

Public Document Pack

Saltash Town Team to be held on Monday 20 April 2026 and 5.30 pm at the Guildhall / Virtually/ Virtually

Invitees: P Ryland (Chairman); C Bailey (CEPL12), R Bickford (CEPL12), P Cador (Cornwall Council), H Frank (Cornwall Council), S Gillies (Chairman of Town Vision), J Hughes, K Johnson (Cornwall Council), S Miller (Chamber of Commerce), M Richardson (Consultant), B Samuels (Saltash Town Council) (Vice-Chairman), B Stoyel (Saltash Town Council) and C Thomson (Cornwall Council Community Link Officer),

Agenda

1. Apologies.
2. Health and Safety Announcements.
3. Public Questions - A 15-minute period when members of the public may ask questions of the Saltash Town Team.

Members of the public may ask questions of the Town Team by submitting in writing via email to 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.

4. To receive the notes of the Town Team meeting held on 9 February 2026 as a true and correct record. 3 - 10
5. To receive the latest Town Team funding statement and consider any actions. 11 - 13

6. To review the delivery, outcomes and next steps arising from the Traders' Meeting and consider any actions and associated expenditure.

7. To receive an update from the working group on the future of the Saltash Markets and consider any actions and associated costs. 14

8. To confirm future Town Team meeting dates. 15

9. A.O.B

10. Date of Next Meeting: To be determined.

NOTES

Meeting:	Saltash Town Team - Guildhall
Date and Time:	Monday 9 February 2026 - 5.30 pm

Present:	Title/Representing:
C Bailey (CB)	CEPL12
R Bickford (RB)	CEPL12
S Burrows (SB)	Town Clerk
P Cador (PC)	Cornwall Council
J Hughes (JH)	Administration Officer
K Johnson (KJ)	Cornwall Council
S Martin (SM)	Saltash Town Council
S Miller (SM)	Chamber of Commerce
P Ryland (PR)	Chamber of Commerce
M Richardson (MR)	Consultant
B Samuels (BS)	Saltash Town Council
C Thomson (CT)	Cornwall Council Community Link Officer

Item	Key / Action Points:	Action by:
69	<p><u>Apologies.</u></p> <p>B Stoyel (STC) S Gillies (STC) H Frank (Cornwall Council)</p>	
70	<p><u>Health and Safety Announcements.</u></p> <p>The Chairman informed those present of the actions required in the event of a fire or emergency.</p>	
71	<p><u>Public Questions - A 15-minute period when members of the public may ask questions of the Saltash Town Team.</u></p> <p>None received.</p>	

72	<p><u>To receive the notes of the Town Team meeting held on 15 January 2026 as a true and correct record.</u></p> <p>Members noted that the agenda title circulated for this evening's meeting was incorrect, and that the notes to be received are from the meeting held on 12 January, not 15 January.</p> <p>The following amendments to the notes were requested:</p> <ol style="list-style-type: none"> 1. D Bond attendance was as a reserve for S Baker on behalf of Chamber of Commerce; 2. For clarification, item 65 of the notes be clearly presented as the Business Improvement District (BID) at the top of that item. <p>Following the above amendments, it was unanimously agreed that the notes are a true and correct record of the meeting.</p>	JH
73	<p><u>To receive the latest Town Team funding statement and consider any actions.</u></p> <p>It was noted that there is a remaining balance of s106 ringfenced funds to be spent by April 2027.</p> <p>The remaining balance against the TRIP037 funds are not actually available due to a number of markets not taking place due to weather conditions at the time.</p> <p>RB asked if the Town Clerk could enquire about keeping the awarded underspend funds and what happens to the unclaimed amount of the award if not used.</p>	SB

