

Wellington Town Council

Town Mayor
Cllr Paul Davis



Town Clerk: KAREN ROPER

B.A (Hons), DMS
Civic Offices, Larkin Way
Tan Bank, Wellington
Telford TF1 1LX
Tel: 01952 567697
Fax: 01952 567690

Email: wellingtontowncouncil@telford.gov.uk
www.wellington-shropshire.gov.uk

EVENTS AND COMMUNICATIONS COMMITTEE

Minutes of the meeting held on **Tuesday 25th July 2023** commencing at 6.00pm.

Present:

Cllr Snell

Cllr Pierce

Cllr Lowe

Cllr Barker

Cllr Holding

In attendance: Caroline Mulvihill – E & C Manager

- 13/23** **Welcome and Introductory Remarks** – Cllr Barker welcomed members to the meeting.
- 14/23** **Apologies for Absence**
Cllr Tomlinson, Cllr Day and Paola Armstrong. Apologies accepted.
- 15/23** **Declarations of Interest** – There were no declarations of interest received relating to items on the agenda.
- 16/23** **To confirm the minutes from the meeting dated Tuesday 27th June 2023.**
Proposed by Cllr Lowe, seconded by Cllr Snell and **RESOLVED UNANIMOUSLY** that the minutes of the 27th June were a true and accurate record.
- 17/23** **Matters arising from those minutes:**
- **ACTION:** Caroline to reflect on the WTC website that meetings are no longer live streamed. **DONE** and also included that members of the public can attend Council meetings if they would like too.

26.7.23

- ACTION: AL to gather details of Charltonbury and share with members of E & C – Addressed by Cllr Barker and Cllr Lowe.
- ACTION: Caroline to ensure the removal and purchase of a new digital board is added to the next P & R agenda and that a feasibility study is completed prior to purchase. DONE - This was requested for July's P & R agenda but was moved to August's agenda.
- ACTION: Caroline to contact all Christmas light switch on suppliers / entertainers and rebook them for the new date. DONE – only problem risen is that the Telford Lions cannot provide 'Santa'. Caroline has two other options she is looking into and will keep members updated.
- ACTION: Caroline to speak with Paola Armstrong and invite her to future E & C meetings. DONE – Paola will attend from September.
- ACTION: Caroline to request clarification on budgets from P & R
Caroline explained that budgets are set from September onwards. A request was made to members for them to email Caroline any ideas of future events that they would like to see introduced in for 2024 before September's E & C Meeting. Caroline would compile member's suggestions for a) WTC events for 2024 and b) Wellington Festival events for 2024. Event suggestions should consider the H & S element of the event, how they would increase footfall and include possible month, venue and approx. costing.

18/23

Correspondence: Matters for consideration

- Senior Citizens film event at the Orbit

The following suggestions were made to members:

On Golden Pond
Singing in the Rain
Driving Miss Daisy
The Bucket List
The Sting
The Best Exotic Marigold Hotel

Members agreed that the above were all good classic films. They were happy for Caroline to liaise with Damian on which he could get with the additions of My Fair Lady, Gone with the wind and Dr Zhivago.

ACTION: Caroline to liaise with the Orbit on the Senior Citizens film event

26.7.23

19/23

Past & Future Events

Caroline briefed members on the following events:

- Six Saturdays in the Square
The first of the Six Saturdays took place last Saturday with the arrival of the Chitty Chitty Bang Bang car. Despite the wet weather it was a great day and the Orbit commented that approx. 3000 people attended throughout the day.
The next event would be the Polish Day on 29th July.
Members mentioned that there were no signs in the Square mentioning WTC involvement in the event. Cllr Pierce and Cllr Barker suggested some signage would be beneficial to inform the public that WTC were funding and co-ordinating these events.

ACTION: Cllr Lowe would speak with Paola Armstrong and enquire as to where the Wellington Festival signage was and if it could be used at each event.

