



Yeovil Town Council

**Town House
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Yeovil
Somerset
BA20 1PQ**

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Yeovil Town Council

The Meeting... **Yeovil Town Council**

The Time... **7.30pm**

The Date... **Tuesday 2 February 2010**

The Place... **Town House, 19 Union Street, Yeovil**

If you need this information in large print, Braille, audio or another language, please ring 01935 382424



Alan Tawse

Alan Tawse

Town Clerk

26 January 2010

Please contact Alan Tawse at the Town House for more information about this meeting

YEOVIL TOWN COUNCIL

Wes Read – Mayor of Yeovil

Philip Chandler - Deputy Mayor

J Vincent Chainey

John Cruddas

Clive Davis

Bridget Dollard

Tony Fife

Julian Freke

Dave Gooding

Pete Goodman

John Grana

David Greene

Peter Gubbins

John Hann

Steve Hawker

Simon Hester

Andrew Kendall

Ruth Kendall

Tony Lock

Ian Martin

Pat Martin

Tom Parsley

David Recardo

Alan Smith

AGENDA

Prayers

Public Comment (15 Minutes)

1. MINUTES

To confirm as a correct record the Minutes of the previous meeting held on 5 January 2010.

2. APOLOGIES FOR ABSENCE

3. DECLARATIONS OF INTEREST

4. MAYOR AND DEPUTY MAYOR'S RECENT AND FORTHCOMING ENGAGEMENTS AND ANNOUNCEMENTS

(See attached at page 3)

5. CORRESPONDENCE

6. TOWN CENTRE MANAGEMENT

Ian Budd, Town Centre Manager, will give a presentation on the progress of the Town Centre Partnership and the work of the Town Centre Manager over the past year. A summary of achievements and events organised over the last twelve months are attached at pages 4 to 23. Along with details of the key performance indicators.

7. PROMOTIONS AND ACTIVITIES COMMITTEE

To consider the attached report at pages 24 to 27.

8. SEVERE WEATHER

At the suggestion of David Recardo and in light of the recent severe weather conditions, the Town Council is invited to comment on ways by which the local authorities responsible for snow clearance and gritting may improve their responses for future incidents – including the provision of information to the public and temporary changes to public transport arrangements.

8. PROGRAMME OF MEETINGS - 2010/11

Attached at page 28 is a draft programme of meetings of the Town Council and its committees for 2010/11. Council is **RECOMMENDED** to consider the adoption of this draft programme.

9. **REPORTS AND RECOMMENDATIONS FROM COMMITTEES AND OTHER MEETINGS**

(The Minutes of the following meetings are open to discussion. Where a Committee has made a recommendation, that will be listed on a separate sheet circulated with the Agenda).

Planning and Licensing Committee

4 January 2010
18 January 2010

Grounds and General Maintenance Committee

11 January 2010

Promotions and Activities Committee

12 January 2010

Buildings and Civic Matters Committee

19 January 2010

Policy, Resources and Finance Committee

26 January 2010

10. **REPORTS FROM REPRESENTATIVES ON OUTSIDE BODIES**

PAGES

Yeovil Twinning Association

12 November 2009 29 - 30
10 December 2009 31 - 32

Public Comment (15 Minutes)

List of Engagements attended/to be attended by His Worship The Mayor of Yeovil, Councillor Wes Read and the Deputy Mayor of Yeovil, Councillor Philip Chandler from 5 January to 2 March 2010

| | |
|----------|--|
| 09/01/10 | The Mayor of Yeovil, Councillor Wes Read, attended training session of the Yeovil Street Pastors |
| 19/01/10 | The Mayor of Yeovil, Councillor Wes Read, attended the Rotary Club's Youth Speaks Competition |
| 23/01/10 | The Mayor of Yeovil, Councillor Wes Read, hosted a charity concert at the Octagon Theatre |
| 24/01/10 | The Mayor of Yeovil, Councillor Wes Read, will attend Wyndham Court Social Club's afternoon tea |
| 25/01/10 | The Mayor of Yeovil, Councillor Wes Read, will attend Mapping Local Food Webs in Yeovil meeting |
| 25/01/10 | The Mayor of Yeovil, Councillor Wes Read, and Deputy Mayor, Philip Chandler, will attend St Margaret's Somerset Hospice 'New Year Resolutions' |
| 26/01/10 | The Mayor of Yeovil, Councillor Wes Read, will attend a Slimming World first 'birthday' celebration at The Marian Hall |
| 27/01/10 | The Mayor of Yeovil, Councillor Wes Read, will host a Civic Evening at the Octagon Theatre |
| 28/01/10 | The Mayor of Yeovil, Councillor Wes Read, will attend the Yeovil Twinning Association's annual dinner |
| 29/01/10 | The Mayor of Yeovil, Councillor Wes Read, will attend Robert Frith's re-launch |
| 29/01/10 | The Mayor of Yeovil, Councillor Wes Read, will attend the Yeovil Amateur Pantomime Society's performance of Aladdin |
| 29/01/10 | The Deputy Mayor of Yeovil, Councillor Philip Chandler, will attend Chard Town Council's civic night |
| 04/02/10 | The Mayor of Yeovil, Councillor Wes Read, will attend the Breatheability Presentation Evening. |
| 06/02/10 | The Mayor of Yeovil, Councillor Wes Read, will attend the Yeovil Town Band contest at the Octagon Theatre |
| 09/02/10 | The Mayor of Yeovil, Councillor Wes Read, will host a visit to the Town House of the 'Tuesday Group' |
| 27/02/10 | The Mayor of Yeovil, Councillor Wes Read, will attend the Street Pastor's Commissioning Service |

Yeovil Town Centre Management Update

Strategic Director: Rina Singh, Strategic Director(Place & Performance)
Assistant Director: Martin Woods, Assistant Director(Communities)
Lead Officer: Ian Budd, Yeovil Town Centre Manager, Area Development South
Contact Details: ian.budd@southsomerset.gov.uk or (01935) 462422

Purpose of the Report

To update members on the progress of the Yeovil Town Centre Partnership and the work of the Town Centre manager (TCM) from December 2008. – December 09

Public Interest

THE YEOVIL TOWN CENTRE PARTNERSHIP (YTCP) was formed in 1998 and appointed Yeovil's first Town Centre Manager that year. The Partnership has gone from strength to strength over the years, supporting both the town and Town Centre Management.

Yeovil Town Centre Partnership consists of representatives of the public and private sectors including, Yeovil Town Council and South Somerset District Council who contribute financial support to provide core funding for Town Centre Management. South Somerset District Council also provides accommodation and other support including administration services. The Town Centre Manager is Line Managed by SSSDC Head of Development South.

Aims of the Yeovil Town Centre Partnership

- To enhance Yeovil's role as a sub-regional centre for shopping and business.
- To improve the environment of Town Centre streets and open spaces, including their cleanliness and state of repair.
- To maintain convenient access to the Town Centre in the face of increasing traffic congestion.
- To create a more distinctive atmosphere and identity for the Town Centre.
- To encourage more living accommodation within the Town Centre.
- To provide a wider range of leisure opportunities within the Town Centre.
- To support and help to implement the Yeovil Vision.

The Yeovil Town Centre office is situated in 80 South Street, Yeovil and encourages an "open house" policy for both the public and private sector and all Members are encouraged to visit. In November 09 over 100 people visited the Town Centre Offices.

Recommendation(s)

That Members note the report.

Background

Partnership Working

The Town Centre Manager works in partnership with all SSSDC services, businesses, groups and organisations that affect the town of Yeovil. Strong relationships have been built up with local businesses and this has come from face to face meetings. Town

Centre Management will when possible go and meet face to face with business and organisations in reaction to any enquiries or issues they may have.

Report Detail

Yeovil Town Centre Managers Report – A visual presentation will also be given to the Committee

Reporting Town Centre Partnership activities

The Town Centre Manager reports to the following committees

| | |
|---------------------------------|---------------------------------|
| Joint Area South Committee | Bi-annual and specific projects |
| Yeovil Town Centre Consultative | Every other month |
| Yeovil Town Centre Partnership | Quarterly |

Town and District Councillors are represented on all the above groups

Yeovil Town Centre Partnership Members

See appendix A current membership list

Community Safety

Town Centre Management and Avon and Somerset Police work in partnership with local businesses to prevent, reduce and tackle crime in Yeovil Town Centre in both daytime and night time economies. The Yeovil Town Centre Manager and Avon and Somerset Police work to the agreed Yeovil Community Safety Action Plan. This is revised on a quarterly basis. The partnership also reacts quickly to any new threats or incidents in the town and on many occasions other agencies are involved in order to resolve problems.

There are agreed priorities that are achievable, and many new initiatives to be taken forward.

Street Pastors

The Yeovil Street Pastors are now working from the Town Centre Management offices on Saturday nights. The Pastors have been supplied Town Link Radios for their personal safety. This project has been successful and new pastors are undergoing training and shortly will operate on Friday nights in addition to Saturdays.

Extension of the no drinking zone

1st July 2009 JAS Committee agreed to extend the no drinking zone. This came into force on 1st August, the required signs are now in place and enforcement is being carried out. This has seen a marked reduction in street drinking in the additional zones.

