



Have your say

Private Hire and Hackney Carriage Vehicles Consultation Report



Consultation: 6 November 2023 – 29 February 2024

Report: 11 March 2024

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1.0 Executive Summary

Wirral Council want to ensure that when passengers travel in Private Hire Vehicles or Hackney Carriage Vehicles licensed by the Council, they feel safe and comfortable. There is a set of criteria which vehicles must meet before they can be licensed by Wirral Council. The Council is undertaking a review of this criteria and requested the views of residents and stakeholders to help provide a high standard of vehicle that is safe and comfortable and meets the needs of passengers.

The consultation ran from 6 November 2023 – 29 February 2024 the feedback is presented in this report. The findings will be considered at a meeting of the Regulatory and General Purposes Committee who will review the key areas of the criteria for Private Hire and Hackney Carriage Vehicles highlighted in this consultation.

1.1 Key Findings

- 289 people responded to this survey.
- The majority of respondents stated that they were taxi drivers (59.9% Private Hire Driver and 11.1% Hackney Carriage Driver). (Question 1)
- Most of respondents (74.9%) stated that they were licence holders. (Question 2)
- The majority of respondents (60.0%) stated they used both Private Hire and Hackney Carriage vehicles). (Question 3)
- The most common way of arranging a journey in a Hackney Carriage was “Get a Taxi from a Hackney (taxi) rank” (60.5%). (Question 4)
- When asked how often respondents use Private Hire or Hackney Carriage vehicles, the most common answer was “Less frequently [than monthly]” (47.9%). (Question 5)

Vehicle Age Criteria

- The majority of respondents (63.8%) thought the Council should not maintain the policy of Private Hire Vehicles must be no more than 10 years old. However, of these respondents, the majority of non-licence holders thought the Council should maintain this age limit (56.9%). (Question 6)
- The majority respondents (57.1%) thought the Council should not have any age limit for Private Hire vehicles. For those who thought there should be an age limit, the most common (48.5%) suggested age was 15 years. (Question 7 and 8)
- The majority of respondents (56.3%) thought the Council should not maintain the policy of Private Hire vehicles must have an MOT and Compliance Test every six months if older than 6 years. However, of these respondents, most non-licence holders (70.8%) thought the Council should maintain this requirement. (Question 9)
- More respondents (41.1%) thought the Council should not maintain the policy of Hackney Carriage vehicles must be not more than 3 years old to be granted its first licence, than should (29.8%). (Question 10)
- The majority of respondents (54.4%) thought the Council should not have any age limit for Hackney Carriage vehicles being licenced for the first time. For those who thought there should be an age limit, the most common (40.0%) suggested age was 10 years. (Question 11 and 12)
- Most respondents (50.2%) thought the Council should maintain the policy of Hackney Carriage vehicles can continue to be licenced with no upper age limit. For those who thought there should be an age limit, the most common suggested ages were 10 and 15 years (both 33.9%). (Question 13 and 14)

- Most respondents (57.4%) thought the Council should maintain the policy of Hackney Carriage must have an MOT and Compliance Test every six months if older than 10 years. (Question 15)
- More respondents (44.8%) thought the Council should maintain the policy of if owners want to change their Hackney Carriage, they must be the same age or less and no more than 10 years old, than should not (33.1%). However, of these respondents, the majority of non-licence holders (61.%) thought the Council should maintain this requirement. (Question 16)

Window Tint

- The majority of respondents (68.4%) thought the Council should not maintain the policy of Private Hire vehicles having a maximum permitted tint level of 30%. However, of these respondents, most non-licence holders (78.6%) thought the Council should maintain this requirement. (Question 17)
- The majority of respondents (54.4%) thought the Council should not maintain the policy of Hackney Carriage vehicles having a maximum permitted tint level of 30%. However, of these respondents, most non-licence holders (78.6%) thought the Council should maintain this requirement. (Question 18)

Step Height

- The majority of respondents (49.3%) thought it necessary for Private Hire vehicles with an entrance step height exceeding 38cm to have a fitted step or portable step than not (19.4%). (Question 19)
- The majority of respondents (58.6 %) thought it necessary for Hackney Carriage vehicles with an entrance step height exceeding 38cm to have a fitted step or portable step. (Question 20)

Bench Seat

- The majority of respondents (54.0%) thought the Council should maintain the policy of where bench seats are fitted to the rear of Private Hire vehicle, the seat must be at least 48" wide. (Question 21)

2.0 Methodology

People were asked to tell us about their views on the licencing of Private Hire and Hackney Carriage vehicles through the Private Hire and Hackney Carriage Vehicles Consultation. The consultation took place between 6 November 2023 and 29 February 2024. The approach used was an on online public consultation through the 'Have your say' consultation portal at www.haveyoursay.wirral.gov.uk with a page dedicated to the Private Hire and Hackney Carriage Vehicles Consultation. Useful information provided on the site included the licence criteria for Private Hire and Hackney Carriage vehicles. An online questionnaire was provided for residents to engage with. Respondents were also able to request paper copies, help completing the questionnaire, or submit additional comments via a dedicated email address, which was published on the 'Have your say' website alongside the online questionnaire. The Regulatory and General Purposes Committee will review and determine the key areas of criteria highlighted in the consultation for Private Hire and Hackney Carriage vehicles in light of the findings of the consultation.

2.1 Questionnaire

The consultation questionnaire was developed around understanding stakeholder views on the following key areas:

- Vehicle age criteria
- Frequency of MOT testing
- Window tint
- Step height
- Bench seat

In the survey no questions were mandatory so respondents could choose which questions to respond to.

To enable further understanding, and in-depth analysis, respondents were invited to provide free-text comments to expand on their ideas or concerns. Following closure of the consultation, the responses to each of the direct questions were collated and the responses included in this report. For the free-text comment questions, a text coding approach was used based on the reoccurring themes. This data was then collated and summarised in the report.

2.2 Analysis of Respondents

Respondents to the online tools were provided with the option to provide demographic information about themselves. It must be noted that this is an option and that not all respondents included this information. This data allows the demographic results to be included in this report to enable analysis of the scope of responses and representation from different demographic groups.

2.3 Interpretation of Results

In terms of the results, it is important to note that:

- The public consultation is not representative of the overall population but information regarding the opinion of those who engaged in the consultation.
- Free-text questions that offered respondents the option to provide written feedback could have covered multiple themes. Therefore, with free-text responses were categorised using a coding system. The percentages given, reflect the percentage of respondents who made the comment. As they may have made more than one comment, the total percentage may exceed 100%.
- For some questions, respondents were asked to select one or more options. The percentages given, reflect the percentage of respondents who selected the options. As they may have made more than one options, the total percentage may exceed 100%.
- All questions show the results of all the respondents who answered. In addition, questions 6 to 21 include a comparison of answers given by non-licence holders and licence holders.

2.4 Communication

In order to raise awareness amongst as many residents and stakeholders as possible, the consultation was promoted through the council's corporate communication channels and platforms. This included:

- Organic social media (mix of platforms)
- Resident Email
- Councillor Email
- Press/Content Media release
- WirralView platform

In addition to the above, the Licencing Service itself led on direct engagement with Private Hire and Hackney Carriage licensed drivers and other stakeholders to encourage take up and signpost to the HYS platform.



3.0 Results

3.1 The Questionnaire

The questionnaire was responded to by 289 people. All responses came through the online portal, no paper copies were completed. This includes representatives of organisations whose responses are included in the analysis below. Their full responses can be found in Appendix 1- Direct Representations.

3.1.1 Introduction

Question 1: In what capacity are you completing this consultation?

289 people answered this question and they may have selected more than one option. 59.9% of respondents stated that they were Private Hire drivers. The next most common options selected were Private Hire vehicle owners (30.4%) and member of the public (26.0%).

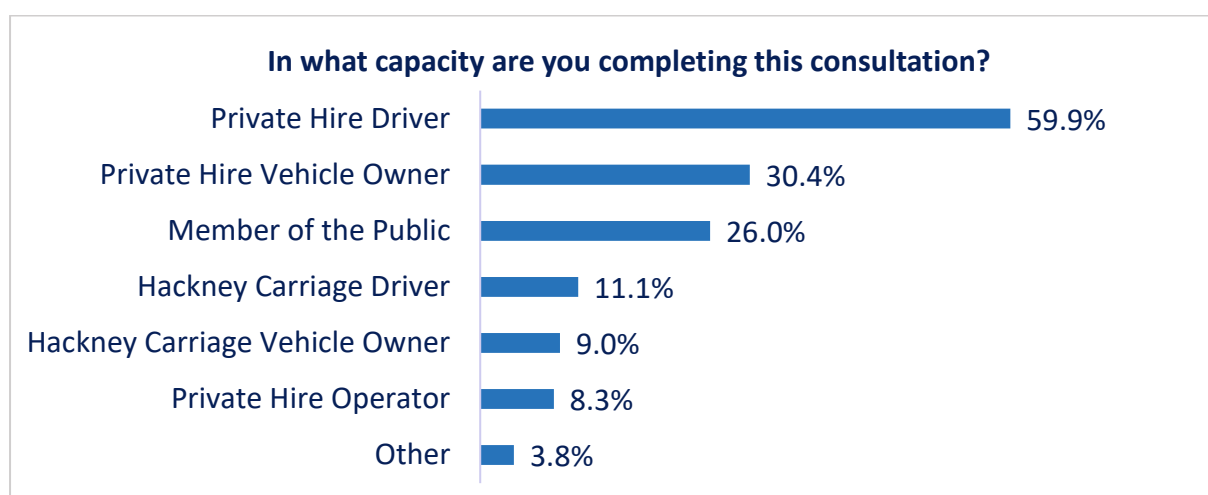


Figure 1: Chart displaying results to “In what capacity are you completing this consultation?”

In what capacity are you completing this consultation?	Total	%
Private Hire Driver	173	59.9%
Private Hire Vehicle Owner	88	30.4%
Member of the Public	75	26.0%
Hackney Carriage Driver	32	11.1%
Hackney Carriage Vehicle Owner	26	9.0%
Private Hire Operator	24	8.3%
Other	11	3.8%

Table 1: Table displaying the results to “In what capacity are you completing this consultation?”

Question 2: Are you a Private Hire or Hackney Carriage licence holder?

287 people answered this question. Respondents selected one option that they agreed with. 74.9% of respondents stated that they were Private Hire or Hackney Carriage licence holders whilst 25.1% stated that they were not.

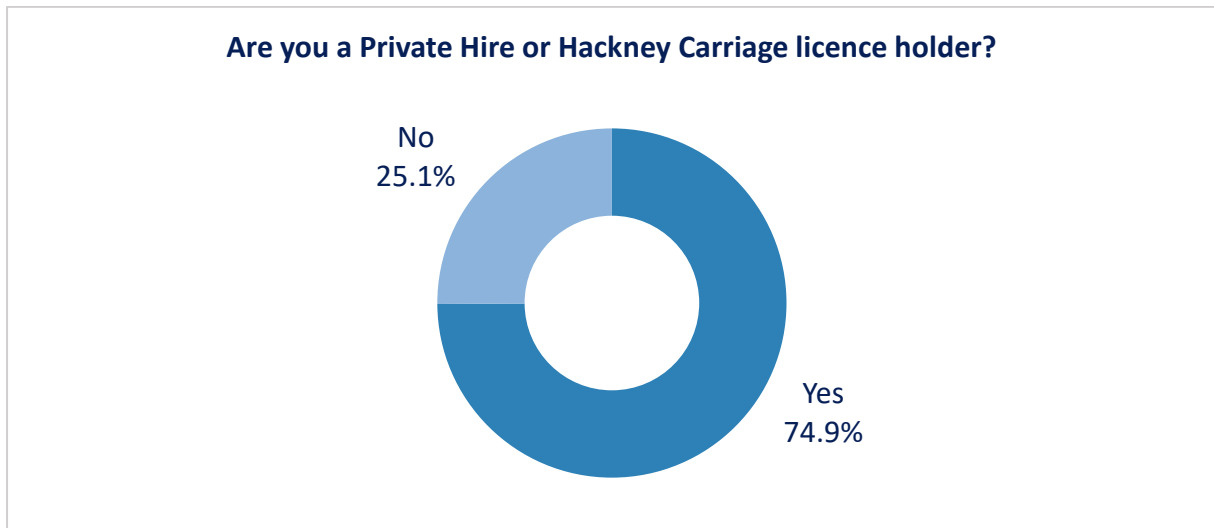


Figure 2: Chart displaying results to "Are you a Private Hire or Hackney Carriage licence holder?"

Are you a Private Hire or Hackney Carriage licence holder?	Total	%
Yes	215	74.9%
No	72	25.1%

Table 2: Table displaying the results to "Are you a Private Hire or Hackney Carriage licence holder?"

3.1.2 Licenced Vehicle Usage

Question 3: Which type of licensed vehicle do you use?

Only respondents who stated they were non-licence holders were able to answer this question. 60 people answered this question. Respondents selected one option that they agreed with. 60.0% of the respondents stated that they use both Private Hire and Hackney Carriage vehicles whilst 35.0% stated they use Private Hire vehicles and 5.0% stated they use Hackney Carriage vehicles.

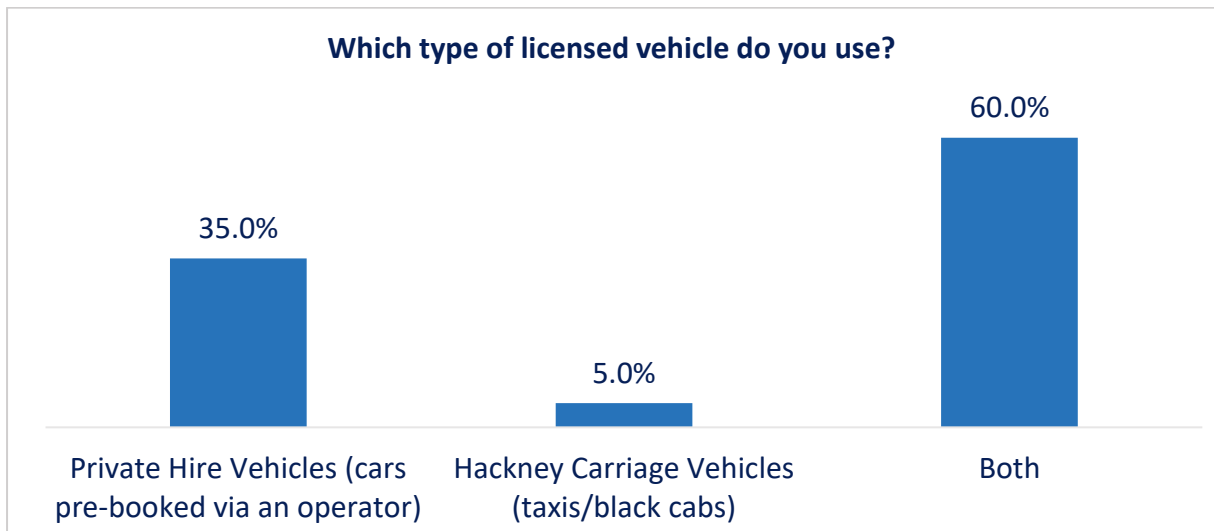


Figure 3: Chart displaying results to "Which type of licensed vehicle do you use?"

Which type of licensed vehicle do you use?	Total	%
Private Hire Vehicles (cars pre-booked via an operator)	21	35.0%
Hackney Carriage Vehicles (taxis/black cabs)	3	5.0%
Both	36	60.0%

Table 3: Table displaying the results to "Which type of licensed vehicle do you use?"

Question 4: If you use Hackney Carriage Vehicles, how do you usually arrange your journey?

Only respondents who stated they were non-licence holders were able to answer this question. 38 people answered this question and they may have selected more than one option. 60.5% of the responses were “Get a taxi from a Hackney (taxi) rank”. The next most popular options were “Hail/Flag a Hackney (taxi) in the street” (52.6%) and “Book through an operator” (28.9%).

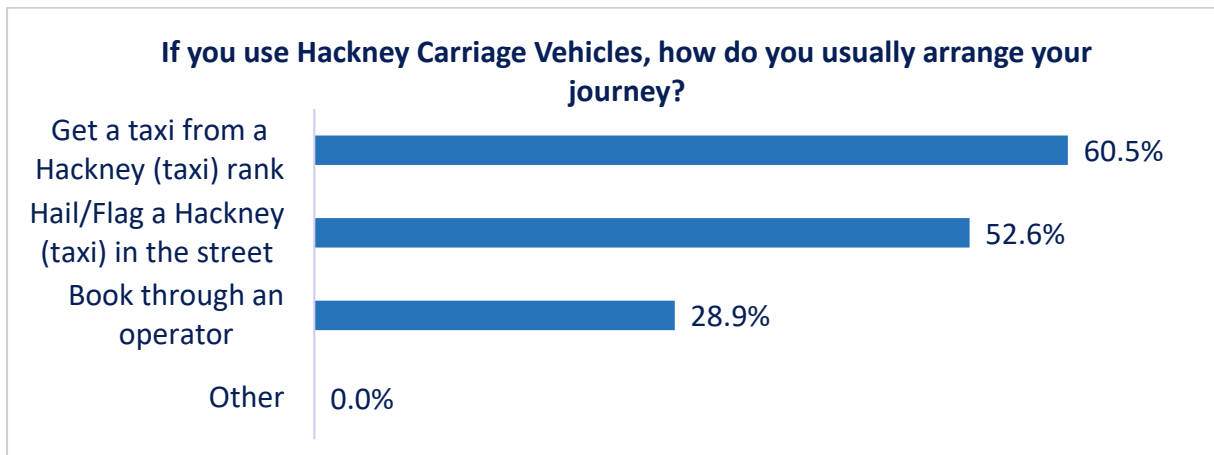


Figure 4: Chart displaying results to “If you use Hackney Carriage Vehicles, how do you usually arrange your journey?”

