

## WELLINGTON TOWN COUNCIL

### **Minutes of a meeting of the Wellington Town Centre Committee held at the Community Centre, White Hart Lane, Wellington TA21 8HN on Monday 26<sup>th</sup> September 2022 at 6pm**

**Present:** Councillors J Lloyd, M Lithgow, N Powell-Brace, M Barr, C. Booth, R Coupe. S. Pringle-Kosikowsky

Dave Farrow – Town Clerk  
Annette Kirk – Deputy Town Clerk  
Alice Kendall – Deputy RFO

1 member of the press  
2 members of the public

#### **254 APOLOGIES**

Apologies had been received from Councillors K Wheatley and C Govier.

#### **255 DECLARATIONS OF INTEREST**

No declarations of interest

#### **256 MINUTES**

**RESOLVED** to approve and sign the minutes of the Town Centre Committee meeting held on 19<sup>th</sup> July 2022.

#### **257 QUESTIONS AND COMMENTS FROM MEMBERS OF THE PUBLIC**

The Committee agreed that Kathryn Gibbons, Local Photography could do her presentation on her Community Photography Project – The Committee would discuss and make their decision at Agenda item 10a.

#### **258 WELLINGTON FOOTFALL COUNTERS**

**RESOLVED** to agree the ownership of the three footfall sensors are transferred to the Town Council and to pay Proximity Future £675.00 to extend the contract date of the two cameras that expire in March 2023 to January 2024 in line with the first camera. The Committee to review the footfall sensors contract on expiry of the current contract.

#### **259 POP UP SHOP**

The Deputy RFO circulated a report prior to the meeting and gave an update explaining the new energy contract prices and how they have been affected by the Government's announcement to assist businesses with rising energy costs.

**RESOLVED** to continue with current process of passing on costs of electricity usage to hirers (via deposit refund) at the same rate that the Council is charged.

## **260 REMEMBRANCE EVENTS 2022:**

- **Armistice Day – Friday 11<sup>th</sup> November 2022 at 11.00am**
- **Remembrance Sunday – 13<sup>th</sup> November 2022 at 3pm**

Project Plan was circulated prior to the meeting and noted.

The Town Clerk confirmed that arrangements were progressing on both events. Remembrance Sunday – Temporary Road Closure Application had been submitted to Somerset West and Taunton District Council. Volunteers were still required to operate the road closure.

## **261 RIFLES REGIMENT: FREEDOM OF THE TOWN 17<sup>TH</sup> JUNE 2023**

Project Plan was circulated prior to the meeting and noted.

The Town Clerk confirmed that event would happen in the afternoon of 17<sup>th</sup> June 2023 and that the Working Group were looking at two elements of a project plan – the parade itself and also events to take place in the town around the parade

- Councillor Powell-Brace asked that Wellington Silver Band are contacted to perform at the event.
- Councillor J Lloyd came up with idea that lamp banners could be erected in memory of the Rifles who had been recognised for their service.

## **262 CHRISTMAS 2022**

Deputy Clerk presented updates on the Christmas event.

At item 9e and 9f the Committee discussed Free Town Centre Parking on Saturday 26<sup>th</sup> November and Lamp Post Banners for the “Christmas Market and Lights Switch” on event.

**RESOLVED** that the Emergency High Street Fund will cover the costs for Free Town Centre Car Parking for the “Christmas Market and Lights Switch On” event on Saturday 26<sup>th</sup> November 2022.

### **g) Update on new lighting at South Street and Christmas Tree**

The Deputy RFO gave an update. The project to install a tree at Tonedale is proceeding well and the new owners were happy in principle with the project. An agreement letter has been forwarded its return is awaited.

As delegated authority for spending was given at the last meeting, a report was circulated with a breakdown of costs for installation and lighting hire. It was noted that the overall spend to add the new Christmas tree and lighting installation at South Street should come in under the allocated £5,000 budget.

**RESOLVED** to accept two instalments of £250 from Joseph Welch jewellers for the installations of the initial fixings and to commit to adding the curtain to scheme for the next contract term.

**263 TOWN CENTRE EMERGENCY HIGH STREET FUND**

- a. Presentation by Kathryn Gibbons Local Photographer - Community Photography Project – To Highlight Local Independent Businesses. Town Council to cover the cost of shop window wrap or bus shelter wraps.

**RESOLVED** to support Kathryn Gibbons Local Photograph and her Community Photography Project. More detail required to identify the business, to display their own logo and QR Code. The Emergency High Street Fund to cover the cost of one window wrap.

- b. Wellington Sculpture Trail - Information report was circulated prior to the meeting. The Committee thought this was a good idea in principle offering good engagement with the public and more importantly children. The Wellington Boot being a good design to use. The lead time would be 6/7 months. With the sculptures going on display in July.

**RESOLVED** that Committee Members and Council Officers look at progressing the project by obtaining more information and costings.

- c. Creative Workshops For Children:

**RESOLVED** that the Committee would support Creative Workshops for Children and agreed to hold one activity day and to provide a Town Centre Venue. The costs to be covered by the Emergency High Street Fund.

**264 BUS SHELTERS**

Deputy Clerk gave an update and circulated quotations from GW Shelter Solutions and Jones Building Group.

**RESOLVED** to wait for the proposal from Somerset West and Taunton District Council's Senior Management Team to transfer the bus shelters to the Town Council.

**265 STREET TREES:**

The Deputy RFO circulated a report and gave an update. Scans had been carried out at locations identified on maps circulated to the Committee prior to the meeting. The biggest concern is that utilities are at a reasonably shallow depth and they would be going straight through the root ball zone, which should be avoided. Therefore, significant costs would need be added to reroute any of the services.

**RESOLVED** not to proceed with the Street Tree Project but to look at land in the town where trees could be planted.

**266 BUDGET SETTING**

The Committee Members to email the Deputy RFO with any planned project expenditure that will need to be accounted for in the 2023-2024 budget. Recommendations to be taken to the next two Finance Committee Meetings (October and November) where the budget will be developed. e.g. Rifles event, King's Coronation, Town Centre planting and maintenance.

**267 DATE OF NEXT MEETING:** Tuesday 15<sup>th</sup> November 2022 at 6pm – United  
Reformed Church Hall

The meeting ended at 7.30pm

.....  
Councillor Janet Lloyd  
Chairman

AGENDA ITEM: 5



# Trash Trail



**Have a RUBBISH DAY OUT!**

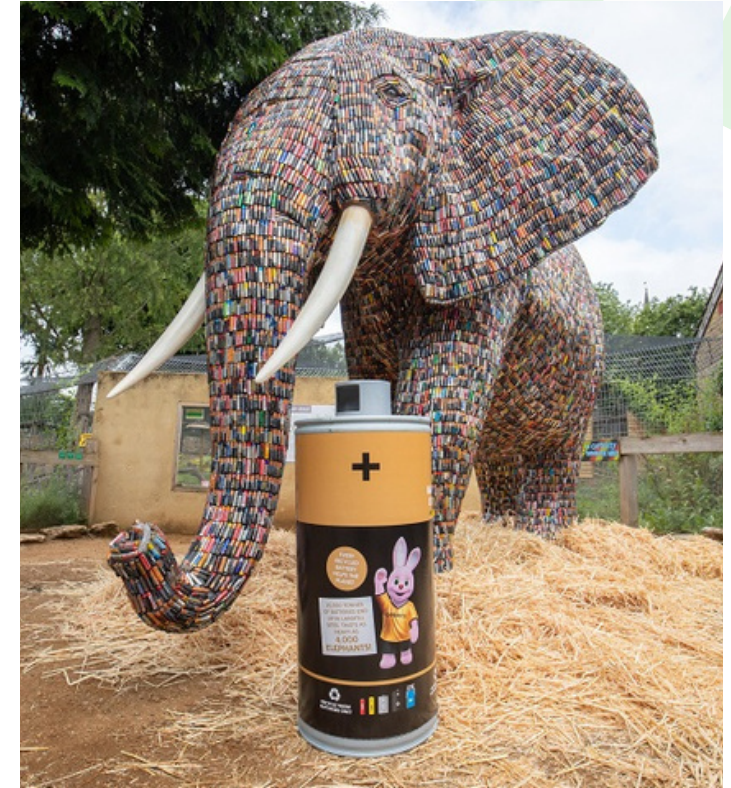
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Information and Sponsorship  
Package

**A**fter the amazing success in 2014 of the Deane Dragon Trail, the team has come back together, with the addition of new volunteers, to create another exciting sculpture Trail focused around the Taunton area.

The success of the last trail, through the inclusion of all ages, saw increased footfall for the town and surrounding area. Following the Covid pandemic, our local businesses need local support more than ever.

We feel there is an opportunity through our voluntary group to help. This ambitious project will engage people by inviting them to have “a rubbish day out”, the strapline for our new trail, and join a trail of strategically located sculptures that encourage conversation around the impact we all have on our planet.



We have all seen the tragic images on the news and media outlets of the impacts of climate change, and for some, there is a feeling of helplessness.

**How can we make a difference when the issues are so vast?**





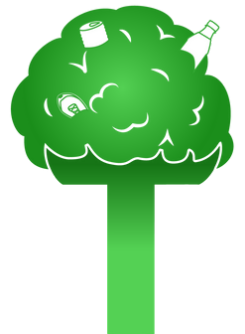
**W**hilst we are very lucky to live in such a beautiful part of the world, we are not exempt from liability, and the growing perception is we can all effect positive change no matter how small.

**As a team, we believe we can influence behaviour through enjoyable education, and we intend to raise awareness of climate impacts.**

Our colourful trail of "litterbugs" will be artwork designed by professional artists and donated through volunteer contributions. All colours are allowed but we of course want them to be as "green" as possible. We are very fortunate to have secured the services of Nick from A Load of Old Scrap and Steven Heard.

**'Owl' by A Load of Old Scrap (Left)**

**'Side-car couple' by Steven Heard (Right)**



**C**onnecting the trail will be named characters/bugs, with which the first letter of each will create an anagram (or climate positive message) to engage children in the excitement of the character trail - beyond the fascinating artwork and immersive experience. Those who collect and submit the correct anagram will be entered into a prize draw to win a... [PRIZE].

The final sculpture in the trail will allow climate pledges to be made and posted within the sculpture. These will be personal or business pledges to make small changes that encourage positive climate action.

Along with the newly created litterbugs, we intend to show a number of larger sculptures and have already secured some for the trail. For example, the elephant made of 30,000 batteries (as seen on page 1), and the Polar Bear made of plastic milk bottles (shown right), both shown recently at the NEC's UK Waste and Recycling Event Waste show.





**A**s with the Deane Dragons trail, we hope to raise funds to provide an ongoing financial legacy, managed through the Somerset Community Foundation Trust with a focus on providing small grants to groups who would otherwise fall outside of the usual opportunities.

We hope to gain support and enthusiasm from local businesses and in turn, the trail will provide marketing and increased footfall to their area to boost potential custom. We are also offering sponsorship opportunities to those businesses that wish to be a direct part of the route, or wish to raise greater awareness of their own climate support.

This will be an exciting opportunity for those companies, their employees, and their customers to get inspired, get imaginative, and celebrate the creativity of the people of Somerset West and Taunton; all the while helping to raise the profile of their company and our community.



# How will your business benefit?

- A unique opportunity to be associated with one of the region's highest-profile projects in 2023 - be part of the buzz!
- Your company's brand and message will be seen by thousands of people on the Trash Trail as well as in associated merchandise and publicity - see below.
- A great way of showing your firm's pride in its community.
- Increase trade-boosting footfall to your location\*.
- Great for Corporate Social Responsibility, Recycling and Climate Change.
- Enthuse your employees and promote team spirit.



# How will your company's brand be seen?

- Sponsor a Sculpture - three levels available, see below.
- Logos and links on Trash Trail 2023 website and app.
- Logos and links on the Trash Trail social media sites.
- Merchandise, promotional material and trail guides to include sponsors' logos.
- Widespread coverage across local media to promote sponsors' involvement.
- Use Trash Trail 2023 in your own publicity.
- Create your own media stories around the trail.



# Timeline



**Trail go live  
22nd July 2023**

Creation of bugs 2  
complete by  
December 2022

Prize draw for  
anagram competition

Auction in 29th  
September 2023 – Oake  
Manor

Decoration complete  
and varnished /  
sealed by end of  
January

Completion of trail  
3th September  
2023

Display at the NEC  
Waste and Recycling  
event 14th & 15th  
September 2023

Closedown event dinner  
dance Friday 6th October  
2023 – Oake Manor



# Sponsorship Levels



## Level 1 - £2000

Choose from a premium artist designed and created litterbug, and your choice of location, subject to permissions from landowners.

QR code attached to Bug with details of your business, special offers etc.

Your logo on all promotional materials.

You will be placed in to a raffle to win 4 free tickets to our Dinner and Dance evening.

A direct link from our website to yours.

Your name/business will appear in both of the trails word searches

Three 360 photos for your business for google

Adoption Certificate and photo of your litter bug.

You may keep your Litter Bug or donate it back to the auction.

## Level 2 - £1500

You will be allocated a litter bug with your choice of location, subject to permissions from landowners.

QR code attached to Bug with details of your business, special offers etc.

You will be placed into a raffle to win 2 free tickets to our Dinner and Dance evening.

Two 360 photos of your business for Google.

Adoption Certificate and photo of your litter bug.

The Litter Bug will be taken to auction.

## Level 3 - £500

You will be allocated a litter bug to be placed in a location of our choice.

QR code attached to Bug with details of your business, special offers etc.

Adoption Certificate and photo of your litter bug.

The Litter Bug will be taken to auction.



The logo for 'Trash Trail' is rendered in a playful, green, blocky font. The word 'Trash' is on the top line, and 'Trail' is on the bottom line. The letter 'T' in 'Trash' is stylized with a green bush or tree shape on top, which contains a small white trash can icon. The letter 'H' in 'Trash' has a small white trash can icon integrated into its right vertical stroke. The letter 'T' in 'Trail' has a dashed line running through its vertical stroke, suggesting a path. The letter 'i' in 'Trail' is replaced by a green plastic bottle icon.

# Trash Trail

**Have a RUBBISH DAY OUT!**

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## Key Contact

Kelly Durdan  
Project Manager  
07789 871856  
[kellydurdan@aol.com](mailto:kellydurdan@aol.com)

Logo & Document  
Designed by





## Christmas Lighting Feedback

The Council are now in the final year of a 3-year hire contract for the town's festive lighting scheme. As we prepare to assess and renew this contract, we would like to gather your opinions on the current installations.

The current scheme includes a mix of cross street banners, wall mounted motifs and curtain/icle lights. The colour scheme is a mixture of white, gold, red and green. We have included some images in the questions below for your reference.

1

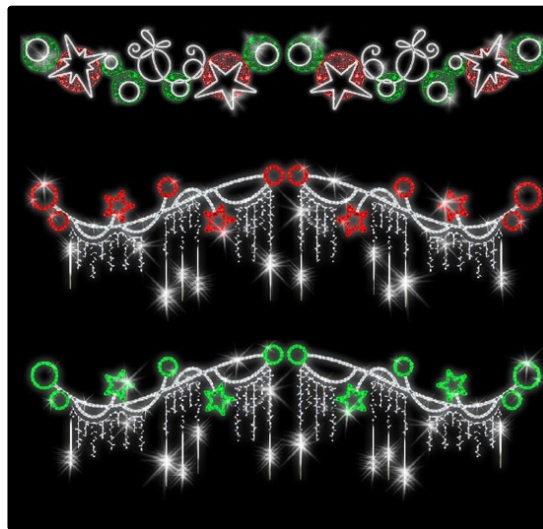
Do you like the current colour scheme?

☐ Yes

☐ No

2

Do you like the current cross street banners?

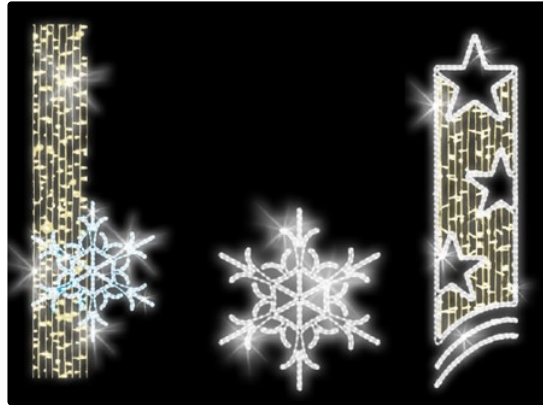


☐ Yes

☐ No

3

Do you like the current wall mounted motifs



☐ Yes

☐ No

4

Do you think the overall scheme should be updated/changed?

☐ Yes

☐ No

5

Do you think the colour scheme should be changed?

☐ Yes

☐ No

⋮

6

If yea, do you have a suggestion for a colour scheme?

☐ Blue & Silver

☐ White & Gold

☐ White Only

☐ Other

7

Do you think the designs should be changed?

☐ Yes

☐ No

Do you have any comments and/or suggestions relating to the town's Christmas lighting?

