



Wokingham Town Council

Town Hall, Market Place, Wokingham, Berkshire RG40 1AS
Tel: 0118 978 3185 www.wokingham-tc.gov.uk
Town Clerk: K. Hughes

**This Council Meeting is open to the Public and Press
Please notify the Officer or Chair if you wish to record the meeting**

04th June 2024

Dear Councillor

You are invited to attend a meeting of the **Arts & Culture Committee** to be held in the **Council Chamber, Town Hall, Wokingham** at **7.30pm** on **Monday 10th June 2024** for the purpose of considering and resolving upon the subjects and matters set out in the agenda below.

Yours sincerely

K Hughes
Town Clerk

Contact Officer: Gemma Cumming, Arts & Culture Officer
Direct line: 0118 974 0889 Email: gcumming@wokingham-tc.gov.uk

AGENDA

1 APOLOGIES FOR ABSENCE

2 MEMBERS' INTERESTS

To receive any declaration of interests from Members on the business about to be transacted.

3 QUESTIONS FROM MEMBERS OF THE COUNCIL OR PUBLIC

The Chair to answer questions raised by members of the Council or public.

This is an opportunity for the people of Wokingham to ask questions of, and make comments to, the Town Council. Members of the public are requested to restrict their questions and comments to three minutes. Questions which are not answered at this meeting will be answered in writing to the person asking the question. To ensure an informed response, please send your questions to the Town Clerk at least three working days prior to the meeting.

4 MINUTES OF PREVIOUS MEETINGS

To receive and resolve upon the Minutes of the proceedings at the meeting of this Committee held on 11th March 2024 (pages 16923 to 16925), copy attached, as a true and correct record.

5 MONITORING REPORT

To receive and consider the Monitoring Report dated 4th June 2024 (copy attached).

6 COMMITTEE BUDGET

To receive and consider the Committee's budget dated to 30th April 2024 (copy attached).

7 UPDATE ON ARTS AND CULTURE EVENTS

- a) To receive for information a list of current Arts and Culture Committee activities with recent strategy work included within. (copy attached).
- b) To request that if Committee members have ideas they would like to consider for future events, or alterations to existing events, to prepare them ready for July's meeting.

8 SUNNY SATURDAYS

- a) to receive an update on this years event and the current position of the Working Party (copy attached).
- b) To consider this event in line with previous work done with individual events and the Council vision at past meetings of this Committee.

9 HUMAN LIBRARY

To resolve upon where the Committee wishes the funds for the Human Library project to come from.

10 COMMITTEE INFORMATION

- a) To receive information items raised by members.
- b) Identify any specific items for marketing purposes.

11 EXCLUSION OF THE PRESS AND PUBLIC

To resolve that in view of the confidential commercial nature of the business about to be transacted, it is advisable, in the public interest, that the press and public be temporarily excluded and that they are asked to withdraw.

PART II

12 LUNAR NEW YEAR

To receive and resolve upon a report on the Lunar New Year event (copies attached).

Arts & Culture Committee: Cllrs Barrie Callender (Chair), Susan Cornish, Philip Cunnington, Alexandra Domingue (Vice Chair), Alexandra Fraser, Matteo Fumagalli, Maria Gee, Alwyn Jones and Morag Malvern.

In order to comply with the Data Protection Act 1998, all persons attending this meeting are hereby notified that this meeting will be recorded. The purpose of recording proceedings is that it acts as an aide-memoir in assisting the clerk of the meeting in the compilation of minutes. The recordings are held in a secure location and deleted once it has been resolved that the minutes are a true and correct record.

In accordance with The Openness of Local Government Bodies regulations 2014, persons attending this meeting may make their own recordings of the proceedings subject to the Council's Policy on Filming, Recording & Reporting on Council and Committee Meetings (copy available on request).

11th March 2024

Minutes of the proceedings of the **Arts and Culture Committee** meeting held on this day in the **Council Chamber, Town Hall, Wokingham** from 19.31 to 21:21

PRESENT

Chair: Cllr B Callender

Councillors: S Cornish, A Domingue, A Fraser, M Fumagalli, S Gurney, and M Malvern.

IN ATTENDANCE

Arts and Culture Officer

Cllr A Jones

APOLOGIES FOR ABSENCE (Agenda Item 1)

There were apologies for absence from Cllr A Medhurst.

MEMBERS' INTERESTS (Agenda Item 2)

There were no declarations of interest.

QUESTIONS FROM MEMBERS OF THE COUNCIL OR PUBLIC (Agenda Item 3)

There were no questions from members of the council or public.

ARTS & CULTURE COMMITTEE MINUTES (Agenda Item 4)

It was proposed by Cllr S Cornish and seconded by Cllr S Gurney and it was

**RESOLVED
30788**

that the Minutes of Arts and Culture Committee meeting held on 15th January 2024 (pages 16899 to 16901), copy attached, be received as a true and correct record.

