



SUNNINGDALE
PARISH COUNCIL

Annual Parish Meeting
12th May 2026

Role of the Parish Council

- The first tier of **government**
- **Independently** elected
- Set and raise a **precept**
- **Role** of the Council
 - Provide local services
 - Improve quality of life
 - A voice for the community

Purpose of The Annual Parish Meeting

- **A meeting that all electors in a civil parish can attend**
- **A form of direct (rather than representative) democracy - an opportunity for electors to ask questions and make statements**
- **A meeting of electors; not a meeting of the Council**

Today's Agenda

- Welcome & Introduction
- Approval of Minutes of APM 29 April 2025
- Update from Chair of the Council
- Finance Update
- Planning Update
- Chairman's Volunteer Award
- Guest Speakers
 - The Picture House - Alan Everett
 - PCSO - Keith Howard
 - Sunningdale Scouts - Micky King
 - Holy Trinity Church - Rev John Hutchinson & Paul Cartwright
 - Jack Rankin MP
- Question and Answer Session

Chairman's Update

- **Outdoor Fitness Equipment**
- **CIL Stakeholder Grants for Berkshire County Football Club, Charter's School & Sunningdale Scouts & Sunningdale Bowling Club**
- **Allotments Deer Fence**
- **Village Hall Lease**
- **Kiln Lane Cemetery Extension**
- **Business Plan**
- **Officers of the Council**

ANNUAL REPORT



Presented by Cllr Valerie Pike – Lead Member for Finance



FINANCE SUMMARY

- Majority of the income comes from Council Tax Precept i.e. Parishioners as well as Developer CIL contributions, which is ring fenced.
- The remainder is derived from income from bank interest and income generated from Council assets such as cemetery and tennis.
- The Precept is set in advance to cover the “business plan” for the year and detailed budgets are set accordingly

Sunningdale Parish Council 2025/2026

Income and Expenditure Account for Year Ended 31st March 2026

31st March 2025		31st March 2026	31st March 2025	Running Costs	31st March 2026
	Income Summary		244,598	Administration	222,964
234,042	Precept	260,811	16,840	Democratic Process	3,458
58,606	Interest Received	48,132	13,663	Recreation Ground	25,399
0	Rent Received Field	180	8,750	Cemetery	9,791
26,065	Cemetery Income	26,554	1,245	Allotments	11,566
4,120	Headstones	3,620	4,645	Tennis	9,746
21,175	Grant of Rights	22,630	2,520	Pavilion Toilets	3,045
1,588	Rent Received	2,389	11,711	Facilities	32,546
770	Electricity income	45	6,000	Heritage Assets	5,103
11,929	Tennis Court Season Ticket	11,314	2,011	Village Hall	0
4,880	Tennis Court P&P	5,305	11,500	Library	11,500
18,605	Tennis Court Coaching	15,439	10,888	Borough in Bloom	11,072
2,200	Rent Received Chalet	2,694	10,180	Christmas	6,904
15,300	Rent Received Flat	15,300	3,183	Other Events	6,878
4,615	Sponsorship Income	5,430	7,733	CA Outreach Project	0
312,170	CIL Grant	516,093	2,005	Woodland	0
716,065	Sub Total	935,935	206,220	Parish Projects	37,263
	Operating Income		0	More Parish Projects	40
8	Administration	5,651	563,691	Total Expenditure	397,274
521	Recreation Ground	0			
62	Tennis	2,282			
16,486	Facilities	9,753			
105	Christmas	210			
733,246	Total Income	953,831			

