



Wokingham Town Council

Town Hall, Market Place, Wokingham, Berkshire RG40 1AS
Tel: 0118 978 3185 www.wokingham-tc.gov.uk
Town Clerk: Mrs J. Nowecki

**This Council Meeting is open to the Public and Press
Please notify the Officer or Chairman if you wish to record the meeting**

16th July 2019

Dear Councillor

You are hereby summoned to attend the meeting of the **Arts & Culture Committee** to be held in the **Council Chamber, Town Hall, Wokingham** at **7.30pm** on **Monday 22nd July 2019** for the purpose of considering and resolving upon the subjects and matters set out in the Agenda below.

Yours sincerely

J Nowecki
Town Clerk

Contact Officer Gemma Cumming, Arts & Culture Officer
Direct line: 0118 974 0889 Email: 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 Chairman 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 confirm the Minutes of the proceedings at the meeting of this Committee held on 3rd June 2019 (pages 15833 to 15837), copy attached, as a true and correct record.

5 MONITORING REPORT

To receive and consider the Monitoring Report dated 16th July 2019 (copy attached).

6 COMMITTEE BUDGET

To receive and consider the Committee's budget dated to 30th June 2019 (copy attached).

7 MOSAICS STEERING GROUP

To receive the notes from the Mosaics Steering Group. Meeting held on 10th July 2019 (copy attached).

8 WOKINGHAM LIVING ADVENT CALENDAR

To receive and consider a verbal report from the Arts and Culture Officer on the future of the event in relation to the grants process timeframe.

9 COUNCILLOR REPRESENTATION

- a) To consider and agree a Councillor who could attend and support the meetings of the Mosaics Steering Group
- b) To consider and agree a Councillor who could attend and support the meetings of the Living Advent Calendar Steering Group
- c) To consider and agree a Councillor who could attend and support the meetings of the Wokingham Children's Book Festival.

10 CULTURAL MONTH

To receive and consider a report by the Arts and Culture Officer on the recent Cultural Month (copy attached) and to resolve upon any financial and/or significant logistical changes to the event.

11 FUN DAY

To receive and consider a report by the Arts and Culture Officer on the 2019 Fun Day and to resolve upon any financial recommendations and/or significant logistical changes to the event. (copy attached)

12 INTERNATIONAL STREET CONCERT

- a) To receive and consider a report by the Arts and Culture Officer on the 2019 International Street Concert (copy attached)
- b) To resolve upon any financial recommendations and/or significant logistical changes to the event.

13 BOARD GAMING EVENT

To consider and resolve upon a date and any specific requirements for this event.

14 FUTURE IDEAS

To consider and discuss possible future ideas and direction for activities for investigation & costing.

15 COMMITTEE INFORMATION

To receive information items raised by members.

Arts & Culture Committee: Cllrs Anna Box, Philip Cunnington, Matteo Fumagalli, Sally Gurney (Chairman), Daniel Hinton, Peter Hornsby, Tim Lloyd, Morag Malvern and Abby Tebboth (Vice Chairman).

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).

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3rd June 2019

Minutes of the proceedings of the **ARTS & CULTURE COMMITTEE** meeting held on this day in the **COUNCIL CHAMBER, TOWN HALL, WOKINGHAM** from 19:33 to 21:14.

PRESENT

Chairman: Cllr S Gurney
Councillors: Cllrs A Box, P Cunnington, M Fumagalli, T Lloyd, M Malvern and A Tebboth

IN ATTENDANCE

Arts and Culture Officer
Hemani Rull
Holly Mackinnon

APOLOGIES FOR ABSENCE (Agenda Item 1)

Apologies for absence were received and accepted from Cllrs D Hinton and P Hornsby.

Cllr Gurney welcomed the new Committee and the two local students who would be joining the Committee at meetings to learn and engage in local government.

MEMBERS' INTERESTS (Agenda Item 2)

There were no declarations of interest.

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 S Gurney and seconded by Cllr A Tebboth and it was

**RESOLVED
29946**

that the Minutes of the Arts & Culture Committee meeting held on 11th March 2019 (pages 15765 to 15768) 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 28th May was received and considered.

Wokingham Mosaics:

To be considered at Agenda Item 8

Livestreaming and video sharing to Care Homes:

Arts and Culture Officer gave a brief overview of the concept and reported that she has contacted the care homes via More Arts who work with them for their ongoing art in care homes project. There has been no interest as yet. The practicality of streaming events was discussed as the length and timing of the events may not globally suit the Care Homes. It was considered that shorter

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existing or new videos of events could be shared allowing Care Homes to set their own timing to view. Also with regards to directly engaging with Care Homes, live or pre-recorded events could be designed with the audience specifically in mind, covering areas such as history or local interest.

