

# Wellington Town Council

**Town Mayor**  
**Cllr Denis Allen**



**Town Clerk**  
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## **PROMOTIONS & LIAISON COMMITTEE**

Minutes of the meeting held at the Wellington Civic Offices on **Wednesday 31<sup>st</sup> May 2017** commencing at 11.00am.

### **Present:**

Cllr L Carter	Eric Westwood
Cllr D Allen	Ross Vickers
Cllr A McClements	Bob Coalbran
Cllr C Mason-Morris	Fay Easton
Cllr S Fikeis	Jean Wordsworth
Cllr J Alvey	

**In attendance:** Karen Roper – Town Clerk

### **1/17 Welcome and Election of Chairman**

Cllr Carter welcomed the Committee and called for nominations for Chairman for the ensuing year. Cllr Brittain nominated Cllr Fikeis and was 2<sup>nd</sup> by Cllr Alvey. Cllr Mason-Morris nominated Cllr Carter and was 2<sup>nd</sup> by Cllr McClements. A vote was taken and was tied 3 votes each. Cllr Carter used his casting vote in favour of electing himself as Chairman for the ensuing year.

**2/17 Election of Vice Chairman** – Cllr Brittain Nominated Cllr Fikeis and was seconded by Cllr Alvey, there being no further nominations Cllr Fikeis was elected as Vice Chairman for the ensuing year.

**3/17 Apologies for Absence** - Were received from Cllr Fairclough, Dorothy Roberts, Karin from the Forge, Caroline and Rev Tim Carter. Apologies were accepted

**4/17 Declarations of Interest** – None were declared at this point.

### **5/17 To confirm the minutes from the last meeting – Wednesday 26<sup>th</sup> April 2017.**

These were proposed by Cllr Morris-Mason, seconded by Cllr Brittain and **RESOLVED UNANIMOUSLY** that the minutes of the meeting held on 26<sup>th</sup> April 2017 be approved and signed by the Chairman of the meeting as a true and accurate record.

02.06.17

**6/17 Matters arising from those minutes:**

**(i) Update on POW** – Cllr Fikeis said that plans for the event were going well and most of the sponsors had been secured. It will open at 10.00am with the Brass Band, hosting a foodie market with performances from schools colleges and other acts celebrating music and culture throughout the ages and finishing with a firework display.

Ross Vickers asked about the banners that had been erected and the following points / questions were voiced:

- The Banners for POW went up on 19<sup>th</sup> May
- The Banners for the Midsummer Fare are not yet up
- Who had given permission
- What were the rules
- Was there a previous agreement made
- KR said she had received a telephoned complaint the POW banners were up and the Midsummer Fayre banners was not and the Fayre date being 10<sup>th</sup> June was before the POW
- Lions Day on Wheels said they had been informed by T&W that their banners could only go up one week before the event
- The Chairman said he understood this was discussed last year and it was agreed to limit to 2 weeks before the event and one week after.
- Cllrs McClements and Carter agreed to contact Telford & Wrekin as they felt that 2 weeks was not enough time to advertise this type of event and would clarify the current situation. Item to be placed on the agenda for next meeting so a report could be brought back to this Committee.
- Cllr Alvey said the POW was being delivered by a team of 4 and they could not be criticised for taking the initiative.
- The Chairman said these were 2 really big events and both needed to be successful, he hoped both organisations would work together to solve this issue. It was agreed that the POW Chairman (Cllr Fikeis) would contact the Midsummer fayre organisers to work out between them the best way to promote both events
- Ross Vickers said he did not know where the Midsummer Fare Banners were but was happy to compromise
- It was reported that Peter Morris Cars was very happy to assist in the promotion of events by use of his railings.
- Cllr Alvey on behalf of POW thanked the Town Council for the grant of £500.00.

**(ii) Allan Frost 'History of Wellington'** – It was agreed this leaflet was interesting and would assist in raising peoples interest and in bringing people to the town. Bob Colbran offered to distribute and members thanked him for his offer.

**(iii) Wellington Defibrillator Hotspots** – grant update. The Chairman said a survey was underway to identify where the machines are situated. He reported there was one in the Wellington Surgery which was only open restricted hours and

it would make more sense to re-install it into the chemist which is open much longer hours. Decisions can be taken once the survey is complete

**(iv) Christmas event update** - Fay Easton described the changes made resulting from last year's event.

- There will be market stalls in Crown Street and Duke Street
- A grotto for Santa
- A best dressed dog competition, Cllr Mason Morris suggested that Hilbrae and Roden dog homes are involved with this.
- Paul Shuttleworth had agreed to do the road show and MC role
- Sweets and Chocolate donation pledges had been secured by Kirsty from local firms
- Switch on dates had been agreed

**(v) Promotional chalk boards** – KR said they were working well and people seemed to like them.

**(vi) Promotional Photos** - Ross Vickers said that photos from the Artesian Market and the Bayley Mile had been passed on for promotional use. Cllr Carter suggested staff should tag in everyone to social media promotions on Facebook and twitter.

**7/17 Flag Flying Policy-** The Clerk read the current policy to the meeting and Cllr Allen said he would review it and bring back suggestions to this group.

