

To receive an update regarding the Great Western Railway (GWR) Customer and Community Improvement Fund applications

Report to: Full Town Council

Date of Report: 15/04/2025

Officer Writing the Report: Development and Engagement Manager

Pursuant to: Full Town Council meeting held on Thursday 9th January 2025, Minute Number: 315/24/25

Officers Recommendations

Members are asked to consider the following:

- 1) To approve the Railway200 exhibition taking place at Isambard House. **Please see Appendix A** for the draft event plan.
- 2) To consider allocation of funding to the Railway200 Exhibition. **Please refer to** the budget section for more information.
- 3) To create a working group to manage this project moving forward in collaboration with the Development and Engagement Manager.
- 4) To agree to Thursday 12th June for an initial working group meeting.

Report Summary

The Town Council delegated authority to the Development and Engagement Manager, working with Councillor Bickford, to submit two bids to the Great Western Railway (GWR) Customer and Community Improvement Fund. Two funding applications were submitted for the 'Promotional Leaflet' and the 'Railway200 Exhibition' projects.

Unfortunately, Saltash Town Council were unsuccessful on this occasion for the GWR Customer and Community fund. However, GWR's Regional Development Manager (RDM) followed up shortly after to express interest in exploring alternative resources outside of this fund, also mentioning the possibility of involving the GWR marketing team to help promote the station during the Saltash Tunnel works.

Promotional Leaflet Project

The Development and Engagement Manager met with the RDM and received the following updates:

- They highlighted possible funding opportunities for promotional leaflets, specifically through the Cross Country Community Fund and the Community Rail Development Fund (CRDF). These applications would be submitted by GWR, not Saltash Town Council.

A further meeting will be held with the RDM to discuss the Promotional Leaflet project and how this will proceed with potential funding opportunities.

Railway200 Exhibition

It is proposed that the Railway200 exhibition should proceed as planned in September, as the event offers a valuable opportunity for Saltash to be part of the wider Railway200 celebrations. It will help to highlight the town's historic links to the railway and promote Saltash Station as an accessible, sustainable, and enjoyable way to travel. The exhibition will not only celebrate the heritage of rail in the area but also encourage greater awareness and use of train services by both residents and visitors of Saltash. **Please refer to Appendix A** to review the draft event plan for the exhibition.

How Does This Meet the Business Plan?

The event supports strategic priorities by promoting sustainable travel and transport through increased use of the railway, encouraging visitors to choose environmentally friendly travel options. At the same time, it boosts jobs and economic prosperity by driving footfall to local businesses, supporting independent enterprises like the Trackside Café, and enhancing Saltash's appeal as a heritage and tourism destination.

Budget Overview

Please note, these budgets are estimates at this stage based on previous events and research. Accurate quotes will be provided if the event management plan is approved.

Item Description	Quantity	Unit Price	Total Cost
Railway 200 speakers.	In kind Paid (estimate)	N/A £200 (potentially looking for 4 speakers)	£200-800 (estimate - this will depend on quotes and potential amount of people available)
Staffing	STC staff, volunteers etc	N/A	
Venue	Isambard House	N/A	
Printing	In house	N/A	
Social media marketing	Boosted advertisements on Facebook.	£60 (6x £10 adverts)	£60
Suppliers	Any Railway themed exhibition pieces.	£200 (estimate)	£200 (estimate)
Insurance	Possible TENS license and an MPLC (to ticket the event, play music, and stream films)	TENS - £21 MPLC - £75-100 (estimate)	£121 (estimate)
Total			£1,131 (estimate)

Budget Codes:

6871 SA EMF Tresorys Kernow Funding

6872 SA EMF Entertainment Licenses

6822 SA Activities & Events

Budget Availability:

6871 SA EMF Tresorys Kernow Funding - **£562**

6872 SA EMF Entertainment Licenses - **£2,132**

6822 SA Activities & Events - **£1,106**

Signature of Officer:

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APPENDIX A

Railway200 Exhibition Event Plan

Event Name: Railway200 Exhibition

Event Date: September 26-29th 2025

Event Time: TBC

Event Location: Isambard House

Reason for Event: To celebrate Railway200 and raise money for the Mayors charity. Ticketed event.

