

Wellington Town Council



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EVENTS AND COMMUNICATIONS COMMITTEE

Minutes of the meeting held via Zoom on **Tuesday 27th April 2021** commencing at 4.00pm via Zoom. (Due to technical difficulties not able to broadcast on Facebook live)

Present:

Cllr Davis
Cllr Hall
Cllr Lowe
Cllr Pierce

In attendance: Caroline Mulvihill – Events and Communication Manager

77/20 Welcome and Introductory Remarks

Cllr Davis welcomed members to the meeting. Due to technical difficulties we were not able to broadcast on Facebook live and a social media post was submitted so that viewers were informed.

78/20 Apologies for Absence

Cllr Carter and Cllr Alvey

79/20 Declarations of Interest

None

80/20 To confirm the minutes from the last meeting dated 31st March 2021.

Proposed by Cllr Pierce, seconded by Cllr Lowe, and **RESOLVED UNANIMOUSLY** that the minutes of the 31st March 2021 were a true and accurate record.

81/20 Matters arising from those minutes:

ACTION: Caroline to obtain further details about the Kart Event such as route, type of Karts, Marshalling, Insurance and Road Closure details. Event cancelled due to organiser withdrawal.

ACTION: Caroline to speak to T & W regarding Covid guidance. Requested, risk assessments being shared.

ACTION: Caroline to contact Mark Blackstock regarding Funfair. Done

ACTION: Caroline to send the breakdown of Newsletter costs to Councillors. Done

ACTION: Caroline to speak with CMK and gain a plan of installation and to enquire as to why there were no lights at the Brooklands. Done

ACTION: Caroline to implement events on WTC website. Done, will update as information is gathered.

ACTION: Cllr Lowe to send Caroline details of Marc Petty's walk. This event is now a talk, not walk, and is part of the Wellington Festival.

82/20 Correspondence: Urgent matter for consideration:

Bowring Park Fun Days:

Caroline had sent members her suggestions for the free family fun days which were detailed below: (they were based on what events had been successful in the past, budget, and ease of Covid control)

Tuesday 20th July 11am – 2pm PJ the DJ

Tuesday 27th July 11am – 2pm Wrekin Forest School

Tuesday 3rd August 11am – 2pm Exotic Zoo and Climate / nature festival

Tuesday 10th August 11am – 2pm Exotic Zoo and T & W theatre event

Tuesday 17th August 11am – 2pm Wrekin Forest School

Tuesday 24th August 11am – 2pm PJ the DJ

After a brief discussion members agreed for Caroline to continue with the schedule. It was suggested that this year, to control numbers, that these events are ticketed to ensure Covid compliance and the rules of attending each event is clearly stated to meet government guidelines.

Cllr Lowe was delighted that the schedule included environmental awareness events which was a necessity to promote the Climate Awareness message.

Cllr Pierce suggested contacting members of the Friends of the Bowring Park group for volunteer assistance.

ACTION: Caroline to book suggested scheduled of the Bowring Fun Days and contact the FOBP group for volunteer help.

New position of the Mural from Ken Francis shop

Caroline explained that due to Ken Francis Butcher closing the Market Company had requested that the mural located in the shop window was removed. Tony Nicholls very kindly offered to display it in his new premises.

Caroline had met with Nisha from the Wellington Market, and the entrance to the Market, on Market Street, was offered as an alternative location. Issues being when Tony Nicholls shop was closed the mural could not be seen, but the location within the market had a large pipe running across the wall so would cause difficulty in installation.

Members discussed the pros and cons of these two locations and it was agreed that until a more suitable location had been identified that the murals would stay where they currently were.

Cllr Pierce suggested contacting the Orbit and measuring the murals for the possibility of them being located in the Orbit windows

ACTION: Members were asked to think of alternative positions and let Caroline know, possibilities mentioned at the meeting were the Orbit and the Civic building.

Wellington Rotary Harley Davidson bike event 26th June.

The event had been approved by T & W and a meeting in 2 weeks was taking place on site, to finalise the finer details.

83/20 Christmas Lights contract and sponsorship of the tree

The contract with the current supplier was now up for renewal.

As per proper practise WTC would need to put a tender out for 2022 onwards.

To enable an accurate tender Caroline was asked to obtain a stock inventory from the current supplier and full details of the previous contract.

Cllr Davis suggested that the Christmas tree could be sourced locally from the Wrekin and sponsored by local businesses.

Cllr Pierce said we needed sight of the original contract to identify what was covered i.e maintenance and storage etc

ACTION: Caroline to obtain requested Christmas contract details before a tender can be advertised.

84/20 Social Media Analytic Report

Cllr Davis explained the figures for the last 28 days. 19,045 people had been reached which was up 66%

Page views were up 40% with 42 new page likes and an increase in followers.

Looking at the figures each month gives an indication that people are paying attention to what WTC is doing but there was still room for improvement to get the ratings higher including festival posts.

85/20 This is our Wellington magazine and monthly electronic updates.

Caroline informed the committee that the next magazine issue would be hopefully delivered week commencing 14th June. This needed to be confirmed by Royal Mail and the printing / design companies also.

The suggestion of a monthly bulletin was discussed. Some members raised concerns about officer workloads and others agreed it would improve our communications with the public.

ACTION: After a brief discussion it was agreed that Cllr Davis would contact Caroline regarding a template and that a trial few months would go ahead limiting the document to 1 or 2 pages maximum.

86/20 Report from the Wellington Festival Committee including Budget spend.

Cllr Lowe confirmed that the festival was in hand and on budget with it's spend. The winners of the Short Story competition and the resident poet had all been decided.

Leaflets had been distributed around Wellington of a breakdown of the festival which starts on 7th May.

The festival working group were sincerely thanked by Cllr Davis for all their hard working pulling a virtual festival together in such hard times.

Thank you letters would be sent to all performers and an event on the 10th July (organised by T & W) would be utilised to award prizes in the Market Square.

87/20 Date and time of next meeting – Tuesday 25th May 2021 at 4pm.

ACTIONS:

ACTION: Caroline to book suggested schedule of the Bowring Fun Days and contact the FOBP group for volunteer help.

ACTION: Members were asked to think of alternative positions for the mural and let Caroline know, possibilities mentioned at the meeting were the Orbit and the Civic building

ACTION: Caroline to obtain requested Christmas contract details before a tender can be advertised.

ACTION: After a brief discussion it was agreed that Cllr Davis would contact Caroline regarding a bulletin template and that a trial few months would go ahead limiting the document to 1 or 2 pages maximum.