Sunningdale Parish Council 2025/2026

Income and Expenditure Account for Year Ended 31st March 2026

31st March 2025

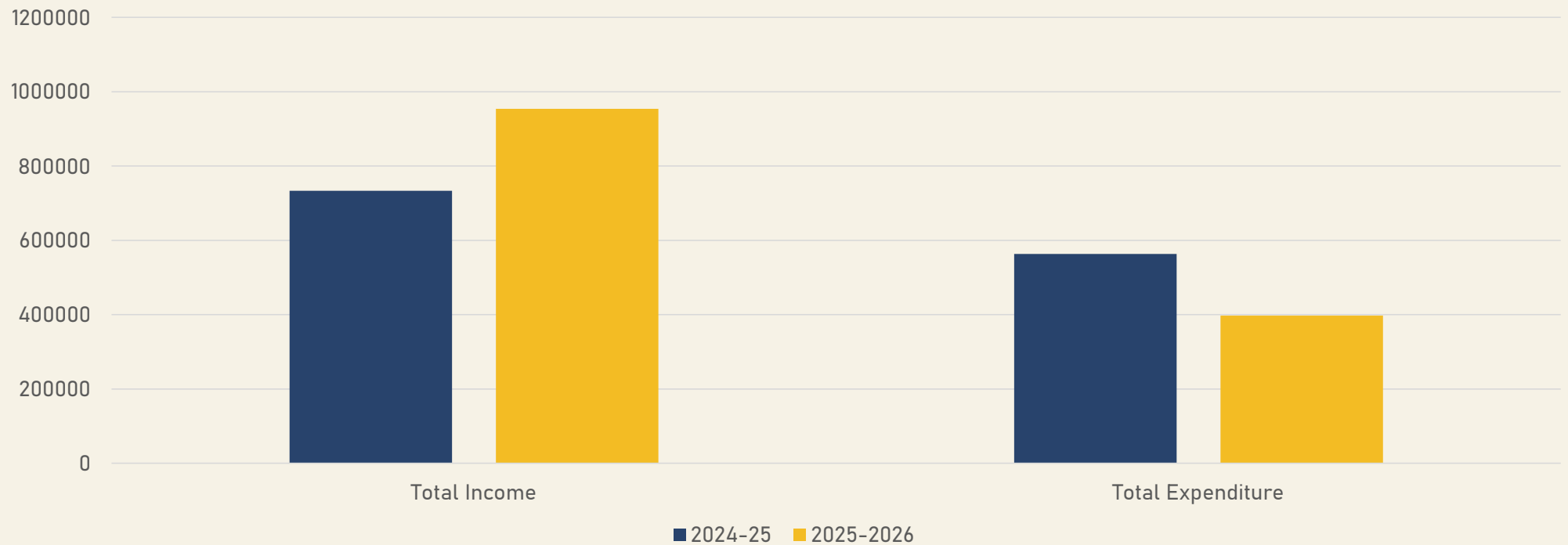
31st March 2026

General Fund Analysis

145,654	Opening Balance	129,094
733,246	Plus : Income for Year	953,831
<hr/>		<hr/>
878,899		1,082,926
563,691	Less : Expenditure for Year	397,274
<hr/>		<hr/>
315,208		685,651
186,114	Transfers TO / FROM Reserves	518,428
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129,094	Closing Balance	167,223
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INCOME VS EXPENDITURE

2024-2025 vs 2025-2026



PRECEPT 2026-2027

A balanced budget for 2026-2027 was presented which resulted in:

Precept unchanged and a
Band D decrease

	2025/26	2026/27	Difference	%
Precept	£260,811	£260,811	£0	0
Tax Base	3,744.79	3,840.25	£95.46	2.55
Band D tax	£69.65	£67.92	-£1.73	-2.48

2026-2027 BUDGET SUMMARY

- Covers general inflation
- Maintains adequate reserves (both earmarked and general)
- Funding to cover ongoing upkeep of outdoor spaces including Health & Safety Tree works within the Recreation Ground, Cemetery and Allotments.
- Provision of community services - Retention of the library provision for Sunningdale

2026-2027 Other Income

Income generated from Council assets continues to play a significant part in keeping the precept low.

YEAR	OTHER INCOME – EXCLUDING GRANTS AND CIL	INCREASE YEAR ON YEAR
2025-2026	£171,380	
2026-2027	£184,352	+£12,972 (+7.57%)

The Picturehouse Theatre

A presentation for the Sunningdale
Parish Annual Meeting

Setting the Stage for Social
Impact and Cultural
Enrichment





Welcome!

BUILDING A NEW COMMUNITY ASSET

Vision for the future

CREATING SOCIAL IMPACT

Benefiting today's community and tomorrow's residents

DESIGNING THE VISION

Initial illustrations

ACTIVATING THE VISION

Business plan

DELIVERING TOGETHER

Conclusion and Long-Term Community Benefits

Vanessa

VISION

SAVE THE
NOVELLO 
PICTURE HOUSE

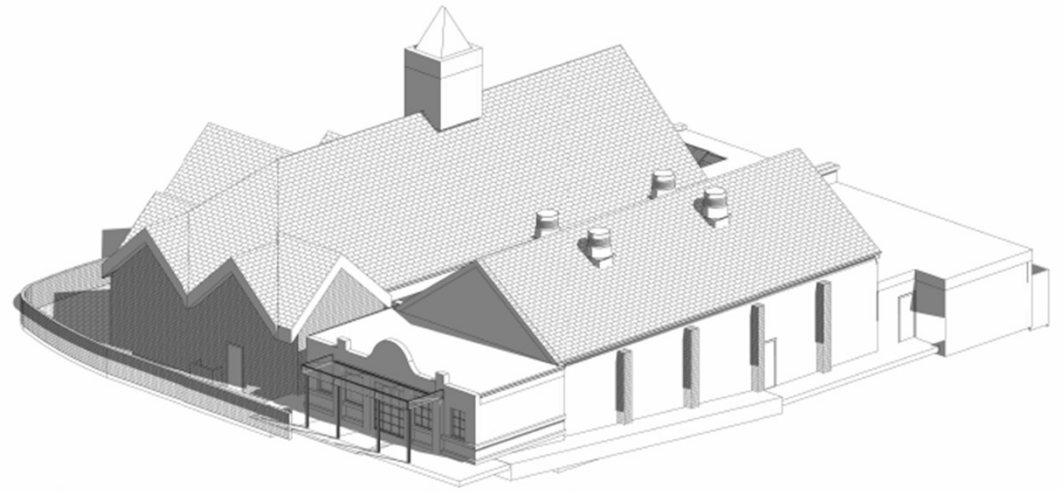
In 2027, Sunninghill's High Street will be transformed...

