



Argyll & Bute  
Taxi Unmet Demand and Private Hire Overprovision Survey  
Helensburgh & Lomond Taxi Licensing Zone  
August 2019

## **Executive Summary**

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

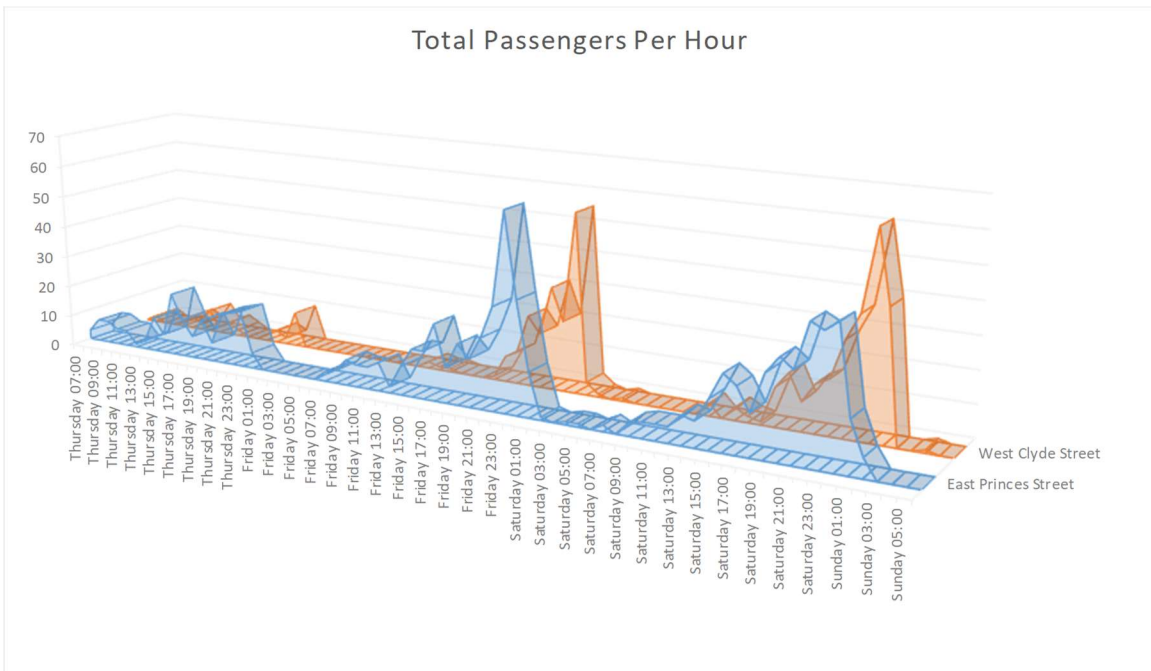
This Executive Summary draws together key points from the main report.

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

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

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

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



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

Passenger waiting is summarised in the following figure.



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

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

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

The majority of hires fulfilled by taxis were obtained through telephone bookings. It is common practice for taxis to wait at the ranks between

telephone bookings and wait for either a direct hire from the rank, or for another telephone booking.

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

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

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

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

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

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

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

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

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

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

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

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

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

wheelchair accessible vehicle. However, whilst the situation had improved, it was felt that there were still difficulties at times, obtaining a wheelchair accessible vehicle.

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

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

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

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

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

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

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

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

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

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

Within this quality restriction, there are various levels of strength of the types of vehicles allowed. The tightest restriction, now only retained by a few authorities only allows 'London' style wheelchair accessible vehicles, restricted to those with a 25-foot turning circle, and at the present time principally the LTI Tx, the Mercedes Vito special edition with steerable rear axle, and the Metrocab (no longer produced). Others allow a wider range of van style conversions in their wheelchair accessible fleet, whilst some go as far as also allowing rear-loading conversions. Given the additional price of some of these vehicles, this often implies a restriction on entry to the taxi trade.

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

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

Some of the application has differed between Scottish and English authorities. This is mainly due to some court cases in Scotland taking interpretation of the duty of the licensing authority further than is usual in England and Wales, requiring current knowledge of the status of unmet

demand at all times, rather than just at the snap-shot taken every three years. However, the three year survey horizon has become generally accepted given the advice of the BPG and most locations that review regularly do within that timescale.

The DfT asked in writing in 2004 for all licensing authorities with quantity restrictions to review them, publish their justification by March 2005, and then review at least every three years since then. In due course, this led to a summary of the government guidance which was last updated in England and Wales in 2010 and more recently in 2012, in Scotland).

## 2 Local background and context

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

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

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

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

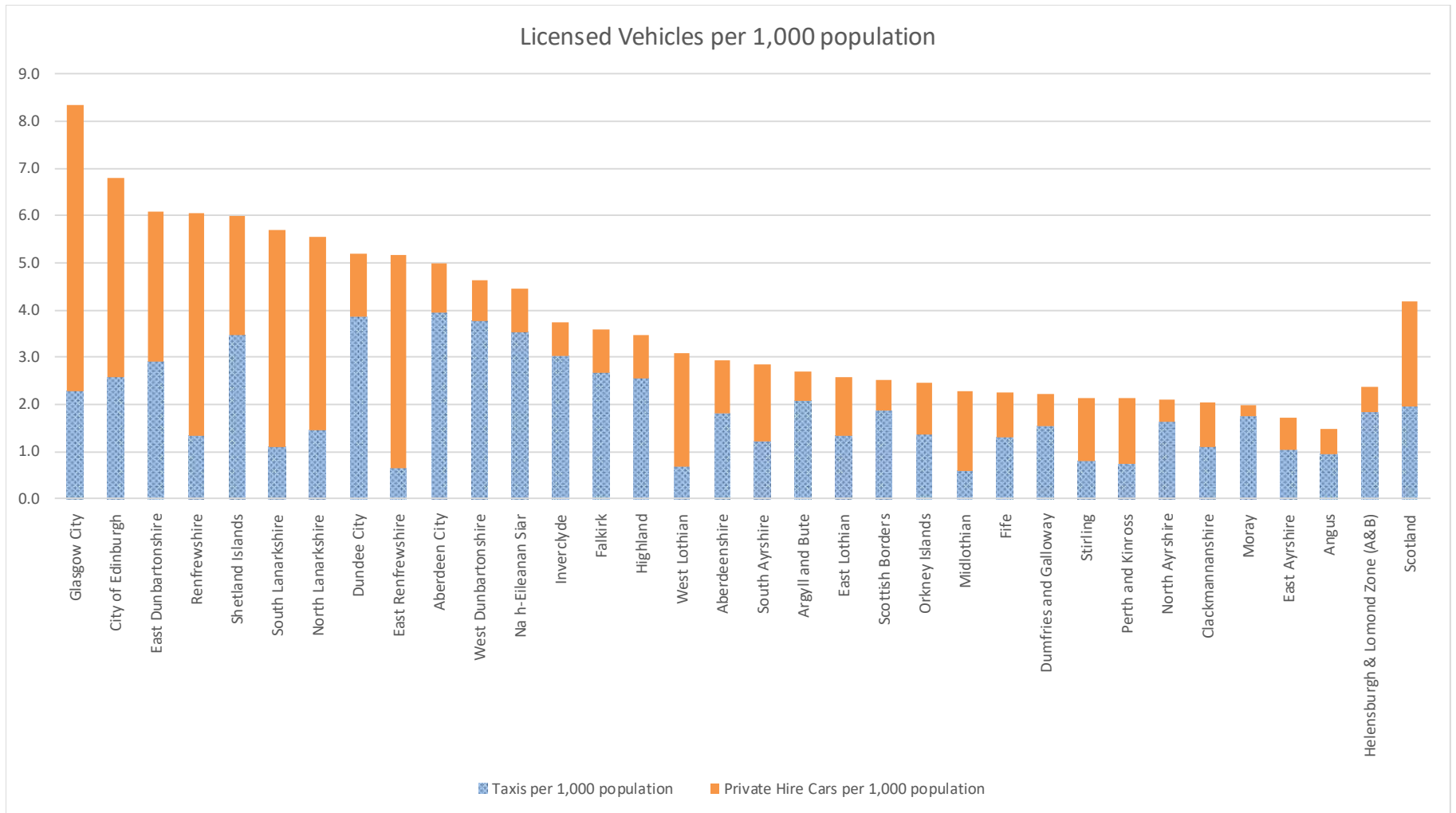
With respect to transport interchanges, there is one principal railway station in Helensburgh.

