

## **FROME TOWN COUNCIL MEETING**

**Wednesday 16 December 2015, 7pm**

Rook Lane Chapel, Bath Street, Frome BA11 1DN.

Members of Frome Town Council are:

Al O'Kane, Alison Barclay, Cath Puddick, Colin Cobb, Gary Collinson, Heather Wride, Jean Boulton, Kate Bielby, Mel Usher, Nick White, Peter Macfadyen, Pippa Goldfinger, Richard Ackroyd, Sheila Gore, Tim O'Connor, Toby Eliot, Tricia Golinski

### **AGENDA**

1. Apologies for absence, declaration of members' interests and minutes from the last meeting on 25 November 2015
2. Questions and comments from the public
3. Questions and comments from Cllrs
4. Short presentation on Fair Frome from Bob Ashford
5. Verbal update from Richard Ackroyd on the results of the Stonebridge Traffic Survey
6. For decision: To approve the FTC corporate strategy for the period 2016 – 2020
7. For information: Preface to the following discussion on panel recommendation
8. For decision: Recommendations from the Wellbeing Panel
9. For decision: Recommendations from the Sport and Leisure Panel
10. For decision: Recommendations from the Town Centre Panel
11. For information: Update on current projects
12. For decision: Market Place remodelling
13. For decision: To approve recommendations from the Grants Advisory Panel
14. For decision: To approve FTC's response to the draft Local Plan part II
15. The next meeting will be at 7pm on Wednesday 20 January 2016 at Frome Medical Practice

Yours sincerely



Paul Wynne, Town Clerk  
Frome Town Council, 5 Palmer Street, Frome BA11 1DS  
9 December 2015

## AGENDA

### 1. Apologies for absence, declaration of members' interests and minutes from the last meeting on 25 November 2015

<p style="text-align: center;">Draft Minutes of the meeting of Frome Town Council</p> <p style="text-align: center;">Wednesday 25 November 2015 at 7pm Selwood School Hall, Berkley Rd, Frome, Somerset BA11 2EF</p> <p>Present:</p> <p>Councillors: Al O’Kane, Alison Barclay, Cath Puddick, Colin Cobb, Kate Bielby, Mel Usher, Nick White, Peter Macfadyen, Pippa Goldfinger, Rich Ackroyd, Sheila Gore, Toby Elliot, Tricia Golinski</p> <p>In attendance:</p> <p>District Cllr Mike Rideout, Chris Reeves (Mendip CCTV Manager), James McGillivray (NVB Architects), Claire Wilson (Frome Standard) Paul Wynne (Town Clerk), Peter Wheelhouse (Economic Development &amp; Regeneration Manager), Jackie Wheeler (Responsible Finance Officer), Kate Hellard (Community Projects Officer), Laura Poulton (Administration Officer)</p> <p>16 members of the public</p>		
Minute Ref	Agenda Item	Action
2015/103/FC	<p>The meeting started at 7.00pm</p> <p><b>1a. Apologies for absence</b> Received from Heather Wride</p> <p><b>1b. Declaration of members' interests</b> Pippa Goldfinger declared an interest in item 6 as she was an employee of Rook Lane Chapel where NVB Architects offices are based.</p> <p><b>1c. Minutes from the last meeting on 28 October 2015</b> The minutes of the Frome Town Council meeting held on 28 October 2015 were approved as a true record of the meeting and signed by the Chair.</p> <p>Proposed Pippa Goldfinger, seconded Peter Macfadyen, agreed by majority.</p>	
2015/104/FC	<p><b>2. Questions and comments from the public</b> Gill Fone enquired about the progress at Foundry Barton. Chris Stringer confirmed the summary of the recent consultation would be available by the end of the week. He also confirmed he and his team were looking to work with residents on a garden open during daylight hours only.</p>	

	<p>Gill Fone also asked if FTC could investigate the issue of Button Bridge ponding. Chris Stringer confirmed the rangers would see if a solution could be found. Mel Usher also asked Mike Rideout to follow this up at a district level as Mendip own the bridge.</p> <p>Pat Newton asked if FTC were able to contact Network Rail to discuss the continued problems of pigeons roosting underneath Rodden Bridge. Colin Cobb informed her that he and other Cllrs for the town and district had recently met with Network Rail to discuss the issue. He confirmed that they were awaiting a costing plan to install spikes on the ledges where the birds roost. He noted he would inform the public when he had heard back from Network Rail.</p>	<p>CS</p> <p>MR</p> <p>CS</p>
2015/105/FC	<p>Cath Puddick arrived at 7.10pm</p> <p><b>3. Questions and comments from Cllrs</b></p> <p>Jean Boulton informed the meeting that Somerset County Council were undertaking a review of bus services that would affect Frome. Two online consultations were open and printed copies were available from FTC. She asked Laura Poulton to ensure extra copies were distributed amongst the Medical Practice, library and health food shop.</p> <p>Tricia Golinski thanked Chris Stringer and the rangers for arranging the installation of solar lights along the cycle track and noted how much of a difference they had made. Chris Stringer reported that within the last week two had been smashed.</p> <p>Paul Wynne gave an update on behalf of Adam Boyden who noted he and District Cllr Claire Hudson had submitted a motion to MDC to publicly congratulate Frome for their recent national awards at their next meeting on 14 December. He asked if any FTC Cllrs would be able to attend the meeting. He also noted Fusion had begun refurbishment of Frome Leisure Centre and had discovered asbestos meaning the completion date would be later than expected. In addition Selwood Academy had received planning permission for their proposed 3G artificial pitching and were currently seeking funding.</p>	<p>LP</p>
2015/106/FC	<p><b>4 Short talk by Chris Reeves Mendip CCTV Manager</b></p> <p>Chris Reeves explained that Mendip was a low crime area and CCTV was there to deter or provide evidence of crime and to enhance community safety. The management centre is based in Wells and covers five towns within the district. He explained that the cameras were aging but fit for purpose at the present time. Chris provided some statistics since the installation of the CCTV system in Frome of incidents each year. He explained that although CCTV was a tool for preventing crime it was also used to protect the vulnerable, recently they had been able to alert the police to young girls who were in need of assistance.</p>	

	<p>Pippa Goldfinger asked Chris if when installing a new camera they were required to apply for planning permission. He said that they did even for temporary cameras. Pippa explained that it would be good to review the location of a camera on a large pole outside the gates to St Johns church as part of a planned review of street furniture in town.</p>	PG
2015/107/FC	<p><b>5. For decision: Frome Town Council's support of CCTV in Frome</b></p> <p>The recommendation was to sign another four year SLA agreement with MDC at a cost of £8.3k per year (2016/17).</p> <p>Proposed Richard Ackroyd, seconded Jean Boulton, agreed unanimously.</p>	JW
2015/108/FC	<p><b>6. For decision: To agree the outline design and costings for refurbishment of Frome Town Hall</b></p> <p>James McGillivray from NVB Architects, gave a presentation with an overview of the design. He summarised the design proposals including a fire escape would be added to the back of the Council Chamber, a lift installed and a ramp outside the front door. He noted the hall needed to be accessible in all aspects for the whole community.</p> <p>Paul Wynne presented the costings to deliver this design proposal and proposed that in order to deliver additional access and health and safety requirements. The total cost to deliver the design had been estimated by the project quantity surveyor, Alan Holley, at £750k and that in order to fund this FTC would need to apply for an additional Public Works Loan of £200k. Other costs could be found within existing budgets and reserves.</p> <p>Paul also explained that winter works on the building were required to make it weather proof.</p> <p>Nick White asked James whether the installation of an access ramp and lift was necessary as the building already had disabled access. James explained that from a building control point of view they weren't necessary additions, however, for equal accessibility they were. He noted that someone could take issue under the Disability Discrimination legislation.</p> <p>The recommendations were:</p> <ol style="list-style-type: none"> <li>1. Approve the outline design and costings</li> <li>2. Apply for an additional £200k loan from the DCLG to complete the project.</li> <li>3. Allocate £115k currently in the EMR Community Groups subsidy to the Town Hall project.</li> <li>4. Allocate £115k from the sale of 5 Palmer Street to the Town Hall project.</li> <li>5. Note the works that are required over the winter period in advance of the main project.</li> </ol>	<p>JW</p> <p>JW</p> <p>JW</p>

	<p>6. Delegate responsibility to take the project through to completion to the Town Clerk in consultation with the Project Sponsor, Colin Cobb.</p> <p>Proposed Jean Boulton, seconded Colin Cobb, agreed unanimously.</p>	
2015/109/FC	<p><b>7. For information: Boyle Cross – MDC rejection of planning application</b></p> <p>Peter Wheelhouse informed the meeting that FTC had now been given the reasons for MDC's refusal of the application which centred around the loss of the free parking spaces and, in MDC's opinion, the harm the refurbishment would cause to the Boyle Cross which is listed structure. He explained that FTC had grounds for appeal.</p> <p>Mel Usher pointed out that Vision for Frome's 2009 report, the Local Plan 2014, Neighbourhood Plan, Frome Manifesto, Town Centre Panel, Planning and Conservation Officers and Highways have all publicly given support to a more pedestrian friendly town centre to which the Boyle Cross project would contribute. Mel Usher said he was at a loss to understand MDC's decision.</p> <p>Peter Macfadyen noted he was to meet Harvey Siggs, Leader of MDC, the next day and would be discussing with him a way forward would report back at the next meeting.</p> <p>Richard Ackroyd proposed that FTC officers consider the options open to FTC and then come back to the next meeting for decision. Pippa Goldfinger seconded and it was agreed by majority.</p>	<p>PM</p> <p>PWh</p>
2015/110/FC	<p><b>8. Short talk by Kate Hellard, Community Projects Officer, providing an update on her work this year</b></p> <p>Kate Hellard explained that her work over a period of eight months had been focused on three themes. The first was 'Community Involvement and Participation'. The second was 'Capacity building and support of organisations'. The third theme was 'Information'. She explained that the Frome Town Hall would be an excellent source of multiple amounts of information accessible to the community.</p> <p>Jean Boulton noted that the work Kate had done so far was very impressive and asked if there were any other ways to share information prior to the opening of Frome Town Hall. Kate noted that regular bulletins were printed in the Frome Times, a community projects newsletter was sent out on a regular basis and posters around the town.</p> <p>Kate Bielby asked Cllrs if there were any other officers they would like similar updates from. Jean Boulton suggested an update on Economic Development.</p>	<p>PWh</p>

2015/111/FC	<b>9. For information: Outstanding actions and update on current projects</b> Pippa Goldfinger noted that Frome was awarded The Great Town Award by the Academy of Urbanism. She explained the Academy were impressed by Frome's approach and that all members of the community contribute to making Frome the success that it is.	
2015/112/FC	<b>10. For information: Initial thoughts on the main messages heard from the community about the cleanliness of the town during October Watch Campaign</b> Chris Stringer explained that during October they received 100 reports of various issues of cleanliness around the town. He noted that the findings tallied with outcomes of previous consultations. Chris also explained that it highlighted that the standards of the contract with The Landscape Group were falling short of where they should be.  Richard Ackroyd thanked Chris and the rangers for their efforts in keeping the town clean.	
2015/113/FC	<b>11. For information: Budget forecast at 31 October</b> Cllrs noted the report.	
2015/114/FC	<b>12. The next meeting will be 16 December at 7pm at Rook Lane Chapel.</b>	
The meeting closed at 9.25pm.		

2. Questions and comments from the public
3. Questions and comments from Cllrs
4. Short presentation on Fair Frome from Bob Ashford
5. Verbal update from Richard Ackroyd on the results of the Stonebridge Traffic Survey
6. For decision: To approve the FTC corporate strategy for the period 2016 – 2020  
Author: Strategy Committee

# Frome Town Council Strategy 2016-2020

**A Town of the Future for the Future.**

## 1. Introduction

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*This Strategy sets out the broad vision and ethos of Frome Town council. This vision sits within both the wider and the local context. It provides the detail of where we want to get to and how we should get there. It aims to provide the framework within which the community, other councils, the*

*voluntary sector and business can interrelate with Frome town council over the next four years. The strategy provides enough detail to prepare the annual work plans and budgets – while being flexible enough to seize new opportunities as they arise<sup>1</sup>.*

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## 2. Vision: a town of the future, for the future

The title of the strategy describes our vision of a town which doesn't sit on its laurels but looks for, and tries, new ideas and ways of doing things. A place that is proudly independent and which puts local solutions first but is also outward looking, seeking to build and maintain connections with the wider world. We aspire to be a town which makes decisions with the long-term in mind and a council looking to improve the lives of generations to come and not quick fixes aimed at electoral success.

### 2.1 The wider picture

Frome is not independent from wider national and international events and change. Community groups have already taken action in relation to refugees – we may be asked to do more. While climate change may not directly impact beyond some increases in flooding and extreme temperatures, much of the UK's food is imported and price fluctuations and shortages are inevitable.

Closer to home the National Government is pursuing a policy of austerity. The full impact on all public services – health, education and social care included - will dominate this strategic period. The decline in services will fall on all aspects of society but especially the disabled, the old, the unskilled, the poor and the unemployed. Continued deep cuts to County and District budgets mean they will be able to implement little – if anything – beyond the legal minimum.

### 2.2 The local context

During this strategic period many of the new houses identified in the District Council's Local Plan will be built and occupied. This will grow the town's population by 7,000 – a 24% increase by 2020. This expansion will put significant pressure on a town centre constrained by geography; roads (for both travel and parking); on schools; health provision; transport; leisure and sports provision and on employment. We are confident that the Neighbourhood Plan will reach a referendum and be accepted in 2016. This will provide a degree of control over the balance of housing, infrastructure and employment opportunities, but ultimately decisions on these key aspects will lie outside the town.

Older more traditional employment opportunities are fading although they are being replaced by service industries, the creative sector and a huge increase in micro-businesses (more than 75% of Frome's businesses employ less than 10 people). The success of the speculative Commerce Park extension on the edge of Frome illustrates the popularity of the area if land and premises become available in the right location. There are a significant number of businesses linked to recycling and 'green' activity. Frome continues to have low unemployment (though many people are working below

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<sup>1</sup>

the Living Wage and/or are self-employed). It will, however, be a significant challenge to prevent Frome's expanding population migrating to work elsewhere and there is a distinct danger that Frome could be even more of a dormitory town. Frome enters this strategic period with low crime, visible civic pride and an attractive reputation. But the scale of increases in population could put great pressure on the 'coherence' of Frome as well as infrastructure. Responding to this will be a key challenge if we are to build and retain a coherent town.

### 2.3 The core of our strategy.

The central theme underpinning the council's approach will remain a focus on developing a **sustainable** town, but we have expanded what we mean by that. Everything we do and support will fall into three areas:

**Wellbeing (social sustainability):** a flourishing and active community of people and organisations working together.

**Prosperity (economic sustainability):** a thriving business community, connected with each other and with the town, providing employment and prosperity.

**Environmental sustainability:** covering the attractiveness, variety and accessibility of the town's green spaces and an increased focus on renewable energy, energy efficiency, waste reduction, and community transport.

These are intrinsically interlinked. For example: we will look to focus business support to enhance ethical, environmentally-sensitive business practice – strengthening the business, wellbeing and environmental sustainability together. Similarly, many projects which enhance wellbeing also enhance green spaces, and a focus on green energy not only reduces emissions but also reduces costs and sustains regional economies.

## 3. Our approach - things that always apply.

**We will be bold.** Unconstrained by a party political agenda and without manifesto promises to maintain we will be free to respond to identified needs and make decisions on the basis of what is best for Frome. We will take opportunities as they emerge. To do this we will ensure a Frome town council staff that have a wide range of skills and experience, draw on the expertise of councillors and work closely with individuals, groups and business within the town.

**We will encourage you to get involved.** Participation and engagement are central to the thinking of the council. Staff will remain dedicated to expanding and improving this approach. We will continue to experiment with council meetings that engage the public. We will assess the success of the Panels (adopted instead of constraining committees) adapting or adjusting them as required. We will look at the many emerging options for increased digital engagement.

We are also committed to ensure that our own processes, as a large group of independent councillors, exemplify this commitment to engagement and participation,



embracing diversity and allowing debate and challenge. We want neither to stifle discussion nor bury dissent. We will work together effectively, be fair and participative and allow space for enthusiasm, learning and initiative.

**We will enable others to be successful.** We see the role of the town council to support and enhance the energy and commitment of its citizens. Where appropriate we will provide additional resources, offer training, support network groups, or help to advertise, lobby or seek permission. Where significant issues arise the town council will look to support individuals and organisations collect evidence to help make their case. We will be prepared to support the founding of organisations to address the needs of the town.

**We will campaign, lobby and lead.** We will support and champion causes that enhance the continuing sustainability, prosperity and wellbeing of the town and argue against those which erode these.

**We will practice what we preach.** The town council will regularly assess its ethical policy with a view to enhancing our approaches. We will pay the Living Wage and we will continue to employ apprentices.

