

Wellington Town Council



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PROMOTIONS & LIAISON COMMITTEE

Minutes of the meeting held at the Wellington Civic Offices on **Wednesday 26th June 2019** commencing at 11.00am.

Present:

Cllr Carter	Nick Brooke
Cllr Davis	Kevin Tanner
Cllr Alvey	Kath Howard
Cllr McClements	Richard Corbett
Cllr Lowe	John Sweetland
Cllr Fairclough	Bob Coalbran
Cllr Hall	Colin (CMK) In part

In attendance: Caroline Mulvihill – Communications & Events Manager

15/19 Welcome and Introductory Remarks

Cllr Carter welcomed the Committee.

16/19 Apologies for Absence

Cllr Tomlinson, Hills Butchers and Jean Wordsworth
Apologies accepted.

Noted that Les Pointers apologies were missed off last month's minutes.

17/19 Declarations of Interest

None received.

Cllr Carter requested that Minute 6. Point 3 be brought forward to allow Colin (CMK) to address the Committee, this was approved:

Caroline briefed the Committee as to why Colin had been invited to the meeting. Colin then began explaining that due to the extensive damage made to the Christmas tree by a third party event last year that CMK would not be able to insure the tree and was not prepared to power from cables above. Four call outs were made and H & S could have been compromised.

27.06.19

After a brief update the following options were given:

- 1) WTC to insure the tree – Caroline is waiting for the underwriters to confirm to WTC insurers if storm damage would also be included – TBC
- 2) The tree is returned to its originally 'off centre' position and sunk / powered from a pit in the ground
- 3) A new pit is created, at a cost, in a central position to the square

Cllr McClements and Cllr Alvey both stated that safety is paramount. Caroline was asked to obtain a quote from CMK for a new pit central to the Square and if approved by P & R option three would be chosen.

Insurance would be discussed further when a response from the underwriters was received.

Colin was thanked by the committee and then left the meeting.

18/19 To confirm the minutes from the last meeting – Wednesday 29th May 2019.

Proposed by Cllr Alvey, seconded by Cllr Davis, and RESOLVED UNANIMOUSLY that the minutes of 29.5.19 were a true and accurate record.

19/19 Matters arising from those minutes:

- **Minute 07/19 (ii) OAP willow craft** – Caroline was disappointed to inform the Committee that that scheduled willow craft sessions for the OAP had to be cancelled due to the tutor 'pulling the plug' on his business.
- **Minute 07/19 (iii) Re-Print of Wellington Map** – Caroline had met with Sally Themans and Bob Coalbran and amendments were well under way. A first draft would be presented at the next P & L after a final internal meeting prior to this. Cllr Alvey asked if the Mural Trail would be featured on the map, Caroline confirmed it would be.
- **Minute 07/19 (vi) Outdoor electric points** – Caroline conformed that CMK had installed the additional outdoor power sockets so that legally anyone can access. (unlike the x4 lamppost sockets that required a trained electrician)

Cllr Carter then apologised that the new meeting date and time was overlooked from Agenda item 4 and would be covered now.

It was suggested by Cllr Carter that a new time of 4.30pm, on the 4th Tuesday of every month, be considered. After a brief discussion members, excluding Cllr Hall, were in agreement and this date and new time was set. Cllr Hall would assess her availability come September and put her apologies in for July's meeting.

20/19 Correspondence

- **Social Media Report:**

Cllr Davis updated the Committee on how he had met with Caroline and Kirsty to identify any marketing wants and needs.

Time uploading content on various platforms was proving time consuming so a programme called 'Hootsuite' was suggested. This programme 'talks' to Facebook, Twitter and Instagram and feeds content to all 3 platforms at one time. Another option was to streamline and schedule content with a new social media template. An example was shown. This would enable viewers to recognise a Council event / news / message immediately due to its branding.

Concerns were raised over if the posts would look too similar they would therefore not be read.

Clarification is needed on where 'posts' should come from i.e. WTC or Love Wellington. Caroline to set up a meeting with Sally Themans.