### Comparative information to other authorities

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

**Table 1 - Licensed vehicle proportions**

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



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

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

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

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

### **Vehicle availability**

The availability of a vehicle for personal travel can influence how reliant people are on the use of public transport, including the use of licensed vehicles. The vehicle availability statistics, per 1,000 population aged 17+ years (driving age) are published as part of the Scottish Transport Statistics. The statistics are aggregated by local authority area. The following table presents the statistics across Scotland. Argyll & Bute is ranked as 13<sup>th</sup> 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  |
| <b>Argyll &amp; Bute</b> | <b>730</b>   |
| 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 28<sup>th</sup> 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**

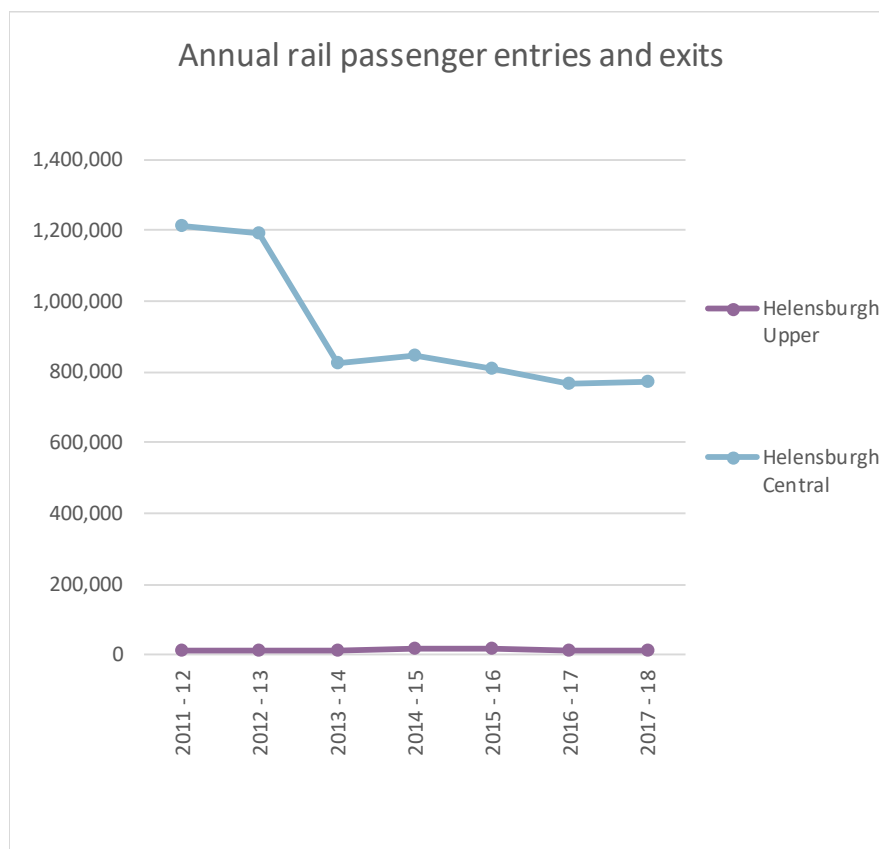
| Area                     | Public Transport Vehicles (9+ seats) per 1,000 people aged 17+ |
|--------------------------|--|
| North Ayrshire           | 7.39   |
| Midlothian               | 6.67   |
| North Lanarkshire        | 6.63   |
| Perth & Kinross          | 5.42   |
| East Dunbartonshire      | 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   |
| <b>Argyll &amp; Bute</b> | <b>1.52</b>  |
| Renfrewshire             | 1.44   |
| Inverclyde               | 1.38   |
| Dundee City              | 1.29   |
| Clackmannanshire         | 1.02   |
| Scotland                 | 2.64   |

Argyll and Bute has above average levels of vehicle availability and below average public transport vehicle provision. These features are typical of a largely rural area. As such, public transport, including licensed vehicles, is generally less commonly available in rural areas and is concentrated in

larger settlements. Rural populations are more reliant on their own transport, leading to higher vehicle availability in rural areas.

### Rail passenger demand

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



**Figure 2 – Helensburgh Central Annual Passengers**

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

### Driver ratios

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

### Fares

Argyll & Bute taxi fares are summarised below, as last set on 22<sup>nd</sup> 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**

| <b>Local Authority</b>                             | <b>Fare</b> | <b>Rank (UK)</b> | <b>Rank (Scotland)</b> |
|--|-------------|------------------|------------------------|
| 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<br>(South Lanarkshire)               | £5.80       | 191              | 13                     |
| Highland   | £5.80       | 194              | 14                     |
| Orkney   | £5.80       | 200              | 15                     |
| Rutherglen<br>(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<br>(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<br>(South Lanarkshire)                  | £5.20       | 312              | 33                     |
| North Lanarkshire                                  | £5.00       | 327              | 34                     |
| Western Isles                                      | £4.85       | 337              | 35                     |
| Hamilton<br>(South Lanarkshire)                    | £4.80       | 340              | 36                     |