MONITORING REPORT (Agenda Item 5)

The Monitoring Report dated 5th March was received and considered.

Amendments to Committee Projects and Events document

Work continues to amend this document during the year, particularly in response to any strategic changes from Council.

Human Library

The Officer has reinitiated contact to move this on asap. The direct contact has since left the organisation but a number of other contacts were copied in. A Councillor noted that they would be in the vicinity to see a Human Library event in person and would report back.

Book Festival Feedback from 7 – 11 year olds

Discussions on challenges for this age group has been discussed with Book Festival and school contacts, and staff with children of that age. No unexpected challenges have been uncovered. Feedback still to be achieved from School Councils and Councillors with children of that age.

CHAIR'S INITIALS _____



Sunny Saturdays Working Party

There has not been a meeting of the Working Party since last Committee meeting. The Arts and Culture Officer and Vice Chair are due to meet with the prospective partner and will be feeding back to the Working Party in March.

COMMITTEE BUDGET (Agenda Item 6)

The Arts and Culture Committee's budget dated to 31st January 2024 was received.

NEW COUNCIL STRATEGY (Agenda Item 7)

Councillors discussed a selection of the Arts and Culture events in depth and how they interact with the four principles of the new strategy.

The potential for Arts and Culture events to be supplemented by sponsorship was discussed. It was noted that Strategy are looking into sponsorship as a wider exercise for the whole Town Council, and the Town Clerk may be best placed at the moment to update the Chair on this at this time.

ACTION: TOWN CLERK

The information created at the meeting will be written up and made available to Councillors as a backing paper for the next meeting.

ACTION ARTS AND CULTURE OFFICER

TOWN HALL TABLETOP TAKEOVER (Agenda Item 8)

The Officer was thanked for the report. Councillors were very happy with how the event went and would be keen to continue to support it.

FUN DAY REQUESTS (Agenda Item 9)

Two requests for stalls at the Fun Day that would be more of a commercial nature were discussed. The Chair reminded Councillors on the overarching ethos of the Fun Day as a low monetary pressure event, and the merits and concerns of both proposals were discussed.

It was proposed by Cllr Gurney and seconded by Cllr Fumagalli and it was

**RESOLVED
30789**

to trial the pic and mix sweet stall under the conditions of having the option for set priced prepackaged sweets, or a way to ensure parents have a greater knowledge in advance of the kind of costs they would be committing to. It was noted that as Wokingham Town Council may not have sufficient understanding of the logistics behind such an enterprise, that if further discussion was needed, subsequent decisions would be delegated to the Arts and Culture Officer, alongside the Chair and Vice Chair of this Committee.
(six votes in favour, one abstention)

It was proposed by Cllr Cornish and seconded by Cllr Gurney and it was

**RESOLVED
30790**

unanimously to accept the lemonade stall request. Councillors requested that a query be submitted to encourage sustainable packaging if at all possible, to reduce waste produced.

CHAIR'S INITIALS _____



Both stalls would be required to, in lieu of a pitch fee, have a fee related to a percentage of their takings at the end of the event. In line with the Ice Cream vendor's agreement.

LUNAR NEW YEAR (Agenda Item 10)

Councillors were given the opportunity, in advance of the report being written, to add their feedback about the Lunar New Year event. All feedback received aligned to that already received. A report will be ready for next meeting with suggestions for improvements and costs. It is worth noting how valued the performers, stall holders and community groups from the Hong Kong and East Asian communities felt.

COMMITTEE INFORMATION (Agenda Item 11)

- a) Cllrs asked if an item on advertising could be added to a future Agenda. The Arts and Culture Officer would take that back to the Town Clerk and reminded Councillors that they were welcome to utilise the expertise of the Marketing Coordinator on email.
- b) There were no items for immediate Marketing.

CHAIR

CHAIR'S INITIALS _____



Monitoring Report: Arts & Culture

Date: 4th June 2024

Date Action Agreed	Item for Action (to include any resolution number)	Person Actioning	Proposed Completion Date	Progress
6 th Nov 23	Human Library (further investigation)	Arts and Culture Officer	April 2024	Agenda Item: 9
15 th Jan 24	Book festival feedback from 7-11 age groups	Arts and Culture Officer and relevant committee members	April 2024	Significant discussions with school contacts at book festival meetings and staff don't reveal any unexpected challenges. Still to get feedback from School Councils and relevant councillors. Which will be continued to inform future years if not possible in 2024's event. Work has started in line with requests and resolutions made by this Committee.
15 th Jan 24	Sunny Saturdays Working Party	Sunny Saturdays Working Party	March 2024	Agenda Item: 8

09/05/2024

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Detailed Income & Expenditure by Budget Heading 30/04/2024

