

To all members of the Arts, Culture and Events Committee

Notice is hereby given that a meeting of the Arts, Culture and Events Committee to be held on **THURSDAY 5th MARCH 2026 at 19.30 at the School Green Centre.**



Bruce Winton
Chief Executive and Clerk to the Parish Council
27th February 2026

Members: Cllrs Bowler, Jahromi, James, Matic (Chair), Montgomery, Peer & Rance

Agenda

14. Public Questions

- 14.1 To **RECEIVE** and **CONSIDER** any public questions

15. Apologies and declaration of members' interests

- 15.1 To **RECEIVE** and **CONSIDER** approval of apologies for absence
15.2 To **RECEIVE** any updates to members' declarations of pecuniary interest, and any related person interest in respect of the agenda

16. Minutes of the previous meeting

- 16.1 To **RECEIVE** and **APPROVE** the minutes of the Arts, Culture and Events Committee held on 8th January 2026 as a correct record of the meeting and to authorise the Chair to sign the same*
16.2 To **CONSIDER** matters arising from the minutes

17. Developing Arts & Culture in the parish

- 17.1 To **RECEIVE** and **CONSIDER** a report on the Arts Showcase and Exhibition held in February 2026**
17.2 To **RECEIVE** and **CONSIDER** whether to repeat the Arts Showcase and Exhibition in February 2027

18. Community Outreach

- 18.1 To **RECEIVE** and **CONSIDER** initial actions for the Community Engagement and Events Officer when they start in October 2026
- 18.2 To **RECEIVE** and **CONSIDER** the potential for a “Beating of the Bounds” style event for the parish
- 18.3 To **RECEIVE** and **CONSIDER** whether to celebrate the 5th “birthday” of the School Green Centre (formally opened on 10th November 2021)*
- 18.4 To **RECEIVE** and **CONSIDER** a verbal update on Christmas events in the parish for 2026

19. Public Art

- 19.1 To **RECEIVE** and **NOTE** a verbal update from the Public Art Working party

20. Shinfield Cinema

- 20.1 To **RECEIVE** and **CONSIDER** a verbal update regarding National Theatre Live screenings
- 20.2 To **RECEIVE** and **CONSIDER** a verbal update on other potential screening partners

21. Annual Parish Meeting

- 21.1 To **RECEIVE** and **CONSIDER** a verbal update on arrangements for the Annual Parish Meeting

22. Budget Reporting

- 22.1 To **RECEIVE** and **NOTE** the budget reports for ACE committee**

23. Engagement Working Party

- 23.1 To **RECEIVE** and **CONSIDER** a draft terms of reference for the Engagement Working Party*
- 23.2 To **RECEIVE** and **CONSIDER** a draft role profile for the Community Engagement and Events Officer*

24. Correspondence

- 24.1 To **RECEIVE** and **CONSIDER** any correspondence received

25. Date of Next Meeting

- 25.1 To **NOTE** the next meeting of the Arts, Culture and Events Committee meeting will be held on Thursday, 7th May 2026 at 19.30

* Report attached

** Report to follow

**Minutes of a meeting of
the Arts, Culture and Events Committee
Held on Thursday 8th January 2026
at School Green Centre commencing at 19.30**

Present: Cllrs Bowler, Jahromi and Matic (Chair)

Attending: B Winton (Clerk)
Cllr Rance

26/ACE/01

Public Questions

- 1.1 There were no public questions.

26/ACE/02

Apologies and declarations of Members' Interest

- 2.1 Approval of apologies for absence

Apologies had been received from Cllr James, Montgomery & Peer
- 2.2 Declarations of Interest

There were no declarations of members' interests.

26/ACE/03

Minutes of the previous meeting

- 3.1 The minutes of the committee meeting of 30th October 2025 were approved as a correct record and signed as such by Cllr Matic.