West Hendford Car Park Arts Project

The underground Car Park in West Hendford has suffered a great deal of graffiti. In Partnership with the Youth Service at Morley House and the Police, we have managed to organise an arts project for 30 young people from the Yeovil area. They will have a total of 8 days teaching by professional artists and will brighten up the walls of the car park. Young people from Morley House wrote a grant application and were successful in obtaining the funding from County and YTCP will contribute £200.

Project Argus

On the 3rd November 2009 an event was organised in partnership with Avon and Somerset Police day and night-time economy beat managers and SSDC Contingency Planning. Project Argos was alerted people working in the town centre

The exercise was developed and facilitated by a Counter Terrorism Security Advisor and was based on the experience of individuals and organisations who have been caught up in real-life terrorist incidents.

Project ARGUS was a unique opportunity to judge how well prepared Yeovil businesses were in the event of a major incident, increase their knowledge of terrorist issues, and was a chance for attendees to experience a multi-media security simulation exercise. This event applied equally to any major incident not just terrorism. 75 people attended the event and the feedback was very positive.

Association of Town Centre Management

In September 2009 the Town Centre Manager was voted in as the South West Regional Chairman of the Association. The region covers towns and cities from Dorset to Gloucestershire to Cornwall.

Events

Italian Market

June 28th and 29th an Italian market was held in lower Middle Street along with music and entertainment. In order to continue the Italian theme a Guinness World Record™ attempt was made to build the world's longest line of Pizzas. Confirmation that Yeovil now holds the world record has now been received and stands at 476.7 meters.

2009 Markets

French Market Saturday 23rd June 2009

Italian Market Saturday 1st July 2009

Christmas switch on night

The Christmas switch on night was held on Thursday 26 November 2009 – *A verbal and visual report will be provided at the Committee meeting.*

Christmas Family Day

The Christmas Family Day was held on Sunday 13 December 2009 – *A verbal and visual report will be provided at the Committee meeting.*

2010 Markets

A French Market has been booked 19th 20th 21st March 2010

An Italian Market has enquired about coming to town again in August

The Town Centre Manager is supporting the prospect of a week long event in the summer.

Somerset Farmers market

Negotiations with Somerset Farmers market have been positive and it is hoped that they will come to Yeovil spring 2010 for 1 Saturday a month.

Business Improvement Districts (BIDs)

A three month feasibility study has been commissioned and is due to start in mid December 2009.

Key Performance Indicators

See Appendix B

A verbal and visual report will be provided at the Committee meeting on some aspects of the Key Performance indicators.

Data Base

A database is now in place that holds details of all businesses within the town. This includes empty properties and will enable us to find up to date information of owners, agents, planning use, comments can be added to ascertain the history of the property and enquiries from prospective tenants can be sign posted accurately to agents and owners.

Press releases media and promotion

Between December 08 and November 09, 75 articles appeared in the local press that showed activities Yeovil Town Centre in a positive light.

Mid West Radio are Yeovil Town Centre Partners and carry regular features on the activities of the partnership.

ITV Westcountry has been to Yeovil on four occasions to interview local business and report on how Yeovil is dealing with the recession. The inter views have been aired on the ITV local news.

It is intended to show the interviews to *the Committee meeting*.

Web Site

The Yeovil Town Centre Partnership has a presence on www.yeoviltown.com

The Partnership is currently working with the Western Gazette to produce a “this Is Yeovil” web site that will be situated alongside the Western Gazette brands “This is Somerset” and “This is Dorset” This dynamic website will act as an online guide and information source about Yeovil. The three main users of the site will be visitors, residents and businesses. The site will have a variety of content including information such as travel, shopping, leisure, restaurants, events and special offers, access, business and situations vacant. The site will be live in early 2010

Town Maps

10,000 fold out Yeovil maps listing all business in the town are in production. Yeovil TIC has been very helpful in giving advice on this project. Distribution will be in January 2010 will cover Somerset and Dorset and will include public buildings.

Financial Implications

None.

Corporate Priority Implications

Increase economic vitality and prosperity

Enhance the environment, address and adapt to climate change

Ensure, safe, sustainable and cohesive communities

Deliver well-managed, cost effective services valued by our customers

Carbon Emissions & Adapting to Climate Change Implications (NI188)

None

Equality and Diversity Implications

None

Background Papers: None

APPENDIX A

MEMBERS LIST of the Yeovil Town Centre Partnership – December 2009

Private Businesses – Core Funders

Boots the Chemist
37 Middle Street, Yeovil, Somerset, BA20 1LG

Cares Natural Foods
9 – 11 Princes Street, Yeovil, Somerset, BA20 1EN

Denners
23-25 High Street, Yeovil, Somerset, BA20 1RU

HSBC
1 Middle Street, Yeovil, Somerset BA20 2LR

Just Kidding
10-12 princes Street, Yeovil, Somerset, BA20 1EW

Laceys
14 Hendford, Yeovil, Somerset, BA20 1TE

Marion Baker
3 Bond Street, Yeovil, Somerset, BA20 1PE

Marks & Spencer
5 Middle Street. Yeovil, Somerset, BA20 1LE

Mid-West radio
The Studios, Middle Street, Yeovil, Somerset, BA20 1DJ

Mocha
12 Union Street, Yeovil, Somerset BA20 1PQ

Mulberrys
9 Union Street, Yeovil, Somerset, BA20 1PQ

New Look Retailers
New Look House, Mercery Road, Weymouth, Dorset, DT3 5HJ

New Look Retailers
Quedam Shopping Centre, Ivel Sq, Yeovil, Somerset BA20 1EY

Porter Dodson Solicitors
Central House, Church Street, Yeovil, Somerset, BA20 1HH

Princes Street Jeweller
17 Princes Street, Yeovil, Somerset, BA20 1EN

Quedam Shopping Centre
10 Ivel Square, Quedam centre, Yeovil, Somerset, BA20 1EY

Resolution
Becket House, Hendford, Yeovil, Somerset, BA20 1TE

Robert Frith Optometrists
18 Princes Street, Yeovil, Somerset, BA20 1EW

Tamburinos
South Western Terrace, Yeovil, Somerset, BA20 1NB

Viceroy
25 College Green, Yeovil, Somerset, BA21 4JR

Westaff
7 Bond Street, Yeovil, Somerset, BA20 1PE

Western Gazette Co Ltd
Sherborne Road, Yeovil, Somerset, BA21 4YA

Yeovil Chamber of Commerce
Martock Waste Paper House, Great Western Road, Martock, Somerset, TA12 6HB

Yeovil College
Mudford Road, Yeovil, Somerset, BA21 4DR

Yeovil District Hospital
Yeovil District Hospital, Higher Kingston, Yeovil, Somerset, BA22 4AT

Yeo Leisure Park
Savills, Third Floor, Embassy House, Queens Avenue, Clifton, Bristol BS8 1SB.

Yeo Leisure Park
Studio G4, Shepherds Studios, Rockley Road, London, W14 0DA

Yeovil Town Centre Partnership
80 South Street, Yeovil, Somerset, BA20 1QH

Yeovil Trinity Foyer
Peter Street, Yeovil, Somerset, BA20 1PN

Voluntary Organisations

Shopmobility – Clive Davis
Basement Car Park, Quedam Shopping Centre, Ivel Square, Yeovil, Somerset, BA20 1EY

South Somerset Disability Forum – Clive Davis
20 South Street, Yeovil, Somerset, BA20 1QE

SSVCA – Sam Healy
Unit 5, Yeovil Small Business Centre, Houndstone Business Park, Yeovil, Somerset, BA22 8WA

Council Representation

South Somerset District Council (SSDC) – Kim Close
Pettors House, Yeovil, Somerset, BA20 1AS

Yeovil Town Council – Alan Tawse
The Town House, 19 Union Street, Yeovil, Somerset, BA20 1PQ

Yeovil Town centre Consultative Panel – Tony Fife
11 Wentworth Road, Yeovil, Somerset, BA21 5JX

Town & District Councillor – Pat Martin
63a Preston Road, Yeovil, Somerset BA20 2BW

Public Organisations

Avon and Somerset Constabulary – Sgt Mark Hunt
Horsey Lane, Yeovil, Somerset, BA20 1SN

Yeovil Chamber of Trade & Commerce – James Richards
Martock Waste Paper house, Great Western Road, Martock, Somerset, TA12 6HB

Report on Key Performance Indicators Yeovil Town Centre Management – October 2009

Background

Key performance indicators have been collected for town centre management for the last 18 months or so. These performance indicators are shown in the Yeovil Town Centre Partnership Business Plan/Action Plan 2007 – 2009.

This report provides a summary of these key performance indicators gathered under each of the headings to date.

Retail Sales Trends

In the business plan described above, it states:-

Show the growth of businesses in Yeovil. Show which sectors are performing better. Measure the vitality of the town. Figures should include small, medium and large businesses.

Several new businesses have started in the town centre in the last year. These include Just Kidding, Sizzlers, Little Poppet Gift Shop, Karen Baker, Continental Foods, Resolution Specialist Treatment Centre, Skabona Polish Delicatessen and Yeovil Antiques and Collectibles. Also, Princes Street Jewellers have expanded into the shop next to them vacated by Mortgage Matters.

Another handful of businesses have relocated within the town centre including the Total Milkshake and Smoothie Experience, The Tool Shop, Yeovil Hair and Beauty (renamed Amaze Hair and Beauty) and Mad Hatters Joke Shop.

