

Development and Engagement Manager - Activity Tracking Sheet

Activity Tracker

Below is a list of current tasks that have been completed in reference to engaging with the community, communications, and any funding work undertaken. Please note, this does not include day to day tasks, just the larger scale initiatives.

Please refer to the funding database for updates on funding status.

Activity	Owner	Activity Type	Outcome/s
Met with Livewire to discuss their projects/understand how to support them via funding opportunities.	Freya Pretty	Community Engagement	Shared funding opportunities: KFC Funding/ Boardmasters Foundation/ Idlewild Trust / Trailblazer Fund
Met with Ashtorre Rock to discuss their projects/understand how to support them via funding opportunities found.	Freya Pretty	Community Engagement	N/A
Met with Rachel Bullock/Heritage Saltash to discuss the history of Saltash.	Freya Pretty	Community Engagement	Helped develop an understanding of Saltash history for the Waterside development project.
Met with Core Community Centre to discuss their projects/understand how to support them via funding opportunities.	Freya Pretty	Community Engagement	Shared funding opportunities: Comic Relief - Groundwork
Met with PL12 to discuss their projects/understand how to support them via funding opportunities found.	Freya Pretty	Community Engagement	Shared funding opportunities: The Clothworkers' Foundation
Met with the Methodist Church to discuss their projects/understand how to support them via funding opportunities.	Freya Pretty	Community Engagement	Shared funding opportunities: THE ALICE ELLEN COOPER-DEAN CHARITABLE FOUNDATION / National Grid funding / Comic Relief fund
Created social media posts that include weekly funding opportunities for the community to see and share.	Freya Pretty	Funding	This has increased engagement on STC social media accounts and received shares and tags for members who may be interested in the funding.
Met with the Library Community Hub Leader to discuss their projects/understand how to support them via funding opportunities.	Freya Pretty	Community Engagement	Shared funding opportunities: Seedbed funding (awarded £500)
Met with the Senior Engagement Manager from the Lottery Heritage Fund to discuss potential project/funding at the Waterside/wider Saltash.	Freya Pretty	Funding	Helpful information was provided and new contacts gained in reference to the Waterside Development project. The contacts include: Principal Historic Environment Officer from Cornwall Council + Team Senior Culture Officer from Cornwall Council + Team

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Visited Trakside Café to understand how to support them via funding opportunities.	Freya Pretty	Community Engagement	Now providing social media support through the Project + Comms department.
Attended a live webinar for Salix Funding- regarding solar panel installation at Isambard House.	Freya Pretty	Funding	STC is not eligible for this funding.
Met with the Senior Culture Officer from Cornwall Council to discuss potential project/funding at the Waterside/wider Saltash.	Freya Pretty	Funding	Their department visited Saltash for a tour of Saltash and Waterside, to gain further support in the development project at Waterside.
Network meeting with the Senior Engagement Manager at First Light to discuss funding routes and build connections.	Freya Pretty	Engagement/Funding	Helpful knowledge was gained and a new contact to support with possible funding avenues that he agreed to share with me as and when found.
Created a funding database to keep an up to date record of available funding opportunities.	Freya Pretty	Funding	This database is now available to view on sharepoint and eventually the STC website.
Created social media content regarding community projects - (christmas tree installation, war memorial benches, Trakside Cafe etc) and promoted them on our media channels.	Freya Pretty	Communications	Increased engagement on the STC social media pages.
Sent out the press release for the Honeysuckle and Grassmere Play Park opening, as well as produced social media content to promote it on our media channels.	Freya Pretty	Funding/Communications	Increased engagement on the STC social media pages.
Created a marketing strategy for promotion of the Town Team markets.	Freya Pretty	Communications	This strategy is being implemented to help promote the Saltash trials.
Met with Lindsay from Salt Art to discuss their projects/understand how to support them via funding opportunities.	Freya Pretty	Engagement/Funding	N/A
Hosted a meeting with representatives from Cornwall Council's Historic and Cultural departments, and the Saltash Town Council Waterside working group, at Isambard House. This meeting included a tour of Saltash and the Waterside area, followed by presenting the proposed development plans to the group.	Freya Pretty	Community Engagement/Funding	This was a positive meeting, with support gained from all representatives regarding the Waterside development project for when it is moved forward.
Liaised with Sue Hooper to offer funding opportunities and community engagement around her current project 'We will meet again'.	Freya Pretty	Community Engagement	Connected Sue with local organisations that may be able to support the project. For example, the Core and Livewire.
Submitted x2 applications to GWR for their GWR Customer and Community Improvement Fund 2025/26.	Freya Pretty	Funding	STC were unsuccessful with these applications, however, the Regional Development Manager of GWR has connected with me offering other GWR resources and marketing support. This conversation is pending.

