

Public Document Pack

Saltash Town Team to be held on Monday 11 November 2024 at 5.30 pm at the Guildhall

Invitees: P Ryland (Chairman), C Bailey (CEPL12 - Reserve), S Baker (Chamber - Reserve), R Bickford (CEPL12), H Frank (Cornwall Councillor), S Gillies (Saltash Town Council - Reserve), M Griffiths (Saltash Town Council), C Jane (CEPL12), S Lennox-Boyd (Cornwall Councillor), S Martin (Saltash Town Council), S Miller (Chamber), J Peggs (Saltash Town Council), M Worth (Cornwall Councillor), Sinead Burrows (Town Clerk / RFO), Dawn Joyce (Administration Officer), Freya Pretty (Development and Engagement Manager) and Catherine Thomson (Cornwall Council Community Link Officer)

Agenda

1. Apologies.
2. To receive the notes of the Town Team meeting held on 9 September 2024 as a true and correct record. 3 - 9
3. To receive the latest Town Team funding statement and consider any actions. 10 - 11
4. To receive an update on the submitted S.106 Ring Funding application and consider any actions and associated expenditure. (Report to follow)
5. To receive a report on the Town Vitality greening, wayfinding and market project and consider any actions and associated expenditure. 12 - 16
6. To receive an update on the Town Centre Street Audit and Accessibility Review and consider any actions and associated expenditure. 17 - 19
7. To receive a report on Saltash promotion and consider any actions and associated expenditure. 20 - 33
8. A.O.B
9. Date of Next Meeting: 13 January 2025

NOTES

Meeting:	Town Team – Guildhall
Date and Time:	Monday 9 September 2024 5:30PM

Present:	Title/Representing:
S Burrows (SB)	Town Clerk – Saltash Town Council
D Joyce (DJ)	Administration Officer – Saltash Town Council (Notetaker)
M Richardson (MR)	Consultant
P Ryland (PR) Chairman	Saltash Chamber of Commerce
S Miller (SM)	Saltash Chamber of Commerce
J Peggs (JP)	Saltash Town Council
S Martin (SM)	Saltash Town Council
C Jane (CJ)	CEPL12
R Bickford (RB)	CEPL12
M Griffiths (MG)	Saltash Town Council
H Frank (HF)	Cornwall Council
S Lennox-Boyd (SLB)	Cornwall Council
C Thomson (CT) Attended Virtually	Community Link Officer Cornwall Council
M Worth (MW) Attended Virtually	Cornwall Council
C Bailey (CB)	CEPL12
Apologies for absence:	
None.	

Item	Key / Action Points:	Action by:
1.	<p>Apologies:</p> <p>The Chairman welcomed all to the meeting.</p> <p>The Chairman introduced Chris Bailey, a reserve member of CEPL12, who attended this evening's meeting to observe and get up to speed on current projects.</p>	
2.	<p>Approval of notes of previous meeting dated 8 July 2024:</p> <p>Members confirmed the notes are a true and correct record.</p> <p>MG arrived and joined the meeting.</p>	

<p>3.</p>	<p>To receive and note the latest funding statement (Town Vitality, Town Delivery, and Town Accelerator) and consider any actions:</p> <p>SB advised two costings have not been included on the latest funding statement:</p> <ul style="list-style-type: none"> • £4,893.19 + VAT CORMAC Road safety audit report for the community open space project • £4,000 Mel Richardson Consultancy <p>Members requested clarification for the overall balance remaining.</p> <p>SB explained that funding is not received as a single payment, it is distributed over the course of a project. The figures reflect what has been received so far and spend to date.</p> <p>Members confirmed a total of approximately £45,000 of funding is remaining.</p> <p>Members noted the latest funding statement.</p>	
<p>4.</p>	<p>To review the Terms of Reference and consider any actions:</p> <p>Members approved the amendments to Town Team ToR and agreed to recommend to Saltash Town Council for approval (as attached).</p>	<p>RECOMMEND to FTC</p>
<p>5.</p>	<p>a. To note Cornwall Council's approval for an extension for the Town Delivery Fund and Town Accelerator Fund;</p> <p>Members noted the extension.</p> <p>b. To receive Cormac Design Team's Safety Audit Report and consider any actions;</p> <p>Due to health and safety concerns, including but not limited to high traffic volume, the presence of heavy vehicles, and limited space for parklets, the Town Clerk did not recommend or support the installation of parklets on the highway as part of the Community Open Space project in Fore Street.</p>	

	<p>SB confirmed the parklets had a life span of one to two years with bespoke parklets being required to be procured for the space requested.</p> <p>MR agreed with SB comments, adding that after numerous discussions with CORMAC and Cornwall Council Officers it was challenging to determine liability and ensure the safety of the parklets.</p> <p>Members deliberated on the cost of implementing the parklets, unanimously concluding that the expense of a trial not only raised health and safety concerns but also did not represent a good use of public funds.</p> <p>Having reviewed the safety report and update from the Town Clerk, it was unanimously agreed it was not a viable option to trial parklets in the centre of Fore Street due to the Town Clerks H&S concerns.</p> <p>Instead, Members wished to revisit alternative areas, detailed in Studio Hives report, and locate an area suitable for a Market trial, investigate further greening of Fore Street and improve wayfinding in the Town Centre to assist in increasing footfall, visitor stay, supporting the traders and community.</p> <p>A working group was formed consisting of JP, RB, HF, PR to investigate further planting / greening, wayfinding and events working with MR to drive the project forward on behalf of Town Team reporting back at a future Town Team meeting.</p> <p>CT requested that the Town Team review a previously submitted and awarded S106 application for trees and planters in Fore Street to avoid duplication of work. DJ to circulate previous S106 application and evidence of areas previously identified and considered for planters and trees to ensure duplication does not occur.</p>	<p>JP / RB / MR / HF / PR</p> <p>DJ</p>
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	<p>MR to provide amended costs for consultancy works due to the project changes.</p> <p>MR to review the funding agreement to ensure the criteria is still being met against the new direction of the project.</p> <p>c. To review options to appoint an event organiser for the 2025 markets;</p> <p>Deferred pending further investigation into identifying a suitable location for a market trial.</p> <p>d. To review procured items for the open space, parklets and market project;</p> <p>It was agreed parklets were not required at this stage.</p> <p>The working group to report back to a future Town Team meeting with a list of items and associated cost to be considered for procurement.</p> <p>e. To review Wayfinding options and consider any actions.</p> <p>The working group to review the report when meeting and to report at a future meeting.</p>	<p>MR</p> <p>MR</p> <p>JP / RB / MR / HF / PR</p> <p>JP / RB / MR / HF / PR</p>
<p>6.</p>	<p>S.106 Ring Funding:</p> <p>a. To consider a quote received from Revelation and consider any actions and associated expenditure;</p> <p>Members thanked Ollie O’Meakin for meeting with the Chairman and HF and for providing cost estimates for their consideration. Members agreed that a clear vision had been established and decided not to appoint Revelation at this time.</p> <p>PR will contact Revelation to inform them of the Town Team's decision.</p>	<p>PR</p>

	<p>b. To receive the Draft S106 Pro-Forma application form and consider any actions.</p> <p>Members thanked MR for drafting the comprehensive and detailed pro-forma application. There were a couple of amendments suggested. MR to update the pro-form and send across for STC and the S106 Officers consideration.</p> <p>CT confirmed that the application had been reviewed by an S106 Officer and was deemed broadly eligible for submission.</p> <p>Members agreed to seek support from Saltash Town Council for the DRAFT S106 pro-forma application, as attached.</p>	<p>MR</p> <p>RECOMMEND to FTC</p>
7.	<p>To receive an update on the Town Centre Street Audit and Accessibility Review and consider any actions:</p> <p>RB confirmed a meeting with Will Glassup was being organised to conduct a street audit.</p> <p>The Chairman had no further update for the Accessibility review.</p>	<p>RB/PR</p> <p>RB/PR</p>
8.	<p>To consider S106 Waitrose Publicity Funding and consider any actions and associated expenditure:</p> <p>Members discussed a visit Saltash designed leaflet advertising the various ways to travel to Saltash, inclusive of the ferry, beryl bikes and trains.</p> <p>It was agreed to form a small working group comprising of SM and RB working with the Town Clerk to form a timeline and report back to Novembers Town Team meeting with options for advertising outputs together with costings.</p> <p>SB advised Plymouth Boat Trips has offered free advertising space on their website should Members wish to provide content.</p>	<p>SM / RB / SB</p>

	Members noted the offer and expressed their thanks.	
9.	<p>To receive an update on the Red Bus connectivity between Saltash Waterside and the Town Centre and consider any actions:</p> <p>Members discussed the funding for Red Bus with possible changes to services not widely used in 2025.</p> <p>DJ confirmed promotional material had been circulated and was available to those visiting Saltash via the ferry.</p> <p>Members noted the update.</p>	
10.	<p>To receive a report from Fresh Fox regarding trade improvements and consider any action and associated expenditure:</p> <p>The Chairman contacted the proprietor of Fresh Fox, following a call for collaboration within the town centre from Fresh Fox,</p> <p>The Chairman requested they provide ideas for enhancing footfall to be considered by Town Team.</p> <p>To date no response has been received.</p>	
11.	<p>Any other business:</p> <p>CJ updated the members on recent enquiries concerning the CEPL12 Save Our Services Campaign. CJ clarified that the Community Kitchen is not closing. The Town Council / Cornwall Council does not provide funding for CEPL12. Unfortunately, Chris Cook, the Kitchen Manager, has been made redundant due to financial difficulties faced by CEPL12. Additionally, the newly acquired containers were funded through the National Lottery and cannot be sold to raise additional funds for CEPL12.</p>	

