

## Proposed Option

Car Park Tariffs	Proposed New Tariff Structure complete with 2 hours free parking at Shepherds Spring Lane	No. of Tickets Sold 18/19	Gross Annual Revenue, less adjustments
30 Min	N/A		
45 min	N/A		
1 hour	N/A		
2 hours	£1.00	1,177,535	£1,177,535.00
3 hours	£2.00	241,453	£482,906.00
4 hours - medium stay car parks	£3.00	40,560	£121,680.00
5 hours - medium stay car parks	£4.00	14,100	£56,400.00
Over 5 hour - medium stay car parks	£5.90	38,706	£228,365.40
4 hours - long stay car parks	£3.00	10,405	£31,215.00
5 hours - long stay car parks	£4.00	10,874	£43,496.00
Over 5 hour - long stay car parks	£4.40	54,556	£240,046.40
Shepherds Spring Lane 2 hours	Free	6,416	
Shepherds Spring Lane 3 hours	£1.20	5,895	£7,074.00
Rapids 4 hour	Free		
Rapids Over 4 hour (7.5 hours)	£2.10	9,761	£20,498.10
<b>Coaches (Rapids &amp; SSL)</b>			
Up to 5 hours	£3.50	97	£339.50
Over 5 hour (7.5 hours)	£7.00	115	£805.00
TOTAL TICKET SALES Cash, RingGo and POPP		<b>1,610,473</b>	<b>£2,410,360.40</b>
			<b>£2,008,633.67</b>

gross  
net of  
VAT

**Adverse/(Favourable)Variance in comparison to 2020/21 Budget Guide of £2,169,800**

**£161,166.33**

**Adverse/(Favourable)Variance in comparison to 2018/19 Actuals of £2,040,670**

**£32,036.33**

**Note**

The estimates are based on 2018/19 ticket sales. No allowance has been made for any reduction in ticket sales as a result of migration from other car parks to the proposed up to 2 hour free period at Shepherds Spring Lane car park.