3rd March 2020

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 9th March 2020 for the purpose of considering and resolving upon the subjects and matters set out in the Agenda below.

Yours sincerely,

[Signature]

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 20th January 2020 (pages 16004 to 16007), copy attached, as a true and correct record.

5 MONITORING REPORT
To receive and consider the Monitoring Report dated 3rd March 2020 (copy attached).

6 COMMITTEE BUDGET
To receive and consider the Committee’s budget dated to 31st January 2020 (copy attached).
7 WOKINGHAM LIVING ADVENT CALENDAR
To receive and consider a report on the Living Advent Calendar. To consider and if appropriate resolve on how the event will move forward in 2020. (copy attached)

8 BOARD GAMING EVENT
To receive and consider a report on the Board Gaming Event (Town Hall Tabletop Takeover). To consider and if appropriate resolve on how the event will move forward in 2021. (copy attached).

9 COMMITTEE INFORMATION
   a) To receive information items raised by members
   b) Identify any specific items for marketing purposes

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).
20th January 2020 - DRAFT

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 21:07.

PRESENT
Chairman: Cllr S Gurney
Councillors: Cllrs, P Cunnington, M Fumagalli, D Hinton, P Hornsby, M Malvern, T Lloyd and A Tebboth.

IN ATTENDANCE
Arts and Culture Officer
Miss Rull

APOLOGIES FOR ABSENCE (Agenda Item 1)
Apologies for absence were received and accepted from Cllr A Box and Miss MacKinnon.

MEMBERS’ INTERESTS (Agenda Item 2)
A declaration of interest was received from Cllr Ms Gurney. Her friend works for Eclectic Games.

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 Clr A Tebboth and seconded by Cllr M Malvern and it was unanimously that the Minutes of the Arts & Culture Committee meeting held on 18th November 2019 (pages 15964 to 15968) be received as a true and correct record and that they be confirmed and signed by the Chairman.

The Chairman decided to consider Agenda Item 7 at this point.

WOKINGHAM CHILDREN’S BOOK FESTIVAL (Agenda Item 7)
The Committee thanked Mrs Elizabeth Macdonald (Wokingham Borough Council Libraries Service) for attending this meeting and for her work on the Wokingham Children’s Book Festival.

There was discussion relating to the concept of a young adult (YA) book event and it was agreed that, considering professional advice and workload of existing staff and partner organisations, any such event should not take place around the existing Children’s Book Festival. February had been discussed in the past and it was felt that doing a YA Book Day event at the library on the same weekend as the Board Gaming event here at the Town Hall would tap into a potential audience cross over which may be beneficial for promotion.
It was recognised that in order to try to do this event in the 2020/21 financial year there was a funding gap. It was requested to try to source external funding promises for such an event before even considering requesting funds in-year from the Council. Budget projections place the amount required at £2000.

The Arts and Culture Officer was requested to pursue this event with the aim to it occurring in February 2021.

**ACTION: ARTS AND CULTURE OFFICER**

**MONITORING REPORT (Agenda Item 5)**

The Monitoring Report dated 12th November was received and considered.

**Video sharing to Care Homes:**
The Mosaics videos were made live and shared to the Care Homes via email. No one has got back to us and it is unclear if any of them have utilised the resource. It was agreed that this was as far as we would be able to go with this concept for now, however it remains a live resource that can be utilised and worked with should interest arise.

Miss Rull was happy to share it when the school was doing work in the community with WADE and the Dementia Centre.

This will be removed from the monitoring report.

**Board Gaming Event**
The Arts and Culture Officer reported that the event was live and ticket sales were ongoing with 30 of 60 tickets sold for the morning event and 40 of 60 tickets sold for the afternoon session.

The Chairman noted that assistance was requested to support the event, particularly on the door and as a second responsible adult was needed in the rooms. This was particularly relevant with regards to safeguarding as young people aged 12 and over were able to come unaccompanied.

The Arts and Culture Officer was requested to share a spreadsheet in order for Councillors to sign up to help.

It was requested if there was a way to allow members of the public to just visit the on-site shop without purchasing a ticket to play any of the games. The Arts and Culture Officer reported that there were some logistical challenges that would make that difficult to manage however she would liaise with Eclectic and consider further the idea.

**ACTION: ARTS AND CULTURE OFFICER**

**Graffiti Boards**
It was reported that data gathering is continuing, further work needs to be done on the viability of locations and communications with landowners on identified spaces has started.

