



# Wokingham Town Council

Town Hall, Market Place, Wokingham, Berkshire RG40 1AS  
Tel: 0118 978 3185 [www.wokingham-tc.gov.uk](http://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**

27<sup>th</sup> August 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 2<sup>nd</sup> September 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](mailto: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 15<sup>th</sup> July 2024 (pages 17021 to 17024), copy attached, as a true and correct record.

### 5 MONITORING REPORT

To receive and consider the Monitoring Report dated 27<sup>th</sup> August 2024 (copy attached).

**6 COMMITTEE BUDGET**

To receive and consider the Committee's budget dated to 31<sup>st</sup> July 2024 (copy attached).

**7 SCORING SYSTEM DISCUSSION**

To receive and use a revised version of the scoring system to rate, as examples, Chalk About It and Fun Day. To discuss and consider next steps for utilizing the system. (copy attached)

**8 THEATRE IN THE PARK**

To consider and resolve on a report on the Theatre in the Park (copy attached)

**9 COMMITTEE INFORMATION**

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

**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).*

## 15<sup>th</sup> July 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 21:24

### **PRESENT**

Vice Chair: Cllr A Domingue

Councillors: S Cornish, P Cunnington, A Fraser, M Fumagalli, 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 B Callender.

### **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 A Jones and seconded by Cllr S Cornish and it was

**RESOLVED  
30885**

that the Minutes of Arts and Culture Committee meeting held on 10<sup>th</sup> June 2024 (pages 16993 to 16995), copy attached, be received as a true and correct record. A vote was taken, which was unanimous in favour.

### **MONITORING REPORT (Agenda Item 5)**

The Monitoring Report dated 9<sup>th</sup> July was received and considered.

### **Human Library**

Funding has been approved by F&P. The Arts and Culture Officer to fill in application and continue with the project.

### **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, English leads and/or school librarians, and Councillors with children of that age. Feedback to still be looked for, however it is looking to inform future years not 2024's event.

### **Sunny Saturdays Working Party**

It has been agreed that this will pause while the events are taking place.

### **COMMITTEE BUDGET (Agenda Item 6)**

The Arts and Culture Committee's budget dated to 31<sup>st</sup> May 2024 was received.

CHAIR'S INITIALS \_\_\_\_\_



**CONSIDERATION OF EVENTS (Agenda Item 7)**

The Officer was thanked for the comprehensive document outlining time pressures on events and Officer workload.

The scoring criteria was well received although it was noted that more work to assist Councillors with scoring and understanding pre populated scores would be of benefit. The scoring criteria and system presented was more thorough than anticipated.

Some Councillors were keen to have more detail on overtime costs and were encouraged to liaise directly to the Town Clerk as the Officer will not have that level of detail as it relates to personnel.

For next steps the Officer will look to work with Councillors and the Town Clerk to refine the system further and add to the explanatory notes to assist with scoring. Refinement should consider how the Council's values might tie into the scoring system.

**ACTION: ARTS AND CULTURE OFFICER**

Councillors are requested between publishing of a revised scoring system and the meeting date in September to score two events as a test of the system. The events to test will be Chalk About It and Fun Day.

**ACTION: ARTS AND CULTURE COMMITTEE**

**FUTURE EVENTS (Agenda Item 8)**

The following events were suggested for consideration and further investigation.

1. To utilise an artist contact of a Councillor to potentially paint or lead school groups to **paint utility cabinets**. The two large ones near the Station were of particular interest.
2. **A Diwali/Visakhi celebration**. Could we engage with Bombay Story or other groups to advise on the event? It was noted we aren't able to have fireworks at events we organise currently as our insurance does not cover it. It was requested to find out what might be needed to allow for it.
3. Changes and Improvements to **Dressing the Christmas Tree**. The Committee requested using a brass band over the choral group. They also suggested what might be possible to make more of this event and widen it's appeal outside the schools. Possibly investigating a Christmas Market.
4. It was further requested that when planning event or changes to existing events consideration of other groups who might be excluded be considered. The Arts and Culture Officer welcomed Councillors to highlight any particular group that might need further thought when they became aware of them.

