

Annex 1: Application Form for TCRF - Town Vitality Funding

Section 1: Applicant Details

1.1 Applicant Organisation (Accountable Body)	Saltash Town Council
1.2 Applicant (Work) Address	The Guildhall 12 Lower Fore Street Saltash PL12 6JX
1.3 Main Contact	
<ul style="list-style-type: none"> Name 	Ray Lane
<ul style="list-style-type: none"> Position in the Organisation 	Town Clerk
<ul style="list-style-type: none"> Work Email Address 	townclerk@saltash.gov.uk
<ul style="list-style-type: none"> Work Telephone Number 	01752 844846
<ul style="list-style-type: none"> Work Mobile (Optional) 	
1.4 Is the Applicant VAT Registered?	Yes
1.5 VAT Registration Number	165131333

Section 2: Town and Partnership Details

2.1 Town	Saltash
2.2 Partnership Details <i>250 words (max)</i>	Saltash has an active Town Team advisory group that comprises representation from Saltash Town Council (4 councillors), Saltash Chamber of Commerce (2 members), Saltash Gateway PL12 (2 members) and Cornwall Council (4 councillors). The Saltash Town Clerk and the Cornwall Council Community Link Officer are non-voting members, and attend when necessary.

	<p>Members of the Town Team are also active within other community groups, including Saltash Rotary Club, Saltash Lions Club, youth organisations and the Saltash-Plougastel Twinning Association. Further, several members have over many years been key figures in the organisation of town events including Saltash May Fair, the Saltash Christmas Festival and Saltash Regatta.</p> <p>The Town Team reports to the Town Centre Vision Sub-Committee of Saltash Town Council. Notes of Town Team meetings are circulated to all members, including the Community Link Officer and Town Clerk, and are discussed at meetings of the Town Centre Vision Sub-Committee, the Saltash Chamber of Commerce and Saltash Gateway CIC.</p> <p>A recent project delivered by the Town Team working in partnership is new street furniture on Fore Street, paying tribute to the town's history and celebrating its links with the iconic Brunel Bridge.</p> <p>In its debates, the Town Team's lodestar has been the emerging Saltash Neighbourhood Development Plan (Saltash NDP). Membership on the NDP Steering Group has included representatives from Latchbrook Neighbourhood Association, Pillmere Community Association, Waterfront Residents' Association and Essa Cycling.</p>
<p>2.3 Stakeholder Commitment <i>250 words (max)</i></p>	<p>Saltash Town Team is committed to co-ordinating development activity within Saltash, with the aim of improving the economic, social and environmental revitalisation of the town.</p> <p>Representation from Saltash Gateway PL12 is included as the CIC has been extremely active in instigating, supporting and delivering various</p>

	<p>town centre projects over the years, including a ‘pop-up’ shop, a communal workspace, the Saltash Scrapstore and the Community Fridge. The CIC runs a fleet of Hopper buses, providing a vital connection with the outlying parishes of Saltash.</p> <p>Each voting member gives of their time and expertise voluntarily, and each member is fully committed to partnership working.</p> <p>Saltash Town Council members say: “We are pleased to be part of this collaborative partnership, delivering together for the community.”</p> <p>Cornwall Council members say: “The priorities set by the Town Team dovetail neatly with strategic economic plans and Cornwall Council’s place-shaping approach.”</p> <p>Chamber of Commerce members say: “Town Team is proving to be a valuable vehicle in supporting the town’s businesses in recovering from Covid, and we are delighted to be involved in the work.”</p> <p>Saltash Gateway PL12 members say: “Town Team supports us in harnessing the energy of the volunteer groups in our community, promoting community cohesion and giving a springboard for a future that is brighter.”</p>
<p>2.4 Delivery Partners <i>250 words (max)</i></p>	<p>This application is seeking funding to determine the optimal location/s and feasibility of developing a multi-use community space within the town’s retail centre.</p> <p>Delivery partners for any open space that is settled on will not be engaged until the viability of such a proposal and support for the project has been determined.</p>
<p>2.5 Community Link Officer (CLO)</p>	<p>Catherine Thomson</p>

250 words (max)

Section 3: Project/Proposal Details

3.1 Project(s)/Proposal(s) Name

Saltash Community Space – a new green realm in the retail heart of the town.