	Members found this information valuable. SB agreed to circulate the details to Town Council members for further promotion during the Meet Your Councillor sessions.	
12.	<p>Date of next meetings:</p> <ul style="list-style-type: none"> Monday 11 November 2024 at 5:30pm <p>Meeting ended 7:02pm.</p>	

DRAFT

Agenda Item 3

Saltash Town Council
Town Vitality Expenditure Nominal 6281

TVF = Town Vitality Fund
TAF = Town Accelerator Fund (For markets)
TDF = Town Delivery Fund (Greening - Plants & Improved signage)

Date	PO No	Invoice No	Supplier	Description	TVF - Total £84k	TAF - £21k TDF - £30k Total - £51k	Notes
				Deadline for all grant to be spent		31/03/2025	
				Funding from Cornwall Council	£84,000.00		
28/05/2024				Funding from Cornwall Council (TAF)		£7,500.00	TAF Funding Payment Schedule
28/04/2022	N/A	Jnl No 34979	Internal STC	Admin Support 28.4.22	-£64.20		£10,500 - Within a reasonable timeframe of signing the Grant Offer Letter (22-05-24)
07/10/2022	5385	INVOICE JANUARY 2023	Mel Richardson Consultancy	Consultancy Work	-£2,100.00		£10,500 - Within a reasonable timeframe of delivery of all Grant outcomes
30/06/2022	N/A	Journal No. 38981	Internal STC	Admin Support - June 2022	-£56.18		
31/07/2022	N/A	Journal No. 38984	Internal STC	Admin Support - July 2022	-£64.20		Grant Outcomes
30/09/2022	N/A	Journal No. 38985	Internal STC	Admin Support - Aug/Sept 2022	-£228.57		1) Send to CC any relevant docs for project
31/10/2022	N/A	Journal No. 39313	Internal STC	Admin Support - October 2022	-£139.95		2) Evidence of consultation with businesses and residents of Fore Street
30/11/2022	N/A	Journal No. 39314	Internal STC	Admin Support - November 2022	-£110.90		
31/03/2023	5726	3044 (3698-A)	Architecture by Studio Hive Ltd	Town Vitality Open Space Project Appointed Consultants March Payment - Architecture Studio Hive	-£11,478.33		3) Evidence of delivery of trial markets and CC to be notified of these dates
28/04/2023	5726	307 (3698-B)	Architecture by Studio Hive Ltd	Town Vitality Open Space Project Appointed Consultants April Payment - Architecture Studio Hive + Town Vitality Open Space Project Appointed Consultants - Additional charge for Hobs Reprographics printing of consultation posters for event key stake holder event held 27/04/2023	-£11,603.97		4) Provision of evidence of expenditure and updates if requested by CC
28/05/2023	5726	3049 (3698-C)	Architecture by Studio Hive Ltd	Town Vitality Open Space Project Appointed Consultants May Payment - Architecture Studio Hive	-£11,478.33		TDF Funding Payment Schedule
28/06/2023	5726	3053 (3698-D)	Architecture by Studio Hive Ltd	Town Vitality Open Space Project Appointed Consultants June Payment - Architecture Studio Hive. Hobs Reprographics printing for consultation event 16th/17th June 2023 invoice S2015INV23060450	-£11,668.65		£7,500 - Within a reasonable timeframe upon signing the agreement dated 11th April 2024 £7,500 - Further payment in accordance with schedule 3 £15,000 - Within reasonable timeframe of provision of evidence of targets reached per schedule 3
28-Jul	5726	3055 (3698-E)	Architecture by Studio Hive Ltd	Town Vitality Open Space Project Appointed Consultants July Payment - Architecture Studio Hive	-£11,478.33		Schedule 3
30-Aug	5726	3058 (3698-F)	Architecture by Studio Hive Ltd	Town Vitality Open Space Project Appointed Consultants August Payment - Architecture Studio Hive	-£11,619.45		1) Provision of more detailed plans for intended public realm improvements to Fore Street, discussed and approved by Highways Team and agreed by CC. Second £7,500 to be paid within reasonable timeframe of agreement of detailed plans and endorsed by Highways Team
19/06/2023	5874	9RADYQT7T2 (4039-A), VKE4CQX7T2 (4039-B), NWJC9RBT2 (4039-C)	Credit Card (Meta)	Facebook boost post for Town Vitality Public Consultation event on Friday 16th and 17th June	-£20.00		2) Further targets will be agreed between CC and STC once more detailed plans become available
13/07/2023	5914	6356622604454127- 12783088 (4172)	Credit Card (Meta)	Credit Card Purchases - Facebook boost post for Town Vitality Public Consultation closing 14/7/23	-£25.00		
29/07/2023	5951	6405641176218936- 12893337 (4183-A)	Credit Card (Meta)	Credit Card Purchases - Facebook boost post for Town Vitality Public Consultation closing 14/7/23	-£5.00		
16/07/2023	N/A	CN-4962	Internal STC	Photocopying Fees - Photocopying Fees for Town Vitality	-£120.00		
08/06/2023	5795	18831 (4143)	Saltash & District Observer	Saltash & District Observer - Town vitality Saltash District Observer notice advert. Approved by town team members Front page - 10 x 2 - £219 - (Carlton Plastics size).	-£219.00		
09/06/2023	5615	INVOICE OCTOBER 2023	Mel Richardson Consultancy	2000 Saltash Leaflet A5 4/4,	-£165.00		
05/05/2023	5615	INVOICE OCTOBER 2023	Mel Richardson Consultancy	2500 Saltash Leaflet A5 4/4	-£197.00		
12/10/2023	5615	INVOICE OCTOBER 2023	Mel Richardson Consultancy	Project Management Support for Vitality Funded Open Space Project	-£2,500.00		

Date	PO No	Invoice No	Supplier	Description	TVF - Total £84k	TAF - £21k TDF - £30k Total - £51k	Notes
13/10/2023	5726	3063	Architecture by Studio Hive Ltd	3 Hours Charged. & Neil Sansum's attendance at Council meeting 7th September 2023 - mileage	-£382.50		
20/12/2023	6314	TDF1	Mel Richardson Consultancy	Appointment of consultant to prepare the Town Vitality Delivery Fund Application.		-£1,800.00	
18/03/2024	6545	3077	Architecture by Studio Hive Ltd	Saltash Open Space Project: Next Steps		-£3,000.00	
03/04/2024	6545	3078	Architecture by Studio Hive Ltd	Town Team Open Space Project – Next steps Graphic design work in relation to publicity material		-£250.00	
30/05/2024	6563	Open Space February to May	Mel Richardson Consultancy	Open Space Next Stage Work – as per proposal submitted and including printing of 300 flyers.		-£3,800.00	
11/06/2024	6782	CINV-089008	Cormac Contracting Ltd	Road safety audit report for the community open space project - Fore Street on behalf of Town Team		-£4,649.00	
24/10/2024	7103	TBC	Mel Richardson Consultancy	Town Vitality TDF and TAF Funding works - Open space for markets/improved greening		-£4,000.00	
				SUB-TOTALS (ACTUAL income less expenditure)	£8,275.44	-£9,999.00	
				OVERALL BALANCE NOMINAL 6281	-£1,723.56		
				<u>SUMMARY</u>			
					TVF	TAF & TDF	
				Project Total	£84,000.00	£51,000.00	
				Funding Received	£84,000.00	£7,500.00	
				Funding to be Received	£0.00	£43,500.00	
				Total Expenditure	-£75,724.56	-£17,499.00	
				Balance Left to Spend	£8,275.44	£33,501.00	

To receive an update on the submitted S.106 Ring Funding application and consider any actions and associated expenditure.

Update received from Cornwall Council Community Link Officer:

The outcome was positive – with unanimous support to endorse the ringfencing of £100,000. I will now liaise with the s106 officer to refine the grant offer, as the template is based on an individual project not the ringfencing that we will now progress.

In advance of that formal offer, I also wanted to outline the conditions that were agreed at the panel meeting – these may be slightly refined, but I wanted to provide you with early insight:

- When funding is required, in advance of making a request to Saltash TC for them to draw the down the funding from CC, Saltash Town Team must secure a majority vote from a quorate town team meeting.
- Requests for funding from Saltash TC to Cornwall Council to be supported by evidence (quotes/estimates).
- Saltash Town Team to provide 12 monthly progress reports, on the anniversary of the grant offer, to the Saltash s106 panel. Where possible these will include data from surveys and KPI's etc. At this point, the Saltash s106 panel reserves the right to reallocate the funding and remove the ringfencing of the budget.
- Saltash Town Team is requested to consider environmental benefits that could emerge from their projects.

