



# Yeovil Town Council

**Town House  
19 Union Street  
Yeovil  
Somerset  
BA20 1PQ**

Phone 01935 382424

Fax 01935 382429

E-mail [alan.tawse@southsomerset.gov.uk](mailto:alan.tawse@southsomerset.gov.uk)

## Promotions and Activities Committee

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

The Time... **7.00pm**

The Date... **Tuesday 15 July 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



*Alan Tawse*

Alan Tawse  
Town Clerk

08 July 2008

---

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  
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 meetings held on 13 and 14 May 2008

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 2 June and 30 June 2008 (attached at pages 3 to 9).

6. **YEOVIL IN BLOOM UPDATE**

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

7. **CHRISTMAS LIGHT COMPETITION**

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

8. **COMMEMORATIVE PLAQUE**

To consider the report by the Town Clerk attached at page 11.

9. **TOWN CENTRE MANAGER'S REPORT**

To receive an update from Ian Budd, Town Centre Manager, on planned activities in the Town Centre.

10. **YEOVIL FLOWER AND GARDENERS' MARKET UPDATE**

To consider a report by the Assistant Town Clerk attached at pages 12 and 13.

**11. FEEDBACK: STALL AT SSDC'S COUNTRY PARK FAYRE**

To consider a report by the Assistant Town Clerk attached at page 14.

**12. FEEDBACK: TOWN CRIER'S COMPETITION**

An opportunity to discuss the competition and provide any feedback.

**13. FINANCIAL STATEMENT FOR 1 APRIL TO 31 MAY 2008**

To receive the Financial Statement for the period 1 April to 31 May 2008. See attached Financial Statement at pages 15 to 20.

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 2 June 2008**

(5.45pm to 6.40pm)

**Present:**

David Recardo - Chairman  
Steve Fox - Landscape Officer, SSDC  
Mary Bramwell - Yeovil Rotary Club Representative  
Manny Roper - Chairman of Yeovil Allotment Tenants Working Group  
Dave Cunningham - Goar Knapp Tenant Representative  
Sally Bing - Assistant Town Clerk  
Jackie Wilkins - Office Administrator

**1. MINUTES**

The Minutes of the previous meeting held on 21 April 2008 were approved as a correct record and signed by the Chairman.

**2. APOLOGIES FOR ABSENCE**

Apologies for absence were received from James Foster-Pegg, Lesley Jelleyman, Ian Martin, Tony Rash, Liz Pike and Alan Smith.

**3. CORRESPONDENCE**

There were no items of correspondence. However, a telephone call had been received congratulating the Horticultural Team for their wonderful floral displays.

**4. YEOVIL IN BLOOM**

Steve updated the Steering Group on the St John's Church yard plants and bedding give away earlier in the month and said that it had been a huge success with all the plants and bedding being given away within 90 minutes. This year nothing had been thrown away as Lufton College and Fiveways Resource Centre had taken on many van loads.

Steve confirmed that bedding out had already commenced and that they were half way through completion of St John's and the Lynx roundabout was finished. They were working a week behind schedule as the weather had held them back slightly but the bedding would be finished within the next two weeks.

He also stated that hanging baskets would be going out as from 13 June, they had had to replace several brackets but none required testing as they were new.

Steve informed the Steering Group that two of the stainless steel planters for Middle Street, which were being kept in the Lufton yard, had been stolen. Tim Fortune, who made the original planters, had been contacted as to costings and timescale. If they cannot be replaced within the next 10 to 12 weeks, alternative plans would need to be made.

With regards the South West in Bloom Competition, Steve was still awaiting a response. It was anticipated that judging would take place the second or third week of July.

In response to a query from the Chairman, Steve indicated that the beds at the bottom of Reckleford would be planted last in anticipation of the building works continuing on the building adjacent. He also confirmed that the Cemetery would be bedded out the following day.

Following the fire at Bond Street, Steve said that plans had been altered and he was now preparing the area, with a courtyard feel, and would be erecting new trellis and fencing, along with climbing plants. The work would also commence the following day.

