

## Appendix 4 - Analysis of Car Park Fees & Charges Options

- The following options were considered for Victoria Park or Warwickshire College from 2014:

- £4 per car per day (as 2013 charge);
- £5 per car per day;
- £6 per car per day;
- £10 per car per day;

Fees for Covent Garden would need to remain at £3 per car per day in line with the current charges levied at the site.

- Estimated* income related to charging options. An average of 120 cars per day has been used throughout this report with the exception of Option 1b where the average anticipated attendance is reduced to 110 due to the maximum capacity being capped at a lower number.

	Victoria Park Option 1a Estimated income (excl VAT)	Victoria Park Option 1b Estimated income (excl VAT)	Warwickshire College Estimated income (excl VAT)	Covent Garden Estimated income (excl VAT)
Daily Charge £3 (inc VAT)	N/A	N/A	£9,000	£9,000
Daily charge £4 (inc VAT)	£11,200	£10,267	£12,000	N/A
Daily Charge £5 (inc VAT)	£14,000	£12,833	£15,000	N/A
Daily Charge £6 (inc VAT)	£16,800	£15,400	£18,000	N/A
Daily Charge £10 (inc VAT)	£28,000	£25,667	£30,000	N/A

### 3. **Warwickshire College:**

The charges levied at this site need to be significant enough to make a contribution to the increased cost of offering it as a car park, however there is an associated risk that if the charge is too great, this will drive people to on street parking closer to the venue. It is considered likely that should this site be selected, the number of cars choosing to park in this “event car park” would reduce and, consequently, income levels would reduce and the business model for this option would be at risk. Equally; a reduced charge, which could be considered as an incentive to attract visitors to park on this site, would also have a significant impact on the business case for this option.

In the event of the Warwickshire College being selected as a preferred option for car parking, an official proposal and agreement would be required between the College and Warwick District Council. This agreement would detail the terms and costs for a proposed period of 10 years with appropriate break clauses. As this option is reliant on a shuttle bus service being provided, an agreement with a local provider would be required to secure the provision at an agreed cost.

**4. Covent Garden:**

As this is an operational WDC car park; charges would remain at the current figure of £3 per car per day.

There are no formal permissions required for the use of Covent Garden car park as the Council are landowner and operator. As with the College option, an agreement with a provider of the shuttle bus service would be required.

5. In the event of either Warwickshire College or Covent Garden being selected as a parking solution, Archery Road would need to be used to accommodate disabled parking for those unable to use the shuttle bus. This would have some impact on the number of free spaces available for residents and other authorised visitors throughout the event.