**ACTION: ARTS AND CULTURE OFFICER**

**FUN DAY (Agenda Item 9)**

The Committee thanked the Officer for the report on the Fun Day. The recommendations were discussed. The idea from providers to reduce the event

CHAIR'S INITIALS \_\_\_\_\_



public duration from 6 hours to 5, to be more in line with other local events was discussed but it was felt that 6 hours was needed due to the popularity of the event. Councillors would not support reducing the event duration. If Officers were finding the overtime overly taxing, the option to take time off in lieu should be considered by the Town Clerk.

**RESOLVED  
30886**

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

to extend the contracts for the contracted providers for the Wokingham Children's Fun Day. With the Arts and Culture Officer managing the fine detail on any changes in provision and fee for them. A vote was taken and it was unanimous in favour.

**RESOLVED  
30887**

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

to request the Arts and Culture Officer commit time to exploring options for additional food offers at the event. With a focus on adding to choice rather than volume. A vote was taken and it was 5 to 3 in favour.

**RESOLVED  
30888**

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

to request from F&P a 5% increase to the current event budget. A vote was taken with 7 in favour and one abstention.

**RESOLVED  
30889**

It was proposed by Cllr M Malvern and seconded by Cllr S Cornish and it was

to request from F&P an additional £500 to support increased face painting provision. A vote was taken with 7 in favour and one abstention.

This brings the total requested budget of the Fun Day to £19,505.

**ACTIONS: ARTS AND CULTURE OFFICER AND RFO**

**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)**

**RESOLVED  
30890**

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

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

**PARTY IN THE PARK (Agenda Item 12)**

The report considering the Party in the Park 2024 was received and considered. Councillors were not satisfied with the response regarding the toilets from the event provider. The Officer was instructed to push back with the event provider around their choice of subcontractor and more explanation as to why Party in the

CHAIR'S INITIALS \_\_\_\_\_



Park toilets were insufficient when Councillors experience of larger events with similar toilet provision did not have these capacity challenges.

**RESOLVED  
30891**

It was proposed by Cllr M Fumagalli and seconded by Cllr A Fraser and it was to maintain the existing event provider and request from F&P an increase to the Party in the Park budget taking it to £73,640. This budget includes the event providers fee and budget for sundry support. A vote was taken with 7 in favour and one abstention.

**RESOLVED  
30892**

It was proposed by Cllr M Malvern and seconded by Cllr M Gee and it was to retain the event as a free event, on Elms Field that finishes at approximately 9pm with 4 acts. In 2025 this event will be on Saturday 7<sup>th</sup> June. A vote was taken which was unanimous in favour.

**RESOLVED  
30893**

It was proposed by Cllr A Jones and seconded by Cllr A Fraser and it was to nominate Councillors P Cunnington and B Callender to join Officers in making act choices for this event. A vote was taken which was unanimous in favour.

**RESOLVED  
30894**

It was proposed by Cllr P Cunnington and seconded by Cllr M Malvern and it was to continue to ensure there is cultural, race and gender diversity within act choices. A vote was taken which was unanimous in favour.

**RESOLVED  
30895**

It was proposed by Cllr M Malvern and seconded by Cllr A Jones and it was to keep the disabled provision. A vote was taken which was unanimous in favour.

**ACTIONS: ARTS AND CULTURE OFFICER AND RFO**

**LUNAR NEW YEAR (Agenda Item 13)**

The report was received and considered. It was noted that the increase was less than anticipated. It was noted that this might be because of an underspend on this year's event due to financial pressure. With regards to the proposed screen addition Councillors agreed that at this time it didn't seem a proportional addition.

**RESOLVED  
30896**

It was proposed by Cllr M Malvern and seconded by Cllr M Gee and it was to increase the provision of the event. A vote was taken and it was unanimous.

**RESOLVED  
30897**

It was proposed by Cllr S Cornish and seconded by Cllr M Malvern and it was to request from F&P an increase to the budget taking it to a total of £11,950. A vote was taken with 7 in favour and one abstention.