Officer Leading the Event: Development and Engagement Manager

Friday 26th: Set up and possible quiz/film night

Saturday 27th: Full day exhibition

Sunday 28th: If possible – another full day exhibition

Monday 29th: Clear down

Event Purpose

As part of the national Railway200 celebrations, this weekend exhibition at Saltash Station set within Isambard House, aims to honour and explore the railway's profound impact on Saltash over the past 200 years.

The event is a chance to reflect on how the railway has shaped the town's identity and strengthened its connections to the wider region. Through exhibits, speakers, and storytelling, we'll highlight the rich heritage of Saltash Station and the significance of Railway200, hopefully inspiring pride in our past and sparking curiosity in future generations.

This event also supports the continued revitalisation of Saltash Station as a vibrant community hub, and shines a spotlight on Trackside Café, a valued local business at the heart of the station.

How does the event support STC's Business Plan

The event supports strategic priorities by promoting sustainable travel and transport through increased use of the railway, encouraging visitors to choose environmentally friendly travel options. At the same time, it boosts jobs and economic prosperity by driving footfall to local businesses, supporting independent enterprises like the Trackside Café, and enhancing Saltash's appeal as a heritage and tourism destination.

Target Audience

This event is designed to appeal to a wide audience, including both Saltash residents and visitors to the area. It's suitable for all ages, making it a perfect outing for families looking for a fun and engaging day out. There will also be special attractions for train enthusiasts, offering something of interest for those passionate about railways and local heritage.

In addition, the event may appeal to heritage and history enthusiasts, tourists and day-trippers, photography enthusiasts, and community groups. Those with an interest in transport and engineering may also find the event engaging.

Permits

Movie Licence / TENS Licence (for any movie nights or music being played)

Consider relevant suppliers

Trackside Café – Contacted (awaiting response)

STEAM Museum (Swindon) - Contacted (awaiting response)

Cornwall Railway Society - Contacted (awaiting response)

Speakers - Contacted (awaiting response)