Unfortunately, in December 2008, the closure of Woolworths stores nationally took place and this had a big impact in Yeovil with a large unit in Middle Street becoming vacant.

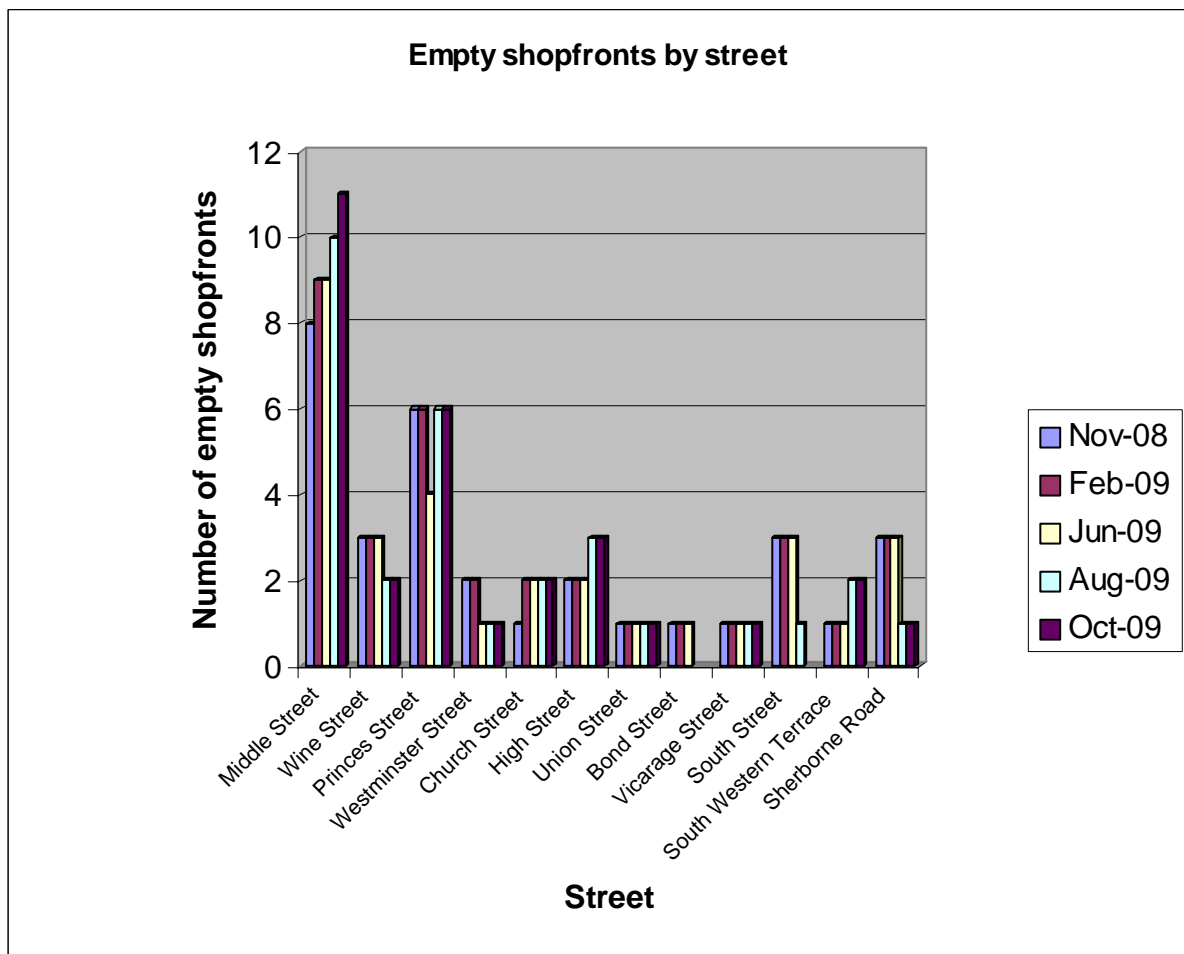
The Town Centre Manager has had regular dialogue with property agents during 2009 and has specifically spoken to the agents for Woolworths and JJB and asked them to tidy up their premises.

Vacant premises in the town centre have been monitored since November 2008. The table below shows the number of empty properties in the town and the percentage of empty properties of the total town centre businesses.

| | Nov 08 | Feb 09 | Jun 09 | Aug 09 | Oct 09 |
|---|--------|--------|--------|--------|--------|
| Total empty properties – office & retail | 51 | 61 | 57 | 58 | 61 |
| Total empty properties – retail/not private own | 32 | 34 | 31 | 30 | 30 |
| Total properties in town centre | 467* | 469 | 469 | 469 | 469 |
| Percentage of empty properties – office & retail | 10.9% | 13% | 12.2% | 12.4% | 13% |
| Percentage of empty properties – retail/not private own | 6.8% | 7.2% | 6.6% | 6.4% | 6.4% |

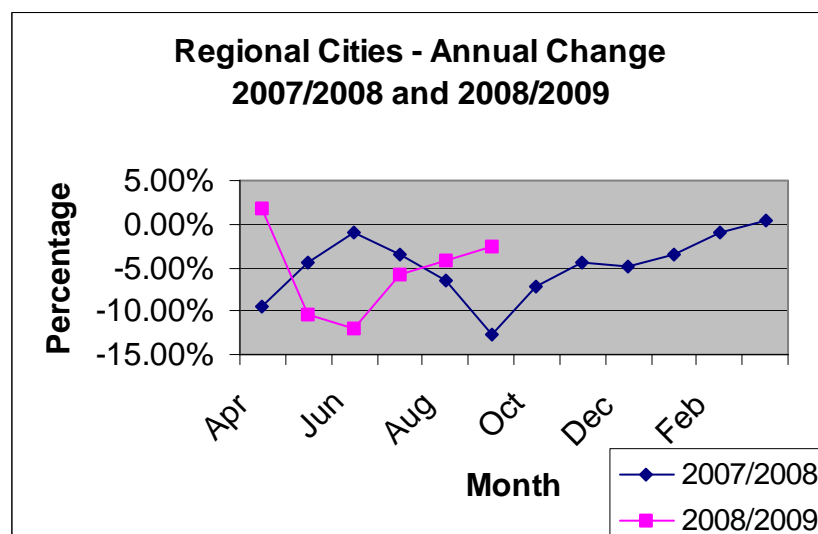
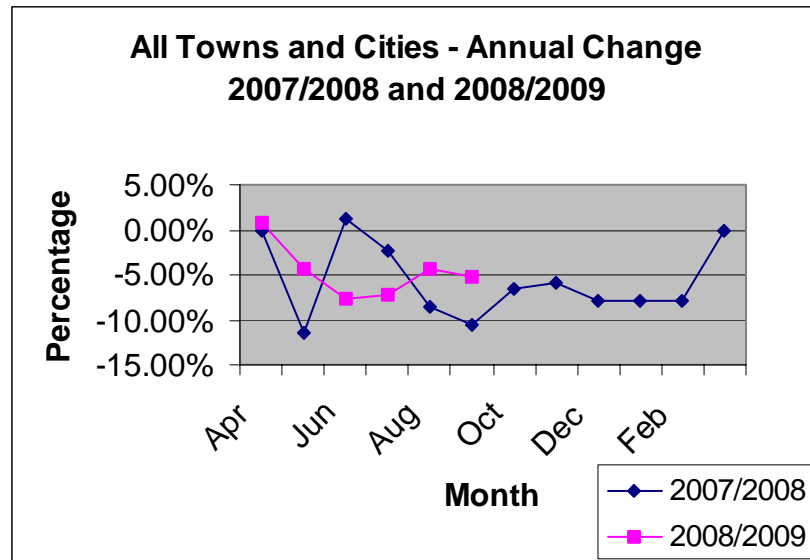
* Park 5, Park Road was not completed as this time and this development created 2 new retail units for the town.

We have also recorded the number of empty shop fronts in the town in the main shopping streets of the town and the graph below illustrates this:-

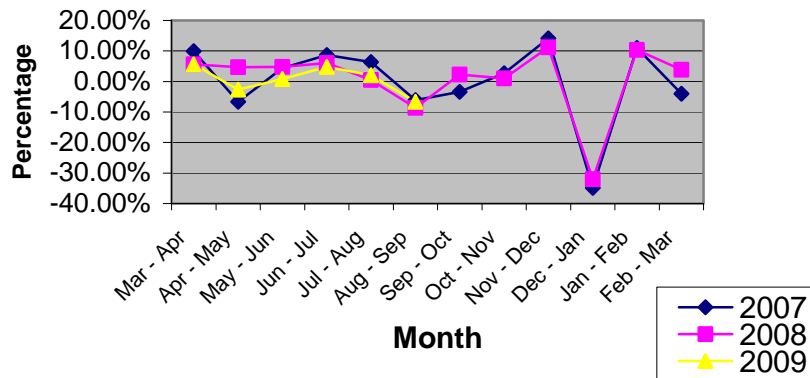


We have also received reports from the Association of Town Centre Managers (ATCM) about the vitality of the town centres regionally and nationally. Although this does not show (or include) Yeovil town centre, it does give a picture of what is happening on the high street generally.

