

## Projects update



# What we're working on, at the moment...

Appendix 2

## Christmas Extravaganza



This year the Frome Christmas Extravaganza is happening on Friday 27 November and will be a major projection event with the theme of a 'Snow Ball' taking place in the Market Place. There will be large-scale projections on various buildings in the town, including the Coventry Building Society, The Cheese and Grain and Rook Lane Chapel, where these buildings will be lit up with various colours and animations. NVB Architects are inviting the public to come up with ideas and designs for projections onto the front of the Rook Lane Chapel. Further details are available at [www.rooklane.org.uk/events/light-up-rook-lane/](http://www.rooklane.org.uk/events/light-up-rook-lane/) The closing date for this competition is 16 November. Winning entries will be projected onto the façade of the building and original artworks will be exhibited in the chapel itself!

Live bands, hot food vendors, charity stalls, a Christmas Gift fair and other performances are also part of the night. Organisers of the Extravaganza, Anthony Head & Co have agreed locations with the Westway precinct for charity stalls and the Library is

confirmed as the venue for a puppet show 'The Gingerbread Man'.

Residents and visitors alike are encouraged to dress to impress for the Snow Ball where there will be snow machines, an orchestra and dancing. Most retailers have committed to staying open late and cafes are being encouraged to serve food and drink outside their properties. The event is co-funded by FTC, The Arts Council and local business sponsorship. [Town Centre Community Coordinator](#)

## Frome's Shop Local Week

Frome Shop Local Week has now been confirmed for 1 – 7 November, a press and poster campaign is being planned. Performers (music, poetry and a children's puppet show) have been booked for 9 shops and cafes for Saturday 7 November, with the objective of encouraging shoppers to move around the town during the day. The day kicks off at 10.30am with Pete Gage at Crocker and Woods, other acts follow on after through the town at various shops/locations.

Performers include: Al O'Kane, Annie Aldam, Dexters Extra Breakfast, Eddie Martin, Hannah Teasdale, Nikki Maskell & Griff Daniels, Pete Gage, Richard Riley & Gina Valerie, Vicki Burke.

An extra late night shopping event organised by the retail group and supported by FTC is being planned for Wednesday 16 December. [Town Centre Community Coordinator](#)

## Walking & Cycling group update



The Walking & Cycling group met last month and agreed four areas of action:

- 1) Continue to look at a number of mapping options to cover local walking and cycling routes, both app based and paper copies
- 2) Continue to push Somerset County Council's 'Adopt a path' scheme
- 3) Support The Missing Link's campaign to raise funds for joining up cycle routes
- 4) Pursue 'Walkers are Welcome' status for the town.

The latter is a national scheme that has been very beneficial for over 100 other towns in terms of stewarding footpaths, and also in encouraging tourism and increasing numbers of visitors. Local walking and cycling groups are very keen on the scheme. There was also interest shown at the Frome Retail Group meeting. Town Council endorsement will be necessary for the scheme.  
[Community Projects Officer \(Outside Services\)](#)

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## Market Place Improvements

The planning application and listed building application is due to be considered by Mendip's Planning Board on the 18 November: if approved Mendip will then issue a notice granting permission (subject to conditions) within two weeks. We have also submitted an application for a lawful development certificate, which, if granted, means that planning consent is not needed, although listed building consent would still be required: this is due to be determined by 23 November. Following either grant of permission or confirmation permission is not needed we will then

commence a consultation process. The output from this will form part of the information submitted to CAMG when they consider approving the land transfer to the Town Council. A great deal of consultation has taken place on this scheme already although Mendip have asked for one final round involving a press release that will appear in the local media and on our website, inviting responses: key stakeholders such as the Police will be sent details and invited to respond. This consultation is currently scheduled for December.

Minute number [2014/75](#) [17/12/2014](#) [Town Centre Regeneration Manager](#)

## Station Approach

We are awaiting details of the proposed section 278 agreement for adoption of the works. In the meantime, revised traffic orders covering the whole of Frome are now out for consultation and include those required by the station improvements, that is, "no parking at any time" at key locations on Station Approach. Minute number [2014/76](#) [17/12/2014](#) [Town Centre Regeneration Manager](#)

## Car Club

Frome's community car club provided vehicles to transport the carnival royalty in September. A membership offer ran alongside the event and 15 new members signed up as a result. The car club now has over 50 members. Minute number [2015/09/EAC](#) [25/02/2015](#) [Energy and Recycling Officer](#)

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## Feedback at Showfield Opening

Around 40 people attended the official of opening of the old Showfield and we began the process of asking people for their thoughts on how we should use the section 106 money that our ownership unlocks.

### *Unanimous agreement on:*

Urgent need to re-surface some of the paths, in particular the one running around the top of the cricket pitch, which is in a very poor state. Perhaps widen slightly if possible for ease of use by people in wheelchairs and mobility scooters.

More benches and bins. Near entrances to fields favoured.

More and varied planting of trees, shrubs, and wildflowers.

### *Mixed views on:*

Fencing around the play area. A few people prefer it to remain open to the fields. However, a majority of those present felt strongly that it should be fenced because there have been one or two incidents with dogs running through and at least one child is too frightened to return there and play.

We showed some examples of possible fencing and the majority preferred a natural wood fencing, in keeping with play equipment and not too high (less than 1 metre high).