**Sunny Saturdays**
It was reported that the 1st and 3rd Saturdays have been identified as best option for twice a month performances. Programming is to start soon. It was noted that while we remain hopeful that performances on other weeks will be
possible in Peach Place, acoustic testing and further consideration from WBC on appropriate acts had not been able to take place as planned during the early winter. As it is a space we do not manage or own, performances as desired cannot be guaranteed. This will be removed from the monitoring report.

COMMITTEE BUDGET (Agenda Item 6)
The Arts and Culture Committee’s budget dated to 31st December 2019 was received and noted.

PUBLIC ART IN WOKINGHAM (Agenda Item 8)
Councillor Lloyd reported from the latest meeting of the external Public Art Group (PAG). He reported that the PAG had been approached by Wokingham Borough Council to brainstorm initial ideas for an artwork for the entrance blocks to Elms Field. It was noted that the Amenities Committee were considering additions to this area to improve safety.

The possibility for a piece of Public Art in the Carnival Development was noted. The PAG has been advised that the space indicated for this piece of Public Art is planned to be the final area to open to the public. It was agreed that the Committee would lend their support to this concept.

ACTION: ARTS AND CULTURE OFFICER

COMMITTEE INFORMATION (Agenda Item 9)
a) No information items were received.
b) The Committee suggested that the following items would be beneficial to promote:
   • The Town Hall Tabletop Takeover is now only two weeks away.
   • The Committee would like to support a Young Adult Book Day and is investigating the potential to do so.
   • The Committee is open to and considering options for Public Art in Wokingham.

ACTION: MARKETING COORDINATOR

EXCLUSION OF THE PRESS AND PUBLIC (Agenda Item 10)
It was proposed by Cllr A Tebboth and seconded by Cllr M Malvern and it was that in view of the confidential nature of the business about to be transacted, e.g. legal and financial matters, it was advisable in the public interest that the press and public be temporarily excluded and instructed to withdraw.

THEATRE IN THE PARK (Agenda Item 11)
The Committee was disappointed with the small number of applications. It was noted that the received proposal did not fully reflect the brief. The Chairman noted that the proposal had been received prior to the revised brief going out; however the proposer had indicated they were content to let this proposal stand and were happy to amend if requested to fit better reflect the brief.

The Chairman also noted that the Committee could refuse the proposal however there was not enough time to request a new round of proposals, award it and have a theatre production cast, rehearsed and ready for early July. It had been
indicated that the provider was known to the Council, and the Town Clerk and Arts and Culture Officer felt it would be possible to adapt the proposal to better fit the brief.

The Committee agreed to give delegated authority to a team including the Chairman and Vice Chairman to liaise with the provider to ensure that the final production be in line with the brief as written. Particular note was given to the following requirements;

- The budget be no more than the £2500 stated
- The event be in Elms Field
- The play be Shakespeare based, although consideration should be made to it being a fun and accessible telling of Shakespeare. Which should be reflected in the marketing.
- A sound system would be required
- Questions to be asked about how this event would be aligning to the goals of sustainability and inclusivity.
- The provider’s plan in case of poor weather
- The event should not be ticketed

The Committee also requested that the revised proposal be distributed by email to all members.

It was proposed by Cllr D Hinton and seconded by Cllr M Malvern and it was unanimously to instruct the Arts and Culture Officer to return to this provider with a list of requirements and questions to revise the proposal to better reflect the supplied brief. If confirmed by the Chairman, Vice Chairman and officers, said provider be accepted to supply this service.

**RESOLVED**

30083

**ACTION:** ARTS AND CULTURE OFFICER

CHAIRMAN

CHAIRMAN’S INITIALS ______________

Arts and Culture Committee 20th January 2020 16007
## Monitoring Report: Arts & Culture

**Date:** 3rd March 2020

<table>
<thead>
<tr>
<th>Date Action Agreed</th>
<th>Item for Action (to include any resolution number)</th>
<th>Person Actioning</th>
<th>Proposed Completion Date</th>
<th>Progress</th>
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<tbody>
<tr>
<td>09/09/19</td>
<td>Graffiti Boards</td>
<td>A&amp;C Officer</td>
<td>January 2020</td>
<td>The Arts and Culture Officer followed by the Town Clerk has been in touch with Wokingham Borough Council for the sites identified and to indicate potential support to other sites they might identify.</td>
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<td>20/01/20</td>
<td>Theatre in the Park</td>
<td>A&amp;C Chairman, Vice Chairman and A &amp; C Officer</td>
<td>February 2020</td>
<td>As per resolution 30083 the A&amp;C Chairman, Officer and Town Clerk met with the preferred supplier to discuss the committees requests to amend the proposal. The proposal was amended to the Committees wishes and as such the event will be going ahead. Complete</td>
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### 304 Arts & Culture

