

NOTES

Meeting:	Saltash Town Team -
Date and Time:	Monday 13 January 2025 - 5.30 pm

Present:	Title/Representing:
C Bailey (CB)	CEPL12 (Reserve)
R Bickford (RB)	CEPL12
S Burrows (SB)	Town Clerk
H Frank (HF)	Cornwall Council
M Griffiths (MG)	Saltash Town Council
S Lennox-Boyd (SL)	Cornwall Council
S Martin (SM)	Saltash Town Council
S Miller (SM)	Saltash Chamber of Commerce
J Peggs (JP)	Saltash Town Council
M Richardson (MR)	Consultant
C Thomson (CT)	Cornwall Council Community Link Officer
Two members of the public	

Apologies for absence: M Worth, Cornwall Council
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Item	<u>Key / Action Points:</u>	Action by:
1	<u>Health and Safety Announcements.</u> The Chairman informed those present of the actions required in the event of a fire or emergency.	
2	<u>Apologies.</u> Apologies were received from Cornwall Councillor Worth.	
3	<u>Public Questions - A 15-minute period when members of the public may ask questions of the Saltash Town Team.</u> None received.	

4	<u>To receive the notes of the Town Team meeting held on 18 December 2024 as a true and correct record.</u> Members confirmed the notes are a true and correct record of the meeting. The Town Clerk informed members that the Town Team Terms of Reference were approved at the Saltash Town Council meeting held on 9 January 2025.	
5	<u>To receive the latest Town Team funding statement and consider any actions.</u> Members noted the latest Town Team funding statement. The Chairman drew Members attention to the additional column on the funding statement showing s106 available funds and spend to date. The Town Clerk informed Members that the Town Accelerator Funds (TAF) and Town Delivery Funds (TDF) are required to be spent by 31 March 2025 (funding perimeters), Cornwall Council will not provide an extension therefore these funds will be utilised 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 2025. The outstanding balance will be covered by the s106 ringfenced funds.	
6	<u>To receive an update on the Saltash promotion project and consider any actions and associated expenditure.</u> DJ provided a verbal update on the project and report received within the reports pack. A signed a letter of endorsement for a Town Visitor Guide and media pack has been included in the reports pack received at this evening's meeting. The external contractor has been appointed and will now begin approaching all local businesses offering the opportunity to advertise in	

the Town Visitor Guide.

The car park and Heritage Trail notice boards will be undertaken as two separate projects. The car park notice boards and the leaflet will include a map of key attractions in the town with 24 points of interest such as, the Banking Hub, public conveniences and local attractions.

The car park notice boards are located at Belle Vue, Alexander Square, Culver Road and outside Ashtorre Rock.

Due to resource limitations the Heritage Trail notice boards are on hold. The notice boards will be utilised on a temporary basis to provide information about Saltash Town Team, Visit Saltash Leaflet, Town Visitor Guide, and many projects the Town Team are working alongside Saltash Town Council, such as, markets, greening and wayfinding.

The designer's cost has been received for the design of the Visit Saltash Leaflet, DJ confirmed it is within the s106 Waitrose available budget. The working group are to further review and progress the project meeting the target date of 1 March 2025.

The Chairman thanked the working group and DJ for work undertaken thus far.

Members received and approved the change of content to the Visit Saltash Leaflet.

Councillor Griffiths asked the working group to ensure the project is transferrable to social media and the website.

DJ confirmed that the leaflet will be available on the website and continuity will be ensured across all platforms.

RB informed Members that it is hoped to utilise established channels such as Visit Tamar Valley and Visit Plymouth with the delivery of leaflets into leaflet racks in key travel and hospitality location such as rail stations, hotels and tourist information centres to reach people outside of Saltash.

