



FARNHAM TOWN COUNCIL Report to the Annual Town Meeting

3 March 2011

Farnham Town Council is committed to providing events that enhance the town's image and contribute to the enjoyment of living or working in Farnham. It also provides some basic services including the provision of cemeteries and allotments and managing the cross street banner spaces in Downing Street and The Borough and incidents of graffiti.

Farnham Town Council would like to let its local residents know what it has been doing during the last year so below is a brief summary of the Council's main areas of activity.

Farnham in Bloom

An important year-round activity is Farnham in Bloom. Farnham in Bloom 2010 was launched at an event hosted by the Town Mayor and over 50 sponsors of more than 250 floral tributes were invited to attend.

We had two important floral tributes. One was to mark the 70th Anniversary of the Battle of Britain, the cost of which was met entirely from donations. The other special floral tribute was to mark the Centenary Year of the Girl Guides.

Everyone who sponsored Farnham in Bloom was acknowledged on the giant sponsor board on Sainsbury's wall in South Street and on plaques beside the floral tributes.

The town centre was entered into South and South East in Bloom with the entry being awarded a Silver-Gilt. Thirteen Certificates of Excellence were awarded to local premises and three local schools attracted prestigious prizes!

At a prize-giving ceremony on 13 October 2010, The Mayor also presented awards to winners of the Allotments and Secret Gardens competitions.

Summer 2010 was also a first for two other important elements of Farnham in Bloom! We were very pleased that all the water for the baskets, tubs and planters was taken from the River Wey running through Gostrey Meadow.

We also extended Farnham in Bloom to some of the surrounding villages including The Bourne, Rowledge, Badshot Lea, Heath End and Sandy Hill. All these village floral displays were looked after by local volunteers throughout the summer.

Some facts and figures from the Farnham in Bloom Working Group!

Publicity

- Over a dozen press releases published in the Farnham Herald
- A dedicated Farnham in Bloom web page on the Farnham web site
- Cross street and railing banners displayed throughout the town

Installations

- Over 250 floral displays
- Additional wall mounted cigarette end dispensers
- New litter bins with ashtray

Sponsorship

- Over 50 individual businesses/retailers etc
- Floral Tributes to mark the 70th Anniversary of the Battle of Britain and the Centenary Year of the Girl Guides
- Schools Hanging Basket Competition
- The Allotment competition

Community involvement

- Participation of 12 local schools
- Waverley Training Services
- 1st Farnham Girls' Brigade
- Badshot Lea voluntary Pond Clearance Team
- Volunteers looking after floral displays in surrounding villages

Awards

- Farnham Town Centre won the S&SEB silver-gilt award
- South and South-East in Bloom awarded Folly Hill School with a Gold, Abbey School with a Silver-Gilt and Potters Gate with a Bronze
- Thirteen certificates of Excellence were awarded around the town

Events

Farnham Spring Festival : Gostrey Meadow and Farnham Maltings 8 May 2010

Since 2006, the Farnham Maltings has held an open day which attracts thousands of people to visit and gain a better understanding of the cultural activities and workshops that they stage, such as music, theatre, dance, arts and crafts, and to gain a better understanding of what the organisation is all about.

In 2008, Farnham Town Council recognised that many of the attendees visited the Maltings and did not visit other nearby attractions or shops in the town centre. Therefore, both organisations saw the potential of working in partnership to expand the open day into the town centre by providing an arts and crafts market, entertainment and refreshments in the town too. Residents and visitors from neighbouring towns visited Gostrey Meadow to enjoy the entertainment provided, peruse the arts and crafts stalls and benefit from a family-fun day out.

Over 6 hours the attendance in Gostrey Meadow was approx 3,000 visitors.

Music in the Meadow, Gostrey Meadow, June – September 2009

Music in the Meadow provided Farnham residents and visitors with a programme of Sunday afternoon free band concerts throughout the summer in Gostrey Meadow.

Good weather permitted all the concerts to go ahead as scheduled. Many visitors and residents commented that the concerts were one of the things they most liked in Farnham. The attendance ranged from 100 – 400 people, depending on the weather forecast. The average was 500 but with some concerts attracting 700-800 people.

Picnic in the Park 4 July 2010

This was the first event of this kind. People arrived on the day with picnics and blankets in both family and friends groups and even included a birthday party!

