



Argyll & Bute
Taxi Unmet Demand and Private Hire Overprovision Survey
Oban, Lorn and The Isles Taxi Licensing Zone
August 2019

Executive Summary

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

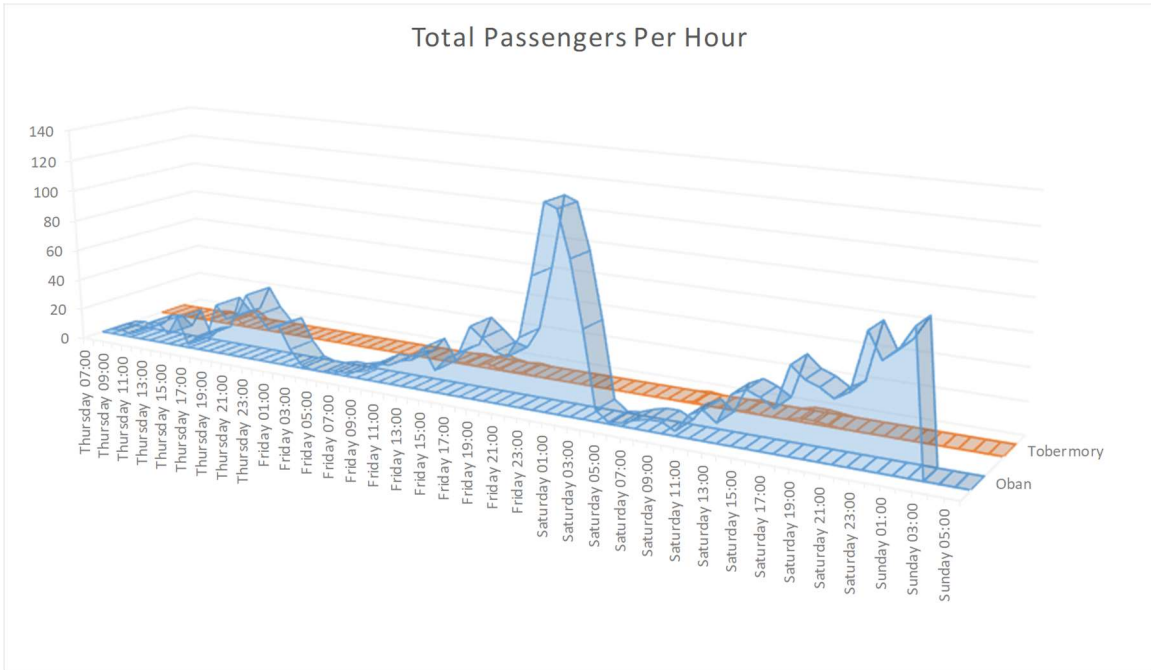
This Executive Summary draws together key points from the main report.

Within the taxi licensing zone, there are 52 taxis and 16 private hire cars. Taxis which are licensed in the zone, may only operate within the zone. However, private hire cars may operate throughout Argyll & Bute. The council currently does not limit either taxis or private hire cars.

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

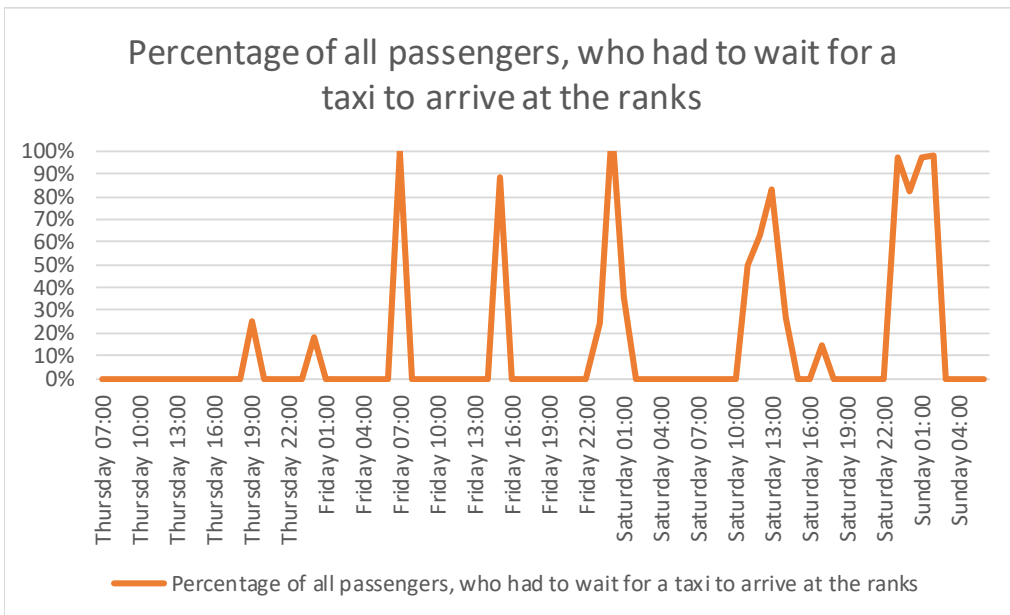
Surveys were undertaken at all taxi ranks in the Oban, Lorn & The Isles zone. Video cameras were used to record activity at the taxi ranks and the levels of activity during active periods were tabulated and analysed. Activity at the three taxi ranks at Oban, Tobermory and Craignure was observed. There were no hires observed at the taxi rank in Craignure. A small number of hires were observed at the taxi rank in Tobermory. Virtually all taxi hires observed at the taxi ranks occurred at the rank in Oban.

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



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

Passenger waiting is summarised in the following figure.



On the Thursday, passenger waiting occurred at times of low demand, when fewer taxis were waiting at the rank. On Friday, prior to 22:00 hours, the observed passenger waiting was at times of low demand, hence waiting passengers accounted for a high percentage of the low number of passengers waiting. On Friday and Saturday nights, the demand for taxis increased sharply and significantly. There were extended periods on Friday and Saturday nights when passengers formed queues, waiting for taxis to arrive at the rank. All observed passenger waiting occurred at the Oban rank. Overall, around 20% of all passengers had to wait for taxis to arrive at the ranks.

Public and stakeholder perception of the Taxi fleet was mixed. There was a general awareness of limited availability of licensed vehicles on Friday and Saturday nights in Oban. This related both to telephone booking and availability at the rank. There was some feedback that the standard of dress and hygiene of some drivers was below the standard expected.

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

Several coefficients are calculated from the rank survey results and from public consultation. The coefficients are entered into a formula to calculate the Index of Significant Unmet Demand (ISUD). The index value for the 2019 survey was **35.1**. This value falls below the threshold value of 80, and suggests that there is **no significant unmet demand** for taxis.

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

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

The assessment of private hire car overprovision must consider only private hire demand and how this demand is satisfied with both taxis and private hire cars. In this zone, there were 16 private hire cars. The majority of private hire bookings (pre-booked hires) were made with taxis. The availability of taxis to undertake private hire bookings is normally reasonable, during daytime hours, in Oban. During periods of peak demand the availability of taxis for pre-booked hires (private hire) was lower. The lower levels of

availability at the rank in Oban, is a strong indicator that availability for telephone booking of a taxi is also likely to be low.

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

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

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

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

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

The level of provision of licensed vehicles exceeds the level required to meet demand and provides a surplus of supply at most active times of day. However, during late night periods in Oban, there is evidence that the availability of licensed vehicles for telephone booking is limited.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Some of the application has differed between Scottish and English authorities. This is mainly due to some court cases in Scotland taking interpretation of the duty of the licensing authority further than is usual in England and Wales, requiring current knowledge of the status of unmet demand at all times, rather than just at the snap-shot taken every three years. However, the three year survey horizon has become generally

accepted given the advice of the BPG and most locations that review regularly do within that timescale.

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

2 Local background and context

Oban, Lorn & The Isles has a population of approximately 19,996 (NRS 2017 Mid-Year Estimates). The main population centres are Oban, with a population of 8,490 and Tobermory with a population of 1,010. The population of the Island of Mull, as a whole, including Tobermory, is 2,800 (2016-based Settlement Estimates). The remainder of the population are in smaller settlements throughout the area.

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

There is one active taxi rank in Oban and two identified ranks on the isle of Mull, in Tobermory and Craignure. No taxi ranks operate in any other locations within the Oban, Lorn & The Isles taxi zone.

Using information obtained from the public licensing register, there were 16 private hire cars based in the Oban, Lorn & The Isles zone (based on the registered address of the vehicle licence) and 52 taxis (based on the registered address of the vehicle). These statistics equate to 3.4 licensed vehicles per 1,000 population within the area. Of the 52 taxis, 49 are based in Oban and 3 are based on the Isle of Mull. Of the 16 private hire cars, 5 are based in Oban and 9 on Mull. When we consider the population of Mull (2,800), the provision of licensed vehicles equates to 4.3 per 1,000 population.

With respect to transport interchanges, there is an airport at Connel and ferry terminals in Oban and Mull and a railway station in Oban.

Comparative information to other authorities

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

Table 1 - Licensed vehicle proportions

Licensing Area	Population	Taxi Vehicles	Private Hire Cars	Total Licensed Vehicles	Taxis per 1,000 population	Private Hire Cars per 1,000 population	Total licensed vehicles per 1,000 population
Glasgow City	621,020	1,420	3,759	5,179	2.3	6.1	8.3
City of Edinburgh	513,210	1,316	2,165	3,481	2.6	4.2	6.8
East Dunbartonshire	108,130	315	343	658	2.9	3.2	6.1
Renfrewshire	176,830	235	836	1,071	1.3	4.7	6.1
Shetland Islands	23,080	80	58	138	3.5	2.5	6.0
South Lanarkshire	318,170	345	1,470	1,815	1.1	4.6	5.7
North Lanarkshire	339,960	493	1,395	1,888	1.5	4.1	5.6
Dundee City	148,710	575	195	770	3.9	1.3	5.2
East Renfrewshire	94,760	60	430	490	0.6	4.5	5.2
Aberdeen City	228,800	899	243	1,142	3.9	1.1	5.0
West Dunbartonshire	89,610	336	79	415	3.7	0.9	4.6
Na h-Eileanan Siar	26,950	95	25	120	3.5	0.9	4.5
Inverclyde	78,760	239	55	294	3.0	0.7	3.7
Falkirk	160,130	427	146	573	2.7	0.9	3.6
Highland	235,180	601	215	816	2.6	0.9	3.5
West Lothian	181,310	121	437	558	0.7	2.4	3.1
Aberdeenshire	261,800	470	296	766	1.8	1.1	2.9
South Ayrshire	112,680	136	183	319	1.2	1.6	2.8
Argyll and Bute	86,810	179	56	235	2.1	0.6	2.7
East Lothian	104,840	139	130	269	1.3	1.2	2.6
Scottish Borders	115,020	214	75	289	1.9	0.7	2.5
Orkney Islands	22,000	30	24	54	1.4	1.1	2.5
Midlothian	90,090	52	153	205	0.6	1.7	2.3
Fife	371,410	485	350	835	1.3	0.9	2.2
Dumfries and Galloway	149,200	228	104	332	1.5	0.7	2.2
Stirling	94,000	76	125	201	0.8	1.3	2.1
Perth and Kinross	151,100	112	208	320	0.7	1.4	2.1
North Ayrshire	135,790	220	67	287	1.6	0.5	2.1
Clackmannanshire	51,450	56	49	105	1.1	1.0	2.0
Moray	95,780	166	25	191	1.7	0.3	2.0
East Ayrshire	121,940	125	85	210	1.0	0.7	1.7
Angus	116,280	111	62	173	1.0	0.5	1.5
Oban Lorne Isles Zone (A&B)	20,177	52	16	68	2.6	0.8	3.4
Scotland	5,404,700	10,536	12,122	22,658	1.9	2.2	4.2

