

LAND AT WEST OF PARK FARM, BUTT LANE, THORNBURY GLOUCESTERSHIRE, BS35 1RA (APP/P0119/W/21/3288019)

CAR CLUB CONTRIBUTION AND MONITORING FEES

ACTIVITY	SPEND
Staff time for SGC to prepare quote document, obtain 3 quotes for car club provider, mark the responses, choose car club & help with initial set up.	£3,000
Signage - Scope and Design signage & positioning. Signage production and installation and bay marking	£2,000
Digital - Scope/design website & social content. Scope keywords & bespoke messaging. Website and Social Messaging Live (4-year). Set up promo codes	£600
App – copywrite app messaging & segment audience. App messaging broadcast (4year)	£200
Collateral - design/copywrite/printing leaflet for welcome pack & distribution. Leaflets delivered in welcome packs (over 4years) and once a year blanket delivery to re-promote	£4,000
Advertising - Select and book media space, Originate design & creative Advertisement production. Local and Public Transport Advertising Live	£3,500
Events (incl. joint with SGC and Community). Scope event landscape - booking events where required. Design/copywrite any dedicated	£3,000

collateral. Print collateral & purchase/produce materials. Block out team attendance event activation. Support PTP Activity by SGC or Travel West. Car club staff time at events. Meetings with residents' association, stakeholder groups as necessary. PR - Scope PR angles, writing releases. Press engagement. PR coverage live	
Free Standard Membership offered to all residents at the development throughout 4 years and £50 Drive Time Credit per member.	£6,400
Vehicle Contribution; Year1 £500/month, Year2 £400/month, Year3 and 4 £300/month	£15,300
TOTAL	£38,000

