

## **Financial Modelling explanation**

### **How to use the financial modelling appendix**

- The numbers within the table for each financial modelling tab indicates the average number of vehicles visiting the park per day
- Each financial table is split into weekdays and weekends (& bank holidays)
- The average vehicles numbers within each financial modelling table are grouped bi-monthly to assists with summer and winter calculations
- The average vehicle data contained within each financial modelling table has come from data usage surveys carried out by the Park Rangers on site and via feedback from the District Parks Manager for the specific site
- For Sutton Park financial modelling data, we have also incorporated the vehicle number data from the Sunday charging scheme which has run from May - September annually for the last 30 years+
- Each financial modelling tab has been split into winter (September - April inclusive) and summer (May - August inclusive) periods to assist in more accurate projections
- Within the winter and summer calculations are assumptions on the likely number of vehicles that will purchase a particular ticket type e.g. 1-4 hours, 4 hours plus. These assumptions are based on the Ranger data usage surveys as well as the number of attractions within each park and the parks proximity to local transport links
- These assumptions on likely ticket type usage are then part of the formula that calculates the weekday and weekend income totals for the year as seen on the right hand side of each financial modelling tab

## Average Vehicles (per day)- Lickey Hills Country Park

Jan-Feb    Mar-April    May-June    July-August    Sept-Oct    Nov-Dec

### LICKEY HILLS

Weekdays	185	185	430	430	180	180
Weekends/BHs	270	345	480	480	350	280
Weekday Income:	£240	£240	£978	£978	£233	£233
Weekend/BH Income	£350	£447	£1,092	£1,092	£453	£363

### WINTER ASSUMPTIONS LICKEY HILLS

3.30	all day car parking
2.20	for up to 4hrs
£0.5	up to 1 hr
£52	for annual season ticket
	Free for disabled users with a blue badge
0.5	50% of cars parking for 1 hr
0.05	5% of cars parking more than 4 hours
0.4	40% of cars parking up to 4 hours
0.05	5% are blue badge holders

### SUMMER ASSUMPTIO

3.30
2.20
£0.5
£52
0.15
0.4
0.4
0.05

	<b>TOTAL INCOME</b>	Annual	
	Lickey Hills CP	£190,211	
	Season Tickets	£13,000	250 season tic
£121,878	GROSS INCOME	£203,211	
£68,333	NET INCOME (VAT removed)	£169,342	
	<b>ADDITIONAL REVENUE COSTS</b>		
	Repayment costs		See Totals tab
	Operational Costs	£29,343	
	<b>NET POSITION</b>	£140,000	

#### NS LICKEY HILLS

all day car parking

for up to 4hrs

up to 1 hr

for annual season ticket

Free for disabled users with a blue badge

15% of cars parking for 1 hr

40% of cars parking more than 4 hours

40% of cars parking up to 4 hours

5% are blue badge holders



Average Vehicles (per day) - Sheldon Country Park

	Jan-Feb	Mar-April	May-June	July-August	Sept-Oct	Nov-Dec	
Sheldon CP							
Weekdays	30	30	50	50	30	30	
Weekends/BHs	70	100	100	100	90	70	
Weekday Income:	£44	£44	£82	£82	£44	£44	£14,251
Weekend/BH Income	£103	£147	£164	£164	£132	£103	£14,588

WINTER ASSUMPTIONS Sheldon CP

£3.30	4 hours plus
£2.20	1-4 hours
£0.50	up to 1 hr
	Free for disabled users with a blue badge
0.4	40% of cars parking for 1 hr

SUMMER ASSUMPTIONS Sheldon CP

3.30	4 hours plus
2.20	1-4 hours
0.50	up to 1 hr
	Free for disabled users with a blue badge
0.3	30% of cars parking 1 hr

TOTAL INCOME

	Annual	
Sheldon CP	£28,839	
Season Tickets	£5,200	Season tickets calculated on selling 100 at £52 per annum
GROSS INCOME	£34,039	
NET INCOME (VAT removed)	£28,366	
ADDITIONAL REVENUE COSTS		
Repayment costs		See Totals tab
Operational Costs	£10,167	
NET POSITION	£18,199	

Average Vehicles (per day) - Rectory Park

	Jan-Feb	Mar-April	May-June	July-August	Sept-Oct	Nov-Dec	
Rectory Park							
Weekdays	80	100	100	100	100	80	
Weekends/BHs	130	130	130	130	130	130	
Weekday Income:	£130	£163	£169	£169	£163	£130	£38,842
Weekend/BH Income	£212	£212	£220	£220	£212	£212	£23,166

WINTER ASSUMPTIONS RECTORY PARK

£3.30	4 hours plus
£2.20	1-4 hours
£0.50	up to 1 hr
	Free for disabled users with a blue badge
0.4	40% of cars parking for 1 hr
0.2	5% 4 hours plus
0.35	35% 1-4 hours
0.05	5% are blue badge holders

SUMMER ASSUMPTIONS RECTORY PARK

3.30	4 hours plus
2.20	1-4 hours
0.50	up to 1 hr
	Free for disabled users with a blue badge
0.3	30% of cars parking 1 hr
0.1	10% 4 hours plus
0.55	55% 1-4 hours
0.05	5% are blue badge holders

