

Yeovil Town Council



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Promotions and Activities Committee

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

The Time... **7.00pm**

The Date... **Tuesday 16 March 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

10 March 2010

Please contact Sarah Hunt at the Town House for more information about this meeting

To All Members of the Promotions and Activities
Committee:

Philip Chandler (Ex-officio)

Tony Fife

Dave Gooding (Vice-Chairman)

Ruth Kendall

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 meeting held on 12 January 2010.

2. **APOLOGIES FOR ABSENCE**

3. **DECLARATIONS OF INTEREST**

4. **CORRESPONDENCE**

5. **SSVCA CHARITIES FAIR**

Becky Britten of the South Somerset Association for Voluntary and Community Action Ltd has been invited to the meeting to discuss the possibility of holding a Charities Fair in Yeovil.

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

To consider the Minutes of the meeting of the Yeovil in Bloom Steering Group held on 15 February (See attached at pages 2 to 11).

7. **YEOVIL IN BLOOM**

To receive an oral update from the Landscape Officer.

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

To consider the report by the Assistant Town Clerk attached at page 12.

9. **GO YEOVIL! INITIATIVE**

To note a report by the Town Clerk attached at pages 12 to 17.

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

To consider the Financial Statement for the period 1 December to 31 January 2010 attached at pages 18 to 23.

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 15 February 2010**

(4.30pm to 5.50pm)

Present:

David Recardo - Chairman
Steve Fox – SSDC
Richard Griffith - Viridor Waste Management
John Horsey – Yeovil College
Wes Read
Manny Roper
Alan Smith

Also Present:

Sarah Hunt - Assistant Town Clerk
Jackie Wilkins – Office Administrator

1. MINUTES

The Minutes of the previous meeting held on 9 December 2009 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 – JUDGING CRITERIA 2010 – VISIT TO ROSEMOOR

Steve Fox briefly outlined a visit that he, David Recardo and Lesley Jelleyman had made to a South West in Bloom seminar at Rosemoor.

He explained that there were several key issues, the first being the value of In Bloom. This, he said, could be partly measured in terms of sponsorship, traders baskets, schools and community groups' involvement, satisfaction surveys, however, issues such as pride, feel good factor for those living in the town or those visiting the town and the economic value gained through tourism, could not be measured.

He went on to say that the seminar had had two guest speakers, the first being Jeff Bates – Chairman of East Midlands In Bloom, who had given examples that they had put in place which is very much neighbourhood orientated. The second speaker was Mary Payne MBCE who was a great advocate of sustainable planting and extremely keen on prairie planting (Appendix A).

Steve explained to the Steering Group that whilst the prairie planting was environmentally and ecologically friendly, it was better suited to larger scale

planting and, following a query, he confirmed that, if used, the planting wouldn't be at its best at judging time.

Following a brief discussion, it was suggested that perhaps Prairie planting could be used at Ninesprings and the Red House roundabout. Steve undertook to investigate these possibilities further.

Steve went on to explain that the main change to the judging criteria was within the neighbourhood category and briefly ran through those changes (see Appendix B).

He said that there had been some discussion by the RHS as to whether schools should be included within the neighbourhood category as they are not 100% community accessible but he would report their findings to a future meeting.

AGREED

that the matters be noted.

5. YEOVIL IN BLOOM – UPDATE ON PREPARATIONS FOR 2010

Steve briefly updated the Steering Group and said that the plants had been ordered for the summer and that preparations were well underway. The team were now working on Sidney Gardens and that further plants were being looked at for the sensory garden, in consultation with the residents group.

Steve went on to say that Lesley Jolleyman had contacted traders and preparations for the newsletter were in hand.

He also said that he had had a meeting with David Mills of the Quedam Centre and had secured further monies for additional tubs at the top of the escalator and was hoping to involve school children or an adult community group in their planting up.

He also went on to say that the Princes Street Stage 2 development (underpass end/Park Road) was progressing.

Steve said that lamp column testing was due again and that despite having provided 50% funding previously, Somerset County Council were not in a position to provide any funding.

