

## Agenda item 4

### 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

Upcoming events which we are supporting:

#### The Canteen in the Park – a shared meal to start the week

The Canteen would like to bring their relaxed, communal meal to Victoria Park on Friday 15 June 5 – 7pm. Using surplus ingredients and served on a pay-what-you-can basis, this simple outdoor gathering is all about good food, and good company. It's a chance to come together, connect, and celebrate local action in a way that feels warm, welcoming and open to all. We're supporting with logistics and providing outside event planning advice and support.

#### Frome Pride Parade

As reported at last Oversight Committee Frome Pride Parade has grown significantly over the last two years, and it's clear that the event had outgrown its current home at The Independent. There was talk of a stand-alone parade but in the meantime, we have facilitated Frome Pride and Frome Carnival Committee to work together to see how we can deliver a representative and inclusive Carnival and for the Carnival to use their expertise to support a stand-alone pride event next year.

#### Balancing the Scales

The newly formed Frome Beaver Watch have been given the rights to screen the first screening of a new Beaver Trust film, 'Balancing the Scales.' The film captures the balance between people, beavers, fish migration, and broader ecosystem health. There will be a panel hosted by Sara Butler and attended by Robert Needham from the Beaver Trust.

#### Pancake Race

We are still in discussions with Wixhill, the PR company working for Andros, one of our key local employers, who has brought the idea to us for a pancake race, with a desire to sponsor the event. We are still at the very beginning of the journey and are still in the process of negotiations having produced a costed budget. The hope is that Andros will cover costs, prizes and promotion, meaning we can deliver the event at minimal cost to us.

The aspiration of the event Pancake Race is to bring the community together in a new and engaging way, help to support town centre footfall, encourage positive media coverage, and build on Frome's reputation for vibrant, inclusive events and build on a budding relationship with Andros. Details such as the exact date, race route and entry process are still to be confirmed.

However, we are envisioning a short course through the marketplace, ensuring it is accessible, safe and highly visible to the public. As an entirely new event this could take up anything to between 25-40 days of staff time but is as yet, entirely undefined and it could be that we commission somebody to deliver it for us as partners.

A few items that we discussed last time have either moved time frame or have come to nothing – see the update below in **purple**:

	Date		Resource
Street closures	Varied	<p>We will apply for a series of road closures on behalf of community groups.</p> <p><b>The first tranche has been completed -</b></p> <p><b>We have been hailed as the street party capital of Somerset by the very supportive team at the events traffic management team.</b></p>	<p>£1200</p> <p>8 days – over 2 applications dependent of number of closures included in each application.</p> <p><b>Time extended by 2 days to reflect the unprecedented number of closures – 6 remaining days for the closures</b></p>
VE Day	08/05/25	<p><b>Supported Royal British Legion to commemorate VE day - a fantastic example of where well placed support for an idea can really breed creativity and enable the group to make an excellent programme.</b></p> <p><b>The Frome Branch of the Royal British Legion (RBL) led a heartfelt programme to commemorate the 80th anniversary of VE Day. From a 1940s-themed garden party at Rossetti House, to a gathering at the Frome Memorial Theatre to hear a recording of Winston Churchill's iconic 1945 VE</b></p>	<p>1 day</p> <p><b>+ loan of Equipment, flag poles and bunting</b></p>

		Day speech, followed by a wreath-laying ceremony, followed by Songs and Scones and a Parade to St John's Church and a Thanksgiving Service that followed the original Victory Order of Service and Bells Ring Out.	
Carnival Fun Day	07/06/25	FIND wellness oasis  Using the colourful daily check-in	£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.  The programme contained over 30 events – less than last time as they were designed to be to be larger, more targeted and impactful. However some of the events this year definitely fell a bit flat including the meet up, with organisers sometimes not promoting their own events.  If we do GBGW again we must give careful consideration to how. There is a suggestion that next year we should focus on one large event.	£2000  40 days + delivery dependent on number events
Refugee week	21/06/25	Midsummer gathering commissioned between Terrestrial and the Communities Team. See communities update.	No additional cost as Terrestrial are delivering and promoting
Frome Festival	04/07/25 – 13/07/25	Support around the food feast event documents and the promotion of the wider event  Funded at March oversight – 3 Free Family Events at Frome Festival 2025:  BIN RAT!!! A fun, feral family comedy	5 days  <b>£4,870</b>

		<p>by <u>The Last Baguette</u> Maximum capacity across all events = 20</p> <p>The Elves and The Shoemaker Maximum capacity across all events = 464</p> <p>TEABREAK Maximum capacity across all events = 435</p> <p>These events supported the aspiration 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. The shows were really well attended – the Merlin 'sold-out' twice.</p>	
The Children's Festival	27 <sup>th</sup> July 2025	<p>FIND wellness oasis</p> <p>Using the colourful daily check</p>	<p>£200</p> <p>Materials</p> <p>6 days</p>
Events ahead			
Play day	6 <sup>th</sup> August	Targeted pop ups by the Communities Team at Edmund Park with Terrestrial.	
VJ day celebrations	TBC	<p>Following the well-attended ceremonies in May marking the 80<sup>th</sup> anniversary of VE and the end of WW2 in Europe, Frome Royal British Legion (RBL) are organising a series of events to commemorate VJ Day and the end of WW2 in the Far East and the Pacific.</p> <p><a href="https://www.frometowncouncil.gov.uk/frome-marks-vj-day-80-years-on/">https://www.frometowncouncil.gov.uk/frome-marks-vj-day-80-years-on/</a></p>	We are supporting with logistical and comms support
Walking Festival	08/08/2025 - 10/08/2025	Continue to support Frome Walkers are Welcome by producing their brochure and promoting through our channels	<p>£500</p> <p>5 days</p>

		The programme has been finalised – and we are expecting over 300 walkers over the weekend.	
Cobble Wobble	14/09/2025  This is a new date	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. The road closure is submitted as agreed.	Cost of closure in the above  4 days 2 additional days
Balancing the Scales	19/09/2025	On the heels of the success of Wilding Frome have been offered a Frome Exclusive about rewilding beavers A collaboration between us, the Merlin and newly formed Frome Beaver Watch	£500  4 days
Climate Action Plan Event	TBC – Oct	As yet undefined - Work with the Resilience Team to create an event in one of our parks and open spaces	
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 yet to be defined but as with any large event in conception it will take considerable work.  The work has begun to start scoping this event – we are currently looking at reversing the direction of the lantern parade to create better flow in the town centre and making it a shorter more focussed event. The lanterns are confirmed, and a theme of folklore is being discussed.	£16,500  60/80 staff days  + 20 delivery days
White ribbon Event	Late Oct - Nov	Following IWD forum 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 has 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 Busks	TBC	A busking partnership event with Frome College Frome	£1000  12 days  + 10 days delivery
Catherine Hill Climb	April 2026	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	£5000  6 days

		<p>throughout the day on Catherine Hill to raise money for Frome Missing Links.</p> <p>Next Steps FTC team to meet project team.</p>	
Frome Visitor Economy Conference & Hospitality Open House	TBC OCT 2026	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.	TBC
Palmer Street Saturdays	Stalled	<p>A work in progress - the event management plan, road closure travel management plan, and closure maps have all been completed.</p> <p>At time of writing we are still waiting for a meeting request from Somerset Licensing</p>	<p>Est staff time 10 days</p> <p>£4000</p>

#### Recommendations

1. Note the changes to upcoming 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