

28 February 2012

Dear Councillor

LICENSING AND PUBLIC SAFETY COMMITTEE - WEDNESDAY, 7TH MARCH 2012

I am now able to enclose, for consideration at the above meeting of the Licensing and Public Safety Committee, the following documentation that was unavailable when the agenda was printed.

Agenda No Item

5. **Review of Hackney Carriage Licence Numbers (Pages 71 - 94)**

To consider the enclosed appendices to the CTS quotation contained within the report of the Director of People and Places.

Yours sincerely



Gary Hall
Chief Executive

Dianne Scambler
Democratic and Member Services Officer
E-mail: dianne.scambler@chorley.gov.uk
Tel: (01257) 515034
Fax: (01257) 515150

Distribution

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આ માહિતીનો અનુવાદ આપની પોતાની ભાષામાં કરી શકાય છે. આ સેવા સરળતાથી મેળવવા માટે કૃપા કરી, આ નંબર પર ફોન કરો: 01257 515822

ان معلومات کا ترجمہ آپ کی اپنی زبان میں بھی کیا جاسکتا ہے۔ یہ خدمت استعمال کرنے کیلئے براہ مہربانی اس نمبر پر ٹیلیفون
کیجئے: 01257 515823

Royal Borough of Windsor and Maidenhead (2011) The Royal Borough of Windsor and Maidenhead currently limits the number of hackney carriage vehicle licences in its area. Since the last survey, more plates have been issued and the former zoning system has been removed. There is now pressure from private hire sources that the limit should be removed so that more private hire vehicles can have the opportunity for wider service to the public. The Council approached Mouchel to undertake a review of their hackney carriage demand and Mouchel appointed CTS Traffic & Transportation to provide the expert knowledge and survey information required. Surveys have just begun and a final report is expected before the end of 2011.

Milton Keynes Council (2011) Milton Keynes Council took the limit off its number of hackney carriage vehicles in around 2000. Since then, the hackney carriage fleet has grown. At the present time, there is concern that the fleet is continuing to grow to the point that the sheer number of vehicles is causing congestion at key points whilst both the economic situation as well as predatory private hire trading is reducing demand for hackney carriage services. This is resulting in an impact on the level of service provided to passengers. The Council appointed CTS Traffic & Transportation to undertake a review of the current situation and to provide policy options for future development of the licensed vehicle service in the area. Surveys and consultation are now complete and reporting of the results is under way.

Watford Council (2011) Watford Council had a limit on its number of hackney carriage vehicles, but removed this following a consultation in 2005. Since that time, the number of vehicles has increased whilst rank provision has not grown anywhere near as fast. After regular reviews, it was agreed to undertake a formal independent review of the potential benefits or otherwise of re-applying a limit to hackney carriage vehicle licences in this area. CTS were appointed to undertake this study – surveys occurring in mid September with results discussed in early November and a Final Report about to be provided to the Council. Presentation to the committee will occur in early 2012.

Barnsley Council (2011) Barnsley Council retains a limit on its number of hackney carriage vehicles. A review of current policy was required at this point in time to comply with the Best Practice Guidance. However, with the current economic climate, the level of change in the area since the last full report was produced is very small. CTS were appointed to undertake a health check and review of the previous report and current demand situation in order to guide future policy. A review of previous information collected was undertaken, together with consultation with key stakeholders in the present situation.

A set of conclusions and recommendations were made to the Council, including need for a rank development program as well as consideration of response to the Equality Act were this to be consulted upon in the near future. The results of the review will be presented to the Council in due course at a relevant committee meeting.

Aylesbury Vale District Council (2011) – Aylesbury Vale has an active and continuously developing policy towards its hackney carriage and private hire vehicles. Part of this policy includes a limit on the number of vehicles in the Aylesbury town zone. As part of Aylesbury Vale's 2011 review, a health check was undertaken on the current policies being applied. It was identified that the current limitation policy remains relevant to the aims for the licensed vehicle fleet in the area, and that this policy has since the last review resulted in a better service to those using licensed vehicles in this area. In particular, there has been an increased clarity in definition of vehicle types to the public, and

the hackney carriage fleet is now fully wheel chair accessible, both in the regulated zone and in the rural non-regulated zone. Results of this review will be put to the licensing committee in due course.

Scarborough Borough Council (2011) – Scarborough Borough Council covers the coastal strip of North Yorkshire, running from Filey in the south to Whitby in the north. Although the bulk of the ranks in the area are located in Scarborough, hackney carriages do serve the full licensing area and utilise ranks in Whitby and Filey. The Borough has no zoning system for hackney carriages, but does limit the number of hackney carriage vehicles. The latest three yearly review has just been commenced by Ian Millership, supported by the CTS team collecting data during the autumn. Results are expected to be presented to the licensing committee during December 2011.

Oldham Metropolitan Borough Council (2011) – Oldham MBC is located to the east of Manchester. It retains a limit on the number of hackney carriages in the area, which principally serve Oldham and Royton, although ranks do exist in most parts of the Borough. The area has one large hackney carriage operator but a larger number of private hire operators. The Council review their limitation policy regularly every three years. The 2011 review is being undertaken by Ian Millership and the CTS team and is currently at the point of drawing together the draft Final Report. Presentation to committee is due in September 2011.

Richmondshire District Council (2011) – North Yorkshire's most westerly district covers the town of Richmond as well as the large army base at Catterick. A relatively small fleet of hackney carriage and private hire vehicles service these two locations plus the much larger rural area to the west of the main population areas. With a limit on the number of hackney carriages, Richmondshire is currently undertaking a review of the limitation policy, including cover of the application of the Equality Act to the area. Ian Millership, together with the CTS team, undertook this latest review, identifying that the current number of vehicles remains appropriate, and that the limitation policy in light of the DfT Best Practise guidance remains relevant to the needs of those using licensed vehicles in this area. The Final Report was presented to the licensing committee at the end of July 2011.