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WELLINGTON EMERGENCY HIGH STREET FUND INDICATIVE PLAN - ALLOCATED MONIES - £25,000 Date: 23rd September 2022										
THEME		SUGGESTED TIME FRAME	COMMENTS	APPROX COST	Expected Invioces	Invoices received (net)	VAT	Total cost	Project Balance (net of VAT)	Completed and Funds Available?
				Balance bought forward from £100K EHSF					£5,913.34	
Refurbish 2 Planters		End of December 2022	1 Planter outside United Reform Church Fore Street. 1 Planter outside Kamyko, High Street . Price from Creative Landscaping £3,245.60 plus £649.12 VAT	£4,000.00						
Community Photography Project	Kathryn Anne Photography	October/November 2022	Window Wrap on Shop front to showcase new and upcoming small businesses in Wellington - Town Council to cover cost of window wrap. Premises to be identified and quotation for wrap to be obtained. Wordgetsaround to design artwork cost £75.00	£650.00						
Creative Workshop	Children Workshops	Town Council agreed to support one activity day. May add more depending on its success.	Town Council agreed to cover cost for Christmas Activity Day £450.00 2 workshop leaders. Venue: Wellington Scouts HQ hire £60.00. Date of activity Saturday 10th December 2022. Time 10am to 3pm. Wordsgetsaround Invoice £75.00 poster	£1,500.00						
Christmas 2022	Street Entertainment - Fuse Performance Ltd	Completed by end of December 2022	Christmas Market & Light Switch on Event - Saturday 26th Nov. Saturday 3rd, 10th & 17th Dec. Thurs 22nd Dec. Waiting for Quotation	£5,000.00	£ 4,965.00					
	Bay Media Lamp Post Banners	Christmas Lights Switch On Event - Lamp Post Banners	7/11/2022 Bay Media Invoice £1386.00 + £277.20 VAT 13/10/22 - Wordgetsaround sent artwork to Bay media. Banners to be erected 1st week of Nov 2022. Taken down week ending 2nd Dec 2022	£1,500.00	£ 1,386.00					
	Somerset West and Taunton Distric t Council - Free Parking	Christmas Market & Lights Switch on Event - 26th Nov 2022 - free parking in Longforth Road, South Street & North Street Car Parks.	20/11/22 - SWT invoice £967.00 + £193.40 VAT Total: £1160.40 13/10/22 - SWT email approval for free parking, wait invoice	£1,000.00	£ 967.00					
Town Centre Living Wall	To install living wall to Highway Barriers in the Town Centre - Councillor Mark Lithgow would like to see this.	To be in place by end of year if agreed by Town Centre committee	8/11/2022 Create Landscape original quote June 2021 - £5045.04 plus VAT. Create to requote.	£7,000.00						
Bench Installations	5 benches purchased from Wellington Back Fund	By end of November 2022	Abacus Construction Quote 1 to include double bench removal = £	£1,000.00						
		Deadline for expenditure 31st March 2023	TOTAL	£21,650.00	£ 7,318.00					

Key:

Projects Pending Approval by  
Town Centre Committee







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: #QUO00042**

**Date:** 15/06/2021

**Prepared by:** Ben

**Order Number:**

**Upgraded Job Number:**

#### Description

Supply and install x12 H1000mm x L1200mm living wall displays to railings around wellington town.  
each living wall contains 10 troughs that are planted using evergreen shrubs mentioned in the previous emails.  
each trough comes supplied with a full tank of water.

<b>Total Excluding VAT:</b>	£5,045.04
<b>Discounted Amount:</b>	£0.00
<b>VAT Amount:</b>	£1,009.00
<b>Total Including VAT:</b>	£6,054.04

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.



# ABACUS CONSTRUCTION LIMITED

**Abacus Construction Limited**  
 Gammon Barn  
 Ham, Wellington  
 Somerset, TA21 9JB  
 T: 01823 664 509  
 E: kevin@abacus-construction.co.uk  
 VAT Reg No. 586 0157 29  
 Registered Company No: 04993231

## QUOTATION

Enquiry No: 3941  
 Quote No: QD10257A  
 Customer Contact No: 07496 528389  
 Customer Email details: annette@wellingtontowncouncil.co.uk

20<sup>th</sup> October 2022

Annette Kirk  
 Deputy Clerk  
 Wellington Town Council  
 28 Fore Street  
 Wellington  
 Somerset  
 TA21 8AQ

Dear Annette,

### RE: Concrete pads for 5 benches

Further to your recent enquiry, we have pleasure in quoting for the work to the above property as follows:

QUOTATION	*PRICE
To excavate tarmac and subbase and install 2no. concrete foundation pads for a bench on Mantle Street	£ 330.00
To excavate tarmac and subbase and install 3no. concrete foundation pads for two benches outside the United Reformed Church	£ 660.00
To excavate tarmac and subbase and install 3no. concrete foundation pads for two benches in front of Wellington Community Hospital including additional work to ensure benches are level on the sloping path	£ 820.00
<b>TOTAL NET</b>	£ 1,810.00
<b>TOTAL VAT @ 20%</b>	£ 362.00
<b>TOTAL AMOUNT</b>	£ <b>2,172.00</b>

Please note – Materials cost are increasing on a weekly basis & availability of some materials is becoming difficult. During this time we are only able to hold quotes for 14 days.

**Standard Condition.** Please indicate on acceptance of quotation any underground services that may be in the location of our works. We cannot take responsibility for any damage for things that we do not know about.

If you have any queries with this quotation please ring me on 01823 664509.

A payment of 25% of total cost of work + VAT will be required on acceptance of quotation (see **example** calculation below, example excludes options – please ADD these as necessary):

*"You can count on us"*

Kevin Wendt  
 Managing Director  
 Mobile No: 07889 460500

Deposit Calculation	Net Total	25% of Total	VAT@ 20%	Deposit Required
	£1,810.00	£452.50	£90.50	£543.00

This offer is open for acceptance within 14 days following which we reserve the right to alter or withdraw the same, and is based on fortnightly staged payments where applicable payable within 14 days of invoice. Failure to comply with these terms may result in interest being added.

We trust our quotation is of interest to you and look forward to receiving your signed acceptance, in due course.

Yours sincerely

*Kevin Wendt*

Kevin Wendt  
Managing Director  
ABACUS CONSTRUCTION LTD

*"You can count on us"*

Kevin Wendt  
Managing Director  
Mobile No: 07889 460500

## ACCEPTANCE SLIP

Quote No: QD10257A  
**QUOTATION**

Customer:  
Annette Kirk  
Deputy Clerk  
Wellington Town Council  
28 Fore Street  
Wellington  
Somerset  
TA21 8AQ

**RE: Concrete pads for 5 benches**

If our quotation is acceptable to your requirements, please complete this slip and return it to the above address.

I/We accept this quotation for the work to the above property based on fortnightly staged payments where applicable payable within 14 days of invoice. Failure to comply with these terms may result in interest being added.

QUOTATION	*PRICE	Tick Option
To excavate tarmac and subbase and install 2no. concrete foundation pads for a bench on Mantle Street	£ 330.00	
To excavate tarmac and subbase and install 3no. concrete foundation pads for two benches outside the United Reformed Church	£ 660.00	
To excavate tarmac and subbase and install 3no. concrete foundation pads for two benches in front of Wellington Community Hospital including additional work to ensure benches are level on the sloping path	£ 820.00	
<b>TOTAL NET</b>	£ 1,810.00	
<b>TOTAL VAT @ 20%</b>	£ 362.00	
<b>TOTAL AMOUNT</b>	£ <b>2,172.00</b>	

Please note – Materials cost are increasing on a weekly basis & availability of some materials is becoming difficult. During this time we are only able to hold quotes for 14 days.

**Please tick option(s) required above**

A payment of 25% of total cost of work + VAT will be required on acceptance of quotation (see **example** calculation below, example excludes options – please ADD these as necessary):

Deposit Calculation	Net Total	25% of Total	VAT@ 20%	Deposit Required
	£1,810.00	£452.50	£90.50	£543.00

Please use this quote number and your surname as a reference when paying your deposit.

**NB.** Please indicate on acceptance of quotation any underground services that may be in the location of our works. We cannot take responsibility for any damage for things that we do not know about.

Please suggest a start date.....

Date.....

Signature.....

Contact telephone number.....

Payment can be made by BACS: Sort code 60-80-06 Account No: 59534796

*"You can count on us"*

Kevin Wendt  
Managing Director  
Mobile No: 07889 460500

Please use Quote Number (see above) as the reference

**PLEASE RETURN BOTH PAGES OF THE COMPLETED ACCEPTANCE**

Quote No: QD10257A  
**QUOTATION**

Customer:  
Annette Kirk  
Deputy Clerk  
Wellington Town Council  
28 Fore Street  
Wellington  
Somerset  
TA21 8AQ

*"You can count on us"*

Kevin Wendt  
Managing Director  
Mobile No: 07889 460500



M J Fletcher  
Property Maintenance  
54 Hilly Park Norton Fitzwarren  
Taunton Somerset TA2 6RJ

Tel 07470 723163

Email [m.fletcher1958@outlook.com](mailto:m.fletcher1958@outlook.com)

To Wellington Town Council

Ref: Wellington bench bases

24<sup>th</sup> October 2022

### Quotation

To install concrete pads to carry 5 new benches at locations visited at site meeting price includes the removal of one old wooden bench.

For the sum of £960.00p

To transport and install new benches for the sum of £50.00p per bench.

Regards Mike.



Cash Receipts	Net	VAT	Gross			
Donations	89.13	0	89.13			
Refreshments	10.83	2.17	13			
Online t-shirt sales	26.41	5.27	31.68			
Pub Quiz	91.67	18.33	110			
Door ticket sales	152.92	30.58	183.5			
	370.96	56.35	427.31			
Online receipts						
Ticket Tailor	1060.33	212.17	1272.50			
Ticket Donation	15	0	15			
Programme Advertising	433.33	86.67	520.00			
Wellesley Tickets	923.76	184.74	1108.5			
Total Festival Revenue	<b>2803.38</b>	<b>539.93</b>	<b>3343.31</b>			
<b>Ticket Sales Breakdown Wellesley</b>	Gross	VAT	Net			
Absolute beginners	243.5	40.58	202.92			
ET	425	70.83	354.17			
Pulp Fiction	440	73.33	366.67			
Total	1108.5	184.74	923.76			
<b>Audiences</b>	Booked	Checked In	Net	VAT	Gross	Donation
Encanto	200	118	0	0	0	
Odette	30	30	176.25	35.25	211.5	
This Good Earth	45	34	210.00	42.00	252	
Peter Pan	28	24	130.00	26.00	156	
History of cinema	29	17	0.00	0.00	0	
Harry Potter Swede workshops	14	23	0.00	0.00	0	
Wallace and Gromit	25	8	80.00	16.00	96	
Wellington on Screen	30	21	0.00	0.00	0	15
Julien Temple	58	44	127.50	25.50	153	
Heritage Films	90	81	336.67	67.33	404	
Park		390	est		1272.5	15
Projections		60	est			
Absolute Beginners	49	49				
Pulp Fiction	95	95				
ET	101	101				
Quiz	42	42				
Walk ins		37	est			
Into Film	90	90				
BFI Scene	70	70				
Animation activity		18	est			
		1352				



Wellington Film Festival			
Expenditure			
Item	Net	VAT	WTC
Co-ordination	3500		1750
Overheads / Insurance / travel	500		250
<b>Wellesley Screenings</b>			
Venue / Equipment Hire	1239.77	260.23	1239.77
Box Office Fees	61.25		61.25
Film Licences	157	31.4	157
	180.96	36.19	180.96
	185.33	37.07	185.33
<b>Transition Town Screening</b>			
Robert Golden - fee	150		150
Robert Golden Travel	31.5		31.5
Refreshments	97.6		97.6
<b>School Screenings - St James</b>			
Equipment Hire **	200	40	200
Venue Hire	150		150
Staffing	175		175
<b>School workshop - acting for camera</b>	400		
<b>Pop Up Film Studio - filmmaking / animation activities during Saturday</b>			
Equipment Hire **	125		
Staffing	350		
Travel	49		
<b>Music in the Park Event</b>			
Costume characters / statues (501st)	300		
Band Costs	175		
sandwiches/refreshments for 501st	21.44		
Community centre hire	33		

<b>Friday Night Pub Film Quiz - prizes</b>	174.95		
<b>Other Screenings</b>			
Equipment Hire **	300		
Projectionist / Technician	349		
Staffing	87		
Screening Fees	166.8		
	50	10	50
	83	16.6	83
Heritage Docs	1700		
Archive Film from the Box	48.6		48.6
Ticket sale fees	110.56		110.56
Paypal Fees	50.41		50.41
Venue Hire Arts centre	175		
Elizabeth Jane Baldry	400		
Elizabeth Jane Baldry travel	38.45		
PA for Band in the Park and wellington school screening	120		
DVDs / Tens applications	100.32		
Thank you cards and gifts for speakers etc	87.51		
Odette Cream Teas	69.5		
<b>Projector for Outdoor Building Projections</b>	877.8	150	877.16
Marshalls	0		0
Nick Bickford	300		300
Green screen filming for dancers	300		300
Post production	600		600
<b>Outdoor film screening - title license</b>	139	27.8	139
Marshalls	0		
Disabled toilet for Wellington School	0		
Refreshments	75		75
<b>Promotional</b>			







# INVOICE

Wellington Town Council  
28, Fore Street  
Wellington  
Somerset  
TA21 8AQ

**Invoice Date**  
3 Oct 2022

**Invoice Number**  
INV-0590

**VAT Number**  
704607847

Somerset Film and Video  
Ltd  
The Engine Room  
52 High Street  
Bridgwater  
Somerset  
TA6 3BL  
UNITED KINGDOM

Description	Quantity	Unit Price	VAT	Amount GBP
Delivery of the Wellington Film Festival 2022: Co-ordination & Overheads £2000 Venue and equipment hire £2466.93 Film Licences £1025.39 Refreshments £172.60 Staffing £175 Activities £1200 Promotional £737.86 Ticket Fees £222.22	1.00	8,000.00	20%	8,000.00
Subtotal				8,000.00
TOTAL VAT 20%				1,600.00
<b>TOTAL GBP</b>				<b>9,600.00</b>

**Due Date: 2 Nov 2022**

Nat West Bank  
Somerset Film and Video Ltd  
A/c No. : 19820232  
Sort Code : 60-05-06

# PAYMENT ADVICE

To: Somerset Film and Video Ltd  
The Engine Room  
52 High Street  
Bridgwater  
Somerset  
TA6 3BL  
UNITED KINGDOM

**Customer** Wellington Town Council

**Invoice Number** INV-0590

**Amount Due** **9,600.00**

**Due Date** 2 Nov 2022

**Amount Enclosed**

Enter the amount you are paying above



# quote

## FROM

Masquerade Costume Hire & Events  
Daniels Farm  
Church Lane  
Tibberton  
Worcester  
WR9 7NW

01905 676262

Email:Costumehireevents@gmail.com

Post Out Date: N/A

Collection Date: N/A

Hire End / Return Date: N/A

\*\*This order carries a Deposit value Of: N/A

## BILL TO

Rebecca Hunt  
Wellington Town Council  
Town Crier Costume Quote:

To Make / Supply Town Crier Costume

QTY	DESCRIPTION	UNIT PRICE	AMOUNT
1	Red / Gold Braided Town Crier Coat	250.00	250.00
1	Black Waistcoat front, braided trim and buttons	70.00	70.00
1	Black Knee Breech	70.00	70.00
1	Period style White shirt	80.00	80.00
1	Town crier white frilled neck stock	45.00	45.00
1	White hose { socks }	10.00	10.00
1	Black / gold shoe buckles	15.00	15.00
1	Black town crier shoulder cape, trimmed with braid	95.00	95.00
1	Town crier black Tricorn hat: fully decorated with gold braid to brim and feather decoration	100.00	100.00

QUOTE #

100

QUOTE DATE

19/07/2022

1	Town crier fabric Baldrick sash	30.00	30.00
1	Delivery / shipping charge	40.00	40.00

Subtotal	805.00
Vat 20.0%	161.00

<b>TOTAL</b>	<b>£966.00</b>
--------------	----------------

TERMS & CONDITIONS

Quote is valid for 30 days from date of issue:

50% non refundable deposit payment is required to secure the order and to put your order into progress.  
Final payment is due on completion & prior to shipping.

### Town Crier Livery

At present the Town Crier is borrowing his outfit from the Wellington Operatic Society. While this has worked so far, we must consider other options as the Town Crier will remain a permanent fixture at Council events. We have a few options to consider when moving forward:

#### Option 1

A full livery can be purchased from an experienced craftsman. The cost for this is around £3500 and the livery will be made to measure for our crier. We will be able to customise this creation with embellishments and embroidery, allowing our crest to be featured.

#### Option 1A

We purchase just a coat from a livery maker and source the rest of the outfit cheaply. This will allow us to have the most important item be high quality and embellished with the town crest. This would cost from £1500 to £2000 since this is the most intricate item.

#### Option 2

A costume hire company have provided a quotation for a full outfit at £1066.61 (10% increase on all prices quoted on sheet). This will not be made of wool like the livery makers' creations, but it would be similar to what is currently used by the Town Crier. Importantly, it would be owned by the Council. This outfit would be made to measure and could have an emblem sewn on, though we would have to source and provide this.

#### Option 3

We contact the Operatic Society to discuss the option of entering into hire agreement where town council offer to make a donation and dry clean the costume e.g. twice a year.





