

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

### **Notes from previous Town Team meeting held on 9.9.24:**

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

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

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

### **Information:**

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

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

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

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

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

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

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

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

Town Leaflet, Heritage Trail and Map

Design:

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

[Company A – Click here to view](#)

[Company B – Click here to view](#)

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

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

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

**Pictures of Information Boards referred to above for Reference:**



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



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

Printing:

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

[Click here to view quote.](#)

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

### Town Visitor Guide

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

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

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

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

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

## Online Advertising

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

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

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

## Distribution and additional advertising publications:

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

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

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

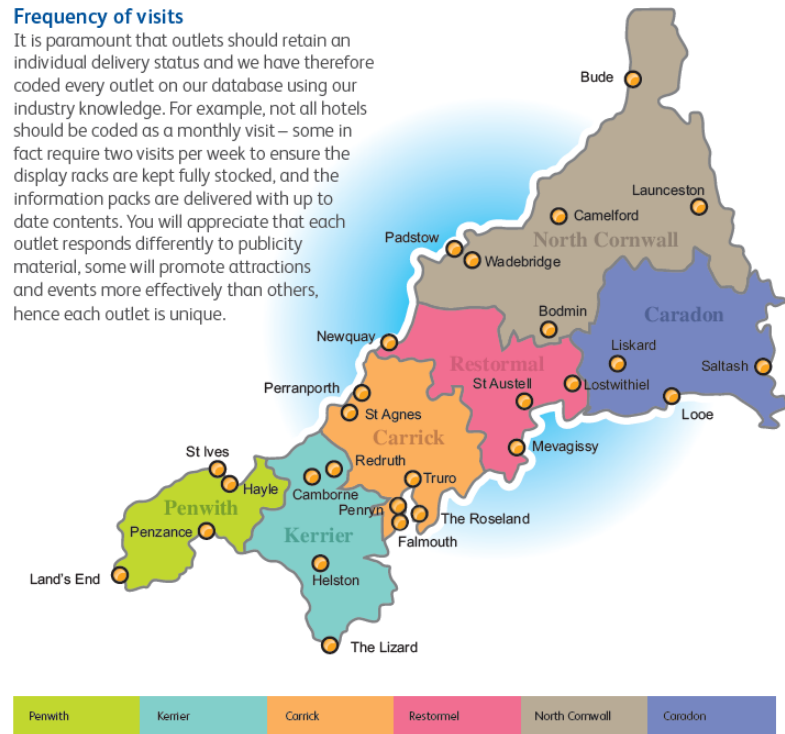
The leaflet would be required to be a DL size (1/3 A4) in size on order to fit their stand slots.

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

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

**Frequency of visits**

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



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

**Option 1:**

**Leaflet Distribution (Rack and Pack)**

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

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

## Option 2:

### Advertising in Publications

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

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



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

#### App Stats:

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

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

#### Feedback Mechanism:

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

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

Approximate Costings:

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

**Budget Code:** 3121 S106 Waitrose Publicity Funds

**Budget Availability:** £7,333

## Next Steps:

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

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

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