

Wellington Town Council

Town Mayor
Cllr Phil Morris-Jones MBE



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PROMOTIONS & LIAISON COMMITTEE

Minutes of the meeting held at the Wellington Civic Offices on **Wednesday 25th May 2016** commencing at 11.00am.

Present:

Cllr Karen Tomlinson
Cllr Sherrel Fikeis
Cllr Pat Fairclough
Cllr Dennis Allen
Cllr Lee Carter
Cllr Phil Morris-Jones
Cllr Sylvia Hall
Cllr Brittain
Cllr Angela McClements
Cllr Dorothy Roberts

John Sweetland
Fay Easton
Bob Coalbran
Ross Vickers
Jean Wordsworth
Julie Sankey

In attendance: Caroline Mulvihill, Assistant to the Town Clerk.

1/16

Welcome and Introductory Remarks

Cllr Tomlinson welcomed everyone to the meeting and all Committee members introduced themselves.

For clarification the following Councillors were identified as being authorised to vote:

Cllr McClements, Cllr Carter, Cllr Tomlinson, Cllr Hall, Cllr Fikeis, Cllr Brittain and Cllr Mason-Morris.

2/16 Election of Chair.

Proposed by Cllr Tomlinson, seconded by Cllr McClements that Cllr Carter be nominated for Chair.

Proposed by Cllr Hall, seconded by Cllr Brittain that Cllr Fikeis be nominated for chair. A vote was taken and it was agreed that Cllr Carter take the Chair for the next twelve months.

Cllr Carter then took the Chair.

Election of Vice Chair

Proposed by Cllr Carter, seconded by Cllr McClements that Cllr Tomlinson be nominated for Vice Chair.

Proposed by Cllr Brittain, seconded by Cllr Hall that Cllr Fikeis be nominated for Vice Chair. A vote was taken and it was agreed that Cllr Tomlinson was to be Vice Chair for the next twelve months.

Cllr Carter welcomed everyone, both old faces and new, to the meeting giving special thanks to Fay Easton (Shropshire Enterprise) and Julie Sankey (House of Evie) for taking the time to join the meeting.

The next twelve months Cllr Carter explained he would like to see a more business focussed Committee that delivers. The emphasis would be on everyone working together to increase footfall to the town transcending into increased business.

3/16 Apologies for Absence

Ian Davies, Cllr Mason Morris and Hills Butchers

Apologies accepted

4/16 Declarations of Interest

Members only need declare any interest they may have in items of business in this Agenda. No declarations were received.

5/16 To confirm the minutes from the last meeting – Wednesday 27th April 2016.

Proposed by Cllr Tomlinson, seconded by Cllr Fikeis and RESOLVED UNANIMOUSLY that the minutes of the meeting held on 27th April 2016 be approved and signed by the Chairman of the meeting as a true and accurate record.

6/16 Matters arising from the last meeting minutes.

(i) **Minute 95/15 (i) Place Promotion Team:**

Cllr Tomlinson updated the Committee that off the back of the presentation that Sally Whitmore (T & W Destination Telford) gave at the last meeting she had then gone on to meet with Charlotte Cain to get a more in depth feel for the project. Caroline had sent Sally a list of names for a possible steering group and the Terms of Reference were yet to be finalised and signed off by Shaun Davis. Digital Screens, Totem and Finger Post signage were top of the discussion as being one of the first Pride in your High Street bids that could be applied for as Wellington is lacking in this area.

Ross Vickers highlighted that all signage must conform to the rules and regulations from English Heritage.

Proposed by Cllr Tomlinson, seconded by Cllr McClements and RESOLVED UNANIMOUSLY that a sub working group should audit Wellington Town Centre and ascertain hotspots where signage could be utilised. The size and location of these signs needed careful consideration. Three quotes should be requested and an update on this would be given at the next meeting but due to the tight times scale of 29th June permission was granted to the working group to proceed.

Bob Coalbran requested an update on the Train Station notice board, to which Caroline replied that it was being made by TENS and Donna would be calling to let her know when it was ready. The two that were ordered for the Market Hall had been delivered and just needed erecting by the Market Company.