**ACTIONS: ARTS AND CULTURE OFFICER AND RFO**

**CHAIR**

CHAIR'S INITIALS \_\_\_\_\_



**Monitoring Report: Arts & Culture**

**Date: 27<sup>th</sup> August 2024**

<b>Date Action Agreed</b>	<b>Item for Action (to include any resolution number)</b>	<b>Person Actioning</b>	<b>Proposed Completion Date</b>	<b>Progress</b>
6 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> Jan 24	Sunny Saturdays Working Party	Sunny Saturdays Working Party	September 2024	Agreed on pause until after Sunny Saturdays events
15 <sup>th</sup> July 24	Painting Utility Cabinets	A&C Officer		Arranging meeting between Amenities Officer, A&C Officer and Cllr Domingue to talk through challenges and knowledge from similar actions engaging with such projects. Awaiting availability.
15 <sup>th</sup> July 24	Diwali/Visakhi celebration	A&C Officer		Starting to build a cultural advisory group to help with planning such an event.
15 <sup>th</sup> July 24	Changes to Dressing the Christmas Tree	A & C Officer		Engaged with St Sebastians Wokingham Band. They would be able to come this year with a subset, they will require paying which is not part of the budget. Future planning awaiting responses.

Detailed Income & Expenditure by Budget Heading 31/07/2024

Month No: 4

4

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	Transfer to/from EMR
<b>304 Arts &amp; Culture</b>							
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	<b>4,085</b>	<b>2,556</b>	<b>5,050</b>	<b>2,494</b>			<b>0</b>
4341 Concert	60,602	67,353	67,245	(108)		(108)	
4343 PRS Licence	0	0	600	600		600	
4345 Book Festival	5,994	(133)	7,800	7,933	4,183	3,750	
4346 Human Library	0	0	250	250		250	
4388 Theatre in the Park	3,701	2,140	4,000	1,860	2,063	(203)	
4389 Board Games event	359	25	1,000	975		975	
4512 Sunny Saturdays	1,695	275	3,000	2,725	675	2,050	
4513 Dressing the Christmas Tree	1,602	0	1,350	1,350	1,400	(50)	
4526 Lunar New Year	8,332	0	11,950	11,950		11,950	
4527 Chalk about it	4,050	1,152	4,320	3,168	2,608	560	
4603 Fun Day	13,487	17,127	18,100	973	300	673	
4608 Virtual Museum Upgrade	4,439	0	0	0		0	
Arts & Culture :- Indirect Expenditure	<b>104,261</b>	<b>87,938</b>	<b>119,615</b>	<b>31,677</b>	<b>11,229</b>	<b>20,448</b>	<b>0</b>
<b>Net Income over Expenditure</b>	<b>(100,176)</b>	<b>(85,381)</b>	<b>(114,565)</b>	<b>(29,184)</b>			
6001 plus Transfer from EMR	1,481	0					
<b>Movement to/(from) Gen Reserve</b>	<b>(98,695)</b>	<b>(85,381)</b>					
Grand Totals:- Income	<b>4,085</b>	<b>2,556</b>	<b>5,050</b>	<b>2,494</b>			
Expenditure	<b>104,261</b>	<b>87,938</b>	<b>119,615</b>	<b>31,677</b>	<b>11,229</b>	<b>20,448</b>	
<b>Net Income over Expenditure</b>	<b>(100,176)</b>	<b>(85,381)</b>	<b>(114,565)</b>	<b>(29,184)</b>			
plus Transfer from EMR	<b>1,481</b>	<b>0</b>					
<b>Movement to/(from) Gen Reserve</b>	<b>(98,695)</b>	<b>(85,381)</b>					



**Overall scoring system**

Scoring arts events is a very challenging process. Some of the most key aspects to the value of the arts are not physical aspects. There is a mix of quantitative and qualitative data. The facts and figures can be interpreted but should never be looked at without the social, emotional etc value. The latter is very difficult to interpret due to its very nature. It is often highly personal, difficult to articulate and sometimes unconscious for the participant. It can also be affected by bias, social structures and endless facets of the human condition. (even trying to explain this is challenging).