If you use Hackney Carriage Vehicles, how do you usually arrange your journey?	Total	%
Get a taxi from a Hackney (taxi) rank	23	23.0%
Hail/Flag a Hackney (taxi) in the street	20	20.0%
Book through an operator	11	11.0%
Other	0	0.0%

Table 4: Table displaying the results to “If you use Hackney Carriage Vehicles, how do you usually arrange your journey?”

Question 5: How often do you use Private Hire Vehicles or Hackney Carriage Vehicles as a means of transport in Wirral?

Only respondents who stated they were non-licence holders were able to answer this question. 71 people answered this question. Respondents selected one option that they agreed with. 47.9% of respondents used Private Hire Vehicles or Hackney Carriage Vehicles as a means of transport in Wirral less frequently whilst 33.8% used them monthly and 14.1% weekly.

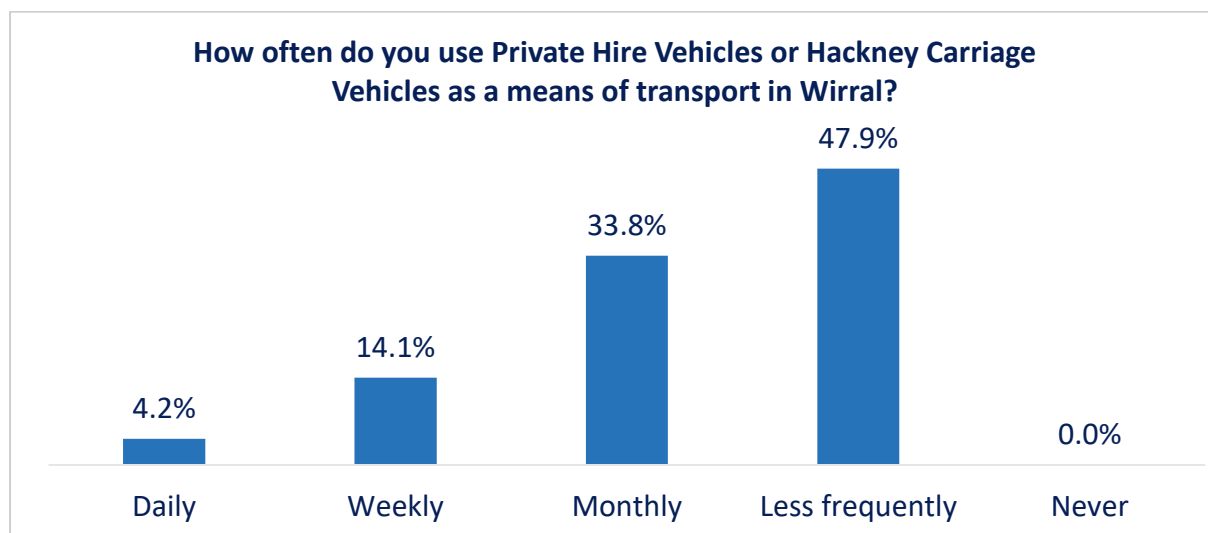


Figure 5: Chart displaying results to “How often do you use Private Hire Vehicles or Hackney Carriage Vehicles as a means of transport in Wirral?”

How often do you use Private Hire Vehicles or Hackney Carriage Vehicles as a means of transport in Wirral?	Total	%
Daily	3	4.2%
Weekly	10	14.1%
Monthly	24	33.8%
Less frequently	34	47.9%
Never	0	0.0%

Table 5: Table displaying the results to “How often do you use Private Hire Vehicles or Hackney Carriage Vehicles as a means of transport in Wirral?”

3.1.3 Vehicle Age Criteria

Question 6: Private Hire Vehicles must be no more than 10 years old. Do you think the Council should maintain this age limit for Private Hire Vehicles?

287 people answered this question. Respondents selected one option that they agreed with. 33.1% of all respondents thought the Council should maintain this age limit whilst 63.8% thought the Council should not.

The majority of non-licence holders (56.9%) thought the Council should maintain this age limit whilst most licence holders (73.2%) thought the Council should not.

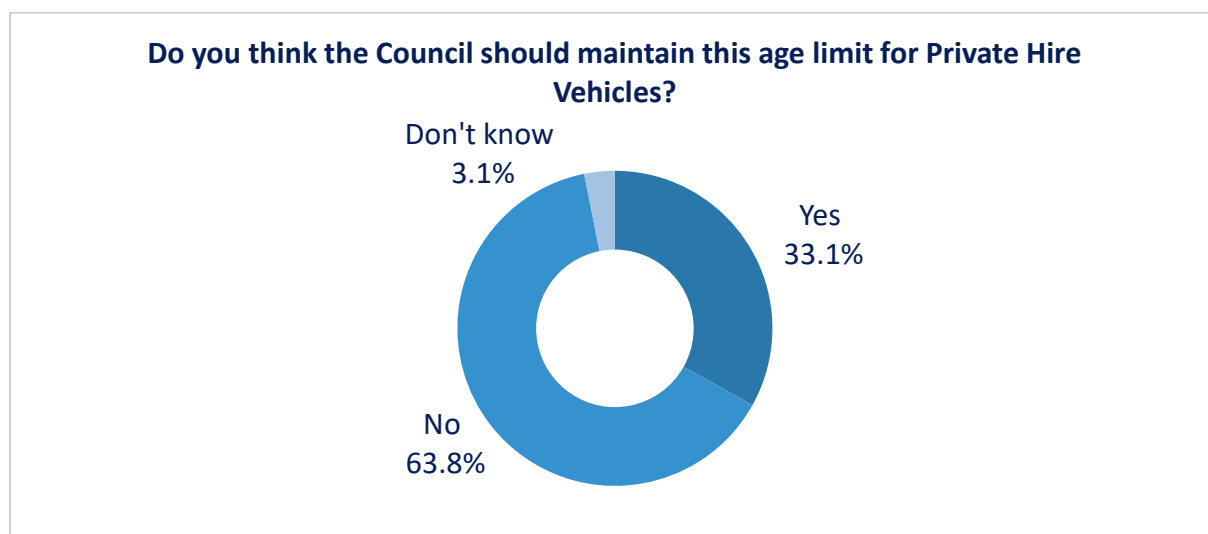


Figure 6: Chart displaying results to “Do you think the Council should maintain this age limit for Private Hire Vehicles?”

Do you think the Council should maintain this age limit for Private Hire Vehicles?	Total	%
Yes	95	33.1%
No	183	63.8%
Don't know	9	3.1%

Table 6: Table displaying the results to “Do you think the Council should maintain this age limit for Private Hire Vehicles?”

Respondents were asked to add a comment to support their answer. 200 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

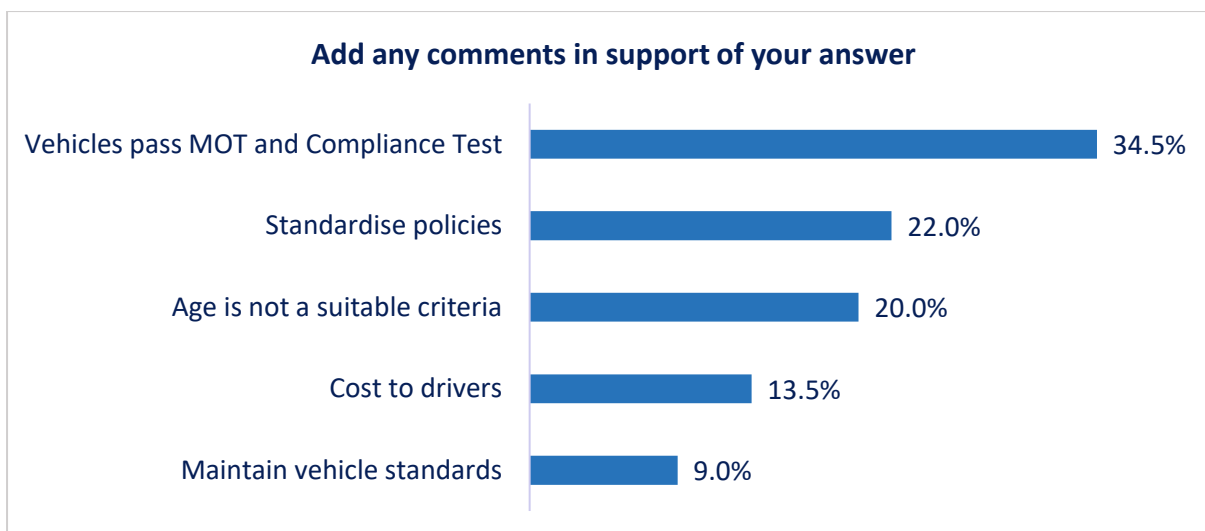


Figure 7: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
Vehicles pass MOT and Compliance Test	69	34.5%
Standardise policies	44	22.0%
Age is not a suitable criteria	40	20.0%
Cost to drivers	27	13.5%
Maintain vehicle standards	18	9.0%

Table 7: Table displaying the results to “Add any comments in support of your answer”

- Vehicles pass MOT and Compliance Test (34.5%).** Respondents suggested that an age limit is not suitable as older vehicles can be in good condition and pass required tests. They suggest MOT and Compliance Tests better indicate a vehicles condition for use than age.
- Standardise policies (22.0%).** Respondents expressed their wish for Wirral Council to standardise policies with national guidelines and other councils, particular councils in the LCR. They feel penalised by this policy whilst drivers licenced under other councils can operate in Wirral without this restriction. They also suggested they would licence their own vehicle with other councils to avoid Wirral Council policies. Some also wished to standardise the policy for both Private Hire and Hackney Carriage vehicles.
- Age is not a suitable criteria (20.0%).** Respondents suggested that the age limit should be increased or removed completely as age is not a good indication of vehicles safety or reliability. They suggest that contemporary vehicles are made to a higher standard and the current age limit does not reflect this. Some also suggest that age does not always correlate to usage or condition, suggesting testing and milage might be a more suitable criteria.

- **Cost to drivers (13.5%).** Respondents suggested the high cost of replacing a vehicle to be prohibitory. They also suggested that the cost is unnecessary as the vehicles are still in good condition and replacing the vehicles would be bad for the environment.
- **Maintain vehicle standards (9.0%).** Respondents wished to maintain the age criteria or reduce it as they thought older vehicles wear out due to high level of use and testing helps maintain vehicle quality and safety. They also suggested that old cars are more polluting.

Question 7: Do you think the Council should have any age limit for Private Hire Vehicles?

Only respondents who answered no to the previous question were able to answer this question. 182 people answered this question. Respondents selected one option that they agreed with. 42.9% of all respondents thought the Council should have an age limit whilst 57.1% thought the Council should not.

50.0% of non-licence holders thought the Council should have an age limit whilst 58.1% of licence holders thought the Council should not.

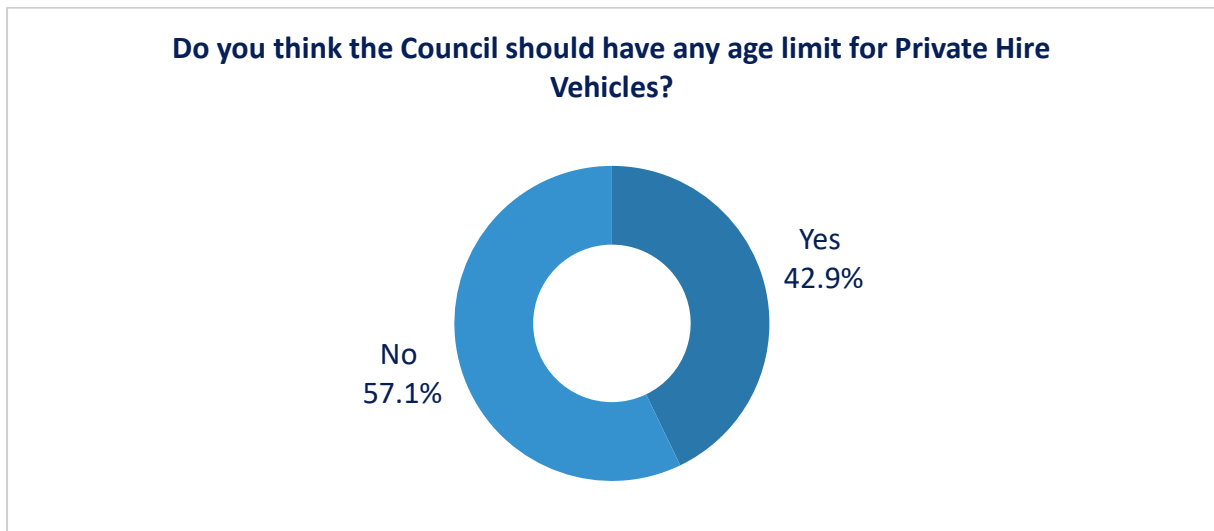


Figure 8: Chart displaying results to “Do you think the Council should have any age limit for Private Hire Vehicles?”

Do you think the Council should have any age limit for Private Hire Vehicles?	Total	%
Yes	78	42.9%
No	104	57.1%
Don't know	0	0.0%

Table 8: Table displaying the results to “Do you think the Council should have any age limit for Private Hire Vehicles?”

Respondents were asked to add a comment to support their answer. 123 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

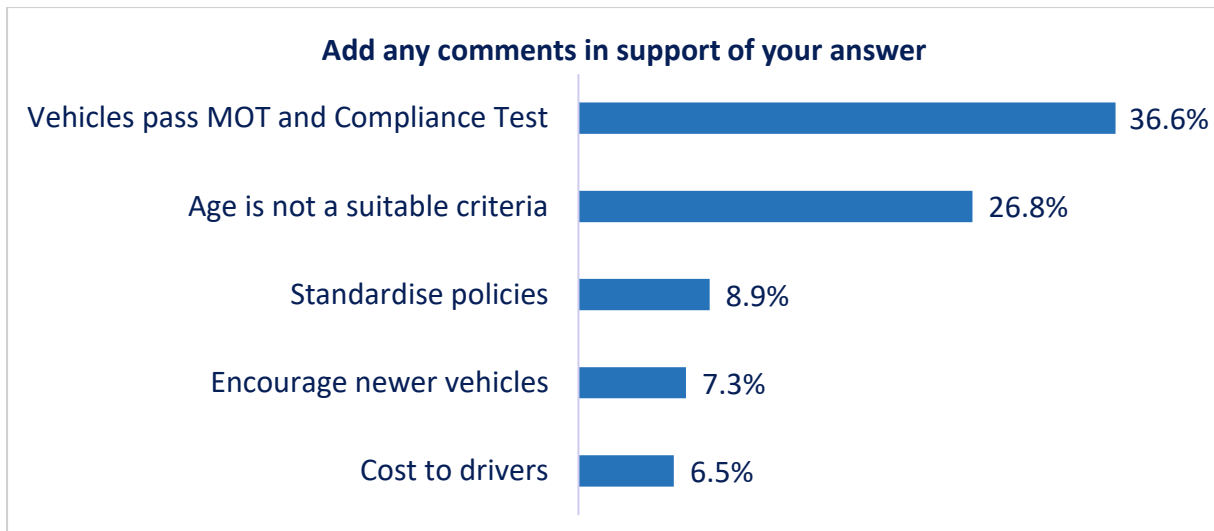


Figure 9: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
Vehicles pass MOT and Compliance Test	45	36.6%
Age is not a suitable criteria	33	26.8%
Standardise policies	11	8.9%
Encourage newer vehicles	9	7.3%
Cost to drivers	8	6.5%

Table 9: Table displaying the results to “Add any comments in support of your answer”

- **Vehicles pass MOT and Compliance Test (36.6%).** Respondents suggested similar reasons to the previous question regarding MOT and Compliance Tests indicate vehicles condition better than age.
- **Age is not suitable criteria (26.8%).** Respondents suggested similar reasons to the previous question regarding age not always reflecting the condition of the vehicle and that testing and milage might be more suitable criteria.
- **Standardise polices (8.9%).** Respondents suggested similar reasons to the previous question regarding standardising policies with other councils (particularly the LCR) and between Private Hire and Hackney Carriage vehicles, unfair competition with vehicles licenced by other councils and motivation to licence their own vehicles with other councils.
- **Encourage newer vehicles (7.3%).** Respondents thought that the age limit should be maintained or reduced to encourage the introduction of newer vehicles (particularly electric vehicles) which are safer, more environmentally friendly and provide a better experience to customers. Some respondents opposed this argument suggesting continuing to use older vehicles has a lower carbon footprint that purchasing new vehicles.

- **Cost to drivers (6.5%).** Respondents suggested similar reasons to the previous question regarding the high cost of replacing vehicles which are still in good condition.

Question 8: What do you consider that age limit should be?

Only respondents who answered yes to the previous question were able to answer this question. 68 people answered this question. Respondents suggested ages they thought suitable. 48.5% of all respondents suggested the age limit should be 15 years and 32.4% suggested 12 years.

Most non-licence holders (81.8%) and licence holders (93.6%) suggested age limits greater than 10 years.

