

Agenda item 4

For ratification - Marketing and Communications Events and Budgets

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Summary (incl. recommendations)

This standing item is for ratification following the first meeting of the Events Advisory Group where the discussion takes place. It looks ahead at the planning for the next tranche of events, and apportiones the Events Budget 800-7011

Recommendations

1. Note the changes to upcoming events in the table
2. Ratify the additions, changes and budget lines to the programme of events as set out above for the upcoming year

This paper is the first ratification paper to come to this committee out of our new Events Advisory Group having followed a clear process for the development and approval of events. It ensures that all proposals are assessed against strategic fit, intended outcomes, timing and the balance of risk and resource.

Each event is brought forward through a proposal form, enabling early consideration of its contribution to the Council Plan and wider work programme, alongside the practical implications of delivery. Proposals are ordinarily reviewed by the Advisory Group, with delegated authority to the Marketing and Communication Manager for decision and include a fast-track route for time-sensitive opportunities. This ensures that we can remain responsive while maintaining appropriate oversight.

Table of events

Events	Date	Description	Comms resource
Street closures	Submitted 25 th March	6 streets, Well dressing, Wildlife Parade, Frome Pride, Palmer Street.	£1200 8 days
		Second tranche to be submitted By the 18 th May	£600 0.5 day
Great British Spring Clean	Cancelled due to lack of ranger capacity	A Litter picking, graffiti removing scrubbing event to help keep the Town Centre looking tip top.	
Next events			

Skate Jam	9 th May	To support fundraising in partnership with FSP	£500 + 6 days
People's National Emergency	31 st May	An eye-opening film featuring nine leading UK scientists and experts updating us on the latest in the climate and nature crisis and its impacts on everyday national life.	£600 – climate engagement budget + 4 days
Heal	11 th June	Rewilding Wild Bunch Film – the last of the wild bunch events that we are expecting to deliver due to cross over with volunteer	2 days + 1 steward
Frome Buses	13 th June	A busking partnership event with Frome College Frome	£1000 - Last year's budget 12 days + 10 days delivery
2000 Metres to Andrika - Screening	19 th June	Refugee week film night event - at Frome Town Hall	Budget from elsewhere 2 days + Town Hall Steward
Frome Pride	20 th June	Family Day Rodden Meadow - community day in the meadow	2 stewards
Frome pride parade	27 th June	Parade – in partnership with Frome Pride it will be the first Frome standalone pride parade running from Rook Lane to The Market Place and through to the Market Yard	Road closure costs + 6 days £3000 from last year's budget + 8 days delivery + Stewards
River festival	28 th June	Rodden Meadow Details TBC but in partnership with Frome Families for the Future	2 stewards
Wildlife parade	12 th July	<u>oo Wildlife Prowl.docx</u> In partnership with Frome Pride and as part of Frome Festival The Wildlife Parade will bring children, families and the wider community together to celebrate the last day of the Frome Festival in a fun and	£5000 + GHF £5000 25 days + 10 days delivery

		<p>creative way. Local children will make wildlife masks in school in the weeks leading up to the event using recycled materials and learn about nature, climate change and the importance of reusing everyday items.</p> <p>The children will parade through the town centre helping to raise awareness of our connection to nature and showcasing their creations.</p>	
Palmer Street Bottle	18 th July	Palmer Street street party	Road closure £600 5 days support + 4 stewards
Children's festival	19 th July	A celebration and promotion of FIND	£500 5 days
Key Centre play day	5 th August	https://ftcouncil.sharepoint.com/:w:/s/CommsTeam/IOBald-aFfIjERLfm810331xuAWq4Yovlk2Vehdw-c6Bnoivc?e=YGAekj	£1000 from Events £1250 from Communities and £250 from Marketing. 16 days
Walking Festival	12 th – August	Walkers are Welcome, Rotary and volunteer to develop their own brand	2 days training – volunteer support ongoing
Cobble Wobble	12 Sept	Cycling for fun up Catherine Hill	6 days
Drones Show	31 st Oct	Halloween drone show – a new opportunity that we have agreed to pursue	£16000 60 + 25 delivery
Remembrance Parade	8th Nov	In partnership with the Royal British Legion and the Frome Memorial Theatre.	£500 4 days
Christmas Light Switch on	27 th Nov	Night the Light lantern parade – with Frome Light the Night	£20,000 Town Centre 60 days +15 delivery

We are delighted to report that we have recruited a volunteer to support Let's Talk and Wild Bunch and also the Walking Festival. We will support those volunteers to deliver their programme of events and develop other channel separate to ours.

