



The Safer St. Helier Community Partnership

11 Royal Square, St. Helier, Jersey. JE2 4WA

## TAXI PASSENGERS AND DESTINATION PARISHES

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SURVEY CONDUCTED BY SAFER ST  
HELIER COMMUNITY PARTNERSHIP  
AND THE JERSEY TAXI -DRIVERS  
ASSOCIATION

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**APRIL 2012**

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## INTRODUCTION

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Safer St Helier Community Partnership (SSHCP) is a community group whose goal is to improve the quality of life for residents in St Helier by addressing issues of community safety. The group uses research and local knowledge to achieve its aims of reducing crime and anti-social behaviour in St Helier.

The Q-Safe Taxi marshal Scheme is run by SSHCP with the aim of providing supervision for the late night taxi queues at the Weighbridge, ensuring that queues are orderly and that queue-jumping and associated disorder are minimized with a view to making residents and visitors feel safer.

In keeping with its commitment for research based evidence, the SSHCP together with Jersey Taxi Drivers Association (JTDA) ran a survey throughout April 2012 to estimate the number of passengers and the parishes they are taken to over the two nights per week when the Q-Safe Taxi Marshals are working at the Weighbridge Taxi Rank.

Whilst it is recognised that this is just a snapshot of the situation taken over one month, the results show the numbers of passengers and taxi drivers whose safety is maintained by the marshals and illustrates the spread of the travel to various parishes.

## BACKGROUND

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The use of taxi marshals to reduce conflict and disorder at taxi ranks is widespread in many places in the world. Results are almost exclusively positive with reduced crime and anti-social behaviour, improved customer satisfaction and improved perceptions of safety for both passengers and taxi drivers.

The Q-Safe Taxi Marshal scheme has been in place since 2007 and there can be little doubt that it has been hugely successful; reducing the anti-social behaviour in St Helier, and improving the quality of life of those living, working and using the area, exceeding the expectation of travelers and taxi drivers and, according to States of Jersey Police (SoJP) statistics, reducing levels of crime and disorder at the weighbridge by ½ since 2008 compared to the previous 3 years. There have also been 60% fewer assaults at the Weighbridge rank in the same time.

Feedback has also been received from the SoJP, the Honorary Police and other members of the public which has been extremely positive. The scheme won the St Helier Social Responsibility Award in 2008 and has received recognition by the National Community Safety Network in the UK.

Q-Safe is extremely effective and, as it is monitored and evaluated, can show success. It improves the environment in St Helier and around the Weighbridge and helps to keep the community safe. The cost to the tax and rate payer has been kept to a minimum, more taxi drivers use the rank on the nights when the marshals are on duty because they feel safer and the benefits to the businesses have been a much more orderly dispersal away from the Weighbridge area. In addition, customers and visitors are far more likely to visit St Helier on a Friday or Saturday evening if they are confident of a trouble free and orderly transport solution at the end of the evening.

## FUNDING:

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In the UK, funding for taxi marshals comes from a variety of sources but those local authorities who have been paying for marshals are looking at cutting back, some have already stopped, and others are starting them up with public-private partnerships similar to that which SSHCP has had so far. Falmouth started a marshal scheme at the beginning of April 2012 which is funded by pubs, clubs, restaurants, police, Cornwall Council, University College Falmouth and the University of Exeter.

Funding for the Q-Safe marshals has been an ongoing round of negotiations with various partners and SSHCP have raised funds through an innovative partnership providing advertising on taxis which was launched in August 2009 and attended by the Chief Minister, TTS Minister and representatives from Barclays Wealth and other business partners.

In April 2011 sustainable funding was sought from a partnership arrangement between SSHCP, Home Affairs, the Parish of St Helier, the Jersey Hospitality Association and the JTDA.

It was during these negotiations that the issue of contributions from all parishes was raised as it was felt that the majority of passengers would be dropped off at destinations other than St Helier. Partners wanted some indication of the numbers of passengers and where they went.

SSHCP therefore determined to undertake this research together with JTDA to provide an answer to those questions.

