

FROME CHEESE & GRAIN

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Company Number 4736751

Patron : Emily Eaves

Chair Persons' Annual Report 2010/11



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We gratefully acknowledge the support of



Frome Town Council



Flourish Homes

[ViSTA project](#) - Active Citizens Project

Introduction

The *Cheese and Grain* is a former market hall in the town centre which is developing into vibrant, outstanding, multipurpose, community resource. It is *registered charity* and a *social enterprise* owned by the people of Frome, with every penny, after meeting our costs, spent on making the Cheese and Grain better serve the people of Frome and its surrounding villages.

We aim to develop the *Cheese and Grain* building into a cutting edge centre of excellence meeting demands of the 21st Century identified by a two year community consultation undertaken by **Vision For Frome** culminating in the **Community Strategic Plan**. Our vision is to encourage **active citizenship** by working in partnership with **Frome Town Council**, **Vision for Frome** and appropriate **third sector organisations** to achieve whole town synergy in the provision of:

- Active Citizenship and Community Engagement:
- Visual and performing arts
- Education and training
- Leisure and recreation for families, young people and the elderly
- Sustainable Economic and Community Development

Chair Persons' Progress Report (Carla Besley and Gerlinde Rambausek)

We are pleased to report that the Cheese and Grain has admirably met last year's challenges. It is recovering well from last year's setbacks and we are looking forward to achieving a sustainable future. Trustees, staff and management, Frome Town Council and indeed the whole community of Frome has pulled together to make this happen. Thank you for your support. It is entirely due to your tenaciousness that the Cheese and Grain remains a valuable multipurpose community resource for Frome and its surrounding villages.

This year's milestones include:

Active Citizenship and Community Engagement:

- We are pleased that the constructive working relationship with **Frome Town Council** has been restored following the local elections. We have substantially contributed to various initiatives to achieve whole town synergy between cultural, community and economic developments. The Cheese and Grain has also developed closer links with third sector organisations such as **Vision for Frome, Frome Community Education, Sustainable Frome, Frome Civic Society, creative Frome, Frome Festival** and the **Vista** facilitated '**Active Citizenship**' project.
- We have hosted a range of community consultations including one attended by about 350 residents regarding the redevelopment plans of the derelict Saxonvale site adjacent to the town centre. This consultation was jointly hosted by **Vision for Frome** and a campaign group now called **Keep Frome Local**
- This year we have intensified **volunteer recruitment**. The month long market user survey was entirely carried out by volunteers in April 2011 providing 55h of support. Volunteers also staffed our membership drive (74h) and provided practical support (12h) as well as professional services (90h). These hours equal a **total in kind donation of £5205**. There was a significant increase in hires for public meetings.
- We also received a grant of £1500 from **Flourish Homes** for a Christmas lunch for lonely and vulnerable people. This project is entirely organised by volunteers and is scheduled for Christmas Day 2011.
- On the whole there was a significant increase in hall hire for public meetings, training, meetings, Charity Bingo, Festival and other events without PA. There were **111** such bookings. The total annual attendance for those events was **11,980**.
- In addition three **charity fairs** offered local charities the opportunity to show case their work, fundraise, recruit volunteers and new members

Visual and performing arts

Actively contributing to the vibrancy of Frome's artistic and creative development show casing the work of Frome musicians, crafts people and artisans. The music programme remains rich and diverse despite having no budget allocation. All events are underwritten by commercial or local promoters, which guarantees income to the hall at no risk. The regularity and quality of the music events would do justice to a venue in a much bigger town than Frome, and the development of a new web site really helped to publicise this.

- Our contribution to live music was nationally acknowledged in 2011 as the Cheese and Grain was one of only five nominee venues in the annual Music Week magazine Awards. The Award ceremony took place at The Roundhouse in London and was attended by Programme and Marketing Manager Martin Dimery on behalf of the Cheese and Grain. The other nominees The Mendip Business Exchange was a successful diversification from normal hall use for Music Venue of the Year were all from major towns and cities including the Royal Albert Hall and the LG Arena in Birmingham. We are proud to continue to raise the national and regional profile of Frome as a live and happening town. **67** performances took place between Oct 2010 and Sept 2011 and were enjoyed by a total of **19,540** people
- In addition to the box office selling Cheese and Grain tickets, it was also used by Rook Lane Arts, and the Frome Festival as the primary ticketing outlet.
- The Frome Festival involves collating and programming ticket sales for all the other performing spaces in the town, and took over £10,000 in sales on the first day alone. This year the box office sold **5,055** tickets for the two weeks of cultural events ranging from small story telling workshops, visual arts exhibitions to choral music. The events are staged at 41 venues in and around Frome. **11 events** were held at the *Cheese and Grain* alone. The whole festival is organized and staffed by volunteers
- The Cheese and Grain also hosted monthly crafts markets and a number of specialist artisan markets such as Chocolate Sunday, the weekly Country Market organised by the Women's Institute selling home made produce and the Vintage Fair.

