

# Public Document Pack

## **Saltash Town Team to be held on Monday 13 January 2025 and 5.30 pm at the Guildhall / Virtually**

**Invitees:** P Ryland (Chairman), C Bailey, S Baker, R Bickford, S Burrows, H Frank, S Gillies, M Griffiths, C Jane, S Lennox-Boyd, S Martin, S Miller, J Peggs, M Richardson, C Thomson and M Worth (Cornwall Councillor), Dawn Joyce (Office Manager / Assistant to the Town Clerk) (Cornwall Council Community Link Officer).

### **Agenda**

1. Health and Safety Announcements.
2. Apologies.
3. Public Questions - A 15-minute period when members of the public may ask questions of the Saltash Town Team.
4. To receive the notes of the Town Team meeting held on 18 December 2024 as a true and correct record. 3 - 11
5. To receive the latest Town Team funding statement and consider any actions. 12 - 13
6. To receive an update on the Saltash promotion project and consider any actions and associated expenditure. 14 - 16
7. To receive an update on the Town Vitality markets, greening and wayfinding project and consider any actions and associated expenditure. 17 - 46
8. A.O.B

9. Date of Next Meeting: 10 February 2025 at 5:30 p.m.

## NOTES

<b>Meeting:</b>	Saltash Town Team
<b>Date and Time:</b>	Wednesday 18 December 2024 - 5.30 pm

<b>Present:</b>	<b>Title/Representing:</b>
R Bickford (RB)	CEPL12
H Frank (HF)	Cornwall Council
C Jane (CJ)	CEPL12
S Burrows	Town Clerk
D Joyce (DJ)	Office Manager / Assistant to the Town Clerk
S Martin (SM)	STC
S Miller (SM)	Chamber
J Peggs (JP)	STC
M Richardson (MR)	Consultant
P Ryland (PR) Chairman	Chamber
M Worth (MW)	Cornwall Councillor

<b>Apologies for absence:</b> S Gillies, M Griffiths, S Lennox-Boyd and C Thomson
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<b>Item</b>	<b>Key / Action Points:</b>	<b>Action by:</b>
1	<p><b><u>To receive the notes of the Town Team meeting held on 11 November 2024 as a true and correct record.</u></b></p> <p>Town Clerk requested an amendment to Agenda Item 7 - To receive a report on Saltash promotion and consider any actions and associated expenditure - Point 1 to include 'Town Visitor Guide'.</p> <p>The amendment was unanimously agreed.</p> <p>Members confirmed the notes are now a true and correct record of the meeting.</p>	<b>DJ</b>

2	<p><b><u>To review the Terms of Reference and consider any actions.</u></b></p> <p>Members received the amended Terms of Reference (ToR) and clarification was sought as to how the Chairman would manage a submitted public question.</p> <p>Members agreed to add – Responses to public questions will be dealt with at the discretion of the Chairman.</p> <p>Members approved the amendments to Town Team ToR and agreed to <b>recommend</b> to Saltash Town Council for approval (as attached).</p>	<p><b>Recommend to FTC</b></p>
3	<p><b><u>To receive the latest Town Team funding statement and consider any actions.</u></b></p> <p>The Chairman informed Members of the additional column to include the latest s106 £100k award to the funding statement.</p> <p>Members noted the Town Team funding statement.</p>	
4	<p><b><u>To receive Saltash Town Council's decision on the markets, greening and wayfinding project and consider any actions and associated expenditure.</u></b></p> <p>Members discussed the Memorial bench relocation with Councillor Julia Peggs raising an enquiry received on the relocation of the bench.</p> <p>The Town Clerk reminded Members that Saltash Town Council set a resolution to relocate the memorial bench at the request of Town Team and asked Members to be mindful of the six month Standing Orders rule.</p> <p>The Chairman requested Councillor Peggs liaise with the resident regarding the matter.</p> <p>Members noted Saltash Town Council's support for the Town Team project and approval for:</p> <ol style="list-style-type: none"> <li>1. The relocation of the memorial bench between Diamond Nails and Bandits,</li> <li>2. The trees in that area to be lightly pruned to accommodate the markets stalls,</li> </ol>	

	<p>3. The bin, subject to Cornwall Council’s approval, to be relocated outside Morrison’s, making good the existing areas,</p> <p>4. To leave in situ the Town Council noticeboard and instead close the top end of Belle Vue Road to accommodate a meaningful market trial.</p> <p>Members acknowledged that previous public consultation had highlighted concerns about road closures and the impact on traffic in Fore Street and bus routes. However, Members were satisfied to proceed with the road closure to the top end of Belle Vue Road only, noting its minimal impact to the surrounding areas.</p> <p>The trial will also enable a more meaningful farmers market experience, allowing for the allocation of 17 stalls. Further communication with the traders is to commence in January providing the details of the next stage of the project and details of the road closure.</p>	
5	<p><b><u>To receive a funding report on the markets, greening and wayfinding project and consider any actions and associated expenditure.</u></b></p> <p>Mel Richardson provided a verbal overview of the report received and contained within the reports pack.</p> <p>Mel confirmed that trader communications are being planned for January, with Councillors Frank and Peggs volunteering to assist with visits on the day. The aim is to encourage traders to actively monitor the project's success and share feedback on footfall and income throughout the six-month trial period.</p> <p>Members requested conversations to be had with adjacent shops to Belle Vue Road as it was identified the loading bay that will be impacted by the road closure is used regularly for deliveries.</p> <p>Members reviewed the associated costs contained within the circulated reports pack for delivering the markets, greening, and wayfinding project. They agreed in principle, to allocate approximately £40,000 from the S106 funding to support the project. However, this decision is</p>	<p><b>HF / JP / MR</b></p>

	<p>subject to further discussions and consideration following the completion of the tender process, at which time individual items may need to be reviewed based on the total costs.</p> <p>Members discussed the attendance of stallholders, emphasising the importance of prioritising quality (farmers markets) and giving preference to local organisations.</p> <p>The Chairman agreed to convey these expectations to Diverse Events.</p> <p>The Town Clerk confirmed that Diverse Events have submitted the Event Notification Form and traffic Management Signage Scheme to Cornwall Council Event Planning, meeting the required 12-week lead time.</p> <p>Diverse Events will now continue to work on the Event Management Plan and Traffic Management Plan.</p>	PR
6	<p><b><u>To review future Town Team meetings and consider any actions.</u></b></p> <p>Members discussed the need for additional meeting dates to ensure project delivery by the end of March. It was agreed to schedule an additional meeting on 10 February 2025, subject to confirmation if required.</p> <p>The Terms of Reference allow for a meeting to be called at the Chairman's discretion should the need arise.</p>	ALL
7	<p><b><u>A.O.B</u></b></p> <p>The Town Clerk has contacted Cornwall Council Officers to request an extension on the funding parameters, noting that while funds will be committed and suppliers contracted, some invoices may not be processed by the deadline of 31 March 2025.</p> <p>Members emphasised the importance of advertising the tender application without delay.</p>	

	<p>Mel confirmed that she is awaiting the Urbanists technical information to include in the tender pack and will proceed with advertising as soon as possible.</p> <p>With Christmas approaching, the timing of the tender advertisement is crucial.</p> <p>The Town Clerk also advised ensuring sufficient time is allocated for applicants to respond making it a fair process for everyone.</p>	<p><b>MR/SB</b></p>
<p>8</p>	<p><b><u>Date of Next Meeting: Monday 13 January 2025 at 5:30pm</u></b></p> <p>Monday 13 January 2025 at 5:30p.m.</p> <p>Meeting ended at 6.25p.m.</p>	

## WORKING TOGETHER FOR OUR COMMUNITY



### Terms of Reference Saltash Town Team

**The aim of the Saltash Town Team is to provide co-ordination of development activity within the town centre; In doing so helping to improve the economic, social and environmental revitalisation of the town centre – making Saltash a better place to live, work, visit and enjoy.**

**Membership:** Three Saltash Town Councillors (One of which to be the Chairman of Saltash Town Council Town Vision Sub Committee, Vice Chairman of Town Vision to be a substitute)

Three Cornwall Councillors (one from each division in Saltash)

Three Saltash Chamber of Commerce members (one Member to be a reserve substitute)

Three members CEPL12 (one Member to be a reserve substitute)

Advisory/non-voting members – STC Town Clerk and Cornwall Council Community Link Officer (when required)

This is the current list but additional members/officers could be asked to attend if a wider range of advice on a certain project might be required.

**Quorum:** Meetings will be postponed if:

50% or more of members indicate, prior to the meeting that they are unable to attend.

If one, or more, of the Membership organisations is not represented.



**Decision Making:** If voting on matters, Town Team will aim to reach consensus decisions, however, it will operate on the basis of one member one vote. In the case of a tie, the Chairman will hold a casting vote.

