



Wokingham Town Council

Town Hall, Market Place, Wokingham, Berkshire RG40 1AS
Tel: 0118 978 3185 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**

29th August 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 4th September 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

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 17th July 2023 (pages 16789 to 16792), copy attached, as a true and correct record.

5 MONITORING REPORT

To receive and consider the Monitoring Report dated 29th August 2023 (copy attached).

6 COMMITTEE BUDGET

To receive and consider the Committee's budget dated to 31th July 2023 (copy attached).

7 SUNNY SATURDAYS

To consider and resolve on the report on Sunny Saturdays (copy attached).

8 THEATRE IN THE PARK

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

9 QUESTION REGARDING THE PARTY IN THE PARK

To consider the question raised regarding Party in the Park (report attached)

10 FUTURE EVENTS

To bring future ideas for projects forward for discussion and recommend ideas to be investigated further. (copy of events record attached)

11 COMMITTEE INFORMATION

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

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).

17th July 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 19.32 to 21:36

PRESENT

Vice Chair: Cllr A Domingue

Councillors: S Cornish, 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 Cllrs B Callender and 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 M Malvern and seconded by Cllr S Cornish and it was

**RESOLVED
30665**

that the Minutes of Arts and Culture Committee meeting held on 5th June 2023 (pages 16758 to 16760), copy attached, be received as a true and correct record.

MONITORING REPORT (Agenda Item 5)

The Monitoring Report dated 11th July was received and considered.

Amendments to Committee Projects and Events document

Subsequent to the previous meeting the Arts and Culture Officer has added in Decorated Cabinets to this document. Work continues to amend this document during the year, particularly in response to any strategic changes from Council.

Future Lunar New Years

F&P have agreed the requested funds for this event. Work will begin on the 2024 event asap. The event funding will need to be picked up in November's meeting to confirm with F&P if A&C wish for it to be a recurring event.

Appointment to Arts4Wokingham

The Town Clerk has spoken to Arts4Wokingham to understand the scope of this commitment. She has ensured that there remains a good line of communication into the Officers from the organisation, but at this time doesn't feel an official rep is needed. As new members settle into their roles, and should the Committee feel they would like a closer contact, this could be reassessed.

CHAIR'S INITIALS _____



COMMITTEE BUDGET (Agenda Item 6)

The Arts and Culture Committee's budget dated to 30th June 2023 was received.

FUN DAY (Agenda Item 7)

The Arts and Culture Officer was thanked for the comprehensive report on this event. The event was discussed at length, noting how much the public value it, as well as how well attended it is.

There was hesitancy to reduce provision but acknowledgment that it could not infinitely grow. Generally the Committee were looking at low cost expansion coming from attending providers or charity groups. An example being enabling the birds of prey to fly in a display area, that might be also used for other demonstrations, like dog agility. The exception was the bungee trampolines which were a very popular attraction. It was discussed to potentially add an extra set but not reduce flexibility for the Officer to be able to chose suitable rides. It was also requested to have some water on hand for the providers, in particular the volunteer and charity providers.

SEN provision was also high on the Committee's wish list. Already noted as things to explore were a quiet half hour for SEN attendees at the beginning of the event and a private space for SEN individuals to recalibrate or manage needs. Support from knowledgeable organisations was highlighted as a next step.

ACTION: ARTS AND CULTURE OFFICER

There was a recognition that the event attracts attendees from outside the Town and the larger it gets the more support it needs. There was a hesitancy to reduce the opening hours of the event, but rather increase support. The Committee requested that they be called upon more to assist at this event, not just during public hours, but during the set up and takedown. It was discussed about options to support to the Arts and Culture Officer including; temporary staff (Summer intern with an interest in event management) and, engaging with the Voluntary Sector like Wokingham Volunteer Centre for more informal support. The Arts and Culture Officer will discuss further with the Town Clerk.

ACTION: TOWN CLERK

The recommendations were considered and the following six resolutions made. It was proposed by Cllr S Gurney and seconded by Cllr S Cornish and it was

**RESOLVED
30666**

to extend the contracts of the contracted providers, with the A&C Officer negotiating the fine detail in changes of provision and cost of each aspect.

**RESOLVED
30667**

It was proposed by Cllr A Fraser and seconded by Cllr M Fumagalli and it was

to request from F&P a 15% increase to the overall Fun Day budget to manage expected cost increases for the 2024 event.

**RESOLVED
30668**

It was proposed by Cllr S Gurney and seconded by Cllr A Medhurst and it was

to additionally request from F&P, as a lower priority, £1400 for an alternative or expansion to an existing ride to facilitate additional capacity.

CHAIR'S INITIALS _____



**RESOLVED
30669**

It was proposed by Cllr S Gurney and seconded by Cllr M Malvern and it was to not reduce the timing of the event in 2024 but instead look for additional staffing resource (paid or volunteer) to assist during busy periods.

**RESOLVED
30670**

It was proposed by Cllr S Cornish and seconded by Cllr A Fraser and it was to request that the Arts & Culture Officer explore working with local SEN related organisations to improve the Fun Day with regards to neurodiverse children.

**RESOLVED
30671**

It was proposed by Cllr M Malvern and seconded by Cllr S Cornish and it was to no longer offer windmills and to look for more sustainable stickers.

ACTION: ARTS AND CULTURE OFFICER

FUTURE EVENTS (Agenda Item 8)

The Vice Chair gave an overview of the process for looking at future projects and highlighted a number of things for the Committee to think about when considering possible future projects. Namely; limited resources, both financially and staff time, and a new Council starting a new term with a strategy to review.

It was suggested that the councillors may wish to meet in an informal brainstorming session over the summer to consider ideas for the meeting in September. This was agreed and the Vice Chair would arrange a date and time suitable for most. Ideas are also welcome to be shared over email.

ACTION: VICE CHAIR

The Arts & Culture Officer noted they would welcome concepts shared before September, time allowing, for a quick feasibility analysis.

