



FARNHAM TOWN COUNCIL

B

Notes Tourism & Events Working Group

Time and date

10.00 am on Wednesday 5th October, 2022

Place

Council Chamber - Farnham Town Hall

Attendees:

Members: Councillors Pat Evans, Kika Mirylees (Lead Member), John Neale and Alan Earwaker (ex-Officio)

Officers: Iain Lynch (Town Clerk) and Oliver Cluskey

1. Apologies

POINTS	ACTION
None were received.	

2. Disclosures of Interests

POINTS	ACTION
None were made.	

3. Notes of the last meeting

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

4. Recent events

POINTS	ACTION
A) Music in the Meadow There were 13 Music in the Meadow events with a total band cost of £2980. The summer events were sponsored by Kidd Rapinet who paid £3000 covering the cost of the bands. The variety of	

music genres were evident in the line-up poster (App B).

B) Farmers' Market

The Events Manager reported that Trader numbers were between 35 and 45 which was good. Live music had returned. The Working Group noted additional seating was being purchased to fill gaps when traders did not turn up

C) Extreme Bike Show & Ramp Jam

Both events which were led by the young persons group and supported by the Events team were well attended. Although the events were principally targeting young teenagers, the Extreme Mountain Bike Show in particular was more popular with young families. Ramp Jam had a larger number of teenagers.

On a positive note this did offer young families a free day out. To encourage more teenagers it was suggested that the skate park may work better but this posed more risk and costs for FTC. It was also suggested that it may be a good idea to ask teenagers more directly how they would spend the allocated funding. A noise complaint received about the commentator was discussed and would be considered in future planning.

D) Gin and Fizz Festival

The Gin and Fizz Festival was cancelled due to the Queen's passing. Irrecoverable costs incurred were £1,360.63 (Toilets, Brochure design, marketing). Glass printing and purchase was £1,800 which would be used for a future event. It was reported that 500 tickets had been sold at that point and had been refunded at no cost by Eventbrite. Festoon lighting had been purchased and was used at the Food Festival and would be used at further events.

The cost of toilet hire was discussed and it was suggested to look into the cost of potentially purchasing a unit as the annual fee for hire was estimated at £5,000. It was noted there would still be associated costs of cleaning and disposal.

Cllrs agreed to try any future event at The Kiln but the date should be looked at as it clashed with other Festivals.

Cllrs agreed that the event should still be in September as it was part of the Food and Drink month but the possibility of moving the date to the first week of September should be progressed as it would clash with Cider and Sausage Festival and would need to be discussed with the Lions.

E) Food Festival

Members agreed that the event went was a success with a very big turnout. Members looked over the draft outturn budget which showed an estimated surplus of £6000. Members discussed the effect of the FIP which would reduce the number of stalls significantly which was of huge concern since the possibility of expanding to different areas all faced difficulties.

Events Manager to discuss change of date with Lions

5. Future events and projects

POINTS	ACTION
<p>1) October Craft Month The launch event of Craft month was held at Farnham Pottery and featured Kate Malone from BBC2's Great Pottery Throw down. The event was a huge success and the venue was perfect for the occasion with various workshops happening. There were over 100 events organised over the month with 50% being free. Many of the workshops had sold out. Evaluation and final figures would be presented at the next Tourism and Events working group meeting.</p> <p>2) West Street Market Art and Craft Market – 23rd October Antiques and Brocante – 20th November</p> <p>Members discussed proposed dates for 2023 ACVR Markets: Antiques and Brocante: April 2nd, June 11th, Sept 10th, Nov 19th</p> <p>Art and Craft: May 7th , October 22nd</p> <p>7th May market would need to be changed due to the Coronation happening on the 6th May. 22nd October would need to be moved as it clashed with the Farmers' Market. It was agreed that Ethical Vegan Markets should be offered March and July. The use of Gostrey Meadow should also be offered.</p>	<p>Events Manager to move ACVR's May and October Dates and offer Ethical Vegan Markets March and July</p>
<p>3) Christmas Light Switch on 12 schools and groups were confirmed alongside Father Christmas, Nativity Farm, snow globe and bucking reindeer. It was confirmed that the reindeer was being paid for by new sponsors Swoosh. The Events Manager had looked into the idea of hiring a high-powered projector to project snowflakes on the trees but was quoted £2,000. The company suggested looking at snowflake gobo projectors as an alternate. Members agreed to further research. Members suggested a pantomime Reindeer to bring in Santa.</p>	<p>Events Manager to research snowflake gobo lights and pantomime reindeer</p>
<p>Cllr Mirylees suggested having a lantern procession but it was considered that there was not enough time for this to be organised for 2022. Members agreed to the idea of making lanterns in Craft Month 2023 to then holding a procession to Gostrey Meadow along Borelli walk. Funding could come potentially from a South Street Trust application. Members suggested a potential celebrity to switch on the lights.</p>	<p>Events Manager and Cllr Mirylees to contact suggested celebrity or their agent.</p>
<p>4) Christmas Market The Market was fully booked and oversubscribed by 40 stalls. The market would once again extend into the Ivy Lane Club as well as the Bush Hotel Courtyard.</p>	
<p>5) Music in the Vineyard The Events Manager was due to meet Guy Pritchard but the last</p>	<p>Events Manager to</p>

