



Chairman: Matthew Walker

Clerk to the Council
Miranda Parker
Charvil Village Hall
The Hawthorns, Charvil
Reading Berks
RG10 9TT

www.charvilparishcouncil.gov.uk

Item 10.2

Social Media Report



May 2026



Social Media Followers

447



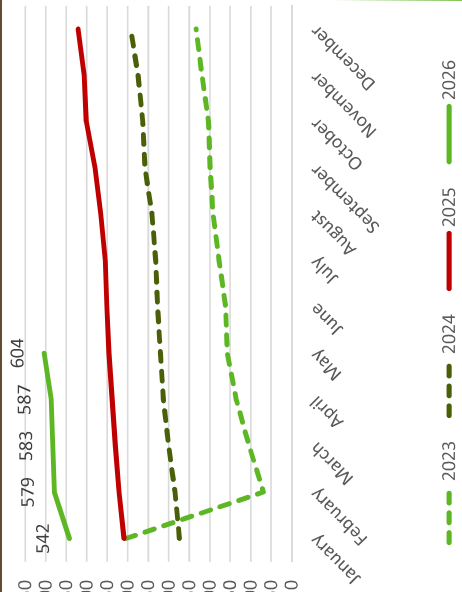
157



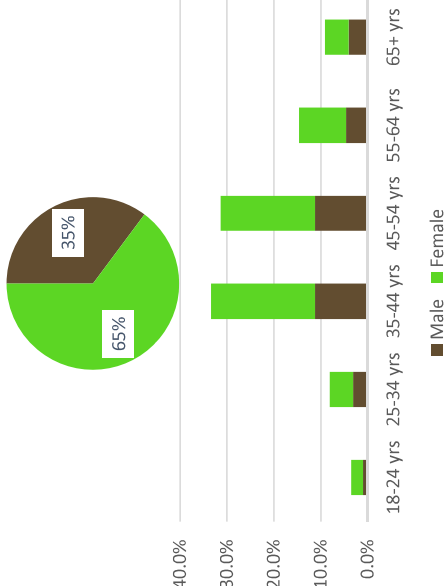
604

Social Media Summary

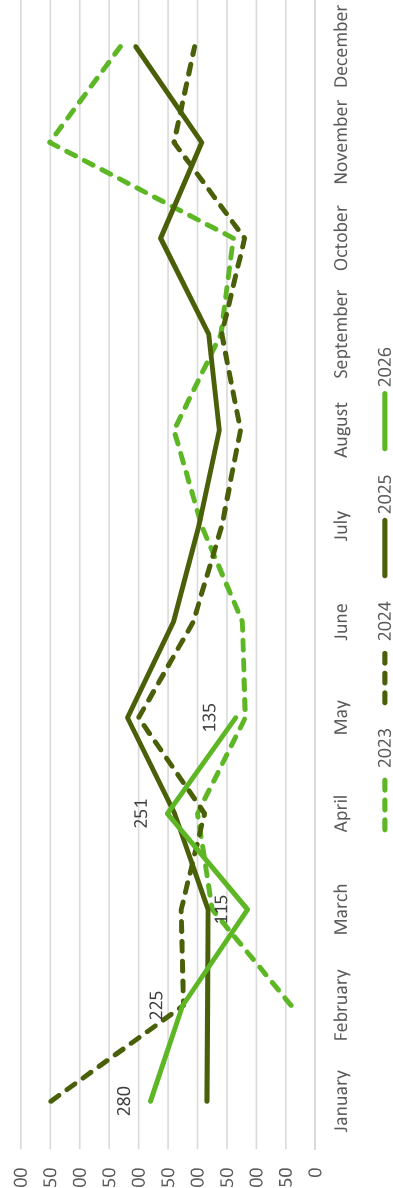
Social Media Followers



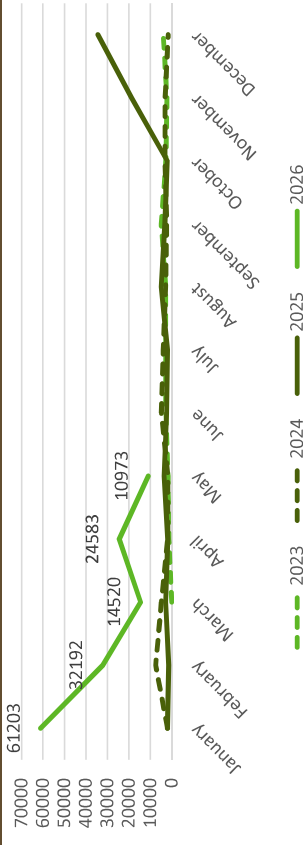
