

**To receive a report on the Town Council Precept leaflet for the year 2025/26  
and consider any actions and associated expenditure**

**Overview**

In the year 2024/2025 the Town Council opted to advertise the precept leaflet in a few distribution avenues, which included a Facebook paid advertisement, and a two-page centre spread in the Observer. This report will outline some advertisement and design options for the 2025/2026 precept leaflet.

In some previous years the Town Council opted to send a printed version of the precept leaflet to all postcodes within the PL12 4,5,6 and 9 catchment area to ensure residents are kept informed of the Town Council precept. Neighbouring Town and Parish Councils were approached to advise how they distribute their precept information to residents.

<b>Town</b>	
<b>Callington</b>	Do not create or distribute any publication specifically for precept information purposes.
<b>Liskeard</b>	Have not printed and distributed precept information since 2016 due to increased postal and printing costs.
<b>Torpoint</b>	Share information on their website and social media channels. Produce a quarterly newsletter with precept information contained within.

**To Note:** It is a legal requirement for Town and Parish Councils to upload their precept statement to Cornwall Councils Website:

<https://www.cornwall.gov.uk/council-tax/your-council-tax-bill/council-tax-2023/parish-councils-with-a-precept-over-140-000-in-2023/>

## **Advertising/Distribution**

### **1. Royal Mail Distribution**

In previous years, Royal Mail has been used to distribute our precept leaflets. However, it is now recommended that we avoid this option due to its higher costs and its misalignment with our Business Plan's strategic priorities. Specifically, continuing with this approach does not support our commitment to addressing the climate emergency or advancing a local climate change strategy. Printing and distributing the leaflets in this way could be seen as a step backwards in our efforts to protect the environment and reduce the Town Council's carbon footprint.

Furthermore, for the year 2024/25, the Town Council spent £1,560.00 plus VAT on printing and distribution, compared to £1,810.08 plus VAT in 2023/24. By opting not to print and distribute leaflets via Royal Mail, and instead using The Observer, the Council achieved a saving of £250.08. Additionally, opting to use the Observer supports local business and aligns with our strategic priority to boost jobs and economic prosperity.

Some alternative advertising streams have been provided for members' consideration.

### **2. Facebook**

Advertising through this method has been proven to reach various audiences through its targeted approach. It is a vital tool that could be used in various ways to reach multiple audiences if used appropriately. Please refer to Appendix 3 for examples of a Facebook Advert using the new Branding Kit. This can then be advertised with a short description to encourage viewers to find out more.

### **3. Bus shelters**

Bus shelter advertising can offer access to footfall traffic across a wide range of space in Saltash. Fernbank advertising offers various locations for a poster at one bus stop for a two-week period, as seen in Appendix 1. Members are asked to consider Fore Street as a viable option due to its high footfall. An example design can be found in Appendix 4.

### **4. The Guildhall**

Display printed versions of the Town Council precept leaflet in the reception area.

## **5. The Library**

Display printed versions of the Town Council precept leaflet with a digital version available on the TV to catch visitors' attention.

## **6. Town Council Noticeboards**

Display A4 or A5 designs advertising the various outlets you can collect or digitally view a leaflet.

## **7. The Observer**

This option continues to be a great avenue to advertise the precept leaflet and is available for collection at the Guildhall, the Library, and to view online via the Town Council website. This can be captured in the monthly Town Messenger with a small QR code to direct readers to the Town Council website. An example of the two-page centre spread design can be found in Appendix 2.

## **8. The Town Council Website**

Will have a digital version of the precept information A3 leaflet available for viewing via the finance web page.

## **9. Meet Your Councillors**

Provides an opportunity to hand leaflets out to residents and to talk about the precept.