Proposed: Cllr Bowler
Seconded: Cllr Jahromi
Approved: Unanimously

3.2 Actions and Matters Arising

- 25/ACE/51.3 Clerk to arrange a meeting with WBC and Chair of ACE
- It was agreed that the Clerk would arrange a meeting with WBC officers and the Chair of ACE to discuss collaborative working on events for 2026.
- ACTION – Clerk to arrange a meeting with WBC officers and the Chair of ACE to discuss collaborative working on events for 2026**
- 25/ACE/61.2 Cllr Matic to provide contact details for a member of the public at Frensham Green who may be able to help with leafleting and engagement in that part of the parish
- This had been arranged by WBC and had helped with the attendance at the event.
- 25/ACE/61.3 Clerk to arrange a meeting of the Art Exhibition Working Party
- This had not been arranged.
- 25/ACE/67.1 Clerk to add rationalisation of Working Parties to the agenda of Finance and General Purposes meeting
- This will be on the agenda for the February F&GP meeting
- 25/ACE/72.2 Clerk to arrange an Arts Exhibition working party meeting in November
- Covered at 25/ACE/61.3 above.
- 25/ACE/72.4 Clerk to arrange the event on Frensham Green on 12th December
- This had been done.
- 25/ACE/74.2 Clerk to follow up potential partnership opportunities for screenings in the cinema
- These were still being followed up.
- 25/ACE/78.1 Clerk to prepare draft terms of reference for the Engagement Working Party
- See Item 11 on the agenda

4.1 Update for the Art Exhibition 2026

The Clerk provided an update on arrangements for the 2026 Art Exhibition. The applications process was now open. The event will be run along very similar lines to last year. The main changes were that charging would be per panel and applications were being accepted for other formats such as ceramics. The former helps planning the layout and the latter is due to interest from artists. Over 40 have already signed up and once the text for the annual newsletter is agreed early next week attention will turn to the publicising of the event.

We also have interest from artists for talks/events during the week leading up to the show.

ACTION – Clerk to arrange a meeting of the Arts Exhibition working party

Community Outreach

5.1 A verbal report on Remembrance Sunday 2025

The arrangements went well for 2025 event and no immediate major items to be addressed. One item for consideration might be to put temporary signs up along Hyde End Road to ask drivers to go past the service slowly. The Deputy Clerk was leading on an initiative for crocheted poppies along the fence line on School Green.

5.2 A verbal report on Christmas events in the parish and whether to extend to include Grazeley for 2026

The School Green Centre event on Friday 5th December 2025 had to be brought indoors due to the adverse weather conditions but actually worked well as an event using the big screen to show the lyrics to the songs being sung. There was however an obvious disconnect with the actual switching on of the lights on the tree.

Plan for 2026 would be to plan the Rockin' Around the Christmas Tree element outdoors for consistency with other locations but supplement this with a Christmas Fayre in the School Green Centre which does help draw attendees.

Frensham Green worked well in partnership with WBC and would recommend that we repeat in 2026. The Reading Lions attendance helped with numbers, and it would be good to see if we could get Santa to make an appearance at the other event locations as well.

The Shinfield Players were very easy to work with and have agreed in principle to work with SPC again for 2026.

The Clerk also recommended that we run a third iteration of the Rockin' Around the Christmas Tree event at Grazeley Village Memorial Hall (especially

as SPC funds their Christmas tree). The Chair of the GVMH has indicated that they would be happy to work with us on such a basis. Date would need to be identified. It was agreed that the Clerk should pursue the potential for a Grazeley event.

ACTION – Clerk to arrange to run three versions of the Rockin’ Around the Christmas Tree (at School Green, Frensham Green and Grazeley Village Memorial Hall)

ACTION – Clerk to arrange a Fair at School Green Centre to run in conjunction with the School Green event

5.3 A report delivered at School Green centre

The Clerk provided an update on some of the activities currently being held in the School Green Centre:

Rainbow tots – This has moved from the Community Church but was proving sustainable at School Green Centre including drawing some additional business to café.

Community Coffee Morning – Transferred across from Community Church for the time being

Share Shinfield – Moved here from Community Church while they were undergoing refurbishment and has gone very well for all concerned

Link Visiting now using cinema on a quarterly basis. They pay for film licence and room and also food from the café

Members **noted** the report and thanked Sarah Bell and the Customer Care Team for their efforts to accommodate the above.

26/ACE/6

Public Art

6.1 Update from the Public Art Working

The closing date for applications was Friday 23rd January 2026.

The Clerk advised that the Business Breakfast had been cancelled and would be replaced with an evening event to be scheduled for the spring.

26/ACE/7

Shinfield Cinema

7.1 Update regarding National Theatre Live

There was a good level of interest in the various National Theatre Live screenings held to date.

Relaxed performances (held on Sundays) had now been introduced and were well received.

Christmas screening for the Youth Club had been popular as had that for the Snowman.

