



# FARNHAM TOWN COUNCIL

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## Notes

Tourism & Events Working Group

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### Time and date

9.30 am on Wednesday 15th January, 2020

### Place

Byworth Room - Town Council Offices

### Attendees:

Members: Councillors Alan Earwaker (Lead Member), David Beaman, Roger Blishen, Kika Mirylees, Michaela Martin and John Neale

Officers: Oliver Cluskey (Events Manager) Sara Jones (Assistant Town Clerk), Iain Lynch (Town Clerk)

In attendance: Councillors Pat Evans (ex officio), George Hesse

### 1. Apologies

POINTS	ACTION
None were received.	

### 2. Disclosures of Interests

POINTS	ACTION
None were made.	

### 3. Notes of the last meeting

POINTS	ACTION
<p>The Notes of the meeting held on Tuesday 5<sup>th</sup> November 2019 were agreed.</p> <p>Issues raised in previous meeting were noted.</p> <p>Gin Festival - Events Manager had contacted 10 local vineyards who all expressed interest in Fizz/Gin Festival.</p> <p>Road Closure – Events Manager had contacted Waverley who are happy to include letter with car parking permit renewals.</p> <p>Sustainability festival – Constructive meetings with Farnham Community Farm and event is taking shape. Meeting to finalise responsibilities and</p>	

finance split due.  
Literary Festival – Cllr Mirylees expressed interest in being involved.

#### 4. Recent events

POINTS	ACTION
<p><b>Christmas Light Switch On</b> It was agreed that the event was well organised and a success. The Ice sculpture was a good addition but could have been more prominent on a platform or stage The Events Manager informed the committee that there were huge issues with power and additional items brought by stallholders. Matting for some of the grass areas where vehicles enter was discussed and it was agreed that reinforced edges next to paths should be progressed. The Town Clerk said both issues would be part of the Gostrey Meadow management plan.</p> <p><b>Christmas Market</b> Members agreed that it was a successful event. The Events Manager spoke about trying to encourage more local craft makers for next year. This could be done by using the Ivy Club as a 'craft zone' and offer 50% off. There was a positive response to this. Cllrs discussed purchasing fairy lights for the stalls on Castle Street as despite efforts by FTC to encourage decorating the stalls, it was noted a lot of the stalls did not decorate their stalls.</p> <p>Cllr Hesse said there may have been issues with drivers not adhering to the road closure signs by Downing Street.</p>	<p><b>Recommendation to Council: Subject to Officers seeking the most economically advantageous price, Officers to arrange for the path edges to be reinforced to minimise damage to grass and to extend the power around Gostrey Meadow with costs met from the 2019/20 Tourism and Events Budget.</b></p> <p>OC to look into cost of purchasing battery powered fairy light for stalls</p>

#### 5. Future events

POINTS	ACTION
<p><b>Music in The Vineyard</b> Flyer for the events was distributed and it was noted that the event was a good collaboration with the Vineyard. It was also noted that the bands that were booked were done so with the demographic of clientele in mind.</p> <p>The Mayor's forthcoming Charity events were discussed.</p> <p><b>Sustainability Festival</b> The Working Group noted this event replaces the Spring Festival and is in collaboration with Farnham Community Farm. The content fits the Council's sustainability and climate change agenda.</p> <p><b>Music in the Meadow</b> There was a discussion about adjusting the programme to attract youth to the Sunday events. Caution should be taken as the events were well attended by regular clientele and there was a risk of putting something on that would put existing people off. It was agreed to look at alternative bands that could appeal to a younger audience whilst still not putting off existing attendees. Marketing would clearly state what type of music was on each week. To find out what appeals to younger audience it was suggested the Younger People Task Group consider how these aspirations could be met. A large festival was briefly discussed. It was noted that there could be a</p>	<p>Cllr Mirylees to find out if WBC are promoting a battle of the bands event.</p> <p>Events Manager to attend Younger People Task Group meeting.</p>

<p>£50,000 risk and it was agreed not to pursue further at this stage.</p> <p>World Craft Cities The Town Clerk advised that the evaluation panel was due to visit during 22<sup>nd</sup> – 24<sup>th</sup> February, coinciding with the Maltings 'Unravel' event.</p>	
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## 6. Market on West Street

POINTS	ACTION
<p>A potential West Street market was discussed. There were two 'antiques/brocante/arts and craft' market proposals that had just been submitted but too late to discuss at the meeting. Concerns were raised on the impact and style of market but overall it was positive. It was agreed that a more detailed report on proposals would be presented at the next meeting. The frequency of the market would be discussed but it was agreed that there should be an experiment first. It was agreed that February would be too soon for the first market.</p>	<p>Officers to get proposals/presentations for next meeting.</p> <p>Events Manager to draft report for next meeting.</p>

## 7. Childrens Business Fair

POINTS	ACTION
<p>The Children's Business Fair supporting young entrepreneurs was discussed. They will be holding their first event at The Maltings in May. The company had asked FTC for support by School introductions and help with sponsorship. Talk of further support and more involvement was discussed, including participation at the Farmers' Markets, Food Festival and Christmas Market. The idea was welcomed by the working group.</p>	

## 8. Sponsorship

POINTS	ACTION
<p>Invest in Farnham brochure was handed out. FTC officers to contact all existing Sponsors. Councillors to approach any suitable businesses not on list.</p>	<p>All</p>

## 9. Date of next meeting

POINTS	ACTION
<p>Date of next meeting will be 9.30am on Wednesday 25<sup>th</sup> March in the Byworth room.</p>	