ACTION: ARTS AND CULTURE OFFICER

Resident Feedback Device:

The Arts and Culture Officer reported that the first test of an electronic system occurred at the Children's Book Festival with a tablet based form. This one working particularly well as there are opportunities to talk to the audience during the event which is not always possible at other events.

Various existing ways of collating feedback were discussed and the Arts and Culture Officer welcomed other ideas for engaging with the audience post the event. It was noted that not all events suit the same methods of getting feedback. Other options are still being explored and initial ideas included:

- A simple push button system like those in airports, which give easy and quick feedback but can lack context on potential improvements and changes.
- Engaging with the events specific audience on social media when using for example a Facebook event to promote.
- Using the Love Wokingham database to send out a feedback form via email.

ACTION: ARTS AND CULTURE OFFICER AND COMMITTEE

Fun Day Alternatives to Balloons:

The Arts and Culture Officer reported that Windmills were purchased and used at the Fun Day as a replacement to the usual balloons that are given out. The Chairman provided a brief history on the event alongside the reasons for looking for alternatives to the balloons which included the ease in which they would burst and environmental concerns. Councillors reported that the windmills had been very well received and were easy to assemble. The full report on the Fun Day would follow at the July meeting however it was felt that the windmills had been very successful.

Potential Board gaming event

To be considered at Agenda Item 7

COMMITTEE BUDGET (Agenda Item 6)

The Arts and Culture Committee's budget dated to 30th April 2019 was received and noted.

The Chairman gave an overview of the budget noting that at this point in the financial year very little had been spent as yet.

Last year's discrepancies related to Mosaics (noting the large income alongside the larger than budgeted for spend) and Dressing the Christmas Tree (as explained at the previous meeting) were noted and explained.

The source of income from the Fun Day and costs associated with the Cultural Month was explained to the new Committee

ARTS AND CULTURE COMMITTEE REVIEW (Agenda Item 7)

The report from the Arts and Culture Officer was received and considered.

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The Chairman noted the objectives from last year and requested that Councillors consider them further, however as the Strategy Working Party had yet to meet this year there is the potential for changes to the direction of the Council that may impact on the vision and potentially then the objectives of the Committee.

It was noted that the existing metrics are not all based on concrete data. The Chairman explained that many of the events are challenging to collect exact data as they are free flowing events. Estimations, experience and multiple perspectives help to get a broad idea at these events. Where possible, for example at ticketed events such as the Book Festival there is more data available to interpret. Feedback and information from Arts and Culture events tends to be a combination of hard facts and opinion.

The Chairman then gave an overview of the events and activities of the Committee. The **Board gaming event** was discussed, particularly as it is a brand new event and specifically will aim at an age group not previously intentionally targeted. It was noted that there were a number of options for how it could run and requested that the Committee consider further. Initial ideas included how one might be able to create a wider “hook” for the event.

ACTION: ARTS AND CULTURE COMMITTEE

It was noted that our new students may have ideas for how this and other events may be targeted at their age group. Additionally they primarily use social media (Instagram) for their content and news but may not initially follow something if it is not aimed at them. It was felt then that we would need to start doing events and activities aimed at their age group to populate any feed and grow a following from there.

It was also suggested to investigate how possible it would be to advertise Love Wokingham at till points around the town. It was recognised that there may still be a number of residents and regular visitors to the Town that were still unaware of the concept.

ACTION: MARKETING COORDINATOR

Regarding **Sunny Saturdays**, the idea of moving some of the larger acts to Howard Palmer Gardens was discussed but initially dismissed as it was recognised that the aim of the event is to bring some fun into the Market Place during the summer. When new spaces such as Elms Field become available, it may be worthwhile re-evaluating for alternative options in special cases.

It was asked if there was an opportunity for local teen or youth acts to perform, which while possible these acts had not proved suitable for a space that includes a working market. The Arts and Culture Officer is aware of a youth group who interact with new young musicians and there was a potential similar concept from 2018’s Committee “future ideas” meetings that could be revisited.

ACTION: ARTS AND CULTURE OFFICER

Regarding **Theatre in the Park** it was noted that this year we were aiming for a children’s performance and a family/wider age group performance. The Children’s piece “Hooray for Mr Toad” was in May and the family piece,

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“Shakespeare’s Villains” is on 28th July. It was noted that while the Shakespeare commonly had wide appeal and was enjoyed by many ages, the students currently at Secondary school may not be as keen to visit during their free time as this subject is heavy in the curriculum. It was asked if we could engage with the local secondary drama departments and afterschool clubs to give them the opportunity to put on something by them, for them. There were also ideas for a more relaxed, non-traditional performance that might be composed of a series of vignettes (with optional audience participation).