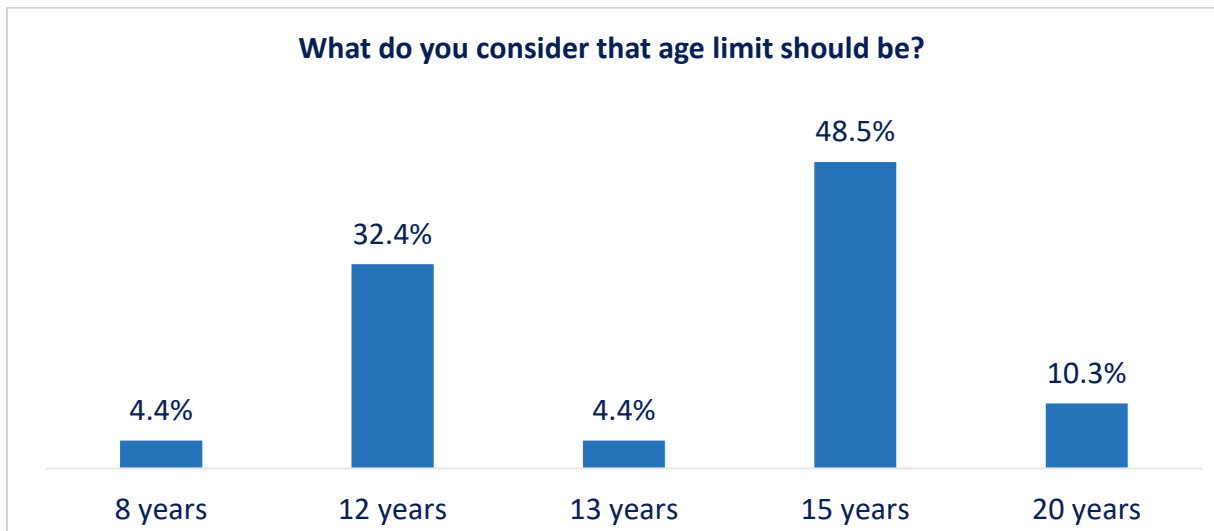


Figure 10: Chart displaying results to “What do you consider that age limit should be?”

What do you consider that age limit should be?	Total	%
8 years	3	4.4%
12 years	22	32.4%
13 years	3	4.4%
15 years	33	48.5%
20 years	7	10.3%

Table 10: Table displaying the results to “What do you consider that age limit should be?”

Question 9: Private Hire Vehicles that are 6 years old or more must have an MOT and Compliance Test every six months. Do you think the Council should maintain this requirement?

288 people answered this question. Respondents selected one option that they agreed with. 40.3% of all respondents thought the Council should maintain this requirement whilst 56.3% thought the Council should not.

Most non-licence holders (70.8%) thought the Council should maintain this requirement whilst the majority of licence holders (68.2%) thought the Council should not.

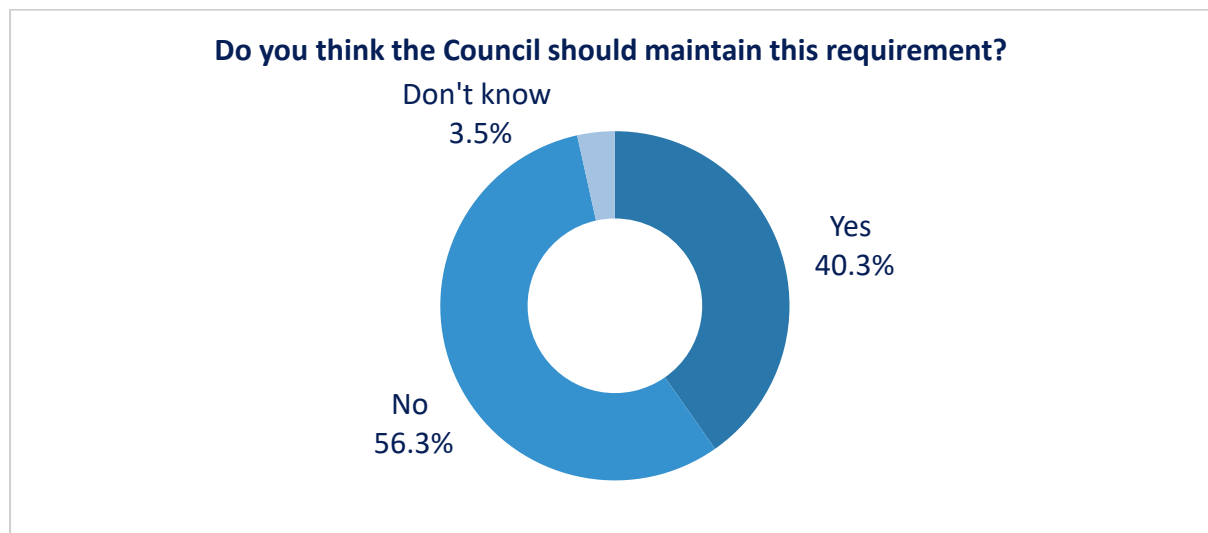


Figure 11: Chart displaying results to “Do you think the Council should maintain this requirement?”

Do you think the Council should maintain this requirement?	Total	%
Yes	116	40.3%
No	162	56.3%
Don't know	10	3.5%

Table 11: Table displaying the results to “Do you think the Council should maintain this requirement?”

Respondents were asked to add a comment to support their answer. 170 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

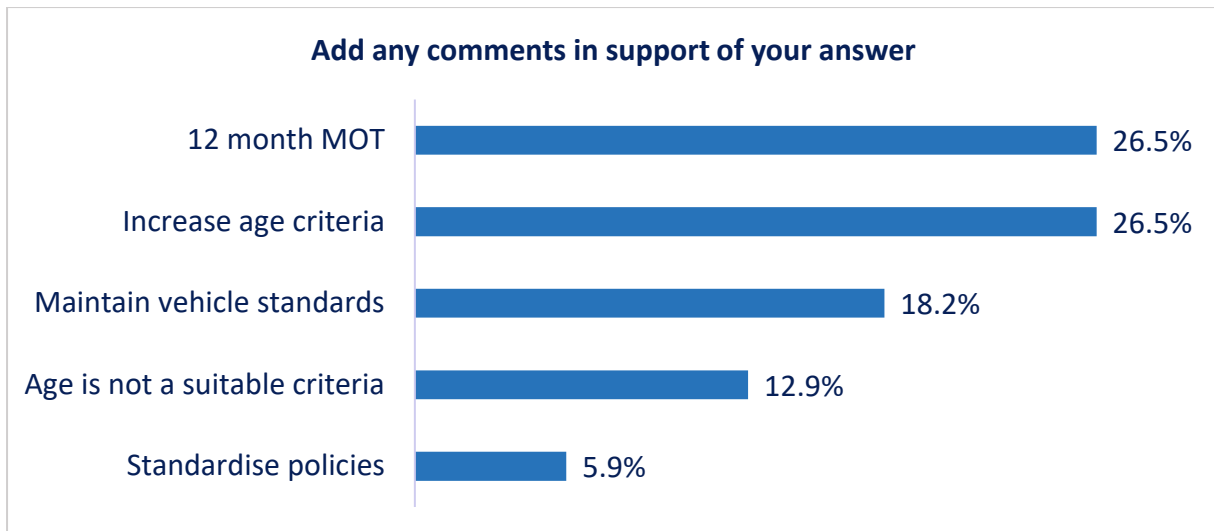


Figure 12: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
12 month MOT	45	26.5%
Increase age criteria	45	26.5%
Maintain vehicle standards	31	18.2%
Age is not a suitable criteria	22	12.9%
Standardise policies	10	5.9%

Table 12: Table displaying the results to “Add any comments in support of your answer”

- **12 month MOT (26.5%).** Respondents suggested stopping the policy of 6 monthly MOTs as they viewed 12 monthly MOTs as being sufficient to maintain vehicle safety.
- **Increase age criteria (26.5%).** Respondents suggested increasing the age criteria (most suggesting to 10 years in line with Hackney Carriages as drivers maintain their vehicles to a high standard and modern vehicles being built to a higher standard.
- **Maintain vehicle standards (18.2%).** Respondents wished to maintain the age criteria or reduce it as they thought older vehicles wear out due to high level of use and testing helps maintain vehicle quality and safety.
- **Age is not a suitable criteria (12.9%).** Respondents suggested similar reasons to the previous questions regarding age not always reflecting the condition of the vehicle and that testing and mileage might be more suitable criteria.
- **Standardise policies (5.9%).** Respondents suggested similar reasons to the previous questions regarding standardising policies with other councils (particularly the LCR) and between Private Hire and Hackney Carriage vehicles, unfair competition with vehicles licenced by other councils and motivation to licence their own vehicles with other councils.

Question 10: A Hackney Carriage Vehicle must be no more than 3 years old to be granted its first licence. Do you think the Council should maintain this age limit?

282 people answered this question. Respondents selected one option that they agreed with. 29.8% of all respondents thought the Council should maintain this age limit whilst 41.1% thought the Council should not.

More non-licence holders thought the Council should maintain this age limit (44.4%) than not (37.5%) whilst more licence holders thought the Council should not maintain this age limit (42.3%) than should (24.5%).

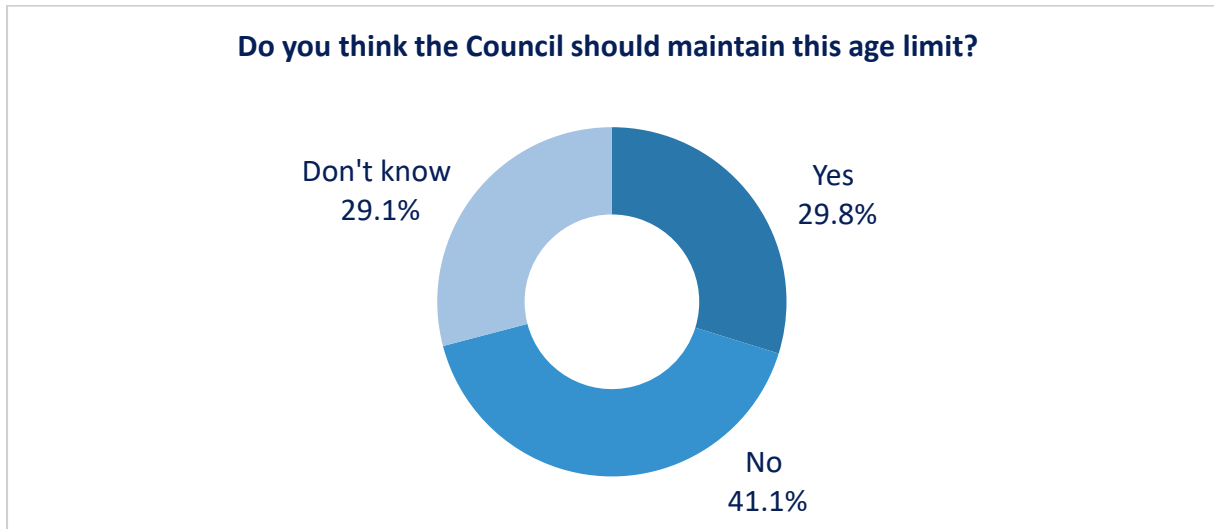


Figure 13: Chart displaying results to “Do you think the Council should maintain this age limit?”

Do you think the Council should maintain this age limit?	Total	%
Yes	84	29.8%
No	116	41.1%
Don't know	82	29.1%

Table 13: Table displaying the results to “Do you think the Council should maintain this age limit?”

Respondents were asked to add a comment to support their answer. 96 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

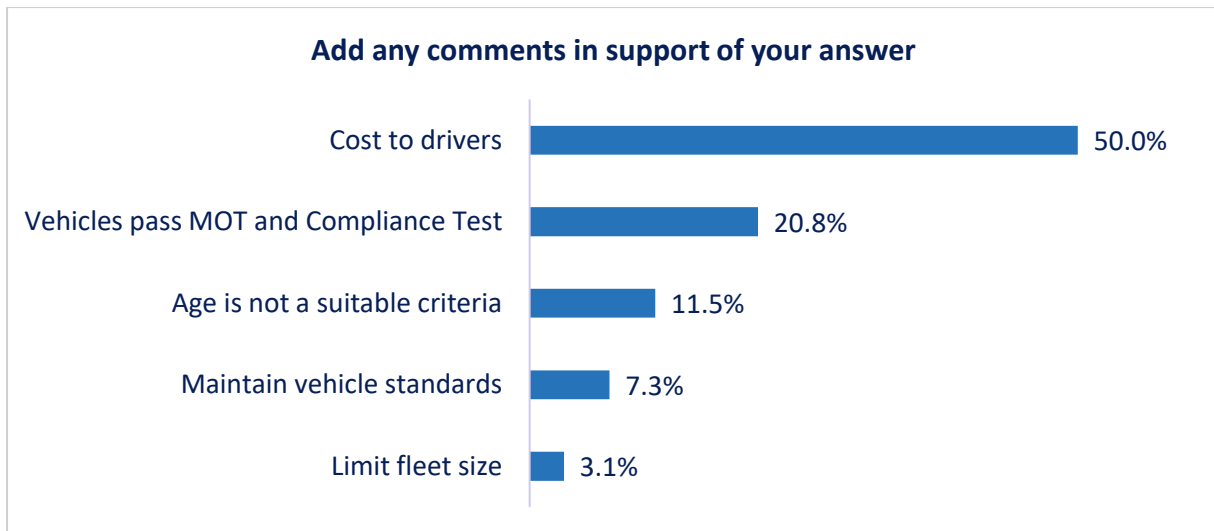


Figure 14: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
Cost to drivers	48	50.0%
Vehicles pass MOT and Compliance Test	20	20.8%
Age is not a suitable criteria	11	11.5%
Maintain vehicle standards	7	7.3%
Limit fleet size	3	3.1%

Table 14: Table displaying the results to “Add any comments in support of your answer”

- **Cost to drivers (50.0%).** Respondents suggested similar reasons to the previous questions regarding the high cost of replacing vehicles which are still in good condition. In addition, respondents suggested that Hackney Carriages are rare which make it difficult to find a suitable vehicle and drives up cost.
- **Vehicles pass MOT and Compliance Test (20.8%).** Respondents suggested similar reasons to the previous questions regarding MOT and Compliance Tests indicate vehicles condition better than age.
- **Age is not a suitable criteria (11.5%).** Respondents suggested similar reasons to the previous questions regarding age not always reflecting the condition of the vehicle and that testing and milage might be more suitable criteria.
- **Maintain vehicle standards (7.3%).** Respondents suggested that the policy would mean vehicles would be safer, of a higher quality and with less emissions.
- **Limit fleet size (3.1%).** Some respondents suggested that this policy will encourage only drivers who are willing to invest in vehicles and discourage others from becoming drivers. They suggested this would a benefit by limiting the number of drivers.

Question 11: Do you think the Council should have any age limit for Hackney Carriage Vehicles being licensed for the first time?

Only respondents who answered no to the previous question were able to answer this question. 114 people answered this question. Respondents selected one option that they agreed with. 45.6% of all respondents thought the Council should have an age limit whilst 54.4% thought the Council should not.

The majority of both non-licence holders (63.0%) and licence holders (52.3%) thought the Council should not have an age limit.

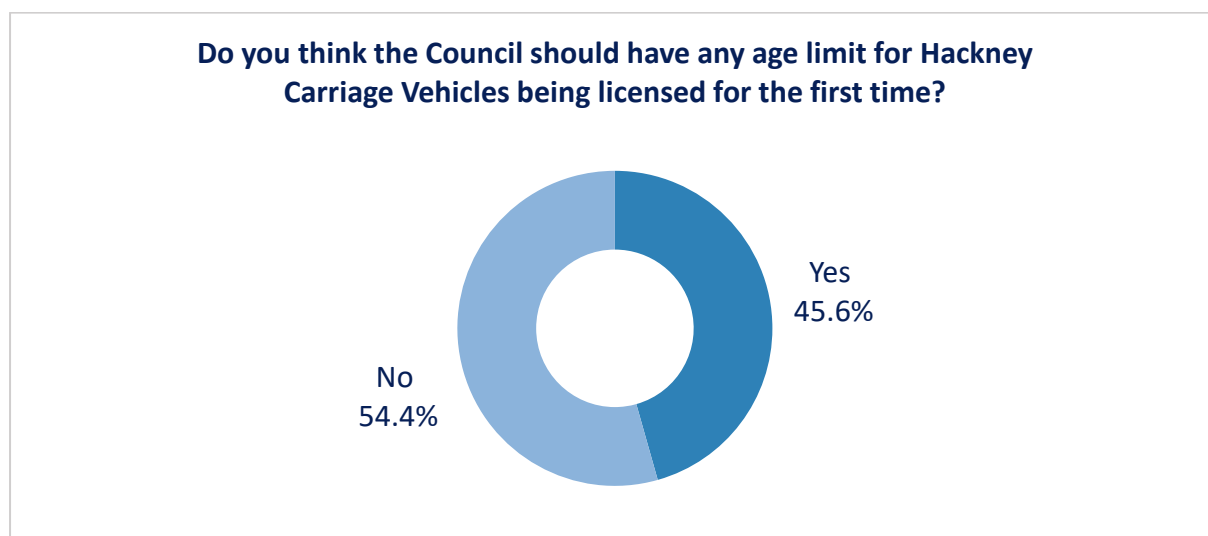


Figure 15: Chart displaying results to “Do you think the Council should have any age limit for Hackney Carriage Vehicles being licensed for the first time?”

Do you think the Council should have any age limit for Hackney Carriage Vehicles being licensed for the first time?	Total	%
Yes	52	45.6%
No	62	54.4%

Table 15: Table displaying the results to “Do you think the Council should have any age limit for Hackney Carriage Vehicles being licensed for the first time?”

