



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

In accordance with Full Council Resolution 30289 13th April 2021 and in line with standing order 35 and the Addendum to Standing Financial Regulations year ending March 2022 this meeting is to be held virtually.

Members of the public remain welcome and should contact the officer below for details.

1st June 2021

Dear Councillor

You are invited to attend a meeting of the **members of the Arts & Culture Committee** to be held virtually at **7.30pm on Monday 7th June 2021** for the purpose of considering and making recommendations upon the subjects and matters set out in the agenda below.

Yours sincerely

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 MEETING

To receive and confirm the Minutes of the proceedings at the meeting of this Committee held on 8th March 2021 (pages 16259 to 16261), copy attached, as a true and correct record.

5 MONITORING REPORT

To receive and consider the Monitoring Report dated 1st June 2021 (copy attached).

6 COMMITTEE BUDGET

To receive and consider the Committee's budget dated to 30th April 2021 (copy attached).

7 PLATINUM JUBILEE

To receive a briefing note updating ongoing work for this event (copy attached).

To note the amended minimum budget and chosen acts for the event.

8 CHALK ABOUT IT

To receive and consider a briefing note on this event and to make a recommendation on going out for quotations with the intention of this event going ahead. (copy attached)

9 BOOK FESTIVAL

To receive and consider a briefing note on this event and to make a recommendation on either a hybrid event as presented or a digital event. (copy attached)

10 CONSIDERATION OF FUTURE IDEAS

To receive for information the review of the events of the Arts and Culture Committee (copy attached)

a) To note the updates, and changes to events due to COVID

b) To receive an update on the idea of a digital Singing Trees (copy attached)

c) To consider between meetings, potential future ideas, and bring them ready in advance of the next meeting.

11 PUBLIC ART IN WOKINGHAM

To receive for information an update by Cllr Lloyd on the external Public Art group meeting.(copy attached)

12 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).

8th March 2021 – DRAFT

In accordance with the Local Authorities and Police and Crime Panels (Coronavirus) (Flexibility of Local Authority and Police and Crime Panel Meetings) (England and Wales) Regulations 2020 this meeting was held virtually.

Minutes of the proceedings of the **ARTS & CULTURE COMMITTEE** meeting held virtually on this day from 19:31 to 20:28.

PRESENT

Chairman: Cllr S Gurney

Councillors: Cllrs, A Box, D Hinton, M Fumagalli, T Lack, T Lloyd, M Malvern and A Tebboth.

IN ATTENDANCE

Arts and Culture Officer

APOLOGIES FOR ABSENCE (Agenda Item 1)

There were apologies from Cllrs P Cunnington and P Hornsby. It was noted that Chairman Cllr S Gurney had given apologies but hoped to attend later in the meeting. Vice Chairman Cllr A Tebboth would chair this meeting.

MEMBERS' INTERESTS (Agenda Item 2)

There were no declarations of interest.

QUESTIONS FROM MEMBERS OF THE COUNCIL OR PUBLIC (Agenda Item 3)

There were no questions from members of the council or public.

Cllr Box joined the meeting.

ARTS & CULTURE COMMITTEE MINUTES (Agenda Item 4)

**RESOLVED
30266**

It was proposed by Cllr A Tebboth and seconded by Cllr T Lloyd and it was

unanimously, that the Minutes of the Arts & Culture Committee meeting held on 18th January 2021 (pages 16229 to 16231) 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 2nd March was received and considered.

Singing Trees:

It was noted that the Arts and Culture Officer had an ongoing action to investigate the potential for an app based singing trees project.

COMMITTEE BUDGET (Agenda Item 6)

The Arts and Culture Committee's budget dated to 31st January 2021 was received and noted.

CHAIRMAN'S INITIALS _____



SPRING/SUMMER EVENTS (Agenda Item 7)**a) May Fayre:**

The Committee was updated that the Lions had decided due to the ongoing COVID-19 pandemic to cancel the annual May Fayre. They plan to look at alternatives including potentially smaller scale versions and/or postponement.

b) Cultural Month:

It was noted that, post the previous meeting, the Arts and Culture Officer had been tasked with collating how many potential Cultural Month activities there would be in May this year. Unfortunately due to the minimal amount of considered activities it was decided that it was not financially prudent to do paper publicity for this event this year. The Arts and Culture Officer will continue to be in touch with organisers and look to promote planned events via Love Wokingham and Town Council electronic media.

c) International Street Concert**d) Fun Day****e) Sunny Saturdays**

These three events were considered as one. It was discussed what would be possible with regards to making these three events COVID Secure. It was noted that due to various factors, individual to the events, that it was felt that it would not be possible to make these events properly safe.

Postponement was discussed however it was reflected that moving these events would put the organisation of them at a time of year where other events were already planned to take place. Additionally there is no guarantee that they would be possible later in the year. The Town Clerk was keen to have clarity on the position of these events for all parties.

It was proposed by Cllr Tebboth and seconded by Cllr Hinton and it was

**RESOLVED
30267**

unanimously that the International Street Concert, Children's Fun Day and Sunny Saturdays performances would not go ahead this year.

