

Possible Medium Term Strategy for Car Park Charges

	Current	Stage 1	Stage 2	Stage 3	Usage*
1 hour	£0.50	£0.60	£0.70	£0.70	43%
2 hours	£1.00	£1.20	£1.40	£1.40	43%
3 hours	£2.00	£2.00	£2.10	£2.10	8%
All day	£3.00	£3.50	£3.50	£4.20	6%

Possible implementation dates:	Nov 05	Oct 06	Oct 07
Estimated financial impact: i.e. additional income in each respective financial year	£28,000	£59,000	£34,000

* Column shows the proportion of ticket sales for each tariff using the total ticket sales for 2004/05 (which totalled 621,747).

Guiding principles for setting fees and charges

1. FAIR SHARES	2. RATIONALITY & PRIORITISATION	3. STABILITY & PREDICTABILITY
<p>a) The subsidy from taxpayer to service user should be a conscious choice, not an accident of history</p> <p>b) Concessions for services should follow a logical pattern (see example 1)*</p> <p>c) Fees and charges should not be used to provide subsidies to commercial operators from the council taxpayer</p> <p>d) A tough stance should be taken on fee dodging</p>	<p>a) Fees and charges policies should reflect key commitments and corporate priorities</p> <p>b) Price should be based on 'added' and 'perceived value' as well as cost (see example 2)*</p> <p>c) There should be some rational scale in the charge for different levels of the same service</p> <p>d) There should be some consistency between charges for similar services</p>	<p>a) The impact of pricing policies should be managed through phasing over time when the impact is high (see example 3)*</p> <p>b) Policies should fit with the Council's medium term financial strategy (i.e. be affordable to service users and taxpayers)</p> <p>c) Fees and charges should generate income to help develop capacity, deliver efficiency and sustain continuous improvement</p>