



Yeovil Town Council

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Promotions and Activities Committee

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

The Time... **7.00pm**

The Date... **Tuesday 13 January 2009**

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



QUALITY
TOWN
COUNCIL

Alan Tawse

Alan Tawse

Town Clerk

06 January 2009

Please contact Sally Bing at the Town House for more information about this meeting

To All Members of the Promotions and Activities
Committee:

J Vincent Chainey
Philip Chandler (Ex-officio)
Tony Fife
Julian Freke
Dave Gooding (Vice-Chairman)
John Grana
Simon Hester
Ruth Kendall
Tony Lock
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 11 November 2008.

2. **APOLOGIES FOR ABSENCE**

3. **DECLARATIONS OF INTEREST**

4. **CORRESPONDENCE**

5. **YEOVIL IN BLOOM AND FLOWER AND GARDENERS' MARKET STEERING GROUP MINUTES**

To consider the Minutes of the meeting of the Yeovil in Bloom Gardeners' Market Steering Group held on 24 November (attached at pages 2 to 5).

The Committee is asked to note that the categories for the Flower and Vegetable Show be extended to include photography with an environmental theme, flower arranging and cake decorating.

6. **YEOVIL IN BLOOM UPDATE**

To receive an oral update from the Landscape Officer.

7. **SOUTH WEST IN BLOOM REGIONAL PRESENTATIONS 2009**

To note that a meeting at Westland Leisure Complex between the Chairman of the Committee, Town Clerk, Assistant Town Clerk, Landscape Officer and South West in Bloom Organisers will take place at the end of January.

8. **PRINCES STREET ENHANCEMENT PROJECT PHASE 2**

To consider a report by the Regeneration and Renewal Officer (attached at pages 6 to 15) who will be in attendance at the meeting.

9. **FINANCIAL STATEMENT FOR PERIOD 1 OCTOBER TO 30 NOVEMBER 2008**

To receive the Financial Statement for the period 1 October to 30 November 2008. See attached at pages 16 to 21.

Public Comment (15 Minutes)

MINUTES of a meeting of the **YEOVIL IN BLOOM GARDENERS' MARKET STEERING GROUP** held in the Council Chamber, Town House, 19 Union Street, Yeovil on **Monday 24 November 2008**

(4.30 pm to 6.15 pm)

Present:

David Recardo - Chairman
Wes Read - Mayor
Steve Fox - Landscape Officer, SSDC
Lesley Jolleyman - Yeovil in Bloom Promotions Officer
Dave Cunningham - Yeovil Allotment Tenants Working Group
Manny Roper - Chairman of Yeovil Allotment Tenants Working Group
Alan Smith - SSDC Representative
John Horsey - Yeovil College
Kevin Bishop - Viridor Waste Management
Richard Griffiths - Viridor Waste Management

Also Present:

Sally Bing - Assistant Town Clerk
Jackie Wilkins - Office Administrator

CHAIRMAN'S WELCOME

The Chairman welcomed John Horsey of Yeovil College, Kevin Bishop and Richard Griffiths of Viridor and thanked them for attending the meeting.

1. MINUTES

The Minutes of the previous meeting held on 13 October 2008 were approved as a correct record and signed by the Chairman.

2. APOLOGIES FOR ABSENCE

Apologies for absence were received from Mary Bramwell and Liz Pike.

3. CORRESPONDENCE

There were no items of correspondence.

4. YEOVIL IN BLOOM

Steve Fox informed the Steering Group that there were, in particular, big changes being made to two areas; Fiveways roundabout - the re-design of the planting with 75% of the existing plants coming out, and improvements being made to Bunford Hollow roundabout, which now had new sponsors.

Plans were also in hand to prune Westland roundabout and bedding maintenance was taking place at Hollands Walk. Both the pruning and mowing of the roundabouts should be finished by the end of the week. He also mentioned

that chickweed was prevalent in the flower beds of St John's but this was being dealt with.

Steve informed the Steering Group that he was looking to rearrange the present staff to enable there to be a specific Yeovil in Bloom crew. There would then be two permanent members with seasonal staff to aid with the watering.