It was asked if it would be possible to retain some of the budget saved this year to create a bigger version of the events as their 'come-back' year. It was noted that the Arts and Culture Officer would ask the question, however it would also be possible to request a one year funding increase from F&P in November through the normal funding processes of the Council.

f) Theatre in the Park**g) International Day and Chalk About it**

It was discussed and noted that Theatre in the Park was able to go ahead in a COVID secure manner last Summer as dictated at the time. It was noted that as there is a probable COVID secure plan, that it might be possible to run one off small simple events within that format.

CHAIRMAN'S INITIALS _____



As these events are commonly later in the Summer or as yet have no confirmed date it was agreed that they could be considered again further down the roadmap.

**RESOLVED
30268**

It was proposed by Cllr Tebboth and seconded by Cllr Lloyd and it was

to recommend to F&P for the budgets associated with these events be retained for the time being and to request £2000 of saved funds be moved to Theatre in the Park to give flexibility for potential short notice, small COVID secure summer events.

ACTION: RESPONSIBLE FINANCIAL OFFICER

SCIENCE WITH SCHOOLS (Agenda Item 8)

The Committee were updated on the progression of this event. It was discussed and agreed that the area chosen would be inline with the Council's Key Principles however the schools and students would be given the choice to feedback and choose the specific topic. The Arts and Culture Officer alongside Cllr Fumagalli will continue to engage with the schools.

ACTION: ARTS AND CULTURE OFFICER

Cllr Gurney joined the meeting.

COMMITTEE INFORMATION (Agenda Item 9)

a) The following items for information were received.

WBC public art at Carnival: Cllr Lloyd reported work was ongoing regarding a piece of public art at the Carnival Development including looking at funding options.

Mural: Cllr Lack noted that the mural concept Amenities were managing was progressing well and hoped for completion in the Spring.

b) **Marketing requests:** It was recognised that this meeting had not produced many positive actions able at this time to be publicised. The hard work the Marketing Coordinator had put in to the 'shop local' and takeaway and delivery lists during this unusual year was noted and heartily thanked.

CHAIRMAN

CHAIRMAN'S INITIALS _____



Monitoring Report: Arts & Culture

Date: 1st June 2021

Date Action Agreed	Item for Action (to include any resolution number)	Person Actioning	Proposed Completion Date	Progress
14/09/2020	Singing Trees	A&C Officer	August '21	Agenda Item 10

Principles and Priorities: Arts & Culture

Date: 12th January 2021

Wokingham Town Council Overall Principles



Detailed Principles for the Committee

Service: Arts and Culture will create initiatives and events that serve the residents of the Town foremost.

Distinctiveness: The work of this Committee will look to add events and initiatives that continue to put Wokingham on the map

Sustainability: The Committee will introduce new events that are sustainable and environmentally friendly and will work to alter existing events to become greener and more sustainable.

Inclusivity: The Committee will create and manage events that embrace the communities and cultures of the residents. Events that are open and welcoming to all regardless of any protected characteristic. To use the arts to promote diversity and champion learning about others, particularly those who are underrepresented.

05/05/2021

Wokingham Town Council

Page 1

10:21

Detailed Income & Expenditure by Budget Heading 30/04/2021

Month No: 1

Cost Centre Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/ from EMR
304 Arts & Culture							
1159 Book Festival Income	1,800	3,600	1,800			50.0%	
1253 Fun Day Income	0	150	150			0.0%	
1266 Board games income	0	1,000	1,000			0.0%	
Arts & Culture :- Income	1,800	4,750	2,950			37.9%	0
4341 Concert	0	37,000	37,000		37,000	0.0%	
4342 Cultural Month	0	2,300	2,300		2,300	0.0%	
4343 PRS Licence	0	600	600		600	0.0%	
4345 Book Festival	0	6,600	6,600		6,600	0.0%	
4388 Theatre in the Park	0	2,500	2,500		2,500	0.0%	
4389 Board Games event	0	1,000	1,000		1,000	0.0%	
4512 Sunny Saturdays	0	3,000	3,000		3,000	0.0%	
4513 Dressing the Christmas Tree	0	700	700		700	0.0%	
4518 Living Advent Calendar	0	1,100	1,100		1,100	0.0%	
4526 International Day	0	3,000	3,000		3,000	0.0%	
4527 Chalk about it	0	3,000	3,000		3,000	0.0%	
4603 Fun Day	0	7,800	7,800		7,800	0.0%	
Arts & Culture :- Indirect Expenditure	0	68,600	68,600	0	68,600	0.0%	0
Net Income over Expenditure	1,800	(63,850)	(65,650)				
Grand Totals:- Income	1,800	4,750	2,950			37.9%	
Expenditure	0	68,600	68,600	0	68,600	0.0%	
Net Income over Expenditure	1,800	(63,850)	(65,650)				
Movement to/(from) Gen Reserve	1,800						



Wokingham Town Council

Memorandum

To: Arts and Culture Committee
Date: 20th May 2021
Re: Platinum Jubilee 2022
From: Arts and Culture Officer and Town Clerk

Good Afternoon Councillors,

At the January meeting we gave an update on progression of the Queen's Platinum Jubilee celebrations. Work is ongoing to bring this event to life.

