



FARNHAM TOWN COUNCIL



Notes Tourism & Events Working Group

Time and date

9.30 am on Tuesday 12th October, 2021

Place

Council Chamber - Town Council Offices

Attendees:

Members: Councillors Roger Blishen, Mark Merryweather and Pat Evans (Lead Member)

Officers: Oliver Cluskey and Millie Sobey (Events Apprentice)

1. Apologies

POINTS	ACTION
Apologies were received from Cllrs Martin, Mirylees, Neale, Earwaker and the Town Clerk.	

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 14 th July 2021 were agreed.	

4. Visitors Forum update

POINTS	ACTION
Members were given a Visitors Forum update by Chris Shephard. The Forum had not met since the pandemic and were arranging to meet again on at Waverley Abbey House on 9 th November 2021 at 3pm. The Forum was concerned it was not achieving its purpose and potential and there	

needed to be more representation by groups/event organisers in Farnham. It was suggested that a diary of events be held either at the Herald or the Town Council and that it would be helpful if event organisers confirmed their event dates by November for the coming year. There were to be two annual meetings one of which could be a mini tourism conference. Members thanked Chris for the update and Chris left the room.

5. Recent events

POINTS	ACTION
A) Music in the Meadow Members were happy with the variety of music and agreed for the Events Manager to schedule a similar programme for 2022. Members asked if it was possible to book and Abba tribute but were informed that an Abba tribute would be out of budget but that an Abba duo could be a possibility. B) Farmers' Market Members agreed that the market was much better without the vans but stallholders needed further encouragement to park in Waggon yard car park to free up space in Central Car park for customers. This would be discussed in the forthcoming producer meeting. It was noted that Hunts Hill Farm were retiring after 20 years at the market and suggested that the Emersons be presented with a gift to mark their contribution as representatives of the stallholders. C) West Street Market Members agreed that the general market was well received but any future market should not be on the same weekend as the farmers' market due to the food sold on West Street. Members agreed to schedule another general market in March. D) BMX Mountain Bike Extreme The Working Group noted the event attracted families rather than teenagers but was successful and received good front page coverage in the Herald. Members supported the idea of another similar event in 2022 but suggested trying to get 40 degrees, Hale Community centre and UCA involved. E) Food Festival Members complimented the Events Manager on a 'remarkable' event under testing circumstances with the hired generator involved in an accident on the way to the event. Members agreed that the chilli eating competition was a good 'fun' addition to the festival and to consider other similar additions for 2022. Members agreed that the compere, Paul Evers had done a very good job. The Events Manager informed members that there had been problems with the brochure printing by the Herald and a follow-up meeting was planned.	Events Manager to progress Events Manager to progress Events Manager to arrange meeting

6. Future events and projects

POINTS	ACTION
Craft Month I) The late delivery of the brochure was discussed but members were very pleased with the quality. Nicola Lightfoot, the new co-	

ordinator had also done a very good job in the programming. West Street Markets 2) Members approved the dates for ACVR Event markets for 2022 but asked to check that the June date did not clash with the Festival of Transport. Members agreed that the markets should be an event rather than too regular. Christmas Lights Switch-on 3) The Events Manager informed members of issues obtaining 8 searchlights for the Christmas Lights switch and it was agreed to hire 4 for Hale, Badshot Lea, Wrecclesham and Rowledge. Members agreed to go ahead with booking the large screen for Gostrey (same as 2019), a snowglobe and a rocking reindeer. It was agreed to book an Abba band as a closing act and potential celebrities for the switch-on were discussed.. Music in the Vineyard 4) All agreed to proceed. Book and literary Festival 5) Events Manager reported good progress. Members suggested getting others involved including WH Smith and the Library. Walking Festival 6) Members agreed that further discussions on how to progress the 2022 walking festival were needed. Sustainability Festival 7) Farnham Community Farm had requested to move the festival to June. It was suggested that due to June already having two large events (Platinum Jubilee and Carnival weekend) with significant FTC involvement it should either stay in May or be moved to a Saturday with infrastructure only support from FTC due to Officer commitments. Platinum Jubilee 8) It was agreed that Music in the Meadow on Sunday 5th June would be an extended Music in the Meadow with a 'proms' and 'picnic' theme to tie in with the Big Lunch nationally. Members discussed the desire to have the new Town Crier in place for the Jubilee and suggested that a competition could be held at the Christmas Market. [Subsequently agreed to be launched at the Christmas market].	Events Manager to check proposed market on 12th June does not clash with Festival of Transport. Events Manager to progress Events Manager to progress Events Manager to initiate
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7. Business update

POINTS	ACTION
1) Welcome Back Fund The Events Manager went through the agreed expenditure outlined in appendix G. Members welcomed the signage proposed for Gostrey Meadow. 2) Update on Business Improvement District (BID) proposal The Working Group noted £7500 had been agreed as part of the Welcome back Fund to supplement the monies earmarked by FTC towards the cost of a co-ordinator to develop a BID proposal with the business community. Officers to progress. 3) Shop units A meeting was due to be held on Thursday with WBC to secure funding for 'snow windows' which could be the basis for the 2021	

Christmas Trail. 4) Refreshment on Gostrey Meadow Members agreed for the existing 3 day agreement to be maintained as agreed at Council.	
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8. Sponsorship

POINTS	ACTION
The overall sponsorship position was noted with the Christmas sponsorship welcomed.	

9. Risk Assessment Review

POINTS	ACTION
The Working Group reviewed the Risk Assessment relating to its activities and agreed it with the addition of a small COVID section.	Iain McCready to add COVID section to risk assessment

10. Financial update

POINTS	ACTION
The current budget position was noted.	

11. Date of next meeting

POINTS	ACTION
The date of the next meeting was agreed as Tuesday 12 th January 2022 at 9.30am	

The meeting ended at 12.45 pm

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