

Agenda item 8

For decision - Marketing and Communications Events

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Summary

This report is a standing item looking at the Events element of the work of the Marketing and Communications team - it takes a look forward at the planning for the next tranche of events.

General

As a standing item at Oversight, please see below additional events that have been brought to us to support. The costs attached are approximates as initial conversations have been had but a detailed plan hasn't been created yet whilst we enlist councillors support.

Photography exhibition – Refugee week 16-22 June 2025

As part of Refugee Week, we propose a photography exhibition and awareness event, delivered in partnership with Frome Welcomes Refugees and the Welcome Hub. This exhibition would feature the work of two critically acclaimed war photographers, Zoya Shu, a female Ukrainian photographer, and Jakub Laichter, a Czech photographer—both currently documenting the realities of the frontline in Ukraine. In addition to showcasing their powerful images, both photographers have expressed interest in visiting Frome to speak about their experiences.

Keen to highlight the plight of Ukrainian prisoners of war and discuss how ordinary people can support their cause, this event would not only serve as a compelling exhibition but also as an opportunity to deepen public understanding of the refugee experience and the ongoing conflict. By bringing these stories to Frome, we can foster dialogue, raise awareness, and encourage action in support of those affected by war and displacement.

Est staff time 10 days

£2000 – Potentially funded

Palmer Street - Road closure Saturdays

One of the businesses on Palmer Street has expressed interest in the idea of closing the road every Saturday during the summer months to create a more pedestrian-friendly space, allowing for outdoor seating and fostering a café culture atmosphere. Conversations have indicated that other businesses are keen. This initiative could transform Palmer Street into a vibrant social hub, encouraging visitors to linger, and enjoy a relaxed, continental-style experience in the heart of Frome.

Palmer Street is already home to a number of thriving hospitality businesses, including Palmer Street Bottle, The High Pavement, Little Walcot, The Good Heart, Sterk and Castellos, all of which could benefit from increased footfall and an enhanced street atmosphere. By reducing traffic and expanding outdoor seating, these venues would have more opportunities to serve customers in an inviting, open-air environment, reinforcing Palmer Street's reputation as a destination for hospitality and social gatherings.

Beyond hospitality, retailers and independent businesses in the area could also see increased engagement, as a pedestrianised space encourages a more leisurely shopping and dining experience. The initiative could be trialled over the summer months, with community input and business collaboration helping to refine the approach, ensuring it enhances the area while maintaining accessibility for residents and businesses. We would put the road closure in place and support the licensing - it would be for the businesses themselves to manage the road closure and event on the day after any teething issues at the first few get ironed out.

Although we are taking the opportunity to bring this to oversight now as it could be put in place quite quickly and the road closure involves expense, further conversations are needed with residents and businesses alike before this can proceed.

Est staff time 20 days
£4000

Catherine Hill Fashion Show – in partnership with Catherine Hill traders

A proposal has emerged for a fashion catwalk event on Catherine Hill on Saturday, 5th July, from 3pm – 4:30pm. This unique idea could further enhance Frome's reputation as a creative and cultural destination, drawing visitors to one of the town's most iconic streets.

Given the nature of a moving catwalk with no fixed stage or ticketing, there are considerations around public safety and road closures. Although a formal stage won't be set up, the presence of spectators on foot will still necessitate closing the road. Once we have done due diligence we would roll this road closure into our event package going to Somerset Highways shortly. If practical challenges can be addressed, this could be a visually striking and engaging addition to Frome's event calendar.

As with the Palmer Street café culture proposal, events like this contribute to animating Frome's streets, providing opportunities for local businesses and artists while reinforcing the town's unique character. However, ensuring collaboration with Somerset Council and appropriate safety measures will be key to determining whether the event can move forward successfully.

3 days
£500

Free Family Events at Frome Festival 2025

Frome Festival is committed to making arts and culture accessible to all, providing a platform for local artists, venues, and community groups. In 2024, the festival engaged an estimated 16,000 participants.

For 2025 (4th – 13th July), they would like to expand this impact by delivering a core programme free family-friendly events, (3-5 events) offering large-scale creative activities, outdoor music, theatre, and arts performances in central Frome and local parks. This will specifically target low-income areas, where engagement with the festival has historically been lower, ensuring more residents can experience the joy and wellbeing benefits of community participation. Proposed artists include Jellyfish Theatre, Circus Raj, Sarah Trist Dance, Paper Cinema, Chris Bullzini, and Oddsocks Theatre.

This will help to make arts and culture truly accessible, strengthening Frome's creative community offer and ensuring that everyone—regardless of income—has the opportunity to take part in the festival.

Administration time for checking paperwork
£5000

Frome Visitor Economy Conference & Hospitality Open House

Frome's visitor economy is a vital driver of the town's independent business community, supporting local hospitality, tourism, and cultural organisations. To explore future opportunities, we are in discussions regarding a Visitor Economy Conference & Hospitality Open House, bringing together businesses, experts, and community to discuss how Frome can grow as a thriving and sustainable visitor destination. This event would serve as a platform for knowledge sharing, networking, and business development, offering panels, keynote talks, and workshops on topics such as sustainable tourism, hospitality innovation, the role of arts and culture in attracting visitors, and marketing Frome as a destination. It would also provide businesses with insights into visitor trends, and ways to enhance marketing the town.

