

# 21<sup>st</sup> May 2018

Minutes of the proceedings of the **ARTS & CULTURE COMMITTEE** meeting held on this day in the **DIAMOND JUBILEE ROOM, TOWN HALL, WOKINGHAM** from 19:32 to 21:13.

## **PRESENT**

Chairman: Cllr Mrs G S Hewetson

Councillors: Cllrs M Bishop, Ms S Gurney, M Monk and K Morgan

## **IN ATTENDANCE**

Arts and Culture Officer

## **APOLOGIES FOR ABSENCE (Agenda Item 1)**

Apologies for absence were received and accepted from Cllr C Moore and Mrs S Steatham.

## **MEMBERS' INTERESTS (Agenda Item 2)**

Cllr Mrs Hewetson stated that she is a trustee of the Cultural Partnership: more arts.

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

No questions have been received.

## **ARTS & CULTURE COMMITTEE MINUTES (Agenda Item 4)**

It was proposed by Cllr Mrs Hewetson and seconded by Cllr K Morgan and it was

**RESOLVED  
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that the Minutes of the Arts & Culture Committee meeting held on 12<sup>th</sup> March (pages 15539 to 15541) be received as a true and correct record and that they be confirmed and signed by the Chairman.

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

The Monitoring Report dated 15<sup>th</sup> May 2018 was received and considered.

### **Wokingham Mosaics:**

To be considered under Agenda Item 10

### **Objectives:**

To be considered under Agenda Item 7

### **Market Place Celebration:**

To be considered under Agenda Item 8

### **Livestreaming and video sharing to Care Homes:**

The Arts and Culture Officer reported that she was considering future livestreaming options across the events as a whole. Specific engagement with Care Homes was estimated to begin post May.

### **Wokingham Children's Book Festival:**

To be considered under Agenda Item 9b



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

The Arts and Culture Committee's budget dated to 30<sup>th</sup> April was received and noted.

It was asked whether the committee would be expecting any further income for the Street Concert via sponsorship. The Chairman reported that due to the current climate of ongoing construction works she, in discussion with the Town Clerk, had decided to not ask local businesses for sponsorship this year. We would instead be supporting the businesses in the Town and adding to the Street Concert offer with a video wall that will complement the event and act as an opportunity between acts to talk about the event, publicise Love Wokingham and support the local businesses.

The Committee also felt the video wall would be a great vehicle for publicising upcoming events such as the Book Festival and the Market Celebration Day/Heritage.

### **OBJECTIVES REVIEW (Agenda Item 7)**

a) Cllr Ms Gurney presented a reviewed set of objectives and metrics based on the existing ones and utilising the SMART process to ensure objectives could be measured. The Committee discussed the review and thanked Cllr Ms Gurney on her work to produce this document.

The Arts and Culture Officer will place these in the usual format for the next meeting.

**ACTION: ARTS & CULTURE OFFICER**

Ways in which to achieve relevant data and feedback were discussed in order to properly be able to review the objectives. It was agreed that at the Street Concert photography would be key (particularly from the stage) to gauge crowd numbers and demographic makeup. At this event and at others a simple feedback device inspired from those at airports could be deployed. It would require a tablet which the council already owns and a piece of code that Cllr Ms Gurney could create for us alternatively it could be purchased or hired.

**ACTION: CLLR GURNEY**

b) The 5 year plan was reviewed and Councillors were happy with the content.

It was noted that the early part of the calendar year January to March remained empty of Town Council events. The Arts and Culture Officer was asked to explore the possibility of events at this time, of particular consideration was inflatable obstacle courses / a zombie run which would be appealing to the young adult demographic of late teens to early 30's.

**ACTION: ARTS AND CULTURE OFFICER**

It was noted that under ad hoc and ongoing projects that the sculpture trail was still under investigation. The Chairman refreshed the committee on the concept and ideas for a base sculpture to be produced locally were requested. Bells and silk moths, recognising heritage industries in the Town, were suggested. The Committee were keen to see this happen in August – September 2019.