#### 4. What we will be doing

**4.1 We will continue to do what the town council has been doing.... and do it better.** The town council has had some success in the past four years and we are not starting from scratch but we want to take every opportunity for improvement.

[Function of Frome town council]

Communication remains key and we will want a better flow of information both to and from the town council, with better internet resources and more use of social media. We also recognise the importance of face to face advice and will continue to build the skills and services we currently provide, moving these to the new Town Hall when this opens.

We see a continued need to ensure interest in the town from the wider world in order to attract the right investment and spending. We want to continually improve the image and pride of the town making it attractive for visitors and investors alike.

Excellent financial management will be continued. As we access more diverse sources of funding and manage larger projects (such as the Town Hall) this will become even more important. We will strengthen the current work to make the finances clearer and more transparent.

Traditionally, the town council had a 'Planning Committee' which passed comment on every minor planning issue. We will continue the new arrangement whereby the Planning Advisory Group leads on campaigning and lobbying, working with community groups wherever possible, to ensure we get the right development in Frome.

We recognise the crucial importance of building and maintaining working relationships with other levels of local government and will continue to do this, while putting Frome

first. We also recognise the importance of building new relationships with less traditional partners such as BANES and Bristol and will endeavour to do this.

### *Social/Wellbeing*

We will work closely with the voluntary sector to identify existing and emerging gaps in provision and to co-ordinate the best use of resources at a local level to help plug these. We will continue to provide fundraising support, training and skills to help strengthen Frome's vibrant voluntary sector. Where a community organisation provides a key element of the council's strategy we may wish to provide significant support while working to ensure their long term independent future.

We recognise that Wellbeing cannot simply be provided and will work hard to create the conditions that enable individual citizens and the whole community to flourish. This means that we will ensure high quality facilities for walking and cycling and open spaces, recognising their wider benefit. We will also support activity which strengthens social connections and fosters networks and which creates a sense of belonging such as sports and social clubs. This is not an easy task, requiring the town council to be willing, nimble, and inventive and wherever possible to work with others such as the health centre to both better understand and meet community needs.

To underpin this, we recognise there is a clear need to build a shared – and shareable – understanding of the town's interests and expertise: we will build and maintain this resource. This will help in increasing the number of volunteers.

Our approach engagement will clearly recognise the need to reach beyond the 'usual suspects'. For example, we will build on the past experience of working with a Youth Mayor and provide opportunities for young people to play a role and be included in the town's decision making. Our aim is to run an annual Youth Conference as a starting point.

### *Economy/Prosperity*

Traditionally, a key role of the town council has been to support business and we recognise the importance of this. We will implement a 'Good Business' strategy ('Good' defined as acting in ways that are socially, economically and environmentally sustainable) through inviting businesses to engage with our recently-developed review framework which clarifies good practice and offers feedback; our hope is that this will lead on to the development of a 'good business' award.

We will continue to market Frome as an exciting business base for ethical, green, socially-engaged businesses.

We will build on the success of the redeveloped markets in Frome. Working with those responsible for the markets to attract more stall holders and making town centre market shopping a realistic option for more people.

We will invite businesses and other enterprises to play a role in the wider community – supporting initiatives, sharing resources, partnering, lobbying for required transport services and first-class educational facilities. We will work with businesses and

education providers to offer more opportunities for our young people and people looking to retrain, so that they can live, work and learn here – building on the apprenticeship role that we are currently funding – but also seeing if businesses can offer input more informally.

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*We believe the town has benefited from town council support to the 'thematic conferences' which the Twinning Association has spearheaded. We will engage with these and hopefully build on their outcomes, while continuing to fulfil the civic duties associated with Twinning.*

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'Culture and the Arts' are seen by many as a key indicator of Frome's re-emergence in recent years. We recognise the crucial role these play not only in a business sense but in the wider wellbeing and social regeneration of the town. The town council will continue to support this area and work with organisations to widen their funding base.

#### *Environment*

'Resilience' (like 'Wellbeing' and 'Sustainable') are concepts used in differing ways. We use them in this strategy to give the direction of travel we wish to take, while allowing the flexibility that rapidly changing needs and opportunities present.

We aim to build the resilience of Frome in two key ways: Firstly, to further develop the concept of One Planet Frome which underpins the Neighbourhood Plan. This will focus on work with the existing group of 'green' businesses to enhance their contribution (for example, through increased use of renewable energy and joined up waste management), before moving to more ambitious aims. Secondly, working with the wider community to reduce Frome's impact on the environment (for example, through expansion of the car club, energy clinics and projects with 'waste' food. We recognise the importance of ensuring that this work has direct tangible benefits – especially to the less well off – as well as playing our part in a global need to reduce carbon usage.

The town council has successfully invested in solar energy – directly through the Cheese and Grain solar array and as a founding share holder in Frome Renewable Energy Co-Op (FRECO). The town council will continue to work closely with community groups, supporting their aspirations to significantly increase renewable energy production and to supply a Frome electricity tariff.

The strategy risks underestimating the very considerable ongoing maintenance and improvement work carried out by the outside staff. The town council now owns significant green space in Frome with the Old Showfield and the Dippy added to Rodden Meadow, Welshmill, Victoria Park and the Mary Bailly Playing Field and a number of smaller areas. This significantly alters the balance of responsibility from traditional park maintenance to a wide range of needs. For many in the community this is the 'face of the council' which receives both the bulk of praise and complaints. We will provide the support necessary to ensure the team can carry out their work and to provide a cleaner greener town.

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*Over the next four years we will develop a comprehensive long term plan for all green spaces to provide for both the plants and animals that live there and the people who enjoy them. We recognise there are clearly different needs in the town centre and 'wilder' areas of our estate and will provide for this appropriately. To meet our aim of doing what we do better will require further strengthening of partnerships with community groups.*

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#### 4.2 Finish what we've started.

As well as a number of smaller projects that require finishing, there are two so significant that they will potentially occupy a large proportion of staff time and effort in the short to medium term:

##### [Frome Town Hall](#)

The new Frome Town Hall will become a resource for all the community. There will be work space for key community groups alongside the town council, advice and networking opportunities for existing and fledgling groups and access to information for anyone who needs it as well as space to hold ceremonies and celebrations. We intend to get this right and create a real centre for the community.

##### [The Town Centre](#)

The council remains committed to phases 1 and 2 of Market Place improvement which will put people and their needs ahead of those of the motorist. With funding already in place, there are no good reasons why the work cannot take place, allowing safer crossing points and creating a space in which the town centre can flourish. The impact of the main works will extend with the implementation of a coherent design for street furniture leading to significant improvements in signage and removal of extraneous clutter.

Considerable work has also already been undertaken to enable the Cattle Market Carpark to be significantly improved, along with plans to link the organisations that border this space. The council will continue to support these initiatives, making the most of this key entry point for visitors and enabling access to the river for us all.

#### 4.3 New Themes

We recognise the priority of finishing what we have started and the ongoing work. However, there are a number of other themes and projects which are hovering on the horizon and issues where a clear and unmet need is presenting itself. These needs present the council with a real challenge: Do we expand on what we do or concentrate on what has been started? Some of these needs arise as a result of public sector cut backs and others out of changes to our local and national economy. Wherever possible we will seek to lobby and persuade the original providers to continue or improve. However, we recognise as a last resort there may be occasions where we need to find ways to do it ourselves with new and innovative solutions enabling the community of Frome to help itself. We intend to tackle some of the following issues.

The development of **Saxonvale** is hardly a new theme, but it is one where, to date, Frome has largely had to react to proposals presented to us from outside. The town

council has worked hard to change this with plans to give Frome a real voice, but it is not clear whether these will succeed. If they do, then Saxonvale's development will demand considerable time and resources – with the potential prize of a radically changed town centre putting the needs of Frome first. If we are unable to create and take such an opportunity then further stop start piecemeal development may eventually fill the site.

Frome is home to an extraordinary range of **sports activity** with enormous and wide-ranging benefit. We will ensure that the needs of these groups are better included in the support we give to the voluntary sector. We will work with the sports groups to clearly identify opportunities for greater co-operation and thus identify where gaps in provision remain. We will then work to meet those needs, either directly or working in partnership to lobby and request support from outside the town. This may include looking for opportunities to help clubs which struggle with limited facilities.

There is a challenging and increasing requirement for public **transport** which meets the need of people living and working in Frome. We will look for real alternatives in this area as well as promote workable schemes for lift and car share.

Both business and individuals will require constantly improving **digital services**. We will work with others to push for the highest standards in Frome.

Finally, we recognise that accessing **affordable accommodation** is a crucial issue for many in Frome. This covers two areas: Firstly, the building of houses that are actually affordable to buy and to live in (rather than houses sold at slightly less than market value but still beyond the reach of many) – we will support initiatives that enable self-build and co-housing as well as encouraging developers to build high quality housing. Secondly, we will support broader initiatives to reduce empty housing, and inform and enable those seeking to share and take part in more radical models. This will require seeking expertise from within or outside Frome.

## 5. Conclusion

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*This is going to be a tough four years, as traditional services deplete and the Frome itself changes. For many this would indicate the need to retrench, reduce and resign ourselves to making a minimal impact. However, this council was elected to continue the optimistic and ambitious approach which has proven so successful since 2011. We believe this new strategy meets that need while also providing a pragmatic approach that fully recognises the context in which we operate.*

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## 7. For information: Preface to the following discussion on panel recommendation

Author: Paul Wynne, Town Clerk

In the reports that follow this note, Council will consider the recommendations of three of the initial five panels. The Strategy Panel's recommendations are at item 6 on this agenda, and the Keep Frome Clean panel will report back in January.

At this point of time the timing and cost of each recommendation remains dependent on financial and staff capacity.

The panel chair and lead staff member have proposed **when** each recommendation should be actioned – this financial year (2015/16), next financial year (2016/17) or a future year. This will then guide us as we construct the Action Plan and budget for 2016/17 at the next meeting in January. Councillors are asked here to agree the substance of the recommendations but to note that the timing and budget may require compromise at the January meeting.

The January meeting will also review the effectiveness of the panel process and whether more should be established.

## **8. For decision: Recommendations from the Wellbeing Panel**

Author: Ali Barclay and Kate Hellard, Community Projects Officer

### *Summary*

The Wellbeing panel meetings have been well attended and a wide cross section of community and statutory groups have been represented.

There was agreement that the panel had a role in inspiring, coordinating and facilitating projects and initiatives, which engage local people in actively affecting positive change in their immediate and wider communities, leading to the enhanced wellbeing of local people.

Whilst the subject of wellbeing is broad and far reaching, the initial public meeting identified specific areas of focus and subsequent meetings refined a series of recommendations which include to:

- commission a baseline study,
- coordinate and deliver a series of street level events,
- increase access to information for residents at a street level,
- create a central information base,
- create a volunteer base to support, coordinate, train and signpost volunteers
- continue the Wellbeing Panel.

### *Background*

The New Economics Foundation has identified and researched five areas that need to be in place for the wellbeing of an individual:

- CONNECT – with people at home, work, school or in your local community
- LEARN – a new skill or renew an interest in a skill or hobby
- BE ACTIVE – find a physical activity you enjoy that suits your mobility and fitness
- TAKE NOTICE – be aware of the world and your feelings – savour experiences
- GIVE – join a group, volunteer, smile

### *Remit of the panel*

In the first two meetings the panel of Councillors and Kate Hellard agreed that the remit of the panel would be to engage with local organisations and individuals. This will enable the community to have a better understanding of the issues facing Frome and to co-ordinate and develop the community in order to connect and affect positive change.

Because of the width of the subject of wellbeing there was an inevitable cross over of all the other panels.

### *Membership*

Core membership of the panel consisted of the following:

Frome Town Cllrs:

Ali Barclay - Chair and Spokesperson for the panel

Shelia Gore

Peter Macfadyen

Jean Boulton

Tim OConnor

Heather Wride

And Community Projects Officer, Kate Hellard

Meetings were held at various times and in accessible venues. In addition to general promotion to the public, targeted invitations were sent to key groups and organisations to encourage their representatives to attend and participate in discussions. The following groups and organisations were represented at the meetings alongside a group of 15-20 of interested individuals:

Knightstone Housing Association	FACT
Fair Frome	Frome College
Open Story Tellers	V4F
YMCA	Active and In Touch
Vision For Frome	Frome children's festival
Mendip CAB	Frome medical practice
Mendip Community Credit Union	Frome's Missing Link
Health Connections Mendip	Edventure
Creative Health and Rehabilitation	School of Experiential Education
Get Set Services (Children's Centres)	

### *Discussion*

The first public meeting was very well attended by a wide range of practitioners, councillors and a number of service users and members of the public. They identified the following actions that would improve the wellbeing of individuals in Frome through a number of practical activities grouped under the following headings:

<b>Leadership and overview (22)</b>	<b>Spreading the word (20)</b>	<b>Communication (17)</b>		<b>Street level (17)</b>	
Communication and strategy forum	Extended community champion, beyond health services	Connect people and services with a phone line	Inform / empower front liners (people who are caring for family members etc.)	Bring groups together to look at participation	Encourage community gatherings (e.g. sport etc.)
Accessibility (physical and language)	Champions spreading information	Directory of resources	Street activities, central point of contact for neighbours	Free mini classes in self care	Inclusion in sporting activity
Audit provision / groups / local offer		Grow community and street dinning	Collate and coordinate up to date resource information	Increase participation: don't tell people how, ask	Local community forums (ward areas)
Research needs: case studies		Improve communication			
<b>Participation and inclusion (12)</b>		<b>Wellbeing outdoors (7)</b>	<b>Transport (7)</b>	<b>Town events (6)</b>	<b>Targeted projects (4)</b>
Increased nutrition by shared gardening	Use one central resource for referrals (not necessarily one place)	More participatory events / forums	Easier connections – transport and access	Annual wellbeing event	Teach English as a second language (free courses)
Awareness and use of open spaces	Central directory information	An intelligent database that can be searched	Volunteer driver scheme (electric cars)	Wellbeing corners around town	Frome wide scheme to support carers / single parents
	Community noticeboard. Place to put what people want / are interested in	Mobile information centre (town hall on wheels)	Community transport scheme		Young peoples' literacy group – supporting adults/ children and support for young men

These areas were prioritised and explored in more detail over the next three meetings to identify what was already happening and what would be useful to develop.

During the course of the panel it was acknowledged that although there were areas in the community that needed attention and development e.g. 'The targeted projects' there was an equally important role in co-ordination of projects and collation of information that would be beneficial to Frome's wellbeing.

The following areas from the table above were discussed in more detail and recommendations were made.



## **Street Level**

Some themes that emerged in the discussion:

- There are already a number of projects and activities that are supporting individuals within the community
- Building community at a local level enables people to be aware of what is going on in the wider community, to highlight need and to increase a sense of belonging and pride
- There is a need to explore ways that engage at street level and some of the assumptions made about communities within Frome
- Increasing street level activities may help identify particular communities and groups and act as a catalyst to engage local people
- The council's role as enabler and co-ordinator is key in moving this forward

*Recommendations (these are tabulated at the end of this report)*

- Baseline Study – to conduct a study, as a pilot, in three different communities (made up of one or two streets) within Frome. This project will consider how information is shared, the gaps in information provision and inform the development of appropriate interventions which build communities with a sense of belonging.

The findings of this study will act as a resource and help to inform future developments for community groups and local organisations. Panel members Meki Nattero and Annabelle Macfadyen have presented a written proposal for this work to be undertaken in the New Year and it is proposed to manage this as a contracted piece of work funded from 2015/16 budget at a cost of £2.5k.

- Develop a calendar of community events throughout 2016 to build a strong sense of belonging within Frome – coordinating current and future projects including the Children's festival, the youth conference, town centre events, community dining, Frome festival and sports taster sessions. To include the delivery of street parties; particularly focused around the Queen's Birthday celebrations in June.
- To promote community dining, 'Playing out' and other similar projects in Frome and the use of parks and open spaces for events and sport and leisure activity.
- Develop a toolkit for street activities so that people will have a guide to set up their own.

## **Communication and spreading the word**

Themes that emerged in the discussion:

- The panel agreed that access to information about the services, projects and opportunities is a key factor in whether residents participate within the town. Many residents do not have access to and or use social media and other web based technologies and not everybody buys or reads the Frome Standard. A great deal of information can be passed by word of mouth but there are still some who do not currently access information; particularly those who are isolated without networks around them to share and pass on information.
- It was agreed that information should be provided in a range of ways at 'Street Level', using a number of methods, with a particular focus on developing a network of people

who are equipped to share information with neighbours and friends, building on Health Connections, Health Champion Volunteers, with a view to extending a service across the town.

- The panel identified a need for a central base of information for individuals and groups across the town in order to know what is available.