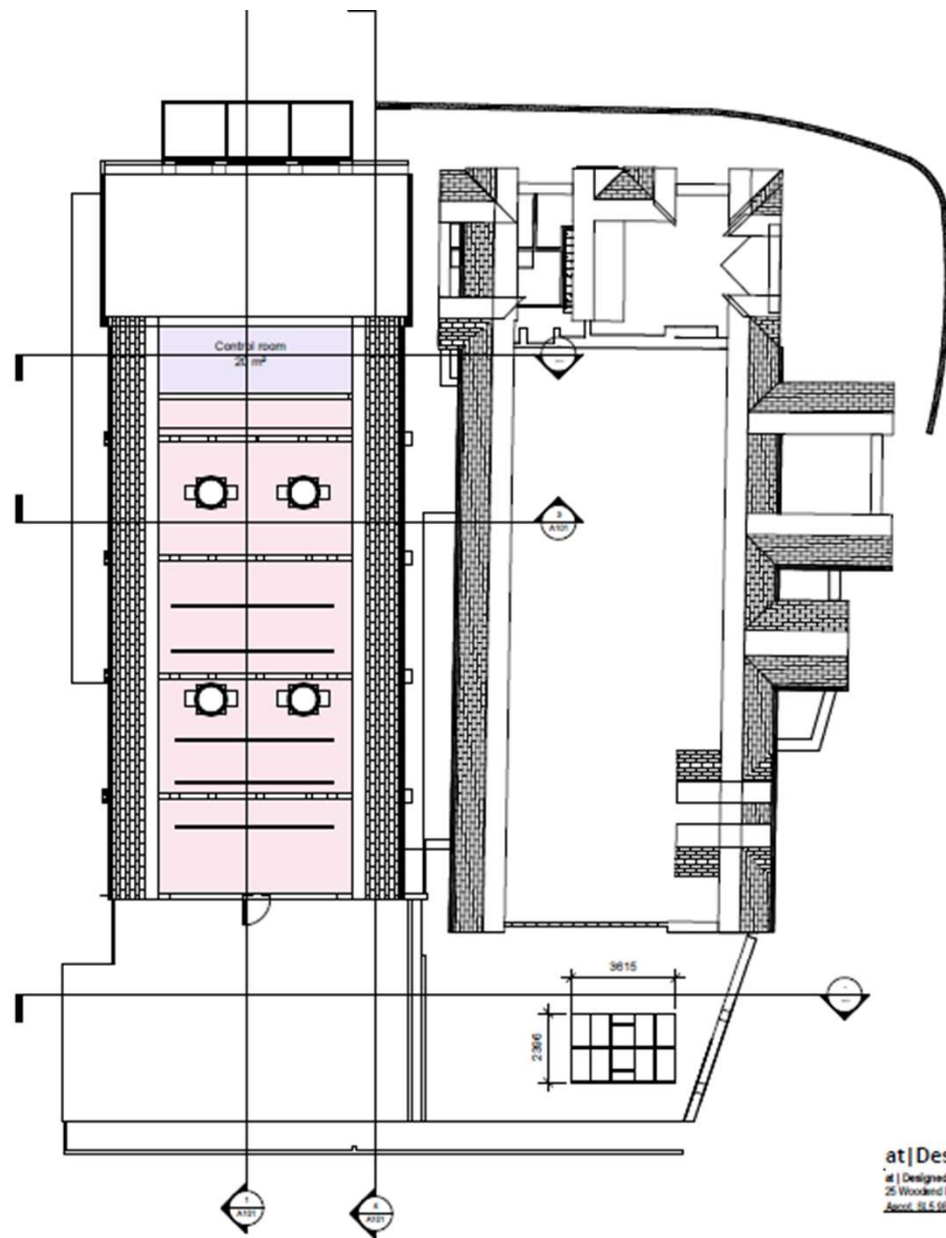
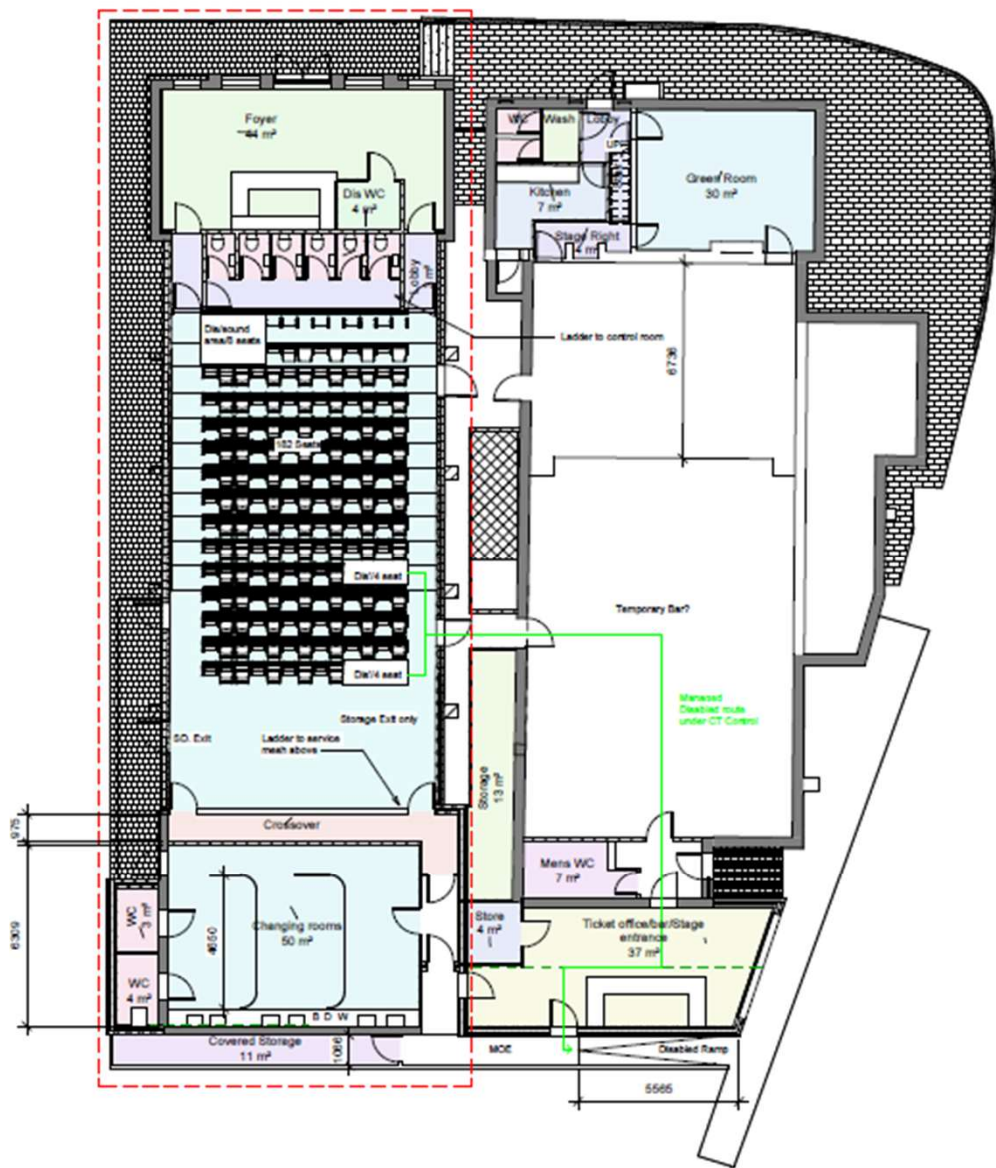
A new Community Hub