**ACTION: ARTS AND CULTURE OFFICER**

The Committee discussed the future of the Theatre in the Park and requested that next year we returned to having at least one play that was of cross



demographic interest such as Shakespeare. The performance on the Sunday previously of Owl and the Pussycat was very well received however the Committee were concerned about having both plays of the year focussing on the same age range. It was also considered in future years that we could look at different allocations of the budget or request additional funds to enable a third Theatre in the Park play in a year.

As well as working with Top Drawer Management next year to assist with the event it was noted that other local groups such as Reading Fringe might be able to assist.

**ACTION: ARTS AND CULTURE OFFICER**

The Arts and Culture Officer was asked to explore how the traffic light system might be employed with the 5 year plan to assist with absorbing the content.

**ACTION: ARTS AND CULTURE OFFICER**

### **MARKET PLACE CELEBRATION (Agenda Item 8)**

The Chairman updated the Committee on works to progress this event. It was reported that contact had been made with a local drumming group who would be a very impactful start to the event. Other performers being considered were a Steel Band and Reading Ukulele Group.

The Committee requested that a Confetti Cannon would be a better opening moment for the celebration event than a ribbon cutting but it would need to be biodegradable.

The Chairman reported that after further discussion it was felt that the budget would be best spent on excellent performers rather than on a celebrity to open the event. The Committee felt that it would still be worth asking a local celebrity to attend such as Reading Footballer Adi. The Arts and Culture Officer was asked to write to him on this subject.

**ACTION: ARTS AND CULTURE OFFICER**

The Committee discussed the event further and requested that an early evening disco in the Market Place be explored and for the Arts and Culture Officer to engage with Mountain Entertainment to see if they were free. It was noted that it would be a logistical challenge to remove the Market Traders at the end of the usual day and reset the space for a more informal musical event.

**ACTION: ARTS AND CULTURE OFFICER**

### **ONGOING MAJOR PROJECTS (Agenda Item 9)**

#### **a) International Street Concert**

The Chairman updated the committee on the current progression of the Street Concert event which was continuing as expected. The Chairman reported that a number of local retailers would be coming out into the food court including Bar 56's mobile cocktail van and would like to invite Sultan Balti to attend. The Arts and Culture Officer was requested to check the progression of the food court with the Market and Bloom Officer.

**ACTION: ARTS AND CULTURE OFFICER**

It was requested that the members of Arts and Culture be in attendance to assist, primarily to interact and gain feedback from the audience.

Cllrs Mrs Hewetson, Ms Gurney, M Bishop and M Monk all responded that they could attend.



A Love Wokingham selfie frame concept created by the Marketing Coordinator was shared with the committee, who felt the idea was an excellent one which Councillors could assist with at the Street Concert.

The ongoing Road Closures were discussed and it was requested that, while difficult, it would be best to highlight the Langborough one way route and our Road Closures on Social Media to pre-warn and help prepare the residents on getting to the concert and getting around the Town.

**ACTION: MARKETING COORDINATOR**

**b) Wokingham Children's Book Festival**

The Arts and Culture Officer updated the Committee on progression of this event including that a number of the authors were now booked and work was ongoing to start to pull the information together for the publicity. It was reported that there were likely to be over 20 events over the weekend.

The Chairman requested that assistance would be needed to manage the event and particularly to host the authors. The Sunday would be the key day for assistance however if Cllrs were available coming to the Saturday event would be excellent shadowing experience.

Cllrs Bishop and Ms Gurney responded that they would be available.

**MOSAICS WORKING PARTY (Agenda Item 10)**

The notes from the Mosaics Working Party meeting held on 29<sup>th</sup> March was received. The Chairman updated on recent progression including some technical difficulties with the frames. Cllr Morgan requested to go on record that the onus should be on the company who produced them to have supplied frames of sufficient quality to be fit for the purpose as described to them. The Committee were in agreement with this statement.

**COMMITTEE INFORMATION (Agenda Item 11)**

No items were raised.

**CHAIRMAN**