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## RESEARCH

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A simple tick box survey was distributed to Taxi Drivers on each Friday evening of four consecutive weekends to record Friday and Saturday passenger transit during April 2012 at the Weighbridge taxi rank when the Marshals were working. The completed survey for that weekend was collected the following week from the drivers.

The drivers were asked to indicate the number of passengers and which Parish they were taken to. All drivers had the option whether or not to take part.

The results over 4 weekends (including Easter) were collated on an excel spreadsheet as attached.

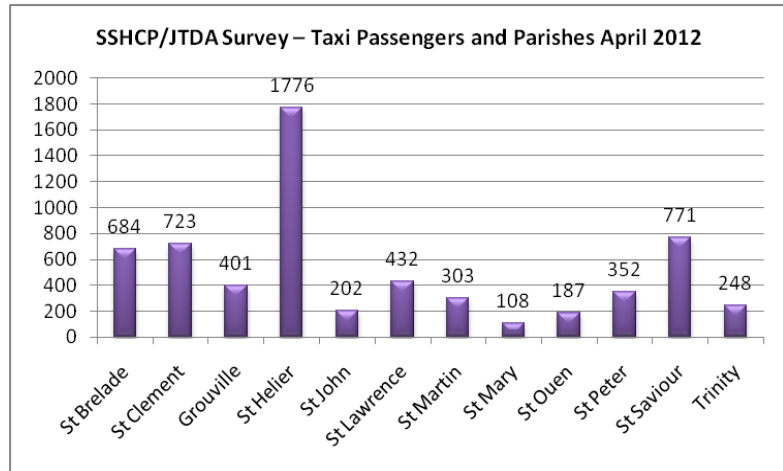
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## THE RESULTS:

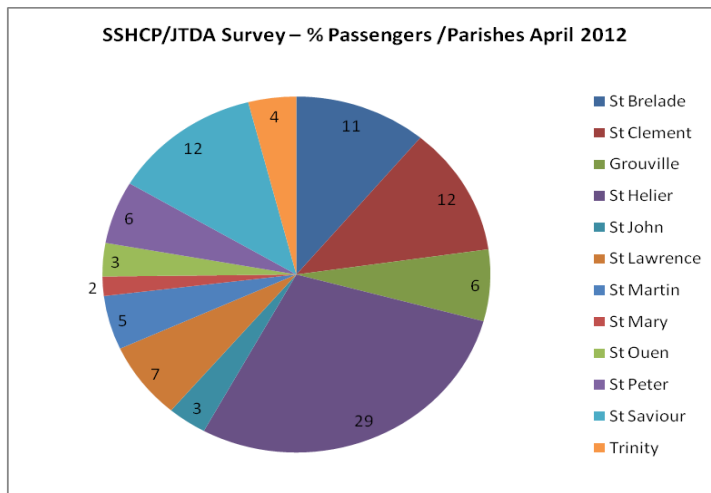
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An average of 35 drivers per weekend completed the survey over four weekends in April between 22:30 and 03:30 hrs.

The results show that a total of 6,187 passengers travelled from the weighbridge taxi rank during the specified time period (an average of 1547 people per weekend). As the graph shows, overall for the 4 weekends in April, the largest number (1776) went to destinations in St Helier, with St Saviour, St Clement and St Brelade being the next 3 significant parishes.



The pie chart shows the overall proportion of passengers that were taken to each parish:



29% of all passengers were dropped off at destinations in St. Helier

Between 10%-15% of all passengers were dropped off at destinations in St Saviour, St Clement and St Brelade.

Between 6% - 10% of all passengers were dropped off at destinations in Grouville, St Lawrence and St Peter.

5% or fewer passengers went to destinations in St John, St Martin, St Mary, St Ouen and Trinity.

Surprisingly, nearly a third of passengers were dropped off at destinations in St Helier, but destinations to all parishes were represented each weekend.

## CONCLUSION

Whilst the results from this survey are a snapshot over one month and were conducted during a holiday period when university students and visitors are likely to be more evident, it nonetheless gives a good indication of numbers and destinations for passengers. Over 6,000 people were safely marshaled to the Taxis and taken to various parish destinations during the period of the survey.