

The future potential of taxis to increase the use of public transport

John Austin

Conventional Taxis



A competitor to bus?

Or are they simply providing a different sort of service to conventional public transport?

They can certainly enable travellers to access rail and coach



- **TrainTaxi.co.uk**

Up to 3 taxi companies shown for every rail station, underground / metro station and tram stop in Great Britain

- **Transportdirect.info**

NaPTAN can have taxi ranks

Extending “3 taxi company” info to Bus & Coach Stations and town centres

But no ‘Footprint’

Documenting taxi rank locations and linking them to Public Transport in information helps to maximise their benefit

The screenshot shows the Brighton & Hove City Council website. At the top left is the 'Journey On' logo with the tagline 'Online. On time. On'. The Brighton & Hove City Council logo is at the top center. In the top right corner, there are links for accessibility, sitemap, contact, and help. A navigation menu on the left includes links for home, bus, cycle, taxi (highlighted), traffic information, train, walk, journey planner, events, schools, and links. A search bar is located in the top right. Below the search bar is a 'journey planner' section with 'From...' and 'To...' input fields and a 'Search' button. The main content area features a banner image of a taxi. Below the banner is a breadcrumb trail 'home > taxi'. The main text states: 'There are lots of taxis and taxi ranks available in Brighton & Hove 24 hours a day. This page lists information on where to find the main taxi ranks in the city.' There are two columns of information: 'taxi information' and 'local taxis'. The 'taxi information' column lists main taxi ranks: Brighton and Hove railway stations, East Street, Queens Square near the Clock Tower, Outside Hove Town Hall, and Outside St Peters Church. It includes a link 'Find your nearest taxi rank'. The 'local taxis' column explains that there are two types of licensed taxis: Hackney carriage vehicles and private hire taxis. It also notes that many taxis are wheelchair accessible and can be booked through local taxi companies. At the bottom of the page, there is a weather forecast for Wednesday, Thursday, and Friday. The footer contains the copyright notice '© journeyon.co.uk [BETA]' and the browser's address bar shows 'Internet' and '100%' zoom.



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A-Z of services

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

You are here - [home](#) : [your city](#) : [travel & transport](#) : taxi ranks

Taxi ranks in Brighton & Hove

With the exception of Goldstone Villas*, all taxi ranks are sited so that passengers board or alight from the taxi onto the footway on the nearside of the vehicle.

Hove and Portslade ranks

location	location details
Valley Road Portslade	East side, north end of parade of shops at The Crossway
Station Road Portslade	West side, outside Tesco
West Way	South side, immediately behind bus stops at the Grenadier Public House
Portland Road	North side, immediately west of junction Ingram Crescent East
Portland Road	North side, outside Bingo Hall east of junction with School Road
Nevill Road	Southeast side in the slip road between Court Farm Road and Nevill Road
Wish Road	West side at north end of playing fieldwest side at north end of playing field
Rutland Gardens	East side immediately north of New Church Road
Norton Road	East side immediately north of Church Road
Church Road	North side immediately east of junction with Wilbury Road outside Topolinos
Church Road	Floral Clock, north side between junctions with Salisbury Road and Palmeira Avenue
Brunswick Place	East side immediately north of Western Road

But not on a map

Taxi vs. Conventional Public Transport

- What do bus operators think?
- Have they got reason to fear taxis?
- Do the two serve different markets?

- Depends on the characteristics and economy of the area

Aggregating Taxi Traffic

Taxibuses or Shared Taxis partly replacing conventional Public Transport

Background

- More Advanced Technology – better penetration into the community
 - Supply (Operations)
 - Demand (e.g. via Smartphones)
- Social Networking
- Public Expenditure Cuts

Location-based Phone Applications

The screenshot shows the Taxizapp website with a dark background. At the top, there are navigation links: Home, About Taxizapp, and Driver Information. On the right, there is a contact email: info@taxizapp.com. The central logo features the word 'TAXI' in a yellow box above 'Zapp' in a stylized white font. To the right of the logo are social media icons for Facebook and Twitter. Below the logo is a 'BOOK A TAXI NOW' button and a 'Confirm Location' button. A map of a city street grid is visible, with a yellow taxi icon. A large yellow banner across the middle of the page contains the text 'arriving December 2010' in a black, italicized serif font. Below the banner, there are two columns of text: 'What is Taxizapp?' and 'Drivers, sign up now'. The 'What is Taxizapp?' section describes the app as a GPS application for hailing taxis. The 'Drivers, sign up now' section describes the app as a way for drivers and passengers to connect. At the bottom right, there are three smartphone icons displaying the app interface. The browser's address bar shows 'Internet' and the page is zoomed to 100%.

Home About Taxizapp Driver Information Get in touch by emailing info@taxizapp.com

TAXI Zapp FACEBOOK TWITTER

BOOK A TAXI NOW Confirm Location

arriving December 2010

What is Taxizapp?
Taxizapp is a GPS application which provides an innovative, safe, fun and easy way to 'hail' taxis.
[Using a digital mapping system, passengers can locate](#)



Drivers, sign up now
TaxiZapp is going to change the way that Taxidrivers and passengers connect with each other - to the benefit of both.

Internet 100%

Taxi User Conference
8th December, Coventry

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Brokering

Wednesday December 8, 2010 2:04 AM Select Country  

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Headlines


- >> Texxi releases its new website
- >> London uses marshalled taxi share scheme at stations
- >> Texxi appears on the long list of the FT Climate Change Challenge.
- >> All News Articles

Social Networks

- >> Texxi's page on Facebook

Texxi Groups

Join and create social groups which will be used to ensure you travel with people you know and trust.



Travelling around just got that bit easier...



Texxi combines the convenience of a door-to-door taxi with the cost effectiveness of a local bus.

Use SMS messaging to book your seat on a shared taxi, limousine or bus with people travelling in the same direction. Get home from the bar, the big game, the concert, or to and from work. Whatever your needs, Texxi offers an easy and economic solution.

Available in your area?



- x Evening & Night
- x Shopping
- x School Run
- x Commuter
- x Corporate
- x Big Event

http://www.texxi.com/home.html

- Makes 'logical' sense
- But behaviour and markets are 'sticky'

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Shared Taxibuses

Urban:

Can work, but only if environment is right and operator risk is encouraged



Rural Taxibuses



A New Approach to
Rural Public Transport



November 2008

Licensing Issues identified by CfIT

- Inconsistency in licensing regimes between neighbouring districts
- Lack of TRANSPORT expertise relating to taxi licensing
- Law on 'out of area' operation is complex and controversial
- District licensing may prohibit growth of large-scale taxi operations
- Taxibus services need to give long notice period before changing their timetable
- EU and UK competitive tendering / competition requirements seen by some as a barrier to working with local taxi operators

But action?

Up to now may have been 'too difficult'

DfT has perhaps been focused on actions where legal requirements necessitate

BUT financial necessity will drive innovation

And a new approach to interpretation of legislation

Lively debate on interface between taxi and bus may begin to emerge

THANK YOU

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