



Yeovil Town Council

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Promotions and Activities Committee

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

The Time... **7.00pm**

The Date... **Tuesday 15 January 2008**

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

The Committee will be discussing all the items listed overleaf

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

8 January 2008

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

To All Members of the Promotions and Activities
Committee:

John Cruddas

Tony Fife

Julian Freke (*Vice-Chairman*)

Dave Gooding

John Grana

Simon Hester

Tony Lock (*Ex-officio*)

Ian Martin (Chairman)

Pat Martin

Tom Parsley

Wes Read (*Ex-officio*)

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 13 November 2007.

2. APOLOGIES FOR ABSENCE

3. DECLARATIONS OF INTEREST

4. CORRESPONDENCE

5. YEOVIL IN BLOOM AND YEOVIL 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 Wednesday 28 November 2007 (Minutes attached at pages 4 to 8).

6. YEOVIL IN BLOOM UPDATE

To receive an update from the Landscape Officer on Yeovil in Bloom.

7. YEOVIL IN BLOOM 2007 AWARD – JUDGE'S FEEDBACK

Steve Fox will report on the successes of 2007. A copy of the judge's feedback sheet is attached at Page 9.

8. SOUTH WEST IN BLOOM REGIONAL PRESENTATIONS 2009

- a. To consider the suggestion of the Steering Group to provide minibuses/coaches from Westland Leisure Complex to the Country Park, taking in roundabouts en route – "A Roundabout Tour" (Yeovil in Bloom Gardeners' Market Steering Group Minute item 6, page 5 refers).
- b. To consider the suggestion to hold the Flower and Gardeners' Market on the same day as the South West in Bloom Presentations in 2009 (Yeovil in Bloom Gardeners' Market Steering Group Minute item 6, page 5 refers).

9. YEOVIL FLOWER AND GARDENERS' MARKET

The Committee is requested to decide whether the price of the stall pitches should remain the same as last year. Prices were as follows:-

Schools/Charitable organisations	£10
Local producers	£20
Commercial traders	£30

The Methodist Church Hall has been booked for use during the next Flower and Gardeners' Market which is due to be held on Saturday 13 September 2008. The Allotment Tenant Working Group has been approached regarding the possibility of holding a vegetable competition/show in the hall and a response is awaited. The Committee is therefore asked to consider the suggestion and, if the idea is supported, decide whether to hold a competition or a show. (Yeovil in Bloom Gardeners' Market Steering Group minute item 9, page 7 refers).

The Committee is also asked to consider whether the produce could be sold at the end of the competition/show, with profits being donated to an appropriate charity.

The views of the Committee are requested.

10. MAY FAYRE 2008

Following the allocation of funding in the 2008/2009 budget for the Town Council to be represented at the May Fayre, a small working group will meet to make arrangements for the day. The Committee is asked to confirm members of the working group.

11. ITALIAN MARKET

The Town Centre Manager is proposing to hold an Italian Market in the Town Centre on 28 and 29 June 2008, hopefully incorporating the world's longest pizza line.

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

12. YEOVIL'S YEARS PUBLICATION

To consider the report by the Assistant Town Clerk at page 10.

13. TOWN CREST CUSTOMISED SOUVENIRS

To consider the report by the Assistant Town Clerk at pages 11 and 12.

14. REGENERATION OF YEOVIL TOWN CENTRE STRATEGY, UPDATE REPORT

To consider the report of the Regeneration Officer attached at pages 13 to 34.

15. FINANCIAL STATEMENT FOR PERIOD OCTOBER 2007 AND NOVEMBER 2007

To receive the Financial Statement for the period 1 October 2007 to 30 November 2007. See attached Financial Statement at pages 35 to 40.

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 **Wednesday 28 November 2007**

(6.00 pm to 7.10pm)

Present:

David Recardo – Chairman
Alan Smith – SSDC representative
Steve Fox – Landscape Officer, SSDC
Lesley Jelleyman – Yeovil in Bloom Promotions Officer, SSDC
Manny Roper – Chairman of Yeovil Allotment Tenants Working Group
Sally Bing – Assistant Town Clerk

1. MINUTES

The Minutes of the previous meeting held on 1 October 2007, copies of which had been circulated, were approved as a correct record and signed by the Chairman.

2. APOLOGIES FOR ABSENCE

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

3. CORRESPONDENCE

There were no items of correspondence.

4. YEOVIL IN BLOOM

Steve updated the Steering Group on the progress being made for the winter bedding and also the proposals for the designs for the summer bedding next year. He stated that the crews were starting the winter bed maintenance and that the proposals for the new designs would be presented to the next meeting of the Steering Group.

Steve added that a daffodil was already out and that Lesley had taken a photograph and sent it to the local press.

Lesley discussed the current situation with the sponsorship of roundabouts and stated that the Town Clerk was currently in the process of preparing letters to invite tenders for the next sponsorship contract period.

Lesley also stated that she was looking at ways to encourage more proprietors to buy a hanging basket and had prepared letters to send to shop keepers to suggest they may share a basket with a neighbouring shop.

In answer to a query, Lesley confirmed that the Girl Guide Association were looking to sponsor a roundabout in Yeovil in 2011.

Manny asked whether the roundabout at the junction next to the Quicksilver Mail and the roundabout close to the Red House could be used for floral displays and Steve informed the Steering Group that the roundabout next to the Quicksilver Mail was very limited to due to Highway restrictions and he had previously approached Highways regarding the Red House roundabout but was informed that only a very small area could be used for planting.

RESOLVED

- (1) that the matters be noted; and
- (2) that sponsorship of roundabouts be discussed further at the next meeting of the Steering Group.

5. YEOVIL IN BLOOM 2007 AWARD

The Steering Group considered the judge's feedback sheet, Agenda Item 5 refers, and discussion took place regarding the judging this year and the achievements of Yeovil In Bloom.

The Steering Group were informed that Lesley had been asked by South West In Bloom to train to be a judge for next year and the Chairman congratulated Lesley on this appointment.

Steve stated that the theme for next year was due to be announced at the seminar in February but that he was already working on designs for the 2008 summer bedding, which would be available for the Steering Group to comment on at the next meeting.

RESOLVED

that the matters be noted.

6. SOUTH WEST IN BLOOM PRESENTATIONS 2009

The Chairman explained that organisers of South West In Bloom had indicated that they would like the South West Regional presentations to take place in Yeovil in 2009. The Promotions and Activities Committee had discussed the proposal and its cost implications and it was felt that it would be a good idea to provide minibuses or coaches from Westland Leisure Complex to the Country Park. This could take in the roundabouts around the town en route and a fitting title for the tour would be "A Roundabout Tour".

It was also suggested that it might be feasible to hold the Flower and Gardeners' Market on the same day as the South West In Bloom Presentations in 2009.

