



FARNHAM TOWN COUNCIL

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Notes

Tourism & Events Working Group

Time and date

9.30 am on Wednesday 12th January, 2022

Place

Held in the Chamber and remotely via Zoom

Attendees:

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

Officers: Iain Lynch (Town Clerk) and Oliver Cluskey

1. Apologies

POINTS	ACTION
None were made. Cllr Mirylees to arrive late.	

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 12 th October 2021 were agreed.	

4. Recent events

POINTS	ACTION
<p>1. Christmas lights switch on Members spoke very positively about the event that was very well attended and received by the public. The searchlights that had initially been planned but unavailable were not missed. Members discussed the disappointment that all the lights did not switch on together after an exciting build up and agreed to look into the possibility of adding large 'moonflower lights' by the stage if budget allowed for the 2022 switch on. Government guidance was followed</p>	<p>Events Manager to get quotes for Moon flower lighting</p>

<p>extra COVID precautions were taken with free face masks given away and hired security to control possible overcrowding. Members discussed the new power in the meadow which worked well and agreed for the Town Clerk to progress the gate widening.</p> <p>2. Snow window trail Cllr Mirylees arrived. Members agreed that the trail was a huge success and as this was part-funded via Waverley's portion of the Welcome Back fund that would not be repeated, agreed to recommend funding it again in 2022 with £50 per shop noting this was something that could be part of the Business Improvement District activities in future.</p> <p>3. Christmas Market Members agreed that the event was another success and also well received. Some members of public had raised concerns that not many people were seen to be wearing facemasks although 2000 facemasks had been bought by FTC and were given away free across the event. Government guidance for events was followed throughout. Members were informed of 2 letters of complaints from residents of Castle Street regarding the live music. These had been responded to. All members agreed that the addition of the Conservative Club was positive.</p> <p>4. Late night shopping The evening which included walkabout entertainment and funded by the Welcome back fund (via Waverley and FTC) was well received on social media but many key stores did not stay open. This type of event would normally be something a BID would support and without any future Welcome back funding, members questioned whether FTC should organise again.</p> <p>5. The Witcher installation Members were informed that as one of the film sites of the new series of the Netflix show 'The Witcher', Farnham had been chosen to be included in a tour of the UK promotional launch. FTC had been approached to support the installation of a snow globe on Castle Street on 6th December. This date was postponed due to high winds and the installation was erected on 20th December for the day. The Mayors Charity would receive a £500 donation.</p>	
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5. Future events and projects

POINTS	ACTION
<p>1. Music in the Vineyard Due to uncertainty with COVID, January and February had been cancelled. Members agreed to look at March and April on a monthly basis.</p> <p>2. Literary Festival Members were informed by Cllr Mirylees that the Festival was shaping up well. The launch ceremony was scheduled to be at The Farnham Pottery on 1st march with the opening event at the Spire</p>	<p>Events Manager to liaise with Cllr Evans regarding Music in Vineyard.</p>

<p>Church on Saturday 5th March. There were talks scheduled at a number of Schools and UCA were now involved. The progress on the inaugural festival and the contribution of partners was welcomed.</p> <p>3. Sustainability Festival Farnham Community Farm had agreed to 22nd May date and a meeting was in the diary to progress.</p> <p>4. Music in the Meadow Members were informed that applications from bands were now being taken.</p> <p>5. Platinum Jubilee Members were informed that Farnham Symphonia had been booked in November but The Events Manager had then been informed in January that they would only be able to perform at 7pm due to another commitment in Bentley on that day. With concerns on staffing and being a Sunday with no Bank holiday Monday members agreed that the event would be between 1pm and 5pm and be part of the National 'big lunch'. Events Manager to book a variety of music throughout the day.</p> <p>6. Carnival Sunday A meeting with the Lions was scheduled but there was concern with repeating the Jubilee theme on the Sunday.</p> <p>7. Market on West Street Members agreed two Ethical vegan markets as part of the West Street events and discussed the frequency of the markets on West Street as SMT had asked for a monthly Market. Members agreed for SMT to be offered another test market but did not support a monthly market due to concerns with residents and FTC staffing. The programme of events already planned was noted.</p> <p>8. Farmers' Market A stall rate rise of £5 was to be discussed at Strategy and finance. This was the first rise in seven years and reflected increasing costs. Members noted that Waverley received £10 per stall for the use of the car park so the amount received by FTC was lower than the amount charged.</p> <p>9. Walking Festival The Events Manager had contacted walk leaders from 2020 to see if they would like to do those walks this year. There was no external co-ordinator planned for 2022.</p> <p>10. Town Crier update The Working group noted the launch of the recruitment process had taken place at the Christmas Market. There would be a formal application process with support from the National Guild and two people had shown an interest so far.</p>	<p>Events Manager to book variety of music for Platinum Jubilee.</p> <p>Events Manager to schedule two Vegan markets and one SMT Market</p>
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6. BID update

POINTS	ACTION
<p>Members were informed that a meeting with Mosaic partnership was scheduled with a view to them taking the BID to the vote stage. Waverley were also providing some addition Welcome Back Funding in addition to that earmarked by FTC. Steve Hamilton had been recruited to assist Eddie Pearce in leading the Business side. The BID, which had to be Business led, was now in a positive position.</p> <p>It was noted that MOSAIC (who had previously presented to the Town Council and local businesses) had led 131 BIDS to implementation stage and it was agreed to recommend to Council that they be appointed for Farnham.</p>	<p>Recommendation to Council. It is recommended that:</p> <ol style="list-style-type: none"> 1) MOSAIC be appointed to lead the BID project to VOTE stage at a cost of £20,000 with the Welcome Back Funding and the earmarked funds from Farnham Town Council; 2) Standing orders Contracts be waived in order to appoint specialist consultants MOSAIC to work with the Chamber of Commerce and local businesses.

7. Sponsorship

POINTS	ACTION
<p>Three different packages had been created for the Literary Festival but none had been sold for the inaugural festival whilst the focus was on getting the infrastructure in place. Members received an update on plans</p>	

8. Financial update

POINTS	ACTION
<p>The current position was healthy and there were no issues raised.</p>	

9. Date of next meeting

POINTS	ACTION
<p>The date of the next meeting was agreed as Wednesday 13th April at 9.30am</p>	

The meeting ended at 11.15 am

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