ACTION: ARTS AND CULTURE OFFICER

The Committee was asked if they had ever considered an Open Air Cinema. It was noted that there were a number of local opportunities already for this however it was felt by the students that the current local film choice may not be of interest to the teen audience.

Regarding the **Living Advent Calendar** it was agreed that there was a disparity between the amount of effort required to produce and present 24 performances over 24 days and the average audience numbers. It was recognised that the Dressing the Christmas Tree and the Live Nativity were significant events that drove a larger audience but they were also events outside the usual mould of the Living Advent Calendar. It was recognised that the 2019 event would go ahead as the Grant and budget funding had been agreed however it was noted that further discussion with More Arts on the future of the event from 2020 onwards might be warranted at a suitable time based on the grant and budget setting timeline.

The split grant and budget funding was also identified as an unusual position.

Another alternative approach, in addition to those already discussed at past meetings, was the notion of doing all the events in advance of the Christmas period and then releasing them digitally only.

ACTION: ARTS AND CULTURE OFFICER

The **Dressing the Christmas Tree** was identified as a positive event and there were ideas for options for extra decorations as well as the planned schools and contractual decorations. The Wokingham Lions had a concept to recognise missing loved ones and a wishing tree concept where wishes are attached to the tree. It was agreed that the Arts and Culture Officer would liaise with the Amenities Officer on possibilities and procedure, and investigate further into both options as possible.

Additionally it was pointed out that, while outside the Town boundary, Addington School, due to its particular speciality, has a high volume of Wokingham pupils and might be considered to be invited to the Dressing the Christmas Tree in future years.

ACTION: ARTS AND CULTURE OFFICER

Regarding **the Virtual Museum**, the Arts and Culture Officer shared that ongoing volunteer support has been instrumental in increasing the number of objects and being able to start to explore the history of the wider town. The work at the moment was focused on ensuring internal systems were working efficiently and

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to improve on existing items/history. There was also a piece of work that was looking at the feasibility of Museum Accreditation, which if possible would allow access to professional resources and potentially funding sources. It was noted that this project had elements of overlap with the Civic Committee. It was asked if at a future meeting the museum volunteer would like to attend to share the ongoing work.

Regarding busking it was recognised that while it can be disproportionately admin heavy buskers currently were a rare occurrence and would be a positive addition to the Town. The Arts and Culture Officer reminded the Committee that there was only control over this within the Market Place. Cllrs asked how buskers might be encouraged in and it was noted that if they saw good buskers they could be directed to Wokingham and that there was an invite card they could carry to give to the busker in question.

MOSAICS STEERING GROUP (Agenda Item 8)

The notes from the meeting of the mosaics steering group of 4th February and 25th March were received.

Regarding the mosaics, the students asked if it were possible for the schools to be involved. Initial thoughts being a timeline piece that could be added to each year. The Arts and Culture Officer will liaise with the Town Clerk on possibilities.

ACTION: ARTS AND CULTURE OFFICER

COMMITTEE INFORMATION (Agenda Item 9)

It was noted that at the next meeting there would be the opportunity to consider and brainstorm new ideas for projects keeping in mind Officer time and capacity.

Alongside some of the ideas that came up during the meeting the following were added as a starting point for next meeting.

An Event that has a Science focus, potentially going into Schools directly.

An Event that has an environmental focus. This could be linked to the above or Councillors were reminded that this might fit in better with Wokingham in Bloom.

ACTION: ARTS AND CULTURE OFFICER

CHAIRMAN

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WOKINGHAM TOWN COUNCIL

Monitoring Report: Arts & Culture

Date: 16th July 2019

Date Action Agreed	Item for Action (to include any resolution number)	Person Actioning	Proposed Completion Date	Progress
24/05/16	Wokingham Mosaics			Agenda Item: 7
22/01/18	Video sharing to Care Homes	A&C Officer		A number of short videos relating to the Mosaics have gone on the WTC YouTube channel as part of the testing for the app. These are or will be live to the public asap and could form an initial offer for the Care homes. Plan to reconnect with them via More Arts if possible or directly with a revised letter.
21/05/2018	Feedback options	A&C Officer and Committee		Currently creating a list of potential options for gathering feedback with pros and cons. See what works best for each type of event we do and will continue to flag what feedback has been attempted for each event in the resultant report. Will engage with the Marketing Coordinator for further ideas and welcome alternative options for gathering feedback from Councillors.
16/07/2018	Fun Day alternatives to Balloons	A & C Officer	July 2019	Agenda Item: 11
10/09/18	Future Board gaming event	Cllr Gurney/A&C Officer		Agenda Item: 13
03/06/19	Advertise Love Wokingham	Marketing Coordinator	September 2019	The Marketing Coordinator is investigating placing flyers at till points for Love Wokingham. These flyers have already gone out in WBC new resident packs as well.
	Committee Objectives			To be deferred until Strategic plan confirmed.

