

Wellington Town Council

Town Mayor
Cllr D. Roberts



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 October 2022** commencing at 4.00pm.

Present:

Cllr Hall

Cllr Pierce

Cllr Alvey

Cllr Barker

In attendance: Cllr Lowe and Karen Roper – Town Clerk

- 52/22 Welcome and Introductory Remarks** – In the absence of the Chairman Cllr Hall welcomed members and those viewing online.
- 53/22 Apologies for Absence** – Cllr Tomlinson and Cllr Davis, apologies accepted.
- 54/22 Declarations of Interest** – There were no declarations of interest received relating to items on the agenda.
- 55/22 To confirm the minutes from the meeting dated Tuesday 27th September 2022** – Following the amendments listed below, it was proposed by Cllr Pierce, seconded by Cllr Hall, and **RESOLVED UNANIMOUSLY** that the minutes of the 27th September 2022 were a true and accurate record with the addition of the following amendments.
- Cllr Tomlinson be added to the apologies list
 - Minute Ref 47/22 last bullet point, remove the word 'not' from the sentence.
- 56/22 Matters arising from those minutes:**
- **Digital Board** - The Chairman deferred matters relating to the digital board to the next meeting when the Chairman and Caroline will be in attendance.
 - **Kings Coronation** – the Chairman called for members to forward ideas for researched and brought back as soon as possible to stage an event on

01/11/22

Saturday 6th May 2023, 2 days after the elections. Suggestions were that events could be brought forward from a normal Saturday events and the Borough would be doing a lot for this weekend.

- **Cllr Pierce** - suggested a memorial tree is planted for the Coronation various locations were suggested.
- **Cllr Lowe** - suggested a suitable stone engraved to dedicate the tree informing people it is to commemorate the coronation for King Charles III and the date so it will be a lasting tribute.
- **Cllr Pierce** - said it needs to be something that will last like the Jubilee trees that have guards and plaques.
- **Cllr Barker** – suggested contacting the local schools particularly primary schools to see what they would like to see happen and take part in. He said most people would be watching the proceedings from home.
- **Cllr Hall** - suggested installation of a big screen installed in the Square – but everything was dependent on what the Borough were planning. Now is the time to be creative and we need to think it through and ask Caroline to explore and find costings.
- **Cllr Lowe** suggested we could incorporate the schools running the Bailey Mile as it is the first event of the New Year – the date could be changed but it was deemed not helpful for the traders to have the streets closed for a run at the weekend.

57/22 Future Events – The following events were upcoming.

- 9th November 2022 3 pm All Saints Church Ross Vickers
- 11th November 10.45 am Armistice event 2 min silence in Market Square
- 13th November 10.25 am Remembrance Parade Naylor's Row car park
- 19th November Christmas Lights switch on and the Clerk gave a rundown of the times of the activities taking place on the day, the parade will start at 4.45pm from New Street to Market Square. A donation for the food banks was being organised with drop off points.
- 11th December Mayors Civic Carol Service, All Saints Church.

58/22 Love Wellington report - The report had been previously circulated and was also tabled.

Cllr Pierce said the plant day had been cancelled last Sunday because of poor weather and the official opening of the secret garden had to be postponed until Spring because of the train strikes. Cllr Alvey said that there was bulb planting taking place at the Bowring Park this coming Sunday. The Chairman said Love Wellington had provided a good report Cllr Pierce suggested members get on line on the town council and Love Wellington websites as they carry all the information about events and what's going on.

A Walkers are Welcome (WAW) walk/talk is starting from town to Dothill nature at 10.00am on Saturday 12th November to raise funds for 'Children in Need' more information is available on the WAW website.

Sally is suggesting a visit from 'Visit Shropshire / Visit Telford' to talk to this committee in spring next year and contact could be made in Feb/March 2023 to arrange this.

Cllr Barker said there is a push to be recognised for late night opening and as a food destination.

Cllr Lowe informed members of the trial of free electric bike deliveries on Thus/Fri/Sat with himself and David Staniforth as volunteers delivering to Wellington / Ketley and Hadley and at the contact point in the Market at 11am in the mornings and was going well so far.

59/22 Wellington Festival

Cllr Lowe gave an update on the festival meeting had taken place and reaffirmed the objective of increasing footfall in the town.

Date and time of next meeting – Tuesday 29th November at 4pm.

Chairman.....Date.....
....

