

Wellington Town Council

Town Mayor
Cllr Denis Allen



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PROMOTIONS & LIAISON COMMITTEE

Minutes of the meeting held at the Wellington Civic Offices on **Wednesday 24th January 2018** commencing at 11.00am.

Present:

Cllr L Carter	Jean Wordsworth
Cllr Roberts	Ross Vickers
Cllr Mason-Morris	Fay Easton
Cllr Ms Clements	Kevin Tanner
Cllr Fairclough	Hills Butchers
Cllr McClements	Bob Coalbran
Cllr Brittain	Rev Nick Brook
	Mary- wellington remembers
	Nathan Muench
	John Sweetland

In attendance: Caroline Mulvihill – Communications & Events Manager

79/17 Welcome and Introductory Remarks

Cllr Carter welcomed members to the meeting.

Prior to the meeting a non-councillor committee member declaration was sent along with WTC code of conduct. Cllr Carter requested that every signs a copy of the declaration and hands it to Caroline.

Cllr Roberts and Kevin Tanner expressed that they felt this procedure was 'over kill'. Cllr Carter explained that this action was requested by the monitoring officer at Telford and Wrekin and should be followed.

Caroline was handed forms from John Sweetland, Fay Easton, Carol and Chris Hill.

80/17 Apologies for Absence

Cllr John Alvey – illness

Caroline was left a message upon returning to the office after the meeting that apologies had also been left by Cllr Fikeis.

81/17 Declarations of Interest – Cllr Fairclough wanted it noted that she was a representative for Wellington History Group and LA21 – No others were declared at this point.

82/17 To confirm the minutes from the last meeting – Wednesday 29th November 2017.

Ross Vickers amended the last sentence on page 3 to read 'when the Lychgate work was complete he would register them all'

Amendments to Bob Coalbran's report were handed to the group.

Proposed by Cllr Mason-Morris, seconded by Cllr McClements, and RESOLVED UNANIMOUSLY that the minutes were a true and accurate record.

83/17 Matters arising from those minutes:

Minute 59/17(i): Declaration of Interest – Localism Act 2011

This had been covered by point 79/17.

Minute 61/17 (iii): Alleyway Mural:

Caroline explained that she had spoken to Phoebe Farrell, T & W Heritage Specialist, measurements had been passed to her and they were in discussion now about planning permissions and fees.

Minute 72/17 (i) Busker Appeal:

Josh Sole was invited to busk in the Alleyway by the bus station on a Friday in December. He came and reported back that it wasn't a good day for him and he wouldn't be returning.

Minute 74/17 (i) Missing Grant Application – being dealt with now by the Town Clerk

Minute 74/17 (ii) TIC at Wellington Train Station:

Fay Easton handed around her report to the Committee. Go Carz had taken a new lease on Platform 2. They are happy for the Friends of Wellington Station to use their premises as a TIC.

Visit Britain were responsible for the allocation of TIC official recognition badges and this process was being looked into by T & W and Fay, but until this is complete a unofficial tourist point could be made.

Cllr Brittain arrived at this point

84/17 Correspondence:

1) Telford's Inspirational Woman of the year award 2018

Cllr Mason-Morris explained that this award was open for any woman who lived and worked in Telford who deserves recognition. The award would be presented at International Women's day on 8th March and nomination forms were passed around the Committee. Deadline for entries is 26th February.

2) Christmas Lights – Market Street / target centre

Caroline explained that a Councillor had approached her and suggested that because of the Clifton development it may be an idea to put Christmas Lights along Walker Street to connect it to central town.

Nathan mentioned that the lights in Tan Bank had been pulled down and not put back up and he would like to see them back in 2018. He also mentioned that one year New College sponsored lights from their premises on Tan Bank to the YMCA building and it may be an option to approach them.

Kevin Tanner agreed that the lights should be down all side streets and not just the Market Square. Cllr McClements agreed all gateways to the town should be lit but that it would come down to costs. Colin from CMK told Angela that this is the time to buy more lights as they are discounted after the festive season.

Ross Vickers would like to see the 'canopy' back. Caroline told the committee that she had been informed that the canopy could no longer be fixed as parts are now out of date. Ross Vickers suggested purchasing a replacement.

Cllr Roberts and Cllr Fairclough would like to see the lights come on earlier.

Cllr McClements was underwhelmed by the Arleston improved lights and they came on before the official switch on. It was agreed all surrounding areas should have improved light displays.

After a further discussion it was agreed that Caroline would schedule a Christmas meeting, with CMK and the subcommittee, to discuss taking these ideas forward. It was also agreed that ward members should be asked to donate some of their ward fund towards the light displays.

3) Approve amended Terms of reference

Caroline handed out a copy to all members – any amendments should be passed to Caroline to implement.

