

Cardiff Taxi Licensing Study 2019

Part 3: Operator and Stakeholder Attitude Survey

Cardiff Council

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Cardiff Taxi Licensing Study 2019: Part 3: Operators and Stakeholders Attitude Survey

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E Executive Summary

E. Executive Summary

- E.1 Cardiff Council (CC) controls the issuing of taxi licences in Cardiff. Following a previous study in 2010 where there was no evidence of significant unmet demand, the Council imposed a moratorium on the issue of new taxi licences. This restriction was left in place following studies that took place in 2013 and 2016.
- E.1 Under DfT Taxi and Private Hire Vehicle Licensing Best Practice Guidance, a new study is required at a maximum interval of three years when a quantity restriction is in place. A new study is now due.
- E.2 AECOM has been commissioned by CC to undertake this study, comprising of analysis of taxi activity in the city centre, and surveys to establish the attitudes of the public, trade, and key stakeholders. The study has been approached with consideration to the DfT's Best Practice Guidance throughout.
- E.3 The main objectives of the study are as follows:
- To identify the current level of demand for taxis within Cardiff;
 - To assess whether the supply of taxis matches the demand;
 - To better understand the operations of taxis and private hire vehicles in and around Cardiff; and
 - To identify areas of the service that could be improved.
- E.4 In order to meet these objectives six different surveys have been undertaken. These surveys are described in three separate reports, with one overriding report summarising all the information and drawing the key conclusions and making recommendations. The four reports are listed below:

Report	Surveys
Cardiff Taxi Licensing Study 2019: Part 1: Taxi Rank Operations and Public Attitude Survey	<ul style="list-style-type: none"> • Taxi rank observation survey • Public attitude questionnaire
Cardiff Taxi Licensing Study 2019: Part 2: Driver and Proprietor Attitude Survey	<ul style="list-style-type: none"> • Licensed driver questionnaire • Vehicle proprietor questionnaire
Cardiff Taxi Licensing Study 2019: Part 3: Operator and Stakeholder Attitude Survey	<ul style="list-style-type: none"> • Stakeholder online questionnaire • Operator online questionnaire
Cardiff Taxi Licensing Study 2019: Part 4: Summary Report	<ul style="list-style-type: none"> • Summary of the above surveys

- E.5 This report is the Operator and Stakeholder Attitude Survey which analyses the online survey results from stakeholders and licensed vehicle operators within Cardiff. Information collected from the surveys have been analysed to help determine the current level of service and market conditions in Cardiff.
- E.6 Of the thirty-seven stakeholders contacted for the study, sixteen responded. Ten respondents reported having direct interaction with the trade. There was a mixture of taxis and private hire vehicles (PHVs) used by stakeholders. Given the sample size the views expressed may not be representative of all stakeholders of the taxi industry in Cardiff, but give an indication of views across a cross-section of taxi user groups. There was no indication from the responses that taxi availability had decreased, with the majority indicating they felt availability had increased in the last three years.
- E.7 Two licensed operators responded to the online survey. The findings of these two operators will not necessarily be a true reflection of the wider industry and can only offer an indication of views, especially where the views differ. Both operators have taxis and PHVs in their fleet of vehicles. Both operators felt market conditions had become worse over the past 3 years and there were too many taxis on the road.

1 Introduction

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1.1 Background

- 1.1.1 Cardiff Council (CC) controls the issuing of taxi licences in Cardiff. Following a previous study in 2010 where there was no evidence of significant unmet demand, the Council imposed a moratorium on the issue of new taxi licences. This restriction was left in place following studies that took place in 2013 and 2016.
- 1.1.2 Under Department for Transport (DfT) Taxi and Private Hire Vehicle Licensing Best Practice Guidance¹, a new study is required at a maximum interval of three years when a quantity restriction is in place. A new study is now due.
- 1.1.3 AECOM has been commissioned by CC to undertake this study, comprising of analysis of taxi activity in the city centre, and surveys to establish the attitudes of the public, trade, and key stakeholders. The study has been approached with consideration to the DfT's Best Practice Guidance throughout.
- 1.1.4 The term 'Taxi' is commonly used to refer to both Hackney Carriages and Private Hire Vehicles (PHVs). However, for clarification, in this report the term 'Taxi' is used to refer to Hackney Carriages in line with the Law Commission report titled 'Taxi and Private Hire Services'². Where the report includes analysis that refers to PHVs, this will be clearly stated.

