

	Current Tariff	All car park sales	Revenue (Gross of VAT)	Suggested Tariff	Percentage increase	Sales assumed constant	Revenue (Gross of VAT)	Variance
30 mins free	£0.00	438,000	£0	£0.00		438,000	£0	£0
1 hr	£1.00	202,000	£202,000	£1.00	0	202,000	£202,000	£0
2 hrs	£1.30	171,600	£223,080	£2.00	53.8%	171,600	£343,200	£120,120
2 hrs (residents)	£1.30	114,400	£148,720	£1.40	7.7%	114,400	£160,160	£11,440
3hrs	£2.90	70,000	£203,000	£3.00	3.4%	70,000	£210,000	£7,000
4hrs	£3.60	25,000	£90,000	£4.00	11.1%	25,000	£100,000	£10,000
5hrs	£4.40	11,000	£48,400	£5.00	13.6%	11,000	£55,000	£6,600
6 hrs	£5.30	8,000	£42,400	£6.00	13.2%	8,000	£48,000	£5,600
all day	£8.00	24,000	£192,000	£8.00	0.0%	24,000	£192,000	£0
weekly	£30.00	900	£27,000	£35.00	16.7%	900	£31,500	£4,500
Evening	£2.00	27,000	£54,000	£2.00	0	27,000	£54,000	£0
Sunday	£1.00	38,000	£38,000	£1.00	0	38,000	£38,000	£0
Season Ticket			£270,000				£270,000	
Gross Revenue			£1,539,000				£1,704,000	£165,000
Net Revenue			£1,282,000				£1,420,000	£138,000

These figures are based in parking income stats from Sept 2015 to Sept 2016