

Wellington Town Council

Town Mayor
Cllr D. Roberts

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EVENTS AND COMMUNICATIONS COMMITTEE

Minutes of the meeting held on **Tuesday 28th February 2023** commencing at 4.00pm.

Present:

Cllr Hall

Cllr Pierce

Cllr Lowe

Cllr Barker

Cllr Davis

Cllr Tomlinson

In attendance: Caroline Mulvihill – E & C Manager

- 80/22** **Welcome and Introductory Remarks** – Cllr Davis welcomed members and those viewing online to the meeting.
It was suggested that Agenda item 6 would be moved into closed session.
- 81/22** **Apologies for Absence** – Cllr Alvey - apologies accepted.
- 82/22** **Declarations of Interest** – There were no declarations of interest received relating to items on the agenda.
- 83/22** **To confirm the minutes from the meeting dated Tuesday 31st January 2023.**
Proposed by Cllr Barker, seconded by Cllr Hall and RESOLVED UNANIMOUSLY that the minutes of the 31st January were a true and accurate record with the amendment of 73/22 – date typo – should read 29th November not 20th.
- 84/22** **Matters arising from those minutes:**
- **Budget Breakdown** – Digital Board / Allan Frost Tribute / Remembrance bench.

Caroline explained that according to her records E & C had approx. £2500 remaining in its budget. This needed to be confirmed by the accounts department.

Digital Board – as this is a high cost a separate request of circa £8000 would need to be submitted to P & R

ACTION: Cllr Davis to request from P & R

Allan Frost Tribute – Caroline to speak with Allan’s family to see if they would be happy for a framed photo and plaque to be placed in the local history section in Wellington Library then source costs and permissions.

ACTION: Caroline to speak with the family and source costs and permissions

Remembrance Bench – No request for a bench has been made by the public. The Lychgate is Wellingtons dedicated focal point for Remembrance and therefore it was suggested an additional bench was not needed but information to be kept on file for future reference.

- **Lighting up the Lychgate**

Caroline had spoken with T & W and their response was as follows:

“Its early days in the procurement process, there will be plenty of time for consultation on the plans and dates but as a starting point some high days are as follows: St Georges Day, Armistice Day, Holocaust Day and National Sporting events etc. A draft list will be sent for discussion closer to commissioning.

85/22

Correspondence: Matters for consideration

- Bowring Park Funfair

It was agreed that this agenda item be discussed in closed session at the end of the meeting.

86/22

Past & Future Events

Caroline briefed members on the following events:

- Mayors Choir evening 6th March at Christchurch 7.30pm
- Mayors charity dinner 18th March at the Buckatree Hall Hotel 7-7.30pm
- LW Easter promotion
- Charter Day Saturday 4th March and Scone contest at the Pheasant pub

Caroline confirmed that the plans submitted to T & W for the Coronation bid had been successful so WTC would be hosting the community event in the Market Square on May 6th. The Community Orchard (Rob Francis H2A) was also successful but the ‘capture a moment in time’ booklet was unsuccessful.

Cllr Barker suggested that as Shrove Tuesday fell within the school half term in 2024 that a possible Pancake Race could be held in Wellington.

ACTION: Caroline to add Pancake Day Race to the May agenda so that the new Council can make a decision

1.3.23

87/22 **Love Wellington report** - The report had been previously circulated and was also tabled.

88/22 **Wellington Festival**

Cllr Lowe confirmed that future festival meeting would be held before E & C, and not after, so that an up to date report can be given as the festival last met on 1st February.

The community production of Joseph was all in hand and rehearsals well under way.

The Mayor of Wellington would present the 3 competition prizes

Market Squares 6 Saturdays were as follows:

Sat 22 nd July	Collaboration with Wellington Orbit
Sat 29 th July	Polish Culture Day
Sat 5 th August	The Green Festival and Art Exhibition weekend
Sat 12 th August	TBC
Sat 19 th August	Wellington (Telford) Brass Band
Sat 26 th August	Collaboration with The Orbit

Currently working within budget.

