



# Wokingham Town Council

Town Hall, Market Place, Wokingham, Berkshire RG40 1AS  
Tel: 0118 978 3185 [www.wokingham-tc.gov.uk](http://www.wokingham-tc.gov.uk)  
Town Clerk: K. Hughes

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

11<sup>th</sup> July 2023

Dear Councillor

You are invited to attend a meeting of the **Arts & Culture Committee** to be held in the **Council Chamber, Town Hall, Wokingham** at **7.30pm** on **Monday 17<sup>th</sup> July 2023** for the purpose of considering and resolving upon the subjects and matters set out in the agenda below.

Yours sincerely

**K Hughes**  
Town Clerk

**Contact Officer:** Gemma Cumming, Arts & Culture Officer  
Direct line: 0118 974 0889 Email: [gcumming@wokingham-tc.gov.uk](mailto: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 Chair 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 resolve upon the Minutes of the proceedings at the meeting of this Committee held on 5<sup>th</sup> June 2023 (pages 16758 to 16760), copy attached, as a true and correct record.

### 5 MONITORING REPORT

To receive and consider the Monitoring Report dated 11<sup>th</sup> July 2023 (copy attached).

**6 COMMITTEE BUDGET**

To receive and consider the Committee's budget dated to 30<sup>th</sup> June 2023 (copy attached).

**7 FUN DAY**

To consider and resolve on the report on the Fun Day (copy attached).

**8 FUTURE EVENTS**

To consider ready for next meeting any future projects or events the Committee would like to explore for future years.

**9 COMMITTEE INFORMATION**

a) To receive information items raised by members.

b) Identify any specific items for marketing purposes.

**10 EXCLUSION OF THE PRESS AND PUBLIC**

To resolve that in view of the confidential commercial nature of the business about to be transacted, it is advisable, in the public interest, that the press and public be temporarily excluded and that they are asked to withdraw.

**PART II**

**11 PARTY IN THE PARK**

To consider and resolve on the report on the Party in the Park (copy attached).

**Arts & Culture Committee:** Cllrs Barrie Callender (Chair), Susan Cornish, Philip Cunnington, Alexandra Domingue (Vice Chair), Alexandra Fraser, Matteo Fumagalli, Sally Gurney, Morag Malvern and Annette Medhurst.

*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).*

## 5<sup>th</sup> June 2023 DRAFT

Minutes of the proceedings of the **Arts and Culture Committee** meeting held on this day in the **Council Chamber, Town Hall, Wokingham** from 19.34 to 21:45

### **PRESENT**

Chair: Cllr B Callender

Councillors: S Cornish, A Domingue, A Fraser, M Fumagalli, S Gurney, M Malvern and A Medhurst.

### **IN ATTENDANCE**

Arts and Culture Officer

### **APOLOGIES FOR ABSENCE (Agenda Item 1)**

There were apologies for absence from Cllr P Cunnington.

### **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.

### **ARTS & CULTURE COMMITTEE MINUTES (Agenda Item 4)**

It was proposed by Cllr S Gurney and seconded by Cllr M Malvern and it was

**RESOLVED  
30649**

that the Minutes of Arts and Culture Committee meeting held on 13<sup>th</sup> March 2023 (pages 16699 to 16702), copy attached, be received as a true and correct record.

### **MONITORING REPORT (Agenda Item 5)**

The Monitoring Report dated 30<sup>th</sup> May was received and considered.

### **Science with Schools**

To be considered under Agenda Item: 8

### **Future Lunar New Years**

To be considered under Agenda Item 10.

It was noted that the current principles of the Council and the Arts and Culture Committee were included with the monitoring report for information. New Councillors were given an overview of them by a longstanding member of this Committee. It was noted that the Strategy Working Party would be looking at the principles of the Council and that these may change to reflect the aspirations of the new Council. Once this was completed, work would then begin for all Committees to formulate how the principles would shape their work.

### **COMMITTEE BUDGET (Agenda Item 6)**

The Arts and Culture Committee's budget dated to 30<sup>th</sup> April 2023 was received and noted.

CHAIR'S INITIALS \_\_\_\_\_



The Arts and Culture Officer gave a quick run-down of the budget but noted that queries about structure and presentation may be best directed to the Responsible Finance Officer

Cllr Fraser joined the meeting.