E&C – Love Wellington Report Oct 2022

Campaigns & Activities

Next campaigns – Witches of Wellington over October Half Term (being run by Paola) with The Orbit and various 'different' shops this time.

Let's Get Local This Christmas Shop Local campaign planned Nov/Dec and looking to get banners and posters up.



Station opening – Secret Garden

Wellington Station – Opening of new Secret Garden postponed until March due to industrial action. Plant Donation Day planned for 23rd Oct – press has been done for this, including radio interview on Thurs 13th Oct. Final signs for the project installed last week.

(see pics below). There is a new Friends of Wellington Station Website – huge thanks to Kath Howard who has done this – and it is linked to the Love Wellington website under 'Community Place Makers'.

Plant donation day planned at Wellington Station!

A 'donate a plant' day is planned for Sunday October 23 (from 10.30am) organised by the Friends of Wellington Station who are inviting people to view the station's new 'Secret Garden' and possibly donate any spare plants from your gardens for this new community garden.

The volunteers from FOWS are issuing an open invitation to come and see what the Friends of Wellington Station are all about and view the garden which is an ... [See more](#)



Fabulous to see final piece in the jigsaw - the signs going up for the Secret Garden at [Wellington Station](#) yesterday. This has been a great partnership project financed by West Mid Trains & supported by the Friends of Wellington Station, [Telford & Wrekin Council](#), [Wellington Town Council](#), [Shropshire](#) and [LoveWellington](#) - come down and visit the new garden for our 'donate a plant' day on Sun 23 Oct. Making our station a wonderful welcome to the town. [#LoveOurStation](#)



Love Wellington Business Group and Networking

Next meeting of Love Wellington Businesses is due to take place on Wed 9th November at 6.30pm at Anthony's of Wellington. Again, the police are attending and hopefully someone from T&W Highways to give updates on Market Street (unfortunately Nathan Lyttle can't attend but is hoping to get a colleague).

Next Pubwatch meeting on 19th Oct. Love Wellington very much part of this group.

Love Wellington has been actively supporting the 'Businesses Open As Usual on Market Street' message – with videos posted etc.



Love Wellington

Published by Paola Armstrong · 3 d ·

Definitely worth a watch! (Watch to the end for details about the eCargo bike deliveries.)
The businesses on Market St are all still open,
Shop local!
[#Lovewellington](#)
[#shoplocaluk](#) ... See more



Love Wellington has met with Marc Petty in his capacity of fact finding and proposals for the next phase of the Wellington Orbit.

Also have met with the Interfaith group (Raj and Les) to establish firmer links with this very vibrant organisation and hub in the centre of Wellington.

Also attended the BBC Radio Shropshire Make a Difference Awards to support the Wrekin Rowers who were shortlisted.

Love Wellington have submitted evidence as becoming part of the Plastic Free Community for the Climate Emergency Steering Group.

Food bank drop off

Love Wellington has organised a 'food bank donation drop-off' in Wellington on 19 Nov at the Christmas Lights Switch on. Families are invited to bring an item with them which can be dropped off at various places: All Saints, Methodist Church, Cash Providers, Interfaith Centre, Save It Discount on Bridge Street and in the foyer of the old Stead and Simpson in the Market Square. This is 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.

Press & Media Coverage

Sept /Oct

01/11/22

Donate a Plant Day at the Station	Shropshire Live, BBC Radio Shropshire
Wellington Artist's London commission	Shropshire Live , Shropshire Star

Radio Coverage: Plant Donation / Wellington Station 13/10/22 (Sally Themans)

Edition 10 of **This is Our Wellington** – distribution from 17/10/22

link to online copy

<https://www.yumpu.com/en/document/read/67295602/this-is-our-wellington-10>

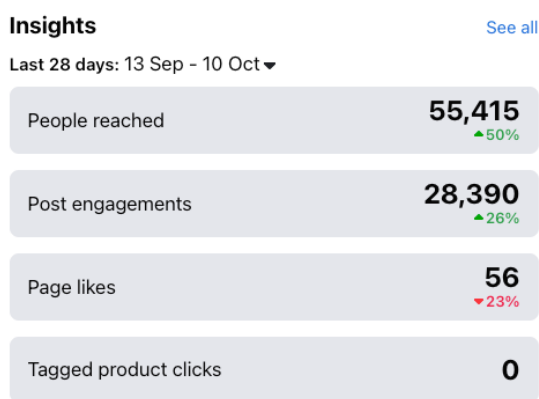


Scene Magazine and **Telford Lifestyle Magazine** also both have a DPS on Wellington which have been submitted.

