

## Agenda Item 4

### For decision – Next steps for the Discover Frome strand of the Marketing and Communications workstream

Author: Rachel Griffin, Marketing & Communications Manager

#### Summary

This report looks at the strategy behind the work of the Discover Frome strand of Marketing and Communications workstream and identifies actions in the short term to include delivering a new website for Discover Frome.

#### Aim

The aim of the Discover Frome strand of our work is to promote Frome as the destination for visitors and residents to enjoy its facilities.

To deliver our aim through the following objectives:

- Working with businesses and the community to improve footfall into the town.
- Encourage longer and repeat stays through supporting a positive experience of the town and a hospitality culture.
- Showcase Frome's unique cultural heritage, local businesses, and natural attractions to a wider audience.
- Cultivate partnerships and collaborations with local stakeholders to create a sustainable and inclusive visitor experience.
- Improve Frome's profile as a destination regionally, nationally, and internationally.

#### Who might Frome attract?

There are a number of visitor profiles that Frome might attract:

- Cultural visitors seeking out Frome's history, its arts scene, its unique events, markets and festivals;
- Creatives who themselves may be drawn to Frome's dynamic arts scene - this includes its galleries, studios, and workshops;
- Food enthusiasts eager to get a flavour of Frome's vibrant culinary scene from street food at its markets to its unique independent restaurants and bars;
- Outdoor adventurers attracted to Frome's proximity to Area's of Outstanding Natural Beauty, plentiful walking experiences, and outdoor activities;
- Weekend wanderers and day-trippers from nearby cities and regions, including Bristol, Bath, and London.

#### How will we attract them?

We will attract them through a number of initiatives but primarily through storytelling and active promotion crafting compelling narratives that highlight Frome as a location worthy of a visit. Using the Discover Frome brand, we will embrace digital storytelling, social media

campaigns, and targeted promotions to engage with key demographics and amplify Frome's unique identity.

Using our events and festivals as a pivot, we will support and promoting a diverse calendar of events, festivals, and cultural celebrations that highlight Frome's creativity, innovation, and community spirit. This will be achieved primarily with collaboration with local organizers, artists, and businesses to deliver and promote memorable experiences year-round.

Heritage has an important role to play as a pull to Frome. This includes Singer's industrial heritage, the cloth industry, the Frome Hoard and Frome's 450 historic buildings and iconic streets lend themselves to guided tours, heritage trails, promotion and those happy to wander. We will therefore collaborate with Frome Museum, local historians, heritage groups, and volunteers to support Frome's heritage offer.

Championing and supporting Frome's vibrant community of local businesses, including independent retailers, eateries, accommodation, and attractions is key. We will foster partnerships and collaborations to offer visitors authentic and personalized experiences that reflect Frome's unique charms.

Enhancing Discover Frome's Information Point and other wayfinding initiatives to include improved signage and knowledge of the town. Public transport information will also help attract visitors.

Accessibility remains an issue in Frome. Access to amenities, properly accessible accommodation etc and so any improvements to accessibility and information around accessibility for all visitors will help to improve inclusivity and convenience.

And finally, Frome prides itself on its green initiatives and sustainable tourism is a growing and important element of travel now for many visitors. We need to support initiatives such as Plastic Free Town campaign and Walkers are Welcome to attract and embrace sustainable tourism practices to minimize environmental impact and promote responsible travel behaviours. Encouraging and promoting eco-friendly accommodation, activities, and transportation options that align with Frome Town Council's commitment to sustainability and conservation is key.

### **Creative partnerships**

It takes a town to create a strong visitor offer and strategic partnerships with Frome's network of local businesses, community organizations, and tourism stakeholders are essential to implement any destination strategy effectively. Collaborations are essential not only with our local networks where we do well, but also with regional and neighbouring tourism boards, transportation providers, and hospitality associations where we are weaker, to position Frome within broader tourism itineraries and promotional campaigns. It is also imperative that we engage with residents and volunteers to cultivate a culture of hospitality and pride, ensuring that visitors and residents alike feel welcomed and valued members of the Frome community.

### **What is the measure of our success?**

We will track progress toward visitor numbers, economic impact, visitor satisfaction ratings, and brand visibility. We will do this in a number of ways including evaluating the outcomes of

each project against its own measurability and more widely using footfall data, surveys and data gained through the Information Point, and visitor testimonials to gauge the effectiveness of Discover Frome's marketing efforts and visitor experiences more broadly. This will help to inform future decision-making and identify opportunities for continual improvement and innovation.

#### Discover Frome Website

Key to all the above is our promotional tool, the Discover Frome Website. It is well used with over 250,000 visitors a year and supports all the key strands in this strategy, including as a tool for our Information Point. Our engagement with local businesses and venues has identified both the value of the Discover Frome to them and the need for this function.

But we know that it is outmoded and no longer fit for purpose. This should be addressed as soon as possible. In the short term, we also have a number of actions identified in the [work programme](#) (see page 8) to improve the promotion of our visitor offer which we will continue to deliver.

The next step following the implementation of those projects is to develop a comprehensive long-term plan outlining specific initiatives for each strategic objective. To do this we will establish a dedicated tourism working group comprising representatives from Discover Frome, local businesses, and community organizations to steer the strategy and coordinate collaborative efforts. We will regularly review progress against established objectives to achieve long-term success.

#### Recommendations

1. Note the report.
2. Draft and implement a brief for a new Discover Frome web-based platform and use the Discover Frome EMR to fund the delivery.