

Appendix C- Anticipated impact of increased car parking charges¹

	Short stay tickets	Long stay tickets	Total income	Surplus (+) or deficit (-) compared to current income
Current gross income-August 2010 to July 2011	364,182	93,158	£552,380	N/A
New charges-ticket sales remain the same	364,182	93,158	£622,185	£69,805
New charges-ticket sales decrease by 5%	345,973	88,500	£591,075	£38,695
New charges-ticket sales decrease by 10%	327,764	83,842	£559,966	£7,586
New charges-ticket sales decrease by 15%	309,555	79,184	£544,573	-£7,807

¹ Analysis excludes weekly tickets and Waterfield Leisure Pool parking. Assumption that weekly ticket sales will remain the same as the charge will not be changed.