



FARNHAM TOWN COUNCIL

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Notes

Tourism & Events Working Group

Time and date

9.30 am on Wednesday 3rd June, 2020

Place

Remote meeting held by Zoom

Attendees:

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

Officers: Iain Lynch (Town Clerk) and Oliver Cluskey

1. Apologies

POINTS	ACTION
No apologies were received.	

2. Disclosures of Interests

POINTS	ACTION
None were made.	

3. Notes of the last meeting

POINTS	ACTION
The notes of the meeting held on 25 th March 2020 were agreed. It was noted that the Events Manager was unable to attend Winchester Market due to Covid-19.	

4. Current Event review

POINTS	ACTION
Members agreed that all future events of 2020 remained uncertain dependant on Government guidance regarding largescale events. 1. Sustainability Festival was still scheduled to happen but not on scale originally planned. However, it was unlikely the event would go ahead.	

<p>2. Gin and Fizz Festival cancellation was confirmed.</p> <p>3. Food Festival in its current format had been cancelled due to inability to control the large number of visitors and logistically with the temporary fencing that will be in place. Discussion of alternative options for the event took place. Ideas included:</p> <ul style="list-style-type: none"> - Smaller event at Maltings or Central Car Park. - Celebrity Chef with a ticketed event. - Food fortnight instead of Food Festival to concentrate on existing Town centre restaurants and businesses. <p>Members were informed that the Food Festival in 2019 had a surplus due to the number of stalls and sponsorship. Officers warned that with no sponsorship and reduction number of stalls, the Food Festival would have a large deficit. It was agreed to have an extra meeting in July to review options based on guidance at that time.</p> <p>4. Christmas Light switch on would be discussed in July.</p> <p>5. Christmas Market would be discussed in July.</p> <p>6. Music in the Meadow season remained uncertain. Events Manager was currently looking at having social distancing measures ready for when events of these kind would be permitted. Members were informed that each event cost may be higher with extra staffing and resources required.</p>	<p>Events Manager to look at prices of Celebrity Chefs</p> <p>Events Manager to enquire about holding the Festival in The Maltings Car Park</p> <p>Events Manager to explore idea of Food Fortnight with existing food outlets</p>
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5. Farmers' Market

POINTS	ACTION
<p>The working group heard that 889 customers attended the market and that it had been a huge success with positive reports on social media and in the Herald. The market was attended by market managers from across Hampshire and Surrey who came to see what social distancing plans had been put in place. Councillors congratulated all those involved.</p> <p>The proposed West Street Market was discussed and it was agreed that it was too early to put a market on at present especially with the changes to the roads over the next few weeks. The Events Manager was asked to look at the possibility of holding the market in Central Car Park or Gostrey Meadow. However there was concern about holding markets in Gostrey Meadow in Winter or wet weather.</p> <p>It was agreed to review again in July.</p>	<p>Events Manager to contact Market operators to discuss and also arrange visit to Winchester.</p>

6. Sponsorship

POINTS	ACTION
<p>It was reported that all sponsorship was currently on hold due to uncertainty with all events. The Town Clerk estimated £50,000 in lost income if all events do not go ahead as planned but with some reduced expenditure offsetting some of the lost income.</p>	

7. Craft City

POINTS	ACTION
<p>The working group noted that the launch of Farnham's award of World Craft City status had been purposely delayed to receive the biggest impact in the media and avoid other front page headlines. Jane Friend had once again been appointed Craft co-ordinator and further meetings were set to take place to plan October Craft month. It was agreed that the World Craft City award was a big opportunity for Farnham to be classed as the craft centre of England and destination for craft tourism. A successful launch was imperative. Town Clerk estimated that a budget of £10,000 would be required from FTC.</p>	<p>Town Clerk to propose revised budget to Strategy and Finance</p>

8. BID

POINTS	ACTION
<p>The benefits of progressing the Farnham Business Improvement District were discussed and members were informed that the Events Manager was designating one day a week working on it. A meeting with Eddie Pearce (Chairman of Chamber of Commerce) had taken place and a steering group meeting was to be arranged.</p>	<p>Events Manager to progress</p>

9. Updates on other matters

POINTS	ACTION
<p>It was noted that an Electric Festival of bikes and scooters was scheduled to be held in Gostrey Meadow in September or April (dependent on Covid-19) run by the Farnham Cycle Campaign.</p> <p>Potential problems with cyclists was discussed as the temporary road scheme was unable to accommodate a separate cycle lane. The road scheme had not been confirmed with SCC with a further meeting scheduled. Members discussed Surrey County Councils bid for Electric Buses in Farnham and the letter of support from FTC.</p>	

10. Date of next meeting

POINTS	ACTION
<p>A new meeting was set for 9.30am on Wednesday 15th July 2020 on Zoom.</p>	

The meeting ended at 11.10 am

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