



FARNHAM TOWN COUNCIL

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Notes Tourism & Events Working Group

Time and date

9.30 am on Wednesday 3rd February, 2021

Place

To be held remotely via Zoom - Zoom Remote Meeting

Attendees:

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

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

1. Apologies

POINTS	ACTION
Apologies were received from Cllrs Evans and Beaman. Cllr Beaman and the Town Clerk arrived at the start of agenda item 5.	

2. Disclosures of Interests

POINTS	ACTION
None were made.	

3. Notes of the last meeting

POINTS	ACTION
The notes of the last meeting held on Wednesday 4 th November 2020 were agreed.	

4. Walking Festival

POINTS	ACTION
<p>Members heard guest speaker and founder of the walking festival Chris Shepherd suggest a self-led 'virtual' walking festival due to the uncertainty around COVID-19. Members agreed that FTC would promote May as a walking month using routes that had been written previously by walk leaders. These would be collated by the Events Manager and promoted on the FTC website. Members noted that there may be a cost to updating the website.</p> <p>Members thanked Chris Shepherd for his input and suggestions before he left the meeting.</p> <p>Cllr Beaman and Town Clerk joined the meeting.</p>	<p>Events Manager to progress Walks Festival as discussed and update website.</p>

5. Recent events

POINTS	ACTION
<ol style="list-style-type: none"> 1. Christmas Beacons of Light Members all agreed that the beacons of light event achieved the goal of bringing the community together in lockdown. Members discussed the social media impact and comments they had received from the public. The Events Manager informed Members that FTC had gained £1,500 in sponsorship towards Christmas activities which covered the cost of the lights. Members agreed to discuss the possibility of repeating the event but were warned that the lights would need to be booked in advance to guarantee availability. It was agreed to discuss at a future meeting. 2. Christmas Trail Members were informed that the Christmas trail in the Town Centre had been completed by 83 families which was more than many Cities that had taken part. With uncertainty over lockdown it was agreed the decision to do the Easter trail would be made by Cllr Earwaker and Officers before the next meeting subject to covid-19 restrictions. 3. Late night shopping The support by FTC was welcomed by retailers and the live musicians went down well. It was noted that many of the larger stores and nationals did not participate which may have been down to the last-minute nature of the events due to COVID lockdown uncertainty. The retailers prize draw that FTC supported was a success and an article was written in the Herald. 4. Farmers market with craft The addition of 10 craft stalls to the farmers' market was successful with all stallholders reporting good sales. The Events Manager 	<p>Events Manager to prepare proposal for future meeting.</p> <p>Events Manager to discuss Easter Trail with Cllr Earwaker mid March</p>

informed members that there were many local makers eager to sell at future Farmers' markets when permitted.	
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6. Future events and projects

POINTS	ACTION
<p>1. Music in the Vineyard The 4 events that had been scheduled for the Maltings were cancelled at the beginning of January due to the rise in infection rate and the covid-19 restrictions..</p>	
<p>2. 2021 summer events programme Music in the Meadow Members agreed that Music in the Meadow should be organised in the same manner as 2020 with socially-distanced bubbles and pre-registered tickets via eventbrite. Members agreed that tickets would be scheduled weekly rather than all at once.</p> <p>Sustainability Festival The Events Manager informed members that the Sustainability Festival was already in the process of being organised with Farnham Community Farm. Members agreed that it would also be a ticketed event and that tickets would have scheduled entry times. Talks would be online only.</p> <p>Carnival Members were informed that the Lions had cancelled Carnival and Beerex. The Picnic in the Park event would be targeted as a Young people's showcase.</p>	<p>Events Manager to progress</p> <p>Events Manager to progress</p> <p>Events Manager to progress</p>
<p>3. September food and drink festival Gin Festival With so much uncertainty over COVID, Members agreed to discuss the Gin and Fizz festival at the March meeting. The Events Manager informed members that The Maltings had been provisionally booked.</p> <p>Food Festival Members agreed to go ahead and send application forms out to stallholders.</p>	<p>Events Manager to Book Food Festival Stalls.</p>
<p>4. October Craft Month Members were informed that a new craft coordinator was currently being sought. The project would again be organised in conjunction with the Farnham Maltings.</p>	
<p>5. Literary Festival The Working Group confirmed previous discussions and were keen to launch a Farnham Literary/Book Festival. After discussion, members agreed to discuss further at next meeting and that the Events Manager would prepare a report with the event targeted around World Book day 2022. The Lockdown Poetry Festival organised by Revd Lesley Crawley could potentially be incorporated.</p>	<p>Events Manager to prepare report and outline proposal for 2022 Literary Festival.</p>

7. Review of risk assessment

POINTS	ACTION
Members approved the content of the Risk assessment but agreed that a COVID-19 element needed to be added.	Events Manager to ensure COVID element is added to Risk assessment

8. Business update

POINTS	ACTION
<p>1) BID The Events Manager reported that Eddie Pearce who was leading the BID process had identified and spoken with 7 local businesses who had agreed to join the relaunched BID committee. There were still additional spaces left to be filled by retail. An article on the BID was planned for the next business leaflet and a target of March/April 2022 for the vote was discussed.</p> <p>2) Town Centre support The next business leaflet was being planned and would include the BID and the Farnham Infrastructure Plan consultation.</p> <p>3) Farnham Infrastructure programme Members were informed by the Leader that the Optimised Infrastructure Plan documents were due to be published for consultation.</p> <p>4) Makers Spaces The Working Group noted that FTC had been approached by a company that was looking for space to create a 'makers' yard. A meeting was due to take place that afternoon. The Events Manager would report back to the next meeting. The Working Group noted this could be a positive addition to the local economy.</p> <p>5) We are Farnham The Working Group noted that weekly update meetings had been arranged with 'we are locals' who manage the site and project. There was some disappointment at the pace of the site growth but members agreed a lot had been achieved in a short space of time and through lockdown. 55 traders were registered with 18 on the site and 6 due to go live imminently.</p> <p>6) RHSS Members were informed that £36,264 of the £38,994 allowance had been claimed. The Town Clerk spoke of the bureaucracy involved with the claim but the financial contribution had been very welcome.</p>	<p>Events Manager to report back to Members</p>

9. Sponsorship

POINTS	ACTION
Members discussed the impact of COVID-19 on sponsorship and that it had been scaled back in the budget. Talks with companies were ongoing for events that were likely to go ahead.	

10. Budget

POINTS	ACTION
The Town Clerk reported that whilst income had dropped, so had expenditure so there was no concern with the current balance. A cautious approach to 2021-22 should be taken.	

11. Date of next meeting

POINTS	ACTION
The next meeting scheduled for 24 th March now clashed with Community Enhancement who changed their meeting date. A new meeting of Tuesday 23 rd March at 9.30am was suggested and subsequently confirmed.	

The meeting ended at 11.15 am

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