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Took part in the Cornwall Council's webinar in reference to CLUP and CIF funding opportunities from the Good Growth program, and spoke with funding representatives to gain insight into how to develop strong applications.	Freya Pretty	Funding	Gained insight into developing strong applications.
Submitted x1 CLUP application for the Library developments, and x1 CLUP application for the Solar panel project at Isambard House.	Freya Pretty	Funding	Unsuccessful. Feedback: The applications were liked, however, the funding pot was small and oversubscribed for this year and the projects weren't seen as priority at this stage.
Developing x1 CIF application for the Waterside development feasibility study.	Freya Pretty	Funding	Application submitted and funding was successful.
Sent funding opportunities to Saltash Rugby Football Club	Freya Pretty	Funding/Community Engagement	Ongoing conversations to help support their summer pitch project.
Met with the Communications manager from National Highways to discuss marketing support.	Freya Pretty	Communications	Monthly catch ups have been scheduled to discuss marketing support throughout the tunnel works.
Developed and implemented the Saltash Market Trials marketing strategy. The marketing strategy included creation of all posters, leaflets, banners, social media content, survey packs, and engaging with businesses to collaborate on promoting the events.	Freya Pretty	Communications	Plymouth Boat Trips, Cremyll Ferry, Saltash Red Bus, and Visit Tamar Valley supported in promoting the events.
An economic database has been developed and will be regularly updated to support future funding applications with accurate, relevant data.	Freya Pretty	Funding	This economic database will strengthen funding applications by providing up-to-date data on key economic areas across Saltash.
Communicated National Highway content on social media channels.	Freya Pretty	Communications	The content that is now being received through National Highways communications department will be shared as and when received, as well as assisting them in developing content that supports Saltash residents regarding alternative travel options.
Press Releases + Social media - Managed all comms (Ongoing)	Freya Pretty	Communications	Monitoring and producing press releases/communication materials as and when received.

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Created a draft of the Engagement weeks that are part of the overall fundraising strategy.	Freya Pretty	Funding/Community Engagement	An element of the fundraising strategy is the engagement weeks. This draft outlines the sign up process in more detail, as well as possible organisations that will be approached to take part. Additionally, examples of how to outreach to organisations and a draft marketing strategy is being created.
Teams meeting with Bailey Partnership to discuss feasibility study requirements for the Waterside sheds and public conveniences project.	Freya Pretty	Funding	A quote is needed to support and strengthen a funding bid to the Good Growth program. This feasibility study would cover the following: Project Overview Contextual appraisal - site analysis Options appraisal Order of cost estimate Program considerations Key risks Recommendations
Sent The Core funding opportunities that may be relevant to their organisation.	Freya Pretty	Funding	Sent the following opportunities to The Core: Charities Ironmongers' Company UNITED KINGDOM Under-26 Fund Holiday Grants for Children - The Henry Smith Charity
Supported a local resident with locations of Saltash defibrillators.	Freya Pretty	Community Engagement	A member of the public requested help to locate Saltash defibrillators as they were raising money for maintenance. I advised them on a difibrillator locator service online, as well as offering those owned by STC, in collaborating with the Office Manager.
Met with David.W and Richard from GWR to discuss timetables, promotion and Railway200 Exhibition support.	Freya Pretty	Funding/Development	Representatives from GWR discussed the new timetable supporting additional train stops at Saltash, promotional support, as well as speakers for the Railway200 Exhibition. They also mentioned possible funding pots to support the promotional leaflets from the Cross Country Community Fund, and CRDF. They fed back information regarding signage for the station during the tunnel works that will be reported back to National Highways by the DEM.