The Steering Group felt that if new lamp columns were being put in, the Group should be contacted as to possible funding for better quality columns that would in the long term be more cost effective.

Following a query, Steve confirmed that the sponsorship of lamp columns was not out of the question and that consideration could be given as to how to acknowledge their sponsorship.

AGREED

that the matters be noted.

6. YEOVIL IN BLOOM LOGO COMPETITION

Sarah Hunt explained that both she and Lesley had met with Camilla of Yeovil College. They had expressed the Steering Group's liking of her initial designs and discussed the need for the sketches to be refined. Unfortunately, due to other commitments Camilla had been unable to get the drawings to Sarah in advance of the meeting. Sarah undertook to forward the drawings onto the Steering Group once received.

AGREED

that the matters be noted.

7. 2010 SEPTEMBER MARKET

Sarah confirmed she had been trying to agree a date in conjunction with the Town Centre Manager who was attempting to secure the farmers market on a Saturday in September. As yet she had received no confirmation and, following a brief discussion, the Steering Group felt it was time to finalise a date and agreed that Saturday 11 September should be set.

She confirmed that the Camera Clubs in and around the area had been contacted with regards participating in the photographic competition 'Field to Plate' and that she had contacted James Foster-Pegg as to sponsorship and was awaiting his response.

Sarah also queried whether stallholders should be charged an additional fee for the use of gazebos and this was agreed to be discussed at a later date.

Sarah sought clarification as to the name of the day, as there had been various names bandied about, and the Steering Group agreed that it should continue to be known as the Flower and Gardeners' Market.

AGREED

- (1) that the matters be noted; and
- (2) that the September market continue to be known as the Flower and Gardeners' Market.

8. ANY OTHER BUSINESS

- (a) Richard Griffith showed the Steering Group a calendar that they had produced following their donation of compost to over 50 schools and they in turn keeping a scrapbook of photographs.

Richard was keen for Viridor to become involved in the area and requested that he be put in touch with allotment associations to promote Revive.

Steve confirmed that he had always been delighted with Revive and had used it extensively in bedding.

- (b) Steve informed the Steering Group that they were organising a South West in Bloom painting competition for schools and Lesley was in the process of sending this out.
- (c) Steve also said about the possibility of a Facebook page to promote Yeovil in Bloom. This may help to promote the younger generation's involvement and suggested that the Youth Council may be approached as well.
- (d) Wes Read queried whether it was possible to use the chairs at Monmouth Hall for use on the day of the Flower and Gardeners' Market and Sarah confirmed she would look into the availability.

AGREED

- (1) that the above matters be noted;
- (2) that Sarah forward Jon Trevett's contact details to Richard.

9. DATE OF NEXT MEETING

RESOLVED

that the next meeting take place on Monday 12 April 2010 at 4.30pm.

Chairman

JW
17/02/10

Sustainable planting for a perennial future

<i>How long it takes to maintain 100 sq.m.</i>	Hours / year
Lawn	52
Bedding	45
Herbaceous border	43
Rock Garden	35
Mixed border	33
Shrubs	30
Shrubs with ground cover	12
Perennials and grasses (prairie style)	6

Comparison of planting styles

Seasonal Bedding

Advantages - instant colour over a long season and relatively low plant costs

Disadvantages – high density planting takes time, twice yearly change of plants.

Occasional weeds very obvious.

Permanent planting of grasses and perennials

Advantages – One off planting at a reduced density means less labour input. Lower carbon footprint regarding plant production costs. Seed heads are good for wildlife. Less prone to vandalism.

Disadvantages - More training required and slower to establish

Shrubs

Advantages – acceptable for roadside banks. Suitable for “moronic” pruning. Good cover for wildlife depending on species used

Disadvantages – Little variation in form. Lack of colour over prolonged season.