Lesley Jelleyman said that she had recently been working closely with Grass Royal School which now had a new headmistress and which could lead to the formation of a three way partnership between themselves, AugustaWestland and Yeovil in Bloom.

Steve circulated proposed drawings of the spring bedding and confirmed that the two small beds at Reckleford would be planted with herbaceous plants but they would wait to see if construction was going to commence on the old factory site before proceeding.

Steve passed around draft plans for the roundabouts and flower beds including St John's Churchyard. Steve asked for the Steering Group's feedback, particularly for St John's Churchyard as he was considering two options; one being the replication of a three dimensional scheme of the church itself or alternatively a beach theme, the reason being that the Churchyard was known locally as the beach. Following a discussion, the Steering Group all agreed that they would prefer to see a beach theme and looked forward to seeing Steve's ideas come to fruition.

With reference to the South West in Bloom presentations, the Chairman queried whether there was any potential for the Westland Leisure Complex site to be planted out so that there was a particularly nice area for photographs to be taken on the day. Steve confirmed he would give this some thought.

The Chairman also queried whether there were any plans to do something special on the bank at the bottom of Hendford and, as this area is part of the Country Park, Steve agreed to approach Katy Menday to discuss this.

RESOLVED

that the matters be noted.

5. FLOWER AND GARDENERS' MARKET 2009

Sally informed the Committee that the Methodist Church had been booked but we were still waiting to receive confirmation as to whether the rear room was available. She also confirmed that arrangements were in hand for the hiring of the gazebos, entertainment etc.

Sally said that additional help was required on the day and she agreed to liaise direct with Steve to discuss assistance from the District Council staff.

A discussion took place as to any additional categories for the Flower and Vegetable Show and it was agreed that, as per the previous minutes, the categories be extended to include photography with an environmental theme, flower arranging and cake decorating. It was also reiterated that the show should be advertised as an open competition to ensure residents from outside of Yeovil were aware they could participate.

The Steering Group also thought an early press release be sent out to encourage people to participate, as well as schools and Yeovil College.

RESOLVED

- (1) that the above matters be noted;
- (2) that a press release be issued at the earliest opportunity; and
- (3) that the categories be extended to include photography with an environmental theme, flower arranging and cake decorating.

6. SOUTH WEST IN BLOOM PRESENTATIONS

Sally informed the Steering Group that the meeting arranged with Margaret Wills had unfortunately been postponed. She confirmed that ballroom and lounge at Westland Leisure Complex had been booked at no charge, and the cost of the food would be covered by the ticket price. She also said that the projector and other ancillaries would incur a charge and these would be reported to a later meeting. She also confirmed that following a visit to the Complex it was felt that the foyer would be an appropriate area for registration.

The budget included funds for the cost of hiring coaches to transport the guests to and from the Yeovil Country Park. This had been agreed at Promotions and Activities Committee meeting and was awaiting approval at the Town Council meeting in December.

The Chairman was pleased to report that he had received a positive response from Katy Menday who was happy for the rangers to show guests around the Country Park.

7. ANY OTHER BUSINESS

Kevin Bishop informed the Steering Group that Viridor sponsored various towns and were keen to become involved in Yeovil in Bloom sponsorship. He also confirmed that they would like to get involved in projects with the local community, such as schools and allotments.

The Chairman said that two schools, Parcroft Junior and Westfield Infants were due to close and move to a new site which will be known as Oaklands. There was therefore some scope in the future to help design a childrens' area, which might be something Viridor would be interested in.

Richard Griffiths suggested the use of Revive compost in the hanging baskets throughout the town. Steve said that he had previously trialled this brand on one occasion. Richard confirmed that they were now offering various options, two being 50% reduced peat and the other 100% reduced peat free of which the PH and nutrients had been adjusted. These were slow releasing and had been used extensively at Chelsea and Hampton Court flower shows. Richard went on to say that Viridor would be happy to donate compost to suitable projects.

Sally suggested a project at Newtown allotment site which, because of raised beds, was cost prohibitive but which may be a suitable project for Viridor to

become involved. Richard confirmed he would be happy to give this consideration if Sally put together proposals and forward to him.

