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FROME TOWN COUNCIL MEETING

Wednesday 27 April 2016, 7pm

Selwood Academy, Berkley Road, Frome BA11 2EF

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 23 March 2016
- 2. Short presentation from Gavin Eddy and Tabitha Clayson, Frome Independent Market
- 3. Questions and comments from the public
- 4. Questions and comments from Cllrs
- 5. For information: Projects update
- 6. For information: Next steps on Neighbourhood Plan following MDC approval to go to referendum
- 7. For decision: Proposed projects to implement the Well Being Pillar of the Work Programme 2016/17
- 8. For decision: Building communities at street level results and recommendations from a research project called Community Connections
- 9. For decision: Criteria and timetable for community grants 2016/17
- 10. For information: Update on how Sport and Leisure recommendations will be delivered in 2016/17
- 11. For decision: Ensuring FTC provides good quality information in a planned and consistent way
- 12. For ratification: Response from FTC on the planning application for the Southfield Farm site
- 13. For information: Health and safety update
- 14. The next meeting will be at 7pm on 25 May 2016 at the Assembly Rooms. This meeting will elect the next Mayor of FTC and other positions held by Cllrs.

Yours sincerely

Paul wyme

Paul Wynne, Town Clerk. Frome Town Council, 5 Palmer Street, Frome BA11 1DS 20 April 2016

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AGENDA

1. Apologies for absence, declaration of members' interests and minutes from the last meeting on 23 March 2016

Draft Minutes of a meeting of Frome Town Council

Wednesday 23 March 2016 at 7pm Rook Lane Chapel, Bath Street, Frome, BA11 1DN

Present:

Councillors: Richard Ackroyd, Kate Bielby, Colin Cobb, Gary Collinson, Toby Elliot, Tricia Golinski, Pippa Goldfinger, Sheila Gore, Peter Macfadyen, Tim O'Connor, Al O'Kane, Mel Usher, Nick White

In attendance:

Gloria and Ian Buchan (Frome Park Bowling Club), Caroline Wood (Frome Standard), Adam Boyden (MDC Cllr), Paul Wynne (Town Clerk), Peter Wheelhouse (Economic Development and Regeneration Manager), Chris Stringer (Environment Manager), Ruth Knagg (Community Projects Officer), Kate Hellard (Community Projects Officer), Laura Poulton (Administration Officer)

18 members of the public

Minute Ref	Agenda Item	Action
2016/33/FC	The meeting started at 7.00pm	
	1a. Apologies for absence	
	Received from Ali Barclay, Jean Boulton, Cath Puddick and Heather Wride.	
	1b. Declaration of members' interests None was received.	
	1c. Minutes from the last meeting on 28 October 2015 Paul Wynne noted that since the last meeting Louise Jones had been given the Fundraising and Support contract and would begin work in mid-April.	
	The minutes of the Frome Town Council meeting held on 24 February 2016 were approved as a true record of the meeting and signed by the Chair.	
	Proposed Pippa Goldfinger, seconded Gary Collinson, agreed unanimously.	
2016/34/FC	2. Questions and comments from the public	
	None was received.	

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2016/35/FC	3. Short presentation from Gloria and Ian Buchan, Frome Park	
	Bowling Club Ian gave a comprehensive history of Frome Park Bowling Club as well as the improvements that have been necessary to the club house throughout the years. He explained that they currently have 70 members but were always looking to welcome new members and often put adverts into the local papers.	
	Mel Usher asked if it was possible for a member of the public to play without needing to contact the club first. Ian explained that although they would not be able to turn up and play immediately it could be arranged of they were contacted in advance to ensure a club member was available.	
	Kate Bielby asked Ian if the club had experienced any benefits in terms of increased membership from the multiple events held in Victoria Park. Ian noted that they had and had always encouraged anyone who has shown interest in playing to attend games and meet other club members.	
2016/36/FC	Questions and comments from ClIrs Pippa Goldfinger noted that the application for housing on the old Butler Tanner and Dennis site had been approved. However it was approved on the grounds of commercial viability for the developer which also meant they were only providing 5% affordable housing. MDC ClIr Adam Boyden noted that the feedback he had received from residents with regards to the plans for the Old Showfield were very positive. Adam was meeting with Fusion Leisure who were refurbishing the leisure centre and he was hoping to find out an opening date which he anticipated to be May. He was also attending a meeting about the problem of littering on the Stonebridge estate and seeing if more bins that were paid for by FTC or Tesco's could help.	
2016/37/FC	 4. For information: Project Updates Mel Usher highlighted the Health Connections initiative whereby volunteers in the town signpost patients to relevant health services. He noted it be worth looking into whether FTC could help fund further posts in the future. Richard Ackroyd congratulated the Rangers and volunteers for the improvement works on the river at Rodden Meadow. 	

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2016/38/FC	5. Presentation from Chris Stringer: Planned work for 2016/17 for	
	the environment team	
	Chris explained that he and Paul Wynne had put together an ambitious programme of work in 2015/16 for the environment team to complete. He noted that the work had been completed and thanked and congratulated the Rangers for their hard work and noted that they have received many positive comments from the public.	
	Chris noted that the team had begun implementing the recommendations from the Keep Frome Clean panel; a part time Town Ranger was being recruited who would focus improving the state of the town centre; MDC and The Landscape Group were completing a town wide bin survey and pressure was being keep up to make sure TLS achieve the state of cleanliness their contract; unfortunately, SCC was not keeping on top on road drains and this has created localised flooding. Chris also said there will be a continuation of community clean up events and the Ranger Days.	
	As part of general parks and green spaces Chris explained grass cutting and florals would be the majority of work through the summer. The river bank improvements at Rodden Meadow were being completed after which this project would move onto Waylands. The first design meeting had been held at Foundary Barton and plans for the open space were being drawn up. A meeting was being held within a week to kick off a project to explore the history of Victoria Park and Mary Baily. The Critchill Ranger scheme was also going to be extended.	
	Mel Usher noted that The Landscape Group were still not fulfilling their contract and the service was below standard. He suggested giving regular updates at Council meetings and putting more pressure on MDC. Peter Macfadyen noted that he would continue to do this as well as with Harvey Siggs.	CS PM
2016/39/FC	 6. For decision: Management plans for Victoria Park and Mary Baily Playing Field Chris Stringer explained the management improvement plan was an updated version of the emerging plan that had been agreed in 2014 with some minor changes. 	
	Peter Macfadyen asked if it was possible for some improvements to be actioned later in order to see the impact of other improvements. Chris said that it was and inevitably the improvements will be phased over the coming years as funding becomes available. Nick White asked what the plans for the pavilion were. Chris explained	