Mid Sussex District Council (2011) – Mid Sussex District Council has a limit on the number of hackney carriages in its licensing area. No zoning system is in place although the hackney carriage fleet tends to operate separately, and very differently, in Haywards Heath / Burgess Hill, East Grinstead and Hassocks. There is a significant issue, particularly in East Grinstead, with cross-border hiring of vehicles given the location of that town close not only to other licensing districts but also other counties.

A review of the current limitation policy was undertaken by Ian Millership, concluding that the current policy and number of vehicles remained appropriate in the context of the current DfT Best Practise Guidance. Conclusions were also provided in regard to the need to consider the potential application of the Equality Act to the licensed vehicle fleet of this area. The study will be reporting to committee in September 2011.

Bradford City Council (2011) – Bradford City Council licences hackney carriages across the whole of the Bradford metropolitan area, including Keighley, Ilkley, Bingley and Shipley as well as central Bradford. There is no zoning system and the authority is fast moving towards a fully wheelchair accessible vehicle fleet. A limit is retained on the hackney carriage vehicle numbers and a regular three-year review of this limit is undertaken. Ian Millership led the latest study and the CTS team

provided the data collection support needed to underpin the study conclusions. No evidence of any unmet demand was found, and the current policy and number of vehicles was found to be justified under the current guidance of the April 2010 DfT Best Practise Guidance. A presentation was provided to the Council confirming the background to this decision.

Lancaster City Council (2010) – The City of Lancaster has limited hackney carriage vehicle numbers for a long period, with the last issue of plates being in 2005. The current licensed vehicle fleet in the area is operating in a balanced manner, with most hackney carriage vehicles being part of radio circuits, whilst ranks remain well served. Our review of the level of demand provided a report to committee in January 2010. Ian Millership led this study and the CTS team undertook and reported the survey work.

Chesterfield Borough Council (2010) – There are currently a high number of both hackney carriage and private hire vehicles in Chesterfield given the size and nature of the area. Our review identified the current level of demand for hackney carriages and recommended application of a limit on the number of hackney carriage vehicles in the area. Ian Millership led this study and the CTS team undertook and reported the survey work.

Sheffield City Council (2010) – Our study for Sheffield City Council covered demand across the City. The Council chose the team for our enthusiasm and desire to ensure the study supported policies that provided the best possible service to the public of Sheffield. This study included an in depth review of the use of licensed vehicles by people with a wide range of disabilities. It provided guidance for future policy on developing the service to those with disabilities. Ian Millership led this study and the CTS team undertook and reported the survey work.

Calderdale Council (2010) – Our review of the level of hackney carriages in the restricted Halifax zone for Calderdale Council confirmed that the current number of vehicles provide a good service and that there is no need for any increase in the number of these vehicles. A number of areas of best practise were also identified and reported to the Council committee. Ian Millership led this study and the CTS team undertook and reported the survey work.

Gloucester City Council (2010) – Our study for Gloucester concluded with a successful presentation to the relevant Council committee. The licensing section took our report and recommendations and used them with the trade to develop an Action Plan which was backed by the Council. The current policy of not limiting vehicle numbers was confirmed to be appropriate. The study also included successful debate with members of the local trade. Ian Millership led this study and the CTS team undertook and reported the survey work.

Exeter City Council (2010 and 2011) – Our bid for Exeter City Council was chosen because our surveys were the most robust. Use of video cameras ensured that the key identification of any unmet demand could be checked and proven at any time. This was very important to ensure that our conclusion, that the current limit remained appropriate, was very defensible. Exeter was very pleased with the work undertaken. This Study followed a history of challenge of surveys undertaken, and our work enabled everyone to work together to take development of the industry in the City forward. In particular, Councillors found our methodology and reporting readily understandable and credible. A top-up survey was undertaken in February / March 2011 when circumstances changed

requiring an urgent review. Ian Millership led this study and the CTS team undertook and reported the survey work.

Newcastle under Lyme Borough Council (2009 – 2010) – Newcastle under Lyme wished to understand the appropriate policy for their limit on the number of hackney carriage vehicles in their licensing area. The Council also wished to identify how well disabled persons were served by licensed vehicles in the area, as well as confirming how well the licensed trade were able to get people home late at night. A successful presentation was made of the Final Report to the relevant committee. Ian Millership led this study and the CTS team undertook and reported the survey work.

Warrington Borough Council (2009) – Warrington Borough Council needed to review the service provided by its hackney carriage and private hire vehicle trade to the public of the area. The team were invited to tender for a study of the taxi operation in Warrington and were appointed to undertake this work during July 2009. The study was completed successfully and a Final Report provided to the Client. Ian Millership led this study and the CTS team undertook and reported the survey work.

Trafford Council (2009) – Trafford had a restricted policy which was last reviewed in 2005/06. A commission was carried out based on video and manual surveys, including a mystery wheelchair shopper exercise. The study concluded that there was no unmet demand and we recommended that the restriction continue. The Council are now using the positive results of the mystery shopper exercise to further market their fleet. Ian Millership led this study and the CTS team undertook and reported the survey work.

Slough Borough Council (2008 / 09) – Slough was deregulated in 2004 and saw a considerable increase in vehicle numbers and a decrease in trade. The local Taxi association requested a survey to be undertaken. A video based study survey was undertaken which also included a large stakeholder consultation. It was recommended that the Council re-regulate due to the excess number of vehicles and economic climate. Team members presented the findings to Licensing Committee in February 2009 after which the Council re-restricted the fleet. Ian Millership led this study and the CTS team undertook and reported the survey work.

Aylesbury Vale District Council (2008 / 09) – Aylesbury Vale, a large rural area with a restricted policy, was not suitable for an observation based study as the majority of users did not access Taxi via ranks. Therefore, we undertook a living strategy review, carrying out working and focus groups with stakeholders, Taxi trade, transport operators and county representatives. Our study work concluded that there was no unmet demand and that the restriction should continue. Ian Millership led this work.

Derbyshire Dales District Council (2008) – Derbyshire Dales last survey was undertaken over 20 years ago and the Council had never had a limit on Hackney Carriages. An unmet demand survey was undertaken focusing on video evidence, supported by a large stakeholder consultation and concluded that the number of vehicles licensed was disproportionate to the existing demand and that very long waits were occurring for vehicles. We recommended that a vehicle limit was introduced that the Council decided to implement. Ian Millership led this study and the CTS team undertook and reported the survey work.

