

Yeovil Town Council



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The Meeting... **Promotions and Activities Committee**

The Time... **7.00pm**

The Date... **Tuesday 12 January 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

6 January 2010

Please contact Sarah Hunt at the Town House for more information about this meeting

Promotions and Activities Committee

To All Members of the Promotions and Activities
Committee:

Philip Chandler (Ex-officio)

Tony Fife

Dave Gooding (Vice-Chairman)

Ruth Kendall

Ian Martin

Pat Martin

Wes Read (Ex-officio)

David Recardo (Chairman)

Alan Smith

A G E N D A

Public Comment (15 Minutes)

1. **MINUTES**

To confirm as a correct record the Minutes of the previous meeting held on 10 November 2009.

2. **APOLOGIES FOR ABSENCE**

3. **DECLARATIONS OF INTEREST**

4. **CORRESPONDENCE**

5. **YEOVIL IN BLOOM STEERING GROUP MINUTES**

To consider the Minutes of the meeting of the Yeovil in Bloom Steering Group held on 9 December 2009. (See attached at pages 3 to 5).

6. **SEPTEMBER MARKET UPDATE**

To consider the report by the Assistant Town Clerk attached at page 6.

7. **YEOVIL IN BLOOM**

To receive an oral update from the Landscape Officer.

8. **TOWN CREST PROMOTIONAL ITEMS UPDATE**

To consider the report by the Assistant Town Clerk attached at page 7.

9. **PROMOTIONS AND ACTIVITIES COMMITTEE**

To consider a report from the Town Clerk, attached at pages 8 to 9.

10. **FINANCIAL STATEMENT FOR PERIOD ENDING 30 NOVEMBER 2009**

To consider the Financial Statement for the period 1 October to 30 November 2009 attached at pages 10 to 15.

Public Comment (15 Minutes)

EXCLUSION OF PRESS AND PUBLIC

The Committee will be requested to pass a resolution excluding the press and public from the remainder of the meeting in accordance with Section 1(2) of the Public Bodies (Admission to Meetings) Act 1960 on the grounds that publicity would be prejudicial to the public interest by reason of the confidential nature of the business to be transacted.

11. CHRISTMAS LIGHTS

Confidential report from Town Clerk to follow (for Members and Officers only).

MINUTES of a meeting of the **YEOVIL IN BLOOM STEERING GROUP** held in the Council Chamber, Town House, 19 Union Street, Yeovil on **Wednesday 9 December 2009**

(4.30pm to 5.45pm)

Present:

David Recardo - Chairman
Kevin Bishop – Viridor Waste Management
Steve Fox – SSDC
Richard Griffith - Viridor Waste Management
John Horsey – Yeovil College
Lesley Jelleyman - Yeovil in Bloom Promotions Officer, SSDC
Manny Roper

Also Present:

Sarah Hunt - Assistant Town Clerk

1. MINUTES

The Minutes of the previous meeting held on 16 November were approved as a correct record and signed by the Chairman. The Chairman took the opportunity to wish all members of the Steering Group compliments of the season.

2. APOLOGIES FOR ABSENCE

Apologies for absence were received from Mary Bramwell, Steve Hawker, Alan Smith and Wes Read.

3. CORRESPONDENCE

There was no correspondence.

4. YEOVIL IN BLOOM PLANTING DESIGNS 2010

Steve showed members a number of computer aided design drawings of proposed designs for town centre, park and roundabout planting schemes. He was aiming for a more traditional look for 2010, using plants and colours that had been proven to suit the town in the past.

In St. John's Churchyard, there would be a formal display of standard roses, half standard fuchsias and a colourful mix of annuals and lavender. Unusually, there would also be purple sage edging around each bed and to discourage vandals from trampling the beds, they would be surrounded by low rope and post fencing.

Steve advised that as part of the plans for improving the look and layout of Sidney Gardens, there would be permanent planting in the fountain.

To pay tribute to Yeovil's gloving history, the Ilchester Road Roundabout would feature a six foot high pair of wire hands, surrounded by a visually stunning display of red, orange and yellow bedding plants. Steve hoped that Pittards could be interested in either sponsoring the bed and/or contributing some off-cuts

of leather to fashion a pair of gloves for the hands. Steve reassured members that the hands were strongly made and hopefully vandal-proof.

The planting in Petters Way would have a tropical theme, with large alocasias, bamboos, bananas, coleus and nicotiana providing structural form.

Instead of vegetables, Bond Street would be replanted with herbs, which would all flower at some point during the year.

On the Lynx roundabout, it was proposed to have a Snakes and Ladders theme. Steve envisaged the snake, which would run the length of the bed, to be shaped like a sea serpent, to ensure it could be firmly pinned to the ground. The large phormiums (New Zealand Flax) would be removed and replaced by planted squares of red, gold and blue annuals, which would create an eye-catching checkerboard effect.