Month No: 1

Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	Transfer to/from EMR
<u>304 Arts & Culture</u>							
1159 Book Festival Income	3,291	0	3,600	3,600			
1164 Lunar New Year income	0	0	100	100			
1253 Fun Day Income	520	0	350	350			
1266 Board games income	274	0	1,000	1,000			
Arts & Culture :- Income	4,085	0	5,050	5,050			0
4341 Concert	60,602	20,071	67,245	47,174	46,831	343	
4343 PRS Licence	0	0	600	600		600	
4345 Book Festival	5,994	(298)	7,800	8,098	498	7,600	
4388 Theatre in the Park	3,701	1,867	4,000	2,133		2,133	
4389 Board Games event	359	0	1,000	1,000		1,000	
4512 Sunny Saturdays	1,695	0	3,000	3,000		3,000	
4513 Dressing the Christmas Tree	1,602	0	1,350	1,350		1,350	
4526 Lunar New Year	8,332	0	10,450	10,450		10,450	
4527 Chalk about it	4,050	0	4,320	4,320		4,320	
4603 Fun Day	13,487	9,881	18,100	8,219	16,008	(7,789)	
4608 Virtual Museum Upgrade	4,439	0	0	0		0	
Arts & Culture :- Indirect Expenditure	104,261	31,521	117,865	86,344	63,337	23,007	0
Net Income over Expenditure	(100,176)	(31,521)	(112,815)	(81,294)			
6001 plus Transfer from EMR	1,481	0					
Movement to/(from) Gen Reserve	(98,695)	(31,521)					
Grand Totals:- Income	4,085	0	5,050	5,050			
Expenditure	104,261	31,521	117,865	86,344	63,337	23,007	
Net Income over Expenditure	(100,176)	(31,521)	(112,815)	(81,294)			
plus Transfer from EMR	1,481	0					
Movement to/(from) Gen Reserve	(98,695)	(31,521)					



Wokingham Town Council

Overview

Wokingham Town Council's principles are:

Being sustainable

Working to reduce our negative impact on our local environment and use our financial resources and physical assets as efficiently and effectively as possible.

Involving everyone

Striving to ensure the council's events, activities and democratic processes are open, accessible and welcoming to everyone in our community.

Fostering Town Pride

Protecting, enhancing and celebrating what's good about our council, our community, our town and our heritage. We will learn from our past, acknowledge where there's room for improvement, and prepare for the future.

Enriching community

Creating and supporting opportunities to bring our community together and help it to thrive.

Arts and Culture's remit is currently:

Encouraging the delivery of Arts and Culture throughout our Town,

typically through the following means:

- Initiatives from the Arts and Culture Committee
- Directions and suggestions from Full Council
- Through support, and where appropriate, through leading voluntary and other organisations already engaged in the delivery of arts and culture to the users of the town centre

Universal Strategic considerations for event changes and new events

These have come from A&C but may have effects and implications Council wide

Sustainability

- Creation of a general leaflet or similar for use year round for events. To reduce reliance on individual event leaflets and bridge gap between events. (enacted)
- Utilising QR codes to encourage digital marketing. Aim to reduce paper waste. (enacted)

Involving Everyone

- How can we better engage with young people ages 13-25? A Youth Council or engaging with school Youth Councils for feedback?
- How can we improve use of social media?

Enriching Community

- Utilise and embrace opportunities for co-production working when possible
- Desire to work outside the Town Centre, what opportunities are there?
- Ensure we are clear about the “Why” and other questions of the event when modifying and creating events. A specific outcome desired.

Table 1: Active Events overview

Event and timing	Years run to date	Estimate audience (Multiple performances are averaged)	Budget (2024/25 precept) (WTC Budget Income target)	Notes
Fun Day (Saturday of last May bank holiday)	10+	1000 families	£18,100 (£350)	
Party in the Park (first Saturday in June)	10+	5000	£67,245 (£67,245)	Was originally International Street Concert
Sunny Saturdays (Saturdays between May and Sept)	10+	100 per performance	£3000 (£3000)	3 planned performances
Theatre in the Park (Summer Holidays)	10	100 per performance	£4000 (£4000)	2 performances
Chalk About it (Mid August)	3	1000	£4320 (£4320)	
Science with Schools (Sept/Oct – Schools choice)	4	2 schools and 2 classes	£0	
Wokingham Children's Book Festival (A weekend in October)	6	700 tickets sold (weekend) and 8 schools 2000 pupils (outreach)	£7800 (£4200 + £3600)	
Dressing the Christmas Tree (Early December – weeknight)	10+	500 (17 schools)	£1350 (£1350)	
Town Hall Tabletop Takeover (twice – Oct/Nov and Feb/March)	3	120	£1000 (£1000)	
Lunar New Year (Sunday after first weekend of LNY)	2	3000	£10450 (£10350 + £100)	

Other activities and Officer support:

- Virtual Museum and Heritage Day
- Decorated Cabinets

Fun Day



Audience Demographic: Children (ages 0 – 10 years old with their family)

Event Type: Children’s Entertainment

Reach: banners, advertising, website, mailshot and social media

Description: A long established event based at Langborough Recreation Ground for the children of Wokingham, allowing parents to bring them to an event where all the activities are free and it can be a day where parents don’t feel obliged to spend money. Activities include: face painting, magic shows, mobile farm, fairground rides, electric go karts, arts and crafts and more. All such organization/business attendees must provide a free activity for the children, not just promote themselves.

