	1	17%
Use public transport	1	17%
Wolverhampton Station - distance	1	17%
Total	6	100%

Q9a. For your most recent trip by taxi, how would you rate the Standard of Vehicle Cleanliness?	Wolverhampton	
Very poor	0	0%
Poor	1	1%
Average	25	28%
Good	51	57%
Very good	12	13%
Total	89	100%

Q9b. For your most recent trip by taxi, how would you rate the State of Vehicle Repair?	Wolverhampton	
Very poor	0	0%
Poor	1	1%
Average	24	27%
Good	52	58%
Very good	12	13%
Total	89	100%

Q9c. For your most recent trip by taxi, how would you rate the State of Driver Behaviour?	Wolverhampton	
Very poor	0	0%
Poor	4	4%
Average	24	27%
Good	49	55%
Very good	12	13%
Total	89	100%

Q9d. For your most recent trip by taxi, how would you rate the State of Driver Appearance?	Wolverhampton	
Very poor	0	0%
Poor	1	1%
Average	24	27%
Good	52	58%
Very good	12	13%
Total	89	100%

Q9e. For your most recent trip by taxi, how would you rate the Standard of Driver Hygiene?	Wolverhampton	
Very poor	0	0%
Poor	2	2%
Average	24	27%
Good	47	53%
Very good	16	18%
Total	89	100%

Q9f. For your most recent trip by taxi, how would you rate the Standard of Driver Professionalism?	Wolverhampton	
Very poor	1	1%
Poor	2	2%
Average	23	26%
Good	46	52%
Very good	17	19%
Total	89	100%

Q9g. For your most recent trip by taxi, how would you rate the Standard of Driver Knowledge of the Area?	Wolverhampton	
Very poor	0	0%
Poor	2	2%
Average	23	26%
Good	46	52%
Very good	18	20%
Total	89	100%

Q9h. For your most recent trip by taxi, how would you rate the Price?	Wolverhampton	
Very poor	2	2%
Poor	6	7%
Average	21	23%
Good	46	51%
Very good	15	17%
Total	90	100%

Q9i. For your most recent trip by taxi, how would you rate any 'Other'?	Wolverhampton	
Very poor	5	71%
Poor	0	0%
Average	0	0%
Good	2	29%
Very good	0	0%
Total	7	100%

Q9j. If you indicated 'OTHER' to Q9a, please provide further details?	Wolverhampton	
Price is too high	7	100%
Total	7	100%

Q10. For any aspects of your journey by taxi you rated poor or very poor, please provide further details?	Wolverhampton	
Expensive	2	40%
New Driver	1	20%
Rude and Horrid	1	20%
Using mobile whilst driving	1	20%
Total	5	100%

Q11a. What would encourage you to use hackney carriages or use them more often?	Wolverhampton	
Better Vehicle	16	24%
More hackney carriages I could phone for	18	27%
Better Drivers	9	14%
More hackney carriages I could hail or get at a rank	2	3%
Other	21	32%
Total	66	100%

Q11b. If you indicated 'Other' to Q11a, please provide further details?	Wolverhampton	
CHEAPER FARES	19	86%
CARD PAYMENT FACILITIES	1	5%
CARD PAYMENT FACILITIES / LOYALTY SCHEME	1	5%
MORE WAV	1	5%
Total	22	100%

Q12a. Do you, or anyone you know, need an adapted licensed vehicle?	Wolverhampton	
No	112	85%
Yes - WAV	4	3%
someone I know WAV	14	11%
Yes, but not WAV	0	0%
Someone I know, but not WAV	2	2%
Other	0	0%
Total	132	100%

Q13a. Have you ever given up waiting or made alternative arrangements for an HC, at a rank in the Wolverhampton Council area?	Wolverhampton	
Yes	2	3%
No	74	97%
Total	76	100%

Q13b. If you indicated 'YES' to Q13a, please tell us where?	Wolverhampton	
Hospital	1	50%
Queen Square	1	50%
Total	2	100%

Q14a. Have you ever given up waiting or made alternative arrangements for an HC, by hailing on street in the Wolverhampton Council area?	Wolverhampton	
Yes	0	0%
No	73	100%
Total	73	100%

Q15. Do you feel there are enough hackney carriages in the Wolverhampton Council area?	Wolverhampton	
Yes	75	91%
No	7	9%
Total	82	100%

Q16. Do yo feel safe using taxis during the daytime (before 6pm)?	Wolverhampton	
YES	100	94%
NO	6	6%
Total	106	100%

Q17. Do you feel safe using taxis during the nighttime (after 6pm)?	Wolverhampton	
YES	95	90%
NO	10	10%
Total	105	100%

Q18. If you do not feel safe using taxis, what would make you feel safer?	Wolverhampton	
Unsure	1	100%
Total	1	100%

Q19a. How do you rate local hackney carriage fares?	Wolverhampton	
Expensive	106	85%
Fair	15	12%
Cheap	0	0%
Don't have an opinion	3	2%
Other	0	0%
Total	124	100%

Q20. If you had the choice of an electric powered hackney carriage, would you use one?	Wolverhampton	
NO PREFERENCE	64	56%
YES, ONLY IF IT DID NOT COST ANYMORE	51	44%
YES, AND WOULD PAY 10% MORE FARE	0	0%
Total	115	100%

Q21a. Hackney carriages may soon provide a facility to pay the fare by credit or debit card. How do you feel about that?	Wolverhampton	
I would still pay cash	51	44%
Would be happy as long as no surcharge	64	56%
Would use for every journey	0	0%
Other	0	0%
Total	115	100%

Q22. Do you have regular access to a car?	Wolverhampton	
YES	83	43%
NO	110	57%
Total	193	100%

Q23a. Do you think people in the City of Wolverhampton who have disabilities get a good service from hackney carriage vehicles and drivers?	Wolverhampton	
Yes, they do	64	80%
No, they do not (specify issue)	9	11%
OTHER	7	9%
Total	80	100%

Q23b. If you indicated 'No they do not' to Q23a, please tell us about the issue?	Wolverhampton	
Need more wav	1	100%
Total	1	100%

Q23c. If you indicated 'Other' to Q23a, please tell us more?	Wolverhampton	
unsure	7	100%
Total	7	100%

Q24a. Do you live in the Wolverhampton Council area?	Wolverhampton	
Yes	163	82%
No	37	19%
Total	200	100%

Q24b: If you do not live in the area, please provide the first half of your postcode?	Wolverhampton	
B1	1	4%
B16	2	8%
B18	1	4%
B20	1	4%
B66	1	4%
BRIERLY HILL	1	4%
DY2	1	4%
DY3	1	4%
DY4	1	4%
DY6	1	4%
DY8	1	4%
FEATHERSTONE	1	4%
ST1	2	8%
ST3	1	4%
ST5	1	4%
WS1	2	8%
WS5	2	8%
WV10	0	0%
WV11	0	0%
WV13	0	0%
WV14	0	0%
WV5	3	12%
WV6	1	4%
Total	25	100%

Q25. GENDER		Wolverhampton		Census	
1. Male		92	46%	49%	LESS
2. Female		108	54%	51%	MORE
Total		200	100%		

Q26. AGE		Wolverhampton		Census	
1. Under 30		70	35%	24%	MORE
2. 31 - 55		109	55%	41%	MORE
3. Over 55		21	11%	35%	LESS
Total		200	100%		

Full pop 262,474