# GEO-Sense Footfall Headline Report

Agenda item 14

## Wellington

## October 2022

### 116,303

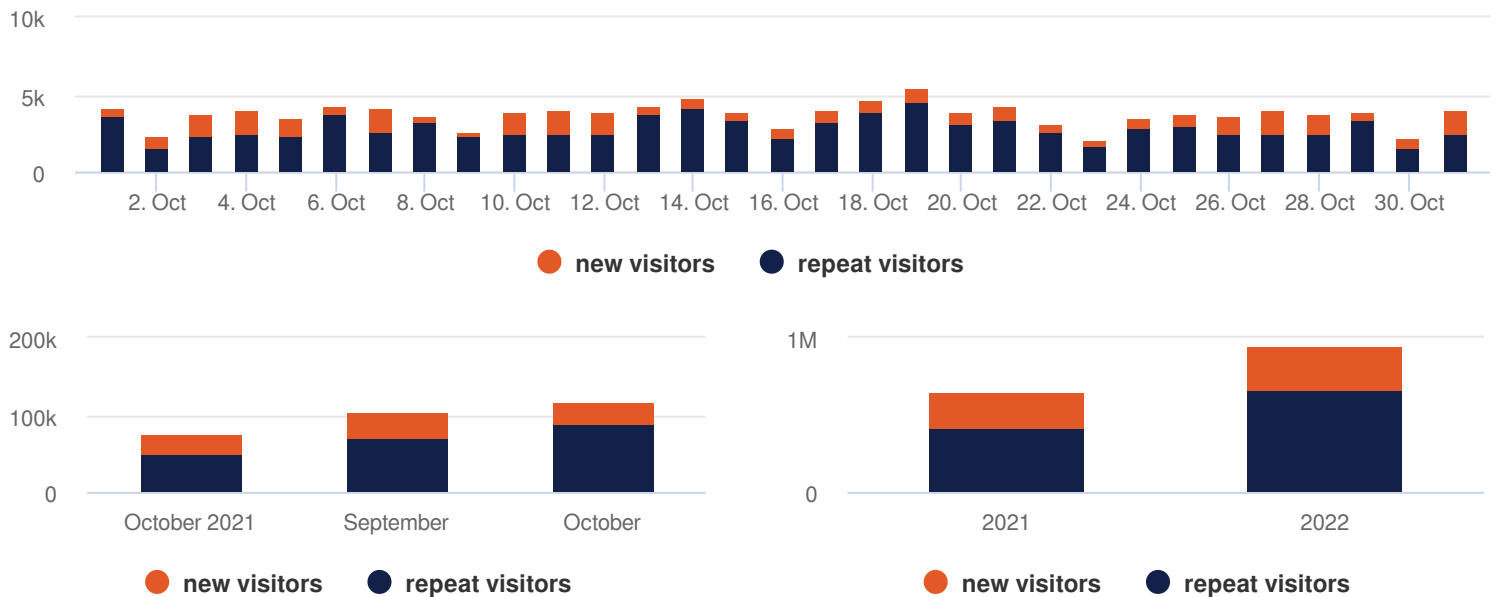
Total visits this period

Footfall is  
**13%**  
up based  
on last  
month

### 3,751

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **13%** increase
- The total number of visitors was **116,303** of which **87,971** (76%) have visited previously and **28,332** (24%) were new
- The average number of visitors per day has increase by **23%** based on the year to date average
- Footfall for the year to date has increased by **31%** (294,147) based on the same period last year
- The busiest zone during October was the **Fore St / Squirrel Court** with **63,873** visitors, **55%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Wednesday 19th** with **5,437**, 5% of the total of which **918** (17%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **251** minutes

**Intelli-Sense Analytics**

powered by GEO-Sense

<https://proximityfutures.com>



# GEO-Sense Footfall Headline Report

## Wellington

## September 2022

### 102,936

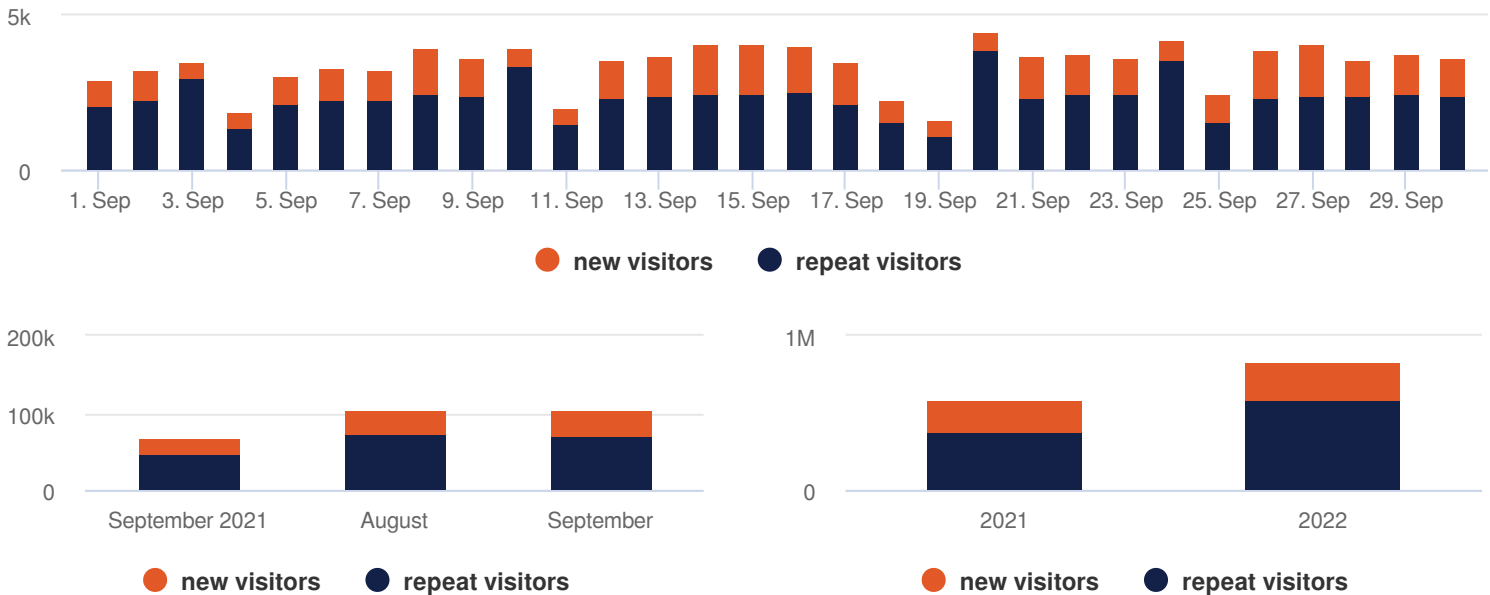
Total visits this period

Footfall is  
**-2%**  
down  
based on  
last month

### 3,431

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-2%** decrease
- The total number of visitors was **102,936** of which **70,658** (69%) have visited previously and **32,278** (31%) were new
- The average number of visitors per day has increase by **14%** based on the year to date average
- Footfall for the year to date has increased by **31%** (256,470) based on the same period last year
- The busiest zone during September was the **Wellington Weekly News** with **55,580** visitors, **54%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Tuesday 20th** with **4,475**, **4%** of the total of which **568** (13%) were new visitors
- During this day the busiest time was between **10:00 and 11:00**
- Average Dwell for the day was **245** minutes

**Intelli-Sense Analytics**

powered by GEO-Sense

<https://proximityfutures.com>



## **Huq Industries – September 2022 Somerset West and Taunton Council: Wellington Town Centre Report**

### **Data Source**

This report has been produced using Huq's Community Vision product and mobility data.

- All data is first party, gathered using Huq's Software Development Kit (SDK) specifically for this purpose and with complete control of the source.
- Huq partners with over 600 geographically and strategically selected mobile applications to provide complete demographic representation.
- Huq does not collect any personally identifiable information and uses Huq ID's to prevent double counting footfall numbers.
- Huq collects 450+ data points per day per device within our panel (a panelist being an individual contributing to this data).
- Huq creates and manages the product, delivered through Google data studio.



### **Aims and Objectives**

Using Huq's mobility data, we are measuring data from Community Vision designed to show us our town centre footfall levels and provide us with supporting data to best understand our visitors.

This report covers the modules you have subscribed to and a summary of key initial findings:

- How are our town centres recovering?
- How has visitor behaviour changed year on year?
- How have events impacted footfall for each town centre?





## Wellington

Footfall in Wellington fell during Q1 and Q3 in 2020, but increased slightly across the other quarters, with a spike in April coinciding with the first Covid lockdown. In 2021 we see a positive increase across the majority of the year, with Q4 footfall exceeding pre pandemic levels. In 2022 to date, we have seen a further increase to footfall, well above pre pandemic levels in Q1 and in Q3 to date. (p.122)

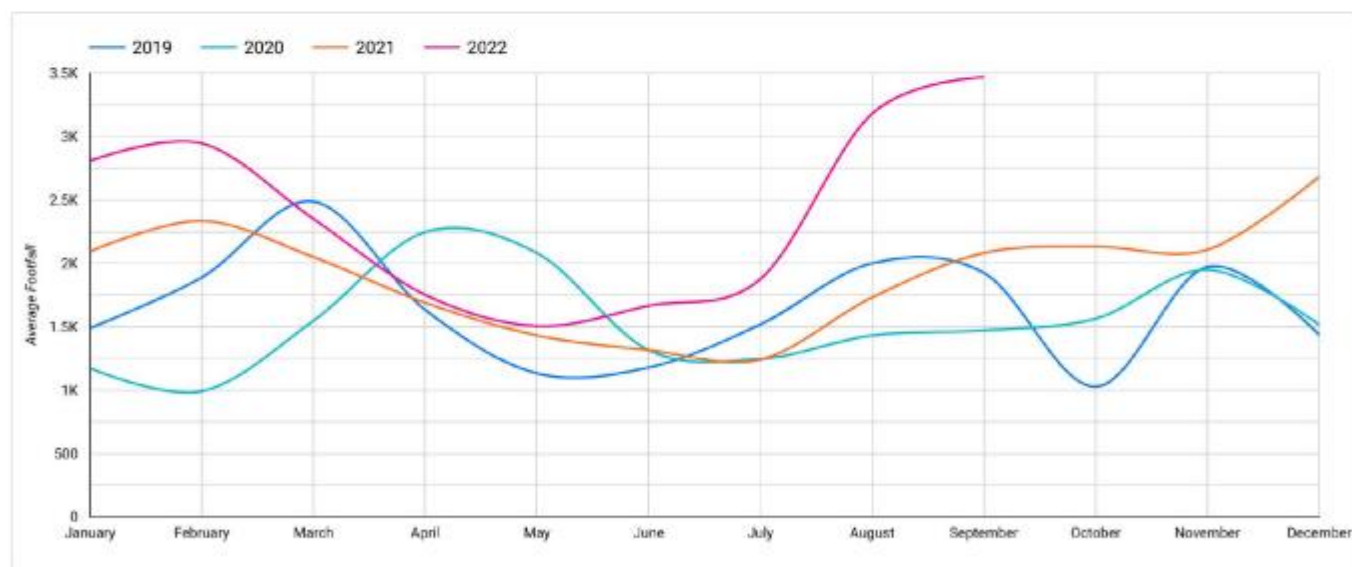
Average weekday footfall fell slightly in 2020, but was not as impacted as some of the other towns we have examined. In 2021 we see an overall increase to footfall, particularly on Fridays and Saturdays. 2022 to date shows a further significant increase across the majority of days, with the exception of Fridays which have seen a slight decrease. (p.123)

Weekday hourly footfall remained very similar to the previous year in 2020, with a slight flattening of the small morning and evening commuter peaks. In 2021 we see an overall increase, in particular during the day from 8am until 4pm. In 2022 to date we see a significant increase to hourly footfall, with a clear morning commuter peak and a particularly significant increase to night time economy. (p.124)

Weekend hourly footfall saw some decreases in 2020 and seemed slightly more impacted than weekday footfall in the morning and early evening. 2021 again saw an increase, particularly during the day, with a further increase in 2022 to date, particularly in the evening. We also observe clear peaks at midday, 2pm and 5pm. (p.125)

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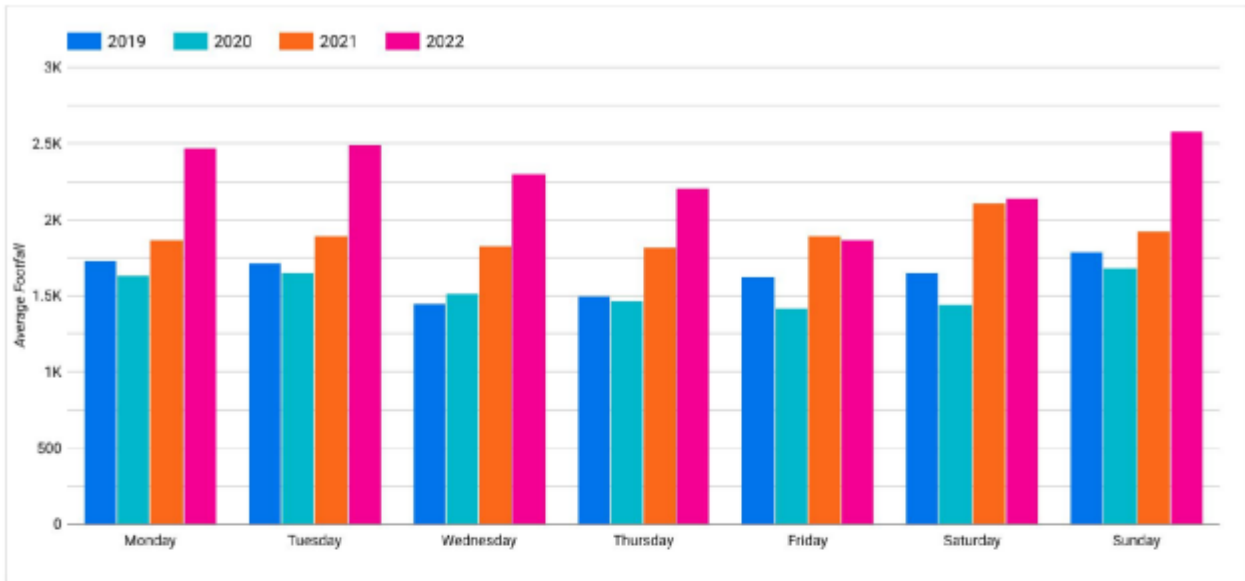
### Wellington - Average Daily Footfall



Month / Average Footfall												
Period	January	February	March	April	May	June	July	August	September	October	November	December
2019	1,490	1,889	2,487	1,633	1,132	1,179	1,518	2,001	1,925	1,027	1,973	1,436
2020	1,173	991	1,548	2,247	2,082	1,316	1,246	1,432	1,471	1,564	1,950	1,516
2021	2,094	2,335	2,050	1,689	1,431	1,316	1,241	1,732	2,082	2,133	2,108	2,684
2022	2,809	2,948	2,350	1,752	1,505	1,666	1,877	3,182	3,470	-	-	-

The above shows the average daily footfall year on year for Wellington.

## Wellington - Average Weekday Footfall

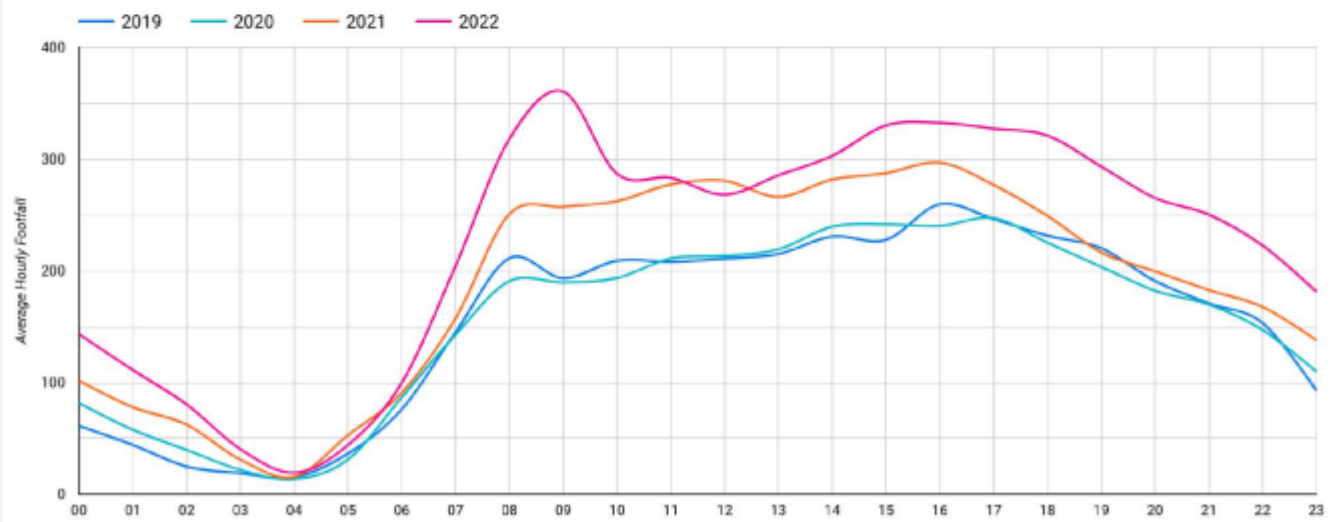


dow / Average Footfall							
Period	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2019	1,737	1,720	1,450	1,500	1,627	1,651	1,787
2020	1,633	1,653	1,517	1,470	1,419	1,443	1,683
2021	1,869	1,889	1,830	1,824	1,890	2,111	1,927
2022	2,471	2,494	2,298	2,209	1,855	2,139	2,582

The above shows the average footfall per weekday across the last four years. Please note that the 2022 data represents the YTD.

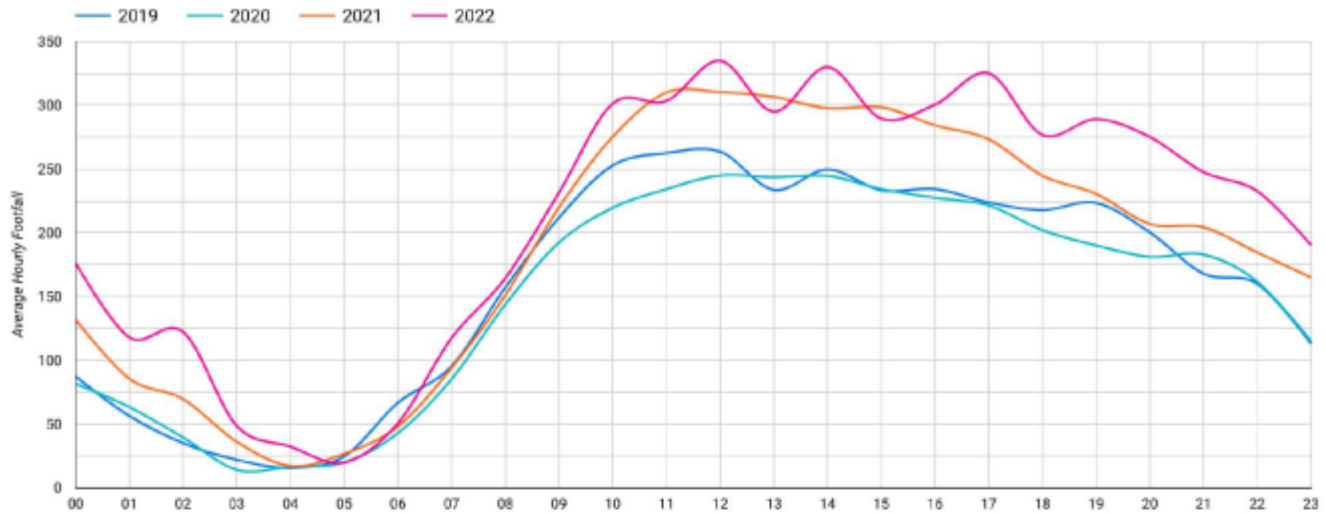
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## Wellington - Weekday Hourly Footfall



The above shows the average weekday hourly footfall year on year for Wellington. Please note that the 2022 data represents the YTD.