Social Media Demographics



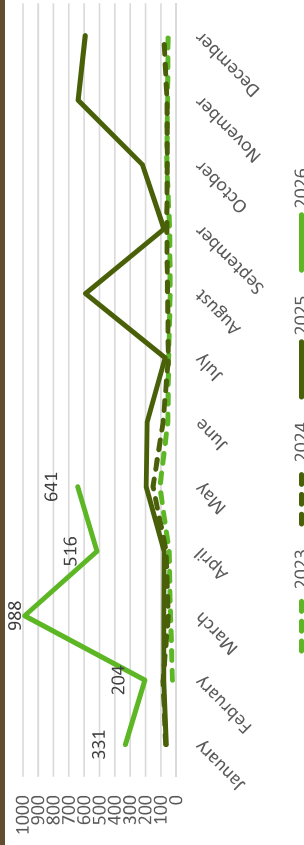
Social Media Interactions



Facebook Views



Instagram Reach



Most Popular Posts (last 28 days)



Neighbourhood Plan Referendum Result
Make sure you vote on 7th May
Hawthorns Park Equipment Removed

Website Summary

Total Site Visits

18'799

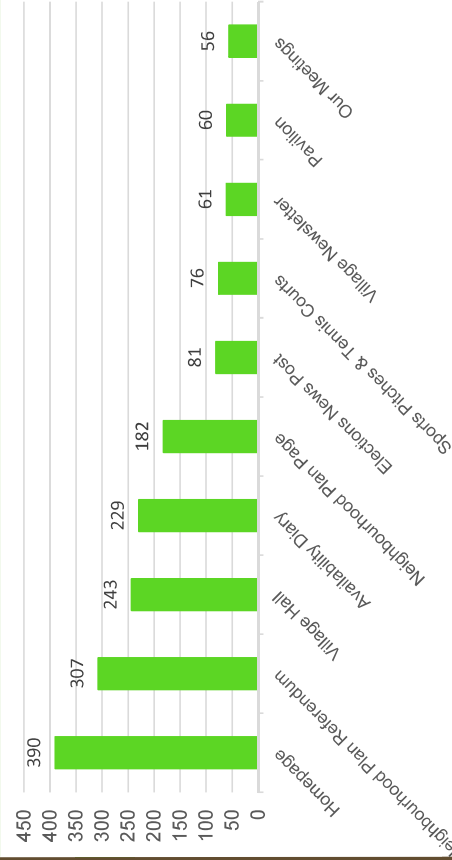
Returning Visitors

21.0%

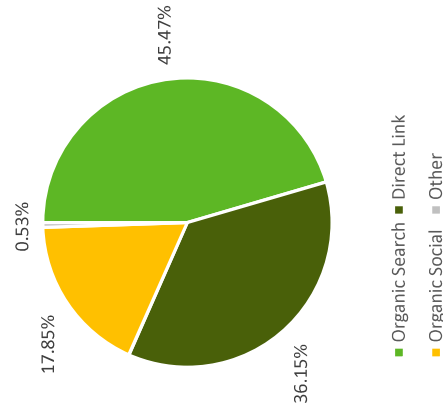
Avg time on site

2m42s

Top 10 Page Visits (last 28 days)