**Chairmanship:** The Chairman to be appointed annually – May to May.

In the absence of the Chairman a Member of Town Team is to be appointed to Chair that meeting only.

**Frequency of Meetings:** The Town Team will meet bi-monthly on the 2nd Monday of the month at 5.30pm, or as required.

**Venue:** The Guildhall / **Virtual**

**Administration:** Admin support for the group will be provided by Saltash Town Council.

**Public Questions** Members of the public may ask questions of the Town Team by submitting in writing via email to [enquiries@saltash.gov.uk](mailto:enquiries@saltash.gov.uk) or the Guildhall no later than 48 hours prior to the start of the meeting.

Responses to public questions will be dealt with at the discretion of the Chairman.

**Reports to:** Saltash Town Council as the accountable body. All financial arrangements will be directed by the standing orders and financial regulations of the Town Council and when projects are requiring confirmation and support and financial overseeing.

### **Detailed Terms of Reference and Aims of the Saltash Town Team**

1. To bring together stakeholders, private and public sectors in the town to work in partnership and to co-ordinate their activities towards a common goal.
2. To collate information to help inform decisions.
3. To formulate a shared understanding for carrying out improvements for the benefit of all stakeholders. As appropriate, to identify and prioritise projects to

improve the economic, social and environmental revitalisation of the Town and for its long-term benefits.

4. To help co-ordinate and implement the activities of those who provide services within the town.
5. To seek and/or assist with funding of initiatives for the benefit of Saltash.
6. To work in accept and acknowledge there is a partnership, and actively strive for cohesion within all stakeholders, public and private sector all members of the team, working together for the benefits of the Saltash community.
7. To offer a forum whereby community groups, residents and private sector companies can seek advice/feedback on their emerging projects within Saltash. In addition, to engage with the community for the benefit thereof.
8. To provide a forum whereby Members of the group can help to ensure co-ordination between existing and emerging projects.
9. To give time or resources towards identified projects, and to establish task and finish groups, as appropriate.
10. To agree to use an innovative and professional approach for the benefit of Saltash.
11. To work in accordance with the principles of the Saltash Neighbourhood Plan.
12. The Members shall publicly support the Town Team in a positive way, and support funding applications
13. The Members shall help plan, review and refine activities based on their knowledge and expertise.
14. The Members shall listen to and respect the views of other members of the Town Team.
15. To publish all agendas and notes on the Town Council website to ensure community engagement and transparency is met at all times.
16. Securing investment to further the Town Team vision and in partnership with the strategic priorities of the Town Council as outlined in their Business Plan.

17. To continue to improve the profile of Saltash, 'the Gateway to Cornwall' creating a more prosperous, welcoming, green and attractive Town Centre for local people and visitors to enjoy
18. Working in partnership with other organisations, STT want to build on the town's strengths, address the weaknesses, realise new opportunities and mitigate any threats to the long-term prosperity of the Town Centre.

# Agenda Item 5

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	S106 £100k	Notes
				<b>Deadline for all grant to be spent</b>		31/03/2025		
				Funding from Cornwall Council	£84,000.00			
28/05/2024				Funding from Cornwall Council (TAF)		£7,500.00		<b>TAF Funding Payment Schedule</b>
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) £10,500 - Within a reasonable timeframe of delivery of all <b>Grant outcomes</b>
07/10/2022	5385	INVOICE JANUARY 2023	Mel Richardson Consultancy	Consultancy Work	-£2,100.00			
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			
30/09/2022	N/A	Journal No. 38985	Internal STC	Admin Support - Aug/Sept 2022	-£228.57			<b>Grant Outcomes</b>
31/10/2022	N/A	Journal No. 39313	Internal STC	Admin Support - October 2022	-£139.95			1) Send to CC any relevant docs for project
30/11/2022	N/A	Journal No. 39314	Internal STC	Admin Support - November 2022	-£110.90			2) Evidence of consultation with businesses and residents of Fore Street
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			<b>TDF Funding Payment Schedule</b>
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 <b>schedule 3</b> £15,000 - Within reasonable timeframe of provision of evidence of targets reached per <b>schedule 3</b>
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			<b>Schedule 3</b>
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			
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		



**To receive an update on the Saltash promotion project and consider any actions and associated expenditure.**

The working group appointed and met with a designer prior to the festive break. Clarification of the project and its aims were relayed to the designer for them to create the necessary artwork for the following items:

- Town Leaflet
- Heritage Trail Noticeboards
- Car Park Maps

Since the group's initial report to the Town Team, some minor adjustments have been made to the content (see Appendix A attached).

A Town Visitor Guide has also been commissioned with an external company. A signed and endorsed letter from the Town Council has been included in the Media Pack and will be distributed within the Saltash Business Community to encourage those interested in advertising in the guide.

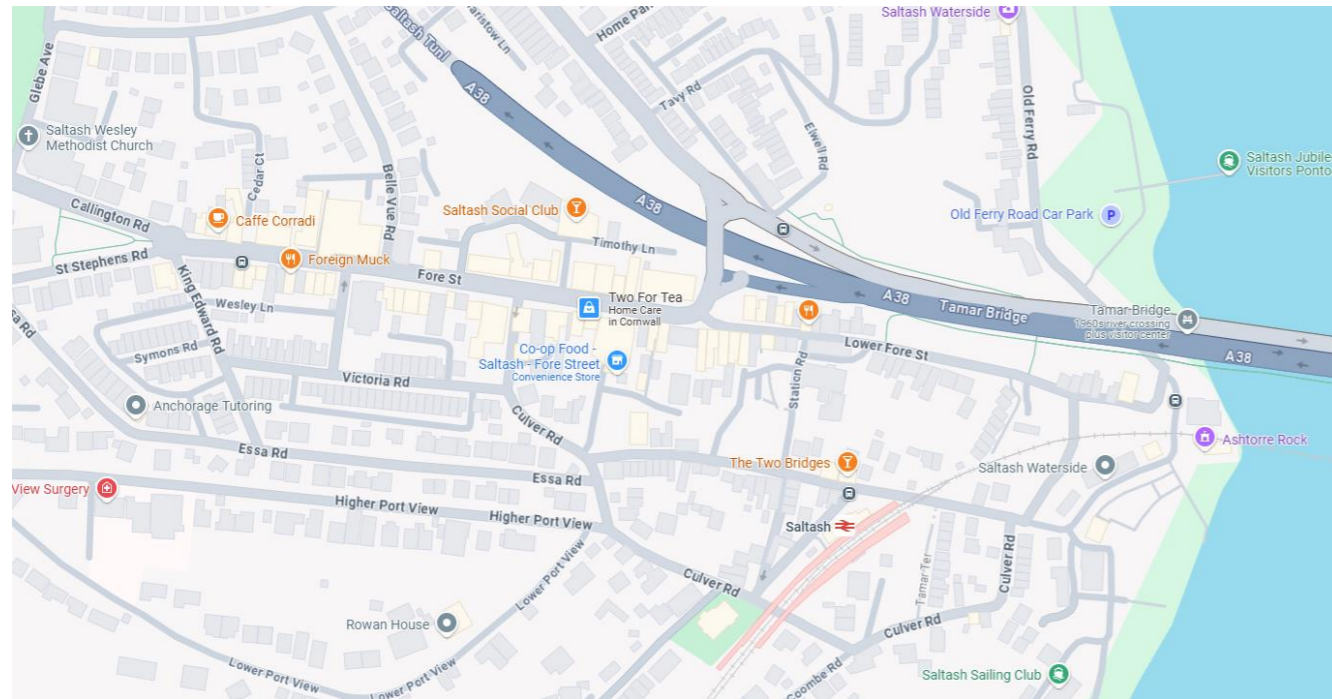
The Town Team will continue to advance the project and will provide updates after reviewing any draft designs received.

**End of report**

**Office Manager / Assistant to the Town Clerk**

## Map of the Town

Google map of catchment area required



**Icons:** Guildhall Building, Library Building

**Generic Symbols:** P for Parking, WC for Public Conveniences

**Artwork Symbols:** Activity on river - swans / gig rowing

## 24 Key Points of Interest

1. Public conveniences
2. Car parks
3. Guildhall
4. Isambard House / Railway Station
5. Leisure Centre
6. Mary Newman's Cottage
7. Brunel Green, Jubilee Green and Waterside Green
8. Jubilee Pontoon
9. Churchtown Farm Nature Reserve
10. Statue of Anne Glanville and Isambard Kingdom Brunel
11. Brunel Statue
12. Royal Albert Bridge and Tamar Bridge
13. Saltash Heritage Museum and Elliott's Stores
14. Longstone Park / Bowling Club
15. Victoria Gardens
16. Memorial Peace Gardens
17. Heritage Trail
18. Post Office
19. Banking Hub
20. Library Hub
21. Cornish Cross and Elwell Woods
22. Ferryman Statue / Mosaics / Turner Painting
23. Tincombe
24. Blue Plaque Trail



### 7 – Churchtown Farm Nature Reserve

Attached to email is an example map of walk to simplify and re-recreate if possible.



