



## Partnership Committee

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| <b>Date:</b>                  | <b>13 February 2014</b>   |
| <b>Title:</b>                 | <b>Bus Shelter Posters</b>  |
| <b>Purpose of the Report:</b> | <b>To request funding for shopping directory posters for town centre bus shelters</b> |
| <b>Contact Officer:</b>       | <b>Jo Martindale, Partnership Officer</b>   |

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## RECOMMENDATION

**To consider the printing and installation of 3 x shopping posters at a cost of up to £500 from the 2013-14 Economic Development budget (503-4430).**

### 1. BACKGROUND

1.1 At the Partnership Committee meeting held on 31 October 2013, it was agreed to fund the reprinting of the town centre shopping directory from the Economic Development budget.

### 2. UPDATE

2.1 South Bedfordshire Friends of the Earth are requesting to the Partnership Committee to fund the printing and production of 3 aluminium shopping 'posters' which will be attached to prominent bus shelters in the Town Centre.

2.2 Approval has been received by Central Bedfordshire Council for the installation.

2.3 The design will be a slightly amended version for the shopping directory which will be printed to aluminium signs.

2.4 The finish on the posters will be resistant to weather and also graffiti with an easy clean surface.

2.5 It is felt these posters would be of great benefit to the town centre by raising awareness of shops available to those using bus travel.



### **3.0 CONSIDERATIONS**

3.1 Quotes have been received with the best value from 'Signs of the Times':

Double royal size (1035mm x 635mm) aluminium panel printed with the artwork and finished with protective coating = £142.20 per poster

One-off 'Fixings' cost to secure to shelter = £20 per shelter

**3 x £142.20 = £426.60**

**3 x approx £20.00**

**Total requested: up to £500**

3.2 Future updates would require completely new signage production but the fixings would remain, in short, the £426 is potentially an annual cost, depending on the success and longevity of the signs.

Report Author:

Jo Martindale, Partnership Officer