



Argyll & Bute
Taxi Unmet Demand and Private Hire Overprovision Survey
Mid Argyll, Kintyre and Islay Taxi Licensing Zone
August 2019

Executive Summary

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

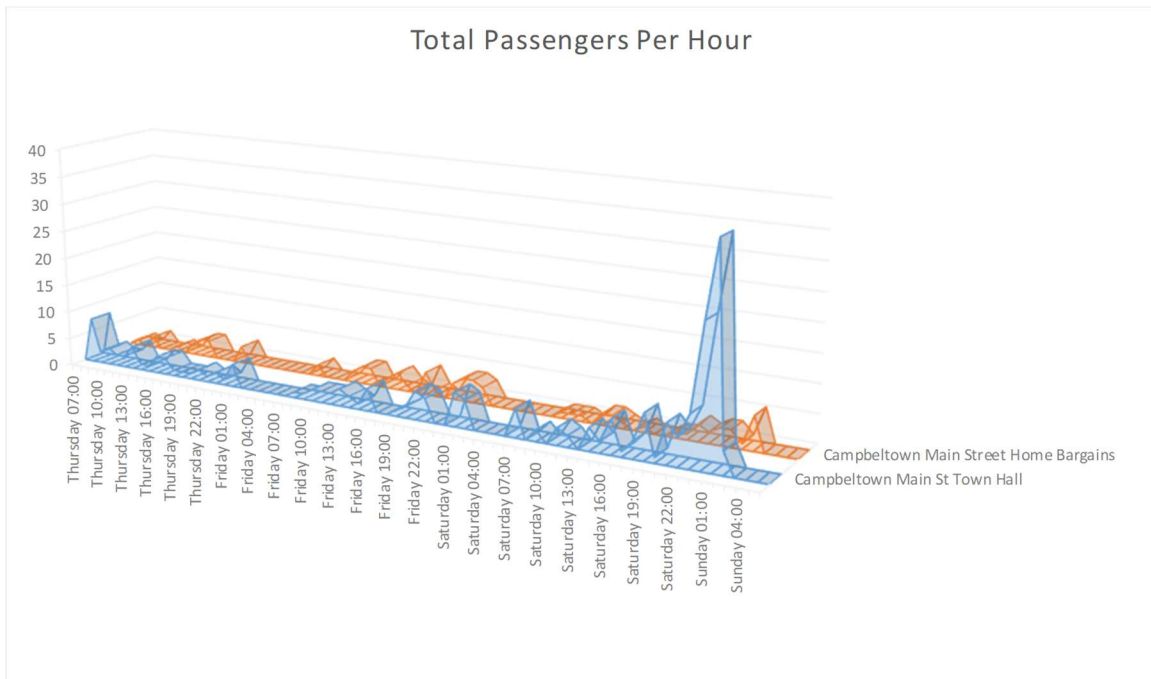
This Executive Summary draws together key points from the main report.

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

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

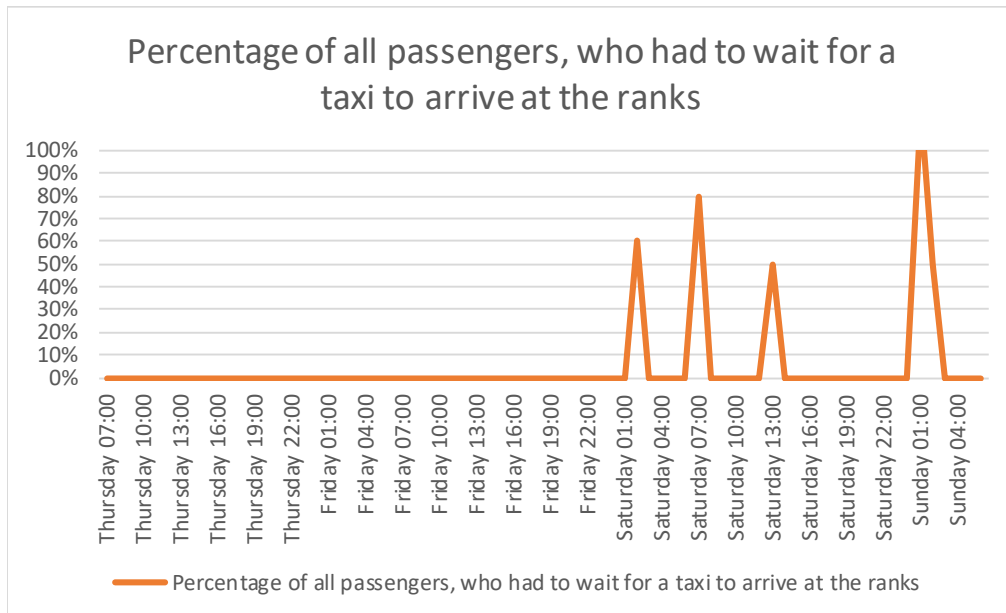
Surveys were undertaken at all taxi ranks in the Mid Argyll, Kintyre and Islay zone. Video cameras were used to record activity at the taxi ranks and the levels of activity during active periods were tabulated and analysed.

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



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

Passenger waiting is summarised in the following figure.



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

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

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

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

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

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

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

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

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

When considering the market for pre-booked hires, we need to consider the proportion of the market which is fulfilled by private hire cars and the impact that additional private hire cars joining the fleet may have. Licensed vehicles are operated as independent businesses and as such, are subject to market forces and competition. Access to the market is restricted by licence. Holders of vehicle and driver licences are considered to be fit and proper people who

are suitable to hold licences and positions of trust and responsibility. The privilege of being granted a licence also confers some responsibility to provide a public service without discrimination.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

2 Local background and context

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

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

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

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

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

Comparative information to other authorities

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

Table 1 - Licensed vehicle proportions

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

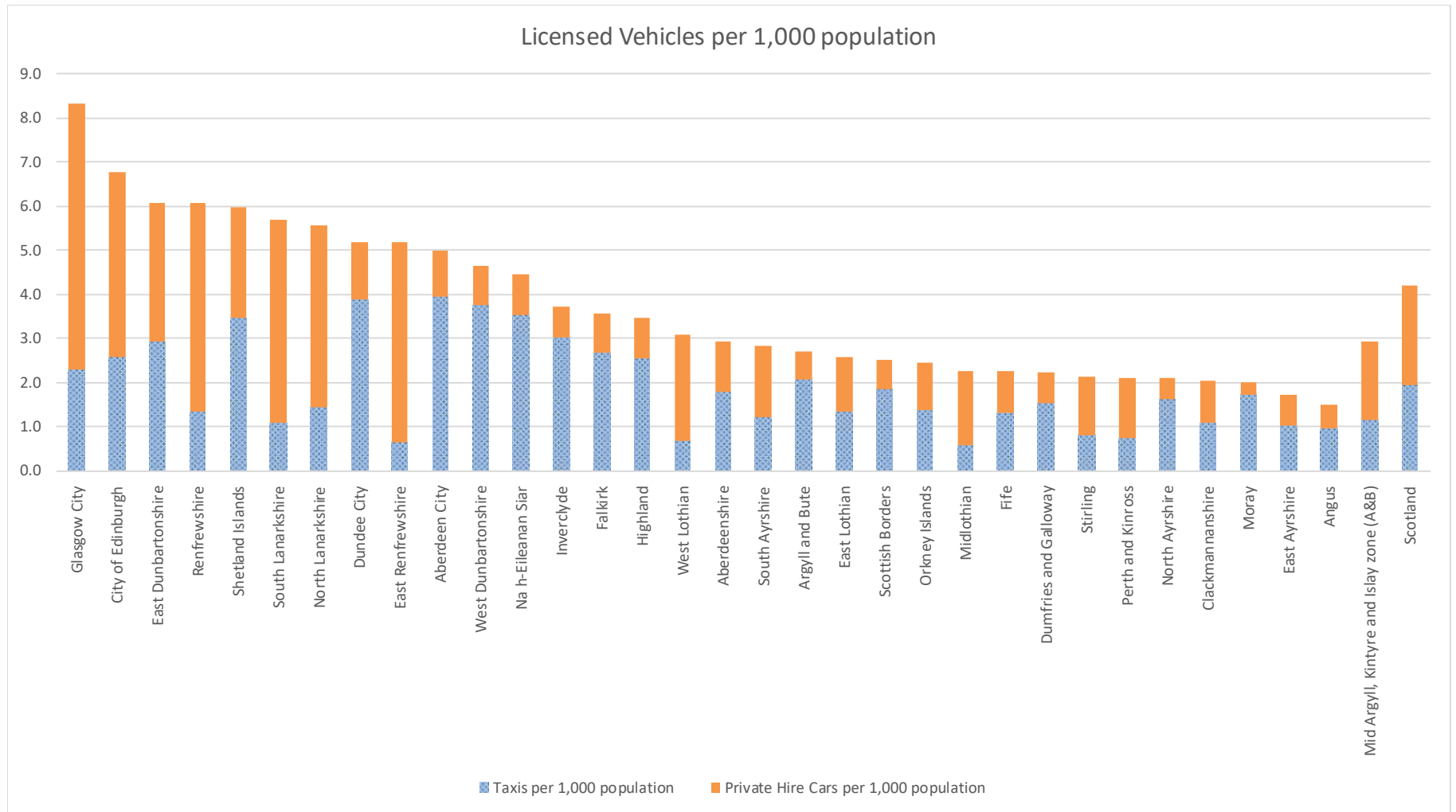


Figure 1 - Comparison of licensed vehicle provision as a proportion of population