1.2 Study Objectives

1.2.1 The main objectives of the study are as follows:

- To identify the current level of demand for taxis within Cardiff;
- To assess whether the supply of taxis matches the demand;
- To better understand the operations of taxis and private hire vehicles in and around Cardiff; and
- To identify areas of the service that could be improved.

1.2.2 In order to meet these objectives six different surveys have been undertaken. These surveys are described in three separate reports, with one overriding report summarising all the information and drawing the key conclusions and making recommendations. The four reports are listed below:

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1.3 Overview and methodological approach

1.3.1 In line with 2010, 2013 and 2016 iterations of this study, AECOM has attempted to contact both licensed vehicle operators and key stakeholders in the city, to take part in the survey. In order to make the survey accessible and more attractive to potential respondents it was decided that an online approach would be used for this iteration of the consultation.

1.4 Report Structure

1.4.1 Following this introduction, the report is structured as follows:

¹ <https://www.gov.uk/government/publications/taxi-and-private-hire-vehicle-licensing-best-practice-guidance>

² <https://www.gov.uk/government/publications/taxi-and-private-hire-services>

- Section 2 presents a summary of the findings from the stakeholder engagement
- Section 3 summarizes the responses from licensed vehicle operators

2 Stakeholder Response Findings

2 Stakeholder Response Findings

2.1 Questionnaire structure

2.1.1 The stakeholder questionnaire introduced the survey and included the definition of Taxi and Private Hire Vehicles (PHVs) to help respondents distinguish between the two, and so qualify their organisation's use or their own personal use of Taxis and PHVs. The definition used for Taxis was 'also referred to as hackney carriages - black vehicle with white bonnet or all black London-style taxis, with a 'taxi' sign on roof which can pick up on-street, from taxi ranks and can also be hired out'. The definition used for Private Hire Vehicles (PHVs) was '*Can only be used for private hires; are unable to pick up on-street and must be pre-booked.*'

2.1.2 At the outset the survey gathered information about the respondent and the nature of their interaction with the local Taxi and PHV industry, what type of licensed vehicles they/their organization used and how well they rate services and service provision.

2.2 Stakeholder profile

2.2.1 37 stakeholders were contacted of which 16 responded (43% response rate). Table 2.1 summarises the type of organisation the respondents represent whilst Table 2.2 outlines the nature of the interaction with the taxi industry these respondents said they have.

Table 2.1 – Stakeholder profile by organisation type

Organisation type	Number
Local interest group	3
Hotelier	3
Transport operator	2
Visitor attractions	1
Other*	7
Total	16

*Other type of stakeholders include people using taxis for other business reasons and a crime reduction manager

Table 2.2 – Nature of interaction with industry – All respondents³

Nature of interaction	Number
I book vehicles for other people (i.e. colleagues or customers)	9
I use vehicles for business travel	8
I manage business contracts with Taxi and PHV operators	3
I manage taxi/PHV operations (e.g. taxi marshals)	2
Enforcement	1
No direct interaction	6
Other: contracts the Night Marshal service	1
Total	34 (Base: 16)

³ Multiple responses allowed

2.2.2 Respondents were asked to rate the quality of Taxis and/or PHVs across various metrics according to which ones their organisation uses. Table 2.3 shows the views of stakeholders about the vehicle appearance and while the low bases need to be considered, it is the internal cleanliness which shows the most difference with fewer respondents considering taxi internal cleanliness good compared to private hire vehicles.

Table 2.3 – Rating for Taxis and PHVs on aspects of appearance and cleanliness**

Rating:	Taxis			PHV		
	General appearance	External cleanliness	Internal cleanliness	General appearance	External cleanliness	Internal cleanliness
Very good	0	0	0	2	0	0
Good	8	8	6	6	9	8
Neither	5	5	4	4	3	2
Poor	1	2	2	0	1	0
Very poor	1	0	1	1	0	1
Don't know	1	1	3	2	2	4
Total**	16	16	16	15	15	15

**** Caution – very low response base means that results are indicative only.**

One respondent was not asked about PHVs

2.2.3 Generally speaking half the responding stakeholder organisations use taxis more frequently and the other half use PHVs more frequently. The reason for this is often need dependent.

'99% of requests are for short journeys and (guests) request of a local taxi' Hotelier

'We ring private hire companies, we don't flag them down on the street' Visitor Attraction.

