

# Wellington Town Council



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## **EVENTS AND COMMUNICATIONS COMMITTEE**

Minutes of the meeting held on **Tuesday 24<sup>th</sup> August 2021** commencing at 4.00pm.

### **Present:**

Cllr Davis  
Cllr Lowe  
Cllr Pierce  
Cllr Barker  
Cllr Carter  
Cllr Hall  
Cllr Tomlinson

**In attendance:** Caroline Mulvihill, Communication & Events Manager

### **37/21 Welcome and Introductory Remarks**

Cllr Carter welcomed members to the meeting and apologised for the slightly late start.

### **38/21 Apologies for Absence**

Cllr Roberts – ex-officio  
Cllr Alvey.  
Apologies accepted.

### **39/21 Declarations of Interest**

None were received

### **40/21 To confirm the minutes from the last meeting dated 27<sup>th</sup> July 2021**

With the note that Cllr Pierce was left off the attendance list for the closed session and point 35/12 should reflect that members of E & C would like to invite Marc Petty to the next meeting to discuss his proposal further they were proposed by Cllr Tomlinson, seconded by Cllr Hall, and **RESOLVED UNANIMOUSLY** that the minutes of the 27<sup>th</sup> July 2021 were a true and accurate record.

#### **41/21 Matters arising from those minutes:**

- Queens Jubilee ideas
- Event ideas from 2022

It was agreed to move this agenda item to the end of the meeting.

#### **42/21 Correspondence:**

- Adoption of the Communications Protocol and Strategy.

Both documents had been circulated prior to the meeting.

Cllr Carter felt this document was being written 'by committee' and that it needed to be simplified so that time was actually spent liaising with the public and not just talking about doing so.

Cllr Lowe had contacted the Clerk with concerns regarding the 'Chair' being the main contact for communications, in his case the chair of the festival. The Clerk had responded to which Cllr Lowe felt was useful.

Cllr Barker asked questions about who requested these documents and where they had come from.

Cllr Tomlinson had concerns about freedom of speech to residents and how it may affect her as member of public, WTC and T & W Councillor.

Cllr Davis suggested that sections of the document were repeated in the Councillor handbook and could be referred back to that.

It was agreed that the document would not be adopted at this stage as members had unanswered questions and the documents needed to be less prescriptive.

#### **43/21 Love Wellington**

Caroline had sent the initial report from Love Wellington to members but also had a late submission document that was circulated.

Both documents showed social media and press release activity which had been extremely well reported.

Cllr Tomlinson commented on the positive vibe that Wellington currently had, the 'wellington boots' were getting great feedback along with the Market upgrading and congratulated Sally Themans for doing a great job behind the scenes.

Cllr Barker asked about the next edition of the 'This is our Wellington' newsletter and its content. Caroline confirmed that Paola Armstrong had sent out an email to all Councillors asking them to send in any suggestions they had for content to her.

Cllr Hall was concerned about residents not reporting / not knowing how to report on antisocial behaviour. Caroline mentioned that the Police mobile unit had booked several dates that they would be in the Market Square and agreed to circulate these dates so that Councillors can inform their ward residents on the opportunity to speak direct to the Police team.

Cllr Carter agreed that with the Orbit OAP event being a sell-out, the success of the children's Bowring Park fun days, new businesses coming into the town and the Market improvements and late opening that there is a good vibe in town but it's important we keep the momentum going.

Cllr Davis, as Mayor, commented that he was meeting and engaging with as many new and old businesses as possible and was good to see all the positivity.

Cllr Barker agreed the late market was a great success and also thanked Paola and Caroline for their hard work.

#### **44/21 Social Media Analytic report**

Cllr Davis had circulated his report in advance of the meeting – he then asked for question. All figures were increased across the board with only a very few negative comments on posts. Cllr Tomlinson asked how these were dealt with. Cllr Davis explained that direct messages of complaint were answered but comments were not due to them being an opinion.

Cllr Tomlinson commented on how she was happy to see the reduced litter in Dothill and Shawbirch and thanked those who are litter picking.

#### **45/21 Wellington Festival**

Cllr Lowe addressed member's stating that the last meeting held on 4<sup>th</sup> August was to implement the structure of the festival weekend.

The committee was at the information and idea stage of planning and had reached out to all local groups and volunteers asking them for their ideas and suggestions which Paola was currently compiling.

A deposit had been paid for Lesley Smith and she would be performing Margaret Thatcher at the festival.

It had been agreed that Eventbrite would not be used and that central venues would be chosen carefully to ensure those who wanted to attend could do so.

Cllr Pierce added that the festival had several tried and tested acts as a base to the festival and that the ideas from the public would mould the rest of the acts. The Wellington magazine was also being used as a tool to reach the public.

The medals for the winners from the last festival were to be presented on 18<sup>th</sup> September in the Market Square along with the Resident Poet.

#### **The Committee then went back to agenda 41/21:**

Caroline went through the list of annual events that WTC currently host.

Cllr Carter felt that due to the uptake and success of the OAP event at the Orbit that this should be repeated annually. Members agreed and Caroline was asked to liaise with The Orbit on future options and approach P & R for the addition funding to allow this.

Cllr Barker questioned the guiding principles of WTC events and stressed the importance of holding inclusive events with a wide variety that added value to the public. Cllr Pierce agreed that events are very important to the public and that encourages local spend when the public are in town.

Cllr Lowe suggested utilising other areas of the town.

- Queens Jubilee ideas

Caroline had been approached by Rob Francis, the organiser of the annual Midsummer Fayre, with the suggestion of moving his event a week forward so that it would be on the same weekend as the Jubilee. This would mean that anything that WTC would like to do for the Jubilee could compliment the Fayre and vice versa.

Suggestions would be to increase the footfall and reach of the fayre throughout the town and have entertainment in areas such as the top of new street and outside the YMCA building which due to funding are normally left unused.

Children could also attend workshops to make flags / bunting that could be bought back on the day and join in with the current MSF procession through the town.

Suggestions were given as follows:

Face painting, street art, fancy dress competition, art workshops, activity trail, fairground rides and entertainers.

Cllr Pierce suggested prizes for fancy dress and maybe a themed fancy dress (over the decades?)

Ward funding and promotion from Love Wellington could all be utilised.

It was agreed that Caroline would continue to liaise with Rob Francis and look into options and prices and bring suggestions back to the next meeting.

- Event ideas from 2022

With the addition of the OAP event and the Jubilee and other suggestions should be sent direct to Caroline to compile.

**46/21 Date and time of next meeting – Tuesday 28<sup>th</sup> September 2021 at 4pm.**