- A vibrant meeting, performing, socialising and entertainment point
- Enriching local lives, enhancing societal wellbeing and creating community cohesion

A revitalized Picturehouse Theatre

- Professional standard theatre, embedded in the local community
- Fully-functional and accessible entertainment venue with versatile hiring spaces and licensed bars
- Home for thriving local performance groups as well as professional entertainers






Consulting on future use


Focus groups and 1:1 feedback

- Current Cordes Hall patrons and potential future users
- Local business community
- Parish councils
- Local schools
- Young performers

- 
- ✓ Advocates for Hub approach
 - ✓ Partnership with local schools & businesses critical
 - ✓ High Street integration key
 - ✓ Fully-functional Theatre attractive
 - ✓ Future proof design
 - ✓ Community is key audience


Site visits

- Norden Farm
- Wilde Theatre
- Cecil Hepworth Playhouse
- Kenton Theatre
- Chipping Norton Theatre

- 
- ✓ Flexible spaces deliver value
 - ✓ 200 seats critical
 - ✓ Technology, design & theatre purpose alignment
 - ✓ Self service V fully serviced operational models

Professional input

- Theatres Trust
- Little Theatres Guild
- Head of Community Engagement, South Hill park
- Professional actors, producers, director, wardrobe mistress, set designer, stage managers, theatre technicians

- 
- ✓ Storage, 200 capacity, stage width all critical elements
 - ✓ Audience experience CSF
 - ✓ Break-out spaces major advantage
 - ✓ Community integration/ giving back key attribute

Strong base to grow our impact



PERFORMANCE

- **5** performance groups
- **250+** members
- **~38** shows p.a
- Combined audience **~3000**



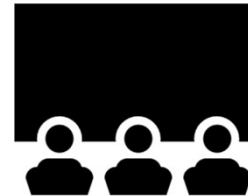
COMMUNITY

- **1** health clinic
- **1** training provider
- **36** private events
- **250** fitness/wellbeing classes



SCHOOLS

- **3** regular school hirers
- **2** shows
- **1** art exhibition



ENTERTAINMENT

- **3** comedy nights
- **8** cinema weekends
- Combined audience **~1500**
- **3** artisan fairs

Trends analysis

	Current Trends– Cordes Hall	Future projections - Hub
Space		~400m ²
Users	<ul style="list-style-type: none">• ~45% hirers performance based• ~25% fitness and wellness groups• Rest mix of professional entertainment, community offerings (eg cinema/artisan fair) & private hire• Multiple unsolicited requests per week	<ul style="list-style-type: none">• Add 3 new performance groups & 2 fitness groups• Diversify with 2 ‘new offerings’ & 2 specialist activities for audiences with specific needs• Expand professional entertainment & corporate hirers• Create specialist events (eg music festival)
Occupancy	<p>In 2025, the hall is booked</p> <ul style="list-style-type: none">• 64% of evenings• 49% of afternoons• 55% of mornings	<ul style="list-style-type: none">• More weekday and weekend regular bookings• More flexibility of spaces for hire – private rooms, flat floor space• Ability to co-host multiple activities simultaneously
Considerations	<ul style="list-style-type: none">• Locked into ‘performance mode’ ~7 weeks p.a• Flipping from hall to theatre requires significant time and investment	<ul style="list-style-type: none">• Hall operates as a hall, theatre as a theatre• Simple systems to reduce burden on hirers/ management committee

Vision and Mission

Mission

- To be SL5's go-to venue for social engagement and cultural enrichment, helping to foster creativity, inclusivity, community cohesion and societal wellbeing

Vision

- To keep the unique Spirit of Ascot & the Sunnings alive for future generations and support all people from all backgrounds to live their best lives



SOCIAL IMPACT

Projected Social Impact



Linked venues vastly alter scale and scope of public spaces available to SL5 residents and changes the way we can meet community needs:

- Expand young peoples' personal and professional growth and development
- Support disadvantaged and vulnerable groups and integrate our elderly community
- Diversify programme of events, entertainment and learning to better enrich more lives
- Collaborate to build revenue and reputation for local businesses and services
- Create village focal point and build social cohesion

Social impact

Local Schools and Young People

- **Subsidised theatre access for six state primary and one secondary school**
 - Support levelling up targets and provide space for performance, workshops, screenings, clubs and parent education
- **Provide safe indoor youth meeting spaces**
 - Activate Teen Lounge proposal
 - Provide space for self-led creativity sessions and venues for existing youth organisations
- **Generate work experience and technical skills development**
 - Through Duke of Edinburgh volunteering scheme, post GCSE work experience placements & implementation of our Social Impact Guiding Principles for Hirers



Social Impact

Elderly & Special Needs Communities



- **Fundraising support for local groups**
 - Harness freed-up schedule and space to expand current fundraising activities and sponsored events
- **Adapt standard offering to pull in broader audiences**
 - Consult with expert groups to provide adapted cinema screenings, sensory theater, tailored exercise classes, host SEND dedicated clubs etc
- **Ensure Theatre design reflects social diversity and multiple needs**
 - Build on initial focus group advice to create a venue that welcomes all

Social Impact

Community Programming & Activities

“

“Wow – can’t believe we had Sara Pascoe at our village hall! The place was packed and the atmosphere was electric. People are still talking about it.”

