

Agenda item 6

For decision - Marketing and Communications Events

Authors: Rachel Griffin, Marketing & Communications Manager and Lucy McMahon, Lead Marketing and Communications Officer

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

Highlights from the summer included a very successful canteen, the VJ Day celebrations, the Walking Festival, the Frome Bat Count, Balancing the Scales, and of course Frome carnival. It has been an incredibly busy time. What follows are a series of new, as yet not talked about events:

Autumn resilience events

A series of Climate Action Plan and community events are taking place this autumn. On 23 October, Rob Hopkins will lead a workshop on imagining Frome's future, followed by a public conversation with Hopkins and Fayon Dixon. Other highlights, a Community Day at Spring Gardens on 27 October, and bulb planting at Pocket Meadow on 28 October, and include a community apple-juicing activity at the Saturday Market on 1st November. The season concludes with the GHF Conference on 3 November, bringing together ideas and inspiration on health, climate and community in market towns.

Christmas Light Switch On

Our popular lantern parade has become synonymous with this time of year. However, due to the large numbers attending, we have been asked by the Police Events Advisory Officer to rethink aspects of the event. Following consultation, we now have a plan to reverse the direction of the parade, improving flow through the town centre and creating a shorter, more focused event. The lanterns are confirmed, with peace as this year's theme.

The Mayor's Fundraiser

The Mayor is planning a fundraising event with a focus on young people. This will take place on the evening of 17 January at the Assembly Rooms, with Tom Carpenter confirmed as host. It will be a ticketed event, using the Mayor's budget but otherwise designed to be cost neutral, paying for itself. We will support with ticketing and marketing and will underwrite the event should it not break even.

Screening of *Power Station*

Power Station began in the depths of lockdown, with the question: "*What could we do from where we live, with the people around us, to build power — of energy and imagination?*" The project worked to turn a street and local schools solar, creating a bold, community-led prototype for change. The film charts the financial and emotional trials of making it happen — from sleeping on rooftops to growing thousands of sunflowers and even an attempt at a

Christmas number one. Community spirit and resilience are at the heart of this documentary, which will be followed by a Q&A session with Howard Johns

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		Comms resource
Street closures	Varied	We have sealed orders which will take us up to February now covering the larger events. We remain in consultation with Highways event department regarding the closure of Walbridge whilst some of our larger events take place this winter.	£1200 8 days + .5 day and + £438
Events ahead			
<i>PlasticFree. Period.</i>	22 Oct	Stall at Westway to celebrate Environmenstrual Week on Wednesday 22 nd October 11.00 – 16.00.	.5 day GHF comms budget
Climate Action Plan Events			4 days
Rob Hopkins: imaging the future – a workshop	23 Oct	One day workshop imagining our Future in Frome that will feed into the Climate Action Plan vision	£5000 already committed from the CAP budget
And, A conversation with Rob Hopkins and Fayon Dixon	23 Oct	How to Fall in Love with the Future	
White ribbon Event	26 Oct	Following IWD forum allies supporting action against VAWG	£500 Staff TBC
Community day	27 Oct	Spring Gardens	6 days Budget TBC
Bulb Planting	28 Oct	Pocket Meadow Bulb Planting	4 days Budget from P&O spaces
Harvest Apple Juicing	1 Nov	At the Saturday Market	2 days £150

GHF conference	3 Nov	Come and see how our market town is reimagining health, climate and community. Join us for a day of insight, action and inspiration.	2 days GHF budget
Remembrance Day Parade	09 Nov	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 Nov	Plans now in place as above	£16,500 60/80 staff days + 20 delivery days
Cobble Wobble	23 Nov This is a new date	Cancelled due to weather, new date rescheduled.	.5 to redo the application. Can be added to the order below
Cheap Street late night shopping	18 th Dec	Closing the street to support a Cheap Street trader driven late night shopping event – details emerging - will verbally update with more at the meeting	6 days £1000 (including 600 for the road closure)
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
Mayor's fundraiser	17 Jan	As above	2 days Budget from mayor's budget but under written from Town events budget
Power to the People	TBC Merlin	As above	4 days Cost Neutral
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

FCBP Cargo bike launch	TBC	Details TBC	.5 day GHF comms budget
Pancake Race	14 Feb 12- 4pm	Through the town with Road Closure - WIP	25 days £10, 000 Funded by Andros will only take place if funding confirmed
Valentine Lamp lighting	14 Feb 5pm- 7pm	Road Closure	2 days 100
International Women's Day (IWD)	8 Mar	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	Note the change of date Next steps FTC team to meet project team.	£5000 6 days
Frome Visitor Economy Conference &	TBC Oct 2026	Frome's visitor economy is a vital driver of the town's independent business community, supporting local hospitality,	TBC

Hospitality Open House		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.	
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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