Kevin mentioned that whilst the roundabouts always looked attractive, he felt the road signage coming into the town was usually dirty and therefore detracted from what was being achieved by the floral displays.

RESOLVED

that the matters be noted.

8. DATE/TIME OF NEXT MEETING

It was agreed that the next meeting would take place on Monday 2 February 2009 at 4.30pm.

Chairman

SB/JW
11/12/08

Promotions and Activities Committee – 13 January 2009

Princes Street Enhancement Project Phase 2

Head of Service: Martin Woods, Area Development Manager
Lead Officer: Chereen Smith, Regeneration and Renewal Officer
Contact Details: chereen.smith@southsomerset.gov.uk or (01935) 462730

1.0 Purpose of the Report

- To provide an overview of the Princes Street Enhancement Project Phase 2 proposals which are to improve the physical environment of Princes Street and key pedestrians linkages to/from it.
- To seek the Committee's agreement to the Town Council making a financial contribution towards the costs of progressing Phase 2 enhancement works in Princes Street.

A presentation on the proposals will be given at the meeting.

1.1 Recommendation

It is recommended that Members –

- Note the report
- Agree to the Town Council making a financial contribution of £8,000 towards the costs of progressing Phase 2 enhancement works in Princes Street from the 2009/10 Town Centre Environmental Improvements Budget.

2.0 Project Outline

2.1 Background

Princes Street Enhancement project (phases one and two) continues a series of incremental improvements to the town centre which are part of a much larger overall vision for town centre regeneration.

Following the Middle Street Improvement Scheme in 2005, which involved replacing the paving in the pedestrian precinct, resurfacing part of the carriageway and commissioning an artist to design and create floral display structures and seating, it was agreed that Princes Street would be considered for the next stage of the improvements to Yeovil Town Centre.

Plans to improve Princes Street have been developed on the basis of a series of consultation activities carried out late in 2006 and early 2007, which collated views of shoppers, traders, and visitors with regard to future improvements to the area. These plans have been included as a significant project within the Yeovil Vision delivery plan.

The improvement works were broken down into two phases. Phase one of the improvements has been led by SSDC's Area South Development Team – and covers the lower half of the street. Finance for this phase of the improvement works to Princes Street was found from the Yeovil Vision budget, with contributions from the Town Council, County Council and under spend from the Middle Street enhancement scheme. The Town Council contributed £10,000 (2007/08) and £10,000 (2008/09) towards this project. It is noted that the Town Council has allocated a budget of £8,000 towards Town Centre Environmental Improvements in 2009/10.

2.2 Project progress

The Regeneration officer has previously reported progress on the first phase of works to the Town Council, with the last update in May 2008. Since this report, Phase 1B works have been completed. This included the section of footpath on the east side of Princes Street and at the entrance to Church Street, and new cycle racks were installed where old racks had been removed previously. The works also included the construction of a new pedestrian crossing point at the Church Street junction. This now provides a pedestrian crossing point half way along the street where previously there was no provision for one.

Works to progress the Yeovil in Bloom element of the project are also progressing. This including work to confirm land ownership that will aid getting a simple legal agreement drawn together once a landscape scheme has been agreed with all the required parties, regarding future maintenance etc, and getting confirmation of any necessary planning permissions. A landscape scheme has recently been drafted and the regeneration officer will meet with the trustees of the United Reformed Trust to seek their approval.

The remaining works for street furniture and pedestrian signage will be progressed as part of Phase 2 to achieve a co-ordinated design approach for the entire length of the street.

Following the completion of the Phase One works it is proposed to advance Phase 2. Phase 2 will build on lessons learned during Phase 1 and consider streetscape enhancement works in the northern end of Princes Street, which includes a section of Park Rd (vehicular access to Princes St), North Lane, Court Ash and the pedestrian subways under Reckleford. In addition a contract shall be let for the production of detailed design and costings, which will later be developed into engineering drawings to a level that will provide sufficient information for works to be implemented.

A capital bid was submitted to SSDC in August 2009 to request finances of £309,000 towards the costs of progressing Phase Two works. A result on whether the bid has been successful is not anticipated until January 2009.

