

**To receive a report on the Town Council Precept leaflet for the year 2026/27  
and consider any actions and associated expenditure**

**Report to:** Policy and Finance

**Date of Report:** 28/10/2025

**Officer Writing the Report:** Development and Engagement Manager

**Purpose of the Report**

Each year, a precept leaflet is produced to communicate key precept information to Saltash residents. This report presents the proposed design concepts and distribution options for the 2026/2027 precept communications, for Members' consideration and approval.

**To note:** It is a legal requirement for Town and Parish Councils to upload their precept statement to Cornwall Councils Website: <https://www.cornwall.gov.uk/council-tax/your-council-tax-bill/council-tax-2023/parish-councils-with-a-precept-over-140-000-in-2023/>

**Officer Recommendations**

Members are asked to consider and approve the following:

1. Approve the design of the bus stop advertisement, double-page newspaper spread, and accompanying social media graphics. Please refer to **Appendix 1** for the proposed designs relating to the above options.
2. Approve the proposed distribution through the following channels: bus stop advertisement, double-page newspaper spread, social media platforms, the Guildhall, Library, public noticeboards, and the Saltash Town Council website.
3. Delegate authority to the Development and Engagement Manager and the Communications and Engagement Officer to finalise the approved designs and oversee distribution, with a progress report (to include final designs) to be presented at a future meeting.

4. To approve payment for the precept leaflet, with £1,800 allocated from 6301 PF Stationery/Postage/Printing and £210 from 6230 PF Social Media Advertising. Please refer to the budget section of this report.

## **Report Summary**

Last year's precept design was distributed through a range of channels to ensure wide community engagement. The following methods were used:

1. Saltash Observer – The Precept Information Leaflet was featured as a two-page centre spread. This option continues to be a great avenue to advertise the precept leaflet and is available for collection at the Guildhall, the Library, and to view online via the Town Council website. This can be captured in the monthly Town Messenger with a small QR code to direct readers to the Town Council website.
2. Social Media – The leaflet was promoted across social media platforms at a cost of £60. Advertising through this method has been proven to reach various audiences through its targeted approach. It is a vital tool that could be used in various ways to reach multiple audiences if used appropriately.
3. Library Display – The leaflet was displayed on the library's digital screen and as printed copies (produced in-house).
4. Guildhall and Meet Your Councillor Events – Printed leaflets were made available at the Guildhall and during Meet Your Councillor events.
5. Digital Access – A digital version was published on the Town Council website, with posters on Council noticeboards directing residents to collection points and online access.
6. Bus Shelters – Posters featuring a QR code were displayed at Gilston Road and Burraton Cross bus shelters.

## How Does This Meet the Business Plan?

Sharing precept information with Saltash residents helps deliver the business plan's strategic priorities because it builds transparency, accountability, and trust.

Overall, communicating precept information helps residents see the value of their contributions, strengthens confidence in the Town Council, and encourages community participation, supporting all of Saltash's business plan priorities.

## Budget Overview

Item	Cost	Proposal	Start Dates (Approximate Dates – TBC to match with Cornwall Council)
Facebook Advertising	£60	Individual design for each Town Council strategic priority Two Facebook adverts per week over a three-week period	11 <sup>th</sup> March – 5 <sup>th</sup> April
Bus Shelters	£220 per panel, per two-week period. £35 per poster to print for bus stop panel.	Use Gilston Road and Burraton Cross bus stops.	11 <sup>th</sup> March – 5 <sup>th</sup> April
The Library	N/A	N/A	11 <sup>th</sup> March – 5 <sup>th</sup> April on TV. Leaflets on display until following March 2027.
The Guildhall	N/A	N/A	11 <sup>th</sup> March Leaflets on display until following March 2027.
Noticeboards	N/A	N/A	11 <sup>th</sup> March – 5 <sup>th</sup> April
The Observer	£1,500 (she is happy to honour the same price as last year)	Produce the same as 2025/2026 and use a two-page centre spread.	March 2026 edition of Town Messenger
Website	N/A	N/A	Tuesday 11 <sup>th</sup> March 2026 until March 2027
Meet Your Councillors	Additional Leaflets may wish to be printed	N/A	TBC
<b>Total Cost</b>	<b>£2,070</b>		

**Budget Codes:** 6301 PF Stationery/Postage/Printing

**Budget Availability:** £2,444

**Committed Spend:** £600 estimate for stationery for 2025/26

**Budget Left:** £1,844

**Alternative Budget Code:** 6230 PF Social Media Advertising

**Budget Available:** £955

**Signature of Officer:**

A handwritten signature in black ink, appearing to be a stylized 'K' followed by a flourish.