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## MARKET TOWNS WORKSHEETS

### ADVICE ON PREPARING A 'SNAPSHOT' AND COMPLETING THE WORKSHEETS

The market town healthcheck consists of questions that cover all aspects affecting peoples' quality of life in a market town and its surrounding countryside. It starts with a factual 'snapshot' of the market town and continues with worksheets covering four main topic areas: environment, economy, social and community issues, transport and accessibility. Full information about how to establish a community partnership, which is needed to carry out a healthcheck, is given in the Healthcheck Handbook.

#### ***'Snapshot' of the town and surrounding countryside***

The purpose of this exercise is to provide a 'snapshot' of the town and surrounding countryside which will help answer the questions in the worksheets. Factual information about existing services and facilities will provide a background that can be balanced with the community's aspirations (which will emerge from the worksheets). The basic information can be obtained from published sources, reports and other studies compiled by the district council and other organisations. Advice on existing data sources and ways to carry out other surveys is given in the Data Sources and Survey Methods Directory.

#### ***Answering the worksheets***

The worksheets have been designed to act as a practical checklist which allows communities to express their views on the town and its surrounding countryside. They are intended to be as objective as possible and will reflect the extent of community aspirations, concerns and priorities. They are not meant to be prescriptive or onerous - they are merely guides to establishing information about the area. What is most important is that the evaluation of the worksheets reflect people's aspirations, concerns and priorities. The results should be drawn together in a vision for the market town and surrounding countryside and will form the basis for an action plan.

The worksheets are individual sheets for each topic area. They can be copied and used by individuals and groups in the community. Each worksheet has:

***core questions*** which are the bare minimum to be covered in each topic area. It is important that these core questions, in each of the four main worksheet topics, are answered so that connections between issues can be made.

***supplementary questions*** which explore particular interests or concerns in greater detail. The worksheets are designed to be flexible, allowing people to select from the supplementary questions. For example, if fear of crime is a priority for the community, there are supplementary questions in the Health and Public Safety Worksheet which will produce a greater depth of understanding and elicit more information than the core questions.

Basic information is likely to be available from published sources, reports and other studies. The district or unitary council may have already undertaken studies on one or more of the main issues, and may be able to provide assistance to working groups. In some instances, new surveys may be necessary. Advice on existing information and data sources, and on survey methods, ranging from traffic counts to townscape appraisals, is given in the Data Sources and Survey Methods Directory.

The overall emphasis, however, is on the community's aspirations for the town and its surrounding countryside. It is this which will help form the vision. It is important to secure a broad and representative understanding of the issues and concerns of the community as a whole.

It is essential that the core questions from each of the four main sections are answered. The healthcheck is designed to join up economic, social and environmental matters and should not focus on one issue at the expense of others.

## **'SNAPSHOT'**

Use this list to record the basic facts about the market town and surrounding countryside. Make a note of the sources of information and add any additional comments and facts that are important. Where change over time is asked for, define a time period such as a year, except where another timescale is specified.

## **ENVIRONMENT**

National Park

Area of Outstanding Natural Beauty

Heritage Coast

Number of Conservation Areas

Number of RAMSAR sites (international bird conservation areas)

Number of special protection areas

Number of special areas of conservation

Number of National Nature Reserves

Number of Local Nature Reserves

Number of Sites of Special Scientific Interest

Number of sites of importance for nature conservation

Number of listed buildings/scheduled ancient monuments

Number of footpaths

Number of bridleways

Number of National Trails

Number of cyclepaths

Number of byways open to all traffic

## **ECONOMY**

Number of jobs

Change in number of jobs

% employed by large employers (over 200 employees)

Jobs by industrial sector

% employed in hotels and catering

Unemployment rate

% unemployed over 6 months

Jobs to economically-active residents ratio

Professional e.g. public sector, medical, financial and legal services, employees as a % of all economically-active residents

Number of Job Centres

Number of new businesses registered

Members of Chambers of Trade/Commerce

Presence of a Business Link office

Presence of a one-stop-shop for business advice

Number of banks

Number of cash points

New industrial units built

Average rent for industrial premises

Rent for prime retail unit

Change in rents

New shops built and/or converted in last three years

Regular general market

Regular farmers' market

Number of comparison goods shops in the town

Number of supermarkets over 1000sqm

Number of other convenience goods shops in the town

Number of vacant shops in the town in proportion to total number of shops

Number of public toilets in town centre

Residents with post-school qualifications

Number of primary schools

Number of secondary schools

Number and type of post-16 education (VI Form College, Technical College)

## **SOCIAL AND COMMUNITY**

Rank in indices of deprivation

Number of residents

Change in population since 1991

% of population over 60/65

% of population under 16

Number of new homes built by tenure

Number of households by tenure

% of single person households

% of households with elderly people living alone

% of housing stock without whole-house heating

Number of households on the local authority/housing authority waiting lists

Average house price

Change in average house price

Recorded crime rates

Number of police stations and when open

Number of Magistrates Courts

Number of Crown/other courts

Presence of Registry Office

Presence of Town Hall

Presence of Citizens' Advice Bureau or Community Legal Services Partnership and when open

Number of fire stations and whether staffed by full time staff or volunteers

Number of ambulance stations

Number of swimming pools and when open

Number of sports halls

Number of outdoor sports pitches

Number of Post Offices

Number of health and fitness centres

Number of banks and building societies

Number of solicitors

Number of accountants

Number of hospitals and which facilities provided e.g. A&E, maternity

Number of doctor's practices/doctors and whether private or NHS

Number of dental practices/dentists and whether private or NHS

Number of opticians

Number of public houses

Number of hotels

Number of hotel bedspaces

Number of bed and breakfast bedspaces

Number and type of restaurants and cafes, including take-aways

Presence of a cinema

Presence of a theatre

Public halls/community centres

Presence of museum(s)

Presence of a library

Presence of art gallery(ies)

Number of churches according to different denominations

Number of voluntary organisations and societies in the town and its surrounding countryside

## **TRANSPORT AND ACCESSIBILITY**

Number of bus stations

Number of train stations

Number of coach parks

% of households without a car

Number of short-stay car parking spaces in the town

Number of long-stay car parking spaces in the town

Number of cycle paths

Journey times by car and public transport to nearest large town or city

Bus route services from villages to train stations

Bus routes/services serving the town and surrounding countryside

Number of disabled car parking spaces in the town

## **MARKET TOWNS WORKSHEETS**

### **ECONOMIC WORKSHEETS**

This section contains the following worksheets:

WORKSHEET EC1  
EMPLOYMENT

WORKSHEET EC2  
RETAIL AND TOWN CENTRE SERVICES

WORKSHEET EC3  
TRAINING AND EDUCATION

WORKSHEET EC4  
COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS

WORKSHEET EC5  
TOURISM AND VISITOR SERVICES

WORKSHEET EC6  
BUSINESS SUPPORT

These should be answered along with the worksheets in the environment, social and transport sections. Advice on answering the worksheets is provided in the Healthcheck Handbook.

Contact details for all national and regional organisations mentioned in these worksheets can be found in the Directory of Contacts.

*New questions, and those to which material changes have been since the healthcheck was first launched in May 2001, are marked with an asterisk (\*).*

## **WORKSHEET EC1 EMPLOYMENT**

These questions help find out the basic data required to understand the local employment situation. This assessment and particularly the baseline data collected will be important for many of the other assessments of aspects of the economy contained in Worksheets EC2 to EC6.

The main sources of information which help answer the questions are the Census of Population, Annual Employment Survey and the unemployment data produced by the Office for National Statistics and DfEE. Apart from published data, a survey of local employers may also be useful.

### **CORE QUESTIONS**

**Q 1** Are local unemployment rates high? (Compare local rates with regional and national averages for male and female and youth unemployment.) The information should be in the Annual Employment Survey or NOMIS.

Identify if unemployment is a significant issue locally.

**Q 2** Has unemployment fallen or risen in recent years? (Compare year on year to regional and national averages.) The information should be in the Annual Employment Survey or NOMIS.

Identify if there are any specific trends in unemployment in the local area.

**Q 3** What are the labour market participation rates? (Work out the ratio of employed people as a percentage of the total working age population and the number of working women compared to working men. Compare with regional and national averages.) The information can be found in the Census of Population. This will help identify if there is hidden unemployment locally.

**Q 4** What are average household earnings? (Compare average earnings per household with the regional and national average.) The information can be found in the New Earnings Survey, published by the Office for National Statistics, or from surveys by the local authority.

Identify relative levels of prosperity and the number of households below the average income level as a percentage of total households.

**Q 5** What proportion of the unemployed have been unemployed for over 6 months or one year and what sectors of the population are most represented by age/gender? (Compare to regional and national averages.) The information can be obtained through NOMIS.

Identify if there are any recent trends in long term unemployment.

Q 6 What proportion of residents in employment commute elsewhere to work? (Compare with averages for other market towns.) The information should be in the Census of Population or more recent local surveys.

Identify if the town is a dormitory town or has a significant employment role including how far people commute.

Q 7 Is the local economy particularly dependent on specific industry sectors? (Compare employment rates in specific industrial sectors with regional and national averages.) The information can be found in the Census of Population or the Annual Employment Survey.

Identify strengths and weaknesses in the local economy.

Q 8 Is the local economy dependent on a small number of large employers? (Identify local employers who employ over 100 people and proportion of local workforce employed by them.) The information can be found in either a local survey of businesses or the Labour Force Survey.

Identify reliance of the local economy on a few large employers.

Q 9 Is the number of jobs available locally increasing or decreasing? (Identify specific business closures in the last three years.) The information maybe found in the Annual Employment Survey or from surveys of local businesses.

Identify how strong the local economy is.

Q 10 What are the rates of business start ups and failures? (Compare to regional and national average and over a five year time period to identify trends.) The information can be found in the Customs and Excise VAT Registration. The local Business Link or Small Business Service may already have collated this information.

Identify how dynamic the local economy is.

## SUPPLEMENTARY QUESTIONS

Q 11 What opportunities are there for new employment from the expansion of existing local firms? (Find out how many local firms are planning to expand.) The information can be obtained either from surveying local firms or enquiries to the Small Business Service.

Assess business confidence and the scope for growth in jobs.

Q 12 What economic development/inward investment grants are available? (Identify types of funding, the eligibility criteria for funding, and the sources and amounts

available.) This information can be obtained from the local Small Business Service, District Council economic development department and the Regional Development Agency.

Identify the forms of assistance available to existing and new local businesses.

## **WORKSHEET EC2**

### **RETAIL AND TOWN CENTRE SERVICES**

These questions are aimed at finding out the basic data required to evaluate the retail and town centre services available.

There may not be reliable information on size of shops or their turnover. Advice on retail turnover surveys is given in Data Sources and Survey Methods.

#### **CORE QUESTIONS**

Q 1 How much of the local shopping provision is in the town centre, out-of-town centre or in the villages? (Compare number and total floorspace in the various locations.) The information may be available from the district council if they have undertaken a retail study, GOAD Experian town centre surveys or your own surveys.

Identify in particular out of town supermarkets and other shops.

Q 2 What type of shops and services are there in the town centre? (The number of each shop/services e.g. bank, chemist; butchers; antique; clothes; shoes; baker; grocer; supermarket; hardware and general stores (add to the list as appropriate), available in both the town and the surrounding villages, and their percentage of the total shops.) The information can be obtained from GOAD Experian town centre surveys, any District Council retail study or your own surveys.

Identify particular shops and services which attract visitors and shoppers from outside the town and any obvious gaps or shortages in provision.

Q 3 Has retail floorspace in the town centre been lost in the last five years? (Compare historical data on comparison and convenience retail and commercial floorspace in the town centre and compare with any out-of-town developments.) The information may be available from the District Council in the form of Retail Capacity Studies and Retail Impact Assessments of specific developments.

Identify whether the town centre has become a less attractive location for retail development.

\* Q 4 Are there a variety of markets operating in the town and surrounding countryside? (Identify if these are provision markets, livestock markets, farm shops, farmers' markets and/or WI markets. Consider the number of shops and the regularity of markets.) Information on shops and markets can be obtained from the National Farmers Union, the National Association of Farmers' Markets or from local survey.

Identify the number and frequency of markets and the number of outlets for local produce. Identify local producers who are not represented in local markets.

\* Q 5 What is the frequency of the general market and what are the numbers of traders/stalls? How has this changed over time? Information can be obtained from the market operator, often the District Council or from the National Association of British Market Authorities.

Identify if the market is a thriving concern.

Q 6 How many shops are vacant in the town centre and how many have been vacant for more than two years? (Compare with historic trends and with the regional and national vacancy rates.) Information can be obtained from GOAD Experian town centre surveys, District Council's Retail Capacity Study or through local survey.

If there are significant vacancies, find out why the vacant shops are not being reopened.

Q 7 How many new shops in the centre have opened in the last three years, or have had major refits? (Identify new and improved shopping provision.) Information can be obtained from GOAD Experian town centre surveys, District Council's Retail Capacity Study or through local survey.

Assess retailer confidence in the town centre.

Q 8 Are rents for retail premises stable or increasing? (Compare rents over time and with competing centres, if appropriate.) Information can be obtained from the Valuation Office, the District Council and through local property agents.

Assess rent levels for the main shops and whether the increase reflects buoyant demand.

Q 9 Are local retailers confident about future trading? (Identify where local shopkeepers plan to expand or move to new premises or are concerned about particular constraints on future business.) Information can be obtained from a survey of local shops and services.

Assess local confidence about the town's role as a shopping destination.

## SUPPLEMENTARY QUESTIONS

Q 10 Is the town centre promoted as a shopping destination in any brochures or other publicity material? Information can be obtained from the Chamber of Commerce, District Council or by asking local shopkeepers.

Identify whether the town is being actively promoted.

Q 11 Is there commercial demand for additional retail floorspace? (Registered interest, by retailers and their anticipated floorspace requirements.) The data may be available from Property Intelligence plc and from local property agents.

Identify any demand for expanding retail provision.

\* Q 12 How many shops are charity shops? (Charity shops pay lower rates and rentals.)

Q 13 Is the local provision and/or livestock market vulnerable to closure? (Compare historic data on number of stalls, turnover levels, throughput, employment data to assess vulnerability to closure.) Information can be obtained from the National Farmers Union, the District Council and market owners and operators.

Identifying any potential threat to the market and what those threats are.

## **WORKSHEET EC3**

### **TRAINING AND EDUCATION**

These questions are aimed at finding out the basic data needed to evaluate the quality of training and education available in the local area and what the specific needs are.

Most of the information required for the assessment of education and training needs should be available from published sources. However, a survey of local employers may help in identifying vocational training needs.

#### CORE QUESTIONS

Q 1 Do the vocational training courses on offer reflect the needs of local residents and employers? (Compare training areas with local employment opportunities.) Information can be obtained from the Learning and Skills Council, local schools and colleges, the Chamber of Commerce and surveys and residents.

