

APPENDIX 1

HACKNEY CARRIAGE SURVEY OF DEMAND

SCOPE

To review the provision of hackney carriages in the context of the Local Transport Plan and legislative framework.

To identify the current level of demand for hackney carriages in Wirral.

To assess whether there is any demand for hackney carriages in Wirral that is unmet.

To assess whether there is any level of latent demand for hackney carriages in Wirral.

Identify when peaks in demand occur and who may be disadvantaged through restrictions on the provision of hackney carriage services.

To investigate whether the provision of hackney carriages in Wirral meets the needs of people with disabilities.

To assess customer satisfaction with the provision of hackney carriages in Wirral.

To undertake consultation with relevant stakeholders including organisations, partnerships, groups representing people with disabilities, those who are vulnerable, students and other relevant groups, individual service users, transport providers, Merseyside Police, operators of entertainment venues including pubs, restaurants, theatres and visitor attractions both current and developing in Wirral, hospitals and education establishments.

To review the provision of ranks across Wirral identifying any improvements that could be made.

To benchmark the provision of hackney carriages and private hire vehicles in Wirral with comparable authorities.

To identify areas for improvement in the provision of hackney carriages in Wirral in the light of any findings.