One potential idea was shared for a 'Human Library'. There were also high level concepts noted that came out of the Mini Mayor project which will be shared with the Officer further.

ACTION: ARTS AND CULTURE OFFICER

COMMITTEE INFORMATION (Agenda Item 9)

- a) Cllr Fumagalli updated the Committee on the progress for Science with Schools. We have one speaker around food security but would need another. If any Councillors have any possible contacts for speakers please get in touch asap. Cllr Gurney indicated that she may be able to help.
- b) There were no specific items from the meeting to share. However it was noted that the Committee would value an Agenda Item at a future meeting to discuss Marketing with the Marketing and Comms Coordinator. Particularly with ways to market upcoming events at current events and SEO improvement of the website. It was requested to send through ideas and comments to the Arts and Culture Officer who can discuss with the Town Clerk and ensure they go to the relevant Officer for response.

ACTION: ARTS AND CULTURE OFFICER AND COMMITTEE

CHAIR'S INITIALS _____



EXCLUSION OF THE PRESS AND PUBLIC (Agenda Item 10)

**RESOLVED
30672**

It was proposed by Cllr S Gurney and seconded by Cllr M Malvern and it was that in view of the confidential nature of the business about to be transacted i.e. commercial and financial it was advisable in the public interest that the press and public be temporarily excluded and instructed to withdraw.

PART II

PARTY IN THE PARK (Agenda Item 11)

The report was received and considered. There was significant discussion around the current financial climate and broad agreement with the principle of getting this booked in early if possible. The Committee were appreciative of the details supplied and reasoning from Yes Events on the cost increase, and the compromises able to be made. The recommendations were discussed with the following resolutions made

**RESOLVED
30673**

It was proposed by Cllr S Gurney and seconded by Cllr M Malvern and it was to extend Yes Events contract and request from F&P an increase to the Concert budget of £7245. Putting it at £66,902.

**RESOLVED
30674**

It was proposed by Cllr M Malvern and seconded by Cllr A Fraser and it was to maintain the Party in the Park as a free event, on Elms Field. That finishes approx. 9pm with four acts.

**RESOLVED
30675**

It was proposed by Cllr S Cornish and seconded by Cllr M Malvern and it was to nominate Cllrs A Fraser and S Gurney to assist the Arts and Culture Officer and Town Clerk with choosing the final act line up from Yes Events suggestions.

**RESOLVED
30676**

It was proposed by Cllr S Gurney and seconded by Cllr A Medhurst and it was to continue to ensure there is cultural, race and gender diversity within the act choices.

**RESOLVED
30677**

It was proposed by Cllr A Medhurst and seconded by Cllr M Malvern and it was to keep the disabled provision already in place for this event.

ACTION: ARTS AND CULTURE OFFICER

The Committee also wished to engage with WBC and Census data to take a proactive approach to anticipating or identifying demographics who were not but could be better accommodated at this event. The Vice Chair indicated she had a contact to assist with this. It was also requested that consideration be made to advertising accommodations more widely, especially with any supporting organisations/charities.

CHAIR

CHAIR'S INITIALS _____



Monitoring Report: Arts & Culture

Date: 29th August 2023

Date Action Agreed	Item for Action (to include any resolution number)	Person Actioning	Proposed Completion Date	Progress
5 th 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 th 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.

Detailed Income & Expenditure by Budget Heading 31/07/2023

Month No: 4

Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual	Variance Annual	Committed Expenditure	Funds Available
<u>Arts & 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	3,209	2,320	4,800	2,480		
Concert	53,251	60,232	60,000	(232)	68,390	(68,622)
PRS Licence	0	0	600	600		600
Book Festival	5,073	595	7,800	7,205	5,299	1,906
Theatre in the Park	2,500	1,801	3,750	1,949	1,900	49
Board Games event	198	0	1,000	1,000		1,000
Sunny Saturdays	3,093	1,305	3,000	1,695	250	1,445
Dressing the Christmas Tree	1,527	0	1,350	1,350	1,347	3
Living Advent Calendar	350	0	0	0		0
International Day	4,055	0	3,000	3,000		3,000
Chalk about it	2,783	1,071	4,050	2,979	3,745	(766)
Murals	6,503	0	0	0		0
Fun Day	6,944	12,477	14,600	2,123	100	2,023
Virtual Museum Upgrade	0	0	4,500	4,500	4,295	205
Arts & Culture :- Indirect Expenditure	86,277	77,482	103,650	26,169	85,326	(59,157)
Net Income over Expenditure	(83,068)	(75,162)	(98,850)	(23,689)		
Grand Totals:- Income	3,209	2,320	4,800	2,480		
Expenditure	86,277	77,482	103,650	26,169	85,326	(59,157)
Net Income over Expenditure	(83,068)	(75,162)	(98,850)	(23,689)		
Movement to/(from) Gen Reserve	(83,068)	(75,162)				

Please note:

The financial IT system the Council uses is not able to record Committed Expenditure for future financial years separately. As such when funds are committed for future years it will appear here under Committed Expenditure. Which can make the budget lines look over committed. This most commonly happens for contracted aspects of events and events early in the Council year. For Arts and Culture; Party in the Park (Concert) and Fun Day usually fall into this. Officers and Finance keep this in mind when checking reports and managing budgets.

This is why the Concert line appears over committed .