that the pavilion could offer a range of services such as toilets, a café, a community room and store and that probably the biggest constraint was the cost. Kate Bielby asked if it was possible to look CS at an accessible swing when looking at the children's area. Sioux How spoke on behalf of a number of residents who were concerned that the proposed path to cross Victoria Park and asked whether this would restrict ball games and encourage vehicles to use it. Sioux also said that the toilets should be replaced as a priority. Chris noted that £20k was allocated to keeping the toilets clean and safe during 2016/17 and agreed that the toilets were very near to the end of their lives. The recommendations were: Agree the 'Management & Improvement Plan' as proposed 1. 2. Request that the identified s106 funds amounting to £25,953 are designated and secured for the improvement of the site footpaths 3. Delegate responsibility to the Environment Manager to identify funding for the plan as a whole; or elements of the plan with the Pavilion as a key consideration 4. Review the funding situation before setting next year's budget in order that decisions can be made surrounding the existing public toilets and other parts of the MIP CS Proposed Richard Ackroyd, seconded Pippa Goldfinger, agreed unanimously. 2016/40/FC 7. For decision: Management plans for the Old Showfield Chris noted that the management plan reflected the discussions from the last public meeting and much of the work could be achieved within the year. Gary Collinson asked that members of the sports panel are included and involved in the plans for the outdoor gym equipment. CS/GC The recommendations were: Agree the 'Management & Improvement Plan' as proposed 1. 2. Request that the identified s106 funds amounting to £44,398 are designated and secured for the improvement of the site footpaths 3. Note the other financials Delegate responsibility to the Environment Manager to start 4. CS delivering the plan

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2016/43/C	10. For decision: Changes to FTC community grants 2016-2019 This paper was deferred to the next meeting for decision.	
	Proposed Richard Ackroyd, seconded Pippa Goldfinger, agreed unanimously.	
	The recommendation was to request that section 106 funds of c £38,000 from the Mendip Lodge Hotel site be ring-fenced for the above purposes.	RK
	Pippa Goldfinger asked to ensure that all signage matched up and was co-ordinated with the rest of the signage in town.	PWh
	Tricia Golinski noted that more work needed to be done on the signage to Commerce Park. She explained that there was a possibility of funding from the park developers.	
2016/42/FC	9. For decision: Proposed use of s106 funding to promote walking and cycling in Frome Ruth Knagg noted that the figures in the report were estimates and subject to change. She noted that the hope was to put the majority of the s106 funds towards the Missing Link project in order to match fund the money from the Heart of Wessex Local Action Group.	
	Proposed Pippa Goldfinger, seconded Richard Ackroyd, agreed unanimously.	
	 Agree the proposed MIP for The Roundhouse & The Otherside Request that the identified s106 funds amounting to £19,005.79 are designated and secured for the improvement of the main footpath at The Dippy Note the approach to MIPs and strategic documents generally 	CS
2016/41/FC	8. For decision: Management and improvement plans for other smaller open spaces The recommendations were:	
	Proposed Peter Macfadyen, seconded Toby Eliot, agreed unanimously.	
	5. Delegate responsibility to the Environment Manager to identify and apply for funding to deliver the elements of then plan without funding at the present time	

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	Selwood Academy Because the following item discussed the financial situation of an	
2016/46/FC	13. The next meeting will be at 7pm on Wednesday 27 April at	
2016/45/FC	12. For information: Health and safety update The Town Clerk advised there was nothing to report.	
	Proposed Pippa Goldfinger, seconded Richard Ackroyd, agreed unanimously.	
	3. Appoint Al O'Kane as Chair of the panel with support from Kate Hellard and Mark Brookes.	A O'K and MB
	2. Approve remit and the timescale outlined above	
	The recommendations were:1. Agree the formation of the Performing Arts Panel	
	It was agreed to amend the name of the panel to 'Performing Arts Panel' and to bring the recommendations to the Council meeting in October for approval.	
	panel would be. Al explained that it would be to understand the needs of organisations in town and make a series of recommendations including the possibility of the role for FTC. Mel Usher also noted that the panel would help to inform priorities for future investment.	
	summary meeting to decide on recommendations. A member of the public enquired as to what the purpose of the	
	Al O'Kane noted that the proposed panel was to hold six meetings. Each one would individually focus on; venues, performers, professionals and promoters, charities, audiences and finally a	

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- 2. Short presentation from Gavin Eddy and Tabitha Clayson, Frome Independent Market
- 3. Questions and comments from the public
- 4. Questions and comments from Cllrs
- 5. For information: Projects Update The projects update is at Appendix 1
- 6. For information: Next steps on Neighbourhood Plan following MDC approval to go to referendum

Author: Jane Llewellyn, Planning & Development Officer

Summary

Work on the Neighbourhood Plan has reached a milestone: Mendip District Council's (MDC) Cabinet has confirmed that it has considered the report of the Independent Examiner and has decided that, with some amendments, it will now move forward to referendum. The Frome Neighbourhood Plan will be the first in Mendip to go forward and once adopted the plan will become part of the Mendip District Local Plan.

The Neighbourhood Plan will become an important material consideration when planning applications are determined. It will enable Mendip's planning officers to make decisions taking into consideration the views of Frome people.

This report explains what the Plan means for Frome and recommends our next steps in preparation for the referendum.

Background

In October 2014, FTC submitted a draft Neighbourhood Plan to MDC based on extensive public consultation and professional analysis. The Neighbourhood Plan is a spatial planning document that lays out specific planning policies and guidance for development in Frome and sits alongside the National Planning Policy Framework (NPPF) and the Mendip District Local Plan.