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

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

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

Vehicle availability

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

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

Table 2 - Vehicle availability

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

Public transport vehicle proportions

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

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

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

Table 3 - Public transport vehicle proportions

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

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

Ferry demand

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

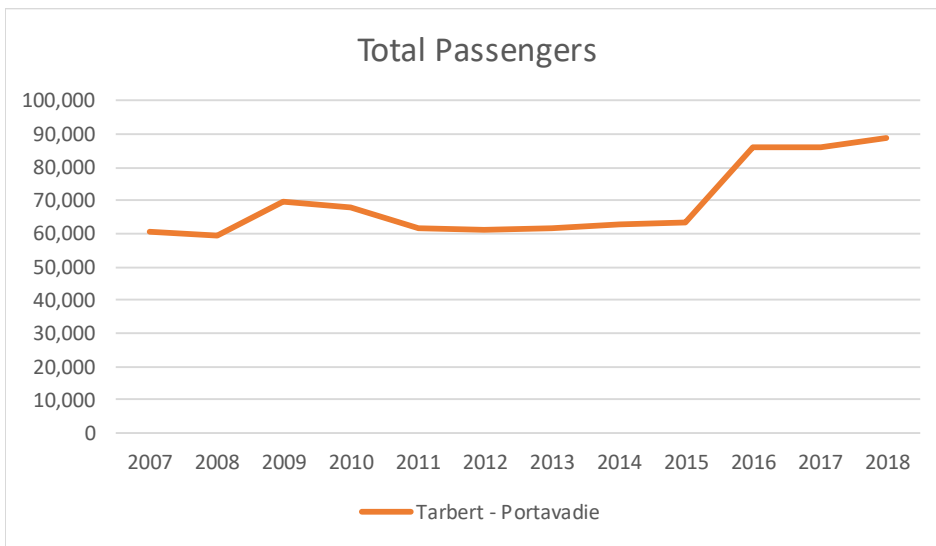


Figure 2 – Tarbert - Portavadie Services Annual Passengers

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

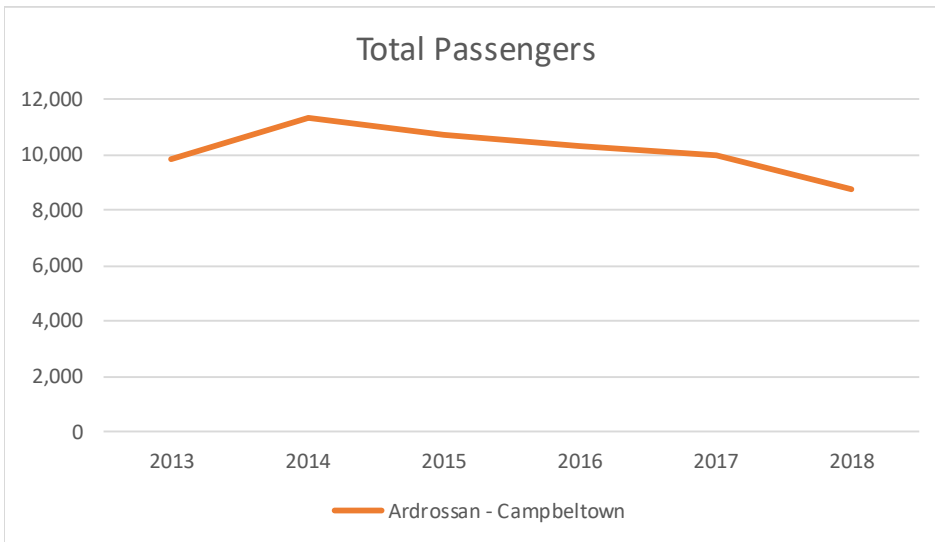


Figure 3 – Campbeltown - Ardrossan Ferry Services Annual Passengers

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

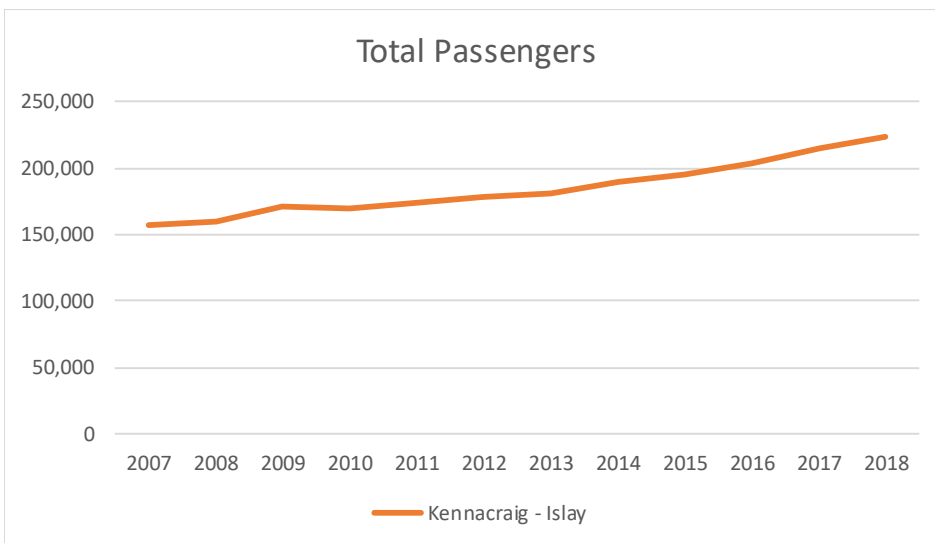


Figure 4 - Kennacraig - Islay Services Annual Passengers

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

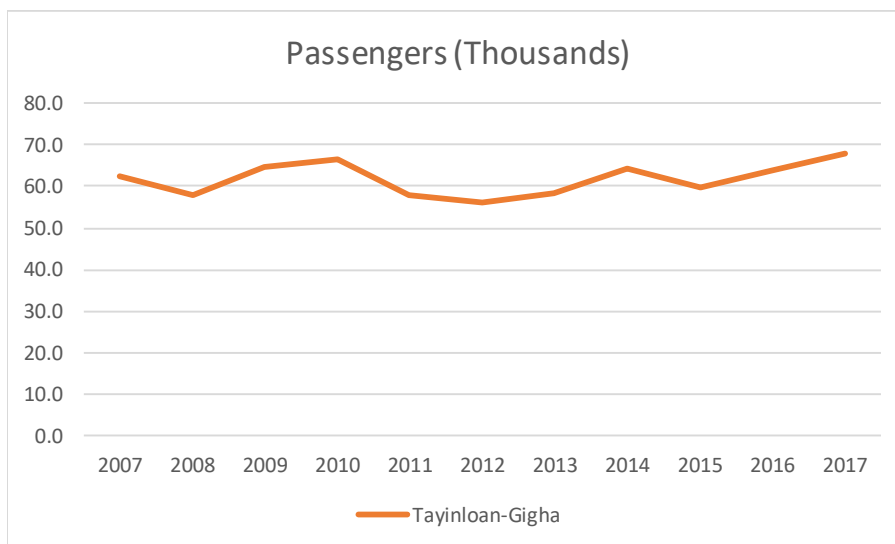


Figure 5 - Tayinloan - Gigha Services Annual Passengers

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

Driver ratios

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

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

Fares

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

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

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

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

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

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

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

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

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

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

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

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

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

Taxi called by mean of telephone – 30 pence additional charge

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

- a) Where Tariff 1 would apply – charge Tariff 2
- b) Where Tariff 2 would apply – charge Tariff 3
- c) Where Tariff 3 would apply – surcharge £1.00

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

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

National ranking of fares

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

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

Table 4 - Average fare ranking of Scottish authorities

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

3 Patent demand measurement (rank surveys)

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

Table 5 - Ranks Surveyed

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

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

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

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

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

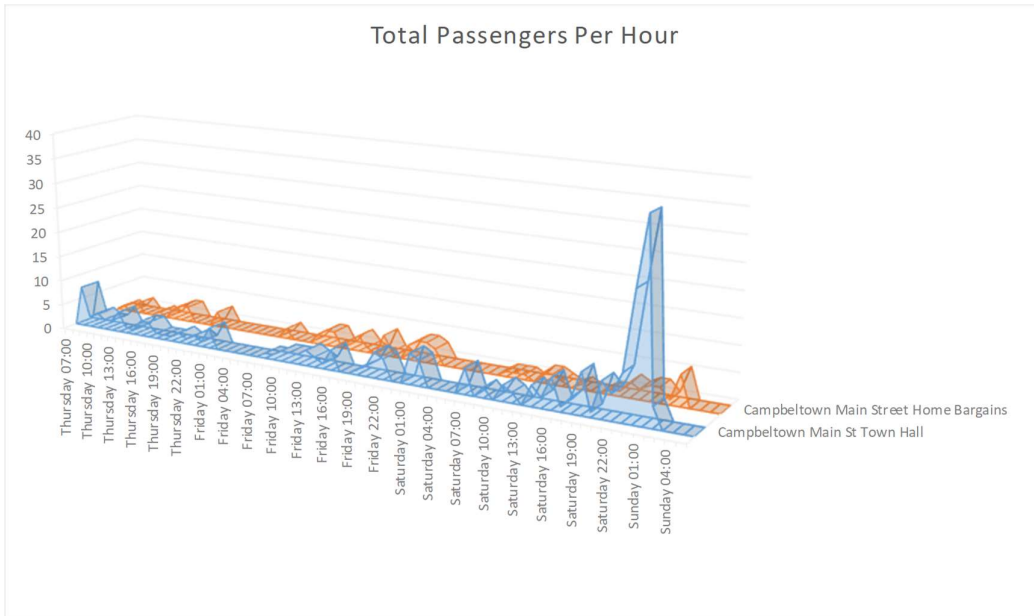


Figure 6 - Total passenger volumes using each rank

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

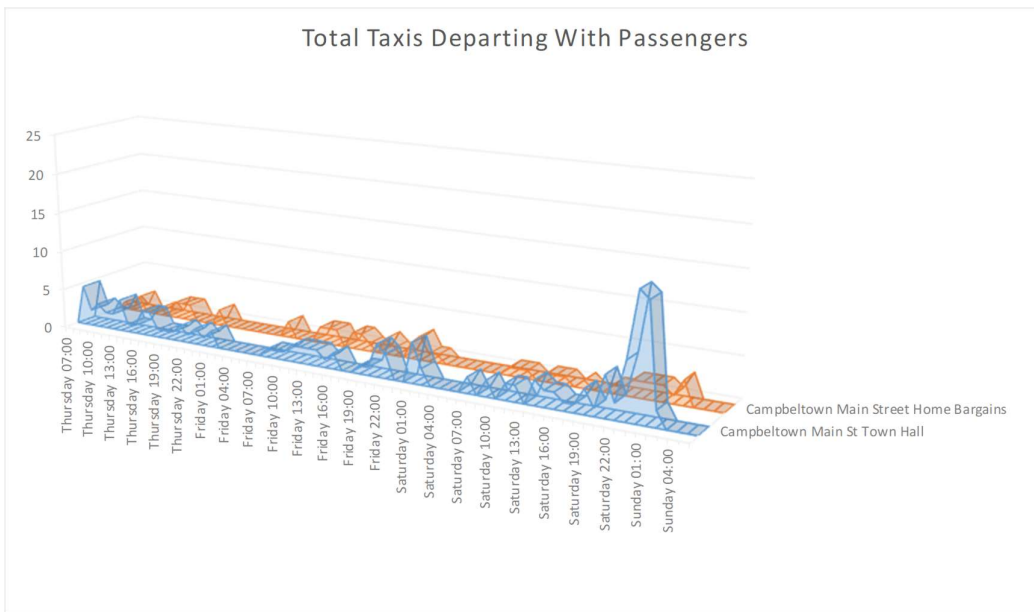


Figure 7 - Total taxis departing each rank with passengers

Not all taxis leave the rank with passengers on board.

