

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 Pat Fairclough

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

EVENTS AND COMMUNICATIONS COMMITTEE

Minutes of the meeting held via Zoom on **Tuesday 31st March 2021** commencing at 4.00pm via Zoom.

Present:

Cllr Davis
Cllr Tomlinson
Cllr Hall
Cllr Lowe
Cllr Carter
Cllr Pierce
Cllr Fairclough – In Part

In attendance: Caroline Mulvihill – Events and Communication Manager

60/20 Welcome and Introductory Remarks

Cllr Davis welcomed members to the meeting. This was the first live broadcast on Facebook so viewers were also welcomed.

61/20 Apologies for Absence

No apologies were received

62/20 Declarations of Interest

None

63/20 To confirm the minutes from the last meeting dated 23rd February 2021.

Proposed by Cllr Tomlinson, seconded by Cllr Lowe, and **RESOLVED UNANIMOUSLY** that the minutes of the 23rd February were a true and accurate record.

64/20 Matters arising from those minutes:

Minute 49/20 - ACTION: Caroline was tasked with contacting Shifnal Council to ask their opinion on the event. ACTION: Caroline to speak with trusted traders and gauge their opinions - – this was done and feedback shared

Minute 54/20 - ACTION: Caroline to pass film suggestions onto the Orbit – DONE and waiting for response from the Orbit

ACTION: Caroline to forward Twinning email to local schools for response.- DONE
Cllr Lowe added that a zoom meeting had taken place and that the project was progressing.

Minute 55/20 - ACTION: Caroline to provide Facebook Analytics monthly - DONE

ACTION: Caroline to identify the status of the Liaison working group – Sally Themans and Cllr Davis progressing

Minute 56/20 - ACTION: A digital copy of the newsletter would be circulated when received – DONE. Problems were encountered with the ‘boosting’ of posts but that was being looked into and an email list of those who would like it sent has been started.

Minute 57/20 - ACTION: Caroline to add Communications Protocol and Strategy to the next agenda – DONE and covered later on the agenda.

65/20 Correspondence: Urgent matter for consideration:

Karting Event:

Caroline explained that she had been contacted by a member of the public about organising a potential kart race around Wellington.

Cllr Davis stated that he had seen the correspondence and that more detail would be needed so that an informed decision could be made. **ACTION: Caroline to obtain further details such as route, type of Karts, Marshalling, Insurance and Road Closure details.**

66/20 Post Covid community event suggestions

Cllrs raised concerns about any event becoming a ‘super spreader’ event. It was agreed that it would be good for morale to have something to look forward to be ultimately it was decided to ‘ring-fence’ the budget for this event and wait until restrictions have been lifted.

Cllr Davis mentioned that there are three T & W events planned in the Bowring Park, a month of Saturday music entertainment (Sounds in the Square) currently being looked at by Caroline and Rob Francis and that it would be good to have guidance from T & W as to what the rules and regulations are around events and Covid. **ACTION: Caroline to speak to T & W regarding guidance**

67/20 Decision on Fair taking place in November

Caroline had obtained feedback from business owners and traders and after a brief discussion Councillors still had concerns. Cllr Carter clarified that Wellington Town Council could only support, or not support, the event and that ultimately it was a decision that the borough, Telford and Wrekin Council would take. **ACTION: Caroline to contact Mark Blackstock.**

68/20 Update on Newsletter / Digital delivery

Caroline confirmed the delivery had been completed and that she was aware of only 7 households not receiving their copy. This has been reported to Royal Mail and a response will be given in 7-10 working days.

Cllr Davis felt that 7 out of thousands of household's was a great success rate and agreed it was the right decision to use Royal Mail.

Everyone agreed the newsletter had been positively received and thanks were given to those involved in the production.

Cllr Hall requested a breakdown of the Newsletter cost. **ACTION: Caroline to send the breakdown to Councillors.**

69/20 Christmas Lights

Caroline was requested to obtain an inventory list of the current Christmas Lights stock, this was shared with Councillors.

