

Wellington Town Council



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EVENTS AND COMMUNICATIONS COMMITTEE

Minutes of the meeting held on **Tuesday 25th May 2021** commencing at 4.00pm.

Present:

Cllr Davis
Cllr Hall
Cllr Lowe
Cllr Alvey
Cllr Cook – In part
Cllr Barker
Cllr Carter
Cllr Roberts

In attendance: Caroline Mulvihill – Events and Communication Manager

1/21 Welcome and Introductory Remarks

Cllr Davis welcomed members to the meeting and congratulated Cllr Crispin Barker on becoming our newly elected member. Attendees in the room then introduced themselves to him.

2/21 Committee Membership

Cllr Cook proposed that he would like to step down from the E&C Committee and nominated Cllr Barker to replace him. This was seconded by Cllr Carter. Cllr Roberts questioned if this should be a matter for Full Council but members were happy to proceed and it was resolved that Cllr Barker would replace Cllr Cook on this E & C Committee.

Cllr Cook then left the meeting

3/21 Election of Chairman

Cllr Barker nominated Cllr Carter, this was seconded by Cllr Alvey. With no other nominations received it was agreed unanimously that Cllr Carter takes position of Chair.

Cllr Carter then thanked Cllr Davis for his hard work as Chairman in such a difficult year and took position of Chairman.

27.5.21

4/21 Election of Deputy Chairman

Cllr Lowe nominated Cllr Tomlinson, this was seconded by Cllr Barker. No other nominations were received therefore it was agreed unanimously that Cllr Tomlinson is elected as Deputy Chair.

5/21 Apologies for Absence

Apologies were received from Cllr Tomlinson (including retrospective apologies for the April meeting) and Cllr Pierce. Apologies accepted.

Caroline also apologised for the incorrect numbering on the agenda.

6/21 Declarations of Interest

None were received

7/21 To confirm the minutes from the last meeting dated 27th April 2021

Proposed by Cllr Hall, seconded by Cllr Lowe, and RESOLVED UNANIMOUSLY that the minutes of the 27th April 2021 were a true and accurate record.

8/21 Matters arising from those minutes:

ACTION: Caroline to book suggested schedule of the Bowring Fun Days and contact the FOBP group for volunteer help – Caroline confirmed that all six days had now been booked. Events were listed on the WTC website and Eventbrite tickets created to control the number of attendees. A poster was currently being designed and when received would be promoted on social media etc. When all the background work was complete Caroline would then make contact with the FOBP group.

Cllr Barker raised the question on whether the Pavilion Car Park would be open to cater for the additional cars needing to park, Caroline confirmed that it would be.

ACTION: Members were asked to think of alternative positions for the mural and let Caroline know, possibilities mentioned at the meeting were the Orbit and the Civic building – ongoing, and hoping that the new tenant at old Ken Francis will agree to have them reinstated in original place.

ACTION: Caroline to obtain requested Christmas contract details before a tender can be advertised – This information has been collected. As it contains sensitive commercial information it was agreed that this item would be discussed in a closed session straight after this meeting.

ACTION: After a brief discussion it was agreed that Cllr Davis would contact Caroline regarding a bulletin template and that a trial few months would go ahead limiting the document to 1 or 2 pages maximum – Cllr Davis would like to introduce a Mayors Vlog instead which would be shown on the WTC website and then shared on social media.

8b/21 Correspondence: Urgent matter for consideration:

- **OAP event:**

Caroline is setting up a meeting with the Orbit, now government restrictions are being lifted, to discuss suggested film options and catering / numbers etc.

ACTION: Caroline to meet with the Orbit.

- **Update on Sounds in the Square**

Caroline confirmed that five Saturdays in July had been filled. The poster had been uploaded to the WTC website and social media for promotion. Cllr Carter questioned if the event that T & W are planning across the market towns on 10th July was part of this. Caroline said that T & W were aware of this and that she was working with them on this event. Cllr Barker mentioned that it would be most helpful to Councillors, and members of the public, if a simple list of all forthcoming events could be combined and circulated. Caroline would action this request.

Cllr Alvey commented that Nisha from the WMC was keen to work with WTC on future events. Cllr Barker suggested events for the younger generation which would in turn bring in families.

Cllr Roberts queried how the footfall of events would be measured and highlighted that we have no baseline figures that could be used in comparison. Cllr Carter commented that to measure footfall in and out of the town would be almost impossible but gathering information such as traders increased takings, the 'buzz' felt around town and the availability of parking etc would be a good indication.

ACTION: Caroline to update members on the event planned for 10th July and also a brief overview of all WTC forthcoming events

ACTION: Caroline to contact the Orbit for feedback on the recent Delorean car event

- **Love Wellington**

Caroline had given members a report from Sally Themans of Love Wellington. Caroline suggested that a report of this type should be presented as an agenda item at future E & C Meetings.

Members thanked Sally for the report and agreed that it would be most useful.

Cllr Roberts could not 'share' one of the LW posts, Caroline would let Sally know.

ACTION: Caroline to add Love Wellington as an agenda item.

- **Shropshire star advertising**

Caroline had been approached by the Shropshire Star as to whether WTC would like to promote Wellington on a 'Spotlight on Wellington' page.

As this contains sensitive commercial information it was agreed to move this item to the closed session.

9/21 Christmas Lights contract and sponsorship of the tree

As agreed this agenda item would be discussed at a closed session when this meeting finishes.

10/21 Social Media Analytic Report

Cllr Davis reported that over the past month WTC had another 25+ page likes which was good as there were no council events and Councillors were busy with elections.

There had been an increase in video views (4276) with people even watching and commenting on the test videos that he had done in preparation for this meeting. The announcement of our new Councillor Crispin Barker reached over 1000 people. Cllr Lowe asked if the analytics were available for the Wellington Festival, Cllr Davis replied that he didn't have that information to hand but would happily provide them for Cllr Lowe.

ACTION: Cllr Davis to provide analytics for Cllr Lowe

11/21 The future of the Wellington Festival

Cllr Lowe asked fellow members what they liked and disliked about the festival. Comments were received as follows:

- Art Gallery moved from each picture too quickly and couldn't be paused. (Caroline did update member's that the facility to pause was available but would ensure it would be more visible next time)
- The question was raised again about if the festival would be once or twice a year
- Even with lockdown restrictions eased some virtual events should still be included in the next festival as they have a wider reach
- Railway event was well narrated and illustrated

Cllr Lowe went on to say that the festival had come in under budget and this was mainly due to the outside help with filming and IT being charged at below commercial rates.

Additional help is required and Cllr Lowe reached out for additional Councillors to join the working group. Cllr Alvey apologised for his absence from the festival due to ill health.

Cllr Roberts suggested that Cllr Lowe should take advice from Cllr Fairclough who chaired the festival over numerous years, Cllr Lowe confirmed that Cllr Fairclough had already volunteered to join the committee. Cllr Roberts also suggested inviting community groups back onto the festival working group. Cllr Lowe would take this to the festival committee when they next meet.

12/21 Date and time of next meeting – Tuesday 29th June 2021 at 4pm.

The Committee then went into a closed session.

ACTIONS:

ACTION: Caroline to meet with the Orbit re OAP event

27.5.21

ACTION: Caroline to update members on the event planned for 10th July and also a brief overview of all WTC forthcoming events

ACTION: Caroline to contact the Orbit for feedback on the recent Delorean car event

ACTION: Caroline to add Love Wellington as an agenda item.

ACTION: Cllr Davis to provide analytics for Cllr Lowe