

## WELLINGTON TOWN COUNCIL

**Minutes of a meeting of the Wellington Town Centre Committee held at United Reformed Church Hall, Fore Street, Wellington TA21 8AG on Wednesday 25<sup>th</sup> May 2022 at 3pm**

**Present:** Councillors J Lloyd, M Lithgow, N Powell-Brace, M Barr, C Govier, R Coupe. C. Booth (arrived 5 mins late) K Wheatley (arrived 5 mins late)

Councillor A Govier  
Dave Farrow – Town Clerk  
Annette Kirk – Deputy Town Clerk

### **26. TO ELECT A CHAIRMAN FOR THE FORTHCOMING YEAR**

The Committee **RESOLVED** to elect Councillor J Lloyd as Chair

Proposed by: Councillor M Lithgow  
Seconded by: Councillor C Govier

### **27. CO-OPTION OF NON-COUNCIL MEMBERS TO THE COMMITTEE**

**RESOLVED** to co-opt Richard Coupe, Donna Munson, Sharon Davis and Sean Pringle-Kosikowsky to the committee

### **28. APOLOGIES**

Councillor K Canham, Sharon Davis

### **29. DECLARATIONS OF INTEREST**

R Coupe declared an interest in agenda item 8 - Queen's Platinum Jubilee Celebrations as editor of The Edge which had published adverts for the Jubilee.

### **30. QUESTIONS AND COMMENTS FROM MEMBERS OF THE PUBLIC**

- Councillor N Powell Brace asked the position on the new footpath between the football recreation ground and The Basins. Councillor M Lithgow replied and confirmed Somerset West and Taunton District Council will be getting it completed.

### **31. REVIEW OF TERMS OF REFERENCE**

Following the setting of membership at the Annual Council Meeting, the committee should review its Terms of Reference. A copy had been attached to the agenda with recommended amendments marked, this will include managing the additional Town Centre Emergency Fund of £25,000.

**RESOLVED** to recommend acceptance of the revised Terms of Reference to the next full Town Council meeting.

### **32. QUEEN'S PLATINUM JUBILEE CELEBRATIONS – 2<sup>ND</sup> TO 5<sup>TH</sup> JUNE 2022**

- Town Clerk and Deputy Clerk gave a verbal report
  - Thursday 2<sup>nd</sup> June 2022 – Lighting of the Beacon at 9.45pm. Steve Hawker to organise the strobe lighting of red, white and blue to go into a Pyramid Shape. Public have been advised of the event on Facebook and Instagram. Piper to play “Diu Regnare.” We are still hoping to find a Bugler Call to announce the lighting of the Beacon.
  - Friday 3<sup>rd</sup> June 2022 – Street Parties around Wellington organised by residents.
  - Saturday 4<sup>th</sup> June 2022 – Street Fair – Deputy Clerk confirmed Traffic Management and Marshalling to be provided by Bridgwater Guy Fawkes Carnival Ltd. 40 plus stalls. Music and Dance Entertainment. Fuse Performance Ltd to provide Street Entertainment. We are recruiting volunteers to help with setting up and taking down of stalls, litter picking etc., Email been sent to Councillors to man the Town Council Stall.
  - Sunday 5<sup>th</sup> June 2022 – St. John's Parish Church – Civic Service 10am. Picnic and music in the park from 2.30pm with additional entertainment provided by Fuse Performance Ltd and Churches Together
  - Commemorative Coins – The Mayor, Deputy Mayor and Town Clerk have started presenting the coins to the schools. Town Clerk confirmed we would give them to children with special needs who live in Wellington and unable to attend Wellington schools.
  - Councillor M Lithgow confirmed the Jubilee Mural would be started on Monday 30<sup>th</sup> May 2022.

**RESOLVED:** The committee approved to following expenditure from the Queen's Jubilee Budget

1. Up to £400 to Carly Press for printing the Orders of Service for the “Service of Thanksgiving”. Final numbers to be agreed
2. Lighting of the Beacon – Lighting Costs £450.00 –red, white & blue lights joining together to make a Pyramid shape. To be lit for an hour. Including set up and dismantling costs.
3. Bay Media –7 Lamp Post Banners - £1043.00 + £208.60 VAT. Cost to remove the banners approx. £400.00
4. Steve Hawker – PA, Speakers for the Street Fair - £250.00

### **33. WELLINGTON IN BLOOM**

- The committee welcomed being part of the Britain in Bloom competition
- A Councillor and the Deputy Clerk will be available on judging day 7<sup>th</sup> July 2022 (date to be confirmed by SWT)
- Richard Coupe highlighted that the Town Council should start thinking about who and how the management of flower beds and hanging baskets in the town will be managed from 1<sup>st</sup> April 2023 following the dissolution of Somerset West and Taunton District Council. Whether this will be done by the Town Council or outsourced to another company.
- Councillor A Govier confirmed the fountain and Waterfall were now working in Wellington Park and that the information boards had been replaced.

### **34. DATE OF NEXT MEETING:** Provisional Date 19<sup>th</sup> July 2022 at 6pm. As set out in the Calendar of meetings to be approved at the next full council meeting on Monday 6<sup>th</sup> June 2022.

The meeting ended at 3.30pm

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Councillor Janet Lloyd  
Chairman





## WELLINGTON FOOTFALL COUNTER REPORT 2021 V 2022

2021	No. of Counters	Total number of Visitors	Average Visitors Per Day	Notes	2022	No. of Counters	Total number of Visitors	Average Visitors Per Day	2021 v 2022 % difference	Notes
Janaury	Fore Street	20,027	1,113	59% drop against Dec 2020 - 4th Jan new Lockdown rules begin 64% increase on January - 24th Feb: Covid Restrictions	January	Fore Street	65,380	2,110	226.46%	Footfall drop compared to Dec 2021
February	Fore Street	32,746	1,170	lifted	February	Fore Street	67,328	2,405	105.61%	
March	Fore Street	41,951	1,353	28% increase on Feb	March	Fore Street and High Street	98,324	3,172	134.38%	2nd Sensor on Wellington Weekly News Office, High Street 22nd Feb 2022
April	Fore Street	73,580	2,453		April	Fore Street and High Street	94,313	3,143	28.18%	
May	Fore Street	77,123	2,488		May	Fore Street and High Street	91,644	2,956	18.83%	
June	Fore Street	75,090	2,503		June	Fore Street and High Street	103,023	3,434	37.20%	Queens Jubilee Celebrations 2nd - 5th June = 8,899 visitors, 14/06/2022 3rd Sensor on MJC Financial Services South Street 4th Jun - Street Fair = 3370 visitors.



**Wellington Town Council**  
**Pop Up Shop Update**  
*For Town Centre Committee July 2022*

**Bookings**

The shop is very busy with booking between now and Christmas with only 2 empty weeks (WB 18<sup>th</sup> & 25<sup>th</sup> July). There are currently four applications for Christmas bookings all of which have requested dates in the first four weeks of the 6 week period. As per the policy, I will review the applications mid-August and will randomly draw weeks to be allocated if required. In the first instance, I will contact applicants to see if they are happy to move to the later 2 weeks to spread the bookings.

**Window Leak**

Unfortunately, the issue of the leaky window returned over the Spring, and I am working with Perry's to hopefully get this resolved. In the meantime, I have put a notice on the pillar in the window to ask people to not leave items in the window while the shop is unattended.

**Handovers**

Further to my e-mail on 29 June, I only have two names to help with handovers at 11am on a Sunday morning. As some bookings are for two weeks, it won't be required every week but the more names I have for the rota, the fewer times each person will have to do it.