3.2 Project(s)/Proposal(s) Description
500 words (max)

This application seeks funding to commission studies to identify the optimal site within the retail heart of Saltash that can be developed as a green community event space. Specifically, we hope the site will:

- enable regular markets to be held, driving footfall into the town centre
- be the stage for events, promoting community cohesion and supporting wellbeing and civic pride
- deliver a green space within the urban realm that will increase the town’s tree canopy cover, turning grey to green
- offer enhanced facilities for outdoor relaxation
- help establish a critical mass of activity to ensure the retail heart of the town remains ‘bustling’
- enable ‘pop-up’ sale of food and craft items, complementing the current offer and encouraging start-up businesses
- give businesses in outlying industrial estates a central venue to showcase their offer
- offer the opportunity for market stall units to be used on ‘non-market’ days as incubator units for businesses
- showcase the dramatic vistas of the town

- ensure the town is gaining best value from available land
- reduce the number of car trips to Plymouth

Saltash has spread exponentially from its origins on the banks of the River Tamar, and these days the geographical centre of the town is located far from its retail centre. Already residents in ‘outlying’ areas such as Pillmere and Latchbrook tend to look to the neighbouring city of Plymouth as their retail and entertainment destination, a trend that could continue as our population grows with the proposed development of up to 1,000 houses on the outskirts of Saltash at Broadmoor Farm (Treledan).

Unlike some Cornish towns, the great majority of retail units in the town centre are occupied. A large percentage of units are run as independent businesses, and we have an excellent mix of shops and services, including a co-operative run by local crafters.

Place-shaping debates at Town Team meetings have therefore led us to the conclusion that our top priority is not empty units.

We have also investigated the possibilities of partial pedestrianisation of Fore Street, but have reached the conclusion that this is not a feasible option. Instead, discussions with stakeholders have highlighted the need for the creation of a multi-use event space within the town centre.

Saltash has never had a town square, so we have never been able to develop regular craft markets or food markets, like the market in our twin town of Plougastel, for example.

	<p>Fore Street runs straight off the Tamar Bridge, and this means event organisers are faced with an extra layer of permissions, organisation and cost whenever Fore Street is closed off for an event.</p> <p>We have thriving music and drama groups, including the renowned Livewire Youth Project, but the lack of an events arena means there is no outdoor performance venue. Providing a venue for residents to gather and perform would boost community cohesion and support mental wellbeing as we emerge from months of lockdown.</p> <p>We have noticed a trend over Covid months of residents supporting local shops rather than going over to Plymouth. It is a trend we are keen to embed, not least because of the beneficial environmental impact. Indeed, supporting the 'Green Bouncebank' is one of the key elements of this project.</p>
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Section 4: Programme & Milestones

4.1 Proposed Start Date(s)	Within 12 months of grant offer.
4.2 Proposed Completion Date(s)	In line with funding requirements.
4.3 Overall Duration of Project(s)/Proposal(s)	Ongoing.
4.4 Phasing	Detailed project phasing will be generated by the feasibility and design studies.
4.5 Milestones and Dependencies <i>250 words (max)</i>	<p>April Submission of funding bid</p> <p>Presuming bid is successful:</p> <p>May Specifications drawn up</p> <p>June Company/companies appointed</p> <p>Sept Findings published</p>

Section 5: Need and Opportunity

5.1 How will the project(s)/proposal(s) address place-shaping and town regeneration needs?

250 words (max)

Needs identified by respondents to the Saltash NDP consultations include:

- the need to address the proximity and dominance of the large urban area of Plymouth
- the need to address the fact that the town's retail provision does not reflect the fact that it is the largest town in SE Cornwall
- the need to conserve and enhance the existing urban area and its attractive character

Data generated in 2018 shows that 27% of children in South East Cornwall are living in poverty. Indices of deprivation published by the DCLG in 2019 show that parts of Saltash are amongst the 30% most deprived neighbourhoods in the country. These statistics are from before the pandemic, and it is feared that the number of families struggling financially will have increased over the last 12 months. The Town Team believes that a destination for free events and markets will help support families who are struggling financially.

Each time Fore Street is closed to deliver an event, there is a negative impact on neighbouring residential roads as diversion routes are established for buses and other traffic. The establishment of a space where events can be held without a negative impact on traffic flows will be a positive outcome.