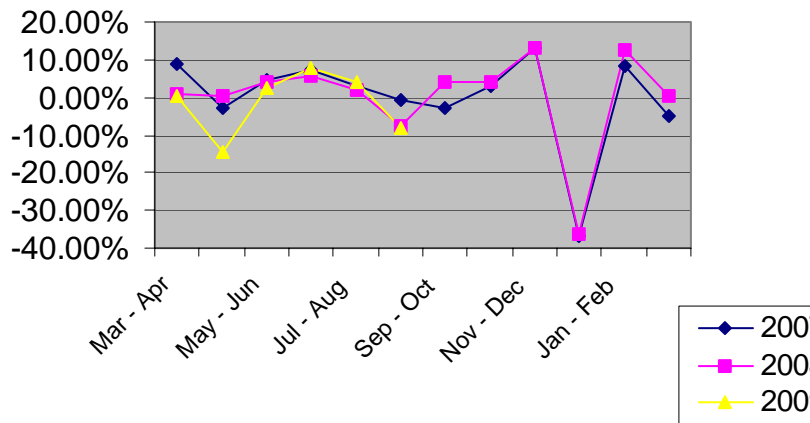
The four graphs below show retail trends since March/April 2007.



All Towns and Cities - month on month change



Regional Cities month on month change

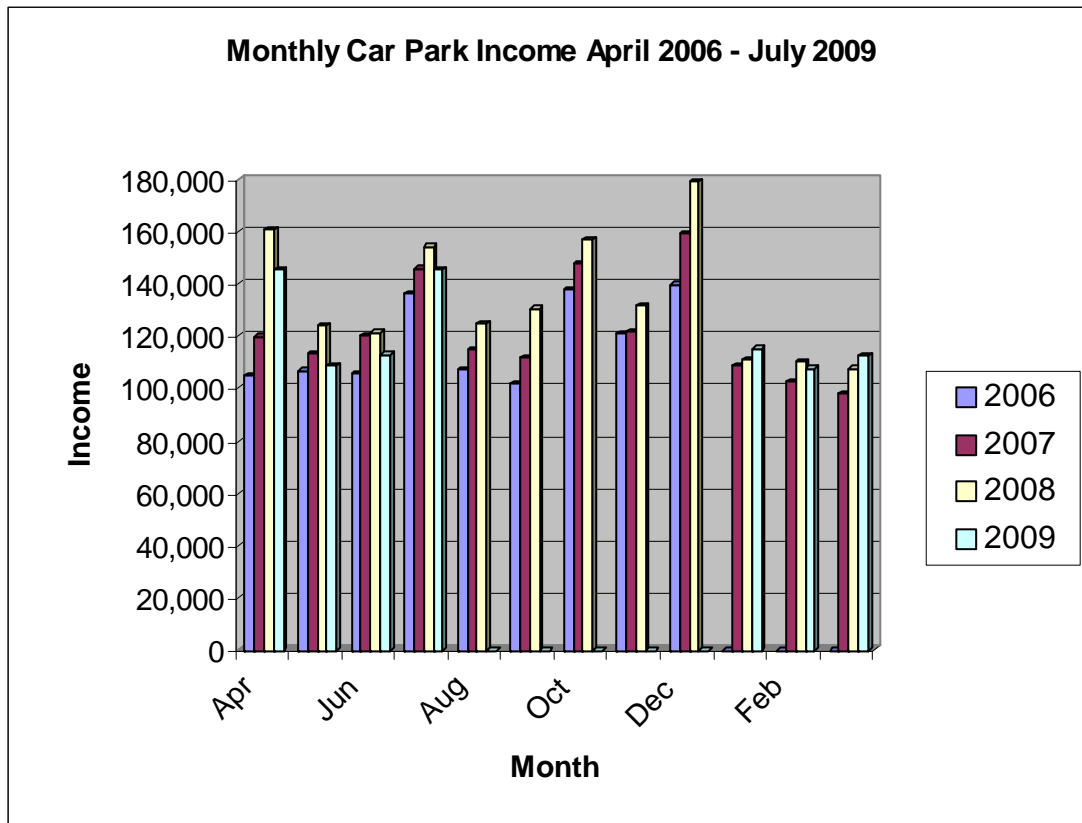


Car park usage

The business plan states:-

Monitor events, promotions, business opening hours, duration of stay in the town

It has not been possible to obtain figures on car parking usage, but we have been details of car park income, which is shown the table below.



Please note that prices have remained the same in 2008 and 2009 so a true comparison can be made which will show a down turn in usage.

It has been suggested that we may be able to look at car park usage for particular dates, so this is something that we may pursue when specialist events are being held in the town centre.

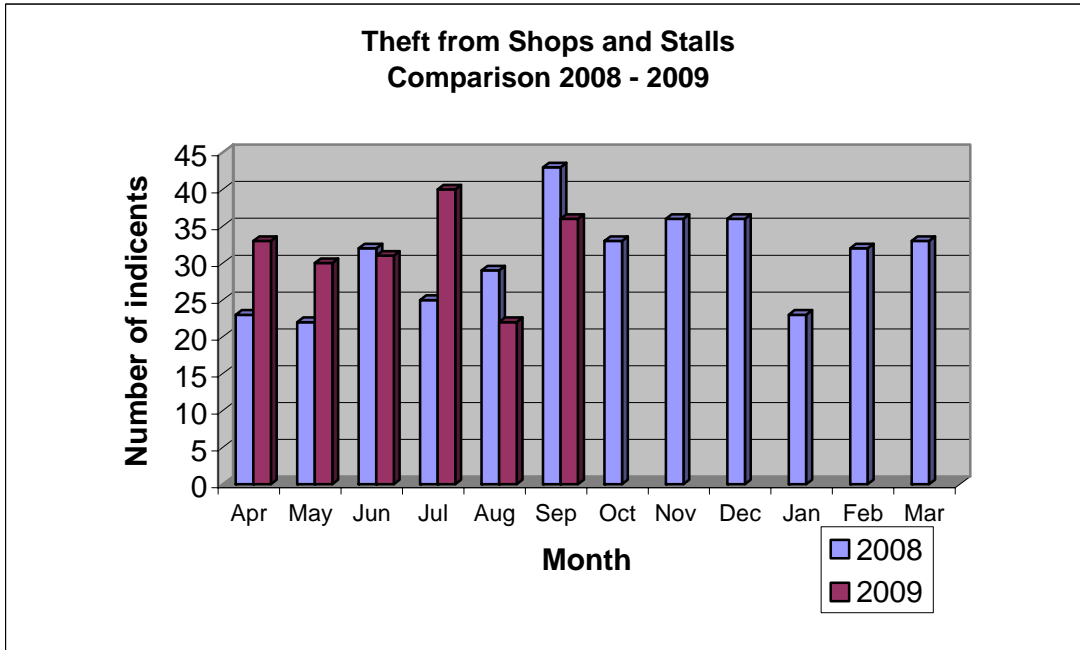
Crime levels

In the business plan, this key performance indicator states:-

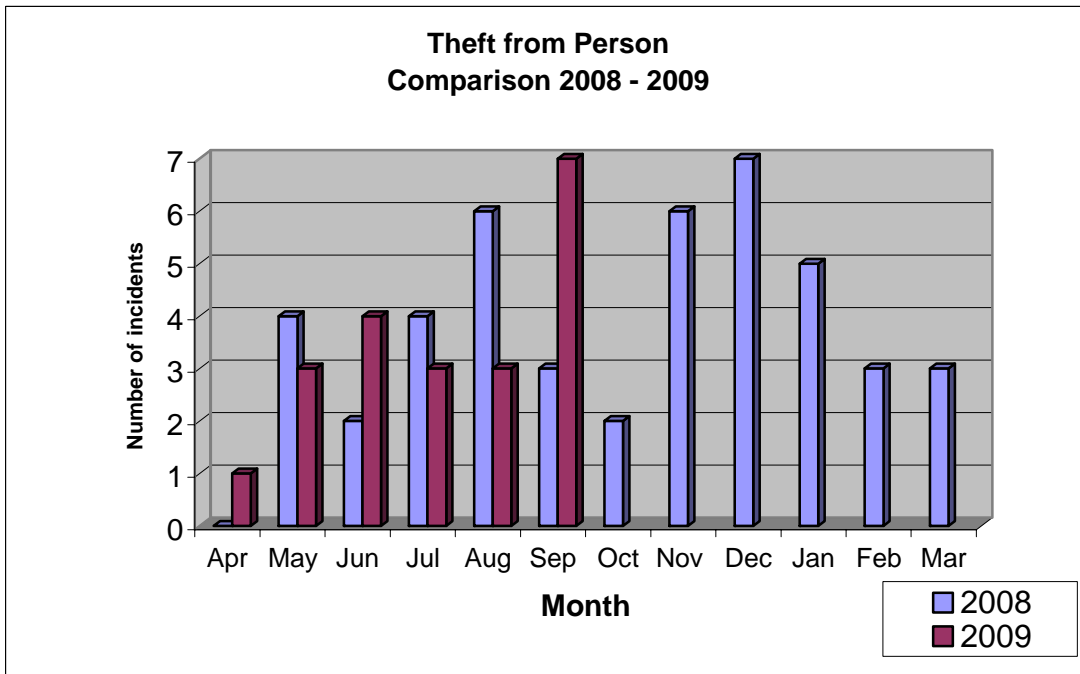
This enables community safety plans to be measured and reactionary and also be able to react and work with CCTV towards combating crime and antisocial behaviour.