Arts and Culture Committee Objectives

Terms of Reference:

Membership: Nine

Quorum: Standard Three

From Standing Orders:

The Arts and Culture Committee shall be charged with power to act for transacting all business to deliver, and to encourage the delivery of, more arts and culture for, and to, the users of the town centre, typically through the following means:

- i. initiatives from the Arts and Culture Committee
- ii. directions and suggestions from Full Council
- iii. 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.

Strategy	Objective	Metric
Encourage the delivery of arts and culture throughout our town	We will facilitate a programme of events that bring people into town.	Annual calendar of events updated every quarter. Number of town centre events is maintained. Number of council supported events is maintained or increased. List maintained of quality events running in Wokingham during the year. Annually review the distribution of Council supported events across the calendar year.
	We will encourage a demographic spread of events.	Collate data on category of events (music, art, crafts, dance, theatre) Collate data on target age group of events (Children, Youth, Young Adult, Family, Adult, Retired) Annually review data to target support to ensure a spread of events across a spread of age groups.
	We will strive to deliver quality events	Events will be reviewed both before and after by the Committee to ensure quality is maintained.
Facilitate and enable the best use of our resources	We will utilise WTC (or free) venues where possible	% use of WTC / free venues
Maintain our traditions and making them accessible to all	We will capture and promote our heritage	At least 2 activities linked to Wokingham heritage per year

Budget Detail - By Centre

Note : WOKINGHAM TOWN COUNCIL as at 30th June 2019

	<u>Last Year : 2018/2019</u>		<u>Financial Year : 2019/2020</u>					<u>Precept 2020/2021</u>
	Budget	Actual	Agreed Budget	Fwd/Rev Budget	Net Virement	Revised Budget	Actual YTD	Next Year Budget
304 Arts & Culture								
4341 Concert	25,500	25,296	34,500	0	0	34,500	34,000	0
4342 Cultural Month	4,300	4,734	4,300	0	0	4,300	110	0
4343 PRS Licence	600	478	600	0	0	600	0	0
4345 Book Festival	3,000	4,495	6,600	0	0	6,600	0	0
4388 Theatre in the Park	4,000	3,942	4,000	0	0	4,000	0	0
4389 Board Games event	0	0	1,000	0	0	1,000	0	0
4512 Sunny Saturdays	5,000	4,897	6,000	0	0	6,000	2,290	0
4513 Dressing the Christmas Tree	500	1,010	700	0	0	700	0	0
4518 Living Advent Calendar	1,100	1,296	1,100	0	0	1,100	0	0
4519 Mosaics	2,000	9,290	2,000	0	0	2,000	0	0
4603 Fun Day	6,700	6,758	6,700	0	0	6,700	4,765	0
OverHead Expenditure	52,700	62,196	67,500	0	0	67,500	41,165	0
1153 Theatre in the Park Income	100	140	0	0	0	0	0	0
1156 Mosaic Sponsorship	0	7,703	2,000	0	0	2,000	1,667	0
1159 Book Festival Income	0	4,458	3,600	0	0	3,600	2,000	0
1161 Concert Sponsorship	1,500	300	0	0	0	0	0	0
1162 Cultural Month income	1,000	600	1,000	0	0	1,000	0	0
1253 Fun Day Income	150	203	150	0	0	150	189	0

Note: (-) Net Expenditure means Income is greater than Expenditure

Note : WOKINGHAM TOWN COUNCIL as at 30th June 2019

		<u>Last Year : 2018/2019</u>		<u>Financial Year : 2019/2020</u>				<u>Precept 2020/2021</u>	
		Budget	Actual	Agreed Budget	Fwd/Rev Budget	Net Virement	Revised Budget	Actual YTD	Next Year Budget
1256	Misc. Income	0	0	0	0	0	0	60	0
	Total Income	2,750	13,403	6,750	0	0	6,750	3,916	0
304	Net Expenditure	49,950	48,793	60,750	0	0	60,750	37,249	0

**Wokingham Town
Council**

**THE WOKINGHAM MOSAICS WORKING PARTY
MEETING**

Record of Meeting

Date: 10th July 2019
Venue: COUNCIL CHAMBER
Time: 10.00 - 11.30
Chair: Gwynneth Hewetson

