


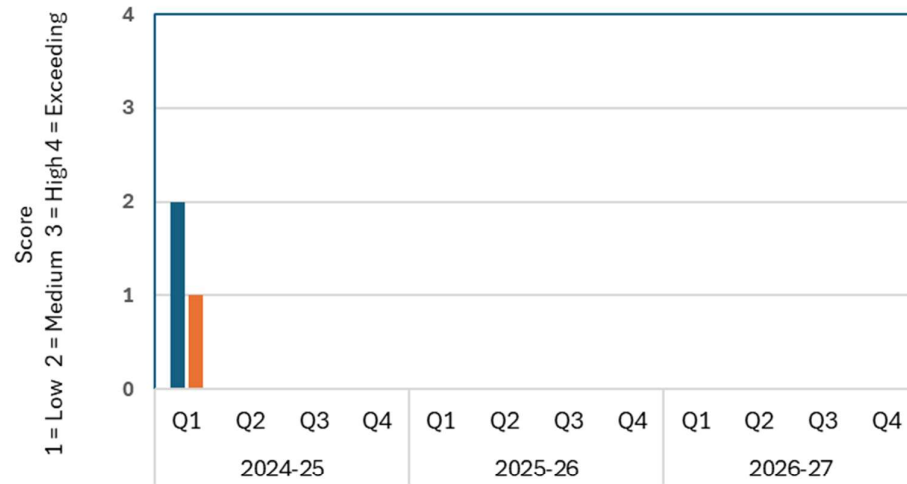
Business Plan

Strategic Priority 1 - Boosting Jobs and Economic Prosperity


Aims of the Station Sub Committee


Strategic Priority 1 - Boosting Jobs and Economic Prosperity		Aims of the Station Sub Committee	What does success look like?	Actions	Score (1 = Low 2 = Medium 3 = High 4 = Exceeding)	2024-25			
						Q1	Q2	Q3	Q4
	<p>To ensure Saltash benefits from higher income, reduced poverty, improved facilities and quality of life. Promote Saltash as a vibrant and welcoming visitor destination.</p>	<p>Promote Saltash as a vibrant and welcoming visitor destination with provisions of Isambard House café and waiting room area</p>	<p>Enhance visitor experiences</p> <p>Maintain, promote, support and secure a concessionaire for Isambard House Cafe and Waiting Room</p>	<p>Offer reduced rates to community organisations and tourism attractions</p> <p>Organise events and activities at Isambard House such as live music, art exhibitions, and themed nights</p> <p>Secure a cafe concessionaire to operate the Station Cafe and waiting room by offering reduced rent and utilities</p> <p>Support and promote the Station Cafe to ensure the waiting room and accessible facilities remain open</p>	2	2			
		<p>Bring in additional investment by offering a focal meeting point at the Station and in close proximity to Fore Street</p>	<p>Improved marketing and promotion</p> <p>Collaborate with local businesses and attractions</p>	<p>Utilise social media platforms and the Town Council website to promote Isambard House facilities and refurbishment</p> <p>Support and promote visitor attractions such as the Heritage Centre and Trails, Mary Newmans Cottage and Elliot Store</p>	1	1			

Business Plan
Strategic Priority 1 - Boosting Jobs and Economic Prosperity
Aims of the Station Sub Committee



- Promote Saltash as a vibrant and welcoming visitor destination with provisions of Isambard House café and waiting room area
- Bring in additional investment by offering a focal meeting point at the Station and in close proximity to Fore Street


Strategic Priority 2 - Health and Wellbeing		Aims of the Station Sub Committee
	<p>To support the Saltash Healthcare Action Group in improving our local NHS provision. Support improvement to mental health, fitness facilities, educational wellbeing of children and opportunities to access a high level of quality learning for young people.</p>	<p>The Station Property Sub Committee recognised strategic priority 2 - Health and Wellbeing did not fit within the remit (Terms of Reference) of the sub committee</p>

