



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.

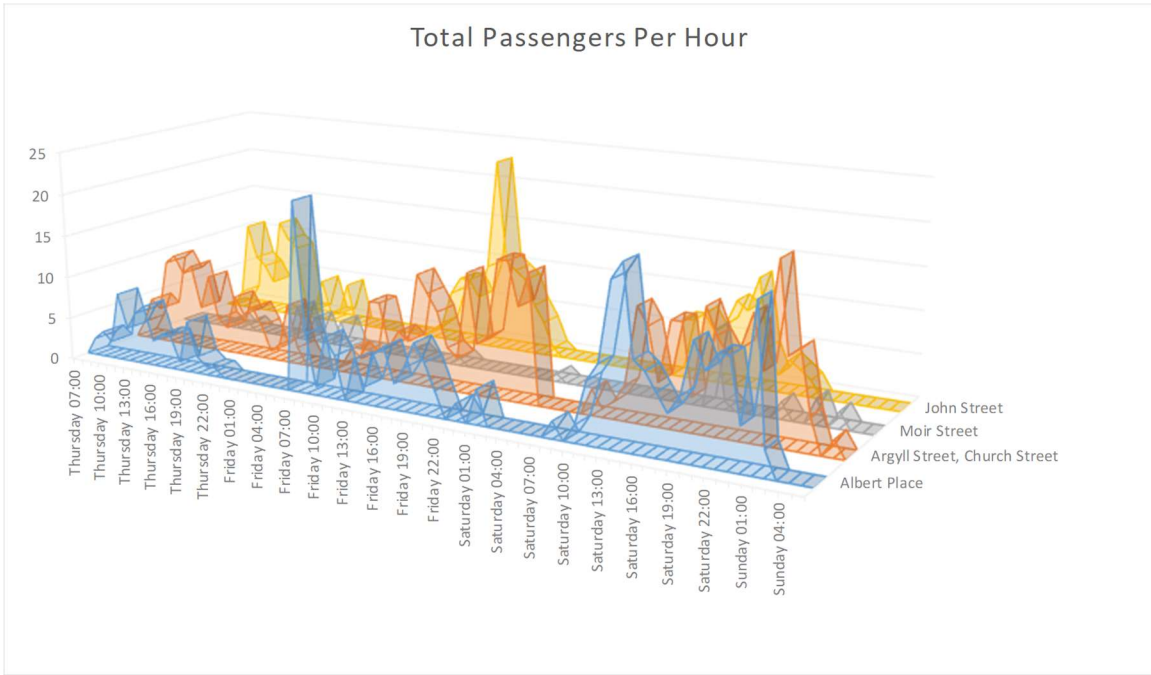
Data has been collected through consultation with stakeholders, the trade and members of the public. In addition, observations of activity at taxi ranks were undertaken to record volumes of taxis and passengers using each rank and whether any passengers had to wait for taxis to arrive at the ranks.

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:

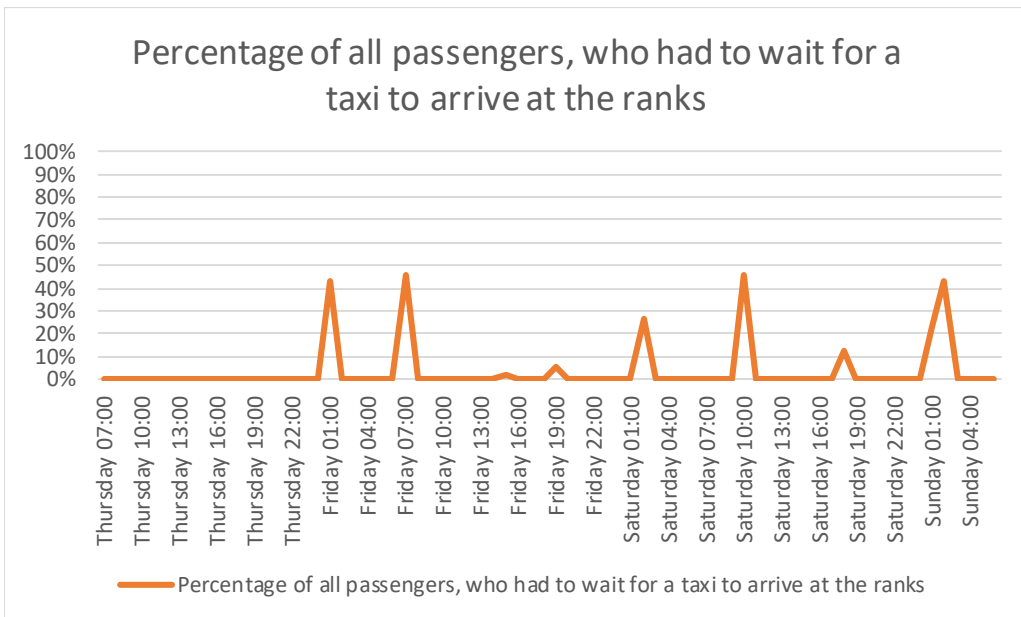
- Albert Place, Rothesay
- Argyll Street (at Church Street), Dunoon
- Moir Street, Dunoon
- John Street, Dunoon

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.

