



FARNHAM TOWN COUNCIL



Notes Community & Culture Working Group

Time and date

10.30 am on Wednesday 2nd October, 2024

Place

Council Chamber - Farnham Town Hall

Community & Culture Working Group Members Present:

Councillor Alan Earwaker
Councillor Andrew Laughton
Councillor Kika Mirylees (Lead Member)
Councillor Graham White

Officers: Oliver Cluskey, Megan Cross (Events Assistant) and Iain Lynch (Town Clerk)

1. Apologies

No apologies were received.

2. Disclosures of interest

None were made.

3. Notes of the last meeting

The notes to the last meeting were agreed.

4. Recent events

a) Markets

Antiques and Brocante – 8 September 2024

The first of three remaining 2024 markets relocated from West Street to Central Car Park as the road closure was denied. There were 24 stalls (usually 30-35). Members were informed that the Impact of relocation was hard to judge due to bad weather. Stallholders were reasonably happy. Members were also informed that there was less strain on the outside workforce by using Central car Park and that the £100 fee per market made it worthwhile.

b) Music In the Meadow - 26 May – 1 September 2024

There were 14 events including 2 extended events (World Music Day, Farnham Folk Day) and a young artistes showcase.

Members agreed that the two extended event proved very popular and that they would like to continue next year. This year there were two Principal sponsors which covered the additional costs of the extended events. Members were informed that each extended event cost an additional £1000 which was covered by having an additional principal summer sponsor. Members agreed that there should not be a charge for Music in the Meadow but should consider increasing the sponsorship if there were more 'extended' events. Members also suggested that additional sponsorship could be sought to pay for these events.

Members proposed that there could be an extended Music in the Meadow each month and suggested the last Sunday of the month:

Sunday 25 May – Farnham Folk Day

Sunday 29 June – Proms and Pop in the Park

Sunday 27 July – World Music Day

Sunday 31 August – TBC

Members were reminded that the license would have to be reviewed.

Members discussed the potential effect of the Farnham Infrastructure on Carnival weekend. Members were informed that in a recent meeting with the Lions, there were concerns on whether the Carnival would proceed. Members noted that if there was no event on Saturday, the infrastructure costs would not be shared. Members agreed that a smaller stage would have to be used. This would mean that the 50-piece orchestra used at previous proms events would not fit.

c) Food Festival

Members agreed that the event had been a huge success and commented that there was a fantastic variety of cuisines and products and that the high footfall positively impacted the shops and coffee shops in town.

Members agreed that the Bush Hotel courtyard was well received offering a quieter seated area away from the main festival.

Members agreed that FTC should stop producing Food Festival brochures as there was an excess left over, and they are thrown away after the event. Instead, members agreed a good quality fold-out recyclable map (handed out by all marshals).

Action: Events Manager to produce a map of event with stall names rather than full brochure.

5. Future events and projects

a) October Craft Month

Members were informed that there were approximately 100 events throughout Farnham with over 30 free with the first World Craft Town Craft trail taking place on 26-27 October.

Farnham Lantern Festival.

The first Farnham Lantern Festival was due to take place on Thursday 31st October. 300 lantern making kits had been distributed to 30 community groups. To date, a further 100 had been put together to be sold individually at cost price of £3.50.

A lantern making workshop took place at the Royal visit of Duchess of Edinburgh, where HRH stuck a Castle stencil to a premade lantern.

Craft Town map leaflet

Farnham World Craft Town leaflet for tourism has been designed and printed.

Farnham Craft Town Residency

Members were informed that the application for the Farnham Craft Town residency received 57 responses.