As the shop is booked until Christmas, I plan on drawing up a rota to cover the entire period before the beginning of August.

Please let me know ASAP if you can help and if there are any specific dates you can't do, and I will work around them.



ROYAL BRITISH LEGION and WELLINGTON TOWN COUNCIL

Armistice Day and Service of Remembrance and Wreath Laying Ceremony 11 and 13 November 2022– Project Plan

Project Plan

Action	Task	Comments	Who/where are we	Complete
Risk Assessment	Complete Risk Assessments Use standard format – review and update previous year's RA		.DF	
Make arrangements for road closure	Armistice Day 11/11 – closure of High Street and crossroads in town centre from 10.55 – 11.05  Remembrance Sunday 13/11 – closure of South Street, North Street and Courtlands Road to allow parade from Wellington School to Park and return	13 June – Police not available for rolling road closure on 13 November – contact made with B'water Carnival Road Traffic Team to see if it can help. Police can help on 11/11  11 July – BCRTT may not have marshals available on 13/11 but have offered to help with road closure application if needed. Further discussions to take place.	DF	
Public Liability Insurance	Ensure parades have insurance cover RBL has Public Liability Insurance in place as does the Town Council - needs checking each year for currency		DF/RBL	
Press Release	Agree dates for publicity in Wellington Weekly County Gazette Around Wellington Place on Social Media. Normally week before. RBL		DF/RBL	

ROYAL BRITISH LEGION and WELLINGTON TOWN COUNCIL

Armistice Day and Service of Remembrance and Wreath Laying Ceremony 11 and 13 November 2022– Project Plan

	and Town Council to liaise over content			
Attendance at 11/11	To ensure that RBL, Wellington School CCF including Bugler, Councillors and veterans are invited to attend		DF	
First Aid Cover for 13/11	Check if St John Ambulance providing if not commission from elsewhere.		DF	
Arrange Marshalls for 13/11	Friends of the Park in the past		DF	
Liaise with SWT Parks	For duckboards etc		DF	
13/11 On the day media coverage	Town Council to liaise with Wellington Weekly/Around Wellington etc for photographer.		DF	
Vicar	Liaise with Sam Griffiths		DF	
Order of Service 13/11	Sam Griffiths to provide draft copy and rough format for agreement with WTC/RBL. When finalised  600 copies required for day – Carly Press  Send final version to Nigel Reynard to copy for school staff/pupils		SG/DF	
PA system	RBL to arrange		RBL	
Wellington Silver Band	RBL to invite Wellington Silver Band to play hymns in park on day		RBL	

ROYAL BRITISH LEGION and WELLINGTON TOWN COUNCIL

Armistice Day and Service of Remembrance and Wreath Laying Ceremony 11 and 13 November 2022– Project Plan

Positioning in Park	<p>Seating and Standing Plan.</p> <p>Plans on file</p> <p>SWT put out duckboards and remove at end of day</p> <p>Friends of Wellington Park put out chairs and remove at end of day</p> <p>RBL/WTC/Nigel Reynard meet at park at 12 to ensure area is taped off and finalise placements of groups</p>		All	
Invitations	<p>RBL send out invitations</p> <p>Town Clerk to ensure councillors and staff are aware of events and timings and send reminder week before</p>		RBL/DF	
Town Council Wreath	Town Clerk to order via RBL and collect from Pop Up Shop in advance. Town Clerk to either give to Mayor in advance or deliver to Wellington School at 2.30		DF	
Muster parade and parade line-up	<p>Meet at Wellington School.</p> <p>Nigel Reynard organises CCF</p>			

ROYAL BRITISH LEGION and WELLINGTON TOWN COUNCIL

Armistice Day and Service of Remembrance and Wreath Laying Ceremony 11 and 13 November 2022– Project Plan

	<p>Parade Order set out below</p> <p>On day, CCF band march to front and stop and CCF leave a gap. Town Clerk to ensure line up as below in place from 'CCF Band' down to 'Other Wreath Layers'.</p>			
In The Park	<p>Marshalls in place from 2.15 to ensure public don't enter main area for the service, keep pathways clear for parade and hand out orders of service. RBL reps on main gate handing out orders of service.</p> <p>As parade arrives Nigel Reynard and Town Clerk break off to ensure everyone goes to where they are meant to.</p>			
Service and Wreath Laying	<p>Service as per Order of Service</p> <p>RBL rep ensures wreath layers place wreaths and move to back and then move up as row in front places wreaths.</p>			
Post Service	<p>Mayor and, if there, MP leave park to stand in Beech</p>			



	<p>Grove Car park by wall to take salute from the CCF as they march back.</p> <p>Scouts, brownies, army cadets etc all march back to Wellington School for refreshments provided by the school.</p> <p>Councillors, Mayor, MPS, RBL reps refreshments – need to source location as have used WHERE in past – now not available</p>			
<p align="center"><b>REMEMBRANCE SUNDAY PARADE ORDER</b></p> <p align="center"><b>Assemble at Wellington School 14.30 hrs Step off at 14.55 hrs</b></p> <p align="center"><b>LINE UP FOR PROCESSION TO PARK</b></p> <p align="center"><b>Wellington School CCF Band</b></p> <p align="center"><b>Standards</b></p> <p align="center"><b>40 Commando Royal Marines x 4</b></p> <p align="center"><b>Royal British Legion Branch Representatives</b></p> <p align="center"><b>SWAT Consort, Chair SWAT, Mayor of Wellington, Member of Parliament</b></p> <p align="center"><b>Civic Party</b></p> <p align="center"><b>(Councillors and officers)</b></p> <p align="center"><b>Ex Service representatives</b></p> <p align="center"><b>Uniformed Emergency Services</b></p> <p align="center"><b>(Police, Fire Brigade, Ambulance etc)</b></p> <p align="center"><b>Other wreath layers (W.I., Court Fields, Clubs, organisations)</b></p> <p align="center"><b>(This section assembles in the Quad)</b></p>				

**School Combined Cadet Force (approx. 200)**  
**Wellington Army Cadets**  
**Youth Organisations**  
**(Scouts, Guides, Cubs, Brownies, St John Cadets)**  
**Schools**  
**Majorettes**

**St John Ambulance always at rear of Parade**

**President RBL meets the Parade at the Park**

**On arrival at the Park:**

**Marines follow Standards**

**Wreath layers head for duck boards in front of memorial.**

**Civics not laying wreaths go to area to the left of the memorial (you'll see those not processing already there)**

**Wreath layers from groups go to duckboard**

**Everyone else will be directed by Marshalls to the area they need to assemble.**

## WELLINGTON TOWN COUNCIL – CHRISTMAS 2022 BUDGET

<b>Christmas</b>	
Hire of Lights	£7,500.00
Lights Install	£8,000.00
Electricity	£200.00
Additional Lights and Initial Install	£5,000.00
Switch on Event	£10,000.00
<b>Total Christmas</b>	<b>£30,700.00</b>



## **TONEDALE CHRISTMAS LIGHTING**

*For Town Centre Committee July 2022*

Previously, Councillors have shown interest in installing an additional Christmas Lighting Scheme at Tonedale. Exact locations for this scheme have not been finalised at Committee but it is assumed that the intended area is the commercial outlets at the Foxes Building (One Stop, Braziers, Hair at Suite 7 etc.).

In the first instance, I have started to investigate the possibility of installing a new Christmas tree in the car park area of the One Stop (map attached). I have contacted the property owner to start discussions on obtaining permission to install here. This will be dependent on the other following factors.