Education and training

- **Frome Community Education** which is a new not-for-profit leisure learning provider has held its enrolment session at the *Cheese and Grain*. In addition the *Cheese and Grain* provides booking services for the organisation via our box office. 30 classes are up and running in Frome and more are envisaged to come on stream during the Spring Term.
- Frome primary schools, Frome College, the Jackdaws Educational Trust and Priory College all ran **workshops and performances** in the Cheese and Grain.

- Ecological themed workshops for both adults and children were held all day during the Green Fair in July.
- The Wessex Camera Fair, Rabbit Show and annual Guitar show provide informal learning opportunities for enthusiasts to meet up, exchange news and learn more about developments in their field.

Leisure and recreation for families, young people and the elderly

- **156 weekly and monthly markets** were held during the period Oct.2010 – Sept 2011. We saw a significant rise in Sunday fairs and trade shows and have increased these bookings by threefold in the last 4 years. Amongst several new events, the Vintage Fair; the Wedding Fair, and the Chocolate Fest were immensely successful and have rebooked this year.
- Other **family friendly** events and markets include the Frome Food Feast, the Christmas Spectacular and Christmas Market.
- **59,960** people enjoyed the hustle and bustle of the markets during this period. This is over twice of the total population of Frome!

User feedback indicates **older people and families** in particular value the café and markets.

'The markets are brilliant for older people as it makes a lovely day out. You can have a cup of coffee and buy a little present'

(User feedback, April 2011).

- Acoustic Plus events are affordable, social able and **family friendly** affairs. These events are entirely organised by volunteers. All musicians perform receive expenses only. Acoustic plus provides a platform for unsigned musicians to show case their work, hone their performance skills and raise their profile. A typical evening would include performances by a mixture of singer songwriters, duos and bands. The organisers are keen to encourage **young, usually teenaged bands** to perform. The aim is to attract one per session. 9 Acoustic Plus events were held this year in addition to the Christmas Special one, which involves performances on four different stages.

Sustainable Economic and Community Development

- The Mendip Business Exchange was a successful diversification from normal hall use.
- The Cheese and Grain is committed to both vastly reducing its carbon footprint and playing a central role in creating a greener, more sustainable Frome. In order to achieve this ambition the Finance Director of the Cheese

and Grain has been working with *Sustainable Frome* on a project to install solar panels on the large south-west facing roofs. Planning consent is being sought and tenders have been submitted.

- *Sustainable Frome* also held a very successful *Green Fair* and the *Potato and Seed Swap* day. Local gardeners have the opportunity to swap seed potatoes as well as other seeds from their gardens and allotments. The aim of this event is to encourage growing local varieties, which are best suited to our soil and climate. Encouraging the diversity of local plants is also thought to foster resistance to pest and plant diseases. The *Green Fair* covered all things ecological from green transport solutions to low carbon initiatives.
- The spending power of **91,480 visitors this year** alone makes a substantial contribution to Frome's local economy. We estimate that every pound spent at the Cheese and Grain circulates locally about 3 times.

Summary

Despite a down turn in bookings during January and February 2011, due to the uncertainty of the funding environment, we are recovering well. We are actively seeking to diversify our income streams. In order to achieve this we have restructured the roles of the management team and are engaging with other third sector organizations in Frome. We therefore face the future with confidence and are excited by all the new possibilities of collaborative working. We are keen to continue to provide a vibrant community run facility in the heart of Frome.