The Scouts provide a tea tent and BBQ. Commercial food and drink traders trade under agreement of 20% takings of the day. Other potential commercial ventures requesting to attend are vetted by the Committee.

<p>Sustainability</p> <ul style="list-style-type: none"> • High value for the public (free) • High proportion of attendees travelling not by car • Reducing (Traders) and removing (WTC) single use plastics • Recycling company on site for waste • Use primarily local organizations 	<p>Involving everyone</p> <ul style="list-style-type: none"> • Attendees appreciative that event is free • Usually accessible
<p>Fostering Town Pride</p> <ul style="list-style-type: none"> • Attendees do come from further afield • Using Langborough for an event • Long standing community event that spans generations • Very well linked to Wokingham Town Council 	<p>Enriching Community</p> <ul style="list-style-type: none"> • Multi (or no specific) affiliation event – for everyone • Organisations that support vulnerable families attend

Points to consider

- Cost of event vs profile and attendance of the event
- Further improving event for Neurodivergent and disabled attendees and families

Party in the Park

Audience Demographic: Families, Youth, Young Adults, Adults, Retired

Event Demographic: Music

Reach: Flyers, posters, advertising, website, banners and social media

Description: Music Concert in the centre of Wokingham. Featuring acts with a focus on original and cover bands. Established in 2014 as Wokingham International Street Concert, it recently was moved from Broad Street to Elms Field for the Queen’s Platinum Jubilee in 2022. The new site seems to work well, eliminates the need to close roads and can accommodate more people.



The reach of the Street Concert saw it grow in audience size and scale, as such it was outsourced in full to an event management company. This event is currently under contract.

<p>Sustainability</p> <ul style="list-style-type: none"> • Local suppliers used • Food Suppliers using sustainable packaging • Waste Collection with recycling • Marketing includes travel advice to discourage driving • Opportunity for the Mayors Charity to have a platform • Proven concept • Elms Field is a better location than Broad St (eliminates road closures) • High efficiency generators 	<p>Involving everyone</p> <ul style="list-style-type: none"> • Free event • Dedicated accessible area • Sign language interpreters • Diverse acts, music and food. Reflected in the audience diversity • Sounds tends to be quieter at back of field – however some have reported to like it. Everyone has different tastes and desires from the event. • Wide demographic attending • Afternoon to evening event
<p>Fostering Town Pride</p> <ul style="list-style-type: none"> • Wokingham Town Council flagship event • Event has longevity (2014 first event) • Well promoted and well known • Remains popular and well liked • Local suppliers used • Attendees come from all over • Local business benefit 	<p>Enriching Community</p> <ul style="list-style-type: none"> • 3pm to 9pm timing is family and neighbour friendly • Family and friends - community venue • Local business support • Brings people together • Wide demographic

<ul style="list-style-type: none">• Well organized• Publicises Elms Field as a great location.• Seen as a Town Council event	
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Points to consider

- High value to run (though the price per head attending is good). Is it financially sustainable?
- Is adding sponsorship an option (no current resource to do so, has been done in the past by Councillors)

Sunny Saturdays

Audience Demographic: Adult, retired, families with children

Event Demographic: Music

Reach: Flyers, website and social media

Description: A trial of three performances for 2022 on Elms Field was undertaken. While good they failed to attract noticeably significant numbers and felt lost on the large field. It was relocated to Peach Place. While not a space we manage, it is a space with lots of outside seating and café's and restaurants in the vicinity. This went well, when the weather didn't force event cancellation.

Sunny Saturdays started as an addition to the Market in the summer months. However post Covid, due to a busy and popular Saturday Market it was no longer fitting as well. With acts and traders not complementing each other, as well as a general lack of space.

THIS EVENT IS CURRENTLY UNDER REVIEW BY THE SUNNY SATURDAYS WORKING PARTY

The review has highlighted the aim for the event to shift to creating an uplifting atmosphere in the square and by extension the wider town centre. Work continues to address the resource challenges and look at partnership approaches with Peach Place businesses.