Monday 11th November

Report to Saltash Town Team – Fore Street Regeneration

Saltash Town Team Members to:

1. Note the various funding available for Fore Street Regeneration
2. Agree in principle to the recommendations for expenditure via Town Delivery and Accelerator Funding – for markets trial, greening and signage - circa £40K
3. Consider further allocation of funds from S106 to enable more to be achieved complementing the TDF and Accelerator Funding
4. Agree to delegate responsibility to procuring the appropriate supplies and services to the Working Group to enable swift progress to be made towards the goal of the first market in March 2025 and all other public realm expenditure committed by 31st March 2025
5. Consider the approach regarding CORMAC support for Fore Street

Section One - Background to Funding Opportunities

Saltash Town Team currently have been successfully awarded three pots of grant funding all of which apply to Fore Street regeneration – these are Town Delivery Funding, Vitality Accelerator Funding and S106 (ring fenced funds)

There are three elements to the funding for Fore Street:

1 Town Delivery Funding (TDF) and Vitality Accelerator Funding:

It has been agreed by Cornwall Council that these two funding pots can be combined providing they are used for the purposes for which they were applied for namely:

- Markets Trial (open space project)
- Wayfinding signage
- Planters, trees in planter or living pillars

After some initial expenditure has been committed including the CORMAC research into the parklets, there is circa £40K left to allocate to the above projects. Expenditure can be capital or revenue.

There is a tight funding deadline – invoices have to be paid by 31st March 2025 though the project can continue until 30th September 2025. This is the priority project for Saltash Town Team to consider.

2 S106 Funding Application – secured for £100K for Fore Street:

This application has been submitted and approved for a range of different Fore Street capital regeneration projects which could add to the TDF and Vitality funding for the three areas above or could be spent on other elements such as seating, flags/banners – note expenditure has to be capital.

Longer deadline of two years plus

3 CORMAC Support:

Following a meeting with CORMAC, Saltash Town Team understand that there are maintenance funds available to handle 'safety' issues e.g. cleaning and maintaining traffic signs and making sure pavements are level/dealing with tree roots etc

There is also the possibility that Saltash Town Team alongside Saltash Town Council could apply for investment funding from CORMAC (via James Hatton) to do more in the future regarding public realm

works; at this stage, it is not clear how much could be applied for and what process may apply to bid for funds.

No specific deadline though makes sense to consider these opportunities alongside other public realm improvements.

Section Two - Town Delivery Funding and Vitality Accelerator Funding

This report deals with TDF/Vitality Funded project which has a tight funding deadline with all invoices to be paid by 31st March 2025.

Progress To Date

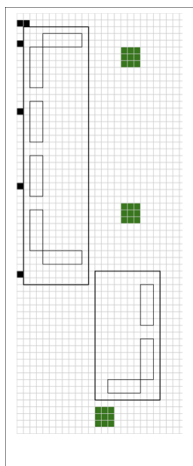
Since the last Saltash Town Team meeting, the following steps have taken place:

- Three meetings of the Working Group – including walkabouts on Fore Street, the first of which was with Will Glassup from CORMAC.
- Agreement from Working Group of their key priorities – **see annotated map** showing the preferred ideas for the locations of trees in planters, living pillars, market area and finger post signage.
- Two professional companies sourced to support the process and advise Saltash Town Team on their initial ideas – The Urbanists and Diverse Events and meetings/phone-calls held with both:
 - a) Offer from The Urbanists (who were sub-contracted by Studio Hive on the original Open Space project) to translate the annotated map into visuals, source appropriate suppliers and costings using their toolkit – there is no cost to Saltash Town Team from The Urbanists. Town Team to receive a verbal update of this information on 11th November
 - b) Proposal put forward from Diverse Events to advise, oversee and deliver the market trial following an on-site meeting.

Section Three – The Proposal (see below and annotated map)

The proposal is to do the following, funding permitting and subject to advice from The Urbanists for 1-4:

- 1. Wayfinding/Interpretation including using Cornish Language**
Opt for signs that complement existing finger posts hence black and gold – exact features to be signed still needs to be decided but the location of the finger posts are indicated on the annotated map
 - 2. Visual Impact where pavement is too narrow (flags or living pillars)**
Opt for living pillars, flags etc to make streetscape more attractive where narrow pavements prevent installation of planters
 - 3. Use of pillars for climbers/plants in planters with height**
Use pillars for some innovative planting to break up monotony
 - 4. Trees in planters with impact**
Allow for best visual impact by considering larger plants/trees in planters; will also save on extensive maintenance
 - 5. Markets Trial**
Test the markets idea between 1st March and 31st August on the area outside Superdrug (6 monthly markets likely to be the third Saturday of each month)
- Diverse Events recommends an open plan layout for markets in the area outside Superdrug and The Original Factory Shop; having taken measurements of the site, they have concluded that this is the only workable option which allows an adequate walkway and enough stalls to make the trial
- Page 548 diagram (shows 9 stalls but should be 10)**



This proposal does require the removal of the benches, noticeboard and litter bin. Saltash Town Team members would need to agree to relocating these items. This would allow the erection of a 12m X 3M gazebo with the side facing Superdrug to be open. A second 6M X 3M gazebo would also be erected between the large tree and where the current noticeboard is installed. Both gazebos would allow a total of 10 tabletop stalls (6 in the large gazebo and 4 in the smaller one)

The cost for Diverse Events overseeing the markets trial including purchase and storage of the gazebos and sourcing of traders is likely to be around 7K but it is probably prudent to allow up to £8K to cover any additional requirements and contingencies. It is anticipated that Saltash Town Council will undertake the marketing of the markets and any other events that are happening at the same time in Fore Street.

Section Four – Next Steps

The timetable is informed by the following:

- Need for TDF and Accelerator Vitality Funding to be spent by 31st March 2025
- Markets trial to start on 1st March 2025 and continuing until the 31st August 2025 (6 markets)
- Full evaluation of the project and final claim to be completed by 30th September 2025

11th November 2024

- STT meeting to make decisions as per those at the start of the paper

After 11th November 2024

- Peter Ryland to liaise with CORMAC regarding maintenance issues and future investment
- Advice from The Urbanists and Diverse Events to be taken into consideration by the Working Group and final scheme agreed
- Report on final scheme to go to Saltash Town Council by 28th November in preparation for 5th December meeting

5th December 2024

- Saltash Town Council Meeting to agree project recommendations and costs

After 5th December 2024

- Procure capital expenditure with advice from The Urbanists
- Agree installation plan
- Appoint Diverse Events (if appropriate)
- Communicate with traders particularly Superdrug and Original Factory Shop

February 2025

- Market stalls ready for use
- Other capital items about to be installed

By 31st March 2025

- All funding used – invoices paid

March to 31st August 2025

- Monthly market trials underway (6)
- Evaluation underway with traders

By 30th September 2025

- Final evaluation and claim to CC for funding



4. Trees in Planters with Impact
Location 4a

Location 5: Superdrug Market area - consider relocating bench, sign & bin

Areas to sign: parking, toilets, CAB, Guidehall, Waterside, Railway Station, Victoria Gardens, Longstone Park, Heritage Museum

Location 1b: Black & gold finger post using existing posts or if not new post

1. WAYFINDING/INTERPRETATION INCLUDING USING CORNISH LANGUAGE

1b) Black and gold finger signs on a post

From 1a) looking up at the high street

Location 1a: outside Hair Dot Comb & near bench

1a) 6.6 metres wide from kerb to Hair Dot Comb

3. USE OF PILLARS FOR CLIMBERS, PLANTS IN PLANTERS WITH HEIGHT

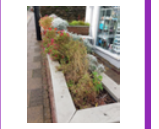


Location 3: Approximately 12 pillars from Bombshell to Hair Dot Comb (2 used by cafe). Approximately 5 pillars from Morrisons to Kernow Pet Supplies. Approximately 7 pillars from China City to end of Fore Street

6. Other Funded Projects



Put bench back here by Belvoir Lettings to match one nearby STC/S106



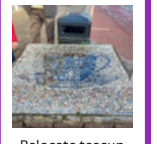
Keep & maintain planters near Favourite Things - existing Saltash Council contract



Possible seating around the tree (S106) and others



CORMAC to clean existing signs & realign wonky ones



Relocate teacup (S106)



Check trees for roots that are bringing up pavement (CORMAC)

Location 2c: Five lamp posts like this on the side of the street that could have living pillars



Location 2b: retain these trees by Brunel



Location 2a: flags on buildings on side of road where pavement is narrow for visual uplift or pillars



2. VISUAL IMPACT WHERE PAVEMENT IS TOO NARROW - NORTH SIDE (FLAGS OR PILLARS)

Other views of street



4. Trees in Planters with Impact
Location 4b, 4c and 4d



4b) A tree planter in this wide part of pavement. 5.3 metres at this point.



4c) A tree planter at this wide point of pavement. 4.25 metres at this point.



