



Yeovil Town Council

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Promotions and Activities Committee

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

The Time... **7.00pm**

The Date... **Tuesday 17 March 2009**

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 2009

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
Ruth Kendall
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 meeting held on 13 January 2009.

2. **APOLOGIES FOR ABSENCE**

3. **DECLARATIONS OF INTEREST**

4. **CORRESPONDENCE**

5. **YEOVIL IN BLOOM AND 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 16 February (attached at pages 3 to 7).

6. **YEOVIL IN BLOOM UPDATE**

To receive an oral update from the Landscape Officer.

7. **SOUTH WEST IN BLOOM REGIONAL PRESENTATIONS 2009**

To consider the report of the Assistant Town Clerk attached at page 8.

8. **MEMBERSHIP OF YEOVIL IN BLOOM GARDENERS' MARKET STEERING GROUP**

To consider the report of the Town Clerk attached at page 9.

9. **VISIT BY YEOVIL IN BLOOM FLOWER AND GARDENERS' MARKET STEERING GROUP TO CHICKLADE**

To consider the report of the Assistant Town Clerk (to follow).

10. **SOMERSET ART WORKS (SAW)**

To consider the request from the Somerset Art Works for a contribution of £30. Letter attached at page 10.

11. FINANCIAL STATEMENT FOR PERIOD ENDING 31 JANUARY 2009

To receive the Financial Statement for the period 1 December 2008 to 31 January 2009 attached at pages 11 to 16.

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 16 February 2009

(4.30 pm to 6.15 pm)

Present:

David Recardo - Chairman
Steve Fox - Landscape Officer, SSDC
Lesley Jelleyman - Yeovil in Bloom Promotions Officer
Dave Cunningham - Yeovil Allotment Tenants Working Group
Manny Roper - Chairman of Yeovil Allotment Tenants Working Group
Alan Smith - SSDC Representative
John Horsey - Yeovil College
Kevin Bishop - Viridor Waste Management
Richard Griffiths - Viridor Waste Management

Also Present:

Sally Bing - Assistant Town Clerk

1. MINUTES

The Minutes of the previous meeting held on 24 November 2008 were approved as correct record and signed by the Chairman.

2. APOLOGIES FOR ABSENCE

Apologies for absence were received from Jackie Wilkins, Liz Pike and Ian Budd.

3. CORRESPONDENCE

There were no items of correspondence.

4. YEOVIL IN BLOOM

Steve explained to the Steering Group that he now had a dedicated team of three to work on Yeovil in Bloom and suggested that they attend a future meeting of the Steering Group to meet the members of the group.

With regard to preparation, Steve explained that seeds and plugs were now starting to arrive at the nursery, and that a trial of compost from Viridor had been arranged. The nursery continued to recycle rainwater via a catchment system, and use reduced pete compost.

The potential designs for St John's churchyard had been discussed at the previous meeting and the "beach" theme was favoured. Therefore, more detailed design sketches were presented at the meeting and Steve and Lesley explained that the beach theme would include floral structures including a "Punch and Judy" stall, large sandcastle, deck chairs, beach balls and an

undulating surface on some of the beds to create the impression of waves. It was suggested that a notice be placed on the church notice board in the churchyard to explain why the "beach" theme was relevant in the centre of a non-coastal town.

RESOLVED

- (1) that the matters be noted;
- (2) that the "beach" floral theme be supported for St Johns Churchyard; and
- (3) that the Yeovil in Bloom team be invited to attend a future meeting of the Steering Group.

5. FEEDBACK FROM SOUTH WEST IN BLOOM SEMINAR INCLUDING NEW JUDGING CRITERIA

The Chairman provided feedback from the South in Bloom Seminar which he had attended along with the Landscape Officer and the Assistant Town Clerk. Richard Griffith had provided a valuable and informative presentation on recycling and compost, explaining the processes required to turn roadside food waste collection and roadside and Household Waste Recycling Centre green waste collection into compost and soil conditioner. An invitation was extended to members of the Steering Group to attend and open day at Viridor's Walpole composting centre on 18 February.

The Chairman explained that the 5 areas of assessment for the South West in Bloom judging criteria had been reformatted and now consisted of 3 core pillars, details of which were included with the agenda for the meeting. Steve explained that a project plan would be produced to detail the work carried out historically and future plans.

With regard to recycling, John Horsey explained that there was a sustainability course at Yeovil College in conjunction with the Magdelene project and suggested this may be incorporated into Yeovil in Bloom.

A "recycled" themed flowerbed was also suggested and it was agreed that this could be included in the plans for 2010, maybe at the Bond Street flowerbed or St John's churchyard.

Members of the Steering Group requested that a copy of the 2008 portfolio be brought to the next meeting.

RESOLVED

- (1) that the matters be noted;
- (2) that a "recycled" themed flower bed be included in plans for 2010; and
- (3) that copies of the 2008 portfolio be brought to the next meeting of the Steering Group.