Maidstone Borough Council (2008) – Maidstone had a limit on its Hackney Carriage vehicle numbers and we undertook a video based study supplemented by a large stakeholder survey. We concluded that demand focused around one main rank in the town centre and that there were sufficient vehicles licensed by the Council to meet the demand. We recommended that the existing limit should be retained. Ian Millership led this study and the CTS team undertook and reported the survey work.

Liverpool City Council (2008 & 2005) – Members of the Taxi team had previously undertaken a study in Liverpool in 2005, which has the largest fleet of Hackney Carriages outside of London. This was revisited this in 2008, with Liverpool and extensive video surveys were utilised to calculate unmet demand. There is a large demand for Taxis in Liverpool with ranks being located right round the city as well as in district centres including ranks at most supermarkets. Public attitude and other consultation revealed a good level of service and quality and our work concluded that the current policy of limiting Hackney Carriage vehicle numbers was found to support the high level of service. Ian Millership led this survey.

Bolton Council (2007 & 2003) – Team members previously undertook a study in Bolton in 2003 where the Council operate a restricted policy. The 2007 survey was based on video evidence for unmet demand and stakeholder consultation. The Study concluded that there was no significant unmet demand and that the restriction be retained, however an interim study was suggested to monitor demand on Saturday nights. Ian Millership led this survey.

Hastings Borough Council (2006 & 2000) – With team members having studied Hastings back in 2000 we revisited the Borough in 2006. The study included undertaking rank video surveys, public attitude questionnaires and public, trade and stakeholder consultations to conclude what the policy should be regarding retention, or otherwise, of limit on the number of Hackney Carriages. Our report concluded that that the Taxi numbers should continue to be restricted. Ian Millership led this survey.

Watford Borough Council (2006 & 2001) – The 2001 Study, undertaken by team members previous to joining Mouchel, recommended retention of the limit on Hackney Carriage vehicle numbers and made a number of recommendations to both trade and Council. A review was undertaken in October 2006 and a thorough review of policy was undertaken alongside a desk study and stakeholder consultation. It was concluded that the limit on vehicle numbers was no longer appropriate and Watford Council removed its limit in November 2006. Ian Millership led this survey.

Stevenage Borough Council (2005) – Our study work in Stevenage included undertaking rank video surveys, public attitude questionnaires and public, trade and stakeholder consultations to conclude what the policy should be regarding retention, or otherwise, of limit on the number of hackney carriages. The report concluded that that the Taxi numbers should continue to be restricted. Ian Millership led this survey.

In addition, Ian Millership has led the following taxi research:

- Review of taxi study methodology application (private client, 2006)
- Knowsley Taxi Study (2005)

- Sandwell Taxi Study (2002 – 2004)
- Wycombe Taxi Study (2003)
- Elmbridge Taxi Study (2003)
- Stevenage Taxi Study (2002)
- Gwynedd Taxi Study (2002)
- Aylesbury Vale Taxi Study (2002 and 2005)
- Review of Taxis within Local Transport Plans, DfT (2001)
- Harlow Taxi Study (2000)
- Rotherham Taxi Study (2000)
- Welwyn Hatfield Taxi Study (2000 and 2002)
- Plymouth (1999)
- Birmingham (1999)
- Sevenoaks (1999)
- Bath and North East Somerset (1999)
- Wirral (1998)
- Ashford (1998)
- Basildon (1998)
- Oxford (1989)
- Bury (1989)

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Name and Address of Organisation and Department	Contract Title	Contract Value £	Type of Work	Date of Contract	Please indicate if reference can be sought and from whom
Royal Borough of Windsor and Maidenhead	Survey of unmet demand for hackney carriages	£ 12,945	Study of demand	2011 (ongoing)	Yes Alan Barwise
Milton Keynes Council	Hackney carriage unmet demand survey	£ 3,980	Study of potential future policy	2011 (ongoing)	Yes Phil Winsor 01908 252405
Watford Council	Hackney Carriage Review	£ 9,420	Study of demand for taxi services	2011 (ongoing)	Yes Jeffrey Leib 01923 278503
Barnsley Council	Licensed Vehicle Demand Health Check	£ 2,650	Review of demand and policy	2011 (ongoing)	Yes Kate Liddall 01226 772468
Aylesbury Vale District Council	Licensed Vehicle Demand Health Check	£ 1,000	Review of demand and policy	2011	Yes Kyle Bennett 01296 585385
Scarborough Borough Council	Unmet Demand Survey 2011	£ 10,395	Study of demand for taxi services	2011 (ongoing)	Yes Una Faithfull 01723 383578
Oldham Council	Hackney Carriage Study	£ 12,970	Study of demand for taxi services	2011	Yes John Garforth 0161 770 5026

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First Great Western	Rank reviews	£ 11,000	Review of taxi ranks at stations	2011	Yes Kevin Bartlett 07841 981800
Richmondshire District Council	Unmet demand survey	£ 9,700	Study of demand for taxi services	2011	Yes Geoff Taylor 01748 827159
Mid Sussex District Council	Unmet demand survey	£ 9,990	Study of demand for taxi services	2011	Yes Alec Lee / Yvonne Leddy 01444 477335
Bradford City Council	Unmet demand survey	£14,445	Study of demand for taxi services	2010 – 2011	Yes Carol Stos 01274 437506
Lancaster City Council Legal Services and Human Resources Town Hall Dalton Square Lancaster, LA1 1PJ	Hackney carriage survey	£ 8,389	Study of demand for taxi services	2010 (Report to Committee in Feb)	Yes Wendy Peck 01524 582033
Chesterfield Borough Council Directorate of Community Services Town Hall Chesterfield Derbyshire, S40 1LP	Hackney carriage demand survey	£ 9,950	Study of demand for taxi services	2010	Yes Mike Arnold 01246 345750
Calderdale Council Westgate House Westgate HALIFAX	Hackney carriage demand survey 2010	£12,490	Study of demand for taxi services	2010	Yes Andrea Pickerill 01422 393131