Confirmation of the date of the presentations was awaited from the South West In Bloom organisers and once this date had been confirmed the ideas would be presented to the Promotions and Activities Committee for consideration.

RESOLVED

- (1) that the matter be noted; and
- (2) that the ideas discussed by this Steering Group be reported and referred to the Promotions and Activities Committee for consideration.

7. YEOVIL FLOWER AND GARDENERS' MARKET 2008

The Steering Group discussed potential ideas for the 2008 Flower and Gardeners' Market, including the suggestion of a flower and vegetable display or competition in the Methodist Church Hall.

Manny stated that whilst the idea was met with mixed reactions from the Allotment Tenants' Working Group, when they were asked at a recent meeting, he hoped that allotment tenants would embrace the venture.

The merits of holding a competition or just a display were discussed and the possibility of including flowers within the competition/display was also raised.

RESOLVED

- (1) that the matters be noted; and
- (2) that the possibility of a flower/vegetable competition/display be referred to the Promotions and Activities Committee for consideration and referred back to the next meeting of the Yeovil in Bloom Gardeners' Market Steering Group.

8. COMMUNITY INVOLVEMENT

The Steering Group discussed the suggestions raised to increase community involvement in Yeovil In Bloom and it was suggested that the use of window boxes might not be practical. However, the involvement of schools in preparing planters would be investigated further.

With regard to Sunningdale Doorstep Green, the Committee Chairman had been approached last year but it was felt that more work was needed to bring the Doorstep Green up to a standard which would impress the judges.

It was also suggested that a sunflower be grown and a competition be held to guess the number of seeds in the sunflower.

A further suggestion was to hold a competition for schools, to see who could grow the biggest sunflower, however, Steve and Lesley stated that they had attempted this in the past and received only 3 entrants.

The guess the number of seeds in the sunflower competition was therefore supported and it was suggested that Ivel FM be contacted for sponsorship of the competition.

RESOLVED

- (1) that the matters be noted; and
- (2) that the two community initiatives involving the schools in preparing and planting up planters and holding a "guess the number of seeds in a sunflower competition" be investigated further.

9. ANY OTHER BUSINESS

Manny confirmed that the allotment tenants would be prepared to provide an allotment display for the Stourton Way roundabout again next year.

Manny also requested confirmation as to whether the event planned to be held in the Methodist Church Hall at next year's Flower and Gardeners' Market would be a competition or display.

Sally stated that the matter would be discussed at the Promotions and Activities Committee and further at the next meeting of the Yeovil In Bloom Gardeners' Market Steering Group and details would be published in the next edition of Greenfingers.

Lesley stated that she had received a letter from Amberol informing her that a photograph she had entered into a competition had won a runner up prize and may be included in the Amberol calendar for 2008.

RESOLVED

- (1) that the matters be noted; and
- (2) that Lesley be congratulated on taking a winning photograph.

10. MEETING SCHEDULE

Following a discussion on the merits of programming in meetings for the forthcoming year and it was

RESOLVED

that the Steering Group would to continue to set the next meeting date at each meeting.

11. DATE OF NEXT MEETING

RESOLVED

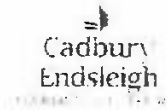
that the next meeting would take place on Monday 4 February 2008 at 6.00pm.

Chairman

SB/JHI
04/12/07



BRITAIN
IN BLOOM



SOUTH WEST IN BLOOM - Feedback Sheet

Location: Yeovil Judge: David Littlewood Date: 10 July 2007

The factors set out below are intended to assist organising bodies in assessing their performance and are intended to give consistent guidance for future years' entries.

Grading:- E = Excellent, Vg = Very Good, G = Good, A = Average, Ni = Needs Improvement

SECTION	% OF MAX POINTS	JUDGE/S' COMMENTS/ADVICE	GRADE
<p>A. Floral displays</p> <p>Design and quality of features and displays, standards of maintenance, including grass cutting and evidence of spring displays and autumn colour</p>	30	Roundabouts were excellent across the town, very colourful, interesting and each was very effective. Good baskets, lovely front gardens and housing areas. Very prominent new spring displays. Very good children's' involvement at Westfield Community School.	E
<p>B. Permanent Landscape including shrubs</p> <p>Design and quality of plantings and standard of appropriate maintenance</p>	30	Cemetery and crematorium were very well managed and a credit to those who maintain them. Very good trees and screen planting to industrial areas. Excellent new open space at Oaktree Park.	E
<p>C. Local Agenda 21 and Sustainable Development</p> <p>In this section innovative new ideas having impact on different areas of the community together with community effort will gain marks</p>	15	Fiveways Resource Centre was an excellent example of involving all the community whatever their ability. The country park is a great resource with a good range of habitats and a committed team of staff and volunteers.	VG
<p>D. Local Environmental Quality</p> <p>Absence of litter, dog fouling, graffiti, fly posting and other associated factors</p>	15	Very clean throughout with one dog fouling exception in Glovers Walk. Well done to street scene staff.	VG
<p>E. Public Awareness</p> <p>Marketing, publicity and promotion of Britain in Bloom</p>	10	Committee is working as a unit and they are producing excellent results. Good press coverage. Excellent use of the town centre for presentation of awards in September Very good display boards and portfolio.	E

Judges Summary - A very strong entry which scored highly in each section due to good planning, organisation and timing. A very enthusiastic committee with great community support is a credit to all concerned. To progress to even higher levels, more trader support in the centre, signs, interpretation boards to enhance certain areas. A typed route for judges showing locations to be visited and which section they are in i.e A,B,C,D or E would help you further. I thoroughly enjoyed my afternoon with you. Well done, keep up the good work. Good luck and thank you.

YEOVIL'S YEARS PUBLICATIONS

The Western Gazette will be shortly publishing a trilogy of books about historically significant events in Yeovil and the Town Council has been invited to support the initiative by placing an advert within them.

The books, written by local historian Jack Sweet, look back at important events which touched the community of Yeovil in the 19th and 20th Centuries and feature relevant key news stories and photographs.

Each publication is 60 pages and A4 in size. 2000 of each will be available for sale through local news outlets from early March.

Local businesses are also being invited to advertise in the series of three books. The Western Gazette requires the copy by Friday 25 January and the prices listed for the adverts detailed below are for inclusion of an advertisement in all 3 books.

Back page full colour £1050

Full page inside front or inside back in full colour £930

Full colour page £810

Half colour page £495

Colour quarter page £270

Mono half page £450

Mono quarter page £240

There are 14 pages if advertising in the books so allocation will be on a first come, first served basis.

The Committee is **RECOMMENDED** to consider the proposals for supporting the publication of the books by promoting the Town Council within the three publications. Funding would be available for a quarter page colour or mono advertisement from the allocation for Town Guide/Promotional Publications within the 2008/2009 budget.

