

Funding Justification: Saltash Monthly Street Markets

Applicant: Community Enterprises PL12 (CEPL12)

Funding Request: £1,500

Community Enterprises PL12 (CEPL12) is seeking £2,000 of financial input from the Town Team to support the establishment of a regular, small-scale street market in Saltash, to be held on the third Saturday of each month. This proposal builds directly on the successful trial Street Markets delivered last year, which demonstrated clear demand and tangible benefits to the town centre. Feedback from local businesses confirmed that the markets contributed to increased footfall, with a positive knock-on effect for trade and town centre vitality.

The intention is to focus stalls in the same area as the trial whilst continuing to explore other opportunities in the town centre, as well as planning for adverse weather situations so we can offer continuity.

The primary aim of this initiative is to create a consistent, welcoming marketplace that encourages increased economic activity, boosts visitor numbers, and extends dwell time within Saltash Town Centre. By providing a platform for local traders, producers, and artisans, the market will enhance the diversity of the high street offer and encourage more people to visit, stay longer, and spend locally. Regular scheduling will ensure that the market becomes a recognised and anticipated feature of the town's monthly calendar.

The funding requested will be used to support initial set-up and operational costs, including promotional activity, equipment, insurance, and basic event infrastructure. This early investment is essential to build momentum and establish a sustainable model that can transition to being self-financing through modest trader fees over time.

A key strength of the proposal is its cost-effective delivery model. The markets will be largely operated by volunteers, ensuring that ongoing costs are kept low and that community ownership remains central to the project. CEPL12 will allocate a portion of paid staff time to oversee administration, coordination, and compliance, ensuring that the markets are delivered safely, professionally, and consistently. The CEPL12 employee is already in place and has the capacity to take on this small amount of additional work and has relevant experience.

CEPL12 is well placed to deliver this project, with a strong track record in running indoor food markets through the Community Shop and established relationships with local traders. We have robust systems and processes already in place that can be adapted for this initiative. In addition, we benefit from a highly engaged volunteer base of over 50 active individuals who support our wider enterprises, including the Community Kitchen, Community Shop, Community Fridge and Larder, and Memory Box project. Our experience in recruiting, training, and managing volunteers will ensure reliable delivery and a positive experience for traders and visitors alike.

This project directly aligns with the Town Team's funding priorities by stimulating local economic activity, increasing footfall in the town centre, and encouraging visitors to spend more time in Saltash. The previous trial markets have already

demonstrated these outcomes, and this proposal seeks to build on that success to create a long-term, sustainable asset for the town.

In summary, the requested funding will act as a catalyst to embed a vibrant monthly street market that supports local enterprise, enhances the town centre experience, and strengthens community connections. CEPL12 is committed to delivering a well-managed, financially sustainable initiative that provides lasting benefits for Saltash.

Cost Breakdown to start up and seed fund year 1

Insurance / Licenses	£100
CEPL12 Staff time (£20 p/h x 25 hours)	£500
Promotion – Online (banners/Facebook)	
Physical (Banners and flags , one off cost)	£250
'Street Market' High Viz Jackets	£50
Posters / flyers	£200
Advertising print and online	£400
Adverse weather contingency (Rainy Day fund)	£500
Total	£2000
Optional	
Market Treasure Trail (5 x £100 per trail)	£500
Live Music (5 x £100 per market day)	£500