Profile of demand

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

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



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

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

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

Taxis departing ranks empty

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

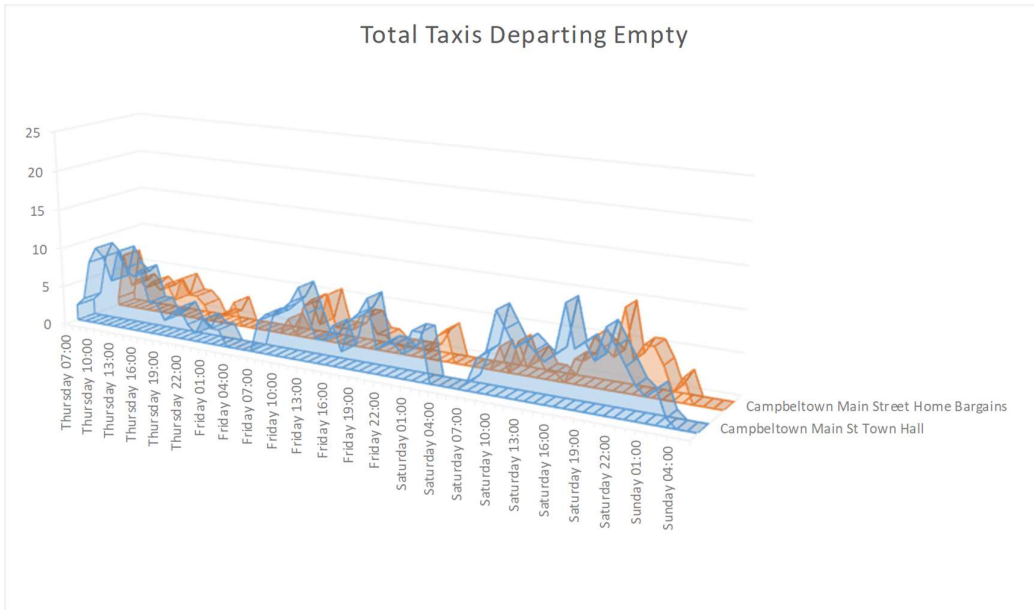


Figure 9 – Hourly total number of taxis which leave the ranks empty

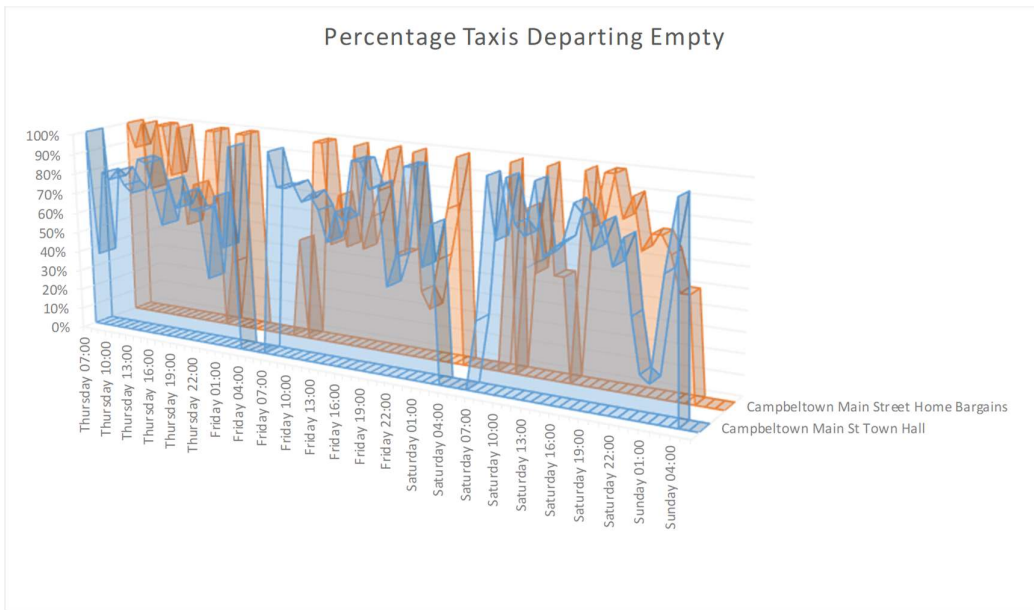


Figure 10 - Proportion of taxis at each rank which leave the ranks empty

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

Taxi vehicle waiting times at the ranks

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

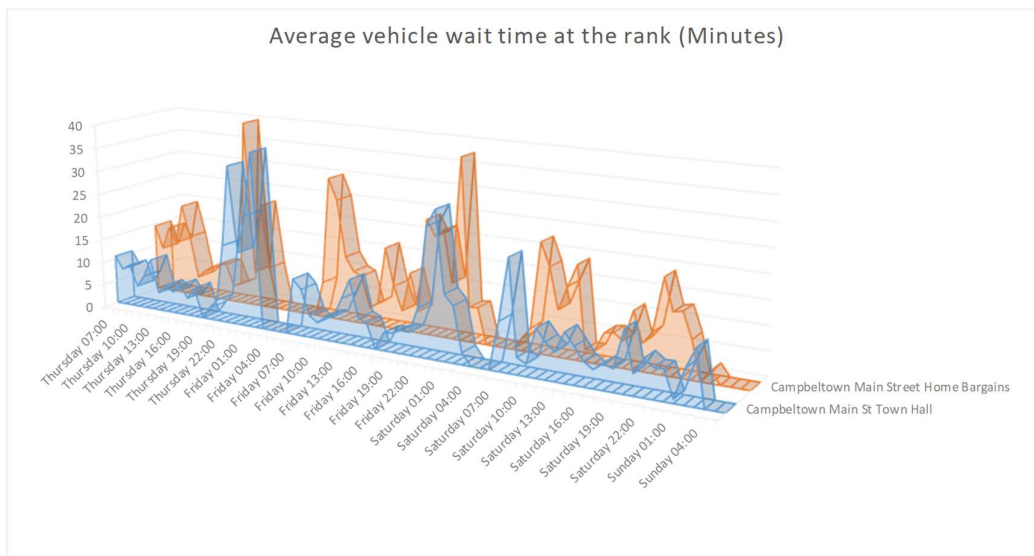


Figure 11 - Average vehicle waiting time [minutes] at each rank

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

Passenger profile

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

Passenger waiting

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

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

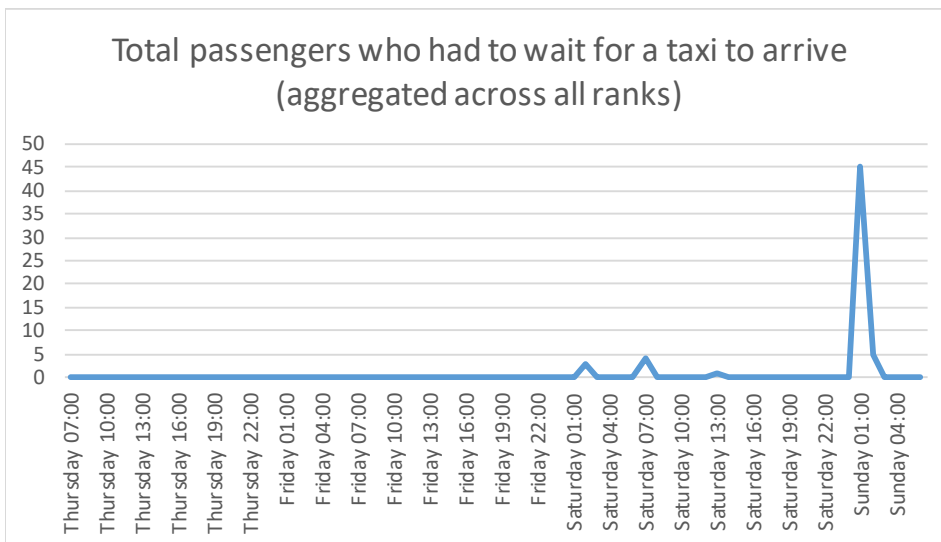


Figure 12 - Number of passengers who had to wait for a taxi

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

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



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

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

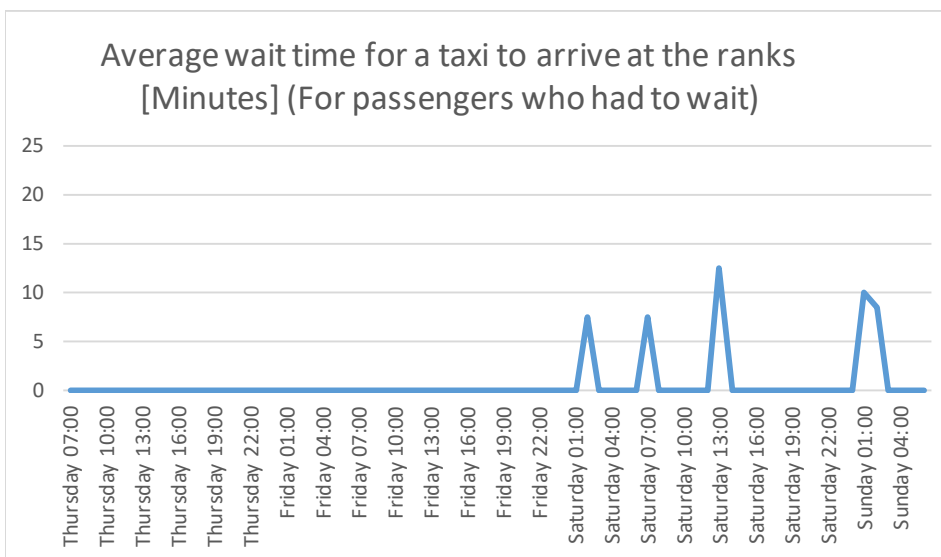


Figure 14 - Average wait time for passengers who had to wait for a taxi to arrive at the ranks