**UPDATE ON ARTS AND CULTURE EVENTS (Agenda Item 7)**

The Arts and Culture Officer was thanked for the comprehensive document on the Committee's projects and events. The Arts and Culture Officer welcomed feedback on the document and how it could best serve this Committee.

It was noted that the principles of Service and Distinctiveness don't appear within each individual event. Inclusivity and Sustainability are not consistent and sometimes cover what we are already doing well, or where we could improve. It was noted that post event reports are created that provide more detail on each event, but that work here could be done to refine this document. Its primary role is as an overview of the Committee's events, particularly useful when considering new events.

Some of the events, with particular reference to inclusivity, were discussed.

It was noted that the Decorated Cabinets were not on the document. The Arts and Culture Officer will add it.

**ACTION: ARTS AND CULTURE OFFICER**

It was asked about the status of the Town Hall Tabletop Takeover and when the deferred decision from the past Committee about doing to event twice in a year may appear for the current Committee. It was noted this would fall alongside the decision on future events later in the year.

**ACTION: ARTS AND CULTURE OFFICER**

**SCIENCE WITH SCHOOLS (Agenda Item 8)**

The Arts and Culture Officer gave an overview of the project and its history. It was noted that the schools already involved had offered suggestions and that a focus on Food Security and how it connects to the curriculum would be a possible topic. The Arts and Culture Officer would be working with the schools on a date, noting that it can be a challenge to find a date that both schools can agree on due to timetabling differences.

Encouraging other schools to be a part of the project is always a consideration however this is done best if there is a direct contact with the right teacher. The Committee were asked if they had any relevant contacts, either with local schools (Wokingham Town Catchment) or potential speakers, to get in touch with the Arts and Culture Officer.

**ACTION: ARTS AND CULTURE OFFICER**

**PARTY IN PARK (Agenda Item 9)**

The Arts and Culture Officer updated the Committee on the request from a local business to augment the Party in the Park by using the infrastructure to host a large-scale paint along. The Committee were asked to consider the concept, in

CHAIR'S INITIALS \_\_\_\_\_



particular for next Committee meeting when the report on the Party in the Park will be available. It was noted that we were currently requesting the business to look into further detail with regards to the concept, and come back with fixed costs and a more detailed proposal. Initial thoughts were that the idea was interesting but there was concern that it could muddy or over complicate our flagship event. However further discussion was warranted.

**LUNAR NEW YEAR (Agenda Item 10)**

The report was received and considered. The Committee were very excited about this event and keen for it to continue.

**RESOLVED  
30650**

It was proposed by Cllr S Gurney and seconded by Cllr M Malvern and it was

to request from F&P an in-year increase to the International Day/ Lunar New Year budget of £6,800. Bringing the total budget to £9,800 for the event in February 2024.

The vote was unanimously in favour.

This budget included provision for a road closure, a slightly higher stage, security and first aid support, more entertainment, and a budget to support children's activities. The accessible viewing platform was discussed. As the plan included provision for the lion to dance twice and to mingle in the crowd it was requested to explore a floor level disabled viewing area including a request for the lion to visit it as part of the performance.

**COMMITTEE INFORMATION (Agenda Item 11)**

- a) It was requested to discuss with the Town Clerk if a representative with the local Public Art group would be warranted. Previously a Councillor from this Committee had informally been part of this.
- b) It was suggested that if and when practical, to let the residents know that we will be doing Lunar New Year again.

**CHAIR**

CHAIR'S INITIALS \_\_\_\_\_



**Monitoring Report: Arts & Culture**

**Date: 11<sup>th</sup> July 2023**

<b>Date Action Agreed</b>	<b>Item for Action (to include any resolution number)</b>	<b>Person Actioning</b>	<b>Proposed Completion Date</b>	<b>Progress</b>
5 <sup>th</sup> June 2023	Amendments to the Committee projects and events document	Arts and Culture Committee	March 2024	Noted Decorated Cabinets already in the document. Will work on in slow time to make changes and in response to any strategic changes from the Council.
5 <sup>th</sup> June 2023	Future Lunar New Years	Arts and Culture Officer	Feb 2024	F&P have agreed the funds for the 2024 event. Work will begin on that. Consideration should be made in November 2023 meeting on continuing it past 2024.
5 <sup>th</sup> June 2023	Appointment to Arts4Wokingham	Arts and Culture Officer/Town Clerk	July 2023	The Town Clerk has spoken to Arts4Wokingham to understand the scope of the commitment and has at this point ensured that there is a good line of communication into the Town Council/Arts and Culture Committee. As new members settle into their roles, and should the Committee feel they would like closer contact, this could be reassessed.