To date, the Neighbourhood Plan has been through the statutory period of consultation with Mendip District Council and Somerset County Council. It was then submitted for detailed analysis by an Independent Examiner to test its soundness (i.e. its ability to stand up to legal challenge) and compliance with the NPPF & Local Plan. The Independent Examiner found the Frome Neighbourhood Plan to be sound subject to some modifications and deletions and recommended that the plan should proceed to referendum.

The modifications are to provide more clarity and where policies have been deleted, this is to avoid repetition of Local Plan policies or because in the Examiner's opinion they do not comply with local or national policy.

The Examiner also stated that "The consultation and publicity went well beyond the requirements and it is clear that the qualifying body went to considerable lengths to ensure that local residents and interested parties were able to engage in the production of the Plan. I congratulate them on their efforts".

On Monday 11 April, MDC's Cabinet agreed that the Plan should proceed to referendum. A decision statement has been be published by MDC which includes the list of modifications. MDC anticipate that the referendum will take place in October with the date to be confirmed.

Benefits of the Plan

The Examiner's report stated that "Subject to my recommendations being accepted, I consider that the Frome Neighbourhood Plan will provide a strong practical framework against which decisions on development can be made".

Having policies in place that are specific to Frome will enable us to deliver many benefits to the town. The key message that runs through the plan is to minimise the impact of development on the environment. The Plan will enable:

- A better choice of housing
- Better safeguards for employment sites
- Town centre improvements for everyone
- River Corridor improvements
- Improvements to design of developments and the public realm

Having a Neighbourhood Plan in place will allow Frome to receive 25% of the Community Infrastructure Levy (CIL – a tariff on new developments) when it is introduced. Without a Neighbourhood Plan in place Frome will only be entitled to 15% of CIL.

Next steps and the referendum

Once we have more detailed information on the referendum date and process, this will be circulated to Councillors.

Our aim is to go to considerable lengths to ensure local residents are aware of the referendum and the benefits of the plan. Taking into account the referendum regulations and guidance issued by MDC, we propose the following actions:

- 1. Consult with other Parish Councils across the country who have gone through a successful referendum to identify good practice.
- 2. Produce and implement a communications plan to cover:
- i. The key messages about the benefits of the plan
- ii. The stakeholders engagement
- iii. A referendum launch event and other publicity events

- iv. The production of communication material it is suggested that these should include some posters focusing on the benefits to the town and some short video clips
- v. Use of other communication channels such as news media, Facebook, Twitter etc.

Recommendations

Delegate responsibility to Jane Llewellyn, in consultation with the project sponsor Pippa Goldfinger to:

- 1. Draft a Communications Plan, and implement it once the referendum date is known.
- 2. Use the Neighbourhood Plan EMR to cover costs up to a maximum of £5,000.

7. For decision: Proposed projects to implement the Well Being Pillar of the Work Programme 2016/17

Author: Kate Hellard, Community Projects Officer

The Wellbeing Pillar of the Work Programme 2016/17 outlines what Kate Hellard and Emma Parker, the two Community Project Officers responsible for this area of work (1.5 FTE posts from April 16), will deliver. This report provides an update on progress so far and identifies the priority projects for the year ahead.

Background

This area of work falls into the three broad categories: residents, local organisations and emerging issues. The proposed projects that will support delivery in these categories are detailed later in this report.

1. Residents

FTC's work focusses on engaging residents to get involved in their community, have their say and have a positive effect on their immediate and wider communities. There are three broad themes in the Work Programme focusing on residents.

- a. **Improving communication**: a newsletter for residents, regular updates in the Frome Times, increasing the use of notice boards, continuing to improve mechanisms for listening.
- b. **Increasing and promoting participation and engagement**: delivery of an annual youth conference, promotion and delivery of street level and town events.
- c. **Provision of information**: improved and accessible information including volunteer opportunities, sports facilities and provision, leisure activity and housing options in both a digital format and through our information centre.

2. Local organisations

Our support for local organisations aims to increase their capacity to manage an increasing and ever more complex demand for their services through:

- a. **Training and direct support for organisations:** including training for trustees, first aid, safeguarding, working in partnership and facilitation of a brunch for managers of community groups.
- b. **Fundraising support and advice:** commissioned advice and support, management of direct grants.

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- c. **Increasing and supporting volunteering in Frome**: the creation of a volunteer base, events, including Voluntea in the park, and training.
- d. **Facilitation and promotion of partnership working**: 4 tiers of Cllrs/MP, Parish Councils meetings, coordinating groups through the Well Being Forum.

3. Addressing emerging issues in the town

As issues emerge in the town, we continue to explore how best FTC can support those wishing to address them. On the whole the approach we take is a strategic one. We facilitate partnership working and provide administrative support to action planning where FTC does not take a lead role in service delivery. We also act to enable other organisations to work together.

Examples of current issues are:

- Improving literacy levels
- Increasing participation in sports and leisure
- Youth activity and provision
- Affordable housing solutions

Discussion

The Welling Pillar in the Work Programme contains a combination of discrete project work, ongoing support and guidance and the delivery of information in a range of formats. It has been informed by the recommendations of the Wellbeing and Sport and Leisure Panels which in turn were informed by the work of the Participate Frome project, the Youth report, V4F Community Plan and other surveys and feedback from residents and community organisations. In short, this area of work is grounded in what the community says it needs.

The Work Programme also reflects the overarching vision that Frome Town Hall will become a central space for organisations and residents to meet, share, access services and gather information, in a face to face way and through digital media.

In 2016/17 it is proposed to deliver the following projects:

1. Volunteer Base

In the first instance we shall produce a virtual volunteer base. This aims to increase the number and diversity of volunteers in the town, by making it easy for anyone to find out about the opportunities available to them.

The CPO has now met with Mendip Community Support and South Somerset Community Support (who have just merged), Frome Rotary Club and managers of local community groups to inform the production of a Project Initiation Plan.

A full project plan and brief for the delivery of this project will be brought to Council in June 2016.

2. Literacy Project

Following the update presented to Council in February 2016, the Literacy Group, comprising various organisations in the town and chaired by Kate Bielby, has agreed a number of pilot interventions which will be introduced in September 2016. The group is also starting to work on consortium bids for external funding. Kate Hellard provides support to the group.

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3. Delivering the recommendations of the Sports Forum

This is covered in a separate report at agenda item 10.