74	<p><u>To receive an update on the town leaflet and maps for information boards and consider any actions and associated expenditure.</u></p> <p>RB advised the working group Members were making progress and are on target to deliver in time for distribution on 1 April 2026.</p> <p>RB invited comments on the latest draft of the leaflet and maps and requested that all members proofread the documents and feedback any errors or omissions before it proceeds to final sign off.</p> <p>RB advised it is the intention to do a bit more work on the maps and to display these on the information boards located in car parks.</p> <p>RB advised the working group have not yet scheduled a final meeting date for sign off and that they will continue to make any necessary small amendments and will keep the online version up to date, therefore feedback is appreciated as soon as possible.</p> <p>Members discussed where the leaflets could be displayed and discussed displaying in local businesses, PC asked if there is a costing for distribution, RB confirmed that the budget was previously approved via s106 Waitrose funds, and we have agreed distribution with a commercial distribution company.</p> <p>Members would like to note their thanks to the Office Manager/Assistant to the Clerk for all her hard work and support.</p> <p>PC advised that he has been approached by a tourist company that is looking to bring coaches of visitors into Saltash and they are looking at areas to park the coach safely within the town.</p> <p>RB advised that we previously had a coach space in the Belle Vue car park but it wasn't used, he advised that there is space to park a coach on Old Ferry Road.</p> <p>PC to forward the e-mail to the Town Clerk to investigate and respond to.</p>	<p>ALL</p> <p>RB/HF/CB</p> <p>SB</p>
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<p>75</p>	<p><u>To receive an update from the working group on the future of the Saltash markets and to consider any actions and associated costs</u></p> <p>CT joined the meeting virtually.</p> <p>BS advised the working group met prior to this evenings Town Team meeting and provided a verbal update of that meeting.</p> <p>The working group were asked to look at the following points;</p> <p>1. Contingency for adverse weather:</p> <p>Due to the two markets requiring to be cancelled in 2025 being in the months of October and December and due to adverse weather conditions, the working group proposed future markets be held between the months of April and September. It was felt these months would be a better option as the weather is less inclement.</p> <p>The working group suggested establishing a more permanent indoor option if the weather remains unpredictable during winter, such as using the Guildhall. However, it was recognised stall holders would need to be informed well in advance. Consideration was also given to the potential space for a gazebo outside of the Banking hub as it is less exposed to the wind.</p> <p>BS spoke of Torpoint Town Council and their Sunday markets from March to November. The Town Clerk advised she had previously spoke to Torpoint Town Council regarding how they operate their markets and would share the information received with BS/PR.</p> <p>2. Comprehensive insurance:</p> <p>BS confirmed she would contact Diverse Events as the event organiser to enquire if their existing insurance cover could be increased to include higher wind speeds.</p>	<p>SB / BS / PR</p> <p>BS</p>
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	<p>3. Focus on Farmers Markets and locally sourced products and the reduction of market stalls to avoid road closures;</p> <p>Members identified a small but viable option for a market area outside the Banking Hub, which they believe could accommodate approximately 6–7 stalls. Additional potential space was also noted along the wider pavement on Fore Street, particularly outside Morrisons and Superdrug. The working group discussed branding these as a “market trail” rather than “farmers markets”, allowing a wider range of suitable stalls to be positioned at various points along Fore Street. This would assist with a cost saving as road closures would not be required.</p> <p>Members recognised there would still be the need to employ an events company to manage market days.</p> <p>The working group suggested additional temporary signage around the town is key to assist in promoting the markets.</p> <p>Members discussed how future markets would be funded to ensure they are sustainable.</p> <p>The working group noted funding was available through the s106 ring fenced funds.</p> <p>RB reminded Members that consideration to introduce a charge for stallholders should still be valid, however, the current priority is to ensure that the markets increase footfall in the town and have a positive impact on local town centre traders.</p> <p>MR to provide data and feedback received that evidence the markets are viewed as beneficial to the Town Centre traders.</p> <p>BS invited comments on the verbal report provided. Various questions were raised;</p>	<p>MR</p>
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	<p>KJ noted that Members had previously considered employing a dedicated individual to manage the markets and asked whether any pricing had been obtained for this option. BS confirmed the previous contractor appointed to manage the markets will be contacted to request a detailed breakdown of costs, noting that a significant proportion of earlier expenses related to road closures.</p> <p>KJ further recommended the Tamar Bridge as a potential location for signage and highlighted that holding markets in the Guildhall could result in damage to the carpet due to increased footfall, which should be taken into consideration.</p> <p>BS added that, in the longer term, stallholders would need to begin paying for their market spaces. As their businesses grow, there may also be opportunities for them to move into currently vacant shop units on Fore Street.</p> <p>Town Team Members noted the update and approved for the working group Members to continue to make enquiries to get the markets up and running for April, reporting back with the financial aspects requiring to be signed off.</p>	<p>BS</p> <p>RB / CB / SM / BS / PR</p>
76	<p><u>To receive a report on the proposed Traders' meeting and consider any actions and associated expenditure.</u></p> <p>Members received the report contained within the circulated reports pack and agreed to move forward with the Traders Meeting on the evening of the 13 April 2026.</p> <p>Members noted this would require the following Town Team meeting to be rescheduled.</p> <p>MR advised that the purpose of the Traders meeting was to strengthen engagement and explore ideas as to what shop owners felt the town needed.</p> <p>It was noted the 13 April fell within the Easter School Holidays. Members agreed that they did not feel this would be a problem.</p>	<p>PR</p>

