

Wellington Town Council

Town Mayor
Cllr D. Roberts



Town Clerk: KAREN ROPER

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EVENTS AND COMMUNICATIONS COMMITTEE

Minutes of the meeting held on **Tuesday 29th November 2022** commencing at 4.00pm.

Present:

Cllr Hall

Cllr Pierce

Cllr Lowe

Cllr Barker

Cllr Davis

In attendance: Caroline Mulvihill – C & E Manager

- 60/22 Welcome and Introductory Remarks** – Cllr Davis welcomed members and those viewing online.
- 61/22 Apologies for Absence** – Cllr Tomlinson, apologies accepted.
- 62/22 Declarations of Interest** – There were no declarations of interest received relating to items on the agenda.
- 63/22 To confirm the minutes from the meeting dated Tuesday 25th October 2022**
Cllr Davis abstained from this vote as he was not present at the last meeting. Proposed by Cllr Pierce, seconded by Cllr Hall and **RESOLVED UNANIMOUSLY** that the minutes of the 25th October were a true and accurate record.
- 64/22 Matters arising from those minutes:**
- **Digital Board** – Cllr Davis reported that he had been researching into option to replace the current broken screen in the Market Square. Current pricing quotations, for an upgraded model with onsite warranty, have come in at £8k.
Cllr Davis was exploring other companies offering similar solutions and would come back with options at the next meeting.

30.11.22

- **Kings Coronation** – members discussed various options such as children’s crown workshops or trail, window display competitions, tree planting, involving local schools and a live TV screen. The preferred date was Saturday morning so that people still had the chance to watch the ceremony at home should they wish but the bank holiday was also an option.

ACTION: Caroline was asked to correspond with T & W and LW and identify what plans they had so there were no crossovers or duplications.

ACTION: Caroline to pull costings together to approach P & R for a budget

ACTION: Caroline to enquire if the Wellington Brass band are available

ACTION: Caroline to speak with Sir Edward Tate to see if he knows of any plans.

65/22

Correspondence: Matters for consideration

- **Scene and Telford Lifestyle contracts**
As this agenda item included contractual information it was agreed that this would be discussed in a closed session after the main meeting.

66/22

Past & Future Events

- **Christmas Lights** – Members all agreed that the event was fantastic and thanked the Town Council staff for all their hard work. Members also agreed that the new lights that had been purchased were superb and of quality. Cllr Pierce stated that although it was an awful night weather wise that the surrounding area switch on’s had also gone well. Cllr Davis explained that he had spoken to the contractors and that they had responded quickly and had installed additional lights at their cost which transformed the area.

Caroline then asked members if any of them would be available to judge the best dressed window competition on Friday 9th December at 10am. Cllr Davis, Cllr Pierce and Cllr Lowe all accepted the invitation.

ACTION: Caroline to invite the Mayor

- **Possible date for 2023 Christmas light switch on** – Caroline had the option of booking the 18th or 25th Nov 2023. It had been mentioned by members of the public that they thought WTC were early switching on the lights and that it also falls 1 week after the Remembrance Parade so has a large impact on officer time and those who are involved in hosting / organising these event. However, the lights being on creates a lovely atmosphere around the town and encourages people to come to Wellington.

30.11.22

It was proposed by Cllr Davis, seconded by Cllr Pierce, and RESOLVED UNANIMOUSLY that the Christmas lights would be turned on 18th November 2023.

ACTION: Caroline to book Shuttsie, CMK and the Wellington Band.

- Possible new lamppost banners in Market Square – Now the Queens Jubilee banners had been removed it left the question if new ones should be installed. Caroline had received a quote from the original supplier.

ACTION: Cllr Davis asked Caroline to seek 2 further quotes and come back with results at the next meeting.

A brief discussion was then had around the cost of bunting and the costs involved in erecting and removing. It was agreed this would be discussed in the New Year.

- Events Oct 22 to Feb 2023 – the report had been tabled detailed what events had taken place since Oct 22 and forthcoming events.
Cllr Davis commented that Armistice Day and the Remembrance Parade and Service were once again superb, well attended and well organised. The Mayors Quiz was also a successful evening with many enjoying a night at the Wrekin inn.

67/22 Love Wellington report - The report had been previously circulated and was also tabled.

