

# Appendix A: Taxi Market Research



# TAXI RESEARCH

Transport & Technical Services  
December 2010

## Street Surveys

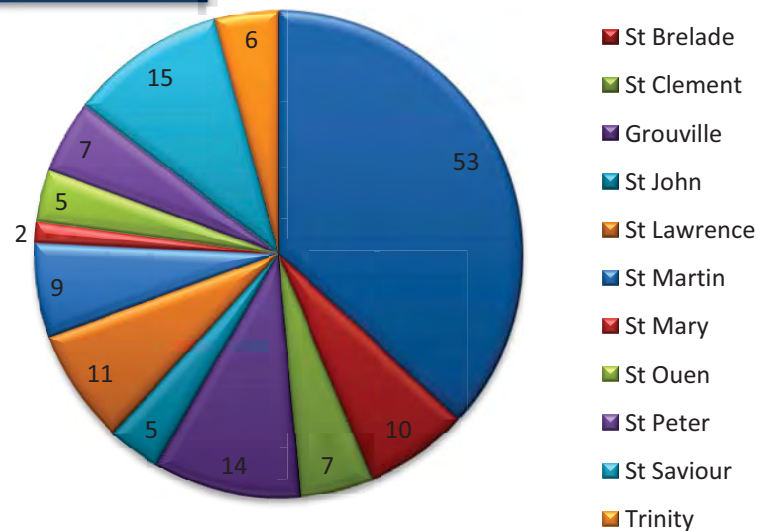


*The survey was conducted by*  
**The Marketing Bureau Ltd**  
**15 -17 New St, St Helier, Jersey**  
**01534 504800**

# Street/Public Survey

A survey was conducted on the street approaching the general public. Two locations were chosen, St Helier where 150 surveys were conducted and Les Quennevais St Brelade where 50 surveys were conducted. The questions were to determine the general opinion of the taxi services, rates and information with regards to complaints and how the taxi service can be improved.

St. Helier



## Residents and parish

Out of 150 people surveyed, 144 were residents of Jersey and 6 were visitors.

St. Brelade

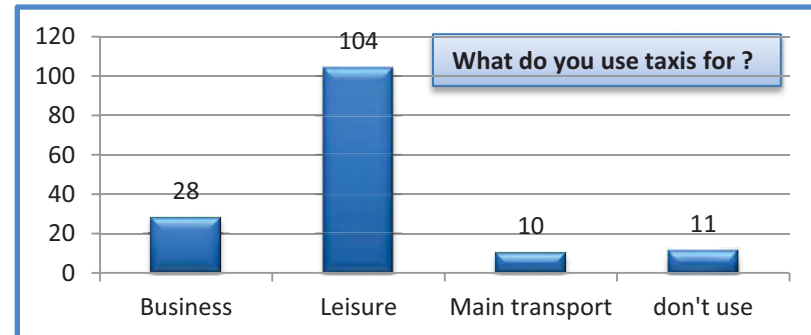
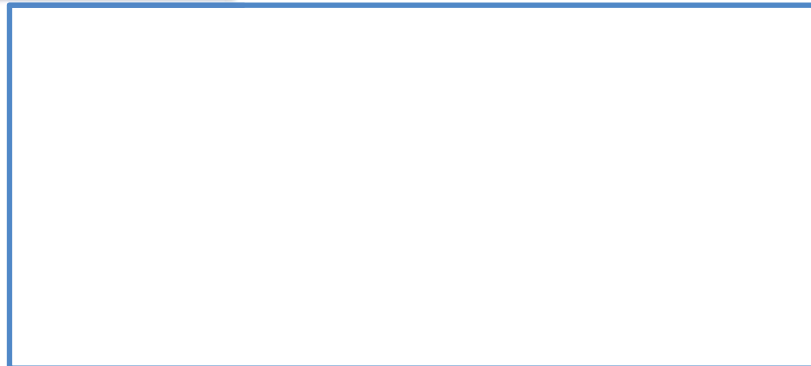
## Residents and parish

Out of 50 people surveyed, 49 were residents of Jersey and 1 a visitor.

# Street/Public Survey

## Use of taxis

### St. Helier



Do you find it easy to get a taxi ?

### St. Brelade



Did you find it easy to get a taxis ?

# Street/Public Survey

Did the public know the difference between Rank & Restricted cabs ?

Information was obtained from the public if they new the difference between Rank and restricted cabs and which they thought were cheaper.

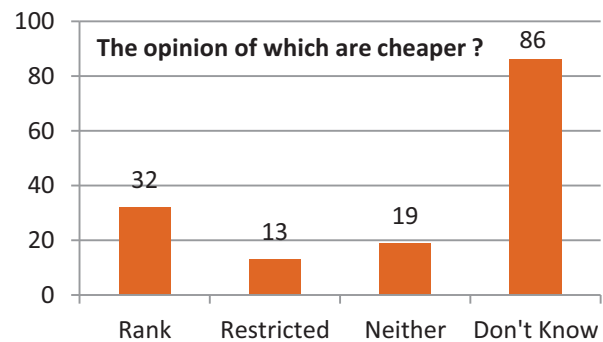
## St. Helier

Difference between Rank & Restricted

34%

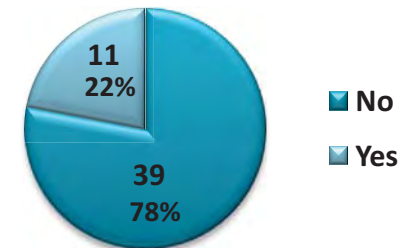
66%

Most common reasons for the differences where ;  
Restricted have to book and rank you can't book  
but can flag down

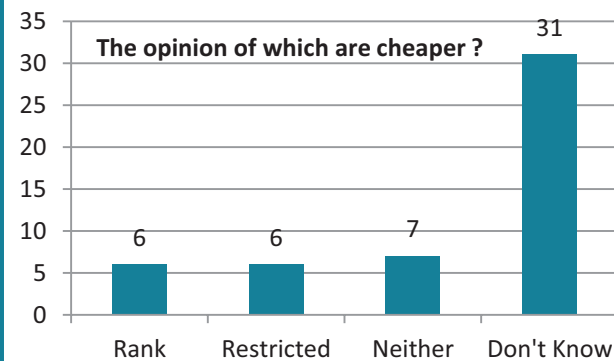


## St. Brelade

Difference between Rank & Restricted



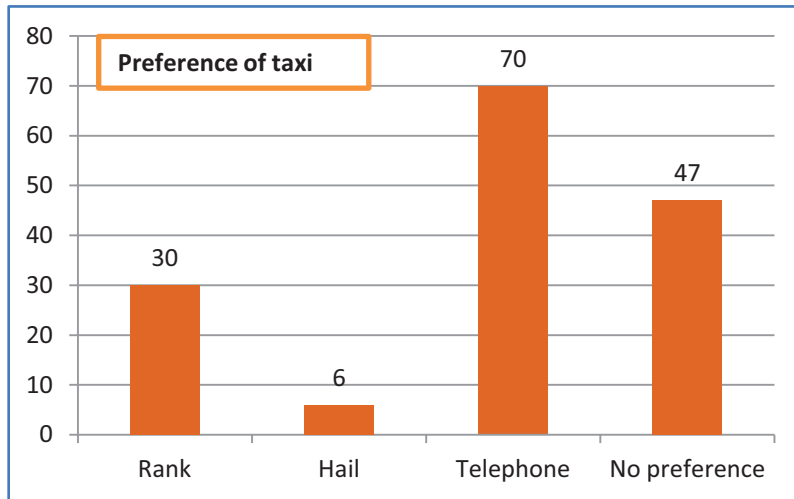
Only a small number of people knew the  
differences which were - Restricted have to book  
and rank you can't book but can flag down  
78% of people surveyed did not know the  
difference.



# Street/Public Survey

## Preference of taxis.

### St. Helier



#### Reasons.

##### **Rank**

Easier and more convenient  
Can get one when ready  
Cheaper

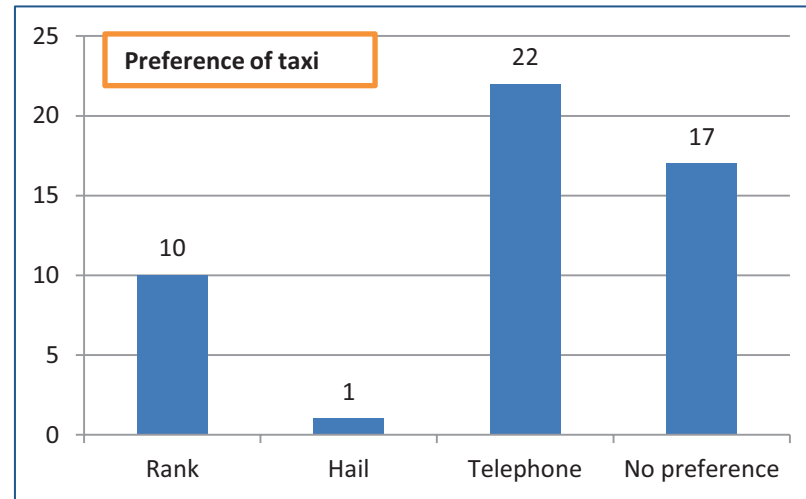
##### **Hail**

Easier and no queuing

##### **Telephone**

Guarantee to turn up  
On time for airport or for appointments  
Reliable to turn up & get to know one company

### St. Brelade



#### Reasons.

##### **Rank**

Easier and more convenient  
Can get one when ready  
Cheaper

##### **Hail**

Easier and no queuing

##### **Telephone**

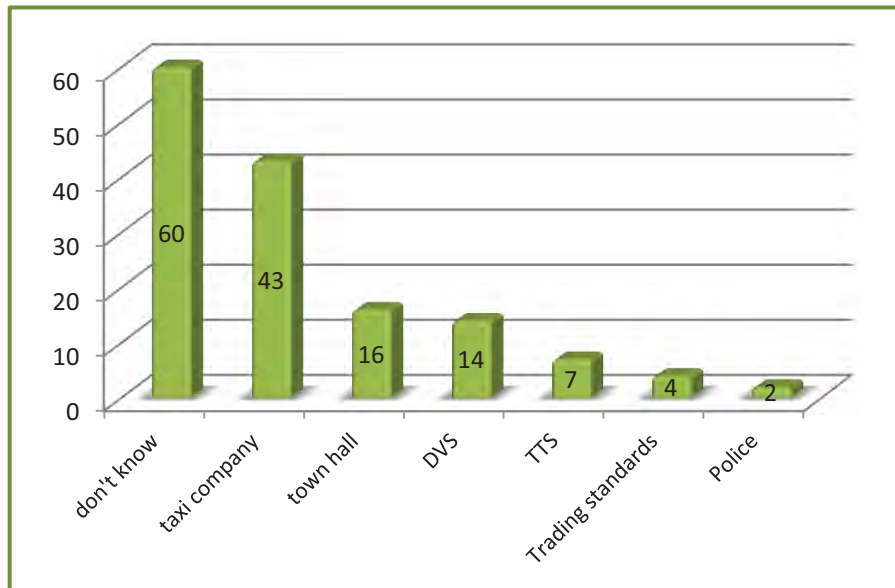
Guarantee to turn up  
On time for airport or for appointments  
Reliable to turn up & know get one company

# Street/Public Survey

Complaints department – Do people know where to make a complaint ?

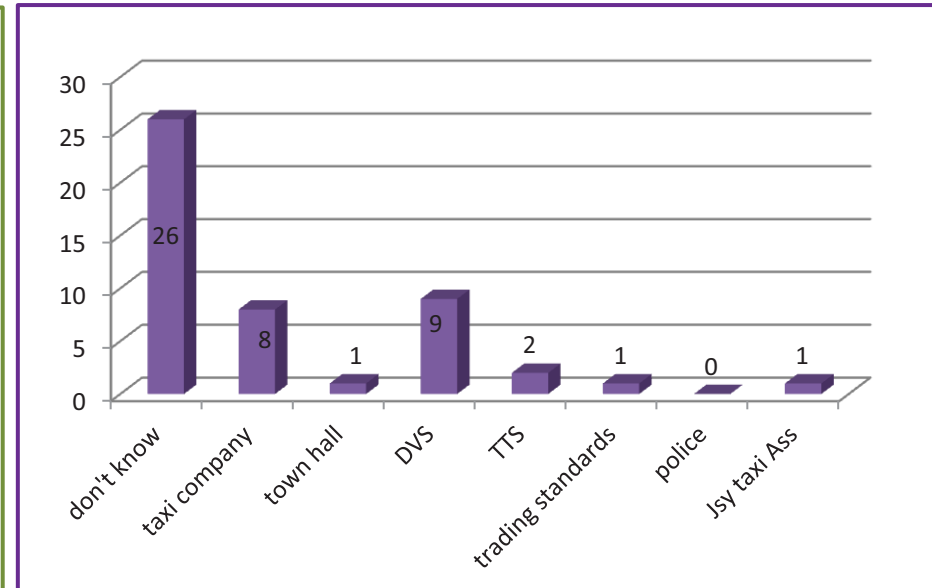
We asked the public that if they had a complaint about a taxi service/driver who would they complain/report to ?

## St. Helier



41% did not know where to complain.  
 29.45 % Chose the taxi company  
 10.96% Chose Town Hall  
 10% Chose DVS  
 4.79% Chose TTS  
 2.74% Chose Trading standards  
 1.37% police

## St. Brelade



52% did not know where to complain.  
 18% Chose DVS  
 16% Chose the taxi company  
 4% Chose TTS  
 2% Chose town Hall , Trading standards and Jersey Taxi Association  
 0% police



# Street/Public Survey

## Improvements to Taxi Service

St. Helier

St. Brelade

### Comments for both areas

One pricing policy for all  
Already good service  
Very expensive - better bus service would encourage them to lower prices  
Central reservation points  
Need More ranks around town  
Very good services but expensive  
Reduce cost. Drivers vary some are rude and unhelpful  
Consistent level of driver courtesy.  
One pricing policy and cheaper fares  
More taxis needed at night  
Help with baggage at airport/ Open doors/assist disabled people driver more polite  
Too expensive.  
Too much difference in price. Should be same price for same journey time.

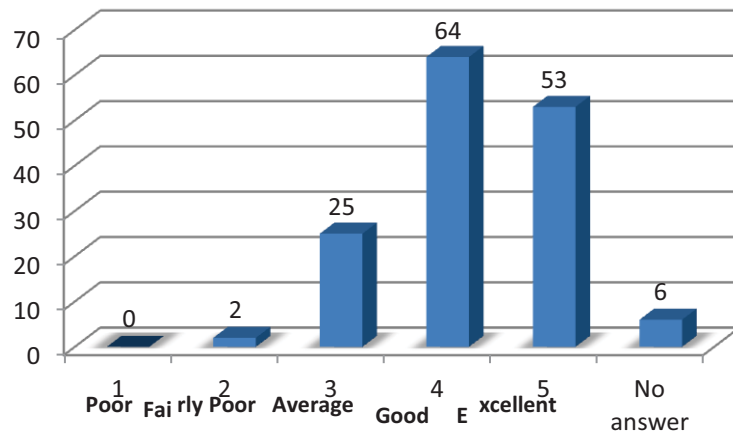
# Street/Public Survey

General Service of the opinion of the public

## St. Helier

### Value for Money

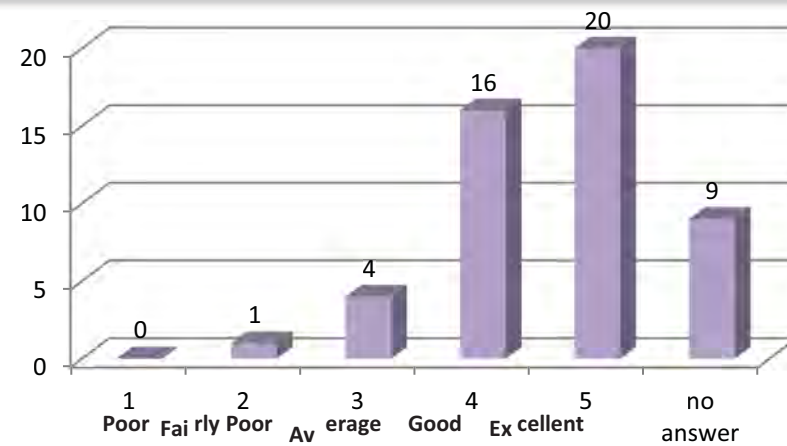
Poor Fairly Poor Average Good Excellent



### Condition of taxi

## St. Brelade

### Value for Money



### Condition of taxi

# Street/Public Survey

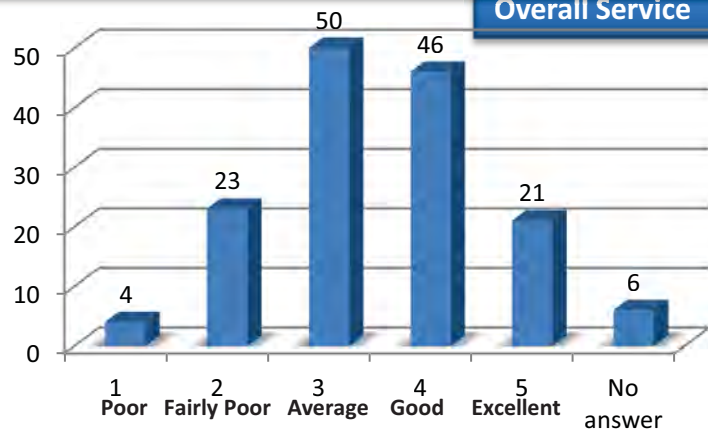
General Service of the opinion of the public

St. Helier

Driver Image

Poor Fairly Poor Average Good Excellent

Overall Service



St. Brelade

Driver Image

Poor Fairly Poor Average Good Excellent

Overall Service

Poor Fairly Poor Average Good Excellent

# Street/Public Survey

## QUESTIONNAIRE

1. Gender?

2. Age?

3. Are you a car owner?

4. Are you a Jersey resident?

5. How often do you use taxis?

6. What do you mainly use taxis in Jersey for?

7. Do you find it easy to get a taxi in Jersey when you need it?

8. Do you know the difference between rank and restricted taxis? *(if yes please state)*

9. Which taxis do you believe are cheaper? *(Prompt answers)*

10. Do you prefer to use taxi ranks, hail on street or make a telephone booking (restricted)?

11. In terms of value for money, how do you rate Jersey taxis? (5= excellent, 1=poor)

12. In terms of condition of vehicle, how do you rate Jersey taxis? (5= excellent, 1=poor)

13. In terms of driver's image, how do you rate Jersey taxis? (5= excellent, 1=poor)

14. In terms of overall service, how do you rate Jersey taxis? (5= excellent, 1=poor)

15. If you had a complaint about a taxi service, who would you contact?

16. How could taxis in Jersey improve their service?

# TAXI RESEARCH

Transport & Technical Services  
December 2010

## AIRPORT ACTIVITIES

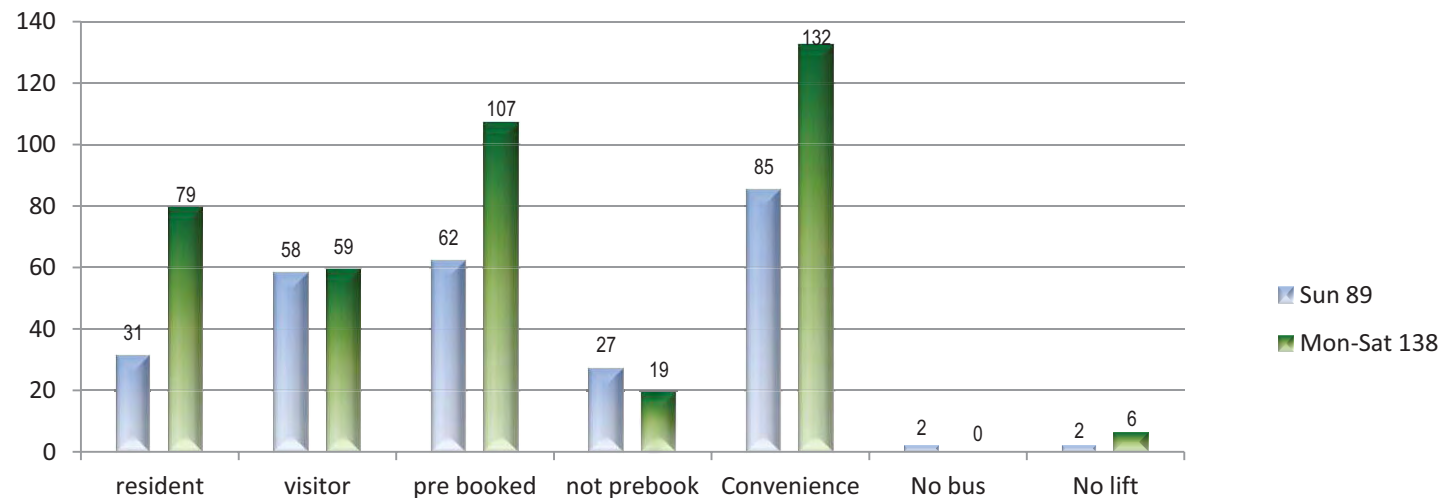


*The survey was conducted by*  
**The Marketing Bureau Ltd**  
**15 -17 New St, St Helier, Jersey**  
**01534 504800**

# Jersey Airport

A survey was carried out in both arrival and departing passenger areas to determine the level of service by taxi companies.

**Departures** - Passengers disembarking taxis were asked to participate in a brief survey regarding their journey to the airport. This included recording the type of taxi and company, the general service and cost comparisons.



## SUMMARY

Total no. of passengers 227

48.5% were residents and 51.5% were visitors

74% were pre booked taxis

The main reason for using taxis was convenience at a massive 95%

# Jersey Airport

The taxi plate colour and company was recorded for each journey.

SUNDAY	MON - SAT
Taxi A	Taxi G
Taxi B	Taxi H
Taxi C	Taxi I
Taxi D	Taxi B
Taxi E	Taxi C
Taxi F	Taxi D
	Taxi E
	Taxi F

## SUMMARY

On average over Monday to Sunday the following was determined;

### No. of Coloured Plates;

White	
Red	46
Yellow	67

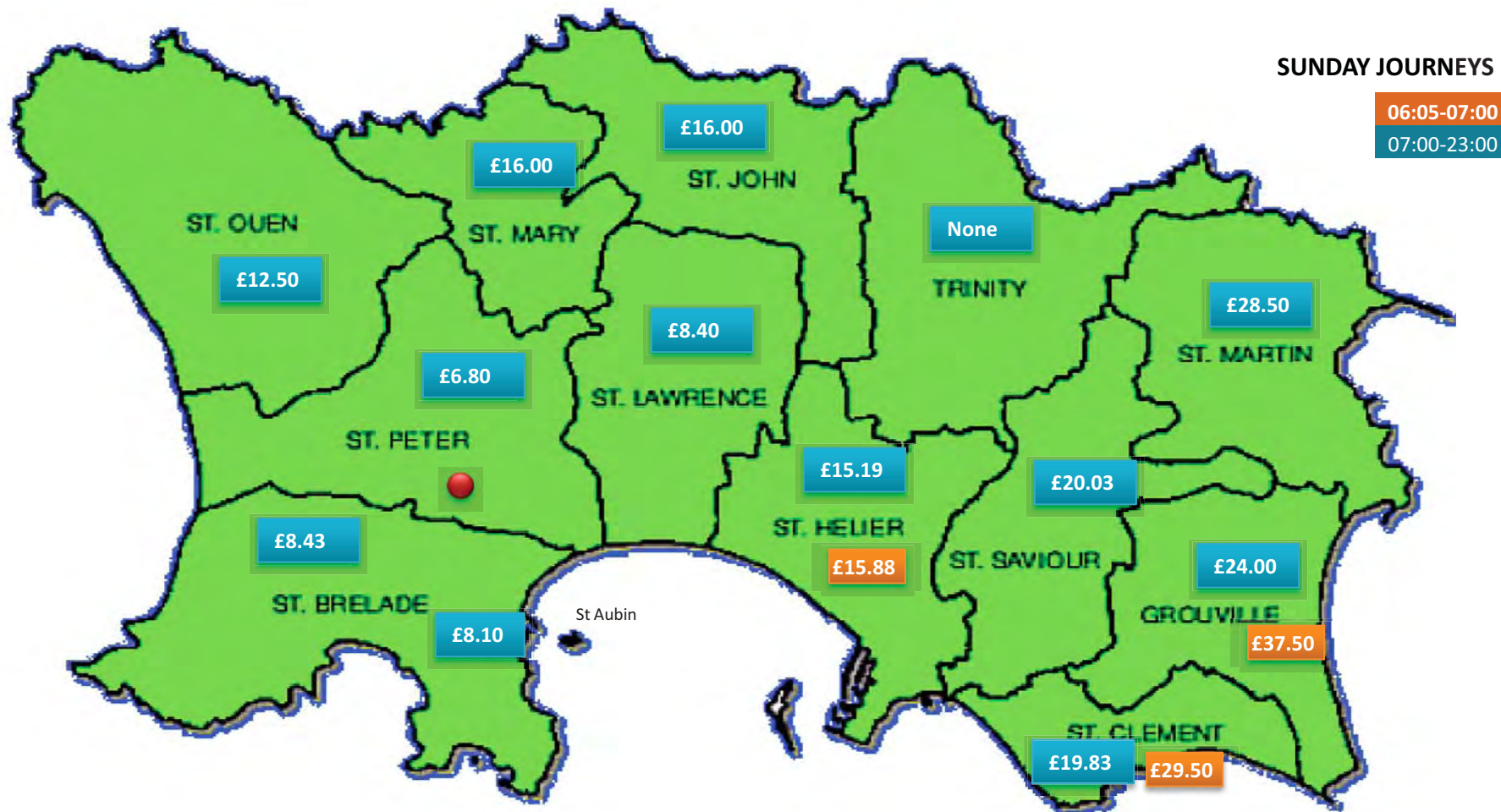
### Taxi companies;

Taxi C	
Taxi F	
Taxi D	
Taxi B	39

With the rest being only one journey and 5 don't know.

# Jersey Airport

The journey of each passenger was recorded in respect of where they started their journey, the cost and the time they travelled. Rates shown are an average of the rate charged.



Snap Shot



# Jersey Airport

The journey of each passenger was recorded in respect of where they started their journey, the time band the average cost, the highest and lowest costs and the taxi companies.

SUNDAY	Parish	Average	Highest	taxi	Lowest	taxi
	Grouville	£37.40	£37.40	Taxi D	£37.40	Taxi A
0605-0700	St Clements	£29.50	£32.00	Taxi D	£27.00	Taxi B
	St Helier	£15.88	£20.00	Taxi F	£11.20	Taxi D

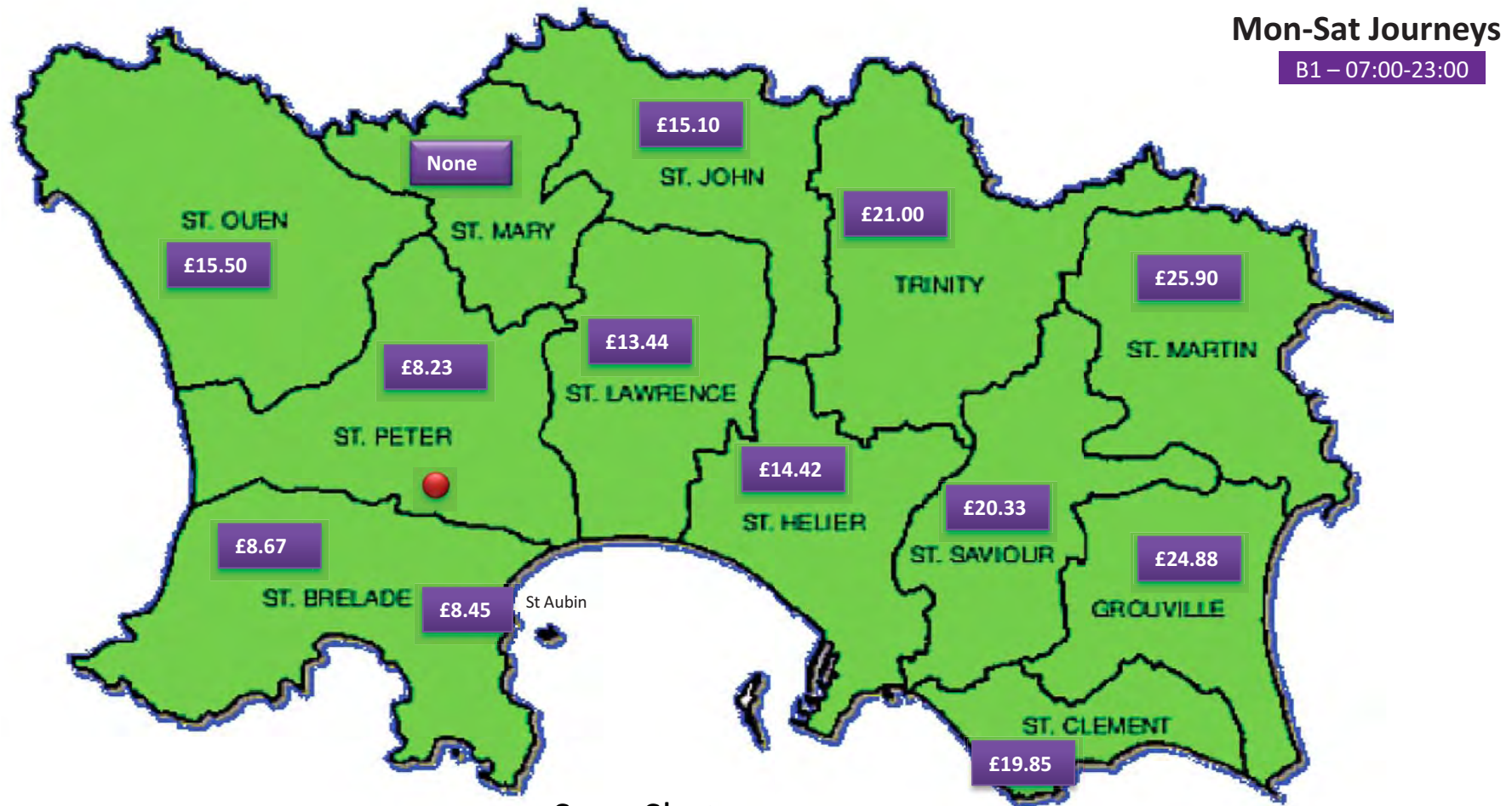
SUNDAY	Parish	Average	Highest	Taxi Co.	Lowest	Taxi Co.
	Grouville	£24.00	£24.00	Taxi A	£24.00	Taxi A
0700-2300	St Aubins	£8.10	£8.50	Taxi F	£7.70	Taxi F
	St Brelade	£8.43	£10.00	Taxi F	£7.70	Taxi F
	St Clements	£19.83	£22.00	Taxi B	£18.50	Taxi B
	St Helier	£15.19	£25.00	Taxi F	£11.50	Taxi C
	St John	£16.00	£16.00	Taxi C	£16.00	Taxi C
	St Lawrence	£8.40	£8.40	Taxi C	£8.40	Taxi C
	St Martin	£28.50	£30.00	Taxi B	£27.00	Taxi D
	St Mary	£16.00	£16.00	Taxi F	£16.00	Taxi F
	St Ouens	£12.50	£15.00	Taxi E	£10.00	Taxi E
	St Peter	£6.80	£6.80	Taxi F	£6.80	Taxi F
	St Saviour	£20.03	£26.00	Taxi D	£16.00	Taxi D
	St Peter	£6.80	£6.80	Taxi F	£6.80	Taxi F
	St Saviour	£20.03	£26.00	Taxi D	£16.00	Taxi D

## Summary

It is clear to see that there is a variation in taxi fare charges between different taxi companies. However, it must be noted that the journeys from each parish could vary due to the actual location and starting point within that parish.

# Jersey Airport

The journey of each passenger was recorded in respect of where they started their journey, the cost and the time they travelled. Rates shown are of the average rate charged.



Snap Shot

# Jersey Airport

The journey of each passenger was recorded in respect of where they started their journey, the cost and the time they travelled.