Cordes Hall Sunninghill

- **Expand and diversify regular performances to attract wider audience**
 - Move beyond community theatre, cinema and comedy to incorporate live music, cinema streaming, seasonal productions and festivals, open mic nights etc
 - Capitalise on interest of local actors to add Picturehouse to professional circuit
- **Establish reputation as Theatre for the next generation**
 - Formalise programme of educational workshops* through existing relationships & hirers, funded through grant applications
- **Expand and diversify activities on offer**
 - Use freed-up Cordes Hall to offer broader range of activities (eg book/art club, yoga, pickleball, badminton etc)

*scriptwriting, stagecraft, set design, makeup etc...

Social Impact

Community Involvement

- **Create win-win opportunities for local businesses**
 - Membership scheme to pull in regular theatre use and support local businesses through discounts & privileges
 - Act as broker between hirers and local suppliers (eg catering, pre-theatre meal deals, advertising in programmes etc)
 - Maintain local-first supplier strategy
- **Generate local employment, volunteering and skills development**
 - Direct employment and indirect contracting and freelancing opportunities
 - Expanded Cordes Hall Management Committee and theatre operations volunteering scheme
 - Establish new Professional Advisory Board
 - Run formal work experience programme



Embedding Social Impact



- **Guiding Principles**

- Encourage professional and community users of Theatre to sign up to our Social Impact Guiding Principles to encourage social integration, inclusivity and personal/societal growth
- Recommended but voluntary
- Measured as part of annual operating plan KPIs

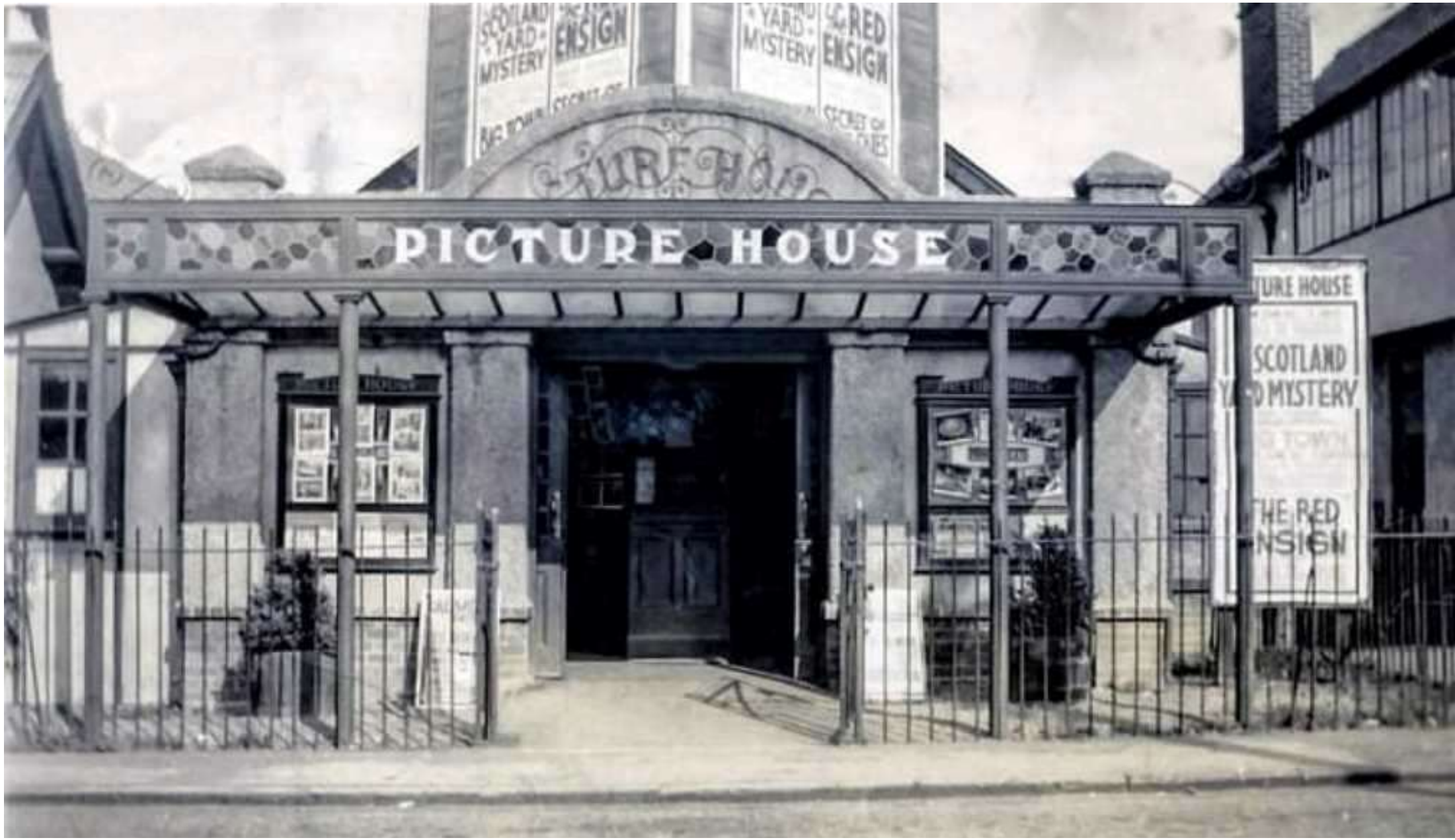
INITIAL DESIGN IDEAS

Design Principles of the New Hub

Key Features of the New Theatre/Hub

Feature	Description	Purpose
Connectivity	Cordes Hall & Playhouse linked	Unified community hub
Main Auditorium	150 -196 seats	Performances & events
Multi-Purpose Rooms	2 flat-floored areas	Rehearsals, workshops, gatherings
Technical Areas	Sound & lighting zones	Support live performances
On-site Bar	Visitor amenity	Enhance experience, revenue
Accessibility	Full features	Inclusive for all
Storage & Changing	Adequate, safeguarding compliant	Support theatre companies
Office	In Cordes Hall	Hub Manager workspace
Collaboration	With theatre organizations	Best practice input

