

## Agenda Item 4

### For information - Update on the Frome Town Hall

Author: Rachel Griffin, Marketing & Communications Manager

#### Summary

This report provides an update on Town Hall occupancy, a year-end income forecast and a summary of our current marketing initiatives.

### Town Hall occupancy

See below a table of who is occupying where in the Town Hall

Fair Frome	Elliot Building
Frome FM	Upstairs
Frome Learning Partnership	Two small upstairs offices and the Parlour
Active and In Touch	Meeting room 5

There has been no change in our tenants since the May report.

We continue to support our regular bookings such as Community Education, Seetec, Young Somerset. The Mind group have increased their sessions to 2 a week. The Probation service extension has proved to be a success and so they will continue to operate after hours. The NCT are regular bookers and National Citizen Service who work with 16-17 year olds have been using the building throughout the summer bringing a youth and vitality! Kumon Education start their new regular sessions next week on Wednesdays and Fridays, this is a trial for the term but if successful will be ongoing. Room 4 is also a successful bookable space.

Over the last six months the Council Chamber has also continued to support Edventure who run short courses and other community organisations and initiatives such as the Climate Film Festival, Photo Frome Festival and coming up the Frome Literature Festival.

We also continue to offer rooms on a Monday evening at an hourly community rate regardless of session length which is popular with smaller community groups.

The café space still struggles with a bookable identity during the week – but is well used for break out and unscheduled meetings, staff lunches and as a support room for events.

Weddings are increasingly popular, and we have renegotiated a new Memorandum of Understanding with the Somerset Registry team. New dates have been added for 2023 and 2024. We are also developing skills within our support steward team to support weddings which reduces the need for weekend working of our core team.

This summer we have been able to extend the offer of bar services and receptions to our wedding offer and now can include wedding breakfast parties for those who book the last service of the day.

### Bookings

The Town Hall budget and income figures are taken from actual bookings in the booking system.

	Actual Income received at 31/8/22	Budgeted at 31/3/2023
Café	1207	
Chamber	7166	13944
Equipment hire	668	2300
Meeting room hire	6774	8000
Tenants	10310	25680
Total	26127	49924

Bookings in the system have now exceeded our budget set for 2022/23 (£49,924) with new bookings being added every day.

### Fabric of the building

- All of the windows on the ground floor are now draft proofed, with 2 sessions needed to complete building
- After a considerable amount of prep work, the community fridge has moved into the brick shed. We hope this will be temporary but has made the shed more usable.
- Outdoor storage areas have been reorganised to make more room for community event materials
- The Town Hall veg patch that the rangers put in with support from the Discovery Group is coming to the end of its first bountiful year and has proven very popular.

### Conclusions

The Town Hall remains a hub of civic life - a place of information, education and training and befriending. Whilst traditionally quieter in August, it has been busier and more vibrant than usual, with services and local organisations using it for their meetings.