### 3 Patent demand measurement (rank surveys)

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

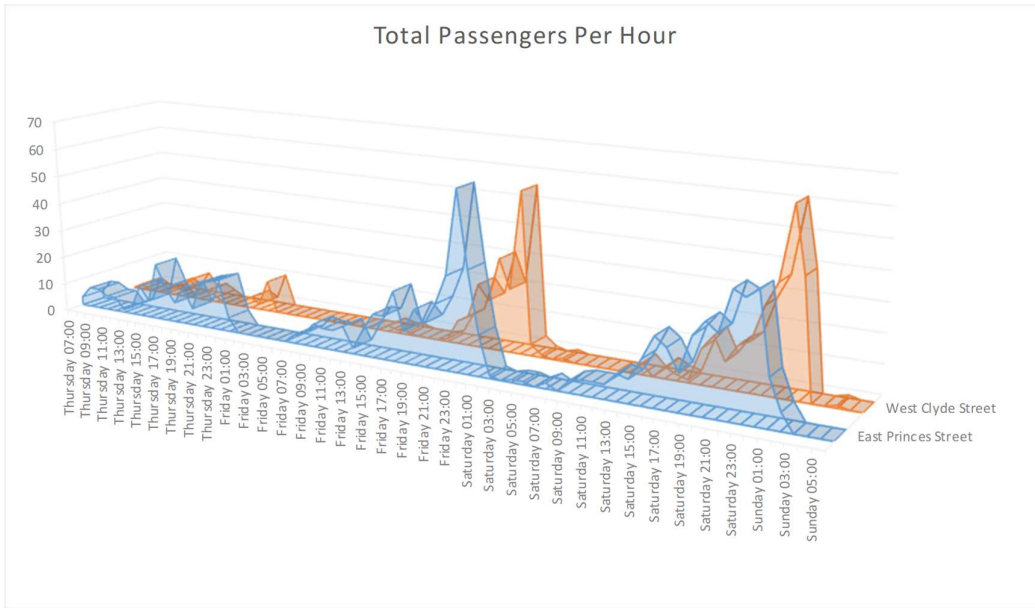
**Table 5 - Taxi ranks**

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

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

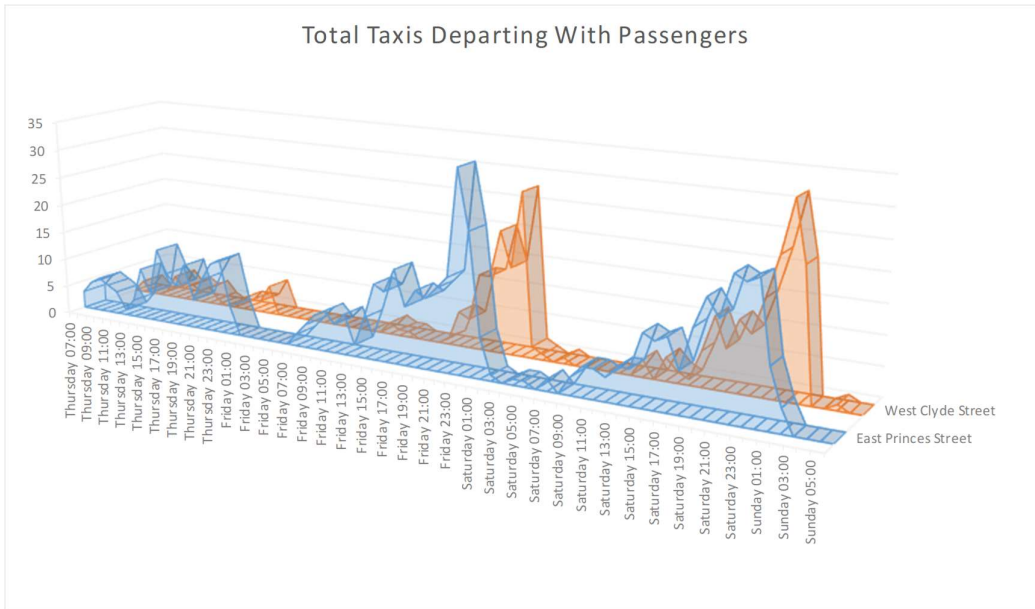
Full details of tabulated hourly passenger and Taxi volumes and waiting times for Taxis, are presented in Appendix A. Summary results are presented below. The results for all ranks are presented in 3D graphs, in order that the relative magnitude of passenger volumes, vehicle volumes and vehicle waiting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

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



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

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



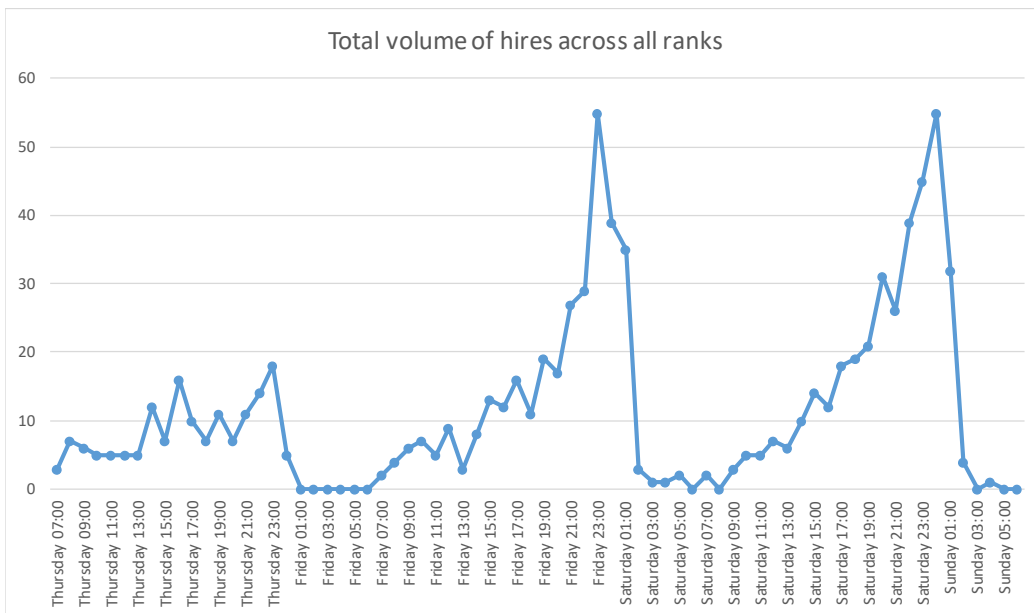
**Figure 4 - Total taxis departing each rank with passengers**

Not all taxis leave the rank with passengers on board.