2.2.4 Of those who use taxis more frequently the reasons for this, including difference in quality were reported as:

- Wheelchair accessibility;
- Close location of taxi rank; and
- Better presented drivers and customer service.

Whilst those who more frequently use private hire vehicles reported:

- Assured of a good service, good drivers, knowledgeable and safe;
- Fast reservation and reliability; and
- Well maintained vehicles.

However, there was a view held by some stakeholders that it was the driver, rather than the license they held which varied, whether the behaviour is positive or negative.

'they differ depending on the individual'

'Private Hire more polite but it does depend who you get'

'General customer service and behaviour in both witnessed to have been very poor'

2.2.5 Respondents were asked to rate the quality of Taxis and/or PHVs across various metrics according to which ones their organisation uses. Due to the low level of respondents the results in the table are indicative, but it can be inferred that there is no difference in ratings of Taxis and PHV, especially those who consider each factor to be very good or good. One difference is that more people feel Taxi drivers are less likely to give a good customer service compared to PHV drivers.

Table 2.4 – Rating for Taxis on aspects of customer service

Rating:	Taxis						
	Driving skills	Driver courtesy	Route knowledge within Cardiff	Route knowledge outside the Cardiff area	Customer service	Waiting time	Availability of taxis
Very good	1	0	1	1	0	2	3
Good	5	7	7	2	4	5	9
Neither	4	3	5	3	4	4	2
Poor	4	4	0	2	5	2	1
Very poor	0	1	0	0	2	0	1
Don't know	2	1	3	7	1	3	0
Total**	16	16	16	15	16	16	16

** Caution – very low response base means that results are indicative only

Table 2.5 – Rating for PHVs on aspects of customer service

Rating:	Private Hire Vehicles						
	Driving skills	Driver courtesy	Route knowledge within Cardiff	Route knowledge outside the Cardiff area	Customer service	Waiting time	Punctuality
Very good	1	1	0	0	0	1	0
Good	5	8	7	4	6	4	8
Neither	3	1	4	2	3	5	1
Poor	2	1	0	2	2	1	2
Very poor	0	1	0	0	0	0	1
Don't know	4	3	4	6	4	4	3
Total**	15	15	15	14	15	15	15

** Caution – very low response base means that results are indicative only

2.2.6 Table 2.6 shows there is no evidence based on the data that stakeholders perceive that using Taxis and PHVs in Cardiff is unsafe. Respondents were asked about their perception of taxi ranks, even if they did not use them.

Table 2.6 – Rating for Taxis and PHVs on aspects of safety

Rating:	Waiting at Taxi ranks in Cardiff	Travelling by Taxi	Travelling by Private Hire Vehicle
Very safe	1	1	4
Fairly safe	8	7	5
Neither	3	2	1
Fairly unsafe	3	0	0
Very unsafe	0	0	0
I don't do this	1	0	0
Total**	16	10	10

**** Caution – very low response base means that results are indicative only**

2.2.7 These views are echoed when the respondents were asked about safety for drivers and passengers in the taxi industry as a whole in Cardiff with half the respondents feeling safety for both drivers and passengers was good compared to those who felt it was poor (25% for passengers and 12.5% for drivers).

2.2.8 Respondents were asked about their experiences either using taxis and private hire vehicles as a disabled passenger or booking them on their behalf. Table 2.7 shows the numbers who have experience of this. Some respondents completed more than one task but overall 7 out of the 16 respondents have experiences from the perspective of disabled passengers.

Table 2.7 – Number of people booking Taxis/PHVs for a disabled passenger (including themselves)

Role in booking for passengers with disability	Number
Use and book taxis as a disabled passenger	2
Use and book private hire vehicles as a disabled passenger	2
Book taxis on behalf of disabled passengers	3
Book private hire vehicles on behalf of disabled passengers	6
Other*	8
Total	Base: 16

2.2.9 Table 2.8 shows the ease of booking both taxis and private hire vehicles and shows that whilst there's a mixed experience, more people find booking private hire vehicles easier.

Table 2.8 – How easy is it to book for a passenger with disabilities (including themselves)

Ease of booking	Taxi	PHV
Very easy / Fairly easy	2	4
Very difficult / Fairly difficult	2	2

2.2.10 One respondent couldn't say it was easy or difficult because it all depends whether a vehicle with wheelchair access is available at the time of booking.'