## Wellington - Weekend Hourly Footfall

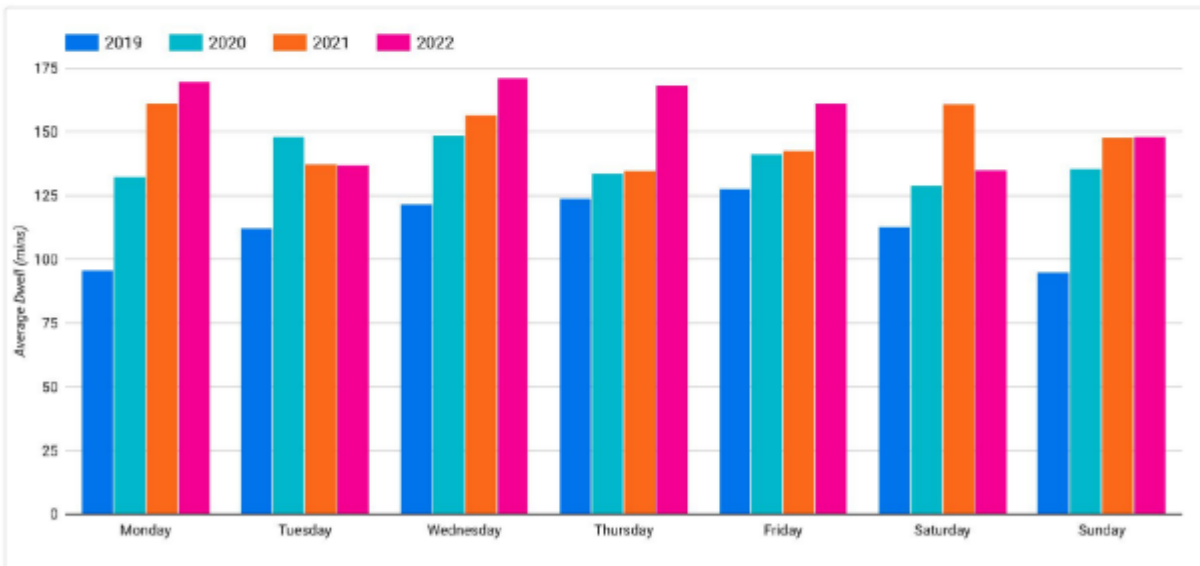


Hour / Average Hourly Footfall																								
Period	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
2019	87	56	35	22	16	25	67	95	157	212	253	263	264	234	250	233	234	224	218	223	200	168	160	113
2020	82	63	39	14	17	20	43	85	144	192	220	234	245	244	245	234	228	222	202	190	181	183	162	115
2021	132	86	70	36	17	27	48	94	151	220	275	310	310	307	298	299	284	273	245	231	207	204	185	165
2022	176	118	122	49	32	20	51	118	164	232	301	304	335	295	330	290	301	325	277	289	275	248	233	190

The above shows the average weekend hourly footfall year on year for Wellington. Please note that the 2022 data represents the YTD.

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## Wellington - Average Dwell



dow / Average Dwell (mins)							
Period	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2019	96.11	112.39	121.79	124.17	127.59	112.73	94.75
2020	132.3	143.11	148.81	133.89	141.42	129.31	135.91
2021	161.63	137.58	156.54	134.79	142.48	160.83	147.67
2022	169.8	137.23	171.35	168.43	161.31	135.3	148.36

The above shows the average dwell per day of the week, year on year for Wellington. Please note that the 2022 data represents the YTD. In 2020 we see an overall increase to dwell time, with a further increase across the majority of days in 2021. 2022 to date has again seen an increase on the majority of weekdays, but Saturdays have seen a fall.

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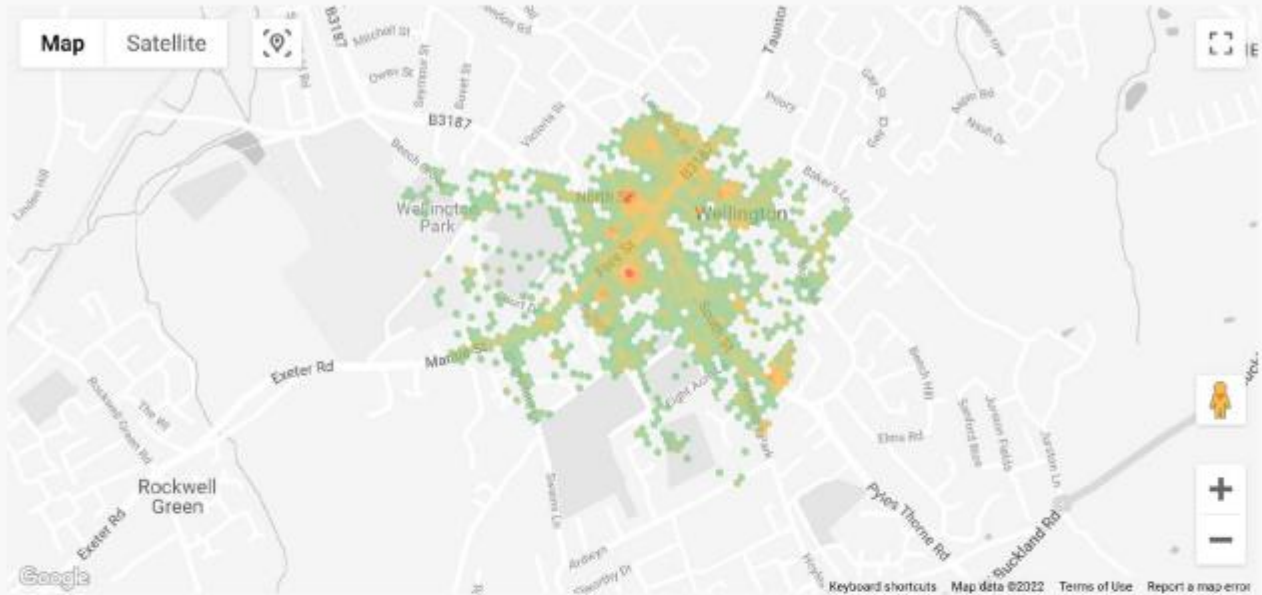
## Community Vision | Somerset West and Taunton

Monitoring centre footfall daily for Local Government teams

Centre Name: Wellington (1) ▾

Income Group: 1 - High ... (3) ▾

1 Jan 2022 - 30 Sept 2022 ▾



The above shows the density map for Wellington in 2022 to date. Particular hotspots include near the church and car park on Squirrel Court and near The Iron Duke pub on North Street.

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### Community Vision | Somerset West and Taunton

Monitoring centre footfall daily for Local Government teams

Centre Name: Wellington (1) ▾ Income Group: 1 - High ... (3) ▾ 1 Jan 2019 - 31 Dec 2019 ▾



The above shows the density map for 2019, showing particular hotspots near the Wellington Cadet Centre and nearby cinema on Mantle Street, near the Princess Royal Sports Complex and near the Eight Bells pub on Buckwell.

### Community Vision | Somerset West and Taunton

Monitoring centre footfall daily for Local Government teams

Centre Name: Wellington (1) ▾ Income Group: 1 - High ... (3) ▾ 1 Jan 2019 - 31 Dec 2020 ▾



The above shows the density map for 2020, showing an increase to density across the area, with particular hotspots near the Wellington Cadet Centre on Mantle Street, near the United Reformed Church and The Squirrel museum on Fore Street, near The Iron Duke Pub and nearby takeaways on North Street and near several shops and takeaways on High Street.

### Community Vision | Somerset West and Taunton

Monitoring centre footfall daily for Local Government teams

Centre Name: Wellington (1) ▾ Income Group: 1 - High ... (3) ▾ 1 Jan 2021 - 31 Dec 2021 ▾



The above shows the density map for 2021, showing very similar hotspots to the previous year.

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## Community Vision | Somerset West and Taunton

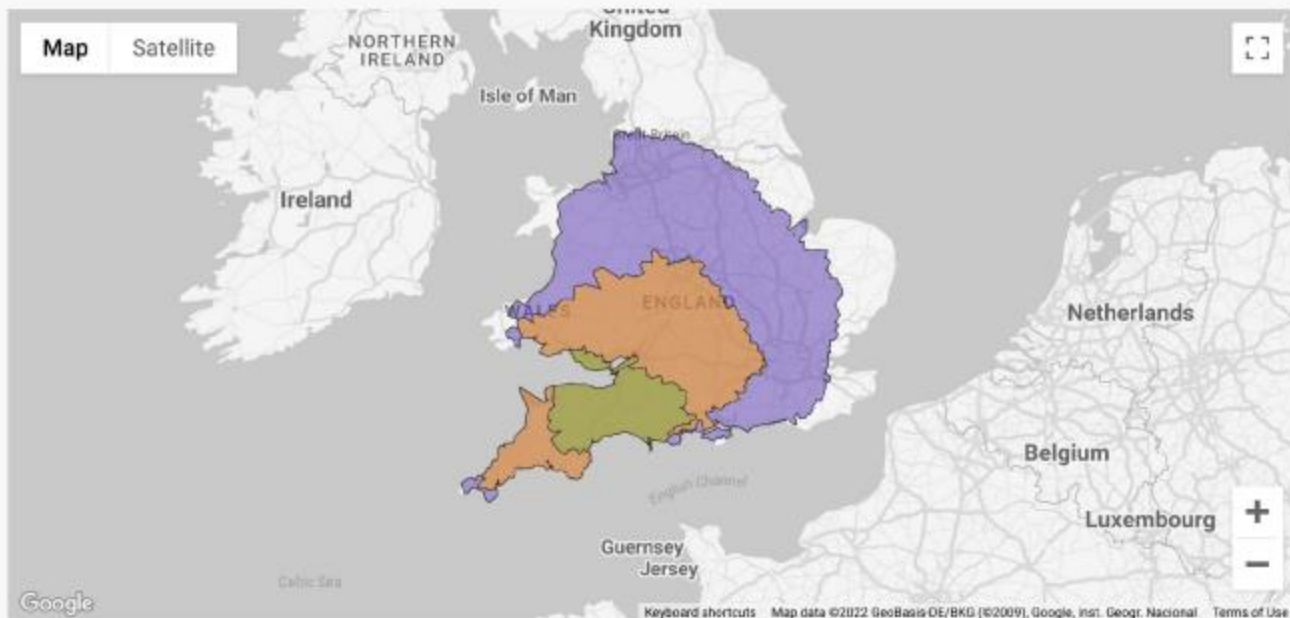
Monitoring footfall density daily for Local Government teams

Centre Name: Welli... (1)

Income Group: 0 - A... (1)

1 Jan 2022 - 30 Sept 2

Catchment



The above shows the 20%, 50% and 80% catchments for Wellington in 2022 to date.

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### Community Vision | Somerset West and Taunton

Monitoring footfall density daily for Local Government teams

Centre Name: Welli... (1) Income Group: 0 - A... (1) 1 Jan 2019 - 31 Dec 20 Catchment: 20 (1)



The above shows the 20% catchment for 2019.

### Community Vision | Somerset West and Taunton

Monitoring footfall density daily for Local Government teams

Centre Name: Welli... (1) Income Group: 0 - A... (1) 1 Jan 2020 - 31 Dec 20 Catchment: 20 (1)



The above shows the 20% catchment for 2020, showing a significant reduction in catchment size likely linked to restrictions during the pandemic.

### Community Vision | Somerset West and Taunton

Monitoring footfall density daily for Local Government teams

Centre Name: Welli... (1) Income Group: 0 - A... (1) 1 Jan 2021 - 31 Dec 21 Catchment: 20 (1)



The above shows the 20% catchment for 2021, showing a further overall reduction in catchment size indicating a higher proportion of footfall was coming from the more immediate area.

### Community Vision | Somerset West and Taunton

Monitoring footfall density daily for Local Government teams

Centre Name: Welli... (1) Income Group: 0 - A... (1) 1 Jan 2022 - 30 Sept 2 Catchment: 20 (1)



The above shows the 20% catchment for 2022 to date. We see an increase to catchment size this year to date, indicating visitors from a wider area.

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# Community Vision | Somerset West and Taunton

Monitoring flood risk directly daily for Local Government teams



The above shows the 50% catchment for 2019.

# Community Vision | Somerset West and Taunton

Monitoring flood risk directly daily for Local Government teams



The above shows the 50% catchment for 2020, showing a significant reduction in catchment size.

# Community Vision | Somerset West and Taunton

Monitoring flood risk directly daily for Local Government teams



The above shows the 50% catchment for 2021, remaining very similar to the previous year.

# Community Vision | Somerset West and Taunton

Monitoring flood risk directly daily for Local Government teams



The above shows the 50% catchment for 2022 to date. Showing an increase to catchment size now extending further into Wales, east and south west.

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# Community Vision | Somerset West and Taunton

Monitoring flood risk directly daily for Local Government teams



The above shows the 80% catchment for 2019.

# Community Vision | Somerset West and Taunton

Monitoring flood risk directly daily for Local Government teams



The above shows the 80% catchment for 2020, again showing a reduction in catchment size.

# Community Vision | Somerset West and Taunton

Monitoring flood risk directly daily for Local Government teams



The above shows the 80% catchment for 2021, remaining similar to the previous year but extending further north into Wales.

# Community Vision | Somerset West and Taunton

Monitoring flood risk directly daily for Local Government teams

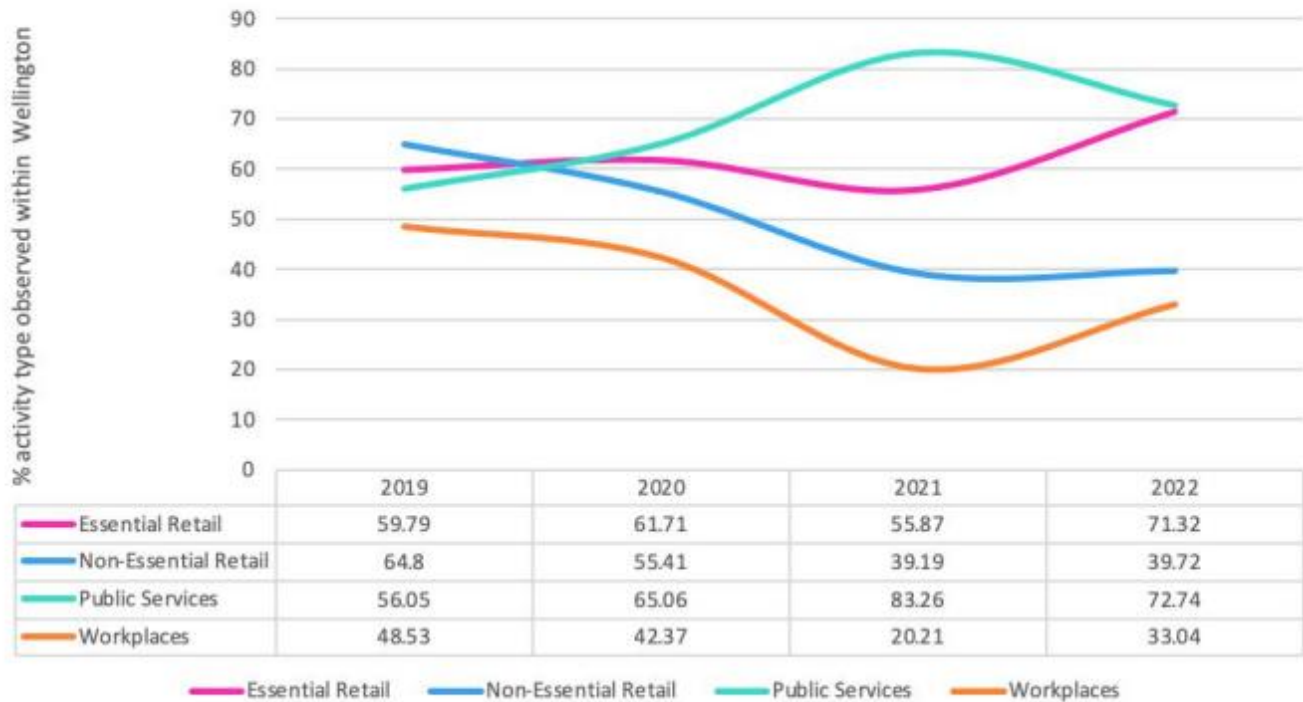


The above shows the 80% catchment for 2022 to date, showing an increase in catchment to the north and east.

