

**To receive a report on revitalisation of Fore Street and consider any actions
and associated expenditure**

Background/Research:

The Services Committee at the meeting held on 15.02.24 minute nr. 136/23/24, requested further research be completed into alternative options to bunting for Members consideration.

Bunting is warmly received in many town centres. This is due to it being bright and welcoming. However, insurance invalidation due to the catenary wires not being certified for the load, increased costs and the environmental impact of materials used in the production of the majority of bunting, means it is not a viable option for Fore Street or aligned with the Town Council's Environmental Policy and Strategic Priorities.

Alternatives have been investigated to brighten the street level of Fore Street.

Other Town Councils have been approached as to what they do for Members information:

Launceston Town Council:

When the King visited in 2022 the Town Council invested in heavy duty PVC wire reinforced red, white and blue bunting. Installation was expensive however the bunting appears to be lasting with it erected in May/June and taken down prior to Christmas.

Falmouth Town Council:

Use a heavy-duty cotton ribbon bunting throughout the Town and attach to the buildings themselves via anchor points.

Torpoint Town Council

Awaiting a response from their operations manager.

Additional Green Spaces:

The Town Council approved hanging baskets to be installed in Fore Street and Lower Fore Street leading down to the Waterside. This is scheduled to be erected April/May by the Service Delivery Team.

It is noted that the Town Team are progressing with the Town Vitality project with consultations being held throughout April to confirm suitability for the creation of additional open green spaces, planters and potential pop-up parklets and markets.

Banners on Street Lighting Columns:

The Town Team previously investigated this option at the beginning of January 2023 offering potential advertising opportunities for local businesses to be part financed by those wishing to advertise their business in Saltash.

The Town Council would not wish to crossover work already completed.

Wallpaper Vinyl in Vacant Shop Units:

One way to potentially revitalise the street scene is to decorate the windows of the empty shop units.

The introduction of vinyl wallpaper to the high street not only enhances its vibrancy but the vinyl signs could be used to promote Saltash, shopping locally, town events as well as encourage business opportunists to consider the option of a shop in Saltash. This meets many of the Town Councils Strategic Priorities.

An example of how this can be achieved is pictured below:



Click on the links below to view current empty units in Fore Street and Lower Fore Street:

[10 Lower Fore Street](#)

[120 Fore Street](#)

[50 Fore Street](#)

[53 Lower Fore street](#)

Conversations were held with the Chairman of Saltash Chamber of Commerce who supports this initiative and is willing to work in partnership with the Town Council to obtain permissions required.

Falmouth Town Council did a similar project in recent years. Example of designs below:



"It is enlightening for us and owners of vacant shops to work with organisations such as the Falmouth Town Team. As a firm of chartered surveyors/commercial property consultants active throughout the country, it has become obvious to us that towns that think creatively regarding vacant retail accommodation look so much better and more appealing to prospective new traders and investors."

Richard Goldring, Partner at Goldring Yates



It is more cost effective to provide readymade designs to a printer who can print and install the wallpaper vinyl.

Associated cost for the supply of wallpaper vinyl and installation is difficult to obtain without specific measurements.

A local company to Plymouth who undertook similar work for Plymouth City Council provided an estimated cost for members information and consideration.

Example of matt laminate:



53 Lower Fore Street was used as a benchmark unit to provide the following estimated cost for the installation of external and internal wallpaper vinyl.

Cost may vary dependent on the size of the windows and the duration it takes to install.

The designer who previously worked on the Town Council Business Plan provided an estimated cost for 53 Lower Fore Street. This would be an estimated £75.

Product	Cost	Estimated Installation Cost	Estimated Total
MD5AB with matt laminate - All 4 Smalls Shop front 1 - 700 x 1600 - Door 2 - 900 x 2000 - Side panels 2 - 1600 x 2000 - Main Windows	£477.79	£280.00	£757.79
MD5AB with anti graffiti laminate - All 4 Smalls Shop front 1 - 700 x 1600 - Door 2 - 900 x 2000 - Side panels 2 - 1600 x 2000 - Main Windows	£670.82	£280.00	£950.82
MD5AB with inside shop window laminate All 4 Smalls Shop front 1 - 700 x 1600 - Door 2 - 900 x 2000 - Side panels 2 - 1600 x 2000 - Main Windows	£695.87	£280.00	£975.87

Members would need to consider liability of any damage or vandalism if installing external or internal wallpaper vinyl and the removal and disposal.

This would need to be confirmed with landlords / commercial agencies.

Fore Street Electrical Boxes

Another option Members could consider would be the repainting / redecoration of electricity boxed points along Fore Street. These have been identified as in need of attention in a recent street audit completed by Town Team.



There are 5 located on Fore Street and detailed in the Fore Street map you can view by [clicking here](#).

These 5 units are owned by the Town Council.

Cost of black exterior outdoor metal paint approximately £24 per litre.

The Community Link Officer has confirmed there could be S106 Waitrose Grant Funding subject to the owners of either the boxes and/or shop fronts being in agreement.

The Community Link Officer requested the Town Council provide a brief outline inclusive of associated costs – with a focus on how the proposal could increase footfall, encourage spend, increase time people stay in the town centre in order to further discuss with the S106 Officer for an early review with regard to eligibility.

Budget Code: 6519 SE Flags and Bunting

Budget Availability 2024/25: £2,954

Budget Code: 5590 S106 Waitrose Publicity Funds Expenditure (held by the Town Council)

Budget Availability: £7,333

Next Steps:

Members are asked to consider how they wish to proceed with revitalising Fore Street.

End of report
Administration Officer