In moving the event to Elms Field, and most notably changing the timings so we will have a longer event to achieve an act for each decade of her reign. There will be 50% more acts than the usual Street Concert. As such there has been a small increase to the min cost of providing this event to £40,900. This is an uplift of £3,900, or just over 10% of the whole event cost from previous years. The Town Clerk and I believe this is a very reasonable uplift considering that while costs are saved from not doing it in the Street, Elms Field has a much larger audience capacity that comes with cost increases in ensuring the welfare of this larger audience.

A provisional list of acts was prepared between Yes Events, the Town Clerk and myself between the March meeting and this one. As previously described acts were chosen one for each decade of her reign, with a view for them being popular and upbeat as well as ensuring that we had a good balance of diversity. Due to the specifications of an act a decade it proved difficult to not have a greater proportion of tribute acts than normal for the Street concert. An act to highlight the 00's proved tricky to source and considering there was already a cost uplift we decided to merge the final two decades with the usual party band ending for the Street Concert to not incur extra costs.

We were keen to place them, as well as the cost uplift, in front of you for discussion however a number of the acts have been offered other shows on our date (unsurprising considering the national status of these celebrations) and it proved necessary to commit a deposit to secure them or lose them before we could meet.

We have reviewed and discussed the acts at length with Yes Events and are sure these are excellent quality acts and a great mix for our event. We expect in July or September to place before you some optional extras for discussion and the final request to F&P for additional funds.

Please find the list of acts and links to them for your information.

50's

Peggy Sue and the Jukebox Jives

https://youtu.be/Tppf6O1IkT0?list=TLGG-36MYE10i_kzMDAzMjAyMQ

60's

Midnight Soul Sisters

<https://youtu.be/O2TfipYn9oA>

70s

Trenchtown Experience

<https://youtu.be/PN6zySFXJ8>

80's

Queen Alive

<https://youtu.be/bKDPH1mfDNI>

90's

Spice!

https://youtu.be/HBi-rvS8_Yo

00 - present

Fully Funktional

<https://youtu.be/C2RAdtDfWrA>



Wokingham Town Council

Memorandum

To: Arts and Culture Committee
Date: 20th May 2021
Re: Chalk About it 2021
From: Arts and Culture Officer

Good Afternoon Councillors,

At the last meeting it was decided to put a hold on the Chalk About it project until it was necessary to make a decision on progressing it. With the view that by this meeting it would be clearer how possible the event would be under Covid and for the brief to be amended as such.

At this point a decision needs to be made about attempting to put it on this year.

I have worked out a timescale for getting the event off the ground. If you recommend to pursue it at this meeting, the brief will go out into the public immediately. With the intention of quotations being ready in time for the next meeting of the members of this Committee. Should there be a significant number of applications for this project, we would request that the Chairman, Vice-Chairman and Town Clerk join the Arts and Culture Officer in appropriately shortlisting the applications.

Then, once a provider is picked we will be committed to a down payment in advance for this event. Due to the ongoing timescales and availability the Town Clerk and I have picked Sunday 26th September for the event.

Work has also been done to initially engage with MIND on the approach for the local organisations and resources to be available with this event and going forward more work will be done to tie the arts provider and local resources into a cohesive event. The Town Hall has also been booked out for a private space and, if restrictions allow, potentially some educational resources by MIND.

We will also work with MIND to target marketing to the individuals you have already identified as priorities. The public (to everyone) marketing strategy will depend on making sure the priority groups are not discouraged as well as what is possible due to COVID restrictions.

COVID remains the greatest risk to this event. Events in open, public, free flow spaces are much harder to make COVID secure than controlled spaces. Consideration will have to be made in how to manage risks at an event that best works with some one on one contact. Happily the event is in the open air, which current thinking would determine it low risk. However if social distancing needs to continue, the event will need support by dedicated volunteers to encourage all Covid measures; such as social distancing and to manage numbers. Should we move back a step in the road map the event may be at risk.



Wokingham Town Council

Memorandum

To: Arts and Culture Committee
Date: 19th July 2021
Re: Wokingham Children's Book Festival 2021
From: Arts and Culture Officer

Good Afternoon Councillors,

Work is progressing with the 2021 Book Festival. A diverse range of authors have been picked.

We discussed after the event last year that the Committee should make the decision on if this year's event should be a hybrid or full digital, bearing in mind the situation with Covid at the time.

On liaising with the Library service, at this time it will not be possible in October to do any events in the Library. If social distancing continues the Town Hall will also be heavily restricted with only 24 possible in the Main Hall. However there is a wish to get back to in person events.

Bearing in mind last year's success, Covid restrictions, and staff capacity and capabilities we have formulated the below proposal for a hybrid.

Hybrid Event

On Saturday 16th October we will run a hybrid day. There will be four in person events which will also be live streamed. The capacity will be determined by COVID rules at the time. Currently we are investigating options for a larger venue, however this comes at a significant additional cost and far greater complexities. The fall back would be the Main Hall.

In person events take a little longer than digital events as it takes time to have everyone enter and leave safely, as well as any cleaning in between sessions. Should restrictions allow, that time would be usually taken up with the usual book signing.

All of the authors planned to talk are able to switch to digital only should that become necessary.