Mon-Sat	B1 -07:00-23:00				
	Average	Highest	Taxi Co.	Lowest	Taxi Co.
Grouville	£24.88	£30.00	Taxi D	£23.00	Taxi F
St Aubins	£8.45	£8.70	Taxi F	£8.20	Taxi D
St Brelade	£8.67	£12.20	Taxi F	£6.90	Taxi E
St Clements	£19.85	£20.00	Taxi F	£19.70	Taxi D
St Helier	£14.42	£27.00	Taxi F	£10.00	Taxi C
St John	£15.10	£16.00	Taxi D	£15.78	Taxi D
St Lawrence	£13.44	£20.00	Taxi D	£10.00	Taxi F
St Martin	£25.90	£25.90	Taxi D	£25.90	Taxi D
St Mary					
St Ouens	£15.50	£17.00	Taxi D	£14.00	Taxi F
St Peter	£8.23	£9.00	Taxi E	£7.40	Taxi F
St Saviour	£20.33	£30.00	Taxi B	£13.50	Taxi F
Trinity	£21.00	£21.00	Taxi D	£21.00	Taxi C

## Summary

It is clear to see that there is a variation in taxi fare charges between different taxi companies. However, it must be noted that the journeys from each parish could vary due to the actual location and starting point within that parish.

# Jersey Airport

## QUESTIONNAIRE - Departures

- 1 What was your main reason for using a taxi?  

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- 2 Which taxi company did you use?  

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- 3 Are you a resident of Jersey or visitor ?  

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- 4 Where have you got your taxi from? (include street name and parish)  

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- 5 How much did it cost?  

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- 6 Did you pre-book your taxi?  

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- 6a If you pre-booked were you given an estimated cost of your taxi?  

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- 6b If you pre-booked, was your taxi on time?  

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- 7 How would you rate your taxi in terms of value for money (1=poor, 5=excellent)  

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- 8 How would you rate your taxi in terms condition of car (1=poor, 5=excellent)  

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- 9 How would you rate your taxi in terms of driver image (1=poor, 5=excellent)  

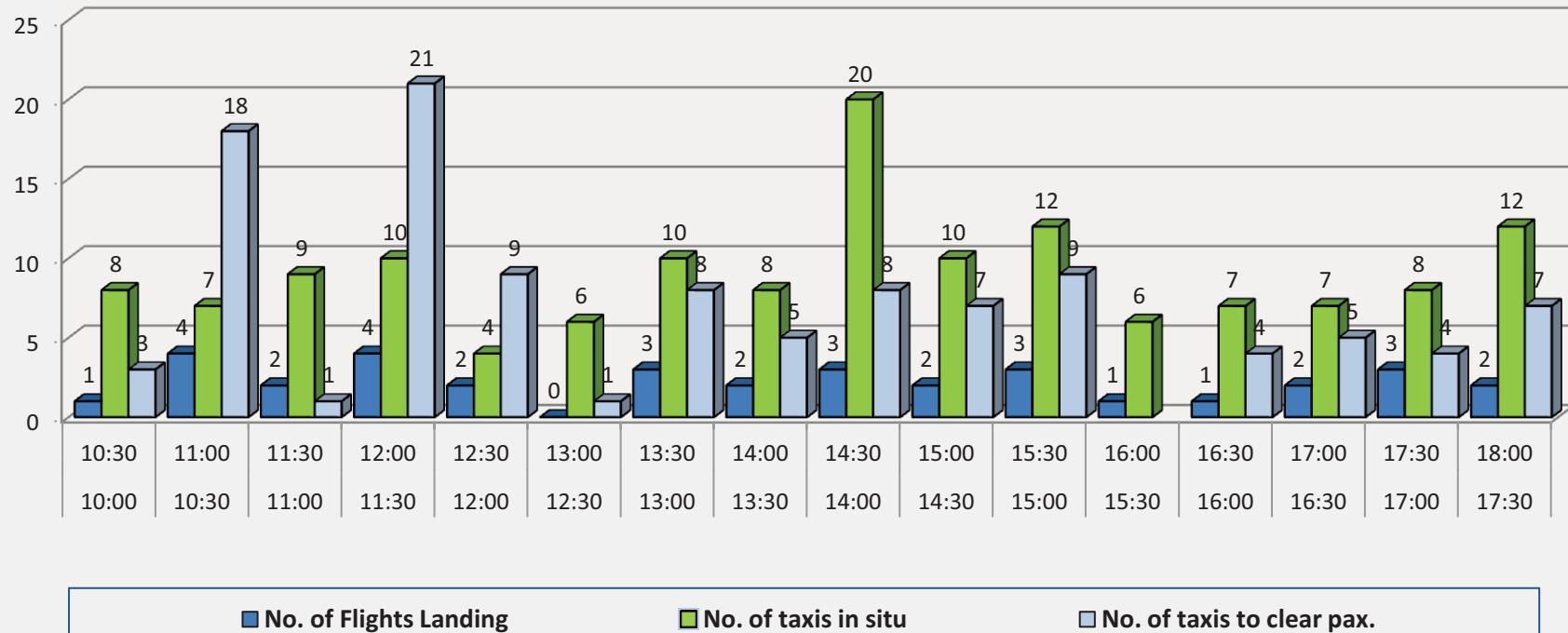
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- 10 How would you rate the overall service provided by the taxi (1=poor, 5=excellent)  

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# Jersey Airport

## Arriving Passengers

Friday 17<sup>th</sup> December 2010

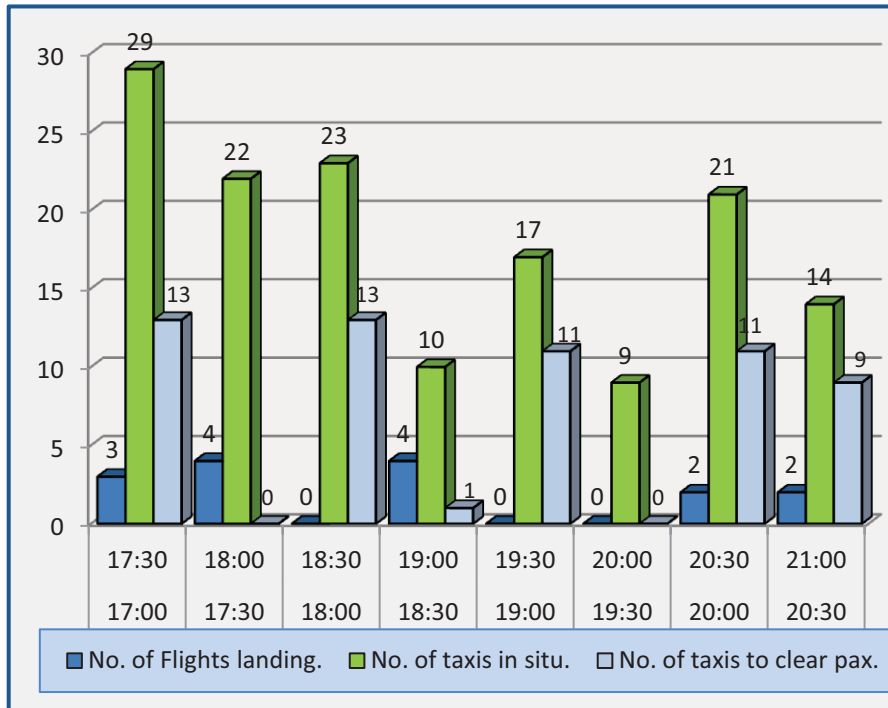


**Summary** – Number of passengers waiting for a taxi and wait time for a taxi to arrive, was not recorded as this was not evident.

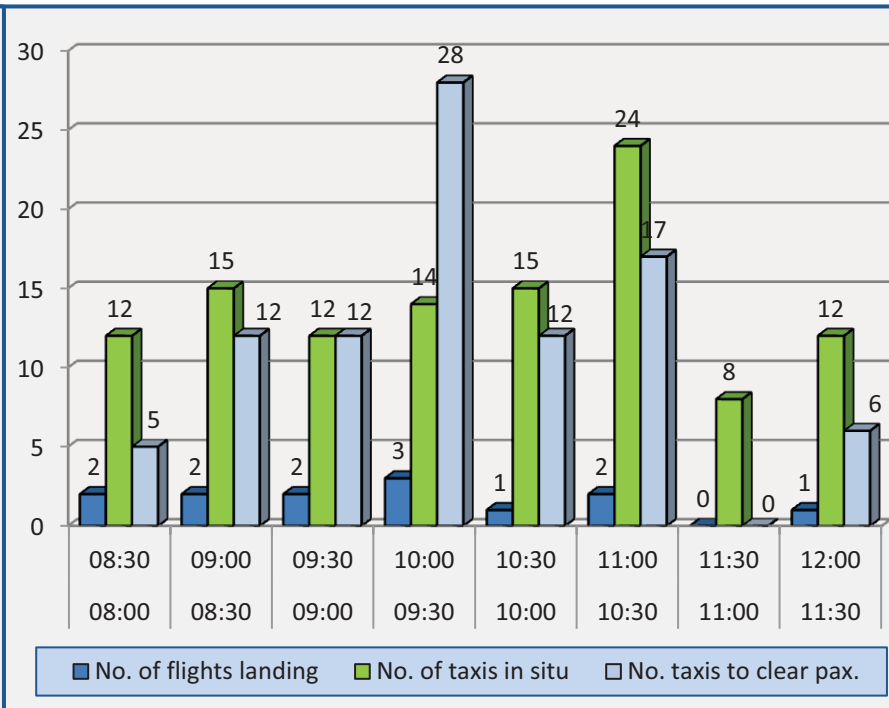
# Jersey Airport

## Arriving Passengers

Wednesday 15<sup>th</sup> December 2010



Wednesday 5<sup>th</sup> January 2011



**Summary** – Number of passengers waiting for a taxi and wait time for a taxi to arrive, was not recorded as this was not evident.

Where it was recorded zero for no. of taxis to clear pax, there were no passengers who required taxis.

# TAXI RESEARCH

Transport & Technical Services  
December 2010

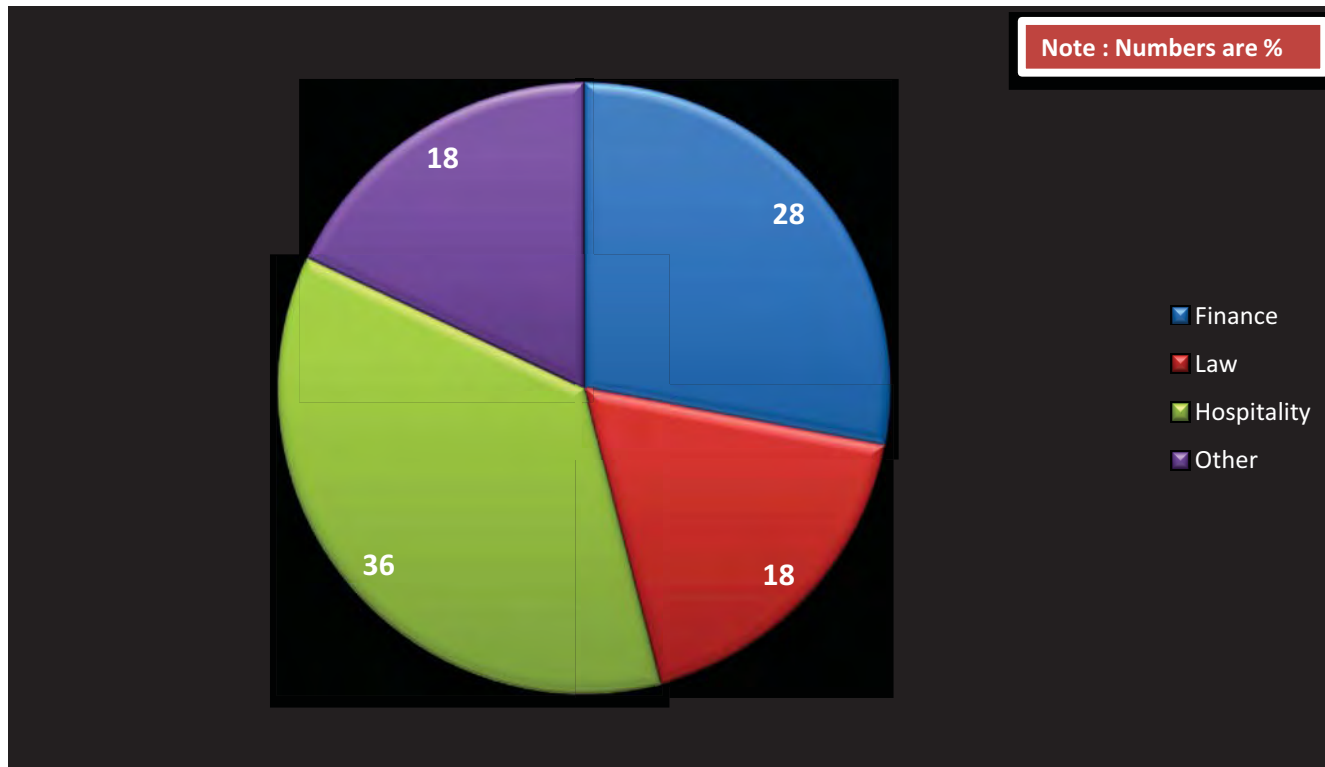
## CORPORATE ACCOUNTS



*The survey was conducted by*  
**The Marketing Bureau Ltd**  
15 -17 New St, St Helier, Jersey  
01534 504800

# Corporate Research

A survey was conducted within the corporate sector of 100 businesses to determine whether they had accounts with taxi companies and the general service they received. Non account holders were also recorded to compare any differences of service from taxi companies.

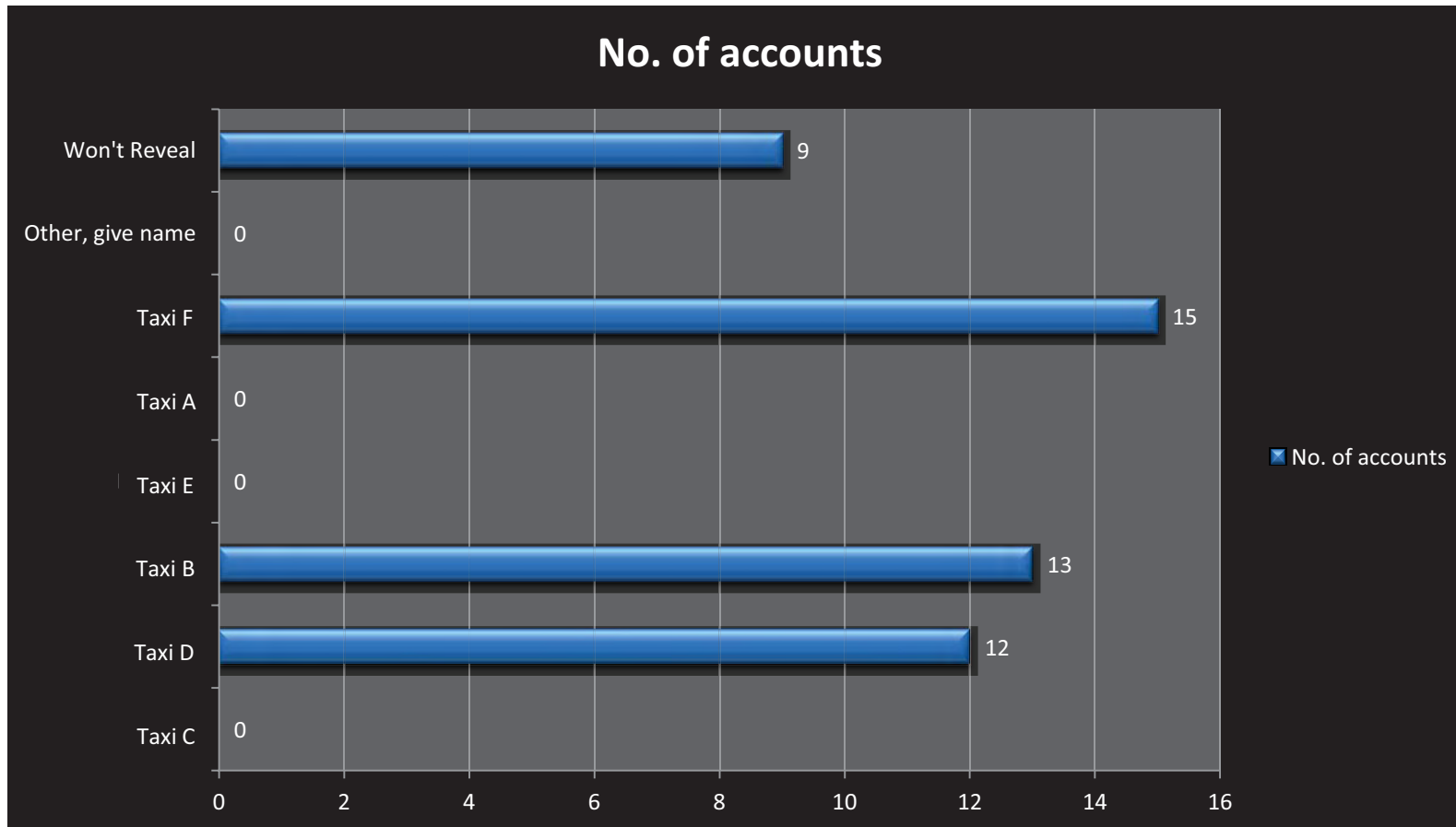


100 business in different sectors were surveyed.  
48 hold accounts, 46 do not and 6 only use rank taxis.



# Corporate Research

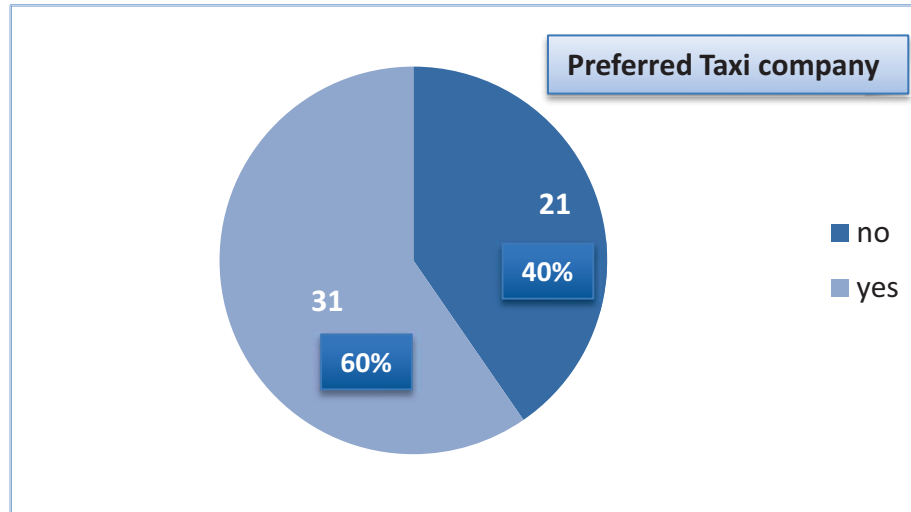
Taxi account holders.



Of the 48 companies who have accounts, we asked if they were offered discounts. 20 companies said yes, 26 said no and 2 didn't know. We also asked what those discounts or rates were and all did not know or would not reveal. None of the companies knew what their average spend was.

# Corporate Research

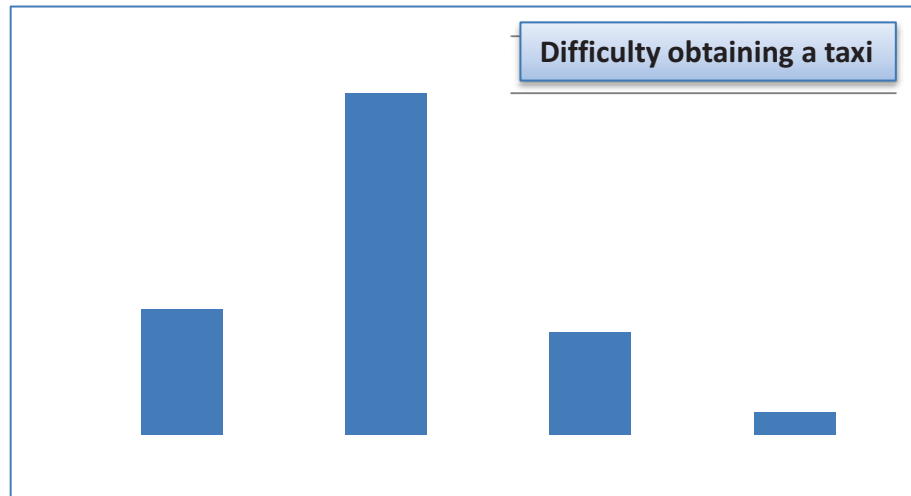
## Non account Holders



21 companies did not have a preferred taxi but 31 said they did and it was equal between **Taxi F**, **Taxi D** and **Taxi B**.

When asked the most common reason they used the preferred taxi company was that they were always on time. Other reasons for using a certain company was that the telephone number was easy to remember.

There were no incentives to use these taxi companies.



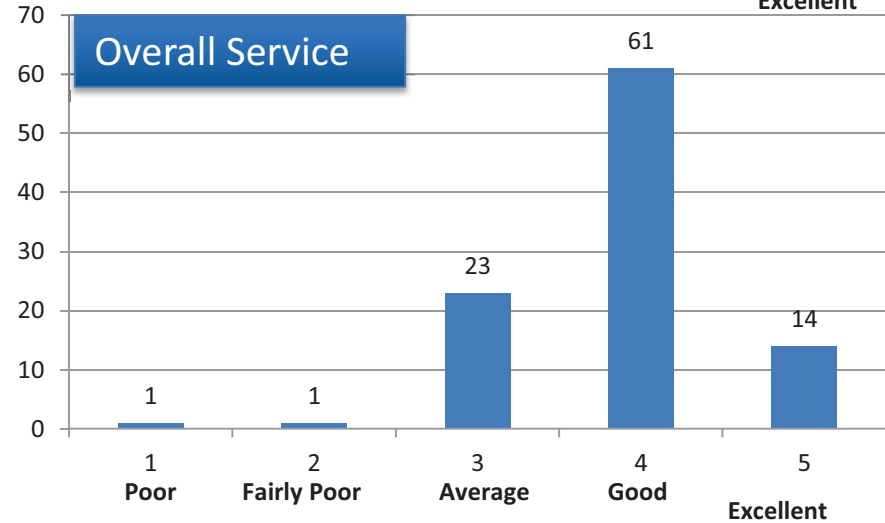
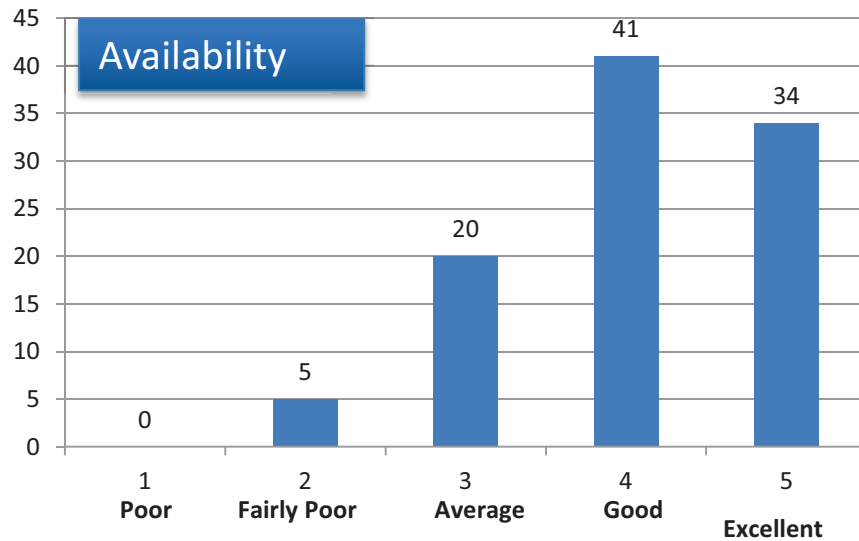
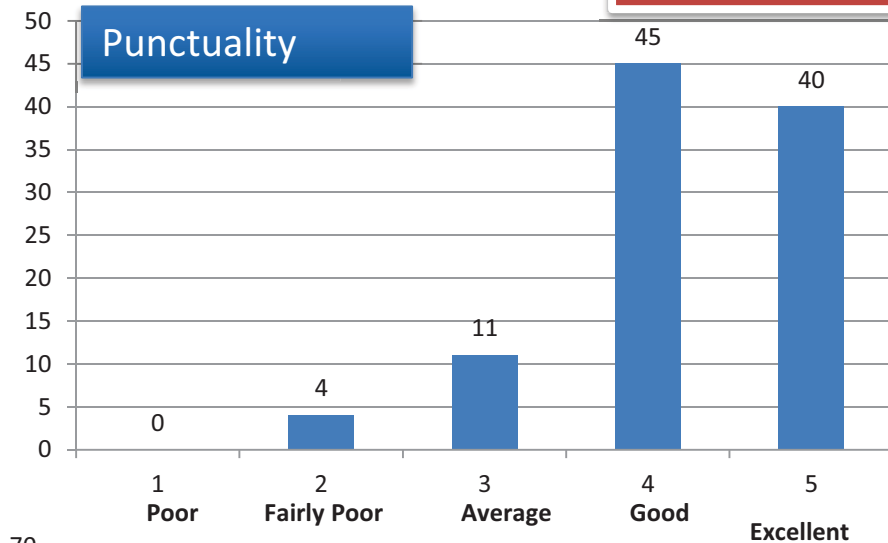
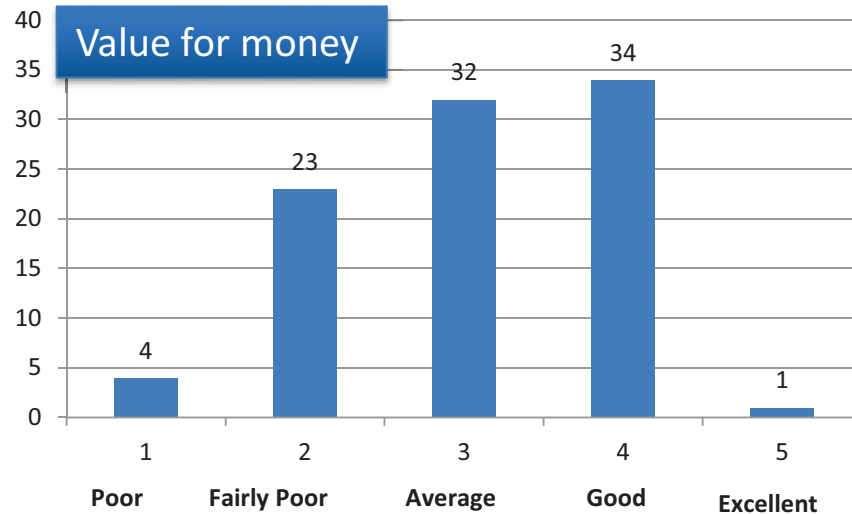
There did not seem too much difficulty obtaining a taxi and the main reason for booking a taxi was to travel to the airport or for customers.

Of non account holders 59% booked a taxi immediately, 9% booked 1- 6 hours in advance and 32% booked a day in advance.

# Corporate Research

Both account and non account holders were asked the general opinion of the services of the taxi service.

Note : Numbers are %



# Corporate Research

Name of company	<input type="text"/>				<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
1 Do you have an account with a taxi company?	Yes (go to 2-5) <input type="checkbox"/>	No (go to 6-7) <input type="checkbox"/>	Use rank (go to 5) <input type="checkbox"/>					
2 If yes, which taxi company is your account with?	<input type="text"/>							
3 Do you receive discounted rates?	Yes <input type="checkbox"/>	No <input type="checkbox"/>						
4 Do you know what those rates are?	No <input type="checkbox"/>	Yes <input type="checkbox"/>	Rates	<input type="text"/>				
5 What is your average spend ?	per month <input type="text"/>	per annum <input type="text"/>	Don't know <input type="checkbox"/>					
6 If no account, do you have a preferred company?	No <input type="checkbox"/>	Yes <input type="checkbox"/>	Company	<input type="text"/>			Reason preferred	<input type="text"/>
7 Are you offered any type of incentive to use a specific company?	No <input type="checkbox"/>	Yes <input type="checkbox"/>	What is it?	<input type="text"/>				
8 (ALL) Do you ever have difficulty in obtaining a taxi?	Never <input type="checkbox"/>	Occasional <input type="checkbox"/>	Sometimes <input type="checkbox"/>	Often <input type="checkbox"/>				
9 What does your company mainly use taxis for?	Airport transfer <input type="checkbox"/>	Commute <input type="checkbox"/>	Customers <input type="checkbox"/>	Other (what?) <input type="text"/>				
10 How far in advance do you generally book taxis?	1 day in advance <input type="checkbox"/>	1-6 hours in advance <input type="checkbox"/>	Immediate <input type="checkbox"/>					
11 How would you rate your taxi service in terms of value for money	(1=poor, 5=excellent) <input type="checkbox"/>							
12 How would you rate your taxi service in terms of punctuality	(1=poor, 5=excellent) <input type="checkbox"/>							
13 How would you rate your taxi service in terms of availability	(1=poor, 5=excellent) <input type="checkbox"/>							
14 How would you rate the overall service provided by the taxi service	(1=poor, 5=excellent) <input type="checkbox"/>							

# TAXI RESEARCH

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## MYSTERY SHOP JOURNEYS



*The survey was conducted by*  
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**15 -17 New St, St Helier, Jersey**  
**01534 504800**

# MYSTERY SHOP

Mystery shop journeys were carried out for 6 taxi companies over 3 daytime trips and one evening trip. This was extended to 1 mile, 2 mile and 5 mile journeys. Information recorded for each journey was the time the call was made to the taxi company, wait time for pick up and costs. The opinion of the service by the passengers of the journey experience was also recorded.