4. Support for local organisations

This will comprise the following services:

Fundraising consultant: Louise Jones has been appointed to the role of fundraising advice consultant. She will provide a support package for Frome which meets the objectives agreed at Council in February 2016. Louise will work an average of 2.5 days per month under this contract. Referrals to Louise will be made by the CPO in order to maximise her time. Louise will also provide additional support to groups and organisations, in particular, to enable them to be grant ready. At the time of writing the CPO has met with three organisations under this new system and they met with Louise on 20 April.

Training programme for community groups: In order to increase capacity and strengthen community groups, the CPO has organised a programme of training on the Roles and Responsibilities of a Trustee, the Role of Trustees in Fundraising and Strategic and Business planning. The training is to be facilitated by NCVO and Social Society Media, both of which are national organisations with a strong reputation and expertise in this area.

Other training planned for the year includes: first aid, safeguarding, fundraising from the perspective of the funder and the right constitution for your organisation.

Community Groups Newsletter: This provides information to community groups and organisations on fundraising and training opportunities, events and meetings and topical articles of interest. The newsletter will also act as a forum for groups to share information, keep in touch and remain up to date. The newsletter goes out on a regular basis and is coordinated by the CPO.

Community Groups Brunch: This will be a professional networking and information sharing opportunity for managers, CEO's and coordinators of local services and organisations.

The initiative was developed at the request of Frome organisations and will be taken forward on the basis of the findings from the first brunch event in October. It will probably become a regular event.

Wellbeing Forum: Following the success and recommendations of the Wellbeing Panel, a Forum will become a quarterly meeting for organisations working towards initiatives which increase the wellbeing of local residents. The first Wellbeing Forum is due to take place on the 23 May.

Administration of the Community Grants Scheme: The CPO's will administer this scheme which is the subject of agenda item 9.

5. Community Events

The Big Lunch; the Queens 90th birthday street parties: We have created a pack for residents which is a basic 'how to' guide including links to information about how to close a street, insurance and party ideas. It is available on line and in a paper format and we have promoted it through social and other media. The hook is the Queen's birthday on 12 June 2016 but the pack applies to any street event. The aim is to encourage people to have fun,

get together, get to know each other and generally to build a sense of community in their street.

Voluntea in the Park: Planning has started for the second Frome Voluntea in the Park which will take place in Victoria Park on Sunday 5 June. The event will recognise and thank Frome's volunteers for their continued support to local projects with a small gesture of tea in the park.

Youth Conference: Purple Elephant are delivering a one day conference for all year 8 (12yr old) pupils in the town on 29 April alongside a series of workshops in first schools.

Parish Councils and 4 Tiers meetings: Coordination and facilitation of parish, district, county and the MP to come together to improve communication and discussion on relevant topics for the town.

Showfield celebration: This will be an event introducing the Somerset Activity and Sports Partnership (SASP) Development officer and will include the launch of the new fitness equipment and a celebration of the services the Showfield provides. The day is planned for September.

Targeted street level community events: These are designed to support building community cohesion, reduce isolation and anti-social behaviour and engage residents. Building on the Community Connections pilot study (discussed at agenda item 8), there will be a series of events and activities that address the needs of the first three pilot areas and then, if all goes well, we will plan a wider programme for other communities later in the year.

Recommendation

Approve the projects detailed in this report.

8. For decision: Building communities at street level – results and recommendations from a research project called Community Connections Author: Kate Hellard, Community Projects Officer

Summary

In January, FTC approved the Work Programme 2016/17. One part of this was to commission a baseline study at street level to understand what role FTC could play in creating more opportunities for citizen participation, improved communication and inclusion.

This report details the findings of this pilot study which was delivered by Annabelle Macfadyen and Meki Nattero and concluded in April 2016. The executive summary is at the end of this report. The complete study can be found here: <u>http://www.frometowncouncil.gov.uk/your-community/community-projects/communityconnections-building-communities-street-level/</u>

The pilot study started by identifying three street level communities that appeared different (Packsaddle, Trinity Park (part of the Garston Road development) and Trinity area). The consultants then carried out a comprehensive study of these areas using a number of

different methods including three small local events. They then considered how the people living in each of these areas could be supported to build community cohesion and whether there were any information gaps.

The study recommends that work with the three communities should continue for six months in order to continue to build community cohesion. At the end of six months, the project will be reviewed and a decision can be made about rolling out the approach to other communities in Frome. The recommendations below have been informed by the pilot study.

Recommendations

- 1. Produce a town wide residents' newsletter, initially to explain the roles and responsibilities of the three Councils serving Frome and to promote the work of FTC in line with the communications strategy (at agenda item 11).
- 2. Provide a programme of support for community leaders in the three pilot areas alongside the facilitation of a community meeting, support to build local community groups and opportunities for residents to meet local ward councillors.
- 3. Deliver a series of 'street level events' managed by the CPO's to address the specific recommendations relating to Trinity Park and Packsaddle.
- 4. Review the project in 6 months with a view to considering training for community leaders and extending the project to other communities across the town.

Executive summary

Executive summary

Community Connections Pilot Study – April 2016

Frome Town Council recognizes the importance of helping communities become more connected so that people can share information, feel less isolated and increase their sense of belonging and wellbeing. During 2015 the Town Council set up a Wellbeing panel which identified the need to create more spaces for citizen participation at street level, improve communication and inclusion. As a result of the discussions in this forum, it became evident that in some areas of Frome the levels of community cohesion - or a lack of it - vary from neighbourhood to neighbourhood, and sometimes from street to street. This highlighted the importance of developing different types of support tailored to the needs of each community at street level.

In response to these findings, Frome Town Council commissioned a piece of research aimed at establishing a baseline for three pilot communities in Frome, in order to understand how connected these communities currently are and what kind of support or interventions could help them become more supportive, inclusive and connected.

Project purpose and aim

Purpose

To better understand the current levels of social connectedness and sense of belonging in specific communities in Frome in order to support the development of stronger communities and affect positive change.

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Aim

To develop a **baseline** for three communities in Frome in order to **determine priorities** and **recommend locally relevant interventions** that support the needs of these communities to become more connected and cohesive.