'It depends on the demand and whether there is a vehicle within the area to accommodate the guest and perhaps a wheel chair that does not fold down. We have had issues in the past where.... an accessible car with ramp access has not been available'. Hotelier

2.2.11 Each person provided detail to share why they felt it was easy or difficult and examples are shown below.

'(PHVs) are usually keen to provide relevant vehicles for your request especially if it includes wheelchair access while taxis often have no facilities working.' Local interest group

'The taxi firm is really accommodating and will send us the vehicle which meet the guests needs' Hotelier

'It's very difficult to find phvs to meet access requirements like hearing loops or full wheelchair access' Local interest group

'As I find it difficult to get into a high vehicle I very often find the step to assist this is not working if I go to a taxi rank in the city centre I have to wait for a lower vehicle to arrive and often the drivers waiting for fares on the rank are quite rude and try to insist that they are next to take a fare this could be quite upsetting for a frail person.'

2.2.12 Generally speaking stakeholders agree that fares and waiting times for taxis in Cardiff are reasonable, however the data indicates that respondents feel that there are times when Taxi drivers refuse fares.

Table 2.91 – Rating for Taxis on aspects of price and supply

Rating:	Fares seem reasonable for the journey undertaken	Waiting times for Taxis in Cardiff are reasonable	There is an adequate supply of Taxis in Cardiff at all times	It is easy to predict how much a journey by Taxi in Cardiff will cost	Taxi ranks are well publicised / sign posted and are easy to find	Taxi drivers never refuse a fare
Agree strongly	2	2	3	1	0	1
Agree slightly	3	4	5	3	1	0
Neither	4	3	1	2	5	2
Disagree slightly	1	0	0	3	3	4
Disagree strongly	0	1	1	1	1	3
Don't know	0	0	0	0	0	0
Total**	10	10	10	10	10	10

** Caution – very low response base means that results are indicative only

2.2.13 Stakeholders agree that waiting times and supply of PHVs is reasonable, whilst most stakeholders agreed that fares are reasonable and predictable, some stakeholders disagreed slightly with this, one respondent disagreed with both statements.

2.2.14 The three respondents who disagreed that private hire drivers never refuse a fare also disagreed that taxi drivers never refuse a fare.

Table 2.92 – Rating for PHVs on aspects of price and supply

Rating:	Fares seem reasonable for the journey undertaken	Waiting times for PHVs in Cardiff are reasonable	There is an adequate supply of PHVs in Cardiff at all times	It is easy to predict how much a journey by PHV in Cardiff will cost	Private hire vehicle drivers never refuse a fare
Agree strongly	2	2	3	1	2
Agree slightly	3	7	6	4	3
Neither	2	0	0	2	1
Disagree slightly	2	0	0	2	2
Disagree strongly	0	0	0	0	1
Don't know	0	0	0	0	0
Total**	9	9	9	9	9

**** Caution – very low response base means that results are indicative only**

2.2.15 The only person who felt there wasn't an adequate supply of Taxis at all times referenced the school run as times when availability was inadequate.

2.2.16 Stakeholders were asked if they had seen a change in the availability of taxis and private hire vehicles in the past three years and of the 13 times when the respondent stated that availability had increased or decreased only one person felt it had decreased and this was for both taxi and PHVs. Seven people felt availability had increased.

2.2.17 Stakeholders were offered the opportunity to discuss what the most important issues are for the taxi industry and any other views they had. The answers were varied and are provided in full in Appendix A. Other than issues raised in this report, e.g. accessibility for disabled passengers, the main themes are:

- Management of taxi waiting areas:
 - PHV parking whilst waiting for next passenger
 - Using bus stops as a rank because of volume of taxis
 - Compliance with night marshals
- Driver behaviour and appearance, vehicle appearance and reliability.
- Drivers who are based outside Cardiff with poor quality driving / knowledge
- Refusing fares (especially during events)
- Improved security / enforcement:
 - Internal cameras in a vehicle with audio
 - Driver training / test

2.2.18 Examples of the comments received are:

'Where the taxi's park, not using private area while waiting for a call for the next booking'

'The industry needs to address the ranking of taxis & PHVs in bus stops in the City Centre, and also bus lanes, caused by the massive increase in volume. For example, Lower St Mary Street bus stop, the main terminus for services whilst there is no bus station, is inaccessible after a certain time of an evening because of taxis ranked back from the Wood Street junction to the railway station'

'Taxis complying with night marshals, ranking correctly, refusing short fares on event day'

'Taxis parking / waiting and picking up in unsafe or inconvenient areas - eg. Mill Lane / St. Mary's St and Park Place outside Jury's car park / access area.'