- Being able to install a new manhole and below ground bracket – contacted Abacus Construction to discuss/arrange quotation
- Electricity supply – contacted WGS to discuss installation of new external power supply (this also feeds into discussion with property owner permission)
- Donation of tree – contacted Langford Lakes to ask if they will donate a 2<sup>nd</sup> tree
- Transport– Last year's tree haulage cost was £900 Wheelers have confirmed that this cost can remain the same if the Council are happy for two trees to be hauled and stored over the weekend on one lorry.
- Installation – last year, SWT charged £649 to install and remove the town centre tree, I have asked for confirmation on what cost would be added for a 2<sup>nd</sup> installation
- Additional hire of lights – quotation from Festive Lighting prices the one-year hire of lights and required connectors and extensions at £339.

All this is of course dependent on landowner and tenant agreement and I hope to have more information before the meeting.

As the Council is in the last year of it's 3 year hire agreement, I would recommend revisiting the possibility of installing motifs for the building in 2023. The building is also likely to be listed which will mean additional planning considerations must be taken into account.

### **RECOMMENDATION:**

1. that the Officers be given delegated authority to move forward with the installation of a tree at the detailed location provided that costs remain within the budget for Additional Lights and Install after accounting for the additional lights at South Street (£4,000 balance approx.).
2. That motifs for the building be discussed as part of the overall contract review in 2023 and that information on planning obligations and views of Business owners be sought in the meantime.



## **SOUTH STREET ADDITIONAL CHRISTMAS LIGHTING**

*For Town Centre Committee July 2022*

Detailed below is a report considered at the November 2021 Full Council meeting following an enquiry as detailed. At the November meeting, it was resolved to review at a later point. Festive Lighting have detailed that a 1 year hire of the curtain and required connectors etc. will now be **£898**. I have asked WGS to confirm if there are any updates to the pricing mentioned below.

I have spoken to the business owner, and he has verbally agreed a contribution towards the installation of the new fixings required. This will be confirmed in writing accordingly.

The current budget allows for £5,000 for additional lighting and installations.

### **RECOMMENDATION:**

1. that the new curtain installation go ahead at a 1 year hire cost of £898 plus install and take down (to be funded from the additional lighting budget).
2. A contribution of £500 be agreed with the owner for the initial fixings installation.
3. This installation to then be added to the overall scheme contract when reviewed in 2023.

Alice Kendall - Deputy RFO

13 July 2022

## ADDITIONAL CHRISTMAS LIGHTING

The Manager (by instruction of the Owner) of Joseph Welch Jewellers has contacted the office to enquire about possible installation of additional Christmas Lighting on their building (1 South Street).

The current scheme in South Street has just one cross street fixture (Amicus Law – Joseph Welch) and two wall mounted snowflake motifs (Green Dragon and Scott's Lane).

Festive Lighting have suggested, and are able to supply at this late stage, a curtain style installation similar to the Iron Duke in a white colour with flash/twinkle function. They have provided the below mock-up;



There is an electrical socket on the building which powers the cross street banner (external accessories can extend/split the supply), but new anchor bolts and catenary wires will be required.

2021 will be the Council's second year of a three-year contract with The Festive Lighting Company but they have agreed that this could be added for 2021 and 2022. The cost of hire for the accessories required and the light curtain is **£772.36 per year**. For comparison, the cost of hire of the light curtain and accessories for the Iron Duke is £956.26 per year.

Install of the new anchor bolts can be carried out by WGS when they erect the lights for this year. The cost of this will be **£500**. The yearly install and take down will be an additional **£280** on top of the existing agreement the Council has with them. The cost for the new fixings is reliant on them being installed on 4<sup>th</sup> November when the main lighting scheme is erected.

The budget line for the hire of Christmas Lights is currently at 100% spend, however, funds can be transferred from the Switch on Event budget line as it is estimated that



this will be underspent at year end. This is due to some items being paid for from the Emergency High Street Fund. The additional cost can then be added to the budget for 2022/23.

In 2020 the charge for the annual installation was £6,126.50 and the amount budgeted for 2021 is £7,000. I would expect installation costs be very similar to last year.

The Council is asked to consider these additional lights and associated costs.

Alice Kendall  
Deputy RFO & Assistant Clerk  
25 October 2021



## **SCHEDULE 2**

### **Emergency Town Centre Recovery Grant Guidance Updated 28<sup>th</sup> September 2020**

#### **1 Aim of Fund**

The aim of the fund is to provide:

##### **1.1 Immediate and short term interventions that support Town Centre and High Street Businesses to be adaptable, resilient and grow back stronger following the Covid19 pandemic.**

*Interventions may include but are not limited to:*

- Advice, guidance, training for businesses
- Improved digital and online offer and presence of town centre businesses.
- Marketing and promotion of the town centre.

##### **1.2 Immediate and short term interventions that promote a clean, attractive and vibrant Town Centre offer with the aim of attracts visitors, shoppers and consumers.**

*Interventions may include but are not limited to:*

- Physical changes to the environment and/or public realm improvements.
- Aesthetic improvements.
- Events, markets and promotion of the use of outdoor space.
- Facilities and campaigns that promote active travel to and from the town centre.
- New leisure and social offers, especially for families and young people.

#### **2 Additional Criteria**

- 2.1 The grant should be primarily applied to benefit Small and Medium Enterprises within Town Centres. It is understood that larger and national businesses may also indirectly benefit from the interventions.
- 2.2 The fund may be used to cover staffing costs associated with the management and administration of the grant fund and project management of the interventions. The staffing costs should be included in the Grant Fund Delivery plan (see below) and will be subject to the agreement of Somerset West and Taunton Council (SWT).
- 2.3 When allocating funding the grant recipient should take into account:
  - The cost and benefit of interventions, e.g. the number of businesses that will benefit and the length of time the benefit will be felt.
  - Climate change and interventions that promote clean travel, business practises, and consumer behaviours.
  - Sustainability of interventions, and any legacy offered from the interventions.
  - The potential to utilise the funds to draw in additional funding or sponsorship.
- 2.4 When designing the indicative plan and throughout the term of the grant, grant recipients will be expected to engage with the Town Centre businesses and with the general public to understand the types of interventions that would effectively deliver the aim of the grant.

### **3 Grant Agreements**

- 3.1 Grants will be allocated to one formally constituted body in each area with the ability to effectively manage grant income and expenditure.
- 3.2 The constituted body (grant recipient) in each area will be required to sign a Grant Funding Agreement, which will set out the terms and conditions of the grant. The grant recipient will be accountable for ensuring the grant terms and conditions are met.
- 3.3 The grant recipient will be expected to submit an Indicative Delivery Plan that sets out the interventions to be delivered, and should include indicative costs (or actual where they available) and timescales for delivery of each intervention.
- 3.4 SWT will assess the indicative plan and work with the grant recipient if any changes need to be made to ensure compliance with the purpose of the grant and other considerations that may need to be taken into account.
- 3.5 On approval of the indicative plan SWT will provide the grant recipients with a Grant Agreement. Once signed by Somerset West and Taunton Council and the grant recipient the full amount of the grant will be transferred to the grant recipient's bank account.
- 3.6 Any changes to the indicative plan throughout the term of the funding agreement will require approval by SWT.
- 3.7 Grant recipients will be expected to provide scheduled reports on the delivery of interventions and grant expenditure.
- 3.8 It is expected that the grant will be spent within 12 months of the date the grant agreement is signed.
- 3.9 It is expected that delivery of interventions will start no later than 4 weeks after the grant has been transferred.