Strategic Priority 3 - Housing		Aims of the Station Sub Committee
	To ensure Saltash has a balanced range of high quality and affordable housing by working in partnership with Cornwall Council	The Station Sub Committee recognised strategic priority 3 - Housing did not fit within the remit (Terms of Reference) of the committee

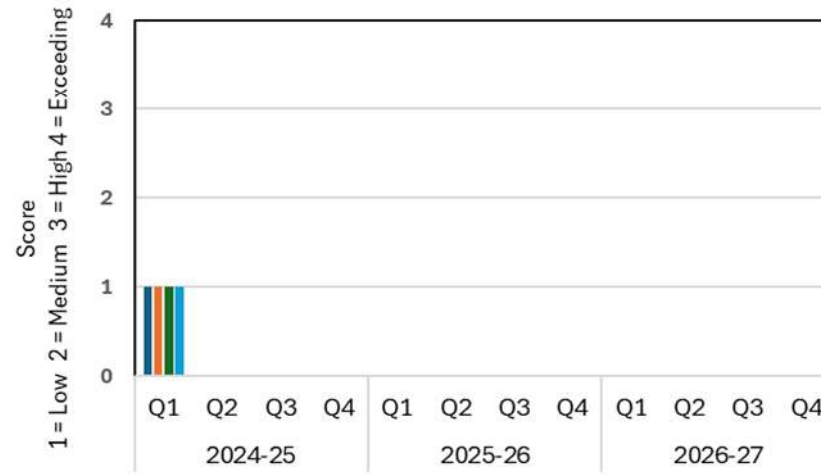
Business Plan

Strategic Priority 4 - Travel and Transport

Aims of the Station Sub Committee

Strategic Priority 4 - Travel and Transport		Aims of the Station Sub Committee	What does success look like?	Actions	Score (1 = Low 2 = Medium 3 = High 4 = Exceeding)	2024-25			
						Q1	Q2	Q3	Q4
	To work with key stakeholders to support access to affordable, accessible and sustainable transport in Saltash and the rural and urban areas, and promote walking and cycling.	Promote Saltash as a vibrant and welcoming visitor destination with provisions of Isambard House café and waiting room area	<p>Enhance wayfinding</p> <p>Promote sustainable travel options</p> <p>Improved infrastructure to create a welcoming and vibrant Station building and surroundings</p> <p>Work with key stakeholders for future funding opportunities for future improvements</p>	<p>Install clear and directional signage to the Town Centre and local attractions inclusive of sustainable travel options</p> <p>Encourage the use of Beryl bikes, Saltash Red Bus and the Saltash ferry by promotion</p> <p>Secure a Service Level Agreement with GWR and work in partnership with local voluntary organisations, together both enhance the green areas ensuring the station is a welcoming, attractive and bright place to visit</p>	1	1			
		Saltash Station is a key transport hub to the town	<p>Improved train connectivity to neighbouring towns and cities</p> <p>Improved train accessibility at Saltash Station</p> <p>Ensure Saltash station provides sustainable travel options connecting users and visitors to the Town Centre and further afield</p> <p>Saltash Neighbourhood Development Plan</p>	<p>Refer to the Saltash Neighbourhood Development Plan on guidance to sustainable transport</p> <p>Request install of Beryl bikes at the station building</p> <p>Request Saltash Red Bus stops at the station building to coincide with train arrival/departures</p> <p>Advocate for improved train timetable</p> <p>Increase train stops at Saltash Station</p> <p>Working in partnership with key stakeholders, such as, Local MP, Cornwall Councillors, Network Rail, GWR, to achieve actions</p>	1	1			
		Embark on a community project for the installation of further connectivity by installing EV Charging Points, Beryl Bikes and Solar Car Ports and Roof within the Station car park	<p>Install EV Charging Points in the Station Car Park</p> <p>Beryl bikes to be available for use at the station building</p>	<p>Investigate and implement where possible EV charging points at Saltash station</p> <p>Improved car park facilities</p> <p>Work in partnership to install Beryl bikes for community and visitor use</p> <p>Research solar car ports and roof for Isambard House car park</p>	1	1			
		Continue to support and promote the towns 450 local bus service providing better connectivity	<p>Work in partnership with Saltash Red Bus</p> <p>Secure an additional stop / improved route to Saltash station building</p>	<p>Promote the 450 services via the Town Council website, social media platforms and press releases</p> <p>Offer a stall at the Library Hub and Meet your Cllr Sessions to promote the bus service</p>	1	1			