Comments were made regarding the delay in the installation of the surrounding area lights. **ACTION: Caroline to speak with CMK and gain a plan of installation**

Cllr Pierce highlighted that no lights were erected at the Brooklands and asked the reason for this. Caroline said historically lights had been installed there and she would look into it.

ACTION: enquire as to why there were no lights at the Brooklands.

A date of 20th November was agreed for this year's Christmas Light Switch On Event – restrictions permitting.

70/20 Family Fun Days – Bowring (T & W x3 events)

Caroline explained that annually six events were scheduled on a Tuesday in the summer school holidays. Councillors agreed that as these events are outside and in a large open area that Caroline should again start planning these events ensuring guidelines are followed.

Cllr Davis requested that all potential events are uploaded to the WTC website;

ACTON: Caroline to implement

71/20 Social Media Analytic Report

Cllr Davis reported that in the timescale of 2nd March to 29th March WTC had seen an increase of 10% on page views. The last post (regarding car parking) had reached 11,500 people. Engagements were up 59% but page likes were slightly down.

He explained that these figures were important so that we can keep an eye on public engagement and communicate better.

72/20 Changes to website

Cllr Davis stated that the WTC website needed to be refreshed as some areas were

out of date and missing information. Caroline had implemented changes and now the website was more attractive to visitors. More changes were planned and were planned for later in the year.

73/20 Communications Protocol and strategy feedback

Caroline had not received any feedback, Cllr Davis encouraged Councillors to read and send any amendments to Caroline.

74/20 Report from the Wellington Festival Committee including Budget spend.

Cllr Lowe talked Councillors through the festival line up.

There were ten events included in the virtual festival with only three not being recorded. The seven that are being recorded will be uploaded to the WTC website for all to access at any time.

A memorandum of understanding had been signed for the resident poet and the administration rights for the festival Facebook page had been sorted. Cllr Lowe had also featured on BBC radio Shropshire twice.

No hard copy brochure had been commissioned this year but the festival had agreed to pay for an extra 300 copies of the 'This is our Wellington' magazine so that the featured festival double page also hit Haygate Fields housing estate. It was suggested that a virtual brochure could be compiled.

On the Festival budget spend Cllr Davis queried why the chair of the festival committee had not followed due process and presented a request to Events & Communications to approve printing and distribution of additional copies of the magazine. Also noting that Haygate fields, currently falls under Wrockwardine Parish Council. So not to exclude local residents, perhaps concentrating spend on digital advertising via social media would be a better approach and more cost effective.

Paola was thanked for all her hard work in pulling the festival together.

A contingency of £490 was allocated to Neil Clarkes talk this may, or may not, be needed. No other comments were made regarding the festival budget. Cllr Davis proposed, Cllr Tomlinson seconded, and it was resolved unanimously that the festival budget spend was confirmed.

75/20 Marc Petty – LA21 Film – Virtual festival

Cllr Lowe explained that Marc Petty (LA21) was planning a Historical Literary Walk around Wellington for 2022. This was not part of the festival so it was agreed that this should be a separate agenda item for E & C. **ACTION: Cllr Lowe to send Caroline details.**

Cllr Lowe also expressed that the festival committee needs more Councillors sitting on the working group.

76/20 Date and time of next meeting – Tuesday 27th April 2021 at 4pm.

ACTIONS:

ACTION: Caroline to obtain further details about the Kart Event such as route, type of Karts, Marshalling, Insurance and Road Closure details.

ACTION: Caroline to speak to T & W regarding covid guidance

ACTION: Caroline to contact Mark Blackstock regarding Funfair

ACTION: Caroline to send the breakdown of Newsletter costs to Councillors.

ACTION: Caroline to speak with CMK and gain a plan of installation and to enquire as to why there were no lights at the Brooklands.

ACTON: Caroline to implement events on WTC website

ACTION: Cllr Lowe to send Caroline details of Marc Petty's walk