

GENERAL PURPOSES COMMITTEE

2 SEPTEMBER 2021

SATISFACTION SURVEYS FOR TAXI USERS AND THE TAXI TRADE

1.0 Purpose of Report

1.1 To seek Members' approval to undertake satisfaction data from both customers using taxis within Newark & Sherwood and from the taxi trade.

2.0 Background

2.1 Licensing officers have a great deal of interaction with the taxi drivers and operators and therefore they have a level of understanding of the current issues and concerns of the trade. However, there is less interaction with users of the taxis in the district.

2.2 Complaints from both taxis users and taxi drivers are received and acted upon and these assist in giving an insight into the way taxis are operated and their services received by the public but they do not give an overall picture.

2.3 It would assist the development of the licensing service in terms of shaping future taxi provision and policy if officers and Members had a more informed picture of the local taxi trade.

2.4 No survey of taxi users or the taxi trade has ever been undertaken by the Licensing team in the Newark & Sherwood district.

3.0 Proposals

3.1 In order to obtain detailed data on how the users of Hackney Carriage and Private Hire vehicles view the trade in Newark & Sherwood it is proposed to undertake Customer Satisfaction Survey of taxi users. This will be done via the 'Survey Monkey' tool and will be hosted from the Council's website and promoted via the media. It will be open to the public for 4 weeks and will seek the opinions of any taxi user during that period.

3.2 The survey will cover a wide range of topics including:

- Taxi Availability
- Punctuality
- Cleanliness
- Out of Town Taxis
- Taxi Ranks
- Wheelchair Accessible Taxis

3.3 The full list of survey questions are attached as **Appendix 1** to this report.

- 3.3 In addition to the customer satisfaction survey it is also proposed to undertake a survey within the taxi trade themselves seeking their views of the Council's approach to taxi licensing and taxi policy. This will again be an online survey with invitations to take part being sent out to all licenced driver and operators with the district.
- 3.4 A full list of the questions is set out at **Appendix 2** but in summary it will cover areas such as:
- Taxi Fees
 - Vehicle Age Policy
 - Taxi Ranks
 - Taxi Standards
- 3.5 A small number of questions about the impact of covid have also been asked.

4.0 Equalities Implications

- 4.1 There are equalities implications arising from this report. However, the responses may inform future taxi policy. Any amendments to policy will be subject to an Equalities Impact Assessment.

5.0 Financial Implications (FIN21-22/1162)

- 5.1 There are no direct financial implications arising from this report.

6.0 Digital Implications

- 6.1 Both Surveys will be hosted on the Council's website and will use the Survey monkey tool. This will allow for the results to be analysed and collated.

7.0 RECOMMENDATIONS that Members:

- (a) agree to the undertaking of the surveys for customer satisfaction and the taxi trade;**
- (b) view the survey questions and make any suggestions for amendments; and**
- (c) agree the 4 week survey period.**

Reason for Decision

To allow satisfaction data to be gathered to better inform future policy development.

Background Papers - Nil

For further information please contact Alan Batty on Extension 5467.

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