Agenda item 6

For discussion & decision - Events paper to note events and discussions from the Events Advisory Group

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Summary (incl. recommendations)
Frome Town Council's events programme has brought communities together, supported town centre activity, encouraged environmental action and helped fundraise for the new skatepark, with evaluation guiding future priorities and greater partner and volunteer involvement.

There will be a discussion at the meeting – see below for discussion points.

Recommendations
1. Note the delivery and evaluation of the events programme to date as discussed at the Advisory Group.
2. Endorse the approach to completing outstanding evaluations and using the findings to inform the next work programme and budget.
3. Support the continued development of partner and volunteer-led delivery approach to creating an events programme

The events programme has brought residents together, supported young people and local businesses, encouraged environmental action and contributed to skatepark fundraising. Delivery has also required significant staff time, making it important to assess both community benefit and the resources needed when planning future activity.

This paper reviews our events programme to date, including events delivered directly, support for partner-led activities and progress in helping projects and groups manage their own communications and administration. In line with the agreed events process, the review considers attendance and engagement, progress against each event's aims and the FTC's strategic objectives, lessons learned and recommendations for future delivery. Where evaluation is still outstanding, this is identified in the table.

All resource figures relate only to the approximate cost/time spent on the Activity. In some cases, where indicated, there is significant resource from other teams around the work of the project - an example of this would be the Skatepark Project which is a large multi-team project. The resource accounted for here is only looking at the engagement elements and indicated by an asterix.*

Event	Date		Resource			Aims	Focus	Outcomes
		Cost	Comms days	Steward days	Other team days			
Street closure apps 2 Apps, 13 road closure	Submitted 25th March 28th June	£1400	10	4		Grow community wellbeing; Cultivate environmental sustainability; be a bold and effective council	Enable community events and activity in the town centre, with coordinated planning, clear communication and consideration of access needs.	Secured and coordinated the road closures needed for the events, enabling them to take place safely, maintaining access where possible and giving residents, businesses and other affected groups clear notice.
Skate Jam + engagements, such as classes girls skate lessens and the TH meeting	9th May + other	£1400	20	4	4 + *	Grow community wellbeing; improve assets and infrastructure; be a bold and effective council	Bringing skaters, scooter riders and families together, support engagement and raise funds for an improved skatepark. Partnering with FSP to involve users and neighbouring clubs in shaping the project.	Around 200 people attended. We gathered substantial feedback on the proposed design from skaters and their families, and spoke with other Mary Baily Field users, including the bowls and tennis clubs. The skatepark project chose to showcase scooter riders, whose display helped promote the park to other wheeled-sport users. Food and merchandise sales raised around £1,500 for the project. For discussion: the Group suggests that we repeat Skate Jam as part of the launch of a new Skatepark in partnership with Maverick and FSP
People's National Emergency	21st May	£900	4	1	4	Cultivate environmental sustainability; grow community wellbeing	An eye-opening film about the latest in the climate and nature crisis and its impacts helping residents understand the climate and nature emergency, discuss its local implications and explore collective action.	Attendance and engagement aims met. The screening attracted 320 residents to the Cheese and Grain. Afterwards,25 community volunteers facilitated smallgroup discussi ons about people's responses to the film and what they wanted to do together. Organiser feedback identified the discussions as a valua ble space for sharing reactions and ideas. This demonstrates strong interest and participation, although longer- term action has not yet been evidenced. We have supported a further screening (10 October). Note that the facilitated discussion was an important part of the experience in relation to this event.
Frome Busks	June 13th	£1000	12	5	A busking partnership event with Frome College Frome	Grow community wellbeing; support a thriving town	Give young musicians opportunities to perform, strengthen the partnership with Frome College and bring cultural activity into the town centre.	Performance and town centre activity aims met. Students from Frome College and Selwood Academy performed original and cover music at locations across the town centre. Bands and soloists rotated between stages from 11am to 2pm, gaining experience of performing publicly and reaching different audiences. Positive feedback from the College highlighted students' talent and confidence in taking on the challenge of busking and there was very positive feedback from businesses For discussion: The Group suggested that we repeat with the schools, retaining the spread of performance locations and collecting performer numbers, donations and business feedback to strengthen future evaluation
Frome Pride	20th June	Grants budget	2	2	-	Grow community wellbeing, support a thriving town	Family Day Rodden Meadow - community day in the meadow providing a welcoming community	Community inclusion aim supported by positive feedback. The gathering at Rodden Meadow provided a relaxed setting for