Sunday 17th would be a digital day. There will be 5 authors running in the same way as last year. This also enables us to have some authors who would not normally be able to join us in person.

We propose to charge for the digital access however at a reduced rate than an in-person ticket.

The biggest risk for the hybrid is the external hall hire cost of approx. £45 an hour (estimated at least £450). The only venue so far available is St Crispin's 6th form hall, which is free on the Saturday only. Other Town venues are either unavailable or comparable in size or smaller than the Town Hall. St Crispin's has a normal capacity of 180 and we estimate that 40 would be possible with social distancing as it is. Further testing would be required in September, once planned improvements to their WiFi is complete to ensure the streaming side would work (currently it

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Town Clerk: Mrs J. Nowecki

would not). There are also a number of other activities and events going on around the wider site that Saturday, including Ashridge Park FC and youth dance groups, putting known significant pressure on the car parking availability. Should we be able to increase capacity due to social distancing easing that would be even more problematic. Considering the risk and cost involved I do not think this is a suitable option at this time.

Other than that there is minimal risk. If we should enter a new lockdown or a situation where meeting in person is not possible we would switch from in person events to digital only events.



Wokingham Town Council

A&C Officer's Report 01/2021-22

To: Arts and Culture Committee

Date: 5th May 2021

Subject: Arts and Culture Committee Review of period May 2020 to April 2021 with current status

1 REASON FOR REPORT

- 1.1 To present a review of the work of the Committee from last council year.
- 1.2 To note changes to events for this year due to the ongoing COVID-19 situation.
- 1.3 To give background when considering future ideas to be explored in line with the strategic plan of the Council.

Overview

Wokingham Town Council's Strategic Plan is:

To enhance Wokingham Town for all current and future residents and businesses

This is measured through the principles and priorities of Service, Distinctiveness, Sustainability and Inclusivity.

Service: All residents of Wokingham Town deserve high quality services. In providing those services, the Town Council will seek to enhance its services to support new and overlooked communities and groups and to use its personnel and financial resources proportionately and wisely

Distinctiveness: Wokingham Town is proud of its distinctive nature as a modern market town with an ancient heritage. Wokingham Town Council will protect its heritage while recognising that change is necessary to enhance its services to current and future residents.

Sustainability: Wokingham Town will aim to be a sustainable community. Wokingham Town Council will seek to protect and enhance its natural, built and cultural environments for all current and future residents, and to deploy its personnel and financial resources sustainably.

Inclusivity: Wokingham Town will be welcoming to all irrespective of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. Wokingham Town Council will take positive steps to enhance its services for its diverse populations equally and fairly.

Arts and Culture's remit is currently:

Encouraging the delivery of Arts and Culture throughout our Town,
typically through the following means:

- Initiatives from the Arts and Culture Committee
- Directions and suggestions from Full Council
- 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

There is a particular focus on aspects of Sustainability and Inclusivity to ensure these principles are being worked towards.

Events/activities by date

May (all month) – **Cultural Month** (page 4)

Saturdays from beginning of May to end of September – **Sunny Saturdays** (page 5)

Saturday on Last May Bank Holiday – **Fun Day** (page 6)

First Saturday in June – **International Street Concert** (page 7)

Summer holidays - **Theatre in the Park** (page 8)

Summer – **Chalk About it** and **International Day** (page 9/10)

September – **Science with Schools** (page 11)

Weekend in October – **Wokingham Children’s Book Festival** (page 12)

December (all month until 24th) **Wokingham Living Advent Calendar** (page 13)

December – **Dressing the Christmas Tree** (page 14)

First Saturday in February – **Town Hall Tabletop Takeover** (page 15)

No specific date

Mosaics (page 16)

Virtual Museum (page 17)

Events in the Town Hall (page 18)

Wokingham Cultural Month of May

Audience Demographic: All potentially.

Event Demographic: All potentially

Reach: Printed leaflet distributed to all households, Website, social media

Description: Aimed to showcase the depth and breadth of arts and cultural events within and/or serving Wokingham Town.

May was chosen as it already had a number of important and high profile cultural events: May Fayre, Fun Day, Sunny Saturdays, Mayor's Sunday and Street Concert.

Cultural Month has been yearly since 2014. Approx 100 events each year are promoted for the event from a variety of local organisations and societies. Many are regular smaller events some are larger events that only happen in May or are a larger version of a regular event. Events are included if they fit the following criteria: Must be events that could be open to visitors/members of the public, should be within the town boundaries (borderline activities are considered), happen during May and are Arts and Culture based (adjacent activities considered).

A move from a printed brochure to a single sheet leaflet to promote the event was agreed to reduce paper waste. This was not tested due to the COVID-19 situation.

The Cultural Month website was created with some basic accessibility tools built in.

COVID-19 update for 2021: There was a minimal number of activities planned, either in person or online due to the uncertainty surrounding the ongoing pandemic. The number of activities was monitored and at strategic times decisions made on the presentation of this event. No printed materials were produced this year and while events have been promoted online it was decided that it would not be proportional to use the Cultural Month branding for the small handful of events compared to the 100+ in a normal year.



