

## YEOVIL TOWN COUNCIL

**MINUTES** of a meeting of the **PROMOTIONS AND ACTIVITIES COMMITTEE** held in the Town House, 19 Union Street, Yeovil on **Tuesday 11 March 2008**.

(7.00pm to 7.40pm)

### **Present:**

Ian Martin – Chairman  
Dave Gooding  
John Grana  
Wes Read

### **Also Present:**

David Recardo – East Ward Member  
Sally Bing – Assistant Town Clerk

## **PUBLIC COMMENT**

There were no comments from members of the public.

### 7/61 **MINUTES**

The Minutes of the previous meeting held on 15 January 2008, copies of which had been circulated, were approved as a correct record and signed by the Chairman.

### 7/62 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from John Cruddas, Tony Fife, Simon Hester, Pat Martin, Tom Parsley and Alan Smith.

Apologies for absence were also received from Ian Budd, Town Centre Manager.

### 7/63 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

### 7/64 **CORRESPONDENCE**

There were no items of Correspondence.

### 7/65 **YEOVIL IN BLOOM AND YEOVIL FLOWER AND GARDENERS' MARKET STEERING GROUP MINUTES**

The Committee considered the Minutes of the meeting of the Yeovil in Bloom Gardeners' Market Steering Group held on Wednesday 4 February 2008 (Agenda item 5 refers).

## **RESOLVED**

- (1) that the Minutes be noted;

### **7/66 YEOVIL IN BLOOM UPDATE**

Steve Fox updated the Committee on the discussion that had taken place at the last Yeovil in Bloom Flower and Gardeners' Market Steering Group Meeting and referred to a query regarding the supply of spring baskets. He explained to the Committee that spring baskets were supplied to business premises but only a few requests were received.

Steve informed the Committee that due to a water leak in Middle Street the Yeovil in Bloom display outside Primark would need to be removed in the near future to enable Wessex Water to access the road were the leak had occurred. He assured the Committee that the display would be reinstated to the same standard and that he was on standby to help if and when necessary.

The Yeovil in Bloom Steering Group had requested that Steve be prepared to alter the summer bedding plans following attendance at a South West in Bloom seminar in February should the seminar provide information which would indicate ways to achieve higher points in the forthcoming year. Steve explained that no such information had been provided and there were no announcements of discretionary awards, so there was no necessity to alter the bedding plans which had been presented to the Steering Group on the 4 February.

The Committee was informed that the jumping horse on Ilchester roundabout was due to be trimmed back to its original shape in the very near future and that the physical frame work of the flower beds on the Asda roundabout would be tidied up before planting out in 2008. He explained that this work had been delayed due to the imminent enlargement of the roundabout over the past few years, however it was now time for the work to go ahead regardless.

With regard to neighbourhood schemes Steve explained that Kenmore Drive Residents Association would be growing their own plants to assist in their neighbourhood scheme entry and also the overall competition and that Westfield Community Action Group would have significant involvement in Yeovil in Bloom in 2008.

Steve summarised the excellent work that had taken place at Sunningdale Doorstep Green and referred also to the sponsorship of roundabouts and the Flower and Gardeners' Market both of which would be discussed later on in the meeting.

A suggestion had been made to approach the owners of a small parcel of wasteland adjacent to 80 South Street with a view to jointly funding improvements to the area and Steve confirmed that matters were progressing.

Steve explained that there would be a small reduction in the involvement of schools in the forthcoming year as Westfield and Parcroft would be merging together in the near future so there would be potentially 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.

Steve also informed the Committee that Lesley had entered a photograph of one of Yeovil's baskets into the amberol photograph Competition and had achieved a prize of a £50.00 voucher for the Yeovil in Bloom initiative. He explained that the picture and also a photograph of a Yeovil bedding display would appear in future publicity brochures for amberol.

### **RESOLVED**

that the matters be noted.

#### **7/67 YEOVIL FLOWER AND GARDENERS' MARKET**

The Committee considered the report by the Assistant Town Clerk (Agenda item 7 refers) and David Recardo added that the idea of the wheelbarrow competition was to approach the schools and ask them to plant up a wheelbarrow that could then be transported to someone's home to be looked after during the summer holidays and wheeled to the Flower Show in September for judging.

### **RESOLVED**

(1) that the matters be noted; and

(2) that the suggestions for the event including a plant surgery, a sunflower competition (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 Flower and Gardeners' Market be supported.

#### **7/68 TOWN CENTRE MANAGER'S REPORT**

Unfortunately the Town Centre Manager was unable to attend the meeting so the report was deferred to the next meeting of the Promotion and Activities Committee.

#### **7/69 BEST VALUE**

The Committee considered the report by the Town Clerk (Agenda item 9 refers) and discussion took place regarding the number of responses used to generate the percentage figures within the report. The Assistant Town Clerk explained that over 100 responses were achieved for each consultation process and concern was raised that this was an insufficient number to create a snap shot of the general feelings of all residents in the Yeovil area. Whilst it was recognised that the results represented a purely random sample, it was agreed to attempt to find a way of increasing the size of the poll.

### **RESOLVED**

(1) that the Committee noted the achievement of 94% satisfaction rate with the 2007 Yeovil in Bloom Displays and the Town's success in securing a Silver Gilt Award in the Regional Britain in Bloom Competition and agreed to set the same customer service satisfaction rate for the forthcoming year; and

(2) that the Committee noted the achievement of 91% satisfaction rate with the 2007 Christmas Light Displays and agreed to set the same customer satisfaction target for the 2008 display.

7/70 **FINANCIAL STATEMENT FOR PERIOD DECEMBER 2007 AND JANUARY 2008**

The Committee considered the report of the Finance Administrator (Agenda item 10 refers) for 1 December to 31 January 2008.

**RESOLVED**

that the Financial Statement for the months December 2007 and January 2008 be noted.

**PUBLIC COMMENT**

There were no comments from members of the public.

7/71 **EXCLUSION OF PRESS AND PUBLIC**

**RESOLVED**

that the press and public be excluded 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.

7/72 **YEOVIL IN BLOOM - SPONSORSHIP OF ROUNDABOUTS**

**RESOLVED**

(1) that the matters be noted; and

(2) that the recommendation by the Town Clerk to accept the highlighted bids (totalling £16,623) over three years be supported.

Chairman