Agenda item 4

For information – an update on the role of events at Frome Town Council
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Summary

As ever, for the Marketing and Communications team, this final quarter 2019 has been largely taken up by events. This update looks back over the year and acknowledges the amount of work that events create, whilst identifying their need as highlighted in the Marketing and Communications Strategy.

Discussion

Staging and supporting events are a key engagement and promotional tool for FTC. Events enable us to ensure FTC does the right things, in the right way, at the right time and to change things if we aren't. Events help to support community cohesion by bringing the community together and to support well-being and pride in the town.

The Marketing and Communication team have had a focus on promoting and delivering meetings and events over the last few months. To this end, this report looks at what we have been doing, several key events that we have supported (see Appendix 1) and reminds Cllrs of the strategic objectives behind our support over the year (see Appendix 2).

As well as the well-trodden path of Council meetings, Business Breakfasts (as was) and Discuss and Do, we have a full and varied calendar of town events and meetings all of which need shaping, organising and promoting to various degrees in a timely and appropriate fashion.

These past few months has been particularly busy with lots of events both at the Town Hall and open spaces, including: Apple Day celebrations, the Walking Festival, Share/Swap, planning for Fireworks (to be staged on 25 January), the Christmas Event, the Climate Panels and the addition of our new business events: Fiver Fest, Christmas Lates and Working Lunches. These events are delivered across the work programme to support various objectives. The role of the Comms and Marketing team is to support or deliver events by providing event planning, promotion and management expertise.

We often identify several objectives beyond the original intention delivering events. For example, the Walking Festival helps promotes our parks and open spaces, brings people to the town and supports businesses in a season less popular for visitors and it also provides an opportunity to highlight other offers, such as our guided walks. And this is beyond the original objective of getting people walking, showcasing a joy of walking and supporting the Walkers are Welcome status.

Sometimes, we identify other partners' events to be part of, which help us to deliver our objectives. For example, this summer we had a stall at the Cheese Show which is a big event for the Town. This gave us the opportunity to engage with people around Have your Say whilst

simultaneously showcasing the community bunting making project and, by association, it also showed that FTC is actively engaged with, and part of, community events.

Similarly, we attend all events in our parks and open spaces or events that are funded by the Town Council and serve to highlight our role in the community and to reach parts of the community not often reached. The Children's Festival is a good example of this. It is a well-loved event which the council has been instrumental in supporting from the beginning. By delivering a fun engagement activity, we raise our profile with attendees and support the event as well. We can also help to promote it.

Supporting the delivery of community groups' events is an important part of our role and both encouraging and facilitating them is as important as running our own. Frome is very lucky that the community delivers such a fantastic array of events and performances, from the Frome Festival, to the theatres, the Cheese and Grain and the Carnival. We can't be everywhere and so in these cases a key aspect of our support comes via the Information Point and our digital capabilities. Often, we have complementary expertise and resources and provide event support by, for example, distributing posters, working up a digital campaign and highlighting events on the events calendar on Discover Frome and across our networks.

Although this report is primarily about the role of the comms and marketing team, we also need to acknowledge that events at FTC really are a team effort with staff providing Health and Safety expertise, time in putting out chairs on the bandstand, promoting events and applying for road closures.

It is important that this recognised and seen as a legitimate use of our resources. Because events are staff resource intensive, we need to consider timing of events to ensure an even spread of work. We also need to consider event timing to ensure events don't compete for space in the media, websites and the noticeboards.

Appendix 1 - The table below lists the events FTC has either delivered or supported so far this year.

| Business breakfasts |
| Discuss and do |
| Move More Champions workshops |
| Courage in a Climate Crisis |
| Recycling Champions |
| Discover Frome Visitor Conference |
| Make It Happen |
| Frome Busks |
| People's Budget Events |
| Apprenticeship Conference |
| International Women's Day Event |
| Sports Fest |

Improve Don't Move
Meadow Fest
Children's Festival
Google Digital Training
Rocktypus in the park
Free Tennis
Ride Kids Ride
Courage in a Climate Crisis
Community Bunting Making
Cheese Show
Meet by the book
Fiverfest
Apple Day
Climate Panels
Fireworks
Walking Festival
Share/Swap
The Hustings
Christmas Light the Night
Christmas Lates 5th, 12th ,19th
Rob Hopkins – what if
Working Lunch