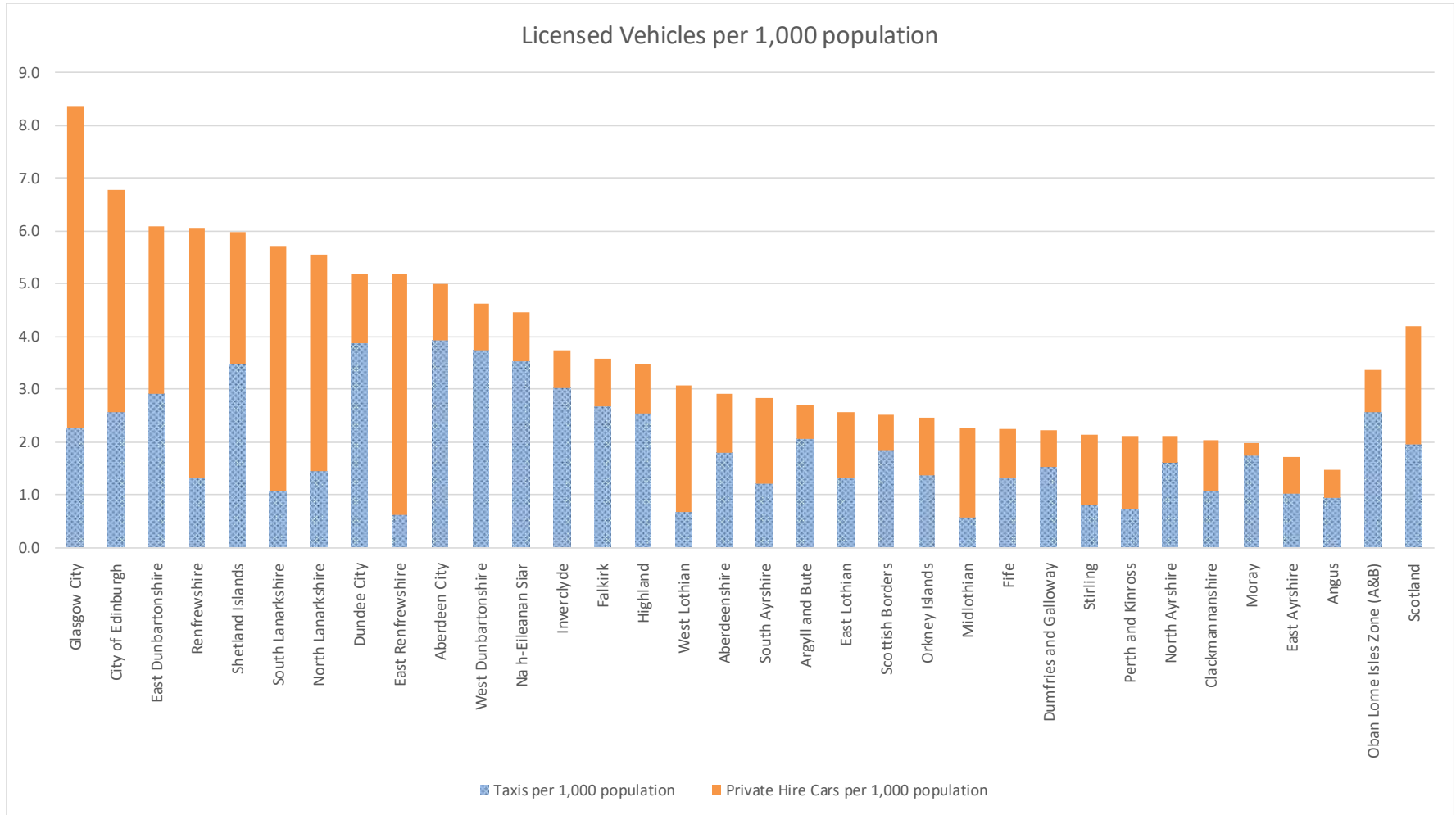


Figure 1 - Comparison of licensed vehicle provision as a proportion of population

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

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

Within the Oban, Lorn & The Isles zone, the proportion of taxis per 1,000 population is higher than that for Argyll & Bute as a whole. The proportion of private hire cars is also higher than for Argyll & Bute as a whole. As a result, the overall ratio of licensed vehicles per 1,000 population is higher than that of Argyll & Bute as a whole.

Vehicle availability

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

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

Table 2 - Vehicle availability

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

Public transport vehicle proportions

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

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

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

Table 3 - Public transport vehicle proportions

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

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

Rail demand

The Oban taxi rank is located close to the railway station in Oban. The location offers interchange with ferries, trains and buses, near to the taxi rank. Changes in rail patronage is likely to have some influence on demand for taxis from the rank in Oban. A profile of passenger volumes through Oban railway station in recent years is presented in the following figure.

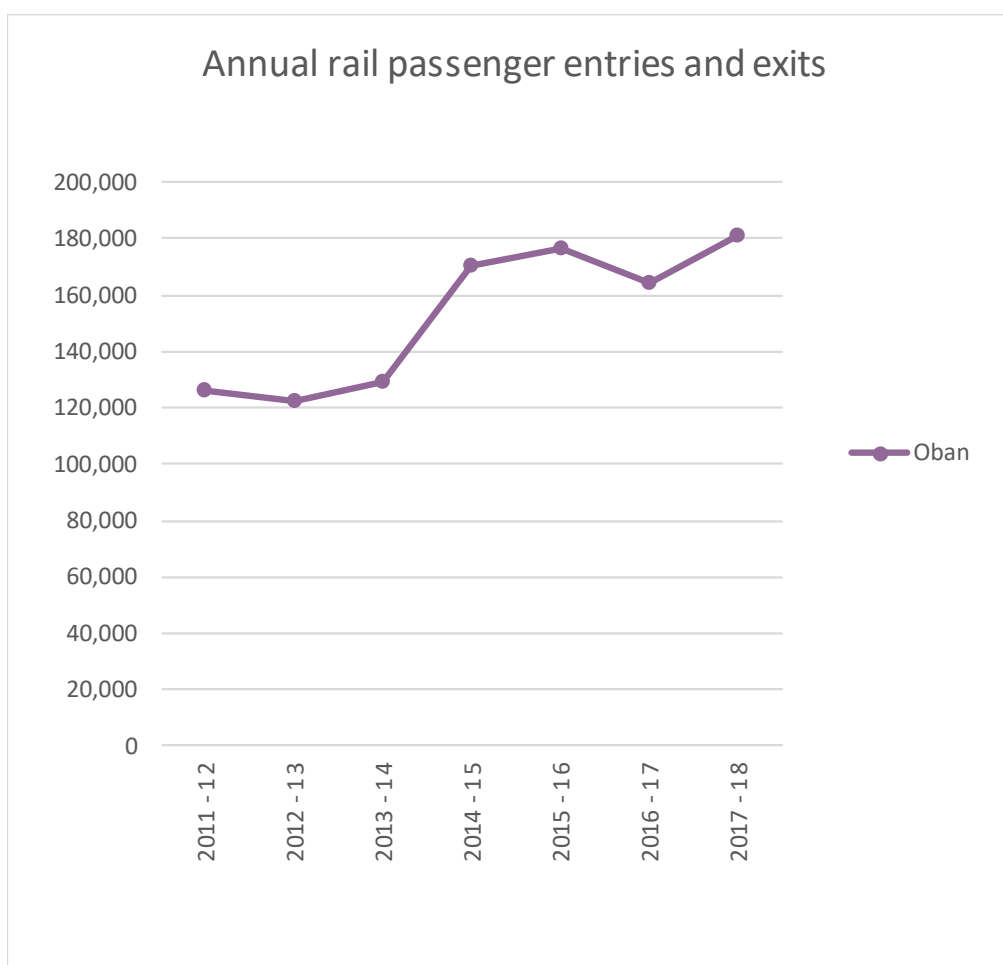


Figure 2 - Rail passenger demand profile

This demonstrates a growth in rail passengers at Oban, with the latest value being the highest level within the years for which information is available.

Ferry demand

Interchange with other public transport modes can provide demand for licensed vehicles. Ferry services link to Tobermory and Craignure on Mull. The ferry terminal in Oban is a main hub for many services.

The following figure illustrate the profile of passenger demand on ferry services connecting to Oban.

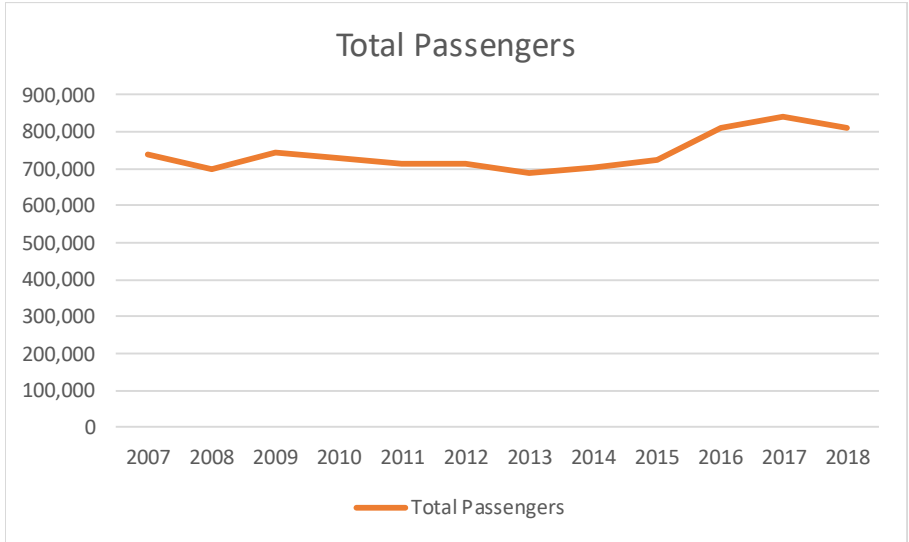


Figure 3 – Oban Services Annual Passengers

Passenger volumes using ferry services to and from Oban have tended to increase in recent years. Around 78% of passenger volume on ferries to and from Oban were carried on the Oban – Craignure service. On Mull, the Oban – Craignure service accounts for around 93% of ferry traffic to and from the Isle of Mull, including the Tobermory ferry service.

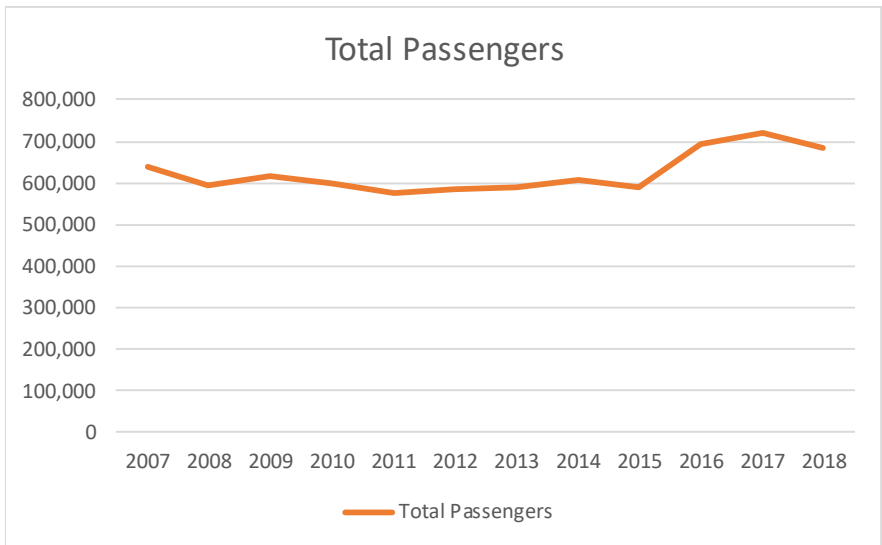


Figure 4 – Mull Ferry Services Annual Passengers

Overall, Mull ferry services have experienced an increase in recent years, dominated by the influence of the Oban – Craignure ferry service. The gradual increase in ferry passenger numbers coupled with a long term trend of increased rail patronage is likely to influence increased demand for licensed vehicles in Oban and in particular, could drive increased demand at the taxi rank.

Driver ratios

The current statistics suggest 88 drivers for 52 taxis and 16 drivers for 16 private hire cars. The proportion of 1.69 drivers per taxi suggests there may be some multi-shift operation of taxis. The ratio of 1 driver per vehicle for private hire cars suggests that each vehicle could be operated by a single driver. However, holders of taxi driver licences may also drive private hire cars. The ratio of all licensed drivers to all licensed vehicles was 1.53. This ratio, whilst lower than the taxi driver to taxi vehicle ratio, still suggests a significant degree of multi-shift operation of vehicles could occur in both taxis and private hire cars.

Fares

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

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

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

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

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

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

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

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

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

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

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

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

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

Taxi called by mean of telephone – 30 pence additional charge

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

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

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

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

National ranking of fares

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

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

Table 4 - Average fare ranking of Scottish authorities

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

3 Patent demand measurement (rank surveys)

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

Table 5 - Taxi ranks

Rank	Spaces (approx)	Comments
Oban	11	Assumed to be a 24 hour rank. No signage. Roadway marked. Located adjacent to bus stances, railway station and ferry terminal.
Tobermory	2	Assumed to be a 24 hour rank. No formal signage. Roadway marked. Taxis wait perpendicular to the road, in a marked area.
Craignure	1	Assumed to be a 24 Hour rank. No signage or markings. The addition of a pedestrian railing and resurfacing of area has eradicated traces of the rank. The rank is located close to the ferry terminal.

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

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

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

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

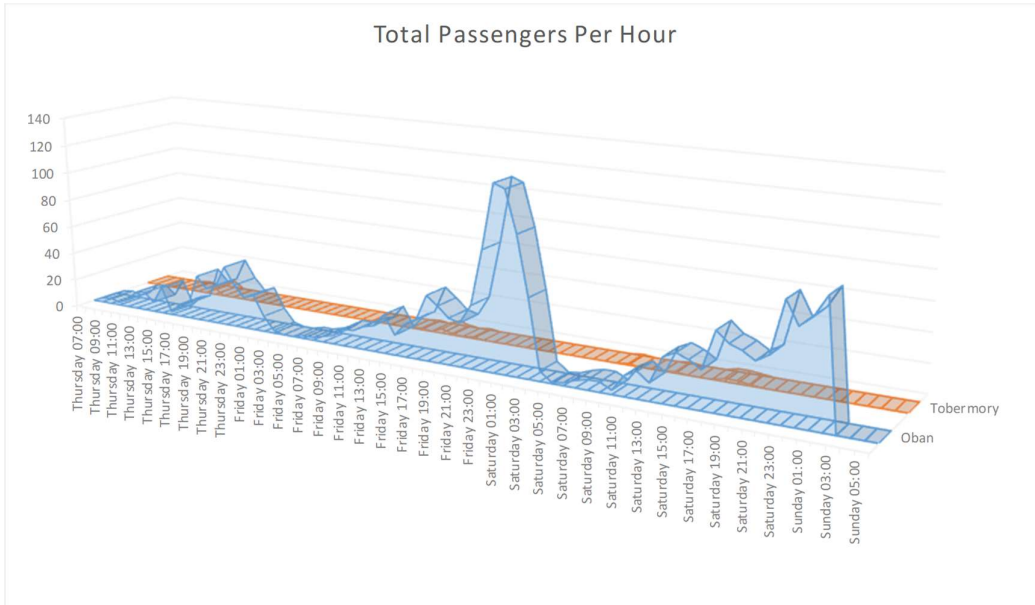


Figure 5 - Total passenger volumes using each rank

Figure 5 presents comparative profiles of passenger demand for each rank.

