

## Agenda item 8

### For information and decision: Frome Town Hall and Marketing & Communications Report

Author: Meg Mosley, Marketing and Communications Manager

#### Summary

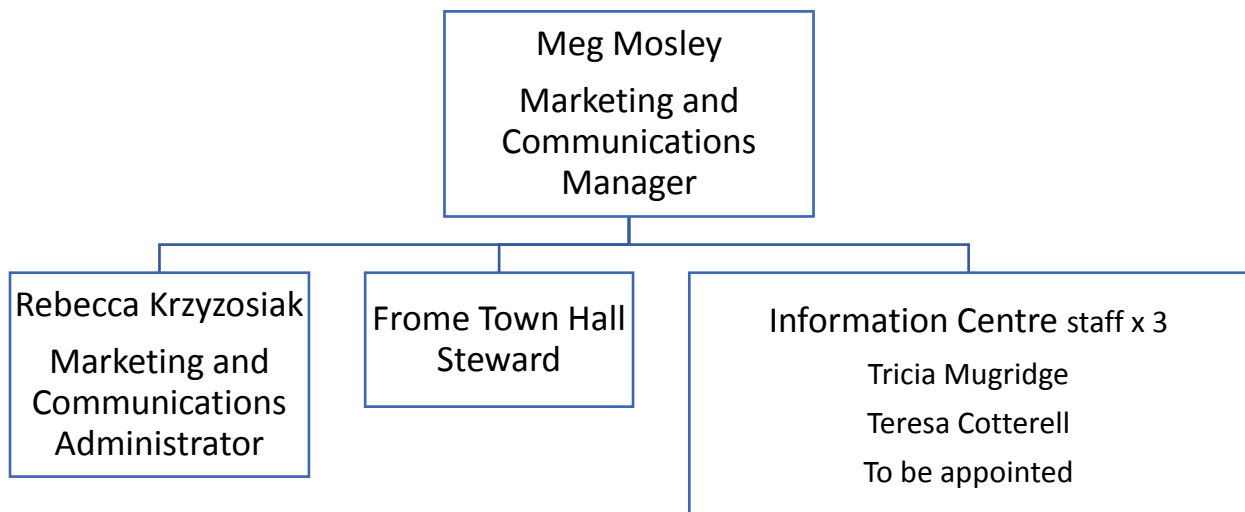
I have been in post for six weeks and this report brings Cllrs up to speed with developments at Frome Town Hall and the corporate marketing and communications, presented in two sections.

There are two recommendations about moving the Information Centre staff from the Library to the Town Hall and to agree the actions needed to retain a quality service in the town centre.

### 1. Frome Town Hall

#### Frome Town Hall Team:

Cllr Tim O'Connor has kindly offered to become the project sponsor for the Town Hall and it is recommended that Council approves this.



#### Information Centre in the Library

It is recommended that the staff at the Information Centre in the Library are relocated to Frome Town Hall. The Town Hall will become FTC's physical reception as well as the reception for many other organisations which are either based in or regularly use the Town Hall.

The current telephone, email and online services currently provided by our staff in the Library will remain unchanged. Indeed, I expect the quality of these services to improve as we continue to build and improve the information we keep on our website. The reception at the Town Hall will also be the physical heart of the Volunteer Frome project.

What we cannot transfer is the service we currently provide to walk-in tourists and local people as it is anticipated that most people will probably not continue to come in person to the Town Hall. The rest of this section proposes a series of actions that will “backfill” the current walk-in service we provide in the Library.

### Annual walk in visitor log on a monthly basis for 2015

	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Totals
Residents	571	734	597	743	669	792	597	770	1139	1033	760	694	504	9603
Day Visitors	121	155	160	197	221	207	201	349	307	219	232	153	88	2610
Staying Visitors 1 day+	36	22	23	43	55	53	42	132	97	51	39	22	5	620
<b>Total</b>	<b>728</b>	<b>911</b>	<b>780</b>	<b>983</b>	<b>945</b>	<b>1052</b>	<b>840</b>	<b>1251</b>	<b>1543</b>	<b>1303</b>	<b>1031</b>	<b>869</b>	<b>597</b>	<b>12833</b>

Yearly Figures as a percentage

Visitor Type	Percentage
Residents	74.83%
Day Visitors	20.34%
Staying Visitors 1 day+	4.83%

The table and pie chart above show that in 2015 (the most recent whole year data) tourists made up 25% of footfall with the remainder being local people. The average monthly number of visits is over 1000 people with peaks in the summer. The plan below identifies a series of actions that, combined, will continue to provide a high level of service to walk-in visitors.