*Recommendations (these are tabulated at the end of this report)*

- FTC holds a virtual central information base, pulling together existing databases such as the Health Connections and Frome Active websites as a central resource offering an overview with information about demographics, evidence of need and gaps in provision.
- Use a page in Frome Times to advertise what is going on in the town (this goes to every household)

## **Volunteers**

Themes that emerged from discussions:

- The voluntary sector is particularly strong in Frome and quick to respond to gaps in provision. In order to continue to replenish volunteers and build the capacity of organisations to meet rising demand the panel discussed the development of a volunteer base which would seek to support, train and encourage people from across Frome to become more actively involved in supporting their community in a wide variety of roles
- It's important to explore good practice around volunteer recruitment and training in other places outside Frome (e.g. Merton and Bath)

*Recommendation (this is tabulated at the end of this report)*

The panel recommend that further work is undertaken to explore what would best suit Frome, building on the work of Somerset You Can Do and Mendip Community Support.

## **Transport**

The panel discussed the importance of developing better transport in order that wellbeing is improved in the town. It's difficult for some people to get around freely. There was a recommendation for a transport panel but Anna Francis and Jean Boulton have started developing a transport strategy so the panel agreed to support what they are doing and get a report back in a future meeting.

## **Future of the Wellbeing Panel**

Themes that emerged from the discussion:

- People felt that it was important to continue the panel in order to offer an overview of what was going on in the town. The panel itself would have 'themed' meetings such as 'volunteers' and advertised as such in order to gather information and inform strategy. It would also encourage groups to meet outside of the panel to look at specific targeted areas and then report back to the panel itself.
- There was a general feeling that the panel would have a useful information and co-ordinating function across the panels.

*Recommendations (these are tabulated at the end of this report)*

- The panel meets regularly over the next year with a special effort to encourage district and county councillors to attend
- Links are made with wider local and national organisations to inform and build on what's happening in Frome

*Table of Recommendations*

	<b>Recommendation</b>	<b>Detail</b>	<b>Resources</b>	<b>Timescale</b>
1	To commission a baseline study	To be delivered this year as a pilot.	£2.5k	Feb – May 2016
2	To coordinate and deliver a series of street level events	To include street parties and a 'how to guide'	£7k	April 2016 – March 2017
3	To increase access to information for residents at a street level	<p>To map the streets and areas that the Health Champions are based in and identify gaps in Frome</p> <p>To install more noticeboards with a process to keep them up to date</p> <p>To explore what a 'mobile town hall' would look like</p> <p>Use a page in Frome Times to advertise what is going on in the town (this goes to every household)</p>	<p>Health connections volunteer coordinator time</p> <p>Town Rangers</p> <p>CPO/ panel</p> <p>£700</p>	April 2016 onwards
4	To create a central information base	<p>FTC to create a virtual central information base</p> <p>Gather more information &amp; links more widely. (Increase connections with County and other neighbouring authorities)</p> <p>Collate and provide statistical information both from FTC to community to support fund raising and from the community to FTC</p>	<p>£15k</p> <p>CPO/Cllrs</p> <p>CPO</p>	
5	To create a volunteer base to support, coordinate, train and signpost volunteers.	Further work is undertaken to explore what would best suit Frome, building on the work of Somerset You Can Do and Mendip Community Support.	£10k CPO/panel	May 2016 - onwards
6	To continue the Wellbeing Panel	To meet regularly, hold themed meetings, engage district and county representatives.	£1k	Feb 2016 – bi - monthly

## 9. For decision: Recommendations from the Sport and Leisure Panel

Author: Gary Collinson and Kate Hellard, Community Projects Officer

### *Summary*

An audit of facilities and sport and leisure activities in the town has supported the conclusion of a series of recommendations with small, medium and larger scale projects and initiatives. These aim to support the development of facilities and participation: to create a level of sport and leisure opportunity in Frome that the town can be proud of; encourage clubs and individuals to participate in the town rather than travelling out of town.

### *Background*

Over the years there have been a number of meetings to bring together sports and leisure providers, clubs and facilities managers in Frome. The most recent, in 2012, culminated in a 'wish list' of aims and projects for the development of sporting activity in the town.

Progress in achieving these aims, has to date, been slow and many of the ideas have not been developed at all. The clubs and groups have traditionally focused on the needs of their own organisations and there is not a history of collaborative working in many areas.

Over the last two years Frome Town Council has successfully applied to Sport England for funding for the MUGA at Mary Bailey and completed installation of this free and open access facility. We also applied to Sport England in partnership with Frome Selwood Tennis club for new tennis courts at Mary Baily to be installed in December 2015.

The remit of the panel agreed by councillors was to:

"Identify gaps and issues with current sports and leisure provision in Frome. Work with the local community to identify priorities and make recommendations for discrete, achievable solutions to overcome these."

For the duration of this piece of work, the panel agreed that the term 'Sport and Leisure' includes sporting and other active pursuits within the town. Although the general term 'leisure' can also include cultural activities (e.g. arts and music), it was agreed that it is beyond the capacity of this remit to include these aspects at this time.

Date	Action
6 July	Initial meeting to establish Chair and Spokesperson, remit, membership and timetable
15 July	Table above for approval by Council on 22 July
	Summarised findings of existing work on the gaps in sport and leisure prepared by Gary Collinson
7 September	First panel meeting to present findings and to ensure panel, and local groups feel these are still valid and set out priorities for action.
Early October	Second panel meeting to take forward outcomes of first meeting – setting priorities and identifying discrete and achievable solutions

Early November	Third panel meeting to finalise work on solutions and agree recommendations for Council
9 December	Finalise report for approval by Council on 16 December (in time for approval, budget setting and work programme agreement at the January Council meeting)

The meetings were facilitated using a participative approach encouraging and enabling all attendees to contribute to the outcomes of each meeting. There has been a core group of attendees and at each meeting representatives from other sports clubs and organisations.

### *Membership*

Core membership of the panel consisted of the following:

Frome Town Councillors:

Gary Collinson - Chair and Spokesperson for the panel

Nick White

Kate Bielby

Peter Macfadyen

Richard Ackroyd

Mendip District Councillors:

Adam Boyden

And Community Projects Officers; Kate Hellard and Sarah Russell.

District Cllrs Eve Berry and Jo Beale were also invited to join, as well as a representative from both Frome Rugby Club and Fusion Lifestyle, who were identified as key asset holders for sports and leisure in Frome. Fusion attended one of the three meetings.

Meetings were made publicly accessible, using sports venues throughout the town as hosts. In addition to general promotion to the public, targeted invitations were sent to key groups and organisations to encourage their representatives to attend and participate in discussions. The following groups and organisations were represented at the meetings, 63 organisations and 67 facilities providers contributed to the audit commissioned by the panel:

Canoe Club

Frome Boxing Club

Creative Aquatic

Frome Rugby Club

Freeletics Frome

Frome Town Youth

Frome Junior Athletics

Frome Town Archers

Selwood academy

Frome town archers

Fusion Lifestyle

Frome Hockey Club

Frome Cricket Club

Elevation

Zumba

Judo

Athletics Frome Juniors

Frome Park Bowls Club

Selwood Bowls Club

Frome Running Club

Frome College PE Dept.

Frome Collegians AFC

Frome College  
Frome's Missing Link  
Frome Netball Club  
Vision For Frome  
Frome Football Club

Mells Football Club  
Oakfield School  
Frome Badminton Club  
Shuttles Badminton Club  
SASP

### *Discussion*

The discussions identified three main areas for the group to focus on:

1. The participation of young people and particularly girls in sport and leisure activity

The group identified a number of barriers to young people and particularly girls not accessing sport and leisure activity:

- Commitment
- Not want to break into a sweat
- Body image
- Confidence
- Lack of female coaches
- Male ego and attitude
- Weekend dominated sports
- Parents also need to engage
- Transport and physical access
- Expectations of the need for transport

They then worked through a number of ideas and activities that would address these barriers:

- Create and support leadership programme for young people particularly girls
- Take a lead to increase the number of female coaches
- Support funding for coaches generally to promote development and growth in youth teams
- Take the learnings from the successful girls' football teams in Frome – enthusiasm, commitment and dedication of female coaches

The Panel recommends that the first steps are to talk to girls in Frome, work with SASP to promote the 'This Girl Can' campaign and increase the number of female coaches involved in sports clubs in Frome through coordinating and promoting a training programme for coaches.

2. The participation of adults of sports and leisure in Frome

Barriers to participation include:

- Lack of up to date information
- Poor public transport
- Outreach projects are ad hoc because of the lack of continuous funding
- Fear of participating
- Poor communication and promotion
- Lack of veterans and master classes for older people

- Poor accessible facilities for disabled users
- Shift workers are unable to access facilities outside normal opening hours.

The panel discussed the following actions which could address these barriers:

- Create better transport links and consider volunteers driver scheme
- Bring groups and organisations together to work on larger scale partnership funding bids
- Fusion to consider the installation of a fully accessible changing facility at Frome Leisure Centre
- FTC to facilitate regular Sports Forum Meetings
- Support the further development of the Frome Active website which details many of the sports providers and activities available

### 3. Sports facilities in Frome

The panel commissioned an audit of Sports activity and facilities in Frome which revealed that there are 65 sports facilities providers in and around Frome, of which 17 are schools. The 'wish list' for facilities at the end of the audit was also identified by the panel and remains similar to the list drawn up in 2012. It is as follows:

- Football pitches required 3 adult sized pitches, 3x9 aside, 2x7 a side
- 2 hockey pitches, changing rooms, toilets and floodlights
- 3G full size pitch football pitch
- Full size netball court inside and out (preferred venue, YMCA)
- Athletics / running track
- Rifle/archery range – indoor and outdoor
- Larger swimming pool (50m) with diving boards
- Outdoor exercise equipment (accessible gym equipment and fitness trail)
- Marked cycle paths across the town

All plans for large projects will include disabled provision and access.

Significantly, the group now shares a common goal of working together to achieve these aims and has agreed that they will continue to meet as a forum on a quarterly basis. There is acknowledgment that to move Frome's facilities and activity forward they now need to consider a wider view of what is required and support each other to achieve the goals identified.

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*The panel recommends:*

No.	Recommendation	Detail	Cost	Partners	Short/ medium /long term
1	FTC to take a lead role in improving sports facilities in the town	FTC to facilitate a sports forum, meeting quarterly  Commission specific fundraising support for sports clubs and organisations	£1k  £4k	FTC Fusion Lifestyle All sports activity providers All sports facilities providers including schools	Short  16/17
2	Increase participation of adults in sport and leisure activity	For the sports forum to create a programme of engagement, taster sessions and opportunities to participate in informal activity leading to regular engagement in formal sports.	£2k		Medium  16/17
3	Increase the number of young people, particularly girls in sport and leisure activity	To promote 'this girl can' campaign To work with SASP to support shared training opportunities: 1 <sup>st</sup> aid Training of coaches (particularly women)	£4k	SASP Sports forum	Medium  16/17
4	To increase the number of volunteers involved	For FTC to become a registered body who can complete and signoff DBS checks - allocate x no hours per week to a member of the team to perform this as a service to all community groups and organisations, including sports clubs and organisations.	Part time admin post (11hrs per week)		Medium / Long  17/18
5	Resurface the two, currently unused, courts at Frome College	To create courts for community use		Frome college Somerset County Council	Short 15/16



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6	FTC to explore the viability of purchasing the land behind the Vallis Road Youth and Community Centre from Somerset County Council	If a viable this project would create a full sized multi use court to include the provision of markings for netball. Source of funds remains uncertain.	£125k PWB loan £10,204.40 per year over 15 years (to be paid for from hire fees)	YMCA Frome Netball Club	Long
7	To create a network of cycle paths across the town. Recommended for the Old Showfield and The dippy in year 1.	FTC ensures that wherever possible and unless there is good reason not to, that future new and improved paths are accessible and inclusive and suitable for shared use including bicycles. Recommended width of between 2.00 and 3.00 metres	Estimated cost: £45.00 - £75.00 per square metre  Costs to be met by FTC and where possible grant funding.	Frome missing Link Sustrans FROGS Friends of the Dippy FTC	Medium  15/16 and 16/17
8	Installation of outdoor exercise and fitness equipment which is accessible at any time of day	There is currently funding allocated to install accessible exercise equipment at The Old Snowfield and we recommend that this is extended to include a fitness trail at the same site	£16k To be paid for from FTC designated s106 money and EMR	FROGS Frome Medical Practice FTC	Short  15/16
9	FTC to work with Fusion Lifestyle to increase access to facilities and community sports provision	Turn around the cricket nets in the sports centre as part of their refurbishment to provide indoor cricket nets  To request that they install appropriate structure for the future installation of a	£0	FTC Fusion Lifestyle	Medium

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		hoist to create accessible changing facilities.  Identify spaces in their bookings which can be promoted to community groups			
10	FTC to support and endorse the proposal of the creation of a full size football pitch at the Rugby Club	Where necessary to take a role in facilitating the process.	£0	Frome Football Club Frome Rugby Club	Short
11	Lease of land and creation of Frome Sports Trust at Frome Golf Club	FTC to commission a feasibility study and business plan for the lease of a quantity of land at the former Frome Golf Club.  Subject to the results of the feasibility study employ a consultant to secure the lease of the land and advise on the establishment of a trust which will fundraise and create some or all of the following facilities: indoor archery and rifle range, 5 football pitches, athletics/ running track and cricket square.	£2.5k (E) this year's budget  £5k (E) next year's budget	All Key partners: SASP, Frome Football Club, Frome Town Archers, Frome Running Club	15/16  16/17
12	FTC to look at ways of improving sport and leisure opportunities along the river corridor,	Building on the work of the River Strategy, Participate Frome and Neighbourhood Plan.		Frome Angling Association Frome Canoe Club Friends of the River Frome FROGS	Medium  Ongoing

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	including improved access to the river				
13	To improve the provision of information about sports and leisure activity in Frome	To include availability of facilities, accessible database of organisations and clubs and what they provide	£7000 (E)	Frome Active	16/17

## **10. For decision: Recommendations from the Frome Town Centre Panel**

Author: Mel Usher and Peter Wheelhouse, Economic Development and Regeneration Manager

### *Aims*

Panels are intended to draw on expertise in the town, they are time limited and should be pragmatic in their approach. They are not decision making bodies, they advise the Council, provoke debate and where appropriate provide a steer for future decisions based around “doable” projects.

The Town Centre Panel consisted of the following Cllrs:

Mel Usher, (Chair)

Sheila Gore

Pippa Goldfinger

Nick White

Colin Cobb

Tricia Golinski

Cath Puddick

Peter Wheelhouse, Frome Town Council

Cllr Des Harris, Mendip District Council

Andrew Prince, Westway Centre

Mark Brierley, NVB Architects

Neil Howlett, Frome Chamber of Commerce

Juliet Solomon, access specialist

The following also contributed to the meetings:

Kate Bielby, Frome Town Council

Mark Brookes, Frome Town Council

Patrick Moss, Frome Town Council

Jane Llewellyn, Frome Town Council

Alan Bennett, Frome Town Council

Lisa Millard, Frome College

Frome College students

Various other representatives from the community

Mendip DC as a key player were invited to send a Cabinet Member but no attendance was recorded. Jude Kelly of the Chamber of Commerce and Steve Macarthur of the Cheese & Grain were also invited as Panel members but did not attend any of the meetings.

### *Duration*

The Panel met on 4 occasions between 11 August and 20 October 2015 to:

- Identify the issues in the Town Centre
- Evaluate evidence both locally and nationally around Town Centres and Frome in particular
- Determine potential projects
- Refine the projects

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- Agree a way forward

All meetings were advertised and open to the public; attendances varied from 13/14 to over 40 depending on the topic.

### *Issues in the Town Centre*

Much of what was identified has been written before whether in the community plan or the annual Town Centre Benchmarking Survey or in reports prepared by “experts”. It's good to see a high level of consistency but disheartening to find the same issues re-appearing time after time.

### *Physical*

The greatest concern remains the B390 in the Market Place. Traffic speed might not be so fast during busy period but vehicles dominate the space, determine town centre footfall and cause pollution (figures often exceed recognised safe levels at this point). Life is particularly tough for the old, the frail, the disabled, children, parents with buggies and those who don't pay attention. As this group contains a fair percentage of the population the Panel feels that it is imperative that the proposed scheme to make the Market Place more pedestrian friendly proceeds. It is no longer acceptable in 2015 for residents and visitors to be locked behind barriers, harassed by drivers or be forced to weave or run through traffic.

One Panel member likened the town centre to a play, it has some great actors who are let down by a shabby set (despite some jewels sewn into the backdrop). The town centre was described variously as scruffy, tatty and unkempt. Street furniture is poorly maintained and uncoordinated, signage is eccentric, flyposting endemic, litter remains a major problem and the car parks are purely functional and deeply unattractive. Most public sector toilet buildings are poorly looked after and have been derelict for a while. There are insufficient bins, trees and seats.

On the plus side there are great spaces in the Town Centre; where traffic is restricted new uses flourish, there are fine historic buildings and most shops are occupied and many are sparky and unusual. There is plenty to build on in term of improvement if only the public sector could get to grips with the public domain issues.