'The behaviour of many taxi drivers is appalling.... obstruction of taxis across double yellow lines and in front of our (hotel) car park entrance with no success of change.....has resulted in inappropriate verbal behaviour by the drivers. This can be very intimidating and does not represent a great impression to Cardiff for guests visiting the city'

'I think that all taxi and private hire car drivers should dress 'tidy'

'It is not fair on local Cardiff drivers, registered in the City to have competition from drivers from outside the city e.g. Newport, Ponty etc. The drivers from outside Cardiff do not know the road systems and we already have too many taxis registered in Cardiff.'

'Drivers allowing others to drive taxis Private hire out of town drivers with little or no knowledge, some of the uber and ola cars are dirty and not maintained.'

'Taxi's from neighbouring areas (particularly Newport,) seem more aggressive as drivers, and I am aware that they do not have to pass the same rigorous tests as the Cardiff drivers, maybe they should have to take some of the Cardiff tests.'

'Private hire test of knowledge for out of town drivers'

'Internal cameras funded by the vehicle owner would increase perception of safety levels and raise customer service standards.'

2.2.19 One respondent made a proactive suggestion to improve driver customer service:

'Support for any future course to get drivers to be more ambassadorial about their city. Training and free tickets to some of the attractions to help them promote it to customers as a place to go and visit.'

3 Operator Response Findings

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3.1 Questionnaire Structure

- 3.1.1 AECOM worked with Cardiff Council to identify email contacts for seven licensed vehicle operators, to ensure that we were able to gain access to a representative of sufficient seniority within the business to be able offer an organizational response to the questionnaire.
- 3.1.2 The questionnaire covered the respondent's role within their organisation, the type(s) of vehicle operated (taxi and PHV – as defined in the stakeholder survey), the number of vehicles operated by type and the number of drivers. It also covered changes in the market, service provision and attitude and sentiment towards taxi/PHV operation in Cardiff. The questionnaire also covered the operator's commitment to making their fleet wheelchair accessible and low emission and gathered views on industry regulation.
- 3.1.3 7 operators were contacted and 2 responded (29% response rate).
- 3.1.4 The findings comprising this section of the report represent the view of two respondents within the industry and as such may not constitute a full reflection of the views of taxi operators in Cardiff.

3.2 Operator Findings

- 3.2.1 Both respondents operate both taxis and private hire vehicles in Cardiff.
- 3.2.2 The operators were asked for the breakdown of their custom across pick-ups from various locations/by various methods. As shown in Table 3.1 the bulk of custom comes through telephone bookings. Whilst the second operator is finding app bookings are increasing to 30% which is 10% higher than the highest reported bookings via apps in 2016.

Table 3.1- Customer type by operator interviewed

Customer type	Operator 1	Operator 2
Pick-ups hailed at designated ranks	0%	0%
Work gained through contracts	20%	5%
Booked by telephone (exclusive of contract work)	80%	60%
Booked through an app (exclusive of contract work)	0%	30%
Booked online/via email (exclusive of contract work)	0%	5%

- 3.2.3 The larger of the two operators stated they had increased the number of vehicles and drivers in the past three years.
- 3.2.4 Both operators felt market conditions had become worse over the past three years and both operators cited cross bordering as their main reason for this.

'Cardiff is now being used by neighbouring taxi drivers. Drivers from Newport, Bridgend, Cynon, all flooding into Cardiff and working as Cardiff taxi drivers on the Cardiff streets'

'Due to the intrusion of non-Cardiff licensed vehicles coming from other areas there has been less demand'

- 3.2.5 Table 3.2 summarises the responses to various questions about the market conditions and number of vehicles and taxi ranks in Cardiff.

Table 3.2- Summary of market conditions / industry information

Market condition	Operator 1	Operator 2
Changes in the past 3 years	Number of drivers decreased; No other changes	Number of taxis, phvs and drivers all increased
Market conditions for their business	Worse	Worse
Number of Taxis in Cardiff	Too many	Too many
Number of PHVs in Cardiff	Too many	Right amount
Adequate number of taxi ranks in Cardiff	No opinion	Disagree
Adequate number of taxis ranks in wider Cardiff	Agree	No opinion

3.2.6 The operators were then asked about their fleet, specifically wheelchair accessibility and low emissions as well their future plans. Table 3.3 shows the outcomes. Neither operator had plans to increase the proportion or number of vehicles with wheelchair access over the next six months but both operators agreed that they would plan to increase the number of vehicles with low emissions.