4d) A tree planter here or use area for sign currently outside Superdrug. 3.7 metres from kerb to wall

Saltash Public Realm
'Greening Opportunities'

November 2024

Page 18 **Fore Street -**
 ‘Greening’ Opportunities

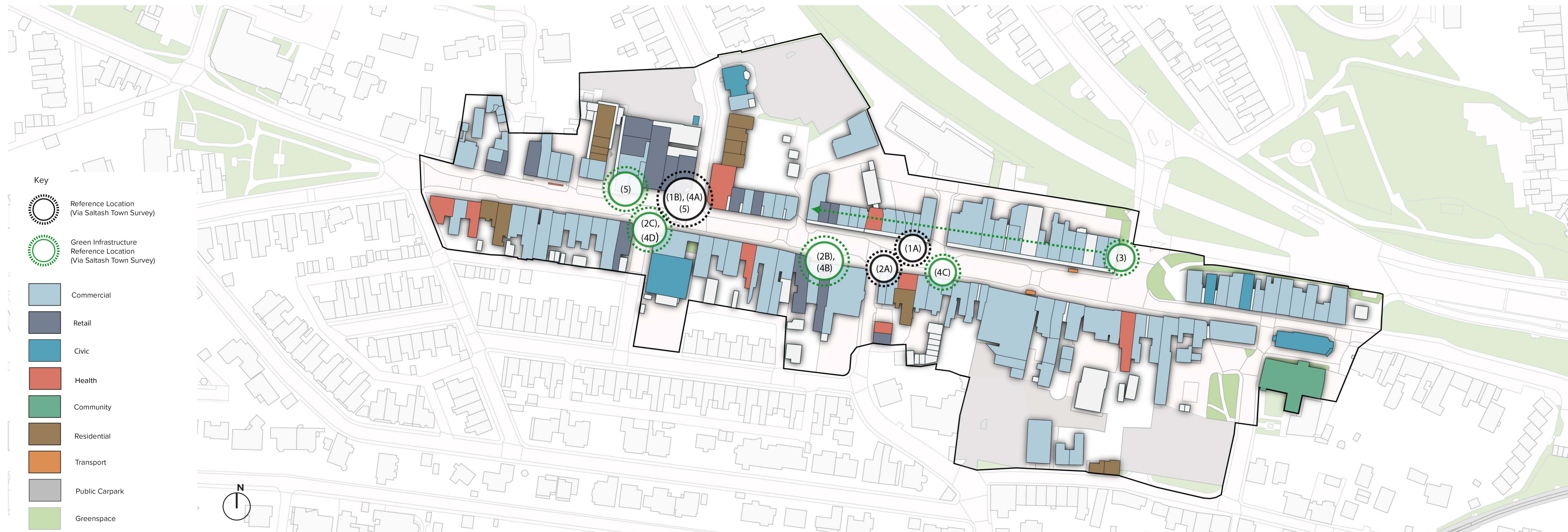
Prior analysis has allowed the identification of the key intervention areas.

Reference locations have been determined via the Saltash Town Survey.

An overview of the opportunities for each intervention area are reported in the following pages with a range of options presented, taking into account suggested changes. The design toolkit helps guide each potential intervention.

Reference Location Descriptors (Via Saltash Town Survey):

1. Wayfinding/Interpretation including cornish language
2. Visual Impact where pavement is too narrow
3. Use of pillars for climbers, plants in planters with height
4. Trees in Planters with Impact
5. Superdrug Market Area item relocations



PROPOSAL

THE DESIGN TOOLKIT

To deliver the proposed interventions illustrated in the previous section, a bespoke design toolkit has been developed. The design toolkit consists of a series of physical elements/interventions that will allow for the fulfilment of the identified vision and ambitions.

In addition, each element is evaluated for cost, thereby offering straightforward cost estimation guidelines* for every proposed intervention area.

A BETTER CONNECTED SALTASH THROUGH SIGNAGE AND WAYFINDING

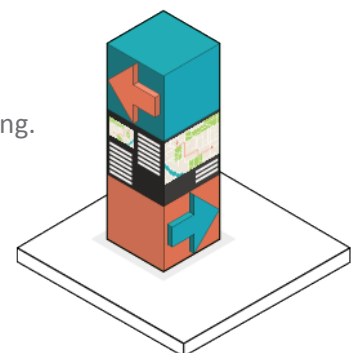
SIGNAGE:

Clearer signs to navigate pedestrians and wayfinding.
Indicative cost per item: £450-2,500



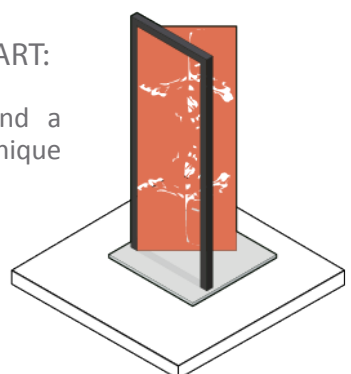
TOTEM SIGNS:

Signs to showcase information and wayfinding.
Indicative cost per item: £3,000-5,000



LANDMARK / STREET ART:

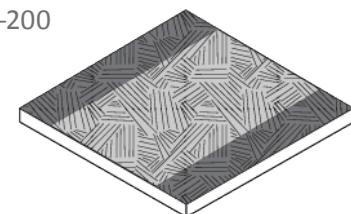
Enhance focal points and a way to give the town unique character.
Indicative cost per item: £700-10,000



IMPROVED WALKABILITY AND ACTIVE TRAVEL OPTIONS

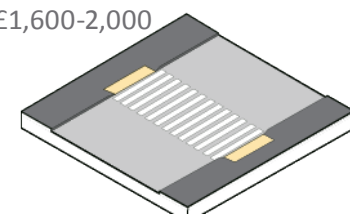
SHARED PAVING:

Improve road safety and vibrancy of roads and junctions.
Indicative cost per m²: £110-200



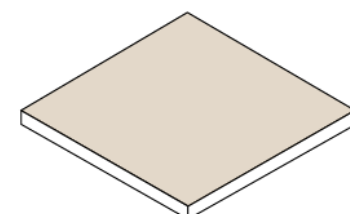
CROSSINGS:

Defined area for safe pedestrian crossing.
Indicative cost per item: £1,600-2,000



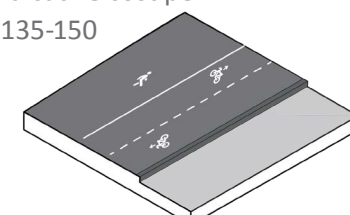
IMPROVED PAVING / SURFACING :

Smoother continuous pavements for better pedestrian flow.
Indicative cost per m²: £135-150



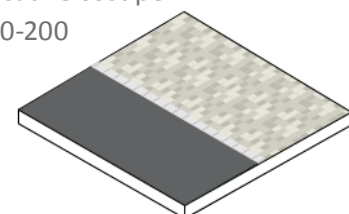
SHARED SPACE:

Create more active travel opportunities while prioritising pedestrians and cyclists.
Indicative cost per m²: £135-150



EXTENDED PAVING:

Increase the surfaces that people can walk along while optimizing space.
Indicative cost per m²: £170-200



PEDESTRIAN GATEWAY:

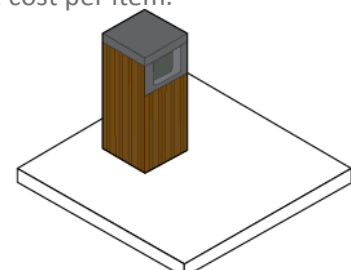
Creating a transitional mark between one space to another.
Indicative cost: £7,500-10,000



IMPROVED MATERIALS AND STREET FURNITURE

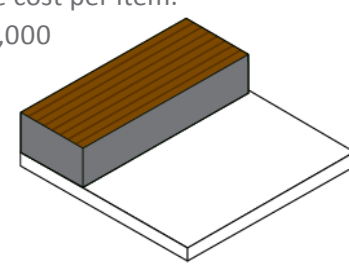
BIN:

Collect rubbish and encourage the public to clean the streets.
Indicative cost per item: £225-350



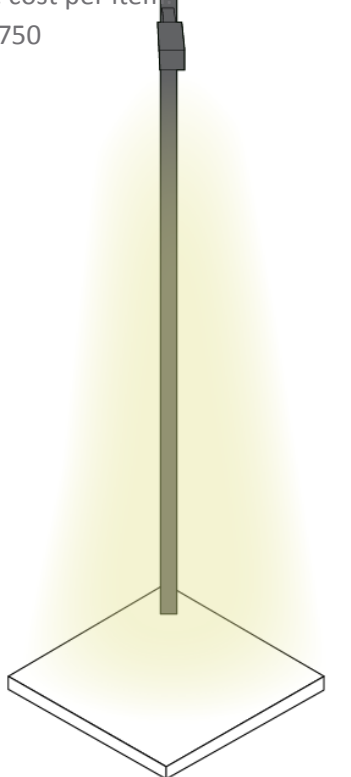
SEATING:

Increase social interaction and a place to rest.
Indicative cost per item: £1,500-5,000



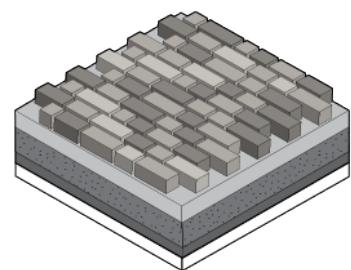
STREET LIGHTING:

Clearer visibility to promote safety and security.
Indicative cost per item: £1,750-3,750



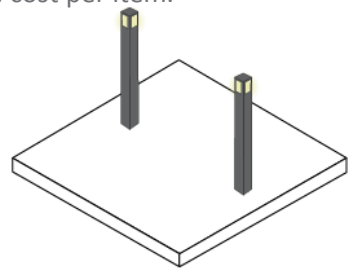
PERMEABLE PAVING:

Catch and regulate water runoff to infiltrate into the ground.
Indicative cost per m²: £120-150



BOLLARDS :