Cllr Lowe thought the WTC website was a disgrace with most pages showing old content. It was agreed that time is needed to be set aside to refresh the site. It was requested that any social media posts are also uploaded to the WTC website for those who do not use.

Cllr Lowe suggested Mayoral engagements should be on the WTC website.

It was agreed by all that WTC Marketing procedure needed to be totally reviewed.

- **Event for VE Day**

VE day would fall on May 8th 2020. The Committee agreed that an event commemoration this should be held in the Market Square. Caroline to draft up an event proposal for the next meeting.

- **Rotary Membership**

Caroline had received an invitation from Wellington Rotary to join on a corporate basis of £100.00per annum. This invitation was extended to all Councillors. Councillors thanked them for the invitation but felt it was something they could not accept but would be happy to see a representation of the Rotary at P & L especially as they help with the stewarding for the Bayley mile. The Mayor, Cllr Lowe, also offered to talk at one of their forthcoming meetings.

21/19 Forthcoming events calendar and additional events for 2019 / 2020

- Wellbeing Day (Bowring Park) 30th June
- Mayoral Sunday – 30th June
- Sounds in Square – 13th July – 17th Aug

22/19 Wellington Festival:

Cllr Davis reported that the Festival Committee met last Monday evening. He had looked into the cost of each of the May Festival events resulting in each event having a per person production cost price. This ranged from £18.74 - £2.10p (not taking into consideration staff admin and hosting time) this breakdown highlighted the need to discuss each event individually and to work out its effectiveness. Higher priced events should be discussed if a charge should be allocated against it.

The cost of the Grimethorpe band, that had been booked last year for this October's festival, was causing concern. The original budget in total for October was £3k so why was £4500 authorised? Caroline confirmed that this was proposed by Cllr Mason-Morris, seconded by Cllr Gorse and agreed by all in the November minutes. Cllr Lowe sought approval to determine cancellation costs, which was agreed.

Cllr Davis also reported that new venues are being looked at such as TCAT sports Hall that can hold 800ppl for larger events.

Cllr McClements left at this point.

The next festival meeting was confirmed for July 22nd at 7pm

23/19 Walkers are Welcome:

Bob reported that the Walking Festival leaflet was now printed and being distributed.

A sign had been erected at the Station saying 'Wellington for Walking' to encourage people into the town.

Bob emphasised that the work done by National Rail was crucial and needed to be completed especially the secret garden path. Also a representative for the Friends of Wellington Station was needed, preferably a Councillor, as since Fay Easton moved this link feeding to P & L had been missed. Cllr Carter asked Bob to contact him outside the meeting as a ward Councillor may be the preferred choice.

24/19 Friends of the Bowring Park:

The Wellbeing Picnic takes place this Sunday in the Bowring Park. There will be advice from carers, mental health experts, health check advisors, games for children, a dog show, climbing tower and much more, and it's all for free.

25/19 Orbit

In Sophie Eades absence there was no update report but members commented that they were opening this Saturday showing 'secret lives of pets 2'

26/19 Matters for information only:

Cllr Lowe reminded members that his civic service was at 6.30pm this Sunday and encouraged everyone to attend.

John Sweetland shared that the Belfry Theatre are performing the musical 'Peter Pan' 5-7 July and 'The importance about being Ernest' 19-20 July.

The Photographic Club are representing the West Midlands in a competition on 13th July.

Cllr Alvey was concerned over the Cottage Care building being lost.

Cllr Carter informed the Committee that a meeting had taken place to discuss issues surrounding the public realm. Actions were in place regarding removal of bollards, licenses and permissions and would all be reported back to P & L as and when viable.

The homeless count reported via the ICM meeting has reduced from 12 to 6 and the old Stead and Simpson building had been sold with upstairs potential Airbnb units and downstairs retails units.

27/19 To agree date and time of next meeting – Tuesday 23rd July 2019 at 4.30pm.

27.06.19