

Appendix (B): Footfall and cost analysis for Bus Town Programme

Location	April	May	June	July	Average Monthly Footfall	Total Days p/month	Average cost p/contact p/town
Thetford - King Street	32	21	14	15	20.5	0.5	£8.64
Swaffham - Theatre Street car park	15	11	9	8	10.8	0.5	£16.48
Watton - High Street	N/a	11	15	10	12.0	0.5	£14.76
Attleborough - Queens Square car park	N/a	4	6	3	4.3	0.5	£40.88
Dereham - Cowper Road car park	10	16	10	9	11.3	0.5	£15.74
Total	57	63	54	45			

Current costings based on 1 x Breckland FTE staffing bus (with Poultec driver)

Current cost p/contact based on:	£59,000	Poultec costs per year =	£289.25 p/Saturday session (£163 bus rental + £126.50 driver)
And wages based on £20k p/annum equivalent to			£65.00 p/Saturday session (4hrs @ time and a half)
Total costs p/day			£354.25 p/Saturday session

Total costs for 1 month	Average footfall for 1 month	Average cost p/contact
£1,771.25	55	£32.35