For those without a picnic there was a BBQ and drinks tent and the Woodlarks Trust raised funds for their cause by providing teas.

Farnham Grows, Town Centre and Farnham Maltings, July 2009

For a second year Farnham Grows was planned in partnership with the Farnham Maltings to provide a Festival of Gardening, targeted at the local community to culminate Farnham in Bloom, Secret Gardens Competition and Allotment Show projects/events already organised by the Council, which take place annually in July.

It was intended to encourage a sense of pride in Farnham, to provide an event to promote gardening as a popular past time, promote healthy living and eating and provide a new, bigger venue for the Allotment Show.

The Festival of Gardening held at the Maltings consisted of over 30 stalls, some of which encouraged 'Grow Your Own' initiatives. The event also provided interactive workshops regarding flower arranging and cooking, in addition to lectures and talks provided by known experts in the horticultural sector. The Maltings also provided much needed space for Farnham Town Council's allotment show, which received the most entries since the show began in 2004.

Due to the success of the 2010 Festival it is planned to make the 2011 show a two day event with an allotment show on one day and a garden produce show open to all residents on the second day.

The attendance in 2010 between 10am – 5pm was 1,000 – 1,200 people.

Farnham Feast of Food, Various restaurants, pubs and Castle Street, 18 September – 2 October 2010

The intent of Farnham Feast of Food was to provide a range of "foodie" activities and events in and around Farnham throughout the two weeks, culminating in the Food Festival in Castle Street, showcasing local producers and food demonstrations.

Farnham Feast of Food began in 2008. The aim is to encourage residents and visitors to eat out in the town by providing discounts and offers at local pubs and restaurants, to encourage people to buy and source local produce via the Food Festival and Farmers' Market and encourage healthy eating in schools.

Fifteen local restaurants provided a 3 course meal for £15 as part of the Great British Food Crawl, which proved very successful with at least 5 establishments booked up before the event took place.

Food Festival, Castle Street, 2 October 2010

The Food Festival in Castle Street consisted of 46 local companies, showcasing their products. There was entertainment provided by local musicians and 8 local head chefs, who "fed" the audience with culinary tips. More than half the stallholders who attended sold out of their produce at the event, demonstrating that many visitors to the Festival, were keen to buy locally sourced products, and most stallholders expressed their approval of the Festival and their intention to return in future years..

The attendance between 10am – 4pm at the Food Festival in Castle Street was 4-5,000 visitors.

Farnham Christmas Lights Switch-On, Gostrey Meadow, 27 November 2010

For the second year the switch-on event took place in Gostrey Meadow as it allows more space to accommodate an increased range of activities and entertainment than the former venue in The Woolmead.

The intention was to make Farnham a festive and enjoyable place to be at Christmas time, particularly in these hard economic times, which would in turn encourage local residents and visitors to shop in Farnham, which therefore creates economic prosperity for local businesses.

Seventeen businesses took part in the Christmas market along with ten local charities, providing gifts games and refreshments to the public. In addition, ten local schools gave performances on stage, as well as one local band and 3 local choirs. Further entertainment was provided in the form of Santa's Grotto in the Bandstand, rides for the children and a live nativity scene.

The event was very well received by those who attended and despite the very cold weather the event was extremely successful.

The attendance between 12 Noon – 7pm was 4,000 – 5,000 visitors.

Music in the Meadow

The popularity of the Sunday afternoon bandstand concerts grew even more in 2010. Hundreds of local people turned up every week throughout the summer. The highlight of the season was the Picnic in the Park event attended completely free of charge by over 1000 people

Farmers' Markets

The Farnham Farmers' Market was started in 2001 and has gone from strength to strength and despite the recession has continued to be a successful and popular market throughout 2010,. It is supported by a core of loyal customers, often arriving early before the market is completely set up. There are usually about 45 stalls with visitors exceeding a 1000 at each market

The market usually peaks after about 2 -3 hours of trading, after the official start time of 10.00 am. As the recession has progressed throughout the year, stallholders have reported a slight decline in business, but comment that Farnham still remains one of the best, most popular and profitable markets.