77	<p><u>To receive an update on the Pard Card and consider any actions.</u></p> <p>PF confirmed this was discussed at the last meeting, with the intention of raising it at the next Chamber of Commerce meeting, however, the Chamber has not met since.</p> <p>PR is still very keen on the idea of a Saltash Card rather than using the Pard Card which is more Cornwall centric.</p> <p>Chamber to discuss at the next meeting scheduled for Monday 2 March reporting back to Town Team.</p>	PR
78	<p><u>A.O.B</u></p> <p>Members discussed the suggestion to apply for the town of culture funding shared by HF; Expressions of Interest are open until 31 March.</p> <p>PR suggested this would be something for the Town Council to investigate rather than Town Team and requested that the Town Clerk consider this.</p> <p>CT provided a verbal update on the approach other Town Councils are taking, it's very much a Partnership Approach. The scheme involves Town Councils, Arts partnerships and organisations within towns to partner up, this is the approach from Redruth, Penzance, Falmouth, Bodmin and Torpoint.</p> <p>RB felt this approach would be something that the Town Council should do and that Town Team would be supportive of it, Members agreed. CT advised that the Town Council to consider partnering with Salt Arts taking the lead on behalf of Saltash Town Council.</p> <p>MR asked if a street audit had been arranged with Cornwall Council Highways Department. RB confirmed he is intending to follow up on this but due to the recent weather conditions is aware that a CC officer would be unlikely to have time to complete a street audit.</p> <p>CT is awaiting an update on the s106 budget and will be sharing information on figures with the Town Council and Town Team in due course.</p>	<p>SB</p> <p>RB</p>

	PR noted that the Government has recently announced its new High Street Strategy, it remains unclear how this will be accessed or distributed, but it is something worth monitoring.	
79	<p><u>Date of Next Meeting: 13 April 2026</u></p> <p>13 April 2026 this will be a Traders meeting at the Guildhall.</p> <p>End of Meeting: 18:37</p>	ALL

