

LOSS MAKING BUSINESS PLAN – SITE F

SUMMARY

1. B has been excluded because 1200 Spaces have been dismissed (Not sufficient benefit) and 800 spaces will always make losses. Its just a case of how much (see next slide)
2. If you accept the fact that there will be people leaving existing Park and Rides to use F, then you will never make a profit. Total loss just to find out **£2.6 Million!**
3. If you take the 65% average fill at existing Park and Ride sites as your benchmark (no behavior change) excluding P&R Veterans you will lose £2 million plus.
4. IF CH2M are right you will lose £200k per year or up to £300k per year. **£3.5Million!!!!**
5. If Motts are right and you need 977 and if you develop the entire EZ (and beat the maximum possible average!).....you will still lose money

Finally.....If The South Quays problem is reflected in the rest of the EZ then you will have unimaginable losses!.....and will basically show you should not have built F in the first place.