

Community-Led Transport Grant Application (Publicity Funding for Existing Services)

Overview

Hampshire County Council (HCC) has been allocated funding through the Department for Transport's Bus Service Improvement Plan (BSIP) 2025/26 Bus Grant. A portion of this funding has been designated to support the promotion of existing community transport services through targeted marketing and engagement activities.

This strand of the grant is dedicated to supporting communities to publicise existing transport services that are currently underused or not well known to increase their usage. Offered as a fixed-sum award (£500), this funding stream aims to support targeted marketing and publicity campaigns to improve local engagement with existing services leading to reduced social isolation. It is not intended for service development or operational changes—only for increasing visibility and encouraging greater uptake of services that are already in place.

If you wish to apply for grant funding to set up a new community-led transport service or expand an existing one, please note that this is available through a separate application form - <https://forms.office.com/e/gxzgjb3uT1>

How to apply

Organisations or groups applying for a grant must ensure that the application form is **fully completed**, with all relevant sections accurately filled in.

Applications for this grant will open on Wednesday, 1 October 2025.

****All applications must be submitted by Friday, 28 February 2026****

Please ensure that the service you intend to promote is already operational and has the capacity to accommodate any potential increase in demand.

How we use your data

Hampshire County Council will use the information to process your grant application and communicate with you about your outcome. For further details please see Hampshire County Councils General Privacy Notice - <https://www.hants.gov.uk/aboutthecouncil/privacy/privacy-general-notice#:~:text=We%20collect%20and%20use%20your,in%20responding%20to%20your%20request>.

Contact us

If you have any specific questions or need further information, please email the team at community.transport@hants.gov.uk

Applicant details

1. Grant stream you are applying for *

- Community-Led Transport Grant (Publicity Funding for Existing Services)

2. Which of the following best describes your organisation or the organisation involved in your application?

*(Please select all that apply) **

- Registered Charity
- Community Organisation
- Parish or Town Council
- Community Transport Operator

3. Organisation Name

*(This is the main organisation that would be responsible for this grant): **

4. Company, Organisation or Charity Number

(as displayed on Companies House if applicable):

5. Organisation Address

*(Including postcode): **

6. Organisation Web Address *

7. Please provide the **full name** for the person completing the application form:

*(This needs to be the person who is able to answer clarification questions) **

8. Please provide details of the **position held within the organisation**, of the person completing the application form: *

9. Phone Number of the person completing the application form: *

10. Email Address of the person completing the application form:

*(This is the email address you would use for all correspondence relating to the grant. If you have multiple email addresses, please list them here, ensuring they are **all** regularly monitored) **

About your Organisation

If any of the following questions are not relevant to your application, please write 'N/A'

11. How many trustees/members of the management committee do you have?

12. How many staff (excluding trustees)?

13. How many volunteers (excluding trustees)? *

Existing Transport Service Overview

14. Please describe the existing transport service(s) in your area that you wish to promote: *

15. Who currently operates the service(s)? *

16. What areas or communities do these services cover? *

17. What evidence do you have that these services are underused or not widely known? *

Community Engagement and Needs

18. Have you conducted a transport audit in your area? *

Yes

No

19. If you answered 'yes' to the above question, please describe how:
(e.g., surveys, interviews, public meetings) *

20. What unmet transport needs or gaps have you identified? *

Coordination with Transport Operator or Contracting Bodies

If you are not the transport operator or contracting body, this section ensures you've consulted with them or the relevant local council before applying. It also asks about existing promotional efforts and why additional funding is needed.

21. Are you the transport operator or the organisation/body that has contracted the service you wish to promote? *

- Transport Operator
- Contracting Organisation (e.g., Parish Council, Community Group)
- Neither

22. If you are not the operator or contracting body, have you consulted with them or with the local council about your intention to apply for this funding? *

- Yes
- No
- N/A - I am a transport operator

23. If you answered 'Yes' to the above question, please provide details of the discussion and any agreements made *

24. Why is additional funding needed to promote this service? What gaps or limitations exist in current promotional efforts? *

Organisational Capacity

25. Do you have the capacity and resources to deliver the proposed promotional activities within the funding period? *

Yes

No

26. If you answered 'Yes' to the above question, please describe your team or volunteer support *

27. Have you previously delivered similar community engagement or promotional projects? *

Yes

No

28. If you answered 'Yes' to the above question, please provide brief details *

Promotion and Publicity Proposal

29. What promotional activities do you plan to undertake with this funding?
(e.g., leaflets, posters, social media campaigns, community events, local press) *

30. How will these activities help increase awareness and usage of the transport service(s)? *

31. Who is your target audience for these promotional efforts? *

32. How will you measure the success of your promotional activities? *

33. Please provide a high-level overview of your proposed promotional plan
(Include the types of activities you intend to carry out (e.g., printed materials, social media, local press, community outreach), the intended audience, and how these activities will help raise awareness and increase usage of the transport service) *

Funding Request

34. Please explain why you are requesting this funding and what specific costs it will cover:
*(e.g., design and printing, advertising, event costs, staff time) **

35. Total amount of funding requested (fixed-sum award):
*If you are applying for less than £500, please enter the amount in the box labelled 'Other'. **

£500

Other

Monitoring and Reporting

36. How will you track the impact of your promotional activities?
(e.g., increased ridership, website/social media engagement, community feedback) *

37. What methods will you use to collect feedback from the community or service users?
(Please select all that apply) *

- Surveys
- Interviews
- Online feedback forms
- Other

38. Do you agree to provide either a copy of your marketing materials or a link to the webpage where they will be displayed at the end of your campaign? *

Yes

39. Do you agree to provide a short summary report to the funder (HCC) on the outcomes of your promotional activities, if requested? *

Yes

Liability Documents

Please confirm below whether you are able to provide the following documents.

Copies should be emailed to community.transport@hants.gov.uk with the subject line: "Community-Led Transport Grant – [Your Organisation's Name]".

40. Your Constitution *

- Yes
- No
- Other

41. Most recent Annual Accounts and associated Reserves Policy/Statement *

- Yes
- No
- Other

Declaration

42. I confirm that everything submitted within this Community-Led Transport grant application form is accurate to the best of my knowledge. I understand that if funding is awarded, the terms and conditions set out in the Grant Agreement will apply: <https://documents.hants.gov.uk/grants/CLT-grant-promotion-and-publicity-existing-service-grant-agreement-template.pdf> *

Yes, I confirm

43. If my application is successful and I am awarded a Community-Led Transport Grant:
(Please tick to confirm each statement)

*

- I agree to keep all receipts, invoices, and bank statements related to the use of grant funds. I understand that Hampshire County Council may request these documents as part of ongoing monitoring to ensure the funding is used appropriately.
- I agree to notify Hampshire County Council at community.transport@hants.gov.uk if circumstances change and I/we are no longer able to use the grant for the purpose stated in this application.
- In such cases, I agree to return any remaining grant funds to Hampshire County Council's Community Transport Team.

44. Signature

(please type your full name in CAPITAL LETTERS) *

45. Date *

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