Saltash Town Council on behalf of Town Team

Date	PO No	Invoice No	Supplier	Description	TVF Total £84k	TAF - £21k TDF - £30k Total - £51k	S106 £100k	TRIP 037 (Saltash Markets)	TRIP 036 (BID)
				Deadline for all grant to be spent		31/03/2025	April 2027	31/01/2026	31/01/2026
				Funding from Cornwall Council	£84,000.00				
28/05/2024				Funding from Cornwall Council (TAF/TDF)		£7,500.00			
16/01/2025				Funding from Cornwall Council (TAF/TDF)		£10,500.00			
27/03/2025				Funding from Cornwall Council (TAF/TDF)		£33,000.00			
10/07/2025				Funding from Cornwall Council S106 (CCTV)			£33,585.40		
04/09/2025				Cornwall Council - Funding from S106 (25% match funding for TRIP037)			£1,234.07		
11/12/2025				Cornwall Council - TRIP037 Claim 1				£1,830.51	
04/09/2025				Cornwall Council - Funding from S106 (25% match funding for TRIP036)			£2,500.00		
29/01/2026				Cornwall Council - TRIP036					£7,500.00
19/02/2026				Cornwall Council - TRIP037 Claim 2				£1,038.28	
28/04/2022	N/A	Jnl No 34979	Internal STC	Admin Support 28.4.22	-£64.20				
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				
31/10/2022	N/A	Journal No. 39313	Internal STC	Admin Support - October 2022	-£139.95				
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				
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				
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				
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				
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				
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				
19/06/2023	5874	9RADYQT7T2 (4039-A), VKE4CQX7T2 (4039-B), NWC9RBT2 (4039-C)	Credit Card (Meta)	Facebook boost post for Town Vitality Public Consultation event on Friday 16th and 17th June	-£20.00				
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	S106 £100k	TRIP 037 (Saltash Markets)	TRIP 036 (BID)
TVF = Town Vitality Fund (All funds fully spent)									
TAF = Town Accelerator Fund (For markets) £21k (All funds fully spent)									
<u>Payable Schedule</u> £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 Grant outcomes <u>Grant Outcomes</u> 1) Send to CC any relevant docs for project 2) Evidence of consultation with businesses and residents of Fore Street 3) Evidence of delivery of trial markets and CC to be notified of these dates 4) Provision of evidence of expenditure and updates if requested by CC									
TDF = Town Delivery Fund (Greening - Plants & Improved signage) (All funds fully spent)									
<u>Payable Schedule</u> £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 <u>Schedule 3</u> 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 2) Further targets will be agreed between CC and STC once more detailed plans become available									
S106 (Funds held by CC) £100k									
Deadline April 2027. Ring fenced criteria in accordance with Mel Richardson S106 application									
TRIP 036 (BID) £10,000 (Grant awarded £7,500 Matched funded by S106 25% £2,500) (All funds fully spent)									
<u>Payable Schedule</u> Final claim submission 31/01/2026 <u>Outputs and reporting requirements</u> 31/01/2026 Please provide a report with your final claim which explains how the grant investment has impacted on your organisation as outlined in your original application and how it has contributed to the Good Growth Principles, Outputs & Outcomes and explain how it will enable the business to grow in the future 31/07/2026 Please provide a Post Project Update Report on your project and its impact on the organisation, your contribution to the Good Growth Principles									
TRIP 037 Saltash Markets £4,936.29 (Grant awarded £3,702.22 Match funded by S106 25% £1,234.07) ACTUAL SPEND £3,825.05 Funding balance of £277.81 to be returned to CC - TBC									
<u>Payable Schedule</u> Final claim submission 31/01/2026 Not all funding claimed due to 2 markets being cancelled due to bad weather S106 money received based on 25% of original project spend of £4,936.29. Actual project spend reduced due to cancelled markets therefore we believe we need to refund partial S106 funding of £277.81. DEM is checking with CC <u>Outputs and reporting requirements</u> 31/01/2026 Please provide a report with your final claim which explains how the grant investment has impacted on your organisation as outlined in your original application and how it has contributed to the Good Growth Principles, Outputs & Outcomes and explain how it will enable the business to grow in the future 31/07/2026 Please provide a Post Project Update Report on your project and its impact on the organisation, your contribution to the Good Growth Principles									

Agenda Item 6

Town Traders Meeting Notes – 13 April 2026

Meeting:	Town Traders Meeting
Date and Time:	Monday 13 April 2026 - 5.30 pm

Present:	Title/Representing:
P Ryland	Chamber of Commerce/Chairman of Saltash Town Team
S Burrows	Town Clerk
M Richardson	Consultant
R Bickford	CEPL12
B Samuels	Saltash Town Council
J Suter	Saltash Town Council
J Peggs	Saltash Town Council
S Gillies	Saltash Town Council
S Martin	Saltash Town Council
B Stoyel	Saltash Town Council
E Lowton-Smith	Planning and General Administrator
H Frank	Cornwall Council
K Johnson	Cornwall Council
P Cador	Cornwall Council
C Bailey	CEPL12
A Marks	CEPL12
A Monk	Diverse Events
N Webb	Nicky's Glow Beads & Boutique
A Webb	Nicky's Glow Beads & Boutique
S Brain	The New Hearing Centre

