

Appendix 5 – Consultation analysis code frame

The consultation responses were analysed and reported on by an external consultant. The free text ‘open’ questions in the consultation allow us to capture qualitative views of respondents.

This feedback is then quantified through thematic analysis and a ‘code frame’ of themes and topics created. The full code frame is shown below.

Comments are assigned codes from the code frame. For example under General support:

- Eight taxi users made comments that were coded as ‘Support/agree with increasing the cost of fares/tariffs (general comment)’
- Twenty-one taxi drivers made comments that were coded as ‘There has not been a fare increase recently/in a while’

Code	Taxi (black cab) user	Taxicard member	Taxi (black cab) driver	A non-taxi (black cab) user	All respondents
General support					
Support/agree with increasing the cost of fares/tariffs (general comment)	8	1	9	8	29
Taxi drivers should be paid more	9	0	2	2	14
There has not been a fare increase recently/in a while	3	0	21	0	29
Taxi fares should be increased as previous fare rises were not enough	0	0	1	0	1
Taxi fares should be increased because of cost of running costs/overheads of taxi drivers (e.g. fuel, card processing)	25	0	57	5	99
Taxi fares should be increased due to the impact of the Coronavirus pandemic on taxi drivers/the taxi trade	4	0	2	0	7
Taxi fares should be increased/adjusted based on inflation	6	0	19	1	30

Code	Taxi (black cab) user	Taxicard member	Taxi (black cab) driver	A non-taxi (black cab) user	All respondents
Increase in fares will encourage more to become taxi drivers	1	0	2	0	3
General concerns					
Oppose/disagree with increasing the cost of fares/tariffs (general comment)	15	0	6	2	35
Taxi fares are already expensive/too high (general comments)	77	4	4	49	168
Taxi fares should be reduced (general comments)	16	0	1	10	34
Increasing taxi fares will reduce the number of people using taxis	18	2	3	2	32
Increasing taxi fares will push people to use PHVs more/instead	7	0	0	4	14
Increasing taxi fares will push people to use public transport more/instead	0	0	0	1	1
Increasing taxi fares will put me/taxi drivers out of business/ruin the taxi trade	3	0	5	3	19
Taxi fares should not be increased due to the impact of Coronavirus pandemic on taxi users	2	0	3	0	5
Taxi fare increases should be delayed (e.g. freeze the fares for another year)	8	0	7	1	19
Tariff 1					
Tariff 1 rates should remain as they are/should not change	13	1	15	2	43
Tariff 1 rates should be increased (general comments or other %)	8	0	14	2	29
Tariff 1 rates should be increased by 4.03%	3	0	2	0	8

Code	Taxi (black cab) user	Taxicard member	Taxi (black cab) driver	A non-taxi (black cab) user	All respondents
Tariff 1 rates should be increased by 9.95%	0	0	2	0	3
Tariff 1 rates should be reduced	1	0	0	0	1
Tariff 2					
Tariff 2 rates should remain as they are/should not change	13	1	16	2	44
Tariff 2 rates should be increased (general comments or other %)	4	0	10	2	21
Tariff 2 rates should be increased by 4.03%	3	0	1	0	7
Tariff 2 rates should be increased by 9.95%	0	0	2	0	3
Tariff 2 rates should be reduced	1	0	1	0	2
Tariff 3					
Tariff 3 rates should remain as they are/should not change	18	1	19	2	58
Tariff 3 rates should be increased (general comments or other %)	4	0	9	2	18
Tariff 3 rates should be increased by 9.95%	0	0	0	0	1
Tariff 3 rates should be reduced	1	0	2	1	4
Tariff for longer journeys/Tariff 4					
Tariff for longer journeys (Tariff 4) rates should remain as they are/should not change	16	1	16	2	50
Tariff for longer journeys (Tariff 4) rates should be increased	2	0	7	2	11
Tariff for longer journeys (Tariff 4) rates should be reduced	4	0	1	0	6
Other tariff comments					
Should increase the number of tariffs (e.g. should be five tariffs)	1	0	1	0	2

Code	Taxi (black cab) user	Taxicard member	Taxi (black cab) driver	A non-taxi (black cab) user	All respondents
Should decrease the number of tariffs (e.g. should only be two tariffs)	2	0	6	0	11
Suggest changes to the times the tariffs apply/cover	10	1	6	1	22
Should be extra charges for additional passengers/luggage for journeys	1	0	3	0	4
Minimum fare					
Minimum taxi fare is too low (general comments)	1	0	0	0	1
Minimum taxi fare should be increased to £4	2	0	2	0	7
Minimum taxi fare should be increased (general comments or other %)	5	0	18	0	30
Minimum taxi fare should remain the same/should not be increased	2	0	8	1	12
Minimum taxi fare is too high/should be reduced	2	0	0	0	3
There should be no minimum taxi fare	1	0	0	1	3
Heathrow Airport					
Charges at Heathrow Airport are high/unfair (general comments)	9	0	2	0	12
Taxis should not be charged for dropping off customers at Heathrow Airport	29	0	45	6	84
Taxis should be charged less for dropping off customers at Heathrow Airport	2	0	0	1	3
Charges for dropping off at Heathrow Airport should be paid by customers/should be an additional charge	14	0	21	2	42
Charges for using the taxi rank at Heathrow	4	0	4	0	8