### **4 Funding agreement and Indicative Delivery Plan**

- 4.1 Grant recipients, with their associated working groups, are being asked to develop an indicative delivery plan to include (but not limited to) the following for each intervention.
  - Name of Theme/project/activity/intervention
  - Start and target finish dates for delivery.
  - Indicative costs
- 4.2 To ensure we can pay the grant as soon as possible we are requesting this indicative plan is submitted within a short time frame, to be agreed with each grant recipient.

### **5 Governance**

- 5.1 The Grant Recipient will be awarded the grant and will be the accountable body for all delivery, financial management and monitoring requirements of the grant.

- 5.2 The Grant Recipient should establish a 'sub group' of their organisation with devolved decision making power and with the responsibility of delivering the activities funded by the grant.
- 5.3 The Grant Recipient should agree and minute the establishment of this 'sub group' during a meeting of their committee/board/organisation.
- 5.4 The 'sub group' must have Terms of Reference to include
- Voting rights of each member of the sub group - One vote per organisation represented.
  - Decisions to be made by majority vote.
  - Election by the sub group of a chair (who in the event of a split vote will have the casting vote).
  - Financial governance arrangements that support and are in line with the financial governance arrangements of the Grant Recipient organisation.
  - How the sub group will communicate with the Grant Recipient organisation – eg updates on actions taken, plans, invoices to be paid, costs incurred, success monitoring information.
  - That the sub group will adhere to the terms and conditions of the Grant Agreement signed by the Grant Recipient organisation.

## **5.5 Sub Group Membership**

5.5.1 The sub groups must be representative of the Town Centre community.

5.5.2 Sub groups must include at least

- 1 business group representative e.g traders association/chamber of commerce (if existing in the area).
- 2 local independent traders (if this is not possible for any reason this representation can be discussed with SWT).
- 1 District Council elected member (to be nominated and/or agreed by the SWT Portfolio Holder for Economic Development and Assets)
- In the case of Taunton, Wellington and Minehead 1 Somerset County Council elected member should be invited on to the group (to be agreed by Somerset County Council).

## **6 Procurement**

Any single expenditure over £2500 should be subject to fair competition. Therefore grant recipients will be expected to provide evidence that 3 quotes have been obtained and assessed prior to committing to expenditure of £2500 or above. Any expenditure over £25000 should be subject to a fair competition through a procurement and tender process.

## **7 Evidence of Expenditure**

Grant recipients will be expected to provide photo's or other evidence, such as publicity material, social media content, website content etc of how the funding has been spent within their monitoring reports to SWT.

## **8 Monitoring Reports**

The Funding Agreement will outline the grant monitoring reports that grant recipients will be expected to provide to SWT. These are likely to be expected every 8 weeks. These will not be onerous, but will require you to monitor the difference the funding is making in your area.

## **9 Financial evidence**

Grant recipient will be expected to keep financial records of expenditure of the grant and provide these to SWT within their monitoring reports.

## **10 Logos, Branding and Publicity**

Grant recipients will be expected to include the SWT logo and reference to the fund within an external facing communications. The SWT logo and branding guidance will be provided to grant recipients prior to the grant being paid.



Address: Create Landscaping LTD, Unit 3, Foxmoor  
Business Park, Wellington, Somerset, TA21  
9RF

Telephone: +441404892775

Email: Team@createlandscaping.co.uk

VAT Number: 980726788

Company Number: 07034757

#### Customer Details

Wellington Town Council  
28 Fore Street  
Wellington  
Somerset, England  
TA21 8AD

#### Site Details

Wellington Town Council - 28 Fore Street  
28 Fore Street  
Wellington  
Somerset, England  
TA21 8AD

#### Quotation Details

**Quotation: #QUO00139**

**Date:** 17/06/2022

**Order Number:**

**Prepared by:** Ben

**Upgraded Job Number:**

#### Description

Remove, empty, and clean 2 additional planters.  
Send them away to be sandblasted, powder coated then painted in the requested colours.  
Once completed we will collect, deliver and install them back to the requested locations in town, re-fill the planters with soil then plant a new shrub.

Description	Quantity	Sell	Discount	VAT	Total (Ex VAT)
Labour to empty planters, Refill refurbished planters	9h 0m	£20.00	£0.00	20.00%	£180.00
Labour to empty planters, Refill refurbished planters	9h 0m	£20.00	£0.00	20.00%	£180.00

All quotes are valid for 30 days from the date above and are based on a level soiled area. All uneven levels may have a cost implication which will be advised. We are not responsible for any impacts from natural occurrences which may cause additional costs. Any planning permission required is the customer's responsibility, which we will assume has been approved prior to works starting. Please make all cheques payable to Create Landscaping Ltd. If you have any questions concerning this quote, please contact our accounts department on 01404 892775.

Thank you for your business.

Quote

Sandblasting & powdercoating of planters	2.00	£591.50	£0.00	20.00%	£1,183.00
painting of planters	2.00	£325.00	£0.00	20.00%	£650.00
waste removal	2.00	£195.00	£0.00	20.00%	£390.00
soil for refurbished planters	2.00	£98.80	£0.00	20.00%	£197.60
Removal & delivery of all requested planters to site	2.00	£200.00	£0.00	20.00%	£400.00
escallonia	2.00	£32.50	£0.00	20.00%	£65.00
Total Excluding VAT:					£3,245.60
Discounted Amount:					£0.00
VAT Amount:					£649.12
Total Including VAT:					£3,894.72

All quotes are valid for 30 days from the date above and are based on a level soiled area. All uneven levels may have a cost implication which will be advised. We are not responsible for any impacts from natural occurrences which may cause additional costs. Any planning permission required is the customer's responsibility, which we will assume has been approved prior to works starting. Please make all cheques payable to Create Landscaping Ltd. If you have any questions concerning this quote, please contact our accounts department on 01404 892775.

Thank you for your business.



Photography Project to Highlight Local Independent Businesses

Kathryn Gibbons, local photographer is working on a project that aims to showcase the local independent businesses of Wellington. She wishes to help promote these businesses and highlight the way that these small independents make Wellington special and show its resilience in the wake of the Covid-19 Pandemic. She has been in touch with several of these businesses gathering portraits of the owners that reflect their business and brand.

She is very interested in the idea of using a window wrap for this project as it helps to make the town centre look better as well as being good for foot traffic. We are currently in conversation with owners of vacant buildings and trying to secure a spot for this project.

This project would ideally see a window wrap put up in late October/early November for a few weeks. Kathryn is happy to continue using her own time to take portraits and design the window wrap but she would like to ask if the Town Council would be willing to pay for the window wrap to be installed. Somerset Sign and Print installed a Christmas window wrap at Former "One Stop Shop" in the High Street last Christmas at a cost of in the region of £300.00. Depending on the property we can use, this price may be slightly more or less.





ENDORSED BY  
**HLP** for  
**HEROES**

# HIGH STREET SAFARI

AGENDA 9D.

## A Local Geogaming Platform

OUR TRAILS

1000+  
STORYTRAILS

OUR TRAILS

350+  
LOCATIONS



OUR TRAILS

16K PLAYERS PER  
MONTH

OUR TRAILS

250K+  
SELFIES TAKEN



# Our Mission

---

Every parent knows how hard it is to find engaging activities they can do as a family.

We want to give parents a free, outdoor experience that gets their kids out walking in the fresh air, engaging in stories and having a blast.