Identify if there are significant vocational or non-vocational training gaps which could be filled locally.

Q 2 Are school leavers well qualified? (Number of pupils at aged 16 with five GCSEs at A-C level and number of pupils aged 19 with one or more A Level. Compare with regional and national average.) The information may be available from schools, colleges or from the Local Education Authority.

Identify the levels of educational achievements being achieved locally.

Q 3 Is there access to good quality schools in the area? (Look at school league tables and compare with other towns if appropriate.) Information can be obtained from the Local Education Authority.

Identify if there are issues surrounding the quality of local education.

Q 4 Are there sufficient pre-school places in nurseries and playgroups? (Compare number of available places with the number of pre-school children in the area and take into account any planned changes in the levels of service provision.) The information needed can be obtained from the Local Education Authority.

Identify any gaps in the provision for pre-school children in towns and surrounding villages.

#### SUPPLEMENTARY QUESTIONS

Q 5 How many Internet learning and access points are there within the town and/or villages? (Number of Internet points available in the towns and the surrounding villages)

per head of population.) This information should be available from the Library and/or education authority or from survey.

Identify whether these are sufficient to meet local needs.

Q 6 Is there adequate provision of non-vocational courses locally? (Find out the types of courses available in the area.) The information may be available from adult education centres and from surveys of residents.

Identify how easy it is to access a wide range of courses.

Q 7 Is there a high number of school exclusions? (Identify levels and compare with other towns, if appropriate.) Information can be obtained from the Local Education Authority if individual schools.

Identify if there is a problem in local schools.

## **WORKSHEET EC4 COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS**

These questions are aimed at finding out the basic data required to evaluate the commercial property needs in the local area. Housing is dealt with separately in Worksheet S2.

### **CORE QUESTIONS**

Q 1 How much new commercial or industrial floorspace has been built or let in the last three years? (Identify how much and where new development has taken place.) This information may be available from the District Council or local property agents.

Identify business confidence in the local area.

Q 2 How much good quality office or industrial floorspace is vacant or on the market? (Identify how much and where vacant commercial property is.) This information will be available from local property agents, the District Council and from surveys of local employers.

Identify any over-provision of office and industrial units.

Q 3 Are there sufficient premises at affordable rents for new small businesses? (Look at number of smaller premises and find out rent levels.) This information should be available from the District Council and local property agents.

Identify how easy it is for small businesses to find affordable premises.

Q 4 Has there been an increase or decrease in the rents of industrial and commercial property in recent years? (Compare historical data on commercial rents.) The data may be available from the District Council Valuation Office or from local property agents. Note increased rents and yields denote greater demand for floorspace.

Q 5 Have vacancy levels for commercial properties increased or decreased in recent years? (Compare historical trends of vacancy levels in different age and size of premises.) This information can be sourced from the District Council and from local property agents.

Identify demand for, and gaps in, the provision of different types of commercial and industrial property by size and age.

Q 6 Are there any planned expansions of existing commercial and industrial firms? (Identify number of firms with commitments to expand and where they are located.) The information may be obtained by talking to local employers, Business Link and the Regional Development Agency.

Identify confidence in the local economy.

#### SUPPLEMENTARY QUESTION

Q 7 Are there economic development and funding initiatives in place to assist incoming firms and the expansion of local firms? (Identify initiatives and their target audiences.) This information can be sourced from the District Council, Small Business Service and the Regional Development Agency.

Identify if help is provided to attract investment to the area.

## **WORKSHEET EC5**

### **TOURISM AND VISITOR SERVICES**

These questions are aimed at finding out the basic data required to evaluate the level of tourism activity in the area and an assessment of visitor services and facilities. The provision of sports and leisure facilities is covered in Worksheet S5.

If there is not sufficient information available to answer the questions, an audit of tourist and visitor facilities could be undertaken. The Regional Tourist Board or local tourism officer will be a useful source of help and guidance to help facilitate the local community in collecting and analysing the data. In addition, there may be some merit in undertaking an attitude survey of visitors and assessing the benefits of tourism to the local community. Members of the community can be involved in undertaking attitude surveys to find out what people like best or dislike most about the area, what made them come here, what they think needs improving etc. Guidance on the types of questions would be best sought from the Regional Tourist Board or local authority tourism officer. Market town partnerships might also consider 'benchmarking' the town's businesses and facilities.

Techniques for visitor attitude surveys, benchmarking and gauging the community benefits of tourism are given in Data Sources and Survey Methods.

#### **CORE QUESTIONS**

Q 1 What are the main tourist or visitor attractions including festivals and events in the town or nearby? (List the range of attractions tailored to tourists.) This information should be available from local knowledge or visitor surveys.

Identify what is on offer to tourists.

Q 2 How important is tourism related employment to the local economy? (Compare employment rates in tourism related services, such as hotels and catering, with the regional and national averages.) This information can be found in the Annual Employment Survey and in local employment surveys carried out by the District or County Council.

Identify how reliant the local economy is on tourists and day visitors.

Q 3 What is the range of tourist accommodation available in the area e.g. number of hotel beds by grade, bed and breakfast, youth hostels, caravan and, camping site pitches? (Number of facilities of different types in both the towns and the surrounding villages.) This information can be sourced from the District Council, local Tourist Board or from local surveys.

Identify the location of the facilities and any potential gaps in provision.

Q 4 How many visitors come to the town or area and how long do they stay? (Identify number of visitors and their length of stay.) This information can be found from Visitor Surveys, undertaken by the District Council or Tourist Board.

Identify the number of visitors to the area and whether they stay for long periods of time.

Q 5 How seasonal is the visitor activity? (Compare visitor numbers and employment rates at different times of the year.) The information may be in Visitor Surveys conducted by the District Council or Tourist Board.

Identify how vulnerable the local economy is to seasonal variations.

Q 6 Is there a Tourist Information Centre in the town and how well used is it? (The number of enquiries by various forms including phone calls, 'hits' to the Internet, if any, and the number of visitors to the Tourist Information Centre.) This information can be sourced through the Tourist Information Centre itself.

Identify if there are adequate information facilities for tourists visiting the area and how well used those facilities are.

#### SUPPLEMENTARY QUESTIONS

Q 7 How much do visitors spend in the town or surrounding area? (Extract information on average visitor spending from visitor surveys.) This information can be obtained from Visitors Surveys, undertaken by Local Tourist Board.

Identify how important tourism spending is to the local economy.

Q 8 Is visitor activity concentrated in the town itself or does it take place in the surrounding countryside? (Identify where main tourist destinations are and the number of visitors.) This information can be obtained from Visitors Surveys, undertaken by Local Tourist Board.

Identify the pattern of visitors.

Q 9 Does the number, range and quality of visitor facilities e.g. accommodation, quality of restaurants match expectations and needs? (Use results of visitor surveys.) This information can be sourced either from the Tourist Board, the District Council, tourism officer or by undertaking a new survey.

Identify need to improve or expand facilities.

Q 10 Is there a visitors' guide or town trail? (Number of town guides available and how up to date they are, and their coverage.) This information can be sourced either from the Local Tourist Board or the Tourist Information Centre of the local Library.

Identify the types of guides currently available and the potential to increase/alter the selection to better promote the town.

Q 11 Does the town enter the 'Britain in Bloom' competition or the surrounding villages 'Best Kept Village'? The information may be available from the District Council or the Local Tourist Board.

Identify any attempts that have been made to improve the profile of the town through nationwide competitions.

Q 12 Are there any specialist tourism enterprises, such as language schools, conference centres? (Number of facilities available and their percentage of the total tourism/visitor facilities in the town.) The information may be available from the Local Tourist Board or the Yellow Pages.

Identify any additional draws to the town from facilities not usually associated with tourists.

Q 13 Is there adequate signing to visitor attractions and the town centre? (Look at signage to/from tourist attractions from key points such as car parks, train station and between attractions.) Information can be collected by undertaking an on the ground survey.

Identify opportunities, including improving links between the town centre and other attractions.

## **WORKSHEET EC6**

### **BUSINESS SUPPORT**

These questions are aimed at finding out the basic data required to evaluate the level of support available to local businesses in the town and surrounding rural areas.

Organisations which might hold useful information include the economic development department of the District Council, the regional development agency, town centre manager or forum, business volunteer mentoring association, Small Business Service, Chamber of Trade and Commerce or business associations.

If there is not sufficient information available to answer the questions, an audit of facilities could be undertaken to find out about the work of business community support agencies in the area.

#### **CORE QUESTIONS**

Q 1 Do the banks, financial institutions and other business support services offer a full range of business advice and support? (Compare the range of services offered by local branches with complete portfolio of services.) The information may be available from the local Business Directory, if there is one.

Identify shortfalls in the provision of financial support and advice to local businesses.

Q 2 Does the town have a town centre manager, town centre forum or similar partnership organisation? (The number of such roles/organisations and their remit.) This information can be sourced from the District Council or local knowledge.

Identify the existence of these roles and any overlap between their services/remit.

Q 3 Is there a presence of the following organisations in the town: Small Business Service, Business Links, Chambers of Trade or Commerce, Learning and Skills Council, Enterprise Agency? (Assess the sources of advice available for businesses established in the area and the level and breadth of advice they offer.) The information may be available from the Yellow Pages, the Business Directory, and the Regional Development Agency.

Identify the coverage of business advice services for local businesses and any opportunities to expand support for local businesses.

Q 4 What business support or initiatives have proved successful? (Draw out findings from monitoring of public sector funding initiatives.) The information may be available from the District Council, the Small Business Service or the Regional Development Agency.

Identify examples of good practice.

Q 5 Are there regular events which have the potential to draw the business community together, e.g. trade fairs? (Number, type and regularity of events.) The information may be available from the Small Business Service or by talking to the Chamber of Commerce.

Identify whether there is a need to develop/fund industry events.

Q 6 What is the current and likely future demand for broadband (>2 MBs) communication services?

Assess the current demand for and usage of broadband communications (e.g. ISDN, ADSL, cable or wireless connections for data traffic). In particular:

how many local businesses currently use broadband communications for external access in their private/corporate communications networks or for Internet access? What proportion is this of all businesses?

how many local businesses currently have a demand for broadband communications which cannot be satisfied by existing facilities and services?

how many public sector office/site locations currently have broadband communication facilities for external access? What proportion is this of all public sector office locations? How many offices/sites plan to be using broadband communications facilities in the future (by end of 2003) - procured through a regional/central arrangement?

how many private homes have Internet access? How many private homes currently use broadband communications facilities? What proportions are these of all homes? Is their unsatisfied demand for broadband facilities for private homes? How is the demand for domestic access to broadband likely to change?

how many businesses use e-mail over the Internet?

how many businesses have a website address?

how many businesses make purchases or sales over the Internet?

how many businesses collaborate over the Internet with partner firms (cluster or supply chain relationships)?

Q 7 What is the current and likely future status of the supply of broadband technology (>2 MBs) communication services?

Assess the plans for expansion of access to broadband services. In particular:

is there a competitive telecoms supply? Do local cable companies offer telecommunications and data communications services, including Internet access? Is there an alternative to BT provision of fixed links? How is the situation likely to change by the end of 2003?

where is the nearest ISDN capable exchange? Is it within 3 miles?

is there reasonable mobile phone coverage? How many mobile services cover the area?

are there plans to extend ISDN and ADSL coverage in the next three years?

are there plans for any other coverage in the next three years?

what are the plans for BT to provide LLU (Local Loop Unbundling) facilities in local exchanges? Are they within 3 miles?  
are there any local or regional plans to expand service provision of broadband facilities and services?

## SUPPLEMENTARY QUESTIONS

Q 8 Is there a Business Directory or website for the town, or any arrangement for networking local suppliers? This information can be obtained by contacting the local Chamber of Commerce or talking to local business people.

Identify how easily information on business support services can be obtained.

Q 9 Are there adequate business meeting and conference facilities locally? (Locate number and type of facilities.) Information can be obtained by doing a quick local survey, using the yellow pages or talking to the Chamber of Commerce or local businesses.

Identify if there is an adequate number and range of meeting and conference venues.

Q 10 What results have there been from any existing town centre management work? (Evaluate results of annual monitoring and funding review.) The information may be available from the Town Centre Manager. This may be the District Council, one of the local business advice centres, or a consortium of local businesses.

Identify examples of good practice or ways in which activities could be extended.

Q 11 How well used are the agencies such as Small Business Service, Business Links, Chambers of Trade or Commerce, Learning and Skills Council, Enterprise Agency? (Evaluate the number of enquiries in relation to the total number of businesses.) This information can be sourced from the Register of Business Enquiries, the Business Directory and any District Council Business Surveys.

Assess the level of use of the business advice services available.

Q 12 Is there a published strategy relating to the use of information technology?

Assess how many public Internet access points there are, e.g. within a telecottage, electronic village hall, telecentre, library or school. What proportion of households have Internet access at home, work or school including other educational establishments?

## SOUTH EAST CORNWALL

### BUSINESSES

The only 'comprehensive' listing of businesses in South East Cornwall is still the ordinary telephone directory. There are many other directories, such as Yellow Pages, but most of them require entries to be paid for, and they may not be completely comprehensive.

For the information below on businesses in South East Cornwall ranked by numbers employed, the main directory source is the Cornwall Industrial Directory (last published in 1999), published by Cornwall County Council. **Some of the information may therefore be out of date.**

Information about businesses currently occupying Caradon District Council workspaces and workshops is not included below, but is set out in a separate Business Services Fact Sheet.

