

Agenda Item 8

For decision – Discover Frome Maker’s & Seeds of Change projects.

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Summary

Two new projects have received funding: Discover Frome Makers from the Welcome Back Fund and Seeds of Change from Creative Mendip fund. Both projects are designed to support the high street, our visitor offer and our smaller independent makers and artists. Seeds of Change will also support our Resilience work.

This report looks at what these projects are and how we propose to discharge the work.

Background

The communication and marketing team work to support the strategic objectives across the wider team to not only increase the profile of the council but to support prosperity of the town through support of our visitor offer, by supporting local businesses and the Arts and Heritage sector.

Discover Frome Makers

This project will highlight Frome’s numerous and marvellous makers and it will ally with other work streams in the Discover Frome brand. It will support the high street and the visitor economy over the period of six months and has a project value of £14k which has been awarded by the Welcome Back Fund administered by Mendip District Council for the EU. Within our strategic objectives it supports both Prosperity and the Arts. The four strands are:

1. To use shops throughout the town which are closed as a shop window for artists and makers – to allow for a monthly change of displays in interesting and innovative ways. This will feature wares that are on sale in the Discover Frome Information Point, be an excellent display space, rejuvenate tired spaces, and will serve to pull footfall through the town. Key to this will be temporary way finding signage.
2. To move the current information point into a larger pop-up space within Black Swan Arts to allow for makers’ businesses to be incubated. The information point will act as a welcome to visitors to the town and to Discover Frome Makers, a pop – up exhibition space which will highlight Frome Artists and Makers work to be displayed and sold, workshops to be delivered, and use the existing Information Point as a key support. This will supply greater incubation space for businesses in their infancy, allow for and support the support the aims and the objectives of the offer at the Black Swan Arts
3. To develop a Discover Frome Makers Market for artists and makers who are hoping to move into a retail outlet - this will give our makers a further opportunity to build their businesses through direct retail opportunity at low cost. This would be weekly/monthly initiative, using a series of stalls on the Boyle Cross and will offer makers who are in the Discover Frome Makers brand house an outlet on a rotating basis – this is an opportunity that will be put out to tender

4. To extend and support this work and building on the success of our virtual Christmas Market we will extend our businesses directory on Discover Frome to incorporate as many Frome makers as possible, using the Discover Frome Makers brand. This will allow us to offer direct business support to these micro businesses as well as give them access to all the above opportunities and showcase the excellent makers that we have here in Frome.

The funding is retrospective it is proposed to use the Discover Frome EMR waiting for the App development to pay for the project and then to claim the monies back, restoring the EMR.

Seeds of Change

Seeds of change is a contemporary art project using inspirational hidden words and messages to inspire the town, using recognised artists to celebrate creativity through the theme of new growth, looking towards spring and refocusing our experience of moving around the world together as positive. It will be timed to coincide with the GHF Conference and International Women's Day in March and as such spans our strategic objectives.

The hidden messages, using media such as shadow art, invisible ink, and motion activated soundscape, deliver both visually and aurally, and will invite the participant to be delighted in discovery. Surprise reveals will inspire in both familiar and unexpected locations throughout Frome. The messages will invite both residents of Frome and visitors alike to reflect on this time and use the messages as catalysts for change, asking for reflection and introspection before moving forward, and at this time, for regrowth and reconnection and a healthier future. It will enable participants to engage with new, unfolding literal and imaginary views and questions both actual and metaphorical, to leave the participant feeling uplifted and ready for new challenges.

The trail will be commissioned and be available through the Discover Frome web site and promoted from the Black Swan Arts Centre. There will be a series of artist guided tours around sites toward the end of the experience. These will be free and bookable in advance will be both experiential and informative regarding how the messages made the artist feel and exploring their intention.

The projects aim is to encourage residents and visitors alike to explore Frome within the context of opportunity and growth with focus on new opportunities in a Green and Healthy Future.

Mendip District Council have awarded the project £5000 to manage the project. A further £20000 of Arts Council funding will also be sort to make it even better. The project will go ahead if our Arts Council application is unsuccessful.

Recommendation

Delegate to the Marketing and Communication Manager to manage the projects and put the contract out to tender.