							celebration that supports inclusion, connection and a sense of belonging for LGBTQ+ residents and their families.	LGBTQ+ people, families and supporters to come together. The Mayor's account specifically highlighted Rainbow Families and described the event as providing a safe, inclusive family environment.
Frome pride parade	27th June	£2600	10	2	2		The Parade in partnership with Frome Pride was the first Frome standalone pride parade running from Rook Lane to The Market Place and through to the Market Yard to celebrate inclusion visibly, bring people together and contribute to an active, welcoming town centre	Celebration and participation aims met. The first standalone Pride parade brought participants and spectators into the town centre, followed by music, speeches and entertainment at the Saturday market. The Council's report describes strong participation and a positive atmosphere, demonstrating that the standalone format attracted community support. Linking the celebration with the market also connected it with existing town centre activity. For discussion: Should we support a future parade, subject to reviewing attendance, accessibility and operational feedback with Frome Pride?
River festival	28th June	Grants Budget	3	2 stewards	2	Cultivate environmental sustainability; grow community wellbeing	Supporting Frome Families for the Future to deliver this event which connects people with the river and its wildlife, encourage care for the local environment and support community participation.	Supported by Community Grants with evaluation yet to be completed with the Frome Families for the Future this was very light touch this year.
Wildlife parade	12th July	£4900 + £2000 from the Climate Action budget + £5000 donation	40	4	4	Cultivate environmental sustainability; grow community wellbeing; support a thriving town	A free event featuring climate engagement parade bringing the wider community together to celebrate the last day of the Frome Festival in a fun and creative way. Leading up to it very primary age child in Frome engaged in climate action and have access to quality arts experience. Both children and families were engaged in nature and reuse through creative activity, bring groups together and contribute to Frome Festival and town centre activity.	Creative participation and community engagement aims met. The parade followed workshops with children at all eight Frome primary and first schools, alongside community workshops. Handmade animal masks, puppetry, music and movement brought schools, families and artists together to explore people's connection with nature. Parent feedback highlighted the sense of community and shared creativity. In response to the heat, the celebration continued with shade and refreshments in Welshmill Woods. The project clearly reached children through schools, although lasting environmental learning has not been measured. For discussion: consider repeating should funding become available, with earlier coordination of access, road closure communications and weather contingencies.
Palmer Street Bottle	18th July	£900	5	4		Support a thriving town; grow community wellbeing	Palmer Street Street party supporting local businesses and creating opportunities for residents and visitors to enjoy the street as a social space.	Evaluation yet to complete. participation, business and resident feedback, access issues and the actual resource yet to be evaluated and so no recommendation at this time – however Palmer Street Bottle Shop anecdotally reported a very successful event with plenty of footfall.
Children's festival	19th July	£300	4	4	4	Grow community wellbeing; cultivating environmental sustainability	A celebration and promotion of FIND and family engagement and nature activities to engage families with the draft Nature recovery plan. Also helping families discover local activities, services and support through FIND, alongside opportunities for children to play and participate alongside a nature activity	Reaching over 3000 people FTC's stand at the Children's festival supported family wellbeing and provided an opportunity to engage families with wider Council projects. Alongside promoting FIND and the local activities and support it offers, the team delivered a nature recovery seed giveaway and activities, encouraging families to support wildlife at home and gave families an opportunity to input into the nature recovery plan engagement. The event also promoted My Frome, introducing residents to opportunities to have their say on the nature recovery programme.

