

24th July 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 20:40.

PRESENT

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

IN ATTENDANCE

Nicky Harmsworth – RFO

APOLOGIES FOR ABSENCE (Agenda Item 1)

Apologies for absence were received and accepted from Cllrs: Ms S Gurney, D Lee, M Monk and K Morgan.

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 A Waters and it was

**RESOLVED
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that the Minutes of the Arts & Culture Committee meeting held on 22nd May 2017 (pages 15363 to 15364) 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 18th July 2017 was received and considered. The Volunteer who had offered support to the Virtual Museum has had to withdraw, a request will be made to the Wokingham Society and to the Volunteer Centre for any other willing volunteer.

The Winter Event/Market to be removed from the monitoring report as it was felt this should not sit with A&C

ACTION: 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 felt that the metric of increasing the no of weeks with events was not correct as it should be building on the events held and the quality rather than quantity. It was felt that the objective "we will strive for something for all going on every week" was not achievable and "for all" to be removed.
- ii Agreed that for WTC/A&C the focus should be on delivering what the residents want – general feedback is that we have a good calendar of events but is this what our residents want? The Committee recognised



that the Strategy working party had not taken forward the proposal to carry out the residents' survey but felt they needed to know what events people wanted. A request was made to ask Strategy to revisit this and if the proposal not taken forward to request funding for a separate A&C survey for the 2018/19 budget.

iii The Committee 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.

ACTION: TOWN CLERK/A&C OFFICER

COMMITTEE BUDGET (Agenda Item 7)

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

TALKS IN THE TOWN (Agenda Item 8)

At the Annual Town Meeting two presentations had been held by local charities showcasing the fantastic work they do. It was felt that this is the type of things that should happen where local charities eg Rotary Club, Lions, Unicorn, Inner Wheel are invited in to promote and raise awareness of the work they do in the Town. The A&CO requested to contact relevant charities to see if an open day/evening would be possible.

ACTION: A&C OFFICER

CULTURAL MONTH (Agenda Item 9)

The A&C Officer report 3/2017-18 was received and considered. The Committee agreed with the A&CO recommendation to re-engage with providers of events to gather feedback. The RFO suggested that as the cultural month program was distributed to every household in Wokingham Town the potential for widening the sponsorship to more local businesses was being missed but recognised that the balance between ethos of the Cultural month and timing is key for businesses. The Committee felt the circle of sponsorship could be widened and suggested the 2017-18 program could be sent out to local businesses that had a connection with culture asking if they would like to be part of the 2018-19 program.

ACTION: A&C OFFICER

FUN DAY (Agenda Item 10)

The A&C Officer report 2/2017-18 was received and considered. The Committee agreed with the A&CO recommendations that more signage was needed to show where toilet facilities were and that early contact should be made with local early childcare providers to see if they were willing to participate in the event.

Councillors recognised that balloons were good to hand out to children but parents only wanted to collect these at the end of the event and suggested that stickers could be an alternative. Cllr Steatham had sketched some designs using "Archie" whilst in the meeting which have been handed to the A&CO as a suggestion for the type of thing for next year if within budget.

ACTION: A&C OFFICER

The Committee asked that thanks be recorded to the A&CO for the comprehensive reports she had produced for this meeting.

INTERNATIONAL STREET CONCERT (Agenda Item 11)

The A&C Officer report 5/2017-18 was received and considered. It was noted that more signage for the toilets would be a useful addition on the evening and



asked if more could be done to promote the Local Loo Scheme as signs in bars and cafes appear to be faded.

Cllr Steatham advised that she had sought feedback from the audience on the night of the concert and this had been forwarded to the A&CO.

The RFO asked if a letter could be sent out to local businesses earlier in the year asking for sponsorship support for the flyers or stage for the growing event therefore not relying on the Chairman to seek this, Cllrs agreed.

Cllrs agreed with that the International Street Concert should continue to be held on Broad Street on a Saturday.

ACTION: A&C OFFICER

THEATRE IN THE PARK (Agenda Item 12)

The A&C Officer report 4/2017-18 was received and considered. The Committee agreed that Top Drawer Management be considered for future microphoned performances with any income raised on the day split 50/50. Support should be sought for Cllrs to attend on the day to man the buckets.

ACTION: A&C OFFICER

COMMITTEE'S BUDGET (Agenda Item 13)

The Committee considered a number of options including:

- i) Market Research Project £4k
- ii) Family Book Fayre £3k – to be held in October half term or November where local authors/illustrators pay to come in and exhibit their work in the Main hall with a story time being held in the Council Chamber at certain times during the day.
- iii) Inflationary increase on budgets

These would be forwarded to F&P for consideration.

ACTION: RFO

MOSAICS WORKING PARTY (Agenda Item 14)

The notes from the Mosaics Working Party meeting held on 31st May 2017 were received. The chairman confirmed that this project was moving forward well and anyone was welcome to share their ideas with the working party.

COMMITTEE INFORMATION (Agenda Item 15)

No information was shared

CHAIRMAN

