

Wellington Town Council



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PROMOTIONS & LIAISON COMMITTEE

Minutes of the meeting held at the Wellington Civic Offices on **Wednesday 26th September 2018** commencing at 11.00am.

Present:

Cllr Fairclough	Nathan Muench
Cllr McClements	Ross Vickers
Cllr Joan Gorse	Kevin Tanner
Cllr Sylvia Hall	Bob Coalbran
Cllr Alvey	Chris and Carol Hill
	Kath Howard
	Nick Brooke
	Sarah Chard
	Mary Rogers

In attendance: Caroline Mulvihill – Communications & Events Manager

48/18 Welcome and Introductory Remarks

In Cllr Carter's absence Cllr Fairclough welcomed the Committee to the meeting explaining that Cllr Carter would be arriving late due to another meeting he had been called too.

49/18 Apologies for Absence

Cllr Carter – in part, Cllr Mason-Morris, John Sweetland. Apologies accepted.
Upon returning to the office Cllr Brittain had also submitted her apologies.

50/18 Declarations of Interest

None received.

51/18 To confirm the minutes from the last meeting – Wednesday 22nd August 2018.

Proposed by Cllr Hall, seconded by Cllr Gorse and **RESOLVED UNANIMOUSLY** that the minutes were a true and accurate record.

52/18 Matters arising from those minutes:

Minute 41/18 (i): Over 60's activities:

Cllr Fairclough opened the discussion saying that she felt it was a good idea to cater for the over 50/60 group as they do make up a large section of the community. Kevin Tanner mentioned that the Belmont Hall already cater lunches for the elderly and we should be careful of duplication.

Caroline informed the committee that Steve Handley from the Belmont Hall had been in the office two weeks ago and that she had spoken to him about his. He said the Belmont Hall cater regularly with a 2/3 course meal and entertainment. He said with funding he could cater for double the numbers and provide better entertainment as sometimes they struggle to source.

Cllr Alvey confirmed that WTC already give a grant to the Belmont Hall and that maybe they could request a higher amount – this was supported by other committee members. Cllr McClements mentioned that the Belmont Hall also have support with dial a ride transportation being in place.

Caroline, prior to the meeting, had printed off 'Celebrate Age Telford' 2018 programme. In the programme there were nineteen events being held at venues within Wellington. After a brief conversation it was agreed that WTC should be working in partnership with these venues to help promote each event to reach a wider scope.

It was agreed that a working group consisting of Cllr Alvey, Cllr Gorse, Cllr Fairclough, Kevin Tanner and Ross Vickers would meet with Steve Handley to see how best WTC could support him. Caroline would arrange this.

It was agreed that any future events that WTC add to the events calendar must be annual and not a 'one off'.

Minute 46/18 (i) Distance around the Bowring Park / Bayley Mile route:

In a previous meeting it was asked if the Sir John Bayley Club and the Bowring Park could in some way be part of the Bayley Mile Road Race event. Caroline had walked around the Park and tried to find a route to the Bayley Club without using the main Haygate Road route. Unfortunately due to the housing estate there was no route. The alternative would be to close Haygate Road which was not deemed an option as it's an emergency services route and a main road into the town.

It was agreed that the Bayley Mile would remain as it currently is.

Minute 46/18 (ii) ICM report distribution:

As requested in last month's meeting Caroline handed members' a copy of the ICM report. If there were any queries they should let Caroline know so that she can pass them on.

53/18 Correspondence:

Madeley Green Day – Cllr Carter arrived at this point

Kath Howard suggested the idea of a 'Green Day' in the Bowring Park.

Madeley Green Day was in its 15th year and the Bowring Park could adopt a small scale version of this event to include:

Dog Show

Press Apples

Recycle crafts workshops

Flower and Veg show

Outdoor health improvement

The Ironbridge Re-creation Day could also be incorporated by bringing in compost making and Viola as a company who supported this even covering all aspects of recycling.

Cllr Alvey supported his idea but asked who would finance it.

Kath replied stating that he Friends of the Bowring Park have a meeting on Thursday 4th October and she would know more after this meeting.

The Bowring Park covenant needed to be looked at in case of any clause parties were not aware of. Caroline would look into this.

POW Support

From Full Council – To clarify and define the word 'support' at the next P & L Meeting:

Cllr Alvey started discussions by clarifying that POW was born out of the Wellington Carnival but was independent from WTC but had WTC Councillors full support. Cllr Alvey confirmed that he was past treasurer but had formally resigned, he then raised concerns over the office staff future involvement in the production of the event.

Nathan Muench addressed the Committee by saying that he was no longer secretary for POW and that it was a lady called Joy. Nathan could not speak for Cllr Fikeis but that he thought it was felt that WTC had not supported POW with advertising (such as Wrekin News) and social media pushes.

Kevin Tanner asked Caroline if she had been given advertising material to promote, to which she replied no.

Cllr Carter agreed that WTC could provide 'support' in the guise of promotion, such as displaying posters and leaflets. POW could also be featured in the WTC Wrekin News page as long as material is provided before the deadline and that social media 'plugs' would also be done, again with material provided.