B Moore	The New Hearing Centre
D Bond	Saphira Jewellers
M Chessell	The Bookshelf & Tearooms
K Chessell	The Bookshelf & Tearooms
N Harvey	Vice Commodore – Saltash Sailing Club
M Fox	Business Ash Tree Saltash CIC
S Baggs	Creative Explorers Workshop
E Ball	Bolla Coffy
L Endean	Salt Arts CIC & Saltash Studio
M Finch	Saltash Age Concern
J Crosley	Saltash Social Club
L Edwards	Saltash Social Club
H Pollard	St Lukes Hospice
R Water	Scrapstore
S Boyd	Banking Hub

Peter Ryland, Chairman of Saltash Town Team and Saltash Chamber of Commerce, welcomed attendees and outlined the purpose of the meeting. Peter explained that the gathering was arranged to discuss the future of Saltash town centre and explore ways to strengthen the local business environment.

Peter reminded attendees of the survey conducted late last year by Mel Richardson on behalf of the Town Team, which examined the level of interest in establishing a Business Improvement District (BID) within the central shopping area.

Peter highlighted the importance of hearing directly from traders about what would help increase footfall and support local businesses. He outlined the Town Teams recent achievements, including securing grants that funded the Saturday Markets, new seating and planters on Fore Street, and improved signage. Remaining grants must be used within the next year, and with future grants becoming scarce, new ways of funding improvements will be needed.

He encouraged traders to contribute time, expertise or financial support to help create a modern, welcoming town centre for current residents, the new residents from Treledan

and visitors. A positive outlook for the future of the town centre was emphasised, along with the importance of continued involvement from local traders in the next phase of improvements.

Sinead Burrows, Town Clerk of Saltash Town Council, provided an overview of the role of the Town Clerk and Responsible Finance Officer, explaining that the position ensures the Town Council operates legally, efficiently and in the best interests of residents, while supporting councillors in delivering their decisions.

It was noted that the Town Council is funded primarily through the precept, which is collected by Cornwall Council as part of Council Tax. It receives no income from business rates, making alternative funding essential for delivering projects that benefit the town, with little or no impact on the precept.

Sinead's attendance at the meeting was in an advisory capacity, working alongside the Town Team, who collaborate closely with the Town Council. Attendees were encouraged to review the display boards and provide feedback.

Sinead provided a brief overview of some of the projects that have been delivered and how they have been funded.

Overview of Projects and Funding

Transport Trial Day

This was funded through Community Levelling Up Funding (CLUP). On the day, a variety of transport options were available, including the tuk tuk, Red Bus, and ferry. The event was very successful, and one of the key outcomes is that the Town Council now works in partnership with Plymouth Boat Trips to provide a seasonal Waterlink Ferry. The ferry moors on the Jubilee Pontoon and offers improved access to places such as the Royal William Yard and the Barbican. Connection to Mount Edgcumbe can be included via the Cremyll Ferry.

Markets

The markets were funded through the Town Regeneration and Investment Programme (TRIP). We have now completed a 12-month programme of markets. While the winter period was less successful—largely due to weather conditions—the Town Team remains confident that farmers' markets are what people want to see in Saltash. A subgroup is currently exploring how the markets can be made sustainable going forward.

Town Centre Public Realm Improvements

This includes planters, signage, and additional seating in Fore Street and was also funded through TRIP. The Town Council adopted this work from the Town Team, and it now forms part of our ongoing maintenance programme.

Christmas and Festoon Lighting

These are funded through the Town Council precept. Each year, the Town Council budgets to provide festoon lighting in both the town centre and the Waterside. In recent years, the decision was made to switch on festoon lighting in the evenings to make the areas feel more welcoming, support town activity, and reduce darker patches.

In 2025, the Town Council agreed to allocate £90,000 over three years to improve Christmas lighting across the town. I am not aware of any negative feedback, and many people commented on how fantastic the lights looked. However, it is important to be clear that this came at a significant cost and was funded through Council Tax.