Business Plan
Strategic Priority 4 - Travel and Transport
Aims of the Station Sub Committee




- Promote Saltash as a vibrant and welcoming visitor destination with provisions of Isambard House café and waiting room area

- Saltash Station is a key transport hub to the town

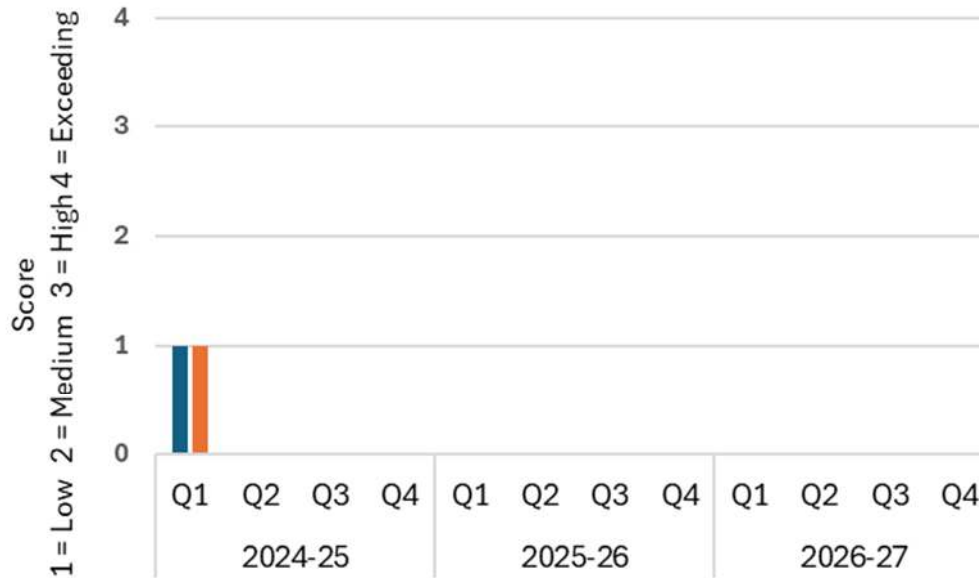
- Embark on a community project for the installation of further connectivity by installing EV Charging Points, Beryl Bikes and Solar Car Ports and Roof within the Station car park

- Continue to support and promote the towns 450 local bus service providing better connectivity

Business Plan
Strategic Priority 5 - Climate Emergency
Aims of the Station Sub Committee

Strategic Priority 5 - Climate Emergency		Aims of the Station Sub Committee	What does success look like?	Actions	Score (1 = Low 2 = Medium 3 = High 4 = Exceeding)	2024-25			
						Q1	Q2	Q3	Q4
	To continue to acknowledge a climate emergency and to bring forward a local climate change strategy.	To continue to support the Climate Change and Environmental Working Group with free use of Isambard House	<p>Hold successful community climate change events throughout the year</p> <p>Support the free use of Isambard House for Climate Change initiatives, workshops and community information</p>	Recommend to the Station Property Sub Committee to review this priority, Climate Change and Environmental Working Group no longer exists - refer to the Town Council Climate Change Strategy	1	1			
		To lead by example by Isambard House being well insulated when refurbished with further investments to install Solar PV and Water Systems to assist in reducing energy bills and Co2 emissions	<p>Invest and install Solar PV</p> <p>Invest and install solar water systems</p> <p>Reduction in energy bills and Co2 emissions</p> <p>Saltash Neighbourhood Development Plan</p>	<p>Refer to the Saltash Neighbourhood Development Plan for guidance on efficient buildings and low-carbon heating</p> <p>Assess the needs and goals the Town Council wish to achieve with installing solar PV and water systems</p> <p>Research the types of solar PV and water systems that may be suitable to the needs and goals</p> <p>Assess site suitability</p> <p>Monitor and assess energy bills and Co2 emissions</p>	1	1			


