

WHITCHURCH BRIDGE COMPANY

ANALYSIS OF BRIDGE CARD USAGE – FEBRUARY 2010

Introduction

1. Bridge Cards are uniquely-identified proximity cards which enable the Alfia computer system to access account data for that card. For each Bridge Card account the Alfia system stores the following information:
 - For all Bridge Cards
 - Card (ie account) number
 - Uses bought
 - Uses remaining
 - Transaction history – ie date and time of all uses and top-ups.
 - Additional information held for registered (see 3 below) Bridge Cards only:
 - Name of owner
 - Address of owner
 - Postcode
2. Bridge Cards were put on sale on 24th July 2006, and 7550 Bridge Cards were issued up to 31st January 2010. This is a net figure taking account of Bridge Cards returned.
3. Purchasers of Bridge Cards are invited to register their Cards with the Company by completing a Registration Form and returning it to the Company. 55% of Bridge Cards are currently registered.

Analysis

4. The Alfia database is of a bespoke design and data analysis is not straightforward. For example, the data cannot be directly exported to Excel or Access. Notwithstanding these limitations it has been possible to analyse the following:
 - Bridge Card ownership by postcode
 - Bridge Card ownership by frequency of use

Bridge Card Ownership

5. Ownership data is based on that on 31st January 2010.
6. The analysis of ownership by postcode produces unsurprising results, with 47% of registered owners residing in the RG8 7xx (Pangbourne, Whitchurch-on-Thames and Whitchurch Hill) and RG8 0xx (Woodcote and Checkendon) postcodes. An annotated map is attached on page 2 of this document.

Bridge Card Usage

7. **Lost Cards**
No less than 1600 Bridge Cards – 20% of the total issued – showed no uses between 6th July 2009 and January 2010. Presumably most if not all of these Cards have been lost or discarded because they are no longer required. The Company charges a returnable deposit of £5 per Bridge Card - this is less than the cost price, so there is a net cost to the Company each time a Bridge Card is lost.

The Company may wish to consider raising the returnable deposit to at least cover the purchase cost of Bridge Cards and to encourage the return of unwanted Cards.

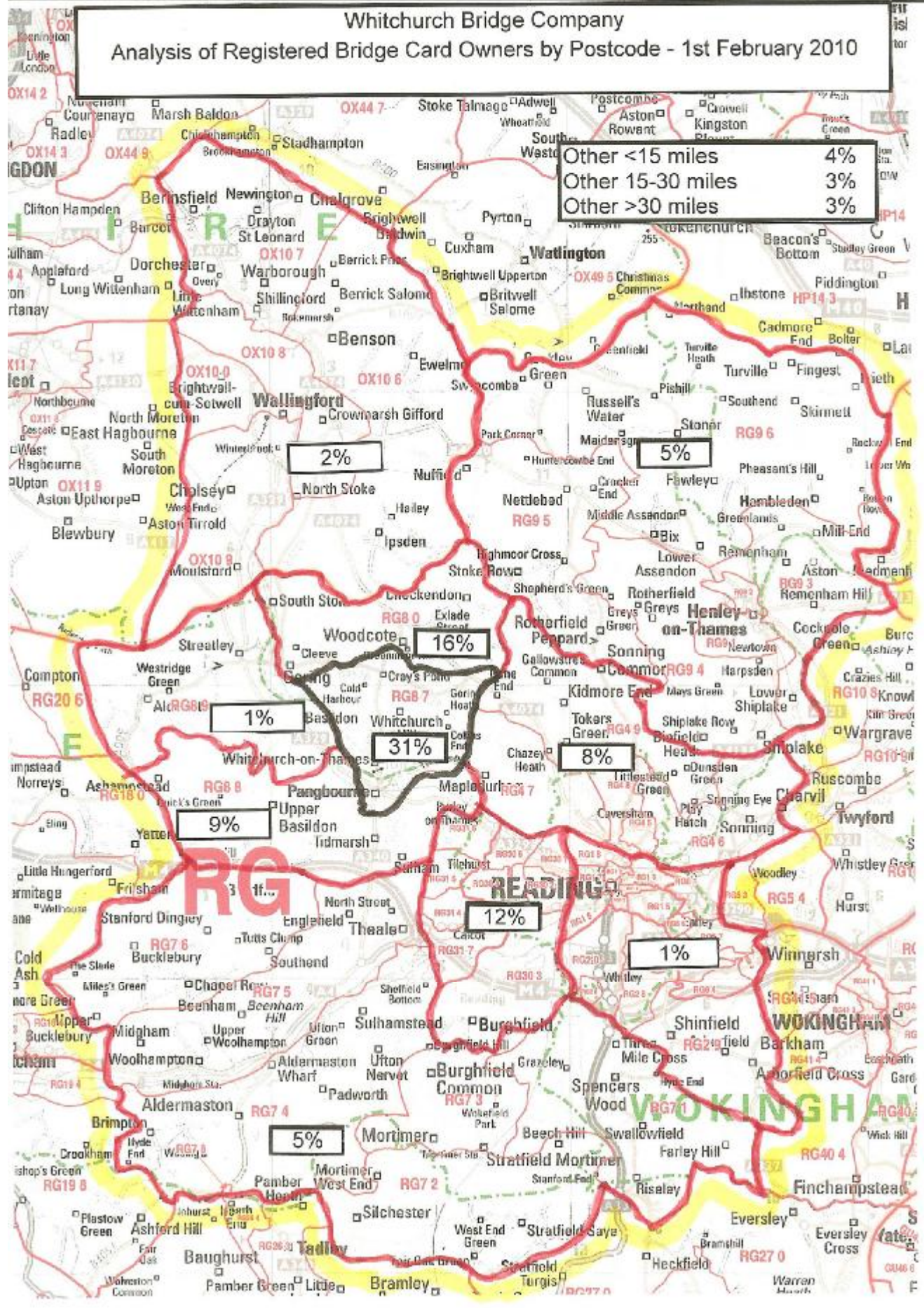
8. **Frequency of Usage**
Usage data is based on those Cards which were in the same ownership and in use (ie used once or more) throughout the period 6th July 2009 to 31st January 2010.

