

Agenda item 3

For information - Multi Year Agreements with Fair Frome and Frome Festival

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Summary

This paper provides a summary of the multi-year agreements between Frome Town Council and Fair Frome and Frome Festival. It lays out the purpose of the funding and the objectives and targets of the agreements. Bob Ashford Chair of Trustees for Fair Frome and Bob Morris, Chair of Trustees for Frome Festival will be present at the Council meeting to discuss and explain how the service is meeting the targets and objectives of their respective agreements. They will also inform Council about any changes to their organisations and the benefits of FTC funding.

Details of the agreements

Fair Frome:

Amount: £15k per annum

Purpose of funding: To support the running of the food bank

Objectives and Targets:

- Evidence of providing emergency food parcels utilising food banks
- Work in partnership with others to ensure there is not undue food waste e.g. through the Community Fridge
- Present statistical data to demonstrate impact in terms of supporting vulnerable people

The recipient will also meet the following generic objectives that apply to all recipients of Multi-Year Agreement grants:

- To provide clear evidence of partnership working with other not-for-profit organisations to join up activity in the community.
- To provide clear evidence of attendance at training events to help build skills and capacity.
- To provide clear evidence of fundraising activity with use being made of FTC's fundraiser if necessary to help the recipient move towards greater sustainability in the long term and thereby reduce dependency on FTC.

Frome Festival:

Amount: £10k per annum

The purpose of the grant is: This is a major 10- day multi-event programme showcasing the arts. In 2016, 169 events were put on and generated ticket sales in the region of £100k with the vast bulk of this revenue going back to performers, groups, promoters and venues. There

are wider economic benefits generated by the footfall and trade generated by the Festival. Grant aid provides confidence to plan well in advance and book acts/events. Historically, the only time the Festival has had the confidence to do this is since FTC agreed a two-year funding arrangement (2015/16 and 2016/17).

Objectives and targets:

To encourage ownership and impact of the Festival in the wider community to be measured by:

- New events that reach out to parts of the community that do not normally attend (but this is likely to depend on raising other funding as MYA funding is needed to cover core costs). This will include encouraging and possibly expanding the Festival's European and other international content.
- To assist with the development of the Festival, the Festival will audit and report: the range of genres and identify any omissions or imbalances to be rectified in the future; the appeal of the Festival to different parts of the community e.g. children, under 25s, seniors, families; best sellers and disappointing take up; the location, accessibility and quality of venues and their variety; box office activity and estimates of advance tickets sold and; overall footfall.
- More volunteers coming forward – the Festival will keep better track of its volunteers and publish details

Fair Frome and Frome Festival are also required to meet the following generic objectives that apply to all recipients of Multi-Year Agreement grants:

- To provide clear evidence of partnership working with other not-for-profit organisations to join up activity in the community
- To provide clear evidence of attendance at training events to help build skills and capacity
- To provide clear evidence of fundraising activity with use being made of FTC's fundraiser if necessary to help the recipient move towards greater sustainability in the long term and thereby reduce dependency on FTC