Siting of gym equipment. Some stated that, particularly for families, a trail of equipment spread around the fields would be the better option. Another user who cares for a mother with dementia preferred the option of having this equipment in one place. FROGS suggested we could have the best of both worlds by siting a cluster of a few pieces of equipment near to the path and the Medical Centre, with others spread around a trail.

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## Panels updates

### Keep Frome Clean Panel

We've had three public meetings so far. These have been either quite well attended by townsfolk, or as in the last meeting poorly attended. Clls from SCC and MDC were invited to attend, but have thus far been unable to do so. Representatives from MDC Landscape Group, Vision for Frome, Friends of the River Frome and Frome Chamber of Commerce have made significant contributions.

The first two meetings were very productive as they covered a range of issues, before narrowing down to some suitable ways forward and some agreed standards of cleanliness in and around the town centre. The panel is currently asking the public to report litter and other cleanliness matters as part of its "October Watch" campaign. Publicity for this has included information in the local press, Somerset FM radio, and posters in retail areas. The results of October Watch will be analyzed and plotted on a map to identify the current standards of

cleanliness in Frome. Where there are discrepancies, the relevant bodies will be informed. We are also trying to identify local champions with the possibility of some sort of recognition for their endeavours. The hope is to close down the panel and make suitable recommendations for full Council by Christmas.

Anyone wishing to get involved will find details here: [keepfromeclean@frometowncouncil.gov.uk](mailto:keepfromeclean@frometowncouncil.gov.uk)

Richard Ackroyd  
Chair KFC  
College Ward

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## Town Centre Panel

The TCP has had three meetings with a fourth having taken place on the 20 October 2015.

The Panel has asked itself a series of questions; what's the problem, what's the evidence, what projects are in the system, what's possible and which new projects should be put forward to Council?

The Panel has tried to work within the bounds of realism in terms of what can be achieved. Where larger projects have been identified they have been broken down into smaller chunks. We have specifically stayed away from Saxonvale, despite the obvious temptations.

We intend to bring a full report to Council in December, but if I had to briefly sum up our findings I would say that:

The issues in the town centre are well rehearsed and have only changed marginally over time. Too much traffic in the town centre, too little diversity in the shopping experience, expensive parking provision, a messy town centre with poor signage, public infrastructure and cleanliness and a limited weekend and nightlife choice.

One panel member likened the town centre to a play with some great actors and willing audience but surrounded by a shabby set. On the plus side are the independent shops, the potential of the Market Place and Saxonvale, the success of new restaurants/cafes, the Cheese and Grain revamp, and the generally buoyant local retail scene.

Many reports have been written and surveys have been published about the Town Centre in the last few years. They are generally consistent with one another and with the issues identified above. It's pertinent to acknowledge that the regeneration of town centres is similar to a "black box", you can recognise what a good one looks like but not necessarily how it became so. The Panel does however feel that certain thresholds, on basics like litter and signage, need to be met to give the centre a fighting chance. Nationally new shopping habits do not necessarily mean the end of the town centre but we all need to acknowledge what is happening and think alternatively and quickly to keep apace.

The projects looked at in more detail include "touchpoints", especially signage which is often poor or downright misleading, run down street furniture, making something of the Cattle Market car park especially

around the river frontage, access, permeability and appearance, beefing up the town centre events programme and marketing.

The Panel will discuss these elements in more depth at the October meeting with a view to producing some initial costings and means of funding. Together with the Boyles Cross improvements, greater pedestrian priorities in the Market Place and perhaps a solution to Saxonvale emerging if the Frontier application is refused, significant steps could be made to improve the town centre.

Mel Usher  
Chair TCP  
Market Ward

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## The Wellbeing Panel

There were five main priorities identified at an initial interactive and lively meeting with the public:

- The need to gather and log information about the provision of services within Frome
- How to make this information more accessible
- The need to build a community at street level – these ideas included sporting events (maybe one for the sports and leisure panel?)
- To encourage the whole community to participate and feel included in what's happening in Frome
- To improve wellbeing with town and street events

There were also several targeted projects that were identified (including a town wide scheme to support carers/single parents).

At the second meeting the focus was on communication – Identifying and logging services within Frome both at a town and street level.

### Town Level

There are so many services available in Frome, and some existing great databases, but the problem is gathering this information and keeping it up to date. The town digital hub may go some way to meeting this need? It was decided to work with the Frome Times in order to develop the idea of a 'community noticeboard' – the Frome Times goes through everybody's letter box.

### Street Level

It was agreed that there is a need to increase accessible information at street level. There is already a hugely successful project of 'health connectors' – (trained individuals who are informed of what is available in Frome so they can give that information to the general public). It was decided to start mapping the streets that these individuals live, and see where there are gaps emerging. Could the service be extended?

Ali Barclay  
Interim Chair  
Berkely Down Ward

## Upcoming Panel meetings

<b>Panel</b>	<b>Date</b>	<b>Time</b>	<b>Place</b>
Keep Frome Clean Panel	Early November	TBC	Elliot Building, Frome Town Hall (entry via Car Park in Park Road).
Wellbeing Panel	Tuesday 3 November	7.00pm	Elliot Building, Frome Town Hall (entry via Car Park in Park Road).
Town Centre Panel	Thursday 19 November	7.00 pm	Elliot Building, Frome Town Hall (entry via Car Park in Park Road).
Wellbeing Panel	Thursday 3 December	Midday	Elliot Building, Frome Town Hall (entry via Car Park in Park Road).

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