

To receive a report on Town Council attendance at events and consider any actions and associated expenditure

At the 15 January FTC Meeting, it was agreed that:

312/25/26 TO RECEIVE A REPORT ON TOWN COUNCIL ATTENDANCE AT EVENTS HELD IN 2026 AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE

Members discussed attendance at the events listed in the circulated report and highlighted the need for improved promotional material.

Members noted that conflicting commitments can limit Councillor availability at events and requested that staff work with Members to ensure stalls are appropriately staffed.

It was further discussed that staff should take the lead in manning the stalls, as they are fully briefed on all Town Council projects.

During the discussion, Councillor Johns left and subsequently returned to the meeting.

Following a unanimous vote (14 in favour, 0 against, 0 abstentions), it was proposed by Councillor Bullock, seconded by Councillor Peggs, and **RESOLVED:**

1. To confirm attendance at the May Fair on Saturday 2 May and the Regatta on Saturday 25 July, using the existing Town Council marketing materials;
2. To form a Working Group comprising Councillors Mortimore, Martin and Ashburn to determine the format of attendance and identify the necessary additional promotional materials, reporting back to a future Town Council meeting.

Aim: To make the Town Council stalls more attractive and interesting for our residents and reduce the requirements on councillor attendance.

Suggestions:

- **Gazebo's:** remove the barrier between the STC stall and the Library stall so that it is an open area. One large gazebo. This can be achieved by not installing the side panels of the gazebo.
- **Staffing:** by making one gazebo as suggested above, will elevate lone working, and the need for a rota for councillor attendance. Councillors will still be expected to man the stall, but will reduce the need to one person. We request the support of one member of staff for the STC stall to be determined by the Town Clerk.
- **Display:** at the moment the stall is bear with only a table with a couple of leaflets. The working group suggests the use of a folding display which can have the display changed as necessary. This could be furnished with A3 posters which can be printed in house. Cllr Martin suggests the popup display, but was unable to attend the working group meeting therefore additional information would need to be sought to better understand how it operates and full costings.

The working group would like to see information displayed which is engaging such as:

- News of projects STC are doing and have done such as: ferry service, Churchtown Farm, park projects, letters to heaven etc.
- Partnership working.
- Information on what STC do and what CC do (educational piece).
- Information from STC leaflets.

Example of display boards:



approx. price £150 – £250

Popup Straight Backwall Kit with Clamping Lights



approx. price £300 - £700

Engagement: hand out leaflets as usual, as many children are also present at the events, to provide items for children as this draws the adults to the stall. We suggest providing logo bugs and Saltash stickers.

Example of Logo Bug:



approx. price £250 for 1,000

Design:



Example of sticker:



Suggested text:

Top line: I ❤️ Saltash

Bottom line: My a gar Essa (I love Saltash in Cornish)

Price: £12.95 for 480 stickers plus postage costs

Conclusion:

The working group believes that these minor changes will make STC presence at these events more attractive, interesting and interactive.

Review:

The working group will meet again after May fair to review how well the event went and if any improvements can be made.

Proposition:

We request approval to proceed with these changes and the associated expenditure as follows:

- Support of 1 member of staff to be determined by the Town Clerk
- Purchase of the display board if we do not already have one in STC possession
- Purchase of stickers and logo bugs
- Poster designs
- Budget to support associated marketing cost at a maximum of £600 allocated to budget code 6573 EMF Public Art and Maintenance.
- To avoid needing to return to Full Council for additional spend, to delegate to the Town Clerk to approve spend over £600 but within budget, if necessary.

End of report

Cllr Lisa Mortimore and Cllr Alice Ashburn

Working Group