Respondents were asked to add a comment to support their answer. 54 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

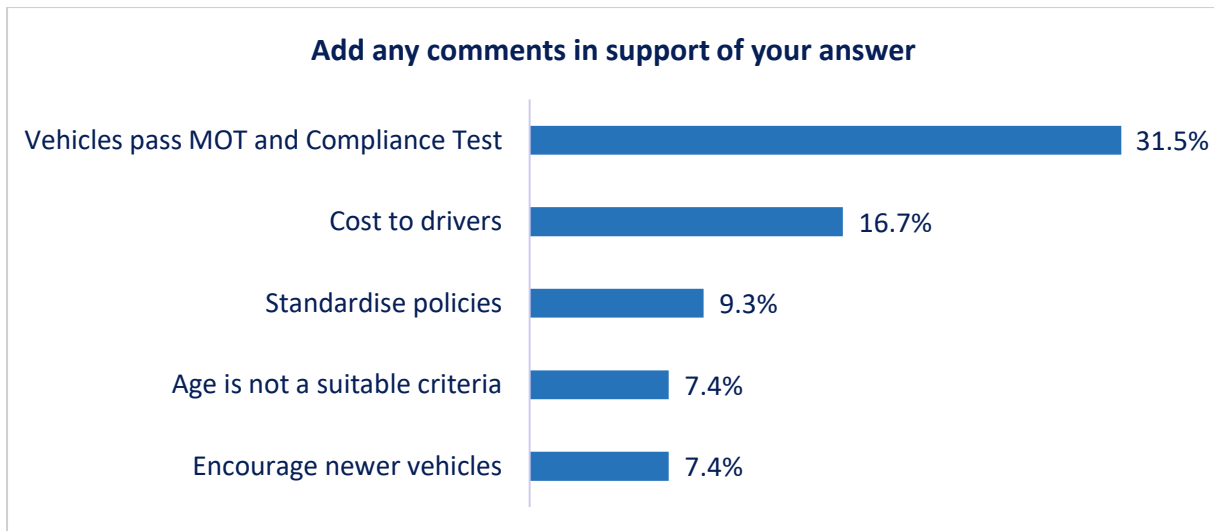


Figure 16: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
Vehicles pass MOT and Compliance Test	17	31.5%
Cost to drivers	9	16.7%
Standardise policies	5	9.3%
Age is not a suitable criteria	4	7.4%
Encourage newer vehicles	4	7.4%

Table 16: Table displaying the results to “Add any comments in support of your answer”

- **Vehicles pass MOT and Compliance Test (31.5%).** Respondents suggested similar reasons to the previous questions regarding MOT and Compliance Tests indicate vehicles condition better than age.
- **Cost to drivers (16.7%).** Respondents suggested similar reasons to the previous questions regarding the high cost of replacing vehicles which are still in good condition and Hackney Carriages being difficult to find.
- **Standardise policies (9.3%).** Respondents suggested similar reasons to the previous questions regarding standardising policies with other councils (particularly the LCR) and between Private Hire and Hackney Carriage vehicles, unfair competition with vehicles licenced by other councils and motivation to licence their own vehicles with other councils.
- **Age is not a suitable criteria (7.4%)** Respondents suggested similar reasons to the previous questions regarding age not always reflecting the condition of the vehicle and that testing and milage might be more suitable criteria.
- **Encourage newer vehicles (7.4%).** Respondents suggested similar reasons to the previous questions regarding encouraging the introduction of newer vehicles (particularly electric vehicles) which are safer, more environmentally friendly and provide a better experience to customers.

Question 12: What do you consider that age limit should be?

Only respondents who answered yes to the previous question were able to answer this question. 40 people answered this question. Respondents suggested ages they thought suitable. 40.0% of all respondents suggested the age limit should be 10 years and 30.0% suggested 5 years.

Both non-licence holders and licence holders were close to evenly split between suggesting the age limit should be 10 years or above (50.0% and 48.7% respectively) and under 10 years (50% and 51.3% respectively).

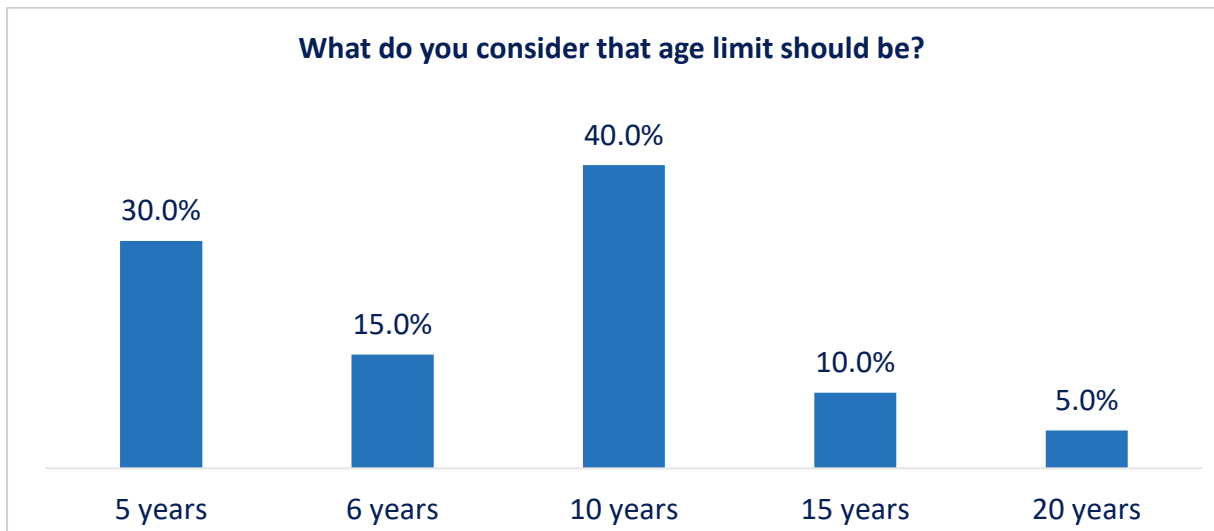


Figure 17: Chart displaying results to “What do you consider that age limit should be?”

What do you consider that age limit should be?	Total	%
5 years	12	30.0%
6 years	6	15.0%
10 years	16	40.0%
15 years	4	10.0%
20 years	2	5.0%

Table 17: Table displaying the results to “What do you consider that age limit should be?”

Question 13: Once a vehicle is licensed as a Hackney Carriage Vehicle it can continue to be licensed with no upper age limit. Do you think the Council should maintain this policy?

281 people answered this question. Respondents selected one option that they agreed with. 50.2% of all respondents thought the Council should maintain the policy whilst 26.7% thought the Council should not.

More non-licence holders and licence holders thought the Council should maintain the policy (47.2% and 51.2% respectively) compared to those who thought the Council should not (37.5% and 23.2% respectively).

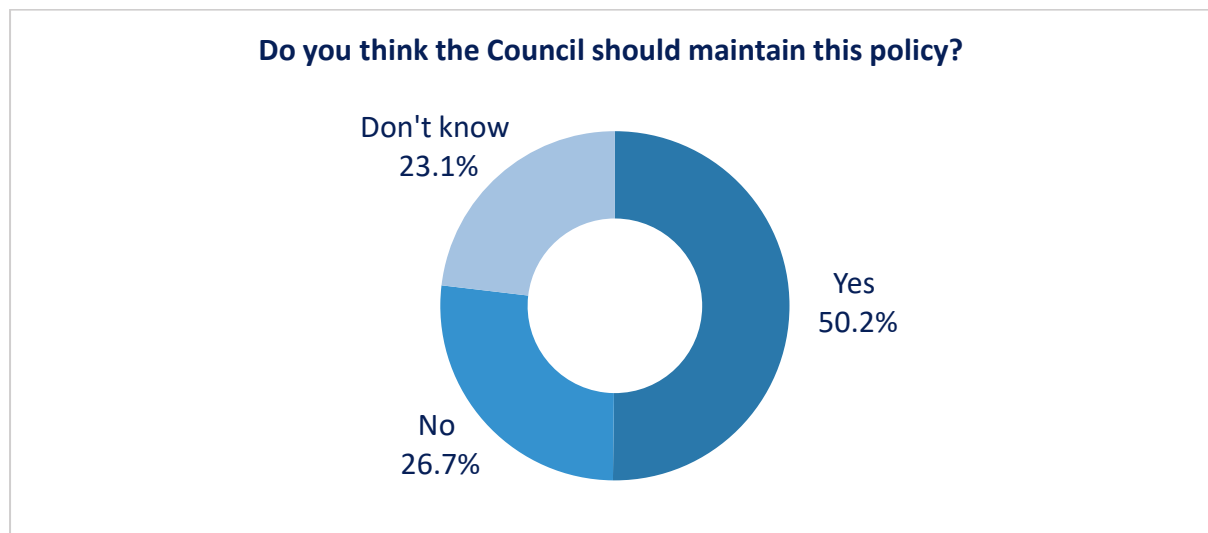


Figure 18: Chart displaying results to “Do you think the Council should maintain this policy?”

Do you think the Council should maintain this policy?	Total	%
Yes	141	50.2%
No	75	26.7%
Don't know	65	23.1%

Table 18: Table displaying the results to “Do you think the Council should maintain this policy?”

Respondents were asked to add a comment to support their answer. 54 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

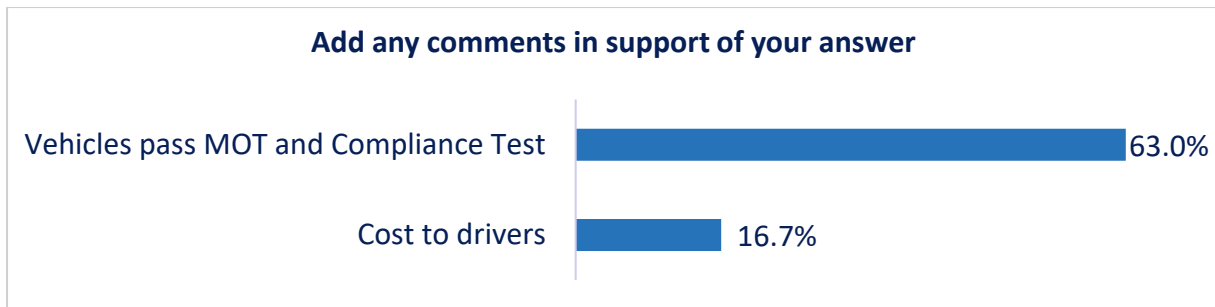


Figure 19: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
Vehicles pass MOT and Compliance Test	34	63.0%
Cost to drivers	9	16.7%

Table 19: Table displaying the results to “Add any comments in support of your answer”

- Vehicles pass MOT and Compliance Test (63.0%).** Respondents suggested similar reasons to the previous questions regarding MOT and Compliance Tests indicate vehicles condition better than age.
- Cost to drivers (16.7%).** Respondents suggested similar reasons to the previous questions regarding the high cost of replacing vehicles which are still in good condition and Hackney Carriages being difficult to find.

Question 14: What do you consider that age limit should be?

Only respondents who answered no to the previous question were able to answer this question. 62 people answered this question. Respondents suggested ages they thought suitable. 33.9% of all respondents suggested the age limit should be 10 years and 33.9% suggested 15 years.

Most non-licence holders (87.5%) suggested the age limit should be 10 years or above whilst the majority of non-licence holders (58.2%) suggested the age limit should be 15 years or above.

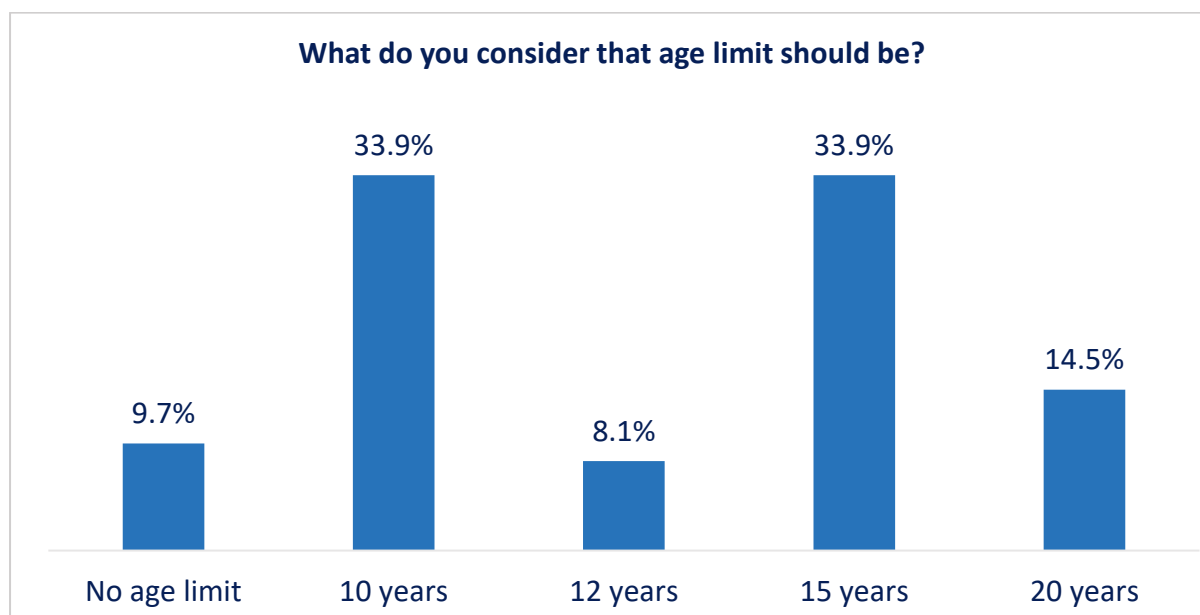


Figure 20: Chart displaying results to “What do you consider that age limit should be?”

What do you consider that age limit should be?	Total	%
No age limit	6	9.7%
10 years	21	33.9%
12 years	5	8.1%
15 years	21	33.9%
20 years	9	14.5%

Table 20: Table displaying the results to “What do you consider that age limit should be?”

Respondents were asked to add a comment to support their answer. 40 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

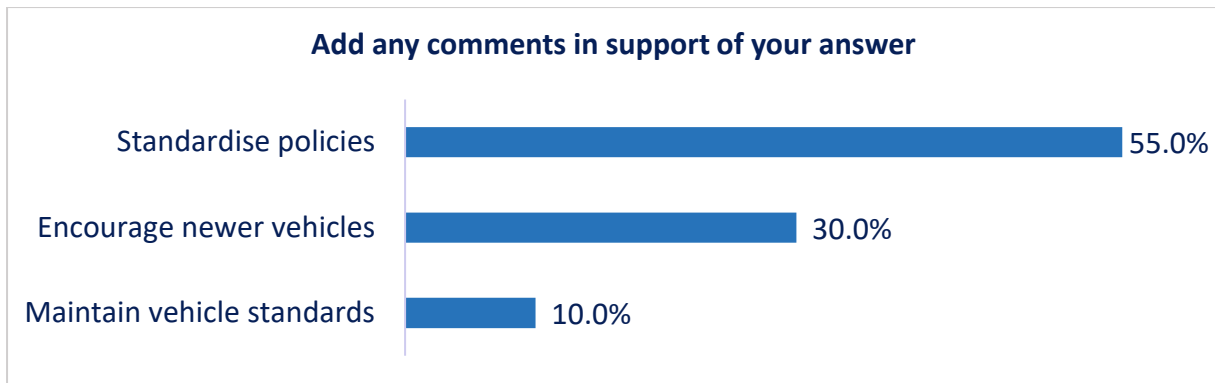


Figure 21: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
Standardise policies	22	55.0%
Encourage newer vehicles	12	30.0%
Maintain vehicle standards	4	10.0%

Table 21: Table displaying the results to “Add any comments in support of your answer”

- **Standardise policies (55.0%).** Respondents suggested similar reasons to the previous questions regarding standardising policies with other councils (particularly the LCR)
- **Encourage newer vehicles (30.0%).** Respondents suggested similar reasons to the previous questions regarding encouraging the introduction of newer vehicles (particularly electric vehicles) which are safer, more environmentally friendly and provide a better experience to customers.
- **Maintain vehicle standards (10.0%).** Respondents suggested similar reasons to the previous questions regarding older vehicles wear out due to high level of use.

Question 15: Hackney Carriage Vehicles that are 10 years old or more must have an MOT and Compliance Test every six months. Do you think the Council should maintain this requirement?

282 people answered this question. Respondents selected one option that they agreed with. 57.4% of all respondents thought the Council should maintain this requirement whilst 24.5% thought the Council should not.

Most non-licence holders (72.2%) and licence holders (52.4%) thought the Council should maintain this requirement.

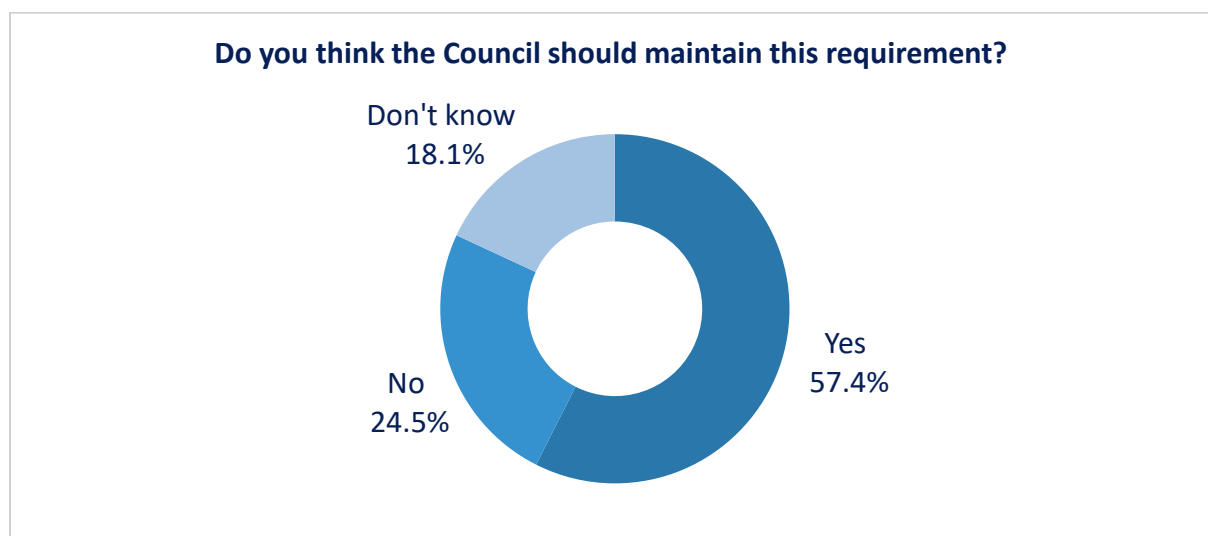


Figure 22: Chart displaying results to “Do you think the Council should maintain this requirement?”