### *The Town Centre Offer*

In terms of retail the town centre lacks the diversity found in some similar towns. What we have is good but it is not enough, many residents want more comparison shopping especially clothing. The Panel saw the need for more night-time offerings especially bars and restaurants. Where new businesses have emerged they have flourished, the success of The Cordero Lounge was cited in particular, it has changed the perception of The Westway. More pop up shops and restaurants were to be encouraged. The growth of the Cheese and Grain was seen as very positive although the building itself is semi-detached from the centre.

The Wednesday and Saturday markets are weak especially when compared to the success of the Frome Independent Market which still attracts many visitors and remains vibrant and interesting.

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The Panel recognised the significance of events in the life of the town centres; they increase footfall, deepen the attraction and bring exciting new possibilities. The Festival is seen as a little highbrow and of a certain age; events need to be inclusive and reachable by all.

### *Car Parking*

Many references were made to car parking within the town. The Panel recognises that there is a conundrum between the need for Mendip to receive a predictable and increasingly crucial income and the impact parking charges have on the economic health of the town. Many felt that the charges were too high and too inflexible. Car parking in Frome is a problem, domestic parking in the centre is limited and cheaper parking is some way out of town. The appearance of the car parks is poor considering the amount of income they generate; they are the touchpoints for many visitors and need to be clearly signposted, well-marked and even pleasant.

### *Access*

Access can be difficult across the town; as well as the Market Place commentators mentioned Gorehedge and the Lidl roundabout on the junction of Portway and Garsdale. Dropped kerbs are not universally available. Parking on or across the kerb seems to be becoming increasingly frequent and outside St John's Church was often cited. Access to the river is a problem for everybody and A boards in Cheap Street remain a hazard.

### *Young People*

Four young people from the College attended one meeting and this is what they said:

"On Tuesday the 20th of October I and several other students were invited to take part in a meeting of the Frome Town Centre Panel about how young people use the town centre and how we would like to see the centre of town developed in future.

The panel focused on how to make the centre of town a place that people of all different ages and interests could enjoy. We discussed what parts of town we enjoyed and used the most and how we could work to build on these aspects to make the town a better place for young people. Some key points we mentioned were how much we enjoyed the Independent Markets and all the events put on at the Cheese and Grain such as the steampunk fair and musical events like Later with Frome College. We talked about how we'd like to have more of these sorts of events in Frome and how we could encourage young people to get involved with the community. On top of this we said how we as teenagers would like to see more of the town centre pedestrianised.

I think it was a great opportunity to get our views as young people heard by members of the community who could really make a difference. The members of the panel really seemed to care about our views and I hope that our ideas will be taken forward to help develop a better town centre for everyone in the community to enjoy." Sol Warsop

### *The Chamber of Commerce*

The Chamber of Commerce have prepared a separate manifesto much of which echoes this

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report including; better signage for visitors and car parks, dealing with the closed toilets, better street cleaning, better maintenance of the footbridges, a transparent car parking review, making the market square more pedestrian friendly, co-ordinated marketing, a better retail offer and rejection of the Frontier application and a revision of business rates for the town centre.

So far this whole report may read like a list of complaints and moans, that was not the intention. The Panel has more positive views later in the report when recommendations are made.

### *Town Centres*

The Panel investigated eight local and national reports. It was slightly disconcerting to come to the conclusion that there is no list of “things to do to make your town centre successful.” You know one when you see it and some key factors seem to be important i.e., footfall, spending, few empty units. It appears that nobody has yet devised a recipe for creating a successful town centre or even a good set of diagnostic tools to identify when one is becoming dysfunctional, although again you can see it when it has happened.

The Panel was particularly taken by the Southampton University Report of 2014 on the future of town centres. Some of the following characteristics are either already emerging in Frome or should be recognised as likely to happen:

- Events and festivals in town centres will grow in importance as test beds for urban innovation and sustainability, social marketing and entrepreneurship interventions. Town centre management will continue to play a pivotal role here, though it may well be through job descriptions such as “community engagement manager”, adopted in Frome but still unfamiliar to many UK towns
- Similarly the development of hybrid forms of town centre management including integrated destination management with a stronger focus on the visitor economy or online community management with a focus on people's virtual interactions with their town centres via social media will continue to develop.
- An expansion in the night-time economy offers opportunities for a growth in jobs and the possibility for new enterprises. New possibilities are emerging to fill vacant properties in ailing local high streets with hybrid bars/cafes and micro pubs for example.
- It is clear that any reconfiguration will inevitably be a continuation of the long term shift away from retailing to service but especially cafes and bars, health and beauty and medical services.
- With many modern retail high streets perfectly positioned for top-up shopping, achieving the right mix of multiple and independent retailers and leisure offers such as cafes and bars can position a centre alongside online shopping, not against it.
- Convenience shopping has emerged strongly from the years of crisis and austerity and now occupies a strategic position in ensuring the future vitality and viability of town centres. This has come from a powerful shift in consumer behaviour against out of town shopping.
- After two decades of Internet use we are likely to move towards a phase in which the distinction between the online and offline world diminishes. The increasing demand

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for retail properties from e-retailers and other types of firms such as artists and designers also fosters the growth of new retail concepts in town centres such as pop up shops and innovative shopping concepts.

- As such Internet based firms and technologies are currently able to and also will contribute to the viability of the high street. Experts expect that some 25% of total retail space will be generated from the internet in 10 years' time. This means that the substitution effect of the internet on some bricks and mortar retail trade will be much greater in the coming decade.
- A clear retail vision and cooperation between actors at the local level is essential for town centres to adjust to online shopping in the near future and to benefit from the new business opportunities provided by the Internet.

There was a recognition by the Panel that you can't "beat the market" but you can influence it; accordingly we should recognise overtly and take advantage of, the changes predicted by Southampton University and already coming to fruition in Frome town centre.

Perhaps all we can do is facilitate a move in the direction of travel as indicated above. All town centres are a mixture of commercial and community spaces of considerable and deceptive complexity with their own history and unique advantages and drawbacks. Accordingly the Panel was determined to be pragmatic, to not indulge too long in fantasising or dreaming about how to make the town centre into something it can't be ... and probably most local people don't want.

Frome is a small, geographically restrained, local, service centre with an independent attitude backed up by independent retailers. Evidence of new uses and ways of management are already emerging. Significant steps could be made through small changes to the physical environment, the encouragement of appropriate national shops, increasing the number of restaurants and being aware that new businesses of whatever kind keep the town vital. These allied to a greater emphasis on the social and community aspects and being aware of the likely changes brought about through the internet will make a big difference in future and can only strengthen the local economy.

The question for the Panel became how do we make some of these things happen?

The Panel identified the following which should be taken together as recommendations to the Council:

- A vision for the Town Centre to be adopted
- Aims to be adopted
- Recommended programmes and projects

These are covered in detail in the following pages. A summary can be found at the end of the report.



## *Vision - The Panel agreed 4 overall elements to be adopted by the Council*

### *Economic Health & Vitality*

The Town Centre arouses strong feelings. Maintaining its economic health and vitality is viewed as a priority by a large number of residents – even by those whose shifting shopping habits are at variance with these objectives. The TC remains vital to the life of the town, it's the one place people can come together, and it was described as “the social and physical glue that binds the town together.” Accordingly improvements to the TC are essential; we can't leave these improvements to chance or solely to the fluctuations of the market. Interventions are necessary ... and cost money.

### *Social*

A multi-use town centre is essential including shopping and living but also as a place for: leisure activities, multi layered social interactions, enjoyable events, somewhere to eat and drink, to act as a service centre from tattooists to lawyers to hairdressers and finally for businesses who want to be centrally located for network reasons. And all of this is changing fast, the past is no longer an indicator of the future.

### *Environmental*

To improve the quality of the Town Centre environment especially the public realm and positive ‘touchpoints’ important to visitors and tourists. The Panel considered that it was important to enable people to feel comfortable, safe and involved.

### *Delivery*

To concentrate on smaller scale geographic and threshold improvements that are within reach. Moving too far beyond the immediate often produces scenarios which are creative but which become embarrassingly detached from reality in a very short period of time. Detailed proposals for Saxonvale should be put on one side; there remains too much uncertainty and complexity to deal with this issue through this Panel. If the town is not careful we could however continue to delay other proposals whilst waiting for this issue to be resolved. That would be a mistake; already the Frontier application has stymied significant improvements for over 2.5 years. We do however make references throughout the report to Saxonvale which may help to tweak the outcome in terms of usage and mix on the site.

### *Aims – to be adopted by the Council*

Arising from these four elements the Panel agreed the following aims:

### *Adaptation*

We should enable the town centre to adapt to changes in the retail market including adapting to the impact of e-commerce. It is important to recognise and absorb that town centres are changing because of the internet. This might not be to their detriment but only if the outcomes are understood and fitted into a comprehensive strategy that specifically recognises this element.

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## *making Frome a better place*

### *Footfall*

We should increase footfall in the town centre and encourage multi-purpose visits.

### *Access*

There should be a focus on improving access to the town by all forms of transport but especially by foot and cycle. Providing facilities for buses and coaches and ensuring an adequate number of car parking spaces carefully and efficiently managed.

### *Events*

It is important to enable the town centre to host both formal and informal events. The town centre needs to be flexible and inclusive for both formal and informal events. Co-ordinating and increasing event numbers is crucial and enabling them to happen in all weathers through for example the introduction of canopies in areas such as the Market Yard are worthy of investigation. Access for all to these events is very important.

### *Night-time economy*

There needs to be a greater recognition of the night-time economy whether through licensing, planning controls or creating events. A twilight market, late opening and click and collect opportunities may all encourage greater evening footfall although may not be universally supported by current retailers.

### *Jobs and living in the town centre*

A recent survey of businesses in the town showed that 69% of respondents would like to be located in the town centre; to network and interact with customers and suppliers. Enabling a better mix of employment and residential in the town centre will help vitality.

### *Public realm*

Particular attention should be paid to decluttering the Market Place e.g. getting rid of unnecessary street furniture to help people appreciate the buildings and spaces and generally making it more pedestrian friendly. The Panel wants the Market Place improvements to proceed and is disappointed by the interminable delays. There should be a focus on enhancing the positive 'touchpoints' in the town especially for visitors including new maps, a central point of reference, better signage, enhancing the car parks etc. Within the Market Place it is important to develop the concept plan further to include lighting, street furniture, hard and soft landscaping, signage and other ways of improving the amenity of the area.

### *Cleanliness*

There needs to be an honest recognition that the town centre is not cleaned well enough. There is a certain threshold beyond which town centres need to reach to make people feel comfortable, safe and involved (i.e. not drop their own litter). This has not been reached in Frome's case.

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## *making Frome a better place*

### *Moving Further*

The Panel decided to look at 3 elements more closely:

- Events and Marketing through Mark Brookes, Town Centre Community Coordinator, FTC
- The Cattle Market Car Park through Mark Brierley, Director, NVB Architects, Frome
- Signage through Neil Howlett, Frome Chamber and Des Harris, Mendip District Councillor.

The Panel was also aware of evidence and proposals emerging from the Keep Frome Clean Panel relating to the Town Centre.

### *Events and Marketing*

#### *Marketing:*

#### *Tourism*

Frome doesn't have a traditional tourist town profile. It doesn't have major heritage or other attractions but what it does have is a rich programme of events, some of which are attracting large numbers of visitors. This is true of the Frome Independent Market which now attracts on average 10,000 visitors per month. Frome also plays host to some quirky events such as the Steam Punk Festival which are attracting people who might otherwise not come to the town. Frome's quirkiness reflected in its mix of independent shops, music scene, writers, artists and makers is a particular strength that should come through stronger in marketing the town. With this and our recent 'Great Town' status in mind (awarded in part due the liveliness of our cultural offer), it would seem obvious to market Frome as a destination for events and the arts generally.

#### *Frome as a business location*

However, the Panel also recognised that from the point of view of developing new employment opportunities and creating an economically vital town centre and town as a whole, we need to make more of Frome's growing reputation as an exciting business hub for ethical, green, socially-engaged businesses. A large part of this marketing message is that Frome is a great place to live as well as work for those of an innovative, creative and community-minded nature.

The recommended marketing mix includes:

- Web: Further work to improve our online presence and with a particular focus on events and feature and champion local businesses
- Social Media / Apps: Increase profile and improve content
- PR: Build on the earlier successful national PR campaign for larger event marketing, reviews, press and blog coverage etc. and develop a more efficient in-house PR structure at FTC
- Accommodation Providers: Improve listings of accommodation including Airbnb providers, developing offers/weekend packages that capitalise on the growing events programme

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- Visit Somerset / Bath Tourism Plus: Further develop our working relationship with these destination management organisations to reach a wider audience and ensure that their own marketing reflects Frome's unique offer

Recommended budget for 2016/17: £30k

### *New events*

The approach should be to work with the local community and where possible help develop, facilitate and potentially fund or part-fund events that have grown organically from within the town. There may be opportunities to combine new events with existing ones e.g. expand the Festival or Carnival or privately run events such as Steam Punk or vintage weekends. In order to make this a viable strategy we need to ensure that the various Frome based venues, promoters, organisations and individuals involved in staging events in the town pool information. Bringing the accommodation, food and drink providers as well as retailers into the event planning process is crucial if we are to present a complete offering.

### *New event ideas for 2016/17*

- Frome Indie music festival – Students from Frome College have indicated that they would like a music event aimed at their age group; younger people are not currently catered for by live music venues in the town. It has been suggested that an event concentrating on 'Indie music' would fill a gap in the town's cultural calendar. An event management team with an age range from around 15-25 should be put in place including both college students and the Youth Production Network. FTC and the Cheese & Grain could help facilitate.
- Shop local week – An expansion of this year's event to be held in early November providing a platform for local performers
- Retail led events – Small bi-monthly retail led town centre events –designed to increase/spread footfall and increase retail sales
- Frome Fashion week – An idea put forward by retailers - a week of small in-shop fashion events and a public fashion show (Silk Mill or Cheese & Grain) covering both shops and local makers with sponsorship from shops/suppliers.
- Frome Festival of Design – linked in as a fringe of the Bath Festival of Architecture and based at Rook Lane Arts – possibly a fortnight of activities split between Rook Lane Chapel and The Old School House. Celebrating architecture, furniture & product design, graphic design etc.
- Frome Beer festival – A privately run beer festival (in cooperation with CAMRA) is being staged at the Cheese & Grain on 18 & 19 March 2016. This event could be expanded a little further into the town centre by staging a small scale complementary event such as street theatre or a series of quality buskers helping extend footfall from the Cheese & Grain into the town itself.

Recommended budget for new events 2016/17: £25k (this is additional to commitments to longstanding town centre events e.g. Frome Festival and the Frome Christmas Extravaganza)

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Integral to this programme should be the development of an overall public events diary with cooperation of all event organisers in town and surrounding area.

### *Market Yard (Cattle Market Car Park)*

Led by Mark Brierley of NVB, the Town Centre Panel has considered potential improvements to the Market Yard (Cattle Market Car Park) that address the following:

- The need to improve access for HGVs and coaches
- The need to define a better route for cyclists
- The opportunity to create a more defined pedestrian route from the Cheese & Grain to the Westway Centre and other parts of the town centre recognising that the Car Park is an important 'springboard' for visitors wishing to explore the town
- The need to create greater flexibility for outdoor activities and events
- The objective of improving public access to the river

A schematic has been developed showing how the Market Yard can be improved (see below).



## Masterplan Strategy

### Movement and Access

General pedestrian priority with specific recreational routes

- ① Riverside walk with seating and play features
- ② Riverside water park and boardwalk

### Flexible outdoor activity spaces

- ③ Bridge square
- ④ Justice Square - Information hub and toilets
- ⑤ Market square
- ⑥ Cheese and grain square

### Other destinations

- ⑦ Playground
- ⑧ Outdoor performance area

### Vehicles and parking

- ⑨ Service access road
- ⑩ Cycle route
- ⑪ Parking- a series of discrete spaces

## Frome Market Yard

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The components include:

- Service road for venues such as the Cheese & Grain that doesn't conflict with car parking.
- A new cycle way that picks up a route through to Justice Lane.
- Linking bridges and footpaths
- A series of activity spaces linked by a better defined spinal pedestrian route from the Cheese & Grain to the Westway Centre:
  - 'Bridge Square' could support events/performances.
  - 'Justice Square' would be an information point. Could be a tall 'marker' to identify this area.
  - Area from the toilet block to Cheese and Grain could be a 'Market Square' and could be covered.
- A park area and boardwalk that improves access to the River Frome in line with the Frome River Strategy. Changes in river levels could be dealt with by having paths at two different levels
- A new outdoor performance area immediately to the east of the Cheese & Grain (parking area not well used) – this feature could support the music festival discussed earlier in the meeting
- Overall these plans are likely to reduce parking from 380 to 250 spaces.

This is a concept plan only but one around which investment decisions can be made. The Panel recognises that these proposals have the potential to deliver elements of the Mendip Local Plan, Mendip Economic Development Strategy and the Frome Neighbourhood Plan. In recognition of this and the fact that the Market Yard is owned by Mendip DC, the Panel recommends that FTC meets with MDC to develop joint objectives for the regeneration of the Market Yard.

