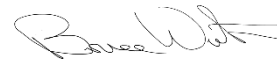


To all members of the Arts, Culture and Events Committee

Notice is hereby given that a meeting of the Arts, Culture and Events Committee to be held on THURSDAY 6th July 2023 at 19.30 at the School Green Centre.



Bruce Winton
Parish Clerk
29th June 2023

Members: Cllrs Clarke, Jahromi, James, Jones, Masseron, Montgomery, Peer and Tatla

Agenda

1. Public Questions

- 1.1 To **RECEIVE** and **CONSIDER** public questions

2. Apologies and declaration of members' interests

- 2.1 To **RECEIVE** and **CONSIDER** approval of apologies for absence
- 2.2 To **RECEIVE** members' declarations of interest

3. Minutes of the previous meeting

- 3.1 To **RECEIVE** and **APPROVE** the minutes of the Arts, Culture and Events Committee held on 8th June as a correct record of the meeting and to authorise the Chairman to sign the same*
- 3.2 To **CONSIDER** matters arising from the minutes

4. Developing Arts & Culture in the parish

- 4.1 To **RECEIVE** and **CONSIDER** draft list of possible events for the parish to identify a set of initial events to be developed further*

5. Marketing Events

- 5.1 To **RECEIVE** and **CONSIDER** draft checklist for use in promoting council events*

6. Community Services

- 6.1 To **RECEIVE** and **NOTE** any verbal update on the Pavilion Youth Club and the Flat at Shinfield Rise

7. Correspondence

- 7.1 To **RECEIVE** and **CONSIDER** any correspondence received
- 7.2 To **RECEIVE** and **NOTE** that Nicola Peacock, Senior Cultural Development Officer for Wokingham Borough Council will attend the meeting on 3rd August

8. Date of Next Meeting

- 8.1 To **NOTE** the next meeting of the Arts, Culture and Events Committee meeting will be held on Thursday, 3rd August 2023 at 19:30

* Report attached

** Report to follow

Minutes of a meeting of
The Arts, Culture and Events Committee
Held on Thursday 8th June 2023
At School Green Centre commencing at 19.30

Present: Cllrs P Jahromi, L James, M Jones, N Masseron, I Montgomery & R Tatla

Attending: Cllr Grimes, B Winton (Clerk) and S Herring (Deputy Clerk)
3 members of the public

23/ACE/1 Election of Chair of the Arts Culture and Events Committee

- 1.1 Cllr Tatla was proposed and elected as Chair of the Arts Culture and Events Committee for 2023/24

Proposed: Cllr James
Seconded: Cllr Masseron
Approved: Unanimously

- 1.3 Cllr Tatla accepted the office of Chair of the Arts Culture and Events Committee and duly signed an acceptance of office, witnessed by the Clerk on 8th June 2023

23/ACE/2 Election of Vice-Chair of the Arts Culture and Events Committee for 2023/2024

- 2.1 Cllr Jahromi was proposed and elected as Vice-Chair of the Arts Culture and Events Committee

Proposed: Cllr Masseron
Seconded: Cllr Montgomery
Approved: Unanimously

- 2.2 Cllr Jahromi accepted the office of Vice-Chair of the Arts Culture and Events Committee and duly signed an acceptance of office, witnessed by the Clerk on 8th June 2023

23/ACE/3

Terms of Reference

- 3.1 Members approved the Terms of Reference for the Arts Culture and Events Committee for 2023/2024 as presented

Proposed: Cllr Jahromi

Seconded: Cllr Montgomery

Approved: Unanimously

- 3.2 Cllr Masseron asked if there were any specific budgets for this committee. The Clerk advised that there was no specific budget in the current financial year. Cllr James advised that there was a reserve of £11,000 for Youth Activities which could be used, and any other funding requirement could be requested to Full Council. There would be specific budget provision in 2024/25.

23/ACE/4

Public Questions

- 4.1 There were no public questions.

23/ACE/5

Apologies and declarations of Members' Interest

- 5.1 There were apologies for absence from Cllr Clarke
- 5.2 There were no declarations of members' interests

23/ACE/6

Events Calendar

- 6.1 There was a discussion on potential items for inclusion in an overall events calendar for the parish. It was envisaged that it would take time to establish a full calendar and that achieving this would be via a mix of
- SPC directly organised events
 - Partnerships
 - SPC financial support for other organisers
 - Events run by third parties
 - Full List attached
- Members were asked to submit any further ideas they may have to the Clerk.

ACTION – Members to submit ideas to the Clerk for collation

- 6.2 It was agreed that the next meeting would be used to identify which specific events should be developed for the first year of the plan
- 6.3 There was general support for an “umbrella” brand of Made in Shinfield to be used to promote local talent and crafts.
- 6.4 Links could also be established with the national museums in the parish

23/ACE/7**Developing Arts & Culture in the parish**

- 7.1 It was suggested that Nicola Peacock from Wokingham Borough Council be invited to attend a future meeting of the committee.

