



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**

09th July 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 15th July 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 10th June 2024 (pages 16993 to 16995), copy attached, as a true and correct record.

5 MONITORING REPORT

To receive and consider the Monitoring Report dated 9th July 2024 (copy attached).

6 COMMITTEE BUDGET

To receive and consider the Committee's budget dated to 31st May 2024 (copy attached).

7 CONSIDERATION OF EVENTS

To receive and consider a report on event planning and a proposed scoring system to rate different events this Committee undertakes. (copy attached)

8 FUTURE EVENTS

To bring future ideas for projects forward for discussion and recommend ideas to be investigated further. (copy of events record attached)

9 FUN DAY

To consider and resolve on a report on the Fun Day (copy attached)

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 PARTY IN THE PARK

To consider and resolve on the report on the Party in the Park (copies attached)

13 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).

10th June 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 20:51

PRESENT

Chair: Cllr B Callender

Councillors: S Cornish, P Cunnington, A Domingue, A Fraser, M Gee, A Jones and M Malvern.

IN ATTENDANCE

Arts and Culture Officer

APOLOGIES FOR ABSENCE (Agenda Item 1)

There were apologies for absence from Cllr M Fumagalli.

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.

Cllr Cunnington joined the meeting.

ARTS & CULTURE COMMITTEE MINUTES (Agenda Item 4)

It was proposed by Cllr A Domingue and seconded by Cllr M Malvern and it was

**RESOLVED
30857**

that the Minutes of Arts and Culture Committee meeting held on 11th March 2024 (pages 16923 to 16925), copy attached, be received as a true and correct record. A vote was taken, with six in favour and two abstaining.

MONITORING REPORT (Agenda Item 5)

The Monitoring Report dated 4th June was received and considered.

Human Library

To be discussed under Agenda Item:9

Book Festival Feedback from 7 – 11 year olds

Discussions on challenges for this age group have 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. Feedback to still be looked for, however it may no longer be in time to inform changes to this years event.

Sunny Saturdays Working Party

To be discussed under Agenda Item: 8

COMMITTEE BUDGET (Agenda Item 6)

The Arts and Culture Committee's budget dated to 30th April 2024 was received.

CHAIR'S INITIALS _____



The anomaly with the Fun Day line was explained due to deposits of the larger elements of the event, that were paid in the previous financial year, showing as paid and not automatically being removed from commitments. Thus giving the appearance of an overspend. The Arts and Culture Officer and Finance were working through them manually to correct.

UPDATE ON ARTS AND CULTURE EVENTS (Agenda Item 7)

The Officer was thanked for the comprehensive document outlining each of the Committee’s events. It was noted that the in-depth discussion regarding current and new events would take place at the next meeting, however the following was raised for consideration.

At the Annual Town Meeting, A passing resident who is also a teacher praised Theatre in the Park as a concept, but suggested that it should happen during term time/school time. Unfortunately many of the individuals who can deliver the theatre productions are also in the teaching industry and can only offer time outside of school.

- Consideration should be made over the ongoing impact events have on Council resources, including budget and officer time.
- The Committee may wish to consider adding no new events and instead focus on existing events. Or even maximising on certain events, which are perhaps bigger impact, showcase events, and removing less impactful events
- Discussion was had about the criteria to measure events which might include; officer time, budget, value for money, cost per head, impact on residents and other quantitative and qualitative considerations.

It was requested that the Arts and Culture Officer meet with the Chair and Vice Chair to draft a proposed means of scoring and present it at the next meeting.

ACTION: ARTS AND CULTURE OFFICER

SUNNY SATURDAYS (Agenda Item 8)

The update about Sunny Saturdays Working Party was presented. Councillors were content with the current position. The event was discussed in relation to the four priorities from the vision exercise. The Arts and Culture Officer will update the events document to reflect that discussion.

ACTION: ARTS AND CULTURE OFFICER

HUMAN LIBRARY (Agenda Item 9)

The Committee’s work around the Human Library concept was revisited to update new members. Due to an administrative error, the funding request for this event did not make it at the proper point to the F&P meeting. The Officer requested for the Committee to make a decision as to where they would like to source the funds, following on from the suggestion that it might be possible to utilise underspend from a existing budget line.