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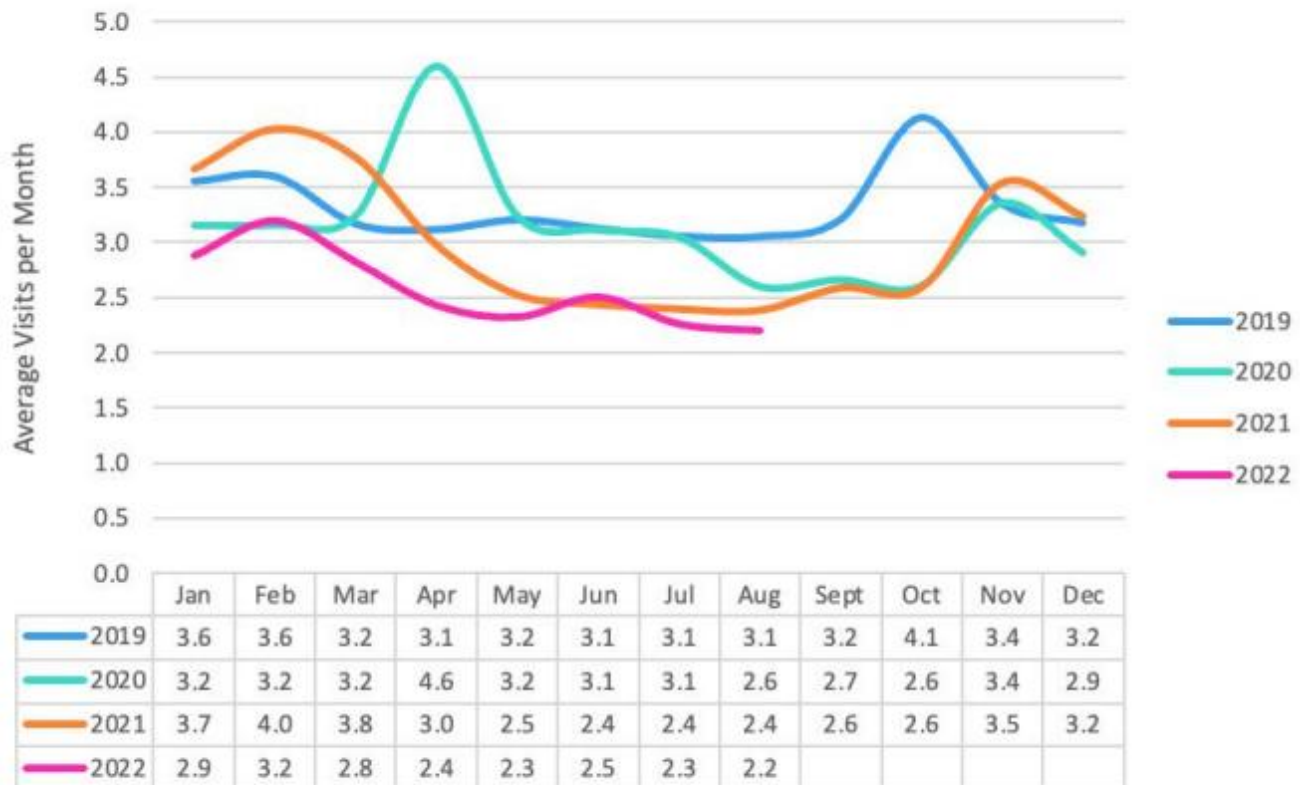
## Wellington Satisfaction



The above shows the % of time each type of activity was observed within Wellington as opposed to in other locations. Essential retail increased by 2% in 2020, with a 6% decrease the following year. This year to date we have seen a 16% increase observed within Wellington. Non-essential retail saw a year on year decrease from 2019 to 2021, with a very small increase in 2022 to date. Workplace activity saw an expected decrease across 2020 and 2021, with an increase of 13% moving into 2022 to date. Public services use remains strong in Wellington, seeing a year on year increase until 2021, with a 9% decrease in 2022 to date.

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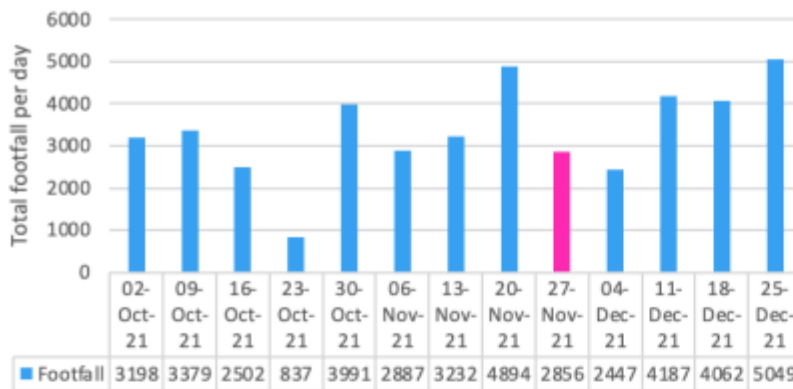
## Visit Frequency - Wellington



The above shows the average number of visits per month for each individuals observed within Wellington. 2020 saw a general decrease in visit frequency, with the exception of a spike coinciding with the first Covid lockdown. 2021 saw a further decrease across the majority of the year with a small increase in Q1 and Q4. In 2022 to date we see lower visit frequencies, remaining well below pre pandemic levels.

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## Wellington Christmas Lights Switch On - Saturday Footfall Comparison



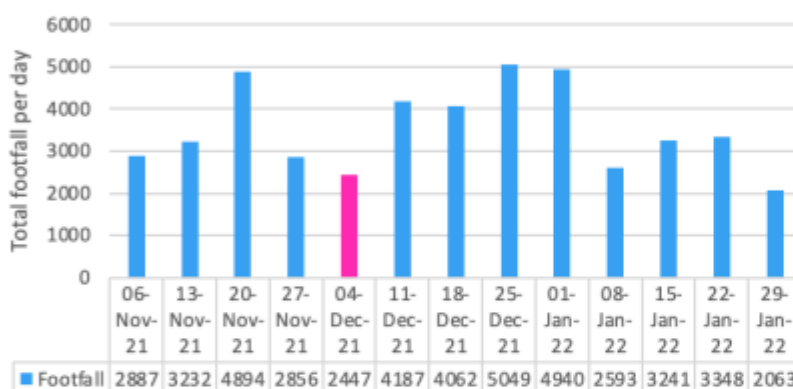
## Wellington - Events

**Christmas Lights Switch On:** Unique visitors to Wellington on the date of this 2021 event was 22% less than the average non-event Saturday in November, with the previous Saturdays showing particularly high footfall volumes. (p.137)

**Wellington Street Entertainment Christmas:** This event date showed 45% fewer unique visitors when compared to the average Saturday within December, we can see that the following three Saturdays saw increased footfall volumes, potentially linked to the ramp up approaching Christmas. (p.137)

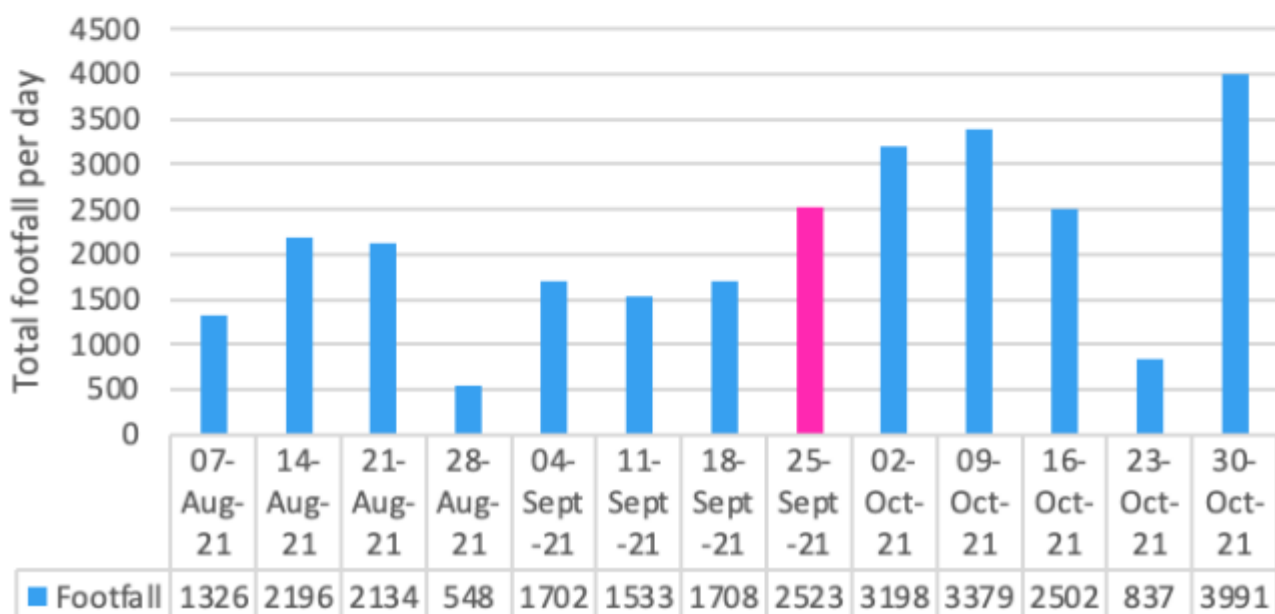
**Wellington Street Fair:** The 2021 street fair date saw 53% additional unique visitors when compared to an average non-event Saturday within September, we can clearly see higher footfall levels on this Saturday when compared to the previous four. (p.136 - p.137))

## Wellington Street Entertainment Christmas - Saturday Footfall Comparison

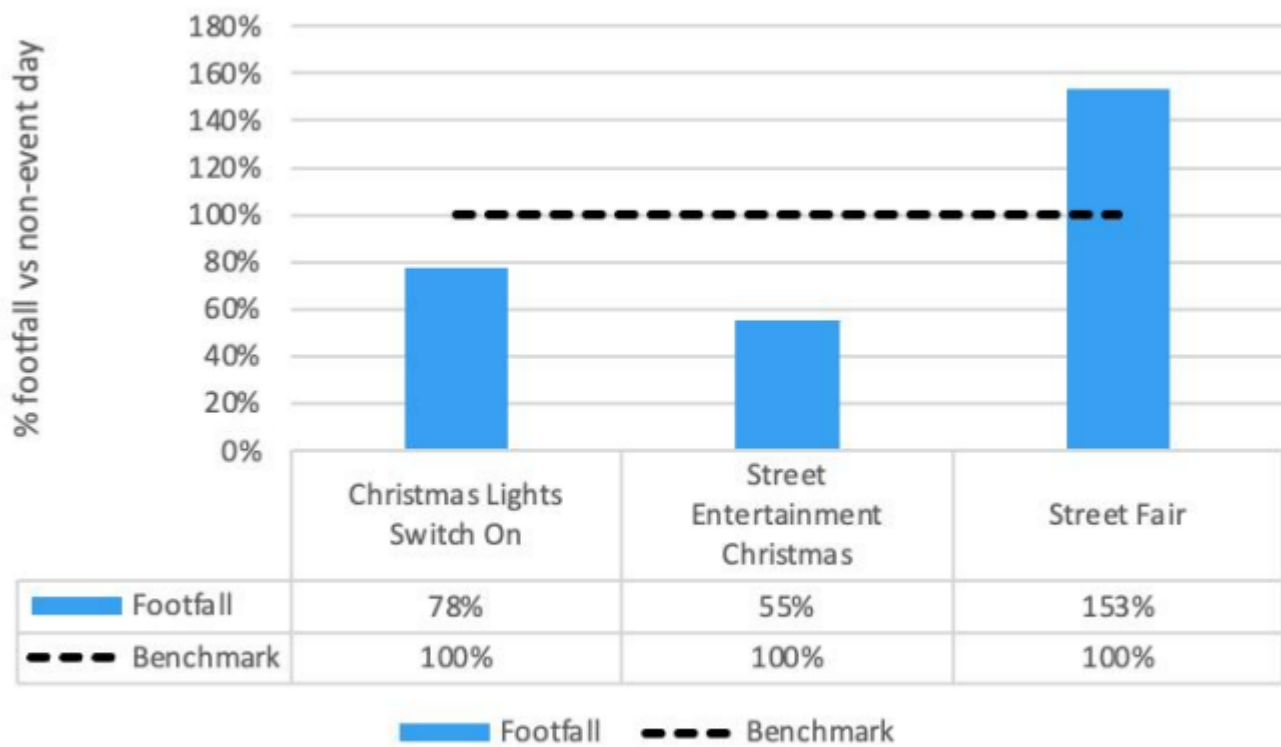


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## Wellington Street Fair - Saturday Footfall Comparison



## Wellington - Event Day Footfall



The above graph shows Wellington event date footfall as a % of the equivalent non-event days within the same month. Anything above the benchmark line is considered excellent performance.

Summary

Growth

Profit & Loss

Balance Sheet

Analysis

Diversity

Covid

Shareholders

Officers

Regional Growth

National Activity

Total Companies

536

Avg Company Age (y)

7.2

AGENDA ITEM: 14(ii)

Companies with >3 External Shareholders

8

Total Net Assets

£26.9M

Incorporated in Last 12 Months

68

Administrations in Last 12 Months

1

Male v Female Officers

259 (30.26%)

597 (69.74%)

Female

Male

Ethnic vs Non Ethnic Companies

92 (17.16%)

444 (82.84%)

Ethnic

Non Ethnic

Avg Net Assets / Cash at Bank by Year

£0.2M

£0.0M

2015

2016

2017

2018

2019

2020

2021

2022

Avg Net Assets

Avg Cash at Bank

Companies by Category

16.3%

4.0%

9.6%

2.1%

3.3%

17.8%

3.1%

3.1%

5.2%

7.2%

1.4%

5.6%

13.8%

0.5%

4.7%

0.2%

SIC Category

Accommodation and f...

Administrative and sup...

Agriculture, Forestry a...

Arts, entertainment an...

Construction

Education

Energy suppliers

Financial services

Health, wellbeing and ...

Household employers

Information, communic...

Companies by Location

Runnington

Wellington

Rockwell Green

Oldway Road

gton Hill

M5

A38

B3187

Microsoft Bing

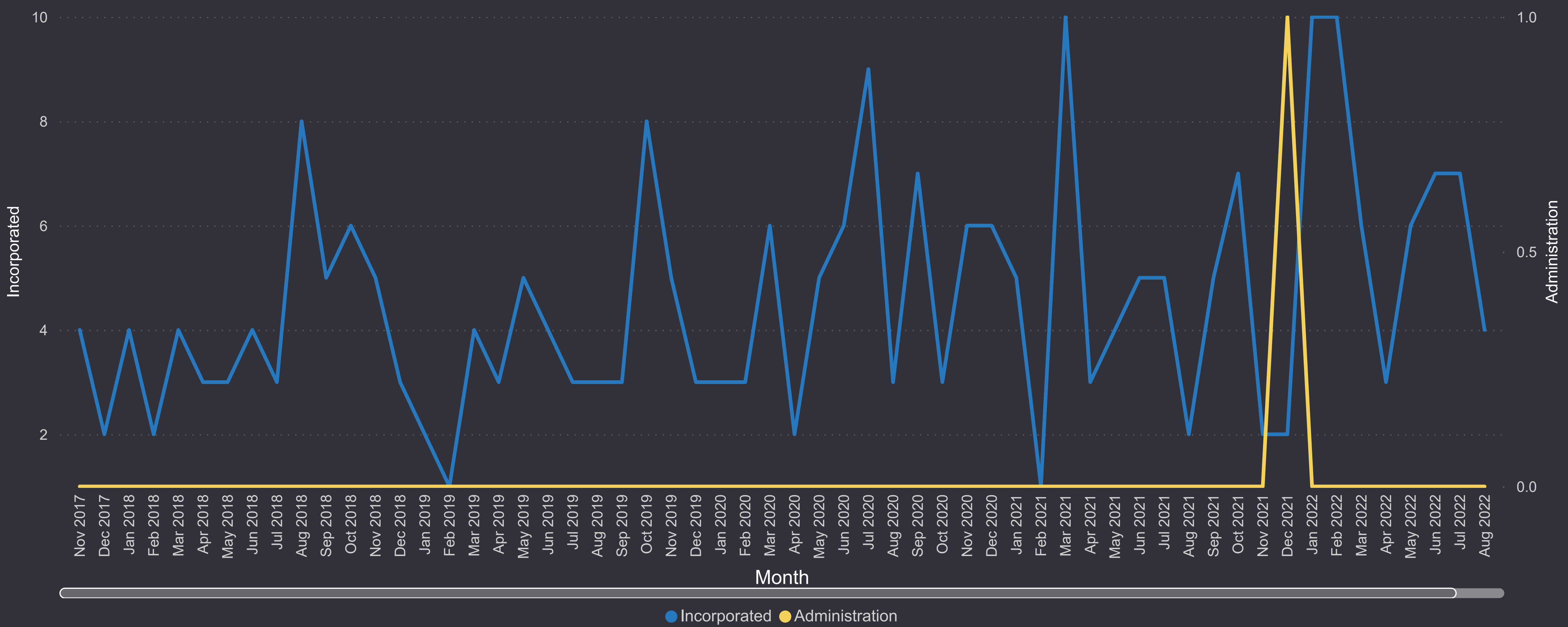
© 2022 TomTom, © 2022 Microsoft Corporation