Cllr Davis stated that the work of the Regen Partnership and LW appeared to be working well

Cllr Lowe reported that the uptake for the e-cargo bike that runs doing deliveries on a Thursday, Friday and Saturday was going well.

Cllr Davis asked if the editorial team needed input from Councillors for the next edition of TIOW.

ACTION: Caroline to email members asking them to send any content to Sally Themans for the next edition of TIOW

ACTION: Caroline was asked by Cllr Barker to add the voting details for Wellington Market onto the WTC website. Cllr Davis agreed and praised the Market for coming ‘into their own’ with their comedy nights, food court, live music and late nights.

ACTION: Caroline to ask Sally Themans if she needs anything from Cllr Davis for the TIOW Climate pages.

68/22 Wellington Festival

The minutes had been previously circulated and Cllr Lowe and reaffirmed the objective of the festival was to increase footfall in the town.

A meeting for the community production (May 13th 2023) had taken place and there was no shortage of talent in the room. The next production would be Joseph and his amazing technicolour dream coat.

30.11.22

ACTION: Cllr Lowe to confirm the next community production meeting date.

Date and time of next meeting – Tuesday 31st January 2023 at 4pm

Cllr Davis then asked to close the meeting.

Cllr Hall proposed closure of the meeting in accordance with paragraphs 2 and 3 of the Local Government Act 1972, this was seconded by Cllr Pierce and all members voted in favour.

The meeting was then closed.

ACTIONS:

ACTION: Caroline was asked to correspond with T & W and identify what plans they had for the Kings Coronation so there were no crossovers or duplications.

ACTION: Caroline to pull costings together to approach P & R for a budget

ACTION: Caroline to enquire if the Wellington Brass band are available

ACTION: Caroline to speak with Sir Edward Tate to see if he knows of any plans

ACTION: Caroline to invite the Mayor to judge the best dressed window competition

ACTION: Caroline to book Shuttsie, CMK and the Wellington Band for the 2023 light switch on.

ACTION: Cllr Davis asked Caroline to seek 2 further quotes for lamppost banners and come back with results at the next meeting

ACTION: Caroline to email members asking them to send any content to Sally Themans for TIOW

ACTION: Caroline was asked by Cllr Barker to add the voting details for Wellington Market onto the WTC website

ACTION: Caroline to ask Sally Themans if she needs anything from Cllr Davis for the TIOW Climate pages.

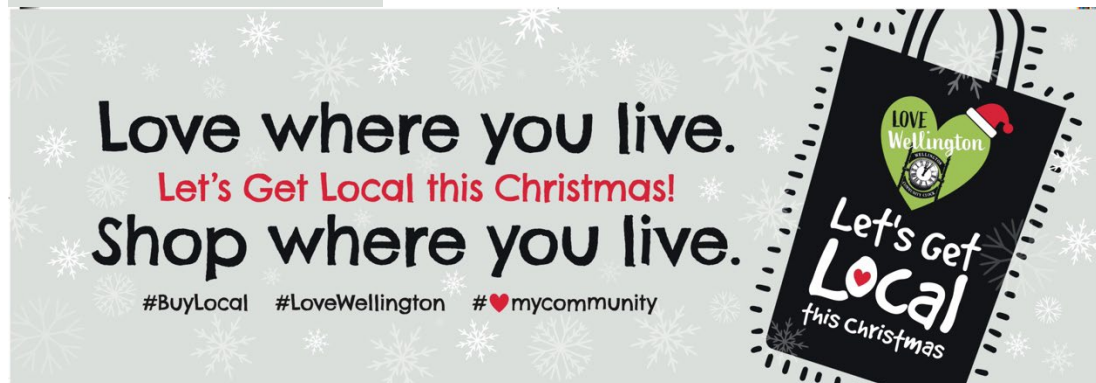
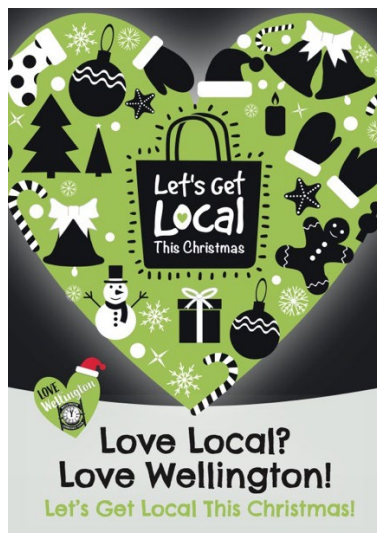
ACTION: Cllr Lowe to confirm the next community production meeting date

