

## 10 Summary and Conclusions

### 10.1

#### *Introduction*

#### 10.1.1

Halcrow has conducted a study of the hackney carriage market on behalf of Southampton CC. Halcrow has the benefit of over 20 year's experience of research in the taxi market, in which the first survey undertaken by Halcrow for Southampton City Council was done in 2005.

#### 10.1.2

The present study has been conducted in pursuit of the following objectives:

- to identify whether or not there exists a significant unmet demand for hackney carriage services in Southampton; and
- to recommend the increase in licences required to eliminate any significant unmet demand.

#### 10.1.3

This section provides a brief description of the work undertaken and summarises the conclusions and implications for regulatory policy.

### 10.2

#### *Significant Unmet Demand*

#### 10.2.1

The 2008 study has identified that there is evidence of significant unmet demand for hackney carriages in Southampton. This conclusion is based on an assessment of the implications of case law that has emerged since 2000, and the results of Halcrow's analysis.

#### 10.2.2

On this basis the authority has discretion in its hackney licensing policy and may either:

- **continue to limit the number of vehicles. The recommendation of this report is to set the limit at 282. The current limit is 263;**
- issue any number of additional plates as it sees fit, either in one allocation or a series of allocations; or
- remove the limit on the number of vehicles and allow a free entry policy.

### 10.3

#### *Consultation – Public*

#### 10.3.1

Key results from the Public Attitude Survey can be summarised as:

- 39.1% of respondents hired their taxi by either flagdown or at a rank;

- high levels of satisfaction with delay on last trip – flagdown hirings provide the highest level of satisfaction;
- some 4.7% of respondents had given up trying to obtain a vehicle by rank or flagdown;
- some 94.6% of respondents feel that taxi service in Southampton could be improved (need to be cheaper);
- majority of respondents (99.5%) felt safe using taxis during the day;
- some 22.3% of respondents felt unsafe using taxis at night; and
- some 33.6% of respondents were satisfied with rank provision.

#### 10.4

##### 10.4.1

#### ***Consultation – Trade Survey***

Key findings from the survey can be summarised as follows:

- Approximately half of both trades have been involved in the Southampton trade for over 10 years;
- Over half of both hackney carriage and private hire typically carry disabled passengers 1-5 times a week;
- Some 69.4% of hackney carriage respondents and 69.3% of private hire respondents stated that they felt unsafe some of the time working at in Southampton;
- Some 67.2% of hackney carriage drivers stated that they would work more hours if Southampton City Council de restricted.