7.2 Updated on other potential screening partners

The Clerk advised that he was almost ready to submit the application to Exhibitions on Screen but had no response from:

- Royal Ballet and Opera (which covers Royal Opera House) which does show productions in cinemas but does not publish details of how to join their scheme
- Metropolitan Opera House through their UK distributor offers a wide variety of types of screening including music concerts etc.
- Royal Shakespeare Company offers a digital screening service but nothing to cinemas

ACTION – Clerk to follow up potential partnership with Exhibitions on Screen

26/ACE/8

Annual Parish Meeting

8.1 It was agreed that the following elements would be included in the Annual Parish Meeting:

- 1 – Chairman's Report with more weight on future activity rather than the past.
- 2 – Community Awards (With categories for Adult, Young Person, Charity/Organisation, Business, community initiative; allotments from 2027)
- 3 – Guest Speaker of some form with the Chair suggesting a comedian (The Clerk was aware of a potential option).

ACTION – Clerk to add to agenda for January Full Council

ACTION – Clerk to arrange speaker if approach approved by Full Council

26/ACE/9

Budget Reporting

- 9.1 The budget report for ACE committee had been included with the papers.
Members **noted** the report.

26/ACE/10

Engagement Working Party

- 10.1 Draft terms of reference for the Engagement Working Party

This had not yet been done. The Clerk suggested that this be deferred until Full Council had decided on the proposal to recruit a Community Engagement & Events Officer as the role profile for that would be very closely related to any terms of reference.

ACTION – Clerk to report back on terms of Reference for Engagement Working Party at March committee meeting

26/ACE/11

Correspondence

- 11.1 Earlier in the week there had been some correspondence where the organisers of the Shinfield 10k road race were becoming concerned that uncertainty over the works to the plaza next to School Green Centre and the impact that may have on the start/finish of the race. It had now been confirmed that the developers had agreed to avoid the date of the event which will proceed as planned.
- 11.2 The Clerk advised that there would be an initial discussion with Wokingham Borough Council regarding a potential book festival in the parish.

ACTION – Clerk to report back to the March committee meeting regarding a potential book festival

26/ACE/12

Membership of Committee

- 12.1 Cllr Rance indicated she would like to join the committee, and the Clerk would include her on the membership for future meetings.

26/ACE/13

Date of Next Meeting

- 13.1 The next meeting of the Art, Culture and Event Committee meeting will be held on Thursday, 5th March at 19.30

Meeting closed at 20.35

List of Actions

26/ACE/3.2		
25/ACE/51.3	Clerk to arrange a meeting with WBC officers and the Chair of ACE to discuss collaborative working on events for 2026	Clerk
26/ACE/4.1	Clerk to arrange a meeting of the Arts Exhibition working party	Clerk
26/ACE/5.2	Clerk to arrange to run three versions of the Rockin' Around the Christmas Tree (at School Green, Frensham Green and Grazeley Village Memorial Hall)	Clerk
	Clerk to arrange a Fair at School Green Centre to run in conjunction with the School Green event	Clerk
26/ACE/7.2	Clerk to follow up potential partnership with Exhibitions on Screen	Clerk
26/ACE/8.1	Annual Parish Meeting	
	Clerk to add to agenda for January Full Council a request to have a speaker at the meeting	Clerk
	Clerk to arrange speaker if approach approved by Full Council	Clerk
26/ACE/10.1	Clerk to report back on terms of Reference for Engagement Working Party at March committee meeting	Clerk
26/ACE/11.2	Clerk to report back to the March committee meeting regarding a potential book festival	Clerk

Initial Proposals for 5th “Birthday” Party for School Green Centre

Purpose

- Use the anniversary to promote the range of what happens in the building and how it has become a hub for community life in a short period of time

Date

- Building formally opened on 10th November so nearest suitable date would be Saturday 7th (with Remembrance Sunday being on the 8th which could be promoted on the Saturday)

Showcase Building Activities

- Ask regular hirers to arrange a 15-20 minute demonstration of what they do
- Displays take place in Ryeish Green room
 - using Pound Green room to allow groups to prepare and come on stage
- Also include council initiatives in the programme e.g.
 - Defibs where they are and how to use them
 - Meet the councillors
 - Meet the team session
 - Sally to talk about the poppies
 - Public Art
- Aim to achieve something every hour and half hour between 12.00 and 6.00 (due to existing bookings)
- Some can be recorded if that is easier e.g.
 - Record a Friday Fun Day and put that on screen
 - Digital animation workshop outcomes

