

Appendix 1 - Calculations for a Proposed 5% Increase in Car Park Fees													
Ticket sales April 2014 to March 2015													
Length of stay	Cost	Tickets Issued	% Tickets Issued	Income Reported by machines	Assumed Income Received	% Income Received		Increase in region of 5%	Actual % change	Same users	Assuming 2.5% drop in users	Assuming 5% drop in users	Assuming 7.5% drop in users
Short Stay													
Up to 1/2 hour	£0.80	13814	21	£12,461.90	£11,051.20	11		£0.80	0.00	£11,051.20	£10,774.92	£10,498.64	£10,222.36
1/2 to 1 hour	£1.30	25309	39	£35,093.50	£32,901.70	30		£1.40	7.69	£35,432.60	£34,546.79	£33,660.97	£32,775.16
1 to 2 hours	£2.40	20019	31	£49,094.40	£48,045.60	42		£2.50	4.17	£50,047.50	£48,796.31	£47,545.13	£46,293.94
2 to 3 hours	£3.60	5159	8	£18,881.20	£18,572.40	16		£3.80	5.56	£19,604.20	£19,114.10	£18,623.99	£18,133.89
Total		64301		£115,531.00	£110,570.90					£116,135.50	£113,232.11	£110,328.73	£107,425.34
% change										5.03	2.41	-0.22	-2.84
Pleasant St													
Up to 1/2 hour	£0.80	10048	13	£8,886.85	£8,038.40	5		£0.80	0.00	£8,038.40	£7,837.44	£7,636.48	£7,435.52
1/2 to 1 hour	£1.30	23899	30	£32,986.85	£31,068.70	19		£1.40	7.69	£33,458.60	£32,622.14	£31,785.67	£30,949.21
1 to 2 hours	£2.40	30847	39	£75,681.60	£74,032.80	44		£2.50	4.17	£77,117.50	£75,189.56	£73,261.63	£71,333.69
2 to 3 hours	£3.60	12550	16	£45,905.75	£45,180.00	27		£3.80	5.56	£47,690.00	£46,497.75	£45,305.50	£44,113.25
3 to 5 hours	£6.00	1207	2	£7,276.30	£7,242.00	4		£6.30	5.00	£7,604.10	£7,414.00	£7,223.90	£7,033.79
5 to 7 hours	£8.00	138	0	£1,108.65	£1,104.00	1		£8.40	5.00	£1,159.20	£1,130.22	£1,101.24	£1,072.26
7 to 9 hours	£10.00	51	0	£514.65	£510.00	0		£10.50	5.00	£535.50	£522.11	£508.73	£495.34
Total		78740		£172,360.65	£167,175.90					£175,603.30	£171,213.22	£166,823.14	£162,433.05
% change										5.04	2.42	-0.21	-2.84
Long Stay													
Up to 1 hour	£1.20	25209	25	£31,742.15	£30,250.80	13		£1.20	0.00	£30,250.80	£29,494.53	£28,738.26	£27,981.99
1 to 2 hours	£2.10	30614	31	£65,185.90	£64,289.40	27		£2.20	4.76	£67,350.80	£65,667.03	£63,983.26	£62,299.49
2 to 3 hours	£2.70	23052	23	£63,570.05	£62,240.40	27		£2.90	7.41	£66,850.80	£65,179.53	£63,508.26	£61,836.99
3 to 4 hours	£3.20	13368	13	£43,532.35	£42,777.60	18		£3.40	6.25	£45,451.20	£44,314.92	£43,178.64	£42,042.36
Over 4 hours	£4.30	7657	8	£33,436.35	£32,925.10	14		£4.50	4.65	£34,456.50	£33,595.09	£32,733.68	£31,872.26
Total		99900		£237,466.80	£232,483.30					£244,360.10	£238,251.10	£232,142.10	£226,033.09
% change										5.11	2.48	-0.15	-2.77
St Annes Swimming Pool													
Up to 1 hour	£1.20	8660	26	£10,775.30	£10,392.00	13		£1.20	0.00	£10,392.00	£10,132.20	£9,872.40	£9,612.60
1 to 2 hours	£2.10	12025	36	£25,535.10	£25,252.50	32		£2.20	4.76	£26,455.00	£25,793.63	£25,132.25	£24,470.88
2 to 3 hours	£2.70	5817	18	£16,089.10	£15,705.90	20		£2.90	7.41	£16,869.30	£16,447.57	£16,025.84	£15,604.10
3 to 4 hours	£3.20	2890	9	£9,397.90	£9,248.00	12		£3.40	6.25	£9,826.00	£9,580.35	£9,334.70	£9,089.05
Over 4 hours	£4.30	2470	7	£10,814.90	£10,621.00	13		£4.50	4.65	£11,115.00	£10,837.13	£10,559.25	£10,281.38
Overnight (6pm)	£5.00	866	3	£4,652.00	£4,330.00	6		£5.30	6.00	£4,589.80	£4,475.06	£4,360.31	£4,245.57
up to 1 day	£8.00	261	1	£2,108.70	£2,088.00	3		£8.40	5.00	£2,192.40	£2,137.59	£2,082.78	£2,027.97
1 to 2 days	£15.00	47	0	£705.00	£705.00	1		£15.80	5.33	£742.60	£724.04	£705.47	£686.91
2 to 3 days	£21.00	18	0	£379.00	£378.00	0		£22.00	4.76	£396.00	£386.10	£376.20	£366.30
Total		33054		£80,457.00	£78,720.40					£82,578.10	£80,513.65	£78,449.20	£76,384.74
% change										4.90	2.28	-0.34	-2.97
Lytham Station													
Up to 1 hour	£0.90	1260	8	1219.65	£1,134.00	3		£0.90	0.00	£1,134.00	£1,105.65	£1,077.30	£1,048.95
1 to 2 hours	£1.40	4129	25	£5,995.15	£5,780.60	17		£1.50	7.14	£6,193.50	£6,038.66	£5,883.83	£5,728.99
2 to 4 hours	£2.20	6282	39	£13,920.15	£13,820.40	40		£2.30	4.55	£14,448.60	£14,087.39	£13,726.17	£13,364.96
4 hours to 1 day	£2.70	4411	27	£12,153.50	£11,909.70	35		£2.90	7.41	£12,791.90	£12,472.10	£12,152.31	£11,832.51
1 to 2 days	£5.00	77	0	£385.60	£385.00	1		£5.30	6.00	£408.10	£397.90	£387.70	£377.49
2 to 3 days	£7.50	28	0	£215.50	£210.00	1		£7.90	5.33	£221.20	£215.67	£210.14	£204.61
3 to 5 days	£10.00	85	1	£854.30	£850.00	2		£10.50	5.00	£892.50	£870.19	£847.88	£825.56
5 to 7 days	£12.00	20	0	£243.55	£240.00	1		£12.60	5.00	£252.00	£245.70	£239.40	£233.10
Total		16292		£34,987.40	£34,329.70					£36,341.80	£35,433.26	£34,524.71	£33,616.17
% change										5.86	3.21	0.57	-2.08
Total inc VAT				£640,802.85	£623,280.20					£655,018.80	£638,643.33	£622,267.86	£605,892.39
Total Ex VAT				£534,002.38	£519,400.17					£545,849.00	£532,202.78	£518,556.55	£504,910.33
% change										5.09	2.46	-0.16	-2.79