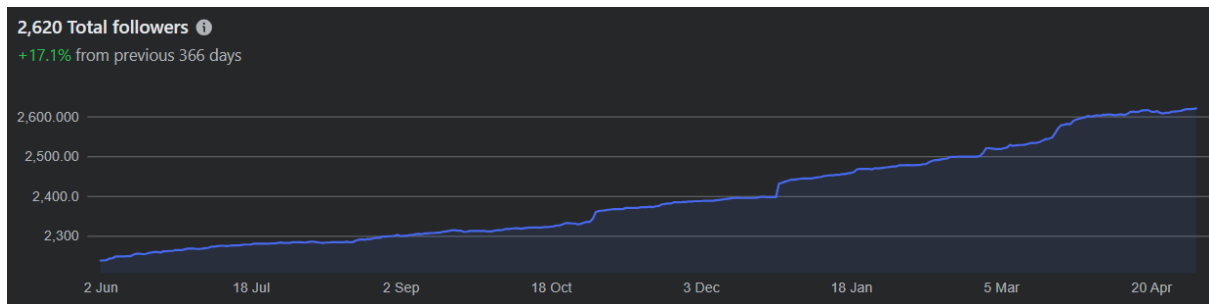


Project and Communications Department

Deliverable: Promoting Saltash as a visitor destination

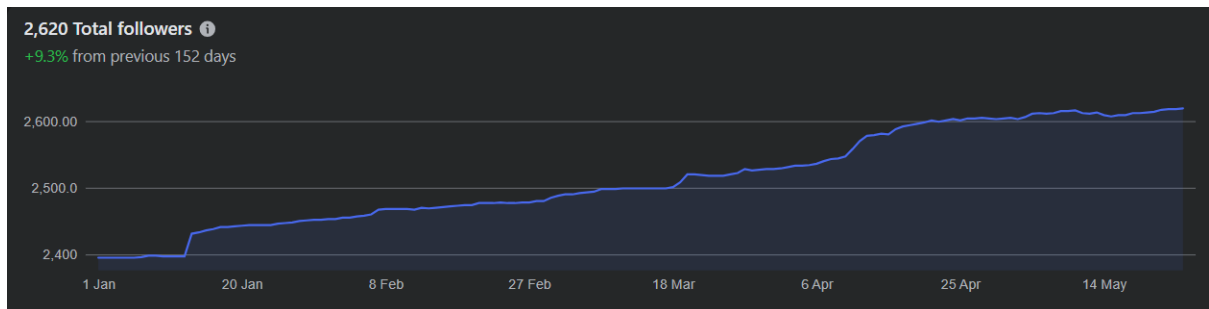
Content shared on social media from the past year statistics

