Public Document Pack

**Argyll and Bute Council**
**Comhairle Earra-Ghàidheal Agus Bhòid**

*Executive Director: Douglas Hendry*

*Kilmory, Lochgilphead, PA31 8RT*
*Tel: 01546 602127 Fax: 01546 604435*
*DX 599700 LOCHGILPHEAD*

16 October 2019

# NOTICE OF MEETING

A meeting of the **PLANNING, PROTECTIVE SERVICES AND LICENSING COMMITTEE** will be held in the **COUNCIL CHAMBERS, KILMORY, LOCHGILPHEAD** on **WEDNESDAY, 23 OCTOBER 2019** at **11:00 AM**, which you are requested to attend.

Douglas Hendry
Executive Director

## BUSINESS

1. **APOLOGIES FOR ABSENCE**

2. **DECLARATIONS OF INTEREST**

3. **MINUTES**

   (a) Planning, Protective Services and Licensing Committee 18 September 2019 at 11.00 am (Pages 3 - 6)

   (b) Planning, Protective Services and Licensing Committee 18 September 2019 at 2.00 pm (Pages 7 - 8)

   (c) Planning, Protective Services and Licensing Committee 18 September 2019 at 2.20 pm (Pages 9 - 10)

   (d) Planning, Protective Services and Licensing Committee 18 September 2019 at 2.40 pm (Pages 11 - 12)

   (e) Planning, Protective Services and Licensing Committee 18 September 2019 at 3.00 pm (Pages 13 - 14)

4. **CIVIC GOVERNMENT (SCOTLAND) ACT 1982: TAXI AND PRIVATE HIRE SURVEY**

   Report by Executive Director with responsibility for Legal and Regulatory Support (Pages 15 – 324)

5. **ARGYLL PROPERTIES LTD: ERECTION OF RETAIL UNIT, VISITOR CENTRE AND 3 SELF-CATERING UNITS, INCLUDING REALIGNMENT OF ESCAPE STAIRS TO TAIGH SOLAIS AND MACGOCHANS: LAND ADJACENT TO TAIGH SOLAIS, TOBERMORY, ISLE OF MULL (REF: 17/01205/PP)**

   Report by Head of Development and Economic Growth (Pages 325 – 344)

6. **NOTICE OF MOTION UNDER STANDING ORDER 14 - STREET SIGNAGE, OBAN**

   Extract from Minute of Oban, Lorn and the Isles Area Committee 11 September 2019 (Pages 345 – 346)

## Planning, Protective Services and Licensing Committee

Councillor Gordon Blair
Councillor Robin Currie
Councillor Lorna Douglas
Councillor George Freeman
Councillor David Kinniburgh (Chair)
Councillor Roderick McCuish
Councillor Alastair Redman
Councillor Richard Trail
Councillor Rory Colville (Vice-Chair)
Councillor Mary-Jean Devon
Councillor Audrey Forrest
Councillor Graham Hardie
Councillor Donald MacMillan BEM
Councillor Jean Moffat
Councillor Sandy Taylor

Contact: Fiona McCallum Tel. No. 01546 604392

**MINUTES of MEETING of PLANNING, PROTECTIVE SERVICES AND LICENSING COMMITTEE held in the COUNCIL CHAMBERS, KILMORY, LOCHGILPHEAD on WEDNESDAY, 18 SEPTEMBER 2019**

**Present:** Councillor David Kinniburgh (Chair)

| | |
|---|---|
| Councillor Rory Colville | Councillor Donald MacMillan |
| Councillor Audrey Forrest | Councillor Jean Moffat |
| Councillor George Freeman | Councillor Alastair Redman |
| Councillor Graham Archibald Hardie | Councillor Sandy Taylor |
| | Councillor Richard Trail |

**Attending:** Fergus Murray, Head of Development and Economic Growth
Stuart McLean, Area Committee Manager
Peter Bain, Development Manager
Kim de Buiteleir, Design and Conservation Officer
Iain MacInnes, Graduate Design Liaison Officer

**1. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Robin Currie, Mary-Jean Devon, Lorna Douglas and Roderick McCuish.

**2. DECLARATIONS OF INTEREST**

There were no declarations of interest.

**3. MINUTES**

a) The Minute of the Planning, Protective Services and Licensing Committee held on 21 August 2019 at 11.00 am was approved as a correct record.

b) The Minute of the Planning, Protective Services and Licensing Committee held on 21 August 2019 at 2.30 pm was approved as a correct record.

c) The Minute of the Planning, Protective Services and Licensing Committee held on 21 August 2019 at 2.50 pm was approved as a correct record.

d) The Minute of the Planning, Protective Services and Licensing Committee held on 28 August 2019 was approved as a correct record.

**4. MR FRANK PHIPPS: ERECTION OF 9 DWELLINGHOUSES, INSTALLATION OF SEWAGE TREATMENT PLANT AND FORMATION OF VEHICLE ACCESS: LAND NORTH OF WEST SHORE COTTAGE, FORT ROAD, KILCREGGAN (REF: 16/02218/PP)**

The PPSL Committee, on 18 January 2017 agreed to grant detailed planning permission subject to conditions and reasons and the satisfactory conclusion of a Section 75 Planning Agreement to secure offsite road improvements and affordable housing provision. A report appraising Members of a material change in circumstances of this matter and setting out proposals for amendment of planning conditions and the proposed Section 75 Agreement to address the revised circumstances was considered.

**Decision**

The Committee agreed:

1. the amended Heads of Terms of the Section 75 Agreement;

2. to grant planning permission subject to the satisfactory conclusion of the Section 75 Agreement, and subject to the amended conditions and reasons attached to supplementary report number 1; and

3. in the event that the Section 75 Agreement is not concluded within 3 months, that planning be refused for the reasons given in the supplementary report.

Having moved an Amendment, which failed to find a seconder, Councillor George Freeman asked for his dissent from the foregoing decision to be recorded.

(Reference: Supplementary Report Number 1 dated 4 September 2019 and report of handling dated 5 January 2017, submitted)

**5. GAEL FORCE FUSION LIMITED: PROPOSAL OF APPLICATION NOTICE FOR CHANGE OF USE AND REDEVELOPMENT OF FORMER SEA LIFE CENTRE TO USE CLASSES 4, 5 AND 6 (OFFICE, INDUSTRIAL, STORAGE AND DISTRIBUTION CENTRE), INCLUDING NEW INDUSTRIAL, OFFICE AND ANCILLARY USE BUILDINGS, OUTSIDE WORKING AND STORAGE AREAS, CAR AND LORRY PARKING, RELATED INFRASTRUCTURE AND LANDSCAPING: FORMER SEA LIFE CENTRE, BARLCALDINE, OBAN (REF: 19/01542/PAN)**

The Development Manager spoke to the terms of the report. A Proposal of Application Notice (PAN) seeks to notify the Planning Authority of a proposed change of use and redevelopment of the former Sea Life Centre at Barcaldine. The current site has been a long term use falling within class 11 “leisure and assembly”. The previous Sea Life Centre, which started around 1979, ceased to exist around October 2018 when the previous facility was closed. The adopted Argyll and Bute Local Development Plan identifies the site as PDA4003. The related schedules indicate that the preferred use is for tourism related development. The proposed uses do not therefore accord with this current allocation. The site is within the defined Countryside Zone and therefore policy LDP DM 1 is applicable, and given the likely scale of development an Area Capacity Evaluation (ACE) and an exceptional case for large scale development in the Countryside will be required. The report summarises the policy considerations against which any future planning application will be considered as well as potential material considerations and key issues based upon the information received to date. It is recommended that Members consider the content of the report and submissions and provide such feedback as they consider appropriate in respect of this PAN in order to allow these matters to be considered by the Applicant in finalising any future planning application submission.

**Decision**

The Committee agreed that the following issue should be taken into consideration by the Applicant in finalising any future planning application submission:

- To have a plan in place for the recycling of old materials.

(Reference: Report by Head of Development and Economic Growth dated 2 September 2019)

Councillor Sandy Taylor left the meeting at 11.40 am during consideration of the following item.

*** 6. HELENSBURGH TOWN CENTRE CONSERVATION AREA PROPOSAL**

Consideration was given to a report seeking Members' approval to progress the designation of a new conservation area to cover part of Helensburgh town centre.

The Committee adjourned the meeting at 11.45 am to clarify the extent of the proposed Helensburgh Town Centre Conservation Area boundary.

The Committee reconvened at 12 noon.

**Decision**

The Committee agreed:

1. to the proposed Helensburgh Town Centre Conservation Area; and

2. that this Conservation Area and the proposed boundary, as per Appendix 2 of the report, be taken forward to Council for designation.

Having moved an Amendment, which failed to find a seconder, Councillor George Freeman asked for his dissent from the foregoing decision to be recorded.

(Reference: Report by Executive Director with responsibility for Development and Economic Growth dated 9 August 2019, submitted)

**7. BRITISH TELECOM'S PUBLIC PAYPHONE RATIONALISATION CONSULTATION**

Consideration was given to a report informing Members of the current consultation being undertaken in respect of BT's Public Payphone Rationalisation programme.

**Motion**

To agree the recommendations detailed in the report.

Moved by Councillor David Kinniburgh, seconded by Councillor Audrey Forrest.

**Amendment**

To agree to object to the removal of all the phone boxes listed in Appendix 1 of the report.

Moved by Councillor Alastair Redman, seconded by Councillor Graham Archibald Hardie.

The Motion was carried by 7 votes to 2 and the Committee resolved accordingly.

**Decision**

The Committee agreed to:

1. approve the removal of phone boxes that have not received any public objections, provided there is 4G coverage from at least one Mobile Network Operator; and

2. formally object to the removal of phone boxes which have received public objections or are not in receipt of 4G coverage from at least one Mobile Network Operator.

(Reference: Report by Executive Director with responsibility for Development and Economic Growth, dated 18 September 2019, submitted)

**8. PLANNING AND REGULATORY SERVICES PERFORMANCE REPORT FQ1 2019-20**

A paper presenting the Committee with the Planning and Regulatory Services performance report with associated scorecard for performance in FQ1 2019-20 (April – June 2019) was considered.

**Decision**

The Committee reviewed the scorecard as presented.

(Reference: Report by Executive Director – Development and Infrastructure Services, submitted)

The Committee resolved in terms of Section 50(A)(4) of the Local Government (Scotland) Act 1973 to exclude the press and public for the following item of business on the grounds that it was likely to involve the disclosure of exempt information as defined in Paragraph 13 of Part 1 of Schedule 7A to the Local Government (Scotland) Act 1973.

**9. TREE PRESERVATION ORDER**

Consideration was given to a report bringing to Members' attention the request for a Tree Preservation Order (TPO) under The Town and Country Planning (Tree Preservation Order and Trees in Conservation Areas) (Scotland) Regulations 2010.

**Decision**

The Committee agreed the recommendation in the report.

(Reference: Report by Head of Development and Economic Growth dated 18 September 2019, submitted)

**MINUTES of MEETING of PLANNING, PROTECTIVE SERVICES AND LICENSING COMMITTEE held in the COUNCIL CHAMBERS, KILMORY, LOCHGILPHEAD on WEDNESDAY, 18 SEPTEMBER 2019**

**Present:** Councillor David Kinniburgh (Chair)

Councillor Rory Colville
Councillor Audrey Forrest
Councillor George Freeman
Councillor Graham Archibald Hardie
Councillor Donald MacMillan
Councillor Jean Moffat
Councillor Alastair Redman
Councillor Sandy Taylor
Councillor Richard Trail

**Attending:** Stuart McLean, Area Committee Manager
Sheila MacFadyen, Senior Solicitor
Graeme McMillan, Solicitor
PC Alison Simpson, Police Scotland
G Doyle, Applicant
D Doyle, Applicants Representative
A Phillips, Applicants Representative

**1. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Robin Currie, Mary Jean Devon, Lorna Douglas and Roderick McCuish.

**2. DECLARATIONS OF INTEREST**

There were no declarations of interest intimated.

The Council resolved in terms of Section 50(A)(4) of the Local Government (Scotland) Act 1973 to exclude the press and public for the following item of business on the grounds that it was likely to involve the disclosure of exempt information as defined in Paragraphs 3 and 14 of Part 1 of Schedule 7A to the Local Government (Scotland) Act 1973.

**3. CIVIC GOVERNMENT (SCOTLAND) ACT 1982: APPLICATION FOR GRANT OF TAXI DRIVER LICENCE (G DOYLE, PORT CHARLOTTE, ISLAY)**

The Chair welcomed everyone to the meeting and introductions were made. He then outlined the procedure that would be followed and invited the Applicants representative to speak in support of the application.

**APPLICANT**

The applicants representative spoke in support of the application.

**QUESTIONS FROM POLICE SCOTLAND**

There were no questions from Police Scotland on the applicants representation.

**POLICE SCOTLAND**

PC Alison Simpson spoke to the objection submitted by Police Scotland in relation to the application.

**QUESTIONS FROM APPLICANT**

The applicant asked a question in relation to the representation made by Police Scotland.

**MEMBERS' QUESTIONS**

The Members were given the opportunity to ask questions of the applicant and of Police Scotland.

**SUMMING UP**

**Police Scotland**

Police Scotland advised that they had nothing further to add to the representation that they had made.

**Applicant**

The applicants representative was given the opportunity to sum up.

When asked, both parties confirmed that they had received a fair hearing.

**DEBATE**

Members of the Committee debated the application.

**DECISION**

The Planning, Protective Services and Licensing Committee agreed that the application be granted.
Councillor Richard Trail having moved an amendment which failed to find a seconder, requested that his dissent be recorded from the foregoing decision.

(Reference: Report by Head of Legal and Regulatory Support, submitted)

**MINUTES of MEETING of PLANNING, PROTECTIVE SERVICES AND LICENSING COMMITTEE held in the COUNCIL CHAMBERS, KILMORY, LOCHGILPHEAD on WEDNESDAY, 18 SEPTEMBER 2019**

**Present:** Councillor David Kinniburgh (Chair)

Councillor Rory Colville
Councillor Audrey Forrest
Councillor George Freeman
Councillor Graham Archibald Hardie
Councillor Donald MacMillan
Councillor Jean Moffat
Councillor Alastair Redman
Councillor Sandy Taylor
Councillor Richard Trail

**Attending:** Stuart McLean, Area Committee Manager
Sheila McFadyen, Senior Solicitor
Graeme McMillan, Solicitor
PC Alison Simpson, Police Scotland

**1. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Robin Currie, Mary Jean Devon, Lorna Douglas and Roddy McCuish.

**2. DECLARATIONS OF INTEREST**

There were no declarations of interest.

**3. CIVIC GOVERNMENT (SCOTLAND) ACT 1982: APPLICATION FOR GRANT OF TAXI DRIVER LICENCE (G MCLEOD, DUMBARTON)**

The Chair welcomed everyone to the meeting.

Mr McMillan advised that the applicant, Mr McLeod, had contacted the licensing team to advise that he could not attend the hearing due to work commitments. He advised that Mr McLeod had submitted an email setting out his position in response to the objection by Police Scotland and that he wished the Committee to consider the email and continue the hearing in his absence.

**MOTION**

That the Committee continue consideration of the application to the next meeting of the Planning, Protective Services and Licensing Committee to allow the applicant to attend.

Moved Councillor David Kinniburgh, seconded Councillor Jean Moffat.

**AMENDMENT**

That the Committee consider the application in the applicants absence.

Moved Councillor George Freeman, seconded Councillor Sandy Taylor.

**DECISION**

On a show of hands vote the Motion was carried by 6 votes to 4 and the Committee resolved accordingly.

(Reference: Report by Head of Legal and Regulatory Support, submitted)

**MINUTES of MEETING of PLANNING, PROTECTIVE SERVICES AND LICENSING COMMITTEE held in the COUNCIL CHAMBERS, KILMORY, LOCHGILPHEAD on WEDNESDAY, 18 SEPTEMBER 2019**

**Present:** Councillor David Kinniburgh (Chair)

Councillor Rory Colville
Councillor Audrey Forrest
Councillor George Freeman
Councillor Graham Archibald Hardie
Councillor Donald MacMillan
Councillor Jean Moffat
Councillor Alastair Redman
Councillor Sandy Taylor
Councillor Richard Trail

**Attending:** Stuart McLean, Area Committee Manager
Sheila MacFadyen, Senior Solicitor
Graeme McMillan, Solicitor
Colin McNeill, Glasgow Coach Drivers Limited, Applicant
Ian Osborne, Objector
George Finlay, Objector
Allan McCandlish, Objector
Lisa McCandlish, Objector

**1. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Robin Currie, Mary-Jean Devon and Lorna Douglas and Roderick McCuish

**2. DECLARATIONS OF INTEREST**

There were no declarations of interest.

**3. CIVIC GOVERNMENT (SCOTLAND) ACT 1982: APPLICATION FOR GRANT OF PRIVATE HIRE CAR OPERATOR LICENCE (GLASGOW COACH DRIVERS LIMITED, GLASGOW)**

The Chair welcomed everyone to the meeting and introductions were made.

The Council's Solicitor advised of additional information that had been received from the Objectors outwith the time period allowed by the Civic Government (Scotland) Act 1982 for making objections or representations and advised that it was for the Committee to determine whether or not to accept this late submission.

The Chair invited the Objectors to explain why this further information was submitted late.

Mrs McCandlish explained that they had not been aware of this information they wished to put before the Committee until 20 August 2019 which was after the time when objections had to be submitted. She advised that they thought that the information they wished to submit was serious enough due to what it represented and asked if it would be possible for the Committee to accept it.

The Chair asked the Applicant to advise whether or not he thought the Committee should accept this late information.

Mr McNeill confirmed that he thought it would be best if the Committee made that decision as he did not know what the information was about.

The Chair then sought the views of the Members.

Councillor Freeman advised that as the Applicant had not seen this additional information he thought it would be unfair to present it now.

Councillor Kinniburgh advised that if the Committee were minded to accept the additional information he would seek a view from the Applicant as to whether or not he would wish an adjournment to allow the Committee to read the paperwork.

Councillor Trail said that he thought the Committee should read the additional paperwork and then decide on the merits of it.

Councillor Moffat advised that as the Applicant was not objecting to the paperwork being considered then she saw no reason for the Committee not to.

The Committee agreed to accept the late submission from the Objectors and this was circulated to the Committee and the Applicant.

Councillor Moffat sought an adjournment of the Committee to another day in view of the amount of paperwork that was tabled.

It was established from the Applicant that he was happy for the Committee to proceed with the hearing today.

Councillor Kinniburgh sought and received confirmation from Mr McMillan that it was hoped to bring a report to the Committee in October on the findings of the recent Taxi and Private Hire Survey.

**Decision**

The Committee agreed to continue consideration of this application until next month to allow Members to digest the additional information before them and to also consider the findings of the survey.

(Reference: Report by Head of Legal and Regulatory Support, submitted)

**MINUTES of MEETING of PLANNING, PROTECTIVE SERVICES AND LICENSING COMMITTEE held in the COUNCIL CHAMBERS, KILMORY, LOCHGILPHEAD on WEDNESDAY, 18 SEPTEMBER 2019**

**Present:** Councillor David Kinniburgh (Chair)

Councillor Rory Colville
Councillor Audrey Forrest
Councillor George Freeman
Councillor Graham Archibald Hardie
Councillor Donald MacMillan
Councillor Jean Moffat
Councillor Alastair Redman
Councillor Sandy Taylor
Councillor Richard Trail

**Attending:** Stuart McLean, Area Committee Manager
Sheila MacFadyen, Senior Solicitor
Graeme McMillan, Solicitor
Colin McNeill, Applicant
Ian Osborne, Objector
George Finlay, Objector
Allan McCandlish, Objector
Lisa McCandlish, Objector

**1. CIVIC GOVERNMENT (SCOTLAND) ACT 1982: APPLICATION FOR GRANT OF PRIVATE HIRE CAR DRIVER LICENCE (C MCNEILL, HELENSBURGH)**

It was established from the Objectors that the late information they had submitted in respect of the Application by Glasgow Coach Driver’s Limited for Grant of a Private Hire Car Operator Licence was also submitted in respect of this application.

The Chair established from the Applicant that he thought this hearing should proceed today.

**Decision**

The Committee agreed to continue consideration of this application until next month.

(Reference: Report by Head of Legal and Regulatory Support, submitted)

| | |
|---|---|
| **ARGYLL AND BUTE COUNCIL** | **PLANNING, PROTECTIVE SERVICES AND LICENSING COMMITTEE** |
| **LEGAL AND REGULATORY SUPPORT** | **23RD OCTOBER 2019** |

**_CIVIC GOVERNMENT (SCOTLAND) ACT_ 1982**

**TAXI AND PRIVATE HIRE SURVEY**

## 1. EXECUTIVE SUMMARY

1.1 This report details the findings of a survey that has been carried out in order to determine demand for taxis and provision of private hire cars in Argyll and Bute Council's four administrative areas. The findings of the survey are intended to assist the Committee in determining future applications for taxi and private hire car operator licences.

## 2. RECOMMENDATIONS

2.1 Members are invited to note the contents of the survey to determine demand for taxis in:

- Bute and Cowal;
- Helensburgh and Lomond;
- Mid Argyll, Kintyre and Islay; and
- Oban, Lorn and the Isles.

2.2 Members are invited to note the contents of the survey to determine provision of private hire cars in:

- Bute and Cowal;
- Helensburgh and Lomond;
- Mid Argyll, Kintyre and Islay; and
- Oban, Lorn and the Isles.

2.3 Members are invited to have such regard as they see fit to the results of the survey in determining applications for taxi and private hire operator licences that come before them.

2.4 Members are invited to note the findings of the survey in relation to new potential taxi rank locations located throughout Argyll and Bute and agree that officers carry out further detailed consideration of the potential locations identified including, where appropriate, consultation with the relevant stakeholders in accordance with Section 19 of the *Civic Government (Scotland) Act* 1982.

| | |
|---|---|
| **ARGYLL AND BUTE COUNCIL** | **PLANNING, PROTECTIVE SERVICES AND LICENSING COMMITTEE** |
| **LEGAL AND REGULATORY SUPPORT** | **23RD OCTOBER 2019** |

***CIVIC GOVERNMENT (SCOTLAND) ACT* 1982**

**TAXI AND PRIVATE HIRE SURVEY**

## 1. SUMMARY

1.1 This report details the findings of a survey that has been carried out in order to determine demand for taxis and provision of private hire cars in the Council's four administrative areas. The findings of the survey are intended to assist the Committee in determining future applications for taxi and private hire car operator licences.

1.2 The reports in respect of each of the four areas are attached as **Appendices 1 - 4**. All four reports conclude that there is no significant unmet demand for taxis and no overprovision of private hire cars in each of the areas.

## 2. RECOMMENDATIONS

2.1 Members are invited to note the contents of the survey to determine demand for taxis in:

- Bute and Cowal;
- Helensburgh and Lomond;
- Mid Argyll, Kintyre and Islay; and
- Oban, Lorn and the Isles.

2.2 Members are invited to note the contents of the survey to determine provision of private hire cars in:

- Bute and Cowal;
- Helensburgh and Lomond;
- Mid Argyll, Kintyre and Islay; and
- Oban, Lorn and the Isles.

2.3 Members are invited to have such regard, as they see fit, to the results of the survey in determining applications for taxi and private hire operator licences that come before them.

2.4 Members are invited to note the findings of the survey in relation to new potential taxi rank locations located throughout Argyll and

Bute and agree that officers carry out further detailed consideration of the potential locations identified including, where appropriate, consultation with the relevant stakeholders in accordance with Section 19 of the *Civic Government (Scotland) Act* 1982.

## 3. DETAIL

3.1 On 23rd January 2019, the Committee agreed to instruct a new taxi survey to ascertain whether there is any significant unmet demand for taxis, and to include in this exercise an assessment of whether there is overprovision of private hire cars.

3.2 A survey was thereafter commissioned and this was carried out by LVSA. The reports in respect of each of the four administrative zones are attached as **Appendices 1 - 4**.

3.3 Each report concluded that there is no evidence of significant unmet demand for taxis in each of the areas.

3.4 In 2013, CH2MHILL Halcrow undertook a similar survey in respect of taxi services which concluded that there was no evidence of significant unmet demand, in terms of Section 10(3) of the *Civic Government (Scotland) Act* 1982, for taxi services in the same four administrative areas.

3.5 Members determined on 19th May 2010 that all applications for taxi operator licences should be considered by the Planning, Protective Services and Licensing Committee, in order to allow members to have particular regard to the survey reports when considering taxi operator licence applications.

3.6 Section 10(3A) of the *Civic Government (Scotland) Act* 1982 was introduced by the *Air Weapons and Licensing (Scotland) Act* 2015. This provision allows licensing authorities to refuse private hire car licence applications on the ground that they are satisfied that there already exists (or will exist if the licence is granted) an overprovision of private hire car services in the area or locality where the car is to operate.

3.7 As part of the survey, a further assessment was carried out in relation to the provision of private hire car services. All four reports concluded that there was no overprovision of private hire car services in each of the areas.

3.8 In light of this assessment, Members may now wish for all future private hire car licence applications to come before the Committee. However, the Scottish Government are expected to publish best practice guidance on private hire overprovision in the near future. Accordingly, Officers recommend that Members should consider this issue further after the guidance has been published.

3.9 Another component part of the overall survey was a review of current taxi rank provision and location within each of the four licensing zones. Each of the reports provide an assessment of current rank provision within the respective zones, as well as identifying potential locations for new taxi ranks. These potential locations will require further investigation by officers, including consultation with the public and stakeholders where appropriate, in accordance with Section 19 of the *Civic Government (Scotland) Act* 1982.

## 4. CONCLUSIONS

4.1 The taxi and private hire car survey identifies that for each of the four administrative areas that there is no significant unmet demand for taxi services and no overprovision of private hire car services. Section 10 of the *Civic Government (Scotland) Act* 1982 provides that a licensing authority may refuse the grant of a taxi licence application if they are satisfied that there is no significant unmet demand for taxi services, or separately, that there is no overprovision of private hire car services. The findings of the survey will require to be kept in mind by Members when determining any new applications, but the discretionary nature of Section 10 does not preclude the Committee from granting an application if they are satisfied there are good reasons for doing so.

## 5. IMPLICATIONS

| | |
|---|---|
| Policy: | None. |
| Financial: | None. |
| Legal: | Applications for taxi and private hire car licences require to be dealt with in accordance with the provisions of the *Civic Government (Scotland) Act* 1982, as amended. |
| Personnel: | None. |
| Equalities: | None. |
| Risk: | None. |

## APPENDICES

1. LVSA Report: *Argyll and Bute Taxi Unmet Demand and Private Hire Overprovision Survey – Bute and Cowal Taxi Licensing Zone*, August 2019

2. LVSA Report: *Argyll and Bute Taxi Unmet Demand and Private Hire Overprovision Survey – Helensburgh and Lomond Taxi Licensing Zone*, August 2019
3. LVSA Report: *Argyll and Bute Taxi Unmet Demand and Private Hire Overprovision Survey – Mid Argyll, Kintyre and the Islay Taxi Licensing Zone*, August 2019
4 LVSA Report: *Argyll and Bute Taxi Unmet Demand and Private Hire Overprovision Survey – Oban, Lorn and the Isles Taxi Licensing Zone*, August 2019

Douglas Hendry
Executive Director with responsibility for Legal and Regulatory Support

Policy Lead: Councillor David Kinniburgh

For further information contact: Graeme McMillan
Tel: 01546 604431

15 October 2019

This page is intentionally left blank

Argyll & Bute
Taxi Unmet Demand and Private Hire Overprovision Survey

Bute & Cowal Taxi Licensing Zone

August 2019

## Executive Summary

This Bute and Cowal zone taxi unmet demand and private hire overprovision survey has been undertaken on behalf of Argyll & Bute Council following appropriate available guidance.

This Executive Summary draws together key points from the main report.

Within the taxi licensing zone, there are 57 taxis and 1 private hire car. Taxis which are licensed in the zone, may only operate within the zone. However, private hire cars may operate throughout Argyll & Bute. The council currently does not limit either taxis or private hire cars.

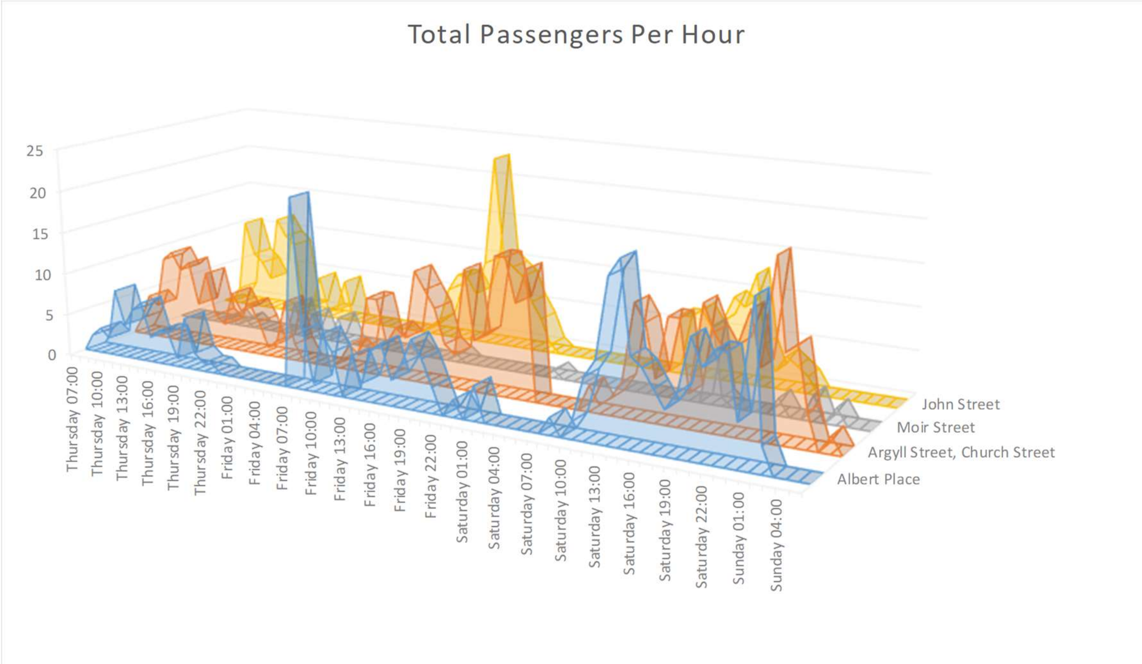
Data has been collected through consultation with stakeholders, the trade and members of the public. In addition, observations of activity at taxi ranks were undertaken to record volumes of taxis and passengers using each rank and whether any passengers had to wait for taxis to arrive at the ranks.

Surveys were undertaken at all taxi ranks in the Bute and Cowal zone. Video cameras were used to record activity at the taxi ranks and the levels of activity during active periods were tabulated and analysed.

The ranks where activity was observed were:

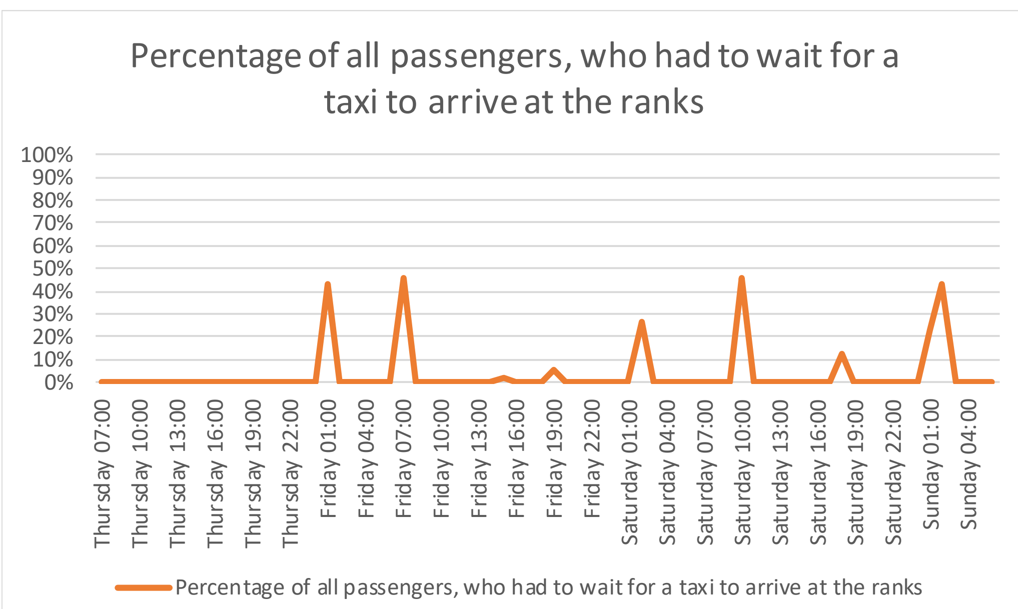
- Albert Place, Rothesay
- Argyll Street (at Church Street), Dunoon
- Moir Street, Dunoon
- John Street, Dunoon

The relative levels of activity at the ranks are presented in the following figures.




Some passengers were occasionally observed waiting from time to time at the ranks, for taxis to arrive at the ranks. Passenger waiting occurrences were infrequent and generally occurred in the evenings and late at night. The length of time that passengers had to wait was generally low and occurred most frequently when demand was low. The normal situation was that Taxis were waiting at ranks when passengers arrived at the ranks in order to hire one. There were no extensive periods of continuous passenger waiting and no lengthy queues of passengers formed for extended periods of time, waiting for taxis to arrive at the ranks.

Passenger waiting is summarised in the following figure.



Passenger waiting generally occurred at times when demand was low. Consequently, waiting passengers represented a high percentage of the low passenger volumes at the times when they had to wait. Overall, around 3% of all passengers had to wait for taxis to arrive at the ranks.

Public and stakeholder perception of the Taxi fleet was generally favourable.

The majority of hires fulfilled by taxis were obtained through telephone bookings. It is common practice for taxis to wait at the ranks between telephone bookings and wait for either a direct hire from the rank, or for another telephone booking.

Several coefficients are calculated from the rank survey results and from public consultation. The coefficients are entered into a formula to calculate the Index of Significant Unmet Demand (ISUD). The index value for the 2019 survey was **0**. This value falls below the threshold value of 80 and suggests that there is **no significant unmet demand** for taxis.

The ISUD value, considered along with feedback from stakeholders and the public leads to the conclusion that there is **no significant unmet demand for taxis** in the Bute and Cowal taxi licensing zone.

Taxis dominate provision for private hire bookings. The level of provision of taxis available to fulfil private hire bookings is largely depicted by the availability of taxis waiting at the taxi ranks. The majority of taxi departures from the ranks are empty vehicles and it is assumed that the majority of these empty departures are intended to fulfil telephone bookings.

The assessment of private hire car overprovision must consider only private hire demand and how this demand is satisfied with both taxis and private hire cars. In this zone, there was only one private hire car and the majority of private hire bookings (pre-booked hires) were made with taxis. The availability of taxis to undertake private hire bookings is normally high, with vehicles sometimes facing lengthy wait times at taxi ranks, between bookings. During periods of peak demand the wait times for taxis between bookings was lower. However, there were generally vehicles available, even during periods of peak demand.

We may consider that overprovision relates to excessive availability of licensed vehicles available for pre-booked hires. When considering whether the level of provision of private hire cars is excessive, we should consider if the number of private hire cars leads to excessive availability at different times of day and during different levels of demand. If peak levels of demand are significantly higher than demand at other times (highly peaked) we would not necessarily expect provision to be able to fully meet peak demand, even if provision is generally held to be adequate.

If there are rarely periods when there are no licensed vehicles available to book by telephone, then there may be overprovision, however, some other factors need to be taken into consideration.

When considering the market for pre-booked hires, we need to consider the proportion of the market which is fulfilled by private hire cars and the impact that additional private hire cars joining the fleet may have. Licensed vehicles are operated as independent businesses and as such, are subject to market forces and competition. Access to the market is restricted by licence. Holders of vehicle and driver licences are considered to be fit and proper people who are suitable to hold licences and positions of trust and responsibility. The privilege of being granted a licence also confers some responsibility to provide a public service without discrimination.

If the provision of licensed vehicles to service the demand for pre-booked hire is considered to meet or exceed the level required to meet demand, we should consider whether the level of provision of private hire vehicles results in a negative impact on the public.

Overprovision of private hire vehicles is generally held to mean that the level of provision is higher than the minimum required and that by maintaining or increasing the level of provision, there would be a dis-benefit to the public.

The level of provision of licensed vehicles exceeds the level required to meet demand and provides a surplus of supply at most active times of day. The number of private hire cars is low, at a single vehicle.

There is no evidence to suggest that there is a dis-benefit to the public by maintaining the current number of private hire cars. Similarly, there is no evidence to suggest that a modest increase in the number of private hire cars would lead to any dis-benefit to the public.

Consequently, the assessment determined that there is **no overprovision of private hire cars**.

The elderly and people with mobility impairments rely more heavily on the services of licensed vehicles, than the population at large. Feedback from consultation with stakeholders and with the trade, suggested that there are few issues with the availability of wheelchair accessible vehicles and provision of appropriate service to mobility impaired users. It is recognised that there are times when availability of a wheelchair accessible vehicle is limited, owing the small number of suitably equipped vehicles. However, generally wheelchair users are confident that they can travel by wheelchair accessible licensed vehicle when they need one.

Members of the public and the trade were asked if they could identify new locations which would be suitable for the establishment of a new rank. Suggestions were received from both the trade and the public. The potential new rank locations were assessed for suitability. The long list was distilled down to two suggested locations which may be suitable for establishing new ranks. These are locations which are likely to have sufficient demand to establish and sustain an active taxi rank, without being too close to existing active ranks and having a detrimental impact on existing ranks.

The first location thought to be suitable for a new rank, is on Argyll Street, Dunoon. In the evening there is likely to be demand from nearby night time economy venues.

The second suggested location is at Port Bannatyne on the Isle of Bute. Both locations would require more detailed consideration regarding feasibility and consultation with the public and stakeholders.

## Contents

## 1 General introduction and background

Argyll & Bute Council is responsible for the licensing of taxi and private hire cars operating within the council area.  This report provides the results from the 2019 review of demand for taxis in the Bute and Cowal Taxi Licensing Zone in Argyll & Bute, undertaken using the guidance given in the April 2012 "Taxi and private hire car licensing: Best Practice Guidance for Licensing Authorities" (the BPG).  In addition to the survey of demand for taxis, the survey also encompassed a survey of overprovision of private hire cars, in accordance with the requirements of sub-sections (3A)(3B)(3C) of Section 10 of the Civic Government (Scotland) Act 1982.  The commission also encompassed a review of existing taxi ranks and a review of proposed locations for new taxi ranks.

Stakeholder consultation was undertaken by email, and phone-calls as appropriate. On-street questionnaires were undertaken during June 2019, together with the video observation of activity at ranks during May 2019.

Trade consultation was undertaken using an online survey, with links to the survey distributed to the trade by the Council.  Additional contact was made directly with a sample of taxi drivers at the ranks and discussion with representatives of private hire operators.

At the present time, a local authority is entitled to place a limit on the number of taxi licences under the Civic Government (Scotland) Act 1982 as long as the Council is satisfied that there is no significant unmet demand for the services of taxis within the taxi licensing zone.

At the present time, each licensing authority in Scotland supervises the operations of two different kinds of locally licensed vehicle (carrying eight or less passengers):

- Taxi vehicles which alone are able to wait at ranks and pick up people in the street (ply for hire) as well as accepting pre-bookings;
- Private hire cars, which cannot ply for hire and must be pre-booked.

The "Best Practice Guidance" paragraphs 5.30 to 5.36 explain guidance regarding quantity restrictions on taxi licences. The Scottish Government remains of the view that decisions as to the case for limiting taxi licences should remain a matter for licensing authorities in the light of local circumstances (para 5.32). The key is that "licensing authorities that presently restrict numbers of taxi licences are, however, encouraged to periodically review this policy and to examine the wider policy direction" (para 5.32).

With respect to the principal subject of this survey, local authorities retain the right to restrict the number of taxi vehicle licenses.

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 taxi vehicle licence must be for a wheelchair accessible vehicle, of various kinds as determined locally. In many places this implies a restricted number of saloon style taxi 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 wheelchair 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 wheelchair accessible fleet, whilst some go as far as also allowing rear-loading conversions. Given the additional price of some of these vehicles, this often implies a restriction on entry to the taxi trade.

Some authorities do not allow vehicles which appear to be taxis, i.e. mainly the London style vehicles, to be within the private hire fleet, whilst others do allow wheelchair vehicles. The most usual method of distinguishing between taxis 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 taxi 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 authorities. 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 and more recently in 2012, in Scotland).

## 2 Local background and context

Bute and Cowal has a population of approximately 20,473 (NRS 2017 Mid-Year Estimates). The main population centres are Dunoon (on the Cowal peninsula), with a population of 9,140 and Rothesay (on the Isle of Bute) with a population of 4,390 (2016-based Settlement Estimates). The remainder of the population are in smaller settlements throughout the area.

Taxis licensed in this taxi zone may only ply for hire within this zone. Private hire cars are licensed across the whole of Argyll & Bute and may operate in any of the taxi zone areas.

There is one active taxi rank in Rothesay and several active ranks within Dunoon. No taxi ranks operate in any other locations within the Bute and Cowal taxi zone.

Using information obtained from the public licensing register, there was one private hire car based in the Bute & Cowal zone (based on the registered address of the vehicle licence) and 57 taxis (based on the registered address of the vehicle). These statistics equate to 2.83 licensed vehicles per 1,000 population within the area. Of the 57 taxis, 41 are based in Dunoon and 12 are based on the Isle of Bute.

With respect to transport interchanges, there are no airports or railway stations. There is a passenger ferry terminal in Dunoon and vehicle ferry terminals in Hunter’s Quay, Rothesay, Rubodach, Colintrave and Portavadie.

### Comparative information to other authorities

Table 1 below compares recent licensed vehicle numbers for Argyll & Bute as a whole and the Bute and Cowal zone, with other Scottish authorities. The table is ordered in increasing proportions of total licensed vehicles per 1,000 population.

### Table 1 - Licensed vehicle proportions

| Licensing Area | Population | Taxi Vehicles | Private Hire Cars | Total Licensed Vehicles | Taxis per 1,000 population | Private Hire Cars per 1,000 population | Total licensed vehicles per 1,000 population |
|---|---|---|---|---|---|---|---|
| Glasgow City | 621,020 | 1,420 | 3,759 | 5,179 | 2.3 | 6.1 | 8.3 |
| City of Edinburgh | 513,210 | 1,316 | 2,165 | 3,481 | 2.6 | 4.2 | 6.8 |
| East Dunbartonshire | 108,130 | 315 | 343 | 658 | 2.9 | 3.2 | 6.1 |
| Renfrewshire | 176,830 | 235 | 836 | 1,071 | 1.3 | 4.7 | 6.1 |
| Shetland Islands | 23,080 | 80 | 58 | 138 | 3.5 | 2.5 | 6.0 |
| South Lanarkshire | 318,170 | 345 | 1,470 | 1,815 | 1.1 | 4.6 | 5.7 |
| North Lanarkshire | 339,960 | 493 | 1,395 | 1,888 | 1.5 | 4.1 | 5.6 |
| Dundee City | 148,710 | 575 | 195 | 770 | 3.9 | 1.3 | 5.2 |
| East Renfrewshire | 94,760 | 60 | 430 | 490 | 0.6 | 4.5 | 5.2 |
| Aberdeen City | 228,800 | 899 | 243 | 1,142 | 3.9 | 1.1 | 5.0 |
| West Dunbartonshire | 89,610 | 336 | 79 | 415 | 3.7 | 0.9 | 4.6 |
| Na h-Eileanan Siar | 26,950 | 95 | 25 | 120 | 3.5 | 0.9 | 4.5 |
| Inverclyde | 78,760 | 239 | 55 | 294 | 3.0 | 0.7 | 3.7 |
| Falkirk | 160,130 | 427 | 146 | 573 | 2.7 | 0.9 | 3.6 |
| Highland | 235,180 | 601 | 215 | 816 | 2.6 | 0.9 | 3.5 |
| West Lothian | 181,310 | 121 | 437 | 558 | 0.7 | 2.4 | 3.1 |
| Aberdeenshire | 261,800 | 470 | 296 | 766 | 1.8 | 1.1 | 2.9 |
| South Ayrshire | 112,680 | 136 | 183 | 319 | 1.2 | 1.6 | 2.8 |
| Argyll and Bute | 86,810 | 179 | 56 | 235 | 2.1 | 0.6 | 2.7 |
| East Lothian | 104,840 | 139 | 130 | 269 | 1.3 | 1.2 | 2.6 |
| Scottish Borders | 115,020 | 214 | 75 | 289 | 1.9 | 0.7 | 2.5 |
| Orkney Islands | 22,000 | 30 | 24 | 54 | 1.4 | 1.1 | 2.5 |
| Midlothian | 90,090 | 52 | 153 | 205 | 0.6 | 1.7 | 2.3 |
| Fife | 371,410 | 485 | 350 | 835 | 1.3 | 0.9 | 2.2 |
| Dumfries and Galloway | 149,200 | 228 | 104 | 332 | 1.5 | 0.7 | 2.2 |
| Stirling | 94,000 | 76 | 125 | 201 | 0.8 | 1.3 | 2.1 |
| Perth and Kinross | 151,100 | 112 | 208 | 320 | 0.7 | 1.4 | 2.1 |
| North Ayrshire | 135,790 | 220 | 67 | 287 | 1.6 | 0.5 | 2.1 |
| Clackmannanshire | 51,450 | 56 | 49 | 105 | 1.1 | 1.0 | 2.0 |
| Moray | 95,780 | 166 | 25 | 191 | 1.7 | 0.3 | 2.0 |
| East Ayrshire | 121,940 | 125 | 85 | 210 | 1.0 | 0.7 | 1.7 |
| Angus | 116,280 | 111 | 62 | 173 | 1.0 | 0.5 | 1.5 |
| Bute & Cowal Zone (A&B) | 20,473 | 57 | 1 | 58 | 2.8 | 0.0 | 2.8 |
| **Scotland** | **5,404,700** | **10,536** | **12,122** | **22,658** | **1.9** | **2.2** | **4.2** |

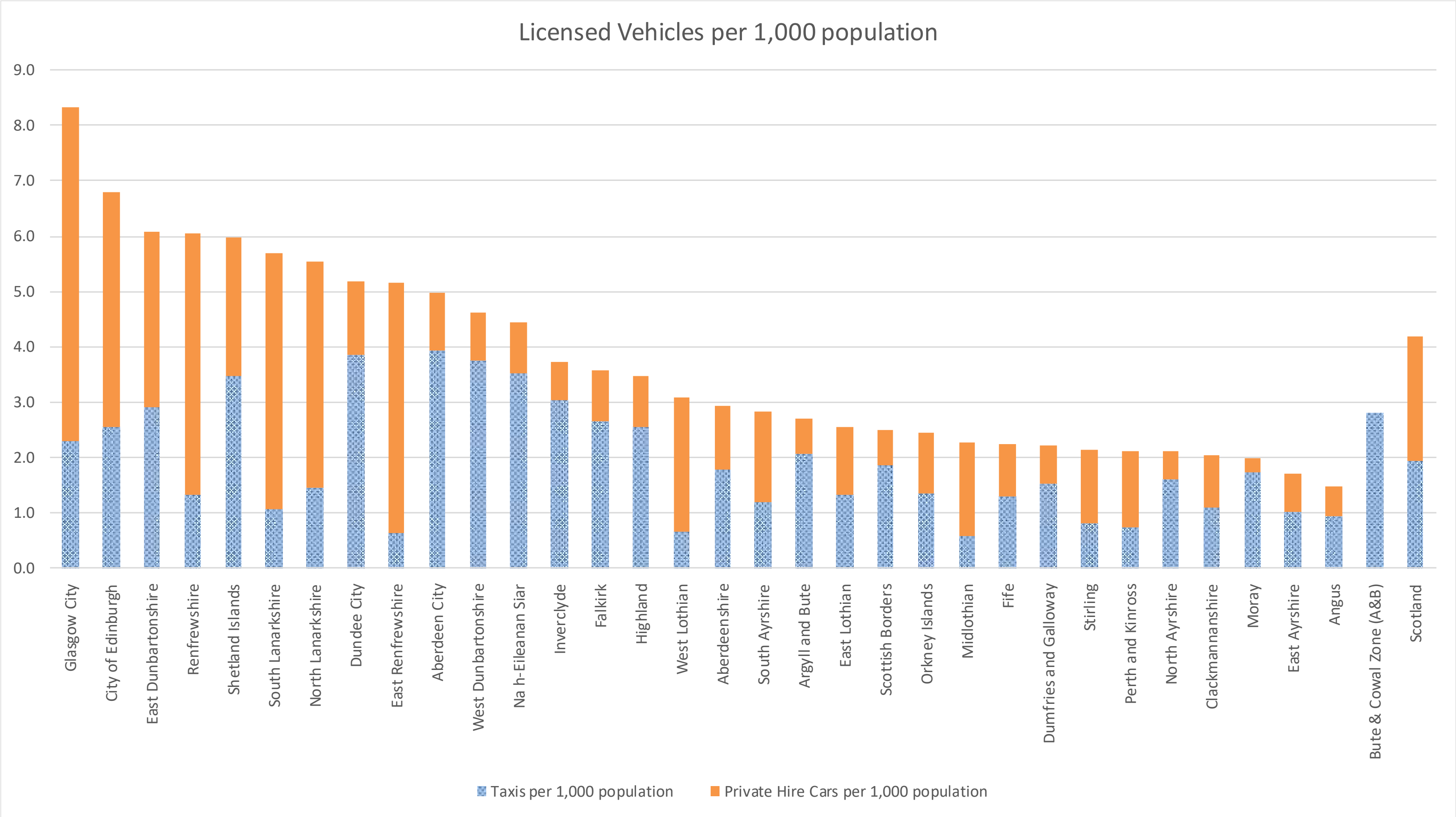



**Figure 1 - Comparison of licensed vehicle provision as a proportion of population**

Table 1 above shows Argyll & Bute as a whole is ranked twelfth highest, regarding the proportion of taxis per 1,000 population in Scotland. At 2.1 taxis per 1,000 population, the value is more than the Scottish average of 1.9 taxis per 1,000 population.

The proportion of private hire cars per 1,000 population in Argyll & Bute is relatively low at 0.6 private hire cars per 1,000 population. This is slightly more than quarter of the Scottish average of 2.2 private hire cars per 1,000 population.

Within the Bute and Cowal Zone, the proportion of taxis per 1,000 population is higher than that for Argyll & Bute as a whole, whilst the proportion of private hire cars is lower than for Argyll & Bute as a whole. As a result, the overall ratio of licensed vehicles per 1,000 population is similar to that of Argyll & Bute as a whole.

### Vehicle availability

The availability of a vehicle for personal travel can influence how reliant people are on the use of public transport, including the use of licensed vehicles. The vehicle availability statistics, per 1,000 population aged 17+ years (driving age) are published as part of the Scottish Transport Statistics. The statistics are aggregated by local authority area. The following table presents the statistics across Scotland. Argyll & Bute is ranked as 13$^{th}$ highest vehicle availability and higher than average for Scotland as a whole. Vehicles include cars, vans and motorcycles which may be used for personal transport.

The statistics tend to indicate that authority areas with lower population densities have higher vehicle availability than the more highly urbanised authorities.

**Table 2 - Vehicle availability**

| Area | Cars, Vans, Motorcycles and Exempt vehicles registered per 1,000 people aged 17+ |
|---|---|
| Renfrewshire | 913 |
| Orkney Islands | 903 |
| Aberdeenshire | 879 |
| Shetland Islands | 872 |
| Stirling | 866 |
| Eilean Siar | 806 |
| Scottish Borders | 799 |
| Dumfries & Galloway | 793 |
| Highland | 779 |
| Angus | 760 |
| Perth & Kinross | 753 |
| Moray | 752 |
| Argyll & Bute | 730 |
| East Lothian | 704 |
| West Lothian | 701 |
| Midlothian | 699 |
| Clackmannanshire | 697 |
| Falkirk | 690 |
| South Ayrshire | 688 |
| East Renfrewshire | 686 |
| East Dunbartonshire | 683 |
| Fife | 680 |
| East Ayrshire | 670 |
| South Lanarkshire | 654 |
| North Lanarkshire | 643 |
| North Ayrshire | 635 |
| West Dunbartonshire | 588 |
| Inverclyde | 574 |
| Aberdeen City | 557 |
| Dundee City | 506 |
| Edinburgh, City of | 457 |
| Glasgow, City of | 441 |
| Scotland | 665 |

## Public transport vehicle proportions

The availability of public transport vehicles per 1,000 population can also provide an indication of alternative means of transport to private vehicles, or licensed vehicles. Scottish Transport Statistics provide data regarding the number of registered public transport vehicles in each local authority

area. Public transport vehicles are those with nine or more passenger seats.

Argyll & Bute is ranked 28th in terms of public transport vehicles per 1,000 people aged 17+. This is a relatively low level of provision and below the average for Scotland as a whole.

**Table 3 - Public transport vehicle proportions**

| Area | Public Transport Vehicles (9+ seats) per 1,000 people aged 17+ |
|---|---|
| North Ayrshire | 7.39 |
| Midlothian | 6.67 |
| North Lanarkshire | 6.63 |
| Perth & Kinross | 5.42 |
| East Dunbartonshire | 4.00 |
| East Lothian | 3.67 |
| Glasgow, City of | 3.22 |
| Falkirk | 3.21 |
| Moray | 3.16 |
| Scottish Borders | 3.10 |
| Highland | 2.99 |
| Angus | 2.84 |
| Shetland Islands | 2.74 |
| West Dunbartonshire | 2.73 |
| East Renfrewshire | 2.72 |
| South Lanarkshire | 2.37 |
| Aberdeenshire | 2.26 |
| Dumfries & Galloway | 2.14 |
| West Lothian | 2.08 |
| Orkney Islands | 2.05 |
| Stirling | 2.01 |
| Fife | 1.96 |
| Eilean Siar | 1.92 |
| Edinburgh, City of | 1.88 |
| East Ayrshire | 1.79 |
| Aberdeen City | 1.74 |
| South Ayrshire | 1.74 |
| Argyll & Bute | 1.52 |
| Renfrewshire | 1.44 |
| Inverclyde | 1.38 |
| Dundee City | 1.29 |
| Clackmannanshire | 1.02 |
| Scotland | 2.64 |

Argyll and Bute has above average levels of vehicle availability and below average public transport vehicle provision. These features are typical of a largely rural area. As such, public transport, including licensed vehicles, is generally less commonly available in rural areas and is concentrated in larger settlements. Rural populations are more reliant on their own transport, leading to higher vehicle availability in rural areas.

### Ferry demand

Interchange with other public transport modes can provide demand for licensed vehicles. Ferry services link to Rothesay, Dunoon and Hunter's Quay, within the Bute and Cowal Zone.

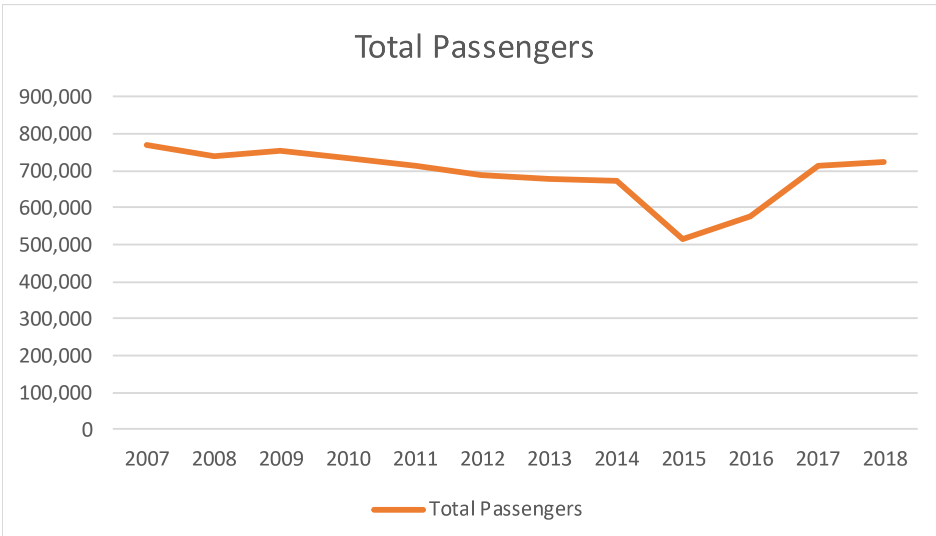



**Figure 2 - Weymss Bay - Rothesay Annual Passengers**

Passenger volumes using the ferry to Rothesay have tended to increase in recent years.

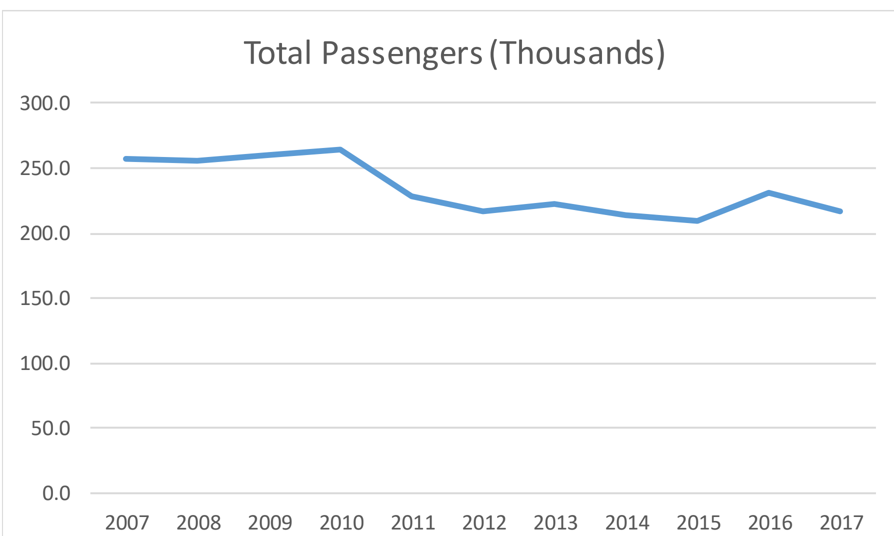



**Figure 3 - Colintraive-Rhubodach Annual Passengers**

Passenger volumes on the Colintrave – Rhubodach crossing have tended to remain relatively stable in recent years, with some year to year fluctuations.

A passenger only ferry service runs between Gourock and Dunoon. In addition, a vehicle ferry runs between McInroy's Point and Hunter's Quay, to the north of Dunoon. Passenger volumes on both ferry links are dominated by the Hunter's Quay service, which carries around 80% of passengers to and from Dunoon / Hunter's Quay. The profile of passenger volumes using the two routes are summarised in the following figure.


**Figure 4 – Annual passenger volumes on Hunter's Quay and Dunoon ferry services**

Overall passenger volumes have remained relatively stable in recent years, following a steady decline until 2013.

It should be noted that passenger data also includes passengers who are travelling with other vehicles on the ferries. On the Bute ferry routes, the profile of car volumes on ferries was similar to that of passengers, indicating that the profile is a relevant indicator of likely changes in foot passenger demand. However, the Dunoon / Hunter's Quay car demand has increased in recent years, whilst passenger volumes have remained relatively stable. Consequently, the inference is that foot passenger volumes have decreased in recent years, as more of the passengers transported are associated with cars carried on the ferries. This suggests reduced need for taxi services servicing these ferry arrivals.

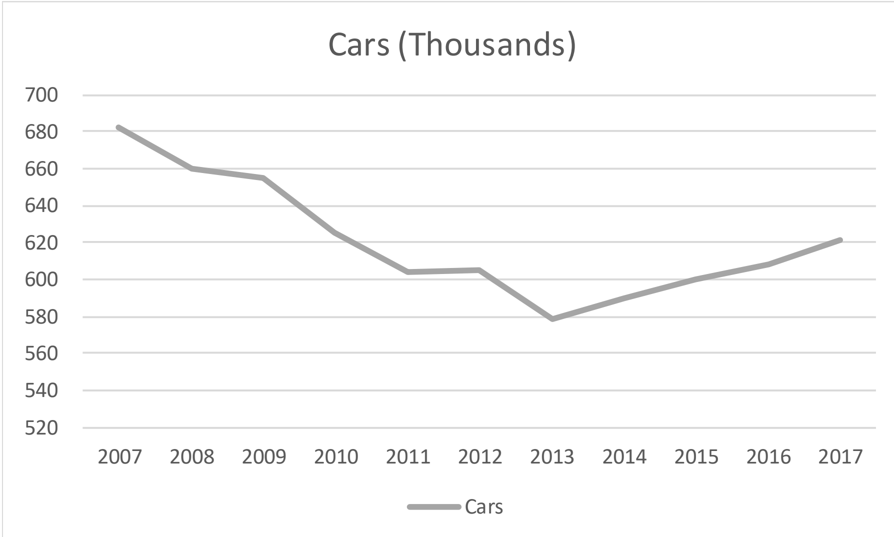



**Figure 5 - Annual car volumes on Hunter's Quay and Dunoon ferry services**

### Driver ratios

The current statistics suggest 82 drivers for 58 licensed vehicles in the total licensed vehicle fleet (with any comparison at taxi level not appropriate due to the low number of private hire driver licences). This proportion of 1.41 suggests there may be some double shifting of vehicles.

### Fares

Argyll & Bute taxi fares are summarised below, as last set on 22nd April 2019:

Tariff 1 – Hirings from ranks or "flag" between 7am and 10pm

Initial charge (860 yards or part thereof) - £3.00

Subsequent charge (each 176 yards or part thereof) - 20 pence

Tariff 2 - Hirings from ranks or "flag" between 10pm and 7am

Initial charge (860 yards or part thereof) - £3.60

Subsequent charge (each 150 yards or part thereof) - 20 pence

Tariff 2 also applies to hirings from ranks or "flag" between 6pm and 10pm on December 24th; between 6pm and 10pm on December 31st; and between 7am on 2nd January and 7am on 3rd January

Tariff 3 - Hiring from ranks or "flag" between 10pm 24th December and 7am 27th December and 10pm 31st December and 7am 2nd January

Initial Charge (860 yards or part thereof) - £4.20

Subsequent Charge (each 120 yards or part thereof) - 20 pence

Soiling Charge - £100 maximum (with permission to display warning signs indicating that there may be an additional charge for any potential loss of earnings suffered as a consequence)

Waiting Time – 35 pence per minute commencement of journey, charged on a pro rate basis per second

Taxi called by mean of telephone – 30 pence additional charge

Large Mini-bus type vehicle (carrying 5 or more passengers together at their own request)-

a) Where Tariff 1 would apply – charge Tariff 2

b) Where Tariff 2 would apply – charge Tariff 3

c) Where Tariff 3 would apply – surcharge £1.00

Fee by negotiation – for all journeys commencing within but finishing outwith Argyll and Bute, in a place of the above charges, such fares may be charged as prior to the acceptance of the hire, were proposed to the hirer and accepted by him/her

Ferry Fares – The hirer shall be liable for the cost of a return ferry fare for any journey involving a ferry

## National ranking of fares

Private Hire and Taxi Monthly magazine publish monthly league tables of the metred fares for taxis in Licensing Authorities in the UK. The Tariff 1 fares for a two mile journey (distance costs only) are compared and ranked. The lower the ranking (number), the more expensive the journey, compared with other authorities. The July 2019 table indicated that the fares in Argyll & Bute were ranked 103 out of 366 authorities listed. This indicates that taxis in Argyll & Bute are more expensive than for most authorities.

A comparison of the fares ranking of Scottish authorities is presented in Table 4.

**Table 4 - Average fare ranking of Scottish authorities**

| Local Authority | Fare | Rank (UK) | Rank (Scotland) |
|---|---|---|---|
| East Lothian | £7.00 | 16 | 1 |
| Fife | £6.60 | 60 | 2 |
| Moray | £6.60 | 63 | 3 |
| Glasgow | £6.50 | 71 | 4 |
| Edinburgh | £6.35 | 95 | 5 |
| Mid Lothian | £6.22 | 102 | 6 |
| Argyll & Bute | £6.20 | 103 | 7 |
| Clackmannan | £6.10 | 131 | 8 |
| South Ayrshire | £6.10 | 138 | 9 |
| Shetland | £6.05 | 142 | 10 |
| Aberdeenshire | £6.00 | 143 | 11 |
| Scottish Borders | £5.85 | 185 | 12 |
| East Kilbride (South Lanarkshire) | £5.80 | 191 | 13 |
| Highland | £5.80 | 194 | 14 |
| Orkney | £5.80 | 200 | 15 |
| Rutherglen (South Lanarkshire) | £5.80 | 203 | 16 |
| East Ayrshire | £5.75 | 216 | 17 |
| Angus | £5.70 | 218 | 18 |
| Renfrewshire | £5.70 | 224 | 19 |
| Stirling | £5.70 | 226 | 20 |
| Dundee | £5.66 | 229 | 21 |
| Aberdeen | £5.60 | 230 | 22 |
| West Lothian | £5.60 | 247 | 23 |
| Dumfries & Galloway | £5.50 | 251 | 24 |
| Falkirk | £5.50 | 256 | 25 |
| Dumbarton & Vale of Leven (West Dunbartonshire) | £5.40 | 271 | 26 |
| Perth & Kinross | £5.40 | 274 | 27 |
| East Dunbartonshire | £5.34 | 284 | 28 |
| East Renfrew | £5.30 | 289 | 29 |
| North Ayrshire | £5.30 | 293 | 30 |
| Clydebank | £5.20 | 305 | 31 |
| Inverclyde | £5.20 | 310 | 32 |
| Clydesdale (South Lanarkshire) | £5.20 | 312 | 33 |
| North Lanarkshire | £5.00 | 327 | 34 |
| Western Isles | £4.85 | 337 | 35 |
| Hamilton (South Lanarkshire) | £4.80 | 340 | 36 |

## 3 Patent demand measurement (rank surveys)

The Table below indicates the list of taxi ranks which were surveyed for this unmet demand survey.

**Table 5 - Taxi ranks**

| Rank | Spaces (approx) | Comments |
|---|---|---|
| | | |
| Albert Place, Rothesay, Bute | 15 | 24 hour rank. Clearly signed marked. Taxis generally sit perpendicular to the road. Close to ferry terminal and taxis tend to wait at the end of the rank closest to the ferry terminal. |
| Argyll Street, Dunoon (Near Church Street) | 5 | 24 hour rank. Clearly signed and marked. Taxis wait on the right side of the road, in a marked area. |
| Moir Street, Dunoon | 2 | 24 Hour rank. No signage other than traffic regulation signs. Road marked with taxi rank. Taxis wait on the right side of the road. |
| John Street, Dunoon | 4 | 24 hour rank. No signage other than traffic regulation signs. Road is marked with taxi rank marking. The rank is split into two by a bus stop bay in the middle. Two spaces either end of the bus stop for taxis. |

| | | |
|---|---|---|
| Pier Esplanade, Dunoon | 12 | This is a 24 hour rank. The rank is clearly marked in the roadway. Signs that appear to be to indicate that a taxi rank is present, are fixed along the rank. However, the signs are badly weathered and all wording on the signs have been worn off. No traffic regulation signage is present to indicate the parking and waiting restrictions or the hours of operation of the rank. |
| Argyll Street, Dunoon (near harbour) | 2 | This is a 24 hour rank. The rank is clearly marked in the roadway. There are no additional information or traffic regulation signs, to indicate that a taxi rank is present or to indicate the parking and waiting restrictions or the hours of operation of the rank |

Activity at all ranks was assessed from the morning of Thursday 16th May to the morning of Sunday 19th May 2019. The volume of passengers and taxis was recorded, together with taxi vehicle queue lengths and waiting times or queue lengths for any waiting passengers.

Full details of tabulated hourly passenger and Taxi volumes and waiting times for Taxis, are presented in Appendix A. Summary results are presented below. The results for all ranks are presented in 3D graphs, in order that the relative magnitude of passenger volumes, vehicle volumes and vehicle waiting times at ranks, can be presented and compared across all ranks. In addition, data aggregated across all ranks is presented in simple line graphs, to present the profile of demand, and passenger waiting.

The ranks in Dunoon at Pier Esplanade and Argyll St (near harbour) were virtually unused and have been excluded from the graphs.

The taxi ranks were surveyed, using video cameras fixed to nearby lamp posts or sign posts. The footage was later processed to determine the volumes of passengers and taxis passing through each rank.

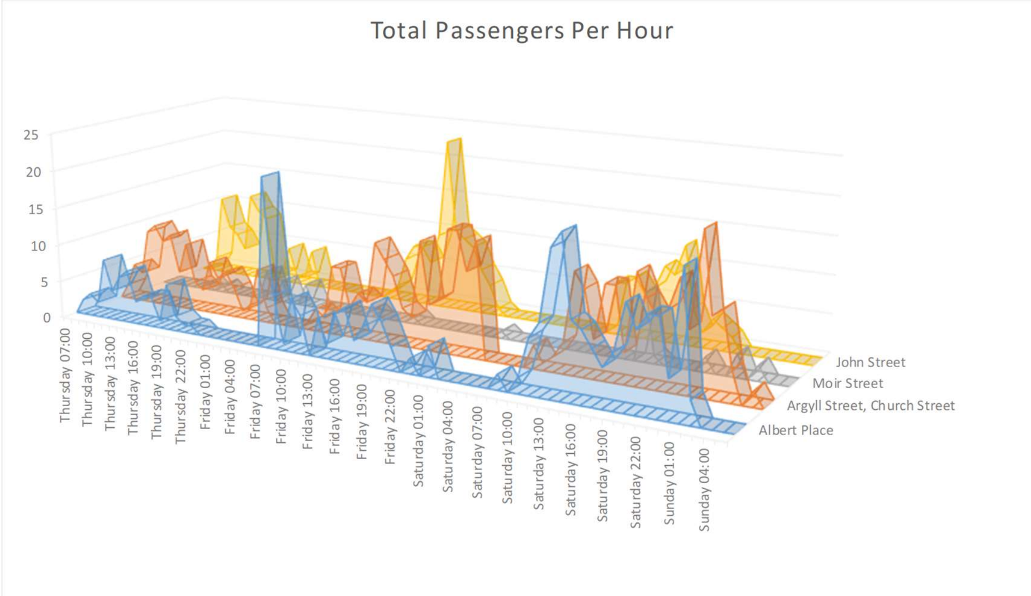



**Figure 6 - Total passenger volumes using each rank**

Figure 6 presents comparative profiles of passenger demand for each rank.

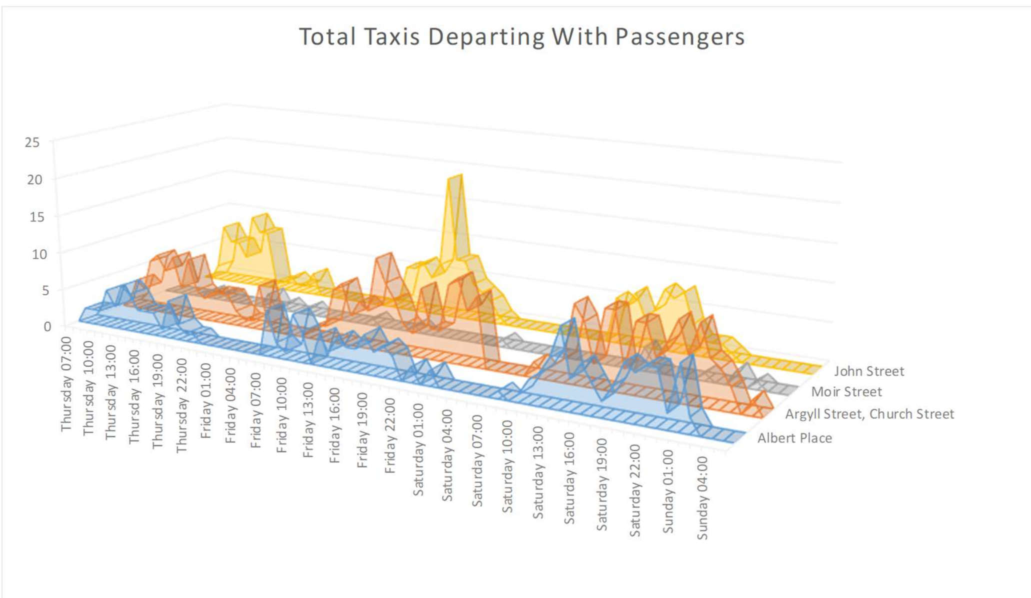



**Figure 7 - Total taxis departing each rank with passengers**

Not all taxis leave the rank with passengers on board.

## Profile of demand

All of the rank hire activity on the Isle of Bute is concentrated on the single rank at Albert Place, Rothesay. The rank is active to varying degrees throughout each day and busiest on Saturday. There is no significant peak in activity on either a Friday or Saturday night.

When we consider the ranks in Dunoon, it is useful to consider the effect of all hires aggregated across all of the ranks. The profile of all hires across all of the ranks in Dunoon, is presented in the following figure.

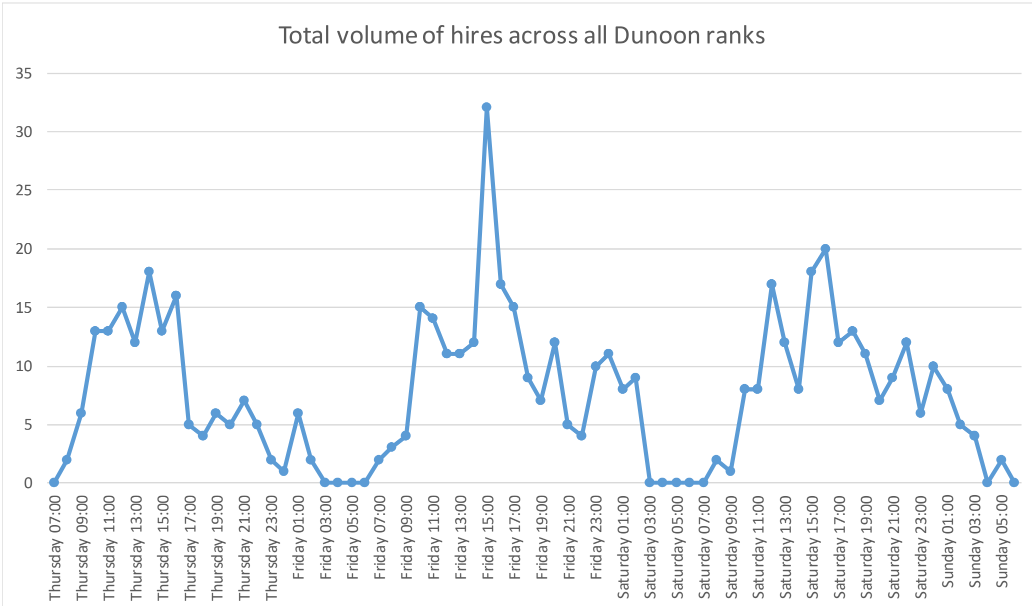



**Figure 8 - Total hourly taxi hires volume aggregated across all Dunoon ranks**

The profile indicates that there is activity throughout each day from morning to late night. However, there was no peak in activity late on Friday or Saturday night. Highest levels of activity were recorded during the afternoons of each day observed.

Lack of a sustained peak which is significantly larger than the general levels of activity, indicates that overall demand is 'not peaked' when we consider the level of significance of any unmet demand.

## Taxis departing ranks empty

Taxis may depart a rank without passengers for several reasons. The most common reasons are in response to a booking, or in order to move on to another rank which is felt to offer a better prospect of a hire.

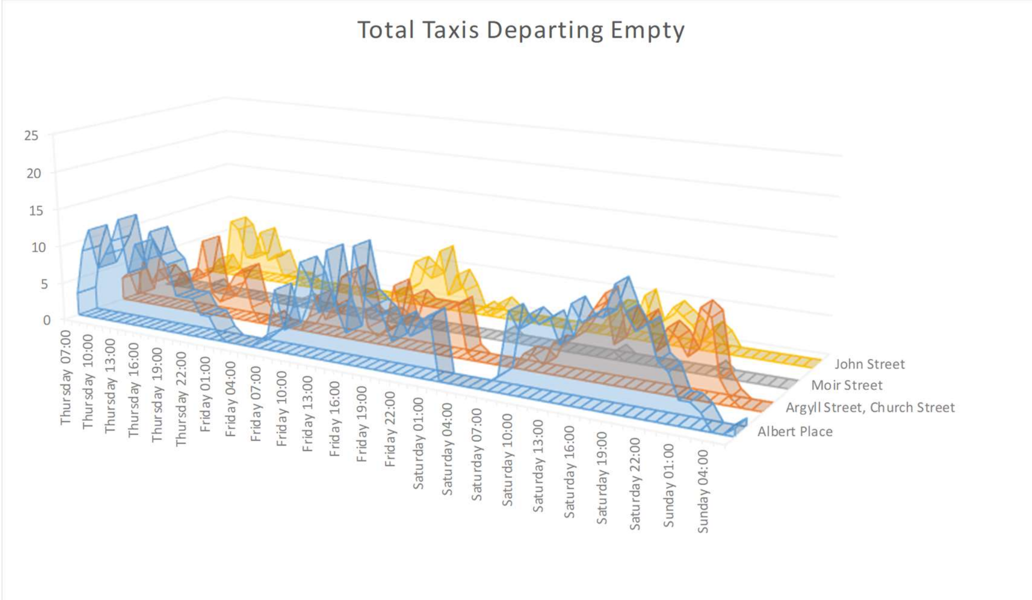



**Figure 9 – Hourly total number of taxis which leave the ranks empty**

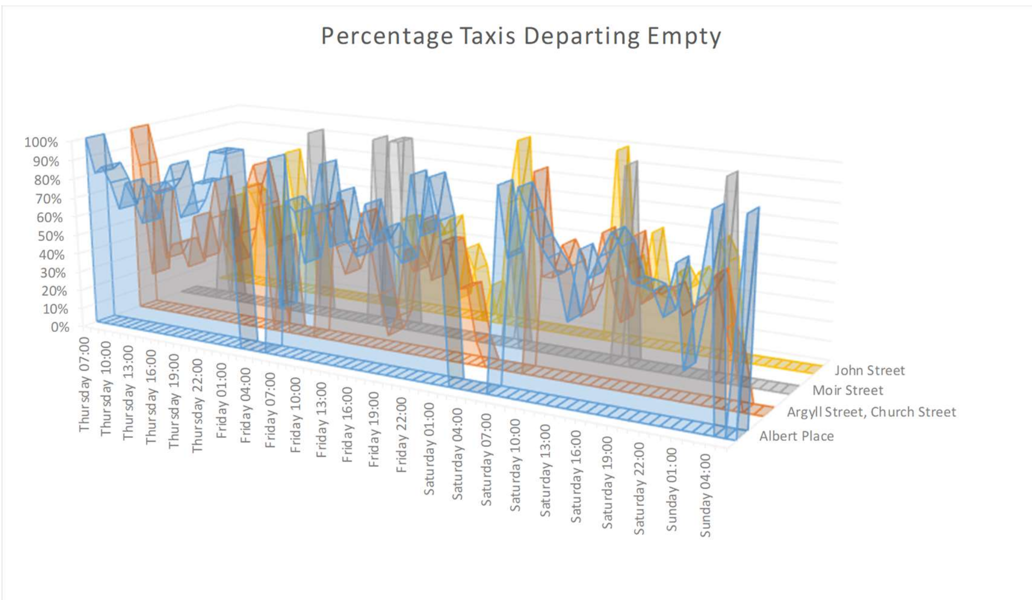



**Figure 10 - Proportion of taxis at each rank which leave the ranks empty**

The proportion of taxis leaving each rank empty, as a percentage of all taxis passing through each rank, was generally high. During some hours at some ranks, all departing taxis were empty. The majority of all observed departures from the ranks, were empty.

## Taxi vehicle waiting times at the ranks

Taxis spend much of their time waiting at ranks for customers to hire the vehicles from the ranks or waiting for a customer to hire the taxis by telephone or other booking means. The average time that vehicles spend waiting at the ranks is presented in the following figure.

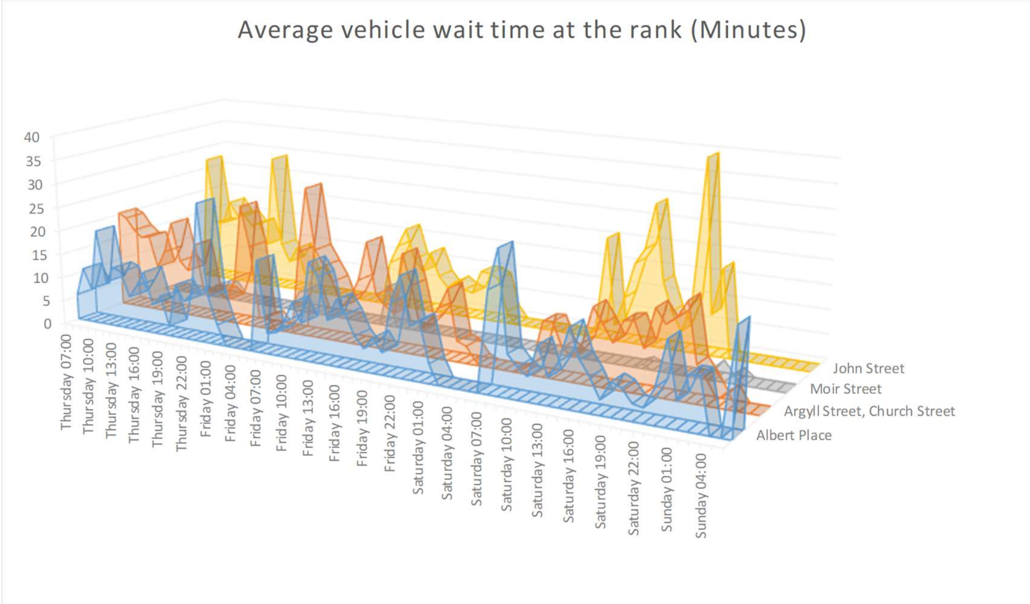



**Figure 11 - Average vehicle waiting time [minutes] at each rank**

The average time taxi vehicles spent waiting at taxi rank varied by location and by time of day.

