

## 16 Taxi services

### 16.1 Where do we want to be?

The licensed taxi trade within Croydon must be seen in the context of an integrated transport solution. The Borough should have an active taxi market that serves the needs of its users by providing safe and convenient services at all times of the day.

There are over 400 drivers licensed to operate taxis within the Borough and the Council should ensure that they are able to adequately serve existing ranks and have access to new markets where a minimum level of service can be provided at new ranks.

The long term aspiration should be to seek the provision of taxi ranks at all railway stations within the Borough. This would be delivered through a progressive process of introducing new taxi ranks in accordance with expected demand, perhaps through station forecourt redevelopment or enhancement opportunities.

Taxi fares should to be integrated into wider smart card ticketing initiatives such as Oyster allowing taxi trips to become a component of seamless multi-modal journeys where taxi trips complement other public transport modes. Taxi drivers and operators should also aspire to keep pace with technical innovations that minimise the air pollution impacts of taxi services.

### 16.2 Where are we now?

#### 16.2.1 Taxi ranks

There are nine Public Carriage Office (PCO) designated taxi ranks within Croydon, of which six are located within the CMC and smaller ranks located at South Norwood, Waddon and Purley. The PCO reference number, location and size of these ranks are summarised below:

- 5492 – Cherry Orchard Road, East Croydon – 16 taxis (acts as a feeder rank to a larger range within the forecourt of East Croydon station – approximately 20 taxis)
- 5628 – High Street, Croydon – 10 taxis
- 5142 – London Road, West Croydon Station – 2 taxis
- 5012 – Mayday Road, Croydon – 2 taxis
- 5618 – Poplar Walk, Croydon – 2 taxis
- 5462 – South End Croydon (7pm to 3am only) – 2 taxis
- 5127 - Station Road, South Norwood – 2 taxis
- 5320 – Waddon Way (Hilton), Waddon – 3 taxis
- 5011 – Woburn Avenue, Purley – 2 taxis

The existing ranks can be subdivided into two groups; larger ranks in the CMC with capacities of ten or more taxis, and small ranks with capacity for two to three taxis. The use of these ranks varies but with the exception of West Croydon most are considered to be adequate for current demand.

The capacity of all existing taxi ranks should be reviewed in line with expected demand at regular intervals or defined trigger points such as new development Masterplans. For West Croydon station in

particular the introduction of the East London Line in 2010 is likely to require an increase in taxi rank provision well above the existing London Road rank for two taxis.

For other rail stations within the Borough that have relatively high passenger numbers, or where usage is forecast to increase significantly consideration should be given to the provision of a Public Carriage Office (PCO) registered taxi rank. It may be noted that Norbury station, one of the busiest after East Croydon, does not currently have a dedicated taxi rank.

### 16.2.2 Taxi licenses

Taxi licenses in London are subdivided into two groups; the All London (or Green Badge) license and the Suburban (or Yellow Badge) license. The Suburban area of London is divided into nine sectors, with area 5 being defined for Croydon Borough.

In January 2009 there were 406 licensed drivers, and 71 knowledge students, within the Borough's suburban license area. The number of suburban licences across London has been increasing in recent years with drivers encouraged to apply for the All London licence.

### 16.2.3 Taxi fares

Taxi fares are a composition of time and distance, with standardised fares across London. The taxi trade offers the opportunity to provide older people with door to door mobility through the London Taxicard scheme. In areas of the Borough where existing public transport provision is limited, taxis can help to fill gaps in transport accessibility.

## 16.3 What are the options for change?

### 16.3.1 Taxi ranks

The taxi market can be strengthened by providing additional taxi rank capacity at locations where an increase in user demand is expected to incur, and by investing in enhancements to existing ranks. This could focus initially on areas of opportunity such as:

- West Croydon station – expansion to reflect the importance of this station as an East London line interchange. This might be achieved through re-allocation of land within the station car park.
- East Croydon station – operation and user enhancements such as a camera link for drivers serving the station rank from the feeder rank in Cherry Orchard Road, and step free access for mobility impaired users.
- Norbury station (new rank) – reflecting the relatively high level of passenger activity. This may be contingent upon station redevelopment.
- Purley station (new rank) – to complement the wider package of transport investment measures for this area.

With the expansion of the retail and commercial areas within the CMC it is likely that either new ranks or an expansion of the High Street rank will be needed in the future. New ranks should generally be introduced first on an experimental basis and then made permanent if they are well used. To help ensure that taxi ranks are well served during peaks in demand, their hours of operation should be defined, for example specifying night time operation to compensate for reduced bus frequencies. **[TX.01]**

### 16.3.2 Taxi licences

Increase the number of All London (Green Badge) or Area 5 Suburban (Yellow Badge) licenses to reflect increasing demand. **[TX.02]**

### 16.3.3 Taxi fares (integration)

The integration of taxi provision in Croydon with other public transport modes could be encouraged through the introduction of smartcard payment systems within taxis. This might allow taxi fares to be paid for as part of a fare for a journey on TfL's public transport network. Areas of the Borough with poor public transport accessibility could be targeted for the provision of new taxi ranks. **[TX.03]**