Route	Time line	Mileage Sector
Red Houses to l'Horizon Hotel	8.00am – 11.00am	1 mile
The Royal Yacht to the Bagot Pub	1.00pm – 4.00pm	1 mile
Pembroke Pub to Gorey Village	6.00pm – 9.00pm	1 mile
The Police Station to the Mayfair Hotel	11.00pm – 2.00am	1 mile
Drifters (Havre des Pas) to Le Rocquier	8.00am – 11.00am	2 mile
St . John's village to St. Mary's village	1.00pm – 4.00pm	2 mile
Grouville Church to Bagot Pub	6.00pm – 9.00pm	2 mile
Five Oaks Pub to Snow Hill	11.00pm – 2.00am	2 mile
Carrefour Selous to Woodbine Stores	8.00am – 11.00am	5 mile
Red Houses to Greve De Lecq	1.00pm – 4.00pm	5 mile
Trinity Arms to Springfield Stadium	6.00pm – 9.00pm	5 mile
Shakespeare Hotel to Goose on the Green	11.00pm – 2.00am	5 mile

# MYSTERY SHOP

Journeys which were NOT taken due to taxi not being available to pick up.  
In total there were 14 journeys not completed

## 1 Mile Journeys

Wednesday 24 <sup>th</sup> August 2011 - The Police Station to the Mayfair Hotel		
01:26	Taxi E	No answer
01:32	Taxi C	Couldn't contact
Sunday 28 <sup>th</sup> August 2011 - Red Houses to l'Horizon Hotel		
08:01	Taxi C	Mobile phone was turned off
08:50	Taxi E	Nothing available for an hour
08:58	Taxi A	Nothing available for an hour

## 5 Mile Journeys

Wednesday 24 <sup>th</sup> August 2011 - Trinity Arms to Springfield Stadium		
08:30	Taxi E	Nothing for an hour - short of drivers

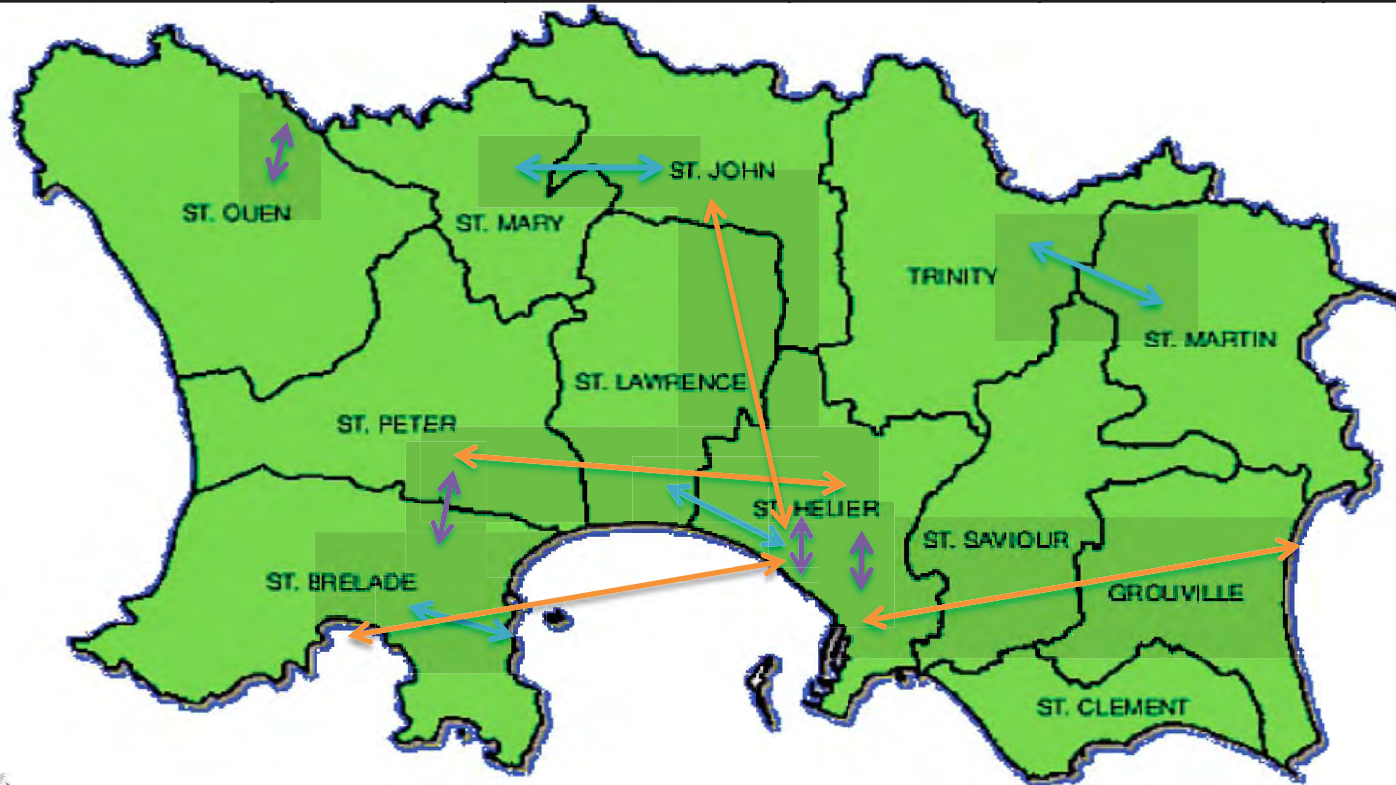
## 2 Mile Journeys

Tuesday 23 <sup>rd</sup> August 2011 - Drifters (Harve des Pas) to Le Rocquier		
09:36	Taxi E	Nothing available for an hour as Le Rocquier is out of the way
09:40	Taxi C	Mobile phone was turned off
Wednesday 24 <sup>th</sup> August 2011- Five Oaks Pub to Snow Hill		
00:24	Taxi E	No reason stated
Saturday 27 <sup>th</sup> August 2011 - St . John's village to St. Mary's village		
13:55	Taxi D	Kept ringing but nothing available. Earliest time would be between 4:30-5:00 pm. Gave up
13:05	Taxi B	They would not pick up for such a short journey, too busy, apologised but said it was management decision
15:20	Taxi C	Rang this number between 1-3 but kept ringing out. No answer. Rang again when I got to St. Mary's Pub from 3.20 onwards. Still no answer. Gave up and tried to flag a taxi down. No joy. Walked back to the car at St. John's.
Sunday 28 <sup>th</sup> August 2011 - Grouville Church to Bagot Pub		
18:00	Taxi E	Told by operator that they won't pick me up because they only operate in certain areas
18:54	Taxi C	Day and night mobile numbers tried, neither picked up

# MYSTERY SHOP

Journeys taken – 58 out of 72 - Routes taken

1 mile journey		2 mile journey		5 mile journey	
Spectrum(Gloucester St) to B&Q (St Helier)	8.00am - 11.00am	St John to St Mary	8.00am - 11.00am	Gorey pier to Liberty Wharf	8.00am - 11.00am
St Ouen's Village to Greve de Lecq	1.00pm - 4.00pm	St Martin Church to Trinity Church	1.00pm - 4.00pm	Esplanade to St Brelade's Bay	1.00pm - 4.00pm
Airport to Les Quennevais, St Brelade	6.00pm - 9.00pm	Bel Royal to Pier Road, St Helier	6.00pm - 9.00pm	Hotel De France to Airport	6.00pm - 9.00pm
The Grand to Waverley Terrace, St Helier	11.00pm - 2.00am	Red Houses to St Aubin	11.00pm - 2.00am	St John to Weighbridge, St Helier	11.00pm - 2.00am

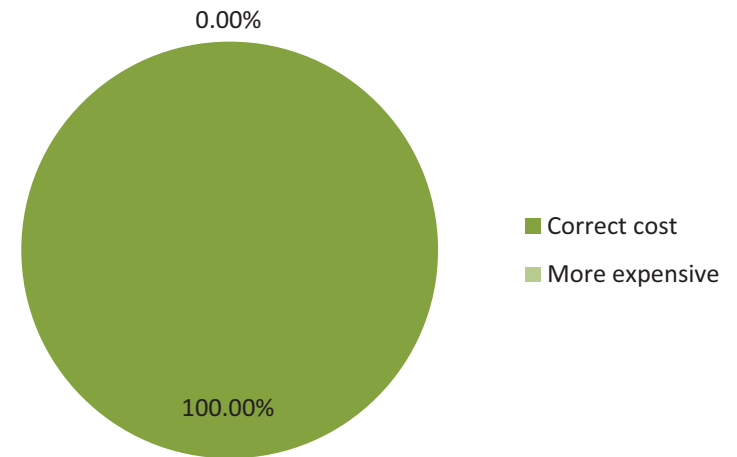
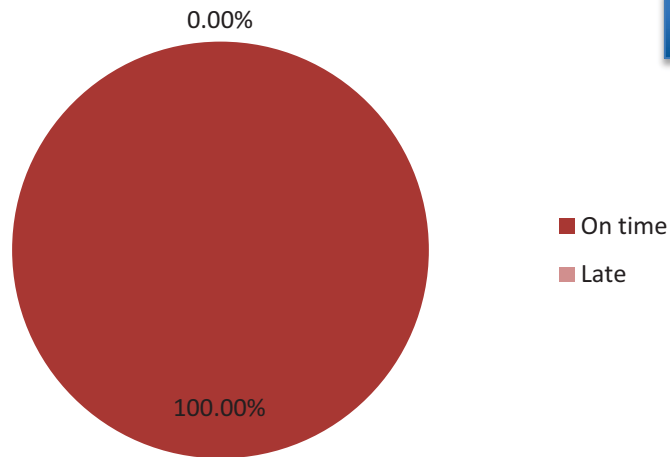




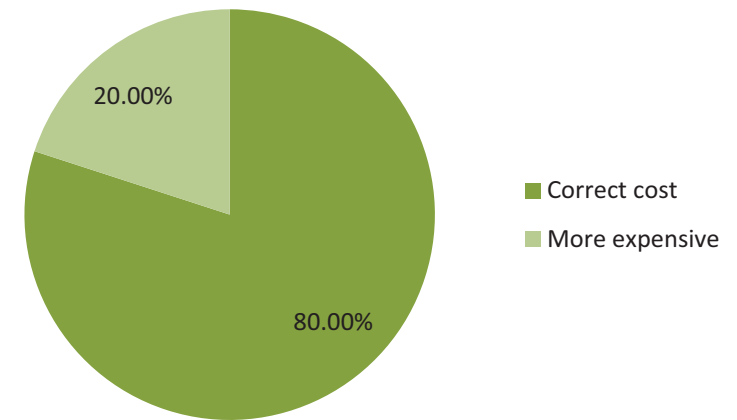
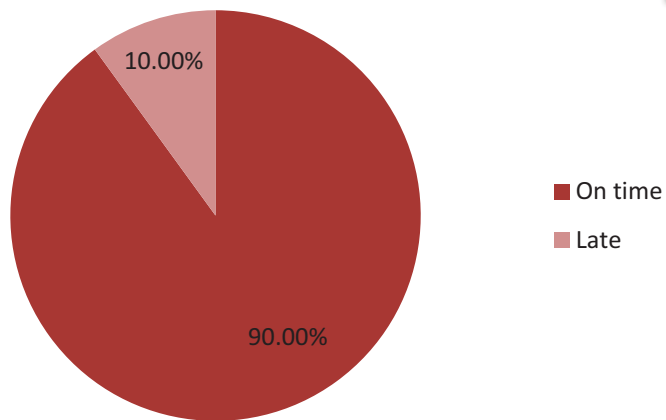
# MYSTERY SHOP

Taxis were regarded as 'late' when the actual wait time was over 5 minutes more than estimated wait time. They were considered more expensive when actual cost was over £1.00 more than estimated cost.

Taxi C



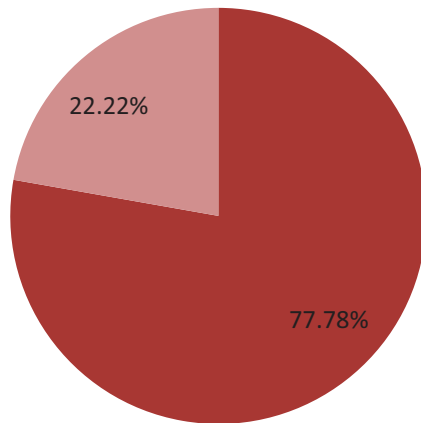
Taxi D



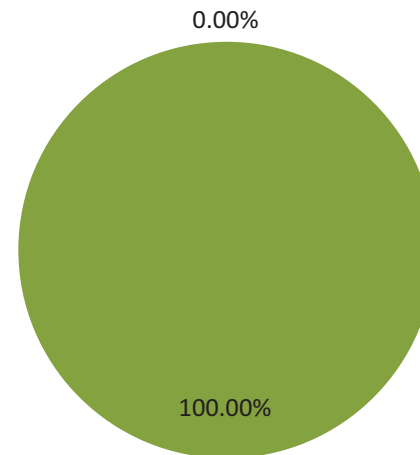
# MYSTERY SHOP

Taxis were regarded as 'late' when the actual wait time was over 5 minutes more than estimated wait time. They were considered more expensive when actual cost was over £1.00 more than estimated cost.

Taxi B

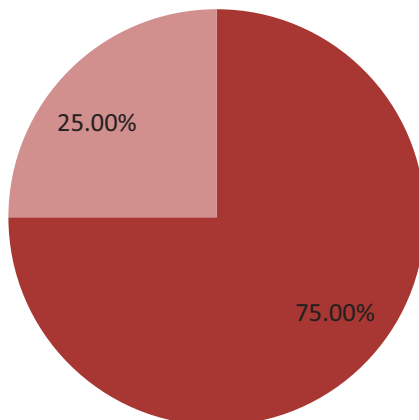


■ On time  
■ Late

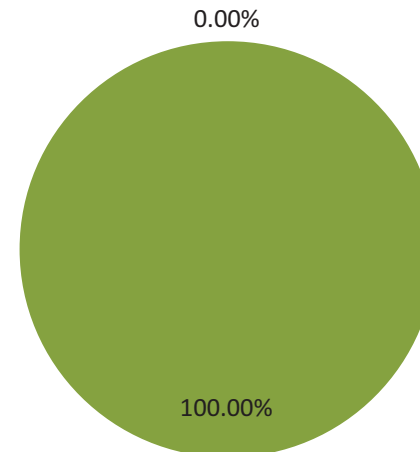


■ Correct cost  
■ More expensive

Taxi E



■ On time  
■ Late

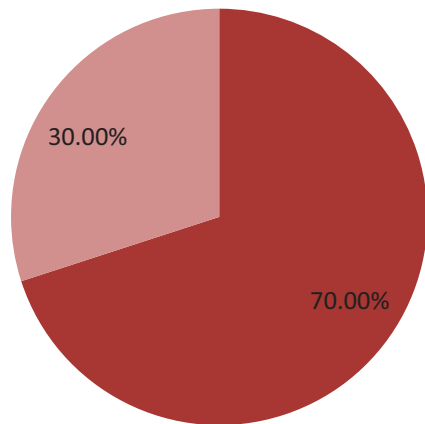


■ Correct cost  
■ More expensive

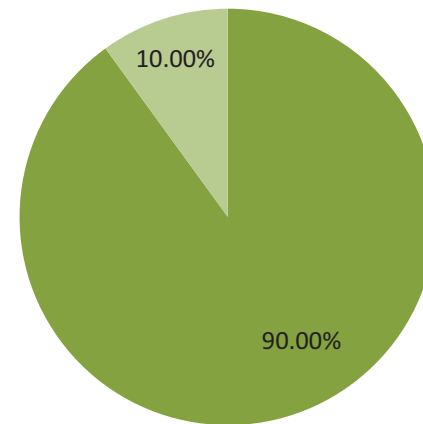
# MYSTERY SHOP

Taxis were regarded as 'late' when the actual wait time was over 5 minutes more than estimated wait time. They were considered more expensive when actual cost was over £1.00 more than estimated cost.

Taxi A

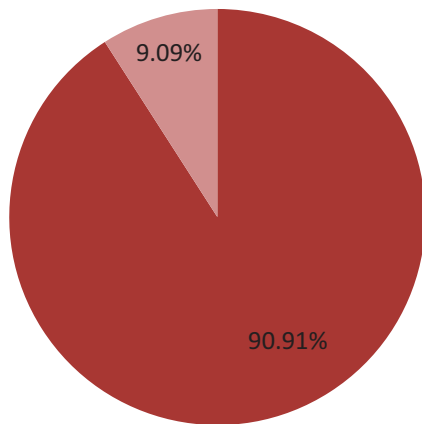


■ On time  
■ Late

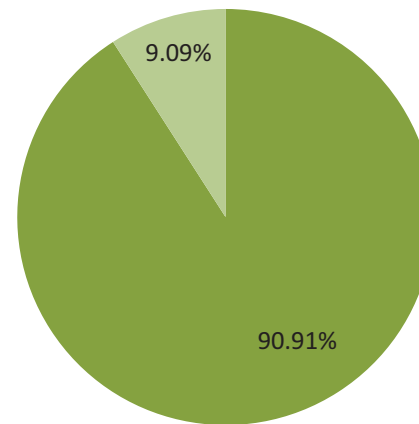


■ Correct cost  
■ More expensive

Taxi F



■ On time  
■ Late



■ Correct cost  
■ More expensive

# MYSTERY SHOP

Telephone wait times vs actual time of pick up.  
Telephone Cost estimate vs Actual Cost.

1 Mile journeys

Taxi Company	Spectrum - B&Q	Waverley Terrace - The Grand	St Ouen - Greve De Lecq	Airport - Les Quennevais	Saturday 18th December	Monday 20th December	Tuesday 21st December	Wednesday 22nd December	Thursday 23rd December	Phone time	Estimated wait time in mins	Actual wait time in mins	Estimated cost	Actual Cost
Taxi C	1				1					08:20	10	5	£9.00	£8.90
				1				1						£6.00
Taxi B		1			1					00:17	20	50	£7.00	£7.20
	1				1					09:00	5	4	£9.00	£9.20
Taxi A			1			1				13:31	20	21	£4.00	£4.30
				1				1		18:45	10	5		£5.20
	1				1					10:10	10	10	£7.00	£8.00
Taxi D			1			1				13:00	15	13	£5.00	£4.90
	1				1					08:00	5	5	£8.00	£8.20
				1				1		19:22	5	8	£5.00	£7.40
Taxi E	1				1					09:30	10	5	£8.00	£9.20
				1				1		18:14	10	6	£6.00	£6.90
Taxi F	1				1					10:45	5	10	£8.00	£8.00
		1			1					23:10	30	17	£8.00	£7.10
				1				1		18:40	10	5	£6.00	£5.90

Early / Cheaper

Late / More expensive

On time / Correct Cost

# MYSTERY SHOP

Telephone wait times vs actual time of pick up.  
Telephone Cost estimate vs Actual Cost.

2 Mile journeys

Taxi Company	Pier Road - Bel Royal	St John - St Mary	St Aubin - Red Houses	Trinity- St Martins	Saturday 18th December	Monday 20th December	Tuesday 21st December	Wednesday 22nd December	Thursday 23rd December	Phone time	Estimated wait time in mins	Actual wait time in mins	Estimated cost	Actual Cost
Taxi C	1				1									£7.00
				1				1		13:32	10	20		£7.00
Taxi D	1				1					17:55	10	3		£8.20
		1				1				07:55	10	7	£9.00	£7.00
			1			1				23:15	10	11	£10.00	£10.00
				1				1		13:06	10	15	£14.00	£7.90
Taxi B	1				1					20:01	35	30	£8.00	£8.00
Taxi E	1				1					19:26	20	10	£8.00	£10.00
		1				1				09:07	10	12	£8.00	£8.00
			1					1		00:07	20	15	£10.00	£9.80
Taxi A	1				1					18:39	20	30	£10.00	£8.20
		1				1				09:39	10	5	£6.00	£6.00
			1				1			23:47	10	27	£10.00	£9.00
Taxi F	1				1					18:20	3	5	£9.00	£8.00
		1				1				08:41	20	16	£8.00	£6.50
			1			1				23:50	15	11	£10.00	£9.50

Early / Cheaper

Late / More expensive

On time / Correct Cost

# MYSTERY SHOP

Telephone wait times vs actual time of pick up.  
Telephone Cost estimate vs Actual Cost.

5 Mile journeys

Taxi Company	Esplanade - St Brelades Bay	Hotel de France - Airport	Gorey - Liberty Wharf	Weighbridge to St John	Saturday 18th December	Monday 20th December	Tuesday 21st December	Wednesday 22nd December	Thursday 23rd December	Phone time	Estimated wait time in mins	Actual wait time in mins	Estimated cost	Actual Cost
Taxi C			1					1		09:52	10	14		£15.00
	1				1					15:32	0	0		£12.00
		1				1				18:16	10	10		£13.00
				1				1		23:06	2	0.5	£19.00	£17.90
Taxi D			1					1		09:30	5	8	£15.00	£14.00
	1				1					13:01	20	30	£17.00	£15.00
		1				1				17:53	5	7	£16.00	£12.70
				1				1		00:55	30	39	£20.00	£13.40
Taxi B			1					1		10:35	5	5	£15.00	£16.50
	1				1					14:28	0	2	£0.00	£14.00
		1				1				18:48	5	7	£16.00	£16.50
Taxi A			1					1		11:13	15	22	£15.00	£14.00
	1				1					14:49	20	24	£0.00	£16.30
		1				1				19:33	15	13	£15.00	£16.90
				1				1		23:37	5	6	£20.00	£19.80
Taxi F			1					1		12:25	15	18	£15.00	£14.70
	1				1					15:59	5	6	£15.00	£17.00
		1				1				20:55	5	12	£15.00	£17.00
				1				1		00:30	2	5	£20.00	£21.20
Taxi E	1				1					13:50	10	13	£17.00	£14.00
		1				1				20:03	30	37	£20.00	£15.00
				1				1		00:02	10	12	£18.00	£20.30

Early / Cheaper

Late / More expensive

On time / Correct Cost

# MYSTERY SHOP

Telephone wait times vs actual time of pick up.  
Telephone Cost estimate vs Actual Cost.

## Summary

### 1 Mile Journeys.

Out of 15 journeys

8 were early

4 were cheaper cost

2 were on time

1 was correct cost

4 were late

8 were more expensive

1 no comparison

2 no comparison

### 2 Mile Journeys.

Out of 16 journeys

8 were early

8 were cheaper cost

0 were on time

4 was correct cost

7 were late

1 were more expensive

1 no comparison

3 no comparison

### 5 Mile Journeys.

Out of 22 journeys

2 were early

10 were cheaper cost

2 were on time

0 was correct cost

17 were late

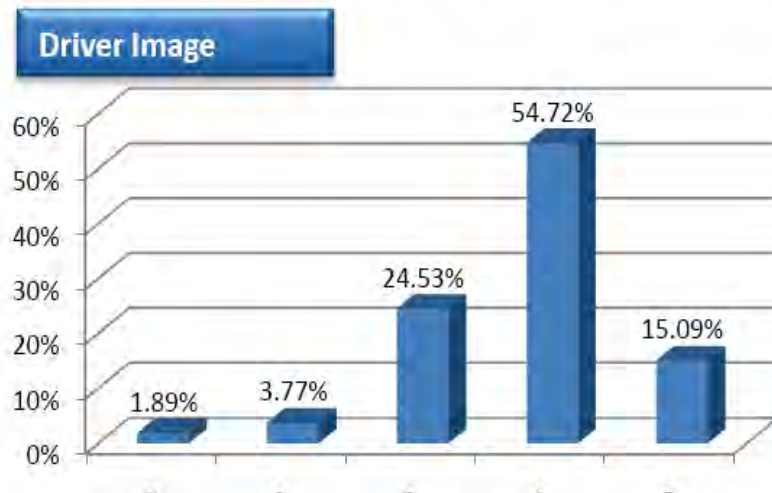
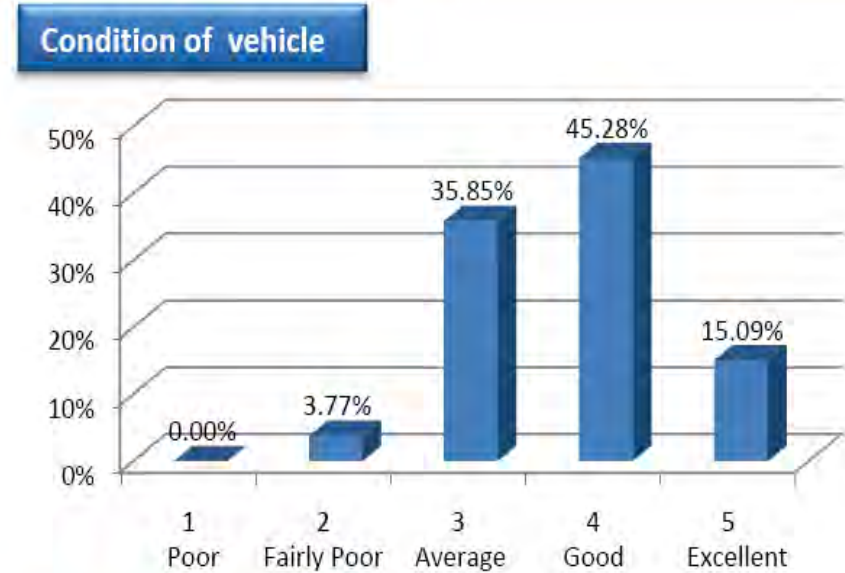
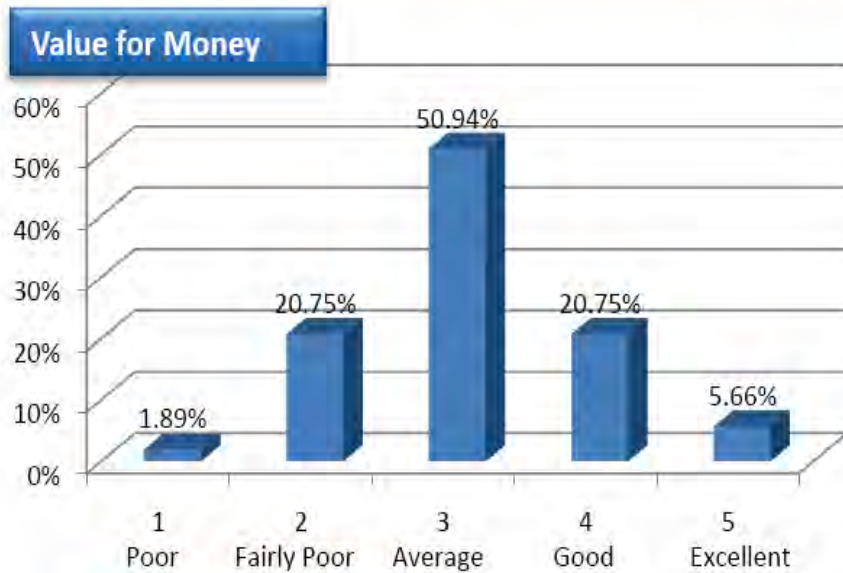
7 were more expensive

1 no comparison

5 no comparison

# MYSTERY SHOP

The opinion of the SERVICE was recorded by each passenger.





# MYSTERY SHOP

## Questionnaire

- 1 Taxi company?
- 2 Journey /Route
- 3 Date and time of phonecall
- 5 Ask how long the taxi will be
- 6 Ask how much it will cost, estimated.
- 7 How long did you actually wait?
- 8 Actual cost
- 9 How would you rate your taxi in terms of value for money (1=poor, 5=excellent)
- 10 How would you rate your taxi in terms condition of car (1=poor, 5=excellent)
- 11 How would you rate your taxi in terms of driver image (1=poor, 5=excellent)
- 12 How would you rate the overall service provided by the taxi (1=poor, 5=excellent)



# TAXI RESEARCH

Transport & Technical Services  
August 2011

## Street Surveys



*The survey was conducted by*  
**The Marketing Bureau Ltd**  
**15 -17 New St, St Helier, Jersey**  
**01534 504800**

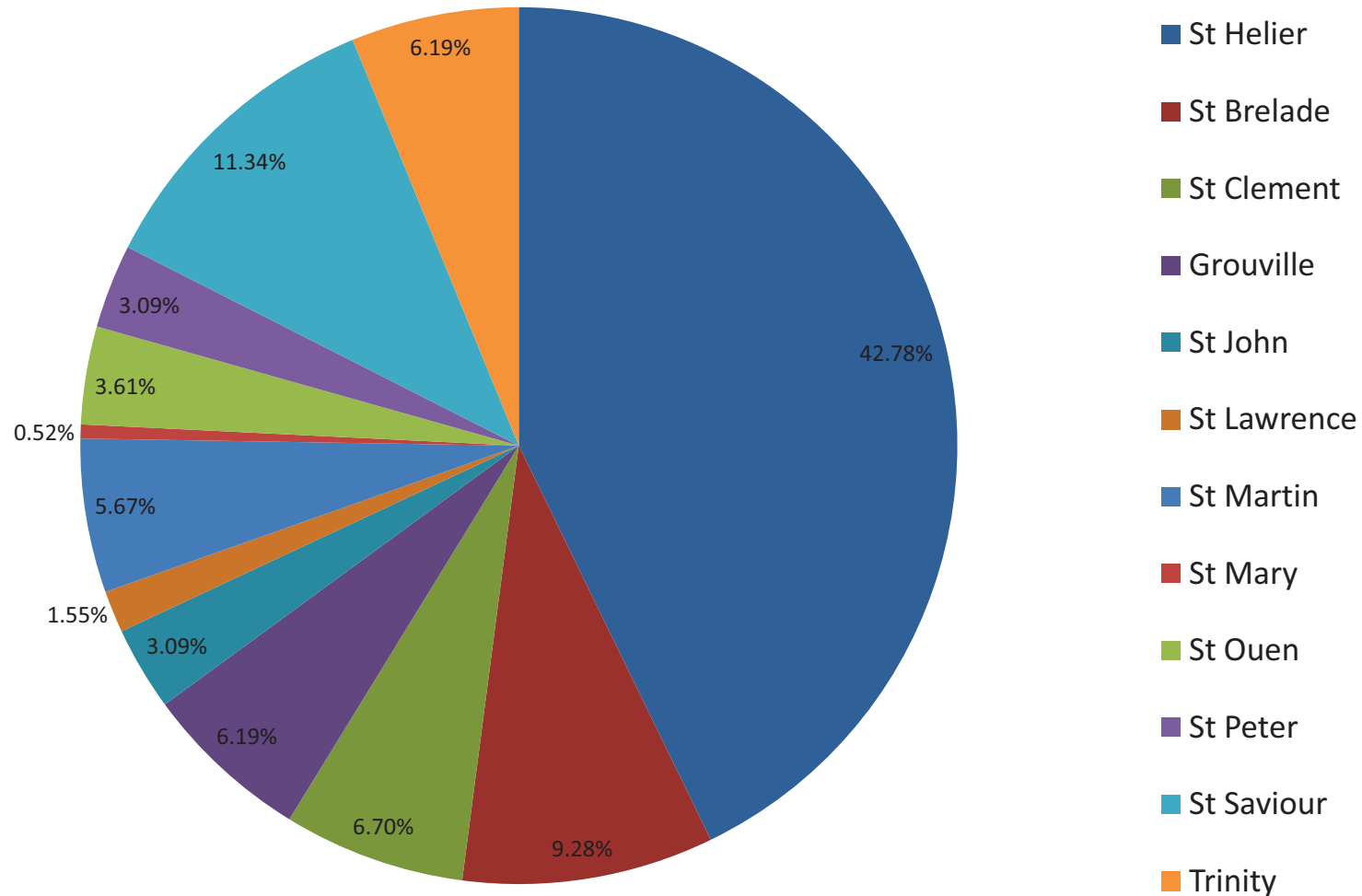
# Street/Public Survey

## Introduction

- 200 surveys were conducted on King Street approaching the general public.
- Questions were asked to determine the general opinion of taxi services in Jersey, their rates and services

# Street/Public Survey

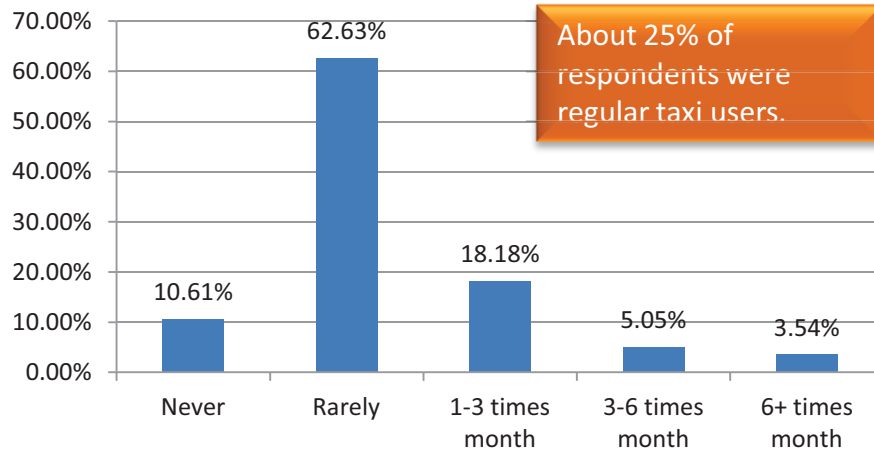
What parish do you live in?



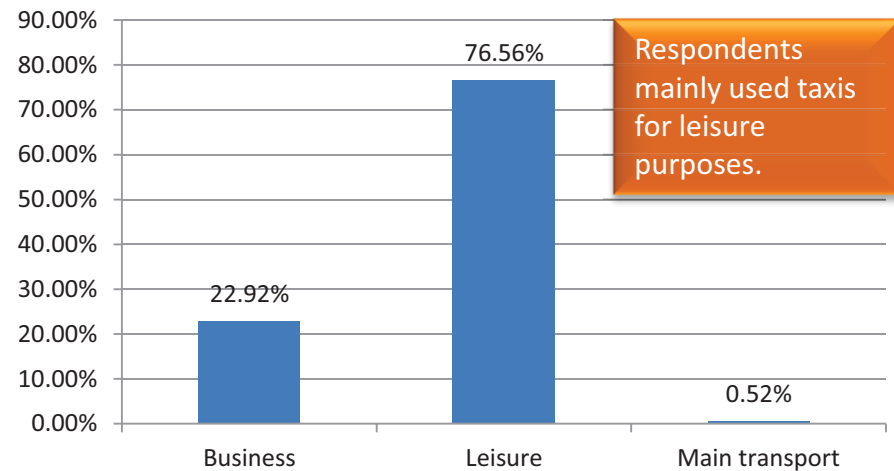
# Street/Public Survey

Questions were asked about the use of taxis in Jersey.