Further Initiatives

Town Leaflet / Visitor Guide

This was funded through Section 106 monies from the Waitrose development. The result is a modern, engaging visitor leaflet that feels fun and inviting—something people actually want to read. It is being distributed beyond Saltash to encourage people to visit our town, and there are copies available for you to take this evening. The next step is to bring the visitor guide to life within the town itself.

Annual events

The May Fair and the Regatta

These events are funded through the Town Council's grants budget, alongside other income such as sponsorship and crowdfunding. They rely heavily on volunteers, and at present, volunteer numbers are very low. This raises real concerns about what these events may look like in the future unless more people come forward to help.

It was noted that recent projects and events in town and at the Waterside are hoped to have been beneficial and may have positively supported local businesses. A comment from the BID survey, 'If it isn't broken, don't fix it' was shared as a reminder that while the current model has worked in the past, it now feels financially and voluntarily vulnerable, and requires careful consideration going forwards. It was explained that funding opportunities are becoming fewer, funding criteria more challenging and the Town Councils resources and budgets stretched.

Mel Richardson provided an overview of the early feasibility study commissioned by Saltash Town Council and Town Team to explore whether a Business Improvement District (BID) could be viable for Saltash. The work was funded through the final allocated of Shared prosperity Funds. Mel provided an outline of what a BID is, explaining it as a business led and business funded model aimed at improving a defined commercial area, with projects covering marketing, events, public realm improvements, safety and business support. It was noted that a BID would apply to public and voluntary sector premises as well as private businesses and would only proceed following a successful ballot.

Mel discussed the Saltash Feasibility scope, engagement results and key findings.

Scope:

- Proposed boundary included the town centre, Leisure Centre and Waterside.
- 213 businesses/organisations had the opportunity to take part.
- The aim was to assess financial viability, project priorities and business appetite.

Engagement Results:

- Businesses/organisations were engaged with in person, by telephone and email.
- 49 survey responses were received (23% response rate).
- There was an additional engagement with 78 businesses.
- 60% engagement overall.

Key Findings:

Financial Viability

- We could generate around £42,000 on a 2.5% levy.
- Potential adjustment to the boundary, included the Waterside, may affect income.

Project Priorities

- Increase footfall.
- Marketing and events to compete with Plymouth.
- Address anti-social behaviour.
- Improve vibrancy and markets.
- Enhance shopfronts/signage and public realm.
- Improve parking and transport to the Waterside.
- More effective and cohesive platform for businesses to work in collaboration and be heard.

Business appetite

- Mixed response, with just over half interested in progressing.
- Cost being the main concern.
- Majority, more than two thirds would pay less than £200 per annum.

- 37 of the 213 businesses would pay half of the income.
- Uncertainty on ROI.

Mel concluded that the BID feasibility work highlighted both opportunities and uncertainties, and invited traders to share their views on whether a BID or alternative approaches would best support Saltash.

Comments and Questions

- A question was raised about the ongoing shortage of volunteers and what steps had been taken so far to recruit more support. It was noted that major town festivals rely heavily on volunteers, with only partial funding from the Town Council, and that efforts to attract additional help, such as public meetings, social media posts have had a limited response. Concerns were expressed that many community groups, including youth organisations such as Scouts and Guides, are also struggling for volunteers. Suggestions included exploring ways to encourage wider community involvement and consider a shared volunteer database to support local events and groups.
- A question was raised about how the role of the BID would differ from existing arrangements and whether there would be overlap with current Town Council responsibilities. It was explained that a BID operates as a not for profit company led and funded by businesses, with its own project delivery, while public bodies such as the town council can be represented. Examples from Newquay and Falmouth were provided, advising that strong communication and working relationships are key to ensuring there is not an overlap. A BID would bring additional resources, ideas and support to the work already carried out by the Town Team and the Town Council. It was noted that if a BID were established, the Town Team would no longer be required, while the Chamber of Commerce would continue to represent the PL12 area. Clarification was given that the Town Councils Development and Engagement Manager role is separate to the BID and is focused on securing funding for the Council.
- A trader shared concerns about declining footfall in Saltash, noting that despite positive elements such as new seating, the town faces challenges attracting visitors, particularly as many people pass through on their way to other destinations. It was highlighted that some shopfronts and current retail mix may not appeal to tourists or residents, and that several businesses may be struggling. The trader reported a noticeable reduction in customer transactions and suggested this may reflect wider pressures on the high street, including the shift to online services. Concerns were raised about negative online comments from residents, which may discourage engagement and effect local business

activity in Saltash.