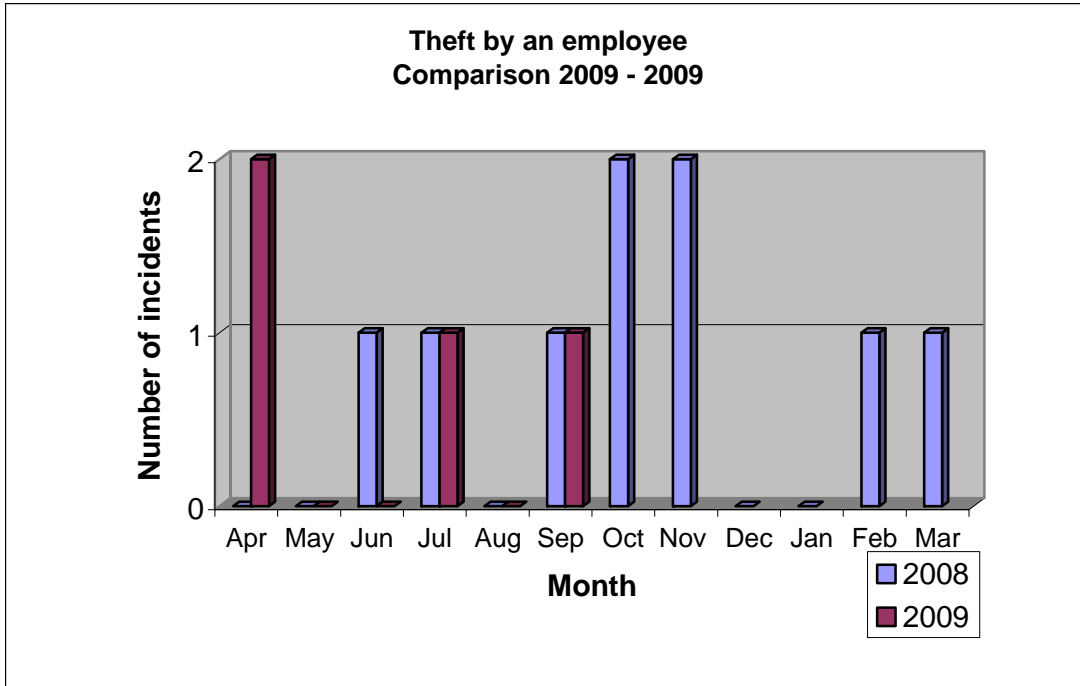
Crime figures have been provided by the Police on a monthly basis since April 2008. The main crimes highlighted for the town centre are theft from shops and

stalls, theft from the person and theft from an employee. The results are shown in the tables below.

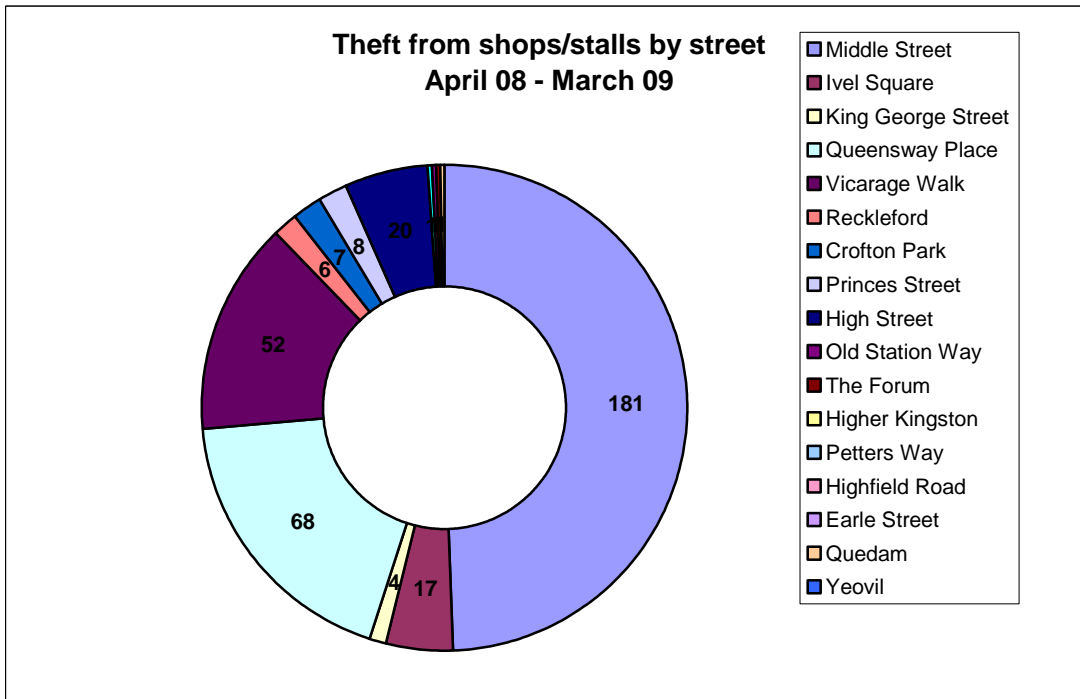


The vast majority of incidents from shops and stalls are reported through the Radiolink system. There are over 100 members of Yeovil Retail Crime Reduction Team using Radiolink and they are very successful detecting retail crime.

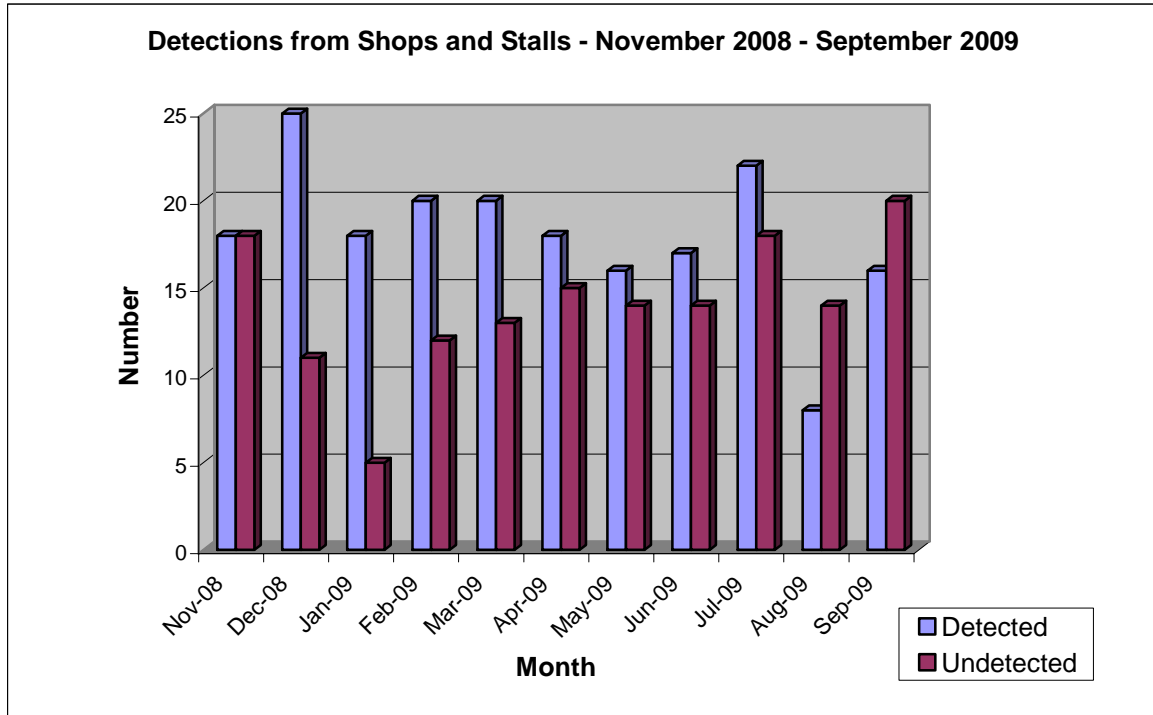




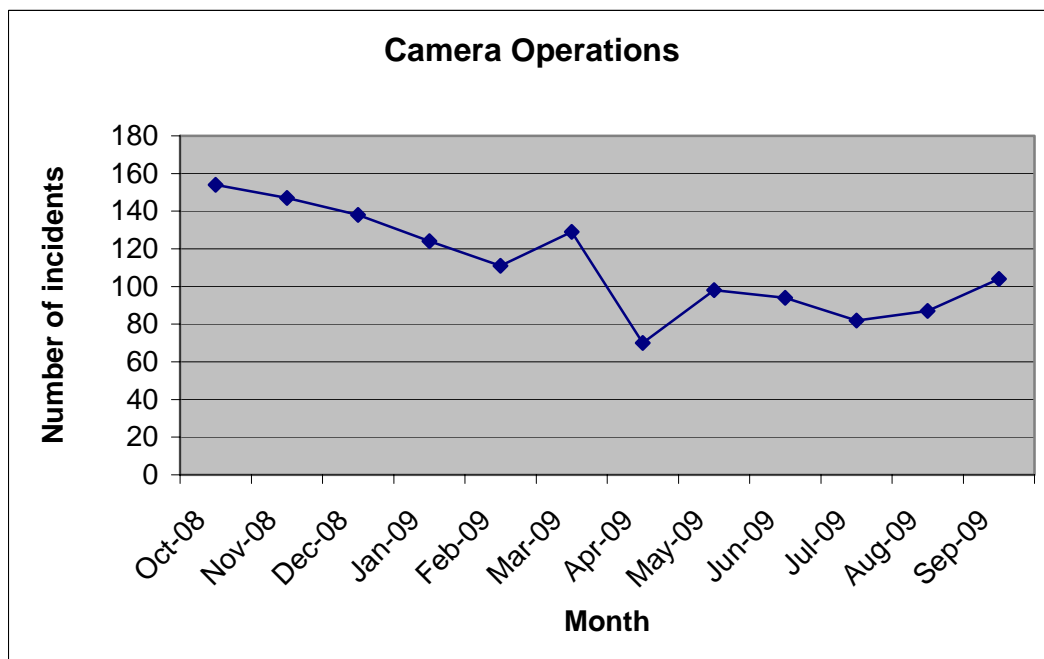
The thefts from shops and stalls have also been broken down by street/location and this is shown in the graph below for April 2008 – March 2009.