Theatre in the Park

Audience Demographic: Majority families with children

Event Demographic: Theatre

Reach: Flyers, banners, website and social media

Description: Previously to 2020 this was two plays with two performances each in Howard Palmer Gardens. One in May for Cultural Month and the other in June/July often specifically for schools. One of the plays was aimed at children and the other suitable for a wide audience including families and adults. The family plays have been Shakespeare or Shakespeare influenced and children’s from original pieces to recreations of rights free works such as retellings of the Owl and the Pussycat and the Hare and the Tortoise.



Audiences have ranged from 50 to 100 people at each event and schools increasingly less responsive. Due to the static audience levels it was decided to test a single event in Summer Holidays with a move to Elms Field as it would make the event more visible. While there was an increase in audience levels it was hard to compare, as Elms field is a far larger space and data was mixed. It was decided to continue with the existing set up for Theatre in the Park in 2023 and 2024, with a request to not do Shakespeare for 2024. This event is currently under contract.

<p>Sustainability</p> <ul style="list-style-type: none"> • Low financial and environmental impact event • Can reuse their own kit (current contract holder) 	<p>Involving everyone</p> <ul style="list-style-type: none"> • Attendees tend to be families with children or older residents. Although it is open to all and free
<p>Fostering Town Pride</p> <ul style="list-style-type: none"> • Free outdoor theatre is locally unique 	<p>Enriching Community</p> <ul style="list-style-type: none"> • Great concept that has yet to live up to it’s potential • Visible and accessible for those walking past to join in • Good location but the open space is tougher on sound. Staff/Councillor attendance needed to get a better idea on the exact challenges

Points to consider

- Cost of event vs number of attendees is not as good as other events including Party in the Park. Good event but attendance is low
- Shakespeare, regardless of work done to make and promote the performance as accessible, may have a predetermined reputation as hard to understand.
- Is the time year good? (Involving everyone)

Chalk About It

Audience Demographic: Primarily those with mental health difficulties and those at potential higher risk. Secondly the concept of the event is useful to all. Particularly with the documented rise in the need for Mental Health services post COVID.

Event Demographic: Visual Art and workshop as a tool.

Reach: Social Media, email lists, flyers, banner.

Description: An event in the Market Place that includes a central collaborative artwork and secondary individual areas to chalk. The chalking is led by professional artists to encourage all to draw regardless of perceived ability and the entire project aims to help de stigmatize talking about/expressing oneself about mental health. Also including resources and signposting to mental health and wellbeing resources and organisations through literature and direct presence.

<p>Sustainability</p> <ul style="list-style-type: none"> • Materials used consider the environment • Keeping the area in good shape 	<p>Involving everyone</p> <ul style="list-style-type: none"> • No booking and open to all • Aim to reduce mental health stigma • Central location, easy to get to. • Options for those unable to or less able to get on the ground (Chalk on sticks, easel painting, chairs available.) • Art/Picture led reduces language barrier
<p>Fostering Town Pride</p> <ul style="list-style-type: none"> • Unique event • Collaborative Art 	<p>Enriching Community</p> <ul style="list-style-type: none"> • Involves everyone • Brings in mental health organisations • Reduces barriers to meeting others

Points to consider

- Encourage reducing reliance on paper media, where possible. Link to QR codes for more
- Physical barriers might be a barrier to entry: Could we have more access points
- Young people still hard to engage, they engage better when those of their age are already taking part. Aim to get young people along to engage with other young people.
- How long it stays on the pavement may not be attractive to all
- Be clear about the Why of the event in Comms

Science with Schools

Audience Demographic: Secondary School Children (currently Yr 9/10)

Event Demographic: STEM subjects

Reach: direct through schools

Description: An event since 2020. This event is a low to nil cost brokerage project to link local schools with University and Industry level lecturers to bring exciting and different scientific projects or ideas into their sphere of learning.

We are currently working with the Holt and St Crispin's. As of yet other secondary schools have been approached but not expressed an interest. It is challenging to find a time and date that lines up with multiple secondary school timetables.

<p>Sustainability</p> <ul style="list-style-type: none"> • No cost (low resource) event • Online – low environmental impact • Topics have been and can be linked to sustainability 	<p>Involving everyone</p> <ul style="list-style-type: none"> • Extra educational offer • Diversity of speakers (backgrounds, industry and academia, gender, race etc) • Engages with local companies and organisations • Specifically for ages 14-16 (year9/10) who are under-engaged in other activities
<p>Fostering Town Pride</p> <ul style="list-style-type: none"> • Engages with local scientists 	<p>Enriching Community</p> <ul style="list-style-type: none"> • Inspiring young people on topics at greater depth • Brings students from different environments/schools together – how can we expand this?

Points to consider

- Schools set the guest list of students. Schools are rigid with timings. Could we increase access.
- Talk more about it. Name it and make it a thing in Wokingham.

