

Agenda Item 7

For decision - Frome Community Toilet Scheme Review

Author: Charlie Orr, Project Officer

Summary

The purpose of this report is to set out a way forward in terms of FTC's Community Toilets Scheme.

Background

The Frome Community Toilet Scheme first came about in 2012 due to the decline in the number of public toilets around the town. In response to this, Frome's cafes, pubs and restaurants opened their doors to allow members of the public use of their facilities free of charge.

The seven businesses listed below are currently involved in the scheme:

- Café La Strada
- Paccamora Café
- Sagebury Cheese
- Riverhouse Café
- Crocker and Woods (Now Moo & Two)
- Cheese & Grain
- The Hubnub

Each business that is enrolled in the scheme has the responsibility to keep their toilets safe, clean, hygienic, easily accessible and well stocked. In return, they receive a contribution of £500 per year from the Town Council towards costs for toilet refurbishment, maintenance and supplies.

After speaking with a number of businesses around the town there is an understanding that many of the cafés, pubs and restaurants in Frome would offer this service to members of the public regardless of the scheme or FTC's contribution. There is also a concern that awareness of the scheme and the establishments that are part of it need to be raised significantly. Therefore, a review of the scheme is needed.

A review would mean renewing the branding and the marketing of the scheme as well as its strategy.

The proposal

To make contact with all cafes, pubs, and restaurants in Frome to inform them of the relaunched scheme and include an opt-out for those that do not wish to participate. All businesses that become part of the scheme would be publicised via a new marketing strategy through the FTC website, social media and publications. Moving forward, businesses would not be given funding to be part of the scheme but rather the current budget would be allocated to marketing and promoting the businesses that are involved.

To help regulate the condition of the toilets that are part of the scheme, it is proposed to enable customers to review the toilets online.

This approach would also be an opportunity to introduce the Refill Campaign to Frome. In addition to offering toilet facilities, participating businesses would become refill stations and offer free tap water to those that need to top up their water bottles. The Refill Campaign is a practical approach to reduce the number of plastic bottles that are disposed of and has already been introduced to Bristol, Bath, Bude and parts of Dorset with great effect.

Recommendations

1. That the Community Toilet Scheme is re-launched on the basis that participating businesses are not paid a fee but rather the approved budget is used to improve awareness of the scheme and market the businesses that take part
2. That the opportunity for customers to review the condition of the toilets online is put in place
3. That Charlie Orr, Project Officer is delegated authority to implement the re-launch