



# **Cambridge City Council Hackney Carriage Survey**

**Ian Millership**

**Licensing Committee  
Cambridge City Council  
Friday 11<sup>th</sup> January 2013**

## Introduction

- Team: Joe MacLaren Director  
Kris Beuret Disability Specialist  
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- Appointed: May 2012
- Public Consultations: June – August 2012
- Rank Surveys June 2012
- Trade Consultations: July 2012
- Licensing Committee: 11 January 2013

## **Overview**

- Fleet / Industry issues
- Rank activity
- Public questionnaire / consultation
- Trade & stakeholder consultation
- Disability issues
- Recommendations
- Questions

## Fleet / Industry Issues

- 293 hackney carriage vehicles (hcv) at time of report writing
- No limit since 2001
- 217 private hire vehicles (plus many from South Cambridge)
- Hcv fleet is 57% of total licensed vehicle fleet
- 61% of hackney fleet wheelchair accessible at time of survey
- 500 hcd – 1.73 per vehicle
- 2.4 hcv per thousand population – high provision

## Rank Activity

- 187 hours observed at ranks
- 4-week ATC at station
- NB – Station rank under private agreement including limit
- 44% passenger movements from Station rank
- 38% from St Andrews Street
- Significant over-ranking at St Andrews Street
- High volumes at both ranks dealt with very well
- Some use of Parkside, Bridge St and Market St ranks
- Just 1 passenger waited for hcv at station in three days
- 12.5% of passengers had waits at St Andrews Street
- Related to need for more space feeding rank

## Public Consultation

- Covers 410 public in streets of Cambridge
- Also covered Grafton Centre and Leisure Park
- 44% had used licensed vehicle in last 3 months
- 49% rank, 46% phone, 4% hail
- Good knowledge of ranks
- Less interest in new ranks, Market St / Bridge St daytime
- High level of satisfaction with service provided
- More want hackney carriages “to phone for”

## Stakeholder Consultation

- Supermarkets and hotels mainly used private hire services
- Clubs well-served by rank arrangements
- Marshals valued
- Greater Anglia very pleased with service to private rank
- Concern about potential loss of St Andrews Street rank

## Disability Issues

- Mystery shopper exercise
- Focussed disability survey of 100 disabled users
- 59% without car access
- Many used buses one way and licensed vehicle return
- Few hailed after experiencing being ignored
- Many tried to phone and failed to get appropriate vehicle but blamed this on 'hackney carriages'
- Vehicle provision generally satisfactory
- Diversity in vehicle types in fleet
- Don't abandon current vehicle type policy
- Review features needed by disabled
- Then issue consumer advice (information booklet)



## **Trade Consultation**

### **Trade consultation response poor**

#### **15 respondents told us:**

- 47% work longer hours now
- 27% rent vehicles
- 40% of vehicles shared
- In trade 11-14 years
- 56-70 hours worked per week – more on private hire side
- 53% work on private hire circuits adding 25% to work
- 51% of working hours waiting for fares

## Key Conclusions

- 1.7 million hc passengers per year (trade feel could be up to 5.7 million)
- Licensed vehicles often provide complementary service to buses (in on bus, home by licensed vehicle)
- Current licensed vehicle service critical to economy
- Unmet demand occurs but is not significant
- Two main ranks serve passengers very well
- Need more feeder spaces for St Andrews Street to reduce incidences of passenger waiting
- Potential to lose this rank must be opposed
- If numbers continue to rise, passenger focus will be lost

## Key Conclusions

- Current hc and ph fleets work well for City passengers
- Current drivers invest time and effort
- Trade needs encouragement in difficult times
- Current threats at St Andrews Street and Station are unnecessary pressure

## Associated Technical Recommendations

- Ensure St Andrew's Street rank remains
- Ensure it has sufficient feeder space
- Add rank in King's Parade
- Change Bridge Street to 24-hours
- Work with county to ensure licensed vehicle role in public transport is fully appreciated and encouraged
- Provide more information on active ranks
- Improve signing to central ranks where possible
- Guide for those needing disability access
- Driver disability awareness training
- Confidential 'improvement' line for customers



**Thank You.**

**Any Questions?**