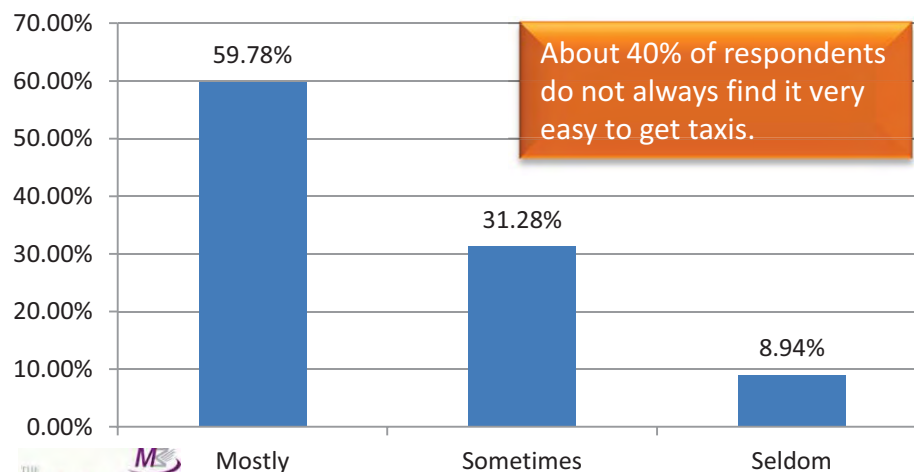
## How often do you use taxis?



## What do you use taxis for?



## Do you find it easy to get taxis?

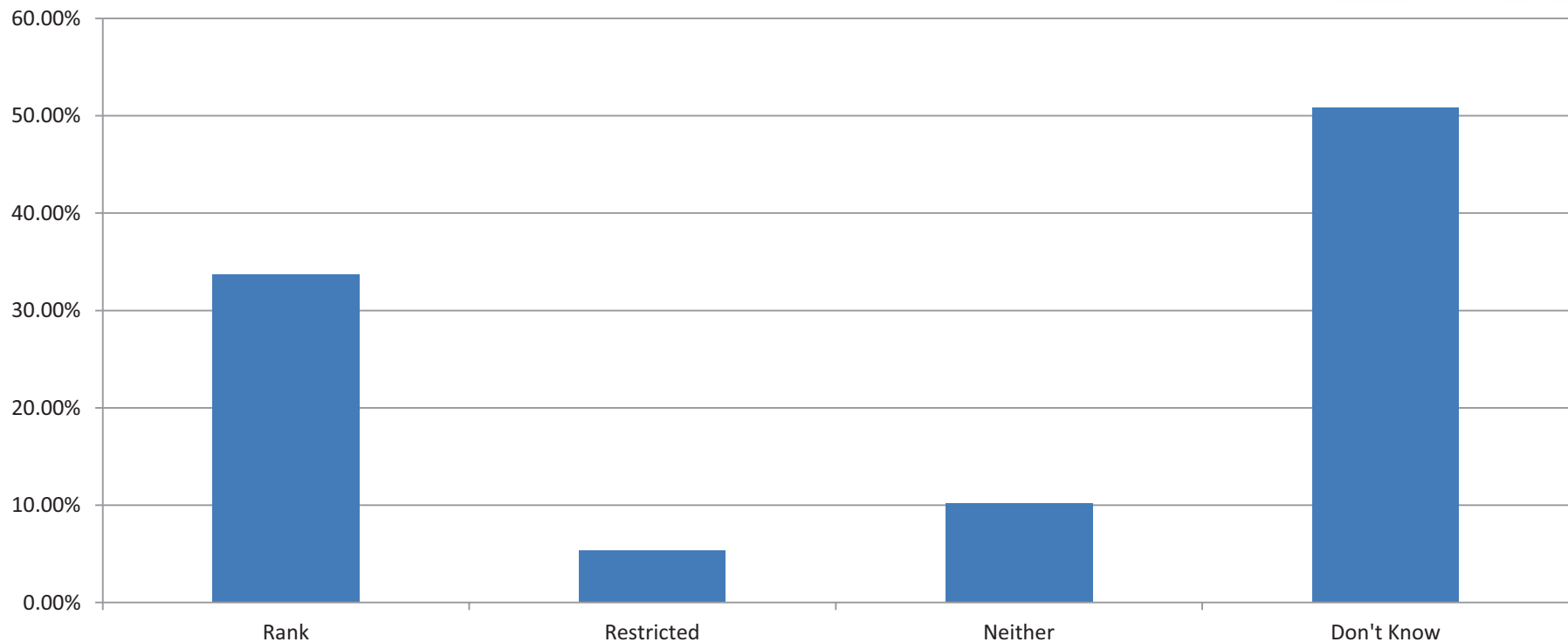


# Street/Public Survey

Do the public know the difference between Rank & Restricted cabs ?

Information was obtained from the public on whether they knew the difference between Rank and restricted cabs and which they thought were cheaper.

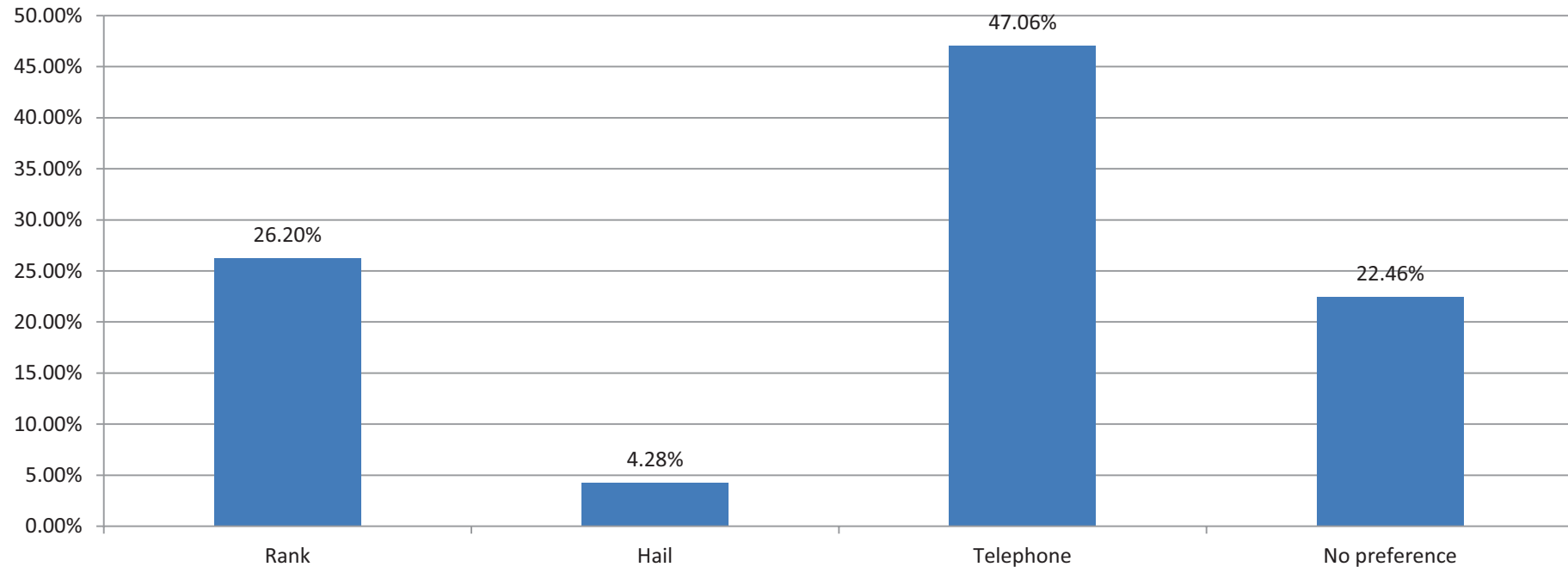
Which taxi is cheaper?



Around 65% of respondents do not know that Rank taxis are cheaper.

# Street/Public Survey

A question was asked about the preferred method of getting a taxi.



## Reasons.

### **Rank**

Close to home  
Handy when leaving clubs/in town  
Cheaper  
Good when heading back from airport

### **Hail**

Laziness/convenience

### **Telephone**

Regular booking  
Planned collection for routes where no rank is available  
Pre booked by company for employees/clients  
Pre book to save time  
Reliable/Safer

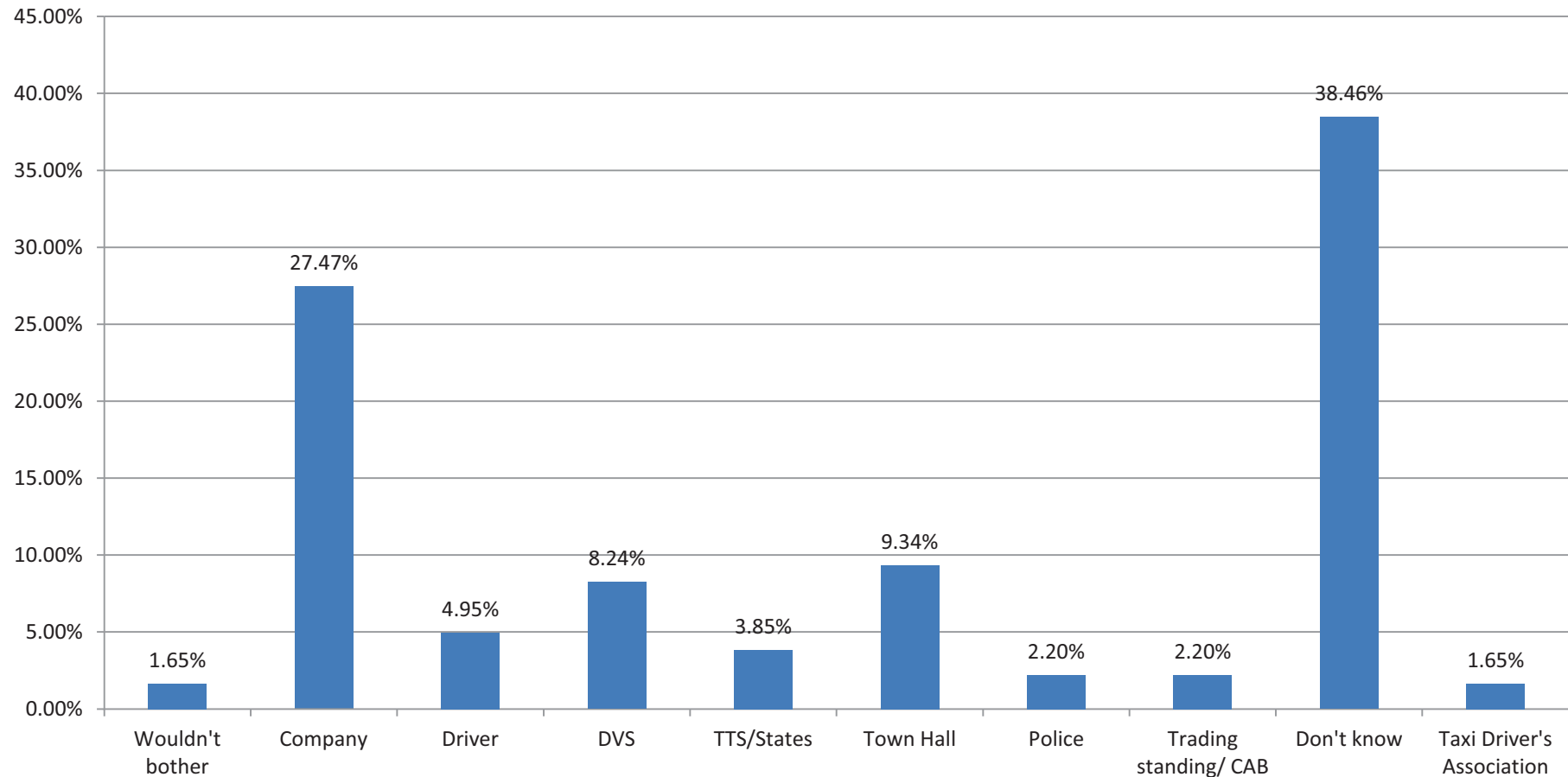
### **No preference**

Depends on location – phone from home, rank from town/airport



# Street/Public Survey

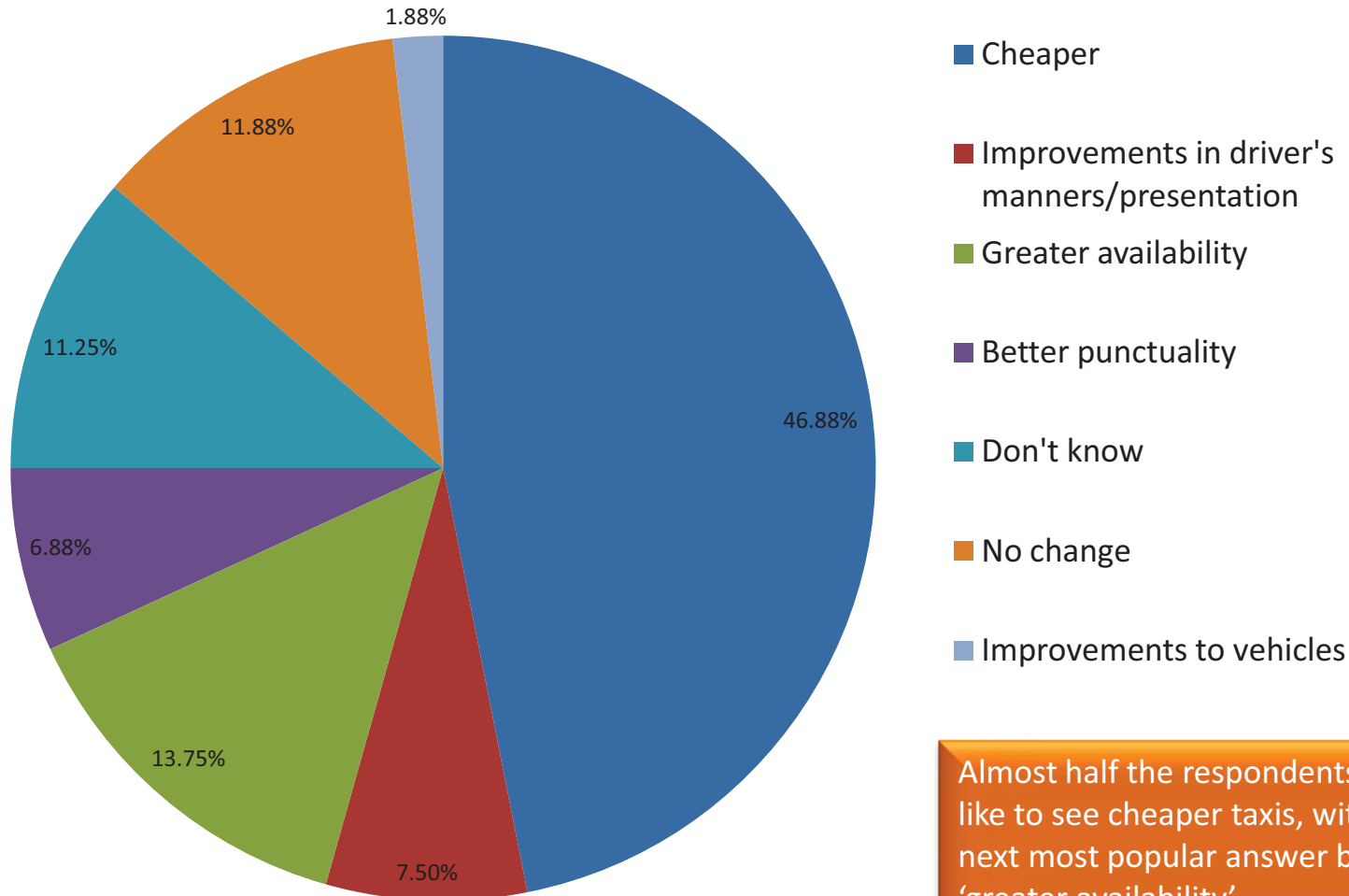
If they had a complaint about a taxi service/driver who would they complain/report to ?



Most respondents would not know who to complain to, or would complain directly to the taxi company.

# Street/Public Survey

People were asked what improvements they thought could be made to the taxi service, with the answers then divided into these 7 general categories.

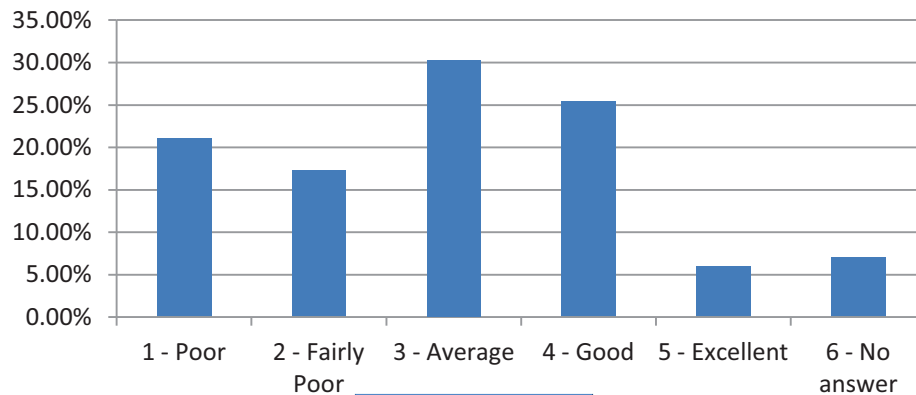


Almost half the respondents would like to see cheaper taxis, with the next most popular answer being 'greater availability'.

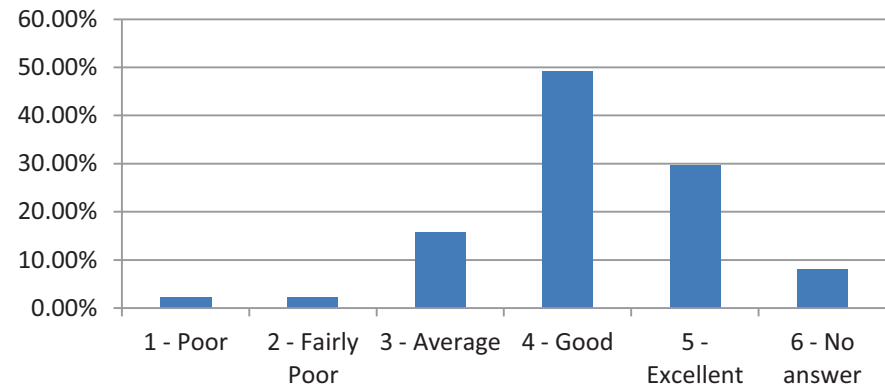
# Street/Public Survey

People were asked how they rated the following aspects of the service on a scale of 1 – 5.

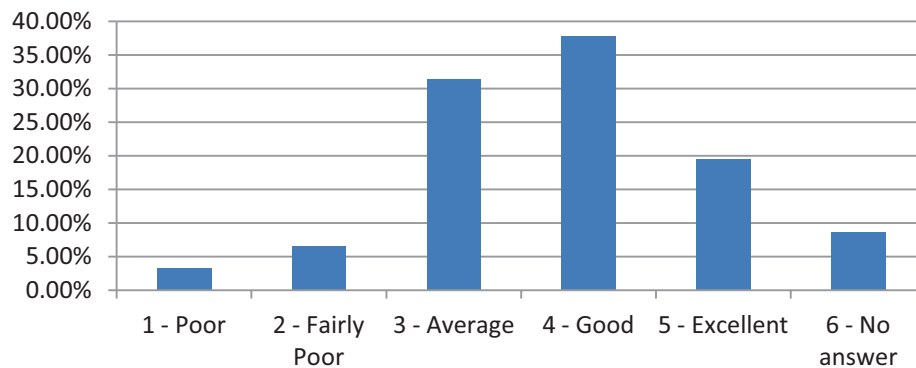
Value for money



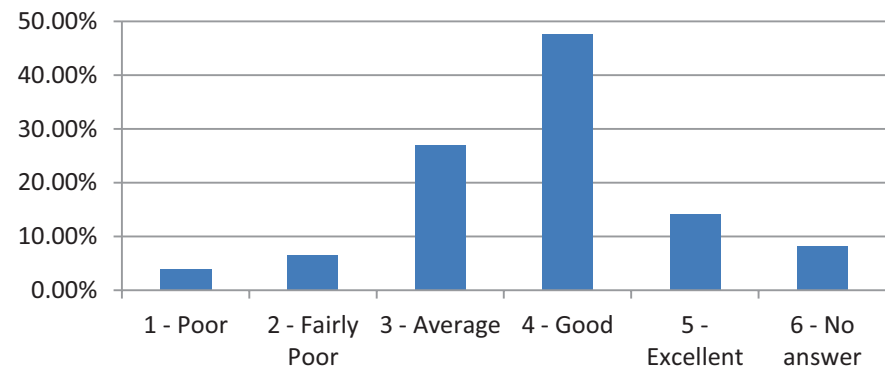
Vehicle condition



Driver image



Overall service



Value for money divided opinion amongst respondents. In all other areas people felt that Jersey taxis were mainly good.

# Street/Public Survey

## QUESTIONNAIRE

1. Gender?

2. Age?

3. Are you a car owner?

4. Are you a Jersey resident?

5. How often do you use taxis?

6. What do you mainly use taxis in Jersey for?

7. Do you find it easy to get a taxi in Jersey when you need it?

8. Do you know the difference between rank and restricted taxis? *(if yes please state)*

9. Which taxis do you believe are cheaper? *(Prompt answers)*

10. Do you prefer to use taxi ranks, hail on street or make a telephone booking (restricted)?

11. In terms of value for money, how do you rate Jersey taxis? (5= excellent, 1=poor)

12. In terms of condition of vehicle, how do you rate Jersey taxis? (5= excellent, 1=poor)

13. In terms of driver's image, how do you rate Jersey taxis? (5= excellent, 1=poor)

14. In terms of overall service, how do you rate Jersey taxis? (5= excellent, 1=poor)

15. If you had a complaint about a taxi service, who would you contact?

16. How could taxis in Jersey improve their service?

# TAXI RESEARCH

Transport & Technical Services  
August 2011

## Port Surveys

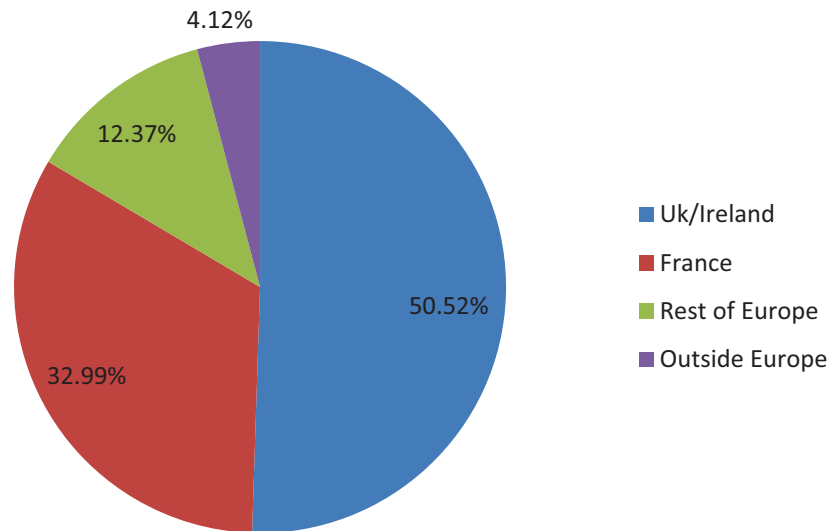


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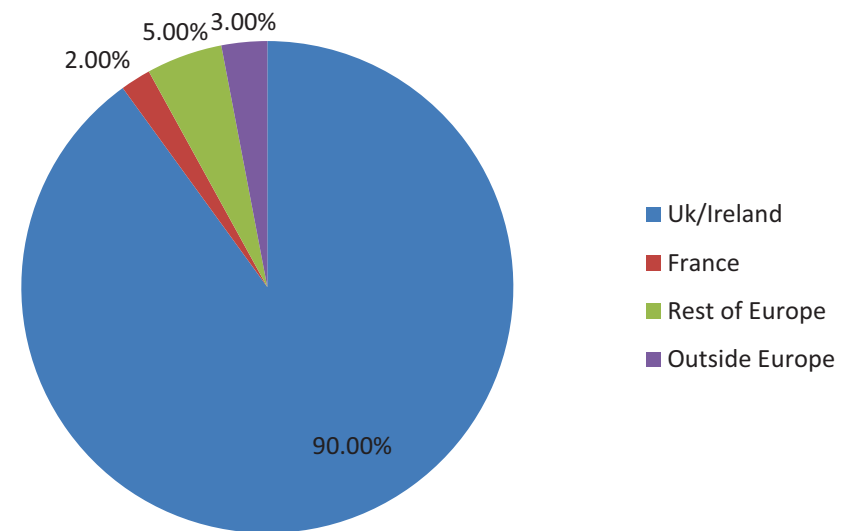
# Port Survey

Where were visitors from?

Harbour



Airport

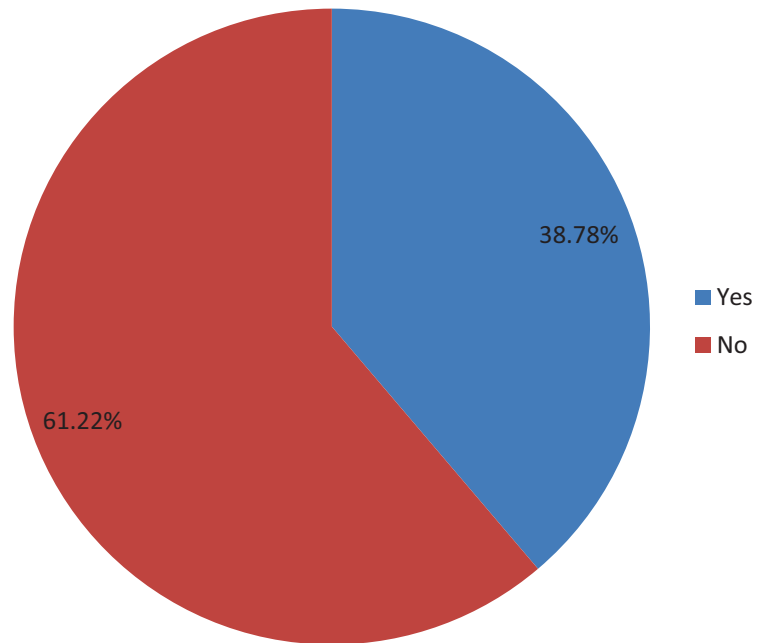


At the harbour, the majority of passenger were from the UK/Ireland and France, whilst at the airport, all but 10% of the passengers were from the UK.

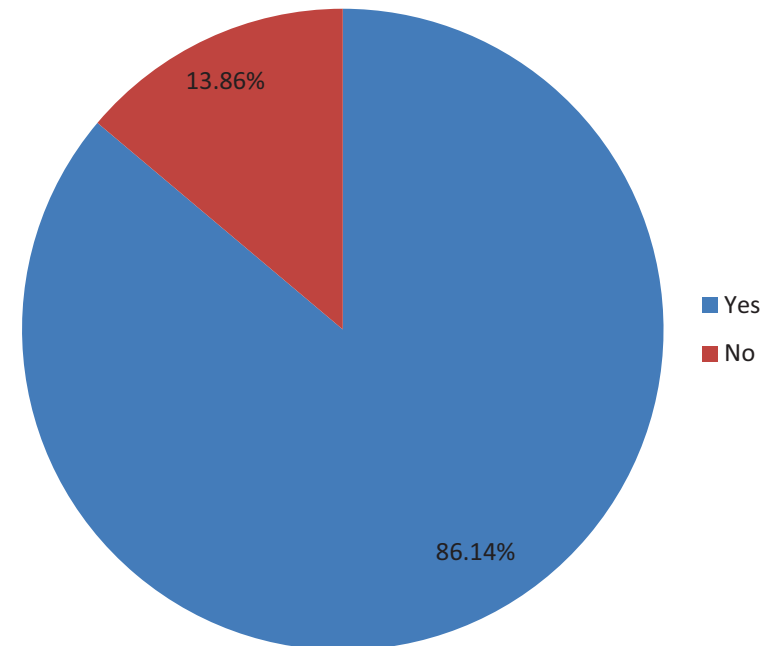
# Port Survey

How many visitors used taxis whilst in Jersey?

Harbour



Airport

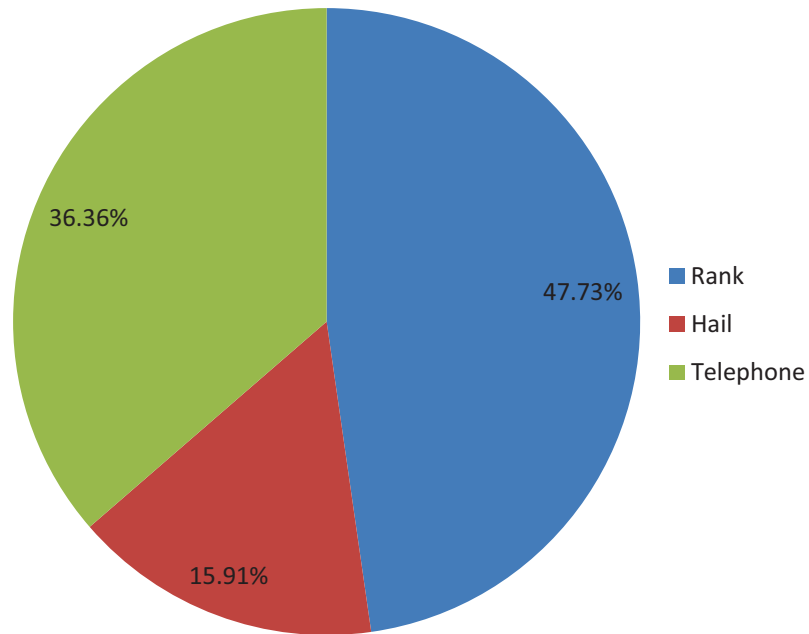


Airport visitors were more likely to use a taxi because a lot of the Harbour visitors brought their own cars to Jersey.

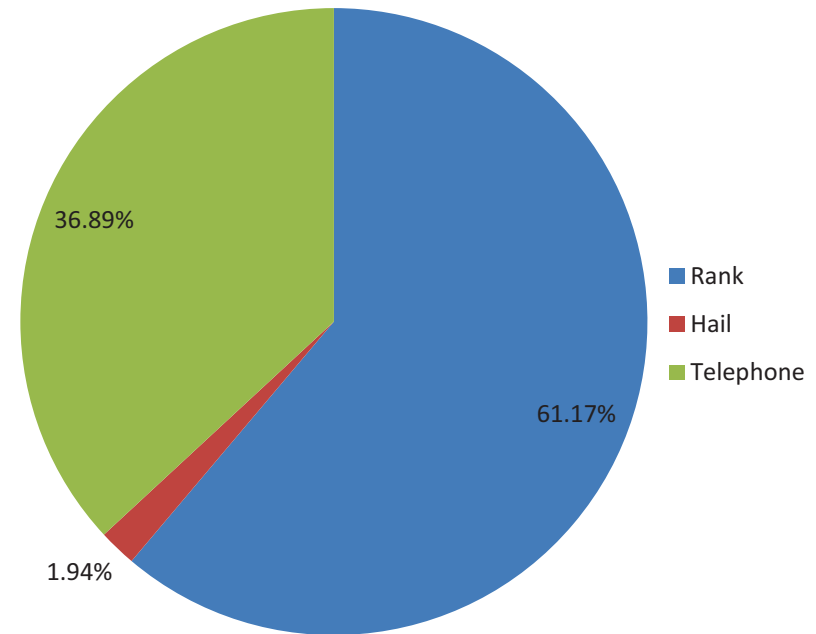
# Port Survey

How did the visitors get a taxi? Did they use the rank, hail or telephone?