### 4 - Saltash Festivals and Events

May Fair  
Regatta  
Sea songs and Shanties  
Christmas Festival

Refer / QR code to Visitors Guide



### 1 - Visit Saltash / Front Page of DL Leaflet



### 8 – Coombe Woods to Anthony Passage

Provide maps with route detailed on them



### 5 – Leisure, Art and Open Green Spaces

- Mosaics
- Leisure Centre
- Ferryman Sculpture
- Union Mural
- Memorial Peace Garden
- Longstone Park
- Jubilee Green
- Victoria Gardens
- Blue Plaques



### 2 - Getting to Saltash

- Cycle routes
- Bus
- Rail connections
- Boat
- Car (include parking app)
- By Foot



### 9 – Saltmill from Elwell Woods

More walks on STC website  
Provide maps with route detailed on them



### 6 - Historical Saltash

- Royal Albert Bridge
- Mary Newmans Cottage
- Elliott's Store
- Saltash Heritage Museum
- Royal Albert Bridge Bench
- Turners Painting
- Heritage Trail



### 3 - Welcome to Saltash – Not just the Gateway to Cornwall





# Saltash Town Team

Working in partnership with

## The Saltash Town Guide 2025-2027

The Saltash Town Guide will be the official Town guide published in partnership between the Saltash Town Team and Saltash Town Council. Aimed at residents and visitors to the area the guide will be a valuable town asset.



The guide will provide need-to-know information on all things Saltash, from the history of the town, the thriving business community and events.

Content will be carefully sourced to reflect the beautiful surrounding area, historical town and the town's amenities and feature some fitting photography to show Saltash at its best.

3000 Copies of the guide will be printed, and distributed through the Town Team and Town Council networks and the guide is free to all, providing a vital, accessible resource for Saltash. There will also be a digital edition of the guide, available through the Town Council website.



## Advertising

Also included within the Guide will be advertising opportunities for businesses and organisations to showcase their products and services alongside the Town Council. Here are some more details on what the guide has to offer potential advertisers:

- Estimated 15,000 readers (5 x print run)
- Fresh new design for 2025
- 2 year shelf life
- Strong brand association

### Advertising Rates

Full Page:	£600.00	Outside Back Cover:	£750.00
Half Page:	£375.00	Inside Front Cover:	£700.00
Quarter Page:	£250.00	Inside Back Cover:	£650.00

*All rates subject to VAT. All bookings subject to 25% deposit payment.*

To advertise contact Steve Carroll at Bamboo House Publishing:  
E: [steve@bamboohouse.co.uk](mailto:steve@bamboohouse.co.uk) T: 07971 786248



To whom it may concern,

I am writing with regard to new Advertising opportunities in the forthcoming, Saltash Town Guide, the official publication produced on behalf of Saltash Town Team working in partnership with Saltash Town Council.

The new guide will be distributed through Saltash Town Team and Saltash Town Council network.


The publication will aim at keeping readers informed on all things Saltash through informed editorial and eye-catching design. The guide will be aimed at local residents and visitors alike, giving it a unique, focused readership of positive minded readers.

Saltash Town Team is pleased to announce the launch of the newly designed Town Guide and is confident you'll be as excited about it as we are.

This publication includes exclusive opportunities for Saltash businesses to feature through advertising. As space is limited, we encourage you to express your interest promptly to secure your place in this exciting project.

For further information about advertising options and other details, please contact Steve Carroll at our publishing partners Bamboo House Publishing directly on 07971 786248 or email [steve@bamboohouse.co.uk](mailto:steve@bamboohouse.co.uk).

Yours sincerely



Sinead Burrows

Town Clerk / Responsible Finance Officer



## **To receive an update on the Town Vitality markets, greening and wayfinding project and consider any actions and associated expenditure**

### Markets:

Diverse Events have been appointed to deliver the planning, delivery, onsite management and road closures for the market trials between March and August 2025 under the TDF, TAF, s106 funded project.

Attached is a very rough not 100% to scale draft proposed layout. It includes the nine 3m x 3m gazebo traders in Belle Vue Road and the eight tabletop traders, totalling 17 traders. Diverse Events have pushed one of the gazebos back against the Superdrug wall, this is to help with having as clear walkways as possible through the area. They are fairly sure Superdrug don't have a pavement licence and doesn't utilise this space but are checking with Cornwall Council.

The closure requested is from the junction of Fore Street down to number 10 Belle Vue Road. This is just before the garages and does fully include the loading bays. There is no opportunity to reduce the closure, Diverse Events need a bit of leeway to move those that park in the loading bay or on double yellows before the traders arrive to setup. Temporary loading bays will be located just beyond the closure in Belle Vue Road, there is plenty of space between the closure and the car park. Traders affected will be notified.

The Blitz Memorial Bench is not to be relocated at this stage – see attached report to Saltash Town Council. The Saltash Town Council notice board will remain in its current position for the trials as previously agreed. The bin will be relocated and the low tree branches pruned.

The markets are to be held on 15 March, 19 April, 17 May, 21 June, 19 July and 16 August 2025, 10am to 3pm and monitored each month should any changes be required.

Diverse Events submitted the Event Notification Form and Traffic Management Signage Scheme to Cornwall Council Event Planning prior to the Christmas holidays. No further updates received. Part of the road closure will include Diverse Events letter dropping the immediate properties, so they have their contact details.

At previous Town Team meetings it was discussed that 'farmers markets' (fresh bread, fruit, fishmongers, veg etc) is what was needed. Diverse Events have confirmed, fresh food items are hard to source for an untested market due to the high risk to their business. If their fresh items do not sell, they end up in the bin, however, they will do what they can to achieve this.

Diverse Events have invited a number of hand-picked local traders to the free market trial. On the next page is a list of traders. They currently have the following businesses booked in:

1. Home Farm Cornwall - Artisan cheeseboard preserves, duck eggs, hen eggs
2. North Cornwall Chilli Farm - Chilli items: plants/sea salt/seeds/chocolate/sauce/jam
3. Studio7b - Tie dyed products
4. Pawsitively Peaceful - Pet friendly candles, wax melts, diffusers
5. Saffron Grove - Handmade bags
6. Past to Present - Variety of interior products: signs, stars, lights

Diverse Events have created a basic leaflet that they will be using to market to traders, see attached further information for noting.

<b>Business Name</b>	<b>Product</b>	<b>Booked</b>	<b>Type</b>
D&M Gifts	Handmade Plaques		
RugsyLugsy	Home and Giftware from reclaimed wood		
JoJo Designs	Bags made out of upcycled sails & buoyancy aids		
Studio 7b	Tie dyed products	True	Gazebo
Home for Tweets	Hand painted bird houses		
Tamar Valley Honey	Honey & Beeswax products of the hive		
Glastonbury Cheese	Artisan West Country Cheeses		
Lucifer's Creations	Handmade items: sandwich wraps, headbands, bags, jewellery		
Sandy Paws Designs	Sea glass, recycled glass, wooden art, jewellery and gifts		
Earthbound Treasures	Handmade leather journals, handmade leather bags, handmade hemp bags, molten glass on wood, recycled glass		
Dreaming Otter Designs	Lazer cut and engraved gifts. Sublimated printed gifts, embroidered gifts		
Gifts & Things	Wooden boxes, jewellery boxes, ornaments, clocks		
Lasering Crafts	Laser cut gifts, bespoke items		
Clouds of Art	Hand marbled fabric items such as silk scarves and ties		
The Tamar Valley Candle Company	Handmade luxury candles		
Montania Designs	Handmade gifts, jewellery, clothing		
Nabs Rocks	Crystals, salt rocks		
North Cornwall Chilli Farm	Chilli plants, chilli seed gift boxes, chilli chocolate	True	Table
Tamar Grow Local CIC	Local food produce		
Home Farm Cornwall	Award winning preserves		
Molyneaux Wire Weaves	Handmade jewellery		
Saffron Grove	Handmade bags		
Mr Adam Toft	Own handmade wooden creatures & rustic furniture		
Vintage 72 toys	Retail collectible & vintage toys & games		
Pawsitively Peaceful	Calming & relaxing products for pets	True	Gazebo

### Greening and Wayfinding:

The project to deliver a combination of the following on Fore Street as per the information and visuals received at Town Team meetings:

- **Wayfinding/Interpretation including using Cornish Language**  
Signs that complement existing finger posts hence black and gold – exact features to be signed still need to be decided. Location of the finger posts are indicated on the annotated map
- **Visual Impact where pavement is too narrow (living pillars)**  
Living pillars to make streetscape more attractive where narrow pavements prevent installation of planters
- **Use of pillars from Morrisons down Fore Street for climbers/plants in planters with height**  
Use pillars for some innovative planting to break up monotony of streetscape
- **Trees in planters with impact**  
Allow for best visual impact by considering larger plants/trees in planters; will also save on extensive maintenance

Cornwall Council Highways have been consulted with and they are in principle happy with the proposals presented and will be regularly consulted as the project progresses. The Urbanists will also be liaising with Diverse Events.