ACTION – Clerk to invite Nicola Peacock to a future meeting

- 7.2 Cllr Grimes suggested that we also look to establishing links with Reading based organisations

23/ACE/8**Correspondence**

8.1 **Wokingham Arts and Culture Forum**

It was agreed that Cllr Masseron and the Clerk would attend the Networking Event on 6th July at the Oakwood Centre

ACTION – Clerk to accept the invitation

23/ACE/9**Date of Next Meeting**

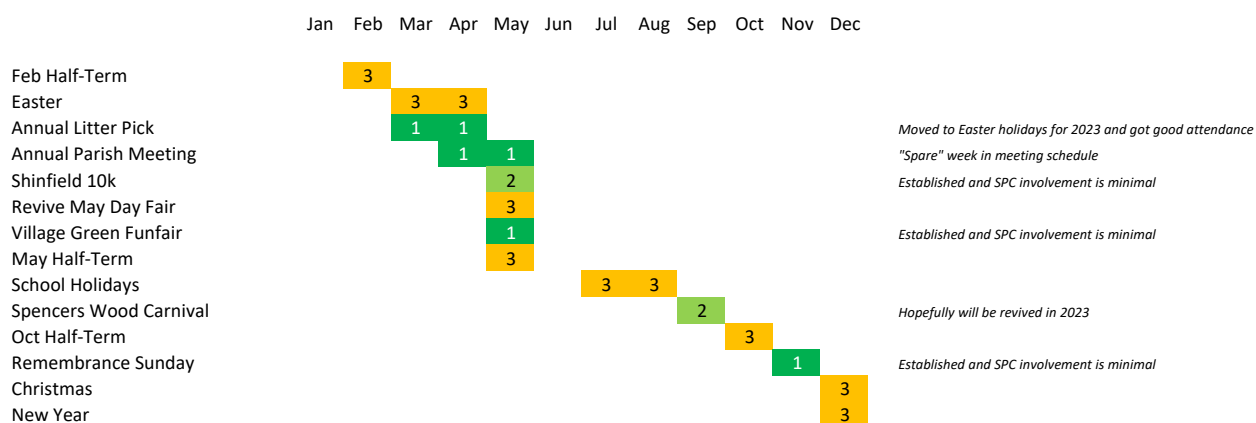
- 9.1 The next meeting of the Arts, Culture and Events Committee meeting will be held on Thursday, 6th July 2023 at 19:30

The meeting ended at 20.45

List of Actions

23/ACE/6.1	Members to submit ideas for future events to the Clerk in advance of the next meeting	Members
23/ACE/7.1	Clerk to invite Nicola Peacock from WBC to attend a future meeting	Clerk
23/ACE/8.1	Clerk to accept Wokingham Arts & Culture Forum Networking invite (to include Cllr Masseron)	Clerk

ACE Committee - Potential Events Discussion - June 2023



Possible Ideas

Allotment competition
 Annual Charity event
 Art exhibition
 Art workshops (e.g. Paint & Prosecco)
 Celebration of volunteering
 Christmas Market
 Community Choir
 Film festival
 Food/Farmers Markets
 Gardens competition
 Grazeley event
 Literary Festival
 Local craft fair
 Music recitals
 Music teaching sessions
 Photographic competition
 Picnic in the park
 Shinfield Carnival
 Shinfield North event
 Sleep Out
 Street Art/Installations
 Youth concerts

- 1 Already being done by SPC
- 2 Already being done by someone else
- 3 Potential spaces in calendar for events

Promoting Council Events

- Step One – who is the event aimed at?
 - Think about the target group(s)
 - Be clear on who we are trying to attract
 - Build a database of groups and organisations who can help promote an event
- Step two – what do we want to say about our event?
 - What will attract the people we're trying to reach?
 - Do we have something that will capture their imagination?
 - Make it clear how our event will be in their interest (they will be asking "What's In It For Me?")
 - Think about the 5 Ws
 - Who?
 - What?
 - When?
 - Where?
 - Why?
- Step three – Produce material
 - Make sure we have a plan to distribute the flyers and posters
 - Remember the target groups
 - Ensure we have people to do this
 - Think about where the target group(s) will see flyers or posters
 - Don't assume the same locations work for every group
 - Update
 - Website
 - Social Media
 - Newsletter
 - Screens in SGC
 - Noticeboards
 - Consider using
 - Local community group sites and pages - particularly thinking about those we have identified in step one
- Step five – tell our local media
 - Prepare a good press release which includes
 - All the details
 - A quote from the event organiser or someone who can add spice to the story e.g. special guest
 - Add contact details so the journalist can check any facts
 - Photo(s)
 - Invite press to the event
 - Whenever your local newspaper comes out, contact them a few days beforehand at least. The more notice you can give the better!
 - Follow it up with a phone call.

- Step six – encourage everyone to tell people and bring a friend
 - To include
 - Councillors
 - Staff
 - Residents
 - Make it easy for them to share it e.g. electronic flyer they can forward
- **Word of mouth is the most powerful tool so keep talking to all the above**

Things to consider during an event

- Take plenty of pictures
 - Be careful about safeguarding and permissions
 - Consider designating an “official photographer” for the day
- Keep tweeting and posting on social media
 - Create a social media hashtag for the event
 - Make sure everyone attending on social media uses it
 - Announce it at the start of the event and have the hashtag on promotional posters etc.
- Get some reaction from people at the event
 - This could include video soundbites and/or
 - Reaction from main players
- Do follow up stories on the website, social media and to the local press

Encouraging people to keep coming:

- Aim to keep building
 - Use every event as a call to action to keep in touch with us
- Make sure there is plenty of information about council activities around the place on posters, flyers etc.