The key to the main business categories identified in the listing below is:

- 02 Chemical, Medical and Pharmaceutical
- 03 Construction
- 04 Clothing and Footwear
- 05 Electrical Engineering and Electronic Equipment
- 06 Food and Drink
- 07 General Engineering and Fabrication
- 08 Marine Engineering and Services, Boat Building
- 09 Mechanical - including Agricultural and Automotive - Engineering
- 10 Mechanical Handling, Plant and Vehicle Hire
- 11 Mining and Quarrying
- 12 Rubber, Plastics, Fibreglass
- 13 Printing, Publishing, Paper, Paper Products, Packaging
- 14 Pottery, Glass, Art, Craft, Gift Ware
- 15 Sailmaking and Netting
- 16 Services: Advertising, Public Relations and Design
- 17 Services: Computers, Software, Consultancy
- 18 Services: Photographic, Audio and Visual
- 19 Timber, Furniture, Portables, Joinery
- 20 Transport, Warehousing and Distribution
- 21 Services: Business
- 22 Agriculture, Horticulture, Forestry, Fishing
- 23 Instrument Engineering
- 24 Telecommunications
- 25 Toys, Sports Goods and Educational Products
- 26 Textiles and Leather Goods
- 27 Business Information Bank

**Category: Large businesses** - that is, with 100 or more employees:

Appleby Westward Group Plc 06

PO Box 3, Callington Road, Moorlands Trading Estate, Saltash PL12 6LT

Ginsters Ltd 06

83 Tavistock Road, Callington PL17 7XG

Samworth Brothers Distribution 20

Tavistock Road, Callington PL17 7XG

Spinnaker International Ltd 05 17

Spinnaker House, Saltash Parkway, Saltash PL12 6LF

Tamar Foods Ltd 06

Tamar Bakeries, Callington PL17 7XG

Tiflex Ltd 07 12  
Treburgie Water, Dobwalls, Liskeard PL14 4NB  
Tortube Ltd 07  
Moorlands Industrial Estate, Saltash PL12 6LX

**Category: Large businesses** - that is, with between 50 and 100 employees:

Drinkmaster Ltd 06 21  
Plymouth Road, Liskeard PL14 3PG  
Duchy College 09 21 22 27  
Stoke Climsland, Callington PL17 8PB  
Kernock Park Plants 22  
Kernock Park, Pillaton, Saltash PL12 6RY  
Clifford Kent Ltd 06 22  
Horizon Poultry Farm, Tremar, Liskeard PL14 6EA  
Manuscript Ltd 14  
Moorswater Industrial Estate, Liskeard PL14 4LG  
RD Industries Ltd 13  
15 Vincent Way, Saltash PL12 4EX  
Roseland Group 03 10 11  
Lean Quarry, Horningtops, Liskeard PL14 3QD  
Rosslite Ltd 12 13  
Poron Works, Torpoint PL11 3AX  
Topfoto Services Ltd 18  
Barras Place, Liskeard PL14 6AY

**Category: Medium Businesses** - that is, with between 11 and 49 employees

Aluminium Castings Ltd 07 25  
Unit 3B Moss Side Industrial Estate, Callington PL17 7SD  
ARC Southern 11  
Hingston Down Quarry, Gunnislake PL18 9AU  
Beaver Blinds 03 26  
Unit 1 Carew Wharf Business Centre, Marine Drive, Torpoint PL11 2RF  
Bibby Engineers Ltd 12  
Granite Way, Moss Side Industrial Estate, Callington PL17 7EB  
J Carne and Son 22  
Bealsmill, Callington PL17 8LS  
CBL Plant Hire 10  
Unit 12 Mortain Close, Saltash Industrial Estate, Saltash PL12 6LD  
Cobra Wetsuits 04  
9 Gilston Road, Saltash Industrial Estate, Saltash PL12 6TW  
Cox Hire Centres 10  
Moorlands Lane, Higher Burraton, Saltash PL12 4HJ  
Deltor Communications Ltd 13  
Macey Street, Torpoint PL11 2AJ  
Devon and Cornwall Wools 14  
Lamellion, Liskeard PL14 4JT  
Rob Dix Thermoforming Ltd 12  
Limestone, Kelly Bray, Callington PL17 8EQ  
Downderry Construction Group 21  
15 Beeching Park, Kelly Bray Industrial Estate, Callington PL17 8QS  
Ecoflow Ltd 09  
Unit 21 Brunel Road, Saltash Industrial Estate, Saltash PL12 6LS  
William T Eden Plc 19  
Moorswater Trading Estate, Liskeard PL14 4LJ  
Encon Insulation 03  
1-3 Castle Buildings, Gilston Road, Saltash Industrial Estate, Saltash PL12 6LF  
Environmental Sealand Services Ltd 21  
Tamar View Industrial Estate, Saltash PL12 6LD  
Goodman 03 22

Moorlands Trading Estate, Saltash PL12 6BC  
Habit Diamond Ltd 07  
Units A & B Trevol Business Park Torpoint PL11 2PN  
FD Hall & Son 03 19  
Tre-Ober, Upton Cross, Liskeard PL14 5AX  
Ham Packers Ltd 06  
9 Mortain Road, Saltash Industrial Estate, Saltash PL12 6LF  
Louis Hudson Potteries Ltd 14  
Unit 8 Moorswater Industrial Estate, Liskeard PL14 4LB  
Iceberg Ltd 06  
Talbot Hall, Trevol Business Park, Torpoint PL11 2TB  
Incineration South West Ltd 21  
Stoneybridge Waste Management Park, Pengover Road, Liskeard PL14 3NH  
Lowe Ashton Calendars 13  
Moorlands Lane, Burraton, Saltash PL12 4HL  
Lynher Dairies 06  
Netherton Farm, Upton Cross, Liskeard PL14 5BD  
Mashford Bros. Ltd 08  
Cremyll Shipyard, Cremyll, Torpoint PL10 1HX  
Metal Works SW Ltd 07  
Burraton Road, Saltash Parkway Industrial Estate, Saltash PL12 6LX  
Nicomtech Ltd 17  
Courtvollard, Trematon, Saltash PL12 4RX  
Nightfreight SW 20  
Unit 12 Tamar View Industrial Estate, Saltash PL12 6LD  
Penwell Ltd 13  
Unit 2 Station Road, Kelly Bray, Callington PL17 8ER  
Phoenix Forge Ltd 07  
Heathlands Industrial Estate, Liskeard PL14 4DH  
Plastech TT 09 12  
Unit 1 Delaware Road Industrial Estate, Gunnislake PL18 9AR  
Power Precision and Fabrication Ltd 07  
Greenhill Works, Delaware Road, Gunnislake PL18 9AS  
Purdy's Bakery 06  
4 Bay Tree Hill, Liskeard, PL14 4BE  
J & E Regan (Builders & Contractors) Ltd 03  
Northumberland House, Long Acres, Saltash Parkway, Saltash, PL12  
J Richards Shopfitters 03 19  
Edgecumbe Road, Tamar View Industrial Estate, Saltash PL12 6LE  
Righton Ltd 03 07  
Tamar View Industrial Estate, Saltash PL12 6LE  
Select Gauges (CPG) Ltd 07 23  
Select Works, Wilcove, Torpoint PL11 2PT  
Southway Engineering 07  
Station Road, Kelly Bray, Callington PL17 8ER  
Systems Shopfitting Management Ltd 03 19  
Burraton Road, Saltash Parkway Industrial Estate, Saltash PL12 6LX  
Thames Valley (Western) Ltd 06  
Station Road, Kelly Bray, Callington PL17 7SB  
Tremadart Mill 12  
Churchbridge, Duloe, Liskeard PL14 4QB  
Trevecca Mouldings 08 12  
Culverland Road, Trevecca Trading Estate, Liskeard PL14 6RE  
  
Treyone Woodcraft Ltd 19  
Trebrown, Liskeard PL14 3PX  
Western Mechanical Handling UK Ltd 09 10  
Moss Side Industrial Estate, Callington PL17 7SD  
Westward Art Frames Ltd 14  
Moorswater Trading Estate, Liskeard PL14 4LJ  
Westward Laboratories Ltd 02 06  
Granite Way, Moss Side Industrial Estate, Callington PL17 7SB

**Category: Small Businesses** - that is, with between 1 and 10 employees

AB Services ( Saltash) Ltd 07 09

Unit 2, Moorlands Trading Estate, Forge Lane, Saltash, PL12 6LX

ACB Engineering 07 09

Unit 2, Delaware Road Industrial Units, Gunnislake, PL19 9EH

Able Printers 13

Unit 3 Gwel Avon Business Park, Gilston Road, Saltash, PL12 6TW

Ace of Diamonds 03

Unit 5 Briston Orchard, St Mellion, Saltash, PL12 6RQ

Acorn Printing Service 13

Tiffanys, Barbican Hill, Looe, PL13 1DZ

Alpha Fire Protection Ltd 21

3 Grove Park Terrace, Station Road, Liskeard, PL14 4DY

Anchor Marine Plastics Ltd 08 12

Culverland Road, Trevecca Trading Estate, Liskeard, PL14 6RE

Aquaflume Services 12 25

Unit 9 Coombe Drive, Cargreen, Saltash, PL12 6PD

Artworks, The 16

The Haven, Barbican Hill, Looe, PL13 1BQ

Associated Insulation Services 03 07

7 Station Road, Saltash, PL12 4DY

Baker - John Baker Communications 16 21

3 Beweys Park, Lower Burraton, Saltash,, PL12 4SW

Bateman Financial Planning Ltd 21

Scawns House, Menheniot, Liskeard, PL14 3QP

Bay Tree Candies 06

Unit 1F, Barbican Rise, Barbican Industrial Estate, Looe, PL13 1QQ

Beddoes, B & R 06

Unit 1D, Barbican Rise, Barbican Industrial Estate, PL13 1QQ

Blackwater Electronics 05 17

Marine Drive, Torpoint, PL11 2EN

Blomfield, Peter H 19

Treggill Farm, Menheniot, Liskeard, PL14 3PL

Blooming Baskets 22

Whitehouse, Cargreen, Saltash, PL2 6PA

Blue Chip Products 14

Carew Wharf Business Centre, Marine Drive, Torpoint, PL11 2RF

Bluesail Fish Co. 06

New Fishmarket, Buller Quay, Looe, PL13 1DT

BMF Fowlers International Ltd 21

Porthryn, The Downs, West Looe, PL13 2BB

Boating World 08

Landrake, Saltash, PL12 5ES

Booth - Adrian Booth Engineering 07

Doublebois Industrial Estate, Doublebois, Liskeard, PL14 6LE

Brice, LJ & Son 25

The Old Mill, Main Road, East Taphouse, Liskeard, PL14 4NJ

Browns of Liskeard 02

Kudynn House, 2 Barnfield Terrace, Liskeard, PL14 4DT

BTCV Enterprises Ltd 22

White Cottage, Higher Metherell, Callington, PL17 8DB

BTE Vending Services Ltd 21

11 Miller Business Park, Station Road, Liskeard, PL14 4DA

Bygrave M 08 21

3 Callington Road, Harrowbarrow, Callington, PL17 8AZ

C & M Engineering 07

Downhead Forge, St Anne's Chapel, Gunnislake, PL18 9HA

C & S Partnership 03

41 Lower Fore Street, Saltash, PL12 6JQ  
Caradon Printers 13  
Bridge Works, Higher Metherell, Callington, PL17 8DB  
Cascade Blinds 03 26  
Unit 5 Voyagers, Southdown Quay, Millbrook, Torpoint PL10 1HG  
Clinical Waste UK 21  
11 Miller Business Park, Station Road, Liskeard, PL14 4DA  
Connor Innovations 07  
Unit 23A, Pensilva Industrial Estate, Pensilva, Liskeard, PL14 5RE  
Cornish Blindmakers 26  
37 Kilmar Road, Liskeard, PL14 3TU  
Cornwall News Service 16 18  
3 Beweys Park, Lower Burraton, Saltash, PL12 4SW  
Curtis Building Centre 03  
Moorswater Industrial Estate, Liskeard, PL14 4LA  
Deesign Partnership 09  
The Old Mill, Forder, Saltash, PL12 4QR  
Duralock UK Ltd 19 22  
Penvintle Yard, Trematon, Saltash, PL12 4RU  
Dynamit Noble RWS (UK) Ltd 25  
Upton Cross, Liskeard, PL14 5BQ  
Ebony Media 18  
6B Heathlands Industrial Estate, Liskeard, PL14 4DH  
Elford - Robert Elford Design & Print 13 16  
Elford House Miller Business Park, Station Road, Liskeard PL14 4DA  
ETS Consulting Engineers 03 21  
3 Briston Orchard, St Mellion, Saltash, PL12 6RQ  
Fierek - Rob Fierek Studio Pottery 14  
Albaston Works, Albaston, Gunnislake, PL18 9AL  
Fishing Co-operatives (UK) Ltd 04 22  
Unit 2A Barbican Rise Industrial Estate, East Looe, PL13 1NT  
Gamble, Barry 14  
Elmscott, Kit Hill, Callington, PL17 8HH  
GJM Engineering 07  
Unit 15, Selleck Industrial Units, Moss Side Industrial Estate, Callington, PL17 7SD  
Glynn Valley Fasteners  
Quimperle Way, Liskeard Business Park, Liskeard PL14 3US  
Harman - John Harman Engineering 07 12  
Stonemasons Yard, Sungirt Lane, Liskeard, PL14 3PA  
Haymakers Foods 06  
58 Dennis Road, Liskeard, PL14 3NS  
HD Design Services 04  
Unit 1E, Barbican Rise Industrial Estate, East Looe, PL13 1QQ  
Huggins - SR Huggins 03  
Carbeile Wharf, Torpoint, PL11 2NB  
IRW (Enclosures) Ltd 07  
Unit 7 Liskeard Enterprise Centre, Station Road, Liskeard, PL14 4DA  
  
Jag International Ltd 04  
Unit 25 Pensilva Industrial Estate, St Ive Road, Pensilva, Liskeard, PL14 5RE  
Jayemkay Services 20  
3 King Street, Gunnislake, PL18 9JS  
Jewellers Workshop, The 14  
20 Baytree Hill, Liskeard, PL14 4BG  
JM Safety Consultancy Ltd 21  
Chimba, 10 Cross Park, Crafhole, Torpoint, PL11 3BH  
KB Products 06 22  
Station Road, Kelly Bray, Callington, PL17 8ER  
Kensa Illustration & Design 16  
Tamar House, Moorlands Industrial Estate, Saltash, PL12 6LX  
Kernow EMC Ltd 05 17  
23 Manor Park, Duloe, Liskeard, PL14 4PT

Liskeard Garden Machinery  
Quimperle Way, Liskeard Business Park, Liskeard, PL14 3US

Liskeard Metal Finishers 07  
Units 5/6 Liskeard Enterprise Centre, Station Road, Liskeard PL14 4BT

Liskeard Printing Co. 13  
4 Rundle Court, Miller Business Park, Liskeard, PL14 4BY

Logan Baird Productions  
10 Kimberley Foster Close, Crafhole, Torpoint, PL11 3DD

Looe Printing Co. 13  
The Whynot, Nomansland, Looe, PL13 1QP

Lowcost Machinery Sales Ltd 10  
Janner House, Keveral Gardens, Seaton, Torpoint, PL11 3JH

Lusk - Andrew Lusk & Co. 13  
Lower Addicroft, Upton Cross, Liskeard, PL14 5AH

Lynher Dairies Ltd 06  
Netherton Farm, Upton Cross, Liskeard, PL14 5BD

Marine and Industrial Profiles 08  
Top Floor, I Bridgend, East Looe PL13 1HH

Marine Engineering Looe 08  
The Quay, East Looe, PL13 1AQ

Maritime Books 08 13  
Lodge Hill, Liskeard, PL14 4EL

Marsh - Suzie Marsh Ceramics 14 16  
Manor Cottage, Rosecraddock, Liskeard, PL14 5AE