Wokingham Town Council

A&C Officer's Report 05/2023-2024

To: Arts and Culture Committee

Date: 14th August 2023

Subject: Sunny Saturdays 2023

1. REASON FOR REPORT

1.1 To advise the Committee on 2023's "Sunny Saturdays" programme of events.

2. BACKGROUND

- 2.1 Sunny Saturdays is a programme of entertainment that was originally on the Market Place with the Market, in May through to September between 11am and 1pm.
- 2.2 In 2019 it was decided that the event should scale down, after feedback from users of the market that found the entertainment in conflict with the market traders both for space and for their ability to trade.
- 2.3 The pandemic halted all performances, and as we came back the Market was thriving and the space for ad hoc summer performances was no longer available.
- 2.4 Alternatives for performances were explored during early 2022, including a single longer performance event. A three-performance series was tested in Elms Field during 2022 however these failed to draw any significant crowd. In response the Committee resolved that three consecutive events should go ahead in 2023, and should aim to use Peach Place. Preferably following on from Armed Forces Day on 26th June.
- 2.5 These performances remain unsupported by Officers on the day. Saturday staff are not available to actively support the events. The Arts and Culture Officer was also requested internally to minimise external support and reduce the cost to the Council compared to the 2022 events.

3. 2023 EVENT

- 3.1 The minimal requirements for any act were identified as a flat surface to play on, a Gazebo to protect from the weather (including sun), and usually a source of power. It was possible that with Gazebo hire and using Peach Place this was achievable (with limitations).
- 3.2 We worked with WBC and Vail Williams to achieve three performance slots for the 1st, 8th and 15th July. 11am to 1pm.
- 3.3 Bands were booked around March/April time after a period of research. The Arts and Culture Officer was keen to have a variety; including local performers, youth performers and a diversity in culture.
- 3.4 It was aimed to get the publicity drafted in May ready for June. Unfortunately, May was a very busy time with elections, Fun Day, Coronation, Party in the Park, annual newsletter

and some extraordinary personal circumstances. It was also apparent by late May Bank Holiday that one of the planned acts was unable to perform as anticipated, and a replacement would need to be found. As such the publicity was not completed to the expected level at the expected time.

- 3.5 The event on 1st July was Blue Sky Big Band, a swing jazz band and one that is quite popular for Sunny Saturdays. This went ahead fine, although there was a mix up with the Gazebo that meant this aspect wasn't in place. The band thankfully performed without it.
- 3.6 The second act was a last-minute replacement of two local acts each taking an hour. The Gazebo was in place this time, however the rain was so intense (including a thunderstorm) that one band was unable to play as it was unsafe for the electrics and the other played for as long as they could.
- 3.7 The third act was planned to be a Steel Band however again, the weather was not on our side. The extreme winds meant that the gazebo hire was cancelled for safety reasons which meant the band could not perform. It was also very wet again. Due to the expected bad weather, this event was cancelled a couple of days prior to the planned performance date.
- 3.8 Using an external space that the Town Council doesn't manage increases the complexity of these events. However, using the 1st July performance as a guide, Peach Place is a better venue for this event than Elms Field. Approx 50 people were enjoying the music sat out in Peach Place. Around 20 moved or placed chairs specifically to be in closer proximity to the band. The demographic mostly falling into the over 50's. It is unclear how many were there because of the music however, that is a fairly normal amount of people in Peach Place for a Saturday in the summer, when the weather is good.
- 3.9 There is no Officer support available for these events. It is not felt best use of time to bring in an Officer for a two-hour event. Emergency support from the duty Saturday Market Manager is put in place however this is limited and splits focus between two sites of which the Market is the priority. Councillors are not covered to support events to the level an Officer would be able to and getting confirmed Councillor support has proved challenging for events in general subsequent to the Fun Day.
- 3.10 Publicity was again mostly achieved through social media. A press release was created but it was released very close to the first event.

4. FINANCIAL IMPLICATIONS

- 4.1 In 2022 the cost per performance was coming in at approx. £1000. This was significantly more expensive than past versions of this event and due mostly to the infrastructure requirements of a minimal stage, gazebo and external personnel to manage the event on Elms Field. For an event that was not attracting significant numbers, the Arts and Culture Officer was asked by the Town Clerk to reduce this cost when using Peach Place. The priority of cost was deemed to be the acts rather than the infrastructure.
- 4.2 Expenditure for 2023 is expected to be in the region of £1700. This is an underspend of £1300. Some minimal savings were made due to the poor weather however as the majority of the spend was in the acts, a late cancellation still resulted in costs. Especially with the professional acts who have cancellation clauses.
- 4.3 The original planned expenditure (with the original line up) was £1985.

5. KEY PRINCIPLES

- 5.1. Service:** Sunny Saturday provides entertainment to residents for a handful of Saturdays in the Summer. It has the potential to showcase a selection of acts and provide a means for them to perform in the local community.

5.2. Sustainability: Sunny Saturdays is a low environmental impact event. It uses on site electrical power and doesn't directly produce waste. It is unlikely that it significantly adds to indirectly produced waste.

5.3. Inclusivity: Sunny Saturdays has the potential to showcase a small selection of acts but pull from a variety of sources to do so. It currently offers free entertainment (although attendees may feel obligated to purchase from local food and drink establishments to use one of the set out seats). It looks to draw from local community acts as well as professional acts, with a requirement to aim for a cultural diversity and if possible, a diversity of ages as well.

Councillors should be aware that there is a children's theatre group who rehearse and perform in the Bradbury Centre. It became apparent after the first event that the sound generated by the Sunny Saturdays event was overpowering the rehearsal space in the Bradbury Centre and causing problems for the theatre group. The scheduling of the event on the 15th July directly conflicted with their end of year performance for parents (though in the end, the Sunny Saturdays performance was cancelled due to the bad weather).

5.4. Distinctiveness: Sunny Saturdays was at one time one of few regular performance opportunities in Wokingham Town. Peach Place is seeing an increase of performances between those being organised via Beyond the Download and the other establishments around Peach Place. Bombay Story has organised events in the space. The recent Wokingham's Got Talent used Peach Place. Other locations are putting on similar events in the Town for example Chalk are putting on Sunday late afternoon outside performances 'in the Courtyard'. Many of these tend to be professional or upcoming acts.

There is a gap to maintain an opportunity for community acts over professional acts. However it should be noted that these tend to be less culturally diverse.