Principles and Priorities: Arts & Culture

Date: 12<sup>th</sup> January 2021

Wokingham Town Council Overall Principles

**Service**

All residents of Wokingham Town deserve high quality services.

**Distinctiveness**

Wokingham Town is proud of its distinctive nature as a modern market town with an ancient heritage

**Sustainability**

Wokingham Town will aim to be a sustainable community.

**Inclusivity**

Wokingham Town will be welcoming to all

**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.

05/07/2023

## Wokingham Town Council

Page 1

12:40

## Detailed Income &amp; Expenditure by Budget Heading 30/06/2023

Month No: 3

## Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual	Variance Annual	Committed Expenditure	Funds Available
<u>Arts &amp; Culture</u>						
Book Festival Income	2,731	1,800	3,600	1,800		
Fun Day Income	230	520	200	(320)		
Board games income	248	0	1,000	1,000		
Arts & Culture :- Income	<b>3,209</b>	<b>2,320</b>	<b>4,800</b>	<b>2,480</b>		
Concert	53,251	60,232	60,000	(232)	1,861	(2,093)
PRS Licence	0	0	600	600		600
Book Festival	5,073	595	7,800	7,205	1,075	6,130
Theatre in the Park	2,500	1,750	3,750	2,000	1,900	100
Board Games event	198	0	1,000	1,000		1,000
Sunny Saturdays	3,093	453	3,000	2,548	1,123	1,425
Dressing the Christmas Tree	1,527	0	1,350	1,350		1,350
Living Advent Calendar	350	0	0	0		0
International Day	4,055	0	3,000	3,000		3,000
Chalk about it	2,783	1,020	4,050	3,030	3,725	(695)
Murals	6,503	0	0	0		0
Fun Day	6,944	12,327	14,600	2,273	100	2,173
Virtual Museum Upgrade	0	0	4,500	4,500	4,295	205
Arts & Culture :- Indirect Expenditure	<b>86,277</b>	<b>76,376</b>	<b>103,650</b>	<b>27,274</b>	<b>14,078</b>	<b>13,195</b>
<b>Net Income over Expenditure</b>	<b>(83,068)</b>	<b>(74,056)</b>	<b>(98,850)</b>	<b>(24,794)</b>		
Grand Totals:- Income	<b>3,209</b>	<b>2,320</b>	<b>4,800</b>	<b>2,480</b>		
Expenditure	<b>86,277</b>	<b>76,376</b>	<b>103,650</b>	<b>27,274</b>	<b>14,078</b>	<b>13,195</b>
<b>Net Income over Expenditure</b>	<b>(83,068)</b>	<b>(74,056)</b>	<b>(98,850)</b>	<b>(24,794)</b>		
<b>Movement to/(from) Gen Reserve</b>	<b>(83,068)</b>	<b>(74,056)</b>				





# Wokingham Town Council

## A&C Officer's Report 2/2023-24

---

To: Arts and Culture Committee

Date: 28<sup>th</sup> June 2023

Subject: Fun Day 2023

---

### 1 REASON FOR REPORT

- 1.1 To advise the Committee on the outcome of the 2023 Fun Day.
- 1.2 To look forward to 2024 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.
- 2.5 It had a significant budget increase to manage the increase in costs due to the current financial climate and add to the provision due to a large increase in attendance.

### 3 2023 FUN DAY

- 3.1 Visitor numbers continued to be higher than pre-pandemic. It was estimated that there were upwards of 3000 people on the field during the day and 2000 at one time.
- 3.2 We kept the activities a good distance from each other to ensure there was space for queuing. The field is large enough to handle that number of people comfortably.
- 3.3 Queues for the most popular activities could be up to an hour long. This was particularly evident for the bungee trampolines. However other activities had far more reasonable queue times. Some like the animals had no queue. As such there was always something for all to do.
- 3.4 One solution to offer glitter tattoo as a faster alternative to the facepainting often led to attendees choosing to queue for both. Although it did have some effect in reducing the queue time for the facepainting. Popular activities however will remain popular. Thought has been given to which activities we can add capacity rather than add alternatives. There is a risk that continually adding new provision will escalate the event to a point at which it is difficult to manage and beyond the expertise and capacity of the Town Council.

