

Committee Summary

Bus Shelter Wrap Sponsorship Scheme

Purpose

To outline key considerations for implementing a bus shelter wrap sponsorship program in Wellington Town Centre.

1. Term of Sponsorship

Recommended minimum term: 3 years to ensure stability and value for sponsors. Longer terms (e.g., 5 years) may offer better return on investment and reduce administrative overhead.

2. Cost of Sponsorship

Two quotations received from Carly Press Ltd and Somerset Sign & Print.

Suggested pricing structure – see table Appendix A:

Pricing includes initial wrap installation and a re-wrap in the event of malicious damage during the sponsorship term.

3. Historical Theme Examples

Each wrap will feature a historical theme relevant to its location, celebrating Wellington's heritage.

Examples include:

- The Monmouth Rebellion
- Egerton Burnett & The Squirrel Inn
- The Bread Riots
- Lost Lanes & Historic Streets
- Odette Hallows

4. How Themes Are Chosen

Themes are selected based on historical relevance to the specific street or area where the bus shelter is located. The process includes:

- Research local history
- Community input from historians and archives
- Align themes with shelter surroundings
- Integrate design with sponsor branding
- Approval by Town Council for compliance and heritage value

5. Additional Considerations

- Artwork Specifications: One-way vision vinyl wraps, high-resolution print, UV-resistant materials
- Branding Guidelines: High-resolution sponsor logo, colors aligned with Town Council theme, no offensive or political content
- Insurance: Installation will be carried out by an approved contractor with public liability insurance. Sponsors are advised to maintain their own public liability insurance for additional protection.

Wraps within the conservation area to be agreed with Somerset Council.

Business Benefits of Sponsorship

- Increased brand visibility in high-footfall areas
- Association with community heritage and positive town image
- Inclusion in Town Council marketing (website and social media)
- Long-term exposure through multi-year sponsorship

Bus Shelter Wrap Examples:

Carly Press Ltd – Bus Shelter Front of House of Cake, High Street mock up:





Carly Press – completed wrap in Bridgwater.



Wellington Town Council Mockup:

Back Panels



*Please note - illustrative only due to current resolution of photographs available. Will be aligned to the 3 panels.

Side Panel 2 (Suggestion 1)



Side Panel 2 (Suggestion 2)



Side Panel 1



QR Code – The Benefits:

Instant Access to Local History

- Residents and visitors can scan the QR code to read detailed historical facts about the street or area, making the experience interactive and educational.

Engagement & Tourism

- Encourages people to explore the town's heritage, increasing footfall and interest in local businesses.

Space-Saving

- Detailed historical content can be accessed digitally without cluttering the wrap design.

Trackable Insights

- QR codes can provide analytics on how many people engage with the content, helping measure the success of the scheme.

Community Connection

- Creates a sense of pride and identity by sharing stories of Wellington's past in a modern, accessible way.

QR Code & Narrator Integration

Each bus shelter wrap will feature a QR code that links to narrated historical stories, providing an interactive and accessible experience for the public. This allows visitors to access extended content beyond the wrap design, including:

- Audio narration for immersive storytelling
- Video clips and historical photographs
- Detailed historical facts and anecdotes
- Multi-language options (to work with our twinned towns) and accessibility features

Benefits:

- Interactive engagement with local heritage
- Dynamic updates without reprinting wraps
- Space-saving design while offering rich content
- Community involvement through local narrators

Decision

The Bus Shelter Wrap Sponsorship Scheme requires formal approval from the Wellington Town Council Committee before implementation. The committee is asked to review and approve the following:

- **Sponsorship Terms:** Minimum 3-year term and pricing structure as outlined.
- **Design & Historical Themes:** Compliance with heritage guidelines and branding standards.
- **Installation & Insurance:** Confirmation that approved contractors and liability coverage are in place.
- **Community Engagement Features:** QR code integration and narrated historical content.

Recommendation:

That the committee approves the proposed scheme and gives delegated power to Council Officers and two committee members to proceed with sponsor recruitment, design finalization, and installation scheduling.



Town Centre Bus Shelter Wrap Sponsorship Package

Introduction & Benefits

Boost your brand visibility in the heart of our town centre by sponsoring a single bus shelter wrap. This program offers local businesses a unique opportunity to showcase their brand in high-footfall areas, reinforcing community engagement and increasing exposure.

Benefits:

- Prime advertising location
- Increased brand recognition
- Support for local initiatives
- Inclusion in town marketing campaigns
- Listing on Town Council website
- Social media posts promoting your business
- Business logo and contact details banner included on the wrap

Wrap Theme

Each bus shelter wrap will feature a historical theme that reflects the street and area where the shelter is located. Themes will highlight Wellington and Rockwell Green's rich heritage, including:

- Notable landmarks and architecture
- Local historical events
- Prominent figures from the community's past

Examples of themes:

- The Monmouth Rebellion
- Egerton Burnett & The Squirrel Inn
- The Bread Riots
- Lost Lanes & Historic Streets
- Odette Hallows

Sponsorship Tiers

£xxxxxx – 36 months (3 years) + free re-wrap if damaged

£xxxxxx - 60 months (5 years) + free re-wrap if damaged

Available Sponsorship Locations

No.	Location
1	Milverton Road (opposite Millstream Gardens)
2	High Street (outside St. Johns Church)
3	Rockwell Green (adjacent to Italian Restaurant)
4	Station Road (outside Aerosols International)
5	Milverton Road (junction with Tonedale Ind Estate)
6	High Street (outside Casey Warren Hairdressing)
7	High Street (outside Post Office)
8	Longforth Road (Coach Park)
9	North Street (near police station)
10	Taunton Road (Wellington Bound – Cades)
11	Taunton Road (Taunton Bound – Cades)

Why Sponsor?