Staff

Railway200 Working Group

Volunteers – Possible outreach to schools / community groups

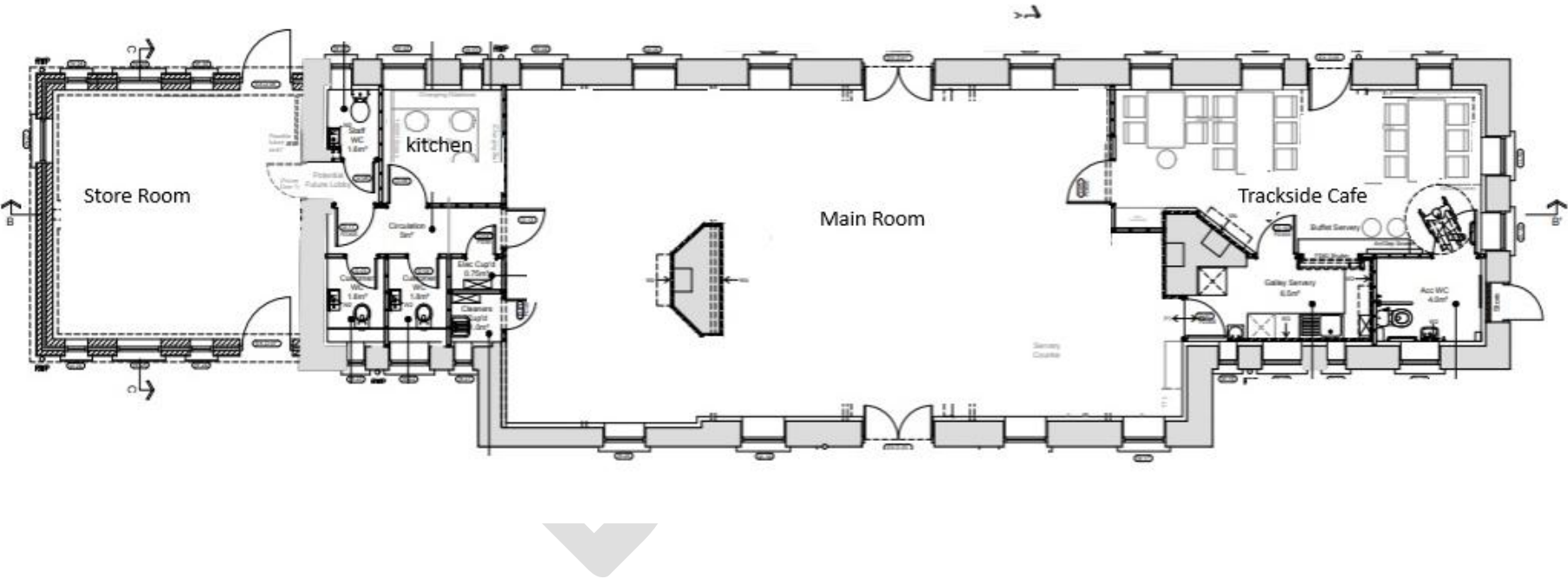
Marketing

The DEM will produce a marketing plan for the event if it is approved.

Event Schedule	Morning (event)	Afternoon	Evening
Friday 26 th	Event set-up	Event set-up	Movie Night: Screening of a classic railway-themed film (e.g., "The Railway Children")
Saturday 27th (The History)	Potential Options Old style ticket booth (Saltash heritage) Inside exhibition stalls <ul style="list-style-type: none"> - artwork (potentially from schools / community groups) - Modern/old Railway models - Bridge models Refreshments – Cream Tea?	Keynote Speakers: Railway historian discussing the significance of the Royal Albert Bridge and its construction. Interactive Exhibit: "Brunel's Workshop" – hands-on activities for children and adults, including bridge-building challenges and steam engine models. Displays: Photo competition display Model railway displays and vintage train simulations.	Clear down
Sunday 28th (The Future)	Storytelling Session: Residents share personal anecdotes about the impact of the railway on their lives.	Panel Discussion: Experts discuss the future of rail travel in Cornwall, including sustainability and technological advancements.	Clear down

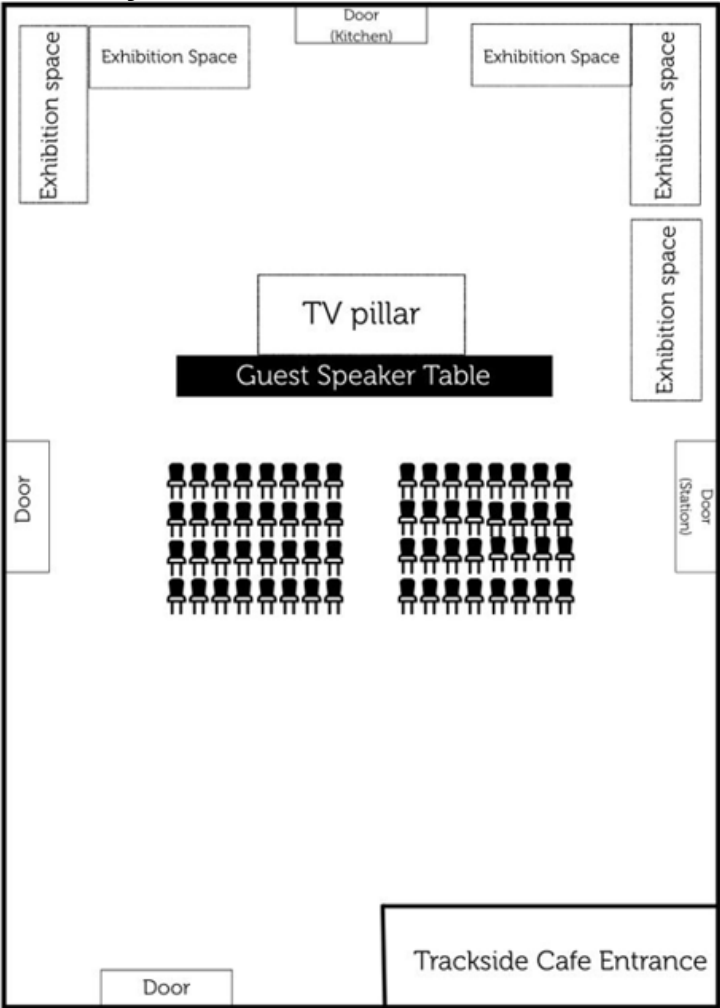
	Children's Workshop: Creative writing and art activities inspired by railway journeys.	Interactive Exhibit: "Railway Innovations" showcasing modern rail technologies and their benefits to the community.	
Monday 29th	Clear Down	Clear Down	Clear Down