### *Signage*

The following conclusions have emerged from the Panel's consideration of signage in the town centre:

- The importance of improving signage as part of delivering positive 'touchpoints' for visitors that will hopefully enhance their experience of visiting the town centre
- The need for better signs to car parks, better signs for visitors and better signs to public toilets
- The importance of implementing a Signage Priorities list that had already been agreed between FTC, MDC and Frome Chamber in February 2015 (see below)

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*Signage Priorities (notes from meeting 2 March 2015 between FTC, MDC and Frome Chamber of Commerce)*

#### *a. Cattle Market Signage*

- Halfway down the hill (North Parade) new sign needed on the left saying "P -> Shoppers Car Park". There is an existing post which could be used.

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- The sign at the bottom of the hill on the left pointing to Cattle Market car park needs to be double its current size.
- The sign on the left opposite the museum saying “unsuitable for HGV’s” needs to be removed and replaced with “Access to shoppers car park only”.
- The direction sign to the hospital and sports centre should be removed?
- The sign in front of the museum needs updating to include removing the reference to Shopmobility.
- More signs should include the Cheese and Grain.

### *b. Cork Street Signage*

- As you walk up Cork Street towards the car park, the first sign on the right should be removed.
- Better directional signs required for when the car park is full.
- A sign to be erected on the wall of the nursing home opposite the car park directing all traffic leaving the car park to turn left.

### *c. Bath Road Junction*

More prominent “P” sign needed.

### *d. Opposite Keyford Junction*

- There needs to be a “Town Centre and P” sign as traffic approaches the junction, before splitting into 2 lanes.
- “P” needs to be included in the direction sign opposite the junction.

### *e. Garsdale Junction*

The current signage does not direct to any other car parks. It should say “Town Centre and P” and the WC and disabled logo should be removed.

### *f. Vicarage Street Car Park*

A sign is needed at the ticket machine/tariff board to say “Long stay parking is available at Merchants Barton car park. Turn right out of this car park”

### *g. Merchants Barton Car Park*

A sign is needed on the wall of the toilet block directing customers to the toilets at Cattle Market car park.



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### *Saxonvale*

The Panel recognises the importance of Saxonvale to the overall health of the town. The possibility that the Frontier scheme may now fall opens up all sorts of possibilities around land consolidation, links to the town centre itself and the ability to produce a development unique to Frome. This may be a once in a generation opportunity and the Town Centre Panel would recommend that all parties act promptly and decisively to ensure that this opportunity does not slip between our fingers.

### *Recommended Programmes & Projects*

There are implications contained in this report for many actors in the Town Centre including the Chamber of Commerce, Mendip DC, the County Council, user groups and individual property owners. This part of the report refers particularly to the Town Council. Many of the recommendations will need to be the subject of separate more detailed reports but trying to get agreement and integrating some of them into Council processes will allow for better resource planning. The budget proposals are those suggested by the Panel but may be subject to adjustment as part of the Council's own budget setting processes.

1. To commission a specialist report setting out guidelines on future street furniture, signage, soft and hard landscaping, lighting and their maintenance in the town centre and to include a sum of £15k for consideration in the 2016/17 budget for the completion of this report. Implementation to be funded using the existing Earmarked Reserve for Market Place Improvements.
2. As part of increasing awareness of facilities in the town and improving signage, secure the delivery of new town maps and signage and the removal of ambiguous or obsolete signage (refer to Signage Priorities list agreed between FTC, MDC and Chamber of Commerce – see above)
3. To commit to engaging with The Great British High Street proposal for a High Street Digital Lab to share knowledge about e-commerce and town centres, with a view to Frome being an exemplar town. To be funded externally.
4. To reconfirm the Council's commitment to phases 1 and 2 of Market Place improvements to improve footfall and the quality of the environment for pedestrians.
5. To promote a strategic review of parking provision in the town including location, number, management and pricing
6. Develop an events programme that supports individuals who wish to put on events and that appeals to different sections of the community. Set aside a budget of £25k for this purpose.
7. Coordinate and market/promote the town as a visitor destination, location for business and a place to live and work. Set aside a budget of £30k for this purpose.
8. Investigate the provision of new employment space and residential accommodation utilising vacant space above shops
9. To develop masterplans for key parts of the town centre including the Market Yard to deliver economic, social and environmental objectives. Meet with MDC to develop

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joint objectives linking the visions of the Mendip Local Plan, Mendip Economic Development Strategy and Frome Neighbourhood Plan. Set aside a budget of £10k for the Market Yard masterplan work.

10. That the relevant recommendation referring to the Town Centre arising from the Keep Frome Clean Panel be adopted for 2016/17
11. That the Council continues to play a leading role in the development of the Saxonvale site in an appropriate manner, it continues to commission the right level of skills to fulfil that role and suitable funding be included in the 2016/17 budget. The Panel strongly recommends that all public sector bodies involved in regeneration in the town, including the District and County Councils and potentially the Homes and Communities Agency treat this issue as urgent and of the highest priority.

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ENVIRONMENTAL  
ECONOMIC HEALTH &  
DELIVERY  
SOCIAL VITALITY

Maintain and enhance the economic health and vitality of the town centre. Continue to rebalance the emphasis from physical to social and from ad-hoc to coordinated marketing

**Adaptation** - Enable the town centre to adapt to the changes in the retail market including adapting to the impact of e commerce

REC 3: Engage with The Great British High Street proposal for a High Street Digital Lab to share knowledge about e-commerce and town centres, with a view to Frome being an exemplar town.

Improve provision for delivery and pick up points in the town

**Footfall** - Increase footfall in the town centre and encourage multi-purpose visits

REC 4: To reconfirm the Council's commitment to phases 1 and 2 of Market Place improvements to improve footfall and the quality of the environment for pedestrians.

Provide mini bridge over stream for wheelchair users on Cheap Street

REC 2: As part of Increasing awareness of facilities in the town and improving signage, secure the delivery of new town maps and signage and the removal of ambiguous or obsolete signage

**Access** - Improve access to the town by all forms of transport but especially by foot and cycle. Provide facilities for buses and coaches. Ensure adequate number of parking spaces and improve management and efficiency of use

REC 5: Promote a strategic review of parking provision in the town including location, number, management and pricing

Differentiate between long stay and short stay parking provision. Increase use of parking areas in North Parade

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Support a multi-use town centre including shopping, living, working, leisure activities, multi layered social interactions, events and places to eat and drink.

**Events** - Enable the Town Centre to host both formal and informal events. Provide flexible and inclusive facilities. Co-ordinate and increase event numbers.

**Night-time economy** - Support the night-time economy through licensing, planning controls and events.

**Jobs** - Enable more office employment opportunities in the town centre

**Living in town** - Enable more residential opportunities in the town centre

REC 6: Develop an events programme that supports individuals who wish to put on events and that appeals to different sections of the community

REC 7: Coordinate and market/promote the town as a visitor destination, location for business and a place to live and work

REC 8: Investigate the provision of new employment space and residential accommodation utilising vacant space above shops

Support the Frome Cobble Wobble/other cycling events

Support Frome College and the young people who wish to host their own events e.g. Frome Indie music festival

Support retail-led town centre events e.g. Frome Fashion Week, Shop Local Week

Support Frome Festival of Design to celebrate architecture, furniture and product design, graphic design etc.

Produce a schedule of events and keep it updated

Experiment with a twilight market, late opening and click and collect opportunities to encourage greater evening footfall

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Improve the quality of the Town Centre environment especially the public realm and those positive "touchpoints" important to visitors and tourists. Enable people to feel comfortable, safe and involved

**Public realm** - Improve the quality of the public realm especially in the most important Town Centre spaces - the Market Place and the Market Yard. Part of this is removing obsolete and blighted features of the Town Centre: disused toilets, old signage, damaged street furniture etc.

REC 1: To commission a specialist report setting out guidelines on future street furniture, signage, soft and hard landscaping, lighting and their maintenance in the town centre

REC 9: Develop masterplans for parts of Town Centre including the Market Yard to deliver economic, social and environmental objectives. Meet with MDC to develop joint objectives linking the visions of the Mendip Local Plan, Mendip Economic Strategy and the Frome Neighbourhood Plan

Develop a scheme for the removal or redevelopment of the obsolete toilets by Chateau Gontier Walk

**Cleanliness** - Improve the cleanliness of the Town Centre

REC 10: That the relevant recommendation referring to the Town Centre arising from the Keep Frome Clean Panel be adopted for 2016/17

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Concentrate on smaller scale geographic and threshold improvements that are within reach.

**Saxonvale** - Set Saxonvale issues to one side; there remains too much uncertainty and complexity to deal with this issue through this strategy

REC 11: That the Council continues to play a leading role in the development of the Saxonvale site in an appropriate manner, it continues to commission the right level of skills to fulfil that role and suitable funding be included in the 2016/17 budget.

That the Council continues to pursue the possibility of a Neighbourhood Development Order for the town centre to assist in the development of Saxonvale and to reduce delay and uncertainty in future plans and proposals.

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## 11. For information: Update on current projects



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

## Frome Town Council website



We have re-launched the Frome Community website, and following feedback have established a "Quick links" section, giving answers to frequently asked questions more swiftly.

[www.frometowncouncil.gov.uk](http://www.frometowncouncil.gov.uk)

## Reporting Local Crime

The Town Rangers are continuing to work closely with the town's PCSOs to tackle anti-social behaviour. They are monitoring activities such as graffiti and reporting findings to the PCSO team.

Nevertheless Rachel Clark, Neighbourhood Police Team Sergeant is urging people to keep reporting these types of crimes by calling 101 or looking up your local PCSO on this website

[www.avonandsomerset.police.uk/](http://www.avonandsomerset.police.uk/).

You should use 999 if:

- A crime is happening right now.

- Someone is in immediate danger, or there is a risk of serious damage to property.
- A suspect for a serious crime is nearby.
- There is a traffic collision involving injury or danger to other road users.

## Plastic engineering in Frome

Peter Wheelhouse and Laura Parry from the Economic and Regeneration team visited Protomax on the Vallis trading estate last week, along with several local architects and building professionals. This visit was to help local businesses make use of the innovative recycled plastic construction materials produced by Protomax. The technology is unique as the only means by which any type of plastic can be recycled into useful building materials. Attendees: Graham Burgess, Mark Brierley (NVB architects), Terry Pinto (PAAD Architects), Nick Calvert (Sustainable Britain), David Saunders (Bristol Power).

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## New Trees for our open spaces



We have just ordered a variety of trees to be planted up on Mary Baily, in Victoria Park and the Old Showfield for the New Year.

Including three *Cercidiphyllum japonicum* trees. Also known as Katsura

trees. But most commonly known as Candyfloss trees because of the lovely and warming burnt sugar smell when the leaves fall in autumn!

## Pedal Power



Fair Frome and the Big Christmas get-together would like to say a BIG thanks to everyone for their support on Sunday 6 December, for all efforts by the many volunteers, market organisers and staff who helped with

fundraising for the two charities. A number of Frome Town Councillors provided market customers with a Park & Ride service on an electric Pedicab up and down the hills of Frome! The cycle-rides raised over £50. The cabs used were handmade in Frome.



## **12. For decision: Market Place remodelling**

Author: Peter Wheelhouse, Economic Development & Regeneration Manager

### *Summary and introduction*

Following the report to the last Council meeting on the Boyle Cross proposals, this report seeks re-confirmation from Cllrs that FTC will press ahead with the Market Place remodelling project. It makes specific recommendations to appeal against the refusal of permission for the first phase of development and to accelerate progress on the traffic calming, courtesy crossings and other highway improvements that are necessary to make the town centre more pedestrian friendly.

### *Background and next steps*

At the last meeting of the Council, Cllrs heard that planning applications relating to improvements to the area around Boyle Cross area had been refused by Mendip. At the time of publication of this report, a formal notice regarding the refusal of the certificate of lawfulness application had been received. It offered no reason for refusal.

Notices relating to the other two applications were awaited. However, the expectation is that they will confirm what we already know that reasons for refusal were the loss of parking with no reasonable prospect of suitable alternative spaces being provided and that the development would cause harm to the heritage asset all contrary to Mendip planning officers' recommendations.

Having already taken advice on the matter, it is clear that there are strong grounds for appeal on all three; the Planning Board had ignored planning policy and the advice of its own officers and appeal seems the appropriate next step.

Whilst the process of appeal takes its course, it is important that progress is accelerated in terms of the planning and delivery of the other elements of the project that include traffic calming and courtesy crossings as these are equally important in terms of developing a more pedestrian friendly environment within the town centre.

The next step will be discussions with the County Council as Highway Authority as these other elements involve Highway land.

Cllrs will note that the Town Centre Panel has recommended that the Council reconfirm its commitment to the Market Place Remodelling Project.

### *Recommendations*

1. That Cllrs re-confirm their commitment to the Market Place Remodelling Project and authorise discussions with the County Council with a view to accelerating progress in terms of the planning and delivery of the traffic calming and courtesy crossing elements of the project
2. That the Council appeals against refusal of the three planning applications relating to Boyle Cross by Mendip DC and authorises the EDM to engage professional planning and legal advice to enable those appeals to be submitted – to be funded using the existing Market Place Remodelling EMR

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## 13. For decision: Grants applications for approval

Author: Ruth Knagg, Community Projects Officer

### *Summary*

The Grants Advisory Board has met to consider grants applications for the second round of this financial year. The Board's recommendations are in the report below and it is recommended that Cllrs agree these.

### *Background*

The total sum of grants available this year is £65,000 of which:

- £10,000 is for fundraising advice contract (currently delivered by Greenstrand and agreed at the September Council meeting to extend to March 2016)
- £55,000 is project grants to be allocated over three grant rounds  
£17,908.96 of this was distributed in the first round
- A further £3,878 Youth Bank fund (EMR)

Grants Advisory Board propose the following applications be approved in Round 2 of the 2015/16:

<b>Recommended for approval</b>			
<b>Organisation</b>	<b>Project</b>	<b>Amount Requested</b>	<b>Amount agreed</b>
Harry's Hydro	Critchill School sessions - as per 10 year agreement	£8,000	£8,000
Citizens Advice Bureau	Contribution to Frome Bureau costs	£5,000	£5,000
Merlin Theatre	Core costs	£5,000	£3,000
Frome Allotments Association	Outreach worker	£3,000	£3,000
Wansdyke Play Association	Community play on Old Showfield	£2,996	£2,996
Purple elephant CIC	Sports Fest 2016	£2,360	£2,360
Young People Frome	Frome Active & summer holiday activities	£3,000	£3,000
Golden Oldies	Sing & Smile	£783	£300
Jackdaws	Love Potion	£1,500	£500
Frome Museum	Upgrade display cases	£3,444	£500
Holy Trinity church	Transforming Lives (new chairs)	£3,000	£2,000
Keyford Community Gardens	New Growth	£500	£500
Open Storytellers	Friends Meet Up	£3,000	£3,000
Mendip Community Transport	Frome costs	£3,000	£1,500
Frome College	Counselling - supervision costs	£560	£560
<b>Total</b>			<b>£36,216</b>

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The following applications are not recommended:			
Critchill School	Mobile café	£3,000	Good education potential but low community impact and at a high risk
Wessex Counselling	Child counselling	£3,000	Chose to fund counselling in Frome College that was also put forward this round. Ask that they liaise.
Life Education Wessex	Helping children make healthy choices	£2,015	A good education project but not one the town council feels it should fund.
Contact a Family	Supporting families with disabled kids	£2,575	This UK-wide charity has large unrestricted reserves.

If the recommendations are accepted, a small total of £4,171 will remain to be allocated in the third round in February 2016. At this meeting, a full review of the grants system will take place and also consideration of the tender process to renew the external fundraising advice and support contract that is held by Green Strand until March 2016.

## *Recommendation*

Agree the recommendations of the Grants Advisory Group as above.

## **14. For decision: To approve FTC's response to the draft Local Plan part II**

Author: Jane Llewellyn, Planning & Development Officer

## *Summary*

On 12 November 2015, the Planning Advisory Group discussed the questions relating to Frome for the Mendip District Local Plan Part 2 consultation. Included within those questions are sites put forward for Housing and Employment allocations and designation of Local Green Spaces and Open Areas of Local Significance.

The Planning Advisory Group has agreed that as this consultation is a significant part of the Local Planning process, the proposed consultation responses should be referred to Council.

This consultation is the first stage of a two year process; in addition to the proposed consultation responses, Frome Town Council will continue to work with Mendip District Council throughout the process.