Mayflower Computing Consultants 13 17  
Ro Dew, West Looe Hill, Looe, PL13 2HH

Meaders Cabinet Works 19  
South Hill Road, Callington, PL17 7LL

Merlin Glass of Liskeard 14  
Pavlova Mill, Barn Street, Station Road, Liskeard PL14 4BW

Mesh-Tech International 12  
Beech House Business Centre, Hillyfields, Upton Cross, Liskeard, PL14 5BE

Millbrook Upholsterers 19 26  
Unit 3 Voyager Motor Yachts, Southdown Quay, Millbrook, Torpoint, PL10 1HG

MJ Mouldings 12  
Unit U Trevecca Industrial Estate, Trevecca, Liskeard, PL14 6RE

Moorland Miniatures 14  
Girt Beach Cottage, Cawsand, Torpoint, PL10 1PD

Mosley, Anthony Photographer 18  
16 Edgecombe Way, St Anne's Chapel, Gunnislake, PL18 9HJ

Multihull Centre 08  
Foss Quay, Millbrook, Torpoint, PL10 1EN

NAA Engineering 07 09  
Unit 8 Gilston Road, Saltash Industrial Estate, Saltash PL12 6TW

Neptune Shipping Agency Ltd 20  
Railway House, Launceston Road, Kelly Bray, Callington, PL17 8DU

Newseal 03  
Newseal House, Heathlands Industrial Estate, Liskeard, PL14 4DH

Northern European Trawler Systems 08  
Top Floor, 1 Bridgend, East Looe, Looe, PL13 1HH

Notter Bridge Training 21  
Notter Bridge, Saltash, PL12 4RW

Olympus 03  
The Swimming Pool Company, Brooklands, Polbathic, Torpoint, PL11 3EA

Orion Projects Ltd 05  
5 Castle Buildings, Gilston Road, Saltash PL12 6TW

Pearces Portable Buildings 19  
Unit 1 Stamps Industrial Estate, Rising Sun, Harrowbarrow, Callington, PL17 8JE

Pearn, Norman & Co. Ltd 08  
Millpool Boatyard, Looe, PL13 2AE

Penfound Products 14

Unit 6, The Stable Block, Port Elliot Estate, St Germans, Saltash, PL12 5ND  
Picture House Press 13  
Unit 14, Tamar View Industrial Estate, Saltash PL12 6LD  
Pilot International Marine 08  
c/o Boating World, Landrake, Saltash, PL12 5ES  
Polapit Antiques and Interiors Ltd 19  
Trevol Business Park Torpoint PL11 2TB  
Polpentre Print 13  
Tredinnick, Duloe, Liskeard, PL14 4PJ  
Premier Gift Packaging Ltd 13  
9 Castle Buildings, Gilston Road, Saltash Industrial Estate, Saltash, PL12 6TW  
Prestige Electronic Services 05  
Unit 11 Peninsular Park, Moorlands Trading Estate, Saltash PL12 6LX  
Printworld UK (1990) Ltd 14  
60 Liskeard Road, Callington, PL17 7JE  
Reep Ltd 06 09  
Unit 3, Edgumbe Road, Tamar View Industrial Estate, Saltash, PL12 6LD  
Retro Repro 19  
Treluggan Quarry, Boating World, Landrake, Saltash, PL12 5ES  
Rodan Engineering Co. Ltd  
Janner House, Keveral Gardens, Seaton, Torpoint, PL11 3JH  
St Cleer Cutter Grinding 07 19  
Unit 3A Heathlands Road Industrial Estate, Liskeard, PL14 4DH  
St Neot Pottery 14  
The Old Chapel, St Neot, Liskeard, PL14 6NL  
Samos Ltd 08  
Carbeile Mill, Torpoint, PL11 2NW  
Sign & Design 13 16  
Unit 2A Heathlands Road Industrial Estate, Liskeard PL14 4DH  
Smith - Christian Smith Agriculture 09  
Doublebois Industrial Estate, Dobwalls, Liskeard, PL14 6LE  
South West Film Commission, The 18  
18 Belle Vue Road, Saltash, PL12 6ES  
South West Minerals Resources 25  
Elmscott, Kit Hill, Callington, PL17 8HH  
South West One Ltd 16  
Foxhill, Herodsfoot, Liskeard, PL14 4QX  
South West Survey (Projects) Ltd (03)  
43 Lower Fore Street, Saltash, PL12 6JQ  
Spurrell - JS Spurrell Property Developments Ltd 03 21  
Carew Wharf, Marine Drive, Torpoint, PL11 2RF  
  
Stacey, HG, Monumental Sculptures 03  
Memorial Works, Tremar Coombe, St Cleer, Liskeard, PL14 5EE  
SW Inspection Services Ltd 07  
Unit 16 Prideaux Close, Tamar View Industrial Estate, Saltash, PL12 6LD  
Targett Mechanical Services 03 09  
Bara Head Old School, Bethany, Trerulefoot, Saltash, PL12 5DB  
Taylor - David Taylor (Gymnasium Service) 25  
Unit 1 Liskeard Enterprise Centre, Station Road, Liskeard, PL14 4BY  
Thomas - F Thomas Garden Machinery 09 22  
Quimperle Way, Liskeard Business Park, Liskeard, PL14 3UR  
Tim Thompson Marketing Ltd 14  
17 Essa Road, Saltash, PL12 4ED  
TMA Engineering 07  
14 Miller Business Park, Station Road, Liskeard, PL14 4DA  
Topan Fencing & Fabrication 03 22  
Greenbank Villa, Greenbank Lane, Liskeard, PL14 3LA  
Tormek 10  
Unit 4 Prideaux Close, Tamar View Industrial Estate, Saltash PL12 6LD  
Traditional Tapestries 14 26  
Briars Mede, Pillaton, Saltash, PL12 6QS

Trailerland 09  
Flerswell, Trehunist, Quethiock, Liskeard, PL14 3SD

Transalarm Ltd 21  
(Spinnaker International) Spinnaker House, Saltash Parkway, Saltash, PL12 6LF

Trees Are Us 22  
Bittleford, St Mellion, Saltash, PL12 6QE

Voyager Yachts Ltd 08  
Southdown Quay, Millbrook, Torpoint, PL10 1HG

Vulcanising South West 12  
Gilston Road, Saltash, PL12 6TW

Welding Construction Engineers 07 22  
Doublebois Industrial Estate, Doublebois, Liskeard, PL14 6LE

Weldspray Engineering 07  
Wheal Honey Industrial Estate, Menheniot, Liskeard, PL14 3RG

Westcountry Storage Equipment Ltd 10  
Unit 1 Plot 7 Gilston Road, Saltash Industrial Estate, PL12 6TW

Westline Printers 13  
21 Brunel Road, Saltash Industrial Estate, Saltash, PL12 6LF

Westward Mouldings Ltd 12  
The New Factory, Greenhill, Delaware Road Industrial Estate, Gunnislake, PL18 9AS

Wild Goose Carvings 14 19  
Unit 2E, Delaware Road, Gunnislake, PL18 9AR

Woods Designs 08  
Foss Quay, Millbrook, Torpoint, PL10 1EN

Type of Enquiries

TYPE OF ENQUIRIES	1990		1991		1992		1993		1994		1995		1996	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%
	Land	36	18%	9	6%	7	6%	6	3%	15	5%	15	5%	23
Premises	92	46%	75	47%	65	52%	152	66%	187	65%	194	67%	199	65%
Finance	24	12%	34	22%	28	22%	52	23%	52	18%	44	15%	29	10%
Relocation	9	4%	1	1%	5	4%	-	-	-	-	-	-	-	-
Advice	40	20%	39	24%	21	16%	20	8%	35	12%	37	13%	52	17%
<b>Total</b>	<b>201</b>	<b>100%</b>	<b>158</b>	<b>100%</b>	<b>126</b>	<b>100%</b>	<b>230</b>	<b>100%</b>	<b>289</b>	<b>100%</b>	<b>290</b>	<b>100%</b>	<b>303</b>	<b>100%</b>

CDC	1997		1998		1999		2000		2001		2002		2003		2004 to sept 04	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
	Land	32	10%	30	9%	22	5%	42	8%	38	7%	28	5%	30	4%	10
Premises	204	63%	208	61%	215	48%	245	44%	250	46%	301	51%	380	52%	243	43%
Finance	15	5%	29	9%	33	7%	43	8%	24	4%	15	3%	36	5%	22	4%
Relocation	-	-	-	-	-	-	-	-	-	-	0	0%	0	0%	23	4%
Advice	71	22%	74	21%	177	40%	222	40%	233	43%	241	41%	279	39%	178	31%
Multiple															90	16%
<b>Total</b>	<b>322</b>	<b>100%</b>	<b>341</b>	<b>100%</b>	<b>447</b>	<b>100%</b>	<b>552</b>	<b>100%</b>	<b>545</b>	<b>100%</b>	<b>585</b>	<b>100%</b>	<b>725</b>	<b>100%</b>	<b>566</b>	<b>100%</b>

Saltash(PL12)	1997	%	1998	%	1999	%	2000	%	2001	%	2002	%	2003	%	2004	%
Land	5	12%	1	2%	4	7%	6	7%	2	2%	6	7%	3	3%	1	2%
premises	25	60%	37	80%	26	47%	38	47%	44	51%	45	54%	60	61%	28	43%
Finance	3	7%	4	9%	1	2%	9	11%	5	6%	1	1%	1	1%	4	6%
Relocation	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Advice	9	21%	4	9%	24	44%	28	35%	35	41%	32	38%	35	35%	13	20%
Multiple	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	19	29%
	42	100%	46	100%	55	100%	81	100%	86	100%	84	100%	99	100%	65	100%

	<b>No people</b>	<b>Age 16-74</b>	<b>No employed</b>
<b>Burraton</b>	3764	2680	1694
<b>Essa</b>	4044	2807	1703
<b>Pill</b>	3074	2216	1324
<b>St Stephens</b>	4082	3000	2118
	<b>14964</b>	<b>10703</b>	<b>6839</b>

## Termination Analysis

Unit	Date	Name	Failure	Expansion	Reduction	Relocation	Sold	Other	Notes
S7	31.08.01	WC Pollard		X					Moved to Plymouth
S18	31.08.01	S Kendryna					X		Business sold operating from SB Park
S22	21.09.01	L Williams			X				Business contracting operating from Plymouth
L20	30.09.01	G Vine						X	Business Split
L27	31.10.01	D Joyce		X		X			Bigger premises Pensilva
S2	31.10.01	K Doddridge		X					to units 26/27 SB Park
S5	30.11.01	T Gilbert				X			Plc merged with Launceston office
T16	30.11.01	R Burchell		X		X			Moved to bigger units Plymouth
S21	30.11.01	L Williams			X				Downsize due to market contraction
S16	28.12.01	D McWhinney				X			Moved to home working
T14	04.01.02	J Taylor						X	termination of s/t contract
S4	08.01.02	E Whipps						X	moved from unit 4 to unit 2 SB Park
L2	31.01.02	R Wotton		X		X			Purchased land plot LBP
S7	20.02.02	J Hickman						X	Partnership broke up - business did not continue
T17	31.03.02	B Birch						X	moved to different business
L19	12.03.02	A Rainer	X						NTQ issued
L25/26	18.03.02	D Savage	X						Business Failure
S14	30.04.02	R Hills		X		X			Bigger units in Saltash
L27	30.04.02	JS Thomas				X			Wrong location moved business to Looe (we think)
Cec 12	30.04.02	M Balding		X		X			Bigger unit LBPark
Cec 11	30.04.02	T Horner			X				downsize to save money
S8	31.05.02	T Pratt				X			Bigger units Tamar View
Cec 1,2,3	31.05.02	SECRP Ltd		X					Bigger rooms CEC
S3/4	30.06.02	J Mermagen					X		New business still operating in same unit
T9	15.07.02	N Heard	X						NTQ issued - tenant disappeared
S21	31.07.02	C&D Ely				X			Cornwall unsatisfactory -retained small office Saltash but moved main business to Plymouth
S17	31.07.02	P Manuel			X				downsize to save money
S18	31.08.02	K Cunninham				X			Saltash - Liskeard due to ill health
L3	31.08.02	H Clohessy & S Steele					X		Business still operating LB Park from same unit
L11	30.09.02	M Wilcox		X					Moved to bigger unit next door
L23	27.09.02	M Costello				X			moved to home working - rent increase
T17	30.09.02	PS Kidd			X				moved to home working Market downsize
T14	04.10.02	D Argrave		X		X			Moved to bigger units Carbeile Wharf
T2a	31.10.02	M Thompson	X						No outstanding debts to BRS
T4	31.10.02	J firks			X				Down size business T4 to T2a due to ill health
L 29	30.11.02	B Cullum				X			Personal circumstances - moved to Clacton-on Sea
S3/4	31.01.03	G Sergeant			X				Moved from two units to one to save money
Cec 10	31.03.03	CTA				X			to annexe from CEC due to disability
S15	31.03.03	J Watters					X		Business sold & to expand S15 too small
L19	31.03.03	Interserve				X			Operating from Plymouth office instead to save money
S14	31.03.03	H Darby		X		X			Used S14 temporarily while more suitable premises sought in Plymouth and found after 1 month

## Summary Information relating to the Indices of Deprivation as it affects Caradon

Office of the Deputy Prime Minister (ODPM) published English Indices of Deprivation 2004. Index of Multiple Deprivation 2004 (IMD 2004) is a measure of multiple deprivation at the small area level. Previous was at Ward level.

IMD 2004 based on areas = Super Output Areas (SOAs). These are smaller than standard wards (maybe 2 or 3 SOA in 1 ward). Min pop 1000 max 5000.

SEVEN domains of deprivation measured

1. Income
2. Employment
3. Health
4. Education
5. Housing and Services
6. Living Environment
7. Crime

Overall score (IOD) reached from these 7 domains.

Caradon has 53 SOAs. Total 32482 in England  
Rank of 1 is most deprived and 32482 is least deprived.

