



FARNHAM TOWN COUNCIL



Notes Tourism & Events Working Group

Time and date

9.30 am on Wednesday 14th July, 2021

Place

Council Chamber - Town Council Offices

Attendees:

Members: Councillors Pat Evans (Lead Member), Roger Blishen, Mark Merryweather, Kika Mirylees and John Neale

Officers: Iain Lynch (Town Clerk), Oliver Cluskey (Events Manager) and Millie Sobey (Apprentice).

1. Apologies

POINTS	ACTION
Apologies were received from Cllr Martin. Cllr Neal left the meeting at 5.6.	

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 23 rd March 2021 were agreed.	

4. Recent events

POINTS	ACTION
1) Sustainability Festival With the cancellation of Susfest 2020, this was the first year Farnham Town Council co-organised the Sustainability Festival with Farnham Community Farm. The Festival raised £3500 for the Community Farm with 1100 visitors attending at set times of entry	

<p>and following COVID Governmental guidelines for events. Members noted previously the Spring Festival in 2019 had an operational deficit of £575.</p> <p>2) West Street Market There were 34 stalls booked by ACVR Events for the Craft Market with 10 new local stalls. Members were informed that due to severe weather conditions the market closed early at 3pm but the event had been well-received and successful.</p> <p>3) Music in the Meadow All events had been sold out in advance and had run successfully with preregistration and use of bubbles for social distancing. Following the Government's decision to end social distancing rules and moving to stage 4 of the lockdown roadmap, members agreed to cease with pre-registration and use of bubbles from 25th July. Members noted the additional cost these measures had put on each event. Members agreed the need to have more Councillor support at events now that restrictions were being lifted.</p> <p>4) Picnic in the Park Unexpectedly, event restrictions were still in place by the Government so limited entry and preregistration with restricted numbers were in place for the event. The Events Manager explained that there was a limit to the number of stalls and entertainment booked to allow room for public. Once again, the weather effected the day with heavy rain from 3pm.</p> <p>5) Farmers. Market Members were informed that the recent markets had run at a capacity of 44 stalls and that since lockdown easing, numbers had only fallen slightly. Following the Government's decision to end social distancing rules and moving to stage 4 of the lockdown roadmap, members agreed that the current fencing and cones would not be necessary, but hand sanitisers and social distancing signage would remain.</p>	
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5. Future events and projects

POINTS	ACTION
<p>1) West Street Market, Sunday 25th July This market is the first market for SMT where the quality of offering and management would be assessed with a view to considering whether to book more in the future. Members discussed the need to have 'no cycling' signs placed at the entrances to the market.</p> <p>2) Youth Events Members discussed the two events planned in August:</p> <p>i) The BMX/Mountain Bike Extreme show with Dj's in Gostrey Meadow on 18th August would cost around £2000 (including the bike show at £950, Kane FM Dj's at £600, First Aid and marketing estimated at £500). Members discussed the need for free transportation for those in Hale in particular and agreed to fund a hoppa service for this event and the Skate event.</p>	<p>Events Manager to get 'no cycling' posters printed and placed at entrance to market.</p>