It was proposed by Cllr A Jones and seconded by Cllr S Cornish and it was

**RESOLVED
30858**

to request from F&P £250 in year to support the next step in the Human Library project.

CHAIR’S INITIALS _____



A vote was taken with seven in favour and one abstention.

COMMITTEE INFORMATION (Agenda Item 10)

- a) There were no information items raised
- b) There were no items for immediate marketing.

EXCLUSION OF PRESS AND PUBLIC (Agenda Item 11)

It was proposed by Cllr P Cunnington and seconded by Cllr A Fraser and it was

**RESOLVED
30859**

that in view of the confidential nature of the business about to be transacted i.e. commercial, it was advisable in the public interest that the press and public be temporarily excluded and instructed to withdraw.

A vote was taken and it was unanimous

LUNAR NEW YEAR (Agenda Item 12)

The report concerning the February 2024 event was received and considered.

It was requested to gather multiple quotes when going out for the road closure aspect of the provision. It was noted that there was an error with the provision budgeting within the report. As it may impact the Committee's decision it was requested to double check the figures and working, and come back next meeting with a revised document before any funding decision could be made.

ACTION: ARTS AND CULTURE OFFICER

It was proposed by Cllr M Gee and seconded by Cllr M Malvern and it was

**RESOLVED
30860**

that the Committee would wish to continue with this event. A vote was taken and it was unanimous.

It was proposed by Cllr A Jones and it was seconded by Cllr A Fraser and it was

**RESOLVED
30861**

to raise the food stall fee to £50 a pitch. A vote was taken and it was unanimous.

CHAIR

CHAIR'S INITIALS _____



WOKINGHAM TOWN COUNCIL

Monitoring Report: Arts & Culture

Date: 9th July 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 2025	Funding approved by F&P. Arts and Culture Officer to fill in application and take it from there.
15 th Jan 24	Book festival feedback from 7-11 age groups	Arts and Culture Officer and relevant committee members	Nov 2024	Still to get feedback from School Councils and relevant councillors. Extend where useful to English leads and/or school librarians. Will be used to inform future years if not possible for 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	September 2024	Agreed on pause until after Sunny Saturdays events

11/06/2024

Wokingham Town Council

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Detailed Income & Expenditure by Budget Heading 31/05/2024

Month No: 2

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	1,800	3,600	1,800			
1164 Lunar New Year income	0	0	100	100			
1253 Fun Day Income	520	756	350	(406)			
1266 Board games income	274	0	1,000	1,000			
Arts & Culture :- Income	4,085	2,556	5,050	2,494			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	1,870	4,000	2,130	2,018	112	
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	3,700	620	
4603 Fun Day	13,487	15,370	18,100	2,730	2,059	671	
4608 Virtual Museum Upgrade	4,439	0	0	0		0	
Arts & Culture :- Indirect Expenditure	104,261	37,013	117,865	80,852	55,106	25,747	0
Net Income over Expenditure	(100,176)	(34,456)	(112,815)	(78,359)			
6001 plus Transfer from EMR	1,481	0					
Movement to/(from) Gen Reserve	(98,695)	(34,456)					
Grand Totals:- Income	4,085	2,556	5,050	2,494			
Expenditure	104,261	37,013	117,865	80,852	55,106	25,747	
Net Income over Expenditure	(100,176)	(34,456)	(112,815)	(78,359)			
plus Transfer from EMR	1,481	0					
Movement to/(from) Gen Reserve	(98,695)	(34,456)					



Wokingham Town Council

A&C Officer's Report 4/2024-25

To: Arts and Culture Committee
Date: 25/06/2024
Subject: Considering and scoring current events

1 REASON FOR REPORT

- 1.1 To advise the Committee on factors affecting event complexity
- 1.2 To offer a snapshot of current workload
- 1.3 To suggest a scoring criteria and system to evaluate Arts and Culture events