**Associated advertising costs:**

<b>Item</b>	<b>Cost</b>	<b>Proposal</b>	<b>Start Dates (Approximate Dates – TBC to match with Cornwall Council)</b>
Facebook Advertising	£60	Individual design for each Town Council strategic priority two Facebook adverts per week over a three-week period	Tuesday 11 <sup>th</sup> March 2025 – Saturday 5 <sup>th</sup> April 2025.
Bus Shelters	£220 per panel, per two-week period. £33 per poster to print for bus stop panel.	Trial one poster in Fore Street	Tuesday 11 <sup>th</sup> March 2025 – Saturday 5 <sup>th</sup> April 2025.
The Library	N/A	N/A	Tuesday 11 <sup>th</sup> March 2025 – Saturday 5 <sup>th</sup> April 2025 on TV. Leaflets on display until following March 2026.
The Guildhall	N/A	N/A	Tuesday 11 <sup>th</sup> March 2025 Leaflets on display until following March 2026.
Noticeboards	N/A	N/A	Tuesday 11 <sup>th</sup> March 2025 – Saturday 5 <sup>th</sup> April 2025.
The Observer	£1,500 (she is happy to honour the same price as last year)	Produce the same as 2024/2025 and use a two-page centre spread.	March 2025 edition of Town Messenger
Website	N/A	N/A	Tuesday 11 <sup>th</sup> March 2025 until March 2026
Meet Your Councillors	Additional Leaflets may wish to be printed	N/A	TBC

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

**Budget Availability:** £2,501.00

**Next Steps**

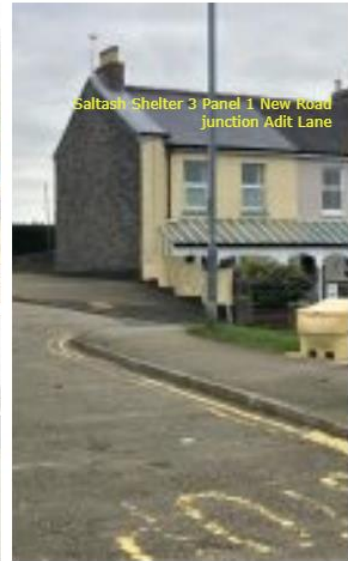
Members are requested to consider all associated costs, printing options and methods of distributing precept information, confirming how they would like to proceed with for the year 2025/26.

**End of Report**

**Development and Engagement Manager**

## Appendix 1: Fernbank Advertising Location Options

**To Note:** The images are snapshots from the website, apologies for the hard to read text that is overlapping the images.





Saltash Shelter 30 Panel 3 New Road opposite Chinese



Saltash Shelter 30 Panel 4 New Road opposite Chinese



Saltash Shelter 31 Panel 1 Fore Street adjacent Co-Op



Saltash Shelter 31 Panel 2 Fore Street adjacent Co-Op



Saltash Shelter 13 Panel 3 Collington Road adjacent Lidl and McDonalds



Saltash Shelter 13 Panel 4 Collington Road adjacent Lidl and McDonalds



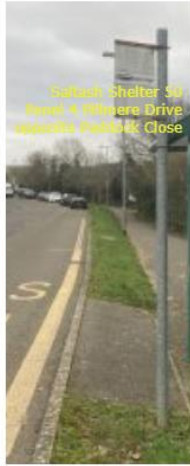
Saltash Shelter 48 Panel 3 North Road adjacent ASDA



Saltash Shelter 48 Panel 4 North Road adjacent ASDA



Saltsdon Shelter 50 Panel 3 Parkere Drive opposite Peablock Close



Saltsdon Shelter 50 Panel 4 Parkere Drive opposite Peablock Close



Saltsdon Shelter 51 Panel 3 Callington Road adjacent St Anne's Rest Home



Saltsdon Shelter 51 Panel 4 Callington Road opposite St Anne's Rest Home



Saltsdon Shelter 53 Panel 3 A391 Carkeel



Saltsdon Shelter 53 Panel 4 A388 Carkeel



Saltsdon Shelter 52 Panel 1 Callington Road opposite Lidl and McDonalds



Saltsdon Shelter 52 Panel 4 Callington Road opposite Lidl and McDonalds

**Appendix 2: Example of the two-page centre spread**

The updates on this option for 2025/2026 are as follows:

1. The new version will elaborate on the launch of the business plan, focusing on funding and deliverables.
2. The right-hand blue box at the bottom will feature how the strategic priorities are starting to be supported by highlights of delivery progress, with a supporting image.
3. Example images have been included, and if the design is chosen, improved images will be researched and used for the final design.
4. An updated list will be produced to show examples of projects and investment that are used to support the community in the bottom left-hand box.
5. Additional links to STC social media accounts will be updated and added.

# Saltash Town Council Working for the people of Saltash



To be able to continue to preserve and maintain services for the community of Saltash it is necessary to increase your Council Tax for 2025/2026 by XXX%.

**This equates to £XX.XX per year** which is just **XX pence per week**

for a typical Band D property.

The larger portion of your Council Tax is set by Cornwall Council, Devon and Cornwall Police, and Adult Social Care.

The Saltash Town Council portion of council tax is used to support the community in many ways. Here are just a few examples of how your Saltash portion of council tax money has been reinvested in the community during 2024-2025:

• AN UPDATED LIST WILL BE INCLUDED HERE OF RELEVANT EXAMPLES

**Funding Streams**

The Town Council has committed to investing into projects as well as continuously searching for new funding opportunities to support the town.

Saltash Town Council have been successful in securing various funding during the year 2024-2025. Funds have been received from Town Vitality (Working in partnership with Town Team) and the Community Infrastructure Levy to be able to start reinvesting into the community.

**Business Plan**

Saltash Town Council has officially launched the new Business Plan for the period 2024-2027, setting out a roadmap for the town's development over the next few years.

**Deliverables**

The Town Council has been focused on advancing key strategic priorities, with significant progress already made in several key areas. A summary of some of these achievements is highlighted in the following section.



Boosting Jobs and Economic Prosperity

EXAMPLES OF PROGRESS



Travel and Transport

EXAMPLES OF PROGRESS



Health and Well-being

EXAMPLES OF PROGRESS



Climate Emergency

EXAMPLES OF PROGRESS



Housing

EXAMPLES OF PROGRESS



Recreation and Leisure

EXAMPLES OF PROGRESS: For example Honeysuckle and Grassmere Way Play Parks.

