

Wellington Town Council



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EVENTS AND COMMUNICATIONS COMMITTEE

Minutes of the meeting held on **Tuesday 30th November 2021** commencing at 4.00pm.

Present:

Cllr Lowe
Cllr Barker
Cllr Hall
Cllr Roberts
Cllr Pierce

In attendance: Caroline Mulvihill, Communication & Events Manager

67/21 Welcome and Introductory Remarks

In Cllr Carters absence Cllr Lowe was nominated to take the Chair and welcomed everyone to the meeting.

68/21 Apologies for Absence

Cllr Carter, Cllr Davis, Cllr Tomlinson
Apologies accepted.

69/21 Declarations of Interest

None were received

70/21 To confirm the minutes from the last meeting dated 26th October 2021

Proposed by Cllr Pierce, seconded by Cllr Barker, and **RESOLVED UNANIMOUSLY** that the minutes of the 26th October 2021 were a true and accurate record.

71/21 Matters arising from those minutes:

- **Remembrance Parade and Christmas Light Switch on events feedback:**

Caroline had tabled, and the Town Clerk had previously emailed round, feedback that had been received for both events.

Cllr Lowe thanked Caroline for all her hard work in producing and managing two extremely successful events.

Cllr Barker enquired as to how many attended the Christmas Lights event. Caroline had been told a head count of over 3000 had been given to her.

Cllr Pierce commented that Wellington had a real buzz about it all day and long into the evening with another well attended late night Market.

Cllr Lowe mentioned that the attendance at both Shawbirch and Brooklands had been greater than in previous years.

Cllr Pierce stated that Arleston had over 300 people in attendance also.

Cllr Barker then echoed Cllr Lowe and thanked Caroline and all the team.

Caroline was grateful of the thanks and extended that to all the volunteers and suppliers that enabled the event to take place. Thank you emails had been sent to all and the Mayor was writing to the Telford Lions and Wellington Rotary thanking them for all their help and volunteer time and effort.

Caroline thanked Paola Armstrong for dressing up as an Elf and to Paul Shuttleworth who saw her taking social media videos and photos above the Walnut and saw it as an opportunity to entertain the children with 'the naughty elf in the window' which made the event whilst waiting for the parade and lights to go on.

Caroline then asked members for a suggested date for 2022. The options were the 19th or 26th November 2022. Cllr Pierce proposed 19th November which allowed an extended festive season for shoppers, this was seconded by Cllr Barker and **RESOLVED UNANIMOUSLY** that the Christmas Light switch on take place on Saturday 19th November 2022.

- **Larkin Walk and Talk proposal**

Caroline has been liaising with Marc Petty of LA21 and he had suggested the second or third Thursday in September 2022. Marc was just waiting for confirmation from Wellington Walkers are Welcome for their festival dates so that he could ensure it was part of their festival too.

Cllr Barker had also done some research into Larkin and it was suggested that he contacted Marc and our resident Poet Heather Reid.

- **£300 Larkin event funding**

The funding request had been sent and would be considered at P & R on 7th December.

- **£500 Outstanding Community award prize money**

Caroline showed the award to members and asked them for ideas on how to spend this award money. Cllr Roberts suggested that WTC host a community event on a Friday evening in March. The Mayor would be in attendance to formally thank the community and drinks / nibbles would be supplied.

Caroline was then tasked to find a suitable venue, draw up an invite list, cost out refreshments and bring back findings to the next meeting.

72/21 Correspondence:

