

# Wellington Town Council



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## EVENTS AND COMMUNICATIONS COMMITTEE

Minutes of the meeting held via Zoom on **Tuesday 23<sup>rd</sup> February 2021** commencing at 4.00pm via Zoom.

### **Present:**

Cllr Davis  
Cllr Tomlinson  
Cllr Hall  
Cllr Lowe  
Cllr Carter  
Cllr Pierce  
Mark Blackstock – In Part

**In attendance:** Caroline Mulvihill – Events and Communication Manager

### **48/20 Welcome and Introductory Remarks**

Cllr Davis welcomed members to the meeting and introduced Mark Blackstock who would be presenting his proposal of bringing a funfair into Wellington.

**49/20** Mark Blackstock addressed the committee. The proposal is to bring a Funfair into Wellington on a Thursday - Sunday in either the third or fourth week in November.

One or two car parks would be closed, residents would be informed of this prior to the event date, street food vans would be present and a percentage of takings would be donated to either WTC or T&W.

Mark then took various questions from Councillors.

Concerns were raised regarding car parking, antisocial behaviour and the impact of the street food on local venues.

*ACTION: Caroline was tasked with contacting Shifnal Council to ask their opinion on the event.*

*ACTION: Caroline to speak with traders and gauge opinion.*

### **50/20 Apologies for Absence**

Cllr Alvey, ongoing, due to health reasons.

24.02.21

**51/20 Declarations of Interest**

None

**52/20 To confirm the minutes from the last meeting dated 26<sup>th</sup> January 2021.**

Proposed by Cllr Lowe, seconded by Cllr Tomlinson, and RESOLVED UNANIMOUSLY that the minutes of the 26<sup>th</sup> January were a true and accurate record.

**53/20 Matters arising from those minutes:**

ACTION: CM to move the item of a suggestion for a film for the OAP event at The Orbit to the agenda for the next meeting - DONE

ACTION: CM to contact local companies who would be able to do the design and re-promote the offer of the council offering free advertising etc – DONE 17 companies taking advance of the free offer and x1 new company after the extension.

ACTION: Cllr Davis to ask the Clerk to suggest alternatives for who can do the posts whilst members of staff are unwell – PD to do

ACTION: CM to circulate all correspondence about the fair to all members of the committee and to be put on as an item on the agenda for the next meeting - DONE

ACTION: CM to include the Festival to be put on the Agenda for future meetings – DONE

ACTION: PA to circulate minutes of the last festival meeting with details of what is planned - DONE

ACTION: AL to take back to the working group to include either the Mayor and/or Deputy Mayor in the judging of the Resident Poet - DONE

ACTION: PA to send Cllr Davis an invite to the next Festival Meeting on 3<sup>rd</sup> February 2021- DONE

**54/20 Correspondence: Urgent matter for consideration:**

**Suggestions of a film for the OAP event at the Orbit:**

Options were as follows: Yesterday - the Beatles, Exotic Marigold Hotel, The hundred foot journey, My house in Umbria, Mrs Henderson presents, Big Fish, My old lady, Quartet, Keeping mum, From time to time, The kings speech, As good as it gets.

Damian from the Orbit had quoted £10pp to include a hot drink and cake.

To ensure this offer is contained to Wellington residents when advertising mention 'proof of address may be requested upon entry'.

*ACTION: Caroline to pass suggestions onto the Orbit*

### **Suggestion of event for the Platinum Jubilee 2-5<sup>th</sup> June 2022**

Cllr Davis asked members to give the above suggestion some thought, so that there was plenty of time for event planning.

Cllr Lowe informed members that he had received an email from the Twinning Association. They were hoping for local Wellington Schools to get involved in their latest project of a virtual music concert. Cllr Lowe had positive feedback from Old Hall and Wrekin College.

*ACTION: Caroline to forward the email to local schools for response.*

Cllr Lowe raised other correspondence on postcode recovery plan, climate grants and solar panels for the toilet blocks. It was agreed that they would be more relevant to other committees.

### **55/20 Social Media Analytic Report**

Caroline had collated the WTC Facebook insights and Cllr Davis presented the results. A slight increase in engagement and followers had been seen since January and members agreed that more should be done to promote social media as it offers a great opportunity to communicate with residents.

*ACTION: Caroline to provide this monthly*

Members discussed whether E & C meetings should be broadcast on Facebook. Concerns were raised on the sensitivity on some agenda items, It was agreed that as the committee was transparent by publishing agendas and minutes online that for now the E & C meetings would not 'go live'.

When P & L discontinued and E & C started, a Liaison working group was mentioned, Members felt it was important to continue to engage with community groups.

*ACTION: Caroline to identify the status of the Liaison working group.*

### **56/20 Update on Newsletter**

Caroline confirmed that the Newsletter was currently being printed. Distribution had now been confirmed via Royal Mail and would commence on 15<sup>th</sup> March.

*Cllr Davis requested that a digital copy of the newsletter be circulated when received.* As members had not had the opportunity to see the publication ahead of it going to press.

*ACTION: A digital copy of the newsletter would be circulated when received.*

### **57/20 Communications Protocol**

Caroline apologised for the Communication Protocol and Strategy for only being sent to members earlier that day.

It was agreed that Councillors had not had sufficient time to study the documents and that any feedback should be passed to Caroline for collation.

*ACTION: Caroline to add to the next agenda*

24.02.21

## **58/20 Report from the Wellington Festival Committee**

Cllr Lowe stated that all details were as per the minutes that were sent out with the E & C Agenda.

Due to government guidelines the festival is almost all virtual but with the option of maybe holding events such as Poems and Pints in a beer garden.

It was also agreed that no monetary prizes would be given to the Art Gallery competition as paintings, drawing and photos from all age groups can't really be compared.

The committee thanked the Festival members for their hard work in pulling the virtual festival together in these unprecedented times.

## **59/20 Date and time of next meeting – Tuesday 30<sup>th</sup> March 2021 at 4pm.**

### **ACTIONS:**

Minute 49/20 - ACTION: Caroline was tasked with contacting Shifnal Council to ask their opinion on the event.

ACTION: Caroline to speak with trusted traders and gauge their opinions

Minute 54/20 - ACTION: Caroline to pass film suggestions onto the Orbit

ACTION: Caroline to forward Twinning email to local schools for response.

Minute 55/20 - ACTION: Caroline to provide Facebook Analytics monthly

ACTION: Caroline to identify the status of the Liaison working group

Minute 56/20 - ACTION: A digital copy of the newsletter would be circulated when received.

Minute 57/20 - ACTION: Caroline to add Communications Protocol and Strategy to the next agenda