**Profile of demand**

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



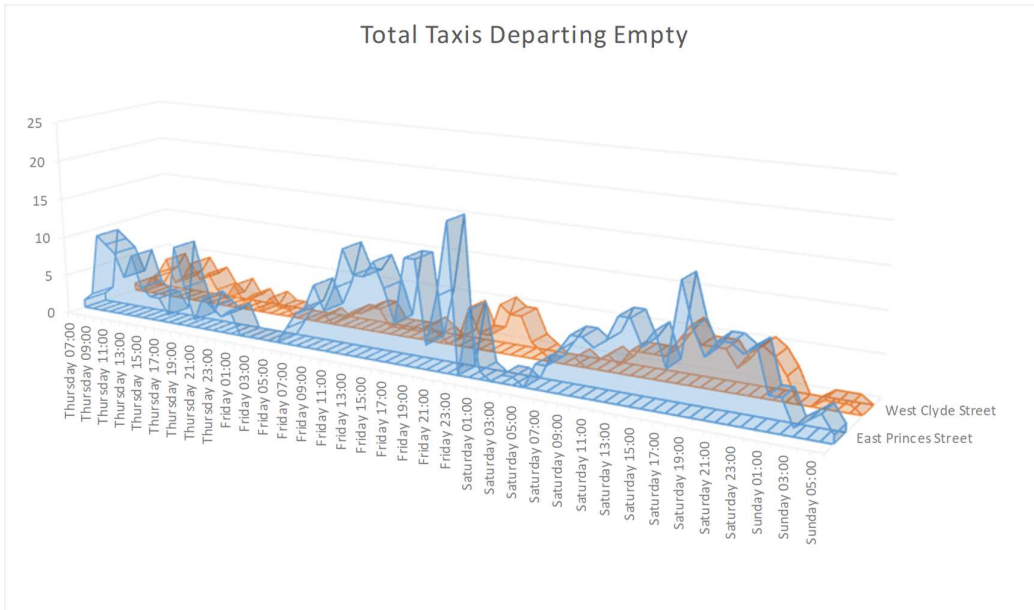


**Figure 5 - Total hourly taxi hires volume aggregated across all ranks**

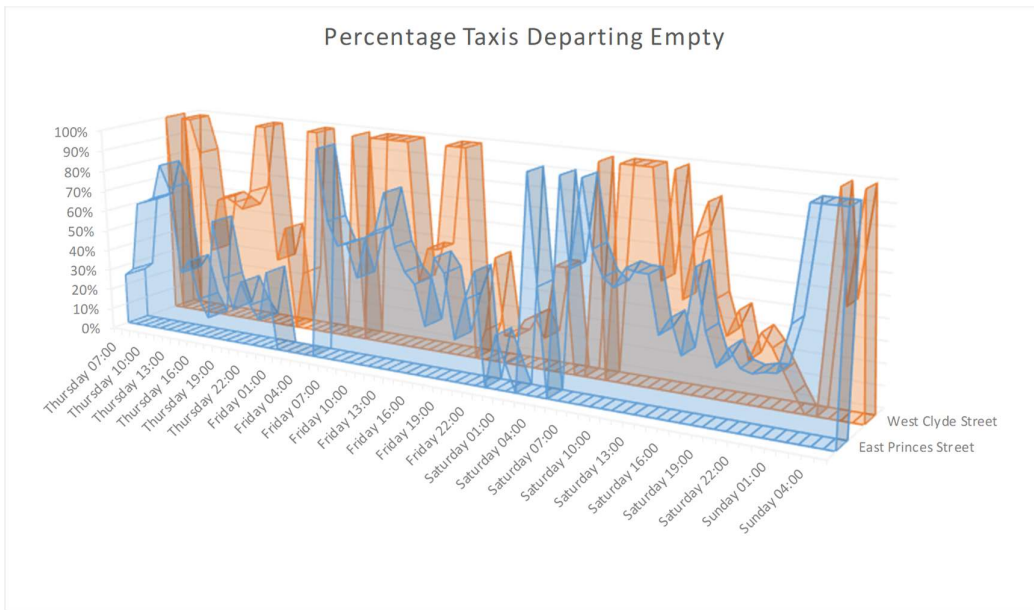
As the level of demand increased sharply on Friday and Saturday nights, compared with other times, the profile of demand is considered to be peaked.

**Taxis departing ranks empty**

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



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

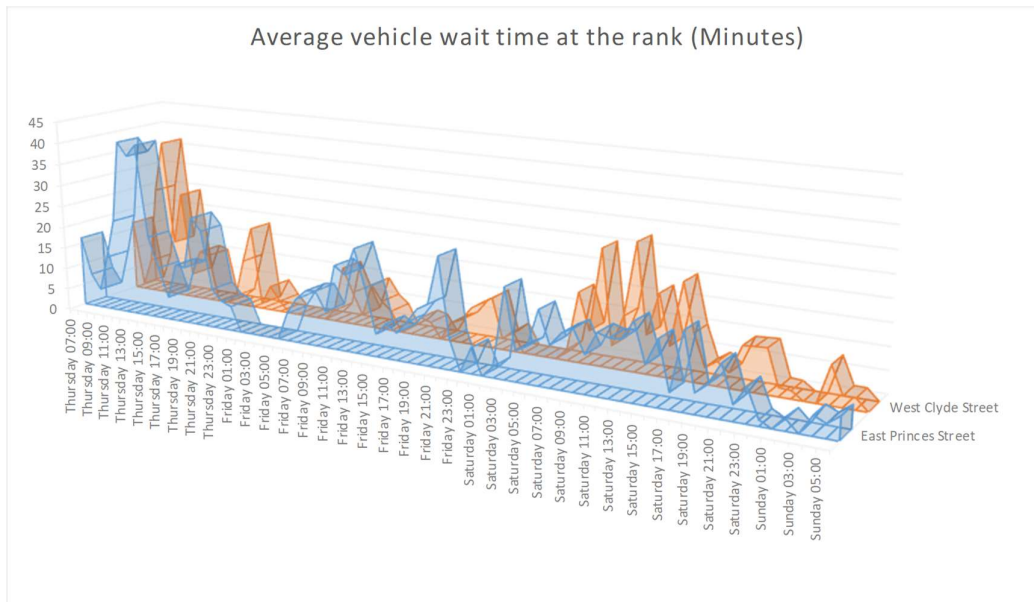


**Figure 7 - Proportion of taxis at each rank which leave the ranks empty**

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

**Taxi vehicle waiting times at the ranks**

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



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

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

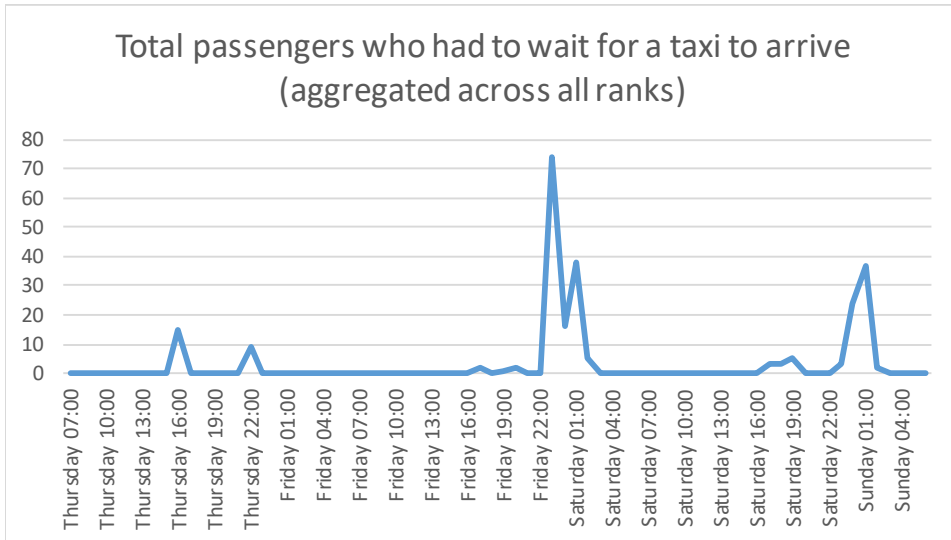
### Passenger profile

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

### Passenger waiting

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

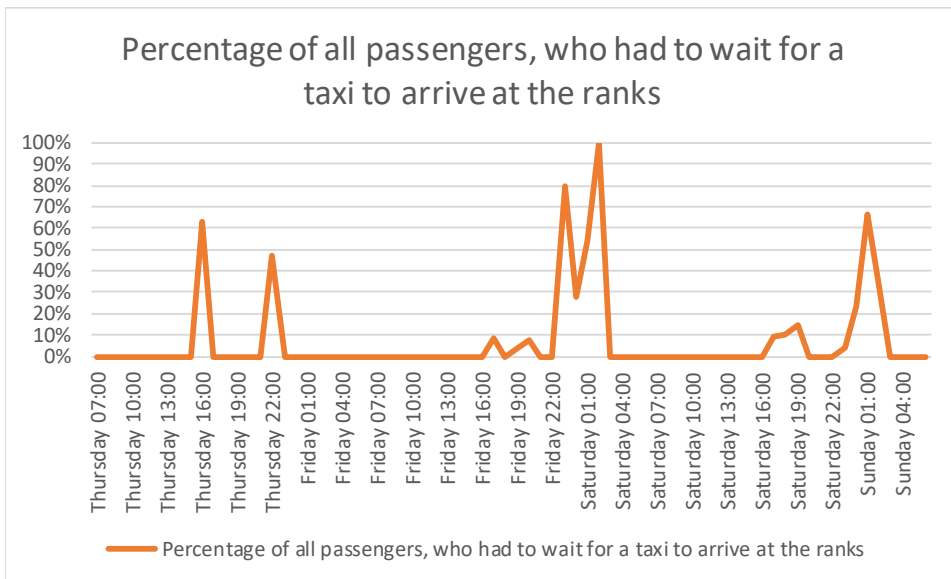
It is inevitable that some passengers will have to wait for taxis to arrive at ranks from time to time. However, such unmet demand is unlikely to be deemed to be significant unless passenger waiting is persistent and for lengthy durations.



