

# Wellington Town Council



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## **EVENTS AND COMMUNICATIONS COMMITTEE**

Minutes of the meeting held on **Tuesday 29<sup>th</sup> June 2021** commencing at 2.00pm.

### **Present:**

Cllr Davis  
Cllr Tomlinson  
Cllr Lowe  
Cllr Pierce  
Cllr Barker  
Cllr Carter  
Cllr Roberts

**In attendance:** Caroline Mulvihill – Events and Communication Manager

### **12/21 Welcome and Introductory Remarks**

Cllr Carter welcomed members to the meeting and thanked them for being flexible with the earlier start time of 2pm.

### **1321 Apologies for Absence**

Apologies were received for Cllr Hall via Cllr Roberts.

### **14/21 Declarations of Interest**

None were received

### **15/21 To confirm the minutes from the last meeting dated 25<sup>th</sup> May 2021**

Proposed by Cllr Lowe, seconded by Cllr Tomlinson, and **RESOLVED UNANIMOUSLY** that the minutes of the 25<sup>th</sup> May 2021 were a true and accurate record.

## **16/21 Matters arising from those minutes:**

ACTION: Caroline to meet with the Orbit re OAP event – Caroline and Damian had spoken and Damian was now looking into what films from the list we provided he could obtain.

ACTION: Caroline to update members on the event planned for 10<sup>th</sup> July and also a brief overview of all WTC forthcoming events – Caroline explained that due to a large funeral taking place on the 10<sup>th</sup> July that the Wellington Brass Band and festival competition winner awards had been postponed. T & W activity on this day would begin after 1pm and be situated away from the Church.

Cllr Davis requested a list of future events to be circulated. Caroline confirmed this had been done and the poster had been put on noticeboard's and on social media / website.

**ACTION: Caroline would check that Love Wellington business group had been sent a copy via the WhatsApp group too.**

Sounds in the Square will start on 3<sup>rd</sup> July and Anthony Nicolls and his staff had very kindly offered to assist in helping David Busby set up. Cllr Barker extended his thanks to them for their help.

Cllr Carter expressed what a huge success the Rotary Harley Davison bike event was that had taken place on 26<sup>th</sup> June. Caroline agreed and stated that a steady flow of people came throughout the day and the Rotary themselves were very happy. Cllr Barker mentioned that he had attended the event and spoken to the Rotary who expressed their thanks to Caroline and said how helpful she had been through the booking process and on the day. Cllr Carter also thanked Caroline and the team for their assistance on this event.

ACTION: Caroline to contact the Orbit for feedback on the recent Delorean car event – Great feedback was received and various photos from the public on social media. Members congratulated the Orbit n a successful event.

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

ACTION: Cllr Davis to provide analytics for Cllr Lowe. Done

## **17/21 Correspondence: Urgent matter for consideration:**

- Caroline had been approached by the Shropshire Prostate Cancer Support Group, they have enquired if WTC would be prepared to again sponsor the testing event scheduled at AFC Telford on 6<sup>th</sup> September o the value of £3k. Cllr Carter and members agreed to support in principle for recommended they apply through the grant application process.

**ACTION: Caroline to send grant application form to them**

- Caroline explained that the Federation of Morris dancers had declined to play on 17<sup>th</sup> July as part of the Sounds in the Square due to government guidelines. The Telford Steel band would now be replacing them.

### **18/21 Christmas Lights contract**

Cllr Carter explained that he would be meeting with Cllr Delauney and Caroline this week and would report back at the next meeting.

Cllr Tomlinson asked if the contract would be 3 or 5 years, Cllr Pierce requested that the maintenance is also covered in the contract. Cllr Lowe would like to see lights extended down Market Street now that the Pheasant and Tony's of Wellington are located there. Cllr Carter would cover all these points at the next meeting.

Cllr Davis asked if there was an asses list, Caroline confirmed that this had been received.

### **19/21 Bowring events – ensuring Covid safety.**

Caroline explained that all six events had a total of 100 booked.

Government restrictions were due to be relaxed on the 19<sup>th</sup> July, a day before the events start, and Caroline raised concerns if another extension was made to the lockdown.

Cllr Carter offered to assist Caroline in ensuring we have a 'Plan B' and stressed the importance of clear communication on social media to the public.

