



FARNHAM TOWN COUNCIL

B

Notes Tourism & Events Working Group

Time and date

9.30 am on Wednesday 13th July, 2022

Place

Byworth Room - Farnham Town Hall

Attendees:

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

Officers: Iain Lynch (Town Clerk) and Oliver Cluskey

1. Apologies

POINTS	ACTION
Apologies were given from Cllr Martin.	

2. Disclosures of Interests

POINTS	ACTION
None were made.	

3. Notes of the last meeting

POINTS	ACTION
Notes of the last meeting held on 13 th April 2022 were agreed.	

4. Election of Lead Member

POINTS	ACTION
On a proposal by Cllr Blishen, seconded by Cllr Merryweather, Cllr Mirylees was agreed as Lead Member of the Tourism and Events Working Group.	

5. Recent events

POINTS	ACTION
<p>1) Walking Festival Over 30 walks were run by organisations and individuals including Farnham Walker, Farnham Ramblers and sponsors Farnham Veterinary Hospital. Previously there had been a volunteer co-ordinator to schedule the walks and oversee the brochure but this year the events team co-ordinated the Festival.</p> <p>2) Sustainability Festival There were over 40 stalls with live music, wellness with free yoga sessions and talks tent. £3,815.69 was raised for Farnham Community Farm including pitch fees of £1,056.34. The cost to FTC was estimated to be less than £1000. Members noted that there was limited support available from the Farnham Community Farm compared to previous years and that there was a review meeting due to take place. Members suggested that there should be a FCF advisory group to help organise the Sustainability Festival and that if there was limited support FTC should keep the stall money rather than pass on to FCF. Members agreed, at FCF's request to move the 2023 date to mid June due to plants not being ready to sell in May. The last day of the Walking Festival would be the first Music in the Meadow and would mark the start of summer events on Gostrey Meadow.</p> <p>3) Music in the Meadow The first event was on 29th May and due to finish on 4th September. The average number at peak times to date had been between 380 and 500. Members were happy with the variety of the programme.</p> <p>4) Jubilee Big Lunch Members all agreed that The Jubilee Big Lunch was a huge success and proved to be more popular than expected. Members felt that the general balance of Jubilee weekend activities was right.</p> <p>5) Proms and Pop in the Park Following on from the Farnham Carnival the Proms event included Shuffle Tunes Choir, A-Train, Farnham Big Band, Fabulous Funky Funks and Woking Wind Orchestra as well as other family entertainment and was a huge success. The cost of the larger stage to accommodate the 35 piece Orchestra was noted by members when agreeing to have a Proms event again after Carnival 2023.</p>	<p>Events Manager to inform FCF of change of date decision</p>

6. Markets

POINTS	ACTION
<p>1) Farmers Market Events Manager informed members that there was an average of 42 stalls including local craft makers at each market.</p>	

<p>2) West Street Market</p> <p>a) Antiques and Brocante, Arts and Craft Members agreed to ACVR's request for an additional antiques and Brocante Market as they were proving popular. Members asked the Events Manager to look into the pricing for stalls.</p> <p>b) Ethical Vegan Market The First event on 10th July was well run with a good variety of 'ethical' and 'vegan' stalls. Members agreed to allow 2 ethical vegan markets in 2023 but not to have 2 markets in the same month. Suggestions that there was a stall promoting pedestrianisation was proven to be incorrect and was discussed by members.</p>	<p>Events Manager to inform ACVR of additional market and review stall price</p> <p>Events Manager to inform EVM of additional market</p>
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7. Future events and projects

POINTS	ACTION
<p>1. Food and Drink Month</p> <p>a) Sausage and Cider Lions event on 3rd September was scheduled to open Food and Drink month in Gostrey Meadow</p> <p>b) Gin and Fizz The Kiln in Badshot Lea had been confirmed for 17th September due to vendors' availability. There were currently 6 Distiller applicants but no Vintners. Members suggested Penncroft Winery in Crondall and the new 'Wine yard' shop in Lion and Lamb Yard may wish to be involved. The risk of having an event outside the Town Centre was discussed but Members all agree that it should be tried. Members discussed potential parking issue and suggested asking Swiftsure and the School.</p> <p>c) Food and Drink Festival Members were informed that The Bush Hotel had become Gold sponsors and that a new 'drinks demonstration stage would be set up in the Courtyard. Members discussed having a 'named' chef noting that this could incur expense. Members agreed that having the professionalism of Lisa Marley on stage in 2021 was beneficial. The chef from Wrecclesham House was also suggested. Members suggested that FTC offered a free stall to Ukrainian chefs.</p> <p>2. World Craft Town</p> <p>A) October Craft Month A new Craft Co-ordinator, Helen Lewis was appointed on 1st June and progress was being made. Members discussed the request by local makers for storage space of the craft equipment from UCA with a view to use it in future when a space was available. It was noted that FTC did not have such a space and that they should ask WBC.</p> <p>B) Art on the railings Members noted that ongoing events by the Maltings and hoped the previous standard could be maintained.</p>	<p>Events Manager to contact Swiftsure and Badshot Lea Infants' School</p> <p>Events Manager to contact Wrecclesham House</p> <p>Events Manager to contact Ukraine community</p> <p>Cllr Merryweather to contact Caroline Wallace</p>