## Passenger profile

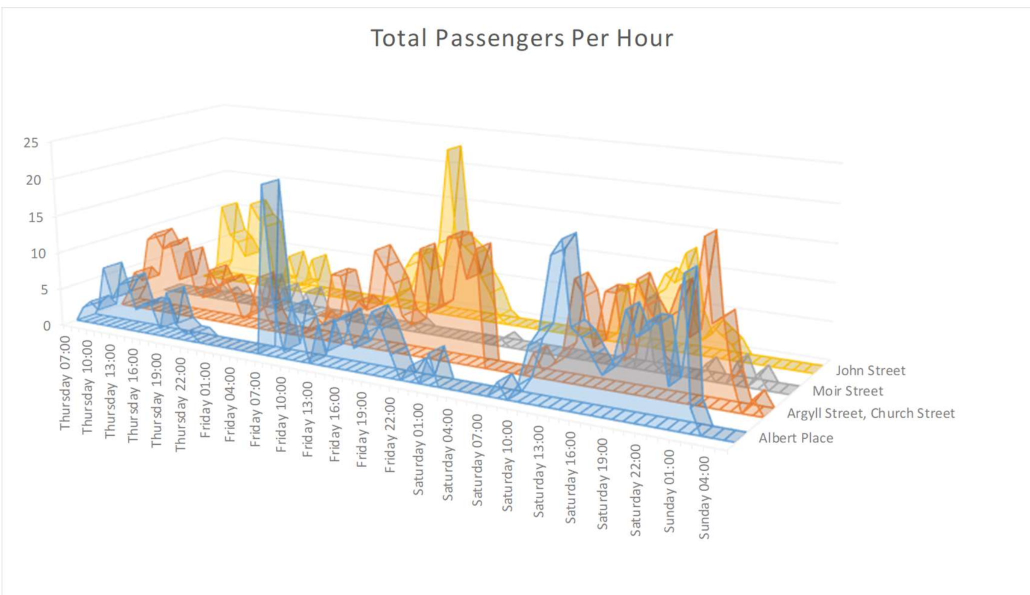



**Figure 12 - Total passengers per hour**

The profile of total passengers follows a similar profile to that of total hires across all ranks. This indicates that the number of passengers hiring each taxi (load factor) from the rank does not vary significantly through each day.

### Passenger waiting

Unmet demand relates to passengers who had to wait for a taxi to arrive at a rank, or who gave up waiting for a taxi to arrive at the rank, or didn't try to hire a taxi at a rank, or by hailing, in the expectation that taxis would not be found there. The degree of significance of unmet demand relates to what proportion of passengers had to wait for a taxi to arrive (or gave up), together with the duration of the wait and related to the time of day that waiting occurred and overall passenger volumes.

It is inevitable that some passengers will have to wait for taxis to arrive at ranks from time to time. However, such unmet demand is unlikely to be deemed to be significant unless passenger waiting if persistent and for lengthy durations.

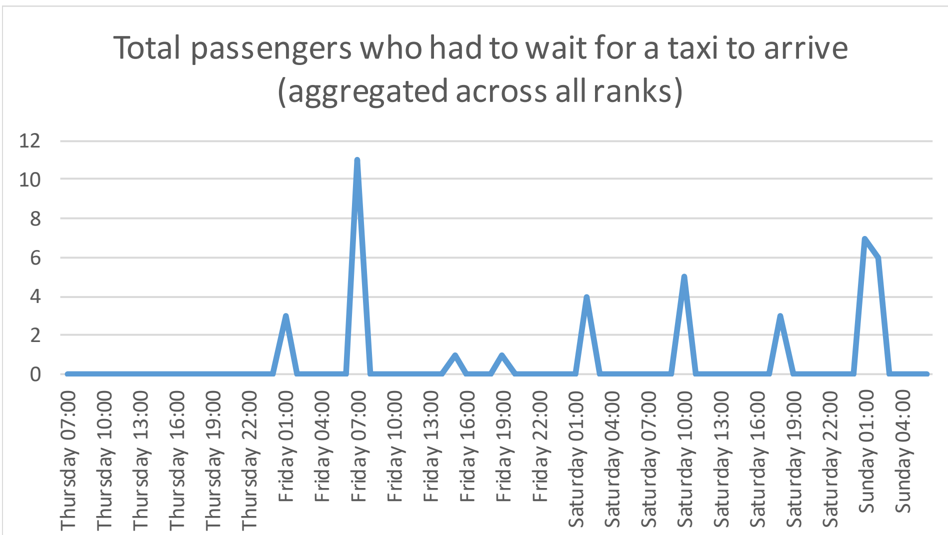



**Figure 13 - Number of passengers who had to wait for a taxi**

Passengers were deemed to have waited for a taxi to arrive at a rank if there were not taxis present at the rank and available for hire, when the passengers arrived. This is distinct from occasions when passenger queues format times of high demand, waiting to board a queue of waiting taxis. On such occasions, the passenger wait would be due to the logistical operation of the rank, such as waiting for a queued vehicle to pull up to the boarding area, rather than due to lack of availability.

Passenger waiting was characterised as occasional. No persistent passenger queues formed.

Passenger waiting tended to occur at times of relatively low demand. This is characterised by the profile of percentage of all passengers during each hour, who had to wait for a taxi to arrive at the ranks.

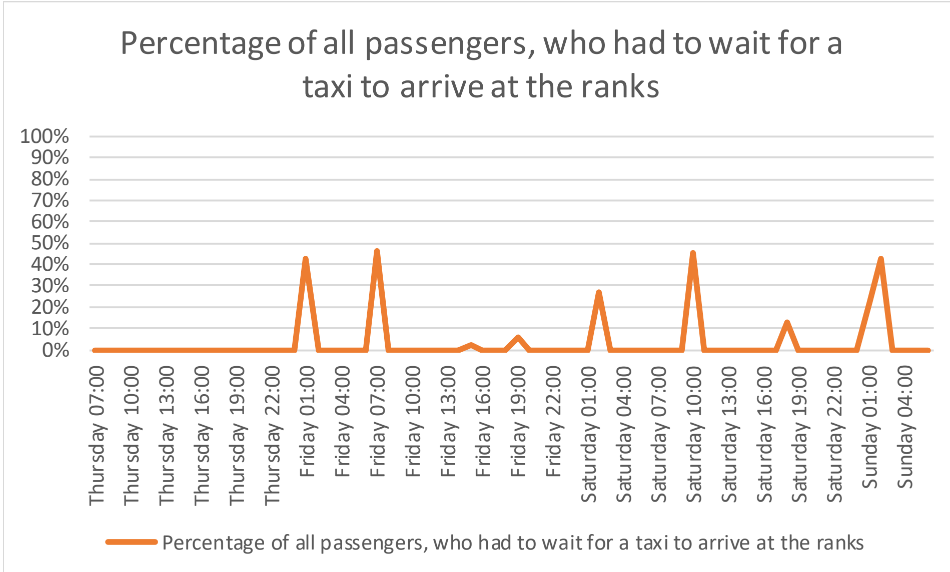



**Figure 14 - Percentage of passengers who had to wait for a taxi**

The proportion of all passengers who had to wait for a taxi to arrive at the ranks was generally relatively high. This is a feature of the low levels of demand at the times waiting occurred, rather than as a function of excessive demand.

Aggregated over all passenger observations, 3% of all passengers had to wait for a taxi to arrive at the ranks.

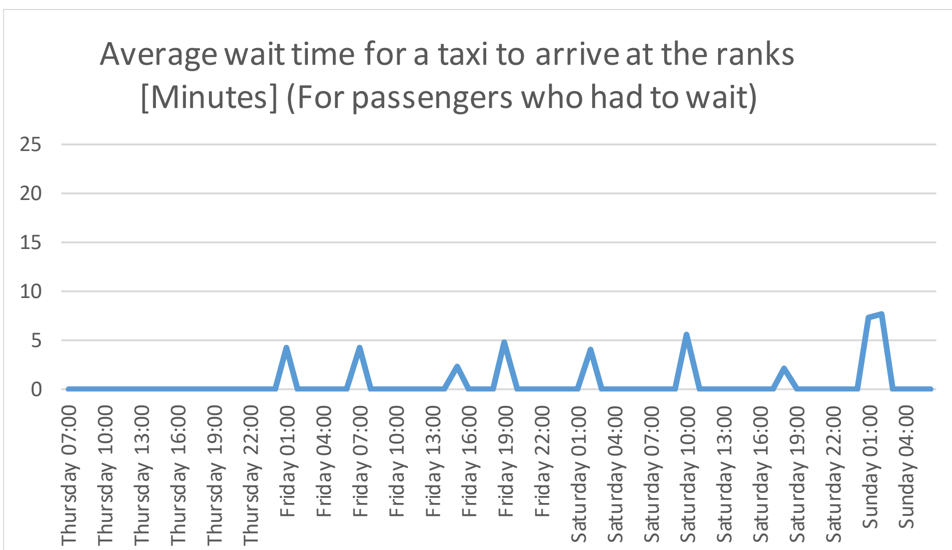



**Figure 15 - Average wait time for passengers who had to wait for a taxi to arrive at the ranks**

The average time that those passengers who had to wait for a taxi to arrive, spent waiting at the ranks, was relatively low and was generally less than 5 minutes.

When we consider the average waiting time for all passengers, including those who didn't have to wait, the average wait time was 8 seconds.

Daily statistics from the rank surveys are presented in the following tables:

### Table 6 - Daily rank statistics Thursday to Friday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi | Average vehicle wait time at the ranks per taxi (minutes) |
|---|---|---|---|---|---|---|
| **Total for all locations** | **269** | **195** | **464** | **252** | **1.3** | **11** |
| Albert Place | 147 | 44 | 191 | 54 | 1.2 | 10 |
| Argyll Street, Church Street | 78 | 79 | 157 | 106 | 1.3 | 12 |
| Moir Street | 2 | 6 | 8 | 12 | 2.0 | 1 |
| John Street | 40 | 61 | 101 | 75 | 1.2 | 14 |
| Pier Esplanade | 1 | 1 | 2 | 1 | 1.0 | 3 |
| Argyll Street, Harbour | 1 | 4 | 5 | 4 | 1.0 | 2 |

### Table 7 - Daily rank statistics Friday to Saturday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi | Average vehicle wait time at the ranks per taxi (minutes) |
|---|---|---|---|---|---|---|
| **Total for all locations** | **280** | **265** | **545** | **370** | **1.4** | **10** |
| Albert Place | 142 | 54 | 196 | 93 | 1.7 | 10 |
| Argyll Street, Church Street | 92 | 124 | 216 | 166 | 1.3 | 10 |
| Moir Street | 4 | 3 | 7 | 3 | 1.0 | 1 |
| John Street | 41 | 81 | 122 | 105 | 1.3 | 9 |
| Pier Esplanade | 0 | 0 | 0 | 0 | 0.0 | 0 |
| Argyll Street, Harbour | 1 | 3 | 4 | 3 | 1.0 | 1 |

### Table 8 - Daily rank statistics Saturday to Sunday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi | Average vehicle wait time at the ranks per taxi (minutes) |
|---|---|---|---|---|---|---|
| **Total for all locations** | **341** | **277** | **618** | **449** | **1.6** | **9** |
| Albert Place | 171 | 84 | 255 | 169 | 2.0 | 8 |
| Argyll Street, Church Street | 125 | 124 | 249 | 180 | 1.5 | 10 |
| Moir Street | 2 | 8 | 10 | 17 | 2.1 | 1 |
| John Street | 41 | 61 | 102 | 83 | 1.4 | 13 |
| Pier Esplanade | 1 | 0 | 1 | 0 | 0.0 | 3 |
| Argyll Street, Harbour | 1 | 0 | 1 | 0 | 0.0 | 0 |

**Table 9 - Aggregate rank statistics Thursday to Sunday**

| All 3 days | | | | | |
|---|---|---|---|---|---|
| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi |
| **Total for all locations** | **1209** | **737** | **1627** | **1071** | **1.5** |
| Albert Place | 460 | 182 | 642 | 316 | 1.7 |
| Argyll Street, Church Street | 295 | 327 | 622 | 452 | 1.4 |
| Moir Street | 8 | 17 | 25 | 32 | 1.9 |
| John Street | 122 | 203 | 325 | 263 | 1.3 |
| Pier Esplanade | 2 | 1 | 3 | 1 | 1.0 |
| Argyll Street, Harbour | 3 | 7 | 10 | 7 | 1.0 |

As a sense check, it is prudent to consider the total observed hires against the number of taxis in the fleet. Currently there are 57 taxis. When we consider the total number of taxis departing the ranks with passengers (total rank based hires) against the number of taxis, the average number of hires per taxi was 12.9. This would imply that if all taxis were operating from the ranks and achieved an equal share of hires, each would have undertaken around 13 hires over the three days observed. If we were to assume the average shift duration was 8 hours, this would imply an average of around one hire every two hours. This level of business could not sustain the fleet from rank based hires only.

## 4 General public views

It is very important that the views of people within the area are obtained about the service provided by taxi and private hire. A key element which these surveys seek to discover is specifically if people have given up waiting for taxis 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 taxi 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 taxis waiting at ranks.

These surveys tend to be undertaken during the daytime period when more people are available. 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 taxis 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.

The survey obtained results from 71 responses obtained through face to face interviews and 31 responses obtained through an online survey.

The results from the face to face and online survey are reported separately in the following table.

**Table 10 - Public consultation survey results**

| Question | Response | Online survey | Face to Face |
|---|---|---|---|
| In the last three months, have you made one or more trips by taxi or private hire car in Argyll & Bute? | Yes | 67% | 33% |
| | No | 33% | 67% |
| For your most recent trip by taxi or private hire car, what kind of vehicle did you use? | Wheelchair accessible taxi vehicle | 5% | 0% |
| | Saloon car | 80% | 75% |
| | Minibus / people carrier | 15% | 17% |
| | Don’t recall | 0% | 8% |

LVSA

| | | | |
|---|---|---|---|
| Respondents were asked to describe the ways that private hire cars may be hired? | Accurately described | 45% | 52% |
| | Inaccurately described | 60% | 48% |
| | Not Sure / Don't know | 5% | 9% |
| Respondents were asked to describe the ways that a taxi may be hired? | Accurately described | 65% | 84% |
| | Inaccurately described | 35% | 16% |
| | Not Sure / Don't know | 0% | 0% |
| How did you hire the most recent taxi or private hire car that you used? | At a taxi rank | 20% | 18% |
| | Hailed in the street | 0% | 0% |
| | By telephoning a company | 70% | 82% |
| | By using a freephone | 10% | 0% |
| [For those who hired by phone, app, website or booking office] Did you require a taxi or private hire car immediately or did you pre-book for another time? | Immediately | 95% | 96% |
| | Future | 5% | 4% |
| Did you have to wait for a vehicle to be available? | Yes | 11% | 4% |
| | No | 89% | 96% |
| If you had to wait for a vehicle to be available, how long did you have to wait, or what length of time was quoted? | Less than 10 minutes | 50% | 100% |
| | Wait for over 10 minutes | 50% | 0% |
| Were you satisfied with the service you received in terms of time to arrive and journey time? | Yes | 95% | 100% |
| | No | 5% | 0% |
| Could private hire car services in Argyll & Bute be improved? | Yes | 55% | 20% |
| | No | 45% | 80% |
| What improvements would you like to see? [Responses listed in order of popularity] | • Cheaper fares<br>• More availability / better coverage on islands / better range of companies and cars<br>• More wheelchair/accessible cars | | |

| | | | |
|---|---|---|---|
| For your most recent trip in a taxi or private hire car, how would you rate the following aspects, with 1 very poor and 5 very good [Average score presented] | Vehicle Cleanliness | 4.4 | 4.6 |
| | State of vehicle repair | 4.4 | 4.6 |
| | Driver behaviour | 4.6 | 4.6 |
| | Driver appearance | 4.5 | 4.3 |
| | Driver hygiene | 4.5 | 4.3 |
| | Driver attire / smartness | 4.3 | 4.3 |
| | Price | 3.5 | 4.1 |
| | Customer service | 4.3 | 4.7 |
| For any aspects that you rated poor or very poor, could you provide further details regarding why you provided this rating? [Responses listed in order of popularity] | • Availability of taxis early or late, especially for early ferries<br>• Find taxis expensive as an OAP<br>• Expensive for distance travelled | | |
| Regarding your last trip by taxi or private hire car, at what time of day you obtain your taxi? | Daytime, (before 6pm) | 37% | 48% |
| | Evening (Between 6pm and 10 pm | 47% | 36% |
| | Night (after 10pm) | 16% | 12% |
| | Don't recall | 0% | 4% |
| Regarding this last trip: Were you or anyone in your party disabled? e.g. mobility impaired, visually impaired or a wheel chair user | Yes, another member of the party | 0% | 0% |
| | Yes, the respondent | 10% | 0% |
| | No | 90% | 100% |
| Was the taxi or private hire car that you used for the last trip suitable in terms of ease of access and egress? | Yes | 90% | 86% |
| | No | 10% | 14% |
| Did you face any difficulties with your last journey in a taxi or private hire car? | Yes | 10% | 0% |
| | No | 90% | 100% |
| If yes, please expand on what difficulties were faced. | • No wheelchair accessible vehicle available<br>• The people carrier was very tight at the back | | |
| Do you feel that taxis and private hire cars offer good service to people with mobility impairments, including wheelchair users? | Yes | 43% | 44% |
| | No | 20% | 4% |
| | Don't know / no opinion | 37% | 52% |

| | | | |
|---|---|---|---|
| Do you feel that there are enough taxis in Argyll & Bute? i.e. the ones with the sign on the roof. | Yes | 83% | 97% |
| | No | 17% | 3% |
| | Don't know / no opinion | 0% | 0% |
| Do you feel that there are enough private hire cars in Argyll & Bute? i.e. the ones which have to be pre-booked. | Yes | 73% | 97% |
| | No | 27% | 3% |
| What taxi ranks are you aware of in Argyll & Bute? i.e. the ones which are located in the area where you may be most likely to use, or be aware of a taxi rank. If there are no taxi ranks in your area, please state "none in this area". | • Argyll Street (Dunoon)<br>• Morrisons (Dunoon)<br>• High Street (Dunoon)<br>• Dunoon Ferry Terminal<br>• Rothesay Harbour/Quay<br>• Co-op (Rothesay)<br>• John Street (Dunoon)<br>• Moir Street (Dunoon)<br>• Victoria Street (Dunoon)<br>• Guildford Square (Rothesay)<br>• Isle of Bute | | |
| Do you think more ranks are needed? If so, could you suggest any locations where you would like to see new taxi ranks? | Yes | 31% | 17% |
| | No | 69% | 83% |
| Suggested new ranks: | • Along promenade (Dunoon)<br>• Port Bannatyne (Bute)<br>• Western ferry terminal (Hunters Quay)<br>• Argyll hotel (Dunoon)<br>• Near bottom of Argyll Street (Dunoon) | | |
| What is the principal factor which limits your use of taxis, as opposed to private hire cars? Please choose the most relevant factor for you | Cost | 48% | 23% |
| | Waiting time | 4% | 1% |
| | Use the bus instead | 7% | 6% |
| | No need to use taxis | 4% | 15% |
| | The nearest taxi ranks are too far away | 4% | 1% |
| | I generally use a car | 33% | 54% |
| How often do you obtain a taxi from a rank in Argyll & Bute? | Every day | 0% | 0% |
| | At least weekly | 17% | 8% |
| | At least monthly | 33% | 14% |
| | At least once a year | 13% | 28% |
| | Less frequently | 23% | 42% |
| | Never | 13% | 8% |

| | | | |
|---|---|---|---|
| How often do you book a taxi or private hire car by telephone in Argyll & Bute? | Every day | 3% | 0% |
| | At least weekly | 13% | 23% |
| | At least monthly | 30% | 37% |
| | At least once a year | 13% | 23% |
| | Less frequently | 20% | 17% |
| | Never | 20% | 0% |
| How often do you obtain a taxi by hailing or flagging down a passing taxi without pre-booking in Argyll & Bute? | Every day | 0% | 0% |
| | At least weekly | 7% | 0% |
| | At least monthly | 7% | 0% |
| | At least once a year | 13% | 0% |
| | Less frequently | 27% | 100% |
| | Never | 47% | 0% |
| In the last three months, have you given up or made alternative arrangements when trying to hire a taxi at a rank, or by flagging down, because none were available? | Yes | 17% | 8% |
| | No | 83% | 92% |
| If you have given up trying to obtain a taxi, can you tell us when this was and where you had tried to hire a taxi (i.e. rank or street where hailed) | • 9pm Sunday, outside Morrisons (Dunoon)<br>• 9pm Guildford Square, Rothesay<br>• 11pm Guildford Square, Rothesay<br>• Rank at shops (Rothesay) | | |
| In the last three months, have you given up or made alternative arrangements when trying to get a taxi or private hire car by telephone because none were available? | Yes | 3% | 0% |
| | No | 97% | 100% |
| If you have given up or made alternative arrangements when trying to get a taxi or private hire car by telephone because none were available? Could you tell us when this occurred and where you tried to make the booking? | • Rothesay, 6am | | |
| Which of the following do you think offers the best value for money? | Taxi | 23% | 0% |
| | Private hire | 7% | 4% |
| | No opinion / no difference | 70% | 96% |

| | | | |
|---|---|---|---|
| Have you had and problems with taxis or private hire cars in Argyll & Bute? | Yes | 7% | 0% |
| | No | 93% | 100% |
| If you have had problems with taxis or private hire cars, can you tell us what these problems were? | • Lack of large taxis to carry wheelchairs<br>• Poor standard of driving | | |
| Would any changes or features encourage you to use taxis or private hire cars more often? | Yes | 31% | 0% |
| | No | 69% | 100% |
| Could you tell us what changes or features would encourage you to use private hire cars or taxis more often? | • Lower fares<br>• Better availability<br>• Ability to take card payments<br>• Wheelchair accessible cars | | |
| Are there any features of taxi services in Argyll & Bute that you feel are particularly good? | • Always taxis available<br>• Quick to respond<br>• Convenience<br>• Drivers local, friendly and helpful, go out of their way to help<br>• Well kept cars | | |
| Are there any times of day or days of the week, when it is normally difficult to obtain a private hire car? [if private hire cars operate in your area]. If so, please tell us where and when. | • Before 6am | | |
| Are there any other comments you would like to make regarding taxi and private hire car services in Argyll & Bute? | • Always have to phone for taxi when arriving into Dunoon by ferry<br>• Not reliable enough<br>• Drivers untidy | | |
| Which best describes your gender? | Male | 50% | 48% |
| | Female | 47% | 52% |
| | Prefer not to say | 3% | 0% |
| Which of the following groups do you fall into? | 16 – 29 years old | 3% | 24% |
| | 30 – 64 years old | 47% | 44% |
| | 65+ years old | 50% | 32% |
| What is your occupation? | Full time employed | 20% | 34% |
| | Part time employed | 10% | 39% |
| | House husband / wife | 3% | 1% |
| | Retired | 60% | 25% |
| | Unemployed | 7% | 1% |

LVSA

| | | | |
|---|---|---|---|
| Are you a permanent resident? | Yes | 100% | 100% |
| Thank you for your patience and cooperation completing this survey. Are there any further comments that you would like to make? | • Didn't know you could hire a taxi when it's not in a rank<br>• Taxi's could all be the same colour<br>• Taxi's/private hire cars not convenient for pram use. | | |

## Commentary on public attitude surveys

A high proportion of online respondents had made a trip in the last three months by taxi or private hire car.

It is important that respondents were able to understand the differences between how private hire cars and taxis may be hired. Check questions were asked to determine the respondents understanding of the differences. If the respondent was unsure, or indicated methods of hire which were erroneous, they were informed of the valid ways in which taxis and private hire cars may be hired.

The majority of face to face survey respondents were able to correctly identify the differences in valid hire methods, more so how a taxi may be hired, rather than private hire car. However, the majority of online respondents were unable to accurately describe the differences.

Respondents were asked to indicate the way they had most recently hired a licensed vehicle. Telephone booking was the most popular method.

Most telephone bookings were for immediate hire.

The majority of passengers did not have to wait for a vehicle to be available.

The majority of respondents were satisfied with the time taken to arrive and journey time.

Respondents generally rated the services provided highly. Some comments were made regarding the poor appearance of some drivers.

Issues identified and improvements suggested related to a variety of issues. The most common issue identified was cost. This is a common issue identified in similar surveys around the country. Cost is normally the most frequently identified issue, irrespective of the level of fares charged in the area in question. Lack of wheelchair accessible vehicles was also identified by multiple respondents. One respondent indicated that larger type taxis are better for carrying prams and wheelchairs.

## 5 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 questionnaire to all taxi 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.

For this survey, a link to an online survey was distributed to the trade, directly through the Council. A total of 7 responses were received from the trade. This equates to approximately 12% response rate.

The responses to the survey are summarised in the following table.

**Table 11 - Trade survey responses**

| Question | | |
|---|---|---|
| Which of the options presented best describes the nature of your involvement in the licensed vehicle trade in Argyll & Bute? | I am a taxi driver, I also own my own taxi | 40% |
| | I own or represent a taxi/ private hire company operator, I also drive as licensed vehicle. | 40% |
| | I own a fleet of cars and also drive if required. | 20% |
| How long have you been involved in the licensed vehicle trade in Argyll & Bute? (number of years) | 0-5 Years | 40% |
| | 6-10 Years | 0% |
| | 11-15 Years | 20% |
| | 16-20 Years | 0% |
| | 21-25 Years | 20% |
| | 26-30 Years | 0% |
| | 31-35 Years | 0% |
| | 36+ Years | 20% |
| How many hours do you generally work each day during | Monday | 10 |
| | Tuesday | 6 |
| | Wednesday | 7 |

| | | |
|---|---|---|
| daytime hours (06:00 – 18:00)? (average) | Thursday | 7 |
| | Friday | 7 |
| | Saturday | 7 |
| | Sunday | 6 |
| How many hours do you generally work each night during night time hours (18:00 – 06:00)? (average) | Monday | 4 |
| | Tuesday | 4 |
| | Wednesday | 4 |
| | Thursday | 3 |
| | Friday | 4 |
| | Saturday | 4 |
| | Sunday | 3 |
| If you normally drive a taxi or private hire car, what affects your choice of shifts? [e.g. if you work nights, evenings, weekends only, etc.] | Daytime work only | 40% |
| | Guided tours | 20% |
| | Work cover shifts | 20% |
| | Work only when customer calls in | 20% |
| Is the vehicle you normally drive also driven by someone else at other times? i.e. multi-shifted | Yes | 60% |
| | No | 40% |
| If yes, when? | Daytime | 40% |
| | Night time | 40% |
| | Weekends | 20% |
| Do you operate on a booking circuit, from which bookings are allocated from a booking office via radio, data circuit or similar? | Yes | 50% |
| | No | 50% |
| Do you receive hire directly by telephone? (for example, from regular clients) | Yes | 100% |
| | No | 0% |
| Which ranks do you NORMALLY work from each week? | • John Street (Morrisons)<br>• Rothesay<br>• Burgh Hall (Dunoon)<br>• Ferry Terminal (Dunoon) | |
| Do you consider there to be any particular issues with the operation of the current ranks in your area within Argyll & Bute | • Not enough space available at ranks at quiet times<br>• Fed up of customers being able to take cabs from anywhere on rank<br>• Private motorists park on rank too often | |

| | | |
|---|---|---|
| By which method do you most frequently get your fares? i.e. which is the most common. | Rank pick ups | 33% |
| | Phone or app bookings | 67% |
| During a typical week, could you estimate how many hires you would expect to undertake each day? (average) | Sunday | 16 |
| | Monday | 18 |
| | Tuesday | 17 |
| | Wednesday | 17 |
| | Thursday | 19 |
| | Friday | 20 |
| | Saturday | 21 |
| Do you think Argyll & Bute Council should place a limit on the number of taxis licensed in your taxi zone? | Yes | 83% |
| | No | 17% |
| If you think a limit should be applied to the number of taxis, could you please let us know how such a limit could benefit the travelling public? | • There are ample taxis, if operators work regular hours<br>• The standard of cabs (cleanliness) and drivers (shirt & chinos) easier to regulate/control if limited numbers, meaning public get higher standard of service | |
| Do you think Argyll & Bute Council should place a limit on the number of private hire cars licensed in the area where you normally operate? | Yes | 60% |
| | No | 40% |
| If you think a limit should be applied to the number of private hire cars, could you please let us know how such a limit could benefit the travelling public? | • There are ample private hire cars at the moment | |
| Please choose which of the following statements most closely reflects your views regarding taxi provision, in the area where you normally operate: | There are enough taxis to meet demand at all times | 67% |
| | More taxis need to be available more regularly to allow choice for the public | 17% |
| | Taxis don't generally operate in my area | 17% |
| Please choose which of the following statements most closely reflects your | Private hire cars don't generally operate in my area | 83% |

| | | |
|---|---|---|
| views regarding private hire car provision, in the area where you normally operate: | There are enough private hire cars available to meet demand always | 17% |
| Are there any factors which limit supply of taxis or private hire cars at certain times or in certain locations? | • In certain locations some companies charge extra<br>• If taxi system is busy, they will only serve local area<br>• Only when streets are closed for repairs or events<br>• Bad weather | |
| Do any of the existing ranks need to be improved? If so, which and how could they be improved? | • All ranks require more spaces<br>• All ranks need enforced parking restrictions – Road markings with 'Taxis'<br>• Better signage at all ranks<br>• Burgh Hall rank – Large 'Taxi Only' sign<br>• Dunoon Pier – closer to landing area | |
| Do any new rank need to be established? If so, where should they be located and why? | • No | |
| Are you aware of any times or locations where members of the public may face difficulties hiring a taxi? | • Always difficulties if not at the two busiest ranks as this is where taxis sit most of the time | |
| Are you aware of any times or locations where members of the public may face difficulties hiring a private hire car? | • When more than one request for a hire is received and clashes while out of area | |
| And the final question, are there any other comments that you would like to make? | • There are plates that are live but have nobody working/using them, giving a false reading of how many taxis are available.<br>• Some licensed taxis only do tours, meaning they don't make any impact on public ranks.<br>• Loosing trade due to incompetent ferry service at Dunoon Pier<br>• Stop the smoking in cabs. Enforce existing rules about: dress code, cab cleanliness, correct use of rank | |

Respondents tended to work day time hours. Most respondents drive vehicles which are also used by other drivers. Half of the respondents operated on a booking circuit. All drivers received direct hire by telephone and telephone and app bookings are the most frequent way they get fares.

The majority of respondents feel Argyll & Bute should place a limit on the number of taxis and private hire cars in their zone. Drivers thought in general there were enough taxis to meet demand at all times.

A common suggestion for improvements to the ranks was to increase the number of spaces at ranks and improve signage. Other issues raised regarding ranks were public parking in rank space.

It was acknowledged that the public can face difficulties hiring a taxi if they are not at one of the two busy ranks where taxis sit and difficulties hiring a private hire when multiple calls come in at once.

In addition to the feedback provided in the questionnaires, some discussion was held with drivers on the ranks and with representatives of private hire operators. Comments from these discussions included:

- Lack of rank space is an issue.
- The John Street rank is sometimes abused by parked cars and parked coaches. The split nature of the rank confuses private car drivers who think the rank space behind the bus stop is a parking bay.
- The promenade rank outside the ferry car park is in the wrong location and is too far from the ferry.

## 6 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
- Elected representatives and Community Councils
- 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 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.

### Supermarkets

No supermarkets indicated that there was any perceived issue with availability of licensed vehicles. In Dunoon, the Morrisons Supermarket staff indicated that there was a taxi rank outside the front of the store and taxis were always available. Sometimes taxis dropped customers off at the drop off / pick up area. Similarly, in Rothesay, the Coop at Guildford Square has the taxi rank nearby if a customer hadn't telephoned a taxi to pick them up. None of the supermarkets contacted felt that there were any issues with availability of licensed vehicles.

### Hotels

Reponses from hotels varied. The variation largely related to location of the hotels. Some in Rothesay and Dunoon felt that there were sufficient taxi ranks nearby and if necessary, a taxi could be booked by telephone quickly if required. There were rarely any periods when there was a significant delay. Some of the hotels which were more remote from the taxi ranks in Dunoon and Rothesay felt that there was generally a bit of a wait for a taxi if customers required one. However, the wait times were generally consistent and customers were advised of the likely wait times if they indicated that they would like to book a taxi. Some of the services used by hotel customers are fulfilled by licensed vehicles based outside the main centres of Rothesay and Dunoon. There was no feedback to suggest that there was a shortage of supply at any times, including on Friday and Saturday nights.

### Public houses

A selection of public houses were contacted regarding levels of service available. None of those contacted were aware of any issues with availability. Customers generally arrange their own bookings with mobile phones, so pubs don't normally become directly involved in booking travel. However, availability is not an issue which comes up in discussion.

### Hospitals

Local hospitals were contacted regarding availability. Victoria Hospital in Rothesay indicated that there were generally no issues with availability of licensed vehicles and a freephone was available in the hospital if visitors wished to use this to book a taxi. The only issue raised was that through the night, it can be difficult to obtain the services of a taxi.

Messages were left with the Cowal Community Hospital in Dunoon, however, no response was received regarding service levels.

### Police

The local police area team was contacted. However, no response was received.

### Mobility impaired representatives

A range of people representing user groups who may face mobility difficulties were contacted. These included representatives of the elderly and disability representatives. In addition, a sample of care homes were contacted. Response levels for this element of consultation were low. However, those who could be contacted indicated that most people with mobility impairments who relied on licensed vehicles, had an established relationship with a preferred supplier.

There were few problems with general availability. Trips which required a wheelchair accessible vehicle could sometimes be difficult to organise as a driver was not always available. There were few options for some, regarding choice of driver, so availability could rely on whether a driver with a wheelchair accessible vehicle was working on the day and time required. This could lead to some limitation when booking trips in advance.

### Transport operators

West Coast motors were contacted regarding interconnection of bus services with taxis. No issues were known. Cal Mac and Western Ferries representatives felt there were no issues with availability. Passengers generally arranged for a taxi to meet them off the ferry.

### Elected representatives and Community Councils

Responses indicated that there were no particular issues with services provided or availability, other than in rural areas, the increased distance from core provision in Dunoon reduced the availability of services and increased cost.

## 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 taxi rank and finds there is no vehicle there available for immediate hire. This can lead to a queue of people building up, some of who may walk off, 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 taxi 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 taxi 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 taxis 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 taxi to arrive. The level of wait used is when the average wait time for any passengers who have to wait for a taxi to arrive is greater than one minute. 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 (for all passengers) 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 taxis.

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 taxi vehicles being available whilst they are not required for school contract work. Such periods can also reduce taxi demand with people away on holiday from the area. Generally, use of taxis 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 taxis 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 taxi 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 taxi rank waits as some, despite careful questioning, quote giving up waiting at home, which must be for a private hire vehicle (even if in taxi 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.

### Calculation of ISUD variables

APD: The average delay is determined by calculating the total passenger delay as aggregate passenger delay minutes, then dividing by the total number of passengers, including those who did not suffer any delay. Factors are calculated as weekly equivalents by multiplying the Thursday results by 4 plus Friday, Saturday and Sunday data.

The average delay of 8 seconds equates to an APD value of 0.14 minutes.
**APD = 0.14**

PF Whilst there was a peak in demand on Friday afternoon, the level of increase compared with daytime levels is not sufficient to define the profile as highly peaked. **The PF value is 1.0**.

SSP Week day, daytime hours are deemed to be between 10.00 am and 6.00 pm. The data from Thursday and Friday observations was analysed to determine whether there were any occasions when passengers were delayed by more than one minute on average, at any rank. The calculated value was 0%. **SSP value = 0**

GID The percentage of taxi users travelling in hours where the average passenger delay exceeds one minute was assessed. Total passengers travelling in hours when the average passenger wait for all passengers exceeded one minute was 123, which equates to 6.7%. **GID = 6.7**

SF Due to the nature of these surveys it is not possible to collect information throughout an entire year to assess the effects of seasonality. Experience has suggested that taxi demand does exhibit a degree of seasonality and this is allowed for by the inclusion of a seasonality factor. The factor is set at a level to ensure that a marginal decision either way obtained in an "untypical" month will be reversed. This factor typically takes a value of 1 for surveys conducted in September to November and March to June, i.e. "typical" months. It takes a value of 1.2 for surveys conducted in January and February and the longer school holidays, where low demand the absence of contract work will bias the results in favour of the Hackney trade, and a value of 0.8 for surveys conducted in December during the pre-Christmas rush of activity. For this study, a factor of 1.0 is assumed. **SF = 1.0**

LDF Latent Demand Factor. This is derived from the public attitude interview survey results and provides a measure of the proportion of the public who have given up trying to obtain a taxi at either a rank or by flagging down. It is measured as 1+ proportion giving up waiting. The inclusion of this factor is a response to the latest DfT guidance requiring an estimate of latent demand. The latent demand factor was derived from face to face surveys and through the online surveys. The results from the face to face surveys are normally treated as the more robust indicator of latent demand. However, it is prudent to also consider the latent demand value obtained from the online survey as a sensitivity test.

The latent demand value obtained from face to face surveys was 8%.

The latent demand value obtained from the online surveys was 17%.

**LDF = 1.08**

**LDF (Sensitivity) = 1.17**

The ISUD value was calculated as follows, using the variables derived for this study.

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

**ISUD = 0.14 x 1.0 x 0 x 6.7 x 1.0 x 1.08 = 0**

**ISUD (Sensitivity test) = 0.14 x 1.0 x 0 x 6.7 x 1.0 x 1.17 = 0**

Where the ISUD value is less than 80, it is generally considered to be an indicator that there is no unmet demand for taxis which is significant. The ISUD result indicates that there is **no significant unmet demand**.

## 8 Private Hire Car overprovision analysis

Whilst there is legislative provision to enable licensing authorities to limit the number of taxis which are registered, until relatively recently, there was no such provision to limit the number of private hire cars. However, the Air Weapons and Licensing (Scotland) Act 2015 made provision, through the introduction of three new subsections to the Civic Government (Scotland) Act 1982, for a licensing authority to limit the number of private hire cars, if it were determined that there was an overprovision of private hire cars.

Unlike limiting taxis, there was no government guidance regarding assessment of private hire car numbers, for the purpose of determining whether there was overprovision, beyond the provisions of subsections (3A)(3B)(3C) of Section 10 of the Civic Government (Scotland) Act 1982.

The newly added subsections of Section 10 of the Civic Government (Scotland) Act 1982 are as follows:

*"(3A) Without prejudice to paragraph 5 of Schedule 1, the grant of a private hire car licence may be refused by a licensing authority if, but only if, they are satisfied that there is (or, as a result of granting the licence, would be) overprovision of private hire car services in the locality (or localities) in their area in which the private hire car is to operate.*

*(3B) It is for the licensing authority to determine the localities within their area for the purposes of subsection (3A) and in doing so the authority may determine that the whole of their area is a locality.*

*(3C) In satisfying themselves as to whether there is or would be overprovision for the purposes of subsection (3A) in any locality, the licensing authority must have regard to—*

*(a)the number of private hire cars operating in the locality, and*

*(b)the demand for private hire car services in the locality.".*

The approach adopted, to determine whether overprovision existed addressed the provisions set out above.

The approach to assessing private hire car provision was similar in some respects, to the approach adopted to determine whether there was unmet demand for taxis which was significant. The approach for assessing private hire cars included public consultation and stakeholder consultation, which was also undertaken for the assessment of taxi demand.

The private hire trade in the Bute and Cowal zone is characterised by the following key features:

- The market for pre-booked hires is primarily services by taxis rather than private hire cars.

- Licensed vehicle pre-booked through a mixture of booking offices and direct telephone calls to drivers or owners.
- Taxi drivers commonly wait at taxi ranks between telephone bookings.

Discussion with members of the trade was used to obtain further information regarding the profile of demand and the means used by passengers to hire a licensed vehicle.

It was generally felt that the profile of telephone hires generally followed that of rank hires, insofar as peak periods for rank hires occurred at the same times as peak demand for telephone hires. Even at busy times, vehicles generally returned to a rank between hires. One exception could be on Saturday night when, if it was busy, the vehicles could spend much of the time travelling from one telephone booking to the next and not returning to the rank.

The following diagram illustrating hourly departures from the ranks of empty taxis provides some indication of the profile of demand for pre-booked hires.

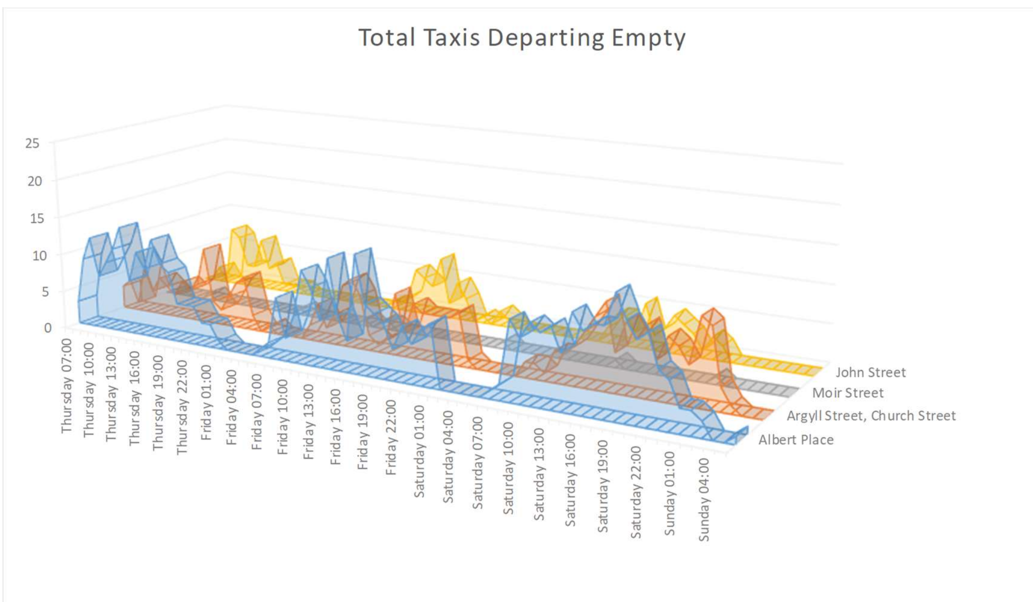



**Figure 16 - Taxis departing the ranks empty**

Most of the rank departures observed at the Albert Place rank in Rothesay, were empty vehicles. However, slightly less than half of the taxis observed leaving the ranks in Dunoon, were empty.

## Further comments and feedback received

The trade consultation indicated that the majority of hires were pre-booked hires, rather than rank hires. This is corroborated by the rank survey results indicating that the majority of vehicle departures from the ranks are by empty vehicles. It is presumed that the majority of these empty departures were in response to a booking request.

Operational practices cover a range of levels of operation of licensed vehicles. Some vehicles are operated on an ad-hoc basis, when required, some are operated by an owner – driver on a full time basis and some are operated by multiple drivers on a multi-shift basis. The relationship between the number of licensed vehicles and the level of provision is related to how intensively the vehicles are operated by drivers. If we consider some of the fleet is operated by drivers on a full time basis, say 40 hours per week, we can assess the relative operation of the fleet on a full time equivalent basis. The trade survey indicated that around 20% of respondents did generally undertake immediate hires, a further 20% worked on an ad-hoc basis. Around 40% worked on standard shifts and a further 20% worked on cover shifts. Whilst the sample of trade respondents was not large, the feedback tended to suggest that there is a core of full time drivers, with a smaller proportion of drivers and vehicles which are not generally engaged in immediate hire work and a proportion of vehicles which are multi-shifted. The multi shift vehicles provide a higher level of availability than the vehicles which are operated on a full time basis and tend to offset the vehicles which are operated on an ad hoc or non-immediate hire basis.

### Assessment of the level of provision

Private hires (pre-booked hires) are almost all fulfilled by taxis. Many of the taxis which undertake pre-booked hires, wait between hires at taxi ranks and leave the ranks empty, to fulfil the bookings. Therefore, in the Rothesay and Dunoon localities, the rank based activity can be used as a good indication of the level of availability of taxis for private hire work.

The following figure indicates the average time that vehicles spent waiting at taxi ranks. The wait time is significant at some ranks during periods of lower demand. However, the wait time during busier periods is generally significantly lower. There were no extended periods when taxis were not available at active ranks, during active periods.

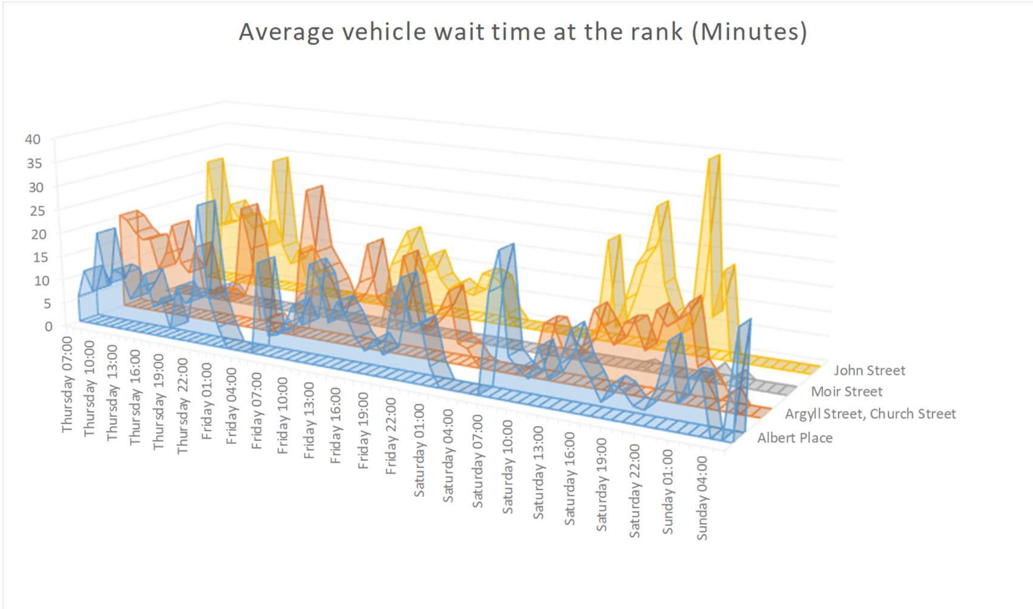



**Figure 17 - Average taxi vehicle wait times at ranks**

Empty taxi departures were observed during most of the active periods at active ranks.  The empty departures, coupled with general presence of taxis at ranks and low levels of passenger waiting suggests that there is sufficient provision of taxis to cater for demand at all times.  During periods of lower demand, there was an excess of provision of taxis leading to extended vehicle waiting times.  However, the lower vehicle waiting times at the ranks during periods of higher demand indicates that the number of available taxis is closer to the minimum level required to meet demand.

Based on observed data and feedback from stakeholders, the trade and the public, there are sufficient taxis available to meet demand.  There doesn’t appear to be excessive spare capacity during peak demand periods and the practice of multi-shifting of some vehicles offers the flexibility of additional capacity during periods of high demand.

There doesn’t appear to be any requirement for additional private hire vehicles to meet current levels of demand in Rothesay or Dunoon.

Current levels of provision, a single private hire car, does not appear to constitute overprovision.  However, given the adequate level of provision currently offered by taxis, it would be likely that the addition of new private hire cars in either Dunoon or Rothesay could lead to overprovision, by diluting demand between an increased level of provision.

Demand in other areas tends to be more reliant on the minority of taxis which are not based in Dunoon or Rothesay.  It is accepted that travel to and from rural locations away from Rothesay and Dunoon, is likely to require longer wait times for vehicles to travel to the pick up locations.  The additional time and cost associated with rural hires tends to suppress demand in these locations. The adequacy of private hire provision in outlying rural areas is less clear cut than in the main taxi operational areas. There is no indication that the level of provision in rural areas is inadequate. Therefore any consideration of whether to licence additional private hire cars in rural areas would need to be considered in the context of the incremental impact on provision from the existing fleet and whether new private hire cars would offer a benefit to the travelling public in terms of enhanced level of service.

There was no evidence that the level of provision of private hire cars led to a dis-benefit to the public. Therefore, there is no evidence that there is overprovision of private hire cars.

# 9 Rank review

As a component part of the overall survey undertaken, the Licensing Authority instructed a review of the current taxi rank provision and location within the zone.

Existing ranks were reviewed from the perspective of a visitor and from the perspective of a mobility impaired user.

Each rank was reviewed against several criteria and the results of the review are tabulated in this section.

### Argyll Street, Dunoon (Harbour)

| | |
|---|---|
| Land use characteristics on the vicinity | The rank is near a library and museum. Whilst the buildings within 200 metres contain a mixture of shops, offices, licensed premises and residential properties. The shops and licensed premises are generally more than 100 metres away and other ranks are better placed to serve daytime retail and night time economy demand. |
| Pavement width | The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis. |
| Shelter available | No shelter is available at this rank. |
| Suitability for loading passengers in wheelchairs | Taxis can wait at the rank with the left side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. Wheelchair bound passengers can be boarded with little impediment. |
| Kerb height and distinction | Kerbs along the rank are at a standard height. |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is covered by Council CCTV cameras. |
| Visibility from other localities | The rank and waiting passengers would be visible from along Argyll Street, Alexandra Parade and the area adjacent to the ferry terminal. It is likely that any passengers waiting at the rank will be visible to other pedestrians. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers. |
| Signage | The rank itself is clearly signed. |
| Markings | There are clear road markings to delineate the taxi rank. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |
| Posted hours of operation | There are no posted hours of operation. |
| Effective hours of operation | The rank was never used throughout the duration of the surveys. |

### Pier Esplanade, Dunoon

| | |
|---|---|
| Land use characteristics on the vicinity | There are few buildings within 200 metres. The rank is near the car park for the Dunoon passenger ferry. The location is unlikely to generate demand other than that from the ferry passengers. Common practice is for taxis to pick up passengers from within the ferry car park, having been booked in advance by arriving passengers. |
| Pavement width | The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis. |
| Shelter available | No shelter is available at this rank. |
| Suitability for loading passengers in wheelchairs | The taxis wait at the rank with the left side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. Wheelchair bound passengers can be boarded via side loading ramps. The pavement width is sufficient to enable the wheelchair to clear the end of the ramp, without the taxi moving away from the kerb beforehand. |
| Kerb height and distinction | Kerbs along the rank are standard height for the full length of the rank. |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is covered by Council CCTV cameras. |
| Visibility from other localities | The rank and waiting passengers are visible from along the Esplanade and from the ferry terminal. The locality may be active with passing pedestrians around ferry arrival and departure times. It is likely that any passengers waiting at the rank will be visible to other pedestrians at these times. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers. |
| Signage | The rank itself is not clearly signed. There are signs which appear to have once upon a time indicated that the location is a taxi rank. However, the text on the signs has faded over time. |
| Markings | There are clear road markings to delineate the taxi rank. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |
| Posted hours of operation | No signage indicates the operational hours of the rank. |
| Effective hours of operation | The rank was not generally attended by taxis. |

### Moir Street, Dunoon

| | |
|---|---|
| Land use characteristics on the vicinity | The local buildings within 200 metres contain a mixture of shops, offices, licensed premises and residential properties. The proximity to shops and licensed premises potentially generates demand throughout the day and late into the evening. |
| Pavement width | The pavement narrow, but is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis. |
| Shelter available | No shelter is available at this rank. |
| Suitability for loading passengers in wheelchairs | The taxis wait at the rank with the right side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. Wheelchair bound passengers can be boarded via side loading ramps. However, the pavement width may not be sufficient to enable the wheelchair to clear the end of the ramp, without the taxi moving away from the kerb beforehand. Many taxi vehicles only have ramps fitted to the left side of the vehicle. Consequently, wheelchair users would face difficulties using this rank. |
| Kerb height and distinction | Kerbs along the rank are lowered for the full length of the rank, but not flush with the road surface. Kerb stones are dark grey stone. The pavement surface is block paving and offers distinct visual and tactile contrast to the road surface. These features would help the visually impaired to distinguish the kerb. |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is not covered by Council CCTV cameras. |
| Visibility from other localities | The rank and waiting passengers are visible for a short distance along Moir Street. However, this is not a busy pedestrian street. The rank is adjacent to a pub and bookmakers shop. These draw people to the location during the day and late at night. Whilst not benefiting from high volumes of passing pedestrians, it is likely that there will be some pedestrian flow during the day and at night. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers. |
| Signage | The rank itself is not clearly signed. However, traffic regulation signs next to the rank indicate that parking and waiting restrictions are in force 24 hours per day except for taxis. |
| Markings | There are worn road markings to delineate the taxi rank. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |

| | |
|---|---|
| Posted hours of operation | There are no posted hours for the rank. However, adjacent parking and waiting restrictions indicate that only taxis may use the rank, 24 hours per day. |
| Effective hours of operation | The rank was rarely attended by taxis from. The rank was frequently occupied by parked vehicles during the day and at night. |

### Argyll Street, Dunoon (Swallow Café)

| | |
|---|---|
| Land use characteristics on the vicinity | The local buildings within 200 metres contain a mixture of shops, offices, licensed premises and residential properties. The proximity to shops and licensed premises generates demand throughout the day and into the evening. |
| Pavement width | The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis. |
| Shelter available | No shelter is available at this rank. |
| Suitability for loading passengers in wheelchairs | The taxis wait at the rank with the right side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. However, wheelchair users may face difficulty boarding a taxi with a fixed ramp fitted to the left side of the vehicle. |
| Kerb height and distinction | Kerbs along the rank are lowered but stand proud of the road surface. Kerb stones are dark grey stone. The pavement surface is block paving and offers distinct visual and tactile contrast to the road surface. These features would help the visually impaired to distinguish the kerb. |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is covered by Council CCTV cameras. |
| Visibility from other localities | The rank is visible from along Argyll Street. The location generally has high levels of pedestrian activity during the day and at night, which enhance perceived safety of the location. |
| Signage | The rank itself is not clearly signed. |
| Markings | There are road markings to delineate the taxi rank bay. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |
| Posted hours of operation | A sign adjacent to the taxi rank indicate that the rank is restricted to taxi use 24 hours per day. |
| Effective hours of operation | The rank was generally attended by taxis from morning continuously through to late at night. |
| Other remarks | From time to time, other vehicles parked on the rank. |

### John Street, Dunoon

| | |
|---|---|
| Land use characteristics on the vicinity | The local buildings within 200 metres contain a mixture of shops, offices, licensed premises and residential properties. The locality is dominated by retailing and this is the closest rank to the Morrison's supermarket. |
| Pavement width | The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis. |
| Shelter available | No shelter is available at this rank. |
| Suitability for loading passengers in wheelchairs | The taxis wait at the rank with the left side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. |
| Kerb height and distinction | Kerbs along the rank are standard height for the full length of the rank. |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is covered by Council CCTV cameras. |
| Visibility from other localities | The rank and waiting passengers are visible from along John Street. The location is relatively busy during the daytime, when shops are open. However, in the evenings, the number of passing pedestrians is lower. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers. Waiting passengers at this location are likely to benefit from perceived safety of nearby pedestrians. |
| Signage | The rank itself is not clearly signed. There is no nearby signage to identify the presence of a rank. There is no information regarding operating hours. However, parking and waiting restrictions posted on adjacent signage infer that the rank is a 24 hour rank. |
| Markings | There are road markings to delineate the taxi rank. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |
| Posted hours of operation | There are no posted hours of operation. |
| Effective hours of operation | The rank was active throughout each day until late at night throughout the period of the survey. |
| Other comments | The rank is split into two bays, with a bus stop bay between the two taxi rank bays. The rear bay was used from time to time by other vehicles parking in the bay. |

### Albert Place, Rothesay

| | |
|---|---|
| Land use characteristics on the vicinity | The rank lies close to the ferry terminal. The local buildings within 200 metres contain a mixture of shops, offices, licensed premises and residential properties. The proximity to licensed premises generates demand late at night. |
| Pavement width | The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis. |
| Shelter available | No shelter is available at this rank. |
| Suitability for loading passengers in wheelchairs | The taxis wait at the rank perpendicular to the pavement. This presents no difficulties for able bodied passengers for boarding. If a wheelchair user wished to board a wheelchair accessible taxi, the vehicle would need to move to a suitable location near the rank. |
| Kerb height and distinction | Kerbs along the rank are standard height |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is covered by Council CCTV cameras. |
| Visibility from other localities | The rank location is highly visible from Guildford Square and East Princes Street. The locality is generally busy with passing pedestrians. The presence of other people may help passengers feel safe at this rank. |
| Signage | The rank itself is clearly signed with |
| Markings | There are road markings to delineate the taxi rank bay. These include text on the road markings to indicate that the marked bay is a taxi rank. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |
| Posted hours of operation | There are no posted signs indicating hours of operation. However, parking and waiting regulation signs posted next to the rank indicate that it may only be used by taxis 24 hours per day. |
| Effective hours of operation | The rank was generally attended by taxis all day and until late at night. |

## 10 Rank provision and suggestions for new ranks

Several suggestions were made for new ranks. In order for a rank to be successful, it would be regularly attended by taxis waiting for passengers and in regular use by passengers, with good expectation of finding a taxi waiting at the rank, or that a taxi would arrive at the rank after a short wait. Some types of location are more suitable for establishing a taxi rank, than others. Certain land uses tend to generate greater numbers of trips by taxis and private hire vehicles. These include transport interchanges, concentrations of retailing and premises associated with the night time economy such as pubs and clubs. Ranks placed close to such trip generators tend to be more readily established. The local road system also influences the level of success which may be expected with establishing a new rank. Locations which are along a 'circuit' or tour of ranks, are more likely to be attended by taxis. In this way, if one rank is full of taxis, or nearly full, subsequent approaching taxis may choose to pass that rank and move on to the next one. Conversely, if the rank is empty or nearly empty, then a taxi may be more likely to stop there. Ranks in locations close to trip generators and on a route to other ranks, are more likely to be well serviced by taxis as there is a greater frequency of passing vehicles.

The type of adjacent land use is likely to influence when a rank is likely to be active. Ranks close to retailing are likely to be most active during the day. Ranks close to pubs, clubs and restaurants are more likely to be active at night. Some town centre ranks are close to both retailing and night time economy premises and are active during daytime and night time. Ranks close to transport hubs tend to be active at times which support the other transport modes at the hub and the times when they are active. For example, at some railway stations with infrequent services (say less than one service per hour), Taxis arrive to meet train services. Any taxis which have not been hired by arriving passengers, then leave, to attend other ranks.

Finally, a taxi rank should ideally be located in a place which does not interfere with passing traffic and is unlikely to be abused by other vehicles parking on the rank. Well attended ranks are less likely to be abused by parking vehicles, when they can see that the rank is in use by waiting Hackney Carriages.

In order to implement a new taxi rank, appropriate consultation would need to be undertaken and if the proposed locations were agreed, then appropriate traffic regulation orders would need to be defined and implemented then the rank defined with appropriate road markings and signage. This can be a time consuming and involved process. Therefore, implementing a new rank is not something to be undertaken lightly.

Several locations have been suggested by members of the public and the trade. The suggestions have been objectively reviewed against likely levels of demand from local land use, suitability of location and available road space.

**Dunoon promenade** – There is potentially some space for a rank, along Alexandra Parade. In order to provide rank space, some existing parking would need to be re-designated as a taxi rank. Proximity to housing would be likely to be an issue. Residents would be likely to object to the establishment of a taxi rank outside their houses but guest houses may approve. Local retailing and night time economy premises are limited. This may limit the level of demand which would be generated locally. The location of a potential rank would be close to existing ranks in Dunoon which is likely to be an attractive alternative for drivers who currently service existing ranks in these locations. It may be possible that one or two drivers may choose to focus on a rank at the promenade, Dunoon. However, it is not clear that there would be sufficient demand to support even this level of provision.

**Port Bannatyne, Bute** – Bute has a relatively a low proportion of night time economy premises. However, there is a concentration in Port Bannatyne, and there may be some scope for establishing a night time rank. Space exists on Marine Road, which is currently used for parking and could be re-designated as a taxi rank. The road is wider at the Port Inn and the north side of the road at this location may be a suitable location for a new taxi rank. The adjacent properties are largely residential houses meaning residents may be likely to object to the establishment of a taxi rank here. With a well established rank in Rothesay, it is thought unlikely that a new rank in this location would offer sufficient demand to encourage Hackney Carriages to wait at a rank in Port Bannatyne during the day. However, a localised concentration of licensed premises may generate sufficient demand at night.

**Western Ferry Terminal (Hunter's Quay), Dunoon** – Road space is limited and offers little scope to implement a rank in this location. There are multiple guest accommodations in this area. The location lacks the density of trip generators, such as retailing, pubs, clubs and restaurants, which would sustain a taxi rank either during daytime hours or at night. However, passengers arriving on the ferry services do regularly book taxis to pick them up from the ferry terminal, so a rank located to service arriving ferry passengers would be appropriate and could become established at ferry arrival times.

The principal difficulty with a rank at this location is identifying suitable space to locate a rank. The volume of passengers on arriving ferries is likely to encourage taxis to wait on a rank, for arriving ferries.

**Argyll Hotel, Dunoon** – There are existing parking bays along Argyll Street, close to the hotel, which could be designated as taxi rank spaces. However, Most of the spaces are currently designated as disabled parking spaces. The existing rank further south along Argyll Street was unused during the surveys. Whilst that rank is not close to shops or licensed premises, the lack of use casts some doubt on the viability of a rank in this location. However, night time demand close to the hotel is likely to be high. So part time use of one of the parking or loading bays as a night time taxi rank may be viable. The rank is located en-route to other ranks, so is likely to benefit from passing taxis.

A potential issue would be the potential for other vehicles to park in the rank, not realising that it becomes a part time rank at night.

The most viable potential new ranks would be at Port Bannatyne and Argyll Street, Dunoon. A rank at the ferry terminal at Hunter's Quay may be viable, if a suitable location could be developed as a taxi rank.

Any proposals for new ranks should be subject to further investigation and consultation with the public and stakeholders.

# 10 Summary, synthesis and study conclusions

## Rank observations

The activity at the ranks followed common profiles for towns, with a steady level of activity during the day on weekdays, with increased levels of activity in the evenings and the highest levels of activity observed on Friday and Saturday nights.  Passenger waiting was observed at various times of day and night.  However, the level of passenger waiting did not form extensive passenger queues for lengthy durations.

Public and stakeholder consultation suggests that the majority of hires were obtained by pre-booking.  Most bookings are made by telephone.

There were not enough hires from the ranks to sustain the full fleet of all taxis, if they were all to operate from the ranks.  A significant proportion of taxis obtain the majority of work from pre-booked hires.  A minority of licensed vehicles are not active in the immediate hire market.  Some vehicles are used intensively with multiple drivers operating multiple shifts on some days in some vehicles.

## Public consultation

Feedback from the public regarding the services provided by taxis and private hire cars is generally positive.  Availability was generally felt to be good.

## Key stakeholder views

In general, few issues were identified by stakeholders.  Availability for all users is generally perceived to be adequate.

Wheelchair users generally use a regular supplier and book any required trips, without any common issues.  Some respondents indicated that from time to time, availability of a wheelchair accessible vehicle was limited.  However, journey reliability and confidence was generally good.

## Trade views

Most licensed vehicles are operated by owner drivers.  Some vehicles are multi-shifted.  Some are driven by only one driver and hence will operate for only one shift each day.  A small number of vehicles are thought to operate primarily on an ad-hoc basis or primarily on longer duration hires such as tours.

## Private hire overprovision analysis

Analysis of rank availability data and feedback from the trade suggests that the profile of demand for private hire (pre-booked hires) follows a similar profile to hires from the ranks.  The busiest periods for private hires was on Saturday night.

The assessment of private hire car overprovision takes account of availability of licensed vehicles for pre-booked hire. As virtually all pre-booked hires were fulfilled by taxis, the availability of taxis for hire from ranks, was a good indicator of the availability for pre-booked hire. The supply of licensed vehicles exceeded demand for virtually all periods observed. Feedback from the public indicated that there were few occasions when licensed vehicles were not available for pre-booked immediate hires.

Whilst there was more than enough capacity to satisfy demand, the level of additional provision was not extreme and no public dis-benefit was associated with the level of provision observed. There was no identified benefit to implementing a limit to the number of private hire cars and an modest increase in the provision of private hire cars is unlikely to result in a public disbenefit. Therefore, it was determined that there was **No Overprovision of Private Hire Cars** in the Bute and Cowal zone and no Overprovision in any particular locality within the zone.

The rank review covered both existing ranks and proposals for new ranks. Whilst there were some limitations identified for some of the existing ranks, most were well located, well used and suitably configured for most users. Some of the ranks were not used either in part or entirely.

Locations were suggested for new ranks. These were evaluated and two suggestions taken forward for consideration as new rank locations. These are at Argyll Street, Dunoon and at Port Bannatyne on the Isle of Bute.

## Evaluation

There was consistent evidence that people experience few difficulties when trying to book a licensed vehicle.

In terms of private hire car overcapacity analysis, there is no evidence that there is an overcapacity of private hire vehicles. Much of the private hire market is serviced by taxis.

From rank based analysis, passengers do occasionally suffer some delays waiting for taxis to arrive at the ranks during lower demand periods. The proportion of passengers waiting and the average wait times are low. Generally, availability of taxis at the ranks is good. Taking account of availability and passenger waiting over all periods, the Index of Significant Unmet Demand value is below the threshold which would suggest that unmet demand is significant.

The use of licensed vehicles is dominated by private hire bookings.

In summary, there is no significant unmet demand and no overprovision of private hire cars. Wheelchair users and mobility impaired users are generally well served by licensed vehicles, however, there is some evidence of some limitation in availability from time to time.

Members of the public are generally satisfied with licensed vehicle services.

## 11 Recommendations

On the basis of the evidence gathered, our key conclusion is that there is no evidence of unmet demand for the services of taxis either patent or latent which is significant at this point in time in the Bute and Cowal licensing zone.

There is no overprovision of private hire cars in any locality within the Bute and Cowal zone.

Two new potential rank locations have been identified. It is recommended that the potential development of these two ranks is further considered. Any proposals for new ranks should be subject to consultation with appropriate stakeholders.

## Appendix A – Rank Survey Results

### Total Passengers

| Hour beginning | Albert Place | Argyll Street, Church Street | Moir Street | John Street | Pier Esplanade | Argyll Street, Harbour |
|---|---|---|---|---|---|---|
| Thursday 07:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Thursday 08:00 | 2 | 2 | 0 | 0 | 0 | 1 |
| Thursday 09:00 | 3 | 5 | 0 | 2 | 0 | 0 |
| Thursday 10:00 | 2 | 4 | 0 | 11 | 0 | 2 |
| Thursday 11:00 | 8 | 10 | 0 | 7 | 0 | 0 |
| Thursday 12:00 | 4 | 11 | 0 | 6 | 0 | 1 |
| Thursday 13:00 | 6 | 9 | 1 | 4 | 1 | 0 |
| Thursday 14:00 | 7 | 10 | 0 | 12 | 0 | 0 |
| Thursday 15:00 | 3 | 5 | 1 | 10 | 0 | 0 |
| Thursday 16:00 | 4 | 9 | 0 | 9 | 0 | 0 |
| Thursday 17:00 | 4 | 4 | 0 | 1 | 0 | 0 |
| Thursday 18:00 | 1 | 3 | 0 | 1 | 0 | 0 |
| Thursday 19:00 | 6 | 7 | 0 | 5 | 0 | 0 |
| Thursday 20:00 | 2 | 5 | 0 | 1 | 0 | 0 |
| Thursday 21:00 | 1 | 6 | 4 | 1 | 0 | 0 |
| Thursday 22:00 | 1 | 4 | 0 | 5 | 0 | 0 |
| Thursday 23:00 | 0 | 1 | 3 | 0 | 0 | 0 |
| Friday 00:00 | 0 | 2 | 0 | 0 | 0 | 0 |
| Friday 01:00 | 0 | 7 | 0 | 0 | 0 | 0 |
| Friday 02:00 | 0 | 2 | 3 | 0 | 0 | 0 |
| Friday 03:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 05:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 06:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 07:00 | 22 | 1 | 0 | 0 | 0 | 1 |
| Friday 08:00 | 7 | 3 | 0 | 1 | 0 | 0 |
| Friday 09:00 | 1 | 2 | 0 | 2 | 0 | 1 |
| Friday 10:00 | 7 | 9 | 1 | 6 | 0 | 1 |
| Friday 11:00 | 5 | 9 | 0 | 8 | 0 | 0 |
| Friday 12:00 | 0 | 4 | 0 | 8 | 0 | 0 |
| Friday 13:00 | 5 | 6 | 0 | 6 | 0 | 0 |
| Friday 14:00 | 2 | 5 | 0 | 10 | 0 | 0 |
| Friday 15:00 | 6 | 13 | 1 | 23 | 0 | 0 |
| Friday 16:00 | 7 | 11 | 0 | 11 | 0 | 0 |
| Friday 17:00 | 3 | 9 | 0 | 10 | 0 | 0 |
| Friday 18:00 | 5 | 5 | 0 | 9 | 0 | 0 |
| Friday 19:00 | 8 | 4 | 0 | 6 | 0 | 0 |
| Friday 20:00 | 6 | 14 | 0 | 4 | 0 | 0 |
| Friday 21:00 | 3 | 6 | 0 | 1 | 0 | 0 |
| Friday 22:00 | 0 | 7 | 0 | 0 | 0 | 0 |
| Friday 23:00 | 2 | 16 | 0 | 0 | 0 | 0 |
| Saturday 00:00 | 0 | 16 | 0 | 0 | 0 | 0 |
| Saturday 01:00 | 4 | 11 | 1 | 0 | 0 | 0 |
| Saturday 02:00 | 0 | 15 | 0 | 0 | 0 | 0 |
| Saturday 03:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 05:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 06:00 | 0 | 0 | 0 | 0 | 0 | 0 |

| Hour beginning | Albert Place | Argyll Street, Church Street | Moir Street | John Street | Pier Esplanade | Argyll Street, Harbour |
|---|---|---|---|---|---|---|
| Saturday 07:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 08:00 | 2 | 3 | 0 | 0 | 0 | 0 |
| Saturday 09:00 | 0 | 1 | 0 | 0 | 0 | 0 |
| Saturday 10:00 | 2 | 2 | 0 | 7 | 0 | 0 |
| Saturday 11:00 | 7 | 4 | 0 | 7 | 0 | 0 |
| Saturday 12:00 | 9 | 13 | 0 | 8 | 0 | 0 |
| Saturday 13:00 | 18 | 11 | 0 | 6 | 0 | 0 |
| Saturday 14:00 | 20 | 5 | 0 | 7 | 0 | 0 |
| Saturday 15:00 | 10 | 12 | 0 | 10 | 0 | 0 |
| Saturday 16:00 | 9 | 12 | 9 | 9 | 0 | 0 |
| Saturday 17:00 | 7 | 4 | 1 | 13 | 0 | 0 |
| Saturday 18:00 | 5 | 14 | 0 | 5 | 0 | 0 |
| Saturday 19:00 | 7 | 11 | 0 | 2 | 0 | 0 |
| Saturday 20:00 | 13 | 9 | 0 | 4 | 0 | 0 |
| Saturday 21:00 | 10 | 10 | 0 | 3 | 0 | 0 |
| Saturday 22:00 | 12 | 14 | 2 | 2 | 0 | 0 |
| Saturday 23:00 | 12 | 8 | 0 | 0 | 0 | 0 |
| Sunday 00:00 | 5 | 20 | 0 | 0 | 0 | 0 |
| Sunday 01:00 | 18 | 10 | 3 | 0 | 0 | 0 |
| Sunday 02:00 | 3 | 11 | 0 | 0 | 0 | 0 |
| Sunday 03:00 | 0 | 4 | 2 | 0 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 2 | 0 | 0 | 0 | 0 |
| Sunday 06:00 | 0 | 0 | 0 | 0 | 0 | 0 |

### Total taxis departing empty

| Hour beginning | Albert Place | Argyll Street, Church Street | Moir Street | John Street | Pier Esplanade | Argyll Street, Harbour |
|---|---|---|---|---|---|---|
| Thursday 07:00 | 3 | 3 | 0 | 0 | 0 | 0 |
| Thursday 08:00 | 9 | 4 | 0 | 0 | 0 | 0 |
| Thursday 09:00 | 12 | 1 | 0 | 2 | 0 | 0 |
| Thursday 10:00 | 7 | 6 | 0 | 0 | 0 | 0 |
| Thursday 11:00 | 9 | 3 | 0 | 8 | 0 | 0 |
| Thursday 12:00 | 11 | 5 | 0 | 7 | 0 | 0 |
| Thursday 13:00 | 14 | 4 | 1 | 3 | 0 | 0 |
| Thursday 14:00 | 7 | 3 | 0 | 3 | 0 | 0 |
| Thursday 15:00 | 11 | 5 | 0 | 7 | 1 | 1 |
| Thursday 16:00 | 9 | 4 | 0 | 3 | 0 | 0 |
| Thursday 17:00 | 13 | 5 | 0 | 4 | 0 | 0 |
| Thursday 18:00 | 10 | 10 | 0 | 1 | 0 | 0 |
| Thursday 19:00 | 9 | 3 | 0 | 1 | 0 | 0 |
| Thursday 20:00 | 5 | 2 | 0 | 1 | 0 | 0 |
| Thursday 21:00 | 5 | 4 | 0 | 0 | 0 | 0 |
| Thursday 22:00 | 5 | 6 | 0 | 0 | 0 | 0 |
| Thursday 23:00 | 3 | 7 | 0 | 0 | 0 | 0 |
| Friday 00:00 | 3 | 2 | 0 | 0 | 0 | 0 |
| Friday 01:00 | 1 | 0 | 1 | 0 | 0 | 0 |
| Friday 02:00 | 0 | 1 | 0 | 0 | 0 | 0 |
| Friday 03:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 05:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 06:00 | 1 | 0 | 0 | 0 | 0 | 0 |
| Friday 07:00 | 2 | 2 | 0 | 0 | 0 | 0 |
| Friday 08:00 | 8 | 5 | 0 | 1 | 0 | 0 |
| Friday 09:00 | 3 | 2 | 1 | 1 | 0 | 0 |
| Friday 10:00 | 6 | 4 | 0 | 2 | 0 | 0 |
| Friday 11:00 | 12 | 8 | 1 | 6 | 0 | 0 |
| Friday 12:00 | 10 | 9 | 1 | 5 | 0 | 0 |
| Friday 13:00 | 6 | 7 | 0 | 4 | 0 | 0 |
| Friday 14:00 | 14 | 2 | 0 | 8 | 0 | 1 |
| Friday 15:00 | 7 | 1 | 0 | 2 | 0 | 0 |
| Friday 16:00 | 4 | 2 | 0 | 5 | 0 | 0 |
| Friday 17:00 | 15 | 8 | 0 | 3 | 0 | 0 |
| Friday 18:00 | 9 | 3 | 0 | 0 | 0 | 0 |
| Friday 19:00 | 8 | 7 | 0 | 1 | 0 | 0 |
| Friday 20:00 | 7 | 6 | 0 | 0 | 0 | 0 |
| Friday 21:00 | 4 | 6 | 0 | 2 | 0 | 0 |
| Friday 22:00 | 7 | 6 | 0 | 1 | 0 | 0 |
| Friday 23:00 | 5 | 6 | 0 | 0 | 0 | 0 |
| Saturday 00:00 | 7 | 7 | 0 | 0 | 0 | 0 |
| Saturday 01:00 | 8 | 1 | 1 | 0 | 0 | 0 |
| Saturday 02:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 03:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 05:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 06:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 07:00 | 1 | 2 | 0 | 0 | 1 | 0 |
| Saturday 08:00 | 2 | 2 | 0 | 0 | 0 | 0 |
| Saturday 09:00 | 10 | 1 | 0 | 2 | 0 | 0 |
| Saturday 10:00 | 8 | 4 | 0 | 4 | 0 | 0 |
| Saturday 11:00 | 10 | 4 | 0 | 4 | 0 | 0 |
| Saturday 12:00 | 9 | 5 | 0 | 2 | 0 | 0 |
| Saturday 13:00 | 10 | 7 | 1 | 6 | 0 | 1 |
| Saturday 14:00 | 7 | 9 | 0 | 2 | 0 | 0 |
| Saturday 15:00 | 12 | 11 | 0 | 3 | 0 | 0 |
| Saturday 16:00 | 10 | 5 | 0 | 5 | 0 | 0 |
| Saturday 17:00 | 11 | 9 | 0 | 4 | 0 | 0 |
| Saturday 18:00 | 11 | 7 | 0 | 3 | 0 | 0 |
| Saturday 19:00 | 15 | 9 | 0 | 1 | 0 | 0 |
| Saturday 20:00 | 12 | 5 | 0 | 3 | 0 | 0 |
| Saturday 21:00 | 10 | 8 | 0 | 2 | 0 | 0 |
| Saturday 22:00 | 11 | 7 | 0 | 0 | 0 | 0 |
| Saturday 23:00 | 7 | 5 | 1 | 0 | 0 | 0 |
| Sunday 00:00 | 6 | 11 | 0 | 0 | 0 | 0 |
| Sunday 01:00 | 3 | 10 | 0 | 0 | 0 | 0 |
| Sunday 02:00 | 3 | 3 | 0 | 0 | 0 | 0 |
| Sunday 03:00 | 2 | 1 | 0 | 0 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sunday 06:00 | 1 | 0 | 0 | 0 | 0 | 0 |

## Total number of taxis departing with passengers

| Hour beginning | Albert Place | Argyll Street, Church Street | Moir Street | John Street | Pier Esplanade | Argyll Street, Harbour |
|---|---|---|---|---|---|---|
| Thursday 07:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Thursday 08:00 | 2 | 1 | 0 | 0 | 0 | 1 |
| Thursday 09:00 | 2 | 4 | 0 | 2 | 0 | 0 |
| Thursday 10:00 | 2 | 3 | 0 | 8 | 0 | 2 |
| Thursday 11:00 | 5 | 7 | 0 | 6 | 0 | 0 |
| Thursday 12:00 | 3 | 8 | 0 | 6 | 0 | 1 |
| Thursday 13:00 | 6 | 6 | 1 | 4 | 1 | 0 |
| Thursday 14:00 | 5 | 8 | 0 | 10 | 0 | 0 |
| Thursday 15:00 | 3 | 4 | 1 | 8 | 0 | 0 |
| Thursday 16:00 | 3 | 8 | 0 | 8 | 0 | 0 |
| Thursday 17:00 | 3 | 4 | 0 | 1 | 0 | 0 |
| Thursday 18:00 | 1 | 3 | 0 | 1 | 0 | 0 |
| Thursday 19:00 | 5 | 4 | 0 | 2 | 0 | 0 |
| Thursday 20:00 | 2 | 4 | 0 | 1 | 0 | 0 |
| Thursday 21:00 | 1 | 4 | 2 | 1 | 0 | 0 |
| Thursday 22:00 | 1 | 2 | 0 | 3 | 0 | 0 |
| Thursday 23:00 | 0 | 1 | 1 | 0 | 0 | 0 |
| Friday 00:00 | 0 | 1 | 0 | 0 | 0 | 0 |
| Friday 01:00 | 0 | 6 | 0 | 0 | 0 | 0 |
| Friday 02:00 | 0 | 1 | 1 | 0 | 0 | 0 |
| Friday 03:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 05:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 06:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 07:00 | 6 | 1 | 0 | 0 | 0 | 1 |
| Friday 08:00 | 2 | 2 | 0 | 1 | 0 | 0 |
| Friday 09:00 | 1 | 2 | 0 | 1 | 0 | 1 |
| Friday 10:00 | 6 | 7 | 1 | 6 | 0 | 1 |
| Friday 11:00 | 4 | 8 | 0 | 6 | 0 | 0 |
| Friday 12:00 | 0 | 4 | 0 | 7 | 0 | 0 |
| Friday 13:00 | 4 | 6 | 0 | 5 | 0 | 0 |
| Friday 14:00 | 2 | 5 | 0 | 7 | 0 | 0 |
| Friday 15:00 | 4 | 12 | 1 | 19 | 0 | 0 |
| Friday 16:00 | 3 | 9 | 0 | 8 | 0 | 0 |
| Friday 17:00 | 3 | 7 | 0 | 8 | 0 | 0 |
| Friday 18:00 | 5 | 4 | 0 | 5 | 0 | 0 |
| Friday 19:00 | 3 | 3 | 0 | 4 | 0 | 0 |
| Friday 20:00 | 4 | 9 | 0 | 3 | 0 | 0 |
| Friday 21:00 | 3 | 4 | 0 | 1 | 0 | 0 |
| Friday 22:00 | 0 | 4 | 0 | 0 | 0 | 0 |
| Friday 23:00 | 2 | 10 | 0 | 0 | 0 | 0 |
| Saturday 00:00 | 0 | 11 | 0 | 0 | 0 | 0 |
| Saturday 01:00 | 2 | 7 | 1 | 0 | 0 | 0 |
| Saturday 02:00 | 0 | 9 | 0 | 0 | 0 | 0 |
| Saturday 03:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 05:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 06:00 | 0 | 0 | 0 | 0 | 0 | 0 |

| Hour beginning | Albert Place | Argyll Street, Church Street | Moir Street | John Street | Pier Esplanade | Argyll Street, Harbour |
|---|---|---|---|---|---|---|
| Saturday 07:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 08:00 | 1 | 2 | 0 | 0 | 0 | 0 |
| Saturday 09:00 | 0 | 1 | 0 | 0 | 0 | 0 |
| Saturday 10:00 | 1 | 2 | 0 | 6 | 0 | 0 |
| Saturday 11:00 | 3 | 3 | 0 | 5 | 0 | 0 |
| Saturday 12:00 | 4 | 10 | 0 | 7 | 0 | 0 |
| Saturday 13:00 | 6 | 8 | 0 | 4 | 0 | 0 |
| Saturday 14:00 | 10 | 3 | 0 | 5 | 0 | 0 |
| Saturday 15:00 | 4 | 10 | 0 | 8 | 0 | 0 |
| Saturday 16:00 | 6 | 10 | 3 | 7 | 0 | 0 |
| Saturday 17:00 | 4 | 3 | 1 | 8 | 0 | 0 |
| Saturday 18:00 | 2 | 9 | 0 | 4 | 0 | 0 |
| Saturday 19:00 | 4 | 9 | 0 | 2 | 0 | 0 |
| Saturday 20:00 | 7 | 5 | 0 | 2 | 0 | 0 |
| Saturday 21:00 | 6 | 7 | 0 | 2 | 0 | 0 |
| Saturday 22:00 | 7 | 10 | 1 | 1 | 0 | 0 |
| Saturday 23:00 | 7 | 6 | 0 | 0 | 0 | 0 |
| Sunday 00:00 | 2 | 10 | 0 | 0 | 0 | 0 |
| Sunday 01:00 | 8 | 6 | 2 | 0 | 0 | 0 |
| Sunday 02:00 | 2 | 5 | 0 | 0 | 0 | 0 |
| Sunday 03:00 | 0 | 3 | 1 | 0 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 2 | 0 | 0 | 0 | 0 |
| Sunday 06:00 | 0 | 0 | 0 | 0 | 0 | 0 |