- Bowring park fun days
The first of the fun days took place earlier today. The rain stopped just in time and over 200 parents and children were entertained by PJ the showman. The next event was on Tuesday 1st August and featured Kevin's community circus.
After Caroline's request the Chair asked for specific commitments from members and Cllr Pierce and Cllr Lowe offered their support on 8th and 15th August.

20/23

Love Wellington report

The report had been previously circulated.

Members thanked Sally for such an in-depth report that they appreciate her compiling monthly.

Cllr Pierce commented on the success of the open gardens event

Cllr Barker requested that this agenda item is moved to after the Wellington Festival agenda item.

ACTION: Caroline to move the LW agenda item to after the Wellington Festival agenda item

21/23

Wellington Festival

Cllr Lowe highlighted the objective of the festival was to increase footfall in the town. This year's festival was taking on a different guise that hopefully offered something for everyone but reduced officer time to co-ordinate.

It was agreed that the future and format of the Wellington Festival would be discussed at the September meeting after the six Saturdays have been completed and evaluated.

The committee would like to express their thanks to Paola.

Cllr Pierce requested further information on the purchase of 3 x Green Festival banners, who paid for them and if they could be re-used. Cllr Lowe would speak with Paola and feedback to the committee.

26.7.23

ACTION: Cllr Lowe to speak with Paola Armstrong regarding the purchasing of x3 green festival banners

22/23 The date of the next meeting has been changed. There will be no meeting on Tuesday 29th August unless urgent agenda items arise. This is to allow for 2024 event proposals to be submitted to P & R.

Date and time of next meeting – Tuesday 19th September 2023 at 6pm

ACTIONS:

ACTION: Caroline to liaise with The Orbit on the Senior Citizens film event

ACTION: Cllr Lowe would speak with Paola Armstrong and enquire as to where the Wellington Festival signage was and if it could be used at each event.

ACTION: Caroline to move the LW agenda item to after the Wellington Festival agenda item

ACTION: Cllr Lowe to speak with Paola Armstrong regarding the purchasing of x3 green festival banners

Events & Communications – Love Wellington Report July 2023

Campaigns & Activities

Summer in Wellington

PR support underway for ‘Saturdays in the Square’ and ‘Family Fun Days’ – both having press releases published and a radio interview on Sat 15 July. These were also featured in Telford Scene magazine and SY Magazine and caught someone’s eye... have had positive enquiries and comments from Shifnal Town Council and Shrewsbury Market Hall...with the following:

Hi Sally

Very impressive array of events coming up in Wellington. Who organises the events and who has put these two pages together? Love the new business and moves listings – looks and sounds so successful. Success attracts more success...

This is exactly what every town should be doing. I'm keeping this as a source of inspiration for Market Drayton!

Kate

Kate Gittins
Facilities Manager
The Market Hall
Claremont Street
Shrewsbury SY1 1HQ

Wellington Open Gardens & Wellington in Bloom

Successful Open Gardens with over 200 visitors doing the trail coming from as far afield as London and the Welsh coast.

Wellington in Bloom – Successful judging with Mayor on July 7. Press release done and published. Good reception on social media.

Foodie Fridays & support for the hospitality businesses in Wellington

Still running weekly ‘Foodie Friday’ campaign to highlight the ever-growing variety of food and drink outlets on offer in Wellington. This is going well and would like to share with you the feedback from one of the cafes (Ren’s)