The queue for the Ice cream van was much improved on last year. Even so, afterwards they indicated would like to prioritize this event for a second van if the weather was looking good. We would also look to encourage a drinks seller, preferably giving Scouts first refusal and if

not them look to engage with a local charity to do this to ensure it fits in to the ideals of the Fun Day.

3.5 Set up was reasonably smooth with experienced providers who had attended in previous years, however there was significant new provision to get settled in. We very much benefitted from having grounds staff on hand to help in set up due to an unexpected large number of trip hazard pits in the field, due to wildlife and dogs, that needed filling.

3.6 Provision included:

- Facepainting and Magic shows and Toddler play area (new: Glitter Tattoos and queue entertainers)
- Fairground Rides (one additional new ride)
- Mobile Farm
- Local scouts providing a low-cost BBQ
- Ice Cream van
- First Aid point
- Arts and Crafts stall
- My Journey Wokingham Smoothie Bike
- Waste Clearance service
- Go Karts

3.7 Also New for 2023

- Extra capacity by more arts and additional crafts and activities from the Cowshed and Wokingham Library
- Birds of prey and ferret racing
- Bloom returned for 2023 with activities and giveaways
- Soft play from First Days
- Sports activities from Nuffield Health supporting My Journey

It proved surprisingly difficult to source additional brand new providers who were within a reasonable distance of the event to set up and take down same day, and had staff available for the bank holiday weekend. Getting additional providers seems to work better via word of mouth rather than internet searching.

The Arts and Culture Officer was aiming to also bring Dinton's climbing wall but they were unable to staff it that weekend.

Due to the on-site toilet facilities being partially out of action we brought in some portaloos to offset that loss.

Feedback from well-established providers continues to indicate a difficulty retaining acts. Due to retirement or factors requiring them to take up more stable work than freelance performing/facepainting.

3.8 Publicity included:

- Cross street banner 4 weeks before the event. Plus Town and onsite signage on the day.
- Wokingham Word advert and press releases in Wokingham Today.
- Town Council and Love Wokingham social media. Using 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 total of 960 interested and 120 going, this was a strong response similar to 2022. The posts also had a very strong share and reaction rate compared to other WTC posts and were posted by key places that families look at for

things to do. Families indicated that information had been forwarded to them via existing social media groups and digital word of mouth as well as seeing the event in the local press and the cross street banner.

- It did seem that many attendees were return visitors at half to two thirds. Many were from Wokingham but the event did attract attendees from elsewhere in Berkshire.
- Publicity seemed to work well for the event. Increasing the attendees would put more pressure on the existing provision. Which would be under pressure not just on attendees but rising overall costs. If anything we would advise Councillors to ensure they get the word out into their Wards via social media hyperlocal groups or otherwise. A focus on any expansion of attendees would be best served ensuring the residents of Wokingham who pay for the event are aware of it.

#### **4 FINANCIAL IMPLICATIONS AND OTHER COSTS**

- 4.1 The budget for 2023 was £14600. With an income target of £200.
- 4.2 The final expenditure of the 2023 Fun Day is £13,500 approx. This is an underspend due to not being able to fully increase the provision as anticipated.
- 4.3 This is a cost of approx. £4.50 a head, or on estimated number of children, £9 a child.
- 4.4 We have an agreement with a local ice cream provider to retain 20% in exchange for his attendance at the event, this is the income target. The amount raised again doubled the previous year's record, coming in at £520. He has already requested to commit a second ice cream truck to the event to reduce queue times.
- 4.5 Another significant cost for the Fun Day is staff overtime. The larger the event gets the more staff will be needed to manage the space, even with the individual providers being responsible for their own area and Councillor help. The larger the event gets the earlier and later the set up and breakdown occurs.
- 4.6 Providers and Officers would like to suggest a movement toward an 11am start reducing the event from 6 hours to 5 hours. This is unlikely to impact numbers attending and may not significantly reduce costs from providers but it would afford a more reasonable start time for both staff and providers at the event. Already the event is heading towards a 11 hour day for some staff and a 12 hour day or more for a number of the providers.
- 4.7 Regardless of the increase in provision queue times remained high for popular activities including the face painting and a couple of the rides. It should be noted there were no complaints about having to queue.
- 4.8 The Arts and Culture Officer has gone out to some of the larger providers for an indication on how inflation is affecting them. It is a drastically mixed set of responses. However it looks like overall a 15% increase would offer stability in the event and a little flexibility with choices for the fairground rides that have been the most affected by inflation, and possibilities to increase inclusivity.
- 4.9 The two largest aspects of this event (both in cost and scale of provision); the fairground (£4200) and the face painting/magic shows (£3900) are under contract (these are on a 1 year with option to extend for two further years). The Arts and Culture Officer would be keen to extend both their contracts for another year and negotiate necessary contract changes. The provision was as advertised and both work well for this event. The greatest benefit to being able to extend the contracts would be being able to fix prices asap and a greater availability in rides.
- The Arts and Culture Officer will also note that when quoting happened last year for this event we only had one response for each.
- 4.10 The Arts and Culture Officer would not at this stage encourage any significant increase in provision. While some activities were busy there were lots of other things to do that did not generate queues. There remain opportunities within each provision to tweak to aim to