Wokingham Children’s Book Festival



**Wokingham Children's
Book Festival**

Audience Demographic: Children (up to about age 12)

Event Demographic: Literature

Reach: Website and social media, Flyers, School visits, Wider than Town area

Description: Started in 2018 this yearly event is a partnership project between Wokingham Town Council and Wokingham Borough Libraries Service with support from ‘morearts.’ and a local independent bookseller. It occurs on a weekend in October and presents an opportunity to meet and learn from local and regional published authors of Children’s Literature. Events happen both at Wokingham Library and Wokingham Town Hall.

<p>Sustainability</p> <ul style="list-style-type: none"> • Encourages partnership working(WTC, schools, WBC, Libraries, morearts etc) • Value for money (low cost tickets) • Less paper marketing 	<p>Involving everyone</p> <ul style="list-style-type: none"> • Age range is preschool to 12/13 but anyone can come – <i>Is this restrictive?</i> • A range of authors chosen to represent different cultures and age groups • Feedback from all stakeholders gathered – <i>change to gathering it digitally</i> • Keep free ticket provision
<p>Fostering Town Pride</p> <ul style="list-style-type: none"> • Uses local venues • Uses local authors • Telling people about the events we do (via marketing) • Working with nearest independent book shop (Caversham) 	<p>Enriching Community</p> <ul style="list-style-type: none"> • Fosters a love of reading and writing • Primary age children to come together exp authors • <i>options to expand into wards/outside town centre</i> • <i>Have a writing competition?</i>

Points to consider

- *Could we do more to encourage active travel in our comms*
- *Can anything be done to improve the reach to ages 7+ who are becoming harder to reach. Could we look at talks for older age groups.*
- *Keep disability in mind – awareness of events more suited to SEN needs – consider signing at some sessions*
- *Look at options to collaborate with Waterstones (Wokingham branch)*

Dressing the Christmas Tree

Audience Demographic: Children (schools and families)

Event Demographic: Music, Children’s event

Reach: via Schools directly

Description: Approx. a few hundred children and adults gather in the Market Place to sing carols and watch the Mayor receive schools' handmade decorations. The decorations are then placed on the large main Christmas tree a day or two later. Carols are led and sung by Wokingham Choral Society. Wokingham Town Council ensures there is a suitable stage and sound system for the choir to be heard and the decorations seen.

Amenities manages the tree and the townwide decorations.



<p>Sustainability</p> <ul style="list-style-type: none"> Encourages decorations made from recyclables – Could this become standard Scouts offer refreshments Unopened mince pies taken to Foodbank 	<p>Involving everyone</p> <ul style="list-style-type: none"> Songs are a mix of carols and holiday songs Central accessible public location. Children from diverse backgrounds All Schools (within the Town/serving the Town) able to attend. With reasonable adjustments for particular needs.
<p>Fostering Town Pride</p> <ul style="list-style-type: none"> People love the tree decorations, cheerful and fun Children love seeing their/their schools decorations Children contributing to the Town decorations – representing their school community. 	<p>Enriching Community</p> <ul style="list-style-type: none"> Supports creative activity and links to Town Several hundred people come (usually via attending schools) Brings community together and a large proportion of local schools.

Points to consider

- For Amenities: the tree is a single use are there any ways to improve this?
- Religious aspect of the event to be kept under review. – consider plurality of the event (consider the primary audience) diversity of culture, religion and language.
- Could we invite attendance from the wider community (bearing in mind safety and visibility in that space)

Town Hall Tabletop Takeover

Audience Demographic: Focus on Teen and Young Adult but will attract families. 2024 saw the largest teen contingent yet.

Event Demographic: Tabletop gaming which can include: Board Gaming, Card Games, Tabletop Role Playing Games and other associated games.

Description: Started in the 2019/2020 council year. Bringing modern board games to the people of Wokingham. The event is aimed at Teens and Young Adults due to a noted lack of provision from the Council for this age range. Families may attend, but February 2024 saw the largest number of teens (with parents or unaccompanied).



<p>Sustainability</p> <ul style="list-style-type: none"> • Not Weather dependant • Financially viable at the moment • Re cycling facilities more visible and working better 	<p>Involving everyone</p> <ul style="list-style-type: none"> • Attendees love it • Repeat customers • Teens come to it alongside adults and families
<p>Fostering Town Pride</p> <ul style="list-style-type: none"> • Town Council event in the Town Hall 	<p>Enriching Community</p> <ul style="list-style-type: none"> • Offers a range of games and is well run and people enjoy it • Brings people together • Encourages people to try something new (in a low pressure supported environment).

Points to consider

- Could we explore offering refreshments for sale at the event
- There is an interest from Teens in having more events like this – how could we maximise this interest?

Lunar New Year

Audience Demographic: All ages with a lean towards families due to the nature of the local demographics and a desire to culturally share. High proportion of Hong Kong and East Asian attendees.

Event Demographic: Cultural event with a focus on East Asian cultures. Notably those that celebrate Lunar New Year.