Sunny Saturdays

Audience Demographic: Majority Adult, retired, families with children (and users of the Saturday Market)

Event Demographic: Majority music and children's entertainment. Some dance.

Reach: Cultural Month, Flyers, advertising, website and social media

Description: A programme of entertainment two Saturdays a month in the Market Place between May and September

Primarily local community groups and some professionals. Including Children's Entertainers, Choral Groups, Small bands and individual performers (pop, jazz, swing, folk and other light upbeat music).

Dance: Cuban salsa and Morris. Music is chosen with creating a vibrant market place in mind, taking into consideration of it being an active Market.

For 2020 it was decided to cut down the number of performances and was recognised that due to a particularly busy Saturday Market that there was limited space for performances and difficulties in balancing sound levels. Concert bands are often unable to attend due to the large membership they need. However a number of our usual concert bands were able to suggest smaller groupings from their membership.

Getting feedback remains an important position to improve.

Sustainability: none to date

Inclusivity: Consideration has been made to include school performance groups, unfortunately the timing of the event means it is generally not possible due to exams followed by summer holidays.

COVID-19 update: No Sunny Saturday performances were possible in 2020 and it was agreed that the 2021 Sunny Saturdays would also be cancelled to support the need for social distancing for the Market. Flexibility was granted to look to alternatives for some sort of summer events as would be reasonable and COVID secure.



Fun Day

Audience Demographic: Children (ages 0 – 10 years old with their family)

Event Demographic: Children's Entertainment

Reach: Cultural Month, Flyers, advertising, website and social media



Description: A long established event for the children of Wokingham, allowing parents to bring them to an event where all the activities are free and it can be a day where parents don't feel obliged to spend money. Activities include: face painting, magic shows, mobile farm, fairground rides, electric go karts, arts and crafts. All such organization/business attendees must provide a free activity for the children, not just promote themselves.

The Scouts provide a tea tent and BBQ, which is reasonably priced and the Ice Cream vendor is under an agreement to pay to Wokingham Town Council 20% of his takings of the day to attend which supports the event.

The event is fully established at Langborough Recreation Ground after moving it in 2014. We have established Council term fixed cost contracts for the larger elements of the event to help manage the budget and improved the signage into and around the event.

Sustainability: The introduction of windmills to replace the balloons in 2019 went well. A few years' worth of supply was purchased for 2020 and beyond. It has been noted that improvements could be made to recycling on the site but would require a budget to contract in a company rather than the previously supplied free bins.

Inclusivity: Vegetarian options available at the Scouts BBQ and have been for a number of years.

COVID-19 update: The 2021 event was cancelled.



International Street Concert

Audience Demographic: Families, Youth, Young Adults, Adults, Retired

Event Demographic: Music

Reach: Cultural Month, Flyers, advertising, website and social media

Description: Music Concert in the street in the centre of Wokingham. Featuring acts with a focus on original and cover bands with an international flavour. Established in 2014 it continues to work well in Broad Street.

The reach of the Street Concert saw it grow in audience size and scale as such it was outsourced in full to an event management company.

Changes

Sustainability: Work was in place to increase visibility of recycling opportunities for waste produced by the 2020 event and encourage food venues to provide recyclable packaging.

Inclusivity: An excellent opportunity to consider a wide range of acts and ensure a balanced and diverse set of musicians from varied cultures. The event in the past has included POC and a good gender mix. Consideration to ensure this continues and where possible be improved upon. The 2020 event also had a repeater screen booked to improve visibility further down the street and a planned increase in vegetarian and vegan food choices.

COVID-19 update for 2021: The 2021 event was cancelled. Committee have also committed to the in principle alteration of the Street Concert in 2022 to celebrate the Queen's Platinum Jubilee.



Theatre in the Park



Audience Demographic: Majority children and families

Event Demographic: Theatre

Reach: Flyers, advertising, website and social media

Description: Previously to 2020 this was two plays with two performances each in Howard Palmer Gardens. One in May for Cultural Month and the other in June/July. One of the plays should be aimed at children and the other suitable for a wide audience including families and adults. The plays have been Shakespeare or Shakespeare influenced and children's from original pieces to recreations of known works such as retellings of the Owl and the Pussycat and the Hare and the Tortoise.

Audiences have ranged from 50 to 100 people at each event. Due to the static audience levels it was decided to test a single event in Summer Holidays 2020 with a move to Elms field to see if the visibility of the event could be improved. A quotation process was put in place and a provider agreed upon.

Sustainability: Requirements to ensure the good state of the park post the event and encourage audience to take their rubbish home to recycle was part of the brief.

Inclusivity: None to date

COVID-19 update: The 2020 event went well, utilising Howard Palmer Gardens as a COVID Secure and controllable space and enforcing social distancing. The 2021 event is suggested to take place on August 1st and discussions are underway on how best to present it considering the direction of travel for the COVID roadmap.



International Day

Audience Demographic: Everyone

Event Demographic: Culture Sharing. Potentially: information sharing, food, music, crafts, dance

Reach: Probably: Flyers, advertising, website, social media, targeted email lists, word of mouth

Description: Currently planned as a stall based event in the Market Place that brings the variety of cultures and ethnicities together to celebrate the diversity of Wokingham.

