

Existing charges and tariff bands			Proposed charge and tariff bands		
<u>Duration</u>	Existing charge (£)	<u>Proposed Charges (£)</u>	Absolute minimum (no margin for error)	<u>Duration</u>	
Short Stay Car Parks				Short Stay Car Parks	
30 mins	0.10	0.30	0.20	30 mins	
1 hour	0.50	1.00	1.00	1 hour	
4 hours	1.00	2.00	1.50	3 hours	
All day	7.00	7.00	7.00	All day	
Long Stay Car Parks				Long Stay Car Parks	
30 mins	0.10	0.30	0.20	30 mins	
1 hour	0.50	1.00	0.50	1 hour	
4 hours	1.00	1.50	1.00	3 hours	
All day	3.50	3.50	3.50	All day	
Beach Car Parks (Summer tariff)				Beach Car Parks (Summer tariff)	
1 hour	1.00	1.00	1.00	1 hour	
4 hours	2.00	3.00	3.00	4 hours	
All day	4.50	4.50	4.50	All day	
Beach Car Parks (Winter tariff)				Beach Car Parks (Winter tariff)	
1 hour	0.50	0.50	0.50	1 hour	
4 hours	1.00	1.00	1.00	4 hours	
All day	3.50	2.00	2.00	All day	
		247,244	157,389	Predicted Increase in income (£)	
		37.3 pence	20.9 pence	Avg price rise per tkt sold (pence)	

Notes:

The proposed charges will "future proof" the service for several years, and also allow further investment in the pay and display machines (which is felt to be essential for modernisation reasons – e.g. accepting smart payments).