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

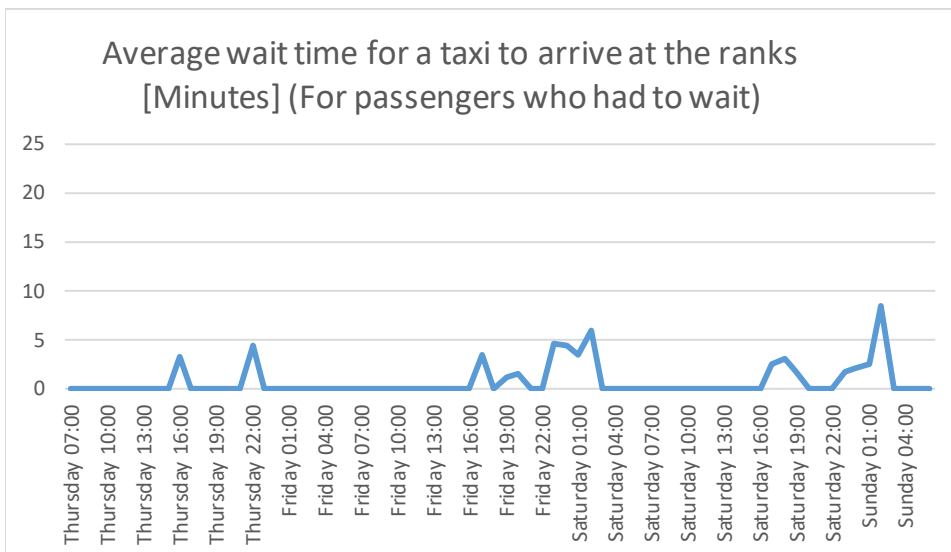
Passengers were deemed to have waited for a taxi to arrive at a rank if there were not taxis present at the rank and available for hire, when the passengers arrived. This is distinct from occasions when passenger queues formed at times of high demand, waiting to board a queue of waiting taxis. On such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

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



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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

#### 4 General public views

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

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

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

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

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

**Table 10 - Public consultation survey results**

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

|   |   |     |      |
|---|---|-----|------|
| Respondents were asked to describe the ways that private hire cars may be hired?                                    | Accurately described  | 39% | 85%  |
|   | Inaccurately described  | 50% | 7%   |
|   | Not Sure / Don't know   | 11% | 8%   |
| Respondents were asked to describe the ways that a Taxi may be hired?   | Accurately described  | 59% | 85%  |
|   | Inaccurately described  | 38% | 7%   |
|   | Not Sure / Don't know   | 3%  | 8%   |
| How did you hire the most recent taxi or private hire car that you used?  | At a taxi rank  | 41% | 0%   |
|   | Hailed in the street  | 3%  | 0%   |
|   | By telephoning a company  | 55% | 88%  |
|   | Used a freephone  | 0%  | 8%   |
|   | Used an app or website  | 0%  | 4%   |
| Did you require a taxi or private hire car immediately or did you pre-book for another time?                        | Immediately   | 93% | 100% |
|   | Future  | 7%  | 0%   |
| Did you have to wait for a vehicle to be available?   | Yes   | 38% | 0%   |
|   | No  | 62% | 100% |
| If you had to wait for a vehicle to be available, how long did you have to wait, or what length of time was quoted? | Less than 10 minutes  | 30% | 0%   |
|   | Wait for over 10 minutes  | 50% | 0%   |
|   | Wait for over 30 minutes  | 20% | 0%   |
| Were you satisfied with the service you received in terms of time to arrive and journey time?                       | Yes   | 93% | 100% |
|   | No  | 7%  | 0%   |
| Could Taxi and Private Hire Car services in Argyll & Bute be improved?  | Yes   | 66% | 8%   |
|   | No  | 34% | 92%  |
| What improvements would you like to see? [Responses listed in order of popularity]                                  | <ul style="list-style-type: none"> <li>• More wheelchair / accessible vehicles</li> <li>• Accurate waiting times</li> <li>• Card payment option</li> <li>• Cheaper fares for out of town hire</li> <li>• Cleaner cars</li> <li>• Stop drivers smoking in vehicles</li> <li>• Minimum age for cars / less tired</li> </ul> |     |      |



|  |  |     |      |
|--|--|-----|------|
| For your most recent trip in a taxi or private hire car, how would you rate the following aspects, with 1 very poor and 5 very good [Average score presented]            | Vehicle Cleanliness  | 3.9 | 4.0  |
|  | State of vehicle repair  | 3.9 | 4.1  |
|  | Driver behaviour   | 4.0 | 4.0  |
|  | Driver appearance  | 3.8 | 4.0  |
|  | Driver hygiene   | 3.9 | 4.0  |
|  | Driver attire / smartness  | 3.7 | 4.2  |
|  | Price  | 3.2 | 3.3  |
|  | Customer service   | 3.8 | 4.0  |
| For any aspects that you rated poor or very poor, could you provide further details regarding why you provided this rating?<br>[Responses listed in order of popularity] | <ul style="list-style-type: none"> <li>• Expensive fares</li> <li>• Car untidy and smelly</li> <li>• Driver untidy and smelly</li> </ul> |     |      |
| Regarding your last trip by taxi or private hire car, at what time of day you obtain your taxi?  | Daytime, (before 6pm)  | 34% | 44%  |
|  | Evening (Between 6pm and 10 pm)  | 38% | 44%  |
|  | Night (after 10pm)   | 28% | 4%   |
|  | Don't recall   | 0%  | 8%   |
| Regarding this last trip: Were you or anyone in your party disabled? e.g. mobility impaired, visually impaired or a wheel chair user                                     | Yes, another member of the party   | 3%  | 0%   |
|  | Yes, the respondent  | 3%  | 0%   |
|  | No   | 93% | 100% |
| Was the taxi or private hire car that you used for the last trip suitable in terms of ease of access and egress?   | Yes  | 97% | 100% |
|  | No   | 3%  | 0%   |
| Did you face any difficulties with your last journey in a taxi or private hire car?  | Yes  | 3%  | 0%   |
|  | No   | 97% | 100% |
| Do you feel that taxis and private hire cars offer good service to people with mobility impairments, including wheelchair users?   | Yes  | 32% | 96%  |
|  | No   | 24% | 4%   |
|  | Don't know / no opinion  | 44% | 0%   |
| Do you feel that there are enough taxis in Argyll & Bute? i.e. the ones with the sign on the roof.   | Yes  | 69% | 96%  |
|  | No   | 31% | 4%   |

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

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

|  |   |      |     |
|--|---|------|-----|
| Could you tell us what changes or features would encourage you to use private hire cars or taxis more often?   | <ul style="list-style-type: none"> <li>• Better availability</li> <li>• Cheaper fares</li> <li>• More reliable</li> <li>• Camera in vehicle</li> <li>• Bookable via app</li> <li>• Ride-share</li> </ul>  |      |     |
| Are there any features of taxi services in Argyll & Bute that you feel are particularly good?  | <ul style="list-style-type: none"> <li>• Kind, friendly and helpful drivers</li> <li>• Knowledgeable drivers</li> <li>• Easy to book by telephone</li> </ul>  |      |     |
| 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"> <li>• Early hours in the morning 12am – 6am</li> <li>• 8:30am</li> <li>• Friday and Saturday, late afternoon/evening</li> <li>• Wednesday afternoons</li> <li>• Sundays</li> <li>• 7pm – 10pm at Faslane Naval Base</li> </ul>   |      |     |
| 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"> <li>• Higher standard needs to be set for driver and vehicle cleanliness</li> <li>• More helpful drivers</li> <li>• Not enough taxis early morning</li> <li>• Cheaper fares</li> <li>• Would like taxis to be available in Tarbert, Loch Lomond, especially for hospital appointments</li> </ul> |      |     |
| Which best describes your gender?  | Male  | 35%  | 17% |
|  | Female  | 62%  | 83% |
|  | Prefer not to say   | 3%   | 0%  |
| Which of the following groups do you fall into?  | 16 – 29 years old   | 6%   | 6%  |
|  | 30 – 64 years old   | 69%  | 72% |
|  | 65+ years old   | 26%  | 22% |
| What is your occupation?   | Full time employed  | 54%  | 78% |
|  | Part time employed  | 6%   | 0%  |
|  | House husband / wife  | 6%   | 0%  |
|  | Retired   | 34%  | 22% |
|  | Unemployed  | 0%   | 0%  |
| Are you a permanent resident?  | Yes   | 100% | 99% |
|  | No  | 0%   | 1%  |
| Thank you for your patience and cooperation completing this survey. Are there any further comments that you would like to make?  | <ul style="list-style-type: none"> <li>• Only use taxis for hospital appointments and when arriving off ferry</li> <li>• Electric vehicles</li> </ul>   |      |     |

### **Commentary on public attitude surveys**

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

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

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

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

Most telephone bookings were for immediate hire.