- In response to concerns about declining footfall, it was noted that the Visit Saltash website continues to attract 2000-3000 visits, indicating ongoing interest in the town. It was noted that Saltash still needs to persuade nearby residents to choose the town over other destinations such as Totnes, or Tavistock. Further discussion highlighted the changing nature of face to face retail and markets, with a shift towards online shopping and the need for the town centre to offer something distinctive to attract visitors. It was suggested that creating a stronger atmosphere and clearer sense of what the town offers could help support local businesses.
- A point was raised about the need for greater diversity in the Town's business offering, with concerns that high rent makes it difficult for small businesses to establish themselves. It was suggested that increased landlord involvement is essential. It was noted that with more diverse businesses, there would be a greater capacity to contribute to wider town projects, events and volunteer efforts. A need for stronger engagement from landlords was encouraged.
- A trader from an established charity shop noted that their store continues to experience good trade, demonstrating that people do come to Saltash. However, they felt the town is missing opportunities to better promote what it offers. They suggested that social media such as Facebook and Instagram could make a significant difference. Concerns were raised that visitors struggle to identify what Saltash has to offer and noted that residents have limited time available due to short parking periods. Comments were made that the improvements such as planters and seasonal events enhanced the town, but more could be done to actively encourage people to shop locally and showcase the town.
- It was noted that Saltash has a long tradition of working collaboratively as a community, with strong relationships among local traders and organisations. The comments and concerns raised will be taken forward, with Town Team reviewing all feedback at its next meeting to consider the next steps.
- Comments were made recognising both challenges and strengths of the town. It was noted that general footfall has declined, but events such as the Christmas light switch on helped the town feel vibrant and busy. Suggestions included making better use of good weather, exploring early evening activities/events and considering the free parking after 4pm to encourage people to stay longer. Events at Longstone park and Victoria Gardens were suggested. Collaboration between businesses such as cross promotion between shops were mentioned. Further

comments supported the value of early evening openings noting the success of the Christmas Light switch on which was well attended.

- A concern was raised about access to cash during events, with reports that the two ATMs run out of cash at busy times. The importance of ensuring reliable cash access was noted.
- The Town Clerk noted that several ideas raised were very positive, but would require promotion, volunteers, coordination and funding to deliver. Peter Ryland highlighted that organising events, including road closures involved significant cost and resource. It was highlighted that a new modern Visit Saltash leaflet has recently been published to promote Saltash, the town and local walking trails. A trader suggested that pleasant weather and a welcoming atmosphere could encourage more people to volunteer, and suggested small activities, music or workshops to create a regular early evening offer. Free parking from 4pm was identified as a potential opportunity to support this. A suggestion was made to engage local schools and young people, who may have digital skills and could contribute through youth projects, helping both with promotion and community involvement. It was agreed that this could be something Town Team could look into further. Cllr Peggs mentioned the Town Councils youth funding of £150,000.
- Comments were made about the need for Saltash to develop a distinctive attraction that draws people into the town, similar to how other places use heritage or features to create interest. An example was shared of a town in Menorca that revitalised its old centre through creative painted buildings, which drew in visitors and photographers. It was suggested that Saltash could explore a similar investment in unique visual features to increase footfall, that could be widely promoted including through magazines and other media. Another example was provided of the Launceston Murals being famous in France. It was noted that many residents in the PL12 area are still unaware of what is available in Fore Street with examples given of people living a few miles away who had never visited certain stores. One trader suggested reviewing how local residents are being reached through marketing, questioning how many people from nearby housing developments visit the town centre. They emphasised the need to focus on engaging with the local community first and strengthening local economy, before looking outwards.
- A discussion took place regarding parking and the possibility of introducing one hour of free parking to support local businesses. It was raised that Callington has implemented free parking, and attempts have previously been made to secure similar arrangements in Saltash. It was clarified that the parking in Callington

was an agreement with Coop. Traders felt an hour of free parking would encourage more local residents to return to Fore Street as half hour is not sufficient for shopping and visiting cafes. Town Team has explored this in the past and agreed to revisit the issue. It was raised that cars parking for long periods on Fore Street causes congestion and creates an unwelcome impression.