Social Media Communications

Growth of followers is slow at around 1% however engagement has been much improved.

Worth having a little look at the social media insights....and activities – which are included here:



Activity in the last 28 days...

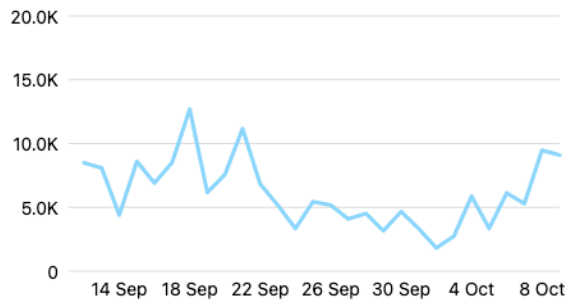
01/11/22

Reach

Export

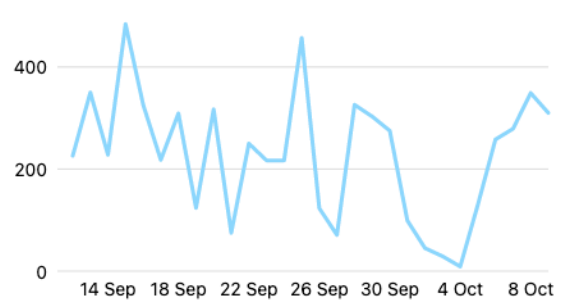
Facebook Page reach ⓘ

56,303 ↑ 60.2%



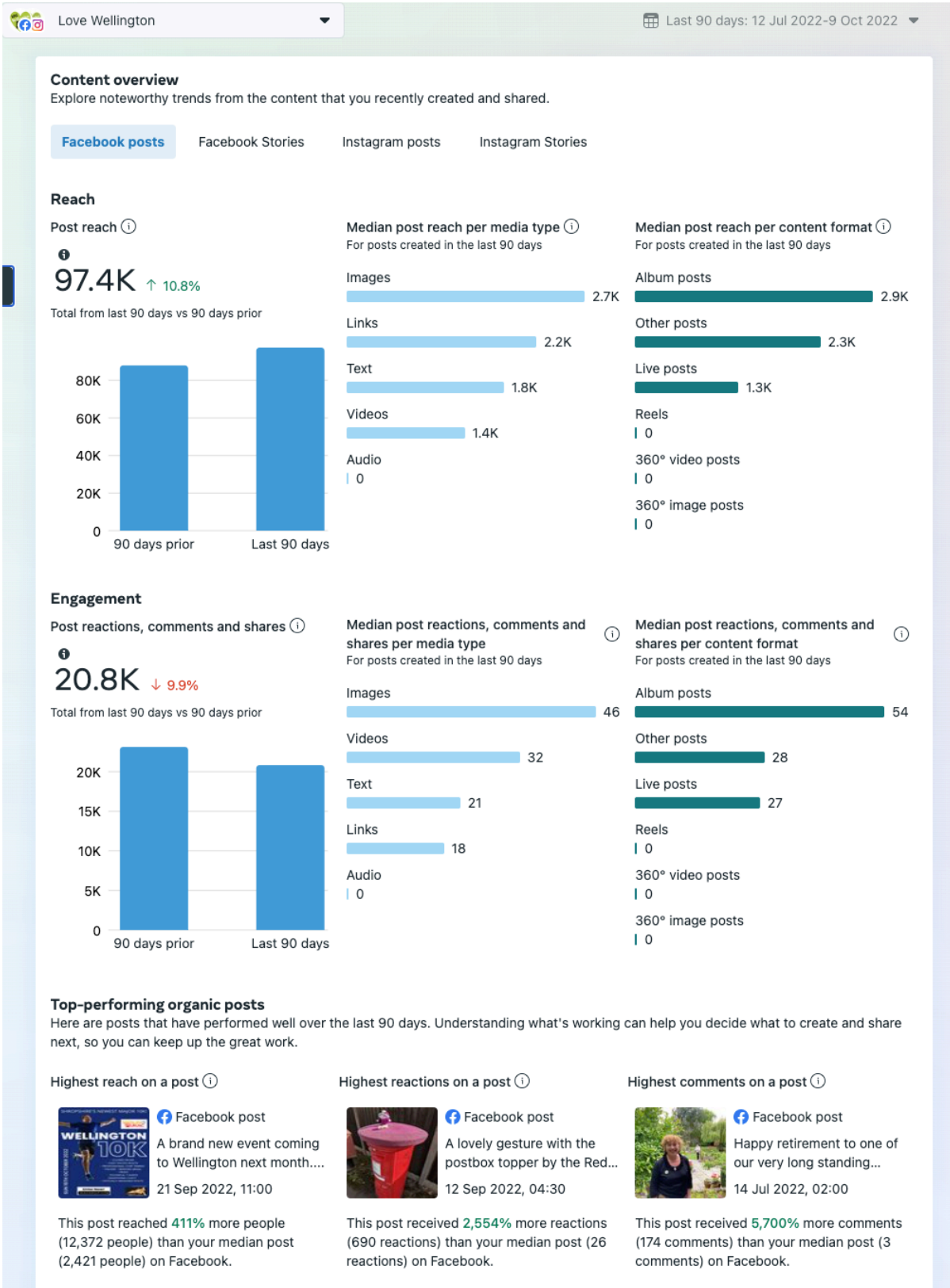
Instagram reach ⓘ

1,191 ↑ 21.2%



Last 90 Days

01/11/22



How we compare to similar pages – certainly very busy!

01/11/22

Businesses like yours



Compare the performance of your business and content with similar businesses on Facebook.

+ Add Businesses

Page	Page likes	↓	Page likes...	↑↓	Published content
 TelfordLive Licking the lid of life in Telford - http://www.telford-live.com	44.5K		↑ 89		39
 LoveBridgnorth A place to celebrate our brilliant town & local community. Bridgnorth ...	13.4K		↑ 129		137
 Love Wellington A celebration of all the things we love and cherish about our great to...	6.8K		↑ 84		98
 What's happening in Bridgnorth? Year round guide to events happening in and around Bridgnorth by h...	6.1K		↑ 8		13
 Let's Go Ludlow The insider's guide to Ludlow Shop locally Eat, Drink, Stay History & ...	4.9K		↑ 46		14
 What's What Magazine We are a FREE magazine delivered into 16000 homes and businesse...	3.2K		↑ 12		2
 Love Madeley To highlight good things going on in Madeley, Telford	1.5K		↑ 53		46
 Dawley's Great Welcome and thank you for joining the #DawleysGreat page. This pa...	667		↑ 4		0

Visit Shropshire and Wellington as a Destination

The Mayor has raised the question about the promotion of Wellington as a walking destination several times. The Love Wellington website does have live links to all the walks and cycle routes in the area, and there is a link to this on the Visit Shropshire website. We have also worked hard on new maps, and of course the Wellington Ways project at the station which very much focuses on walking.