Carla Besley and Gerlinde Rambausek

Dec, 2011

Appendix

List of Trustees

Carla Besley (chair person until February 2011)

Gerlinde Rambausek (chair person from February 2011)

John Birkett-Smith (Finance Director)

Mike Bell

Blanche Farley

Steve Gant

Derek Maguire

Sue Mansfield

David Oakensen

Pip Utton

Special Thanks to

- Milk Street Brewery for providing the bar facilities
- Balmoral Catering for running the Cheese & Grain café
- CSM Business Services Ltd for financial support and book keeping
- Will Angeloro, Domenic DeCiccio, Tom Pepler & Terry Baldwin for sound and lighting engineering

Tables and Figures

FIGURES

Sessions

SESSIONS BOOKED (1)	<i>Oct-Dec 2010</i>	<i>Jan-Mar 2011</i>	<i>Apr-Jun 2011</i>	<i>Jul-Sep 2011</i>	<i>TOTALS</i>
Markets (2)	47	30	39	40	156
Performance events (3)	19	11	14	22	67
Hall hire (4)	25	28	28	30	111
TOTALS	91	69	81	92	334

Footfall

NUMBERS ATTENDING (5)	<i>Oct-Dec 2010</i>	<i>Jan-Mar 2011</i>	<i>Apr-Jun 2011</i>	<i>Jul-Sep 2011</i>	<i>TOTALS</i>
Markets (2)	19,040	11,200	14,560	15,160	59,960
Performance events (3)	6,340	2,780	4,140	6,280	19,540
Hall hire (4)	2,650	3,100	2,600	3,630	11,980
TOTALS	28,030	17,080	18,680	25,070	91,480

Tickets

TICKETS SOLD (6)	<i>Oct-Dec 2010</i>	<i>Jan-Mar 2011</i>	<i>Apr-Jun 2011</i>	<i>Jul-Sep 2011</i>	<i>TOTALS</i>
Cheese and Grain events	3,978	1,827	1,928	3,001	10,734
Festival events			3,205	1,850	5,055
Other events / courses (7)	180	68	121	280	649
TOTALS	4,158	1,895	5,254	5,131	16,438