Renee Christiansen

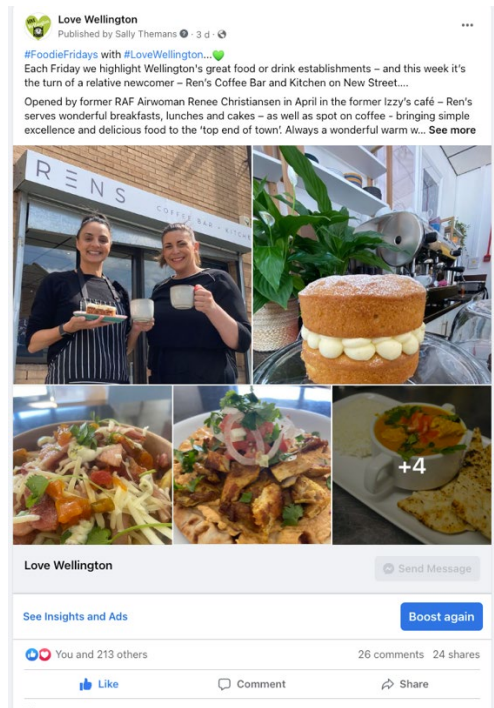
to me ▾

Hi Sally,

Just wanted to pop you a message to say thank you for the foodie Friday post on FB, I have been noticeably busier since the post.

Many Thanks,
Renee

26.7.23



	#FoodieFridays with #LoveWellington... Each Friday we highlight Wellington's great food or drink establishments – and this week it's the turn of a relative newcomer – Ren's Coffee Bar and Kitchen on New Street.... Opened by former RAF Airwoman Renee Christiansen in April in the former Izzy's café – Ren's serves...	Post reach	Engagement
	Fri, 30 Jun	21,455	3,324

This post reached 21,455 people and one about the new owner at Saffron, 49,112. We are really trying to support these businesses.

	Huge Wellington welcome to Match and his team - who've taken over Saffron in New Street... they're going to be doing some new things - street food - wraps - loaded fries - all cooked fresh to order	Post reach	Engagement
	Sun, 2 Jul	49,112	1,890

Love Wellington Business Group and Networking

Next meeting 13 Sept – focus will be on Events in Wellington 2024 and will also see 'Wellington Safe Spaces' attend.
Meeting in Oct – hoping to get approval from the Regen Partnership to spend £250 to employ J& PR to provide social media training workshop for Wellington businesses, running a 3 hour hands on workshop, which would be sponsored by Wellington Town Council.

Visit Shropshire – Wellington Tourism

Really pleased to report that through our membership of Visit Shropshire Wellington's page on Transport for Wales website is now live
<https://tfw.wales/places/destinations/wellington>

As is the West Midland Railway
<https://www.westmidlandsrailway.co.uk/destinations/trains-to-wellington>

26.7.23

[Plan a journey](#)
[Ways to travel](#)
[Info for...](#)
[Service status](#)
[Help and contact](#)
[About](#)
[Places](#)
[Projects](#)

[Industrial action. For the latest information please visit \[tfw.wales/industrial-action\]\(#\)](#)

Places

Visiting Wellington

[Places](#)
[Attractions](#)
[Destinations](#)
[Events](#)
[Things to do in...](#)
[Popular routes](#)
[Stations](#)
[Our network map](#)

Wellington has a wealth of local attractions for visitors and locals alike and is easy to get to. From Walking Festivals and Summer Fayres to our Charter Day and Arts Festival; a National Trust property and community-run nature reserves, Wellington has it all and, of course, Wellington is home to the mighty Wrekin - 'the spiritual heart' of Shropshire.

The Wrekin plays an important role in Shropshire folklore and is part of the Shropshire Hills Area of Outstanding Natural Beauty (AONB) and within walking distance of the town centre. Visitors, pilgrims, residents and honoured guests - we give you the Shropshire toast: 'All friends round the Wrekin'.

5 top sees and dos

1. [The Wrekin](#)

The views from this ancient hilltop are amongst some of the most breath taking in the region on a clear day, you can see 17 counties from the summit as well as the Malvern Hills and the Welsh Mountains. The Wrekin boasts one of the world's oldest land surface - you can tread on volcanic rock millions of years older than Mount Everest.

[Download a map of The Wrekin.](#)

[Tickets & discounts](#)
[Travel information](#)

[Buy tickets](#)
[Live trains](#)
[Sign in / Register](#)
[Timetables](#)
[Delay Report](#)

From Enter origin station To Enter destination station [More](#)

Wellington

[Home](#) [Popular Train Destinations](#) [Wellington](#)

[Share](#) [Tweet](#)

Wellington has a wealth of local attractions for visitors and locals alike and is easy to get to. Hop on board and see for yourself!