- Concerns were made about the need to better attract local residents to Fore Street, as many residents bypass the town and head straight to Plymouth or other destinations. Additional concerns were expressed about competition from large retailers on the outskirts, and the impact this has on local spending patterns, including community transport taking residents to Plymouth Supermarket due to cost and choice. It was acknowledged that businesses in the town centre have differing needs, and a single approach cannot represent all organisations. A question was asked about whether the town should prioritise essential community focused shops, such as a butchers and greengrocers, or focus on attracting more unique businesses to attract different types of visitors.

Comments from the Display Boards

The Town Team has secured £60,000 in Section 106 Funding. What Improvements or projects would you like to see in the town centre?

- 1 hour free parking x 4
- Parking costs inhibit the town. Free parking would be good or longer stay for the money paid.
- ½ hour street parking, and 2 hours free parking in the car park.
- Sky does location fixed advertising to promote the town wider.
- Open public toilets.
- Town banners on lampposts to promote events, designed like the leaflet.
- CCTV.
- Crafts – Cornish Made Events. Advertise drop-off on the way down to deepest darkest Cornwall.
- Experience is important. Retail is dying. Workshops, markets, events.
- Get landlords to contribute and be more involved.
- Need different shops in Saltash.
- Carkeel Roundabout more attractive to visitors passing by and going into Cornwall.
- Provide opportunities for small (Van) based businesses on the waterfront.
- Indoor market – possible use of the Guildhall.
- Town Team to do their own PR promotions alongside local businesses.

- Stop giving shops to hairdresser's male and female.
- We get 2000-3000 visitors each month to visitsaltash.co.uk website. Lots of people interested in what happens here.
- Promote Saltash on the A38. Too often people are through the tunnel and gone.
- The older demographic is catered for. Footfall is down from them as they are dying. What do the younger audience want?
- Evening entertainment, how does it help the business in Saltash?
- People want food, drink, entertainment – events.
- The demographic of those in the room already visit. Market to those who don't.
- Marketing to others to come to Saltash is great. What do they see or do once here? Not much.

A recent feasibility study has identified the need for a town square. How do you feel about creating a town square for regular events, markets and community activities outside Superdrug? Are there other locations in town you think might be more suitable?

- There is no where for a town square. It would have to be created.

Town Team Market report

As you know we have been looking at ways to reinstate the monthly markets in Fore Street

The markets we had operating last year proved popular but were funded solely by a grant that we were able to obtain via Cornwall Council.

The main cost of these markets is the closure of part of Glebe Avenue which we have to obtain in order to be able to position the stalls in the roadway and in addition, the staff required to monitor and erect the stalls for the stall holders.

This funding is now no longer available so we are having to look at the markets being self-funding.

It was felt, by a small working group, that we would want them to be self-funding i.e. gaining stall charges from stall holders themselves. Having discussed this with Diverse Events it does not appear that the potential stall holders would be able to pay for such stalls in order to make the whole event viable for themselves.

We have also approached potential stall holders and took their view regarding moving the stalls to the Guildhall but most felt it was too far down

We also looked at spreading the markets between several areas of Fore Street but Diverse Events didn't think this was a viable option as the pavements where too narrow.

We also discussed the possibility of going into the Saltash Studios but they are wanting around £2,000 to get this off the ground on another Saturday in the month.

This item to be discussed at the Town Team meeting on Monday 20th April 2026

Cllr Brenda Samuels – Vice Chair Saltash Town Teams

To confirm future Town Team meeting dates

As per terms of reference the Town Team will meet bi-monthly on the 2nd Monday of the month at 5.30pm, or as required.

- **8 June 2026**
- **10 August 2026**
- **12 October 2026**
- **14 December 2026**
- **8 February 2027**