(1) Sessions : daytime 7.00am – 4.00pm, evening 4.00pm – 01.00 am

(2) Weekly and monthly markets

(3) Music, other commercial, Festival, fundraising, and other events with PA

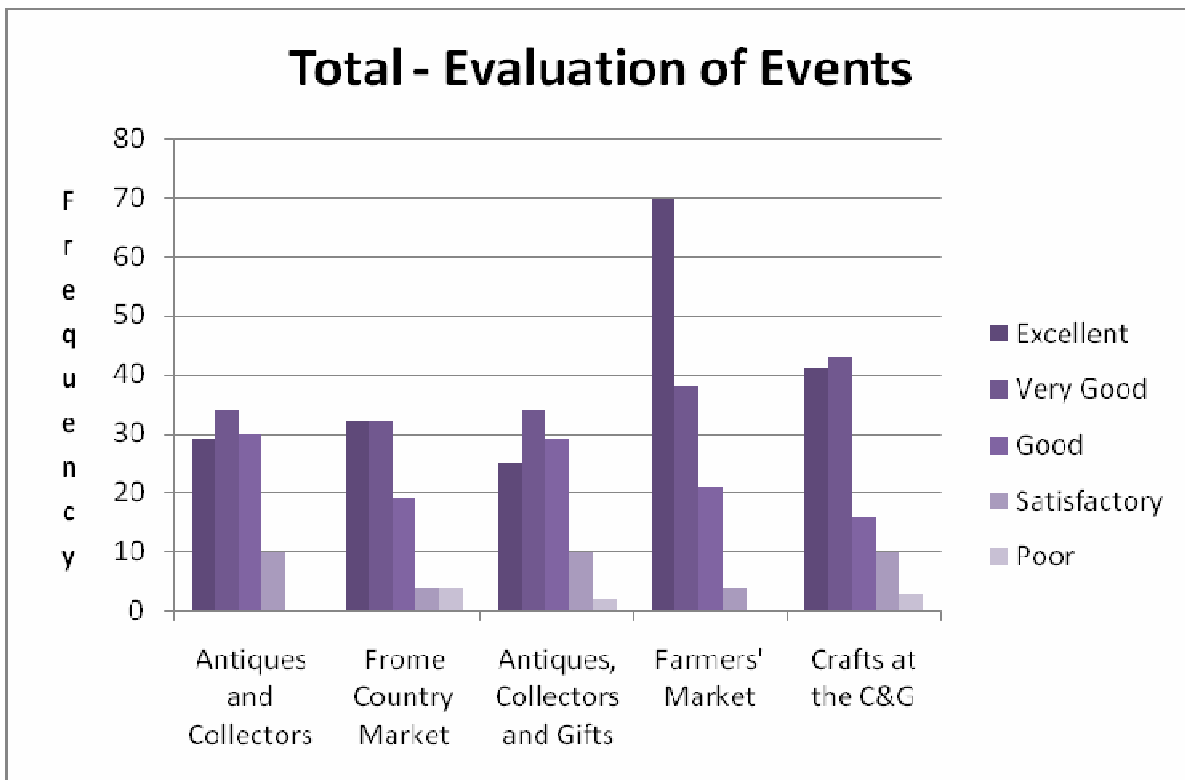
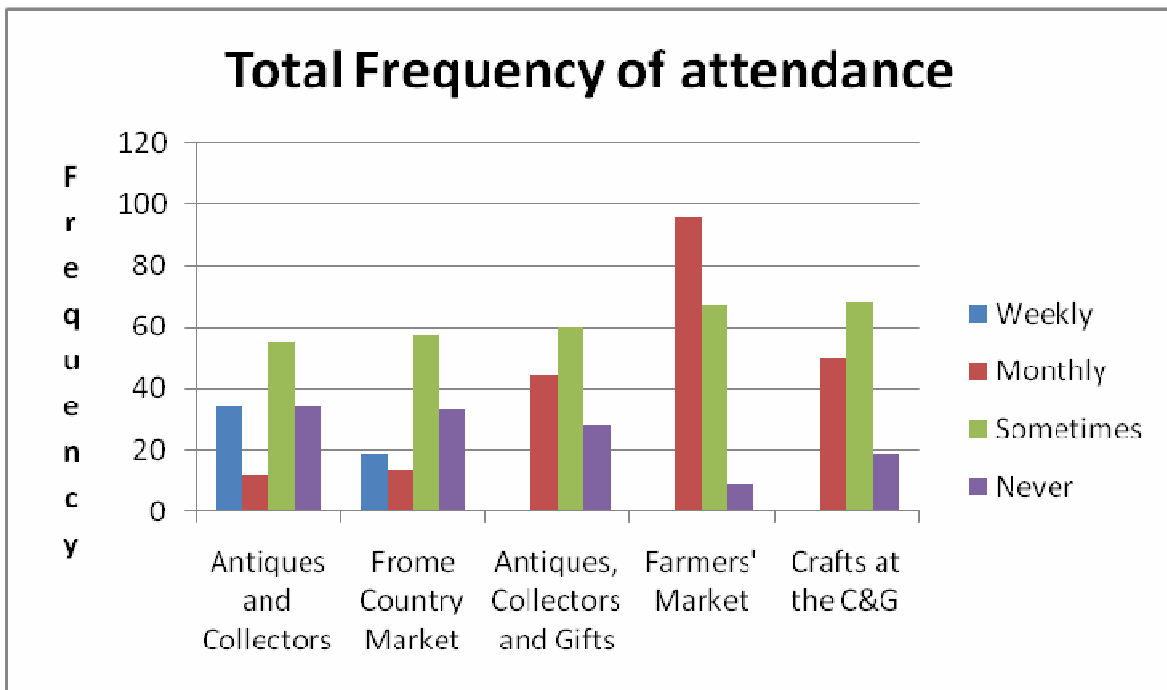
(4) Training, meetings, Charity Bingo, Festival and other events without PA