**8/17 Forthcoming Events Calendar and additional events for 2017/2018**

- **International Women's Day** - Cllr McClements said that the suggestion from Cllr Mason Morris made at the last meeting to celebrate on **Thursday, March 8, 2018** should be taken forward.
- **First World War** - On 11<sup>th</sup> November 2018 it is 100 years since the First World War ended and Wellington should acknowledge this.
- **St Georges Day** - Cllr Carter suggested that St Georges Day is recognised and suggested working with Fay Easton to mark this in 2018
- **50 years of Telford and Wrekin Borough Council** – next year marks the anniversary and money will be available for individual towns to support activities. He suggested there was a whole programme of events organised to light up the town.
- **Help for Heroes** – it was commented that this event should be promoted and we should work with the organisers as it attracted between 2,500 – 3,000 people.

**9/17 Wellington Festival:** Update report - Councillor Mason-Morris reported the festival opens on 13<sup>th</sup> October headlining with 'Into the Arc', finalists from 'The Voice'. She gave members a list of events which included a Barbers Shop Choir, Rock and Folk Group, Comedy Night, Lesley Smith performance, films, poems, pottery workshop and a sculpture exhibition. Cllr Mason-Morris also mentioned the Celebrating Age events that were inviting groups, clubs and schools to hold an event during the week 1-8 October to highlight the rich diversity of activities

available to older people across the borough. She hoped to work alongside **Age UK Shropshire Telford & Wrekin** for mutually beneficial promotional purposes. Cllr Alvey said he felt the programme was varied and had a broader appeal. Fay Easton said the offer should bring people into town, Cllr Carter said this is an exceptional programme and thanked Caroline for all her hard work.

**10/17 Walkers are Welcome report & Proposal from Cllr Roberts 2<sup>nd</sup> by Cllr Alvey.**

- **Branding** - Cllr Alvey read out a fact sheet written by Cllr Roberts. She expressed her view that we are not making the most of the advantages we have and should be branding the town, suggestions were a 'Walkers are Welcome Town', or 'Wellington Gateway to Shropshire' or 'Wellington for Walking'. Logos and advertising materials, stickers and use of Social Media are all used to help to make people feel welcome. Bob Colbran said we should have Walkers are Welcome signs at the train station, together with leaflets, maps and other tourist information. The recently erected Noticeboard has been well received and is being put forward for a small projects award. Information should be improved and we should be working with the Borough to promote Wellington and its industrial heritage. Ross Vickers suggested the branding should be more open something like 'Wellington a Welcoming Town' promoting strands around food, culture and walking. Fay Easton said we need to positively promote the town but manage expectations, be honest but still focussing on the positive. Cllr Alvey commented there are strands and strengths to package up and we require the right package to attract people already visiting the Ironbridge and Southwater. Cllr McClements said she and Cllr Carter would have a round table discussion with Telford and Wrekin to explore what can be achieved. Cllr Allen said Wellington is also the gateway to Wrekin Forest, Bob Colbran said we need an identity of our own. It was agreed that Lee and Angela would explore the opportunities and bring recommendations back to the next meeting
- **Shropshire Way Main Route** – The Clerk had previously distributed an email to members asking if there were any objections from the Council to the proposal to re-route the Shropshire Way Main Route through Wellington Town Centre. It was decided by the Shropshire Way Association that the route should go through Wellington Town Centre to attract tourism and increase visitors to facilities available in the Town Centre, the route will also now incorporate Dothill LNR. Members were given a map and photographs of the waymarks that will be placed through the town centre on existing lamp posts or sign posts. Members were very happy with the proposal and hoped that signage would be kept to a minimum. The Shropshire Way Association would pay for the signage.

**11/17 To receive information on other future events and activities.**

- **Lions Day on Wheels** - is going ahead
- **Help for Heroes** - Cllr Alvey thanked the Council for the £250.00 grant and he estimated that between 2,500 – 3,000 people attended and in total £24,578.345 was raised on the day and now the total raised at these events over the years is near to £140,000.

02.06.17

- **Lychgate** – It was reported by Cllr Carter that the money is there for lighting from a fund that T&W are administering to maintain War Memorials across the Borough
- **Wellington Market** - The disappearance of a number of market stalls was of great concern. Cllr Carter said he was willing to do whatever it takes to make sure the Market stays and thrives. He had asked for a meeting with Malcom Ball to discuss the solutions. Cllr Alvey said social purchasing had changed, young people don't tend to shop at markets and rents for stalls are high. The Market Company is based in London and does not make any investment into Wellington it just takes the profits. Fay Easton said she had a list of Artisan traders waiting for a suitable site who did not want to stick to Victorian opening hours and whose business model was set in the past. The problem is that the available spaces are too big and not suitable for their needs. She wanted to work with partners to work out how to deliver what these businesses need in terms of space and what the Borough Council can provide e.g. PIYHS funding free Wi Fi etc.

**12/17 To agree date and time of next meeting** – Wednesday 28<sup>th</sup> June 2017 at 11.00am.

Signed .....28<sup>th</sup> June 2017