



FARNHAM TOWN COUNCIL

B

Notes Tourism & Events Working Group

Time and date

9.30 am on Wednesday 13th April, 2022

Place

Council Chamber - Farnham Town Hall

Attendees:

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

Officers: Oliver Cluskey

1. Apologies

POINTS	ACTION
Apologies were given from the Town Clerk. Cllr Mirylees to arrive late.	

2. Disclosures of Interests

POINTS	ACTION
None were made.	

3. Notes of the last meeting

POINTS	ACTION
Notes of the last meeting held on 12 th January 2022 were agreed with Mayor to be added to list of attendees.	Events Manager to add Mayor to list of attendees.

4. Recent events

POINTS	ACTION
A) Music in the Vineyard The Events Manager confirmed that all MIV events were cancelled.	

<p>B) Literary Festival Cllr Mirylees joined meeting. Members discussed the Literary Festival and all agreed that it was a hugely successful series of events throughout Farnham. The working budget was presented which showed a breakeven once additional Officer hours were added. Members thanked all involved and Cllr Evans asked for it to be noted in the minutes. Cllr Merryweather suggested that merchandise could be sold at future Festivals. Members all agreed that the Literary Festival should be an annual event.</p>	
--	--

5. Future events and projects

POINTS	ACTION
<p>With no COVID restrictions currently in place the future events schedule was:</p> <p>A) Walking Festival – 14th May-5th June 31 walks had been scheduled with FTC coordinating the Festival this year. Second draft of the brochure was due. Sponsorship had been gained from Farnham Veterinary Hospital.</p> <p>B) Sustainability Festival – 22nd May The first event in Gostrey Meadow for 2022 was being organised in partnership with Farnham Community Farm. There were currently 25 stalls booked alongside a talks tent and music in the bandstand.</p> <p>C) Music in The Meadow – 29th May-4th September A broad range of music had been booked. The events Manager was considering having some dance at the younger persons showcase as Emma Jones from the maltings who had previously organised ‘dance in the meadow’ was leaving so wouldn’t be able to co-ordinate.</p> <p>D) Platinum Jubilee – 5th June The Events Manager informed members that 4 bands had been booked alongside 40 tables to create a union jack as part of the ‘Big Lunch’. There would also be a tea tent, ice cream van, cake seller and little bubbly truck. £5,000 Budget needed to be agreed. Events Manager confirmed that bunting for town had been organised by Iain McCready. Cllr Evans asked if there would be a Town Crier. The Events Manager had not progressed due to prioritising the Literary Festival but would arrange a meeting to discuss. It was noted that Tourism and Events working group was not responsible for recruiting the Town Crier.</p> <p>E) Picnic in the Park / Carnival Sunday - 26th June Bands were booked including the Woking Wind Orchestra and Farnham Big Band alongside 20 stalls and circus skills area. There would also be a craft tent.</p> <p>F) Market on West Street Confirmed dates for 2022 were: Antiques and Brocante: 3rd April, 12th June, 20th November Art and Craft: 8th May, 23rd October Ethical Vegan: 10th July</p>	<p>Events Manager to confirm £5,000 budget with Town Clerk</p> <p>Events Manager to arrange meeting regarding Town Crier</p>

The Events Manager informed members that there was only one Vegan market due to availability with markets being a monthly event as agreed previously. Cllr Martin had received a complaint from a member of public unable to access Waitrose. The Events Manager informed members that there were bespoke Waitrose signs throughout the Town with one at the bottom of Downing Street. Members agreed that the 'positives outweighed the negatives' and the market had a positive impact for the majority of the shops that were open.

G) Farnham Fringe Festival

Members agreed that there could be no further support due to staffing capacity. Members noted that the agreed funding was to be transferred to an organisation rather than an individual.

H) Food and Drink month

Sausage and Cider - 3rd September

Sausage and Cider event by the Lions was to mark the beginning of the Food Festival on 3rd September.