## Total number of taxis departing the ranks

| Hour beginning | Albert Place | Argyll Street, Church Street | Moir Street | John Street | Pier Esplanade | Argyll Street, Harbour |
|---|---|---|---|---|---|---|
| Thursday 07:00 | 3 | 3 | 0 | 0 | 0 | 0 |
| Thursday 08:00 | 11 | 5 | 0 | 0 | 0 | 1 |
| Thursday 09:00 | 14 | 5 | 0 | 4 | 0 | 0 |
| Thursday 10:00 | 9 | 9 | 0 | 8 | 0 | 2 |
| Thursday 11:00 | 14 | 10 | 0 | 14 | 0 | 0 |
| Thursday 12:00 | 14 | 13 | 0 | 13 | 0 | 1 |
| Thursday 13:00 | 20 | 10 | 2 | 7 | 1 | 0 |
| Thursday 14:00 | 12 | 11 | 0 | 13 | 0 | 0 |
| Thursday 15:00 | 14 | 9 | 1 | 15 | 1 | 1 |
| Thursday 16:00 | 12 | 12 | 0 | 11 | 0 | 0 |
| Thursday 17:00 | 16 | 9 | 0 | 5 | 0 | 0 |
| Thursday 18:00 | 11 | 13 | 0 | 2 | 0 | 0 |
| Thursday 19:00 | 14 | 7 | 0 | 3 | 0 | 0 |
| Thursday 20:00 | 7 | 6 | 0 | 2 | 0 | 0 |
| Thursday 21:00 | 6 | 8 | 2 | 1 | 0 | 0 |
| Thursday 22:00 | 6 | 8 | 0 | 3 | 0 | 0 |
| Thursday 23:00 | 3 | 8 | 1 | 0 | 0 | 0 |
| Friday 00:00 | 3 | 3 | 0 | 0 | 0 | 0 |
| Friday 01:00 | 1 | 6 | 1 | 0 | 0 | 0 |
| Friday 02:00 | 0 | 2 | 1 | 0 | 0 | 0 |
| Friday 03:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 05:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 06:00 | 1 | 0 | 0 | 0 | 0 | 0 |
| Friday 07:00 | 8 | 3 | 0 | 0 | 0 | 1 |
| Friday 08:00 | 10 | 7 | 0 | 2 | 0 | 0 |
| Friday 09:00 | 4 | 4 | 1 | 2 | 0 | 1 |
| Friday 10:00 | 12 | 11 | 1 | 8 | 0 | 1 |
| Friday 11:00 | 16 | 16 | 1 | 12 | 0 | 0 |
| Friday 12:00 | 10 | 13 | 1 | 12 | 0 | 0 |
| Friday 13:00 | 10 | 13 | 0 | 9 | 0 | 0 |
| Friday 14:00 | 16 | 7 | 0 | 15 | 0 | 1 |
| Friday 15:00 | 11 | 13 | 1 | 21 | 0 | 0 |
| Friday 16:00 | 7 | 11 | 0 | 13 | 0 | 0 |
| Friday 17:00 | 18 | 15 | 0 | 11 | 0 | 0 |
| Friday 18:00 | 14 | 7 | 0 | 5 | 0 | 0 |
| Friday 19:00 | 11 | 10 | 0 | 5 | 0 | 0 |
| Friday 20:00 | 11 | 15 | 0 | 3 | 0 | 0 |
| Friday 21:00 | 7 | 10 | 0 | 3 | 0 | 0 |
| Friday 22:00 | 7 | 10 | 0 | 1 | 0 | 0 |
| Friday 23:00 | 7 | 16 | 0 | 0 | 0 | 0 |
| Saturday 00:00 | 7 | 18 | 0 | 0 | 0 | 0 |
| Saturday 01:00 | 10 | 8 | 2 | 0 | 0 | 0 |
| Saturday 02:00 | 0 | 9 | 0 | 0 | 0 | 0 |
| Saturday 03:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 05:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 06:00 | 0 | 0 | 0 | 0 | 0 | 0 |

| Hour beginning | Albert Place | Argyll Street, Church Street | Moir Street | John Street | Pier Esplanade | Argyll Street, Harbour |
|---|---|---|---|---|---|---|
| Saturday 07:00 | 1 | 2 | 0 | 0 | 1 | 0 |
| Saturday 08:00 | 3 | 4 | 0 | 0 | 0 | 0 |
| Saturday 09:00 | 10 | 2 | 0 | 2 | 0 | 0 |
| Saturday 10:00 | 9 | 6 | 0 | 10 | 0 | 0 |
| Saturday 11:00 | 13 | 7 | 0 | 9 | 0 | 0 |
| Saturday 12:00 | 13 | 15 | 0 | 9 | 0 | 0 |
| Saturday 13:00 | 16 | 15 | 1 | 10 | 0 | 1 |
| Saturday 14:00 | 17 | 12 | 0 | 7 | 0 | 0 |
| Saturday 15:00 | 16 | 21 | 0 | 11 | 0 | 0 |
| Saturday 16:00 | 16 | 15 | 3 | 12 | 0 | 0 |
| Saturday 17:00 | 15 | 12 | 1 | 12 | 0 | 0 |
| Saturday 18:00 | 13 | 16 | 0 | 7 | 0 | 0 |
| Saturday 19:00 | 19 | 18 | 0 | 3 | 0 | 0 |
| Saturday 20:00 | 19 | 10 | 0 | 5 | 0 | 0 |
| Saturday 21:00 | 16 | 15 | 0 | 4 | 0 | 0 |
| Saturday 22:00 | 18 | 17 | 1 | 1 | 0 | 0 |
| Saturday 23:00 | 14 | 11 | 1 | 0 | 0 | 0 |
| Sunday 00:00 | 8 | 21 | 0 | 0 | 0 | 0 |
| Sunday 01:00 | 11 | 16 | 2 | 0 | 0 | 0 |
| Sunday 02:00 | 5 | 8 | 0 | 0 | 0 | 0 |
| Sunday 03:00 | 2 | 4 | 1 | 0 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 2 | 0 | 0 | 0 | 0 |
| Sunday 06:00 | 1 | 0 | 0 | 0 | 0 | 0 |

## Percentage of all taxis which leave the rank empty

| Hour beginning | Albert Place | Argyll Street, Church Street | Moir Street | John Street | Pier Esplanade | Argyll Street, Harbour |
|---|---|---|---|---|---|---|
| Thursday 07:00 | 100% | 100% | 0% | 0% | 0% | 0% |
| Thursday 08:00 | 82% | 80% | 0% | 0% | 0% | 0% |
| Thursday 09:00 | 86% | 20% | 0% | 50% | 0% | 0% |
| Thursday 10:00 | 78% | 67% | 0% | 0% | 0% | 0% |
| Thursday 11:00 | 64% | 30% | 0% | 57% | 0% | 0% |
| Thursday 12:00 | 79% | 38% | 0% | 54% | 0% | 0% |
| Thursday 13:00 | 70% | 40% | 50% | 43% | 0% | 0% |
| Thursday 14:00 | 58% | 27% | 0% | 23% | 0% | 0% |
| Thursday 15:00 | 79% | 56% | 0% | 47% | 100% | 100% |
| Thursday 16:00 | 75% | 33% | 0% | 27% | 0% | 0% |
| Thursday 17:00 | 81% | 56% | 0% | 80% | 0% | 0% |
| Thursday 18:00 | 91% | 77% | 0% | 50% | 0% | 0% |
| Thursday 19:00 | 64% | 43% | 0% | 33% | 0% | 0% |
| Thursday 20:00 | 71% | 33% | 0% | 50% | 0% | 0% |
| Thursday 21:00 | 83% | 50% | 0% | 0% | 0% | 0% |
| Thursday 22:00 | 83% | 75% | 0% | 0% | 0% | 0% |
| Thursday 23:00 | 100% | 88% | 0% | 0% | 0% | 0% |
| Friday 00:00 | 100% | 67% | 0% | 0% | 0% | 0% |
| Friday 01:00 | 100% | 0% | 100% | 0% | 0% | 0% |
| Friday 02:00 | 0% | 50% | 0% | 0% | 0% | 0% |
| Friday 03:00 | 0% | 0% | 0% | 0% | 0% | 0% |
| Friday 04:00 | 0% | 0% | 0% | 0% | 0% | 0% |
| Friday 05:00 | 0% | 0% | 0% | 0% | 0% | 0% |
| Friday 06:00 | 100% | 0% | 0% | 0% | 0% | 0% |
| Friday 07:00 | 25% | 67% | 0% | 0% | 0% | 0% |
| Friday 08:00 | 80% | 71% | 0% | 50% | 0% | 0% |
| Friday 09:00 | 75% | 50% | 100% | 50% | 0% | 0% |
| Friday 10:00 | 50% | 36% | 0% | 25% | 0% | 0% |
| Friday 11:00 | 75% | 50% | 100% | 50% | 0% | 0% |
| Friday 12:00 | 100% | 69% | 100% | 42% | 0% | 0% |
| Friday 13:00 | 60% | 54% | 0% | 44% | 0% | 0% |
| Friday 14:00 | 88% | 29% | 0% | 53% | 0% | 100% |
| Friday 15:00 | 64% | 8% | 0% | 10% | 0% | 0% |
| Friday 16:00 | 57% | 18% | 0% | 38% | 0% | 0% |
| Friday 17:00 | 83% | 53% | 0% | 27% | 0% | 0% |
| Friday 18:00 | 64% | 43% | 0% | 0% | 0% | 0% |
| Friday 19:00 | 73% | 70% | 0% | 20% | 0% | 0% |
| Friday 20:00 | 64% | 40% | 0% | 0% | 0% | 0% |
| Friday 21:00 | 57% | 60% | 0% | 67% | 0% | 0% |
| Friday 22:00 | 100% | 60% | 0% | 100% | 0% | 0% |
| Friday 23:00 | 71% | 38% | 0% | 0% | 0% | 0% |
| Saturday 00:00 | 100% | 39% | 0% | 0% | 0% | 0% |
| Saturday 01:00 | 80% | 13% | 50% | 0% | 0% | 0% |
| Saturday 02:00 | 0% | 0% | 0% | 0% | 0% | 0% |
| Saturday 03:00 | 0% | 0% | 0% | 0% | 0% | 0% |
| Saturday 04:00 | 0% | 0% | 0% | 0% | 0% | 0% |
| Saturday 05:00 | 0% | 0% | 0% | 0% | 0% | 0% |
| Saturday 06:00 | 0% | 0% | 0% | 0% | 0% | 0% |

| Hour beginning | Albert Place | Argyll Street, Church Street | Moir Street | John Street | Pier Esplanade | Argyll Street, Harbour |
|---|---|---|---|---|---|---|
| Saturday 07:00 | 100% | 100% | 0% | 0% | 100% | 0% |
| Saturday 08:00 | 67% | 50% | 0% | 0% | 0% | 0% |
| Saturday 09:00 | 100% | 50% | 0% | 100% | 0% | 0% |
| Saturday 10:00 | 89% | 67% | 0% | 40% | 0% | 0% |
| Saturday 11:00 | 77% | 57% | 0% | 44% | 0% | 0% |
| Saturday 12:00 | 69% | 33% | 0% | 22% | 0% | 0% |
| Saturday 13:00 | 63% | 47% | 100% | 60% | 0% | 100% |
| Saturday 14:00 | 41% | 75% | 0% | 29% | 0% | 0% |
| Saturday 15:00 | 75% | 52% | 0% | 27% | 0% | 0% |
| Saturday 16:00 | 63% | 33% | 0% | 42% | 0% | 0% |
| Saturday 17:00 | 73% | 75% | 0% | 33% | 0% | 0% |
| Saturday 18:00 | 85% | 44% | 0% | 43% | 0% | 0% |
| Saturday 19:00 | 79% | 50% | 0% | 33% | 0% | 0% |
| Saturday 20:00 | 63% | 50% | 0% | 60% | 0% | 0% |
| Saturday 21:00 | 63% | 53% | 0% | 50% | 0% | 0% |
| Saturday 22:00 | 61% | 41% | 0% | 0% | 0% | 0% |
| Saturday 23:00 | 50% | 45% | 100% | 0% | 0% | 0% |
| Sunday 00:00 | 75% | 52% | 0% | 0% | 0% | 0% |
| Sunday 01:00 | 27% | 63% | 0% | 0% | 0% | 0% |
| Sunday 02:00 | 60% | 38% | 0% | 0% | 0% | 0% |
| Sunday 03:00 | 100% | 25% | 0% | 0% | 0% | 0% |
| Sunday 04:00 | 0% | 0% | 0% | 0% | 0% | 0% |
| Sunday 05:00 | 0% | 0% | 0% | 0% | 0% | 0% |
| Sunday 06:00 | 100% | 0% | 0% | 0% | 0% | 0% |

### Average vehicle wait time at the ranks

| Hour beginning | Albert Place | Argyll Street, Church Street | Moir Street | John Street | Pier Esplanade | Argyll Street, Harbour |
|---|---|---|---|---|---|---|
| Thursday 07:00 | 5 | 20 | 0 | 0 | 0 | 0 |
| Thursday 08:00 | 11 | 19 | 0 | 28 | 0 | 0 |
| Thursday 09:00 | 7 | 17 | 0 | 13 | 0 | 0 |
| Thursday 10:00 | 20 | 16 | 0 | 13 | 0 | 2 |
| Thursday 11:00 | 9 | 16 | 0 | 18 | 0 | 0 |
| Thursday 12:00 | 13 | 10 | 0 | 15 | 0 | 3 |
| Thursday 13:00 | 12 | 13 | 0 | 16 | 3 | 0 |
| Thursday 14:00 | 7 | 20 | 3 | 13 | 3 | 3 |
| Thursday 15:00 | 10 | 12 | 3 | 14 | 3 | 5 |
| Thursday 16:00 | 13 | 10 | 0 | 10 | 0 | 0 |
| Thursday 17:00 | 6 | 16 | 0 | 29 | 0 | 0 |
| Thursday 18:00 | 8 | 6 | 0 | 10 | 0 | 0 |
| Thursday 19:00 | 2 | 6 | 0 | 6 | 0 | 0 |
| Thursday 20:00 | 11 | 6 | 0 | 10 | 0 | 0 |
| Thursday 21:00 | 8 | 5 | 0 | 4 | 0 | 0 |
| Thursday 22:00 | 10 | 10 | 0 | 5 | 0 | 0 |
| Thursday 23:00 | 29 | 25 | 0 | 0 | 0 | 0 |
| Friday 00:00 | 10 | 17 | 0 | 0 | 0 | 0 |
| Friday 01:00 | 4 | 2 | 4 | 0 | 0 | 0 |
| Friday 02:00 | 0 | 3 | 5 | 0 | 0 | 0 |
| Friday 03:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 05:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Friday 06:00 | 19 | 18 | 0 | 0 | 0 | 0 |
| Friday 07:00 | 4 | 31 | 0 | 0 | 0 | 0 |
| Friday 08:00 | 5 | 18 | 0 | 10 | 0 | 0 |
| Friday 09:00 | 7 | 15 | 0 | 13 | 0 | 3 |
| Friday 10:00 | 12 | 12 | 0 | 17 | 0 | 3 |
| Friday 11:00 | 8 | 7 | 0 | 11 | 0 | 0 |
| Friday 12:00 | 20 | 10 | 9 | 9 | 0 | 0 |
| Friday 13:00 | 17 | 13 | 0 | 13 | 0 | 0 |
| Friday 14:00 | 9 | 22 | 0 | 8 | 0 | 0 |
| Friday 15:00 | 13 | 11 | 0 | 6 | 0 | 0 |
| Friday 16:00 | 11 | 9 | 0 | 7 | 0 | 0 |
| Friday 17:00 | 7 | 8 | 0 | 6 | 0 | 0 |
| Friday 18:00 | 5 | 20 | 0 | 5 | 0 | 0 |
| Friday 19:00 | 7 | 14 | 0 | 10 | 0 | 0 |
| Friday 20:00 | 5 | 5 | 0 | 10 | 0 | 0 |
| Friday 21:00 | 15 | 8 | 0 | 9 | 0 | 0 |
| Friday 22:00 | 20 | 10 | 0 | 3 | 0 | 0 |
| Friday 23:00 | 11 | 15 | 0 | 0 | 0 | 0 |
| Saturday 00:00 | 12 | 4 | 0 | 0 | 0 | 0 |
| Saturday 01:00 | 4 | 4 | 0 | 0 | 0 | 0 |
| Saturday 02:00 | 0 | 1 | 0 | 0 | 0 | 0 |
| Saturday 03:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 05:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saturday 06:00 | 0 | 0 | 0 | 0 | 0 | 0 |

| Hour beginning | Albert Place | Argyll Street, Church Street | Moir Street | John Street | Pier Esplanade | Argyll Street, Harbour |
|---|---|---|---|---|---|---|
| Saturday 07:00 | 20 | 1 | 0 | 0 | 3 | 0 |
| Saturday 08:00 | 28 | 3 | 0 | 3 | 0 | 0 |
| Saturday 09:00 | 9 | 11 | 0 | 21 | 0 | 0 |
| Saturday 10:00 | 6 | 11 | 0 | 3 | 0 | 0 |
| Saturday 11:00 | 5 | 6 | 0 | 9 | 0 | 0 |
| Saturday 12:00 | 11 | 5 | 0 | 17 | 0 | 0 |
| Saturday 13:00 | 5 | 8 | 0 | 20 | 0 | 0 |
| Saturday 14:00 | 9 | 15 | 0 | 29 | 0 | 0 |
| Saturday 15:00 | 15 | 12 | 0 | 14 | 0 | 0 |
| Saturday 16:00 | 10 | 9 | 1 | 8 | 0 | 0 |
| Saturday 17:00 | 7 | 14 | 0 | 4 | 0 | 0 |
| Saturday 18:00 | 3 | 14 | 0 | 10 | 0 | 0 |
| Saturday 19:00 | 7 | 9 | 0 | 40 | 0 | 0 |
| Saturday 20:00 | 6 | 17 | 0 | 8 | 0 | 0 |
| Saturday 21:00 | 3 | 14 | 0 | 18 | 0 | 0 |
| Saturday 22:00 | 3 | 16 | 0 | 0 | 0 | 0 |
| Saturday 23:00 | 7 | 19 | 3 | 0 | 0 | 0 |
| Sunday 00:00 | 16 | 8 | 0 | 0 | 0 | 0 |
| Sunday 01:00 | 5 | 5 | 2 | 0 | 0 | 0 |
| Sunday 02:00 | 10 | 2 | 0 | 0 | 0 | 0 |
| Sunday 03:00 | 11 | 3 | 0 | 0 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sunday 06:00 | 21 | 0 | 0 | 0 | 0 | 0 |

## Number of passengers who had to wait at taxi ranks

| Hour Beginning | Number of passengers who had to wait for a taxi to arrrive | Percentage of all passengers who had to wait |
|---|---|---|
| Thursday 07:00 | 0 | 0% |
| Thursday 08:00 | 0 | 0% |
| Thursday 09:00 | 0 | 0% |
| Thursday 10:00 | 0 | 0% |
| Thursday 11:00 | 0 | 0% |
| Thursday 12:00 | 0 | 0% |
| Thursday 13:00 | 0 | 0% |
| Thursday 14:00 | 0 | 0% |
| Thursday 15:00 | 0 | 0% |
| Thursday 16:00 | 0 | 0% |
| Thursday 17:00 | 0 | 0% |
| Thursday 18:00 | 0 | 0% |
| Thursday 19:00 | 0 | 0% |
| Thursday 20:00 | 0 | 0% |
| Thursday 21:00 | 0 | 0% |
| Thursday 22:00 | 0 | 0% |
| Thursday 23:00 | 0 | 0% |
| Friday 00:00 | 0 | 0% |
| Friday 01:00 | 3 | 43% |
| Friday 02:00 | 0 | 0% |
| Friday 03:00 | 0 | 0% |
| Friday 04:00 | 0 | 0% |
| Friday 05:00 | 0 | 0% |
| Friday 06:00 | 0 | 0% |
| Friday 07:00 | 11 | 46% |
| Friday 08:00 | 0 | 0% |
| Friday 09:00 | 0 | 0% |
| Friday 10:00 | 0 | 0% |
| Friday 11:00 | 0 | 0% |
| Friday 12:00 | 0 | 0% |
| Friday 13:00 | 0 | 0% |
| Friday 14:00 | 0 | 0% |
| Friday 15:00 | 1 | 2% |
| Friday 16:00 | 0 | 0% |
| Friday 17:00 | 0 | 0% |
| Friday 18:00 | 0 | 0% |
| Friday 19:00 | 1 | 6% |
| Friday 20:00 | 0 | 0% |
| Friday 21:00 | 0 | 0% |
| Friday 22:00 | 0 | 0% |
| Friday 23:00 | 0 | 0% |
| Saturday 00:00 | 0 | 0% |
| Saturday 01:00 | 0 | 0% |
| Saturday 02:00 | 4 | 27% |
| Saturday 03:00 | 0 | 0% |
| Saturday 04:00 | 0 | 0% |
| Saturday 05:00 | 0 | 0% |
| Saturday 06:00 | 0 | 0% |
| Saturday 07:00 | 0 | 0% |
| Saturday 08:00 | 0 | 0% |
| Saturday 09:00 | 0 | 0% |
| Saturday 10:00 | 5 | 45% |
| Saturday 11:00 | 0 | 0% |
| Saturday 12:00 | 0 | 0% |
| Saturday 13:00 | 0 | 0% |
| Saturday 14:00 | 0 | 0% |
| Saturday 15:00 | 0 | 0% |
| Saturday 16:00 | 0 | 0% |
| Saturday 17:00 | 0 | 0% |
| Saturday 18:00 | 3 | 13% |
| Saturday 19:00 | 0 | 0% |
| Saturday 20:00 | 0 | 0% |
| Saturday 21:00 | 0 | 0% |
| Saturday 22:00 | 0 | 0% |
| Saturday 23:00 | 0 | 0% |
| Sunday 00:00 | 0 | 0% |
| Sunday 01:00 | 7 | 23% |
| Sunday 02:00 | 6 | 43% |
| Sunday 03:00 | 0 | 0% |
| Sunday 04:00 | 0 | 0% |
| Sunday 05:00 | 0 | 0% |
| Sunday 06:00 | 0 | 0% |

This page is intentionally left blank

Argyll & Bute
Taxi Unmet Demand and Private Hire Overprovision Survey

Helensburgh & Lomond Taxi Licensing Zone

August 2019

## Executive Summary

This Helensburgh & Lomond zone taxi unmet demand and private hire overprovision survey has been undertaken on behalf of Argyll & Bute Council following appropriate available guidance.

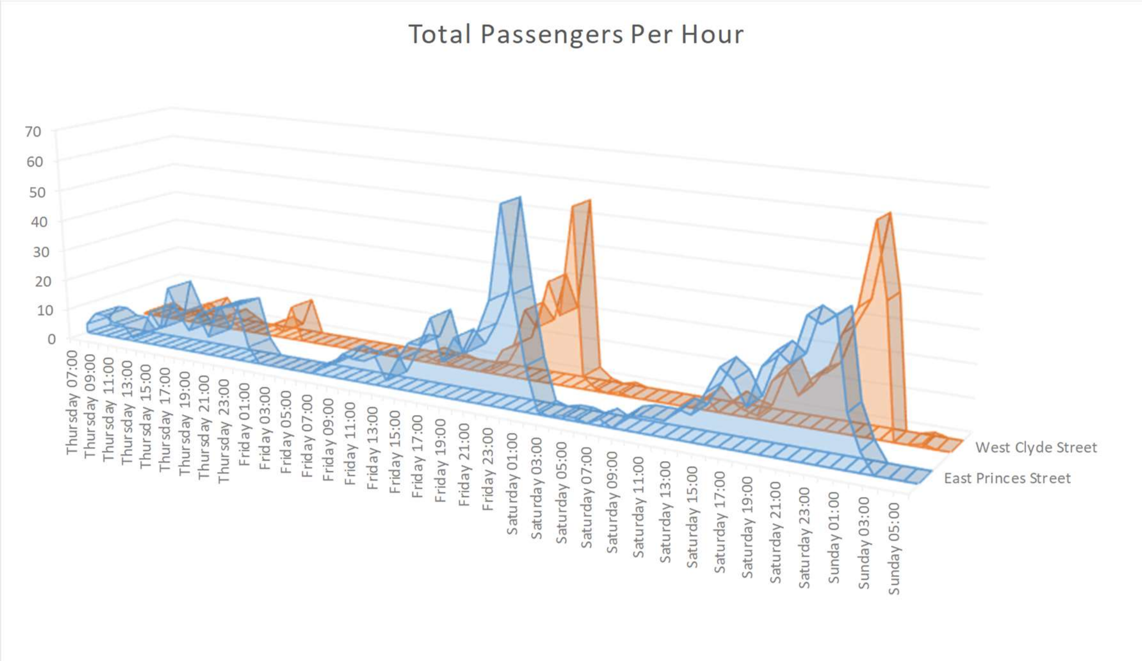
This Executive Summary draws together key points from the main report.

Within the taxi licensing zone, there are 48 taxis and 14 private hire cars. Taxis which are licensed in the zone, may only operate within the zone. However, private hire cars may operate throughout Argyll & Bute. The council currently does not limit either taxis or private hire cars.

Data has been collected through consultation with stakeholders, the trade and members of the public. In addition, observations of activity at taxi ranks were undertaken to record volumes of taxis and passengers using each rank and whether any passengers had to wait for taxis to arrive at the ranks.

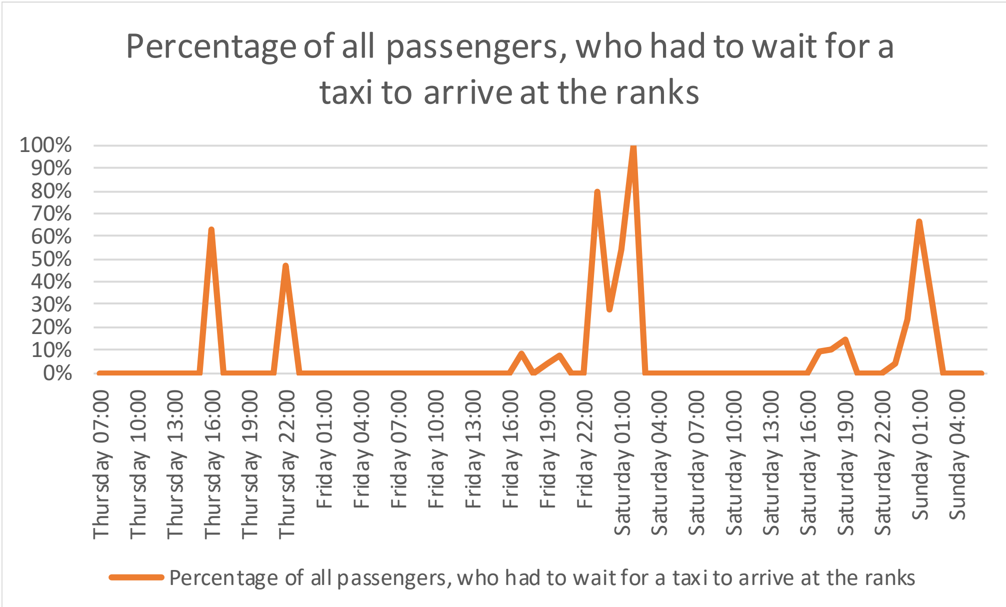
Surveys were undertaken at the two formal taxi ranks in the Helensburgh & Lomond zone, which are both located in Helensburgh. Video cameras were used to record activity at the taxi ranks and the levels of activity during active periods were tabulated and analysed.

The relative levels of activity at the ranks are presented in the following figures.




Some passengers were occasionally observed waiting from time to time at the ranks, for taxis to arrive at the ranks. Passenger waiting occurrences were generally infrequent and generally occurred in the evenings and late at night. Passenger waiting was concentrated on Friday and Saturday nights, when persistent passenger queues formed. Once formed, these queues of passengers remained present for extended periods with new passengers joining the queue before passengers who were already waiting, were picked up by taxi. The length of time that passengers had to wait was generally low. The normal situation was that Taxis were waiting at ranks when passengers arrived at the ranks in order to hire one.

Passenger waiting is summarised in the following figure.




Passenger waiting was concentrated on Friday and Saturday nights. The few occurrences of passenger waiting observed at other times tended to occur during periods of low demand. Overall, around 15% of all passengers had to wait for taxis to arrive at the ranks.

There is some evidence to indicate that a proportion of taxis are operated on an ad-hoc basis, and some are operated on a regular, but part time basis. Consequently, the actual availability of the fleet appears to be lower than the equivalent number of taxis would be, if all were operated on a full time basis. There was also evidence that some drivers were reluctant to work on Friday and Saturday nights. This is a common occurrence around the UK, as this is the time when drivers run the highest risk of verbal or physical assault from drunk passengers. This feature may be an underlying cause of the passenger waiting observed on Friday and Saturday nights.

Public and stakeholder perception of the Taxi fleet was generally moderately favourable. The availability of licensed vehicles, in areas other than Helensburgh, was felt to be low and there were often times when it was difficult to book a taxi or private hire car for immediate travel. In Helensburgh, there was also feedback that a licensed vehicle may not reliably be booked for immediate hire at night.

The majority of hires fulfilled by taxis were obtained through telephone bookings. It is common practice for taxis to wait at the ranks between telephone bookings and wait for either a direct hire from the rank, or for another telephone booking.

Several coefficients are calculated from the rank survey results and from public consultation. The coefficients are entered into a formula to calculate the Index of Significant Unmet Demand (ISUD). The index value for the 2019 survey was **38**. This value falls below the threshold value of 80, and suggests that there is **no significant unmet demand** for taxis.

The ISUD value, considered along with feedback from stakeholders and the public leads to the conclusion that there is **no significant unmet demand for taxis** in the Helensburgh & Lomond taxi licensing zone.

Taxis dominate provision for private hire bookings in Helensburgh. Elsewhere in the zone, private hire cars fulfil most of the private hire bookings. The level of provision of taxis available to fulfil private hire bookings, in Helensburgh, is largely depicted by the availability of taxis waiting at the taxi ranks. The majority of taxi departures from the ranks are empty vehicles and it is assumed that the majority of these empty departures are intended to fulfil telephone bookings.

The assessment of private hire car overprovision must consider only private hire demand and how this demand is satisfied with both taxis and private hire cars. In this zone, there were 14 private hire cars and the majority of private hire bookings (pre-booked hires) were made with taxis. The availability of taxis to undertake private hire bookings is normally high, with vehicles sometimes facing lengthy wait times at taxi ranks, between bookings. During periods of peak demand the wait times for taxis between bookings was lower and at times, there were not sufficient taxis available to meet demand for pre-booked hire for immediate travel.

We may consider that overprovision relates to excessive availability of licensed vehicles available for pre-booked hires. When considering whether the level of provision of private hire cars is excessive, we should consider if the number of private hire cars leads to excessive availability at different times of day and during different levels of demand. If peak levels of demand are significantly higher than demand at other times (highly peaked) we would not necessarily expect provision to be able to fully meet peak demand, even if provision is generally held to be adequate.

If there are rarely periods when there are no licensed vehicles available to book by telephone, then there may be overprovision, however, some other factors need to be taken into consideration.

When considering the market for pre-booked hires, we need to consider the proportion of the market which is fulfilled by private hire cars and the impact that additional private hire cars joining the fleet may have. Licensed vehicles are operated as independent businesses and as such, are subject to market forces and competition. Access to the market is restricted by licence. Holders of vehicle and driver licences are considered to be fit and proper people who are suitable to hold licences and positions of trust and responsibility. The privilege of being granted a licence also confers some responsibility to provide a public service without discrimination.

If the provision of licensed vehicles to service the demand for pre-booked hire is considered to meet or exceed the level required to meet demand, we should consider whether the level of provision of private hire vehicles results in a negative impact on the public.

Overprovision of private hire vehicles is generally held to mean that the level of provision is higher than the minimum required and that by maintaining or increasing the level of provision, there would be a dis-benefit to the public.

The level of provision of licensed vehicles generally exceeds the level required to meet daytime demand. However, supply in the evenings and late at night appears to be lower and does not meet demand for lengthy periods.

There is no evidence to suggest that there is a dis-benefit to the public by maintaining the current number of private hire cars. Similarly, there is no evidence to suggest that a modest increase in the number of private hire cars would lead to any dis-benefit to the public.

Consequently, the assessment determined that there is **no overprovision of private hire cars** in the Helensburgh and Lomond taxi licensing zone and no overprovision of private hire cars in any locality within the zone.

The elderly and people with mobility impairments rely more heavily on the services of licensed vehicles, than the population at large. Feedback from consultation with stakeholders and with the trade, suggested that there are issues with the availability of wheelchair accessible vehicles and provision of appropriate service to mobility impaired users. Feedback indicated that the situation had improved in the last year or so, with the introduction of a new wheelchair accessible vehicle. However, whilst the situation had improved, it was felt that there were still difficulties at times, obtaining a wheelchair accessible vehicle.

Members of the public and the trade were asked if they could identify new locations which would be suitable for the establishment of a new rank. There was no indication from the trade that they would like to see a new rank. Several suggestions were made by members of the public. However, it is unlikely that any of the suggested locations would sustain a presence of taxis at active times of day. Hence it is unlikely that any of the suggested rank locations could become established to an extent that taxis could reliably be found there. However, there could be some scope for small taxi ranks to be located in some of the smaller settlements outside Helensburgh. Whilst these would not be locations which would sustain a presence of taxis, they could form waiting points between hires. This, in turn, could provide a modest improvement to availability in rural areas.

## Contents



LVSA

## 1 General introduction and background

Argyll & Bute Council is responsible for the licensing of taxi and private hire cars operating within the council area. This report provides the results from the 2019 review of demand for taxis in the Helensburgh & Lomond Taxi Licensing Zone in Argyll & Bute, undertaken using the guidance given in the April 2012 "Taxi and private hire car licensing: Best Practice Guidance for Licensing Authorities" (the BPG). In addition to the survey of demand for taxis, the survey also encompassed a survey of overprovision of private hire cars, in accordance with the requirements of sub-sections (3A)(3B) and (3C) of Section 10 of the Civic Government (Scotland) Act 1982. The commission also encompassed a review of existing taxi ranks and a review of proposed locations for new taxi ranks.

Stakeholder consultation was undertaken by email, and phone-calls as appropriate. On-street questionnaires were undertaken during June 2019, together with the video observation of activity at ranks during May 2019.

Trade consultation was undertaken using an online survey, with links to the survey distributed to the trade by the Council. Additional contact was made directly with a sample of taxi drivers at the ranks and discussion with representatives of private hire operators.

At the present time, a local authority is entitled to place a limit on the number of taxi licences under the Civic Government (Scotland) Act 1982 as long as the Council is satisfied that there is no significant unmet demand for the services of taxis within the taxi licensing zone.

At the present time, each licensing authority in Scotland supervises the operations of two different kinds of locally licensed vehicle (carrying eight or less passengers):

- Taxi vehicles which alone are able to wait at ranks and pick up people in the street (ply for hire) as well as accepting pre-bookings;
- Private hire cars, which cannot ply for hire and must be pre-booked.

The "Best Practice Guidance" paragraphs 5.30 to 5.36 explain guidance regarding quantity restrictions on taxi licences. The Scottish Government remains of the view that decisions as to the case for limiting taxi licences should remain a matter for licensing authorities in the light of local circumstances (para 5.32). The key is that 'licensing authorities that presently restrict numbers of taxi licences are, however, encouraged to periodically review this policy and to examine the wider policy direction" (para 5.32).

With respect to the principal subject of this survey, local authorities retain the right to restrict the number of taxi vehicle licenses.

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 taxi vehicle licence must be for a wheelchair accessible vehicle, of various kinds as determined locally. In many places this implies a restricted number of saloon style taxi 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 wheelchair 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 wheelchair accessible fleet, whilst some go as far as also allowing rear-loading conversions. Given the additional price of some of these vehicles, this often implies a restriction on entry to the taxi trade.

Some authorities do not allow vehicles which appear to be taxis, i.e. mainly the London style vehicles, to be within the private hire fleet, whilst others do allow wheelchair vehicles. The most usual method of distinguishing between taxis 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 taxi 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 authorities. 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 and more recently in 2012, in Scotland).

## 2 Local background and context

Helensburgh & Lomond has a population of approximately 26,164 (NRS 2017 Mid-Year Estimates). The main population centres are Helensburgh, with a population of 15,610, Garelochead with a population of 3,700 and Kilcreggan, with a population of 1,270. The remainder of the population are in smaller settlements throughout the area.

Taxis licensed in this taxi zone may only ply for hire within this zone. Private hire cars are licensed across the whole of Argyll & Bute and may operate in any of the taxi zone areas.

There are two active taxi ranks, both in Helensburgh. No taxi ranks operate in any other locations within the taxi zone.

Using information obtained from the public licensing register, there were 14 private hire cars based in the Helensburgh & Lomond zone (based on the registered address of the vehicle licence) and 48 taxis (based on the registered address of the vehicle). These statistics equate to 2.37 licensed vehicles per 1,000 population within the area. Of the 48 taxis, 45 are based in Helensburgh. Of the 14 private hire cars, 6 are based in Helensburgh.

With respect to transport interchanges, there is one principal railway station in Helensburgh.

### Comparative information to other authorities

Table 1 below compares recent licensed vehicle numbers for Argyll & Bute as a whole and the Helensburgh & Lomond zone, with other Scottish authorities. The table is ordered in increasing proportions of total licensed vehicles per 1,000 population. Statistics for the Helensburgh & Lomond zone and for Scotland as a whole are included at the end of the table and figure, for comparison.

## Table 1 - Licensed vehicle proportions

| Licensing Area | Population | Taxi Vehicles | Private Hire Cars | Total Licensed Vehicles | Taxis per 1,000 population | Private Hire Cars per 1,000 population | Total licensed vehicles per 1,000 population |
|---|---|---|---|---|---|---|---|
| Glasgow City | 621,020 | 1,420 | 3,759 | 5,179 | 2.3 | 6.1 | 8.3 |
| City of Edinburgh | 513,210 | 1,316 | 2,165 | 3,481 | 2.6 | 4.2 | 6.8 |
| East Dunbartonshire | 108,130 | 315 | 343 | 658 | 2.9 | 3.2 | 6.1 |
| Renfrewshire | 176,830 | 235 | 836 | 1,071 | 1.3 | 4.7 | 6.1 |
| Shetland Islands | 23,080 | 80 | 58 | 138 | 3.5 | 2.5 | 6.0 |
| South Lanarkshire | 318,170 | 345 | 1,470 | 1,815 | 1.1 | 4.6 | 5.7 |
| North Lanarkshire | 339,960 | 493 | 1,395 | 1,888 | 1.5 | 4.1 | 5.6 |
| Dundee City | 148,710 | 575 | 195 | 770 | 3.9 | 1.3 | 5.2 |
| East Renfrewshire | 94,760 | 60 | 430 | 490 | 0.6 | 4.5 | 5.2 |
| Aberdeen City | 228,800 | 899 | 243 | 1,142 | 3.9 | 1.1 | 5.0 |
| West Dunbartonshire | 89,610 | 336 | 79 | 415 | 3.7 | 0.9 | 4.6 |
| Na h-Eileanan Siar | 26,950 | 95 | 25 | 120 | 3.5 | 0.9 | 4.5 |
| Inverclyde | 78,760 | 239 | 55 | 294 | 3.0 | 0.7 | 3.7 |
| Falkirk | 160,130 | 427 | 146 | 573 | 2.7 | 0.9 | 3.6 |
| Highland | 235,180 | 601 | 215 | 816 | 2.6 | 0.9 | 3.5 |
| West Lothian | 181,310 | 121 | 437 | 558 | 0.7 | 2.4 | 3.1 |
| Aberdeenshire | 261,800 | 470 | 296 | 766 | 1.8 | 1.1 | 2.9 |
| South Ayrshire | 112,680 | 136 | 183 | 319 | 1.2 | 1.6 | 2.8 |
| Argyll and Bute | 86,810 | 179 | 56 | 235 | 2.1 | 0.6 | 2.7 |
| East Lothian | 104,840 | 139 | 130 | 269 | 1.3 | 1.2 | 2.6 |
| Scottish Borders | 115,020 | 214 | 75 | 289 | 1.9 | 0.7 | 2.5 |
| Orkney Islands | 22,000 | 30 | 24 | 54 | 1.4 | 1.1 | 2.5 |
| Midlothian | 90,090 | 52 | 153 | 205 | 0.6 | 1.7 | 2.3 |
| Fife | 371,410 | 485 | 350 | 835 | 1.3 | 0.9 | 2.2 |
| Dumfries and Galloway | 149,200 | 228 | 104 | 332 | 1.5 | 0.7 | 2.2 |
| Stirling | 94,000 | 76 | 125 | 201 | 0.8 | 1.3 | 2.1 |
| Perth and Kinross | 151,100 | 112 | 208 | 320 | 0.7 | 1.4 | 2.1 |
| North Ayrshire | 135,790 | 220 | 67 | 287 | 1.6 | 0.5 | 2.1 |
| Clackmannanshire | 51,450 | 56 | 49 | 105 | 1.1 | 1.0 | 2.0 |
| Moray | 95,780 | 166 | 25 | 191 | 1.7 | 0.3 | 2.0 |
| East Ayrshire | 121,940 | 125 | 85 | 210 | 1.0 | 0.7 | 1.7 |
| Angus | 116,280 | 111 | 62 | 173 | 1.0 | 0.5 | 1.5 |
| Helensburgh & Lomond Zone (A&B) | 26,164 | 48 | 14 | 62 | 1.8 | 0.5 | 2.4 |
| **Scotland** | **5,404,700** | **10,536** | **12,122** | **22,658** | **1.9** | **2.2** | **4.2** |

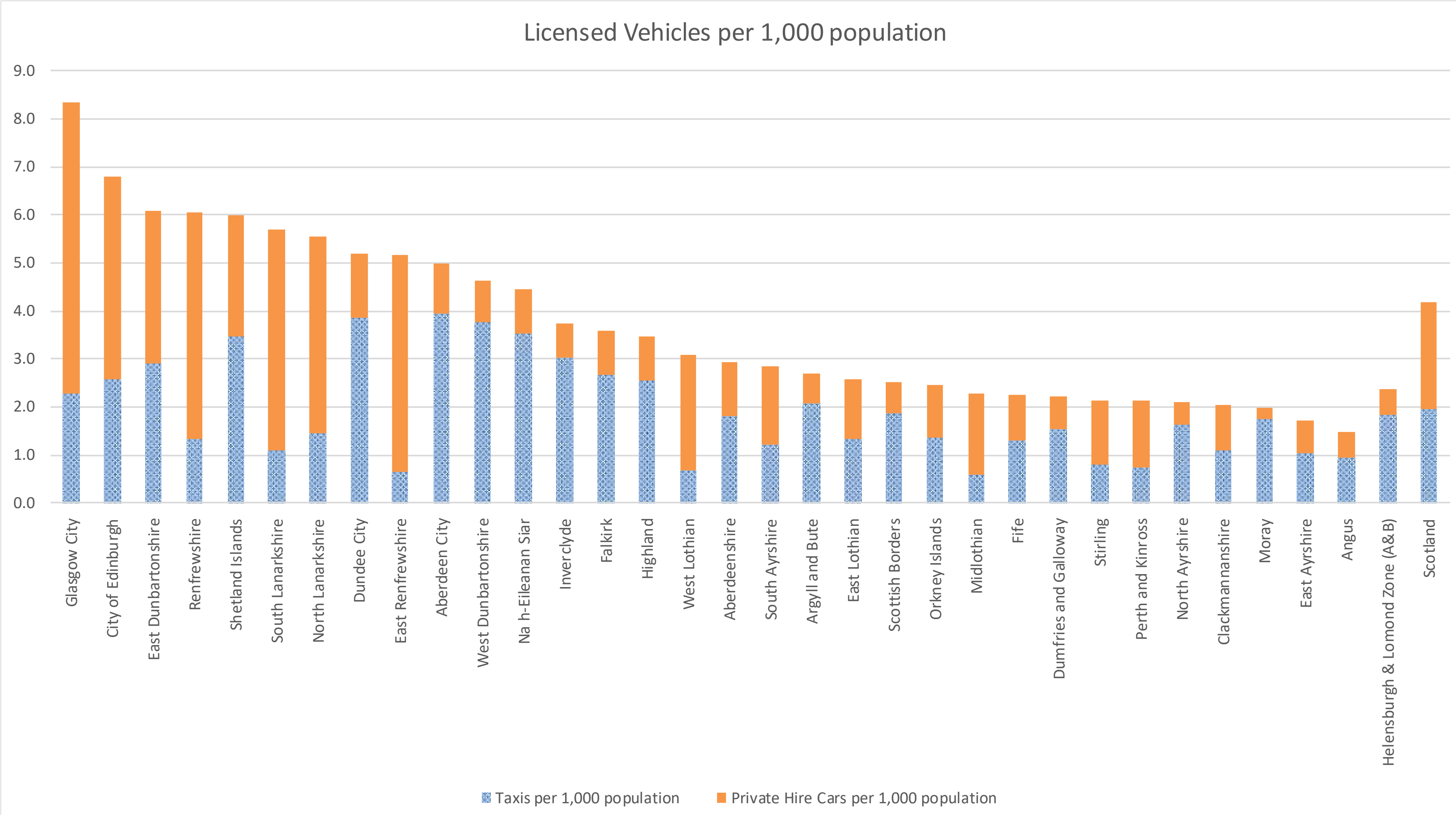



**Figure 1 - Comparison of licensed vehicle provision as a proportion of population**

Table 1 above shows Argyll & Bute as a whole is ranked twelfth highest, regarding the proportion of taxis per 1,000 population in Scotland. At 2.1 taxis per 1,000 population, the value is more than the Scottish average of 1.9 taxis per 1,000 population.

The proportion of private hire cars per 1,000 population in Argyll & Bute is relatively low at 0.6 private hire cars per 1,000 population. This is slightly more than quarter of the Scottish average of 2.2 private hire cars per 1,000 population.

Within the Helensburgh & Lomond zone, the proportion of taxis per 1,000 population is lower than that for Argyll & Bute as a whole. Also, the proportion of private hire cars is lower than for Argyll & Bute as a whole. The overall ratio of licensed vehicles per 1,000 population is slightly lower than that of Argyll & Bute as a whole.

### Vehicle availability

The availability of a vehicle for personal travel can influence how reliant people are on the use of public transport, including the use of licensed vehicles. The vehicle availability statistics, per 1,000 population aged 17+ years (driving age) are published as part of the Scottish Transport Statistics. The statistics are aggregated by local authority area. The following table presents the statistics across Scotland. Argyll & Bute is ranked as 13th highest vehicle availability and higher than average for Scotland as a whole. Vehicles include cars, vans and motorcycles which may be used for personal transport.

The statistics tend to indicate that authority areas with lower population densities have higher vehicle availability than the more highly urbanised authorities.

**Table 2 - Vehicle availability**

| Area | Cars, Vans, Motorcycles and Exempt vehicles registered per 1,000 people aged 17+ |
|---|---|
| Renfrewshire | 913 |
| Orkney Islands | 903 |
| Aberdeenshire | 879 |
| Shetland Islands | 872 |
| Stirling | 866 |
| Eilean Siar | 806 |
| Scottish Borders | 799 |
| Dumfries & Galloway | 793 |
| Highland | 779 |
| Angus | 760 |
| Perth & Kinross | 753 |
| Moray | 752 |
| Argyll & Bute | 730 |
| East Lothian | 704 |
| West Lothian | 701 |
| Midlothian | 699 |
| Clackmannanshire | 697 |
| Falkirk | 690 |
| South Ayrshire | 688 |
| East Renfrewshire | 686 |
| East Dunbartonshire | 683 |
| Fife | 680 |
| East Ayrshire | 670 |
| South Lanarkshire | 654 |
| North Lanarkshire | 643 |
| North Ayrshire | 635 |
| West Dunbartonshire | 588 |
| Inverclyde | 574 |
| Aberdeen City | 557 |
| Dundee City | 506 |
| Edinburgh, City of | 457 |
| Glasgow, City of | 441 |
| Scotland | 665 |

## Public transport vehicle proportions

The availability of public transport vehicles per 1,000 population can also provide an indication of alternative means of transport to private vehicles, or licensed vehicles. Scottish Transport Statistics provide data regarding the number of registered public transport vehicles in each local authority

area. Public transport vehicles are those with nine or more passenger seats.

Argyll & Bute is ranked 28th in terms of public transport vehicles per 1,000 people aged 17+. This is a relatively low level of provision and below the average for Scotland as a whole.

**Table 3 - Public transport vehicle proportions**

| Area | Public Transport Vehicles (9+ seats) per 1,000 people aged 17+ |
|---|---|
| North Ayrshire | 7.39 |
| Midlothian | 6.67 |
| North Lanarkshire | 6.63 |
| Perth & Kinross | 5.42 |
| East Dunbartonshire | 4.00 |
| East Lothian | 3.67 |
| Glasgow, City of | 3.22 |
| Falkirk | 3.21 |
| Moray | 3.16 |
| Scottish Borders | 3.10 |
| Highland | 2.99 |
| Angus | 2.84 |
| Shetland Islands | 2.74 |
| West Dunbartonshire | 2.73 |
| East Renfrewshire | 2.72 |
| South Lanarkshire | 2.37 |
| Aberdeenshire | 2.26 |
| Dumfries & Galloway | 2.14 |
| West Lothian | 2.08 |
| Orkney Islands | 2.05 |
| Stirling | 2.01 |
| Fife | 1.96 |
| Eilean Siar | 1.92 |
| Edinburgh, City of | 1.88 |
| East Ayrshire | 1.79 |
| Aberdeen City | 1.74 |
| South Ayrshire | 1.74 |
| Argyll & Bute | 1.52 |
| Renfrewshire | 1.44 |
| Inverclyde | 1.38 |
| Dundee City | 1.29 |
| Clackmannanshire | 1.02 |
| Scotland | 2.64 |

Argyll and Bute has above average levels of vehicle availability and below average public transport vehicle provision.  These features are typical of a largely rural area.  As such, public transport, including licensed vehicles, is generally less commonly available in rural areas and is concentrated in larger settlements. Rural populations are more reliant on their own transport, leading to higher vehicle availability in rural areas.

## Rail passenger demand

Interchange with other public transport modes can provide demand for licensed vehicles. The taxi rank on East Princes Street is directly outside Helensburgh Central Railway Station. The passenger volumes at the station are presented in the following figure.

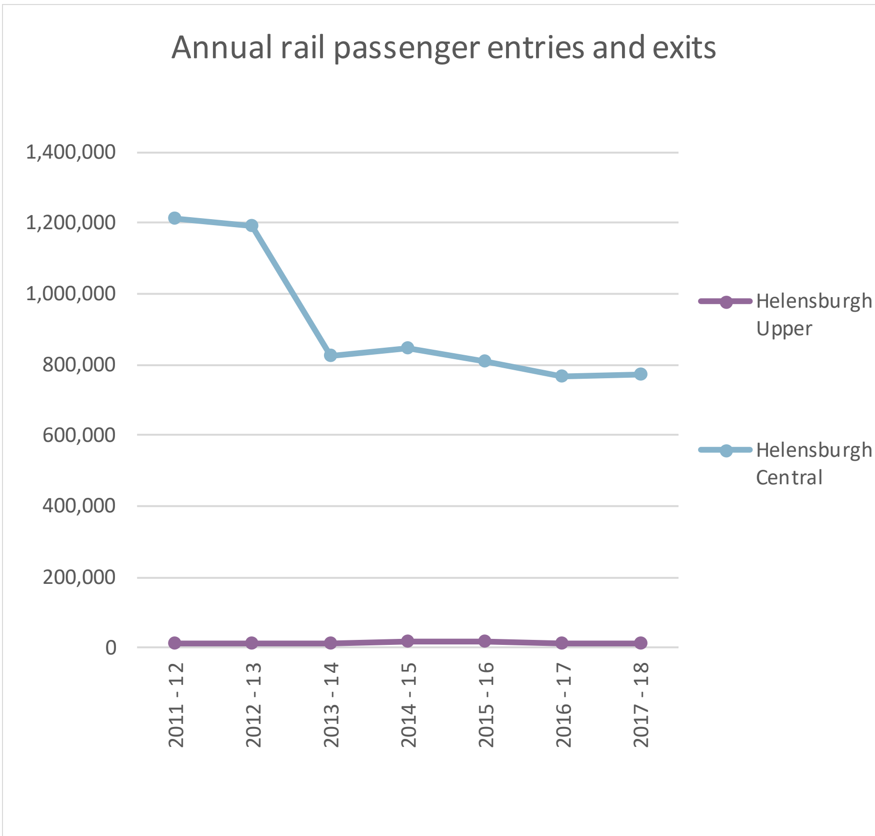



**Figure 2 – Helensburgh Central Annual Passengers**

Passenger volumes using Helensburgh Central Station have tended to decline slightly in recent years.

## Driver ratios

The current statistics suggest 98 taxi drivers and 16 private hire car drivers for 48 taxis and 14 private hire cars. Holders of taxi driver licences may also drive private hire cars. The proportion of 1.84 drivers per licensed vehicle suggests there may be some multi-shift operation of licensed vehicles.

## Fares

Argyll & Bute taxi fares are summarised below, as last set on 22nd April 2019:

Tariff 1 – Hirings from ranks or "flag" between 7am and 10pm

Initial charge (860 yards or part thereof) - £3.00

Subsequent charge (each 176 yards or part thereof) - 20 pence

Tariff 2 - Hirings from ranks or "flag" between 10pm and 7am

Initial charge (860 yards or part thereof) - £3.60

Subsequent charge (each 150 yards or part thereof) - 20 pence

Tariff 2 also applies to hirings from ranks or "flag" between 6pm and 10pm on December 24th; between 6pm and 10pm on December 31st; and between 7am on 2nd January and 7am on 3rd January

Tariff 3 - Hiring from ranks or "flag" between 10pm 24th December and 7am 27th December and 10pm 31st December and 7am 2nd January

Initial Charge (860 yards or part thereof) - £4.20

Subsequent Charge (each 120 yards or part thereof) - 20 pence

Soiling Charge - £100 maximum (with permission to display warning signs indicating that there may be an additional charge for any potential loss of earnings suffered as a consequence)

Waiting Time – 35 pence per minute commencement of journey, charged on a pro rate basis per second

Taxi called by mean of telephone – 30 pence additional charge

Large Mini-bus type vehicle (carrying 5 or more passengers together at their own request)-

a) Where Tariff 1 would apply – charge Tariff 2

b) Where Tariff 2 would apply – charge Tariff 3

c) Where Tariff 3 would apply – surcharge £1.00

Fee by negotiation – for all journeys commencing within but finishing outwith Argyll and Bute, in a place of the above charges, such fares may be charged as prior to the acceptance of the hire, were proposed to the hirer and accepted by him/her

Ferry Fares – The hirer shall be liable for the cost of a return ferry fare for any journey involving a ferry

### National ranking of fares

Private Hire and Taxi Monthly magazine publish monthly league tables of the metred fares for taxis in Licensing Authorities in the UK. The Tariff 1 fares for a two mile journey (distance costs only) are compared and ranked. The lower the ranking (number), the more expensive the journey, compared with other authorities. The July 2019 table indicated that the fares in Argyll & Bute were ranked 103 out of 366 authorities listed. This indicates that taxis in Argyll & Bute are more expensive than for most authorities.

A comparison of the fares ranking of Scottish authorities is presented in Table 4.

**Table 4 - Average fare ranking of Scottish authorities**

| Local Authority | Fare | Rank (UK) | Rank (Scotland) |
|---|---|---|---|
| East Lothian | £7.00 | 16 | 1 |
| Fife | £6.60 | 60 | 2 |
| Moray | £6.60 | 63 | 3 |
| Glasgow | £6.50 | 71 | 4 |
| Edinburgh | £6.35 | 95 | 5 |
| Mid Lothian | £6.22 | 102 | 6 |
| Argyll & Bute | £6.20 | 103 | 7 |
| Clackmannan | £6.10 | 131 | 8 |
| South Ayrshire | £6.10 | 138 | 9 |
| Shetland | £6.05 | 142 | 10 |
| Aberdeenshire | £6.00 | 143 | 11 |
| Scottish Borders | £5.85 | 185 | 12 |
| East Kilbride (South Lanarkshire) | £5.80 | 191 | 13 |
| Highland | £5.80 | 194 | 14 |
| Orkney | £5.80 | 200 | 15 |
| Rutherglen (South Lanarkshire) | £5.80 | 203 | 16 |
| East Ayrshire | £5.75 | 216 | 17 |
| Angus | £5.70 | 218 | 18 |
| Renfrewshire | £5.70 | 224 | 19 |
| Stirling | £5.70 | 226 | 20 |
| Dundee | £5.66 | 229 | 21 |
| Aberdeen | £5.60 | 230 | 22 |
| West Lothian | £5.60 | 247 | 23 |
| Dumfries & Galloway | £5.50 | 251 | 24 |
| Falkirk | £5.50 | 256 | 25 |
| Dumbarton & Vale of Leven (West Dunbartonshire) | £5.40 | 271 | 26 |
| Perth & Kinross | £5.40 | 274 | 27 |
| East Dunbartonshire | £5.34 | 284 | 28 |
| East Renfrew | £5.30 | 289 | 29 |
| North Ayrshire | £5.30 | 293 | 30 |
| Clydebank | £5.20 | 305 | 31 |
| Inverclyde | £5.20 | 310 | 32 |
| Clydesdale (South Lanarkshire) | £5.20 | 312 | 33 |
| North Lanarkshire | £5.00 | 327 | 34 |
| Western Isles | £4.85 | 337 | 35 |
| Hamilton (South Lanarkshire) | £4.80 | 340 | 36 |

## 3 Patent demand measurement (rank surveys)

The Table below indicates the list of taxi ranks which were surveyed for this unmet demand survey.

**Table 5 - Taxi ranks**

| Rank | Spaces (approx) | Comments |
|---|---|---|
| | | |
| East Princes Street, Helensburgh | 14 | Clear signage and road markings to identify the taxi rank. 24 hour rank. Located adjacent to railway station. |
| West Clyde Street, Helensburgh | 7 | Clear signage and road markings to identify the taxi rank. 24 hour rank. Located on sea front and close to local shops. |

Activity at all ranks was assessed from the morning of Thursday 16th May to the morning of Sunday 19th May 2019. The volume of passengers and taxis was recorded, together with taxi vehicle queue lengths and waiting times or queue lengths for any waiting passengers.

Full details of tabulated hourly passenger and Taxi volumes and waiting times for Taxis, are presented in Appendix A. Summary results are presented below. The results for all ranks are presented in 3D graphs, in order that the relative magnitude of passenger volumes, vehicle volumes and vehicle waiting times at ranks, can be presented and compared across all ranks. In addition, data aggregated across all ranks is presented in simple line graphs, to present the profile of demand, and passenger waiting.

The taxi ranks were surveyed, using video cameras fixed to nearby lamp posts or sign posts. The footage was later processed to determine the volumes of passengers and taxis passing through each rank.

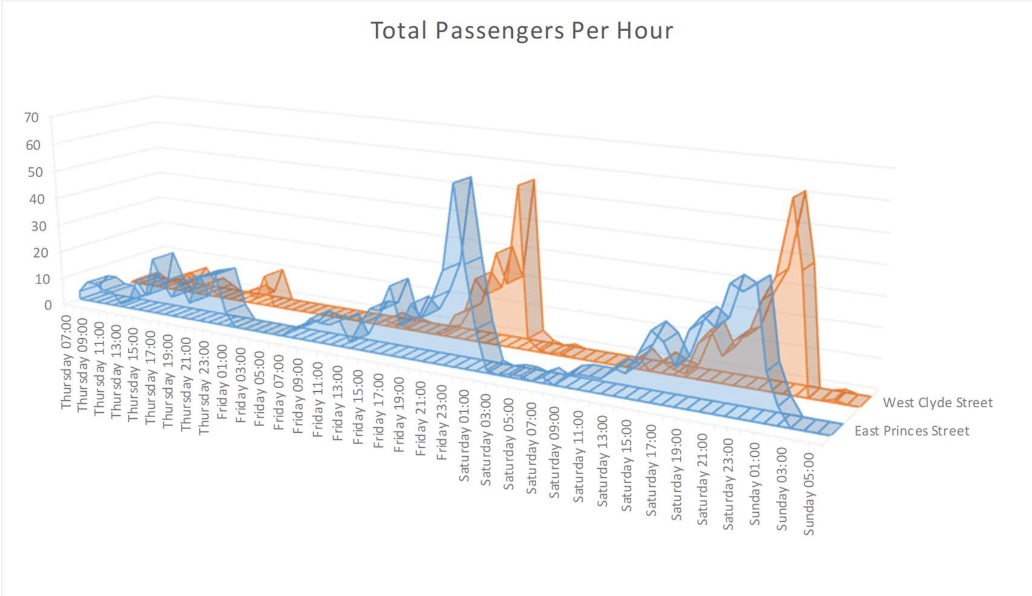



**Figure 3 - Total passenger volumes using each rank**

Figure 3 presents comparative profiles of passenger demand for each rank.

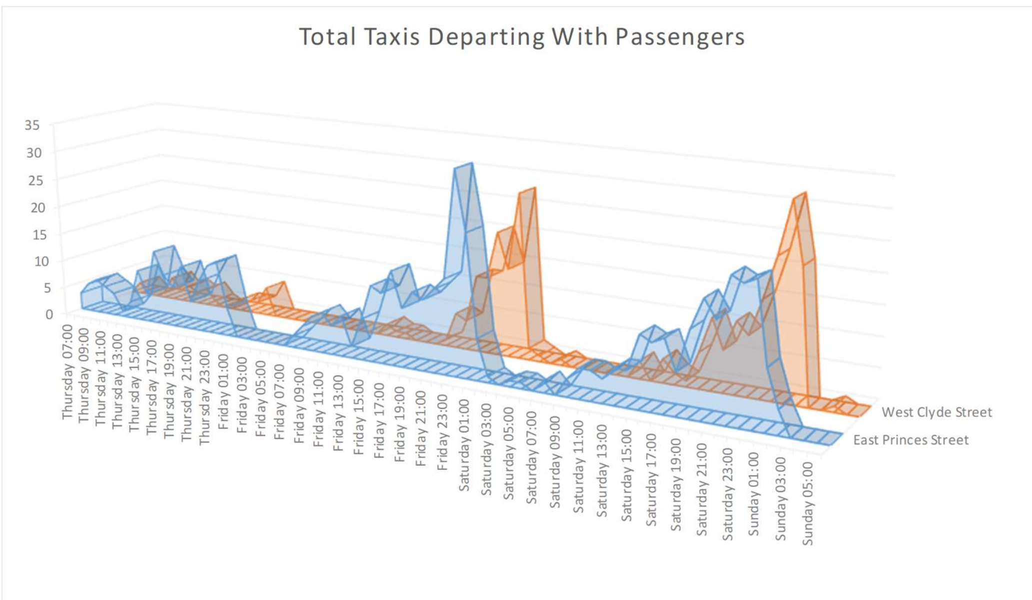



**Figure 4 - Total taxis departing each rank with passengers**

Not all taxis leave the rank with passengers on board.

## Profile of demand

There was a low volume of hires observed through each day. On Thursday, there was a modest increase in demand in the evening. On Friday and Saturday, there were significant increases in demand observed.


**Figure 5 - Total hourly taxi hires volume aggregated across all ranks**

As the level of demand increased sharply on Friday and Saturday nights, compared with other times, the profile of demand is considered to be peaked.

### Taxis departing ranks empty

Taxis may depart a rank without passengers for several reasons. The most common reasons are in response to a booking, or in order to move on to another rank which is felt to offer a better prospect of a hire.

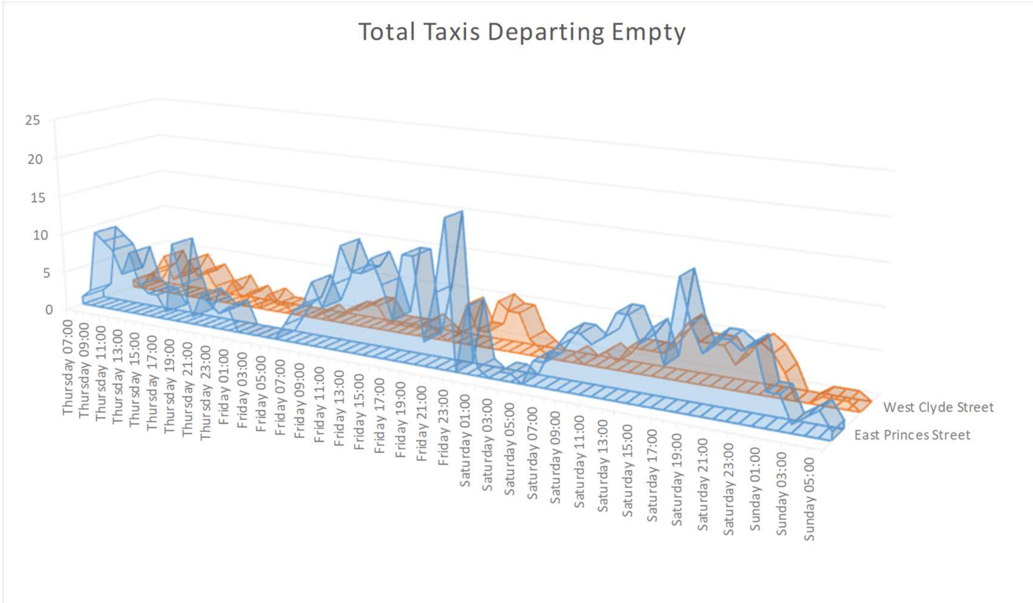



**Figure 6 – Hourly total number of taxis which leave the ranks empty**

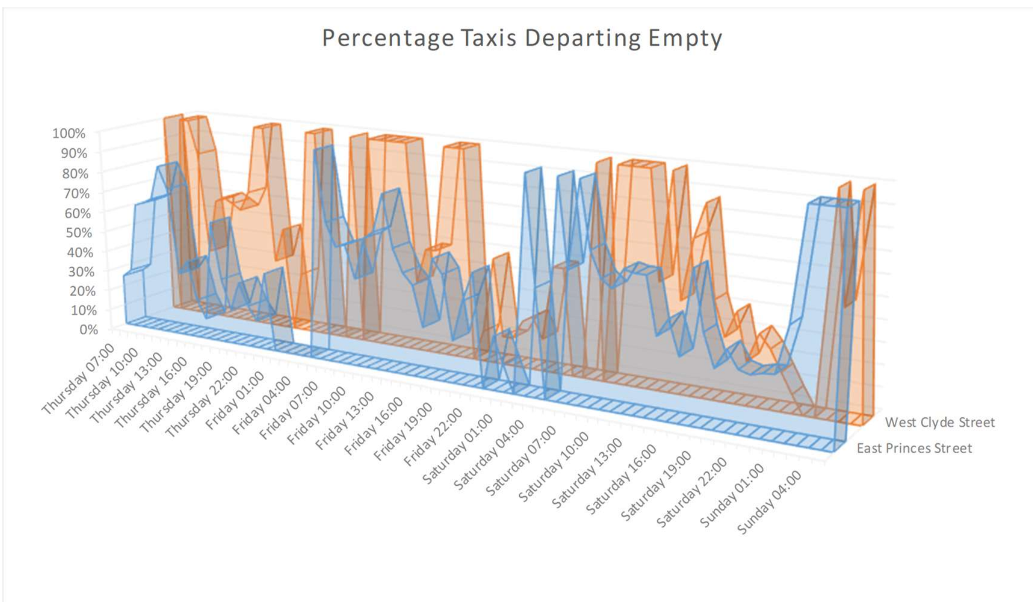



**Figure 7 - Proportion of taxis at each rank which leave the ranks empty**

The proportion of taxis leaving each rank empty, as a percentage of all taxis passing through each rank, was generally higher from the West Clyde Street rank. During some hours at some ranks, all departing taxis were empty. The majority of all observed departures from the ranks, were with passengers.

## Taxi vehicle waiting times at the ranks

Taxis spend much of their time waiting at ranks for customers to hire the vehicles from the ranks or waiting for a customer to hire the taxis by telephone or other booking means. The average time that vehicles spend waiting at the ranks is presented in the following figure.

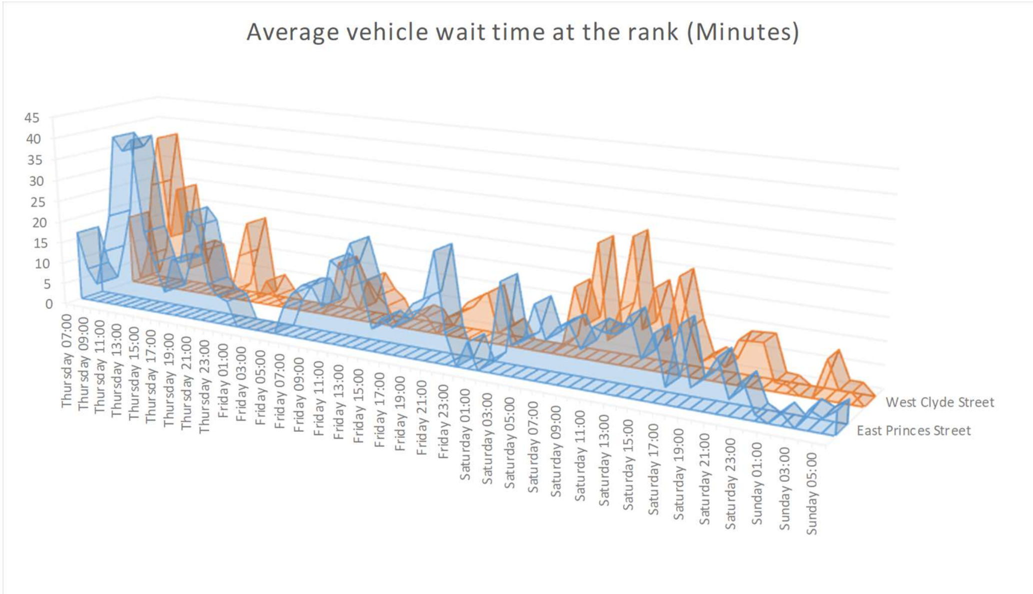



**Figure 8 - Average vehicle waiting time [minutes] at each rank**

The average time taxi vehicles spent waiting at taxi rank varies at each rank by time of day.

## Passenger profile

The profile of total passengers follows a similar profile to that of total hires across all ranks. This indicates that the number of passengers hiring each taxi (load factor) from the rank does not vary significantly through each day.

## Passenger waiting

Unmet demand relates to passengers who had to wait for a taxi to arrive at a rank, or who gave up waiting for a taxi to arrive at the rank, or didn’t try to hire a taxi at a rank, in the expectation that taxis would not be found there. The degree of significance of unmet demand relates to what proportion of passengers had to wait for a taxi to arrive (or gave up), together with the time they waited and related to the time of day that waiting occurred and overall passenger volumes.

It is inevitable that some passengers will have to wait for taxis to arrive at ranks from time to time. However, such unmet demand is unlikely to be deemed to be significant unless passenger waiting if persistent and for lengthy durations.

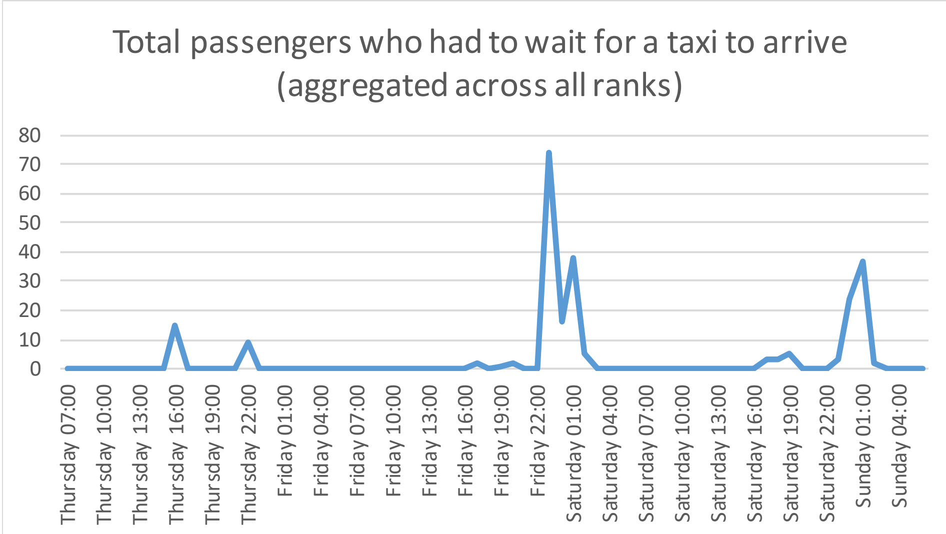



**Figure 9 - Number of passengers who had to wait for a taxi**

Passengers were deemed to have waited for a taxi to arrive at a rank if there were not taxis present at the rank and available for hire, when the passengers arrived. This is distinct from occasions when passenger queues formed at times of high demand, waiting to board a queue of waiting taxis. On such occasions, the passenger wait was due to the logistical operation of the rank, such as waiting for a queued vehicle to pull up to the boarding area, rather than due to lack of availability.

Passenger waiting was concentrated on Friday and Saturday nights, when persistent passenger queues formed. Once formed, these queues of passengers remained present for extended periods with new passengers joining the queue before passengers who were already waiting, were picked up by taxi.

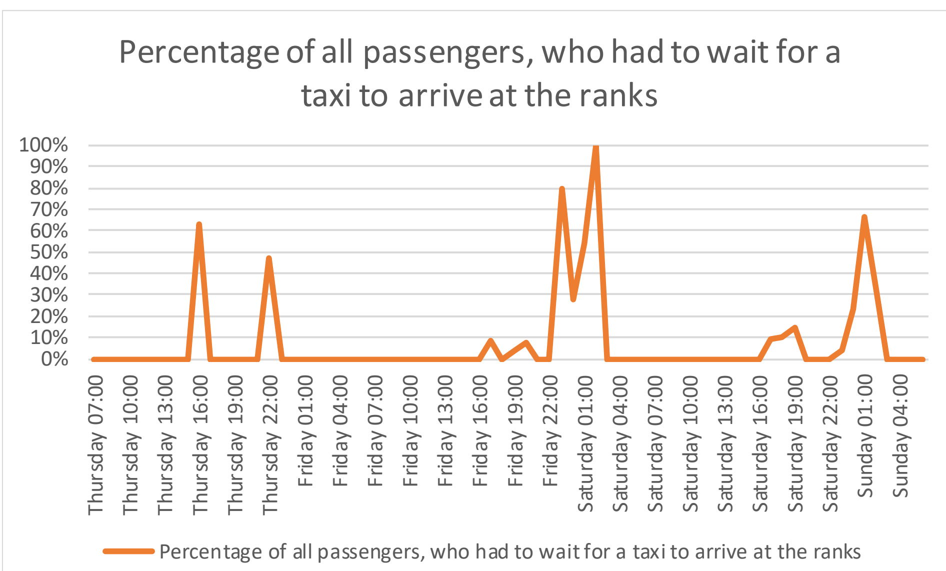



**Figure 10 - Percentage of passengers who had to wait for a taxi**

Aggregated over all passenger observations, 15% of all passengers had to wait for a taxi to arrive at the ranks.

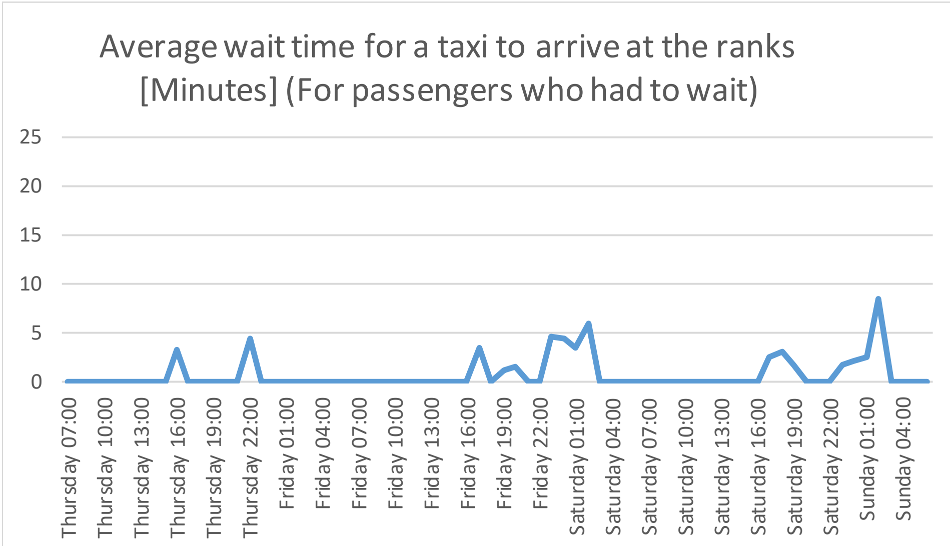



**Figure 11 - Average wait time for passengers who had to wait for a taxi to arrive at the ranks**

The average time that those passengers who had to wait for a taxi to arrive, spent waiting, was relatively low and was generally less than 5 minutes.

When we consider the average waiting time for all passengers, including those who didn't have to wait, the average wait time was 34 seconds.

Daily statistics from the rank surveys are presented in the following tables:

**Table 6 - Daily rank statistics Thursday to Friday**

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi | Average vehicle wait time at the ranks per taxi (minutes) |
|---|---|---|---|---|---|---|
| **Total for all locations** | **126** | **154** | **280** | **205** | **1.3** | **15** |
| East Princes Street | 84 | 125 | 209 | 162 | 1.3 | 16 |
| West Clyde Street | 42 | 29 | 71 | 43 | 1.5 | 12 |

### Table 7 - Daily rank statistics Friday to Saturday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi | Average vehicle wait time at the ranks per taxi (minutes) |
|---|---|---|---|---|---|---|
| **Total for all locations** | **207** | **324** | **531** | **493** | **1.5** | **9** |
| East Princes Street | 159 | 214 | 373 | 315 | 1.5 | 10 |
| West Clyde Street | 48 | 110 | 158 | 178 | 1.6 | 5 |

### Table 8 - Daily rank statistics Saturday to Sunday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi | Average vehicle wait time at the ranks per taxi (minutes) |
|---|---|---|---|---|---|---|
| **Total for all locations** | **226** | **355** | **581** | **585** | **1.6** | **7** |
| East Princes Street | 158 | 204 | 362 | 335 | 1.6 | 8 |
| West Clyde Street | 68 | 151 | 219 | 250 | 1.7 | 6 |

### Table 9 - Aggregate rank statistics Thursday to Sunday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi |
|---|---|---|---|---|---|
| **Total for all locations** | **559** | **833** | **1392** | **1283** | **1.5** |
| East Princes Street | 401 | 543 | 944 | 812 | 1.5 |
| West Clyde Street | 158 | 290 | 448 | 471 | 1.6 |

As a sense check, it is prudent to consider the total observed hires against the number of taxis in the fleet. Currently there are 48 taxis. When we consider the total number of taxis departing the ranks with passengers (total rank based hires) against the number of taxis, the average number of hires per taxi was 17.4. This would imply that if all taxis were operating from the ranks and achieved an equal share of hires, each would have undertaken around 17 hires over the three days observed. If we were to assume the average shift duration was 8 hours, this would imply an average of around six hires each shift. Much of the demand was concentrated on Friday and Saturday evenings. On Thursday, the average number of hires per taxi was around 3 hires. This level of business could not sustain the fleet from rank based hires only.

# 4 General public views

It is very important that the views of people within the area are obtained about the service provided by taxi and private hire. A key element which these surveys seek to discover is specifically if people have given up waiting for taxis 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 taxi 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 taxis waiting at ranks.

These surveys tend to be undertaken during the daytime period when more people are available. 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 taxis 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.

The survey obtained results from 67 responses obtained through an online survey and 72 responses face to face.

The results from the face to face and online survey are reported separately in the following table.

