

WHITCHURCH BRIDGE COMPANY

Analysis of Bridge Card Usage, 24th September 2014 – 23rd April 2015

1 Introduction

This document summarises the analysis of Bridge Card usage data for the period 24th September 2014 – 23rd April 2015, which is the first 7 months of Toll collection after the re-opening of the Bridge after reconstruction.

2 Source of Data

The source of the data used for this analysis is the custom User Frequency Profile (UFP) report available from the Parkare Toll collection system installed at the Bridge.

The numerical data extracted from this Report and used for this analysis is as follows

Range	Number	Cum	%
> 80	13	13	0.21%
> 70	16	29	0.46%
> 60	20	49	0.77%
> 50	42	91	1.44%
> 40	107	198	3.13%
> 30	340	538	8.50%
> 20	537	1075	16.99%
>10	1129	2204	34.83%
> 0	4123	6327	100.00%
All	6327		

Range = uses per Bridge Card per month

Number = number of Bridge Cards in each range

Cum = cumulative number

% = cumulative as a percentage

This data is shown graphically on page 3

Postcode data is included in the UFP Report and was used for finding 3.4 below. For data protection reasons this data can be used for anonymous analysis purposes only.

3 Key Findings on Bridge Card usage

In the analysis period:

3.1 Of the 11,000 Bridge Cards issued since they were introduced in 2006, 6327 (55 %) were used in the analysis period.

3.2 Of the 810,851 total Bridge crossings in collecting hours (ie cash and Bridge Card) 446,544 (55 %) were made by users of Bridge Cards.

3.3 Of these 446,544 Bridge Card crossings, 275,826 ((61 %) were made by Bridge Cards which are registered and for which we have owner postcode information

3.4 Of these 275,826 “registered” Bridge Card crossings, 157,377 (57 %) were made by registered owners in the local RG8 postcode area.

3.5 Of the 6327 Bridge Cards used since reopening, 5789 (83 %) were used, on average, less than once per day.

3.6 Of the 6327 Bridge Cards used since reopening, 489 (16 %) were used, on average, between once and twice per day.

3.7 Of the 6327 Bridge Cards used since reopening, 49 (0.77 %) were used, on average, more than twice per day.

4 Financial Effects of a Toll Increase on Bridge Card users

Based on the findings in section 3 the financial effects of an increase in the concessionary Bridge Card toll from 30p to 45p are as follows:

4.1 Finding 3.5 demonstrates that 83 % of Bridge Card users will see an increase of less than 15p per day, or £4.65 per month.

4.2 Finding 3.6 demonstrates that a further 16 % of Bridge Card users will see an increase of less than 30p per day, or £9.30 per month.

4.3 Finding 3.7 demonstrates that the remaining 0.77 % of Bridge Card users (49 users) would see an increase of more than 30 p per day, or £9.30 per month.

5 Conclusion

If the Toll Application is approved, the Class1 Toll increases from 40p to 60p. The Company has undertaken to retain a concessionary Bridge card toll of not more than 75 % of the regulated Toll, which would be 45p. Based on a 45p Bridge Card toll:

5.1 More than 83 % of Bridge Card users will pay less than 45p per day, or £13.95 per month, if they continue to use the Bridge as they have done since reopening.

5.2 A further 16 % of Bridge Card users will pay less than 90p per day, or £27.90 per month, if they continue to use the Bridge as they have done since reopening.

5.3 Only 0.77 % of Bridge Card users - just 49 users - will pay more than 90p per day, or £27.90 per month, if they continue to use the Bridge as they have done since reopening.