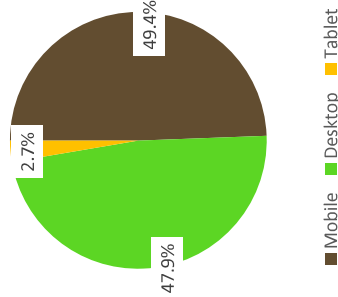
Visitors by Source



Site Visitors



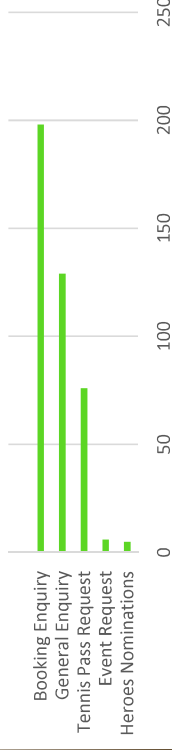
Device Demographics



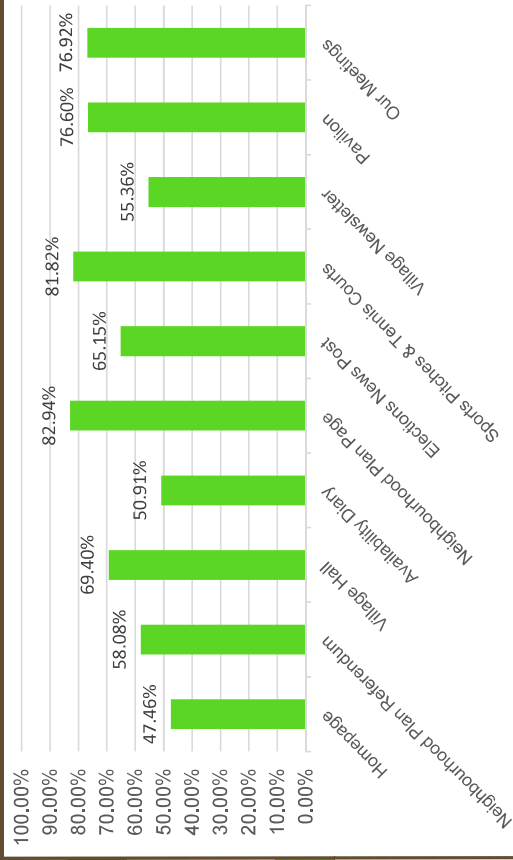
Website Updates (last 28 days)

- Councillor Attendance & removing Clr Lucas
- Meetings page
- Transparency Page
- New Minutes & Agenda Libraries
- Removing CNP Referendum & Charvil Heroes pages on 12/05
- Updating NP page post referendum

Online Form Completion (Lifetime)



Top 10 Page Engagement Rate (last 28 days)



Notes

- NB: May data is for part-month
- 3 of the 10 most visited pages on our website in the last 4 weeks were about the Neighbourhood Plan Referendum
- Engagement increased by 83.1% in first week of May (leading up to NP referendum)
- As a result, views also increased by 51.7%
- Audience age demographic has shifted from the majority being 45-54 to now being 35-44. Still predominantly female followers
- Since 1st Jan 2026, our social media content has been viewed 150'322 times, this averages out to 1138 views per day
- Combined social media following now at 604 followers, equivalent to 19% of the Charvil population or 52% of households

Shared Drive for all CPC photos/logos etc:

- Please note this will be transferred to the Clerks control towards the end of May

Agenda Item 10.3 Local Government Reorganisation: asset and service transfer



Report for CPC:	18 th May 2026
Title:	Local Government Reorganisation: Asset and service transfer
From:	Jane Hartley
Agenda item:	
Purpose:	Information and decision

Proposal

It is proposed that CPC examine the options for asset and service transfer from Wokingham borough Council (WBC) to Charvil Parish council (CPC), probably by establishing a working group of councillors and residents.

Summary

The Local Government Reorganisation (LGR) gives CPC the opportunity to take over services and assets from WBC. Any transfer would bring opportunities and risks as would a non-transfer of any assets and risks. CPC is asked to agree a plan on how these are identified and a way forward agreed. A recommendation is presented that a working group is set up of CPC councillors, and staff together with residents.

Background

The LGR replaces county councils and district councils are being replaced by single, larger unitary authorities, designed to serve populations of 500,000+ where possible. The LGR is designed to help councils support economic development and manage rising pressures in services like adult social care. As a result parish and town councils need to protect and sustain local services because of financial pressures on higher tiers of government. Ideally this will 'strengthen local democracy and improve responsiveness to community needs'.

Experience has shown, (NB Helen Ball, NALC (National Association of Local Councils) webinar held on 29 April 2026 see references below), that transfer presents challenges particularly around funding, capacity, and risk. Success was outlined as depending on early preparation, strong leadership, and clear engagement with residents. It seems that councils that approach this transition strategically and transparently are best placed to reap the benefits. CPC have some advantages as we have learnt from our experiences with East Park Farm sports ground and Pavilion and so will be aware of some of the risks when dealing with WBC.

This is already happening across England and CPC are late in coming to an in-depth discussion of our options.

