

# 06<sup>th</sup> November 2023

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 21:37

## **PRESENT**

Chair: Cllr B Callender

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

## **IN ATTENDANCE**

Arts and Culture Officer

Marketing and Communications Co-ordinator

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

There were apologies for absence from Cllrs P Cunningham, A Fraser, M Fumagalli and A Medhurst.

## **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 A Domingue and seconded by Cllr S Cornish and it was

**RESOLVED  
30736**

that the Minutes of Arts and Culture Committee meeting held on 4<sup>th</sup> September 2023 (pages 16809 to 16812), copy attached, be received as a true and correct record.

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

The Monitoring Report dated 31<sup>st</sup> October 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**

To be discussed at Agenda Item: 12

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

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

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

The Marketing and Communications Coordinator outlined her experience, job role and hours with the Committee and invited questions and comments on the Marketing of the Town Council and in particular A&C events.

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The Committee were keen to understand what if any other marketing resources there were and how Councillors can assist. It was noted that Officers are responsible for their own marketing with the support and guidance of the Coordinator who also looks at the wider Town Council marketing. There is some limited extra personnel resource for Love Wokingham. Resources are finite, so often we have to concentrate on methods that seem to work best for the project or event.

Social media remains a key aspect of Marketing our work and events. There remain significant challenges due to the Facebook algorithm that makes choices for users on which pages to suppress, and likes to suppress free posts after any period of paying for posting (which is why we rarely pay to boost posts). Councillors are encouraged to support posts through commenting and sharing to help Facebook see them as important and worth not suppressing.

It was noted that there wasn't one place that residents got their information but through a number of mediums and digital locations. Love Wokingham was just one of many event collation digital offers. It was requested that if residents note they didn't see an event advertised it's important to find out where they look for information.

Councillors requested:

- If any work could be done on improving or identifying accessibility challenges on the website, in particular around the use of PDF's.
- Some sort of handout highlighting future events. This was noted as already being in discussion.
- To get events with a known date on as a Facebook event asap.

**ACTION: RELEVANT OFFICERS**

The Marketing Coordinator encouraged Councillors to engage with her if they have ideas or are looking to support the marketing of the Town Council. They are key points of contact with the residents and thus are an excellent resource to support the marketing and highlight the good work of the Council.

**ACTION: COUNCILLORS**

Councillors finally suggested if there was any benefit to adding young resource to the marketing offer with a placement student or similar. They requested that Town Clerk/F&P may wish to explore this to support general marketing and try to widen the Town Council's appeal to residents under the age of 35.

**ACTION: TOWN CLERK**

### **SUNNY SATURDAYS (Agenda Item 8)**

The Officer was thanked for the report. It was noted that recent information indicated that a local business might be a potential partner for this event. Cllr Gurney and the Arts and Culture Officer will aim to have more information on this in advance of the upcoming Working Party meeting for discussion.

The Committee were in broad support of the recommendations presented. It was proposed by Cllr Callender and seconded by Cllr Gurney and it was

**RESOLVED  
30737**

to undertake the following for next year's Sunny Saturdays.

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1. Adopt the revised aims of 'an event that helps enliven the atmosphere of the Town to make it a fun place to visit' and 'support local community acts'
2. Acknowledge that this event requires Councillor support and Arts and Culture members will be expected to support this event.
3. Use Peach Place as a location
4. Delegate event dates and staffing implications to the Arts and Culture Officer and Town Clerk to manage and agree.
5. Investigate this new possibility for partnership in Peach Place.
6. Undertake three events, unless a partnership proves fruitful enough to revisit the possibility to support more events.

**ACTION: ARTS AND CULTURE OFFICER**

### **CHALK ABOUT IT (Agenda Item 9)**

The Officer was thanked for the report. The Committee discussed the event. It was proposed by Cllr Gurney and seconded by Cllr Malvern and it was

**RESOLVED  
30738**

to continue with the event and request from F&P a 6.7% increase in line with inflation (CPI).

**ACTION: F&P COMMITTEE/RFO**

### **SCIENCE WITH SCHOOLS (Agenda Item 10)**

The Committee were in agreement with the recommendations to keep this event as a digital offer. There was concern that offering too wide a choice to the schools to direct the theme might make too much impact on Officer time.

Councillors were minded to help source potential speakers, should a future theme connect with suitable contacts they have in life and/or business. It was requested to create and share some kind of press release or statement to assist them in talking about the aims and objectives of the event with potential speakers. The Arts and Culture Officer also described the usefulness of creating a database of potential contacts (in Academia and Industry) if that were possible.

It was also requested to liaise back with the schools to see if there were any other time of the year where an event like this would be well placed, in order to pull it out of an already busy and awkward time just after the summer holidays.

**ACTION: ARTS AND CULTURE OFFICER**

### **NEW EVENTS (Agenda Item 11)**

The Arts and Culture Officer was thanked for the report and the investigations taken place for these ideas. The Committee were mindful to ensure they were offering quality over quantity, and focus on improving existing events and projects. It was requested that the Officer continue to progress research where possible with these events or file them for future consideration, but the Committee would not be looking to enact any of them next financial year.

With regards to the Human Library, the Committee wished to enable the spend of \$250 required to commit to being a publishing partner, in order to ensure the continued research into this event. Upcoming Human Library events were noted that might be a source of finding out more.

**ACTION ARTS AND CULTURE OFFICER**

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Acknowledging the ongoing work the Arts and Culture Officer is engaged with regarding the Museum, Councillors would be interested in finding out more and potentially being more involved.

#### **FUTURE EXPENDITURE (Agenda Item 12)**

The memo on what the Committee has already resolved to request from F&P for next financial year, and in some cases already had agreed, was noted.

The resolution to request increased funding for Chalk About It from earlier in the meeting was noted.

**RESOLVED  
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It was proposed by Cllr Gurney and seconded by Cllr Domingue and it was

to request from F&P \$250 (£ equivalent at budget setting) to support further work into the Human Library project.

**ACTION: RFO/F&P COMMITTEE**

**RESOLVED  
30740**

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

To request that Lunar New Year become an ongoing event and recurring budget for A&C (current agreed budget £9,800). With a budgetary increase in line with inflation for year 2024/25.

**ACTION: RFO/F&P COMMITTEE**

With regards to future expenditure two further concepts were suggested.

1. A portable PA system to support the events of the Council.

It was noted that this had been explored a number of years ago and proved to be expensive for the varied needs of and number of events it would support, and there were challenges with storing it and ensuring it was used correctly. It was suggested that it should be re-explored.

2. More notice boards in other parks and around the wards.

As both suggestions would support the wider Council not just Arts and Culture it was agreed to pass these ideas to the Town Clerk to delegate as she sees fit.

**ACTION: TOWN CLERK**

#### **NEW COUNCIL STRATEGY (Agenda Item 13)**

The new council strategy was received for future consideration.

#### **COMMITTEE INFORMATION (Agenda Item 14)**

- a) There were no items of Committee information.
- b) There were no items for Marketing.

**CHAIR**

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