Councillors may wish to consider with the more emotive driven categories, what they have heard and seen on social media, what feedback they have had when attending the specific event, and any subsequent feedback that has come up in post event reports, or any other feedback from residents that has come up when discussing Town Council work at other times.

<b>Cost per Head</b>
This figure is calculated as: Total spend on event, divided by (estimated) attendance.

<b>Cost per Band D</b>
This figure is calculated as: Total spend on event, divided by number of band D households (figure provided by WBC once per annum). It gives an estimate of cost for each household from the town council's precept.

<b>Staffing Impact (overtime)</b>
This figure covers the cost to the town council of providing staff for an event. Note this is an estimate, as it is based on an average iteration of an event and an assumed rate of pay, which will vary by staff member and day of event. Councillors should note that staff working overtime on a Saturday are paid time and a half, staff working on a Sunday are paid double time (unless either is a normal working day for the staff)

<b>Staffing Impact (event complexity)</b>
This score takes account of: a) the number of different staff required to organise an event, b) the extent of additional works, meetings etc required as part of the organisation of the event. It takes into account known major challenges but is not an exhaustive list nor a fully specific list. Listing every element is not possible as different events have different challenges, some have required broader categories. Listing everything would create a far more complicated document when it is already very complicated.

## **Numbers Attending**

This is an estimate of the number of people attending the event across the duration of the event time.

## **Demographic**

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.

## **Sustainability**

This score looks at the measures taken to limit the negative environmental impact of the event (or alternatively measure the positive impact the event has). It should be considered if the event has any challenges associated with environmental impact.

## **Longevity**

When scoring this section please consider the financial sustainability of the event as well as how sustainable the event is in terms of the number of staff / councillors / volunteers required to maintain its delivery. Consideration should also include any possible reduction in supply that would stop the event happening and how likely this is to happen. For example certain cultural events are predicated on support from that particular community, some events have needs with specific kinds of charitable organisations.

## **Event appreciation**

This score considers the extent to which those attending appreciate the event or consider it to be important to them.

This score may work in tandem with Legacy Impact. Events that draw a larger crowd are more likely to be missed if they stopped happening. Events that have a smaller audience may be less likely to be missed

## **Legacy Impact**

Conversely to Event Appreciation, with Legacy Impact consider the depth of an impact the event has had on its audience. Smaller, more intimate events may encourage greater legacy impact because more time and energy is spent in a small group. Other events should be considered for the amount of time spent working on the event in depth, or specialist organisations involved, to understand an audience in detail and create high quality experiences for them. For events to score well they should score well in at least Event Appreciation or Legacy Impact.

### **Impact on locality**

Consider the impact this event has on the wider town. Is it helping local businesses, is it encouraging visitors to the Town outside of event days? How wide of an impact is it having on the Town?

Are there other questions to be asked about the effect this event has on organisations, individuals and businesses not directly connected to the event in some way?

### **Ground breaking or unusual**

Is this event ground-breaking or unusual locally? Councillors may wish to consider how much weight to put behind this category. However events that are unusual, or one of a kind locally, or are the first event of its kind is worth considering within the event scoring as it adds to Wokingham's impact on the local or regional arts scene and has contributed to the distinctiveness of the Town.

### **Aim**

How well has this event lived up to its core aim?  
(Has this event got a clearly stated aim?)

## Cost per Head and Cost per Band D

### Event cost calculator sheet

Precept	1227267
Tax base	17380
Band D rate	70.61

Event	Budget from precept	Cost per band D	Estimated attendance	Cost per attendee to Council*	notes
Party in the Park	67245	£3.87	5000	£13.45	
Book Festival just weekend	4200	£0.24	700	£6.00	Attendees also need to purchase a ticket at £3 before discounting
Book Festival Outreach	0	£0.00	2000	£0.00	Sponsored portion of the Book Festival
Theatre in the Park	4000	£0.23	600	£6.67	
Tabletop Takeover	0	£0.00	240	£0.00	Attendees pay £4 per ticket barring any discounts
Sunny Saturdays	3000	£0.17	300	£10.00	
Dressing the Christmas Tree	1350	£0.08	500	£2.70	
Lunar New Year	10250	£0.59	3000	£3.42	
Chalk about it	4320	£0.25	400	£10.80	
Fun Day	18100	£1.04	3000	£6.03	
Science with Schools	0	£0.00	60	£0.00	