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HX1 1PS					
Sheffield City Council Legal Services, Taxi Licensing, Town Hall, SHEFFIELD, S1 2HH	Sheffield Taxi Services Study	£48,775	Study of demand for taxi services including disability review	2010	Yes Clive Stephenson 0114 273 6933
Exeter City Council Civic Centre, Paris Street, Exeter, EX1 1RQ	Survey into unmet demand study	£21,475	Study of demand for taxi services	2010	Yes Ian Ley 01392 265434
Gloucester City Council Environmental Health Herbert Warehouse, The Docks, Gloucester, GL1 2EQ	Taxi / Private Hire Survey	£16,775	Study of demand for taxi services	2010 Presentation November 2010	Yes Anthony Moseley 01452 396396
Newcastle under Lyme Borough Council Central Services, Merrial Street, Newcastle under Lyme, ST5 2AG	Unmet Demand Study – Hackney Carriages	£18,000	Study of demand for taxi services	2009 / 2010	Yes Pat Brown / Julia Cleary 01782 742224
Warrington Borough Council Business Support Centre Environment and Regeneration Department, Passenger Transport Unit, New Town House, Buttermarket Street, Warrington	Warrington Taxi Study	£15,000	Study of demand for taxi services	2009	Yes Barry Eaton 07730 075842
Trafford MBC Public Licensing Section Trafford Town Hall, Talbot Road, Stretford, Greater Manchester	Hackney Carriage Demand Study	£16,000	Study of demand for taxi services	2009	Yes Joanne Boyle 0161 912 4129

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M32 0YL					
Liverpool City Council Licensing Section Room 219 Municipal Buildings Dale Street LIVERPOOL L69 2DQ	Taxi Rank Map Tool Development	£14,000	Software application development to manage taxi ranks	2009	Yes Damien Edwards 0151 225 3480
Slough Borough Council Landmark Place High Street, Slough, SL1 1JL	Hackney Carriage Unmet Demand Study	£15,000	Study of demand for taxi services	2008 / 2009	Yes Mick Sims 01753 477387
Aylesbury Vale District Council Licensing Section, 66 High Street Aylesbury, Buckinghamshire HP20 1SD	Taxi Strategy Review	£17,000	Study of demand for taxi services	2008 / 2009	Yes Peter Seal 01296 585083
Derbyshire Dales District Council Bank Street Matlock, Derbyshire, DE4 3NN	Hackney Carriage Unmet Demand Study	£11,000	Study of demand for taxi services	2008	Yes Ken Crow 01629 761313
Amber Valley District Council Town Hall, Market Place, Ripley DE5 3BT	Research into the needs of disabled taxi users in Amber Valley	£18,000	Disabled taxi users research (Social Research Associates)	2008	Yes Paul Dunning 01773 570222
Maidstone Borough Council Community Safety and Licensing	Hackney Carriage	£13,500	Study of demand for taxi services	2008	Yes Keith Hatcher

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Section Maidstone House King Street MAIDSTONE ME15 6JQ	Demand Study				01622 602727
Liverpool City Council Licensing Section Room 219 Municipal Buildings Dale Street LIVERPOOL L69 2DQ	Hackney Carriage Demand Study	£40,000	Study of demand for taxi services	2008	Yes Damien Edwards 0151 225 3480
Bolton Council Licensing Unit Minerva House, Chorley Street Bolton, BL1 4AL	Taxi Demand Study	£11,000	Study of demand for taxi services	2007	Yes Andrew Fisher 01204 336584
Hastings Borough Council Environmental Health and Safety Directorate Century House 100 Menzies Road St Leonards on Sea East Sussex	Taxi Unmet Demand Study	£14,500	Study of demand for taxi services	2006	Yes Bob Brown 01424 783249
Watford Council Taxi Licensing	Review of Taxi Policy	£11,000	Consultation with Taxi trade and	2006	Yes Jeffrey Leib

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Town Hall, Watford, Hertfordshire WD17 3EX			Guidance on policy		01923 226400
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CV

Personal Information

Name: Ian Millership

Position: Taxi Expert and Transport Planner

Specialisations: Taxi demand and operational studies, strategic policy review; transport assessments and strategic development planning review.



Education and Professional Status

Qualification	Course of Study or Professional grade	Awarding body	Year awarded
MCILT	Member	Chartered Institute of Logistics and Transport	1985
MSc	Transportation and Traffic Planning	University of Birmingham	1982
MIHT	Member	Institution of Highways and Transportation	1982
BSc in Soc Sci Hons	Geography	University of Bristol	1981

Synopsis

Ian is a Transport Planner with over 25 years experience in a wide range of transport planning projects. Ian is one of a very small number of national experts in taxi licensing and operation. He recently managed strategic transport planning projects for several public clients other public bodies and both public and private developers. Ian has undertaken transport appraisals for a wide range of clients and also reviewed these from a local authority point of view.

Ian is currently Project Manager for studies of taxi demand in the Royal Borough of Windsor and Maidenhead, Milton Keynes and Watford. A Report is shortly to be presented to committee in Scarborough. He recently reported on similar studies for Oldham, Mid Sussex, Barnsley, Aylesbury Vale, Lancaster, Chesterfield, Calderdale, First Great Western, Sheffield, Exeter, Gloucester, Newcastle under Lyme, Warrington and Trafford Councils. He regularly speaks at national conferences such as the National Taxi Association conference in Autumn 2009 and provides advice to the "Meeting of Minds" trade group about future taxi policy.

Ian is recently managed the West Midlands DaSTS study "Growth Point Connectivity" on behalf of Shropshire Council, and business case developments for several key transport schemes including Community Infrastructure Fund bids for a section of Busway in Milton Keynes and a roundabout improvement near Truro, both of which facilitated housing expansion. Ian managed a number of projects for the Highways Agency where junction revision schemes were evaluated.

Ian has undertaken an overview of the impact of proposed education schemes in Stoke on Trent and Poole. Ian was also the Project Manager for the key data collection exercise "West Midlands (WM) 2001 Traffic Surveys and Analysis" which identified the type and level of traffic for the WM Motorway Box network.