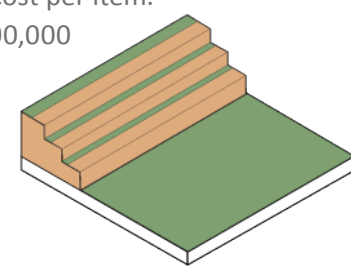
Limit access and protects perimeters of space.
Indicative cost per item: £350-750



MULTI-FUNCTIONAL AND ADAPTABLE SPACES FOR A RANGE OF EVENT

AMPHITHEATRE :

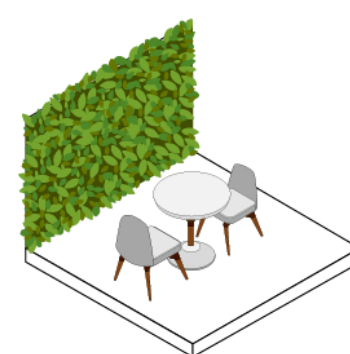
A space to watch performances and increase social interaction.
Indicative cost per item: £75,000-100,000



STRENGTHEN BIODIVERSITY AND CLIMATE RESILIENCE

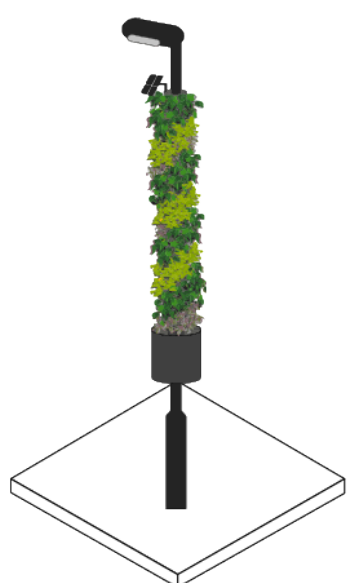
GREENWALL :

A way of screening and enhancing greenery.
Indicative cost per m²: £450-650



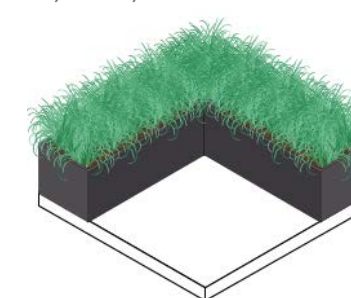
LIVING PILLARS :

A way to introduce planting in streets through a strategy of vertical planting.
Indicative cost per item: £2,500-4,250



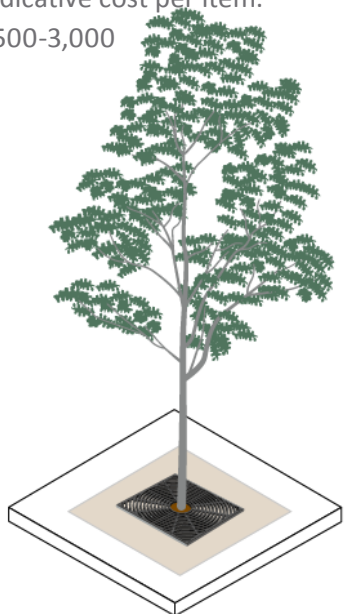
PLANTING IN PLANTERS :

A ways to create a boundary and/or increase greenery and make spaces feel larger.
Indicative cost per item: £1,000-3,000



TREES IN SOIL :

Urban trees with the landscape.
Indicative cost per item: £500-3,000



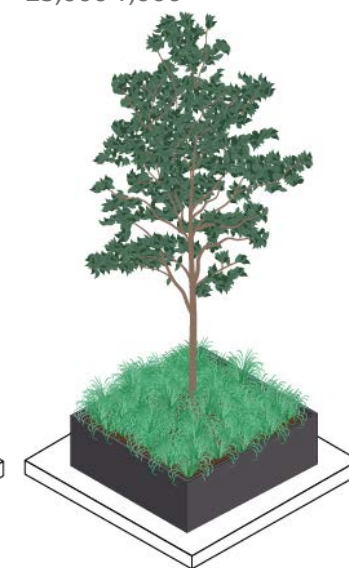
SUDS AND PLANTING :

Manage water runoff from the surface and reduce pollution.
Indicative cost per m²: £300-500



TREES IN PLANTERS :

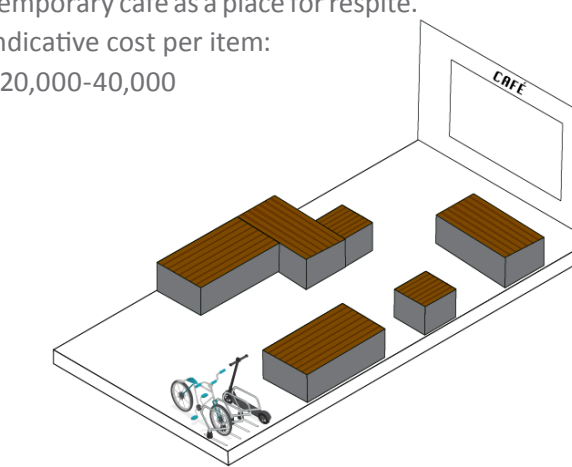
Optimise areas with limited space and provide shade.
Indicative cost per item: £3,000-7,000



CREATION OF MEANWHILE PLACES

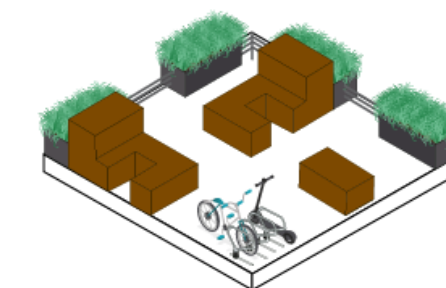
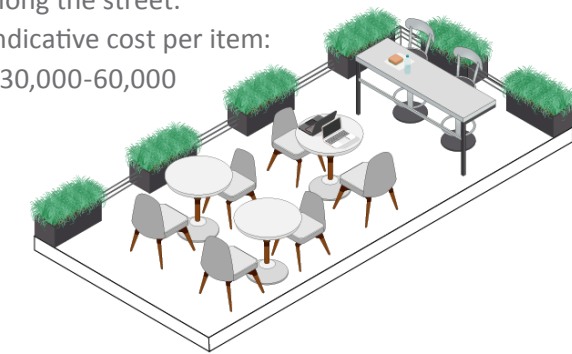
POP-UP CAFE:

Temporary cafe as a place for respite.
Indicative cost per item: £20,000-40,000



PARKLETS:

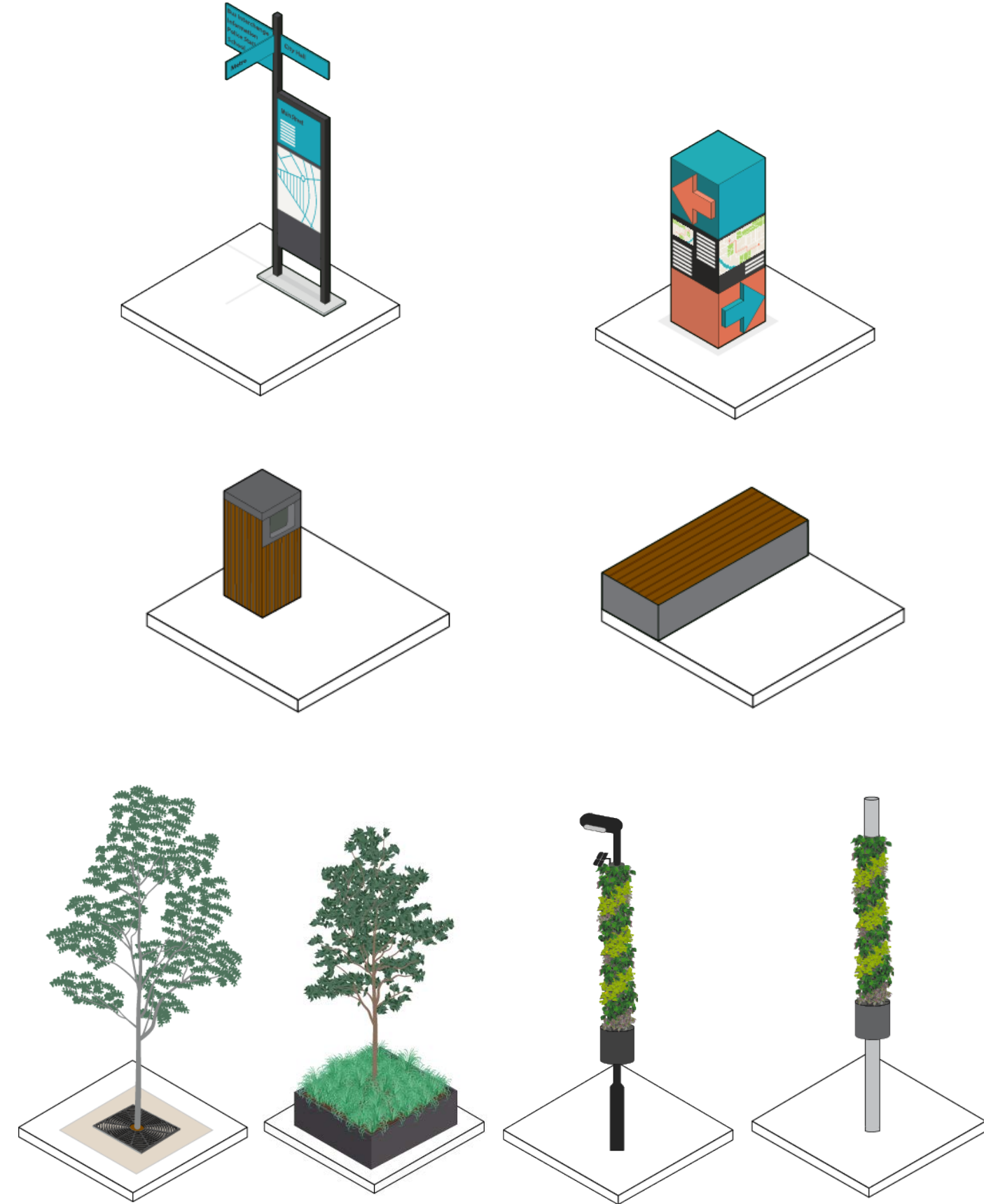
More spill-out space and amenities along the street.
Indicative cost per item: £30,000-60,000



*Please note that these are indicative costs only. Further information about the costing can be found in the Appendix.