## 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

**Queries related to Overtime must be directed to the Town Clerk**

## 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

## 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	600	800	75	400 at each performance, 2 performances, based on the current set up ability to support the event. (Both local Theatre venues are under 200 seats)
Chalk About It	400	1000	40	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 allow if any event above has room for growth.

	Straight quantity	% of max capacity	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

## Scoring Sheet (blank)

**Event:**

Scale notes: Low is notionally better than high

<b>Cost per head</b>	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	

<b>Cost per Band D</b>	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	

<b>Staffing impact (overtime)</b>	(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	

<b>Staffing Impact (event complexity)</b>	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

<b>Numbers Attending</b>	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	

<b>Demographic</b>						
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)

<b>Sustainability</b>						
Is the event sustainable? Can it align to our vision to be green or does it have currently unavoidable challenges?						Notes
Scale 1 to 5	1	2	3	4	5	

<b>Longevity</b>						
Is the event easily provisioned, does it have longevity?						
Scale 1 to 5	1	2	3	4	5	

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

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

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

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

<b>Aim</b>						
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	

Event:

Scale notes: Low is notionally better than high

<b>Cost per head</b>	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	

<b>Cost per Band D</b>	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	

<b>Staffing impact (overtime)</b>	(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	

<b>Staffing Impact (event complexity)</b>	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

<b>Numbers Attending</b>	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	

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

## Chalk About It

<b>Sustainability</b>						
Is the event sustainable? Can it align to our vision to be green or does it have currently unavoidable challenges?						Notes
Scale 1 to 5	1	2	3	4	5	

<b>Longevity</b>						
Is the event easily provisioned, does it have longevity?						
Scale 1 to 5	1	2	3	4	5	

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

<b>Legacy Impact</b>						
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	

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

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

<b>Aim</b>						
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	

# Fun Day

**Event:**

Scale notes: Low is notionally better than high

<b>Cost per head</b>	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	

<b>Cost per Band D</b>	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	

<b>Staffing impact (overtime)</b>	(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	

<b>Staffing Impact (event complexity)</b>	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

<b>Numbers Attending</b>	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	

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

## Fun Day

<b>Sustainability</b>						
Is the event sustainable? Can it align to our vision to be green or does it have currently unavoidable challenges?						Notes
Scale 1 to 5	1	2	3	4	5	

<b>Longevity</b>						
Is the event easily provisioned, does it have longevity?						
Scale 1 to 5	1	2	3	4	5	

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

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

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

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

<b>Aim</b>						
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	



# 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
<b>Fun Day</b> (Saturday of last May bank holiday)	10+	1000 families	£18,100 (£350)	
<b>Party in the Park</b> (first Saturday in June)	10+	5000	£67,245 (£67,245)	Was originally International Street Concert
<b>Sunny Saturdays</b> (Saturdays between May and Sept)	10+	100 per performance	£3000 (£3000)	3 planned performances
<b>Theatre in the Park</b> (Summer Holidays)	10	300 per performance	£4000 (£4000)	2 performance, Audience based on 2024 figures
<b>Chalk About it</b> (Mid August)	3	1000*	£4320 (£4320)	*data update required
<b>Science with Schools</b> (Sept/Oct – Schools choice)	4	2 schools and 2 classes	£0	
<b>Wokingham Children’s Book Festival</b> (A weekend in October)	6	700 tickets sold (weekend) and 8 schools 2000 pupils (outreach)	£7800 (£4200 + £3600)	
<b>Dressing the Christmas Tree</b> (Early December – weeknight)	10+	500 (17 schools)	£1350 (£1350)	
<b>Town Hall Tabletop Takeover</b> (twice – Oct/Nov and Feb/March)	3	120	£1000 (£1000)	
<b>Lunar New Year</b> (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><b>Sustainability</b></p> <ul style="list-style-type: none"> <li>• High value for the public (free)</li> <li>• High proportion of attendees travelling not by car</li> <li>• Reducing (Traders) and removing (WTC) single use plastics</li> <li>• Recycling company on site for waste</li> <li>• Use primarily local organizations</li> </ul>	<p><b>Involving everyone</b></p> <ul style="list-style-type: none"> <li>• Attendees appreciative that event is free</li> <li>• Usually accessible</li> </ul>
<p><b>Fostering Town Pride</b></p> <ul style="list-style-type: none"> <li>• Attendees do come from further afield</li> <li>• Using Langborough for an event</li> <li>• Long standing community event that spans generations</li> <li>• Very well linked to Wokingham Town Council</li> </ul>	<p><b>Enriching Community</b></p> <ul style="list-style-type: none"> <li>• Multi (or no specific) affiliation event – for everyone</li> <li>• Organisations that support vulnerable families attend</li> </ul>