Shrubs ground cover

Advantages - More contrast in texture. Less prone to moronic pruning

Disadvantages - Low ground cover prone to weed invasion

Considerations prior to planting

Site preparation - Must be free from perennial weeds and add organic matter as it your last chance

Post planting - water if necessary & mulch with 5cm bark / wood chip

Plant selection

Must be long lived and not require staking or dead heading. Select those showing tolerance or resistance to pests and disease e.g. Avoid Michaelmas Daisies that are prone to mildew and use the New England Asters or *Aster x frikartii* instead. Plants should not require regular lifting and splitting.

Post planting

Mulch to a minimum depth of 5cms with bark chip to prevent weed seed germination and retain moisture. Water to establish plants if necessary.

Examples of plants found to be long lived (20-25 years) suitable for woodland conditions.

Astilbe chinensis, *Vinca minor*, *Epimedium*, Ferns, *Symphytum*, *Helleborus*

Examples of plants found to be long lived (20-25 years) suitable for woodland edge conditions (light shade)

Geranium macrorrhizum, *Hemerocallis*, *Pulmonaria*, *Ligularia*, *Brunnera*, *Lamium orvala*

Examples of plants found to be long lived (20-25 years) suitable for open ground conditions (sunny)

Erica carnea, *Phlomis russeliana*, *paeonia*, *Persicaria amplexicaulis* and *P. affine*, *Bergenia*, *Aconitum*, *Hemerocallis*, *Miscanthus*, *Anemone x hybrida* Cvs

[Hansen & Stahl - Perennials and their garden habitats - Camb. University Press - 1993]

What to grasses have to offer?

Aesthetic qualities of – light reflection (*Stipa gigantea*), many have a strong vertical line (*Calamagrostis x acutifolia* 'Karl Foerster') and almost constant movement (*Molinia* 'Transparent')

Foliage effects – colour, autumn tints & winter interest but little variation in form.

Sesleria autumnalis (lime green) *Calamagrostis x acutiflora* 'Overdam' (variegated), *Miscanthus sinensis* 'China' (autumn tints)

Flower interest – not very varied form but valuable winter effect. Limited muted colour palette but they appear to absorb colour from adjacent colourful perennials.

What do perennials have to offer?

Flower interest – intense colour, considerable variation in inflorescence form (spikes, buttons, curtains, daisies, plumes), some winter interest from seedheads

Foliage effects – plenty of choice of colour & form. Good autumnal tints but limited winter interest except for evergreen perennials such as *Bergenia* and hellebores

Plant combinations

A combination of BOLD, FEATHERY and SPIKY always makes for a pleasing combination e.g. *Iris sibirica* (spiky foliage), *Astilbe* (feathery foliage and flowers) and *Hosta* (bold foliage)

Using grasses and perennials

Grasses on their own lack variety of form and look boring- they come to life when combined with the more intense flower colour of perennials. Adding autumn foliage shrubs and coloured stems will enhance late autumn & winter interest e.g. *Cornus sanguinea* 'Midwinter Fire'

Bold blocks of one plant look more formal than random plant positioning.

Mary Payne, 2 Old Tarnwell, Stanton Drew, Bristol BS39 4EA
01275 333146 maryjpayne@yahoo.co.uk

RHS It's Your Neighbourhood Workshop Overview of Changes

RHS It's Your Neighbourhood is the improved Neighbourhood Awards.

All previous Neighbourhood Awards participants should have no difficulty switching over to RHS It's Your Neighbourhood, in fact they will probably find it to be much clearer.

Name

RHS It's Your Neighbourhood

Optional strapline: A Britain in Bloom Campaign

Definition of a "Neighbourhood"

Neighbourhood participants must be:

- A group
- Hands on
- Involved in community gardening
- Representative of the community and/or getting input from the community
- Benefitting the community
- Volunteer-led
- Sustainable over time
- Owned by the community and with the community responsible for the work

The core pillars

In priority order the 3 core pillars of RHS It's Your Neighbourhood are:

Community Participation
Environmental Responsibility
Gardening Achievement

Time Limit

Previously it was stated that a group could participate in Neighbourhood Awards for 3 years; there is no time limit to participation in RHS It's Your Neighbourhood and groups may participate for as long as they find it useful to do so.

