

# RESEARCH SUMMARY

<b>Title</b>	<b>Taxi &amp; Private Hire marshalled rank counts</b>
<b>Objective</b>	Following a change in policy, count of passengers at marshalled rank in Cranbourn St.
<b>Date</b>	July 2009
<b>Methodology</b>	Observational research was conducted over three weekends when the rank was operating on a directional basis and on a fourth weekend once the rank had officially changed to a non-directional 'first come first served' system.

## Key findings

- Overall, the taxi rank at Cranbourn Street has improved considerably since the first weekend's observations (29<sup>th</sup> - 30<sup>th</sup> May 2009) and the final weekend's observations (17<sup>th</sup> - 18<sup>th</sup> July 2009).
- Only around a half of taxis departed with passengers/fares during the first weekend of observations, under the directional system. The proportion of taxis departing with passengers increased significantly from weeks 1 to 2 and then remained consistently high. The opposite was observed for the proportion of taxis departing empty.
- The number of refusals experienced by customers decreased from the first weekend, when the rank was directional, to the last weekend of observation, by which time the rank had officially changed to non-directional.
- During the first weekend of observations, many potential customers were refused because the driver did not want to travel in that direction. Some taxi drivers refused several fares whilst looking for a fare in the direction of their home. Although much less significant, 'home direction only' still remains the main reason for refusals, amongst a persistent minority of taxi drivers.
- During the first weekend of fieldwork, several taxis were parked on the rank, not in use, for long periods. In subsequent weekends, this practice continued, but to a lesser extent (again amongst a persistent minority). Observers suggested that this caused problems for members of the public during the first weekend of observation, but did not report any problems after this.

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