WTC would also provide 'advice' to POW committee members to direct them to the correct person when applying for things such as a TENS license, car park closures and trading permits as had been done last year along with supporting the T & W grant that was awarded.

PROPOSED by Cllr Carter, SECONDED by Cllr Gorse and RESOLVED UNANIMOUSLY that Wellington Town Council would support POW with 'promotion' and 'advice'.

Clarification was requested as Caroline Mulvihill was now named as the Entertainment License holder for the Market Square and surrounding streets. Cllr Carter confirmed that any third party events (non - council events) taking place in the town would need to apply for a separate TENS license. They would not be covered by WTC license.

Signage

From Full Council – Signage – Designing of Bespoke signs

Caroline explained that in the last Full Council meeting road signage was being discussed. It seems there were two lines of conversation. Standard road signage that must be adhered to with strict guidelines and templates – therefore cannot be modified, and Bespoke signs.

It was felt that as Wellington is a historic market town that maybe bespoke signposts would encourage travellers to visit as they pass through.

Caroline held up some design ideas.

After a brief discussion it was felt that a strong 'theme / USP' needed to be identified and the costs of production obtained as Wellington has 4 or 5 gateways into the Town. Caroline would research and bring back results to the next meeting.

54/18 Forthcoming events calendar and additional events for 2018 / 2019

Mary Rogers informed the Committee that Wellington Remembers were holding an exhibition, with digital display, in the Gratitude Café from 5th to 11th November 2018. Their next meeting was on 27th Sept, they were at Arleston Memories Day on 29th Sept (11-4pm) and at Shire Hall on 20th October.

Two Press Releases were planned between now and November.

Cllr Alvey, on behalf of himself and the Committee, thanked Mary and Wellington Remembers for all their hard work.

(Mary and Ross Vickers to discuss PR for the 'civic voice')

Hills Butchers and Cllr McClements left at this point.

55/18 Wellington Festival: Update report:

In Cllr Mason-Morris absence Caroline reported that 70% of tickets had been allocated for the festival and a few events had even sold out.

Kevin Tanner asked why the festival had a gap from 13th – 20th October. Caroline stated that dates are all based on guest and venue availability.

Cllr Gorse felt that this wasn't an issue, but of course it is something that we try to avoid, and that the committee were also aware how late the programme was being printed but that all processes were being looked at, after October.

56/18 Walkers are Welcome:

The Festival, held from 10th to 16th September, was very successful with a total head count, across 27 events, of over 400, walking approximately 1800 miles between them. In addition, over 50 people attended a film showing, organised by Wellington Orbit. Many of the festival walks were themed. Among the new ventures this year were walks to Rodington Vineyard and to the Eco Trail at Denso. Another new addition to the programme was a very well attended litter pick on and around the Wrekin, held jointly with Telford Street Champions.

26.9.18

The walks ranged from gentle tours of Attingham Park's Deer Park and Wellington Town Centre to a chance to walk the whole of the new Telford T50 50 Mile Trail in sections using public transport to and from the walks.

To gauge the reception, we again used an online feedback survey. The 53 completed forms received covered all the booked walks, the Litter Pick and the Telford at 50 talk reflecting 69 separate attendances at events. 96% of the 53 ratings were rated as "excellent" or "very good" with nobody rating an event lower than "good". We were pleased that 23% of those submitting forms said they were not regular walkers and 32% usually walked with friends or family only.

Predictably, as many of the walks were during the working week, the majority of the respondents were in the 60-79 age group. Of the 53 respondents 48 were local with equal numbers from Wellington itself and from the rest of Telford. Most said had taken part because of the festival leaflets, but word of mouth, our website, Facebook, Radio Shropshire and the excellent coverage in the Wrekin News had all attracted their share of attendees.

A more detailed report was circulated to members.

57/18 Friends of the Bowring Park:

Kath Howard confirmed that the group had their first AGM and that they were now constituted. Out of 350 Facebook 'friends' 35 members make up the group with 23 attending the first AGM.

At the next meeting a Treasurer would be voted and then a bank account opened. This would then enable the group to apply for grants.

Work was underway with various venues such as the Sir John Bayley Club, Wellington Bowling Club and hopefully a project with Ercall Wood School.

A Croquet taster session took place with 8 or 9 attendees, Thai Chi would now be for 2019 and approx. 10 street champions now clean the park (some as and when they feel in their spare time)

Telford and Wrekin 'Learn Telford' would now be including the Bowring Park in their outdoor events and the outdoor gym promoted with sessions by an instructor.

Noticeboards are regularly updated and an old board found in the café is being fixed and will be positioned on the café wall.

58/18 Matters for information only:

Nathan Muench suggested that other community groups, such as Rob Francis H2A, need to be told of the change of license holder as double bookings had been made in the past.

Cllr Carter stressed that all third parties will need to obtain a TENS and that now WTC had the licenses it would be run with tighter control.

59/18 To agree date and time of next meeting – Wednesday 24th October 2018 at 11.00am.