

Agenda item 5

For decision - Marketing and Communications Events

Authors: Rachel Griffin, Marketing & Communications Manager and Lucy McMahon, Lead Marketing and Communications Officer

Summary

This report is an overview of the Events element of the work of the Marketing and Communications team - it looks at the events, the objectives that they are designed to meet and achieve and also takes a look forward at the planning for the next tranche of events as we head into the final quarter of the year.

General

The Marketing and Communications team have been promoting and delivering a number of projects, events, and initiatives designed to engage the town, attract visitors, and promote both the town and the work of Frome Town Council. Following discussions, this paper outlines upcoming events and begins to inform plans as we look ahead to the next financial year.

Our standard paragraph for framing this area of work is as follows: Events and meetings are an effective way to engage with the town; they bring people together to share, learn, celebrate, and feel supported and heard. For that reason, events are the bedrock of our work, whether we are hosting our own or supporting and promoting other events. At the outset, we establish the objectives that the event seeks to deliver, which inform the choices we make, how we organise the event, and how we gauge its success afterwards. Wherever possible, we work with community partners to ensure a greater number of events overall, tap into the talents of our community to offer a more diverse range of activities, and pool resources by lending our support in promoting and organising others' events. We provide spaces, collaborate with others, and promote events and the visitor economy to foster community cohesion, vibrancy, and prosperity.

As previously acknowledged, we support other town events by providing access to parks and open spaces. Our role is to ensure that the relevant paperwork is in place and to support the smooth running of these events. When working with others, decisions about the level of support are made on a case-by-case basis.

The Events Advisory Group

Following a discussion at the last Oversight meeting, the Events Advisory Group no longer meets, and discussions and decisions regarding events are now brought to this committee.

Looking Forward

We work across the team to shape events that help deliver our strategy, meet our objectives, and create high-quality experiences for the benefit of the community. The next tranche of

events listed in the current 2024–25 work programme is outlined below, followed by proposed events for the next financial year in chronological order.

Events in the planning	Date		Resource
Donate IT	02/02/2025 10am to 1pm Frome Town Hall	<p>Donate IT event be at Frome Town Hall - aimed to encourage the community to donate unused or surplus electronic devices to support local residents, schools, and charities and delivered in partnership with newly formed CIC Donate IT. The event aims to bridge the digital divide and promote sustainability by firstly collecting and refurbishing items such as laptops, desktops, tablets, smartphones, and accessories for reuse. The Donate IT team will be on-site to support and remove items securely wiping data from donated devices and information will offer insights into e-waste recycling and sustainable tech practices.</p> <p>All refurbished items will directly benefit local schools, charities, and low-income households. Residents are encouraged to participate by bringing donations to the hall during the event and spreading the word to friends and family. Last year over 500 items were collected with the Town Hall as a drop off point for unwanted tech items throughout the year. The next one is planned for Great Big Green Week.</p>	<p>£50</p> <p>Staff time 2 days</p> <p>Delivery 1 day</p>
Wassail	02/08/2025 1.30pm to 3.30pm Weylands	<p>The Wassail in Frome is delivered in partnership with the Weylands community group and the Tree Group and uses one of our less used Parks and Open Spaces to bring the community together for a lively celebration of tradition and nature.</p> <p>Rooted in ancient customs, the event will include a procession led by musicians and performers, blessing apple trees to ensure a fruitful harvest in the coming year. Participants can enjoy storytelling, singing, and dancing, with warm cider and refreshments available to keep the winter chill at bay. This family-friendly event</p>	<p>£500</p> <p>5 days</p> <p>3 staff+ 4 support stewards for delivery</p>

		<p>invites everyone to join in and connect with both nature and heritage.</p> <p>This year it will also feature a tree give away with small variety grafted Apple trees</p>	
<p>International Women's Day (IWD) Symposium on Violence against Women and Girls</p>	08/03/2025	<p>Working with partners such as the police and other organisations working in this area the focus for International Women's Day this year is violence against women and girls. Our role is to produce and promote a programme of action to support this area of work.</p> <p>The symposium will identify issues, hear from a panel working in the area and then deliver a facilitated workshop to produce a programme of events and actions designed to support Violence against Women and Girls in Frome throughout the year culminating in a white Ribbon event on the 25th November.</p> <p>This will include microaggressions, inequalities and every day common place issues as well as challenging perceptions of safety.</p>	<p>£1000</p> <p>10 staff days</p> <p>More for follow up actions</p> <p>5 staff days for delivery</p>
<p>Tree Giveaway</p>	10/02/2025 3.00pm to 4.30pm	<p>Recognising that a wassail is niche there is another opportunity to pick up a free grafted apple tree at the ranger's yard on the day.</p>	<p>2 days including delivery + tree officers apple grafting time</p>
<p>Window wanderland</p>	28/02/25 – 02/03/25	<p>Promoting and joining in this event designed to promote community spirit, getting people out and about and to bring people into the town by dressing the windows – we will promote the event, take part at Frome Town Hall and sell the activity packs for the group.</p>	<p>£50</p> <p>2 days making</p> <p>2 days promotion and working with group</p>
<p>Kindness Festival</p>	15/03/25 – 22/03/25	<p>Support the delivery of the festival as part of their collaborative process.</p>	<p>Grants</p> <p>3 days</p>