2 BACKGROUND AND CONTEXT

- 2.1 The Committee requested a breakdown of how much time the Officer spends on each event. This is an exceptionally difficult ask as it is not common practice to note this information. The nature of the work is not single project focused but responsive, with often a number of projects picked up and put down during any given workday. It would be preferable to allocate significant chunks of time to each project however as a significant proportion of the work involves communications and negotiations with external organisations this pick up and immediate action approach is often needed.
- 2.2 The Officer can however offer their experience in what adds complexity and time to an event.
- 2.3 Over the last 12 years there have been increasing requirements for Health and Safety provisions. The larger events tend to have higher needs for H&S due to higher attendee numbers and more provision that can add risks to the event. Outside events tend to be more in need of logistical and H&S support than inside events.
- 2.4 Over the last 12 years our time spent marketing has also increased significantly with the addition of social media and a more professional led approach to comms and marketing. All events need a certain level of Marketing support which in the smaller events can look out of proportion to the event. Councillors are reminded that in most cases individual Officers are responsible for their own marketing with strategic guidance and support by the Marketing Officer.
- 2.5 Brand new events will always be the most relatively complicated. This is because, as well as the Officer's likely unfamiliarity with the event, they will also be building a relationship with a new provider or several new providers.
- 2.6 Bringing on entirely new providers to an established event is also more time intensive as we have to build a relationship and understand how each party works for the event.
- 2.7 Communications is the number one time allocation for events. The majority of what I do is bring together organisations into one functioning event. Since Covid there has been an increased level of chasing needed for responses.

2.8 Some providers are easier to deal with than others and due to the scale and nature of the projects this Committee has, these tend to be the organisations on the “challenging” end of the scale. Challenging is in quotation marks as while it is true in a broad sense, it is not a full fair assessment. Reasons why some of these are more challenging than others often comes down to resources on their end, and is not a value judgement on the organisation itself. For example; many smaller businesses and individuals are operating alongside pressures of full time paid work and family etc. That is often the nature of work in the Arts.

2.9 From easiest to most challenging (not an exhaustive list):

- Mid sized professional experienced organisations
- Other public sector organisations
- Charities
- Start ups and small businesses
- Individuals

3 EXAMPLE TIME SCALES

3.1 The following is based on an established event;

- Significant alterations and the result of feedback for an established event should start approx. 9 months to a year in advance of the event date if at all possible. This can fluctuate depending on the requests. It may also be unavoidably shorter due to position of the event in the Council year if such considerations need a finance decision for example. If it is shorter the event will need to be prioritised to get it back on track which can have a knock on effect with other projects. Any providers with Contracts would need to have them reviewed, and if re-contracting that would be best done at this point.
- At the 6 to 9 month mark (sometimes longer if the event is co-produced) the event should be reviewed for minor feedback changes to enact, and work started in earnest by booking vital and popular providers. This would also be the point for an initial meeting for internal and external stakeholders to engage with additional suggestions and if warranted agree the theme or direction.
- At the 3 to 6 month mark all providers should be getting booked, the event should be taking shape and be getting in a position to market it.
- At the 3 month mark publicity and marketing materials should be being created and meetings around marketing approach had.
- At 4 to 6 weeks before the event marketing distribution starts. Additionally if not already received this is the point to chase up providers H&S documentation, write the event plan and internal H&S documents, plan staffing needs and ad hoc needs for the providers such as access instructions and reminders.
- In the final few weeks you will need to be able to immediately pick up; queries and requests from the public, unexpected queries from the providers (especially new providers), providers or staffing changes that need the event plan rewriting, any number of last minute emergencies.
- After the event; collating and interpreting feedback data and undertaking debriefs. Writing reports for Committee, provisionally costing next years event. This period is usually between 6 weeks to 2 months from the event date.
- It should also be noted that events with ticketing may need to be ready earlier in line with the ticket live date rather than the event date in some areas. Other factors like school holidays may also need to be worked into the planning process.

