



FARNHAM TOWN COUNCIL

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Notes Tourism & Events Working Group

Time and date

9.30 am on Tuesday 23rd March, 2021

Place

Held remotely via Zoom

Attendees:

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

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

1. Apologies

POINTS	ACTION
Apologies were received from Cllr Neale. Cllr Mirylees joined the meeting at item 5.4 but had to leave shortly after.	

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 3 rd February 2020 were agreed.	

4. Recent events

POINTS	ACTION
1) Farmers Market Members discussed the market held in February which was very busy with controlled entry for an hour and a half. Members were	

informed that there were now stall holders in reserve and those who were present on the day traded very well.	
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5. Future events and projects

POINTS	ACTION
<p>1. Farmers Market Members agreed that with the change in Government guidance on 12th April allowing non-essential retail to trade the top half of the carpark would be used again for more stalls from 25th April.</p>	
<p>2. Sustainability Festival Members were informed that over 30 stalls had applied. The Events Manager advised that with stalls only and no live music the event may be less impactful. Members to book live music for the band stand with circles sprayed on the ground for social distancing.</p>	Events Manager to book live music.
<p>3. West Street Market The Events Manager informed Members that WBC EHO had been contacted and a road closure had been applied for the Antiques market scheduled for 25th April. The road closure was to be confirmed. Members agreed to progress with SMT Markets for a trial general market in July.</p>	Events Manager to book July market.
<p>4. Music in the Meadow The Events Manager informed members that band availability had been gathered and was ready to confirm all dates but was on hold until a date for a youth event was decided. Members agreed for the Events Manager should organise a young people's showcase for young musicians on one of the Music in the Meadow dates.</p> <p>Members agreed that a separate youth event should be organised by the young people and organisations so that young people had ownership of the event. It was agreed for the Events Manager should discuss further with Cllr Mirylees and offer support.</p>	Events Manager to schedule young people's showcase into MIM. Events Manager to discuss youth event with Cllr Mirylees.
<p>5. Picnic in the Park Members agreed to continue with the 'swinging 60's' theme that was to follow the cancelled Farnham Carnival's 50's theme on the Saturday. The Events Manager informed member that World Craft Town would have a stall with a flower power theme and that 60's music and vintage car owners had been contacted.</p>	Events Manager to progress 60's theme.
<p>6. Gin and Fizz Festival With continued uncertainty and with a potentially large financial risk members agreed to release the reservation at the Maltings and to look into the possibility of holding the event in Gostrey Meadow. Events Manager to look into the license and investigate further</p>	Events Manager to cancel Maltings booking and look at Gostrey Meadow as alternative venue.
<p>7. Food Festival Members were informed that stall bookings were being taken and the event was being organised.</p>	

<p>8. October Craft Month The Events Manager advised that the Craft Coordinator's position was being advertised for interview at the beginning of April.</p> <p>9. Literary Festival Members discussed what the event should be called with no final decision. The Events Manager informed members that the steering group currently had Blue Bear Bookshop, Stella Wiseman (Badshot Lea and Hale parish), Cllr Mirylees and the lead T&E Councillor. Waterstones had been contacted with no reply. Members agreed to ask the Maltings and WH Smiths as well as investigate local writers groups. Members agreed to hold the Festival in March 2022 around World Book Day.</p>	<p>Events Manager to contact Maltings and WH Smith</p>
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6. Business Update

POINTS	ACTION
<p>1. Business Leaflet The Events Manager informed members that the business leaflet (Agenda item 6) had been delivered to the addresses of businesses on the FTC database and also emailed.</p>	
<p>2. BID The Events Manager informed Members that George Murray from Coffee Diem had joined the BID team and that two more retailers were needed to complete the Committee. Members suggested Paisley Cat and Hoops Velo as possibilities. Clare Laughland was unable to accept invitation.</p>	<p>Events Manager to contact Paisley Cat and Hoops Velo.</p>
<p>3. Farnham Infrastructure Plan The Working group noted that councillors had recently been updated.</p>	
<p>4. Makers spaces A detailed draft report by Toby Poolman had been sent to FTC. The Events Manager outlined 3 indicative models of co-working craft spaces with varying cost implications. This would require cross funding. It was agreed officers should explore further.</p>	<p>Events Manager to explore further.</p>
<p>5. Vacant shop units Current vacancy rate was 10% (23 shops). Members viewed and discussed WBC's vinyl sticker concept to cover empty shop windows which would be funded by WBC from the ERDF funding they had received. Members rejected the concept as inappropriate for Farnham. The Events Manager had received another proposal whereby local crafts could be displayed in windows. It was agreed the Events Manager should explore further.</p>	<p>Events Manager to explore further.</p>
<p>6. ERDF Fund Events Manager informed members that there was less than £1500 left of the original RHSS grant. There was a new Government grant, AGR which WBC was top slicing (around £300k) but disappointingly there was no proposed be no allocation to Town</p>	

and parish Councils.	
<p>7. We Are Farnham</p> <p>Members discussed the leaflet that was distributed to retailers to encourage sign ups. The website had been freshened up and there were many new shops on there. Members agreed to fund a social media campaign to raise awareness of the initiative.</p>	Events Manager to progress.

7. Sponsorship

POINTS	ACTION
Members were informed that a meeting with Kidd Rapinet had been organised to confirm Summer sponsorship. The Invest in Farnham brochure was due to be printed imminently.	

8. Future meetings

POINTS	ACTION
Future meetings would now be held quarterly in January, April, July and October.	

9. Date of next meeting

POINTS	ACTION
The next meeting is scheduled for Wednesday 14 th July at 9.30am.	

The meeting ended at 11.15 am

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