<p>ii) Members discussed the proposed skate event in Farnham which would be supported by 'Decade', a Guildford based Skate shop that runs 'Skate Jam' in Guildford. Members were made aware of the need to make sure it was marketable to teenagers by using 'Decade' as a brand rather than just Farnham Town Council branding. The event would cost an estimated £1000. Members agreed to fund Hoppa bus for this event also.</p> <p>3) Gin and Fizz Festival The proposed movement of the Gin and Fizz Festival to Gostrey Meadow had been discounted due to several risk factors including:</p> <p>i) A new Gin Festival at Loseley House called 'the Surrey Gin festival was being promoted on the same day as the proposed Farnham Gin and Fizz Festival</p> <p>ii) Previous exhibitors were already booked at the Surrey Gin Festival.</p> <p>iii) COVID uncertainty.</p> <p>iv) The Lions Sausage & Cider event was the week before. Members agreed to discuss a proposal for 2022 at the next meeting.</p> <p>4) Food Festival, 26th September Members discussed keeping the same format of the Food Festival with a slight decrease in the number of stalls on Castle Street due to Social distancing. The Event Manager informed members that there were less catering stalls applying due to the effects of COVID. Haslemere had been in contact with concerns over limited caterers booking.</p> <p>5) Christmas Light Switch on and Beacons of Light, November 2021 Members were keen to repeat the Beacons of light that were used in 2020 and decide that they would like to merge together both events and hold it on Saturday 20th November. The Light switch on finishes at 6pm and the Beacons would be on in the communities when people went home. Extra sponsorship would be sought to cover some of the additional £1500.</p> <p>6) Christmas Market, 12th December 2021 Members were made aware that The Bush Hotel Courtyard would not be able to be used due to a semi-permanent tent being used for outdoor catering. This would therefore split the conference centre and carpark from the festival. The Events Manager had visited the Conservative Club and proposed using it for local craft as well as the nativity scene and rides in the car park. Members agreed to proceed and to have additional lit signage to help visitors navigate between venues.</p> <p>7) Book Festival, March 2022 Cllr Mirylees updated members on the first steering group meeting which was held on 9th July 2021. Members discussed the need for funding for the event to go ahead. The Town Clerk suggested that £2000 could be allocated from the Events development fund alongside allocation from other budgets with possible sponsorship from Brightwells opening. A budget of £10,000 was agreed to be recommended to Strategy and Finance.</p>	<p>Events Manager to progress</p> <p>Events Manager to arrange and book beacons.</p> <p>Events Manager to arrange and book the Conservative Club</p> <p>Town Clerk to create budget code and recommend budget of £10,000 to Strategy & Finance.</p>
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<p>8) Platinum Jubilee, 2nd-5th June 2022 Members noted Council previous decision to promote community street parties and the Council to cover insurance. Members discussed a special event on Gostrey Meadow with a screen but were concerned that it may clash with a national event. Members asked the Events Manager to price a big screen and put a proposal together for the next meeting. A budget of £5,000 was suggested. Members noted that the event could be the first for the new Town Crier once one was recruited. A competition to find a new Town Crier was now possible as social distancing had been eased.</p> <p>9) Partner Events Members discussed upcoming partner events in Gostrey Meadow:</p> <p>A) VE / VJ Day was to be held on 14th August with infrastructure support from FTC.</p> <p>B) Kids party in the park and The Electric Festival and were events scheduled to be held on 7th August and 12th September and were classed as commercial that paid a fee of £500.</p> <p>C) The proposed Halloween event by the Lions and Hedgehogs was not proceeding.</p> <p>D) Sausage and Cider Festival, scheduled for 4th September, was a partner event where the FTC logo would be on marketing for infrastructure support and use of Gostrey Meadow. The Town Clerk had authorised the use of the FTC Premises Licence for this partnership event.</p> <p>E) Carnival 2022 was planning to go ahead with no theme yet confirmed. Possible theme to be linked to Platinum Jubilee.</p>	<p>Events Manager to put proposal together for Platinum Jubilee.</p> <p>Events Manager to progress</p> <p>Events Manager to confirm Conservative Club.</p>
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6. Business update

POINTS	ACTION
<p>1) Update progress on BID COVID had slowed down the progress of the BID but a first meeting of the new committee was scheduled for 4th August. Members were advised that FTC had applied for £7,500 for the ERDF Welcome back fund to part fund a BID co-ordinator to oversee the process. This would be on top of the money already allocated by FTC.</p>	

<p>2) Welcome Back Fund ERDF HRSS fund - Members were informed that FTC had claimed most of the previously awarded £38,994 and a further claim was in process. ERDF WBF - Members were advised that FTC had applied for £35,520 and officers were in the process of confirming the details.</p> <p>3) Makers spaces FTC was still aiding Toby Poolman in seeking appropriate premises for the co-working space that was being sought. Members suggested several sites.</p> <p>4) Vacant shop units According to agents, the market was doing well and many shops had new tenants lined up.</p> <p>5) We are Farnham Members agreed the site had made good progress but it in need of marketing to produce sales. Funds had been allocated in the Welcome Back Fund.</p> <p>6) Refreshments on Gostrey Meadow Members were informed that there had been a complaint from a local café on Downing Street that the concession on Gostrey Meadow was taking trade away from them. Members agreed that concessions had been on Gostrey Meadow for several years and benefitted the park as a facility. Members were informed that the concession was chosen as a local business selling local produce. Members agreed for the concession to continue trading.</p> <p>7) Gostrey Meadow Licence Members were informed of a need to update the Premises Licence of Gostrey Meadow to reflect current activities. Members authorised Officers to review the licence with a view to amend the next year. Members also agreed to look at the Town Centre licences.</p>	<p>Events Manager to meet Christian Shanahan</p> <p>Town Clerk and Events Manager to review licences</p>
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7. Sponsorship

POINTS	ACTION
<p>Members were informed that officers were currently following up on a number of leads. The Events Manager was confident that some would confirm and was currently looking for others but that it was a difficult time for small businesses.</p> <p>Members were asked that if they had any warm leads to pass on to the Events Manager. Members suggested several options for review.</p>	

8. Budget

POINTS	ACTION
<p>The current budget position was noted</p>	

9. Date of next meeting

POINTS	ACTION
The date of the next meeting is Tuesday 12 th October 2021	

The meeting ended at 12.15 pm

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