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

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

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

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

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

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

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

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

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

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

**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](http://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

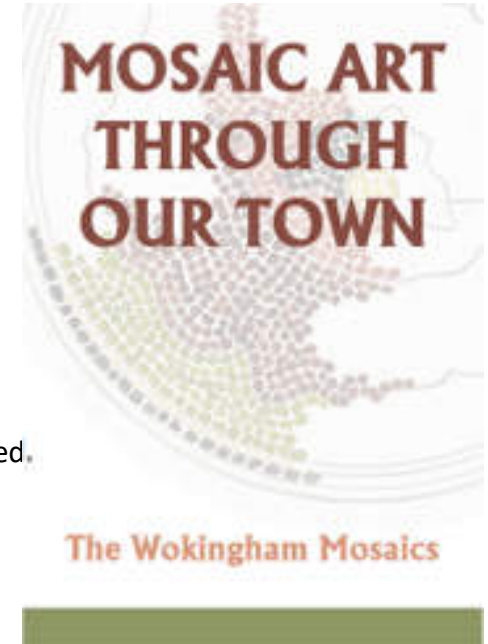
**Reach:** Booklets, Website, App, social media

**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 5/2024-25

---

To: Arts and Culture Committee

Date: 22nd August 2024

Subject: Theatre in the Park 2024

---

### 1 REASON FOR REPORT

- 1.1 To advise the Committee on the outcome of Theatre in the Park
- 1.2 To look forward to 2025 and consider future opportunities.

### 2 BACKGROUND

- 2.1 Theatre in the Park has been an ongoing event for a number of years. It is well received however ongoing discussions about disappointingly low audience numbers led to the decision to in 2020 cut down to a single event with two performances in Elms Field (rather than Howard Palmer Gardens) to see if that could increase both audience numbers and awareness of the event. Performing the event in Elms Field had seen an increase in visitor numbers but not to the scale the previous Committee was hoping for.
- 2.2 The previous Committee agreed to continue with the event when it reached the end of the contract. The Officer received two expressions of interest. One from a company with a premade production that was not possible to accommodate within what was possible on Elms Field and the other from Bart Lee Theatre. Bart Lee Theatre was chosen.
- 2.3 The contract is a single year contract which was extended for a further year and could be extended once more.
- 2.4 Feedback from 2023 indicated a desire to move away from Shakespeare as a play choice.

### 3 2024 EVENT

- 3.1 Many thanks goes to Bart Lee for this adaptation of the classic story, Jack and the Beanstalk.
- 3.2 Elms Field continues to be a good location with it's own specific challenges. It has built in power for a PA system. It's openness increases the visibility of the event but can make sound more challenging. Additionally the proximity to the playpark is both a boon for parents and the volume of sound coming from there has been noted as a challenge in past years.
- 3.3 Thankfully this year we had good weather which will have helped attendance over last year's last minute changes due to poor weather.
- 3.4 Attendance was increased dramatically to around 300-350 per performance. Primarily families with children under the age of 10. It is unclear from feedback any particular reason for the increase but it can be reasonably assumed that play choice was a significant factor.
- 3.5 Those numbers were also a good indicator of potential maximum audience attendance of this event in this space with the current provision. On discussion with Katy and Bart, the achieved audience numbers were very positive but increasing that significantly would start to