Cllr Davis thanked the Festival Committee for their contributions and stated that it's good to have a change of format and was happy to see the Market Square busy on 6 days over the summer.

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

89/22 **Date and time of next meeting – Tuesday 26th March 2023 at 4pm**

ACTIONS:

ACTION: Cllr Davis to request £8000 from P & R for the purchase of a new Digital Board

ACTION: Caroline to speak with the family of Allan Frost and source costs and permissions for a suitable tribute.

ACTION: Caroline to add Pancake Day Race to the May agenda so that the new Council can make a decision

E & C Report – Love Wellington Report Feb 2023

Campaigns & Activities

‘Why I love this Wellington business’

Valentine’s promotion commenced at Love Wellington business meeting on 18 Jan and ran until 14 Feb. Facebook and Instagram reach of the campaign has been **125,857** and Twitter **12,485**.

Aim was to get people shopping locally and boosting the profile of different Wellington businesses. Provided huge content for social media with over 80 posts created - increasing awareness and positive sentiment to local shops/ cafes/ pubs and involving all Wellington businesses who wished to participate.

52 entries, with three winners: Pam Spellen, Gary Hay & Vicky Stones winning voucher for a meal at the Old Orleton, The Walnut and the Cock Hotel respectively, so supporting some of our hospitality businesses.

Generated good media interest with 3 stories in local press.



1.3.23

Overall cost of promotion: £264 – plus time.

Love Wellington Business Group and Networking

Love Wellington Business meeting held 18 Jan at Boardroom Gaming Café. Guest speakers were Mark Hooper from Visit Shropshire, the local policing team and Rob Hubbleday from the cycle delivery team.

Well attended and very positive meeting – despite concerns about the Wilco carpark it was positive. Next meeting scheduled for 22 March which will include some facilitated peer-to-peer business support. Meeting after that is 24 May.

We now have 139 participants on the WhatsApp group which is a positive and supportive network. There is a separate but linked group for retailers to connect directly with the police.

Press & Media Coverage

Christmas/New Year run up (3 rd Jan)	Shropshire Star
VALENTINES promo – in advance	Shropshire Star Shropshire Live, Telford Journal, BBC Radio Shropshire
Severn Hospice Shop	
The Orbit Freehold Purchase	Shropshire Star, Shropshire Live, BBC Midlands Today, BBC Radio Shropshire
Valentines Promo – underway	Shropshire Star Shropshire Live,
Joseph community production	Shropshire Star, BBC Radio Shropshire
Tasty Treats for Wellington residents (Valentines)	Shropshire Live
FSB Awards – Keli King	Shropshire Live , Shropshire Star
Plastic Free Status	About to be sent once status is confirmed

Radio Interviews:

Sunday 28 Jan – Sally Themans - 15 minutes reviewing 2022 and looking forward to 2023 in Wellington

Feedback was: It was an **excellent** interview and to have covered so much and still not touch the surface. Anyone listening would have been amazed at how much went on.

Sunday 19 Feb – Sue Pointon with Paul Shuttleworth on ‘Joseph’ set up by Love Wellington

Wellington Town Council’s contribution to The Orbit to be main feature in next edition of **This Is Our Wellington** – to also include thoughts on the ambitions and plans for the remaining Public Works Loan.

Scene Magazine and **Telford Lifestyle Magazine** editorial for March editions has been supplied.

Most recent TIOW magazine distributed and extra copies left in prominent places in Wellington. Suggestions have been made that it needs a wider distribution – to people who use Wellington as well as those within the boundary.

