

# FROME TOWN COUNCIL

## Minutes of a meeting of the Council Matters Committee

Wednesday 5 May 2021, 7pm  
Zoom

**Present:**

Councillors: Rich Ackroyd, Ali Barclay, Lizzie Boyle, Sara Butler (Chair), Rob Collett, Mark Dorrington, Nick Dove, Sheila Gore, Anne Hills, Andy Palmer, Steve Tanner, Andy Wrintmore

**In attendance:**

Scott Ward (FTC Cllr), Peter Wheelhouse (Deputy Town Clerk), Rachel Griffin (Marketing and Communications Manager), Sarah Williams (Business Manager), Beccy Byrne (Marketing and Communications Officer), Laura Hales (Marketing and Communications Officer), Laura Flaherty (Executive Assistant to the Town Clerk and Mayor)

2 members of the public

Minute Ref	Agenda Item	Action
2021/11/CM	<p>1a. Apologies for absence Received from Anita Collier and John Nelson.</p> <p>1b. Declaration of members' interests None was received.</p> <p>1c. Minutes from the last meeting on 24 February 2021 The minutes of the Council Matters Committee meeting held on 24 February 2021 were approved as a true record of the meeting and signed by the Chair.</p> <p>Proposed by Mark Dorrington, seconded by Lizzie Boyle, agreed unanimously.</p>	
2021/12/CM	<p>2. Questions and comments from the public and Cllrs Nick Dove noted how special the planting around the town was looking. He thanked the Rangers who often sorted issues with short notice. Cllrs all agreed.</p> <p>Kate Bielby asked FTC if they could publish the consultation process they employed for the Market Place Phase 3 project. She had been unable to find this information online. Cllrs confirmed that one of the FTC members of staff would be in touch to provide Kate with this information.</p>	

<p>2021/13/CM</p>	<p><b>3. For information - Marketing and Communications Update</b></p> <p>Rachel Griffin and Laura Hales summarised the report. Laura explained the planned future direction for social media. She explained that the recent review of public engagement with social media led to a reconsideration of the approach. The comms team would be trialling low key soft changes. They would be using a “less is more” approach, less word heavy but continuing to drive traffic to the website. They would be connecting more with Instagram and the Discover Frome website. The trial would be to better understand what works for the audiences.</p> <p>Rachel also noted that there were lots of events planned for the forthcoming year which was positive and exciting. The new website, which launched in February, was performing well. The comms team had seen an increase in traffic.</p> <p>Sheila Gore asked Rachel how she could help residents interact more successfully on social media. Rachel said the best way was for them to like the FTC page on Facebook and the posts then they would see more content. On Instagram, they should use the hashtag #frome. Rachel also said the comms team focussed a lot of energy on the community noticeboards to make sure they were up to date and a useful source of information. All new articles were sent to a press list and the Frome Times was a great source of information. Laura also noted there were three different newsletters: Town Clerk’s updates, business and parks and green spaces.</p> <p>Rob Collett wanted to note the fabulous job the comms team were doing. He said the communications produced by FTC was amazing. He thanked the team.</p> <p>Lizzie Boyle said the quality of the design work stood out and gave credit to Miles Macey. She said the noticeboards were a visual treat and should also be celebrated.</p>	
<p>2021/14/CM</p>	<p><b>4. For approval - Financial update to 31 March 2021</b></p> <p>Hannah Paniccia gave a summary of the report.</p> <p>Maxine Crawley praised the work of Hannah Paniccia. Maxine and Anne Hills reviewed the finances on a monthly basis and Hannah was always hugely helpful.</p> <p>Rob Collett registered his disapproval of FTC continuing to use Barclays bank. Although he noted he did understand the reasons why this was the best option currently.</p>	

	<p>The recommendations were to approve the:</p> <ol style="list-style-type: none"> <li>1. Income and expenditure sheet to 31 March 2021</li> <li>2. Payments made over £500 for February and March 2021</li> <li>3. Balance sheet including the breakdown of reserves at 31 March 2021</li> </ol> <p>Proposed by Andy Palmer, seconded by Sheila Gore, agreed unanimously.</p>	
2021/15/CM	<p><b>5. For approval - Disposal of assets</b> Hannah Paniccia summarised the report.</p> <p>The recommendations were:</p> <ol style="list-style-type: none"> <li>1. Ratify the disposal of IT equipment listed above (in the report).</li> <li>2. Approve the disposal of the boiler and oil storage tank at Victoria Park</li> </ol> <p>Proposed by Rich Ackroyd, seconded by Nick Dove, agreed unanimously.</p>	
2021/16/CM	<p><b>6. For Information – An update on the town’s parks and green spaces</b> Chris Stringer gave an overview of the report.</p> <p>He highlighted new benches had been installed at Tower View and Rodden Meadow. A new hedge had been planted at Packsaddle. Finally, Helen Viner, Wild about Trees Project Officer, had been having some encouraging discussions about next steps at Egford Lane and starting a tiny forest.</p> <p>Rich Ackroyd praised the work of Chris and the Ranger team. He had friends visiting and they were very taken with the new benches at Rodden Meadow. Chris noted he would be happy to share the design.</p> <p>Sara Butler also highlighted the great job the Rangers did and said the town looked stunning.</p>	
2021/17/CM	<p><b>7. For information - Update on the Frome Town Hall</b> Rachel Griffin gave an overview of the report which was noted by Cllrs.</p>	
2021/18/CM	<p><b>8. For information – Health &amp; Safety update</b> Chris Stringer confirmed the claim for the accident along the riverbank had been settled. Chris and the Ranger team were doing some work along the riverbank to improve risk</p>	

	management. The vandalised wall at Welshmill was due to be repaired at the start of June.	
2021/19/CM	<p>9. For information – Update on Staff changes            Laura Flaherty gave overview of report.</p> <p>Rich Ackroyd asked if FTC would be running a first aid course that would be open to Cllrs and other members of the community. Laura explained a course had been postponed from April last year. She would be rearranging this as soon as it was safe to do so at the Town Hall. Laura encouraged Cllrs that would like to take a first aid course to let her know but she would share the details once rearranged.</p> <p>As this was the last Council Matters meeting in the 2020/21 meeting calendar, Maxine Crawley thanked Sara Butler for chairing the Council Matters committee during the past year.</p>	
2021/20/CM	The next meeting will be at 7pm on Wednesday 30 June 2021, venue to be confirmed.	

Table 1 - Agenda items

The Chair closed the meeting at 7. 36pm