### Backfill Plan

In summary, we propose to put a freestanding information board in the library to inform the public that we have moved and detailing all our contact details, telephone number and email address. We also aim to make better use of the notice board in the Cheese and Grain car park as well as those around the town. Information on noticeboards will provide as much information as possible in an attractive, clear and up-to-date way.

In addition, we will provide some of our current services via partners at the Cheese and Grain and the Library.

The table below lists each “in person” service currently provided by FTC in the Library and how it is proposed we maintain and enhance the service once our staff in the Library move. Initial

discussions with the Cheese and Grain and the Library have been positive. If Cllrs agree these recommendations, we shall open discussions with the Library.

<b>Service currently provided</b>	<b>What we propose</b>
Provision of all kinds of information (and it can be anything) – where to go to when someone needs general information.	Continue to provide this information via the website/phone/email/noticeboards throughout the town
<i>Visitors</i>	
Tourist Information brochures on display for people to pick up	Provide these at FTH, in the library and the Cheese and Grain lobby
Up to date accommodation list on display for visitors.	Provide these on the website, on the notice board in the Cheese and Grain car park, in the Library and the Cheese and Grain lobby.
Tourist Info about Frome – display e.g. Town maps/Frome Heritage Trails – where to go & what to do in Frome.	Provide these on the website, on the town Map display boards, in the Cheese and Grain car park, in the Library and the Cheese and Grain lobby.
Frome Souvenirs/cards etc.	Replace the current range with crafts and cards by local makers. These can be showcased in the Library and the Town Hall and will be regularly updated.
Book sales/map sales	These are already available in Hunting Raven Bookshop and WH Smiths.
Radar keys – disabled people can currently purchase these from tourist info	These will be available from the Library and Cheese and Grain
<i>Residents</i>	
Berry's and National Express coach tickets and all timetables	The Cheese and Grain or the Library to provide this service. Promotion of the telephone service these operators provide will appear on all notice boards, at the Library and the Cheese and Grain. All timetable information to be on the website or provided on the telephone.
Ticket sales – Cheese Show/Great Dorset Steam Fair/ Yeovilton/Frome Festival tickets etc.	The Cheese and Grain or the Library to provide a box office function.
Local Information about Frome – theatres/Whats On/walking & cycling maps & routes in Frome/organisations & clubs	Provide these on the website, on notice boards around the town, in the Library and the Cheese and Grain lobby.

We also propose to provide tourist information training for the Cheese and Grain and the Library staff, if they would like it. We envisage this training to be a sharing of insights, queries,

questions and requests for information from the public both locals and tourists that our current information team have encountered through their years as front of house dealing with the public.

### **New Information Centre Team functions in The Frome Town Hall:**

- 1st point of contact for the public via telephone, email and in person
- Physically the first people seen when entering the building
- Rebecca as marketing and communications administrator will act as reception cover or support when the information team are very busy, absent from the front desk temporarily or due to annual leave/sickness

### **Recruiting the Frome Town Hall Steward**

The vacancy for the Frome Town Hall Steward is being advertised and the closing date for applications is 2 December. We plan to have someone in post as soon after Christmas as possible.

#### *The main purpose of the role*

The post holder will be required to proactively and independently manage all facilities and all approved subcontractors to ensure the building remains clean and maintained. The post holder will make sure that the Frome Town Hall meets the needs of all users, be they Frome Town Council staff, tenants, people renting meeting rooms, or people renting event spaces.

### **Frome Town Hall use of space and prospective tenants**

#### *Working up the offer of the rented space:*

We are working hard to develop the offer for office and meeting room charges. The balance we need to create is the spaces are financially accessible to community organisations whilst still generating sufficient income to run The Town Hall. We remain confident that this can be achieved.

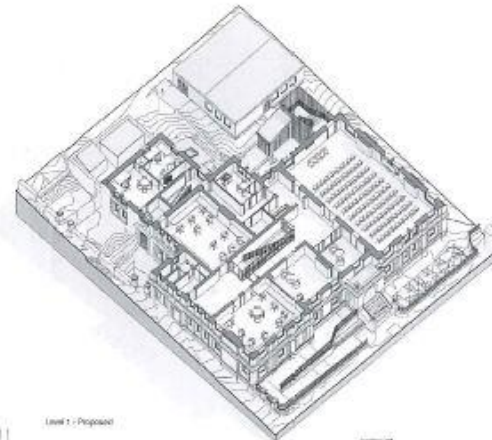
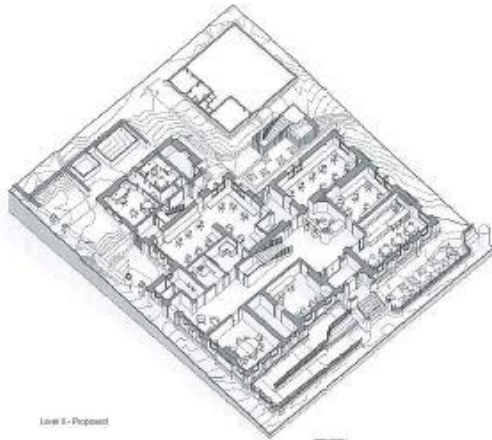
At the time of writing this report we expect We Hear You, Fair Frome and Active and In Touch to move in with The Town Council. We are also in conversation with Frome FM and other community organisations. With regards to the Council Chamber, we have meetings arranged two potential organisations who would use it on a weekly basis. It is not possible to give the names of these organisations at the moment.

