

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 July 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

07 July 2010

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

To All Members of the Promotions and Activities
Committee:

Philip Chandler (Ex-officio)

Clive Davis (Ex-officio)

Tony Fife

Dave Gooding

Steve Hawker

Ruth Kendall

Ian Martin (Vice-Chairman)

Wes Read (Chairman)

David Recardo

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 meetings held on 11 May and 18 May 2010.

2. **APOLOGIES FOR ABSENCE**

3. **DECLARATIONS OF INTEREST**

4. **CORRESPONDENCE**

5. **YEOVIL IN BLOOM**

To receive an oral report from the Landscape Officer.

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

To consider the Minutes of the meeting of the Yeovil in Bloom Steering Group held on 14 June (See attached at pages 2 to 5).

7. **YEOVIL FLOWER AND GARDENER'S MARKET UPDATE**

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

8. **YEOVIL TOWN LADIES FC**

To consider a report by the Town Clerk attached at page 8

9. **NEW INITIATIVES BUDGET**

To consider a report by the Town Clerk attached at page 10.

10. **FINANCIAL STATEMENT FOR PERIOD ENDING 31 MAY 2010**

To consider the Financial statement for the period 1 April to 31 May 2010 attached at pages 11 to 14.

Public Comment (15 Minutes)

MINUTES of a meeting of the **YEOVIL IN BLOOM STEERING GROUP** held in the Council Chamber, Town House, 19 Union Street, Yeovil on **Monday 14 June 2010**

(4.30pm to 5.45pm)

Present:

David Recardo - Chairman
Steve Fox – SSDC
John Horsey
Liz Pike
Wes Read
Manny Roper
Darren Shutler

Also Present:

Sarah Hunt - Assistant Town Clerk
Steve Fox
Lesley Jelleyman

1. ELECTION OF CHAIRMAN

David Recardo was elected Chairman for the Municipal Year 2010/11.

On behalf of the Steering Group, Liz congratulated David on the good job he was doing as Chairman.

2. ELECTION OF VICE-CHAIRMAN

Wes Read was elected Vice-Chairman for the Municipal Year 2010/11.

3. MINUTES

The Minutes of the previous meeting held on 12 April 2010 were approved as a correct record and signed by the Chairman.

4. APOLOGIES FOR ABSENCE

Apologies for absence were received from Kevin Bishop.

5. CORRESPONDENCE

There were no items of correspondence.

6. YEOVIL IN BLOOM – SOUTH WEST IN BLOOM JUDGES VISIT AND ROUTE

Steve advised the Steering Group that the judging date was very early this year – Thursday 8th July. The three judges would spend two and a half hours in Yeovil and then travel on to Frome.

To allow for the very tight schedule, Steve and Lesley had produced two options for itineraries, which were designed to meet the exacting judging criteria as well as showcase the floral highlights of Yeovil.

As they were travelling to Somerset from Cornwall, the judges would probably stay overnight, which would mean that on the morning of the judging, they would go straight to St. John's Churchyard, where photos would be taken before the commencement of the official tour. Steering Group members were encouraged to come along at 8.45 a.m. if they wished to meet the judges prior to the tour, which was starting promptly at 9.15 a.m.

The Chairman, supported by the rest of the Group, agreed that Steve and Lesley were the professionals and that they should choose the option that was best for the Town.

Sarah said she would reserve two car parking spaces outside the Town House on Thursday 8th for judges' cars.

AGREED

that the matters be noted.

7. YEOVIL IN BLOOM – UPDATE ON ONGOING PREPARATIONS

The flower bulb give-away in St. John's Churchyard had gone well, although the opportunity was missed to ask people to make a donation to the mayor's charities.

Steve agreed that next year, mention would be made of a donation to charity in the press release so that people would be notified in advance of the event and a collecting tin would be organised in good time.

The summer bedding schemes were well underway and the various Town roundabouts were being planted up over the next fortnight. The hanging baskets were being put up week commencing 14 June, followed by the flower troughs along Lysander Road and Reckleford. Steve was confident that everything would be ready in time for the judging in early July.

There had been some initial scepticism regarding the use of rope around the flower beds in St. John's Churchyard, but since the bedding had been put in, including the fine standard rose bushes, the effect was pleasing. Steve said that the ropes would act as a psychological barrier and he was hopeful that it would make people think twice before walking over the flower beds.

The Committee was pleased to hear that concerted efforts would be made to discourage students from leaving litter around the Churchyard.

AGREED

that the matters be noted.

