



Saltash and District Chamber of Commerce and Industry



Report to STC Parishioners Meeting, March 2022 Chair of Chamber - Sarah Martin

We are pleased to be able to report back on activities undertaken by the Saltash Chamber of Commerce in a further year framed by Covid and a recovery out of the pandemic. Chamber meetings took place online throughout the lockdowns, R rates and restrictions, but we are now at last able to meet in person again with the option of a hybrid meeting to accommodate those who wish to join us via Zoom.



National Shop Local Event: Totally Locally

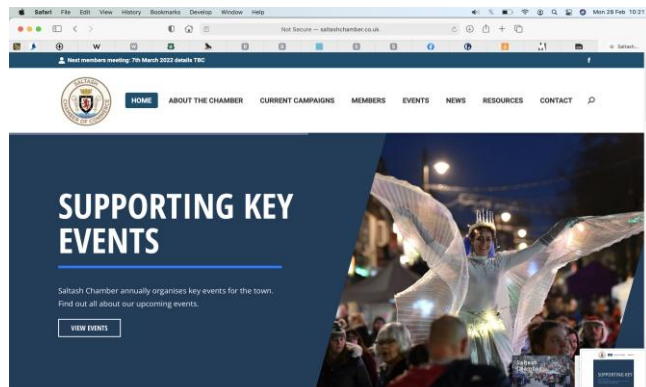
In June 2021, we supported the first of two shop local Fiver Fest events as part of the national Totally Locally shop local campaign to celebrate local independent shops and businesses.

During the Fiver Fest, independent retailers put on special £5 offers to show the diversity and value of what they sell and encourage people to shop locally. The Totally Locally £5 message is that if every adult in Saltash spent just £5 per week in their local independent shops and businesses it would mean £3.2 million per year going directly into our local economy. The June event was a massive success with lots of engagement on Fore Street but also in many businesses based away from the centre. Take up the Totally Locally Saltash Facebook page was amazing and the event was repeated in October in line with the national events. March 2022 will also see the third such Fiver Fest in Saltash.

New Chamber Website

2021 saw the introduction of a new website with new domain name for Saltash Chamber of Commerce - www.saltashchamber.co.uk.

The website, produced by Chamber member Carbon Pixel, is a more professional representation of the work that Chamber undertakes on behalf of the town. We continue to build on this new presence online with the use of other platforms to inform our membership.





Saltash Christmas Festival

It was a joy for the Chamber to be able to run a Christmas Festival again after so many Covid event cancellations. We collaborated with the Tamar Trotters to introduce a Santa Fun Run, which was a runaway success. And of course the Lantern Parade is a perennial favourite, encouraging creativity and bringing schoolchildren and families together in the retail heart of the town. It was a delight to see Fore Street bustling with people again.

Town Team

Chamber members form a key element of Town Team discussions informing the reinvigoration of Fore Street and the town centre area. We were stakeholders in the successful bid to Cornwall Council for Town Vitality funding, which aims to scope a new public space in the town centre for events and community festivals.

Bridge Works and Public Consultation

The last six months of the year were a challenge for residents and businesses alike in Saltash with the resurfacing work on the Tamar Bridge. As a Chamber we were able to take part in talks with the management team on the bridge to help mitigate some of the pain, and influence some of the decision-making around the resurfacing work.

Chamber has been clear also on its objection to lowering the Tamar tag discount rate on the bridge which is planned now to happen in April. We wrote to the Deputy Transport Portfolio holder, and have asked him to lobby our MP and government for National Highways to help fund the bridge which they run their road over - part of the Strategic Road Network.

Car Parking Initiative

Chamber secured funding from Section 106 to offer a parking redemption scheme, which started in December. The initiative is designed to support independent retailers by offering customers a refund of up to £1.60 on their parking charges when they spend £5 in a participating shop.

With the Fore Street parking returning to 30 minutes, we hope the free two hours parking offered by the scheme will enable people to continue supporting our local shops in the way they have been doing during the pandemic.