<p>3. Christmas Events</p> <p>a) Snow windows With previous funding of £100 per shop from Welcome Back Fund not available, members agreed to ask Waverley if they could contribute if FTC could match fund. Snow windows have been pencilled in on 16th, 17th and 20th November but dependent on funding. Sponsorship was discussed as another option of funding. Members suggested contacting Debbie Smith who was the Officer responsible for Brightwells and Crest Nicholson.</p> <p>b) Christmas Lights Members agreed to look at something more spectacular to add to the light switch on. The Events Manager suggested projections from Union Road offices on to the trees.</p> <p>c) Christmas Market No updates at this time.</p> <p>4. 2022 Events</p> <p>a) Music in the Vineyard Members agreed the benefits of MIV to the elderly and agreed to hold it between January and March.</p> <p>b) Literary Festival Members were informed that Sue Keogh had agreed to continue in the role of Co-ordinator. Cllr Mirylees had met Christi Doherty and Jack Jewers who were keen to be on the Literary Festival steering group and for Cllr Mirylees to meet their PR team. Members agreed to add both to the steering group and to have a conversation with the PR person.</p>	<p>Events Manager to contact Debbie Smith</p> <p>Events Manager to investigate.</p> <p>Events Manager to progress</p>
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8. Sponsorship

POINTS	ACTION
<p>Members suggested new potential sponsors. Members also suggested promoting opportunity in the Herald and Social media.</p> <p>Confirmed Sponsors for 2022-23: Walking Festival: Gold £1,000: Abbeyfield Silver £500: Farnham Veterinary Hospital</p> <p>Principal Summer £3,000: Kidd Rapinet</p> <p>Sustainability Festival: Silver £500: Farnham Veterinary Hospital</p> <p>Food and Drink Festival: Gold £1,000: Farnham Veterinary Hospital. Kidd Rapinet. Bush Hotel Bronze £300: Durham House Chiropractic</p> <p>Principal Christmas £3,000: Farnham Veterinary Hospital</p>	<p>Events Manager to approach new potential sponsors</p>

Christmas Market:
 Gold £1000: Kidd Rapinet
 Total: £12,300 + VAT

9. Other Business

POINTS	ACTION
<p>1) BID Task group almost filled and will include: Eddie Pearce – Tindle newspapers and Chamber of Commerce Steve Hamilton – Hamilton’s Teahouse George Murray – Coffee Diem Emma Rowe – Kidd Rapinet Stephen Darling – ME Estate Agents Liam Mooney – Waitrose Liz Flanagan – Elphicks Francesco Bartolemei – The Bush Hotel Jill Simpson – Ebb and Flo Nick Kent – Kents Property Paul Adams – Branston Adams Saybhan Delikhan – Thunderbolt Catherine Knight (Waverley BC), Iain Lynch, Oliver Cluskey (FTC)</p> <p>First meeting of group with Mosaic partnership scheduled for end of July.</p> <p>2) Farnham App A first draft has been developed with further content to be added before final stage. The Events Manager had just received training on adding Trails and content. Mid-August launch was targeted.</p> <p>3) Farnham Fringe Members discussed the request to add the Farnham Fringe to the Events calendar. The Fringe was run in the same manner as the Literary Festival with partners producing events. FTC Funding was similar to HODS and Carnival with a grant of £1,000. Whilst Members agreed that the Fringe Festival was a good festival and beneficial to the Town, all agreed that there were a number of factors to give reason to proceed with caution:</p> <ol style="list-style-type: none"> 1) It was felt that the current level of event staffing would not be able to cope with yet another festival as with the addition of the Literary Festival there was no break in between the events programme. 2) The festival would be during Bloom judging which would also add pressure onto the outside work force 3) Already more pressure on staff with elections being held in 2023 <p>Members recognised that more support was needed and it was suggested that time was taken by existing members to form a stronger and larger committee for 2023. Members agreed that FTC could help develop a volunteer group with existing database and that the grant should be increased to £1,500.</p>	

<p>4) Gostrey Meadow entrance pillar widening Members discussed further damage done to three vehicles at recent events and were shown a photo of the most recent one at the previous weekend. Members asked for it to be discussed again at a Strategy and Finance meeting.</p>	
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10. Budget

POINTS	ACTION
The Members agreed that it was not necessary to discuss the budget.	

11. Date of next meeting

POINTS	ACTION
The date of the next meeting was agreed as Wednesday 5 th October at 10am.	

The meeting ended at 1.30 pm

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