

Carparking Ticket Sales

August 21 - July 22

Length of ticket bought	Tickets Sold	Cost per Ticket	Income
1 Hour	340,562	1.00	340,562
1 - 2 Hours	299,203	2.00	598,406
2 - 4 Hours	124,803	3.00	374,409
Over 4 Hours	86,166	4.00	344,664
Total	850,734		1,658,041
Average Cost Per Ticket Sold			1.95

Projected Income on revised Charges 23-24

Assumed Same number of Tickets Sold

Length of ticket bought	Tickets Sold	Cost per Ticket	Income
1 Hour	340,562	1.40	476,787
1 - 2 Hours	299,203	2.50	748,008
2 - 4 Hours	124,803	3.25	405,610
Over 4 Hours	86,166	4.00	344,664
Total	850,734		1,975,068
Average Cost Per Ticket Sold			2.32
Average Percentage Increase			19.12%

Estimated Additional Income **317,027**

Target Increased Income 50,000

Target Exceeded by £ **267,027**

Target Exceeded by % 534%

Forecasted reduction in 1 hour Tickets @ 45% (214,554)

Forecasted reduction in 2 hour Tickets @ 10% (74,801)

Total Reduction in Sales re Non Payment or other Parking **(289,355)**

Total Sales

Estimated Increase in Ticket receipts

Reduction in Number of Parking Events (annual)	183,173
Reduction in Number of Parking Events (Weekly)	3,513

Add Income if Percentage of 1 hour sales were in long Stay Carparks

10%	20%	30%	40%	50%	60%	70%	80%	85%
37,462	74,924	112,385	149,847	187,309	224,771	262,233	299,695	318,425
2,012,530	2,049,992	2,087,454	2,124,915	2,162,377	2,199,839	2,237,301	2,274,763	2,293,494
2.37	2.41	2.45	2.50	2.54	2.59	2.63	2.67	2.70
21.4%	23.6%	25.9%	28.2%	30.4%	32.7%	34.9%	37.2%	38.3%
354,489	391,951	429,413	466,874	504,336	541,798	579,260	616,722	635,453
50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000
304,489	341,951	379,413	416,874	454,336	491,798	529,260	566,722	585,453
609%	684%	759%	834%	909%	984%	1059%	1133%	1171%
							(134,863)	
							0	
							(134,863)	

1,850,545

192,504