3.2 As you can imagine at any time of the year the Officer will be working on different projects and events in different positions simultaneously, as well as year round projects, and the Committee meeting needs.

4 SCORING RECOMMENDATION

- 4.1 As you will see with the attached excel workbook a draft scoring criteria has been started. This document is a working file that is not ready to actively score events yet, but may add some illumination on direction of travel and is an opportunity for Committee feedback.
- 4.2 The scoring sheet was intended to be able to offer a uniform scoring system across criteria and events. With a low score being positive and a high score being less positive. This was challenging as some events are not easily directly compared to each other due to external factors.
- 4.3 Officers will note that the events do not have to be compared to each other but the scoring should offer illumination on proportionality within each event. Additionally be used to inform discission on each event.
- 4.4 Councillors may wish to consider each criteria. Is this criteria going to add useful information in decision making? Are there criteria missing that should be considered? Should these criteria be weighted? If Yes to weighting, any suggestions for importance?
- 4.5 There are a number of criteria that can only be filled in by staff. Either because they are factual or a quantifiable in some other way with workings included for Councillor inspection.
- 4.6 More work needs doing with the Explanatory Notes to assist with scoring. Feedback from Councillors may help form these. See Demographic as an example.

Gemma Cumming
Arts and Culture Officer

Explanatory Notes

Explanatory Notes

Overall scoring system

Cost per Head

Cost per Band D

Staffing Impact (overtime)

Staffing Impact (event complexity)

Numbers Attending

Demographic
<p>Councillors should consider the wider Wokingham Town Arts landscape as well as the key audience demographic identified for each event when identifying if a demographic is well or under served.</p> <p>Officers would remind Councillors that there is nothing inherently wrong with having an audience focus. The work of the Committee as a whole should embrace multiple demographics.</p> <p>Councillors may wish to amend scores based on the event having multiple demographics from both well served and under served groups. Additionally they may wish to amend scores based on specific provision aimed at actively including minority demographics.</p>

Sustainability

Event appreciation

Legacy Impact

Impact on locality

Explanatory Notes

Ground breaking or unusual

Aim

Scoring Sheet (blank)

Event:

Scale notes: Low is notionally better than high

Cost per head	cost of the event divided by anticipated number of attendees (estimate)					
aiming to see if the event is value for money considering the number of people who attend						
Bandings (£)	0 to 4.99	5 to 9.99	10 to 14.99	15 to 19.99	20+	Notes
Scale 1 to 5	1	2	3	4	5	

Cost per Band D	cost of the event divided by Band D Households (estimate)					
aiming to see if the event is value for money considering the residents who pay for it						
Bandings	0 and 24p	25p to 74p	75p to £1.49	£1.50 to £2.99	£3 +	Notes
Scale 1-5	1	2	3	4	5	

Staffing impact (overtime)	(please reference Overtime sheet for workings)					
is the cost and support of this event needed in overtime proportional to the event						
Bandings	up to 10hrs	Up to 20hrs	Up to 30hrs	Up to 40hrs	over 40hrs	Notes
Scale 1 to 5	1	2	3	4	5	

Staffing Impact (event complexity)	Please reference Event Complexity sheet for workings					
Is the complexity of the event and subsequent time cost proportional to the event						
Scale 1 to 5	1	2	3	4	5	Notes

Numbers Attending	See Attendance sheet for information, bandings are not complete due to challenges with this criteria					
Bandings						Notes
Scale 1 to 5	1	2	3	4	5	

Demographic						
are we serving an under served (1) or a well served (5) demographic						
Scale 1 to 5	1	2	3	4	5	Notes

Scoring Sheet (blank)

Sustainability						
Is the event easily provisioned, does it have longevity						Notes
Scale 1 to 5	1	2	3	4	5	

Event appreciation						
How important is this event to the public? Would it be missed?						Notes
Scale 1 to 5	1	2	3	4	5	

Legacy Impact						
How much of a recordable impact or potential for impact is this event is having on attendees						Notes
Scale 1 to 5	1	2	3	4	5	