4) Reprint of the Wellington Map

A re-print was agreed, when the OS map is updated showing the new Shropshire Way route an updated version would be needed but for now the current map will suffice.

5) Marketing Budget / Marketing Strategy

The Committee agreed that we could do more to promote Wellington and its events. A strategy is needed and not a quick knee jerk reaction.

Ideas were suggested as follows:

- Add annual events to the Wellington map re-print
- Flyers up in local shop windows
- Leaflets in shops
- Promotional 'Promo' cards
- Newsletter that is being created by WTC and distributed to households
- Instagram and Snapchat
- Twitter and use 'tagging'
- More Radio

It was agreed that Marketing and Promotion of the town is a full time job and needs to be thought through. The infrastructure needs to be implemented and training given.

6) Wellington Remembers

Mary updated the committee with the groups work.

There had been a lot of good publicity and a short video clip had had more than 7000 views.

Les Pointer and the Church of Latter Day Saints are helping with research after recently being put in contact with each other.

Proof reading of the biographies is scheduled for April.

Mary asked if there were any empty buildings that she would display an exhibition in of all the work. It was suggested quotes for weatherproof displays are sought and maybe have the exhibition in the Market Square.

The new Clifton at the HSBC would also be an ideal location.

Bob Coalbran suggested that this could be the 'building bricks' for a Wellington museum.

Cllr Mason-Morris formally thanked Mary and Wellington Remembers members for all their hard work and dedication to the project.

85/17 Forthcoming Events Calendar and additional events for 2017/2018

International Women's Day Celebration Event: Discussed in Correspondence.

St Georges Day: A meeting of the subcommittee met before this meeting and only 1 member was in attendance. It was therefore decided that St George's day would be part of the Mayors Civic fundraiser.

The Mayors Fundraiser will be held at the Buckatree Hall Hotel on 22nd April. It consists of a Sparkling afternoon tea with entertainment that is just being finalised. Invitations would be sent out hopefully next week.

Telford 50: Bob Coalbran and WRW are working on a 50 mile walk across the borough. Friends of Dothill Local Nature reserve are doing a trail of 50 trees around the nature reserve.

Armistice Day: Caroline to schedule a meeting for the subcommittee to meet

86/17 Wellington Festival: Update report:

Councillor Mason-Morris reported that the festival would run for one week in May and two weeks in October.

May would have a more interactive slope to it, including a makers fayre, poetry workshop, didgeridoo sound healing workshop and cooking demos's and October would be more traditional feel with the likes of Keele university etc.

Some of the additional money given to the festival would this year be spent on upgrading the festival's website so that tickets can be bought directly online therefore eliminating Eventbrite to whom people prefer not to have to use.

87/17 Walkers are Welcome:

Bob Coalbran updated the Committee as follows:

- Two new 360 walks / leaflets - Shropshire Way and ex mining site at New Works.
- Organisation of the Walking Festival that will take place in September
- Litter Pick of the Forest Glen had been rescheduled for Friday 26th 10.00am – 12.30.
- Friends of the Shropshire Way had litter pickers from Roddington to Little Wenlock in place. Just a few more needed for out-lying areas but core covered.

88/17 To receive information on other future events and activities.

- Belfry Theatre Panto Dick Whittingham 26th – 28th Jan and 2-4 Feb
- International Women's Day – 8th March
- Mayors fundraiser – 22nd April

Cllr Fairclough reminded the committee that Phil Fairclough has a walk around the nine Wellington War memorials should it be needed.

Fay Easton informed the committee that the formal launch of the Secret Shops would be in a month. Friends of Wellington Station are meeting again on February 6th where a tidy up and planting would take place.

Kevin Tanner made the committee aware that after only being set up in November the LGBT group had won a grant from Telford 50 and there will be a Telford Pride at the end of July in Oakengates.

LGBT talk would take place in Wellington Library at 7.30pm on 13th February. Cllr Mason-Morris suggested that we fly the rainbow flag on this day.

Rev Nick Brook stated that the walk of witness was taking place on 30th March with Churches Together.

Cllr Carter then updated the Committee on the Regeneration Boards latest meeting, items included the following:

- Public Realm deep clean
- Communications with Wellington market owners
- Environmental grant
- Investment in property
- Free Wifi
- Commissioned survey
- Clifton development and connection with the town

Carol and Chris Hill commented on the lack of Car Parking, Cllr Carter suggested that they join the next car parking meeting. It was suggested that the produced car parking map should be installed at all car parks in Wellington.

On 20th February Cllr Carter was arranging a meeting for all the Wellington businesses. This would be at the civic offices from 5pm to 7pm.

89/17 To agree date and time of next meeting – Wednesday 28th February 2018 at 11.00am.

Signed28th February 2018