Alongside the conference, the Hospitality Open House would showcase Frome's vibrant independent scene, with local cafés, restaurants, pubs, and retail spaces offering tasting sessions, behind-the-scenes tours, special menus, and meet-the-maker experiences. By bringing together stakeholders from the tourism, hospitality, and creative sectors, this initiative could help position Frome as a forward-thinking, sustainable, and welcoming visitor destination and celebrate the businesses and organisations that make the town unique. This idea is still in its early stages, and not proposed until next year but we'll revisit it here once further discussions have taken place.

Other conversations in the pipeline

We have been asked by the Royal British Legion to discuss how we might help them celebrate 80 years since the end of World War two. VE day is coming up and likely to be a small ceremony at the Memorial Theatre. There are plans to look to something more creative and

inclusive for the wider celebrations in September - it is proposed that we continue those conversations.

You have seen the table below at this committee in January. There have been some changes as things have moved forward. Please see those changes in Purple.

Events in the planning	Date		Resource
Proposed events for next year			
Street closures	Varied	We will apply for a series of road closures on behalf of community groups.	£1200 8 days – over 2 applications dependent of number of closures included in each application.
Cobble Wobble	25/05/2025 This has been moved back to September – no date yet confirmed	To note that the Cobble Wobble, a cycle race up Catherine Hill, is set to make a return this year which we will help promote and submit the road closure as part of our series of community road closures.	Cost of closure in the above 4 days
Carnival Fun Day	07/06/25	FIND wellness oasis Using the colourful daily check	£200 Materials 6 days
Great Big Green Week	7/06/25 – 15/06/25	This year GBGW will continue to promote green events within one week from across the community. Events which we will actively support delivery of will include a river festival, a Green Skills day and the Great Big Green Meet up, a celebration event for all participants. We are extending the deadline until April	£2000 40 days + delivery dependent on number events
Refugee week	16/06/25 22/06/25	Event as described above	10 days £2000

Frome Festival	04/07/25 – 13/07/25	Support around the food feast event documents and the promotion of the wider event	5 days
VE Day	08/05/25	Supporting Royal British legion to commemorate VE day	1 day
The Children's Festival	27 th July 2025	FIND wellness oasis Using the colourful daily check	£200 Materials 6 days
Play day	4 th August	Work with the communities' team on a play day offer	TBC
Resilience event	Summer holidays	Work with the resilience team to create an event in one of our parks and open spaces as yet undefined	TBC
Walking Festival	08/08/2025-10/08/2025	Continue to support Frome Walkers are Welcome by producing their brochure and promoting through our channels	£500 5 days
Catherine Hill Climb	12/10/2025	Note the change of date Three years in the making and designed as a charity event in a unique business partnership between Pronto, Frome's Missing links and other members of community this will see a Running and Cycle race take place throughout the day on Catherine Hill to raise money for Frome Missing Links. Next Steps FTC team to meet project team.	£5000 6 days
Remembrance Day Parade	09/11/2025	Working with the Royal British Legion to continue produce a successful town Remembrance parade event	£1000 16 days +2 delivery days
Christmas Light Switch On	23/11/2024	Our successful lantern parade has become synonymous with this time of year. However, due to numbers in attendance we are being asked to have a rethink about this event by the Police Events Advisory officer. So, as	£16,500 60/80 staff days +20 delivery days

		yet to be defined but as with any large event in conception it will take considerable work.	
White ribbon Event	Late Nov	Following IWD forum their Allies supporting action against VAWG	£500 Staff TBC
All events below this line are events that we would be likely to be requested to repeat support for in the final quarter of next year.			
Donate IT	TBC Frome Town Hall	Donate IT Tech amnesty	£50 Staff time 2 days Delivery 1 day
Wassail	TBC Weylands	Following on from its success this year conversation have begun around how to expand the event for next year	£1000 5 days 3 staff+ 4 support stewards for delivery
International Women's Day (IWD)	8/03/2026	Event to support IWD day	£1000 10 staff days
Window Wanderland	TBC	Promoting and joining in this event designed to promote community spirit, getting people out and about and to bring people into the town by dressing the windows	£50 2 days making
Kindness Festival	TBC	Support the delivery of the festival as part of their collaborative process.	Grants 3 days
Great British Spring Clean	TBC	A Litter picking, graffiti removing scrubbing event to help keep the Town Centre looking tip top.	£200 4 days 4 days delivery
Frome Buses	TBC	A busking partnership event with Frome College Frome	£1000 12 days + 10 days delivery

Recommendations

1. Note the changes to up-coming events in the table (changes in Purple)
2. Agree the additions and changes to the programme of events as set out above for the upcoming year