Tender brief for the Planting, Signage and Wayfinding elements has been issued and is on contracts finder in line with Saltash Town Council's financial regulations - **Fore Street Public Realm Project**. See procurement section.

A formal application has been prepared for s106 funding of £40K agreed by Saltash Town Team on 18<sup>th</sup> December subject to tender responses with a meeting arranged to discuss the next steps.

### Marketing and Communication:

Regarding a marketing plan to promote the market trial, see attached further information for Members consideration. Saltash TC will undertake this part of the project on behalf of Saltash TT. It is important the draft marketing plan is signed off this evening to allow sufficient time for the plan to be delivered.

Thank you, Members, for the approval of the attached leaflet delivered to Fore Street traders on 13 January 2025.

Mel and Freya are to deliver the attached leaflet to the traders on 13 January 2025 and at the same time provide an update on the overall project, this is part of our ongoing communication with the traders.

If Fore Street traders are interested in a stall, they will be directed to Diverse Events to avoid booking errors etc. However, we are of the understanding that the stalls are to compliment the traders and assist with additional footfall.

We hope that traders will take the opportunity to dress their shop window, move out to the pavement where possible (subject to CC approval), have special offers etc.

Mel Richardson is to provide a verbal update of the delivery of leaflets at the Town Team meeting.

#### Procurement Process:

The tender specification, as attached for the planting and wayfinding element of the project, went live on Contracts Finder, Town Council website, social media, town notice board, on 23 December 2024. Closing date 17 January.

To date, there have been two enquiries, both actioned by Mel Richardson Consultancy.

Tender opening, scoring and recommended appointment is to take place at the Guildhall on Thursday 23 January at 10.30am.

Saltash Town Council Standing Orders Section 19.4.5 states:

‘Tenders shall be opened by the Proper Officer in the presence of at least one Councillor after the deadline for submission of tenders has passed’.

The Town Clerk will be in attendance together with Mel Richardson Consultancy and The Urbanist, to undertake the administration process, procurement due diligence and advise, as required. We will not form part of the scoring process or recommendation.

It is recommended that a Town Councillor forms part of the tender panel together with a maximum of 2 Town Team Members, making it 3 Members in total.

Scoring sheets are to be prepared and circulated with instructions closer to the date.

#### Town Delivery / Town Accelerator Funding:

An email was sent to Emily Kent, Head of Inclusive Growth and Skills, requesting an extension to the TDF and TAF funding.

Victoria Hall responded:

Thank you for your update. It's great to hear that the Town Team has made significant progress despite the challenges. It's also encouraging to know that additional funding has been secured through s106, which will undoubtedly help in ensuring the project's success.

Currently, there is no scope to extend the deadline for the spend, which remains set for 31 March 2025, as per the terms and conditions of the grant.

That said, I'd be happy to have a discussion about any adjustments that could be made to the planned outcomes to ensure that the spend deadline is met. Could you please provide further details on which aspects of the project may not be completed on time so that we can discuss alternative ways to align the project with the funding requirements?

Is there much flexibility around the other funding that you received? I wondered whether there might be scope to adjust some of the outcomes expected between the two sources of funding so that the TCRF funds could be spent sooner and the spend on some of the other funding deferred (if the deadline for spend on that funding is later)?



Happy to discuss this if you think that would be helpful? I'm working on and off over Christmas, so feel free to reach out if you're working and we can put something in the diary. If not, I've put in a calendar reminder to follow up in the new year.

Best wishes, Vicky

On reflection, it makes sense to utilise the TDF and TAF now, to pay for the following services:

- Diverse Events
- Mel Richardson Consultancy
- The Urbanists
- Part payment to the wayfinding/signage and planting works that will have been ordered/under construction by the end of March

All of which, will have delivered before the end of March, and use the s106 funds (more flexibility) to cover the majority of cost for the appointed contractor to deliver the greening and wayfinding elements of the project.

Further to this, to date, Saltash TC have received £7,500 from TDF payment schedule as follows:

<b>Tranche</b>	<b>Amount</b>
Within a reasonable timeframe upon signing of this agreement	£7,500

Saltash TC are yet to receive £10,500 from TAF payment schedule as follows:

<b>Timescale</b>	<b>Amount</b>
Within a reasonable timeframe of signing the Grant Offer letter	£10,500

The TAF has been chased together with advice on what the process is for making a claim in line with the rest of the payment schedule:

TDF Payment Schedule:

Further payment in accordance with Schedule 3	£7,500
Final payment within a reasonable timeframe of provision of evidence of targets reached per schedule 3 (including targets agreed at a later date)	£15,000

TAF Payment Schedule:

Within a reasonable timeframe of delivery of all Grant outcomes	£10,500
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**End of Report**

**Town Clerk / RFO**



**To receive a draft marketing strategy for Saltash Town Team's Market Trial  
2025, to include Facebook, Instagram, and LinkedIn**

**Report to:** Town Team

**Date of Report:** 08/01/2025

**Officer Writing the Report:** Development and Engagement Manager

**Pursuant to:** Town Vitality Markets

**Officers Recommendations**

Members are asked to consider the following:

- If they approve of the marketing strategy within this report.
- If approved, what elements of the marketing strategy they would like the Development and Engagement Manager to focus on.
- If the marketing strategy should be boosted on social media through paid advertising.

**Report Summary**

This report will cover the marketing strategy for the promotion of the market trial that commences March 1<sup>st</sup>, 2025. The report will contain the following:

- Marketing strategy: Phase 1, 2, 3 and 4
- Draft examples of social media posts and videos that can be used
- Rough timescales and frequencies for the posts/videos
- Recommendations on a wider reach of marketing channels/methods

**Please note**, these examples are in draft form and are used to show how the content could look. If the design and strategy is agreed, further research will be done to tidy up the designs/wording, as well as outreach to chosen marketing channels.

This marketing plan will leverage STC's social media channels and engage with local press to expand its presence across Plymouth and nearby towns in Cornwall. By generating excitement on social media and through local media coverage, the goal is to inspire both Saltash residents and visitors from surrounding areas to visit our high street and experience our markets.

## **Budgets**

Please see below costs within this marketing strategy.

<b>Item</b>	<b>Amount</b>	<b>Costs</b>	<b>Total</b>
Social media boosted advertisement	X3 per month (for January and February)	£10 per advertisements	£60
Posters	X6 for general noticeboards	Printed in house	£0
Posters (for community groups and shops)	X200	Printed in house	£0

**Budget Availability:** £1918.00

**Budget Codes:** 6301 Stationery / Postage / Printing

**Officers Signature:**



**Please see below for the draft marketing strategy.**

## **Marketing Strategy**

### **Phase 1: Social Media Teasers: Facebook, Instagram & LinkedIn**

Start promoting the market in the lead-up to the launch. The goal here is to build curiosity and excitement around the event.

**Timeframe:** January

- January – post social media teasers about the markets (as seen in the images/video below) to create a sense of anticipation around the market launch.
- Mid-January - Post an official announcement about the markets via all social media platforms, press release, and our website, adhering to STC's Communication Policy and Strategy, and STC's Social Media Policy.
- Design posters and distribute around Saltash's notice boards, adhering to STC's noticeboard policy. **Please refer to Appendix 1** for an example of the poster design.

**Frequency:** Only use the teaser videos on social media stories x3 a week: Monday, Wednesday & Friday

**Please note,** the logos used in these designs are STC and CC in accordance with the funding guidelines.

**Teaser Video:** [Saltash Market Teaser Video.mp4](#)

**Please refer to Appendix 2** for video frame images.

**Event Announcement:** Facebook, Instagram & LinkedIn (Launch mid-January)

### Video Example:

Please click on this link to see the video example: [Saltash Market Trial \(Facebook Video\) \(2\).mp4](#)

### Facebook Post Example:

✨ Exciting News for Saltash! ✨

With grant funding secured from Cornwall Council, Saltash Town Team working alongside Saltash Town Council, are thrilled to announce the launch of our Saltash Market Trials on March 1st, 2025! 📅

Join us on Fore Street, outside Superdrug, to discover a fantastic selection of produce from local suppliers and businesses 🥕 🥔 🏠

This is a great opportunity to support the local community and enjoy fresh, high-quality products. 🤝 If the trial is a success, we'll be making it a regular feature, bringing even more wonderful local goods to our town. ❤️ Come down, show your support, and help us make this new market a permanent part of Saltash!