Experience and Employment

2011 –	CTS Traffic and Transportation Ltd Taxi Expert and Transport Planner
2005 - 2011	Mouchel Ltd Various posts including Technical Manager Sutton Coldfield and Principal Consultant – Taxis
1999 – 2005	Jacobs Consultancy Principal Consultant
1996 – 1999	Maunsell Transport Planning Senior Consultant
1984 – 1996	Transportation Planning Associates / Oscar Faber Transport Planner

Project Experience / Managerial Roles

Client	Royal Borough of Windsor and Maidenhead	2011 to date
Project	Survey of unmet demand for hackney carriages	
Role	Project Manager	

The Royal Borough of Windsor and Maidenhead currently limits the number of hackney carriage vehicle licences in its area. Since the last survey, more plates have been issued and the former zoning system has been removed. There is now pressure from private hire sources that the limit should be removed so that more private hire vehicles can have the opportunity for wider service to the public. The Council approached Mouchel to undertake a review of their hackney carriage demand and Mouchel appointed CTS Traffic & Transportation to provide the expert knowledge and survey information required. Surveys have just begun and a final report is expected before the end of 2011.

Client	Milton Keynes Council	2011 to date
Project	Hackney Carriage Unmet Demand Survey	
Role	Project Manager	

Milton Keynes Council took the limit off its number of hackney carriage vehicles in around 2000. Since then, the hackney carriage fleet has grown. At the present time, there is concern that the fleet is continuing to grow to the point that the sheer number of vehicles is causing congestion at key points whilst both the economic situation as well as predatory private hire trading is reducing demand for hackney carriage services. This is resulting in an impact on the level of service provided to passengers. The Council appointed CTS Traffic & Transportation to undertake a review of the current situation and to provide policy options for future development of the licensed vehicle service in the area. Surveys and consultation are now complete and reporting of the results is under way.

Client	Watford Borough Council	2011 to date
Project	Hackney Carriage Review	
Role	Project Manager	

Watford Council had a limit on its number of hackney carriage vehicles, but removed this following a consultation in 2005. Since that time, the number of vehicles has increased whilst rank provision has not grown anywhere near as fast. After regular reviews, it was agreed to undertake a formal independent review of the potential benefits or otherwise of re-applying a limit to hackney carriage vehicle licences in this area. CTS were appointed to undertake this study – surveys occurring in mid September with results discussed in early November and a Final Report about to be issued. Presentation to committee will occur in early 2012.

Client **Barnsley Council** **2011**
Project **Licensed Vehicle Demand Health Check**
Role **Project Manager**

Barnsley Council retains a limit on its number of hackney carriage vehicles. A review of current policy was required at this point in time to comply with the Best Practice Guidance. However, with the current economic climate, the level of change in the area since the last full report was produced is very small. CTS were appointed to undertake a health check and review of the previous report and current demand situation in order to guide future policy. A review of previous information collected was undertaken, together with consultation with key stakeholders in the present situation. A set of conclusions and recommendations were made to the Council, including need for a rank development program as well as consideration of response to the Equality Act were this to be consulted upon in the near future. The results of the review will be presented to the Council in due course at a relevant committee meeting.

Client **Aylesbury Vale District Council** **2011**
Project **Licensed Vehicle Demand Health Check**
Role **Specialist Advisor**

Aylesbury Vale retains their limit on the number of hackney carriage vehicle licences in the Aylesbury town zone. Outside this zone, there is no limit on the number of licences but vehicles can only ply for hire outside the town zone, and most vehicles are those serving the two Parkway stations in the authority area. The council also maintain an active and developing set of policies for the hackney carriage and private hire licensing service. As part of their regular review policy, CTS were appointed to undertake a health check on the current set of policies, including consideration of a number of current initiatives. The health check was completed within June 2011 and will be reported to committee shortly.

Client **Scarborough Borough Council** **2011 to date**
Project **Unmet Demand Survey**
Role **Project Manager**

Scarborough Borough Council covers the coastal strip of North Yorkshire, running from Filey in the south to Whitby in the north and retains a limit on the number of hackney carriages in its area. To follow best practise, the council undertake a formal review every three years of this policy. Mouchel were appointed to undertake the 2011 survey. Although the bulk of the ranks in the area are located in Scarborough, hackney carriages do serve the full licensing area and utilise ranks in Whitby and Filey. The Borough has no zoning system for hackney carriages, but does limit the number of hackney carriage vehicles. The Final Report is currently with the Council and will be reported to Committee in early 2012.

Client **Oldham Council**
Project **Hackney Carriage Study**
Role **Project Manager**

Oldham Council has a limit on its number of hackney carriage vehicles. Mouchel were appointed to undertake the latest review following the Best Practise Guidance of April 2010, and the work was seconded to Ian at CTS for completion. Surveys were undertaken including video based rank surveys, public attitude surveys, a full stakeholder consultation and discussion with trade representatives. The study draft report is currently under consideration.

Client Exeter City Council **2011**
Project Top up survey
Role Project Manager

Exeter City Council retained their limit on the number of hackney carriages following a Mouchel survey in 2010. Included in the conclusions and recommendations were a number of occasions when further study work might be necessary. One case was if two clubs, who had agreements with private hire operators and booking offices within their buildings, ceased these agreements. This took place in February 2011. Exeter City Council urgently needed to know if this change in circumstance had led to the existence of significant unmet demand for hackney carriages. Mouchel were appointed to undertake top up surveys and a recommendation about the level of significance of any unmet demand. The results were presented to the Licensing Committee during March 2011.

Client: First Great Western **2011**
Project Station hackney carriage rank reviews
Role Project Manager

First Great Western are reviewing and introducing permits to station hackney carriage ranks on their land. They needed to understand the level of service provided and the likely remuneration that hackney carriages obtained from serving the station. Mouchel were appointed to identify the level of service provided by hackney carriages to ranks at three stations. This included estimating the likely level of remuneration by those vehicles serving the rank to set charges in context. Results are currently being drawn together for presentation to the client. Initial results from one station provided excellent insight into operations, allowing re-design of the rank layout to improve its operation to both hackney carriages and customers.