Support

A managed mentoring programme for RHS It's your Neighbourhood participants is highly recommended. Mentors can be a judge, a region/nation committee member, a member of a Bloom group, or an experienced Neighbourhood project (the same person could be a mentor and an assessor to a group since the campaign is non-competitive). Mentoring can be done at a distance via phone and e-mail

Levels of Achievement

RHS It's Your Neighbourhood has 5 levels of achievement (instead of 3) and they are:

Level 1: Establishing

- Level 2: Improving
- Level 3: Developing
- Level 4: Thriving
- Level 5: Outstanding

Each level will be represented using the RHS tree from the logo (i.e. one tree for level 1, two trees for level 2 etc.)

The move to five levels is to allow:

- a genuine starting point for groups completely new to community gardening
- more opportunities for progression (since groups will now stay longer than 3 years) and a more gradual progression
- additional and more accurate recognition of achievements

See next section for additional information about recognition.

Additional Recognition within RHS It's Your Neighbourhood

When the Neighbourhood Awards was initially created it was thought that these groups would be the starting point for new "in Bloom" entries and that therefore there would be built-in progression and opportunity for additional recognition. The past three years have shown that for the majority of groups this is not the case.

As explained above, the five levels already add more opportunities for progression and recognition but it was felt that there should be something further to provide an extra bit of motivation to those groups at the top who are not quite ready to progress out of RHS It's Your Neighbourhood and thus a National Certificate of Distinction has been created.

The criteria for the **National Certificate of Distinction** are:

- The certificate will be presented the year after the year in which the group had excelled
- The group must still be registered and active when the certificate is presented
- The group must have been a registered participant for at least 2 years
- They will have had a consistently high level of achievement
- The certificate can only be awarded to a particular group/project once
- The group needs to have shown some evidence of outreach and/or impact on other areas/projects
- The selection of the candidate will be at the Region/Nation's discretion and each region/nation can present one candidate each year
- The candidate will be given 2 tickets to attend the Britain in Bloom Finals Awards ceremony; if they cannot attend their certificate will be presented to them at their region/nation's ceremony

The process for awarding the National Certificate of Distinction is:

- Nominations for the IYN National Certificate of Distinction will be given to The RHS at the same time as Finalist Nominations (deadline in 2010 is 1 October)
- Regions/Nations can inform nominees of their status as a nominee as long as they make it clear the following year's results will determine whether or not they receive the certificate (in other words a nomination does not automatically mean they have been awarded the certificate)
- The absolute latest deadline for confirmation of certificate recipients is 15 August; regions/nations can confirm earlier if they like
- Regions/Nations should tell their nominees whether or not they have been successful so that they can make arrangements to attend the Britain in Bloom Awards Ceremony OR so that arrangements can be made for the

presentation of the NCD at their region/nation's ceremony

Progression beyond RHS It's Your Neighbourhood

It was felt that in addition to limited progression within the old Neighbourhood Awards, there was also a lack of clarity about what options there were for those groups who were ready to progress to a greater challenge. It was agreed that there are several options for such groups and that these would need to be specifically and explicitly outlined in the information provided to participants.

The options are:

- become a mentor for other IYN groups in their area who are just starting out
- progress into "in Bloom" in their region/nation in the category which corresponds to their group (i.e. Urban Community etc.) IF there is a match
- if there is not a match in the "in Bloom" categories for the group on its own, they could join with other IYN groups in the area to form an "in Bloom" entry

Assessment

It was agreed that since RHS It's Your Neighbourhood is not competitive that the terminology should be more in keeping with that ethos. Therefore we will now use the term Assessment instead of Judging and Assessor instead of Judge.

Assessors

- only one assessor is required for IYN assessments
- Regions/Nations may use "local" assessors and these local assessors may be: volunteers from the local Bloom group, from the local council, volunteers from nearby expert IYN groups (expert = having achieved the top level for at least 2 years)
- Where regions/nations are using local assessors all results must be sent to the region/nation for moderation
- Regions/nations should invite local assessors to any judges' training or other seminars they offer
- The role of an assessor is akin to that of a mentor and the primary objectives of the assessment are providing constructive feedback and encouragement and benchmarking groups/projects within the 5 levels, NOT judging

Assessment

The 3 core pillars form the 3 sections of the assessment and are weighted as follows:

- Community Participation - 40%
- Environmental Responsibility - 30%
- Gardening Achievement - 30%

A total number of marks will be allocated to each section.