Services for possible transfer

For CPC, the most suitable services are ones with limited specialist risk and clear local visibility:

- Grass cutting in small green spaces.
- Litter picking and minor grounds maintenance.
- Weed control on parish-owned or agreed local areas.
- Benches, bins, and small decorative assets.
- Simple footpath, verge, or visibility-splay monitoring, if WBC funds it properly.
- Community noticeboards, flower beds, and minor village enhancements.

Obviously, we have control of some of these already and it may make sense to streamline responsibility.

Councils taking on these tasks are usually expected to secure insurance, meet minimum safety standards, and accept that the principal authority may remain the enforcement body.

Agenda Item 10.3 Local Government Reorganisation: asset and service transfer

Assets worth considering

For assets, CPC should start with those that are low-value, community-facing, and not expensive to replace:

- Village green spaces.
- Small amenity plots or ornamental areas.
- Noticeboards and signs.
- Benches and litter bins.
- Small play-space features only if inspection and insurance requirements are clear.
- Community rooms or land only if the asset has a reliable income stream or strong usage and a full maintenance reserve.

The recommendation is not whether the asset is popular, but whether CPC can fund repairs, insurance, compliance checks, and eventual replacement without creating pressure on the precept. National commentary on parish devolution warns that councils can end up taking on liabilities faster than they gain capacity, so the social value of an asset must be weighed against the long-term cost.

Risks and Benefits

Below are some areas to consider based on other council's experience:

Area	Benefit	Risk
Local control	Decisions reflect village priorities more closely.	Residents may expect a higher standard than funding allows.
Responsiveness	Faster fixes for minor issues.	Small councils can be stretched by day-to-day operational demands.
Community value	Greater civic ownership and visible parish leadership.	Disputes over who pays for improvements or replacements.
Assets	Retaining local facilities can protect community use.	Long-term maintenance liabilities can be much bigger than the asset's purchase price.
Services	Better-targeted, place-specific service levels.	Insurance, training, and contractor oversight can become burdensome.

Summary

CPC is asked to set up working group to conduct an options appraisal on service and asset transfer.

References and further information

- NALC, Webinar Finance and Function: Powering Up Parish and Town Councils [Watch again](#) Password: B9sps9=D
- <https://www.gov.uk/government/collections/local-government-reorganisation-policy-and-programme-updates>
- [Local Government Association - Local service delivery and place-shaping](#)
- [Moulton Parish Council - Charities](#)
- [Shrewsbury Town Council - Meeting agenda](#)
- [Thetford Heritage Trust](#)

My sources for this report have been supported by AI (ChatGPT, Perplexity) and NALC webinar.



Report for CPC: 18th May 2026
Title: CPC stall ideas for the Village fete
From: Jane Hartley
Agenda item:
Purpose: Decision

Proposal for CPC fete stall

CPC is asked to consider hiring or running an attraction for the CPC fete stall to entice residents to engage with options for CIL funds spending plans or other messages etc.

Summary

In previous years the planning for the fete stall has been last minute, now would be the time to discuss if we wanted to do something more ambitious.

Last year the stall was helpful in promoting the neighbourhood plan and having a free 'guess the number of sweets in the jar' luring in children to get the adults opinion and complete the pulse survey.

Proposal

I propose that the CPC discuss options and agree a plan, which maybe do the same as last year!

Resources

If a comparatively simple game hired from a commercial company would cost £250-£400, but other options might be more cost effective.

People signed up to man the stall

Benefits

- Increased resident engagement
- raised CPC profile

Summary

CPC is asked to agree what should be on the CPC Village fete stall

References and further information

One option for games hire

<https://www.thefunfirm.co.uk/pages/funfair-games-stall-hire-berkshire>



Agenda Item 10.6 Update from the Fete Committee

Report for CPC: 18th May 2026
Title: Update from Village fete committee
From: Jane Hartley
Agenda item:
Purpose: Information

Summary

The fete will be held at East Park Farm playing fields on the first Sunday in September which is the 6th for 2026. The fete committee is meeting monthly and plans are progressing well. The format will remain essentially the same.

It has been agreed that the charities to be supported from the profits are as follows:

- Me2 Club
- Share Wokingham
- Smart Works
- Camp Mohawk (NB chosen by Charvil Piggott children)

We are still struggling to find a treasurer. Any ideas on who we can approach?

Agenda Item 10.7 The Issues at The Hawthorns Park and whether to escalate the matter formally

Agenda item - The ongoing issue regarding the Charvil playground equipment has now reached a point where the Parish Council may wish to consider formally escalating the matter.

