

TOWN TEAM PARTNERS – FARNHAM DETAILED FORM

To be submitted to Waverley's Executive on 5th February 2013

Name of Town Team	Farnham Town Team
Key contact(s)	Farnham Town Council
Key decision making body	Farnham Town Team as a new Task Group is proposed onto which will be co-opted a range of business, voluntary and community partners.
Terms of reference/code of conduct?	The proposed Task Group will operate within the code of conduct requirements expected of the Town Council giving appropriate governance and accountability without the need for a separate body being created.
Town Team Vision from application	The Farnham Town Team will deliver a tailored version of its Portas Bid 'Farnham – a distinctive craft town'. The partners will focus on increasing footfall to sustain its unique blend of independent businesses alongside ore national names; maintaining variety and distinctiveness and enhancing the character of Farnham. Farnham's approach will be to focus on its heritage as a distinctive craft town linking key partners such as the University for the Creative Arts, the new Ashgate Gallery and the regionally significant Farnham Maltings working alongside the Chamber of Commerce and other independent businesses.
Publicity Plans	Leaflets, websites, press releases, press launch for the mobile phone app. etc
Any match funding?	Match funding will be sought from a range of sources to enable the objectives to be met.
Feedback and monitoring plans	As a Task Group, feedback will go to Farnham's full Council but it is expected that feedback will also be provided regularly to the town's businesses including the Chamber of Commerce newsletter.

Project management

- A Town Team group has been formed comprising representatives of local businesses, the Farnham Maltings, the New Ashgate Gallery, Farnham Chamber of Commerce, individual local businesses, The Farnham Visitors Forum, Farnham Town Council, Waverley Borough Council and the University of the Creative Arts. Officer support from the Maltings, Farnham Town Council will be involved in shaping and overseeing the project activities
- A volunteer has been getting a database of businesses up to date to launch to as wide a base of businesses as possible

- Farnham Town Council's Strategy and Finance Working Group has agreed to create a Town Team Task Group reporting to it for accountability purposes. The processes to ensure effective financial accountability are set out below

Detailed plans for £10,000 funding

From discussion at the Town Team meeting on 23rd January 2013, the following areas of spend were agreed:

Proposed activity	Target Timescale	Anticipated cost
<p>To organise a series of craft based activities in retail stores, including live craft demonstrations.</p> <p>Costs incurred will include:</p> <ul style="list-style-type: none"> • promotional activity – advertising via websites, mailings etc. • profiles of the artists for shops • artists' expenses • window display materials 	Autumn 2013	<ul style="list-style-type: none"> • £3000
<p>To organise a craft trail around the town, using a leaflet which participants would complete. The trail will celebrate local creative and craft based businesses and encourage family based activities in the town.</p> <p>Costs incurred would include:</p> <ul style="list-style-type: none"> • Designing, printing and distribution of the trail leaflet • Advertising the trail • Any prizes required 	Summer 2013	<ul style="list-style-type: none"> • £2000
<p>To purchase a range of up to 10 signs to celebrate Farnham as a craft town. The signs will be placed at key gateways to the town.</p>	Autumn 2013	<ul style="list-style-type: none"> • £3000
<p>Developing a common communication strategy to place the focus on Farnham as a distinctive craft town. Activities will include;</p> <ul style="list-style-type: none"> • Ensuring links are made to a central website for Farnham • Promotion of relevant town apps • Promotional video • Regular media activity • Business database development 	From Spring 2013 for duration of project	<ul style="list-style-type: none"> • £2000

Signed : (on behalf of Farnham Town Team)