- Integrated Community Hub Vision
 - Connectivity between Cordes Hall and Playhouse
 - Unified space for better volume & variety of activities
- Main Auditorium Features
 - Accessible, variable seating for up to 196 people
 - Designed for performances and events
 - Frees-up Cordes Hall from ‘locked out activities’
- Multi-Purpose Rooms
 - Two versatile areas for rehearsals, workshops, classes addressing need for more flat-floored hire space
- Technical and Performance Facilities
 - Supporting local employment & skills development
- Bar/social spaces
 - Generating revenue and providing local business and supplier opportunities



PICTURE HOUSE

SCOTLAND
YARD
MYSTERY

THE
RED
ENSIGN

SECRET OF
STYLES

PICTURE HOUSE

SCOTLAND
YARD
MYSTERY

THE TOWN

THE RED
ENSIGN

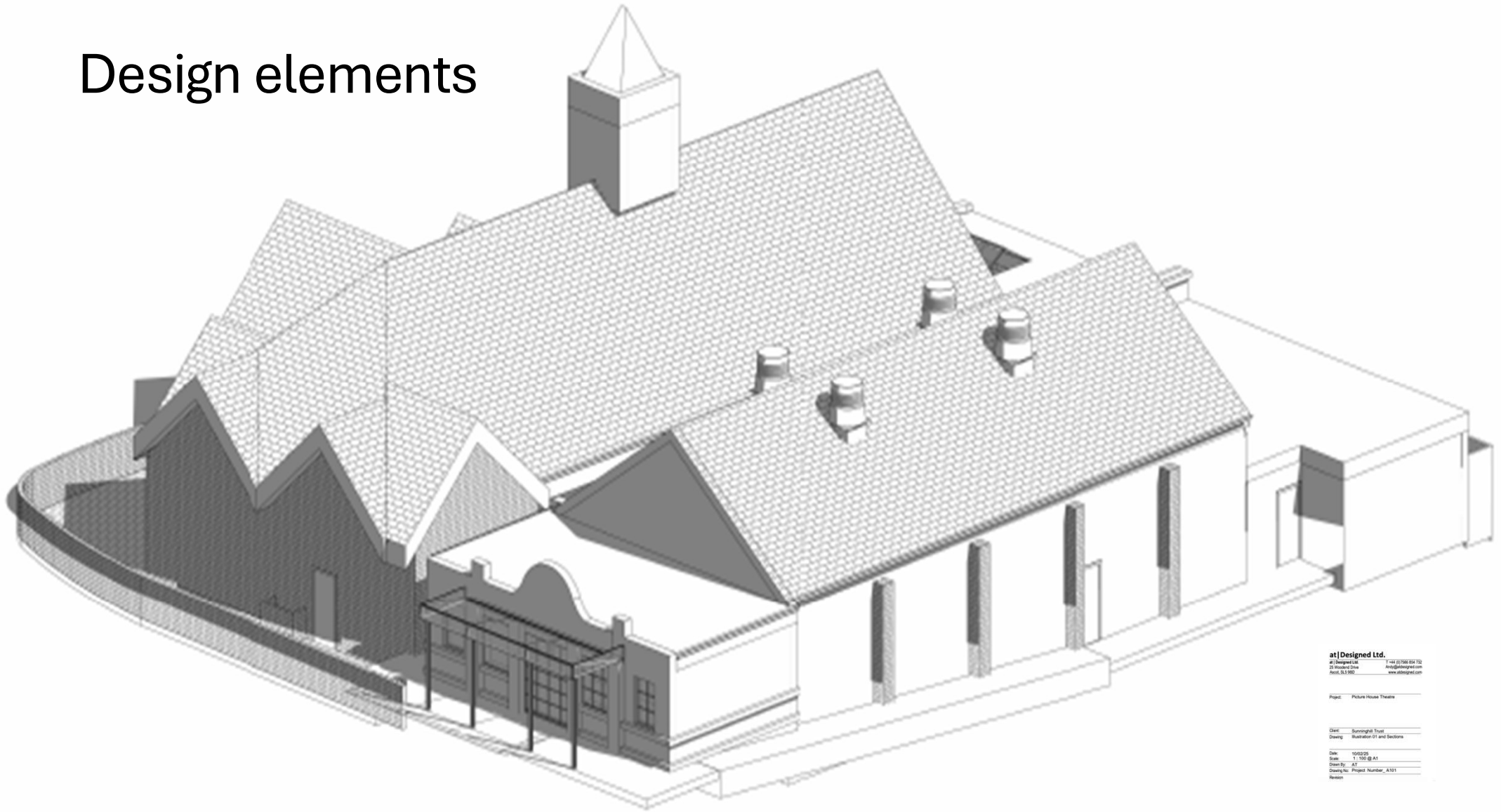
PICTURE HOUSE

PICTURE HOUSE THEATRE





Design elements



at|Designed Ltd.
at|Designed Ltd.
25 Housley Close
Aylesbury, Bucks, UK, HP8 5RS

Project: Picture House Theatre

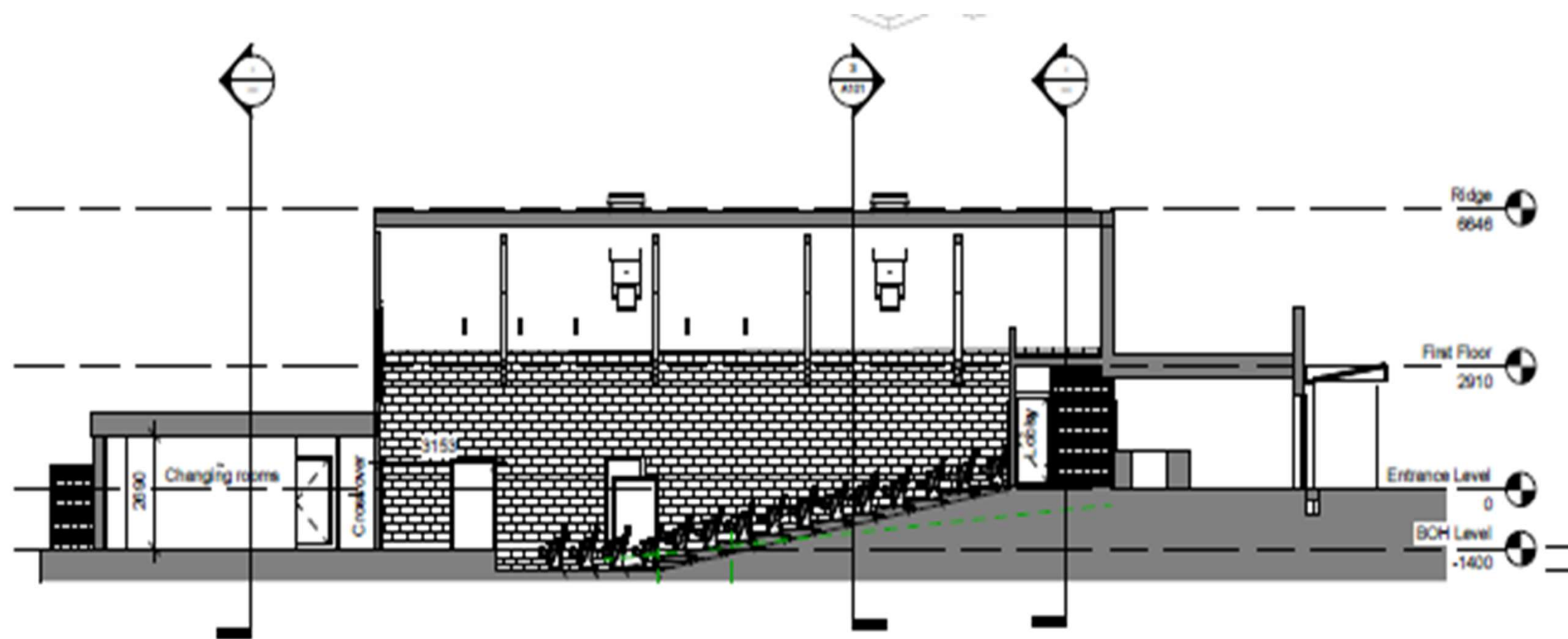
Client: Sunninghill Trust
Drawing: Illustration 01 and Sections

Date: 15/02/25
Scale: 1:100 @ A1
Drawn By: AJ
Drawing No: Project Number_A151
Revision:





1 East
1:100



1 Section 1
1:100

DEVELOPMENT PLAN

Financial Plan



- Based on existing data and insights from Cordes Hall operations and supplemented by research into similar venues and advice from professional bodies and theatre peers

Marketing Plan



Our marketing strategy will shift from reactive to proactive to pull in affordable, accessible and variable programming, reflect our ‘community plus’ brand proposition and ensure the Hub becomes the number one civic centre for our community

Channel strategy

- Updated and rebranded website to cover both venues
- Social media campaigns with tie-ups to user channels to expand reach and followers
- Email newsletter with specific Members-only version
- Collaboration and use of local schools/organisations’ promotional channels
- Earned and paid-for media maximization
- In situ advertising

Partnership opportunities

- Proactive partnerships and corporate sponsorships with local businesses and suppliers

Operational Plan and Staffing

Cordes Hall Trustees

Responsible for overall operation of Cordes Hall and Picturehouse Theatre

- Meet quarterly with management committee
- Review KPIs
- Agree maximization or mitigation strategies

Management Committee

Accountable for management of the buildings and administration of annual operational plan

- Timely development of annual operating plan
- Regular KPI tracking & oversight
- Design annual programme of events
- Maintenance and upkeep of the two buildings, including adherence to all necessary health and safety regulations and maintenance of licences
- Employment and functional line management of the full-time hub manager and part-time administrative support

Hub Manager

Accountable for day-to-day running of the buildings

- Bookings management system, ensure smooth & aligned management of multiple spaces and user satisfaction
- Key point of contact for hirers (inc. the Users Forum) & contracting lead