Members also queried with Steve what was happening with the Bunford Hollow roundabout and he stated that that this would be planted out towards the end of the programme. A suggestion was also made as to the possibility of enhancing the roundabout with a sundial and if this could be achieved, the box be cut at a slant to make the numerals easier to see. Steve confirmed that the roundabout would be tidied up but nothing major would take place this side of autumn.

## **RESOLVED**

that matters be noted.

## **5. FLOWER AND GARDENERS' MARKET**

The Assistant Town Clerk informed the Steering Group that the May Fayre, despite being extremely wet, had given staff an opportunity to hand out leaflets to promote the Flower and Gardeners' Market and the Flower and Vegetable Show. The Flower and Gardeners' Market and Flower and Vegetable Show was due to be advertised in the Western Gazette later that week. She also confirmed that application forms to the Flower and Vegetable Show had been posted out to nearly 300 allotment tenants and wished to take the opportunity of thanking Manny and Dave for their contribution and guidance for the show criteria. Sally also confirmed the Judges had been contacted and were due to attend a meeting with her in the next two weeks to progress matters.

Sally said that progress was being made with the arrangements and that enquiries had been made to book the Methodist Church Hall during the afternoon of the 11th to set up the tables etc. A suggestion was put forward that, should the weather be bad, perhaps the hall could be used to hold the presentations. As there is always a good turn out for the Yeovil in Bloom Presentations the hall may not be large enough but it's a possibility and, perhaps consideration could also be given to the use of the Town Council gazebo.

As the entries to the Flower and Vegetable Show were due to be received by 1 September, it was agreed to look at the space required nearer the time. Sally confirmed that she would be visiting the hall in any event to ascertain how much space was available for the show.

With regards a drop-off point for all exhibitors, Sally confirmed that Ian Budd had contacted David Mills at the Quedam Centre and he was happy for parking to be put aside for the event.

A further discussion ensued as to the possibility of cups or trophies being presented to the winners of the various categories but the Steering Group felt that this could be put into abeyance until next year, when the success of this year's Flower and Vegetable Show would be established. Manny said that, in his experience, as shows progressed and grew, people often wished to donate trophies and felt that prize cards would be sufficient for this year. On this note, the Chairman informed the Committee that he would like to donate a trophy and it was agreed that this be an annual trophy to be presented to the winner of the childrens' competition. A suggestion was also made that small shields, which were relatively inexpensive, be presented to the winners of the Flower and Vegetable Show and it was agreed that further consideration be given to this matter at the next meeting.

Sally also confirmed advertising would be included in the publicity material for the Food Festival and that free adverts were being placed in various gardening magazines. The use of A boards at key points in the town to advertise the event on the day, was suggested by an exhibitor who attended last year's Market and it was thought that South Somerset District Council should be contacted in this regard.

She also said that letters and flyers were being distributed to the various traders in and around Middle Street to invite them to participate in a window display competition and that the Mayor and Chairman of the Steering Group be asked to judge the competition.

#### **RESOLVED**

- (1) that the matters be noted;
- (2) that the Assistant Town Clerk speak with Phil Jones of South Somerset District Council with regards the use of A boards; and
- (3) that the Mayor and Chairman of the Flower and Gardeners' Market Steering Group be invited to judge the window display competition.

#### **6. ANY OTHER BUSINESS**

There were no other matters to discuss.

#### **7. DATE OF NEXT MEETING**

#### **RESOLVED**

that the next meeting take place on Monday 30 June at 5.45pm.

Chairman

**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 30 June 2008**

(4.30pm to 5.50pm)

**Present:**

David Recardo - Chairman  
Steve Fox - Landscape Officer, SSDC  
Lesley Jelleyman - Yeovil in Bloom Promotions Officer  
Tony Rash - Brimsmore Gardens  
Alan Smith - SSDC Representative  
Liz Pike - Kenmore Drive Residents' Association  
Manny Roper - Chairman of Yeovil Allotment Tenants Working Group  
Dave Cunningham - Goar Knapp Tenant Representative  
Sally Bing - Assistant Town Clerk  
Jackie Wilkins - Office Administrator

**1. MINUTES**

The Minutes of the previous meeting held on 2 June 2008 were approved as a correct record and signed by the Chairman.