E&C – Love Wellington Report Nov 2022

Campaigns & Activities

Witches of Wellington over October Half Term (run by Paola) with The Orbit and various 'different' shops this time. The trail followed a specific route around the town, stopping at businesses that hadn't been featured too much before. One in particular, Stubleys, noticed just how many people came past and were very pleased with the amount of footfall. The Orbit noticed that many came to do the trail, but didn't return to collect the treat, so it's estimated that well over 250 children (plus parents) came to the town that week. Footfall definitely increased, so the objective was achieved. Total cost was less than £200 plus Council Officer's time

Let's Get Local This Christmas Shop Local campaign in full swing with posters up in shops and banners to go around town.



Late night Christmas shopping evenings– on Thursdays run up to Christmas. Organised by retailers, LW has supported with posters and musical entertainment – as well as usual PR etc.

Loyalty 'shop local' Christmas draw also being organised as well as a fundraising 'Wellington Christmas Jumper Day' on 8th Dec – many retailers involved.

30.11.22

Planning underway for a Valentines promotion to help hospitality businesses in Wellington.



Wellington Station

The Friends of Wellington Station have been shortlisted for a Queen's Award for Volunteers following entry by Love Wellington. This is obviously a huge honour for the group, and for Wellington. We will be meeting with the assessors on Dec 2nd. Fingers crossed.

Love Wellington Business Group and Networking

Love Wellington Business meeting took place on Wed 9th November at 6.30pm at Anthony's of Wellington. PC Rigby and PC Sultan, Mark Woodward and Toby Showering (T&W Highways), Paul Kalinauckas and Anthony Lowe (Shropshire Cycle Hub volunteers) as well as Sally Themans and Paola Armstrong (Love Wellington) and 25 business people.

It was great to have some different businesses along – many for the first time – which shows that the group is ever-widening. Businesses represented: Anthony's of Wellington, The Little Green Pantry, The Orbit, Savers, Telford Makerspace, Q Financial, Wilkinsons, McColls, Cash Providers, British Heart Foundation, One Stop, Specsavers, Saturday Cycles, Bowring Park Café, Love Mobility, Oddfellows, B&M, Vybes (Market Annexe), Dyslexia Consultant, Web designer.

Subjects discussed: Market Street Roadworks, Reporting Crime, Pilot for cycle deliveries, late night opening. It was a really positive meeting and encouraging to see businesses networking and working together so positively.

30.11.22

Wellington Market

Is in the top 30 markets in the UK – voting can be done daily at

<https://t.co/VIVjo4Qf6b>

Food bank drop off

Love Wellington organised a 'food bank donation drop-off' in Wellington at the Christmas Lights Switch on. Families were invited to bring an item with them which can be dropped off at various places to promote the spirit of giving at Christmas and promote Wellington as a community minded place responding to the current cost of living crisis and to help the local food banks whose stocks are running low. Good PR with this for Wellington (3 radio interviews!) and a good number of donations collected on the day and various drop off points working well together.

New businesses

Lucy's Shoebox (Market)

Beauty HQ (New Street)

Pon Deh Cawna (Nadine's Jamaican food)

Bath & Bed (Market)

Shadow Stylez (Market)

Bocadillos (Outdoor Market)

The Toy Shop (Outdoor Market) TBC

Welford CBD and Sweet Shack swapped locations (Market Annexe)

Caroline's Nails and Beauty Academy (Market Annexe)

Bellissimo Beauty (Market Square)

International Aesthetics and Wellbeing Institute (Crown St) – not sure if it's actually opened yet

The Welldeck now in Food Court

Spud n' Pudz (Market Annex)

Press & Media Coverage

Oct/Nov

Witches of Wellington	Telford Lifestyle Magazine, Telford Scene Magazine, Shropshire Star, Shropshire Live, Telford Live, BBC Radio Shropshire
Food Bank donation at Xmas Lights Switch on	Shropshire Star, Shropshire Live, BBC Radio Shropshire (x3!)
Wellington Business Meeting	Shropshire Star, Shropshire Live
Shop Local This Christmas	Shropshire Live , Shropshire Star

