Marple Area Committee Meeting: Wednesday 20th October 2021

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.

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 Ward Discretionary 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 19th July ahead of the launch on the 23rd 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 4th 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 10th 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 MARPLE AREA COMMITTEE BOUNDARY

4.1 "Canal Frog" known locally as "Rose" was located in Market Street and Marple Independent Businesses collectively funded the £2,400 sponsorship.

5. RECOMMENDATION

5.1 That the Area Committee notes the content of this report.

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