



Yeovil Town Council

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Promotions and Activities Committee

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

The Time... **7.00pm**

The Date... **Tuesday 11 March 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

4 March 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 9 January 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 Wednesday 4 February 2008 (Minutes attached at pages 3 to 8).

6. **YEOVIL IN BLOOM UPDATE**

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

7. **YEOVIL FLOWER AND GARDENERS' MARKET**

To consider the report by the Assistant Town Clerk attached at page 9.

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

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

9. **BEST VALUE**

To consider a report by the Town Clerk attached at pages 10 to 11.

10. **FINANCIAL STATEMENT FOR PERIOD DECEMBER 2007 AND JANUARY 2008**

To receive the Financial Statement for the period 1 December 2007 to 31 January 2008. See attached Financial Statement at pages 12 to 17.

EXCLUSION OF PRESS AND PUBLIC

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

11. YEOVIL IN BLOOM - SPONSORSHIP OF ROUNDTABOUTS

(Confidential report circulated to Members and Officers only).

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 4 February 2008**

(6.00 pm to 7.40pm)

Present:

David Recardo – Chairman
Alan Smith (SSDC Representative) (arrived 6.05pm)
Mary Bramwell – Representative Yeovil Rotary Club
Ian Budd – Town Centre Manager
Steve Fox – Landscape Officer, SSDC
Ian Martin – Yeovil Town Council
Liz Pike – Kenmore Drive Residents' Association
Manny Roper – Chairman of Yeovil Allotment Tenants Working Group
Alan Tawse – Town Clerk
Sally Bing – Assistant Town Clerk

1. MINUTES

The Minutes of the previous meeting held on 28 November 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 Lesley Jelleyman.

3. CORRESPONDENCE

There were no items of correspondence.

4. YEOVIL IN BLOOM

Steve updated the Steering Group on the work being carried out on key sites around the town and explained that the spring bedding was now starting to flower.

In answer to a query from a member of the group, Steve stated that whilst spring flowering baskets were offered to traders, very few were requested.

The Steering Group was informed that one of the baskets in Middle Street would be removed by Wessex Water in the near future, due to their requirement to rectify a leak underground. Steve assured the Steering Group he would make sure that the basket is properly reinstated.

Steve shared with the Steering Group the ideas and drawings for the flower beds and roundabouts around the town for summer 2008 (a list of key plants and over-

view/style on each site is attached to these minutes and drawings are available from the Assistant Town Clerk on request).

A question was raised regarding the Ilchester Roundabout, as the jumping horse required pruning back to its original shape and Steve confirmed that this work was imminent.

The Chairman, noting that Steve would be attending a South West in Bloom Seminar later in the week asked whether there would be any changes to the designs following that seminar if information and guidance provided at the seminar could be incorporated into the scheme for 2008. Steve confirmed that the designs could be adjusted should the seminar provide any indication of a theme or guidance for extra points in the competition.

In answer to a question from Manny, Steve explained that the physical framework of the ASDA roundabout would be tidied up before planting this year.

Liz suggested that Kenmore Drive Residents' Association could grow something and asked whether this would help the competition.

The Chairman suggested that these ideas could be discussed at the next meeting as the South West in Bloom Seminar would have taken place by then.

With regard to the neighbourhood schemes, Steve explained that there would be more entrants this year than last year as Lesley had worked with residents in cul-de-sacs in the town to encourage them to participate. Ian Budd suggested that Westfield also be approached via Natalie Ross in SSDC.

Liz explained that when she had attended the presentations at St Ives in 2007 she had been given daffodil bulbs to plant out. Kenmore Drive Residents' Association had planted the bulbs in the tubs they had used last summer and suggested that she could take photographs of the tubs for inclusion in the portfolio.

Alan Tawse explained that Sunningdale Doorstep Green was almost at conclusion and the seats which had been designed with the input from local schools were soon to be installed. He explained that the blacksmith who made them incorporated the designs into the seats and recommended that the Steering Group attend site to have a look. He further explained that tree planting would take place with the help of school children from Pen Mill and St Gilda's as they had contributed to the design of the seats.

RESOLVED

- (1) that the matters be noted;
- (2) that the designs put forward by Steve be supported subject to changes as a result of information and guidance at the Seminar on 7 February;
- (3) that Westfield be approached regarding neighbourhood schemes via Natalie Ross at SSDC.

5. YEOVIL IN BLOOM MARKETING UPDATE

RESOLVED

that the matter be deferred to the next meeting.

