

To receive an update on the Town Vitality markets, greening and wayfinding project and consider any actions and associated expenditure

Markets:

Diverse Events have been appointed to deliver the planning, delivery, onsite management and road closures for the market trials between March and August 2025 under the TDF, TAF, s106 funded project.

Attached is a very rough not 100% to scale draft proposed layout. It includes the nine 3m x 3m gazebo traders in Belle Vue Road and the eight tabletop traders, totalling 17 traders. Diverse Events have pushed one of the gazebos back against the Superdrug wall, this is to help with having as clear walkways as possible through the area. They are fairly sure Superdrug don't have a pavement licence and doesn't utilise this space but are checking with Cornwall Council.

The closure requested is from the junction of Fore Street down to number 10 Belle Vue Road. This is just before the garages and does fully include the loading bays. There is no opportunity to reduce the closure, Diverse Events need a bit of leeway to move those that park in the loading bay or on double yellows before the traders arrive to setup. Temporary loading bays will be located just beyond the closure in Belle Vue Road, there is plenty of space between the closure and the car park. Traders affected will be notified.

The Blitz Memorial Bench is not to be relocated at this stage – see attached report to Saltash Town Council. The Saltash Town Council notice board will remain in its current position for the trials as previously agreed. The bin will be relocated and the low tree branches pruned.

The markets are to be held on 15 March, 19 April, 17 May, 21 June, 19 July and 16 August 2025, 10am to 3pm and monitored each month should any changes be required.

Diverse Events submitted the Event Notification Form and Traffic Management Signage Scheme to Cornwall Council Event Planning prior to the Christmas holidays. No further updates received. Part of the road closure will include Diverse Events letter dropping the immediate properties, so they have their contact details.

At previous Town Team meetings it was discussed that 'farmers markets' (fresh bread, fruit, fishmongers, veg etc) is what was needed. Diverse Events have confirmed, fresh food items are hard to source for an untested market due to the high risk to their business. If their fresh items do not sell, they end up in the bin, however, they will do what they can to achieve this.

Diverse Events have invited a number of hand-picked local traders to the free market trial. On the next page is a list of traders. They currently have the following businesses booked in:

1. Home Farm Cornwall - Artisan cheeseboard preserves, duck eggs, hen eggs
2. North Cornwall Chilli Farm - Chilli items: plants/sea salt/seeds/chocolate/sauce/jam
3. Studio7b - Tie dyed products
4. Pawsitively Peaceful - Pet friendly candles, wax melts, diffusers
5. Saffron Grove - Handmade bags
6. Past to Present - Variety of interior products: signs, stars, lights

Diverse Events have created a basic leaflet that they will be using to market to traders, see attached further information for noting.

Business Name	Product	Booked	Type
D&M Gifts	Handmade Plaques		
RugsyLugsy	Home and Giftware from reclaimed wood		
JoJo Designs	Bags made out of upcycled sails & buoyancy aids		
Studio 7b	Tie dyed products	True	Gazebo
Home for Tweets	Hand painted bird houses		
Tamar Valley Honey	Honey & Beeswax products of the hive		
Glastonbury Cheese	Artisan West Country Cheeses		
Lucifer's Creations	Handmade items: sandwich wraps, headbands, bags, jewellery		
Sandy Paws Designs	Sea glass, recycled glass, wooden art, jewellery and gifts		
Earthbound Treasures	Handmade leather journals, handmade leather bags, handmade hemp bags, molten glass on wood, recycled glass		
Dreaming Otter Designs	Lazer cut and engraved gifts. Sublimated printed gifts, embroidered gifts		
Gifts & Things	Wooden boxes, jewellery boxes, ornaments, clocks		
Lasering Crafts	Laser cut gifts, bespoke items		
Clouds of Art	Hand marbled fabric items such as silk scarves and ties		
The Tamar Valley Candle Company	Handmade luxury candles		
Montania Designs	Handmade gifts, jewellery, clothing		
Nabs Rocks	Crystals, salt rocks		
North Cornwall Chilli Farm	Chilli plants, chilli seed gift boxes, chilli chocolate	True	Table
Tamar Grow Local CIC	Local food produce		
Home Farm Cornwall	Award winning preserves		
Molyneaux Wire Weaves	Handmade jewellery		
Saffron Grove	Handmade bags		
Mr Adam Toft	Own handmade wooden creatures & rustic furniture		
Vintage 72 toys	Retail collectible & vintage toys & games		
Pawsitively Peaceful	Calming & relaxing products for pets	True	Gazebo

Greening and Wayfinding:

The project to deliver a combination of the following on Fore Street as per the information and visuals received at Town Team meetings:

- **Wayfinding/Interpretation including using Cornish Language**
Signs that complement existing finger posts hence black and gold – exact features to be signed still need to be decided. Location of the finger posts are indicated on the annotated map
- **Visual Impact where pavement is too narrow (living pillars)**
Living pillars to make streetscape more attractive where narrow pavements prevent installation of planters
- **Use of pillars from Morrisons down Fore Street for climbers/plants in planters with height**
Use pillars for some innovative planting to break up monotony of streetscape
- **Trees in planters with impact**
Allow for best visual impact by considering larger plants/trees in planters; will also save on extensive maintenance

Cornwall Council Highways have been consulted with and they are in principle happy with the proposals presented and will be regularly consulted as the project progresses. The Urbanists will also be liaising with Diverse Events.

