



# 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**

10<sup>th</sup> January 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 16<sup>th</sup> January 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 14<sup>th</sup> November 2022 (pages 16638 to 16640), copy attached, as a true and correct record.

### 5 MONITORING REPORT

To receive and consider the Monitoring Report dated 10<sup>th</sup> January 2023 (copy attached).

**6 COMMITTEE BUDGET**

To receive and consider the Committee's budget dated to 30<sup>th</sup> November 2022 (copy attached).

**7 DRESSING THE CHRISTMAS TREE**

To receive and consider a report on the Dressing the Christmas Tree event (copy attached).

**8 COMMITTEE INFORMATION**

- a) To receive information items raised by members.
- b) Identify any specific items for marketing purposes.

**9 EXCLUSION OF THE PRESS AND PUBLIC**

To recommend 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**

**10 CONCERT**

- a) To receive and consider tenders for a project partner to deliver the concert. (copies attached)
- b) To resolve on a preferred partner.

**Arts & Culture Committee:** Cllrs Jane Ainslie, Elizabeth Bishop, Philip Cunnington, Matteo Fumagalli, Sally Gurney (Chair), Peter Hornsby, Tim Lloyd, Morag Malvern and Abby Tebboth (Vice Chair).

*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).*

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

Minutes of the proceedings of the **Arts and Culture Committee** meeting held on this day in the **Council Chamber, Town Hall, Wokingham** from 19.30 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 \_\_\_\_\_



**WOKINGHAM TOWN COUNCIL**

**Monitoring Report: Arts & Culture**

**Date: 10<sup>th</sup> January 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>
26 <sup>th</sup> July 21	Erftstadt Panels	Arts and Culture Officer	Feb 2023	The paintings have been scanned and are ready to be reproduced. Wokingham Library is keen to house the paintings and we are working on some logistics with them. We had a challenge related to installation of the panels, which has temporarily delayed production. Completion date is to be advised, but before the end of the financial year.
14 <sup>th</sup> Nov 22	Marketing			Cllr Bishop has been in touch to initiate a review on how we might engage with residents of the under 30 demographic. The Arts and Culture Officer is identifying local 6 <sup>th</sup> forms and colleges to engage further with. The other points identified have been passed on to relevant officers and the Town Clerk.
14 <sup>th</sup> Nov 22	Science with Schools	Arts and Culture Committee		To pass on any possible contacts with Academia or Industry to support Science with Schools finding speakers.
	Lunar New Year	Arts and Culture Officer	Feb 2023	Lunar New Year will be taking place on Sunday 29 <sup>th</sup> January. Assistance for this event would be appreciated. Marketing for the event is going out. Please share where possible to local groups.
	Board Gaming Event	Arts and Culture Officer	March 2023	This event will take place on Sunday 19 <sup>th</sup> February. Assistance would be appreciated. Marketing for the event will be going out asap.

13/12/2022

## Wokingham Town Council

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## Detailed Income &amp; Expenditure by Budget Heading 30/11/2022