								For discussion: The Group suggested that we continue using the festival to connect families with practical activities, information and engagement opportunities, recording conversations and My Frome sign-ups to help assess its impact.
Key centre play day	5th August	£1200 from Events £1200 from Communities	4	-	6	Grow community wellbeing	A celebration of both The Key Centre and Play Day and provide accessible local play opportunities on play day, bring families together and strengthen connections with the Key Centre and its services.	Delivered by the communities team and supported through budget and comms from the comms team. Play and community participation aims met. The afternoon offered creative, physical and social activities for different ages, including skate lessons, bike ramp-building, cyanotype printing, willow crafts, board games, live music and Purple Elephant stay and play. Free refreshments and a children's picnic supported a welcoming event. The day also included the opening of the improved Tower View play area, linking the celebration with investment in local facilities. The Mayor reported a strong turnout and positive atmosphere. For discussion: Consider repeating, recording attendance and family feedback and using the opportunity to introduce residents to the Key Centre's wider offer.
Walking Festival	12th – August	£100	2 training & volunteer support days 4 brochure layout days	-		Grow community wellbeing; cultivate environmental sustainability; be a bold and effective council	Support Walkers are Welcome, Rotary and volunteer to develop their own brand whilst promoting physical activity and connection with local places, promote walking and support volunteers and partners to develop a sustainable programme.	Programme development evidenced; participation outcome to confirm. The published programme offered 16 guided walks, covering local history, town exploration and countryside routes, with many available free of charge and 250 plus walkers taking place. This shows that a varied programme was prepared, It also demonstrated partnership working with Walkers are Welcome and Frome Selwood Rotary. For discussion: The volunteer role was a success and we should consider whether we support the recruitment of a new volunteer – see small events note below.
Heal	20th October	-	4	2	2	Cultivate environmental sustainability; grow community wellbeing	Rewilding Wild Bunch Film –Build understanding of rewilding and biodiversity, connect people interested in nature and support volunteer-led activity and launch the Nature recovery Plan.	Nature Recovery Plan launched on 20 October. Evaluation to follow.
Drones Show	29th Oct	£1600 0	60	6	17	Grow community wellbeing; support a thriving town	Offer a large scale shared cultural experience (a Halloween Drone show) for residents and families and add to Frome's programme of visitor events.	Upcoming
Remembrance parade	8th Nov	£500	4	.5	-	Grow community wellbeing;	In partnership with the Royal British Legion and the Frome Memorial Theatre bringing generations together for remembrance and support community participation through established local partnerships.	Upcoming
Green Open Homes	14th-15th Nov	£500 Budget from climate	5	-	20*	Cultivate environmental sustainability; grow community wellbeing; support a thriving town	Find out about green, energy saving upgrades from homeowners in Frome who have taken the plunge. https://frome.greenopenhomes.net/green-open-homes-frome-324	Upcoming

		engagement						
Christmas Light Switch on	27th Nov	£2000	60	5	10	Grow community wellbeing; support a thriving town	Night the Light lantern parade bringing the community together through creative participation and celebration, and support town centre activity at the start of the Christmas period.	Community workshops underway - Event upcoming

Regular smaller events

Communications volunteers

The volunteer communications initiative has made good progress, supporting community groups to promote and administer their own programmes while reducing reliance on the Council's Communications team.

Jonathon supported a successful Walking Festival, with over 250 walkers taking part across the weekend, bringing people and activity into the town centre. Using a separate communications channel helped make promotion manageable. Although the Council team still produced the brochure, all administrative tasks have now transferred to Walkers are Welcome. This is a positive step towards a sustainable model of Council support. Jonathon has since stepped away, and recruitment of a replacement volunteer is planned for later in the year.

James has made excellent progress supporting both Let's Talk and the Wild Bunch within his limited available hours. Building momentum took time and required ongoing coordination and encouragement. However, all three autumn Let's Talk events have attracted strong take-up following a quieter period earlier in the year. James has produced press releases and newsletters, set up event ticketing and updated the website.

The Wild Bunch has required more substantial support. James has produced a newsletter, introduced a new ticketing system and taken responsibility for coordinating the group's weekly Frome Times column. He has also developed a communications tracking system, helping the group take greater ownership of promoting its activities.

The approach is meeting its aims of building community capacity and supporting participation, contributing to community wellbeing and a bold and effective council.

Recommendation: continue this model, with clear responsibilities, within realistic expectations of volunteer hours and proportionate staff support. Recruit a replacement Walking Festival volunteer and build on the progress towards greater group ownership.

Energy advice sessions

Over the last six months, Healthy Homes and Solar and Beyond delivered 20 engagement activities, reaching 65 residents, with 38 receiving in-depth energy or retrofit advice. Pop-ups and public events proved particularly effective, accounting for 43 engagements and often prompting follow-up requests for home visits and Home Energy Assessments or Plans.

Attendance at regular drop-ins varied considerably between locations. With just one person seeking advice at Frome Medical Practice in the last three months, the Resilience team has paused this session while exploring a more targeted approach with the practice and community hospital. This could include working with existing health groups and people whose health is affected by cold or overheating at home.

