

# Wellington Town Council



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## **EVENTS AND COMMUNICATIONS COMMITTEE**

Minutes of the meeting held on **Tuesday 25<sup>th</sup> January 2022** commencing at 4.00pm.

### **Present:**

Cllr Lowe  
Cllr Barker  
Cllr Hall  
Cllr Roberts  
Cllr Pierce  
Cllr Gorse  
Cllr Davis

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

### **77/21 Welcome and Introductory Remarks**

Caroline explained that as Cllr Carter was not present, due to his resignation from chair of E & C, and Cllr Tomlinson had put in her apologies, due to a family bereavement, that a chair for this meeting would have to be voted upon.

Cllr Lowe nominated Cllr Gorse, whom declined due to this being her first E & C meeting.

Cllr Pierce nominated Cllr Lowe, seconded by Cllr Barker, and agreed by all that Cllr Lowe would take the chair for this meeting.

### **78/21 Apologies for Absence**

Cllr Tomlinson  
Apologies accepted.

### **79/21 Declarations of Interest**

None were received

### **80/21 To confirm the minutes from the last meeting dated 30<sup>th</sup> November 2021**

Proposed by Cllr Hall, seconded by Cllr Pierce, and **RESOLVED UNANIMOUSLY** that the minutes of the 30<sup>th</sup> November 2021 were a true and accurate record.

26.1.22

### **81/21 Matters arising from those minutes:**

- Larkin Walk and Talk, proposal and funding  
Caroline updated members that a date of Thursday 15<sup>th</sup> September had been confirmed. There would be a walk by Marc Petty in the day and then a talk in the Library in the evening.  
Cllr Barker confirmed that he had been in correspondence with Heather Reid and Marc Petty. Heather, the current poet in residence, had offered to write a poem for this event to which members shared their appreciation.
- £300 Outstanding Community award prize money  
Caroline suggested to the committee that this prize money could be spent on refreshments for an event being planned with Love Wellington and a group called 'Community Resource'. The event was 'Wellingtons Open Gardens' in July and would finish with refreshments at Sunnycroft with local dignitaries' such as the Lord Lieutenant and High Sheriff.  
There was some confusion on the amount requested £300 or £500 to which Caroline would check and confirm back to members.  
Proposed by Cllr Pierce, seconded by Cllr Gorse, and **RESOLVED UNANIMOUSLY** that £300 of the Outstanding Community award prize money could be used towards this event.
- Digital Board costings and income  
Cllr Hall requested at the last meeting that Caroline reported on the cost of the digital board and any income raised to date. Caroline confirmed that the digital board cost £4106 for the screen, £593 for a 4G module and £507 for planning consent. The total income so far from advertising was £525.  
It was agreed that any income would be welcome but the main purpose for the digital board was as a public information sharing point.  
Cllr Davis enquired as to if old adverts had been removed, Caroline confirmed this to be true and that all old advertisers had been emailed and offered the new promotion of £40PCM.

### **82/21 Correspondence:**

- TIOW extra 1000 copies – outlets? 14<sup>th</sup> Feb, 25<sup>th</sup> April, 11<sup>th</sup> July and 31<sup>st</sup> Oct.  
Caroline confirmed that 1000 extra copies would be ordered for the February edition. Councillors were asked to come into the office, when they had been delivered, and pick up copies for them to distribute to local groups within their wards.  
It was agreed that when collecting a list of who and where they were being distributed would be logged to avoid duplication.  
The above dates were confirmed as distribution dates for the next editions.
- OAP event – w/c 11<sup>th</sup> July  
Caroline had suggested the week of 11<sup>th</sup> July to Damian Breeze at the Orbit and he was looking into availability and film options.