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## Timetable and next steps

Stage	Comment	Public Consultation?	Expected Date
<b>Issues &amp; Options</b>	Scoping out ideas and identifying options for the plan.	✓	Sep/Oct/Nov 2015
<b>Publication</b>	Council publishes the final draft Plan followed by a six week period for formal public comment.	✓	Autumn 2016
<b>Submission</b>	Plan is formally sent to the Government for examination (see below).	✗	Early 2017
<b>Examination</b>	Plan independently scrutinised by Government Inspector. This will involve public hearings.	✗	Spring 2017
<b>Adoption</b>	Plan formally brought into effect.	✗	Autumn 2017

The table and appendices below set out the Planning Advisory Group's recommendations to Council in response to the Mendip District Local Plan Part 2 public consultation.

### *Recommendation*

Approve the recommendations of the Planning Advisory Group regarding the response to the Mendip District Local Plan Part 2 public consultation.

# FROME TOWN COUNCIL

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## Mendip Local Plan Part 2 - Questions relating to Frome

Number	Question	Frome Town Council response
<b>Housing</b>		
FROQ1	A need for a minimum of 2,300 houses has been identified in Frome. However, are there any reasons why we should consider identifying providing additional housing in Frome in the Local Plan Part II?	Additional housing could be provided in Frome through a well-designed strategic extension that is comprehensively planned and includes all the necessary infrastructure and transportation issues.
FROQ2	Which of the sites would you support / not support to accommodate housing and why? Please include site reference(s) where applicable and have regard to the constraints outlined in Tables A and B in explaining your reasons.	See Appendix 1 below for comments on site allocations.
FROQ3	Are there any other potential development sites (including brownfield) that we have not identified which you would like to draw our attention to?	No
FROQ4	What types of development would you like to see on any of the site(s) identified e.g. housing of a particular size or type, affordable housing, custom build or mixed use schemes?	The proposed sites within the development boundary and closer to the town centre that would not result in the loss of employment uses, would be best suited for custom build or appropriate housing for older people. All sites should be considered for at least an element of custom build.
<b>Employment</b>		
FROQ5	Given the need outlined for approximately 4 hectares of employment space, which site(s) or area(s) in or around Frome are most suitable for new employment development? Please state where and why	The most suitable sites for employment development would be those adjoining exiting employment sites, in particular The Marston Trading Estate and Commerce Park.
FROQ6	Is there a need for land for employment/commercial development allocations in addition to the need already	Frome Town Council has commissioned a workspace study, which clearly identifies that there is a

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	identified? If so, what types and where could such development take place?	need for allocations. The study outlines the type of premises that are required. A full copy of the report is attached (To follow)
FROQ7	Are there any existing employment or commercial sites in or around the town that are currently unsuitable or underused and may present an opportunity for redevelopment? If so where and why?	None identified
FROQ8	Are there any existing employment or commercial sites in or around the town that you feel are important to retained in their current use if at all possible? If so where and why?	The Employment Land Study Nov 2012 on behalf of Frome Town Council, identifies 25 sites that should be protected from redevelopment and are covered by Policy BE2 of the Frome Neighbourhood Plan
<b>Development Limit</b>		
FROQ9	Does the current Development Limit reflect the existing and likely future built up area(s) of Frome?	It reflects the current development but not the likely future development. Any major extension to the boundary should be supported by a masterplan for development
FROQ10	Do you feel the current Development Limit should be changed? If so where and why?	The majority of suitable sites put forward for allocation are to the South of Frome. As previously mentioned a Masterplan for the comprehensive development of this area should be brought forward; this would effectively change the development limit
<b>Infrastructure/Facilities</b>		
FROQ11	Is there a need for further infrastructure or facilities in the town e.g. open space, footpaths or cycleways, meeting places, car parks? If so, please specify what and where.	<p>The Town Council's Sports &amp; Leisure Panel has identified requirements for additional sports &amp; cycle path infrastructure in and around the town, which are summarised below.</p> <ul style="list-style-type: none"> <li>• Football pitches required 3 adult sized pitches, 3x9 aside, 2x7 a side, 2 hockey pitches, changing rooms, toilets and floodlights.</li> <li>• 3G Full size pitch Football Pitch</li> </ul>

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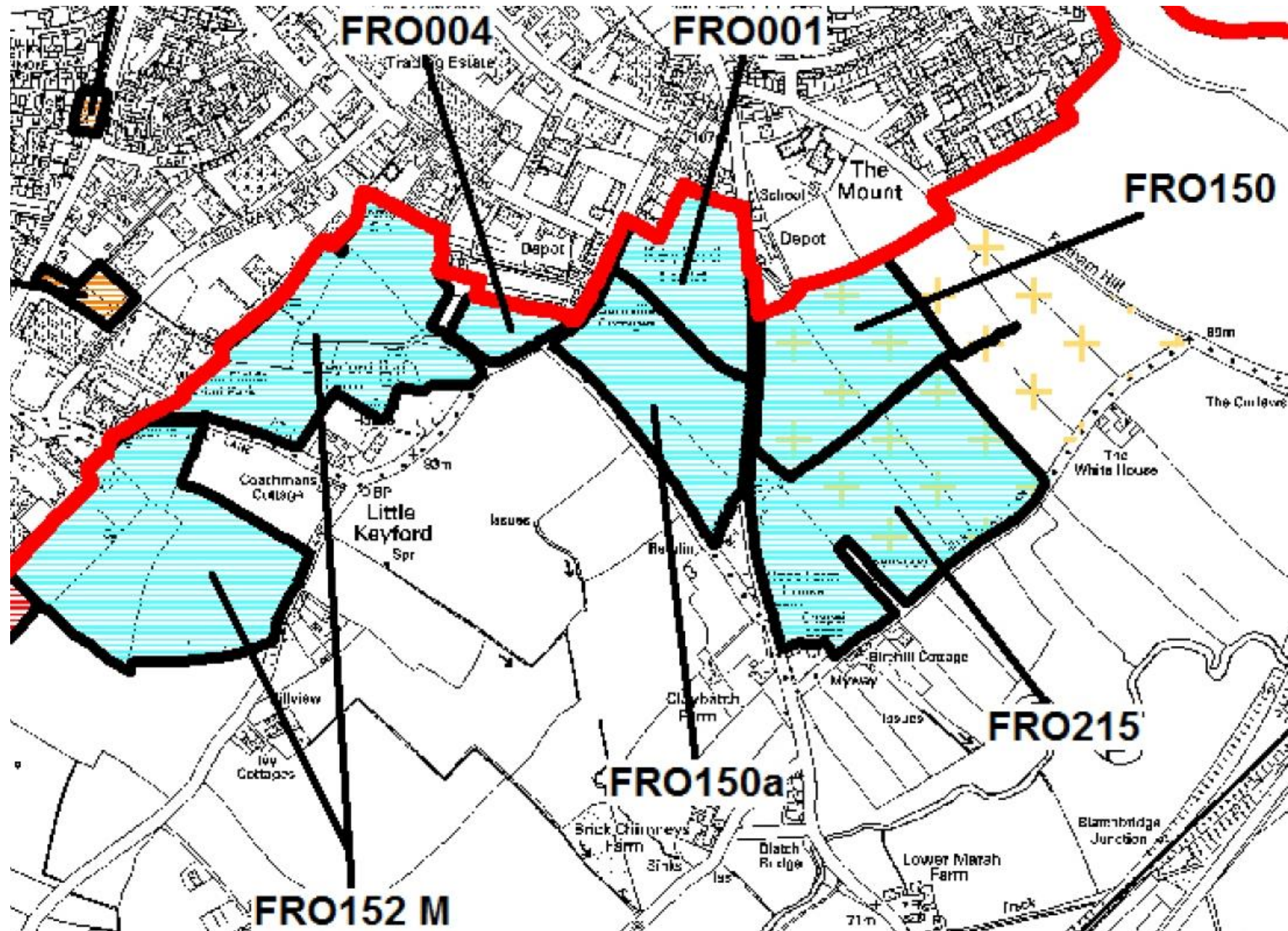
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		<ul style="list-style-type: none"> <li>• Full size netball court inside and out</li> <li>• Athletics / Running Track</li> <li>• Rifle/Archery Range – indoor and outdoor</li> <li>• Larger swimming pool (50m) with diving boards</li> <li>• Outdoor exercise equipment (accessible gym equipment and fitness trail)</li> <li>• Marked cycle paths across the town</li> </ul> <p>The panel is continuing to look at these requirements and possible locations. The final report will be submitted to MDC once further work has been carried out</p>
<b>Open Areas of Local Significance/Local Green Spaces</b>		
FROQ12	Looking at the Open Areas of Local Significance /Local Green Space criteria [Mendip Section appendix 2] do you think all of the sites listed still warrant designation? If so, why are they special?	For the reasons they were identified and designated in the first instance, we strongly believe that all of the spaces designated as Open Areas of Local Significance still warrant this designation.
FROQ13	Are there any sites from which you feel the designation should be removed? If so which one(s) and why?	We don't believe that any of the spaces should have their designation removed.
FROQ14	Are there any new areas of land that you feel merit designation? If so please provide details of where and why.	<p>We believe there are a number of areas &amp; spaces that merit designations.</p> <p>For full details see Appendix 2</p>
FROQ15	Are there any other planning issues in Frome that you feel should be addressed in the Local Plan Part II?	None
FROQ16	Is any of the information presented incorrect or in need of updating? If so, please specify.	None



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## Appendix 1 - Site allocations





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Site Reference Number	Size of site (ha)	Key site characteristics	Constraints and Considerations	Mendip District Council Initial Assessment	Frome Town Council Response
<b>FRO001</b> Keyford Field, Little Keyford Lane	2.4	Fields along Little Keyford Lane. Currently outside the Development Limit but adjacent to existing housing.  Adjoins the Hardings Depot and Marston Trading Estate.	<ul style="list-style-type: none"> <li>• Grade 3a Agricultural Land.</li> <li>• Impact of adjacent noise generating uses</li> <li>• Impact on existing adjacent employment activities.</li> </ul>	Potentially suitable for development although the impact of and from adjacent uses will need to be considered, as well as the loss of agricultural land.	Support the allocation of this site subject to the constraints and considerations being addressed.  This site should be considered as part of a wider Masterplan for the area

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<b>FRO004</b> Little Keyford	0.73	Field adjoining the development limit on the southern edge of Frome. Some residential properties directly to the north and to the south west. Fields to the south.	<ul style="list-style-type: none"> <li>• The trees along the frontage are covered by a TPO</li> <li>• Potential landscape impact</li> </ul>	Potentially suitable for development although consideration of the sites landscape impact will be needed as well as the protection of the significant trees.	<p>Support the allocation of this site subject to the constraints and considerations being addressed</p> <p>This site should be considered as part of a wider Masterplan for the area</p>
<b>FRO150</b> Land south of The Mount, Frome	3.97	Greenfield site currently in agricultural use.	<ul style="list-style-type: none"> <li>• Promoted land lies within the designated Future Growth Area for Frome.</li> <li>• Potential landscape impact</li> </ul>	Site has been subject to consultation and consideration during the Local Plan Part I process and has been identified as a Future Growth Area for Frome although consideration of its impact of the landscape will be needed.	<p>Support the allocation of this site subject to the constraints and considerations being addressed</p> <p>This site considered as part of a wider Masterplan for the area</p>

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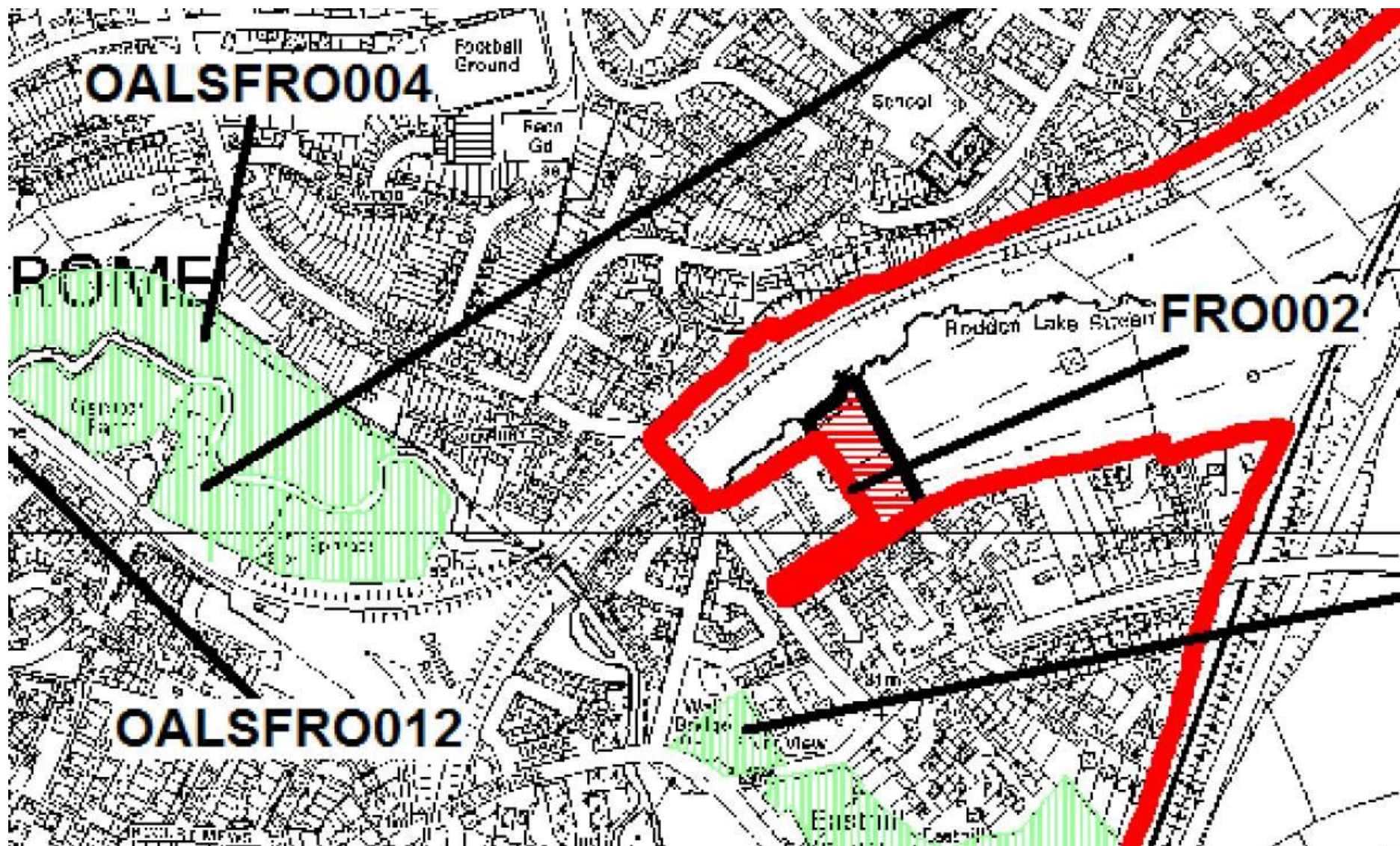
<b>FRO150a</b> Land east of The Mount, Frome	3.65	<p>Large field lying between Little Keyford Lane and the B3092</p> <p>The site slopes gently away in a south westerly direction and enjoys some screening from a number of lower mature hedgerows.</p>	<ul style="list-style-type: none"> <li>• Potential landscape Impact</li> <li>• Highways access</li> </ul>	Potentially suitable for development although the impact on the landscape will need careful consideration.	<p>Support the allocation of this site subject to the constraints and considerations being addressed</p> <p>This site should be considered as part of a wider Masterplan for the area</p>
<b>FRO152M</b> Land to north and south of Sandys Hill  <b>Promoted for Housing and Employment Use</b>	12.4	Agricultural land adjoining the Marston Estate and promoted for housing and extension to Industrial Estate (retail and employment units). Principal access would be via the Sainsburys roundabout.	<ul style="list-style-type: none"> <li>• Landscape Impact</li> <li>• Impact on existing adjacent employment activities.</li> <li>• Highways</li> </ul>	Potentially suitable for development, although consideration of the impacts upon or from neighbouring uses will need to be considered.	This site is crucial in providing an extension to the existing Marston Trading Estate. As no other land has been put forward for Employment Land, this site should be allocated for Employment use and considered as part of a wider Masterplan for the area