**2. APOLOGIES FOR ABSENCE**

Apologies for absence were received from James Foster-Pegg, Mary Bramwell and Ian Budd.

**3. CORRESPONDENCE**

There were no items of correspondence.

**4. YEOVIL IN BLOOM**

Steve confirmed that planting out had been completed despite being 4/5 days behind schedule due to the weather. They had suffered some minor vandalism at St Johns Churchyard but this had been rectified shortly after, as well as some plants being pulled out of tubs and baskets in King George Street, which had also been re-planted and tidied up. Almost all the tubs and baskets were now out, those remaining to be done were situated along Kingston and would be completed shortly. The crew were continuing to make progress with tidying up and weeding ready for judging.

Steve informed the Steering Group that Westfield Community Association were keen to get involved with the Yeovil in Bloom initiative and were having tubs planted out in that area.

Steve confirmed that with regards to Reckleford, they had tried something slightly different this year, in that from the traffic lights to the roundabout they had used baskets extensively along the central reservation barrier and felt this was a huge improvement.

Steve also informed the Steering Group that they may need to purchase additional troughs for next year as they had proved so popular. However, there had been a slight decrease in the take-up of baskets from local traders, particularly those in Middle Street, which reflects the local trend as opposed to the quality and exceptional value for money of the baskets. He was pleased to report that additional baskets had been provided to Pen Mill Hotel, Westfield Community Association and several traders in Glovers Walk.

Steve was pleased to also inform the Steering Group that the stainless steel planters, which had gone missing, had been anonymously returned to the Lufton Depot.

Lesley informed the Committee that with regards the sponsorship of roundabouts, Bunford Hollow had been the only one remaining and this had now been taken up by an international recruitment agency, Morson International.

Lesley had recently attended Newtown allotment site to give plants to the 'Time Out Together' plot and had taken photographs for the portfolio.

In answer to a query from a member of the Steering Group, Steve confirmed that over the last 5 or 6 years of the Yeovil in Bloom judging, the floral displays had always received excellent comments. However, the judges were also looking for advertising, marketing, sustainability, community involvement etc., and, as Lesley was guest judge in the next few weeks, it was hoped they would gain a better insight on what improvements could be made to achieve a higher score.

Liz said that Kenmore Drive had weeds on the grass verges and that the residents were happy to tackle these themselves if Steve could organise for the kerbsides to be cleared. Steve confirmed he would organise this as soon as possible.

## **RESOLVED**

that matters be noted.

## **5. JUDGING ROUTE**

Steve said that the Yeovil in Bloom judging would take place on 14 July at 2pm by a gentleman called Rod Pooley who runs a nursery in Bristol.

As time was limited, Steve and Lesley had picked out preliminary sites to visit, listed below, and asked for the comments of the Steering Group.

- Town House to South Street, King George Street, High Street, The Borough/Church Path, St Johns Churchyard, Quedam Shopping Centre, Glovers Walk, Lower Middle Street, Entertainments Area, Bond Street and back to the Town House.
- Pen Mill School
- Yeovil Recreation Ground
- Fiveways Resource Centre
- Sidney Gardens
- ASDA recycling centre, taking in Yeovil Cemetery
- Yeovil Crematorium, via Yeovil Landrover and Watermarque

- Western Avenue to take in Lynx roundabout, Westland Roundabout and Palmers roundabout
- Lysander Road to Rustywell Caravan Park; and
- Yeovil Country Park

Steve explained that in previous years they had been criticised for the lack of inclusion of sports facilities and had therefore decided to incorporate the Yeovil Recreation Ground in this year's tour. As all the schools entering the competition were of such a high standard, they felt it only fair to attend those on a rotational basis and this year would be Pen Mill School.

In response to a query, Sally confirmed that, at present, Preston School had said they would be entering the wheelbarrow competition.

Steve confirmed that cycleways would be pointed out during the tour and Lesley had also incorporated this within the portfolio.

Members were happy to agree the route as set out by Steve and Lesley.

### **RESOLVED**

- (1) that matters be noted; and
- (2) that the above outlined route be agreed.

