

# FROME TOWN COUNCIL

## Minutes of a meeting of the Council Matters Committee

Wednesday 8 September 2021, 7pm  
Frome Town Hall and Zoom

**Present at Frome Town Hall:**

Councillors: Rich Ackroyd, Lizzie Boyle (Chair), Mark Dorrington, Nick Dove, Sheila Gore

**Present on Zoom:**

Councillors: Sara Butler, Anita Collier, Maxine Crawley, Anne Hills, Andy Palmer, Andy Wrintmore

**In attendance at Frome Town Hall and on Zoom:**

Cllr Steve Tanner, Paul Wynne (Town Clerk), Peter Wheelhouse (Deputy Town Clerk), Rachel Griffin (Marketing and Communications Manager), Sarah Williams (Business Manager), Beccy Byrne (Marketing and Communications Officer), Laura Flaherty (Executive Assistant to the Town Clerk and Mayor)

2 members of the public at Frome Town Hall

2 members of the public on Zoom

Minute Ref	Agenda Item	Action
2021/34/CM	<p>Meeting started at 7.01pm</p> <p>1a. Apologies for absence Received from Rob Collett, John Nelson and Scott Ward.</p> <p>1b. Declaration of members' interests Rich Ackroyd declared a personal interest in item 6.</p> <p>2c. Minutes from the last meeting on 30 June 2021 The minutes of the Council Matters Committee meeting held on 30 June 2021 were approved as a true record of the meeting and signed by the Chair.</p> <p>Proposed by Nick Dove, seconded by Rich Ackroyd, agreed unanimously.</p>	
2021/35/CM	<p>2. Questions and comments from the public and Cllrs Gill Fone brought Cllrs attention to an article published in the Daily Mail on 27 August 2021. She was upset of the photo of St John's Church which showed lots of weeds. She felt Frome was looking scruffy. There was a discussion about methods being used to control weeds in the town. Chris Stringer said he would have a further conversation with the teams at MDC and SCC</p>	CS

	<p>who were responsible for weed control. Adam Boyden suggested discussing the issue of weeds at the next Frome Cllrs Forum in October.</p> <p>Anita Collier left the meeting at 7.14pm</p> <p>Maxine Crawley requested that the nearest five neighbours campaign used during the height of the pandemic was highlighted again to make sure no one was left behind as restrictions continued to be lifted. Rachel Griffin said this was possible and also highlighted that the communities team were continuing to do lots of support work. And anyone could phone FTC to signpost to services and A&amp;IT were one of the best places for help and support.</p> <p>Andy Wrintmore joined the meeting via Zoom at 7.20pm</p>	
2021/36/CM	<p><b>3. For information - An update on the town's parks and green spaces</b> Chris Stringer summarised the report.</p> <p>Rich Ackroyd asked Chris if the recently vandalized tunnel at Welshmill park could be repaired and if there was a cheaper way to do this? Chris explained as the tunnel was a piece of play equipment it would have to meet the industry standard for safety. He said they would likely claim for the repair on the insurance, but this would mean it would probably take a little longer to repair.</p> <p>Maxine Crawley thanked the Rangers for supporting residents at Egford Lane when the travelers camped there recently. She said Lead Ranger, Dave, had some very good solutions and was amazing at communicating with the residents.</p>	
2021/37/CM	<p><b>4. A verbal update about the progress of the Evaluation Working Group</b> Peter Wheelhouse noted that at the first meeting it was asked what do we want to understand, such as feelings around outcomes, level of awareness and the level of community participation.</p> <p>Peter talked about the current situation and highlighted some of the recent surveys such as 'What next for Frome 2020' and the Green and Healthy Futures programme of projects.</p> <p>The identified emerging issues were the fact there was no clear evaluation framework in place, the need for evaluation to be</p>	