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

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

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

Table 6 - Daily rank statistics Thursday to Friday

Rank location	Total taxis departing the ranks empty	Total taxis departing the ranks with passengers	Total taxis departing the ranks	Total passengers departing the ranks	Average passengers per taxi	Average vehicle wait time at the ranks per taxi (minutes)
Total for all locations	149	51	200	59	1.2	8
Campbeltown Main St Town Hall	98	37	135	42	1.1	8
Campbeltown Main Street Home Bargains	51	14	65	17	1.2	9
Lochgilphead	0	0	0	0	0.0	0

Table 7 - Daily rank statistics Friday to Saturday

Rank location	Total taxis departing the ranks empty	Total taxis departing the ranks with passengers	Total taxis departing the ranks	Total passengers departing the ranks	Average passengers per taxi	Average vehicle wait time at the ranks per taxi (minutes)
Total for all locations	150	51	201	74	1.5	10
Campbeltown Main St Town Hall	103	30	133	41	1.4	8
Campbeltown Main Street Home Bargains	47	21	68	33	1.6	12
Lochgilphead	0	0	0	0	0.0	0

Table 8 - Daily rank statistics Saturday to Sunday

Rank location	Total taxis departing the ranks empty	Total taxis departing the ranks with passengers	Total taxis departing the ranks	Total passengers departing the ranks	Average passengers per taxi	Average vehicle wait time at the ranks per taxi (minutes)
Total for all locations	199	87	282	152	1.7	7
Campbeltown Main St Town Hall	127	66	193	123	1.9	6
Campbeltown Main Street Home Bargains	68	21	89	29	1.4	10
Lochgilphead	0	0	0	0	0.0	0

Table 9 - Aggregate rank statistics Thursday to Sunday

Rank location	Total taxis departing the ranks empty	Total taxis departing the ranks with passengers	Total taxis departing the ranks	Total passengers departing the ranks	Average passengers per taxi
Total for all locations	498	189	683	285	1.5
Campbeltown Main St Town Hall	328	133	461	206	1.5
Campbeltown Main Street Home Bargains	166	56	222	79	1.4
Lochgilphead	0	0	0	0	0.0

As a sense check, it is prudent to consider the total observed hires against the number of taxis in the fleet. Currently there are 23 taxis. When we consider the total number of taxis departing the ranks with passengers (total rank based hires) against the number of taxis, the average number of hires per taxi was 8.2. This would imply that if all taxis were operating from the ranks and achieved an equal share of hires, each would have undertaken around 8 hires over the three days observed. If we were to assume the average shift duration was 8 hours, this would imply an average of around one hire every three hours. This level of business could not sustain the fleet from rank based hires only.

4 General public views

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

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

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

The survey obtained results from 57 responses obtained through an online survey and 71 responses face to face.

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

Table 10 - Public consultation survey results

Question	Response	Online survey	On street
In the last three months, have you made one or more trips by taxi or private hire car in Argyll & Bute?	Yes	63%	49%
	No	37%	51%
For your most recent trip by taxi or private hire car, what kind of vehicle did you use?	Wheelchair accessible taxi vehicle	0%	0%
	Saloon car	81%	71%
	Minibus / people carrier	14%	26%
	Don't recall	5%	3%

Respondents were asked to describe the ways that private hire cars may be hired?	Accurately described	69%	92%
	Inaccurately described	24%	6%
	Not Sure / Don't know	7%	3%
Respondents were asked to describe the ways that a taxi may be hired?	Accurately described	55%	92%
	Inaccurately described	45%	6%
	Not Sure / Don't know	0%	3%
How did you hire the most recent taxi or private hire car that you used?	At a taxi rank	27%	26%
	Hailed in the street	7%	0%
	By telephoning a company	63%	60%
	Emailed booking office	2%	0%
	App or website	0%	14%
If you used an App, which one did you use?	<ul style="list-style-type: none"> • Uber 		
Did you require a taxi or private hire car immediately or did you pre-book for another time?	Immediately	86%	95%
	Future	14%	5%
If pre-booked for another time, how close to the booked time did the taxi arrive?	On time	0%	100%
	More than 15 minutes early	17%	0%
	Early, less than 5 minutes early	33%	0%
	At the agreed time	33%	0%
	5 to 10 minutes late	17%	0%
Did you have to wait for a vehicle to be available?	Yes	31%	0%
	No	69%	100%
If you had to wait for a vehicle to be available, how long did you have to wait, or what length of time was quoted?	Less than 10 minutes	36%	0%
	Wait for over 10 minutes	27%	0%
	Wait for over 30 minutes	27%	0%
	Nothing available for 2 hours	9%	0%
Were you satisfied with the service you received in terms of time to arrive and journey time?	Yes	88%	100%
	No	12%	0%

Could private hire car services in Argyll & Bute be improved?	Yes	81%	9%
	No	19%	91%
What improvements would you like to see? [Responses listed in order of popularity]	<ul style="list-style-type: none"> • Cheaper prices • Smoke smell inside car • More accessible cars • More taxis in rural areas • More taxis on streets/at the ranks • More larger vehicles • More vehicles in the evenings • Better drivers • Less use of sat navs 		
For your most recent trip in a taxi or private hire car, how would you rate the following aspects, with 1 very poor and 5 very good [Average score presented]	Vehicle Cleanliness	3.8	3.9
	State of vehicle repair	3.9	4.0
	Driver behaviour	4.0	4.0
	Driver appearance	3.7	3.9
	Driver hygiene	3.8	4.0
	Driver attire / smartness	3.8	4.2
	Price	3.2	3.9
	Customer service	3.8	4.1
For any aspects that you rated poor or very poor, could you provide further details regarding why you provided this rating? [Responses listed in order of popularity]	<ul style="list-style-type: none"> • High fares • Driver not helpful • New driver 		
Regarding your last trip by taxi or private hire car, at what time of day you obtain your taxi?	Daytime, (before 6pm)	36%	63%
	Evening (Between 6pm and 10 pm)	45%	34%
	Night (after 10pm)	19%	0%
	Don't recall	0%	3%
Regarding this last trip: Were you or anyone in your party disabled? e.g. mobility impaired, visually impaired or a wheel chair user	Yes, another member of the party	12%	0%
	Yes, the respondent	0%	0%
	No	88%	100%
Was the taxi or private hire car that you used for the last trip suitable in terms of ease of access and egress?	Yes	95%	100%
	No	5%	0%
Did you face any difficulties with your last journey in a taxi or private hire car?	Yes	0%	0%
	No	100%	100%

Do you feel that taxis and private hire cars offer good service to people with mobility impairments, including wheelchair users?	Yes	22%	94%
	No	24%	6%
	Don't know / no opinion	54%	0%
Do you feel that there are enough taxis in Argyll & Bute? i.e. the ones with the sign on the roof.	Yes	61%	97%
	No	39%	3%
	Don't know / no opinion	0%	0%
Do you feel that there are enough private hire cars in Argyll & Bute? i.e. the ones which have to be pre-booked.	Yes	54%	97%
	No	46%	3%
What taxi ranks are you aware of in Argyll & Bute? i.e. the ones which are located in the area where you may be most likely to use, or be aware of a taxi rank. If there are no taxi ranks in your area, please state "none in this area".	<ul style="list-style-type: none"> • Main Street, Campbeltown • At the shops, Campbeltown • Argyll Arms Hotel, Campbeltown • The Factory Shop, Campbeltown • Lochgilphead front green 		
Do you think more ranks are needed? If so, could you suggest any locations where you would like to see new taxi ranks?	Yes	26%	0%
	No	74%	100%
Suggested new ranks:	<ul style="list-style-type: none"> • High Street (Campbeltown) 		

What is the principal factor which limits your use of taxis, as opposed to private hire cars? Please choose the most relevant factor for you	Cost	36%	15%
	Waiting time	5%	3%
	Use the bus instead	5%	0%
	No need to use taxis	7%	4%
	The nearest taxi ranks are too far away	7%	4%
	I generally use a car	32%	61%
	Usually cycle or walk	5%	0%
	Private hires are more reliable	2%	%
	Mainly short local journeys	2%	%
	Driver's don't know the route	0%	3%
	I use private hire cars	0%	10%
How often do you obtain a taxi from a rank in Argyll & Bute?	Daily	0%	3%
	At least weekly	10%	27%
	At least monthly	21%	42%
	At least once a year	27%	14%
	Less frequently	18%	10%
	Never	24%	4%
How often do you book a taxi or private hire car by telephone in Argyll & Bute?	Daily	0%	4%
	At least weekly	12%	30%
	At least monthly	21%	44%
	At least once a year	24%	15%
	Less frequently	20%	7%
	Never	23%	0%
How often do you obtain a taxi by hailing or flagging down a passing taxi without pre-booking in Argyll & Bute?	Daily	0%	3%
	At least weekly	5%	3%
	At least monthly	5%	9%
	At least once a year	6%	6%
	Less frequently	20%	65%
	Never	65%	15%
In the last three months, have you given up or made alternative arrangements when trying to hire a taxi at a rank, or by flagging down, because none were available?	Yes	19%	0%
	No	81%	100%