Sustainability: Nothing identified as yet. However discussions with food providers over minimizing plastic waste and considerations on the availability of waste/recycling receptacles will need to be had.

Inclusivity: A vital aspect.

COVID-19 update for 2021: As a new event work is ongoing to reach local and relevant community groups. Currently they are known to be working with their communities to respond to COVID and have little time beyond that.

Chalk About It

Audience Demographic: Primarily those with mental health difficulties and those at potential higher risk. Secondly the concept of the event is useful to everyone.

Event Demographic: Visual Art and workshop as a tool.

Reach: To be confirmed. We will work with MIND and other local charities to create a marketing plan.

Description: An event in the Market Place that includes a central artwork and 'workshop' element to help de stigmatize talking about mental health. Also including resources and signposting to mental health and wellbeing resources.

Sustainability: Nothing identified as yet. However considerations on the availability of waste/recycling receptacles will need to be had. Additionally specifications built into the choice of chinks used on the ground to make sure it doesn't stain the pavement or toxic to wildlife when washed off.

Inclusivity: Noted and being worked on.

COVID-19 update for 2021: See report.

Science with Schools

Audience Demographic: Secondary School Children (currently Yr 10)

Event Demographic: STEM subjects

Reach: direct through schools

Description: A new event for 2020. This event is a low to nil cost brokerage project to link local schools with University level lecturers to bring exciting and different scientific projects or ideas into their sphere of learning.

The initial 2020 event covered green topics such as ecology and the varied opportunities within that area of study. Members of the local Silwood campus based 'Grand Challenges in Ecosystems and the Environment Initiative' (a global hub for addressing key environmental challenges for humanity) spoke and presented online to St Crispin's students.

Sustainability: Not a change but noted as a potential theme.

Inclusivity: Not a change but also noted as a potential theme, particularly to encourage women into traditionally male dominated STEM subjects.

COVID-19 update: For 2021 we are looking at continuing to do the event digitally and engaging with the rest of the town Secondary Schools. There is a meeting due with the schools in June to fix a date and a topic.

Wokingham Children's Book Festival

Audience Demographic: Children, Youth

Event Demographic: Literature

Reach: Website and social media, Flyers, School visits, Wider than Town area

Description: Started in 2018 this yearly event is a partnership project between Wokingham Town Council and Wokingham Borough Libraries Service with support from 'morearts.' and WHSmith (wokingham branch). It occurs on a weekend in October and presents an opportunity to meet and learn from local and regional published authors of Children's Literature. Events happen both at Wokingham Library and Wokingham Town Hall.

With the pandemic a digital only offer was created. This was very successful encouraging the potential for hybrid events that use both digital and in person events.

Sustainability: Nothing noted

Inclusivity: Authors are chosen to have a mix of cultures and perspectives across the weekend.

COVID-19 update: Due to ongoing risks and challenges this is looking like a hybrid event is possible but with a large focus on the digital and enough in built flexibility to move to pure digital if needed. Detail in the specific update.



**Wokingham Children's
Book Festival**

Wokingham Living Advent Calendar

Audience Demographic: Families, Adults, Retired

Event Demographic: Music, Theatre

Reach: Flyers, adverts, website and social media

Description: An entertainment version of a traditional Advent Calendar with 24 performances over the 24 days of Advent. It is a partnership project between Wokingham Town Council and More Arts with More Arts receiving a grant to arrange the delivery of the event. Publicity is handled by Wokingham Town Council. Additionally, the Live Nativity has become an integral part of the event with its specific requirements and budget being added to the grant funding. More Arts have engaged a number of local organizations and individuals with suitable theatre experience to put on this very specific event. Additionally, they have also engaged with local professional musicians and promoters to assist with the provision of entertainment. A large proportion of the publicity budget goes on the production of post event videos that promote and extend the reach of the WLAC.

The 2019 event was reviewed by the Committee and it was agreed that it should continue to run as it has with the proviso that more events happen in social spaces other than pubs, that local acts continue to be used, contact school youth performance groups to see if they could be involved and consider spaces in the wards of the Town. As the 2020 event was unable to go ahead these changes are still in play, alongside a request to explore more diversity in performers and performance groups.

COVID-19 update: The 2020 event did not take place with a digital look back at the last 7 years of events replacing it. The steering group have been considering the possibility of how the event could work in 2021.

Wokingham Living Advent Calendar



A FREE performance each day

1st to 24th December

Weekdays at 6pm Weekends 4pm

For details:

www.wokinghamadvent.org.uk

Dressing the Christmas Tree

Audience Demographic: Children (schools and families)

Event Demographic: Music, Children's event

Reach: via Advent Calendar and via Schools directly

Description: Approx. 300 children and adults gather in the Market Place to sing carols and watch the Mayor receive schools' handmade decorations. The decorations are then over the next couple of days placed on the large main Christmas tree. It is a long-term event that has been encompassed within the Living Advent Calendar when that started in 2012. However, budget remains Wokingham Town Council with some logistical support from 'morearts.'

Carols are led and sung by Wokingham Choral Society. Wokingham Town Council ensures there is a suitable stage and sound system for the choir to be heard.

Sustainability: decorations are frequently recycled materials and are used for as long as they are in good condition and can go on the tree. This may be over multiple years.