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Met with two Route managers from National Highways to keep up to date with the Saltash Tunnel Works.	Freya Pretty	Communications/Engagement	Updates were received on the National Highway Saltash Tunnel Works as they had experienced a technical fault. All press releases, social media, and information was shared with the Saltash Tunnel working group and on STC communication channels.
Engagement Week Launch	Freya Pretty	Communications/Engagement/Funding	I launched an initiative called Engagement Weeks, inviting local organisations to sign up for on-site visits where I learn about their projects, operations, and funding needs. Following each visit, I share relevant funding opportunities, provide updates on STC initiatives, and help foster collaborations between the organisations, STC, and the wider community. I also led on all communications for the initiative, including poster design, social media content, sign-up materials, and follow-up forms.
Produced Internal Risk Assessments for STC Events and Building Management (Library). IOSH Qualified.	Freya Pretty	Operational Needs	Produced risk assessments (as per insurance requirements).
Produced STC Annual Report	Freya Pretty	Communications	Produced the STC Annual Report document.
Produced Internal Newsletter	Freya Pretty	Communications/Engagement	Produced the draft internal Newsletter, ready for the CEO to take forward on their appointment.
Communicated STC funding grants.	Freya Pretty	Communications/Funding/Engagement	Produced video and social media content in collaboration with Livewire and The Core, including interviews with their organisations representatives, Cllr Julia Peggs, and Mayor
Leaflet Project (as part of the Railway200 working group)	Freya Pretty	Engagement/Communications	Supported the working group with the design, printing, and distribution of the leaflet project.

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Railway200 Events	Freya Pretty	Communications/Event Management	Supported the planning and delivery of the Railway200 events from concept to completion, working collaboratively with the Railway200 Working Group.
Saltash Markets - awarded additional funding through TRIP.	Freya Pretty	Funding/Engagement/Communications	Secured funding to extend the Saltash Markets for an additional four months, continuing through to December 2025. I attend monthly TRIP meetings with the Town Clerk and oversee the Saltash Market application process in support of the Town Team's objectives.
Saltash Market - Communications/Marketing	Freya Pretty	Communications	Attended Saltash Market events and produced interviews with traders, Town Team representatives, and collected photos/videos. Used this material to create videos and social media/marketing content for promotion of the markets.
Collaboration with Plymouth University	Freya Pretty	Engagement	Collaborated with the University of Plymouth to submit an STC proposal for a joint Business Studies and Event Management consultancy project. We are currently awaiting confirmation of a postgraduate group that will work with STC to enhance the workflow and delivery of the Business Plan.
Community Shed Funding	Freya Pretty	Funding/Engagement	As part of my role, I engage with local organisations to learn about their projects and connect them with relevant funding opportunities. The Community Shed recently shared that they were successful in securing funding from a program I recommended, which enabled them to purchase new equipment.
Waterside Feasibility Project (ongoing project)	Freya Pretty	Funding/Project Management	Submitted and successfully secured funding for the Waterside Feasibility Project, in collaboration with the Waterside Development Working Group. The project is now underway, with the initial research phase completed. The findings will inform a feasibility report to support the development of the Waterside Sheds and Public Conveniences project.