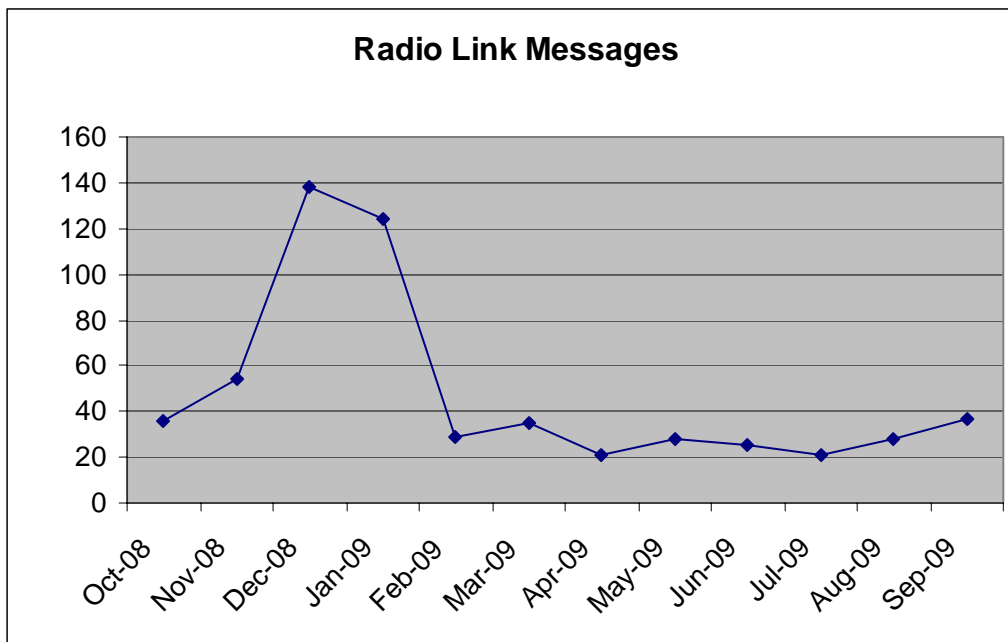


The figures provided by the police also include details on detected and undetected crimes and the table below shows these from November 2008 -



We have also looked at CCTV figures for the town centre and these are shown in the graphs below based on the number of camera operations in the town and the number of incidents as a result of Radiolink. These figures relate to October 2008 – September 2009.





Yeovil Crime Reduction Team (YCRT)

To address low level offending and first time offenders the YCRT has put into place Acceptable behaviour Contracts (ABC). These are totally voluntary and have no legal recourse. They are aimed at young people who may have been caught for shoplifting low value goods, attempted theft or antisocial behaviour and have little or no previous history of this.

A member of YCRT can ask for an ABC to be carried out and the process is as follows.

Offender referred to the Project Manager of YCRT and an appointment is made. The offender attends the Town Centre offices with a parent or responsible adult. The Coordinator explains all the consequences of the offender's actions and the effect on other people and businesses. A six-month ban not to enter the premises of any member of YCRT (106 businesses) on the offender is imposed. They are then given the opportunity to sign a voluntary ABC to agree not to repeat their behaviour, if signed the ban is lifted.

To date, 46 ABCs have been signed and only one has been broken.

Business confidence/private confidence

Extract from business plan states:-

Carry out a survey of the businesses and visitors in the town centre, measure year on year.

Business surveys were conducted in October 2007 and March 2009 and a visitor survey in May/June 2008. A visitor survey is currently being carried out in a small

selection of shops in the town centre and the results of this will be available in January 2009.

Respondents were asked a series of questions and a comparison from the main questions from the 2007 and 2009 business survey are shown in the table below.

| Question | Results | Top responses from 2007 survey | Top responses from 2009 survey |
|---|---|---------------------------------------|---------------------------------------|
| How do you rate the appearance of the town centre? | Average Good Poor | 51% 17% 21% | 40% 30% 14% |
| Have you seen any improvements to the appearance of the town centre? | No improvement Some improvement | 52% 26% | 52% 40% |
| How you had any contact with Police Support Community Support Officers (PCSOs)? | Yes, visited store No, but seen patrolling Yes, responded to incident | 34% 26% 20% | 36% 27% 19% |
| What is your busiest trading day? | | Sat Fri Mon | Sat Fri Thurs |
| Were you aware of continental market held in the town? | Yes No | 81% 19% | 61% 39% |
| Do continental markets affect trade? | Did not notice a change | 77% | 82% |
| How often should specialist markets be held in the town? | More often Twice a year | 53% 44% | 49% 42% |
| How would you classify your business? | Independent retailer Part of chain/group | 49% 36% | 53% 32% |
| How many employees do you employ? | Full time Part time | 2 – 5 2 – 5 | 2 – 5 2 – 5 |
| How many years has business been in current premises? | | 6 – 10 yrs 3 – 5 yrs 1 – 2 yrs | 1 – 2 yrs 3 – 5 yrs 6 – 10 yrs |

The visitor survey in 2008 was conducted online during the months of May and June.

The main results from this survey are shown in the table below.

| Question | Top Responses | Number/ Percentage |
|--|--|-------------------------------|
| Why do you come to Yeovil town centre? | Shopping Visit bank/building society Leisure complex (Bowlplex etc) | 94 73 57 |
| How often do you visit Yeovil town centre? | 2 –3 times a week Every day Once a week | 29% 28% 16% |
| How long do you stay when visiting Yeovil town centre? | 2 – 4 hours About 2 hours One hour or less | 29% 28% 25% |
| How do you travel to Yeovil town centre? | Car Walk | 83% 13% |
| What would be your priority for improving Yeovil town centre? | Increase number and variety of shops More public toilets Regular, well managed specialist events | 75 55 43 |
| How easily can you find a parking space when visiting Yeovil town centre? | Usually find a space quickly and easily Sometimes find a space quickly and easily Always find a space quickly and easily | 35% 35% 24% |
| How would you assess the cost of parking compared to other cities/towns? | Reasonable Expensive | 44% 37% |
| How safe do you feel when visiting Yeovil town centre during the day? | Always feel safe Usually feel safe | 47% 47% |
| How safe do you feel when visiting Yeovil town centre at night? | Usually feel safe Usually feel unsafe | 55% 26% |
| Does the provision of CCTV made you feel safe? | Yes No | 55% 30% |
| What would make you feel safer in the town centre? | Police presence Control drunken/anti social behavior No street dwellers | 77 74 48 |
| How do you rate the standard of planting/floral displays in the town centre? | Always attractive Usually attractive | 51% 40% |

| Question | Top Responses | Number/ Percentage |
|--|--|-------------------------------|
| How do you rate the standard of maintenance of pavements, benches etc. in the town centre? | Usually well maintained Always well maintained | 64% 17% |
| Where else do you go for your non-food shopping? | Taunton Street Bristol | 67 65 42 |
| How do you rate the range of shops in Yeovil town centre? | Adequate Good | 54% 29% |
| Why type of store would you like to see in Yeovil town centre? | Department Store Household Women's clothing | 67 41 35 |
| Name 3 stores you would like to see in Yeovil town centre? | Debenhams John Lewis H & M | 51 23 14 |
| In the last 3 years, has Yeovil town centre improved? | Yes No Don't know | 48% 30% 22% |
| In the last 3 years, have the range of shops improved in Yeovil town centre? | Yes No Don't know | 22% 60% 18% |
| In the last 3 years, have the range of places to eat and drink improved in Yeovil town centre? | Yes No Don't know | 56% 20% 24% |
| Gender of respondents | Female Male | 74% 26% |
| Age | 26 – 33 42 – 49 34 – 41 | 23% 23% 18% |
| Location of respondents | Less than 5 miles Over 10 miles 5 – 10 miles | 46% 29% 25% |

Full copies of the 2 Business Surveys and Visitor Survey reports are available on request from the Town Centre Manager.

Footfall counters

The final key performance indicator from the business plan was footfall counters. Unfortunately it has not been possible to obtain the funding to install footfall counters in the town, but as technology develops, prices may be reduced.