Appendix 2 – the Marketing and Comms Team Strategy

Who are the audiences?		Why communicate?	What to communicate?	How to communicate?	Desired actions
		These three columns provide broad reasons on why, what and how we should communicate with each type of audience			For example, come to an event, know what the Council is doing etc.
Staff and Cllrs		Internal Communications To ensure that the Council staff and Cllrs are aware of what is going on in the Council and what projects are being delivered and when.	Information on what specific staff and Cllrs are working on at a particular time. To be aware, in advance of the public, important news	Email, meetings, training sessions, text messaging (for example a What's App broadcast list), face-to-face and telephone conversations, Clerk's by-weekly update. A shared calendar or shared intranet/portal for advising others of events and involvement in meetings or campaigns etc.	
Public Sector		External communications To make sure other Councils and emergency services are aware of issues we know about. Keep in the loop ourselves about things that our	Link up on projects Be aware of what the other is working on Help each other for the greater good of the town and surrounding areas.	Email, Clerk's by-weekly updates, telephone conversations, face-to-face meetings and catch ups.	

		town's people will need to know. Help each other with issues going on in the town and surrounding areas. Improve our relationships with these authorities.			
Existing community ⇨		External Communications Promote civic pride Promote an active and engaged community	Inform existing residents about the activities of the Town Council, community groups, businesses, events, successes, as well as failures – this enables and forges a more human relationship.	Blogs Council and personalised meetings Direct emails Films or clips (video blogs) for YouTube on our own website Leaflet drops Local radio/TV Local written media Newsletter Posters on noticeboards Social media Website Surveys Consultations with the local community	Bespoke to each separate communication, in keeping with our brand guidelines
Existing businesses ⇨		External Communications Improve opportunities for local businesses and	Opportunities to collaborate/link with each other and the wider community.	Bespoke meetings Blogs – including guest bloggers from the business community and interviews	Bespoke to each separate communication

		promote prosperity, create and facilitate a dialogue with the wider-business community.	Share successes, innovations and opportunities. Encourage local businesses to achieve "Good Business" status	Direct emails Professional films for YouTube or good quality Video blogs Local written media Newsletter Social media Website Forum – for example a Frome Business Breakfast Facebook group. Events – such as the Frome Business Breakfasts	
Potential residents ⇨		External Communications Encourage a diverse and engaged group of people to move to Frome	The message should be that Frome is a progressive, lively and interesting place to live. A residents pack will inform prospective residents and those who have just moved here about Frome.	Blogs Local written media Social media Website Films for YouTube Local radio/TV Newsletter Liaise with local estate agents to promote the Discover Frome calendar, as part of their welcome pack.	Bespoke to each separate communication
Potential businesses ⇨		External Communications Attract business investment and employment opportunities to Frome	Communicate with businesses beyond Frome is a good location for businesses to thrive **within the context of few**	Bespoke meetings Blogs/articles County or country wide news features Email / telephone	Bespoke to each separate communication

			available premises. Micro-businesses and SMEs are an ideal candidate to attract as there is a flourishing 'working from home' community here and many work hubs providing business space.	Social Media? Website	
Potential visitors		External Communications Increase footfall – good quality community events are a good way of doing this.	Inform prospective visitors about events attractions and links to nearby attractions, things to see and do locally and accommodation. Walkers are Welcome will encourage an increase in footfall for the town. We should consider Air BnB's as places for people to stay.	Films for YouTube Newsletter – what's on? Placements in national publications Regional tourist websites Social media Website	Bespoke to each separate communication
Any of the above		Internal and External Communications There is an emergency	A measured and confident response to any crisis. We need to draft an emergency plan which filters through the staff hierarchy so we endeavor to always have someone who can take charge. It will include an internal check list where those in the line of hierarchy can follow. All	As appropriate	Bespoke to each separate communication

			staff should be familiar with this document. We should also consider whether to respond at all.		