6. CONCLUSIONS

6.1. Peach Place is better for this scale and type of event than the Market Place or Elms Field.

6.2. The Arts and Culture Officer continues to find this event uncomfortable due to the lack of oversight on event day. Minor issues like the gazebo mix up could have been overcome if there had been officer support. It would have been possible to set up some on site signage to indicate the origin of the event. Acts would also have felt more supported especially during the difficult weather we experienced this year. Acts are expected to behave responsibly, however they are there to perform, not trained to manage events. However the Arts and Culture Officer also agrees that it is not a good use of Council resources to have Officer support for a two hour event. Especially one that occurs over three consecutive Saturdays.

The Arts and Culture Officer notes that the question of Officer support for this event is a personnel issue and outside the remit of the Arts and Culture Officer. Any suggestions regarding this aspect would need to be taken to the Town Clerk.

6.3. Marketing continues to be challenging. This year was exceptional, however workload generally continues to be very high between May and October, which leaves little room for picking up emergencies and unexpected changes to events. A cancellation or postponement creates significant additional work in communications and marketing.

6.4. Unfortunately, as the Marketing was not at the level expected and the challenges of the poor weather it is not possible to properly gauge how successful this event is this year.

6.5. Sunny Saturdays is a very longstanding event that predates the Arts and Culture Committee. One of its objectives was deemed that it should encourage people into the town centre and into the space it is in (at the time the Market). However over many years of this event it has never been able to prove that it achieves this objective. It is however a

very challenging objective to measure.

The Officer would ask the Committee if this remains an objective for this event and what other objective(s) they would like for this event, should it continue.

7. RECOMMENDATIONS

- 7.1. That the Committee consider how much budget they would be willing to spend on this event should they wish for it to continue. Recognising the significant financial pressures the Council is under.
- 7.2. That the Committee consider the aims, objectives and focus for this event should they wish it to continue. It is recommended that this be in the round, considering how Sunny Saturdays fits into the existing cycle of events and any potential new events alongside available resource.

Gemma Cumming
Arts and Culture Officer



Wokingham Town Council

A&C Officer's Report 6/2023-24

To: Arts and Culture Committee

Date: 15th August 2023

Subject: Theatre in the Park 2023

1 REASON FOR REPORT

- 1.1 To advise the Committee on the outcome of Theatre in the Park
- 1.2 To look forward to 2024 and consider future opportunities.

2 BACKGROUND

- 2.1 Theatre in the Park has been an ongoing event for a number of years. It adds to the Town Council's distinctiveness by offering a free outdoor Theatre event.
- 2.2 It is well received however ongoing discussions about disappointingly low audience numbers led to the decision to in 2020 cut down to a single event with two performances in Elms Field (rather than Howard Palmer Gardens) to see if that could increase both audience numbers and awareness of the event.
- 2.3 Performing the event in Elms Field has seen an increase in visitor numbers but not to the scale the previous Committee was hoping for.
- 2.4 The previous Committee agreed to continue with the event when it reached the end of the contract. The Officer received two expressions of interest. One from a company with a premade production that was not possible to accommodate within what was possible on Elms Field and the other from Bart Lee Theatre. Bart Lee Theatre was chosen.
- 2.5 The contract is a single year contract with the option to extend a further two years.

3 2023 EVENT

- 3.1 Many thanks goes to Bart Lee for this performance of Romeo and Juliet. It was an edited version of the original, aiming to make it accessible and enjoyable for a variety of ages.
- 3.2 Elms Field has proved a good location for it, with different challenges to Howard Palmer Gardens. Elms is very open so even with a PA system the audio can get stolen by the wind. Additionally the proximity to the playpark is both a boon for parents and the volume of sound coming from there has been noted as a challenge.
- 3.3 This year the original performance date (5th August) was cancelled due to forecast heavy rain and heavy rain in the day's preceding it, making the ground unsuitable to use. We were thankfully able to find an alternative date that everyone could do (13th August) and the weather stayed dry. It was quite windy which had an impact on sound especially at the later performance.
- 3.4 The original date was a Saturday, specifically to test the reception on a Saturday. Unfortunately the only available postponement date was a Sunday.

- 3.5 With some much space attendees tend to spread out over a wide area. It was estimated that we had around 80 for the first performance and 74 for the second. This is fairly similar to last year. It was noted that the performance again generated interest from passersby. It certainly remains far more visible in Elms Field than it was in Howard Palmer Gardens.
- 3.6 The performance was praised by the public for being an accessible version of the play and there were multiple mentions of the excellent sword choreography.
- 3.7 I asked Bart to draft some thoughts from his point of view of pulling the event together. These are attached. They are a little free form as he was deep in the final days of rehearsals and wet weather contingency planning.