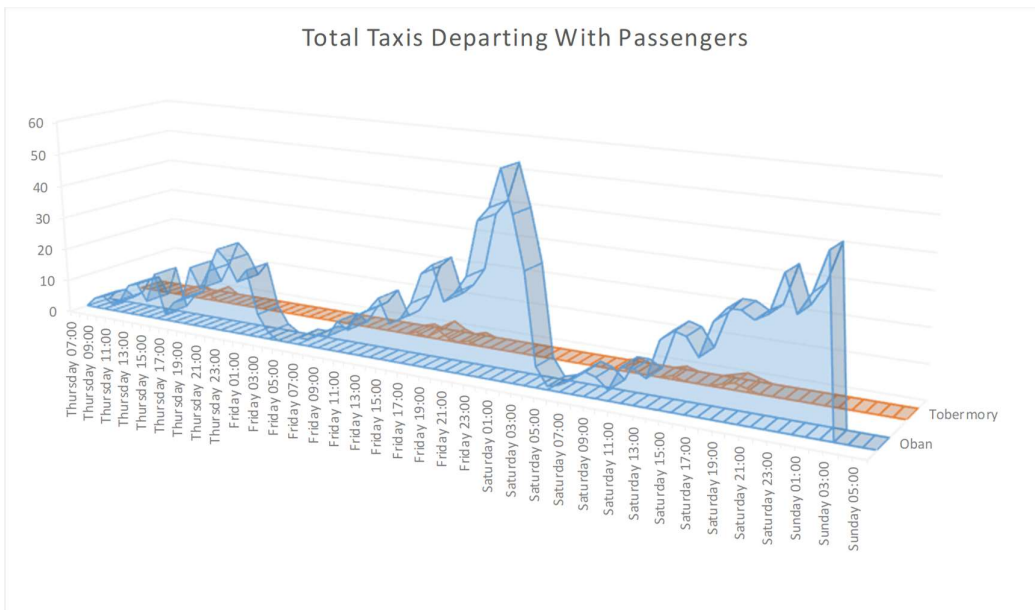


Figure 6 - Total taxis departing each rank with passengers

Not all taxis leave the rank with passengers on board.

Profile of demand

Almost all of the rank hires observed occurred at the rank in Oban. The rank in Craignure was unused throughout the duration of the survey. The rank in Tobermory was occasionally used by waiting taxis. However, most of the departures from the ranks were by empty vehicles. This is normally a strong indicator that many of the vehicles leave for pre-booked hires.



Figure 7 - Total hourly taxi hires volume aggregated across all ranks

The profile largely reflects the operation of the rank in Oban, which dominated activity. There was activity throughout each day from morning to late night. There were dips in activity during the 'school run' times on Thursday and Friday morning and afternoon. The volume of hires was highest at night on each of the days surveyed.

Peak activity occurred on Friday night. A longer but less intense peak in demand occurred on Saturday night.

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

Taxis departing ranks empty

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

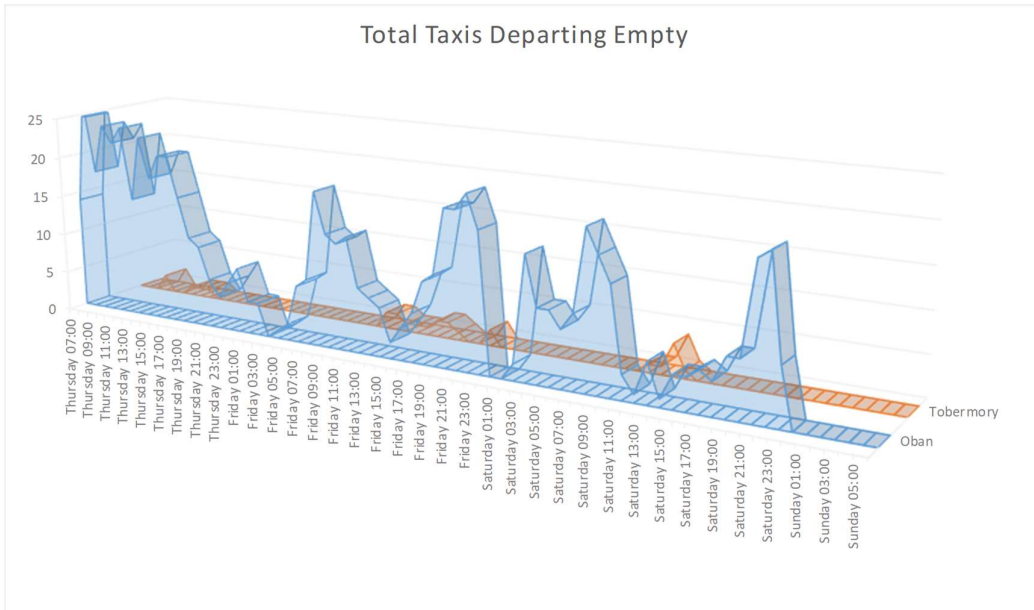


Figure 8 – Hourly total number of taxis which leave the ranks empty

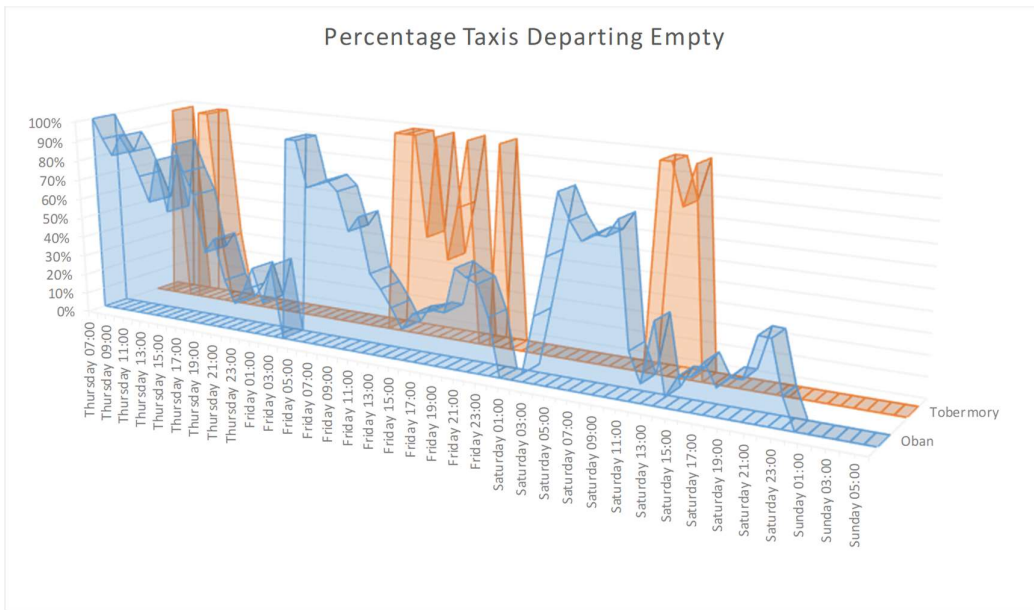


Figure 9 - Proportion of taxis at each rank which leave the ranks empty

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

Taxi vehicle waiting times at the ranks

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

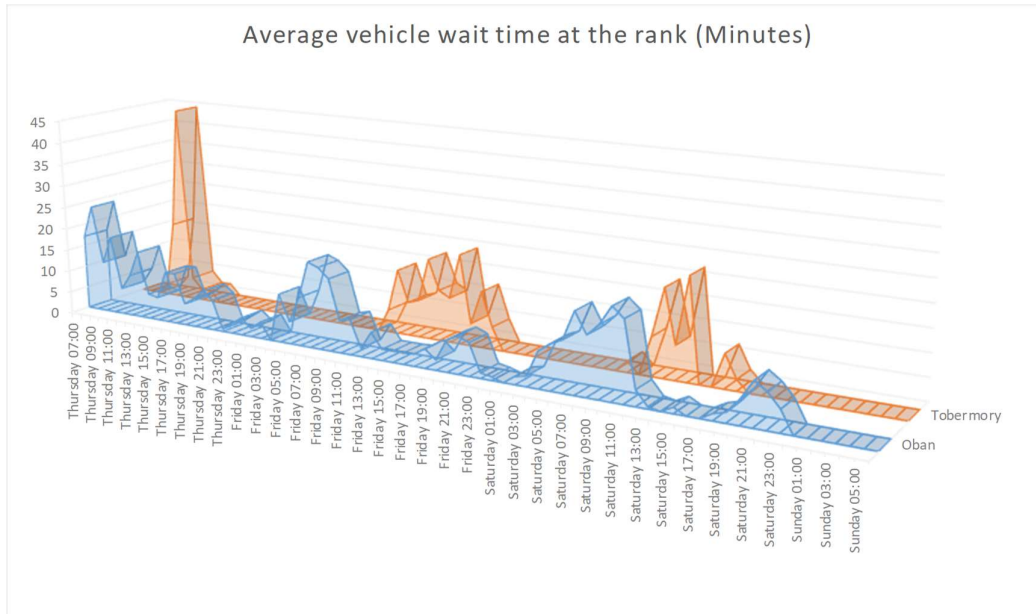


Figure 10 - Average vehicle waiting time [minutes] at each rank

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

Passenger profile

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

Passenger waiting

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

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

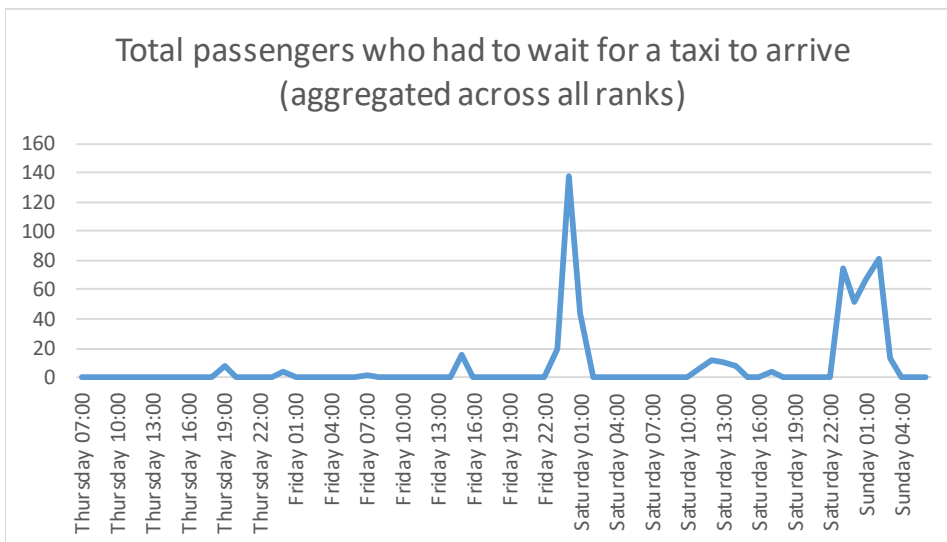


Figure 11 - Number of passengers who had to wait for a taxi

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

All passenger waiting occurred at the Oban rank. Passenger waiting could be characterised as occasional, for most of the observed period. However, on Friday and Saturday nights, persistent passenger queues formed. Once formed, these queues of passengers remained present for extended periods with new passengers joining the queue before passengers who were already waiting, were picked up by taxi.

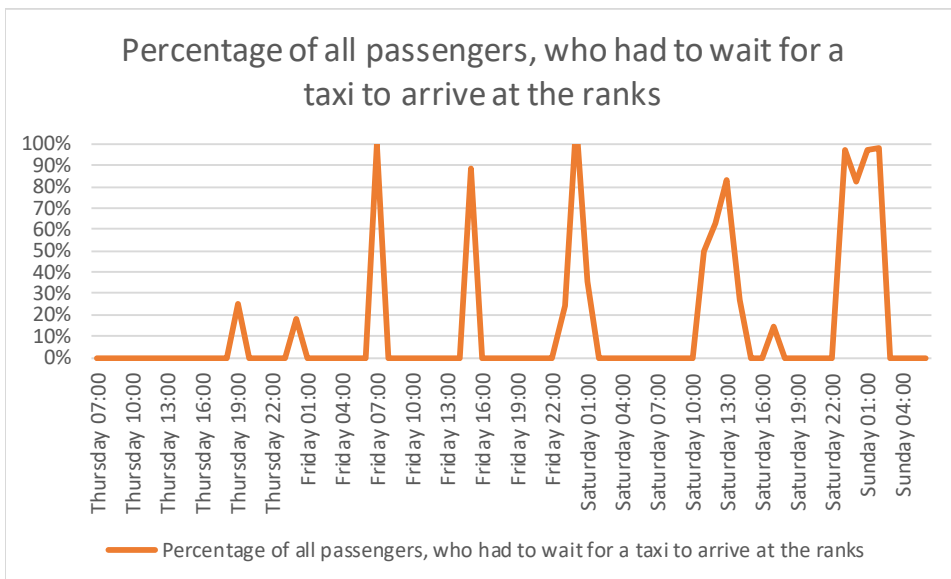


Figure 12 - Percentage of passengers who had to wait for a taxi

The proportion of all passengers who had to wait for a taxi to arrive at the ranks was generally relatively high.