**Table 10 - Public consultation survey results**

| Question | Response | Online survey | On street |
|---|---|---|---|
| In the last three months, have you made one or more trips by taxi or private hire car in Argyll & Bute? | Yes | 83% | 35% |
| | No | 17% | 65% |
| For your most recent trip by taxi or private hire car, what kind of vehicle did you use? | Wheelchair accessible taxi vehicle | 4% | 0% |
| | Saloon car | 96% | 68% |
| | Minibus / people carrier | 13% | 20% |
| | Don't recall | 8% | 12% |

| | | | |
|---|---|---|---|
| Respondents were asked to describe the ways that private hire cars may be hired? | Accurately described | 39% | 85% |
| | Inaccurately described | 50% | 7% |
| | Not Sure / Don't know | 11% | 8% |
| Respondents were asked to describe the ways that a Taxi may be hired? | Accurately described | 59% | 85% |
| | Inaccurately described | 38% | 7% |
| | Not Sure / Don't know | 3% | 8% |
| How did you hire the most recent taxi or private hire car that you used? | At a taxi rank | 41% | 0% |
| | Hailed in the street | 3% | 0% |
| | By telephoning a company | 55% | 88% |
| | Used a freephone | 0% | 8% |
| | Used an app or website | 0% | 4% |
| Did you require a taxi or private hire car immediately or did you pre-book for another time? | Immediately | 93% | 100% |
| | Future | 7% | 0% |
| Did you have to wait for a vehicle to be available? | Yes | 38% | 0% |
| | No | 62% | 100% |
| If you had to wait for a vehicle to be available, how long did you have to wait, or what length of time was quoted? | Less than 10 minutes | 30% | 0% |
| | Wait for over 10 minutes | 50% | 0% |
| | Wait for over 30 minutes | 20% | 0% |
| Were you satisfied with the service you received in terms of time to arrive and journey time? | Yes | 93% | 100% |
| | No | 7% | 0% |
| Could Taxi and Private Hire Car services in Argyll & Bute be improved? | Yes | 66% | 8% |
| | No | 34% | 92% |
| What improvements would you like to see? [Responses listed in order of popularity] | • More wheelchair / accessible vehicles<br>• Accurate waiting times<br>• Card payment option<br>• Cheaper fares for out of town hire<br>• Cleaner cars<br>• Stop drivers smoking in vehicles<br>• Minimum age for cars / less tired | | |

| | | | |
|---|---|---|---|
| For your most recent trip in a taxi or private hire car, how would you rate the following aspects, with 1 very poor and 5 very good [Average score presented] | Vehicle Cleanliness | 3.9 | 4.0 |
| | State of vehicle repair | 3.9 | 4.1 |
| | Driver behaviour | 4.0 | 4.0 |
| | Driver appearance | 3.8 | 4.0 |
| | Driver hygiene | 3.9 | 4.0 |
| | Driver attire / smartness | 3.7 | 4.2 |
| | Price | 3.2 | 3.3 |
| | Customer service | 3.8 | 4.0 |
| For any aspects that you rated poor or very poor, could you provide further details regarding why you provided this rating? [Responses listed in order of popularity] | • Expensive fares<br>• Car untidy and smelly<br>• Driver untidy and smelly | | |
| Regarding your last trip by taxi or private hire car, at what time of day you obtain your taxi? | Daytime, (before 6pm) | 34% | 44% |
| | Evening (Between 6pm and 10 pm | 38% | 44% |
| | Night (after 10pm) | 28% | 4% |
| | Don't recall | 0% | 8% |
| Regarding this last trip: Were you or anyone in your party disabled? e.g. mobility impaired, visually impaired or a wheel chair user | Yes, another member of the party | 3% | 0% |
| | Yes, the respondent | 3% | 0% |
| | No | 93% | 100% |
| Was the taxi or private hire car that you used for the last trip suitable in terms of ease of access and egress? | Yes | 97% | 100% |
| | No | 3% | 0% |
| Did you face any difficulties with your last journey in a taxi or private hire car? | Yes | 3% | 0% |
| | No | 97% | 100% |
| Do you feel that taxis and private hire cars offer good service to people with mobility impairments, including wheelchair users? | Yes | 32% | 96% |
| | No | 24% | 4% |
| | Don't know / no opinion | 44% | 0% |
| Do you feel that there are enough taxis in Argyll & Bute? i.e. the ones with the sign on the roof. | Yes | 69% | 96% |
| | No | 31% | 4% |

| | | | |
|---|---|---|---|
| Do you feel that there are enough private hire cars in Argyll & Bute? i.e. the ones which have to be pre-booked. | Yes | 56% | 96% |
| | No | 44% | 4% |
| What taxi ranks are you aware of in Argyll & Bute? i.e. the ones which are located in the area where you may be most likely to use, or be aware of a taxi rank. If there are no taxi ranks in your area, please state "none in this area". | • At shopping area (Helensburgh)<br>• West Clyde Street, Helensburgh<br>• Helensburgh waterfront<br>• Cardross | | |
| Do you think more ranks are needed? If so, could you suggest any locations where you would like to see new taxi ranks? | Yes | 31% | 0% |
| | No | 69% | 100% |
| Suggested new ranks: | • Upper Station, Helensburgh<br>• Luss<br>• Garelochhead<br>• Kilcreggan<br>• Tarbet, Loch Lomond | | |
| What is the principal factor which limits your use of taxis, as opposed to private hire cars? Please choose the most relevant factor for you | Cost | 27% | 8% |
| | Waiting time | 6% | 3% |
| | Use the bus instead | 3% | 0% |
| | No need to use taxis | 3% | 4% |
| | The nearest taxi ranks are too far away | 6% | 3% |
| | I generally use a car | 42% | 67% |
| | Drivers don't know the route | 3% | 3% |
| | Usually cycle or walk | 9% | 0% |
| | I use private hires | 0% | 13% |
| How often do you obtain a taxi from a rank in Argyll & Bute? | Daily | 0% | 3% |
| | At least weekly | 17% | 29% |
| | At least monthly | 34% | 42% |
| | At least once a year | 23% | 14% |
| | Less frequently | 11% | 10% |
| | Never | 14% | 3% |
| How often do you book a taxi or private hire car by telephone in Argyll & Bute? | Daily | 0% | 3% |
| | At least weekly | 20% | 21% |
| | At least monthly | 31% | 57% |
| | At least once a year | 14% | 13% |
| | Less frequently | 11% | 7% |
| | Never | 23% | 0% |

| | | | |
|---|---|---|---|
| How often do you obtain a taxi by hailing or flagging down a passing taxi without pre-booking in Argyll & Bute? | Daily | 0% | 4% |
| | At least weekly | 3% | 3% |
| | At least monthly | 11% | 9% |
| | At least once a year | 11% | 4% |
| | Less frequently | 17% | 65% |
| | Never | 57% | 15% |
| In the last three months, have you given up or made alternative arrangements when trying to hire a taxi at a rank, or by flagging down, because none were available? | Yes | 31% | 0% |
| | No | 69% | 100% |
| In the last three months, have you given up or made alternative arrangements when trying to get a taxi or private hire car by telephone because none were available? | Yes | 24% | 0% |
| | No | 76% | 100% |
| If you have given up or made alternative arrangements when trying to get a taxi or private hire car by telephone because none were available? Could you tell us when this occurred and where you tried to make the booking? | • Helensburgh High Street<br>• Helensburgh Railway Station, last train<br>• Garelochhead<br>• Helensburgh, in the afternoon<br>• Kilcreggan, Saturday, 10pm<br>• Faslane naval base<br>• Rosneath Peninsula | | |
| Which of the following do you think offers the best value for money? | Taxi | 23% | 11% |
| | Private hire | 6% | 54% |
| | No difference | 37% | 32% |
| | No opinion | 34% | 3% |
| Have you had any problems with taxis or private hire cars in Argyll & Bute? | Yes | 29% | 0% |
| | No | 71% | 100% |
| If you have had problems with taxis or private hire cars, can you tell us what these problems were? | • Driver attitude<br>• Smoke smell in vehicle<br>• Long wait for taxis / Taxi didn't turn up | | |
| Would any changes or features encourage you to use taxis or private hire cars more often? | Yes | 34% | 0% |
| | No | 66% | 100% |

| | | | |
|---|---|---|---|
| Could you tell us what changes or features would encourage you to use private hire cars or taxis more often? | • Better availability<br>• Cheaper fares<br>• More reliable<br>• Camera in vehicle<br>• Bookable via app<br>• Ride-share | | |
| Are there any features of taxi services in Argyll & Bute that you feel are particularly good? | • Kind, friendly and helpful drivers<br>• Knowledgeable drivers<br>• Easy to book by telephone | | |
| Are there any times of day or days of the week, when it is normally difficult to obtain a private hire car? [if private hire cars operate in your area]. If so, please tell us where and when. | • Early hours in the morning 12am – 6am<br>• 8:30am<br>• Friday and Saturday, late afternoon/evening<br>• Wednesday afternoons<br>• Sundays<br>• 7pm – 10pm at Faslane Naval Base | | |
| Are there any other comments you would like to make regarding taxi and private hire car services in Argyll & Bute? | • Higher standard needs to be set for driver and vehicle cleanliness<br>• More helpful drivers<br>• Not enough taxis early morning<br>• Cheaper fares<br>• Would like taxis to be available in Tarbert, Loch Lomond, especially for hospital appointments | | |
| Which best describes your gender? | Male | 35% | 17% |
| | Female | 62% | 83% |
| | Prefer not to say | 3% | 0% |
| Which of the following groups do you fall into? | 16 – 29 years old | 6% | 6% |
| | 30 – 64 years old | 69% | 72% |
| | 65+ years old | 26% | 22% |
| What is your occupation? | Full time employed | 54% | 78% |
| | Part time employed | 6% | 0% |
| | House husband / wife | 6% | 0% |
| | Retired | 34% | 22% |
| | Unemployed | 0% | 0% |
| Are you a permanent resident? | Yes | 100% | 99% |
| | No | 0% | 1% |
| Thank you for your patience and cooperation completing this survey. Are there any further comments that you would like to make? | • Only use taxis for hospital appointments and when arriving off ferry<br>• Electric vehicles | | |

## Commentary on public attitude surveys

A high proportion of online respondents had made a trip in the last three months by taxi or private hire car. Whilst the proportion of face to face respondents who had made a trip by licensed vehicle was lower, there was still a reasonably high proportion.

It is important that respondents were able to understand the differences between how private hire cars and taxis may be hired. Check questions were asked to determine the respondents understanding of the differences. If the respondent was unsure, or indicated methods of hire which were erroneous, they were informed of the valid ways in which taxis and private hire cars may be hired.

The majority of face to face respondents were able to correctly identify the differences in valid hire methods. However, fewer of the online respondents were able to correctly identify how private hire cars may be hired.

Respondents were asked to indicate the way they had most recently hired a licensed vehicle. Telephone booking was the most popular method. However, a significant proportion of online respondents indicated that they obtained a taxi from a rank.

Most telephone bookings were for immediate hire.

All of the face to face respondents did not have to wait for a vehicle to be available for an immediate booking. However, a significant proportion of online respondents indicated that they did have to wait for a vehicle to be available for a pre-booked immediate hire. For those who did have to wait, over half of the respondents estimated that they had to wait more than 30 minutes.

The majority of respondents were satisfied with the time taken to arrive and journey time. The high proportion of people who had to wait, contrasting with relatively high satisfaction with the arrival and journey time, suggests a high level of acceptance of the wait times.

The supply of licensed vehicles is somewhat concentrated in Helensburgh. However, some of the online respondents were located in other areas, with lower levels of provision. This is likely to be the underlying reason why over many of the online respondents had to wait for a vehicle to be available.

Respondents generally provided a moderately positive rating of the services provided. Some comments were made regarding smell of smoke in vehicles and poor driver appearance and hygiene.

Issues identified and improvements suggested related to a variety of issues. The most common issue identified was cost. This is a common issue identified in similar surveys around the country. Cost is normally the most frequently identified issue, irrespective of the level of fares charged in the area in question. Other improvements suggested were:

- More wheelchair accessible vehicles
- Improved reliability of service and accurate forecasts of waiting times for pre-booked vehicles to arrive.
- Improved /newer / cleaner vehicles
- Stop drivers smoking in vehicles
- Card payment options

No face to face respondents had indicated that they had given up trying to hire a taxi from a rank or hailing. However, a relatively high proportion of online respondents indicated that they had given up at a rank. When respondents were asked to validate their responses by indicating which ranks they had given up waiting at, or where they were trying to hail a taxi, most indicated the ranks in Helensburgh.

No face to face respondents had indicated that they had given up trying to hire a licensed vehicle by telephone. However, a relatively high proportion of online respondents indicated that they had given up trying to hire a licensed vehicle by telephone.

Lack of availability at night was a consistent issue. Some respondents indicated that lack of availability at other times was also an issue. Availability of vehicles in locations other than in Helensburgh was mentioned by several respondents. Whilst there are licensed vehicles based in other localities within the zone, the concentration of provision in Helensburgh leads to lower levels of provision elsewhere and greater wait times and cost for services to and from more remote areas. There were several suggestions for taxi ranks in other areas.

More wheelchair accessible vehicles were mentioned by several respondents as a potential improvement.

## 5 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 questionnaire to all taxi 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.

For this survey, a link to an online survey was distributed to the trade, directly through the Council.  A total of 9 responses were received from the trade.  This equates to approximately 8% response rate.

The responses to the survey are summarised in the following table.

**Table 11 - Trade survey responses**

| **Question** | | |
|---|---|---|
| Which of the options presented best describes the nature of your involvement in the licensed vehicle trade in Argyll & Bute? | I am a taxi driver, I also own my own taxi | 78% |
| | I am a private hire car driver, I also own my own private hire car | 11% |
| | I own or represent a taxi / private hire company operator, I don't normally drive a licensed vehicle | 11% |
| How long have you been involved in the licensed vehicle trade in Argyll & Bute? (number of years) | 0-5 Years | 11% |
| | 6-10 Years | 11% |
| | 11-15 Years | 22% |
| | 16-20 Years | 33% |
| | 21-25 Years | 11% |
| | 26-30 Years | 11% |

| | | |
|---|---|---|
| How many hours do you generally work each day during daytime hours (06:00 – 18:00)? (average) | Monday | 5 |
| | Tuesday | 5 |
| | Wednesday | 3 |
| | Thursday | 5 |
| | Friday | 5 |
| | Saturday | 6 |
| | Sunday | 3 |
| How many hours do you generally work each night during night time hours (18:00 – 06:00)? (average) | Monday | 5 |
| | Tuesday | 5 |
| | Wednesday | 4 |
| | Thursday | 5 |
| | Friday | 6 |
| | Saturday | 7 |
| | Sunday | 4 |
| If you normally drive a taxi or private hire car, what affects your choice of shifts? [e.g. if you work nights, evenings, weekends only, etc.] | Afternoon & evenings | 13% |
| | Day time | 13% |
| | Work only when customer calls in / get bookings | 13% |
| | Evening / night shift | 25% |
| | Weekends & evenings | 13% |
| | Family commitments | 13% |
| Is the vehicle you normally drive also driven by someone else at other times? i.e. multi-shifted | Yes | 11% |
| | No | 89% |
| Do you operate on a booking circuit, from which bookings are allocated from a booking office via radio, data circuit or similar? | Yes | 56% |
| | No | 44% |
| Do you receive hire directly by telephone? (for example, from regular clients) | Yes | 67% |
| | No | 33% |
| What ranks do you NORMALLY work from each week? | • Railway Station (East Princes Street)<br>• Faslane naval base (Helensburgh)<br>• Waterfront (West Clyde Street) | |
| Do you consider there to be any particular issues with the operation of the current ranks in your area within Argyll & Bute? | • Too many taxis<br>• Private hire cars parking on West Clyde Street rank<br>• Private hire cars parking on waterfront rank and leaving cars unattended<br>• Private hire cars poaching from ranks | |

| | | |
|---|---|---|
| By which method do you most frequently get your fares? i.e. which is the most common. | Rank pick ups | 56% |
| | Phone or app bookings | 44% |
| During a typical week, could you estimate how many hires you would expect to undertake each day? (average) | Sunday | 11 |
| | Monday | 11 |
| | Tuesday | 11 |
| | Wednesday | 9 |
| | Thursday | 12 |
| | Friday | 16 |
| | Saturday | 19 |
| Do you think Argyll & Bute Council should place a limit on the number of taxis licensed in your taxi zone? | Yes | 89% |
| | No | 11% |
| If you think a limit should be applied to the number of taxis, could you please let us know how such a limit could benefit the travelling public? | • Local drivers who would know customers<br>• There are enough taxis to supply demand at the moment | |
| Do you think Argyll & Bute Council should place a limit on the number of private hire cars licensed in the area where you normally operate? | Yes | 100% |
| | No | 0% |
| If you think a limit should be applied to the number of private hire cars, could you please let us know how such a limit could benefit the travelling public? | • There is sufficient level of private hire cars available at the moment | |
| Please choose which of the following statements most closely reflects your views regarding taxi provision, in the area where you normally operate: | There are enough taxis available to meet demand at all times | 63% |
| | There are enough taxis available to meet demand at all times, except during peak demand periods such as Saturday nights | 13% |
| | There are not enough taxis available to meet demand most of the time | 13% |
| | There are not enough taxis available to meet demand at times on most days | 13% |

| | | |
|---|---|---|
| Please choose which of the following statements most closely reflects your views regarding private hire car provision, in the area where you normally operate: | There are enough private hire cars available to meet demand at all times | 75% |
| | There are enough private hire cars available to meet demand at all times, except during peak demand periods such as Saturday nights | 13% |
| | Private hire gets a booking and a taxi picks up the booking before private hire car arrives | 13% |
| Are there any factors which limit supply of taxis or private hire cars at certain times or in certain locations? | • Naval exercises<br>• Bad weather<br>• Lack of private hire vehicles after midnight in Helensburgh | |
| Do any of the existing ranks need to be improved? If so, which and how could they be improved? | • Would reduce waterfront rank to 3 spaces<br>• Better signage, especially at waterfront rank<br>• Better / more distinct marking at waterfront rank | |
| Do any new rank need to be established? If so, where should they be located and why? | • No | |
| Are you aware of any times or locations where members of the public may face difficulties hiring a taxi? | • When ships come in<br>• Waterfront rank when public park in the rank<br>• Helensburgh after midnight | |
| Are you aware of any times or locations where members of the public may face difficulties hiring a private hire car? | • No | |
| And the final question, are there any other comments that you would like to make? | • Private hire cars been seen to pick up off the street in Helensburgh | |

The majority of respondents were owner drivers of taxis and the majority of respondents had 11 to 20 years' experience.

The average estimate of drivers' working hours Monday to Friday, was around 6 hours per day, including day time hours and night time hours. There was relatively little double shifting of vehicles. Just over half of respondents operate on a booking circuit. Most drivers receive direct hire by telephone but most frequently get fares from rank pick-ups.

The majority of respondents feel Argyll & Bute should place a limit on the number of taxis and private hire cars in their zone. Drivers thought in general there were enough taxis and private hire cars to meet demand at all times.

A common suggestion for improvements to the ranks was to improve the signage and markings at ranks. Other issues raised regarding ranks were private hires leaving parked cars unattended in rank space.

It was acknowledged that the public can face difficulties hiring a taxi when ships come in and in Helensburgh after midnight.

In addition to the feedback provided in the questionnaires, some discussion was held with driver on the ranks and with representatives of private hire operators. Comments from these discussions included:

- Many drivers prefer not to work on Friday and Saturday nights, resulting in a shortfall in supply.
- Some drivers work part time on an ad-hoc basis, making it difficult to take bookings through a booking office, as the office cannot always rely on drivers being on duty.
- Some drivers wait at the Faslane Naval Base in the hope that they can either pick up a walk up fare, or be in place to receive a booked hire.
- As many pre-booked hires are fulfilled by taxis, some hires are picked up by a non-booked taxi, before the booked private hire vehicle arrives at the pick up point.
- There are several taxis in Helensburgh which only operate on an infrequent basis, servicing ad-hoc bookings. These taxis are rarely seen on the ranks.
- The lack of provision on Friday and Saturday nights is not because there aren't enough taxis and private hire cars, but because too many drivers choose not to work at these times.

Several trade respondents and those with whom direct discussions were held, indicated that some drivers wait at the Faslane Naval Base, in anticipation of picking up a fare, either pre-booked, or as a walk up fare from someone leaving the base. This location was not included in the rank surveys. It is understood that whilst there are some taxi hires which are not pre-booked, which are obtained at this location, this proportion is low. In comparison with the two ranks in Helensburgh, it is understood that the walk up hires of taxis at Faslane accounts for a very small proportion of walk up hires, compared with those observed at the ranks.

# 6 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
- Elected representatives and Community Councils
- 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 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.

### Supermarkets

There are no large supermarkets within the licensing zone. However, several smaller convenience type supermarkets were contacted. No supermarkets indicated that there was any perceived issue with availability of licensed vehicles.

### Hotels

Hotels all indicated that they were not aware of any issues with availability. Generally customers made their own arrangements for transport. Most customers arrived in their own cars and had little need for taxis.

### Public houses

A selection of public houses were contacted regarding levels of service available. Pubs in Helensburgh felt that there was a shortage of supply most nights and especially on Friday and Saturday nights. In smaller settlements, the pubs generally felt that there was not an issue with availability, but if people needed a taxi, they would phone and book ahead of time, to make allowances for the likely time that would be needed for a licensed vehicle to arrive. It was rare that no vehicles would be available, but a half hour wait was not unusual.

### Hospitals

Victoria infirmary staff were not aware of any issues with availability.

### Police

The local police area team was contacted. However, no response was received.

### Mobility impaired representatives

A range of people representing user groups who may face mobility difficulties were contacted. These included representatives of the elderly and disability representatives. In addition, a sample of care homes were contacted.

Response levels for this element of consultation were low. However, those who could be contacted indicated that most people with mobility impairments who relied on licensed vehicles, commonly faced difficulty if they needed a wheelchair accessible vehicle.

Care homes provided a range of responses. Some had their own vehicles for transport. Some felt there were ongoing difficulties with obtaining a wheelchair accessible vehicle when one was required. Some care homes indicated that the situation had improved in the last year or so, when a new wheelchair accessible vehicle started operating in the area.

Sometimes, a wheelchair accessible vehicle has had to be sent from Alexandria, as there were none in the Helensburgh area when a vehicle was needed. This cost significantly more, but had to be accepted as there was no choice at the time.

Despite recent improvements in provision, there is still a desire and requirement for more wheelchair accessible licensed vehicles.

### Transport operators

West Coast motors were contacted regarding interconnection of bus services with taxis. No issues were known. Scotrail staff felt that there were generally taxis waiting outside Helensburgh Central Station whenever a train arrived.

### Elected representatives and Community Councils

Comments were received from Helensburgh Community Council and a representative of the community in Kilcreggan.

In both areas, it was felt that there was no issue with availability of licensed vehicles at the times when people wanted to use them. In Helensburgh, some further issues were raised and suggestions made, these were:

- Unprofessional dress of drivers
- Scruffy taxis inside
- Position taxi rank closer to the railway station
- Pricing policy re-examined seems too high
- Taxi fares to Faslane need re-examination
- A suspicion that a number of taxi drivers came from neighbouring Alexandria

## 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 taxi rank and finds there is no vehicle there available for immediate hire. This can lead to a queue of people building up, some of who may walk off, 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 taxi 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 taxi 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 taxis 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 taxi to arrive. The level of wait used is when the average wait time for any passengers who have to wait for a taxi to arrive is greater than one minute. 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 (for all passengers) 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 taxis.

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 taxi vehicles being available whilst they are not required for school contract work. Such periods can also reduce taxi demand with people away on holiday from the area. Generally, use of taxis 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 taxis 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 taxi 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 taxi rank waits as some, despite careful questioning, quote giving up waiting at home, which must be for a private hire vehicle (even if in taxi 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.

### Calculation of ISUD variables

APD: The average delay is determined by calculating the total passenger delay as aggregate passenger delay minutes, then dividing by the total number of passengers, including those who did not suffer any delay. Factors are calculated as weekly equivalents by multiplying the Thursday results by 4 plus Friday, Saturday and Sunday data.

The aggregate delays in passenger minutes was 253 minutes. If we divide by the total number of passengers observed, (1,827), the resultant

average delay of 34 seconds equates to an APD value of 0.56 minutes. **APD = 0.56**

PF There was a sharp peak in demand on Saturday night at several orders of magnitude greater than normal demand levels during other periods. Therefore the profile was deemed to be highly peaked. **The PF value is 0.5**

SSP Week day, daytime hours are deemed to be between 10.00 am and 6.00 pm. The data from Thursday and Friday observations was analysed to determine whether there were any occasions when passengers were delayed by more than one minute on average, at any rank. The calculated value was 4.3%. **SSP value = 4.3**

GID The percentage of taxi users travelling in hours where the average passenger delay exceeds one minute was assessed. Total passengers travelling in hours when the average passenger wait for all passengers exceeded one minute was 459, which equates to 24.2%. **GID = 24.2**

SF Due to the nature of these surveys it is not possible to collect information throughout an entire year to assess the effects of seasonality. Experience has suggested that taxi demand does exhibit a degree of seasonality and this is allowed for by the inclusion of a seasonality factor. The factor is set at a level to ensure that a marginal decision either way obtained in an "untypical" month will be reversed. This factor typically takes a value of 1 for surveys conducted in September to November and March to June, i.e. "typical" months. It takes a value of 1.2 for surveys conducted in January and February and the longer school holidays, where low demand the absence of contract work will bias the results in favour of the Hackney trade, and a value of 0.8 for surveys conducted in December during the pre-Christmas rush of activity. For this study, a factor of 1.0 is assumed. **SF = 1.0**

LDF Latent Demand Factor. This is derived from the public attitude interview survey results and provides a measure of the proportion of the public who have given up trying to obtain a taxi at either a rank or by flagging down. It is measured as 1+ proportion giving up waiting. The inclusion of this factor is a response to the latest DfT guidance requiring an estimate of latent demand. The latent demand factor was derived from face to face surveys and through the online surveys. The results from the face to face surveys are normally treated as the more robust indicator of latent demand. However, it is prudent to also consider the latent demand value obtained from the online survey as a sensitivity test.

The latent demand value obtained from face to face surveys was 0%

The latent demand value obtained from the online surveys was 31%

**LDF = 1.00**

**LDF (Sensitivity) = 1.31**

The ISUD value was calculated as follows, using the variables derived for this study.

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

**ISUD = 0.56 x 0.5 x 4.3 x 24.2 x 1.0 x 1.00 = 29.1**

**ISUD (Sensitivity test) = 0.56 x 0.5 x 4.3 x 24.2 x 1.0 x 1.31 = 38.2**

Where the ISUD value is less than 80, it is generally considered to be an indicator that there is no unmet demand for taxis which is significant. The ISUD result indicates that there is **no significant unmet demand**.

The passenger waiting observed on Friday and Saturday nights, coupled with the concentration of demand during these periods, led to a relatively high level of general incidence of delay. However, the limited occurrences of day time passenger waiting counter balanced the night time waiting.

Some feedback suggested that many drivers don't work on Friday and Saturday nights. The inability of the taxi fleet to cater for the peak in demand on Friday and Saturday nights may result from a combination of drivers not working during that time and drivers engaged in a higher volume of pre-booked hires during this period.

The following figures illustrate the estimated number of taxis working from the Helensburgh ranks each hour. The average time a taxi takes to return to the rank was estimated from rank observations. The average return time coupled with the number of taxis waiting at the rank and the number of vehicle departures each hour, was used to estimate the number of taxis working from the ranks.

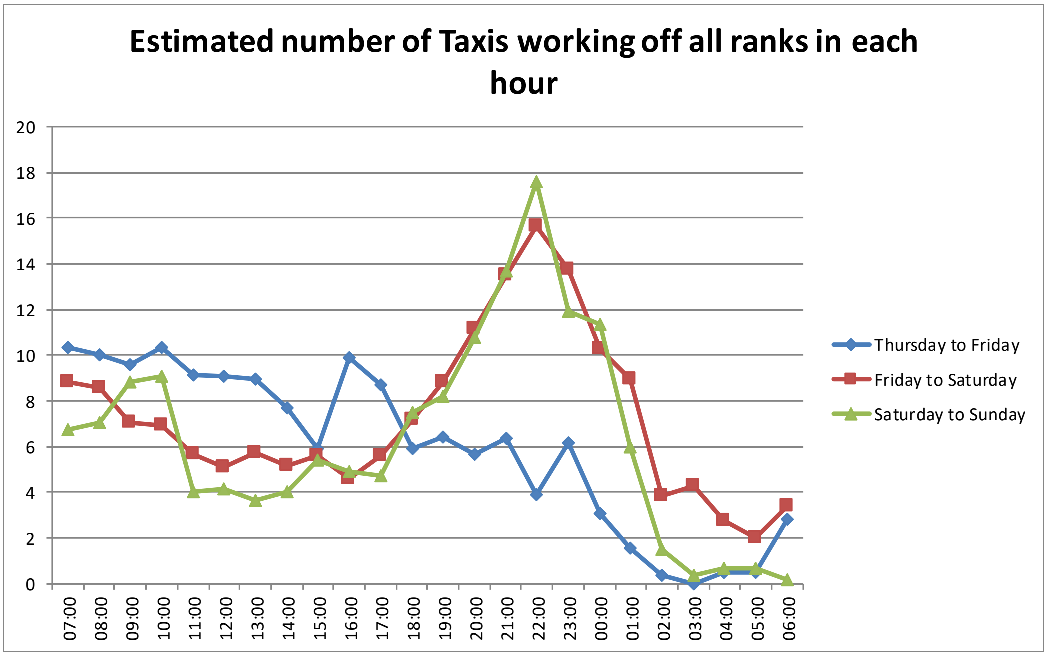



**Figure 12 - Number of taxis working from the Helensburgh ranks each hour**

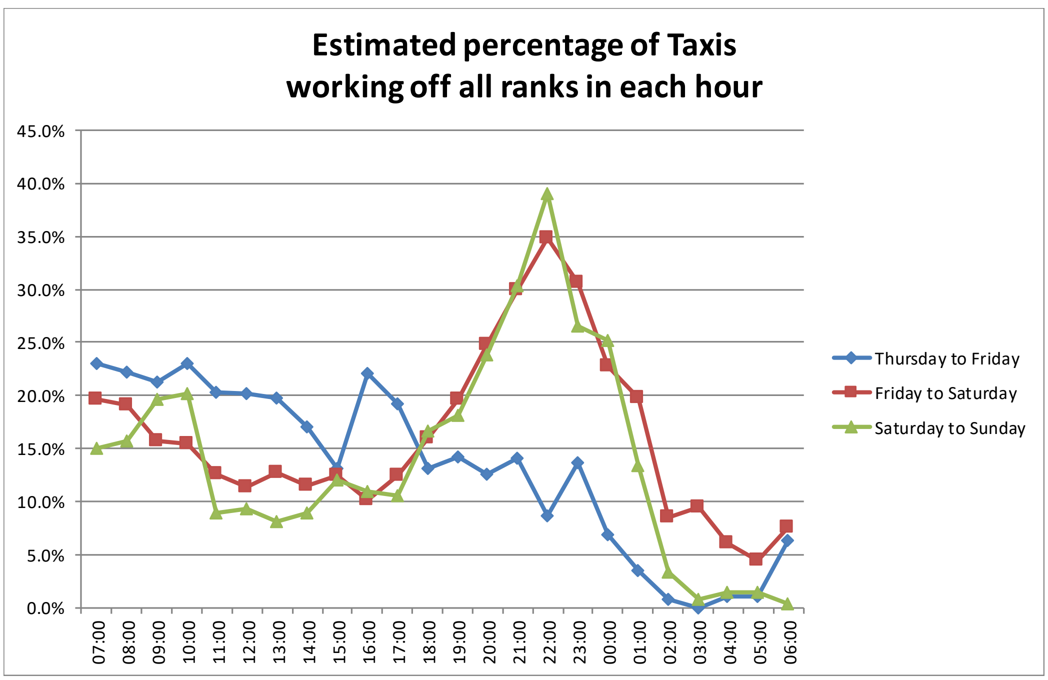



**Figure 13 - Percentage of taxis working from ranks**

The percentage of the fleet profile is based on 45 taxis operating in Helensburgh. The proportion of taxis operating from the Helensburgh ranks on Friday and Saturday nights, was high between 22:00 and 23:00 each night. However, the proportion of vehicles visiting the rank after 23:00 dropped progressively on both nights. The drop in available taxis is a common feature of fleets which obtain a large proportion of hires from pre-booking. The reduced number of available taxis is likely to be largely due to many of these vehicles being engaged on pre-booked hires either from booking offices or by direct booking with the driver. However, feedback from the trade suggests that some of the drop in availability is due to drivers stopping work after 23:00 hours.

## 8 Private Hire Car overprovision analysis

Whilst there is legislative provision to enable licensing authorities to limit the number of taxis which are registered, until relatively recently, there was no such provision to limit the number of private hire cars. However, the Air Weapons and Licensing (Scotland) Act 2015 made provision, through the introduction of three new subsections to the Civic Government (Scotland) Act 1982, for a licensing authority to limit the number of private hire cars, if it were determined that there was an overprovision of private hire cars.

Unlike limiting taxis, there was no government guidance regarding assessment of private hire car numbers, for the purpose of determining whether there was overprovision, beyond the provisions of subsections (3A), (3B) and (3C) of Section 10 of the Civic Government (Scotland) Act 1982.

The newly added subsections of Section 10 of the Civic Government (Scotland) Act 1982 are as follows:

*"(3A) Without prejudice to paragraph 5 of Schedule 1, the grant of a private hire car licence may be refused by a licensing authority if, but only if, they are satisfied that there is (or, as a result of granting the licence, would be) overprovision of private hire car services in the locality (or localities) in their area in which the private hire car is to operate.*

*(3B) It is for the licensing authority to determine the localities within their area for the purposes of subsection (3A) and in doing so the authority may determine that the whole of their area is a locality.*

*(3C) In satisfying themselves as to whether there is or would be overprovision for the purposes of subsection (3A) in any locality, the licensing authority must have regard to—*

*(a)the number of private hire cars operating in the locality, and*

*(b)the demand for private hire car services in the locality.".*

The approach adopted addressed the provisions set out above.

The approach to assessing private hire car provision was similar in some respects, to the approach adopted to determine whether there was unmet demand for taxis which was significant. The approach for assessing private hire cars included public consultation and stakeholder consultation, which was also undertaken for the assessment of taxi demand.

The private hire trade in the Helensburgh & Lomond zone is characterised by the following key features:

- The market for pre-booked hires in Helensburgh is primarily services by taxis rather than private hire cars.
- Licensed vehicle pre-booked through a mixture of booking offices and direct telephone calls to drivers or owners.
- In Helensburgh, taxi drivers commonly wait at taxi ranks between telephone bookings.
- In smaller settlements and rural areas, the provision of licensed vehicles is more dispersed. There is an expectation that vehicles booked for immediate travel need to be booked ahead of the time that they are required, in order to allow for time for the vehicle to become available and to reach the pick up point.

Discussion with members of the trade was used to obtain further information regarding the profile of demand and the means used by passengers to hire a licensed vehicle.

In all areas, much of the trade relied on personal repeat clients for booked hires. In Helensburgh, a significant proportion of hires are made through booking offices.

It was generally felt that, in Helensburgh, the profile of telephone hires generally followed that of rank hires, insofar as peak periods for rank hires occurred at the same times as peak demand for telephone hires. At peak times, in Helensburgh, the more prevalent use of booking offices led to more of the taxis working at peak times, prioritising booked hires, rather than picking up waiting passengers at the ranks.

The following diagram illustrating hourly departures from the ranks of empty taxis provides some indication of the profile of demand for pre-booked hires.

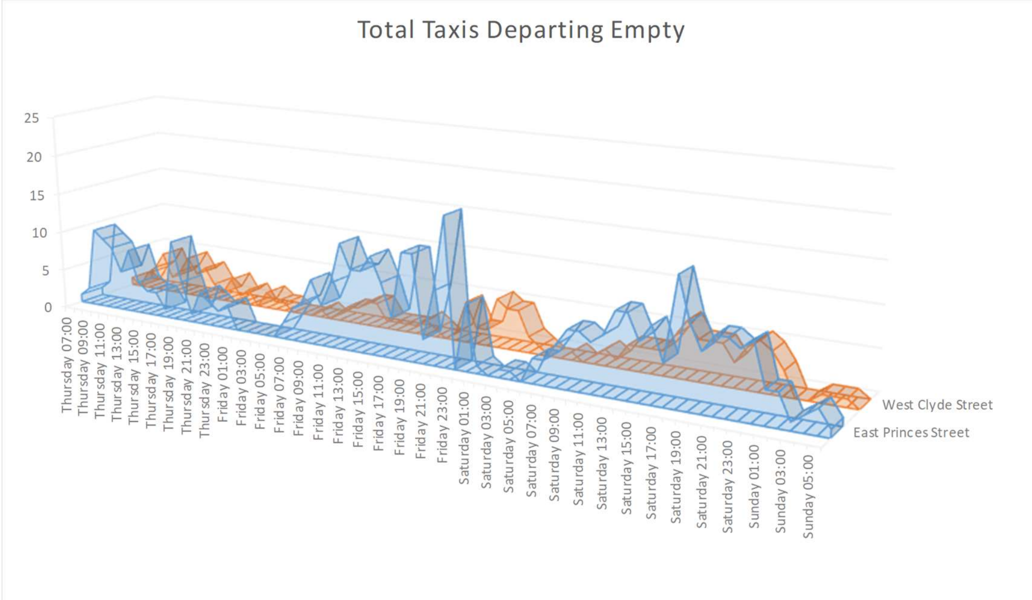



**Figure 14 - Empty taxi departures indicating private hire activity profile**

When the profile dropped late on Friday and Saturday nights, it was likely that many of the taxis, which previously visited the ranks, were engaged on sequential pre-booked hires and didn’t return to the ranks between hires.

### Further comments and feedback received

The trade consultation indicated that the majority of taxi hires were rank hires, rather than pre-booked hires. This is corroborated by the rank survey results. However, a substantial proportion of hires were obtained through pre-booking and it is presumed that the majority of the empty departures from the ranks were in response to booking requests.

The relationship between the number of licensed vehicles and the level of provision is related to how intensively the vehicles are operated by drivers. If we consider some of the fleet is operated by drivers on a full time basis, say 40 hours per week, we can assess the relative operation of the fleet on a full time equivalent basis. Whilst the sample of trade respondents was not large, the feedback tended to suggest that there is a core of drivers who work less than 40 hours per week. There is some indication that some vehicles are used by more than one driver. The multi-shift vehicles provide a higher level of availability than the vehicles which are operated on a full time basis and tend to offset the vehicles which are operated on a part time or by single driver for less than 40 hours per week. Feedback also indicated that some vehicles are operated on an ad-hoc basis and rarely visit the ranks. It is estimated that despite a fleet size of 48 taxis, the full time equivalent level of utilisation of these taxis is less than 48 full time equivalent taxis.

## Assessment of the level of provision

The majority of private hires (pre-booked hires) are fulfilled by taxis. Many of the taxis which undertake pre-booked hires, wait between hires at taxi ranks and leave the ranks empty, to fulfil the bookings. Therefore, data from the Helensburgh ranks can be used as a good indication of the level of availability of taxis for private hire work in that area. In rural areas, there is increased demand on Friday and Saturday nights and some feedback that there are delays and limitations in availability during these periods. However, feedback from rural areas is mixed and there is an expectation from some users, that sparse provision will lead to times when passengers have to wait longer for vehicles to become available. This has led to some people adopting a pattern of booking where passengers book ahead of time to ensure a vehicle is available later the same day to make the journey that they require.

The following figure indicates the average time that vehicles spent waiting at taxi ranks. The wait time is significant at times, but drops to zero during periods when passengers wait at the ranks for taxis to arrive.

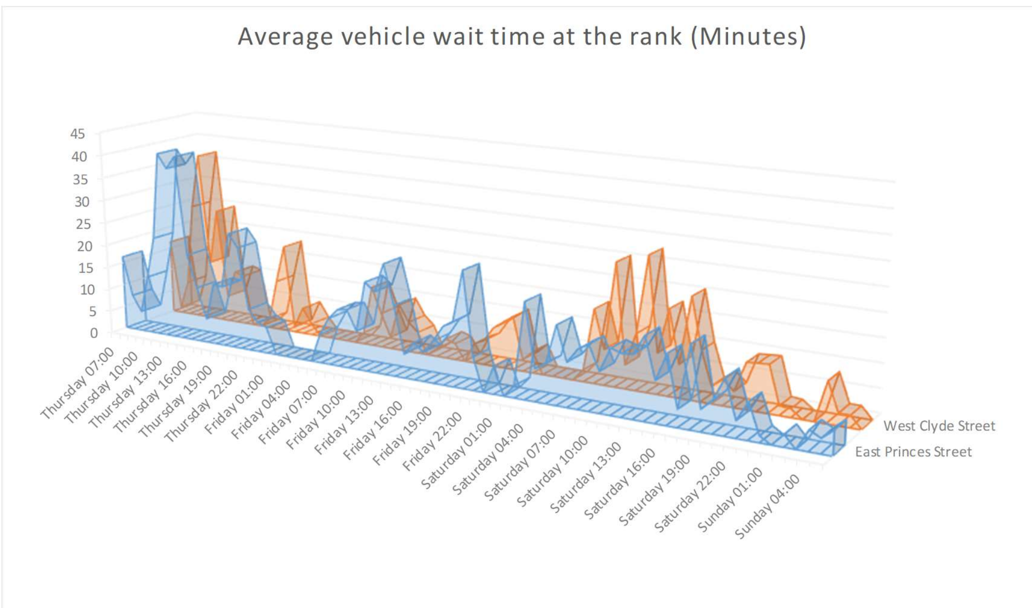



**Figure 15 - Average vehicle wait times**

The taxi vehicle wait time profile indicates that at most times, there are taxis waiting and available for pre-booked immediate hire in Helensburgh.

There was no indication that there was overprovision of private hire cars in rural areas of zone. Therefore it was determined that for the Helensburgh & Lomond taxi zone as a whole, there was no overprovision of private hire cars.

## 9 Rank review

As a component part of the overall survey undertaken, the Licensing Authority instructed a review of the current taxi rank provision and location within the zone.

Existing ranks were reviewed from the perspective of a visitor and from the perspective of a mobility impaired user.

Each rank was reviewed against several criteria and the results of the review are tabulated in this section.

### East Princes Street, Helensburgh

| | |
|---|---|
| Land use characteristics on the vicinity | The rank is close to the car park entrance at Helensburgh Central Station. The rank is approximately 90 metres from the pedestrian entrance to the railway station. at the northern end of Main Street. Land use in the area. Within 200 metres walk distance there is a mix of residential, business and licensed premises, in addition to the railway station. |
| Pavement width | The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis. |
| Shelter available | No shelter is available at this rank. |
| Suitability for loading passengers in wheelchairs | The taxis wait at the rank with the right side of the vehicle to the kerb. This can present difficulties if a wheelchair accessible taxi is waiting at the rank and a wheelchair user wishes to board. In many wheelchair accessible vehicles, the wheelchair ramp is fitted to the left side of the vehicle. |
| Kerb height and distinction | Kerbs along the rank are slightly lower than standard height. |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is not covered by CCTV cameras. |
| Visibility from other localities | The rank and waiting passengers are visible from along East Princes Street. The location is visible from nearby residential properties. The location is not normally busy with pedestrians. It is likely that any passengers waiting at the rank will be visible to other pedestrians. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers. However, footfall in this locality is not generally high, between train arrivals. |
| Signage | The rank itself is clearly signed. |
| Markings | There are clear road markings to delineate the taxi rank. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |

| | |
|---|---|
| Posted hours of operation | A waiting and loading restriction sign adjacent to the taxi rank indicate that the rank for use by taxis only at all times. |
| Effective hours of operation | The rank was generally attended by taxis from early morning until late at night. |

### West Clyde Street, Helensburgh

| | |
|---|---|
| Land use characteristics on the vicinity | The rank is located opposite Helensburgh Swimming Pool. There are a mix of business, leisure, retail residential and licensed premises within 200 metres of the rank. |
| Pavement width | The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis. |
| Shelter available | No shelter is available at this rank. |
| Suitability for loading passengers in wheelchairs | The taxis wait at the rank with the left side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. Wheelchair bound passengers can be boarded via side loading ramps. The pavement width is sufficient to enable the wheelchair to clear the end of the ramp, without the taxi moving away from the kerb beforehand. |
| Kerb height and distinction | Kerbs along the rank are partially lowered for the full length of the rank. The colour of the adjacent pavement, kerb stones and rank surface are contrasting and this will help visually impaired people distinguish the location of the kerb. |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is not covered by CCTV cameras. |
| Visibility from other localities | The rank and waiting passengers are visible from along West Clyde Street. Owing to the relatively busy nature of the location, it is likely that any passengers waiting at the rank will be visible to other pedestrians. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers. |
| Signage | The rank itself is clearly signed. |
| Markings | There are clear road markings to delineate the taxi rank. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |
| Posted hours of operation | A waiting and loading restriction sign adjacent to the taxi rank indicated that the rank is operational 24 hours per day. |
| Effective hours of operation | The rank was generally attended by taxis from early morning until late at night. |

## Rank provision and suggestions for new ranks

Some suggestions were made for new ranks. In order for a rank to be successful, it would be regularly attended by taxis waiting for passengers and in regular use by passengers, with good expectation of finding a taxi waiting at the rank, or that a taxi would arrive at the rank after a short wait. Some types of location are more suitable for establishing a taxi rank, than others. Certain land uses tend to generate greater numbers of trips by taxi and private hire vehicles. These include transport interchanges, concentrations of retailing and premises associated with the night time economy such as pubs and clubs. Ranks placed close to such trip generators tend to be more readily established. The local road system also influences the level of success which may be expected with establishing a new rank. Locations which are along a 'circuit' or tour of ranks, are more likely to be attended by taxis. In this way, if one rank is full of taxis, or nearly full, subsequent approaching taxis may choose to pass that rank and move on to the next one. Conversely, if the rank is empty or nearly empty, then a taxi may be more likely to stop there. Ranks in locations close to trip generators and on a route to other ranks, are more likely to be well serviced by taxis as there is a greater frequency of passing vehicles.

The type of adjacent land use is likely to influence when a rank is likely to be active. Ranks close to retailing are likely to be most active during the day. Ranks close to pubs, clubs and restaurants are more likely to be active at night. Some town centre ranks are close to both retailing and night time economy premises and are active during daytime and night time. Ranks close to transport hubs tend to be active at times which support the other transport modes at the hub and the times when they are active. For example, at some railway stations or ferry terminals, with infrequent services (say less than one service per hour), taxis arrive to meet train or ferry services. Any taxis which have not been hired by arriving passengers, then leave, to attend other ranks. Finally, a taxi rank should ideally be located in a place which does not interfere with passing traffic and is unlikely to be abused by other vehicles parking on the rank. Well attended ranks are less likely to be abused by parking vehicles, when they can see that the rank is in use by waiting taxis.

Some locations have been suggested by members of the public. The suggestions have been objectively reviewed against likely levels of demand from local land use, suitability of location and available road space.

**Upper Station, Helensburgh**

The passenger volumes using Helensburgh Upper station are approximately 2% of the volume of passengers using Helensburgh Central station. It is thought unlikely that passenger volumes alone would sustain a taxi rank at this location. A rank at this location is not en-route to any nearby ranks and so would be unlikely to be passed by taxis, nor regularly attended by taxis. It is not recommended that this location is considered further.

**Luss, Garelochhead, Kilcreggan, Tarbet (Loch Lomond)**

All of the listed locations are locations where taxis are used. Most taxi journeys are pre-booked. In each locality there are choices of locations where a taxi rank could be defined. However, the density of population and business, retail and licensed premises in each locality are relatively low and unlikely to sustain a rank which is well attended. It is also noted that no trade feedback suggested locating a rank in any of these locations.

If a one or two space rank were located in one or more of these locations, such a rank could be a convenient location for taxis to wait between pre-booked hires. As such, these ranks could provide some occasional walk up hires of waiting taxis. However, these are likely to be few and far between.

It is recommended that no further consideration is given to providing ranks at any of these locations, at this time. However, should the trade indicate that they would be willing to use one or more such ranks, then some consideration should be given to implementing a rank.

## 10 Summary, synthesis and study conclusions

### Rank observations

All rank activity was observed at the two ranks in Helensburgh. Whilst it is understood that some taxis wait outside the Faslane Naval Base, this was not included in the rank surveys.

The activity at the ranks followed a fairly typical profile for town centre ranks. There was a steady level of activity during the day on weekdays, with increased levels of activity in the evenings and the highest levels of activity observed on Friday and Saturday nights. Passenger waiting was observed on Saturday night, but rarely at other times.

There were not enough hires from the ranks to sustain the full fleet of all taxis, if they were all to operate from the ranks. A significant proportion of taxis obtain the majority of work from pre-booked hires. Some operate with multiple drivers covering different shifts. This operational practice can, in some circumstances, make good use of vehicle resources to cover peaks in demand. However, despite the practice of multi-shifting of vehicles, there were not enough vehicles available on Friday or Saturday night to cater for demand at the Helnsburgh ranks.

### Public consultation

Feedback from the public regarding the services provided by taxis and private hire cars mixed. Opinions of the service was moderately positive. However, it was felt that the appearance, attitude and hygiene of some drivers was poor. There was consistent feedback that availability at night was poor.

### Key stakeholder views

In general, few issues were identified by stakeholders. Availability for all users is generally perceived to be adequate.

Wheelchair users generally use a regular supplier. There was some feedback that there was a lack of wheelchair accessible vehicles at times. The situation had improved recently, but there is still some desire for further improvement in availability.

### Trade views

Most licensed vehicles are operated by owner drivers. Some vehicles are multi-shifted. Some are driven by only one driver and hence will operate for only one shift each day. Around 20% of the taxi fleet were thought, by some, to operate primarily on an ad-hoc basis. There was consistent feedback from several sources that some drivers prefer not to work late at night, during periods of peak demand.

## Private hire overprovision analysis

Analysis of rank availability data and feedback from the trade suggests that the profile of demand for private hire (pre-booked hires) follows a similar profile to hires from the ranks. The busiest period for private hires was on Saturday night. There was mixed feedback concerning availability. Some stakeholders did not perceive any lack of availability. However, those linked to the night time economy were aware of limited availability on Friday and Saturday nights. Some public feedback from online respondents indicated that late night availability of pre-booked hires was poor. Rural provision was perceived to be slow, but generally accepted. There was some desire to improve provision generally in areas outside Helensburgh.

The assessment of private hire car overprovision takes account of availability of licensed vehicles for pre-booked hire.

No public dis-benefit was associated with any overprovision of private hire cars. There was no identified benefit which could be associated with implementing a limit to the number of private hire cars. A modest increase in the provision of private hire cars is unlikely to result in a public disbenefit in any areas within the Helensburgh & Lomond taxi zone.

Therefore, it was determined that there was **No Overprovision of Private Hire Cars** in the Helensburgh & Lomond zone and no Overprovision in any particular locality within the zone.

The rank review covered both existing ranks and proposals for new ranks. The evaluation of proposals did not recommend further consideration of any new rank locations at this time.

## Evaluation

There was consistent evidence that people experience some delays in localities remote from Helensburgh, when trying to book a licensed vehicle. However, this feature was generally accepted as normal and people adjusted their behaviour by booking a vehicle ahead of the time they needed it.

In terms of private hire car overcapacity analysis, there is no evidence that there is an overcapacity of private hire vehicles. Much of the private hire market is serviced by taxis.

In summary, there is no significant unmet demand for taxis and no overprovision of private hire cars. Wheelchair users and mobility impaired users are generally well served by licensed vehicles, however, there is some evidence of some limitation in availability from time to time.

## 11 Recommendations

On the basis of the evidence gathered, our key conclusion is that there is no evidence of unmet demand for the services of taxis either patent or latent which is significant at this point in time in the Helensburgh & Lomond licensing zone.

There is no overprovision of private hire cars in any locality within the Helensburgh & Lomond zone.

Whilst taxis serviced the demand at taxi ranks adequately most of the time, there was a shortfall of provision during periods of peak demand on Friday and Saturday nights. This was not sufficient to classify the level of unmet demand overall as significant. However, this consistent and persistent passenger waiting is a cause for some concern. It is recommended that measures which address the shortfall in provision during peak demand periods are considered. These may be measures which encourage more of the existing drivers to work during these periods, or it may be appropriate to consider granting additional licenses to vehicles which are likely to work during these periods. There are no guarantees that any applicant for a new licence will operate during the peak demand periods, however, additional provision in general may encourage others to seek the fares available on Friday and Saturday nights.

There appears to be some demand for more wheelchair accessible vehicles. The common practice is for wheelchair accessible vehicles to be pre-booked, so any new private hire cars or taxis which are wheelchair accessible, would be likely to attract some additional demand for hire. Wheelchair accessible vehicles could be provided as a replacement of an existing saloon car vehicle, or as a new vehicle licence issued by the council.

## Appendix A – Rank Survey Results

## Total Passengers

| Hour beginning | East Princes Street | West Clyde Street |
|---|---|---|
| Thursday 07:00 | 3 | 0 |
| Thursday 08:00 | 7 | 2 |
| Thursday 09:00 | 7 | 0 |
| Thursday 10:00 | 5 | 0 |
| Thursday 11:00 | 5 | 1 |
| Thursday 12:00 | 1 | 4 |
| Thursday 13:00 | 3 | 2 |
| Thursday 14:00 | 11 | 7 |
| Thursday 15:00 | 6 | 2 |
| Thursday 16:00 | 20 | 4 |
| Thursday 17:00 | 12 | 2 |
| Thursday 18:00 | 7 | 0 |
| Thursday 19:00 | 13 | 0 |
| Thursday 20:00 | 6 | 2 |
| Thursday 21:00 | 16 | 4 |
| Thursday 22:00 | 17 | 2 |
| Thursday 23:00 | 18 | 11 |
| Friday 00:00 | 5 | 0 |
| Friday 01:00 | 0 | 0 |
| Friday 02:00 | 0 | 0 |
| Friday 03:00 | 0 | 0 |
| Friday 04:00 | 0 | 0 |
| Friday 05:00 | 0 | 0 |
| Friday 06:00 | 0 | 0 |
| Friday 07:00 | 3 | 0 |
| Friday 08:00 | 4 | 0 |
| Friday 09:00 | 8 | 0 |
| Friday 10:00 | 7 | 0 |
| Friday 11:00 | 7 | 0 |
| Friday 12:00 | 9 | 2 |
| Friday 13:00 | 2 | 1 |
| Friday 14:00 | 9 | 1 |
| Friday 15:00 | 15 | 0 |
| Friday 16:00 | 15 | 0 |
| Friday 17:00 | 24 | 0 |
| Friday 18:00 | 11 | 1 |
| Friday 19:00 | 19 | 8 |
| Friday 20:00 | 15 | 10 |
| Friday 21:00 | 22 | 22 |
| Friday 22:00 | 32 | 17 |
| Friday 23:00 | 61 | 32 |
| Saturday 00:00 | 35 | 22 |
| Saturday 01:00 | 14 | 56 |
| Saturday 02:00 | 1 | 4 |
| Saturday 03:00 | 0 | 1 |
| Saturday 04:00 | 1 | 0 |
| Saturday 05:00 | 1 | 1 |
| Saturday 06:00 | 0 | 0 |

| Hour beginning | East Princes Street | West Clyde Street |
|---|---|---|
| Saturday 07:00 | 2 | 0 |
| Saturday 08:00 | 0 | 0 |
| Saturday 09:00 | 4 | 0 |
| Saturday 10:00 | 5 | 0 |
| Saturday 11:00 | 5 | 0 |
| Saturday 12:00 | 5 | 4 |
| Saturday 13:00 | 9 | 0 |
| Saturday 14:00 | 8 | 4 |
| Saturday 15:00 | 15 | 2 |
| Saturday 16:00 | 23 | 1 |
| Saturday 17:00 | 20 | 12 |
| Saturday 18:00 | 13 | 17 |
| Saturday 19:00 | 25 | 9 |
| Saturday 20:00 | 30 | 15 |
| Saturday 21:00 | 27 | 17 |
| Saturday 22:00 | 41 | 29 |
| Saturday 23:00 | 39 | 37 |
| Sunday 00:00 | 42 | 62 |
| Sunday 01:00 | 16 | 40 |
| Sunday 02:00 | 6 | 0 |
| Sunday 03:00 | 0 | 0 |
| Sunday 04:00 | 0 | 1 |
| Sunday 05:00 | 0 | 0 |
| Sunday 06:00 | 0 | 0 |

## Total taxis departing empty

| Hour beginning | Campbelltown High St Town Hall | Campbell town High Street Home Bargains | Kilmory |
|---|---|---|---|
| Thursday 07:00 | 2 | 1 | 0 |
| Thursday 08:00 | 3 | 7 | 0 |
| Thursday 09:00 | 8 | 3 | 0 |
| Thursday 10:00 | 10 | 4 | 0 |
| Thursday 11:00 | 9 | 3 | 0 |
| Thursday 12:00 | 6 | 4 | 0 |
| Thursday 13:00 | 10 | 3 | 0 |
| Thursday 14:00 | 8 | 4 | 0 |
| Thursday 15:00 | 7 | 2 | 0 |
| Thursday 16:00 | 8 | 5 | 0 |
| Thursday 17:00 | 4 | 3 | 0 |
| Thursday 18:00 | 4 | 3 | 0 |
| Thursday 19:00 | 2 | 2 | 0 |
| Thursday 20:00 | 3 | 0 | 0 |
| Thursday 21:00 | 4 | 1 | 0 |
| Thursday 22:00 | 2 | 1 | 0 |
| Thursday 23:00 | 1 | 3 | 0 |
| Friday 00:00 | 3 | 0 | 0 |
| Friday 01:00 | 2 | 0 | 0 |
| Friday 02:00 | 2 | 0 | 0 |
| Friday 03:00 | 0 | 0 | 0 |
| Friday 04:00 | 0 | 0 | 0 |
| Friday 05:00 | 0 | 0 | 0 |
| Friday 06:00 | 0 | 2 | 0 |
| Friday 07:00 | 4 | 0 | 0 |
| Friday 08:00 | 5 | 4 | 0 |
| Friday 09:00 | 5 | 5 | 0 |
| Friday 10:00 | 6 | 2 | 0 |
| Friday 11:00 | 7 | 6 | 0 |
| Friday 12:00 | 9 | 2 | 0 |
| Friday 13:00 | 6 | 2 | 0 |
| Friday 14:00 | 3 | 2 | 0 |
| Friday 15:00 | 3 | 4 | 0 |
| Friday 16:00 | 5 | 4 | 0 |
| Friday 17:00 | 2 | 2 | 0 |
| Friday 18:00 | 6 | 2 | 0 |
| Friday 19:00 | 7 | 1 | 0 |
| Friday 20:00 | 9 | 1 | 0 |
| Friday 21:00 | 3 | 1 | 0 |
| Friday 22:00 | 4 | 1 | 0 |
| Friday 23:00 | 4 | 1 | 0 |
| Saturday 00:00 | 3 | 3 | 0 |
| Saturday 01:00 | 6 | 4 | 0 |
| Saturday 02:00 | 6 | 0 | 0 |
| Saturday 03:00 | 0 | 0 | 0 |
| Saturday 04:00 | 0 | 0 | 0 |
| Saturday 05:00 | 0 | 0 | 0 |
| Saturday 06:00 | 0 | 0 | 0 |
| Saturday 07:00 | 1 | 3 | 0 |
| Saturday 08:00 | 4 | 0 | 0 |
| Saturday 09:00 | 5 | 4 | 0 |
| Saturday 10:00 | 10 | 1 | 0 |
| Saturday 11:00 | 8 | 3 | 0 |
| Saturday 12:00 | 6 | 1 | 0 |
| Saturday 13:00 | 7 | 1 | 0 |
| Saturday 14:00 | 6 | 0 | 0 |
| Saturday 15:00 | 5 | 3 | 0 |
| Saturday 16:00 | 6 | 3 | 0 |
| Saturday 17:00 | 12 | 6 | 0 |
| Saturday 18:00 | 7 | 5 | 0 |
| Saturday 19:00 | 8 | 4 | 0 |
| Saturday 20:00 | 6 | 10 | 0 |
| Saturday 21:00 | 10 | 4 | 0 |
| Saturday 22:00 | 8 | 6 | 0 |
| Saturday 23:00 | 6 | 6 | 0 |
| Sunday 00:00 | 4 | 4 | 0 |
| Sunday 01:00 | 3 | 1 | 0 |
| Sunday 02:00 | 4 | 3 | 0 |
| Sunday 03:00 | 1 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 0 | 0 |
| Sunday 06:00 | 0 | 0 | 0 |

### Total number of taxis departing with passengers

| Hour beginning | East Princes Street | West Clyde Street |
|---|---|---|
| Thursday 07:00 | 3 | 0 |
| Thursday 08:00 | 5 | 2 |
| Thursday 09:00 | 6 | 0 |
| Thursday 10:00 | 5 | 0 |
| Thursday 11:00 | 4 | 1 |
| Thursday 12:00 | 1 | 4 |
| Thursday 13:00 | 3 | 2 |
| Thursday 14:00 | 9 | 3 |
| Thursday 15:00 | 5 | 2 |
| Thursday 16:00 | 13 | 3 |
| Thursday 17:00 | 9 | 1 |
| Thursday 18:00 | 7 | 0 |
| Thursday 19:00 | 11 | 0 |
| Thursday 20:00 | 5 | 2 |
| Thursday 21:00 | 9 | 2 |
| Thursday 22:00 | 12 | 2 |
| Thursday 23:00 | 13 | 5 |
| Friday 00:00 | 5 | 0 |
| Friday 01:00 | 0 | 0 |
| Friday 02:00 | 0 | 0 |
| Friday 03:00 | 0 | 0 |
| Friday 04:00 | 0 | 0 |
| Friday 05:00 | 0 | 0 |
| Friday 06:00 | 0 | 0 |
| Friday 07:00 | 2 | 0 |
| Friday 08:00 | 4 | 0 |
| Friday 09:00 | 6 | 0 |
| Friday 10:00 | 7 | 0 |
| Friday 11:00 | 5 | 0 |
| Friday 12:00 | 7 | 2 |
| Friday 13:00 | 2 | 1 |
| Friday 14:00 | 7 | 1 |
| Friday 15:00 | 13 | 0 |
| Friday 16:00 | 12 | 0 |
| Friday 17:00 | 16 | 0 |
| Friday 18:00 | 10 | 1 |
| Friday 19:00 | 13 | 6 |
| Friday 20:00 | 12 | 5 |
| Friday 21:00 | 14 | 13 |
| Friday 22:00 | 16 | 13 |
| Friday 23:00 | 34 | 21 |
| Saturday 00:00 | 24 | 15 |
| Saturday 01:00 | 7 | 28 |
| Saturday 02:00 | 1 | 2 |
| Saturday 03:00 | 0 | 1 |
| Saturday 04:00 | 1 | 0 |
| Saturday 05:00 | 1 | 1 |
| Saturday 06:00 | 0 | 0 |

| Hour beginning | East Princes Street | West Clyde Street |
|---|---|---|
| Saturday 07:00 | 2 | 0 |
| Saturday 08:00 | 0 | 0 |
| Saturday 09:00 | 3 | 0 |
| Saturday 10:00 | 5 | 0 |
| Saturday 11:00 | 5 | 0 |
| Saturday 12:00 | 4 | 3 |
| Saturday 13:00 | 6 | 0 |
| Saturday 14:00 | 6 | 4 |
| Saturday 15:00 | 12 | 2 |
| Saturday 16:00 | 11 | 1 |
| Saturday 17:00 | 12 | 6 |
| Saturday 18:00 | 7 | 12 |
| Saturday 19:00 | 14 | 7 |
| Saturday 20:00 | 19 | 12 |
| Saturday 21:00 | 16 | 10 |
| Saturday 22:00 | 23 | 16 |
| Saturday 23:00 | 22 | 23 |
| Sunday 00:00 | 23 | 32 |
| Sunday 01:00 | 10 | 22 |
| Sunday 02:00 | 4 | 0 |
| Sunday 03:00 | 0 | 0 |
| Sunday 04:00 | 0 | 1 |
| Sunday 05:00 | 0 | 0 |
| Sunday 06:00 | 0 | 0 |

### Total number of taxis departing the ranks

| Hour beginning | East Princes Street | West Clyde Street |
|---|---|---|
| Thursday 07:00 | 4 | 1 |
| Thursday 08:00 | 7 | 2 |
| Thursday 09:00 | 16 | 2 |
| Thursday 10:00 | 14 | 3 |
| Thursday 11:00 | 12 | 6 |
| Thursday 12:00 | 6 | 6 |
| Thursday 13:00 | 11 | 5 |
| Thursday 14:00 | 13 | 8 |
| Thursday 15:00 | 8 | 5 |
| Thursday 16:00 | 16 | 7 |
| Thursday 17:00 | 10 | 3 |
| Thursday 18:00 | 17 | 1 |
| Thursday 19:00 | 16 | 3 |
| Thursday 20:00 | 6 | 3 |
| Thursday 21:00 | 13 | 4 |
| Thursday 22:00 | 15 | 2 |
| Thursday 23:00 | 15 | 7 |
| Friday 00:00 | 8 | 1 |
| Friday 01:00 | 0 | 1 |
| Friday 02:00 | 0 | 0 |
| Friday 03:00 | 0 | 0 |
| Friday 04:00 | 0 | 0 |
| Friday 05:00 | 0 | 1 |
| Friday 06:00 | 2 | 0 |
| Friday 07:00 | 6 | 1 |
| Friday 08:00 | 9 | 2 |
| Friday 09:00 | 14 | 2 |
| Friday 10:00 | 12 | 3 |
| Friday 11:00 | 13 | 3 |
| Friday 12:00 | 20 | 3 |
| Friday 13:00 | 12 | 2 |
| Friday 14:00 | 17 | 2 |
| Friday 15:00 | 25 | 1 |
| Friday 16:00 | 21 | 2 |
| Friday 17:00 | 21 | 1 |
| Friday 18:00 | 23 | 1 |
| Friday 19:00 | 26 | 7 |
| Friday 20:00 | 15 | 10 |
| Friday 21:00 | 23 | 15 |
| Friday 22:00 | 34 | 15 |
| Friday 23:00 | 34 | 27 |
| Saturday 00:00 | 32 | 20 |
| Saturday 01:00 | 8 | 33 |
| Saturday 02:00 | 1 | 4 |
| Saturday 03:00 | 1 | 2 |
| Saturday 04:00 | 2 | 0 |
| Saturday 05:00 | 1 | 1 |
| Saturday 06:00 | 3 | 1 |

| Hour beginning | East Princes Street | West Clyde Street |
|---|---|---|
| Saturday 07:00 | 5 | 0 |
| Saturday 08:00 | 5 | 1 |
| Saturday 09:00 | 10 | 2 |
| Saturday 10:00 | 12 | 1 |
| Saturday 11:00 | 11 | 3 |
| Saturday 12:00 | 11 | 6 |
| Saturday 13:00 | 16 | 3 |
| Saturday 14:00 | 16 | 7 |
| Saturday 15:00 | 19 | 7 |
| Saturday 16:00 | 20 | 8 |
| Saturday 17:00 | 17 | 11 |
| Saturday 18:00 | 22 | 17 |
| Saturday 19:00 | 24 | 12 |
| Saturday 20:00 | 26 | 15 |
| Saturday 21:00 | 25 | 15 |
| Saturday 22:00 | 32 | 22 |
| Saturday 23:00 | 30 | 28 |
| Sunday 00:00 | 32 | 35 |
| Sunday 01:00 | 14 | 22 |
| Sunday 02:00 | 8 | 0 |
| Sunday 03:00 | 1 | 1 |
| Sunday 04:00 | 2 | 2 |
| Sunday 05:00 | 3 | 1 |
| Sunday 06:00 | 1 | 0 |

### Percentage of all taxis which leave the rank empty

| Hour beginning | East Princes Street | West Clyde Street |
|---|---|---|
| Thursday 07:00 | 25% | 100% |
| Thursday 08:00 | 29% | 0% |
| Thursday 09:00 | 63% | 100% |
| Thursday 10:00 | 64% | 100% |
| Thursday 11:00 | 67% | 83% |
| Thursday 12:00 | 83% | 33% |
| Thursday 13:00 | 73% | 60% |
| Thursday 14:00 | 31% | 63% |
| Thursday 15:00 | 38% | 60% |
| Thursday 16:00 | 19% | 57% |
| Thursday 17:00 | 10% | 67% |
| Thursday 18:00 | 59% | 100% |
| Thursday 19:00 | 31% | 100% |
| Thursday 20:00 | 17% | 33% |
| Thursday 21:00 | 31% | 50% |
| Thursday 22:00 | 20% | 0% |
| Thursday 23:00 | 13% | 29% |
| Friday 00:00 | 38% | 100% |
| Friday 01:00 | 0% | 100% |
| Friday 02:00 | 0% | 0% |
| Friday 03:00 | 0% | 0% |
| Friday 04:00 | 0% | 0% |
| Friday 05:00 | 0% | 100% |
| Friday 06:00 | 100% | 0% |
| Friday 07:00 | 67% | 100% |
| Friday 08:00 | 56% | 100% |
| Friday 09:00 | 57% | 100% |
| Friday 10:00 | 42% | 100% |
| Friday 11:00 | 62% | 100% |
| Friday 12:00 | 65% | 33% |
| Friday 13:00 | 83% | 50% |
| Friday 14:00 | 59% | 50% |
| Friday 15:00 | 48% | 100% |
| Friday 16:00 | 43% | 100% |
| Friday 17:00 | 24% | 100% |
| Friday 18:00 | 57% | 0% |
| Friday 19:00 | 50% | 14% |
| Friday 20:00 | 20% | 50% |
| Friday 21:00 | 39% | 13% |
| Friday 22:00 | 53% | 13% |
| Friday 23:00 | 0% | 22% |
| Saturday 00:00 | 25% | 25% |
| Saturday 01:00 | 13% | 15% |
| Saturday 02:00 | 0% | 50% |
| Saturday 03:00 | 100% | 50% |
| Saturday 04:00 | 50% | 0% |
| Saturday 05:00 | 0% | 0% |
| Saturday 06:00 | 100% | 100% |

| Hour beginning | East Princes Street | West Clyde Street |
|---|---|---|
| Saturday 07:00 | 60% | 0% |
| Saturday 08:00 | 100% | 100% |
| Saturday 09:00 | 70% | 100% |
| Saturday 10:00 | 58% | 100% |
| Saturday 11:00 | 55% | 100% |
| Saturday 12:00 | 64% | 50% |
| Saturday 13:00 | 63% | 100% |
| Saturday 14:00 | 63% | 43% |
| Saturday 15:00 | 37% | 71% |
| Saturday 16:00 | 45% | 88% |
| Saturday 17:00 | 29% | 45% |
| Saturday 18:00 | 68% | 29% |
| Saturday 19:00 | 42% | 42% |
| Saturday 20:00 | 27% | 20% |
| Saturday 21:00 | 36% | 33% |
| Saturday 22:00 | 28% | 27% |
| Saturday 23:00 | 27% | 18% |
| Sunday 00:00 | 28% | 9% |
| Sunday 01:00 | 29% | 0% |
| Sunday 02:00 | 50% | 0% |
| Sunday 03:00 | 100% | 100% |
| Sunday 04:00 | 100% | 50% |
| Sunday 05:00 | 100% | 100% |
| Sunday 06:00 | 100% | 0% |

### Average vehicle wait time at the ranks

| Hour beginning | East Princes Street | West Clyde Street |
|---|---|---|
| Thursday 07:00 | 16 | 17 |
| Thursday 08:00 | 8 | 1 |
| Thursday 09:00 | 4 | 8 |
| Thursday 10:00 | 13 | 26 |
| Thursday 11:00 | 22 | 37 |
| Thursday 12:00 | 41 | 13 |
| Thursday 13:00 | 38 | 25 |
| Thursday 14:00 | 40 | 6 |
| Thursday 15:00 | 19 | 12 |
| Thursday 16:00 | 12 | 11 |
| Thursday 17:00 | 5 | 0 |
| Thursday 18:00 | 13 | 0 |
| Thursday 19:00 | 13 | 2 |
| Thursday 20:00 | 25 | 11 |
| Thursday 21:00 | 22 | 19 |
| Thursday 22:00 | 9 | 1 |
| Thursday 23:00 | 7 | 6 |
| Friday 00:00 | 6 | 3 |
| Friday 01:00 | 0 | 0 |
| Friday 02:00 | 0 | 0 |
| Friday 03:00 | 0 | 0 |
| Friday 04:00 | 0 | 0 |
| Friday 05:00 | 0 | 0 |
| Friday 06:00 | 6 | 3 |
| Friday 07:00 | 10 | 13 |
| Friday 08:00 | 12 | 8 |
| Friday 09:00 | 13 | 3 |
| Friday 10:00 | 8 | 10 |
| Friday 11:00 | 19 | 7 |
| Friday 12:00 | 17 | 5 |
| Friday 13:00 | 23 | 0 |
| Friday 14:00 | 15 | 2 |
| Friday 15:00 | 5 | 4 |
| Friday 16:00 | 8 | 4 |
| Friday 17:00 | 6 | 0 |
| Friday 18:00 | 9 | 4 |
| Friday 19:00 | 12 | 5 |
| Friday 20:00 | 14 | 8 |
| Friday 21:00 | 24 | 10 |
| Friday 22:00 | 7 | 11 |
| Friday 23:00 | 0 | 3 |
| Saturday 00:00 | 6 | 5 |
| Saturday 01:00 | 0 | 0 |
| Saturday 02:00 | 3 | 0 |
| Saturday 03:00 | 20 | 0 |
| Saturday 04:00 | 7 | 0 |
| Saturday 05:00 | 8 | 3 |
| Saturday 06:00 | 16 | 16 |

| Hour beginning | East Princes Street | West Clyde Street |
|---|---|---|
| Saturday 07:00 | 9 | 8 |
| Saturday 08:00 | 12 | 26 |
| Saturday 09:00 | 13 | 5 |
| Saturday 10:00 | 8 | 12 |
| Saturday 11:00 | 13 | 28 |
| Saturday 12:00 | 13 | 9 |
| Saturday 13:00 | 13 | 18 |
| Saturday 14:00 | 17 | 7 |
| Saturday 15:00 | 9 | 21 |
| Saturday 16:00 | 14 | 11 |
| Saturday 17:00 | 4 | 4 |
| Saturday 18:00 | 17 | 5 |
| Saturday 19:00 | 4 | 3 |
| Saturday 20:00 | 7 | 10 |
| Saturday 21:00 | 11 | 10 |
| Saturday 22:00 | 3 | 10 |
| Saturday 23:00 | 8 | 2 |
| Sunday 00:00 | 1 | 2 |
| Sunday 01:00 | 0 | 0 |
| Sunday 02:00 | 3 | 0 |
| Sunday 03:00 | 0 | 9 |
| Sunday 04:00 | 4 | 3 |
| Sunday 05:00 | 3 | 3 |
| Sunday 06:00 | 5 | 0 |

## Number of passengers who had to wait at taxi ranks

| Hour Beginning | Number of passengers who had to wait for a taxi to arrrive | Percentage of all passengers who had to wait |
|---|---|---|
| Thursday 07:00 | 0 | 0% |
| Thursday 08:00 | 0 | 0% |
| Thursday 09:00 | 0 | 0% |
| Thursday 10:00 | 0 | 0% |
| Thursday 11:00 | 0 | 0% |
| Thursday 12:00 | 0 | 0% |
| Thursday 13:00 | 0 | 0% |
| Thursday 14:00 | 0 | 0% |
| Thursday 15:00 | 0 | 0% |
| Thursday 16:00 | 15 | 63% |
| Thursday 17:00 | 0 | 0% |
| Thursday 18:00 | 0 | 0% |
| Thursday 19:00 | 0 | 0% |
| Thursday 20:00 | 0 | 0% |
| Thursday 21:00 | 0 | 0% |
| Thursday 22:00 | 9 | 47% |
| Thursday 23:00 | 0 | 0% |
| Friday 00:00 | 0 | 0% |
| Friday 01:00 | 0 | 0% |
| Friday 02:00 | 0 | 0% |
| Friday 03:00 | 0 | 0% |
| Friday 04:00 | 0 | 0% |
| Friday 05:00 | 0 | 0% |
| Friday 06:00 | 0 | 0% |
| Friday 07:00 | 0 | 0% |
| Friday 08:00 | 0 | 0% |
| Friday 09:00 | 0 | 0% |
| Friday 10:00 | 0 | 0% |
| Friday 11:00 | 0 | 0% |
| Friday 12:00 | 0 | 0% |
| Friday 13:00 | 0 | 0% |
| Friday 14:00 | 0 | 0% |
| Friday 15:00 | 0 | 0% |
| Friday 16:00 | 0 | 0% |
| Friday 17:00 | 2 | 8% |
| Friday 18:00 | 0 | 0% |
| Friday 19:00 | 1 | 4% |
| Friday 20:00 | 2 | 8% |
| Friday 21:00 | 0 | 0% |
| Friday 22:00 | 0 | 0% |
| Friday 23:00 | 74 | 80% |
| Saturday 00:00 | 16 | 28% |
| Saturday 01:00 | 38 | 54% |
| Saturday 02:00 | 5 | 100% |
| Saturday 03:00 | 0 | 0% |
| Saturday 04:00 | 0 | 0% |
| Saturday 05:00 | 0 | 0% |
| Saturday 06:00 | 0 | 0% |
| Saturday 07:00 | 0 | 0% |
| Saturday 08:00 | 0 | 0% |
| Saturday 09:00 | 0 | 0% |
| Saturday 10:00 | 0 | 0% |
| Saturday 11:00 | 0 | 0% |
| Saturday 12:00 | 0 | 0% |
| Saturday 13:00 | 0 | 0% |
| Saturday 14:00 | 0 | 0% |
| Saturday 15:00 | 0 | 0% |
| Saturday 16:00 | 0 | 0% |
| Saturday 17:00 | 3 | 9% |
| Saturday 18:00 | 3 | 10% |
| Saturday 19:00 | 5 | 15% |
| Saturday 20:00 | 0 | 0% |
| Saturday 21:00 | 0 | 0% |
| Saturday 22:00 | 0 | 0% |
| Saturday 23:00 | 3 | 4% |
| Sunday 00:00 | 24 | 23% |
| Sunday 01:00 | 37 | 66% |
| Sunday 02:00 | 2 | 33% |
| Sunday 03:00 | 0 | 0% |
| Sunday 04:00 | 0 | 0% |
| Sunday 05:00 | 0 | 0% |
| Sunday 06:00 | 0 | 0% |

LVSA

This page is intentionally left blank

LVSA

Argyll & Bute
Taxi Unmet Demand and Private Hire Overprovision Survey

Mid Argyll, Kintyre and Islay Taxi Licensing Zone

August 2019

## Executive Summary

This Mid Argyll, Kintyre and Islay zone taxi unmet demand and private hire overprovision survey has been undertaken on behalf of Argyll & Bute Council following appropriate available guidance.

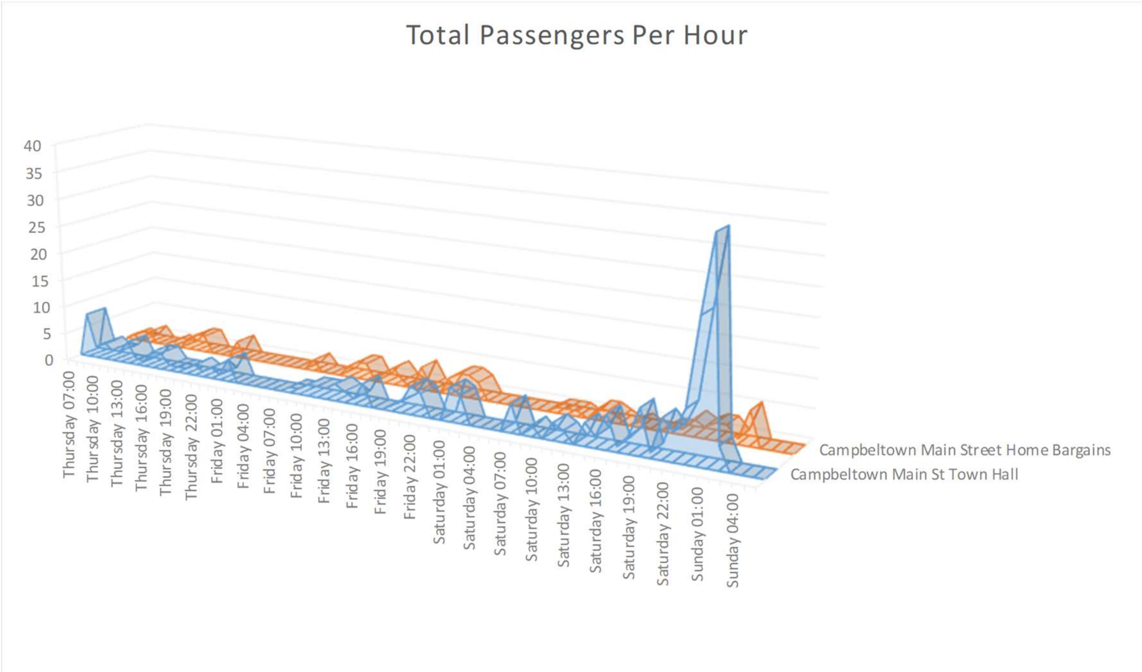
This Executive Summary draws together key points from the main report.

Within the taxi licensing zone, there are 23 taxis and 36 private hire cars. Taxis which are licensed in the zone, may only operate within the zone. However, private hire cars may operate throughout Argyll & Bute. The council currently does not limit either taxis or private hire cars.

Data has been collected through consultation with stakeholders, the trade and members of the public. In addition, observations of activity at taxi ranks were undertaken to record volumes of taxis and passengers using each rank and whether any passengers had to wait for taxis to arrive at the ranks.