The analysis, a graph of which is shown on page 3 of this document, shows:

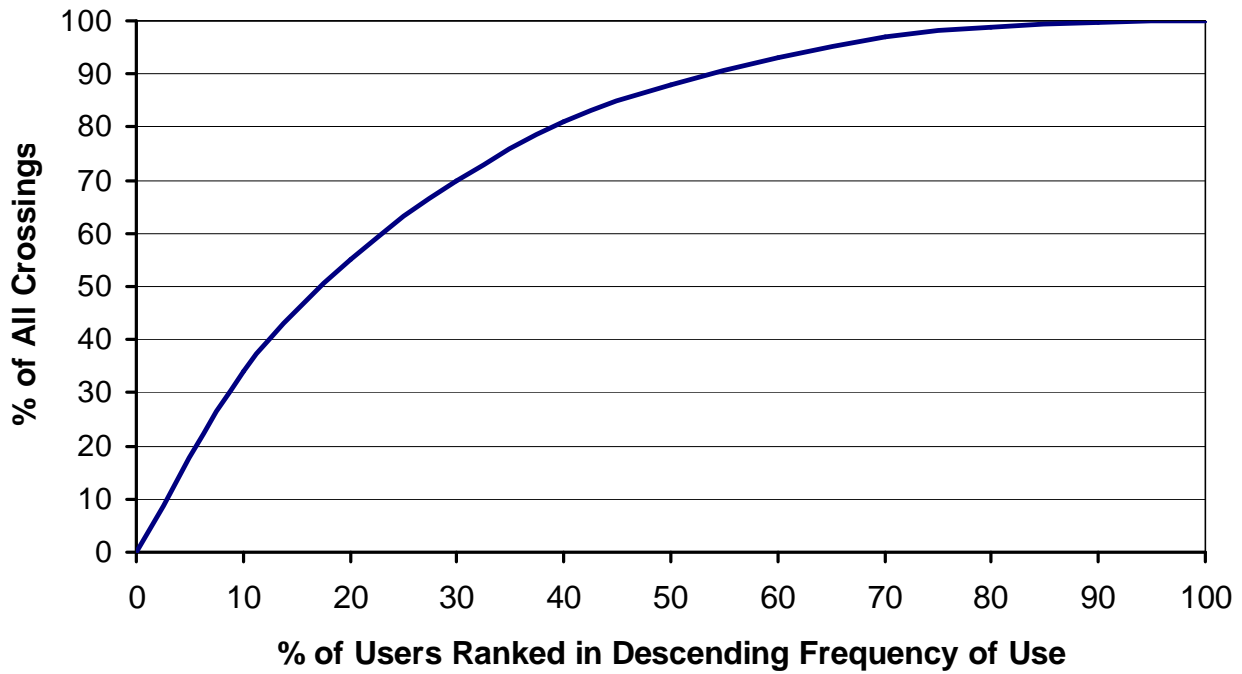
- 1 50% of crossings are attributable to just 17% of Bridge Cards.
- 2 50% of Bridge Cards account for 88% of crossings.

Whitchurch Bridge Company

Analysis of Registered Bridge Card Owners by Postcode - 1st February 2010



Analysis of Crossings by Bridge Card Usage 6th July 2009 - 31st January 2010



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