Aggregated over all passenger observations, 20% of all passengers had to wait for a taxi to arrive at the ranks.

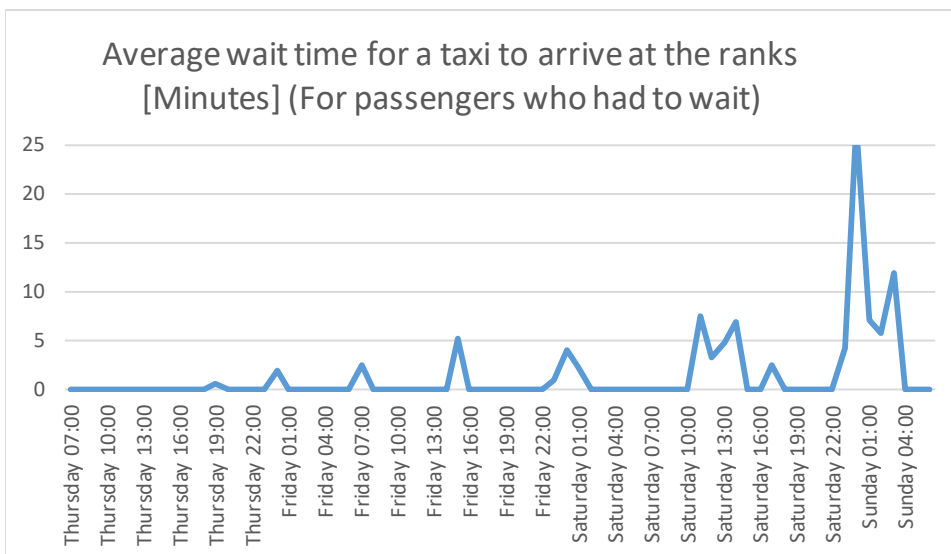


Figure 13 - Average wait time for passengers who had to wait for a taxi to arrive at the ranks

The average time that those passengers who had to wait for a taxi to arrive, spent waiting, was varied. Other than on Friday and Saturday night, the occasional passenger waiting was for relatively short periods. However, on Friday night, passenger waiting was generally for between 5 and 10 minutes. On Saturday night, passenger waiting times could be significantly higher. The average wait time for the hour commencing 00:00 on Sunday morning was 27 minutes.

When we consider the average waiting time for all passengers, including those who didn't have to wait, the average wait time was 1 minute 17 seconds.

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

Table 6 - Daily rank statistics Thursday to Friday

Rank location	Total taxis departing the ranks empty	Total taxis departing the ranks with passengers	Total taxis departing the ranks	Total passengers departing the ranks	Average passengers per taxi	Average vehicle wait time at the ranks per taxi (minutes)
Total for all locations	311	212	523	310	1.5	9
Oban	306	209	515	304	1.5	9
Tobermory	5	3	8	6	2.0	8
Craignure	0	0	0	0	0.0	0

Table 7 - Daily rank statistics Friday to Saturday

Rank location	Total taxis departing the ranks empty	Total taxis departing the ranks with passengers	Total taxis departing the ranks	Total passengers departing the ranks	Average passengers per taxi	Average vehicle wait time at the ranks per taxi (minutes)
Total for all locations	254	485	739	842	1.7	5
Oban	240	479	719	836	1.7	5
Tobermory	14	6	20	6	1.0	10
Craignure	0	0	0	0	0.0	0

Table 8 - Daily rank statistics Saturday to Sunday

Rank location	Total taxis departing the ranks empty	Total taxis departing the ranks with passengers	Total taxis departing the ranks	Total passengers departing the ranks	Average passengers per taxi	Average vehicle wait time at the ranks per taxi (minutes)
Total for all locations	149	433	582	703	1.6	5
Oban	142	427	569	696	1.6	5
Tobermory	7	6	13	7	1.2	8
Craignure	0	0	0	0	0.0	0

Table 9 - Aggregate rank statistics Thursday to Sunday

Rank location	Total taxis departing the ranks empty	Total taxis departing the ranks with passengers	Total taxis departing the ranks	Total passengers departing the ranks	Average passengers per taxi
Total for all locations	714	1130	1844	1855	1.6
Oban	688	1115	1803	1836	1.6
Tobermory	26	15	41	19	1.3
Craignure	0	0	0	0	0.0

As a sense check, it is prudent to consider the total observed hires against the number of taxis in the fleet. Currently there are 52 taxis. When we consider the total number of taxis departing the ranks with passengers (total rank based hires) against the number of taxis, the average number of hires per taxi was 21.7. This would imply that if all taxis were operating from the ranks and achieved an equal share of hires, each would have undertaken around 22 hires over the three days observed. If we were to assume the average shift duration was 8 hours, this would imply an average of around one hire every hour. However, as there is a concentration of demand on Friday and Saturday evenings, when we consider the number of hires observed on the Thursday, this equated to 4 hires per vehicle. This level of business could not sustain the fleet from rank based hires only.

4 General public views

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

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

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

The survey obtained results from 72 responses obtained through face to face interviews and 30 responses obtained through an online survey.

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

Table 10 - Public consultation survey results

Question	Response	Online survey	On street
In the last three months, have you made one or more trips by taxi or private hire car in Argyll & Bute?	Yes	51%	100%
	No	49%	0%
For your most recent trip by taxi or private hire car, what kind of vehicle did you use?	Wheelchair accessible taxi vehicle	0%	0%
	Saloon car	72%	75%
	Minibus / people carrier	24%	15%
	Don't recall	3%	10%

Respondents were asked to describe the ways that private hire cars may be hired?	Accurately described	66%	71%
	Inaccurately described	28%	21%
	Not Sure / Don't know	7%	8%
Respondents were asked to describe the ways that a Taxi may be hired?	Accurately described	82%	71%
	Inaccurately described	11%	21%
	Not Sure / Don't know	7%	8%
How did you hire the most recent taxi or private hire car that you used?	At a taxi rank	7%	21%
	Hailed in the street	3%	0%
	By telephoning a company	86%	65%
	By using a freephone	3%	8%
	By using an app or website	0%	0%
	At a booking office	0%	6%
Did you require a taxi or private hire car immediately or did you pre-book for another time?	Immediately	76%	98%
	Future	44%	2%
If pre-booked for another time, how close to the booked time did the taxi arrive?	On time	29%	100%
	5 – 10 minutes early	13%	0%
	Early, less than 5 minutes early	29%	0%
	Late, less than 5 minutes late	29%	0%
Did you have to wait for a vehicle to be available?	Yes	55%	0%
	No	45%	100%
If you had to wait for a vehicle to be available, how long did you have to wait, or what length of time was quoted?	Less than 10 minutes	33%	0%
	Wait for over 10 minutes	25%	0%
	Nothing for over 1 hour	8%	0%
	Nothing for over 2 hours	25%	0%
	Nothing available / phones not answered	8%	0%
Were you satisfied with the service you received in terms of time to arrive and journey time?	Yes	83%	100%
	No	17%	0%
Could taxi or private hire Car services in Argyll & Bute be improved?	Yes	72%	17%
	No	28%	83%
What improvements would you like to see? [Responses listed in order of popularity]	<ul style="list-style-type: none"> • Cheaper fares • Better taxi rank signs • More availability, especially late night • App booking • Better driver hygiene 		

For your most recent trip in a taxi or private hire car, how would you rate the following aspects, with 1 very poor and 5 very good [Average score presented]	Vehicle Cleanliness	4.0	4.1
	State of vehicle repair	3.9	4.0
	Driver behaviour	3.8	4.0
	Driver appearance	3.8	3.8
	Driver hygiene	3.8	4.1
	Driver attire / smartness	3.7	4.1
	Price	3.4	3.4
	Customer service	3.7	4.2
For any aspects that you rated poor or very poor, could you provide further details regarding why you provided this rating? [Responses listed in order of popularity]	<ul style="list-style-type: none"> • Driver rude • Inconsistent fare • Driver didn't show up for journey 		
Regarding your last trip by taxi or private hire car, at what time of day you obtain your taxi?	Daytime, (before 6pm)	46%	49%
	Evening (Between 6pm and 10 pm)	36%	44%
	Night (after 10pm)	18%	0%
	Don't recall	0%	7%
Regarding this last trip: Were you or anyone in your party disabled? e.g. mobility impaired, visually impaired or a wheel chair user	Yes, another member of the party	4%	0%
	Yes, the respondent	7%	0%
	No	89%	100%
Was the taxi or private hire car that you used for the last trip suitable in terms of ease of access and egress?	Yes	100%	100%
	No	0%	0%
Did you face any difficulties with your last journey in a taxi or private hire car?	Yes	7%	0%
	No	93%	100%
If yes, please expand on what difficulties were faced.	<ul style="list-style-type: none"> • Overpriced • Difficultly finding dropping off space 		

Do you feel that taxis and private hire cars offer good service to people with mobility impairments, including wheelchair users?	Yes	36%	100%
	No	29%	0%
	Don't know / no opinion	36%	0%
Do you feel that there are enough taxis in Argyll & Bute? i.e. the ones with the sign on the roof.	Yes	44%	94%
	No	56%	6%
	Don't know / no opinion	0%	0%
Do you feel that there are enough private hire cars in Argyll & Bute? i.e. the ones which have to be pre-booked.	Yes	52%	92%
	No	48%	8%
What taxi ranks are you aware of in Argyll & Bute? i.e. the ones which are located in the area where you may be most likely to use, or be aware of a taxi rank. If there are no taxi ranks in your area, please state "none in this area".	<ul style="list-style-type: none"> • Railway Station (Oban) • Shopping area (Oban) 		
Do you think more ranks are needed? If so, could you suggest any locations where you would like to see new taxi ranks?	Yes	49%	0%
	No	51%	100%
Suggested new ranks:	<ul style="list-style-type: none"> • Corran Halls (Oban) • One at the North end of town, Oban • Tesco, Oban 		
What is the principal factor which limits your use of taxis, as opposed to private hire cars? Please choose the most relevant factor for you	Cost	12%	8%
	Waiting time	12%	1%
	Use the bus instead	8%	0%
	No need to use taxis	12%	13%
	I generally use a car	46%	56%
	I use private hire cars	12%	6%
	Drivers don't know the route	0%	4%
	Closest rank too far away	0%	13%

How often do you obtain a taxi from a rank in Argyll & Bute?	Daily	4%	3%
	At least weekly	4%	28%
	At least monthly	22%	42%
	At least once a year	11%	14%
	Less frequently	19%	10%
	Never	41%	4%
How often do you book a taxi or private hire car by telephone in Argyll & Bute?	Daily	7%	4%
	At least weekly	11%	28%
	At least monthly	30%	51%
	At least once a year	11%	13%
	Less frequently	11%	4%
	Never	30%	0%
How often do you obtain a taxi by hailing or flagging down a passing taxi without pre-booking in Argyll & Bute?	Daily	0%	3%
	At least weekly	0%	3%
	At least monthly	7%	9%
	At least once a year	0%	6%
	Less frequently	26%	65%
	Never	67%	15%
In the last three months, have you given up or made alternative arrangements when trying to hire a taxi at a rank, or by flagging down, because none were available?	Yes	22%	0%
	No	78%	100%
If you have given up trying to obtain a taxi, can you tell us when this was and where you had tried to hire a taxi (i.e. rank or street where hailed)	<ul style="list-style-type: none"> • Oban rank, 2am • George Street, Oban • Railway Station, Oban 		
In the last three months, have you given up or made alternative arrangements when trying to get a taxi or private hire car by telephone because none were available?	Yes	26%	0%
	No	74%	100%

<p>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?</p>	<ul style="list-style-type: none"> • Oban rank, 2am • Mull 		
<p>Which of the following do you think offers the best value for money?</p>	Taxi	15%	14%
	Private hire	15%	49%
	No difference	30%	35%
	No opinion	41%	3%
<p>Have you had any problems with taxis or private hire cars in Argyll & Bute?</p>	Yes	27%	0%
	No	73%	100%
<p>If you have had problems with taxis or private hire cars, can you tell us what these problems were?</p>	<ul style="list-style-type: none"> • Rude driver • Driver hygiene • Over charging 		
<p>Would any changes or features encourage you to use taxis or private hire cars more often?</p>	Yes	26%	0%
	No	74%	100%
<p>Could you tell us what changes or features would encourage you to use private hire cars or taxis more often?</p>	<ul style="list-style-type: none"> • Reliable service, especially when booking in advance • Easier ways to booking / use of apps • Better driver hygiene • Electric cars • Priority parking for drop-offs • Cheaper fares 		
<p>Are there any features of taxi services in Argyll & Bute that you feel are particularly good?</p>	<ul style="list-style-type: none"> • Friendly and helpful drivers • Drivers have local knowledge • Punctuality • On time and reliable 		

Are there any times of day or days of the week, when it is normally difficult to obtain a private hire car? [if private hire cars operate in your area]. If so, please tell us where and when.	<ul style="list-style-type: none"> • After 10pm • Late night at the weekend • Very early when heading for 7am ferry • School finishing time • Sundays 		
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"> • More electric vehicle taxis • Online booking service would be fantastic • More taxis available in a wider time frame • Concern about differentiating licensed vehicles • Cheaper fares 		
Which best describes your gender?	Male	41%	32%
	Female	48%	68%
	Prefer not to say	11%	0%
Which of the following groups do you fall into?	16 – 29 years old	7%	6%
	30 – 64 years old	63%	69%
	65+ years old	30%	25%
What is your occupation?	Full time employed	65%	94%
	Part time employed	8%	0%
	Retired	27%	6%
	Unemployed	4%	0%
Are you a permanent resident?	Yes	100%	99%
	No	0%	1%
Thank you for your patience and cooperation completing this survey. Are there any further comments that you would like to make?	<ul style="list-style-type: none"> • More wheelchair / accessible cars needed 		

Commentary on public attitude surveys

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

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

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

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

Most telephone bookings were for immediate hire.