4 FINANCIAL IMPLICATIONS AND OTHER COSTS

- 4.1 The budget for 2023 was £3750 and is an outsourced event with WTC retaining some funds to support the marketing of it. This is the first year of a potential three year contract.
- 4.2 The expenditure was approx. £3700 which included the portion allocated to Bart Lee Theatre of £3500. £200 was spent to support marketing including a photographer at one of the performances and a new banner.
- 4.3 It was planned that this year the Arts and Culture Officer in conjunction with the advice of the Marketing and Comms Coordinator would rebrand the event to try to boost it and it's new location on Elms Field. Unfortunately this exercise proved larger than anticipated in the available time. A new logo was completed, but a full new asset pack of templates was not. Alongside the significant time pressures in May, leaflets were not able to be completed.
- 4.4 Marketing however was otherwise on time. With a new banner on Elms Field, posters distributed around the town, a Press Release and social media posts. The reach for these was good at around 2000 a time. There were two exceptions: A post that included Theatre in the Park alongside other upcoming events is currently at around 10,000 reach (15 shares) and the original postponement post's reach was over 8000 (it had 30 shares).
- 4.5 The last minute move due to the weather may have affected the numbers attending. However there is not sufficient feedback to indicate what difference it did make.
- 4.6 The Arts and Culture Officer would be comfortable to extend Bart's contract. However as the attendance numbers have not increased, the Arts and Culture Officer would not consider increasing the budget at this time beyond managing inflation. Even though there are options to improve the event.
- 4.7 Considering current financial pressures the Arts and Culture Officer advises:
 - A minimum increase in line with current inflation or inflation at budget setting. The latter makes it more difficult to start any conversations for next year now however.
- 4.8 A note regarding finances.
 - In 2020 part of the budget when pivoting to a Covid friendly event was used to creation of a movable tech trailer. This kept the electronics out of the weather and was a colourful point of interest. It is also a little more robust than a standard gazebo in windy weather.
 - However it is now in need of significant repair. Without it we would need a replacement of some sort to cover the tech. Should the Committee decide to go ahead with this event in a future year with Bart Lee, there may be a future cost associated with this or sourcing a suitable alternative cover. At this time we don't have figures for the repair but I have requested these in advance of November's meeting.



5 KEY PRINCIPLES

- 5.1 **Service:** A free theatrical performance. Coming in around £18-20 per person watching. Generally well received by those watching.
- 5.2 **Distinctiveness:** The Officer is not aware of any other outside free theatre productions locally. South Hill Park has done them in the past however they usually have a cost attached. The field (Public park, centre of Wokingham) and budget do not lend themselves to having a paid performance. This is more of a niche event than others we put on so it is not surprising that numbers are challenging. Councillors will have to consider if it's distinctiveness and niche are worth it being a higher cost per head event.
- 5.3 **Inclusivity:** This event is free, it also aims to present theatre in a manner that is accessible by a wide variety of people, especially Shakespeare who's use of language is different to modern English and whose setting is different to modern times.
- 5.4 **Sustainability:** The Theatre Company is responsible for ensuring the ground is left as they found it. Including any litter created by the event. The current scale of the event makes this fairly simple. The event itself uses the field electrical source and doesn't produce any direct waste.

6 RECOMMENDATIONS

- 6.1 That Committee consider if they wish for this event to continue.

If so the Officer recommends extending the contract with Bart Lee Theatre and a budget increase in line with inflation. The Committee may wish to indicate a position but defer the decision to next meeting in order to allow time to gather more information.

Gemma Cumming
Arts & Culture Officer

From Bart Lee. 9th August 2023

Once the date has been set the next thing to think about is the title. The brief is clear - a show that is suitable for families and drama lovers alike and one that works outside in the elements.

Shakespeare springs to mind straightaway. You have the worlds best poetry, the worlds greatest parts and comedy or tragedy to choose from. Admittedly there's other family favourites out there but personal taste also comes into play.

I love Shakespeare. I've seen many productions over the years in all sorts of spaces from Stratford to prisons. Each one speaks to the people who watch. I've also seen a few of them in different decades and what amazes me is that each time I revisit them a different character or a different theme seem to pull into focus. Well, they do say art is a mirror.

This year we chose Romeo and Juliet. Partly because we chose *The Dream*, a comedy, last year but also because it's a play designed around young love and young people in love. We want to encourage both young people and the young at heart to experience the joy of drama, so it is our hope that Romeo and Juliet playing for free in Elms Field might start them on their journey.

The next big step is adapting the text. There is a lot of text. An awful lot of text. I think I've seen productions that have lasted 4 hours in the past and for our show we want about 80 minutes only. What to cut and what not to cut is a very long job that requires sensitivity and dedication. The goal is to keep true to the themes and character intentions whilst keeping the action moving at all times.

We also don't have the luxury of a cast of thousands. To make the play viable this year we're working with just 4 actors, a director and a designer. Auditions are planned and executed and until the casting is confirmed the script must remain a little fluid.

Costume designs, set construction and prop sourcing are next on the list. Each dictated again by the script and the directors vision. This year the setting was late 1300's - we did decide on 1399 to be precise (to give us a little flexibility with fashion) but also because the play mentions the plague, and this was rife in Italy around 1350. With a little artistic licence it's fair to say that there could still be pockets or mutations of the disease around, especially given our recent experience of pandemics . . . Have you had your latest jab?

Next up a series of on line read throughs. A chance for actors to meet, character discussions to take place and final amendments to the script to take place. We time the read through always aiming for the 80 minute target and yes sometimes bits get put back in. Costume fittings and sourcing happens as if by magic and then we are ready for rehearsal.

We hire a space that can enable us to leave our set up over night. We need a PA for sound. As we are outside we have daylight so don't need LX and yet we do need to think about how we portray day and night so that it makes sense for the audience. We choreograph fight scenes and transitions planning for all eventualities.

Risk assessments, site plans, site visits and if possible an outdoor rehearsal or two in the space remind us to play big.

And then . . . The weather. A back up plan. Last minute changes of dates. Too hot! Too windy! Too wet! Updates on social media marketing the event, constant communication between company and arts officer and of course constant positivity in the face of adversity. The show will go on.

Finally we have the performance. It's always wonderful. We have an MC who talks to the audience and introduces the show. Photographs are taken and the sense of pride and passion that is shared by all is humbling.

Shakespeare's words ring out over the air, people stop and watch. "I had no idea this was going on, it's fantastic!" "We come every year, it's gets better and better" "A fantastic free event! Wonderful" and we all leave with heads held high looking forward to starting the cycle again, with a fresh start.

Bart Lee
Director



Wokingham Town Council

A&C Officer's Report 4/2023-24

To: Arts and Culture Committee

Date: 09/08/2023

Subject: Question regarding using Party in the Park as a vehicle to raise money for charity.

