

To receive a report on the final precept design for The Observer and Fernbank Advertising

Report to: Policy and Finance

Date of Report: 07/01/2024

Officer Writing the Report: Development and Engagement Manager

Pursuant to: Policy and Finance Meeting, Tuesday 12th November, Meeting Minute: 96/24/25.

It was proposed by Councillor Bullock, seconded by Councillor Peggs and **RESOLVED:**

1. To approve the draft design and content of the Precept Information Leaflet, delegating to the Development and Engagement Manager to finalise, reporting back to the next meeting.

Officers Recommendations

Members are asked to consider the following:

- 1) To approve the following precept designs to be sent to The Observer and Fernbank Advertising, as well as advertising on STC social media channels.

Report Summary

Please see below relevant updates relating to the resolved points 1-7 from meeting minutes: 96/24/25.

1. Final precept designs have been included in the Appendix of this report.
2. The Saltash Observer has been appointed to display the Precept Information as a centre spread at a cost of £1,500 allocated to budget code 6301 PF Stationery/Postage/Printing.
3. The Development and Engagement Manager has prepared a social media campaign to promote the Precept Information Leaflet on social media at a cost of £60 allocated to budget code 6301 PF Stationery/Postage/Printing.

4. Fernbank Advertising has been appointed to display posters, inclusive of a QR code (which will monitor engagement with the advertising), in Gilston Road and Burraton Cross bus shelters at a cost of £220 per panel, per two-week period, plus £33 per poster, allocated to budget code 6301 PF Stationery/Postage/Printing.

Please note, discussions are currently in progress to obtain a trackable QR code, which will be updated on the design before printing.

Business Plan

This initiative supports the strategic priorities outlined in STC's Business Plan by showcasing the organisation's achievements across key strategic areas in the precept designs. This approach reinforces STC's commitment to its goals and the community, highlighting tangible progress aligned with the broader strategic direction. Furthermore, it promotes transparency by fostering open communication with the community, which supports STC's overall vision.

Report Images

Please refer to Appendix 1 for the final Precept design ready for Fernbank Advertising.

Please refer to Appendix 2 for the final Precept design ready for The Observer.

Signature of Officer:

A handwritten signature in black ink, appearing to be 'R. J. [unclear]', written over a horizontal line.

Appendix 1: Final Precept design ready for Fernbank Advertising.

Link: [Bus Shelter Poster.png](#)

****IMPORTANT****

Please use the document link provided to see the document at its largest size, for a clear and easy to read picture. The document has a lot of detail and content; therefore, it might be difficult to see all the text clearly.



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 **11%**.

This equates to **£27.34 per year** which is just **53 pence per week** for a typical Band D property.

Saltash Town Council has launched its **Business Plan for 2024-2027**, and being focused on key strategic priorities, significant progress has been made, with notable achievements highlighted below.



Boosting Jobs and Economic Prosperity

Saltash Town Council has made a commitment to growth and has successfully recruited for new positions within the council to support the needs of the community.



Travel and Transport

A successful connectivity trial at Waterside has fostered a strong partnership with Plymouth Boat Trips, resulting in new water transport options for both residents and tourists to enjoy.



Recreation and Leisure

Upgrades to Saltash Play Parks funded with £75,000 from Cornwall Council's CIL fund and £20,000 from Saltash Town Council, have been a great success for the Saltash community.



Health and Well-being

Saltash Town Council installed Happy Plaques on Town Council benches, creating welcoming spaces where residents and visitors can sit and engage in open, safe conversations to support mental health and well-being.



Housing

Saltash Town Council is committed to improving housing access for all by considering all housing types, including rental and affordable options, and providing support and input to the Treledan developments for the town's benefit.



Climate Emergency

Saltash Town Council is dedicated to transitioning its fleet to 100% electric vehicles in order to reduce its carbon footprint.

Here are just a few more examples of how your Saltash portion of council tax money has been **reinvested** in the community during 2023-2024:

£59,069 for professional youth work commissioning
£25,000 for Community Chest and Festival funds
£20,000 for Saltash Play Park upgrades
£4,726 for Saltash Youth Network



Scan the QR code, or please visit the Guildhall and Library for further information



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SALTASH PL126JX



ENQUIRIES@SALTASH.GOV.UK



01752844846



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Appendix 2: Double page spread design for The Observer

Link: [Double Page Paper Spread Option 3.png](#)

Please see below a stand-alone document of the design.

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Saltash Town Council Working for the people of Saltash



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This equates to £27.34 per year which is just **53 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 2023-2024:

- £59,069 for professional youth work commissioning
- £25,000 for Community Chest and Festival funds
- £20,000 for Saltash Play Park upgrades
- £4,726 for Saltash Youth Network
- Kitchen refurbishment at Isambard House for venue hire purposes
- Devolution of assets, including Victoria Gardens
- Installation of new stone memorial benches
- Grounds maintenance and floral display management
- Refurbishment of library windows
- Christmas lighting display installation
- St. Stephens Churchyard upkeep
- Organisation of civic events and parades
- Tree planting initiatives
- Maintenance and management of public conveniences
- Library services provision
- Street furniture installation and maintenance
- Allotment management and development

Funding Streams

The Town Council has been successful in securing various funding during the year 2023-2024.

Funds have been received from Town Vitality (Working in partnership with Town Team), Cornwall Council's Community Infrastructure Fund, and Community Levelling Up, 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 road-map 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 are highlighted in the following section.



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