Code	Taxi (black cab) user	Taxicard member	Taxi (black cab) driver	A non-taxi (black cab) user	All respondents
Airport should be reduced for taxi drivers					
Additional charges to cover taxi rank charge at Heathrow Airport should be increased	3	0	3	2	11
Experience with taxi drivers and users					
Criticism of taxi driver behaviour/have had issues with drivers (general comments)	27	4	0	12	49
Safety concerns with using taxis/do not feel safe to use	3	0	1	0	5
Taxis are safe to use/positive experience of using taxis	37	0	4	1	55
Taxis are safer to use than PHVs	5	0	0	5	8
Taxis are safer to use than other services/travel options (e.g. public transport, active travel)	4	0	0	0	5
Taxi drivers refuse to do short journeys/don't accept the fare if they will not make much money from it	3	0	0	1	4
Taxi drivers use longer routes to increase the fare cost/unfair to users	9	1	0	1	14
Environmental impact of taxis					
Need to encourage public transport use rather than taxi use	9	1	1	3	21
Diesel taxis are polluting/should be banned/restricted	5	1	0	8	14
Electric taxis are expensive to purchase/need to be more affordable/subsidised	4	0	7	6	13

Code	Taxi (black cab) user	Taxicard member	Taxi (black cab) driver	A non-taxi (black cab) user	All respondents
More taxis need to be electric/need to encourage more to switch	9	1	1	0	18
Other suggestions					
Other suggestions for reducing costs for taxi drivers (e.g. reducing operating and licence costs)	7	0	4	2	17
Disabled users need a discount for using taxis	4	0	1	0	11
Elderly users need a discount for using taxis	2	0	1	1	7
Other users/groups need discounts for using taxis	2	0	0	1	4
Should allow Oyster cards/similar system to be used for taxis	0	0	2	0	2
Taxi drivers should not incur charges for card processing/card transactions	1	0	4	0	5
Road space					
Congestion makes the taxi fare more expensive (general comments)	12	0	3	2	29
Suggestions to change road/lane accessibility (e.g. taxis should be allowed to use bus lanes)	13	0	22	2	43
Criticism of reduction of road space/impacts taxi drivers/users (e.g. bus lanes, cycle lanes)	14	0	20	2	42
Reduction of road space affects taxi fares/increases journey time and fare (e.g. bus lanes, cycle lanes)	16	1	13	4	39
Competitiveness					
Taxi fares are already competitive with other services	17	1	11	0	32

Code	Taxi (black cab) user	Taxicard member	Taxi (black cab) driver	A non-taxi (black cab) user	All respondents
Alternatives are cheaper/better value for money than taxis (general comments)	12	0	0	9	23
Fares should be competitive against public transport (Tube/buses)	3	0	0	4	7
Fares should be competitive against PHVs	51	1	6	18	95
Concerns/comments about PHVs negatively impacting taxi drivers/taxi trade	26	0	7	5	47
Concerns about impacts of taxi fare rises					
Concern that increasing taxi fares will have a negative impact on disabled users	2	0	3	3	16
Concern that increasing taxi fares will have a negative impact on elderly users	0	0	3	1	7
Concern that increasing taxi fares will have a negative impact on those financially struggling/low income households	1	0	0	0	1
Concern that increasing taxi fares will have a negative impact on travelling safely at night	7	0	0	0	7
Concern that increasing taxi fares will have a negative impact on travel for Taxicard members	0	2	1	1	5
Concern that increasing taxi fares will have a negative impact on other users/groups	2	0	0	0	3
Other comments					
Pricing for taxi journeys is complex/difficult to understand	7	2	2	0	11

Code	Taxi (black cab) user	Taxicard member	Taxi (black cab) driver	A non-taxi (black cab) user	All respondents
Criticism of the Mayor	4	0	2	4	13
Criticism of the Government	1	0	2	3	8
Criticism of TfL	18	0	19	4	49
Comparison made to another country/city	8	0	1	2	15
General negative comment about taxis/black cabs (e.g. they cause congestion, are not needed)	7	0	0	11	24
Comments/suggestions about the Taxicard scheme	2	10	4	2	19
Knowledge of black cab drivers is redundant/not as important now/technology and apps can be used instead	8	0	0	5	18
Out of scope comment/unrelated to taxis/taxi fares	11	1	2	9	28
Other (does not fit into codeframe)	36	0	10	11	67
Survey and questions					
Poor quality survey/design/presentation (general comments)	12	1	0	1	16
Survey/questions are biased/leading	6	0	2	1	10
Range of question response options were limited/should have been more response options	5	0	2	2	11
Survey/information is complicated/unclear/should be simpler (general comments)	5	0	2	0	8
Information about taxi fares is unclear/lacking (e.g. Tariff 4 not explained)	14	0	3	1	18
Lack of data/evidence to support the	8	0	2	1	12

Code	Taxi (black cab) user	Taxicard member	Taxi (black cab) driver	A non-taxi (black cab) user	All respondents
proposals/rationale for changes					
Survey length is too long/short be shorter	0	0	1	0	1
Survey/questions are limited/should cover more aspects related to taxis/fares (general comments)	4	3	3	2	13
Should have been questions around Heathrow Airport charges	5	0	1	0	7
Accessibility					
Oppose the need to register to access the consultation	4	1	2	0	10
Issues with registration to access consultation	2	1	1	1	7
Consultation/survey was difficult to access (e.g. issues opening the link to consultation)	12	0	3	4	22
Issues with the speed of the consultation platform/TfL website to complete survey	2	0	0	0	2
Consultation material not advertised or publicised enough/suggest further consultation	4	0	0	1	6
Other consultation comments					
No issues/general positive comment about consultation/consultation material	9	0	3	2	17
Criticism of publicly consulting about taxi fares	3	0	4	2	12
Taxi fare changes should not be influenced by public consultation	3	0	18	1	26
Concerns that consultation feedback	5	0	5	1	11

Code	Taxi (black cab) user	Taxicard member	Taxi (black cab) driver	A non-taxi (black cab) user	All respondents
will have no impact on decisions					
Other comment about the consultation/ consultation material	8	0	9	4	26
Total	369	14	257	120	892