- Marketing lead including oversight of our social media channels and website
- Setting up & overseeing local partnerships & volunteer scheme
- Sourcing & securing professional entertainment bookings, as per the annual programme of event
- Oversight of the buildings to ensure any issues are reported and promptly managed

Administrative Support

Accountable for financial and specific supplier relationships

- Support contact for all hirers and use of the bookings system.
- Overseeing invoice management and payment system
- Bar stock inventory and management
- Managing regular and ad hoc building maintenance

Tracking Progress and KPIs



- KPIs aligned with business plan and social impact objectives
- Targets set within annual operating plan and reported back to Stakeholders on biannual basis
- Adopt 'learn and grow' approach to ensure continual development

KPI table

Focus Area	Outputs	Outcomes
Schools and young people	<ul style="list-style-type: none"> • 50% of local state schools make use of Picturehouse • 100% uptake of DoE volunteering spaces • 1 new youth group residency in Picturehouse 	<ul style="list-style-type: none"> • 75% of user schools confirm our offering supports student enrichment goals • DoE students report scheme improved skills & confidence • Youth group meets their ‘unmet needs’ targets
Elderly and special needs	<ul style="list-style-type: none"> • 2 fundraisers delivered in partnership with local groups • 2 new bespoke offerings set up, targeted at elderly & SEND locals 	<ul style="list-style-type: none"> • Groups use funding to deliver previously unmet services • New offerings bring 30 new users to venues from socially vulnerable communities
Community programming	<ul style="list-style-type: none"> • Add 3 new local performance groups, 2 new fitness & 2 new type offerings to regular bookings • 3 existing users increase current booking frequency • Secure 2 new corporate clients • Host 2 new professional entertainment events • Deliver 1 new, annual special event (eg film/music festival) 	<ul style="list-style-type: none"> • 25% increase in locals using the venues (Vs Cordes Hall benchmark set in 2026) • 75% new users re-book space in year 2 of operations
Community involvement	<ul style="list-style-type: none"> • 100 registrations to membership scheme • 5 new local partnerships established, across at least 3 different business sectors • 5 new volunteers signed up to Management Committee • 25% of Management Committee under 55 • 10 new volunteers signed up to Theatre volunteering pools • 2 youth work experience placements filled • Professional Advisory Board secures 5 members • Meet 75% targets for local supplier sourcing 	<ul style="list-style-type: none"> • 100% new partners report added benefit to their business • Work experience students report scheme improved skills & confidence • Trustees rank overall Advisory Board impact as ‘very good/excellent’
Operations	<ul style="list-style-type: none"> • Secure 1 grant or sponsorship • 50% uptake of our social impact guiding principles among hub users 	