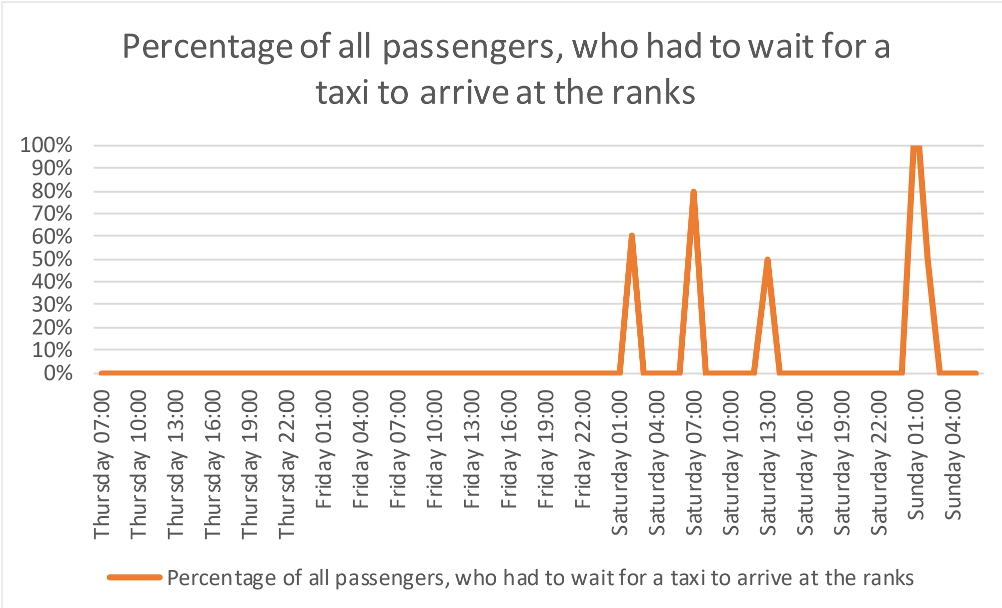
Surveys were undertaken at all taxi ranks in the Mid Argyll, Kintyre and Islay zone. Video cameras were used to record activity at the taxi ranks and the levels of activity during active periods were tabulated and analysed.

The relative levels of activity at the ranks are presented in the following figures.




Some passengers were occasionally observed waiting from time to time at the ranks, for taxis to arrive at the ranks. Passenger waiting occurrences were generally infrequent and generally occurred in the evenings and late at night. The length of time that passengers had to wait was generally low. The normal situation was that Taxis were waiting at ranks when passengers arrived at the ranks in order to hire one. There was one period of continuous passenger waiting on Saturday night. However, this was an isolated event and related to the significant rise in demand at this time, at the ranks in Campbeltown.

Passenger waiting is summarised in the following figure.




Passenger waiting was concentrated on Saturday night. The few occurrences of passenger waiting observed at other times tended to occur during periods of low demand. Consequently, waiting passengers represented a high percentage of the low passenger volumes at these times. Overall, around 11% of all passengers had to wait for taxis to arrive at the ranks.

Public and stakeholder perception of the Taxi fleet was generally moderately favourable. The availability of licensed vehicles, in areas other than Campbeltown, was felt to be low and there were often times when it was difficult to book a taxi or private hire car for immediate travel. This did not seem to be an issue in and around Campbeltown.

The majority of hires fulfilled by taxis were obtained through telephone bookings. It is common practice for taxis to wait at the ranks between telephone bookings and wait for either a direct hire from the rank, or for another telephone booking.

Several coefficients are calculated from the rank survey results and from public consultation. The coefficients are entered into a formula to calculate the Index of Significant Unmet Demand (ISUD). The index value for the 2019 survey was **0**. This value falls below the threshold value of 80 and suggests that there is **no significant unmet demand** for taxis.

The ISUD value, considered along with feedback from stakeholders and the public leads to the conclusion that there is **no significant unmet demand for taxis** in the Mid Argyll, Kintyre and Islay taxi licensing zone.

Taxis dominate provision for private hire bookings in Campbeltown. Elsewhere in the zone, private hire cars fulfil most of the private hire bookings. The level of provision of taxis available to fulfil private hire bookings, in Campbeltown, is largely depicted by the availability of taxis waiting at the taxi ranks. The majority of taxi departures from the ranks are empty vehicles and it is assumed that the majority of these empty departures are intended to fulfil telephone bookings.

The assessment of private hire car overprovision must consider only private hire demand and how this demand is satisfied with both taxis and private hire cars. In this zone, there were 36 private hire cars, which fulfilled the majority of bookings outside Campbeltown. The availability of taxis to undertake private hire bookings, in Campbeltown, is normally high, with vehicles sometimes facing lengthy wait times at taxi ranks, between bookings. During periods of peak demand the wait times for taxis between bookings was lower. However, there were generally vehicles available, even during periods of peak demand. In other localities in the zone, there were indications that availability was limited for much of the time and in particular at night.

We may consider that overprovision relates to excessive availability of licensed vehicles available for pre-booked hires. When considering whether the level of provision of private hire cars is excessive, we should consider if the number of private hire cars leads to excessive availability at different times of day and during different levels of demand. If peak levels of demand are significantly higher than demand at other times (highly peaked) we would not necessarily expect provision to be able to fully meet peak demand, even if provision is generally held to be adequate.

If there are rarely periods when there are no licensed vehicles available to book by telephone, then there may be overprovision, however, some other factors need to be taken into consideration.

When considering the market for pre-booked hires, we need to consider the proportion of the market which is fulfilled by private hire cars and the impact that additional private hire cars joining the fleet may have. Licensed vehicles are operated as independent businesses and as such, are subject to market forces and competition. Access to the market is restricted by licence. Holders of vehicle and driver licences are considered to be fit and proper people who are suitable to hold licences and positions of trust and responsibility. The privilege of being granted a licence also confers some responsibility to provide a public service without discrimination.

If the provision of licensed vehicles to service the demand for pre-booked hire is considered to meet or exceed the level required to meet demand, we should consider whether the level of provision of private hire vehicles results in a negative impact on the public.

Overprovision of private hire vehicles is generally held to mean that the level of provision is higher than the minimum required and that by maintaining or increasing the level of provision, there would be a dis-benefit to the public.

The level of provision of licensed vehicles exceeds the level required to meet demand and provides a surplus of supply at most active times of day, in Campbeltown. However, in other locations within the zone, evidence indicates that there are often periods when supply fails to meet demand.

There is no evidence to suggest that there is a dis-benefit to the public by maintaining the current number of private hire cars. Similarly, there is no evidence to suggest that a modest increase in the number of private hire cars would lead to any dis-benefit to the public.

Consequently, the assessment determined that there is **no overprovision of private hire cars**.

The elderly and people with mobility impairments rely more heavily on the services of licensed vehicles, than the population at large. Feedback from consultation with stakeholders and with the trade, suggested that there are few issues with the availability of wheelchair accessible vehicles and provision of appropriate service to mobility impaired users. It is recognised that there are times when availability of a wheelchair accessible vehicle is limited, owing the small number of suitably equipped vehicles. However, generally wheelchair users are confident that they can travel by wheelchair accessible licensed vehicle when they need one.

Members of the public and the trade were asked if they could identify new locations which would be suitable for the establishment of a new rank. Suggestions were received from both the trade and the public. The potential new rank locations were assessed for suitability. Two locations on Islay were considered suitable for further consideration. These are in Port Ellen and at Islay airport.

# 1 General introduction and background

Argyll & Bute Council is responsible for the licensing of taxi and private hire cars operating within the council area. This report provides the results from the 2019 review of demand for taxis in the Mid Argyll, Kintyre and Islay Taxi Licensing Zone in Argyll & Bute, undertaken using the guidance given in the April 2012 "Taxi and private hire car licensing: Best Practice Guidance for Licensing Authorities" (the BPG). In addition to the survey of demand for taxis, the survey also encompassed a survey of overprovision of private hire cars, in accordance with the requirements of sub-sections (3A)(3B) and (3C) of Section 10 of the Civic Government (Scotland) Act 1982. The commission also encompassed a review of existing taxi ranks and a review of proposed locations for new taxi ranks.

Stakeholder consultation was undertaken by email, and phone-calls as appropriate. On-street questionnaires were undertaken during June 2019, together with the video observation of activity at ranks during June 2019.

Trade consultation was undertaken using an online survey, with links to the survey distributed to the trade by the Council. Additional contact was made directly with a sample of taxi drivers at the ranks and discussion with representatives of private businesses.

At the present time, a local authority is entitled to place a limit on the number of taxi licences under the Civic Government (Scotland) Act 1982 as long as the Council is satisfied that there is no significant unmet demand for the services of taxis within the taxi licensing zone.

At the present time, each licensing authority in Scotland supervises the operations of two different kinds of locally licensed vehicle (carrying eight or less passengers):

- Taxi vehicles which alone are able to wait at ranks and pick up people in the street (ply for hire) as well as accepting pre-bookings;
- Private hire cars, which cannot ply for hire and must be pre-booked.

The "Best Practice Guidance" paragraphs 5.30 to 5.36 explain guidance regarding quantity restrictions on taxi licences. The Scottish Government remains of the view that decisions as to the case for limiting taxi licences should remain a matter for licensing authorities in the light of local circumstances (para 5.32). The key is that 'licensing authorities that presently restrict numbers of taxi licences are, however, encouraged to periodically review this policy and to examine the wider policy direction" (para 5.32).

With respect to the principal subject of this survey, local authorities retain the right to restrict the number of taxi vehicle licenses.

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 taxi vehicle licence must be for a wheelchair accessible vehicle, of various kinds as determined locally. In many places this implies a restricted number of saloon style taxi 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 wheelchair 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 wheelchair accessible fleet, whilst some go as far as also allowing rear-loading conversions. Given the additional price of some of these vehicles, this often implies a restriction on entry to the taxi trade.

Some authorities do not allow vehicles which appear to be taxis, i.e. mainly the London style vehicles, to be within the private hire fleet, whilst others do allow wheelchair vehicles. The most usual method of distinguishing between taxis 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 taxi 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 authorities. 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 and more recently in 2012, in Scotland).

## 2 Local background and context

Mid Argyll, Kintyre and Islay has a population of approximately 20,177 (NRS 2017 Mid-Year Estimates). The main population centres are Campbeltown, with a population of 4,670 and Lochgilphead with a population of 2,300. The population of the Island of Islay is 3,228 (2016-based Settlement Estimates). The remainder of the population are in smaller settlements throughout the area.

Taxis licensed in this taxi zone may only ply for hire within this zone. Private hire cars are licensed across the whole of Argyll & Bute and may operate in any of the taxi zone areas.

There are two active taxi ranks in Campbeltown and one identified rank in Lochgilphead, which was thought to be unused. No taxi ranks operate in any other locations within the taxi zone.

Using information obtained from the public licensing register, there were 36 private hire cars based in the Mid Argyll, Kintyre and Islay zone (based on the registered address of the vehicle licence) and 23 taxis (based on the registered address of the vehicle). These statistics equate to 2.9 licensed vehicles per 1,000 population within the area. Of the 23 taxis, 13 are based in Campbeltown, 3 are based in Lochgilphead and 7 are based on the Isle of Islay. Of the 36 private hire cars, 21 are based in Islay and 4 in Lochgilphead. When we consider the population of Islay (3,228), the provision of licensed vehicles equates to 8.7 per 1,000 population.

With respect to transport interchanges, there are two airports, a heliport at Lochgilphead and an airport at Machrihanish, Campbelltown. There are ferry terminals in Campbeltown, Kennacraig, Tarbert, Port Ellen (Islay), Port Askaig (Islay), Feolin (Jura) and Tayinloan. There are no rail routes in this zone.

### Comparative information to other authorities

Table 1 below compares recent licensed vehicle numbers for Argyll & Bute as a whole and the Mid Argyll, Kintyre and Islay zone, with other Scottish authorities. The table is ordered in increasing proportions of total licensed vehicles per 1,000 population. Statistics for the Mid Argyll, Kintyre and Islay zone and for Scotland as a whole are included at the end of the table and figure, for comparison. Zone statistics are not available for all the range of statistics, in which case only the overall Argyll and Bute information is presented.

### Table 1 - Licensed vehicle proportions

| Licensing Area | Population | Taxi Vehicles | Private Hire Cars | Total Licensed Vehicles | Taxis per 1,000 population | Private Hire Cars per 1,000 population | Total licensed vehicles per 1,000 population |
|---|---|---|---|---|---|---|---|
| Glasgow City | 621,020 | 1,420 | 3,759 | 5,179 | 2.3 | 6.1 | 8.3 |
| City of Edinburgh | 513,210 | 1,316 | 2,165 | 3,481 | 2.6 | 4.2 | 6.8 |
| East Dunbartonshire | 108,130 | 315 | 343 | 658 | 2.9 | 3.2 | 6.1 |
| Renfrewshire | 176,830 | 235 | 836 | 1,071 | 1.3 | 4.7 | 6.1 |
| Shetland Islands | 23,080 | 80 | 58 | 138 | 3.5 | 2.5 | 6.0 |
| South Lanarkshire | 318,170 | 345 | 1,470 | 1,815 | 1.1 | 4.6 | 5.7 |
| North Lanarkshire | 339,960 | 493 | 1,395 | 1,888 | 1.5 | 4.1 | 5.6 |
| Dundee City | 148,710 | 575 | 195 | 770 | 3.9 | 1.3 | 5.2 |
| East Renfrewshire | 94,760 | 60 | 430 | 490 | 0.6 | 4.5 | 5.2 |
| Aberdeen City | 228,800 | 899 | 243 | 1,142 | 3.9 | 1.1 | 5.0 |
| West Dunbartonshire | 89,610 | 336 | 79 | 415 | 3.7 | 0.9 | 4.6 |
| Na h-Eileanan Siar | 26,950 | 95 | 25 | 120 | 3.5 | 0.9 | 4.5 |
| Inverclyde | 78,760 | 239 | 55 | 294 | 3.0 | 0.7 | 3.7 |
| Falkirk | 160,130 | 427 | 146 | 573 | 2.7 | 0.9 | 3.6 |
| Highland | 235,180 | 601 | 215 | 816 | 2.6 | 0.9 | 3.5 |
| West Lothian | 181,310 | 121 | 437 | 558 | 0.7 | 2.4 | 3.1 |
| Aberdeenshire | 261,800 | 470 | 296 | 766 | 1.8 | 1.1 | 2.9 |
| South Ayrshire | 112,680 | 136 | 183 | 319 | 1.2 | 1.6 | 2.8 |
| Argyll and Bute | 86,810 | 179 | 56 | 235 | 2.1 | 0.6 | 2.7 |
| East Lothian | 104,840 | 139 | 130 | 269 | 1.3 | 1.2 | 2.6 |
| Scottish Borders | 115,020 | 214 | 75 | 289 | 1.9 | 0.7 | 2.5 |
| Orkney Islands | 22,000 | 30 | 24 | 54 | 1.4 | 1.1 | 2.5 |
| Midlothian | 90,090 | 52 | 153 | 205 | 0.6 | 1.7 | 2.3 |
| Fife | 371,410 | 485 | 350 | 835 | 1.3 | 0.9 | 2.2 |
| Dumfries and Galloway | 149,200 | 228 | 104 | 332 | 1.5 | 0.7 | 2.2 |
| Stirling | 94,000 | 76 | 125 | 201 | 0.8 | 1.3 | 2.1 |
| Perth and Kinross | 151,100 | 112 | 208 | 320 | 0.7 | 1.4 | 2.1 |
| North Ayrshire | 135,790 | 220 | 67 | 287 | 1.6 | 0.5 | 2.1 |
| Clackmannanshire | 51,450 | 56 | 49 | 105 | 1.1 | 1.0 | 2.0 |
| Moray | 95,780 | 166 | 25 | 191 | 1.7 | 0.3 | 2.0 |
| East Ayrshire | 121,940 | 125 | 85 | 210 | 1.0 | 0.7 | 1.7 |
| Angus | 116,280 | 111 | 62 | 173 | 1.0 | 0.5 | 1.5 |
| Mid Argyll, Kintyre and Islay zone (A&B) | 20,177 | 23 | 36 | 59 | 1.1 | 1.8 | 2.9 |
| **Scotland** | **5,404,700** | **10,536** | **12,122** | **22,658** | **1.9** | **2.2** | **4.2** |

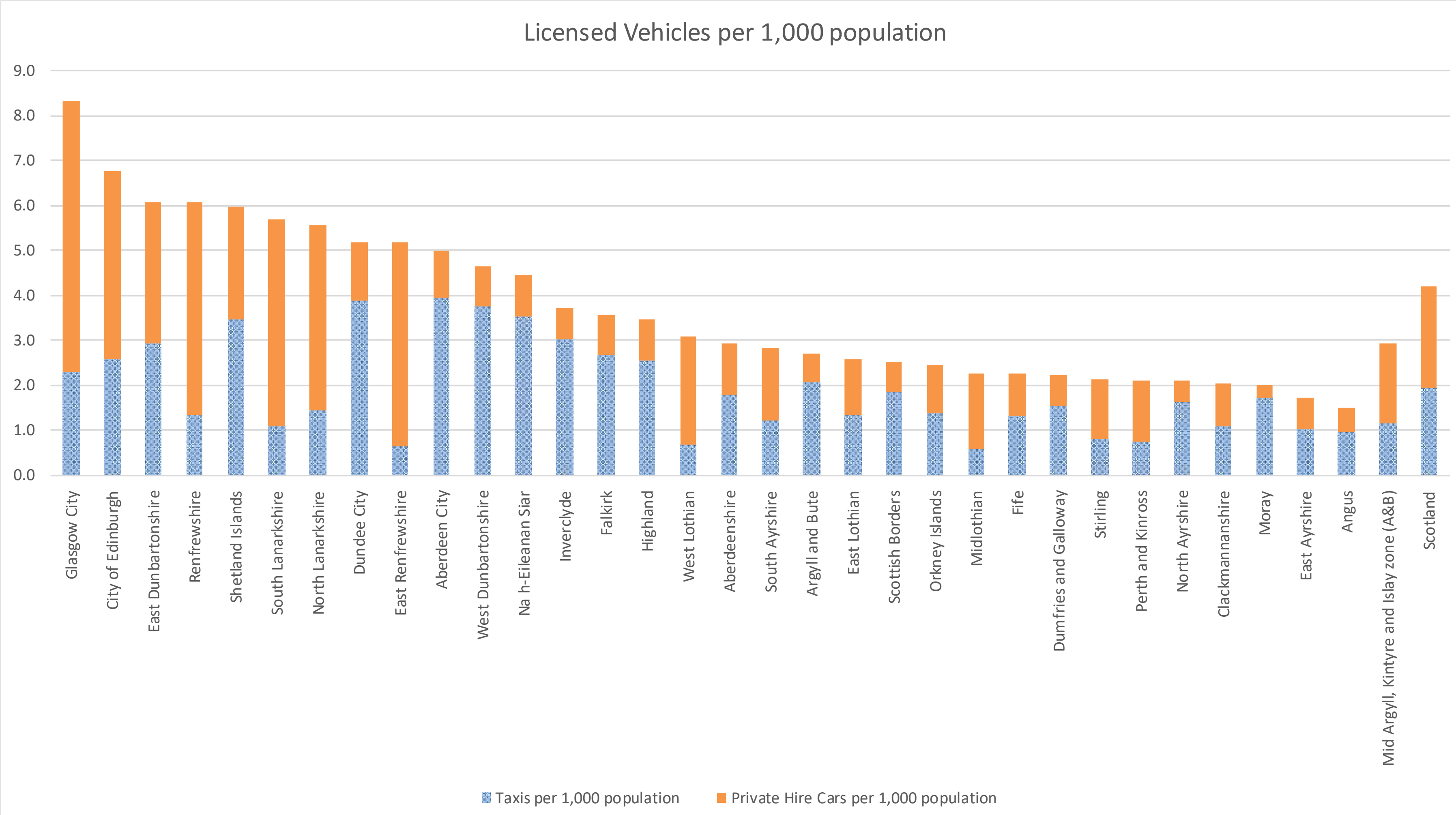



**Figure 1 - Comparison of licensed vehicle provision as a proportion of population**

Table 1 above shows Argyll & Bute as a whole is ranked twelfth highest, regarding the proportion of taxis per 1,000 population in Scotland. At 2.1 taxis per 1,000 population, the value is more than the Scottish average of 1.9 taxis per 1,000 population.

The proportion of private hire cars per 1,000 population in Argyll & Bute is relatively low at 0.6 private hire cars per 1,000 population. This is slightly more than quarter of the Scottish average of 2.2 private hire cars per 1,000 population.

Within the Mid Argyll, Kintyre and Islay zone, the proportion of taxis per 1,000 population is lower than that for Argyll & Bute as a whole, whilst the proportion of private hire cars is higher than for Argyll & Bute as a whole. The overall ratio of licensed vehicles per 1,000 population is slightly higher than that of Argyll & Bute as a whole.

### Vehicle availability

The availability of a vehicle for personal travel can influence how reliant people are on the use of public transport, including the use of licensed vehicles. The vehicle availability statistics, per 1,000 population aged 17+ years (driving age) are published as part of the Scottish Transport Statistics. The statistics are aggregated by local authority area. The following table presents the statistics across Scotland. Argyll & Bute is ranked as 13th highest vehicle availability and higher than average for Scotland as a whole. Vehicles include cars, vans and motorcycles which may be used for personal transport.

The statistics tend to indicate that authority areas with lower population densities have higher vehicle availability than the more highly urbanised authorities.

**Table 2 - Vehicle availability**

| Area | Cars, Vans, Motorcycles and Exempt vehicles registered per 1,000 people aged 17+ |
|---|---|
| Renfrewshire | 913 |
| Orkney Islands | 903 |
| Aberdeenshire | 879 |
| Shetland Islands | 872 |
| Stirling | 866 |
| Eilean Siar | 806 |
| Scottish Borders | 799 |
| Dumfries & Galloway | 793 |
| Highland | 779 |
| Angus | 760 |
| Perth & Kinross | 753 |
| Moray | 752 |
| Argyll & Bute | 730 |
| East Lothian | 704 |
| West Lothian | 701 |
| Midlothian | 699 |
| Clackmannanshire | 697 |
| Falkirk | 690 |
| South Ayrshire | 688 |
| East Renfrewshire | 686 |
| East Dunbartonshire | 683 |
| Fife | 680 |
| East Ayrshire | 670 |
| South Lanarkshire | 654 |
| North Lanarkshire | 643 |
| North Ayrshire | 635 |
| West Dunbartonshire | 588 |
| Inverclyde | 574 |
| Aberdeen City | 557 |
| Dundee City | 506 |
| Edinburgh, City of | 457 |
| Glasgow, City of | 441 |
| Scotland | 665 |

## Public transport vehicle proportions

The availability of public transport vehicles per 1,000 population can also provide an indication of alternative means of transport to private vehicles, or licensed vehicles. Scottish Transport Statistics provide data regarding the number of registered public transport vehicles in each local authority

area. Public transport vehicles are those with nine or more passenger seats.

Argyll & Bute is ranked 28th in terms of public transport vehicles per 1,000 people aged 17+. This is a relatively low level of provision and below the average for Scotland as a whole.

**Table 3 - Public transport vehicle proportions**

| Area | Public Transport Vehicles (9+ seats) per 1,000 people aged 17+ |
|---|---|
| North Ayrshire | 7.39 |
| Midlothian | 6.67 |
| North Lanarkshire | 6.63 |
| Perth & Kinross | 5.42 |
| East Dunbartonshire | 4.00 |
| East Lothian | 3.67 |
| Glasgow, City of | 3.22 |
| Falkirk | 3.21 |
| Moray | 3.16 |
| Scottish Borders | 3.10 |
| Highland | 2.99 |
| Angus | 2.84 |
| Shetland Islands | 2.74 |
| West Dunbartonshire | 2.73 |
| East Renfrewshire | 2.72 |
| South Lanarkshire | 2.37 |
| Aberdeenshire | 2.26 |
| Dumfries & Galloway | 2.14 |
| West Lothian | 2.08 |
| Orkney Islands | 2.05 |
| Stirling | 2.01 |
| Fife | 1.96 |
| Eilean Siar | 1.92 |
| Edinburgh, City of | 1.88 |
| East Ayrshire | 1.79 |
| Aberdeen City | 1.74 |
| South Ayrshire | 1.74 |
| Argyll & Bute | 1.52 |
| Renfrewshire | 1.44 |
| Inverclyde | 1.38 |
| Dundee City | 1.29 |
| Clackmannanshire | 1.02 |
| Scotland | 2.64 |

LVSA

Argyll and Bute has above average levels of vehicle availability and below average public transport vehicle provision. These features are typical of a largely rural area. As such, public transport, including licensed vehicles, is generally less commonly available in rural areas and is concentrated in larger settlements. Rural populations are more reliant on their own transport, leading to higher vehicle availability in rural areas.

### Ferry demand

Interchange with other public transport modes can provide demand for licensed vehicles. Several ferry services link Portavadie, Ardrossan Islay and Gigha.

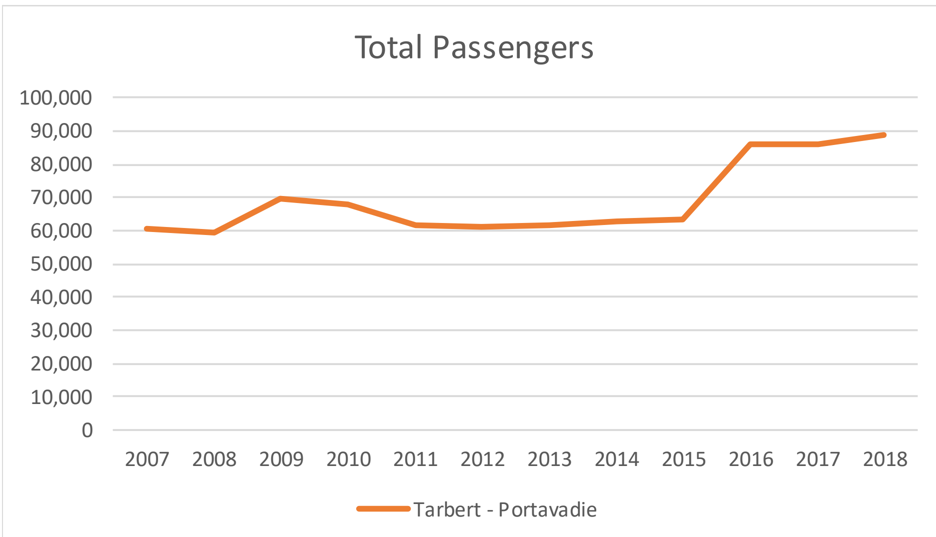



**Figure 2 – Tarbert - Portavadie Services Annual Passengers**

Passenger volumes using ferry services to and from Tarbert have tended to increase in recent years.

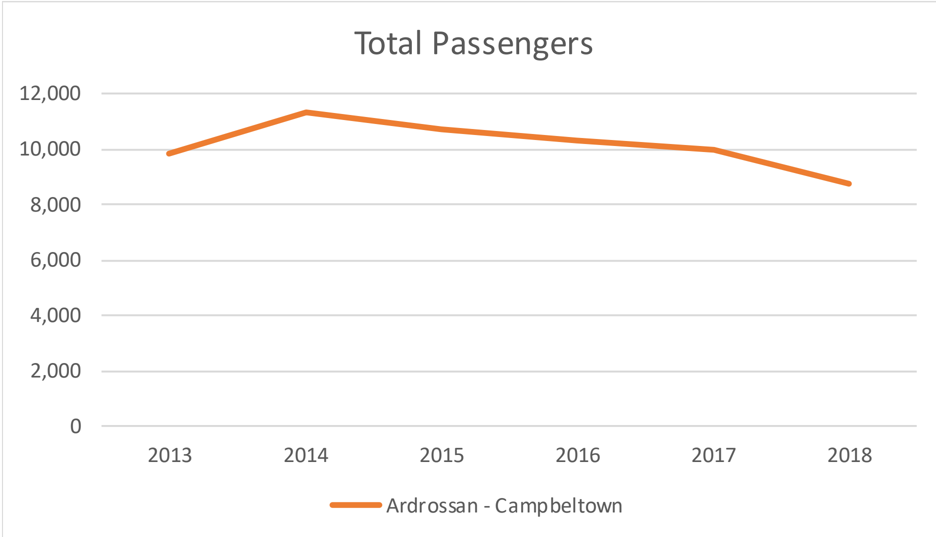



**Figure 3 – Campbeltown - Ardrossan Ferry Services Annual Passengers**

The Campbeltown ferry services have experienced a decline in passenger numbers in recent years.

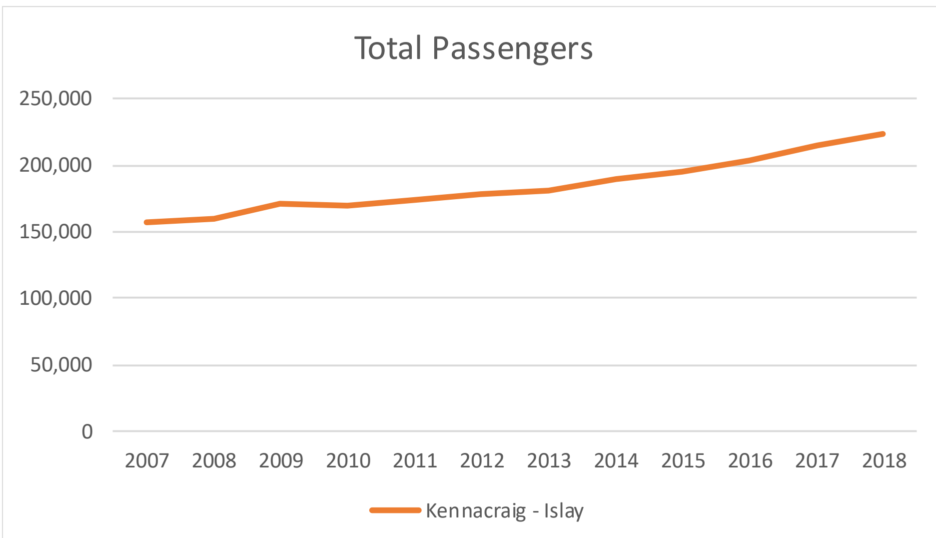



**Figure 4 - Kennacraig - Islay Services Annual Passengers**

The ferry services to Islay (both Port Ellen and Port Askaig) have experienced a progressive increase in passenger numbers in recent years.

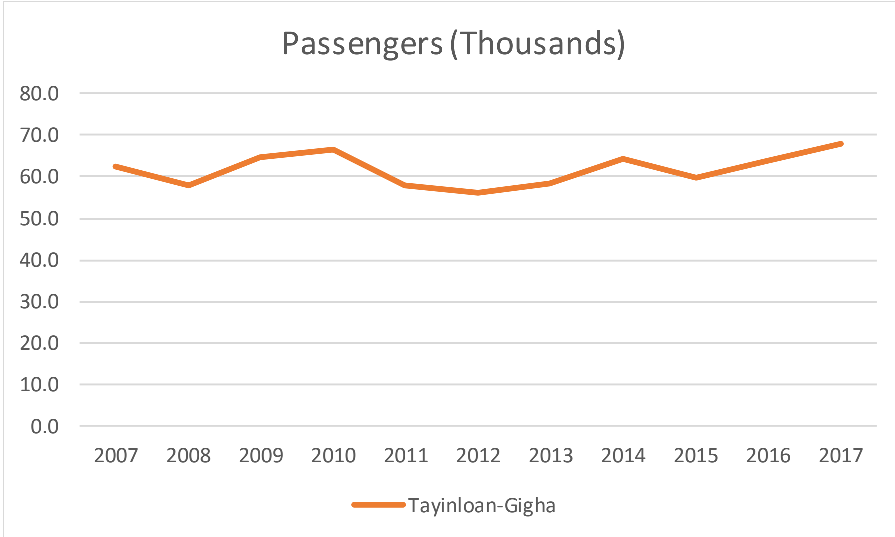



**Figure 5 - Tayinloan - Gigha Services Annual Passengers**

Tayinloan passenger service volumes have fluctuated around a consistent mean value in recent years.

### Driver ratios

The current statistics suggest 81 taxi drivers and 35 private hire car drivers for 23 taxis and 36 private hire cars. Holders of taxi driver licences may also drive private hire cars. The proportion of 1.97 drivers per licensed vehicle suggests there may be some multi-shift operation of licensed vehicles.

Looking at ratios in Campbeltown and on Islay in particular, on Islay, it is estimated that there were 21 private hire car drivers and 28 taxi drivers. This is a ratio of 1.75 drivers per licensed vehicle. In Campbeltown, there are no private hire drivers and 41 taxi drivers. This is a driver ratio of 2.93 drivers per vehicle.

### Fares

Argyll & Bute taxi fares are summarised below, as last set on22nd April 2019:

Tariff 1 – Hirings from ranks or "flag" between 7am and 10pm

Initial charge (860 yards or part thereof) - £3.00

Subsequent charge (each 176 yards or part thereof) - 20 pence

Tariff 2 - Hirings from ranks or "flag" between 10pm and 7am

Initial charge (860 yards or part thereof) - £3.60

Subsequent charge (each 150 yards or part thereof) - 20 pence

Tariff 2 also applies to hirings from ranks or “flag” between 6pm and 10pm on December 24th; between 6pm and 10pm on December 31st; and between 7am on 2nd January and 7am on 3rd January

Tariff 3 - Hiring from ranks or “flag” between 10pm 24th December and 7am 27th December and 10pm 31st December and 7am 2nd January

Initial Charge (860 yards or part thereof) - £4.20

Subsequent Charge (each 120 yards or part thereof) - 20 pence

Soiling Charge - £100 maximum (with permission to display warning signs indicating that there may be an additional charge for any potential loss of earnings suffered as a consequence)

Waiting Time – 35 pence per minute commencement of journey, charged on a pro rate basis per second

Taxi called by mean of telephone – 30 pence additional charge

Large Mini-bus type vehicle (carrying 5 or more passengers together at their own request)-

a) Where Tariff 1 would apply – charge Tariff 2

b) Where Tariff 2 would apply – charge Tariff 3

c) Where Tariff 3 would apply – surcharge £1.00

Fee by negotiation – for all journeys commencing within but finishing outwith Argyll and Bute, in a place of the above charges, such fares may be charged as prior to the acceptance of the hire, were proposed to the hirer and accepted by him/her

Ferry Fares – The hirer shall be liable for the cost of a return ferry fare for any journey involving a ferry

### National ranking of fares

Private Hire and Taxi Monthly magazine publish monthly league tables of the metred fares for taxis in Licensing Authorities in the UK. The Tariff 1 fares for a two mile journey (distance costs only) are compared and ranked. The lower the ranking (number), the more expensive the journey, compared with other authorities. The July 2019 table indicated that the fares in Argyll & Bute were ranked 103 out of 366 authorities listed. This indicates that taxis in Argyll & Bute are more expensive than for most authorities.

A comparison of the fares ranking of Scottish authorities is presented in Table 4.

**Table 4 - Average fare ranking of Scottish authorities**

| Local Authority | Fare | Rank (UK) | Rank (Scotland) |
|---|---|---|---|
| East Lothian | £7.00 | 16 | 1 |
| Fife | £6.60 | 60 | 2 |
| Moray | £6.60 | 63 | 3 |
| Glasgow | £6.50 | 71 | 4 |
| Edinburgh | £6.35 | 95 | 5 |
| Mid Lothian | £6.22 | 102 | 6 |
| Argyll & Bute | £6.20 | 103 | 7 |
| Clackmannan | £6.10 | 131 | 8 |
| South Ayrshire | £6.10 | 138 | 9 |
| Shetland | £6.05 | 142 | 10 |
| Aberdeenshire | £6.00 | 143 | 11 |
| Scottish Borders | £5.85 | 185 | 12 |
| East Kilbride (South Lanarkshire) | £5.80 | 191 | 13 |
| Highland | £5.80 | 194 | 14 |
| Orkney | £5.80 | 200 | 15 |
| Rutherglen (South Lanarkshire) | £5.80 | 203 | 16 |
| East Ayrshire | £5.75 | 216 | 17 |
| Angus | £5.70 | 218 | 18 |
| Renfrewshire | £5.70 | 224 | 19 |
| Stirling | £5.70 | 226 | 20 |
| Dundee | £5.66 | 229 | 21 |
| Aberdeen | £5.60 | 230 | 22 |
| West Lothian | £5.60 | 247 | 23 |
| Dumfries & Galloway | £5.50 | 251 | 24 |
| Falkirk | £5.50 | 256 | 25 |
| Dumbarton & Vale of Leven (West Dunbartonshire) | £5.40 | 271 | 26 |
| Perth & Kinross | £5.40 | 274 | 27 |
| East Dunbartonshire | £5.34 | 284 | 28 |
| East Renfrew | £5.30 | 289 | 29 |
| North Ayrshire | £5.30 | 293 | 30 |
| Clydebank | £5.20 | 305 | 31 |
| Inverclyde | £5.20 | 310 | 32 |
| Clydesdale (South Lanarkshire) | £5.20 | 312 | 33 |
| North Lanarkshire | £5.00 | 327 | 34 |
| Western Isles | £4.85 | 337 | 35 |
| Hamilton (South Lanarkshire) | £4.80 | 340 | 36 |

## 3 Patent demand measurement (rank surveys)

The Table below indicates the list of taxi ranks which were surveyed for this unmet demand survey.

**Table 5 - Ranks Surveyed**

| Rank | Spaces (approx) | Comments |
|---|---|---|
| Campbeltown Main Street, (Town Hall) | 4 | Located near the Town Hall and Argyll Arms Hotel |
| Campbeltown Main Street, (Home Bargains) | 7 | Located outside Home Bargains |
| Lochgilphead | 2 | Located on Lochnell Street, near the public toilets |

Activity at all ranks was assessed from the morning of Thursday 6th June to the morning of Sunday 9th June 2019. The volume of passengers and taxis was recorded, together with taxi vehicle queue lengths and waiting times or queue lengths for any waiting passengers.

Full details of tabulated hourly passenger and Taxi volumes and waiting times for Taxis, are presented in Appendix A. Summary results are presented below. The results for all ranks are presented in 3D graphs, in order that the relative magnitude of passenger volumes, vehicle volumes and vehicle waiting times at ranks, can be presented and compared across all ranks. In addition, data aggregated across all ranks is presented in simple line graphs, to present the profile of demand, and passenger waiting.

The rank at Lochgilphead was unused and has been excluded from the graphs.

The taxi ranks were surveyed, using video cameras fixed to nearby lamp posts or sign posts. The footage was later processed to determine the volumes of passengers and taxis passing through each rank.

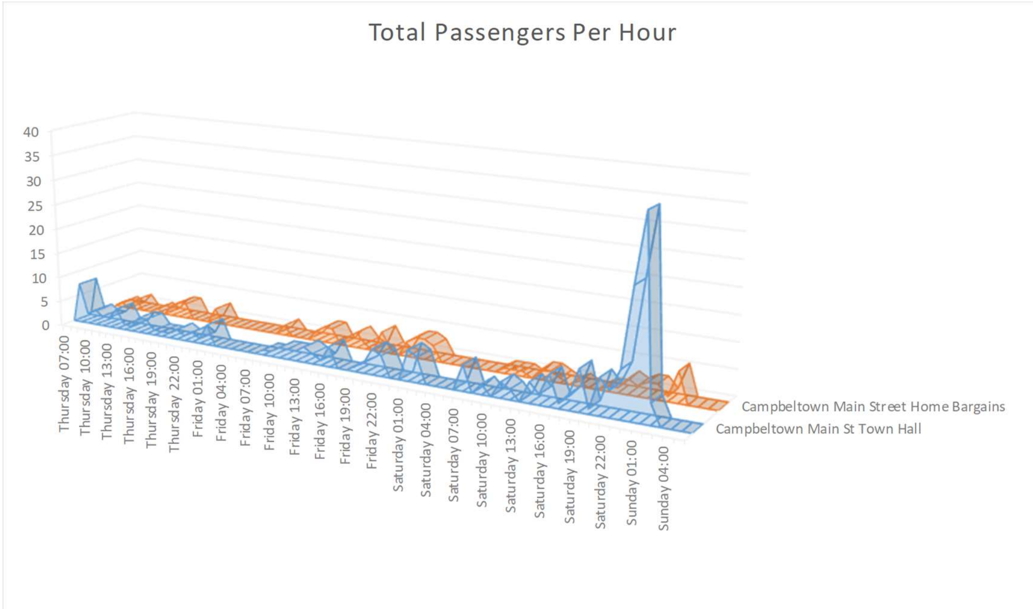



**Figure 6 - Total passenger volumes using each rank**

Figure 6 presents comparative profiles of passenger demand for each rank.

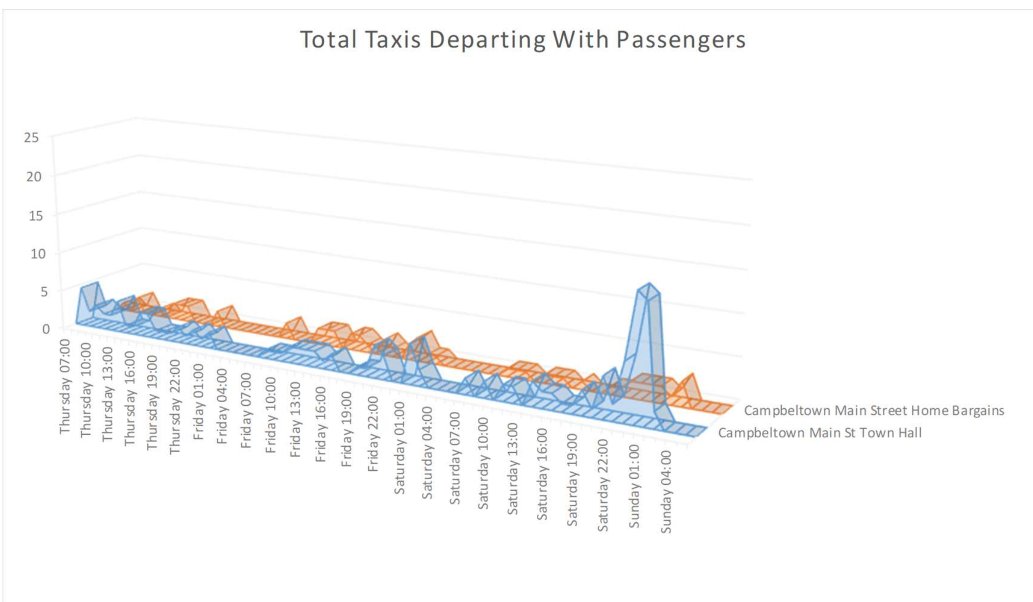



**Figure 7 - Total taxis departing each rank with passengers**

Not all taxis leave the rank with passengers on board.

## Profile of demand

All of the rank hires observed occurred at the two ranks in Campbeltown.

Most of the departures from the ranks were by empty vehicles. This is normally a strong indicator that many of the vehicles leave for pre-booked hires.


**Figure 8 - Total hourly taxi hires volume aggregated across all ranks**

There was low level activity throughout each day from morning to late night. There was no notable increase in activity on Thursday or Friday night. However, activity on Saturday night was several orders of magnitude higher than at other times.

As the level of demand increased sharply on Saturday night, the profile of demand is considered to be peaked.

## Taxis departing ranks empty

Taxis may depart a rank without passengers for several reasons. The most common reasons are in response to a booking, or in order to move on to another rank which is felt to offer a better prospect of a hire.

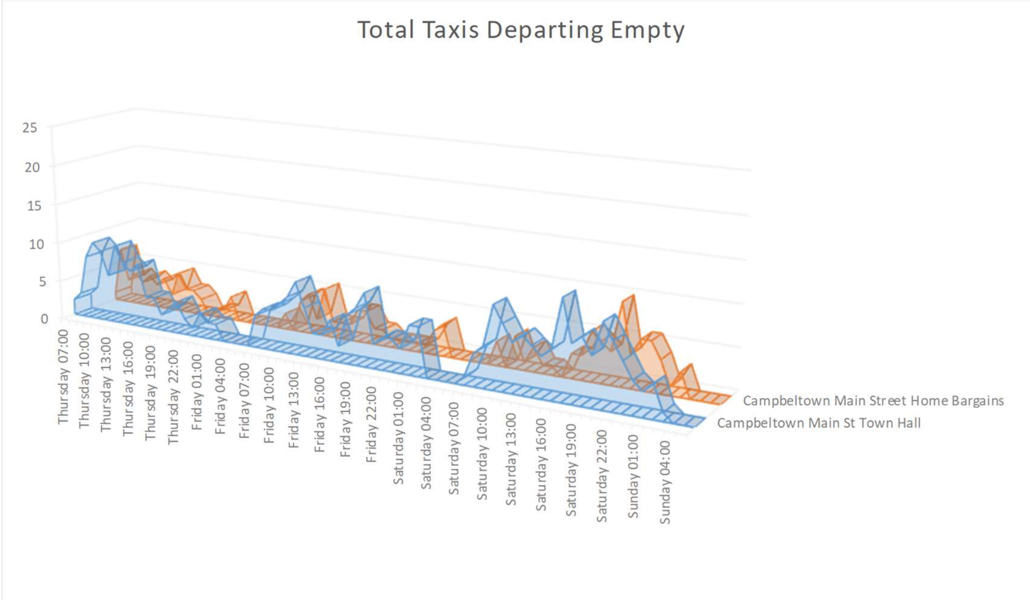



**Figure 9 – Hourly total number of taxis which leave the ranks empty**

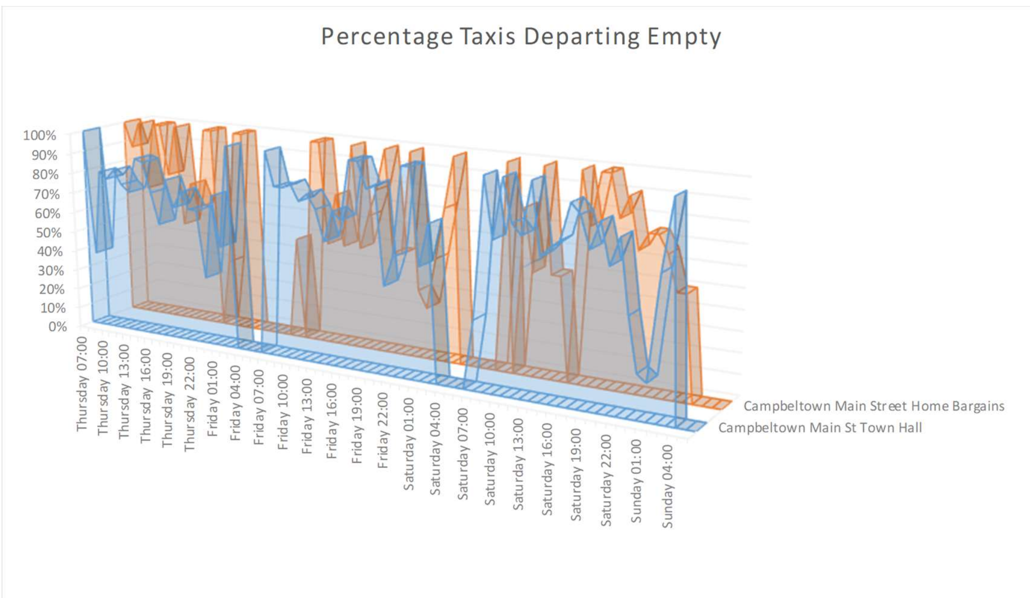



**Figure 10 - Proportion of taxis at each rank which leave the ranks empty**

The proportion of taxis leaving each rank empty, as a percentage of all taxis passing through each rank, was generally high. During some hours at some ranks, all departing taxis were empty. The majority of all observed departures from the ranks, were empty.

## Taxi vehicle waiting times at the ranks

Taxis spend much of their time waiting at ranks for customers to hire the vehicles from the ranks or waiting for a customer to hire the taxis by telephone or other booking means. The average time that vehicles spend waiting at the ranks is presented in the following figure.

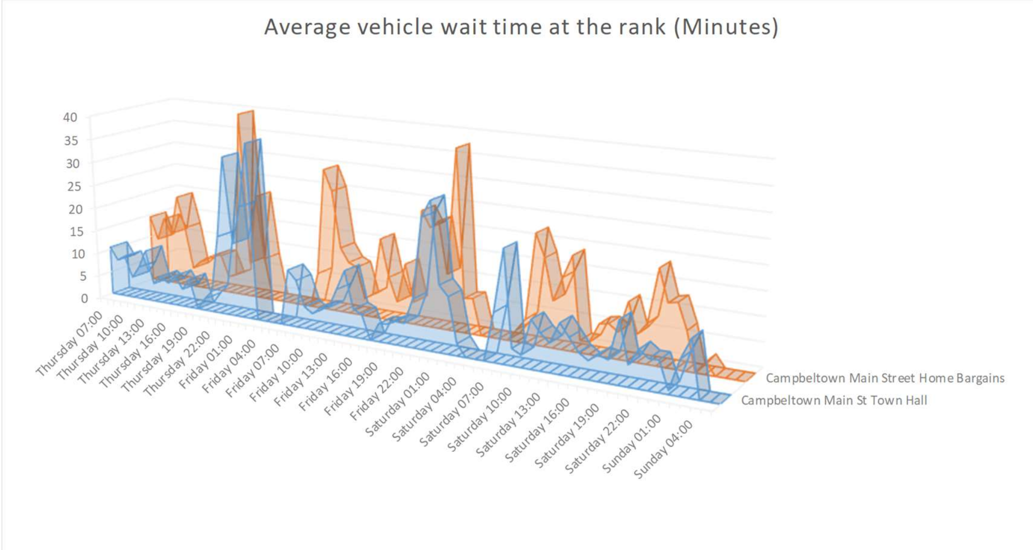



**Figure 11 - Average vehicle waiting time [minutes] at each rank**

The average time taxi vehicles spent waiting at taxi rank varies by rank and by time of day.

## Passenger profile

The profile of total passengers follows a similar profile to that of total hires across all ranks. This indicates that the number of passengers hiring each taxi (load factor) from the rank does not vary significantly through each day.

## Passenger waiting

Unmet demand relates to passengers who had to wait for a taxi to arrive at a rank, or who gave up waiting for a taxi to arrive at the rank, or didn't try to hire a taxi at a rank, in the expectation that taxis would not be found there. The degree of significance of unmet demand relates to what proportion of passengers had to wait for a taxi to arrive (or gave up), together with the time they waited and related to the time of day that waiting occurred and overall passenger volumes.

It is inevitable that some passengers will have to wait for taxis to arrive at ranks from time to time. However, such unmet demand is unlikely to be deemed to be significant unless passenger waiting if persistent and for lengthy durations.

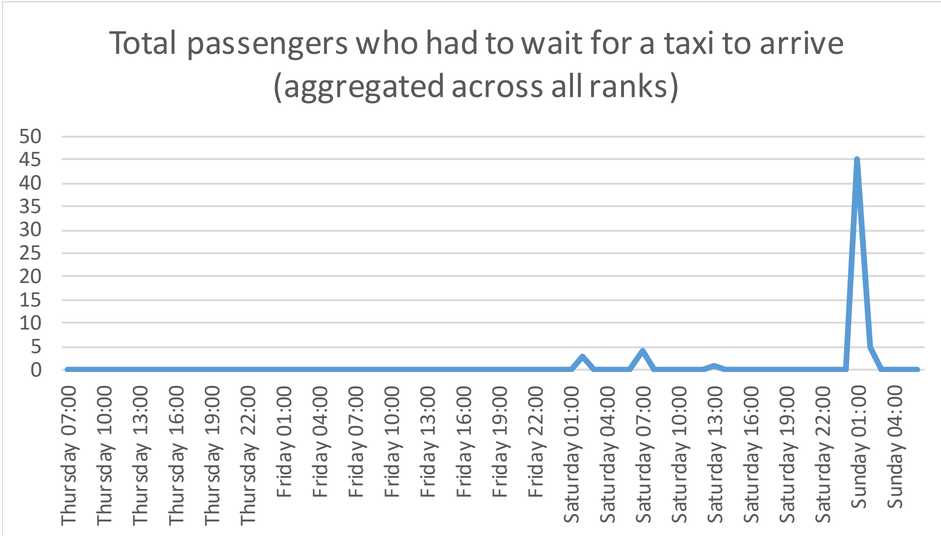



**Figure 12 - Number of passengers who had to wait for a taxi**

Passengers were deemed to have waited for a taxi to arrive at a rank if there were not taxis present at the rank and available for hire, when the passengers arrived.  This is distinct from occasions when passenger queues formed at times of high demand, waiting to board a queue of waiting taxis.  On such occasions, the passenger wait was due to the logistical operation of the rank, such as waiting for a queued vehicle to pull up to the boarding area, rather than due to lack of availability.

Passenger waiting could be characterised as occasional, for most of the observed period.  However, on Saturday night, a persistent passenger queue formed at the Campbeltown Main Street, Town Hall rank, on Saturday night.  Once formed, the queue of passengers remained present for extended periods with new passengers joining the queue before passengers who were already waiting, were picked up by taxi.

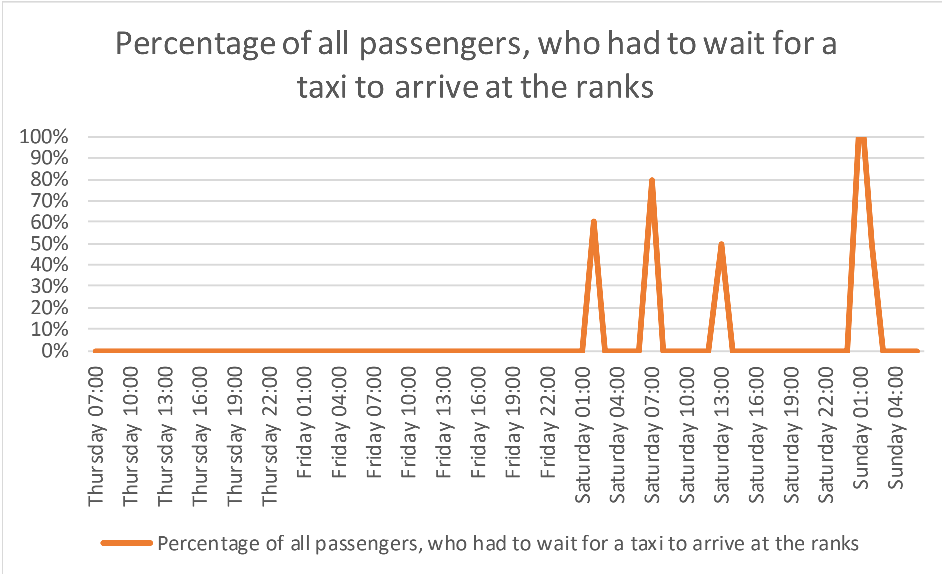



**Figure 13 - Percentage of passengers who had to wait for a taxi**

Aggregated over all passenger observations, 11% of all passengers had to wait for a taxi to arrive at the ranks.

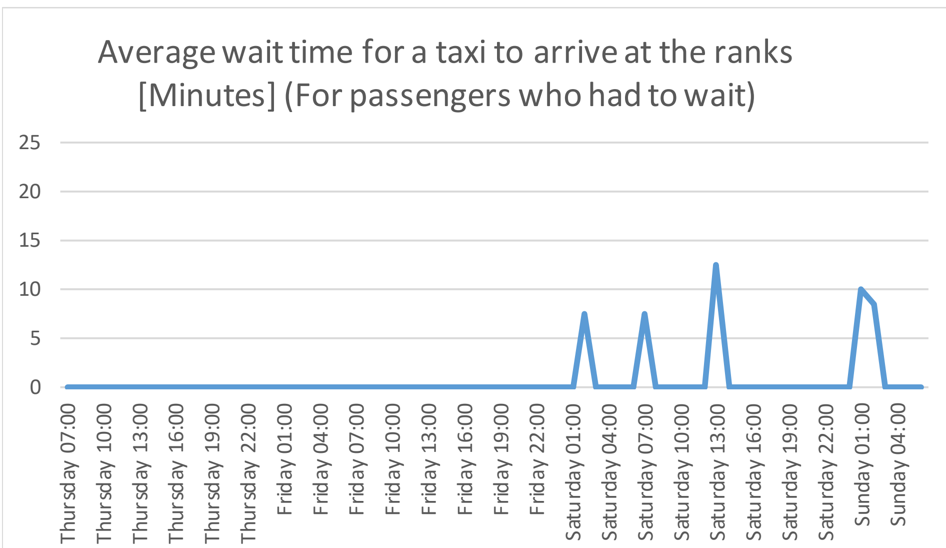



**Figure 14 - Average wait time for passengers who had to wait for a taxi to arrive at the ranks**

The average time that those passengers who had to wait for a taxi to arrive, spent waiting, was generally between 5 and 10 minutes.

When we consider the average waiting time for all passengers, including those who didn’t have to wait, the average wait time was 1 minute and 7 seconds.

Daily statistics from the rank surveys are presented in the following tables:

### Table 6 - Daily rank statistics Thursday to Friday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi | Average vehicle wait time at the ranks per taxi (minutes) |
|---|---|---|---|---|---|---|
| **Total for all locations** | **149** | **51** | **200** | **59** | **1.2** | **8** |
| Campbeltown Main St Town Hall | 98 | 37 | 135 | 42 | 1.1 | 8 |
| Campbeltown Main Street Home Bargains | 51 | 14 | 65 | 17 | 1.2 | 9 |
| Lochgilphead | 0 | 0 | 0 | 0 | 0.0 | 0 |

### Table 7 - Daily rank statistics Friday to Saturday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi | Average vehicle wait time at the ranks per taxi (minutes) |
|---|---|---|---|---|---|---|
| **Total for all locations** | **150** | **51** | **201** | **74** | **1.5** | **10** |
| Campbeltown Main St Town Hall | 103 | 30 | 133 | 41 | 1.4 | 8 |
| Campbeltown Main Street Home Bargains | 47 | 21 | 68 | 33 | 1.6 | 12 |
| Lochgilphead | 0 | 0 | 0 | 0 | 0.0 | 0 |

### Table 8 - Daily rank statistics Saturday to Sunday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi | Average vehicle wait time at the ranks per taxi (minutes) |
|---|---|---|---|---|---|---|
| **Total for all locations** | **199** | **87** | **282** | **152** | **1.7** | **7** |
| Campbeltown Main St Town Hall | 127 | 66 | 193 | 123 | 1.9 | 6 |
| Campbeltown Main Street Home Bargains | 68 | 21 | 89 | 29 | 1.4 | 10 |
| Lochgilphead | 0 | 0 | 0 | 0 | 0.0 | 0 |

### Table 9 - Aggregate rank statistics Thursday to Sunday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi |
|---|---|---|---|---|---|
| **Total for all locations** | **498** | **189** | **683** | **285** | **1.5** |
| Campbeltown Main St Town Hall | 328 | 133 | 461 | 206 | 1.5 |
| Campbeltown Main Street Home Bargains | 166 | 56 | 222 | 79 | 1.4 |
| Lochgilphead | 0 | 0 | 0 | 0 | 0.0 |

As a sense check, it is prudent to consider the total observed hires against the number of taxis in the fleet. Currently there are 23 taxis. When we consider the total number of taxis departing the ranks with passengers (total rank based hires) against the number of taxis, the average number of hires per taxi was 8.2. This would imply that if all taxis were operating from the ranks and achieved an equal share of hires, each would have undertaken around 8 hires over the three days observed. If we were to assume the average shift duration was 8 hours, this would imply an average of around one hire every three hours. This level of business could not sustain the fleet from rank based hires only.

## 4 General public views

It is very important that the views of people within the area are obtained about the service provided by taxi and private hire. A key element which these surveys seek to discover is specifically if people have given up waiting for taxis 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 taxi 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 taxis waiting at ranks.

These surveys tend to be undertaken during the daytime period when more people are available. 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 taxis 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.

The survey obtained results from 57 responses obtained through an online survey and 71 responses face to face.

The results from the face to face and online survey are reported separately in the following table.

**Table 10 - Public consultation survey results**

| Question | Response | Online survey | On street |
|---|---|---|---|
| In the last three months, have you made one or more trips by taxi or private hire car in Argyll & Bute? | Yes | 63% | 49% |
| | No | 37% | 51% |
| For your most recent trip by taxi or private hire car, what kind of vehicle did you use? | Wheelchair accessible taxi vehicle | 0% | 0% |
| | Saloon car | 81% | 71% |
| | Minibus / people carrier | 14% | 26% |
| | Don't recall | 5% | 3% |

| | | | |
|---|---|---|---|
| Respondents were asked to describe the ways that private hire cars may be hired? | Accurately described | 69% | 92% |
| | Inaccurately described | 24% | 6% |
| | Not Sure / Don't know | 7% | 3% |
| Respondents were asked to describe the ways that a taxi may be hired? | Accurately described | 55% | 92% |
| | Inaccurately described | 45% | 6% |
| | Not Sure / Don't know | 0% | 3% |
| How did you hire the most recent taxi or private hire car that you used? | At a taxi rank | 27% | 26% |
| | Hailed in the street | 7% | 0% |
| | By telephoning a company | 63% | 60% |
| | Emailed booking office | 2% | 0% |
| | App or website | 0% | 14% |
| If you used an App, which one did you use? | • Uber | | |
| Did you require a taxi or private hire car immediately or did you pre-book for another time? | Immediately | 86% | 95% |
| | Future | 14% | 5% |
| If pre-booked for another time, how close to the booked time did the taxi arrive? | On time | 0% | 100% |
| | More than 15 minutes early | 17% | 0% |
| | Early, less than 5 minutes early | 33% | 0% |
| | At the agreed time | 33% | 0% |
| | 5 to 10 minutes late | 17% | 0% |
| Did you have to wait for a vehicle to be available? | Yes | 31% | 0% |
| | No | 69% | 100% |
| If you had to wait for a vehicle to be available, how long did you have to wait, or what length of time was quoted? | Less than 10 minutes | 36% | 0% |
| | Wait for over 10 minutes | 27% | 0% |
| | Wait for over 30 minutes | 27% | 0% |
| | Nothing available for 2 hours | 9% | 0% |
| Were you satisfied with the service you received in terms of time to arrive and journey time? | Yes | 88% | 100% |
| | No | 12% | 0% |

| | | | |
|---|---|---|---|
| Could private hire car services in Argyll & Bute be improved? | Yes | 81% | 9% |
| | No | 19% | 91% |
| What improvements would you like to see? [Responses listed in order of popularity] | • Cheaper prices<br>• Smoke smell inside car<br>• More accessible cars<br>• More taxis in rural areas<br>• More taxis on streets/at the ranks<br>• More larger vehicles<br>• More vehicles in the evenings<br>• Better drivers<br>• Less use of sat navs | | |
| For your most recent trip in a taxi or private hire car, how would you rate the following aspects, with 1 very poor and 5 very good [Average score presented] | Vehicle Cleanliness | 3.8 | 3.9 |
| | State of vehicle repair | 3.9 | 4.0 |
| | Driver behaviour | 4.0 | 4.0 |
| | Driver appearance | 3.7 | 3.9 |
| | Driver hygiene | 3.8 | 4.0 |
| | Driver attire / smartness | 3.8 | 4.2 |
| | Price | 3.2 | 3.9 |
| | Customer service | 3.8 | 4.1 |
| For any aspects that you rated poor or very poor, could you provide further details regarding why you provided this rating? [Responses listed in order of popularity] | • High fares<br>• Driver not helpful<br>• New driver | | |
| Regarding your last trip by taxi or private hire car, at what time of day you obtain your taxi? | Daytime, (before 6pm) | 36% | 63% |
| | Evening (Between 6pm and 10 pm | 45% | 34% |
| | Night (after 10pm) | 19% | 0% |
| | Don't recall | 0% | 3% |
| Regarding this last trip: Were you or anyone in your party disabled? e.g. mobility impaired, visually impaired or a wheel chair user | Yes, another member of the party | 12% | 0% |
| | Yes, the respondent | 0% | 0% |
| | No | 88% | 100% |
| Was the taxi or private hire car that you used for the last trip suitable in terms of ease of access and egress? | Yes | 95% | 100% |
| | No | 5% | 0% |
| Did you face any difficulties with your last journey in a taxi or private hire car? | Yes | 0% | 0% |
| | No | 100% | 100% |

| | | | |
|---|---|---|---|
| Do you feel that taxis and private hire cars offer good service to people with mobility impairments, including wheelchair users? | Yes | 22% | 94% |
| | No | 24% | 6% |
| | Don't know / no opinion | 54% | 0% |
| Do you feel that there are enough taxis in Argyll & Bute? i.e. the ones with the sign on the roof. | Yes | 61% | 97% |
| | No | 39% | 3% |
| | Don't know / no opinion | 0% | 0% |
| Do you feel that there are enough private hire cars in Argyll & Bute? i.e. the ones which have to be pre-booked. | Yes | 54% | 97% |
| | No | 46% | 3% |
| What taxi ranks are you aware of in Argyll & Bute? i.e. the ones which are located in the area where you may be most likely to use, or be aware of a taxi rank. If there are no taxi ranks in your area, please state "none in this area". | • Main Street, Campbeltown<br>• At the shops, Campbeltown<br>• Argyll Arms Hotel, Campbeltown<br>• The Factory Shop, Campbeltown<br>• Lochgilphead front green | | |
| Do you think more ranks are needed? If so, could you suggest any locations where you would like to see new taxi ranks? | Yes | 26% | 0% |
| | No | 74% | 100% |
| Suggested new ranks: | • High Street (Campbeltown) | | |

| | | | |
|---|---|---|---|
| What is the principal factor which limits your use of taxis, as opposed to private hire cars? Please choose the most relevant factor for you | Cost | 36% | 15% |
| | Waiting time | 5% | 3% |
| | Use the bus instead | 5% | 0% |
| | No need to use taxis | 7% | 4% |
| | The nearest taxi ranks are too far away | 7% | 4% |
| | I generally use a car | 32% | 61% |
| | Usually cycle or walk | 5% | 0% |
| | Private hires are more reliable | 2% | % |
| | Mainly short local journeys | 2% | % |
| | Driver's don't know the route | 0% | 3% |
| | I use private hire cars | 0% | 10% |
| How often do you obtain a taxi from a rank in Argyll & Bute? | Daily | 0% | 3% |
| | At least weekly | 10% | 27% |
| | At least monthly | 21% | 42% |
| | At least once a year | 27% | 14% |
| | Less frequently | 18% | 10% |
| | Never | 24% | 4% |
| How often do you book a taxi or private hire car by telephone in Argyll & Bute? | Daily | 0% | 4% |
| | At least weekly | 12% | 30% |
| | At least monthly | 21% | 44% |
| | At least once a year | 24% | 15% |
| | Less frequently | 20% | 7% |
| | Never | 23% | 0% |
| How often do you obtain a taxi by hailing or flagging down a passing taxi without pre-booking in Argyll & Bute? | Daily | 0% | 3% |
| | At least weekly | 5% | 3% |
| | At least monthly | 5% | 9% |
| | At least once a year | 6% | 6% |
| | Less frequently | 20% | 65% |
| | Never | 65% | 15% |
| In the last three months, have you given up or made alternative arrangements when trying to hire a taxi at a rank, or by flagging down, because none were available? | Yes | 19% | 0% |
| | No | 81% | 100% |

| | | | |
|---|---|---|---|
| If you have given up trying to obtain a taxi, can you tell us when this was and where you had tried to hire a taxi? (i.e. rank or street where hailed) | • Lochgilphead, evening | | |
| In the last three months, have you given up or made alternative arrangements when trying to get a taxi or private hire car by telephone because none were available? | Yes | 21% | 0% |
| | No | 79% | 100% |
| If you have given up or made alternative arrangements when trying to get a taxi or private hire car by telephone because none were available? Could you tell us when this occurred and where you tried to make the booking? | • Saturday, from home<br>• Lochgilphead, late evening | | |
| Which of the following do you think offers the best value for money? | Taxi | 15% | 14% |
| | Private hire | 27% | 45% |
| | No difference | 24% | 35% |
| | No opinion | 34% | 6% |
| Have you had any problems with taxis or private hire cars in Argyll & Bute? | Yes | 21% | 0% |
| | No | 79% | 100% |
| If you have had problems with taxis or private hire cars, can you tell us what these problems were? | • Dirty cars<br>• Long wait time / failure to arrive | | |
| Would any changes or features encourage you to use taxis or private hire cars more often? | Yes | 53% | 0% |
| | No | 47% | 100% |
| Could you tell us what changes or features would encourage you to use private hire cars or taxis more often? | • Season ticket service, 10 journey ticket, for example, for set price<br>• Able to book and track via an app<br>• More availability, especially in evening<br>• Cheaper fares<br>• CCTV in car<br>• Wheelchair accessible | | |

| | | | |
|---|---|---|---|
| Are there any features of taxi services in Argyll & Bute that you feel are particularly good? | • Always taxis on ranks<br>• Clean vehicles<br>• Reliable<br>• Drivers pleasant<br>• Good local knowledge | | |
| Are there any times of day or days of the week, when it is normally difficult to obtain a private hire car? [if private hire cars operate in your area]. If so, please tell us where and when. | • After 1pm<br>• Friday and Saturday evening<br>• Sundays<br>• Tourist season | | |
| Are there any other comments you would like to make regarding taxi and private hire car services in Argyll & Bute? | • Taxis should drive more carefully<br>• Cheaper fares | | |
| Which best describes your gender? | Male | 40% | 15% |
| | Female | 55% | 85% |
| | Prefer not to say | 4% | 0% |
| Which of the following groups do you fall into? | 16 – 29 years old | 6% | 8% |
| | 30 – 64 years old | 65% | 70% |
| | 65+ years old | 29% | 21% |
| What is your occupation? | Full time employed | 40% | 79% |
| | Part time employed | 17% | 0% |
| | House husband / wife | 3% | 0% |
| | Retired | 34% | 21% |
| | Unemployed | 5% | 0% |
| | Student | 2% | 0% |
| Are you a permanent resident? | Yes | 99% | 97% |
| | No, visitor | 1% | 3% |
| Thank you for your patience and cooperation completing this survey. Are there any further comments that you would like to make? | • More female drivers or clear that safety checks have been taken out | | |

## Commentary on public attitude surveys

A high proportion of respondents had made a trip in the last three months by taxi or private hire car.

It is important that respondents were able to understand the differences between how private hire cars and taxis may be hired. Check questions were asked to determine the respondents understanding of the differences. If the respondent was unsure, or indicated methods of hire which were erroneous, they were informed of the valid ways in which taxis and private hire cars may be hired.

The majority of respondents were able to correctly identify the differences in valid hire methods.

Respondents were asked to indicate the way they had most recently hired a licensed vehicle. Telephone booking was the most popular method.

Most telephone bookings were for immediate hire.

All of the face to face respondents did not have to wait for a vehicle to be available, for an immediate booking. However, a significant proportion of online respondents indicated that they did have to wait for a vehicle to be available for a pre-booked immediate hire.

The majority of respondents were satisfied with the time taken to arrive and journey time. The supply of licensed vehicles is somewhat concentrated in Campbeltown. However, some of the online respondents were located in other areas, with lower levels of provision. This is likely to be the underlying reason why over 30% of online respondents had to wait for a vehicle to be available, but only 12% were unsatisfied with the time taken for a vehicle to arrive.

Respondents generally provided a moderately positive rating of the services provided. Some comments were made regarding smell of smoke in vehicles, more accessible taxis and more taxis in rural areas.

Issues identified and improvements suggested related to a variety of issues. The most common issue identified was cost. This is a common issue identified in similar surveys around the country. Cost is normally the most frequently identified issue, irrespective of the level of fares charged in the area in question. Other improvements suggested were improved availability at night, better driver hygiene, and introduce booking by mobile app.

No face to face respondents had indicated that they had given up trying to hire a taxi from a rank or hailing. However, a relatively high proportion of online respondents indicated that they had given up at a rank. When respondents were asked to validate their responses by indicating which ranks they had given up waiting at, or where they were trying to hail a taxi, only one respondent provided a valid response.

No face to face respondents had indicated that they had given up trying to hire a licensed vehicle by telephone. However, a relatively high proportion of online respondents indicated that they had given up trying to hire a licensed vehicle by telephone.

Key features of responses are that the public rate the services provided by taxis and private hire cars as moderately high. Poor levels of vehicle cleanliness and driver appearance, smartness and hygiene were indicated as issues which led to a reduced rating. However, clean vehicles and pleasant drivers were listed as particularly good features of taxi services. This conflicts with the responses which indicated low rated issues and suggests that the issues related to a minority of vehicles and drivers, rather than across the fleet as a whole.

Lack of availability at night was a consistent issue. More wheelchair accessible vehicles were mentioned by several respondents as a potential improvement.

## 5 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 questionnaire to all taxi 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.

For this survey, a link to an online survey was distributed to the trade, directly through the Council. A total of 8 responses were received from the trade. This equates to approximately 7% response rate.

The responses to the survey are summarised in the following table.

**Table 11 - Trade survey responses**

| Question | | |
|---|---|---|
| Which of the options presented best describes the nature of your involvement in the licensed vehicle trade in Argyll & Bute? | I am a private hire driver, I also own my own private hire car. | 63% |
| | I own or represent a taxi/ private hire company operator, I also drive a licensed vehicle. | 25% |
| | I operate tours, I have a taxi license but do not operate as a conventional 'Taxi'. | 12% |
| How long have you been involved in the licensed vehicle trade in Argyll & Bute? (number of years) | 0-5 Years | 88% |
| | 6-10 Years | 13% |

| | | |
|---|---|---|
| How many hours do you generally work each day during daytime hours (06:00 – 18:00)? (average) | Monday | 7 |
| | Tuesday | 8 |
| | Wednesday | 7 |
| | Thursday | 8 |
| | Friday | 8 |
| | Saturday | 7 |
| | Sunday | 6 |
| How many hours do you generally work each night during night time hours (18:00 – 06:00)? (average) | Monday | 4 |
| | Tuesday | 4 |
| | Wednesday | 4 |
| | Thursday | 4 |
| | Friday | 4 |
| | Saturday | 4 |
| | Sunday | 4 |
| If you normally drive a taxi or private hire car, what affects your choice of shifts? [e.g. if you work nights, evenings, weekends only, etc.] | Guided tours | 40% |
| | Family commitments | 20% |
| | Work only when customer calls in | 40% |
| Is the vehicle you normally drive also driven by someone else at other times? i.e. multi-shifted | Yes | 43% |
| | No | 57% |
| If yes, when? | • Opposite shifts / when required | |
| Do you operate on a booking circuit, from which bookings are allocated from a booking office via radio, data circuit or similar? | Yes | 0% |
| | No | 100% |
| Do you receive hire directly by telephone? (for example, from regular clients) | Yes | 63% |
| | No | 38% |
| Which ranks do you NORMALLY work from each week? | • Islay | |
| Do you consider there to be any particular issues with the operation of the current ranks in your area within Argyll & Bute? | • Private hire on ranks | |

LVSA

| | | |
|---|---|---|
| By which method do you most frequently get your fares? i.e. which is the most common. | Contracts with private companies | 25% |
| | Personal guided tours | 25% |
| | Phone or app bookings | 50% |
| During a typical week, could you estimate how many hires you would expect to undertake each day? (average) | Sunday | 5 |
| | Monday | 6 |
| | Tuesday | 5 |
| | Wednesday | 4 |
| | Thursday | 5 |
| | Friday | 5 |
| | Saturday | 7 |
| Do you think Argyll & Bute Council should place a limit on the number of taxis licensed in your taxi zone? | Yes | 25% |
| | No | 75% |
| If you think a limit should be applied to the number of taxis, could you please let us know how such a limit could benefit the travelling public? | • Continuity and professional service | |
| Do you think Argyll & Bute Council should place a limit on the number of private hire cars licensed in the area where you normally operate? | Yes | 100% |
| | No | 0% |
| If you think a limit should be applied to the number of private hire cars, could you please let us know how such a limit could benefit the travelling public? | • Continuity and professional service | |

| | | |
|---|---|---|
| Please choose which of the following statements most closely reflects your views regarding taxi provision, in the area where you normally operate: | There are enough taxis to meet demand at all times | 29% |
| | There are enough taxis to meet demand at all times, except during peak demand periods such as Saturdays nights | 14% |
| | There are not enough taxis available to meet demand at times on most days | 14% |
| | There are not enough taxis available to meet demand most of the time | 14% |
| | Taxis don't generally operate in my area | 29% |
| Please choose which of the following statements most closely reflects your views regarding private hire car provision, in the area where you normally operate: | There are enough private hire cars available to meet demand at all times | 50% |
| | There are enough private hire cars available to meet demand at all times, except during peak demand periods such as Saturday nights | 13% |
| | There are not enough private hire cars available to meet demand at times on most days | 38% |
| Are there any factors which limit supply of taxis or private hire cars at certain times or in certain locations? | • Festivals / events | |
| Do any of the existing ranks need to be improved? If so, which and how could they be improved? | • No | |
| Do any new ranks need to be established? If so, where should they be located and why? | • Islay airport | |
| Are you aware of any times or locations where members of the public may face difficulties hiring a taxi? | • Friday and Saturday nights<br>• Festival /events<br>• Islay airport | |
| Are you aware of any times or locations where members of the public may face difficulties hiring a private hire car? | • Festivals / events<br>• Friday and Saturday nights | |

| | |
|---|---|
| And the final question, are there any other comments that you would like to make? | • Pleased there are so many taxis and private hire cars on Islay, as safer for everyone with less drunk tourists on the road after being to distilleries |

The majority of respondents were private hire car owner drivers and generally had up to 5 years' experience. Despite a large proportion of drivers and vehicles being registered in the Campbeltown area, no responses were received from respondents who indicated that they normally operated in Campbeltown. The majority of responses came from respondents indicating that they operated in Islay. There is no rank on Islay and discussion with members of the trade on Islay indicated that flagging down a taxi is rare. However, some taxis do wait at key locations such as the ferry terminals or the airport, when passengers are due to arrive.

Most hires for immediate travel are obtained by telephone. A significant proportion of work for some drivers is conducted by undertaking guided tours. Many of these tours are to whisky distilleries.

Discussion with drivers indicated that there are some who work in the trade on Islay who work part time to meet demand in the evenings, particularly on Friday and Saturday nights. Some drivers prefer to work day shifts and if they conduct guided tours they don't feel the need to work at night.

Dead mileage is a feature of the trade in Islay. The population centres are relatively dispersed and a telephone booking can require a lengthy journey, say 20 minutes or more, to reach the pick up point.

It is acknowledged that it can be difficult for the public to book a licensed vehicle at night, as many drivers don't work nights. This is a particular problem during the week. At weekends, there are more part time drivers covering night time demand.

Visitors to the island don't always appreciate that drivers may have to travel some distance to reach them and hence there isn't immediate availability, owing to the time taken to reach the pick up point.

It was felt that fluctuating demand for guided tours coupled with an increase in provision in recent years has led to more of the trade chasing the market for immediate hires on Islay.

In general, drivers said they worked around 7 hours every day and around 4 hours at night time.

The majority of respondents feel Argyll & Bute should not place a limit on the number of taxis in their zone but should place a limit on the number of private hire cars in their zone. Drivers thought in general there were enough taxis and private hire cars to meet demand at all times.

A new rank was suggested at Islay airport. Discussions with members of the trade led to suggestion that a new rank in Port Ellen (also on Islay), close to the ferry terminal may be viable, depending on location.

It was acknowledged that the public can face difficulties hiring a taxi when events and festivals are on, and Friday and Saturday nights.

## 6 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
- Elected representatives and Community Councils
- 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 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.

### Supermarkets

No supermarkets indicated that there was any perceived issue with availability of licensed vehicles. The Tesco Metro shop in Campbeltown felt that customers would phone for a taxi, rather than walk to the taxi rank.

### Hotels

Reponses from hotels varied. The variation largely related to location of the hotels. In Campbeltown, the response was generally that there were licensed vehicles available for guests if they needed one. However, guests generally made their own arrangements. On Islay, it was acknowledged that some companies offered guided tours of the island by taxi / private hire / mini bus. The hotels often have leaflets for one or more of the companies offering these excursions. If a guest needs transport to or from ferries or the airport, this is generally arranged in advance and there is rarely any issue.

### Public houses

A selection of public houses were contacted regarding levels of service available. Pubs in Campbeltown were aware that on a Friday or Saturday night, there can be a wait for available taxis. There were generally taxis at the ranks in Campbeltown. On Islay, it was felt that there can be a wait for a taxi late at night on Friday and Saturday, but it can depend on the time of year.

### Hospitals

No responses received.

### Police

The local police area team was contacted. However, no response was received.

### Mobility impaired representatives

A range of people representing user groups who may face mobility difficulties were contacted. These included representatives of the elderly and disability representatives. In addition, a sample of care homes were contacted.

Response levels for this element of consultation were low. However, those who could be contacted indicated that most people with mobility impairments who relied on licensed vehicles, had an established relationship with a preferred supplier.

Care homes provided a range of responses. Some had their own vehicles for transport. None felt there was an issue with availability.

### Transport operators

West Coast Motors were contacted regarding interconnection of bus services with taxis. No issues were known. Cal Mac and Western Ferries representatives felt there were no issues with availability. Passengers generally arranged for a taxi to meet them off the ferry.

Highland and Island Airports (HIAL) were contacted regarding Campbeltown airport and Islay airport. No issues with availability of licensed vehicles were known. Usually passengers make their own advance arrangements for collection if required. There are often vehicles waiting for passengers at both airports.

### Elected representatives and Community Councils

Comments were received from Inveraray and Islay Community Councils.

Both areas have no taxi ranks.

In both areas, it was felt that at times it can be difficult to book a licensed vehicle. For Inveraray, it was felt that this relates to the low number of vehicles which operate in the Inveraray area.

On Islay, difficulties with availability are felt to be particularly noticeable during the summer tourist season and late evenings.

In both areas, difficulties are encountered throughout each area and not in any particular locality.