Findings

Key themes, supported by a series of insights, emerged through the conversations and interviews with local residents:

- *i)* Increased levels of isolation among residents, especially those with mobility and health challenges.
- *ii)* The challenges of being a disparate and diverse community
- iii) A need for more resident empowerment
- iv) A desire for a greater community feeling

Conclusions

As a result of the research, interviews and events carried out in the three pilot communities we can conclude that there are certain conditions which have determined social connectedness and sense of belonging in these communities, namely:

- 1. the **presence of a community leader** who has taken action to bring residents together;
- 2. the number of community events happening in the neighbourhood;
- 3. the presence of **organisations working across the whole community**; another important factor was
- 4. access to a communal space in the neighbourhood such as a green area.

It is clear to us that the engagement with the pilot communities that came about through this baseline study in itself had a positive impact in those communities. We strongly believe that further engagement in the short and medium term is required in order to capitalise on the positive impact already achieved, and so that newly-formed community connections and networks are supported to flourish.

Finally, we believe that the models and learnings for supporting the development of more connected communities that have emerged through this study could, once tested further in the pilot areas, be used as a blueprint for Frome Town Council to take forward to other communities in Frome, in the future.

Key insight

Every community, at a street level:

- is unique:
 - → It has its own resources which are particular to that specific area, including: its history, demographics, the characteristics of its built environment, its assets, facilities, relationships and networks.
- has responsibilities for looking after its own wellbeing, including:
 - → for developing social networks
 - → for resolving differences

As such, the knowledge and understanding of each street-level community's needs and wants sits within the community itself.

Recommendations

A. In the light of people's desire for a stronger community feeling, to combat isolation and to see more community activities in their neighbourhood we recommend that:

A second phase of the Community Connections project is developed and implemented within the next 6 months in order to capitalise on the positive impact already achieved in the baseline study phase, and so that existing and newly-formed community connections and networks are supported to flourish. We recommend that this should be done as follows:

- 1. By July 2016, emerging community leaders in each area are offered appropriate support to enable them to host or develop an initiative in their community that it is inclusive and reaches a wide range of residents. In order to make this happen, FTC should provide a facilitator to support community leaders in each pilot area as described above.
- 2. If appropriate and desired by local residents in each area, in the next 6 months the facilitator will facilitate a community meeting aimed specifically for residents to share their concerns and issues about their area (such as anti-social behaviour, speeding, vandalism). The ward councillor/s would take part in this meeting.
- 3. Throughout the next 6 months, emerging leaders and their community groups are provided with ongoing support by the facilitator, with the aim to strengthen the community group, build up individual and group skills and ensure the group's sustainability over time.
- B. To address people's lack of understanding of the different levels of authority who are responsible for meeting their needs and to improve resident empowerment we recommend that:
- 1. By July 2016, Frome Town Council produces and rolls out a clear and visible communications campaign to inform people of the areas of responsibility for service provision of the different levels of local government (town, district and county levels). This campaign would be of benefit to all Frome residents and we therefore recommend that it is undertaken as a Frome-wide initiative.
- 2. In the next 6 months, Frome town councillors from each ward should seek opportunities to meet their ward residents for face to face meetings to enable people to get to know their local representatives and ensure a fluid communication channel with local authorities. This would be achieved by arranging regular surgeries in their ward and by setting up community meetings where people can talk about local issues and find out how they can be supported in their community initiatives.

Both 1) and 2) above would have a positive impact both for Frome residents and for Frome Town Council in terms of:

- increased sense of empowerment with residents as their understanding of jurisdiction of issues is improved, leading to focused communication with the right authority, and awareness of what is in their power to change or do;
- reduced resident inquiries to Frome Town Council for matters beyond their jurisdiction;

• Improved relationship between local citizens and the Town Council.

C. In order to capitalise on the learnings and models developed through a Phase 2 of the Community Connections project, and with the aim to build skills and resources across the whole Frome community, for residents to create positive change in their areas and improve their wellbeing and quality of life, we recommend that:

After a 6-month cycle of A. and B. above, a training package is developed with the aim of providing training workshops for community leaders across Frome in the aspects of community development and leadership that were most useful for leaders in the pilot areas. The training package would be developed by, or in coordination with, the facilitator/community organiser(s) involved in the pilot project.

9. For decision: Criteria and timetable for community grants 2016/17

Authors: Ruth Knagg and Kate Hellard, Community Projects Officers

Summary

The Grants Advisory Group has been discussing how FTC can provide financial support to community groups in the town. This report proposes to continue awarding grants under £300 and between £300 and £3k in 2016/17 using an updated criteria that reflects priorities in the Corporate Strategy. This report also proposes to ratify the decision to award a grant to Purple Elephant.

Cllrs should note that the membership of the Advisory Group will be decided by Council at the meeting in May.

Funding towards the Children's Festival

The Grants Advisory Group received a very strong application for £3k in February from Purple Elephant towards delivery of the popular Frome Children's Festival in July 2016. However, there was not enough money left in the 2015/16 budget. Purple Elephant required this sum to seek match funding and to be confident that the Festival could proceed. Given these exceptional circumstances, the Town Clerk, in consultation with the Grants Advisory Group, awarded a £3k grant to Purple Elephant out of the 16/17 grants budget and Council is asked to ratify this decision.

Background

For many years FTC has operated a community grants scheme which forms part of a package of support to organisations in the town. FTC also provides advice, training and fundraising support.

The new contract fundraiser is now in post and the Community Projects Officers will refer organisations to her ensuring the advice she gives contributes towards meeting the strategic aims of FTC.

Discussion

For the year ahead, it is proposed that the Grants Advisory Group meets three times: in June, September and February. The criteria for applicants to follow has been amended and

reflects priorities in the FTC Strategy and is at the end of this report.

Where a community organisation provides a key element of the Council's strategy, FTC may want to provide grants over £3k and/or over a period of years. But this is not part of this report and will be considered separately at a later date.

Recommendations

- 1. Ratify the Town Clerk's decision to award a £3k grant to Purple Elephant towards delivery of the Children's Festival, as an exception to the normal process.
- 2. Small grants of up to £300 will be awarded by the Town Clerk, in consultation with the Mayor, up to a maximum of £3k in any one year.
- 3. Large grants, normally capped at £3k, will be considered in three funding rounds in the financial year (June, September and February) by the Grants Advisory Group with its recommendations considered by Council at the next meeting.
- 4. Approve the updated grant criteria for 2016/17 that reflects the priorities in the Corporate Strategy.