(Sally Bing – Assistant Town Clerk 01935 382424)

TOWN CREST CUSTOMISED SOUVENIRS

A budget of £300 is available for the purchase of customised souvenirs incorporating the Yeovil Town Council logo and the costs of producing lapel/stick pins and cuff links, that could be made available for resale, have been investigated.

Five companies have initially been approached and details of the quotations provided are shown in the tables below. Please note that, with the exception of AAA Badges of Quality, prices shown are all exclusive of carriage.

Lapel/Stick Pins

Company	Size	Minimum Order	Price
AAA Badges of Quality	25mm (w)	500 1000 2000	70p each 53p each 30p each
B&H Midland Ltd	25mm (w)	250	89p each (safety pin fasteners) 92p each (butterfly clip) (See note below)
C H Munday	1¼" (h) 1½" (h)	50 50	£2.25 each £3.25 each
Simoney	15mm (w)	100	£1.13 each
Vaughtons	15mm (w)	10 20 50	£5.60 each £4.16 each £3.99 each

Cuff Links

Company	Size	Minimum Order	Price
AAA Badges of Quality	20mm (w)	250 pairs 500 pairs	£2.95 per pair £2.25 per pair
B&H Midland Ltd	25mm (w)	250	£1.98 per pair (See note below)
C H Munday	20mm (w)	50 pairs	£4.95 per pair (+50p each for optional presentation box)
Simoney	15mm (w)	100 pairs	£1.42 per pair
Vaughtons	15mm (w)	10 pairs 20 pairs 50 pairs	£26.00 per pair £17.50 per pair £13.85 per pair

Note: B&H Midland Services have stated that the most cost effective way to order their products is to pick a piece size that will suit all requirements and then choose

the fastenings to suit. For example a minimum order of 250 pieces could be made up as follows:-

50 pairs of cufflinks	(100 pieces)
50 badges with safety pin fasteners	(50 pieces)
100 badges with butterfly clip fastener	<u>(100 pieces)</u>
Total	250 pieces

Examples of products from each company will be available for viewing at the meeting.

Other matters to consider are the resale price of the promotional souvenirs to Yeovil Town Councillors and members of the public and the possible retail outlets that might be available.

As insufficient funds are available in the 2007/2008 budget, it is suggested that the £300 available be carried forward and added to the £300 allocation in the 2008/2009 budget and a decision on the purchase of these items be made in the next financial year.

The views of the Committee are requested.

(Sally Bing – Assistant Town Clerk 01935 382424)

REGENERATION OF YEOVIL TOWN CENTRE STRATEGY, UPDATE REPORT

Group Manager: Martin Woods, Area Development Manager - South
Lead Officer: Marie Ainsworth, Regeneration Officer.
Contact Details: marie.ainsworth@southsomerset.gov.uk

Purpose of report

That members note the progress of the Yeovil Town Centre Strategy and associated Vision projects. Approve in principle the re-allocation of any underspend from the budget of Phase 1 a&b to assist with an enhancement scheme on the entrance to the United Reformed Church.

Recommendation

- It is recommended that members note the report and update on projects, see appendix A
- Note the concept brief for Phase 2 of the Princes Street Enhancement Scheme, see appendix B
- Note the minor amendments to the Princes Street Enhancement Scheme (Phase 1b) see appendix C.
- Approve in principle, the re-allocation of any underspend from the budget of phase 1 a&b to assist with an enhancement scheme on the entrance to the United Reformed Church.

Background

A Strategy for the Regeneration of the Eastern End of Yeovil Town Centre 2002 – 2005 was produced and published in March 2003 by South Somerset District Council (SSDC). The Strategy was subsequently updated in the autumn of 2004 to reflect the progress made and to highlight future actions.

A report was taken to Area South Committee in January 2006 to give an update for the newly titled 'Regeneration Strategy for Yeovil Town Centre 2006', a new title was given to the strategy to ensure it sits within the Yeovil Vision and Urban Development Framework (UDF) and South Somerset District Council's Corporate aims.

The same report went before the District Executive Committee requesting that all relevant Yeovil regeneration capital budgets be consolidated under the Yeovil Vision capital budget is now available for projects helping to deliver the Vision, including the Yeovil Town centre Regeneration, proposed Sports Zone, and Creative /Media Industries Centre.

The most recent update report for the Regeneration Strategy 2006 was given to the Area South Committee back in July 2007.

Project Progress

Appendix A tables project progress in a brief format and outline of future actions.

It will be necessary as part of this report to give a more detailed update on the Princes Street Enhancement Scheme and the South Western Terrace Property Improvement Scheme.

Princes Street Enhancement Scheme

In June 2007 members of the Area South Committee were asked to approve a sketch scheme for Princes Street, the committee resolved that the sketch scheme be supported.

Following committee approval, a newsletter was circulated in August 2007 to traders and residents of Princes Street, along with a copy of the sketch scheme. In September a group of traders contacted the Regeneration Officer and requested a meeting to discuss the proposed footpath widening from the junction of Church Street to the area outside Walter Wall. The sketch scheme proposed that the footpath be widened from 1.7 m to 3.2m at its widest point, almost double the existing width. The traders felt that widening to this degree would cause traffic to back up Park Road when delivery vehicles are parked or that delivery vehicles would be forced up onto the pavement.

They also felt that the proposed loading bay would not be fully utilised. Many of the delivery vehicles are much bigger than the space allocated and they pointed out that enforcement of the current bay is poor.

The officer working group (SSDC, Town Council and County Council Officers) worked on a compromise with the traders having considered their views. A suggestion was put forward whereby the footpath would be widened to 2.2m, the same width as the footpath on the opposite side of the road and that the proposed loading bay would be removed. This would allow delivery vehicles to continue to park up along side the footpath on the Walter Wall side of the street without blocking the road, allowing small cars and vans to pass safely. Officers were satisfied with the compromise, however they reminded the trader's that the County Highways Authority would still have to approve the scheme. Feedback would be given in due course.

The Principle Engineer for the scheme has sent both the original scheme and the amended scheme off to County Highways for approval.

An opportunity has presented itself with regards to the Yeovil in Bloom structure (similar to those in Middle Street), there may be an opportunity to site a structure on the entrance to the United Reformed Church, just off the footpath, this would result in maintaining the objective of keeping the footpaths clutter free whilst retaining a floral display for the street.

A meeting took place with a United Reformed Church representative, the Regeneration Officer, an officer from Horticultural Services and the Arts Officer. There may be an opportunity to carry out an enhancement scheme in partnership with the United Reformed Church to tidy up and replant the beds either side of the footpath leading up to the church, further enhancing the pedestrians experience of Princes Street. It is one of the few green areas along the street. If there is any under spend in the Princes Street budget the Regeneration Officer may propose that a small amount of funding could be used to match fund a scheme here, there could also be external funding opportunities. This could be approved in principle with a further detailed report to Area South and the Town Council to follow detailing costs.