Inclusivity: Nothing noted

COVID-19 update: The 2020 event went through a number of versions alongside the constantly changing circumstances at the end of last year. In the end the Mayor recorded a number of videos, thanking the schools for the decorations they supplied and as these went on the tree a little earlier than normal. No update for 2021, just hope that a version of the normal event will be possible.



Town Hall Tabletop Takeover

Audience Demographic: Focus on Teen and Young Adult but will attract families.

Event Demographic: Tabletop gaming which can include: Board Gaming, Card Games, Tabletop Role Playing Games and associated games.

Description: Brand new event for the 2019/2020 council year. Bringing modern board games to the people of Wokingham. The event was aimed at Teens and Young Adults due to a noted lack of provision from the Council for this age range. There were more families than the intended age range. The event sold out well in advance and work is planned to increase capacity for any future event.

Sustainability: none noted

Inclusivity: Event has strict policies in place regarding code of conduct for all parties to ensure the event is welcoming and inclusive.

COVID-19 update: It was not possible to run this event in 2020/21.



Mosaics

Audience Demographic: All

Event Demographic: Visual Arts and Heritage

Reach: Booklets, Website, App

Description: A project initiated in 2017 during the ongoing regeneration of the Town with a desire to include public art into the refurbished spaces.

A local mosaic artist was commissioned to design and create the round designs that would be placed within the pavements. The designs reflect aspects of the heritage of the Town and are sponsored by local organisations.

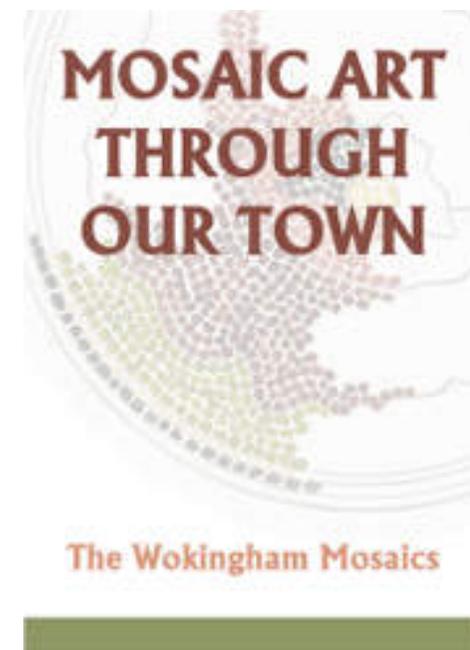
A further set of mosaics were completed during the 2019/20 council year and the app developed to reflect that.

Changes

Sustainability:

Inclusivity:

COVID-19 update: Not applicable



Virtual Museum

Audience Demographic: (Currently) Adults, Retired

Event Demographic: Heritage

Reach: Website and App

A project initiated in 2013 to showcase the historical items within the Town Hall on a virtual museum in lieu of a physical one. At the same time work was envisioned to repurpose and refurbish the now Jubilee Room to be able to be used as a meeting room and display a selection of the Town's Silver.

Over the last four years work has been ongoing to catalogue and upload the items within and part of the Town Hall and Town Council.

Recognizing that there was a lack of time for the Officer to commit to this project a volunteer was sought in 2017 to help support the virtual museum, research and upload historical information, allowing the museum to expand out of the Town Hall and into collating history of the wider town.

Recognizing the enormous potential and scope of history in the immediate local area advice and connections with other local museums and museum services is being sought. There is also interest in expanding, with appropriate guidance, suitable resources for school pupils.

Changes

Sustainability: N/A

Inclusivity: None noted

COVID-19 update: Not applicable



Events in the Town Hall

Audience Demographic: Adults, Retired

Event Demographic: Varied

Originally called Talks in the Town Hall, its aim was to bring local arts and cultural societies and individuals into the Town Hall to present talks on interesting cultural subject matter.

Unfortunately ticket sales for these events never picked up and was highly dependent on the group giving the talk with little evidence the talk was being picked up by the general public. Attendees were usually connected to the organization who had planned the talk.

The aim of having the societies work together and utilize the Town Hall as a resource to programme and self-fund a yearly programme of talks never quite found traction.

The event was renamed to Events in the Town Hall and is currently not being actively planned, however it was requested to be left open for consideration of any future interesting event/subject matter that might be supported (subject to budget).

Activities in consideration

Banners from lampposts

Wokingham Borough Council is undertaking a process of lamppost replacement. It has been requested that the new columns are suitable for banners and other uses by Wokingham Town Council, should we wish to utilize them for such purposes.

Sculpture Trail

Under investigation, although should note it is a high value project that would require extensive business support. There is a desire that it should be planned to occur at a suitable point near or at completion of the ongoing Town regeneration works.

Graffiti/Street Art Boards

The Committee would be keen to support such a venture should suitable space within the Town become available. Unfortunately to date it is felt that of the Council owned spaces none would be suitable for a project and of identified externally owned, possibly suitable spaces the landowner is not interested.

