

23rd January 2017

Minutes of the proceedings of the **ARTS & CULTURE COMMITTEE** meeting held on this day in the **COUNCIL CHAMBER, TOWN HALL, WOKINGHAM**
From 7:32pm to 9:16pm.

PRESENT

Chairman: Cllr Mrs G S Hewetson
Councillors: Cllrs Mrs A Drake, Ms S Gurney, D Lee, M Monk, Mrs S Steatham and A Waters.

IN ATTENDANCE

Arts and Culture Officer

APOLOGIES FOR ABSENCE (Agenda Item 1)

Apologies for absence were received and accepted from Cllr K Morgan.

MEMBERS' INTERESTS (Agenda Item 2)

Cllrs Mrs Hewetson and M Monk stated they are Trustees 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 Mrs Drake and it was

**RESOLVED
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that the Minutes of the Arts & Culture Committee meeting held on 21st November 2016 (pages 15266 to 15268) 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 17th January 2017 was received and considered.

Mosaic Trail in the Town

To be discussed as Agenda Item 9.

Consideration of a Physical Cultural Venue

To be discussed as part of Agenda Item 8

Theatre in the Park

The Arts and Culture Officer reported that work was ongoing and Top Drawer Management was working with Wokingham Theatre for the May Shakespeare piece that would be aimed to have connections with school's curriculum and the later performance would be aimed at primary. To be discussed further on Agenda Item: 8 as part of the 5 year plan.

Talk in the Town Hall

To be discussed as part of Agenda Item 8.

Virtual Museum



To be discussed as part of Agenda Item 8.

COMMITTEE BUDGET (Agenda Item 6)

The Arts and Culture Committee's budget dated to 31st December 2016 was received and considered.

Members were broadly happy with the budget however concern was raised on the notion of new income targets set against elements of the budget. The Chairman explained that the advice from the auditor and the RFO was that the events that had proven to attract income should have an income target set against them. There was also the concern that this decision contradicted a past resolution. The Chairman agreed to go back to the finance team to check further and report back at the next meeting.

ACTION: CHAIRMAN

WOKINGHAM LIVING ADVENT CALENDAR (Agenda Item 7)

a) Cllr Monk gave a verbal report on the event, including outlining More Arts arrangement with their chosen organisation to assist in the delivery of the event. It was reported that this new arrangement had increased the professionalism of the delivery and, again in conjunction with the Arts and Culture Officer, there had been an increase in Marketing reach particularly through Social Media. Unfortunately this increase had not resulted in a noticeable increase in audience sizes.

b) Councillors were asked to provide their feedback. It was noted:

- To consider if the event was at the wrong time for the Wokingham audience. It was agreed that finding the "best" time was influenced significantly by the availability of performers (who are performing for free) and the venue.
- To consider why the Henley event works so well when the Wokingham one, a very similar model, seemingly does not.
- It was suggested that assistance could be requested from the Councillors to deliver flyers in their ward areas.
- To consider if the way Henley works to engage a different charity for each evening might work for Wokingham.
- To work with the Councillors to assist with introducing the acts. Ensuring there is the option in Full Council in advance of the event to sign up to assist.
- To consider the pros and cons of moving the full budget, including publicity, to More Arts for them to deliver the event as a whole.
- To, if at all possible have the 24th in the Market Place.

The Arts and Culture Officer will take this feedback into account alongside the feedback from the forthcoming "wash up" meeting when preparing the report.

ACTION: ARTS AND CULTURE OFFICER

ARTS AND CULTURE 5 YEAR PLAN (Agenda Item 8)

The Arts and Culture 5 Year Plan was received and considered. It was noted from the start that a key element throughout all projects was the need for sufficient publicity, and marketing support and expertise.

The Arts and Culture Officer was requested to liaise with the relevant Officers to consider the viability of the following:



- Consider if an increase in hours for Officers involved in Marketing would be warranted to support WTC events.
- A suitable advertising board for the improved Market Place, envisioned to be in the Morris column style.
- The possibility of advertising events on the back of car park tickets
- To ensure that schools are used effectively as a means of letting the public know about events.
- To ensure care homes and sheltered accommodation are targeted as best suits them.

ACTION: ARTS AND CULTURE OFFICER

The Committee had the following suggestions for changes and actions to investigate for their current projects.

Fun Day

To ensure there is some way at the Fun Day of making sure the attendees know that the activities are free. A banner or letter balloons were suggested. For 2017's event.

Sunny Saturdays

Ensure there is a portion of the budget set aside for marketing.

To increase the number of "professional" acts and high quality community groups as current budget allows.

Utilise contacts from other events such as Living Advent Calendar and 2016 Mayor's Concert to find new and exciting acts.

Cultural Month

Consider investigating options for matchmaking performers/events with venues to add to the provision. Particularly events that are not currently offered by anyone else locally.

International Street Concert

Look to augment the food and drink provision with a temporary speciality alcohol bar, ideally run by a local service organisation with experience, to widen the offer but not directly compete with existing establishments in the area.

Utilise local marketing reach by engaging with local people with significant social following who could be brand ambassadors.

Ensure the space between the stage and the food court is optimal.

Dressing the Christmas Tree

Try to ensure the event is moved along in good time. Work with local press to find balance to get photographs they need without extending the event unnecessarily.

Living Advent Calendar

Discussed under Agenda Item 7

Talks in the Town Hall

Investigate widening the offer to include options for workshops or other hands on activities.



For workshops to get in touch with local colleges, Women's Institutes and artists for options.

Name change to Events in the Town Hall.

Theatre in the Park

Continue to work with local theatre groups and schools to look for curriculum links to chosen plays.

Other future ideas

To engage with elements of the arts not currently being covered by our events such as dance, literature (literature festival) and a space for local visual artists and craftspeople.

The Arts and Culture Officer will update the 5 year plan to reflect the actions made and execute as applicable.

ACTION: ARTS AND CULTURE OFFICER

MOSAICS WORKING PARTY (Agenda Item 9)

The notes from the Mosaics Working Party meeting of 16th November 2016 were received.

CHAIRMAN

