

Wellington Town Council



Town Clerk
KAREN ROPER
B.A (Hons), DMS
Civic Offices, Larkin Way
Tan Bank, Wellington
Telford TF1 1LX
Tel: 01952 567697
Fax: 01952 567690

Town Mayor
Cllr Paul Davis

Email: wellingtontowncouncil@telford.gov.uk
www.wellington-shropshire.gov.uk

EVENTS AND COMMUNICATIONS COMMITTEE

Minutes of the meeting held on **Tuesday 27th July 2021** commencing at 4.00pm.

Present:

Cllr Davis
Cllr Lowe
Cllr Pierce
Cllr Barker
Cllr Carter
Cllr Hall
Cllr Roberts

In attendance: Andrew Roberts – Deputy Town Clerk

26/21 Welcome and Introductory Remarks

Cllr Carter welcomed members to the meeting.

27/21 Apologies for Absence

None had been received.

28/21 Declarations of Interest

None were received

29/21 To confirm the minutes from the last meeting dated 29th June 2021

Proposed by Cllr Hall, seconded by Cllr Lowe, and **RESOLVED UNANIMOUSLY** that the minutes of the 29th June 2021 were a true and accurate record.

30/21 Matters arising from those minutes:

It was noted that the actions listed on the agenda had been completed.

31/21 Correspondence:

It was reported that none had been received.

27.7.21

32/21 Philip Larkin Day

It was noted that Marc Petty had addressed the Festival Committee and that discussions would continue within the Festival Committee at this stage.

33/21 Love Wellington

There was nothing specific to report. Cllr Barker commented that in his recent visits to the Town he acknowledged that there was a bit of a buzz within the Town. Cllr Carter referred to the various events that had been organised which had been well supported and that feedback had been received which had been circulated. He stressed the importance of maintaining the momentum and that the message of positivity needed to be continually reinforced.

Cllr Lowe wished to record the recent opening of the Youth Market and the forthcoming Saturday evening event of the Market, which hopefully, would also be of assistance in supporting the Town.

Cllr Pierce referred to the success of the Telford & Wrekin Council event that was held on the 10 July, which again was well supported and was an excellent event.

34/21 Social Media Analytic report

Cllr Davis had circulated his report in advance of the meeting – and highlighted the following:

Over the last 28 days, the posts that had been posted by the Town Council had reached in excess of 12,000 people. This had resulted in 34 new page likes and that there had been 36 new followers. He commented that total page likes were in excess of 2,000, which was quite a large percentage of the local residents, although it was acknowledged that a proportion of these were outside the locality. It was further noted that there was a portion of the population that did not have access to social media. Cllr Davis also reported that the Town Council had continued to close the gap when comparison was made to other Parish and Town Councils, which was a positive effect. Cllr Hall enquired as to how many Parish and Town Councils were being reviewed when measuring the effectiveness of the Town Council and were the Town Council ranked in comparison. Cllr Davis confirmed that upto 12 other Councils were being comparatively assessed and that at present the Town Council ranked fifth.

Members were advised that there had been a shift in page engagements from the continued work of the WEST team to the Family Fun Day events, Sounds in the Square, Town Mayor attending at new local businesses opening etc. He referred to the recent video of the Steel Band within the Square, which had attracted over 1,100 individual views, and had been noted to be of success. Cllr Davis acknowledged that the posting of this video was a credit to Caroline, Members wished to associate themselves to this remark.

Cllr Davis acknowledged the forthcoming holiday period would result in less officer time being available and a possible lull in regular postings – but stressed the need for scheduled posts being prepared.

Cllr Carter thanked Cllr Davis for his ongoing work in this regard, and that any human elements should be highlighted with reference to the Fun Day events.

35/21 Wellington Festival

Cllr Lowe addressed members reporting on the previous meeting of the Festival Committee. He reported that the two trophies for the resident poet and the winner of the short story competition were due to be presented hopefully in September. It was also planned that the nine awards for the recently held school poetry completion would also hopefully be presented in September when the schools returned.

Members were also informed of the discussions surrounding the Philip Larkin 100th anniversary and as to whether this event would be a keystone of the Festival or not. The Festival Committee felt that it shouldn't dominate the Festival, but that the event would warrant a separate event or events, it was reported that further discussion would be held in this respect.

The Committee had reflected and decided on a mission statement highlighting that the Festival remained free at the point of delivery and celebrated the local and nationally recognised creativity of the visual arts, music, theatre, the written and spoken word.

Members were informed that no specific events had been identified at this time and that further discussions would be held having regard to previous events and venues. A further meeting would be held with Heather Reid, Amanda Jenkins, Sue Crampton and Helen Donoghue seeking the best way to integrate poetry into the local schools and the future delivery of the Peggie Harrison Poetry competition. The Committee were advised that some of the previous virtual events would be repeated and that also there was a need to celebrate local diversity within the Community.

Cllr Davis enquired as to whether any thought had been given to invite Benjamin Zephaniah within the Festival and Cllr Lowe confirmed that this suggestion would be explored further.

Cllr Carter referred to the possibility of using the new performance area within the market, for a Festival event.

36/21 Date and time of next meeting – Tuesday 24th August 2021 at 4pm.

Items for next agenda

Queens Jubilee – 2022

Possible Events for 2022 – Cllr Carter requested members to think about possible events that could be considered further.

Communication Protocol and Strategy

The Committee then went into a closed session.