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Produced Meet Your Councillor (MYC) Leaflets (ongoing monthly)	Freya Pretty	Communications/Engagement	Producing the monthly MYC leaflets, making sure it includes internal and external stakeholder information to help keep the community informed.
Liaising with Plymouth Boat Trips (ongoing)	Freya Pretty	Communications	Coordinating with Plymouth Boat Trips to collect ferry data and provide detailed reports to the Council.
Managed the Town Messenger (monthly)	Freya Pretty	Communications/Engagement	Working with the Mayor and Cllrs to produce monthly town messenger articles, in collaboration with The Observer.
Christmas Light Switch On	Freya Pretty	Communications/Event Management	Supported the working group with producing marketing materials, sign up forms, and marketing plan for the event.
Churchtown Farm Visit + Work On Noticeboards	Freya Pretty	Communications/Engagement	Met with Bob Austin at Churchtown Farm to understand more about the Community Nature Reserve, and how best to support with updating the notice boards. Also met with Bob Austin to discuss design of the notice board and updating the wording/logos.
Met with the Operations and Strategic Management Lecturer and Engagement Manager from Plymouth University to discuss collaborative projects.	Freya Pretty	Engagement	Plymouth University reached out previously for an undergraduate course for a consultancy project. Unfortunately, due to over subscription and a lower amount of student groups, STC's brief was not chosen. However, the postgraduate lecturers are interested in working with STC now and in the future on a long term basis. Students will work with STC through the DEM, to work on a brief chosen by members. This can be regarding the Business Plan, Communications, Funding, and much more.
Developed marketing templates	Freya Pretty	Communications	Developed marketing templates to promote STC leaflets and the work of the council for the Communications and Engagement Officer to use moving forward.



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Attended the Oaklands Community Café	Freya Pretty	Engagement/Communications	Networked with members of the community at the Oaklands Community Centre and promoted the information café sessions on STC social media channels.
Successful CCTV funding	Freya Pretty	Funding	A successful funding application for additional CCTV camera's will now re-open this project and I will be working with the Office Manager to deliver this by March 2027.
Met with Winning Moves.	Freya Pretty	Engagement	Winning Moves has collaborated with several town councils to create custom local Monopoly board games that generate additional income streams. This initiative is currently in its early stages, awaiting documentation from Winning Moves outlining potential frameworks to present to Council. The project aligns with broader efforts to support the town's development and deliver on the objectives of the Business Plan. This project has supported other town BIDs successfully in the past.
Completed Precept Designs + Supplier Appointment	Freya Pretty	Communications	Completed the re-design of the precept bus stop, banners, and newspaper information. Template now in place for the Communications and Engagement Officer to take over.
Met with Peninsula Transport - Rural Mobility Pilot fund	Freya Pretty	Funding/Engagement	A meeting was held regarding their Rural Mobility Pilot fund. I spoke about STC's Business Plan, along with current and future projects. We are on their list for engaging with if any future funding pots are released.
Funding Applications x3 (CIF, CIL, SWW)	Freya Pretty	Funding	Working on an additional three funding applications for various projects - January 2026.



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Attended The Core's Funding Workshop	Freya Pretty	Funding / Community Engagement	I was invited to deliver a funding workshop at The Core as part of the Saltash Youth Network programme. The session was very well received and provided a valuable opportunity to build new connections, including establishing contact with Cornwall Community Foundation. I was also able to offer direct support to a local young person seeking guidance. In addition, initial discussions have taken place regarding the potential to develop this into a regular collaborative event with partner organisations.
St Piran's	Freya Pretty	Communications	Produced the Risk Assessment and supported delivery of actions on the day/lead up to the event. Produced all marketing materials: Programme, posters, connected in with the community and promoted community events, press release, social media content/social media video
Annual Report	Freya Pretty	Communications	Produced the annual report for use at the Parishioners meeting.
Marketing materials / Event Promotion	Freya Pretty	Communications	Produced the marketing materials and promoted the following events/information: Saltash Town Council's Annual Parishioners' Meeting Civic Award Nominations STC monthly event schedule St Piran's Day Mayors Quiz's (1990 and 1960s) Meet Your Councillor Leaflet Traders Meeting - Flyer and Information Boards Precept - Banners, Newspaper Spread, Bus Stop Boards, and video content.