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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

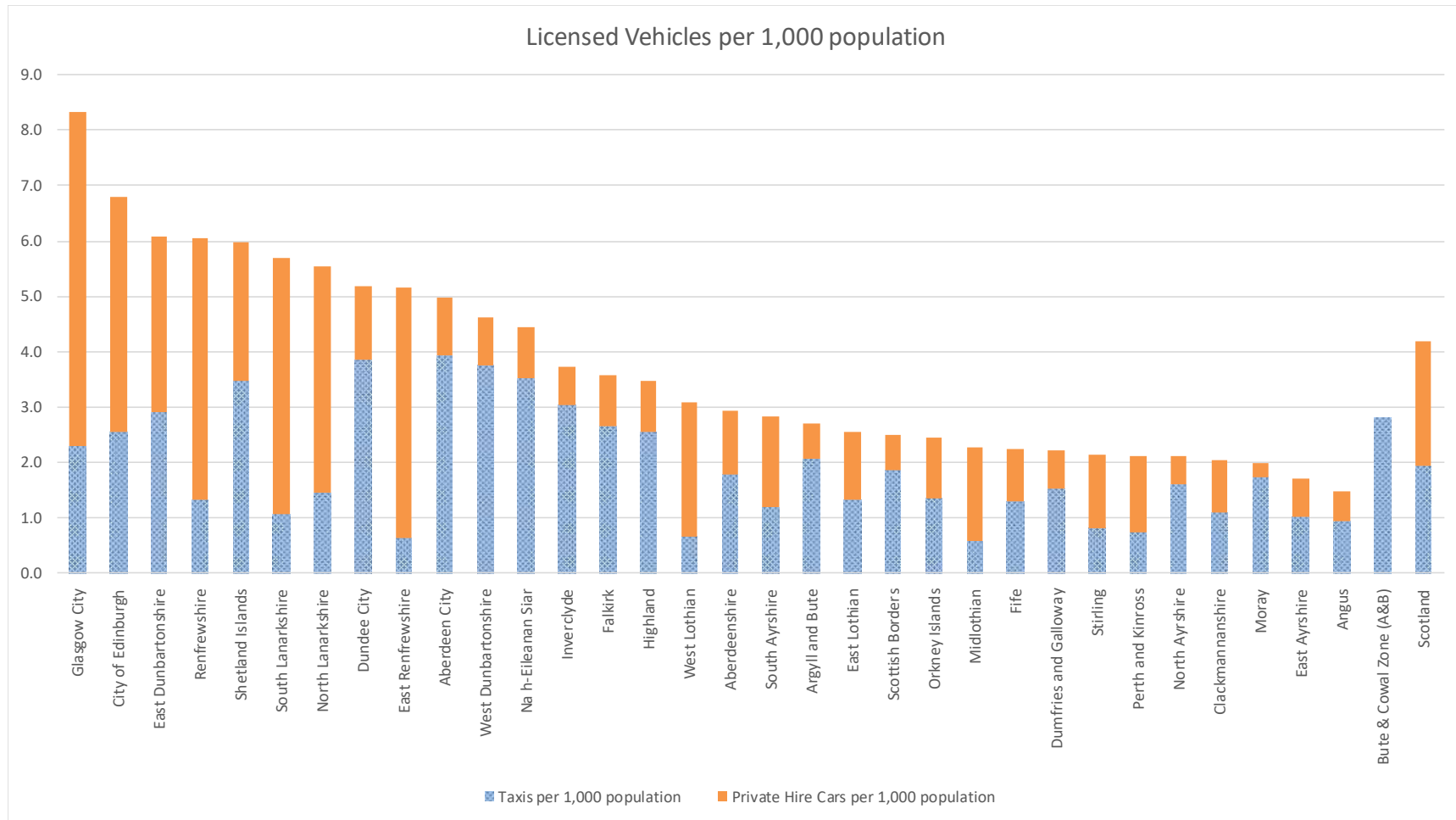


Figure 1 - Comparison of licensed vehicle provision as a proportion of population

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 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.

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.

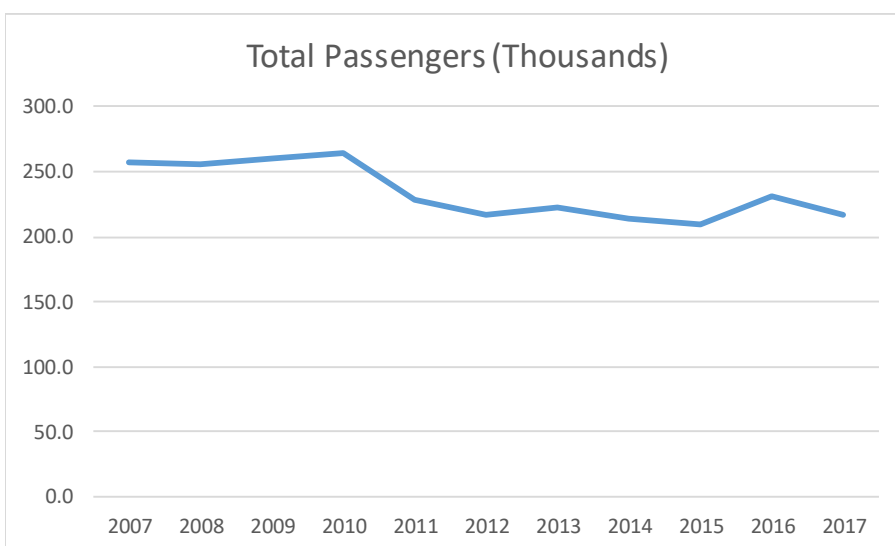


Figure 3 - Colintraiive-Rhubodach Annual Passengers

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.