Do you think the Council should maintain this requirement?	Total	%
Yes	162	57.4%
No	69	24.5%
Don't know	51	18.1%

Table 22: Table displaying the results to “Do you think the Council should maintain this requirement?”

Respondents were asked to add a comment to support their answer. 91 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

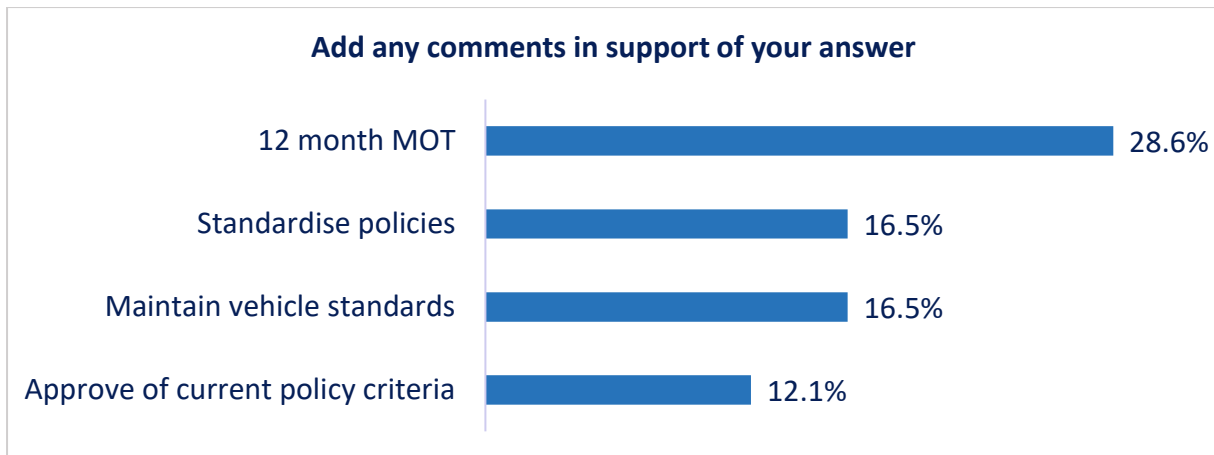


Figure 23: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
12 month MOT	26	28.6%
Standardise policies	15	16.5%
Maintain vehicle standards	15	16.5%
Approve of current policy criteria	11	12.1%

Table 23: Table displaying the results to “Add any comments in support of your answer”

- **12 month MOT (28.6%).** Some respondents suggested stopping the policy of 6 monthly MOTs as they viewed 12 monthly MOTs as being sufficient to maintain vehicle safety.
- **Standardise policies (16.5%).** Respondents suggested similar reasons to the previous questions regarding standardising policies with other councils (particularly the LCR).
- **Maintain vehicle standards (16.5%).** Respondents suggested similar reasons to the previous questions regarding older vehicles wear out due to high level of use.
- **Approve of current policy criteria (12.1%).** Respondents stated that they considered the current policy criteria to be appropriate.

Question 16: If an owner of a Hackney Carriage Vehicle wants to change their vehicle, the replacement vehicle must be the same age or less than the current vehicle, and in any case no more than 10 years old. Do you think the Council should maintain this requirement?

281 people answered this question. Respondents selected one option that they agreed with. 44.8% of all respondents thought the Council should maintain this requirement whilst 33.1% thought the Council should not.

The majority of non-licence holders (61.1%) thought the Council should maintain this requirement whilst more licence holders (38.6%) thought the Council should maintain this requirement compared to those who thought the Council should not (33.8%).

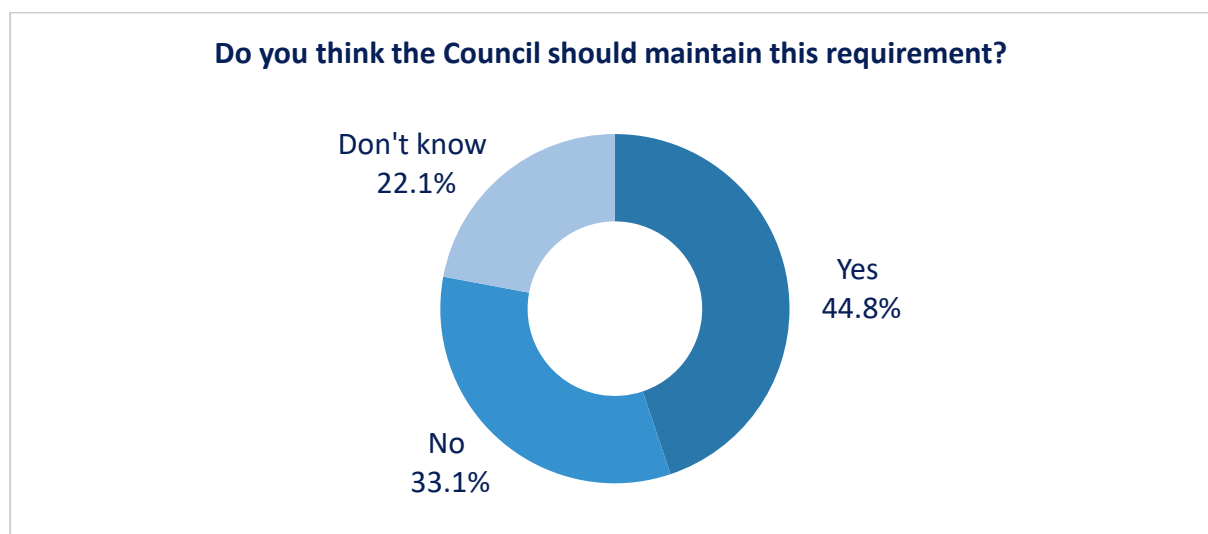


Figure 24: Chart displaying results to “Do you think the Council should maintain this requirement?”

Do you think the Council should maintain this requirement?	Total	%
Yes	126	44.8%
No	93	33.1%
Don't know	62	22.1%

Table 24: Table displaying the results to “Do you think the Council should maintain this requirement?”

Respondents were asked to add a comment to support their answer. 69 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

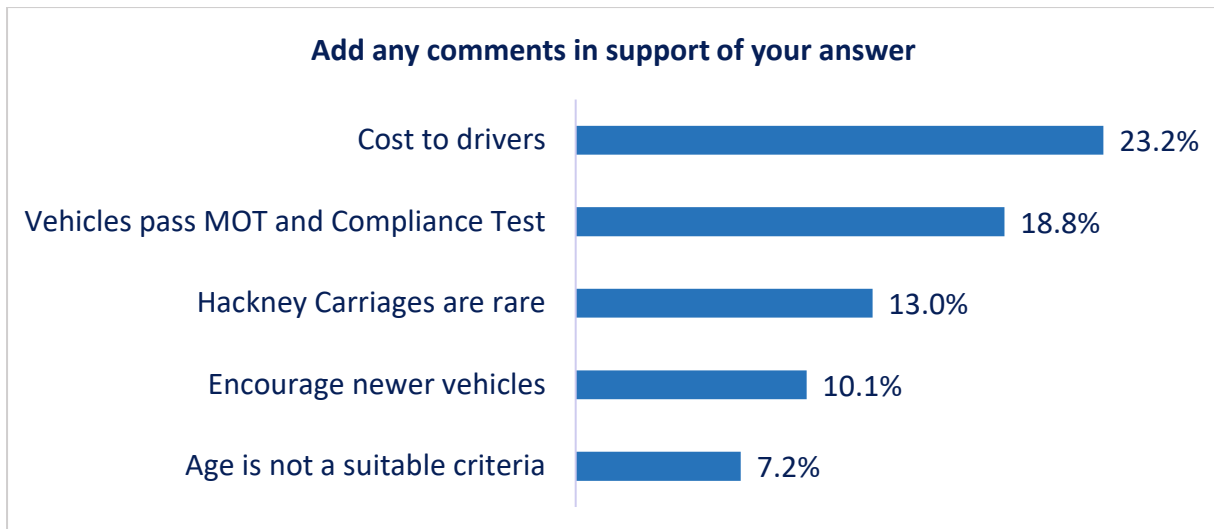


Figure 25: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
Cost to drivers	16	23.2%
Vehicles pass MOT and Compliance Test	13	18.8%
Hackney Carriages are rare	9	13.0%
Encourage newer vehicles	7	10.1%
Age is not a suitable criteria	5	7.2%

Table 25: Table displaying the results to “Add any comments in support of your answer”

- **Cost to drivers (23.2%).** Respondents suggested similar reasons to the previous questions regarding the high cost of replacing vehicles which are still in good condition.
- **Vehicles pass MOT and Compliance Test (18.8%).** Respondents suggested similar reasons to the previous questions regarding MOT and Compliance Tests indicate vehicles condition better than age.
- **Hackney Carriages are rare (13.0%).** Respondents stated that Hackney Carriage vehicles are rare and difficult to replace.
- **Encourage newer vehicles (10.1%).** Respondents suggested similar reasons to the previous questions regarding encouraging the introduction of newer vehicles (particularly electric vehicles) which are safer, more environmentally friendly and provide a better experience to customers.
- **Age is not a suitable criteria (7.2%).** Respondents suggested similar reasons to the previous questions regarding age not always reflecting the condition of the vehicle and that testing and milage might be more suitable criteria.

3.1.4 Window Tint

Question 17: In addition to the legal requirement Wirral Council require Private Hire Vehicles to allow at least 70% of light to pass through all other windows. This means that the maximum tint level permitted for these windows is 30%. Do you think the Council should maintain this requirement?

285 people answered this question. Respondents selected one option that they agreed with. 26.7% of all respondents thought the Council should maintain this requirement whilst 68.4% thought the Council should not.

Most non-licence holders (78.6%) thought the Council should maintain this requirement whilst most licence holders (85.0%) thought the Council should not.

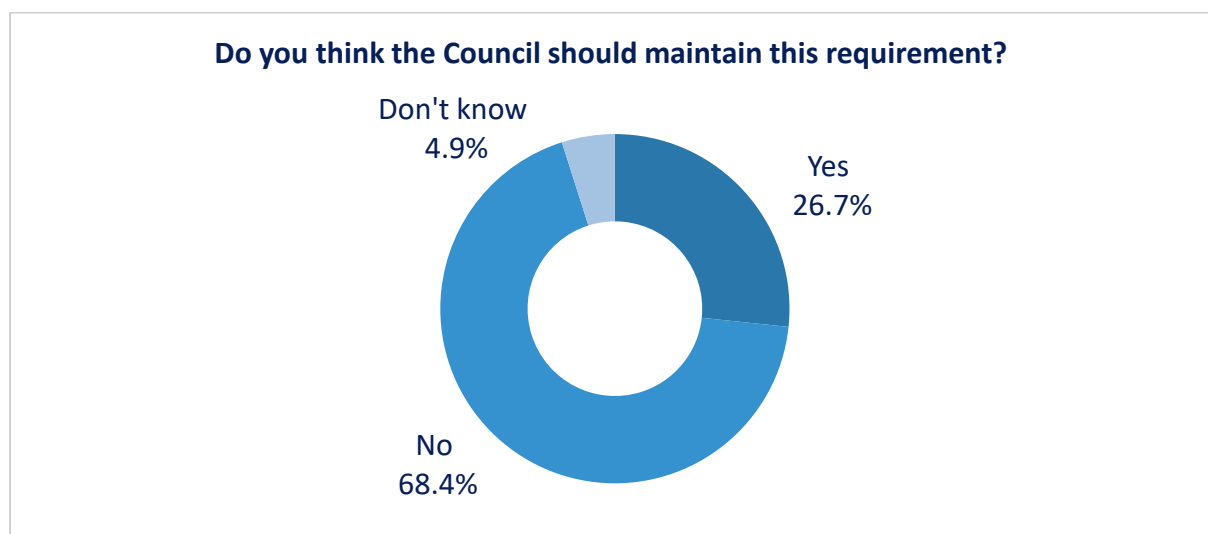


Figure 26: Chart displaying results to “Do you think the Council should maintain this requirement?”

Do you think the Council should maintain this requirement?	Total	%
Yes	76	26.7%
No	195	68.4%
Don't know	14	4.9%

Table 26: Table displaying the results to “Do you think the Council should maintain this requirement?”

Respondents were asked to add a comment to support their answer. 185 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

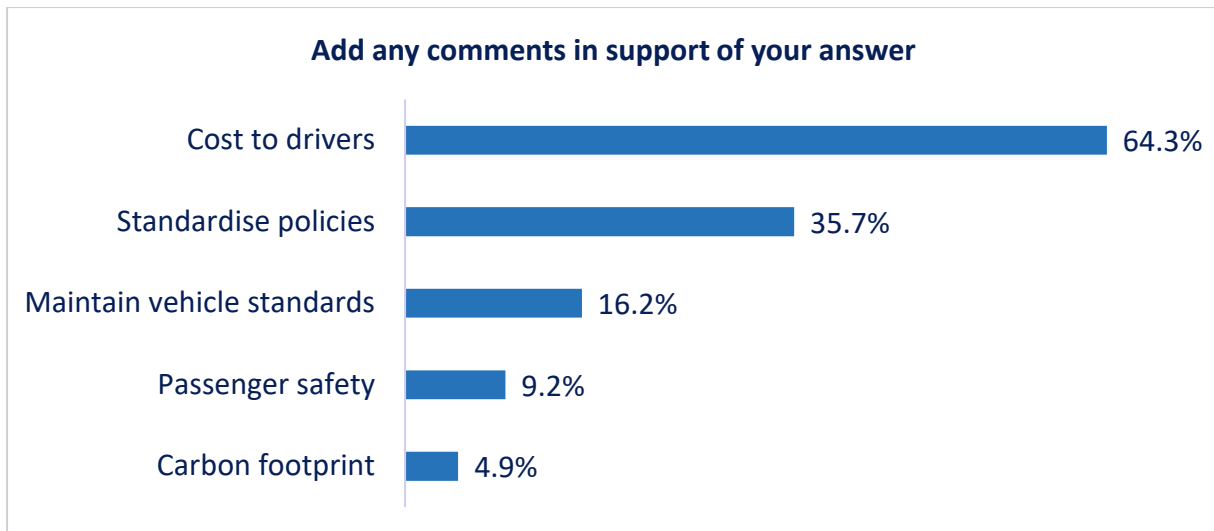


Figure 27: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
Cost to drivers	119	64.3%
Standardise policies	66	35.7%
Maintain vehicle standards	30	16.2%
Passenger safety	17	9.2%
Carbon footprint	9	4.9%

Table 27: Table displaying the results to “Add any comments in support of your answer”

- Cost to drivers (64.3%).** Respondents cited cost as being the reason they objected against the policy. They stated that tinted windows are standard on most new vehicles (particularly electric vehicles) so they faced the addition cost of replacing the windows with non-tinted ones. Some stated the cost had deterred them from purchasing new vehicles and has encouraged them to licence their vehicles with other councils which do not have this policy. Some respondents also suggested that as the tinted windows were standard, their insurance policies would not let them change their windows as it would be regarded as an vehicle alteration.
- Standardise policies (35.7%).** Respondents suggested similar reasons to the previous questions regarding standardising policies with other councils (particularly the LCR) and between Private Hire and Hackney Carriage vehicles, unfair competition with vehicles licenced by other councils and motivation to licence their own vehicles with other councils. They also stated that they have lost the business to externally licenced vehicles for customers who prefer increased privacy.
- Maintain vehicle standards (16.2%).** Respondents stated that tinted windows help protect their vehicles by reducing UV damage to the interior and reducing the temperature providing a more enjoyable experience for the passenger. Some also cited examples of special needs passengers, passengers attended hospitals for treatment and corporate users appreciated the privacy tinted windows provide.

- **Passenger safety (9.2%).** Respondents stated that they would prefer low or no tint for Private Hire windows citing passenger safety. They felt it would be safer using Private Hire vehicles if they are able to be seen from outside and would not restrict the drivers view whilst they drive. Some described their own experience of inappropriate behaviour by drivers for why they felt unsafe.
- **Carbon footprint (4.9%).** Respondents suggest that tinted windows help reduce the carbon footprint of vehicles by reducing the need to use air conditioning. Some also stated this policy also deters the purchasing of electric vehicles as using air conditioning can drain the vehicles battery.

Question 18: In addition to the legal requirement Wirral Council require Hackney Carriage Vehicles to allow at least 70% of light to pass through all other windows. This means that the maximum tint level permitted for these windows is 30%. Do you think the Council should maintain this requirement?

281 people answered this question. Respondents selected one option that they agreed with. 27.8% of all respondents thought the Council should maintain this requirement whilst 54.4% thought the Council should not.

Most non-licence holders (78.6%) thought the Council should maintain this requirement whilst the majority of licence holders (67.0%) thought the Council should not.