Tender brief for the Planting, Signage and Wayfinding elements has been issued and is on contracts finder in line with Saltash Town Council's financial regulations - **Fore Street Public Realm Project**. See procurement section.

A formal application has been prepared for s106 funding of £40K agreed by Saltash Town Team on 18th December subject to tender responses with a meeting arranged to discuss the next steps.

Marketing and Communication:

Regarding a marketing plan to promote the market trial, see attached further information for Members consideration. Saltash TC will undertake this part of the project on behalf of Saltash TT. It is important the draft marketing plan is signed off this evening to allow sufficient time for the plan to be delivered.

Thank you, Members, for the approval of the attached leaflet delivered to Fore Street traders on 13 January 2025.

Mel and Freya are to deliver the attached leaflet to the traders on 13 January 2025 and at the same time provide an update on the overall project, this is part of our ongoing communication with the traders.

If Fore Street traders are interested in a stall, they will be directed to Diverse Events to avoid booking errors etc. However, we are of the understanding that the stalls are to compliment the traders and assist with additional footfall.

We hope that traders will take the opportunity to dress their shop window, move out to the pavement where possible (subject to CC approval), have special offers etc.

Mel Richardson is to provide a verbal update of the delivery of leaflets at the Town Team meeting.

Procurement Process:

The tender specification, as attached for the planting and wayfinding element of the project, went live on Contracts Finder, Town Council website, social media, town notice board, on 23 December 2024. Closing date 17 January.

To date, there have been two enquiries, both actioned by Mel Richardson Consultancy.

Tender opening, scoring and recommended appointment is to take place at the Guildhall on Thursday 23 January at 10.30am.

Saltash Town Council Standing Orders Section 19.4.5 states:

‘Tenders shall be opened by the Proper Officer in the presence of at least one Councillor after the deadline for submission of tenders has passed’.

The Town Clerk will be in attendance together with Mel Richardson Consultancy and The Urbanist, to undertake the administration process, procurement due diligence and advise, as required. We will not form part of the scoring process or recommendation.

It is recommended that a Town Councillor forms part of the tender panel together with a maximum of 2 Town Team Members, making it 3 Members in total.

Scoring sheets are to be prepared and circulated with instructions closer to the date.

Town Delivery / Town Accelerator Funding:

An email was sent to Emily Kent, Head of Inclusive Growth and Skills, requesting an extension to the TDF and TAF funding.

Victoria Hall responded:

Thank you for your update. It's great to hear that the Town Team has made significant progress despite the challenges. It's also encouraging to know that additional funding has been secured through s106, which will undoubtedly help in ensuring the project's success.

Currently, there is no scope to extend the deadline for the spend, which remains set for 31 March 2025, as per the terms and conditions of the grant.

That said, I'd be happy to have a discussion about any adjustments that could be made to the planned outcomes to ensure that the spend deadline is met. Could you please provide further details on which aspects of the project may not be completed on time so that we can discuss alternative ways to align the project with the funding requirements?

Is there much flexibility around the other funding that you received? I wondered whether there might be scope to adjust some of the outcomes expected between the two sources of funding so that the TCRF funds could be spent sooner and the spend on some of the other funding deferred (if the deadline for spend on that funding is later)?

Happy to discuss this if you think that would be helpful? I'm working on and off over Christmas, so feel free to reach out if you're working and we can put something in the diary. If not, I've put in a calendar reminder to follow up in the new year.

Best wishes, Vicky

On reflection, it makes sense to utilise the TDF and TAF now, to pay for the following services:

- Diverse Events
- Mel Richardson Consultancy
- The Urbanists
- Part payment to the wayfinding/signage and planting works that will have been ordered/under construction by the end of March

All of which, will have delivered before the end of March, and use the s106 funds (more flexibility) to cover the majority of cost for the appointed contractor to deliver the greening and wayfinding elements of the project.

Further to this, to date, Saltash TC have received £7,500 from TDF payment schedule as follows:

Tranche	Amount
Within a reasonable timeframe upon signing of this agreement	£7,500

Saltash TC are yet to receive £10,500 from TAF payment schedule as follows:

Timescale	Amount
Within a reasonable timeframe of signing the Grant Offer letter	£10,500

The TAF has been chased together with advice on what the process is for making a claim in line with the rest of the payment schedule:

TDF Payment Scheule:

Further payment in accordance with Schedule 3	£7,500
Final payment within a reasonable timeframe of provision of evidence of targets reached per schedule 3 (including targets agreed at a later date)	£15,000

TAF Payment Schedule:

Within a reasonable timeframe of delivery of all Grant outcomes	£10,500
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End of Report

Town Clerk / RFO