mnAI

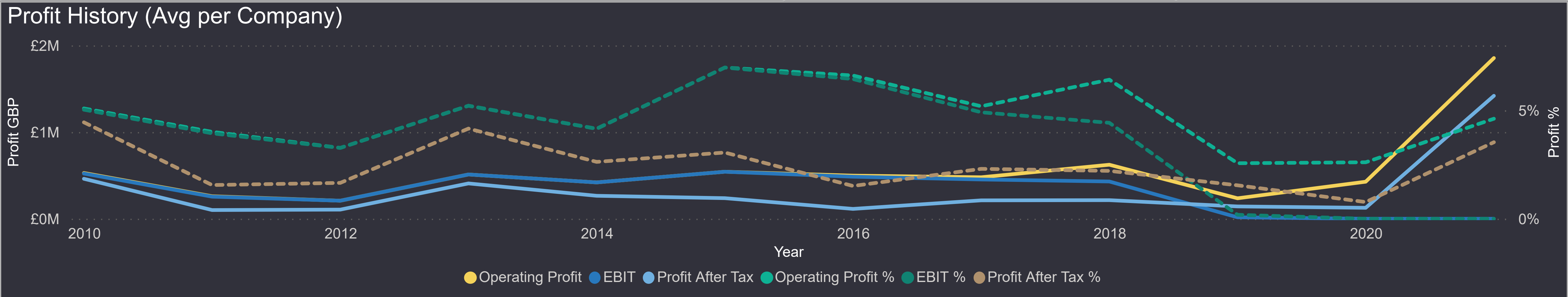
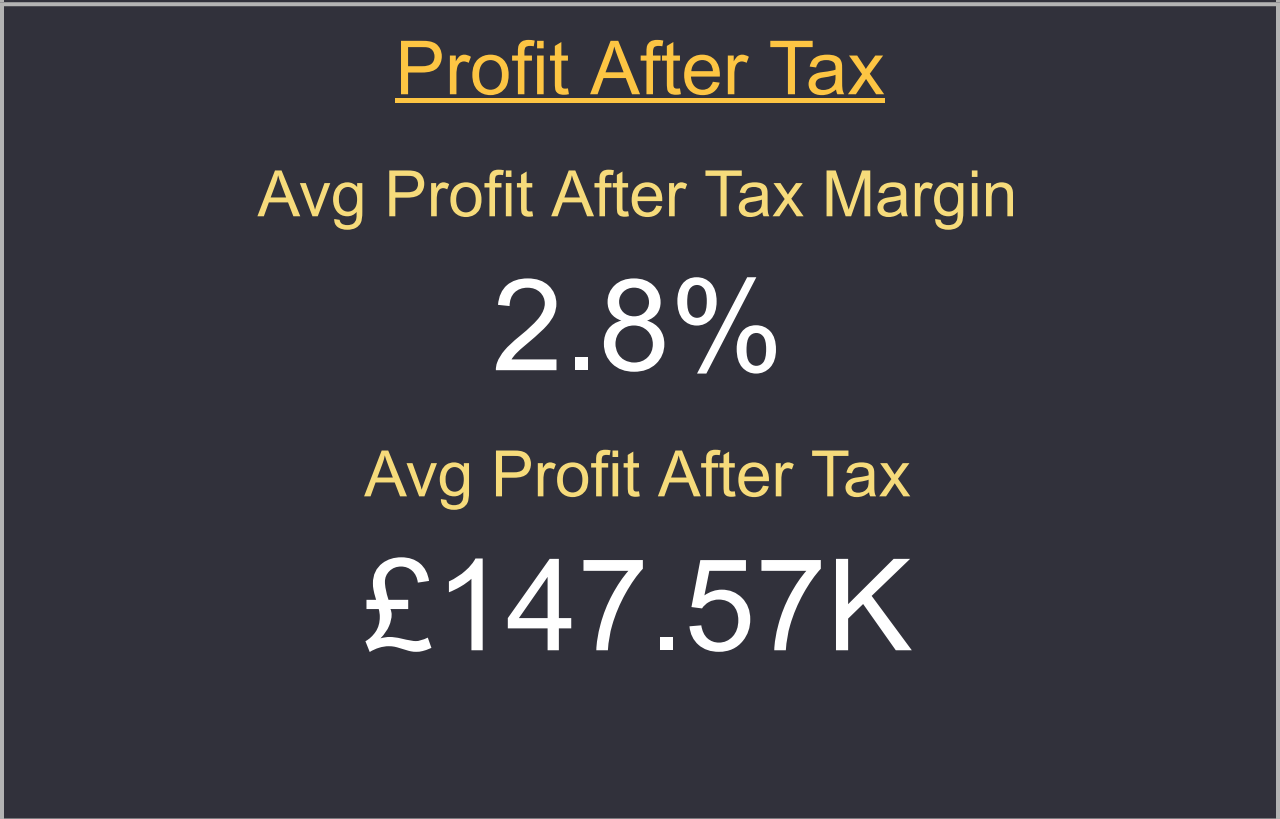
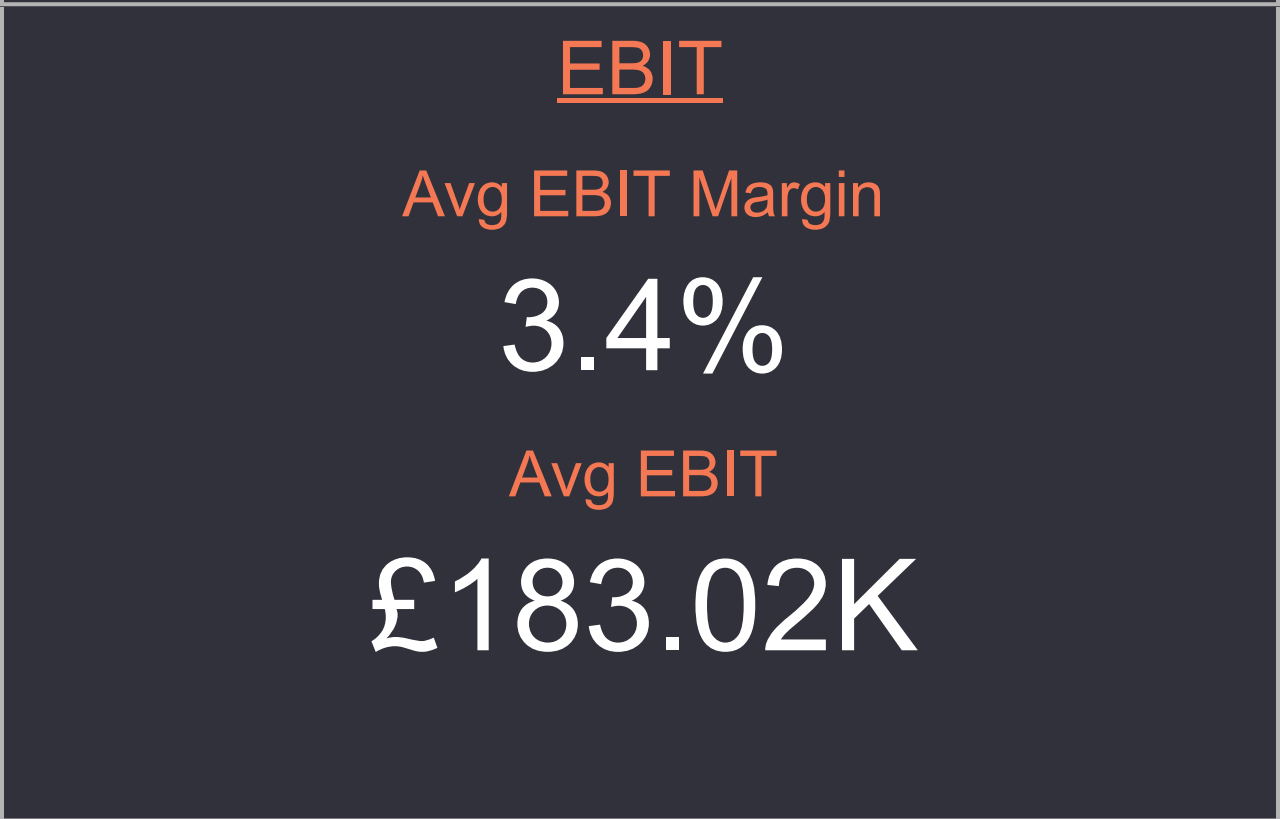
Industry Insights, powered by mnAI

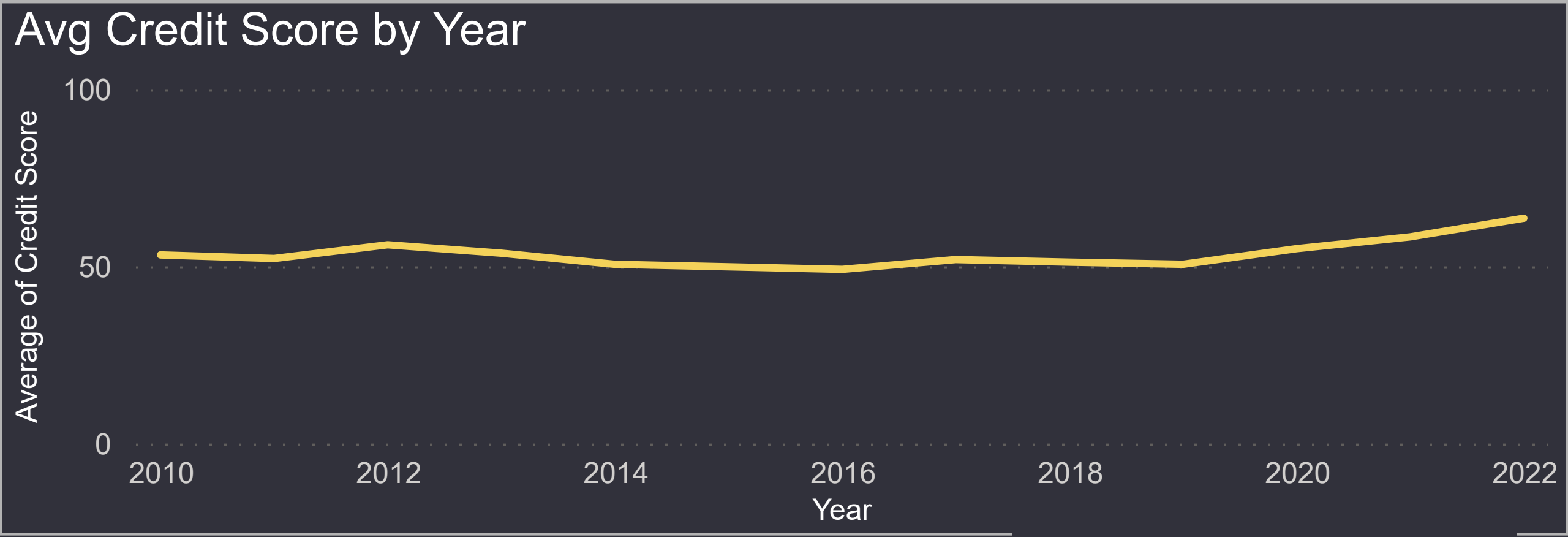
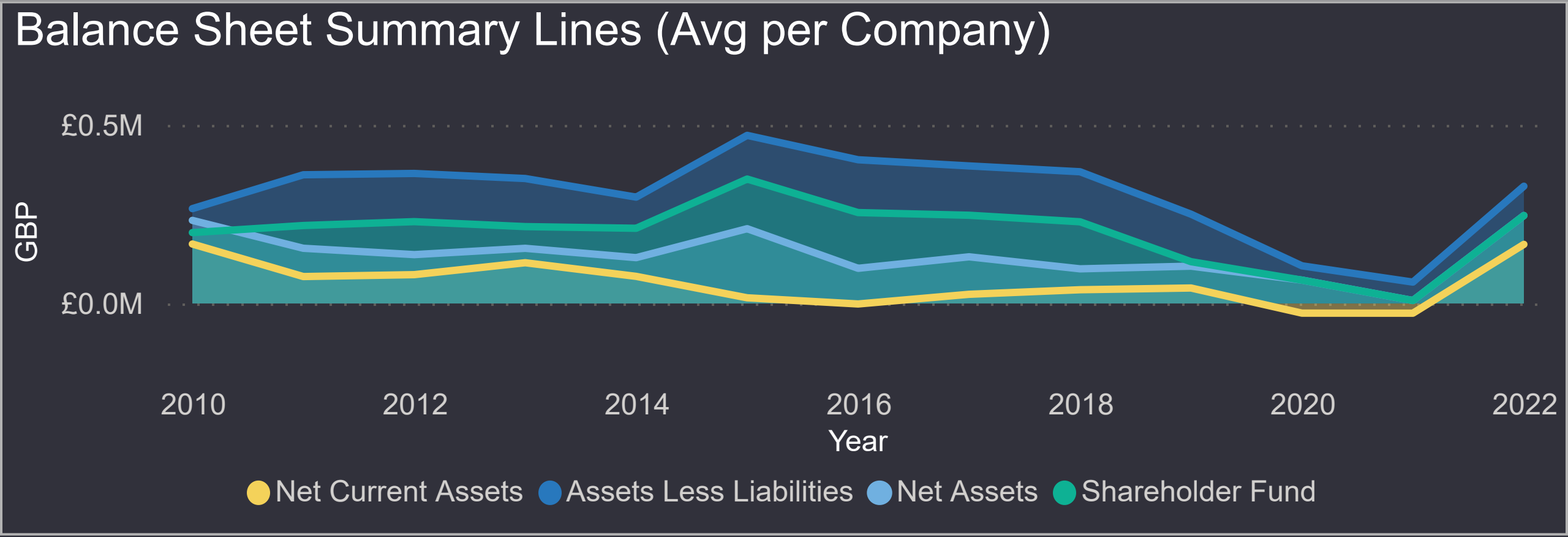
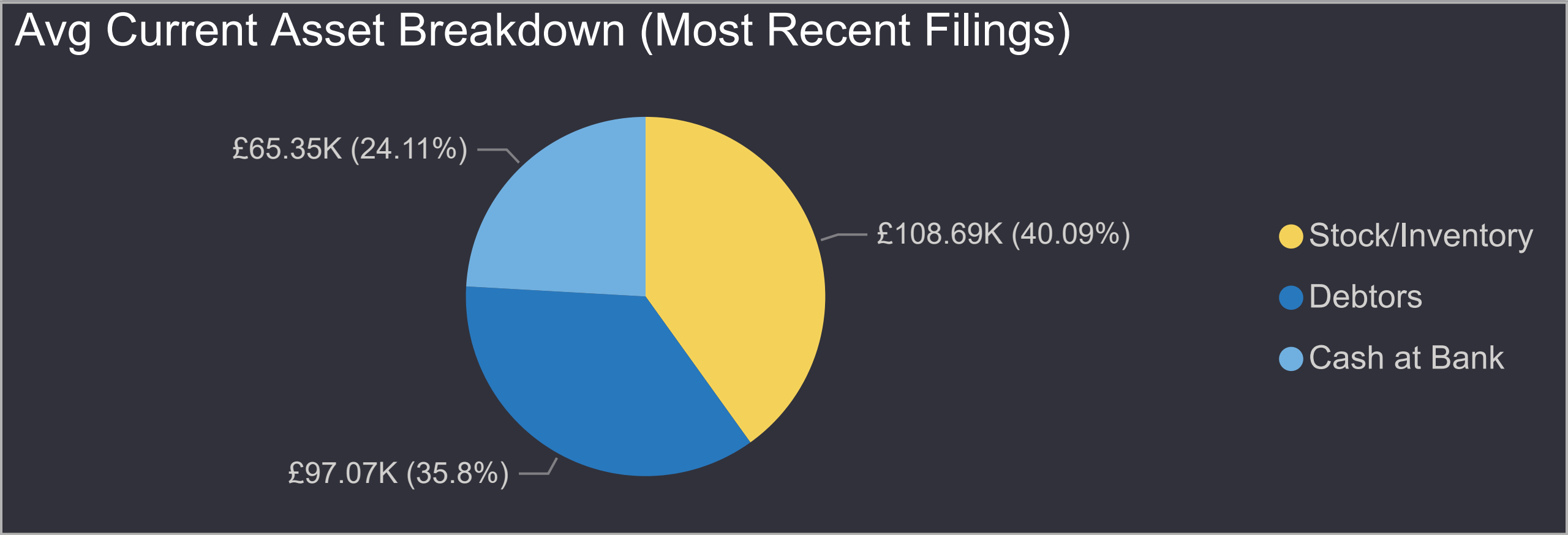
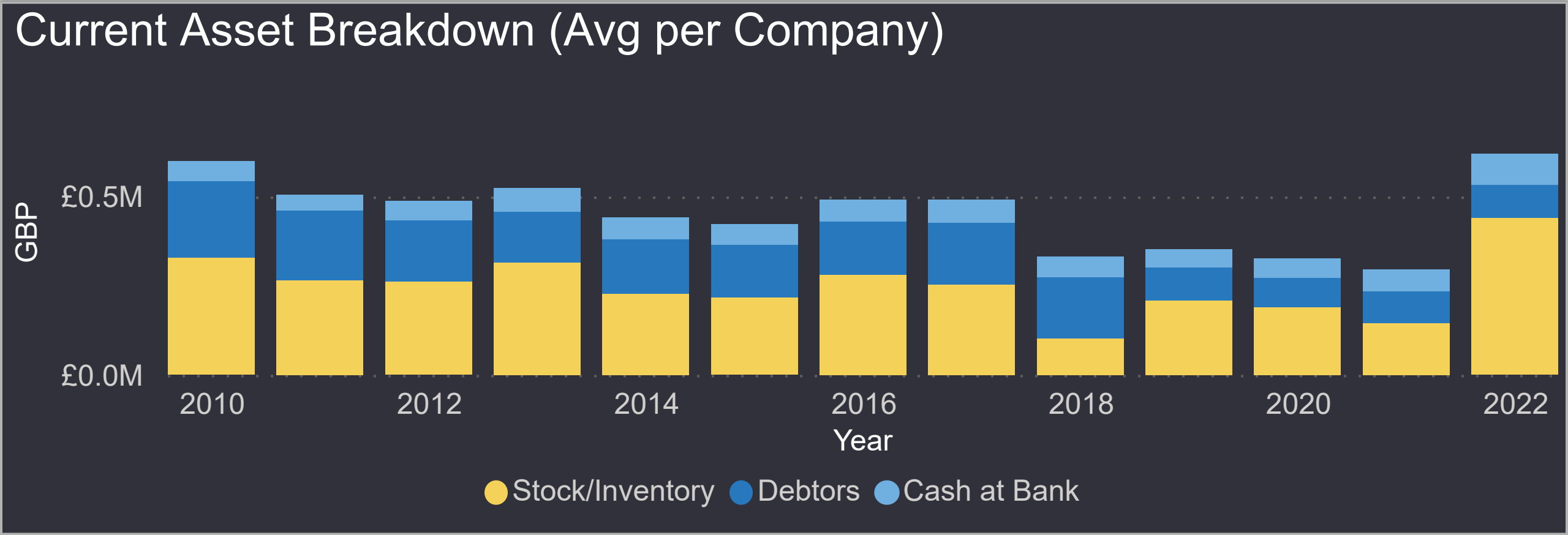
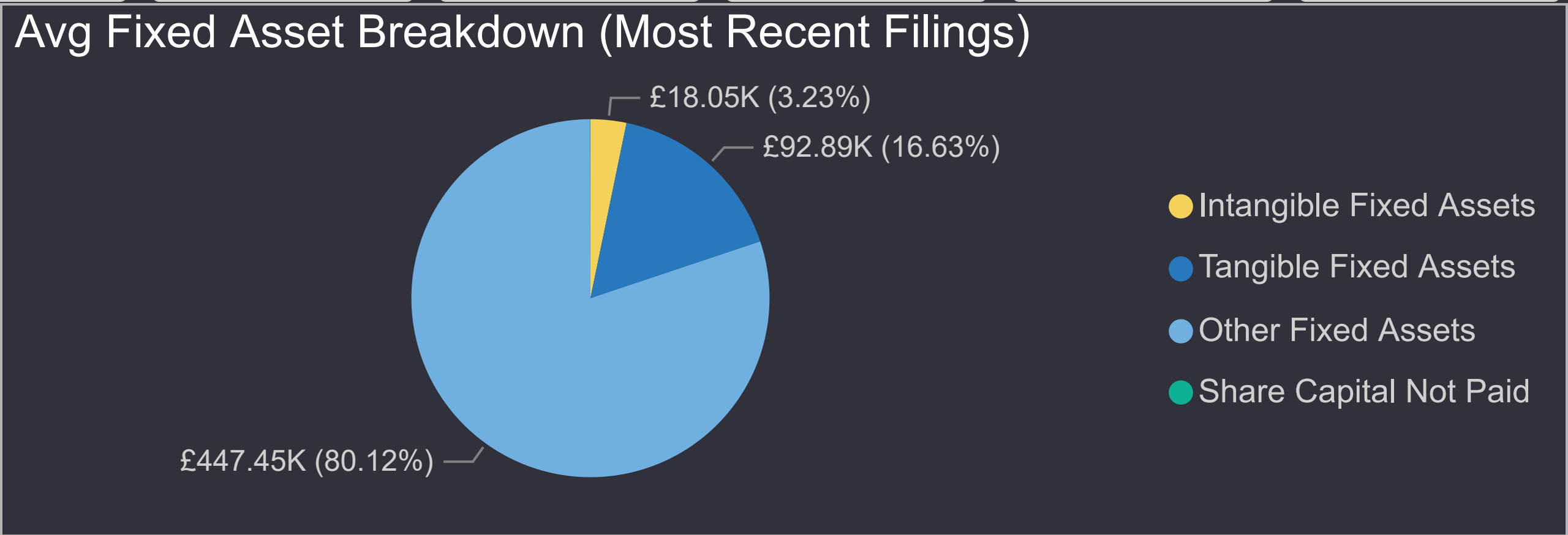
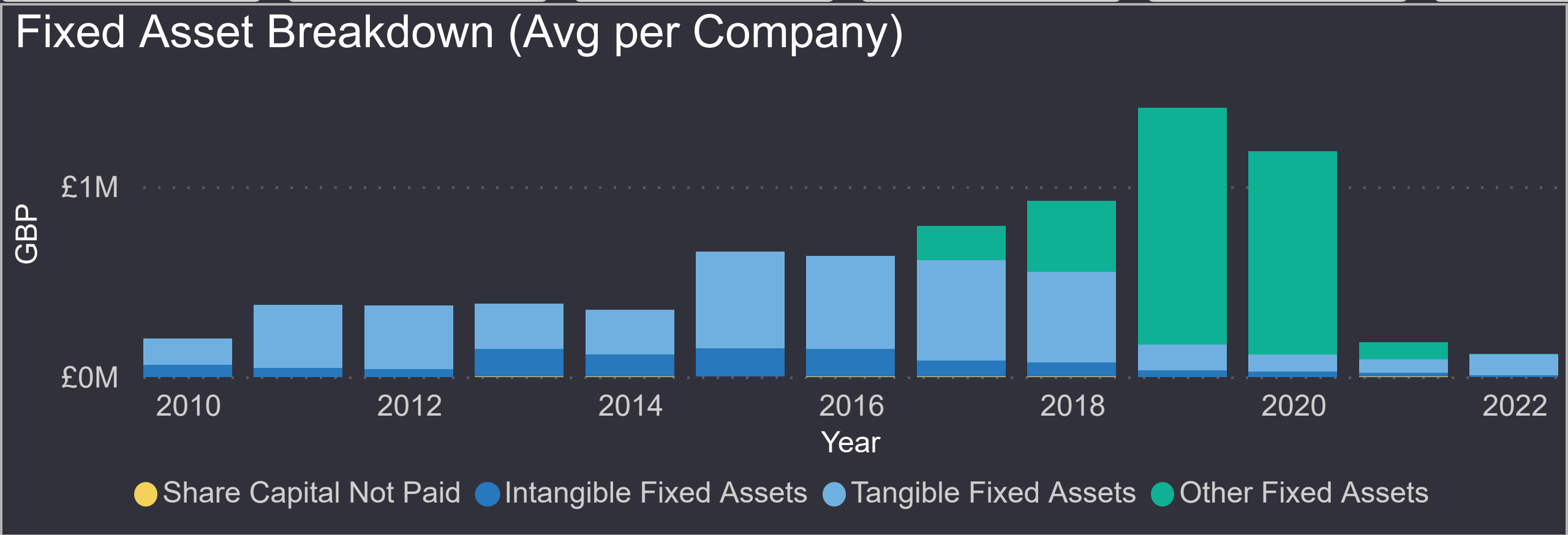
Summary	Growth	Profit & Loss	Balance Sheet	Analysis	Diversity	Covid	Shareholders	Officers	Regional Growth	National Activity
Incorporated in Last 12 Months		Administrations in Last 12 Months			Incorporated in Last 5 Years			Administrations in Last 5 Years		
68		1			268			1		