Princes Street Phase 2

At the Princes Street Steering Group meeting in September '07', the approach to the development of the second phase was discussed. Yeovil Vision Projects Director highlighted the importance of this area as a link to and from the hospital and college and suggested that future plans might include measures to encourage pedestrian use of the northern end of the street and perhaps to develop a "café culture" feel to the area.

It was therefore suggested that a short report should be prepared which referenced previous consultation (and recommendations from the UDF) to express the concept for phase two improvements.

A draft document (see appendix B) has identified the following key themes from the research:

- Supporting the precedence of pedestrian usage over vehicular use
- Making a safe and welcoming environment
- Encouraging a positive image

It shows how a creative approach can help to reinvigorate this end of the street by focussing on four key areas for improvement:

1. The floorscape
2. The subway
3. The triangle at the junction with Park Road
4. The planting scheme

To achieve this it is recommended that a creative person be engaged as part of the enhancement team, with a specific remit to work up innovative ideas for these key areas, which can then be programmed and fully costed.

South Western Terrace Property Improvement Scheme

To date the South Western Terrace Property Improvement scheme has been a huge success, giving the terrace a renewed vigour, attracting lots of interest from new businesses. Presently half the terrace has been refurbished. The two property owners who own the other half of the terrace have been keen enough to take on a grant but have experienced great difficulty obtaining quotations, the Regeneration Officer has tried to assist in attracting contractors to quote for the required works with very little success. The Regeneration Officer will continue to support and assist the owners in their quest to obtain quotations, but in the event that they are not able to obtain quotations and apply for grant funding before the end of this current financial year (when the grant offer ends), there may be an opportunity to use a proportion of the under spend to assist a few of the property owner and businesses who have expressed an interest in the Shop Front Improvement Grants Scheme. The Shop Front Improvement Grants scheme is over subscribed, there are approximately another three interested parties which means that there is a shortfall of £5,200 in the small grants budget.

The Regeneration Officer is hopeful that the two grants for South Western terrace will come forward but would like a fall back position if this is not the case.

SSDC Corporate aims

There are five corporate aims, three of which relate to the regeneration project:

- Increase economic vitality and prosperity
- Ensure safe, sustainable and cohesive communities
- Promote a balanced natural and built environment

Financial Implications

None

Background Papers:

A Strategy for the Regeneration of the eastern End of Yeovil Town Centre 2002 – 2005
(produced March 2003)

A Strategy for the Regeneration of the Eastern End of Yeovil Town Centre 2002–2005
(Update Autumn 2004)

Yeovil Vision 2025

Yeovil Town Centre Strategy

Urban Development Framework

Regeneration of Yeovil Town Centre Strategy March 2006.

Area South Committee Report – Update on the Yeovil Town Centre Regeneration Strategy
July 2007.

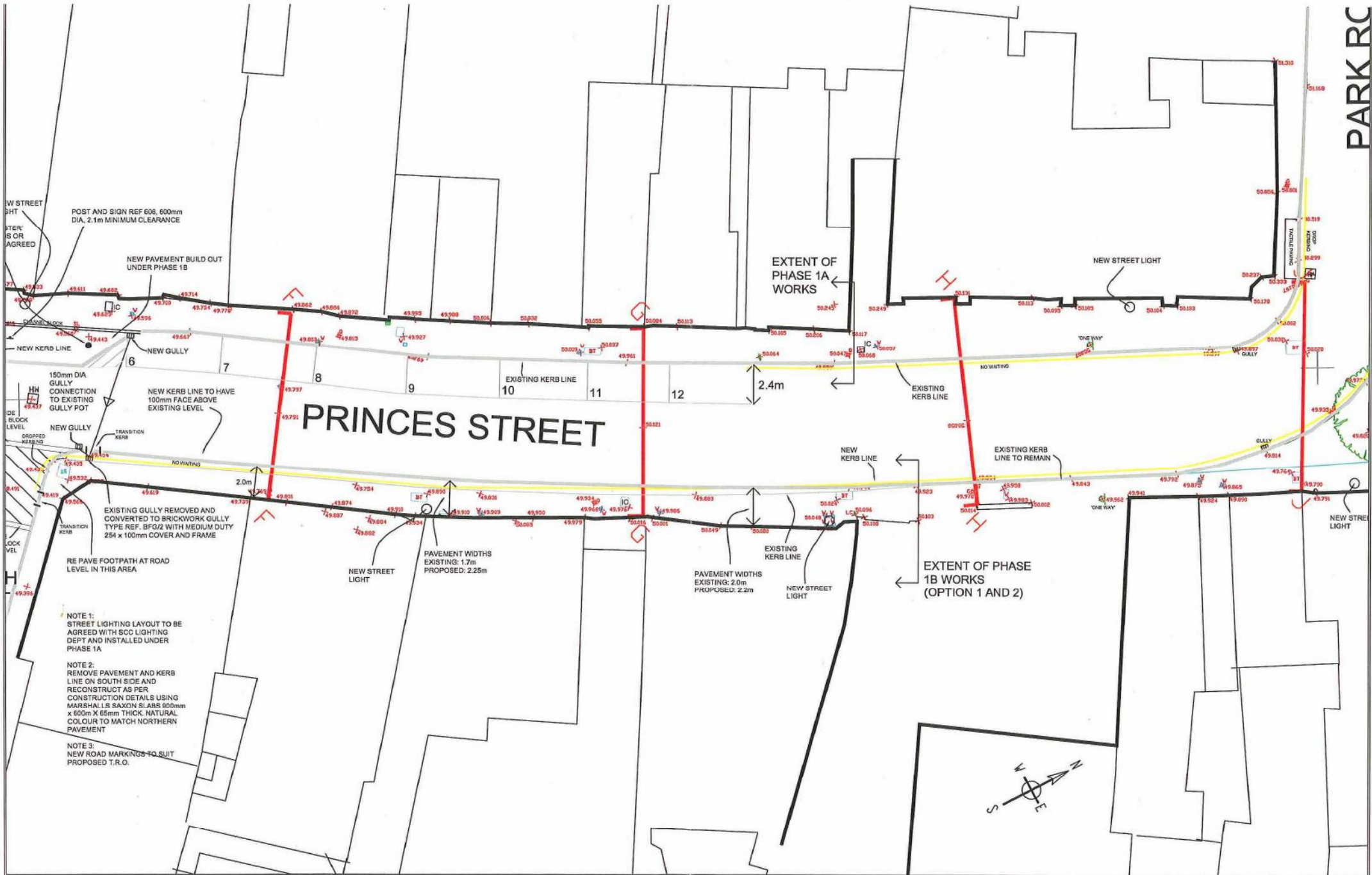
(Marie Ainsworth, Regeneration Officer).