The majority of face to face respondents did not have to wait for a vehicle to be available. However, a high proportion of online respondents indicated that they did have to wait for a vehicle to be available for a pre-booked immediate hire.

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

Respondents generally provided a moderately positive rating of the services provided. Some comments were made regarding poor driver hygiene, rudeness of drivers and reliability of service.

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

No face to face respondents had indicated that they had given up trying to hire a taxi from a rank or hailing. However, a relatively high proportion of online respondents indicated that they had given up at a rank. Similarly, no face to face respondents had indicated that they had given up trying to hire a licensed vehicle by telephone. However, a relatively high proportion of online respondents indicated that they had given up trying to hire a licensed vehicle by telephone.

Over charging or varying fares (for the same journey) were mentioned as problems encountered.

Key features of responses are that the public don't rate the services provided by taxis and private hire cars as highly in the Oban, Lorn and the Isles zone as they do elsewhere in Argyll & Bute. Lack of availability at night is a consistent issue. More wheelchair accessible vehicles were mentioned by several respondents as a potential improvement.

5 Trade stakeholder views

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

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

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

For this survey, a link to an online survey was distributed to the trade, directly through the Council. A total of 4 responses were received from the trade. This equates to approximately 6% response rate.

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

Table 11 - Trade survey responses

Question		
Which of the options presented best describes the nature of your involvement in the licensed vehicle trade in Argyll & Bute?	I am a taxi driver, I also own my own taxi	50%
	I am a private hire car driver, I also own my own private hire car	50%
How long have you been involved in the licensed vehicle trade in Argyll & Bute? (number of years)	0-5 Years	25%
	6-10 Years	25%
	11-15 Years	25%
	16-20 Years	25%
How many hours do you generally work each day during daytime hours (06:00 – 18:00)? (average)	Monday	9
	Tuesday	9
	Wednesday	9
	Thursday	9
	Friday	9
	Saturday	7
	Sunday	9

How many hours do you generally work each night during night time hours (18:00 – 06:00)? (average)	Monday	3
	Tuesday	3
	Wednesday	3
	Thursday	3
	Friday	3
	Saturday	3
	Sunday	3
If you normally drive a taxi or private hire car, what affects your choice of shifts? [e.g. if you work nights, evenings, weekends only, etc.]	Work when customer calls in	50%
	Daytime hours	25%
	Evening tours during summer	25%
Is the vehicle you normally drive also driven by someone else at other times? i.e. multi-shifted	Yes	50%
	No	50%
If yes, when?	Covering shifts	
Do you operate on a booking circuit, from which bookings are allocated from a booking office via radio, data circuit or similar?	Yes	25%
	No	75%
Do you receive hire directly by telephone? (for example, from regular clients)	Yes	75%
	No	25%
What ranks do you NORMALLY work from each week?	<ul style="list-style-type: none"> • Oban Railway station <ul style="list-style-type: none"> • Tobermory • Craignure 	
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"> • Overcrowded 	
By which method do you most frequently get your fares? i.e. which is the most common.	Radio booking from office	25%
	Phone or app bookings	75%

During a typical week, could you estimate how many hires you would expect to undertake each day? (average)	Sunday	9
	Monday	7
	Tuesday	12
	Wednesday	14
	Thursday	7
	Friday	15
	Saturday	17
Do you think Argyll & Bute Council should place a limit on the number of taxis licensed in your taxi zone?	Yes	25%
	No	75%
If you think a limit should be applied to the number of taxis, could you please let us know how such a limit could benefit the travelling public?	<ul style="list-style-type: none"> Think there's the right amount of taxis on Mull already 	
Do you think Argyll & Bute Council should place a limit on the number of private hire cars licensed in the area where you normally operate?	Yes	100%
	No	0%
If you think a limit should be applied to the number of private hire cars, could you please let us know how such a limit could benefit the travelling public?	<ul style="list-style-type: none"> No 	
Please choose which of the following statements most closely reflects your views regarding taxi provision, in the area where you normally operate:	There are enough taxis available to meet demand at all times	25%
	There are enough taxis available to meet demand at all times, except during peak demand periods such as Saturday nights	25%
	There are not enough taxis available to meet demand most of the time	25%
	Lack of cover in wider areas	25%
Please choose which of the following statements most	There are enough private hire cars available to meet demand at all times	33%

closely reflects your views regarding private hire car provision, in the area where you normally operate:	There are enough private hire cars available to meet demand at all times, except during peak demand periods such as Saturday nights	33%
	There are not enough private hire cars available to meet demand most of the time	33%
Are there any factors which limit supply of taxis or private hire cars at certain times or in certain locations?	<ul style="list-style-type: none"> Road system in Oban causing traffic jams and delays 	
Do any of the existing ranks need to be improved? If so, which and how could they be improved?	<ul style="list-style-type: none"> Oban Railway Station – revert to kerbs, add more spaces 	
Do any new rank need to be established? If so, where should they be located and why?	<ul style="list-style-type: none"> No 	
Are you aware of any times or locations where members of the public may face difficulties hiring a taxi?	<ul style="list-style-type: none"> Train / Ferry arrivals Peak rush hour Craignure Salen 	
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"> No 	
And the final question, are there any other comments that you would like to make?	<ul style="list-style-type: none"> Taxi drivers should be reminded of their responsibilities at the rank – such as not parking in rank while out of the car, not blocking the entrance while having conversations, parking within allocated lane Isle of Mull is a tourist destination, work is mainly seasonal and mostly booked via my website 	

All respondents were owner drivers of taxis and private hire cars and had a range of years' experience up to 20 years.

In general, drivers said they worked around 9 hours every day and around 3 hours at night time. Around half of respondents indicated that their vehicles were driven by more than one driver of different shifts. This accords with the ratio of drivers to vehicles.

The majority of hires were pre-booked hires. The pre-booked hires were mostly obtained by direct telephone calls to the drivers. Some pre-booked hires were obtained through a booking circuit.

Most respondents didn't operate on a booking circuit.

It was acknowledged that the public can face difficulties hiring a taxi when trains or ferry's arrive and in Craignure and Salen. Availability at peak demand times was also acknowledged to be an issue.

In addition to the feedback provided in the questionnaires, some discussion was held with drivers on the ranks. Drivers indicated that seasonal variation in demand was an issue. There was significantly less demand during winter months, than during the summer. In Oban, the majority of hires were pre-booked, with drivers often waiting on the ranks between hires. Many of the hires were undertaken by regular clients who called a favoured taxi to book a hire.

6 Key stakeholder consultation

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

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

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

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

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

Supermarkets

No supermarkets indicated that there was any perceived issue with availability of licensed vehicles. The Tesco supermarket in Oban felt that customers would phone for a taxi. The Coop in Tobermory was contacted. They were not aware of any issues. There is a taxi rank across the road from the shop where taxis sometimes wait. But if a customer wanted a taxi they would probably call for one. Occasionally customers arrived by taxi, which waited for them for a return trip.

Hotels

Responses from hotels varied. The variation largely related to location of the hotels. In Oban, the response was generally that there were licensed vehicles available for guests if they needed one. However, guests generally made their own arrangements. There was some awareness that

late at night and especially at the weekend, it can take some time for a taxi to arrive once booked.

In Tobermory, the hotels felt that there was no difficulty with availability.

Some rural hotels felt that there was no need for their customers to use licensed vehicles, owing to their location. So weren't aware of the likely level of service, other than an expectation that if a licensed vehicle were required, it could take a long time to get to them.

Public houses

A selection of public houses were contacted regarding levels of service available. Pubs in Oban were aware that on Saturday night, the availability of taxis was low and there can be some delays waiting for a booked taxi to arrive.

Customers generally arrange their own bookings with mobile phones, so pubs don't normally become directly involved in booking travel.

Pubs on Mull felt there was no issue with availability.

Hospitals

Local hospitals were contacted regarding availability. In Oban, Lorn and Islands hospital were not aware of any issues with availability or services.

Police

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

Mobility impaired representatives

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

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

Care homes provided a range of responses. Some had their own vehicles for transport. Some found that a wheelchair accessible licensed vehicle can be difficult to obtain. Some found that any type of licensed vehicle can be difficult to obtain at times and some had accounts with a regular provider and never faced any difficulty with availability.

Transport operators

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

Railway station staff were not aware of any issues with availability and felt that there were generally taxis waiting at the rank and rail passengers didn't need to telephone for a licensed vehicle.

Elected representatives and Community Councils

No comments were received.

7 Evaluation of unmet demand and its significance

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Calculation of ISUD variables

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

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

average delay of 1 minute 17 seconds equates to an APD value of 1.28 minutes. **APD = 1.28**

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

SSP Week day, daytime hours are deemed to be between 10.00 am and 6.00 pm. The data from Thursday and Friday observations was analysed to determine whether there were any occasions when passengers were delayed by more than one minute on average, at any rank. The calculated value was 3.0%. **SSP value = 3.0**

GID The percentage of taxi users travelling in hours where the average passenger delay exceeds one minute was assessed. Total passengers travelling in hours when the average passenger wait for all passengers exceeded one minute was 123, which equates to 18.3%. **GID = 18.3**

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

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

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

The latent demand value obtained from the online surveys was 22%.

LDF = 1.00

LDF (Sensitivity) = 1.22

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

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

$$\text{ISUD} = 1.28 \times 0.5 \times 3.0 \times 18.3 \times 1.0 \times 1.00 = 35.1$$

$$\text{ISUD (Sensitivity test)} = 1.28 \times 0.5 \times 3.0 \times 18.3 \times 1.0 \times 1.22 = 42.9$$

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

Whilst the ISUD value is below the threshold of 80, the value is high enough to suggest that care is taken that passenger waiting at the taxi rank in Oban does not become a bigger issue. No passenger waiting was observed in Tobermory.

The bulk of passenger waiting occurred late on Friday and Saturday night. Passenger waiting on Saturday night was more significant. On Saturday night a persistent queue of passengers formed for over three hours from around 23:35 until around 3:00 on Sunday morning. All passengers during this time had to wait in a queue for taxis to arrive at the rank. The number of passengers waiting at any one time peaked at 30 passengers during the hour between midnight and 01:00 hours on Sunday morning. The average passenger wait time at the rank during this hour was 27 minutes.

The inability of the taxi fleet to cater for the peak in demand on Saturday night may result from a combination of drivers not working during that time and drivers engaged in a higher volume of pre-booked hires during this period.