(ii) **Minute 97/15 (i) Christmas Tree light colour, Victorian Market and date for working group meeting.**

Caroline had received several comments regarding the colour of the town's Christmas tree lights. It was put to the Committee to discuss.

Proposed by Cllr Tomlinson, seconded by Cllr Brittain that white lights should continue to be used.

Proposed by Cllr Fikeis, second by Cllr Brittain that coloured lights should be used. A vote was taken and it was agreed that white lights would continue to be used on the tree.

Caroline then went on to explain that due to the poor result of last year's Victorian Market a meeting with Fay Easton had resulted in the offer of the Wellington Indoor Market offering to host a Victorian Market and that they would stay open until 6.00pm on 26th November at the light switch on event. A token financial donation was requested to help populate Market Approach with stalls to entice the public into the Market Hall.

Fay also had meetings lined up with Marcus Bean who hosted 'Eat Street' in Shrewsbury and Beth Heath who organises the Shrewsbury Food Festival and the upcoming Telford.

It was agreed that the Christmas team, consisting of the following member's: Cllr Tomlinson, Cllr Fairclough, Cllr Brittain, Cllr Morris-Jones, Ross Vickers and Jean Wordsworth would help to move this forward with Fay Easton and Julie Sankey.

(iii) **Minute 97/15 (iii) Bayley Mile – 20th anniversary feedback**

After a slow uptake of entries everyone was in agreement that this year was one of the best Bayley Mile races and it was felt this was partly down to three new schools who participated giving a good mix of Wellington and non-Wellington Schools.

Paralympian Mickey Bushell MBE did a sterling job of handing out the medals and thanks went to Ross Vickers who organised the Buckatree Hall Hotel providing free refreshments. There was also a good turnout of volunteer's to help marshal the course.

It was suggested that some areas of the course needed extra volunteers and signage to direct the children safely along the course.

Cllr Tomlinson then informed the Committee that several teachers had approached her to ask if the Bayley Mile could be moved to the third week in May to avoid SATS. A Frankie Williams, Partnership Development Manager and School Games Organiser for T & W, had offered to assist with coordinating the date to all local schools.

Proposed by Cllr Tomlinson, seconded by Cllr Brittain that the Bayley Mile should be moved to the third week in May but a meeting with Jim Mostyn of Wrekin College must be arranged before any further progress is made with this recommendation, the time of the races would also be re-evaluated.

7/16 Correspondence:

Map of Wellington Historic Town and Wrekin Forest Walks reprint.

Caroline explained that stock of the above leaflet had been depleted and a decision to reprint the leaflet needed to be made.

After a brief discussion it was agreed that a working group consisting of Bob Coalbran, Cllr Roberts, Ross Vickers and Caroline Mulvihill would meet and highlight any amendments that they feel may need making and then they would need to get a quote from Emerge Design on costs of a re-print and a re-print with changes to the original. Findings would be reported back to the next meeting.

8/16 Update from Fay Easton on Team Wellington

Fay handed around to the Committee a document containing some of the projects that Team Wellington were working on.

Unfortunately in the last seven weeks Wellington had seen eight shops and three banks close. Frank Lauriello and Fay Easton had visited local businesses and they all agreed that increased footfall in Wellington was key to other businesses surviving.

Fay's focus was to concentrate on small events, but to do them well, to attract visitors.

Wellington has good parking, good road links and a pedestrianised centre so this should be achievable.

Cllr Carter thanked Fay for all her hard work that she had put in of late. She was a breath of fresh air and her enthusiasm for Wellington was most appreciated and recognised.

Fay reported that a third party had been tracking footfall and an extra 1000 people had visited Wellington over the last five Tuesdays.

An idea of a 'virtual shop front' was being pursued, with a company from Ireland, that would have a QR code on it so that the public can vote with their mobiles on what they would like to see, instead of an empty shop.

Cllr Carter and Cllr McClements stated that they have it in their plans to contact the empty shop landlords to ask if displays could be used in their premises to give the shops back a bit of life and to help other business promotions.

It was agreed that a plan of the Indoor Market and the stalls that are present would be extremely useful to assist with promoting the Market and to let the public know what's available. Caroline / Fay to discuss with Dave Chapman.