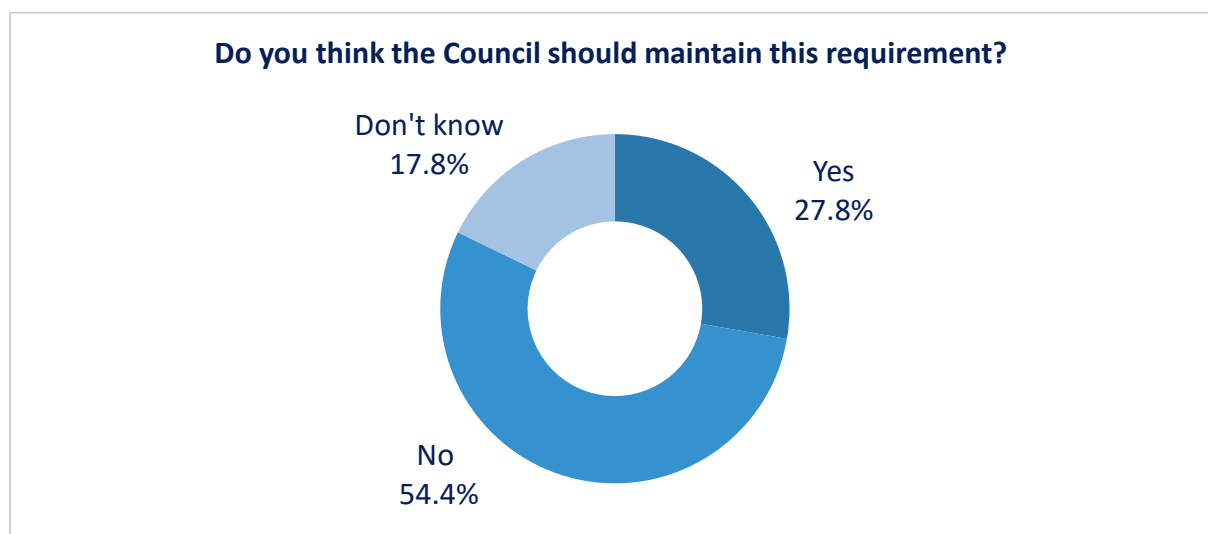


Figure 28: Chart displaying results to “Do you think the Council should maintain this requirement?”

Do you think the Council should maintain this requirement?	Total	%
Yes	78	27.8%
No	153	54.4%
Don't know	50	17.8%

Table 28: Table displaying the results to “Do you think the Council should maintain this requirement?”

Respondents were asked to add a comment to support their answer. 103 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

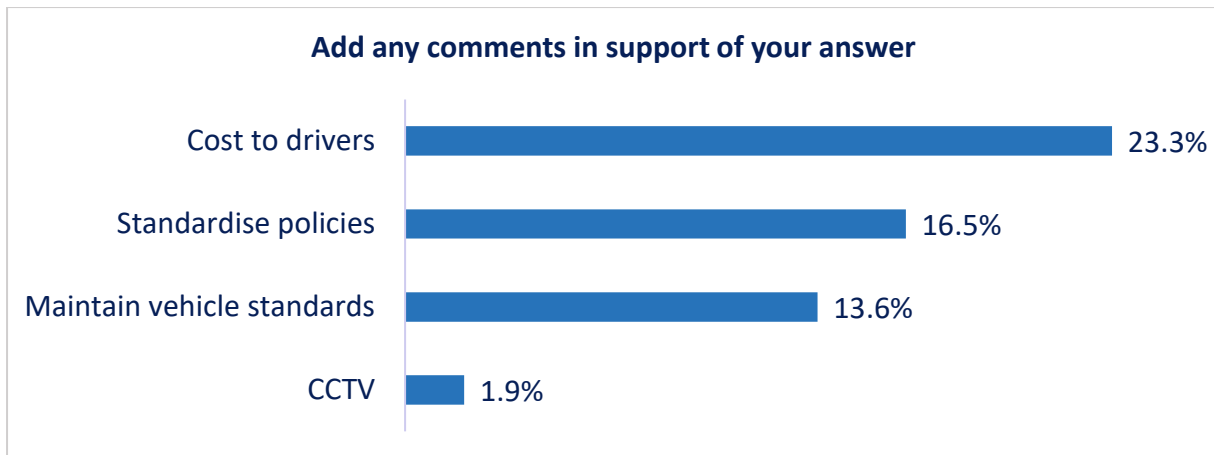


Figure 29: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
Cost to drivers	24	23.3%
Standardise policies	17	16.5%
Maintain vehicle standards	14	13.6%
CCTV	2	1.9%

Table 29: Table displaying the results to “Add any comments in support of your answer”

- **Cost to drivers (23.3%).** Respondents suggested similar reasons to the previous questions regarding tinted windows being standard, the cost of replacing windows, being discouraging from purchasing new vehicles and being encouraged to licence their vehicle with other councils.
- **Standardise policies (16.5%).** Respondents suggested similar reasons to the previous questions regarding standardising policies with other councils (particularly the LCR) and between Private Hire and Hackney Carriage vehicles, unfair competition with vehicles licenced by other councils and motivation to licence their own vehicles with other councils.
- **Maintain vehicle standards (13.6%).** Respondents suggested similar reasons to the previous questions regarding UV damage to interiors, reducing the temperature to provide a more enjoyable experience for passengers and reducing the use of air conditioning.
- **CCTV (1.9%).** Some respondents suggested CCTV could be installed to mitigate feelings of window tints making the vehicle an unsafe space for passengers.

3.1.5 Step Height

Question 19: Do you think it is necessary for a Private Hire Vehicle with an entrance step height exceeding 38cm to have a fitted step or portable step?

284 people answered this question. Respondents selected one option that they agreed with. 49.3% of all respondents thought it necessary to have a fitted step or portable step whilst 19.4% thought it not necessary.

Most non-licence holders (78.6%) thought it necessary to have a fitted step or portable step whilst more licence holders (40.1%) thought it necessary to have a fitted step or portable step compared to those who thought it not necessary (23.1%).

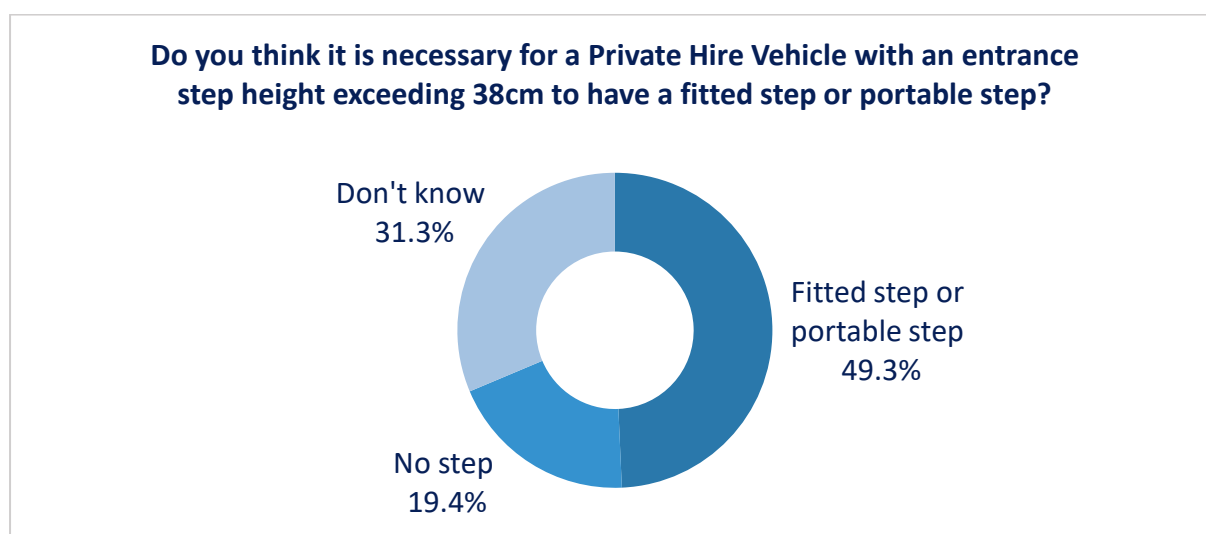


Figure 30: Chart displaying results to “Do you think it is necessary for a Private Hire Vehicle with an entrance step height exceeding 38cm to have a fitted step or portable step?”

Do you think it is necessary for a Private Hire Vehicle with an entrance step height exceeding 38cm to have a fitted step or portable step?	Total	%
Fitted step or portable step	140	49.3%
No step	55	19.4%
Don't know	89	31.3%

Table 30: Table displaying the results to “Do you think it is necessary for a Private Hire Vehicle with an entrance step height exceeding 38cm to have a fitted step or portable step?”

Respondents were asked to add a comment to support their answer. 70 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

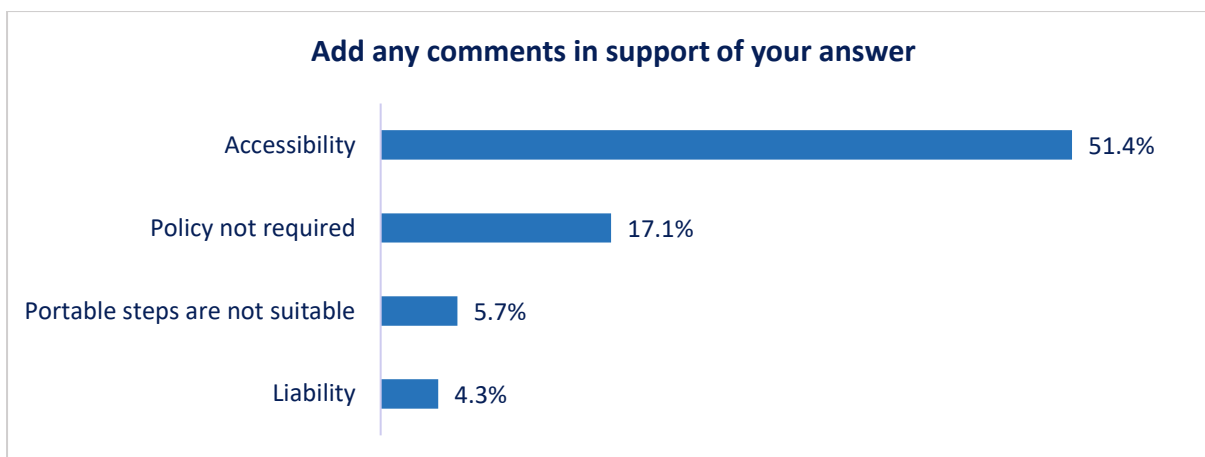


Figure 31: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
Accessibility	36	51.4%
Policy not required	12	17.1%
Portable steps are not suitable	4	5.7%
Liability	3	4.3%

Table 31: Table displaying the results to “Add any comments in support of your answer”

- **Accessibility (51.4%).** Respondents stated they believed a step is necessary to facilitate access for customers, particularly the elderly and disabled.
- **Policy not required (17.1%).** Respondents believed the policy is not required. They stated that customers with accessibility needs can request more suitable vehicles if needed. Some suggest that if steps were required, they would be included as a factory standard.
- **Portable steps are not suitable (5.7%).** Respondents suggested that portable steps were not suitable due to difficulty storing them in the vehicle (particularly if they are also carrying a passenger's wheelchair).
- **Liability (4.3%).** Respondents suggested that use of the portable steps is not covered under insurance and feared they would be personally liable if a passenger was injured whilst using their step.

Question 20: Do you think it is necessary for a Hackney Carriage Vehicle with an entrance step height exceeding 38cm to have a fitted step or portable step?

280 people answered this question. Respondents selected one option that they agreed with. 58.6% of all respondents thought it necessary to have a fitted step or portable step whilst 9.3% thought it not necessary.

Most non-licence holders (87.1%) thought it necessary to have a fitted step or portable step whilst more licence holders (49.5%) thought it necessary to have a fitted step or portable step compared to those who thought it not necessary (10.6%).

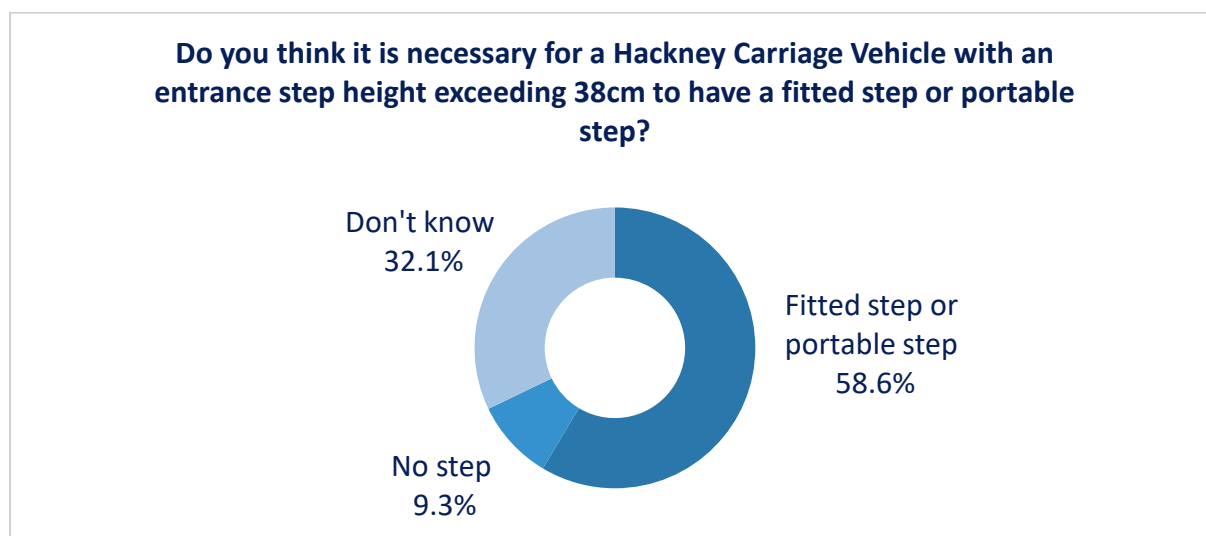


Figure 32: Chart displaying results to “Do you think it is necessary for a Hackney Carriage Vehicle with an entrance step height exceeding 38cm to have a fitted step or portable step?”

Do you think it is necessary for a Hackney Carriage Vehicle with an entrance step height exceeding 38cm to have a fitted step or portable step?	Total	%
Fitted step or portable step	164	58.6%
No step	26	9.3%
Don't know	90	32.1%

Table 32: Table displaying the results to “Do you think it is necessary for a Hackney Carriage Vehicle with an entrance step height exceeding 38cm to have a fitted step or portable step?”

Respondents were asked to add a comment to support their answer. 54 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

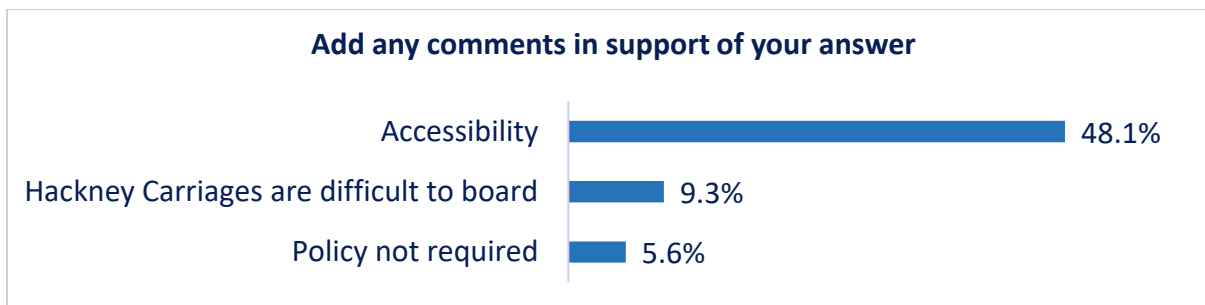


Figure 33: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
Accessibility	26	48.1%
Hackney Carriages are difficult to board	5	9.3%
Policy not required	3	5.6%

Table 33: Table displaying the results to “Add any comments in support of your answer”

- **Accessibility (48.1%).** Respondents suggested similar reasons to the previous questions regarding steps being necessary to facilitate access for customers, particularly the elderly and disabled.
- **Hackney Carriages are difficult to board (9.3%).** Respondents stated that Hackney Carriages can be difficult to board, particularly because passengers cannot be seated directly from the door but have to enter the cabin. Some respondents also stated that there is limited availability of Hackney Carriages so cannot pick vehicles with easier access.
- **Policy not required (5.6%).** Respondents suggested similar reasons to the previous questions regarding customers being able to request a more suitable vehicle if needed.

3.1.6 Bench Seat

Question 21: Where bench seats are fitted to the rear of Private Hire Vehicles the seat must be at least 48” wide (16” per rear-seat passenger) measured along the front of the seat. Do you think the Council should maintain this requirement?

285 people answered this question. Respondents selected one option that they agreed with. 54.0% of all respondents thought the Council should maintain his requirement whilst 12.6% thought the Council should not.

Most non-licence holders (70.0%) thought the Council should maintain this requirement. For licence holders, more (49.3%) thought the Council should maintain this requirement compared to those who thought the Council should not (14.1%).

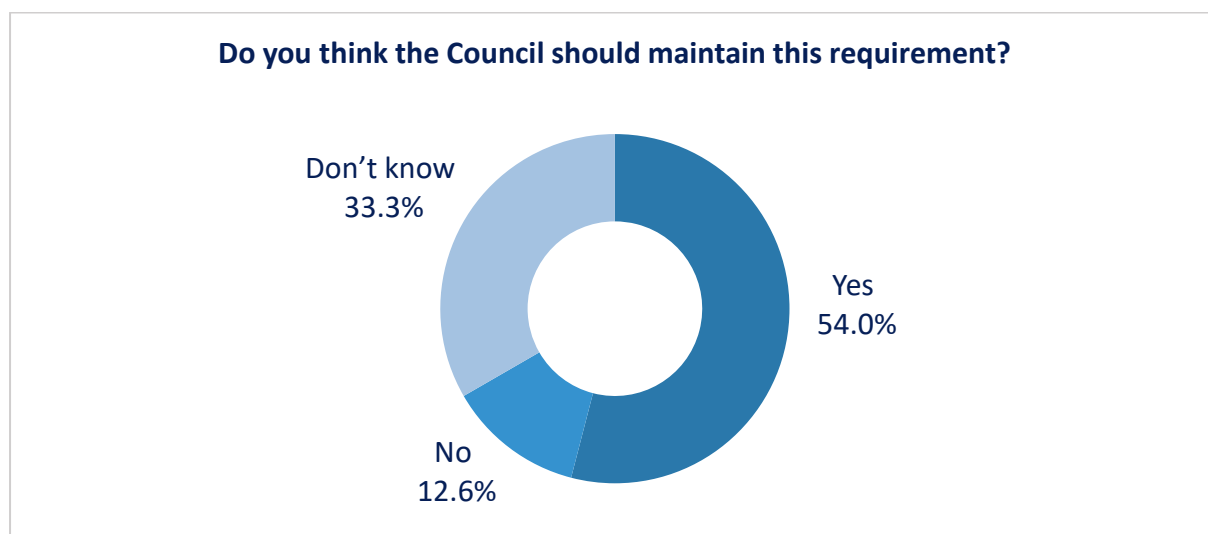


Figure 34: Chart displaying results to “Do you think the Council should maintain this requirement?”