## **6. ARRANGEMENTS FOR JUDGING DAY - 14 JULY 2008**

Sally confirmed that the Mayor, Councillor Wes Read and Town Crier would be in attendance to greet the judge.

Steve invited all Members of the Steering Group to also meet with the judge at 2pm on 14 July at the Town House.

### **RESOLVED**

- (1) that matters be noted; and
- (2) that all Members of the Steering Group be invited to attend the Town House to meet the Yeovil in Bloom judge.

## **7. ATTENDANCE AT SOUTH WEST IN BLOOM PRESENTATIONS 2008**

The Chairman informed the Committee that he had received a telephone call to invite the Mayor and Mayoress of Yeovil to the presentations in September. As yet no date had been forthcoming but it was anticipated to be Thursday 11 September.

Following a discussion it was confirmed the following wished to attend: Chairman, Steve Fox, Sally Bing, Lesley Jelleyman, Tony Rash and/or James Foster-Pegg, Alan Smith, Liz Pike, Manny Roper, 2 from Lufton Depot and an invitation also be extended to a representative from Rustywell Caravan Park.

## **RESOLVED**

(1) that the matters be noted;

(2) that the Mayor and Mayoress be invited to attend the South West in Bloom Presentations in Plymouth, upon confirmation of the date, as well as a representative of Rustywell Caravan Park.

## **8. FLOWER AND GARDENERS' MARKET**

Sally briefly outlined the arrangements made since the last meeting and confirmed that sponsorship had been received from The Gardens Group of £1,000 together with vouchers for the prize winners of £260. It was anticipated that sponsorship from the Town Centre Partnership would go towards the purchase of small shields to be presented to the prize winners.

She also confirmed that Brimsmore Gardens had booked two stalls for the event and had kindly offered to hold a plant surgery from their stalls.

In response to a query, Sally confirmed that gardening clubs and allotment societies in the area, had also been invited to attend the event.

A suggestion was made that the SSDC Resource Bus may be available to attend, as an additional item of interest.

## **RESOLVED**

(1) that the matters be noted; and

(2) that investigations be made into the attendance of the SSDC Resource Bus.

## **9. ANY OTHER BUSINESS**

The Chairman pointed out how lovely the display was looking in Bond Street and wished to thank all those involved for their hard work.

## **10. DATE OF NEXT MEETING**

### **RESOLVED**

that the next meeting take place on Monday 11 August at 4.30pm.

Chairman

## **CHRISTMAS LIGHTS**

Following on from the last meeting, discussions have taken place with the Town Centre Manager and the Technical Services Officer (SSDC) regarding the proposal to hold a Children's Christmas Lights Design Competition as part of this year's display.

The Town Centre Manager would co-ordinate the Competition and arrange for the suppliers of the Town's Christmas Lights to create an illuminated motif reproducing the winning design. The Town Centre Manager has indicated that all the costs involved would be met by the Town Centre Partnership.

The possibility of locating the winning design in Bond Street was raised at the last meeting. However, there is already a cross-street display in Bond Street, and it is felt that an additional crossing of the dimensions involved could detract from this display and reduce the impact of both motifs. Notwithstanding this consideration, there is a greater concern that it would be difficult to achieve the necessary statutory minimum height clearance for passing vehicles.

An alternative proposal would be to locate the winning design at the end of one of the wider displays in Middle Street. The display at the junction of Middle Street/Central Road has ample room to locate an additional two motifs of the proposed dimensions on the existing catenary wires. This solution would result in no additional infrastructure costs, and would ensure that the motifs would be displayed in a much more prominent area.

The Town Centre Manager has expressed his support for this alternative proposal and, given the additional scope, would seek to secure *two* winning designs.

The Committee is **RECOMMENDED** to note and support the above-outlined proposals.

*(Alan Tawse, Town Clerk – 01935 382424)*

## **COMMEMORATIVE PLAQUE**

Following on from the last meeting, further discussions have taken place with the Principal Trustee of the Night Shelter regarding their proposal to erect a commemorative plaque on the outside of the building in memory of the founder of the Shelter, Captain Peter Love who sadly passed away earlier this year.