Radio Coverage:

Wellington Artist London Commission 16/10/22 - Caris

Witches of Wellington 25/10/22 – Paola

FoodBank Donations at Lights Switch on – 3/11/22 – Nick Brooke

FoodBank Donations at Lights Switch on – 5/11/22 – Sally

FoodBank Donations at Lights Switch on – 18/11/22 – Paola

The Green Cove (Hats for the homeless) 2/11/22

30.11.22

Jane Bundy on Radio Shropshire talking about the Climate Action Hub initiatives 2/11 and 4/11/22
Anthony Lowe – Cycle hub recruiting volunteers 24/11/22

Edition 11 of **This is Our Wellington** – is underway – editorial deadline 5th December please if you any items to be included.

Scene Magazine and **Telford Lifestyle Magazine** also both have a DPS on Wellington which have been submitted. Please see comparison I have done about these to be discussed by E&C. These are a great way of getting the 'Wellington Message' out to a wider audience in Telford and Shrewsbury.

I also think we should be pushing the Late Night opening and the 'food destination' element of Wellington with both Visit Shropshire and Visit Telford.

Social Media Communications

Doing really well – in October we had 2 posts with a reach of almost 10,000 each and a total of 18 posts reaching over 5,000. Christmas Lights switch on social media also had huge reach.

Annual growth of followers – Facebook up from 6,379 to 8,224 (29% increase)
Twitter 891 to 1085 (22% increase) Instagram 1105 to 1,299 (17% increase)

Growth of followers and engagement has been much improved.

Insights

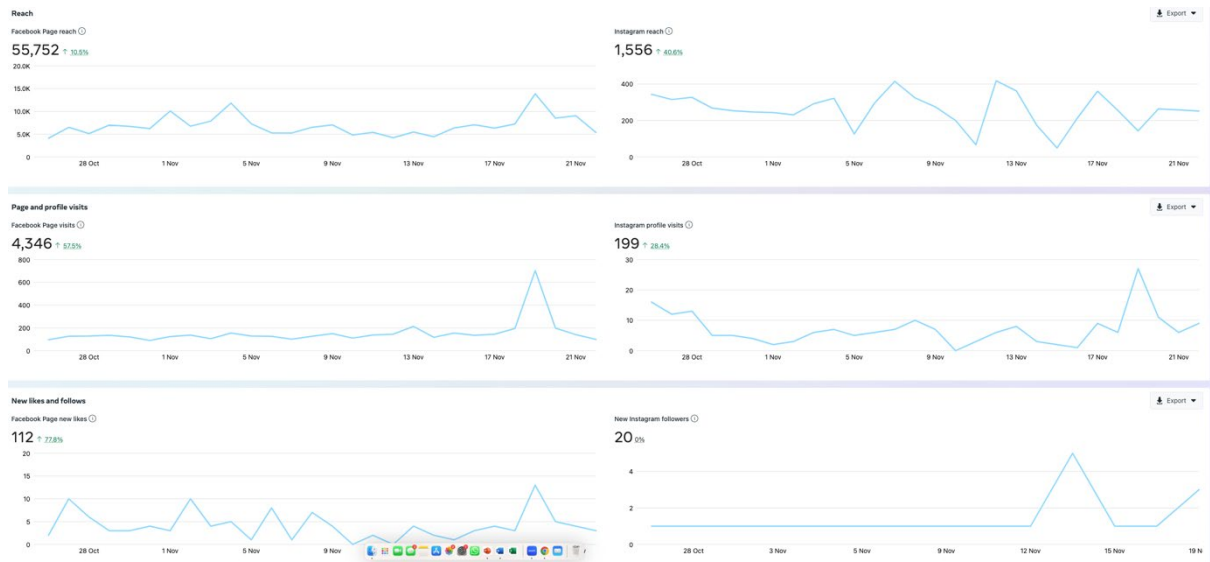
[See all](#)

Last 28 days: 26 Oct - 22 Nov ▼

People reached	55,752 ▲11%
Post engagements	41,745 ▲65%
Page likes	112 ▲84%
Tagged product clicks	0

Activity in the last 28 days...

30.11.22



Press releases from last month

30.11.22