Draft Grants Criteria to be issued with application form.

- 1. There are two types of grants available:
 - Small grants of up to £300 that will considered on an ongoing basis by the Town Clerk, in consultation with the Mayor.
 - Large grants, normally capped at £3k, will be considered by an advisory group of ClIrs in June, September and February.

All grants can be for project, capital or, on occasions, core costs.

Grants awarded by FTC are public money, collected as part of the town precept and we are accountable to local people for all expenditure. Therefore we apply very stringent criteria to each application.

2. FTC's Corporate Strategy for 2016 – 2020

FTC recognises the crucial role that volunteers, community groups and other organisations play in Frome and how key they are to a successful community.

The Strategy has three broad areas, one or more of which your project should address in order to qualify for funding:

- Wellbeing
- Prosperity
- Environmental sustainability

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Strategy area one: Wellbeing

FTC aims to see a flourishing and active community of people and organisations working together. Applicants that can demonstrate good networking & partnerships will therefore score favourably.

FTC wants to make the best use of resources to plug existing and emerging gaps in provision of projects that promote wellbeing. In 2016/17 the areas of focus include (but are not restricted to):

- Mental health
- Literacy
- Respite care
- Projects for young men

FTC recognises the wellbeing aspects of the town's open spaces. Walking, cycling and formal sports opportunities are also important for health, wellbeing and social connections.

FTC wishes to encourage participation beyond the 'usual suspects', by providing, for example, opportunities for young people to be included in the town's decision making.

Strategy area two: Prosperity

FTC supports a thriving business community who are connected with each other and with the town and provide employment and prosperity. FTC will prioritise applications that:

- Support the implementation of a 'Good Business' strategy, 'Good' being defined as acting in ways that are socially, economically, and environmentally sustainable
- Promote Frome as a destination for business or tourism are welcome
- Are educational beyond the school curriculum and foster life-long learning are encouraged
- Enhance the cultural and artistic wellbeing of the wider community

Strategy area three: Environmental sustainability

FTC will favour projects that can demonstrate one or more of the following, whether as a central project focus, or as part of their organisation's working ethos:

- Enhance attractiveness, variety and accessibility of open spaces
- Increased focus on renewable energy
- Capitalise on energy efficiency
- Reduce waste
- Improve community transport
- 3. Scoring Mechanism

Every application received during one of the three application windows will be scored by the Grants Advisory Group against the following criteria:

- a. Working with others; networking/partnering
- b. Providing something different
- c. Getting more people involved widening participation
- d. Making use of and/or producing renewable energy efficiency

- e. Waste reduction
- *f.* A commitment to working ethically (FTC has an ethical decision making matrix that helps

This scoring process will inform the Group's recommendations. It is a starting point for a discussion rather than being an absolute for decision making. For example, if your project has the potential to support delivery of just one of the Council's strategic areas, this may take precedent over scoring points in every category.

- 4. Payment requirements
- Grants should be spent for the purposes stated on the application only
- Frome Town Council reserves the right to recall any grant given to an organisation which ceases to operate during the financial year for which the grant has been given
- The Council reserves the right to request a copy of invoices/receipts as evidence that expenditure has been incurred and under spends may need to be returned
- 5. Publicity Requirements
- Frome Town Council expects its logo to appear on published information about the funded project
- For our own publicity material, FTC may require photos with agreement from participants and may use the name of the organisation and project

6. Reporting back

Organisations receiving grants are required to report on how the funds are spent against the project criteria. A form can be provided if you do not have a suitable report form of your own. Further grants will not be awarded if reporting is missing.

7. Other Terms & Conditions

Please ensure that you can answer yes to the following statements before completing your application.

- Grant applications will only be considered where the project or activity directly benefits residents within the parish boundaries of Frome
- The organisation has clearly defined aims and objectives
- The organisation has its own bank account with at least 2 authorised signatories (see exceptions below)
- Grants cannot cover costs that have already been incurred
- The organisation must be a non-party political and non-profit making. Individuals will not be funded
- The applicant must abide by all relevant laws and regulations. Frome Town Council reserves the right to request sight of the organisation's policies
- If the Council becomes aware of evidence of dishonesty or negligence which could bring the reputation of Frome Town Council into disrepute, action will be taken and the grant terminated
- Applicants must be prepared to supply all supporting documents as required on the application form with their application

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- 8. Exceptions
- For new groups that do not yet have bank accounts, small grants may be considered whereby the Town Council can order part or all of the resources for you
- New groups without bank accounts should provide a simple Business Plan stating aims and objectives together with a financial projection for the forthcoming year

10. For information: Update on how Sport and Leisure recommendations will be delivered in 2016/17

Author: Kate Hellard, Community Projects Officer

Council agreed the recommendations of the Sport and Leisure Panel in December 2015 and these were, in turn, included in the Work Programme for 2016/17 that was agreed in January 2016. The table below provides a progress report. The columns headed "What" and "How" are taken from the Work Programme and Cllrs are asked to note the progress to date.

What	How	Progress to date
Provide inclusive walking & cycling opportunities in and around Frome	Create a network of improved walking and cycling routes in and around the town to shared- use footpath standards, when & where possible.	CPO to identify external funding sources to support this, with a focus on the Old Showfield in the first instance.
	Support the Missing Link project	CPO will work with the volunteer group and Sustrans
Install outdoor exercise and fitness equipment	Establish a fitness trail at the Old Showfield in liaison with the Frome Medical Practice	CPO's finalising detail of equipment to be installed. Event will be organised to officially launch the trail.
Increase access to sports facilities in the town	Work with Fusion Leisure to improve the facilities at the Leisure Centre	Rob Taylor (Frome Active) attended Sports Forum meeting. He is due to report back shortly. CPO to follow up.
	Support the establishment of football pitches at the Rugby Club.	
FTC to take a lead role in improving	Facilitate a quarterly sports forum	First Forum meeting held on 4 April 2016
sports facilities in the town	Commission specific fundraising support for sports clubs and organisations	Contract fundraiser in post and referrals to be made by the CPO.
Increase participation of adults in sport and leisure activity	Sports forum to establish series of taster sessions for different sports	SASP currently recruiting Sports Development Officer to be based at FTC and will focus on Adult Participation. The post holder will work alongside CPO's to promote participation through campaigns, engage all sports and leisure clubs in the