There are no suggested number of marks attached to the items listed within each section on the marking sheet; it is simply a list of things that groups could/should be doing in that area

Assessors will give marks for each section as a whole but there will be no other points or marks (i.e. no scored sub-sections, checklists etc.)

Assessors benchmarking the achievements of the group should have a completely open mind about what the aims and goals of the group are and how these are being met. They should consider whether these are realistic and manageable; whether the work carried out and on display is relevant to the core pillars. The assessor should NOT be only looking for examples from the suggestions on the form but should have a positive and receptive outlook and consider where the group started, the challenges that they face and how far they have come.

The assessor should aim to provide positive and helpful guidance on how to best achieve their goals. In the case of RHS It's Your Neighbourhood entries the assessor must take into consideration the context in which the group is working when assessing and should NOT be comparing one entry to another. The assessor is benchmarking the achievements of the entry in the areas of the core pillars by considering how much the entry has achieved already and how much more they could achieve and deciding the score accordingly.

The assessor is there as a mentor and friend – not a judge – and should be focused on ensuring his/her visits encourage groups to continue their good works and give them constructive feedback to help them on their way.

The five levels of recognition are allocated as follows:

Level	Description	Points
Level 1	Establishing	0-35
Level 2	Improving	36-52
Level 3	Developing	53-68
Level 4	Thriving	69-85
Level 5	Outstanding	86-100

On the new assessment form there is only one section for assessors to comment on areas of achievement and one for areas for improvement and this is at the end of the form.

RHS It's Your Neighbourhood groups should be given a copy of their assessment form after the region/nation has completed the moderation and the section marks should be included on the copy provided to the group.

8. FLOWER AND GARDENERS' MARKET UPDATE

When the Yeovil in Bloom Steering Group met in February, we were still waiting to hear whether or not the Town Centre Manager had been able to secure a monthly farmers' market for Yeovil (please refer to attached minutes). On that basis, the Steering Group felt that the date of September 11 should be finalised to enable arrangements to be put in place.

As luck would have it, the day after the Steering Group's meeting on 15 February, we received formal confirmation from the Town Centre Manager that a farmers' market would be taking place on the fourth Saturday of every month starting on 24 April 2010. The Chairman of the Committee was informed and is supportive of changing the date of the Flower and Gardeners' Market to Saturday 25 September, thereby making the day a vibrant, community event.

The Town Clerk also confirmed that the Yeovil Town Band is available to play on either 11 or 25 September.

The Committee is **RECOMMENDED** to note the report and to discuss the merits of holding the Flower and Gardeners' Market on 25 September.

(Sarah Hunt – Assistant Town Clerk, 01935 382424)

9. 'GO YEOVIL!' – HEALTHY LIVING EVENT

The Mayor and the Town Clerk met with Jacquie Dean (former MD of the Western Gazette) and the Town Clerk at the end of January 2010 to discuss a planned week-long fundraising event in Yeovil. It is being organised by representatives of a number of local businesses and other stakeholders in the town with the support of a wide range of organisations and individuals.

The event, which will comprise a series of related activities, will run from Sunday 13 to Saturday 19 June inclusive and will centre on raising the Town's profile and focus on healthy living issues. Proceeds raised from the event will be donated to Yeovil District Hospital and the Yeovil Hospice.

Details of the activities under discussion are set out in the attached working paper. Members and officers are invited to participate by, for example, taking up the planned Pedometer Challenge. Members are also encouraged to put forward any ideas on how the Town Council could actively participate in this event.

At the invitation of the Event Organiser, the Town Clerk has joined the organising committee and is advising on the implementation of a number of initiatives.

The Committee is **RECOMMENDED** to note the matter and consider how the Town Council may support the event.