From Walking Festivals and Summer Fayres to our Charter Day and Arts Festival; a National Trust property and community-run nature reserves, Wellington has it all and, of course, Wellington is home to the mighty Wrekin - 'the spiritual heart' of Shropshire.

The Wrekin plays an important role in Shropshire folklore and is part of the Shropshire Hills Area of Outstanding Natural Beauty (AONB) and within walking distance of the town centre. Visitors, pilgrims, residents and honoured guests - we give you the Shropshire toast: 'All friends round the Wrekin'.

Sport and outdoors

No visit to Wellington is complete without a hike up [The Wrekin](#). The views from this ancient hilltop are amongst some of the most breath taking in the region and well worth the climb up the well maintained and clearly waymarked track to the top. Capping the summit of one of Shropshire's iconic hills is a 20-acre Iron Age hillfort once home to the Cornovii tribe. This ancient stronghold, built around 400BC, crowns the summit of The Wrekin.

On a clear day, you can see 17 counties from The Wrekin's 407m (1,335ft) summit as well as the Malvern Hills some 40 miles away and to the west, the Welsh Mountains. The Wrekin boasts one of the world's oldest land surface - you can tread on volcanic rock millions of years older than Mount Everest.

The Wrekin climb will take about 2 hours and in addition there are over 50 walking and cycling routes - which all start at the Railway Station. Wellington is a 'Walkers are Welcome' town and there are [downloadable maps](#) to guide you.

For a Sunday afternoon in nature, [Dothill Nature Reserve](#) is the tranquil home to a diverse range of habitats and species over a fairly gentle terrain. There are lakes, streams, woods and open meadows. It is small enough to explore within a few hours, yet large enough to be a peaceful retreat from everyday life.

Attractions

On Sunday a visit to the National Trust property of [Sunnycroft](#) is the order of the day; or if you visit in the first weekend of July there is a Wellington Open Garden trail, with 17 beautiful gardens open to the public. Sunnycroft is tucked away on the edge of Wellington and is a rare suburban villa and mini-estate, flanked by a large avenue of Wellingtonia trees and a time capsule, which is furnished with original wallpapers, Maw's tiles and gold medal winning fireplaces, transporting you back to the pre-First World War 'country house' lifestyle. The 5 acres of garden is complete with glass houses, conservatory, kennels, pigsties and stables and is perfect for a wander or a game of croquet.

There is something for art enthusiasts as well! Take in a classic film or an unusual arthouse offering. [The Wellington Orbis](#) is a brand new cinema and arts centre in the heart of Wellington showing a wide variety of films.

Food and drink

After these exertions, refreshments will be the order of the day - and a great place to head to is Market Street where you can find a fantastic [Wellington Food Market](#). Granted its Charter in 1244 is a cornucopia of goods and street food eateries. It is also a great place to sample food from all corners of the globe and if your stay is timed right the market stays open late with live music and

Other news

We were pleased to be able to host Sam Holding at the start of July who was on work experience from Ercall Wood School. Sam undertook quite a bit of Love Wellington work, including helping schedule the Telford College videos, and doing some photography in and around Wellington to promote Saturdays in the Square and the Wellington in Bloom competition.

Keli King (and Wellington) appeared in an article in The Sun newspaper about thriving High Streets.

<https://www.thesun.co.uk/money/23052165/new-entrepreneurs-independent-shops-boom-high-street/>

26.7.23

Press & Media Coverage

It has been a very busy month media wise

Wellington in Bloom	Shropshire Live , Shropshire Star
Wellington Family Fun Days	Shropshire Star, SY magazine, BBC Radio Shropshire
Open Gardens	Shropshire Live , Shropshire Star
Wellington in Bloom – post judging	Shropshire Live , Shropshire Star
Saturdays in the Square / Wellington Festival	BBC Radio Shropshire, Shropshire Star
Thriving High Streets – Keli King *not generated by us	The Sun