TOTAL INCOME

	Annual
Rectory Park	£62,008
Season Tickets	
GROSS INCOME	£62,008
NET INCOME (VAT removed)	£51,673

Due to its location to Good Hope Hospital, Rectory will not be considered for season tickets

ADDITIONAL REVENUE COSTS

Repayment costs	
Operational Costs	£8,623

See Totals tab

NET POSITION	£43,050
--------------	---------

Average Vehicles (per day) - Woodgate Valley Country Park

	Jan-Feb	Mar-April	May-June	July-August	Sept-Oct	Nov-Dec	
Woodgate Valley CP							
Weekdays	50	50	70	70	60	60	
Weekends/BHs	80	80	100	100	90	90	
Weekday Income:	£82	£82	£118	£118	£98	£98	£24,998
Weekend/BH Income	£130	£130	£169	£169	£147	£147	£16,060

WINTER ASSUMPTIONS Woodgate Valley CP	
£3.30	4 hours plus
£2.20	1-4 hours
£0.50	up to 1 hr
	Free for disabled users with a blue badge
0.4	40% of cars parking for 1 hr
0.2	5% 4 hours plus
0.35	40% 1-4 hours
0.05	5% are blue badge holders

SUMMER ASSUMPTIONS Woodgate Valley CP	
3.30	4 hours plus
2.20	1-4 hours
0.50	up to 1 hr
	Free for disabled users with a blue badge
0.3	30% of cars parking 1 hr
0.1	10% 4 hours plus
0.55	55% 1-4 hours
0.05	5% are blue badge holders

TOTAL INCOME		Annual
Woodgate Valley CP		£41,058
Season Tickets		£5,200
Season tickets calculated on selling 100 at £52 per annum		
GROSS INCOME		£46,258
NET INCOME (VAT removed)		£38,548
ADDITIONAL REVENUE COSTS		
Repayment costs		
Operational Costs		£7,281
See Totals tab		
NET POSITION		£31,268

Average Vehicles (per day) - Sutton Park

	Jan-Feb	Mar-April	May-June	July-August	Sept-Oct	Nov-Dec	
Sutton Park							
Weekdays	350	350	500	500	350	350	
Weekends/BHs	420	1190	870	835	605	420	
Weekday Income:	£571	£571	£845	£845	£571	£571	£166,824
Weekend/BH Income	£685	£1,940	£1,470	£1,411	£986	£685	£129,177

WINTER ASSUMPTIONS Sutton Park		
£3.30	4 hours plus	
£2.20	1-4 hours	
£0.50	up to 1 hr	
	Free for disabled users with a blue badge	
0.4	40% of cars parking for 1 hr	
0.2	20% 4 hours plus	
0.35	35% 1-4 hours	
0.05	5% are blue badge holders	

SUMMER ASSUMPTIONS Sutton Park		
3.30	4 hours plus	
2.20	1-4 hours	
0.50	up to 1 hr	
	Free for disabled users with a blue badge	
0.3	30% of cars parking 1 hr	
0.1	10% 4 hours plus	
0.55	55% 1-4 hours	
0.05	5% are blue badge holders	

TOTAL INCOME		Annual
Sutton Park		£296,001
Season Tickets		£52,000
Season tickets calculated on selling 1,000 at £52 per annum		
GROSS INCOME		£348,001
NET INCOME (VAT removed)		£290,001
ADDITIONAL REVENUE COSTS		
Repayment costs		
Operational Costs		£59,453
See Totals tab		
NET POSITION		£230,548



## APPENDIX B

	Net income (VAT removed)	2023/24 pro rata income
Phase 1 Parks		
Lickey Hills Country Park	£169,342.21	£183,454.06
Sheldon Country Park	£28,365.58	£21,274.19
Rectory Park	£51,673.00	£38,754.75
<b>Phase 1 total</b>	<b>£249,380.79</b>	<b>£243,483.00</b>
Phase 2 Parks		2024/25 pro rata income
Woodgate Valley Country Park	£38,548.33	£57,822.50
Sutton Park	£290,000.83	£24,166.74
<b>Phase 2 total</b>	<b>£328,549.17</b>	<b>£81,989.24</b>

Phase 1 income total	£243,483.00
Phase 2 income total	£331,370.03
Full year income total	£577,929.96

Operational	Year 1 Capital borrowing charges (2024/25)	Year 2 Capital borrowing charges (2025/26)	Total net revenue
£29,343	£59,542	£59,542	
£10,167	£7,218	£7,218	
£8,623	£12,765	£12,765	
<b>£48,132</b>	<b>£79,526</b>	<b>£79,525.88</b>	<b>£121,722.68</b>
£7,281		£8,129.21	
£59,453		£126,362.32	
<b>£66,734</b>		<b>£134,491.53</b>	<b>£127,323.48</b>

Year 2 capital borrowing	£79,525.88	
Year 3 capital borrowing		£214,017.41

**£249,046.16**