UPDATE OF YEOVIL TOWN CENTRE REGENERATION - TABLE OF PROJECTS

Project	Progress	Actions 07 - 08	Budget Information
Bus Station	Draft bus station brief has been drafted by Martin Woods, this will outline the UDF aspirations, it is hoped that a transport consultant will be appointed to test out the Linear bus station concept and its proposed location.	Seek approval for bus station brief and the required funding to appoint consultant. Seek match funding from Threadneedle (agents for Glovers Walk) and County. Appoint consultant early 2008	Funding yet to be secured.
Cashpoint Facility at Yeo Leisure Park	Nationwide Building Society should have installed a new cashpoint machine during first week of August at Cannons Health & Fitness Centre this fell through.	Ian Budd Town Centre Manager is currently trying to identify a new provider.	None required.
Princes Street	Phase 1a is complete apart from one street light, still awaiting permission to erect light on building. Sketch schemes sent off to County for approval. Made contact with artist to look at Yeovil in Bloom structure.	Work with United Reformed Church to enhance the green space leading up to the church. Commence phase 1b early 2008 once County have approved a scheme. Seek approval for concept paper on phase 2 and look to appoint urban designer.	Phase 1A: £20k from SSDC £20k from County Highways £20k from Town Council of which £74,000 secured from Yeovil Vision Capital pot.
Ex-Somerfield building	Discussions taken place with new owners on Nov 15 th .	Work in conjunction with Alan Brown, Vision Director, to assist developer to come forward with a scheme that meets with the aspirations of the Yeovil Vision.	N/A
Newton Road, Coldharbour Lane	Developer has purchased old tattoo parlour and Regeneration Officer is working with them to facilitate a viable scheme coming forward.	Continue to work with developer	None required at this stage.

Project	Progress	Actions 07 - 08	Budget Information
Tannery	Developer successfully negotiated purchase of land to the front of the site from the County Council.	Town Centre Manager to continue working with developer. (Planning permission granted)	No budget required.
Highway Option 5a	Yeovil Vision Project. Funding approved.	Meet with Option 5a working group in new year to look at how the road scheme will affect the rest of the Eastern end of the town centre.	Agreed half of Birchfield receipt, to be used once received.
South Western Terrace, Grant Scheme No. 98 Middle Street	Application approved and scheme complete	Complete	£17,250 grant aid given
SWT No. 1	Planning application approved.	Owner to submit application before end of March '08'	Up to £8k allocated
SWT 2-5	Sketch scheme finalised, met with owners to agree detail. Have experienced difficulty in obtaining quotations, working with owner to attract quotations for work.	Owner to submit an application before the end of March '08'	Up to £30k allocated.
SWT 6-7	Refurbished upstands	Completed	£3K allocated and spent.
SWT 11&12	Removal of paintwork complete, new tenant approved. Thai restaurant will open early in the new year.	Complete repainting of frontage	£2.2k allocated and spent.
Magna House	Made contact with new officer, keen to take on grant, will meet to discuss detail Nov '07'	Assist with grant application with a view to approving grant.	£1.3K available from small grants budget.

Project	Progress	Actions 07 - 08	Budget Information
Express & Star	Met with the enforcement team several months ago, due to resource difficulties in their team they have been unable to progress further enforcement action on the owner.	A new enforcement officer (Liz Arnold) has been appointed and will cover Yeovil Town Centre, Regeneration Officer to meet with her to discuss a way forward.	No funding required.
Elephant & Castle	Vacant units advertised with Humberts for several months, unfortunately no one came forward. Regeneration Officer met with owners to advise on a way forward and gave them a contact of a possible interested party. Owners may look at using the smaller unit themselves to open a new business.	Continue to work with the property owner.	No budget required.
Shop Front Improvement Grant scheme	9 applications received. 3 applicants completed scheme and have received grant funding. 6 applicants need to obtain further quotations. Regeneration Officer working hard to move grants forward. The grant scheme will end on March 31 st '08'.	Process grants and award to those that meet the grant criteria within the set deadline.	Total budget £20k. Total budget has been allocated, £1.3K earmarked for Magna Housing.



PRINCES STREET

EXTENT OF PHASE 1A WORKS

EXTENT OF PHASE 1B WORKS (OPTION 1 AND 2)

- NOTE 1:
STREET LIGHTING LAYOUT TO BE AGREED WITH SCC LIGHTING DEPT AND INSTALLED UNDER PHASE 1A
- NOTE 2:
REMOVE PAVEMENT AND KERB LINE ON SOUTH SIDE AND RECONSTRUCT AS PER CONSTRUCTION DETAILS USING MARSHALL'S SAXON SLABS 900mm x 600m X 65mm THICK. NATURAL COLOUR TO MATCH NORTHERN PAVEMENT
- NOTE 3:
NEW ROAD MARKINGS TO SUIT PROPOSED T.R.O.

DATE	AMENDMENTS	INTLS

PROJECT
PRINCES STREET ENHANCEMENT SCHEME
 PRINCES STREET, YEovil, SOMERSET.

DRAWING
PHASE 1 LAYOUT PLAN
 OPTION 2

South Somerset District Council
 Engineering & Property Services
 Brympton Way, Yeovil, Somerset. BA20 2HT
 Tel: 01935 462462



DRAWING NO. AS/068/11
 DRAWN BY N.J.D DATE JULY 2007
 SCALE 1/200

Princes Street Improvements Stage 2

Draft copy

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Introduction

Following on from the Princes Street consultation report in March 2007, this document highlights issues related to the northern end of Princes Street, identifies key sites for arts led regeneration and provides examples of successful and innovative projects that demonstrate the benefit of a creative and collaborative approach to the design of public spaces.

The selection of sites for improvement and subsequent recommendations are based on previous public consultation and audits and aims to improve Princes Street through well considered and high quality design.

Princes Street links Yeovil hospital, Yeovil college, and residential areas to the town centre and will provide a primary link to the future development around the Cattle Market Site. The design approach recommended within this document encourages the enhancement of this vital 'pedestrian corridor' as the primary concern.

Streets are the arteries of our communities – a community's success can depend on how well it is connected to local services and the wider world. However, it is all too easy to forget that streets are not just there to get people from A to B. In reality, streets have many other functions. They form vital components of residential areas and greatly affect the overall quality of life for local people.