If you have given up trying to obtain a taxi, can you tell us when this was and where you had tried to hire a taxi? (i.e. rank or street where hailed)	<ul style="list-style-type: none"> Lochgilphead, evening 		
In the last three months, have you given up or made alternative arrangements when trying to get a taxi or private hire car by telephone because none were available?	Yes	21%	0%
	No	79%	100%
If you have given up or made alternative arrangements when trying to get a taxi or private hire car by telephone because none were available? Could you tell us when this occurred and where you tried to make the booking?	<ul style="list-style-type: none"> Saturday, from home Lochgilphead, late evening 		
Which of the following do you think offers the best value for money?	Taxi	15%	14%
	Private hire	27%	45%
	No difference	24%	35%
	No opinion	34%	6%
Have you had any problems with taxis or private hire cars in Argyll & Bute?	Yes	21%	0%
	No	79%	100%
If you have had problems with taxis or private hire cars, can you tell us what these problems were?	<ul style="list-style-type: none"> Dirty cars Long wait time / failure to arrive 		
Would any changes or features encourage you to use taxis or private hire cars more often?	Yes	53%	0%
	No	47%	100%
Could you tell us what changes or features would encourage you to use private hire cars or taxis more often?	<ul style="list-style-type: none"> Season ticket service, 10 journey ticket, for example, for set price Able to book and track via an app More availability, especially in evening Cheaper fares CCTV in car Wheelchair accessible 		

Are there any features of taxi services in Argyll & Bute that you feel are particularly good?	<ul style="list-style-type: none"> • Always taxis on ranks • Clean vehicles • Reliable • Drivers pleasant • Good local knowledge 		
Are there any times of day or days of the week, when it is normally difficult to obtain a private hire car? [if private hire cars operate in your area]. If so, please tell us where and when.	<ul style="list-style-type: none"> • After 1pm • Friday and Saturday evening • Sundays • Tourist season 		
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"> • Taxis should drive more carefully • Cheaper fares 		
Which best describes your gender?	Male	40%	15%
	Female	55%	85%
	Prefer not to say	4%	0%
Which of the following groups do you fall into?	16 – 29 years old	6%	8%
	30 – 64 years old	65%	70%
	65+ years old	29%	21%
What is your occupation?	Full time employed	40%	79%
	Part time employed	17%	0%
	House husband / wife	3%	0%
	Retired	34%	21%
	Unemployed	5%	0%
	Student	2%	0%
Are you a permanent resident?	Yes	99%	97%
	No, visitor	1%	3%
Thank you for your patience and cooperation completing this survey. Are there any further comments that you would like to make?	<ul style="list-style-type: none"> • More female drivers or clear that safety checks have been taken out 		

Commentary on public attitude surveys

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

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

which were erroneous, they were informed of the valid ways in which taxis and private hire cars may be hired.

The majority of respondents were able to correctly identify the differences in valid hire methods.

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

Most telephone bookings were for immediate hire.

All of the face to face respondents did not have to wait for a vehicle to be available, for an immediate booking. However, a significant proportion of online respondents indicated that they did have to wait for a vehicle to be available for a pre-booked immediate hire.

The majority of respondents were satisfied with the time taken to arrive and journey time. The supply of licensed vehicles is somewhat concentrated in Campbeltown. However, some of the online respondents were located in other areas, with lower levels of provision. This is likely to be the underlying reason why over 30% of online respondents had to wait for a vehicle to be available, but only 12% were unsatisfied with the time taken for a vehicle to arrive.

Respondents generally provided a moderately positive rating of the services provided. Some comments were made regarding smell of smoke in vehicles, more accessible taxis and more taxis in rural areas.

Issues identified and improvements suggested related to a variety of issues. The most common issue identified was cost. This is a common issue identified in similar surveys around the country. Cost is normally the most frequently identified issue, irrespective of the level of fares charged in the area in question. Other improvements suggested were improved availability at night, better driver hygiene, and introduce booking by mobile app.

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

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

Key features of responses are that the public rate the services provided by taxis and private hire cars as moderately high. Poor levels of vehicle

cleanliness and driver appearance, smartness and hygiene were indicated as issues which led to a reduced rating. However, clean vehicles and pleasant drivers were listed as particularly good features of taxi services. This conflicts with the responses which indicated low rated issues and suggests that the issues related to a minority of vehicles and drivers, rather than across the fleet as a whole.

Lack of availability at night was a consistent issue. More wheelchair accessible vehicles were mentioned by several respondents as a potential improvement.

5 Trade stakeholder views

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

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

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

For this survey, a link to an online survey was distributed to the trade, directly through the Council. A total of 8 responses were received from the trade. This equates to approximately 7% response rate.

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

Table 11 - Trade survey responses

Question		
Which of the options presented best describes the nature of your involvement in the licensed vehicle trade in Argyll & Bute?	I am a private hire driver, I also own my own private hire car.	63%
	I own or represent a taxi/ private hire company operator, I also drive a licensed vehicle.	25%
	I operate tours, I have a taxi license but do not operate as a conventional 'Taxi'.	12%
How long have you been involved in the licensed vehicle trade in Argyll & Bute? (number of years)	0-5 Years	88%
	6-10 Years	13%

How many hours do you generally work each day during daytime hours (06:00 – 18:00)? (average)	Monday	7
	Tuesday	8
	Wednesday	7
	Thursday	8
	Friday	8
	Saturday	7
	Sunday	6
How many hours do you generally work each night during night time hours (18:00 – 06:00)? (average)	Monday	4
	Tuesday	4
	Wednesday	4
	Thursday	4
	Friday	4
	Saturday	4
	Sunday	4
If you normally drive a taxi or private hire car, what affects your choice of shifts? [e.g. if you work nights, evenings, weekends only, etc.]	Guided tours	40%
	Family commitments	20%
	Work only when customer calls in	40%
Is the vehicle you normally drive also driven by someone else at other times? i.e. multi-shifted	Yes	43%
	No	57%
If yes, when?	<ul style="list-style-type: none"> • Opposite shifts / when required 	
Do you operate on a booking circuit, from which bookings are allocated from a booking office via radio, data circuit or similar?	Yes	0%
	No	100%
Do you receive hire directly by telephone? (for example, from regular clients)	Yes	63%
	No	38%
Which ranks do you NORMALLY work from each week?	<ul style="list-style-type: none"> • Islay 	
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"> • Private hire on ranks 	

By which method do you most frequently get your fares? i.e. which is the most common.	Contracts with private companies	25%
	Personal guided tours	25%
	Phone or app bookings	50%
During a typical week, could you estimate how many hires you would expect to undertake each day? (average)	Sunday	5
	Monday	6
	Tuesday	5
	Wednesday	4
	Thursday	5
	Friday	5
	Saturday	7
Do you think Argyll & Bute Council should place a limit on the number of taxis licensed in your taxi zone?	Yes	25%
	No	75%
If you think a limit should be applied to the number of taxis, could you please let us know how such a limit could benefit the travelling public?	<ul style="list-style-type: none"> Continuity and professional service 	
Do you think Argyll & Bute Council should place a limit on the number of private hire cars licensed in the area where you normally operate?	Yes	100%
	No	0%
If you think a limit should be applied to the number of private hire cars, could you please let us know how such a limit could benefit the travelling public?	<ul style="list-style-type: none"> Continuity and professional service 	

Please choose which of the following statements most closely reflects your views regarding taxi provision, in the area where you normally operate:	There are enough taxis to meet demand at all times	29%
	There are enough taxis to meet demand at all times, except during peak demand periods such as Saturdays nights	14%
	There are not enough taxis available to meet demand at times on most days	14%
	There are not enough taxis available to meet demand most of the time	14%
	Taxis don't generally operate in my area	29%
Please choose which of the following statements most closely reflects your views regarding private hire car provision, in the area where you normally operate:	There are enough private hire cars available to meet demand at all times	50%
	There are enough private hire cars available to meet demand at all times, except during peak demand periods such as Saturday nights	13%
	There are not enough private hire cars available to meet demand at times on most days	38%
Are there any factors which limit supply of taxis or private hire cars at certain times or in certain locations?	<ul style="list-style-type: none"> • Festivals / events 	
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"> • No 	
Do any new ranks need to be established? If so, where should they be located and why?	<ul style="list-style-type: none"> • Islay airport 	
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"> • Friday and Saturday nights <ul style="list-style-type: none"> • Festival /events • Islay airport 	
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"> • Festivals / events • Friday and Saturday nights 	

<p>And the final question, are there any other comments that you would like to make?</p>	<ul style="list-style-type: none"> • Pleased there are so many taxis and private hire cars on Islay, as safer for everyone with less drunk tourists on the road after being to distilleries
--	--

The majority of respondents were private hire car owner drivers and generally had up to 5 years' experience. Despite a large proportion of drivers and vehicles being registered in the Campbeltown area, no responses were received from respondents who indicated that they normally operated in Campbeltown. The majority of responses came from respondents indicating that they operated in Islay. There is no rank on Islay and discussion with members of the trade on Islay indicated that flagging down a taxi is rare. However, some taxis do wait at key locations such as the ferry terminals or the airport, when passengers are due to arrive.

Most hires for immediate travel are obtained by telephone. A significant proportion of work for some drivers is conducted by undertaking guided tours. Many of these tours are to whisky distilleries.

Discussion with drivers indicated that there are some who work in the trade on Islay who work part time to meet demand in the evenings, particularly on Friday and Saturday nights. Some drivers prefer to work day shifts and if they conduct guided tours they don't feel the need to work at night.

Dead mileage is a feature of the trade in Islay. The population centres are relatively dispersed and a telephone booking can require a lengthy journey, say 20 minutes or more, to reach the pick up point.

It is acknowledged that it can be difficult for the public to book a licensed vehicle at night, as many drivers don't work nights. This is a particular problem during the week. At weekends, there are more part time drivers covering night time demand.

Visitors to the island don't always appreciate that drivers may have to travel some distance to reach them and hence there isn't immediate availability, owing to the time taken to reach the pick up point.

It was felt that fluctuating demand for guided tours coupled with an increase in provision in recent years has led to more of the trade chasing the market for immediate hires on Islay.

In general, drivers said they worked around 7 hours every day and around 4 hours at night time.

The majority of respondents feel Argyll & Bute should not place a limit on the number of taxis in their zone but should place a limit on the number

of private hire cars in their zone. Drivers thought in general there were enough taxis and private hire cars to meet demand at all times.

A new rank was suggested at Islay airport. Discussions with members of the trade led to suggestion that a new rank in Port Ellen (also on Islay), close to the ferry terminal may be viable, depending on location.

It was acknowledged that the public can face difficulties hiring a taxi when events and festivals are on, and Friday and Saturday nights.

6 Key stakeholder consultation

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

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

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

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

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

Supermarkets

No supermarkets indicated that there was any perceived issue with availability of licensed vehicles. The Tesco Metro shop in Campbeltown felt that customers would phone for a taxi, rather than walk to the taxi rank.