Gin and Fizz – 10th September

The Events Manager informed members that the Maltings had reorganised their programme schedule and 10th September was not available. The Events Manager informed members that The Surrey Gin Festival was scheduled for 10th September at Loseley Park but was hopeful that the distillers selling there may be able to do two events. Having been on a site visit that week, the Events Manager proposed The Kiln in Badshot Lea as an alternative venue. The venue was asking for £12.50 per hour plus a contribution for electricity. Cllr Meryweather agreed that this was a fantastic opportunity for another area of Farnham to benefit from FTC events. The Events Manager suggested that the saving on venue hire could be used for Hoppa buses transporting people from other areas. Members raised the issue of security due to the location and it was suggested extra fencing may be required in the car park area that would be used. Members agreed to go ahead and contact distillers and vintners to seek availability.

Food and Drink Festival – 25th September

A large number of applications had been received. Members asked if the chilli eating competition would be back. The Events Manager had booked this.

I) October Craft Month

Members were informed that the Craft Month Coordinator from 2021 was unable to do 2022. Also, the Maltings Craft Coordinator, Allison Thistlewood, was leaving her post. This left no other dedicated Craft personnel involved with World Craft Town and October Craft Month. A job description for 2022 October Craft Month Coordinator had been written and was about to go live. Cllr Mirylees suggested someone who may be available. The Events Manager informed members that the rate on offer may have to increase in order to attract interest. A National Lottery Grant had been applied for that may allow a higher rate.

Events Manager to progress

Cllr Mirylees to make initial inquiries

6. Sponsorship

POINTS	ACTION
<p>Members were informed that £10,000 had currently been raised:</p> <p>Kidd Rapinet: Principle Summer (£3000) Christmas Market Gold (£1000) Literary Festival (TBC) Total: £4000</p> <p>Farnham Veterinary Hospital: Walking Festival – (Silver £600) Sustainability Festival – (Silver £500) Music in the Meadow – (£400) Food Festival – (Gold £1000) Principle Christmas - (Principal £3000) Farnham in Bloom Planters on East Street (2 for £500) Total: £6000</p> <p>The Events Manager informed members that they were also in conversation with Durham House, Abbeyfield, Clifton Ingram. Members discussed other possibilities and made a number of suggestions</p>	<p>Clr Martin to contact new business.</p> <p>Events Manager to contact others</p>

7. Business

POINTS	ACTION
<p>A) BID Contract with Mosaic Partnership signed with contributions from Waverley's ARG fund and Welcome Back money from FTC. Richard Harris had been recruited to help coordinate. Members were informed that an October date for a BID vote was being targetted but was slightly optimistic.</p> <p>B) Welcome back fund Members were informed that the period of funding ended in March and that the previously discussed Craft Town App was in development. This, however, would now include other tourism related categories such as walking trails and leisure and would become a Farnham 'tourism' app. A haunted Farnham trail was being created by UCA that would also appear on the app. The App would be easily updated with a content management system. A0 sized noticeboards for Gostrey meadow to advertise events had been ordered.</p> <p>C) Gostrey Meadow Coffee Vendor Currently the Coffee vendor 'coffee can' was on a 6 week rolling agreement, with 3 days a week. She has asked for an extra 3 days. Members discussed the impact on other businesses as well as the benefits of the service to Gostrey Meadow visitors. Members agreed that the coffee can should be granted another day's trade.</p>	

<p>Ice cream vendor The Events Manager was currently in discussion with two vendors. Sir Whippy, the ice cream van with battery power was only interested in weekends and events. Members discussed having two vendor contracts and possible a bicycle trader during the week when it wasn't so busy. Cllr Martin suggested 'Icicle Bicycle'.</p>	<p>Events Manager to progress</p>
---	-----------------------------------

8. Financial Update

POINTS	ACTION
<p>Members agreed that with the Town Clerk absent and it being the beginning of the financial year, an update was not necessary.</p>	

9. Date of next meeting

POINTS	ACTION
<p>The date of the next meeting was agreed as Wednesday 13th July 2022 at 9.30am.</p>	

The meeting ended at 11.35 am

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