Harbour



Airport



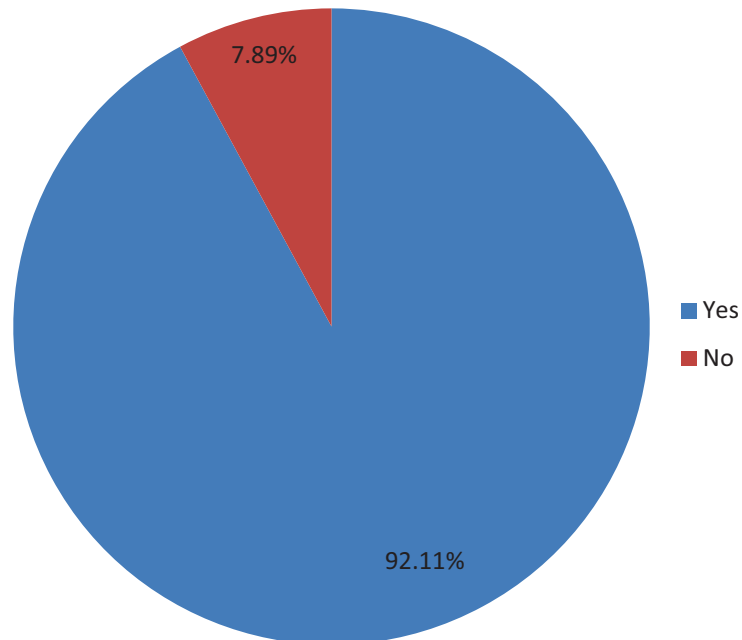
The Ranks were the most popular methods of getting a taxi, followed by telephone bookings.



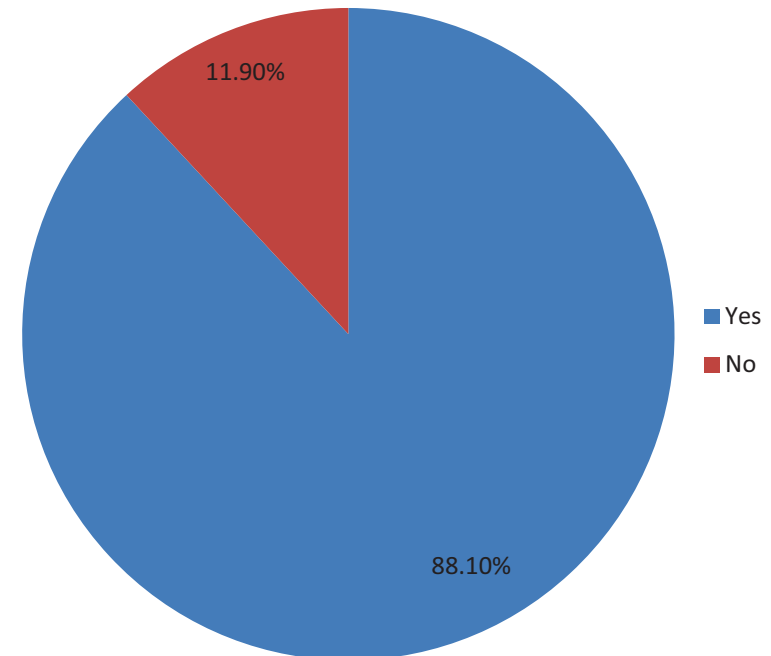
# Port Survey

Did visitors find it easy to get a taxi?

Harbour



Airport

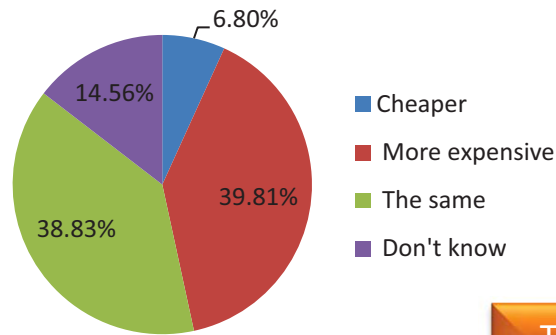


The charts show that between 7 – 12% of visitors to Jersey found it difficult to get a taxi. Common reasons cited were that there were not enough available late at night and that the queues at ranks were too long at peak times.

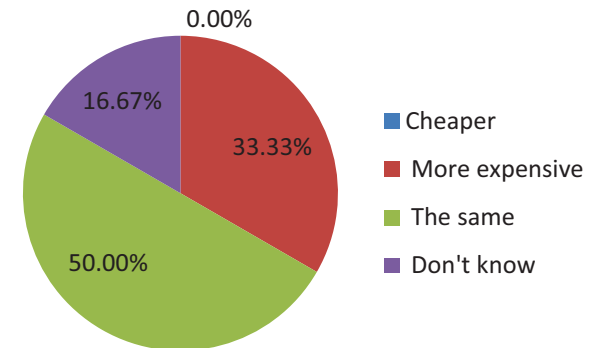
# Port Survey

Visitors were asked to compare the cost of using a taxi in Jersey to their countries of residence. The responses were broken down further depending on where the respondents were from.

## UK and Ireland

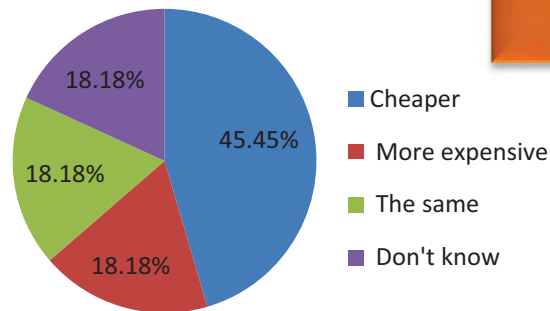


## France

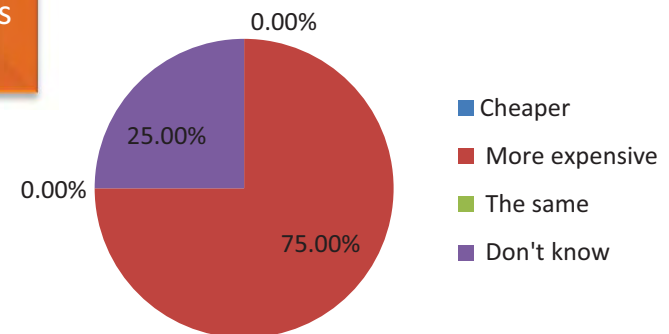


The UK, Ireland and France predominantly found taxi costs in Jersey to be more expensive or the same as home. The rest of Europe mainly found Jersey taxis cheaper whilst the rest of world respondents found taxis in Jersey more expensive.

## Rest of Europe



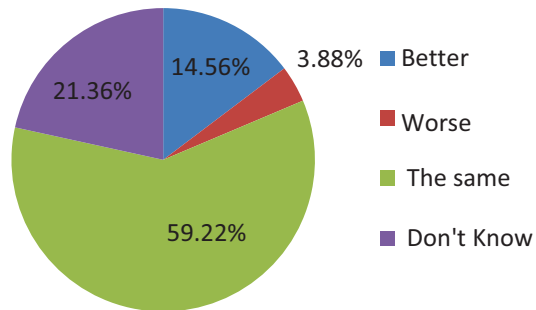
## Rest of the World



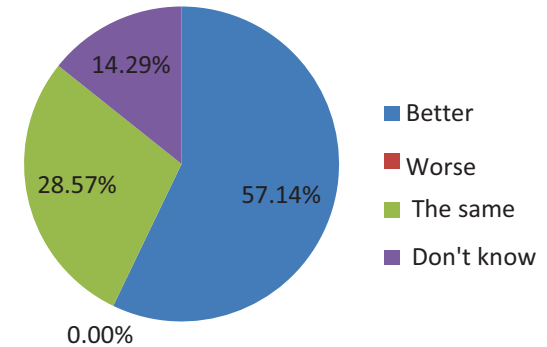
# Port Survey

Visitors were asked to compare the overall tax service in Jersey to their countries of residence. Responses were broken down further depending on where respondents were from.

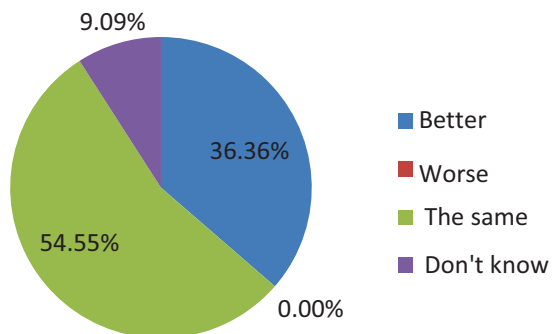
## UK and Ireland



## France

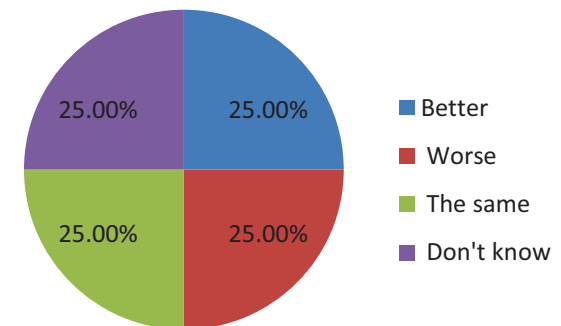


## Rest of Europe



The UK and Ireland found the overall tax service in Jersey to be the same as their own. French and other European respondents found Jersey taxis to be better or the same, whilst the rest of the world was mixed.

## Rest of the world



# Port Survey

## Questionnaire

- 1 Gender
- 2 Age
- 3 Country of residence
- 5 How long did you stay in Jersey? 1-3 days/ 4-7 days/ 8-14 days/ 14+ days
- 6 Did you drive your own car whilst in Jersey? Own car/Hired car/Neither
- 7 Did you use any taxis whilst in Jersey? If yes, how many?
- 8 Why did you choose to take a taxi?
- 9 How did you get your taxi? Rank/Hail/Telephone
- 10 Did you find it easy to get a taxi whilst in Jersey? Yes/No/Reason
- 11 Compared to your country of residence, did you find taxis in Jersey: Cheaper/More expensive/The same/Don't know
- 12 Compared to your country of residence, did you find the overall taxi service in Jersey: Better/Worse/The same/Don't know

# TAXI RESEARCH

Transport & Technical Services

August 2011

## MYSTERY SHOP JOURNEYS



*The survey was conducted by*  
**The Marketing Bureau Ltd**  
**15 -17 New St, St Helier, Jersey**  
**01534 504800**

# MYSTERY SHOP

- Mystery shop journeys were carried out on 6 taxi companies at 4 different times of day
- 3 of the times of day were on regular tariff and 1 was at the higher tariff
- Journeys were made on weekdays and weekends to truly test the market
- Each company was asked to make the same journey at roughly the same time of day so that direct comparisons could be made
- Journey distances were either 1 mile, 2 mile or 5 mile journeys and were island wide

# MYSTERY SHOP

## Routes, time of day, day of week and mileage

Route	Time of day	Day	Mileage Sector
Red Houses to L'Horizon Hotel	8.00am – 11.00am	Sunday 28 <sup>th</sup> August	1 mile
The Royal Yacht to the Bagot Pub	1.00pm – 4.00pm	Wednesday 24 <sup>th</sup> August	1 mile
Pembroke Pub to Gorey Village	6.00pm – 9.00pm	Saturday 27 <sup>th</sup> August	1 mile
The Police Station to the Mayfair Hotel	11.00pm – 2.00am	Tuesday 23 <sup>rd</sup> August	1 mile
Drifters (Havre des Pas) to Le Rocquier	8.00am – 11.00am	Tuesday 23 <sup>rd</sup> August	2 mile
St . John's village to St. Mary's village	1.00pm – 4.00pm	Saturday 27 <sup>th</sup> August	2 mile
Grouville Church to Bagot Pub	6.00pm – 9.00pm	Sunday 28 <sup>th</sup> August	2 mile
Five Oaks Pub to Snow Hill	11.00pm – 2.00am	Wednesday 24 <sup>th</sup> August	2 mile
Carrefour Selous to Woodbine Stores	8.00am – 11.00am	Tuesday 23 <sup>rd</sup> August	5 mile
Red Houses to Greve De Lecq	1.00pm – 4.00pm	Sunday 28 <sup>th</sup> August	5 mile
Trinity Arms to Springfield Stadium	6.00pm – 9.00pm	Wednesday 24 <sup>th</sup> August	5 mile
Shakespeare Hotel to Goose on the Green	11.00pm – 2.00am	Saturday 27 <sup>th</sup> August	5 mile

# MYSTERY SHOP

Journeys which were NOT taken due to taxi not being available to pick up.  
In total there were 14 journeys not completed

## 1 Mile Journeys

Wednesday 24 <sup>th</sup> August 2011 - The Police Station to the Mayfair Hotel		
01:26	Taxi E	No answer
01:32	Taxi C	Couldn't contact the rank
Sunday 28 <sup>th</sup> August 2011 - Red Houses to L'Horizon Hotel		
08:01	Taxi C	Mobile phone was turned off
08:50	Taxi E	Nothing available for an hour
08:58	Taxi A	Nothing available for an hour

## 5 Mile Journeys

Wednesday 24 <sup>th</sup> August 2011 - Trinity Arms to Springfield Stadium		
08:30	Taxi E	Nothing for an hour - short of drivers

- The telephone number that Taxi C advertise to make telephone bookings is often turned off or unavailable.
- Taxi E often refuse to operate outside of certain areas.

## 2 Mile Journeys

Tuesday 23 <sup>rd</sup> August 2011 - Drifters (Havre des Pas) to Le Rocquier		
09:36	Taxi E	Nothing available for an hour as Le Rocquier is out of the way
09:40	Taxi C	Mobile phone was turned off
Wednesday 24 <sup>th</sup> August 2011- Five Oaks Pub to Snow Hill		
00:24	Taxi E	No reason stated
Saturday 27 <sup>th</sup> August 2011 - St . John's village to St. Mary's village		
13:55	Taxi D	Kept ringing Taxi D, but nothing available. Earliest time would be between 4:30-5:00 pm. Gave up
13:05	Taxi B	They would not pick up for such a short journey, too busy, apologised but said it was management decision
15:20	Taxi C	Rang this number between 1-3 but kept ringing out. No answer. Rang again when I got to St. Mary's Pub from 3.20 onwards. Still no answer.
Sunday 28 <sup>th</sup> August 2011 - Grouville Church to Bagot Pub		
18:00	Taxi E	Told by operator that they won't pick me up because they only operate certain areas of the island.
18:54	Taxi C	Day and night mobile numbers tried, neither picked up



# MYSTERY SHOP

Journeys taken – 58 out of 72 - Routes taken

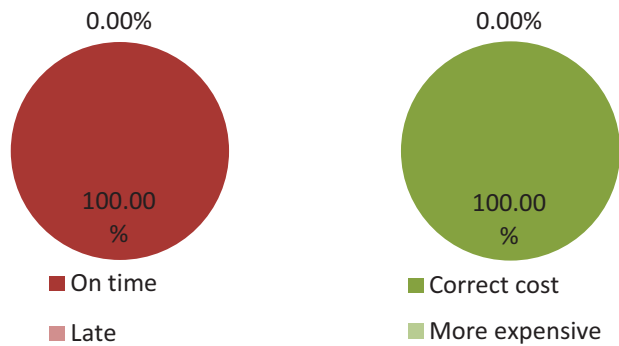
1 mile journey		2 mile journey		5 mile journey	
Red Houses to L'Horizon Hotel	8am – 11am	Drifters to Le Rocquier	8am -11am	Carrefour Selous to Woodbine Stores	8am-11am
The Royal Yacht to Bagot Pub	1pm - 4pm	St Johns village to St Marys village	1pm - 4pm	Red Houses to Greve De Lecq	1pm - 4pm
Pembroke Pub to Gorey Village	6pm- 9pm	Grouville Church to Bagot Pub	6pm- 9pm	Trinity Arms to Springfield Stadium	6pm- 9pm
Police Station to Mayfair Hotel	11pm - 2am	Five Oaks Pub to Snow Hill	11pm -2am	Shakespeare Hotel to Goose on the Green	11pm - 2am



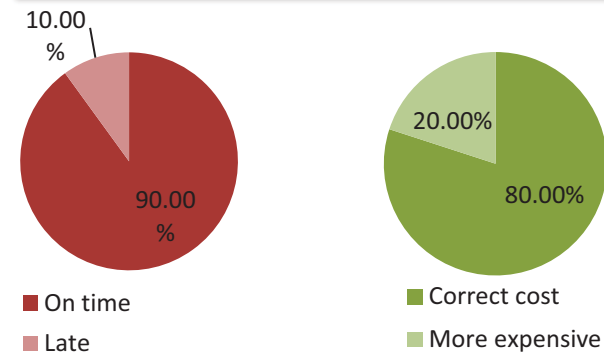
# MYSTERY SHOP

Taxis were regarded as 'late' when the actual wait time was over 5 minutes more than the estimated wait time.  
Taxis were considered more expensive when actual cost was over £1.00 more than estimated cost.

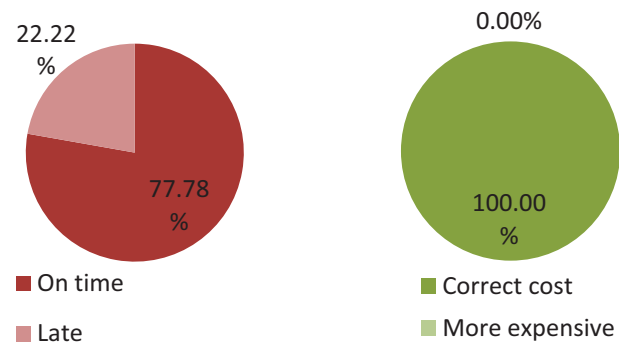
Taxi C



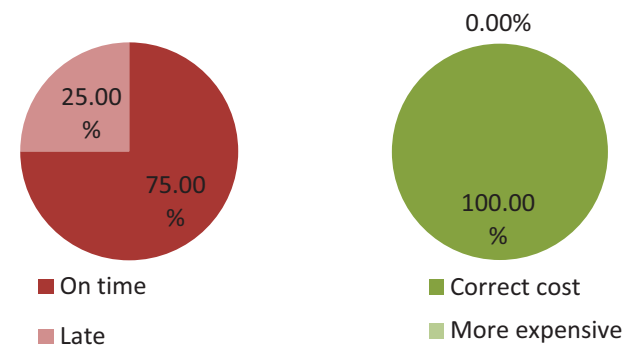
Taxi D



Taxi B

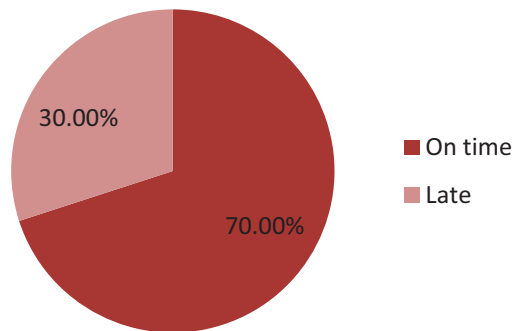


Taxi E

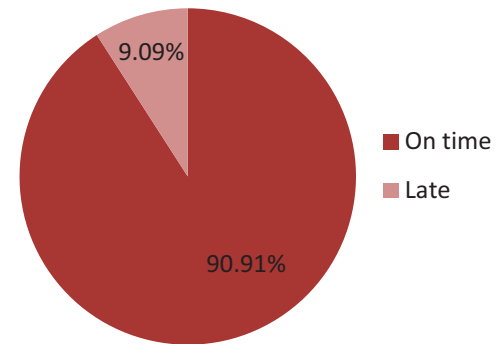
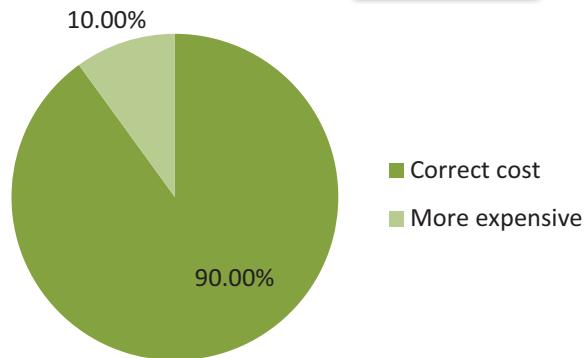


# MYSTERY SHOP

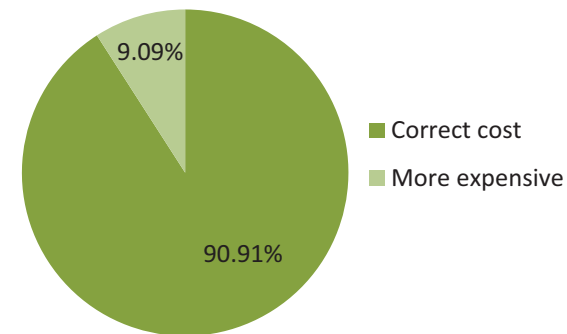
Taxis were regarded as 'late' when the actual wait time was over 5 minutes more than estimated wait time. They were considered more expensive when actual cost was over £1.00 more than estimated cost.



Taxi A



Taxi F



Of the journeys made, Taxi C was the top performer in terms of being punctual and estimating cost for customer. 30% of Taxi A journeys were late. For further details see following charts.

# MYSTERY SHOP

Telephone estimated wait times vs actual time of pick up.  
Telephone cost estimate vs actual cost.

1 Mile journeys

					Date			Phone time	Estimated wait time	Actual wait time	Estimated cost	Actual Cost
Taxi Company	Red Houses-L'Horizon	Royal Yacht-Bagot Inn	Pembroke Pub-Gorey Village	Mayfair Hotel-Police Station	Sun 28/08	Sat 27/08	Wed 24/08		Mins	Mins	£	£
Taxi C		1					1				5	4.7
Taxi D	1				1			08:00	5	3	6	7.2
		1					1	13:50	30	31	6	5.2
			1			1		18:00	120	125	8	5
				1			1	00:28	10	12		6.5
Taxi B		1					1	14:25	10	15	6	6.3
			1			1		18:10	80	95	7	4.8
				1			1	00:54	4	7	6	6
Taxi A							1	12:55	10	15	6	5.5
							1	14:56	10	24	6	4.9
							1	00:00	10	5	7	5.7
Taxi F	1				1			9.02	8	4	5	4.4
		1					1	13:20	10	8	5	4.4
				1			1	00:00	10	3	7	6

Early / Cheaper

Late / More expensive – if more than 5 mins/£1 that estimate

# MYSTERY SHOP

Telephone estimated wait times vs actual time of pick up.  
Telephone cost estimate vs actual cost.

2 Mile journeys

Taxi Company	Drifters -Le Rocquier	Five Oaks - Snow Hill	St. John's Village - St. Mary's Pub	Grouville Church - Bagot Inn	Date				Phone time	Estimated wait time	Actual wait time	Estimated cost	Actual Cost
					Sun 28/08	Sat 27/08	Tue 23/08	Wed 24/08		Mins	Mins	£	£
Taxi C		1						1	23:34	2	2	8	8
Taxi D	1						1		08:04	3	4	7.2	6.4
		1						1	22:56	10	9	10	9.8
Taxi B	1						1		09:14	15	15	7	7
		1			1				19:40	30	42	15	8.7
				1				1	22:20	10	4	7	8.7
Taxi A	1								08:27	10	21	7	6
			1						14:04	45	66		7.5
		1							23:47	5	3	6	7.8
Taxi F	1						1		08:58	5	4	7	5.3
			1			1			12:57	5	7		7.5
				1	1				18:57	40	33	7	7.1
		1						1	00:02	10	10	10	8

Early / Cheaper

Late / More expensive – if more than 5 mins/£1 that estimate

# MYSTERY SHOP

Telephone estimated wait times vs actual time of pick up.  
Telephone cost estimate vs actual cost.

5 Mile journeys

					Date				Phone time	Estimated wait time	Actual wait time	Estimated cost	Actual Cost
Taxi Company	Goose on the Green - Shakespeare Hotel	Woodbine Stores - Carrefour	Trinity Arms - Springfield	Red Houses-Greve De Lecq	Sun 28/08	Sat 27/08	Tue 23/08	Wed 24/08		Mins	Mins	£	£
Taxi C		1					1		11:10	10	15	16	14
				1	1				13:25	20	25	17	15.5
				1	1				15:20	20	15	16	16
			1					1	08:00	15	15	10	9.9
	1					1			23:35	5	5	15	17.2
Taxi D		1					1		08:00	10	10		16
				1	1				14:05	20	28	18	20
			1					1	08:00	15	15	10	9.9
	1				1				01:15	15	3	23	19.7
Taxi B		1					1		08:30	30	20	16	16.2
			1					1	07:35	10	10	10	10.5
	1				1				00:45	10	9	20	18.9
Taxi A		1					1		09:50	15	20	16	16
				1	1				14:45	30	35	18	15.3
			1					1	06:30		15		12
	1				1				00:25	5	6	16	17
Taxi F		1					1		10:30	10	15	17	18.2
				1	1				12:52	10	18	17	15
			1					1	07:05	15	15	10	11
	1				1				00:00	15	11	22	18.5

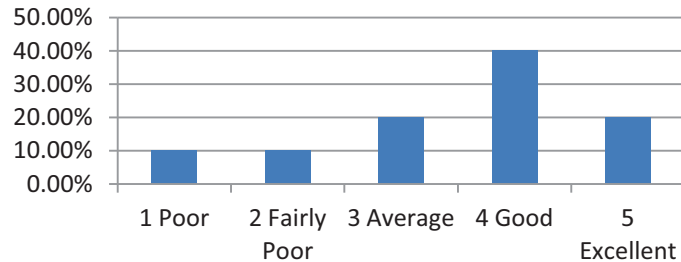
Early / Cheaper

Late / More expensive – if more  
than 5 mins/£1 that estimate

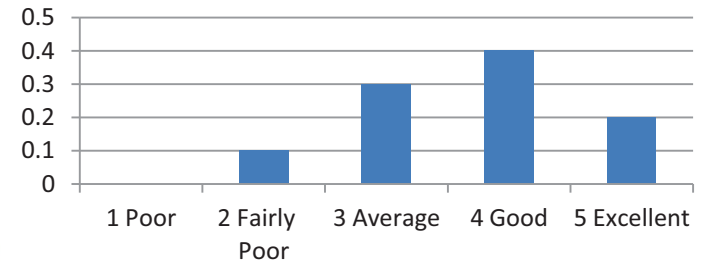
# MYSTERY SHOP

Value for money was recorded by each passenger.

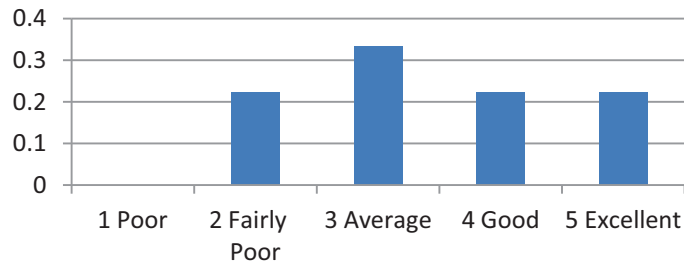
**Taxi D**



**Taxi A**

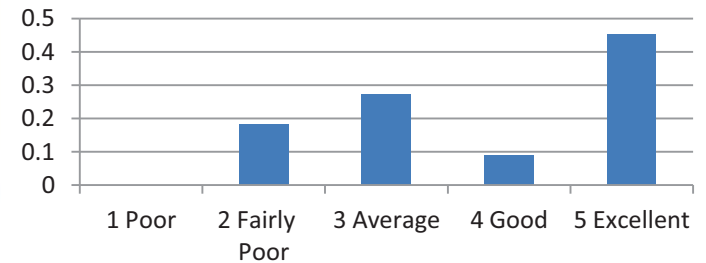


**Taxi B**

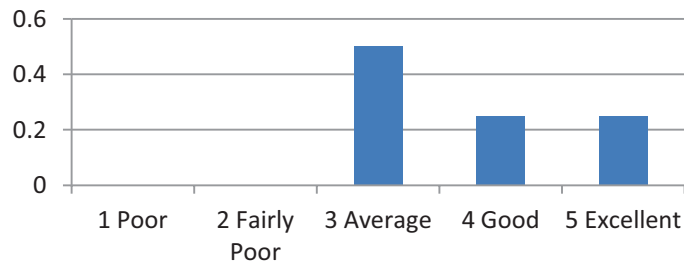


In the opinion of the Mystery Shoppers, Taxi C and Taxi E were the best performers in terms of value for money.

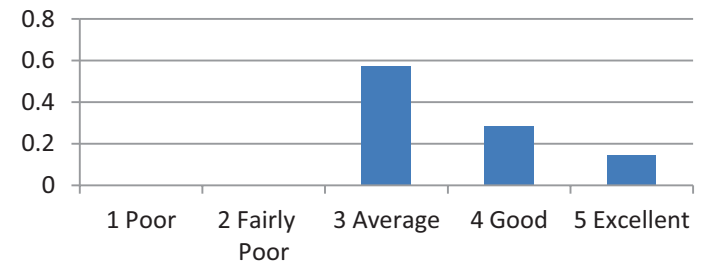
**Taxi F**



**Taxi E**



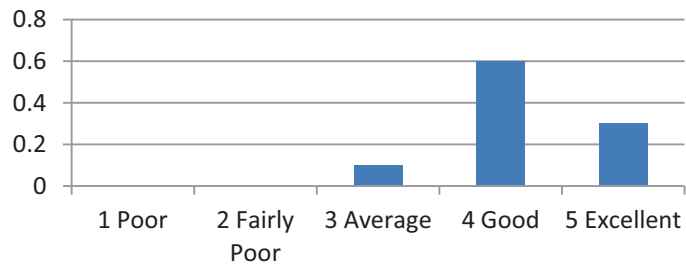
**Taxi C**



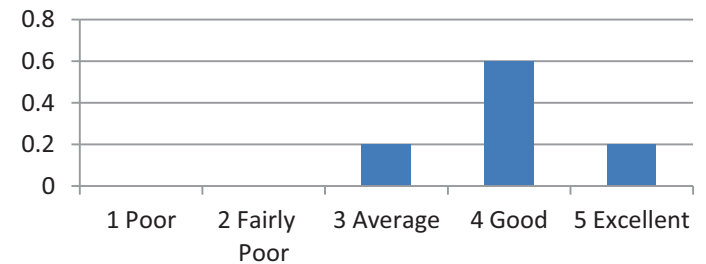
# MYSTERY SHOP

Condition of vehicle was recorded by each passenger.

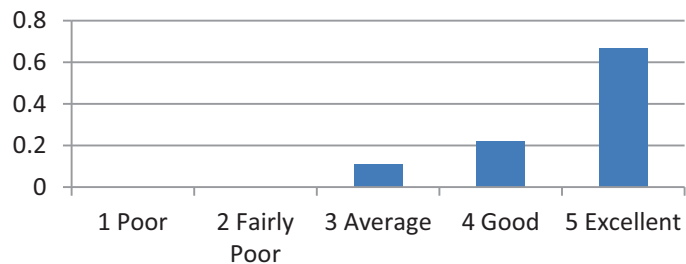
**Taxi D**



**Taxi A**

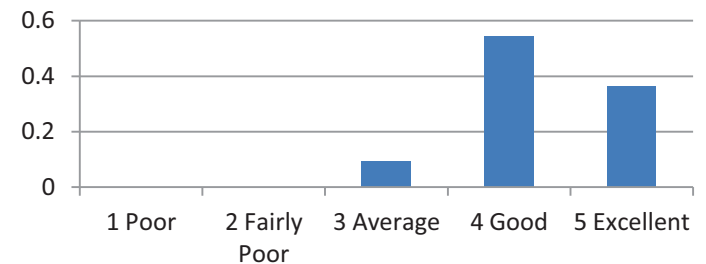


**Taxi B**

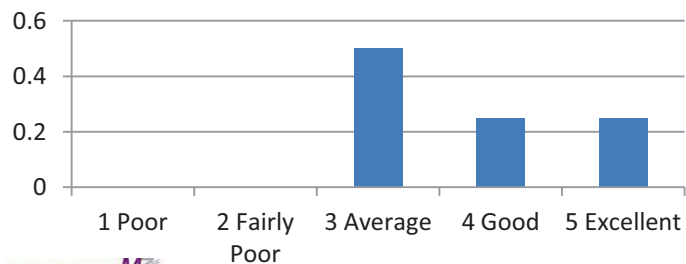


In the opinion of the Mystery Shoppers only Taxi C scored a mark below average, otherwise all taxi conditions were found to be average or above.