It emerged that the Trustees were keen to arrange for the plaque to be erected at an early date, and they have now commissioned the plaque and arranged for its unveiling at a special ceremony and open day to be held on Friday 1 August. The Mayor and the Town Clerk have been invited to the event.

Whilst the Trustees have sufficient funding in place to meet the £220 cost of the plaque, they would welcome any contribution that the Town Council may wish to make towards its costs.

If this were supported, the cost could be met from an underspend of £516 in the Committee's Yeovil Country Park Fayre budget.

The Committee is **RECOMMENDED** to note the matter and to consider the possibility of contributing towards the costs of the plaque.

*(Alan Tawse, Town Clerk – 01935 382424)*

## **FLOWER AND GARDENERS' MARKET**

Preparation for the Flower and Gardeners' Market is ongoing, this year incorporating the first Flower and Vegetable Show to be held in the Methodist Church Hall.

We are delighted that The Garden's Group has agreed to be the main sponsors of the event once again, and appreciate the ongoing support. We are also grateful to the Town Centre Partnership for sponsorship of promotion and trophies for the Flower and Vegetable Show.

Unfortunately, the company we hired the gazebos from for the event last year are no longer in operation. We have therefore investigated costs of hiring the equipment from other companies, and discover the costs for this section of the event will be in the region of £3,000. This has used up a considerable amount of the budget, however due to the contributions mentioned above, the expenditure is currently within budget – please see attached.

It is **RECOMMENDED** that the matter be noted and the draft budget be supported.

*(Sally Bing, Assistant Town Clerk – 01935 382424)*

**Yeovil Flower and Gardeners' Market Income/Expenditure**

<u>Expenditure</u>	<b>Budget</b>	<b>Anticipated</b>
<b>Promotion and Marketing</b>		
Banner in Town Centre	200	200.00
Flier/Brochure	200	<i>Advertisement in Food Festival Flier - Gratis</i>
Advertising	250	250.00
Mail shot (postage)	50	70.00
<b>Competitions</b>		
Colouring Competition		<i>Sponsored by Entertainer</i>
Window Display Competition	100	100.00
<b>Flower and Vegetable Show</b>		
Hall	150	140.00
Ancillary	60	30.00
Prizes	200	200.00
<b>Market/Equipment Hire</b>		
Stall Hire	1100	3000.00
Table Hire	50	<i>Included with stall hire</i>
Chair Hire	100	<i>Included with stall hire</i>
<b>Other</b>		
First Aiders	130	120.00
Skip		
Road Closure		
Childrens' Entertainment	500	510.00
Contingencies	160	160.00
<b>Total Expenditure</b>	<b>3250</b>	<b>4780.00</b>
<b>Income</b>		
Sponsorship	1500	1500.00
Market Stalls	150	180.00
Advertising		
<b>Total Income</b>	<b>1650</b>	<b>1680.00</b>
<b>Cost to Town Council</b>	<b><u>1600</u></b>	<b><u>3100.00</u></b>

**Sponsorship in Kind**

Vouchers for 1st Prize Winners of Show	260	The Garden's Group
Car Parking at Quedam for Show	120	The Quedam
Trophy for Children's Class in Show		David Recardo

## **FEEDBACK: STALL AT SSDC'S COUNTRY PARK FAYRE**

Unfortunately, due to rain all day, the Country Park Fayre organised by the District Council in May was not as well attended as it had been the previous year.

The Town Council stall was visited by approximately 50 people throughout the day until the organisers suggested we pack up just after 2pm. The gazebo purchased with the underspend in the budget last year was very welcome shelter from the rain and children were able to enjoy the activities despite the bad weather. Many potted a pumpkin seed and were encouraged to bring their pumpkin to the competition at the Flower and Gardeners' Market in September. The stall also provided the opportunity to promote Town Council activities including allotments (which are now fully let), Yeovil in Bloom, Sunningdale Doorstep Green and Breathing Spaces. An interview with Somerset Sound took place in the morning, promoting the Town Council and the Flower and Gardeners' Market in September.

It is **RECOMMENDED** that the matter be noted and the Committee considers supporting attendance at the District Council's County Park Fayre, should it take place again next year.

*(Sally Bing, Assistant Town Clerk – 01935 382424)*