

Wellington Town Council



Town Clerk
KAREN ROPER
B.A (Hons), DMS
Civic Offices, Larkin Way
Tan Bank, Wellington
Telford TF1 1LX
Tel: 01952 567697
Fax: 01952 567690

Town Mayor
Cllr Mason-Morris

Email: wellingtontowncouncil@telford.gov.uk
www.wellington-shropshire.gov.uk

PROMOTIONS & LIAISON COMMITTEE

Minutes of the meeting held at the Wellington Civic Offices on **Wednesday 28th November 2018** commencing at 11.00am.

Present:

Cllr Hall	John Sweetland
Cllr Mason-Morris	Sarah Chard
Cllr Gorse	Kevin Tanner
Cllr Fairclough	Les Pointer
	Kath Howard
	Mary Rogers

In attendance: Caroline Mulvihill – Communications & Events Manager

73/18 Welcome and Introductory Remarks

In Cllr Carters absence, Cllr Fairclough welcomed the Committee to the meeting

74/18 Apologies for Absence

Cllr Carter, Cllr McClements, Bob Coalbran, Hills Butchers and Jean Wordsworth,

75/18 Declarations of Interest

None received.

76/18 To confirm the minutes from the last meeting – Wednesday 24th October 2018.

Apart from Cllr Fairclough apologies being missed off it was agreed the minutes were a true and accurate record.

77/18 Matters arising from those minutes:

Minute 64/18 (i): Over 60's activities:

Caroline had researched the three local Parish Councils suggested at last month's meeting and handed round her findings to the committee.

Cllr Mason-Morris suggested the additional option of a £5 shopping voucher.

Caroline was asked to find out why the coach was cheaper for St Georges than quotes she had been given.

Kath Howard asked for an update on the Belmont Hall, Caroline explained it was generally felt that to obtain more entertainment, and expand covers, that they could do this by requesting a larger sum through the WTC small grant awards but as they were already competent at what they were doing WTC should focus on a different project.

Cllr Mason-Morris informed the Committee that she had, on behalf of Farcroft Resident Home, organised a Christmas Show on Weds 12th Dec at 2.30pm for its residents, family and friends. It was agreed this should be advertised as such.

Cllr Gorse stated that a budget needed to be set for this project, details could be discussed at a later date.

It was proposed by Cllr Gorse, seconded by Cllr Fairclough, and RESOLVED UNANIMOUSLY that WTC should allocate £2000 for a Senior Citizen event in 2019.

Cllr Fairclough mentioned how very, very good she felt the Christmas Light Switch on event was last Saturday. John Sweetland agreed and stated the fireworks were excellent. The only improvement would be to have a better PA system as many in audience couldn't hear singing and the Mayor speaking. Caroline to discuss this with Paul Shuttleworth at the post-Christmas meeting.

Cllr Fairclough also said how the improved lights in the surrounding areas were appreciated by the community. Cllr Gorse agreed with this and said they were a big improvement and enjoyed by over 200 people in Arleston.

Minute 64/18 (iii) Design of Bespoke Signs:

Caroline informed the committee that local sculptor Jacob Chandler could make a sign for approx. £800. But with design / planning costs and installation each sign would be nearer £1500 - £2000

It was suggested that one sign per year could be purchased to help with budgeting.

Mary Rogers asked what the long term vision for Wellington was and this could be considered an investment.

Cllr Hall questioned if T & W would allow the signs due to 'roadside clutter' and this should be explored first.

Les Pointer suggested calling other parish councils to see if the signs increased footfall into the towns.

Minute 67/18 (i) Forthcoming events poster:

Caroline handed round a poster with events planned till the end of 2018.

Cllr Fairclough thanked Mary Rogers of Wellington Remembers for her, and the groups input into Remembrance Day, and the long lasting legacy they have left. Mary said that they had received amazing feedback and 50 out of the 184 families were represented by a living family member with some coming as far as North Edinburgh. Mary asked for her gratitude to be noted and passed onto WTC, the Mayor, P & L and Caroline who kept the project going when faced with last minute problems.

Mary felt the PR for the project was 'spot on' and that using a PR agency was worth the fee as their reach was further than they could have got without them.

Cllr Gorse also thanked Mary for the tremendous work they had completed.

Cllr Mason-Morris said the event, and project, had positively raised the profile of the town.

Mary stated that this would be her last meeting but she would still be around tying up the last few stages of the project, like looking into a commonwealth grave for four soldiers, and the location of plaques that are in unused venues.