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		1
		project. They will set up and run new groups to include activities such as a rounder's club, walking football and exercise classes which are affordable and provide an informal setting for adults to get together and participate in physical activity. CPO to work with SASP officer and Sports Forum to deliver additional taster
		opportunities.
Increase the number of young people, especially	Promote & Support the national 'This girl can' campaign	
girls, actively involved in sport and leisure activity	Work with SASP to provide training for coaches (esp. female) and first aid etc.	Training being considered alongside wider programme of training for local organisations.
Increase the number of volunteers involved	FTC to become registered body for DBS checks	CPO currently working on volunteer base project with consideration for DBS checks.
Create courts for community use	Contribute to resurfacing the two unused courts at Frome College for shared community use	Costed. SASP commissioned to complete full mapping exercise to match what is needed with spaces available in town to include this site. CPO to work with college and SASP (were appropriate Fundraising consultant) to consider funding options once new Sport England funding criteria announced.
	Explore viability of purchasing land behind Vallis Youth and Communities Centre	CPO working with SASP and YMCA to keep informed about this project. YMCA currently finalising details of lease with SCC which does not include any land to the rear of building
Explore viability of establishing football, athletics, cricket square and others at old Frome Golf Club site.	Commission feasibility study	Following detailed discussions with SASP we have agreed to first consider the available spaces within the town and have commissioned a mapping exercise to identify how these can meet the facilities requirements identified in the audit. There is likely to be an additional requirement for football pitches which is to be informed by a detailed audit of football clubs and their requirements.
	If above feasible employ consultant to acquire the land and establish a trust to manage the site	
Explore ways of improving sport and leisure opportunities along	Implement River Corridor Strategy at Rodden and Welshmill	Love Your River Day delivered in February 16; fly fishing, angling and canoeing demonstrations, with sign up for future taster events. Environment team planning

the river corridor, including improved access to the river		steps down to the river from Rodden Meadow to be installed in August. River Festival to be arranged by Friends of River Frome and Angling club this summer.
Improve information about sports and leisure opportunities in Frome	Support further development and promotion of the Frome Active website	New links to Frome Active on FTC website. Other options to be explored at the end of the year alongside SASP dev worker.

11. For decision: Ensuring FTC provides good quality information in a planned and consistent way

Author: Kate Bielby and Rebecca Krzyzosiak, Communications Administrator

Summary

Effective communication is fundamental to every level of local government. As FTC expands its scope of work, it has become clear that a planned and consistent approach to communication is required. The Communications and Marketing group was established to explore how to do this. This report is the product of those discussions and recommends FTC adopts the principles in question and answer format below, the more detailed strategy at Appendix 2 and commissions a set of design guidelines so that all forms of communications are consistent. Finally, it is recommended that an emergency plan is drafted so that a clear process is followed in a crisis.

The Communications and Marketing group is an informal group comprising: Kate Bielby (Project Sponsor for communications), Mel Usher, Jean Boulton, Sheila Gore, Rachel Griffin, Rebecca Krzyzosiak, Peter Wheelhouse and Paul Wynne. The group has met 3 times.

Discussion

The group initially asked itself a series of questions.

- 1. Why should FTC provide good quality information in a planned and consistent way?
- a. FTC wants the community to understand our aims and objectives; and what we are doing to deliver them.
- b. A community that is well informed and understands what FTC is trying to do is a foundation on which to build a more resilient community.
- c. There is a wealth of expertise and enthusiasm in the community and if we don't communicate effectively and tap into this we will be neglecting a valuable resource.
- d. Research by Mori for the Local Government Association showed that there is a direct link between how well informed the public is about council services and how satisfied they are with them.

2. How can FTC ensure it provides quality and timely communications?

The group identified a series of guidelines. All forms of communication must:

a. Be planned, and Cllrs should note that the Communications Administrator is responsible for an ongoing calendar in order to do this.

- b. Be consistent in tone and Cllrs should note that the Town Clerk and Communications Administrator will ensure this is achieved.
- c. Look similar, so that anyone reading or watching an item knows that it is from FTC. At present this is not the case.
- d. Be accessible to the target audiences.
- e. Be clear, concise, correct, and courteous.

3. What is best practice for each different type of communication?

The group identified the key platforms for communication and basic guidelines for each of these. It is recognized that while we will continue to use traditional platforms such as posters and print media there is a continuing need to react to developments and trends in new media.

- a. Poster visual only or mostly, just the what, where and when is needed. A tagline will suffice. Do not make posters too 'wordy'
- b. Website a news article should be about 500 words maximum good images required to go with it
- c. Press release 300 words maximum good images required to go with it
- d. Facebook 215 240 characters at the most. Equivalent of 3 sentences reference source. Include strong images.
- e. Instagram photo content with 'story' hash tagging. Let your image do the storytelling.
- f. Pinterest pinning photos to an online noticeboard with brief story with 485 character limit
- g. Twitter 140 Characters equivalent of a sentence

4. What should we communicate?

The answer to this question will be different in each case. However, the column in the strategy at Appendix 2 provides a broad answer to this question.

5. What is the desired action?

It is important to be clear before we communicate, anything what we want people to know or do once they have received it – what is the desired action? Unless we are clear about this a lot of resources will be wasted and the audience will be confused.

The principles in the five questions and answers above enabled the group to identify each type of audience (residents, businesses, etc.) and asked the same questions. The strategy at Appendix 2 provides the detail.

Recommendations

- 1. Agree the principles and strategy at Appendix 2
- 2. Commission guidelines, including a consistent visual identity, at a maximum cost of £5k. This to be delegated to the Town Clerk, in consultation with the Kate Bielby.
- 3. Draft an emergency plan as described in the last row of the table at Appendix 2. Delegate this to the Town Clerk, in consultation with Kate Bielby.