(5) Based on headcount surveys, ticket sales and organisers' figures

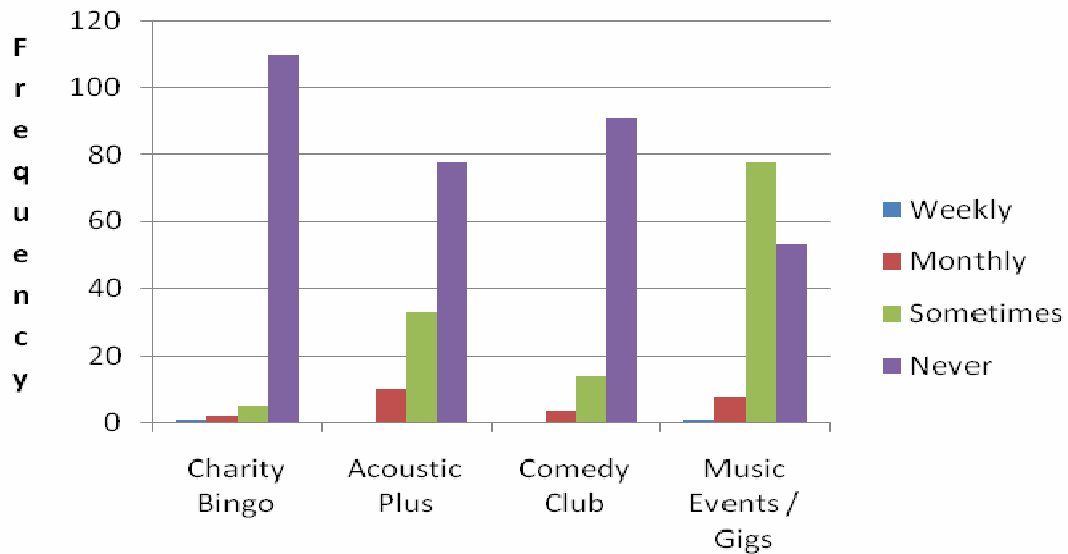
(6) Total tickets sold by Cheese and Grain Box Office (total face value was over £220,000)

(7) Rook Lane Arts, Frome Community Education

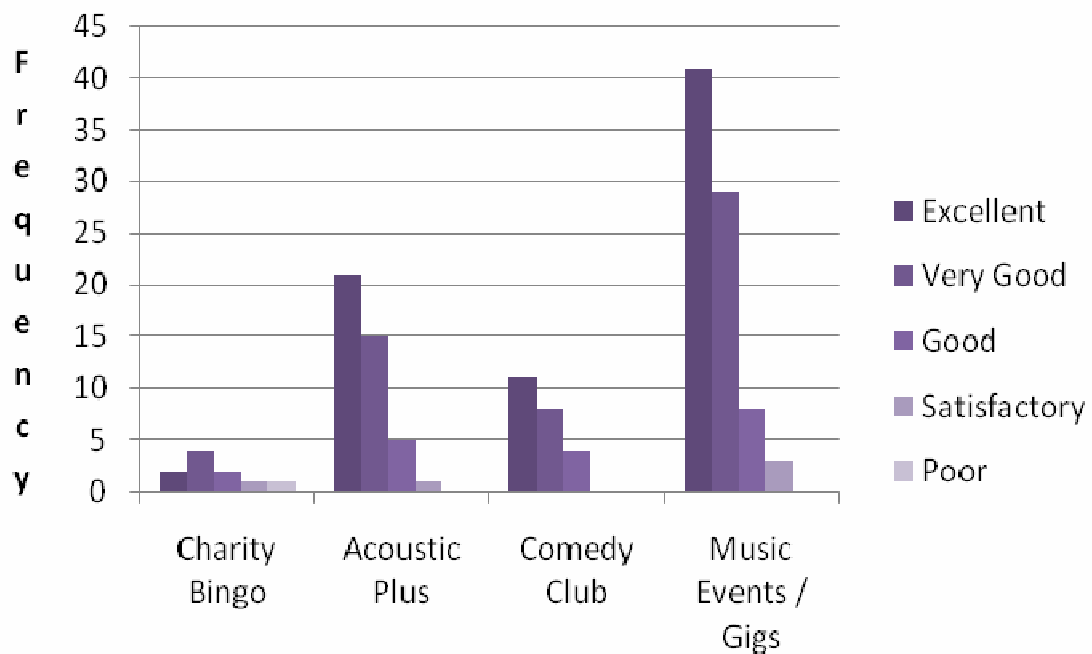
April 2011 Market user survey data - 10% sample