Caradon SOAs E01018---

Landrake & St Dominick	763
	764
	765
Lynher	777
St Germans	785
Saltash Burraton	786
	787
	788
Saltash Essa & Pill	789
	790
	791
	792
	793
Saltash St Stephens	794
	795
	796

Caradon is relatively least deprived local authority in Cornwall. But some within Caradon are most deprived in England

<b>MOST DEPRIVED</b>	<b>IOD</b>	<b>Rank in England</b>
Liskeard North	37.56	5382
Torpoint East	32.53	7139
Liskeard South	30.58	8435

Looe and St Martin	26.91	9580
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**LEAST DEPRIVED**

Saltash St Stephens	9.94	23998
Saltash Burraton	9.78	24183
Torpoint West	9.69	24302
Saltash St Stephens	7.94	26510
Saltash Burraton	4.14	30899

Ward	SOA	Income	Employ	Health	Educ	Hsg Serv	Crime	Envir
Landrake	763	19812	19514	16684	22231	6384	23140	9840
	764	28946	20823	23310	25506	<b>895</b>	30834	15455
	765	20517	17697	20674	23896	<b>1803</b>	30436	11717
Lynher	777	20382	21341	19498	22938	<b>484</b>	31151	7029
Saltash Burr	786	25344	21934	22633	18129	22227	26680	9421
	787	28687	27681	19312	26066	8866	24314	21058
	788	12432	9969	11863	22088	26847	25540	8980
Saltash Essa	789	18056	18993	19661	20932	26719	25808	12286
	790	10296	14019	13122	14310	22204	18334	2232
	791	10407	16483	11450	25570	23485	11399	11447
Saltash Pill	792	25448	20215	21215	23315	19195	9248	17043
	793	9200	7804	10023	17762	19897	12503	4064
Saltash St St	794	19982	18763	19739	19241	17209	24631	19018
	795	27498	22297	19008	27223	6747	27639	17988
	796	28904	28117	22241	26918	24378	29329	28746

Most of these values are above average, and those that are below fall within the housing and access to services, which do not affect the tourism and economy group.

# ECONOMY & TOURISM HEALTH CHECK QUESTIONNAIRE

## EC1 – EMPLOYMENT (19 Feb 05)

WORKSHEET	ANSWER	MAIN ISSUES	STRENGTH/ WEAKNESS, OPPORTUNITY OR THREAT
Q 1 Are local unemployment rates high?	No	Part time employment is higher than national average. This distorts other figures	Weakness. More full time jobs required
Q 2 Has unemployment fallen or risen in recent years?	All indicators point to a reduction in unemployment over the last 5 years	Unemployment below national average	As above Difficult for businesses to recruit skilled workers
Q 3 What are the labour market participation rates?	Saltash 64%  Locally 60.7% and nationally 60.6% Stats for men and women separately not given  Note: Self employment is almost twice the national average for Caradon	Higher than local or national participation rates.	Strength in that participation rates are high
Q 4 What are average household earnings?	Not available for Saltash but only Caradon. These are for people living in the area.  Weekly earnings £s: Caradon        426.4 South West    448.5 GB                475.8	Local earnings are below national average.  Plymouth rates are even lower at £418	With available earnings being below the national average attracting new workers to the area may be difficult.  This is a weakness
Q 5 What proportion of the unemployed have been unemployed for over 6 months or one year and what sectors of the population are most represented by age/gender?	Only available for Caradon not Saltash. Hence ratio of 19% taken  Those on JSA 12 over 6 months 12 over 12 months Age group 25-49 most represented	Unemployment is not a major issue in Saltash. Numbers are below national averages	Low unemployment can be viewed as a weakness in that the right applicants for jobs are not available.

Q 6 What proportion of residents in employment commute elsewhere to work?	Precise figure for Saltash not obtainable from national statistics. Best estimates range from 40% to 50%	Majority of outside employment is in the Plymouth area	Saltash employment is heavily dependent upon employment within Plymouth
Q 7 Is the local economy particularly dependent on specific industry sectors?	No.		The diversity of local industry and services is a protection against a sudden rise in unemployment due to business failures. This is a strength
Q 8 Is the local economy dependent on a small number of large employers?	No large employers in Saltash	No space to attract large employers	As Q7
Q 9 Is the number of jobs available locally increasing or decreasing?	No detail statistics but indications are that there is a slow but not significant growth in local employment based on the answer to Q10 below	Space may become an issue for expansion of places of work.	Weakness. More opportunities exist outside Saltash (Plymouth).
Q 10 What are the rates of business start ups and failures?	Based on NOMIS survey of VAT registered businesses in Caradon the situation is relatively static.  Indications are that for Saltash there is a small growth due to construction activity on industrial estates.	See Q9 above	Weakness is the availability of quality and value for money industrial units
Q 11 What opportunities are there for new employment from the expansion of existing local firms?	Opportunities will only likely come from an expansion of the national and regional economies	Saltash will find it extremely difficult to create new jobs by existing firms without creating a financially inducing environment	Saltash does not have the authority to significantly alter the business rates that will allow businesses to consider expansion.
Q 12 What economic development/inward investment grants are available?	In excess of 300. Main ones number 43 PL12 is in an objective 1 area.	Seen as adequate but application needs to be simplified.  Wider publication of the types of grants	Seen as a strength but a weakness is the process of application and knowledge of what grants are applicable to specific industries.

		available needs to be undertaken locally.(PL12)	
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# ECONOMY & TOURISM HEALTH CHECK QUESTIONNAIRE

## EC2 - RETAIL AND TOWN CENTRE SERVICES (19 Feb 05)

WORKSHEET	ANSWER	MAIN ISSUES	STRENGTH/ WEAKNESS, OPPORTUNITY OR THREAT
Q 1 How much of the local shopping provision is in the town centre, out-of-town centre or in the villages	Waitrose Supermarket on outskirts of Saltash  Majority of other shops in Saltash town centre, Fore Street  2 of 6 villages have no shop (Pillaton & St Mellion)		
Q 2 What type of shops and services are there in the town centre?	67 shops / 5 banks / 6 estate agents / 8 cafes or restaurants / 6 hairdressers / 5 offices (solicitors etc) / 1 job centre / 2 pubs (Total – approx 100)		
Q 3 Has retail floorspace in the town centre been lost in the last five years?	No		
Q 4 Are there a variety of markets operating in the town and surrounding countryside?	No		
Q 5 What is the frequency of the general market and what are the numbers of traders/stalls? How has this changed over time?	No market for several years		
Q 6 How many shops are vacant in the town centre and how many have been vacant for more than two years?	7 Fore St shops vacant		

Q 7 How many new shops in the centre have opened in the last three years, or have had major refits?	Not known		
Q 8 Are rents for retail premises stable or increasing?	Increasing		
Q 9 Are local retailers confident about future trading?	Fairly		
Q 10 Is the town centre promoted as a shopping destination in any brochures or other publicity material?	No		
Q 11 Is there commercial demand for additional retail floorspace?	Some		
Q 12 How many shops are charity shops?	6 charity shops in Fore St		
Q 13 Is the local provision and/or livestock market vulnerable to closure?	No provision or livestock market		

# ECONOMY & TOURISM HEALTH CHECK QUESTIONNAIRE

## EC4 - COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS

WORKSHEET	ANSWER	MAIN ISSUES	STRENGTH/ WEAKNESS, OPPORTUNITY OR THREAT
Q 1 How much new commercial or industrial floorspace has been built or let in the last three years?	Approximately 76,000 sq ft split between Saltash Parkway 59,000 sq ft and Tamar View Industrial Estate 17,000 sq ft	<p>RDA have no more plots for disposal. Employment Land Assessment May 2005 shows need for additional land to be brought forward. The Employment Land Assessment has indicated the following:</p> <p>“In 1992 the Saltash share of the Plymouth Travel To Work Area (T.T.W.A.) workforce was 8.7%</p> <p>In 1993 English Partnerships provided 32 acres of serviced employment land at Saltash.</p> <p>From 1995 to 2002 the Saltash share of the growth in the workforce of the Plymouth T.T.W.A. was 20.3%”.</p>	High cost of further employment land relative to its end value in comparison with end values on residential development. This could result in difficulty progressing a sizeable replacement employment site.
Q 2 How much good quality office or industrial floorspace is vacant or on the market?	763 sq ft office in Town Centre Total of 6,246 sq ft of workshop/Industrial floorspace composed of 5 premises.	Same as above.	Same as above
Q 3 Are there sufficient premises at affordable rents for new small businesses?	No	Good levels of demand from small businesses.	Increased interest from the private sector in speculative provision of small premises. Two phases provided on Tamar View since 2001.
Q 4 Has there been an increase or decrease in the rents of industrial and commercial property in recent years?	Approximately 15% increase in small unit rents over last three years.	Increased rental levels will result in more private sector interest in speculative provision of small business units. However, some small businesses will find the rentals increases difficult to bear if they are operating on tight margins.	Opportunity to increase private sector investment. Threat to marginal businesses.

Q 5 Have vacancy levels for commercial properties increased or decreased in recent years?	Generally the vacancy level is lower. However, offering new property at too high a rent might make it vacant for a longer period initially.	The volume of property available is an issue. However, it is only part of the story as type and size of premises also need to be taken into account.	
Q 6 Are there any planned expansions of existing commercial and industrial firms?	Yes. In 2004, there were: 63 premises requests totaling 149,730 sq ft 8 land requests totaling 11.5 acres.	Mostly enquiries are from local sources wanting to start up or expand an existing business.	Saltash has a “critical mass” of businesses combined with its close proximity to Plymouth and the A38. This gives it a good base for future development.
Q 7 Are there economic development and funding initiatives in place to assist incoming firms and the expansion of local firms?	In addition to funding streams that would be found in Devon/Plymouth – the area currently benefits from Objective 1 status and the specialist advice and funding streams that are part funded from that source. These from industry specific to very general schemes. Further details can be found on the <a href="http://www.objectiveon.com">www.objectiveon.com</a> website under the Grants and Loans section.	The current Objective 1 programme will run until the end of 2006 for receipt of applications and the end of 2008 for the spending of grant money. The Objective 1 Partnership is hoping to attain Objective 1 status for the period beyond 2006.	

# ECONOMY & TOURISM HEALTH CHECK QUESTIONNAIRE

## EC5 - TOURISM AND VISITOR SERVICES (19 Feb 05)

WORKSHEET	ANSWER	MAIN ISSUES	STRENGTH/ WEAKNESS, OPPORTUNITY OR THREAT								
Q 1 What are the main tourist or visitor attractions including festivals and events in the town or nearby?	See list of "Tourist Attractions in PL12"  Saltash events do not bring large numbers of people or staying visitors into the town.		A weakness is that Saltash is situated on the Tamar estuary and not on the coast and therefore does not attract many visitors.								
Q 2 How important is tourism related employment to the local economy?	Tourism is not a main employer in PL 12. Accommodation in PL 12 is estimated at no more than 15 % in comparison to PL 13 (Looe).  53% of working people who live in the PL12 work in Plymouth.  See section on Employment for breakdown of employment in PL12	Saltash does not devote significant resources to tourism as it does not play a major role in the economy of the community.	There are limited opportunities to expand tourism in PL12.  Expansion in PL12 is only likely to occur if PL13 is unable to expand hence limited opportunities.  Loss of any tourist activity is not a major threat to the local economy								
Q 3 What is the range of tourist accommodation available in the area e.g. number of hotel beds by grade, bed and breakfast, youth hostels, caravan and, camping site pitches?	<table border="0"> <tr> <td>Accommodation type:</td> <td>No persons:</td> </tr> <tr> <td>Hotels, and Inns</td> <td>100</td> </tr> <tr> <td>Camping and Caravan sites</td> <td>240</td> </tr> <tr> <td>Bed and Breakfast / Farms</td> <td>30</td> </tr> </table>	Accommodation type:	No persons:	Hotels, and Inns	100	Camping and Caravan sites	240	Bed and Breakfast / Farms	30	Saltash is in competition with both Plymouth, which has a large amount of quality accommodation, and Looe which offers a holiday location for visitors.  Saltash cannot compete with either of the above.	Accommodation is considered adequate to meet the demands of the town. Limited opportunities exist for major expansion of all types of accommodation
Accommodation type:	No persons:										
Hotels, and Inns	100										
Camping and Caravan sites	240										
Bed and Breakfast / Farms	30										
Q 4 How many visitors come to the town or area and how long do they stay?	Not known. The accommodation in PL12 primarily caters for visitors staying in the area and using the accommodation as a base or short stop-over. The town is not a major visitor attraction.	Saltash is not a holiday destination or a even a place for tourists to visit. The town has limited attractions.	No identifiable opportunities to expand tourism								

Q 5 How seasonal is the visitor activity?	Visitor activity is very seasonal. In the winter months (Oct-Mar) visitors fall to less than 25% of the summer months	Lack of winter attractions coupled with cool/wet weather means there will be little change to the wide seasonal variation	Limited opportunities to increase the occupancy rate of the accommodation during the winter months.
Q 6 Is there a Tourist Information Centre in the town and how well used is it?	No. Tourist Information Centres – Plymouth Marsh Mills & The Barbican Tourist Information Points – The Guildhall, Saltash & Kernow Mill, Trerulefoot (unmanned stands with leaflets.)		
Q 7 How much do visitors spend in the town or surrounding area?	Not known. As there are no major visitor attractions spending is limited to paying for food and accommodation.	Visitors do not significantly contribute to the towns prosperity.	Visitors are a marginal benefit financially.
Q 8 Is visitor activity concentrated in the town itself or does it take place in the surrounding countryside?	The limited visitor activity primarily takes place in the surrounding countryside and also in river boating activities.	The town is not an attractive destination for visitors.	The poor layout of Saltash town centre is a weakness.  Saltash waterside area and historic buildings are strengths.  The surrounding countryside and their accesses to the rivers is a strength.
Q 9 Does the number, range and quality of visitor facilities e.g. accommodation, quality of restaurants match expectations and needs?	Generally yes. Many pubs and inns also serve meals in Saltash and the villages.	Wide range of choice of restaurants within 10 miles radius. Those within PL12 have to compete but generally cater for the local population	Some opportunity for improving the quality of local restaurants
Q 10 Is there a visitors' guide or town trail?	Yes. On the web site and a town trail brochure is published by the Town Council and available at the library and Tourist Information Point in the Guildhall.		A good Saltash website and informative brochures are strengths. However these are not specifically aimed at potential tourists, nor do they provide a wider PL12 service
Q 11 Does the town enter the 'Britain in Bloom' competition or the surrounding villages 'Best Kept Village'?	No  Village information not yet obtained	Not seen as an issue.	Not currently regarded as an issue.

Q 12 Are there any specialist tourism enterprises, such as language schools, conference centres?	No language school or tourism enterprises St Mellion International Golf & Country Club has conference facilities for approx 150		Tourism is not co-ordinated within Saltash or PL12
Q 13 Is there adequate signing to visitor attractions and the town centre?	Some signage, but not fully adequate – see Signage to Saltash list		There is significant scope for improving signage for visitors

# ECONOMY & TOURISM HEALTH CHECK QUESTIONNAIRE

## EC6 - BUSINESS SUPPORT

WORKSHEET	ANSWER	MAIN ISSUES	STRENGTH/ WEAKNESS, OPPORTUNITY OR THREAT
Q 1 Do the banks, financial institutions and other business support services offer a full range of business advice and support?	Most of the public and private sector sources of business support service are based in Truro and Plymouth. Owing to its close proximity to Plymouth, Saltash is better able to access business support services than almost all the other towns in Cornwall.		It is a strength having both the access to a level of service associated with a city yet to be in a small town of 15,000.
Q 2 Does the town have a town centre manager, town centre forum or similar partnership organisation?	No town centre manager.  Saltash Partnership acts as a town forum and is given good support by the Town Council		
Q 3 Is there a presence of the following organisations in the town: Small Business Service, Business Links, Chambers of Trade or Commerce, Learning and Skills Council, Enterprise Agency?	Most of the public and private sector sources of business support service are based in Truro and Plymouth. Owing to its close proximity to Plymouth, Saltash is better able to access business support services than almost all the other towns in Cornwall.		It is a strength having both the access to a level of service associated with a city yet to be in a small town of 15,000.
Q 4 What business support or initiatives have proved successful?	Provision of business infrastructure – employment plots, workshops, factory premises.		
Q 5 Are there regular events which have the potential to draw the business community together, e.g. trade fairs?	Trade Fairs - not at present.  However, there is an active Chamber of Commerce taking an interest in such issues as the availability of premises, employment land issues, the impact of out of town retail development on the shopping core of the town etc.		Strength - Chamber and FSB is a good organizational base to expand membership thereof.