Client: Richmondshire District Council **2010 to date**
Project Unmet demand survey
Role Project Manager

Richmondshire District Council currently retains a limit on the number of hackney carriages in their licensing area. With the previous study some three years old, and update and review of the policy of limiting hackney carriage licences was required. Mouchel were appointed to identify if there is any significant demand for the services of hackney carriages which remains unmet, and to recommend what policy is currently relevant to this Council. The Report was completed in April 2011 and results will be reported to the Council at committee in July 2011..

Client: Mid Sussex District Council **2010 to date**
Project Unmet demand survey
Role Project Manager

Mid Sussex District Council policy currently restricts the number of hackney carriage licences to a fixed limit. A review of this policy was due under current Department for Transport guidance that any study must be refreshed every three years. Mouchel were appointed to undertake a survey to review if the current policy remains relevant and appropriate to this council. The Final Report was provided to the Council in March 2011 and will be reported to committee in September 2011.

Client Bradford City Council **2010 – 2011**
Project Hackney Carriage Demand Survey 2010
Role Project Manager

Bradford City Council restricts the number of hackney carriage licences. It undertakes a survey of the appropriateness of this level every three years. Mouchel were invited to undertake the 2010 survey. Surveys were undertaken including rank observations by video in all four key areas as well as public attitude interviews and consultation with stakeholders. Conclusions and recommendations were made and presented to the Licensing Committee in March 2011. The Committee accepted the conclusion that there was no significant unmet demand and that the current limit on the number of vehicles remained appropriate. The report was also used to support the continuation of the policy to transfer all hackney carriages to be wheel chair accessible, which is currently gaining pace.

Client: Private client **2010 – 2011**
Project Travel Plan
Role Specialist Shared Hackney Carriage Advice

This private client is working with its local authority to produce and active travel plan encouraging the use of sustainable transport options to get its workers to their place of work. Mouchel were appointed to produce a practical Travel Plan and ensure elements of it could be put into practical and realistic operation. One element of the travel plan needed the services of shared hackney carriages to deliver the travel plan. Ian used his expert knowledge of local hackney carriage services and operators to identify principals of shared hackney carriage operation and broker a meeting with potential operators. Implementation should occur shortly.

Client Lancaster City Council **2010 – 2011**
Project Hackney Carriage Survey
Role Project Manager

Lancaster City Council have limited the number of hackney carriage vehicles in their area for a considerable period. Regular surveys have been undertaken every three years to test the current level of licences is not leading to any significant unmet demand for the service of hackney carriage vehicles. The Council wishes to undertake the latest of the series of tests. Mouchel were appointed to undertake the latest review. This study covers the full licensing area of Lancaster, principally covering the city of Lancaster and its neighbour, Morecambe. A successful presentation was made to committee, with our recommendation of the retention of the current limited accepted.

Client Chesterfield Council **2010 – 2011**
Project Hackney Carriage Demand Study
Role Project Manager

Chesterfield Borough Council does not currently limit the number of hackney carriages. However, the number of vehicles has risen significantly over the last few years. The Council wishes to understand how demand for hackney carriages is matched by the current supply. Mouchel were appointed to review the demand by undertaking appropriate surveys of vehicle usage, stakeholder and public attitudes and recommending future policy. Results of the survey were presented to the licensing committee, who decided to re-apply a limit to the number of vehicles. The Council found that Mouchel met the specifications of the contract, with staff focussed on meeting their needs. The council were impressed with our methodology, level of interaction with the contract team, and our comprehensive, evidenced final report.

Client South Holland District Council / Lincolnshire County **2010**
Project Sutton Bridge Marina Development Scoping Study
Role Consultant

The Sutton Bridge Port company is planning to develop a marina facility just north of the current A17 crossing of the River Nene. This development has been evaluated with a business case. South Holland Council wished to understand if, by adding further facilities, further patronage could be drawn to use Sutton Bridge and the new facilities. This facility would provide a much needed service facility along this section of the A17, which has little stopping opportunity along this 30-mile section of route. Mouchel were appointed to undertake a scoping study to review the possible impact and opportunity for this development. The report was submitted to the Council and is currently under consideration in terms of what the next stage should be. Initial reactions to the report by the Client are very positive.

Client Calderdale Council **2010**
Project Hackney carriage demand survey 2010
Role Project Manager

Calderdale Council currently operate hackney carriages using a zoning system. The Halifax zone is the only one in the licensing area which has a limit on the number of hackney carriages. The authority wished to know if the limit on the number of hackney carriages, and the policy of retaining this limit remained appropriate. Mouchel were appointed to undertake the 2010 review of the Halifax zone. The study survey work was completed during July, a draft report was discussed with the council, and a presentation to the relevant committee completed. No significant unmet demand was identified and the limit on vehicle numbers was retained. The Council were pleased that the survey was delivered to a tight timescale, with excellent communication and with high standard tender documents, reports and presentation to committee.

Client Kirklees Council **2010**
Project Sustainable Transport Review
Role Specialist Advisor

Kirklees Council wished to understand how its main city centre, Huddersfield, could better operate in terms of sustainable transport operations. Mouchel were appointed to undertake a wide ranging study of current provision of sustainable transport within the city centre ring road area. Ian provided the specialist taxi input to this study, drawing from a demand study undertaken by another consultant, and summarising how taxis currently serve the public within this town centre area.

Client Sheffield City Council **2010 – 2011**
Project Sheffield Taxi Services Study
Role Project Manager

Sheffield City Council recently restored a limit on the number of hackney carriages. It has also received some concern about the level of service provided to the disabled, despite the hackney fleet being 100% wheel chair accessible. Mouchel were appointed to undertake a study of the current service to users in the Sheffield licensing area. The study began in March and much of the demand data will be collected and reported to the client during June 2010. This includes review of the industry structure, vehicles types and ownership, stakeholder consultation, public attitude surveys both in the central area and three other areas, rank surveys and direct consultation with the taxi trade, both private hire and hackney carriage separately. Disability surveys occurred during July with a final report produced and reported to the Council committee in January 2011. The limit on licences was retained. The Council were impressed that we delivered more than just a demand survey, with a look at the overall provision of taxi and private hire within the city. Budgetary requirements were met and the profile of the report was very good.