## 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 taxi rank and finds there is no vehicle there available for immediate hire. This can lead to a queue of people building up, some of who may walk off, 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 taxi 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 taxi 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 taxis 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 taxi to arrive. The level of wait used is when the average wait time for any passengers who have to wait for a taxi to arrive is greater than one minute. 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 (for all passengers) 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 taxis.

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 taxi vehicles being available whilst they are not required for school contract work. Such periods can also reduce taxi demand with people away on holiday from the area. Generally, use of taxis 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 taxis 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 taxi 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 taxi rank waits as some, despite careful questioning, quote giving up waiting at home, which must be for a private hire vehicle (even if in taxi 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.

### Calculation of ISUD variables

APD: The average delay is determined by calculating the total passenger delay as aggregate passenger delay minutes, then dividing by the total number of passengers, including those who did not suffer any delay. Factors are calculated as weekly equivalents by multiplying the Thursday results by 4 plus Friday, Saturday and Sunday data.

The aggregate delays in passenger minutes was 253 minutes. If we divide by the total number of passengers observed, (1,827), the resultant

average delay of 1 minutes 07 seconds equates to an APD value of 1.11 minutes. **APD = 1.11**

PF There was a sharp peak in demand on Saturday night at several orders of magnitude greater than normal demand levels during other periods. Therefore the profile was deemed to be highly peaked. **The PF value is 0.5**.

SSP Week day, daytime hours are deemed to be between 10.00 am and 6.00 pm. The data from Thursday and Friday observations was analysed to determine whether there were any occasions when passengers were delayed by more than one minute on average, at any rank. The calculated value was 0.0%. **SSP value = 0.0**

GID The percentage of taxi users travelling in hours where the average passenger delay exceeds one minute was assessed. Total passengers travelling in hours when the average passenger wait for all passengers exceeded one minute was 60, which equates to 11.6%. **GID = 11.6**

SF Due to the nature of these surveys it is not possible to collect information throughout an entire year to assess the effects of seasonality. Experience has suggested that taxi demand does exhibit a degree of seasonality and this is allowed for by the inclusion of a seasonality factor. The factor is set at a level to ensure that a marginal decision either way obtained in an "untypical" month will be reversed. This factor typically takes a value of 1 for surveys conducted in September to November and March to June, i.e. "typical" months. It takes a value of 1.2 for surveys conducted in January and February and the longer school holidays, where low demand the absence of contract work will bias the results in favour of the Hackney trade, and a value of 0.8 for surveys conducted in December during the pre-Christmas rush of activity. For this study, a factor of 1.0 is assumed. **SF = 1.0**

LDF Latent Demand Factor. This is derived from the public attitude interview survey results and provides a measure of the proportion of the public who have given up trying to obtain a taxi at either a rank or by flagging down. It is measured as 1+ proportion giving up waiting. The inclusion of this factor is a response to the latest DfT guidance requiring an estimate of latent demand. The latent demand factor was derived from face to face surveys and through the online surveys. The results from the face to face surveys are normally treated as the more robust indicator of latent demand. However, it is prudent to also consider the latent demand value obtained from the online survey as a sensitivity test.

The latent demand value obtained from face to face surveys was 0%.

The latent demand value obtained from the online surveys was 19%.

**LDF = 1.00**

**LDF (Sensitivity) = 1.19**

The ISUD value was calculated as follows, using the variables derived for this study.

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

**ISUD = 1.11 x 0.5 x 0.0 x 11.6 x 1.0 x 1.00 = 0**

**ISUD (Sensitivity test) = 1.11 x 0.5 x 0.0 x 11.6 x 1.0 x 1.19 = 0**

Where the ISUD value is less than 80, it is generally considered to be an indicator that there is no unmet demand for taxis which is significant. The ISUD result indicates that there is **no significant unmet demand**.

Whilst there was a brief period late on Saturday night when passengers had to wait for a taxi to arrive in Campbeltown, this was relatively rare and daytime passenger waiting was almost non-existent.

## 8 Private Hire Car overprovision analysis

Whilst there is legislative provision to enable licensing authorities to limit the number of taxis which are registered, until relatively recently, there was no such provision to limit the number of private hire cars. However, the Air Weapons and Licensing (Scotland) Act 2015 made provision, through the introduction of three new subsections to the Civic Government (Scotland) Act 1982, for a licensing authority to limit the number of private hire cars, if it were determined that there was an overprovision of private hire cars.

Unlike limiting taxis, there was no government guidance regarding assessment of private hire car numbers, for the purpose of determining whether there was overprovision, beyond the provisions of subsections (3A)(3B) and (3C) of Section 10 of the Civic Government (Scotland) Act 1982.

The newly added subsections of Section 10 of the Civic Government (Scotland) Act 1982 are as follows:

*"(3A) Without prejudice to paragraph 5 of Schedule 1, the grant of a private hire car licence may be refused by a licensing authority if, but only if, they are satisfied that there is (or, as a result of granting the licence, would be) overprovision of private hire car services in the locality (or localities) in their area in which the private hire car is to operate.*

*(3B) It is for the licensing authority to determine the localities within their area for the purposes of subsection (3A) and in doing so the authority may determine that the whole of their area is a locality.*

*(3C) In satisfying themselves as to whether there is or would be overprovision for the purposes of subsection (3A) in any locality, the licensing authority must have regard to—*

*(a)the number of private hire cars operating in the locality, and*

*(b)the demand for private hire car services in the locality.".*

The approach adopted addressed the provisions set out above.

The approach to assessing private hire car provision was similar in some respects, to the approach adopted to determine whether there was unmet demand for taxis which was significant. The approach for assessing private hire cars included public consultation and stakeholder consultation, which was also undertaken for the assessment of taxi demand.

The private hire trade in the Mid Argyll, Kintyre and Islay zone is characterised by the following key features:

- The market for pre-booked hires in Campbeltown is primarily services by taxis rather than private hire cars.
- Licensed vehicle pre-booked through a mixture of booking offices and direct telephone calls to drivers or owners.
- In Campbeltown, taxi drivers commonly wait at taxi ranks between telephone bookings.
- On Islay, there is a mix of taxis and private hire cars servicing demand. With no taxi ranks, the majority of all hires, for both taxis and private hire on Islay, are obtained by telephone.

Discussion with members of the trade was used to obtain further information regarding the profile of demand and the means used by passengers to hire a licensed vehicle.

In all areas, much of the trade relied on personal repeat clients for booked hires. On Islay, a significant proportion of work comprised tourism related travel, with pre-booked guided tours. Many of these tours were between multiple whisky distilleries. The schedule for such tours meant that even when the vehicle was not active, between dropping off passengers at a distillery and picking them up later, it was not feasible to engage in other hires, as this could take the driver out of the area and the vehicle would not then be available to pick up passengers for the next leg of their tour.

It was generally felt that, in Campbeltown, the profile of telephone hires generally followed that of rank hires, insofar as peak periods for rank hires occurred at the same times as peak demand for telephone hires. Even at busy times, vehicles often returned to a rank between hires

The following diagram illustrating hourly departures from the ranks of empty taxis provides some indication of the profile of demand for pre-booked hires.

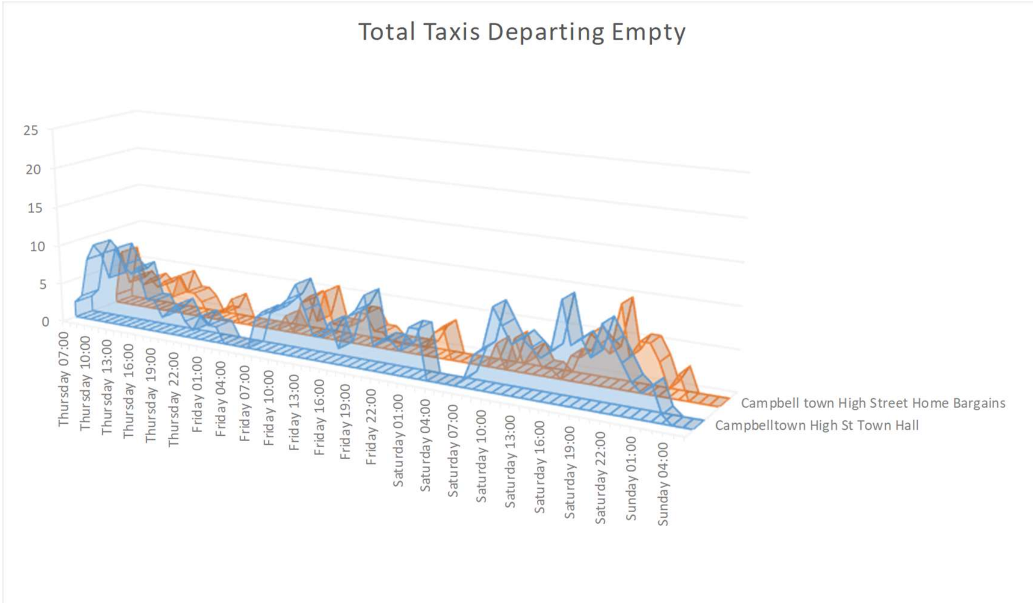



**Figure 15 - Empty taxi departures indicating private hire activity profile**

Most of the rank departures were empty vehicles.

### Further comments and feedback received

The trade consultation indicated that the majority of hires were pre-booked hires, rather than rank hires. This is corroborated by the rank survey results indicating that the majority of vehicle departures from the ranks are by empty vehicles. It is presumed that the majority of these empty departures were in response to a booking request.

Operational practices cover a range of levels of operation of licensed vehicles. Some vehicles are operated on an ad-hoc basis, when required, some are operated by an owner – driver on a full time basis and some are operated by multiple drivers on a multi shift basis. Some vehicles, both taxis and private hire cars, operate primarily on non-immediate hires. For example guided tours. However, many of the vehicles which operate on such tours, also undertake immediate hire work, at other times.

The relationship between the number of licensed vehicles and the level of provision is related to how intensively the vehicles are operated by drivers. If we consider some of the fleet is operated by drivers on a full time basis, say 40 hours per week, we can assess the relative operation of the fleet on a full time equivalent basis. Whilst the sample of trade respondents was not large, the feedback tended to suggest that there is a core of full time drivers, with a smaller proportion of drivers and vehicles which are not generally engaged in immediate hire work and a proportion of vehicles which are multi-shifted. The multi shift vehicles provide a higher level of availability than the vehicles which are operated on a full time basis and tend to offset the vehicles which are operated on an ad hoc or non-immediate hire basis. Feedback also indicated that some vehicles are operated by additional drivers working part time, during periods of higher levels of demand, such as Friday and Saturday nights. Some of these drivers have employment elsewhere during the rest of the week.

### Assessment of the level of provision

The majority of private hires (pre-booked hires) are fulfilled by taxis. Many of the taxis which undertake pre-booked hires, wait between hires at taxi ranks and leave the ranks empty, to fulfil the bookings. Therefore, data from the Campbeltown rank can be used as a good indication of the level of availability of taxis for private hire work in that area. On Islay, feedback from the trade indicated that demand for immediate hire largely follows a common profile, with increased levels of demand during the evening and a significant peak on Saturday nights. There are significant seasonal variations in demand on Islay.

The following figure indicates the average time that vehicles spent waiting at taxi ranks. The wait time is significant at times, at the Campbeltown ranks. However, for much of the time, average wait time is less than 10 minutes.

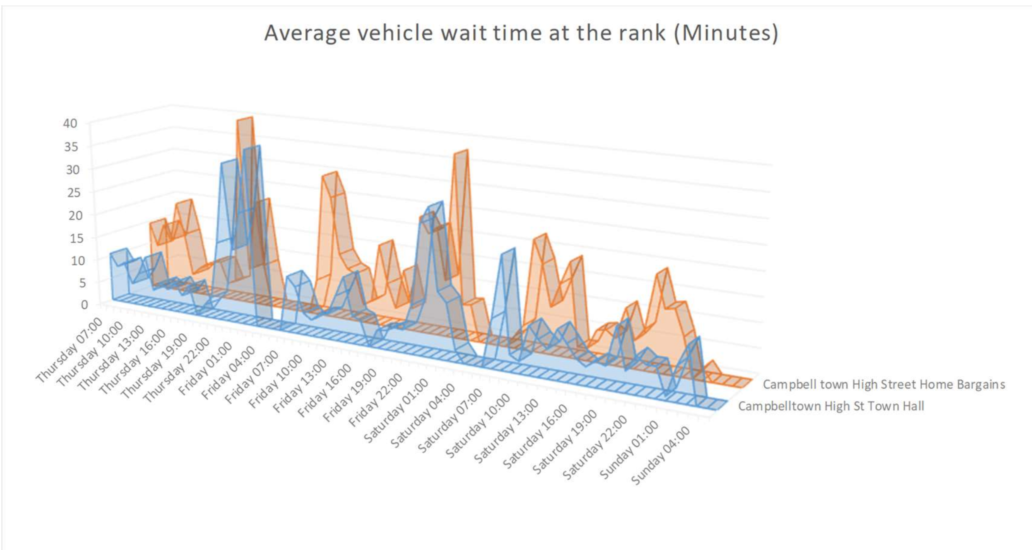



**Figure 16 - Average vehicle wait times**

Empty taxi departures were observed during most of the active periods at active ranks. The number of empty departures tended to drop as demand grew at different times. At peak demand on Saturday night, there were no empty departures.

On Islay and rural mainland areas, public and stakeholder feedback suggested that there were periods when the availability of a licensed vehicle for pre-booked hire, was restricted. On Islay, the limitations at certain times may relate in part to working practices. Trade feedback suggests that increased competition in recent years has made it difficult for some licensed vehicle businesses to bring in sufficient income during busy parts of the season, to compensate for the quieter times of year.

The number of licensed vehicles operating on Islay has increased in recent years.

There appears to be some demand for additional private hire service to meet current levels of demand on Islay. In other rural mainland areas, there was consistent feedback that there is some demand for additional private hire capacity at times. In and around Campbeltown, there appears to be sufficient capacity to meet demand at all times, except peak demand on Saturday nights.

Current levels of licensed vehicle provision on Islay is high when compared with the population of the island. Much of the demand for licensed vehicles on Islay comes from visitors to the island, which may sustain the relatively high level of provision per 1,000 population. Based on feedback from the trade and the marketing strategies adopted by some of the licensed vehicle operators, it appears that licensed vehicles are used more intensively to address guided tour demand on Islay, than may be the case elsewhere. There are several factors which may contribute to this feature. In other localities, such guided tours are often provided by bus or coach operators. However, there are few of them on Islay and the cost of bringing larger passenger vehicles across to the island by ferry is relatively expensive. Also, many of the tours are to whisky distilleries. The nature of such tours is that they are often taken by small groups and may be more suited to smaller vehicles.

Whilst there appears to be adequate provision of licensed vehicles for private hire, on Islay, it appears that much of the capacity provided, is not addressed at the immediate hire market. There is no evidence that there would be a public benefit associated with limiting the number of private hire cars operating on Islay. However, the seasonal variation in demand on Islay may discourage more people joining the trade on a full time basis. It was determined that there was no overprovision of private hire cars on Islay.

In and around Campbeltown, the majority of private hires are fulfilled by taxis. Supply appears to be adequate most of the time, except during peak demand on Saturday night. Consequently, it was determined that there was no overprovision of private hire cars in Oban.

There was no indication that there was overprovision of private hire cars in other rural areas of the Mid Argyll, Kintyre and Islay taxi zone. Therefore it was determined that for the taxi zone as a whole, there was no overprovision of private hire cars.

# 9 Rank review

As a component part of the overall survey undertaken, the Licensing Authority instructed a review of the current taxi rank provision and location within the zone.

Existing ranks were reviewed from the perspective of a visitor and from the perspective of a mobility impaired user.

Each rank was reviewed against several criteria and the results of the review are tabulated in this section.

### Main Street, Campbeltown (Home Bargains)

| | |
|---|---|
| Land use characteristics on the vicinity | The rank is at the northern end of Main Street. The rank as marked extends around the corner to Shore Street. |
| Pavement width | The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis. |
| Shelter available | No shelter is available at this rank. |
| Suitability for loading passengers in wheelchairs | The taxis wait at the rank with the left side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. Wheelchair bound passengers can be boarded via side loading ramps. The pavement width is sufficient to enable the wheelchair to clear the end of the ramp, without the taxi moving away from the kerb beforehand. |
| Kerb height and distinction | Kerbs along the rank are standard height. |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is covered by Council CCTV cameras. |
| Visibility from other localities | The rank and waiting passengers are visible from along Main Street. Coupled with the busy nature of the location, it is likely that any passengers waiting at the rank will be visible to other pedestrians. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers. |
| Signage | The rank itself is not clearly signed. |
| Markings | There are clear road markings to delineate the taxi rank. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |
| Posted hours of operation | A waiting and loading restriction sign adjacent to the taxi rank indicate that the rank for use by taxis only at all times. |
| Effective hours of operation | The rank was generally attended by taxis from early morning until late at night. |

### Main Street, Campbeltown (Town Hall)

| | |
|---|---|
| Land use characteristics on the vicinity | The rank is at the southern end of Main Street, close to the Town Hall and Argyll Arms hotel. junction with union street. |
| Pavement width | The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis. |
| Shelter available | No shelter is available at this rank. |
| Suitability for loading passengers in wheelchairs | The taxis wait at the rank with the left side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. Wheelchair bound passengers can be boarded via side loading ramps. The pavement width is sufficient to enable the wheelchair to clear the end of the ramp, without the taxi moving away from the kerb beforehand. |
| Kerb height and distinction | Kerbs along the rank are standard height for the full length of the rank. |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is covered by Council CCTV cameras. |
| Visibility from other localities | The rank and waiting passengers are visible from along Main Street. Owing to the the busy nature of the location, it is likely that any passengers waiting at the rank will be visible to other pedestrians. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers. |
| Signage | The rank itself is not clearly signed. |
| Markings | There are clear road markings to delineate the taxi rank. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |
| Posted hours of operation | A waiting and loading restriction sign adjacent to the taxi rank indicated that the rank is operational 24 hours per day. |
| Effective hours of operation | The rank was generally attended by taxis from early morning until late at night. |

### Lochgilphead

| | |
|---|---|
| Land use characteristics on the vicinity | The rank is located on Lochnell Street, near the public toilets. |
| Pavement width | The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis. |
| Shelter available | A bus stop and bus shelter is located adjacent to this rank. |
| Suitability for loading passengers in wheelchairs | The taxis wait at the rank with the left side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. Wheelchair bound passengers can be boarded via side loading ramps. |
| Kerb height and distinction | Kerbs along the rank are standard height for the full length of the rank. |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is not covered by CCTV cameras. |
| Visibility from other localities | The rank and waiting passengers are visible from along Lochnell Street. The location is not busy with passing pedestrians. However, it is on the A83 main road through Lochgilphead. |
| Signage | The rank is not clearly signed. |
| Markings | There are clear road markings to delineate the taxi rank. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |
| Posted hours of operation | There is no signage to indicate the hours of operation of the rank. |
| Effective hours of operation | The rank was never used by taxis. |

## Rank provision and suggestions for new ranks

Some suggestions were made for new ranks. In order for a rank to be successful, it would be regularly attended by Taxis waiting for passengers and in regular use by passengers, with good expectation of finding a Taxi waiting at the rank, or that a Taxi would arrive at the rank after a short wait. Some types of location are more suitable for establishing a taxi rank, than others. Certain land uses tend to generate greater numbers of trips by Taxi and private hire vehicles. These include transport interchanges, concentrations of retailing and premises associated with the night time economy such as pubs and clubs. Ranks placed close to such trip generators tend to be more readily established. The local road system also influences the level of success which may be expected with establishing a new rank. Locations which are along a 'circuit' or tour of ranks, are more likely to be attended by Taxis. In this way, if one rank is full of Taxis, or nearly full, subsequent approaching Taxis may choose to pass that rank and move on to the next one. Conversely, if the rank is empty or nearly empty, then a Taxi may be more likely to stop there. Ranks in locations close to trip generators and on a route to other ranks, are more likely to be well serviced by Taxis as there is a greater frequency of passing vehicles.

The type of adjacent land use is likely to influence when a rank is likely to be active. Ranks close to retailing are likely to be most active during the day. Ranks close to pubs, clubs and restaurants are more likely to be active at night. Some town centre ranks are close to both retailing and night time economy premises and are active during daytime and night time. Ranks close to transport hubs tend to be active at times which support the other transport modes at the hub and the times when they are active. For example, at some railway stations or ferry terminals, with infrequent services (say less than one service per hour), taxis arrive to meet train or ferry services. Any Taxis which have not been hired by arriving passengers, then leave, to attend other ranks. Finally, a taxi rank should ideally be located in a place which does not interfere with passing traffic and is unlikely to be abused by other vehicles parking on the rank. Well attended ranks are less likely to be abused by parking vehicles, when they can see that the rank is in use by waiting taxis.

Some locations have been suggested by members of the public and the trade. The suggestions have been objectively reviewed against likely levels of demand from local land use, suitability of location and available road space.

**High Street, Campbeltown** – There is potentially some space for a rank, along High Street. In order to provide rank space, some existing parking would need to be re-designated as a taxi rank. This is a primarily residential area, proximity to housing which could be an issue. The location of the proposed new rank would be on potential routes to the existing ranks in Campbeltown, meaning this could run as a circuit route. There are few retail or night time economy premises close to the potential rank location. This reduces the likelihood that a rank could become established and viable at this location. It is not recommended that this location is considered further.

**Islay airport** - There is potential demand for taxis from arriving passengers. Taxis currently wait near the airport alongside pre-booked taxis and private hire cars, in case arriving passengers need a taxi which has not been pre-booked. Space within the airport perimeter, at the terminal building, is limited. However, it may be possible to form a small rank for two or three vehicles along the main road, where it passes the airport terminal building.

It is recommended that this location is considered further for development as a rank.

**Port Ellen ferry terminal** - When ferries arrive at the port, there is potential demand for taxis and private hire cars. Generally, passengers pre-book a vehicle if they need to travel to other parts of the island. However, taxis do wait near the ferry terminal from time to time, in case arriving passengers need a taxi which has not been pre-booked. The roadway and parking areas close to the ferry terminal become busy and congested prior to the arrival of ferries. Consequently, it would be difficult to identify a suitable location to designate as a taxi rank, within the precincts of the ferry terminal. Such a location would require existing parking to be re-designated and reserved for taxi use. It is likely that such a location would be abused by vehicles waiting for ferry arrivals. In addition, a rank located close to the ferry terminal would only be used by arriving passengers and hence would be active relatively infrequently. As an alternative, a rank located within the village, but close to the ferry terminal, may be attended by waiting taxis at other times as well as when ferries are due to arrive. Close to the junction of Frederick Crescent and Charlotte Street could be a suitable location. This is on a through road, so taxis could pull on to the rank and wait, between pre-booked hires. If taxis wait here regularly, it could become established as a location that potential passengers would visit to seek a taxi. In order for this location to function as a taxi rank for the arriving ferry passengers, signage would be required at the passenger arrival point within the terminal, to direct passengers to this location.

The proposed location has the benefit of a location close to existing retailing and licensed premises. There is existing roadside parking capacity. Some of this could be designated as taxi rank. Close to the junction, both sides of the road are occupied by residential or guest accommodation. As such, location of a rank outside these buildings may not be welcomed. However, further to the east along Frederick Crescent, the road is adjacent to open areas to the south. This location may be more favourable to local residents. The primary advantage of establishing a rank in this location would not be that it would serve a large number of passengers seeking waiting taxis. However, it could establish a waiting point for taxis between hire and increase the likelihood of passengers finding a taxi without having to pre-book. The cost of implementing a rank would be minimal, with little more than the cost of preparing the necessary traffic regulation orders and road markings and signage.

## 10 Summary, synthesis and study conclusions

### Rank observations

All rank activity was observed at the two ranks on Main Street, Campbeltown.

The activity at the ranks followed a fairly typical profile for town centre ranks. There was a steady level of activity during the day on weekdays, with increased levels of activity in the evenings and the highest levels of activity observed on Friday and Saturday nights. Passenger waiting was observed on Saturday night, but rarely at other times.

There were not enough hires from the ranks to sustain the full fleet of all taxis, if they were all to operate from the ranks. A significant proportion of taxis obtain the majority of work from pre-booked hires. Some operate with multiple drivers covering different shifts. This operational practice makes good use of vehicle resources to cover peaks in demand. Despite the practice of multi-shifting of vehicles, there were not enough vehicles available on Saturday night to cater for demand at the Campbeltown ranks.

### Public consulation

Feedback from the public regarding the services provided by taxis and private hire cars mixed. Availability was felt to be poor, other than in Campbeltown. Feedback regarding the services provided was somewhat critical of the appearance and hygiene of some drivers and vehicles. However, other feedback indicated that respondents felt the high quality of vehicles was a good feature of the licensed vehicle trades in the area.

### Key stakeholder views

In general, few issues were identified by stakeholders. Availability for all users is generally perceived to be adequate.

Wheelchair users generally use a regular supplier and book any required trips, without any common issues. Some respondents indicated that from time to time, availability of a wheelchair accessible vehicle was limited. There was generally an assumption that in rural areas, provision for wheelchair users may not be high. Some users made alternative provision using their own vehicles, to ensure availability of suitable transport.

### Trade views

Most licensed vehicles are operated by owner drivers. Some vehicles are multi-shifted. Some are driven by only one driver and hence will operate for only one shift each day. A small number of vehicles are thought to operate primarily on an ad-hoc basis. The conduct of guided tours and other longer term hire work tends to influence provision of licensed vehicles for immediate hire. This appeared to be a particular issue on Islay.

### Private hire overprovision analysis

Analysis of rank availability data and feedback from the trade suggests that the profile of demand for private hire (pre-booked hires) follows a similar profile to hires from the ranks, in Campbeltown. The busiest periods for private hires was on Saturday night. In other areas, feedback from the public and stakeholders was used to provide indications of the level of provision. There was a perception that the level of provision was often relatively poor in rural locations.

The assessment of private hire car overprovision takes account of availability of licensed vehicles for pre-booked hire.

No public dis-benefit was associated with any overprovision of private hire cars. There was no identified benefit which could be associated with implementing a limit to the number of private hire cars. A modest increase in the provision of private hire cars is unlikely to result in a public disbenefit in any areas within the Mid Argyll, Kintyre and Islay taxi zone.

Therefore, it was determined that there was **No Overprovision of Private Hire Cars** in the Mid Argyll, Kintyre and Islay zone and no Overprovision in any particular locality within the zone.

The rank review covered both existing ranks and proposals for new ranks.

Locations were suggested for new ranks. These were evaluated and two at Islay Airport and in Port Ellen, Islay, were recommended for further consideration.

### Evaluation

There was consistent evidence that people experience some difficulties in rural areas when trying to book a licensed vehicle.

In terms of private hire car overcapacity analysis, there is no evidence that there is an overcapacity of private hire vehicles. Much of the private hire market is serviced by taxis.

In summary, there is no significant unmet demand for taxis and no overprovision of private hire cars. Wheelchair users and mobility impaired users are generally well served by licensed vehicles, however, there is some evidence of some limitation in availability from time to time.

Members of the public are satisfied with availability of licensed vehicle services in Campbeltown, but less satisfied in other localities.

## 11 Recommendations

On the basis of the evidence gathered, our key conclusion is that there is no evidence of unmet demand for the services of taxis either patent or latent which is significant at this point in time in the Mid Argyll, Kintyre and Islay licensing zone.

There is no overprovision of private hire cars in any locality within the Mid Argyll, Kintyre and Islay zone.

## Appendix A – Rank Survey Results

## Total Passengers

| Hour beginning | Campbelltown High St Town Hall | Campbell town High Street Home Bargains | Kilmory |
|---|---|---|---|
| Thursday 07:00 | 0 | 0 | 0 |
| Thursday 08:00 | 8 | 1 | 0 |
| Thursday 09:00 | 2 | 0 | 0 |
| Thursday 10:00 | 3 | 2 | 0 |
| Thursday 11:00 | 2 | 0 | 0 |
| Thursday 12:00 | 2 | 0 | 0 |
| Thursday 13:00 | 4 | 1 | 0 |
| Thursday 14:00 | 1 | 0 | 0 |
| Thursday 15:00 | 1 | 2 | 0 |
| Thursday 16:00 | 3 | 3 | 0 |
| Thursday 17:00 | 3 | 3 | 0 |
| Thursday 18:00 | 1 | 0 | 0 |
| Thursday 19:00 | 1 | 0 | 0 |
| Thursday 20:00 | 1 | 0 | 0 |
| Thursday 21:00 | 2 | 3 | 0 |
| Thursday 22:00 | 1 | 0 | 0 |
| Thursday 23:00 | 2 | 0 | 0 |
| Friday 00:00 | 1 | 0 | 0 |
| Friday 01:00 | 4 | 0 | 0 |
| Friday 02:00 | 0 | 0 | 0 |
| Friday 03:00 | 0 | 0 | 0 |
| Friday 04:00 | 0 | 0 | 0 |
| Friday 05:00 | 0 | 0 | 0 |
| Friday 06:00 | 0 | 2 | 0 |
| Friday 07:00 | 0 | 0 | 0 |
| Friday 08:00 | 1 | 0 | 0 |
| Friday 09:00 | 1 | 0 | 0 |
| Friday 10:00 | 2 | 2 | 0 |
| Friday 11:00 | 2 | 3 | 0 |
| Friday 12:00 | 2 | 3 | 0 |
| Friday 13:00 | 3 | 0 | 0 |
| Friday 14:00 | 2 | 2 | 0 |
| Friday 15:00 | 1 | 3 | 0 |
| Friday 16:00 | 4 | 1 | 0 |
| Friday 17:00 | 0 | 0 | 0 |
| Friday 18:00 | 0 | 4 | 0 |
| Friday 19:00 | 1 | 1 | 0 |
| Friday 20:00 | 2 | 0 | 0 |
| Friday 21:00 | 5 | 3 | 0 |
| Friday 22:00 | 4 | 4 | 0 |
| Friday 23:00 | 0 | 4 | 0 |
| Saturday 00:00 | 0 | 3 | 0 |
| Saturday 01:00 | 6 | 0 | 0 |
| Saturday 02:00 | 5 | 0 | 0 |
| Saturday 03:00 | 0 | 0 | 0 |
| Saturday 04:00 | 0 | 0 | 0 |
| Saturday 05:00 | 0 | 0 | 0 |
| Saturday 06:00 | 0 | 0 | 0 |

| Hour beginning | Campbelltown High St Town Hall | Campbell town High Street Home Bargains | Kilmory |
|---|---|---|---|
| Saturday 07:00 | 5 | 0 | 0 |
| Saturday 08:00 | 0 | 1 | 0 |
| Saturday 09:00 | 2 | 1 | 0 |
| Saturday 10:00 | 0 | 1 | 0 |
| Saturday 11:00 | 3 | 0 | 0 |
| Saturday 12:00 | 2 | 2 | 0 |
| Saturday 13:00 | 0 | 2 | 0 |
| Saturday 14:00 | 4 | 1 | 0 |
| Saturday 15:00 | 2 | 0 | 0 |
| Saturday 16:00 | 6 | 1 | 0 |
| Saturday 17:00 | 1 | 0 | 0 |
| Saturday 18:00 | 3 | 0 | 0 |
| Saturday 19:00 | 8 | 1 | 0 |
| Saturday 20:00 | 1 | 1 | 0 |
| Saturday 21:00 | 7 | 3 | 0 |
| Saturday 22:00 | 5 | 2 | 0 |
| Saturday 23:00 | 9 | 3 | 0 |
| Sunday 00:00 | 24 | 3 | 0 |
| Sunday 01:00 | 37 | 1 | 0 |
| Sunday 02:00 | 4 | 6 | 0 |
| Sunday 03:00 | 0 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 0 | 0 |
| Sunday 06:00 | 0 | 0 | 0 |

## Total taxis departing empty

| Hour beginning | Campbelltown High St Town Hall | Campbell town High Street Home Bargains | Kilmory |
|---|---|---|---|
| Thursday 07:00 | 2 | 1 | 0 |
| Thursday 08:00 | 3 | 7 | 0 |
| Thursday 09:00 | 8 | 3 | 0 |
| Thursday 10:00 | 10 | 4 | 0 |
| Thursday 11:00 | 9 | 3 | 0 |
| Thursday 12:00 | 6 | 4 | 0 |
| Thursday 13:00 | 10 | 3 | 0 |
| Thursday 14:00 | 8 | 4 | 0 |
| Thursday 15:00 | 7 | 2 | 0 |
| Thursday 16:00 | 8 | 5 | 0 |
| Thursday 17:00 | 4 | 3 | 0 |
| Thursday 18:00 | 4 | 3 | 0 |
| Thursday 19:00 | 2 | 2 | 0 |
| Thursday 20:00 | 3 | 0 | 0 |
| Thursday 21:00 | 4 | 1 | 0 |
| Thursday 22:00 | 2 | 1 | 0 |
| Thursday 23:00 | 1 | 3 | 0 |
| Friday 00:00 | 3 | 0 | 0 |
| Friday 01:00 | 2 | 0 | 0 |
| Friday 02:00 | 2 | 0 | 0 |
| Friday 03:00 | 0 | 0 | 0 |
| Friday 04:00 | 0 | 0 | 0 |
| Friday 05:00 | 0 | 0 | 0 |
| Friday 06:00 | 0 | 2 | 0 |
| Friday 07:00 | 4 | 0 | 0 |
| Friday 08:00 | 5 | 4 | 0 |
| Friday 09:00 | 5 | 5 | 0 |
| Friday 10:00 | 6 | 2 | 0 |
| Friday 11:00 | 7 | 6 | 0 |
| Friday 12:00 | 9 | 2 | 0 |
| Friday 13:00 | 6 | 2 | 0 |
| Friday 14:00 | 3 | 2 | 0 |
| Friday 15:00 | 3 | 4 | 0 |
| Friday 16:00 | 5 | 4 | 0 |
| Friday 17:00 | 2 | 2 | 0 |
| Friday 18:00 | 6 | 2 | 0 |
| Friday 19:00 | 7 | 1 | 0 |
| Friday 20:00 | 9 | 1 | 0 |
| Friday 21:00 | 3 | 1 | 0 |
| Friday 22:00 | 4 | 1 | 0 |
| Friday 23:00 | 4 | 1 | 0 |
| Saturday 00:00 | 3 | 3 | 0 |
| Saturday 01:00 | 6 | 4 | 0 |
| Saturday 02:00 | 6 | 0 | 0 |
| Saturday 03:00 | 0 | 0 | 0 |
| Saturday 04:00 | 0 | 0 | 0 |
| Saturday 05:00 | 0 | 0 | 0 |
| Saturday 06:00 | 0 | 0 | 0 |

| Hour beginning | Campbelltown High St Town Hall | Campbell town High Street Home Bargains | Kilmory |
|---|---|---|---|
| Saturday 07:00 | 1 | 3 | 0 |
| Saturday 08:00 | 4 | 0 | 0 |
| Saturday 09:00 | 5 | 4 | 0 |
| Saturday 10:00 | 10 | 1 | 0 |
| Saturday 11:00 | 8 | 3 | 0 |
| Saturday 12:00 | 6 | 1 | 0 |
| Saturday 13:00 | 7 | 1 | 0 |
| Saturday 14:00 | 6 | 0 | 0 |
| Saturday 15:00 | 5 | 3 | 0 |
| Saturday 16:00 | 6 | 3 | 0 |
| Saturday 17:00 | 12 | 6 | 0 |
| Saturday 18:00 | 7 | 5 | 0 |
| Saturday 19:00 | 8 | 4 | 0 |
| Saturday 20:00 | 6 | 10 | 0 |
| Saturday 21:00 | 10 | 4 | 0 |
| Saturday 22:00 | 8 | 6 | 0 |
| Saturday 23:00 | 6 | 6 | 0 |
| Sunday 00:00 | 4 | 4 | 0 |
| Sunday 01:00 | 3 | 1 | 0 |
| Sunday 02:00 | 4 | 3 | 0 |
| Sunday 03:00 | 1 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 0 | 0 |
| Sunday 06:00 | 0 | 0 | 0 |

Page 244

### Total number of taxis departing with passengers

| Hour beginning | Campbelltown High St Town Hall | Campbell town High Street Home Bargains | Kilmory |
|---|---|---|---|
| Thursday 07:00 | 0 | 0 | 0 |
| Thursday 08:00 | 5 | 1 | 0 |
| Thursday 09:00 | 2 | 0 | 0 |
| Thursday 10:00 | 3 | 2 | 0 |
| Thursday 11:00 | 2 | 0 | 0 |
| Thursday 12:00 | 2 | 0 | 0 |
| Thursday 13:00 | 4 | 1 | 0 |
| Thursday 14:00 | 1 | 0 | 0 |
| Thursday 15:00 | 1 | 2 | 0 |
| Thursday 16:00 | 3 | 2 | 0 |
| Thursday 17:00 | 3 | 2 | 0 |
| Thursday 18:00 | 1 | 0 | 0 |
| Thursday 19:00 | 1 | 0 | 0 |
| Thursday 20:00 | 1 | 0 | 0 |
| Thursday 21:00 | 2 | 2 | 0 |
| Thursday 22:00 | 1 | 0 | 0 |
| Thursday 23:00 | 2 | 0 | 0 |
| Friday 00:00 | 1 | 0 | 0 |
| Friday 01:00 | 2 | 0 | 0 |
| Friday 02:00 | 0 | 0 | 0 |
| Friday 03:00 | 0 | 0 | 0 |
| Friday 04:00 | 0 | 0 | 0 |
| Friday 05:00 | 0 | 0 | 0 |
| Friday 06:00 | 0 | 2 | 0 |
| Friday 07:00 | 0 | 0 | 0 |
| Friday 08:00 | 1 | 0 | 0 |
| Friday 09:00 | 1 | 0 | 0 |
| Friday 10:00 | 1 | 2 | 0 |
| Friday 11:00 | 2 | 2 | 0 |
| Friday 12:00 | 2 | 2 | 0 |
| Friday 13:00 | 2 | 0 | 0 |
| Friday 14:00 | 2 | 2 | 0 |
| Friday 15:00 | 1 | 2 | 0 |
| Friday 16:00 | 2 | 1 | 0 |
| Friday 17:00 | 0 | 0 | 0 |
| Friday 18:00 | 0 | 2 | 0 |
| Friday 19:00 | 1 | 1 | 0 |
| Friday 20:00 | 1 | 0 | 0 |
| Friday 21:00 | 4 | 2 | 0 |
| Friday 22:00 | 3 | 3 | 0 |
| Friday 23:00 | 0 | 1 | 0 |
| Saturday 00:00 | 0 | 1 | 0 |
| Saturday 01:00 | 5 | 0 | 0 |
| Saturday 02:00 | 2 | 0 | 0 |
| Saturday 03:00 | 0 | 0 | 0 |
| Saturday 04:00 | 0 | 0 | 0 |
| Saturday 05:00 | 0 | 0 | 0 |
| Saturday 06:00 | 0 | 0 | 0 |

| Hour beginning | Campbelltown High St Town Hall | Campbell town High Street Home Bargains | Kilmory |
|---|---|---|---|
| Saturday 07:00 | 2 | 0 | 0 |
| Saturday 08:00 | 0 | 1 | 0 |
| Saturday 09:00 | 2 | 1 | 0 |
| Saturday 10:00 | 0 | 1 | 0 |
| Saturday 11:00 | 2 | 0 | 0 |
| Saturday 12:00 | 2 | 1 | 0 |
| Saturday 13:00 | 0 | 1 | 0 |
| Saturday 14:00 | 3 | 1 | 0 |
| Saturday 15:00 | 2 | 0 | 0 |
| Saturday 16:00 | 2 | 1 | 0 |
| Saturday 17:00 | 1 | 0 | 0 |
| Saturday 18:00 | 1 | 0 | 0 |
| Saturday 19:00 | 3 | 1 | 0 |
| Saturday 20:00 | 1 | 1 | 0 |
| Saturday 21:00 | 5 | 2 | 0 |
| Saturday 22:00 | 2 | 2 | 0 |
| Saturday 23:00 | 7 | 2 | 0 |
| Sunday 00:00 | 15 | 2 | 0 |
| Sunday 01:00 | 14 | 1 | 0 |
| Sunday 02:00 | 2 | 3 | 0 |
| Sunday 03:00 | 0 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 0 | 0 |
| Sunday 06:00 | 0 | 0 | 0 |

## Total number of taxis departing the ranks

| Hour beginning | Campbelltown High St Town Hall | Campbell town High Street Home Bargains | Kilmory |
|---|---|---|---|
| Thursday 07:00 | 2 | 1 | 0 |
| Thursday 08:00 | 8 | 8 | 0 |
| Thursday 09:00 | 10 | 3 | 0 |
| Thursday 10:00 | 13 | 6 | 0 |
| Thursday 11:00 | 11 | 3 | 0 |
| Thursday 12:00 | 8 | 4 | 0 |
| Thursday 13:00 | 14 | 4 | 0 |
| Thursday 14:00 | 9 | 4 | 0 |
| Thursday 15:00 | 8 | 4 | 0 |
| Thursday 16:00 | 11 | 7 | 0 |
| Thursday 17:00 | 7 | 5 | 0 |
| Thursday 18:00 | 5 | 3 | 0 |
| Thursday 19:00 | 3 | 2 | 0 |
| Thursday 20:00 | 4 | 0 | 0 |
| Thursday 21:00 | 6 | 3 | 0 |
| Thursday 22:00 | 3 | 1 | 0 |
| Thursday 23:00 | 3 | 3 | 0 |
| Friday 00:00 | 4 | 0 | 0 |
| Friday 01:00 | 4 | 0 | 0 |
| Friday 02:00 | 2 | 0 | 0 |
| Friday 03:00 | 0 | 0 | 0 |
| Friday 04:00 | 0 | 0 | 0 |
| Friday 05:00 | 0 | 0 | 0 |
| Friday 06:00 | 0 | 4 | 0 |
| Friday 07:00 | 4 | 0 | 0 |
| Friday 08:00 | 6 | 4 | 0 |
| Friday 09:00 | 6 | 5 | 0 |
| Friday 10:00 | 7 | 4 | 0 |
| Friday 11:00 | 9 | 8 | 0 |
| Friday 12:00 | 11 | 4 | 0 |
| Friday 13:00 | 8 | 2 | 0 |
| Friday 14:00 | 5 | 4 | 0 |
| Friday 15:00 | 4 | 6 | 0 |
| Friday 16:00 | 7 | 5 | 0 |
| Friday 17:00 | 2 | 2 | 0 |
| Friday 18:00 | 6 | 4 | 0 |
| Friday 19:00 | 8 | 2 | 0 |
| Friday 20:00 | 10 | 1 | 0 |
| Friday 21:00 | 7 | 3 | 0 |
| Friday 22:00 | 7 | 4 | 0 |
| Friday 23:00 | 4 | 2 | 0 |
| Saturday 00:00 | 3 | 4 | 0 |
| Saturday 01:00 | 11 | 4 | 0 |
| Saturday 02:00 | 8 | 0 | 0 |
| Saturday 03:00 | 0 | 0 | 0 |
| Saturday 04:00 | 0 | 0 | 0 |
| Saturday 05:00 | 0 | 0 | 0 |
| Saturday 06:00 | 0 | 0 | 0 |

| Hour beginning | Campbelltown High St Town Hall | Campbell town High Street Home Bargains | Kilmory |
|---|---|---|---|
| Saturday 07:00 | 3 | 3 | 0 |
| Saturday 08:00 | 4 | 1 | 0 |
| Saturday 09:00 | 7 | 5 | 0 |
| Saturday 10:00 | 10 | 2 | 0 |
| Saturday 11:00 | 10 | 3 | 0 |
| Saturday 12:00 | 8 | 2 | 0 |
| Saturday 13:00 | 7 | 2 | 0 |
| Saturday 14:00 | 9 | 1 | 0 |
| Saturday 15:00 | 7 | 3 | 0 |
| Saturday 16:00 | 8 | 4 | 0 |
| Saturday 17:00 | 13 | 6 | 0 |
| Saturday 18:00 | 8 | 5 | 0 |
| Saturday 19:00 | 11 | 5 | 0 |
| Saturday 20:00 | 7 | 11 | 0 |
| Saturday 21:00 | 15 | 6 | 0 |
| Saturday 22:00 | 10 | 8 | 0 |
| Saturday 23:00 | 13 | 8 | 0 |
| Sunday 00:00 | 19 | 6 | 0 |
| Sunday 01:00 | 17 | 2 | 0 |
| Sunday 02:00 | 6 | 6 | 0 |
| Sunday 03:00 | 1 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 0 | 0 |
| Sunday 06:00 | 0 | 0 | 0 |

**Percentage of all taxis which leave the rank empty**

| Hour beginning | Campbelltown High St Town Hall | Campbell town High Street Home Bargains | Kilmory |
|---|---|---|---|
| Thursday 07:00 | 100% | 100% | 0% |
| Thursday 08:00 | 38% | 88% | 0% |
| Thursday 09:00 | 80% | 100% | 0% |
| Thursday 10:00 | 77% | 67% | 0% |
| Thursday 11:00 | 82% | 100% | 0% |
| Thursday 12:00 | 75% | 100% | 0% |
| Thursday 13:00 | 71% | 75% | 0% |
| Thursday 14:00 | 89% | 100% | 0% |
| Thursday 15:00 | 88% | 50% | 0% |
| Thursday 16:00 | 73% | 71% | 0% |
| Thursday 17:00 | 57% | 60% | 0% |
| Thursday 18:00 | 80% | 100% | 0% |
| Thursday 19:00 | 67% | 100% | 0% |
| Thursday 20:00 | 75% | 0% | 0% |
| Thursday 21:00 | 67% | 33% | 0% |
| Thursday 22:00 | 67% | 100% | 0% |
| Thursday 23:00 | 33% | 100% | 0% |
| Friday 00:00 | 75% | 0% | 0% |
| Friday 01:00 | 50% | 0% | 0% |
| Friday 02:00 | 100% | 0% | 0% |
| Friday 03:00 | 0% | 0% | 0% |
| Friday 04:00 | 0% | 0% | 0% |
| Friday 05:00 | 0% | 0% | 0% |
| Friday 06:00 | 0% | 50% | 0% |
| Friday 07:00 | 100% | 0% | 0% |
| Friday 08:00 | 83% | 100% | 0% |
| Friday 09:00 | 83% | 100% | 0% |
| Friday 10:00 | 86% | 50% | 0% |
| Friday 11:00 | 78% | 75% | 0% |
| Friday 12:00 | 82% | 50% | 0% |
| Friday 13:00 | 75% | 100% | 0% |
| Friday 14:00 | 60% | 50% | 0% |
| Friday 15:00 | 75% | 67% | 0% |
| Friday 16:00 | 71% | 80% | 0% |
| Friday 17:00 | 100% | 100% | 0% |
| Friday 18:00 | 100% | 50% | 0% |
| Friday 19:00 | 88% | 50% | 0% |
| Friday 20:00 | 90% | 100% | 0% |
| Friday 21:00 | 43% | 33% | 0% |
| Friday 22:00 | 57% | 25% | 0% |
| Friday 23:00 | 100% | 50% | 0% |
| Saturday 00:00 | 100% | 75% | 0% |
| Saturday 01:00 | 55% | 100% | 0% |
| Saturday 02:00 | 75% | 0% | 0% |
| Saturday 03:00 | 0% | 0% | 0% |
| Saturday 04:00 | 0% | 0% | 0% |
| Saturday 05:00 | 0% | 0% | 0% |
| Saturday 06:00 | 0% | 0% | 0% |

| Hour beginning | Campbelltown High St Town Hall | Campbell town High Street Home Bargains | Kilmory |
|---|---|---|---|
| Saturday 07:00 | 33% | 100% | 0% |
| Saturday 08:00 | 100% | 0% | 0% |
| Saturday 09:00 | 71% | 80% | 0% |
| Saturday 10:00 | 100% | 50% | 0% |
| Saturday 11:00 | 80% | 100% | 0% |
| Saturday 12:00 | 75% | 50% | 0% |
| Saturday 13:00 | 100% | 50% | 0% |
| Saturday 14:00 | 67% | 0% | 0% |
| Saturday 15:00 | 71% | 100% | 0% |
| Saturday 16:00 | 75% | 75% | 0% |
| Saturday 17:00 | 92% | 100% | 0% |
| Saturday 18:00 | 88% | 100% | 0% |
| Saturday 19:00 | 73% | 80% | 0% |
| Saturday 20:00 | 86% | 91% | 0% |
| Saturday 21:00 | 67% | 67% | 0% |
| Saturday 22:00 | 80% | 75% | 0% |
| Saturday 23:00 | 46% | 75% | 0% |
| Sunday 00:00 | 21% | 67% | 0% |
| Sunday 01:00 | 18% | 50% | 0% |
| Sunday 02:00 | 67% | 50% | 0% |
| Sunday 03:00 | 100% | 0% | 0% |
| Sunday 04:00 | 0% | 0% | 0% |
| Sunday 05:00 | 0% | 0% | 0% |
| Sunday 06:00 | 0% | 0% | 0% |

## Average vehicle wait time at the ranks

| Hour beginning | Campbelltown High St Town Hall | Campbell town High Street Home Bargains | Kilmory |
|---|---|---|---|
| Thursday 07:00 | 11 | 15 | 0 |
| Thursday 08:00 | 8 | 10 | 0 |
| Thursday 09:00 | 9 | 15 | 0 |
| Thursday 10:00 | 5 | 11 | 0 |
| Thursday 11:00 | 7 | 20 | 0 |
| Thursday 12:00 | 11 | 13 | 0 |
| Thursday 13:00 | 4 | 4 | 0 |
| Thursday 14:00 | 6 | 6 | 0 |
| Thursday 15:00 | 5 | 7 | 0 |
| Thursday 16:00 | 6 | 8 | 0 |
| Thursday 17:00 | 4 | 8 | 0 |
| Thursday 18:00 | 6 | 4 | 0 |
| Thursday 19:00 | 0 | 4 | 0 |
| Thursday 20:00 | 3 | 40 | 0 |
| Thursday 21:00 | 4 | 8 | 0 |
| Thursday 22:00 | 17 | 23 | 0 |
| Thursday 23:00 | 34 | 9 | 0 |
| Friday 00:00 | 16 | 0 | 0 |
| Friday 01:00 | 24 | 0 | 0 |
| Friday 02:00 | 37 | 0 | 0 |
| Friday 03:00 | 0 | 0 | 0 |
| Friday 04:00 | 0 | 0 | 0 |
| Friday 05:00 | 0 | 0 | 0 |
| Friday 06:00 | 0 | 8 | 0 |
| Friday 07:00 | 12 | 30 | 0 |
| Friday 08:00 | 10 | 26 | 0 |
| Friday 09:00 | 5 | 14 | 0 |
| Friday 10:00 | 3 | 11 | 0 |
| Friday 11:00 | 5 | 10 | 0 |
| Friday 12:00 | 5 | 4 | 0 |
| Friday 13:00 | 9 | 5 | 0 |
| Friday 14:00 | 14 | 17 | 0 |
| Friday 15:00 | 6 | 9 | 0 |
| Friday 16:00 | 5 | 4 | 0 |
| Friday 17:00 | 0 | 13 | 0 |
| Friday 18:00 | 4 | 5 | 0 |
| Friday 19:00 | 4 | 24 | 0 |
| Friday 20:00 | 5 | 21 | 0 |
| Friday 21:00 | 5 | 23 | 0 |
| Friday 22:00 | 10 | 12 | 0 |
| Friday 23:00 | 27 | 38 | 0 |
| Saturday 00:00 | 30 | 7 | 0 |
| Saturday 01:00 | 14 | 8 | 0 |
| Saturday 02:00 | 12 | 0 | 0 |
| Saturday 03:00 | 3 | 0 | 0 |
| Saturday 04:00 | 0 | 0 | 0 |
| Saturday 05:00 | 0 | 0 | 0 |
| Saturday 06:00 | 0 | 3 | 0 |

| Hour beginning | Campbelltown High St Town Hall | Campbell town High Street Home Bargains | Kilmory |
|---|---|---|---|
| Saturday 07:00 | 10 | 5 | 0 |
| Saturday 08:00 | 23 | 23 | 0 |
| Saturday 09:00 | 4 | 18 | 0 |
| Saturday 10:00 | 3 | 10 | 0 |
| Saturday 11:00 | 10 | 15 | 0 |
| Saturday 12:00 | 7 | 19 | 0 |
| Saturday 13:00 | 6 | 3 | 0 |
| Saturday 14:00 | 10 | 3 | 0 |
| Saturday 15:00 | 8 | 7 | 0 |
| Saturday 16:00 | 5 | 7 | 0 |
| Saturday 17:00 | 4 | 6 | 0 |
| Saturday 18:00 | 5 | 12 | 0 |
| Saturday 19:00 | 5 | 6 | 0 |
| Saturday 20:00 | 13 | 8 | 0 |
| Saturday 21:00 | 4 | 19 | 0 |
| Saturday 22:00 | 8 | 13 | 0 |
| Saturday 23:00 | 6 | 13 | 0 |
| Sunday 00:00 | 6 | 8 | 0 |
| Sunday 01:00 | 1 | 0 | 0 |
| Sunday 02:00 | 7 | 3 | 0 |
| Sunday 03:00 | 11 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 0 | 0 |
| Sunday 06:00 | 0 | 0 | 0 |

## Number of passengers who had to wait at taxi ranks

| Hour Beginning | Number of passengers who had to wait for a taxi to arrrive | Percentage of all passengers who had to wait |
|---|---|---|
| Thursday 07:00 | 0 | 0% |
| Thursday 08:00 | 0 | 0% |
| Thursday 09:00 | 0 | 0% |
| Thursday 10:00 | 0 | 0% |
| Thursday 11:00 | 0 | 0% |
| Thursday 12:00 | 0 | 0% |
| Thursday 13:00 | 0 | 0% |
| Thursday 14:00 | 0 | 0% |
| Thursday 15:00 | 0 | 0% |
| Thursday 16:00 | 0 | 0% |
| Thursday 17:00 | 0 | 0% |
| Thursday 18:00 | 0 | 0% |
| Thursday 19:00 | 0 | 0% |
| Thursday 20:00 | 0 | 0% |
| Thursday 21:00 | 0 | 0% |
| Thursday 22:00 | 0 | 0% |
| Thursday 23:00 | 0 | 0% |
| Friday 00:00 | 0 | 0% |
| Friday 01:00 | 0 | 0% |
| Friday 02:00 | 0 | 0% |
| Friday 03:00 | 0 | 0% |
| Friday 04:00 | 0 | 0% |
| Friday 05:00 | 0 | 0% |
| Friday 06:00 | 0 | 0% |
| Friday 07:00 | 0 | 0% |
| Friday 08:00 | 0 | 0% |
| Friday 09:00 | 0 | 0% |
| Friday 10:00 | 0 | 0% |
| Friday 11:00 | 0 | 0% |
| Friday 12:00 | 0 | 0% |
| Friday 13:00 | 0 | 0% |
| Friday 14:00 | 0 | 0% |
| Friday 15:00 | 0 | 0% |
| Friday 16:00 | 0 | 0% |
| Friday 17:00 | 0 | 0% |
| Friday 18:00 | 0 | 0% |
| Friday 19:00 | 0 | 0% |
| Friday 20:00 | 0 | 0% |
| Friday 21:00 | 0 | 0% |
| Friday 22:00 | 0 | 0% |
| Friday 23:00 | 0 | 0% |
| Saturday 00:00 | 0 | 0% |
| Saturday 01:00 | 0 | 0% |
| Saturday 02:00 | 3 | 60% |
| Saturday 03:00 | 0 | 0% |
| Saturday 04:00 | 0 | 0% |
| Saturday 05:00 | 0 | 0% |
| Saturday 06:00 | 0 | 0% |
| Saturday 07:00 | 4 | 80% |
| Saturday 08:00 | 0 | 0% |
| Saturday 09:00 | 0 | 0% |
| Saturday 10:00 | 0 | 0% |
| Saturday 11:00 | 0 | 0% |
| Saturday 12:00 | 0 | 0% |
| Saturday 13:00 | 1 | 50% |
| Saturday 14:00 | 0 | 0% |
| Saturday 15:00 | 0 | 0% |
| Saturday 16:00 | 0 | 0% |
| Saturday 17:00 | 0 | 0% |
| Saturday 18:00 | 0 | 0% |
| Saturday 19:00 | 0 | 0% |
| Saturday 20:00 | 0 | 0% |
| Saturday 21:00 | 0 | 0% |
| Saturday 22:00 | 0 | 0% |
| Saturday 23:00 | 0 | 0% |
| Sunday 00:00 | 0 | 0% |
| Sunday 01:00 | 45 | 100% |
| Sunday 02:00 | 5 | 50% |
| Sunday 03:00 | 0 | 0% |
| Sunday 04:00 | 0 | 0% |
| Sunday 05:00 | 0 | 0% |
| Sunday 06:00 | 0 | 0% |

Appendix 4

Argyll & Bute
Taxi Unmet Demand and Private Hire Overprovision Survey

Oban, Lorn and The Isles Taxi Licensing Zone

August 2019

## Executive Summary

This Oban, Lorn & The Isles zone taxi unmet demand and private hire overprovision survey has been undertaken on behalf of Argyll & Bute Council following appropriate available guidance.

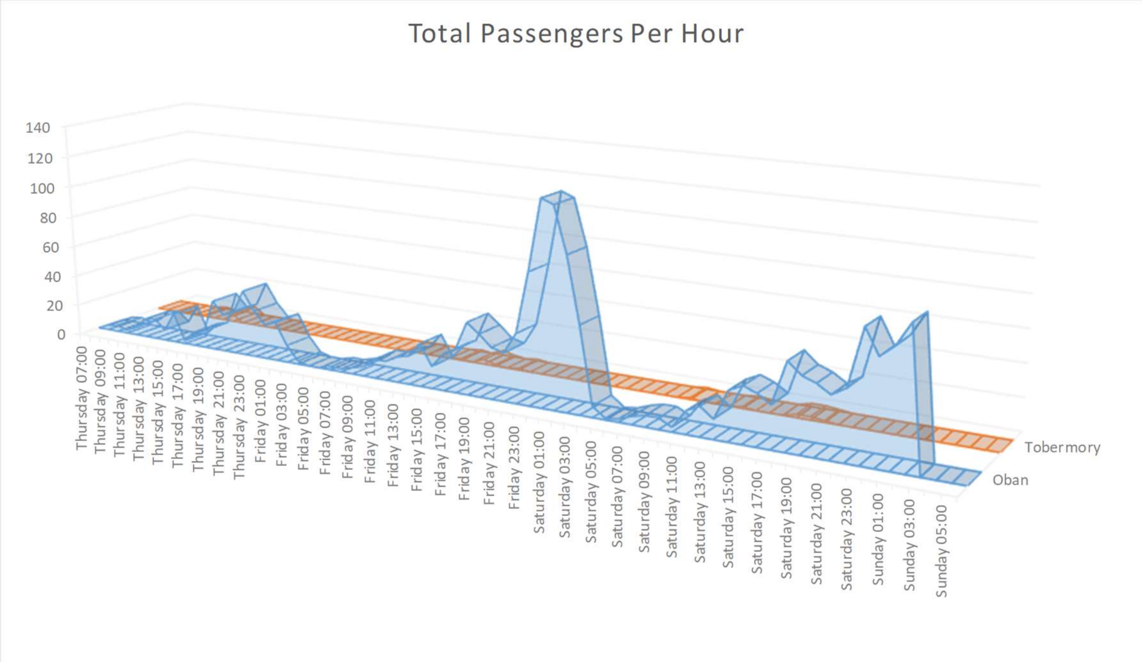
This Executive Summary draws together key points from the main report.

Within the taxi licensing zone, there are 52 taxis and 16 private hire cars. Taxis which are licensed in the zone, may only operate within the zone. However, private hire cars may operate throughout Argyll & Bute. The council currently does not limit either taxis or private hire cars.

Data has been collected through consultation with stakeholders, the trade and members of the public. In addition, observations of activity at taxi ranks were undertaken to record volumes of taxis and passengers using each rank and whether any passengers had to wait for taxis to arrive at the ranks.

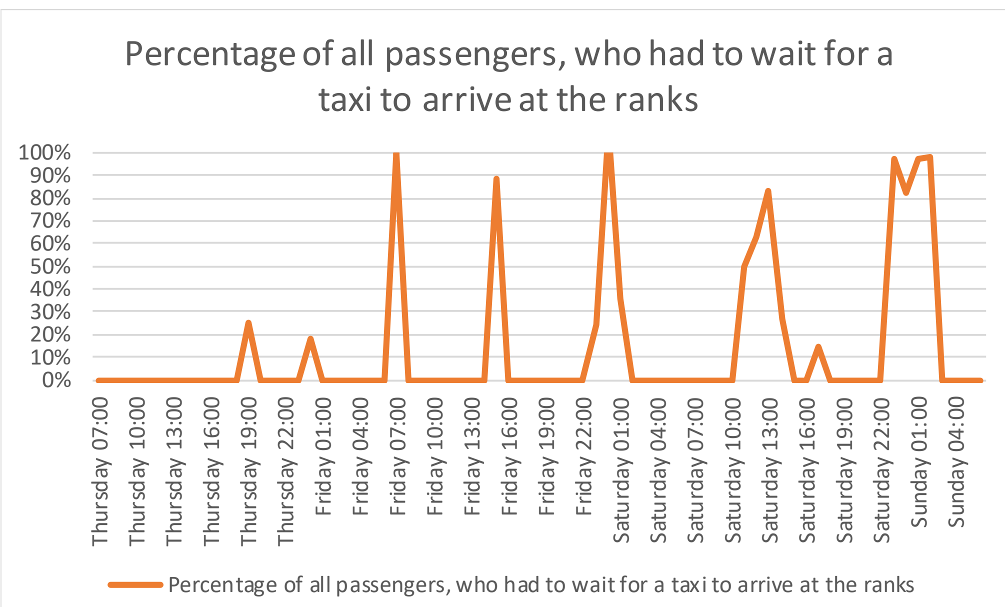
Surveys were undertaken at all taxi ranks in the Oban, Lorn & The Isles zone. Video cameras were used to record activity at the taxi ranks and the levels of activity during active periods were tabulated and analysed. Activity at the three taxi ranks at Oban, Tobermory and Craignure was observed. There were no hires observed at the taxi rank in Craignure. A small number of hires were observed at the taxi rank in Tobermory. Virtually all taxi hires observed at the taxi ranks occurred at the rank in Oban.

The relative levels of activity at the ranks are presented in the following figures.




Some passengers were occasionally observed waiting from time to time at the ranks, for taxis to arrive at the ranks. Passenger waiting occurrences were infrequent and generally occurred in the evenings and late at night. The length of time that passengers had to wait was generally low and occurred most frequently when demand was low. The normal situation was that Taxis were waiting at ranks when passengers arrived at the ranks in order to hire one. There were no extensive periods of continuous passenger waiting and no lengthy queues of passengers formed for extended periods of time, waiting for taxis to arrive at the ranks.

Passenger waiting is summarised in the following figure.



On the Thursday, passenger waiting occurred at times of low demand, when fewer taxis were waiting at the rank. On Friday, prior to 22:00 hours, the observed passenger waiting was at times of low demand, hence waiting passengers accounted for a high percentage of the low number of passengers waiting. On Friday and Saturday nights, the demand for taxis increased sharply and significantly. There were extended periods on Friday and Saturday nights when passengers formed queues, waiting for taxis to arrive at the rank. All observed passenger waiting occurred at the Oban rank. Overall, around 20% of all passengers had to wait for taxis to arrive at the ranks.

Public and stakeholder perception of the Taxi fleet was mixed. There was a general awareness of limited availability of licensed vehicles on Friday and Saturday nights in Oban. This related both to telephone booking and availability at the rank. There was some feedback that the standard of dress and hygiene of some drivers was below the standard expected.

The majority of hires fulfilled by taxis were obtained through telephone bookings. It is common practice for taxis to wait at the ranks between telephone bookings and wait for either a direct hire from the rank, or for another telephone booking.

Several coefficients are calculated from the rank survey results and from public consultation. The coefficients are entered into a formula to calculate the Index of Significant Unmet Demand (ISUD). The index value for the 2019 survey was **35.1**. This value falls below the threshold value of 80, and suggests that there is **no significant unmet demand** for taxis.

The ISUD value, considered along with feedback from stakeholders and the public leads to the conclusion that there is **no significant unmet demand for taxis** in the Oban, Lorn & The Isles taxi licensing zone.

Taxis dominate provision for private hire bookings. The level of provision of taxis available to fulfil private hire bookings is largely depicted by the availability of taxis waiting at the taxi ranks. The majority of taxi departures from the ranks are empty vehicles and it is assumed that the majority of these empty departures are intended to fulfil telephone bookings.

The assessment of private hire car overprovision must consider only private hire demand and how this demand is satisfied with both taxis and private hire cars. In this zone, there were 16 private hire cars. The majority of private hire bookings (pre-booked hires) were made with taxis. The availability of taxis to undertake private hire bookings is normally reasonable, during daytime hours, in Oban. During periods of peak demand the availability of taxis for pre-booked hires (private hire) was lower. The lower levels of availability at the rank in Oban, is a strong indicator that availability for telephone booking of a taxi is also likely to be low.

We may consider that overprovision relates to excessive availability of licensed vehicles available for pre-booked hires. When considering whether the level of provision of private hire cars is excessive, we should consider if the number of private hire cars leads to excessive availability at different times of day and during different levels of demand. If peak levels of demand are significantly higher than demand at other times (highly peaked) we would not necessarily expect provision to be able to fully meet peak demand, even if provision is generally held to be adequate.

If there are rarely periods when there are no licensed vehicles available to book by telephone, then there may be overprovision, however, some other factors need to be taken into consideration.

When considering the market for pre-booked hires, we need to consider the proportion of the market which is fulfilled by private hire cars and the impact that additional private hire cars joining the fleet may have. Licensed vehicles are operated as independent businesses and as such, are subject to market forces and competition. Access to the market is restricted by licence. Holders of vehicle and driver licences are considered to be fit and proper people who are suitable to hold licences and positions of trust and responsibility. The privilege of being granted a licence also confers some responsibility to provide a public service without discrimination.

If the provision of licensed vehicles to service the demand for pre-booked hire is considered to meet or exceed the level required to meet demand, we should consider whether the level of provision of private hire vehicles results in a negative impact on the public.

Overprovision of private hire vehicles is generally held to mean that the level of provision is higher than the minimum required and that by maintaining or increasing the level of provision, there would be a dis-benefit to the public.

The level of provision of licensed vehicles exceeds the level required to meet demand and provides a surplus of supply at most active times of day. However, during late night periods in Oban, there is evidence that the availability of licensed vehicles for telephone booking is limited.

There is no evidence to suggest that there is a dis-benefit to the public by maintaining the current number of private hire cars. Similarly, there is no evidence to suggest that a modest increase in the number of private hire cars would lead to any dis-benefit to the public.

Consequently, the assessment determined that there is **no overprovision of private hire cars**.

The elderly and people with mobility impairments rely more heavily on the services of licensed vehicles, than the population at large. Feedback from consultation with stakeholders and with the trade, suggested that there are few issues with the availability of wheelchair accessible vehicles and provision of appropriate service to mobility impaired users. It is recognised that there are times when availability of a wheelchair accessible vehicle is limited, owing the small number of suitably equipped vehicles. However, generally wheelchair users are confident that they can travel by wheelchair accessible licensed vehicle when they need one.

Members of the public and the trade were asked if they could identify new locations which would be suitable for the establishment of a new rank. Suggestions were received from both the trade and the public. The potential new rank locations were assessed for suitability. The long list was distilled down to two suggested locations which may be suitable for establishing new ranks. These are locations which are likely to have sufficient demand to establish and sustain an active taxi rank, without being too close to existing active ranks and having a detrimental impact on existing ranks.

## Contents

# 1 General introduction and background

Argyll & Bute Council is responsible for the licensing of taxi and private hire cars operating within the council area. This report provides the results from the 2019 review of demand for taxis in the Oban, Lorn & The Isles Taxi licensing zone in Argyll & Bute, undertaken using the guidance given in the April 2012 "Taxi and private hire car licensing: Best Practice Guidance for Licensing Authorities" (the BPG). In addition to the survey of demand for taxis, the survey also encompassed a survey of overprovision of private hire cars, in accordance with the requirements of sub-sections (3A)(3B)(3C) of Section 10 of the Civic Government (Scotland) Act 1982. The commission also encompassed a review of existing taxi ranks and a review of proposed locations for new taxi ranks.

Stakeholder consultation was undertaken by email, and phone-calls as appropriate. On-street questionnaires were undertaken during June 2019, together with the video observation of activity at ranks during June 2019.

Trade consultation was undertaken using an online survey, with links to the survey distributed to the trade by the Council. Additional contact was made directly with a sample of taxi drivers at the ranks and discussion with representatives of private hire operators.

At the present time, a local authority is entitled to place a limit on the number of taxi licences under the Civic Government (Scotland) Act 1982 as long as the Council is satisfied that there is no significant unmet demand for the services of taxis within the taxi licensing zone.

At the present time, each licensing authority in Scotland supervises the operations of two different kinds of locally licensed vehicle (carrying eight or less passengers):

- Taxi vehicles which alone are able to wait at ranks and pick up people in the street (ply for hire) as well as accepting pre-bookings;
- Private hire cars, which cannot ply for hire and must be pre-booked.

The "Best Practice Guidance" paragraphs 5.30 to 5.36 explain guidance regarding quantity restrictions on taxi licences. The Scottish Government remains of the view that decisions as to the case for limiting taxi licences should remain a matter for licensing authorities in the light of local circumstances (para 5.32). The key is that 'licensing authorities that presently restrict numbers of taxi licences are, however, encouraged to periodically review this policy and to examine the wider policy direction" (para 5.32).

With respect to the principal subject of this survey, local authorities retain the right to restrict the number of taxi vehicle licenses.

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 taxi vehicle licence must be for a wheelchair accessible vehicle, of various kinds as determined locally. In many places this implies a restricted number of saloon style taxi 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 wheelchair 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 wheelchair accessible fleet, whilst some go as far as also allowing rear-loading conversions. Given the additional price of some of these vehicles, this often implies a restriction on entry to the taxi trade.

Some authorities do not allow vehicles which appear to be taxis, i.e. mainly the London style vehicles, to be within the private hire fleet, whilst others do allow wheelchair vehicles. The most usual method of distinguishing between taxis 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 taxi 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 authorities. 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 and more recently in 2012, in Scotland).

## 2 Local background and context

Oban, Lorn & The Isles has a population of approximately 19,996 (NRS 2017 Mid-Year Estimates). The main population centres are Oban, with a population of 8,490 and Tobermory with a population of 1,010. The population of the Island of Mull, as a whole, including Tobermory, is 2,800 (2016-based Settlement Estimates). The remainder of the population are in smaller settlements throughout the area.

Taxis licensed in this taxi zone may only ply for hire within this zone. Private hire cars are licensed across the whole of Argyll & Bute and may operate in any of the taxi zone areas.

There is one active taxi rank in Oban and two identified ranks on the isle of Mull, in Tobermory and Craignure. No taxi ranks operate in any other locations within the Oban, Lorn & The Isles taxi zone.

Using information obtained from the public licensing register, there were 16 private hire cars based in the Oban, Lorn & The Isles zone (based on the registered address of the vehicle licence) and 52 taxis (based on the registered address of the vehicle). These statistics equate to 3.4 licensed vehicles per 1,000 population within the area. Of the 52 taxis, 49 are based in Oban and 3 are based on the Isle of Mull. Of the 16 private hire cars, 5 are based in Oban and 9 on Mull. When we consider the population of Mull (2,800), the provision of licensed vehicles equates to 4.3 per 1,000 population.

With respect to transport interchanges, there is an airport at Connel and ferry terminals in Oban and Mull and a railway station in Oban.

### Comparative information to other authorities

Table 1 below compares recent licensed vehicle numbers for Argyll & Bute as a whole and the Oban, Lorn & The Isles zone, with other Scottish authorities. The table is ordered in increasing proportions of total licensed vehicles per 1,000 population. Statistics for the Oban, Lorn & The Isles zone and for Scotland as a whole are included at the end of the table and figure, for comparison.

### Table 1 - Licensed vehicle proportions

| Licensing Area | Population | Taxi Vehicles | Private Hire Cars | Total Licensed Vehicles | Taxis per 1,000 population | Private Hire Cars per 1,000 population | Total licensed vehicles per 1,000 population |
|---|---|---|---|---|---|---|---|
| Glasgow City | 621,020 | 1,420 | 3,759 | 5,179 | 2.3 | 6.1 | 8.3 |
| City of Edinburgh | 513,210 | 1,316 | 2,165 | 3,481 | 2.6 | 4.2 | 6.8 |
| East Dunbartonshire | 108,130 | 315 | 343 | 658 | 2.9 | 3.2 | 6.1 |
| Renfrewshire | 176,830 | 235 | 836 | 1,071 | 1.3 | 4.7 | 6.1 |
| Shetland Islands | 23,080 | 80 | 58 | 138 | 3.5 | 2.5 | 6.0 |
| South Lanarkshire | 318,170 | 345 | 1,470 | 1,815 | 1.1 | 4.6 | 5.7 |
| North Lanarkshire | 339,960 | 493 | 1,395 | 1,888 | 1.5 | 4.1 | 5.6 |
| Dundee City | 148,710 | 575 | 195 | 770 | 3.9 | 1.3 | 5.2 |
| East Renfrewshire | 94,760 | 60 | 430 | 490 | 0.6 | 4.5 | 5.2 |
| Aberdeen City | 228,800 | 899 | 243 | 1,142 | 3.9 | 1.1 | 5.0 |
| West Dunbartonshire | 89,610 | 336 | 79 | 415 | 3.7 | 0.9 | 4.6 |
| Na h-Eileanan Siar | 26,950 | 95 | 25 | 120 | 3.5 | 0.9 | 4.5 |
| Inverclyde | 78,760 | 239 | 55 | 294 | 3.0 | 0.7 | 3.7 |
| Falkirk | 160,130 | 427 | 146 | 573 | 2.7 | 0.9 | 3.6 |
| Highland | 235,180 | 601 | 215 | 816 | 2.6 | 0.9 | 3.5 |
| West Lothian | 181,310 | 121 | 437 | 558 | 0.7 | 2.4 | 3.1 |
| Aberdeenshire | 261,800 | 470 | 296 | 766 | 1.8 | 1.1 | 2.9 |
| South Ayrshire | 112,680 | 136 | 183 | 319 | 1.2 | 1.6 | 2.8 |
| Argyll and Bute | 86,810 | 179 | 56 | 235 | 2.1 | 0.6 | 2.7 |
| East Lothian | 104,840 | 139 | 130 | 269 | 1.3 | 1.2 | 2.6 |
| Scottish Borders | 115,020 | 214 | 75 | 289 | 1.9 | 0.7 | 2.5 |
| Orkney Islands | 22,000 | 30 | 24 | 54 | 1.4 | 1.1 | 2.5 |
| Midlothian | 90,090 | 52 | 153 | 205 | 0.6 | 1.7 | 2.3 |
| Fife | 371,410 | 485 | 350 | 835 | 1.3 | 0.9 | 2.2 |
| Dumfries and Galloway | 149,200 | 228 | 104 | 332 | 1.5 | 0.7 | 2.2 |
| Stirling | 94,000 | 76 | 125 | 201 | 0.8 | 1.3 | 2.1 |
| Perth and Kinross | 151,100 | 112 | 208 | 320 | 0.7 | 1.4 | 2.1 |
| North Ayrshire | 135,790 | 220 | 67 | 287 | 1.6 | 0.5 | 2.1 |
| Clackmannanshire | 51,450 | 56 | 49 | 105 | 1.1 | 1.0 | 2.0 |
| Moray | 95,780 | 166 | 25 | 191 | 1.7 | 0.3 | 2.0 |
| East Ayrshire | 121,940 | 125 | 85 | 210 | 1.0 | 0.7 | 1.7 |
| Angus | 116,280 | 111 | 62 | 173 | 1.0 | 0.5 | 1.5 |
| Oban Lorne Isles Zone (A&B) | 20,177 | 52 | 16 | 68 | 2.6 | 0.8 | 3.4 |
| **Scotland** | **5,404,700** | **10,536** | **12,122** | **22,658** | **1.9** | **2.2** | **4.2** |

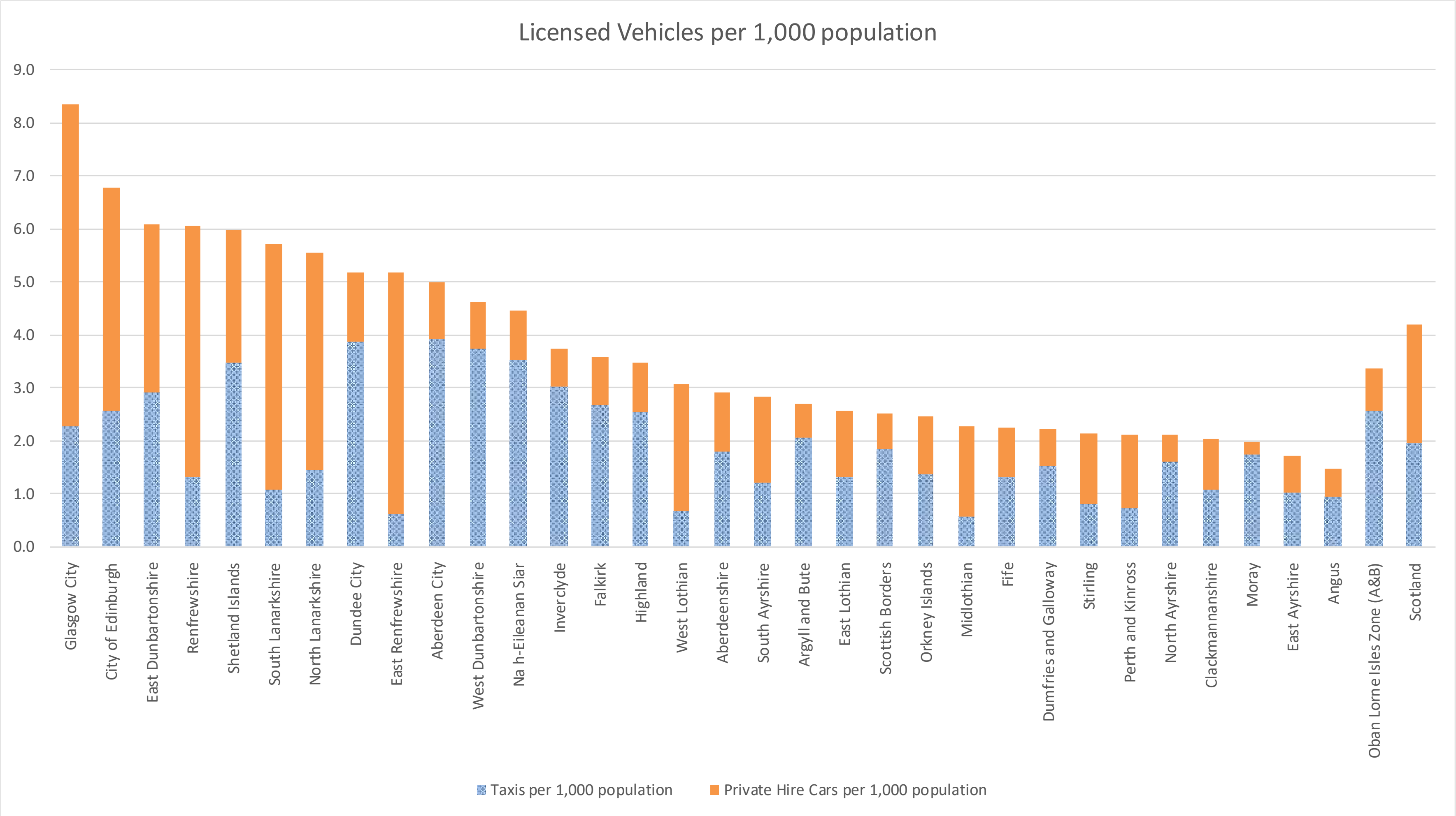



**Figure 1 - Comparison of licensed vehicle provision as a proportion of population**

Table 1 above shows Argyll & Bute as a whole is ranked twelfth highest, regarding the proportion of taxis per 1,000 population in Scotland. At 2.1 taxis per 1,000 population, the value is more than the Scottish average of 1.9 taxis per 1,000 population.

The proportion of private hire cars per 1,000 population in Argyll & Bute is relatively low at 0.6 private hire cars per 1,000 population.  This is slightly more than quarter of the Scottish average of 2.2 private hire cars per 1,000 population.

Within the Oban, Lorn & The Isles zone, the proportion of taxis per 1,000 population is higher than that for Argyll & Bute as a whole.  The proportion of private hire cars is also higher than for Argyll & Bute as a whole.  As a result, the overall ratio of licensed vehicles per 1,000 population is higher than that of Argyll & Bute as a whole.

## Vehicle availability

The availability of a vehicle for personal travel can influence how reliant people are on the use of public transport, including the use of licensed vehicles.  The vehicle availability statistics, per 1,000 population aged 17+ years (driving age) are published as part of the Scottish Transport Statistics.  The statistics are aggregated by local authority area.  The following table presents the statistics across Scotland.  Argyll & Bute is ranked as 13th highest vehicle availability and higher than average for Scotland as a whole.  Vehicles include cars, vans and motorcycles which may be used for personal transport.

The statistics tend to indicate that authority areas with lower population densities have higher vehicle availability than the more highly urbanised authorities.