	The East Cornwall branch of the Federation of Small Businesses is also very active in a number of issues including lobbying over skills and training issues, involvement in the Objective 1 programme and efforts to secure post 2006 European Union funding.		
Q 6 What is the current and likely future demand for broadband (>2 MBs) communication services?	Saltash was one of the twelve Cornish British Telecom exchanges chosen to be upgraded to broadband status by the Act Now Programme. At the time of enablement there were 150 preregistrations for Broadband connection		
Q 7 What is the current and likely future status of the supply of broadband technology (>2 MBs) communication services?			
Q 8 Is there a Business Directory or website for the town, or any arrangement for networking local suppliers?			
Q 9 Are there adequate business meeting and conference facilities locally?	China Fleet Club and St Mellion are good business meeting venues. St. Mellion has a regional profile as a good venue for conferences.		
Q 10 What results have there been from any existing town centre management work?	Town Centre Management not previously undertaken.		
Q 11 How well used are the agencies such as Small Business Service, Business Links, Chambers of Trade or Commerce, Learning and Skills			

Council, Enterprise Agency?			
Q 12 Is there a published strategy relating to the use of information technology?			

## **TOURIST ATTRACTIONS IN PL12**

N.B. No coach park in Saltash

### **SALTASH**

Mary Newman's Cottage  
Saltash Museum  
Elliotts shop  
Guildhall  
Mural on Union pub  
Boat cruises up the Tamar 01752 822797  
Ferry to Plymouth  
Walks on Saltash trail, Churchtown Farm and Saltmill Park  
Golf & Squash - China Fleet Club  
Tennis Court  
Bowling Green  
Sailing visitors' pontoon  
Boat launching at slipway with car park  
Saltash Sailing Club for visiting yachtsmen / dinghy sailors  
Saltash Leisure Centre  
Canoeing  
Fishing  
Birdwatching  
Skateboard Parks – 1 indoor (private), 1 outdoor (public)  
St Nicholas and St Faith Church  
St Stephens Church

### **EVENTS IN AND AROUND SALTASH**

May Fair  
Saltash Town Regatta  
Gig Rowing  
Water-ski racing  
Winkle Fair  
Caradon Arts and Culture Festival  
Saltash Music

### **TOURIST ATTRACTIONS NEARBY**

Antony House & Gardens  
Carnglaze Caverns with concerts 01579 320251  
Dobwalls Ancient Egyptian Centre 01579 321811  
Dobwalls park 01579 320325  
Cornish Owl Centre Polbathic 01503 230079  
Lanhydrock House 01208 74281  
Bodmin Jail 01208 76292  
Bodmin and Wenford Railway 01208 73666

Morwellham Quay 01822 832766  
Tamar Valley Donkey Park 01822 834072  
Porfell Wildlife Park  
Antony House 01752 812191  
Monkey Sanctuary  
Cotehele House, Garden and walks beside river to Calstock  
Mount Edgcumbe House & Country Park 01752 822236  
Plymouth Dome 01752 600608  
Plymouth National Marine Aquarium 01752 600301  
Plymouth Barbican  
Port Elliott Literary Fayre  
St Germans Church

### **ACTIVITIES NEARBY**

Golf at St Mellion  
Paintball Menheniot 01579 347820  
Riding Penewin Stables 01752 851365  
Karting Menheniot 01579 347229  
Walking  
Trax and Trails 01579 370718  
Skating - Plymouth Pavillions  
Ten pin bowling - Plympton 01752 336666  
Sterts Theatre  
Plymouth Theatre Royal and Pavillions

## **SIGNAGE TO SALTASH**

### **A38 from DEVON**

First sign for Saltash is just before bridge.

At end of bridge just before slip road there is a sign for Heritage trail, Waterside, Leisure Centre, China Fleet Club. Tourist info, too late for visitors to decide to divert into Saltash?

Lower Fore Street sign for Tourist info, waterside and parking that leads to Alexandra Park. No signs down the road for Waterside parking

Pedestrian signs on Station Road and at Culver Road/Albert Road

No signs anywhere for the Ferry or pontoon or launching facilities.

### **A38 from Trerulefoot**

Tourist info at Kernow Mill.

At Tideford Signs for St German's church and Cutcrew Antiques.

At Landrake signs for Boating World and Bullers Arms. Tartendown Nursery

At Notter Bridge sign for pub and caravan site

At Trematon first sign for Cotehele house

At Carkeel roundabout sign for Saltash Town Centre, but no signs for any tourist attractions.

Sign for Cotehele on A388.

Down dual carriageway before the tunnel no signs for Saltash or the waterside or the ferry or launching. Sliproad is not signed for Saltash.

At top of Old Ferry Road sign for Waterside and China

Core Questions	Answers	Main Issues	SWOT
Q1 Are local unemployment rates high	No	Part time employment is higher than national average. This distorts other figures	Weakness. More full time jobs required
Q2 Has employment risen or fallen in recent years	All indicators point to a reduction in unemployment over the last 5 years	Unemployment below national average	As above Diifficult for businesses to recruit skilled workers
Q3 What are the labour market participation rates	Saltash 64%  Locally 60.7% and nationally 60.6% Stats for men and women separately not given  Note: Self employment is almost twice the national average for Caradon	Higher than local or national participation rates.	Strength in that participation rates are high
Q4. What are the average household earnings	Not available for Saltash but only Caradon. These are for people living in the area.  Weekly earnings £s: Caradon        426.4 South West    448.5 GB                475.8	Local earnings are below national average.  Plymouth rates are even lower at £418	With available earnings being below the national average attracting new workers to the area may be difficult.  This is a weakness
Q5. What proportion of unemployed have been unemployed for over 6 months	Only available for Caradon not Saltash. Hence ratio of 19% taken  Those on JSA 12 over 6 months 12 over 12 months Age group 25-49 most represented	Unemployment is not a major issue in Saltash. Numbers are below national averages	Low unemployment can be viewed as a weakness in that the right applicants for jobs are not available.

<p>Q6. What proportion of residents in employment commute elsewhere to work</p>	<p>Precise figure for Saltash not obtainable from national statistics. Best estimates range from 40% to 50%</p>	<p>Majority of outside employment is in the Plymouth area</p>	<p>Saltash employment is heavily dependent upon employment within Plymouth</p>
<p>Q7 Is the local economy dependent upon specific industry sectors</p>	<p>No.</p>		<p>The diversity of local industry and services is a protection against a sudden rise in unemployment due to business failures. This is a strength</p>
<p>Q8 Is the local economy dependent upon a small number of large employers</p>	<p>No large employers in Saltash</p>	<p>No space to attract large employers</p>	<p>As Q7</p>
<p>Q9. Is the number of jobs locally increasing or decreasing.</p>	<p>No detail statistics but indications are that there is a slow but not significant growth in local employment based on the answer to Q10 below</p>	<p>Space may become an issue for expansion of places of work.</p>	<p>Weakness. More opportunities exist outside Saltash (Plymouth).</p>
<p>Q10. What are the rates of business start up and failures</p>	<p>Based on NOMIS survey of VAT registered businesses in Caradon the situation is relatively static.</p> <p>Indications are that for Saltash there is a small growth due to construction activity on industrial estates.</p>	<p>See Q9 above</p>	<p>Weakness is the availability of quality and value for money industrial units</p>

<p>Q11. What opportunities are there for new employment from the expansion of existing local firms.</p>	<p>Opportunities will only likely come from an expansion of the national and regional economies</p>	<p>Saltash will find it extremely difficult to create new jobs by existing firms without creating a financially inducing environment</p>	<p>Saltash does not have the authority to significantly alter the business rates that will allow businesses to consider expansion.</p>
<p>Q12. What economic development/inward investment grants are available.</p>	<p>In excess of 300. Main ones number 43 PL12 is in an objective 1 area.</p>	<p>Seen as adequate but application needs to be simplified.  Wider publication of the types of grants available needs to be undertaken locally.(PL12)</p>	<p>Seen as a strength but a weakness is the process of application and knowledge of what grants are applicable to specific industries.</p>

## Tourism and Visitor Services

Core Questions	Answers	Main Issues	SWOT
<p>Q1. Main tourist or visitor attractions</p>	<p>There are no significant permanent visitor attractions in the town. The annual events are; Town regatta May Fayre National speed water Skiing. Book festival St Germans</p> <p>Each of these events do not bring large numbers of staying visitors into the Town.</p>		<p>A major weakness is that Saltash is situated on the Tamar estuary and not by the sea and therefore does not have a beach. No significant tourist attractions in the area.</p> <p>It is felt that the Tamar is not utilised to it's fullest which presents a limited opportunity.</p> <p>Weakness; The approaches to the town, from across the bridge especially, present a very poor impression. Indeed Fore Street especially looks sad and down at heel in places.</p>
<p>Q2 How important is tourism related employment to the local economy</p>	<p>Tourism is not a main employer in PL 12. Accommodation in PL 12 is estimated at no more than 15 % in comparison to PL 13</p>	<p>Saltash does not devote significant resources to tourism, as it does not play a major role in the economy of the community.</p>	<p>There are limited opportunities to expand tourism in PL12.</p> <p>Expansion in PL12 is only likely to occur if PL13 is unable to</p>

	<p>(Looe).</p> <p>53% of working people who live in the PL12 work in Plymouth.</p> <p>See section on Employment for breakdown of employment in PL12</p>		<p>expand hence limited opportunities.</p> <p>Loss of any tourist activity is not a major threat to the local economy</p>
<p>Q3. What is the range of tourist accommodation available in the area (PL 12)</p>	<p>See separate sheet for details.</p> <p>Accommodation available No persons: Hotels, and Inns 100 Camping and Caravan sites 240 Bed and Breakfast / Farms 30</p>	<p>Saltash is in competition with both Plymouth, which has a large number of quality accommodation and by Looe, which offers a holiday location for visitors.</p> <p>Saltash cannot compete with either of the above.</p>	<p>Accommodation is deemed adequate to meet the demands of the town. Limited opportunities exist for expansion of all types of accommodation</p>
<p>Q4. How many visitors come to the town and how long do they stay.</p>	<p>The accommodation in PL12 primarily caters for visitors staying in the area and using the accommodation as a base or short stopover. The town is not a major visitor</p>	<p>Saltash is not a holiday destination or an even a place for tourists to visit. The town has limited attractions.</p>	<p>No identifiable opportunities to expand tourism</p>

	attraction.		
Q5 How seasonal is the visitor activity	Visitor activity is seasonal. In the winter months (Oct-Mar) visitors fall to less than 25% of the summer months	No winter attractions coupled with colder/wetter weather means there will be little change to the wide seasonal variation	Limited opportunities to increase the occupancy rate of the accommodation during the winter months.
Q6. Is there a tourist information centre in the town	No	There is a Tourist Information Point in the Guildhall with limited tourist leaflets held.	The T.I.P. is only available part time.

<b>Supplementary Questions</b>	<b>Answers</b>	<b>Main Issues</b>	<b>SWOT</b>
Q7. How much do visitors spend in the town or surrounding area?	No exact figure is known but as there are no major visitor attractions spending is limited to paying for food and accommodation.	Visitors do not significantly contribute to the town's prosperity.	They are not a strength.
Q8. Is the visitor activity concentrated in the town or does it take place in the surrounding countryside.	The limited visitor activity primarily takes place in the surrounding countryside	The town is not an attractive destination for visitors.	The town centre is a weakness but some of the surrounding countryside is a strength.
Q9. Does the range and quality of visitor facilities e.g. accommodation, restaurants match expectations and needs.	Generally yes. Many pubs and inns also serve meals.	Wide range of choice of restaurants within 10 miles radius. Those within PL12 have to compete but generally cater for the local population but there are a significant number of local people using Plymouth reataurants.	Some opportunity for improving the quality of local restaurants
Q10.			

Is there a visitors guide or town trail	Yes. On the web site and a town trail brochure is published by the Town Council and available at the library		A good website and informative brochures is a strength. However these are general and not specifically aimed at potential tourists
Q11. Does the town enter the Britain in Blooms competition	No	Not seen as an issue.	Not seen as an issue.
Q12 Are there any special tourism enterprises such as language schools or conference centres	Yes. St Mellion Golf Club is the largest conference centre in Cornwall.	Visitors to St Mellion are in a self-contained environment. It is unlikely they will enter the town centre.	
Q13. Is there adequate signing to visitor attractions and the town centre.	No.	Some limited signage in place, but inadequate provision on the bridge and no information/signs on boat trips or directions to the riverfront. There is not enough early signage advising visitors of attractions in PL12.	Signing is a weakness.

## Accommodation and Occupancy in PL12

Name / Type	Location	Rooms / Units 2 persons/room	Occupancy Summer/Winter
<b>Hotels and Inns</b>			<b>95% -- 40%</b>
The Crooked Inn	Trematon	5	
The Crooked Spaniards Inn	Cargreen	5	
Holland Inn Motel	Hatt	30	
Brunel	Saltash	5	
China Fleet Club	Saltash	10	
The Weary Friar	Pillaton	5	
St Mellion Golf Club	St Mellion	40	
<b>Total persons</b>		<b>100</b>	<b>95 -- 40</b>
<b>Self Catering / Caravan Parks and Camping</b>			<b>90% -- 15%</b>
Trefenten	Pillaton	1	
Dolbeare	Landrake	25	
Notter Mill (Crylla)	Notter bridge	25	
Stoketon	Stoketon	1	
Kinrowan	Trerulefoot	7	
The White House	St Germans	1	
Total persons at 4 /unit		<b>240</b>	<b>216 -- 36</b>
<b>Bed and Breakfast</b>			<b>80% -- 30%</b>
Pilgrim Cottage	Cargreen	1	
Kinrowan Park	Trerulefoot	1	
Mill Park House	Saltash	1	
Larks Rise	Pillaton	1	
Tamara	Saltash	1	
The Old Cottage	Tideford	1	
Kilna guest House	Tideford	2	
Pedennis	Trematon	1	
Ashdon Farm	St Mellion	1	
Trematon Farm	Trematon	1	
Lantallack Farm	Landrake	1	
Catchfrench Farm	Trerulefoot	1	
H Sands	Saltash	1	
J Richards	Saltash	1	
<b>Total Persons</b>		<b>30</b>	<b>24 -- 9</b>
<b>Total Capacity</b>		<b>370</b>	
<b>Total Occupancy</b>			<b>335 -- 85</b>

**Source data.**

Kelly's list

South East Cornwall 2004

Caradon Accommodation Register

# MCTI QUESTIONNAIRE SUMMARY

1. What's your level of confidence in present trading in the town?

**High**      **3**      **Stable**      **19**      **Low**      **5**      **No Answer**      **1**

And in the near future (next five years)?