Thurs 22 June – Jane Bundy – Green Festival

Sat 15 July – Saturdays in the Square & Green Festival & Bowring Park Fun Days - Paola

This is Our Wellington Magazine

Distribution to be discussed at Regeneration Partnership 19/7/23

New Businesses opened their doors in Wellington

The Book-ends



Climate Hub at Wellington Station

Still following this up and chasing following change of personnel at WMT. To be discussed at regen 19/7/23

26.7.23

Social Media Communications

Wellington statistics for June- July

Page overview		Create a post	Last 28 days
Discovery			
 Post reach			124,293
 Post engagement			54,487
 New Page likes			52
 New Page followers			105
Interactions			
 Reactions			7,544
 Comments			869
 Shares			342
 Photo views			15,458
 Link clicks			1,665
Other			
 Hide all posts			28
 Unfollows			0

Statistics (for comparison) from last regen report (June, below); 3.5% increase in reach but almost a 10% increase in engagement in the Love Wellington page.

Page overview		Create a post	Last 28 days
Followers: 9,020			
 Post reach 			119,917
 Post engagement 			49,695
 New Page likes 			46
 New followers 			135
See Details			

26.7.23

WELLINGTON PRESS LAST MONTH

26.7.23

What's On In Telford This Summer

Wellington Festival is the highlight of the summer in Telford. The festival is a celebration of the town's history and culture, featuring a variety of events and activities for all ages.

Wellington Festival

The festival is a celebration of the town's history and culture, featuring a variety of events and activities for all ages. The festival is held in the town's main square, which is a beautiful setting for the events.

Wellington Festival

The festival is a celebration of the town's history and culture, featuring a variety of events and activities for all ages. The festival is held in the town's main square, which is a beautiful setting for the events.

Wellington community orchard is blossoming

The Wellington community orchard is a beautiful garden in the heart of the town. It is a place where people can enjoy the fruits of their labor and the beauty of the garden.

Wellington community orchard is blossoming

The Wellington community orchard is a beautiful garden in the heart of the town. It is a place where people can enjoy the fruits of their labor and the beauty of the garden.

Sun

Adventure beyond the ordinary

Sun

Adventure beyond the ordinary

Wellington gardening contest is launched

The Wellington gardening contest is a competition for gardeners in the town. It is a chance for gardeners to show off their skills and win prizes.

Wellington gardening contest is launched

The Wellington gardening contest is a competition for gardeners in the town. It is a chance for gardeners to show off their skills and win prizes.

Popular open gardens event returns to Wellington next month

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.

Popular open gardens event returns to Wellington next month

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.

Sunemployment

SHARE YOUR WORKLOAD BUSY DOING NOTHING

Sunemployment

SHARE YOUR WORKLOAD BUSY DOING NOTHING

Wellington's annual gardening competition is a blooming success

The Wellington annual gardening competition is a success. It is a chance for gardeners to show off their skills and win prizes.

Wellington's annual gardening competition is a blooming success

The Wellington annual gardening competition is a success. It is a chance for gardeners to show off their skills and win prizes.

Shropshire Star

Wellington set for six Saturdays in the Square's events

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.

Shropshire Star

Wellington set for six Saturdays in the Square's events

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.

Shropshire Star

Wellington is set for a summer of fun

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.

Shropshire Star

Wellington is set for a summer of fun

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.

Summer fun for Wellington kids

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.

Summer fun for Wellington kids

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.

Shropshire Star

Gardening fans urged to help Wellington bloom this summer

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.

Shropshire Star

Gardening fans urged to help Wellington bloom this summer

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.

Shropshire Star

Wellington is positively blooming as more people enter gardening competition

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.

Shropshire Star

Wellington is positively blooming as more people enter gardening competition

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.

Shropshire Star

Beautiful gardens unlocking their secrets across Wellington and Little Wenlock

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.

Shropshire Star

Beautiful gardens unlocking their secrets across Wellington and Little Wenlock

The Wellington Open Gardens event is a popular event in the town. It is a chance for gardeners to show off their gardens and win prizes.