Layout (Venue Floorplan)

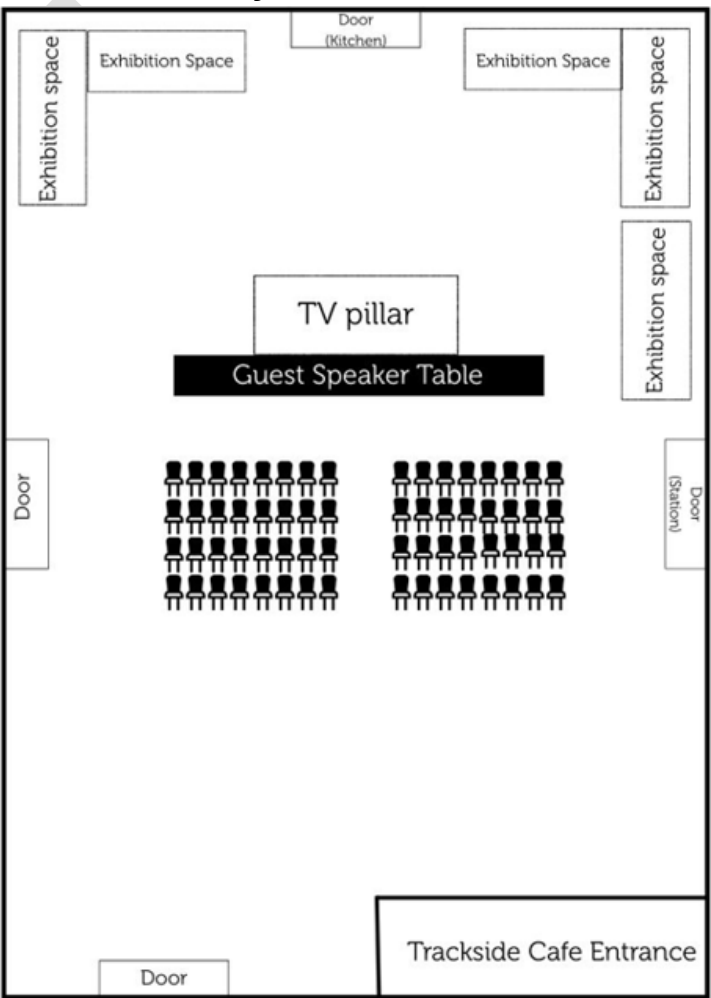


Venue Plan (Inside): Isambard House

Saturday 27th



Sunday 28th



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Event Capacity:

Film evening: 50 seated (approx.)

Speaker events: 50 seated (approx.)

General exhibition stalls: 160 standing (approx.)

Ticket Cost: £5 (example)

Signature of Officer:

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