

Wellington Town Council



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EVENTS AND COMMUNICATIONS COMMITTEE

Minutes of the meeting held via Zoom on **Tuesday 26th January 2021** commencing at 4.00pm via Zoom.

Present:

Cllr Davis
Cllr Tomlinson
Cllr Hall
Cllr Lowe
Cllr Carter
Cllr Pat Fairclough, ex officio

In attendance: Paola Armstrong – Events Co-ordinator

37/20 Welcome and Introductory Remarks

Cllr Davis welcomed members to the meeting. Expressed his gratitude to PA for stepping in. Would like to send well wishes to both Caroline and Andrew.

38/20 Apologies for Absence

Cllr Alvey, ongoing, due to health reasons. Cllr Pierce. Apologies accepted.

39/20 Declarations of Interest

For transparency, Cllr Davis declared that his company had taken advantage of the free advertising of the digital notice board.

40/20 To confirm the minutes from the last meeting dated 24th November 2020

Proposed by Cllr Tomlinson, seconded by Cllr Carter, and **RESOLVED UNANIMOUSLY** that the minutes of the 24th November were a true and accurate record.

41/20 Matters arising from those minutes:

29/20 (iv) Cllr Davis asked members to think about what additional events they would like to see added to the current annual list. It was suggested that we 'Piggy Back' on Rob Francis's Sounds in the Square events.

26.01.21

**Caroline to add the new virtual May Festival and a section for Easter ideas.
PA commented that this had been done.
Cllr Lowe to give a festival report. Cllr Davis asked for it to be done at the end.**

33/20 (i) Cllr Lowe requested that the old version of the newsletter is replaced with the new version in the market and town outlets

PA noted that this had been done.

33/20 (ii) Cllr Tomlinson stated that a paid service should offer 100% delivery success. Cllr Carter said that there would always be some discrepancies and we need to manage our expectations.

Caroline was asked to again look into alternative companies. PA commented that CM had done this and everyone agreed that they had seen the quotes.

42/20 Correspondence: Urgent matter for consideration:

Suggestions of a film for the OAP event at the Orbit
It was decided that this would be moved to the next meeting.

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

43/20 Digital Board Free Advertising

This was free during lockdown and a number of businesses took up the offer. Cllr Lowe proposed that this continued to be free until the end of the year 2021, but costs for the artwork to be sourced by the businesses themselves and Cllr Tomlinson seconded. Cllr Carter commented that this needs to be promoted and need a comms plan alongside it, especially with recommending local businesses who can help with the creation of the adverts. Unanimous votes in favour.

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

44/20 Facebook Insights / Engagements

Verbal report from Cllr Davis, who still has access to the WTC FB and Twitter. There has been an increase in followers. No posts for the last few weeks due to staff shortages.

ACTION: Cllr Davis to ask the Clerk to suggest alternatives on who can do the posts whilst the members of staff are off

PA commented that there had been no requests that she was aware of. Cllr Davis suggested that the Census information be put on as a post. PA confirmed that the details had been received, but were in written form (not a social media form).

45/20 Agree date for 2021 Christmas light switch on event

It was unanimously agreed that the date for the Christmas light switch on will be Saturday 20th November 2021.

A discussion was had about whether to include the funfair. It was decided that more information would be required before a decision could be made.

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.

46/20 To agree that we use Royal Mail for the distribution of the Newsletter and the costs involved

A discussion was had about the delivery of the magazine (hard copy and digitally). Cllr Davis proposed we use Royal Mail and was seconded by Cllr Carter. Unanimous vote.

The chair invited the festival verbal report and asked for an agenda item for festival for future meetings. Cllr Lowe gave an update on the Wellington 25th Anniversary Festival plans

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

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

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

Cllr Davis would like to thank the Festival Working Group

ACTION: PA to send Cllr Davis an invite to the next Festival Meeting on 3rd February 2021

47/20 Date and time of next meeting – Tuesday 23rd February 2021 at 4pm.

Agreed.

ACTIONS:

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

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

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

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