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<b>FRO215</b> Land north of Birchill Lane	6.8	<p>Extensive area of greenfield land lying to the south of the Mount bounded to the south by Birchill Lane.</p> <p>The land slopes consistently downwards in a southerly direction and is subdivided by hedgerows.</p>	<ul style="list-style-type: none"> <li>• Potential landscape Impact</li> <li>• Part of this site has been identified in Local Plan Part I as a Future Growth Area.</li> </ul>	Potentially suitable for development although the impact on the landscape will need careful consideration.	<p>Support the allocation of this site subject to the constraints and considerations being addressed</p> <p>This site should be considered as part of a wider Masterplan for the area</p>
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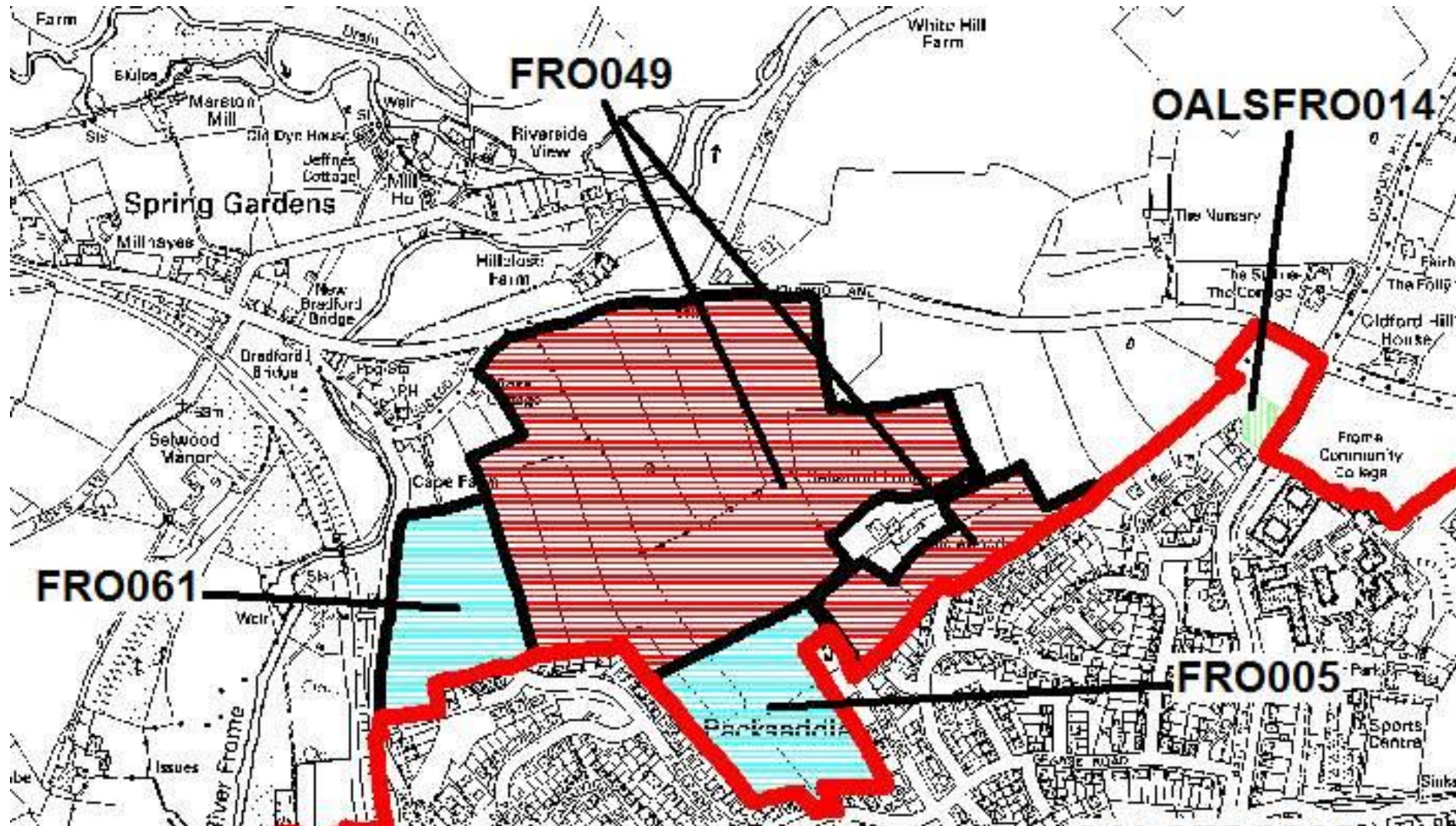
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Site Reference Number	Size of site (ha)	Key site characteristics	Constraints and Considerations	Mendip District Council Initial Assessment	Frome Town Council Response
<b>FRO002</b> Land at Rodden	0.9	L-Shaped field which slopes down from the south to Rodden Lake. Stream runs along the northern edge. Field access from Rodden Road to the west. Electricity power stations lie immediately to the west.	<ul style="list-style-type: none"> <li>Proximity to the railway line beyond.</li> <li>Overhead power cables extend across the site from west to east.</li> </ul>	This site could potentially be suitable for development, but the costs of undergrounding the high voltage power lines mean this site is very unlikely to be a viable option and has been excluded as a possible option as a result.	Given the site constraints and considerations, this site should not be allocated for development



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Site Reference Number	Size of site (ha)	Key site characteristics	Constraints and Considerations	Mendip District Council Initial Assessment	Frome Town Council Response
<b>FRO005</b> Land at Packsaddle	3.35	4 parcels of grazing/agricultural land between Packsaddle and Leys Lane  The site slopes downwards into the river valley.	<ul style="list-style-type: none"> <li>• Landscape impact</li> <li>• Rights of Way</li> <li>• TPO trees</li> <li>• Land owned by SCC for education (school site)</li> </ul>	While this site is potentially suitable its availability is dependent on clarifying reviewing future school development and capacity.	<p>This site should be retained for future School development unless Somerset County Council can demonstrate that the provision is not necessary.</p> <p>Further investigation should be carried out on the suitability of developing this site in particular the ecological surveys and assessment of the heritage value of the field system</p>
<b>FRO061</b> Land at Innox Hill , off Packsaddle Way	2.98	Agricultural land to the north of the Innox area of Frome and lies adjacent to the River Frome.  The site slopes downwards into the river valley and can be accessed from Packsaddle Way to the south.	<ul style="list-style-type: none"> <li>• Potential landscape impact</li> <li>• Site lies within sewage buffer zone</li> </ul>	The site is potentially suitable for development although consideration will need to be given to the constraints identified.	Object to this site being allocated. The landscape impact in this location would be significant and development of this site would have an unacceptable impact on the existing settlement of Spring Gardens.

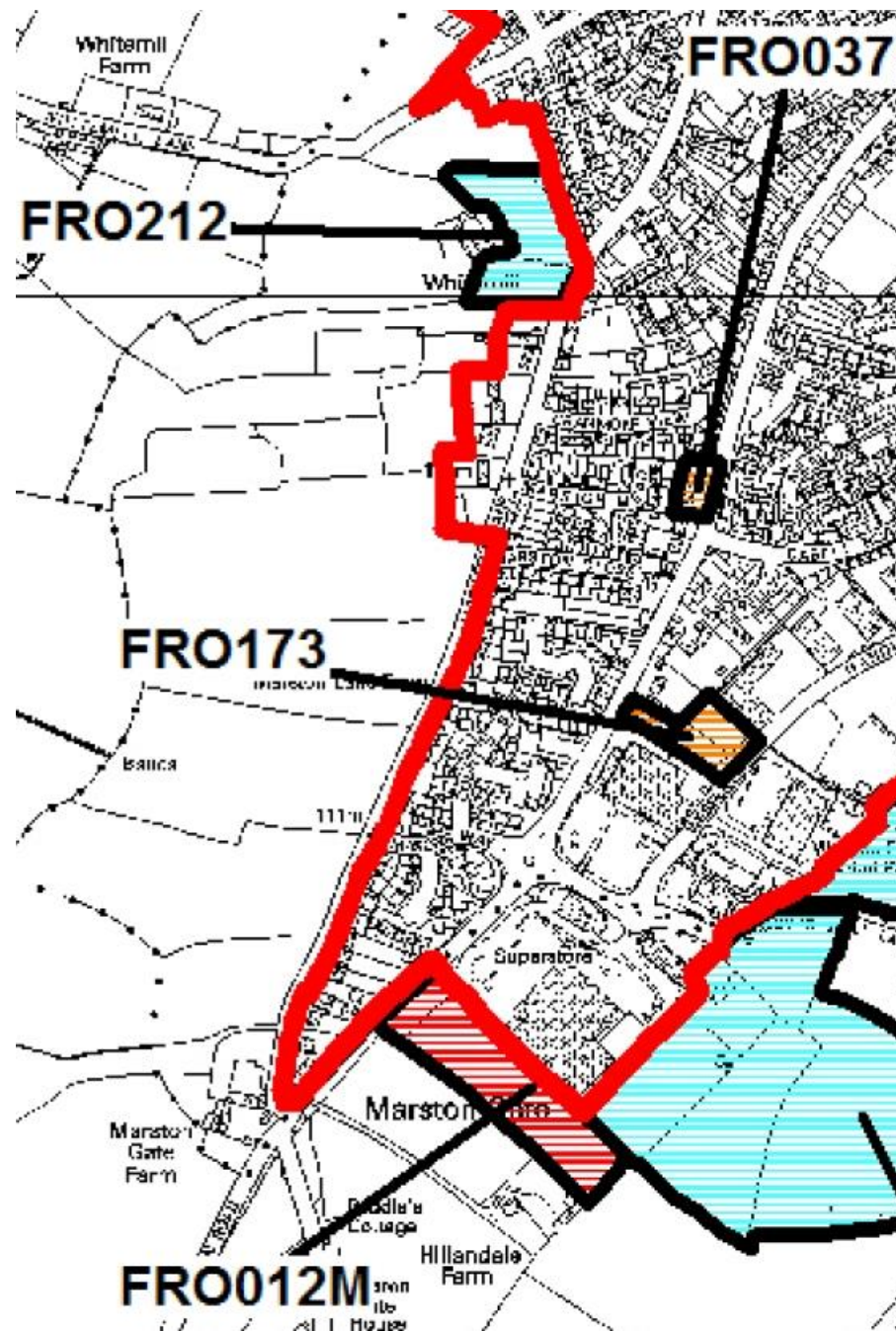


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<p><b>FRO049</b> Land North of Packsaddle Way, Frome</p>	<p>18.3</p>	<p>Extensive area of agricultural land to north and south of Selwood Lodge. Land slopes away from the existing edge of the settlement and is highly visible in the landscape.</p>	<ul style="list-style-type: none"> <li>• Location rejected as strategic growth option in Local Plan Part 1 process due to landscape impact on the Frome River Valley.</li> <li>• Rights of Way cross site (north to south)</li> <li>• Local Wildlife site (Mells River) to north</li> <li>• Infrastructure and highway requirements</li> <li>• Impact on setting of Listed Building (Selwood Lodge)</li> </ul>	<p>While land south of Selwood Lodge could be potentially suitable (with access from Lily Batch), the whole promoted land is excluded as extensive built development would breach the ridgeline and have a significant impact on the setting of Frome. The larger site would create a strategic-scale extension to the north of Frome.</p>	<p>Agree that this site is not suitable for allocation</p>
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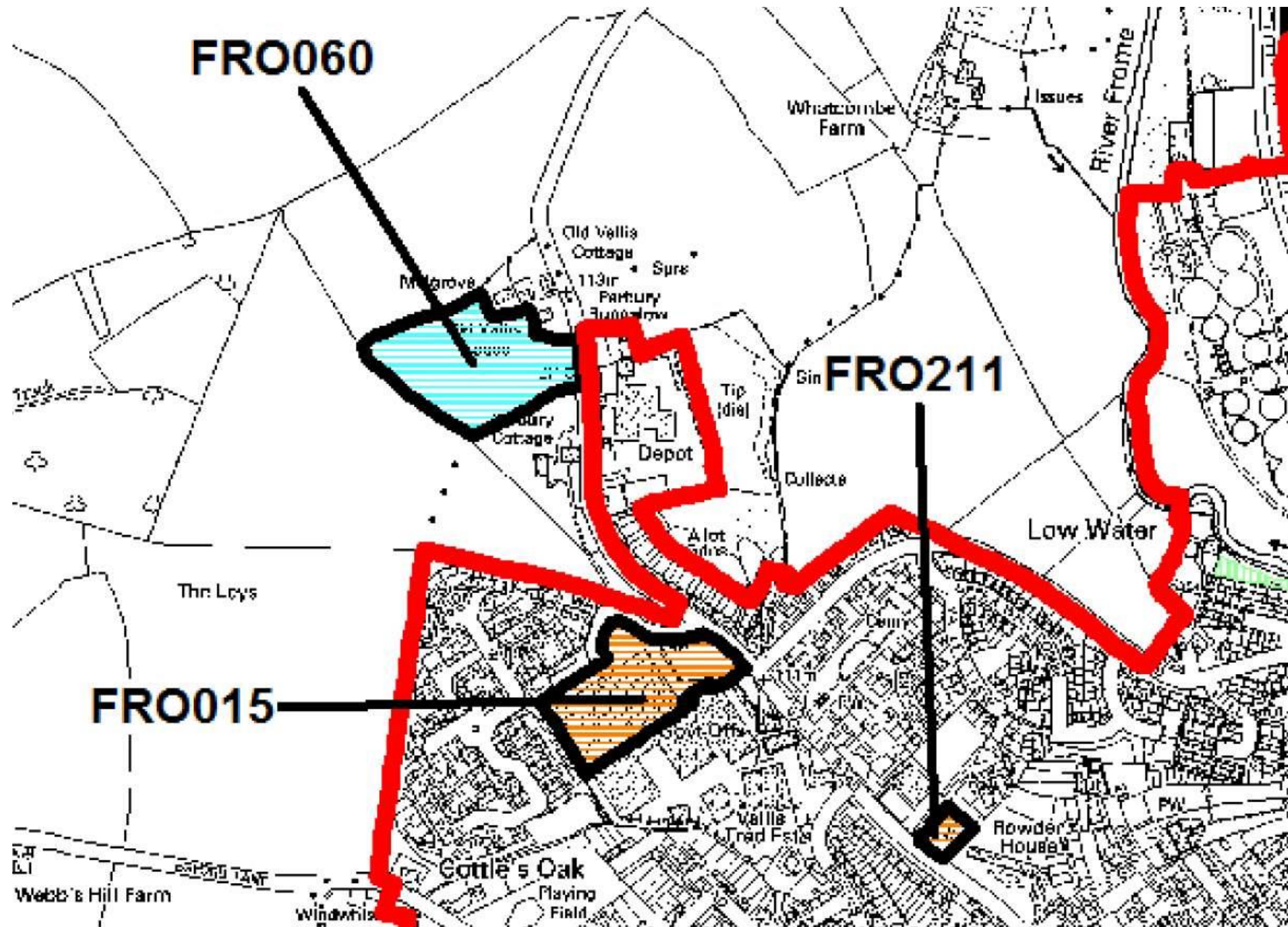
Site Reference Number	Size of site (ha)	Key site characteristics	Constraints and Considerations	Mendip District Council Initial Assessment	Frome Town Council Response
<b>FRO037</b> Land adjacent to 2 Marston Road, Frome	0.17	Small site adjacent to existing high density residential units. Located on very southern edge of the settlement.	<ul style="list-style-type: none"> <li>No significant constraints identified at this stage.</li> </ul>	No significant constraints identified. Potentially suitable for development.	Smaller sites within the boundary that are well linked to the town's amenities should be considered as sites for Custom Build
<b>FRO173</b> Land Off Marston Road, Frome	0.44	Grazing field within the urban area on the main route in to Frome town centre. The site lies between retail warehousing and employment development and also adjoins sparse residential development to the north east and estate development to the north. Access currently achievable from Marston Road.	<ul style="list-style-type: none"> <li>Need to retain employment land</li> <li>Impact from and upon adjacent employment and warehousing uses.</li> <li>Significant trees on Marston Lane frontage</li> </ul>	Potentially suitable for development although the need for this site for employment uses will need to be considered as well as the constraints identified.	This site should be allocated as Employment Land given its proximity to the existing employment uses. A mixed use development with housing onto Marston Road would be more appropriate
<b>FRO012M</b> Land at Marston Gate, Frome	1.46	Greenfield site adjacent to Sainsburys with outline consent for business park. Being promoted for a pub/restaurant to front and residential behind.	<ul style="list-style-type: none"> <li>Potential landscape Impact</li> <li>Loss of extant employment permission</li> </ul>	Potentially suitable for development although the loss of this site from an extant employment permission will need to be considered.	Given the lack of employment land that has come forward it is essential that this land remains available for Employment use

