

Agenda Item 6

For information - Marketing and Communication Update 2020

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Summary

This report gives a flavour of the work that the Communication and Marketing Team has focussed on since April 2020.

Since lockdown most of the work of the communications team has been focussed on the Covid 19 emergency response. What follows are the edited highlights of some of that work:

- Check in with your 5 nearest neighbours' campaign - a town wide campaign across all channels to encourage and support the community to respond in a personal way. This included town wide leaflet distribution with help from volunteers
- Supporting the establishment and leading on the promotion of Fruber Eats - the emergency food delivery service
- Established 'Shop for Me' a volunteer shopping service for residents who are shielding
- The management and coordination of the Frome Community Response Volunteers to support these services
- Co-ordination of the volunteers for town wide leaflets, The Mental Health Booklet and our What Next for Frome Household survey
- Repurposing the home page of the website to our Covid-19 response. This included updating and collating information and drafting: Our mission statement; Frome FAQ's; Fruber eats; ShopForMe; Information, support and advice; Frome Shops and Deliveries; Government Guidelines; Neighbourhood groups; Support for families; Advice for businesses; Budgeting in a crisis
- Repurposing Discover Frome website to focus on the retail offer in the town: who are doing deliveries; who is not etc; Business as unusual; and What's Online
- Writing, collating, and supporting the numerous newsletters and updates that have been going out throughout this time including the new volunteer newsletter, business updates etc.
- Coordination of What Next for Frome? household survey that fed into our recovery work - a town wide survey, both online and leaflet across all channels. This included the subsequent data analysis, trend report and presenting the data. Hosted a series of 'What Next' panel events based on the results to help inform the recovery work
- Continue to liaise with arts and venue spaces to ensure a coordinated approach in Frome
- A series of free outside activities Bird spotter, insect spot, scavenger hunt etc.
- Production of numerous signs and banners across the town and parks and open spaces
- The promotion of Walk/Ride Frome campaign
- Ongoing promotion to remind residents that the Town Hall is closed but that the Council is open for business
- Town centre Open for Business campaign, including a film, banners and features in the Frome Times and ongoing social media campaign in conjunction with the Chamber of Commerce.

- Keeping noticeboards up to date with all info without the noticeboard volunteers

The review of the Marketing & Communication Strategy and subsequent timetabling has been put on hold whilst we assess the work plan in context of the recovery plan and the subsequent change in timetabling.