1 REASON FOR REPORT

1.1 To advise the Committee on the proposed suggestion by Cllr Mather

“Some of our most worthwhile local charities are struggling financially. Within the context of the significant reduction in contributions to Charities after COVID and during the on-going Cost of Living Crisis, would the A&C Committee agree to alter the “Party in the Park” event to be the “Charity Party in the Park” event? This could include the Mayor’s charity being the nominated charity for that year’s event, with money collected during the event going to the Mayor’s nominated charity.”

2 BACKGROUND

2.1 The Party in the Park is Wokingham Town Council’s flagship event. It also sits right at the start of the Council year. In any year, shortly after the official selection of the Mayor.

2.2 Publicity for the Party in the Park starts publicly around March, with work ongoing in the background all year to prepare for the event.

2.3 The Mayor’s Secretary may be aware of who is The Mayor’s Charity in a non-election year in late March post Mayoral selection. However it is also possible that an incoming mayor may not choose a charity until May and the official ceremony for the Mayor.

2.4 The Council is not in a position to collect money directly on behalf of a charity. The Mayor’s Charity would receive any monies directly themselves, not through a third party.

2.5 Please note this report has been written in conjunction with the Civic Officer/Mayor’s Secretary, Marketing Coordinator and Town Clerk.

3 REGARDING THE SUGGESTION

3.1 The Arts and Culture Officer, Marketing Officer and Town Clerk would advise strongly against rebranding the event to a Charity Party in the Park for the following reasons.

3.1.1 It would not be possible to name the Mayor’s Charity in the publicity around the event until after the Mayor is officially inaugurated. To say that monies raised at this event would go to the ‘Mayor’s Charity’ rather than being able to name the specific charity could risk accusations of the Town Council not being transparent.

3.1.2 It is not guaranteed that the Mayor’s Charity would always have the capacity to be able to facilitate donations at such a large event. We may not be aware of this until the publicity has started at the earliest, at the latest it might be only a couple of weeks or days before the event.

3.1.3 Councils should be very careful in using public money to raise money for charity. This is because legislation governing the council’s ability to give money to charitable causes through a grants system (LGA 1972 S137) requires us to consider whether the benefit

achieved is commensurate with the sum given, and to ensure that town residents benefit. This has been a discussion point regarding the grants given for the May Fayre and Winter Carnival for multiple years because the council has no say over the beneficiaries of the proceeds distributed after the event. Any movement in this direction for the Party in the Park would be better seen as a secondary or tertiary aim, not as a key part of this event that such a rebranding would imply.

- 3.1.4 In 2022 significant time was spent deciding on the name for the event, as it had moved on quite some way from its origins as the International Street Concert. Having found its new home in Elms Field at the Platinum Jubilee event, it was felt that a new event name and brand would help build its profile going forward. By changing the name from the (fairly universally understood) "Party in the Park" to "Charity Party in the Park" Officers feel strongly that this could lead to confusion over what the event is.
- 3.2 It may however be possible using the large screens on the day, and social media publicity closer to the date, to encourage donations at the event. If the Mayor's Charity is able to support. However:
 - 3.2.1 Donation cash buckets would add a level of personal safety risk to this event for those carrying them around.
 - 3.2.2 If the charity has a card reader this may be the best option. It may be best placed in a static location near the food stalls in order to benefit from the WiFi made available to the food traders.
 - 3.2.3 On talking to Yes Events on this matter they suggested donations by phone or text might be possible to set up. However, they also reminded us how poor the mobile signal gets in Elms Field during the concert due to the close proximity of so many people.
- 3.3 Officers would not wish to increase the budget of the event in order to facilitate a charitable collection. For example any costs associated with increasing security for bucket collections or any costs associated with setting up a donation line.
- 3.4 Officers will also remind the Committee that there are limits to the work Officers can do to support external charitable objectives. The priorities for officers are to deliver the services and activities of the Council and not to fundraise for charities. As noted above in 3.1.3. WTC does offer to support community groups via its grant process. As such Councillors may be needed to support the Mayor's Charity at such a large event.
- 3.5 If the Mayor's Charity felt unable to attend such a large event, Councillors might suggest offering it to another Charity. However, there is no straightforward impartial method for picking another charity. This is likely to lead to bad feelings.
- 3.6 Multiple Charities are also not recommended as a suggestion, for the same reasons as above and it would add multiple sources of financial pressure to a free event. We have already been approached by a Reading based sexual abuse charity requesting a stall at the event. Space for stalls is limited and would likely encroach on seating space.
- 3.7 The Committee is reminded that just a month previous to the Concert, the May Fayre happens. This event is managed by an externally run grant-funded organization (Wokingham Lions) partially as a means to raise money for multiple charities.

4 RECOMMENDATIONS

- 4.1 Councillors consider very carefully the complexities around this request.

Gemma Cumming
Arts and Culture Officer



Wokingham Town 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.

Yearly Events/activities by date

Saturday of last bank holiday in May - **Children's Fun Day**
First Saturday in June – **Party in the Park**
Saturdays between May and September – **Sunny Saturdays**
Summer holidays - **Theatre in the Park**
Summer – **Chalk About it**
September – **Science with Schools**
Weekend in October – **Wokingham Children's Book Festival**
December – **Dressing the Christmas Tree**
First Saturday in February – **Town Hall Tabletop Takeover**
Sunday a week after start of Lunar New Year – **Lunar New Year**

Other Activities

Erfstadt Panels – recently completed
Mosaics
Virtual Museum – ongoing (

Fun Day

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

Event Demographic: Children's Entertainment

Reach: Flyers, advertising, banners, 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 contracts for the larger elements of the event to help manage the budget and improved the signage into and around the event. The budget had a substantial boost for the 2023 event due to inflation and the popularity of the event.

Sustainability: Introduced in 2022 was a company that aims to not send any waste to landfill and recycle as much as possible. Windmills replaced balloons (due to wildlife protection issues) a number of years ago and it will be a decision of the current Committee if they wish to continue with any practice of giving away a free gift to the children.