7	<u>To receive an update on the Town Vitality markets, greening and wayfinding project and consider any actions and associated expenditure.</u> MR informed the group that approx. 150 businesses were visited today which covered Fore Street, Lower Fore Street and branch roads such as Keast mews. All businesses were given a Fore Street Public Relam project leaflet and spoken to about the project and how they could get involved. There was overwhelmingly positive feedback from the businesses about the project, businesses are keen to see improvements and new events in the town centre to help improve the footfall and support the towns future. Some businesses mentioned they are keen to do market day offers and there was no resistance or negative feedback given. 14 businesses expressed interest in shaping the project in conjunction with Town Team with many businesses offering to advertise the markets in shop windows. MR is to produce a report on the positive and or negative feedback from the businesses during the trial period. The data will be used to help shape future projects and as evidence to the final report to meet the funding criteria. Members discussed how to engage fresh food businesses to get involved with the market. The Chairman reported that Diverse Events 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 wasted. However, the Chairman agreed he would reiterate the importance of Saltash based fresh food producers being given the opportunity to have a stall. Members all agreed that the emphasis for the market has to be on Saltash based businesses. Councillor Griffiths commented, the market needs to be advertised and include information on what	MR PR
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	Deadline for bids is Friday 17 January at 4pm. Members approved delegated authority to the panel to open, score, and award a contractor for greening and wayfinding. The Chairman to confirm the award to Members via email and formally report at the next Town Team meeting to form the notes. Members requested that The Urbanists be approached to further advertise the tender prior to Friday's deadline to encourage applications. The Town Clerk informed Members that funds of £7,500 has been received from TDF payment schedule (included in the funding statement) and Cornwall Council are processing funds of £10,500 in line with the funding agreement. The last funding claim appears to be straight forward, by way of, evidence added to a report. The Town Clerk informed Members of the marketing Strategy, circulated within the reports pack, to be delivered by Saltash Town Council on behalf of Town Team. Members agreed a marketing strategy is required and approved to recommend to Saltash Town Council to cover associated cost for paid adverts of up to £60 on social media and advertising banners to state markets held on 3rd Saturday of the month instead of exact dates keeping the banners timeless. Banners to be displayed at Isambard House, Fore Street, Saltash Retail Park, Library. Further to the above recommendation, after the meeting, the Town Clerk confirmed to the Chairman that she is confident that the advertising of the trial can be allocated against either TDF/TAF therefore the recommendation is not required and the spend will be added to the funding statement. Saltash businesses will be asked to share any special offers they may wish to offer on market days so it can be included in the marketing strategy.	RECOMMEND to STC RECOMMEND to STC
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	RB suggested to create events on Facebook for each market date. The sample feedback survey, contained within the reports pack, for market traders was discussed. Members approved the survey. The group discussed the poster used by Diverse Events (for traders only) to encourage traders to book a stall at the market. All agreed branding needs to be consistent across the project. The Town Clerk to liaise with Diverse Events to see if it is possible to update at this stage. All agreed press and social media releases are key in the lead up, during and delivery of the project. This provides an opportunity for a good news story circulated in local newspapers, potential for interviews etc. Members agreed to give delegated authority to the Development and Engagement Manager to action the marketing strategy contained within the report pack plus additions approved at this evening's meeting. Councillor Frank confirmed that residents that are affected by the road closure have been notified by Diverse Events. The Town Clerk to check if unloading and loading can take place whilst the market is on Belle Vue Road. To confirm, Members approved for the Development and Engagement Manager to undertake on behalf of Saltash Town Team the following elements: 1. The full marketing strategy, phase 1,2,3,4 as attached, plus additions, as listed below: • Social media paid advertising • Create social media monthly 'events' • Timeless banners for display at, Isambard House, Fore Street, Saltash Retail Park, Library • Red bus and Plymouth Boat Trips Ferry (poster) • Engage with Fore Street businesses to assist in promoting any special offers they may have during the market trial.	D&EM SB D&EM
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8	<u>A.O.B</u> The Chairman referred to the email circulated from Will Glassup Highway Manager for Cormac relating to Saltash Fore Street safety improvements. Members were pleased with the response received and positive steps forward. The Town Clerk informed Members that the pavement around a couple of trees which have lifted due to tree roots can be tarmacked with a colour to provide a better look and feel to the town. Will is to provide options to the Town Clerk who will report to the Chairman. Any lifted slabs around trees will be stored at the Saltash Town Council depot for future use in the town.	
9	<u>Date of Next Meeting: 10 February 2025 at 5:30 p.m.</u> 10 February 2025 at 5.30pm Meeting ended at 6.30pm	