9/16 Forthcoming events calendar and additional events for 2016/2017 including Rob Francis's events.

Caroline distributed Rob Francis's summer guide and a list of forthcoming anniversaries for information. Cllr Carter asked the Committee to look over these events and to think of any other events that they would like to see in the Council's diary emphasising the importance for everyone to work together.

Julie Sankey informed the Committee that she was a member of a classic car group and that over the years she had tried to put on a car show and drive round but had hit various obstacles along the way that preventing her taking the idea any further.

Cllr Tomlinson suggested a bid should be made to the Pride in your High Street for a Carnival due to the previous Carnival committee folding. Cllr Fikeis explained that Cllr Mason-Morris and herself had joined forces to try and revive the Carnival and had had several meetings discussing this. (It was mentioned that Lyndsay from the Coffee Den and Lyn Manville had expressed an interest to be involved if a Carnival Committee was launched)

Proposed by Cllr Tomlinson, seconded by Cllr Fikeis and RESOLVED UNANIMOUSLY that a bid should be made for a Wellington Carnival.

Proposed by Cllr Carter, seconded by Cllr Tomlinson and RESOLVED UNANIMOUSLY that quotes from three expert bid writers should be obtained to determine if it would be viable to employ a skilled person to write the above bids for the Council, preferable on a no win no fee basis.

Cllr Carter requested that any community events that are taking place over the next eight months should be fed back to the office so that they can be added to the Town Councils website therefore cross promoting and helping to attract an increased footfall.

10/16 Wellington Festival:

Cllr Fairclough reported to the Committee in Cllr Mason-Morris absence. Eddie the Eagle was the festival highlight this year and a civic reception would be held prior to this but with wine and nibbles, not a full buffet as per previous years. It was felt that expanding the Wellington Festival to include Arts, drama, music etc had definitely been the right path to take as the festival was now encroaching into four weeks and interest in being part of the festival was high. Caroline explained that it was proving increasingly difficult to secure venues due to long standing regular bookings. The newly refurbished Reichabeit Hall had been offered to the festival for free but there was concern over the lack of disabled facilities. Karen Roper, the Town Clerk, was to look into this. Suggestions of the Bayley Club and new Charlton School were given as alternative venues. Caroline to pursue. Cllr Carter then thanked Cllr Fairclough for all her hard work over the past years as Chair, to which all the Committee fully supported.

11/16 Walkers are Welcome:

Bob Coalbran informed the committee that both the Walking Festival brochure and new Walkers are Welcome newsletter were both now available.

Wellington Walkers are Welcome had been mentioned on the national website which was great exposure for Wellington.

12/16 To receive information on other future events and activities.

June 10 th	Lions Quiz evening for Vetran Soldiers at the Bayley Club
June 24 th – 26 th	Belfry youth performing Cinderella and Rockafella
July 9 th	Friends of Dothill School stall
July 30 th	50 th anniversary World Cup – Indoor Market vintage 60's day (Cllr Carter to pass Ron Flowers contact details to Fay Easton)
September 25 th	Arleston Memories Day
September 25 th	Mayors Civic Service 6.30pm All Saints Church
December 11 th	Mayors Carol Service 6.30pm All Saints Church

Cllr Roberts asked if the Town Council could produce a Bus Timetable brochure. It was agreed that Cllr Roberts, Cllr Carter and Stuart Hyde would discuss this further and if produced it should appear on the Councils website also.

Ross Vickers mentioned that the steps into the Wellington Leisure Centre should be cleaned regularly – Caroline to email Robin Glover.

Ross also mentioned the terrible state that the Bus Station was in, Caroline to speak with Karen Roper who was already acting upon a complaint that had been received into the office regarding this.

The new car parking restrictions had been published and within these King Street layby had been enforced to two hours maximum stay.

A Discussion was then briefly held around the possible recycling of the old Telford Centre Train Station bridge that was being replaced and how it could be recycled, the meeting was then called to an end.

13/16 To agree date and time of next meeting;

Wednesday 29th June 2016 at 11.00am.

Signed29th June 2016