Notes: Jan Nowecki

AGENDA	BRIEF COMMENTS / ACTION	BY WHOM & BY WHEN
Present: : Jane Bonney (JBo), Gwynneth Hewetson (GH), Mel Allen (MA), Jim Bell (JB), Robin Cops (RC), Quentin Clark (QC), Jan Nowecki (JN) Apologies: Paddy Haycocks		
1. Welcome		
2. Apologies		
3. Notes of previous meeting	<ul style="list-style-type: none"> • Accepted 	

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<p>4. Update</p>	<p>Artist:</p> <ul style="list-style-type: none"> • GH and JBo had been to see Ros <ul style="list-style-type: none"> ○ There would be a gap before she is able to begin work on next phase of mosaics for Elms Field ○ Ros was upset about fact that been presented with a finished design for Electric Cinema as she prefers to create these herself. She would charge an additional £250 for this if she was required to work to another's design ○ Would be a new price for next phase – additional £250 ○ Larger piece (Reflection) discussed and for 1m diameter this would be in region of £4k ○ Ros thinks that 3 for Elms could be completed by Christmas • Group discussed the above and possibility of changing to a different artist • Agreed that RC and JBo would explore other providers and provide electronic feedback to group • Recognition that these actually need to be ready October/November. MA to confirm. <p>Church mosaics:</p> <ul style="list-style-type: none"> • Mounting has started and contractors being superb in working with Ros on site. • Formal blessing and unveiling on Sunday 14th – all invited • QC confirmed that he has taken some good footage of installation together with conversation with Ros 	<p>RC/JBo</p> <p>MA</p>
<p>5. Mosaics Next Phase</p>	<p>Elms Field</p> <ul style="list-style-type: none"> • Reference above • Prioritise cinema and play park to ensure they are ready when contractors need them • Need to have frames made 	<p>JN</p>
<p>6. App Update</p>	<ul style="list-style-type: none"> • Is all underway. Market Charter acted as pilot to get imagery etc right and then will be very speedy process to get others live. Will be ready for Heritage Day • Videos themselves being well received on chosen SM sites • Will need to undertake promotion of App itself. <ul style="list-style-type: none"> ○ Social Media ○ Updated leaflet & 'business card' ○ Promoted on Love Wokingham • Suggestion of short video to offer overview and link all ideas together. This should also offer some indication of wider Public Art initiative. <ul style="list-style-type: none"> ○ PH to be the continuity in terms of 'talking head' 	<p>JN</p>

7. Wider Public Art	<ul style="list-style-type: none"> • RC updated group about fact that had spoken at a recent 'Fit for Business' conference organised by WBC. GH also attended. • Object of presentation was to open up the concept of supporting Public Art within the whole borough with hope that businesses might offer their future support. • Group also made aware that PH will be speaking to WTC's Arts & Culture Committee Meeting, again to offer wider picture of what is now being promoted and seeking their support. • JN outlined fact that WTC formulating new Strategic Plan for next 4 years and if committee in support of this broader approach then this could be embedded within that strategy. • Depending on outcome of above could consider broadening brief of this group to include wider work. • New leader at WBC, John Halsall, formed working group of members to work on borough-wide Public Art Strategy. <ul style="list-style-type: none"> ○ Work on Town specific area needs to be well referenced within this. 	All
7. AOB	<ul style="list-style-type: none"> • Request that member of WTC's Arts & Culture Committee starts to attend group. Agreed. • Group confirmed that they would like JB to remain a member as there would be future historical research needed • JBo informed group that church is intending to produce cards/notelets with fish mosaics and suggested might be something the group should consider for roundels. 	JN

DATES OF NEXT MEETINGS:

All at the Town Hall



Wokingham Town Council

A&C Officer's Report 3/2019-20

To: Arts and Culture Committee

Date: 13th June 2019

Subject: Cultural Month

1 REASON FOR REPORT

- 1.1 To advise the Committee on the outcomes of May Cultural Month.