Client Exeter City Council **2010**
Project Survey into Unmet Demand
Role Project Manager

Exeter City Council currently has a limit on the number of hackney carriages it licences. A regular review is undertaken to see if this limit remains appropriate. Mouchel were appointed to undertake a review of the current service provided by hackney carriages in this area. The study included observations of rank usage, consultation with the public using an on-street questionnaire, discussion with key stakeholders by phone, review of the industry and vehicle structure, and consultation with the hackney carriage and private hire trade. The Study presented its Final Report to the Council committee in September 2010. Our report was noted by the Council to be much clearer and more user friendly particularly to councillors not experts in taxi matters. One committee member made it clear that she had been involved in licensing for a number of years and this was the first report she felt she really felt comfortable with and could understand on first reading. The council were also impressed with the professionalism and expertise of the team in arranging the survey and carrying out the work to its completion.

Client Gloucester City Council **2010**
Project Taxi / Private Hire Survey
Role Project Manager

Gloucester City Council does not have any limit on hackney carriages, apart from requiring all new hackney carriage vehicles to be wheel chair accessible. The Council wished to understand how the service provided met the needs of the public living in or visiting Gloucester. Mouchel were appointed to undertake a taxi / private hire survey. This involved collecting information about the trade structure, vehicle fleet, speaking with stakeholders, reviewing taxi rank usage. A dual mystery shopper exercise was undertaken where both a disabled and an able bodied person undertook sample taxi journeys in the area. The Final Report was accepted by the client and presentation to the relevant committee was made during December. The client was impressed with our initial response that provided a bespoke study following a very professional approach. Our study was also valued as providing a broader approach, not just a demand study. Good communication and regular updates of progress were provided to the licensing team.

Client Shropshire Council **2009 to 2010**
Project West Midlands DaSTS Study - Growth Point
Role Project Manager

Shropshire Council was appointed by Advantage West Midlands to undertake the Growth Point Connectivity Study as part of the current Delivering a Sustainable Transport System (DaSTS) programme of studies. This involves a review of the options for ensuring housing and employment growth in 2014-2019 can be delivered in Hereford, Shrewsbury and Telford by use of a cost effective package of transport measures. Shropshire appointed Mouchel to lead this work on their behalf in late November 2009, and the study delivered its Stage 1 Report to the Project Management Group in final form in April 2010.

Client Cornwall Council **2009**
Project Chiverton Cross Junction Improvements
Role Project Manager

Cornwall Council was invited by the Homes and Communities Agency and Department for Transport to submit a Full Business Case for a £4m junction improvement at Chiverton Cross, north of Truro, to support significant levels of housing required to meet current Regional Planning targets to 2026. Mouchel were appointed to assist Cornwall in writing the Community Infrastructure Fund Round 2 Full Business Case for this scheme. This involved drawing together inputs from design, environmental and transport elements in order to present a robust and coherent Full Business Case for the scheme. During the course of the project, it became necessary to involve the Highways Agency in the scheme design and Ian led the presentation of the proposals to a joint Cornwall / Highways Agency team. The Submission was made to HCA / DfT at the end of May 2009, questions were answered at the end of June 2009, and funding was granted. The scheme is currently under construction.

Client Milton Keynes Council **2008 – 2009**
Project CIF2 Busway Bid
Role Project Manager

Milton Keynes Council was invited by the Department for Transport and the Department for Housing and Local Government to submit Community Infrastructure Fund 2 (CIF2) bids for two schemes. Mouchel were appointed to assist Milton Keynes Council in preparing the Busway bid. This involved several sections of bus priority around the new Coachway facility near M1 J14 to encourage significant public transport usage by residents of the proposed Eastern Growth area of Milton Keynes. Ian was Project Manager for this bid and has just recently further assisted Milton Keynes in answering questions arising from the Bid. £5.6m of funding was provided from the CIF2 fund at the end of March 2009. The scheme is currently under construction.

Client Leeds City Council **2008**
Project EASEL Development Study
Role Public Transport Forecaster

Leeds City Council is considering the overall transport need for the area to the East of Leeds, where significant redevelopment of large areas is planned. Mouchel were appointed to undertake the overall highway and transportation element of the Study. Ian provided specialist public transport forecasting advice to help identify the level and scope of bus service required to ensure the new developments were served in a sustainable manner. The Study is now with the City Council for consideration.

Client Birmingham City Council **2007 – 2008**
Project A34 Corridor Study
Role Transport Planning Advisor

Birmingham City Council wish to understand the potential for strategic regeneration projects to improve the major A34 / A41 corridor south of Birmingham City Centre. Ian led the small transport planning team identifying the current transport needs of the area and identifying the transport opportunities which might support the potential regeneration. This Study is now with the City Council for potential implementation of agreed elements.

Client Cornwall County Council / Penwith District Council **2007 – 2008**
Project Mounts Bay Traffic Movement Strategy
Role Project Advisor

The area around Mounts Bay is currently experiencing a significant level of development. Cornwall County Council and Penwith District Council wished to identify the overall impact likely from the sum of all current development proposals. Mouchel were appointed to identify the current and potential traffic movement issues related to this area. Ian acted as the Project Advisor to the team undertaking the baseline review, stakeholder consultation and strategy development. The baseline report provided an input into an initial stakeholder consultation. Following the successful consultation, the Traffic Movement strategy is currently being prepared for submission to the Client.

Client Bournemouth Borough Council, District of Poole and Dorset County Council **2007 – 2008**
Project Bournemouth, Poole and Christchurch Major Scheme
Role Business Case Scoping Study
Role Project Manager

The three Councils have recently seen significant success in developing public transport in this area. However, it was also realised that a step change was needed to see a continued increase in the use of public transport compared to use of less sustainable modes. The three Councils jointly appointed Mouchel to undertake a Scoping Study to identify the potential content and scope of a Major Scheme focussed on improved bus based transport in this area. Ian was responsible for undertaking this Scoping Study for the proposed Major Scheme Business Case related to a public transport scheme for the Bournemouth, Poole and Christchurch area. Ian led the team involved with collation of data and preparation of outline of model to be used in evaluation. Conclusions of the Study are currently being considered by the Councils.