#TownTeam #CornwallCouncil #SaltashMarket #SupportLocal #FreshProduce  
#CommunityFirst #SaltashEvents #LocalBusinesses



**Phase 2:**  
**Excitement**  
**Engagement**

**Generate**  
**and**

In February, increase engagement and provide more details about the traders, products, and experiences people can expect at the market.

**Timeframe:** Late-January – Mid February

**Frequency:** 2-3 times a week, making sure to post a variety of content and avoid repetition. This can be a mixture of timeline posts and stories.

#### Further Engagement Ideas for Consideration

##### **Trader Spotlights**

- Introduce each local trader via social media posts and short video clips. Showcase their products, stories, and what makes them unique.
- Highlight the variety of offerings (food, handmade goods, art, crafts, vintage items, etc.) to build interest in the range of products available.

##### **Interactive Content**

- Create polls, quizzes, or sneak peek contests on social media that encourage people to guess what traders will be there or to vote on their favourite products.
- Launch a hashtag like #SaltashMarket to create a sense of community and encourage user-generated content.
- Encourage visitors to share our social media posts, or create and tag us in their own, through use of interactive content.

##### **Press Push & Event Reminders**

- Re-engage local media with a press release that focuses on the grand opening.
- If possible, engage local Saltash community groups to visit the market.

#### **Phase 3: During and Post Market Trial**

This will be the final push to ensure a full opening day and sustained interest in the trial period.

**Timeframe:** Mid-February – March 1st

**Frequency:** 2-3 times a week, making sure to post a variety of content and avoid repetition. This can be a mixture of timeline posts and stories.

### **Countdown Posts**

In the final week leading up to March 1st, post countdown reminders. Show a mix of content reminders of what's on offer, trader profiles, special promotions, and snippets of the market setup. However, it is important to not over promote the event, just a gentle reminder in the week leading up to the launch, with a mixture of posts and stories.

**Grand Opening Celebration:** Create a buzz around the markets to draw in visitors right from the start of the day. This could include a planned Facebook live showcasing the markets, or a prerecorded video that can be edited and released before the opening to encourage visitors on the day.

### **Phase 4: Monitoring and Evaluation**

This phase will make sure to evaluate the performance of the marketing strategy for future use, as well as the market trial itself. It is important to have methods of gaining feedback of the trial to understand its viability of being a long-term asset to the Saltash community.

- **Social Media Analytics:** Track the performance of posts, ads, and engagement (likes, comments, shares). A spreadsheet with this information could be generated to track these statistics during January-March 1<sup>st</sup>.
- **Sales Tracking:** Monitor foot traffic and sales from the market stalls to see which traders and products are most popular.
- **Surveys:** After the event, distribute surveys to participants and traders to gather feedback and assess the market's impact. **Please see Appendix 3** for an example of how this could look.
- **Post-Event Thank You and Recognition:** Share photos and videos from the launch day to maintain momentum.

**Timeframe:** March 1<sup>st</sup> & 1 week post event

Appendix 1: Street / Noticeboard poster design



**Saltash Market Trial**

Logo of Saltash Town Council and Cornwall Council logo with text "funded by CORNWALL COUNCIL" and the motto "we are all - now together".

▶▶ **Where**

▶▶ **What Time**

▶▶ **Who - what is it?  
what will be there?**

**1st March 2025**

Image of hands holding tomatoes and a basket of fruit.

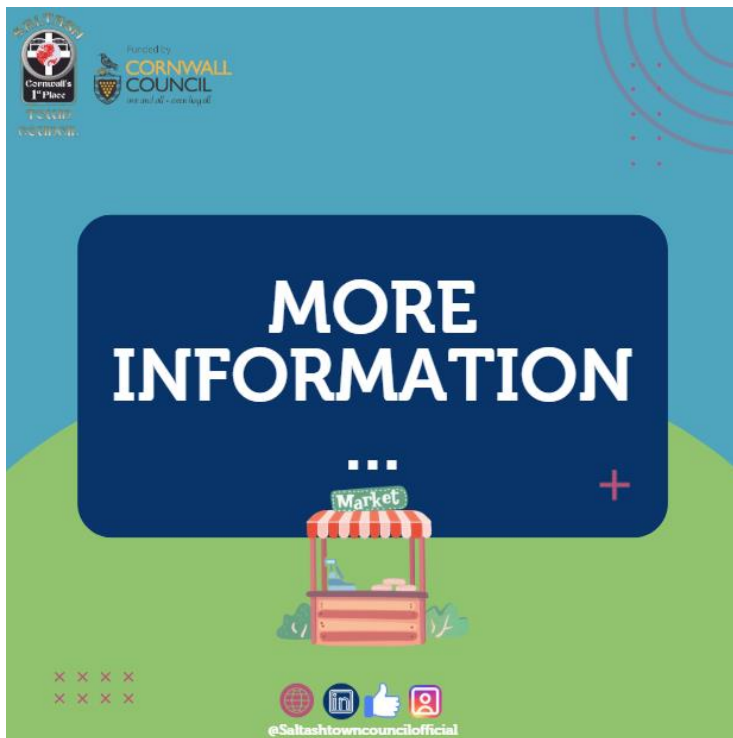
Image of a market stall with a sign that says "Market".

QR code with text "SCAN ME" below it.

Icons for website, social media, and a thumbs up.

@Saltashtowncouncilofficial

**Appendix 2: Market trial teaser video frames.**





### **Appendix 3: Sample feedback survey for the market trial**

**Please note:** This is an example survey for the traders of the market trial, a separate one would be produced for the visitors.

Dear Trader,

Thank you for participating in the Saltash Town Market trial. Your feedback is crucial in helping us evaluate the success of this initiative and improve future events. Please take a few moments to share your thoughts.

#### **1. Overall Experience**

**How would you rate your overall experience as a trader at the Saltash Town Market trial?**

- Excellent
- Good
- Neutral
- Poor
- Very Poor

#### **2. Location & Footfall**

**How would you rate the location of the market for attracting customers?**

- Excellent
- Good
- Fair
- Poor
- Very Poor

**What was your experience regarding footfall (number of customers) at the market?**

- Very high
- Moderate
- Low
- Very low

### 3. Sales & Profitability

How did your sales compare to expectations for this trial?

- Exceeded expectations
- Met expectations
- Below expectations
- Significantly below expectations

### 4. Customer Engagement

How would you rate the level of customer engagement with your stall?

- Very high
- High
- Moderate
- Low
- Very low

Did you receive positive feedback or suggestions from customers?

- Yes
  - No
- (If yes, please briefly share any comments or suggestions)

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### 6. Improvements & Suggestions

What do you feel could be improved for future market events? (Please check all that apply)

- More customer promotion (e.g., advertising or social media outreach)
- Longer market hours
- Better stall placement

Other (please specify):

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## **7. Future Participation**

**Would you be interested in participating in future Saltash Town Market events?**

- Yes, definitely
- Maybe, depending on changes
- No, I would not participate

## **8. Additional Comments**

**Please share any additional feedback, suggestions, or concerns regarding your experience at the market:**

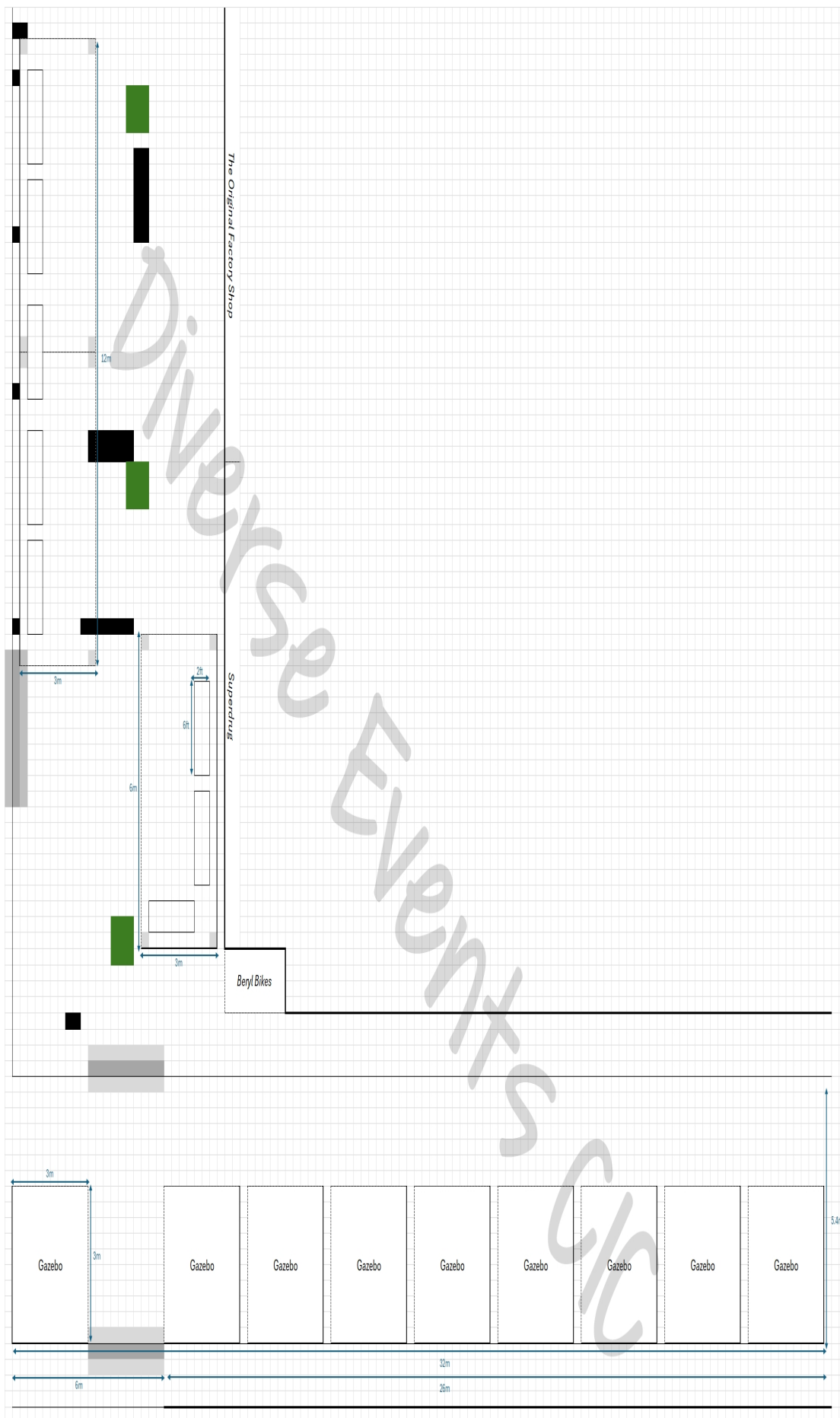
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**Thank you for your time and valuable feedback!**