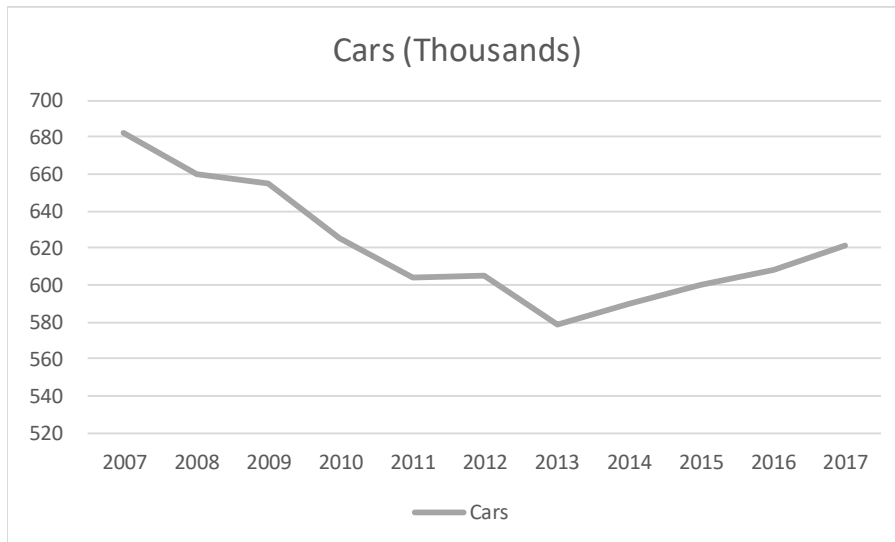


Figure 5 - Annual car volumes on Hunter's Quay and Dunoon ferry services

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 and 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.