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Actual Last Year</th>
<th>Actual Year To Date</th>
<th>Current Annual Bud</th>
<th>Variance Annual Total</th>
<th>Committed Expenditure</th>
<th>Funds Available</th>
<th>Transfer to/from EMR</th>
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#### Arts & Culture: Income

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<td>600</td>
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<td>Book Festival</td>
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<td>5,166</td>
<td>6,600</td>
<td>1,434</td>
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<tr>
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<tr>
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<td>Sunny Saturdays</td>
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<td>1,130</td>
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<td>700</td>
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<td>Living Advent Calendar</td>
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<td>1,100</td>
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<tr>
<td>Mosaics</td>
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<tr>
<td>Fun Day</td>
<td>6,758</td>
<td>6,830</td>
<td>6,700</td>
<td>(130)</td>
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#### Arts & Culture: Indirect Expenditure

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#### Net Income over Expenditure

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<tr>
<td>Net Income over Expenditure</td>
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<td>(55,041)</td>
<td>(60,750)</td>
<td>(5,709)</td>
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A&C Officer’s Report 9/2019-20

To: Arts and Culture Committee
Date: 17th February 2020
Subject: Wokingham Living Advent Calendar

1 REASON FOR REPORT
1.1 To advise the Committee on the 2019 Wokingham Living Advent Calendar (WLAC)

2 BACKGROUND
2.1 The WLAC is a series of short performances around the town centre. One each evening between the 1st and 24th December, creating a living version of a traditional advent calendar.
2.2 The project was initiated in 2012 and is a joint initiative between More Arts and Wokingham Town Council.
2.3 Events are 15-20 minutes long and are held at 6pm on weekdays and 4pm on weekends.
2.4 The performer is not revealed until the day of the event, emulating a real advent calendar.
2.5 It was based on the Henley Living Advent Calendar. Over the years it has moved away from an exact duplication of the Henley event in response to the particular needs of Wokingham.
2.6 Two larger events form part of the WLAC. The annual Dressing the Christmas Tree and the Live Nativity. Both are very well attended and last longer than the standard performance.
2.7 More Arts receive a grant to put on the event including the Live Nativity while Wokingham Town Council retains a budget to manage the publicity side of the WLAC and Dressing the Christmas Tree.

3 2019 EVENT
3.1 As per previous years, More Arts contracted an external body with expertise in music and events to manage aspects of the delivery. This continues the professionalism of the offering and also creates a good platform for new young artists.
3.2 More Arts engaged with a number of local charities for the donations received each evening. As a rule each charity had a consecutive pair of evenings chosen at random with the exception of Dressing the Christmas Tree and Live Nativity.
3.2.1 Dressing the Christmas Tree is allocated to the Wokingham Town Mayor’s charity and the Live Nativity to a charity chosen by Churches Together in Wokingham.
3.3 Donations could also made electronically via the More Arts website and in person on the night via a credit card machine. Donations were on a par with the last few years.
3.4 During November and December the website www.wokinghamadvent.org.uk was accessed 3483 and 4764 times respectively which is thought to be more than previous years however the reporting method has changed over the last 12 months.
3.5 We reduced the number of leaflets produced and increased the support of the videos being made of each evenings performance.
3.6 The Facebook page had audience growth during November and December increasing the followers by 150. We had excellent reach for the content posted. The video posts were consistently the highest reaching posts with an average reach of 3000 and direct engagement (clicking on the post or commenting and/or sharing it) on average 100 times.

3.7 Dressing the Christmas Tree: This was the second year outside in the new space. Due to safety consideration we continued to have the event in the larger area of the Market Place. There were more schools than previous year’s in attendance and feedback was positive. We again engaged a professional company to create a suitably Christmassy spectacle and showcase the choir and schools to their fullest.

4 FINANCIAL IMPLICATIONS AND OTHER COSTS

4.1 The allocated budget for publicity is £1100. This covers banners, printed flyers, posters, adverts and external support like professional filming. Social media and other electronic publicity was cost zero this year apart from Officer time which can be significant with 24 events to cover.

4.1.1 Final spend for the WLAC publicity is approx. £1000. (£100 under budget.)

4.2 A budget of £700 is specifically allocated to present Dressing the Christmas Tree.

4.2.1 Final spend for the Dressing the Christmas Tree is approx. £800 (£100 over budget).

4.3 More Arts received a grant of £4700 to manage the remainder of the event. Including funding in full the Live Nativity. The grant for the financial year 2020/21 has been approved.