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



Party in the Park

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

Event Demographic: Music

Reach: Flyers, posters, advertising, website, banners and social media

Description: Music Concert in the centre of Wokingham. Featuring acts with a focus on original and cover bands with an international flavour. Established in 2014 as Wokingham International Street Concert, it recently was moved from Broad Street to Elms Field for the Queen's Platinum Jubilee in 2022. The new site seems to work well, eliminates the need to close roads and can accommodate more people.

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. They are on a contract with scope to extend for two further years.

Sustainability: A waste management company is tasked with providing bins and litter picking for this event. The aim to send nothing to landfill and recycles as much as possible. We also have in depth discussions about generator use and encourage food vendors to use recyclable food containers/utensils.

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. There is a disability viewing area and BSL interpreters on screens that extend the ability to see across the park.



Sunny Saturdays

Audience Demographic: Adult, retired, families with children

Event Demographic: Music

Reach: Flyers, website and social media

Description: A trial of three performances for 2022 on Elms Field was undertaken. While good they failed to attract noticeably significant numbers and felt lost on the large field. For 2023 it was decided that if possible three consecutive events should take place on Peach Place after the Armed Forces Day event. While not a space we manage, it is a space with lots of outside seating and café's and restaurants in the vicinity.

Sunny Saturdays started as an addition to the Market in the summer months. However post Covid, due to a busy and popular Saturday Market it was no longer fitting as well. With acts and traders not complementing each other as well as a general lack of space.

Sustainability: Low impact event.

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. We are aiming to have a selection of performances for 2023. Including Berkshire Maestros, a popular local swing band and a steel band.



Theatre in the Park



Audience Demographic: Majority children and families

Event Demographic: Theatre

Reach: Flyers, banners, 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. However 2020 and 2021's event were variety performances in Howard Palmer Gardens, responding to safety regarding COVID. They were very well received.

In 2022 the event moved to Elms Field and while there was an increase in audience levels it was hard to compare due to a much larger space to Howard Palmer Gardens. It was decided to continue with the existing set up for Theatre in the Park and 2023's performance will be Romeo and Juliet

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

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: Social Media, email lists, flyers.

Description: An event in the Market Place that includes a central collaborative artwork and secondary individual areas to chalk. The chalking is led by professional artists to encourage all to draw regardless of perceived ability and the entire project aims to help de stigmatize talking about/expressing oneself about mental health. Also including resources and signposting to mental health and wellbeing resources and organisations.

Sustainability: Nothing identified as yet. 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: Nothing specific.

Science with Schools

Audience Demographic: Secondary School Children (currently Yr 9/10)

Event Demographic: STEM subjects

Reach: direct through schools

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

We are currently working with the Holt and St Crispin's. As of yet other secondary schools have been approached but not expressed an interest. It is challenging to find a time and date that lines up with multiple secondary school timetables.

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

Inclusivity: With two speakers a true range of experiences can be challenging, however we always try to have speakers who are of a marginalized group. Particularly to encourage women into traditionally male dominated STEM subjects. Inclusivity is also noted as a potential theme.

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 a local independent bookseller. 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.

Sustainability: Nothing noted of significance.

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



**Wokingham Children's
Book Festival**

Dressing the Christmas Tree

Audience Demographic: Children (schools and families)

Event Demographic: Music, Children's event

Reach: via Schools directly

Description: Approx. a few hundred children and adults gather in the Market Place to sing carols and watch the Mayor receive schools' handmade decorations. The decorations are then placed on the large main Christmas tree a day or two later.

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 and the decorations seen.

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: Consideration on carol choice to offer Christmas carols that are more familiar to the age group.



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 other associated games.

Description: Started in the 2019/2020 council year. Bringing modern board games to the people of Wokingham. The event is 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, however this is not unexpected considering the proportion of families locally.

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.



Lunar New Year

Audience Demographic: All ages with a lean towards families.

Event Demographic: Cultural event with a focus on East Asian cultures. Notably those that celebrate Lunar New Year.

Description: Grew from an idea from a member of the public and committee desire to hold some sort of International Day, celebrating diverse diasporic cultures in Wokingham and the immediate area. Finding and building contacts from the local community to create an authentic event was slow, likely due to general pressures exacerbated by the pandemic. As a result the shift moved towards the Hong Kong community and other East Asian community who had shown an interest to celebrate Lunar New Year in 2022.

The event went very well, with obvious needs to change going forward should the Committee wish. The Committee to discuss the post event report and make a resolution on the future of the event.

Sustainability: Further work to do to look into this aspect of a brand new event.

Inclusivity: Aim is to bring the Lunar New Year and Chinese/Hong Kong cultural practices to all communities as well as their own living here in the UK.

Erftstadt Panels

Audience Demographic: All

Event Demographic: Visual Arts and Heritage

Reach: Website, Social media

Description: A project completed in early 2023 to brighten up and dissuade graffiti in the Erftstadt Court area. Particularly the large plain panels covering windows on the gym site. It also added to the work done by Amenities with the Wokingham Mural, also nearby and added to our work with Public Art around the Town.

A local artist was chosen by the Committee and commissioned to produce three paintings. A working party was formed to work with the artist on the project. These were reproduced as weather and Graffiti resistant panels for the specified location.

The original paintings have been hung in Wokingham library on a long loan.

Mosaics

Audience Demographic: All

Event Demographic: Visual Arts and Heritage

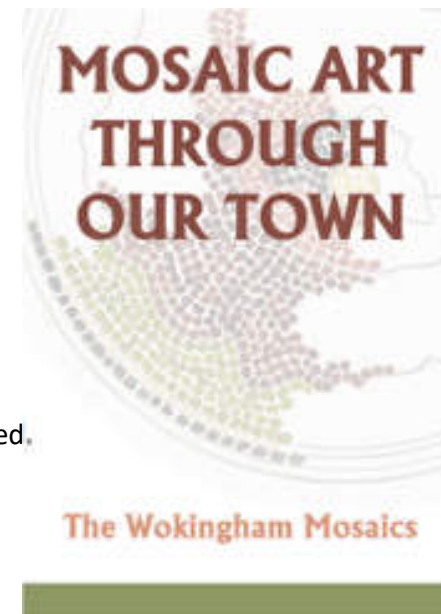
Reach: Booklets, Website, App

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.