Table 3.3- Wheelchair accessibility and Vehicle Emissions

Vehicle proportions	Operator 1	Operator 2
Taxis which have wheelchair accessibility	100%	25-50%
PHVs which have wheelchair accessibility	Under 25%	Under 25%
Taxis with low emissions	Under 25%	Under 25%
PHVs with low emissions	25-50%	25-50%

3.2.7 One operator wanted to clarify their comments about wheelchair accessibility and emissions as follows:

‘(There needs to be) an understanding that the extent of wheelchair accessible vehicles requirement is not appropriate for the vast majority of customers nor the first choice for a wide range of ambulant or mobility difficulties, it is also environmentally un-friendly.’

3.2.8 The questionnaire also covered regulation with operators giving their views on vehicle standards from two perspectives, requirements and enforcement. Table 3.4 shows the views of the two operators.

Table 3.4- Vehicle Standards

Current standards	Operator 1	Operator 2
Vehicle quality requirements	They are not strict enough	They are not strict enough
Enforcement levels	They are not strict enough	They are not strict enough

3.2.9 When asked what would changes they would suggest about standards, whilst one operator did not offer an opinion, the other operator provided some thoughts.

‘National or regional powers for enforcement officers’.

‘Greater enforcement of plying for hire with ‘out of town’ vehicles’.

3.2.10 Other comments about the future of the taxi industry were offered and shown below.

‘Rural provision could be improved in the Private Hire sector by developing a form of licensed ‘community vehicle’ with special licensing incentives (with some restrictions). Taxis could be encouraged to provide an improved sub-urban and rural service by a managed incentives scheme with links to the wider transport infrastructure.’

‘Re-balance the wheelchair accessible vehicle fleet size by stipulating significantly higher environmental and vehicle quality standards on Hackney Carriage saloons and reducing the number of wheelchair accessible vehicles in a managed way’.

‘Offer a very low interest loan scheme to Taxi drivers who invest in the most modern environmentally friendly wheelchair accessible vehicles.’

4 Summary

4 Summary

4.1 Summary

Stakeholders

- 4.1.1 A total of sixteen stakeholders responded to the online survey, ten of which had direct interaction with the licensed vehicle trade. The respondents were from a mixture of organisations, including local interest groups, transport operators, visitor attractions and hotels.
- 4.1.2 Respondents used a mixture of taxis and PHVs most frequently, with around half the stakeholders booking for other people or for their own business travel.
- 4.1.3 There was an even mix of stakeholders that used taxis and PHVs and general vehicle standards were comparable for taxis and private hire vehicles and the main difference was internal cleanliness, with less respondents stating taxis are good for internal cleanliness compared to private hire vehicles.
- 4.1.4 The reasons taxis were preferred by those who used them more frequently than PHVs were wheelchair accessibility, access to taxi ranks and well-presented drivers with good customer service whilst those who used PHVs more than taxis felt they were assured of a good, safe service with a reliable and fast reservation service and well maintained vehicles. Other stakeholders felt it depended on the day and the driver whether the service could be considered good.
- 4.1.5 There was no indication from the responses that taxi availability had decreased, with the majority indicating they felt availability had increased in the last three years.
- 4.1.6 There was little difference in the results for taxis and PHVs when rated on customer service, appearance and cleanliness and safety, with overall results positive. Waiting times for vehicles were considered reasonable by most respondents.
- 4.1.7 Taxi rank locations were considered not easy to find with one respondent feeling they were easy to find and three feeling they were not easy however most respondents didn't have an opinion or did not know.

Operators

- 4.1.8 Two licensed operators responded to the online survey. The findings of these two operators will not necessarily be a true reflection of the wider industry and can only offer an indication of views, especially where the views differ. Both operators have taxis and PHVs in their fleet of vehicles and the majority of their work is telephone booking.
- 4.1.9 Both operators felt market conditions had become worse over the past 3 years and there were too many taxis on the road (there was a difference in opinion whether there were too many PHVs on the road).
- 4.1.10 Both operators felt vehicle quality requirements and enforcement levels were not strict enough and one operator suggested improvements such as national/regional powers for enforcement officers and more enforcement of vehicles based out of town plying for trade.