- **ESAG / T & W event paperwork**
Caroline explained that she had been contacted by ESAG (Event Safety Advisory Group - a multi-agency forum to promote good practice in safety and welfare planning for events)
They asked to see the Christmas Light Switch on Risk Assessments, Management Plan and Liability documents.
The purpose of the agenda item was to raise awareness that these requests will become increasingly regular and that each event we host has to conform to a strict list of documentation. Caroline stated that as this is time consuming 'last minute events' can no longer be added to the events calendar and careful planning must be forecast.
- **Digital Board advertising costs for 2022**
Throughout the majority of Covid WTC had offered free digital advertising on the Market Square digital board. Members were asked to decide on the fee for advertising for 2022.
After a brief discussion a fee of £40 pcm was agreed.
Cllr Hall requested a breakdown of costs to WTC for the board and the income from advertising on the board.
- **Loco Leo carnival support**
Caroline had been approached by local street entertainer Loco Leo. He would like to resurrect the Wellington Carnival and was looking for Council support. Cllr Lowe agreed that there certainly was an appetite in Wellington for the carnival to return but understood it was a massive amount of work.
Cllr Barker said he would like to agree, in principle, but much more information would be needed as WTC do not have officer capacity to support administration wise.
Caroline agreed to speak with Loco Leo and obtain further details of his expectations and ensure he is aware of the ESAG and T & W administration process.
- **WTC postcards**
Several years ago WTC commissioned a set of six postcards. A few outlets in the town did sell them to visitors but there were still some sitting in storage. Caroline suggested that the All Saints Church in the Winter and Spring postcards could be donated to the Church for them to offer / sell to visitors. Cllr Pierce suggested that they could also be used as prayer cards.
It was agreed that the postcards should be donated.
- **Additional copies of TIOW magazine**
Caroline had researched the cost of having extra copies of the TIOW magazine printed so that they could be distributed around the town and to local groups that had started requesting copies.
The price for 250 copies was £150, 500 copies £200 and 1000 copies £275.

Cllr Lowe informed members that the 2022 festival would not be printing their own brochure next year but would be having a 'pull out' double page section in the March edition that people could keep so the extra copies would advertise the festival to a wider audience. Cllr Pierce agreed this is a cost effective way of saving on separate print and distribution costs for the festival. Cllr Hall questioned if the festival would be contributing to the additional print cost, Cllr Lowe confirmed that no contribution would be made as the festival have a large marketing outlay in 2022 due to a new logo and new banners / sail banners being needed.

It was proposed by Cllr Pierce, seconded by Cllr Barker and RESOLVED UNANIMOUSLY that an extra 1000 copies of the TIOW magazine should be purchased for the March edition.

Cllr Roberts then updated the committee with a new bus service, the X4, that runs to both the PRH and RSH and requested that the service is promoted in the next edition. Caroline requested more information from Cllr Roberts and agreed that she would also do a social media post about it and also a mention on the WTC website so that there was no delay in letting the public know.

73/21 Love Wellington

Caroline had sent the report from Love Wellington to members previously but had also given hard copies at the meeting.

Cllr Barker commented on what a thorough document it was and praised Sally Themans, and the Love Wellington Team, for all her work.

The possibility of a late night market was mentioned and members felt that this would be received well and should be encouraged to take place. Caroline would speak to Sally Themans.

74/21 Social Media Analytic report

Cllr Davis had submitted his report which was distributed prior and at the meeting.

Any questions that members have Cllr Davis was happy to receive via email.

No questions were raised at the meeting but members were delighted with the positive numbers and analytics.

75/21 Wellington Festival

Cllr Lowe reported that the festival would have no virtual events and that they would all be face to face.

Old favourites would be included such as Poems and Pints, MTA, and school competitions.

A production of Godspell was being discussed and the idea being worked on with Sue Pointon. Cllr Lowe made an appeal to any Councillor's or members of the public to contact him if they would like to take part.

As previous stated there would be no official festival brochure printed for May 2022 but the weekend before the festival there would be an event in the Market Square with a Bulgarian Dancing group and Tory Arts to promote and hand out in house produce trifold leaflets.

Non date specific banners and marketing material were needed to be purchased for 2022 so this would take a chunk out of the festival budget.

The Belfry, Creative Arts studio, a night at the opera (at the orbit), and a talk from the Wrekin Rowers (who are soon to start their Atlantic Journey) were also planned.

76/21 Date and time of next meeting – Tuesday 25th January 2022 at 4pm.

ACTIONS

- £500 prize money - Caroline was tasked to find a suitable venue, draw up an invite list, cost out refreshments and bring back findings to the next meeting. .
- Cllr Hall requested a breakdown of costs to WTC for the digital board and the income from advertising on the board.
- Caroline agreed to speak with Loco Leo and obtain further details of his expectations for resurrecting the Wellington Carnival and ensure he is aware of the ESAG and T & W administration process.
- It was agreed that the postcards should be donated to All Saints Church, Caroline to pass to Tim Carter
- It was proposed an extra 1000 copies of the TIOW magazine should be purchased for the March edition
- Cllr Roberts to send Caroline information on the X4 bus service for promotion.
- Caroline would speak to Sally Themans about the possibility of a late night market on the 18th December.