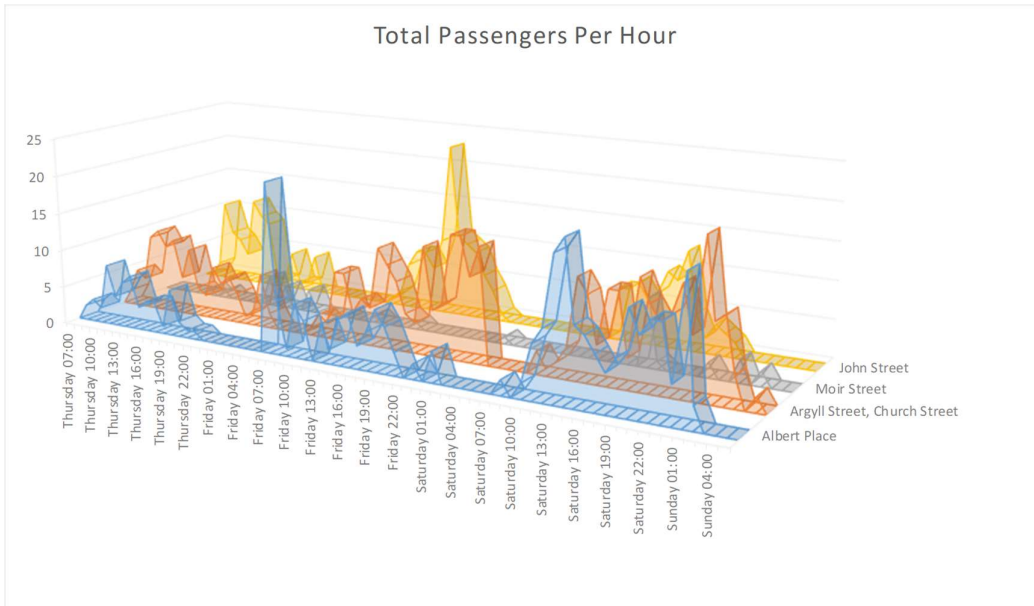


Figure 6 - Total passenger volumes using each rank

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

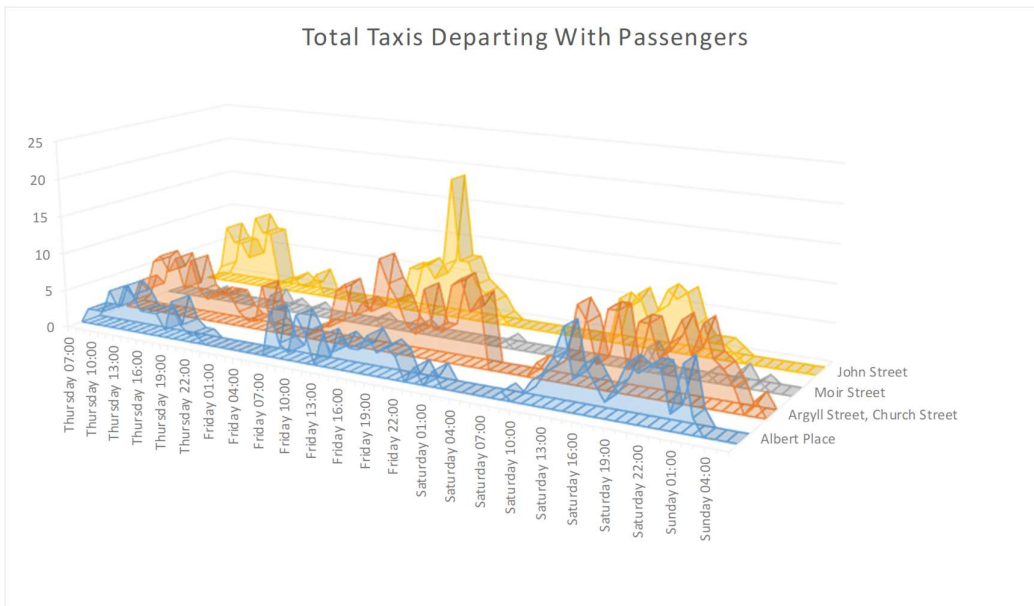


Figure 7 - Total taxis departing each rank with passengers

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.

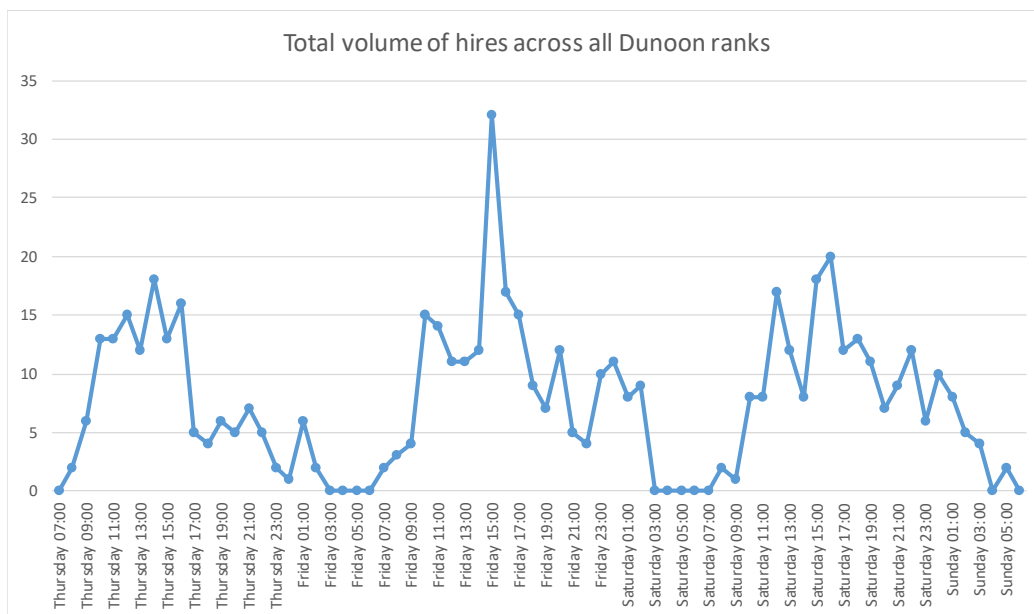


Figure 8 - Total hourly taxi hires volume aggregated across all Dunoon ranks

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.