Page 20 **02. Priorities -**
Priority features

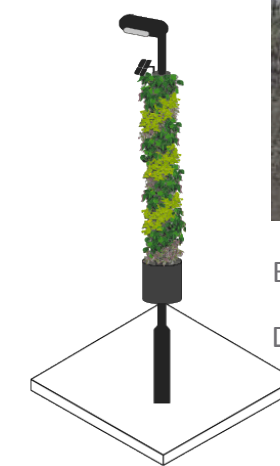
- Black and gold finder post
- Living pillar
- Flag on post or buildings
- Trees in planters
- Timber backless benches
- Seating around trees



Living Pillar ③



EXISTING SITE :
Description: Bare lightpole with minimal utility



PHOTOS FROM SUPPLIER:



PROPOSED:
Product name / code: 'LivingPillar' / NA
Supplier: Scotscape
Cost: Subject to specified order
Contact: <https://www.scotscape.co.uk/contact> (website form only)

Vertical Greening ③



Raised planters around building pillars



wrap around raised planters around building pillars



Raised planters around building pillars



Raised metal, recycled plastic or timber planter options



Modular fibreglass planter options 'wrap around'



Trees in planters ④A ④B ④C



Planting in raised container



Planting in raised container with integrated seating



Planting in raised containers with integrated seating



Possible Street Furniture Suppliers :

- Woodscape
- Street Design

Integrated Seating



EXISTING SITE:

Description: timber bench with iron painted supports

PROPOSED:

Product name / code: Parklet with seating

Cost: Subject to specified order

Contact: <https://www.meristemdesign.co.uk/>
(Number: +44 (0) 20 31376971)

Signage Finger Posts - Traditional



EXISTING SITE:

Description: Bi-directional, black and gold fingers, traditional design



PROPOSED:

Product name / code: 'Traditional Finger Post' / NA

Supplier: Fitzpatrick Woolmer

Cost: Subject to specified order

Contact: <https://www.fwdp.co.uk/product/traditional-fingerpost/> (Number: 01634 711 771)

PHOTOS FROM SUPPLIER

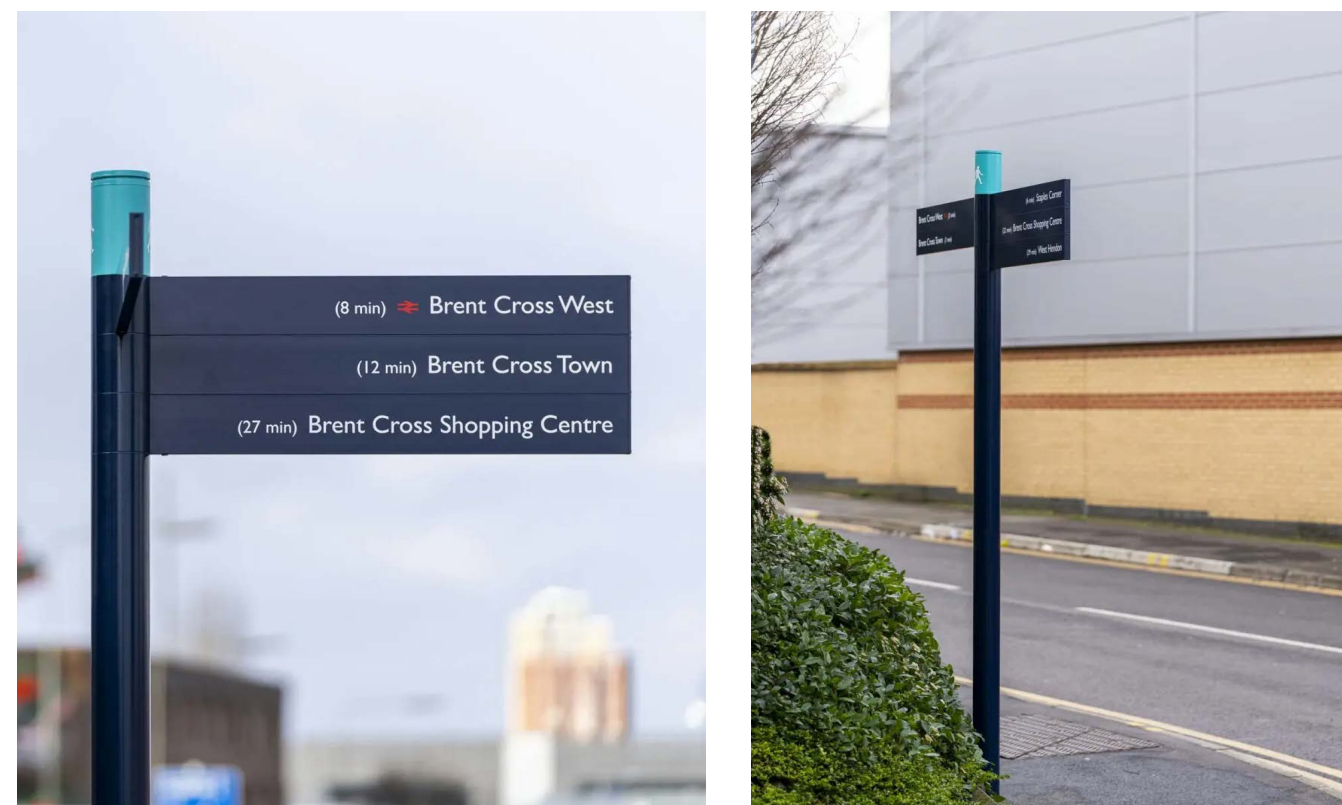


Signage Finger Posts - Modern



EXISTING SITE:
Description: Bi-directional, black and gold fingers, traditional design

PHOTOS FROM SUPPLIER



PROPOSED:
Product name / code: <https://madebylandmark.com/product/venice-fingerpost-sign>
Cost: Subject to specified order
Contact: enquiries@madebylandmark.com

Priority Opportunities Plan - Fore St

As part of the green opportunities, the below plan shows a zoomed in area of Fore St with the greening opportunities included. The plan shows a greener Fore St with opportunities for sitting and wayfinding.



Flag post



EXISTING :

Description: Old flagpole above BETFRED commercial unit.

PHOTOS FROM SUPPLIER:



Product info:

- Durable and long lasting
- vast range of lengths, widths
- Varied choice of material:

Aluminium, Fibreglass, Heavy Duty

Aluminium

PROPOSED:

Product name / code: 'Wall Mount Flagpoles' / NA

Supplier: Flagpole Express

Cost: Subject to specified order

Contact: <https://www.scotscape.co.uk/contact> (website form only)

Potential Suppliers / Furniture Installers

- **Meristem Design** (<https://www.meristemdesign.co.uk/>)