Hotels

Responses from hotels varied. The variation largely related to location of the hotels. In Campbeltown, the response was generally that there were licensed vehicles available for guests if they needed one. However, guests generally made their own arrangements. On Islay, it was acknowledged that some companies offered guided tours of the island by taxi / private hire / mini bus. The hotels often have leaflets for one or more of the companies offering these excursions. If a guest needs

transport to or from ferries or the airport, this is generally arranged in advance and there is rarely any issue.

Public houses

A selection of public houses were contacted regarding levels of service available. Pubs in Campbeltown were aware that on a Friday or Saturday night, there can be a wait for available taxis. There were generally taxis at the ranks in Campbeltown. On Islay, it was felt that there can be a wait for a taxi late at night on Friday and Saturday, but it can depend on the time of year.

Hospitals

No responses received.

Police

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

Mobility impaired representatives

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

Response levels for this element of consultation were low. However, those who could be contacted indicated that most people with mobility impairments who relied on licensed vehicles, had an established relationship with a preferred supplier.

Care homes provided a range of responses. Some had their own vehicles for transport. None felt there was an issue with availability.

Transport operators

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

Highland and Island Airports (HIAL) were contacted regarding Campbeltown airport and Islay airport. No issues with availability of licensed vehicles were known. Usually passengers make their own advance arrangements for collection if required. There are often vehicles waiting for passengers at both airports.

Elected representatives and Community Councils

Comments were received from Inveraray and Islay Community Councils.

Both areas have no taxi ranks.

In both areas, it was felt that at times it can be difficult to book a licensed vehicle. For Inveraray, it was felt that this relates to the low number of vehicles which operate in the Inveraray area.

On Islay, difficulties with availability are felt to be particularly noticeable during the summer tourist season and late evenings.

In both areas, difficulties are encountered throughout each area and not in any particular locality.

7 Evaluation of unmet demand and its significance

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Calculation of ISUD variables

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

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

average delay of 1 minutes 07 seconds equates to an APD value of 1.11 minutes. **APD = 1.11**

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

SSP Week day, daytime hours are deemed to be between 10.00 am and 6.00 pm. The data from Thursday and Friday observations was analysed to determine whether there were any occasions when passengers were delayed by more than one minute on average, at any rank. The calculated value was 0.0%. **SSP value = 0.0**

GID The percentage of taxi users travelling in hours where the average passenger delay exceeds one minute was assessed. Total passengers travelling in hours when the average passenger wait for all passengers exceeded one minute was 60, which equates to 11.6%. **GID = 11.6**

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

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

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

The latent demand value obtained from the online surveys was 19%.

LDF = 1.00

LDF (Sensitivity) = 1.19

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

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

$$\text{ISUD} = 1.11 \times 0.5 \times 0.0 \times 11.6 \times 1.0 \times 1.00 = 0$$

$$\text{ISUD (Sensitivity test)} = 1.11 \times 0.5 \times 0.0 \times 11.6 \times 1.0 \times 1.19 = 0$$

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

Whilst there was a brief period late on Saturday night when passengers had to wait for a taxi to arrive in Campbeltown, this was relatively rare and daytime passenger waiting was almost non-existent.

8 Private Hire Car overprovision analysis

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

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

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

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

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

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

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

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

The approach adopted addressed the provisions set out above.

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

The private hire trade in the Mid Argyll, Kintyre and Islay zone is characterised by the following key features:

- The market for pre-booked hires in Campbeltown is primarily services by taxis rather than private hire cars.
- Licensed vehicle pre-booked through a mixture of booking offices and direct telephone calls to drivers or owners.
- In Campbeltown, taxi drivers commonly wait at taxi ranks between telephone bookings.
- On Islay, there is a mix of taxis and private hire cars servicing demand. With no taxi ranks, the majority of all hires, for both taxis and private hire on Islay, are obtained by telephone.

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

In all areas, much of the trade relied on personal repeat clients for booked hires. On Islay, a significant proportion of work comprised tourism related travel, with pre-booked guided tours. Many of these tours were between multiple whisky distilleries. The schedule for such tours meant that even when the vehicle was not active, between dropping off passengers at a distillery and picking them up later, it was not feasible to engage in other hires, as this could take the driver out of the area and the vehicle would not then be available to pick up passengers for the next leg of their tour.

It was generally felt that, in Campbeltown, the profile of telephone hires generally followed that of rank hires, insofar as peak periods for rank hires occurred at the same times as peak demand for telephone hires. Even at busy times, vehicles often returned to a rank between hires

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

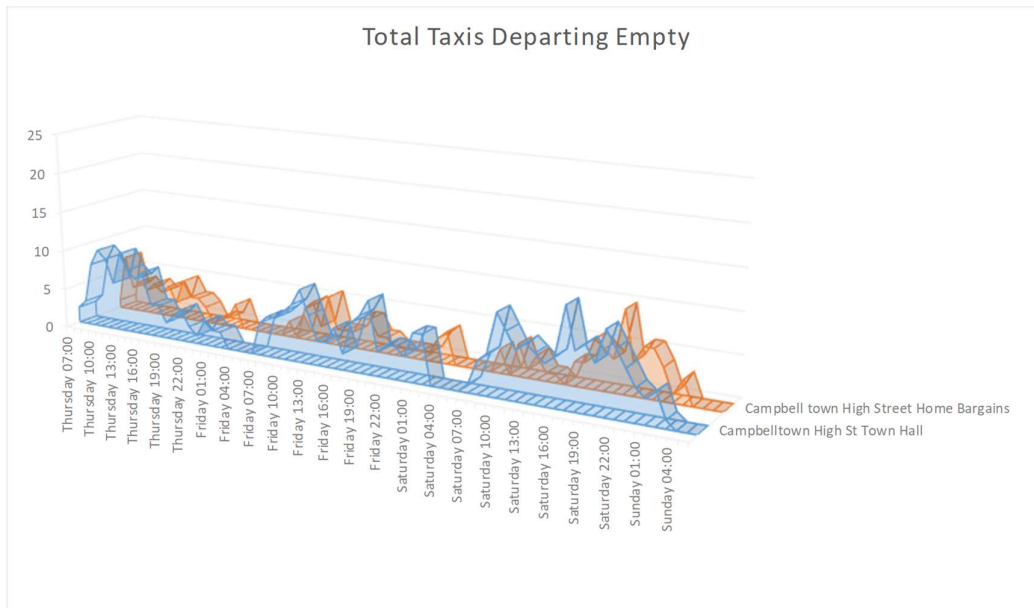


Figure 15 - Empty taxi departures indicating private hire activity profile

Most of the rank departures were empty vehicles.

Further comments and feedback received

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

Operational practices cover a range of levels of operation of licensed vehicles. Some vehicles are operated on an ad-hoc basis, when required, some are operated by an owner – driver on a full time basis and some are operated by multiple drivers on a multi shift basis. Some vehicles, both taxis and private hire cars, operate primarily on non-immediate hires. For example guided tours. However, many of the vehicles which operate on such tours, also undertake immediate hire work, at other times.

The relationship between the number of licensed vehicles and the level of provision is related to how intensively the vehicles are operated by drivers. If we consider some of the fleet is operated by drivers on a full time basis, say 40 hours per week, we can assess the relative operation of the fleet on a full time equivalent basis. Whilst the sample of trade respondents was not large, the feedback tended to suggest that there is a core of full time drivers, with a smaller proportion of drivers and vehicles which are not generally engaged in immediate hire work and a proportion of vehicles which are multi-shifted. The multi shift vehicles provide a higher level of availability than the vehicles which are operated on a full time basis and tend to offset the vehicles which are operated on an ad hoc or non-immediate hire basis. Feedback also indicated that some vehicles are operated by additional drivers working part time, during periods of

higher levels of demand, such as Friday and Saturday nights. Some of these drivers have employment elsewhere during the rest of the week.

Assessment of the level of provision

The majority of private hires (pre-booked hires) are fulfilled by taxis. Many of the taxis which undertake pre-booked hires, wait between hires at taxi ranks and leave the ranks empty, to fulfil the bookings. Therefore, data from the Campbeltown rank can be used as a good indication of the level of availability of taxis for private hire work in that area. On Islay, feedback from the trade indicated that demand for immediate hire largely follows a common profile, with increased levels of demand during the evening and a significant peak on Saturday nights. There are significant seasonal variations in demand on Islay.

The following figure indicates the average time that vehicles spent waiting at taxi ranks. The wait time is significant at times, at the Campbeltown ranks. However, for much of the time, average wait time is less than 10 minutes.

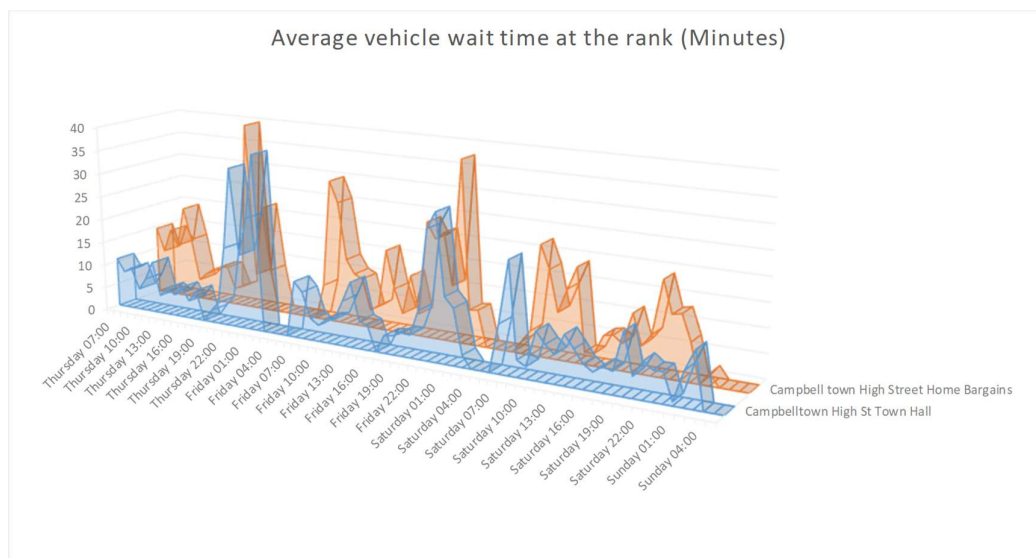


Figure 16 - Average vehicle wait times

Empty taxi departures were observed during most of the active periods at active ranks. The number of empty departures tended to drop as demand grew at different times. At peak demand on Saturday night, there were no empty departures.

