

Taxis Committee – 16 April 2014

Report of the Director of Corporate Resources

Introduction of a ‘Customer Feedback Scheme’

Purpose of Report

1. To consider the approval of a customer feedback scheme which will put the emphasis of good driver practice on to the individual driver and the taxi base.

Background

2. The Chair of the Taxis Committee proposed that the Taxis Committee consider the introduction of a customer feedback scheme.
3. The feedback scheme will put the emphasis on compliance of good driver practice. It is suggested that any driver receiving poor customer reviews will alert the taxi base owner that a driver may not be achieving high standards of professionalism which in turn may affect the owners business. This may lead to a higher level of self-policing of poor drivers.
4. The feedback scheme may be of benefit to all private hire firms and individual private hire operators as well as hackney carriage drivers who do not work through a base.
5. The results of the scheme will be available to view through the Dudley MBC website and offer customers a feedback score of drivers/customers who offer a safe and reliable service.
6. The scheme will consist of 5 tick box questions which are:-
 - i. Was the taxi licensed by Dudley MBC?
 - ii. Did the private hire vehicle have 2 door signs and a roof sign?
 - iii. Did a driver use a mobile phone whilst driving?
 - iv. Did the hackney carriage driver use the taxi meter?
 - v. Was the fare quoted either by the driver or the base at the time of booking the fare charged at the end of the journey?

7. A small review can be also left by the customer if they wish.
8. Any allegations of breaches of condition of licence and any other possible offences will be investigated by the Licensed Enforcement Team.
9. The Taxi Base of the Year award will be based on the feedback and reviews obtained from the customer reviews.
10. ICT will be in attendance at the hearing to give a short demonstration of the system.
11. This application falls within the Council's responsibility for Taxi and Private Hire Licensing, which has a direct link to the Council's key corporate priority that safety matters.

Finance

12. There are no financial implications to the Council.

Law

13. The law relating to the Council discharging their duties is governed by Section 111 of the Local Government Act 1972.

Equality Impact

14. This report takes into account the Council's policy on equal opportunities.
15. There has been no consultation or involvement of children and young people in developing these proposals.

Recommendation

16. That the Committee consider in principal introducing a customer feedback scheme with effect from the 1 June 2014.



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DIRECTOR OF CORPORATE RESOURCES

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