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

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

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

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

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

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

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

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

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

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

## 5 Trade stakeholder views

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

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

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

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

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

**Table 11 - Trade survey responses**

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

|  |  |     |
|--|--|-----|
| How many hours do you generally work each day during daytime hours (06:00 – 18:00)? (average)  | Monday   | 5   |
|  | Tuesday  | 5   |
|  | Wednesday  | 3   |
|  | Thursday   | 5   |
|  | Friday   | 5   |
|  | Saturday   | 6   |
|  | Sunday   | 3   |
| How many hours do you generally work each night during night time hours (18:00 – 06:00)? (average)   | Monday   | 5   |
|  | Tuesday  | 5   |
|  | Wednesday  | 4   |
|  | Thursday   | 5   |
|  | Friday   | 6   |
|  | Saturday   | 7   |
|  | Sunday   | 4   |
| If you normally drive a taxi or private hire car, what affects your choice of shifts? [e.g. if you work nights, evenings, weekends only, etc.] | Afternoon & evenings   | 13% |
|  | Day time   | 13% |
|  | Work only when customer calls in / get bookings  | 13% |
|  | Evening / night shift  | 25% |
|  | Weekends & evenings  | 13% |
|  | Family commitments   | 13% |
| Is the vehicle you normally drive also driven by someone else at other times? i.e. multi-shifted   | Yes  | 11% |
|  | No   | 89% |
| Do you operate on a booking circuit, from which bookings are allocated from a booking office via radio, data circuit or similar?               | Yes  | 56% |
|  | No   | 44% |
| Do you receive hire directly by telephone? (for example, from regular clients)   | Yes  | 67% |
|  | No   | 33% |
| What ranks do you NORMALLY work from each week?  | <ul style="list-style-type: none"> <li>• Railway Station (East Princes Street)</li> <li>• Faslane naval base (Helensburgh)</li> <li>• Waterfront (West Clyde Street)</li> </ul>  |     |
| 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"> <li>• Too many taxis</li> <li>• Private hire cars parking on West Clyde Street rank</li> <li>• Private hire cars parking on waterfront rank and leaving cars unattended</li> <li>• Private hire cars poaching from ranks</li> </ul> |     |



|   |   |      |
|---|---|------|
| By which method do you most frequently get your fares? i.e. which is the most common.   | Rank pick ups   | 56%  |
|   | Phone or app bookings   | 44%  |
| During a typical week, could you estimate how many hires you would expect to undertake each day? (average)  | Sunday  | 11   |
|   | Monday  | 11   |
|   | Tuesday   | 11   |
|   | Wednesday   | 9    |
|   | Thursday  | 12   |
|   | Friday  | 16   |
|   | Saturday  | 19   |
| Do you think Argyll & Bute Council should place a limit on the number of taxis licensed in your taxi zone?  | Yes   | 89%  |
|   | No  | 11%  |
| If you think a limit should be applied to the number of taxis, could you please let us know how such a limit could benefit the travelling public?             | <ul style="list-style-type: none"> <li>Local drivers who would know customers <ul style="list-style-type: none"> <li>There are enough taxis to supply demand at the moment</li> </ul> </li> </ul> |      |
| Do you think Argyll & Bute Council should place a limit on the number of private hire cars licensed in the area where you normally operate?                   | Yes   | 100% |
|   | No  | 0%   |
| If you think a limit should be applied to the number of private hire cars, could you please let us know how such a limit could benefit the travelling public? | <ul style="list-style-type: none"> <li>There is sufficient level of private hire cars available at the moment</li> </ul>  |      |
| Please choose which of the following statements most closely reflects your views regarding taxi provision, in the area where you normally operate:            | There are enough taxis available to meet demand at all times  | 63%  |
|   | There are enough taxis available to meet demand at all times, except during peak demand periods such as Saturday nights   | 13%  |
|   | There are not enough taxis available to meet demand most of the time  | 13%  |
|   | There are not enough taxis available to meet demand at times on most days   | 13%  |

|  |  |     |
|--|--|-----|
| Please choose which of the following statements most closely reflects your views regarding private hire car provision, in the area where you normally operate: | There are enough private hire cars available to meet demand at all times   | 75% |
|  | There are enough private hire cars available to meet demand at all times, except during peak demand periods such as Saturday nights  | 13% |
|  | Private hire gets a booking and a taxi picks up the booking before private hire car arrives  | 13% |
| Are there any factors which limit supply of taxis or private hire cars at certain times or in certain locations?   | <ul style="list-style-type: none"> <li>• Naval exercises</li> <li>• Bad weather</li> <li>• Lack of private hire vehicles after midnight in Helensburgh</li> </ul>  |     |
| 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"> <li>• Would reduce waterfront rank to 3 spaces</li> <li>• Better signage, especially at waterfront rank</li> <li>• Better / more distinct marking at waterfront rank</li> </ul> |     |
| Do any new rank need to be established? If so, where should they be located and why?   | <ul style="list-style-type: none"> <li>• No</li> </ul>   |     |
| 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"> <li>• When ships come in</li> <li>• Waterfront rank when public park in the rank</li> <li>• Helensburgh after midnight</li> </ul>   |     |
| 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"> <li>• No</li> </ul>   |     |
| And the final question, are there any other comments that you would like to make?  | <ul style="list-style-type: none"> <li>• Private hire cars been seen to pick up off the street in Helensburgh</li> </ul>   |     |

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

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

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

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

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

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

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

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

## 6 Key stakeholder consultation

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

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

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

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

For the sake of clarity, we cover key stakeholders from the public side separately to those from the licensed vehicle trade element.

### Supermarkets

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

### Hotels

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

### **Public houses**

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

### **Hospitals**

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

### **Police**

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

### **Mobility impaired representatives**

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

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

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

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

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

### **Transport operators**

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

### **Elected representatives and Community Councils**

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

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

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

## 7 Evaluation of unmet demand and its significance

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

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

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

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

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

context of a careful balance of all the evidence gathered during the survey process.

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

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

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

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

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

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

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



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

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

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

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

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

### **Calculation of ISUD variables**

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

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

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

**APD = 0.56**

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

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

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

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

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

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

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

**LDF = 1.00**

**LDF (Sensitivity) = 1.31**

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

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

$$\text{ISUD} = 0.56 \times 0.5 \times 4.3 \times 24.2 \times 1.0 \times 1.00 = 29.1$$