Skatepark fundraiser programme of events which sits within the programme and is a priority for Council this year:

What	When	Where	FTC ask	Budget
Skate Jam	9 th May	Skate Park	Support with H&S and comms	£500 25/26 budget (events budget)
Woolf Women	18 June	Merlin	Film Comms Support and Merlin liaison	Underwritten by FTC
Music club	11 th July	Silk Mill	N/A	N/A
Skate Jam	29 th Aug	Skatepark	Support with H&S and comms	£500 events budget
Deck Auction	Exhibition 18 - 25 Sep	Silk Mill	Unclear	N/A
Music night	2nd October	The Tunnels	Amplify Frome comms	N/A

Budget running total

Deliver a programme of events in the town. Identify and support opportunities as they arise in step with our strategic objectives	Events Budget	Events Budget	Other budgets	
	25/26	26/27		
800 – 7011 Events	£4000	£26000		
800 – 7011 Event workwear, equipment etc		£2000		
Total		£28,000		
Left to spend on events 26/27		£400		
Event detail				
Free Girls skating			£500	Open spaces
Skate Jam x 2		£1000		
Heal - Screening				
Frome Buses	£1000			
Woolf women screening		£500		
National Emergency Briefing - Screening			£600	
2000 Metres to Andrika - Screening			£500	Communities
Frome Pride	£3000			
Wild Life Parade		£5000		
Palmer Street Bottle Street Party		£600		
Children's festival		£500		
Key centre play day		£1000	£1500	Communities
Cobble Wobble		£500		
Drones Show		£16000		
Remembrance		£500		
Christmas Light switch on parade			£20000	Town centre
Total	£4000	£25600	£23100	

Other options considered	Open discussion has taken place in the advisory group
Key considerations for the Council	The process ensures events are strategically aligned, deliver clear outcomes, and represent a proportionate use of resources.
Consultation and feedback	Events discussed with Events Advisory Group and with partners
Links to Council Plan and	This process supports delivery of the Council Plan 2025–27 by ensuring events are strategically aligned, outcome-focused, and represent good use of resources. In particular it contributes to:

<p>Medium-Term Financial Plan</p>	<ul style="list-style-type: none"> • Aim 1: Grow community wellbeing – through inclusive, accessible events that bring people together. • Aim 2: Support a thriving town – by increasing town centre footfall, supporting local businesses, and enhancing Frome’s distinctiveness. • Aim 5: Be a bold and effective town council – by strengthening decision-making, transparency, and prioritisation of staff time and budgets. <p>It also supports the Medium-Term Financial Plan by ensuring events are assessed for cost-effectiveness, sponsorship opportunities, and overall value for money before commitment.</p>
<p>Financial and Risk Implications</p>	<p>This process strengthens financial control by requiring early consideration of staff time, delivery costs, and potential funding or sponsorship. It supports better prioritisation of resources and helps ensure events represent value for money. Risks include pressure on staff capacity and the potential to commit to events that divert resources from other priorities; these are mitigated through clear assessment of opportunity cost, proportionality, and formal approval routes.</p>
<p>Legal / HR Implications</p>	<p>None</p>
<p>Equalities Implications</p>	<p>This process supports more equitable delivery of events by requiring early consideration of accessibility, inclusion, and target audiences on the process forms which are assessed before ratification. It helps ensure opportunities are open to a diverse range of residents and that barriers to participation are identified and addressed at the planning stage.</p>
<p>Community Safety Implications</p>	<p>None</p>
<p>Climate Change and Sustainability Implications</p>	<p>None</p>
<p>Health and Safety Implications</p>	<p>None</p>
<p>Health and Wellbeing Implications</p>	<p>None</p>
<p>Constitutional Requirements</p>	<p>None</p>
<p>Background Papers</p>	<p>None</p>
<p>Report Sign-Off</p>	<p>Peter Wheelhouse, Town Clerk 29/04/26</p>

Recommendations

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