**Table 2 - Vehicle availability**

| Area | Cars, Vans, Motorcycles and Exempt vehicles registered per 1,000 people aged 17+ |
|---|---|
| Renfrewshire | 913 |
| Orkney Islands | 903 |
| Aberdeenshire | 879 |
| Shetland Islands | 872 |
| Stirling | 866 |
| Eilean Siar | 806 |
| Scottish Borders | 799 |
| Dumfries & Galloway | 793 |
| Highland | 779 |
| Angus | 760 |
| Perth & Kinross | 753 |
| Moray | 752 |
| Argyll & Bute | 730 |
| East Lothian | 704 |
| West Lothian | 701 |
| Midlothian | 699 |
| Clackmannanshire | 697 |
| Falkirk | 690 |
| South Ayrshire | 688 |
| East Renfrewshire | 686 |
| East Dunbartonshire | 683 |
| Fife | 680 |
| East Ayrshire | 670 |
| South Lanarkshire | 654 |
| North Lanarkshire | 643 |
| North Ayrshire | 635 |
| West Dunbartonshire | 588 |
| Inverclyde | 574 |
| Aberdeen City | 557 |
| Dundee City | 506 |
| Edinburgh, City of | 457 |
| Glasgow, City of | 441 |
| Scotland | 665 |

## Public transport vehicle proportions

The availability of public transport vehicles per 1,000 population can also provide an indication of alternative means of transport to private vehicles, or licensed vehicles. Scottish Transport Statistics provide data regarding the number of registered public transport vehicles in each local authority

area. Public transport vehicles are those with nine or more passenger seats.

Argyll & Bute is ranked 28th in terms of public transport vehicles per 1,000 people aged 17+. This is a relatively low level of provision and below the average for Scotland as a whole.

**Table 3 - Public transport vehicle proportions**

| Area | Public Transport Vehicles (9+ seats) per 1,000 people aged 17+ |
|---|---|
| North Ayrshire | 7.39 |
| Midlothian | 6.67 |
| North Lanarkshire | 6.63 |
| Perth & Kinross | 5.42 |
| East Dunbartonshire | 4.00 |
| East Lothian | 3.67 |
| Glasgow, City of | 3.22 |
| Falkirk | 3.21 |
| Moray | 3.16 |
| Scottish Borders | 3.10 |
| Highland | 2.99 |
| Angus | 2.84 |
| Shetland Islands | 2.74 |
| West Dunbartonshire | 2.73 |
| East Renfrewshire | 2.72 |
| South Lanarkshire | 2.37 |
| Aberdeenshire | 2.26 |
| Dumfries & Galloway | 2.14 |
| West Lothian | 2.08 |
| Orkney Islands | 2.05 |
| Stirling | 2.01 |
| Fife | 1.96 |
| Eilean Siar | 1.92 |
| Edinburgh, City of | 1.88 |
| East Ayrshire | 1.79 |
| Aberdeen City | 1.74 |
| South Ayrshire | 1.74 |
| Argyll & Bute | 1.52 |
| Renfrewshire | 1.44 |
| Inverclyde | 1.38 |
| Dundee City | 1.29 |
| Clackmannanshire | 1.02 |
| Scotland | 2.64 |

Argyll and Bute has above average levels of vehicle availability and below average public transport vehicle provision. These features are typical of a largely rural area. As such, public transport, including licensed vehicles, is generally less commonly available in rural areas and is concentrated in larger settlements. Rural populations are more reliant on their own transport, leading to higher vehicle availability in rural areas.

### Rail demand

The Oban taxi rank is located close to the railway station in Oban. The location offers interchange with ferries, trains and buses, near to the taxi rank. Changes in rail patronage is likely to have some influence on demand for taxis from the rank in Oban. A profile of passenger volumes through Oban railway station in recent years is presented in the following figure.

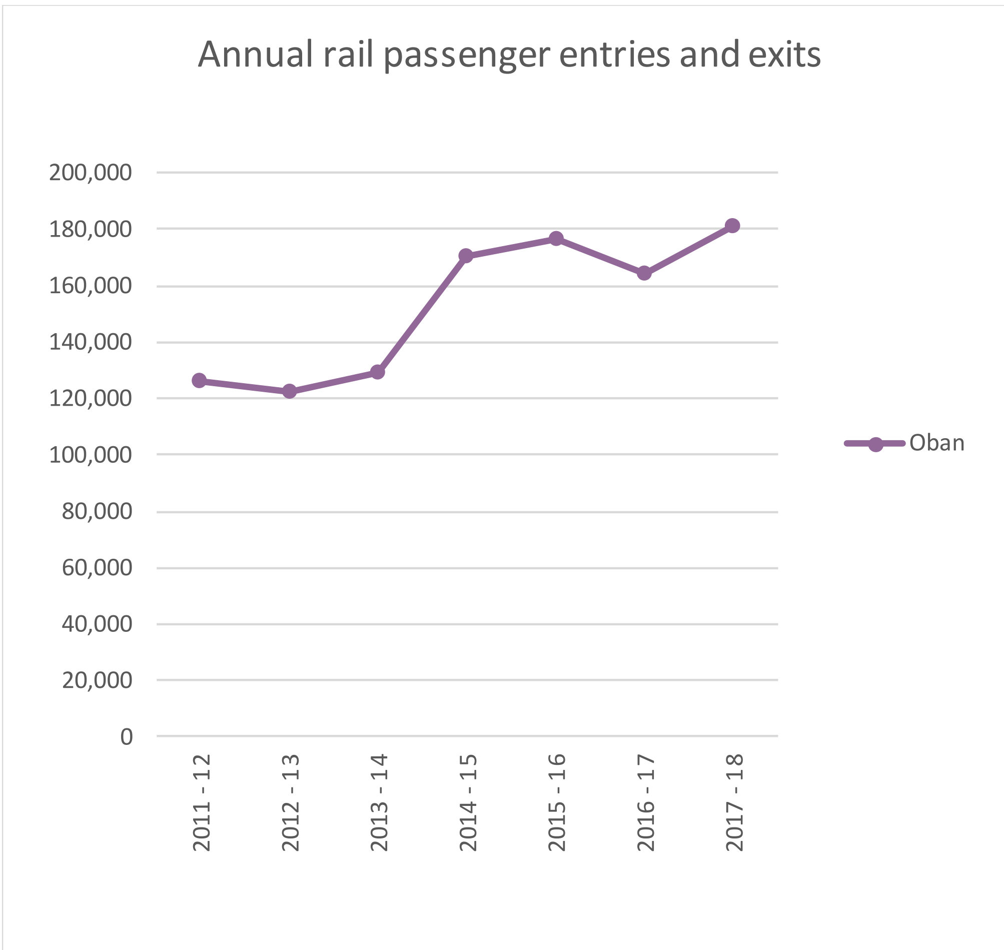



**Figure 2 - Rail passenger demand profile**

This demonstrates a growth in rail passengers at Oban, with the latest value being the highest level within the years for which information is available.

## Ferry demand

Interchange with other public transport modes can provide demand for licensed vehicles.  Ferry services link to Tobermory and Craignure on Mull.  The ferry terminal in Oban is a main hub for many services.

The following figure illustrate the profile of passenger demand on ferry services connecting to Oban.

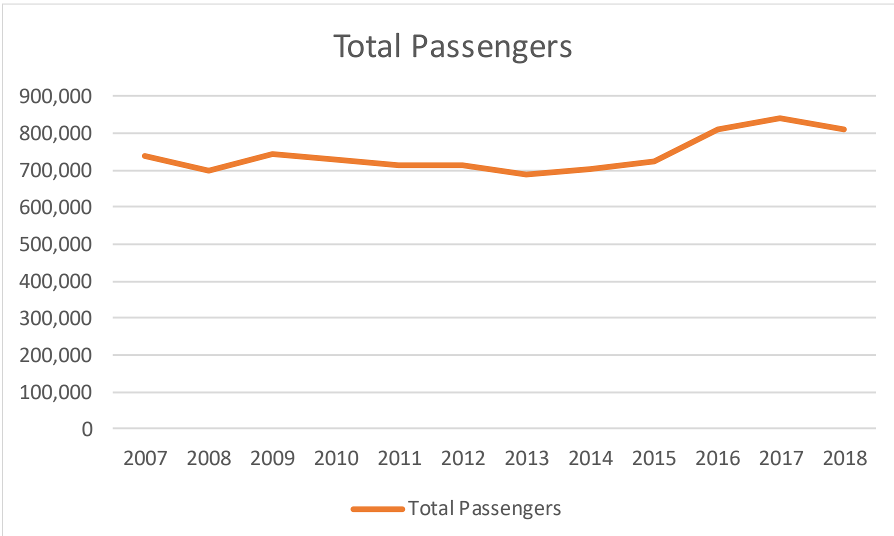



**Figure 3 – Oban Services Annual Passengers**

Passenger volumes using ferry services to and from Oban have tended to increase in recent years.  Around 78% of passenger volume on ferries to and from Oban were carried on the Oban – Craignure service.  On Mull, the Oban – Craignure service accounts for around 93% of ferry traffic to and from the Isle of Mull, including the Tobermory ferry service.

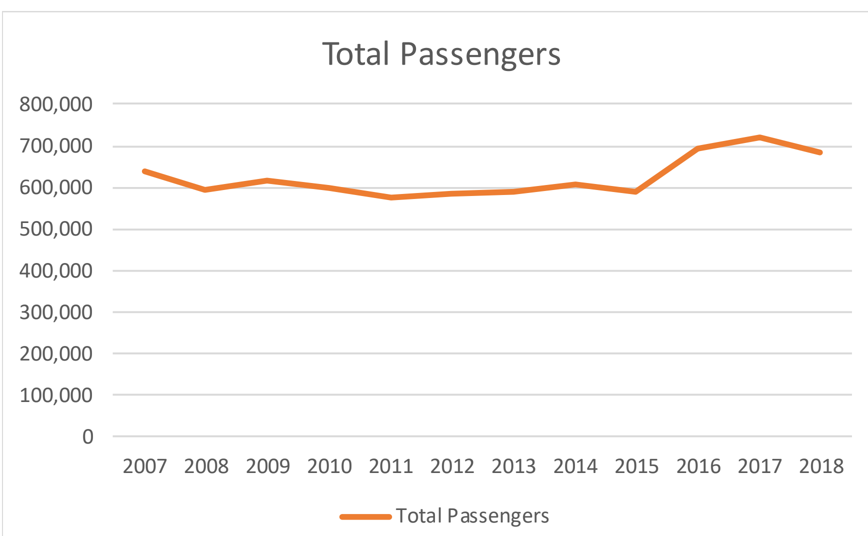



**Figure 4 – Mull Ferry Services Annual Passengers**

Overall, Mull ferry services have experienced an increase in recent years, dominated by the influence of the Oban – Craignure ferry service. The gradual increase in ferry passenger numbers coupled with a long term trend of increased rail patronage is likely to influence increased demand for licensed vehicles in Oban and in particular, could drive increased demand at the taxi rank.

### Driver ratios

The current statistics suggest 88 drivers for 52 taxis and 16 drivers for 16 private hire cars. The proportion of 1.69 drivers per taxi suggests there may be some multi-shift operation of taxis. The ratio of 1 driver per vehicle for private hire cars suggests that each vehicle could be operated by a single driver. However, holders of taxi driver licences may also drive private hire cars. The ratio of all licensed drivers to all licensed vehicles was 1.53. This ratio, whilst lower than the taxi driver to taxi vehicle ratio, still suggests a significant degree of multi-shift operation of vehicles could occur in both taxis and private hire cars.

### Fares

Argyll & Bute taxi fares are summarised below, as last set on 22nd April 2019:

Tariff 1 – Hirings from ranks or "flag" between 7am and 10pm

Initial charge (860 yards or part thereof) - £3.00

Subsequent charge (each 176 yards or part thereof) - 20 pence

Tariff 2 - Hirings from ranks or "flag" between 10pm and 7am

Initial charge (860 yards or part thereof) - £3.60

Subsequent charge (each 150 yards or part thereof) - 20 pence

Tariff 2 also applies to hirings from ranks or "flag" between 6pm and 10pm on December 24th; between 6pm and 10pm on December 31st; and between 7am on 2nd January and 7am on 3rd January

Tariff 3 - Hiring from ranks or "flag" between 10pm 24th December and 7am 27th December and 10pm 31st December and 7am 2nd January

Initial Charge (860 yards or part thereof) - £4.20

Subsequent Charge (each 120 yards or part thereof) - 20 pence

Soiling Charge - £100 maximum (with permission to display warning signs indicating that there may be an additional charge for any potential loss of earnings suffered as a consequence)

Waiting Time – 35 pence per minute commencement of journey, charged on a pro rate basis per second

Taxi called by mean of telephone – 30 pence additional charge

Large Mini-bus type vehicle (carrying 5 or more passengers together at their own request)-

a) Where Tariff 1 would apply – charge Tariff 2

b) Where Tariff 2 would apply – charge Tariff 3

c) Where Tariff 3 would apply – surcharge £1.00

Fee by negotiation – for all journeys commencing within but finishing outwith Argyll and Bute, in a place of the above charges, such fares may be charged as prior to the acceptance of the hire, were proposed to the hirer and accepted by him/her

Ferry Fares – The hirer shall be liable for the cost of a return ferry fare for any journey involving a ferry

## National ranking of fares

Private Hire and Taxi Monthly magazine publish monthly league tables of the metred fares for taxis in Licensing Authorities in the UK. The Tariff 1 fares for a two mile journey (distance costs only) are compared and ranked. The lower the ranking (number), the more expensive the journey, compared with other authorities. The July 2019 table indicated that the fares in Argyll & Bute were ranked 103 out of 366 authorities listed. This indicates that taxis in Argyll & Bute are more expensive than for most authorities.

A comparison of the fares ranking of Scottish authorities is presented in Table 4.

**Table 4 - Average fare ranking of Scottish authorities**

| Local Authority | Fare | Rank (UK) | Rank (Scotland) |
|---|---|---|---|
| East Lothian | £7.00 | 16 | 1 |
| Fife | £6.60 | 60 | 2 |
| Moray | £6.60 | 63 | 3 |
| Glasgow | £6.50 | 71 | 4 |
| Edinburgh | £6.35 | 95 | 5 |
| Mid Lothian | £6.22 | 102 | 6 |
| Argyll & Bute | £6.20 | 103 | 7 |
| Clackmannan | £6.10 | 131 | 8 |
| South Ayrshire | £6.10 | 138 | 9 |
| Shetland | £6.05 | 142 | 10 |
| Aberdeenshire | £6.00 | 143 | 11 |
| Scottish Borders | £5.85 | 185 | 12 |
| East Kilbride (South Lanarkshire) | £5.80 | 191 | 13 |
| Highland | £5.80 | 194 | 14 |
| Orkney | £5.80 | 200 | 15 |
| Rutherglen (South Lanarkshire) | £5.80 | 203 | 16 |
| East Ayrshire | £5.75 | 216 | 17 |
| Angus | £5.70 | 218 | 18 |
| Renfrewshire | £5.70 | 224 | 19 |
| Stirling | £5.70 | 226 | 20 |
| Dundee | £5.66 | 229 | 21 |
| Aberdeen | £5.60 | 230 | 22 |
| West Lothian | £5.60 | 247 | 23 |
| Dumfries & Galloway | £5.50 | 251 | 24 |
| Falkirk | £5.50 | 256 | 25 |
| Dumbarton & Vale of Leven (West Dunbartonshire) | £5.40 | 271 | 26 |
| Perth & Kinross | £5.40 | 274 | 27 |
| East Dunbartonshire | £5.34 | 284 | 28 |
| East Renfrew | £5.30 | 289 | 29 |
| North Ayrshire | £5.30 | 293 | 30 |
| Clydebank | £5.20 | 305 | 31 |
| Inverclyde | £5.20 | 310 | 32 |
| Clydesdale (South Lanarkshire) | £5.20 | 312 | 33 |
| North Lanarkshire | £5.00 | 327 | 34 |
| Western Isles | £4.85 | 337 | 35 |
| Hamilton (South Lanarkshire) | £4.80 | 340 | 36 |

## 3 Patent demand measurement (rank surveys)

The Table below indicates the list of taxi ranks which were surveyed for this unmet demand survey.

**Table 5 - Taxi ranks**

| Rank | Spaces (approx) | Comments |
|---|---|---|
| | | |
| Oban | 11 | Assumed to be a 24 hour rank. No signage. Roadway marked. Located adjacent to bus stances, railway station and ferry terminal. |
| Tobermory | 2 | Assumed to be a 24 hour rank. No formal signage. Roadway marked. Taxis wait perpendicular to the road, in a marked area. |
| Craignure | 1 | Assumed to be a 24 Hour rank. No signage or markings. The addition of a pedestrian railing and resurfacing of area has eradicated traces of the rank. The rank is located close to the ferry terminal. |

Activity at all ranks was assessed from the morning of Thursday 6th June to the morning of Sunday 9th June 2019. The volume of passengers and taxis was recorded, together with taxi vehicle queue lengths and waiting times or queue lengths for any waiting passengers.

Full details of tabulated hourly passenger and taxi volumes and waiting times for taxis, are presented in Appendix A. Summary results are presented below. The results for all ranks are presented in 3D graphs, in order that the relative magnitude of passenger volumes, vehicle volumes and vehicle waiting times at ranks, can be presented and compared across all ranks. In addition, data aggregated across all ranks is presented in simple line graphs, to present the profile of demand, and passenger waiting.

The rank at Craignure was unused and has been excluded from the graphs.

The taxi ranks were surveyed, using video cameras fixed to nearby lamp posts or sign posts. The footage was later processed to determine the volumes of passengers and taxis passing through each rank.

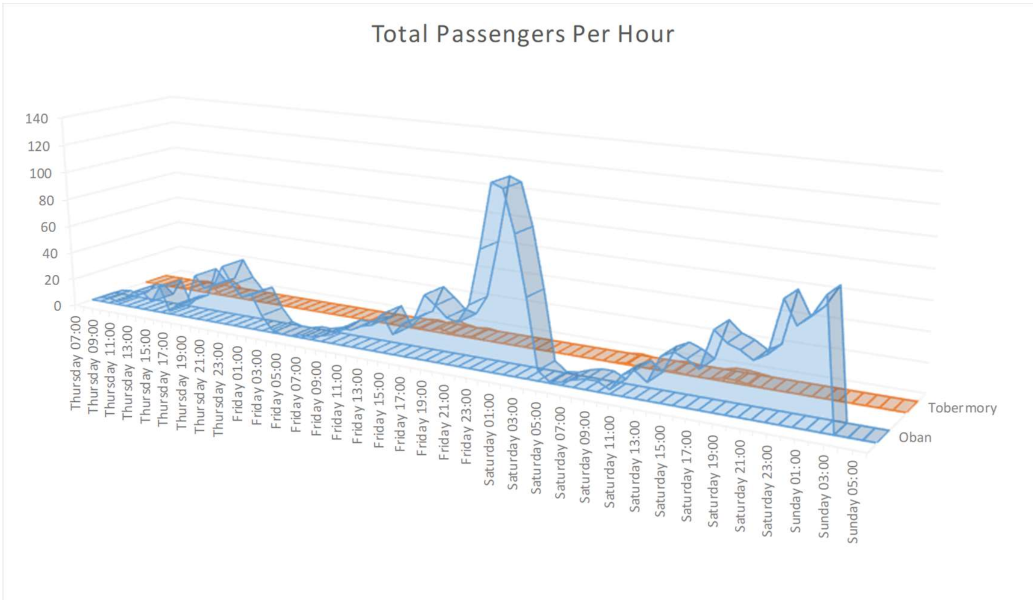



**Figure 5 - Total passenger volumes using each rank**

Figure 5 presents comparative profiles of passenger demand for each rank.

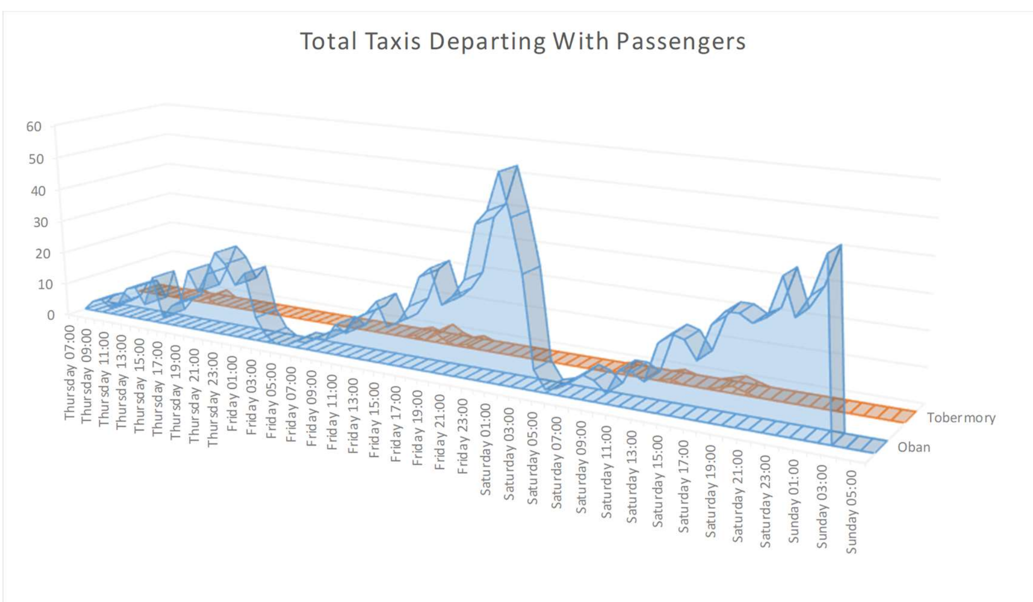



**Figure 6 - Total taxis departing each rank with passengers**

Not all taxis leave the rank with passengers on board.

## Profile of demand

Almost all of the rank hires observed occurred at the rank in Oban. The rank in Craignure was unused throughout the duration of the survey. The rank in Tobermory was occasionally used by waiting taxis. However, most of the departures from the ranks were by empty vehicles. This is normally a strong indicator that many of the vehicles leave for pre-booked hires.


**Figure 7 - Total hourly taxi hires volume aggregated across all ranks**

The profile largely reflects the operation of the rank in Oban, which dominated activity. There was activity throughout each day from morning to late night. There were dips in activity during the 'school run' times on Thursday and Friday morning and afternoon. The volume of hires was highest at night on each of the days surveyed.

Peak activity occurred on Friday night. A longer but less intense peak in demand occurred on Saturday night.

As the level of demand increased sharply on Friday and Saturday nights, compared with other times, the profile of demand is considered to be peaked.

## Taxis departing ranks empty

Taxis may depart a rank without passengers for several reasons. The most common reasons are in response to a booking, or in order to move on to another rank which is felt to offer a better prospect of a hire.

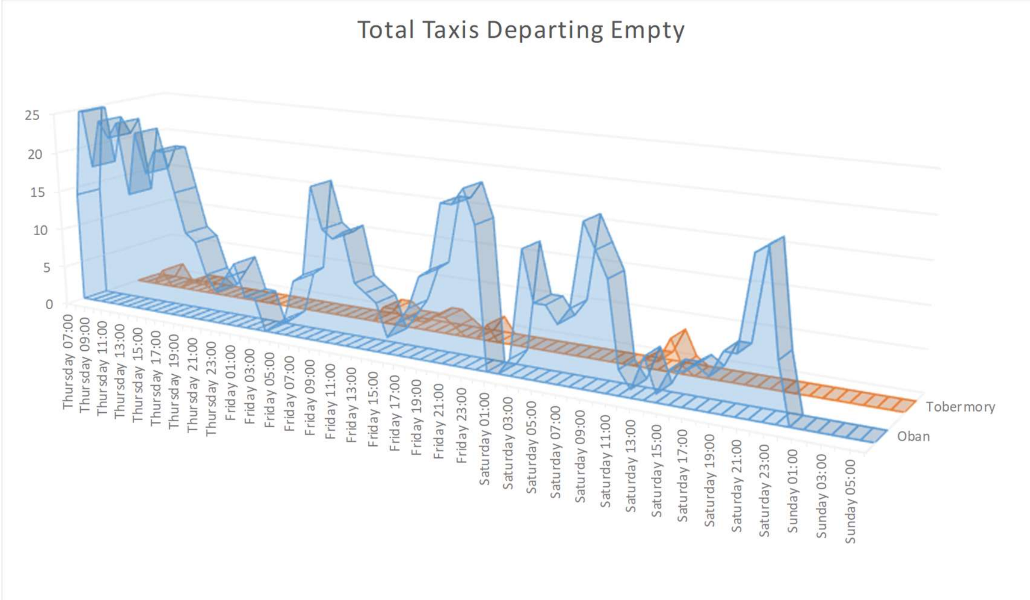



**Figure 8 – Hourly total number of taxis which leave the ranks empty**

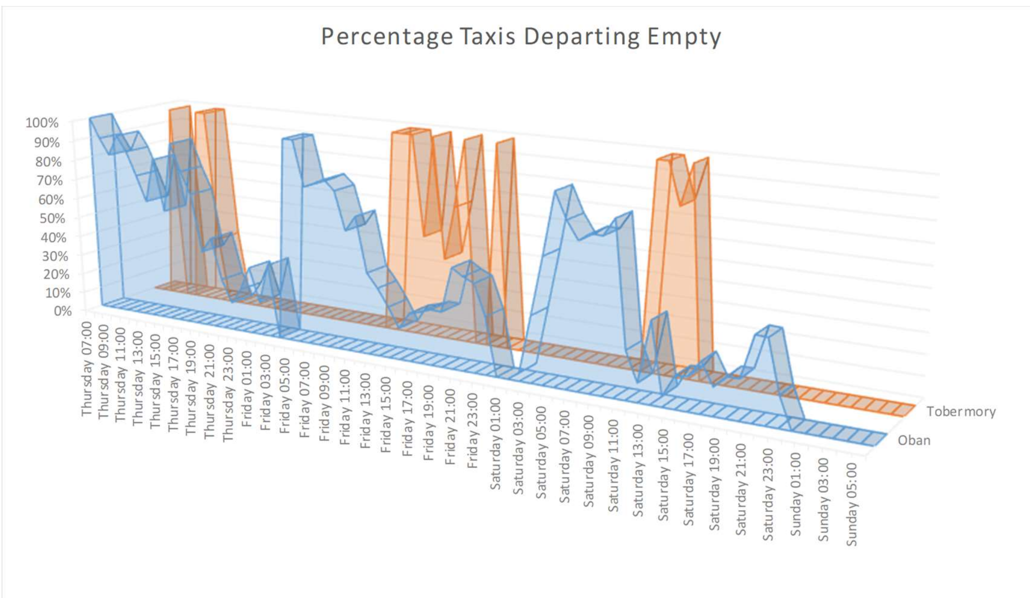



**Figure 9 - Proportion of taxis at each rank which leave the ranks empty**

The proportion of taxis leaving each rank empty, as a percentage of all taxis passing through each rank, was generally high. During some hours at some ranks, all departing taxis were empty. The majority of all observed departures from the ranks, were empty.

## Taxi vehicle waiting times at the ranks

Taxis spend much of their time waiting at ranks for customers to hire the vehicles from the ranks or waiting for a customer to hire the taxis by telephone or other booking means. The average time that vehicles spend waiting at the ranks is presented in the following figure.

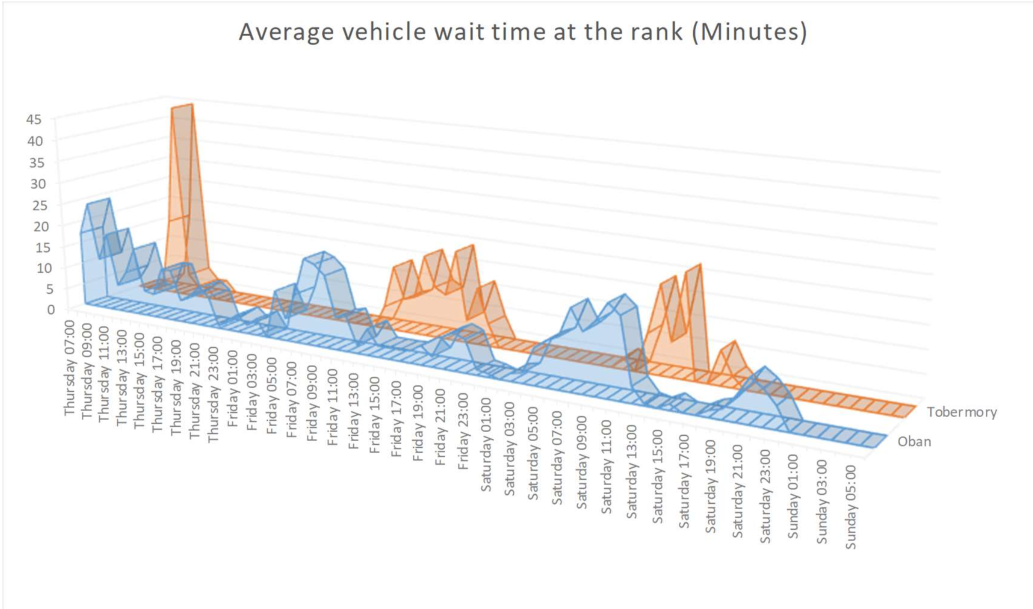



**Figure 10 - Average vehicle waiting time [minutes] at each rank**

The average time taxi vehicles spent waiting at taxi rank varies by location and by time of day.

## Passenger profile

The profile of total passengers follows a similar profile to that of total hires across all ranks. This indicates that the number of passengers hiring each taxi (load factor) from the rank does not vary significantly through each day.

## Passenger waiting

Unmet demand relates to passengers who had to wait for a taxi to arrive at a rank, or who gave up waiting for a taxi to arrive at the rank, or didn't try to hire a taxi at a rank, in the expectation that taxis would not be found there. The degree of significance of unmet demand relates to what proportion of passengers had to wait for a taxi to arrive (or gave up), together with the time they waited and related to the time of day that waiting occurred and overall passenger volumes.

It is inevitable that some passengers will have to wait for taxis to arrive at ranks from time to time. However, such unmet demand is unlikely to be deemed to be significant unless passenger waiting if persistent and for lengthy durations.

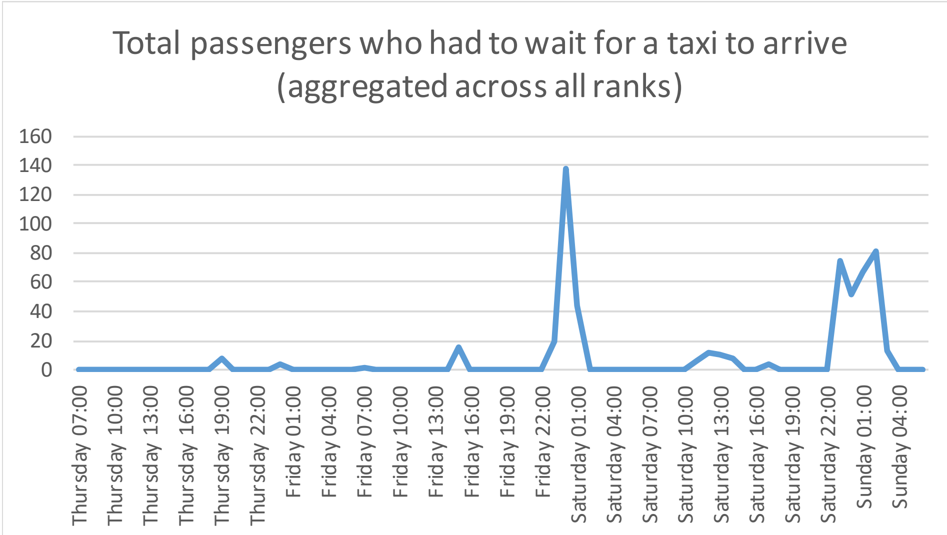



**Figure 11 - Number of passengers who had to wait for a taxi**

Passengers were deemed to have waited for a taxi to arrive at a rank if there were not taxis present at the rank and available for hire, when the passengers arrived. This is distinct from occasions when passenger queues formed at times of high demand, waiting to board a queue of waiting taxis. On such occasions, the passenger wait was due to the logistical operation of the rank, such as waiting for a queued vehicle to pull up to the boarding area, rather than due to lack of availability.

All passenger waiting occurred at the Oban rank. Passenger waiting could be characterised as occasional, for most of the observed period. However, on Friday and Saturday nights, persistent passenger queues formed. Once formed, these queues of passengers remained present for extended periods with new passengers joining the queue before passengers who were already waiting, were picked up by taxi.

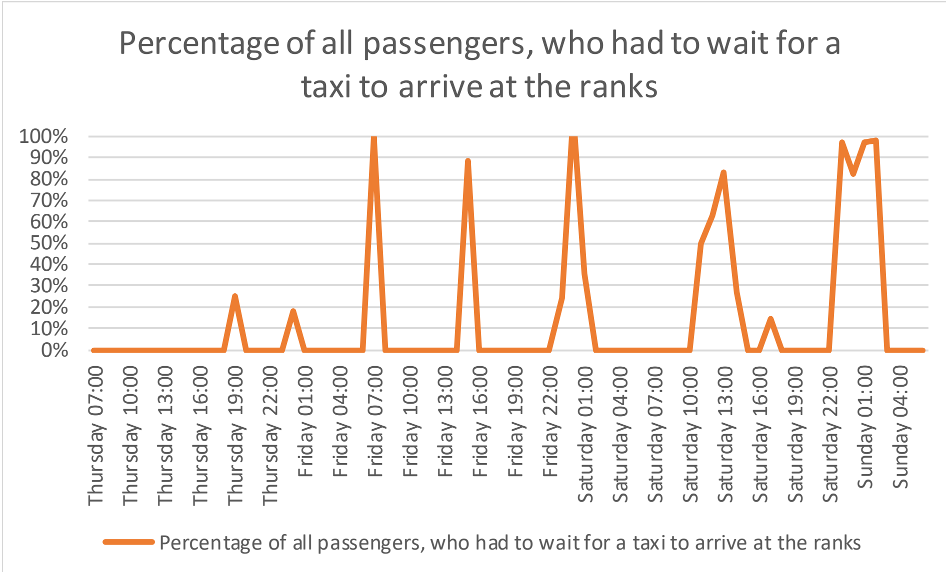



**Figure 12 - Percentage of passengers who had to wait for a taxi**

The proportion of all passengers who had to wait for a taxi to arrive at the ranks was generally relatively high.

Aggregated over all passenger observations, 20% of all passengers had to wait for a taxi to arrive at the ranks.

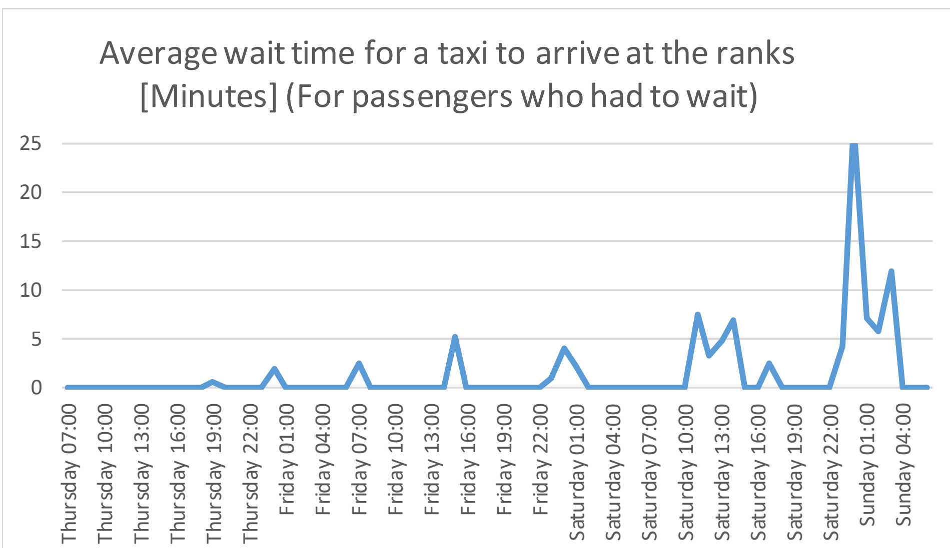



**Figure 13 - Average wait time for passengers who had to wait for a taxi to arrive at the ranks**

The average time that those passengers who had to wait for a taxi to arrive, spent waiting, was varied. Other than on Friday and Saturday night, the occasional passenger waiting was for relatively short periods. However, on Friday night, passenger waiting was generally for between 5 and 10 minutes. On Saturday night, passenger waiting times could be significantly higher. The average wait time for the hour commencing 00:00 on Sunday morning was 27 minutes.

When we consider the average waiting time for all passengers, including those who didn't have to wait, the average wait time was 1 minute 17 seconds.

Daily statistics from the rank surveys are presented in the following tables:

### Table 6 - Daily rank statistics Thursday to Friday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi | Average vehicle wait time at the ranks per taxi (minutes) |
|---|---|---|---|---|---|---|
| **Total for all locations** | **311** | **212** | **523** | **310** | **1.5** | **9** |
| Oban | 306 | 209 | 515 | 304 | 1.5 | 9 |
| Tobermory | 5 | 3 | 8 | 6 | 2.0 | 8 |
| Craignure | 0 | 0 | 0 | 0 | 0.0 | 0 |

### Table 7 - Daily rank statistics Friday to Saturday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi | Average vehicle wait time at the ranks per taxi (minutes) |
|---|---|---|---|---|---|---|
| **Total for all locations** | **254** | **485** | **739** | **842** | **1.7** | **5** |
| Oban | 240 | 479 | 719 | 836 | 1.7 | 5 |
| Tobermory | 14 | 6 | 20 | 6 | 1.0 | 10 |
| Craignure | 0 | 0 | 0 | 0 | 0.0 | 0 |

### Table 8 - Daily rank statistics Saturday to Sunday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi | Average vehicle wait time at the ranks per taxi (minutes) |
|---|---|---|---|---|---|---|
| **Total for all locations** | **149** | **433** | **582** | **703** | **1.6** | **5** |
| Oban | 142 | 427 | 569 | 696 | 1.6 | 5 |
| Tobermory | 7 | 6 | 13 | 7 | 1.2 | 8 |
| Craignure | 0 | 0 | 0 | 0 | 0.0 | 0 |

### Table 9 - Aggregate rank statistics Thursday to Sunday

| Rank location | Total taxis departing the ranks empty | Total taxis departing the ranks with passengers | Total taxis departing the ranks | Total passengers departing the ranks | Average passengers per taxi |
|---|---|---|---|---|---|
| **Total for all locations** | **714** | **1130** | **1844** | **1855** | **1.6** |
| Oban | 688 | 1115 | 1803 | 1836 | 1.6 |
| Tobermory | 26 | 15 | 41 | 19 | 1.3 |
| Craignure | 0 | 0 | 0 | 0 | 0.0 |

As a sense check, it is prudent to consider the total observed hires against the number of taxis in the fleet. Currently there are 52 taxis. When we consider the total number of taxis departing the ranks with passengers (total rank based hires) against the number of taxis, the average number of hires per taxi was 21.7. This would imply that if all taxis were operating from the ranks and achieved an equal share of hires, each would have undertaken around 22 hires over the three days observed. If we were to assume the average shift duration was 8 hours, this would imply an average of around one hire every hour. However, as there is a concentration of demand on Friday and Saturday evenings, when we consider the number of hires observed on the Thursday, this equated to 4 hires per vehicle. This level of business could not sustain the fleet from rank based hires only.

## 4 General public views

It is very important that the views of people within the area are obtained about the service provided by taxi and private hire. A key element which these surveys seek to discover is specifically if people have given up waiting for taxis 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 taxi 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 taxis waiting at ranks.

These surveys tend to be undertaken during the daytime period when more people are available. 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 taxis 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.

The survey obtained results from 72 responses obtained through face to face interviews and 30 responses obtained through an online survey.

The results from the face to face and online survey are reported separately in the following table.

**Table 10 - Public consultation survey results**

| Question | Response | Online survey | On street |
|---|---|---|---|
| In the last three months, have you made one or more trips by taxi or private hire car in Argyll & Bute? | Yes | 51% | 100% |
| | No | 49% | 0% |
| For your most recent trip by taxi or private hire car, what kind of vehicle did you use? | Wheelchair accessible taxi vehicle | 0% | 0% |
| | Saloon car | 72% | 75% |
| | Minibus / people carrier | 24% | 15% |
| | Don't recall | 3% | 10% |

| | | | |
|---|---|---|---|
| Respondents were asked to describe the ways that private hire cars may be hired? | Accurately described | 66% | 71% |
| | Inaccurately described | 28% | 21% |
| | Not Sure / Don’t know | 7% | 8% |
| Respondents were asked to describe the ways that a Taxi may be hired? | Accurately described | 82% | 71% |
| | Inaccurately described | 11% | 21% |
| | Not Sure / Don’t know | 7% | 8% |
| How did you hire the most recent taxi or private hire car that you used? | At a taxi rank | 7% | 21% |
| | Hailed in the street | 3% | 0% |
| | By telephoning a company | 86% | 65% |
| | By using a freephone | 3% | 8% |
| | By using an app or website | 0% | 0% |
| | At a booking office | 0% | 6% |
| Did you require a taxi or private hire car immediately or did you pre-book for another time? | Immediately | 76% | 98% |
| | Future | 44% | 2% |
| If pre-booked for another time, how close to the booked time did the taxi arrive? | On time | 29% | 100% |
| | 5 – 10 minutes early | 13% | 0% |
| | Early, less than 5 minutes early | 29% | 0% |
| | Late, less than 5 minutes late | 29% | 0% |
| Did you have to wait for a vehicle to be available? | Yes | 55% | 0% |
| | No | 45% | 100% |
| If you had to wait for a vehicle to be available, how long did you have to wait, or what length of time was quoted? | Less than 10 minutes | 33% | 0% |
| | Wait for over 10 minutes | 25% | 0% |
| | Nothing for over 1 hour | 8% | 0% |
| | Nothing for over 2 hours | 25% | 0% |
| | Nothing available / phones not answered | 8% | 0% |
| Were you satisfied with the service you received in terms of time to arrive and journey time? | Yes | 83% | 100% |
| | No | 17% | 0% |
| Could taxi or private hire Car services in Argyll & Bute be improved? | Yes | 72% | 17% |
| | No | 28% | 83% |
| What improvements would you like to see? [Responses listed in order of popularity] | • Cheaper fares<br>• Better taxi rank signs<br>• More availability, especially late night<br>• App booking<br>• Better driver hygiene | | |

| | | | |
|---|---|---|---|
| For your most recent trip in a taxi or private hire car, how would you rate the following aspects, with 1 very poor and 5 very good [Average score presented] | Vehicle Cleanliness | 4.0 | 4.1 |
| | State of vehicle repair | 3.9 | 4.0 |
| | Driver behaviour | 3.8 | 4.0 |
| | Driver appearance | 3.8 | 3.8 |
| | Driver hygiene | 3.8 | 4.1 |
| | Driver attire / smartness | 3.7 | 4.1 |
| | Price | 3.4 | 3.4 |
| | Customer service | 3.7 | 4.2 |
| For any aspects that you rated poor or very poor, could you provide further details regarding why you provided this rating? [Responses listed in order of popularity] | • Driver rude<br>• Inconsistent fare<br>• Driver didn't show up for journey | | |
| Regarding your last trip by taxi or private hire car, at what time of day you obtain your taxi? | Daytime, (before 6pm) | 46% | 49% |
| | Evening (Between 6pm and 10 pm | 36% | 44% |
| | Night (after 10pm) | 18% | 0% |
| | Don't recall | 0% | 7% |
| Regarding this last trip: Were you or anyone in your party disabled? e.g. mobility impaired, visually impaired or a wheel chair user | Yes, another member of the party | 4% | 0% |
| | Yes, the respondent | 7% | 0% |
| | No | 89% | 100% |
| Was the taxi or private hire car that you used for the last trip suitable in terms of ease of access and egress? | Yes | 100% | 100% |
| | No | 0% | 0% |
| Did you face any difficulties with your last journey in a taxi or private hire car? | Yes | 7% | 0% |
| | No | 93% | 100% |
| If yes, please expand on what difficulties were faced. | • Overpriced<br>• Difficultly finding dropping off space | | |

| | | | |
|---|---|---|---|
| Do you feel that taxis and private hire cars offer good service to people with mobility impairments, including wheelchair users? | Yes | 36% | 100% |
| | No | 29% | 0% |
| | Don’t know / no opinion | 36% | 0% |
| Do you feel that there are enough taxis in Argyll & Bute? i.e. the ones with the sign on the roof. | Yes | 44% | 94% |
| | No | 56% | 6% |
| | Don’t know / no opinion | 0% | 0% |
| Do you feel that there are enough private hire cars in Argyll & Bute? i.e. the ones which have to be pre-booked. | Yes | 52% | 92% |
| | No | 48% | 8% |
| What taxi ranks are you aware of in Argyll & Bute? i.e. the ones which are located in the area where you may be most likely to use, or be aware of a taxi rank. If there are no taxi ranks in your area, please state “none in this area”. | • Railway Station (Oban)<br>• Shopping area (Oban) | | |
| Do you think more ranks are needed? If so, could you suggest any locations where you would like to see new taxi ranks? | Yes | 49% | 0% |
| | No | 51% | 100% |
| Suggested new ranks: | • Corran Halls (Oban)<br>• One at the North end of town, Oban<br>• Tesco, Oban | | |
| What is the principal factor which limits your use of taxis, as opposed to private hire cars? Please choose the most relevant factor for you | Cost | 12% | 8% |
| | Waiting time | 12% | 1% |
| | Use the bus instead | 8% | 0% |
| | No need to use taxis | 12% | 13% |
| | I generally use a car | 46% | 56% |
| | I use private hire cars | 12% | 6% |
| | Drivers don’t know the route | 0% | 4% |
| | Closest rank too far away | 0% | 13% |

| | | | |
|---|---|---|---|
| How often do you obtain a taxi from a rank in Argyll & Bute? | Daily | 4% | 3% |
| | At least weekly | 4% | 28% |
| | At least monthly | 22% | 42% |
| | At least once a year | 11% | 14% |
| | Less frequently | 19% | 10% |
| | Never | 41% | 4% |
| How often do you book a taxi or private hire car by telephone in Argyll & Bute? | Daily | 7% | 4% |
| | At least weekly | 11% | 28% |
| | At least monthly | 30% | 51% |
| | At least once a year | 11% | 13% |
| | Less frequently | 11% | 4% |
| | Never | 30% | 0% |
| How often do you obtain a taxi by hailing or flagging down a passing taxi without pre-booking in Argyll & Bute? | Daily | 0% | 3% |
| | At least weekly | 0% | 3% |
| | At least monthly | 7% | 9% |
| | At least once a year | 0% | 6% |
| | Less frequently | 26% | 65% |
| | Never | 67% | 15% |
| In the last three months, have you given up or made alternative arrangements when trying to hire a taxi at a rank, or by flagging down, because none were available? | Yes | 22% | 0% |
| | No | 78% | 100% |
| If you have given up trying to obtain a taxi, can you tell us when this was and where you had tried to hire a taxi (i.e. rank or street where hailed) | • Oban rank, 2am<br>• George Street, Oban<br>• Railway Station, Oban | | |
| In the last three months, have you given up or made alternative arrangements when trying to get a taxi or private hire car by telephone because none were available? | Yes | 26% | 0% |
| | No | 74% | 100% |

| | | | |
|---|---|---|---|
| If you have given up or made alternative arrangements when trying to get a taxi or private hire car by telephone because none were available? Could you tell us when this occurred and where you tried to make the booking? | • Oban rank, 2am<br>• Mull | | |
| Which of the following do you think offers the best value for money? | Taxi | 15% | 14% |
| | Private hire | 15% | 49% |
| | No difference | 30% | 35% |
| | No opinion | 41% | 3% |
| Have you had any problems with taxis or private hire cars in Argyll & Bute? | Yes | 27% | 0% |
| | No | 73% | 100% |
| If you have had problems with taxis or private hire cars, can you tell us what these problems were? | • Rude driver<br>• Driver hygiene<br>• Over charging | | |
| Would any changes or features encourage you to use taxis or private hire cars more often? | Yes | 26% | 0% |
| | No | 74% | 100% |
| Could you tell us what changes or features would encourage you to use private hire cars or taxis more often? | • Reliable service, especially when booking in advance<br>• Easier ways to booking / use of apps<br>• Better driver hygiene<br>• Electric cars<br>• Priority parking for drop-offs<br>• Cheaper fares | | |
| Are there any features of taxi services in Argyll & Bute that you feel are particularly good? | • Friendly and helpful drivers<br>• Drivers have local knowledge<br>• Punctuality<br>• On time and reliable | | |

| | | | |
|---|---|---|---|
| Are there any times of day or days of the week, when it is normally difficult to obtain a private hire car? [if private hire cars operate in your area]. If so, please tell us where and when. | • After 10pm<br>• Late night at the weekend<br>• Very early when heading for 7am ferry<br>• School finishing time<br>• Sundays | | |
| Are there any other comments you would like to make regarding taxi and private hire car services in Argyll & Bute? | • More electric vehicle taxis<br>• Online booking service would be fantastic<br>• More taxis available in a wider time frame<br>• Concern about differentiating licensed vehicles<br>• Cheaper fares | | |
| Which best describes your gender? | Male | 41% | 32% |
| | Female | 48% | 68% |
| | Prefer not to say | 11% | 0% |
| Which of the following groups do you fall into? | 16 – 29 years old | 7% | 6% |
| | 30 – 64 years old | 63% | 69% |
| | 65+ years old | 30% | 25% |
| What is your occupation? | Full time employed | 65% | 94% |
| | Part time employed | 8% | 0% |
| | Retired | 27% | 6% |
| | Unemployed | 4% | 0% |
| Are you a permanent resident? | Yes | 100% | 99% |
| | No | 0% | 1% |
| Thank you for your patience and cooperation completing this survey. Are there any further comments that you would like to make? | • More wheelchair / accessible cars needed | | |

## Commentary on public attitude surveys

A high proportion of respondents had made a trip in the last three months by taxi or private hire car.

It is important that respondents were able to understand the differences between how private hire cars and taxis may be hired. Check questions were asked to determine the respondents understanding of the differences. If the respondent was unsure, or indicated methods of hire which were erroneous, they were informed of the valid ways in which taxis and private hire cars may be hired.

The majority of respondents were able to correctly identify the differences in valid hire methods.

Respondents were asked to indicate the way they had most recently hired a licensed vehicle.  Telephone booking was the most popular method.

Most telephone bookings were for immediate hire.

The majority of face to face respondents did not have to wait for a vehicle to be available.  However, a high proportion of online respondents indicated that they did have to wait for a vehicle to be available for a pre-booked immediate hire.

The majority of respondents were satisfied with the time taken to arrive and journey time.

Respondents generally provided a moderately positive rating of the services provided.  Some comments were made regarding poor driver hygiene, rudeness of drivers and reliability of service.

Issues identified and improvements suggested related to a variety of issues.  The most common issue identified was cost.  This is a common issue identified in similar surveys around the country.  Cost is normally the most frequently identified issue, irrespective of the level of fares charged in the area in question.  Other improvements suggested were improved availability at night, better driver hygiene, and introduce booking by mobile app.

No face to face respondents had indicated that they had given up trying to hire a taxi from a rank or hailing.  However, a relatively high proportion of online respondents indicated that they had given up at a rank.  Similarly, no face to face respondents had indicated that they had given up trying to hire a licensed vehicle by telephone.  However, a relatively high proportion of online respondents indicated that they had given up trying to hire a licensed vehicle by telephone.

Over charging or varying fares (for the same journey) were mentioned as problems encountered.

Key features of responses are that the public don’t rate the services provided by taxis and private hire cars as highly in the Oban, Lorn and the Isles zone as they do elsewhere in Argyll & Bute.  Lack of availability at night is a consistent issue.  More wheelchair accessible vehicles were mentioned by several respondents as a potential improvement.

## 5 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 questionnaire to all taxi 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.

For this survey, a link to an online survey was distributed to the trade, directly through the Council.  A total of 4 responses were received from the trade.  This equates to approximately 6% response rate.

The responses to the survey are summarised in the following table.

**Table 11 - Trade survey responses**

| Question | | |
|---|---|---|
| Which of the options presented best describes the nature of your involvement in the licensed vehicle trade in Argyll & Bute? | I am a taxi driver, I also own my own taxi | 50% |
| | I am a private hire car driver, I also own my own private hire car | 50% |
| How long have you been involved in the licensed vehicle trade in Argyll & Bute? (number of years) | 0-5 Years | 25% |
| | 6-10 Years | 25% |
| | 11-15 Years | 25% |
| | 16-20 Years | 25% |
| How many hours do you generally work each day during daytime hours (06:00 – 18:00)? (average) | Monday | 9 |
| | Tuesday | 9 |
| | Wednesday | 9 |
| | Thursday | 9 |
| | Friday | 9 |
| | Saturday | 7 |
| | Sunday | 9 |

| | | |
|---|---|---|
| How many hours do you generally work each night during night time hours (18:00 – 06:00)? (average) | Monday | 3 |
| | Tuesday | 3 |
| | Wednesday | 3 |
| | Thursday | 3 |
| | Friday | 3 |
| | Saturday | 3 |
| | Sunday | 3 |
| If you normally drive a taxi or private hire car, what affects your choice of shifts? [e.g. if you work nights, evenings, weekends only, etc.] | Work when customer calls in | 50% |
| | Daytime hours | 25% |
| | Evening tours during summer | 25% |
| Is the vehicle you normally drive also driven by someone else at other times? i.e. multi-shifted | Yes | 50% |
| | No | 50% |
| If yes, when? | Covering shifts | |
| Do you operate on a booking circuit, from which bookings are allocated from a booking office via radio, data circuit or similar? | Yes | 25% |
| | No | 75% |
| Do you receive hire directly by telephone? (for example, from regular clients) | Yes | 75% |
| | No | 25% |
| What ranks do you NORMALLY work from each week? | • Oban Railway station<br>• Tobermory<br>• Craignure | |
| Do you consider there to be any particular issues with the operation of the current ranks in your area within Argyll & Bute? | • Overcrowded | |
| By which method do you most frequently get your fares? i.e. which is the most common. | Radio booking from office | 25% |
| | Phone or app bookings | 75% |

| | | |
|---|---|---|
| During a typical week, could you estimate how many hires you would expect to undertake each day? (average) | Sunday | 9 |
| | Monday | 7 |
| | Tuesday | 12 |
| | Wednesday | 14 |
| | Thursday | 7 |
| | Friday | 15 |
| | Saturday | 17 |
| Do you think Argyll & Bute Council should place a limit on the number of taxis licensed in your taxi zone? | Yes | 25% |
| | No | 75% |
| If you think a limit should be applied to the number of taxis, could you please let us know how such a limit could benefit the travelling public? | • Think there's the right amount of taxis on Mull already | |
| Do you think Argyll & Bute Council should place a limit on the number of private hire cars licensed in the area where you normally operate? | Yes | 100% |
| | No | 0% |
| If you think a limit should be applied to the number of private hire cars, could you please let us know how such a limit could benefit the travelling public? | • No | |
| Please choose which of the following statements most closely reflects your views regarding taxi provision, in the area where you normally operate: | There are enough taxis available to meet demand at all times | 25% |
| | There are enough taxis available to meet demand at all times, except during peak demand periods such as Saturday nights | 25% |
| | There are not enough taxis available to meet demand most of the time | 25% |
| | Lack of cover in wider areas | 25% |
| Please choose which of the following statements most | There are enough private hire cars available to meet demand at all times | 33% |

| | | |
|---|---|---|
| closely reflects your views regarding private hire car provision, in the area where you normally operate: | There are enough private hire cars available to meet demand at all times, except during peak demand periods such as Saturday nights | 33% |
| | There are not enough private hire cars available to meet demand most of the time | 33% |
| Are there any factors which limit supply of taxis or private hire cars at certain times or in certain locations? | • Road system in Oban causing traffic jams and delays | |
| Do any of the existing ranks need to be improved? If so, which and how could they be improved? | • Oban Railway Station – revert to kerbs, add more spaces | |
| Do any new rank need to be established? If so, where should they be located and why? | • No | |
| Are you aware of any times or locations where members of the public may face difficulties hiring a taxi? | • Train / Ferry arrivals<br>• Peak rush hour<br>• Craignure<br>• Salen | |
| Are you aware of any times or locations where members of the public may face difficulties hiring a private hire car? | • No | |
| And the final question, are there any other comments that you would like to make? | • Taxi drivers should be reminded of their responsibilities at the rank – such as not parking in rank while out of the car, not blocking the entrance while having conversations, parking within allocated lane<br>• Isle of Mull is a tourist destination, work is mainly seasonal and mostly booked via my website | |

All respondents were owner drivers of taxis and private hire cars and had a range of years' experience up to 20 years.

In general, drivers said they worked around 9 hours every day and around 3 hours at night time. Around half of respondents indicated that their vehicles were driven by more than one driver of different shifts. This accords with the ratio of drivers to vehicles.

The majority of hires were pre-booked hires. The pre-booked hires were mostly obtained by direct telephone calls to the drivers. Some pre-booked hires were obtained through a booking circuit.

Most respondents didn’t operate on a booking circuit.

It was acknowledged that the public can face difficulties hiring a taxi when trains or ferry’s arrive and in Craignure and Salen. Availability at peak demand times was also acknowledged to be an issue.

In addition to the feedback provided in the questionnaires, some discussion was held with drivers on the ranks. Drivers indicated that seasonal variation in demand was an issue. There was significantly less demand during winter months, than during the summer. In Oban, the majority of hires were pre-booked, with drivers often waiting on the ranks between hires. Many of the hires were undertaken by regular clients who called a favoured taxi to book a hire.

## 6 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
- Elected representatives and Community Councils
- 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 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.

Supermarkets

No supermarkets indicated that there was any perceived issue with availability of licensed vehicles. The Tesco supermarket in Oban felt that customers would phone for a taxi. The Coop in Tobermory was contacted. They were not aware of any issues. There is a taxi rank across the road from the shop where taxis sometimes wait. But if a customer wanted a taxi they would probably call for one. Occasionally customers arrived by taxi, which waited for them for a return trip.

### Hotels

Reponses from hotels varied. The variation largely related to location of the hotels. In Oban, the response was generally that there were licensed vehicles available for guests if they needed one. However, guests generally made their own arrangements. There was some awareness that late at night and especially at the weekend, it can take some time for a taxi to arrive once booked.

In Tobermory, the hotels felt that there was no difficulty with availability.

Some rural hotels felt that there was no need for their customers to use licensed vehicles, owing to their location. So weren't aware of the likely level of service, other than an expectation that if a licensed vehicle were required, it could take a long time to get to them.

### Public houses

A selection of public houses were contacted regarding levels of service available. Pubs in Oban were aware that on Saturday night, the availability of taxis was low and there can be some delays waiting for a booked taxi to arrive.

Customers generally arrange their own bookings with mobile phones, so pubs don't normally become directly involved in booking travel.

Pubs on Mull felt there was no issue with availability.

### Hospitals

Local hospitals were contacted regarding availability. In Oban, Lorn and Islands hospital were not aware of any issues with availability or services.

### Police

The local police area team was contacted. However, no response was received.

### Mobility impaired representatives

A range of people representing user groups who may face mobility difficulties were contacted. These included representatives of the elderly and disability representatives. In addition, a sample of care homes were contacted.

Response levels for this element of consultation were low. However, those who could be contacted indicated that most people with mobility impairments who relied on licensed vehicles, had an established relationship with a preferred supplier.

Care homes provided a range of responses. Some had their own vehicles for transport. Some found that a wheelchair accessible licensed vehicle can be difficult to obtain. Some found that any type of licensed vehicle can be difficult to obtain at times and some had accounts with a regular provider and never faced any difficulty with availability.

### Transport operators

West Coast Motors were contacted regarding interconnection of bus services with taxis. No issues were known. Cal Mac and Western Ferries representatives felt there were no issues with availability. Passengers generally arranged for a taxi to meet them off the ferry.

Railway station staff were not aware of any issues with availability and felt that there were generally taxis waiting at the rank and rail passengers didn't need to telephone for a licensed vehicle.

### Elected representatives and Community Councils

No comments were received.

## 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 taxi rank and finds there is no vehicle there available for immediate hire. This can lead to a queue of people building up, some of who may walk off, 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 taxi 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 taxi 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 taxis 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 taxi to arrive. The level of wait used is when the average wait time for any passengers who have to wait for a taxi to arrive is greater than one minute. 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 (for all passengers) 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 taxis.

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 taxi vehicles being available whilst they are not required for school contract work. Such periods can also reduce taxi demand with people away on holiday from the area. Generally, use of taxis 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 taxis 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 taxi 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 taxi rank waits as some, despite careful questioning, quote giving up waiting at home, which must be for a private hire vehicle (even if in taxi 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.

### Calculation of ISUD variables

APD: The average delay is determined by calculating the total passenger delay as aggregate passenger delay minutes, then dividing by the total number of passengers, including those who did not suffer any delay. Factors are calculated as weekly equivalents by multiplying the Thursday results by 4 plus Friday, Saturday and Sunday data.

The aggregate delays in passenger minutes was 253 minutes. If we divide by the total number of passengers observed, (1,827), the resultant

average delay of 1 minute 17 seconds equates to an APD value of 1.28 minutes. **APD = 1.28**

PF There was a peak in demand on Friday night at several orders of magnitude greater than normal demand levels during other periods. Therefore the profile was deemed to be highly peaked. **The PF value is 0.5**.

SSP Week day, daytime hours are deemed to be between 10.00 am and 6.00 pm. The data from Thursday and Friday observations was analysed to determine whether there were any occasions when passengers were delayed by more than one minute on average, at any rank. The calculated value was 3.0%. **SSP value = 3.0**

GID The percentage of taxi users travelling in hours where the average passenger delay exceeds one minute was assessed. Total passengers travelling in hours when the average passenger wait for all passengers exceeded one minute was 123, which equates to 18.3%. **GID = 18.3**

SF Due to the nature of these surveys it is not possible to collect information throughout an entire year to assess the effects of seasonality. Experience has suggested that taxi demand does exhibit a degree of seasonality and this is allowed for by the inclusion of a seasonality factor. The factor is set at a level to ensure that a marginal decision either way obtained in an "untypical" month will be reversed. This factor typically takes a value of 1 for surveys conducted in September to November and March to June, i.e. "typical" months. It takes a value of 1.2 for surveys conducted in January and February and the longer school holidays, where low demand the absence of contract work will bias the results in favour of the Hackney trade, and a value of 0.8 for surveys conducted in December during the pre-Christmas rush of activity. For this study, a factor of 1.0 is assumed. **SF = 1.0**

LDF Latent Demand Factor. This is derived from the public attitude interview survey results and provides a measure of the proportion of the public who have given up trying to obtain a taxi at either a rank or by flagging down. It is measured as 1+ proportion giving up waiting. The inclusion of this factor is a response to the latest DfT guidance requiring an estimate of latent demand. The latent demand factor was derived from face to face surveys and through the online surveys. The results from the face to face surveys are normally treated as the more robust indicator of latent demand. However, it is prudent to also consider the latent demand value obtained from the online survey as a sensitivity test.

The latent demand value obtained from face to face surveys was 0%.

The latent demand value obtained from the online surveys was 22%.

**LDF = 1.00**

**LDF (Sensitivity) = 1.22**

The ISUD value was calculated as follows, using the variables derived for this study.

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

**ISUD = 1.28 x 0.5 x 3.0 x 18.3 x 1.0 x 1.00 = 35.1**

**ISUD (Sensitivity test) = 1.28 x 0.5 x 3.0 x 18.3 x 1.0 x 1.22 = 42.9**

Where the ISUD value is less than 80, it is generally considered to be an indicator that there is no unmet demand for taxis which is significant. The ISUD result indicates that there is **no significant unmet demand**.

Whilst the ISUD value is below the threshold of 80, the value is high enough to suggest that care is taken that passenger waiting at the taxi rank in Oban does not become a bigger issue. No passenger waiting was observed in Tobermory.

The bulk of passenger waiting occurred late on Friday and Saturday night. Passenger waiting on Saturday night was more significant. On Saturday night a persistent queue of passengers formed for over three hours from around 23:35 until around 3:00 on Sunday morning. All passengers during this time had to wait in a queue for taxis to arrive at the rank. The number of passengers waiting at any one time peaked at 30 passengers during the hour between midnight and 01:00 hours on Sunday morning. The average passenger wait time at the rank during this hour was 27 minutes.

The inability of the taxi fleet to cater for the peak in demand on Saturday night may result from a combination of drivers not working during that time and drivers engaged in a higher volume of pre-booked hires during this period.

The following figures illustrate the estimated number of taxis working from the Oban rank each hour. The average time a taxi takes to return to the rank was estimated from rank observations. The average return time coupled with the number of taxis waiting at the rank and the number of vehicle departures each hour, was used to estimate the number of taxis working from the rank.

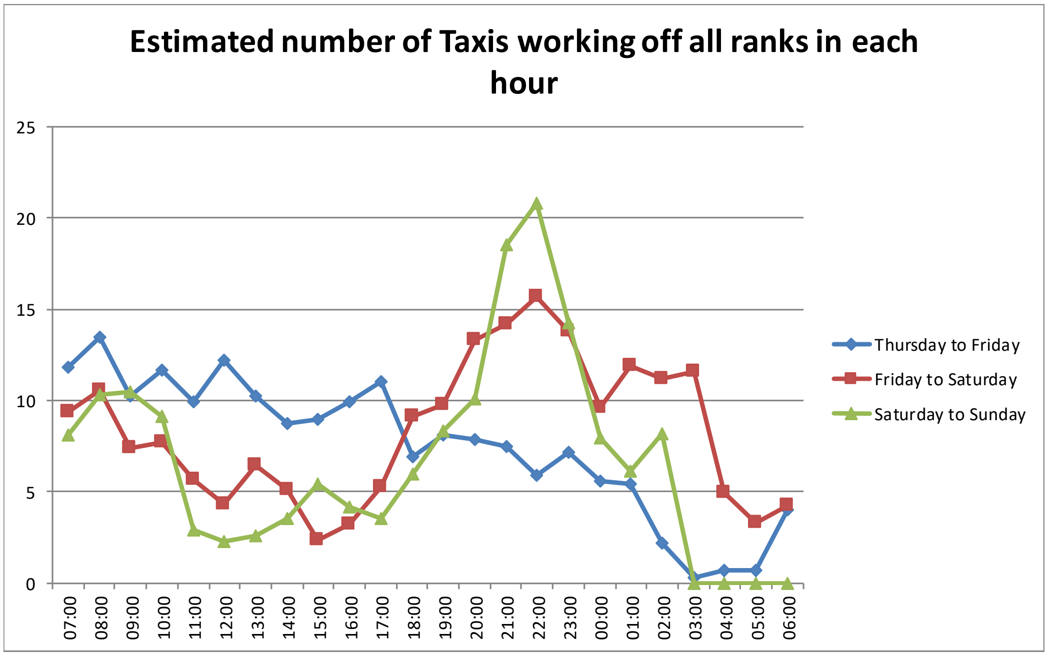



**Figure 14 - Number of taxis working from the Oban rank each hour**

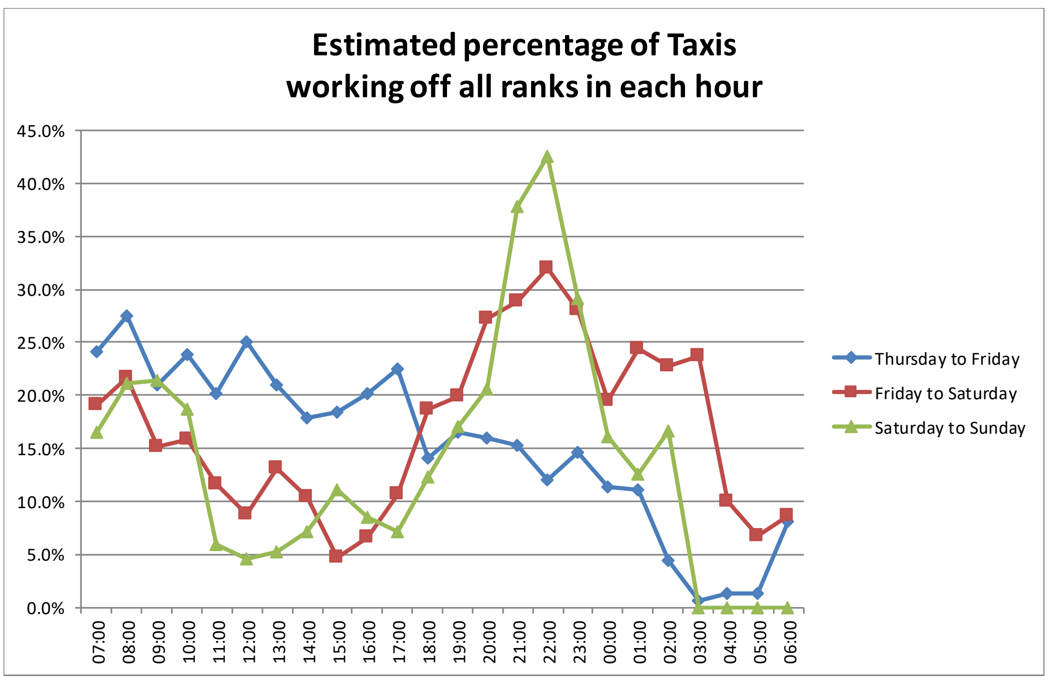



**Figure 15 - Proportion of taxis working off ranks**

The percentage of the fleet profile is based on 48 taxis operating from Oban. The proportion of taxis operating from the Oban rank on Saturday night, is high between 21:00 and 00:00. However, the proportion of vehicles visiting the rank after 00:00 dropped sharply. The drop in available taxis is a common feature of fleets which obtain a large proportion of hires from pre-booking.

## 8 Private Hire Car overprovision analysis

Whilst there is legislative provision to enable licensing authorities to limit the number of taxis which are registered, until relatively recently, there was no such provision to limit the number of private hire cars. However, the Air Weapons and Licensing (Scotland) Act 2015 made provision, through the introduction of three new subsections to the Civic Government (Scotland) Act 1982, for a licensing authority to limit the number of private hire cars, if it were determined that there was an overprovision of private hire cars.

Unlike limiting taxis, there was no government guidance regarding assessment of private hire car numbers, for the purpose of determining whether there was overprovision, beyond the provisions of subsections (3A)(3B) and (3C) of Section 10 of the Civic Government (Scotland) Act 1982.

The newly added subsections of Section 10 of the Civic Government (Scotland) Act 1982 are as follows:

*"(3A) Without prejudice to paragraph 5 of Schedule 1, the grant of a private hire car licence may be refused by a licensing authority if, but only if, they are satisfied that there is (or, as a result of granting the licence, would be) overprovision of private hire car services in the locality (or localities) in their area in which the private hire car is to operate.*

*(3B) It is for the licensing authority to determine the localities within their area for the purposes of subsection (3A) and in doing so the authority may determine that the whole of their area is a locality.*

*(3C) In satisfying themselves as to whether there is or would be overprovision for the purposes of subsection (3A) in any locality, the licensing authority must have regard to—*

*(a)the number of private hire cars operating in the locality, and*

*(b)the demand for private hire car services in the locality.".*

The approach adopted addressed the provisions set out above.

The approach to assessing private hire car provision was similar in some respects, to the approach adopted to determine whether there was unmet demand for taxis which was significant. The approach for assessing private hire cars included public consultation and stakeholder consultation, which was also undertaken for the assessment of taxi demand.

The private hire trade in the Oban, Lorn & The Isles zone is characterised by the following key features:

- The market for pre-booked hires is primarily services by taxis rather than private hire cars.
- Licensed vehicle pre-booked through a mixture of booking offices and direct telephone calls to drivers or owners.
- Taxi drivers commonly wait at taxi ranks between telephone bookings.

Discussion with members of the trade was used to obtain further information regarding the profile of demand and the means used by passengers to hire a licensed vehicle.

It was generally felt that the profile of telephone hires generally followed that of rank hires, insofar as peak periods for rank hires occurred at the same times as peak demand for telephone hires.  Even at busy times, vehicles generally returned to a rank between hires.  One exception could be on Saturday night when, if it was busy, the vehicles could spend much of the time travelling from one telephone booking to the next and not returning to the rank.

The following diagram illustrating hourly departures from the ranks of empty taxis provides some indication of the profile of demand for pre-booked hires.

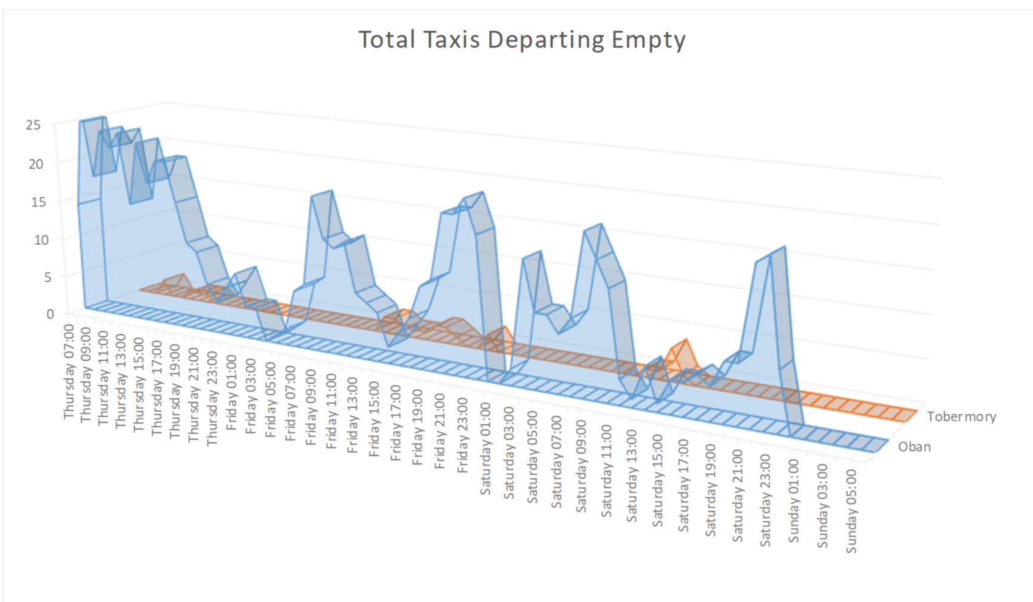



**Figure 16 - Empty taxi departures indicating private hire activity profile**

Most of the rank departures were empty vehicles.

### Further comments and feedback received

The trade consultation indicated that the majority of hires were pre-booked hires, rather than rank hires.  This is corroborated by the rank survey results indicating that the majority of vehicle departures from the ranks are by empty vehicles. It is presumed that the majority of these empty departures were in response to a booking request.

Operational practices cover a range of levels of operation of licensed vehicles. Some vehicles are operated on an ad-hoc basis, when required, some are operated by an owner – driver on a full time basis and some are operated by multiple drivers on a multi shift basis. The relationship between the number of licensed vehicles and the level of provision is related to how intensively the vehicles are operated by drivers. If we consider some of the fleet is operated by drivers on a full time basis, say 40 hours per week, we can assess the relative operation of the fleet on a full time equivalent basis. Whilst the sample of trade respondents was not large, the feedback tended to suggest that there is a core of full time drivers, with a smaller proportion of drivers and vehicles which are not generally engaged in immediate hire work and a proportion of vehicles which are multi-shifted. The multi-shift vehicles provide a higher level of availability than the vehicles which are operated on a full time basis and tend to offset the vehicles which are operated on an ad hoc or non-immediate hire basis.

### Assessment of the level of provision

The majority of private hires (pre-booked hires) are fulfilled by taxis. Many of the taxis which undertake pre-booked hires, wait between hires at taxi ranks and leave the ranks empty, to fulfil the bookings. Therefore, data from the Oban rank can be used as a good indication of the level of availability of taxis for private hire work. On Mull, whilst there were some taxis observed waiting at the taxi rank in Tobermory, most of these left empty. The rank was unoccupied for most of the time, so the Tobermory rank activity is not a good indication of the level of private hire activity.

The following figure indicates the average time that vehicles spent waiting at taxi ranks. The wait time is significant at times, at the Tobermory rank. At the Oban rank, the wait times were generally lower and during periods of higher demand, vehicle waiting times were rarely more than 3 to 4 minutes.

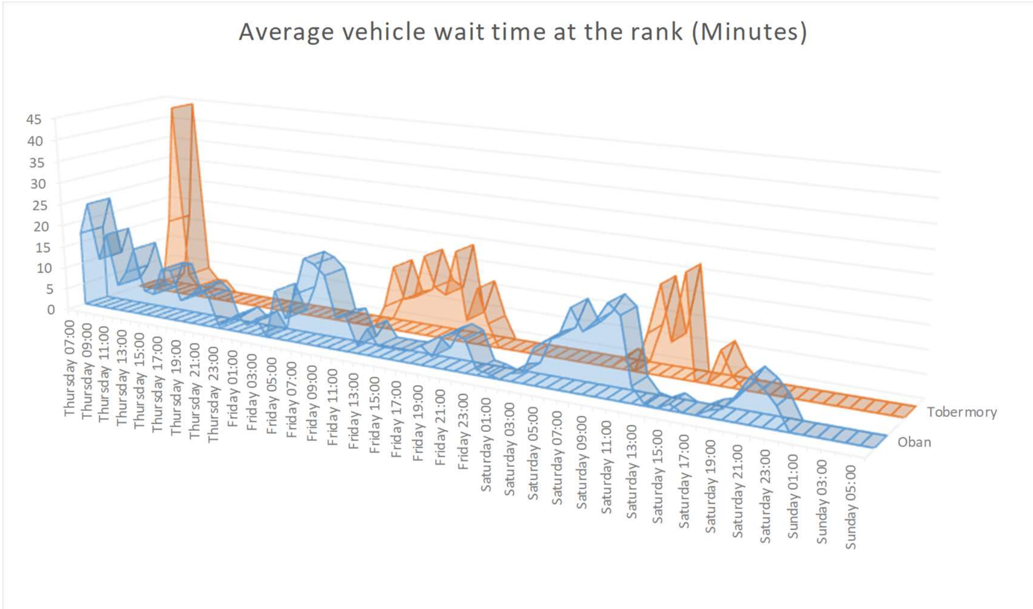



**Figure 17 - Average vehicle waiting time at ranks**

Empty taxi departures were observed during most of the active periods at active ranks. The number of empty departures tended to drop as demand grew at different times. At peak demand on Saturday night, there were no empty departures.

On Mull, public and stakeholder feedback suggested that there were no periods when the availability of a licensed vehicle for pre-booked hire, was restricted. However, in Oban, feedback consistently indicated that there was a shortage of supply on Friday and Saturday nights. The lack of availability was reflected in the availability of taxis at the rank in Oban. Feedback from the trade indicated that pre-booked hires take priority over servicing passengers waiting at the taxi rank, for some drivers. Consequently, it is likely that the low level of availability of taxis at the rank, late on Friday and Saturday night, was, in part at least, due to drivers servicing pre-booked hires and not returning to the rank between hires. Feedback from the public indicated that there was a shortage of capacity for pre-booked hires in Oban on Saturday night, along with the shortage of supply at the rank in Oban.

Based on observed data and feedback from stakeholders, the trade and the public, there are generally sufficient taxis and private hire cars available to meet demand on Mull. There didn't appear to be excessive spare capacity during peak demand periods, for example, no taxis waiting on Friday and Saturday nights, on Oban.

Stakeholder and public feedback indicated that there were periods when there were not sufficient licensed vehicles to meet demand for pre-booked hires in Oban. This was corroborated by rank data and feedback from the trade. However, the profile of demand was highly peaked and for the majority of the week, there appears to be sufficient capacity available to meet demand.

There doesn't appear to be any requirement for additional private hire vehicles to meet current levels of demand on Mull. There is some requirement for additional capacity in Oban on Friday and Saturday nights. However, the levels of demand during other times through the week may not support many more licensed vehicles.

Current levels of licensed vehicle provision on Mull is high when compared with the population of the island. Much of the demand for licensed vehicles on Mull comes from visitors to the island, which may sustain the relatively high level of provision per 1,000 population. Whilst there are formal taxi ranks in Tobermory and at Craignure, the use of ranks was very low. Most taxi hires are made by direct pre-booking.

Whilst there appears to be adequate provision of licensed vehicles for private hire, on Mull, there is no evidence that there would be a public benefit associated with limiting the number of private hire cars operating on Mull. However, the seasonal variation in demand on Mull may discourage more people joining the trade on a full time basis. Consequently, it was determined that there was no overprovision of private hire cars on Mull.

In and around Oban, the majority of private hires are fulfilled by taxis. The limited wait times at the rank, for most periods, together with lack of supply during periods of peak demand, suggests that the supply of private hire cars is sufficient to meet demand for most of the time and insufficient to meet demand during peak demand periods. Consequently, it was determined that there was no overprovision of private hire cars in Oban.

There was no indication that there was overprovision of private hire cars in other areas of the Oban, Lorn and The Isles taxi zone. Therefore it was determined that for the Oban, Lorn and The Isles taxi zone as a whole, there was no overprovision of private hire cars.

## 9 Rank review

As a component part of the overall survey undertaken, the Licensing Authority instructed a review of the current taxi rank provision and location within the zone.

Existing ranks were reviewed from the perspective of a visitor and from the perspective of a mobility impaired user.

Each rank was reviewed against several criteria and the results of the review are tabulated in this section.