Cllr Mason-Morris enquired as to if the Council could assist at all, Mary suggested a policy to ensure any disused building are checked for artefacts and that they are obtained.

Cllr Fairclough reminded members of the forthcoming CPOW event taking place on 1st Dec 10am – 5pm

Cllr Mason-Morris promoted the two carol services on the 8th Dec for the Care Bureau, with soprano singer Emma Scott-Copeland, and the WTC service on the 9th Dec.

78/18 Correspondence

- **Hype Magazine**

Caroline had been given a proposal from the Hype Magazine for an annual advertising deal. It consisted of x3 singles pages and x3 double pages for a fee of £900 plus VAT

Cllr Mason-Morris said that she felt this was a good deal and that she would be happy to put £450 from the Wellington Festival budget to share costs.

Caroline was asked to find out the print run and locations it is distributed.

- **Digital Noticeboard training costs**

The new digital noticeboard was now in place. To enable staff members to start utilising software training was needed. To train x 4 staff members would cost £450. It was agreed that this was a necessity but it should come out of a training budget and not P & L.

Les Pointer mentioned the balance between important information / messages and advertising needs to be carefully monitored or people over time may just not bother to look if all adverts.

28.11.18

Cllr Mason-Morris attended a 'website 101' course at the Marches and they offer other free courses they may be of interest to members and office staff. Caroline would look into this.

79/18 Forthcoming events calendar and additional events for 2018 / 2019

John Sweetland informed members of the Belfry panto 'Jack and the Beanstalk' showing 25th – 27 Jan and 1st – 3rd Feb

Kevin Tanner mentioned the 'Wellbeing Fayre' at the Methodist Church this Friday 2pm-6pm

80/18 Wellington Festival:

Cllr Mason-Morris reported that the May festival programme was complete with another full range of events.

The October festival headliner is the Grimethorpe Colliery brass band and it had been agreed at the last festival meeting to charge for the headline act as the costs were so high. All other festival events would remain free.

John Sweetland mentioned that most of the people who attended the October festival event that was booked into the Belfry Theatre didn't know it existed. Cllr Mason-Morris stated that this was one of the aims of the festival – to highlight venues around Wellington.

Cllr Fairclough suggested that venue signage needed to be improved.

81/18 Walkers are Welcome:

No report given in Bob's absence.

82/18 Friends of the Bowring Park:

Kath Howard handed around a copy of the first Friends of the Bowring Park newsletter.

Kath mentioned that the new café owners had now opened and that they had invested a lot of time and money refurbishing the café, purchasing equipment and displaying advertising banners etc.

They had contacted local football teams and offered to make sandwiches with a pre order at half time. Bowring park litter pickers and emergency services were also offered free refreshments.

Tai-Chi had been booked for March / April and May of 2019

A new noticeboard was soon to be erected

A bank account was in progress of being set up

Charity Status is also in progress, but at present it will take 12 weeks before the paperwork was even looked at.

Defibrillator training was a success with 28 attending the sessions.

28.11.18

T & W had provided Caroline and Kath with a copy of the Entertainment license for the Bowring Park.

Residents of Herbert Avenue are telling Kath that there are regulations on certain types of entertainment within the park. Both Caroline and Kath have no such paperwork and have asked for the residents to provide evidence of this.

A members meeting would be held in January and they hope to have a speaker on the history of the park and hall.

83/18 Orbit

Sarah informed the committee that the roof of the orbit had been looked at and although there is a leak it's not as bad as originally thought.

To date £45k had been donated / raised in grants and donations.

Unfortunately due to the builders having issues with a lintel the cinema layout now has to be reviewed.

The ground floor of the orbit was still on schedule to open the first quarter of 2019.

The Launchpad café was doing well but due to one members of staff's family circumstances more volunteers are desperately needed.

84/18 Matters for information only:

Cllr Fairclough expressed concerns over the potential folding of the Civic Society. It was suggested that WTC should write to the society offering support.

The Wrekin Arts Photography Club came 7th out of 1000 entries in a recent national competition. Congratulation were given on this amazing result.

Cllr Lee Carter asked Caroline to let the committee know that Telford and Wrekin would be using the Wellington business 'arte latte' to promote small business Saturday this weekend.

Cocos dessert shop will open in the Square as leases have now been signed and Nathan Rous PR are confirmed as opening in the old Natwest building.

85/18 To agree date and time of next meeting – Wednesday 30th January 2019 at 11.00am.