2 BACKGROUND

- 2.1 The aim of the Cultural Month was to showcase the events going on by any Arts and Culture organisation/group or venue during the month of May within the Town.
- 2.2 Over 100 events were supported within the programme.
- 2.3 It also included our annual events:
- 2.3.1 Fun Day
- 2.3.2 May Fayre
- 2.3.3 Theatre in the Park
- 2.4 It also supported early publicity of the International Street Concert with some editorial and back page advert.
- 2.5 The Cultural Month brochure is designed in house, during February followed by external printing and distribution. The distribution happens over a three week period starting in March and is complete by Easter or Mid-April to ensure there is sufficient time before the early events to publicise them. The distribution is to all homes within the Town boundary. Some residences are missed if they have an arrangement that restricts anyone other than Royal Mail from accessing postboxes. Distribution by Royal Mail is significantly more expensive.
- 2.6 A cross street banner was produced a number of years ago and goes up in April to publicise the month. Spare copies of the brochure are distributed to locations in the Town that will take publications.
- 2.7 The Cultural Month website is populated and maintained by the Arts and Culture Officer. This contains all items in the brochure and also later additions post hard copy printing date. During April Cultural Month was the fourth most popular page on the website with 347 hits and in May this was the second most popular with over 1000 hits.
- 2.8 Additionally social media and Love Wokingham publicised the event. Facebook posts bringing in a reach of approx. 600 – 1000 on each post.
- 2.9 Feedback was requested from participating groups. The following four questions were asked with a request for associated facts and figures if available.
1. Do you feel you had any increase in numbers or broadening of usual audience during your events in May?

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2. Are you aware of anyone coming to your events as a direct response to seeing it as part of Cultural Month?
 3. Would you be interested in continuing to being part of Cultural Month in the future?
 4. Any other feedback
- 2.10 There was not a strong response from the request however all who did felt that they liked the Cultural Month and would like to continue to be part of it. It created a community spirit as well as promoting activities. There was the general feeling that there was an increase in interest and numbers during May.

3 FINANCIAL IMPLICATIONS AND OTHER COSTS

- 3.1 The budget for 2018/2019 is £4300. With an income target of £1000.
- 3.2 The final costings for the 2019 Cultural Month were an expenditure of £4734 and an income of £600.
- 3.3 Councillors will note that the income and expenditure are for last financial year. This is due to how the Cultural Month is accounted for.
- 3.4 The overspend was due to a number of factors. An internal mistake lead to the 2018 cross street banner having to go up twice during it's time frame doubling the usual cost. Factors leading to this have been addressed and this has not happened for the 2019 event. Additionally it was expected that the printing and distribution costs would increase due to both an increase in house numbers, inflation and some costs not having changed for a couple of years. However distribution increased slightly more than anticipated.
- 3.5 This year we continued to focus the advertising on businesses and organisations that had a synergy with the ethos of the Cultural Month. It was felt that the residents and advertisers would get more out of the publication if the adverts were Arts or Cultural based. This does mean a higher proportion of charitable, community led or not for profit organisations that get a lower rate of advertising fee in a limited advertising space. Although it should be noted that many of them are also regular advertisers in this brochure. Two thirds of available external advertising space was used by external groups, all at the lower rate there was no take up by commercial businesses (The remainder advertising our own events and activities). Consideration is being made on ways to improve income in this area. All suggestions are welcome.
- 3.6 The budget for 2019/2020 is £4300, with a £1000 income target.

Gemma Cumming
Arts & Culture Officer



Wokingham Town Council

A&C Officer's Report 2/2019-20

To: Arts and Culture Committee

Date: 6th June 2019

Subject: Fun Day 2019

1 REASON FOR REPORT

- 1.1 To advise the Committee on the outcome of the 2019 Fun Day.
- 1.2 To look forward to 2020 and future Fun Days

2 BACKGROUND

- 2.1 The Fun Day is an established and well known event run by the Town Council
- 2.2 It provides a day of free entertainment and enjoyment for the children of Wokingham and their families.
- 2.3 It is located in Langborough Recreation Ground which provides plenty of space for both the event and for families to use all day.
- 2.4 This event particularly targets the toddler to 10 year old age group and their families.

3 2019 FUN DAY

- 3.1 Set up was as usual smooth with mostly the same providers as previous years.
 - Facepainting and Magic shows
 - Fairground Rides
 - Go Karts
 - Farm Animals
 - Local scouts providing a low cost BBQ
 - Ice Cream van
 - First Aid point
 - Arts and Crafts stall
- 3.2 Visitor numbers were broadly equivalent to last year if not higher due to the good weather.
- 3.3 The weather was sunny and very warm.
- 3.4 The Changing Room toilets were again open for the public use and were well used without large queues. A portaloos was again hired in for staff and disabled use and was supplied free with a charge for delivery. A Cleaner was engaged to keep them in good order and the large flag was used to highlight their position across the field.
- 3.5 Rubbish bins was again made possible through "in kind" support. Many thanks to Veolia for supporting this event.

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3.6 More Arts supplied artists for the Crafts tent again this year.

