

Wellington Town Council



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EVENTS AND COMMUNICATIONS COMMITTEE

Minutes of the meeting held via Zoom on **Tuesday 24th November 2020** commencing at 4.00pm via Zoom.

Present:

Cllr Lowe
Cllr Davis
Cllr Pierce
Cllr Tomlinson
Cllr Carter
Cllr Hall – In part

In attendance: Caroline Farrell – Communications & Events Manager

25/20 Welcome and Introductory Remarks

Cllr Davis welcomed members to the meeting.

26/20 Apologies for Absence

Cllr Alvey, ongoing, due to health reasons. Apologies accepted.

27/20 Declarations of Interest

None received

28/20 To confirm the minutes from the last meeting dated 27th October 2020

Proposed by Cllr Tomlinson, seconded by Cllr Pierce, and **RESOLVED UNANIMOUSLY** that the minutes of the 27th October were a true and accurate record.

29/20 Matters arising from those minutes:

11/20 Caroline confirmed that she had sent all members the calendar of events, their costs and the overall budget breakdown.

30.11.20

- 12/20 Festival Committee: Cllr Lowe confirmed that a meeting had taken place with Cllr Pierce, Paola Armstrong and himself. A 'Virtual Festival' was now being planned for 7th to 9th May. The focus is to 'Keep It Local' with events such as 'Meet the Author', an online Art Exhibition, Poems and Pints, a reading group including Diane Saxon, and Poetry (short story / joke) Competition with the help of Helen Donaghue and Sue Crampton. Cllr Lowe stated that members were all busy now co-ordinating these elements and PA has had nine responses already since the meeting which was very positive.
- 12/20 Christmas Lights – The Christmas video had been circulated and was under review. Planned upload to all social media on 1st December to correspond with the lights being switch on in town.
- 13/20 Cllr Davis asked members to think about what additional events they would like to see added to the current annual list. It was suggested that we 'Piggy Back' on Rob Francis's Sounds in the Square events. **Caroline to add the new virtual May Festival and a section for Easter ideas.CF**

Cllr Hall joined at this stage.

30/20 Correspondence

None received.

31/20 To discuss feedback on the Remembrance Video and what has been learnt

Cllr Lowe expressed that he felt Paul Shuttleworth had done a good job, other members agreed.

Cllr Davis stated that the video had over 10k in social interaction hits (which is more than the number who normally attend the event) and expressed how important a first proof for any video is.

32/20 Proposed Budget

Cllr Davis confirmed that he had made contact with Cllr DeLauney and discussions had taken place. Cllr Davis had requested an extra £5k to be added to the festival budget so that when Covid restrictions were lifted a public celebration could be held in the summer.

Cllr Lowe queried the under spent festival budget for 2020 – this would need to be discussed directly with Cllr Delauney.

Cllr Davis requested that all festival event proposals, budgets and plans are all brought to the next E & C committee meeting.

33/20 Electronic distribution of the 'Our Wellington' Newsletter

The 'In house' team had once again delivered the latest edition of the 'Our Wellington' newsletter.

After a brief discussion it was identified that the delivery hadn't had a 100% success rate. All councillors were asked to check in their wards to identify any missing addresses so that Caroline could get back to the distribution company for investigation.

30.11.20

Cllr Lowe requested that the old version of the newsletter is replaced with the new version in the market and town outlets - **CF**

Cllr Tomlinson stated that a paid service should offer 100% delivery success. Cllr Carter said that there would always be some discrepancies and we need to manage our expectations. **Caroline was asked to again look into alternative companies - CF**

34/20 Paid Facebook advertising and Websites

Cllr Davis suggested that the Remembrance Video social media hits were so high because Paul Shuttleworth had shared the video to numerous pages. This was a good indication that WTC should start paying for Facebook 'boosts' to take our reach further for all events.

Cllr Davis proposed that a budget of £500 is allocated, to cover from now till the end of April, to assist with 'boost' posts, this was seconded by Cllr Carter and **RESOLVED UNANIMOUSLY.**

35/20 To receive new calendar suggestions and discuss events for 2021

Nothing was suggested in addition to CF adding the virtual May Festival and an Easter event to the calendar before circulating.

36/20 Date and time of next meeting – Tuesday 22nd (instead of 29th) December.

Members agreed no meeting was needed in December so the next meeting date would be 26th January 2021 at 4pm.

Action Points;

29/20 (iv) Cllr Davis asked members to think about what additional events they would like to see added to the current annual list. It was suggested that we 'Piggy Back' on Rob Francis's Sounds in the Square events. **Caroline to add the new virtual May Festival and a section for Easter ideas.CF**

33/20 (i) Cllr Lowe requested that the old version of the newsletter is replaced with the new version in the market and town outlets – **CF**

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