



FARNHAM TOWN COUNCIL

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Notes

Tourism & Events Working Group

Time and date

10.00 am on Tuesday 3rd September, 2019

Place

Byworth Room - Town Council Offices

Attendees:

Members: Councillors Alan Earwaker (Lead Member) and David Beaman

Officers: Oliver Cluskey (Tourism and Events Manager) and Iain Lynch (Town Clerk)

1. Apologies for absence

| POINTS | ACTION |
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| Apologies were received from Cllr Neale. As the meeting was not quorate the points are for noting and there are no formal recommendations to Council. | |

2. Declarations of Interest

| POINTS | ACTION |
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| No declarations of interest were made. | |

3. Minutes of the previous meeting

| POINTS | ACTION |
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| It was noted that the notes of the previous meeting had been considered by Council. | |

4. Recent Events

| POINTS | ACTION |
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| Music in the Meadow – it was reported that there had been no cancellations over the Summer programme and there had been Councillor attendance at every event. Public attendance had been very good. It was suggested that the 2020 program could include music for younger | Action: Cllr Beaman to check with WBC to clarify whether they run a |

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| <p>people and could again include a show case for younger musicians. Soap Box – the 2019 organisers has announced that they may not be running an event in future years. FTC Officers reported that FTC had received several complaints from the 2019 event relating to tidying the site, access and spectators standing on residents' window sills. These had been passed on to WBC.</p> | <p>Battle of the Bands.</p> |
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5. Forthcoming events

| POINTS | ACTION |
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| <p>Gin Festival – 2019 ticket sales were down compared to the same stage in 2018. Officers were confident that ticket sales would rise to a good level before the event.</p> <p>Food Festival – 120 stall bookings had been taken. A discussion took place on whether the Food Festival and Christmas Market stalls could be moved from Castle Street to West Street but it was concluded that there were too many stalls for West Street.</p> <p>Christmas lights – Members agreed that they were content with the current Christmas lights and, should any additions be needed for 2019, these would be discussed between Cllr Earwaker and the Town Clerk.</p> <p>Heritage Open Days – Volunteers were required on 21st September. Councillor Beaman volunteered to attend in the morning and Cllr Earwaker volunteered to attend in the afternoon.</p> <p>Walking Festival – a three week period had been booked for the 2020 Festival. Members agreed to underwrite the cost of Shakespeare Walks from the Events budget in the value of £2,800.</p> | <p>Action: Officers to review the 2020 Gin Festival to consider whether to reduce to a one day event.</p> <p>Action: FTC to secure sponsorship for the 2020 Walking Festival to subsidise cheaper, family tickets.</p> |

6. Sponsorship update

| POINTS | ACTION |
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| <p>Members reviewed and noted the sponsorship report presented with the agenda.</p> | |

7. Tourism and Events Budget up to 31st August 2019

| POINTS | ACTION |
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| <p>The Tourism and Events budget figures at 31.08.19 were reviewed and discussed. The following matters were noted:</p> <ul style="list-style-type: none"> - Code 4600 – Tourism Developments and Events – this budget could be utilised to run events. - The annual Tourism and Events program costs local taxpayers £6 per household. - It was suggested that a charitable collection bucket could be considered for the Christmas Lights switch on with collections, perhaps done in association with the Lions or Rotary. <p>No changes to the budget were proposed.</p> | |

8. 2020 Events Plan

| POINTS | ACTION |
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| <p>Business Improvement District – Members noted progress.</p> <p>The following events were discussed for the 2020 events program:</p> <p>VE Day – bank holiday weekend 7-9 May 2020. There was an opportunity to take part in the national commemorations and communities should be encouraged to hold street parties. It was agreed that FTC should support the national programme and consider underwriting the insurance costs for community street parties again.</p> <p>Picnic in the Park – to be discussed at the next Tourism & Events meeting. Everyone agreed that, should the event be held in 2020, then FTC should attempt to mitigate financial costs resulting in an increase for the carnival.</p> <p>Ice-cream van at events – concerns were raised on the potential emissions from the van which was sited amongst the spectators in Gostrey Meadow. The Town Clerk confirmed that he had spoken with the new operator who was a start-up business. It was agreed a further discussion would take place.</p> <p>Farmers Market – Cllr Beaman reported that the visitors to the August Farmers’ Market had been lower than normal.</p> | <p>Action:</p> <ul style="list-style-type: none"> ○ Cluskey to follow up. ○ Cluskey to arrange for road signs to be replaced. ○ Cluskey to research whether a craft element could be introduced. |

9. Date of next meeting

| POINTS | ACTION |
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| <p>5th November 2019, 10am. Cllr Beaman gave his apologies.</p> | |

The meeting ended at 12.00 pm

Notes written by Oliver.Cluskey@farnham.gov.uk