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

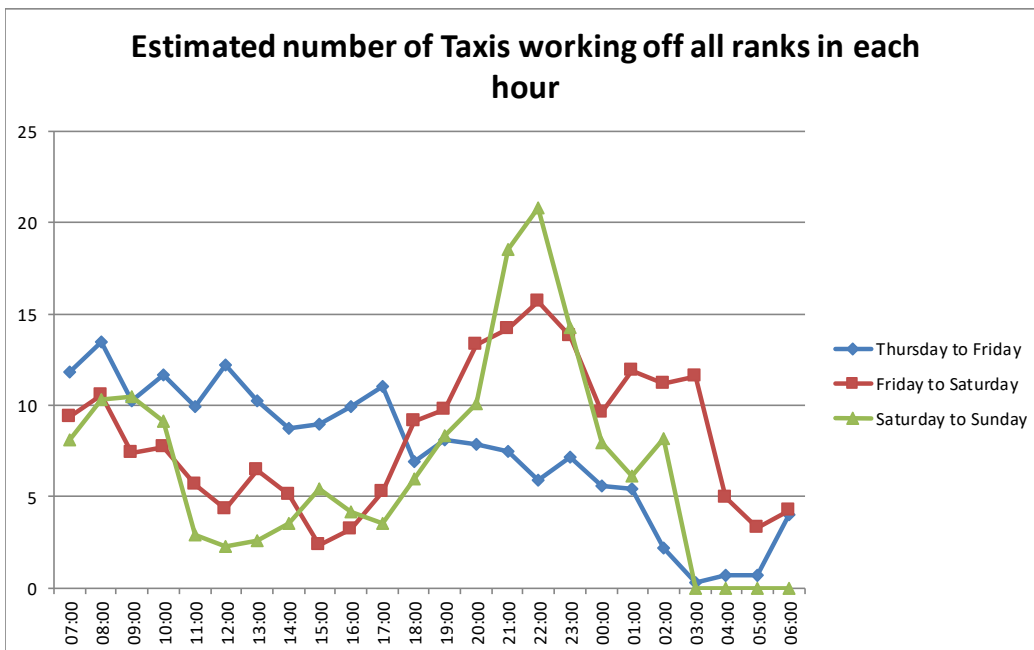


Figure 14 - Number of taxis working from the Oban rank each hour

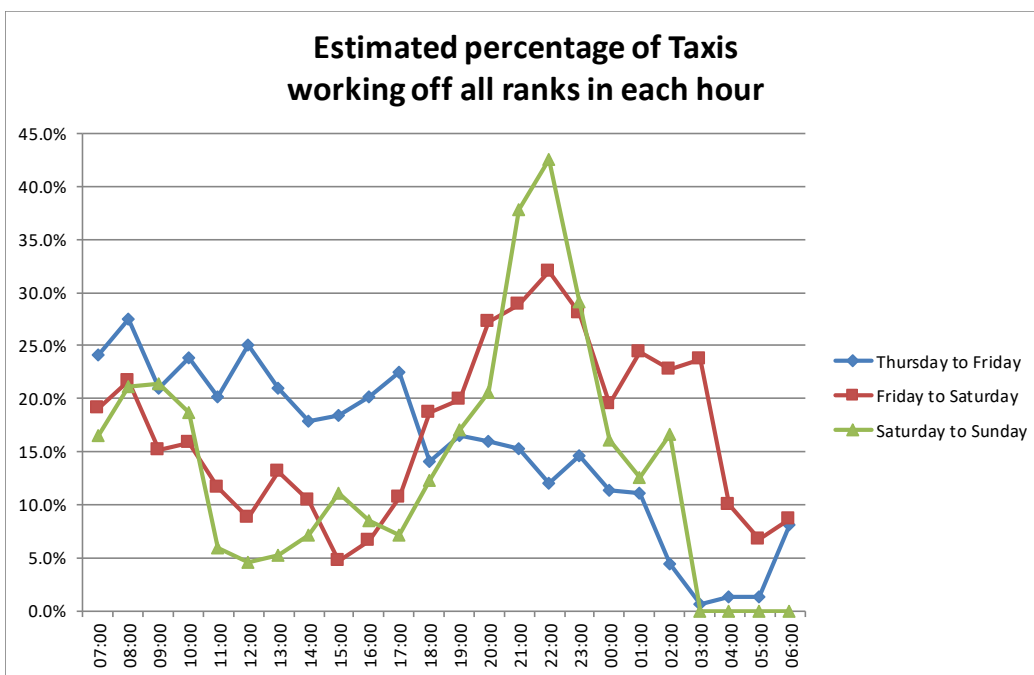


Figure 15 - Proportion of taxis working off ranks

The percentage of the fleet profile is based on 48 taxis operating from Oban. The proportion of taxis operating from the Oban rank on Saturday night, is high between 21:00 and 00:00. However, the proportion of vehicles visiting the rank after 00:00 dropped sharply. The drop in available taxis is a common feature of fleets which obtain a large proportion of hires from pre-booking.

8 Private Hire Car overprovision analysis

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

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

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

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

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

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

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

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

The approach adopted addressed the provisions set out above.

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

The private hire trade in the Oban, Lorn & The Isles zone is characterised by the following key features:

- The market for pre-booked hires is primarily services by taxis rather than private hire cars.
- Licensed vehicle pre-booked through a mixture of booking offices and direct telephone calls to drivers or owners.
- Taxi drivers commonly wait at taxi ranks between telephone bookings.

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

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

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

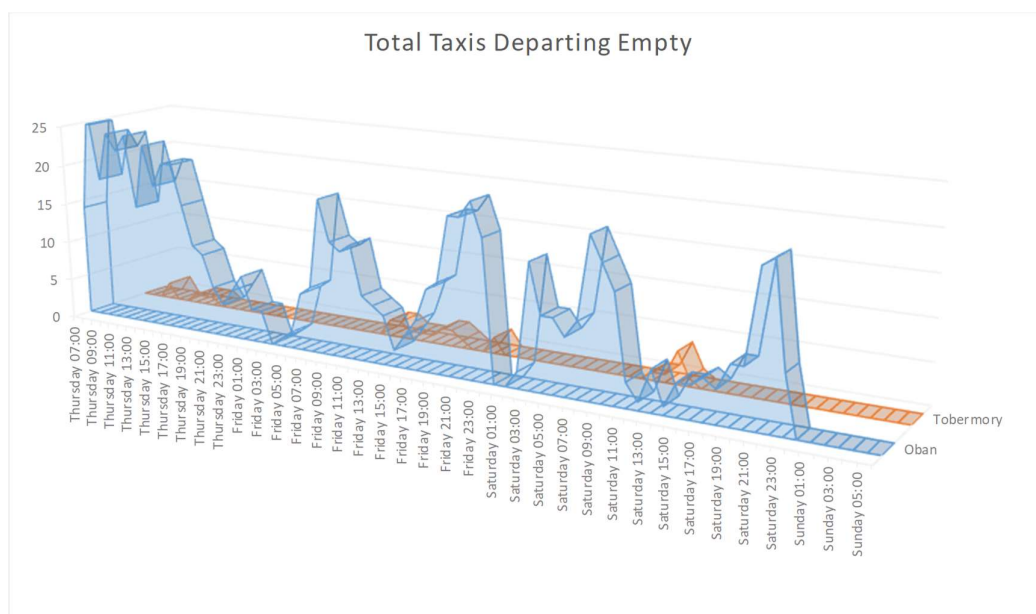


Figure 16 - Empty taxi departures indicating private hire activity profile

Most of the rank departures were empty vehicles.

Further comments and feedback received

The trade consultation indicated that the majority of hires were pre-booked hires, rather than rank hires. This is corroborated by the rank

survey results indicating that the majority of vehicle departures from the ranks are by empty vehicles. It is presumed that the majority of these empty departures were in response to a booking request.

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

Assessment of the level of provision

The majority of private hires (pre-booked hires) are fulfilled by taxis. Many of the taxis which undertake pre-booked hires, wait between hires at taxi ranks and leave the ranks empty, to fulfil the bookings. Therefore, data from the Oban rank can be used as a good indication of the level of availability of taxis for private hire work. On Mull, whilst there were some taxis observed waiting at the taxi rank in Tobermory, most of these left empty. The rank was unoccupied for most of the time, so the Tobermory rank activity is not a good indication of the level of private hire activity.

The following figure indicates the average time that vehicles spent waiting at taxi ranks. The wait time is significant at times, at the Tobermory rank. At the Oban rank, the wait times were generally lower and during periods of higher demand, vehicle waiting times were rarely more than 3 to 4 minutes.

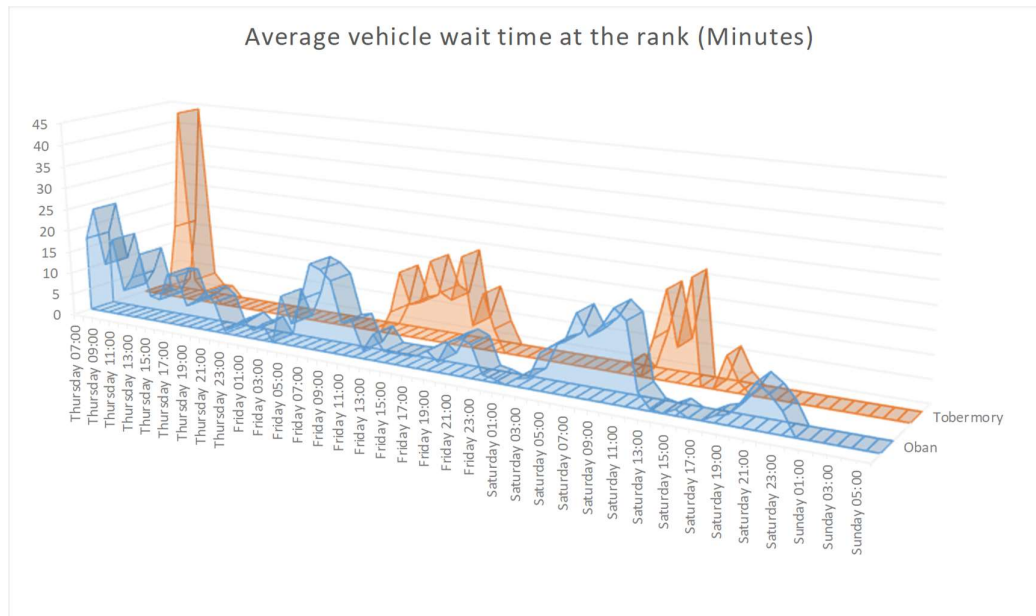


Figure 17 - Average vehicle waiting time at ranks

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

On Mull, public and stakeholder feedback suggested that there were no periods when the availability of a licensed vehicle for pre-booked hire, was restricted. However, in Oban, feedback consistently indicated that there was a shortage of supply on Friday and Saturday nights. The lack of availability was reflected in the availability of taxis at the rank in Oban. Feedback from the trade indicated that pre-booked hires take priority over servicing passengers waiting at the taxi rank, for some drivers. Consequently, it is likely that the low level of availability of taxis at the rank, late on Friday and Saturday night, was, in part at least, due to drivers servicing pre-booked hires and not returning to the rank between hires. Feedback from the public indicated that there was a shortage of capacity for pre-booked hires in Oban on Saturday night, along with the shortage of supply at the rank in Oban.

Based on observed data and feedback from stakeholders, the trade and the public, there are generally sufficient taxis and private hire cars available to meet demand on Mull. There didn't appear to be excessive spare capacity during peak demand periods, for example, no taxis waiting on Friday and Saturday nights, on Oban.

Stakeholder and public feedback indicated that there were periods when there were not sufficient licensed vehicles to meet demand for pre-booked hires in Oban. This was corroborated by rank data and feedback from the trade. However, the profile of demand was highly peaked and for the

majority of the week, there appears to be sufficient capacity available to meet demand.

There doesn't appear to be any requirement for additional private hire vehicles to meet current levels of demand on Mull. There is some requirement for additional capacity in Oban on Friday and Saturday nights. However, the levels of demand during other times through the week may not support many more licensed vehicles.

Current levels of licensed vehicle provision on Mull is high when compared with the population of the island. Much of the demand for licensed vehicles on Mull comes from visitors to the island, which may sustain the relatively high level of provision per 1,000 population. Whilst there are formal taxi ranks in Tobermory and at Craignure, the use of ranks was very low. Most taxi hires are made by direct pre-booking.

Whilst there appears to be adequate provision of licensed vehicles for private hire, on Mull, there is no evidence that there would be a public benefit associated with limiting the number of private hire cars operating on Mull. However, the seasonal variation in demand on Mull may discourage more people joining the trade on a full time basis. Consequently, it was determined that there was no overprovision of private hire cars on Mull.

In and around Oban, the majority of private hires are fulfilled by taxis. The limited wait times at the rank, for most periods, together with lack of supply during periods of peak demand, suggests that the supply of private hire cars is sufficient to meet demand for most of the time and insufficient to meet demand during peak demand periods. Consequently, it was determined that there was no overprovision of private hire cars in Oban.

There was no indication that there was overprovision of private hire cars in other areas of the Oban, Lorn and The Isles taxi zone. Therefore it was determined that for the Oban, Lorn and The Isles taxi zone as a whole, there was no overprovision of private hire cars.

9 Rank review

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

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

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

Oban Railway Station, Oban

Land use characteristics on the vicinity	The rank is close to the bus terminus, railway station and ferry terminal and sits alongside one of the main through road in Oban. The local buildings within 200 metres contain a mixture of shops, offices, licensed premises and residential properties. The proximity to shops and licensed premises, together with the adjacent transport interchanges, generate demand throughout the day and late into the evening.
Pavement width	The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis.
Shelter available	No shelter is available at this rank.
Suitability for loading passengers in wheelchairs	The taxis wait at the rank with the left side of the vehicle to the kerb. This presents no difficulties for able bodied passengers for boarding. There is ample room for ramps to be deployed for boarding wheelchairs.
Kerb height and distinction	Kerbs along the rank are lowered for the full length of the rank and are flush with the road surface. Kerb stones and paving stones are a different colour to the road surface, which helps the visually impaired to distinguish the kerb. Lowered kerbs can lead to difficulties for some people with mobility impairment boarding some models of wheelchair accessible taxis with high floors. Conversely, high kerbs, such as those used at bus stops, can present difficulties boarding saloon cars with low floors and low doors.
Lighting	The street is well lit.
CCTV coverage	The rank location is covered by Council CCTV cameras.
Visibility from other localities	The rank and waiting passengers are visible from the pier, adjacent licensed premises and along Station Road and Queens Park Place. Coupled with the busy nature of the location, it is likely that any passengers waiting at the rank will be visible to other pedestrians. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers.

Signage	The rank itself is not signed.
Markings	There are clear road markings to delineate the taxi rank.
Suitability of access and egress for taxis	Taxis can readily access the rank. Taxis can leave the rank from a middle position if required.
Posted hours of operation	There is no obvious signage to indicate the hours that the rank is operational.
Effective hours of operation	The rank was generally attended by taxis from 6:00 continuously through to 01:00 on Thursday/ Friday and from 6:00 to around 3:00 the following morning on Friday and Saturday.

Main Street, Tobermory

Land use characteristics on the vicinity	The rank is opposite the coop shop. There is no adjacent pavement. Vehicles are positioned perpendicular to the direction of the roadway. The local buildings within 200 metres contain a mixture of shops, offices, licensed premises and residential properties. Use of rank was variable and from time to time, other vehicles parked on the rank.
Pavement width	There is no pavement. However, there is generally sufficient space available for passengers to board vehicles.
Shelter available	No shelter is available at this rank.
Suitability for loading passengers in wheelchairs	For wheelchair users, a wheelchair accessible taxi may have to move to a location with more space, to deploy a ramp, depending on whether another vehicle is parked or waiting next to the wheelchair accessible taxi.
Kerb height and distinction	There are no kerbs at the rank.
Lighting	The street is well lit.
CCTV coverage	The rank location is not covered by Council CCTV cameras.
Visibility from other localities	The rank and waiting passengers are visible from along Main Street. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers.
Signage	The rank itself is not clearly signed. There were several advertising notices for local taxi and private hire firms, fixed to the harbourside railings adjacent to the rank.
Markings	There are faded road markings to delineate the taxi rank.
Suitability of access and egress for taxis	Taxis can readily access the rank. Taxis can leave the rank from a middle position if required.
Posted hours of operation	There was no signage indication operational hours or any waiting or loading restrictions.
Effective hours of operation	The rank was occasionally attended by taxis throughout each day.