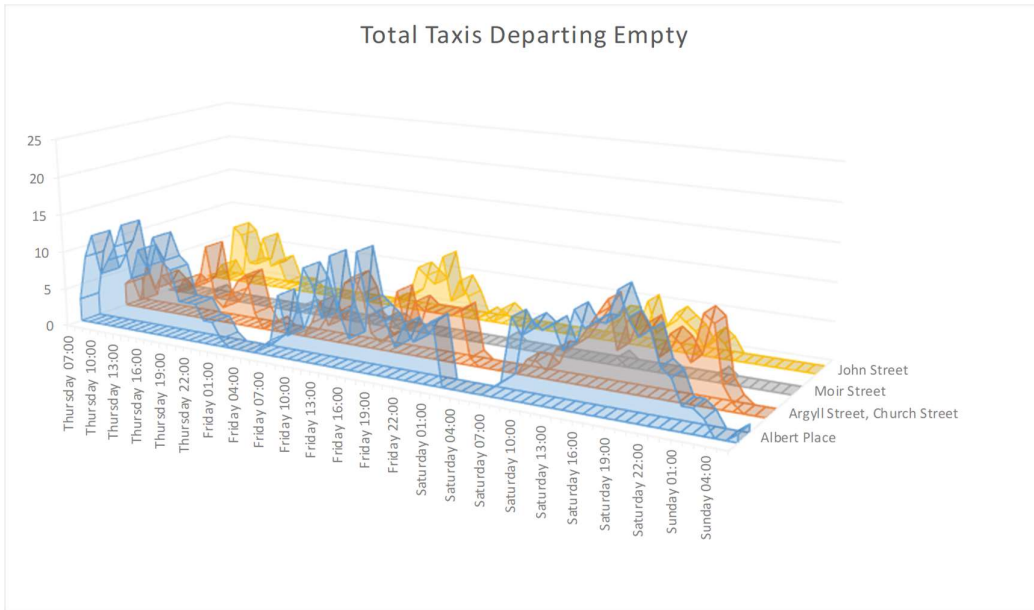


Figure 9 – Hourly total number of taxis which leave the ranks empty

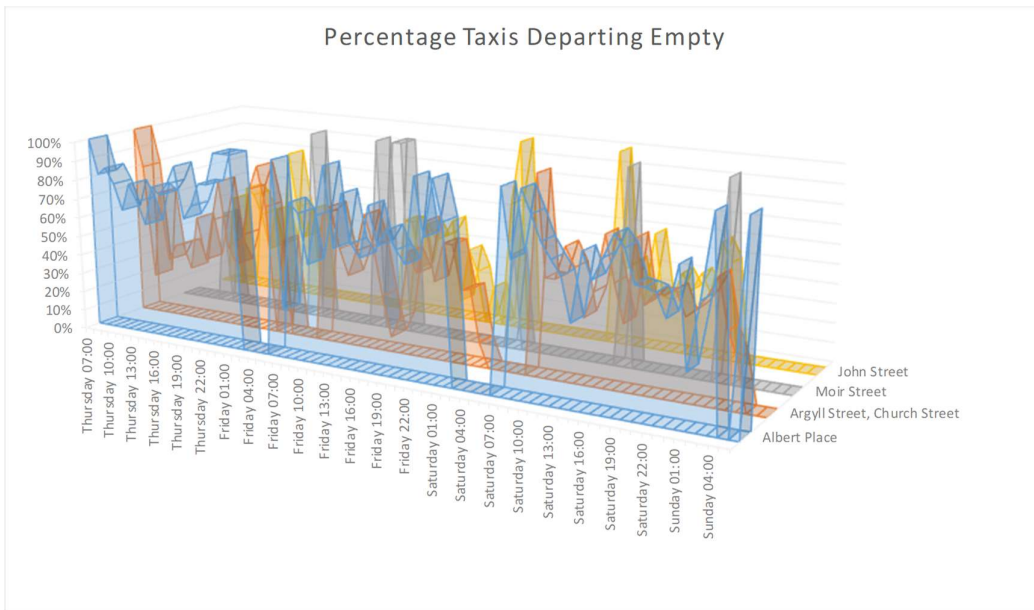


Figure 10 - Proportion of taxis at each rank which leave the ranks empty

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.