We want to help high streets by making them places for families to visit for leisure as well as shopping.

And, most of all, we passionately want to create unforgettable, immersive experiences for children.

*Stephen Blackwell, Executive Director & Founder*



# The Skinny

We create innovative storytrails combining



Pokemon Go-type AR

&



Storytelling Magic

Our unparalleled new geogaming platform lets families play a library of them - for free.



We add 5 new national campaigns a year

&



We're launching the platform in towns & cities across the UK

Become a platform host for your area and join us as we roll out this revolutionary experience.



# High streets are suffering and families are eager for leisure

## Problems for the High Street

### Low Footfall

Shopping patterns have seen people shifting to out of town and online.



### Family Leisure

Families generally travel to town centres for 'mission' shopping rather than leisure.



### Funding

Big draw events are expensive and funding is very tight for many place management bodies.



## Problems for Families

### Too Much Screen Time

Finding new and nearby leisure activities for kids that gets them out and about can be a challenge.



### Fitness & Fresh Air

Many parents worry about their kids getting enough exercise and want to encourage more walking.



### Cost

Many events and activities suitable for families are very expensive and costs can be prohibitive.



# The Solution

## Increase Health & Footfall

Our experiences encourage players to walk more, increasing their wellbeing & local footfall.



## Responsible

Paperless trails help the environment & we are further pledging to be carbon neutral before 2024



## Low Cost & Simple

Our experiences are free for players and very economic to host.



## Analytics

We collect and give vital analytic reports to clients during and after events.



## Business Engagement

We speak to participating businesses to reward players with discounts and encourage visits.



## Intuitive

Our simple tech means anyone can play on any smartdevice or browser.



**Astonishingly excellent... Fantastic trails to get your local community up and out walking.**

- Tina Gambell, Wisbech Parish Council

 **Trustpilot**

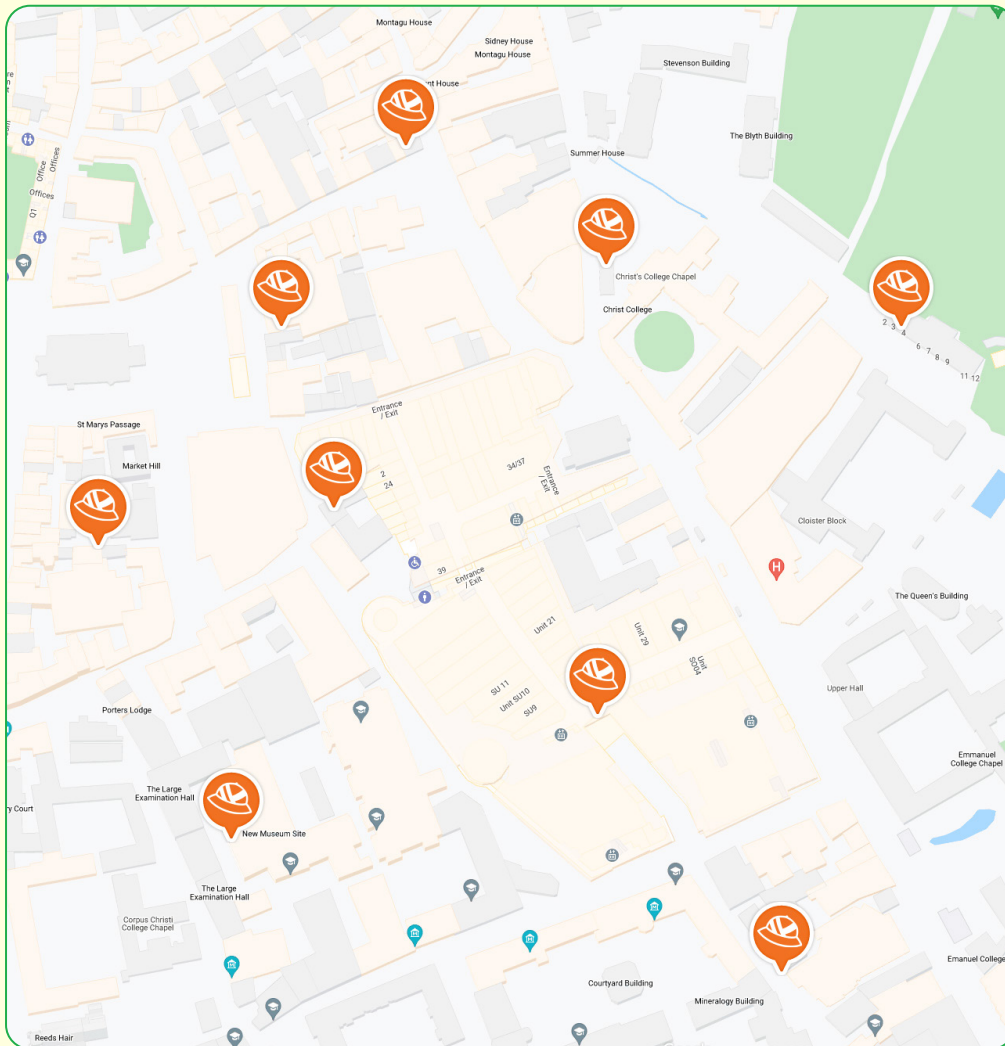


**What a fantastic experience we had walking around! Great fun! The ebook is amazing! Well done!**

- Laura Silva, Trustpilot



# Your Local Area



Hosts choose 10 venues in their area to display the 'storypoints'.

Participating Venues can be updated every three months.

Storypoint artwork can be displayed on window vinyls or Correx boards, refreshed every three months.





# Customer Experience

Because of our unique web-app technology, players don't need to download anything or register to play. They simply go to our website to begin their experience.

Launch includes 18 storytrails with the catalogue growing significantly in the first year. At least four new national trails will be added on the major holidays, at no extra cost, each year.