Looking to explore further links with Visit Shropshire? – Mark Hooper would be very keen to come and talk to Wellington TC and we would find ourselves getting better promotion to a nationwide and good regional audience.

Have also put in a call to Sarah and Sally at Visit Telford with the same proposal.

Visit Shropshire Website - which has a section about Wellington and click through to the Love Wellington website -

<https://www.visitshropshire.co.uk/destinations/telford-ironbridge/>

I have worked in collaboration with Visit Shropshire to make sure Wellington gets some attention - you will see none of the other Telford towns do (except of course Ironbridge which is Shropshire's premier tourism place).

01/11/22

We also mentioned Wellington as a walking place - please see this link...Which has links to every walk from WWAW, as well as the LA21 trails and websites and cycle routes...

<https://lovewellington.uk/see-and-do/walking-and-cycling/>

I have had a look at Visit Telford which has a decent section on Wellington:

<https://www.visittelford.co.uk/explore/wellington>

 **Love Wellington**
Published by Sally Themans · 4 d ·

Wellington is a brilliant centre for Walking with so many walks to do to enjoy our beautiful Shropshire landscape on our doorstep....

There are new waymarks and maps at the station and no fewer than 10 mapped routes thanks to Wellington Walkers are Welcome which start in the centre of Wellington - as well as the Long Distance walks such as the Telford 50, The Shropshire Way, The Silkin and Hutchison Way....

You can also find links to routes (and cycle routes) online on the... [See more](#)



1,847
People reached

77
Engagements

↓ -1.8x lower
Distribution score

[Boost post](#)

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.

01/11/22