Extended stay charges – the assumptions

* There will be about 150 continuous cruisers regularly paying extended stay charges.
* There will be about 3,450 extended stay charges generated pa.
* About one fifth will be paid retrospectively.
* Four data collectors are required at a £15,250pa (including on costs)
* In the land-based car parking context, pay by mobile companies take, approximately, 10% of each transaction. The figure varies depending on frequency and value of transaction. For this purpose a 15% estimate is used.

Based on this the following figures, enabling us to cover the cost of extra data collectors and the provision of payment facilities, are arrived at:

**Costs (pa):**

£61,000 Data Collectors x 4 (on a pro rata contract)

15% transaction cost (dependent on price of extended stay charge, but based on figures below it would be £11,250)

Total costs = £72,250

**Income (pa):**

150 boaters paying 15 extended stay charges pa @ £20 = £45,000

150 boaters paying 4 extended stay charges pa @ £40 = £24,000

Total income = £69,000

*This would give us a nominal deficit of £3,250.*

**Boater costs.**

If the price per charge above is used (and the average boater fits the prediction) this will equate to £460 pa in extended stay charges per boat.

The maximum number of days a boater can extend their stay by in any 12 month period is 182. This is because of the movement rules - in particular the one which says a CC’er must be in a different neighbourhood every 14 days. If a they wanted to, a boater could extend their stay in a seven day zone by seven days (thereby using up their 14 day-in-one-go entitlement), in theory they could do this all year long – they would still have to move from neighbourhood to neighbourhood and not spend more than 61 days in any single one (over a 12 month period). If they did do this it would cost them £3,640 if paid on the day @ £20 per day.

**Other BW costs:**

* Boating co-ordinator will have to spend time, on a weekly basis, checking a report produced by the new boat sighting system that is under-development. The boating co-ordinator will use the report to verify who has accrued a charge and who has/hasn’t paid for it on the day. For those unpaid charges an invoice will have to be raised.
* In the event of non-payment, credit control will be initiated by SSC.
* Capital investment in back office systems, onsite signage and marcomms.
* Contractor management.