# 1

Players browse the platform and choose a game to take part in



## Launch Storytrails



THE QUEEN'S  
PLATINUM JUBILEE  
BEACON TRAIL



## New Storytrails Autumn 2022



## Festive Storytrails

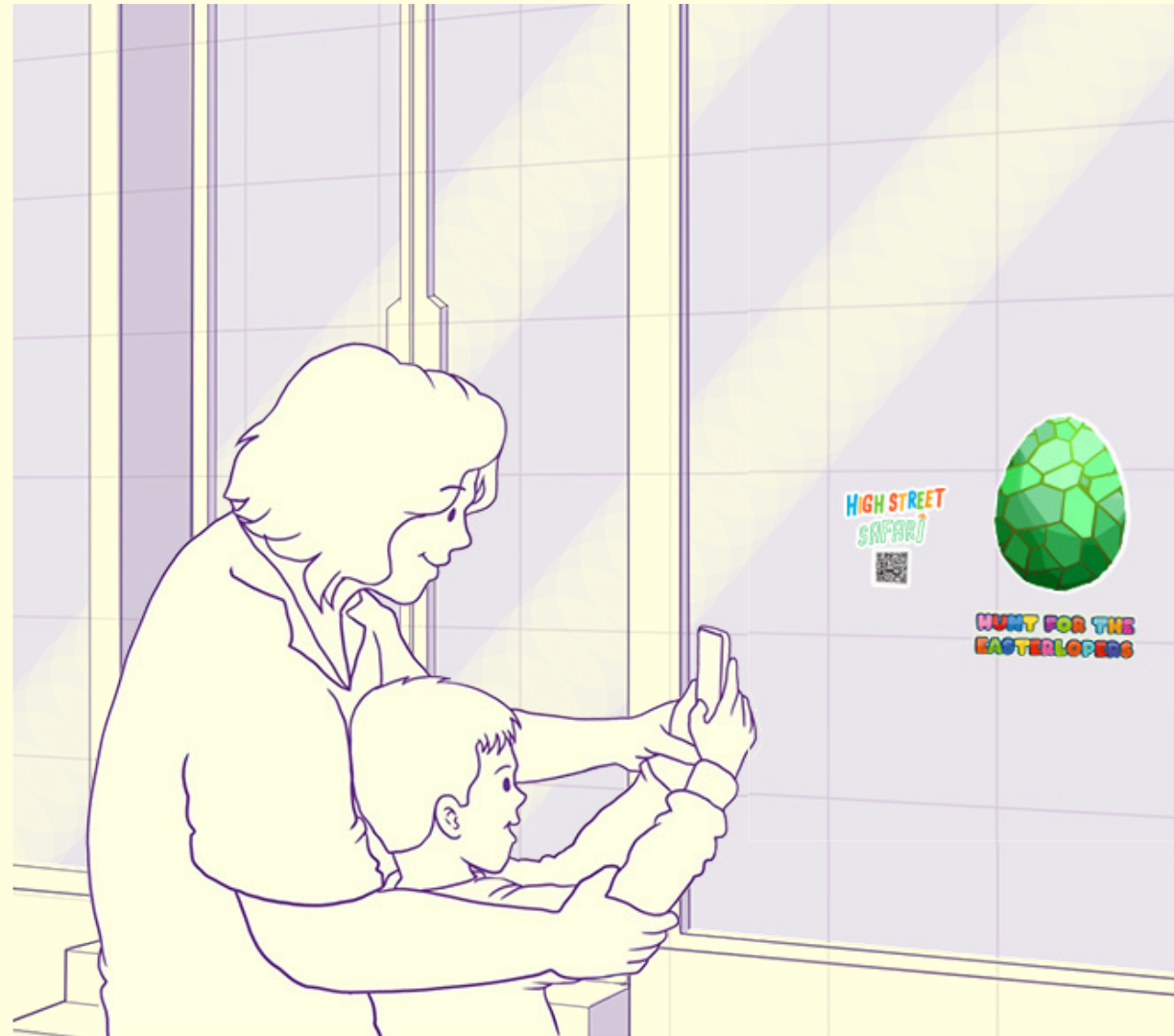


# Interactive

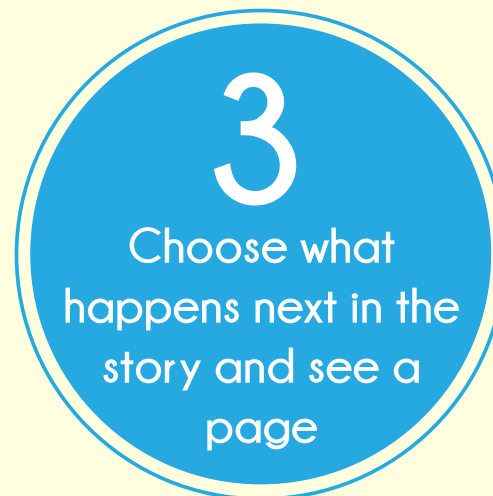
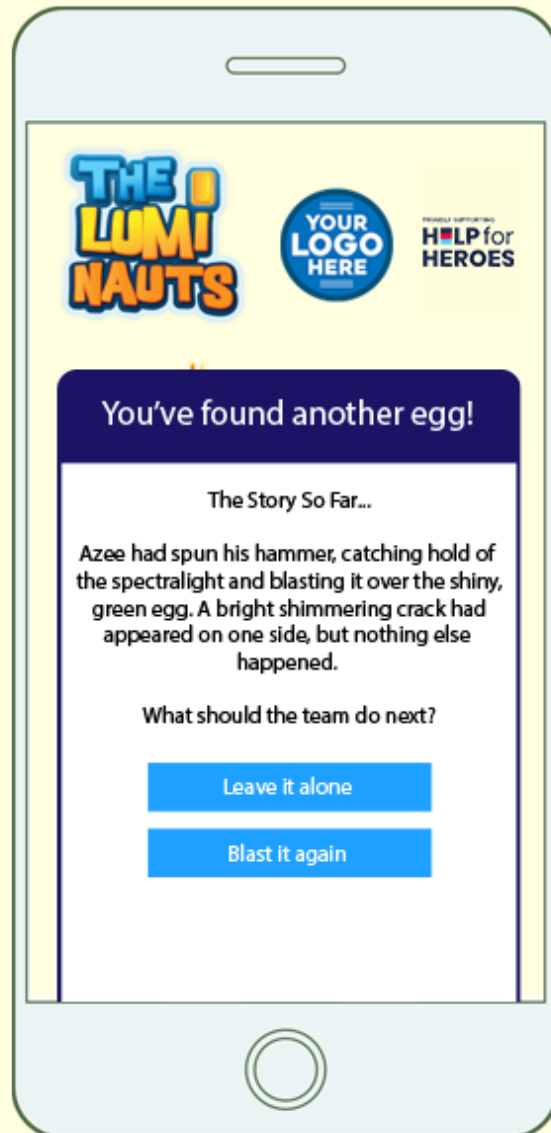
Each story-point has a unique QR code and NFC tag for players to scan or tap with their smartphone. Once a story-point is scanned, a digital stamp of an object is collected (Easter eggs in the example). Characters are 'hidden' inside the objects and players use their smartphones to 'reveal' the characters within.

## 2

Scan or tap to collect



# Engaging



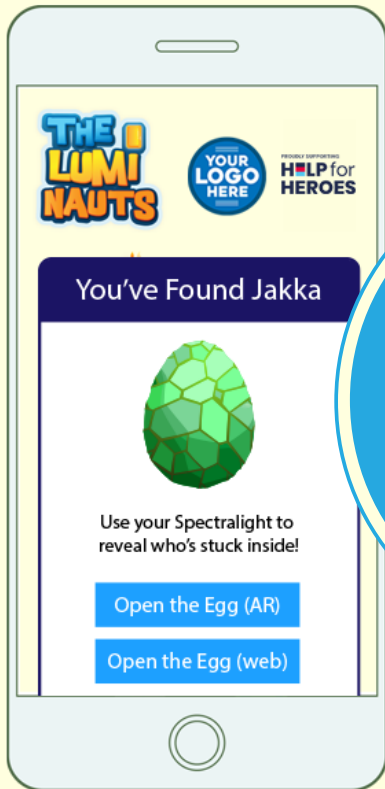
Children engage with the story by choosing what happens next and then seeing their choice in the next page of the storybook.



# Immersive

## 4

Players open the  
character in  
AR



The collected item is 'opened' with their smartphone to reveal the augmented reality character inside.

Families can take selfies or videos with the characters and share them on social media.



Try out the AR!  
Scan or click



5

When finished, players can take 'mission complete' selfies and collect points for real badges.

Children will have something to share with their peers both on social media and at school. This increases brand awareness and gives families a rewarding sense of completion.

# Rewarding



## How do AR trails work?

Watch the video now



Scan or click

# Adding Local Trails

## Bespoke Storytrails

Our expert team can create completely bespoke experiences based on local folklore, history, characters or events. The creation process is highly flexible and tailored to your needs. Storytrails can be created for as little as £2,000.