**High**      **2**      **Stable**      **17**      **Low**      **8**      **No Answer**      **1**

2. Have you plans to expand?

**Yes**      **4**      **No**      **24**

If so, would you need to move to new premises?

**Yes**      **1**      **No**      **14**      **No Answer**      **13**

Are there suitable premises to rent or buy in town?

**Yes**      **5**      **No**      **9**      **No Answer**      **14**

3. Do you get any help from Business Link or the Small Business Service?

**Yes**      **1**      **No**      **27**      **No Answer**

Do Saltash bank branches offer a business advice service?

**Yes**      **18**      **No**      **6**      **No Answer**      **4**

Are you members of Saltash Chamber of Commerce?

**Yes**      **9**      **No**      **19**      **No Answer**

4. Are you in favour of a regular market in the town?

**Yes**      **23**      **No**      **5**      **No Answer**

Or the revival of the Farmers Market?

**Yes**      **15**      **No**      **8**      **No Answer**      **5**

5. Do you feel that town centre retail is properly promoted?

List below any ideas for promotion of town centre services and who should provide the initiative

**Yes**      **4**      **No**      **22**      **No Answer**      **2**

**See Attached**

6. What do you feel are the main constraints holding back the development of the town centre?

**See Attached**

7. Is there enough car parking in the town?

**Yes 17 No 10 No Answer 1**

8. Other comments on shopping facilities in Saltash

**See Attached**

### **Question 5 (Appendix)**

Signs on Tamar Bridge & A38 to advertise Town Centre	<b>x5</b>
More Special Events	<b>x3</b>
More advertising in Rural Areas	<b>x2</b>
Saltash Co op & Empty Buildings	<b>x2</b>
Bring back Tourist Information Centre	<b>x1</b>
Collective Radio Advertising	<b>x1</b>
Street Cleanliness to be Improved	<b>x1</b>
Traders With Too Many Overlapping Interests	<b>x1</b>
A Market Promoted by the Council	<b>x1</b>
More needed to encourage more people to come	<b>x1</b>
Flyer Advertising Town Centre	<b>x1</b>
Too Many Charity Shops ???	<b>x1</b>

### **Question 6 (Appendix)**

Business Rents Very High	<b>x9</b>
Business Rates Very High	<b>x7</b>
Lack of a Major Retailer	<b>x5</b>
Too Many Vacant Shops, Boarded Up Shops	<b>x2</b>
Lack of Money, Enthusiasm, Community Spirit etc	<b>x2</b>
Lack of Interest/Awareness from Public Specially New Estates	<b>x2</b>
Insufficient Car Parking	<b>x2</b>
Too Many Charity Shops	<b>x2</b>
Out Of Town Competition	<b>x1</b>
Speed Humps	<b>x1</b>
No Short Term Free Parking	<b>x1</b>
Caradon Not Reinvesting in Fore Street The Business Rates	<b>x1</b>
Traders With Too Many Overlapping Interests	<b>x1</b>
Poor Bus Service To Rural Areas	<b>x1</b>
More Advertising in the Rural Areas	<b>x1</b>
Too Many "Me Too" Shops, i.e. 14 shops serving food to eat etc	<b>x1</b>
Council to Realise The Potential That Is There	<b>x1</b>
Town Can't Expand Due To Residential Areas on Both Sides	<b>x1</b>

## **Question 8 (Appendix)**

Too Many Charity Shops	x4
Too Many Vacant Shops, Boarded Up Shops	x3
Lack of a Major Retailer	x3
Saltash to be Made More Attractive	x2
More Speciality Shops	x2
Opening Of The Tunnel Took People Away	x1
Lack Of Childcare Facility	x1
Lack of Character	x1
Lack of Parking Facilities For Traders	x1
Lack of General Rubbish Facilities	x1
No Short Term Free Parking	x1
Mayfair to Stay in Town Centre	x1
Don't Pedestrianise Fore Street	x1
Poor Lighting From Car Park Through Alleyway	x1
Rents Too High	x1
Lack of Car Parking	x1
Rear Access For Co op Shoppers To Park & Then Stay In Town	x1

**Some People Provided Same Answers on Different Questions (i. e. Too Many Charity Shops, Some People Answered as Q5, Some Q6, & Some Q8).  
Therefore Below Is A Summary Of All The Answers.**

## **SUMMARY**

Business Rents Very High	x10
Lack of a Major Retailer	x8
Business Rates Very High	x7
Too Many Vacant Shops, Boarded Up Shops	x7
Too Many Charity Shops	x7
Signs on Tamar Bridge & A38 to advertise Town Centre	x5
More Advertising in the Rural Areas	x3
Insufficient Car Parking	x3
More Special Events	x3
Saltash to be Made More Attractive	x2
No Short Term Free Parking	x2
Traders With Too Many Overlapping Interests	x2
Lack of Money, Enthusiasm, Community Spirit etc	x2
Lack of Interest/Awareness from Public Specially New Estates	x2
More Speciality Shops	x2
Bring back Tourist Information Centre	x1
Collective Radio Advertising	x1
Street Cleanliness to be Improved	x1
A Market Promoted by the Council	x1
More needed to encourage more people to come	x1
Flyer Advertising Town Centre	x1
Out Of Town Competition	x1
Speed Humps	x1
Caradon Not Reinvesting in Fore Street The Business Rates	x1
Poor Bus Service To Rural Areas	x1
Too Many "Me Too" Shops, i.e. 14 shops serving food to eat etc	x1

Council to Realise The Potential That Is There	x1
Town Can't Expand Due To Residential Areas on Both Sides	x1
Opening Of The Tunnel Took People Away	x1
Lack Of Childcare Facility	x1
Lack of Character	x1
Lack of Parking Facilities For Traders	x1
Lack of General Rubbish Facilities	x1
Mayfair to Stay in Town Centre	x1
Don't Pedestrianise Fore Street	x1
Poor Lighting From Car Park Through Alleyway	x1
Rear Access For Co op Shoppers To Park & Then Stay In Town	x1

## Saltash Shopping Survey

<b>CARADON LOCAL PLAN SALTASH SHOPPING CORE SURVEY September 2002</b>									
	<b>Name of Business</b>	<b>Width of Frontage</b>	<b>Use Class</b>						
			<b>A1</b>	<b>A2</b>	<b>A3</b>	<b>B1</b>	<b>D1</b>	<b>SG</b>	<b>Vacant</b>
1	Three Cooks Bakery	15.00	A1						
2	R.D. Stationers	6.30	A1						
3	Job Centre	9.40				B1			
4	Bradleys Estate Agents	6.30		A2					
5	Alan Skinner Travel Ltd	16.10	A1						
6	Barnados	9.00	A1						
7	The Regal Laundry	9.00	A1						
8	Pet World	8.20	A1						
9	Tamar Fish Restaurant	14.00			A3				
10	Haywards	3.80	A1						
11	Michael's Barber Shop	3.20	A1						
12	Vacant	12.00							V
12a	Couch Fishmongers	6.00	A1						
13	Maitlands Estate Agents	9.80		A2					
14	Tamar Cards	4.70	A1						
15	Bruce Reid	4.60	A1						
16	Hennings Moir Estate Agents	6.30		A2					
17	One Night Stand	9.30	A1						
18	The Courtyard Café	9.30			A3				
19	The Courtyard Studio	5.60	A1						
19a	The Courtyard Studio	3.30	A1						
20	The Saltash Foot Clinic	4.10	A1						
21	Saphira Jewellers	3.70	A1						
22	Saphira Jewellers	4.40	A1						
23	Profile (Hairdresser)	2.70	A1						
24	Profile (Hairdresser)	7.30	A1						
25	Woodside Animal Welfare Charity Shop	9.90	A1						
26	The Toy Box	5.90	A1						
27	Steve Brown (Butchers)	5.10	A1						
28	St Luke's Hospice Shop	6.10	A1						

**CARADON LOCAL PLAN SALTASH SHOPPING CORE SURVEY September 2002**

Saltash Shopping Survey

	Name of Business	Width of Frontage	Use Class						
			A1	A2	A3	B1	D1	SG	Vacant
29	Domestic Appliance Service	5.40	A1						
30	Purdy's Bakery & Coffee House	6.90			A3				
31	Nicholls & Sainsbury Solicitors	5.30		A2					
32	Take 1 Video Store	6.40	A1						
33	Leonard A. Gibson Ltd. (Optician)	6.60	A1						
34	Saltash Radio	6.50	A1						
35	Saltash Cards	10.30	A1						
36	Darling (Boutique)	5.50	A1						
37	Whites Dry Cleaning & Saltash Trophies	6.60	A1						
38	Post Office Delivery Office	11.70					B1		
39	Speedy Prints - The Photo Shop	11.80					B1		
40	CLIC (Charity Shop)	5.20	A1						
41	W.O. Freeman (Fruit & Veg)	6.70	A1						
42	Mister's Haircare / Haircare for Ladies	5.90	A1						
43	Noakes & Habermehl (Optician)	6.90	A1						
44	Blight Skinnard (Solicitors)	11.10		A2					
45	Fashion Express	7.90	A1						
46	HSBC Bank	6.30		A2					
47	Evans Ironmongery	5.30	A1						
48	Super Savers	5.40	A1						
49	The Brunel (Pub)	17.30			A3				
50	Pets & Aquaria	5.10	A1						
51	Jean's Hairdressing	5.40	A1						
52	Bread Winners Sandwich Bar	10.50	A1						
53	Marianne Fashions	5.50	A1						
54	N.C. Elford & M. Bowden (Butcher/Delicatessen)	7.90	A1						
55	Done Bookmakers	6.20		A2					
56	Victoria Wine	6.30	A1						
<b>CARADON LOCAL PLAN SALTASH SHOPPING CORE SURVEY September 2002</b>									
	Name of Business	Width of Frontage	Use Class						
			A1	A2	A3	B1	D1	SG	Vacant
57	Good Relations (Insurance Consultants)	4.90		A2					

Saltash Shopping Survey

58	Lloyds TSB Bank	8.40		A2					
59	Intex Communications	4.10	A1						
60	Hunt Associates Estate Agents	3.90		A2					
61	Co-operative Pioneer	21.10	A1						
62	Vacant	8.10							V
63	YMCA (Charity Shop)	5.50	A1						
64	Vacant	6.90							V
65	Social Security Office	11.10					SG		
66	Vacant	7.10							V
67	Underhill & Sons Ltd	6.80	A1						
68	Vacant	5.20							V
69	Millers Estate Agents	3.60		A2					
70	Vacant	5.60							V
71	The Learning Warehouse (Training - Plymouth FE	5.50					D1		
72	The Kitchen	5.50			A3				
73	Ali Baba's 40 Dishes (Restaurant/Takeaway)	5.50			A3				
74	Changing Rooms (2nd hand furniture)	3.90	A1						
75	China City Restaurant/Takeaway	5.50			A3				
76	Gribble, Booth & Taylor (Estate Agents)	5.90		A2					
77	Barclays Bank	7.40		A2					
78	Kelly's Fish & Chip Restaurant / Take Away	7.30			A3				
79	British Red Cross Shop	5.80	A1						
80	Saltash Sports	5.70	A1						
81	Martin the Newsagent/Saltash Post Office	16.00	A1						
82	National Westminster Bank	18.50		A2					
83	Hair & Comb Hairdressers	4.30	A1						
84	Saltash Journal / Cornsh Times	2.60				B1			

**CARADON LOCAL PLAN SALTASH SHOPPING CORE SURVEY September 2002**

		Use Class							
	Name of Business	Width of Frontage	A1	A2	A3	B1	D1	SG	Vacant
85	Eric Distin/Halifax	3.00		A2					
86	Florabella Florist	5.70	A1						
87	Vacant	7.60							V
88	The Bookshelf	3.30	A1						



STATION

FRAMERS	CORALS	ESKAYS	WEST	RAILS	MILL	TANDERS	VVA	YCA	COOP	HUNTS	LOOYD	LOVD	BORROW	MET	CULVER	BRUNEL	SUPER	ESV	HSC	MS	TRASS	BLISS	NOAKS
10	86	42	1	53	11	12	92	33	94	16	56	76	77	98	1	9	39	A39	99	79	101	99	101

LOWER

FORE

FORE

FOREST

ST

ST

53	43	37	29	25	19	15
/	/	/	/	/	/	/
27	27	17	13			

46	81	12	16	18	28	30
/	/	/	/	/	/	/
40	14	4	8	8	0	0

38	42	44	46	48	50	54	58	60	62	66	68	72
/	/	/	/	/	/	/	/	/	/	/	/	/
40	8	4	6	8	0	4	8	0	2	6	8	2

96	98	100	102
/	/	/	/
0	0	0	2

NORTH

SEMPH BOOKS  
 SOUTH WEST SURVEYS  
 VASHMIR  
 KASHMIR  
 ELIOTS  
 TANDORI  
 SALTING  
 LEARNING  
 HERITAGE

VACANT  
 LEITON  
 KATON  
 SETHY  
 GUNBEN  
 CHUNGA  
 CHUNGA  
 FOX & SONS  
 BARKLY  
 KEVLAN  
 VACANT  
 SALTISH  
 MALTISH  
 SPORTS

NATWES  
 HART  
 CORNISH  
 JAGS  
 LEMSA  
 FLORELLA  
 HELM  
 BOSSHE  
 SOTHE  
 A+SH  
 ACORN  
 ADORN  
 CORNISH  
 FARM

GALLERIES  
 TALENT  
 NEWELL  
 PRESENT  
 COMPANY



G A L  
U R T


	Michaels
	Haywards
	Couch's

U R T  
R D


TOTAL RETAIL OUTLETS	84
CHARITY SHOPS	5
	5.61%

S L E Y  
A D


## Survey of Saltash Employment. Sources NOMIS and 2001 Census

	Caradon (numbers)	Caradon (%)	South West (%)	GB (%)
<b>All people</b>				
Economically active	37,000	78.4	81.6	78.3
In employment	36,000	76.1	78.5	74.2
Employees	28,000	59.4	67.1	65.1
Self employed	7,000	15.7	10.8	8.7

