

Agenda Item 3

Q&A session with Multi-Year Agreement (MYA) recipient Frome Festival - Supporting Information

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Summary

This document provides a summary of the MYA between Frome Town Council (FTC) and Frome Festival. It highlights the financial details of the agreement and the specific objectives being worked on for Year 2.

Frome Festival are attending the meeting to discuss how they are working to achieve the objectives we've agreed and the benefits to the organisation and people of Frome that result from this funding.

Details of the MYA:

The MYA started in April 2017 and will end in March 2020.

Year 1 (2017/18): £10,000

Year 2 (2018/19): £10,000

Year 3 (2019/20): £10,000

Overall purpose of the MYA:

The overall purpose of this Multi-Year Agreement is to provide Frome Festival with the confidence to plan and book acts well in advance of the festival taking place.

Objectives and targets for Year 2:

The objectives for Year 2 of the MYA with Frome Festival are as follows:

- 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

The recipient will also continue to meet the following generic objectives that apply to all recipients of MYAs:

- 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