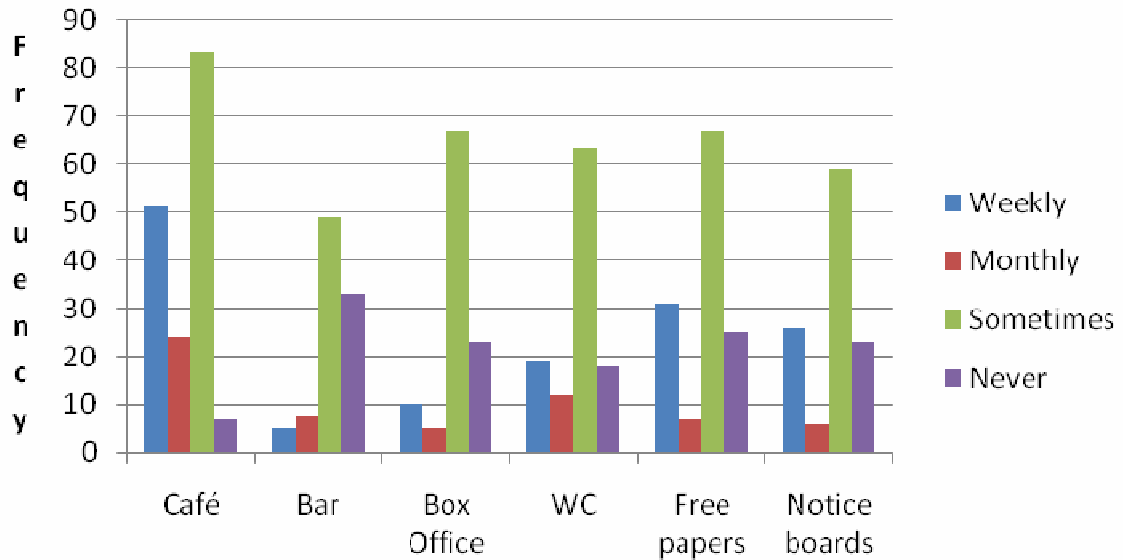
Total frequency of attendance for other events