The Mosaics are a completed project. But are ongoing as a piece of public art within the Town that WTC commissioned.



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.

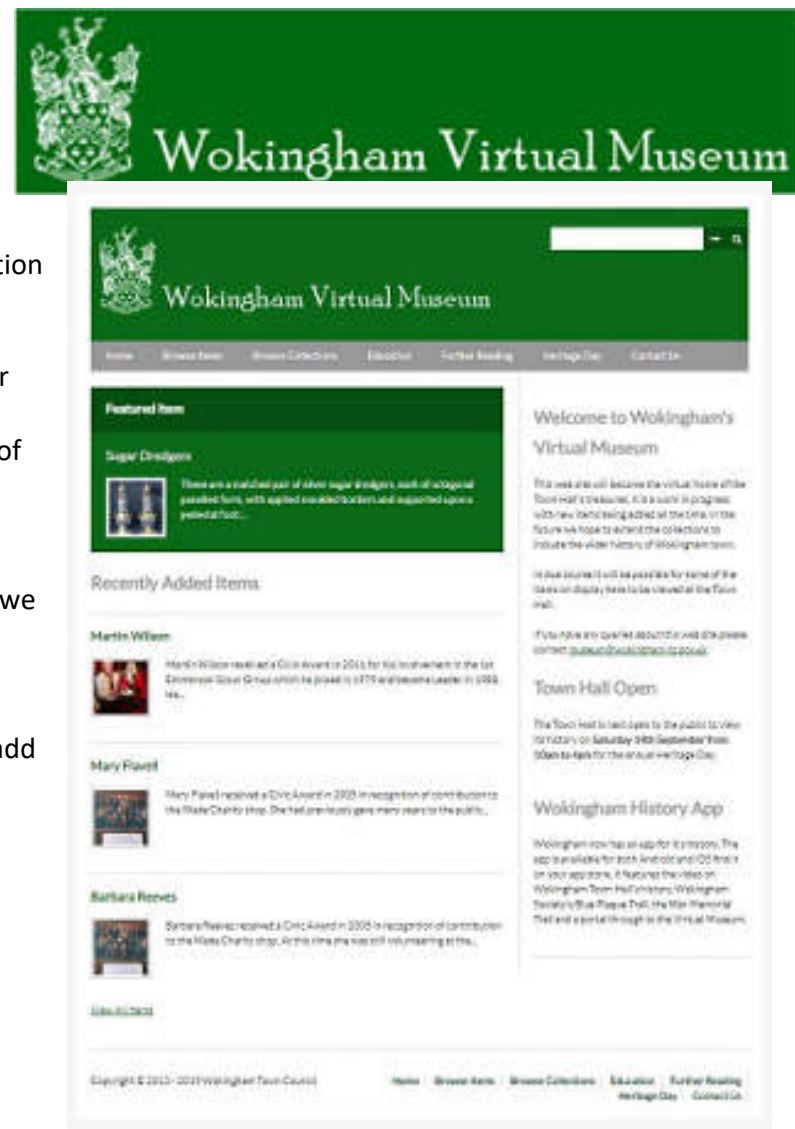
Recognizing that there was a lack of time for the Officer to commit to this project a volunteer was sought in 2017 to help support the virtual museum, research and upload historical information, allowing the museum to expand out of the Town Hall and into collating history of the wider town.

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. With Civic we are working toward museum accreditation for the Town Hall.

Due to the lack of online ongoing support for the original self built website the decision was made to rebuild it by a professional, to improve visually the appearance, make it simpler to add items, add in pages associated with the Open days and future proof it.

Sustainability: N/A

Inclusivity: part of accreditation



Decorated Cabinets

Audience Demographic:

Event Demographic: Visual/decorative art

Reach:

More to come.

Sustainability:

Inclusivity:

Event	Years run to date	Estimate audience (Multiple performances are averaged)	Budget (2023/2024 precept) (WTC Budget + Income target)	Notes
Fun Day	10+	1000 – 2000 people	£14,600 (£14,400 + £200)	
Party in the Park	10	5000	£60,000 (£60,000)	Was originally International Street Concert
Sunny Saturdays	10+	15 per performance	£3000 (£3000)	Hard to tell exact audience numbers on large field.
Theatre in the Park	9	200 per performance	£3750 (£3750)	
Chalk About it	2	1000	£4050 (£4050)	
Science with Schools	3	2 schools and 2 classes	£0	
Wokingham Children's Book Festival	5	450 tickets sold (weekend) and 11 schools 2400 pupils (outreach)	£7800 (£4200 + £3600)	Covid may have continued to have an impact on ticket sales.
Dressing the Christmas Tree	10+	500	£1350 (£1350)	
Town Hall Tabletop Takeover	3	TBD	£1000 (£1000)	
Lunar New Year	1	3000	£3000	To be discussed

Activities in development or 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.

Battle of the Bands Style event

Under consideration to come back to Committee when sufficient information is available about the new Carnival performance space (due early 2022) to budget and plan an event. Aim: too appeal to teen and/or young adult bands.

Open Air Cinema/Film Festival

To be considered for Elms field. It remains felt that an open air cinema right next to Everyman would not be empathetic, particularly coming out of a pandemic. However a possible collaborative project that involves Everyman like a film Festival might be worth pursuing. To be looked at again for the 2023/24 financial year and to continue building relationships with the Cinema.

Themed Fun Run

Investigated, however due to a lack of usable space for such an event and no interested professional organisers currently this is on pause for further investigation.