Impact on locality						
Is this event adding a substantial benefit to the Town						Notes
Scale 1 to 5	1	2	3	4	5	

Ground breaking or unusual						
Are we offering something that is unique?						Notes
Scale 1 to 5	1	2	3	4	5	

Aim						
In your opinion how well is this event fulfilling it's aim? (1 very well & 5 not at all)						Notes
Scale 1 to 5	1	2	3	4	5	

Attendance

Attendance: Very challenging measure. Events should be comparable however numbers attending is affected by external factors. On just quantity of attendees Tabletop would do very poorly however this doesn't take into account that it is a highly popular event that sells out. Inside events and outside events are not easily compared just with numbers. Councillors are encouraged to consider if this is a useful measure. Cost per head already considers the number of attendees compared to the budget allocated to it and offers an indication of value for money or proportionate spend. If this is a potentially useful additional measure Councillors are asked if it should be a direct measure of quantity and/or a measure of how popular an event is with max attendees considered. The latter also has challenges as a number of events do not have a known max number. The Officer has estimated a max number of attendees for each event based on current provision for each event. However this is a very imprecise measure in some cases.

Event	estimated Numbers attending	estimated maximum capacity	% attended	notes
Fun Day	3000	3000	100	Max capacity left at 3000, an increased number would make queue lines longer even though there is plenty of room on the field
Party in the Park	5000	5000	100	Max capacity left at 5000, the field may be able to take more but it becomes a more uncomfortable event
Sunny Sats	300	1500	20	Three events at the Peach Place. max capacity as dictated by WBC hire regulations
Theatre in the Park	200	2000	10	1000 at each event, but very imprecise as unsure how current PA system would cope with that many people and assumes people sit nearby to the event
Chalk About It	1000	1500	66.6666667	Event doesn't always fill up the collaborative piece much before the end with support from event staff
Science With Schools	60	150	40	Very imprecise calculation as assumes that either schools could offer more than one class or more schools are involved. Getting 5 schools timetables to align to allow for this event would be exceptionally unlikely
Book Festival	700	1000	70	Entirely ignores the outreach portion as the max figure here is unknown
Dressing the Tree	500	500	100	Assuming max as there is no limit for schools on number of attendees
Tabletop Takeover	240	240	100	Assuming 2 events sell out following pattern from last event
Lunar New Year	3000	3500	85.71428571	Does have some room to grow, not sure by how much

Councillors should also consider that if resources and funds allowed if any event above has room for growth.

	Straight quantity	percentage of max cap	Banding
Scoring options	0 to 500	0 to 19%	5
	500 to 1000	20 to 39%	4
	1000 to 2500	40 to 59%	3
	2500 to 5000	60 to 79%	2
	over 5000	80 to 100%	1

Overtime

Event	Overtime in hours	Explanation
Fun Day	27	2 staff @ 9hrs each @ 1.5x
Party in the Park	1.5	1 hour for PT @ 1.5x
Sunny Sats	18	1 staff @ 4 hrs x 3 events @ 1.5x
Theatre in the Park	0	No staff cover on the day
Chalk About It	32	2 staff @ 8 hours @ 2x
Science With Schools	0	Done in work hours
Book Festival	24	1 staff @ 4 hours x 1.5, 1 staff @ 8 hours x 2
Dressing the Tree	9	2 staff @ 3 hours x 1.5
Tabletop Takeover	24	1 staff @ 8 hours x 1.5, twice (two events per year)
Lunar New Year	48	3 staff @ 8 hours @ 2x

Bandings:	Up to 10 hours	1
	Up to 20 hours	2
	Up to 30 hours	3
	Up to 40 hours	4
	Over 40 hours	5

