

Agenda item 9

For decision - Performing Arts Update

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Summary

This report represents an update of the Performing Arts Panel recommendations from last year and where applicable identifies next steps to deliver the work programme.

Recommendation	Update
<p>1. Further develop the Discover Frome website to include an effective town-wide online events calendar.</p>	<p>The Discover Frome website now has a focus on arts, events, activity & history. It been reskinned and updated - we've seen progress in the performance, especially the events page which is consistently in the top three most visited pages on the website. We've had a 91.75% increase in sessions since last year, and currently get nearly 9000 sessions a month. We have also had nearly 8646 click throughs from Google in the past month.</p> <p>Content directories have been created to reflect the full offer of Frome: Accommodation, Food & Drink, Shopping and Attractions. The work on the directory and the production of the walks was also reproduced in the listings and walks pages for The Annual.</p> <p>'Walkers are Welcome' status has now been achieved and this is now being incorporated into Discover Frome, with the work due to be finished by the end of June 18.</p> <p>Discover Frome's event calendar is now up and running and is growing to be a really good community resource for events. Events can be added in one of two ways:</p> <ul style="list-style-type: none">• Submitting your event on Discover Frome at discoverfrome.co.uk/submit-an-event• Getting a login to post events on the website, if you frequently have events to post. To do this, contact info@discoverfrome.co.uk. Posting guidelines are available to make this process easier. <p>The Discover Frome website and the Frome Community website now have shared branding and a calendar which can distinguish between community-type events (such as training) and entertainment-type events.</p> <p>Communication links between the Marketing & Communications Team and the venues are a work in progress to ensure that the information flow is easy. This is supported by the Forum.</p>

2. Marketing intern	<p>We are now at the end of the tenure of our intern Claire Worrall as Marketing & Tourism Intern.</p> <p>Claire’s work programme has reflected the initial recommendations of the Performing Arts Panel and she has made a significant contribution to discharging the actions, not least by restructuring and improving the visibility of the website to support Arts and Events throughout the town as an interesting and current offer.</p> <p>‘Walkers are Welcome’ status has just been granted as noted above and her work has also informed the section of the Discover Frome website that will serve as the ‘Walkers are Welcome’ info site.</p>
3. Noticeboards	<p>Previously, this was done by the Ranger team, the Marketing and Communication (M&C) team maintain and update over 12 notice boards around the town. We service eight more at shops and venues.</p> <p>Six other spaces for notice boards have been identified; three of which are due to come on line in the coming month: Trinity, Pack Saddle and Tower View. Assuming all the permissions are granted, the boards will be installed by the Rangers and then added to the rounds of the M&C team.</p> <p>The content and materials displayed on the boards will be managed in partnership with the Frome Arts Forum, with an expectation that venues and promoters will take responsibility for good practice (including removing content when it’s out of date). We are currently advertising an opportunity on Volunteer Frome as a Frome Ambassador to support this distribution round.</p>
4. Review rehearsal spaces when marketing intern is in post	<p>The demand for rehearsal space remains. A team from the Forum are working with the venues to free up some space and when/if this is done we will advertise it. In the meantime, the venue directory identifies venues and suggests contact on an individual basis. The discussion with the Cheese and Grain about community access at the Bert Jansch Studio is ongoing.</p>
5. Mentorship programme	<p>The initial suggestion from previous panels was to create a mentorship scheme for young artists. The review suggested more signposting to, or connecting people with, existing groups and networks in either Frome (such as Frome Actors Network or Frome Arts Grapevine) or nationally (such as the Society for Storytelling).</p> <p>Mentorship can be linked with volunteering, offering benefits to both organisations and individuals and can be advertised through Volunteer Frome. It was also emphasised that beginners of every age should be supported, from children and young people to adults looking to engage</p>

<p>5.a</p>	<p>with a new activity. For young people, further support could come from connecting with schools to discover needs and gaps.</p> <p>Two other initiatives to support music provision were discussed:</p> <p>First, following meetings held with schools, a significant barrier to learning is faced by those who qualify for the pupil premium. In the past, this group of young people have qualified for funding to support out of school activities through the ‘give it a go scheme,’ where schools were able to provide budget to pay for music lessons and instruments.</p> <p>These activities are in addition to the core teaching of pupils and offer an opportunity for some to reach potential that would otherwise not be accessible to them. It would help to close the academic gaps in attainment that are faced by pupils from disadvantaged backgrounds and increase the number of children reaching Frome College able to play a musical instrument.</p> <p>There is a broadly supported proposal to set up a new bursary fund for young people in Frome to access music tuition and instruments. It would use statutory services both to refer families and to administer the fund. The fund could also be extended to support young people to access work experience and placements. Possible sources of fundraising could be using banked hours of the FTC fundraiser and a crowdfund campaign.</p>
<p>5.b</p>	<p>The second is an idea brought to the Forum that will help meet the need for Saturday Morning music provision. Cosmic based at Strode College offers this. This is a model that sees low cost music provision taking place across one site allowing access to different levels and types of music and culminating in an orchestra experience.</p> <p>The first step, to identify existing music provision, is taking place to establish effective directories of provision in Frome. The next step is to identify viability through talking to existing music providers and interested parties. The proposal is to coordinate a group of interested individuals and organisations to move this forward and to support them in the model of support for organisations. Connecting with different existing groups in Frome is key.</p>
<p>6. Review one-off event ‘Destination Frome – a Performing Arts Week’</p>	<p>Frome Busks superseded Destination Frome as a way of supporting both young artists and also traders during the shoulder season. It was supported well by the public, traders reported an increase in footfall and eight young bands and performers had the opportunity to perform in public throughout the day. The plan is to arrange a similar event next year.</p>

7. Establish a more permanent Forum that can support the development of the Performing Arts	The Performing Arts Panel will now become the Frome Arts Forum. The aim will be to hold meetings twice yearly to discuss progress and future actions. The proposed date for the next meeting is Tuesday 18 September at 7:30pm
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Recommendations

1. Continue to deliver the recommendations of the newly formed Frome Arts Forum as outlined in the report and within the boundaries of the Marketing and Communications strategy
2. Investigate the establishment of a bursary fund supporting young people to access the arts.
3. Explore the viability of establishing a Saturday morning music provision and if it is viable work with partners to deliver it