3.7 New for 2019:

- After previous failures to engage an “in-kind” provider for the toddler age group, previously in place through Wokingham Borough Council, the Arts and Culture Officer agreed to an addition to the Circus Scene provision (magic shows and face-painting) to provide this aspect. It was very well received.
- Windmills were purchased as an alternative to balloons. While slightly more expensive these are more environmentally friendly as they are recyclable and are not prone to bursting and leaving rubber pieces while on the field or in town. Also reducing the time spent litter picking to remove rubbish. 500 were purchased @46 pence a unit and all were given out.
- Wokingham in Bloom visited to run a stall offering activities to plant up hanging baskets for the town and take small plants and seeds home for free. There was also opportunities to learn more about Wokingham in Bloom and the planned new Community Garden on a currently overgrown area of Langborough Recreation Ground.
- Dinton Adventure Golf asked if they could attend this year, at no cost to WTC, to provide a single putting hole to entertain and publicise the course.

3.8 Publicity included:

- Banners, signs and posters, around town and on site approx.4-6 weeks in advance of the event and on the day
- Adverts in the Cultural Month (specifically delivered to the Wokingham Town area) and the Wokingham Word (25,000 homes around Wokingham and neighbouring areas)
- Increased use of social media, mailshots and websites. There was a particularly strong response to the Facebook “Event posting” that was set up for this event. With a reach of 33,000, a total of 2000 interested and 180 confirmed going, this was a very strong response. Of the data supplied I can infer that of the 2000, 20% indicated on Facebook they were in Wokingham, 20% Reading and the remaining split around the local area. However there is no data on how Facebook works this out and a named location is not always a true indication of location.

In May the Cultural Month page specifically for the Fun Day was the 6th most popular page on the WTC website. With 372 hits. Cultural Month itself was 2nd most popular with over 1000 hits.

4 FINANCIAL IMPLICATIONS AND OTHER COSTS

4.1 The budget for 2019 is £6700. With an income target of £150.

4.2 The final expenditure of the 2019 Fun Day is £6800 approx.

4.3 The very good weather lead to a high level of Ice Cream sales with income at £189.

4.4 The small overspend is due to the windmills being more expensive than balloons.

4.5 Councillors should note that we are at the end of a fixed price three year contract for the two most expensive aspects of this event. It would be advisable for budget setting to start the process of quotations for these aspects with a new fixed price three term contract in mind.

4.6 The Arts and Culture Officer with advice from the RFO has, based on the 2019 provision and past experience, estimated that the 2020 Fun Day would require a budget of £7200. A £500 increase. This should also be manageable to stay at this level for at least the next 3 years.

4.7 Should the Committee wish to change provision this figure could change.

- 4.8 Additionally the Arts and Culture Officer has been looking into the amounts needed for an approx. three year supply of windmills as an increased order amount leads to a lower cost per unit.
- 4.9 Purchasing 2000 windmills now would change the cost from 46pence to 30pence a unit. This is 3 to 4 year supply based on the 500 given away in 2019.
- 4.10 However we would have to stay with the same design for the next three years or until stocks ran out.
- 4.11 The Arts and Culture Officer would not suggest purchasing more than 2000 as there was no indication the per unit cost would get any lower and there is limited storage space.
- 4.12 To do this the Arts and Culture Officer would advise a £7000 budget for 2020 (estimated to stay the same in 2021 and 2022) with an additional £600 for 2000 windmills which should be sufficient for a three year, or more, supply of windmills.
- 4.13 Each year the Arts and Culture Officer is approached by local charities, individuals and businesses who wish to raise money or sell items at this event. In the past the ethos of the Fun Day has been to provide free children's entertainment and a monetary pressure free environment for the families of Wokingham. Any organization who wishes to attend should be able to provide free entertainment or activity of some sort and then advertise and promote themselves. Exceptions have to be made for the food provision but again this has always come from the Scouts (who are charity led, with reasonably priced food) and the Ice Cream vendor who contributes to the event. It should also be noted that Langborough Recreation Ground does not have the same level of licensing that for example the Market has to provide lots of stalls. The Committee may wish to explore this aspect of the event.
- 4.14 The following businesses have expressed an interest in attending future Fun Days specifically from a selling perspective:
- 4.15 Local Usborne Children's Book Seller
- 4.16 Coffee seller in a converted vintage horsebox
- 4.17 Alternative ice cream seller who sells ice cream rolls

5 RECOMMENDATIONS

- 5.1 To agree to quotations being based on another three year fixed price contract for the provision over £1000. Quotes would come to the next meeting for decision making.
- 5.2 To make a request to the Finance and Personnel Committee for additional funds to ensure a similar level of provision.

Gemma Cumming
Arts & Culture Officer



Wokingham Town Council

A&C Officer's Report 4/2019-20

To: Arts and Culture Committee

Date: 19th June 2019

Subject: International Street Concert

1 REASON FOR REPORT

- 1.1 To advise the Committee on the 2019 International Street Concert.