Committee members commended Steve for his imaginative and innovative scheme designs for the coming year. Manny particularly liked the proposed designs for St John's Churchyard.

RESOLVED

that the matters be noted.

5. UPDATE ON PLANTING IN LYDE ROAD

Steve advised that Debbie Moseley had met up with the contractor responsible for digging up the daffodil bulbs along Lyde Roads while they were repairing pipe work and that they had admitted liability. The contractor had undertaken to pay a sum of money to SSDC, which would allow Steve to buy a stock of bulbs to plant in the Autumn of 2010.

RESOLVED

that the matters be noted.

6. YEOVIL IN BLOOM LOGO COMPETITION

Members agreed that Yeovil College student, Camilla Bell's designs, which promoted the spirit of community combined with a floral theme, showed promise and had captured the essence of what Yeovil in Bloom was all about (Item 6 refers). It was hoped that she could be contacted after Christmas so that Lesley and Sarah could discuss how her ideas could be developed into a logo with a wide-ranging appeal, but not losing the freshness of the design.

7. WESTLAND ROUNDABOUT UPDATE

David Recardo produced plans of the proposed changes to the Westland roundabout (Item 7 refers) as part of the Bunford Development Scheme. Members agreed that Westland should be kept in the picture but also noted the Planning Officer's observations that it could take many years for any alterations to materialise.

RESOLVED

that the matters be noted.

8. ANY OTHER BUSINESS

None.

6. DATE OF NEXT MEETING

RESOLVED

that the next meeting take place on Monday 15 February at 4.30 p.m.

Chairman

SH
11.12.09

6. SEPTEMBER MARKET UPDATE

The Yeovil in Bloom Steering Group discussed the September market during their 16 November 2009 meeting. The Group favours a Farmers Market theme, but the success of this largely depends on whether or not the Town Centre Partnership can secure regular monthly Farmers markets for Yeovil town centre during 2010. Louise Hall, the local Farmers Market Co-ordinator, has suggested that markets in Yeovil would be held on the fourth Saturday in each month.

There would be great benefit in holding the Town Council's annual allotment and Yeovil in Bloom awards day on the same Saturday as the Farmers Market. The Farmers Market is set up to work with the local community and Louise Hall has indicated that they would be pleased to support the September event by providing a number of free gazebos for specific organisations that the Town Council wished to support on the day (e.g. British Legion, the Somerset Waste Partnership etc.).

It would also mean that the Town Council would not need to spend significant sums of money (in excess of £2K in 2009) on hiring gazebos and tables for stall holders. With the savings generated, the opportunity presents itself to purchase 100 solid, serviceable folding chairs, which could be used for the awards presentations and for the Town Band concert in the entertainment area, as well as other town centre events in 2010 and in future years. These chairs could be safely stored at the Town Council's Depot at Goar Knap.

The Committee is also asked to consider what would happen should the Farmers Market not come to Yeovil. At present, a provisional date of Saturday 11 September has been agreed by the Committee, which avoids a clash with the Ham Hill Fayre on 4 September. It may be more financially prudent to restrict the day's celebrations to a simple awards ceremony, a buffet, photo competition and musical entertainment including the Town Band and some children's activities. Local voluntary and public organisations would still be invited to attend on the day but would need to provide their own gazebos and tables.

It is **RECOMMENDED** that

- a) the report be noted; and
- b) that the Committee agree, subject to the Farmers Market coming to Yeovil, to purchase 100 folding chairs for civic events; and
- c) that an alternative format be agreed in the event that the Farmers' Market does not materialise in 2010.

(Sarah Hunt – Assistant Town Clerk, 01935 382424)

8. PROMOTIONAL ITEMS UPDATE

The Yeovil tea towel has been very well received and has been selling well. These were produced quickly, in time for Christmas, and to date we have sold 46 tea towels. The surplus income from these will be put toward purchasing different promotional items when these become available from the supplier.

To ensure that the tea towels were available for sale in time, a sale price of £3.90 per item was agreed in consultation with the Visitor Information Centre and the Chairman of the Committee.

It is anticipated that a jute bag, bearing the Yeovil “Mind of a City” logo will be ready before Easter, together with a selection of fridge magnets with pictures of the Barwick follies. Suggested pricing for the items has yet to be advised by the Visitors Centre Manager, who has been liaising with the supplier on behalf of both the Town Council and the District Council.

The Committee is **RECOMMENDED** to note the report.

(Sarah Hunt – Assistant Town Clerk, 01935 382424)

9. 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.

Way Forward

The Committee is **RECOMMENDED** to consider the matter and to express its views to the forthcoming meetings of the Policy, Resources and Finance Committee and the Town Council.

(Alan Tawse, Town Clerk – 01935 382424)