(Alan Tawse - Town Clerk, 01935 382421)

Go Yeovil!

Go Yeovil! is the campaign title of an event for 2010. It aims to:-

- Raise Yeovil's profile through the whole community (business and residential) taking part in a week of activity.
- Focus on healthy living issues at levels where everyone can get involved.
- Raise funds for two of our most significant local *caring* organisations; our local hospital (specifically the women's hospital and special care baby unit) and our local hospice.

Go Yeovil! is a whole range of active events including a Yeovil 9k and 4.5k run and a 2k run for children, plus the pedometer challenge. Get together, put some green fun into your day, at work and at play, and be part of Yeovil's new green footprint!

The event takes place in Yeovil from Sunday 13th June until Saturday 19th June 2010.

Sign up to the Pedometer challenge and be part of Yeovil's big green footprint.

Hundreds of people are signing up to take part in this challenge. You can do this without making any changes at all to your current lifestyle! *See website for details and entry forms.*

www.goyeovil.co.uk

Go Yeovil! is organised for the community by the community. Support grows daily.

We are urgently trying to ensure that every local business is informed but if you run a local business and we haven't yet made contact – please add your name to the list of supporters and participants by contacting us now. All we ask is that all businesses commit to take part in the pedometer challenge but many businesses are already arranging their own healthy living activity to raise even more funds for these two good local causes.

Soft launch – 10th February....by e-mail, word of mouth and viral communication methods.

Full launch – 10th March. Yeovil Times (front page) and Western Gazette editorial + Mid West Radio (to be confirmed by Vicki Stoodley and Steve Carpenter) – web site, posters etc. Detail to be confirmed at February meeting.

Businesses/Organisations contacted and supporting

Agusta Westland (Major sponsor), Yeovil Running Club, The Yeovil Vision, SSDC, Yeovil Town Council, Yeovil District Hospital, Yeovil College and UCY, Yeovil Round Table, Yeovil Rotary, Yeovil Town Centre Partnership, The Quedam Shopping Centre, Yeovil Town Centre Management, DR Jones, The Western Gazette, Mid West Radio, Yeovil Chamber of Trade and Commerce, Yarlinton Housing Group (Mike Kay), NHS Somerset (David Slack), Gaynor Gibson (Federation Development Director – Yeovil Schools), Marion Baker of Marney's.

To contact Aim to organise own healthy living and fund raising events + sign up support for pedometer challenge.	Method
Chamber members	Contact with some via 15 min Presentation at the Chamber lunch – Kaz, supported by JD, JP and MP . 18 th February 12.15 for 12.30. Venue tbc Others via web site links, e-mails and newsletter.
Any Yeovil business, club, organisation or individual	via committee members e-mail address list, friendly web sites etc.
Health and Fitness centres	Jacquie Dean
Screwfix	Mark Porter
Dance and Performing Arts Clubs and Organisations	Urgent - Source information. Ian Woodward gathering detail + ? list in library (JD). Contact via e-mail, or by personal contact where known.
Youth Organisations	?
Morrisons	Julie Pilbeam
Tesco	Ian Woodward
Asda	Jacquie Dean
Old People's Homes	
Church organisations	
Police	Ian Budd – especially for pedometer challenge
Cycling event	Mark Porter and Julie Pilbeam contacting Cycling Club members to explore possibility of a Cycle race. Perhaps a tie in with regular (Thursday) 10 m time trial. JD will continue to try and get response from Ali and Chris Boon at Tri UK.