Incorporations and Administrations in the Last 5 Years

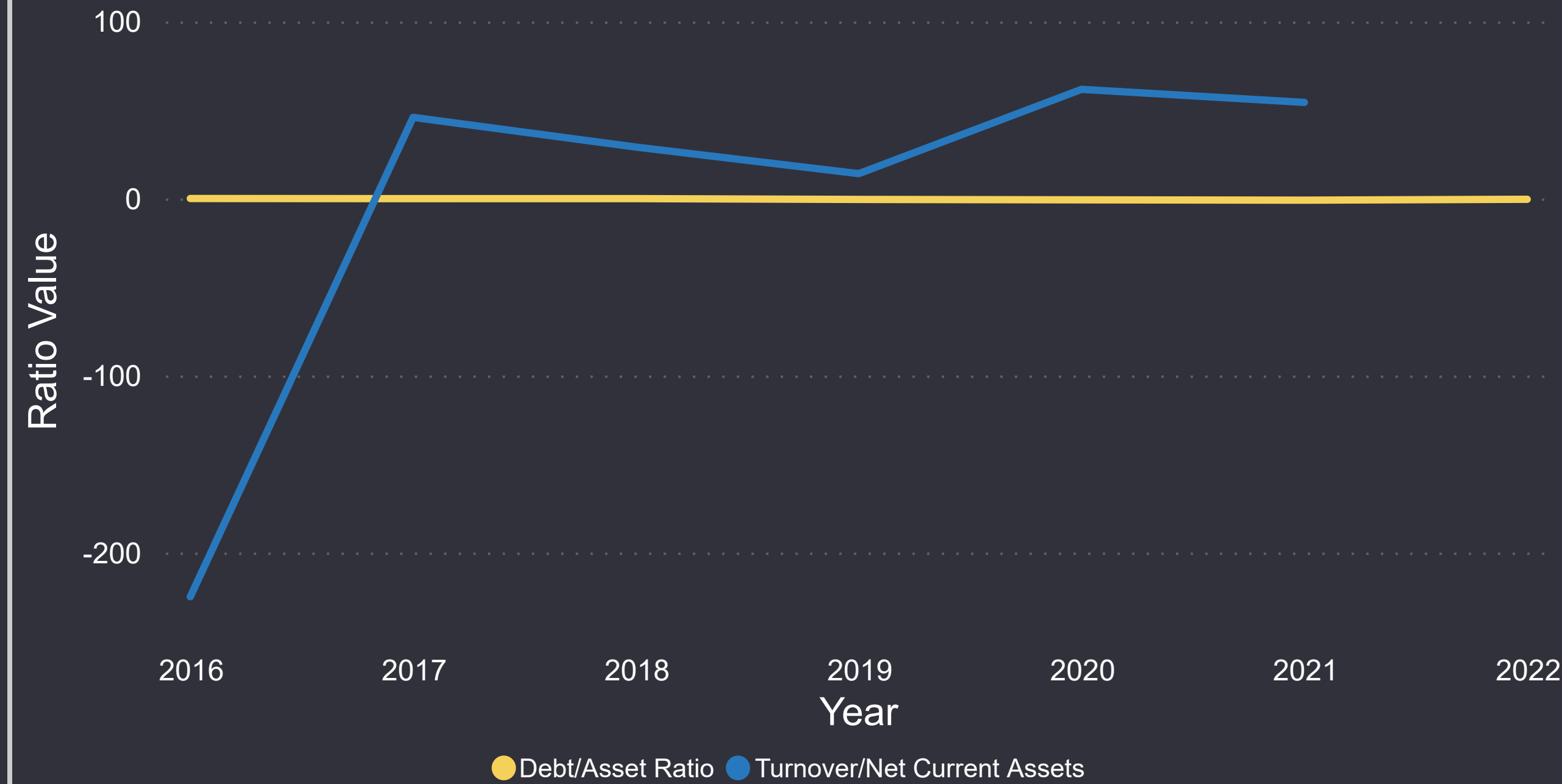




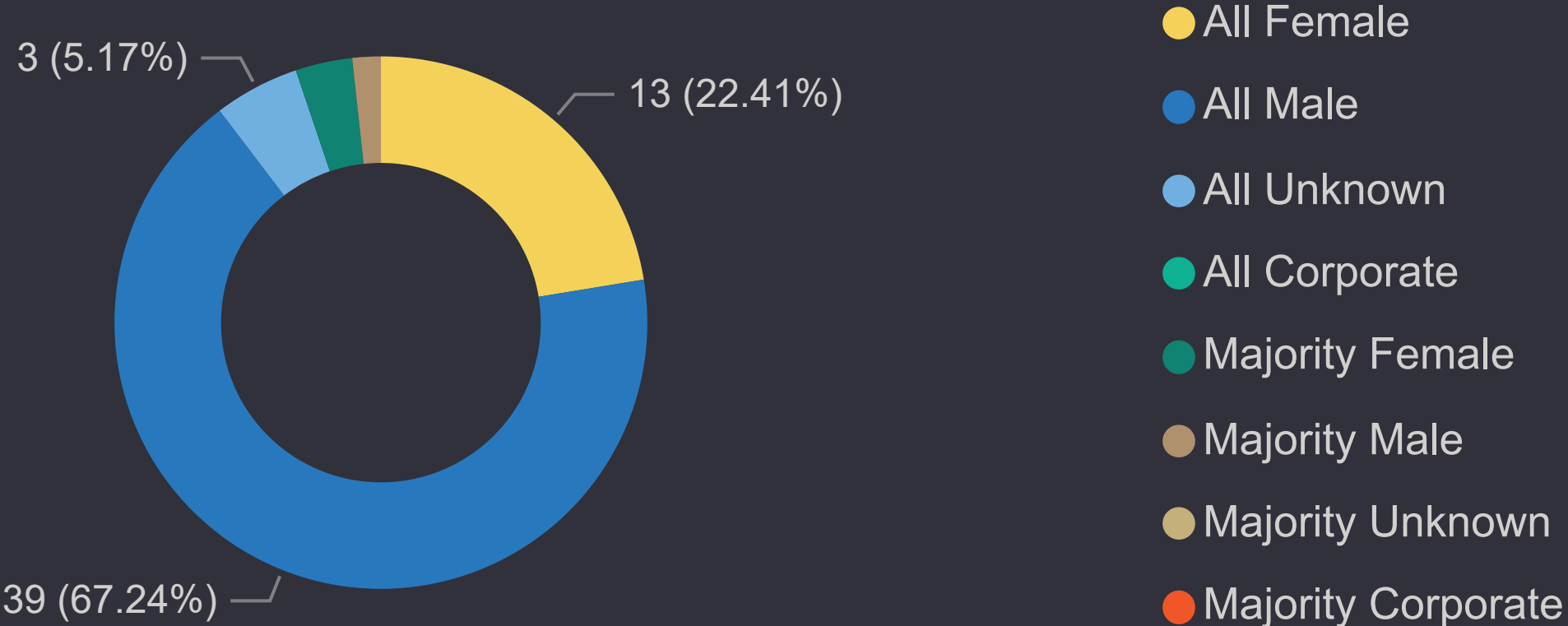




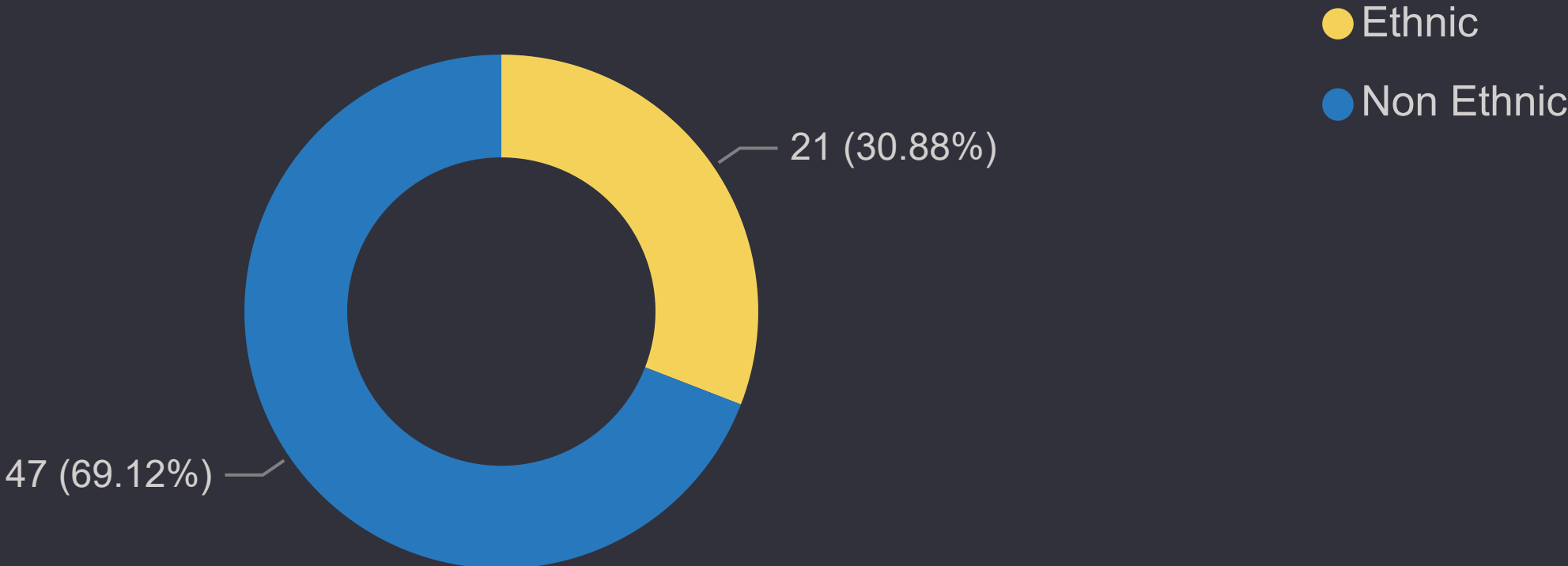
-4.62



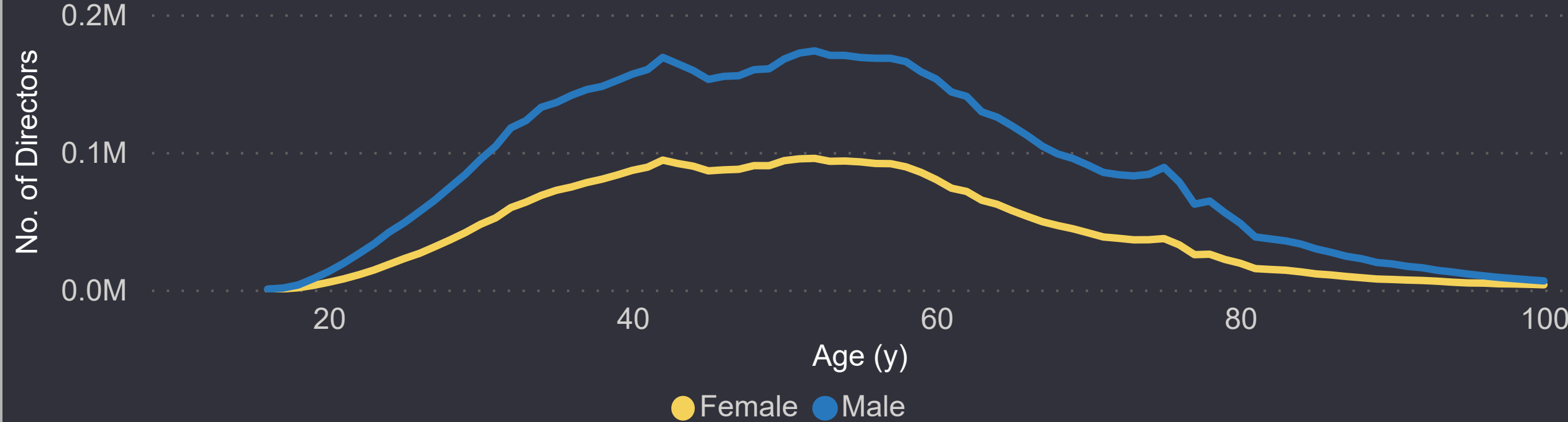
Company Incorporations in the last 12 Months by Gender