Birthday Cake in the café

- Prepare a special birthday cake (in shape of Tin Roof logo?)
- Open the day with short speech and cake cutting
 - Free cake with any drink on the day (subject to availability)
 - One per person with a hand stamp
- Can stream what is happening in Ryeish to promethean screen in café

Birthday Film Screening

- Use the Cinema for a film screening to finish celebrations
- Plenty of options for a film
 - Local hero (about a community coming together and a nice way to describe the building)
 - Brassed Off (another film about communities)

Press

- Great opportunity to showcase the council, its events and activities and its community

Shinfield Parish Council
Arts, Culture & Events Committee – Engagement Working Party
Terms of Reference

Status

- This is a Working Party of the Arts, Culture & Events (ACE) Committee of Shinfield Parish Council
- As such the working party can make recommendations to ACE but cannot make decisions for the committee other than delegated below

Purpose

- The purpose of the Engagement Working Party is to improve the quality, reach, and effectiveness of engagement with residents, businesses, community groups, and stakeholders across the parish.
- Its focus is to:
 - Increase public participation in council meetings, consultations, and democratic processes
 - Strengthen and diversify channels of communication, including in person events, digital engagement, and social media
 - Ensure council messaging is clear, timely, accessible, and inclusive, reflecting Shinfield's diverse communities.

Membership

- The Committee shall have at least three councillors as members
- Officers shall be the Clerk, Community Engagement & Events Officer and Media & Communications Officer
- The quorum for meetings of the working party is three
- The working party shall select a chair from the councillor members of the group

Meetings

- The working party shall determine the meetings of the group as required without reference to ACE

Aims and Objectives

- Increasing Participation in Council Meetings
 - Develop initiatives to encourage more residents to attend Full Council and committee meetings
 - Review meeting formats, publicity, and accessibility (e.g., plain-English agendas, livestreaming options, earlier promotion)
 - Enabling the live streaming of council meetings
- Improving Public Engagement
 - Recommend opportunities for councillors (and officers) to meet residents, including:
 - Councillor drop-ins
 - Pop-up engagement booths
 - Attendance at local events
 - Themed community engagement sessions
 - Targeting harder to reach groups including
 - Youth
 - ethnically diverse communities, and
 - new residents
- Enhancing Communications and Social Media
 - Review current communications, including website, newsletters, social media, noticeboards, and printed materials.
 - Propose improvements to:
 - Posting frequency and consistency
 - Tone of voice and plain-English accessibility
 - Multi-language inclusivity where appropriate
 - Visual branding and cross-platform coherence
 - Develop a content calendar and identify opportunities for proactive communications.
- Public Consultation and Feedback
 - Advise on methods for gathering resident views, including:
 - Online surveys
 - Quick polls
 - Participatory events
 - In-person surveys at community venues
 - Door to Door canvassing
 - Promote consistent standards for consultation clarity, transparency, and reporting.
- Monitoring and Measuring Engagement
 - Identify KPIs to track progress (e.g., meeting attendance, social media reach, consultation responses).
 - Review data regularly to evaluate improvement.

Delegated powers

- The committee has the following delegated powers:
 - Delegation of work to the Clerk and other officers
 - To recommend to ACE:
 - Charges for exhibitions, community events and cinema screenings as created or managed by the council
 - Expenditure requirements in support of these terms of reference
 - Research, gather information, and consult residents or partners.
 - Invite individuals or organisations to attend for specific agenda items.
 - Prepare draft communications or engagement proposals.
 - Present recommendations to Committee/Full Council for approval.
- It is not authorised to:
 - Incur expenditure without Council approval.
 - Make decisions or commit the Council to actions or policies

Reporting on the activities of the Committee

- The Working Party shall report to each meeting of the ACE Committee

Training Recommendations

- There are currently no specific recommended training courses for members of this committee

Review

- The Committee shall review these terms of reference annually at the first meeting after the annual meeting of the council
- If necessary additional reviews of these terms of reference may take place at any other time of the year
- Any amendments to these Terms of Reference are subject to ratification by Full Council

DRAFT

Role Profile: Community Engagement & Events Officer

Shinfield Parish Council

Job Title: Community Engagement & Events Officer

Responsible to Chief Executive & Clerk

Hours Full-time (or part-time by negotiation)

Salary Grade xxxx

Job Purpose

To improve the quality, reach, and impact of Shinfield Parish Council's engagement with residents, community groups, businesses, and partners by:

- Delivering the objectives of the Engagement Working Party
- Enhancing the Council's communications, both digital and in-person
- Increasing public awareness of, and participation in, Council activities
- Developing, managing, and expanding a high-quality community events programme
- Supporting councillors and officers in outreach and community visibility
- Ensuring the Council's communications are timely, accessible, inclusive, and professionally presented

This role is central to building trust, raising the Council's profile, and strengthening community cohesion across all villages of the parish.