Your brand will be seen by thousands of residents and visitors daily. Sponsoring a bus shelter wrap is a cost-effective way to gain visibility and demonstrate your commitment to the local community.

Bus Shelter Mock-Up Concept

Below is an illustrative concept of the proposed bus shelter wrap design, showcasing historical themes and sponsor branding. [Mock-Up Image Placeholder]

Contact Us

Wellington Town Council
28-30 Fore Street, Wellington TA21 8AQ
Tel: 01823 662855
Email: info@wellingtontowncouncil.co.uk

Schedule & Requirements

Exact Shelter Locations:

Refer to the table above for all 11 designated shelters across Wellington and Rockwell Green.

Artwork Specifications:

- One-way vision vinyl wraps
- High-resolution print (minimum 300 DPI)
- UV-resistant and weatherproof materials

Branding Guidelines:

- Sponsor logo must be high-resolution (vector preferred)
- No offensive, political, or discriminatory content

Insurance Requirements:

- Public liability insurance minimum £5 million
- Proof of insurance required before installation

Installation will be carried out by an approved contractor who holds public liability insurance. Sponsors are advised to maintain their own public liability insurance for additional protection.

QUOTATIONS RECEIVED – BUS SHELTER WRAPS

Note: Rockwell Green (adjacent to Italian Restaurant) Double sided) – new shelter will be installed in January 2026

1. Carly Press Ltd Quotation given is based on wrapping all the Shelters by 2028:

Location	Cost (excl.VAT)	Rec.Sponsorship (incl. rewrap)
A. Milverton Road (opposite Millstream Gardens) one sided	£197.94	£400
B. High Street (Outside St. Johns Church) double sided	£393.75	£800
C. Rockwell Green (adj Italian Restaurant) double sided	£783.25	£1600
D. Rockwell Green (near post office) double sided	£407.46	£850
E. Station Road (outside Aerosols International) double sided	£325.84	£650
F. Milverton Road (junction with Tonedale Ind Estate) double sided	£408.32	£850
G. High Street (outside Casey Warren Hairdressing) double sided	£766.22	£1600
H. High Street (outside Post Office) double sided	£1,021.63	£2050
I. Longforth Road (Coach Car park) double sided	£349.51	£700
J. North Street (near Police Station) one sided	£208.69	£450
K. Outside Wellington (Cades Farm/Wellington bound) one sided	£137.52	£300
L. Outside Wellington (Cades Farm/Taunton bound) double sided	£550.07	£1200

2. Somerset Sign & Print

Location	Cost (excl.VAT)	Sponsorship
A: Milverton Road (opposite Millstream Gardens) [One sided]	£345.60	£400
B: High Street (outside St Johns Church) [Double sided]	£345.60	£800
C: Rockwell Green (adjacent to Italian restaurant) [Double sided]	£691.20	£1600
D: Rockwell Green (near post office) [Double sided]	£648.00	£850
E: Station Rd (outside Aerosols International) [Double sided]	£518.40	£650
F: Milverton Rd (junction with Tonedale Ind Estate) [Double sided]	£648.00	£850
G: High Street (outside Casey Warren Hairdressing) double sided	£288.00	£1600
H: High Street (outside Post Office) double sided	£691.20	£2050
I: Longforth Road (Coach Car Park) double sided	£345.60	£700
J: North Street (near Police Station) one sided	£648.00	£450
K: Outside Wellington (Cades Farm/Wellington Bound) one sided	£360.00	£300
L: Outside Wellington (Cades Farm/Taunton Bound) one sided	£648.00	1200

- **QUOTATION TO BE REVIEWED WITH SUCCESSFUL CONTRACTOR BEFORE COMPLETING THE SHELTER WRAP.**

Location	Cost	Sponsorship
	£345.60	£400
	£345.60	£800
	£691.20	£1600
	£648.00	£850
	£518.40	£650
	£648.00	£850
	£288.00	£1600
H: High Street (outside Post Office) [Double sided]	£691.20	£2,050
I: Longforth Rd (coach car park) [Double sided]	£345.60	£700
J: North Street (south of Victoria Street) [One sided]	£648.00	£450
K: Outside Wellington (Cades Farm / Wellington Bound) [One sided]	£360.00	£300
L: Outside Wellington (Cades Farm / Taunton Bound) [Double sided]	£648.00	£1200
TOTAL	£5,550.00	
G: High Street (outside Casey Warren Hairdressing) [Double sided]		