

Publicity Report back to Full Council

The 106 money reached the council around 11 June, and since then I have been meeting with Love Saltash who did the draft Visitor's Guide and local designer Olney Designs to discuss how we move the Visitor's Guide and Banners forward.

My initial thoughts were that the Guide doesn't really do the town justice, and that it could be a lot more representative of our community. I also think we are missing a trick by it just being aimed at visitors so have started compiling a list of additional things that could be included to make it a guide of our town for all.

All design ideas were discussed with Olney Designs who works on the artwork for all our large town events (see attached branding sheet). We agreed on some basic principles, which I have attached here for feedback. The town council logos inform the basic colours of our 'branding', which will be incorporated in all artwork as we move forward to create a consistent branding across the council for all our marketing materials, and can be used to inform the town vision as we work on it.

One of our ideas was to use what we are calling the 'GWR-treatment' of photos to create an identity for the front of any leaflet or guide. This can be seen in the accompanying document. The 'retro' look is very popular at present and would help our marketing materials to stand out when placed with other guides etc.

As you all know, a catch-up meeting was requested by G Challen and P Samuels, and held on 23 July. They are keen to see something up in the Fore Street as soon as possible to encourage local retailers. We looked at the collated ideas and it was decided that banners were needed as a priority.

Olney Designs has worked on a mock-up which will be presented at full council. We have decided on 6 initial images to be worked up in the same way. All of this work can then also be incorporated in future marketing initiatives as we move forward. Costings have been reworked for this additional work.

Once these six are in situ, then we can look at other images, and looking for sponsorship of the banners. The first one will be sponsored by P Samuel's local business.

In light of these developments, I think it would be good to set up a working group to push this all forward where we can incorporate these ideas, and work this up into a complete branding for the town. It would also be good to have help in working on gaining sponsorship from local businesses. I am more than happy to lead this group, and would welcome input from members.

Cllr Martin