<p>Sunday of January, February and March was booked. Guy Pritchard had asked whether Carols in the Meadow could take place on 11th December in Gostrey Meadow. Members agreed this was a good idea.</p> <p>6) Literary Festival Good progress was being made. Jacqueline Wilson was being confirmed but was only available on Sunday 5th March which the chosen venue, St Andrews was not available for. Members discussed venues and agreed that it should be a Town Centre venue. The PR Company, MIDAS was being employed to contact publishers and gain coverage in trade press. The contract that had just been received would need to be scrutinised to ensure there were sufficient effective outcomes.</p> <p>7) Coronation The Coronation had just been confirmed as Saturday 6th May 2023. Strategy and Finance would be setting up a Task Group to discuss the scale of the event. Members noted that any decisions regarding any hiring of infrastructure and entertainment would need to be done very soon to ensure availability. Members were informed that a meeting had been arranged with the Ranger and FTC to discuss the Farnham Society's proposed contribution for a Beacon for Farnham Park noting there were issues of ownership, storage and insurance. Members confirmed their preference for a brazier beacon to be constructed by a local blacksmith as part of Farnham World Craft Town activities.</p>	<p>inform Guy Pritchard Town Clerk and Events</p> <p>Town Clerk and Events Manager to review outcomes from MIDAS contract</p>
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6. Renewal of Farnham Visitors Guide

POINTS	ACTION
<p>Members were informed that a new Visitor Guide was being designed as there had not been one for 8 years. It was hoped that the brochure would be funded by advertisements.</p>	

7. Business Update

POINTS	ACTION
<p>1) BID Members discussed the roles of the Chamber, BID and Visitors Forum. The BID was a designated area of business rate payers in the Town Centre rather than the chamber which was any business operating in the whole of Farnham. The most recent Visitors Forum had disappointing attendance but it was believed there was a role to play if businesses and individuals in the sector invested more time into it.</p> <p>2) Snow Windows Waverley Borough Council had agreed to put match fund FTC with a £50 contribution per window up to 25 windows. 16 shops had so far signed up. Members agreed it would be good to have Farnham Town Hall windows sprayed as well.</p>	<p>Events Manager to progress</p>

<p>3) Farnham App and Trails Members downloaded the Discover Farnham app which had just gone live and approved in the App stores. Members were very impressed the initial content. Members noted the a collaboration with UCA for a 'Haunted Farnham' audio trail to be live for Halloween 2022.</p>	
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8. Risk Assessment Review

POINTS	ACTION
<p>The Working Group reviewed the Risk Assessment relating to its activities. No changes were proposed.</p>	

9. Sponsorship

POINTS	ACTION
<p>The Events Manager provided an update confirming that sponsors for 2022-23 now totalled £15,300 with new sponsors confirmed for Christmas (Swish Fibre and Abbeyfield)</p> <p>Members were asked to contact the Events Manager if they had any ideas for 2023 sponsors.</p> <p>Cllr Evans left the meeting at this point.</p>	

10. Financial Update

POINTS	ACTION
<p>Members looked over the latest budget position. The Town Clerk advised that at this stage nothing stood out as being of concern and that it looked healthy.</p>	

11. Date of next meeting

POINTS	ACTION
<p>The proposed date of the next meeting is Wednesday 11th January 2023 at 2pm</p>	

The meeting ended at 4.50 pm

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