

ACTIVE TRAVEL COMMITTEE

Request for Small Grant: Faversham Bus Users' Forum Bus Stop Information Stickers

Report from: Faversham Bus Users' Forum Interim Committee

Purpose: To request a small grant towards the production of vinyl information stickers for display at bus stops in and around Faversham

Recommendation: That the Active Travel Committee agrees to provide a small grant of **up to £100** to the Faversham Bus Users' Forum Interim Committee for the production of durable vinyl bus stop information stickers.

1. Background

The Faversham Bus Users' Forum will provide an opportunity for local bus passengers to raise issues, share experiences and contribute to discussion about bus services serving Faversham and the surrounding area.

For the Forum to represent passengers effectively, bus users need to know that it exists and, importantly, how they can contact it.

The Interim Committee therefore proposes producing a relatively small number of professionally printed vinyl stickers for display at appropriate bus stops. These would provide simple contact information enabling passengers to get in touch with the Forum to raise concerns, make suggestions or become involved in its work.

2. Proposal

It is proposed that the Interim Committee commissions a batch of durable, weather-resistant vinyl stickers carrying:

- the **Faversham Bus Users' Forum** name;
- a short invitation such as **"Have your say about local bus services"**;
- the Forum's email or other appropriate contact details;
- a **QR code**, if appropriate, linking directly to the Forum's online information or contact point; and
- acknowledgement of Faversham Town Council's support, if the Council considers this appropriate.

The stickers would be designed primarily for use at bus stops, subject to the agreement of the owner or authority responsible for the relevant bus stop infrastructure.

Vinyl has been proposed because the stickers may be exposed to the weather. UK suppliers offer vinyl products specifically intended to be waterproof, weather-resistant or suitable for outdoor use. For example, StickerApp describes its vinyl stickers as weather-resistant, while Discount Sticker Printing describes its vinyl stickers as waterproof and suitable for outdoor conditions.

3. Benefits of the proposal

The Forum considers that the proposal would:

1. **Increase awareness of the Forum** among people who actually use local bus services.
2. **Provide a simple way for passengers to make contact**, particularly through a QR code accessible by smartphone.
3. **Improve passenger engagement**, enabling the Forum to hear from a wider cross-section of local bus users.
4. **Help identify recurring problems** experienced by passengers and provide useful evidence when the Forum engages with bus operators and other relevant organisations.
5. **Support sustainable and active travel objectives** by helping strengthen the passenger voice and encouraging engagement with local public transport.

The proposal is deliberately small-scale and low-cost but has the potential to establish a visible and continuing means of communication with bus passengers.

4. Indicative costs

An online review of UK printing websites demonstrates that suitable stickers can be produced at relatively modest cost.

StickerApp UK	60 for £23 inc VAT or 100 for £38 inc VAT
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Discount Sticker Printing	100 for £72.46 inc VAT
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Printed.com	From £15
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These figures are **indicative rather than directly comparable quotations** because the suppliers use different sizes, quantities and product specifications. A final supplier would therefore be selected on the basis of the Forum's agreed sticker dimensions, durability requirements and quantity.

The examples nevertheless indicate that the printing requirement should fall comfortably within a small grant.

5. Grant requested

The Faversham Bus Users' Forum Interim Committee requests a grant of **up to £100** from Faversham Town Council.

It is proposed that the grant should meet the cost of:

- production of the initial batch of stickers;
- any necessary artwork or print preparation;

- delivery; and
- VAT or other incidental printing costs where applicable.

The Forum would seek to obtain the best value available and would only spend the amount actually required.

6. Installation and permissions

The Interim Committee recognises that the provision of funding would not in itself constitute permission to attach material to bus stops.

Before installation, the Forum would seek any necessary agreement from Kent County Council for the bus stop, shelter or timetable infrastructure. Stickers would only be placed in locations where appropriate permission had been obtained and where they would not obscure timetable, accessibility, safety or operator information.

7. Conclusion

For a very modest expenditure, this proposal would give bus passengers across Faversham a simple and visible means of contacting their local Bus Users' Forum.

It would help the Forum broaden participation, gather feedback from passengers and strengthen the voice of people who depend upon local bus services.

The Interim Committee therefore invites the Active Travel Committee to support the initiative.

8. Recommendation

That the Faversham Town Council Active Travel Committee agrees a grant of up to £100 to the Faversham Bus Users' Forum Interim Committee towards the design, printing and delivery of weather-resistant vinyl information stickers for authorised display at bus stops in the Faversham area.

Current pricing sources

- [StickerApp UK vinyl stickers](#)
- [Discount Sticker Printing vinyl stickers](#)
- [Printed.com vinyl stickers](#)

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