Do you think the Council should maintain this requirement?	Total	%
Yes	154	54.0%
No	36	12.6%
Don't know	95	33.3%

Table 34: Table displaying the results to “Do you think the Council should maintain this requirement?”

Respondents were asked to add a comment to support their answer. 34 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.



Figure 35: Chart displaying results to “Add any comments in support of your answer”

Add any comments in support of your answer	Total	%
Policy not required	11	32.4%
Maintain vehicle standards	8	23.5%
Licence smaller vehicles for less passengers	5	14.7%

Table 35: Table displaying the results to “Add any comments in support of your answer”

- **Policy not required (32.4%)** Respondents stated they do not believe the policy is required as vehicles are standard sizes (and modern cars are usually larger) and in their experience, seat size as not been an issue.
- **Maintain vehicle standards (23.5%).** Respondents supported the policy as they thought it would increase safety and comfort of vehicles.
- **Licence smaller vehicles for less passengers (14.7%).** Respondents thought that smaller cars should still be licenced but to carry less passengers (for example from 4 passengers to 3).

3.1.7 Additional Comments

Question 22: Additional Comments

Respondents were asked to add a comment to support their answer. 120 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

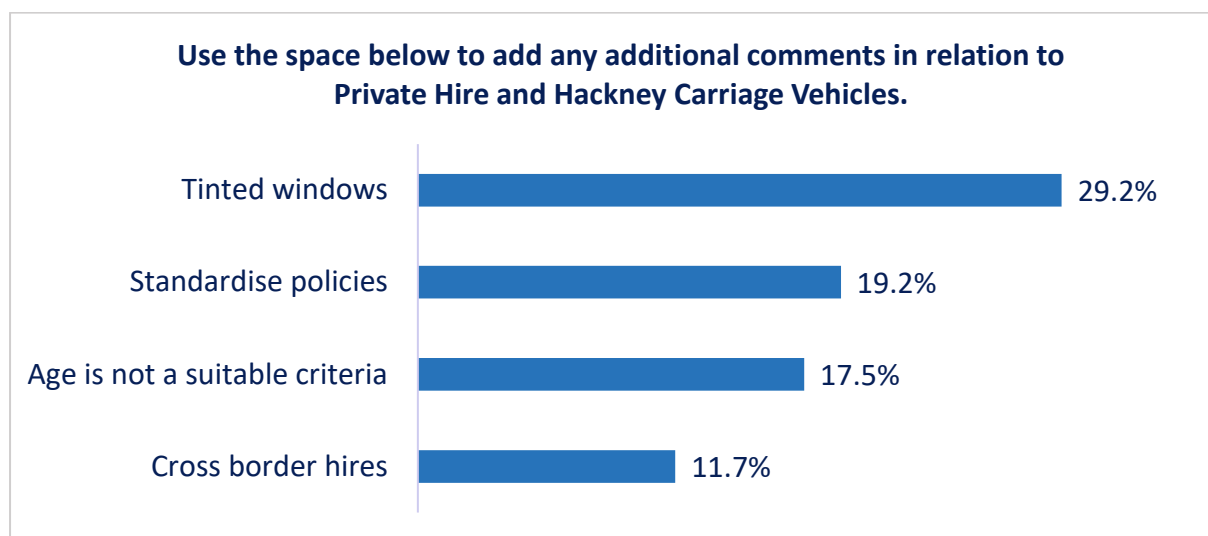


Figure 36: Chart displaying results to “Use the space below to add any additional comments in relation to Private Hire and Hackney Carriage Vehicles.”

Use the space below to add any additional comments in relation to Private Hire and Hackney Carriage Vehicles.	Total	%
Tinted windows	35	29.2%
Standardise policies	23	19.2%
Age is not a suitable criteria	21	17.5%
Cross border hires	14	11.7%

Table 36: Table displaying the results to “Use the space below to add any additional comments in relation to Private Hire and Hackney Carriage Vehicles.”

- **Tinted windows (29.2%).** Respondents emphasized previous points made about the difficulty of finding new vehicles without window tints, the cost of changing windows and the motivation to licence their vehicles with other councils to avoid this policy.
- **Standardise policies (19.2%).** Respondents emphasized previous points about standardising policies across councils, particularly LCR councils.

- **Age is not a suitable criteria (17.5%).** Respondents emphasized previous points made about age not being a suitable indication no the condition of vehicles and the difficulty and cost of replacing vehicles.
- **Cross border hires (11.7%).** Respondents stated their wish for cross border hiring to be stopped to prevent vehicles being licenced by other councils to avoid Wirral Council policies.

3.2 Direct Representations

Some respondents stated in Question 1 that they were completing the survey in the capacity of representing an organisation. Their results were included in the analysis in above but their full responses can also be found in Appendix A- Direct Representations.

The public were able to send responses directly to Wirral Council. Their response can also be found in Appendix A- Direct Representations.

4.0 Demographics and Site Traffic

4.1 Demographics

Registration was required to engage in the online Private Hire and Hackney Carriage Vehicles Consultation. The registration form included questions regarding demographics including gender, age group, ethnicity, and sexual orientation, however not all questions in the registration form were compulsory and respondents could choose to select 'prefer not to say' or skip the question. The demographics results are summarised below. The same questions were included on the paper-copy questionnaires.

Most respondents (63.2%) classed themselves as local residents.

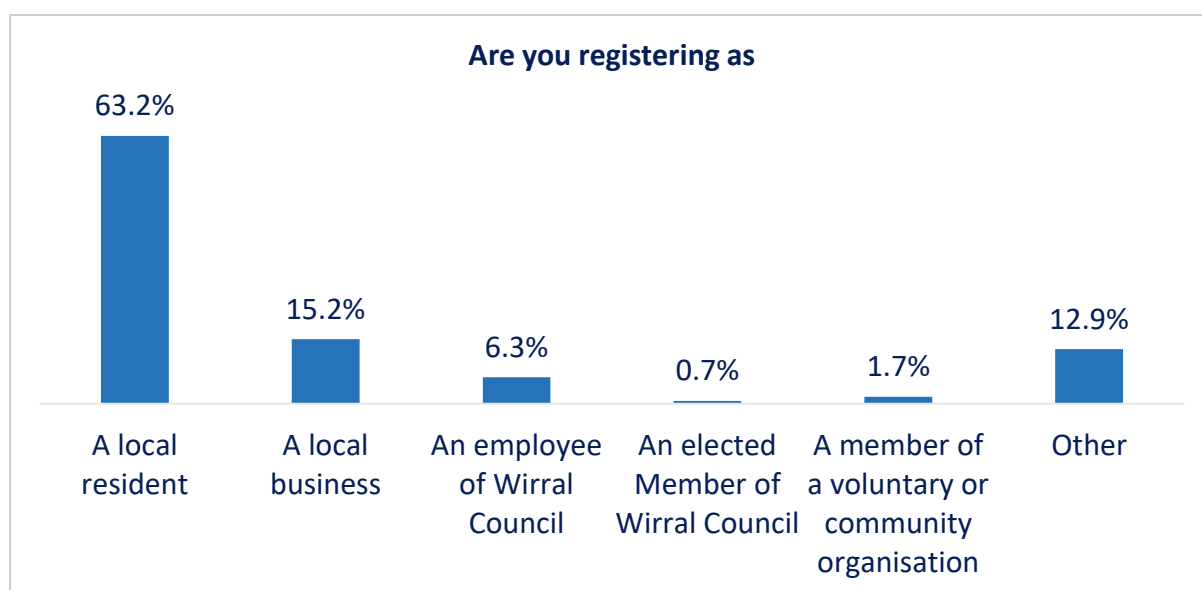


Figure 37: Chart displaying registering

The age group profile is illustrated below with the most common age groups being 55-64 years (31.4%), followed by 45-54 years (24.2%) and 35-44 years (19.9%).

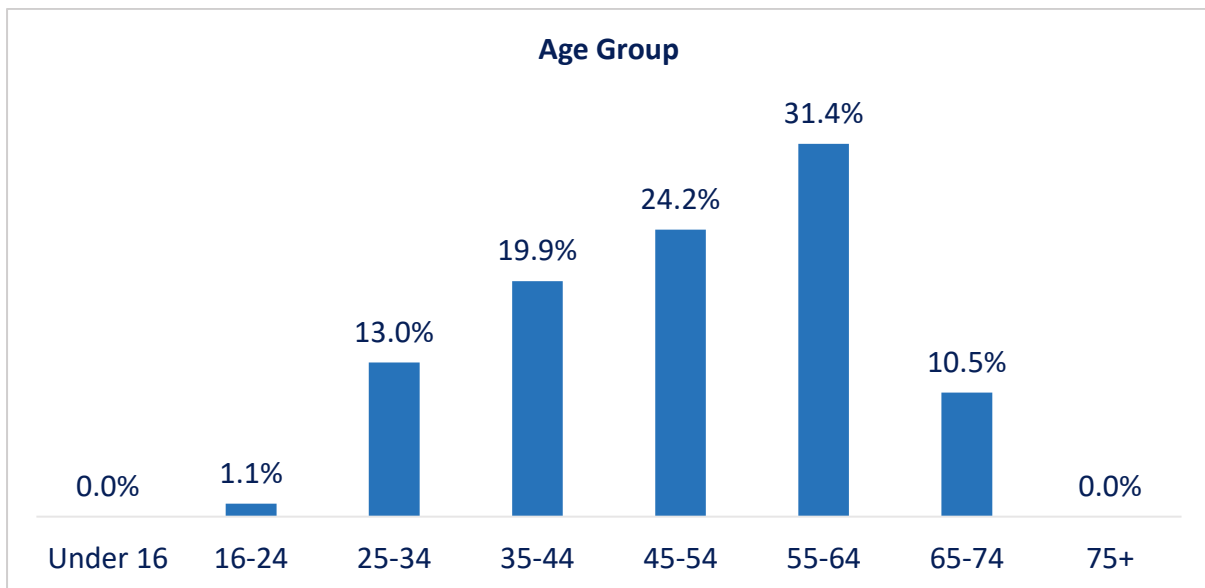


Figure 38: Chart displaying age groups

84.9% of respondents identified as male and, 13.6% female. 1.1% preferring not to say and 0.4% preferring to use their own term.

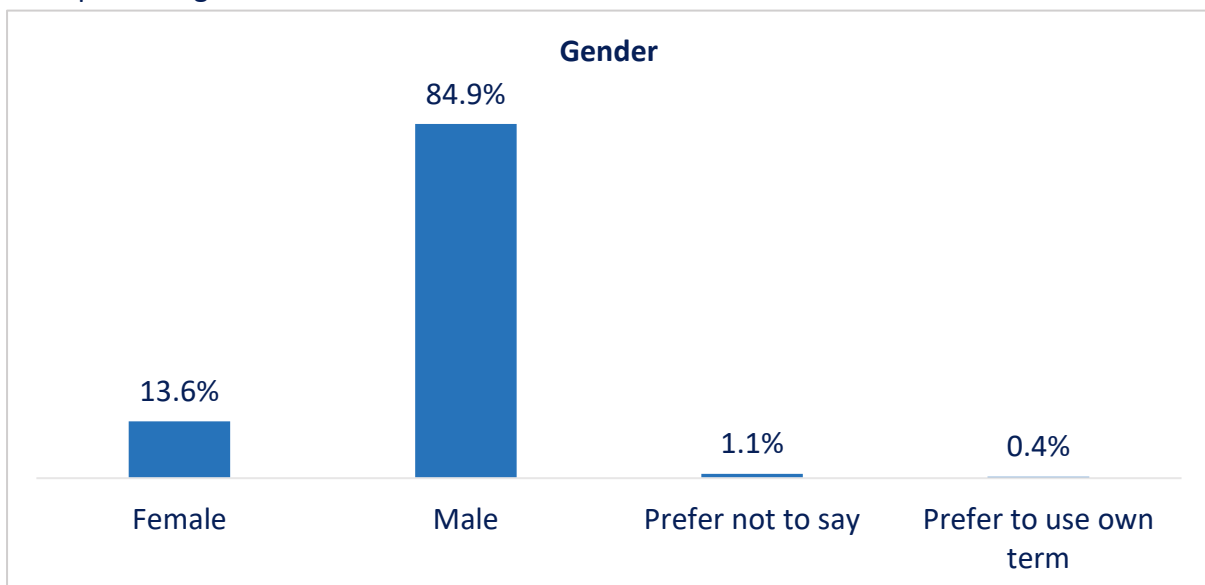


Figure 39: Chart displaying gender

82.4% of respondents were heterosexual, 2.2% were gay/ lesbian, 0.7% bisexual and 14.7% preferred not to say.

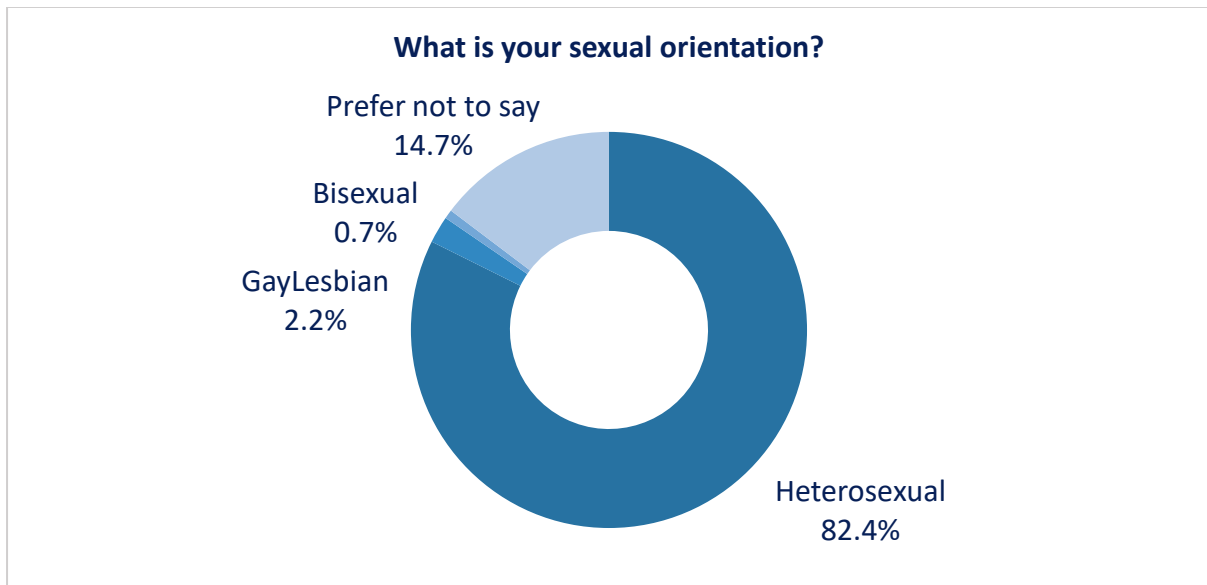


Figure 40: Chart displaying sexual orientation

89.0% said they did not have a disability whilst 6.1% of respondents said that they had a disability. 4.8% preferred not to say.

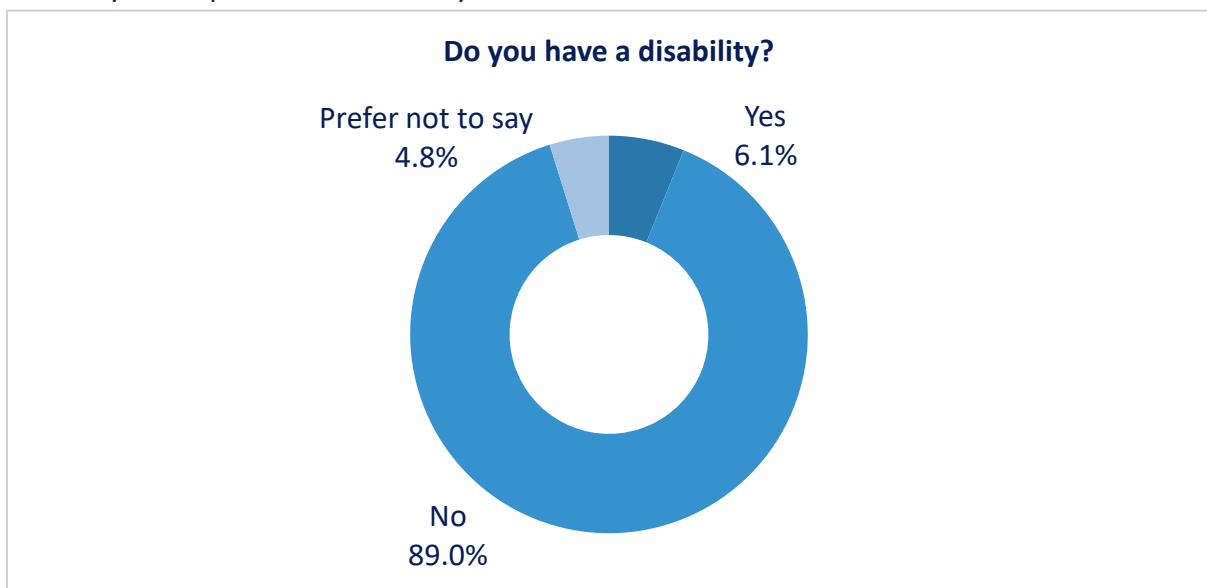


Figure 41: Chart displaying disability

The majority (81.9%) of respondents identified as White – English, Welsh, Scottish, Northern Irish, British.