1.3.23

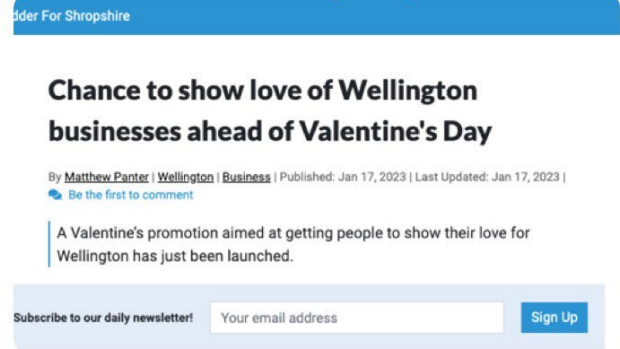
Visit Shropshire

Starting to formulate marketing strategy for Wellington with Visit Shropshire which will include walking / food campaigns

This is Our Wellington Magazine

Magazine currently underway – distribution end March/start April

Traditional Media Coverage



Shropshire Star News Sport Be

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Still time to show your love of Wellington businesses

By [Matthew Parter](#) | [Wellington](#) | [Business](#) | Published: Feb 3, 2023

A Valentine's promotion aimed at getting people to show their love for Wellington is gaining support.

[Sign Up](#)

A photograph showing the interior of a cafe or shop. In the foreground, the back of a person's head and shoulders are visible, looking towards the counter. Behind the counter, a staff member is visible. The shop has various items on display, including a bright yellow neon sign that says "OPEN". There are shelves with jars and other products in the background.

Wellington Orbit cinema raises £425k for expansion plan

4 days ago





A photograph of a blue sign for the Wellington Orbit Cinema. The sign features the text 'WELLINGTON ORBIT' in large, bold, white capital letters, with 'CINEMA, ARTS & COMMUNITY CENTRE' in smaller white capital letters below it. To the left of the sign, a small flag with a cartoon character is visible. The sign is mounted on a brick wall.

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News Sport

entertainment

Music Dining out Theatre & Comedy Weekend Attractions Competitions Woman Lifestyle

A photograph of two women, Vicki Jones and Vicki Jones @mname media.co.uk, standing in a pharmacy. They are both smiling and holding up large, heart-shaped cards that say "LOVE with Religion". The cards feature a clock face and a QR code. The background shows shelves stocked with various medications and products.

Cash boost secures full purchase of Wellington Orbit premises

By [Matthew Fawler](#) | [Wellington](#) | [Teeford entertainment](#) | Published: Feb 7, 2023 |
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A Shropshire community cinema and arts centre is celebrating the full purchase of its premises thanks to a significant cash injection.

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Shropshire businesses in line for awards

February 14, 2023
By Shropshire Live Business

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A young Wellington entrepreneur is one of several Shropshire business people shortlisted in a prestigious awards scheme.



Keli King, The Little Green Pantry

Keli King, who founded the zero waste shop The Little Green Pantry in Crown Street, is in line for two accolades in the annual Federation of Small Businesses West Midlands awards.

The awards, to be presented next month, recognise the ambitions and achievements of the region's sole traders, self-employed and small companies and she has been shortlisted in the 'sustainability' and 'best new business' categories.

"This means the world to me," commented Keli, who launched her chain, which calls a range

Music Dining out Theatre & Comedy Weekend Attractions Competitions Woman Lifestyle

Joseph and the Amazing Technicolour Dreamcoat to feature at Wellington Festival

By Matthew Panter | Wellington | Telford entertainment | Published: 4 hours ago

A popular Shropshire arts event is returning this year, with the showpiece being a spectacular community show.

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Residents show their love for Wellington

February 20, 2023 Updated: 1 day ago
By Shropshire Live

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More than 50 people showed their love for Wellington by taking part in a popular competition recently.



Local residents voiced their appreciation for businesses in Wellington

The initiative was organised by Love Wellington to enable residents to voice their appreciation for their favourite businesses in town.

"The promotion filled the town with positive stories and testimonials about a wide range of local traders," explained Sally Themans.

Mum's 'zero-waste' food shop inspired by TV documentary in the running for two awards

By Lauren Hill | Telford | Business | Published: Feb 20, 2023 | 1 Comment

A mother is in the running for two awards for her start-up business, which could be crowned one of the region's best.

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Keli King, owner of The Little Green Pantry

Social Media Communications

Good stats this month and good growth in followers.

1.3.23