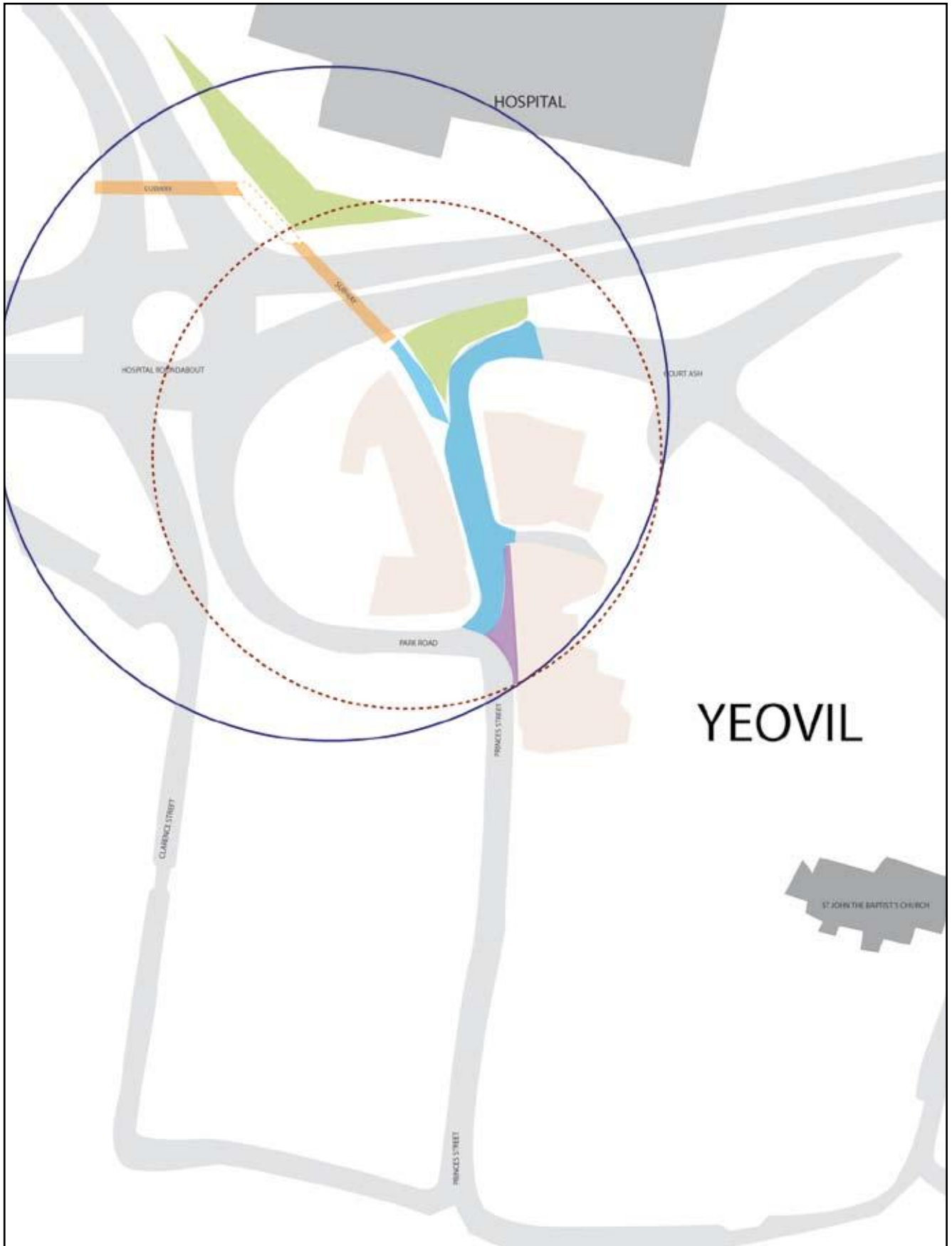
Manual for the streets Government Department of Transport 2007

Options for consideration

- Support the pre-eminence of pedestrian usage over vehicular use
- Make a safe and welcoming environment
- Encourage a positive image for Princes Street

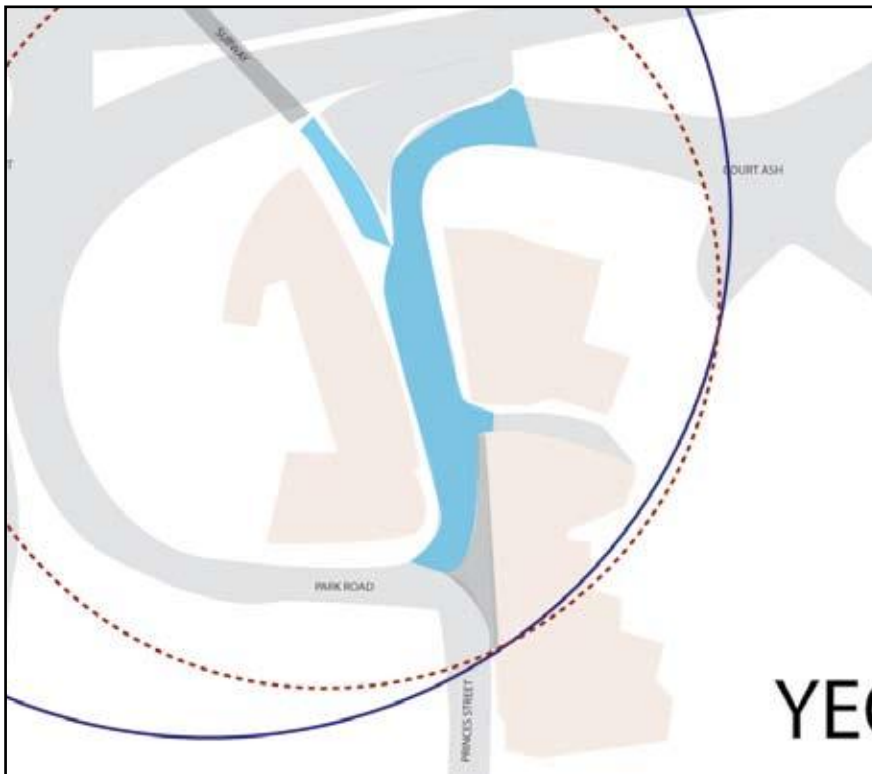
Key sites for Princes Street North Improvements

- 1. Floorscape
 - 2. Subway
 - 3. The triangle
 - 4. Planting scheme
- Primary area for improvement
 - Secondary area for improvement



Key sites for Princes Street North Improvements

● 1. Floorscape



Top: Floorscape

Above: Pictoform acoustic information system (Wayshowing by Per Mollerup)

Far left: Roadsworth

Left: Cafe culture

‘Pedestrian movement as a priority.’

Improvements must recognize and encourage pedestrian use. Creative floorscapes will help to slow traffic, create a distinctive quality and improve legibility for this end of the street. This can be achieved by a change in road texture and design that acknowledges the ‘desire lines’ of pedestrians when crossing the road, whilst still allowing traffic to service the shops and businesses.

It is also recommended that the parking on the west side of the road should be reduced to provide more pavement space whilst retaining a small number of spaces for loading.