- Sounds in the Square – proposed dates of 23<sup>rd</sup> July, 6<sup>th</sup> August and 20<sup>th</sup> August.  
Caroline had met with Sally Themans and Pala Armstrong and a calendar of events and projects for 2022 had been drawn up.  
The above sounds in the square dates had been proposed to fit in with other events and third party enquiries.
- 11<sup>th</sup> December 2022 – Mayors Carol Service  
This date was noted in member's diaries
- Town Crier resignation / recognition trophy  
Sadly the current Town Crier had handed in his resignation due to full time work commitments. An advert had been shared on social media and websites but so far no applicants had been received.  
After a brief discussion it was agreed that Caroline would look into sourcing replacement shields and feedback costs at the next meeting.
- Bayley Mile 4<sup>th</sup> May due to SATS and GCSE's  
This year the Bayley Mile would be early in May due to exams. This was noted by members
- Defibrillator training  
A new unit had been installed outside the Orbit. It was suggested that a training session be held for 8-10 local people who would be onsite both day and night to assist should it be required.  
Proposed by Cllr Pierce, seconded by Cllr Barker and RESOLVED UNANIMOUSLY that Caroline should arrange training and identify what budget the cost of this would come out of.
- Jubilee additional funding from T & W.  
T & W have funding available for the Queens Jubilee. Caroline updated members that a bid would be applied for.  
Cllr Davis suggested that as it's a significant date in history that we could possibly film the event. Caroline would build this into the bid.  
It was also confirmed that seven trees had been ordered, one for each ward, as part of the Queens Canopy project. Cllrs would be informed the date when their tree would be planned in their wards.
- SSL Certificate WTC website  
It had been brought to our attention that the WTC website was not 'secure'.  
The cost to secure the site would be £59.99 per year.  
Proposed by Cllr Pierce, seconded by Cllr Barker and RESOLVED UNANIMOUSLY that any website that WTC owns should have a certificate and be secure. Caroline would speak to the website host and ensure this is actioned.

At this point Cllr Barker informed members that it was national Holocaust Day on Thursday 27<sup>th</sup> January and requested that T & W online event to be shared on WTC and LW social media and websites.

### **83/21 Love Wellington Report**

Caroline had sent the report from Love Wellington to members previously but had also given hard copies at the meeting.

Cllr Lowe expressed his delight at the attendance and feedback on the recent Wrekin Rowers sea shanty singalong that took place in Wellington Market Square. Arranged by Tony Nicolls and the Gratitude Café it reached national press and received very positive reviews.

Some Cllrs shared their disappointment of not being invited and were unaware of the event. Both Cllr Lowe and Caroline stated that the event was promoted on Love Wellington socials. It was suggested that officers and fellow Councillors should not presume others are aware and should email all members with any events they hear of.

A few members of the community were planning an event up at All Saints Church for the rowers when they returned but no further details were confirmed at this stage.

The Mayor was also planning a civic event that would also recognise the rowers amazing achievement. Details to follow in due course.

LW posts had reached 35.8K in 7 days proving it's become a powerful to have.

### **84/21 Social Media Analytic report**

Cllr Davis had submitted his report which was distributed prior and at the meeting. WTC social media had slowed for January as expected but still had 17 posts and good engagement with the defibrillator post.

The WEST team post were being positively received and page likes had increased by 11. It was suggested that important dates, such as the previously mentioned Holocaust Day, should be planned into the diary especially in quieter months.

### **85/21 Wellington Festival**

Cllr Lowe reported that the festival committee had met twice and plans were coming along well. A new logo had been designed and agreed and thanks were given to Cllr Paul Davis for designing it.

Old favourites would be included such as Poems and Pints, Family History Day, MTA, and school competitions.

A production of Godspell was being produced with Sue Pointon. Cllr Lowe made an appeal to any Councillor's or members of the public to contact him if they would like to take part.

A pull out double page spread would be in the April edition of TIOW magazine and an event would be held in the Market Square with a Bulgarian dancing group and Tory Arts to promote and hand out in house produce trifold leaflets promoting the festival a week before.

The Belfry, Creative Arts studio, a night at the opera (at the orbit), Lesley Smith as Margaret Thatcher, and a talk from the Wrekin Rowers were also planned.

Cllr Pierce mentioned that Sunnycroft were offering a voucher for entry as part of the festival and this would be explained in the April TIOW edition.

The meeting came to a close with the good news that Wellington Market had made the top 10 in the best Market Awards and that with all the new business opening and façade improvements its felt Wellington truly is going through a great transformation.

**86/21 Date and time of next meeting – Tuesday 22<sup>nd</sup> February 2022 at 4pm.**

## **ACTIONS**

- Caroline would check and confirm back to members if it was £300 or £500 of the outstanding community award prize money was requested for the July Sunnycroft Event.
- Caroline would look into sourcing replacement WTC shields and feedback costs at the next meeting.
- Caroline should arrange defibrillator training and identify what budget the cost of this would come out of.
- T & W have funding available for the Queens Jubilee. Caroline to place a bid to include filming the event.
- Cllrs would be informed of the dates when their Jubilee tree would be planned in their wards.
- Caroline would speak to the website host and ensure website are secured.
- National Holocaust Day on Thursday 27<sup>th</sup> January to be shared on WTC and LW social media and websites.
- Officers and fellow Councillors should email all members with any events they hear of.
- It was suggested that important dates, such as the previously mentioned Holocaust Day, should be planned into the diary especially in quieter months.