Business Plan
Strategic Priority 5 - Climate Emergency
Aims of the Station Sub Committee



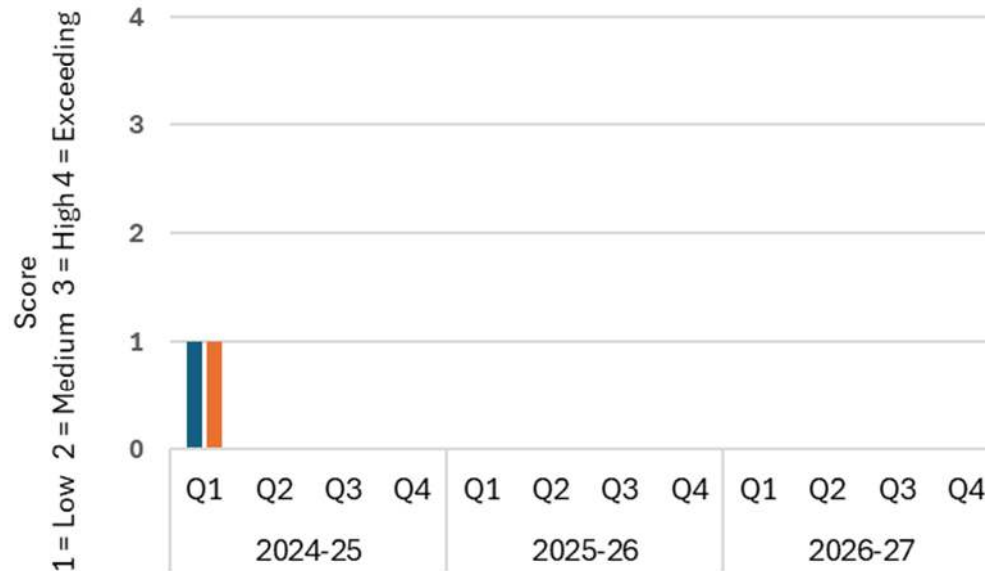
- To continue to support the Climate Change and Environmental Working Group with free use of Isambard House
- To lead by example by Isambard House being well insulated when refurbished with further investments to install Solar PV and Water Systems to assist in reducing energy bills and Co2 emissions

Business Plan
Strategic Priority 6 - Recreation and Leisure

Aims of the Station Sub Committee

Strategic Priority 6 - Recreation and Leisure		Aims of the Station Sub Committee	What does success look like?	Actions	Score (1 = Low 2 = Medium 3 = High 4 = Exceeding)	2024-25			
						Q1	Q2	Q3	Q4
	<p>To continue to provide, improve, and support in Saltash, play parks, open green spaces, library service, cultural activity, leisure and support facilities, and to acknowledge our unique position on the Tamar and Lynher Rivers.</p>	<p>Increase cultural activity by providing a restored historical building (Isambard House) to hold events offering low rates to hire the building</p>	<p>Increased cultural activities at Isambard House</p> <p>Increased event hire</p> <p>Improved promotion of the historical nature and restoration of Isambard House</p>	<p>Effective promotion and advertising of the station building and its restoration</p> <p>Host community events which are free or low-cost that offer an invitation to local residents to explore and enjoy the building</p> <p>Maintain an engaging website and social media profile with regular updates, photos, and event announcements</p>	1	1			
		<p>Create an annual events calendar to</p>	<p>A fully operational and cohesive events calendar</p> <p>Improved promotions and outreach and communications</p>	<p>Maintain an engaging website and social media profile with regular updates, photos, and event announcements</p> <p>Plan a mix of events incorporating historical holidays, community festivals and art exhibitions</p>	1	1			

Business Plan
Strategic Priority 6 - Recreation and Leisure
Aims of the Station Sub Committee



■ Increase cultural activity by providing a restored historical building (Isambard House) to hold events offering low rates to hire the building

■ Create an annual events calendar to better utilise the building