Structure and facilities	Names/responsibilities	Progress
Management committee formed	Jacque Dean (Chairman), Julie Pilbeam (Vice Chairman), Mark Porter (Treasurer), James Hampton, David Mills, Angela Dupont (or Alison Rayner), Ian Woodward, Carol Hayden, Ian Budd, Martin Woods, James Richards, Lynda Pincombe, Carol Taylor (Yeovil Hospice), Annie Ashmead (Race Director - Yeovil Running Club), Mike King (Aztec & Chair Round Table), Sarah Irvine. <i>Invited to all sub committee meetings below</i>	Committee in place
Communications group formed	Sarah Irvine (Western Gazette), Vicki Stoodley (Western Gazette), Naomi Cudmore (Communications Manager – Yeovil Hospital), Debbie Pugh Jones (Public Relations Manager Yeovil Hospital), Steve Carpenter (Mid West Radio), Julie Pilbeam, Jacque Dean, Carol Hayden, Carol Taylor, Mike King.	Committee in place
Yeovil Town Centre Events with special responsibility for Yeovil Running Club event + other launch events on 13 th June.	*Annie Ashmead (Race Director) *Nick Brooke (Chair – Yeovil Running Club), Ian Budd, Lynda Pincombe, David Mills, Julie Pilbeam, Mark Porter, Martin Woods, Jacque Dean <i>*for running club events only</i>	Committee in place
Naming of campaign	Go Yeovil!	Complete
Date set	13 th to 19 th June 2010	Complete
Bank Account	Go Yeovil! bank account – Mark Porter	In Progress
Logo design	Yeovil College students with professional support from Mike King of Aztec. i/c James Hampton, Mark Porter, Mike King.	In Progress
Web Sites	www.goyeovil.co.uk and www.goyeovil.com Mike King – Aztec www.aztec4design.com	URLs registered – thanks to and sponsored by Mike King. Web design work in progress – Mike
Facebook Page and Twitter	Carol Hayden (Kaz) with support from Vicki Stoodley and Naomi as required.	In Progress
Performing Arts license – Yeovil Town centre	Ian Budd – Yeovil Town Centre Manager	Covered
Support from Yeovil Round Table	Mark Porter (takes over as Chairman this year)	Covered

Support from Yeovil Rotary	Arranged by Mark Porter	Covered
Yeovil Lions	?	?

Events in progress @ 20th January 2010

Event	Date	Organiser(s)	Help needed	Action
Yeovil 9k	13 th June 11a.m.	Yeovil Running Club www.yeoviltownrrc.com	Yeovil Town Centre sub committee + Round Table/Rotary + Yeovil TCP + SSDC	ongoing
Yeovil 4.5 k (teams of 4 or individuals)	13 th June 12 noon	Yeovil Running Club www.yeoviltownrrc.com		ongoing
Yeovil 2k (children)	13 th June 11.15 a.m.	Yeovil Running Club www.yeoviltownrrc.com		ongoing
Wheel Chair event	13 th June ? time	Yeovil Town Centre sub committee with TCP and SSDC advisors + Clive Davis		Organise meeting with Clive Davis
Green Footprint 10,000 step route	All week	Yeovil Town Centre sub committee	????	
Quedam activity	All week	Quedam manager with support from Yeovil College and Town Centre Manager	????	Document work in progress/planned events
Town centre supporting activity – Street festival, waiters’ race etc	All week	Town Centre Manager	????	Document work in progress/planned events
Pedometer challenge	All week	Organised by Go Yeovill! committee. Participants: As many staff in as many businesses as possible + any individuals	????	Set up admin and documentation. Carol Taylor may be able to help with this.
Agusta Westland	?	In house activity + pedometer challenge	None	Document involvement
Schools – Senior and Junior	? All week	Yeovil College (James Hampton) + Gaynor Gibson	????	Document involvement

Yeovil College and UCY	? All week	James Hampton (+ dept heads, Chris Burton and Lloyd Richards) – In house activity + pedometer challenge	????	Document involvement
SSDC	? All week	In house activity ? Pedometer challenge Lynda Pincombe, Martin Woods ? Ian and Pat Martin SSDC Galaxy Group members	????	Document involvement
Western Gazette	?	Sarah Irvine and Vicki Stoodley	?	?

Meeting schedule

Date	Venue	Who
Monday 8 th February 11 am.	Westland Leisure Complex	Communications group
Tuesday 9 th February, 11 a.m.	Town Centre Partnership Offices, South Street	Town centre events group and Yeovil Running Club representatives.
Wednesday 17 th February 2 p.m.	Westland Leisure Complex	Management committee