# SALTASH **2025** MARKET



**THIRD SATURDAY OF THE MONTH**



**MARCH  
TILL  
AUGUST**



**10 AM-  
3 PM**



**FORE  
STREET**

This is a Saltash Town Team project working in partnership with Saltash Town Council and delivered by Diverse Events CIC. Funded by Cornwall Council Vitality Accelerator Funding and Town Delivery Funding. For further information please visit [www.saltash.gov.uk](http://www.saltash.gov.uk) or follow Saltash Town Council on Facebook @SaltashTownCouncilOfficial

# Invitation to Tender (ITT)



## **Fore Street Public Realm Project Saltash, Cornwall**



**December 2024**

PREPARED BY:  
SALTASH TOWN COUNCIL

**Project funding for this scheme is from Cornwall Council:**  
Vitality Accelerator Funding, Town Delivery Funding and S106 funds.

# Fore Street Public Realm Project, Saltash, Cornwall

## Summary Instructions and ITT Timetable

 <p>Funded by <b>CORNWALL COUNCIL</b> <i>one and all · onen hag oll</i></p> <p>Funded by Cornwall Council: Vitality Accelerator Funding, Town Delivery Funding and S106.</p>	 <p><b>SALTASH</b> Cornwall's 1<sup>st</sup> Place <b>TOWN COUNCIL</b></p> <p>Saltash Town Council are the accountable body for this project.</p>
<p><b>Project Overview:</b></p> <p>Saltash Town Team through Saltash Town Council (STC) is inviting tenders for the design, supply and installation of street furniture to include planters and signage together with appropriate plants/trees to improve the visual impact of Fore Street and aid navigation around the town. Saltash Town Team is looking to issue a contract to one company to oversee this project; that company may sub-contract some of the deliverables, if necessary.</p>	
<p><b><u>Issue Date:</u></b></p> <p>Monday 23<sup>rd</sup> December 2024</p> <p><b><u>Closing Date:</u></b></p> <p>Friday 17<sup>th</sup> January 2025 (5pm)</p> <p><b><u>Notification of Result of Tender evaluation:</u></b></p> <p>By Monday 27<sup>th</sup> January 2025</p> <p><b><u>Contract Duration:</u></b></p> <p>Monday 3<sup>rd</sup> February 2025 to Wednesday 30<sup>th</sup> April 2025 (works committed and first invoice by 31<sup>st</sup> March 2025 to comply with funding)</p> <p><b><u>Site Visits if Required:</u></b> A member of Saltash Town Team can be available if required</p>	<p><b><u>Project Value:</u></b></p> <p>Maximum Budget: £60K plus VAT inclusive of all expenses.</p> <p><b><u>Clarification Questions:</u></b></p> <p>Questions of clarification – to be emailed to Mel Richardson (<a href="mailto:mrichardson6alv@gmail.com">mrichardson6alv@gmail.com</a>) by Tuesday 7<sup>th</sup> January 2025. All clarifications posted by Friday 10<sup>th</sup> January 2025.</p> <p>Applicants are advised that where such enquiries have been made, and it is appropriate to do so, clarification enquiries will be shared with a copy of the written reply through Contracts Finder, anonymity preserved.</p>
<p><b>Council Authorised Representative for Tender Enquiries:</b></p> <p>Mel Richardson – <a href="mailto:mrichardson6alv@gmail.com">mrichardson6alv@gmail.com</a></p> <p><b>Postal Address for Saltash Town Council:</b></p> <p>Sinead Burrows, Town Clerk, Saltash Town Council, The Guildhall, 12 Lower Fore Street, Saltash, Cornwall, PL12 6JX</p> <p><b>Email Address for Final Tender Submission:</b></p> <p><a href="mailto:tenders@saltash.gov.uk">tenders@saltash.gov.uk</a> using the wording 'Fore Street Public Realm Project' in the subject box</p>	

## **1 INTRODUCTION TO THE PROJECT**

- 1.1 Saltash Town Council is inviting tenders from experienced companies with an excellent track record in designing public realm schemes within town centres who can coordinate all elements of the tender specification.
- 1.2 Bids are encouraged from companies who can design, supply and install a range of street furniture and planting providing creative and innovative solutions which fit with the visuals at **Appendix 1**.
- 1.3 The overall aim of the project is to revitalise Fore Street to increase dwell time, encourage spend in the town's businesses and create a more attractive street environment for the local community. This project has developed following the Saltash Community Open Space Feasibility Report, work undertaken during 2023 that explored the creation of a vibrant green realm in the retail heart of the town – see section 2.
- 1.4 Saltash Town Team, working with Saltash Town Council has been granted funding via Cornwall Council from a variety of sources. There is a maximum of £60K (exc. VAT) available to deliver the works as outlined within the project scope and specification.
- 1.5 Potential bidders are invited to put forward their innovative ideas with reference to the budget and the project visuals (**Appendix 1**) indicating the priorities that have been agreed by Saltash Town Team and Saltash Town Council with the support of landscape architects, The Urbanists.
- 1.6 This work will be overseen by Saltash Town Council who will be the accountable body for this project on behalf of Saltash Town Team who coordinate development activity within Saltash with the remit of improving the economic, social and environmental revitalisation of the town – making Saltash a better place to live, work, visit and enjoy.
- 1.7 A Sub-Group will steer this project with advice and support from The Urbanists and Mel Richardson Consultancy.

## **2 BACKGROUND – THE NEED FOR THIS PROJECT**

- 2.1 Saltash is the largest town in South-East Cornwall with a population of circa 16,000. Saltash Town Council is a vital part of the community, representing local interests, making decisions on behalf of stakeholders, delivering services to meet local needs and ensuring the well-being of its residents.
- 2.2 Whilst many residents do support their local shops, the proximity to Plymouth providing employment for many Saltash residents does mean that the town needs to create a 'reason to visit'. An attractive town environment with the capacity to host events is seen as one measure that will support traders and contribute towards economic vitality.
- 2.3 Saltash is located at the 'Gateway to Cornwall', which is the town's strapline and could be incorporated into any public realm scheme. Saltash has a rich heritage and excellent transport links including the iconic Royal Albert Bridge, Brunel's masterpiece completed in 1859 and the town's most famous feature. The Bridge is visible from Fore Street.
- 2.4 The Saltash Neighbourhood Plan has the following vision together with a priority for protecting and improving community spaces:



*'By 2030 Saltash will be an envied riverside town, being greener, more inclusive and prosperous in all aspects, with a reinvigorated Town Centre and waterfront, award winning new housing, a diverse economy, with an excellent quality of life and lifestyle for all ages.'*

This project fits within the Plan's objective to *'regenerate the town centre especially Fore Street and manage the growth of 'out of town' shopping'* and the objective *'to create and support sustainable neighbourhoods'*

- 2.5 In 2023, Saltash Town Team commissioned consultants to undertake a comprehensive feasibility study to assess the viability of creating a green community open space within the town. That study, which included community and business consultation, prioritised Fore Street as optimal location to create such a space alongside other potential locations within Saltash. Whilst the current available funding streams do not permit the creation of a permanent 'open or event space' in Fore Street or other locations within the town, the overarching themes for that work have informed this project and should be noted as longer term aspirations - <https://sites.google.com/view/saltash-community-space/home>

Greening Fore Street was one of the key elements within the preferred proposal. The two most popular community ideas were increasing planting to emphasise the green realm in the town centre (80% support) and providing new street furniture (70% support).