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<b>FRO212</b> Land Off Marston Lane, Frome, BA11 1DG	0.72	<p>Open agricultural land on the western edge of Frome with mature trees and hedgerows.</p> <p>Site backs onto properties on Critchill Road and a large residential property (Whitemill) which could provide an access point. There is a bus stop at the southern end of Critchill Road.</p>	<ul style="list-style-type: none"> <li>• Extends into open land on the western fringe of Frome considered as important to the setting of the town.</li> </ul>	Potentially suitable for development although careful consideration of the landscape impact will be needed.	This site should not be allocated. The draft Frome Neighbourhood Plan has identified this site as a skyline site that is worthy of protection (page 43 – site B)
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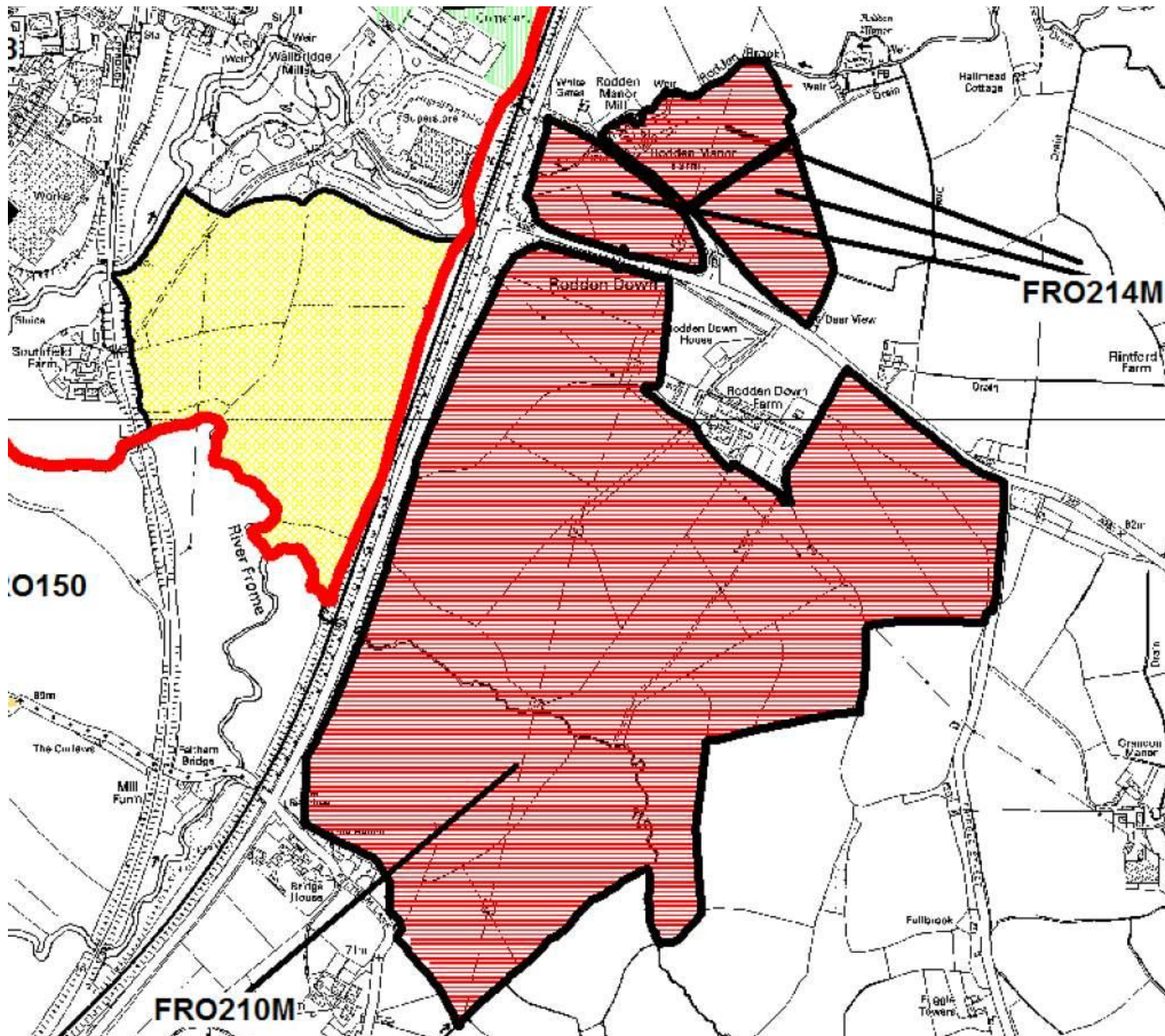


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Site Reference Number	Size of site (ha)	Key site characteristics	Constraints and Considerations	Mendip District Council Initial Assessment	Frome Town Council Response
<b>FRO015</b> Land at the Vallis Trading Estate	1.55	Industrial space (now being cleared) on the former Weston Vinyls site. Lies adjacent to housing Wallingford Way and Vallis Trading Estate.	<ul style="list-style-type: none"> <li>• Amenity considerations (adjacent employment)</li> <li>• Need to retain employment land</li> <li>• Potential contamination.</li> </ul>	Potentially suitable for development although the need for this site for employment uses will need to be considered as well as the constraints identified.	The loss of employment land for this site is an important consideration. Whilst we acknowledge this is a good location for a housing development a mixed use would be more appropriate
<b>FRO211</b> 4 & 6 Vallis Road, Frome	0.15	Slightly sloping. Residential plot within the urban area fronting Vallis Road and Farrant Road. Potential access from Farrant Road.	<ul style="list-style-type: none"> <li>• Bounded by the Frome Conservation Area.</li> <li>• Protected trees on south eastern part of the site.</li> </ul>	Potentially suitable for development although careful consideration of the site's impact on the Conservation Area will be needed, as well as protection of the significant trees.	Smaller sites within the boundary that are well linked to the town's amenities should be considered as sites for Custom Build
<b>FRO060</b> Land to rear of Old Vallis House  Vallis Road	2.0	Agricultural land with access to Vallis Road.  Promoted as a self- build or co-ownership site.	<ul style="list-style-type: none"> <li>• Potential Landscape Impact as site is visually prominent</li> <li>• Groundwater Source Protection zone</li> </ul>	The site is potentially suitable for development although consideration will be needed in relation to the landscape impact and other constraints identified.	We would support this allocation for Self-build. Policy H6 of the Draft Frome Neighbourhood Plan allows for Self/Custom Build sites outside of the development boundary as exception sites

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Site Reference Number	Size of site (ha)	Key site characteristics	Constraints and Considerations	Mendip District Council Initial Assessment	Frome Town Council Response
<b>FRO210M</b> Rodden Down Farm, Frome	74.7	Farm and associated land to the south east of Frome, on the eastern side on the A261 and bounded by the A362 on the south.	<ul style="list-style-type: none"> <li>Proximity to the Rodden Valley Nature Reserve</li> <li>Likely to be significant infrastructure costs to bring forward the whole area for development and to provide connectivity to the town centre.</li> <li>Landscape Impact</li> </ul>	This land is excluded as the general location beyond the Frome bypass is not considered to be well-related to the town. Any extensive development would have a significant impact on the setting of Frome and would create a strategic-scale urban extension.	Agree that this site is not suitable for allocation

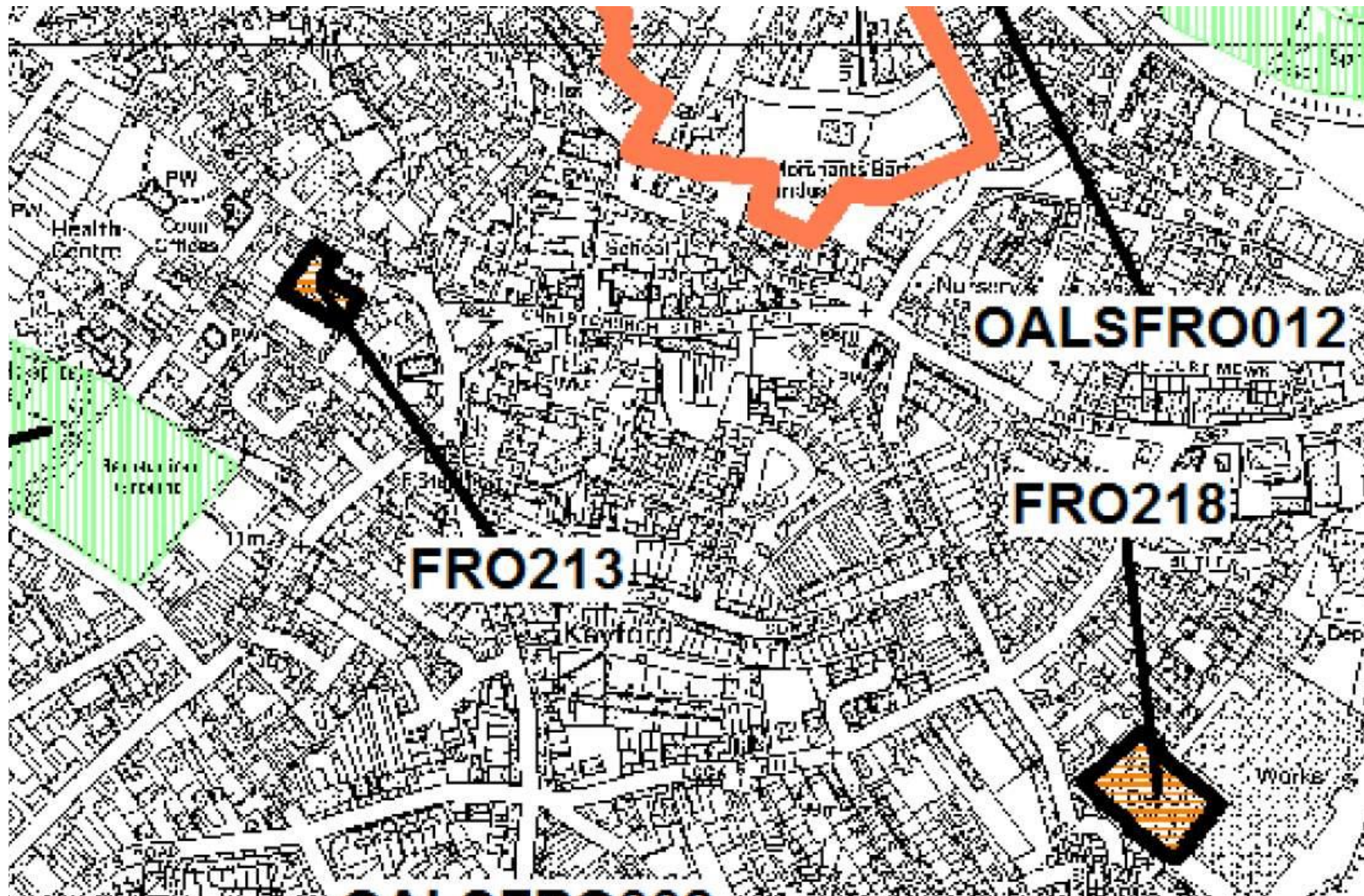


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<p><b>FRO214M</b> Rodden Manor Farm, Frome</p>	<p>11.04</p>	<p>Collection of farm and mill buildings north of the A362 Warminster Road and surrounding agricultural land.</p> <p>Three parcels of land have been promoted which have access to the A362.</p> <p>Land is promoted for a 'small business hub' involving conversion of buildings at Rodden Manor Farm and development of open land to the south and southwest.</p>	<ul style="list-style-type: none"> <li>• Significant proportion of the site is Flood Zone 2 or 3 along the Rodden Brook</li> <li>• Landscape Impact</li> <li>• Power lines cross areas of the site</li> <li>• Close proximity to the Rodden Valley Nature Reserve</li> </ul>	<p>The site is not considered suitable for development on the basis of landscape impact and flood risk.</p>	<p>Agree that this site is not suitable for allocation</p>
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# FROME TOWN COUNCIL

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Site Reference Number	Size of site (ha)	Key site characteristics	Constraints and Considerations	Mendip District Council Initial Assessment	Frome Town Council Response
<b>FRO213</b> Braeside Works, Wesley Close, Frome	0.21	Town centre factory premises adjacent to residential dwellings.	<ul style="list-style-type: none"> <li>• Site adjoins Conservation Area and listed building</li> <li>• There are a number of trees covered by Tree Preservation Orders.</li> <li>• Access may be difficult on account of its town centre location.</li> <li>• Current employment site – need for retention</li> </ul>	Potentially suitable for development although careful consideration of the site's impact on the Conservation Area and listed building will be needed in any redevelopment, as well as protection of the significant trees. Safe access to the site will also require consideration along with the need for the site to be retained for employment uses.	This site should be retained for employment use. It is in a good location within walking distance of the town centre amenities and the train station. The Employment land survey carried out by Frome Town Council demonstrates that this type of location is in demand. The site is also designated as a protected employment site in the draft Frome Neighbourhood Plan.

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<b>FRO218</b>  Former Butler Tanner Depot  Land off Adderwell	0.6	Cleared site of former depot. Lies adjacent to the Butler and Tanner Factory site for which resolution has been granted for mixed use development. Also surrounded by housing.	<ul style="list-style-type: none"> <li>Loss of employment site</li> </ul>	Potentially suitable for development although the loss of this site from employment use will need to be considered.	<p>This site should be retained for employment use. It is in a good location within walking distance of the town centre amenities and the train station. The Employment land survey carried out by Frome Town Council demonstrates that this type of location is in demand. The site is also designated as a protected employment site in the draft Frome Neighbourhood plan.</p> <p>However we realise that this site is likely to be consented before Part 2 is adopted and would urge that a suitable employment provision is provided within the site</p>
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### *Appendix 2*

We believe the following areas & spaces merit the following designations:

#### *Local Green Spaces (LGS)*

FTC would support the following Open Areas of Local Significance being designated as Local Green Spaces - and thereby afforded the additional protection conferred by that designation:

- a. Welshmill (OALS FRO 003)
- b. Rodden Meadow (OALS FRO 004, 005 & 011)
- c. New Road (OALS FRO 006)
- d. The Dippy (OALS FRO 008)
- e. Mary Baily & Victoria Park (OALS FRO 009)

#### *Reasons for designation*

All these spaces are significant in their locality – and also within the town. Designation as LGSs would be entirely commensurate with the importance, location and character of these spaces.

#### *Sites proposed for designation as Open Areas of Local Significance (OALS)*

These are sites without any current designation & protection within the Planning system. Sites with existing designations & protection have not been considered (in line with the terms of the consultation).

1. Packsaddle	2. Broadway
3. North Parade	4. Millennium Green
5. Water's Edge	6. Selwood Lodge
7. Low Water	8. The Leys
9. Gibbett Hill	10. Feltham Hill
11. Rodden Lake Stream Meadow	12. Bath Road
13. Marston Road	14. Birchill Lane

#### *Reasons for designation*

1. Packsaddle  
*An important local and neighbourhood space, providing excellent views out of the residential street scene; formal and informal play; creating a sense of space; enhancing the setting; and linking with the fields beyond.*
2. Broadway  
*Creates a sense of space; significant scope for improvement*
3. North Parade  
*Significant and primary route to and from the town centre; a variety of habitats; informal play & recreation; enhances the area and the town; allotment space*
4. Millennium Green  
*An important community space; enhances the area; creates a sense of space; habitats*

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5. Water's Edge  
*Managed nature reserve; creates a sense of space within a built-up area; habitats & wildlife; flood defence; enhances the area; green space on a key walking and cycling route to and from the town centre (signposted from the railway station)*
6. Selwood Lodge  
*Significant views to and from the edge of the town; a link to the natural environment; creates a sense of space; valuable walking, recreation and informal play*
7. Low Water  
*Riverside location; creates a sense of space; views of the wider natural environment; Access to the countryside; contribution to the character of the area*
8. The Leys  
*Significant views to and from the edge of the town; a link to the natural environment; creates a sense of space; valuable walking, recreation and informal play*
9. Gibbett Hill  
*Significant views to and from the edge of the town; a link to the natural environment; creates a sense of space; valuable walking, recreation and informal play*
10. Feltham Hill  
*Significant views to and from the edge of the town; a link to the natural environment; creates a sense of space; valuable walking, recreation and informal play*
11. Rodden Lake Stream  
*Creates a sense of space in an otherwise residential area; views; character*
12. Bath Road  
*Extended verges that create a pleasant and valuable route to and from the town. Mature trees – especially important in spring and autumn. Creates a sense of space and enhances the area.*
13. Marston Road  
*Significant views to and from the edge of the town; a link to the natural environment; creates a sense of space; valuable walking, recreation and informal play*
14. Birchill Lane  
*Significant views to and from the edge of the town; a link to the natural environment; creates a sense of space; valuable walking, recreation and informal play*

These sites have been identified by cross-referencing the following documents:

- FTC's Open Spaces Strategy
- Local Plan
- MDC's Play assessments & strategies
- LGS & OALS Technical Paper

Additionally, staff have undertaken a current assessment of these sites, focusing on their current and immediate quality; as appropriate their potential; and lastly their location & situation in the town and the wider environment.

### *Areas proposed for planning designations*

The areas shown in the table below all offer play and recreation opportunities within the town and to the local communities.



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DP16

Acacia Drive	Blackbird Way	Cabell Court
Chapmans Close	Cheddar Close	Court's Barton
Egford Lane	Hawksworth Close	Masons Way
St John's	Vallis Road	Rossiters Hill
Rosedale Walk	Green Lane	Hillside Drive
Newington Close	Walker Road	Acorn Close
Linsvale Drive	Marleys Way	Lower Keyford
Ludlow Close	Valley View	Egford
Ley Vale	Goulds Ground	Austin Close
Stonefield Close	Knight's Maltings	
The Mount	Delmore Road	

DP18

*Adderwell to The Retreat*

There is significant potential for improvement here, creating a wildlife-rich corridor and a green link all the way into town. Could easily be linked to the footpath & PRow network leading past Rodden Meadow.

15. **The next meeting will be at 7pm on Wednesday 20 January 2016 at Frome Medical Practice**