## Established Trails

Whether it's an existing tour, ghost walk or treasure hunt, hosts can list established trails on their local libraries. These can incorporate the ten QR code storypoints or more QR code locations can be added.



## Third-Party Trails

Do you have a local tour company, ghost walk or escape room that might be interested in creating and listing an experience? No problem, we can work with them to make it happen.



### Case Study

**Who:** Alton Town Council

**Where:** Alton, Hampshire

**Population:** 16,000

**Players:** 4,000

## MarmART Trail

Alton Town Council came to us with a beautifully wacky idea for a trail of Marmots doing winter sports. We created a fun, eye-catching, safe and interactive experience for the town. The trail included a series of animated characters for their digital stamps, beautiful 1.5m window decals of the Marmots and engaging stories which ended in a free eBook 'Marmite and the Marmot Games' for players. **Over 4000 players** took part in the trail despite being interrupted by a national lockdown.



# 2021 Review



**10** Successful  
National Campaigns

**200,000+**  
Happy Players



**250+** UK-wide Locations

**4.5/5** Score  
On Trustpilot



# Platform Benefits

## Build a Repeat Audience

Building public awareness takes time. Instead of running one-off events, having a continuous year-long presence will enable you to do this to much greater effect. Having a library of trails will see players returning over and over to play.



## Run Amazing Social Media Campaigns

With every new trail we give you the tools to create brilliant marketing campaigns. We can also do this for you directly by running social media campaigns that maximise awareness of the platform and new trails, on your behalf.



## Create Something for Everyone

Our storytrails mainly cater to families but we'll be adding in more niche trails as the platform library grows such as our couples quiz trail or escape room mysteries. As we add in walking trails, tours and puzzle games, everyone in your area will have a reason take part.



## Add a Bonus to Your Events Calendar

The platform is the perfect, year-long bonus event to add to your location. Each new trail, on the four major holidays, can be publicised as an event in itself or run as a companion option to other events.





# Platform Subscription

We're passionate about creating unforgettable experiences, if you are too we'd love to create a lasting partnership with you.

For your small monthly fee we'll give you:

- A continuous geogaming platform for visitors to your area, with a large and growing library of experiences.
- At least 4 major new trails a year on Easter, Summer, Halloween and Christmas. This includes new vinyl or Correx artworks and marketing toolkits with each one.
- Add a sponsor's branding for the platform.
- Add existing local trails.
- Add local business offers to storypoints.
- Link storytrails to local websites, events or apps.



# Our Team



**Stephen Blackwell**  
**CEO/Founder**

Former CEO of Casebook Events.

Expert in event management, digital design and UX.



**Rob Johnson**  
**Partnerships Manager**

Expert in business and partnership development.



**Amin Aziman**  
**Head of Design**

Expert in graphic, web and UX design. Illustrator and 3D artist.



**Neil Garner**  
**Non Executive Director**

CEO of Thyngs Ltd.  
Expert in business development and contactless technology.



# HIGH STREET SAFARI



Book a call to discuss bringing our exciting new platform to your area.

Please call **Stephen Blackwell** on **07735 125180** or email **info@highstreetsafari.com**




**highstreetsafari.com**





WELLINGTON TOWN COUNCIL – BUS SHELTERS SCHEDULE – 30<sup>TH</sup> JUNE 2022

Reference No	Location	Ownership	Maintenance	Photo	Work to be carried out
4303/0018	Oakenground, Rockwell Green	Clear Channel	Clear Channel	COULD NOT FIND SHELTER	
4303/0054	Dobree Park (Exeter Road) Rockwell Green – opp Golden Hill Stores	Clear Channel	Clear Channel		Shelter
W1	Milverton Rd, opposite Millstream Gardens	SWT	SWT		Shelter – Clean, paint, replace blown panels



W2	High Street, outside St John's Church	SWT	SWT		Shelter – Clean, paint, replace blown panels
W3	Rockwell Green, adjacent Barley Italian Restaurant Exeter Road	SWT	SWT		Shelter – Clean, paint, replace blown panels
	Rockwell Green Near Post Office, Exeter Road				Shelter – Clean, paint, replace blown panels

W4	B3187 - Station Rd, outside Aerosols International, Swallowfields	SWT	SWT		Shelter – Clean, paint, replace blown panels
W5	B3187 - Milverton Rd, junction with Tonedale Industrial Estate	SWT / WTC	SWT / WTC		Shelter – Clean, paint, replace blown panels

W6	B3187 - High Street, outside Casey Warren Hairdressers	SWT/ SCC	SWT / WTC	 		Shelter – Clean, paint, replace blown panels
W7	B3187 - High Street, outside Post Office	SWT / SCC	SWT / WTC			Shelter – Clean, paint, replace blown panels



W8	Longforth Rd, Coach/Car Park	WTC – Purchased May 2022	WTC			Shelter – brand new
W9	North Street, South of Victoria Street Junction	SWT / SCC	SWT / WTC			Shelter – Clean, paint, replace blown panels
W10	B3187 outside Wellington near the Cades Farm development. Last main roundabout before going into Wellington from Taunton. On the Wellington bound side.	SWT	SWT	 		Shelter – Clean, paint, replace blown panels

W11	B3187 outside Wellington near the Cades Farm development. Last main roundabout before going into Wellington from Taunton. On the Taunton bound side.	SWT	SWT		Shelter – Clean, paint, replace blown panels
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## Wellington Town Council

**Listing of Payments in each Code for All Cost Centres**

<b>Cost Centre</b>		<b>Town Centre</b>	<b>Platinum Jubilee</b>	
<b>Code Number</b>		<b>128</b>		
<b>Vchr.</b>	<b>Date</b>	<b>Description</b>	<b>Supplier</b>	<b>Net</b>
527	28/03/2022	Jubilee Coins	Insignia Ltd	£4,060.00
460	14/02/2022	First Aid	Bristol Ambulance	£595.00
12	12/04/2022	Street Entertainment	Fuse Performance	£1,900.00
14	12/04/2022	Window Wrap	Somerset Sign & Print Co	£105.00
24	20/04/2022	Trading Permit	Somerset West & Taunton	£53.00
25	20/04/2022	Art Work	Word Gets Around	£200.00
27	20/04/2022	Summer Entertainment Programme Leaflets	Carly Press	£125.00
34	03/05/2022	Tree Planting (Westford & Hoyles Rd)	Create Landscaping	£115.33
36	03/05/2022	Jubilee Mural Deposit	Aerosol Artwork	£300.00
41	03/05/2022	Free Parking Charge (4th June)	SWT	£931.00
51	09/05/2022	Advert - Jubilee - Welly Weekly	Tindle Newspapers	£206.40
55	11/05/2022	Window Wrap	Somerset Sign & Print Co	£305.00
62	17/05/2022	Banner Install	WGS Power & Lighting	£1,430.00
69	23/05/2022	Beacon Signpost	Carly Press	£150.00
79	30/05/2022	Advert - Jubilee - Welly Weekly	Tindle Newspapers	£154.80
80	30/05/2022	Piper (beacon)	Roy McCubbin	£150.00
85	30/05/2022	Order of Service Jubilee	Carly Press	£190.00
87	01/06/2022	Beacon Lighting & PA	Dj Steve	£140.00
88	01/06/2022	Street Fair PA Systems	Dj Steve	£350.00
97	07/06/2022	Beacon Lighting Hire	TJ Lighting Ltd	£350.00
99	09/06/2022	Advertisement	Edge Publications	£150.00
102	10/06/2022	Art Work	Aerosol Artwork	£3,360.00
104	13/06/2022	Batteries	Co-Op	£16.00
105	13/06/2022	Bunting & Balloons	Amazon	£34.65
107	21/06/2022	Road Closure	Bridgwater Guy Fawkes C	£1,160.00
108	21/06/2022	Remove Window Wrap	Somerset Sign & Print Co	£30.00
131	24/06/2022	Queen's Platinum Jubilee - Lamp Post Banners	Bay Media	£1,043.00
	24/06/2022	Staff Overtime	Various	£816.84
		<b>TOTALS .....</b>		<b>£18,421.02</b>
<b>Budget</b>	<b>£25,000</b>		<b>Balance</b>	<b>£6,578.98</b>



