



Arts & Culture Strategy: The Cultural Alliance Action Plan, April 2021 – April 2022

Year 1 Action Plan This annual action plan will deliver the themes and priorities of our Arts & Culture Strategy informed through consultation and research. The action plan seeks to deliver the overall strategy aim: to increase opportunities for taking part in and to benefit from arts & culture activities. We recognise that there is a plethora of different cultural events that could be included here but unless they add value to the themes we have not included them here.

Note on the Corona Virus: We recognise that it is possible that not all events will be able to go ahead due to the ongoing pandemic which has seriously impacted the cultural sector as well as disrupting the planning of activities and meaningful engagement. Where possible if events or activities are unable to go ahead due to the Corona Virus, virtual events will replace these. The pandemic has also, if anything, further highlighted the value of arts & culture to mental health and well-being and the Alliance believes there is a real appetite to re-engage once conditions allow. With a vaccine offering hope as the year progresses, the Alliance will strive to ensure a rich and varied cultural offer that offers widespread opportunities for all.

Outcomes

By 2022, by working in partnership, we will have:

- Increased opportunities for residents to enjoy and co-create arts & cultural activity, reaching more people who are not yet taking part;
- Improved people's quality of life and wellbeing through reducing barriers to great arts & cultural experiences;
- Provided support for local arts & culture practitioners and groups to inform, inspire and enable delivery of great arts & culture activities;
- Raised awareness of the wider benefits of arts & culture, particularly their impact on our health and wellbeing.

Our themes:

1. Enhancing cultural identity and sense of 'place'

2. **Fostering social interaction and community cohesion.**
3. **Improving health and well-being.**
4. **Developing opportunities for children and young people.**
5. **Supporting economic growth.**
6. **Maximising partnerships and collaboration.**

Monitoring our progress: The Arts and Culture Development officer will administer six monthly updates with information provided by the Cultural Alliance review group will drive our objectives. A review of the action plan will take place bi-annually, in September to review progress on current targets and then in March to set new targets for the coming year.

1. Enhancing cultural identity and sense of 'place'.

Indicator	Action	Target	Responsible	Target Date	Status
1.1	International Day	To have an international day that celebrates cultural diversity within the Borough. To look at ways that this event can be expanded in future years into Towns and Parishes.	WTC AND WBC	2020/21 tbc	
1.2	Continue to promote the Wocca App to add virtual online events and when possible in real life Arts and Culture events. The augmented reality part of Wocca,	To work with communications and artistic contributors to update the listings for events on a regular basis. Possible support	WBC and cultural contributors across the borough.	Ongoing	

	Wocca Explorers, will encourage people to engage in the unique heritage and landscape of the Borough.	from Kickstart programme.			
1.3	Arts & Culture Asset Mapping, for example Arts venues and community centres.	To work with the Town & Parish Councils and partners to develop a 'map' of cultural assets that reflects the distinctiveness of 'place' and identity across the Borough.	Town & Parish Councils Cultural Alliance	March 2022	
1.4	Multi-cultural dance programme.	To work with the BAME forum and organisations to create a Dance programme.	BAME Organisations, WBC, Towns and Parishes.	Spring 2022	

2. Fostering social interaction and community cohesion.

Indicator	Action	Target	Responsible	Target Date	Status
2.1	Family festival of music/art fun day to celebrate being able to come	To have a festival of the arts, a fun day for families with children. With	WBC, Cultural Alliance.	September 2021	

	together again at Cantley Park.	possible satellite sites across, Earley and Shinfield. A range of celebrations to reflect the demographic and cultural diversity of the borough.			
2.2	Pride Celebration Day	Work in Partnership with Various LGBT community partners to create a Pride Celebration Day. Which Towns and Parishes encouraged to host satellite events. At look at hosting a event in different locations each year.	Partners and WBC	July 2021	
2.3	Wokingham Festival	Wokingham Festival will continue to run in it's usual slot.	Wokingham Festival Partners	August 2021	