2.3 Project Objectives

There is potential to develop Princes Street as a distinctive independent retail quarter, thereby increasing choice and offering a balance to the normal "high street" brands found elsewhere in the Town Centre.

The aim of the overall enhancement scheme is, while respecting its varied heritage, to reinstate the identity of Princes street through a contemporary design overview which encourages and supports good quality, niche businesses and recognises the Street as a main thoroughfare into the town centre for college students and hospital users.

The desired objectives of this enhancement scheme are:

- To produce a detailed and costed plan of potential improvements, which will enhance and capture the true potential of one of Yeovil's finest streets.
- To improve the safety of pedestrians in Princes Street by reducing speed of traffic entering Princes Street from Reckleford roundabout and review on-street parking arrangements.
- To reduce the fear of crime associated with subways by improving landscaping & lighting.
- To encourage pedestrian use and sense of safety for all sectors of the community.

The Yeovil Vision and Urban Development Framework supports the overall objectives of the Princes Street Enhancement Scheme. This project will make a contribution in working to achieving the long-term vision for the town. Within the four broad aims of the UDF rationale the following apply to Princes Street:

- To conserve and enhance the historic core of the town centre as a leading environmental asset.
- To repair and adapt the town to 21st century needs by re-establishing lost radial links to the town for all modes of transport.

This project will also contribute to the objectives of Sustainable Communities through invigorating key parts of the town centre and providing a more pleasurable place to work and visit together with a significant boost to community pride.

2.4 Project Scope

Inclusions

- Review of parking existing parking areas, realignment of pavements and existing carriageway to still allow access for large vehicles and present an opportunity to increase the width of paving on the eastern side of the street
 - Resurface the footpaths
 - Improvements to the subways leading to Princes Street and Kingston and their approaches, including the footpath to the cattle-market site
 - Traffic calming measures along Park Road at the approach to Princes Street
 - Lighting improvements (potential to replace columns with wall mounted lighting)
 - Rationalisation of highway signage and street furniture to de-clutter the area.
 - Improvements to pedestrian signage/waymarking
- (See Appendix One for outline map of project area)

Exclusions

This request for funding does not include the area known as the 'Clocktower' at the south end of Princes Street. This area was previously considered for inclusion in the Princes Street enhancement works at the time of writing Phase 1. However it is now envisaged that this area will be considered for improvements as an isolated scheme due to the size of the likely works at the north end of Princes Street.

Constraints and Decisions

The successful delivery of this project is dependent on capital contributions/support from the following public bodies:

- South Somerset District Council
- Yeovil Town Council
- Somerset County Council

Further contributions/support will also be sought from external organisations where appropriate.

This project would contribute towards the achievement of at least 4 of the aims/objectives within the Corporate Plan 2005-2012. However, SSDC have recently revised this Plan and is the basis for which capital bids are being scored against their

meeting corporate critical **activities/target areas....?** It is now possible that this project would not be considered as high a priority over other projects as it does not meet with as many of the target areas as previously. If the capital bid to SSDC is not successful a bid would be submitted to the District Executive to seek funds. This may create further delay to the commencement of the project.

There is a high level of expectation to see the delivery of Phase two, both with the business community who trade in Princes Street and also the wider general public. This expectation has been raised since the successful delivery of Phase 1 of the Princes Street enhancement works this summer.

If this project is not delivered it will have also likely have an impact on the overall effectiveness of the first phase of enhancement works in the street as only half the street would have been enhanced and improved. If funding is agreed, but subsequently delayed, other external funding may be lost.

The completed project will need to be adopted by County Highways and detailed design will need to go through a safety audit prior to adoption.

Assumptions

All costings are estimates based on work costs associated with Phase One or other subway schemes undertaken elsewhere and are therefore a best guess. A contract shall be let as part of this project to produce detailed design and costings, which will later be developed into engineering drawings to a level that will provide sufficient information for works to be implemented.

2.5 Quality Expectations

The project will be designed and procured by SSDC and SCC. Both bodies will adopt and apply all relevant and necessary principles of sustainable construction. Special attention will be given to ensure that any construction works also minimise risk of causing traffic congestion problems, which would have an adverse impact on Town centre trade and access.