The activities are meeting their aims of connecting residents with practical support, contributing to community wellbeing and environmental sustainability. Enquiries range from straightforward energy-saving questions to complex issues involving fuel poverty, damp and mould, health, retrofit, solar and heating. Initial conversations can therefore lead to substantial further support.

Recommendation: continue the Pantry, Key Centre and Town Hall drop-ins, supported by stronger winter communications, and prioritise two to three autumn and winter pop-ups. Review attendance and follow-up outcomes to guide future delivery. Promoting this support will become a greater focus for the Communications team once the larger events have been delivered.

Skatepark fundraiser support

Frome Skatepark Project delivered a programme of fundraising events alongside the Skate Jam, supported by the Council's communications team. These included film screenings such as *Woolf Women* at the Merlin, a music club event during Frome Festival, the Great Dexhibition auction and a fundraising gig at The Tunnels.

The programme has been a priority within the FTC's events work, raising funds, maintaining public interest, engagement and building support for the new skatepark alongside wider engagement around the skatepark. Together with wider fundraising, these efforts helped enable the Environment team to sign a contract with Maverick to design and build the new park, as reported to Council in September. The programme has therefore made a practical contribution to improving the town's facilities and supporting community wellbeing.

Next steps

The review demonstrates the value of a varied events programme, combining larger community celebrations with smaller, targeted activities. It also highlights the importance of choosing the right level of FTC involvement, whether through direct delivery, operational support, communications or helping partners and volunteers take greater ownership.

We will continue to work with the advisory group and partners to complete the outstanding evaluations with organisers and bring the findings into the programme review at community and place. Future proposals should continue to identify clear aims, measures of success and realistic resources for both budget and staff time. Recommendations to repeat events will inform the next work programme and budget, with ongoing series reviewed at this committee.

Over the coming months, the team's focus will be on delivering the remaining autumn and winter events, strengthening promotion of energy advice and finessing the volunteer support model.

As this paper reviews a range of events, the implications below relate to the programme as a whole. Event-specific implications must be assessed at the proposal and planning stage, reviewed during delivery and informed by post-event learning.

Other options considered	Continue the programme without a collective evaluation. This would provide less evidence to guide future priorities, resource allocation and the appropriate level of Council support.
Key considerations for the Council	Consider the community benefits achieved alongside costs, staff capacity and strategic priorities. Evaluation should inform whether events are repeated, adapted or discontinued and where partner or volunteer delivery is appropriate.
Consultation and feedback	The report draws on attendance information and feedback from participants, organisers, volunteers, businesses and partners. Outstanding evaluations will be completed where possible and used to inform future planning.
Links to Council Plan and Medium-Term Financial Plan	The programme supports community wellbeing, a thriving town and environmental sustainability. Skatepark fundraising contributes to improved infrastructure, while evaluation and partnership working support an effective council. Future commitments must align with the work programme and available funding.
Financial and Risk Implications	Costs and resource requirements vary between events. Future proposals must identify budgets, staff time, funding sources and financial risks before approval.
Legal / HR Implications	Permissions, licences, insurance, contractual responsibilities and staffing requirements must be considered for each event at the outset. Partner and volunteer roles should be clear, with appropriate training and supervision.
Equalities Implications	Accessibility, affordability and potential barriers to participation must be considered when designing each event. Evaluation should capture feedback and identify improvements to enable wider participation.
Community Safety Implications	Each event requires proportionate consideration of crowd management, safeguarding, security, access and its effects on neighbouring residents and businesses. Learning should inform future arrangements.
Climate Change and Sustainability Implications	Several events directly support environmental engagement. All events should consider travel, materials, waste, energy use and resilience to extreme weather from the planning stage.
Health and Safety Implications	Event-specific risk assessments and proportionate safety arrangements must be established before delivery and reviewed as circumstances change. Incidents, near misses and operational feedback should inform subsequent events.
Constitutional Requirements	Future events, expenditure and changes to the programme must follow the Council's agreed approval process, delegated authority and financial procedures.

Background Papers	Agreed events process; current Council Plan, work programme and budget; relevant event proposals and evaluations.
Report Sign-Off	Peter Wheelhouse, Town Clerk 21/10/26

Recommendations

1. Note the delivery and evaluation of the events programme to date as discussed at the Advisory Group.
2. Endorse the approach to completing outstanding evaluations and using the findings to inform the next work programme and budget.
3. Support the continued development of partner and volunteer-led delivery approach to creating an events programme