

**To receive a report on the Saltash May Fair Community Engagement and consider any actions and associated expenditure**

**Report to:** Policy and Finance Committee

**Date of Report:** 06/05/2026

**Officer Writing the Report:** Development and Engagement Manager (DEM)

**Purpose of the report:** To provide a summary of public engagement at the Saltash Town Council stall at the Saltash May Fair 2026, together with recommendations for future improvement.

**Officer's Recommendations**

Members are asked to delegate authority to the DEM for the following tasks:

- 1) To undertake research into methods of increasing the visibility of all Town Council services at events, including the identification of suitable promotional materials and associated costs, with findings to be reported to a future Policy and Finance Committee meeting.
- 2) To investigate additional interactive activities for use at future events to enhance public engagement, including any associated costs, with findings to be reported to a future Policy and Finance Committee meeting.
- 3) To obtain quotations for the installation of a central guttering system for adjoining gazebos, to mitigate the risk of water ingress during events and to protect equipment.

**Report Summary**

The DEM attended the Saltash May Fair alongside Councillors and representatives from the Saltash Library Hub. The DEM developed a series of display boards to promote the work of the Council, which also served as key engagement tools and discussion points during the event. A full example of these designs is included in Appendix A, together with photographs of their presentation at the event.

In addition, the DEM provided promotional materials, including posters highlighting Council services, the Town Visitor Guide, and Meet Your Councillor (MYC) leaflets.

Merchandise was also made available, including small multicoloured bug toys, which proved particularly popular with younger attendees.

### **Public Engagement Summary**

The event successfully engaged a wide cross-section of the community, with particularly strong participation from families, working-age adults, and older residents.

### **Engagement Overview**

<b>Total interactions</b>	<b>Primary location</b>	<b>Additional visitors from</b>
51 interactions (plus very short engagement from handing out toys)	Saltash	Plymouth, Gunnislake, Portsmouth, Bodmin, Liskeard, Bedfordshire, and Gloucester

Engagement varied in depth, from quick interactions (e.g. toy requests) to more detailed conversations regarding council services and local developments.

### **Audience Profile**

<b>Children &amp; Young People (3–17)</b>	<b>Adults (25–59)</b>	<b>Older Adults (60+)</b>
High engagement volume; Primarily attracted through merchandise (toys).	Largest group for meaningful engagement; Strong interest in services, developments, and council information.	Highly engaged; More likely to have in-depth discussions (transport, infrastructure, planning).

### **Engagement Levels**

<b>Low Engagement</b>	<b>Medium Engagement</b>	<b>High Engagement</b>
Majority of interactions; Typically brief (toys, leaflet collection).	Significant proportion; Included discussions about services, visitor information, and local issues.	Smaller number but high value; Included detailed conversations around strategy, transport, and planning.

Issues Raised	Outcome	Additional Topics
<p>Aldi / Latchbrook development concerns – feeling their voice isn't heard.</p> <p>Parking and disabled access</p> <p>Asked why STC had shut toilets during the event.</p> <p>Tyres falling into property from local business (recorded on the MYC form – request for a Cllr's attendance)</p>	<p>The DEM signposted them to the STC website and Facebook page to enable them to stay informed about local issues and forthcoming public consultations, which they had previously missed due to not following Council communications.</p> <p>The resident was signposted to the correct contact via our website.</p> <p>The resident was informed that the toilet facility was closed due to vandalism, and that STC is working in partnership with the police to identify a suitable resolution. They were also advised that responsibility for the provision of toilets at the May Fair rests with the event organisers, and were signposted to alternative facilities, including those at the Guildhall.</p> <p>This complaint was handled through the Admin department.</p>	<ul style="list-style-type: none"> <li>• Library services and walking routes</li> <li>• Social media and communications</li> <li>• Christmas festival planning</li> <li>• Youth funding</li> <li>• Transport (Saltash Red Bus)</li> </ul> <p><b><u>All of these have been dealt with by the DEM.</u></b></p>

## **Materials Distributed**

<b>Toys</b>	<b>MYC Leaflets</b>	<b>Visitor Guides</b>
200	40	50

<b><u>Successes</u></b>	<b><u>Challenges</u></b>
<ul style="list-style-type: none"><li>• Strong engagement across all age groups</li><li>• Visual displays effectively attracted attention</li><li>• Family-friendly approach increased footfall</li><li>• Printed materials encouraged conversations</li></ul>	<ul style="list-style-type: none"><li>• Limited awareness of council processes (however, the boards helped inform residents on this topic)</li><li>• Recurring concerns around specific developments (Aldi etc)</li></ul>

## **Questions & Feedback**

Requests for clearer information on:

- Transport services
- Public Consultations
- Events
- Local developments

**Positive feedback:** Council social media channels are valued and considered useful, Delivery of professional youth work funding, Town Visitor Guide + MYC leaflet, partnerships and specifically Plymouth Boat Trips was mentioned.

**Concerns:** Some residents expressed frustration about feeling unheard, particularly regarding development issues.

## **Recommendations**

- Increase the visibility of public consultations.
- Clearly communicate how residents can influence decision-making processes.
- Broaden the promotion of Council social media channels.
- Provide clear, accessible information about STC for distribution at events, specifically designed for attendees who may prefer not to engage in conversation.
- Continue the use of family-friendly engagement tools, including merchandise, and explore the introduction of additional interactive elements at the stall,

such as games or a 'Did You Know?' style quiz to promote awareness of Council services.

- Installation of guttering for the gazebo, as rain ingress at the adjoining sections resulted in equipment becoming wet during adverse weather conditions.

### **How Does This Meet the Business Plan?**

This directly supports the Business Plan, as public engagement events promote awareness and demonstrate how the Council is working to deliver the strategic priorities set out within the 2024–2027 Business Plan.

Furthermore, promoting the work of the Council and improving public understanding of how to engage with consultations, services, events, and Councillors supports delivery across all strategic priority areas.

### **Signature of Officer:**

Development and Engagement Manager

Link to the full designs: [May Fair Designs \(how the blue boards will look\)](#)

[Picture of the event set up](#)

