

To receive a report on signage improvements in Saltash and consider any actions or associated expenditure.

Report to: Services Committee

Date of Report: 15.01.26

Officer Writing the Report: Planning and General Administrator and Councillor R Bickford

Pursuant to: Services held on 11.12.25 minute nr. 86/25/26

Purpose of the report: To receive a report on the existing signage within the Town and wider community that may require improvement and consider any actions and associated expenditure.

Officer's Recommendations

Members are asked to:

1. Approve in principle to improve the proposed signage outlined within the report;

1. Delegate to the Planning and General Administrator, working with the Chairman and Vice Chairman, to explore funding and permissions, develop detailed design proposals, and provide costings for improvements or new signage, reporting back to a future Services Committee.

Report Summary

Report by Councillor Richard Bickford - January 2026

This report details potential signage upgrades/changes that STC could deliver. Some of this may need to be in conjunction with Cornwall Highways or National Highways. Some may be funded through s106 or part funded by other partners in some locations. We are looking for 'in principle' agreement to this list in order to progress permissions, quotes and designs which would be brought back to a future meeting for agreement. This is likely to be a phase 1, so future ideas can still be brought forward.

Welcome to Saltash Sign

Possibly Section 106 fundable

On slip road from A38. Looking a bit shady, partial covered by growth. Could be bigger and higher, possibly with additional words



Welcome to Saltash Sign

Possibly Section 106 fundable

Bottom of Fore Street.

Looking a bit shabby.

Could form part of a larger sign attached to the Royal Albert Bridge sculpture which has fixing positions.

Lots of room for improvement and larger size.

Possibly the sign could show a wave at the top to indicate the river under the bridge.

Could be lit at night.



Cornwall College sign

At top of Fore Street against railings of Victoria Gardens

Change to **Saltash Library**



Entrance to Plougastel Drive

Unused posts could support signage for available services such as Library, Leisure Centre, Register Office, Car Park, Family Hub, Health and Wellbeing hub, Health Centre, Brunel School.

One on each side of the road?





Cornwall College sign

At Fire Station end of Church Road

Could replace with 'The Core'

Shop Mobility Sign

Junction of Fore Street and Belle View Road

Update sign and maybe clean them!





Citizens' Advice Bureau
Shopmobility 



Toilets 

No loading at any time

ckwellBate
ACCOUNTANCY & TAX
01752 840555

ayroll

20

No loading at any time



Pharmacy



Health



Railway Station signage

Exit of station

Possible new sign to go on reverse of street facing sign.

Welcome to Saltash

Directional signage

Left

Waterside/Ferry/Mary Newman's Cottage

Right

Town Centre Shops/Bus Stops/Museums



Alexandra Square Car Park

Rear of cluster Peace Garden Signage

Large sign saying Welcome to Saltash in English and Cornish

Possible space for temporary banners at the bottom (Town events etc)

Directional signage

Town Centre

Toilets

Museums

Mary Newmans Cottage

Railway Station

Guildhall

Waterside

Ferry

Cornish Cross

England





Wayfinding / Finger signs

Several are broken and all need a clean and update. Top logo missing from most.

Potentially option to work with the Community Shed to provide new fingers





Waterside walking route

Potential to add small walking route signs to and from the Waterside.

Opportunity to indicate an 'Easier' walking route via Old Ferry Road and North Road.

Noticeboard at Treledan

STC has contacted Treledan Developers regarding the installation of a notice board within Treledan. Subject to their approval, they are happy for STC to send across details.

Cornwall Council Highways

STC has contacted Cornwall Council Highways Team for advice on what the procedure is for requesting amendments to existing signs, what permissions are required for installation for new signs on existing posts, and what the associated costs for making changes or requesting new signage may be.

How Does This Meet the Business Plan?

Improving existing signage and considering opportunities for new signage will meet the following strategic priorities:

- Boosting Jobs and Economic Prosperity
- Travel and Transport
- Climate Emergency
- Recreation and Leisure

Having clear signage will help visitors navigate the town centre more easily, making Saltash a welcoming destination and encourage visitors to spend longer in town. Easier navigation and improved signage in the wider community will promote walking, encourage residents to explore more areas and increase awareness of recreational facilities in Town. Signs to leisure facilities, the waterside, green spaces and parks will make them easier to find and use. Signage to walkable routes and cycle paths supports sustainable transport.

Signature of Officer:

Planning and General Administrator and Councillor R Bickford