

Taxi Scrutiny Study Action Plan

	Recommendation from report	Action by City Council	Timescale
	Taxi Rank Provision		
1	The bus Station rank could benefit from some operational re-design and use of the area by non-hackney vehicles.	Carry out discussions with relevant Council Officers to look at increasing space for Taxi's to rank and the use of the area by non-hackney vehicles. Investigate funding options and feasibility of adoption.	April 2011
2	Discussion needed with First Great Western to ensure that the licence provision does not hinder adequate service provision to the public, and that sufficient information available to allow all potential taxi passengers to obtain an appropriate service from station when required.	Share findings of the study with First Great Western. Discuss provision of better information to inform passengers of obtaining a taxi, possibly through phone link. Ask First Great Western for their views on the service and clarify their policy on WAV's and supplementary permits.	December 2010
3	Access to Eastgate street from 22:00 hrs should be, as far as reasonably practicable, restricted to vehicles taking people home; and a review of parking in this area would be beneficial.	Dan Tiffney has drafted a re-design of Eastgate Street and hopes to consult on it around Christmas. We will share any comments at this stage.	January 2011
4	In-House booking systems for the clubs should be enforced to allow fair share of work given to both private hire (under agreement) and the hackney carriages.	Further Enforcement carried out to target in-house booking systems.	November 2010 and ongoing monitoring work
5	Continuation of Marshalling scheme in Eastgate Street is effective way to get people home in early mornings in Gloucester.	Ensure Marshalling scheme can continue by securing funding through CDRP or by seeking alternative funding options. Current funds cover scheme until April 2011.	March 2011
6	On road markings outside former clubs in Brunswick Road and Quay Street should be removed to free road space for other users.	Discuss Findings of Study with County Highways to consider this.	December 2011
7	A sample timetable with relevant County Officers for both modification and introduction of new ranks to the City.	Initial investigations/discussions covered in this action plan.	
8	Discussion needed on provision of active ranks to the developing Docks area.	Currently not needed, however if new additional bars/clubs open in this area, consideration will be needed on the provision of ranks.	

	Service for Drivers		
9	Better communication and clarification to be provided to the driver e.g. Regular Newsletters	Regular Newsletters to be sent out on quarterly basis, via e-mail where appropriate. Investigate use of flash text messages to update drivers quickly about road closures, events etc.	Ongoing February 2011
10	Find ways to ensure representation and dialogue with private hire drivers and operators is significantly improved.	Investigate ways to engage with Private Hire Companies to attend Liaison meetings.	November 2010
	Service to customers in a wheel-chair		
11	Consider ways in which a higher number of wheel-chair accessible vehicles can be provided, so that more are available at the taxi ranks and directly through taxi companies.	Encourage use of swivel seats etc, to aid wheelchair users in saloon vehicles. Some wheelchair users prefer the use of saloon cars, depending on mobility level. Further liaison with Wheelchair user may determine preference in vehicle types and aids. Investigate population of wheelchair users in the City to compare demand against provision of WAV's.	February 2011
12	Remind drivers and PH companies of responsibilities in securing wheelchair passengers chairs and seatbelts and ensure they are used at all times.	Investigate Training available to PH and taxi drivers on the use of WAV's. Encourage all WAV drivers to attend course.	March 2011
13	Investigate practice of not using meters to generate fares.	Liaise with Private Hire companies and encourage use of meters to generate fares.	January 2011
14	Investigate reasons for lack of WAV's at the railway station rank.	Liaison with First Great Western after sharing details of this study.	January 2011
15	Contact all City's Taxi companies to determine how many WAV's are available and produce an up-to-date list which would be available to local residents and disable visitors to the city	Distribute list to local disability groups and provide list of available WAV's on website.	February 2011
16	Advise the hospital of the issues found in the study regarding the height of their free phone telephone.	Recommend additional phone provided at lower level for wheelchair users and provide copy of the taxi study.	December 2010
17	Standards of vehicles expected on County Council education contracts needs to be discussed between the relevant parties in the County and City Councils.	Review the standards and requirements for vehicles on education and social service contracts (particularly those needing wheelchair accessible vehicles or minibus vehicles).	January 2011

	Marketing		
1 8	Better Marketing required, by providing sample fares at all rank and other areas of City Centre. Information boards at ranks giving typical fares, alternative means of contacting drivers if no vehicles are available at the ranks.	Any sample fares would need to be regularly updated, and copy of the tariff could be used as an alternative. Investigate the use of communication tools to inform Taxi drivers when space becomes available at ranks to ensure regular turnover of vehicles.	March 2011
	Vehicle Limit		
1 9	No evidence of a significant unmet demand. The market appears to be providing sufficient vehicles to meet all levels of current demand.	No Action	