	<p>built in as projects were designed, how we engage with the community and staff capacity.</p> <p>Peter spoke about future plans such as trialing the approach with new projects such as FIND and School Streets, understanding opportunities to attract funding, the need for baseline data in preparing for unitary which FTC could complement with qualitative data, perhaps benchmarking against other councils and using video case studies. Peter noted that all of these plans would require resources.</p> <p>Andy Jones agreed that evaluation was important and needs to be embedded in the FTC Strategy from the start and properly resourced.</p> <p>Sara Butler suggested some 'quick wins' to get qualitative data like asking people what three things they like about FTC. Nick Dove suggested that FTC operates in a bubble, and we need to do more to keep people informed. Rachel Griffin said that keeping residents informed is what the comms team did.</p>	
2021/38/CM	<p><b>5. For information - Update on the Frome Town Hall</b> Maxine Crawley left the meeting at 7.46pm</p> <p>Rachel Griffin provided a summary of the report. Highlights included encouraging signs of booking enquiries increasing and a robust programme for repair and maintenance.</p> <p>Sheila Gore thanked the communications team for looking after the building and for their creativity in recent times.</p>	
2021/39/CM	<p><b>6. For approval - Financial update to 31 July 2021</b> Sarah Williams summarised the report.</p> <p>Rich Ackroyd congratulated Hannah and Sarah for well organised and easy to understand report.</p> <p>Sarah Williams gave a huge congratulations to Hannah Paniccia who prepared most of the year end report which was approved by external auditors with no areas of concern.</p> <p>Lizzie Boyle asked if there had been any changes to the use of Barclays for banking. Sarah explained they were currently looking into whether Tridos could provide the facilities FTC needed from a bank.</p> <p>The recommendations were to approve the: Approve the:</p>	

	<ol style="list-style-type: none"> <li>1. Income and expenditure sheet to 31 July 2021</li> <li>2. Payments made over £500 for June to July 2021</li> <li>3. Balance sheet including the breakdown of reserves at 31 July 2021</li> </ol> <p>And:</p> <ol style="list-style-type: none"> <li>4. Propose to Council on 22 September to amend 12.2 of the Financial Regulations for banking of cash received to be at least every twenty-eight days instead of seven.</li> </ol> <p>Proposed by Rich Ackroyd, seconded by Mark Dorrington, agreed unanimously.</p>	
2021/40/CM	<p>7. For information – Update on staff matters</p> <p>Cllrs noted the report by Laura Flaherty.</p>	
2021/41/CM	<p>8. For decision – Discover Frome Maker's &amp; Seeds of Change projects. Rachel Griffin gave an overview of the report.</p> <p>Lizzie Boyle asked if it would be possible to work with the new Post Office in the Westway to fill some of the space that they did not need.</p> <p>Andy Palmer asked if any vacant shops had been identified? Rachel explained that the project had not quite started but she felt the more shops that could be showcased, the better. She said they also hoped to use occupied shops.</p> <p>The recommendation was to delegate to the Marketing and Communication Manager to manage the projects and put the contract out to tender.</p> <p>Proposed by Rich Ackroyd, seconded by Sheila Gore, agreed unanimously.</p>	RG
2021/42/CM	<p>9. A verbal update on the online work of the Marketing and Communications team</p> <p>Rachel Griffin explained that the summer would usually see a dip on social media. However, the website visits were up to 12,000 a month. It showed that people were finding what they were looking for when using the website and indicated the recent tweaks had made a difference. There was also a spike in traffic around great big green week.</p> <p>Recent trends included the Mayor, Sustrans, and the new maps at Discover Frome.</p>	

	<p>The Discover Frome website had seen 20,000 hits which were likely to do with things like the Independent Market return.</p> <p>Rich Ackroyd praised George Tomlinson for the fantastic job she had done with both the FTC and Discover Frome websites.</p>	
2021/43/CM	<p>10. For information - Health &amp; Safety update</p> <p>Cllrs noted the report by Chris Stringer.</p>	
2021/44/CM	<p>The next meeting will be at 7pm on Wednesday 3 November 2021, Frome Town Hall and Zoom.</p>	

Table 1 - Agenda items

The Chair closed the meeting at 8.18pm