

# An Appeal for BOB



## So what is BOB?

Bob the Bus is the operating name of Totnes and Rural Community Transport. Our mission is to provide transport for residents and visitors in Totnes town and nine surrounding communities. We are a registered Charity and have been providing services since 1986.

Our daily timetabled services carry over 20,000 passengers annually using two accessible 16 seater buses driven by trained volunteers. The service is run by volunteers with the support of one part time paid co-ordinator.

Our aim is make the service sustainable in the long term. We receive no regular subsidy or support from any government or local body and are faced with a continuing reduction in the income received from the government driven concessionary fare scheme (bus pass) which represent around 80% of our passenger journeys. (The amount that we receive back from the scheme is currently around 51% of the paid fare value)

## What's the appeal?

To set up advertising and information displays on our two service buses which operate 40 hours a week in and around Totnes. As well as providing passengers with information about bus services and local community information and events, the displays will be used to carry commercial advertising for local businesses. This advertising will generate income to support the running costs of the bus service.

The displays will take the form of screens inside the buses and outward facing scrolling adverts through the rear windows.

The appeal is for £8,000 to provide the hardware required as well as set-up and installation costs. First year management and advertisement sourcing costs are also included in this figure.

## Budget

The projected budget for the project is as follows -

<b>Costs</b>	<b>£</b>
Hardware (2 internal screens + 2 scrolling displays)	5250
Installation	600
Software	(inc)
First year administration of system	1700
Advertisement sourcing	450
<b>Total</b>	<b>8000</b>

## **Annual projected revenue**

Commercial advertising - internal	
20 advertisers @ £50 per quarter	4000
- external	
10 advertisers @ £50 per month	6000
Community information contribution	
100 messages @ £10 per message contribution	1000
<b>Total</b>	<b>11,000</b>

**More information? - Simon Harrington**  
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**[www.bobthebus.org.uk](http://www.bobthebus.org.uk)**  
**Registered charity no 1169167**