



# FARNHAM TOWN COUNCIL



## Notes

Tourism & Events Working Group

### Time and date

9.30 am on Wednesday 25th March, 2020

### Place

Meeting was held remotely on Zoom app

### Attendees:

Members: Councillors Alan Earwaker (Lead Member), David Beaman, Michaela Martin, John Neale and Pat Evans (ex-Officio)

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

### 1. Apologies

POINTS	ACTION
Apologies were received from Cllr Mirylees and Cllr Blishen and Cllr Martin who would join the meeting late.	

### 2. Disclosures of Interests

POINTS	ACTION
None were made.	

### 3. Notes of the last meeting

POINTS	ACTION
1 The notes of the meeting held on 25 <sup>th</sup> March 2020 were agreed.	
2 Updates not on the agenda	
- 12 x 12m fairy lights have been purchased for Christmas market	
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### 4. Recent events

POINTS	ACTION
<b>Music in the Vineyard</b> The two events held so far with Shuffle Tunes and Vic Cracknell were both well attended and successful events. Note for the future was to open with a large group or choir as it brings a	Events Manager

lot of people. Noted that consideration also needed to size of room.

## 5. Future events and projects

POINTS	ACTION
<p><b>5.1 Music in the Vineyard</b> Remaining events in March and April to be cancelled due to Coronavirus.</p> <p><b>5.2 Walking Festival</b> Officers surprised that despite make no cancellation announcements (due to coronavirus) without consultation, Mr Singer announced cancellation of Festival after the ramblers announced UK wide cancellation of walks.</p> <p>After further discussion, it was greed to cancel the walking festival this year.</p> <p><b>Shakespeare walks</b> – Deposit had been paid but agreement with Matt Pinches (Guildford Shakespeare Co) has been made to postpone the walks to either August/September or next year.</p> <p>Cllr Martin joined the meeting at this point.</p> <p><b>5.3 Sustainability Festival</b> Has been postponed with a new provisional date agreed – 16<sup>th</sup> August. Stallholders had been notified.</p> <p><b>5.4 Music in the Meadow</b> It was agreed to hold off announcements for now. Wait on updated Government advice. Most of the season likely to be cancelled (due to coronavirus)</p> <p><b>5.5 Picnic in the Park</b> Event was due to share marketing with Carnival as ‘Carnival weekend’, so a theme was to be proposed by Events Manager - ‘swinging into the 60’s’ as Carnival had the theme ‘roaring into the 20’s’. Unfortunately Carnival cancelled so it was agreed to book a band and have a standard ‘Music in the Meadow’ (subject to coronavirus).</p> <p><b>5.6 West Street Market</b> Officers and Councillors have had meetings with two traders:</p> <p>i) ACVR Events – 3 specialist markets were pencilled in for May, June and July. These have been cancelled. Three new dates have been pencilled in. 20<sup>th</sup> Sept - Brocante 25<sup>th</sup> October - Arts and Crafts 22<sup>nd</sup> November – Brocante</p> <p>ii) SMT Markets (General market) OC visited Alton Market with Cllr Mirylees to check quality of stalls and choose appropriate traders that would work in Farnham. Unfortunately it was raining so not many stalls there. Arranged to visit Winchester Market but due to illness and then the Coronavirus outbreak this is still to be done.</p> <p>No markets operating now so agreed to wait until markets opening before visiting Winchester.</p>	<p>Events Manager to publicise</p> <p>OC to replace Picnic in Park with band</p> <p>Events Manager to visit Winchester market and book provisional dates with SMT</p>

Food Festival and Christmas events currently being planned as normal.	
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## 6. Covid 19 implications

POINTS	ACTION
<p>Events and sponsorship hugely impacted by Coronavirus outbreak.</p> <p>Agreed that Events Manager should postpone rather than cancel where possible. Important to have strong schedule of events when Coronavirus pandemic over. Details on postponements and cancellations discussed earlier in meeting.</p> <p>It is anticipated that income from events and sponsorship will be much lower than budgeted this year. Summer sponsorship had been agreed but may need to be renegotiated. Sponsor had been agreed for Walking but event cancelled now. Music in the Vineyard sponsor had received the majority of the benefits (printed flyers/social media etc) but not all events held. May need to offer other event instead.</p> <p>The Town Clerk spoke of possibility of using/carrying forward surplus from current year to cover these losses. To be discussed with Leader and Mayor separately.</p> <p>Farmers' market in April to be cancelled and review based on Government advice and stallholder views before resuming.</p>	<p>Events Manager to progress</p> <p>Town Clerk to progress as part of end of year accounts.</p> <p>Events Manager to keep in touch with sponsors</p>

## 7. Sponsorship

POINTS	ACTION
Sponsorship was discussed in previous agenda item 6.	

## 8. Date of next meeting

POINTS	ACTION
Date of the next meeting will be 9.30am on Wednesday 3 <sup>rd</sup> June 2020 in the Byworth room.	

The meeting ended at 10.22 am

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