Cllr Davis and Barker offered their assistance on the event days.

### **20/21 Digital Board Free Adverts**

Caroline had been uploading free adverts from Wellington businesses' throughout lockdown and asked members if this should continue.

After a brief discussion it was agreed to keep this offer of support running for another 3-6 months.

Cllr Lowe suggested that the number of adverts on the screen should be limited.

Cllr Davis stated that the adverts we would like to be seen for longer can be scheduled to have a longer screen time.

### **21/12 Adoption of Communications and Policy documents**

Caroline explained that a meeting to complete these documents had taken place but another was scheduled at the end of July so therefore this agenda item would be moved to the August meeting.

**ACTION: Move to Augusts Agenda**

### **22/12 Love Wellington Update Report:**

Caroline had previously circulated the report that Sally Themans had kindly written and asked members for any comments adding that the Telford Journal had since approached Sally and said they would like to do a 'Wellington Feature' about new shops and businesses opening.

Cllr Roberts said that Sally had met with the High Sherriff regarding tourism and asked what he feedback of that meeting was.

**ACTION: Caroline to contact Sally and ask for feedback on het meeting with the high Sherriff.**

Cllr Roberts also raised concerns about what she felt was a lack of guest houses and the promotion of them to encourage walkers who come to the area to stay overnight.

Cllr Pierce mentioned that part of the Friends of Wellington Station new bid was to promote Wellington and its facilities.

Cllr Lowe said we needed to promote Wellington at a National level to which Cllr Pierce confirmed that the Wellington Walkers are Welcome do have a page in the Walkers are Welcome national magazine. Cllr Barker requested a link to this publication.

### **23/21 Social Media Analytic report**

Caroline had previously circulated a report that Cllr Davis had kindly prepared. Cllr Davis informed members that WTC had received a 3.8% rise in post likes, 70 new followers and reached over 40,000 people.

The gender split of our viewers was 2/3 women and 1/3 men with 76% of those falling into the 25-64 category.

Cllr Tomlinson thanks Cllr Davis for providing this information

Cllr Barker said this was an opportunity to focus on attracting more male viewers.

Cllr Lowe asked for Cllr Davis to break the age bracket down smaller for the next meeting.

Cllr Davis suggested using sites such as 'Days out with the kids' to promote children's events if take up is slow.

### **24/21 Wellington Festival**

Cllr Lowe addressed members stating that they have had one meeting since the festival which was a 'wrap up' session of what they felt worked and what didn't. The next meeting was on Wednesday 17<sup>th</sup> at 10.30am and invited all to attend. The 2022 festival would take place on Friday 6<sup>th</sup> – Sunday 8<sup>th</sup> May 2022 (avoiding bank holidays and Platinum Jubilee)

A mission statement (for the 2022 festival) was being discussed to keep the festival focussed. Caroline had been helpful and had passed her experience of what events worked and what didn't in her experience from co-ordinating the festival over previous years.

The Larkin Society had approached Marc Petty about doing an event to commemorate Larkins centenary, after a brief discussion it was agreed to keep this event separate to the festival.

Cllr Lowe asked members for their comments, they were received as follows:

- A virtual festival reached more people overall than a standard festival would, with over 1000 views on the website.
- Virtual events should still appear in May 2022 festival
- Cllr Tomlinson offered to help when she could around family commitments
- An advert in the 'This is our Wellington' magazine should be inserted asking the public what type of events they would like to see.
- Checking the school curriculum to see if the festival can provide an event that the children are studying
- Social platforms such as Instagram should be utilised
- Run a Facebook Poll asking the public what they would like to see

**ACTION: Caroline to add advert into TIOW magazine for festival**

**25/21 Date and time of next meeting – Tuesday 27<sup>th</sup> July 2021 at 4pm.**

**ACTIONS:**

**ACTION: Caroline would check that Love Wellington business group had been sent a copy of the 'What's On' poster via the WhatsApp group too.**

**ACTION: Caroline to send grant application form to Prostrate Cancer Support Group**

**ACTION: Move the adoption of the Communication Protocol and Strategy to Augusts Agenda**

**ACTION: Caroline to contact Sally and ask for feedback on her meeting with the high Sherriff.**

**ACTION: Caroline to add advert into TIOW magazine for public feedback on the Wellington Festival.**