move the event not only outside of being outsourced to a company like Bart's, but also require additional provision. This would also change the tone of the event. If Councillors still have a drive to increase the audience size further at this event they may wish to consider the ramifications of larger audiences. Increased logistical costs, increased complexity requiring more Officer time and a change in the intimacy and audience participation as part of the event (larger events become more impersonal). The Officer will remind the Committee that the Theatre venues in town both have a max audience capacity under 200.

3.6 Like any outside event it will continue to be vulnerable to weather conditions.

3.7 In short this was a very successful event with an excellent audience size.

#### **4 FINANCIAL IMPLICATIONS AND OTHER COSTS**

4.1 The budget for 2024 was £4000 and is an outsourced event with WTC retaining some funds to support the marketing of it. This is the second year of a potential three year contract.

4.2 The expenditure was approx. £4200 which included the portion allocated to Bart Lee Theatre of £3735. The Arts and Culture Officer made the decision to spend more money on the Marketing of this event to try to boost numbers. At seeing the good response on social media it was decided to go a little over budget to ensure we captured a record of the event.

4.3 Marketing expenditure consisted of a new banner for the Elms Field site, flyers and an advert in a local paper. This was in addition to free avenues such as social media.

Feedback indicates that social media had the strongest reach with a even split between people seeing it on Town Council feeds, Love Wokingham feeds and Other social media. Word of Mouth was next, followed by Banner and Leaflet. Newspaper Advert was not cited once. If the event was to happen again Officers would not use budget on an advert.

4.4 Feedback also indicated that almost everyone had never been before. Over half came by car the rest walked.

4.5 Three quarters were from Wokingham, the rest from nearby towns and parishes.

4.6 All additional comments were complimentary. The one minor query was around the performance being a little too long. On reflection some of the audience participation, especially with younger audience members, took longer than anticipated. It has been taken as learning point for when adapting a story that is suited to that age group with audience participation.

4.7 There was a incident on Facebook related to bins that was attributed to the event. The Arts and Culture Officer and Town Clerk have looked into this. The bins were emptied on Elms field as normal during the event. At the end of the final performance the space was clean and tidy. We understand that the litter identified the next day was around one set of bins while other bins in the park were not full. We do not believe this to be a direct sole result of the event. As always we will consider when events like this and warm Summer weekends coincide and if normal bin operations are sufficient.

4.8 With regards to future finances. The Arts and Culture Officer would be comfortable to extend Bart's contract should the Committee wish to continue with the event.

4.9 Inflationary pressures should be considered. After discussion with the provider the Arts and Culture Officer would suggest 5%, but if not that at least in line with CPI. CPI continues to not be a very useful measure when looking at arts events especially at this scale. Small scale events don't work well with small percentages. However the provider has indicated that he would make it work whatever the decision on percentage. That lack of pressure indicates that he is working in good faith.

4.10 The Arts and Culture Officer would like to remind Councillors on the amount of good will the Theatre Company gives to make this event work.

The costs to put this on includes but is not limited to:

- Hire of a PA system and mic hire plus all the PAT testing and H&S checks needed with all electrical equipment as per WTC H&S rules for providers.
- PLI insurance
- Adaption of source material into a script
- Costumes, props and any set dressing
- Director/producer – Rehearsals as well as performances
- Actors – Rehearsals as well as performances.

## **5 RECOMMENDATIONS**

- 5.1 That Committee consider if they wish for this event to continue.
- 5.2 If so the Officer recommends extending the contract with Bart Lee Theatre, maintaining the structure as it is and a budget increase. For the budget increase the Officer would suggest as a minimum in line with inflation but the Committee are free to set their own amount.
- 5.3 The Committee to also indicate if there is any preference for a play choice.

Gemma Cumming  
Arts & Culture Officer