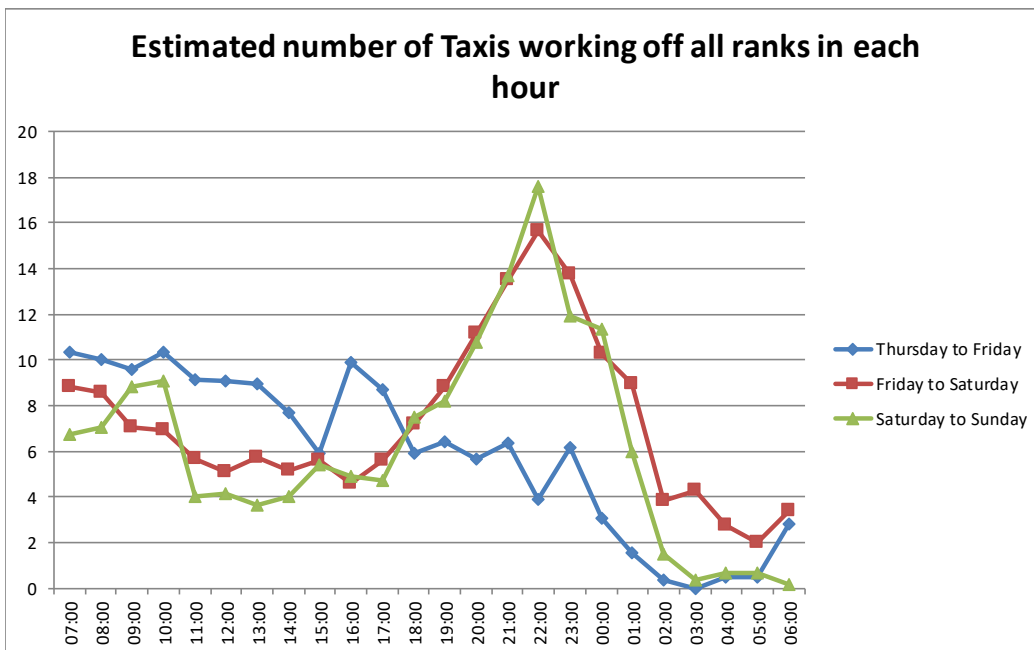
$$\text{ISUD (Sensitivity test)} = 0.56 \times 0.5 \times 4.3 \times 24.2 \times 1.0 \times 1.31 = 38.2$$

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

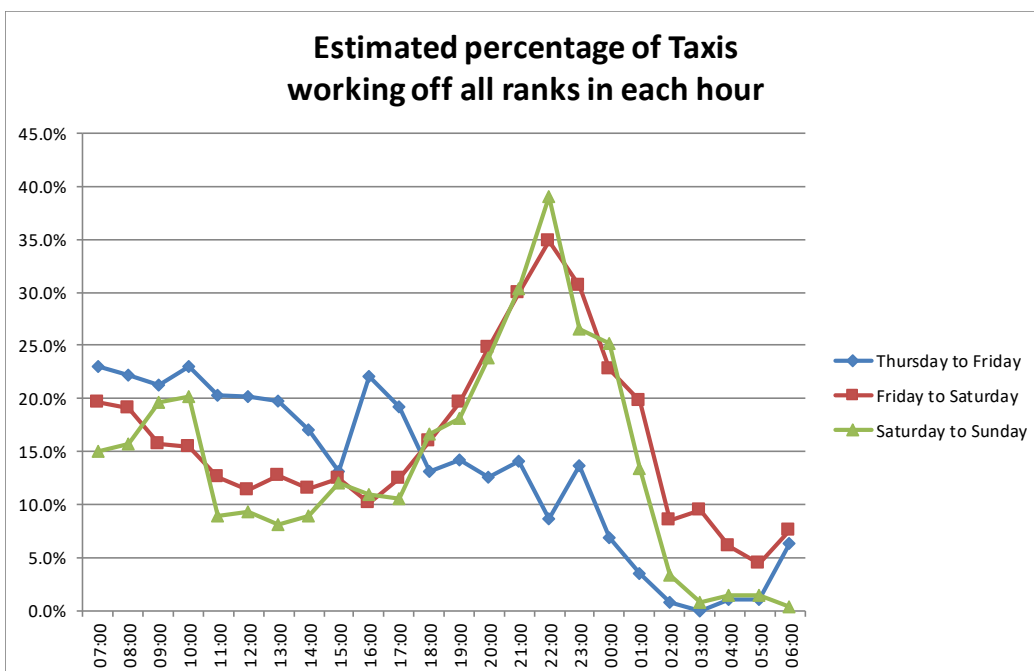
The passenger waiting observed on Friday and Saturday nights, coupled with the concentration of demand during these periods, led to a relatively high level of general incidence of delay. However, the limited occurrences of day time passenger waiting counter balanced the night time waiting.

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

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



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



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

The percentage of the fleet profile is based on 45 taxis operating in Helensburgh. The proportion of taxis operating from the Helensburgh ranks on Friday and Saturday nights, was high between 22:00 and 23:00 each night. However, the proportion of vehicles visiting the rank after 23:00 dropped progressively on both nights. The drop in available taxis is a common feature of fleets which obtain a large proportion of hires from pre-booking. The reduced number of available taxis is likely to be largely

due to many of these vehicles being engaged on pre-booked hires either from booking offices or by direct booking with the driver. However, feedback from the trade suggests that some of the drop in availability is due to drivers stopping work after 23:00 hours.

## 8 Private Hire Car overprovision analysis

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

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

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

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

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

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

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

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

The approach adopted addressed the provisions set out above.

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

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

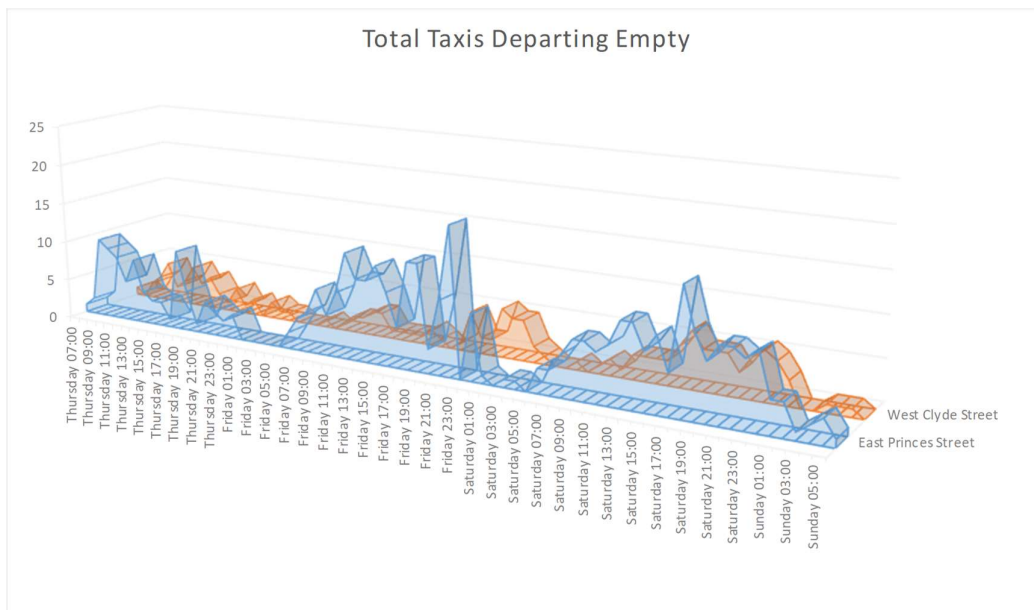
- The market for pre-booked hires in Helensburgh is primarily services by taxis rather than private hire cars.
- Licensed vehicle pre-booked through a mixture of booking offices and direct telephone calls to drivers or owners.
- In Helensburgh, taxi drivers commonly wait at taxi ranks between telephone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