		With particular attention to the family fun run taking place on the 15 th at the showfield.	
Great British Spring Clean	20/03/2025 10am to 12pm	<p>The Great British Spring Clean is returning to Frome Town Centre this year, building on the success of last year's event, which saw over 100 volunteers come together to tidy up the town. This a partnership with the litter warriors, the Critchill rangers, Hoedowners and the Discovery Group, and lead by the rangers. This year's clean-up invites residents of all ages to help make Frome a cleaner and greener place.</p> <p>Volunteers will be targeting key areas in the town centre, removing waste, sprucing up public spaces, and promoting community pride. Last year's efforts resulted in the collection of over 30 bags of rubbish</p> <p>Everyone is welcome, and refreshments will be available to keep spirits up. This is also part of our commitment to the Kindness Festival, so this event hits a number of objectives.</p>	£200 4 days 4 days delivery
Frome Busks	22/03/25	<p>A partnership with Frome College Frome Busks is set to bring the streets of Frome alive with music and performance serving as an attraction to bring people into the town centre and provide young musicians with an opportunity to perform as they showcase their skills in 8 locations throughout the town centre.</p> <p>The event not only supports local artists but also creates a festive atmosphere, drawing residents and visitors alike. Frome Busks promises a day filled with creativity, community spirit, and the joy of live music.</p>	£1000 12 days + 10 days delivery
Proposed events for next year			
Street closures	Varied	We will apply for a series of road closures on behalf of community groups.	£1200 8 days – over 2 applications dependent

			of number of closures included in each application.
Cobble Wobble	25/05/2025	To note that the Cobble Wobble, a cycle race up Catherine Hill, is set to make a return this year which we will help promote and submit the road closure as part of our series of community road closures.	Cost of closure in the above 4 days
Great Big Green Week	7/06/25 – 15/06/25	This year GBGW will continue to promote green events within one week from across the community. Events which we will actively support delivery of will include a river festival, a Green Skills day and the Great Big Green Meet up, a celebration event for all participants.	£2000 40 days + delivery dependent on number events
Refugee week	16/06/25 – 22/06/25	Work with the communities' team on a as yet undefined single event to celebrate Frome's support for refugees	TBC
Frome Festival	04/07/25 – 13/07/25	Support around the food feast event documents and the promotion of the wider event	5 days
Play day	4 th August	Work with the communities' team on a play day offer	TBC
Resilience event	Summer holidays	Work with the resilience team to create an event in one of our parks and open spaces as yet undefined	TBC
Walking Festival	08/08/2025- 10/08/2025	Continue to support Frome Walkers are Welcome by producing their brochure and promoting through our channels	£500 5 days
Catherine Hill Climb	28/09/2025	Three years in the making and designed as a charity event in a unique business partnership between Pronto, Frome's Missing links and other members of community this will see a Running and Cycle race take place throughout the day on	£5000 6 days

		Catherine Hill to raise money for Frome Missing Links.	
Remembrance Day Parade	09/11/2025	Working with the Royal British Legion to continue produce a successful town Remembrance parade event	£1000 16 days + 2 delivery days
Christmas Light Switch On	23/11/2024	Our successful lantern parade has become synonymous with this time of year. However, due to numbers in attendance we are being asked to have a rethink about this event by the Police Events Advisory officer. So, as yet to be defined but as with any large event in conception it will take considerable work.	£16,500 60/80 staff days + 20 delivery days
White ribbon Event	Late Nov	Allies supporting action against VAWG	£500 Staff TBC

A Drone Event

We are in continuing conversations with Celestial about how we might work with them and their partners to bring a drone event back to Frome this year. Their focus is on consolidating their business model this year and working with ticketing partners on predominantly stadium shows. As a result, we are unable to hold an event this year without incurring their community event rate of between £30,000–£40,000, with production costs on top of that. This contrasts with their commercial rate of £75,000 and upwards. However, they remain committed to working with us in the future under the charity model we have developed together with our community as their home crowd. So, watch this space for plans for next year.

Promoting and Supporting Others

We also play a significant role in promotion and information sharing. Examples include listing events on the well-used Discover Frome website, which receives around 50,000 views per month, using our network of community noticeboards, and publicising events through our social media channels and the press.

Similarly, the Marketing and Communications team supports events organised and delivered by the wider FTC team. This support usually includes branding, ticketing, PR, creating marketing collateral such as posters and materials, and digital assets, as well as a package of social media support. Examples of recurring events that fall within this scope include the energy advice drop-ins and roadshows, retrofit activities, Let's Talk sessions, the Wild Bunch meetings, and the Play Pod on Tour sessions. Our capacity is often tested, so any additional

capacity will be used to support these and other annual town events. They can be found here in our events table: [Annual Events](#).

Conclusion

We continue to explore how we can support, attract, and create partnerships to bring new events to our town centre while supporting existing events in creative ways. This year, our focus is on finding a solution to ensure the continuation of the markets and exploring how we can build and improve them. This will be scrutinised in the context of the wider devolution package. There remains flexibility in the calendar and budget to allow us to develop other opportunities as they arise.

This approach will also enable us to dedicate more time and resources to other town and community events as they emerge and to the broader promotion of events in Frome. There are additional ideas still under consideration, such as a folk festival, a jazz festival, an Americana festival, and a frost fair. We will continue to work with the community as these and other opportunities arise and will bring more concrete and developed plans back for oversight.

Recommendations

Events are a great engagement tool and bring people together around a common theme for learning, shared experience and can have community value. The recommendations are:

1. Note the up-coming events up until the end of this financial year
2. Agree the programme of events as set out in the table above for the up coming year
3. Agree to the Marketing and Communications team to continue to work with event organisers to support new events into the town centre as they arise.