- b) Town Centre Markets – 8 December 2024
There were two more Markets in Central Car Park scheduled in October and November. Discussed earlier in meeting.
- c) Farnham Christmas Lights switch-on - 16 November 2024
Members were informed that the schedule for the stage was full and the stalls were oversubscribed. The Events Manager was waiting to hear back from local Olympic Gold medallist Toby Roberts after asking him to switch on the lights.
- d) Farnham Christmas Market
Members were informed that over 250 vendor applications had been received for an estimated 150 spaces. Members suggested asking the Volunteer groups to wear elf costumes.
- e) Music in the Vineyard – 26 Jan, 23 Feb, 30 March
- f) Farnham Literary Festival – 7 – 16 March 2025
Members were informed that having interviewed 4 strong candidates, a new Literary Festival Coordinator, Theresa Gooda, had been confirmed. Planning was underway with offers in for a number of authors. A headliner had not been confirmed but Louis de Bernieres was being scheduled.
Members suggested visiting the new rare book shop in Lion and Lamb yard. Blue Bear Bookshop, who had recently moved to Hartley Wintney was to continue coordinating the Schools' programme.
- g) Effect of FIP on future events
Members were informed that despite a recent meeting with SCC there was still no clarity of whether any Town Centre Events could go ahead in 2025. The Events manager had requested an additional meeting to discuss the possibilities. Members suggested asking Cllrs Macleod and Martin to the meeting. Members suggested to go ahead with stall bookings with an updated terms and conditions to reflect the possible changes in venue for the Food Festival and Christmas Market.

Action: Events Manager to update terms and conditions and proceed with booking stalls.

- h) Farnham Film Festival
Meetings had taken place with potential partners and a first steering group meeting was set for Wednesday 16th October and was to include representatives from The Maltings, UCA and Reel Cinema as well as other individuals.
Members discussed the Gaming Festival and agreed that it should be a separate event. Members agreed that a budget of £15,000 should be requested.

Action: Town Clerk to propose budget of £15,000.

6. Business Update

Members invited BID Manager, Cat Mitton into the meeting for a BID Update.

- Local marketing and branding company, Valiance, had been appointed to create a Farnham BID brand, website and marketing strategy.
- A street ranger was a key priority.
- They were looking at a street cleaning machine.
- The BID were negotiating terms with WBC for 'Free after 3' parking in December (excluding Christmas Eve).
- The BID was dismayed by the CIVICA cost.

7. Sponsorship

Sponsorship Confirmed for 2024-25:

Principal Summer: £3,000 Kidd Rapinet

Principal Summer: £3,000 Shaw Gibbs

Gold Proms and Pop in the Park: £750 Leightons Opticians and Hearing Care

Gold Food and Drink Festival: £1,000: Kidd Rapinet

Gold Food and Drink Festival: £1,000: Bush Hotel

Silver October Craft Month: £500 Frensham Heights

Principal Christmas: £2,500 Leightons Opticians and Hearing Care

Gold Christmas Market: £1,000: Kidd Rapinet

Gold Farnham Literary Festival: £3,000 Frensham Heights

Gold Farnham Literary Festival: £2,500 Leightons Opticians and Hearing Care Farnham Literary

Festival: Panels Sponsorship £500 - Moonflower Books

2024-25 target: £19,250 Current Total (as of July 2024): £18,750

Members were informed that sponsorship levels were still below pre Covid levels and that there would be challenges next year and more should be sought. With rising costs for events, stall fees may also have to increase.

8. Financial Update

Members noted current position.

9. Risk Assessment Review

The review of the risk assessment was explained to Councillors who were asked to review and recommend any changes. None were proposed but Councillors were asked to review further.

Action: Councillors to recommend any changes

10. Community Update

Lara Miller joined the meeting to update Councillors on projects funded by Community Grants this year.

This included some positive stories and outcomes:

Disability Challengers received funding to run a Summer Youth Scheme consisting of a range of summer holiday activities for disabled young people. Up to 62 young people attended at least one session and parents and carers also benefitted from 1,800 hours of respite from care responsibilities.

The Rural Life Museum was able to fund an interactive tree trail and purchase learning resources for their woodland learning space which was proving popular with families and garnering lots of positive feedback.

Farnham Assist was able to host a two-course meal over August for 47 older people, at a time when many activities close for the summer, thus combatting loneliness and social isolation.

Members noted that the deadline for 2025/26 Community Grants and South Street Trust Grants was Monday 18th November and to help spread the word.

Members also noted that meeting dates would be circulated shortly for organisations in receipt of light-touch service level agreements, to take place in late November.

11. Items for future meetings

There were no additional items discussed.

12. Date of next meeting

Date of next meeting Wednesday 10 January 2025 at 10.30am

The meeting ended at 1.30 pm

Notes written by Oliver Cluskey