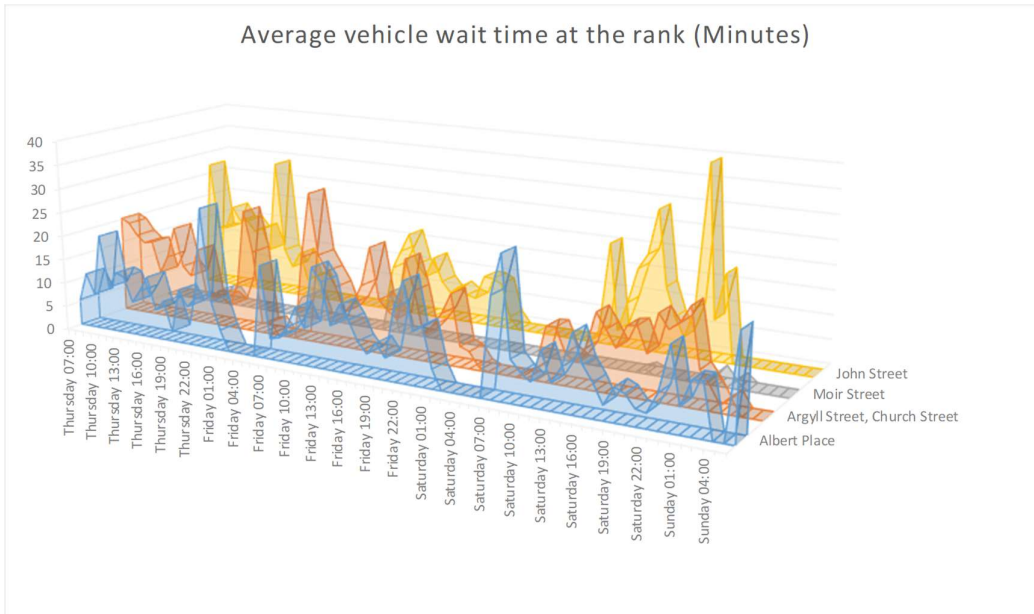


Figure 11 - Average vehicle waiting time [minutes] at each rank

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

Passenger profile

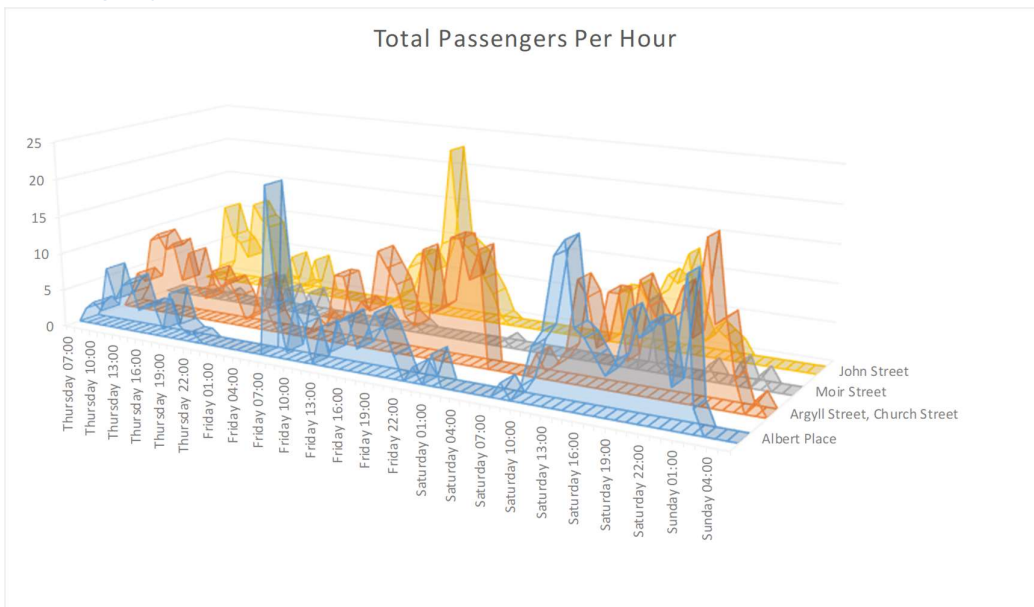


Figure 12 - Total passengers per hour

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 is persistent and for lengthy durations.

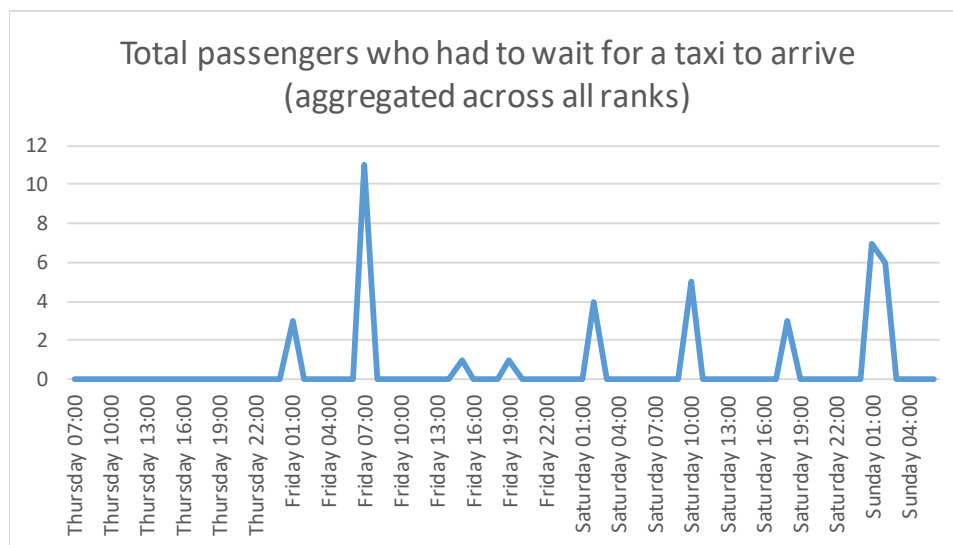


Figure 13 - Number of passengers who had to wait for a taxi

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 form at 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.

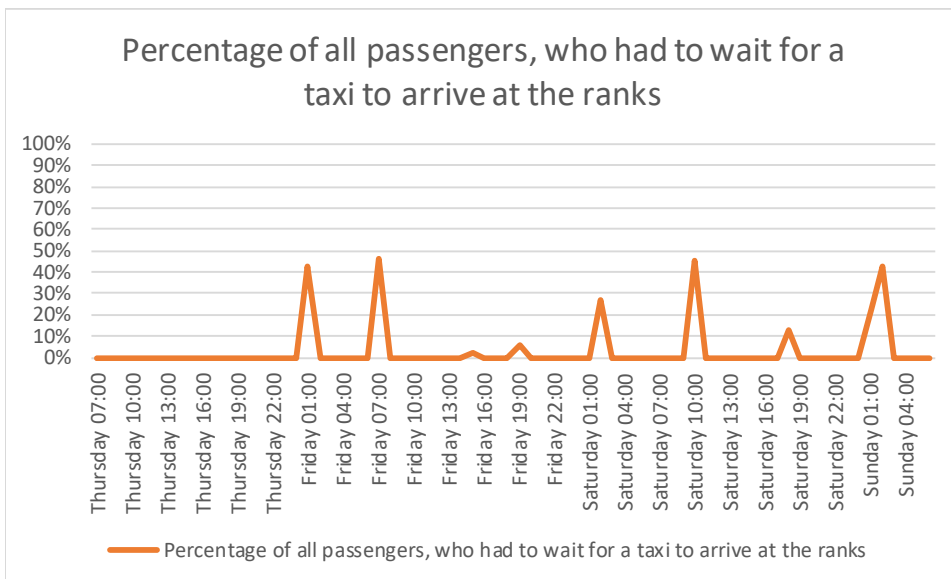


Figure 14 - Percentage of passengers who had to wait for a taxi

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.