Conclusion



In partnership, we will create a transformative addition to local society and our cultural landscape

- Key focal point within the High Street and a critical civic centre for the wider community
- Bring a new lease of life to our already thriving arts and performance scene
- Generate greater volume and variety of community activities, reflecting broader diversity of needs and secondary spend
- Inspire creativity, foster community connections, and enrich lives for years to come

Look forward to agreeing a shared vision and working together to deliver a meaningful change for the SL5 community.

www.holytrinitysunningdale.co.uk



From
16th March

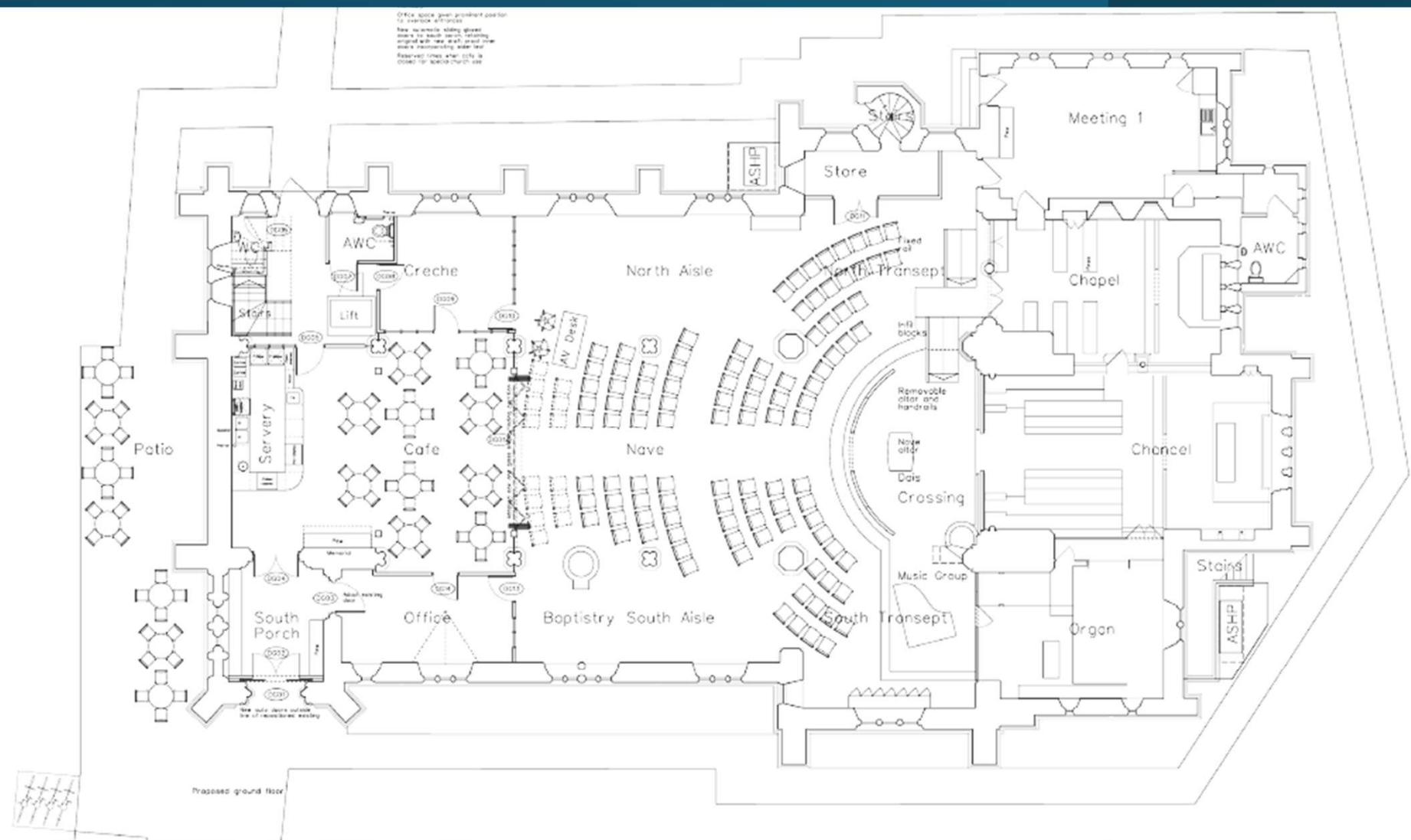
Holy Trinity Church: all our activities will continue whilst our building is closed for refurbishment.

Services on Sunday at 8 am and 10 am
will be held in Holy Trinity School

Café on Wednesday from 9.45 to 11.45 am
will be in the Hope Church on High Street

All enquiries: 01344 621886 or htschurchoffice@gmail.com
www.holytrinitysunningdale.co.uk

Office space given prominent position to provide a focus
 New movable sliding glass doors to enable users to enjoy views and natural light and provide a sense of connection with the outdoors
 Reserved lines when city is closed for special church use



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