

## Appendix 3 – Tariff Proposals

### Off Street Parking – Summer

Daily Off-Street Parking Charges (Existing) SUMMER				Option 1 'Very Speculative'	Option 2 'Less Speculative'	Option 3 'Safer'	Option 4 'Fixed' Set for the next 3 years
	22nd March to 30th November (inclusive)			22nd March to 1 <sup>st</sup> November (inclusive)	22nd March to 1 <sup>st</sup> November (inclusive)	22nd March to 1 <sup>st</sup> November (inclusive)	22nd March to 1 <sup>st</sup> November (inclusive)
Time Period	Beach	Leisure	Town Centre	Either Short Stay or Long Stay	Either Short Stay or Long Stay	Either Short Stay or Long Stay	Either Short Stay or Long Stay
Up to 30 minutes*		70p	70p	50p	60p	£1.00	£1.10
Up to 1 hour	£1.50	£1.30	£1.30	£1.00	£1.20	£1.50	£1.60
Up to 1.5 hours	£2.00	£1.80	£1.80	£1.50	£1.80	£2.00	£2.20
Up to 2 hours	£2.50	£2.30	£2.30	£2.00	£2.40	£2.50	£2.70
Up to 3 hours	£4.00	£3.30	£3.30	£3.00	£3.60	£4.00	£4.20
Up to 4 hours	£4.50	£4.00	£4.00	£4.00	£4.80	£4.50	£4.70
Up to 5 hours	£5.50	£5.00	£5.00	£5.00	£6.00	£5.50	£5.70
Up to 24 hours	£8.00	£8.00	£8.00	£8.00	£8.00	£10.00	£10.00
Night time charge (6 p.m. – 8 a.m.) **	£2.20	£2.20	£2.20	£2.00	£2.50	£2.50	£2.50
<b>Income (A buy up or buy down % has been assumed for the forecast figures)</b>	<b>Actual £2,271,238</b>			<b>Forecast £2,023,889 -11%</b>	<b>Forecast £2,203,143 -3%</b>	<b>Forecast £2,365,726 +4%</b>	<b>Forecast £2,542,300 +12%</b>

Notes – dog walkers should be encouraged to purchase off peak for £50.00 and tickets transferable to all long stay car parks. Weekly permit 50% less than daily charge.

\*The figures used to generate the forecasts above are from the 2015/16 charges which commenced on the 2<sup>nd</sup> May – 1<sup>st</sup> November 2015 inclusive. The percentage forecast is based on the actual income generated as per the Cale Report.

NB. There are a few machines which were missed off this report but the principle remains the same.

## Appendix 3 – Tariff Proposals

### Off Street Parking – Winter

Daily Off-Street Parking Charges (Existing) WINTER		Option 1 'Very Speculative'	% buying each tariff	Option 2 'Less Speculative'	% buying each tariff	Option 3 'Safer'	% buying each tariff
	2nd November to 21st March (inclusive)						
Time Period	All areas off Street Parking						
Up to 30 minutes*	50p	50p	15%	50p	20%	Delete	
Up to 1 hour		1.00 all car parks	50%	No tariff		£1.00* Nominated	40%
Up to 1.5 hours				£1.50	44%		
Up to 2 hours				No tariff		£2.00	39%
Up to 2.5 hours				£2.00	18%		
Up to 3 hours				No tariff		£3.00	12%
Up to 4 hours	£2.00	£2.00	20%	£3.00	4%		
Up to 5 hours				No tariff			
Up to 24 hours	£3.00	£3.00	2%	£4.00	2%	£4.00	4%
Night time charge (6 p.m. – 8 a.m.) **	£3.00	£3.00	3%	£4.00	3%	£2.50	4%
<b>Income</b>	<b>Income for 14/15 = £600,668</b>	<b>£398,027</b> <b>-44%</b>		<b>£464,649</b> <b>-33%</b>		<b>£625,385</b> <b>+4%</b>	

Data set used from 1<sup>st</sup> December 2013 – 22<sup>nd</sup> March 2014

To calculate the Option 2 consideration was also given to data from 12/13

It should be noted from the 12/13 winter parking figures where the charges were higher but there were more time bands, 80% of customers purchase no more than 2 hours parking.

## Appendix 3 – Tariff Proposals

### On Street Parking – Summer and Commuter (All year round)

Daily On-Street Parking Charges (Existing) SUMMER					Option 1 'No Change'	Option 2 'Minimal Change'	Option 3 'Safer'	Option 4 'Fixed' Set for the next 3 years	
	23rd March to 1 <sup>st</sup> November (inclusive)		All year round			23rd March to 1 <sup>st</sup> November	23rd March to 1 <sup>st</sup> November (inclusive)	23rd March to 1 <sup>st</sup> November (inclusive)	23rd March to 1 <sup>st</sup> November (inclusive)
Time Period	Prime Sites	Town Centre	Commuter			Commuter (in brackets)	Commuter (in brackets)	Commuter (in brackets)	Commuter (in brackets)
			Newton Road	Magdalene Road	Lymington, Sands & Stearfield Road				
Up to 30 minutes	£1.00	£0.70				No change	No change	£1.00	£1.00
Up to 1 hour	£1.50	£1.30				No change	No change	£1.50	£1.50
Up to 1.5 hours	£2.20	£2.00				No change	No change	£2.50	£2.50
Up to 2 hours	£3.00	£2.50				No change	No change	£3.00	£3.00
Up to 3 hours	£4.00	£3.50				No change	No change	£4.00	£4.00
Up to 4 hours	£5.00	£4.50	£1.00		£1.00	No change	(1.00)	£5.00 (£1.50)	£5.00 (£2.00)
Up to 8 hours				£1.00	£2.00	No change	(1.50)	(£2.50)	(£3.00)
Up to 10 hours			£2.00			No change	No change	(£3.00)	(£3.50)
All day	£10.00	£10.00				No change	No change	£10.00	£10.00
Night time charge*	£2.50					No change	No change	£2.50	£2.50
<b>Income</b>	<b>Actual</b>	<b>£777,424</b>	<b>£9,836</b>	<b>£7,105</b>	<b>£23,555</b>	<b>Forecast</b>	<b>Forecast</b>	<b>Forecast</b>	<b>Forecast</b>
		<b>Total Actual Income £817,920</b>				<b>£817,920</b>	<b>£821,893</b>	<b>£864,434</b>	<b>£904,434</b>
						<b>+/- 0%</b>	<b>+0.5%</b>	<b>+5.5%</b>	<b>+10%</b>

## Appendix 3 – Tariff Proposals

### On Street Parking – Winter

	Daily On-Street Parking Charges (Existing) WINTER			Option 1
	2nd November to 21st March (inclusive)			Commuter (in brackets)
Time Period	Prime	Town Centre	Commuter	
Up to 30 minutes*	20p	50p		50p
Up to 1 hour	50p	£1.00		£1.00
Up to 1.5 hours	1.00	£1.50		£1.50
Up to 2 hours	1.50	£2.00		£2.00
Up to 2.5 hours				No tariff
Up to 3 hours	2.00	£3.00		£3.00
Up to 4 hours	2.50	£4.00	£1.00	£4.00 (£1.50)
Up to 5 hours				No tariff
Up to 8 hours			£1.00 £2.00	No tariff (£2.50)
Up to 10 hours			£2.00	No tariff
Up to 24 hours	10.00	£10.00		£10.00
Night time charge (6 p.m. – 8 a.m.) **	1.50	No tariff		£2.00
<b>Income</b>	<b>£379,809</b>		<b>£23,357</b>	<b>£433641 + 8%</b>
	<b>Total Actual Income £403,166</b>			