



Title	Visit Somerset – Promotion of Wellington
Meeting	Economic Development
Date of meeting	15 April 2026
Action Required	For Noting
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## 1. Introduction

1.1 The purpose of this paper is to update the Committee on progress on the work of Visit Somerset and to outline proposed next steps.

## 2. Background

2.1 In June last year the Council commissioned Visit Somerset to develop and populate a microsite on the Visit Somerset website working with the Town Council, local business and facilities along with associated work to develop a distinctive logo/identity to promote the town.

2.2 The attached appendices show the work that has been completed and an analysis of the activity on the microsite.

2.3 Officers and the Promotion of Wellington Working Group have begun discussions with Visit Somerset in relation to how this work could be taken forward and will bring proposals to the next meeting of the Committee

## 3 Links to Council Vision and Place Plan Vision

- A town with a diverse, thriving, and resilient local economy
- A town with vibrant cultural, sporting, and social communities
- Proud and protective of our heritage, green spaces, and biodiversity

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- A destination of choice for people to live and work and for businesses to be located.
- Connected with the Blackdown Hills National Landscape and surrounding communities

#### Wellington Place Plan

- Pride in Place: Culture, Heritage & Belonging
- A Healthy, Sustainable & Green Town
- Enterprise, Skills & Local Economies

#### 4 Financial Implications

There are no financial implications associated with this report.

#### 5 Risks

There are no risks associated with this report

#### 6 Considerations

The Committee is asked to note this report.

## Appendix 1

### **Wellington Town Council – Visit Somerset, review 2025-2026.**

www.visitsomerset.co.uk/wellington has been compiled and populated and as of 13th April 2026 contains;

1. 28 future events
2. 20 accommodation providers
3. 17 food and drink outlets
4. 22 retail outlets
5. Sections on Things to Do and Green Spaces.

Cllr Wheatley has used his local knowledge and contacts to gather content and oversee editorial/layout sections.

The core strength of Visit Somerset is as an advertising/promotional platform. At individual rates, these listings and events for the businesses would be charged at c £15,000.

### **Social media channels**

1. Facebook – 46 followers
2. Instagram – 31 followers

### **PR**

Promotion of Film Festival

[www.visitsomerset.co.uk/discover-somerset/popular-somerset-towns/wellington/festivals-events/wellington-film-festival](http://www.visitsomerset.co.uk/discover-somerset/popular-somerset-towns/wellington/festivals-events/wellington-film-festival)

[www.visitsomerset.co.uk/discover-somerset/popular-somerset-towns/wellington/wellington-news/august-2025/wellington-film-news](http://www.visitsomerset.co.uk/discover-somerset/popular-somerset-towns/wellington/wellington-news/august-2025/wellington-film-news)

[www.visitsomerset.co.uk/discover-somerset/popular-somerset-towns/wellington/wellington-news/august-2025/film-star-becomes-wellington-film-festival-patron](http://www.visitsomerset.co.uk/discover-somerset/popular-somerset-towns/wellington/wellington-news/august-2025/film-star-becomes-wellington-film-festival-patron)

Review of Braziers

[www.visitsomerset.co.uk/discover-somerset/popular-somerset-towns/wellington/wellington-news/august-2025/join-the-hunt-for-great-coffee-at-braziers](http://www.visitsomerset.co.uk/discover-somerset/popular-somerset-towns/wellington/wellington-news/august-2025/join-the-hunt-for-great-coffee-at-braziers).

Also published in What's on Somerset – advertising equivalent value £2,000

**Still to complete;**

Itineraries

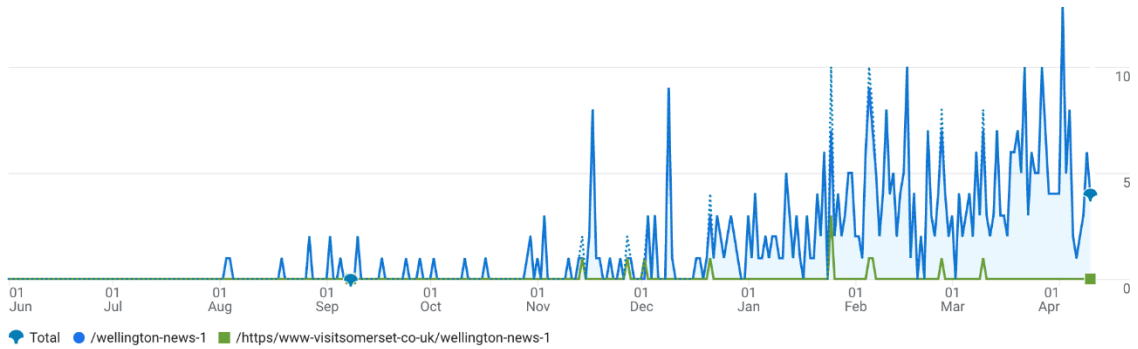
More onboarding of e-commerce and online accommodation availability and booking

Tik Tok if required

Increased newsletter presence now that fuller content is on the site.

## Appendix 2

### Analysis of Activity



Search: /wellington-news-1 Rows per page: 10 1-2 of 2

Landing page +	↓ Sessions	Active users	New users	Average engagement time per session	Key events All events ▾	Total revenue	All
Total	466 vs. 0	320 vs. 0	409 vs. 0	52s vs. 0s	1.00 vs. 0.00	£0.00 vs. £0.00	
1 /wellington-news-1							
Jun 1, 2025 - Apr 10, 2026	455 (97.64%)	320 (100%)	401 (98.04%)	51s	1.00 (100%)	£0.00 (-)	
Jun 1, 2024 - Apr 10, 2025	0 (-)	0 (-)	0 (-)	0s	0.00 (-)	£0.00 (-)	
% change	0%	0%	0%	0%	0%	0%	