Bus parking area, Craignure

Land use characteristics on the vicinity	The rank space is next to the pedestrian railing in a paved area between the car park for vehicles waiting to board the ferry and some bus stances. The rank space is close to the pedestrian route from arriving ferries. The principal generator of demand is likely to be arriving ferries.
Pavement width	The pavement is wide enough to enable pedestrians to pass intending passengers waiting for taxis or boarding taxis.
Shelter available	A shelter is available at this rank.
Suitability for loading passengers in wheelchairs	There is adequate space to board wheelchairs using a ramp.
Kerb height and distinction	There are no kerbs at the rank.
Lighting	The street is well lit.
CCTV coverage	The rank location is covered by CCTV cameras.
Visibility from other localities	The rank and waiting passengers are visible from along the adjacent roadway, bus stances and ferry terminal. The presence of other people within sight helps to provide an enhanced sense of security to waiting passengers.
Signage	The rank itself is not signed.
Markings	There are no markings to delineate the taxi rank. Advertising notices for taxi and private hire businesses are fixed to the adjacent pedestrian barrier.
Suitability of access and egress for taxis	Taxis can readily access the rank. Taxis can leave the rank from a middle position if required.
Posted hours of operation	There is no indication of operational times nor indeed, any indication that the space is designated as a taxi rank.
Effective hours of operation	The rank was unused during the survey observations. It is likely that any waiting taxis would seek to pick up passengers from arriving ferries. Therefore, operational times would be dependent on ferry arrival times.

Rank provision and suggestions for new ranks

Several suggestions were made for new ranks and several locations have been identified as locations used as informal ranks to service the economy. In order for a rank to be successful, it would be regularly attended by taxis waiting for passengers and in regular use by passengers, with good expectation of finding a taxi waiting at the rank, or

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

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

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

Corran Halls, Oban – The configuration of the roadway limits scope for creating a taxi rank. The location is not densely populated with trip generators, such as retailing, pubs and clubs, which would sustain a taxi rank. The location of the proposed new rank would be within close perimeter of the existing rank in Oban, meaning this could run as a circuit route. Unless one or two drivers chose to operate from this rank regularly, it is unlikely that a rank in this location could become established and taxis reliably found there.

North Oban – This location is a mainly residential area with guest houses mixed in. The location lacks the density of trip generators, such as retailing, pubs, clubs, restaurants and transport links, which would sustain a taxi rank. The population around this area is widely spread out so it would be unlikely there would be high demand for taxis. However, as a place for taxis to wait between pre-booked hires, a rank in this location could find favour with some drivers.

Tesco, Oban – There are parking spaces at the front of Tesco which could be re-designed as a taxi rank. Tesco is located at a retail space with other shops around but would be at a dead end road. The proposed new location is close by the existing Oban rank, so could potentially be a successful rank location on the basis of placement and trip generation. This location offers potential for part time use as a day time rank.

Access to the car park would not be on a route to the existing rank in Oban. The route to the car park would take several minutes to drive in and to drive out again if a taxi were to respond to a pre-booked hire. This may discourage attendance by taxis seeking a walk up hire from the new rank. Much of the surrounding area is occupied by small businesses and are unlikely to generate significant demand for a rank. Therefore, demand for a rank in this location is likely to be dominated by shoppers at the Tesco store. Given the prevailing habit of telephone booking of taxis along with private hire cars, it seems likely that shoppers would book a vehicle by telephone to be picked up and a taxi rank would not be required.

None of the suggested locations for new ranks are recommended for further consideration.

10 Summary, synthesis and study conclusions

Rank observations

Almost all rank activity was observed at the rank in Oban. The rank in Tobermory was used occasionally for taxis to wait. The rank at the ferry terminal at Craignure was never used by taxis.

The activity at the Oban rank followed a fairly typical profile for a town centre rank. There was a steady level of activity during the day on weekdays, with increased levels of activity in the evenings and the highest levels of activity observed on Friday and Saturday nights. Passenger waiting was observed over an extensive time period on Saturday night. Passenger waiting was also observed on Friday night, to a lesser extent. Despite the more apparent passenger queueing on Saturday night, the number of passengers hiring taxis on Friday night between 18:00 and 03:00 on was greater than the number of passengers over the same period on Saturday night. The difference may relate to suppression of demand on Saturday night, owing to lack of taxi availability to cater for the peak in demand.

There were not enough hires from the ranks to sustain the full fleet of all taxis, if they were all to operate from the ranks. A significant proportion of taxis obtain the majority of work from pre-booked hires. Some operate with multiple drivers covering different shifts. This operational practice makes good use of vehicle resources to cover peaks in demand. Despite the practice of multi-shifting of vehicles, there were not enough vehicles available on Friday and Saturday nights to cater for demand at the Oban rank. A minority of licensed vehicles are not active in the immediate hire market. Some vehicles are used intensively with multiple drivers operating multiple shifts on some days in some vehicles.

Public consultation

Feedback from the public regarding the services provided by taxis and private hire cars was mixed. Availability was felt to be poor on Friday and Saturday nights, but good at other times. Feedback regarding the services provided was somewhat critical of the appearance and hygiene of some drivers. There was some concern that the fares charged for journeys could vary for the same journey made on different occasions.

Key stakeholder views

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

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

users had a regular arrangement with a supplier and found services to be good.

Trade views

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

Private hire overprovision analysis

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

The assessment of private hire car overprovision takes account of availability of licensed vehicles for pre-booked hire. As the majority of pre-booked hires were fulfilled by taxis, the availability of taxis for hire from ranks, was a good indicator of the availability for pre-booked hire. The supply of licensed vehicles exceeded demand for most periods observed. However there was a shortfall of supply on Friday and Saturday nights. Feedback from the public confirmed that there were occasions on Friday and Saturday nights when licensed vehicles were not available for pre-booked immediate hires in Oban.

Whilst there was more than enough capacity to satisfy demand, for most of the time, the level of additional provision was not significant.

No public dis-benefit was associated with any overprovision of private hire cars. There was no identified benefit which could be associated with implementing a limit to the number of private hire cars. A modest increase in the provision of private hire cars is unlikely to result in a public disbenefit on Mull, in Oban or in other areas within the Oban, Lorn and The Islands taxi zone.

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

The rank review covered both existing ranks and proposals for new ranks. The rank in Oban handled almost all the rank based hires and the rank in Tobermory was barely used by passengers to hire taxis. The rank in Craignure was unused.

Locations were suggested for new ranks. These were evaluated and none were recommended for further consideration.

Evaluation

There was consistent evidence that people experience few difficulties when trying to book a licensed vehicle, except during peak demand periods late on Friday and Saturday nights.

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

The rank based analysis and public and stakeholder consultation indicated that passengers suffer some significant delays, over extended periods, waiting for taxis to arrive at the rank in Oban, during peak demand periods. However, passenger waiting was moderate during daytime hours. The assessment of unmet demand takes account of the profile of demand and when passenger delays occur, when determining whether unmet demand is significant. The results of the survey indicate that whilst there was unmet demand for taxis, the level was below that which was significant.

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

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

Members of the public are satisfied with daytime availability of licensed vehicle services. However, the appearance and hygiene of some drivers gave rise to lower ratings of these aspects of service.

11 Recommendations

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

There is no overprovision of private hire cars in any locality within the Oban, Lorn & The Isles zone.

Appendix A – Rank Survey Results

Total Passengers

Hour beginning	Oban	Tobermory	Craignure
Thursday 07:00	0	0	0
Thursday 08:00	3	0	0
Thursday 09:00	4	0	0
Thursday 10:00	2	0	0
Thursday 11:00	5	0	0
Thursday 12:00	12	1	0
Thursday 13:00	13	0	0
Thursday 14:00	7	0	0
Thursday 15:00	19	5	0
Thursday 16:00	2	0	0
Thursday 17:00	9	0	0
Thursday 18:00	11	0	0
Thursday 19:00	32	0	0
Thursday 20:00	24	0	0
Thursday 21:00	27	0	0
Thursday 22:00	42	0	0
Thursday 23:00	30	0	0
Friday 00:00	22	0	0
Friday 01:00	25	0	0
Friday 02:00	11	0	0
Friday 03:00	2	0	0
Friday 04:00	0	0	0
Friday 05:00	0	0	0
Friday 06:00	2	0	0
Friday 07:00	2	0	0
Friday 08:00	4	0	0
Friday 09:00	6	0	0
Friday 10:00	12	0	0
Friday 11:00	12	0	0
Friday 12:00	16	0	0
Friday 13:00	18	1	0
Friday 14:00	27	0	0
Friday 15:00	14	3	0
Friday 16:00	23	1	0
Friday 17:00	27	0	0
Friday 18:00	45	1	0
Friday 19:00	39	0	0
Friday 20:00	32	0	0
Friday 21:00	30	0	0
Friday 22:00	43	0	0
Friday 23:00	81	0	0
Saturday 00:00	125	0	0
Saturday 01:00	122	0	0
Saturday 02:00	94	0	0
Saturday 03:00	54	0	0
Saturday 04:00	7	0	0
Saturday 05:00	1	0	0
Saturday 06:00	2	0	0

Hour beginning	Oban	Tobermory	Craignure
Saturday 07:00	5	0	0
Saturday 08:00	7	1	0
Saturday 09:00	7	0	0
Saturday 10:00	3	0	0
Saturday 11:00	14	0	0
Saturday 12:00	18	1	0
Saturday 13:00	12	0	0
Saturday 14:00	30	0	0
Saturday 15:00	34	0	0
Saturday 16:00	31	2	0
Saturday 17:00	26	2	0
Saturday 18:00	52	1	0
Saturday 19:00	45	0	0
Saturday 20:00	42	0	0
Saturday 21:00	37	0	0
Saturday 22:00	42	0	0
Saturday 23:00	77	0	0
Sunday 00:00	62	0	0
Sunday 01:00	69	0	0
Sunday 02:00	83	0	0
Sunday 03:00	0	0	0
Sunday 04:00	0	0	0
Sunday 05:00	0	0	0
Sunday 06:00	0	0	0

Total taxis departing empty

	Oban	Tobermory	Craignure
Hour beginning			
Thursday 07:00	14	0	0
Thursday 08:00	27	0	0
Thursday 09:00	18	0	0
Thursday 10:00	24	2	0
Thursday 11:00	22	0	0
Thursday 12:00	24	0	0
Thursday 13:00	15	1	0
Thursday 14:00	23	1	0
Thursday 15:00	18	1	0
Thursday 16:00	21	0	0
Thursday 17:00	21	0	0
Thursday 18:00	16	0	0
Thursday 19:00	11	0	0
Thursday 20:00	10	0	0
Thursday 21:00	6	0	0
Thursday 22:00	4	0	0
Thursday 23:00	6	0	0
Friday 00:00	8	0	0
Friday 01:00	4	0	0
Friday 02:00	4	0	0
Friday 03:00	0	0	0
Friday 04:00	1	0	0
Friday 05:00	2	0	0
Friday 06:00	7	0	0
Friday 07:00	8	0	0
Friday 08:00	19	0	0
Friday 09:00	14	0	0
Friday 10:00	13	2	0
Friday 11:00	14	2	0
Friday 12:00	8	1	0
Friday 13:00	7	1	0
Friday 14:00	6	1	0
Friday 15:00	2	2	0
Friday 16:00	4	2	0
Friday 17:00	6	1	0
Friday 18:00	10	0	0
Friday 19:00	11	0	0
Friday 20:00	19	2	0
Friday 21:00	19	0	0
Friday 22:00	21	0	0
Friday 23:00	17	0	0
Saturday 00:00	0	0	0
Saturday 01:00	0	0	0
Saturday 02:00	2	0	0
Saturday 03:00	15	0	0
Saturday 04:00	9	0	0
Saturday 05:00	9	0	0
Saturday 06:00	7	0	0

Hour beginning	Oban	Tobermory	Craignure
Saturday 07:00	9	0	0
Saturday 08:00	19	0	0
Saturday 09:00	16	0	0
Saturday 10:00	13	1	0
Saturday 11:00	3	1	0
Saturday 12:00	1	4	0
Saturday 13:00	5	1	0
Saturday 14:00	1	0	0
Saturday 15:00	4	0	0
Saturday 16:00	4	0	0
Saturday 17:00	5	0	0
Saturday 18:00	4	0	0
Saturday 19:00	7	0	0
Saturday 20:00	7	0	0
Saturday 21:00	18	0	0
Saturday 22:00	19	0	0
Saturday 23:00	7	0	0
Sunday 00:00	0	0	0
Sunday 01:00	0	0	0
Sunday 02:00	0	0	0
Sunday 03:00	0	0	0
Sunday 04:00	0	0	0
Sunday 05:00	0	0	0
Sunday 06:00	0	0	0