	<p>While events are extremely popular, discussions with stakeholders have identified there are some retailers who experience a drop in income on days when Fore Street is closed to traffic. The ability to run regular events without disruption to normal trading routes would therefore be a welcome outcome.</p> <p>Working in tandem with the Hopper buses run by Saltash Gateway CIC, residents of villages in outlying parishes could be offered transport to events and markets, helping to combat rural isolation.</p>
<p>5.2 What opportunities will the project(s)/proposal(s) capture? <i>250 words (max)</i></p>	<p>Building on the Grimsey 1 and Grimsey 2 reviews, the 'Build Back Better' Covid-19 supplement report produced by Bill Grimsey recognises that there is a need to develop a new model for the High Street that is based on quality of life and experiences, not blind mass consumerism, and allows local communities to develop their high streets as places where people can live, work, play and visit. The project to develop a green community open space will capture and deliver the essence of the Grimsey recommendations.</p> <p>The growth in town shopping will be based around this new urban green space, providing an attractive environment to encourage footfall to return from Plymouth, and entice more independent, local traders to view Saltash as a vibrant retail market.</p> <ul style="list-style-type: none"> • Increase footfall and boost dwell time • Boost income generation • Provide options as the spectrum of retail and trading demand evolves • Add character and green space to an urban space

	<ul style="list-style-type: none"> • Improve the viability of the centre as a thriving retail proposition • Create a unique space to draw the community together
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Section 6: Strategic Fit

6.1 How will the project(s)/proposal(s) link to local long-term place shaping proposals?
250 words (max)

Saltash Town Council’s Town Centre Vision Sub-Committee is currently developing a Vision, and this proposal forms part of that emerging piece of work. The proposal is rooted in the Saltash NDP, which has undergone widespread community consultation.

The establishment of a community space directly addresses 7 of the 11 priorities that were identified by respondents to the NDP consultations, namely:

- Protecting and improving green spaces
- Helping businesses grow
- Building on the existing good sense of community in Saltash
- Helping provide better entertainment facilities
- Helping create variety and better quality shops in Fore Street
- Improving the ‘evening economy’ of Saltash town centre through more restaurants and more events
- Tackling climate change

The NDP aims to regenerate the town centre and manage the growth of “out of town” shopping. It includes policy that will help the town centre offer better variety and choice to existing and future residents of the town. Its stated overarching vision is that: “By 2030 Saltash will be an envied riverside town, being greener, more inclusive and prosperous in all respects, with a reinvigorated Town Centre...”

<p>6.2 How will the project(s)/proposal(s) contribute to wider area plans and strategies? <i>250 words (max)</i></p>	<p>In 2006, the Saltash Gateway Area Community Strategic Action Plan stated that: “ A well-designed streetscape and attractive open space could have a significant beneficial impact on the town centre.” This is still relevant today.</p> <p>Further, the Town Team has used Cornwall Council’s Place Shaping Toolkit to guide and inform the debate that led to this project proposal.</p> <p>Recent investment by Cornwall Council in the cycle route network in Saltash has seen the creation of new cycle routes leading in to/out of the retail centre. This proposal of a community space in the retail centre would promote greater use of these cycle routes.</p> <p>Recommendation 9 of the Bill Grimsey Covid-19 Supplement Report calls for a reduction in streets and an expansion of green space, parks and town squares. The delivery of a green space within the Saltash urban realm has the potential to contribute to Cornwall Council’s stated aim of making Cornwall carbon neutral by 2030.</p>
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Section 7: Costs & Funding	
<p>7.1 What will the Town Vitality grant be spent on? <i>250words (max)</i></p>	<p>Commissioning of an expert company/ companies to identify and rank the optimal spaces within the town’s retail heart to develop a green community open space.</p> <p>This would include, but is not limited to:</p> <ul style="list-style-type: none"> • Working with the Town Team to establish assessment criteria • A SWOT analysis for each site put forward

	<ul style="list-style-type: none"> • Conceptual designs and in-principle feasibility studies • Consideration of innovative ideas in carbon capture and energy generation that will support a Green Bounceback • Consideration of issues around inclusivity and accessibility • Public consultation • Assessment of potential funding to deliver any capital works • Signposting to grant opportunities • Investigation of any land ownership and services issues
7.2 Amount of Town Vitality grant sought (£)	<i>(Quotes are being sought to evidence an accurate figure, but based on the population of Saltash, the Town Team is able to submit a bid of up to £100,000.)</i>
7.3 Direct funding coming from other sources (£)	
7.4 Secured/not secured?	
7.5 Total project(s) costs (£)	

Section 8: Outputs & Outcomes

8.1 What will the project(s) achieve? 250 words (max)	<i>(This section will articulate the specifications in 7.2 above.)</i>
8.2 What impact will the project(s) have on the Town/area and/or on project(s) participants 250 words (max)	<p>A community multi-use space will boost retail and employment opportunities and create a destination space for residents and visitors to this historical town.</p> <p>The urgent need to tackle climate change is today's greatest challenge as we move out of Covid restrictions. Transforming urban grey to green and connecting people with nature in the heart of the urban realm will play a key role in a green recovery.</p>

Section 9: Sustainability, Equality and Diversity

9.1 How will the project(s)/proposal(s) contribute towards the principles of good sustainable (economic, social, environmental) development?