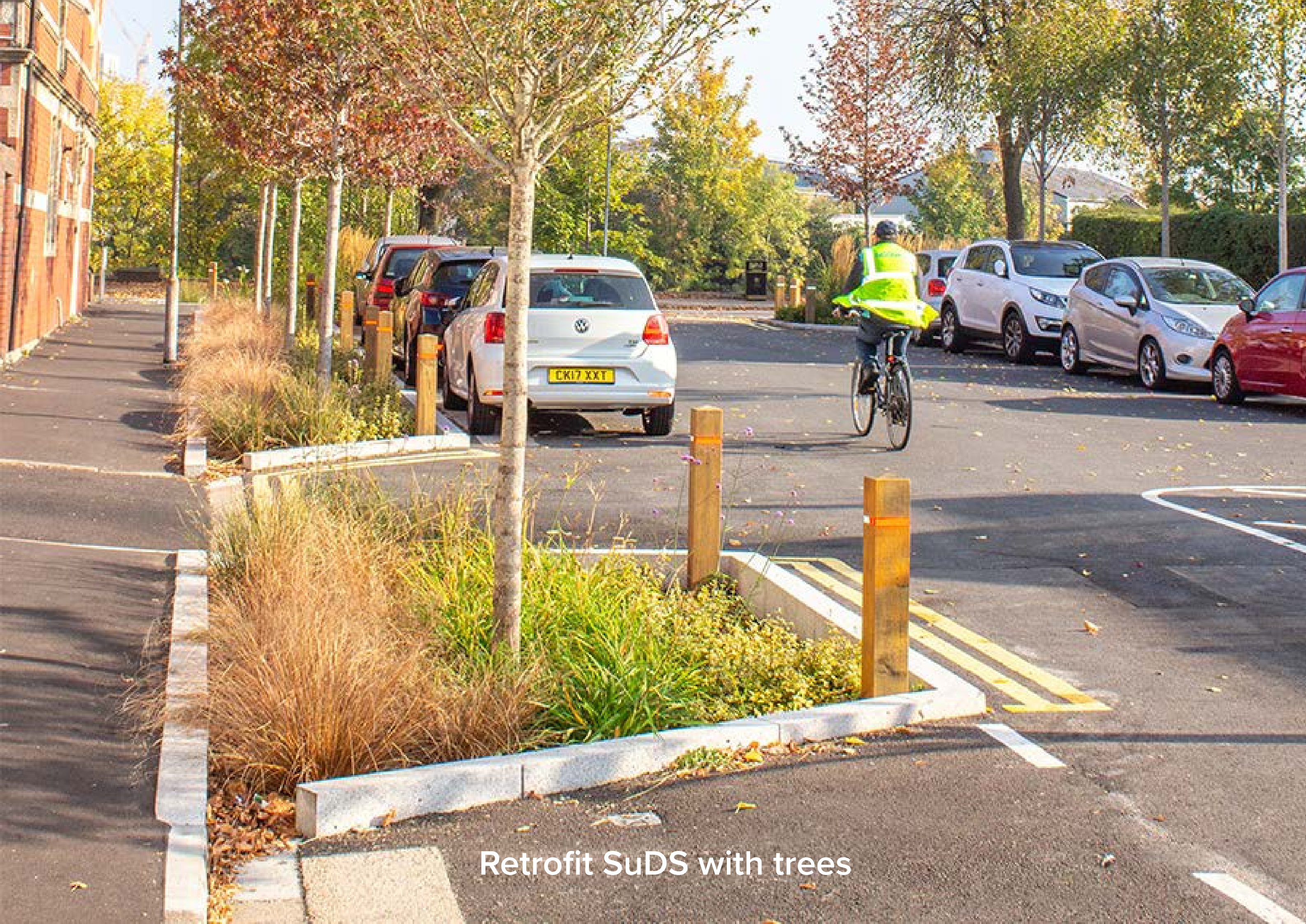
- **Vestre** (<https://vestre.com/uk/>)

- **Street Design** (<https://street-design.com/>)

- **Living Pillars** (<https://www.scotscape.co.uk/our-products/living-pillars>)

NB - Soft landscape works would need to be procured separately and by a specialists.

Longer term aspirations - subject to agreement with highway authority





Retrofit SuDS without trees

theurbanists

Cardiff

The Creative Quarter
8a Morgan Arcade
Cardiff, CF10 1AF

Email

info@theurbanists.net

www.theurbanists.net

Bristol

Studio 410, Generator Building
Finzels Reach
Bristol, BS1 6BX

Phone

029 2023 6133

Agenda Item 6

To receive an update on the Town Centre Street Audit and Accessibility Review and consider any actions and associated expenditure

At our last meeting Richard, Hilary, Julia and myself were asked to review the safety of the street and carry out an audit thereof.

We have now carried out the audit by way of an inspection along with Will Glassup of Cornwall Highways and identified the following issues (pictures below):

1. Two trees at the top south side of Fore Street are of a substantial size and, as a result, the roots have distorted the paving creating an excessive trip hazard. The course of action recommended here is to remove all paving in this area and retain the slabs, for patching elsewhere in Fore Street and replace the slabs with a tarmac surface (perhaps coloured).
2. The same issue exists with the tree to the front of Bandits but the solution here would be to have a three-quarter circle (approx..) seat around the tree so that the root movement is below it and does not extend onto the walkway.
3. A similar solution to 2. above is envisaged for the tree to the front of Morrisons.
4. Several of the street signs were faded and these needed to be replaced and the subcommittee are researching the way finding signage should be upgraded – see separate report.

At the end of our meeting, it was obvious that Will Glassup needed our, and STC support to be able to progress these matters, especially the Health & Safety issues caused by the trees. Would TT support a letter from myself on behalf of TT to endeavour to achieve remedy of the above as a priority?

Put bench back here by Belvoir Lettings to match one nearby



Possible seat around this tree and possibly others to assist with tree roots



CORMAC to clean existing signs, realign wonky ones
Page 28



Check trees for roots that are bringing up pavement (CORMAC)



To receive a report on Saltash promotion and consider any actions and associated expenditure

Notes from previous Town Team meeting held on 9.9.24:

Members discussed a visit Saltash designed leaflet advertising the various ways to travel to Saltash, inclusive of the ferry, beryl bikes and trains.

It was agreed to form a small working group comprising of SM and RB working with the Town Clerk to form a timeline and report back to November's Town Team meeting with options for advertising outputs together with costings.

SB advised Plymouth Boat Trips has offered free advertising space on their website should Members wish to provide content.

Information:

The working group (Cllrs Bickford and Martin) met with the Administration Officer and agreed a similar design to the Totnes leaflet would be suitable. [Please click here to view the design for reference only.](#)

The group formed a specification to request design quotes as follows:

- To create a timeless leaflet, similar in design to the Totnes example.
- The leaflet will briefly showcase key attractions such as the Saltash Regatta, May Fair, Christmas Festival, Saltash Heritage, scenic walks, and the Heritage Trail (including Mary Newman's Cottage and Elliott Stores), Churchtown Reserve, and Blue Plaques.
- It will feature "How to get here" information, covering the station, Plymouth Boat Trips, Beryl bikes, Tamar Bridge, and Red Bus services.
- A colourful drawn map highlighting nearby cities and towns (like Plymouth and Trematon) and points of interest further afield, as well as local cycle routes.

- The design should promote the Jubilee Pontoon, Waterside area, Salt Mill, and other points of interest such as play areas, Town Council assets, and leisure facilities.
- Public conveniences, Saltash Station waiting room and Trackside cafe, Saltash Leisure Centre and other key community links will also be included.
- Importantly, the design must adhere to the Town Council brand guidelines, including the colour palette and font.
- Design to be available digitally via the Town Council website and / or integrated with a website page if possible - <https://www.saltash.gov.uk/visitsaltash.php>
- In addition to the leaflet, Saltash have a heritage walk we'd like to promote, which would be designed in a way that can be replicated in the existing 11 Heritage trail information boards at each heritage location (see on next page a picture of the existing heritage information boards).
- There are 4 Town Map Information Boards located outside Ashtorre Rock, Alexandra car park, Belle Vue car park, leisure centre, where an enlarged map of the town and key would be available to view by residents / visitors.

The above specification points will need to be pulled together by a designer to form a leaflet. **Are there any additional points that Members would like to see included (please be mindful of available space in a leaflet)?**

The leaflets are to be designed for a wide range of users, aiming to enrich their experience and encourage extended stays in the town centre and nearby areas.

They will serve not only as a tourism guide but also as a resource for existing and new residents in developments like Treledan, providing information on local amenities, nearby attractions and sustainable transport options.

Each leaflet can feature a QR code, offering convenient access to additional information through the online Town Visitor Guide.

Town Leaflet, Heritage Trail and Map

Design:

Two approximate quotes for design costs have been obtained for consideration and confirmation of appointment.

[Company A – Click here to view](#)

[Company B – Click here to view](#)

Please Note: The designer costs are approximate for the work quoted. If this threshold is reached and additional changes are requested these would be charged at an hourly rate.

Proposed leaflet design: [Please click here to view the proposed design for reference only.](#)

Proposed leaflet content: [Please click here to view the proposed content](#)

Pictures of Information Boards referred to above for Reference:

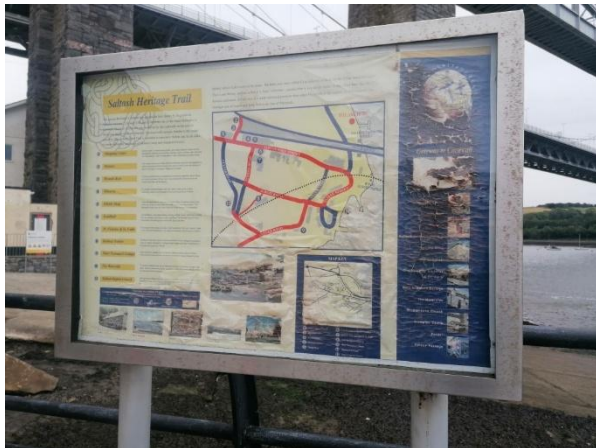


Figure 1 – existing Heritage Trail Information Boards - approximately 11 in total



Figure 2 – Town Map Information Boards - approximately 4 in total

Printing:

One quote has been received for 10,000 leaflets for printing cost reference.

[Click here to view quote.](#)

It would be recommended to pay slightly extra for carbon neutral printing using the printer's green energy resources aligning with the Town Council Business Plan.

Town Visitor Guide

Further information can be linked digitally via an online visitor guide via a QR code.

