



USER GROUPS ASSESSMENT TEMPLATE

January 2020

	User Group	
	APP Owner	
a	Does this User Group already contribute financially towards the charity?	
b	How large/ small is this User Group? (do we know how many members)	
c	Is this contribution regular and medium/long-term (define - i.e. over several weeks/ months)?	
d	Would the introduction of parking charges disproportionately affect this User Group – i.e. financially? Any examples?	
e	Is there a reputational risk associated with this User Group?	
f	Is there a risk that this User Group will legitimately go elsewhere ? What is our level of tolerance for this?	
g	What is the opportunity should there be a change in this User Group's behaviours/ visits?	
h	Would an exemption/ discount be appropriate for this User Group?	
i	What unintended consequences could there be as a result of charging for this User Group?	