

## **One Stockport Frogs**

### **Report of the Corporate Director (Place) and Deputy Chief Executive**

#### **1. MATTER FOR CONSIDERATION**

- 1.1 To provide the Area Committee with an update on One Stockport frogs and to seek the authorisation of Area Committee Delegated Budget towards the costs

#### **2. BACKGROUND**

- 2.1 In March 2021 it was agreed One Stockport would be become a partner in Totally Stockport's Gigantic Frog Trail allowing the initiative to be extended to include other areas within the borough. Branded as One Stockport frogs the giant frog sculptures would help:

- ✓ Celebrate and showcase each Centre's key characteristics & landmarks,
- ✓ Raise the profile of One Stockport,
- ✓ Promote Stockport's Gigantic Leap Art Trail in the town centre.

- 2.1 Each Ward was invited to participate in the initiative. As with the Town Centre scheme, it was confirmed that sponsorship would be required from local businesses and organisations to fund the £2,400 required to cover the costs of manufacture, artist fees and installation. In the event sponsorship could not be secured or there was a shortfall, Members were informed the Area Committee's Delegated Budgets could be used rather than Place Directorate Reserves.
- 2.2 17 Wards confirmed they would like to host a frog in their ward and committed to securing the £2,400 costs. Officers produced a sponsorship pack to support members with securing sponsorship and offered guidance on possible companies to approach.
- 2.3 One Stockport partnered with Arc, a leading arts and mental health charitable organisation based in the Hat Works to design and paint the 17 frogs. Residents were encouraged to submit their ideas to help shape the design of the frogs, many focused on what inspired them during the last 12 months, places they enjoyed exploring and what they felt was important locally. Designs were shared with Ward Members.

#### **3. IMPLEMENTATION AND FEEDBACK**

- 3.1 Nearly 20 Arc participants were involved in painting the frogs and were thrilled to be working on such an inspiring project, they found it extremely rewarding. Along with the 21 frogs that formed part of Totally Stockport's Gigantic Frog Trail, the 17 One Stockport frogs were installed w/c 19<sup>th</sup> July ahead of the launch on the 23<sup>rd</sup> July. A mix of locations were chosen, some were located in District Centre retail areas such as Bramhall, Marple and Romiley, others were located in parks

including Bruntwood, Abney and Reddish Vale and some in neighbourhood shopping parades.

- 3.2 Following installation the frogs were extensively promoted by One Stockport and the Council along with partner organisations who have been very supportive. In addition to online activity a dedicated One Stockport frog leaflet was produced and along with a downloadable version on the website copies were available to pick up from all libraries with businesses in the locality of a frog requesting copies too. Leaflets were also handed to those participating in the town trail. New dedicated webpages appeared on the One Stockport website and all those visiting the frogs were encouraged to use the #stockportfrogs hashtag. It is evident from the hundreds of photos shared across a range of social media platforms that residents and visitors have enjoyed visiting all the frogs and hopefully exploring areas they were less familiar with.
- 3.3 Whilst a comprehensive monitoring report will be produced at the end of the initiative to review and assess the original objectives, early indications are extremely positive with over 4,000 downloads of the leaflet, a 20% increase in the use of the #onestockport hashtag and an increase in engagement on Twitter, Likes on Facebook and stories on Instagram.
- 3.4 The frogs were removed w/c 4<sup>th</sup> October and those not sold to a community or voluntary organisation (fixed fee donated to St Ann's Hospice) will be included in this year's charity Gigantic Leap Frog auction taking place on 10<sup>th</sup> November at Edgeley Park. The auction, organised by Totally Stockport, will give anyone the opportunity to bid for a One Stockport frog alongside all 21 town centre frogs as they go under the hammer.

#### **4. FROGS IN WERNETH AREA COMMITTEE BOUNDARY**

4.1 Both Wards in Werneth requested a frog:

- Known as "Theatre Frog" the Bredbury Green & Romiley frog celebrates NK Theatre Arts & Romiley Forum and was located in Romiley Precinct. Romiley Board contributed £1,200 towards the sponsorship costs.

The balance of £1,200 to be funded from the Area Committee's Delegated Budget (Bredbury Green & Romiley ward allocation).

Current budget available - £18,138

- Bredbury & Woodley Frog is in recognition of all the bread that Allied Bakeries has donated to community organisations in the ward and throughout Stockport over the last 18 months. "Baker Frog" was located in Woodley Precinct.

The full cost of £2,400 to be funded from the Area Committee's Delegated Budget (Bredbury & Woodley ward allocation).

Current budget available – £14,751

## **5. RECOMMENDATION**

5.1 That the Area Committee supports

(1) The balance of £1,200 for “Theatre Frog” to be funded from the Area Committee’s Delegated Budget (Bredbury Green & Romiley ward allocation).

(2) £2,400 for “Baker Frog” to be funded from the Area Committee’s Delegated Budget (Bredbury & Woodley Ward allocation).

### **BACKGROUND PAPERS**

There are none

Anyone wishing to inspect the above background papers or requiring further information should contact Helen Walters on telephone number ext 3734 or alternatively email [helen.walters@stockport.gov.uk](mailto:helen.walters@stockport.gov.uk)