

Our ref:

[date]

Dear

**Unmet Demand Survey**

Thank you for attending our office on 27 January 2009 to discuss the possibility of your company conducting a survey in the Bracknell Forest area.

At the meeting of the Licensing and Safety Committee on 5 February 2009 members agreed to approach three companies for quotations to carry out a survey. These quotations will be considered alongside an officer report at their next meeting on 23 April 2009. In order that due consideration is given to the quotations, these must be received at this office no later than Wednesday 18 March 2009.

The survey must include:

- Observation of the rank areas within the town centre, railway station, bus station, British Legion, Red Lion, The Ring and Peel Centre. Demand within other areas of the Borough must also be considered.
- Consultation, preferably through focus groups with key stakeholders.
- Public consultation.
- Trade consultation – preferably through focus groups, with both Hackney Carriage and Private Hire.
- A profile of the Authority including the taxi trade. Bracknell Forest Council will provide the data requested by the successful company.
- Bus routes – Bracknell Forest has a number of bus lanes and gates for exclusive use of buses. We would wish the survey to examine the possible benefits to Hackney Carriage provision of the use of some or all of these routes for licensed Hackney Carriages.

The survey must be of sufficient depth and the evidence gathered sufficiently robust to fully address those matters raised with the Department for Transport – Taxi and Private Hire Vehicle Licensing: Best Practice Guidance 2006 in relation to Quantity Restrictions of Taxi Licences outside London. In particular if the recommendation is to limit the number of taxis, evidence should be presented which demonstrates that such action would be in the interests of the travelling public.

I look forward to receiving your quotation and if you have any questions on clarification or require additional information, please do not hesitate to contact me on 01344 352580 or Laura Driscoll, Licensing Team Leader, on 01344 352517.

Yours sincerely

**Robert Sexton**  
**Head of Trading Standards and Licensing**