8. FLOWER AND GARDENERS' MARKET 2010 UPDATE

Sarah said that she and Kevin Bishop had been working together to design a jute shopping bag bearing the Yeovil in Bloom logo on one side and the Viridor Revive logo on the other. Sarah circulated the proof and the Committee said they were happy with the concept. It was envisaged that we would sell the bags at £3.99 each. Sarah made a note that Liz would like to buy 4 of them! It was also agreed that it would be nice for the Yeovil in Bloom Trophy winners to be given a bag for carrying their trophy safely home.

Posters using the new Yeovil in Bloom logo would be circulated to prominent shops and organisations to promote the Market.

The Group discussed the advantages and disadvantages of giving away balloons bearing the Yeovil in Bloom logo on the day. Sarah was asked to contact the balloon seller to see if he would be willing to take part in a 'buy one – get one free' scheme and to investigate the practicalities of selling our own balloons.

To encourage more children to attend the event and enjoy the activities, David asked Sarah to book the bouncy castle, which would be situated outside Wilkinsons.

Sarah said that the Sherborne and Bradford Abbas Photography Club had acknowledged a letter inviting them to take part in the planned 'From Field to Plate' photography exhibition and were keen to know more about the event.

Liz said that the local Arts Club may be interested in attending but would require large screens to display their work. Steve said that he would be able to provide staff to move display screens if these were required for the Church Hall to display large photographs.

Catering arrangements were discussed and although it was difficult to predict numbers, efforts would be made to minimise any surplus.

AGREED

- (1) that the matters be noted; and
- (2) that the Chairman and Sarah attend the next meeting of the Sherborne and Bradford Abbas Photography Club meeting on 22 June to discuss their potential contribution to the event; and
- (3) that Sarah contact the Town Centre Partnership to book the bouncy castle for lower Middle Street (outside Wilkinsons); and
- (4) that a more modest buffet, offered by a different catering company, be organised.

9. DATES FOR FUTURE MEETINGS OF THE STEERING GROUP

Members discussed some suitable dates for future meetings and agreed the following (all on Mondays at 4.30 p.m.):

19 July, 13 September, 8 November, 6 December (may be cancelled if no items for the agenda), 28 February 2011, 11 April 2011.

AGREED

that the matters be noted.

10. ANY OTHER BUSINESS

There was none.

11. DATE OF NEXT MEETING

RESOLVED

that the next meeting take place on **Monday 19 July at 4.30 p.m.**

Chairman

SH
18/06/10

7. YEOVIL FLOWER AND GARDENERS' MARKET UPDATE

A draft budget for the Flower and Gardeners' Market is attached at page 7 which includes already committed expenditure for a face painter (£130 plus VAT) and the Community Bus (£220).

The budget also includes an estimated sum of £1,600 to meet the anticipated cost of procuring chairs, which will be used at a range of events, including the Flower and Gardener's Market.

Various approaches have been made to appropriate regional producers and local businesses, which would complement the Farmers' Market. No firm interest has yet been received other than from the Gardens Group, who have kindly agreed to sponsor the Market again this year.

One of our allotment holders, Tony O'Dowd, is growing a giant pumpkin for a competition to 'Guess the Weight of the Pumpkin' with all proceeds from individual guesses going to the Mayor's charities. For colour and interest, there will also be a couple of balloon sellers, who will be selling their wares at either end of Middle Street on the day.

The Town Band will be performing in the Entertainment Area as usual. Discussions are also underway with Pauline Burr, South Somerset District Council's Arts Development Officer, to stage an afternoon concert starring young people from Yeovil College and/or other local amateur musical groups.

The Committee is **RECOMMENDED** to consider the budget to date, and to note the report.

(Sarah Hunt, Assistant Town Clerk – 01935 382424)