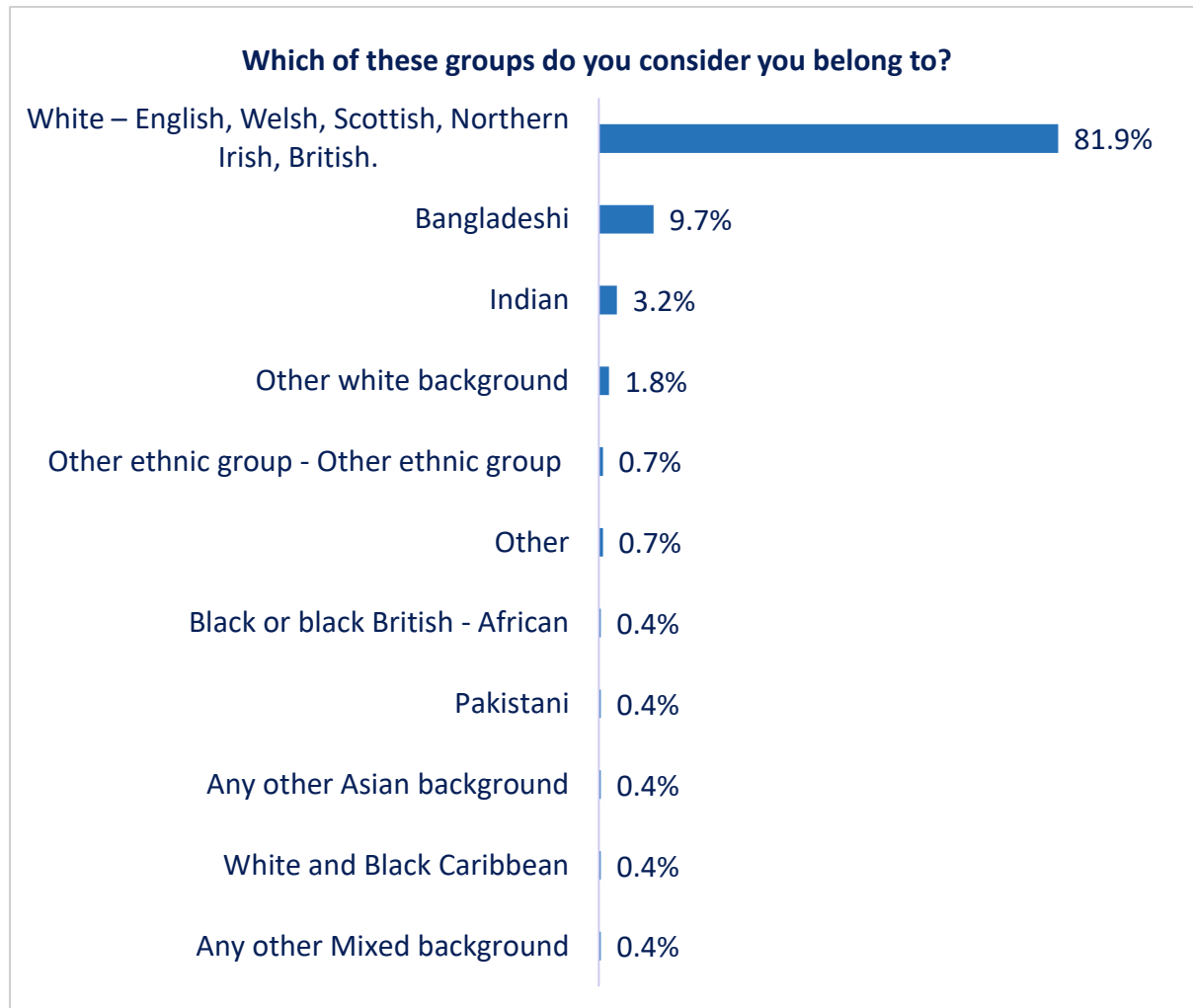


Figure 42: Chart displaying groups

The most represented ward was Birkenhead and Tranmere (12.2%) followed by Upton (8.5%) and Claughton (8.5%).

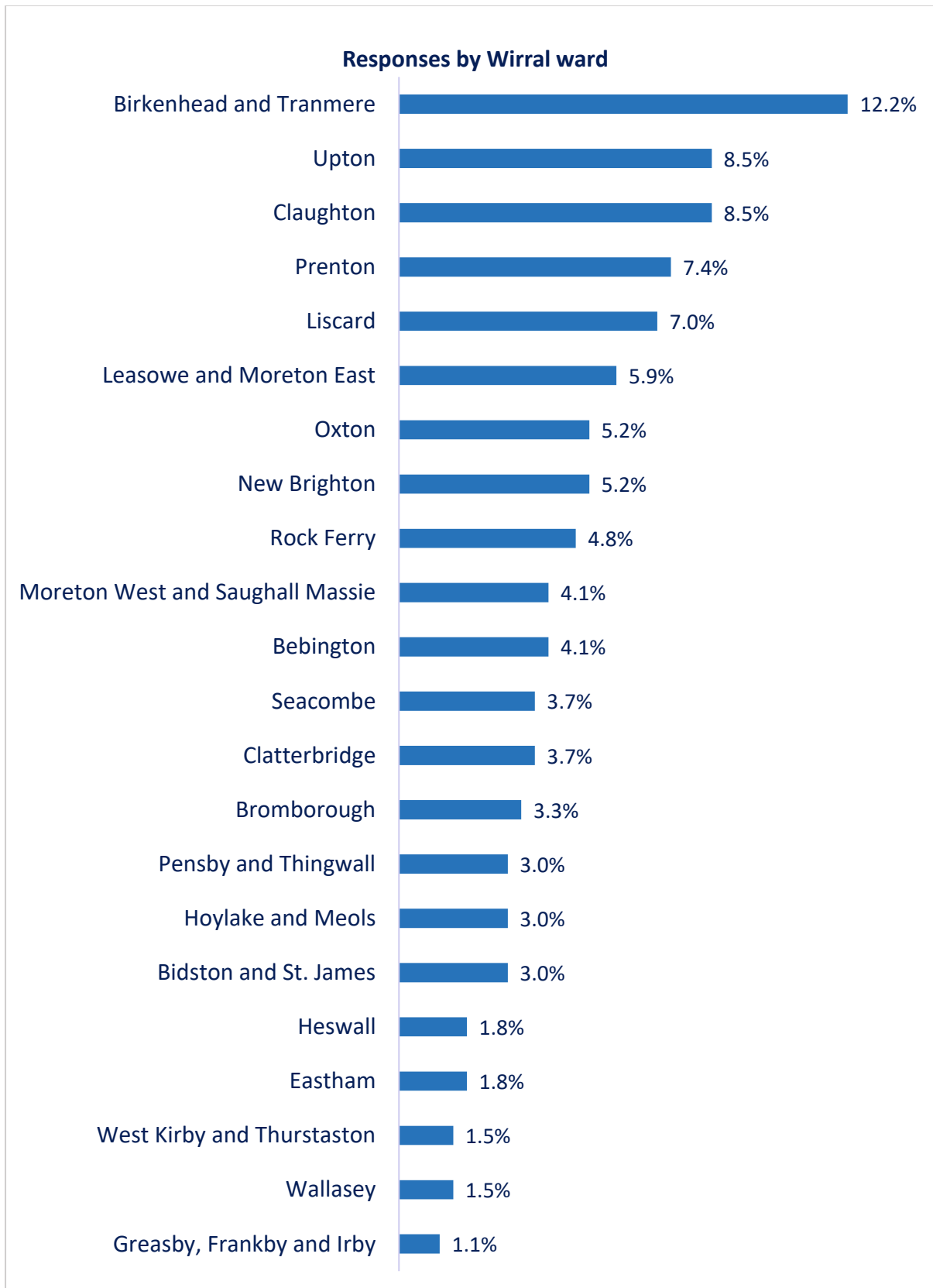


Figure 43: Chart displaying Wirral Ward representation

4.2 Have Your Say - Site Traffic

Reviewing the site activity, visits, and how people visit the site can be useful to evaluate if people are aware of the site, as well as to ensure engagement activities are deployed effectively, and to a wide range of different people – enhancing public engagement in the future. 839 unique visitors viewed the Private Hire and Hackney Carriage Vehicle Consultation of the Have Your Say site. Of these, 669 visited multiple project pages and 234 downloaded a document. 289 people in total completed the questionnaire.

These figures cannot be viewed as definitive as they are based on site tracking through ‘cookies’ and there are a number of factors that can impact on this. These include that cookies may be disabled or deleted, individuals may access the site multiple times through different devices or different browsers. However, the figures can be used to gauge how much interest has been generated in individual projects through the rate of engaged participants.

The route that people access the site is known as the traffic source. The ‘Have your say’ portal allows analysis to be carried out on traffic source, and if they lead to engagement in the site tools such as the questionnaire. This analysis allows a greater understanding of which communication and promotional tools to use to optimise engagement.

For this project a range of traffic sources have been reviewed and summarised in the table below. Most visits to the site were direct visits where people typed the internet address into their web browser (1,385).

Traffic Source	Aware Visits	Informed Visits (%)	Engaged Visits (%)
.gov sites	19	8 (42.1%)	3 (15.8%)
Direct	1,385	746 (53.9%)	203 (14.7%)
Email	299	96 (32.1%)	23 (7.7%)
Referrals	108	74 (68.5%)	14 (13.0%)
Search engine	76	40 (52.6%)	13 (17.1%)
Social	319	178 (55.8%)	33 (10.3%)
Total	2,206	1,142	289

Table 37: Site traffic sources

Appendix A- Direct Representations

Wirral Bangladeshi Taxi Drivers Association (WBTDA)

Question	Answer	Comment
Q6. Private Hire Vehicles must be no more than 10 years old. Do you think the Council should maintain this age limit for Private Hire Vehicles?	No	We as an body who represents vast numbers of Wirral taxi and private hire drivers, believe it is unfair that licence holders from other councils such as Liverpool city, Sefton, Wolverhampton, can come and work here in Wirral with much older cars, yet the Wirral license holders can't.
Q7 & Q8. Do you think the Council should have any age limit for Private Hire Vehicles?	Yes	We believe 12 to 15 years age limit will be fair.
Q9. Private Hire Vehicles that are 6 years old or more must have an MOT and Compliance Test every six months. Do you think the Council should maintain this requirement?	No	8 years will be fair inline with other councils
Q10. A Hackney Carriage Vehicle must be no more than 3 years old to be granted its first licence. Do you think the Council should maintain this age limit?	No	We believe 5 years will be fair as modern vehicles are more robust
Q11 & Q12. Do you think the Council should have any age limit for Hackney Carriage Vehicles being licensed for the first time?	No	Yes should be inline with private hire drivers or no more than 15/20 years due to hackney vehicle costing significantly more to buy new
Q13 & Q14. Once a vehicle is licensed as a Hackney Carriage Vehicle it can continue to be licensed with no upper age limit. Do you think the Council should maintain this policy?	Don't know	
Q15. Hackney Carriage Vehicles that are 10 years old or more must have an MOT and Compliance Test every six months. Do you think the Council should maintain this requirement?	Yes	
Q16. If an owner of a Hackney Carriage Vehicle wants to change their vehicle, the replacement vehicle must be the same age or less than the current vehicle, and in any	Don't know	

case no more than 10 years old. Do you think the Council should maintain this requirement?		
Q17. In addition to the legal requirement Wirral Council require Private Hire Vehicles to allow at least 70% of light to pass through all other windows. This means that the maximum tint level permitted for these windows is 30%. Do you think the Council should maintain this requirement?	No	Factory fitted tinted window should be allowed, most new vehicle's have standard factory fitted tinted windows, which cost thousands of pounds to replace, and having factory fitted tinted windows does not compromise safety at all, licence holders from other councils are working here in Wirral with tinted windows, we believe it is unfair on Wirral licence holders.
Q18. In addition to the legal requirement Wirral Council require Hackney Carriage Vehicles to allow at least 70% of light to pass through all other windows. This means that the maximum tint level permitted for these windows is 30%. Do you think the Council should maintain this requirement?	No	Same answer as previous
Q19. Do you think it is necessary for a Private Hire Vehicle with an entrance step height exceeding 38cm to have:	Don't know	
Q20. Do you think it is necessary for a Hackney Carriage Vehicle with an entrance step height exceeding 38cm to have:	Don't know	
Q21. Where bench seats are fitted to the rear of Private Hire Vehicles the seat must be at least 48" wide (16" per rear-seat passenger) measured along the front of the seat. Do you think the Council should maintain this requirement?	Don't know	
Q22. Use the space below to add any additional comments in relation to Private Hire and Hackney Carriage Vehicles.		We as a association already had a meeting with Mr Andrew Bushell, at the meeting we had discussed and raised our concerns about vehicle age limits and tinted windows, we believe Wirral council are losing money in revenue due to drivers are returning Wirral licences and obtaining licenses from other

		<p>councils such as Liverpool City, Sefton, Wolverhampton, we had further communication with Mr Bushell via emails, Mr Bushell ensured us that he will share our concerns with the heads of Wirral Taxi Licensing Authority, we believe there is an panel meeting on 24th January 2024, we as an association would like to attend the meeting and share our concerns and suggestions.</p>
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The Hackney Drivers Association Ltd

Question	Answer	Comment
Q6. Private Hire Vehicles must be no more than 10 years old. Do you think the Council should maintain this age limit for Private Hire Vehicles?	Yes	
Q7 & Q8. Do you think the Council should have any age limit for Private Hire Vehicles?	NA	
Q9. Private Hire Vehicles that are 6 years old or more must have an MOT and Compliance Test every six months. Do you think the Council should maintain this requirement?	No	
Q10. A Hackney Carriage Vehicle must be no more than 3 years old to be granted its first licence. Do you think the Council should maintain this age limit?	No	"It's a barrier to entry."
Q11 & Q12. Do you think the Council should have any age limit for Hackney Carriage Vehicles being licensed for the first time?	Yes	15 years. The high cost of new vehicles may deter some drivers unless they are given a chance to reclaim some of the cost if not a good part of the cost from government grants
Q13 & Q14. Once a vehicle is licensed as a Hackney Carriage Vehicle it can continue to be licensed with no upper age limit. Do you think the Council should maintain this policy?	Yes	"The driver will need that time to recover their expenses."
Q15. Hackney Carriage Vehicles that are 10 years old or more must have an MOT and Compliance Test every six months. Do you think the Council should maintain this requirement?	Yes	we know the vast majority of the trade maintain their vehicles some do not.
Q16. If an owner of a Hackney Carriage Vehicle wants to change their vehicle, the replacement vehicle must be the same age or less than the current vehicle, and in any case no more than 10 years old. Do you think the Council should maintain this requirement?	Yes	Yes the council must keep control of age of vehicles

<p>Q17. In addition to the legal requirement Wirral Council require Private Hire Vehicles to allow at least 70% of light to pass through all other windows. This means that the maximum tint level permitted for these windows is 30%. Do you think the Council should maintain this requirement?</p>	<p>No</p>	<p>this should be less than 70% we agree with 30% or not at all if the vehicle has CCTV</p>
<p>Q18. In addition to the legal requirement Wirral Council require Hackney Carriage Vehicles to allow at least 70% of light to pass through all other windows. This means that the maximum tint level permitted for these windows is 30%. Do you think the Council should maintain this requirement?</p>	<p>No</p>	<p>this should be less than 70% we agree with 30% or not at all if the vehicle has CCTV</p>
<p>Q19. Do you think it is necessary for a Private Hire Vehicle with an entrance step height exceeding 38cm to have:</p>	<p>Don't know</p>	
<p>Q20. Do you think it is necessary for a Hackney Carriage Vehicle with an entrance step height exceeding 38cm to have:</p>	<p>Don't know</p>	
<p>Q21. Where bench seats are fitted to the rear of Private Hire Vehicles the seat must be at least 48" wide (16" per rear-seat passenger) measured along the front of the seat. Do you think the Council should maintain this requirement?</p>	<p>No</p>	
<p>Q22. Use the space below to add any additional comments in relation to Private Hire and Hackney Carriage Vehicles.</p>		<p>Cars and Hackneys are manufactured to a standard. The council wants drivers to start changing them.</p>

Unite the Union

NORTHWEST REGION/584 Wirral Taxi Branch

Further to your request here is our proposal for amending current vehicle license criteria.

As Discussed at the meeting on Mon 11 Dec

We are of the opinion that the only way to increase and stop the decrease of Hackney Carriages is to adopt the following policies:

An existing licence holder can replace any licensed vehicle with another suitably qualifying vehicle. The replacement must be a minimum Euro 5 Emission Standard and be fully wheelchair accessible.

If a proprietor is unable to license an existing vehicle before the expiry of the existing license the license plate MUST be handed into the licensing office on the last day that it is compliant. The vehicle can be considered for relicensing by the licencing department. Each case will be on its own merit. We would suggest that this concession be limited to thirty days maximum from the expiry of the last license.

Where a vehicle has been written off because of an accident and the driver would face hardship in providing a replacement vehicle, that complies with any relevant policy, an exemption may be permitted. A licensee may licence a vehicle of up to the equivalent age of the vehicle written off where there is no detriment to the quality of the fleet. The vehicle it is replacing must be a minimum Euro 5 Emission Standard and be fully wheelchair accessible.

Applicants who wish to apply for a new Hackney Carriage vehicle license will only be considered for fully wheelchair accessible vehicles that are no more than 5 years old at registration date or manufacture whichever comes first. All wheelchair access must be side loading only.

We are happy to discuss any issues relating to the above at your convenience.