The project is in line with the Saltash NDP, which has a clear vision underpinned by the reinvigoration of the town centre.

Regular markets will contribute to better economic development by encouraging footfall in to the retail centre of Saltash, delivering new employment opportunities and supporting the incubation of new businesses.

Better accessibility for wheelchair users to local events and markets will improve inclusion.

An event space will offer plenty of opportunity to celebrate different cultures and promote diversity.

The ability to offer an enhanced retail experience locally will boost the numbers of residents shopping locally rather than going further afield to Plymouth, leading to positive environmental outcomes as we work towards a future that is less carbon-dependent.

Easy access to quality green space has become an essential need. Nearly two-thirds of people have appreciated local green spaces more due to Covid-19. A multi-use open green space in the retail heart of the town will encourage more people to cycle and walk to the retail centre of the town, delivering improved health outcomes and reducing the number of car trips to Plymouth.

The Green Infrastructure Strategy for Cornwall document produced by Cornwall Council provides a strategic framework to manage and enhance the wider natural environment for the benefit of people, biodiversity and places. This

	is further strengthened by Policy 25 of the Cornwall Local Plan.
9.2 How will the Applicant ensure that good practice in terms of equality and diversity principles is taken into account and promoted in the project(s)/proposal(s)? <i>100 words (max)</i>	All actions will comply with the equality and diversity policies of Saltash Town Council.

Section 10: Risks

10.1 Are there any key risks associated with the design/planning and/or delivery of the project(s)/proposal(s), in whole or in part? <i>250 words (max)</i>	<p>There is no risk to the delivery of the outcomes for which this application is seeking funding.</p> <p>The main risk to the delivery of a community space would be the inability to secure sufficient funding to proceed with the development. However, the proposal meets criteria established by the DCLG, “Re-imagining urban spaces to revitalise our high streets”, and it is hoped that funding would therefore be available from public and private sectors.</p> <p>Cornwall Council is a major landowner within the town, and there is a possible risk that the Council might not be willing to relinquish an area identified as being optimal for the proposed open space. Initial discussions with Cornwall Council, however, have been very positive, and Saltash Town Team would be fully committed to open and collaborative discussions.</p> <p>Thirdly, there is a risk that an appropriate management team cannot be put together to ensure that the project happens and that the</p>
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	<p>completed development proves cost effective. This can be mitigated by knowledge available within the combined parties of the Town Team and the extensive research done previously within the PL12 community so that the use of the development is optimised.</p>
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Important Note to Applicants - Please be aware that if you commence project activities or enter into any legal contract/s before the formal approval of your project(s), any expenditure is incurred at your own risk and may render the project(s) ineligible for support. General Data Protection Regulation (GDPR) and Freedom of Information Act 2000

Cornwall Council is 'data controller' for personal data processed in relation to Town Centre Revitalisation Fund applications and awards under GDPR Article 6 (1) (f) 'processing is necessary for the purposes of the legitimate interests' pursued by the Council.

Cornwall Council's full privacy notice is attached to this form at Annex 3 and can also be found on the Council's website.

Please note that Cornwall Council as a public body is bound by the Freedom of Information Act and may have to disclose some of the information contained in the application if requested.

Declaration and Signature

I declare that I have the authority to represent Saltash Town Council in making this Application for Town Vitality funding.

I understand that acceptance of this Town Vitality funding Application does not in any way signify that the project is eligible for Town Vitality funding support or that Town Vitality funding has been approved towards it.

On behalf of Saltash Town Council, I confirm that:

- Saltash Town Council has the legal authority to carry out the project; and
- the information provided in this Application is accurate.

I confirm that:

- I shall inform the Council if, prior to any Town Vitality funding being legally committed, I become aware of any further information which might reasonably be considered as material in deciding whether to fund the application.
- I am aware that if the information given in this Application turns out to be false or misleading, the Council may demand the repayment of funding and/or terminate any agreement to provide funding in relation to this Application.
- I confirm I am aware that checks can be made to the relevant authorities to verify this declaration and that any person who knowingly or recklessly makes any false statement for obtaining grant or for assisting any person to obtain grant funding is liable to be prosecuted.

For and on behalf of the Applicant Organisation

Name:

Position:

Date