

Saltash Town Accelerator Fund

Thank you for the opportunity to access £21,000 of Town Vitality Funding to progress Saltash's priorities building on the first phase of vitality funding.

1 Background

During 2023, using Town Vitality Funding, Saltash Town Team worked in partnership with Saltash Town Council to complete a feasibility study into the optimal site for a community space in the heart of the town.

Architects, Studio Hive were appointed to deliver the Study assisted by Mel Richardson Consultancy for procurement and project management advice.

A series of potential sites were fully investigated. Following community and stakeholder consultation, the final report was published in September 2023 and was subject to ratification by Saltash Town team and Saltash Town Council.

Respecting the community feedback and being mindful of available funding, Saltash Town Team and Saltash Town Council prioritised Central Fore Street as the primary location to explore as an event space, potentially hosting markets; this was deemed to be the area which could have the most potential to bring economic prosperity to the town.

To progress the project, it was agreed that further research and engagement with the businesses in the town would be required.

2 Next Steps

The next steps for which Vitality Funding is required are as follows:

Step 1

Prepare a visual document to present to businesses on Fore Street December 2023

Using the Open Space Final Feasibility as a key source:

- Draw up a proposal document which can be printed and circulated to businesses on Fore Street.
- Look at other towns where the market idea has worked to reference in the document.
- Prepare a survey (load onto Smart Survey software and a hard copy option) to invite businesses to respond.

Step 2

Consultation with businesses on Fore Street in Saltash and nearby residents January/February 2024

Using the proposal document and survey:

a) Businesses

- In liaison with Saltash Chamber of Commerce, consult with businesses on Fore Street reference the market idea. It is proposed to do this in person through visiting each business premises.
- Analyse results of the survey drawing conclusions on overall support for the scheme, assessment of whether businesses see it as an opportunity or threat and any preference on days for proposed markets, tweaks needed for the scheme etc.

b) Residents:

- Tweak the proposal in line with feedback and share with the wider Saltash Community – a discussion would be needed with Saltash Town Council and Saltash Town Team as to how this is done but the expectation is that this is likely to be a meeting to which residents within the immediate community would be invited.

Note: It is proposed to consider an option which does not require road closures but also allows a safe and successful event to be held.

Step 3

Costing up the trial

March 2024

Once feedback is available from the consultation and tweaks have been made to the proposal, the following work will be carried out:

- Detailed drawings produced which describe the main elements of the parklets or stalls (referring to the Feasibility report), looking at temporary cost-effective installations which will have a similar impact to a fully designed permanent structure but at a fraction of the cost e.g. using astro turf, planting boxes, ornamental trees, low level fencing etc. In the case of market stalls - this may not be required since traders may have their own stalls. In this instance, a screened off area would be provided and perhaps a raised deck to bring the space up to pavement level.
- Exploring potential costs to allow the necessary equipment to be purchased/hired to run the trials and the costs involved to coordinate the trials (event management personnel).

Step 4

Delivering the Trials

April/May 2024

The trial would need to be coordinated by a small project team in close liaison with Saltash Town Council and Saltash Town Team would involve:

- Ordering/renting the kit and installing it as well as dismantling it and storage.
- Marketing the opportunity to prospective market traders and promoting the market to the public.
- Managing liaison with the traders on Fore Street who will have informed the project through earlier consultation.
- Streetworks applications, licenses and insurance etc together with liaison with Cornwall Council's highways team and other appropriate officers.
- On site attendance, monitoring and evaluation.

Step 5

Further Markets

From June 2024 to March 2025

Any residue funding would be put towards the preparation of a market strategy to allow a sustainable programme of markets to be delivered safely and successfully.

3 Costs

Saltash Town Team would utilise the circa £8K left in the Vitality Fund budget from the first tranche of funding together with £21K of Town Accelerator Fund.

Indicative cost:

Steps 1 and 2	Proposal and Consultation: £7,000.
Step 3	Costing up the trials: £3,000.
Step 4	Delivering the trials: £10,000.
Step 5	Market Strategy and continued programme of markets: £9,000

The work will be overseen by Saltash Town Team working in partnership with Saltash Town Council as the accountable body. External support is likely to come from consultants with expertise in designing event spaces, running consultation processes and event management.

End of Report

Chairman Peter Ryland on behalf of Saltash Town Team working in partnership with Saltash Town Council