5 FUTURE EVENTS

5.1 More Arts have indicated that they are happy to continue with the event with some minor tweaks to the current premise to continue to improve the delivery of the event.

5.2 In the debrief it was considered that the following aspects of the event did not encourage increased growth.

5.2.1 Performance time is based off when performers are available and businesses willing to take part. However 6pm may not be the best time to reach the majority of residents.

5.2.2 Performance length at 15-20 minutes is not felt long enough to come out for especially. It works better if the residents are already coming out to that venue or nearby venue.

5.2.3 It is felt, that residents may be more interested in coming if they know what to expect.

5.2.4 Venues: shops and pubs are on the smaller side of capacity and are not always outfitted to take a band.

5.3 However, More Arts are considering an alternative approach that would move the event away from a traditional advent calendar. One option being a reduction in the number of events, lengthening them, focusing them around weekends, promoting other local events at the same time and utilizing the larger community venues such as the Town Hall, Churches and if possible Theatres while maintaining a charitable aspect.

5.4 It however should be noted that the Living Advent Calendar started out as an event that embraced the community as a whole, bringing residents, performers, businesses and charities together. If the Committee wish to continue this it should be considered how such a radical change could fit with that aim.

5.5 Should the Committee be interested in the alternative approach More Arts would be keen to engage to formulate in more detail a Christmas time event that embraces the desire of the Council.

6 RECOMMENDATIONS

6.1 That the Committee consider the future of the event.

Gemma Cumming
Arts & Culture Officer
To: Arts and Culture Committee  
Date: 24th February 2020  
Subject: Board Gaming Event 2020

1 REASON FOR REPORT
1.1 To advise the Committee on the first Board Gaming Event titled “Town Hall Tabletop Takeover”

2 BACKGROUND
2.1 The event was initially suggested by the Committee of 2018/19 and budgeted in for the 2019/20 financial year.
2.2 It involved local game store Eclectic Games as a partner for the event who attended for the opportunity to promote to the local area and to share their expertise and passion for Board Gaming. They were also able to sell copies of the on show games.
2.3 Shop volunteers and staff from a major game distributor were sourced by Eclectic to run the on show games.
2.4 The event involves the usage of the entire Town Hall.
2.5 It was agreed that there should be a charge for this event. The charge was set to be in line with other similar events and was set at £4 a ticket.
2.6 An aim was to place an event in a period of time where we didn’t currently have much provision. February was chosen to fit with this, while also being after the first post-Christmas pay day.
2.7 Another aim was to put on an event that might attract more teenagers and young adults.

3 THE EVENT
3.1 Tickets sold out around a week before the event date.
3.2 Direct feedback indicates that it was very well enjoyed and they would like to see it run again.
3.3 Eclectic Games have noted that subsequent to this event they have had enquiries about running similar or smaller versions of the event in the local area.
3.4 It was noted that there were lots of families attending. The majority with children between the ages of approx. 8 to 12. However there were also some teenagers with parents and adults aged around 20 – 35.
3.5 Of the families attending there did seem to be a lean toward multigenerational gaming families.
3.6 Most attendees quoted Social Media as where they heard out about it.
3.7 Attendees were around 50% Wokingham Town residents. Other groups came from, Bracknell, Crowthorne, Finchampstead/Barkham and Lower Earley.

3.8 On the debrief there were noted a number of logistical changes that could expand and improve the event. Some included:
   - Amend the day timing to 10am -1pm and 2pm – 5pm.
   - Increase the number of tables in the Main Hall and/or utilise the REME room for extra capacity.
   - Use the annexe for more gaming room and move the Game and Ticket Sales down into the Jubilee Room.
   - Increased signs for the spaces/tables and earlier distribution of the pre event signup sheet to individual highlighted games.
   - Potential for additional activities on the run up to the main event.
   - Increases to recycling capacity within the Town Hall already underway.
   - Eclectic have also noted that they have useful feedback and data to improve on the show and for sale games on offer.

3.9 Many thanks to the Councilors who attended, you were particularly useful in helping to get ticket holders organized and to the right place at the right time.

4 FINANCIAL IMPLICATIONS AND OTHER COSTS
4.1 Income from ticket sales approx. £300 after VAT
4.2 Expenditure is approx. £550

5 RECOMMENDATIONS
5.1 That the Committee continue to support such an event.

Gemma Cumming
Arts & Culture Officer