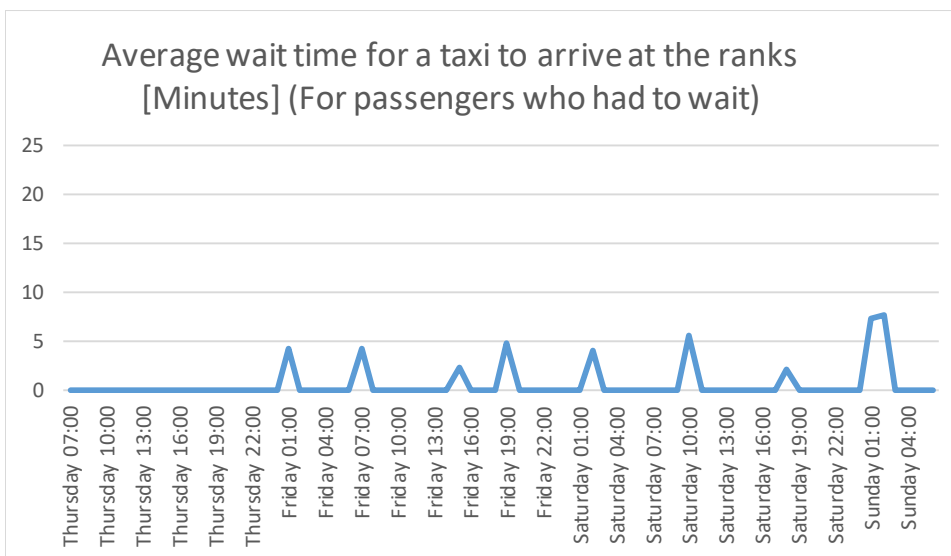


Figure 15 - Average wait time for passengers who had to wait for a taxi to arrive at the ranks

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%

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]	<ul style="list-style-type: none"> • Cheaper fares • More availability / better coverage on islands / better range of companies and cars • 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]	<ul style="list-style-type: none"> • Availability of taxis early or late, especially for early ferries • Find taxis expensive as an OAP • 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.	<ul style="list-style-type: none"> • No wheelchair accessible vehicle available • 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".	<ul style="list-style-type: none"> • Argyll Street (Dunoon) • Morrisons (Dunoon) • High Street (Dunoon) • Dunoon Ferry Terminal • Rothesay Harbour/Quay • Co-op (Rothesay) • John Street (Dunoon) • Moir Street (Dunoon) • Victoria Street (Dunoon) • Guildford Square (Rothesay) • 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:	<ul style="list-style-type: none"> • Along promenade (Dunoon) • Port Bannatyne (Bute) • Western ferry terminal (Hunters Quay) • Argyll hotel (Dunoon) • 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)	<ul style="list-style-type: none"> • 9pm Sunday, outside Morrisons (Dunoon) • 9pm Guildford Square, Rothesay • 11pm Guildford Square, Rothesay • 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?	<ul style="list-style-type: none"> • 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?	<ul style="list-style-type: none"> • Lack of large taxis to carry wheelchairs • 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?	<ul style="list-style-type: none"> • Lower fares • Better availability • Ability to take card payments • Wheelchair accessible cars 		
Are there any features of taxi services in Argyll & Bute that you feel are particularly good?	<ul style="list-style-type: none"> • Always taxis available • Quick to respond • Convenience • Drivers local, friendly and helpful, go out of their way to help • 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.	<ul style="list-style-type: none"> • Before 6am 		
Are there any other comments you would like to make regarding taxi and private hire car services in Argyll & Bute?	<ul style="list-style-type: none"> • Always have to phone for taxi when arriving into Dunoon by ferry • Not reliable enough • 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%

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?	<ul style="list-style-type: none"> • Didn't know you could hire a taxi when it's not in a rank • Taxi's could all be the same colour • 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%
How many hours do you generally work each day during	36+ Years	20%
	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?	<ul style="list-style-type: none"> • John Street (Morrisons) <ul style="list-style-type: none"> • Rothesay • Burgh Hall (Dunoon) • 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	<ul style="list-style-type: none"> • Not enough space available at ranks at quiet times • Fed up of customers being able to take cabs from anywhere on rank • 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?	<ul style="list-style-type: none"> • There are ample taxis, if operators work regular hours • 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?	<ul style="list-style-type: none"> • 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?	<ul style="list-style-type: none"> • In certain locations some companies charge extra • If taxi system is busy, they will only serve local area • Only when streets are closed for repairs or events <ul style="list-style-type: none"> • Bad weather 	
Do any of the existing ranks need to be improved? If so, which and how could they be improved?	<ul style="list-style-type: none"> • All ranks require more spaces • All ranks need enforced parking restrictions – Road markings with 'Taxis' <ul style="list-style-type: none"> • Better signage at all ranks • Burgh Hall rank – Large 'Taxi Only' sign • Dunoon Pier – closer to landing area 	
Do any new rank need to be established? If so, where should they be located and why?	<ul style="list-style-type: none"> • No 	
Are you aware of any times or locations where members of the public may face difficulties hiring a taxi?	<ul style="list-style-type: none"> • 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?	<ul style="list-style-type: none"> • 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?	<ul style="list-style-type: none"> • There are plates that are live but have nobody working/using them, giving a false reading of how many taxis are available. • Some licensed taxis only do tours, meaning they don't make any impact on public ranks. • Loosing trade due to incompetent ferry service at Dunoon Pier • 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