Example of visitor guide can be found here: <https://online.fliphtml5.com/yikfn/twbq/>

- Funded through advertising of local businesses in Saltash
- Reduced rate offered to the Town Council to advertise a feature piece (double page) cost below
- Endorsed letter issued to businesses on Town Council headed paper to re-affirm the authenticity of collaborating on the guide for the business community
- Content and images are provided by Town Team (the Town Council hold this information already on file). Template provided for input. Town Council branding guidelines must be replicated
- Run on a 2-year cycle

No printing required as QR code on town leaflet can link to the town visitor guide via the Town Council website.

This reduces the amount of printing required, in keeping with the Town Council Business Plan.

Online Advertising

Plymouth Boat Trips have offered to advertise via their website free of charge.

[Visit Tamar Valley](#) offer Membership packages that could be linked to the Town Council Visit Saltash website page once the leaflet and map have been created and provided digitally.

Visit Cornwall, Plymouth Waterside Partnership and Visit Plymouth are possible advertising outlets being explored by the Development and Engagement Officer.

Distribution and additional advertising publications:

Westward Distribution (Plymouth side) - <https://westwardmarketing.co.uk/>

These providers cover a variety of sites such as coach and rail stations, tourist attractions, holiday parks, large family pubs, hotels etc down to smaller guest houses, camp sites, pubs and inns. They recommended against petrol stations due to low pick-up rates, and instead suggest rail stations, bus stations, and tourist information centres, as they serve a higher footfall.

They recommend spreading distribution across the Plymouth and Southwest Devon area, to include PL1-9 and PL19-21. This includes the major sites in Plymouth and the immediate area plus holiday accommodation. Their recommendations are based off work done with Tavistock Town Council which has been successful.

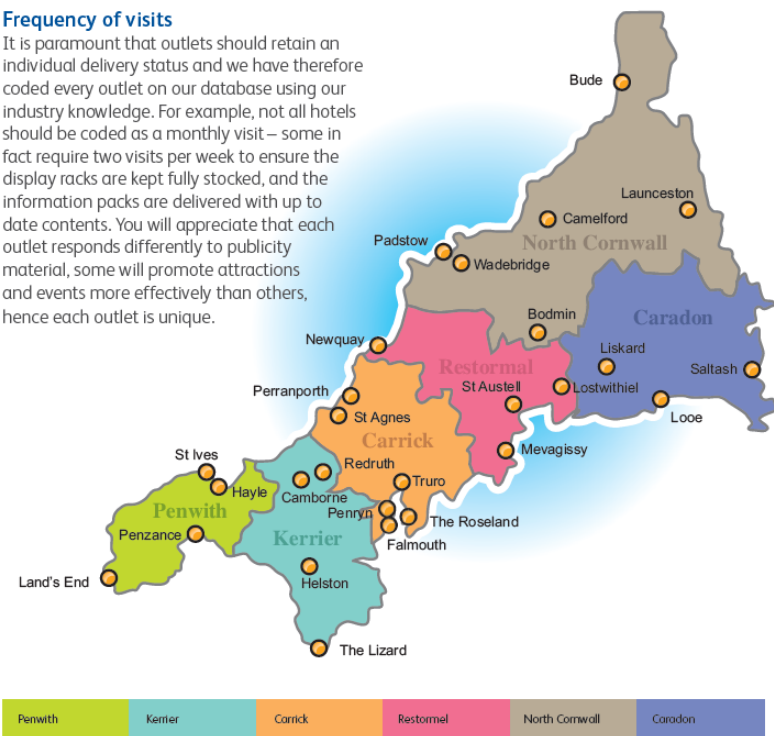
The leaflet would be required to be a DL size (1/3 A4) in size on order to fit their stand slots.

Their minimum price charge for 10,000 leaflets is £375 plus VAT. Please note, their prices for 2025 are being finalised, but it is not anticipated for there to be a high increase, if at all.

Seymac Distribution (Cornwall side) - <https://www.seymacdistribution.com/>

Frequency of visits

It is paramount that outlets should retain an individual delivery status and we have therefore coded every outlet on our database using our industry knowledge. For example, not all hotels should be coded as a monthly visit – some in fact require two visits per week to ensure the display racks are kept fully stocked, and the information packs are delivered with up to date contents. You will appreciate that each outlet responds differently to publicity material, some will promote attractions and events more effectively than others, hence each outlet is unique.



This provider is the sole distributor in the Cornwall Services venue, and all their clients have free access to their mobile phone App (further information below). The different options they provide are as follows:

Option 1:

Leaflet Distribution (Rack and Pack)

The Rack and Pack distribution covers North Cornwall and Caradon from March to October, targeting peak traffic months. Below is a detailed cost breakdown for each region.

Region	Distribution Cost	Leaflets Required	Cost per Leaflet	Audience Statistics / Notes
North Cornwall	£2,747	59,000	£0.0465	The distribution period provides significant regional exposure during high-traffic months, maximizing reach to residents and tourists.
Caradon	£2,427	37,000	£0.0656	

Option 2:

Advertising in Publications

Two key publications offer additional advertising opportunities with extensive reach across Cornwall

Product	Item	Distribution	Annual Print Run / Quantity	Cost	Audience Statistics / Notes
12 Month Advert Half Page	For one and all guide	Full county coverage Rack and Pack	400,000	£1,962	Both publications provide county-wide reach and consistent exposure to residents and visitors. The One and All Guide is especially valuable due to its wide distribution, with the added benefit of a voucher slot in the full-page advertisement for direct engagement.
12 Month Advert Full Page (includes a voucher slot within the guide)				£3,567	
12 Month Advert (140 x 55mm)	Map of Cornwall	Full county rack coverage	200,000	£1,500	
Annual DL leaflet	Cornwall Services Distribution	Full county coverage	3,000	£277	Approximately 877,000 vehicles pass through annually, with 70,000 vehicles per month on average, excluding peak months. Estimated vehicle numbers for July and August are 78,000 and 99,000, respectively. Assuming 3 passengers per vehicle, total annual footfall could reach 2,631,000 individuals.
Annual A5 leaflet			3,000	£347	

As a client of Seymac Distributor access to the App for Cornwall is free, allowing for real-time updates on events and announcements in Saltash or other areas of interest.

App Stats:

- Over 200,000 downloads
- 1,000,000 screen views,
- 12,000,000 event interactions

The App for Cornwall offers valuable digital exposure, allowing real-time engagement and event promotion for Saltash. The high interaction rates suggest strong audience engagement, adding an additional layer of reach.

Feedback Mechanism:

It is important to consider how feedback will be monitored to determine future investment viability into leaflet printing and distribution. The Town Council website is under review and currently does not provide website traffic statistics, therefore Members may wish to consider a QR code generator that will monitor and track audience feedback.

An additional cost for this may apply, the Development and Engagement Officer to provide further information at a future meeting.

Approximate Costings:

Item	Approximate Cost
Town Leaflet, Heritage Trail and Map	From £710 to £1250 Plus possible hourly costs ranging between £25-£50 for multiple changes
Town Visitor Guide	£400
Distribution	From £277
Printing (Minimum 10,000 Leaflets)	£598
Online Membership – Visit Tamar Valley	£215 p.a.

Budget Code: 3121 S106 Waitrose Publicity Funds

Budget Availability: £7,333

Next Steps:

The project has identified the need for the delivery of a co-ordinated publicity campaign. One that will have a lasting impact, providing leaflets to residents and visitors with renewed information boards and a Town Visitor Guide that will be as timeless as possible.

Therefore, to move this project forward, Town Team are asked to consider:

- 1. Confirm the appointment of a designer to undertake work for Leaflet, Heritage Trail and Map (Company A or B as above)**
- 2. Approve the proposed leaflet design and specification for the content (as above)**
- 3. Recommend to the next Full Town Council meeting to support the Town Team project to deliver a co-ordinated publicity campaign, associated cost to be allocated to the S106 Waitrose Publicity Funds**
- 4. Request Full Town Council to approve the use of Town Council owned Heritage Trail and Saltash Town Map information boards to display the redesigned Heritage Trail and Town Map**
- 5. Are there sufficient Town Team Members on the working group to drive the project forward (Richard Bickford/Cllr Martin)**
- 6. Delegate to the Office Manager / Assistant to the Town Clerk liaising with the Town Team working group to continue with the publicity campaign project.**

Map of the Town

Key Points of Interest
(public conveniences, heritage trail, car parks, Town Council assets)

Heritage Trail	Welcome to Saltash	Visit Saltash
Salt Mill	Blue Plaque Trails	Getting to Saltash
Saltash Walks	Historical Saltash	Welcome to Saltash

Timeline for Town Leaflet, Heritage Trail, Map and Visitor Guide

<p>Town Team 11.11.24</p> <p>To confirm the appointment of a designer, leaflet design and content, recommending to FTC to:</p> <ul style="list-style-type: none"> • Support the use of S106 Waitrose Publicity Funds • Endorse the leaflet, map and visitor guide • Approve use of Town Council owned notice boards to display the redesigned Heritage Trail and Town Map 			
<p>Town Leaflet</p> <p>Appoint a designer to work with the Working Group to draft a leaflet design inclusive of digital map and heritage map</p> <p>To be received at January's Town Team meeting</p>	<p>Heritage Trail</p>	<p>Town Map</p>	<p>Visitor Guide</p> <p>Appoint external company to compile a town visitor guide</p> <p>Working group to provide content</p>
<p>Town Team Meeting to be held 13.01.25</p> <p>To review the draft designs</p> <p>Deadline date mid-March 2025, in time for the ferry season 1 April</p>			