Accordingly, I propose that the Parish Council considers submitting a formal Parish Question to Wokingham Borough Council Executive Committee, with submission required by 16 June for consideration at the meeting on 25 June.

The Question - *Can the Council confirm what immediate and time-bound actions it will take to secure funding and deliver a replacement climbing unit, and explain why no forward planning or budget provision was made for the renewal of this asset?*

Background

The ongoing issue regarding the Charvil playground equipment has now reached a point where the Parish Council may wish to consider formally escalating the matter.

Despite discussions and correspondence since September, there has been no tangible progress towards resolving the situation and, candidly, limited confidence that a timely solution is currently being progressed. It is increasingly apparent that playground maintenance and replacement across Wokingham Borough have fallen behind to the extent that it now requires focused strategic attention. At present, the matter does not appear to be receiving sufficient prioritisation or officer support and there is a risk that it remains unresolved indefinitely.

In an attempt to move the matter forward, I (as a resident) contacted the WBC Director for Place & Growth to formally escalate concerns. Following this, Richard Bisset provided an update via telephone last Wednesday. Whilst no confirmed solution was available at that stage, an assurance was given that the matter would be resolved within approximately 2–3 weeks, which would indicate a target date around 29 May.

Whilst that commitment is welcomed, there remains understandable concern regarding whether a practical resolution will in fact be delivered within that timeframe. Given the length of time already elapsed, it is considered prudent for the Parish Council to prepare a further escalation route should progress not materialise.

Accordingly, I propose that the Parish Council considers submitting a formal Parish Question to Wokingham Borough Council Executive Committee, with submission required by 16 June for consideration at the meeting on 25 June.

The purpose of raising a Parish Question would not be confrontational, but rather to ensure that the ongoing issues surrounding the Charvil playground equipment are formally brought to the attention of the Executive Committee in order to help secure a clear commitment, prioritisation and resolution.

122. Parish and Town Council Questions

The Council welcomes questions from Town and Parish Councils within the borough. Questions submitted will be subject to the same rules as those set out at [5.12](#) for Public Questions. In addition, a question submitted by a parish or town council must be submitted by the Town/Parish clerk on behalf of the town or parish council naming the person who will ask the question. 10 minutes will be allotted for questions from town and parish councils. If you wish to submit a question, please email it to: democratic.services@wokingham.gov.uk

My question would be

On behalf of Charvil Parish Council, I wish to highlight the lack of progress in replacing the condemned climbing unit at the Hawthorns Play Park, despite the efforts of both Parish and Borough Council. This situation has been raised by many residents as unacceptable given the recent increase in Council Tax and significant reserves WBC are holding.

Given that:

1. The park is the responsibility of Wokingham Borough Council;

Agenda Item 10.7 The Issues at The Hawthorns Park and whether to escalate the matter formally

2. The existing unit, now approximately 30 years old, was deemed beyond economical repair last September and has now been removed;
3. No funding has been provisioned for its replacement, despite its age;
4. Replacement costs are estimated at £15,000–£25,000; and
5. Responsibility for pursuing funding by WBC has hit a dead end and appears to be shifting toward the Parish Council,

Can the Council confirm what immediate and time-bound actions it will take to secure funding and deliver a replacement climbing unit, and explain why no forward planning or budget provision was made for the renewal of this asset?

Outstanding Actions

Action	When Decision was made	By Whom	By When	Reason for remaining outstanding
Investigating the cost of enabling hybrid meetings for the 2025-26 budget discussions	Minute 25/8623 June 2025		?	
To think about the best way to alter the committee structure to best reflect the current Council priorities	Minute 25/8582 Annual Meeting of the Council May 2025	Councillors and Staff	May 2026	Partially dealt with in April, should be concluded in May
Investigating possibilities for street art for the container	Minute 25/8640 July 2025	?	?	Should this be removed altogether
Creating a list of frequently asked questions for possible long-term users	Minute 25/8640 July 2025	Amenities Committee	April 2026	FAQs info for users complete. Still need FAQs for info we need from users
Deciding what to do with the pavilion in the daytime to boost usage	Minute 25/8640 July 2025	Amenities Committee	April 2026	Marketing strategy
To implement Start, Stop, Continue process	Minute 25/8575 April 2025	Council and Staff		Touched upon but no conclusion