6. YEOVIL IN BLOOM SPONSORSHIP OF ROUNDABOUTS

The Committee considered a report by the Town Clerk detailing the tenders for sponsorship of the five roundabouts which were up for renewal at the end of March.

It was explained that the primary purpose of the sponsorship arrangements were to raise revenue for the Yeovil in Bloom initiative whilst at the same time providing an advertising opportunity for interested organisations.

The Chairman noted the success of achieving £16,623 sponsorship over the forthcoming three years which represented an increase of 20% and asked whether this sum would be absorbed into the existing Yeovil in Bloom budget or whether the initiative would benefit from increased revenue via sponsorship.

Steve explained that the Yeovil in Bloom budget is separately identified and the income generated via this sponsorship was slightly more than had been anticipated in the budget. He further explained that the extra sponsorship income would not be absorbed by the overall budget but would benefit the initiative.

The Town Clerk added that it was good news that the sponsorship income would be more than had been anticipated in the budget and suggested that the extra income be used to help offset the cost of holding the South West in Bloom awards in Yeovil in 2009.

The recommendation by the Town Clerk set out in the report was supported, particularly as the Allotment Tenants Working Group were keen to further develop the Western Avenue/Stourton Way roundabout with an allotment display.

RESOLVED

- (1) that the matters be noted;
- (2) that the recommendation by the Town Clerk to accept the highlighted bids (totalling £16,623) over three years, be supported and referred to the Promotions and Activities Committee for approval; and
- (3) that the Steering Group support the recommendation that the Western Avenue/Stourton Way roundabout be allocated in 2008 for the provision of a display by the Allotment Tenants Working Group and expressions of interest for the sponsorship of this roundabout be invited next year, along with any others due for renewal.

7. YEOVIL IN BLOOM SUGGESTIONS FOR FORTHCOMING YEAR

Ian Budd suggested that improvements be made to the wasteland immediately beneath the large poster board adjacent to 80 South Street.

Discussion regarding the ownership of the piece of land took place and it was suggested that if it was privately owned, the owners be contacted to propose that Yeovil Town Centre Partnership and Yeovil Vision jointly sponsor improvements to the piece of land.

The Chairman stated that the baskets down the middle of the dual carriageways were very successful last year but requested that they be stepped slightly back from the pedestrian crossings in future to ensure visibility and safety. He also suggested that schools be encouraged to plant up wheelbarrows to be brought to the Yeovil in Bloom gardening competition presentations on 13 September 2008.

RESOLVED

- (1) that the matters be noted;
- (2) that the possibility of improving the section of land immediately adjacent to 80 South Street and below the poster board, be further investigated;
- (3) that the baskets down the middle of the dual carriageway be stepped slightly back from the pedestrian crossing to ensure visibility and safety; and
- (4) that local schools be encouraged to plant up wheelbarrows and bring them to the Yeovil in Bloom gardening competition presentations on 13 September 2008 for judging.

8. SOUTH WEST IN BLOOM PRESENTATIONS 2009

The Chairman stated that the hosting of the South West in Bloom Presentations in Yeovil in 2009 had been supported by the Promotions and Activities Committee and the Assistant Town Clerk added that the bus tours "roundabout tours" suggested were supported subject to availability of funding.

RESOLVED

that the matters be noted and further discussed when the South West in Bloom Committee have decided on a date for the South West in Bloom Presentations in 2009.

9. YEOVIL FLOWER AND GARDENERS' MARKET

The Assistant Town Clerk explained the outline of the event: a gardening themed market in Lower Middle Street, the Yeovil in Bloom gardening competition presentations in the Entertainment area, the band playing in the Entertainment area in the morning, and a vegetable/flower show/competition in the Methodist Church Hall which had already been booked.

She further stated that a meeting was planned with The Gardens Group (Brimsmore) later in February to discuss the involvement of the garden centre as a sponsor in the event for 2008 and that further discussions were required with

the Yeovil Town Centre Partnership regarding their level of involvement in the event.

Sally informed the Steering Group that the Promotions and Activities Committee had supported a vegetable/flower competition/show in the Methodist Church Hall and had requested that the Steering Group decide whether the event be a competition or a show. The Promotions and Activities Committee had also supported the sale of the produce at the end of the day, with the proceeds going to a suitable charity.

It was also stated that the Promotions and Activities Committee were not keen to see the re-occurrence of the Gardeners' Question Time as part of the event in 2008 and it was therefore suggested that a plant surgery be included as a stall in the market instead.

Further suggestions included a sunflower competition to see who could grow the biggest sunflower head and bring it along to be judged on the day, a scarecrow competition and a sunflower competition where a flower is grown at the nursery and the competition is to guess the number of seeds in the flower head.

