



FARNHAM TOWN COUNCIL

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Notes Tourism & Events Working Group

Time and date

9.30 am on Wednesday 7th October, 2020

Place

Held remotely via 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 2 nd September 2020 were agreed.	

4. Waverley COVID checklist

POINTS	ACTION
Members discussed the COVID-19 check list for events in the Waverley area. Whilst cases were still low, there had been an increase in COVID-19 positive results spread over the Waverley area. Members understood the	

need for such a checklist but there were concerns that the local resilience forum's approach was more prescriptive than the national guidance. FTC had already shown it was able to run covid-secure events within the guidance. Members discussed the challenges of achieving all points laid out in the document especially regarding the activities in public streets and that these seemed to be in conflict with other activities happening in other council areas. However, it was agreed that every effort would be made to work within the guidelines.

5. Craft Month

POINTS	ACTION
<p>Members discussed the Craft Town Video which had a very positive response. Vignettes of the makers had been sent to members prior to the meeting. The Working Group agreed to support further film work in the future to create a video directory/youtube channel full of local makers.</p> <p>It was reported that the Mayor launched Craft month by sculpting one of the 'Making Matters' bricks in the Lion and Lamb Yard. A large number of bricks were to be sculpted by the public over October and would then form a sculpture wall in Farnham. A number of possible locations had been put forward.</p> <p>Members discussed the future development of World Craft Town and agreed to recommend a £10,000 annual budget.</p> <p>Members recorded thanks to Rebecca Skeels for her significant role in in Craft Town and the World Craft City application and that she should be commended for what she had achieved in shaping the programme.</p> <p>The Events manager informed members that Craft Town flags had initially been printed by the supplier in the wrong pantone colour but were being replaced by them.</p>	<p>Town Clerk to recommend £10,000 annual craft budget to Strategy and Finance.</p> <p>Events Manager to ask Maltings about a flag in the future.</p>

6. Business update

POINTS	ACTION
<p>The Events Manager informed members that a good rapport with many businesses had been re-established over recent months and that a new database for all retail outlets had been created. The final committee for the Business Improvement District proposal was still not finalised because of the pandemic and may take time to get the right representation.</p> <p>The removal of the crowd barriers in the Town centre were welcomed by the retailers and Cllr Martin reported a 'bustling' Saturday. The Town Clerk informed members that the date for the cone replacement with 'orcas' was still unknown.</p> <p>Members were informed that FTC had secured £39,000 from the European Regional Development Fund via the Government's 'Reopening High Streets Safely Fund' which was £6,000 more than originally proposed as other communities chose not to apply for the full allocation.</p>	

7. West Street Market

POINTS	ACTION
Members discussed the challenges faced with the local COVID-19 checklist in an open market situation and were informed that not all conditions could be met. However, all measures that could be implemented would be and the event would be in line with the Government checklist. The market operator, ACVR Events had informed the Events Manager that it was fully booked and a space for the Farnham Art and Design Education Group was being sought.	

8. Halloween Trail

POINTS	ACTION
Members were shown a promotional video and poster for the 'monster villain safari' trail which was to be held over October. The Events Manager also informed members that a Christmas trail had been booked at the same time for a discounted rate of £810 for both trails. Members noted sponsorship opportunities for such future events.	Events Manager to seek sponsorship for Christmas trail

9. Christmas events programme

POINTS	ACTION
<p>1) Christmas lights Members were informed that a laser show from the Castle (subject to CAA approval) would cost a minimum of £2,000 and after discussion it was agreed to go ahead with a maximum expenditure of £3,000. The Events manager was asked to find out the cost of purchasing with a view to using for late night shopping every Thursday.</p> <p>Notes from additional meeting held on 14th October 2020: Councillors present: Cllrs Earwaker, Beaman, Neale, Evans, Mirylees. Town Clerk and Events Manager present. Apologies from Cllrs Martin and Blishen (joined after 10 minutes). After further investigation and discussion with laser hirers and Farnham Castle the Events Manager advised that the lasers may not have the impact desired and was too focused on one area. Members then discussed the alternative 'beacons of light' searchlight proposal and agreed to progress 7 searchlights spread across Farnham with a budget of £2000.</p>	Events Manager to confirm searchlights for 14th November 2020. Events Manager to find out cost of laser purchase.
<p>2) Christmas Market Concerns over running a covid-secure event based on the normal market with a high attendance was discussed. The importance of effective crowd management was agreed. It was agreed to organise a 'U-shaped' gift only market with an entrance at bottom of Castle Street, and a queuing system on the Borough. It was felt that there would be limited queue management possible if only Castle Street was closed. Members asked for a more detailed plan and set a new meeting on Wednesday 14th October 2020 to make a final decision.</p>	Events Manager to organise 'COVID' secure Christmas market

<p>Notes from additional meeting held on 14th October 2020: Members discussed the 'COVID secure' Christmas market plan which showed a maximum of 58 stalls in an enclosed market (bordered by barriers but with a retained two metre footway in Castle street on each side of the market to access shops and restaurants) with the entrance and exit at the bottom of Castle Street. Members were informed that a basic market with no entertainment, food or sponsorship could possibly break-even but would more likely leave a £3,000 subsidy with discounts for GU9/GU10 businesses as usual. Members discussed the Local Resilience forums discouragement of events and were warned that the road closure was still to be approved. Members to go ahead with the Christmas Market.</p> <p>3) Members welcomed the proposal for 24 small events/activities throughout Farnham in December and the proposal to create a Christmas brochure focussed on retail to promote shopping locally. It was noted there would be the opportunity for businesses to advertise in the brochure which may help offset the costs of the smaller events.</p> <p>Cllrs Neale and Mirylees left meeting.</p>	<p>Events Manager to organise 24 days of Christmas</p>
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10. 2021 events programme

POINTS	ACTION
<p>Music in the Vineyard: Members were informed that the Events Manager had discussed holding the event at the Maltings with an 80 capacity. The Maltings would only charge for duty manager to be on site. It was noted that priority for the free tickets would be given to those isolated/most in need. Members agreed to proceed.</p> <p>Music in the Meadow: Members agreed to proceed with booking Music in the Meadow.</p> <p>Walking Festival Members were informed of the challenges of the last two years and discussed the merits of the event being independent of the Council or a key part of the events programme. Members agreed for the Events Manager and Town Clerk to meet with the original proposer of the Walking Festival Chris Shepherd before a decision would be made on the scale of the Council's future involvement.</p> <p>Young people's event It was noted that the plans of other organisations to organise a summer event had not progressed because of the Covid-19 restrictions. Members agreed that with safeguarding requirements it would be preferable to support a community-led organiser with funding rather than the Town Council organising and managing future young people's event.</p>	<p>Events Manager to book 'Music in the Maltings' and 'Music in the Meadow'</p> <p>Events Manager to organise meeting with Chris Shepherd</p>

11. Date of next meeting

POINTS	ACTION
An additional meeting was planned for 9.30am on Wednesday 14 th October to discuss Christmas events.	
The date of the next scheduled meeting is Wednesday 4 th November 2020	

The meeting ended at 11.45 am

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