Month No: 8

## Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available
<u>304 Arts &amp; Culture</u>						
1159 Book Festival Income	2,315	2,731	3,600	869		
1253 Fun Day Income	0	230	150	(80)		
1266 Board games income	0	0	1,000	1,000		
Arts & Culture :- Income	<b>2,315</b>	<b>2,961</b>	<b>4,750</b>	<b>1,789</b>		
4341 Concert	0	53,251	54,220	969	1,488	(519)
4343 PRS Licence	121	0	600	600		600
4345 Book Festival	3,973	3,896	6,600	2,704	2,145	559
4388 Theatre in the Park	2,513	2,500	2,500	0		0
4389 Board Games event	23	0	1,000	1,000		1,000
4512 Sunny Saturdays	1,000	3,093	3,000	(93)		(93)
4513 Dressing the Christmas Tree	1,361	0	1,350	1,350	1,477	(127)
4518 Living Advent Calendar	1,087	0	1,100	1,100	175	925
4526 International Day	0	0	3,000	3,000	2,155	845
4527 Chalk about it	2,765	2,783	3,000	217		217
4528 Murals	0	1,971	6,000	4,029	2,582	1,447
4603 Fun Day	0	6,694	7,800	1,106	250	856
Arts & Culture :- Indirect Expenditure	<b>12,842</b>	<b>74,188</b>	<b>90,170</b>	<b>15,982</b>	<b>10,272</b>	<b>5,710</b>
<b>Net Income over Expenditure</b>	<b>(10,527)</b>	<b>(71,228)</b>	<b>(85,420)</b>	<b>(14,192)</b>		
Grand Totals:- Income	<b>2,315</b>	<b>2,961</b>	<b>4,750</b>	<b>1,789</b>		
Expenditure	<b>12,842</b>	<b>74,188</b>	<b>90,170</b>	<b>15,982</b>	<b>10,272</b>	<b>5,710</b>
<b>Net Income over Expenditure</b>	<b>(10,527)</b>	<b>(71,228)</b>	<b>(85,420)</b>	<b>(14,192)</b>		
<b>Movement to/(from) Gen Reserve</b>	<b>(10,527)</b>	<b>(71,228)</b>				



# Wokingham Town Council

## A&C Officer's Report 09/2022-23

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To: Arts and Culture Committee

Date: 4<sup>th</sup> January 2022

Subject: Dressing the Christmas Tree

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### 1 REASON FOR REPORT

- 1.1 To advise the Committee on the 2022 Dressing the Christmas Tree and to look forward to the 2023 event.

### 2 BACKGROUND

- 2.1 Dressing the Christmas Tree is a long standing event where the schools of the Town create and present handmade decorations to the Town Mayor at a weekday evening ceremony in the Market Place.
- 2.2 It predates the Arts and Culture Committee and was originally done by the Town Christmas Tree, then located in the larger area of the Market Place. With the moving of the tree to the smaller triangle area as part of the Market Place redevelopment the ceremony remained where it was, as it was necessary for audience safety to use the larger space.
- 2.3 Over the years it has been improved to ensure the schools work is highlighted without the backdrop of the tree and that Wokingham Choral Society are heard through the use of a suitable PA system.
- 2.4 The event tends to last approximately 45 mins to an hour and is well loved by the schools.
- 2.5 The decorations are placed on the tree later that same week as it requires a hi-lift to do this properly.

### 3 2022 EVENT

- 3.1 The Dressing was broadly the same as last year. We relaxed the restriction of numbers on the stage to be more in line with pre Covid years.
- 3.2 We had 17 schools who made decorations of which 16 were expected to attend the presentation. 2022's event was the largest number of engaged schools ever.
- 3.3 As the event was invitation to the local schools and thus has an excellent turnout there is minimal need for Marketing. It was added to social media.

### 4 FINANCIAL IMPLICATIONS AND OTHER COSTS

- 4.1 The allocated budget for this event is £1350. This covers the stage and structure for the decorations, the choir PA System, Gazebos, barriers, lighting and sound engineering. It also covers the Hi-lift needed to put the decorations up.
- 4.2 The total expenditure for the event was £1477. A small increase on last year of approx. £130 and an overspend on £127.



## **5 KEY PRINCIPLES OF THE COUNCIL**

### **Distinctiveness**

- 5.1 We are not aware of another event quite like this one.

### **Inclusivity**

- 5.2 We engage with all the local schools.
- 5.3 The event is quite traditional in nature. We had some feedback on the day about swapping some of the carols with songs whose lyrics are more well known by children. Many of these are more secular while still being traditional Christmas songs. We are also asking for direct feedback via the schools contacts for this event.

### **Sustainability**

- 5.4 We minimize the amount of paper being produced for this event, although carol sheets are needed. These are printed in house.
- 5.5 The decorations themselves have over the last few years included more recycling in them. They commonly can be used for a number of years before they degrade to the point they are no longer suitable to put up.

## **6 RECOMMENDATIONS**

- 6.1 For the Arts and Culture Officer to work with schools and Choral Society on the song choices. Possibly swapping one or two of the more complex songs with ones the students are more familiar with.

Gemma Cumming  
Arts & Culture Officer