Appendix A

Organisation type	Suggestions for improvements
Hoteliers	Where the taxi's park, not using private area while waiting for a call for the next booking. Appearance of the driver. Paying by contactless payments Safer ways for lone passengers This applies to both.
Hoteliers	The behaviour of many taxi drivers is appalling. The hotel repeatedly speaks with For Cardiff and Licensing regarding the obstruction of taxis across double yellow lines and in front of our car park entrance with no success of change. In many occasions where the obstruction has caused issues with arriving guests either getting in to the car park or departing guests leaving the car park face to face conversations by hotel staff and guests has resulted in inappropriate verbal behaviour by the drivers. This can be very intimidating and does not represent a great impression to Cardiff for guests visiting the city. Location is by the New Theater on Park Lane.
Local Interest Group	Every driver for both should have a clearly displayed photo registration and a contact number to ring with any problems There should be a minimum standard of English spoken to prevent mistakes There should be regular monitoring and unannounced stop and checks
Local Interest Group	I think that all taxi and private hire car drivers should dress 'tidy' - I feel safer when the driver is wearing western style clothing - trousers / shirt / jumper - I do not propose uniforms or fitted jackets as that is not comfortable for driving and getting in and out of cars, loading the boot with luggage etc.. Taxi and Vehicle Hire drivers should obey the speed limits especially 20 mph in residential areas and should all be more respectful to cyclists especially when using 'bus lanes' or as I prefer to call them 'green lanes' reserved for buses, coaches, taxis and bicycles. It is not fair on local Cardiff drivers, registered in the City to have competition from drivers from outside the city e.g. Newport, Ponty etc. The drivers from outside Cardiff do not know the road systems and we already have too many taxis registered in Cardiff.
Local Interest Group	Accessible private hire vehicles
Transport operator	The industry needs to address the ranking of taxis & PHVs in bus stops in the City Centre, and also bus lanes, caused by the massive increase in volume. For example, Lower St Mary Street bus stop, the main terminus for services whilst there is no bus station, is inaccessible after a certain time of an evening because of taxis ranked back from the Wood Street junction to the railway station. This prevents disabled customers from accessing level boarding facilities to low floor buses. Buses also need to use the Westgate Street stops of a Friday and Saturday evening when Lower St Mary Street is closed for pedestrian safety. However, taxis & PHVs then rank in the bus lane & road here, again preventing access or even blocking buses into the stop. The volume & enforcement, mainly of the PHV industry to ensure they comply with the appropriate pre-booking legislation, needs to be addressed.
Transport operator	In terms of PH I believe they need to improve the quality of the service provided. Too many come to the city looking for a quick buck. In terms of Taxis then these are very poor. They appear unregulated in all areas, vehicle safety, driver ability and pricing. They regularly flout road traffic laws, doing U turns, blocking roads and bus lanes, park where they want and believe they have every right to do this. The taxis themselves appear very untidy and do not inspire confidence that the safety of the customer is at the forefront of their thinking. Compliance is second to profit.

Organisation type (cont.)	Suggestions for improvements
Other	Reliability of vehicles. Overall appearance of drivers. Overall appearance and cleanliness of vehicles. Tackle culture of refusing short distance fares. Better management of vehicles at waiting stands. Dealing with rogue taxi drivers. Improved standards of customer care for taxi drivers.
Other	As a wheelchair user and being reliant on accessible taxis, one of the most important issues for me is ensuring drivers are competent in handling wheelchair users. I have experienced being tipped out of my wheelchair on numerous occasions. Another issue is ensuring drivers are willing to pick up disabled users. Whilst there are many accessible taxis within the city many drivers are unwilling to pick up wheelchair users. This has been an ongoing issue for many years.
Other	Private Hire Vehicles are usually polite and seem to have a better knowledge. Taxi's seem to want to take the longest way around to make the fare more expensive, they do not get out of the drivers seat to help if thier fare needs a hand.
Other	both sorts need more wheelchair accessible vehicles
Other	To clamp down on taxis being licensed from outside the Cardiff Council area but trading in the city thus creating oversupply. Taxis parking / waiting and picking up in unsafe or inconvenient areas - eg. Mill Lane / St. Mary's St are and Park Place outside Jury's car park / access area.
Other	Taxis complying with night marshals, ranking correctly, refusing short fares on event days. Drivers allowing others to drive taxis Private hire out of town drivers with little or no knowledge, some of the uber and ola cars are dirty and not maintained.

