To receive a report on the Town Council Precept leaflet for the year 2027/28 and consider any actions and associated expenditure

Report to: Policy and Finance Committee
Date of Report: 04/11/2026
Officer Writing the Report: Development and Engagement Manager

Purpose of the Report

Each year, a precept leaflet is produced to communicate key precept information to Saltash residents.

This report presents the proposed draft design content and distribution options for the 2027/2028 precept communications, for Members' consideration and approval.

Officer Recommendations

Members are asked to consider and approve the following:

1) Approve the draft content of the bus stop advertisement, double-page newspaper spread and accompanying social media graphics. Please refer to Appendix 1 for the proposed designs.

Please note, the content within the proposed designs will be updated to reflect recent achievements and up to date precept figures. The draft designs are examples only.

2) Approve the proposed distribution through the following channels:
    - Bus stop advertisement;
    - Double-page newspaper spread;
    - Social media platforms;
    - The Guildhall;
    - The Library;
    - Public noticeboards; and
    - The Saltash Town Council website.

3) Delegate authority to the Communications and Engagement Officer to finalise the approved designs and oversee distribution, with a progress report (to include final designs) to be presented at a future meeting;

4) Approve payment for distribution, allocating £1,700 from budget code 6301 PF Stationery/Postage/Printing and £610 from budget code 6230 PF Social Media Advertising. Please refer to the budget section of this report for more information.

Report Summary

Last year's precept design was distributed through a range of channels to ensure wide community engagement. The following methods were used:

1. Saltash Observer

The Precept Information Leaflet was featured as a two-page centre spread. This option continues to be an effective avenue for advertising the precept leaflet and is available for collection at the Guildhall and the Library, as well as online via the Town Council website.

This can also be captured in the monthly Town Messenger with a small QR code directing readers to the Town Council website.

2. Social Media/Video Content

Advertising through this method has been proven to reach various audiences through its targeted approach. The Saltash Town Council Facebook page has increased in following and engagement over the past year, and boosting posts/video's is proving to be an effective way of enhancing reach.

3. Library Display

The leaflet was displayed on the Library's digital screen and made available as printed copies, produced in-house.

4. Guildhall and Meet Your Councillor Events

Printed leaflets were made available at the Guildhall and during Meet Your Councillor events.

5. Digital Access

A digital version was published on the Town Council website, with posters displayed on Council noticeboards directing residents to collection points and online access.

6. Bus Shelters

Posters featuring a QR code were displayed at Gilston Road and Burraton Cross bus shelters.

7. Pull Up Banners

Pull up banners were used at events such as MYC, and placed permanently at the Guildhall and Library.

How Does This Meet the Business Plan

Sharing precept information with Saltash residents helps deliver the Business Plan's strategic priorities because it builds transparency, accountability and trust.

Overall, communicating precept information helps residents understand the value of their contributions, strengthens confidence in the Town Council and encourages community participation, supporting all of Saltash's Business Plan priorities.

Budget Overview

The following table outlines the proposed costs and distribution arrangements for the 2027/2028 precept communications.

Item	**Cost**	**Proposal**	**Start Dates (Approximate – TBC to match with Cornwall Council)**
Facebook Advertising	£100	Individual design for each Town Council strategic priority. Two Facebook adverts per week over a three-week period.	March – April 2027
Bus Shelters	£220 per panel, per two-week period. £35 per poster to print for bus stop panel.	Use Gilston Road and Burraton Cross bus stops.	March – April 2027
The Library	N/A	Display on digital screen and printed leaflets.	March – April 2027 on TV. Leaflets on display until March 2028.