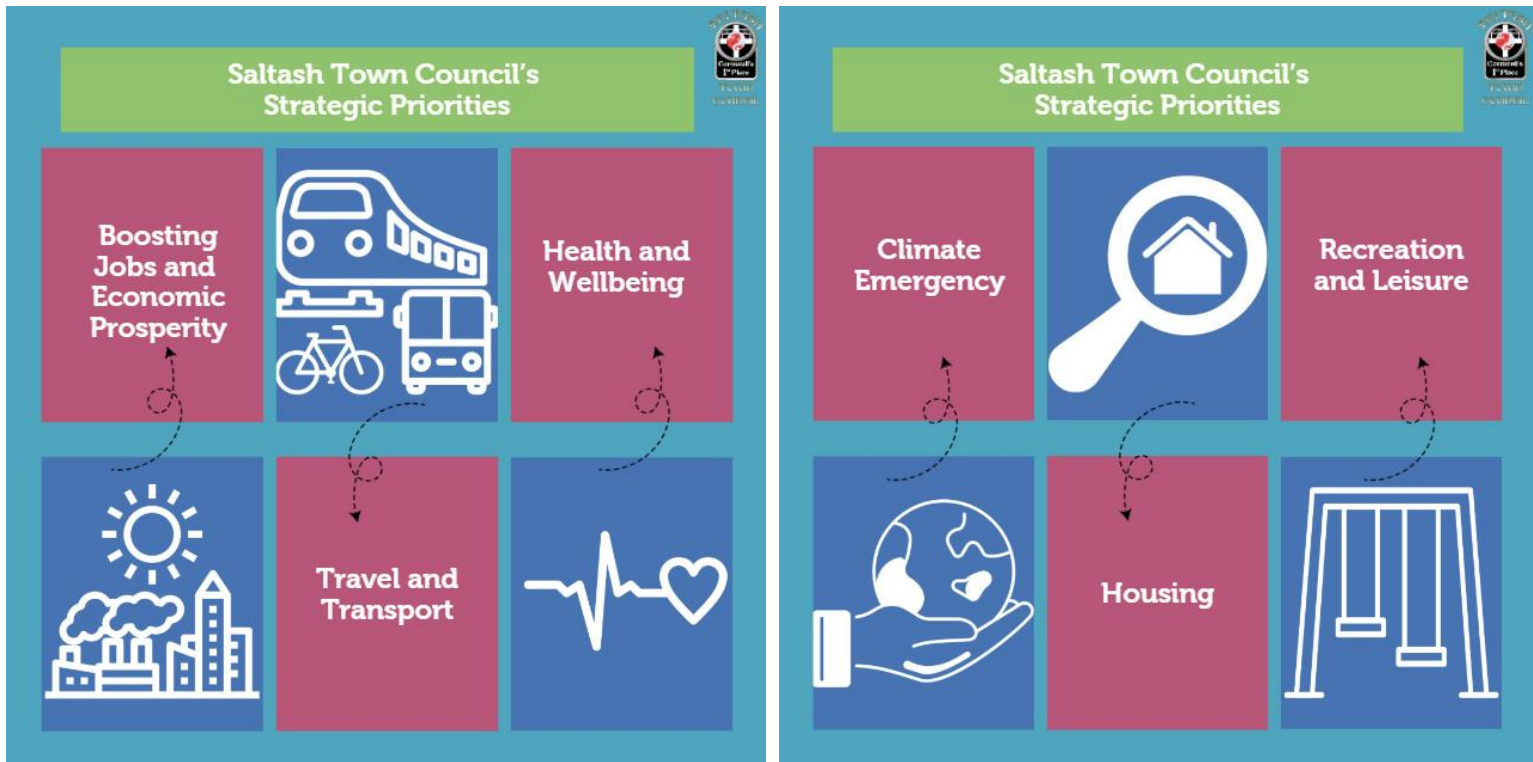


@saltashtowncouncilofficial



### Appendix 3: Facebook Advert Example - DRAFTS

This Facebook advert would be a video that can be viewed here: [Example video for STC Precept FB.mp4](#)



## Appendix 4: Bus Shelter Design

### To Note:

1. This design will be updated with the branding kit colours if the design is chosen.
2. The design will include updated strategic priorities to reflect the Business Plan.

**SALTASH TOWN COUNCIL**

**WORKING FOR THE PEOPLE OF SALTASH**

**Promoting Saltash as a vibrant and welcoming visitor destination.**

**Exploring sustainable transport in Saltash and the rural and urban areas, and continuing to promote walking and cycling.**

**Continuing to provide and improve in Saltash play parks and open green spaces.**

**Continuing to support the Saltash Healthcare Action Group in improving our local NHS provision.**

**Ensuring Saltash has a balanced range of high quality and affordable housing by working in partnership with Cornwall Council.**

**Continuing to acknowledge a climate emergency and to bring forward a local climate change strategy.**

**SCAN ME TO FIND OUT HOW YOUR COUNCIL TAX SUPPORTS YOUR COMMUNITY**

**WEB LINK TO BE INSERTED**

**For further information please visit the Guildhall or Library**

**THE GUILDHALL,  
12 LOWER FORE STREET  
SALTASH PL12 6JX**

**ENQUIRIES@SALTASH.GOV.UK**

**01752844846**

**WWW.SALTASH.GOV.UK**

**@SALTASHTOWNCOUNCILOFFICIAL**

**@SALTASHTC**