The Princes Street Enhancement project team will evaluate the project in terms of how the project has been delivered and received. The success of this project will be measured by production of detailed designs, delivery of works on the ground, and public feedback there on after.

2.6 Initial Business Case

Reasons

Princes Street is a very important shopping street situated within the Yeovil town centre historical core and sits within a conservation area. There have been a growing number of complaints over recent years with regards to the poor footpath surfaces and it was felt that Princes Street deserved an enhancement scheme that tackled not only the footpaths but the street as a whole. The street is also identified within the Yeovil Vision Urban Development Framework document as an area in need of physical improvement. It also recognises that there is a need to repair and re-establish links into the town centre, to encourage pedestrian and vehicular flow.

Princes Street is a key pedestrian gateway into the town centre and is well used by college students & local residents. The Yeovil District Hospital is also close by; the

hospital car parks are often full and Princes Street offers a good route through to alternative town centre parking.

A concept brief has been produced for Phase Two and gives a good overview of the various elements which need to be incorporated and considered as part of this phase of Princes Street's enhancement scheme (See appendix Two). It also gives a summary of the key issues that were raised through various consultation activities. This included a traders' survey to identify parking and delivery requirements; artist-led consultation with different members of the local community and key stakeholders, including Yeovil College, the Disability Forum, shoppers and pedestrians. The value of this approach was to get local people thinking about how they want their public spaces to be used and look and helps to ensure the local community feels that their contribution is valued and creates a sense of pride and ownership of the final scheme.

Somerset County Council conservation officers were also asked to give their input to the scheme and the concept brief summarises their findings and options presented for consideration as part of improving the street.

The consultation identified a number of issues related to quality of the environment, paving, street clutter, signage, footpath/road safety, traffic speed, visibility and accessibility. (See appendix three for photographic evidence highlight some of the problems raised).

Princes Street enhancement scheme Phase One has already made a start to addressing the above issues, through physical enhancement of the lower part of the street. Phase two seeks to address the above issues for the remaining northern part of the street, contributing to the delivery of both local and corporate objectives.

The Planning (Listed Buildings and Conservation Areas) Act places a duty upon the council as local planning authority, to "from time to time formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas" (s.71). Through the Princes Street enhancement project phases one and two the duty upon the District Council to do this is also being addressed.

Anticipated Benefits

There is potential to develop Princes Street as a distinctive independent retail quarter, thereby increasing choice and offering a balance to the normal "high street" brands found elsewhere in the Town Centre.

While there is no direct financial benefit for the District Council attached to this project, there are a number of other anticipated benefits from the proposed investment:

- Preserve the character and sense of place
- Reduce fear of crime and concern for personal safety
- Encourage pedestrian use and sense of safety for all sectors of the community
- Increase road safety
- Increase retail offer
- Improve local transport network
- Boost sense of community pride in the town
- Improve perception of the town by investors, businesses, potential workers and visitors
- Improves prospects of businesses
- Enhance property values and higher rental returns of those properties in Princes Street

- Encouragement for owners and landlords to redevelop or refurbish run down properties or to sell to new investors
- Conservation and improvement of heritage value

3.0 Project Approach

3.1 Options Considered

Option 1

Do nothing

This would be contrary to the current policy to carry out a series of incremental improvements to the town centre which are part of the overall delivery of the Yeovil Vision.

Option 2

Delay / Defer Investment until detailed plans and costings are produced

Following the successful completion of Phase One works momentum would be lost, as would the experience of the current project team. Local traders would be disappointed, as the Phase One works has raised their aspirations. Without investment the northern end of Princes Street may also decline with further shops becoming vacant and boarded up. In addition, the longer the delay before implementation the more advanced other neighbouring development proposals become and less likely to secure S106 agreements from these.

With this option, funds would be sought for only the first step of the project, which is to produce a detailed and costed plan of potential Phase 2 proposals at circa £35,000.

