



FARNHAM TOWN COUNCIL

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Notes Tourism & Events Working Group

Time and date

2.00 pm on Wednesday 11th January, 2023

Place

Council Chamber - Farnham Town Hall

Attendees:

Members: Councillors Pat Evans, Michaela Martin, John Neale and Alan Earwaker (ex-Officio)

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

1. Apologies

POINTS	ACTION
Apologies were received from Cllr Mirylees.	

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 5th October 2022 were agreed.	

4. Recent events

POINTS	ACTION
<p>1. October Craft Month Members were informed that there were over 100 events with half being free to attend. There had been high usage of the new website www.farnhamcrafttown.com and it had been well received. The Events Manager had met with the Maltings Craft team after the month and discussed a possible financial contribution towards</p>	

<p>World Craft Town that would help enable the Craft Coordinator role to continue throughout the year. The 2022 Craft Coordinator was not yet sure whether she would continue in 2023.</p> <p>2. Christmas Lights switch on Members agreed that Anita Dobson's appearance added some 'showbiz sparkle' to the event and general feedback was very positive. There was concern that the volume of the speakers was not sufficient for the size of crowd. The Town Clerk informed members that concerns over the number of people within the fairground area had been raised and would be reviewed for 2023.</p> <p>3. Snow Windows 23 businesses joined in the scheme with 54 families completing the trail. The Events Manager suggested looking at finding a local illustrator / artist that could paint windows for 2023 rather than repeat the 'snow windows'. Members agreed to support a new scheme for 2023 and suggested having a theme. Members noted this may be something the BID would manage.</p> <p>4. Christmas market Members agreed that the Christmas market went well with high footfall and turnover with the weather so cold.</p>	<p>Events Manager to get quotes for extra PA.</p> <p>Events Manager to discuss spacing and safety with Fairground operator.</p> <p>Events Manager to explore options</p>
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5. Future events and projects

POINTS	ACTION
<p>1) Music in the Vineyard Music in the Vineyard was due to return to the Vineyard Church after a 2 year absence due to COVID. Bands scheduled to play: 29th January – Vic Cracknell's Swing band 26th February – TR5's 26th March – Shuffle Tunes</p> <p>2) Literary Festival Bookmarks were distributed to members and were informed that 35 events were currently scheduled. The programme was very diverse but the Events Manager felt that they still required a 'headliner'. Members were informed that Christopher Biggins was booked to compere the first event and that responses were due from Ray Mears and other authors. Cllr Evans suggested an author who lived in Chichester.</p> <p>3) Coronation Members were informed that the first Coronation Task Group had met on 9th January. An event on 6th May in Gostrey Meadow had been confirmed with a budget of £10,000 proposed. A Big screen had been booked as well as a satellite link to ensure a good signal.</p> <p>4) Walking Festival Members agreed to proceed with the same format as 2022 whereby FTC coordinated the programme by inviting walking groups and</p>	<p>Events Manager to progress.</p> <p>Events Manager/Literary Co-ordinator to progress.</p> <p>Events Manager to progress. Town Clerk to raise budget at Strategy & Finance.</p> <p>Events Manager to</p>

<p>individuals to submit walks. FTC would produce a printed programme.</p> <p>5) Music in the Meadow The Events Manager informed Members that 27 band applications had already been received and that a broad variety of musical genres would be chosen.</p> <p>6) Sustainability Festival The Events Manager was due to meet Farnham Community Farm and raised concerns that FCF would not put in effort expected for a partnership event.</p> <p>7) Chillout Picnic Members agreed to allow use of Gostrey meadow for 3 'chillout' Dj events. Dates confirmed: 17th June, 15th July and 19th August Events Manager to check license requirements.</p> <p>8) Proms and Pop in the Park The Event would be similar to last year. No further update given.</p> <p>9) Gin and Fizz Festival Members were informed that a second meeting was held with the Lions regarding the clash of dates with Cider and Sausage event. Members agreed to have both events on the same day. Members agreed to book a tribute act to make the event more appealing. Members agreed to give complimentary afternoon tickets to sponsors. Members were warned that the previously expected surplus for the event may be difficult to achieve.</p> <p>10) Markets Members were informed that there may be an issue with the West Street Market scheduled for 2nd April due to West Street road closure by South East Water.</p>	<p>progress.</p> <p>Events Manager to progress.</p> <p>Events Manager to check license requirement.</p> <p>Events Manager to inform Lions</p>
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6. Sponsorship

POINTS	ACTION
<p>Members were informed that sponsorship figure achieved was £15,400. Events Manager warned of reliance on a small number of main sponsors. Members discussed potential sponsors further afield at Farnborough Airport as an example.</p> <p>Members were informed that the new Invest in Farnham Brochure was being printed.</p>	<p>Events Manager to contact other potential sponsors for 2023.</p>

7. BID

POINTS	ACTION
<p>Members were given a copy of the printed newsletter that was being delivered to all the businesses in the current defined BID area. Members</p>	

<p>were informed that Helen Lewis who coordinated the Craft Month had been employed as the BID Coordinator. The role would continue to the ballot in June/July.</p> <p>The new expected timetable was: Business Consultation & Engagement - January-March 2023 Business Plan – April 2023 Campaign – May - June 2023 Ballot – June/July 2023</p> <p>There were workshops on 6th March planned whereby businesses can discuss issues that may form part of the business plan that would be voted on. Concern had been raised that the relaunch of the Chamber may muddle the launch of the BID.</p>	<p>Events Manager/BID Co-ordinator to progress.</p>
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8. Budget

POINTS	ACTION
<p>Members reviewed budget and were pleased with the position. The income target was on schedule with lower outgoings than budgeted which was a great achievement.</p>	

9. Date of next meeting

POINTS	ACTION
<p>The date of the next meeting was agreed Wednesday 12th April at 2pm</p>	

The meeting ended at 3.30 pm

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