## WELCOME TO WELLINGTON SIGNS

*For Town Centre Committee July 2022*

### 1 Background

Possible works to these signs was identified while carrying out an overhaul of the Council's asset register in July/August 2021. The condition report at the time was as follows

Location	Notes
Exeter Rd	
Tonedale	Missing
Taunton Road (Cades)	Sign bent
Pyles Thorne Road	Missing

### 2 Updated condition report

In February 2022, the sign at Cades came down in bad weather and was brought into the office by a member of the public and it was then collected by Somerset Sign and Print for safe keeping.

At some point between the review in 2021 and now, the sign at Pyles Thorne road has been replaced. Although, I am yet to find out by who. Rebecca and I drove around to take pictures as part of the review and are 90% sure it was not there at the time.

The Tonedale sign has been missing for some time, judging by historical images from Google Street view. Highways were unable to tell if they had any information on the matter.

### 3 Wellington in Bloom additions

I have spoken to Isabel Ward regarding the Wellington in Bloom sections of these signs. They were added in 2000 when they started winning the awards detailed. She goes on to say;

"It was mentioned to me recently that they thought the signs for our last award in 2008, was now somewhat dated, and might be removed, as we are no longer entering the competition. I will send this email to those in the know. We will keep in touch and come back to you with their comments."

### 4 Other Correspondence

Attached is a letter received by the Clerk from All Saints' Church in Rockwell Green.

It should be noted that these signs are on the locations of the Town Council's boundary rather than the Town's perimeter and have been in situ since approx. 2000. A solution is suggested as part of the recommendations below.

## 5 Recommendations

- a. Replace missing sign at Cades
- b. Apply for licences with Highways for the following (both will also need quotes for new poles to be installed which has been requested from Abacus Construction)
  - i. 2x new 'welcome to Rockwell Green' signs
  - ii. Re-instate Tondedale sign

Please note that quotations for new signs and installations have been requested and are awaited at time of writing. Please see below item detailing various images and location plans.

## 6 Images and location plans

### 6.1 Current Rockwell Green Sign

Suggest asking highways if we can replace top section with new sign detailed below and ask them to re-instate the Cemetery sign below. Sign has been hit at some point but still seems sturdy, hopefully the poles can be straightened and reused.

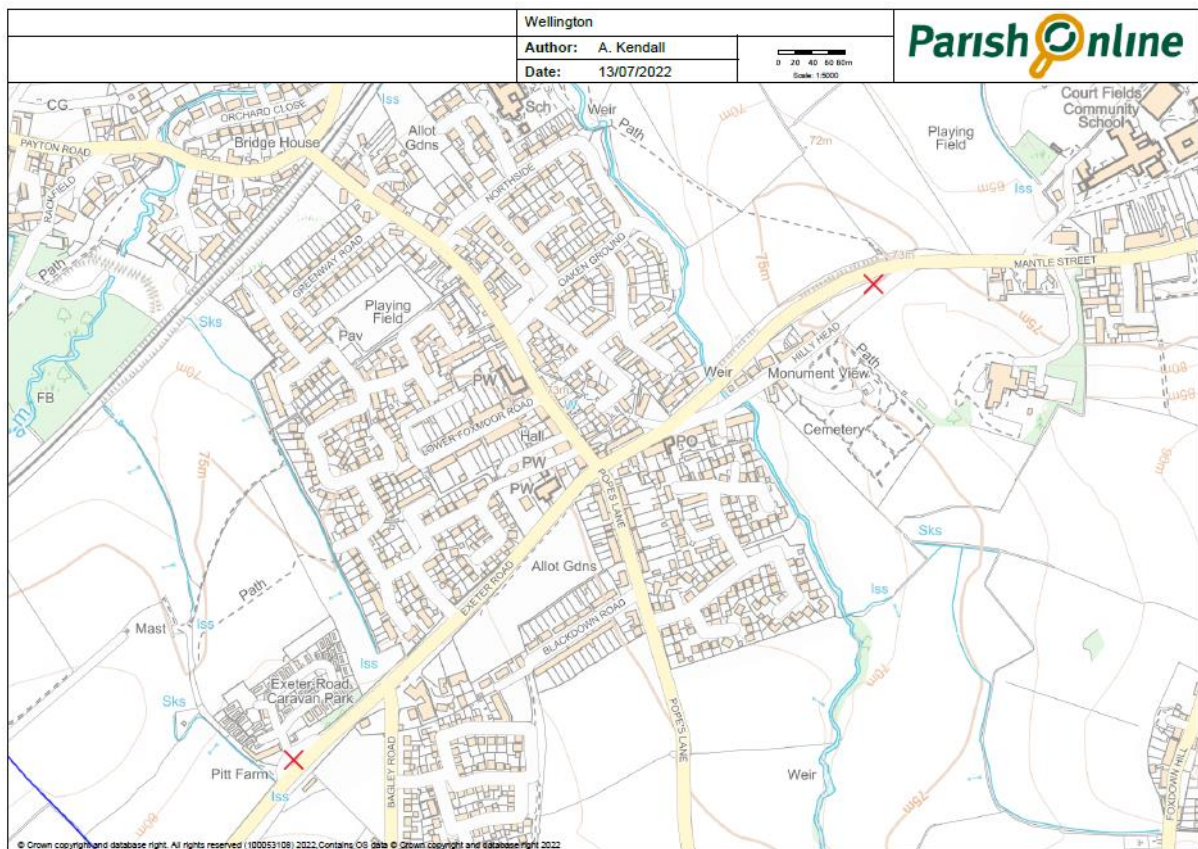


### 6.2 Suggested new sign for Rockwell Green (x2)





- 6.2 Suggested locations for Rockwell Green signs
- replace existing sign in same location in Hilly Head
  - new install on verge outside caravan park



6.3 New welcome to wellington sign mock up



*All Saints' Church*  
*Parochial Church Council*  
*Rockwell Green, Wellington, Somerset, TA21 9BT*

PCC Secretary,  
Mrs Veronica Tatnall,  
Westford Gate,  
Westford, Wellington,  
TA21 0ED.

The Town Clerk,  
Wellington Town Council,  
Fore Street,  
Wellington.

5th July, 2022.

Dear Town Clerk,  
The PCC at All Saints' Church, Rockwell Green have asked me to write as they feel a mistake has been made with the new signage that has appeared on entry to Rockwell Green at the new housing off the Perry Elm roundabout as it reads Wellington. Strictly speaking you are entering Rockwell Green here which the postcode confirms and we as a church are within that area. Wellington traditionally begins at the top of Hilly Head!  
Would you kindly bring this matter to the attention of the council and hopefully this can be rectified and those living in Rockwell Green can get their identity back..  
I have also sent a letter to our local councillor Zoe Barr.

Yours sincerely,



Veronica Tatnall,  
PCC Secretary.  
Tel: 0740 1898 566