Line management of the Media & Communications Officer

Key Responsibilities

Community Engagement

- Deliver the Engagement Working Party's action plan, including:
 - Increasing attendance at Council meetings
 - Improving resident participation in consultations, surveys, and local democracy
 - Developing outreach opportunities including drop-ins, pop-ups, and community listening events
 - Expanding engagement with young people, under-represented communities, new residents, and minority groups
- Build strong relationships with community organisations, schools, cultural groups, sports clubs, local businesses, and statutory partners.
- Develop new approaches to reach residents who may not typically engage with the Council.
- Attend community activities and events as a representative of the Parish Council (including some evenings/weekends).

Communications & Digital Engagement

- Manage and grow the Council's social media presence across platforms (e.g., Facebook, Instagram, LinkedIn, TikTok if appropriate).
- Oversee the annual hard copy newsletter
- Produce clear, engaging, accessible communications including:
 - News updates
 - Consultation promotions
 - Public notices
 - Videos, reels, and visual content
- Maintain and develop the Council's website, ensuring content is accurate, well-structured, and easy to navigate.
- Create and manage a content calendar aligned with Council priorities and community seasons.
- Prepare press releases and support the Clerk with media relations.
- Ensure all communications meet accessibility standards (Public Sector Regulations 2018), plain-English guidelines, and reflect the diversity of the parish.

Community Events Programme

- Lead the Council's events programme including planning, delivery, promotion, and evaluation.
- Manage existing events such as:
 - Annual Parish Meeting
 - Remembrance Sunday
 - Art Exhibition
 - Christmas lights and associated activities
- Develop new events and initiatives that reflect local needs and Council priorities.
- Produce event documentation including risk assessments, site plans, safety procedures, and stewarding plans.
 - Ensuring that all relevant officers, members and third parties are briefed as appropriate
- Liaise with external suppliers, performers, contractors, food traders, and community groups.
- Manage event budgets and track expenditure.
- Ensure all events comply with relevant legislation, insurance, licensing, and health & safety requirements.

Consultation & Research

- Develop and run surveys, consultations, polls, and feedback mechanisms.
- Analyse engagement and event data to produce reports for Councillors and management.
- Track engagement KPIs including social media reach, meeting attendance, consultation responses, and demographic spread.
- Support evidence-based decision-making by providing insight reports.

Administrative & Corporate Responsibilities

- Prepare reports for the Engagement Working Party, ACE Committee and Full Council.
- Support Councillors with materials, briefing notes, and event attendance lists.
- Maintain accurate records, permissions, and compliance documents.
- Uphold the Council's values of inclusivity, transparency, and community service.
- Any other duties reasonably required by the Clerk in line with the responsibilities of the role.

Person Specification

Essential Skills & Experience

- Experience in community engagement, events, communications, or related fields (public, charity, or private sector)
- Strong written and verbal communication skills
- Ability to plan and deliver events of varying scales
- Confident using social media and digital tools for professional communication
- Ability to build positive relationships with a wide range of people
- Experience working with volunteers, community groups, or stakeholder organisations
- Strong organisational and project-management abilities
- Flexible availability, including some evenings/weekends
- Competence in designing simple graphics, posters, and digital content
- Understanding of or willingness to learn local government processes

Desirable

- Experience in local government, parish/town council, or community development
- Video editing or creative digital content skills
- Experience working with young people
- Knowledge of website CMS management
- Ability to analyse community data and produce reports
- Understanding of accessibility and equalities legislation

Key Competencies

- Community-focused mindset
- Creativity and innovation
- Professionalism and confidentiality
- Inclusivity and cultural awareness
- Problem-solving
- Ability to work independently and as part of a team
- Calmness under pressure, particularly at events
- Strong ethical standards and commitment to public service