

Proposed 4 Year Annual Beach Hut Pricing Strategy - Draft V9

LOCATION / TYPE	HUTS			Price Band		2016		2017			2018			2019			2020			Price Band
	Description	Annual	Short term	Total	Current	New	Price (7.5% inc.)		Baseline increase 10%			Baseline increase 5%			Baseline increase 5%			New		
							Actual	Income	%	Proposed Price	Income	%	Proposed Price	Income	%	Proposed Price	Income		%	
B.C. Super huts	12		12	1	1	£2,687	£32,244	10%	£2,956	£35,468	5%	£3,103	£37,242	5%	£3,259	£39,104	5%	£3,422	£41,059	1
S.B. Ground Level (Including Pavilion)	109	20	129	2	2	£2,039	£222,199	10%	£2,242	£244,419	5%	£2,354	£256,640	5%	£2,472	£269,472	5%	£2,596	£282,945	2
S.B. Balcony	79	4	83	2	2	£2,039	£161,043	10%	£2,242	£177,148	5%	£2,354	£186,005	5%	£2,472	£195,305	5%	£2,596	£205,070	2
S.B. Wooden Huts	3		3	2	2	£2,039	£6,116	10%	£2,242	£6,727	5%	£2,354	£7,063	5%	£2,472	£7,417	5%	£2,596	£7,787	2
B.D. Ground level No.1-No.50.	42	8	50	3	3	£1,980	£83,143	10%	£2,178	£91,457	5%	£2,286	£96,030	5%	£2,401	£100,831	5%	£2,521	£105,873	3
B.D. Balcony No. 69-86.	18		18	3	3	£1,980	£35,633	10%	£2,178	£39,196	5%	£2,286	£41,156	5%	£2,401	£43,213	5%	£2,521	£45,374	3
C.C.P. Promenade.	154	5	159	3	3	£1,980	£304,856	10%	£2,178	£335,342	5%	£2,286	£352,109	5%	£2,401	£369,714	5%	£2,521	£388,200	3
C.C.P. Huts over shelter.	4		4	3	3	£1,980	£7,918	10%	£2,178	£8,710	5%	£2,286	£9,146	5%	£2,401	£9,603	5%	£2,521	£10,083	3
B.C. Ground Level.	138	9	147	4	3	£1,945	£268,399	10%	£2,139	£295,238	6%	£2,267	£312,805	6%	£2,401	£331,354	5%	£2,521	£347,922	3
B.C. Balcony.	144	3	147	4	3	£1,945	£280,068	10%	£2,139	£308,075	6%	£2,267	£326,405	6%	£2,401	£345,761	5%	£2,521	£363,049	3
S.R. Ground Level	91	10	101	5	3	£1,886	£171,624	10%	£2,075	£188,787	7%	£2,220	£202,002	7%	£2,367	£215,435	7%	£2,521	£229,438	3
S.R. Balcony	43		43	5	3	£1,886	£81,097	10%	£2,075	£89,207	7%	£2,220	£95,451	7%	£2,367	£101,799	7%	£2,521	£108,416	3
S.R. Upper terrace No.67-No.72	6		6	5	3	£1,886	£11,316	10%	£2,075	£12,447	7%	£2,220	£13,319	7%	£2,367	£14,204	7%	£2,521	£15,128	3
F.H. Promenade	36		36	5	3	£1,945	£70,008	10%	£2,139	£77,009	6%	£2,267	£81,630	6%	£2,404	£86,527	5%	£2,521	£90,767	3
F.H. Balcony	36		36	5	3	£1,945	£70,008	10%	£2,139	£77,009	6%	£2,267	£81,630	6%	£2,404	£86,527	5%	£2,521	£90,767	3
B.D. Upper terrace No.51-68 & No.87-96.	28		28	6	4	£1,544	£43,230	10%	£1,698	£47,553	8%	£1,834	£51,357	8%	£1,981	£55,465	8%	£2,139	£59,903	4
S.R. Upper terrace No.46-No.66	21		21	7	4	£1,470	£30,869	12%	£1,652	£34,691	9%	£1,801	£37,813	9%	£1,963	£41,216	9%	£2,139	£44,925	4
B.D. Wooden huts - Prime position.	5		5	7	3	£1,470	£7,350	19%	£1,748	£8,739	15%	£2,010	£10,050	12%	£2,251	£11,256	12%	£2,521	£12,606	3
C.C. Chine - Wooden huts - Primary	20	1	21	8	3	£1,442	£28,844	20%	£1,731	£34,613	20%	£2,077	£41,536	10%	£2,292	£45,835	10%	£2,521	£50,418	3
C.C. Chine - Wooden huts - Secondary	15		15	8	4	£1,442	£21,633	15%	£1,659	£24,878	10%	£1,824	£27,366	9%	£1,980	£29,706	8%	£2,139	£32,082	4
B.C. Wooden huts - Prime position.	31	3	34	8	3	£1,442	£44,709	20%	£1,731	£53,651	20%	£2,077	£64,381	10%	£2,292	£71,044	10%	£2,521	£78,149	3
B.D. Wooden huts - Secondary position.	11	1	12	9	4	£1,341	£14,746	15%	£1,542	£16,958	15%	£1,773	£19,501	10%	£1,950	£21,451	10%	£2,139	£23,532	4
B.C. Wooden huts - Secondary position.	17		17	10	4	£1,306	£22,200	15%	£1,502	£25,529	15%	£1,727	£29,359	12%	£1,934	£32,882	11%	£2,139	£36,361	4
B.C. Site only	4		4	11	5	£1,069	£4,276	10%	£1,176	£4,703	10%	£1,293	£5,174	8%	£1,397	£5,588	7%	£1,495	£5,979	5
H.P. Site only	114		114	12	6	£638	£72,721	20%	£765	£87,265	20%	£919	£104,718	10%	£1,010	£115,190	10%	£1,111	£126,709	6
TOTAL	1181	64	1131																	
						Inc. VAT	£2,096,249		Inc. VAT	£2,324,819		Inc. VAT	£2,489,886		Inc. VAT	£2,645,901		Inc. VAT	£2,802,545	
						Ex. VAT	£1,746,874		Ex. VAT	£1,937,349		Ex. VAT	£2,074,905		Ex. VAT	£2,204,918		Ex. VAT	£2,335,454	

Key: Beach Locations
S.B. - Sandbanks
S.R. - Shore Rd
F.H. - Flaghead Chine
C.C. - Canford Cliffs
B.C. - Branksome Chine
B.D. - Branksome Dene

Key: Price increase
Baseline
Up to 5% above baseline
More than 5% above baseline