Total number of taxis departing with passengers

Hour beginning	Oban	Tobermory	Craignure
Thursday 07:00	0	0	0
Thursday 08:00	3	0	0
Thursday 09:00	4	0	0
Thursday 10:00	2	0	0
Thursday 11:00	4	0	0
Thursday 12:00	9	1	0
Thursday 13:00	10	0	0
Thursday 14:00	5	0	0
Thursday 15:00	14	2	0
Thursday 16:00	2	0	0
Thursday 17:00	6	0	0
Thursday 18:00	8	0	0
Thursday 19:00	18	0	0
Thursday 20:00	12	0	0
Thursday 21:00	18	0	0
Thursday 22:00	25	0	0
Thursday 23:00	22	0	0
Friday 00:00	16	0	0
Friday 01:00	20	0	0
Friday 02:00	7	0	0
Friday 03:00	2	0	0
Friday 04:00	0	0	0
Friday 05:00	0	0	0
Friday 06:00	2	0	0
Friday 07:00	2	0	0
Friday 08:00	4	0	0
Friday 09:00	4	0	0
Friday 10:00	9	0	0
Friday 11:00	7	0	0
Friday 12:00	12	0	0
Friday 13:00	14	1	0
Friday 14:00	18	0	0
Friday 15:00	11	3	0
Friday 16:00	13	1	0
Friday 17:00	18	0	0
Friday 18:00	27	1	0
Friday 19:00	30	0	0
Friday 20:00	20	0	0
Friday 21:00	23	0	0
Friday 22:00	28	0	0
Friday 23:00	44	0	0
Saturday 00:00	48	0	0
Saturday 01:00	59	0	0
Saturday 02:00	47	0	0
Saturday 03:00	32	0	0
Saturday 04:00	6	0	0
Saturday 05:00	1	0	0
Saturday 06:00	2	0	0

Hour beginning	Oban	Tobermory	Craignure
Saturday 07:00	4	0	0
Saturday 08:00	7	1	0
Saturday 09:00	6	0	0
Saturday 10:00	3	0	0
Saturday 11:00	10	0	0
Saturday 12:00	10	1	0
Saturday 13:00	8	0	0
Saturday 14:00	19	0	0
Saturday 15:00	22	0	0
Saturday 16:00	21	1	0
Saturday 17:00	16	2	0
Saturday 18:00	26	1	0
Saturday 19:00	30	0	0
Saturday 20:00	30	0	0
Saturday 21:00	28	0	0
Saturday 22:00	30	0	0
Saturday 23:00	41	0	0
Sunday 00:00	31	0	0
Sunday 01:00	37	0	0
Sunday 02:00	48	0	0
Sunday 03:00	0	0	0
Sunday 04:00	0	0	0
Sunday 05:00	0	0	0
Sunday 06:00	0	0	0

Total number of taxis departing the ranks

Hour beginning	Oban	Tobermory	Craignure
Thursday 07:00	14	0	0
Thursday 08:00	30	0	0
Thursday 09:00	22	0	0
Thursday 10:00	26	2	0
Thursday 11:00	26	0	0
Thursday 12:00	33	1	0
Thursday 13:00	25	1	0
Thursday 14:00	28	1	0
Thursday 15:00	32	3	0
Thursday 16:00	23	0	0
Thursday 17:00	27	0	0
Thursday 18:00	24	0	0
Thursday 19:00	29	0	0
Thursday 20:00	22	0	0
Thursday 21:00	24	0	0
Thursday 22:00	29	0	0
Thursday 23:00	28	0	0
Friday 00:00	24	0	0
Friday 01:00	24	0	0
Friday 02:00	11	0	0
Friday 03:00	2	0	0
Friday 04:00	1	0	0
Friday 05:00	2	0	0
Friday 06:00	9	0	0
Friday 07:00	10	0	0
Friday 08:00	23	0	0
Friday 09:00	18	0	0
Friday 10:00	22	2	0
Friday 11:00	21	2	0
Friday 12:00	20	1	0
Friday 13:00	21	2	0
Friday 14:00	24	1	0
Friday 15:00	13	5	0
Friday 16:00	17	3	0
Friday 17:00	24	1	0
Friday 18:00	37	1	0
Friday 19:00	41	0	0
Friday 20:00	39	2	0
Friday 21:00	42	0	0
Friday 22:00	49	0	0
Friday 23:00	61	0	0
Saturday 00:00	48	0	0
Saturday 01:00	59	0	0
Saturday 02:00	49	0	0
Saturday 03:00	47	0	0
Saturday 04:00	15	0	0
Saturday 05:00	10	0	0
Saturday 06:00	9	0	0

Hour beginning	Oban	Tobermory	Craignure
Saturday 07:00	13	0	0
Saturday 08:00	26	1	0
Saturday 09:00	22	0	0
Saturday 10:00	16	1	0
Saturday 11:00	13	1	0
Saturday 12:00	11	5	0
Saturday 13:00	13	1	0
Saturday 14:00	20	0	0
Saturday 15:00	26	0	0
Saturday 16:00	25	1	0
Saturday 17:00	21	2	0
Saturday 18:00	30	1	0
Saturday 19:00	37	0	0
Saturday 20:00	37	0	0
Saturday 21:00	46	0	0
Saturday 22:00	49	0	0
Saturday 23:00	48	0	0
Sunday 00:00	31	0	0
Sunday 01:00	37	0	0
Sunday 02:00	48	0	0
Sunday 03:00	0	0	0
Sunday 04:00	0	0	0
Sunday 05:00	0	0	0
Sunday 06:00	0	0	0

Percentage of all taxis which leave the rank empty

Hour beginning	Oban	Tobermory	Craignure
Thursday 07:00	100%	0%	0%
Thursday 08:00	90%	0%	0%
Thursday 09:00	82%	0%	0%
Thursday 10:00	92%	100%	0%
Thursday 11:00	85%	0%	0%
Thursday 12:00	73%	0%	0%
Thursday 13:00	60%	100%	0%
Thursday 14:00	82%	100%	0%
Thursday 15:00	56%	33%	0%
Thursday 16:00	91%	0%	0%
Thursday 17:00	78%	0%	0%
Thursday 18:00	67%	0%	0%
Thursday 19:00	38%	0%	0%
Thursday 20:00	45%	0%	0%
Thursday 21:00	25%	0%	0%
Thursday 22:00	14%	0%	0%
Thursday 23:00	21%	0%	0%
Friday 00:00	33%	0%	0%
Friday 01:00	17%	0%	0%
Friday 02:00	36%	0%	0%
Friday 03:00	0%	0%	0%
Friday 04:00	100%	0%	0%
Friday 05:00	100%	0%	0%
Friday 06:00	78%	0%	0%
Friday 07:00	80%	0%	0%
Friday 08:00	83%	0%	0%
Friday 09:00	78%	0%	0%
Friday 10:00	59%	100%	0%
Friday 11:00	67%	100%	0%
Friday 12:00	40%	100%	0%
Friday 13:00	33%	50%	0%
Friday 14:00	25%	100%	0%
Friday 15:00	15%	40%	0%
Friday 16:00	24%	67%	0%
Friday 17:00	25%	100%	0%
Friday 18:00	27%	0%	0%
Friday 19:00	27%	0%	0%
Friday 20:00	49%	100%	0%
Friday 21:00	45%	0%	0%
Friday 22:00	43%	0%	0%
Friday 23:00	28%	0%	0%
Saturday 00:00	0%	0%	0%
Saturday 01:00	0%	0%	0%
Saturday 02:00	4%	0%	0%
Saturday 03:00	32%	0%	0%
Saturday 04:00	60%	0%	0%
Saturday 05:00	90%	0%	0%
Saturday 06:00	78%	0%	0%

Hour beginning	Oban	Tobermory	Craignure
Saturday 07:00	69%	0%	0%
Saturday 08:00	73%	0%	0%
Saturday 09:00	73%	0%	0%
Saturday 10:00	81%	100%	0%
Saturday 11:00	23%	100%	0%
Saturday 12:00	9%	80%	0%
Saturday 13:00	38%	100%	0%
Saturday 14:00	5%	0%	0%
Saturday 15:00	15%	0%	0%
Saturday 16:00	16%	0%	0%
Saturday 17:00	24%	0%	0%
Saturday 18:00	13%	0%	0%
Saturday 19:00	19%	0%	0%
Saturday 20:00	19%	0%	0%
Saturday 21:00	39%	0%	0%
Saturday 22:00	39%	0%	0%
Saturday 23:00	15%	0%	0%
Sunday 00:00	0%	0%	0%
Sunday 01:00	0%	0%	0%
Sunday 02:00	0%	0%	0%
Sunday 03:00	0%	0%	0%
Sunday 04:00	0%	0%	0%
Sunday 05:00	0%	0%	0%
Sunday 06:00	0%	0%	0%

Average vehicle wait time at the ranks

Hour beginning	Oban	Tobermory	Craignure
Thursday 07:00	17	0	0
Thursday 08:00	24	0	0
Thursday 09:00	12	0	0
Thursday 10:00	18	3	0
Thursday 11:00	6	18	0
Thursday 12:00	9	45	0
Thursday 13:00	15	5	0
Thursday 14:00	6	3	0
Thursday 15:00	5	3	0
Thursday 16:00	11	0	0
Thursday 17:00	12	0	0
Thursday 18:00	5	0	0
Thursday 19:00	6	0	0
Thursday 20:00	9	0	0
Thursday 21:00	7	0	0
Thursday 22:00	1	0	0
Thursday 23:00	2	0	0
Friday 00:00	4	0	0
Friday 01:00	2	0	0
Friday 02:00	4	0	0
Friday 03:00	0	0	0
Friday 04:00	11	0	0
Friday 05:00	5	0	0
Friday 06:00	11	0	0
Friday 07:00	19	0	0
Friday 08:00	18	0	0
Friday 09:00	16	0	0
Friday 10:00	7	5	0
Friday 11:00	8	15	0
Friday 12:00	2	8	0
Friday 13:00	6	8	0
Friday 14:00	3	18	0
Friday 15:00	3	11	0
Friday 16:00	3	10	0
Friday 17:00	3	20	0
Friday 18:00	4	5	0
Friday 19:00	2	13	0
Friday 20:00	7	5	0
Friday 21:00	8	0	0
Friday 22:00	7	0	0
Friday 23:00	1	0	0
Saturday 00:00	1	0	0
Saturday 01:00	0	0	0
Saturday 02:00	2	0	0
Saturday 03:00	2	0	0
Saturday 04:00	8	0	0
Saturday 05:00	10	0	0
Saturday 06:00	11	0	0

Hour beginning	Oban	Tobermory	Craignure
Saturday 07:00	17	0	0
Saturday 08:00	13	3	0
Saturday 09:00	15	0	0
Saturday 10:00	20	9	0
Saturday 11:00	17	19	0
Saturday 12:00	4	8	0
Saturday 13:00	1	23	0
Saturday 14:00	0	0	0
Saturday 15:00	1	0	0
Saturday 16:00	0	8	0
Saturday 17:00	0	3	0
Saturday 18:00	1	0	0
Saturday 19:00	2	0	0
Saturday 20:00	5	0	0
Saturday 21:00	9	0	0
Saturday 22:00	8	0	0
Saturday 23:00	5	0	0
Sunday 00:00	0	0	0
Sunday 01:00	0	0	0
Sunday 02:00	0	0	0
Sunday 03:00	0	0	0
Sunday 04:00	0	0	0
Sunday 05:00	0	0	0
Sunday 06:00	0	0	0

Number of passengers who had to wait at taxi ranks

Hour Beginning	Number of passengers who had to wait for a taxi to 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	8	25%
Thursday 20:00	0	0%
Thursday 21:00	0	0%
Thursday 22:00	0	0%
Thursday 23:00	0	0%
Friday 00:00	4	18%
Friday 01:00	0	0%
Friday 02:00	0	0%
Friday 03:00	0	0%
Friday 04:00	0	0%
Friday 05:00	0	0%
Friday 06:00	0	0%
Friday 07:00	2	100%
Friday 08:00	0	0%
Friday 09:00	0	0%
Friday 10:00	0	0%
Friday 11:00	0	0%
Friday 12:00	0	0%
Friday 13:00	0	0%
Friday 14:00	0	0%
Friday 15:00	15	88%
Friday 16:00	0	0%
Friday 17:00	0	0%
Friday 18:00	0	0%
Friday 19:00	0	0%
Friday 20:00	0	0%
Friday 21:00	0	0%
Friday 22:00	0	0%
Friday 23:00	20	25%
Saturday 00:00	138	100%
Saturday 01:00	44	36%
Saturday 02:00	0	0%
Saturday 03:00	0	0%
Saturday 04:00	0	0%
Saturday 05:00	0	0%
Saturday 06:00	0	0%
Saturday 07:00	0	0%
Saturday 08:00	0	0%
Saturday 09:00	0	0%
Saturday 10:00	0	0%
Saturday 11:00	7	50%
Saturday 12:00	12	63%
Saturday 13:00	10	83%
Saturday 14:00	8	27%
Saturday 15:00	0	0%
Saturday 16:00	0	0%
Saturday 17:00	4	14%
Saturday 18:00	0	0%
Saturday 19:00	0	0%
Saturday 20:00	0	0%
Saturday 21:00	0	0%
Saturday 22:00	0	0%
Saturday 23:00	75	97%
Sunday 00:00	51	82%
Sunday 01:00	67	97%
Sunday 02:00	81	98%
Sunday 03:00	13	0%
Sunday 04:00	0	0%
Sunday 05:00	0	0%
Sunday 06:00	0	0%