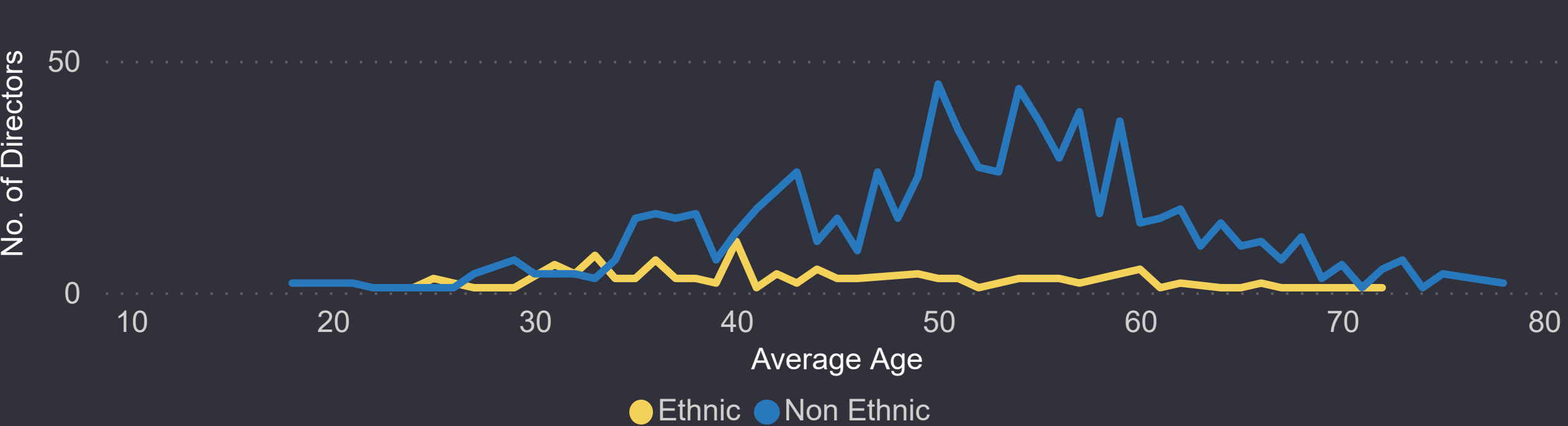
Company Incorporations in the last 12 Months by Ethnic Background



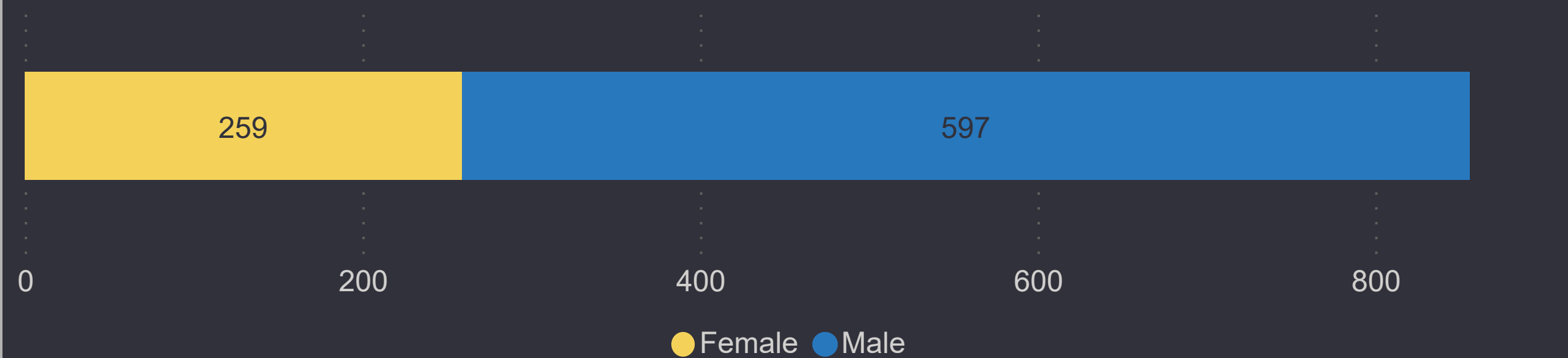
Directors by Age/Gender



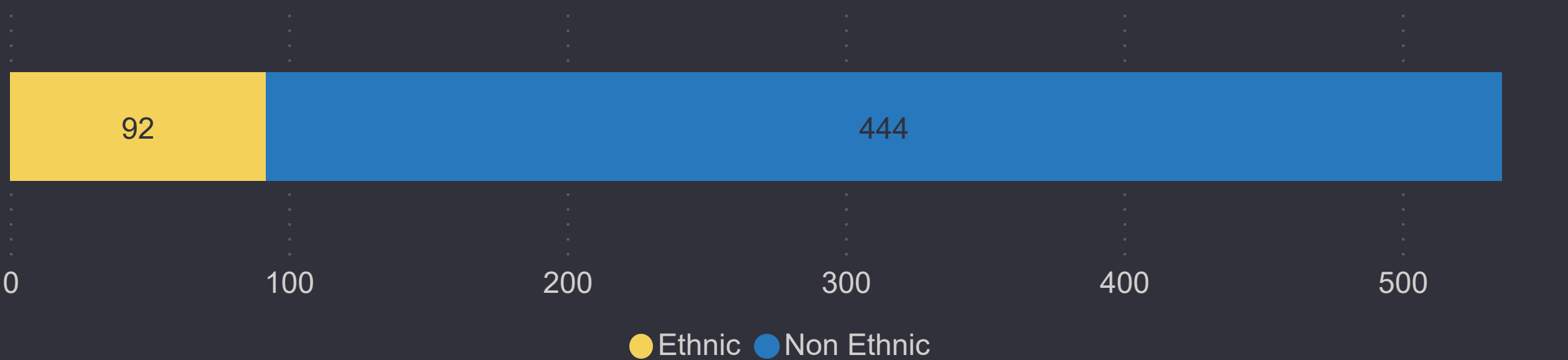
Average Director Age by Ethnic Background



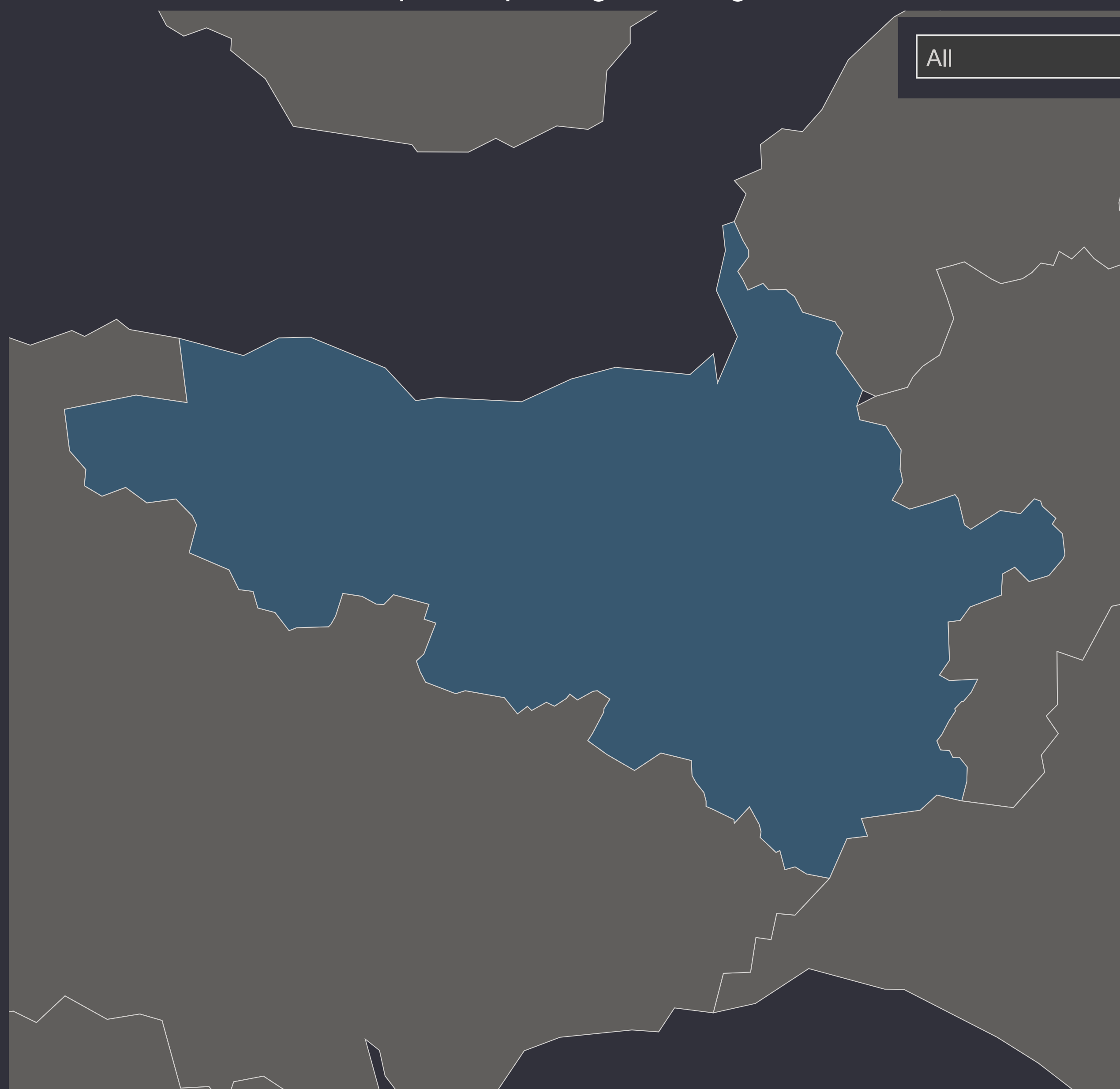
Male v Female Directors



Ethnic vs Non Ethnic Companies

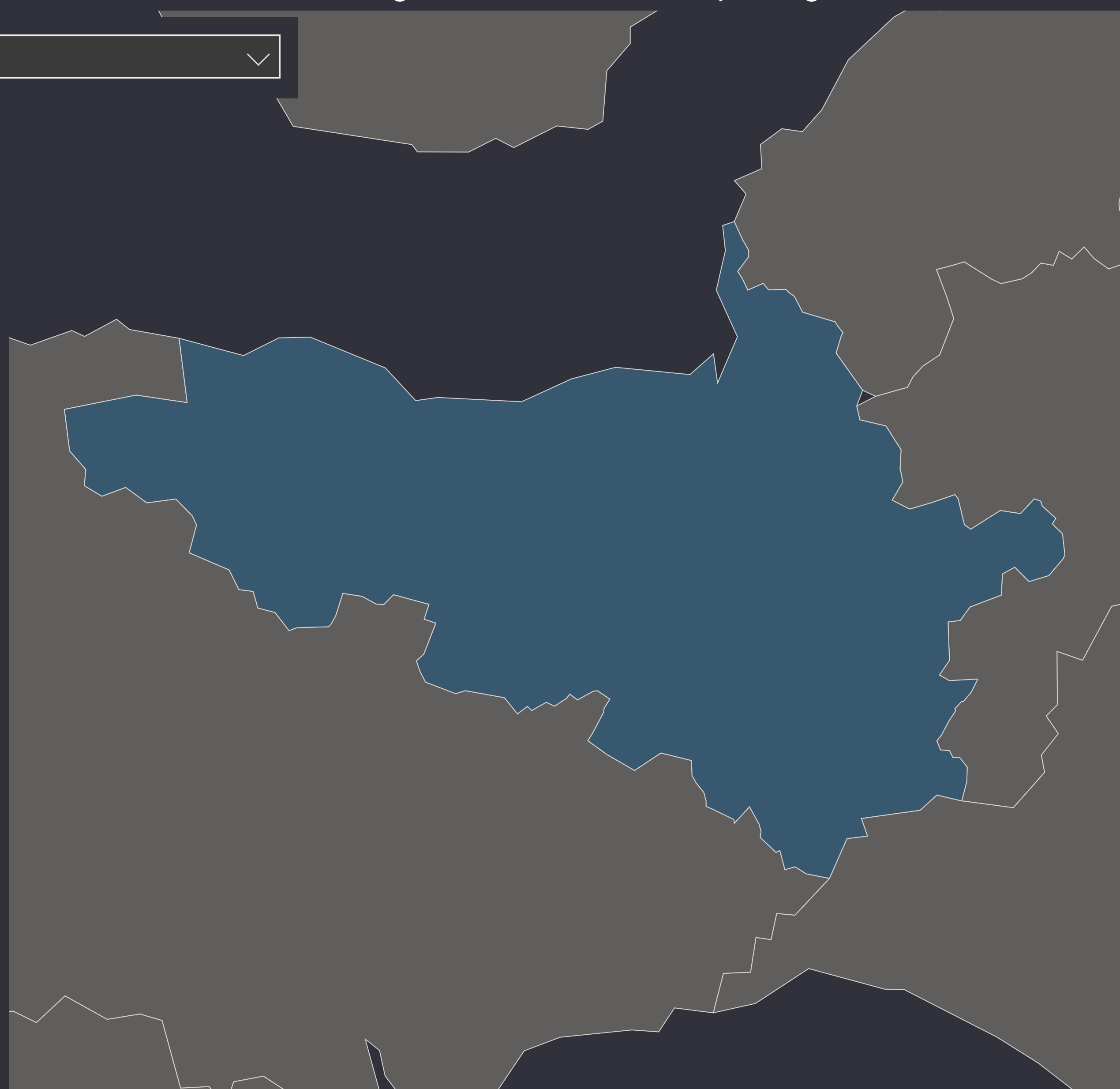


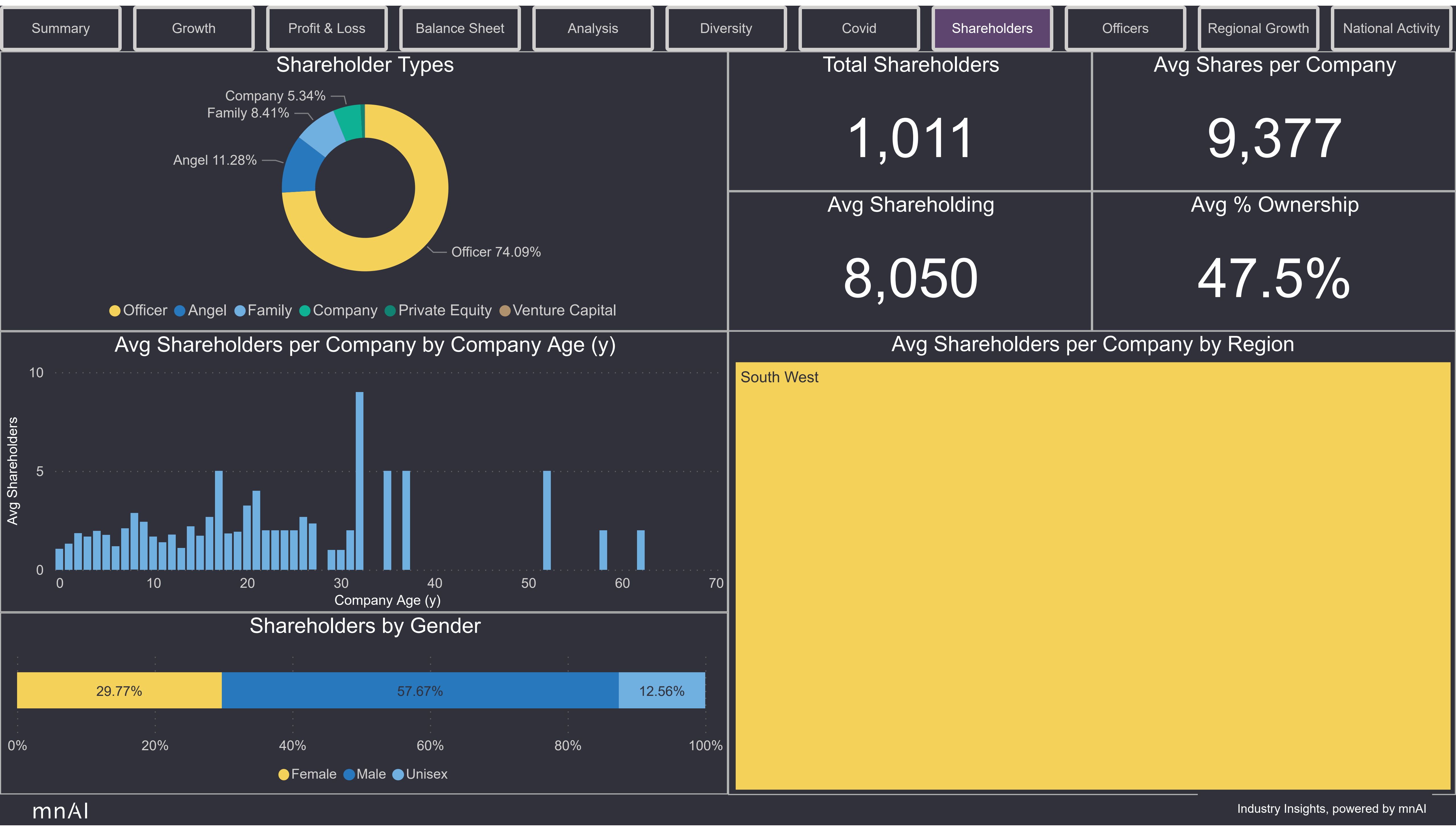
Number of companies per region with government aid



All

Value of government aid taken per region









Summary

Growth

Profit & Loss

Balance Sheet

Analysis

Diversity

Covid

Shareholders

Officers

Regional Growth

National Activity

South West

Region Name	Count of Companies	Avg Net Assets	Avg Company Age (v)
South West	536	£63,565	7.2
	0		
Channel Islands	0		
East Midlands	0		
East of England	0		
Isle of Man	0		
London	0		
North East	0		
North West	0		
Northern Ireland	0		
Scotland	0		
South East	0		
Total	536	£63,565	7.2

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All Companies



