

Agenda item 6

For decision – The relaunch of the community toilet scheme as *You're Welcome*
Authors: Charlie Orr, Project Officer & Rachel Griffin, Marketing and Communications Manager

Summary

This report proposes to relaunch the Community Toilet Scheme as the *You're Welcome* scheme with a new brand and additional promotion.

Background

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

Each business enrolled in the scheme had the responsibility to keep their toilets safe, clean, and accessible and to display the Community Toilet Scheme logo in their window.

In return, they received a contribution of £500/year from the Town Council towards the cost of maintenance and supplies.

There are 6 businesses currently signed up to the Community Toilet Scheme.

- Café La Strada
- Moo & Two
- The Cheese & Grain
- The River House Café
- The Old Bath Arms
- The George
- Frome Town Hall

Proposals

Over the past couple of years, the number of users of the scheme has been low and it was felt that a new promotional campaign was needed. In discussion with the businesses above, it was agreed that a relaunch was necessary. The new scheme will combine all the elements of the toilet scheme with the increasingly popular free tap water refill initiative. And the new scheme, called *You're Welcome*, will benefit from enhanced marketing.

Participating businesses will provide the following services:

- Allow members of the public use of toilets free of charge
- Allow members of the public free tap water refills
- Display posters and stickers of the scheme in prominent and public position

Additionally, the Town Council will offer participating businesses a contribution towards the upkeep of the on-site toilets in the form of a grant of up to £250.

To help monitor the effectiveness of the scheme, participating businesses will report back on an annual basis to the Town Council to show how it has run over the previous year and to confirm that they have complied with the requirement to promote the scheme in their windows, for example.

Marketing Strategy

You're Welcome will support participating businesses through a marketing strategy that will offer increased promotion and greater visibility through social media channels, publications, the Frome Town Council website and Discover Frome.

The new Discover Frome site with a *You're Welcome* slider on the home page is ready to go following approval at the meeting. This website received over 10,000 visitors last month. The FTC website, with over 6000 visitors last month, will also have the slider as part of the improvements which will come on line later in the year.

The other marketing support will include articles in the local press, social media and collateral such as posters and window stickers for the scheme as well as discreet webpages optimised for those looking for loos in Frome.

To confirm, the proposed changes to the scheme have been discussed with each of the participating businesses, all of whom are happy to proceed.

Recommendations

1. Relaunch the community toilet scheme as *You're Welcome* with participating businesses allowing the public to access to their toilets and free tap water refills.
2. Participating businesses are allowed access to an FTC grant of £250/year on the condition that they are compliant with the scheme requirements
3. Approve the marketing strategy as outlined in the report