To receive an update report on the Saltash Market Trials and Town Regeneration and Investment Programme Funding

Report to: Town Team

Date of Report: 10/12/2025

Officer Writing the Report: Development and Engagement Manager

Pursuant to: Town Team Meeting: Monday 11 August 2025; Point 39.

Purpose of the report: The purpose of this report is to provide an update on the funding secured for the Saltash Markets and the delivery of the additional markets held between September and December 2025.

It outlines the funding process, summarises the outcomes and impacts of the markets, and formally notes the successful completion and closure of the Town Regeneration and Investment Programme (TRIP) and S106-funded project.

Officers Recommendations

Members are asked to note the updates regarding the funding and the delivery of additional markets from September to December 2025, and to note the successful completion and closure of the project.

Report Summary

The Development and Engagement Manager (DEM) managed the successful TRIP funding application process on behalf of the Council, maintaining regular meetings with representatives from the TRIP fund, updating the online portal with all required administrative information, and ensuring that all funding criteria and compliance requirements were met. The final report will be submitted to the TRIP portal by 31 January, 2026. The Chair and Vice Chair of Town Team supported the DEM by contributing relevant reports, including a summary report that can be found in Appendix A.

Summary of the Extended Saltash Market Trial (September–December 2025)

The Saltash Market Trials were funded to continue in Fore Street from September through to December 2025. Unfortunately, the September market was cancelled due to exceptionally high winds, which posed health and safety risks in the exposed stall locations, but this did not affect the funds received from TRIP. Appropriate discussions were had to try and find an alternative date for the cancelled market, but due to the timeframe and other events happening within Saltash, this was not an option.

Feedback from stallholders has been largely positive; however, sales levels were generally not sufficient to support the introduction of stall fees at a level that would fully fund the markets in 2026. The primary cost pressure remains the requirement for road closures due to the location of the stalls. Road closures require specialist signage, trained personnel, and traffic management measures, which significantly increase delivery costs and limit the number of stalls that can be safely accommodated. While alternative and undercover locations have been explored, these are currently considered too far removed from the high street to generate the necessary footfall.

Despite challenges, the markets have demonstrably increased footfall within the town centre on market days, with several retailers reporting increased trade and customer interest. While the markets are weather dependent and face competition from established markets in surrounding areas, public feedback indicates strong local support, with many residents viewing the markets as an asset to Saltash and expressing a desire for them to continue into 2026.

How Does This Meet the Business Plan?

The Saltash Markets support the Business Plan by boosting local economic prosperity through increased footfall and opportunities for small traders, helping to promote Saltash as a vibrant visitor destination.

They contribute to community health and wellbeing by fostering social engagement and a positive town centre atmosphere. The markets enhance recreation and leisure by offering regular, accessible events that activate public spaces and complement existing high street activities. Overall, the markets align well with the Business Plan's goals of economic growth, community vitality, and improved quality of life.

Signature of Officer:

<u>Appendix A</u>

Vice Chair of Town Team Report

Saltash Markets Report

The markets started in the Town Centre in September 2025 on the third Saturday of each month leading up to December. Although one had to be cancelled due to the high winds which severely affected the area around which the stalls were positioned so from a health and safety point of view it was not possible to be held.

Most of the feedback with the stall holders has been positive however they don't appear to generate masses of high monetary sales in order to pay a fee, going forward, in order to have a stall next year 2026, which they would have to fund.

The main cost problem of the market is the location of most of the stalls being on a public road which needs to have road closures in place in order to position the stalls around the small seating area outside a couple of shops. Using just that area wouldn't facilitate enough space to enable more than 6-7 stalls safely in that area alone. Signage, personnel to operate the road closure safely, also has a high cost to keep people away from the main road itself and make sure that cars do not try and access the closed area.

The markets are very much weather dependent however the footfall to the town centre has increased on those market days and most retail shops have shown an increase in trade and interest after the events.

Going forward an undercover location has been considered although both options are felt not to be close enough to the Town Centre itself in order to generate the additional footfall needed to make the markets viable.

There are a number of established markets in the surrounding area which does make a new location more difficult to get off the ground.

However, most shoppers feel it is an asset to the Town and would like to see it continue in 2026.