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

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

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

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



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

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

#### Further comments and feedback received

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

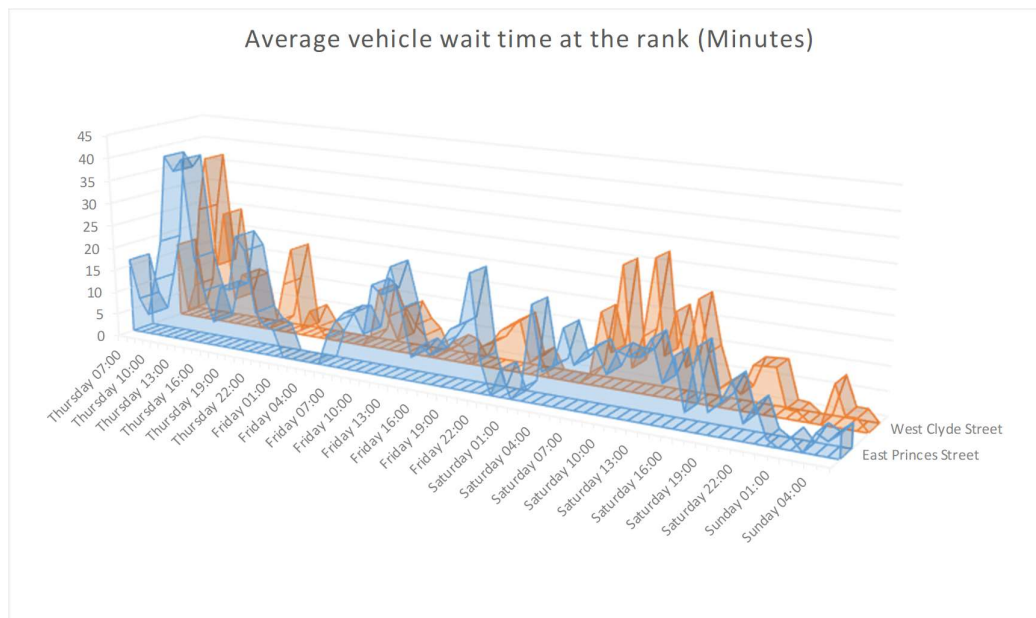
The relationship between the number of licensed vehicles and the level of provision is related to how intensively the vehicles are operated by drivers. If we consider some of the fleet is operated by drivers on a full time basis, say 40 hours per week, we can assess the relative operation of the fleet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



### Assessment of the level of provision

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

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



**Figure 15 - Average vehicle wait times**

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

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

## 9 Rank review

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

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

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

### East Princes Street, Helensburgh

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

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

**West Clyde Street, Helensburgh**

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

### **Rank provision and suggestions for new ranks**

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

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

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

### **Upper Station, Helensburgh**

The passenger volumes using Helensburgh Upper station are approximately 2% of the volume of passengers using Helensburgh Central

station. It is thought unlikely that passenger volumes alone would sustain a taxi rank at this location. A rank at this location is not en-route to any nearby ranks and so would be unlikely to be passed by taxis, nor regularly attended by taxis. It is not recommended that this location is considered further.

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

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

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

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

## 10 Summary, synthesis and study conclusions

### Rank observations

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

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

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

### Public consultation

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

### Key stakeholder views

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

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

### Trade views

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

### Private hire overprovision analysis

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

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

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

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

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

### Evaluation

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

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

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



## 11 Recommendations

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

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

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

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

## Appendix A – Rank Survey Results

**Total Passengers**

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

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

**Total taxis departing empty**

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

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

**Total number of taxis departing with passengers**

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

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

## Total number of taxis departing the ranks

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

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

## Percentage of all taxis which leave the rank empty

| Hour beginning | East Princes Street | West Clyde Street | Hour beginning | East Princes Street | West Clyde Street |
|----------------|---------------------|-------------------|----------------|---------------------|-------------------|
| Thursday 07:00 | 25%                 | 100%              | Saturday 07:00 | 60%                 | 0%                |
| Thursday 08:00 | 29%                 | 0%                | Saturday 08:00 | 100%                | 100%              |
| Thursday 09:00 | 63%                 | 100%              | Saturday 09:00 | 70%                 | 100%              |
| Thursday 10:00 | 64%                 | 100%              | Saturday 10:00 | 58%                 | 100%              |
| Thursday 11:00 | 67%                 | 83%               | Saturday 11:00 | 55%                 | 100%              |
| Thursday 12:00 | 83%                 | 33%               | Saturday 12:00 | 64%                 | 50%               |
| Thursday 13:00 | 73%                 | 60%               | Saturday 13:00 | 63%                 | 100%              |
| Thursday 14:00 | 31%                 | 63%               | Saturday 14:00 | 63%                 | 43%               |
| Thursday 15:00 | 38%                 | 60%               | Saturday 15:00 | 37%                 | 71%               |
| Thursday 16:00 | 19%                 | 57%               | Saturday 16:00 | 45%                 | 88%               |
| Thursday 17:00 | 10%                 | 67%               | Saturday 17:00 | 29%                 | 45%               |
| Thursday 18:00 | 59%                 | 100%              | Saturday 18:00 | 68%                 | 29%               |
| Thursday 19:00 | 31%                 | 100%              | Saturday 19:00 | 42%                 | 42%               |
| Thursday 20:00 | 17%                 | 33%               | Saturday 20:00 | 27%                 | 20%               |
| Thursday 21:00 | 31%                 | 50%               | Saturday 21:00 | 36%                 | 33%               |
| Thursday 22:00 | 20%                 | 0%                | Saturday 22:00 | 28%                 | 27%               |
| Thursday 23:00 | 13%                 | 29%               | Saturday 23:00 | 27%                 | 18%               |
| Friday 00:00   | 38%                 | 100%              | Sunday 00:00   | 28%                 | 9%                |
| Friday 01:00   | 0%                  | 100%              | Sunday 01:00   | 29%                 | 0%                |
| Friday 02:00   | 0%                  | 0%                | Sunday 02:00   | 50%                 | 0%                |
| Friday 03:00   | 0%                  | 0%                | Sunday 03:00   | 100%                | 100%              |
| Friday 04:00   | 0%                  | 0%                | Sunday 04:00   | 100%                | 50%               |
| Friday 05:00   | 0%                  | 100%              | Sunday 05:00   | 100%                | 100%              |
| Friday 06:00   | 100%                | 0%                | Sunday 06:00   | 100%                | 0%                |
| Friday 07:00   | 67%                 | 100%              |                |                     |                   |
| Friday 08:00   | 56%                 | 100%              |                |                     |                   |
| Friday 09:00   | 57%                 | 100%              |                |                     |                   |
| Friday 10:00   | 42%                 | 100%              |                |                     |                   |
| Friday 11:00   | 62%                 | 100%              |                |                     |                   |
| Friday 12:00   | 65%                 | 33%               |                |                     |                   |
| Friday 13:00   | 83%                 | 50%               |                |                     |                   |
| Friday 14:00   | 59%                 | 50%               |                |                     |                   |
| Friday 15:00   | 48%                 | 100%              |                |                     |                   |
| Friday 16:00   | 43%                 | 100%              |                |                     |                   |
| Friday 17:00   | 24%                 | 100%              |                |                     |                   |
| Friday 18:00   | 57%                 | 0%                |                |                     |                   |
| Friday 19:00   | 50%                 | 14%               |                |                     |                   |
| Friday 20:00   | 20%                 | 50%               |                |                     |                   |
| Friday 21:00   | 39%                 | 13%               |                |                     |                   |
| Friday 22:00   | 53%                 | 13%               |                |                     |                   |
| Friday 23:00   | 0%                  | 22%               |                |                     |                   |
| Saturday 00:00 | 25%                 | 25%               |                |                     |                   |
| Saturday 01:00 | 13%                 | 15%               |                |                     |                   |
| Saturday 02:00 | 0%                  | 50%               |                |                     |                   |
| Saturday 03:00 | 100%                | 50%               |                |                     |                   |
| Saturday 04:00 | 50%                 | 0%                |                |                     |                   |
| Saturday 05:00 | 0%                  | 0%                |                |                     |                   |
| Saturday 06:00 | 100%                | 100%              |                |                     |                   |

**Average vehicle wait time at the ranks**

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

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



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

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