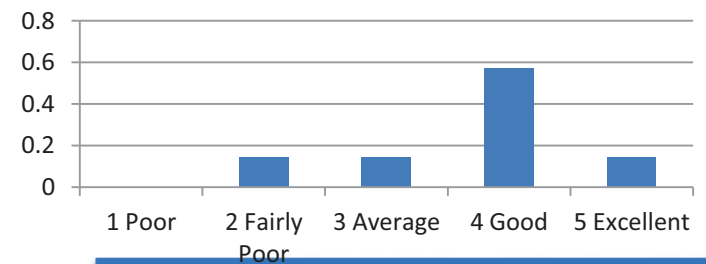
**Taxi F**



**Taxi E**



**Taxi C**

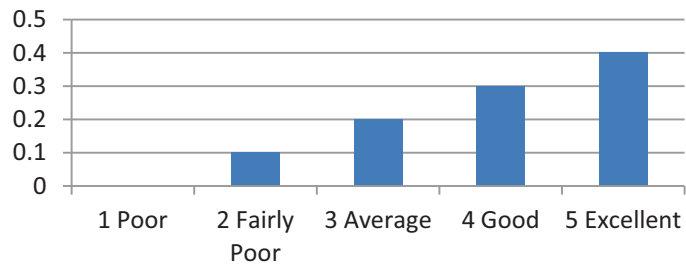




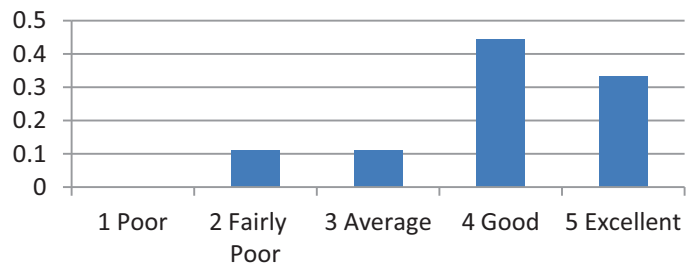
# MYSTERY SHOP

The driver image was recorded by each passenger.

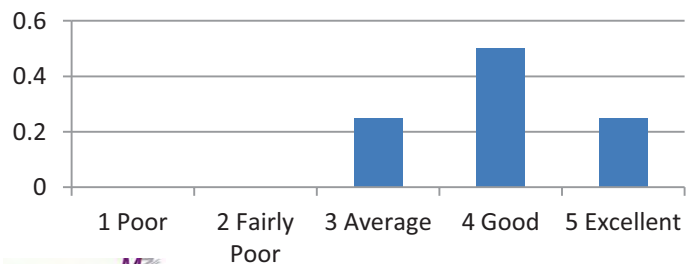
**Taxi D**



**Taxi B**

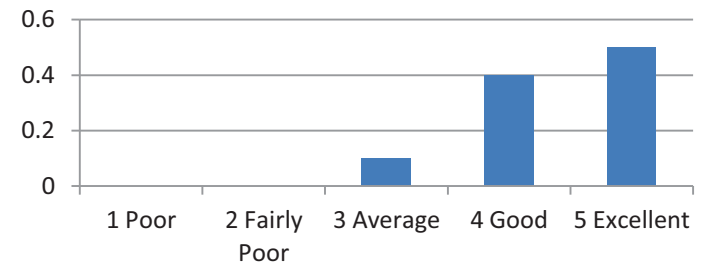


**Taxi E**

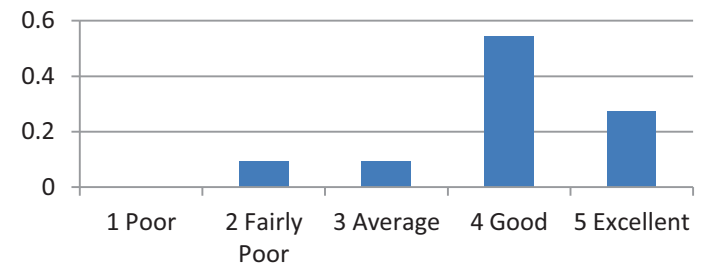


Mystery Shoppers found that Taxi E and Taxi A were top performers in terms of driver image. The other companies had mixed responses.

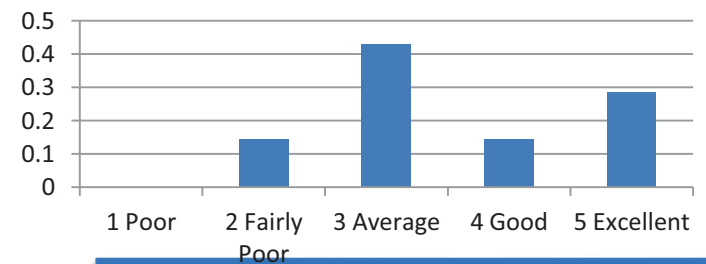
**Taxi A**



**Taxi F**



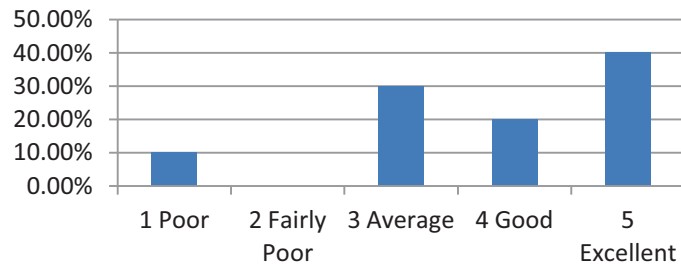
**Taxi C**



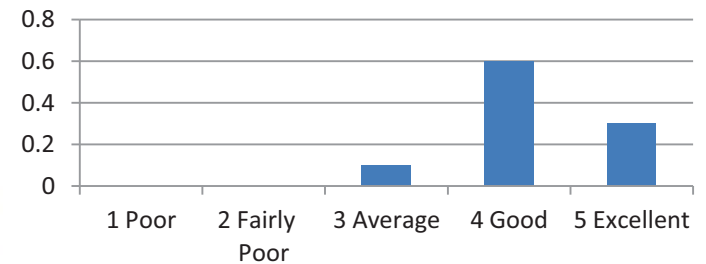
# MYSTERY SHOP

Overall service was recorded by each passenger.

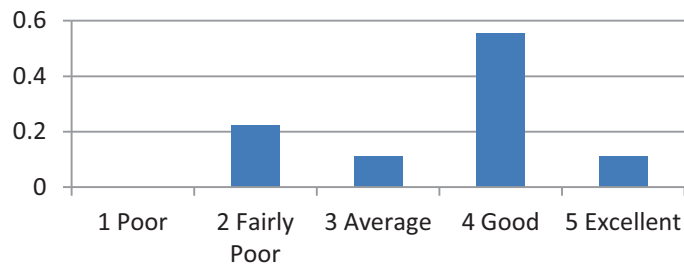
**Taxi D**



**Taxi A**

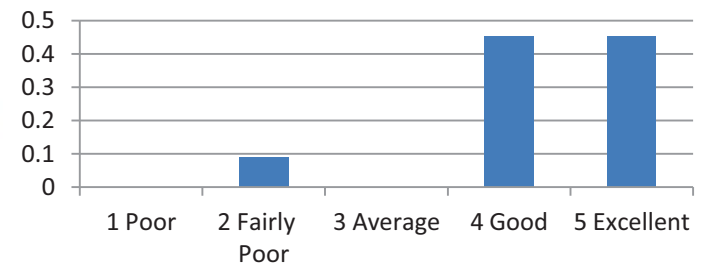


**Taxi B**

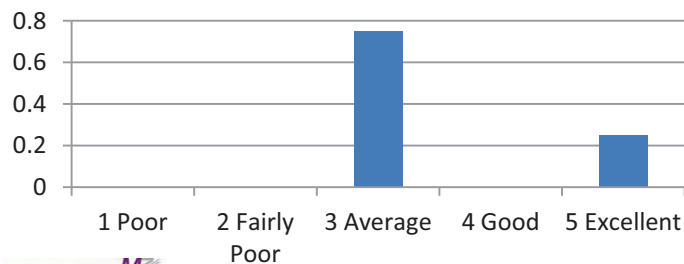


Taxi A, Taxi E, and Taxi C scored average or above. Taxi D, Taxi F and Taxi B had mixed reviews.

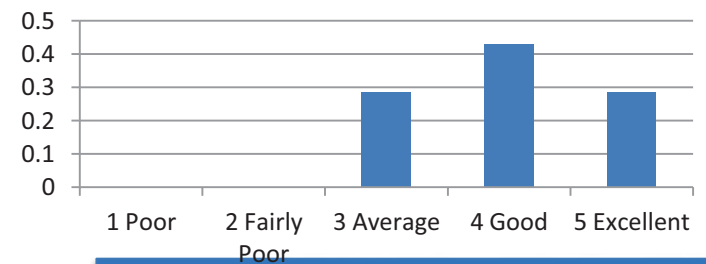
**Taxi F**



**Taxi E**



**Taxi C**



# MYSTERY SHOP

## Questionnaire

- 1 Taxi company?
- 2 Journey /Route
- 3 Date and time of phonecall
- 5 Ask how long the taxi will be
- 6 Ask how much it will cost, estimated.
- 7 How long did you actually wait?
- 8 Actual cost
- 9 How would you rate your taxi in terms of value for money (1=poor, 5=excellent)
- 10 How would you rate your taxi in terms condition of car (1=poor, 5=excellent)
- 11 How would you rate your taxi in terms of driver image (1=poor, 5=excellent)
- 12 How would you rate the overall service provided by the taxi (1=poor, 5=excellent)



# TAXI RESEARCH

Transport & Technical Services  
August 2011

## Taxi Rank Observations



*The survey was conducted by*  
**The Marketing Bureau Ltd**  
15 -17 New St, St Helier, Jersey  
01534 504800

# Taxi Rank

## Introduction

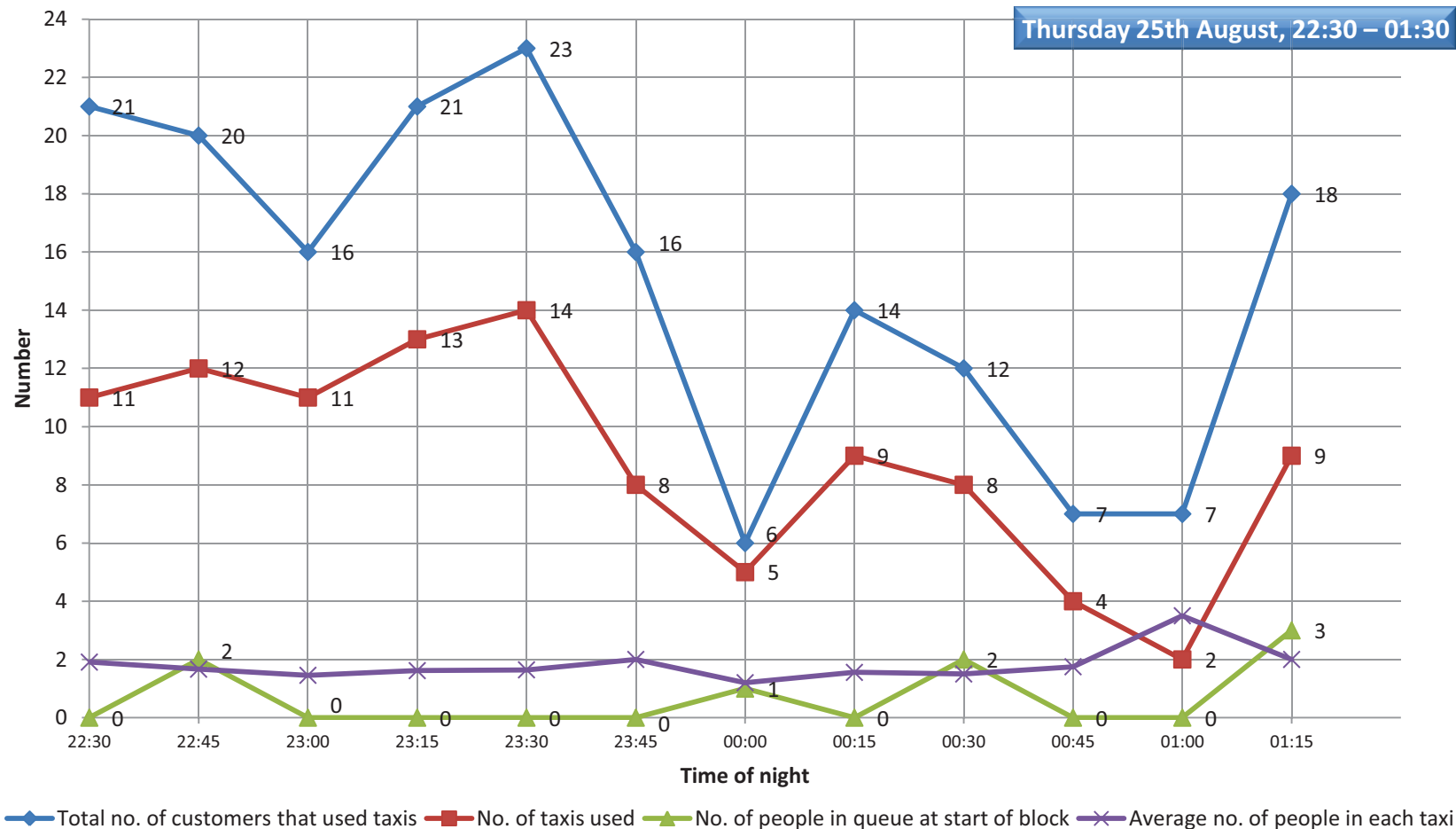
Observations were made at the Weighbridge taxi rank in 15 minute blocks recording the following:

- The number of people who took a taxi in each 15 minute block
- The number of people in each taxi that was used
- The number of taxis used in each 15 minute block
- The number of people in the queue at the start of each 15 minute block
- The waiting time from the end of the queue to getting a taxi in each 15 minute block
- The amount of time in each 15 minute block when no taxis were at the rank

The rank was observed on the nights of Thursday 25<sup>th</sup> August from 10.30pm – 1.30am and on Saturday 27<sup>th</sup> August from 11.15pm – 2.30am

# Taxi Rank

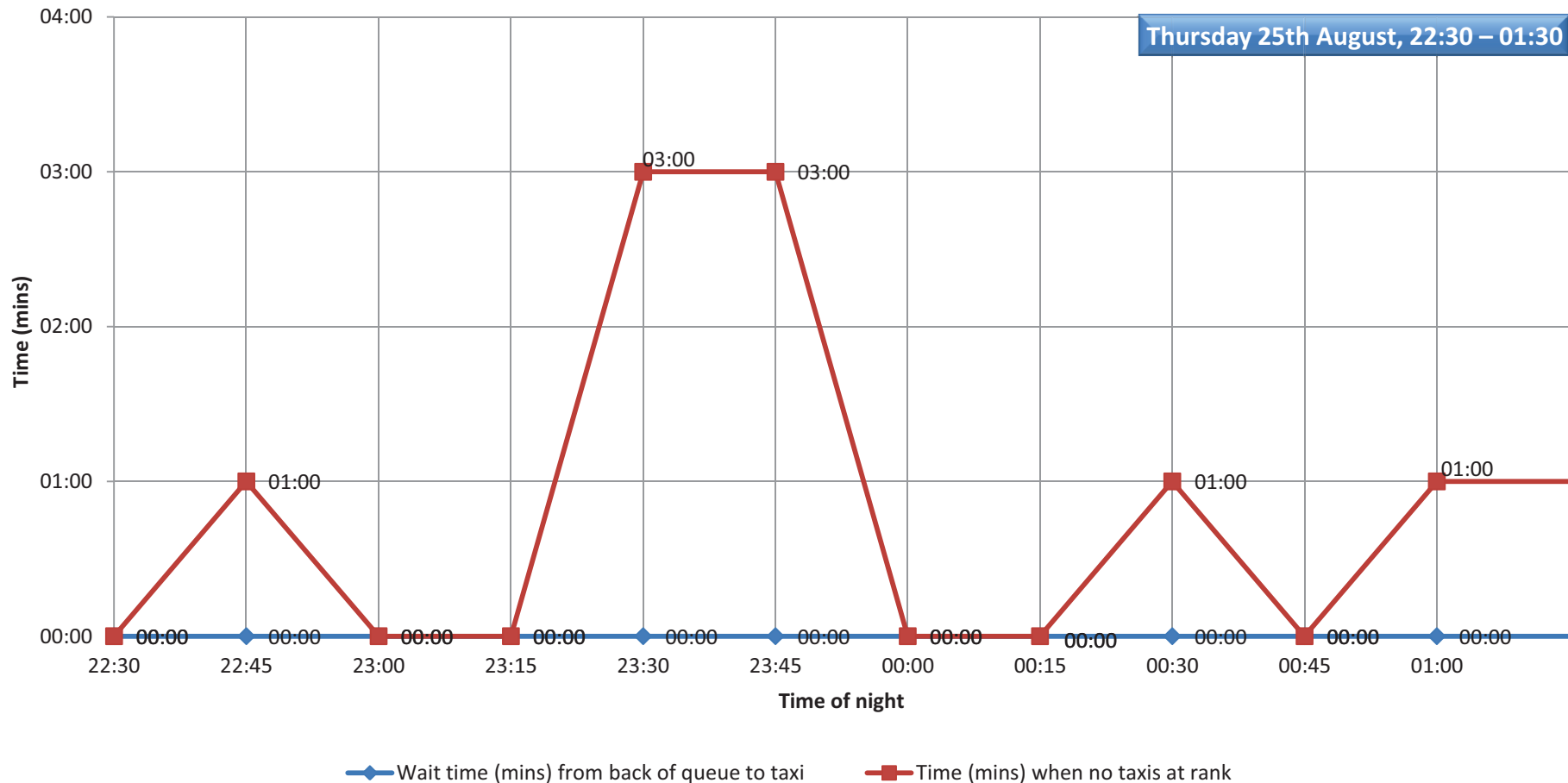
WEEKDAY - Observations made at the Weighbridge taxi rank in 15 minute blocks



There were no real queues for customers all evening. 23:15 – 23:30 looked to be the peak time for taxis on a week night.

# Taxi Rank

WEEKDAY - Observations made at the Weighbridge taxi rank in 15 minute blocks

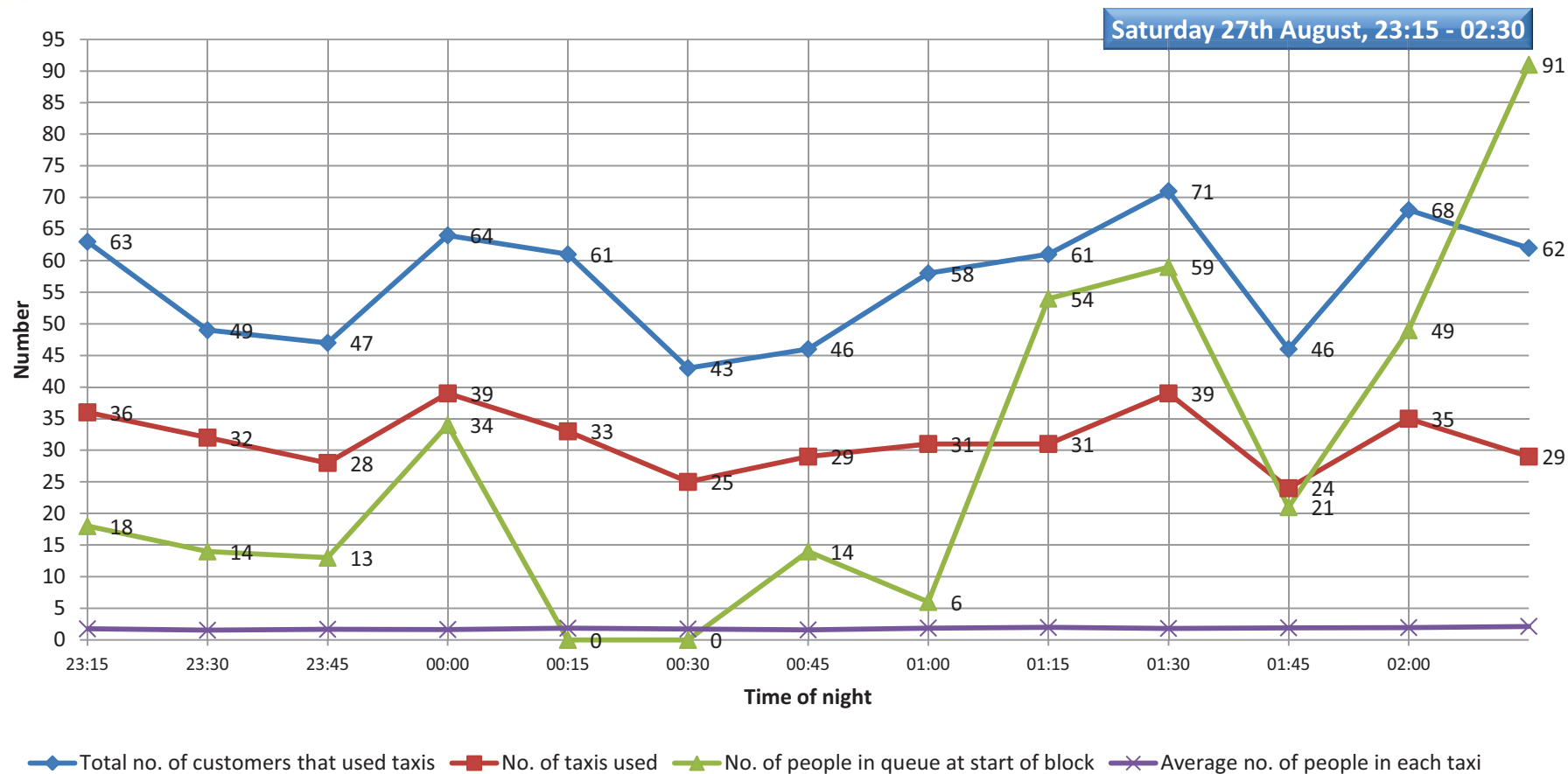


This graph shows no unmet demand as there was never any wait time for customers.



# Taxi Rank

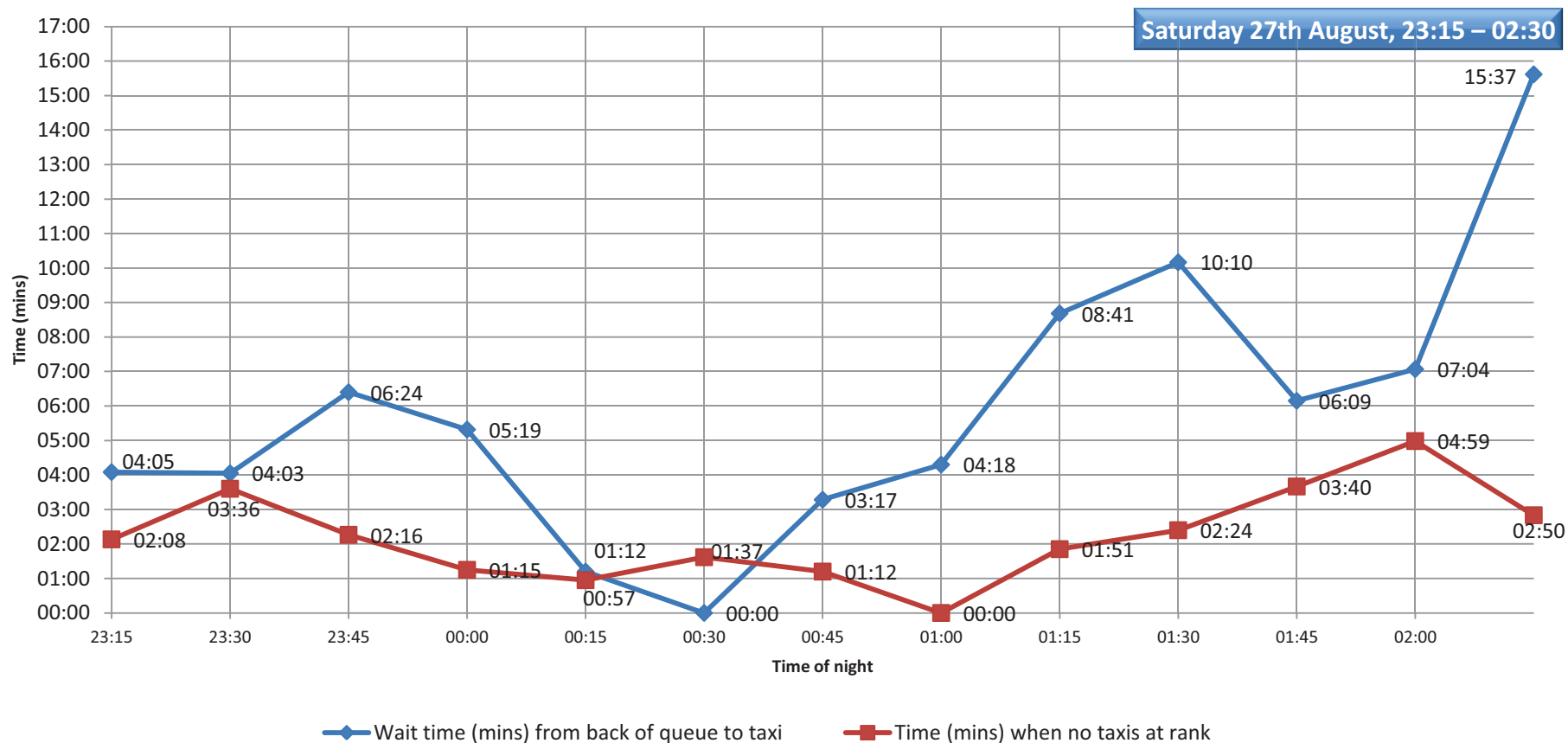
WEEKEND - Observations made at the Weighbridge taxi rank in 15 minute blocks



Queues peaked at 00:00, 01:30 and 02:30, yet the number of taxis used in each 15min block remains a fairly constant figure. This suggests that the current collection system cannot cope when demand increases.

# Taxi Rank

WEEKEND - Observations made at the Weighbridge taxi rank made in 15 minute blocks



From 01.15am wait times increase along with an increase in the time when no taxis are available at the rank. This is likely to be due to the taxis already being in use across the island.

# Taxi Rank

## Survey

Time	Number of taxis at rank at start of block	Number of people in each taxi	Number of taxis used
11.30-11.45			
11.45-12.00			
12.00-12.15			
12.15-12.30			

Time	Number of people in queue at start of block	Wait time (mins) from back of queue to taxi	Time (mins) when no taxis at rank
11.30-11.45			
11.45-12.00			
12.00-12.15			
12.15-12.30			



# TAXI CCTV RESEARCH

Transport & Technical Services  
September 2010 & February 2011



*The survey was conducted by*  
**The Marketing Bureau Ltd**  
**15 -17 New St, St Helier, Jersey**  
**JE2 3RA**  
**01534 504800**

# INTRODUCTION

CCTV footage of the taxi ranks at The Weighbridge, Airport and Snow Hill was filmed between September 2010 and February 2011. Unfortunately at Snow Hill activity could not be recorded due to technical faults.

The Marketing Bureau has analysed the footage to gauge whether there is unmet demand within the taxi service.

Footage was analysed in 15 minute blocks and the following data was captured:

- Number of people waiting at rank at the start of the 15 minute block
- Number of taxis used during the 15 minute block
- Number of minutes during the 15 minute block where there were no taxis at the rank

It should be noted that it is most useful to look at the trends shown by the graphs, rather than the individual data points, as this is the best way to identify the patterns of taxi use over a time period.

## Issues

- It was not possible to capture the length of time customers waited for taxis as individuals couldn't be identified within the footage.
- Number of people waiting at the start of the 15 min block is approximate in some cases, and it should be noted that number in queue can vary greatly during the 15 min block as people joining the queue could not be captured.
- On some days at the Airport there was little visibility through the CCTV due to adverse weather conditions, so data collected on these days was excluded.

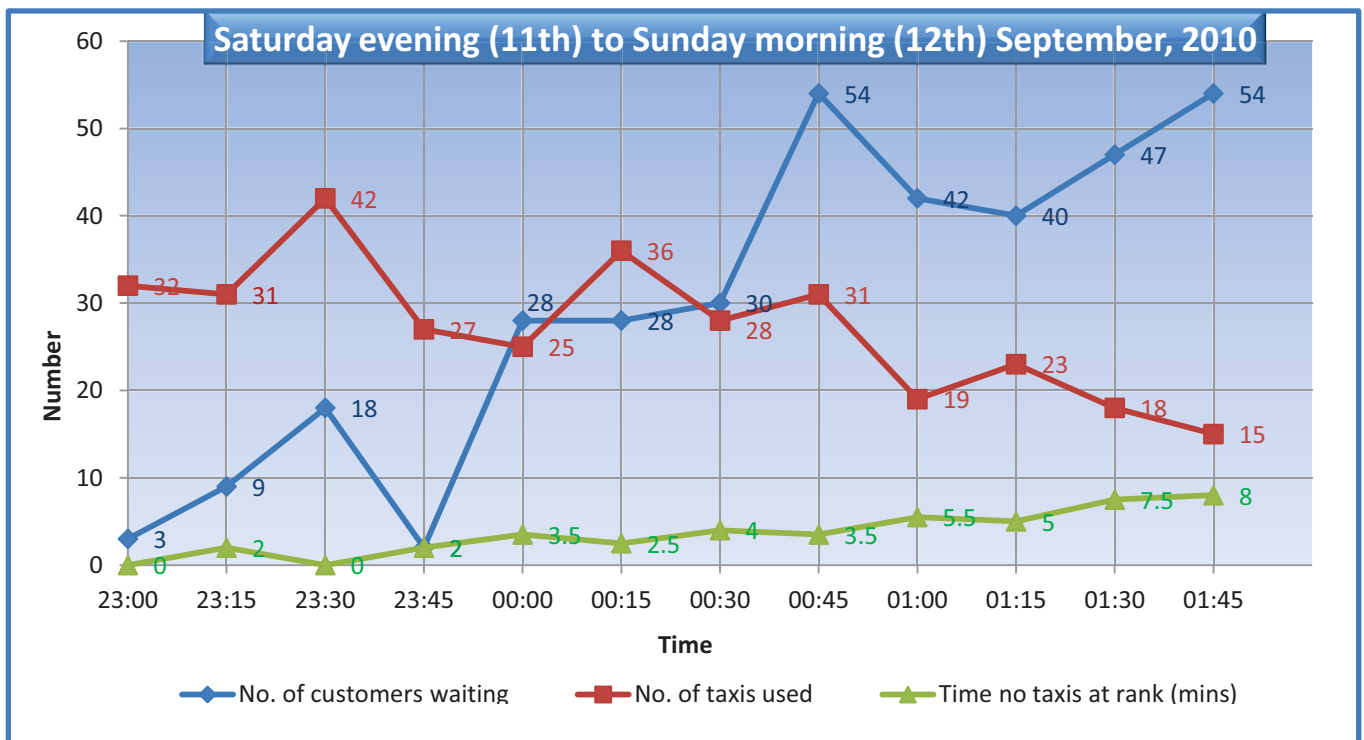
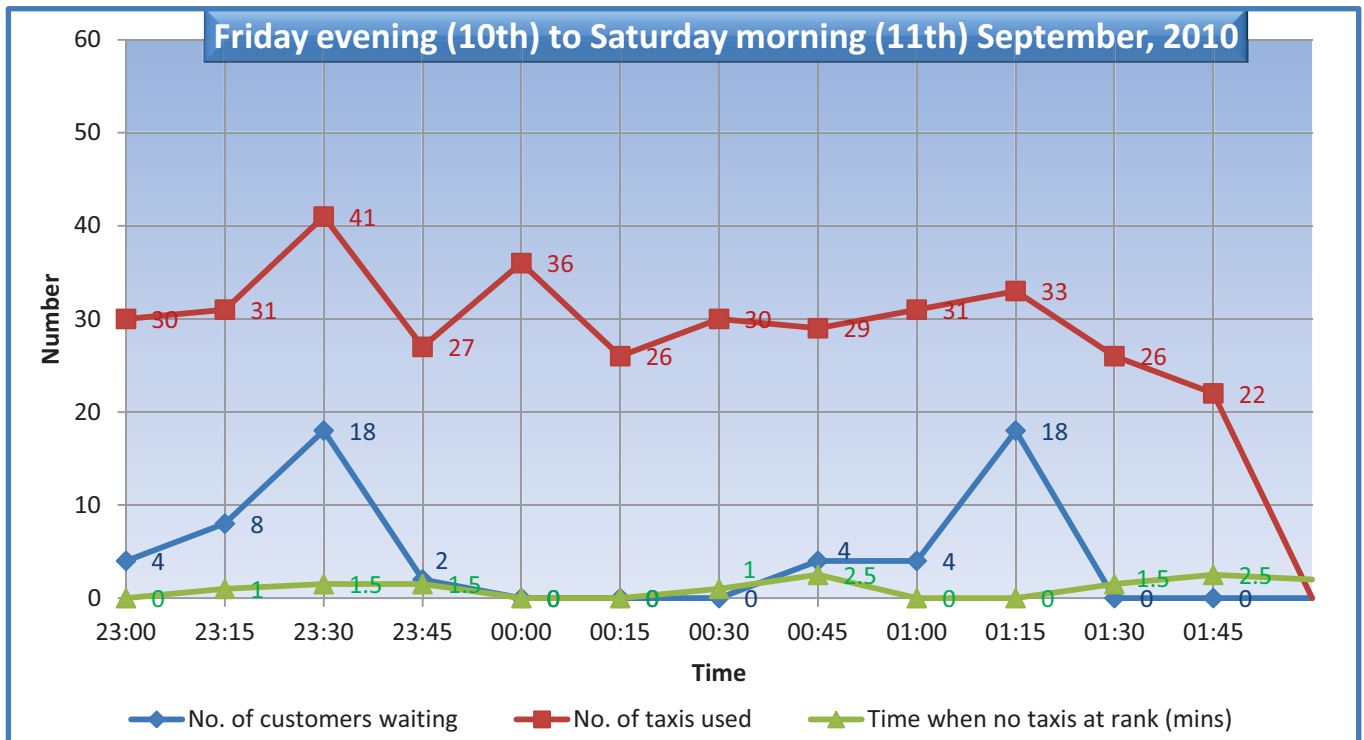
# WEIGHBRIDGE ACTIVITIES

- Data was gathered in 15min blocks as shown on the X axis, '*Time*'
- '**No. of customers waiting**' denotes the number of customers waiting in the rank at the start of each 15min block
- '**No. of taxis used**' denotes the number of taxis used in each 15min block
- '**Time when no taxis at rank (mins)**' denotes the number of minutes (to the nearest half minute) during each 15min block when there were no taxis at the rank

## Overall result

The data implies that there is unmet demand at the Weighbridge taxi rank during peak times, which were found to be between 00:00 and 03:00 at the weekend.

