

APPENDIX 7.15
(referred to in paragraph 7.43)

**Passenger journeys, revenue and profitability of Busways' services
in Sunderland affected by fare cuts**

<i>Four weeks ending</i>	<i>Patronage number</i>	<i>Revenue £</i>	<i>Revenue per passenger pence</i>	<i>Costs* £</i>	<i>Profits £</i>
20 August 1994	453,081	211,551	46.7	186,935	24,616
17 September 1994	503,757	221,514	44.0	178,533	42,981
15 October 1994	547,027	226,733	41.4	181,973	44,760
12 November 1994	553,040	229,718	41.5	177,672	52,046
10 December 1994	577,458	234,956	40.7	188,150	46,806
7 January 1995	499,720	193,649	38.8	180,148	13,501
4 February 1995	N/A	215,658	N/A	178,362	37,296
4 March 1995	N/A	239,404	N/A	180,392	59,012

<i>Four weeks ending</i>	<i>Patronage</i>	<i>Revenue</i>	<i>Revenue per passenger</i>	<i>Costs*</i>	<i>Profits</i>
20 August 1994	100.0	100.0	100.0	100.0	100.0
17 September 1994	111.2	104.7	94.2	95.5	174.6
15 October 1994	120.7	107.2	88.8	97.3	181.8
12 November 1994	122.1	108.6	89.0	95.0	211.4
10 December 1994	127.5	111.1	87.1	100.6	190.1
7 January 1995	110.3	91.5	83.0	96.4	54.8
4 February 1995	N/A	101.9	N/A	95.4	151.5
4 March 1995	N/A	113.2	N/A	96.5	239.7

Source: Busways.

*All costs, including variable, semi-variable and overhead costs.

Note: Fare cuts first introduced on 22 August 1994; extended 24 September and 3 October.