### Caradon population 79649 (latest estimate still under 80,000)

	Caradon (employee jobs)	Caradon (%)	South West (%)	GB (%)
Total employee jobs	22,206	-	-	-
Full-time	13,758	62.0	64.1	68.5
Part-time	8,448	38.0	35.9	31.5
Manufacturing	2,478	11.2	13.4	13.4
Construction	1,442	6.5	4.6	4.5
Services	17,525	78.9	79.8	80.4
Distribution, hotels & restaurants	7,820	35.2	26.8	24.6
Transport & communications	675	3.0	5.2	6.1
Finance, IT, other business activities	2,053	9.2	16.4	19.6
Public admin, education & health	5,371	24.2	26.9	24.9
Other services	1,606	7.2	4.6	5.3
Tourism-related	3,091	13.9	8.7	8.0

Difference in employees 28000 – 22206 = 5794

= number who work outside Caradon and as a % = 5794/28000 = 20.7%

### Saltash

	No people	Age 16-74	No in employment
<b>Burraton</b>	3764	2680	1694
<b>Essa</b>	4044	2807	1703
<b>Pill</b>	3074	2216	1324
<b>St Stephens</b>	4082	3000	2118
	<b>14964</b>	<b>10703</b>	<b>6839</b>

Population Saltash/Caradon = 14964 / 79649 = **18.8%**

No in employment Saltash/Caradon = 6836 / 36000 = **19%**

### **Living in Saltas but working outside Saltash**

Assume 50% of all Caradon outside workers live in the Saltash area

Thus 50% of 5794 = 2897

This represents 42 % of the Saltash workforce

If assumption is 75% of all Caradon outside workers live in Saltash area

Thus 75% of 5794 = 4345

This represents 63.5% of the Saltash workforce

### **Breakdown by Jobs in Saltash**

On a ratio basis at 19% of Caradon jobs Saltash jobs would be

	Caradon (employee jobs)	Saltash at 19%	Comments
Total employee jobs	22,206	4219	
Full-time	13,758	2614	
Part-time	8,448	1605	
Manufacturing	2,478	471	LE
Construction	1,442	274	LE
Services	17,525	3330	LE
Distribution, hotels & restaurants	7,820	1486	HE
Transport & communications	675	128	N
Finance, IT, other business activities	2,053	391	N
Public admin, education & health	5,371	1020	HE
Other services	1,606	305	LE
Tourism-related	3,091	587	HE

Key LE Low estimate

HE High Estimate

N Approximately correct

## **Businesses**

### VAT registered businesses (definitions)

Percentages are based on stock (at end of year).

	<b>Caradon (numbers)</b>	<b>Caradon (%)</b>	<b>South West (%)</b>	<b>GB (%)</b>
Registrations	245	8.5	9.6	10.6
Deregistrations	250	8.7	8.8	9.7
Stock (at end of year)	2,875	-	-	-

## **VAT Registered Businesses**

VAT registrations and de-registrations are the best official guide to the pattern of business start-ups and closures. They are an indicator of the level of entrepreneurship and of the health of the business population. As such they are used widely in regional and local economic planning.

The source of these figures is the Inter-Departmental Business Register (IDBR) which contains records of all businesses registered for VAT. Coverage of the statistics is complete in all parts of the economy except a few VAT exempt sectors and the very smallest one person businesses operating below the threshold for VAT registration (at the end of 2002, the VAT threshold was an annual turnover of 55,000).

If Saltash has 19% Of the jobs then by proportion Saltash has 19 % of the above table.

<b>Saltash</b>	
Registrations	47
De-registrations	47
Stock at end of the year	546

	Saltash St Stephens (numbers)	Saltash St Stephens (%)	Caradon (%)	GB (%)
1 Managers and senior officials	266	12.3	13.6	14.9
2 Professional	246	11.4	9.8	11.2
3 Associate professional & technical	363	16.8	14.3	13.9
4 Administrative & secretarial	313	14.5	10.6	13.2
5 Skilled trades	264	12.2	15.6	11.8
6 Personal services	161	7.5	7.7	6.9
7 Sales and customer services	184	8.5	7.6	7.7
8 Process plant and machine operatives	152	7.0	8.1	8.7
9 Elementary occupations	209	9.7	12.7	11.8

Other wards are available

	Caradon (employee jobs)	Caradon (%)	South West (%)	GB (%)
<b>Total employee jobs</b>	22,206	-	-	-
Full-time	13,758	62.0	64.1	68.5
Part-time	8,448	38.0	35.9	31.5
<b>Services</b>	17525			
Manufacturing	2,478	11.2	13.4	13.4
Construction	1,442	6.5	4.6	4.5
Services	17,525	78.9	79.8	80.4
Distribution, hotels & restaurants	7,820	35.2	26.8	24.6
Transport & communications	675	3.0	5.2	6.1
Finance, IT, other business activities	2,053	9.2	16.4	19.6
Public admin, education & health	5,371	24.2	26.9	24.9
Other services	1,606	7.2	4.6	5.3
<b>Tourism-related</b>	3,091	13.9	8.7	8.0

This breakdown not available at ward level

**TACTICS**

- **Healthcheck**

All members have summarised extracts to read & digest  
 Next meeting, individual groups will start considering specific worksheets  
 Also suggestions for SWOT analysis

- **Break out into subject groups** – start of next meeting

1. <b>Marine / River / Waterside regeneration</b>	<b>Secondary priority</b>
2. <b>Town Centre regeneration</b>	<b>Secondary priority</b>
3. <b>Economic &amp; Employment activities</b>	<b>Main priority</b>
4.1 <b>Tourism &amp; Local Heritage</b>	<b>Lesser priority</b>
4.2 <b>Saltash Station</b>	<b>High priority</b>

**1. MARINE / RIVER / WATERSIDE REGENERATION**

- Important role of SWRA and its membership resources & objectives
- Green spaces / pocket parks identified and in progress
- Play facilities identified and in progress
- Use of old boat houses and quay and adjacent Caradon property
- Room for a yacht haven ?
- More hardstandings for boats
- Additional moorings – consequences of MOD giving up barge moorings (more availability, less dredging ?)
- Hire out motorboats and/or dinghies to explore estuaries
- Move Livewire elsewhere in town and exploit prime commercial site ?
- Encouragement of Bettison's ferry, and joint marketing of tourist Saltash
- Attitude towards proposed fast commuter ferry ?

Query – do increased moorings and boaties bring any income into the town ?

Query – how to link Waterside and Fore St ?

- Close Lower Fore St and install a funicular railway
- Have minibus service to meet ferries in summer, reduced service for retired in winter

**2. TOWN CENTRE REGENERATION**

- Find major store to purchase the dead land & derelict property behind Co-op
- Failing that, establish it as smaller scale retail round a town square
- Enforce Co-op to clear the area up, threaten with H & S over rats & rubbish
- Better quality retail – attracted by tourism (**cross-link**)
- Too many government offices (rent precedent) and charity shops
- Carry out census of ownership of empty retail property (**priority**)
- Market Fore St to new estates (Latchbrook & Pilmere) (**priority**)
- Market Fore St to hinterland villages (**cross-link**)

- Move Post Office Sorting to an industrial unit and redevelop
- Parking – enough in Fore St ?
- Consider pedestrianisation
- Improve signage from A30 (both ends ie Bridge and Carkeel)

### **3. ECONOMIC & EMPLOYMENT ACTIVITY**

**To a) provide more local employment b) reduce dependence on Plymouth & commuting**

- Provision of Units to rent 2,500 to 10,000 sf for first expansion rather than start-ups.
- Provision of serviced industrial building land at Broadmoor
  - Minimum 25 acres now, capable of expansion
  - Needs include roads, sewerage, street lighting, telecoms – who finances it ?
- Small scale office space shortage in Saltash
- Consider local workshop need in villages (**cross-link**)
- Potential for Small Business Advice Centre – grants, loans, professional services
- Agriculture and the hinterland villages (**cross-link**)
  - **Need representative villages in group (priority)**
  - Importance of market gardening tradition
  - Exploit connections with Cornish food
  - Exploit connections with University (AfC) and SW Food & Drink
- Is there an Industrial Development Officer at Caradon – why not be based at Saltash ?
- Invite Business Link PBA for the area to next meeting

#### **4.1 TOURISM**

**To be a lesser priority and provide the “icing on the cake”**

**Small scale attractions focussing on local history and artistic heritage**

- Drastic shortage of local bed space
- Ann Glanville exploitation
- Better support & publicity for Mary Newmans & Elliotts Shop
- Mary Newman
- Turner Trail
- Caradon Gig Club – why so secretive and hidden away ? (see Kingsand) After all we ARE the world champions, and no-one in Saltash knows or cares
- Moura Lympany
- Revive the idea of the Celtic Cross at Carkeel

#### **4.2 SALTASH STATION**

- Aim strongly for Brunel Heritage Centre + restaurant + viewing platform
- Find private sector entrepreneurs as investors AND operators – why not try Richard Branson, Jeremy Clarkson’s wealthy friends, Prince Charles, Peter Temple (Jim)
- Consider use as an Activity Centre or Visitor Centre for wider area
- Move Heritage Museum in and sell the Lower Fore St property (TC owned)
- Provide accommodation (B & B)
- Consider application for Tourist Information Office
- Industrial / Office use ? (**cross-link**)

**NEXT MEETING WEDS JULY 14<sup>th</sup> at Guildhall, preceded by a tour of Station building**

<b>TYPE OF FUND</b>	<b>ELIGIBILITY</b>	<b>SOURCE</b>	<b>AMOUNT</b>
Rebate on Broadband Boost/ Powershift Scheme	SME & SE for broadband Companies for LPG conversion	ACT NOW DTI	Rebate on broadband connection 40%
Business Enterprise Fund. Gateway Fund	Start up or small enterprise of < 5 people	SW Investment Group	Interest free loan
Business Growth Fund	Existing business > 5 < 250 people	SW Investment Group	Interest free loan
Cornish Horticulture Enterprises	Must add value to horticultural produce (veg, fruit, flowers)	CHE Ltd	£60,000
Cornwall Film Fund	Film and TV projects. Writer or producer or director. Cornish resident.	Cornwall Enterprise	45% <£50000
Food and Drink	Scriptwriters Food and Drink manufacturers. Caterers, wholesalers, primary agricultural, retailers	Objective 1	<£10000 50% <£100000
Finance Cornwall	SME where funds not available from other sources, deal too small, no track record, weak balance sheet, not enough collateral	Objective 1 Finance Cornwall	Total < £20 m fund. Will provide up to 50% and ongoing subsidy. Business loan fund. Mezzazine loan fund. Equity fund
Tourism	Must be aimed at promoting Britain abroad	BTA	
Rural Access Grant	Improve access to countryside by tourists	SW Tourism	70%
Rural Diversification Capital Grant	Advice and financial assistance for farms and rural businesses to diversify	Business Link	50% of expenditure for planning
Rural Tourism Improvement	Farm tourism	SW Tourism	Capital grant. Environmental grants to help planning
Tourism Scheme Business Plan Development Fund	Help to formulate application for RTI	Business Link	80% <1.5K
Rural Tourism Marketing Grant	Farm Tourism Marketing		50% < £100000
Selective Funding for Investment	New investments in manufacturing or service industries supplying national market	SWERDA	min £10000

Sites and Premises Initiative	To ensure adequate supply of premises	SWERDA	
Small Firms Loan Guarantee Scheme	Businesses without track record or security	Government Scheme. DTI.	Bank Loan
Speciality Food and Drink	Marketing grant for producers or processors of speciality food and drink	Objective 1. Cornwall Taste of the West	50% <£25000
Speciality Food and Drink	Development grant. As above	As above	

### BUSINESS LINK ADMINISTERED

Start up	18-30 y o unemployed or underemployed	Princes Trust	Loan £3000. Marketing £250. <£1500 special circumstances
Sub Post Office start up	Capital cost to establish Sub PO	Post Office Ltd	<£20000
Start Up	Ex Forces starting business or unemployed, under redundancy or end of contract	British Legion	Interest free loan <£5000
Start Up and Micro business	Start up and microbusiness with <6 in Cornwall, especially life science, marine engineering, renewable energy, tourism, food, environmental and earth technology and multimedia	SW Investment Group. Objective 1	£3000-25000
Start up	Craftspeople about to set up workshop or in business < 2 years	Craft Council	£2500 maintenance. <£5000 equipment <50%
Prime	Age 50+ unemployed and starting own business. Unable to raise funds from traditional sources	Truro College	<£5000

### BUSINESS DEVELOPMENT

To implement Best Practice	Businesses needing to implement Best Practice > 10 people or likely to grow to 10+	Business Link	1/2 cost up to £5000. Free evaluation
Selective Finance for Investment in England	Expanding businesses with proven need for fiancne. Fixed assets. If > £100000 must create or safeguard jobs	DTI	50% <£50000
R&D	SME and individuals for technologically innovative projects	Business Link	Investigate <£7000. Development prototypes <£20000. Research 70%

Sports Product R&D	R&D sports products	Sports Set Network	50% <£10000
NESTA	Products, services or techniques with social and commercial benefit	NESTA	£5000-£50000
Rural Business Support	Farmers to improve business or diversify	Business Link	% of costs, action plan, business support, planning permission. Feasibility studies
SW Venture Capital Fund	Commercial or industrial	SW Venture Ltd	£50000-£250000
HSBC Ent fund for SW	Most commercial and industrial sectors	Equity Ventures Ltd	£50000-£250000

### TRAINING

Advanced engineering skills	Aerospace/Advanced Engineering	W of England Aerospace Forum	50% of training costs
Engineering Professional Development Awards	Engineers qualified to degree or HND/HNC with 2 years experience	Royal Academy of Engineering	<£10000
New Deal	18-24 y o, 25+, 50+ and disabled	Job Centre	
IT	Food and Drink, Tourism and Leisure, Marine, Environment Technology ICT	Lets Do IT	Free training. Free loan of PC?
Dynamite Project	Agricultural, animal care, conservation, equine, horticulture, engineering, outdoor sports and leisure, rural tourism	Bicton College	Wage subsidy for 16-19 y o

### INTERNATIONAL TRADE

Export Market Research	Overseas market research, in house or consultants	Business Link	50% <£20000
Support for exhibitions and seminars	Exporters	Business Link	60% of stand space and construction <£2300. Seminar costs <£2300

### OTHERS

DEFRA Processing and Manufacturing Grant	Agricultural sector to improve competitiveness, response to consumer demand and add value		30% of minimum project of £70000
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Community Services Grant	Sole shop, pub or garage in rural settlements	Countryside Agency 50% £500- £25000
Access to Work	Disabled equipment to assist disabled employee	Job Centre