Acknowledgements

Thanks for ATCM, car parks management, Avon and Somerset Constabulary, Veronica Woodall, Helen Sharpe and Penny Middle for their assistance with the collation of these key performance indicators.

Ian Budd, Yeovil Town Centre Manager

October 2009

PROMOTIONS AND ACTIVITIES COMMITTEE

Introduction

At the last meeting of the Policy, Resources and Finance Committee, reference was made to the merits of disbanding the Promotions and Activities Committee and the potential savings that might arise therefrom.

It was proposed that the matter be considered during the January cycle of meetings to give all the committees that would be affected by such a change an opportunity to consider the matter and express their views to the Policy, Resources and Finance Committee before a decision was made by the Town Council.

History

The Promotions and Activities Committee was established by the Town Council in May 2004, and was allocated a number of subsumed duties from other committees of the Council which continue to exist. The following extract from the current Delegation Scheme sets out the Committee's current terms of reference and highlights the previous arrangements. It is assumed that should the Committee be disbanded, these would be returned to their originating body:

- (v) **Promotions and Activities Committee**
 - (a) *Yeovil in Bloom. (GGM)*
 - (b) *Development of Town Centre initiatives, activities and events. (NEW)*
 - (c) *Yeovil Town Centre Partnership. (PRF)*
 - (d) *Town Centre Streetscene development. (NEW)*
 - (e) *Festive Lights. (PRF)*
 - (f) *Publication of town guide and other promotional literature. (BCM)*
 - (g) *Customised Souvenirs. (BCM)*
 - (h) *Policy on Banners in the Town Centre and use of the Entertainments Area. (P&L)*
 - (i) *Town Crier - appointment, conditions of service, uniform and the Annual Town Criers' Competition. (BCM)*
 - (j) *Policy on requests for the use of the Town Crest. (NEW)*

As indicated above, two *new* responsibilities were added to the Committee's remit upon its inception, namely:

- (b) *Development of Town Centre initiatives, activities and events*
- (d) *Town Centre Streetscene development*

The following *additional* responsibility was subsequently added at the suggestion of the Committee:

- (j) *Policy on requests for the use of the Town Crest*

Should the Promotions and Activities Committee be disbanded, these would need to be transferred to an alternative committee's remit.

Costs

A detailed analysis has been carried out of the costs of administering the Promotions and Activities Committee, which has taken into account the additional costs that would be incurred should it be disbanded and its responsibilities dealt with by the other four committees of the Town Council.

Estimated savings in staff overtime of £305 per annum would be achieved along with £300 in administrative costs (including stationery, postage, photocopying, heating and lighting) which equates to an overall total of £605 per year.

Budgetary Issues

It is assumed that should the Committee be disbanded, the relevant budgets would be incorporated into the appropriate committee which takes on the allocated responsibilities.

The proposal, if implemented, would cause no problems for the Town Council's SAGE financial reporting and monitoring system and again, the relevant budget headings and income and expenditure would be incorporated into the appropriate committee's spreadsheets, which are presented to members on a regular basis.

Views of Service Committees

The Services Committees have all been given an opportunity to consider the matter during the January cycle of meetings, and their views are set out below:

Grounds and General Maintenance Committee

Supports the disbanding of the Committee, which it felt had run its course, and recommended that its delegated responsibilities be transferred back to the originating committees, and that the following new responsibilities be allocated as indicated:

- (b) Development of Town Centre initiatives, activities and events (PRF)*
- (d) Town Centre Streetscene development (BCM)*
- (j) Policy on requests for the use of the Town Crest (BCM)*

Promotions and Activities Committee

The following points emerged from the discussion:

Points in Favour:

- *Poor attendance over a number of months*
- *Much of the work of Yeovil in Bloom undertaken by the Steering Group, which would continue to exist*
- *Not much of substance on the agenda in recent months*
- *Additional work to Councillors' already busy diaries*
- *Committee has run its course*
- *An additional, unnecessary, administrative expense*
- *Budget seemed to be pre-determined – not much scope for new initiatives*
- *Cost savings*

Points Against:

- *Committee has successfully promoted Town Council*
- *If disbanded, projects might be overshadowed by other Council business*
- *Council would lose 'legacy' of successful projects*
- *In disbanding the Committee, there would only be a relatively small financial saving*
- *It would reduce representation on the Policy, Resources and Finance Committee*
- *May overburden workloads of other Committees*

Rather than disbanding the Committee, Members felt that a comprehensive review be undertaken of all of the Council's service committees to establish whether all four committees are necessary and whether the responsibilities are equitably spread and correctly allocated; and that a working group comprising the Chairmen of the four service committees along with the Mayor, be requested to undertake the review and report its findings back to the Council.

Planning and Licensing Committee

The following points emerged from the discussion:

Points in Favour:

- *Poor attendance*
- *Not much on the agenda – short meetings*
- *Sub-Committees run themselves – they could report to any of the main service committees*
- *Budget seemed to be pre-determined – not much scope for funding new initiatives*
- *Cost savings*

Points Against:

- *Committee has track record of successfully promoting the Town*
- *Ongoing/future P&A projects may lose their prominence*
- *Benefit of having a Committee dedicated to promoting the Town*

- *There would only be a relatively small financial saving*
- *May lead to the other service committees having much longer agendas*
- *P&A would lose its collective voice, i.e. a number of the elements in the Committee's remit complement each other and are better managed by a single committee*

The Committee felt that the P&A Committee should continue in its present form.

Buildings and Civic Matters Committee

The following points emerged from the discussion:

Points in Favour:

- *Will help to bolster workload of other service committees*
- *Will help to free up Councillors' already busy diaries*
- *Need to change arrangements to reflect changed circumstances*
- *Cost savings*

Points Against:

- *Committee has helped to ease the burden on other committees by spreading the Council's workload – its disbanding may overburden the workloads of other Committees*
- *In disbanding the Committee, there would only be a relatively small financial saving*
- *There may be a negative impact on the delivery of its functions as a number of the Committee's areas of responsibility complement each other and are better managed by a single committee*

Rather than disbanding the Committee, Members felt that a comprehensive review be undertaken of all of the Council's service committees to establish whether all four committees are necessary and whether the responsibilities are equitably spread and correctly allocated; and that a working group comprising the Chairmen of the four service committees, the Chairman of the Policy, Resources and Finance Committee and the Mayor, be requested to undertake the review and report its findings back to the Council.

Policy, Resources and Finance Committee

(The views of this Committee, which meets on 26 January, will be circulated separately)

Way Forward

Council is **RECOMMENDED** to consider and determine upon the matter taking into consideration the views of the service committees and the Policy, Resources and Finance Committee.

(Alan Tawse, Town Clerk – 01935 382424)

Programme of Meetings of Council and Committees - 2010/11

| Meeting | Venue | Day | Time | 2010 | | | | | | | | 2011 | | | | |
|--|-----------------|---------|--------|------------|----------|----------|--------------|----------|-----------|----------|-----|---------------------|-----------|-----------|---------------|-------------|
| | | | | May | Jun | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May |
| Council | Council Chamber | Tuesday | 7.30pm | 4* 11** | 1 | 6 | 3 | 7 | 5 | 2 | 7 | 4 | 1 | 1 | 5 | 17* 24** |
| Planning and Licensing Committee | Council Chamber | Monday | 7.00pm | 10, 24 | 7, 21 | 5, 19 | 2, 31**** | 13 27 | 11, 25 | 8, 22 | 6 | 5***** 17, 31 | 14, 28 | 14, 28 | 11, 26**** | 25***** |
| Grounds and General Maintenance Committee | Council Chamber | Monday | 7.00pm | 17 | - | 12 | - | 6 | - | 1 | - | 10 | - | 7 | - | 31**** |
| Promotions and Activities Committee | Council Chamber | Tuesday | 7.00pm | 18 | - | 13 | - | 14 | - | 9 | - | 11 | - | 15 | - | - |
| Buildings and Civic Matters Committee | Council Chamber | Tuesday | 7.00pm | 19*** | - | 20 | - | 21 | - | 16 | - | 18 | - | 22 | - | - |
| Policy, Resources and Finance Committee | Council Chamber | Tuesday | 7.00pm | 25 | - | 27 | - | 28 | - | 23 | - | 25 | - | 29 | - | - |

- * Annual Town Meeting followed by Annual Meeting of the Town Council
- ** Annual Meeting of the Town Council (reconvened)
- *** moved to Wednesday to avoid clash with Promotions and Activities Committee meeting
- **** moved to Tuesday to avoid clash with Bank Holiday
- ***** moved to Wednesday to avoid clash with Bank Holiday and/or Town Council meeting

Public Holidays

| | | | |
|-----------------------|--------------------------|------------------------|-----------------------|
| May Bank Holiday | Monday 3 May 2010 | New Year's Day Holiday | Monday 3 January 2011 |
| Spring Bank Holiday | Monday 31 May 2010 | Good Friday | Friday 22 April 2011 |
| August Bank Holiday | Monday 30 August 2010 | Easter Monday | Monday 25 April 2011 |
| Christmas Day Holiday | Monday 27 December 2010 | May Bank Holiday | Monday 2 May 2011 |
| Boxing Day Holiday | Tuesday 28 December 2010 | Spring Bank Holiday | Monday 30 May 2011 |

Elections

| | |
|-------------|---------------------|
| Town/Parish | Thursday 5 May 2011 |
| District | Thursday 5 May 2011 |

YEOVIL TWINNING ASSOCIATION

Minutes of the Committee Meeting held on Thursday 12th November 2009

Present: John Attwood (Chair), Roger Baker, Bridget Dollard, Andrew Kendall, Theresa Mahoney, Norma Northcott, David Recardo, Kathy Smyth, Barbara Stimpson (Sec), Graham Voizey, Chris West

Apologies: Jan Aldridge, Diana Gray (Hosting Officer), Barrie Smallcalder (Treasurer), Sabine Ramel-Blake

Minutes: The minutes of the committee meeting on 10th September were agreed and signed.