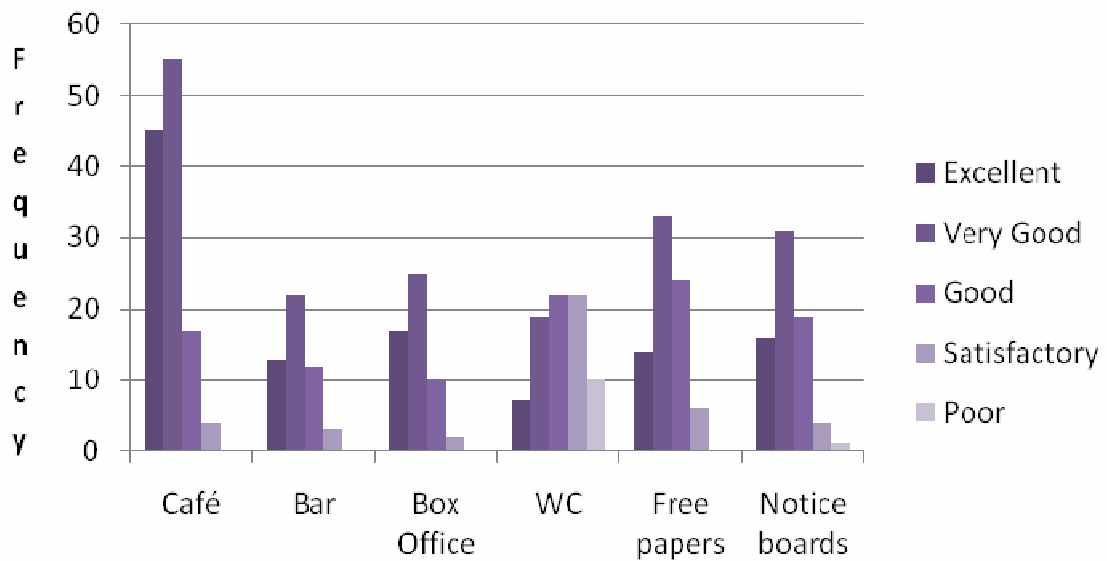
Total - Evaluation of other events



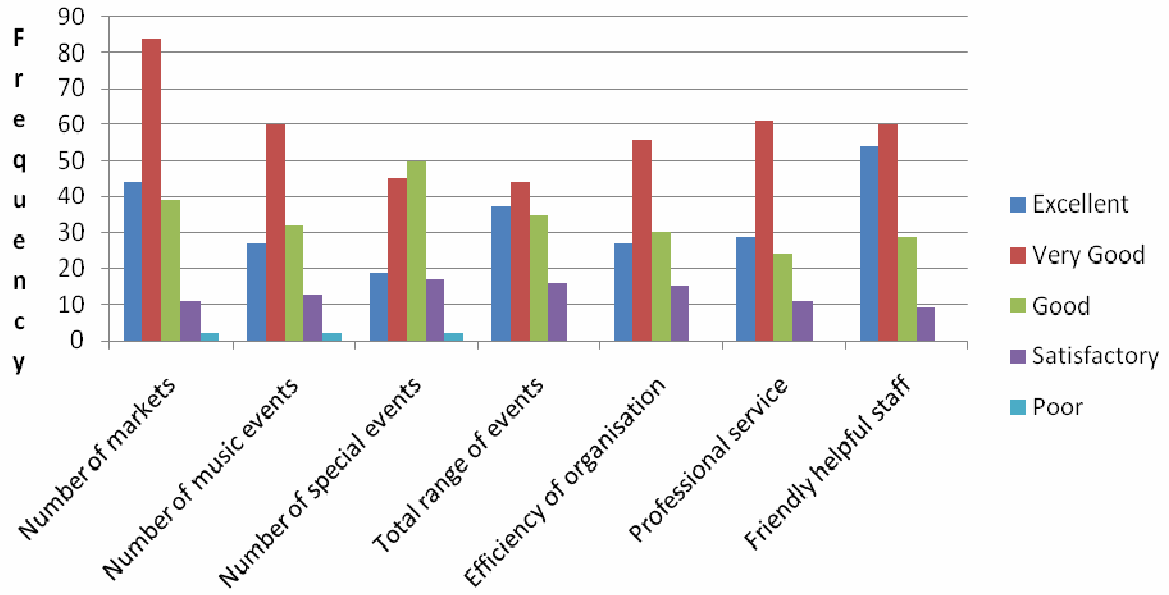
Total - Frequency of events used



Total - Evaluation of services used

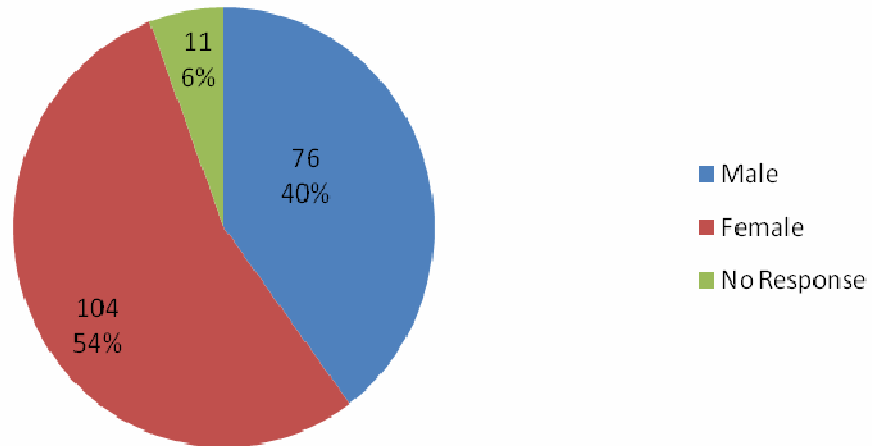


Total - Quality of service



Total – Special/community events				
Event	Number of respondants (10% of users)	Would you attend again?		
		Yes	No	Percentage that would attend again
Chocolate Sunday	41	39	2	95%
Chilli Fair	24	23	1	96%
Green Fair	56	56	0	100%
Potato and Seed Swap Day	40	40	0	100%
NCT Nearly New Sale	18	16	2	89%
Christmas Spectacular	78	77	1	99%
Christmas Charity Fair	61	61	0	100%
Mayor's Charity Spring Fair	27	25	2	93%
Wessex Camera Club	20	20	0	100%
Vintage Fair	42	41	1	98%
Bookends Book Fair	25	25	0	100%
Frome Garden Market	77	76	1	99%
Frome Rabbit Show	16	14	2	88%
Wrestling	10	9	1	90%
Vision for Frome Forum	17	15	2	88%
Frome Town Council Meeting	20	20	0	100%
Saxonvale Meeting	23	23	0	100%
FACT Service	6	6	0	100%
Polling Station	13	13	0	100%
Total	614	599	15	98%