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12. For ratification: Response from FTC on the planning application for the Southfield Farm site

Author: Jane Llewellyn, Planning & Development Officer

Following discussion at the Planning Advisory Group, the following comments have been submitted to Mendip District Council in response to the planning application for Southfield Farm.

Council is asked to ratify this response (below).

2016/0332/REM | Reserved Matters for Appearance, Landscaping, Layout and Scale (comprising phase 1) following outline permission 2013/1635. | Land To The East Of Southfield Farm Rodden Frome (207 houses)

This response follows various meeting with the residents of Southfield Farm, the Frome & District Civic Society and Persimmon Homes. As a result of these meetings we have become very aware of the resident's concerns, and whilst we appreciate that they are not necessarily issues that are being dealt with as part of this application or may be matters to be agreed directly with the developer, we would still like to note them for the record.

1.3 Of the Design Statement – states - Maintain the private road to the Southfield Farm residents, it is also referred to on page 24. The residents are very keen that this is the case. It is hoped that an agreement that is acceptable to both parties can be reached between the residents and Persimmon Homes.

There is concern that the access road is not wide enough as it is the only road into the development. We understand the access has been approved and will be 5.5m wide which is in line with SCC design guidance note for estate roads for a Type 3 collector road. We believe that this should in fact be considered as a Type 1 Local distributor road at 7.3m wide and as a result problems will arise due to the width of the road.

There are still concerns over flooding of the area and we understand that calculations for the attenuation ponds have been requested under the discharge of conditions 2016/0465/APP. In light of recent flooding events and the history of flooding associated with the Wallbridge area, it is crucial that the attenuation ponds have sufficient capacity.

We have raised concern with Persimmon Homes over the lack of community space within phase one of the development. Persimmon Homes have potentially offered a sum of money to provide a community area within phase one, it is hoped that an agreement can be reached between the town council and Persimmon homes to overcome this objection, if not then we formally object to the development due to the lack of community space within phase one.

The site lies within Character Zone 14 of the Frome Town Design Statement adopted October 2015, I have attached a copy of the text for Zone 14. The general design guidelines that are of particular relevance are –

Building design

BD2 Building frontage: Any development should relate to the surrounding street, creating an appropriate and active frontage. The ground floor of new developments should be encouraged where possible to position windows of habitable rooms overlooking the street to promote active frontages, improve surveillance and help reduce crime.

BD3 Architectural treatment: New development should be of high quality, raising the standard of architectural treatment and respecting the qualities of its surroundings, such as scale, style, materials and attention to detail. Innovative designs and the contemporary interpretation of traditional design and construction will be welcomed; they should be to the highest standards and be complementary to their context.

BD5 Materials: Building materials should respect the vernacular of Frome and the immediate context of the development in particular. For example, Forest Marble, with red/brown pantile roofs, together with red brickwork and slate roofs, are prevalent in many parts of the historic core and conservation areas and the use of such locally-sourced natural materials for new development should be encouraged. The use of reconstructed stone blocks should be avoided. Elsewhere, the addition of more contemporary materials would be appropriate. Materials should be locally sourced where possible.

BD7 Ancillary facilities: Refuse and recycling facilities, car and cycle parking should be sufficient for the development and should not dominate the street scene.

Landscape (soft and hard)

L1 Development on the settlement edges: Any development adjoining the development limit or edge of the town should be planned and designed with the local community and key stakeholders to create a sensitive transition between the town and the countryside.

L2 River Frome corridor: Enhancement and utilisation of the River Frome corridor must be promoted as it is a major asset to the town. Enhancement for biodiversity will improve the appearance and attractiveness of the river, particularly the central section. Promotion of new pedestrian and cyclist links to the corridor should be encouraged to increase its profile and usage by both residents and visitors. Linkages between other green spaces and the River Frome corridor should also be promoted.

L3 Green spaces: Existing areas of public open space should be retained and managed appropriately. Adequate provision of green/open space should form part of new developments.

L4 Protection of trees: Consideration should be given to the assessment of the importance of all trees within Frome to assess which would warrant formal protection.

L5 Impact of development on trees: Development which is likely to have a detrimental impact on important trees within the town will be resisted. All development proposals

should consider the amenity value of trees and an assessment of their contribution to their immediate and wider setting and the character of the town should be included in the development proposals.

L7 Street trees: Consideration should be given to the replacement of existing street trees when necessary. Street trees already lost should also be replaced. Consideration should also be given to the planting of more trees within the

Large-scale development

LS1 Development brief: A development brief should be prepared for large-scale development sites. These sites are identified within the individual character zone descriptions in the following section.

LS2 Variety of house types: Provide a variety of house types and sizes appropriate to the setting and character of the local area.

LS3 Grouping of houses: Groups of house should be arranged in a manner appropriate to the locality, whether it is in a structured street layout or in a more organic arrangement to form variety and the appearance of natural growth.

It is disappointing that outline consent was approved without the need for a design brief as many of the issues could have been dealt with as part of the brief, unless the following issues are addressed, we object to the application.

Whilst the elevations and street scenes are an improvement on the original application, the mix of materials and the random way in which they are used detracts from the character of the street scene, there should be more consistency in design and materials.

The introduction of the pocket parking in some areas is welcomed, but there is still a dominance of forecourt parking along the principle routes. It would be helpful if street elevations of all the roads were supplied so it is possible to assess the overall character of the streets.

There is no information on the provision of waste bins and street furniture, for such a large site it is essential that waste bins are provided, particularly on the principal routes and that any street furniture compliments the development.

The quality of the green spaces and landscaping should be improved by:

- reinforcing the existing planting
- informal paths running along the hedgerows
- clarification on proposed levels which should be as existing, they appear to show a reduction of up to 2.5m below existing
- clear management and maintenance strategy
- better natural surveillance by house design

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The continuation of the cycle route through the site appears to be utilising the road network, the route of the cycle path should be clearly marked and signposted, and the footpath link to the proposed bridge crossing should also be to a standard and width to accommodate cyclists.

- **13.** For information: Health and safety update Nothing to report
- 14. The next meeting will be at 7pm on 25 May 2016 at the Assembly Rooms. This meeting will elect the next Mayor of FTC and other positions held by Cllrs.