The market consists of a variety of stalls selling:

- ❖ Fresh and frozen meats, poultry and oven ready game
- ❖ Eggs, honey products, preserves and cheeses
- ❖ Home made speciality breads, rolls, freshly baked cakes, cupcakes and puddings

- ❖ Wines, beers, liqueurs and fruit juices
- ❖ Sweet and savory pies
- ❖ Fresh seasonable vegetables, salad leaves and watercress
- ❖ Shrubs, plants, roses and fresh herbs
- ❖ Fresh fish, lobster and crabs
- ❖ Wood products such as bowls and candle sticks
- ❖ Potatoes
- ❖ Sauces

Each month a different charity runs the Tea Tent, selling tea or coffee with a slice of home made cake or biscuits. Occasionally other organizations such as Surrey Wild Life Trust attend with a stand.

Good efforts have been made to streamline the Farmers' Market paperwork and payments during the year.

We are also aiming to improve the running costs of the market and there are continuing negotiations with Waverley Borough Council to install a permanent supply of electricity in the central car park which would negate the need to hire a generator at the market.

Farnham events in 2011

Here are some of the events you can look forward to in 2011

27 March	Farmers' Market
24 April	Farmers' Market
12 May	Annual Council meeting and Mayor Making
14 May	Spring Festival (provisional)
22 May	Farmers' Market
26 May	Launch of Farnham in Bloom
12 June	Music in the Meadow
19 June	Music in the Meadow
26 June	Picnic in the Park
26 June	Farmers' Market
Early July	Arrival of South and South in Bloom judges
3 July	Music in the Meadow
10 July	Music in the Meadow
17 July	Music in the Meadow
23/24 July	Farnham Grows
24 July	Farmers' Market
31 July	Music in the Meadow
7 August	Music in the Meadow
14 August	Music in the Meadow
21 August	Music in the Meadow
28 August	Farmers' Market
4 September	Music in the Meadow
8-11 September	Heritage Open Days

25 September	Farmers' Market
1 October	Food Festival
23 October	Farmers' Markets
13 November	Remembrance Sunday
26 November	Christmas Lights Switch-on
27 November	Farmers' Market
11th December	Christmas Farmers' Market

Cemeteries

Access to the Council's cemeteries is available between sunrise and sunset throughout the year. Burial bookings are available on line as well as by phone etc. We have improved the information boards and allowed a part of the West Street cemetery to develop in order to attract flora and fauna.

To date there have been 21 full burials and 15 ashes burials in 2010/2011.

It is estimated that there will be 53 memorial permits and 5 plaques in a memorial book.

Memorial inspections in West Street cemetery number 612 so far with the logging, photographing and recording of all memorial data. There are a total of 2662 memorials in West Street cemetery.

Allotments

The Council manages 8 sites giving 263 plots. However demand is very popular and even though new sites have been opened in recent years there are still 150 people on the waiting list anxious to have a go at growing their own but unfortunately the average waiting time is 2 ½ years.

The Council organizes an annual allotment show and allotment competition both of which are enthusiastically supported.

Cross street banners

Local organizations can apply to FTC to book the cross street banner spaces in Downing Street and The Borough.

It is usual for the spaces to be used on about 60 occasions throughout the year and provides a good opportunity for local advertising

Graffiti

The Town Council believes that tackling incidents of graffiti quickly will reduce the problem. It therefore retains the services of a specialist company who come to Farnham every month to keep the town looking as cared for as possible.

Planning applications

Waverley Borough Council is the local planning authority but FTC is given the opportunity to comment on the planning applications submitted to them from within the Farnham area.

Number of Planning Applications Commented on in 2010

Number of applications considered	771
Number of amended applications considered	69
Number of Listed Building applications considered	22
Number of Conservation Area applications considered	7
Number of retrospective planning applications considered	42
Number of applications for extensions and alterations considered	477
Number of application considered for new garages	32
Number of applications considered for new and/or replacement dwellings	64
Number of applications considered with regard to mineral extraction or recycling	2
Number of applications for works to trees	56

Conclusion

Thank you for coming along to the Annual Town Meeting. We are pleased to have the opportunity to tell you what we have been organising on your behalf and about the services we provide. For further information copies of the consolidated budget and associated pie charts are attached to these papers.

Farnham Town Council is interested in your views and opinions so please keep in touch with us,

Cllr Lucinda Fleming
Lead Member
Corporate Development and Audit Working Group
Town Council Offices
South Street
Farnham GU9 7RN
01252 712667 info@farnham.gov.uk