Client: Bournemouth Borough Council **2007**
Project: Development Control Support
Role: Senior Development Control Officer

Bournemouth Borough Council has a partnership arrangement with Mouchel. As part of this partnership, Mouchel were asked to provide Senior members of staff to review planning applications from a Highway perspective as well as appear on behalf of the Council at Planning Appeals, including both written representations and at hearings. Ian was responsible for undertaking reviews and supervising the team responsible for highway review of planning applications for Bournemouth Borough Council. Ian was also responsible for writing and attending Planning Appeals related to refused applications. He was involved with ensuring pre-applications are dealt with in an appropriate and timely manner. Ian worked with the Bournemouth Team Manager to develop their vision for the Development Control service within Council and drive continual improvement of this service. Mouchel's involvement with Bournemouth helped the Council to move from poor performance to good performance in Council league tables in this regard.

Client: Cornwall County Council and Penwith District Council **2007 – 2008**
Project: St Ives Parking Strategy
Role: Project Manager

Cornwall County Council and Penwith District Council were aware of significant issues with parking in St Ives, particularly with Summer tourist traffic flows. The Councils wished to identify a strategy to allow solutions to be put forward to improve the traffic conditions within the St Ives area. Ian was Project Manager for this joint study between Penwith District Council and Cornwall County Council taking opportunity of the proposed establishment of a new enhanced Park and Ride facility for St Ives traffic at St Erth station to confirm a robust parking strategy to ensure sustainable development of St Ives. The study involved significant stakeholder consultation, site visits, development of strategy with Steering Group and presentation of this Strategy as relevant. The Strategy was presented to the public to general acclaim at the end of January 2008. Further work has been done to revise and refine the Strategy ready for implementation during 2009.

Client: Advantage West Midlands **2007 to 2010**
Project: Land Adjacent to Railway Station, Stoke on Trent and University Quarter
Role: Project Manager: Transport Planning

Advantage West Midlands wished to find out the access potential of the land immediately west of and adjacent to the railway station in Stoke-on-Trent. This led on to an agglomeration of the educational establishments in the area, known as the University Quarter, appointing Mouchel to undertake a Strategic Transport Assessment for the combined educational plans for this area. Ian was the Transport Planning Project Manager supporting Mouchel Parkman Highways Division in negotiations with Highways Agency, Stoke City Council, Railtrack, Virgin Trains and others, in seeking to identify the level and kind of development possible on area of land between A500 and railway in Stoke on Trent. This work fed into a strategic assessment of this area for AWM in association with the proposed University Quarter development. This latter assessment is currently under consideration by the relevant parties and will be used with detailed applications for each individual scheme within the Quarter.

Taylor Woodrow Homes

2007 to date

Client:**Project: Land at Barwell, Ashby Road, Leicestershire****Role: Project Manager: Transport Planning**

Taylor Woodrow Homes has been considering a 1200 house residential development on an area of land adjacent to Ashby Road, Barwell in Leicestershire. Ian was responsible for Project Management of the Transport Planning element of work seeking to arrange access to potential 1,200 house site located near to Barwell, Leicestershire. He involved negotiation of Scoping Study details with Leicestershire County Council and communication of this with Mouchel Parkman Highways Team. The Transport Assessment was submitted to the local authorities for planning permission, but the site is currently being considered as part of the Local Development Framework for the area.

Client: Essex County Council**2006****Project: Cuckoo Farm Park and Ride****Role: Project Manager**

Essex County Council wished to identify the feasibility of establishing a further Park and Ride site for Colchester directly to the North of the City. Ian was Project Manager for the Study considering the outline feasibility of this second park and ride site to the North of Colchester. The study involved production of outline plans for the site as well as review of practicality and deliverability of site and bus route options. The scheme is currently moving forward to practical delivery by the Council.

Client: HBG Properties**2006****Project: Birmingham Great Park****Role: Project Manager**

HBG Properties wished to develop an employment unit at Birmingham Great Park. Ian was Project Manager for producing a Transport Statement and a Travel Plan in support of a reserved matters planning application for the completion of 3 office blocks within the area of the Birmingham Great Park mixed use development. The Transport Assessment and Travel Plan of this development were submitted to the local authorities for planning permission which was subsequently granted.

Client: Regenco Sandwell**2005****Project: Lewisham Road Realignment****Role: Deputy Project Manager**

The Sandwell Development Corporation, Regenco Sandwell, wished to understand an appropriate traffic access policy to support the redevelopment of an area of North Smethwick. Ian undertook traffic modelling and option reviews to provide a business case for a highway scheme which supported the level of proposed redevelopment in the North Smethwick area. The initial scheme was not viable, and the resulting review provided an access strategy for the area made up of several smaller scale schemes which provided a better solution to allow redevelopment of North Smethwick.

Client: Highways Agency

2001 – 2003

Project: West Midlands 2001 Traffic Surveys and Analysis

Role: Project Manager

The Highways Agency needed to understand the level of through, local and intermediate traffic on the West Midlands Motorway Box. Ian was Project Manager for the data collection and analysis project covering the West Midlands Motorway Box area. Ian was responsible for the organisation and analysis of 50 roadside interview survey sites located on each on-slip within the area of interest. Ian was also responsible for analysis of associated manual classified and automatic traffic counts. 55 cameras with automatic number plate reading (ANPR) capability were also installed to collect data to estimate through trip levels and associated journey time surveys and analysis to identify section by section journey time estimates. The system also provided the pilot to the introduction of Advanced Traffic Management on part of the Motorway Box, and is still in operation providing important data on traffic movements around the conurbation.

Publications and Papers

- 2004 National Taxi Trades Group, Review of OFT Conclusions.
Quoted on House of Commons Transport Select Committee web-site.
- 2002 Department for Transport, Taxis within Local Transport Plans.
Produced for Department for Transport and available on their web-site.

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