Net follower increase: 374

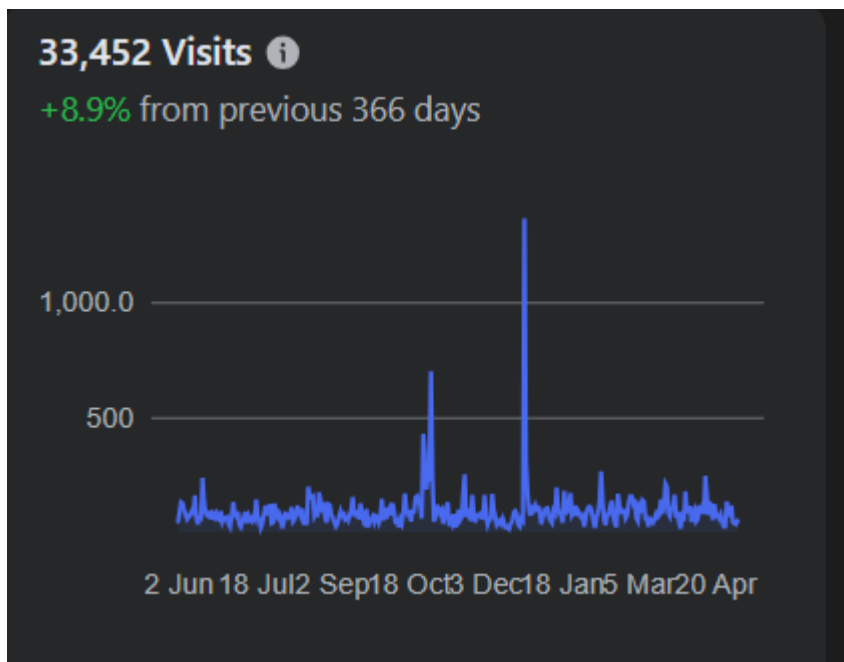


Content shared on Facebook statistics from the past 6 months

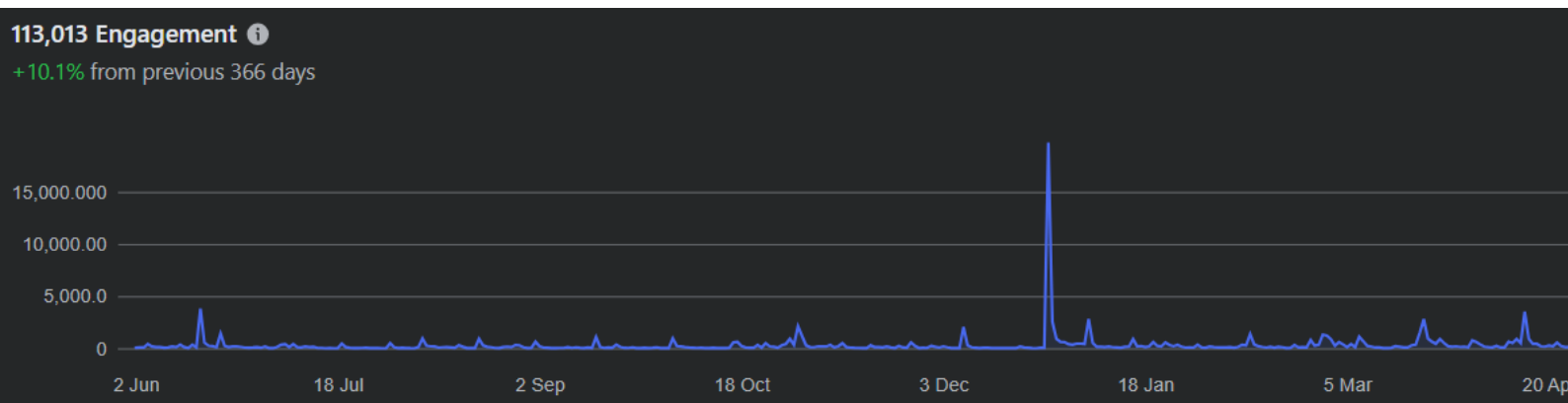
Net follower increase: 228



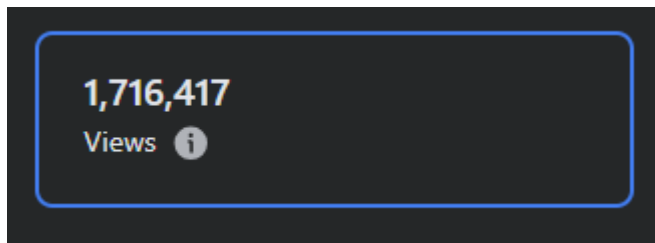
Page visits from the past 12 months:



Engagement on Facebook in the past year – 113,013 (increase of 10.1%)



Facebook views in the past year:



Examples of content shared to promote Saltash over the past 12 months (shared via social media, press releases, noticeboards, community organisations, and stakeholders.)

- “How to use the train” leaflet
- Service delivery updates and work highlights
- Plymouth boat trip/Saltash Ferry services information
- “Meet Your Councillor” information and leaflet
- Learn Cornish podcast and associated survey
- Saltash May Fair design boards, promoting local services, work, and partnerships in Saltash
- Promotion of local organisations and their activities, including:
 - Repair Café
 - Trackside Café
 - Oaklands
 - Memory Box
 - Livewire

- Saltash Heritage
- Saltash Studios
- CEPL12
- Churchtown Farm
- The Core (just as a few examples)
- “Letters to Heaven” box initiative
- Mayor’s Quiz events
- Saltash Chronicles Embroidery Project information
- Youth funding allocation and information about supported organisations
- Town Council facilities available for hire
- Public consultations and engagement opportunities
- Library services promotion
- Play park upgrades and improvements
- Community events calendar promotion, including invitations for residents to submit events, and promotion of Saltash Town Council events such as:
 - St Piran’s Day
 - Christmas Light Switch-On
 - Civic Awards
 - Remembrance
 - Saltash Market’s
- Support Your Local High Street / “Shop Local” initiative
- Saltash Market trial events
- Railway200 exhibition (4-day event including exhibition and photography competition)