

Objective	What we will deliver	Lead Officer	Resources	Ongoing	Year	What we achieved	Completed	Already do
Revitalise and Improve Signage - Improved maintenance - Fix if required - Identify areas for new / improved signage	Improved maintenance Fix if required Identify areas for new / improvements	Office Manager, Communications and Engagement Officer, Operations Manager		N/A	1	Currently reviewing existing signage and considering opportunities for improved and additional signage Contacted Treledan Developers regarding the installation of a new noticeboard within Treleden. Subject to their approval, they are happy for STC to send across the relevant details. CC Highways confirmed cleaning can progress and continuing to liaise with CC to find suitable solution for improved signage. Confirmed Town Council insurance covers works for SD Team to clean subject to Risk Assessments being in place. Review of signage ongoing and report to be received at future Services meeting. Cornwall Council Highways Team have been contacted regarding associated costs and permissions for additional / new signs. Discussions continue with GWR regarding signage at Saltash Railway Station. S106 funding confirmed can be used for signs on the basis that funding is only for signage directing people to Fore Street/Town Centre. Finger point signs are to be explored.		
Promote Saltash as a vibrant and welcoming visitor destination	Improve communications, publicity and marketing of Saltash and increase footfall / tourism.	Office Manager, Communications and Engagement Officer, Operations Manager		Ongoing	Review 3 / 4 Year	Continued work with stakeholders for the delivery of a Saltash leaflet and Town Visitor Guide Banners for events procured Advertisement for Shop Your Town Parishioners and Civic Awards approved by the Town Council. Positive results from Shop Your Town and Civic Awards being held in conjunction to Annual Parishioners Meeting. Saltash Leaflet delivered and being distributed across Cornwall. Admin have passed to local organisations such as Saltash Studios, Mary Newmans Cottage / Eliot Stores and internally to Saltahs Library and neighbouring Libraries.		