#### *Frome Town Hall Timeline*

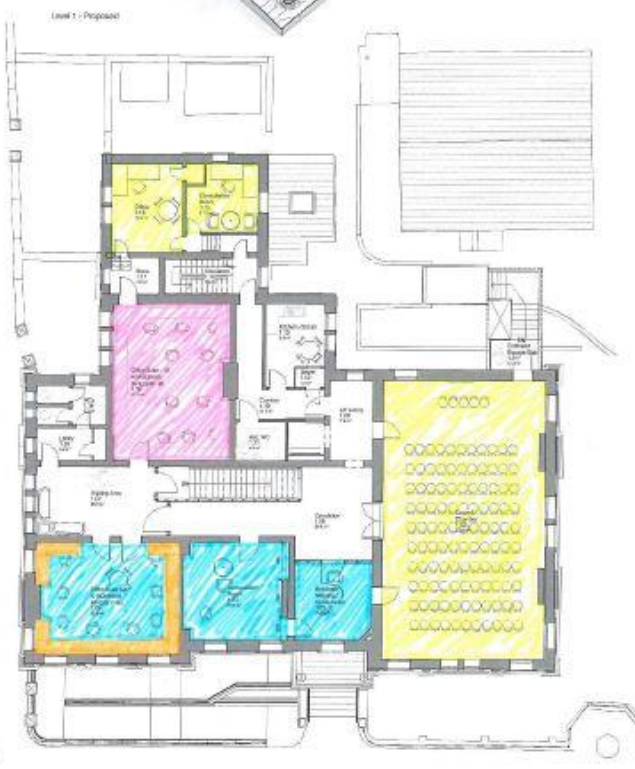
Frome Town Council, WHY, Fair Frome and Active and In Touch will be moving into the Town Hall in the second half of February. The formal launch of Town Hall itself will be at the end of March.

I will be inviting Cllrs for a walk and tour around the Frome Town Hall before Christmas.

# Proposed room layout for Frome Town Hall



- benching 
- FTC 
- WHY 
- Frome FM 
- storage 
- rentable 
- cafe 



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Project Number: **1524** Title: 11/04/14  
 Stage: Information  
 Date: Information

Project: Frome Town Hall  
 Client: Frome Town Council  
 Title: Proposed Plans  
 Reference: 2.100 Size: D



## **2. Marketing and Communications**

*Kate Beilby is the Marketing and Communications Sponsor*

*Rebecca Krzyzosiak is the Marketing and Communications Administrator*

*Marketing and communications work we have carried out:*

I now have the designs from Pencil Studios that will enable us to communicate more consistency. I have been working closely with Kate and Rebecca to generate these into a set of guidelines for all forms of communications that will be put in place for an end of March launch.

Myself and Rebecca have undertaken a review of current council communications and conducted a thorough process of auditing including the following:

- Auditing comms channels from 05/10/2016
- Auditing databases 19/10/2016
- How staff use shared calendars 20/10/2016

*Marketing and communications work we propose:*

I aim for a communications strategy to be built into all areas of the new work programme and for all marketing to reflect the messages of our work online and in print.

What we are planning:

- Internal workshop in January – to communicate with staff the new marketing strategy and best practices for the communications of the council
- Review the work programme 2017/18 and embed the marketing strategy into all the areas
- Write a style guide for tone etc. to be part of a larger policy document for staff to follow in regards to the process of communications and marketing
- Review our current website with our web host and design company Zonkey, to start planning a reskin of the website in line with the new consistent communications. This will be followed by a roll-out of consistent communications across all platforms
- A full launch of consistent communications, the town hall and the town hall book for the end of March.

I am happy to make all my presentations and workshops available to Cllrs and present to them directly if they'd like this.

#### **Recommendations**

1. Tim O'Connor to become the Frome Town Hall Sponsor
2. Information Centre staff in the Library to move to the Town Hall
3. Agree the general direction of the backfill plan for current services provided by Information staff in the library
4. Note the proposed marketing and communications work for the next four months.