Further discussions took place regarding the vegetable/flower show in the church hall and it was agreed that a competition should be arranged rather than just a show.

Judging of the entrants was further discussed and the Chairman proposed that Manny be asked to judge the competition. Manny stated that he might like to enter the competition but would be happy to find a judge on behalf of the Steering Group.

RESOLVED

(1) that the matters be noted;

(2) that the following ideas be supported:

- the inclusion of a plant surgery instead of Gardeners' Question Time
- a sunflower competition to produce the biggest head of a sunflower
- a competition to guess the number of seeds of a sunflower grown by Lufton Nursery
- that the vegetable/flower show be a competition rather than just a show;

(3) that the possibility of holding a scarecrow competition be further investigated;

(4) that Manny be asked to find a judge for the vegetable/flower competition on behalf of the Steering Group.

10. ANY OTHER BUSINESS

Steve informed the Steering Group that Lesley had entered a picture into the Amberol photograph competition and won a prize of a £50 voucher for the Yeovil in Bloom initiative.

With regard to the In Bloom entry for schools, Steve explained that Westfield and Parcroft would be merging together this year so there would potentially be two

fewer schools in the competition. He added that he had been asked to assist in the design of the entrance beds to the new Parcroft School.

RESOLVED

that the matter be noted.

11. DATE OF NEXT MEETING

RESOLVED

that the next meeting take place on Monday 3 March at 5.45pm.

Chairman

SB/JW
08/02/08

7. **YEOVIL FLOWER AND GARDENERS' MARKET**

Following consideration of ideas at the last meeting of the Promotions and Activities Committee, the Yeovil in Bloom Flower Show Steering Group confirmed that a flower and vegetable competition will be held at the Flower Show in September. Manny Roper was asked to find a judge for the competition.

The Allotment Tenants Working Group was approached regarding the competition and the Group has nominated a representative, Dave Cunningham, to join the steering group.

Further suggestions for the event included a plant surgery to be included as a stall in the market, a sunflower competition (the biggest sunflower head), a scarecrow competition, a competition to guess the number of seeds in the head of a sunflower (grown by Lufton), and a competition to plant up a wheelbarrow to be judged at the Gardeners' Market.

The views of the Committee are requested.

(Sally Bing – Assistant Town Clerk, 01935 382424)

9. **BEST VALUE**

Unlike their county and district counterparts, town councils are free to choose their own performance indicators. These play an important part in the Best Value process, as they are the yardsticks by which the targets set are measured.

To make sure indicators chosen give a balanced view of performance, the Government has suggested using five dimensions of performance:

- Strategic Objectives
- Cost/Efficiency
- Service Delivery Outcomes
- Quality
- Fair Access

The Council has set corporate health performance indicators as well as setting additional ones for each service. The Policy, Resources and Finance Committee has adopted a list of corporate performance indicators compiled from the mandatory list that all principal councils must adopt.

Service related indicators are just as important. The Council has agreed that these are best chosen by the Service Committees - who are already responsible for monitoring and reviewing the services within their purview. Last year, all the Service Committees were asked to put forward a performance indicator for each of the major services/functions under their control and their achievements have been reported during the current cycle of meetings.

Two of the main activities managed by the Committee are the Yeovil in Bloom initiative and the provision of Festive Lights.

Yeovil in Bloom

The Yeovil in Bloom displays form an important part of the Town Council's contribution to the enhancement of Yeovil, and it has been agreed that a survey be carried out, at an appropriate time, of people's views on the attractiveness of this Year's display.

Last year, the Committee set itself a target of achieving 80% satisfaction rate with the Yeovil in Bloom displays.

A random survey was carried out in the Town last August and September, which showed that 94% of people were satisfied with the displays.

This highly commendable result reflected the hard work of all of those involved with the initiative, and the Town's success in securing a further silver gilt award in the Regional Britain in Bloom competition.

It is **RECOMMENDED** that the Committee notes this achievement and sets the same customer satisfaction target for this year's displays.

Christmas Lights

The *quality* of service provision is also important in this area of activity in which the Town Council takes a leading role. The attractiveness and enjoyment of this initiative is largely judged by the public's perception of how well the displays are designed and maintained.

Last year, the Committee set itself a similar target of achieving 80% satisfaction rate with the Christmas Light displays.

In December 2006, a random survey was carried out in the Town, which showed that a highly creditable 91% of people were satisfied with the displays.

It is **RECOMMENDED** that the Committee notes this achievement and sets the same customer satisfaction target for this year's displays.

(Alan Tawse, Town Clerk - 01935 382424)