

Agenda item 6

For information - Performing Arts update

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Summary

This report provides an update on the Council's progress in delivering the Performing Arts Panel recommendations and the objectives of the 17/18 work programme.

Background

Coordinated by FTC, the town's Performing Arts Panel met a number of times during 2016 before presenting a set of recommendations to Council. These recommendations were adopted in December 2016 and form part of the Work Programme which has only recently been implemented around this area of work.

The following table details a progress report on the actions in the 17/18 work programme:

Recommendation	Update	Timeline
1. Further develop the Discover Frome website to include an effective town-wide online events calendar once new resources are in place	Discover Frome is currently being further developed – remedial actions are currently being undertaken to run through the site map, correct misinformation, broken links and outdated information.	July – Oct 2017
	Content directories are being created to reflect the full offer of Frome: Accommodation, Food & Drink, Shopping and Attractions. This will be expanded to accommodate Walkers are Welcome as status is reached. This work will also inform the Annual.	July – August 2017
	The website will be reskinned and reordered. It will look similar in tone and shade to the Frome Community website, be more image based and have a focus on the visitor offer of Arts, Events, Activity & History. There will also be seamless links between the two.	August - Sept 2017
		

	<p>The decision has been made to overlay two calendars – an events calendar and a community calendar, both tabs to be visible on both websites. Discover Frome display events, performing arts etc. and the community website will hold the community events such as business breakfasts and training with more community engagement. This will allow for greater featuring of up-coming performances on Discover Frome and could include an extra push for events that need them.</p> <p>Communication links between the Marketing & Communications Team and the venues are being made to ensure that the information flow is easy. This will allow Discover Frome to be more responsive.</p> <p>This will be greatly enhanced with the establishment of the Performing Arts Forum.</p>	Oct 2017
<p>2 a. Over a period of 2 years starting in 2017, employ a marketing intern for 2 six-month placements from University of Bath paid for by the Mendip Lodge s.106 agreement contribution and grant monies already secured from Mendip Tourism.</p> <p>The first internship is expected to start in summer 2017. The intern would work on the development of the Discover Frome website and event promotion etc. to support the arts community and the promotion of walking and cycling in the town.</p> <p>The role would complement the roles of Meg Mosley and Rebecca Krzyzosiak</p>	<p>We were delighted to welcome Claire Worrall as Marketing & Tourism Intern at the start of the month.</p> <p>Her job description/work programme reflect these recommendations and she has already hit the ground running with significant contribution to both the events calendar, the addition of images, and links.</p> <p>Securing Walkers are Welcome status for Frome is currently programmed to be completed by the end of the year. Nearer this time, we will look at how to launch the status.</p> <p>NB. Personnel have changed but the role of the Marketing and Tourism Intern complements the roles of Marketing & Communications Manager and Marketing & Communications Assistant.</p>	<p>May/ June 2017</p> <p>Oct – Dec 2017</p>

<p>2 b.) Delegate authority to Meg Mosley to finalise a job description and arrangements with the University of Bath in consultation with Cllr Al O’Kane</p>	<p>Completed by Al O’Kane, Chris Stringer & Rachel Griffin</p>	<p>May 2017</p>
<p>3. Delegate authority to Chris Stringer, Environment Manager to investigate the practicalities of erecting notice boards in these locations and arrange for implementation as soon as possible utilising existing budgets. Boards to be managed by the arts community.</p>	<p>We are seeking comments and guidance from Somerset County Council ahead of submitting an application to the Highways team for the proposed noticeboard on Catherine Hill. We are also in discussion with Mendip District Council about whether a noticeboard in this location will require approval from the Conservation Team.</p> <p>The preferred location of the board proposed for the train station will be considered as part of the wider improvements planned for the station and Station Approach.</p> <p>Assuming all the permissions are granted, the boards will be installed by the Rangers and then checked and maintained by FTC.</p> <p>The content and materials displayed on the boards will be managed in partnership with the Performing Arts Forum, with an expectation that venues and promoters will take responsibility for good practice (including removing content when it’s out of date)</p> <p>Lastly, FTC has access to a further noticeboard at Black Swan Arts following the launch of the Discover Frome Information Point.</p> <p>This board is already being used to promote Arts & Events in the town and is being curated by the Discover Frome Information Point Volunteers, with support from FTC staff.</p>	<p>Awaiting comments from SCC & MDC</p>
<p>4. Review rehearsal spaces when marketing intern is in post</p>	<p>Following review Al O’Kane & Claire Worrall are working together to ensure that the FTC website highlights the available rehearsal space in Frome.</p>	<p>Aug 2017</p>
<p>5. Review local performing arts mentorship scheme for young people when</p>	<p>The work has been ordered to enable the arts forum to inform this review. The timeline has therefore been moved to reflect this.</p>	<p>March 2018</p>

marketing intern is in post		
6. Review one-off event 'Destination Frome – a Performing Arts Week' in Sept 2018 when marketing intern is in post	Following review, we will now be pursuing a launch event for the Walkers are Welcome status but not in the form of a Performing Arts Week. The timeline has therefore been moved to reflect this.	March 2018
7. Establish a more permanent Forum that can support the development of the Performing Arts	This has been programmed to reflect the work programme of the Marketing & Communications Team and scheduled for the autumn. To be bi-annual: Al O’Kane (AO)& Rachel Griffin (RG) to settle on parameters of the forum, AO to chair, RG to facilitate	Oct 2017