Responses 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.

$$\text{ISUD} = \text{APD} \times \text{PF} \times \text{SSP} \times \text{GID} \times \text{SF} \times \text{LDF}$$

$$\text{ISUD} = 0.14 \times 1.0 \times 0 \times 6.7 \times 1.0 \times 1.08 = 0$$

$$\text{ISUD (Sensitivity test)} = 0.14 \times 1.0 \times 0 \times 6.7 \times 1.0 \times 1.17 = 0$$

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.

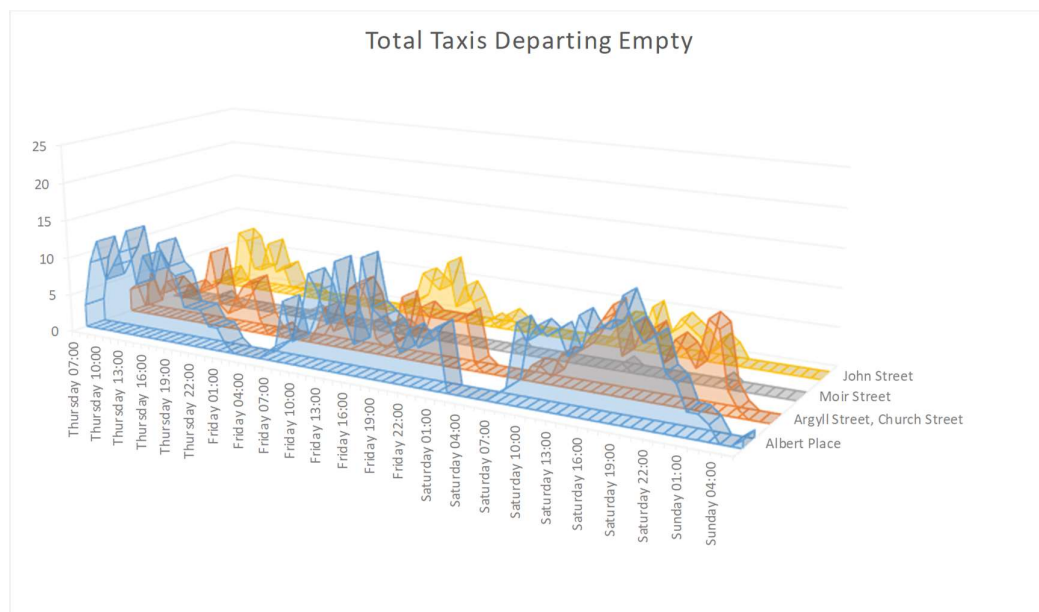


Figure 16 - Taxis departing the ranks empty

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.

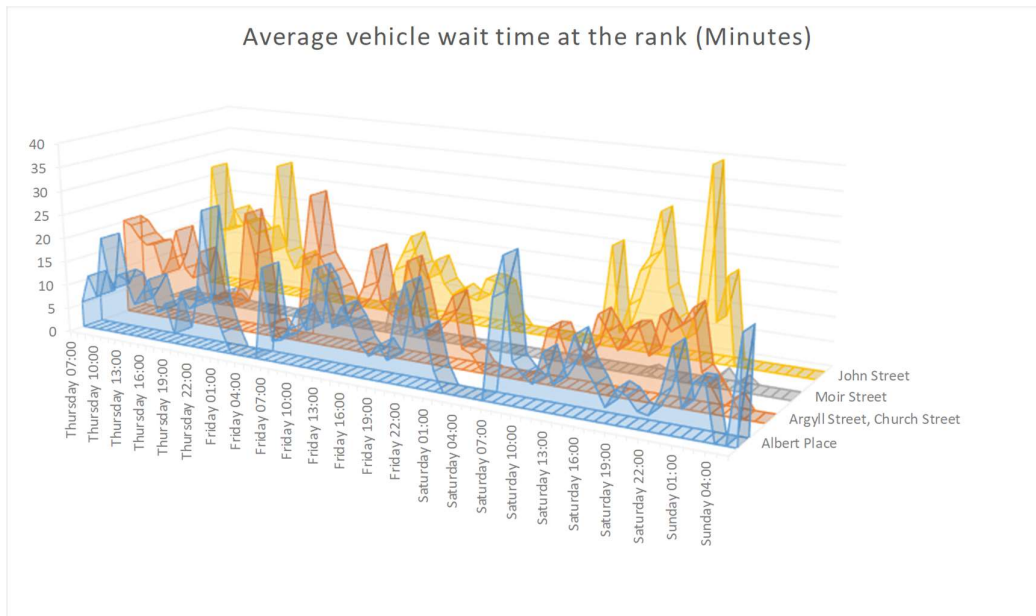


Figure 17 - Average taxi vehicle wait times at ranks

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 a 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

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	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 arrive	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%