Matters arising: None

Correspondence: Sherborne Twinning Association had informed us they would be holding a dance on 9th January to which our members would be welcome.

Future Visits:

Herblay 2010: It was agreed that we need to confirm the date of the trip as 8-13th April with Herblay (Barbara to email Francoise). John suggested that as the trip to Samarate had been so successfully organized by Theresa, it would be a good idea to have one person responsible for planning the trip to Herblay. Graham and Barbara had researched prices and presented information to the committee. A discussion followed concerning the advantages/disadvantages of air/coach travel: air would be quicker (½ day as opposed to 1 day) but no coach of our own means we would need to contribute towards the cost of Herblay-hired coaches, and there might be an additional airport cost for luggage. A coach would give us independence, reduce the amount of luggage handling and has always worked well in the past. It was agreed that we would take the coach option (prop:Theresa; sec: Bridget).

John suggested that we should decide on the route and send out relevant cost/date information to all members as soon as possible. The committee discussed the various route options and their pros and cons (Eurotunnel; ferries: Dover/Calais; Portsmouth/Caen; Poole/Cherbourg). Comfort on the coach was a concern. South West Coaches had agreed to supply their 3 year old European tour bus if we booked quickly. Graham felt we should choose the cheapest option to encourage more people to join in and proposed the Sea France Dover/Calais route (sec: Kathy) and this was agreed. It was decided that Graham would secure the coach booking and finalise the return date once this was confirmed by Herblay, and Barbara would advise all members/schools of the dates and costs, and ask for a deposit.

Graham suggested that we should consider opening up trips to outsiders to reduce individual costs and it was decided to discuss this at the January meeting, once the members' response was known.

Taunusstein 2010: No contact had yet been made by their new committee. Bridget agreed to call Heidi (their treasurer) to find out new contact details. It was decided that Barbara would ask if we could go in September or November.

Samarate here 2010: Theresa had spoken to Mariangela, who had said that Samarate would be happy to fit in with any dates suggested. It was agreed that Theresa would email suggesting 20th-25th May. Theresa and Bridget agreed to coordinate planning for this visit.

Website:

At the AGM Donald Gray had raised the subject of our website. Originally he set it up for us and ran it, but no-one else could access and update it if he was unavailable. When Andrew Kendall joined the committee he kindly set up a simple website as requested, which could be edited by committee members. Criticisms of the blandness of our website have come from our twinning partners and some of our own members feel it wouldn't entice them to join YTA.

Various suggestions were made to enhance the pages with photographic backgrounds, more colour, logos, pictures. It was felt that the possible costs of software were unwarranted. Andrew Kendall was willing to update the site as and when requested, and suggested that he would email the front page to all the committee (in Word) so that they could try out their own ideas. Chris felt that we needed to decide whether the site would be used by: a) visitors wishing to make contact (in which case it needed to be inspiring) or b) members wishing to gain information regarding visit dates etc (necessitating regular updating). David felt the impact of the first page influenced how much more of the site people visited. Kathy said it needed to be Basic, Beautiful and Clear. Andrew confirmed the hits so far were 40,000 plus.

Socials/Fundraising:

Christmas Dinner: Theresa had provisionally booked the Griffins Head, Nether Compton, for Thursday 28th January : 2 courses and coffee £9.75. David asked how we could fundraise on that occasion and Norma suggested adding £2/3 for the funds as the meal was such good value. John emphasized that we don't want this to be a profit-making event, which might discourage some members from joining in, and Roger pointed out that the draw usually raises a reasonable sum. It was agreed to confirm this event and charge £10 per head (prop: Roger; sec: David).

Coffee Mornings: Graham suggested that as the Friday coffee mornings raise about £60 each time, these should continue if someone would run them. Graham agreed to book the room and arrange the furniture and Norma and Theresa would organize the catering. Coffee mornings on Fridays were more successful than on Saturdays, hence the choice of day.

Any Other Business:

David suggested raising the profile of YTA by running a stall in the Gardeners' Market next year. Members recounted their experiences with the French and Italian markets and library displays. To be placed on next agenda.

Norma suggested following the example of Samarate and approaching Yeovil Chamber of Trade with the request that their members help us by providing tours of factories etc.

Graham made the point that since Roger and Vera left we have not issued a newsletter. Theresa volunteered to produce a winter newsletter before Christmas. David said he could generate a newsletter on Word if members supply him with information.

Next Meeting:

The next meeting will be at 7 pm on Thursday 10th December 2009 at Yeovil College.

YEOVIL TWINNING ASSOCIATION

Minutes of the Committee Meeting held on Thursday 10th December 2009

Present: Jan Aldridge, John Attwood (Chair), Roger Baker, Theresa Mahoney, Barrie Smallcalder (Treasurer), Kathy Smyth, Barbara Stimpson (Sec), Chris West

Apologies: Bridget Dollard, Diana Gray (Hosting Officer), Andrew Kendall, Norma Northcott, David Recardo, Graham Voizey

Minutes: The minutes of the committee meeting on 12th November were agreed and signed.

Matters arising: Theresa had circulated a newsletter to all members.

Correspondence: One member had emailed asking 1) if it was possible to change her single membership to include her family, and 2) if they could still be included in the Herblay visit if they made their own transport arrangements as they will be holidaying in France at the time of the twinning visit. It was agreed that they could do this if a contribution was paid towards coach travel during the twinning trips from Herblay. Action: Barbara

Following the Somerset twinning conference at Barrington House, the Community Directorate had emailed to say that they are in the process of collating information, and will then arrange a meeting to take forward the development of the Somerset Twinning Circle.

Crewkerne and District Twinning Association had written asking if we would be interested in joining with other local TAs to celebrate European Day, Sunday 9th May 2010. It was agreed that we would like to do this and would ask for further details. Action: Barbara

Treasurer's Report: Barrie had received £660 in membership subscriptions, with 40 paid-up members out of total 60. A cheque for £25 was signed to pay to the outside auditor.

Future Visits:

Herblay 8-12th April 2010: A notice about this trip had been sent to all members requesting confirmation of interest by the end of December. At the time of the meeting very few had replied. Numbers will be reviewed in January.

Taunusstein 2010: An email had been received inviting us in November. It was agreed to write accepting their invitation for 25-30th November 2010. Action: Barbara

Samarate here 2010: Following an email from Gigi suggesting 28th May – 2nd June 2010, which would enable more of their members to visit, it was decided to accept these dates. A formal dinner and trips for three days will need to be organized and members were asked to bring ideas/costs to the next meeting. A possible invitation to the Samarate Orchestra to perform here was discussed. Action: Kathy agreed to talk to Yeovil Town Band; Barbara to contact Julie Pilbeam at AugustaWestland regarding any help they might offer.

Website:

The website content was discussed and it was agreed that three members would produce an item about each of the twin towns, to be discussed at the next meeting with Andrew. Action: Chris – Samarate; Barrie – Herblay; Barbara – Taunusstein.

Socials/Fundraising:

Coffee Mornings: Norma and Theresa were organizing the next day's coffee morning.

Garden Party: Barrie said that he and Tricia were willing to host another garden party in the summer.

Silent Auction: Barbara suggested that she and Darryl could host a silent auction sometime after Christmas.

Social: Jan offered the use of their house for a social, if anyone wanted to organize a games night or similar event.

Gardeners' Market: In view of previous response at similar events, no one was keen to take part. It was suggested that a display in the library was more effective publicity.

Coopting Committee Member: Barbara explained that Suzanne Biddiscombe was willing to become a committee member. Roger proposed, Jan seconded and it was unanimously agreed that she should be coopted on to the committee. Action: Barbara to inform Suzanne. Jan advised that Teirie Wibberley would be willing to help/organize events etc if requested.

Sharing Trips: The possibility of advertising to the public any spaces available on our organized trips was discussed. Barrie asked if we ever had difficulty hosting the number of visitors to Yeovil, as increasing the number of outgoing visitors could result in a corresponding increase in people coming here. Chris proposed that if we were in dire straits, we could advertise the trip at cost + £15 per person. Roger seconded this and it was agreed. Theresa suggested first advertising spare places to other twinning organizations.

Any Other Business:

Annual Dinner: Theresa had received bookings and payment from 20 members (@ £9.75 per head – cost price).

Kathy asked if Sabine Blake would be taking a number of students on the Herblay trip.

Next Meeting:

The next meeting will be at 7 pm on Thursday 14th January 2010 at Yeovil College.

Action: Barbara to confirm with college.