Event Complexity

Score points for each aspect:	Fun Day	Party in the Park	Sunny Saturdays	Theatre in the Park	Chalk About It	Science with Schools	Book Festival	Dressing the Christmas tree	Tabletop Takeover	Lunar New Year
Road closure										1
Dealing with WBC (licencing/ SAG/comms)		1	1				1			1
Dealing with Charity/volunteer groups (1point up to 5 groups 2 points up to 10 groups 3 up to 15 groups)	2	1			1	1		4		1
Outsourcing to a professional provider		1								
Is it outdoor or weather dependant	1	1	1	1	1			1		1
Co-produced event							1		1	1
Over more than one day (or multiple events)			1				1		1	
Dealing with multiple individual suppliers (traders, sole traders) (1point up to 5 groups 2 points up to 10 groups 3 up to 15 groups)	3		1	1	1	1	4		1	3
Councillors volunteering	1		1	1	1	1	1	1	1	1
Reputational aspect / high level of risk to reputation	1	1								1
Needs above ordinary input from other officers	1	1					1		1	
Involves ticketing							1		1	

9 6 5 3 4 3 10 6 6 10

Does not take into account adding new elements to the event

Scoring mechanism	Up to 3 points	5
	4 to 5 points	4
	6 to 7 points	3
	8 to 9 points	2
	10 or more	1



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.

<p>Sustainability</p> <ul style="list-style-type: none"> • Low impact on environment • Financially viable depending on acts and paying to access the public space (if applicable) • Would a flat booking rate or range of rates be a more transparent and better process. 	<p>Involving everyone</p> <ul style="list-style-type: none"> • Location free for others to access • Public event • No age group as a focus • Central location with no step access • Contained venue. • Is loud music in a public space disruptive to some members of the community?
<p>Fostering Town Pride</p> <ul style="list-style-type: none"> • Local groups reflecting the Community • Bring in diverse acts to increase representation • Adds something to the atmosphere of the Town Centre • Better linkage of events to Town Council • Ensuring acts reflect current and future community diversity • A Master of Ceremonies to bring some structure to the event 	<p>Enriching Community</p> <ul style="list-style-type: none"> • An experience people don't always get to see • Bring people together to enjoy music/the Arts • Something for everyone • Showcases local talent that might not otherwise have a platform

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



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 – Is this restrictive? • A range of authors chosen to represent different cultures and age groups • Feedback from all stakeholders gathered – change to gathering it digitally • 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 • options to expand into wards/outside town centre • Have a writing competition?

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

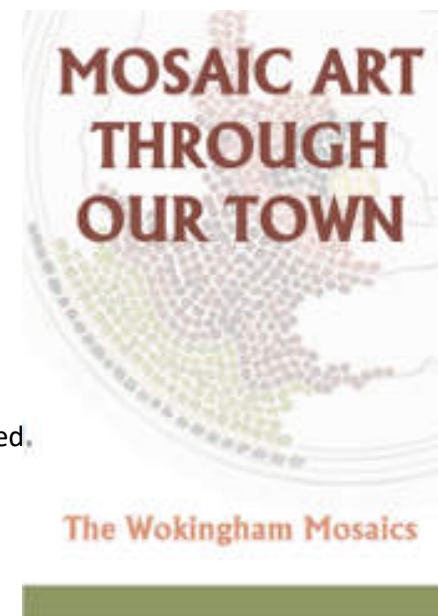
Reach: Booklets, Website, App, social media

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

A&C Officer's Report 3/2024-25

To: Arts and Culture Committee

Date: 18th June 2024

Subject: Fun Day 2024

1 REASON FOR REPORT

- 1.1 To advise the Committee on the outcome of the 2024 Fun Day.
- 1.2 To look forward to 2025 and future Fun Days

2 BACKGROUND

- 2.1 The Fun Day is an established and well known event run by the Town Council
- 2.2 It provides a day of free entertainment and enjoyment for the children of Wokingham and their families.
- 2.3 It is located in Langborough Recreation Ground which provides plenty of space for both the event and for families to use all day.
- 2.4 This event particularly targets the toddler to 10 year old age group and their families.
- 2.5 It has had a few years of budget increases to manage the increase in costs due to a challenging financial climate and add to the provision due to a large increase in attendance.

