



Harberton Parish Clerk <harbertonparishclerk@gmail.com>

Bob the Bus Report and Appeal

1 message

Simon Harrington <busstuff@outlook.com>

30 January 2017 at 18:53

To: Michael Read <spooks49@michaelread.plus.com>, Marion Foster <parishcouncil@cornworthy.com>, Sharon Raggett <sharon.raggett@sky.com>, Renwick Robinson <renwickrobinson@btinternet.com>, Kate Wilson <dartingtonparishcouncil@outlook.com>, "clerk@harbertonparishcouncil.org" <clerk@harbertonparishcouncil.org>

Dear Parish Clerk

Totnes and Rural Community Transport - Annual report to Town and Parish Councils

I have pleasure in enclosing our annual report in pdf format which covers the calendar year 2016. BOB has had a successful year and is developing a number of projects to ensure the long term sustainability of this essential community service.

We wish to submit a request for financial support towards our advertising project which is designed to generate annual income to support the daily services that we operate. The details are given on the attached BOB Appeal pdf.

I would be happy to attend a meeting of your Council to answer any questions on the annual report or the appeal and hope that they will be able to give our request favourable consideration.

4 attachments **TARCT Annual Report.pdf**
256K **ATT00001.htm**
1K **BOB Appeal.pdf**
263K **ATT00002.htm**
1K

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 -

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

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
Total	11,000

More information? - Simon Harrington
Committee Chair - Totnes and Rural Community Transport
01548 821324/07467 951737
www.bobthebus.org.uk
Registered charity no 1169167

Totnes and Rural Community Transport



Report to Town and Parish Councils for 2016

Bob the Bus has continued to expand and fulfil its role of providing transport for the residents and visitors of Totnes and the six surrounding Parishes of Ashprington, Cornworthy, Dartington, Harberton, Rattery and Stoke Gabriel.

Our annual passenger journeys total increased to over 27,000 with Hail and Ride changing the image of Bob as a service 'just for older people' to one offering a realistic alternative for transport needs in the area.

Two new low floor accessible buses now operate the daily scheduled routes, making community transport available to disabled passengers, parents with buggies and shoppers with trolleys.

Hire of the two back-up buses to local community groups and organisations has expanded and we are close to doubling the income generated from this source in 2015/16.

We receive no regular support from any funding body and unlike the majority of scheduled bus services, no share of the £2.6million that DCC currently pays out in route subsidies to commercial operators.

Bob works because of the efforts of over 50 volunteer drivers and workers

Our plan for 2017 is to achieve long term sustainability. At the heart of this is the acquisition of premises to serve as a base for vehicles and an office. This will enable us to develop a number of income generating streams to ensure the future of community transport in this area. We are also looking at innovative ways of providing community transport in hamlets and isolated rural dwellings.

One element of this plan for which we are asking for your support is the Bob Appeal to fund the capital costs of setting up on bus advertising on our scheduled services. Full details of the appeal have been included with this emailed report and since launching in January 2017, we have already been pledged over £1500. We aim to increase this total to £4000 and then match fund to achieve the project budget of £8000. We hope that your Council will be able to make a contribution to this appeal.

Simon Harrington on behalf of the Committee and Trustees of Totnes and Rural Community Transport