

# **To receive an update on the Town Leaflets and associated signage maps**

## **Report to:**

Town Team

## **Date of Report:**

01.10.2026

## **Officer Writing the Report:**

Planning and General Administrator

## **Purpose of Report:**

To provide the Town Team with an update on the progress of the Publicity Project, including leaflet distribution, visitor guide development, heritage trail progress, and associated budgets.

## **Officers Recommendation:**

Town Team Members are requested to consider:

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1. Future leaflet printing, including quantity, and distribution arrangements for 2027/28 and the associated costs.
2. Progression of the remaining town map signs and associated expenditure.
3. Future Heritage Trail signage proposals and funding requirements.
4. Subject to agreement by the Town Team in respect of items 1-3, and confirmation from the S106 Officer that the ring-fenced funding may be used for these purposes, the Working Group be authorised to deliver the remainder of the project within a maximum budget of £5,000.

5. Recommending to Saltash Town Council that a refreshed letter of support be issued to assist promotion of the Visitor Guide.

## **Report Summary**

### **Leaflet distribution**

Publicity South West continues to distribute the Saltash visitor leaflet through its network, with positive feedback received regarding demand and uptake. Several locations require regular replenishment, including Plymouth Boat Trips.

The distributor advises that approximately one quarter of the original stock remains and expects all leaflets to be distributed by December 2026 or January 2027. They have confirmed that 20,000 leaflets appears to be an appropriate quantity for future distribution and recommend booking early for 2027, especially due to the earlier Easter holiday period.

6 boxes remain from the original order at the Town Council reception.

With 300 contained within each box. This is a total of 1800 still available at the Guildhall.

Leaflets will be required by the distributor by the beginning of Feb 2027.

Printing costs will be additional as provided by alternative local supplier.

Members may wish to consider arrangements and associated costs for the 2027/28 leaflet print run and distribution programme.

Please find the distribution list provided by Publicity South West attached as **Appendix A.**

### **Visitor Guide**

Work on the Visitor Guide is progressing with Bamboo House Publishing. A number of businesses have committed to advertising and paid deposits.

Bamboo House Publishing has requested further promotion of the guide to encourage additional business participation. Should Members support this request, a recommendation will be required for Town Council to reissue an updated letter of support.

The Planning and General Administrator has provided Bamboo House Publishing with a list of businesses and details of the proposed distribution arrangements.

### **Heritage Trail**

Measurements for the proposed Heritage Trail signs have been completed and draft content prepared.

The next stage is for the Heritage Trail Working Group to meet and review the proposed designs before costs can be finalised.

### **Map Signs**

Final designs for the town maps, including "You Are Here" markers, have been completed. Quotations have been obtained for the installation of up to six additional signs at key locations around the town.

One map sign has already been procured and due to be installed at the Waterside location.

Members are requested to consider whether they wish to progress the remaining signage locations.

- Culver Road Carpark - H41.75" x W33.25"
- Alexandra Sq Carpark - H41.75" x W33.25"
- Belle Vue Public Convenience Building - H41.75" x W33.25"
- Leisure Centre Car Park (To be measured)
- Pontoon Noticeboard (To be measured)

### **Associated costs:**

- **Leaflet Printing – Costs and quantity TBC.**

For information: 2026/27 - 35,000 on eco FSC approved paper quality costing £2,559.00.

- **Leaflet Distribution:**

Distribution of 20,000 leaflets is £32.00 per 1,000

**Total cost for distribution of 20,000 leaflets £640**

- **Heritage Signs:**

Costs cannot yet be confirmed as the project is still being developed, pending finalisation of designs and Working Group consideration.

- **Map Signs - £144.50 per unit**

Quote attached as Appendix B

**Total cost for all 5 signs approximately £722.50**

## **Budget Overview**

### **Budget Spent 2026/27: £5,012**

Distribution of leaflets: £900

Town map graphic panels: £35

Leaflet printing: £2,559

Leaflet design: £1,518

### **Committed cost 2026/27: £400**

Advert £400

Sign for waterside £125

## **Budgets**

**Budget Availability:** £5,958

**Budget Codes:** S106 Waitrose Publicity Funds

**Budget Left to Spend 2026/2027:** £421

The remaining budget will contribute towards the installation of the five proposed map signs; however, it would not be sufficient to fund all five in full.

As further elements of the Publicity Project, including leaflet printing and distribution for 2027/28 and the Heritage Trail signage project, are still to be finalised, Members may wish to consider requesting the use of the ring-fenced S106 publicity funds to support the delivery of these initiatives.

The costs provided within the report total £3,921.50, excluding any confirmed costs for the heritage signs and any additional artwork that may be required to accommodate minor amendments to the leaflet.

Subject to agreement by the Town Team, and approval from S106 Officer that the funds can be used for this purpose, it is requested that the Working Group be authorised to deliver the remainder of the project within a maximum budget of £5,000.

### **For information the condition agreement states the ringfenced funds:**

Will be focussed on enhancing Fore Street, increasing footfall, improving spend and encouraging people to stay in the town centre, entirely consistent with the town vision.

Some projects will be easier to implement than others, may be focused on economic, environmental or social impacts or all three and other project ideas may need additional funds to be matched with s106 to generate maximise impact. This will not necessarily be known until the project is developed further but all projects will be assessed against value for money/impact/business benefit.

**Signature of Officer:**

Planning and General Administrator