### Oban Railway Station, Oban

| | |
|---|---|
| Land use characteristics on the vicinity | The rank is close to the bus terminus, railway station and ferry terminal and sits alongside one of the main through road in Oban. The local buildings within 200 metres contain a mixture of shops, offices, licensed premises and residential properties. The proximity to shops and licensed premises, together with the adjacent transport interchanges, generate demand throughout the day and late into the evening. |
| Pavement width | The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis. |
| Shelter available | No shelter is available at this rank. |
| Suitability for loading passengers in wheelchairs | The taxis wait at the rank with the left side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. There is ample room for ramps to be deployed for boarding wheelchairs. |
| Kerb height and distinction | Kerbs along the rank are lowered for the full length of the rank and are flush with the road surface. Kerb stones and paving stones are a different colour to the road surface, which helps the visually impaired to distinguish the kerb. Lowered kerbs can lead to difficulties for some people with mobility impairment boarding some models of wheelchair accessible taxis with high floors. Conversely, high kerbs, such as those used at bus stops, can present difficulties boarding saloon cars with low floors and low doors. |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is covered by Council CCTV cameras. |
| Visibility from other localities | The rank and waiting passengers are visible from the pier, adjacent licensed premises and along Station Road and Queens Park Place. Coupled with the busy nature of the location, it is likely that any passengers waiting at the rank will be visible to other pedestrians. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers. |

| | |
|---|---|
| Signage | The rank itself is not signed. |
| Markings | There are clear road markings to delineate the taxi rank. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |
| Posted hours of operation | There is no obvious signage to indicate the hours that the rank is operational. |
| Effective hours of operation | The rank was generally attended by taxis from 6:00 continuously through to 01:00 on Thursday/ Friday and from 6:00 to around 3:00 the following morning on Friday and Saturday. |

### Main Street, Tobermory

| | |
|---|---|
| Land use characteristics on the vicinity | The rank is opposite the coop shop. There is no adjacent pavement. Vehicles are positioned perpendicular to the direction of the roadway. The local buildings within 200 metres contain a mixture of shops, offices, licensed premises and residential properties. Use of rank was variable and from time to time, other vehicles parked on the rank. |
| Pavement width | There is no pavement. However, there is generally sufficient space available for passengers to board vehicles. |
| Shelter available | No shelter is available at this rank. |
| Suitability for loading passengers in wheelchairs | For wheelchair users, a wheelchair accessible taxi may have to move to a location with more space, to deploy a ramp, depending on whether another vehicle is parked or waiting next to the wheelchair accessible taxi. |
| Kerb height and distinction | There are no kerbs at the rank. |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is not covered by Council CCTV cameras. |
| Visibility from other localities | The rank and waiting passengers are visible from along Main Street. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers. |
| Signage | The rank itself is not clearly signed. There were several advertising notices for local taxi and private hire firms, fixed to the harbourside railings adjacent to the rank. |
| Markings | There are faded road markings to delineate the taxi rank. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |
| Posted hours of operation | There was no signage indication operational hours or any waiting or loading restrictions. |
| Effective hours of operation | The rank was occasionally attended by taxis throughout each day. |

### Bus parking area, Craignure

| | |
|---|---|
| Land use characteristics on the vicinity | The rank space is next to the pedestrian railing in a paved area between the car park for vehicles waiting to board the ferry and some bus stances. The rank space is close to the pedestrian route from arriving ferries. The principal generator of demand is likely to be arriving ferries. |
| Pavement width | The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis. |
| Shelter available | A shelter is available at this rank. |
| Suitability for loading passengers in wheelchairs | There is adequate space to board wheelchairs using a ramp. |
| Kerb height and distinction | There are no kerbs at the rank. |
| Lighting | The street is well lit. |
| CCTV coverage | The rank location is covered by CCTV cameras. |
| Visibility from other localities | The rank and waiting passengers are visible from along the adjacent roadway, bus stances and ferry terminal. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers. |
| Signage | The rank itself is not signed. |
| Markings | There are no markings to delineate the taxi rank. Advertising notices for taxi and private hire businesses are fixed to the adjacent pedestrian barrier. |
| Suitability of access and egress for taxis | Taxis can readily access the rank. Taxis can leave the rank from a middle position if required. |
| Posted hours of operation | There is no indication of operational times nor indeed, any indication that the space is designated as a taxi rank. |
| Effective hours of operation | The rank was unused during the survey observations. It is likely that any waiting taxis would seek to pick up passengers from arriving ferries. Therefore, operational times would be dependent on ferry arrival times. |

## Rank provision and suggestions for new ranks

Several suggestions were made for new ranks and several locations have been identified as locations used as informal ranks to service the economy. In order for a rank to be successful, it would be regularly attended by taxis waiting for passengers and in regular use by passengers, with good expectation of finding a taxi waiting at the rank, or that one would arrive at the rank after a short wait. Some types of location are more suitable for establishing a taxi rank, than others. Certain land uses tend to generate greater numbers of trips by taxi and private hire vehicles. These include transport interchanges, concentrations of retailing and premises associated with the night time economy such as pubs and clubs. Ranks placed close to such trip generators tend to be more readily established. The local road system also influences the level of success which may be expected with establishing a new rank. Locations which are along a 'circuit' or tour of ranks, are more likely to be attended by taxis. In this way, if one rank is full of taxis, or nearly full, subsequent approaching vehicles may choose to pass that rank and move on to the next one. Conversely, if the rank is empty or nearly empty, then a taxi may be more likely to stop there. Ranks in locations close to trip generators and on a route to other ranks, are more likely to be well serviced by taxis as there is a greater frequency of passing vehicles.

The type of adjacent land use is likely to influence when a rank is likely to be active. Ranks close to retailing are likely to be most active during the day. Ranks close to pubs, clubs and restaurants are more likely to be active at night. Some town centre ranks are close to both retailing and night time economy premises and are active during daytime and night time. Ranks close to transport hubs tend to be active at times which support the other transport modes at the hub and the times when they are active. For example, at some railway stations with infrequent services (say less than one service per hour), taxis arrive to meet train services. Any Hackney Carriages which have not been hired by arriving passengers, then leave, to attend other ranks. Finally, a taxi rank should ideally be located in a place which does not interfere with passing traffic and is unlikely to be abused by other vehicles parking on the rank. Well attended ranks are less likely to be abused by parking vehicles, when they can see that the rank is in use by waiting taxis.

Several locations have been suggested by members of the public and the trade. The suggestions have been objectively reviewed against likely levels of demand from local land use, suitability of location and available road space.

**Corran Halls, Oban** – The configuration of the roadway limits scope for creating a taxi rank. The location is not densely populated with trip generators, such as retailing, pubs and clubs, which would sustain a taxi rank. The location of the proposed new rank would be within close perimeter of the existing rank in Oban, meaning this could run as a circuit route. Unless one or two drivers chose to operate from this rank regularly, it is unlikely that a rank in this location could become established and taxis reliably found there.

**North Oban** – This location is a mainly residential area with guest houses mixed in. The location lacks the density of trip generators, such as retailing, pubs, clubs, restaurants and transport links, which would sustain a taxi rank. The population around this area is widely spread out so it would be unlikely there would be high demand for taxis. However, as a place for taxis to wait between pre-booked hires, a rank in this location could find favour with some drivers.

**Tesco, Oban** – There are parking spaces at the front of Tesco which could be re-designed as a taxi rank. Tesco is located at a retail space with other shops around but would be at a dead end road. The proposed new location is close by the existing Oban rank, so could potentially be a successful rank location on the basis of placement and trip generation. This location offers potential for part time use as a day time rank.

Access to the car park would not be on a route to the existing rank in Oban. The route to the car park would take several minutes to drive in and to drive out again if a taxi were to respond to a pre-booked hire. This may discourage attendance by taxis seeking a walk up hire from the new rank. Much of the surrounding area is occupied by small businesses and are unlikely to generate significant demand for a rank. Therefore, demand for a rank in this location is likely to be dominated by shoppers at the Tesco store. Given the prevailing habit of telephone booking of taxis along with private hire cars, it seems likely that shoppers would book a vehicle by telephone to be picked up and a taxi rank would not be required.

None of the suggested locations for new ranks are recommended for further consideration.

## 10 Summary, synthesis and study conclusions

### Rank observations

Almost all rank activity was observed at the rank in Oban. The rank in Tobermory was used occasionally for taxis to wait. The rank at the ferry terminal at Craignure was never used by taxis.

The activity at the Oban rank followed a fairly typical profile for a town centre rank. There was a steady level of activity during the day on weekdays, with increased levels of activity in the evenings and the highest levels of activity observed on Friday and Saturday nights. Passenger waiting was observed over an extensive time period on Saturday night. Passenger waiting was also observed on Friday night, to a lesser extent. Despite the more apparent passenger queueing on Saturday night, the number of passengers hiring taxis on Friday night between 18:00 and 03:00 on was greater than the number of passengers over the same period on Saturday night. The difference may relate to suppression of demand on Saturday night, owing to lack of taxi availability to cater for the peak in demand.

There were not enough hires from the ranks to sustain the full fleet of all taxis, if they were all to operate from the ranks. A significant proportion of taxis obtain the majority of work from pre-booked hires. Some operate with multiple drivers covering different shifts. This operational practice makes good use of vehicle resources to cover peaks in demand. Despite the practice of multi-shifting of vehicles, there were not enough vehicles available on Friday and Saturday nights to cater for demand at the Oban rank. A minority of licensed vehicles are not active in the immediate hire market. Some vehicles are used intensively with multiple drivers operating multiple shifts on some days in some vehicles.

### Public consultation

Feedback from the public regarding the services provided by taxis and private hire cars was mixed. Availability was felt to be poor on Friday and Saturday nights, but good at other times. Feedback regarding the services provided was somewhat critical of the appearance and hygiene of some drivers. There was some concern that the fares charged for journeys could vary for the same journey made on different occasions.

### Key stakeholder views

In general, few issues were identified by stakeholders. Availability for all users is generally perceived to be adequate.

Wheelchair users generally use a regular supplier and book any required trips, without any common issues. Some respondents indicated that from time to time, availability of a wheelchair accessible vehicle was limited. However, journey reliability and confidence was generally good and some users had a regular arrangement with a supplier and found services to be good.

### Trade views

Most licensed vehicles are operated by owner drivers. Some vehicles are multi-shifted. Some are driven by only one driver and hence will operate for only one shift each day. A small number of vehicles are thought to operate primarily on an ad-hoc basis.

### Private hire overprovision analysis

Analysis of rank availability data and feedback from the trade suggests that the profile of demand for private hire (pre-booked hires) follows a similar profile to hires from the ranks. The busiest periods for private hires was on Saturday night.

The assessment of private hire car overprovision takes account of availability of licensed vehicles for pre-booked hire. As the majority of pre-booked hires were fulfilled by taxis, the availability of taxis for hire from ranks, was a good indicator of the availability for pre-booked hire. The supply of licensed vehicles exceeded demand for most periods observed. However there was a shortfall of supply on Friday and Saturday nights. Feedback from the public confirmed that there were occasions on Friday and Saturday nights when licensed vehicles were not available for pre-booked immediate hires in Oban.

Whilst there was more than enough capacity to satisfy demand, for most of the time, the level of additional provision was not significant.

No public dis-benefit was associated with any overprovision of private hire cars. There was no identified benefit which could be associated with implementing a limit to the number of private hire cars. A modest increase in the provision of private hire cars is unlikely to result in a public disbenefit on Mull, in Oban or in other areas within the Oban, Lorn and The Islands taxi zone.

Therefore, it was determined that there was **No Overprovision of Private Hire Cars** in the Oban, Lorn & The Isles zone and no Overprovision in any particular locality within the zone.

The rank review covered both existing ranks and proposals for new ranks. The rank in Oban handled almost all the rank based hires and the rank in Tobermory was barely used by passengers to hire taxis. The rank in Craignure was unused.

Locations were suggested for new ranks. These were evaluated and none were recommended for further consideration.

## Evaluation

There was consistent evidence that people experience few difficulties when trying to book a licensed vehicle, except during peak demand periods late on Friday and Saturday nights.

In terms of private hire car overcapacity analysis, there is no evidence that there is an overcapacity of private hire vehicles. Much of the private hire market is serviced by taxis.

The rank based analysis and public and stakeholder consultation indicated that passengers suffer some significant delays, over extended periods, waiting for taxis to arrive at the rank in Oban, during peak demand periods. However, passenger waiting was moderate during daytime hours. The assessment of unmet demand takes account of the profile of demand and when passenger delays occur, when determining whether unmet demand is significant. The results of the survey indicate that whilst there was unmet demand for taxis, the level was below that which was significant.

The use of licensed vehicles is dominated by private hire bookings.

In summary, there is no significant unmet demand and no overprovision of private hire cars. Wheelchair users and mobility impaired users are generally well served by licensed vehicles, however, there is some evidence of some limitation in availability from time to time.

Members of the public are satisfied with daytime availability of licensed vehicle services. However, the appearance and hygiene of some drivers gave rise to lower ratings of these aspects of service.

## 11 Recommendations

On the basis of the evidence gathered, our key conclusion is that there is no evidence of unmet demand for the services of taxis either patent or latent which is significant at this point in time in the Oban, Lorn & The Isles licensing zone.

There is no overprovision of private hire cars in any locality within the Oban, Lorn & The Isles zone.

## Appendix A – Rank Survey Results

### Total Passengers

| Hour beginning | Oban | Tobermory | Craignure |
|---|---|---|---|
| Thursday 07:00 | 0 | 0 | 0 |
| Thursday 08:00 | 3 | 0 | 0 |
| Thursday 09:00 | 4 | 0 | 0 |
| Thursday 10:00 | 2 | 0 | 0 |
| Thursday 11:00 | 5 | 0 | 0 |
| Thursday 12:00 | 12 | 1 | 0 |
| Thursday 13:00 | 13 | 0 | 0 |
| Thursday 14:00 | 7 | 0 | 0 |
| Thursday 15:00 | 19 | 5 | 0 |
| Thursday 16:00 | 2 | 0 | 0 |
| Thursday 17:00 | 9 | 0 | 0 |
| Thursday 18:00 | 11 | 0 | 0 |
| Thursday 19:00 | 32 | 0 | 0 |
| Thursday 20:00 | 24 | 0 | 0 |
| Thursday 21:00 | 27 | 0 | 0 |
| Thursday 22:00 | 42 | 0 | 0 |
| Thursday 23:00 | 30 | 0 | 0 |
| Friday 00:00 | 22 | 0 | 0 |
| Friday 01:00 | 25 | 0 | 0 |
| Friday 02:00 | 11 | 0 | 0 |
| Friday 03:00 | 2 | 0 | 0 |
| Friday 04:00 | 0 | 0 | 0 |
| Friday 05:00 | 0 | 0 | 0 |
| Friday 06:00 | 2 | 0 | 0 |
| Friday 07:00 | 2 | 0 | 0 |
| Friday 08:00 | 4 | 0 | 0 |
| Friday 09:00 | 6 | 0 | 0 |
| Friday 10:00 | 12 | 0 | 0 |
| Friday 11:00 | 12 | 0 | 0 |
| Friday 12:00 | 16 | 0 | 0 |
| Friday 13:00 | 18 | 1 | 0 |
| Friday 14:00 | 27 | 0 | 0 |
| Friday 15:00 | 14 | 3 | 0 |
| Friday 16:00 | 23 | 1 | 0 |
| Friday 17:00 | 27 | 0 | 0 |
| Friday 18:00 | 45 | 1 | 0 |
| Friday 19:00 | 39 | 0 | 0 |
| Friday 20:00 | 32 | 0 | 0 |
| Friday 21:00 | 30 | 0 | 0 |
| Friday 22:00 | 43 | 0 | 0 |
| Friday 23:00 | 81 | 0 | 0 |
| Saturday 00:00 | 125 | 0 | 0 |
| Saturday 01:00 | 122 | 0 | 0 |
| Saturday 02:00 | 94 | 0 | 0 |
| Saturday 03:00 | 54 | 0 | 0 |
| Saturday 04:00 | 7 | 0 | 0 |
| Saturday 05:00 | 1 | 0 | 0 |
| Saturday 06:00 | 2 | 0 | 0 |

| Hour beginning | Oban | Tobermory | Craignure |
|---|---|---|---|
| Saturday 07:00 | 5 | 0 | 0 |
| Saturday 08:00 | 7 | 1 | 0 |
| Saturday 09:00 | 7 | 0 | 0 |
| Saturday 10:00 | 3 | 0 | 0 |
| Saturday 11:00 | 14 | 0 | 0 |
| Saturday 12:00 | 18 | 1 | 0 |
| Saturday 13:00 | 12 | 0 | 0 |
| Saturday 14:00 | 30 | 0 | 0 |
| Saturday 15:00 | 34 | 0 | 0 |
| Saturday 16:00 | 31 | 2 | 0 |
| Saturday 17:00 | 26 | 2 | 0 |
| Saturday 18:00 | 52 | 1 | 0 |
| Saturday 19:00 | 45 | 0 | 0 |
| Saturday 20:00 | 42 | 0 | 0 |
| Saturday 21:00 | 37 | 0 | 0 |
| Saturday 22:00 | 42 | 0 | 0 |
| Saturday 23:00 | 77 | 0 | 0 |
| Sunday 00:00 | 62 | 0 | 0 |
| Sunday 01:00 | 69 | 0 | 0 |
| Sunday 02:00 | 83 | 0 | 0 |
| Sunday 03:00 | 0 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 0 | 0 |
| Sunday 06:00 | 0 | 0 | 0 |

## Total taxis departing empty

| Hour beginning | Oban | Tobermory | Craignure |
|---|---|---|---|
| Thursday 07:00 | 14 | 0 | 0 |
| Thursday 08:00 | 27 | 0 | 0 |
| Thursday 09:00 | 18 | 0 | 0 |
| Thursday 10:00 | 24 | 2 | 0 |
| Thursday 11:00 | 22 | 0 | 0 |
| Thursday 12:00 | 24 | 0 | 0 |
| Thursday 13:00 | 15 | 1 | 0 |
| Thursday 14:00 | 23 | 1 | 0 |
| Thursday 15:00 | 18 | 1 | 0 |
| Thursday 16:00 | 21 | 0 | 0 |
| Thursday 17:00 | 21 | 0 | 0 |
| Thursday 18:00 | 16 | 0 | 0 |
| Thursday 19:00 | 11 | 0 | 0 |
| Thursday 20:00 | 10 | 0 | 0 |
| Thursday 21:00 | 6 | 0 | 0 |
| Thursday 22:00 | 4 | 0 | 0 |
| Thursday 23:00 | 6 | 0 | 0 |
| Friday 00:00 | 8 | 0 | 0 |
| Friday 01:00 | 4 | 0 | 0 |
| Friday 02:00 | 4 | 0 | 0 |
| Friday 03:00 | 0 | 0 | 0 |
| Friday 04:00 | 1 | 0 | 0 |
| Friday 05:00 | 2 | 0 | 0 |
| Friday 06:00 | 7 | 0 | 0 |
| Friday 07:00 | 8 | 0 | 0 |
| Friday 08:00 | 19 | 0 | 0 |
| Friday 09:00 | 14 | 0 | 0 |
| Friday 10:00 | 13 | 2 | 0 |
| Friday 11:00 | 14 | 2 | 0 |
| Friday 12:00 | 8 | 1 | 0 |
| Friday 13:00 | 7 | 1 | 0 |
| Friday 14:00 | 6 | 1 | 0 |
| Friday 15:00 | 2 | 2 | 0 |
| Friday 16:00 | 4 | 2 | 0 |
| Friday 17:00 | 6 | 1 | 0 |
| Friday 18:00 | 10 | 0 | 0 |
| Friday 19:00 | 11 | 0 | 0 |
| Friday 20:00 | 19 | 2 | 0 |
| Friday 21:00 | 19 | 0 | 0 |
| Friday 22:00 | 21 | 0 | 0 |
| Friday 23:00 | 17 | 0 | 0 |
| Saturday 00:00 | 0 | 0 | 0 |
| Saturday 01:00 | 0 | 0 | 0 |
| Saturday 02:00 | 2 | 0 | 0 |
| Saturday 03:00 | 15 | 0 | 0 |
| Saturday 04:00 | 9 | 0 | 0 |
| Saturday 05:00 | 9 | 0 | 0 |
| Saturday 06:00 | 7 | 0 | 0 |

| Hour beginning | Oban | Tobermory | Craignure |
|---|---|---|---|
| Saturday 07:00 | 9 | 0 | 0 |
| Saturday 08:00 | 19 | 0 | 0 |
| Saturday 09:00 | 16 | 0 | 0 |
| Saturday 10:00 | 13 | 1 | 0 |
| Saturday 11:00 | 3 | 1 | 0 |
| Saturday 12:00 | 1 | 4 | 0 |
| Saturday 13:00 | 5 | 1 | 0 |
| Saturday 14:00 | 1 | 0 | 0 |
| Saturday 15:00 | 4 | 0 | 0 |
| Saturday 16:00 | 4 | 0 | 0 |
| Saturday 17:00 | 5 | 0 | 0 |
| Saturday 18:00 | 4 | 0 | 0 |
| Saturday 19:00 | 7 | 0 | 0 |
| Saturday 20:00 | 7 | 0 | 0 |
| Saturday 21:00 | 18 | 0 | 0 |
| Saturday 22:00 | 19 | 0 | 0 |
| Saturday 23:00 | 7 | 0 | 0 |
| Sunday 00:00 | 0 | 0 | 0 |
| Sunday 01:00 | 0 | 0 | 0 |
| Sunday 02:00 | 0 | 0 | 0 |
| Sunday 03:00 | 0 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 0 | 0 |
| Sunday 06:00 | 0 | 0 | 0 |

## Total number of taxis departing with passengers

| Hour beginning | Oban | Tobermory | Craignure |
|---|---|---|---|
| Thursday 07:00 | 0 | 0 | 0 |
| Thursday 08:00 | 3 | 0 | 0 |
| Thursday 09:00 | 4 | 0 | 0 |
| Thursday 10:00 | 2 | 0 | 0 |
| Thursday 11:00 | 4 | 0 | 0 |
| Thursday 12:00 | 9 | 1 | 0 |
| Thursday 13:00 | 10 | 0 | 0 |
| Thursday 14:00 | 5 | 0 | 0 |
| Thursday 15:00 | 14 | 2 | 0 |
| Thursday 16:00 | 2 | 0 | 0 |
| Thursday 17:00 | 6 | 0 | 0 |
| Thursday 18:00 | 8 | 0 | 0 |
| Thursday 19:00 | 18 | 0 | 0 |
| Thursday 20:00 | 12 | 0 | 0 |
| Thursday 21:00 | 18 | 0 | 0 |
| Thursday 22:00 | 25 | 0 | 0 |
| Thursday 23:00 | 22 | 0 | 0 |
| Friday 00:00 | 16 | 0 | 0 |
| Friday 01:00 | 20 | 0 | 0 |
| Friday 02:00 | 7 | 0 | 0 |
| Friday 03:00 | 2 | 0 | 0 |
| Friday 04:00 | 0 | 0 | 0 |
| Friday 05:00 | 0 | 0 | 0 |
| Friday 06:00 | 2 | 0 | 0 |
| Friday 07:00 | 2 | 0 | 0 |
| Friday 08:00 | 4 | 0 | 0 |
| Friday 09:00 | 4 | 0 | 0 |
| Friday 10:00 | 9 | 0 | 0 |
| Friday 11:00 | 7 | 0 | 0 |
| Friday 12:00 | 12 | 0 | 0 |
| Friday 13:00 | 14 | 1 | 0 |
| Friday 14:00 | 18 | 0 | 0 |
| Friday 15:00 | 11 | 3 | 0 |
| Friday 16:00 | 13 | 1 | 0 |
| Friday 17:00 | 18 | 0 | 0 |
| Friday 18:00 | 27 | 1 | 0 |
| Friday 19:00 | 30 | 0 | 0 |
| Friday 20:00 | 20 | 0 | 0 |
| Friday 21:00 | 23 | 0 | 0 |
| Friday 22:00 | 28 | 0 | 0 |
| Friday 23:00 | 44 | 0 | 0 |
| Saturday 00:00 | 48 | 0 | 0 |
| Saturday 01:00 | 59 | 0 | 0 |
| Saturday 02:00 | 47 | 0 | 0 |
| Saturday 03:00 | 32 | 0 | 0 |
| Saturday 04:00 | 6 | 0 | 0 |
| Saturday 05:00 | 1 | 0 | 0 |
| Saturday 06:00 | 2 | 0 | 0 |

| Hour beginning | Oban | Tobermory | Craignure |
|---|---|---|---|
| Saturday 07:00 | 4 | 0 | 0 |
| Saturday 08:00 | 7 | 1 | 0 |
| Saturday 09:00 | 6 | 0 | 0 |
| Saturday 10:00 | 3 | 0 | 0 |
| Saturday 11:00 | 10 | 0 | 0 |
| Saturday 12:00 | 10 | 1 | 0 |
| Saturday 13:00 | 8 | 0 | 0 |
| Saturday 14:00 | 19 | 0 | 0 |
| Saturday 15:00 | 22 | 0 | 0 |
| Saturday 16:00 | 21 | 1 | 0 |
| Saturday 17:00 | 16 | 2 | 0 |
| Saturday 18:00 | 26 | 1 | 0 |
| Saturday 19:00 | 30 | 0 | 0 |
| Saturday 20:00 | 30 | 0 | 0 |
| Saturday 21:00 | 28 | 0 | 0 |
| Saturday 22:00 | 30 | 0 | 0 |
| Saturday 23:00 | 41 | 0 | 0 |
| Sunday 00:00 | 31 | 0 | 0 |
| Sunday 01:00 | 37 | 0 | 0 |
| Sunday 02:00 | 48 | 0 | 0 |
| Sunday 03:00 | 0 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 0 | 0 |
| Sunday 06:00 | 0 | 0 | 0 |

### Total number of taxis departing the ranks

| Hour beginning | Oban | Tobermory | Craignure |
|---|---|---|---|
| Thursday 07:00 | 14 | 0 | 0 |
| Thursday 08:00 | 30 | 0 | 0 |
| Thursday 09:00 | 22 | 0 | 0 |
| Thursday 10:00 | 26 | 2 | 0 |
| Thursday 11:00 | 26 | 0 | 0 |
| Thursday 12:00 | 33 | 1 | 0 |
| Thursday 13:00 | 25 | 1 | 0 |
| Thursday 14:00 | 28 | 1 | 0 |
| Thursday 15:00 | 32 | 3 | 0 |
| Thursday 16:00 | 23 | 0 | 0 |
| Thursday 17:00 | 27 | 0 | 0 |
| Thursday 18:00 | 24 | 0 | 0 |
| Thursday 19:00 | 29 | 0 | 0 |
| Thursday 20:00 | 22 | 0 | 0 |
| Thursday 21:00 | 24 | 0 | 0 |
| Thursday 22:00 | 29 | 0 | 0 |
| Thursday 23:00 | 28 | 0 | 0 |
| Friday 00:00 | 24 | 0 | 0 |
| Friday 01:00 | 24 | 0 | 0 |
| Friday 02:00 | 11 | 0 | 0 |
| Friday 03:00 | 2 | 0 | 0 |
| Friday 04:00 | 1 | 0 | 0 |
| Friday 05:00 | 2 | 0 | 0 |
| Friday 06:00 | 9 | 0 | 0 |
| Friday 07:00 | 10 | 0 | 0 |
| Friday 08:00 | 23 | 0 | 0 |
| Friday 09:00 | 18 | 0 | 0 |
| Friday 10:00 | 22 | 2 | 0 |
| Friday 11:00 | 21 | 2 | 0 |
| Friday 12:00 | 20 | 1 | 0 |
| Friday 13:00 | 21 | 2 | 0 |
| Friday 14:00 | 24 | 1 | 0 |
| Friday 15:00 | 13 | 5 | 0 |
| Friday 16:00 | 17 | 3 | 0 |
| Friday 17:00 | 24 | 1 | 0 |
| Friday 18:00 | 37 | 1 | 0 |
| Friday 19:00 | 41 | 0 | 0 |
| Friday 20:00 | 39 | 2 | 0 |
| Friday 21:00 | 42 | 0 | 0 |
| Friday 22:00 | 49 | 0 | 0 |
| Friday 23:00 | 61 | 0 | 0 |
| Saturday 00:00 | 48 | 0 | 0 |
| Saturday 01:00 | 59 | 0 | 0 |
| Saturday 02:00 | 49 | 0 | 0 |
| Saturday 03:00 | 47 | 0 | 0 |
| Saturday 04:00 | 15 | 0 | 0 |
| Saturday 05:00 | 10 | 0 | 0 |
| Saturday 06:00 | 9 | 0 | 0 |

| Hour beginning | Oban | Tobermory | Craignure |
|---|---|---|---|
| Saturday 07:00 | 13 | 0 | 0 |
| Saturday 08:00 | 26 | 1 | 0 |
| Saturday 09:00 | 22 | 0 | 0 |
| Saturday 10:00 | 16 | 1 | 0 |
| Saturday 11:00 | 13 | 1 | 0 |
| Saturday 12:00 | 11 | 5 | 0 |
| Saturday 13:00 | 13 | 1 | 0 |
| Saturday 14:00 | 20 | 0 | 0 |
| Saturday 15:00 | 26 | 0 | 0 |
| Saturday 16:00 | 25 | 1 | 0 |
| Saturday 17:00 | 21 | 2 | 0 |
| Saturday 18:00 | 30 | 1 | 0 |
| Saturday 19:00 | 37 | 0 | 0 |
| Saturday 20:00 | 37 | 0 | 0 |
| Saturday 21:00 | 46 | 0 | 0 |
| Saturday 22:00 | 49 | 0 | 0 |
| Saturday 23:00 | 48 | 0 | 0 |
| Sunday 00:00 | 31 | 0 | 0 |
| Sunday 01:00 | 37 | 0 | 0 |
| Sunday 02:00 | 48 | 0 | 0 |
| Sunday 03:00 | 0 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 0 | 0 |
| Sunday 06:00 | 0 | 0 | 0 |

LVSA

## Percentage of all taxis which leave the rank empty

| Hour beginning | Oban | Tobermory | Craignure |
|---|---|---|---|
| Thursday 07:00 | 100% | 0% | 0% |
| Thursday 08:00 | 90% | 0% | 0% |
| Thursday 09:00 | 82% | 0% | 0% |
| Thursday 10:00 | 92% | 100% | 0% |
| Thursday 11:00 | 85% | 0% | 0% |
| Thursday 12:00 | 73% | 0% | 0% |
| Thursday 13:00 | 60% | 100% | 0% |
| Thursday 14:00 | 82% | 100% | 0% |
| Thursday 15:00 | 56% | 33% | 0% |
| Thursday 16:00 | 91% | 0% | 0% |
| Thursday 17:00 | 78% | 0% | 0% |
| Thursday 18:00 | 67% | 0% | 0% |
| Thursday 19:00 | 38% | 0% | 0% |
| Thursday 20:00 | 45% | 0% | 0% |
| Thursday 21:00 | 25% | 0% | 0% |
| Thursday 22:00 | 14% | 0% | 0% |
| Thursday 23:00 | 21% | 0% | 0% |
| Friday 00:00 | 33% | 0% | 0% |
| Friday 01:00 | 17% | 0% | 0% |
| Friday 02:00 | 36% | 0% | 0% |
| Friday 03:00 | 0% | 0% | 0% |
| Friday 04:00 | 100% | 0% | 0% |
| Friday 05:00 | 100% | 0% | 0% |
| Friday 06:00 | 78% | 0% | 0% |
| Friday 07:00 | 80% | 0% | 0% |
| Friday 08:00 | 83% | 0% | 0% |
| Friday 09:00 | 78% | 0% | 0% |
| Friday 10:00 | 59% | 100% | 0% |
| Friday 11:00 | 67% | 100% | 0% |
| Friday 12:00 | 40% | 100% | 0% |
| Friday 13:00 | 33% | 50% | 0% |
| Friday 14:00 | 25% | 100% | 0% |
| Friday 15:00 | 15% | 40% | 0% |
| Friday 16:00 | 24% | 67% | 0% |
| Friday 17:00 | 25% | 100% | 0% |
| Friday 18:00 | 27% | 0% | 0% |
| Friday 19:00 | 27% | 0% | 0% |
| Friday 20:00 | 49% | 100% | 0% |
| Friday 21:00 | 45% | 0% | 0% |
| Friday 22:00 | 43% | 0% | 0% |
| Friday 23:00 | 28% | 0% | 0% |
| Saturday 00:00 | 0% | 0% | 0% |
| Saturday 01:00 | 0% | 0% | 0% |
| Saturday 02:00 | 4% | 0% | 0% |
| Saturday 03:00 | 32% | 0% | 0% |
| Saturday 04:00 | 60% | 0% | 0% |
| Saturday 05:00 | 90% | 0% | 0% |
| Saturday 06:00 | 78% | 0% | 0% |

| Hour beginning | Oban | Tobermory | Craignure |
|---|---|---|---|
| Saturday 07:00 | 69% | 0% | 0% |
| Saturday 08:00 | 73% | 0% | 0% |
| Saturday 09:00 | 73% | 0% | 0% |
| Saturday 10:00 | 81% | 100% | 0% |
| Saturday 11:00 | 23% | 100% | 0% |
| Saturday 12:00 | 9% | 80% | 0% |
| Saturday 13:00 | 38% | 100% | 0% |
| Saturday 14:00 | 5% | 0% | 0% |
| Saturday 15:00 | 15% | 0% | 0% |
| Saturday 16:00 | 16% | 0% | 0% |
| Saturday 17:00 | 24% | 0% | 0% |
| Saturday 18:00 | 13% | 0% | 0% |
| Saturday 19:00 | 19% | 0% | 0% |
| Saturday 20:00 | 19% | 0% | 0% |
| Saturday 21:00 | 39% | 0% | 0% |
| Saturday 22:00 | 39% | 0% | 0% |
| Saturday 23:00 | 15% | 0% | 0% |
| Sunday 00:00 | 0% | 0% | 0% |
| Sunday 01:00 | 0% | 0% | 0% |
| Sunday 02:00 | 0% | 0% | 0% |
| Sunday 03:00 | 0% | 0% | 0% |
| Sunday 04:00 | 0% | 0% | 0% |
| Sunday 05:00 | 0% | 0% | 0% |
| Sunday 06:00 | 0% | 0% | 0% |

### Average vehicle wait time at the ranks

| Hour beginning | Oban | Tobermory | Craignure |
|---|---|---|---|
| Thursday 07:00 | 17 | 0 | 0 |
| Thursday 08:00 | 24 | 0 | 0 |
| Thursday 09:00 | 12 | 0 | 0 |
| Thursday 10:00 | 18 | 3 | 0 |
| Thursday 11:00 | 6 | 18 | 0 |
| Thursday 12:00 | 9 | 45 | 0 |
| Thursday 13:00 | 15 | 5 | 0 |
| Thursday 14:00 | 6 | 3 | 0 |
| Thursday 15:00 | 5 | 3 | 0 |
| Thursday 16:00 | 11 | 0 | 0 |
| Thursday 17:00 | 12 | 0 | 0 |
| Thursday 18:00 | 5 | 0 | 0 |
| Thursday 19:00 | 6 | 0 | 0 |
| Thursday 20:00 | 9 | 0 | 0 |
| Thursday 21:00 | 7 | 0 | 0 |
| Thursday 22:00 | 1 | 0 | 0 |
| Thursday 23:00 | 2 | 0 | 0 |
| Friday 00:00 | 4 | 0 | 0 |
| Friday 01:00 | 2 | 0 | 0 |
| Friday 02:00 | 4 | 0 | 0 |
| Friday 03:00 | 0 | 0 | 0 |
| Friday 04:00 | 11 | 0 | 0 |
| Friday 05:00 | 5 | 0 | 0 |
| Friday 06:00 | 11 | 0 | 0 |
| Friday 07:00 | 19 | 0 | 0 |
| Friday 08:00 | 18 | 0 | 0 |
| Friday 09:00 | 16 | 0 | 0 |
| Friday 10:00 | 7 | 5 | 0 |
| Friday 11:00 | 8 | 15 | 0 |
| Friday 12:00 | 2 | 8 | 0 |
| Friday 13:00 | 6 | 8 | 0 |
| Friday 14:00 | 3 | 18 | 0 |
| Friday 15:00 | 3 | 11 | 0 |
| Friday 16:00 | 3 | 10 | 0 |
| Friday 17:00 | 3 | 20 | 0 |
| Friday 18:00 | 4 | 5 | 0 |
| Friday 19:00 | 2 | 13 | 0 |
| Friday 20:00 | 7 | 5 | 0 |
| Friday 21:00 | 8 | 0 | 0 |
| Friday 22:00 | 7 | 0 | 0 |
| Friday 23:00 | 1 | 0 | 0 |
| Saturday 00:00 | 1 | 0 | 0 |
| Saturday 01:00 | 0 | 0 | 0 |
| Saturday 02:00 | 2 | 0 | 0 |
| Saturday 03:00 | 2 | 0 | 0 |
| Saturday 04:00 | 8 | 0 | 0 |
| Saturday 05:00 | 10 | 0 | 0 |
| Saturday 06:00 | 11 | 0 | 0 |

| Hour beginning | Oban | Tobermory | Craignure |
|---|---|---|---|
| Saturday 07:00 | 17 | 0 | 0 |
| Saturday 08:00 | 13 | 3 | 0 |
| Saturday 09:00 | 15 | 0 | 0 |
| Saturday 10:00 | 20 | 9 | 0 |
| Saturday 11:00 | 17 | 19 | 0 |
| Saturday 12:00 | 4 | 8 | 0 |
| Saturday 13:00 | 1 | 23 | 0 |
| Saturday 14:00 | 0 | 0 | 0 |
| Saturday 15:00 | 1 | 0 | 0 |
| Saturday 16:00 | 0 | 8 | 0 |
| Saturday 17:00 | 0 | 3 | 0 |
| Saturday 18:00 | 1 | 0 | 0 |
| Saturday 19:00 | 2 | 0 | 0 |
| Saturday 20:00 | 5 | 0 | 0 |
| Saturday 21:00 | 9 | 0 | 0 |
| Saturday 22:00 | 8 | 0 | 0 |
| Saturday 23:00 | 5 | 0 | 0 |
| Sunday 00:00 | 0 | 0 | 0 |
| Sunday 01:00 | 0 | 0 | 0 |
| Sunday 02:00 | 0 | 0 | 0 |
| Sunday 03:00 | 0 | 0 | 0 |
| Sunday 04:00 | 0 | 0 | 0 |
| Sunday 05:00 | 0 | 0 | 0 |
| Sunday 06:00 | 0 | 0 | 0 |

### Number of passengers who had to wait at taxi ranks

| Hour Beginning | Number of passengers who had to wait for a taxi to arrrive | Percentage of all passengers who had to wait |
|---|---|---|
| Thursday 07:00 | 0 | 0% |
| Thursday 08:00 | 0 | 0% |
| Thursday 09:00 | 0 | 0% |
| Thursday 10:00 | 0 | 0% |
| Thursday 11:00 | 0 | 0% |
| Thursday 12:00 | 0 | 0% |
| Thursday 13:00 | 0 | 0% |
| Thursday 14:00 | 0 | 0% |
| Thursday 15:00 | 0 | 0% |
| Thursday 16:00 | 0 | 0% |
| Thursday 17:00 | 0 | 0% |
| Thursday 18:00 | 0 | 0% |
| Thursday 19:00 | 8 | 25% |
| Thursday 20:00 | 0 | 0% |
| Thursday 21:00 | 0 | 0% |
| Thursday 22:00 | 0 | 0% |
| Thursday 23:00 | 0 | 0% |
| Friday 00:00 | 4 | 18% |
| Friday 01:00 | 0 | 0% |
| Friday 02:00 | 0 | 0% |
| Friday 03:00 | 0 | 0% |
| Friday 04:00 | 0 | 0% |
| Friday 05:00 | 0 | 0% |
| Friday 06:00 | 0 | 0% |
| Friday 07:00 | 2 | 100% |
| Friday 08:00 | 0 | 0% |
| Friday 09:00 | 0 | 0% |
| Friday 10:00 | 0 | 0% |
| Friday 11:00 | 0 | 0% |
| Friday 12:00 | 0 | 0% |
| Friday 13:00 | 0 | 0% |
| Friday 14:00 | 0 | 0% |
| Friday 15:00 | 15 | 88% |
| Friday 16:00 | 0 | 0% |
| Friday 17:00 | 0 | 0% |
| Friday 18:00 | 0 | 0% |
| Friday 19:00 | 0 | 0% |
| Friday 20:00 | 0 | 0% |
| Friday 21:00 | 0 | 0% |
| Friday 22:00 | 0 | 0% |
| Friday 23:00 | 20 | 25% |
| Saturday 00:00 | 138 | 100% |
| Saturday 01:00 | 44 | 36% |
| Saturday 02:00 | 0 | 0% |
| Saturday 03:00 | 0 | 0% |
| Saturday 04:00 | 0 | 0% |
| Saturday 05:00 | 0 | 0% |
| Saturday 06:00 | 0 | 0% |
| Saturday 07:00 | 0 | 0% |
| Saturday 08:00 | 0 | 0% |
| Saturday 09:00 | 0 | 0% |
| Saturday 10:00 | 0 | 0% |
| Saturday 11:00 | 7 | 50% |
| Saturday 12:00 | 12 | 63% |
| Saturday 13:00 | 10 | 83% |
| Saturday 14:00 | 8 | 27% |
| Saturday 15:00 | 0 | 0% |
| Saturday 16:00 | 0 | 0% |
| Saturday 17:00 | 4 | 14% |
| Saturday 18:00 | 0 | 0% |
| Saturday 19:00 | 0 | 0% |
| Saturday 20:00 | 0 | 0% |
| Saturday 21:00 | 0 | 0% |
| Saturday 22:00 | 0 | 0% |
| Saturday 23:00 | 75 | 97% |
| Sunday 00:00 | 51 | 82% |
| Sunday 01:00 | 67 | 97% |
| Sunday 02:00 | 81 | 98% |
| Sunday 03:00 | 13 | 0% |
| Sunday 04:00 | 0 | 0% |
| Sunday 05:00 | 0 | 0% |
| Sunday 06:00 | 0 | 0% |

**Argyll and Bute Council**
**Development & Infrastructure Services**

**Delegated or Committee Planning Application Report and Report of Handling as required by Schedule 2 of the Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2013 relative to applications for Planning Permission or Planning Permission in Principle**

---

| | |
|---|---|
| **Reference No**: | 17/01205/PP |
| **Planning Hierarchy**: | Local |
| **Applicant**: | Argyll Properties Ltd |
| **Proposal**: | Erection of retail unit, visitor centre and 3 self-catering units, including realignment of escape stairs to Taigh Solais and MacGochans |
| **Site Address**: | Land Adjacent to Taigh Solais, Tobermory, Isle of Mull, Argyll and Bute |

---

**DECISION ROUTE**

Local Government Scotland Act 1973

---

**(A) THE APPLICATION**

**(i) Development Requiring Express Planning Permission**

- Erection of retail unit, visitor centre and 3 self-catering units
- Construction of flood-event public refuge area

**(ii) Other specified operations**

- Connection to public water main
- Connection to public drainage network
- Detail of proposed early flood warning and evacuation/refuge procedure

---

**(B) RECOMMENDATION:**

That planning permission be refused for the reasons appended to this report.

---

**(C) CONSULTATIONS:**

Environmental Health
No response at time of report and no request for an extension of time.

Area Roads
No objections subject to conditions. Report dated 10th July 2017.

SEPA
Objects to the proposal in principle as it may place buildings and persons at flood risk contrary to Scottish Planning Policy and SEPA guidance. Note that in the

event that the Planning Authority were minded to grant planning permission contrary to this advice on flood risk that the application should be referred to Scottish Ministers having regard to the Town and Country Planning (Notification of Applications) (Scotland) Direction 2009. Final letter dated 11th September 2019

Flood Risk Officer
Objects to the development as the proposal is contrary to Policy LDP 11 and Supplementary Guidance TRAN 7 of the adopted LDP and no technical solution has been identified. Final report dated 24th September 2019. These comments are summarised in more detail in Appendix A Subsection H below.

Scottish Water
No response at time of report and no request for an extension of time

Core Paths Team
No response at time of report and no request for an extension of time

Community Council
Supports the planning application. E-mail dated 10th October 2018

---

**(D) HISTORY:**

12/01496/PP
Siting of mobile trailer and formation of hardstanding (retrospective). 12th October 2012 (Temporary planning permission granted which has long expired).

---

**(E) PUBLICITY:**

The proposal has been advertised in terms of Regulation 20 procedures, closing date 15th June 2017.

---

**(F) REPRESENTATIONS:**

51 expressions of support have been received regarding the proposed development.

1. Rebecca Martinez, Rose Bank, Tobermory, PA75 6QA (23.10.18)
2. Chermaine Laurie, Bad Daraich, Tobermory, PA75 6PR (24.10.18)
3. Alan Davidson, 23 Morven Drive, Tobermory, PA75 G (no date)
4. Derwyn Hewitt, 2 Fuinary Villa, Erray Road, Tobermory, PA75 6PS (23.10.18)
5. Shaun Braid, Ben Hiant View, Baliscate, Tobermory, P75 6QA (no date)
6. Sarah Braid, Ben Hiant View, Baliscate, Tobermory, P75 6QA (no date)
7. M MacDonald, 20 Breadalbane Street, Tobermory, PA75 6PD (no date)
8. Sally Swingbanks, Drumfin Cottage, Tobermory, PA75 6QB (no date)
9. Calum MacLean, Taigh Bhie, Tobermory, PA75 6QA (no date)
10. Joseph Golledge, Knapdale House, Strongarbh Park, Tobermory, PA75 6RB (23.10.18)
11. Kanye Smith, Castle Croft, Tobermory, PA75 6QA (no date)
12. Jenny Wright, 35 Riverside Court, Tobermory, PA75 6RF (23.10.18)
13. Gillian Ross, 5 Eas Brae Apartments, Tobermory PA75 6QA (no date)
14. Deborah Ellis, Old Port House, Ledaig, Tobermory, PA75 6NR (no date)
15. Grace Lambert, Knapdale House, Strongarbh Park, Tobermory, PA75 6RB (23.10.18)

16. Sophie Cattanach, 2 Staffa Cottages, Breadalbane Lane, Tobermory (no date)
17. Stewart Cattanach, 2 Staffa Cottages, Breadalbane Lane, Tobermory (no date)
18. Lewis Brown, Kirk Cottage, Albert Street, Tobermory, PA75 6PJ (no date)
19. Donald MacLean, 14 Riverside Court, Tobermory, PA75 6RF (no date)
20. Robert MacCallum, Sunny Bank, Victoria Street, Tobermory, PA75 6PL (no date)
21. James Campbell, 3 Java Houses, Craignure, PA65 6BE (no date)
22. Caroline MacPhail, 1A Bentalla Crescent, Salen, PA72 6JH (no date)
23. Sarah Scott, Flat 2 Aros View, Breadalbane Street, Tobermory, PA75 6PD (no date)
24. Kara McKee, 17 Breadalbane Street, Tobermory, PA75 6PD (no date)
25. G R Davidson, Oronsay, Raeric Road, Tobermory (no date)
26. T G Nunn, 20 Struan Crescent, Tobermory, PA75 6AD
27. Alan Davidson, 23 Morvern Drive, Tobermory, PA75 6AH
28. Tobermory Harbour, Ledaig, Tobermory, PA75 6NR (18.10.18)
29. Cameron MacLean, The Lianag, Beadoun, Tobermory, PA75 6QA (no date)
30. Mark De'ath, New House, Beadoun, Tobermory, PA75 6QA (no date)
31. Wilma De'ath, New House, Beadoun, Tobermory, PA75 6QA (no date)
32. Lewis Gallagher, Harbour Garage, Ledaig, Tobermory, PA75 6NR (no date)
33. Raymond Deplacido, 2 Eas Brae Apartments, Tobermory, PA75 6QA (no date)
34. Aileen Gallacher, Harbour Garage, Ledaig, Tobermory, PA75 6NR (no date)
35. N Morrison, 9 Erray Road Tobermory Isle Of Mull PA75 6RB (no date)
36. Allan MacLean, Cearcal A Chuain, Beadoun, Tobermory, PA75 6QA(no date)
37. Iain Noble, 14 Glen Iosal, Breadalbane Street, Tobermory, PA75 6PX (no date)
38. Cossar, 5 Eas Brae Apartments, Tobermory, PA75 6QA (no date)
39. Jane MacLean, Cearcal A Chuain, Beadoun, Tobermory, PA75 6QA (no date)
40. Lorraine MacLean, The Lianag, Beadoun, Tobermory, PA75 6QA (no date)
41. Angus Robertson, Sorne House, Glengorm, Tobermory, PA75 6QD (no date)
42. Iain Fraser, Tigh Caol Muile ,Rockhill, Rockfield Road, Tobermory, PA75 6PU (no date)
43. Bruce Chapple, 131 Druimfin Gardens, Tobermory (no date)
44. P Charmichael, Tormhor, Aros, PA22 6JS (no date)
45. J S MacPhail, Little Erray, Raeric Road, Tobermory, PA75 6PR (no date)
46. Owner/Occupier, Glengrant, Raeric Road, Tobermory, PA75 6PU (no date)
47. Owner/Occupier, Spennie Beag House, Salen Road, Tobermory, PA75 6QA (no date)
48. Owner/Occupier, Lochbuie Cottage, Albert Street, Tobermory, PA75 6PS (no date)
49. Owner/Occupier, 31 Bentalla Crescent Salen, Aros, PA72 6JH (no date)
50. Owner/Occupier, Tobermory Fish Co, Tobermory, PA75 6QA (no date)
51. Owner/Occupier, Moss Bank, Salen, PA72 6JL (no date)

**Summary of issues raised**

- The development of the site with a high quality building will represent a significant enhancement of the waterfront and streetscape in one of the most iconic villages in Scotland.

- The proposal will provide much needed additional visitor accommodation in the heart of Tobermory, strengthening the village's role as a key contributor to the tourism economy of Mull and the wider area.

- It will also deliver a convenience retail unit, which will provide additional choice to residents and visitors alike, providing an alternative to the existing co-op. The location of the retail unit next to the main village car park will help to alleviate traffic congestion on Main Street caused by the existing co-op. This will improve road safety on Main Street and reduce the risk of accidents.

- The owners of MacGoghans and the Board of Tobermory Harbour have formally agreed exchange of the land site for a room/business space within the new building. Holding up development of the business space within this building is delaying future plans for the harbour. The proposed plan for a visitor centre extension could potentially be used to expand our much loved and well used Mull Aquarium or for Tourist Information site which is very much needed in Tobermory.

- It will provide facilities for the adjacent pontoons. This will strengthen the town's role as a key contributor to the tourism economy of Mull and the wider area through the continued development of the 'Hub Port' of Tobermory Harbour.

The above represents a summary of the issues raised. Full details of the letters of representation are available on the Council's Public Access System by clicking on the following link http://www.argyll-bute.gov.uk/content/planning/publicaccess

---

**(G) SUPPORTING INFORMATION**

**Has the application been the subject of:**

| | | |
|---|---|---|
| **(i)** | **Environmental Statement:** | No |
| **(ii)** | **An appropriate assessment under the Conservation (Natural Habitats) Regulations 1994:** | No |
| **(iii)** | **A design or design/access statement:** | Yes |
| **(iv)** | **A report on the impact of the proposed development eg. Retail impact, transport impact, noise impact, flood risk, drainage impact etc:** | Yes |

---

**(H) PLANNING OBLIGATIONS**

**Is a Section 75 agreement required:** No

---

**(I) Has a Direction been issued by Scottish Ministers in terms of Regulation 30, 31 or 32:** No

---

**(J) Section 25 of the Act; Development Plan and any other material considerations over and above those listed above which have been taken into account in the assessment of the application**

**(i) List of all Development Plan Policy considerations taken into account in assessment of the application.**

Policy

LDP STRAT 1 – Sustainable Development
LDP DM 1 – Development within the Development Management Zones
LDP 3 – Supporting the Protection Conservation and Enhancement of our Environment
LDP 4 – Supporting the Sustainable Development of Our Coastal Zone
LDP 5 – Supporting the Sustainable Growth of Our Economy
LDP 7 – Supporting Our Town Centres and Retailing
LDP 8 – Supporting the Strength of Our Communities
LDP 9 – Development Setting, Layout and Design
LDP 10 – Maximising our Resources and Reducing Our Consumption
LDP 11 – Improving our Connectivity and Infrastructure

Supplementary Guidance

SG LDP ENV 14 – Landscape
SG LDP ENV 17 – Development in Conservation Areas and Special Built Environment Area
SG LDP CST 1 – Coastal Development
SG LDP BUS 1 – Business and Industry Proposals in Existing Settlements and Identified Business and Industry Areas
SG LDP BUS 5 – Economically Fragile Areas
SG LDP RET 1 – Retail Development in the Main Towns and Key Settlements – the Sequential Approach
SG LDP TOUR 1 – Tourist Facilities and Accommodation, including Static and Touring Caravans
SG LDP SERV 2 – Incorporation of Natural Features/Sustainable Drainage Systems (SuDS)
SG LDP SERV 7 – Flooding and Land Erosion – The Risk Framework for Development
SG LDP TRAN 3 – Special Needs Access Provision
SG LDP TRAN 4 – New & Existing Public Roads and Private Access Regimes
SG LDP TRAN 6 – Vehicle Parking Provision

Sustainable Siting & Design Principles

**(ii) List of all other material planning considerations taken into account in the assessment of the application, having due regard to Annex A of Circular 4/2009.**

Scottish Planning Policy (SPP) 2014
SEPA Development Management Guidance: Flood Risk
SEPA Flood Risk and Land Use Vulnerability Guidance
Argyll and Bute Sustainable Design Guide 2006
Consultation responses
Third party representations

---

**(K) Is the proposal a Schedule 2 Development not requiring an Environmental Impact Assessment:** No

---

**(L) Has the application been the subject of statutory pre-application consultation (PAC):** No

---

**(M) Has a sustainability check list been submitted:** No

**(N) Does the Council have an interest in the site:** No

**(O) Requirement for a hearing:** No – The determining factor in the assessment of this planning application rests on a single technical issue and a matter of national and local planning policy with respect of flood risk. In this case SEPA, as the national agency tasked with the interpretation and enforcement of Scottish Government planning policy has raised, and strenuously maintained, an overriding objection to the development. This objection cannot be set-aside without the prior notification of this application to Scottish Ministers and this report of handling explains to Members why, in the considered opinion of the planning authority, this option should not be followed.

**(P) Assessment and summary of determining issues and material considerations**

This is an application for the erection of a retail unit, visitor centre and three self-catering residential holiday units within a previously undeveloped gap site forming part of Tobermory waterfront development; the proposed development site being located between the existing substantial buildings, Taigh Solais to the immediate east (which contains a visitor's centre, public toilets and showers, a public laundry, the Tobermory maritime and Coastguard Agency rescue centre, plus the Mull Aquarium to the ground floor, the Harbour Office and six rental offices to the first floor, with a board room located within the limited second floor space within the building) and Mac Goghan's Bar and Restaurant to the immediate west.

The proposed development is located within the Key Settlement of Tobermory where Policy LDP DM 1 of the Local Development Plan (LDP) gives encouragement to sustainable forms of development of up to large scale subject to compliance with other relevant policies and supplementary guidance. The site is located within the defined Main Town Centre and it also lies within Area for Action (AFA 6/1).

AFA Schedule 6/1 identifies the following main actions:

1. To reinforce the very important role which Tobermory plays within the "tourism development area" as identified in the Structure Plan – "Tourism Infrastructure" diagram (capitalising on the recent marketing opportunities associated with the television programme "Balamory").
2. To consider the potential extension of the pier facilities in Tobermory Bay.
3. To consider the potential extension of marine (yachting) facilities.
4. Consider other harbour interests including Cal-Mac, lifeboat, coastguard, fishermen and fish farmers.
5. To consider traffic management, access and parking issues.
6. To consider town centre and waterfront enhancement potential.
7. To pursue cost/benefit analysis into future options covering the above interests and potential.

The site is also located within Tobermory Conservation Area.

The proposal represents an appropriately high quality, well-designed, suitably proportioned development within this existing ‘gap site’ within the Tobermory Harbour waterfront and conservation area and is wholly compliant with all relevant provisions of both local and national planning policy, with the materially critical exception of flood risk.

The application site is located within the 1 in 200 year coastal flood zone (classified as *Medium to High Risk*), as identified on SEPA’s flood mapping and SEPA has objected to the application in principle as it introduces a new built development to a previously undeveloped site and therefore places additional buildings and people at risk from flooding. The Council’s own Flood Risk Assessor has also objected to the proposals, following correct interpretation of both local and national flood risk planning policy, although both he and officers have worked in conjunction with the developer to try to achieve a solution that would simultaneously meet planning policy requirement and therefore satisfy SEPA as the Government’s environmental management agency. Regretfully, no such solution has been found or is available in this case.

National and local policy requires development in coastal areas to be protected from the 1 in 200 year still water level, plus an allowance for wave action, plus an allowance for climate change, plus 0.6 m freeboard.

Notwithstanding SEPA’s objection in principle, the required flood protection level is as follows: 1 in 200 still water level of 3.90m AOD, wave action of 0.2m, an allowance for predicted climate change of 0.56m and a freeboard of 0.6m which yields and overall protection level of 5.27m AOD. The development proposes a ground floor level of 3.92m AOD and a number of secondary flood protection measures in lieu of climate change and freeboard requirements.

The proposed ground floor level of 3.92m AOD therefore remains considerably below the required flood protection level of 5.27m AOD. Notwithstanding SEPA’s objection in principle, both SEPA and the Council’s Flood Risk Engineer have advised that the site will flood in a design flood event and these secondary elements (refuge area, emergency boat, flood warning scheme and flood resilient construction) are not in themselves sufficient in order to allow them to remove their objection.

In this case it is considered that this not an appropriate site for the development as it will result in built development within an area identified as being at medium to high risk of flooding contrary to SPP, SEPA’s Flood Guidance documents as well as the Council’s own flood risk policy and supplementary guidance.

The development complies with the LDP in all other respects and it is recommended that planning permission be refused purely on the single technical ground of flooding.

This application would normally have been determined under the Council’s agreed scheme of delegation. In this case, however, a significant body of support (51) has been received for the development and given the proposed recommendation that the application is refused against this wide body of support, it is considered that the proposed development should be determined by Members in this case.

---

**(Q) Is the proposal consistent with the Development Plan:** No

---

**(R) Reasons why planning permission in principle should be refused**

Scottish Planning Policy, SEPA Flood Guidance and Local Development Plan Policy advocate the avoidance of built development within areas identified as being at medium to high risk of flooding. In limited circumstances it may be appropriate for development to be permitted within these areas however the proposed development does not satisfy the required criteria. The proposed development is not sustainable in terms of flood risk as a new building with a combination of commercial and residential units would be introduced into an area identified as being at medium to high risk of flooding and which increases the land use vulnerability of the site, contrary to the principles of Scottish Planning Policy, the SEPA Development Management Guidance on Flood Risk and the SEPA Flood Risk and Land Use Vulnerability Guidance. Furthermore the development is contrary to Policy LDP 10 and Supplementary Guidance SG LDP SERV 7 of the Local Development Plan which require development to be located out with areas of significant flood risk. There are no material considerations which are of sufficient weight meriting the departure from national and local planning policy.

---

**(S) Reasoned justification for a departure to the provisions of the Development Plan**

N/A

---

**(T) Need for notification to Scottish Ministers or Historic Scotland:** No

---

| | | | |
|---|---|---|---|
| **Author of Report:** | Andrew Barrie | **Date:** | 24th September 2019 |
| **Reviewing Officer:** | Tim Williams | **Date:** | 2nd October 2019 |

**Fergus Murray**
**Head of Development and Economic Growth**

**REASONS FOR REFUSAL RELATIVE TO APPLICATION 17/01205/PP**

Scottish Planning Policy, SEPA Flood Guidance and Local Development Plan Policy advocate the avoidance of built development within areas identified as being at medium to high risk of flooding. In limited circumstances it may be appropriate for development to be permitted within these areas however the proposed development does not satisfy the required criteria. The proposed development is not sustainable in terms of flood risk as a new building with a combination of commercial and residential units would be introduced into an area identified as being at medium to high risk of flooding and which increases the land use vulnerability of the site, contrary to the principles of Scottish Planning Policy, the SEPA Development Management Guidance on Flood Risk and the SEPA Flood Risk and Land Use Vulnerability Guidance. Furthermore the development is contrary to Policy LDP 10 and Supplementary Guidance SG LDP SERV 7 of the Local Development Plan which require development to be located out with areas of significant flood risk. There are no material considerations which are of sufficient weight meriting the departure from national and local planning policy.

**APPENDIX A – RELATIVE TO APPLICATION NUMBER: 17/01205/PP**

## PLANNING LAND USE AND POLICY ASSESSMENT

### A. Settlement Strategy

This is an application for the erection of a retail unit, visitor centre and 3 self-catering units on Land Adjacent to Taigh Solais, Tobermory, Isle of Mull.

The proposed development is located within the Key Settlement of Tobermory where Policy LDP DM 1 of the Local Development Plan (LDP) gives encouragement to sustainable forms of development up to large scale subject to compliance with other relevant policies and supplementary guidance. The site is located within the defined Main Town Centre and also lies within Area for Action (AFA 6/1).

AFA Schedule 6/1 identifies the following main actions:

1. To reinforce the very important role which Tobermory plays within the "tourism development area" as identified in the Structure Plan – "Tourism Infrastructure" diagram (capitalising on the recent marketing opportunities associated with the television programme "Balamory").
2. To consider the potential extension of the pier facilities in Tobermory Bay.
3. To consider the potential extension of marine (yachting) facilities.
4. Consider other harbour interests including Cal-Mac, lifeboat, coastguard, fishermen and fish farmers.
5. To consider traffic management, access and parking issues.
6. To consider town centre and waterfront enhancement potential.
7. To pursue cost/benefit analysis into future options covering the above interests and potential.

The site is also located within Tobermory Conservation Area.

The development is of an appropriate use and design for this town centre location which has an appropriate massing, form, scale and orientation which will readily integrate into the landscape and with neighbouring properties without having an adverse impact on the setting of the conservation area. However, the development is contrary to SPP, SEPA flood guidance and the LDP in terms of flooding as detailed in Section H below, and therefore, it is recommended that planning permission be refused for this sole technical reason.

### B. Location, Nature and Design of Proposed Development

The development involves the construction of a new retail unit and visitor centre on the ground floor with three letting flats on the 1st floor.

The building is to be physically attached to Taigh Solais with the principle building line being slightly set-back. It has a duo pitched asymmetrical roof giving the building a lower height than Taigh Solais. The development will fill a gap site within a town centre location and it is considered that the scale and massing of the building is in keeping with the neighbouring properties. Furthermore, the rocky backdrop further helps to integrate the development into its surroundings. A significant amount of glazing is proposed on the main elevation and the larger windows have been broken up using glazing bars to give them more of a vertical emphasis. Given the prominence of the building and its location within the conservation area a palate of high quality finishing materials is required. It is to be finished predominately with white render with the upper principle elevation and rear and side elevations finished in a mountain sage composite boarding with a zinc roof.

Aluminium gutters and down pipes are also proposed. The exact details of the finishing materials can be adequately secured via planning condition.

The proposed development was first submitted in 2017 and has been amended several times through consultation with officers and with the planning authority and the developer attempting to work together to establish a positive outcome. The submitted scheme has recently been amended to provide for an enhanced flood mitigation strategy benefitting both the proposed development and the wider area and is detailed as follows:

- Raise the floor levels of ground floor within the proposed new development to 3.92 m AOD; which the developer has advised is the highest floor level practicable in design and operational terms.

- Provide a constructed evacuation area to the rear of the building at a level of 5.4m AOD. The proposed evacuation refuge will be roofed to one end and open with a protective railing in the main part, and will have a pedestrian access to the town. The applicant's revised flood attenuation scheme will also provide for enhanced flood evacuation measures for the existing buildings in the harbour area, including Macgochan's Bar, immediately adjacent to the proposed development, which can have up to 400 occupants.

- Sign up to an enhanced flood warning protocol with SEPA and with local harbour master. The applicant's consultants have advised that coastal flooding can be predicted in advance with more accuracy than river flooding, with lead times of a number of hours. Therefore the applicant suggests that it is practical to provide warnings that will allow the premises to be evacuated and protected prior to the flood event. The applicant asserts that this will also allow evacuation of other buildings in the harbour.

- Put in place a flood management system for first floor residential accommodation – briefing and guidance for guests on flood risk matters, including emergency access and egress arrangements.

- Provide flood protection measures at the shop. There are a number of providers of such measures which include stop logs, demountable barriers that can be installed prior to flooding, and flood proof doors. These will be provided on site to be activated following receipt of a warning. The applicant's consultant states that these measures will provide protection of up to approximately 0.6 to 0.9 metres depth and can be installed/upgraded as part of an adaptive flood management approach, where changes are made to flood protection as the impacts of climate change become more severe.

- Provision of an emergency boat/dinghy fixed to the wall of a nearby building also within the Applicant's control and accessible during flooding, to provide a further means of egress or rescue for anyone trapped by the flood, whether in the proposed development, in the proposed refuge area, or in another existing building within the harbour area.

The main visual change to the development is the slightly raised level of the building, the front access ramp detail and the flood refuge area. It is considered that the proposal as amended is of an appropriate sale, form and design with appropriate finishing materials which will readily integrate with neighbouring properties and which will not have a negative impact on the appearance of the conservation area. In this respect the development is considered to be in accordance with Policies LDP 3, LDP 9 and Supplementary Guidance SG LDP ENV 14, SG LDP ENV 17, the Sustainable Siting and Design Principles as well as the Argyll and Bute Sustainable Design Guide which seek to ensure developments are compatible with their setting, are of a suitable scale, design and finish, and which do not have an adverse impact on the privacy and amenity of neighbouring properties.

The applicants advise that regardless of whether or not the proposed development is granted, the properties along Main Street would be subject to the same flooding constraints and these properties have lower ground floor levels than the current proposal. The applicants have stated that these proposals will benefit the wider Tobermory Town Centre area as the evacuation area and emergency boat would be available to other occupiers and residents.

Both SEPA and the Council as flood risk authority have been reconsulted following these amendments and both maintain their objections to the proposed development. Flooding is discussed in more detail in Section H below.

**D. Sustainable Economic Development**

Policy LDP 4 is supportive of onshore works for sustainable development in our coastal zone. This policy recognises the significant economic potential of the coast and promotes the sustainable development of the coastal zone. The coastal zone continues to provide a focus for economic activity, recreation and tourism.

Policy LDP 5 recognises that the success of our local economy is fundamental to Argyll and Bute's future prosperity, helping to retain population and attract new people to the area.

SG LDP TOUR 1 aims to encourage tourist related development but at the same time protect residential amenity and that of the surrounding environment.

SG LDP RET 1 has a presumption in favour of retail developments within established town centres such as Tobermory.

It is considered that the proposal is consistent with the aims of the development plan in terms of tourism and economic development. The development will provide employment opportunities, convenience retail choice for residents, facilities for tourists as well as generating income for the local economy, thus contributing positively to sustainable economic growth in accordance with Policies LDP 4 and LDP 5 and Supplementary Guidance SG LDP TOUR 1 and SG LDP RET 1 of the LDP.

**E. Built Environment**

The site is located within the Tobermory Conservation Area and Supplementary Guidance SG LDP ENV 17 states that there is a presumption against development which does not preserve or enhance the character or appearance of an existing or proposed conservation area. In this case the building is appropriately designed and scaled to reflect the local vernacular and which uses a combination of high quality finishing materials. The development is therefore in accordance with Policy LDP 3 and Supplementary Guidance SG LDP 17 of the LDP.

**F. Road Network and Parking**

Policy LDP 11 supports all development proposals that seek to maintain and improve internal and external connectivity by ensuring that suitable infrastructure is delivered to serve new developments. Supplementary Guidance SG LDP TRAN 4 and SG LDP TRAN 6 expand on this policy seeking to ensure that developments are served by a safe means of vehicular access and have an adequate on-site parking and turning area. The area roads engineer has been consulted and he has not raised any objections subject to a condition securing adequate parking provision. In this case as the site is located within a town centre the parking requirements for developments are relaxed. There is no parking requirement for retail units up to 1000sqm and 0.5 spaces is required per residential unit. In this case 1 additional space has been provided and this is considered adequate given the presence of an existing car park immediately adjacent to the site and additional on-street car parking on Main Street. The abovementioned policy requirements are therefore satisfied.

**G. Infrastructure**

Connection is to be made to the public water and drainage network and Scottish Water have not raised any objections to the proposal. However, they have advised that they cannot guarantee capacity and the applicant should contact them direct in this matter. This can be added as a 'note to applicant'. The proposal is considered to be in accordance with Policy LDP 11 of the LDP.

**H. Flooding**

The site has been identified as having the potential to flood and therefore consultation with SEPA and the Council's flood risk engineer has been carried out.

The proposal is compliant with planning policy with the material exception of flood risk.

The proposed development was first submitted in 2017 and has been amended several times through consultation with officers and with the planning authority and the developer attempting to work together to establish a positive outcome. The summary below relates to an assessment of the development as amended and updated having regard to the most recent consultation responses and planning policy/planning guidance.

The application site is located within the 1 in 200 year coastal flood zone (classified as *Medium to High Risk*), as identified on SEPA's flood maps.

National and local planning policy requires development in coastal areas to be protected from the 1 in 200 year still water level, plus an allowance for wave action, plus an allowance for climate change plus 0.6m freeboard.

The planning application was submitted in 2017 and, following an initial objection from SEPA, it was subsequently supported by a Flood Risk Assessment (FRA) undertaken by Envirocentre. The FRA identified a 1 in 200 year still water flood level of 3.86m AOD and recommended a flood protection level of 4.67m AOD. The proposed finished ground floor level was proposed to be 3.6m AOD with secondary protection measures including emergency access arrangements at a level of 4.07m AOD, flood resilient construction and a flood plan relating to the existing Oban Flood Warning scheme. This was in lieu of an allowance for climate change, wave action and freeboard.

SEPA objected in principle to the development as it is within the functional flood plain contrary to paragraph 255 of Scottish Planning Policy (SPP) and because the proposed ground floor of the development was below the required design flood level.

A detailed Supporting Statement was further submitted by Geddes Consulting on behalf of the applicant in response to initial concerns raised by the planning authority in relation to flood risk and this included raising the ground floor level to 3.9m AOD. Since the original application was submitted and following the submission of the applicant's supporting statement, new climate change scenarios became available in November

2018 (the United Kingdom Climate Projections 2018, UKCP18). It was therefore necessary to consider the proposal in light of this new information. As a result, further supporting information has been submitted by Geddes Consulting and Kaya Consulting and revised and updated consultation responses have been received from SEPA and the Council's Flood Risk Engineer, both of which are maintaining an objection to the planning application on flood risk grounds.

In light of current data, and notwithstanding SEPA's objection in principle, the updated flood protection level is as follows: 1 in 200 still water level of 3.90m AOD, wave action of 0.2m, climate change of 0.56m and freeboard of 0.6m which yields and overall flood protection level of 5.27m AOD.

The applicants have further revised the scheme in an attempt to mitigate flood risk. This includes:

- The provision of a raised ground floor level of 3.92m AOD
- The provision of a flood refuge area at 5.4m AOD
- The provision of an emergency boat
- The inclusion of the building in a local flood warning scheme
- Flood resilient construction

The applicant's proposal recommends that the Council move to approve the application contrary to the recommendations of SEPA and the Council's Flood Risk Engineer. If the Council was minded to approve the application contrary to the advice of SEPA, this would require the application to be referred to Scottish Ministers. The procedure for this is discussed in Section H below. The applicants supporting documents include various examples of cases where a local authority was minded to approve an application contrary to SEPA's advice and was referred to Scottish Ministers. In only one of these instances was the application called in for determination by Scottish Ministers with the remainder being returned to the local planning authority for determination. It should be noted however that the majority of these examples are not relevant to this particular case as they are not on a like-for-like basis or had different circumstances.

The revised ground floor level of 3.92m AOD remains considerably below the required flood protection level of 5.27m AOD. Notwithstanding SEPA's objection in principle, both SEPA and the Council's Flood Risk Engineer have advised that the site will flood in a design flood event and these secondary elements (refuge area, emergency boat, flood warning scheme and flood resilient construction) are not in themselves sufficient in order to allow them to remove their objection.

In this case it is considered that this not an appropriate site for the development as it will result in built development within an area identified as being at medium to high risk of flooding contrary to SPP, SEPA's Flood Guidance documents as well as the council's own flood risk policy and supplementary guidance.

The development complies with the LDP in all other respects and it is recommended that planning permission be refused purely on the single technical ground of flooding.

Members should also note that 51 letters of support for the application has also been submitted.

**<u>SEPA Recommendation</u>**

SEPA have advised that due to the undeveloped nature of the site, any new development which increases the land use vulnerability would normally not be supported as the principle of avoidance is at the heart of sustainable flood risk management as per Scottish

Planning Policy (SPP). This stance is irrespective of a development being designed in such a way as to meet any required minimum floor level criteria.

SEPAs ‘Development Management Guidance on Flood Risk (July 2018) states that,

“Proposed developments should not be located in areas at medium to high risk from fluvial or coastal flooding (or low to medium areas for civil infrastructure). Other most vulnerable uses will only be acceptable in low to medium risk areas if the hazard can be alleviated through appropriate mitigation.

Where this is not possible, some types of development may be acceptable if they meet the requirements of the risk framework (SPP, paragraph 263). The risk framework should be applied within the context of the issues listed in paragraph 264 of SPP and our Land Use Vulnerability Guidance should be used to inform the vulnerability classification of the proposed land use and ensure that it is suitable for the location and degree of flood risk. In general, the following types of development may be acceptable in areas that are at risk of fluvial or coastal flooding:

a) Developments classed as water compatible or that are considered to be essential infrastructure which require a flood risk location for operational reasons. The operational need for the development is for the planning authority to determine.

b) Redevelopment of an existing building, including changes of use to an equal or less vulnerable use to the existing use.

c) Redevelopment of a previously developed site where it involves the demolition of existing buildings and/or erection of additional buildings within a development site, and the proposed land use is equal or less vulnerable than the existing land use.

d) Where the principle of development on the site has been established in an up-to-date, adopted development plan or the National Planning Framework and flood risk issues were given due consideration as part of the plan preparation process and our assessment of risk has not changed in the interim.

e) Development in built up areas protected by an existing or planned flood protection scheme, where the standard of protection is appropriate for the vulnerability of the land use.

In the case of the currently proposed development, the fundamental starting point for SEPA, and as confirmed within Para. 263 of the SPP, is that development proposals for ‘most vulnerable uses’ located within the ‘medium to high risk’ flooding areas (annual probability of coastal or watercourse flooding is greater than 0.5% (1:200 years)) will not be supported. SEPA guidance and the SPP expands upon this to allow for the potential for certain, specific types of development and/or special overriding circumstances to be considered as a potential exception to this fundamental starting point.

In the case of the currently proposed development it is the assessment of officers in close consultation with SEPA that none of these potential exceptions apply:

- The proposed development does not constitute a ‘water compatible’ land use or involve essential infrastructure requiring a flood risk location;

- The proposed development does not involve the reuse of an existing building to introduce an equal or less vulnerable use;

- The proposed development does not involve the redevelopment of a previously developed site to introduce an equal or less vulnerable use (further detail included below);

- Whilst the development site is located within a confirmed and longstanding 'town centre' site within the settlement zone of the LDP, both officers and SEPA have concluded that this is not a site-specific allocation and has not been given due consideration of current flooding issues, and does not, therefore, constitute a 'principle of development' in this case;

- The proposed development, whilst in a 'built-up' area, is not within a location which is protected by any existing or proposed flood protection scheme sufficient to protect the identified flood risk vulnerability of that area.

As indicated above, the planning authority does not consider the site to be developed.

A small trailer currently sits on the site which is used as a tourist information point. This has planning permission under 12/01496/PP which required the removal of the trailer by the 31st October 2014. The trailer is therefore currently unauthorised. Notwithstanding this, this is a temporary use of the land and it is not considered to be built development. SEPA agree with this assessment. As the site is devoid of built development and is not a previously developed site for the purposes of SPP they are objecting in principle as it is not of a use of equal or less vulnerability to the proposed development. The development will increase the vulnerability of the site placing property and people at risk from flooding.

Notwithstanding their objection in principle, they have advised that a freeboard allowance of 0.6m would be an essential requirement for a development categorised as a Highly Vulnerable Use (development with residential accommodation). Even if SEPAs primary objection in principle could be overcome, a ground floor FFL of 5.27m AOD is required. This is not possible as it would raise the FFL of the development to an unacceptably high level which would be visually discordant with neighbouring properties and contrary to the applicants stated requirements.

**Council's Flood Risk Engineer Recommendation**

The Council's Flood Risk Engineer has also recommended that the application be refused on flood risk grounds. He concurs with SEPA that the required flood protection level be calculated as: 1 in 200 still water level of 3.90m AOD, wave action of 0.2m, climate change of 0.56m and freeboard of 0.6m which yields and overall flood protection level of 5.27m AOD. However, he has advised that an appropriate finished ground floor level of the development could be a minimum of 4.7m AOD with the shortfall in freeboard allowance of 0.6m achieved instead by flood resilient construction with the proposed emergency access level set at a minimum of 5.3m AOD. As the proposal has a finished ground floor level of 3.92m AOD, it is below the minimum recommended level of 4.7m AOD and therefore he has recommended refusal. Notwithstanding this, even if this level of 4.7m AOD could be achieved, the proposal is still contrary to the principle of flood avoidance in the functional floodplain and SEPA would maintain their objection in principle.

**Flood Risk Policy and Guidance**

National Flood Risk Policy is contained within Scottish Planning Policy (SPP) and Local Flood Risk Policy is contained within LDP 10 - Maximising Our Resources and Reducing

Consumption Together and Supplementary Guidance SG LDP SERV 7 – Flooding and Land Erosion: The Risk Framework for development. This is supplemented by SEPA's Development Management Guidance: Flood Risk and their Land Use Vulnerability Guidance.

SPP contains a Risk Framework which must be applied by planning authorities when assessing flood risk. This Risk Framework should be applied within the context of the issues listed in paragraph 264 of the SPP as well as SEPA's Land Use Vulnerability Guidance. SEPA have also produced the separate guidance document Development Management Guidance: Flood Risk which details specific requirements and recommendations relating to flood risk that must be addressed through the planning process having regard to SPP.

The main principle of SPP and SEPA guidance is flood avoidance by locating development away from functional flood plains and medium to high risk areas. **The development is within the medium to high risk area of flooding.** SPP states, inter-alia, the planning system should promote a precautionary approach to flood risk from all sources…taking account of the predicted effects of climate change; flood avoidance: by safeguarding flood storage and conveying capacity, and locating development away from functional flood plains and medium to high risk areas. Again in this case, **the development is located within the medium to high risk area.**

SPP states that some types of development may be acceptable if they meet the requirements of the risk framework (SPP, paragraph 263). The risk framework should be applied within the context of the issues listed in paragraph 264 of SPP and SEPA's Land Use Vulnerability Guidance. In this case the proposed development does not meet any of the exemptions contained within SEPA guidance.

To summarise, it is considered that the proposed development is contrary to national and local flooding policy and SEPA guidance in that it introduces built development into an undeveloped site which is at medium to high risk of flooding, increasing the land use vulnerability of the site, and therefore it is recommended that planning permission be refused for this sole technical reason.

**H. Requirement to Notify Scottish Ministers**

In the event that members are minded to approve the application contrary to the advice of officers and consultees having regard National and Local Planning Policy with an outstanding objection from SEPA, this must be notified to Scottish Ministers. This requirement is set out in the *Town and Country Planning (Notification of Applications) (Scotland) Direction 2009* ('the Direction').

Planning Circular 3/2009: *Notification of Planning Applications* sets out the process that will be followed in such notification cases under the Direction:

*"Where a planning authority notifies Scottish Ministers of its intention to grant planning permission, Ministers consider whether to call in the application or clear it back to the authority to decide the matter as it thinks fit. Scottish Government officials should usually be able to tell the authority within the 28-day period set out in the direction whether Ministers propose to take any action. Scottish Ministers do not need to wait until the end of that 28-day period, and will issue their decision as soon as they are ready to do so. The Scottish Government is committed to efficient decision-making, but in exceptional circumstances it may take a little longer to reach a conclusion, in which case Ministers will issue a further direction, extending the period for their consideration of the matter."*

This page is intentionally left blank


Argyll & Bute COUNCIL

**Location Plan Relative to planning application: 17/01205/PP**

N

1:1,250

This page is intentionally left blank

**ARGYLL AND BUTE COUNCIL** | **PLANNING, PROTECTIVE SERVICES AND LICENSING COMMITTEE**

**LEGAL AND REGULATORY SUPPORT** | **23 OCTOBER 2019**

**EXTRACT OF MINUTE OF OBAN, LORN AND THE ISLES AREA COMMITTEE HELD ON 11 SEPTEMBER 2019**

*** 17. NOTICE OF MOTION UNDER STANDING ORDER 14**

Councillor McKenzie, seconded be Councillor Green had given notice of the following motion:-

‘Urgent Motion on Street Signage – Oban’

The Area Committee notes that Argyll and Bute Council has a responsibility to work in partnership with our communities to increase footfall in our town centres and to support and enable our local businesses to thrive, whilst also ensuring the safety of pedestrians and disabled residents.

Following representation from local businesses regarding the current strident enforcement of street signage policy currently taking place in Oban Town Centre and the potential for detrimental impact on trade, affecting in particular our Small and Medium sized Enterprises sited off the main street, who are dependent on street signage to attract and direct passing trade;

The OLI Area Committee request that the PPSL:-

1. Consider an urgent moratorium on current enforcement and also a review of current street signage policy.

2. Consider requesting an urgent consultation exercise be carried forward by officers, working in conjunction with local businesses, and other stakeholders to ensure that town centre trade is not adversely impacted by current policy enforcement.

3. Agrees that the blanket approach to enforcement adopted by the current policy is taking up a great deal of officer time, and a more cost effective solution be sought to address this, which instead turns policy enforcement focus on to the few incidences of street signage actually causing any problems in Oban town centre.

The Chair ruled that the motion be considered as a matter of urgency by reason to initiate discussions to commence the proposed recommendations without further delay.

**Decision**

The Oban, Lorn and the Isles Area Committee agreed the terms of the Motion and resolved accordingly.