6 Further Action

The Company is looking at:

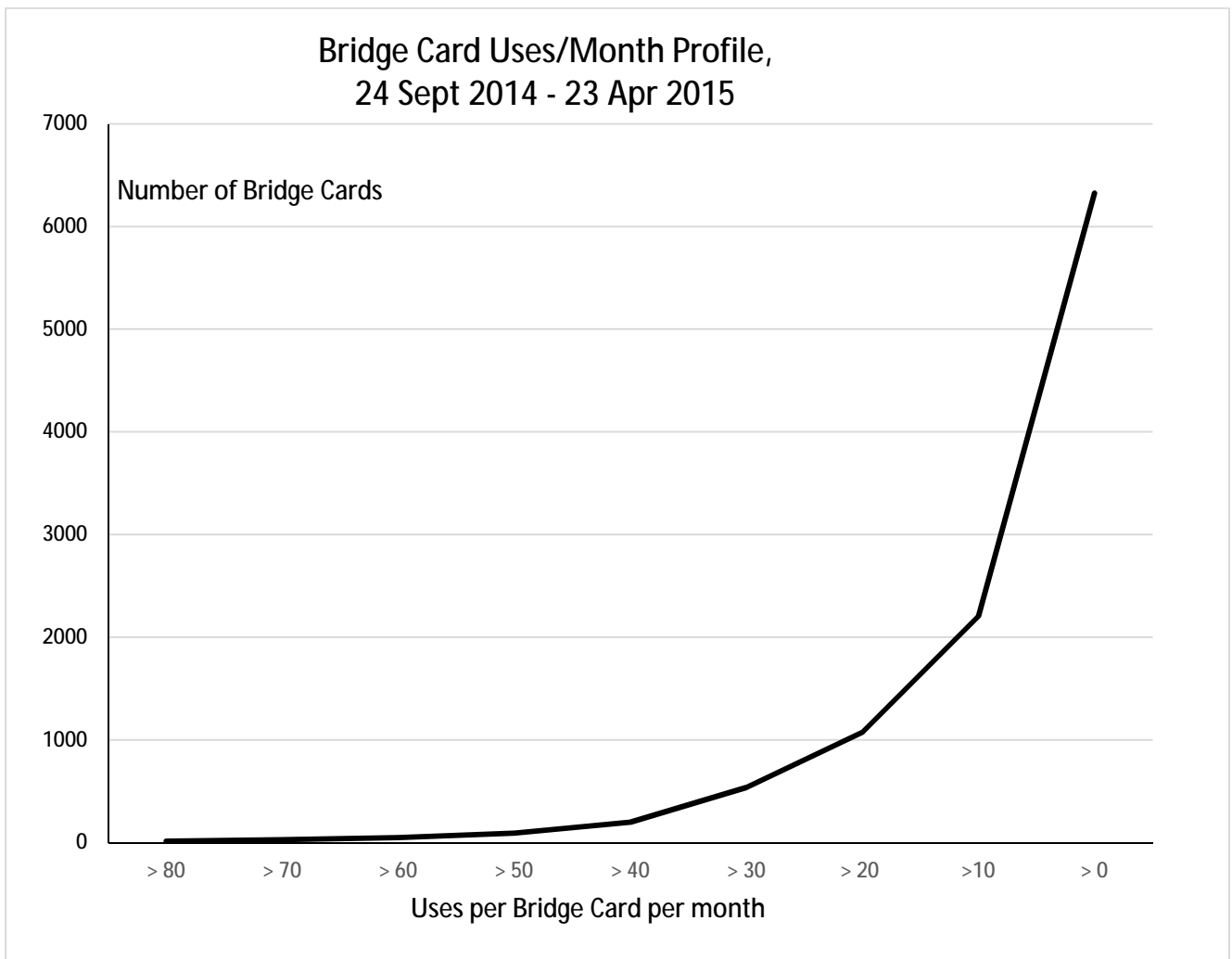
6.1 Putting a daily cap on the number of Bridge Card crossings which would be charged for: Bridge Cards would need to be swiped as usual, but any swipes above the daily cap would be refunded.

6.2 The pricing and publicity for the Frequent User Scheme (ie unlimited crossings for a fixed monthly payment) will be reviewed to be attractive to the most frequent users (eg the top 50) and increase takeup.

6.3 Enabling Bridge Card top-ups through the internet, perhaps with access to the Bridge Card's transaction log and automatic emails or texts when a top-up is needed.

7 Graph of Bridge Card Usage

This graph uses the data shown in section 2.



This graph shows, for example, that 1075 Bridge Cards had less than 20 uses per month.

GW
V2 – typos corrected