

22nd May 2017

Minutes of the proceedings of the **ARTS & CULTURE COMMITTEE** meeting held on this day in the **COUNCIL CHAMBER, TOWN HALL, WOKINGHAM** From 19:30 to 20:27.

PRESENT

Chairman: Cllr Mrs G S Hewetson
Councillors: Cllrs Ms S Gurney, Mrs S Steatham, Mrs A Drake

IN ATTENDANCE

Town Clerk

APOLOGIES FOR ABSENCE (Agenda Item 1)

Apologies for absence were received and accepted from Cllrs: D Lee, K Morgan and A Waters.

MEMBERS' INTERESTS (Agenda Item 2)

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

Cllr Mrs Steatham stated that she is Press Officer of Wokingham Theatre.

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 Ms S Gurney and it was

**RESOLVED
29540**

that the Minutes of the Arts & Culture Committee meeting held on 27th March 2017 (pages 15332 to 15334) 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 16th May 2017 was received and considered.

Mosaic Trail in the Town

To be discussed as Agenda Item 9.

Virtual Museum

To be discussed as Agenda Item 8.

Events in the Town Hall

Discussion as to whether charities might be encouraged to offer talks about their work. Possibility of linking to the Volunteer Centre annual Volunteer Fayre. Explore through Involve and with those charities which receive grant funding from WTC. Need to ensure that this is not duplicating existing events.

ACTION: TOWN CLERK & ARTS AND CULTURE OFFICER

COMMITTEE OBJECTIVES (Agenda Item 6)

- a) i. The Committee recognised that the existing metrics are very numerical and that for events which are often free of charge this is very difficult to



quantify. It was agreed to explore whether more photographs could be taken of the crowds at the up and coming International Street Concert to offer a better indication of attendance.

ii Agreed that for WTC/A&C the focus should be on delivering for residents rather than focusing on how businesses benefit from the additional footfall, the fact that many do is an added bonus. It was felt that the Strategy working party is better positioned to focus on interaction and support to businesses. The committee expressed its disappointment that the proposal to carry out a residents' survey was not taken forward as this would have helped the work of the committee.

iii The Committee still want to ensure that our events cover a broad range of demographics and therefore this should be included in the metrics, though actual numbers attending will still be challenging to collect

iv Want to maintain a focus on quality rather than trying to continually increase number of events and, where events are successful, would prefer them to be 'refreshed' with, for example, newer acts introduced alongside existing favourites.

v The Town Clerk confirmed that staff are exploring what numerical metrics can be provided from the Love Wokingham website.

ACTION: TOWN CLERK, A&C and MARKETING OFFICER

- b) The 5 Year Plan was received. It was noted that there are still a few months of the year without focussed activity and should any new events be planned these months should be considered first. It was also noted that, whilst a number of years away, the new Carnival Phase 2 will offer new spaces for cultural activity which will add to the provision within the town.

COMMITTEE BUDGET (Agenda Item 7)

The Arts and Culture Committee's budget dated to 30th April 2017 was received and noted.

VIRTUAL MUSEUM (Agenda Item 8)

The Town Clerk confirmed that a volunteer had come forward at the Annual Town Meeting and the Arts & Culture Officer had already met with him to explore the possibility of assisting by adding items to the Virtual Museum.

MOSAICS WORKING PARTY (Agenda Item 9)

The notes from the Mosaics Working Party meeting of 19th April 2017 were received. The chairman confirmed that this project was moving forward well.

CHAIRMAN

