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**Oxford City Council
Unmet demand survey**

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**General Purposes Licensing Committee
Oxford City Council
Tuesday 14th May 2019**

Minute Item 6



Aim of this survey

- Identify any significant unmet demand (or otherwise)
- Provide committee evidence of current position regarding unmet demand and its significance at this point in time

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Study timetable

- Undertaken September 2018 to March 2019
- Rank observations November 2018
- On street interviews November 2018
- Key stakeholders throughout period
- All driver survey December 2018



Fleet / Industry issues

- 107 hcv
- Last issue of 7 plates around 2001
- 599 phv
- Small number of phv are WAV
- One of most regular 3-yearly reviewers of unmet demand
- • Surveys back to 1989
- Early impact of out of town hcv on phv circuits
- Some impact from out of town phv on seconding work
- Hcv recently introduced app



Rank activity

- Overall rank based demand in zone down 3% from last survey
- Very similar rank demand level to 1989
- Rail station rank busiest with 37% av weekly passengers
- Carfax significant increase in usage despite changes
- ⇒ • Park End Street now usable again
- All other ranks reduced in usage
- No real usage of out of city ranks
- Station rank needs separate permit
- Demand grows Thursday to Saturday
- Not as much variation as in other locations
- High level of vehicle activity during survey
- Still shows no more than half fleet active in any period



Public consultation

- Licensed vehicle usage still declining
- Very low – 28% in last three months
- Overall trips 0.6 pppm, 0.3 for hcv
- Hcv has stood change well
- Increased quoted level of hailing from none to 6% now
- 12 • Hcv phones third highest phone number used
- App specifically quoted in fifth place, 8% of bookings
- Overall 25% of bookings are with hcv
- Two thirds felt enough hcv
- Nearly three quarters happy to use card machine to pay



Stakeholder consultation

- All positive
- Few aware of ranks
- 13 • Police concerned about over-ranking
- Therefore supported current limit and level
- Observed wheel chair and disability use low but increased



Trade consultation

- Very good response from trade and from representatives
- 13% of all drivers responded
- Good mix from across trade
- Results analysed considering different response groups
- Main impact on when worked was traffic congestion
- 14 • Nearly half of bookings via hcv platform
- 96% support for retaining limit
- Many phd supported limit
- Helpful inputs from COLTA



Unmet demand evaluation

- Short of level that would define as significant
- Increased index since last survey
- Average passenger delay still less than half a minute
- Could be impact from use of apps
- 15 • (we are considering reviewing the ISUD to better reflect positive nature of app usage on service)



Key conclusions

- Best practice 3-yearly reviews very helpful
- Perhaps at long last seeing stability in transport in area
- Many positive signs for hc trade
- Negative issues relating to congestion
- Need for better advertising of ranks
- 16 • Must ensure vehicle numbers not reduced by encouragement towards environmental improvements
- No evidence that unmet demand is significant
- Limit can be retained, and at present level



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Thank You.

Any Questions?

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