

# Wellington Town Council



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## PROMOTIONS & LIAISON COMMITTEE

Minutes of the meeting held at the Wellington Civic Offices on **Tuesday 29<sup>th</sup> October 2019** commencing at 4.30pm.

**Present:**

|                 |                 |
|-----------------|-----------------|
| Cllr Tomlinson  | Mary Rogers     |
| Cllr Alvey      | Jean Wordsworth |
| Cllr Lowe       | Kath Howard     |
| Cllr Fairclough | Les Pointer     |
| Cllr McClements | Richard Corbett |
| Cllr Davis      |                 |

**In attendance:** Caroline Mulvihill – Communications & Events Manager

### **41/19 Welcome and Introductory Remarks**

Cllr Carter welcomed the committee and thanked them for attending at the new time.

### **42/19 Apologies for Absence**

Cllr Hall, John Sweetland, Bob Coalbran and Sheila Horton  
Apologies accepted.

### **43/19 Declarations of Interest**

None received

### **44/19 To confirm the minutes from the last meeting – Tuesday 1<sup>st</sup> October 2019.**

Proposed by Cllr Alvey, seconded by Cllr Tomlinson, and **RESOLVED UNANIMOUSLY** that the minutes of 1<sup>st</sup> October were a true and accurate record.  
(Noted page 3 minute 35/19 – Help for Hero's Day should read Friday 8<sup>th</sup> May)

#### **45/19 Matters arising from those minutes:**

- **Minute 33/19 (i) Orbit Tourist Information Point** – Caroline had contacted The Orbit and enquired about a possible Tourist Information Point. It was confirmed that the contract for The Orbit didn't include this. Cllr Carter suggested an external digital solution could be researched. Kath Howard stated that discussions were definitely held, Cllr Alvey suggested asking them as a 'good will' project.

#### **46/19 Correspondence**

- **Hype ( Telford Lifestyle ) Magazine subscription:**

Caroline explained that the Hype magazine subscription was due to expire. The new contact would cost £900 for 3 double pages and 3 single pages over the next 12 months.

After a brief discussion Caroline was asked to research the following:

- Distribution areas
- Total copies distributed
- How does it compare to Wrekin news

As no comprehensive feedback system is currently in place it is hard for us to ascertain how effective this/any magazine advertising is for us. It was suggested that Wellington Town Councils implements an effective feedback system.

Caroline to also create a Facebook advert business account with the help of Cllr Davis.

#### **47/19 Forthcoming events calendar and additional events for 2019 / 2020**

- Remembrance Parade and Service 10<sup>th</sup> November- Caroline to check with the Parade Marshall – Eddie Fanneran - if anyone has been selected to take the salute with the Mayor.
- Armistice Day – 11<sup>th</sup> November
- Christmas Light Switch on – 23<sup>rd</sup> November – Caroline was requested to individually promote the events contained within the Christmas light switch on. The Orbit had arranged for two films to be shown one at 11.30am and one at 7.00pm. The new edition to this year's event was the introduction of the 'food quarter' which would include food from Spiceland, The Crepe Revolution and drinks from The Pour Horse. It was suggested that 'Love Wellington' does a 'shout out' to local businesses to stay open late on this evening backed up with a visit.

#### **48/19 Wellington Festival:**

Cllr Lowe explained that the Festival Committee hadn't met since the festival had finished so there hadn't been a 'wash up' meeting as yet.

He felt that the attendance was adequate but lower than expected.

Wellingtons War with Marc Petty drew in an audience of 80, which was double what he had expected. The venue was changed for three men in a bow tie to allow for larger numbers but 77 attended.

The two raffles raised over £250 which was a great result.

The History day saw 5 people attend, Les Pointer is potentially changing the format of this event going forward.

The Acoustic pub crawl attracted 73 in total, and Cinderloo 13.

The Reading Group was considered the best yet and was enhanced by Dr Mark Baldwin attending before he started his talk at 7.30pm to which 93 attended. Jack the Ripper at the White House Hotel attracted 72 people and the concert with Wellington Brass band and Shawbury Military Wives Choir saw 96. 185 entries were received for the children's poetry competition and the children were delighted with their prizes.

In total 524 people enjoyed the festival with £634.00 collected in donations.

Lessons weren't learnt this festival by not distributing the majority of the programmes so far in advance next time and that a 'big name' or 'crowd puller' is needed to start the festival off. Les Pointer suggested using QR codes around the town to attract the younger generation and all members were in agreement to use 3<sup>rd</sup> party events to 'pad out' the festival. Kath Howard suggested that flyers could be created as well as the brochure. Cllr Tomlinson felt that maybe the festival has been diluted by having two and it should return to one festival so more funds are available for a 'big name'

**49/19 Walkers are Welcome:**

In Bob's absence there was nothing to report.

**50/19 Friends of the Bowring Park:**

Kath Howard said that the Bowring Park activity was now quietening down for winter. Planting of spring bulbs had been completed.

Cllr Carter asked if Kath Howard was aware of the external parks and green spaces grant, which she was.

**51/19 Orbit**

In Sophie Eades absence there was no update report. Caroline was tasked again to contact the Orbit for a representative.

**52/19 Matters for information only:**

**Mary Rogers** – Telford Interfaith group would like to attend the WTC VE Day event and offer various food stalls.

**Cllr Carter** – Instructions from SAFA for VE day – Caroline to find email from the Town Clerk for discussion

**Cllr Alvey** – Lots of hard work went into the festival and sure that all points will be discussed at the next festival meeting. Help for Hero's are planning their biggest and best event yet in May.

**Les Pointer** – COLDS will be hosting a free Christmas dinner for the homeless / vulnerable. 1.00 – 3.00 on 25<sup>th</sup> and a delivery service to KIP etc. Cllr Alvey thanked Les Pointer and the staff at COLDS for always extending such a professional and warm welcome to the festival events. Caroline to promote when poster received.

**Richard Corbett** – Civic Society lunch on 8<sup>th</sup> December at the Buckatree Hall Hotel. £18.00pp. RSVP by 8.11.19.

**Cllr Lowe** – Small Business Saturday in the Market Square on 7<sup>th</sup> December organised by Kathy Mulholland. Details to follow when received. Reminder of the meeting this evening at 5.30pm at Q Finance for local businesses to connect. Cllr Lowe and Cllr Alvey will be accompanying Sally Themans to Edinburgh on 21<sup>st</sup> November to find out who had one the awards for Great British High Street awards to which Wellington was nominated in the 'Rising Star' category.

**Cllr Carter** – requested Cllr McClements reported on activity at the Arlestone Community Centre at P & L meetings.

**53/19 To agree date and time of next meeting – Tuesday 26<sup>th</sup> November 2019 at 4.30pm.**