

# Wellington Town Council

**Town Mayor**  
Cllr Dorothy Roberts



**Town Clerk**  
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## WELLINGTON FESTIVAL WORKING GROUP

Minutes of the meeting held on 1<sup>st</sup> June 2022 in person commencing at 10:30am.

Present

Cllr A Lowe (Chairman)	<b>Apologies:</b>
Cllr J Pierce	Cllr P Fairclough
Cllr Joan Gorse	
Paola Armstrong	

### 1. **Welcome and introductory remarks.**

Cllr Lowe welcomed everyone to the meeting and thanked everyone for their hard work.

### 2. **Declaration of Interest:** None

### 3. **Apologies for absence:** Cllr P Fairclough

### 4. **To confirm the 'notes' from the last meeting on 4<sup>th</sup> May 2022**

Cllr Gorse confirmed and Cllr Pierce seconded

### 5. **Matters arising from those minutes**

None

### 6. **Feedback (using Edward de Bono's method of The Six Thinking Hats)**

#### Red Hat – emotion

JP: Disappointed at the attendance levels and exhausted with how much work went into the festival.

JG: had lower expectations with regards to attendance, but thought it went well.

AL: 26th Festival did not quite "take off" as hoped: message did not get through to our target audience or else we did not "inspire"

Possibly covid hesitancy or a sense that Festival "not for us"

Comments picked up included "I came to Wellington but couldn't see a festival", nothing appealed to me, Festival? what Festival?

I loved the events personally and enjoyed the entire weekend but am not sure that we have really struck a chord with many Wellingtonians.

Should there even be a 27th Festival?

PA: a LOT of work but not sure it's what people wanted

### White Hat - Facts and Figures

The facts and figures were discussed. Apart from a fantastic attendance of about 250+ at Godspell, most events were not very well attended.

PA: The festival came in under budget.

Over 1,000 emails were received and over 1,000 sent.

PA dealt with over 100 different people and attended 60 meetings/site visits etc

Marketing – appeared in Shropshire Star 3 times, on Radio Shropshire 5 times and many social media posts, live streams, on WTC website/FB and LW

Over 60+ hours of overtime required of officer time

AL: 200+ at Godspell

18 at 4pm Bee Talk

Full house at 1st Calligraphy

Meet The Authors seemed well attended

40+ at Lesley Smith

Considering the poor visibility, good attendance at top of Wrekin for the pigs

### Yellow hat - what went well

JP: Godspell was the hit of the festival.

Brought community together, well attended. What a festival is all about.

Would like to replicate this type of event.

Poems and Pints – very enjoyable.

The team were well organised and worked well together.

Everyone was reliable and committed to the long weekend.

Felt we ticked every box.

Lesley Smith was fantastic – especially as she'd had an eye op.

The rebranding of the festival really worked well.

To get it under budget – we did very well.

JG

Really enjoyed Calligraphy workshop and Human Library.

Wrekin Rowers – excellent event and the format couldn't have been better.

Events in the square (Rick Cosco) was really great.

Things like the Art Exhibition – was very good (especially as someone else organised it).

Same as JP – well organised and all did as we should have done, all got on with each other and worked well.

AL

Enhanced sense of "place" and "our town"

All events were centrally located

Good advanced coverage via TIOW and the 3-fold distribution in Market Sq and outside Morisons

Radio Shropshire pushed Godspell

Weather good

Mayor very visible

Godspell was a triumph and a community event

Meet The Author seemed to go very well

Brass Band and Rick Cosco brought a buzz to town

Planning and RA were faultless

Marketing was well prepared and not producing a costly festival specific brochure seemed a good idea

PA

Planning started in August and it was well structured.

We met our objective (that was set in Aug/Sept).

Communication between team members was very good.

Festival team members pitching in.

New ideas were well received and there was enthusiasm to try new things, whilst keeping some of the old favourites.

The events in the square were a great visual and people loved it.

Wellington residents were asked what they wanted.

Logo design (got there in the end) was fantastic.

All promotional material looked very striking.

The marketing was exceptional – stories in the local paper, great PR, flyer, website and magazine content was excellent etc (so very well advertised).

Great communications with all acts, venues etc

The events that took place were all excellent and enjoyed by those who attended – have had positive feedback.

### Black Hat - things that didn't go too well

JP

We're a very small group.

Not happy with lack of involvement from other Cllrs.

Too much for the small team of hosts.

JG

Do we want to go ahead with the next festival?

Over extended ourselves with this program (too many events)

Too many events on at the same time

If something appeals to a small group of people, is it what we should be including in the festival?

Program of events at The Orbit

No big name

AP

Unticketed events sow confusion and doubt

Free events are counter-intuitive

Different locations around town mean that people may ask "well, where is this Festival then?"

Arts, culture, literature, music: that's not for me!

Wellington is not "my place" (view held by residents of Shawbirch and sadly by many from wards in Wellington centre too who go out of town to shop and spend)

The Orbit? Where's that?

Wrekin College? Where's that?

The Belfrey? Where's that?

COLDS? Where's that?

At least most folk know where the library is and Market Square!

PA

Not what people wanted

Too many events

Not enough involvement from other people (hosts or attendees)

Too much of officer time and resource

Too much work put on the Cllrs of festival team

Perhaps the events at The Orbit should have been free  
No one really responded to suggestions  
Unticketed/first come first served caused a bit of a problem  
Wrong objective (only see with in hindsight – but shows the importance of setting the correct objective)  
Request for suggestions was not overwhelming  
What purpose did the festival serve?

A discussion was then had about the future of the festival.

AL to send an email to the Mayor and all members of the festival team and to Chair and Deputy of E&C, to advise them that it was decided not to pursue a Wellington Festival for May 2023 due to PURDAH and that a decision will be taken by the new council after May 2023.

**7. Any other business**

Poetry Presentation – only had 1 response so far.

Final budget - not had all the invoices back yet, but including the 2 outstanding invoices, the festival has come under budget.

**8. Date and time of next meeting**

To be confirmed.

This meeting began at 10:30am and was concluded at 12:00pm