Option 3 - the preferred option

Progress detailed plans and implement the improvement works

This option would work up a detailed and costed plan for Phase 2 proposals based on the already agreed concept for Phase Two. The design would then go out to tender through SCC Highways procurement and implemented. SCC Highways would supervise the contractors.

Option 4

Leave to SCC Highways to progress

Somerset County Council Highways have a limited budget for highway maintenance and repair and no enhancement budget therefore future improvements will be limited simply to replacing broken paving and improving surface to the road and the wider opportunities for improving this part of the town would be lost. However we will be seeking a contribution from SCC Highways towards the Phase Two improvement works.

Option three is the preferred approach.

3.2 Milestones

Expected Duration Of Project	
Start date:	September 2008
Other Key Milestones with Dates: Based on the preferred Option Three	August 2009 Completion of detailed and costed plans October 2009 Receipt of SCC Highways approvals (including Traffic Regulation Orders, Safety Audits) November 2009 Completion of Tender process (including preparation of tender documents, advertising work, appointment of contractors) March 2010 Commence improvement works
Expected Completion Date:	March 2011- excluding resurfacing of road Phase 2 (scheduled completion December 2013).

3.3 Risks

Risk	Steps taken to mitigate Risk
Project fails deadlines/ milestones.	Regular project meetings in place and project programme drawn up for the scheme, which allows officers time to identify problems and find solutions.
Damage of SSDC reputation if project not delivered, expectation that scheme will happen following consultation and commitment from Yeovil Vision.	Report submitted to District Executive to secure additional funding.
Loss of match funding if additional funding not secured in predicted timescale.	Report submitted to District Executive to secure additional funding.
Somerset County Council safety audits fail to approve detailed scheme.	Refine scheme and re-submit.
Costs increase once quotations received based on detailed drawings.	Re-asses scheme and if necessary request extra funding from District Executive and County Highways.
Physical implementation of project, on site risks to public safety.	County Council will carry out their own risk assessment for contracted work, SSDC Officers will meet with County prior to works commencing to go through the risk assessment to check over the detail.
Unable to remove lighting columns from street.	Obtain permissions and wayleave agreements from building owners to install street lighting on buildings as undertaken in Phase One.
SCC Highways road resurfacing programme will be phased in two phases. Phase 1 is programmed for 2010/11. Phase 2 is subject to further capital funding from SCC and therefore may not proceed.	This is a risk but would not jeopardise the project. SSDC will provide top-up funding to enable Phase 1 to be resurfaced. If SCC are unable to fund the resurfacing of phase 2 this cost would have to be met from a managed under spend from this project or would be subject to a further bid.
Potential damage to new paving if vehicles park on the kerbs.	Whilst purpose of enhancement is to de-clutter streetscape, project team would seek to ensure design takes onboard the need to design-in street furniture accordingly to discourage drivers parking on paving. Enforcement however is an issue that needs to be addressed beyond the control of the project team.

4.0 Costs and Funding

Breakdown of main areas of cost						
		2009/ 10 £'000	2010/ 11 £'000	2011/ 12 £'000	2012 /13 £'00 0	2013/ 14 £'000
	Production of detailed and costed designs	35				
	Increased area of paving, replacement of existing paving and build out		135			
	Resurfacing of roads					
	Phase 1					
	Coloured surface					
	Phase 2		33			
	Coloured surface		16		35	
	Street lighting (including installation)				17	
			11			
	Subway works (incl. lighting) Both Reckleford & Kingston subways					
	Street Furniture to include:		50			
	Litter bins					
	Signage					
	Landscaping works		2.5			
			4.5			
	Supervision fees			20		
	Fee for Traffic Regulation Order			10		
	Fee for Safety audits	1				
	Contingency sum:	10				
			38			
	Totals	46	320		52	

Total Costs and Funding		
	Funding Body	£'000
SSDC Capital: -	Corporate Grant	311 (To be secured)
Other Sources: - e.g. Grants	Yeovil Town Council	8 (This application)
	Somerset County Council	99 (To be secured)
Total		418

Background Papers

Yeovil Vision 2025

Urban Development Framework; Roger Evans Associates 2005

Regeneration of Yeovil Town Centre Strategy 2006

Princes Street Improvements: Stage 2