

To receive a report on Town Council attendance at events held in 2025 and consider any actions and associated expenditure

Report to: Full Town Council

Date of Report: 3rd January 2025

Officer Writing the Report: Mayor's Secretary/Receptionist

Officers Recommendations

Members are asked to

- Note the 2025 event dates and confirm which of the events the Town Council would like to have a stall at
- Consider if there are any suggestions to incentivise participation in covering the stall
- Provide any feedback as to how the Administration Department can assist in ensuring enough attendance throughout the events

Report Summary

The Town Council have been asked by event organisers if the Town Council wish to have a stall, free of charge, at the following 2025 Saltash events:

1. May Fair scheduled to be held 3rd May 2025
2. Regatta scheduled to be held 7th and 8th June 2025
3. Christmas Festival scheduled to be held 6th December 2025

These events are great for the Town Council to attend as it offers the chance for community engagement with Saltash residents and visitors. A chance for Councillors to connect directly with the community, build and strengthen relationships whilst providing representation for the Town Council.

Significant investment has been made into marketing materials such as the gazebos and tear drop flags.

However, to date it has proved difficult to cover attendance at these events, with previous feedback received from several members in the past that perhaps events

such as the Christmas Festival isn't the correct event for the Town Council to be present at.

Event organisers are offering the stall free of charge and therefore could potentially be losing income.

How Does This Meet the Business Plan?

The Town Council being present at the three main events in the town helps support community engagement and involvement; encouraging residents and visitors to engage and interact with members. The events allow the Town Council to be transparent and accountable.

It meets two of the six strategic priorities

- Boosting Jobs and Economic Prosperity – the stall provides an opportunity to promote Saltash as a vibrant and welcoming visitor destination. It achieves this by providing information and leaflets on things to do in the town, the history of the town and upcoming projects and plans.
- Recreation and Leisure – the stall provides an opportunity to engage with residents and visitors to understand what improvements they would like to see, inform them about upcoming projects and plans and highlight the fantastic opportunities and facilities the town already offers.

Signature of Officer:

Mayor's Secretary/Receptionist