

# 14<sup>th</sup> November 2022

Minutes of the proceedings of the **Arts and Culture Committee** meeting held on this day in the **Council Chamber, Town Hall, Wokingham** from 19.30 to 21:17

## **PRESENT**

Chair: Cllr S Gurney

Councillors: Cllrs E Bishop, J Ainslie, P Cunnington, M Fumagalli, T Lloyd, M Malvern and A Tebboth.

## **IN ATTENDANCE**

Arts and Culture Officer

Town Clerk Designate

Marketing and Communications Coordinator

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

There were apologies for absence from Cllrs P Hornsby and M Gee (The Mayor).

## **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 J Ainslie and it was

**RESOLVED  
30531**

that the Minutes of Arts and Culture Committee meeting held on 12<sup>th</sup> September 2022 (pages 16590 to 16592), copy attached, be received as a true and correct record.

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

The Monitoring Report dated 8th November was received and considered.

Cllr E Bishop joined the meeting

## **Erfstadt Panels**

The Arts and Culture Officer reported that the paintings are finished and were delivered that day to R Young Art Gallery for scanning and reproduction. It is estimated that the panels will be ready and with us by the end of November. We are currently arranging installation of the panels with Volker and finding a home for the original paintings.

## **Decorated Cabinets**

The Chair reported that this item had been with the Committee for a few years with no active interest. Unsurprising due to the pandemic. Given the current economic climate it would be inadvisable to seek sponsorship. It was agreed that this project would be parked unless someone came to us with interest.

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



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

The Arts and Culture Committee's budget dated to 31<sup>st</sup> October 2022 was received and noted.

### **MARKETING (Agenda Item 7)**

The report was received and considered, and the Marketing & Communications Coordinator was thanked for attending this meeting. She gave an overview of her background and role, and some of the challenges as outlined in the report.

There was significant discussion on possibilities for alternative avenues of Marketing the Town Council/its events. The following were noted:

- If we are looking to market an event that has young adults and teenagers as an active audience, what we focus on and how we talk about it are important.
- That age group are more active on TikTok and Instagram than Facebook.
- Building engagement by contacting 6<sup>th</sup> forms and colleges and possibly more actively interacting with students (such as media students) to help promote it to their peers.
- Cllr Bishop would be happy to offer advice on engaging with this demographic.

For more physical advertising;

- Projecting onto the Market Place had been looked at but was proving very expensive, however that investigation had not yet concluded.
- There were also ongoing discussions with WBC on the Town Wayfinding, in particular the map pillar at the edge of the Market Place.
- WTC would benefit from more fixed banner sites around the Town and on entrance points. But this was outside of our jurisdiction.
- For existing physical advertising, in particular banners and posters, adding a QR code might help in directing residents to further information about an event.

The importance of ensuring the event objectives were considered and clear was noted, alongside possibilities of a flexible approach, including working with businesses to add value to events they were planning by offering a performance.

**ACTION: ARTS AND CULTURE OFFICER**

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

The report was received and considered. The Arts and Culture Officer and Cllr Fumagalli were thanked for the work that goes into this event. It was noted that Councillors may be better placed to reach out to speakers. Additionally speakers in industry were often better received than pure academics. It was noted that Reading University had connections with industry, and to pass on any good contacts to the Arts and Culture Officer as a central point of contact. Existing contacts were very useful rather than relying on cold contacting.

There was a general feeling that this Committee would encourage the future Committee to support this project.

**ACTION: ARTS AND CULTURE COMMITTEE**

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



**SUNNY SATURDAYS (Agenda Item 9)**

The report was received and considered. The Committee were in agreement with the conclusions and recommendations of the report.

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

**RESOLVED  
30532**

to aim to run three Sunny Saturday events in 2023 in Peach Place, on consecutive Saturdays following the weekend of Armed Forces Day.

**ACTION: ARTS AND CULTURE OFFICER**

**BOOK FESTIVAL (Agenda Item 10)**

The report was received and considered. The Committee discussed the conclusions and recommendations of the report.

It was proposed by Cllr Gurney and seconded by Cllr Ainslie and it was

**RESOLVED  
30533**

to no longer stream the weekend book festival sessions.

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

**RESOLVED  
30534**

to reduce the provision in the Town Hall to just the Sunday.

It was proposed by Cllr Gurney and seconded by Cllr Bishop and it was

**RESOLVED  
30535**

to offer an early bird discount as an incentive for booking early.

It was also requested to look at offering family tickets and other possible incentives to encourage schools to share with their parents.

**COMMITTEE INFORMATION (Agenda Item 11)**

Cllr Lloyd noted Arts4Wokingham were undertaking a fundraising drive by selling donated artists' postcard sized works at the Library and at the Winter Carnival in November.

The Arts and Culture Officer reminded Councillors that Dressing the Christmas Tree was on Monday 5<sup>th</sup> December at 6pm and would value any assistance at this event.

**Marketing requests:**

There were no specific Marketing requests.

**CHAIR**

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