Description: Grew from an idea from a member of the public and committee desire to hold some sort of International Day, celebrating diverse diasporic cultures in Wokingham and the immediate area. Finding and building contacts from the local community to create an authentic event was slow, likely due to general pressures exacerbated by the pandemic. As a result the shift moved towards the Hong Kong community and other East Asian community who had shown an interest to celebrate Lunar New Year in 2022. Events since have been very well attended requiring an uplift to make the event safe and better. Still quite a new event that will take time to find the optimal provision.

<p>Sustainability</p> <ul style="list-style-type: none"> • Two performances of the Lion Dance gave more people the opportunity to see • Free event 	<p>Involving everyone</p> <ul style="list-style-type: none"> • People love it and it is well attended • Community groups involvement excellent – Particularly Hongkongers • Disabled area needed tweaking mid event. The fix worked well and will be maintained going forward.
<p>Fostering Town Pride</p> <ul style="list-style-type: none"> • Embracing/welcoming newer community members • Showcases/sharing culture • Advertised in schools newsletter • Self promoting 	<p>Enriching Community</p> <ul style="list-style-type: none"> • Involves newer Wokingham Community • Showcases/sharing culture • Bringing people together • Supporting local businesses

Points to consider

- Lion dance visibility could be improved. May require a significant financial increase to make changes to the stage to help. Risk of it being of limited return
- Lion Dance visibility was improved for the second dance however there remain challenges. Visibility may impact on the ‘Involving Everyone’ statement. What options are there to improve this? Larger/higher stage (see above), longer parade?
- Addition of screens may also help, but also adds to the cost.
- Do we need more food stalls? How could we enable this?
- Was there enough crowd/queue management.

Virtual Museum (one aspect of joint museum project with Civic)

Audience Demographic: (Currently) Adults, Retired (aiming with civic officer to expand demographic for Museum in general)

Event Demographic: Heritage

Reach: Website and App, alongside ongoing work with civic officer on Open days and museum.

A project initiated in 2013 to showcase the historical items within the Town Hall on a virtual museum in lieu of a physical one. At the same time work was envisioned to repurpose and refurbish the now Jubilee Room to be able to be used as a meeting room and display a selection of the Town's Silver.

Recognizing that there was a lack of time for the Officer to commit to this project a volunteer was sought in 2017 to help support the virtual museum, research and upload historical information, allowing the museum to expand out of the Town Hall and into collating history of the wider town. Volunteer does however require officer support and time on this project has expanded since.

Recognizing the enormous potential and scope of history in the immediate local area advice and connections with other local museums and museum services is being sought. It has become part of a wider cross Officer project on Museum work. With Civic we are working toward museum accreditation for the Town Hall.

Due to the lack of online ongoing support for the original, self-built, website the decision was made to rebuild it by a professional, to improve visually the appearance, make it simpler to add items, add in pages associated with the Open days and future proof it. Rebuild is completed. Work continues to check and improve the museum website now the rebuild is complete.

museum.wokingham-tc.gov.uk

Decorated Cabinets

Audience Demographic: Not specified

Event Demographic: Visual/decorative art

Reach: None currently

Description: A project from Amenities preCovid to engage with and encourage organisations to sponsor a cabinet and wrap it from a pre selected choice of imagery.

Available cabinets identified and broad permission noted however as cabinets are not owned by the Town Council agreeing permissions must happen. Costs for the project likely to have increased and are the full responsibility of the sponsoring organisation. Very little interest in this project pre Covid and less so now. Although the Arts and Culture Officer hasn't had any time to attempt to look for potential sponsors.

To be reviewed for viability.

Complete Projects

Erftstadt Panels

Audience Demographic: All

Event Demographic: Visual Arts and Heritage

Reach: Website, Social media

Description: A project completed in early 2023 to brighten up and dissuade graffiti in the Erftstadt Court area. Particularly the large plain panels covering windows on the gym site. It also added to the work done by Amenities with the Wokingham Mural, also nearby and added to our work with Public Art around the Town.

A local artist was chosen by the Committee and commissioned to produce three paintings. A working party was formed to work with the artist on the project. These were reproduced as weather and Graffiti resistant panels for the specified location.

The original paintings have been hung in Wokingham library on a long loan.

Mosaics

Audience Demographic: All

Event Demographic: Visual Arts and Heritage

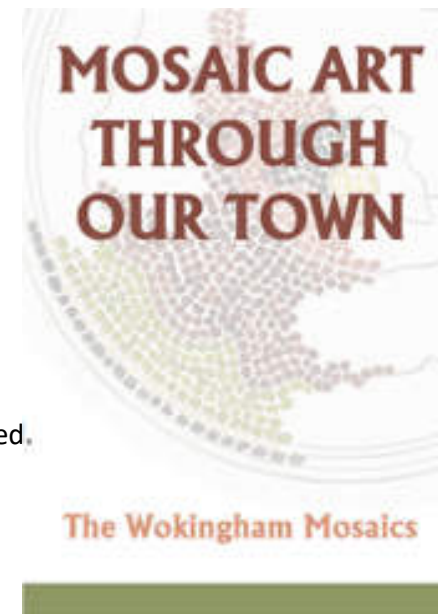
Reach: Booklets, Website, App, social media

Description: A project initiated in 2017 during the ongoing regeneration of the Town with a desire to include public art into the refurbished spaces.