Key sites for Princes Street North Improvements

● 2. Subway



Top: Freeform Arts Trust - Hackney Hothouse Floor lights

Above: Raphael Daden - Barking & Dagenham Underpass

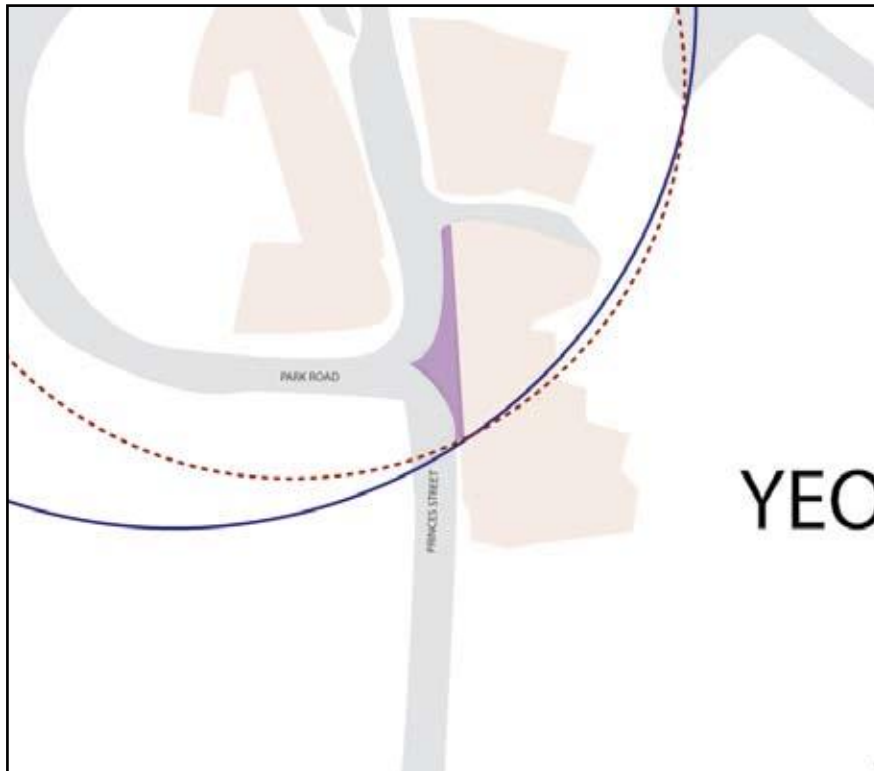
‘Safe, clean and bright. Fun not threatening.’

The two subways that link the Town centre with the Hospital, College and Residential areas could be transformed by creative use of lighting and interactive technology to make a fun and welcoming space.

Both underpasses need to be considered however the Reckleford subway should take priority as it is the primary link between the Hospital/College and Town Centre.

Key sites for Princes Street North Improvements

3. The triangle



Above: Simon Hutchins. Coastline

Far left: David Ward - Broward Lighting project, Florida

Left: More London development

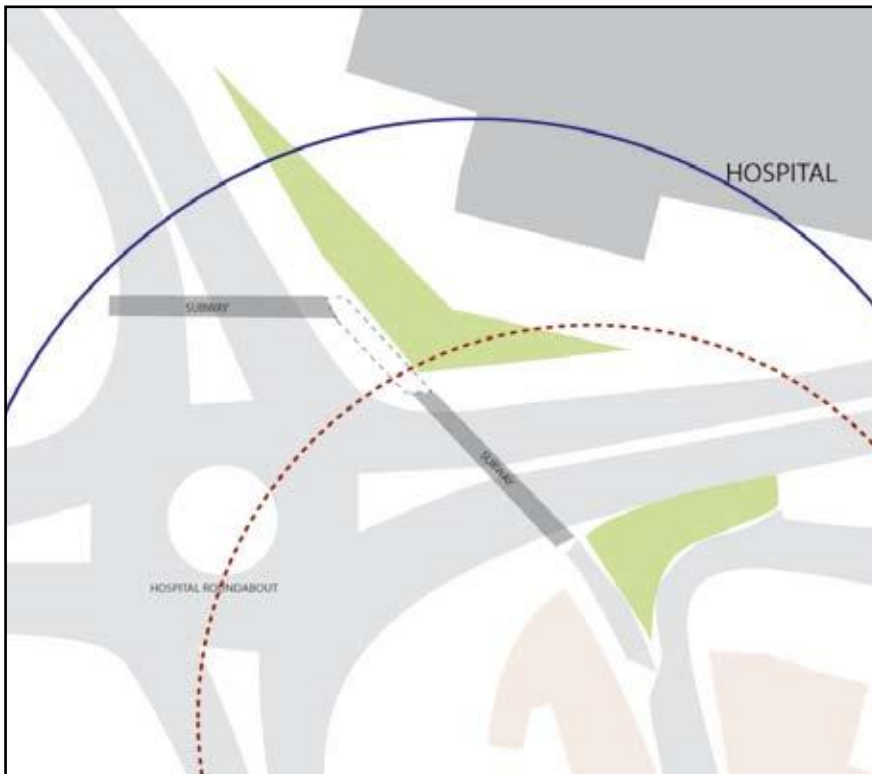
‘Remove the street clutter and improve legibility.’

The Triangle at the junction of Park Road and Princes Street is a prime gateway location.

By removing or relocating street clutter and introducing better designed landscaping and creative lighting, this space becomes key in creating a positive first impression of the town centre.

Key sites for Princes Street North Improvements

● 4. Planting Scheme



Top and above: Noel Kingsbury planting schemes

Left: 'the red garden' Larson



'Yeovil's horticultural heritage.'

The map indicates areas of soft landscaping that need to be re-considered as part of the overall regeneration scheme. Although these areas stretch outside the boundaries of Princes Street they have the potential to bring together the different elements proposed in this document.

