

'Place of Culture'

Winnersh Parish Council response to Draft Arts and Culture Strategy for Wokingham Borough Council 2020 -2030

1 Opening remarks:

- This document sets out the response from Winnerhs parish Council (WPC) to the Places of Culture draft strategy developed by WBC, together with some practical proposals for how WPC will support this WBC initiative.
- WPC supports innovative initiatives to enhance engagement with residents and enrich the whole quality of life across the Borough. Arts and Culture are key elements in this endeavour. WPC welcomes this WBC initiative..
- WPC support the vision, strategy and the statement of intent, outlined in the document entitled "Place of Culture' and note the six key priorities. WPC intend to incorporate this initiative into our strategic planning and intend to actively engage in the implementation work planned.
- WPC already have a rich and diverse cultural profile and excellent community facilities to accommodate cultural activities.
- WPC have identified an initial number of activities forming a programme of work that can be implemented within the parish beginning immediately (covid19 permitting of course). These are listed below:

2 Vision:

1. WPC will develop a suitable vision statement in line with the WBC vision statement

3 Practical Proposals for WPC engagement in the Six Key priorities

3.1 Enhance Cultural identity and sense of place:

1. Develop a parish cultural profile and a baseline of arts and cultural activity across the parish
2. Identify a calendar of cultural events that use WPC facilities (also see 3.2 below)
3. Produce a list of creative practitioners and cultural providers in the parish
4. Continue with plans already in hand for a page on the WPC newly launched website dedicated to arts and culture

3.2 Fostering Social Interaction and Community Cohesion

1. Develop an annual events calendar
2. Ensure that arts and culture are extensively promoted via our newly launched website - we will produce a content calendar to ensure that posts are regular and pick up local and national events,
3. Review cultural activities in the parish to identify under-represented groups then develop a communications and outreach strategy to enhance engagement.

3.3 Improving Health and Well-being

1. Cross promote arts, culture and leisure activities using our digital platforms and social media.
2. Continue our programme of infrastructure development to improve accessibility and engagement for more vulnerable residents

3.4 Developing Opportunities for Children and Young People

1. Develop a young persons' work/special interest group to develop ideas for arts and culture provision and feed these into our parish strategy development work
2. Form a community arts and culture forum for schools in the parish

3.5 Supporting Economic Growth

1. Engage with follow up on Fit for Business meeting
2. Develop links with emergent potential cultural hubs
3. Deliver a programme of innovative Christmas events (integrating these with our initiatives on climate change and sustainability)

3.6 Maximising Partnerships and Collaboration

1. WPC have already approved the formation of a partnership and collaboration working group (NB Currently on hold due to Covid19) and we will continue to develop that to include an arts and culture stream
2. Identify a parish councillor and a parish officer to act as WPC points of contact
3. Participate in Open Access Cultural Forum
4. Participate in Strategy and Implementation Group across multiple stakeholders
5. Include links to cross borders arts and culture centres and initiatives on the culture page of our newly launched website
6. Support WBC development of new digital platform

3.7 Developing and Delivering the Strategy

1. Participate in the development of the detailed WBC implementation plan
2. Develop sets of metrics to monitor progress and provide a robust database of information to support grant applications to funding bodies such as the Arts Council

4 Suggestions for the next iteration of the strategy document:

1. Include a glossary of terms
2. Omit sports from this document to ensure laser focus on arts and culture

5 Closing remarks:

1. This document is an initial list of how WPC will support WBC with this enterprise. It will be developed in line with developments in the WBC strategy.