3 2024 FUN DAY

- 3.1 Visitor numbers continued to be higher than pre-pandemic. It was estimated that there were upwards of 3000 people on the field during the day and 1500 at one time.
- 3.2 We kept the activities a good distance from each other to ensure there was space for queuing. The field is large enough to handle that number of people comfortably.
- 3.3 Queues for the most popular activities were still long but reduced from last year. The longest queue was for the facepainters at around 45 minutes and the bungee trampolines was still a popular queue at about 40 minutes. Other activities had far more reasonable queue times. Approx. half of the provision is designed to have no queue. As such there was always something for all to do.
- 3.4 The option to have two ice cream vans both reduced the queuing times and increased the fee generated at the event. We would be keen to maintain this arrangement.
- 3.5 The solution to reducing queue times is not always simple. Popular activities will remain popular and queues tend to self limit according to how long someone is willing to wait for a particular activity. Increasing the capacity of a specific activity may increase the throughput, but may not reduce the queuing time. Thought has been given to which activities we can add capacity to rather than add alternatives. Adding new provision will escalate the event to a point at which it is difficult to manage and beyond the current expertise and capacity of the Town Council.

3.6 Set up was reasonably smooth with experienced providers who had attended in previous years, however there was new provision to get settled in and an increased amount of set up for the Town Council Gazebo. We very much benefitted from having Councillors help during set up, both due to the early start needed for some of the providers and the now expected need to check the ground for hazards.

3.7 Provision included:

- Facepainting and Magic shows and Toddler play area, glitter tattoos and queue entertainers
- Fairground Rides (increased capacity this year for the bungee trampolines)
- Mobile Farm
- Local scouts providing a low-cost BBQ
- Ice Cream vans
- First Aid point
- Arts and Crafts stalls from More Arts and Cowshed
- My Journey Wokingham Smoothie Bike
- Waste Clearance service
- Go Karts
- Birds of Prey and Ferret Racing
- First Days Soft Play
- Wokingham in Bloom
- Mindset Unlimited brought a sound bath tent this year

3.8 New for 2024

- Me2Club and Building for the Future with quiet area and sensory activities.
- Sports activities from Places for Leisure supporting My Journey
- Dinton Activity Centre Climbing Wall
- Wokingham Fire service was invited but were unable to attend on the day.
- Lemonade stall

3.9 There remain challenges with the Langborough Changing rooms. The direction of travel seems to be to retain the single ladies toilet but change usage for the remaining aspect of the building. As such this is no longer enough fixed toilet provision for the public at this event and we will require portaloos provision going forward.

3.10 Publicity included:

- Cross street banner 4 weeks before the event. Plus Town and onsite signage on the day.
- Wokingham Word advert and press releases in Wokingham Today.
- Town Council and Love Wokingham social media. Usage of social media, mailshots and websites. There was a particularly strong response to the Facebook Event posting that was set up for this event. With a total of 855 interested and 77 going, this was a strong response, similar to 2023. The posts also had a very strong share and reaction rate compared to other WTC posts and were posted by key places that families look at for things to do. Families indicated that information had been forwarded to them via existing social media groups and digital word of mouth as well as seeing the event in the local press and the advert in the Wokingham Word.

- Publicity seemed to work well for the event. Increasing the reach would put more pressure on the existing provision and budget. If anything we would advise Councillors to ensure they get the word out into their Wards via social media hyperlocal groups or otherwise. A focus on any expansion of attendees would be best served ensuring the residents of Wokingham, who pay for the event, are aware of it.

3.11 Other Feedback included:

- 60% of attendees who fed back to us were new to the event.
- Just over about half polled were from Wokingham with the rest primarily from Bracknell, Crowthorne and the other Wokingham Parishes.
- 58 drove to the event, 25 walked, 2 cycled, 7 used public transport.
- Everyone indicated they enjoyed the event. The open suggestion box mostly thanked organisers or gave no suggestions for changes. Of the proportion that did, queues were mentioned as a suggestion for change although many also indicated that this would be expected at a free event. Others suggested a ticket system which the Officer has already discussed with the providers who have the biggest queues. Their experience, backed up with our experience of free ticketed events indicates that this might work for some limited provision. However it often causes more antagonism and significantly more admin, especially if parents miss their timed slot. Wokingham Town Council cannot dictate how event providers manage their queues.
- The other thing that was mentioned (6 people) was more food and drink options. It was unhelpful that the lemonade provider ran out so early into the event. The greatest challenge for adding food providers is the lack of electricity at the site. It might be possible to explore adding some provision with the same fee as other commercial outlets if they don't require electricity to maintain safe food practices. Councillors are reminded that we allow attendees to bring picnics and town is a 5 minute walk away for multiple food options.

