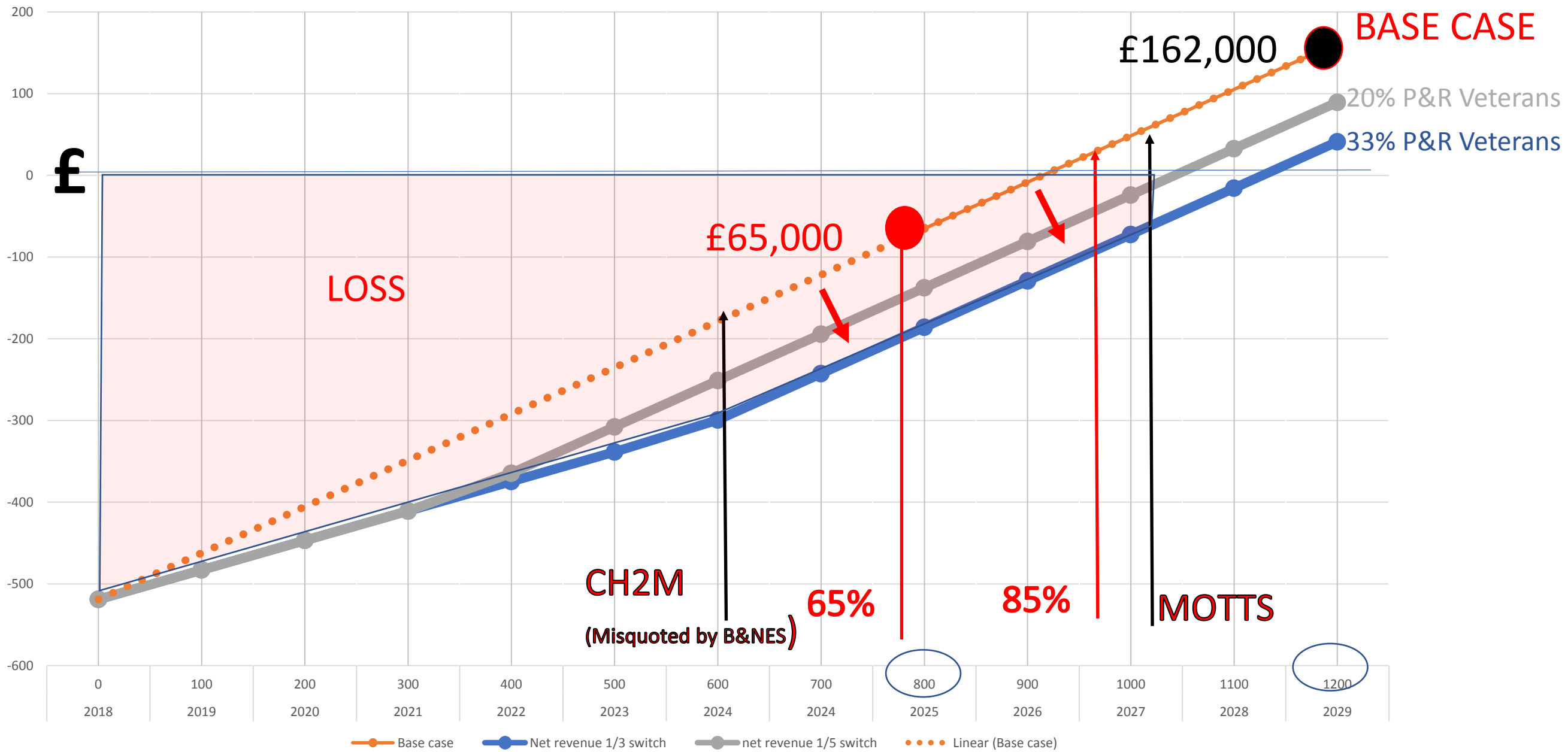


LOSS MAKING BUSINESS PLAN –SITE F



Spaces Used By Year

LOSS MAKING BUSINESS PLAN –SITE F

		56.75	Net revenue loss impact		Net revenue]	Net revenue
			all at 1/3	all at 1/5	at 1/3	at 1/5
2018	0	-519	0	0	-519	-519
2019	100	-462.25	21	21	-483	-483
2020	200	-405.5	41	41	-447	-447
2021	300	-348.75	62	62	-411	-411
2022	400	-292	83	73	-375	-365
2023	500	-235.25	103	73	-339	-308
2024	600	-178.5	121	73	-299	-251
2024	700	-121.75	121	73	-243	-194
2025	800	-65	121	73	-186	-138
2026	900	-8.25	121	73	-129	-81
2027	1000	48.5	121	73	-72	-24
2028	1100	105.25	121	73	-16	33
2029	1200	162	121	73	41	89
TOTAL Losses pre breakeven		-2636.25			-3518	-3220
	hill	600	Shortfall by 2029			
	Motts	977	Demand by 2029			
Highest Ever utilisation	85%	1020				
Site F	£ per car when full	135				
# others	£ per car revenue	342				
Average Cars using existing sites		1756				
Potential Cars that switch to new MAX=		585(1/3 switch)				
Cars lost existing sites due to new site		3511/5 switch				

Note 1 - If you accept there will be movement from the existing Park and Rides, you will always make losses

Note 2 - You will need to risk losing up to 300k per year if it was only 50% full.

Note 3 - If in your wildest dreams you filled the site by 2029 you would never recover the losses that you had made