# Weekend Evenings - Weighbridge

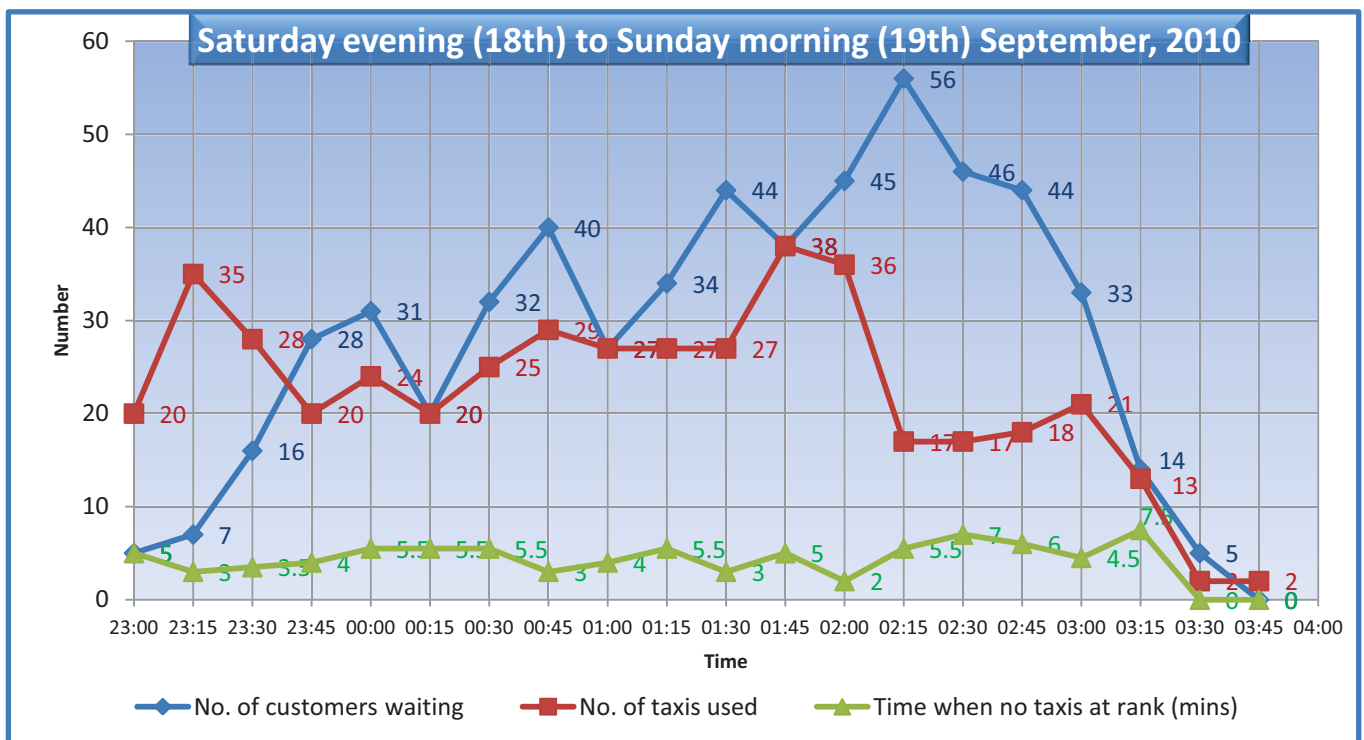
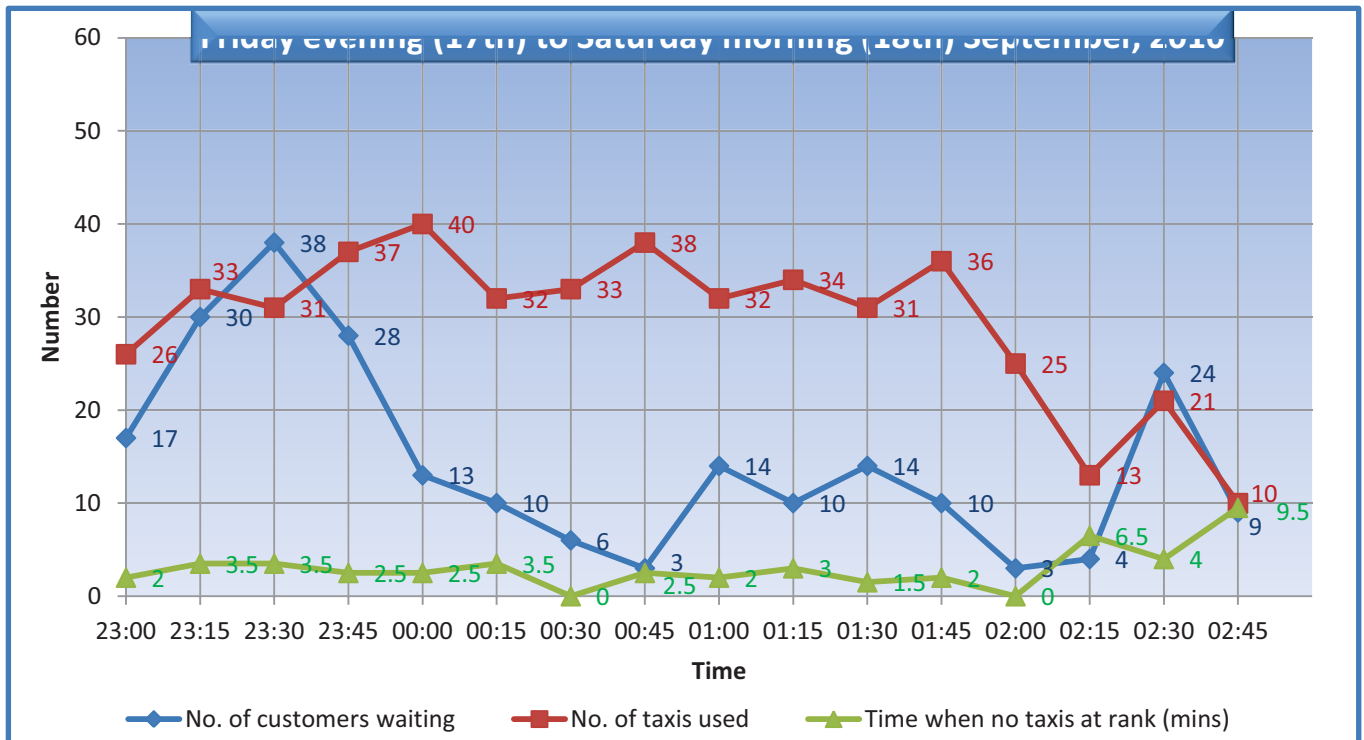


**Summary, Fri/Sat:** Number of taxis used were appropriate to the number of customers throughout the evening, with no more than 2.5 minutes when no taxis were available.

**Summary, Sat/Sun:** After 00:30, the number of customers waiting increased beyond the number of taxis used. There was also increased time when no taxis were at the rank, resulting in unmet demand.



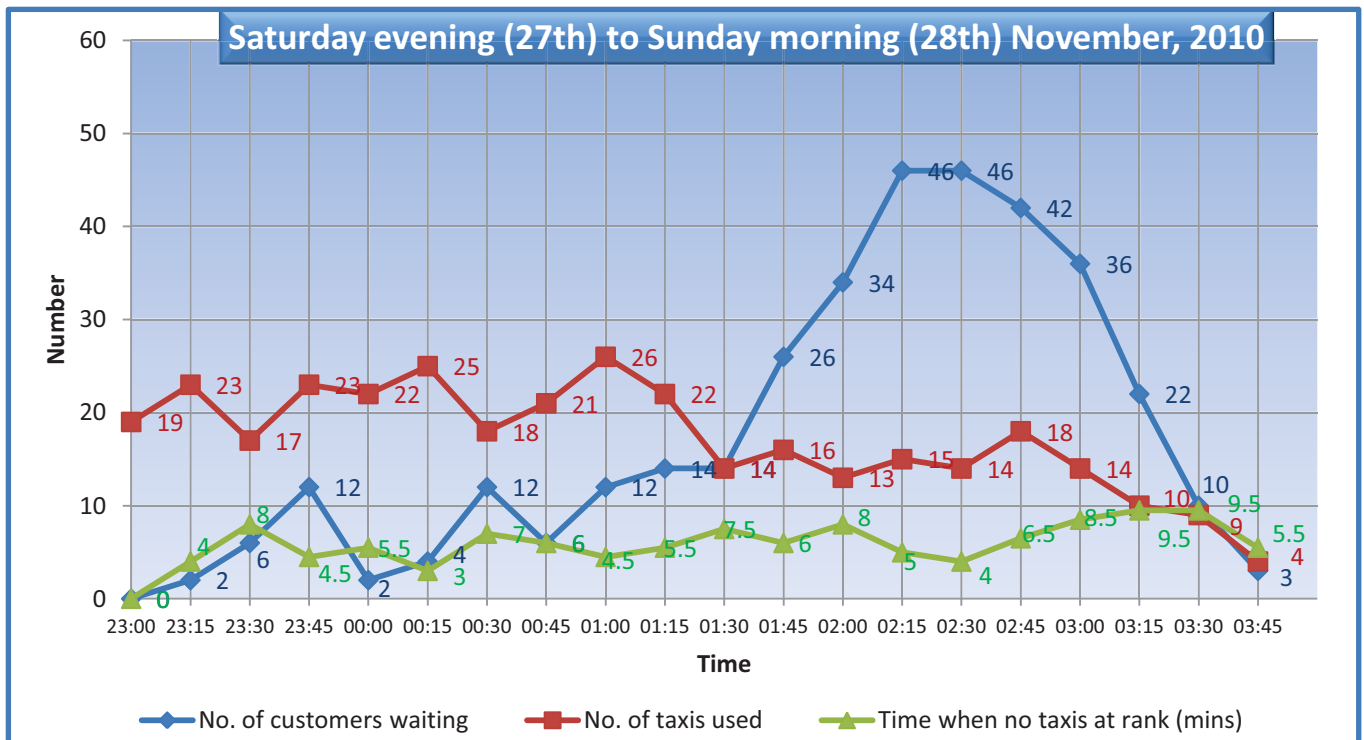
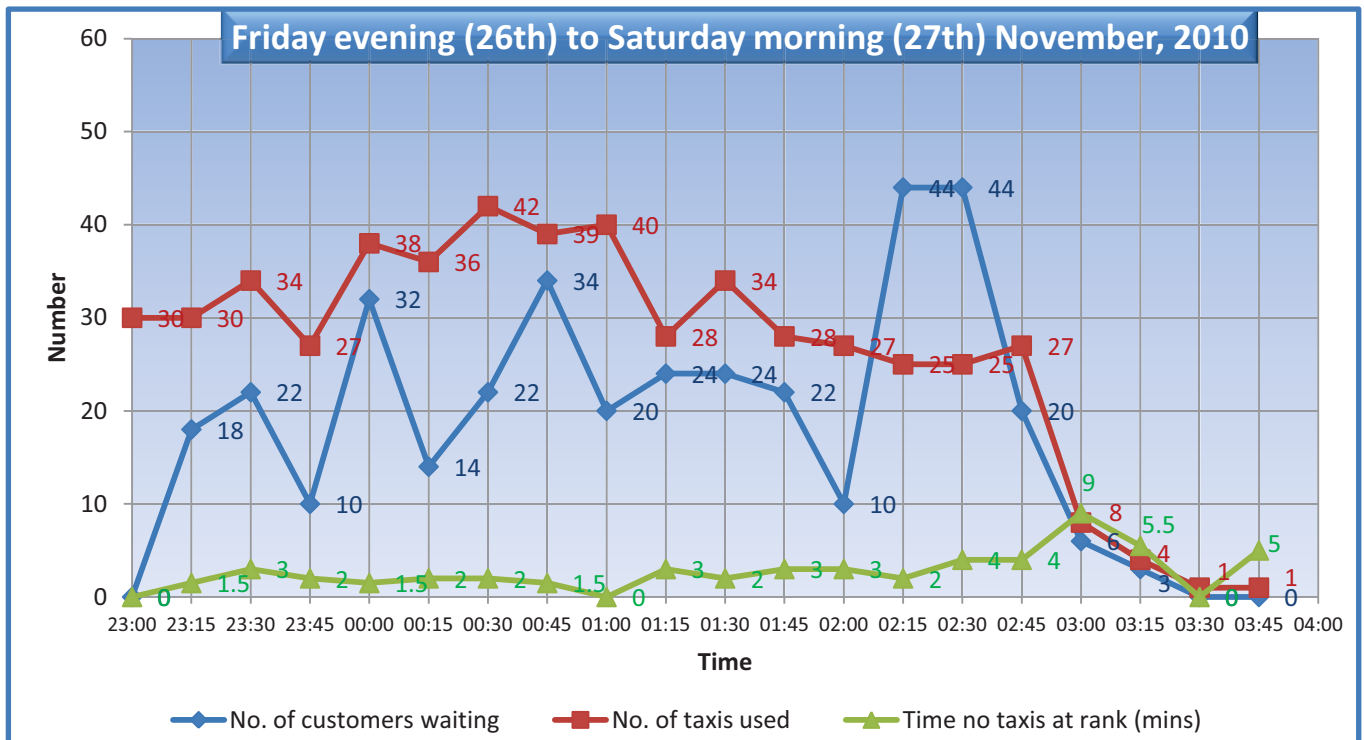
# Weekend Evenings - Weighbridge



**Summary, Fri/Sat :** The number of customers waiting was greater than the number of taxis used at 23:30, and 02:30, with the highest times when no taxis were at the rank after 02:15.

**Summary, Sat/Sun :** After 23:45, the number of customers waiting was greater than or equal to the number of taxis used throughout the evening, with average times when no taxis were available of 5.5 mins, highlighting unmet demand.

# Weekend Evenings - Weighbridge



**Summary, Fri/Sat:** From 02:15 – 02:30, the number of customers waiting peaked at 44. After 02:30, there were increased times when no taxis were at the rank.

**Summary, Sat/Sun:** Between 01:45 and 03:30, the number of customers waiting was greater than the number of taxis used, and there were times of up to 9.5 minutes when no taxis were at the rank.

# AIRPORT ACTIVITIES

- Data was gathered in 15min blocks as shown on the X axis, *'Time'*
- **'No. of customers waiting'** denotes the number of customers waiting in the rank at the start of each 15min block
- **'No. of taxis used'** denotes the number of taxis used in each 15min block
- **'Time when no taxis at rank (mins)'** denotes the number of minutes (to the nearest half minute) during each 15min block when there were no taxis at the rank

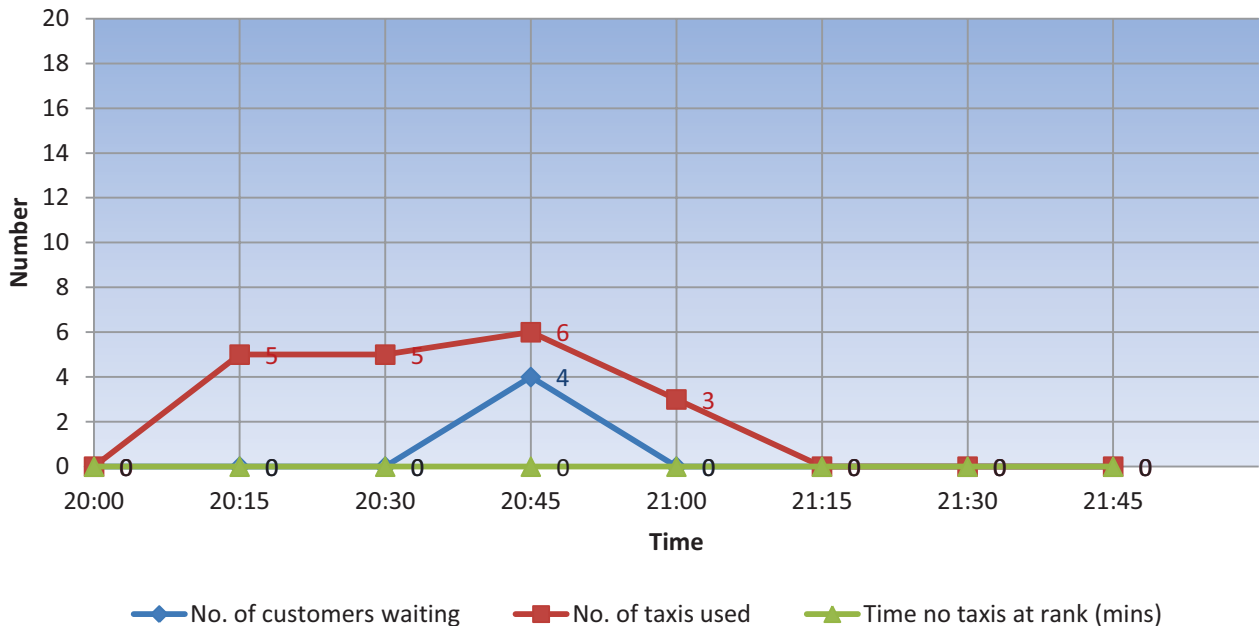
## Overall result

The data implies that the demand for taxis at the Airport rank is almost always met, with virtually no occasions where there are no taxis available at the rank.

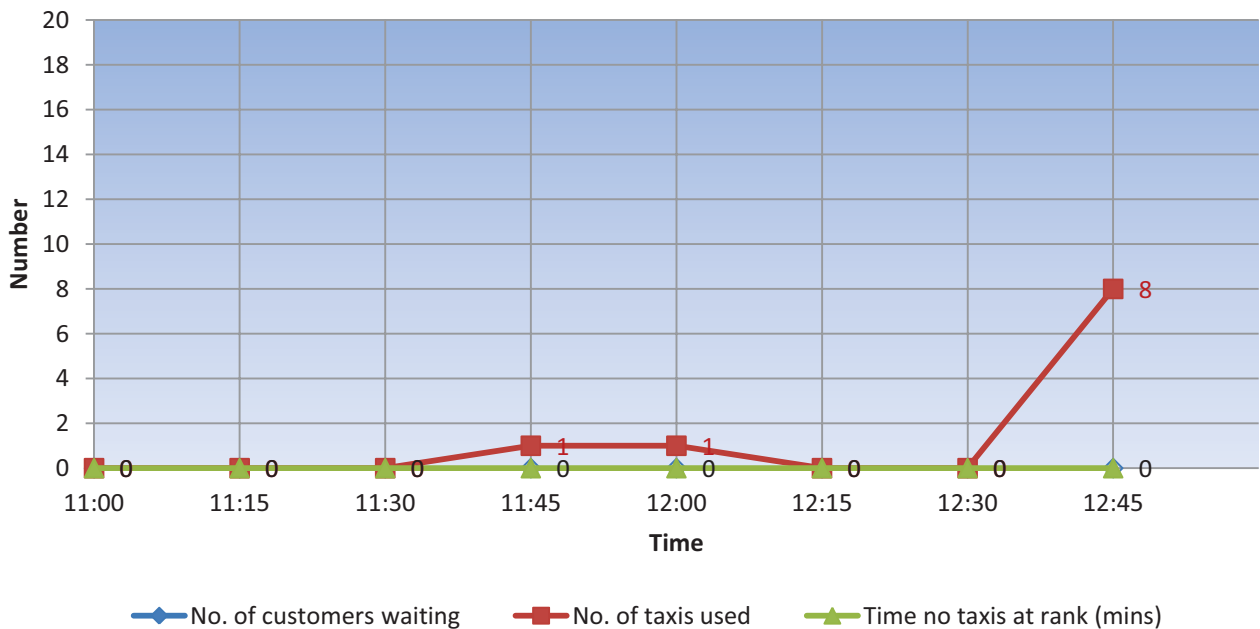
The fact that there were always taxis at the rank may indicate a surplus to demand.

# Weekday -Airport

Wednesday evening (2nd) February, 2011



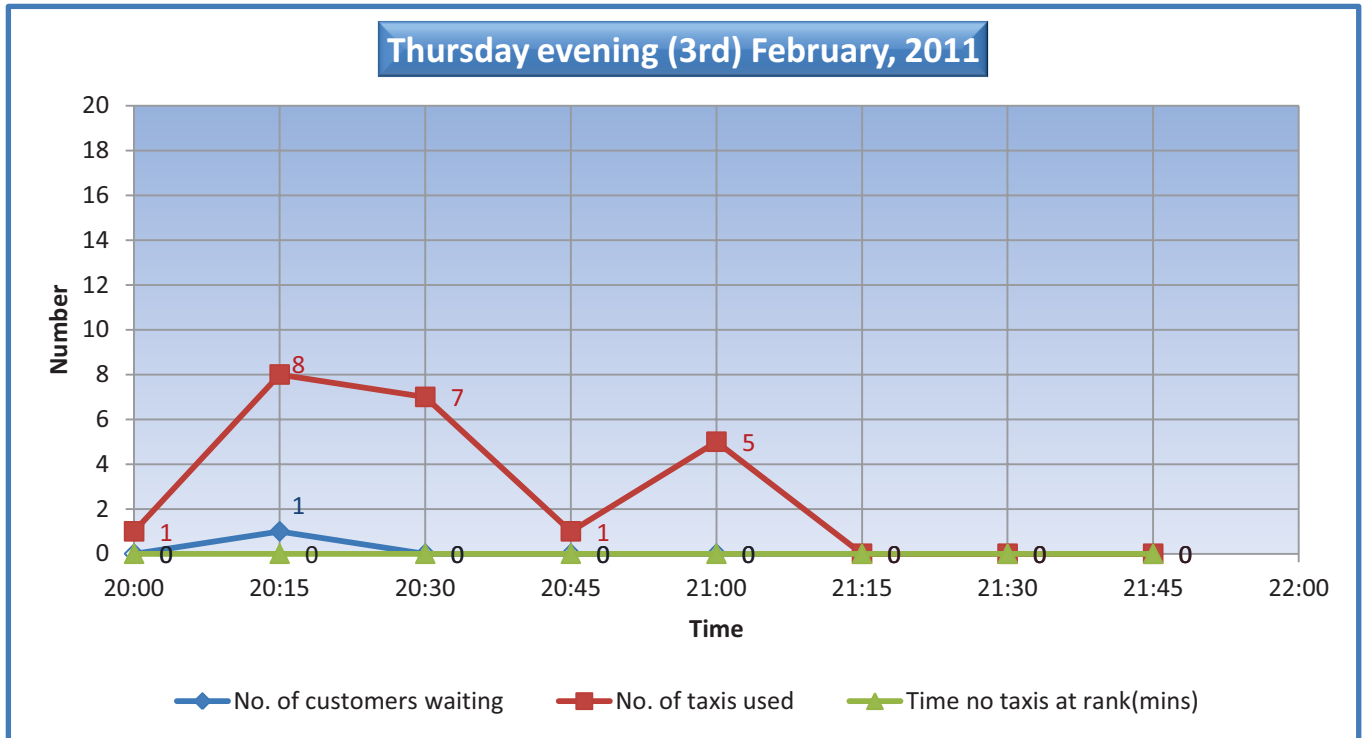
Thursday morning (3rd) February, 2011



Summary, Wednesday eve : Taxis met demand, with no times where no taxis were available.

Summary, Thursday morn: Few taxis used throughout the morning, with a peak at 12:45-13:00.

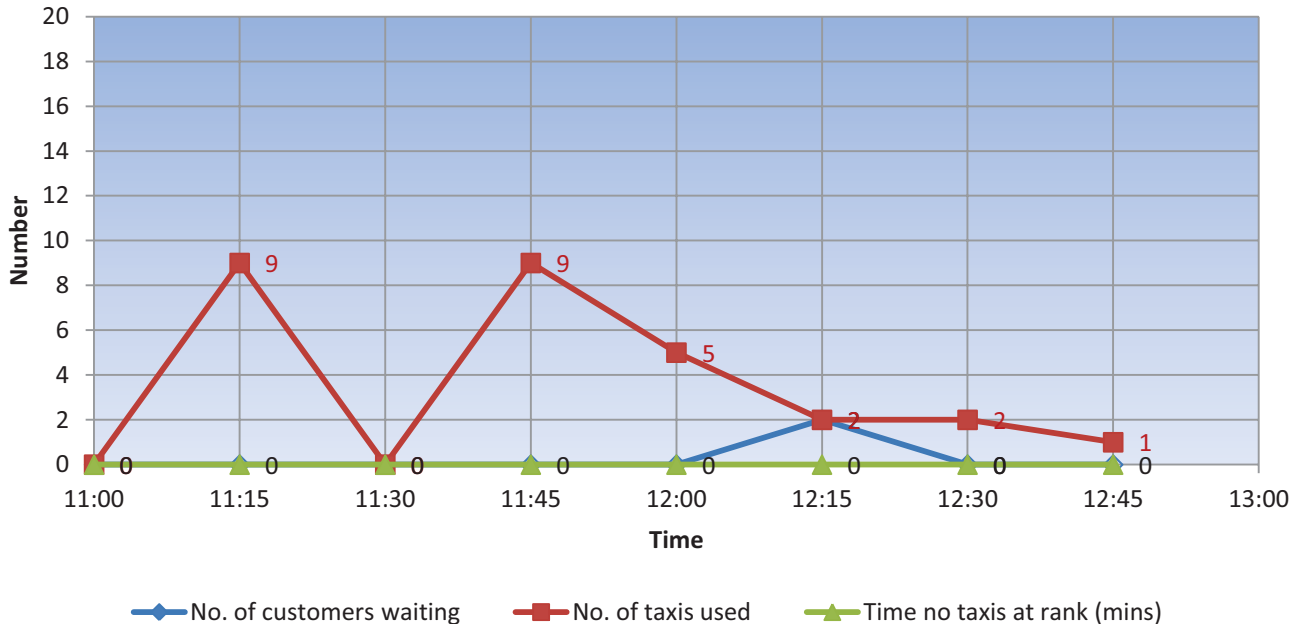
# Weekday -Airport



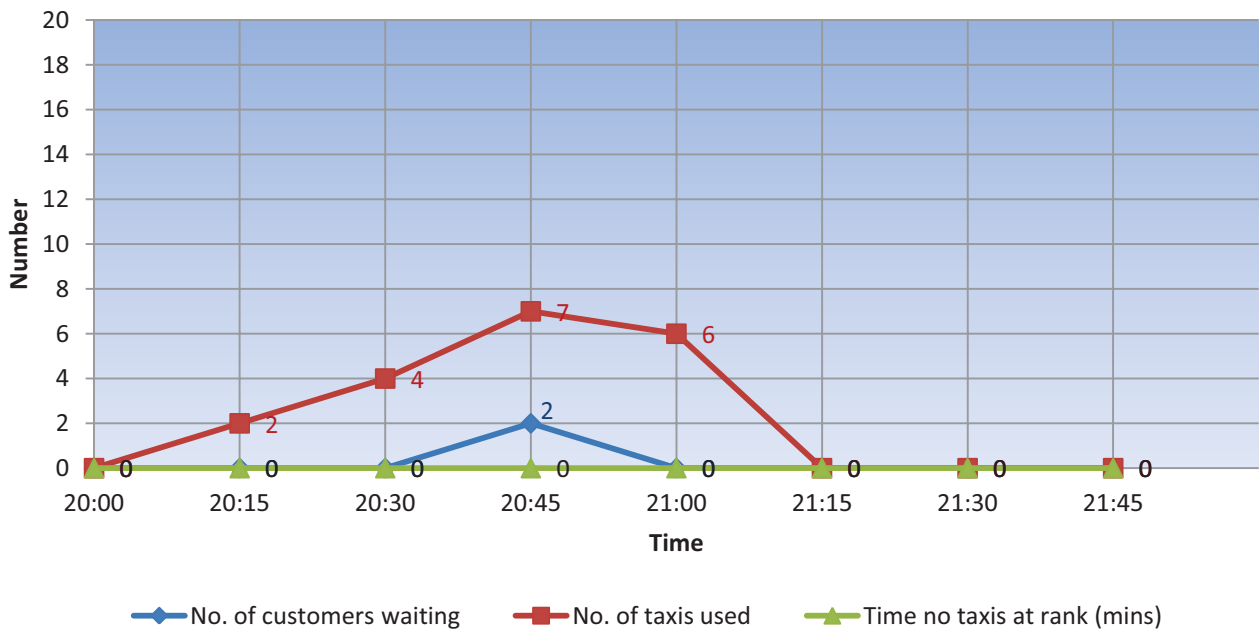
**Summary, Thursday eve:** Taxis were used between 20:00 and 21:15 and their numbers were appropriate to customer numbers.