2 BACKGROUND

- 2.1 This was the 6th year of the International Street Concert which grew out of the success of the Queens Diamond Jubilee event in 2012.
- 2.2 This was the fourth year using Broad Street.
- 2.3 It always happens on the first Saturday in June.
- 2.4 As agreed at the Arts and Culture Committee meeting of 16th July 2018, it was resolved to recommend an increase to the budget from £25,000 to £35,000 and completely outsource the event to one company to run. After many successful years the event was growing beyond the capacity and capabilities of being organized in house and required a specialist to ensure a thriving and safe event for future years.
- 2.5 After a robust tendering process in line with the Standing Financial Regulations, Yes Events were awarded the contract for the 2019 Street Concert.
- 2.6 The demographic covered by this event is wide, particularly noted to encompass all ages.

3 THE 2019 EVENT

- 3.1 Yes Events produced a robust and detailed planning document based on the previous ones produced by the Town Council. We have not received any concerns or complaints about the way in which the communications or traffic management were undertaken and the day seemed to go well overall. There were some minor issues with taxis and buses which the Town Clerk will liaise with Wokingham Borough Council about.
- 3.2 The staging was again excellent, and the sound was improved from the learning last year with the welcome addition of a delay speaker just outside Cote Brasserie that extended the sound to the Town Hall.
- 3.3 The audience size has been estimated at between 4,000 and 5,000 people at any one time. The street was filled with people, many sitting and the security did a good job in ensuring the pavements to each side were kept reasonably clear to ensure movement of people. The crowd was good natured and supportive of each other.
- 3.4 Security and first aid were well managed with higher numbers of SIA trained security to support the event. Any issues were solved calmly and quickly and they were notably

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attentive to and actively minimizing potential hazards. The additional police presence was very welcome.

- 3.5 It was noted that the food court was in this instance too close to the stage for the numbers attending. In future years it will be appropriately moved back to ensure plenty of room for the audience to sit. It was discussed in the debrief about ensuring a range of dietary options and this can be managed at any future event to comply.
- 3.6 Refuse was well dealt with during the event with a subcontractor emptying bins throughout the evening. However the amount of waste produced was underestimated and it is felt more could be done here in future years.
- 3.7 Toilets were subcontracted with a request for the same provision as last year. Unfortunately due to a mix up by the subcontractor a smaller unit was delivered and the shortfall had to be made up with portaloos.
- 3.8 Publicity was through the following means:
 - Advert and editorial in the Cultural Month of May going to all households in the Town.
 - Social Media: primarily Facebook, alongside Twitter and Instagram. Also with sharing to local and significant resident groups.
 - Posters and flyers to local businesses and key locations.
 - Banners both cross the street and low level around the Town.

There was some challenges with the social media content particularly how to manage the content coming from Yes Events to then go onto our managed pages. However the reach was reasonable and the similar crowd numbers from last year a testament that this event is now solidified in the local populace.
- 3.9 Screens were again used this year to display messages and information about the acts, the event and during the day wider promotion for the town.
- 3.10 The music was on the whole well received and was obviously popular. The format that has been used over the last few years of local performer followed by larger acts and finishing with a function band who can provide an extensive range of popular covers seems to work well. Discussion may be had on how important International is to the brand and it was also reflected that it is good to break up multiple bands with other types of acts such as a single performer or a duo.
- 3.11 It has been noted that there was no specific disabled provision for this event. What was evidenced during the event was that those with physical disabilities were able to maneuver and place themselves throughout the audience and the good natured and respectful crowd actively helped these people through. The open nature of this event on the street assisting with this. This was discussed during the debrief and the view is that it would be possible to create a small optional area in front of front of house should anyone wish to utilize it.

4 FINANCIAL IMPLICATIONS AND OTHER COSTS

- 4.1 Expenditure for the 2019 event was agreed at 20th November Finance and Personnel meeting at £34,500. The chosen tender quoted £34,000 would be required. Final expenditure is £34,000.
- 4.2 There is no income this year. The option was in place for the organizing company to discuss and manage additional sponsorship. They decided to not pursue it.
- 4.3 During the debrief it was revealed that there may have been a slight underestimation of the full cost of the project. This being their first year of fully provisioning this event. It is estimated that to fully take on the project a more realistic figure is £35,000 rather than the quoted £34,000.

5 RECOMMENDATIONS

- 5.1 It is felt that the event was well run overall, Yes Events have proven that they are able to effectively run this event and are receptive to and suggesting improvements. The Contract does allow, should the Committee wish, to extend the contract for a further 2 years.
- 5.2 It is felt that a small increase of the budget to £35,000 is not unreasonable and would recommend the Committee consider it.

Gemma Cumming
Arts & Culture Officer