Events Table

Event	Years run	Estimate audience (Multiple performances are averaged)	Cost (2021/2022 precept)* (WTC Budget + Income)	Star rating space (1 low 5 high)
Cultural Month	8	15,000 households (2019)	£2300 (€2300) 2022 event	
Sunny Saturdays	8+	40 per performance (2019)	£3000 (€3000)	
Theatre in the Park	8	100 per performance (2020)	£2500 (€2500)	
Fun Day	8+	1000 at any one time (2019)	£0 due to COVID (€7650 + £150)	
International Street Concert	7	4000 to 5000 (2019)	£0 due to COVID (€37,000)	
International Day	0	n/a	£3000 (€3000)	
Chalk About it	0	n/a	£3000 (€3000)	
Science with Schools	1	30 kids?	£0	
Wokingham Children's Book Festival	3	180 families (2019) 650 places (2020 weekend)and 410 classes (2020 outreach)	£6600 (€3000 + €3600)	
Wokingham Living Advent Calendar	8	40 per performance (2019)	£1100 (€1100)	
Dressing the Christmas Tree	8+	300 (2019)	£700 (€700)	
Town Hall Tabletop Takeover	1	TBD	£1000 (€1000)	
Mosaics		n/a	£0	
Virtual Museum	8	unknown	£0	

*Budgets are based on what is/was anticipated to be spent pre COVID-19

Gemma Cumming
Arts & Culture Officer



Wokingham Town Council

Memorandum

To: Arts and Culture Committee
Date: 20th May 2021
Re: Singing Trees
From: Arts and Culture Officer

Good Afternoon Councillors,

The Arts and Culture Officer met with the developers of the Wokingham History App to discuss the Singing Trees concept.

After a lengthy discussion and detailing the parameters of the project they came back with a cost of between £3500 and £3750 to develop the app, most likely as an add on to the existing Wokingham History App. Although it was noted that further consideration would have to be made on how that App was marketed and presented as the Singing Trees concept was a movement away from history.

This would be a significant piece of work. The app developers would take direction from the Officer in layout and structure and would then code the app appropriately. Content would need to be procured and input into the app by the Officer.

Additional costs would include:

- QR codes installed on posts near to the tree in question (fabrication and installation costs)
- Any accessibility needs for the content if not possible by the Officer
- The Content itself. (which may require the drawing of a contract by our solicitors)

For the content you would be looking at commissioning an individual or organisation (or both) to create, produce and supply audio. That audio might incur ongoing yearly royalties (if the royalties for said content and use were not paid for in advance).

Costs for the content are very varied, but even going to the local community there are likely to be costs associated with recording the audio to a reasonable standard. For a musician, the Musicians Union has suggestions (<https://musiciansunion.org.uk/working-performing/composing-and-songwriting/commissioned-work/media-commissions>), however non of these exactly cover the kind of project we are looking at. Looking at the various fees I estimate it would likely be hundreds per song.

Would the Committee like for me to continue investigating to attempt to get a fuller idea of the cost for this project?



Wokingham Town Council External Representation Meeting Record

Organisation	<ul style="list-style-type: none"> • Public Arts Working Group (PAWG) • Arts Alliance: Arts & Culture Sub Committee for Carnival Hub Public Art • Arts4Wokingham
Meeting Attended	Online progress meetings
WTC Attached Committee	Arts & Culture
Name of Councillor	Tim Lloyd
Date of Meeting	Various: December 2020 – May 2021
Main Points of Meetings	
<p>GENERAL</p> <p>My responsibilities as WTC representative to the Public Arts Working Group (PAWG) have recently involved serving on a public art sub-committee of the WBC “Arts Alliance”. This has the aim of promoting and procuring public art in Wokingham, in particular a signature sculpture for the Carnival Hub. It includes WBC councillors and officers, members of the Arts Society PAWG, Stan Hetherington from Wokingham Music Society, Mick McNicholas from More Arts and advisors from the art world.</p> <p>An application has been made to set up a Community Incorporated Organisation (CIO) to organise the process and raise funds. This is called “Arts4Wokingham (A4W)” and councillors have been informed of the current initiative. The CIO is being set up to allow for involvement in other, diverse, arts projects in the future.</p> <p>Charlotte Haitham-Taylor (<i>now a former WBC councillor</i>) remains as chair of the sub-committee and will be chair of the new CIO. I have volunteered to be a trustee, but in a private capacity as the CIO will not have political representatives.</p> <p>With the new administration at Shute End, WBC has appointed Councillor Laura Blumenthal as deputy executive member for “Equalities, Poverty, the Arts and Climate Emergency”.</p> <p>FUNDING</p> <p>WBC has agreed “seed funding” to get the project going. This will only be enough to pay small fees to a shortlist of artists and the development of a selected design.</p>	



Wokingham Town Council External Representation **Meeting Record**

The full cost of procurement and installation will be raised by a fund-raising exercise.

PROGRESS

Regular (online) meetings have been held to develop a design brief, a website and a project plan. The project is launched, and publicity is in progress. We expect to start the process of short-listing artists before the end of August. Responsibility for all actions is being shared among members of the team.

Action or Points of follow up for WTC

Councillor Tim Lloyd will remain a representative to the PAWG but not officially as a trustee of A4W. He will feed back to the WTC A&C committee on any issues that are relevant to the Town.