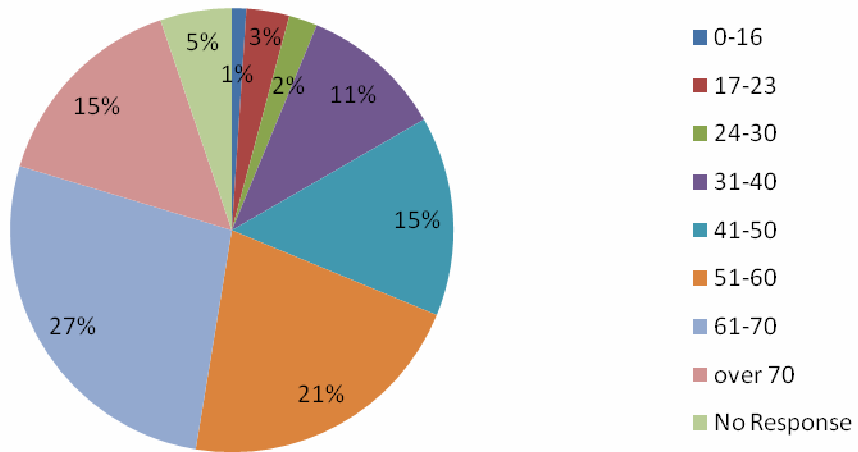
**Total - Gender of respondents
N=182**



Total – Age of Respondents

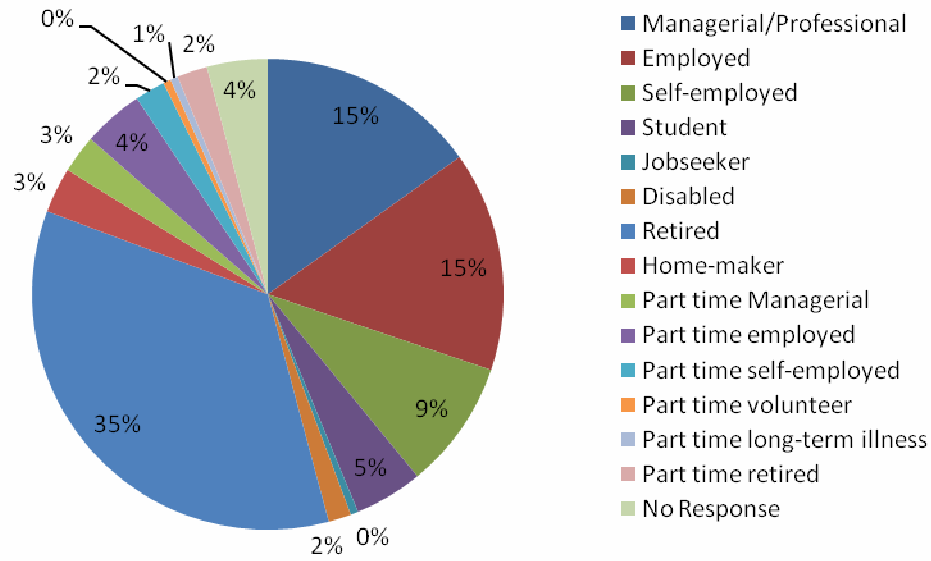
Age in years	Frequency	Percentage of respondents
0-16	2	1%
17-23	6	3%
24-30	4	2%
31-40	20	10%
41-50	28	15%
51-60	41	21%
61-70	52	27%
Over 70	29	15%
No Response	10	5%

Total - Age of respondents



Total Occupational Status of Respondents				
	Full Time	Part Time	Total	Percentage
Managerial / Professional	29	5	34	18%
Employed	29	8	37	19%
Self-employed	17	4	21	9%
Volunteer	0	1	1	0%
Student	9	0	9	7%
Jobseeker	1	0	1	0%
Disabled	3	0	3	3%
Long-term illness	0	1	1	0%
Retired	67	4	71	37%
Carer	0	0	0	0%
Home-maker	6	0	6	3%
No Response	8	0	8	4%

Total occupational status of respondents



Total - Self described ethnicity of respondents