Yeovil Flower and Gardeners' Market Income/Expenditure 2010

<u>Expenditure</u>	Estimated Budget	Actual as @ 01.07.10	
Promotion and Marketing			
Banner in Town Centre	£220.00		<i>Sign Solutions SEC</i>
Fliers/Brochure Advertising	£100.00 £350.00		<i>{Express & Star & {Country Gardener</i>
Mail shot (postage)	£ 100.00		
Exhibition			
Photo Exhibition (<i>From Field to Plate</i>)	£600.00		
Yeovil in Bloom and Allotment Presentation			
Hall	£ 165.00	£ 165.00	
Judges Expenses	£ -	n/a	
Prizes	£ 50.00		
Contingencies (inc. engraving)	£ 200.00		
Buffet lunch	£ 1,000.00		
Market/Equipment Hire			
Chairs	£ 1,600.00		<i>(one-off cost - assumes chairs purchased)</i>
Other			
First Aiders	£ 135.00		
Performing Rights Licence	£ 70.00		
Skip	£ -		
Road Closure	£ -		
Childrens' Entertainment	£ 170.00	£ 130.00	<i>Face Painter</i>
	£ 220.00	£ 220.00	<i>Resource Bus</i>
Total Expenditure	£ 4,980.00	£ 515.00	
<u>Income</u>			
Sponsorship	£ 1,000.00		<i>The Gardens Group Viridor</i>
	?		
Best Kept Allotments budget	£ 210.00		
Flower and Gardeners Market budget	£ 3,700.00		
Market Stalls	£ 120.00		
Balloon Seller		£150.00	
SSDC - Re-charge	£ 500.00	£ 50.00	<i>{ Chairs</i>
		£ 450.00	<i>{ Food</i>
Total Income	£ 5,530.00	£ 650.00	
Cost to Town Council	-£ 550.00	-£ 135.00	

8. YEOVIL TOWN LADIES FC

The Yeovil Town Ladies FC recently won promotion to the equivalent of the Championship level in men's football, and the Committee is requested to consider how it wishes to recognise this achievement.

The first team forms part of a wider club that has over 100 registered players – including 5 youth teams, and all of this structure depends on volunteers. None of the players or staff members is paid.

A summary of the organisation of the Club and its achievements, which has been provided by the Quedam Centre (which sponsors the Team) is attached on page xx.

The Committee is **RECOMMENDED** to note the achievement of the first team players and coaching staff of Yeovil Town Ladies FC, and to consider how it wishes to recognise their recent success.

(Alan Tawse, Town Clerk – 01935 382424)

Who are Yeovil Town Ladies?

1. The club has 115 registered players and a 15 strong coaching staff qualified from FA Level 1 to UEFA level 3
2. The club is part of the Yeovil Town Community Sports Trust and is part of the wider Yeovil Town Football Club family with very strong support and association with YTFC and the League One team.
3. The club has seven teams. The first and reserve teams plus five youth teams (starting from Under 10's)
4. Apart from local persons, players from as far away as the Weston Super Mare and Exeter areas play for the club.
5. All staff and players are volunteers and the club is effectively self financed via fundraising and sponsorship
6. The club has its own web site at www.yeoviltownladies.com

What does Yeovil Town Ladies try to do?

- 1 To maximise the opportunities for females to play or coach football in the Yeovil area by operating a first team at the highest possible level within women's football and at the same time running a successful youth set up (and doing all of this within a well managed and financially stable structure).
2. To operate Youth teams designed primarily to maximise participation and skills as opposed to winning games.
3. To aspire to achieve the highest standards of player welfare and respect.

What was achieved recently?

1. The first team has achieved promotion to the Tesco Premier League Southern Division — which is the second tier in women's football (equivalent to Championship level in the Football League). This means that Yeovil Town Ladies will be playing teams like West Ham and Cardiff City next year.
2. Jemma Tewkesbury set a record for the Division in respect of league goals scored (39) and total goals scored (46).

Summary

Yeovil Town Ladies FC is an example of how, with limited resources, a local team of volunteers can create an environment that both benefits local young persons by giving them an opportunity to engage in constructive activities, whilst at the same time achieving sporting success that reflects well nationally on the Town of Yeovil.

9. **NEW INITIATIVES BUDGET**

Mindful of the need to develop the range of services that we deliver to the people of Yeovil Town, the Town Council agreed to include an allocation of £20,000 in the 2010/11 budget towards new initiatives.

It was agreed that all the service committees would be invited to put forward bids for the use of this new fund, and that the Town Council would decide how this new fund will be spent.

The Policy, Resources and Finance Committee has been asked to give guidance to on the process to be followed, and they have agreed that all services committees be reminded of the need for this budget to be used for *new* initiatives.

They have also agreed that, to allow sufficient time for ideas to be drawn up and developed, the proposals that emerge be considered at the September meeting of the Policy, Resources and Finance Committee and referred to the October meeting of the Town Council for determination.

This will enable all suggestions to be investigated and costed by the officers and for their findings to be reported back to the service committees during the July cycle of meetings, and for each committee's priorities to be agreed and put forward to the Policy, Resources and Finance Committee.

The Committee is **RECOMMENDED** to note the matter and to consider ways by which this budget could be used for new initiatives.

(Alan Tawse, Town Clerk – 01935 382424)