A local mosaic artist was commissioned to design and create the round designs that would be placed within the pavements. The designs reflect aspects of the heritage of the Town and are sponsored by local organisations.

A further set of mosaics were completed during the 2019/20 council year and the app developed to reflect that.

The Mosaics are a completed project. But are ongoing as a piece of public art within the Town that WTC commissioned. They continue to be promoted in line with other Council activities.



Activities in development or consideration

Human Library

A concept to link into the global Human Library project. Currently under discussion.

Recycled Sculpture/Sustainable Fashion Show

Report and initial ideas went to committee in November. Held due to current workload and lack of completed vision.

Banners from lampposts

Wokingham Borough Council is undertaking a process of lamppost replacement. It has been requested that the new columns are suitable for banners and other uses by Wokingham Town Council, should we wish to utilize them for such purposes. No current indication of desire to pursue.

Sculpture Trail

Was under investigation, although should note it is a high value project that would require extensive business support and internal resources to organize. There is a desire that it should be planned to occur at a suitable point near or at completion of the ongoing Town regeneration works. However Covid and cost of living crisis have halted the project.

Graffiti/Street Art Boards

The Committee would be keen to support such a venture should suitable space within the Town become available. Unfortunately to date it is felt that of the Council owned spaces none would be suitable for a project and of identified externally owned, possibly suitable spaces the landowner is not interested.

2023 Request: investigate Southend City Jam for the concept of temporary boards over a long weekend. Report indicated it would need to be an externally run project due to the resources required as well as specialist knowledge.

Battle of the Bands Style event

Under consideration to come back to Committee when sufficient information is available about the new Carnival performance space (due early 2022) to budget and plan an event. Aim: to appeal to teen and/or young adult bands. Places for Leisure never responded to the Arts and Culture Officer however £1000 was quoted for a daytime civic event to the Town Clerk. Event would benefit from professional support.

Open Air Cinema/Film Festival

To be considered for Elms field. It remains felt that an open air cinema right next to Everyman would not be empathetic, particularly coming out of a pandemic. However a possible collaborative project that involves Everyman like a film Festival might be worth pursuing. Shelved but request to continue building relationships with the Cinema.

Themed Fun Run

Investigated, however due to a lack of usable space for such an event and no interested professional organisers currently this is on pause for further investigation. There may be a lead for further consultation with Cllr contact.



Wokingham Town Council

Memorandum

To: Arts and Culture Committee
Date: 03 June 2024
Re: Update on Sunny Saturdays
From: Arts and Culture Officer

The last Sunny Saturdays Working Party meeting was planned for 21st March. Unfortunately the attendance was too low for decisions to be made. As such, in consultation with the Town Clerk and considering where the Working Party had got to, it has been agreed to pause the Working Party meetings until late summer or after the September event, unless some key strategic decision is needed. This meeting will review how well the work to realign the event has gone. The ongoing work to look at the event in line with the Council vision will take place in the June Meeting of the Committee.

To update the Committee on recent work:

A meeting with Sit and Sip Operations Director was held with the Arts and Culture Officer and Cllr Domingue. This will be the first year that Sit and Sip are taking on a significant programme of their own music events in Peach Place and as such are testing the waters. We looked at the staging and the logistics of getting it ready, as well as the logistics of support from Sit and Sip. Saturdays are their busiest day, so support from the bar would be dependant on staffing and their priority would remain their normal operations. However they would be very happy for WTC to borrow the Gazebo (approx a 6m x 3m gazebo) at no cost and may be amenable to discuss with us about paying for a staff member to assist (approx. £50 was stated but not discussed in detail). The Gazebo would need weights, which would have to be sourced from the Town Hall, but the Arts and Culture Officer would look further into these very fine details.

There was a test planned for the full stage set up in late April. The full stage is a multi hour construction by trained individuals so is not seen as being really suitable for Sunny Saturdays in it's current form. Councillors would be needed to, as previously described; help with set up, greet acts and gather feedback from visitors and surrounding businesses. To date I have only received one offer of help.

Acts have been confirmed for the first two performances and work will continue to get the logistics in place for those as well as marketing materials and feedback forms. There was interest from Berkshire Music Trust to potentially run one/an event in Peach Place around youth community acts from their organisation however the promised proposal is long overdue, after chasing.