- 2.6 During 2024, two further pieces of research were commissioned to progress the revitalisation of Fore Street:

- a) Traders were invited to give their feedback on an initial proposal to create 'parklets' within parking bays along Fore Street with the aim of enabling occasional markets to take place within the parklet structure and also for these areas to be used for seating. Whilst businesses were positive about the idea of 'greening' Saltash and the potential for more events to be held, there were some reservations about the withdrawal of free on-street parking spaces. 165 businesses were approached for their views.
- b) Cornwall Council Highways and their arms-length company, CORMAC were consulted on the parklet proposal to be situated within parking bays. Whilst their feedback did not prohibit the scheme proceeding, substantive safety issues were highlighted around the proposal given the width of the highway and pavements. Ultimately, the costs of implementing the scheme to address these concerns was prohibitive. As a result, Saltash Town Council and Saltash Town Team concluded that the safety concerns, coupled with the restrictions that the highway/pavement widths would place on the viability of the project and the associated costs, meant that this idea was not viable to progress.

- 2.7 However, the results of the Open Space Feasibility report, the recent research confirming the traders' appetite for 'greening' and installation of new street furniture including planters and signage/wayfinding is very relevant to this commission. Whilst funded separately to this project, potential bidders should bear in mind that the open area outside Superdrug and The Original Factory Shop, spilling across Belle Vue Road will be used to trial monthly markets on the third Saturday of each month from March to August 2025. This will establish the community's appetite to attend events in Saltash and the benefit of those markets to traders.

### **3 PROJECT SCOPE OF WORKS (SOW) AND SPECIFICATION**

- 3.1 The *Scope of Works (SoW)* is to provide 'greening' and improved signage/wayfinding for a specific area of Fore Street in Saltash. Please refer to the *Priority Area Plan, Saltash Greening Opportunities* at **Appendix 1**. for further details.

- 3.2 A wider vision exercise provided a public realm 'toolkit' and a selection of these 'toolkits' have been shortlisted to be taken forward as part of this public realm Phase 1 pilot scheme and as shown in **Appendix 1**. The aim being that the toolkit items can be further extended across the town in the future and subject to a separate project and funding at a later stage.
- 3.3 Saltash Town Council and Saltash Town Team are looking for a company who can suggest appropriate products that fit with **Appendix 1**, supply the appropriate furniture, soil and plants and carry out the installation liaising with Cornwall Council's Highways team on any road closures required.
- 3.4 The Phase 1 / Pilot scheme SOW shall include but not be limited to the following items which will be subject to the Tenderers proposals:
- a) An allowance for a site meeting in Saltash, kick-off meeting on site and the opportunity to measure the key areas identified
  - b) Production of a project management plan / methodology and programme
  - c) Allowance for a mood board / palette of materials and products to assist the client / end user in making a decision on branding / colour and signage styles
  - d) Allowance for an outline design (RIBA 3 equivalent) showing the location of all items proposed, their size, specification, colour of each product
  - e) Special items: Allowance for exploration of 'Living pillars' – which will be subject to cost and practicality or alternative options to achieve a similar outcome
  - f) Allowance for a stakeholder presentation with at least three (3) meetings (virtual is acceptable) to present product ideas and seek agreement on a palette / suite of street furniture to be taken forward
  - g) Coordination of the various 'toolkit' items, including liaising with manufacturers / suppliers or otherwise
  - h) Signage/wayfinding – to complement existing black and gold finger post signs within Saltash. Signs should incorporate some Cornish language which was part of the funding application. The Tenderer / Contractor to put forward suitable options including options to incorporate signage and wayfinding with furniture or existing infrastructure
  - i) Incorporate Saltash's heritage into the proposals noting the strapline, 'Gateway to Cornwall'
  - j) Project management: Allowance for managing all required procurement aspects of the work including highway interface, applications for road traffic orders
  - k) Allowance for raising queries / identifying scope gaps / utility information to enable the works to happen
  - l) Confirmation of defects rectification periods, warranty, maintenance and management regimes for all aspects of the works
  - m) Innovative solutions are welcomed that meet the key priorities and provide maximum visual impact in return for the level of investment; maximum budget including all expenses for this first phase is £60K (exc. VAT)
  - n) Design and coordination of both hard landscape and soft landscape works including but not limited to soils, drainage, planting, street furniture, fixings
  - o) Acceptance of all relevant BS standards including but not limited to the following: BS 8545, 1377-2, 8300, 76005, EN 581
  - p) The contractor will be responsible for accurately measuring the site area, ensuring that all design proposals correctly fit the area available and carrying out any necessary ground investigations
  - q) The expectation is that installation works will take place during normal working hours, Monday to Friday, 08.30 to 17.00
  - r) Post installation, contractors will be expected to make good any damage incurred as a result of their works including the area around the equipment installation and location of any site equipment.

- s) Maintenance and Management – Beyond the defects period, the expectation is that the Town Council will be responsible for the long-term maintenance of the new assets. The Contractor will need to allow for a hand-over to the Town Team including warranties, design drawings, product brochures etc.
- t) Recommended products, systems, planters to be easily maintained by Saltash Town Council at minimal cost
- u) Products to be robust, vandal proof, durable and with substantive warranties – typically 10-20+ years depending on the material
- v) Scheme to create an attractive townscape with visual impact whilst maintaining good visibility from a safety aspect and access to all users including those with disabilities. Note: Saltash Town Council has an Equality and Diversity Policy and is committed towards enabling all visitors, regardless of ability, to enjoy the new environment
- w) The need to be environmentally friendly – bidders should highlight those products that are sustainable sourced or that provide other benefits e.g. lower levels of maintenance/watering etc Note: Saltash Town Council is committed to working towards net zero and has a Climate Change & Environmental Working Group
- x) Insurance – Contractors should hold appropriate insurance including Contractors’ All risks, Public and Product Liability of no less than £5 million, Employers Liability Insurance of no less than £5 million and professional indemnity insurance of circa £2m; cover will need to be evidenced by the successful contractor.
- y) Health and Safety – Contractors need to comply with the Health and Safety at Work Act 1974 and the Management of Health and Safety at Work Regulations 1992.
- z) Saltash Town Council is a Living Wage employer and encourages all their contractors to pay their staff fairly.

**Outcomes:**

This project is intended to start the process towards delivering the following:

- A ‘greener’ space within the public realm that will increase the town’s tree canopy cover, turning grey to green, proving seasonal interest, colour, vibrancy and attractiveness to help boost the local economy.
- Increased footfall and increased dwell time potentially boosting trader income
- Attractive townscape with enhanced signage improving the accessibility and viability of the town
- Showcasing Saltash as a vibrant town with dramatic vistas toward the waterside and highlighting the town’s strapline as ‘the gateway to Cornwall’

**4 PROJECT TIMETABLE**

- 4.1 Tenderers are invited to submit their own staged timetable as part of their submission, drawing on the indicative timetable set out below.
- 4.2 Whilst not mandatory, interested tenderers are welcome to visit Fore Street ahead of making their tender submission; arrangements can be made for a member of Saltash Town Team to be available for those interested.

Ref	Task/Milestone	Date (by 17.00 unless otherwise stated)
1	Tender advertised via Contracts Finder and Saltash Town Council website	Monday 23 <sup>rd</sup> December 2024

2	Final date for submission of clarifications to mrichardson6alv@gmail.com	Tuesday 7 <sup>th</sup> January 2025
3	Final date for response to clarifications published on Contracts Finder	Friday 10 <sup>th</sup> January 2025
4	Deadline to return the tender to Saltash Town Council by email to the specified address.	Friday 17 <sup>th</sup> January 2025 at 5pm
5	Evaluation of tenders by representatives from Saltash Town Council/Saltash Town Team	Scoring by Friday 24 <sup>th</sup> January 2025
6	Tenderers notified of the outcome	By Monday 27 <sup>th</sup> January 2025
7	Appointment made and contracts agreed and signed	By Friday 31 <sup>st</sup> January 2025
8	On Site Meeting in Saltash with successful contractor	TBA
9	Contract Commences	Monday 3 <sup>rd</sup> February 2025
10	Interim orders/activity/commitments made and first invoice to be paid to successful tenderer (due to funding deadlines)	By Monday 31 <sup>st</sup> March 2025
11	Works Completed – anticipated end date	Wednesday 30 <sup>th</sup> April 2025

It is envisaged that there will be regular progress meetings either on site or via teams to ensure that the project is on track and to iron out any issues.