The Guildhall	N/A	Printed leaflets available for residents.	From March 2027. Leaflets on display until March 2028.
Noticeboards	N/A	Posters directing residents to collection points and online access.	March – April 2027
The Observer	£1,600	Produce the same format as 2026/2027, using a two-page centre spread.	March 2027 edition of Town Messenger
Website	N/A	Publish the digital version of the precept leaflet.	March 2027 until March 2028
Meet Your Councillors	Additional leaflets may need to be printed.	Make printed leaflets available at Meet Your Councillor events.	TBC
Pull Up Banners	£100	For permanent use at the Guildhall, Library, and use at events.	March 2027 – March 2028
Total Cost	**£2,310**		

Budget Information

Main Budget Code: 6301 PF Stationery/Postage/Printing

Budget Description	**Amount**
Budget Availability	£2,758
Committed Spend	£520
Budget Left To Spend	£2,232

Alternative Budget Code: 6230 PF Social Media Advertising

Budget Description	**Amount**
Budget Available	£787

Proposed Budget Allocation:

- £1,700 from budget code 6301 PF Stationery/Postage/Printing.
- £610 from budget code 6230 PF Social Media Advertising.

Total Proposed Expenditure: £2,310

Appendix 1: Bus Stop/Pull Up Banner – DRAFT (figures will be updated)



Double Page Spread – DRAFT (Information will be updated)

Saltash Town Council

Working for the people of Saltash











To be able to continue to preserve and maintain services for the community of Saltash it is necessary to increase your Council Tax for 2025/2026 by 11%.

This equates to £27.34 per year which is just 53 pence per week for a typical Band D property.

The larger portion of your Council Tax is set by Cornwall Council, Devon and Cornwall Police, and Adult Social Care.

The Saltash Town Council portion of council tax is used to support the community in many ways.

Here are just a few examples of how your Saltash portion of council tax money has been reinvested in the community during 2023-2024:

- **£59,069** for professional youth work commissioning
- **£25,000** for Community Chest and Festival funds
- **£20,000** for Saltash Play Park upgrades
- **£4,726** for Saltash Youth Network

- **Kitchen refurbishment at Isambard House for venue hire purposes**
- **Devolution of assets, including Victoria Gardens**
- **Installation of new stone memorial benches**
- **Grounds maintenance and floral display management**
- **Refurbishment of library windows**
- **Christmas lighting display installation**
- **St Stephens Churchyard upkeep**
- **Organisation of civic events and parades**
- **Tree planting initiatives**
- **Maintenance and management of public conveniences**
- **Library services provision**
- **Street furniture installation and maintenance**
- **Allotment management and development**

Funding Streams

The Town Council has been successful in securing various funding during the year 2023-2024.

Funds have been received from Town Vitality (Working in partnership with Town Team), Cornwall Council's Community Infrastructure Fund, and Community Levelling Up, to be able to start reinvesting into the community.

Business Plan

Saltash Town Council has officially launched the new Business Plan for the period 2024-2027, setting out a road-map for the town's development over the next few years.

Deliverables

The Town Council has been focused on advancing key strategic priorities, with significant progress already made in several key areas. A summary of some of these achievements are highlighted in the following section.



Boosting Jobs and Economic Prosperity

Saltash Town Council has made a commitment to growth and has successfully recruited for new positions within the council to support the needs of the community.



Travel and Transport

A successful connectivity trial at Waterside has fostered a strong partnership with Plymouth Boat Trips, resulting in new water transport options for both residents and tourists to enjoy.



Health and Wellbeing

Saltash Town Council installed Happy Plaques on Town Council benches, creating welcoming spaces where residents and visitors can sit and engage in open, safe conversations to support mental health and well-being.



Climate Emergency

Saltash Town Council is dedicated to transitioning its fleet to 100% electric vehicles in order to reduce its carbon footprint.



Housing

Saltash Town Council is committed to improving housing access for all by considering all housing types, including rental and affordable options, and providing support input to the Treledan developments for the town's benefit.



Recreation and Leisure

Upgrades to Saltash Play Parks funded with £75,000 from Cornwall Council's CIL fund and £20,000 from Saltash Town Council, have been a great success for the Saltash community.

Social Media Advertisement – Strategic Priorities