On Islay and rural mainland areas, public and stakeholder feedback suggested that there were periods when the availability of a licensed vehicle for pre-booked hire, was restricted. On Islay, the limitations at certain times may relate in part to working practices. Trade feedback suggests that increased competition in recent years has made it difficult for some licensed vehicle businesses to bring in sufficient income during busy parts of the season, to compensate for the quieter times of year.

The number of licensed vehicles operating on Islay has increased in recent years.

There appears to be some demand for additional private hire service to meet current levels of demand on Islay. In other rural mainland areas, there was consistent feedback that there is some demand for additional private hire capacity at times. In and around Campbeltown, there appears to be sufficient capacity to meet demand at all times, except peak demand on Saturday nights.

Current levels of licensed vehicle provision on Islay is high when compared with the population of the island. Much of the demand for licensed vehicles on Islay comes from visitors to the island, which may sustain the relatively high level of provision per 1,000 population. Based on feedback from the trade and the marketing strategies adopted by some of the licensed vehicle operators, it appears that licensed vehicles are used more intensively to address guided tour demand on Islay, than may be the case elsewhere. There are several factors which may contribute to this feature. In other localities, such guided tours are often provided by bus or coach operators. However, there are few of them on Islay and the cost of bringing larger passenger vehicles across to the island by ferry is relatively expensive. Also, many of the tours are to whisky distilleries. The nature of such tours is that they are often taken by small groups and may be more suited to smaller vehicles.

Whilst there appears to be adequate provision of licensed vehicles for private hire, on Islay, it appears that much of the capacity provided, is not addressed at the immediate hire market. There is no evidence that there would be a public benefit associated with limiting the number of private hire cars operating on Islay. However, the seasonal variation in demand on Islay may discourage more people joining the trade on a full time basis. It was determined that there was no overprovision of private hire cars on Islay.

In and around Campbeltown, the majority of private hires are fulfilled by taxis. Supply appears to be adequate most of the time, except during peak demand on Saturday night. Consequently, it was determined that there was no overprovision of private hire cars in Oban.

There was no indication that there was overprovision of private hire cars in other rural areas of the Mid Argyll, Kintyre and Islay taxi zone. Therefore it was determined that for the taxi zone as a whole, there was no overprovision of private hire cars.

9 Rank review

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

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

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

Main Street, Campbeltown (Home Bargains)

Land use characteristics on the vicinity	The rank is at the northern end of Main Street. The rank as marked extends around the corner to Shore Street.
Pavement width	The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis.
Shelter available	No shelter is available at this rank.
Suitability for loading passengers in wheelchairs	The taxis wait at the rank with the left side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. Wheelchair bound passengers can be boarded via side loading ramps. The pavement width is sufficient to enable the wheelchair to clear the end of the ramp, without the taxi moving away from the kerb beforehand.
Kerb height and distinction	Kerbs along the rank are standard height.
Lighting	The street is well lit.
CCTV coverage	The rank location is covered by Council CCTV cameras.
Visibility from other localities	The rank and waiting passengers are visible from along Main Street. Coupled with the busy nature of the location, it is likely that any passengers waiting at the rank will be visible to other pedestrians. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers.
Signage	The rank itself is not clearly signed.
Markings	There are clear road markings to delineate the taxi rank.
Suitability of access and egress for taxis	Taxis can readily access the rank. Taxis can leave the rank from a middle position if required.
Posted hours of operation	A waiting and loading restriction sign adjacent to the taxi rank indicate that the rank for use by taxis only at all times.
Effective hours of operation	The rank was generally attended by taxis from early morning until late at night.

Main Street, Campbeltown (Town Hall)

Land use characteristics on the vicinity	The rank is at the southern end of Main Street, close to the Town Hall and Argyll Arms hotel. junction with union street.
Pavement width	The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis.
Shelter available	No shelter is available at this rank.
Suitability for loading passengers in wheelchairs	The taxis wait at the rank with the left side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. Wheelchair bound passengers can be boarded via side loading ramps. The pavement width is sufficient to enable the wheelchair to clear the end of the ramp, without the taxi moving away from the kerb beforehand.
Kerb height and distinction	Kerbs along the rank are standard height for the full length of the rank.
Lighting	The street is well lit.
CCTV coverage	The rank location is covered by Council CCTV cameras.
Visibility from other localities	The rank and waiting passengers are visible from along Main Street. Owing to the the busy nature of the location, it is likely that any passengers waiting at the rank will be visible to other pedestrians. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers.
Signage	The rank itself is not clearly signed.
Markings	There are clear road markings to delineate the taxi rank.
Suitability of access and egress for taxis	Taxis can readily access the rank. Taxis can leave the rank from a middle position if required.
Posted hours of operation	A waiting and loading restriction sign adjacent to the taxi rank indicated that the rank is operational 24 hours per day.
Effective hours of operation	The rank was generally attended by taxis from early morning until late at night.

Lochgilphead

Land use characteristics on the vicinity	The rank is located on Lochnell Street, near the public toilets.
Pavement width	The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis.
Shelter available	A bus stop and bus shelter is located adjacent to this rank.
Suitability for loading passengers in wheelchairs	The taxis wait at the rank with the left side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. Wheelchair bound passengers can be boarded via side loading ramps.
Kerb height and distinction	Kerbs along the rank are standard height for the full length of the rank.
Lighting	The street is well lit.
CCTV coverage	The rank location is not covered by CCTV cameras.
Visibility from other localities	The rank and waiting passengers are visible from along Lochnell Street. The location is not busy with passing pedestrians. However, it is on the A83 main road through Lochgilphead.
Signage	The rank is not clearly signed.
Markings	There are clear road markings to delineate the taxi rank.
Suitability of access and egress for taxis	Taxis can readily access the rank. Taxis can leave the rank from a middle position if required.
Posted hours of operation	There is no signage to indicate the hours of operation of the rank.
Effective hours of operation	The rank was never used by taxis.

Rank provision and suggestions for new ranks

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

empty or nearly empty, then a Taxi may be more likely to stop there. Ranks in locations close to trip generators and on a route to other ranks, are more likely to be well serviced by Taxis as there is a greater frequency of passing vehicles.

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

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

High Street, Campbeltown – There is potentially some space for a rank, along High Street. In order to provide rank space, some existing parking would need to be re-designated as a taxi rank. This is a primarily residential area, proximity to housing which could be an issue. The location of the proposed new rank would be on potential routes to the existing ranks in Campbeltown, meaning this could run as a circuit route. There are few retail or night time economy premises close to the potential rank location. This reduces the likelihood that a rank could become established and viable at this location. It is not recommended that this location is considered further.

Islay airport - There is potential demand for taxis from arriving passengers. Taxis currently wait near the airport alongside pre-booked taxis and private hire cars, in case arriving passengers need a taxi which has not been pre-booked. Space within the airport perimeter, at the terminal building, is limited. However, it may be possible to form a small rank for two or three vehicles along the main road, where it passes the airport terminal building.

It is recommended that this location is considered further for development as a rank.

Port Ellen ferry terminal - When ferries arrive at the port, there is potential demand for taxis and private hire cars. Generally, passengers pre-book a vehicle if they need to travel to other parts of the island. However, taxis do wait near the ferry terminal from time to time, in case arriving passengers need a taxi which has not been pre-booked. The roadway and parking areas close to the ferry terminal become busy and congested prior to the arrival of ferries. Consequently, it would be difficult to identify a suitable location to designate as a taxi rank, within the precincts of the ferry terminal. Such a location would require existing parking to be re-designated and reserved for taxi use. It is likely that such a location would be abused by vehicles waiting for ferry arrivals. In addition, a rank located close to the ferry terminal would only be used by arriving passengers and hence would be active relatively infrequently. As an alternative, a rank located within the village, but close to the ferry terminal, may be attended by waiting taxis at other times as well as when ferries are due to arrive. Close to the junction of Frederick Crescent and Charlotte Street could be a suitable location. This is on a through road, so taxis could pull on to the rank and wait, between pre-booked hires. If taxis wait here regularly, it could become established as a location that potential passengers would visit to seek a taxi. In order for this location to function as a taxi rank for the arriving ferry passengers, signage would be required at the passenger arrival point within the terminal, to direct passengers to this location.

The proposed location has the benefit of a location close to existing retailing and licensed premises. There is existing roadside parking capacity. Some of this could be designated as taxi rank. Close to the junction, both sides of the road are occupied by residential or guest accommodation. As such, location of a rank outside these buildings may not be welcomed. However, further to the east along Frederick Crescent, the road is adjacent to open areas to the south. This location may be more favourable to local residents. The primary advantage of establishing a rank in this location would not be that it would serve a large number of passengers seeking waiting taxis. However, it could establish a waiting point for taxis between hire and increase the likelihood of passengers finding a taxi without having to pre-book. The cost of implementing a rank would be minimal, with little more than the cost of preparing the necessary traffic regulation orders and road markings and signage.

10 Summary, synthesis and study conclusions

Rank observations

All rank activity was observed at the two ranks on Main Street, Campbeltown.

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

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

Public consultation

Feedback from the public regarding the services provided by taxis and private hire cars mixed. Availability was felt to be poor, other than in Campbeltown. Feedback regarding the services provided was somewhat critical of the appearance and hygiene of some drivers and vehicles. However, other feedback indicated that respondents felt the high quality of vehicles was a good feature of the licensed vehicle trades in the area.

Key stakeholder views

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

Wheelchair users generally use a regular supplier and book any required trips, without any common issues. Some respondents indicated that from time to time, availability of a wheelchair accessible vehicle was limited. There was generally an assumption that in rural areas, provision for wheelchair users may not be high. Some users made alternative provision using their own vehicles, to ensure availability of suitable transport.

Trade views

Most licensed vehicles are operated by owner drivers. Some vehicles are multi-shifted. Some are driven by only one driver and hence will operate for only one shift each day. A small number of vehicles are thought to operate primarily on an ad-hoc basis. The conduct of guided tours and other longer term hire work tends to influence provision of licensed

vehicles for immediate hire. This appeared to be a particular issue on Islay.