reduce queue times. We would suggest adding an extra bungee trampoline to double capacity there. This would be £1400 with the existing provider.

- 4.11 The Arts and Culture Officer would also note that quotations and estimates being offered now are being offered for very small windows of opportunity or with no guarantee that the cost will be that by the time we are in a position to order.
- 4.12 We have completely exhausted our supply of windmills. To purchase 5000 windmills it would cost £1500 (30p a unit). These are not entirely environmentally friendly with plastic sticks but the Officer has been unable to source any option more environmentally friendly.

The most environmentally friendly option would be to not have windmills to give away.

## 5 KEY PRINCIPLES

- 5.1 **Inclusivity:** This event is not only a free event, but a low to no financial pressure event for families. Ice cream costs were noted in feedback from one Councillor. Rather than destabilize that relationship we can talk to attending charities that work with financially disadvantaged residents to find alternative solutions. There were many families there of diverse cultures and currently there is no feedback that indicates that this area is a challenge. There have been suggestions to look at SEN and Neurodiversity as an area for improvement.

Two suggestions have been made.

A dedicated 'quiet' half hour where the event is tuned to neurodiverse needs. Including a rules light approach to queuing, allowing queue jumping for those incapable of understanding queuing. This would require the providers to all be on board with this approach, and current feedback from them is supportive in principle but their experience has been that this still creates significant ire from less understanding attendees which they would have to manage on the front line. They already have had instances of queue jumping that in the heat have risked escalation. In this support from local charities that work directly with neurodiverse families may be beneficial to promote understanding.

A dedicated enclosed tent as a private sensory quiet space for SEN families to wind down and recalibrate. This would need to be run by a competent organization, in particular around safeguarding.

It has been noted and understood that both concepts are challenging to 'police'. Who attends the quiet half hour should not be policed as it would inevitably cause bad feeling all round. Any queue jumping would benefit from some sensitive identification. The quiet half hour would be better placed at the beginning and such could also come into conflict with the notion of reducing the event duration.

**Sustainability:** Langborough Recreation Ground has one source of power, the Changing Rooms. As such many rides work on generators or activities have to be unpowered to work at this event. We continue to encourage and prioritize providers who show consideration of reducing the environmental impact of their provision.

Waste produced at this event is majority food and food container waste which due to cross contamination can be challenging to recycle. As such we use a waste management company to sort and in cases clean the waste to maximize recycling and minimize landfill. We also work with the food providers to make container choices that can be more easily recycled.

- 5.2 **Distinctiveness:** Attendees continue to be surprised and grateful that this is a free event. From conversations it doesn't seem that they are missing this fact on publicity, but just that they can't believe their eyes. It is a very long-standing event for the Town Council, potentially going back in one form or another for 40 years.
- 5.3 **Service:** This is a very well received and appreciated event that on the whole feedback indicates that the attendees are happy with the service offered on the day.

**6 RECOMMENDATIONS**

- 6.1 To agree to extend the contracts for the contracted providers. With the Arts and Culture Officer managing the fine detail on changes in provision and subsequent cost of each element.
- 6.2 To consider a reduction in the event duration.
- 6.3 To consider if you would like the Arts and Culture Officer to explore working with local charities and organizations to aim to improve the event with regards to SEN needs.
- 6.4 To decide if we would like to add an additional set of bungee trampolines either as an addition to the provision and budget or to replace something less popular but manage this within the agreed new budget.
- 6.5 To consider the benefits and drawbacks of continuing to hand out windmills and stickers.
- 6.6 To request a 15% increase for the event and agree the requested budget from F&P.

Gemma Cumming  
Arts & Culture Officer