

Subject: Strategic Proposal: Launch of a Saltash Town Ambassadors Network

Dear Members of Saltash Town Council,

I am writing to formally propose the development and funding of a **Saltash Town Ambassadors Network**—a structured, visible community presence designed to enhance public engagement, civic pride, visitor support, and local environmental standards in the heart of our town.

This proposal draws inspiration from the **Skipton Town Centre Ambassadors** scheme, a well-regarded programme operated by Skipton Town Council and Skipton BID. Their model has demonstrated measurable outcomes in improving visitor experience, supporting small businesses, reducing anti-social behaviour, and creating a more unified and cared-for public space.

Overview and Purpose

The **Saltash Ambassadors Scheme** would consist of trained, uniformed community volunteers who serve in the following roles:

- **Public-facing stewards** providing information, tour guides, directions, and a welcoming presence for both visitors and residents.
 - **Community observers** helping to report litter, vandalism, fly-posting, graffiti, overflowing bins, and accessibility concerns in real-time.
 - **Event supporters** who assist with community days, market stalls, parades, seasonal celebrations, and ad hoc town centre activity.
 - **Civic connectors** signposting individuals to relevant services (e.g. Library Hub, Foodbank, CEPL12 Kitchen, Guildhall).
 - **Partners in safety** acting as visible allies to the local police, Fire & Rescue personnel, and safeguarding officers.
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Why Saltash Needs This Initiative

Saltash is increasingly becoming a community-rich and event-friendly town. Between the historic waterfront, Victoria Park and the evolving high street, Saltash stands at a key moment of regeneration and identity-building.

However, like many towns across Cornwall, Saltash faces:

- Gaps in street-level information and visitor engagement;

- Intermittent civic presence outside of official events;
- Occasional rises in low-level antisocial behaviour;
- A need to demonstrate civic pride and safety to support footfall and local business confidence.

A Town Ambassador Network will visibly demonstrate that Saltash cares about its appearance, its people, and its visitors. The ambassadors would be a living symbol of our local values: **friendliness, pride, inclusivity, and vigilance.**

Case Study: Skipton Town Ambassadors (North Yorkshire)

Skipton is widely known as the ‘Gateway to the Dales’, the comparison to Saltash is clear.

Skipton Town Ambassadors are a recognised success across Yorkshire for:

- Engaging thousands of tourists each year with positive, accurate, welcoming support;
- Monitoring street conditions and reporting live issues to the local authorities;
- Creating safer, more confident environments in the town centre and public parks;
- Participating in radio-based communications with local law enforcement, wardens, and business crime teams.

Skipton’s model is scalable, cost-effective, and adaptable to Saltash. It has won public praise, helped reduce environmental complaints, and strengthened town centre cohesion between public bodies, volunteers, and businesses.

Proposed Framework for Saltash

Volunteer/Staff Roles:

A team of 10–15 initial ambassadors, wearing branded hi-vis vests or sashes, with ID cards and coordinated training. Roles could be flexible: some focused on tourism and wayfinding, others on event support and reporting.

Training Programme:

- First Aid & safeguarding
- Local history, map reading, accessibility
- Communication skills and conflict awareness

Operating Schedule:

- Seasonal deployment (e.g. April–September) with targeted weekend/event rotas
- Drop-in opportunities for volunteers to build confidence and community belonging
- Co-ordinated by a nominated staff member or a supported community partner (e.g. CEPL12, Oaklands Community Centre, Livewire)

Estimated Start-Up Costs

Item	Description	Est. Cost
Uniforms & ID	Hi-vis vests/sweaters, branded polo shirts, ID cards (10x)	£200
Radio/Comm Kits	Portable radios & shared comms gear	£500
Training & Onboarding	First Aid, safeguarding, local area training	£300
Insurance & DBS Checks	Volunteer clearance, liability cover	£250
Branding & Promotion	Posters, leaflet maps, ambassador signage	£250
Total		£1,500– £1,700

Strategic Benefits

- **Boost visitor satisfaction** and repeat tourism through personal interaction.
- **Support Town Centre Strategy** and complement any Place Shaping or Regeneration goals.
- **Reduce pressure on police** by being visible, supportive eyes and ears.

- **Bridge gaps** between agencies and residents through lived, visible connection.
 - **Foster local pride and belonging**, especially among retirees, youth, and isolated individuals looking to re-engage.
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Suggested Next Steps

To move this proposal forward, I would like to respectfully request that **Saltash Town Council act as the lead partner**, with the following support:

What I'm Asking of the Town Council:

1. **Present this concept** at an upcoming Council Meeting or Events Committee
2. Agree on a **small pilot during key events** (e.g. Remembrance, Christmas Lights).
3. **Act as the project lead and primary funder** for the pilot phase.
4. **Support coordination**—either by assigning a small number of officer hours or working with community partners (e.g. CEPL12, Oaklands Community Centre, Livewire) to act as delivery partner.
5. **Fund the estimated £1,500–£1,700** for start-up costs (uniforms, radios, training, insurance).
6. **Endorse the initiative publicly** to build momentum and legitimacy.

My Contribution and Wider Support:

- I will continue gathering volunteer interest, local testimonials, and early partnerships.
 - I will liaise with community organisations, the Police, and Fire & Rescue to build multi-agency involvement.
 - I am willing to assist in grant writing if external funds are required to scale.
 - If preferred, I can work under the direction of the Town Council as a volunteer co-developer of the scheme as the Council sees fit.
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Final Thoughts & Support

This proposal is designed to be light-touch, low-cost, high-visibility, and deeply aligned with the goals of Saltash Town Council. It creates instant community impact, strengthens partnership working, and empowers local people to take pride in their town.

If Saltash truly wishes to lead in community innovation and civic warmth in South East Cornwall, then now is the moment to launch a Saltash Town Ambassadors Scheme.

In the past few days alone, I myself through conversations with a range of individuals already volunteering in Saltash, it became clear to me that we already have the spirit of town ambassadors alive and well in our community. At least three people I spoke with expressed immediate interest in formally becoming Saltash Ambassadors. This suggests not only a readiness but a real enthusiasm for the idea. I believe there is a genuine appetite for this in Saltash—people want to represent their town, give back, and help shape a welcoming, cared-for public space.

Mandy Thompson, Age UK Social Prescriber (working with Saltash Health Centre) said:

"Anything that lends itself to developing community cohesion, participation and civic pride can only be viewed in a positive light.

As a social prescriber, any scheme which encourages people to care for and be involved with their community, and welcome visitors to the town and surrounding areas is a huge plus.

We are rich in social resources in Saltash and I firmly believe the right scheme can only enhance the town's profile as a safe, healthy and culturally vibrant place to live.
I am more than happy to endorse the scheme in principle."

I would welcome the opportunity to present this proposal formally and work with the Council to bring it to life and would be more than pleased to attend a Town Council meeting to further explain this vision.

With sincere thanks for your time and commitment to Saltash.

Warm regards,
James Jenkins

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