4 FINANCIAL IMPLICATIONS AND OTHER COSTS

- 4.1 The budget for 2024 was £18100. With an income target of £350.
- 4.2 The final expenditure of the 2024 Fun Day is £18,170 approx. This is a small overspend.
- 4.3 This is a cost of approx. £6 a head.
- 4.4 We have an agreement with a local ice cream provider to retain 20% in exchange for his attendance at the event. The amount raised again increased on the previous year's record, coming in at £680. This is likely because he had two Ice Cream vans.
- 4.5 Additionally the lemonade stand under the same agreement was a total of £76 income. This would likely have been higher as he sold out very early in the event. It was however a good addition and the Officer would be inclined to invite him back.
- 4.6 Another significant cost for the Fun Day is staff overtime. The larger the event gets the more staff will be needed to manage the space, even with the individual providers being responsible for their own area and Councillor help. The larger the event gets the earlier and later the set up and breakdown occurs. Staff overtime was 10.5 hours and 9 hours. The Town Clerk also arrived at midday to cover lunch breaks and stayed longer than intended to assist with the event.
- 4.7 There was also attendance from the Mayors Attendant.
- 4.8 Many thanks for the Councillor support on set up decamp and during the day. A number of Councillors were understandably unable to attend last minute due to the GE being called. As a reminder the Arts and Culture Officer always appreciates to find out about a change in support with a replacement in place.
- 4.9 Providers and Officers would like to suggest a movement toward an 11am start reducing the event from 6 hours to 5 hours. This is unlikely to impact numbers attending and may not

significantly reduce costs from providers but it would afford a more reasonable day length for both staff and providers at the event.

- 4.10 Looking at both the current rate of the CPI (2%) and the specific recreation and culture inflationary figures (5.7%) officers would suggest an inflationary increase of 5%.
- 4.11 Feedback from the face painters provider indicates that the Glitter Tattoo provision is not as popular than the Facepainting and it might be better served to cut the tattoos and use that to augment the face painters, as well as an uplift to increase the facepainting offer further.
- 4.12 The Arts and Culture Officer would not at this stage encourage any significant increase in provision. While some activities were busy there were lots of other things to do that did not generate queues. It has been suggested that an additional £500 would cover increasing the number of face painters. Bringing them to a team of six.
- 4.13 We would also be suggesting increasing the income target for this event.
- 4.14 The two largest aspects of this event (both in cost and scale of provision); the fairground and the face painting/magic shows are under contract (these are on a 1 year contract with option to extend for one further year). The Arts and Culture Officer would be keen to extend both their contracts for another year and negotiate necessary contract changes. The provision was as advertised and both work well for this event. The greatest benefit to being able to extend the contracts would be being able to fix prices asap and a greater availability in rides.

The Arts and Culture Officer will also note that when quoting happened two years ago for this event we only had one response for each aspect.

5 RECOMMENDATIONS

- 5.1 To agree to extend the contracts for the contracted providers. With the Arts and Culture Officer managing the fine detail on changes in provision and subsequent cost of each element.
- 5.2 To consider a reduction in the event duration.
- 5.3 To consider if you would like the Arts and Culture Officer to commit time to exploring potential suitable additional food offers.
- 5.4 To request a 5% increase for the event and agree the requested budget from F&P. (£19,005)
- 5.5 To request an additional £500 specifically to increase the facepainting provision. (£19,505)

Gemma Cumming
Arts & Culture Officer