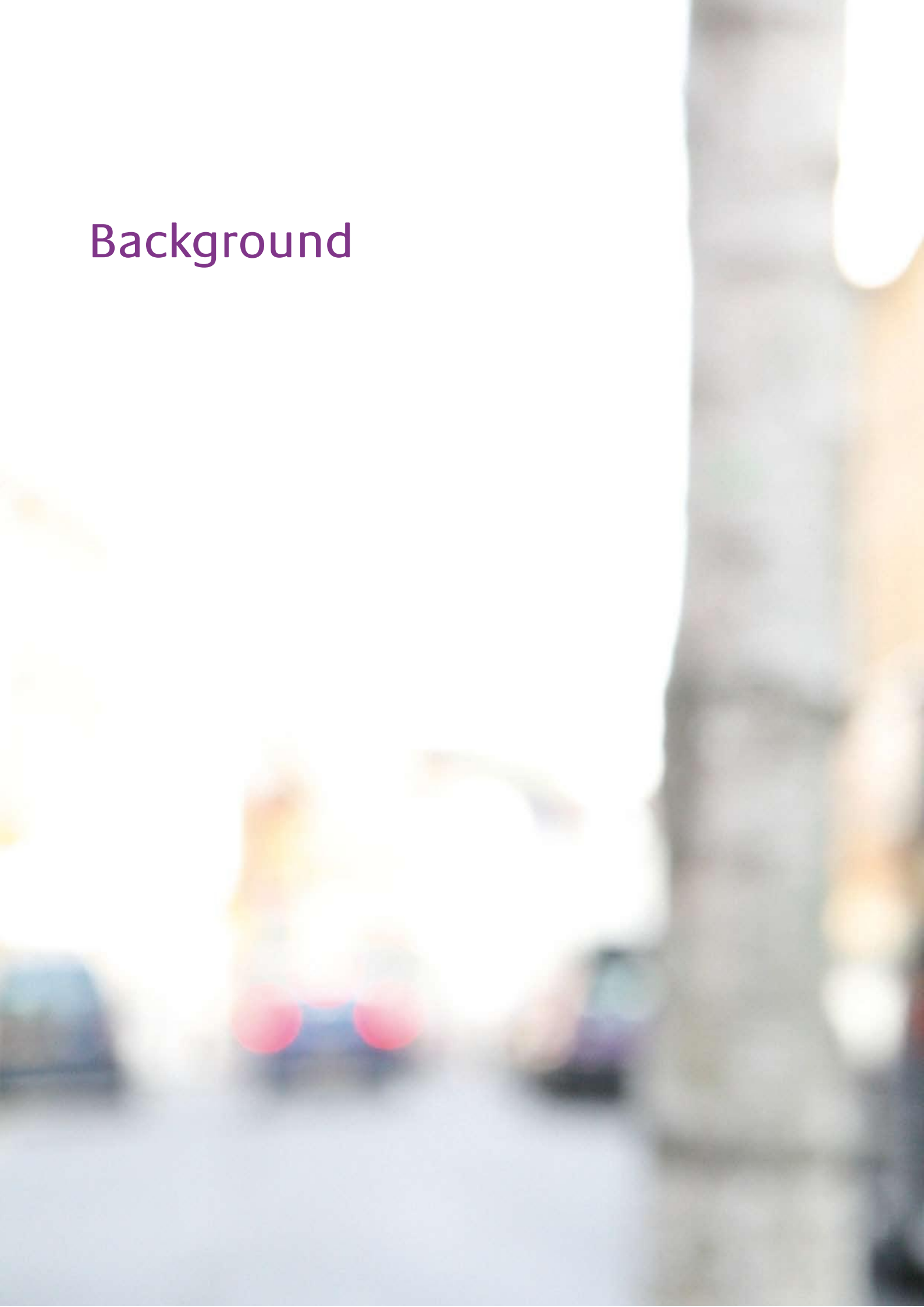
The suggestion would be that an artist works with the horticultural team to devise a planting scheme that considers colour, texture and movement to enhance the area and how it is used.

Summary

With pedestrian access as a priority, the proposed design approach focuses on movement between the town centre and facilities to the north and promotes Princes Street as a vibrant public space.

All aspects of this proposal should be looked on as one project in the creation of a well-considered cohesive space that enhances the character of Princes Street and makes it a safer and more welcoming place to be.

Background



The Yeovil Vision – Urban Development Framework: Roger Evans Associates 2005

Princes Street is referred to within the context of the framework document as follows:

- Urban shopping Street which appears to suffer from its detachment from the main thoroughfares of the town Centre.
- Princes Street appears to suffer from its degenerated role as a cul-de-sac
- The Queensway/Reckleford road now causes major severance problems... separating important sites such as Yeovil College and the Hospital from the centre. Few people walk into town from the surrounding suburbs even though many are within comfortable walking distance

Urban Quarters

‘Civic, Health and Learning’ This might also be termed ‘cultural and knowledge’ and is based around the main north-south movement corridor of Hendford, Princes Street and Kingston. It includes the Octagon Theatre, Swan Theatre, museum, library and government offices to the south, and Yeovil hospital and Yeovil College/ University to the North.

The Civic, Health and Learning Quarter is an important asset and resource for residents of Yeovil, so linkages between it and other parts of town are crucial.

Extracts from the Somerset County Council Audit and Investigation of Princes Street that are particularly relevant to the Princes Street North area.

- The carriage way lighting system was suited more towards vehicular traffic rather than pedestrian use
- The pavement was in a very bad state of repair and needs replacing
- There is currently no rationale for signage and street furniture which has resulted in a cluttered streetscape
- The landscaping and planting around the underpass and leading to Court Ash and on the triangle at the junction of Park Road and Princes Street is not well conceived and is poorly maintained
- In addition to using marked parking spaces and loading bays, vehicals park illegally

Options for consideration as a result of this report

- Supporting the preidence of pedestrian usage over vehicular use
- Possibly encouraging ‘café culture’

Community Consultation

Artist-led Consultation

In addition to the consultation with local traders artist, Simon Lee Dicker, was engaged to facilitate involvement 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. It can also provide local information, which can be considered in the planning of any future developments.

Four circular handouts were created, asking participants to consider four key areas of improvement, identified from recommendations of the Urban Development Framework and Somerset County Council study, and to contribute a response.



Results of Artist-led Consultation

The consultation process received a high level of interest from the various stakeholders; of the 800 handouts that were distributed approx. 20% were returned. The public responses reaffirm a number of the issues raised by the Urban Development Framework and the County Council study and highlight a number of important issues that should be taken into consideration when the new scheme is implemented. The responses that are particularly relevant to Princes Street North are listed below.

Pass Under

The subway at the end of Princes Street links Yeovil town centre with two of the most important facilities in the town, the hospital and the college, as well as providing safe access to the town for numerous residents. How can this be made a more welcoming space?

Community feedback:

- Well lit
- Safe
- Clean
- Bright
- Encourage 'professional' artists to install and maintain interesting work
- Creative use of lighting
- Sound and texture
- Fun not threatening

Cross Over

Just south of the underpass pedestrian traffic is forced to cross Princes Street without any pedestrian crossing facility. How can a creative led approach improve both the safety and appearance of this area?

Community feedback:

- Reduce the speed of the traffic
- Introduce raised table crossing
- Reduce clutter
- Improve signage, sense of direction and legibility
- Signage should be clear, using contrasting colours but non reflective background – consult Disability Forum for advice on visibility for sight impaired people
- Enhance the identity of the street on entry
- Make more pedestrian friendly
- Introduce key artwork to improve recognition and identity of this part of town
- Change texture of the road
- Pedestrian crossing
- Traffic must be allowed to use the street to access and deliver to businesses
- Introduce devices into the pavement design to encourage the legibility of the street