3. Improving health and well-being.					
Indicator	Action	Target	Responsible	Target Date	Status
3.1	Work with Communications to reach out to the community to create a light festival across the Borough where residents can create their own display in the windows of their own homes.	Public led light festival.	WBC Comms and CDO.	Spring 2021	
3.2	Virtual dance and leisure video's to support health and well-being. Work internally with communications to boost reach of these video's.	Currently available.	WBC	Beginning of 2021 ongoing	
3.3	Work with 'Project Joy' to ensure a strong arts & culture offer linked to social prescribing and tackling isolation.	Arts & cultural organisations connected to the Joy platform with a programme of activities available.	WBC Cultural Alliance	April 2021 and ongoing.	
3.4	Isolation programme	Work with Adult services within the	WBC	January 2021 and ongoing.	

		council and other organisations to support isolated older people through arts workshops.			
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4. Developing opportunities for children and young people.

Indicator	Action	Target	Responsible	Target Date	Status
4.1	To form partnership with Schools.	Form partnership to with Artwork to support schools to be able to deliver Artmark.	Artworks & WBC.	2021/22	
4.2	To investigate and explore establishing a Cultural Education Partnership (CEP) as a sustainable vehicle for developing the offer for children and young people.	Test appetite for and develop a proposition for establishing a CEP	Cultural Alliance	March 2022	
4.3	Children's art programme. Using	Series of workshops for	Partners and WBC.	Ongoing	

	Library venues where possible.	children covering a range of ages.			
4.4	More opportunities for young people in Arts and Culture.	To investigate and explore establishing more opportunities for young people to gain work experience in the Cultural sector in Wokingham Borough through existing partnerships.	WBC	Ongoing	

5. Supporting economic growth.

Indicator	Action	Target	Responsible	Target Date	Status
5.1	Arrange and plan a new virtual market for Wokingham local businesses similar to the Christmas Virtual market using Peddler.	To support local businesses to continue to have an income.	WBC	Easter 2021	
5.2	Christmas in real life market to include a craft market.	Food and craft stall holders.	WBC	Christmas 2021	

5.3	Public Art piece to be commissioned and fundraised for.	Sub Committee for Carnival hub to make action marketing and fundraising plan.	The Carnival Hub Sub-committee.	Timeline TBC	
5.4	Local author events.	Summer 2021 if possible.	WBC	Summer/Autumn 2021	
5.5	Indoor Cinema	Create a series of screenings.	WBC	Autumn 2021	
5.5	Public Art exhibition	Create a exhibition for the public by local artist's.	WBC / More Arts	Autumn 2021	
5.6	Christmas Market and Ice-skating rink.	To host a Christmas Market and Ice-skating rink.	WBC.	Winter 2021	

6. Maximising partnerships and collaboration.

Indicator	Action	Target	Responsible	Target Date	Status
6.1	Expand the Cultural Alliance.	Expand the Cultural Alliance including diversifying the membership of the Alliance.	Cllr Charlotte Haitham – Taylor	Ongoing across 2021	
6.2	Implement the Arts & Cultural Strategy.	Maintain delivery and support the transition of the Arts Development Strategy.	The Cultural Alliance	Ongoing across 2021	

6.3	Annual review of the Arts Development Strategy priorities, outcomes and activity.	Review and assess the contribution the Arts Development Strategy priorities, outcomes and activity, deliver against the Council's strategic priorities and outcomes.	The Cultural Alliance	February 2022	
6.4	Create more partnerships using green spaces within the Borough to host events.	Review, develop and maintain appropriate strategic partnerships that involve the use of the arts to deliver the Council's strategic priorities and outcomes.	The Cultural Alliance & WBC.	Ongoing as soon as safe to do so.	
6.5	Support Arts Organisations to develop marketing strategies to boost programmes attendance.	Deliver training on social media and other marketing strategies.	WBC	2021/22	

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