# Weekend -Airport

Friday morning (4th) February, 2011



Friday evening (4th) February, 2011

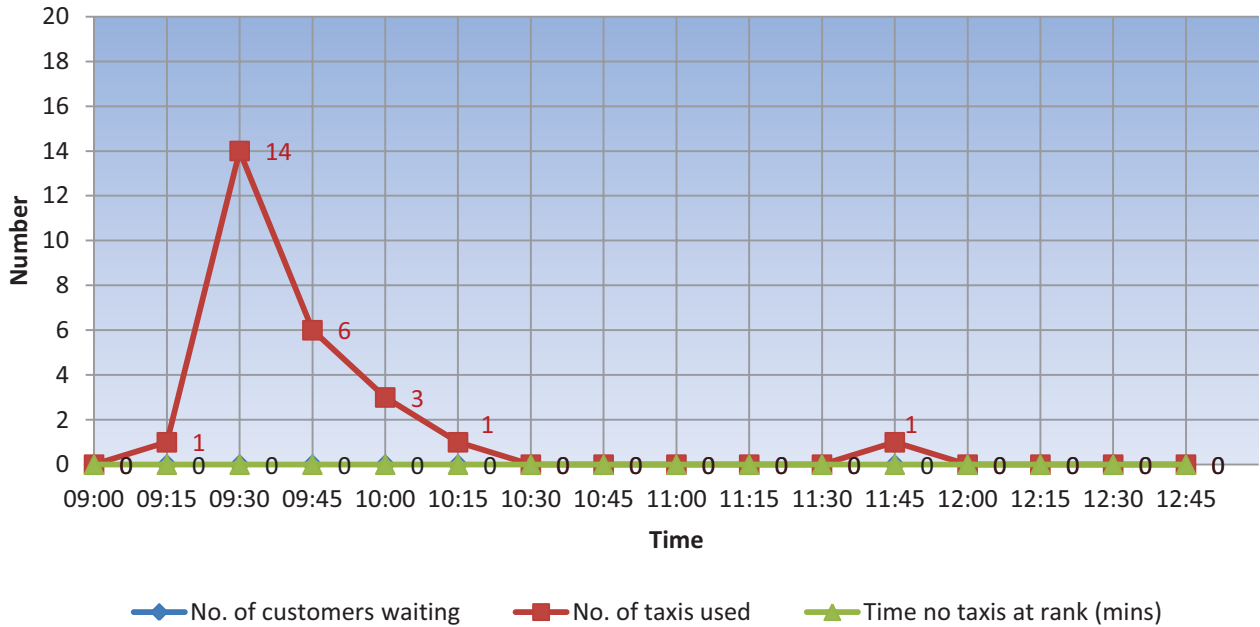


Summary, Friday morn : Taxis used throughout the morning, meeting demand.

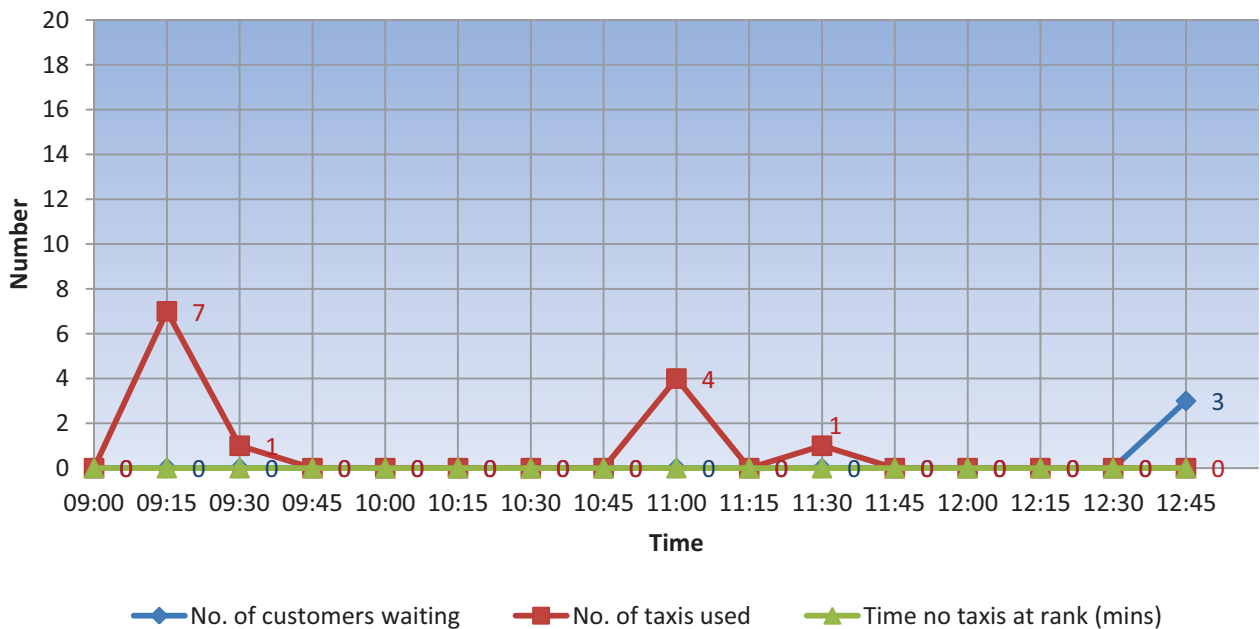
Summary, Friday eve : Taxis used until 21:15, after which none were used.

# Weekend -Airport

**Saturday morning (5th) February, 2011**



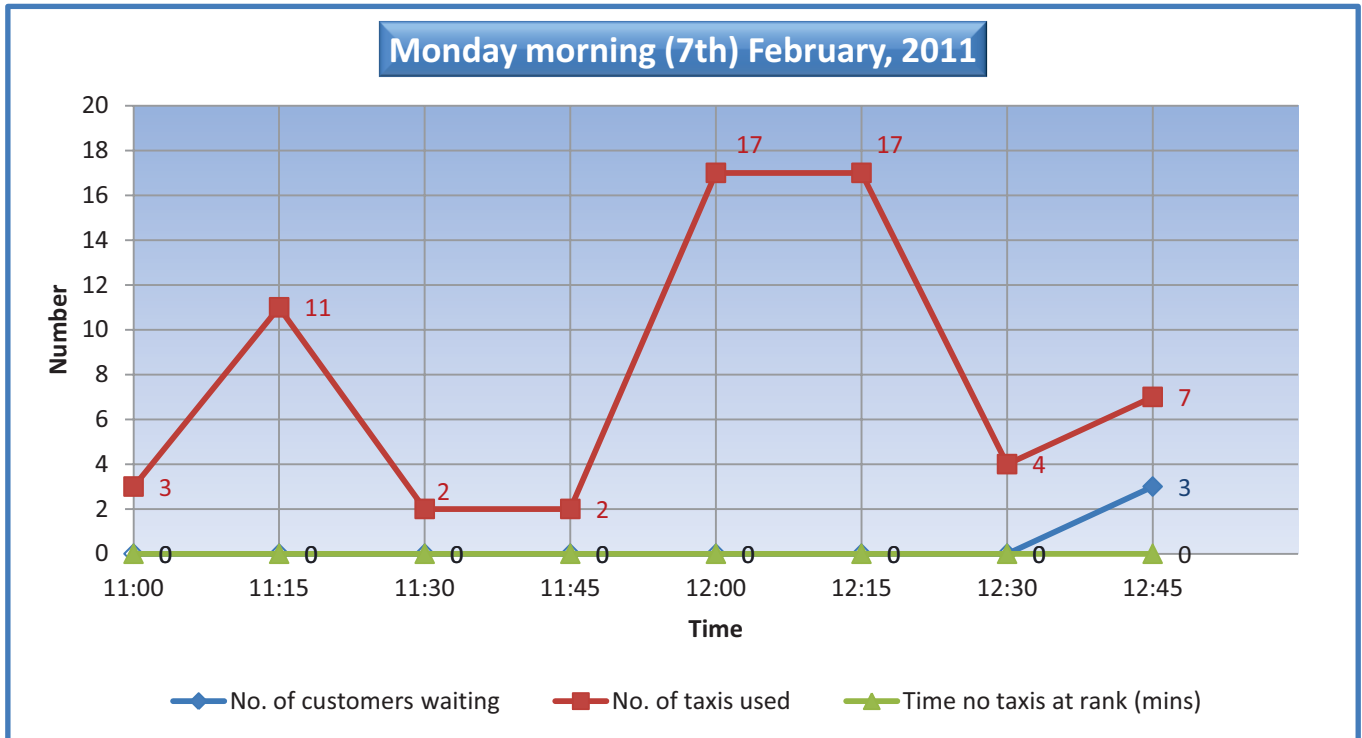
**Sunday morning (6th) February, 2011**



**Summary , Saturday morn:** Taxis used between 09:00 and 10:30, and then one at 11:45, otherwise none used. Always taxis at rank.

**Summary , Sunday morn:** Taxis used between 9:15 and 9:45, then at 11:00 and 11:30. There were always taxis at the rank.

# Weekday -Airport

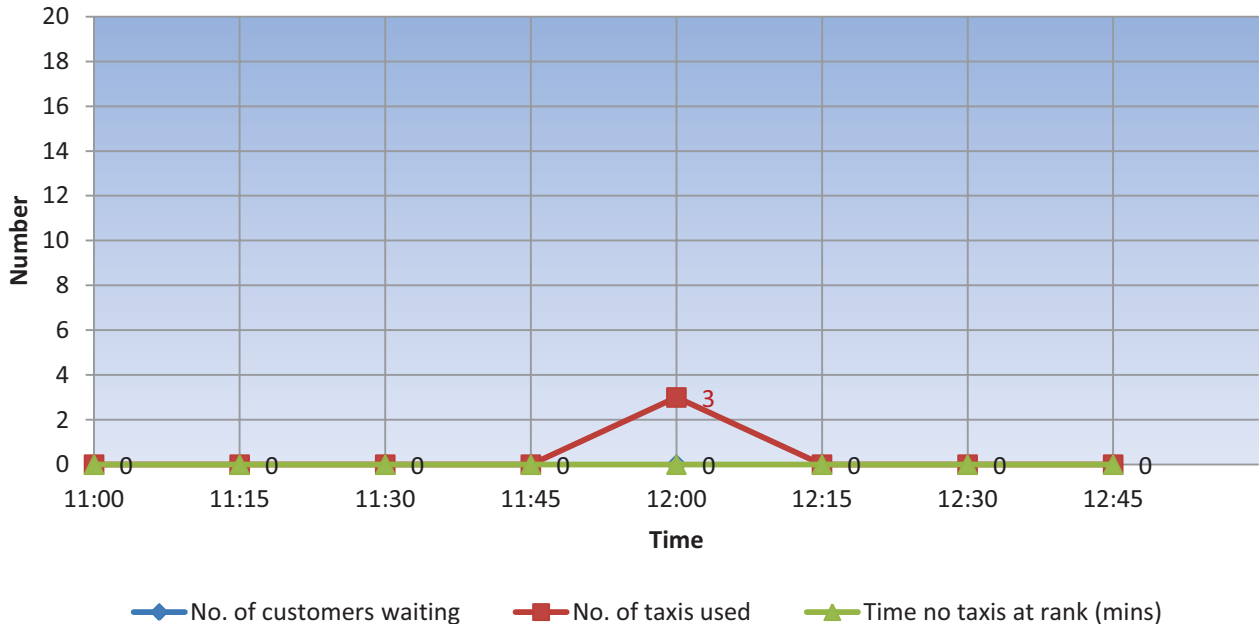


**Summary, Monday morn:** There were taxis available throughout the morning, with a peak in numbers used between 12:00 – 12:30.

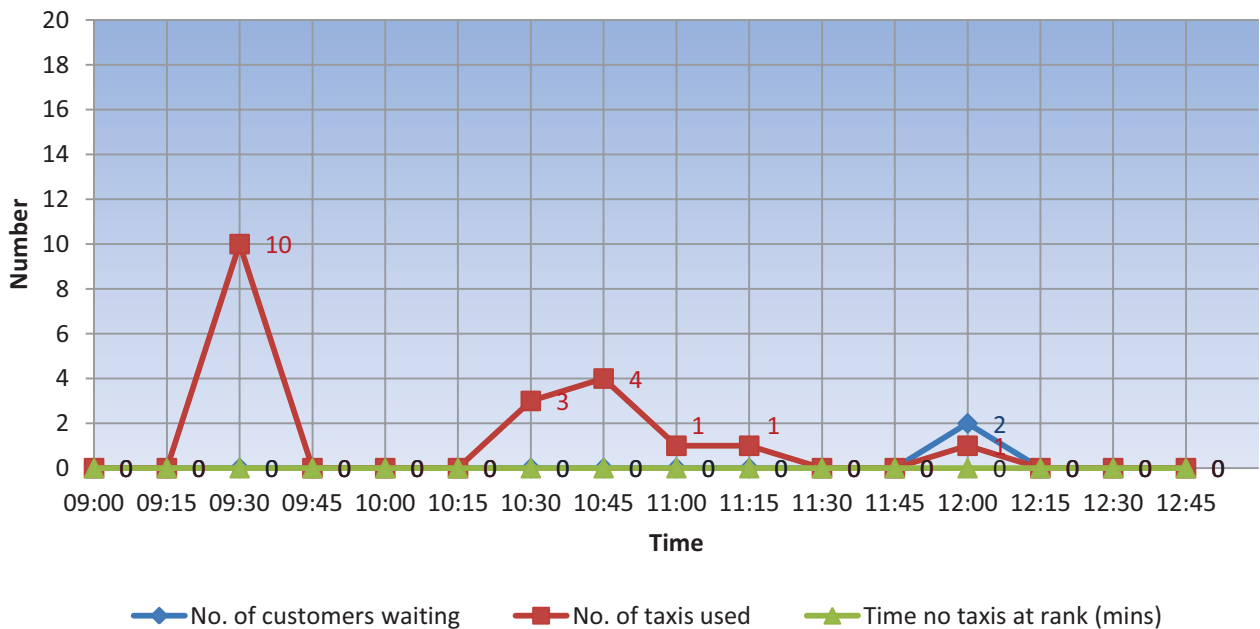


# Weekend-Airport

Saturday morning (19th) February, 2011



Sunday morning (20th) February, 2011

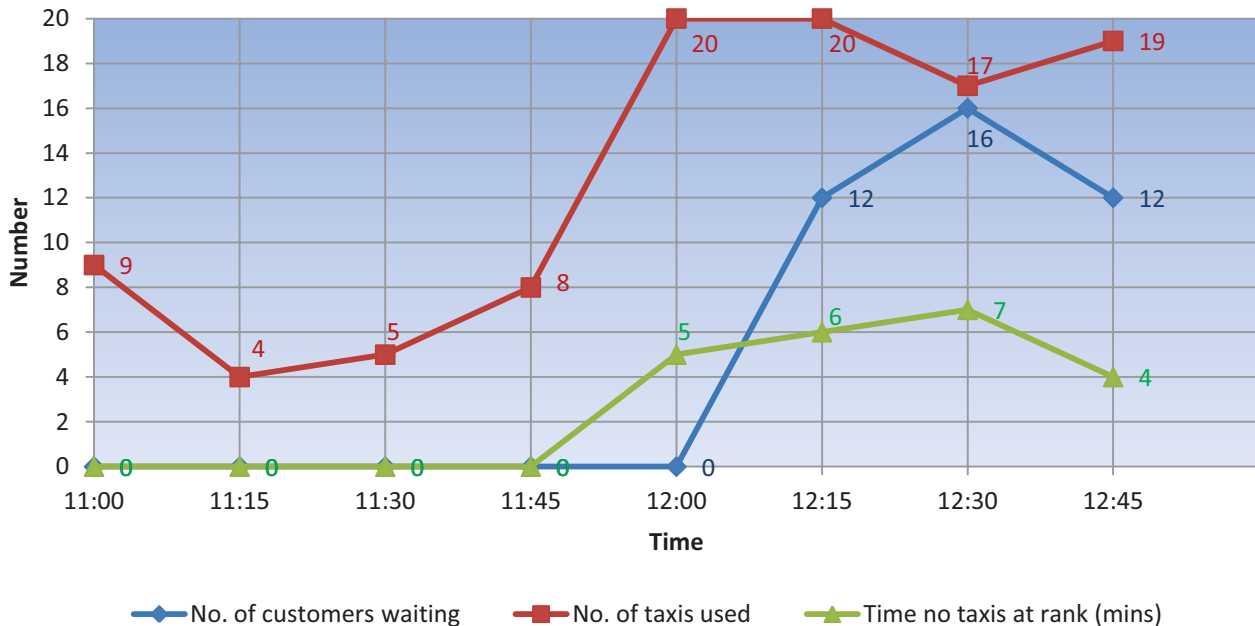


**Summary, Saturday morn:** Only taxis used at 12:00, due to adverse weather conditions throughout the rest of the day.

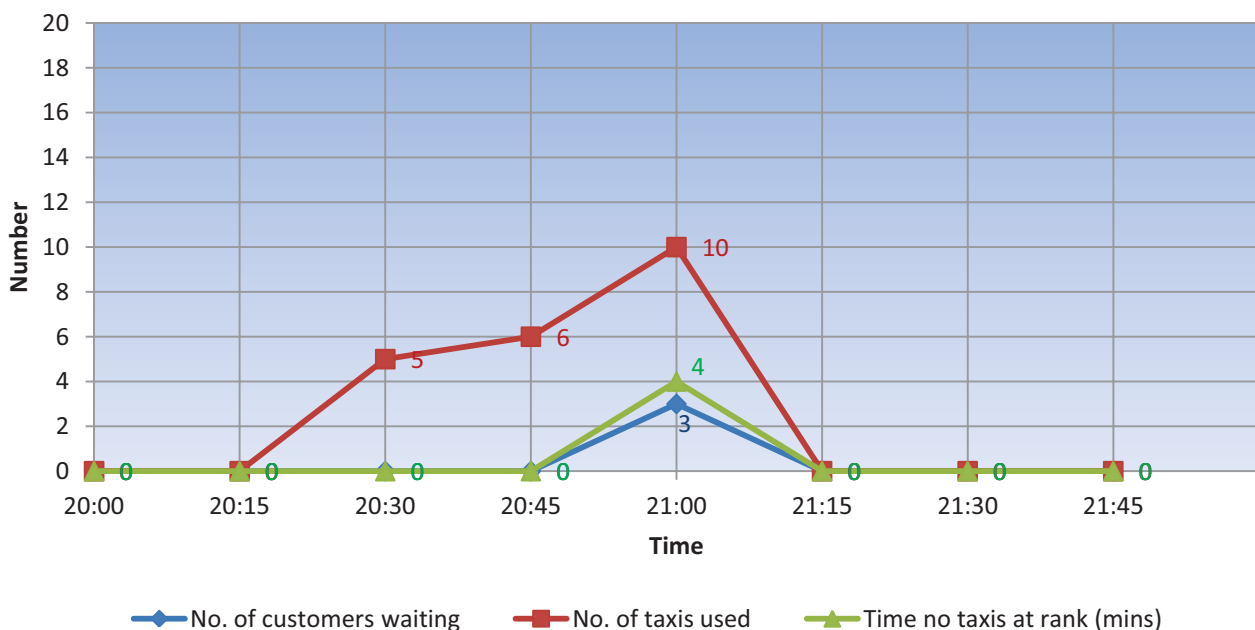
**Summary, Sunday morn:** Peak of 10 taxis used between 9:30-09:45, then quieter over the rest of the morning, always taxis at rank.

# Weekday -Airport

Monday morning (21st) February, 2011



Monday evening (21st) February, 2011

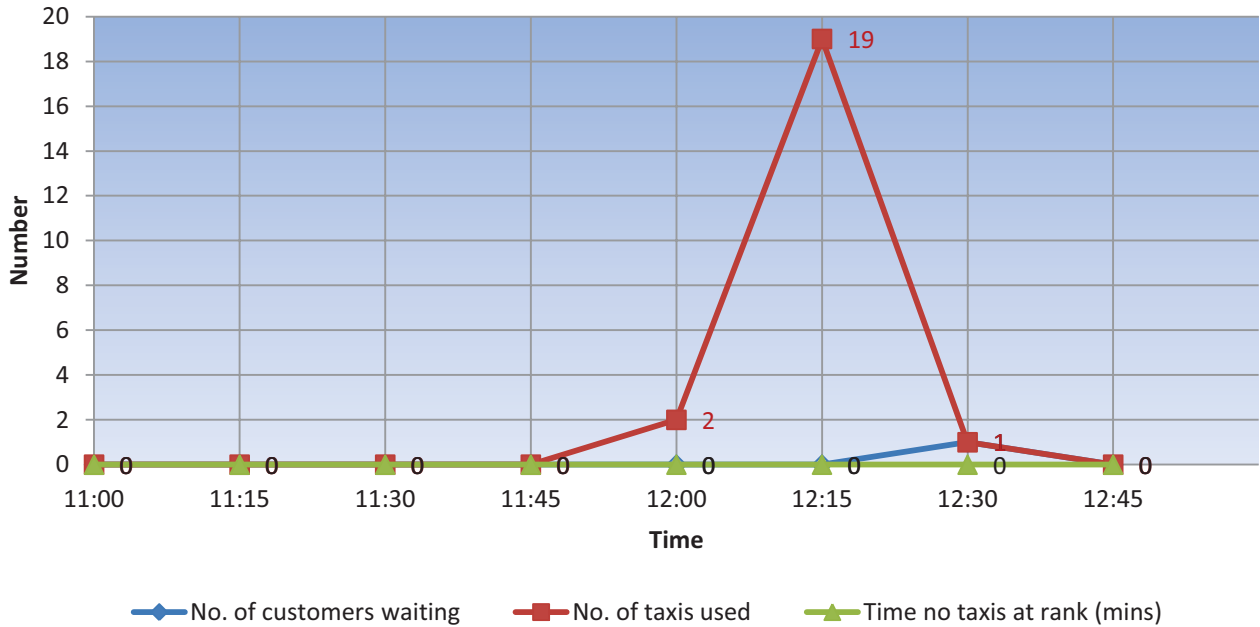


**Summary, Monday morn:** Taxis used throughout the morning, with times of between 5-7 minutes when no taxis were at the rank from 12:00 to 13:00.

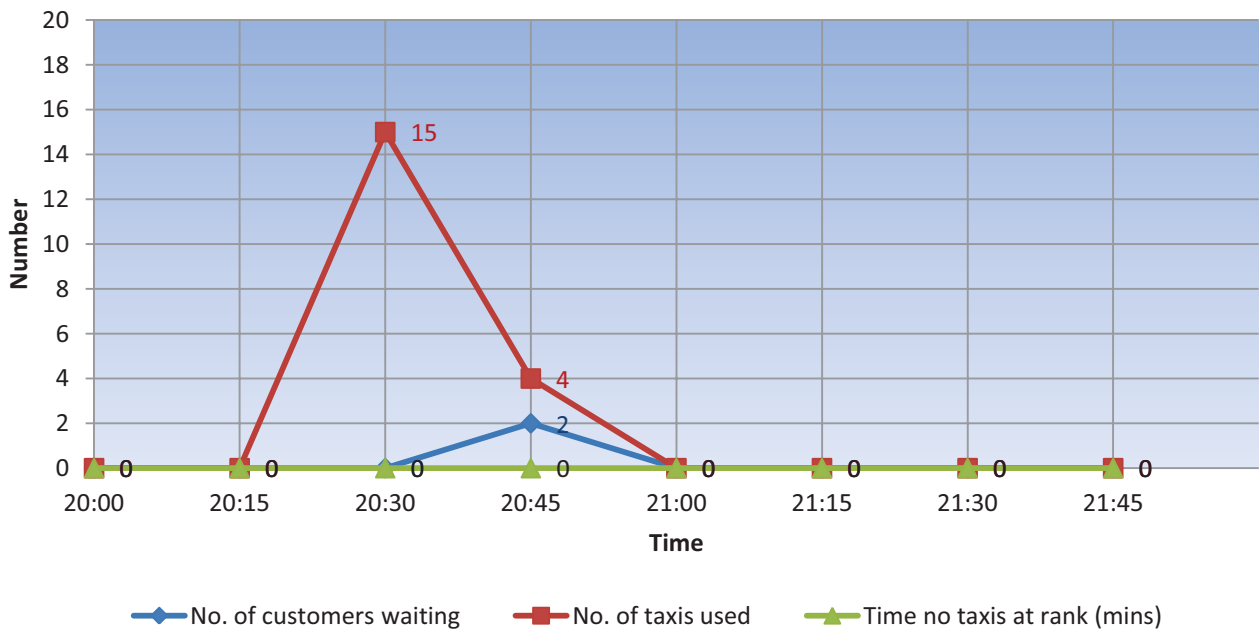
**Summary, Monday eve :** Between 21:00 and 21:15, there were 4 minutes when no taxis were at the rank, with 3 customers waiting whilst a peak of 10 taxis were used.

# Weekday -Airport

Tuesday morning (22nd) February, 2011



Tuesday evening (22nd) February, 2011

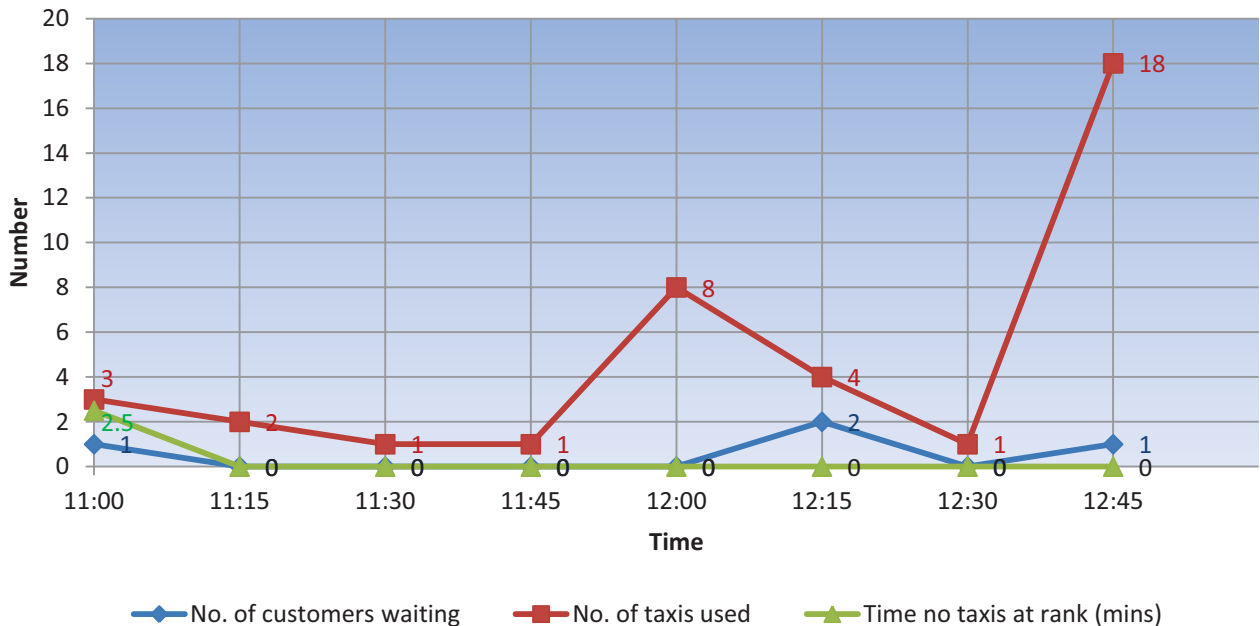


Summary, Tuesday morn: Only taxis used were between 12:00 and 12:45, with a peak of 19 between 12:15-12:30.

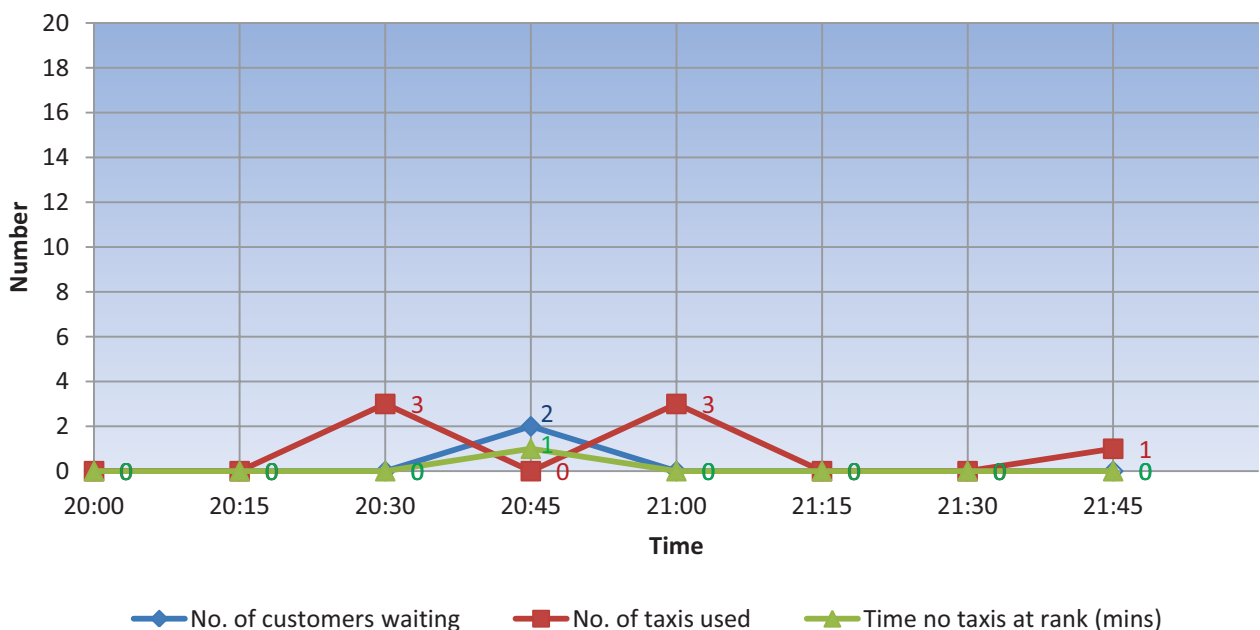
Summary, Tuesday eve: Peak of 15 taxis used between 20:30-20:45.

# Weekday -Airport

Wednesday morning (23rd) February, 2011



Wednesday evening (23rd) February, 2011

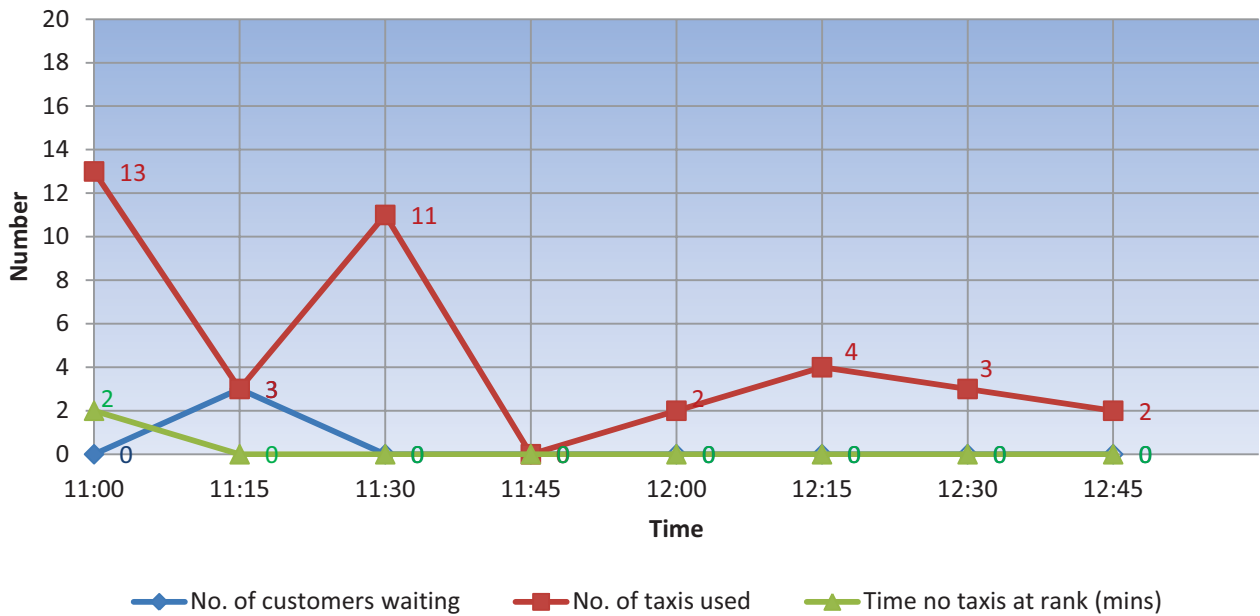


**Summary, Wednesday morn:** Taxis used throughout the morning. Between 11:00-11:15, there were 2.5 minutes when no taxis were at the rank.

**Summary, Wednesday eve:** Between 20:45-21:00, there was 1 minute where no taxis were at the rank and 2 customers were waiting, with no taxis used.

# Weekday -Airport

Thursday morning (24th) February, 2011



Summary, Thursday morn: Peak of taxis used between 11:00-11:15, with 2 minutes when no taxis were at the rank.