

RE. ITEM 9 10/8/2026 – TOWN TEAM

RESIDENTS CARD

The Saltash Card was a great success in its day with over 3,000 cards in use. However, few records were kept of the details of cardholders and, as a result, and the onset of Covid 19 it failed in its long- term sustainability.

CEPL12 diverted itself of responsibility for the card when in the early 2020s there was the possibility of it becoming a charity. The Chamber took over the card and was considering relaunch when asked, by a previous Chairman of CEPL12, to hold fire as they were considering a membership card and perhaps the two could run together. This to date has not happened and Chamber members would like to see something happen to move this forward. Since the inception of the Saltash Card there have been many other ideas tried throughout the country and indeed there is Pard Card in Cornwall but I believe that we need a card which is purely Saltash/PL12 based to draw the community into the town centre.

The previous card was purely a card which offered discount but it is envisaged this time the Residents Card will be in addition a digital marketing tool so that businesses in the town can promote themselves/offers.

In order to put the proposal together I need to have some specialist help to ascertain: -

1. The format of the offer.
2. The support from retailers.
3. The big ticket item – N.B. with the Saltash Card the petrol retailers at Carkeel gave a 2p per litre discount and the inception of this resulted in a vastly improved take up of the card.
4. The alternatives for management of the card.
5. How to make the card self-funding once up and running.

I would propose using Mel Richardson, as she already has a lot of the background work through the research she has carried out on our behalf and have agreed a fee of £350 per day plus expenses and would envisage 4/5 days' work.

Would Town Team please approve the use of a portion of the ring-fenced S.106 monies to facilitate this work with a view to reporting back to the next Town Team meeting.