## **5 WHAT TO INCLUDE IN YOUR TENDER SUBMISSION**

### **a) Tender submissions should include the following:**

- Response to the scope and specifications outlined in this ITT, i.e a Methodology of how the work will be completed including seeking client and statutory approvals. Max ten (10) pages of A4 – Word or PDF format for the response to tender. Case study information can be in an additional document.
- Risk Assessment outlining detailed arrangements for carrying out the works identifying any performance risks associated with this project and how you would approach their mitigation.
- Full timetable outlining key milestones from contract agreed to completion noting the indicative timetable in this ITT.
- Summary of the skills and experience of the people who will be working on the contract, including any sub-contractors. Clarification on who in your company will be the lead contact on this project.
- Up to three (3) examples of similar contracts or projects, their completion dates, any testimonials and reference contact details.
- Estimated annual maintenance costs of the equipment supplied to be incurred after the expiry of the warranty period.
- Outline of your company's approach to environmentally friendly practices and methods and use of supplies containing material from sustainable sources. Outline briefly how you have incorporated good environmental or 'green' practices in the work your company has carried out to date and what you might cover in terms of this project.
- Details of positive action your company has taken to demonstrate commitment to equality and diversity such as training and commitment in your workforce or

suppliers. Outline briefly how you have incorporated inclusivity and accessibility in the work your company has carried out to date.

b) **Quotation and Governance Form** - The completed quotation form and governance document signed – **Appendix 2**.

c) **Conflict of Interest** - a conflict of interest statement if applicable as per 9.8.

**Please ensure that you email any sizeable documents using software such as Wetransfer. Saltash Town Council will be unable to open files larger than 20mb.**

## **6 NOTES ON PRICE**

6.1 Please note there is a maximum budget of £60K plus VAT for this work including all expenses – no further funds can be allocated. It will be up to tenderers to determine the allocation of funding to be applied to each element.

6.2 Payment will be made against an invoice linked to a purchase order at intervals to be agreed noting that the first invoice will need to be paid by 31<sup>st</sup> March 2025 to comply with funding terms and conditions and hence activity/commitment to expenditure on the project will need to be evidenced by the successful company. Please indicate if there is any preference with regard to further payment intervals. Payment will be made by BACs. Saltash Town Council reserve the right to retain 5% of funds until there has been a successful post installation inspection.

6.3 Costs should be entered into the Quotation and Governance Document (**Appendix 2**) and be valid for 60 days.

## **7 HOW TO SUBMIT**

The **tender documentation** including the **quotation form** should be submitted by **email** no later than **Friday 17<sup>th</sup> January 2025 at 17.00** to [tenders@saltash.gov.uk](mailto:tenders@saltash.gov.uk)

Email to [tenders@saltash.gov.uk](mailto:tenders@saltash.gov.uk) putting 'Fore Street Public Realm Project' in the email subject box.

**Tenderers are advised to request an acknowledgement of receipt to their email.**

**Saltash Town Council cannot consider any tenders that arrive after the tender deadline or do not meet the minimum supplier status.**

## **8 FURTHER INFORMATION ABOUT THE PROCUREMENT PROCESS & DISCLAIMER**

8.1 Saltash Town Council, as the accountable body for this project, is issuing the invitation to tender through Contracts Finder following an open procurement process for contracts of over £25,000 in line with Saltash Town Council's financial arrangements and to comply with the Public Contract Regulations 2015.

8.2 Saltash Town Council will not pay for any work or costs incurred as a result of the tender preparation.

- 8.3 Saltash Town Council, as the accountable body is not obliged to accept the lowest tender or indeed any tender. The issuing of this documentation does not commit Saltash Town Council to award any contract following this tender process.
- 8.4 Information supplied to the tenderers in this document or associated appendices, is supplied for general guidance to assist in preparing their tender response. It is incumbent on tenderers to satisfy themselves through their own research of the accuracy of any such information and no responsibility is accepted by Saltash Town Council for any loss or damage of whatever kind and howsoever caused arising from the use of information by tenderers.
- 8.5 Saltash Town Council reserve the right to vary or change all or any part of the procedures for the procurement process at any time or not to proceed with the proposed procurement. Cancellation of the procurement process will not render Saltash Town Council liable for any costs or expenses incurred by tenderers during the procurement process. No tenders will be considered if they arrive after the tender deadline.
- 8.6 The Bribery Act 2010 requires Public Bodies to ensure that they have procedures in place to prevent bribery by persons associated with them. As part of this responsibility all applicants should make themselves aware of the obligations set out at <http://www.justice.gov.uk/legislation/bribery>.
- 8.7 This is a Tender being conducted under the Public Contract Regulations 2015 following public sector procurement rules and Regulations. The applicant shall ensure that they are aware of their obligations and comply with all relevant legislation and regulatory matters, where applicable, plus the obligations placed on the Town Council. Particular reference should be taken to the following legislation:

Public Contracts Regulations

(2015); <https://www.legislation.gov.uk/uksi/2015/102/contents>

The Bribery Act (2010); <https://www.legislation.gov.uk/ukpga/2010/23/contents>

Public Services (Social Value) Act

2012; <https://www.legislation.gov.uk/ukpga/2012/3/contents>

Freedom of Information Act

2000; <https://www.legislation.gov.uk/ukpga/2000/36/contents>

Environmental Information Regulations

2004; <https://www.legislation.gov.uk/uksi/2004/3391/contents>

Data Protection Act 2018

<https://www.legislation.gov.uk/ukpga/2018/12/contents>

Transparency Code 2015

<https://www.gov.uk/government/publications/local-government-transparency-code-2015>

Counter Terrorism and Security Act 2015

<https://www.legislation.gov.uk/ukpga/2015/6/contents>

Modern Slavery Act 2015

<https://www.legislation.gov.uk/ukpga/2015/30/contents>

Late Payment Directive 2015

<https://www.gov.uk/government/publications/late-payment-directive-user-guide-to-the-recast-directive>

- 8.8 Tenderers must provide a clear statement with regard to any potential conflicts of interest for this procurement between their company and Saltash Town Council whether directly or indirectly through financial, economic or other personal interests which might

be perceived to compromise the impartiality of any party in the context of this procurement procedure. **Please confirm within your tender submission if there is a conflict.**

8.9 Receipt of this statement will permit Saltash Town Council to ensure that, in the event of a conflict of interest being notified or noticed, appropriate steps are taken to ensure that the evaluation of any submission will be undertaken by an independent and impartial panel.

8.10 Please note that Saltash Town Council will not share tender submissions received with other suppliers/contractors.

## 9. SELECTION CRITERIA AND AWARD OF CONTRACT

9.1 All tenders will be checked initially to ensure that they comply with the rules of the tender process.

9.2 Saltash Town Council, reserve the right to seek clarification from any of the tenderers during the evaluation period.

9.3 Saltash Town Council will award a contract based on the most economically advantageous tender (MEAT) and is not bound to accept the lowest price of any tender submitted.

9.4 The tenders will be judged by representatives from Saltash Town Team on the basis of their quality relative to the guidance given in the brief using the following scoring criteria:

<b>EVALUATION CRITERIA</b>		
<b>Criteria</b>	<b>Requirement</b>	<b>Score/Weighting</b>
Supplier Status	Confirmation that governance checks are met.  *only organisations passing this stage will be considered for this project.	Pass/Fail*
Price	The lowest bid will be awarded the full 20 marks. Other bids will be awarded a mark that is proportionate to the level of their bid in comparison to the lowest bid i.e. Marks awarded = $20 \times \text{lowest bid} / \text{bid}$	20
Quality	Design, innovation and functionality/durability of the proposed infrastructure and suitability of the planting.  Guarantees and warranties on equipment	45
Experience and Project Management	Experience of carrying out similar contracts assessed through information supplied on up three similar contracts.  Risk Mitigation, project management, timescales.  Skills and experience of the project team.	30



Policies	Environmental and Equality Policies in place and how these will be applied to this project.	5
		100

9.5 Each of the above areas will be awarded using a marking system shown below:

<b>SCORING MATRIX FOR EVALUATION CRITERIA</b>		
<b>SCORE</b>	<b>JUDGEMENT</b>	<b>INTERPRETATION</b>
5	Excellent	Exceptional demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Full evidence provided where required to support the response.
4	Good	Above average demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Majority evidence provided to support the response.
3	Acceptable	Demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with some evidence to support the response.
2	Minor Reservations	Some minor reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.
1	Serious Reservations	Considerable reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.
0	Unacceptable	Does not comply and/or insufficient information provided to demonstrate that there is the ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.

**Appendices/links provided alongside this brief:**

**Appendix 1:** Saltash Greening Opportunities Priority Area Plan

**Appendix 2:** Quotation and Governance Form

**Thank you for your interest in tendering for this work**