Private hire overprovision analysis

Analysis of rank availability data and feedback from the trade suggests that the profile of demand for private hire (pre-booked hires) follows a similar profile to hires from the ranks, in Campbeltown. The busiest periods for private hires was on Saturday night. In other areas, feedback from the public and stakeholders was used to provide indications of the level of provision. There was a perception that the level of provision was often relatively poor in rural locations.

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

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

Therefore, it was determined that there was **No Overprovision of Private Hire Cars** in the Mid Argyll, Kintyre and Islay zone and no Overprovision in any particular locality within the zone.

The rank review covered both existing ranks and proposals for new ranks.

Locations were suggested for new ranks. These were evaluated and two at Islay Airport and in Port Ellen, Islay, were recommended for further consideration.

Evaluation

There was consistent evidence that people experience some difficulties in rural areas when trying to book a licensed vehicle.

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

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

Members of the public are satisfied with availability of licensed vehicle services in Campbeltown, but less satisfied in other localities.

11 Recommendations

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

There is no overprovision of private hire cars in any locality within the Mid Argyll, Kintyre and Islay zone.

Appendix A – Rank Survey Results

Total Passengers

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

Hour beginning	Campbelltown High St Town Hall	Campbell town High Street Home Bargains	Kilmory
Saturday 07:00	5	0	0
Saturday 08:00	0	1	0
Saturday 09:00	2	1	0
Saturday 10:00	0	1	0
Saturday 11:00	3	0	0
Saturday 12:00	2	2	0
Saturday 13:00	0	2	0
Saturday 14:00	4	1	0
Saturday 15:00	2	0	0
Saturday 16:00	6	1	0
Saturday 17:00	1	0	0
Saturday 18:00	3	0	0
Saturday 19:00	8	1	0
Saturday 20:00	1	1	0
Saturday 21:00	7	3	0
Saturday 22:00	5	2	0
Saturday 23:00	9	3	0
Sunday 00:00	24	3	0
Sunday 01:00	37	1	0
Sunday 02:00	4	6	0
Sunday 03:00	0	0	0
Sunday 04:00	0	0	0
Sunday 05:00	0	0	0
Sunday 06:00	0	0	0

Total taxis departing empty

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

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

Total number of taxis departing with passengers

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

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

Total number of taxis departing the ranks

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

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

Percentage of all taxis which leave the rank empty

Hour beginning	Campbelltown High St Town Hall	Campbell town High Street Home Bargains	Kilmory
Thursday 07:00	100%	100%	0%
Thursday 08:00	38%	88%	0%
Thursday 09:00	80%	100%	0%
Thursday 10:00	77%	67%	0%
Thursday 11:00	82%	100%	0%
Thursday 12:00	75%	100%	0%
Thursday 13:00	71%	75%	0%
Thursday 14:00	89%	100%	0%
Thursday 15:00	88%	50%	0%
Thursday 16:00	73%	71%	0%
Thursday 17:00	57%	60%	0%
Thursday 18:00	80%	100%	0%
Thursday 19:00	67%	100%	0%
Thursday 20:00	75%	0%	0%
Thursday 21:00	67%	33%	0%
Thursday 22:00	67%	100%	0%
Thursday 23:00	33%	100%	0%
Friday 00:00	75%	0%	0%
Friday 01:00	50%	0%	0%
Friday 02:00	100%	0%	0%
Friday 03:00	0%	0%	0%
Friday 04:00	0%	0%	0%
Friday 05:00	0%	0%	0%
Friday 06:00	0%	50%	0%
Friday 07:00	100%	0%	0%
Friday 08:00	83%	100%	0%
Friday 09:00	83%	100%	0%
Friday 10:00	86%	50%	0%
Friday 11:00	78%	75%	0%
Friday 12:00	82%	50%	0%
Friday 13:00	75%	100%	0%
Friday 14:00	60%	50%	0%
Friday 15:00	75%	67%	0%
Friday 16:00	71%	80%	0%
Friday 17:00	100%	100%	0%
Friday 18:00	100%	50%	0%
Friday 19:00	88%	50%	0%
Friday 20:00	90%	100%	0%
Friday 21:00	43%	33%	0%
Friday 22:00	57%	25%	0%
Friday 23:00	100%	50%	0%
Saturday 00:00	100%	75%	0%
Saturday 01:00	55%	100%	0%
Saturday 02:00	75%	0%	0%
Saturday 03:00	0%	0%	0%
Saturday 04:00	0%	0%	0%
Saturday 05:00	0%	0%	0%
Saturday 06:00	0%	0%	0%

Hour beginning	Campbelltown High St Town Hall	Campbell town High Street Home Bargains	Kilmory
Saturday 07:00	33%	100%	0%
Saturday 08:00	100%	0%	0%
Saturday 09:00	71%	80%	0%
Saturday 10:00	100%	50%	0%
Saturday 11:00	80%	100%	0%
Saturday 12:00	75%	50%	0%
Saturday 13:00	100%	50%	0%
Saturday 14:00	67%	0%	0%
Saturday 15:00	71%	100%	0%
Saturday 16:00	75%	75%	0%
Saturday 17:00	92%	100%	0%
Saturday 18:00	88%	100%	0%
Saturday 19:00	73%	80%	0%
Saturday 20:00	86%	91%	0%
Saturday 21:00	67%	67%	0%
Saturday 22:00	80%	75%	0%
Saturday 23:00	46%	75%	0%
Sunday 00:00	21%	67%	0%
Sunday 01:00	18%	50%	0%
Sunday 02:00	67%	50%	0%
Sunday 03:00	100%	0%	0%
Sunday 04:00	0%	0%	0%
Sunday 05:00	0%	0%	0%
Sunday 06:00	0%	0%	0%

Average vehicle wait time at the ranks

Hour beginning	Campbelltown High St Town Hall	Campbell town High Street Home Bargains	Kilmory
Thursday 07:00	11	15	0
Thursday 08:00	8	10	0
Thursday 09:00	9	15	0
Thursday 10:00	5	11	0
Thursday 11:00	7	20	0
Thursday 12:00	11	13	0
Thursday 13:00	4	4	0
Thursday 14:00	6	6	0
Thursday 15:00	5	7	0
Thursday 16:00	6	8	0
Thursday 17:00	4	8	0
Thursday 18:00	6	4	0
Thursday 19:00	0	4	0
Thursday 20:00	3	40	0
Thursday 21:00	4	8	0
Thursday 22:00	17	23	0
Thursday 23:00	34	9	0
Friday 00:00	16	0	0
Friday 01:00	24	0	0
Friday 02:00	37	0	0
Friday 03:00	0	0	0
Friday 04:00	0	0	0
Friday 05:00	0	0	0
Friday 06:00	0	8	0
Friday 07:00	12	30	0
Friday 08:00	10	26	0
Friday 09:00	5	14	0
Friday 10:00	3	11	0
Friday 11:00	5	10	0
Friday 12:00	5	4	0
Friday 13:00	9	5	0
Friday 14:00	14	17	0
Friday 15:00	6	9	0
Friday 16:00	5	4	0
Friday 17:00	0	13	0
Friday 18:00	4	5	0
Friday 19:00	4	24	0
Friday 20:00	5	21	0
Friday 21:00	5	23	0
Friday 22:00	10	12	0
Friday 23:00	27	38	0
Saturday 00:00	30	7	0
Saturday 01:00	14	8	0
Saturday 02:00	12	0	0
Saturday 03:00	3	0	0
Saturday 04:00	0	0	0
Saturday 05:00	0	0	0
Saturday 06:00	0	3	0

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

Number of passengers who had to wait at taxi ranks

Hour Beginning	Number of passengers who had to wait for a taxi to arrive	Percentage of all passengers who had to wait
Thursday 07:00	0	0%
Thursday 08:00	0	0%
Thursday 09:00	0	0%
Thursday 10:00	0	0%
Thursday 11:00	0	0%
Thursday 12:00	0	0%
Thursday 13:00	0	0%
Thursday 14:00	0	0%
Thursday 15:00	0	0%
Thursday 16:00	0	0%
Thursday 17:00	0	0%
Thursday 18:00	0	0%
Thursday 19:00	0	0%
Thursday 20:00	0	0%
Thursday 21:00	0	0%
Thursday 22:00	0	0%
Thursday 23:00	0	0%
Friday 00:00	0	0%
Friday 01:00	0	0%
Friday 02:00	0	0%
Friday 03:00	0	0%
Friday 04:00	0	0%
Friday 05:00	0	0%
Friday 06:00	0	0%
Friday 07:00	0	0%
Friday 08:00	0	0%
Friday 09:00	0	0%
Friday 10:00	0	0%
Friday 11:00	0	0%
Friday 12:00	0	0%
Friday 13:00	0	0%
Friday 14:00	0	0%
Friday 15:00	0	0%
Friday 16:00	0	0%
Friday 17:00	0	0%
Friday 18:00	0	0%
Friday 19:00	0	0%
Friday 20:00	0	0%
Friday 21:00	0	0%
Friday 22:00	0	0%
Friday 23:00	0	0%
Saturday 00:00	0	0%
Saturday 01:00	0	0%
Saturday 02:00	3	60%
Saturday 03:00	0	0%
Saturday 04:00	0	0%
Saturday 05:00	0	0%
Saturday 06:00	0	0%
Saturday 07:00	4	80%
Saturday 08:00	0	0%
Saturday 09:00	0	0%
Saturday 10:00	0	0%
Saturday 11:00	0	0%
Saturday 12:00	0	0%
Saturday 13:00	1	50%
Saturday 14:00	0	0%
Saturday 15:00	0	0%
Saturday 16:00	0	0%
Saturday 17:00	0	0%
Saturday 18:00	0	0%
Saturday 19:00	0	0%
Saturday 20:00	0	0%
Saturday 21:00	0	0%
Saturday 22:00	0	0%
Saturday 23:00	0	0%
Sunday 00:00	0	0%
Sunday 01:00	45	100%
Sunday 02:00	5	50%
Sunday 03:00	0	0%
Sunday 04:00	0	0%
Sunday 05:00	0	0%
Sunday 06:00	0	0%