6. FLOWER AND GARDENERS' MARKET 2009

The Assistant Town Clerk updated the Steering Group on current plans, explaining that the gazebos were being sourced and two quotations had been obtained. Many of the companies approached were unable to provide individual gazebos, but some stated that they would be able to provide a single large marquee separated into individual sections for each trader. This would not be suitable for the Town Centre location and may inhibit emergency access.

The Assistant Town Clerk also asked the Steering Group whether it felt that it would be appropriate to extend the location of the market along the lower part of Vicarage Street, towards, and maybe within the boundary of, the entrance to the Quedam Shopping Centre. This would mean that the Methodist Church would be at the centre of the market instead of off to one side, and also may mean that the Town Council could approach the Quedam Shopping Centre for sponsorship. The Steering Group supported this adjustment in the location of the market.

With regard to the Flower and Vegetable Show it was agreed that the categories should be finalised at the next meeting.

Entertainment was also discussed and the Steering Group requested that the possibility of staging a band using drums made from recycled material be investigated.

RESOLVED

(1) that the matters be noted; and

(2) to agree that the market could be moved to extend to the bottom of Vicarage Street.

7. BRANDING/LOGO

The Assistant Town Clerk informed the Steering Group that three quotes had been obtained for the design of a logo for the Flower and Gardeners' Market. Two of the quotes had been in excess of £1,000, and one priced at £445. The Steering Group discussed the merits of an easily recognisable logo and felt that it would be relevant to also update the Yeovil in Bloom logo as it had been created approximately 9 years ago. It was therefore agreed to use the same new logo for both Yeovil in Bloom and the Flower and Gardeners' Market.

It was suggested that the Media Department at the College be contacted to ask whether the students would be able to create a design as part of their coursework. John Horsey undertook to contact the relevant person at the college and arrange a dialogue/meeting with the Assistant Town Clerk and Lesley Jelleyman.

It was also suggested that a sign be made once the logo is produced which could be displayed whilst the Yeovil in Bloom Team are working; "Yeovil in Bloom at Work".

Following the introduction of a new logo it was agreed that a re-branding of the event and Yeovil in Bloom could take place.

RESOLVED

- (1) that the matters be noted;
- (2) that the Media Department of the College be approached regarding a new Yeovil in Bloom/Flower and Gardener's Market logo; and
- (3) that following production of a new logo, a new sign be made to publicise the work of the Yeovil in Bloom team whilst they are working.

8. A BOARDS

The Assistant Town Clerk explained that the cost of purchasing 'A' boards had been investigated to help direct attendees of the Flower and Gardeners' Market to the Flower and Vegetable Show, and list the entertainment planned for the day.

Kevin Bishop explained that he may be able to help with this matter and would bring more information to the next meeting.

Steve suggested that Phil Jones be contacted for advice before the 'A' boards are used.

RESOLVED

- (1) that the matter be noted;
- (2) that the use of a sign(s) to direct attendees of the show to relevant areas be supported; and
- (3) that Kevin Bishop report back to the next meeting of the Steering Group.

9. SOUTH WEST IN BLOOM PRESENTATIONS

The Chairman and the Assistant Town Clerk updated the Steering Group on the proposals for the South West in Bloom presentations to take place at Westland Leisure Complex on Thursday 17 September 2009. A meeting had taken place at Westland with the Chairman and Vice Chairman of South West in Bloom, attended by the Chairman of the Steering Group, the Mayor, Town Clerk, Assistant Town Clerk, Landscape Officer and Yeovil in Bloom Promotions Officer. The Chairman and Vice Chairman of South West in Bloom were pleased with the venue.

RESOLVED

that the matter be noted.

10. ANY OTHER BUSINESS

The Assistant Town Clerk explained that correspondence had been received from a company who would produce a calendar free of charge to the Town Council – the costs recovered by them by sale of advertising space. The Steering Group agreed that this information should be kept on file pending the success of the photography competition at the Flower and Gardeners' Market.

Kevin Griffith suggested that, as he is Chairman of the Yeovil and District Swimming Club, a litter pick could be arranged at the Country Park with members of the Club receiving a relevant reward for taking part. It was possible that Viridor may be able to sponsor a skip for the event. The Steering Group were very supportive of this suggestion and the Chairman undertook to speak to Katy Menday at the Country Park.

11. DATE OF NEXT MEETING

It was agreed that the next meeting would take place on Monday 30 March 2009 at 4.30pm.

Chairman

SB/JW
10/03/09

7. **SOUTH WEST IN BLOOM REGIONAL PRESENTATIONS 2009**

As reported at the last meeting of the Promotions and Activities Committee, a meeting took place at the end of January to discuss the proposals for the South West in Bloom presentations due to take place at Westland Leisure Complex on Thursday 17 September 2009. The Chairman of the Promotions and Activities Committee, the Mayor, Town Clerk, Assistant Town Clerk, Landscape Officer and Yeovil in Bloom Promotions Officer met with the Chairman and Vice Chairman of South West in Bloom and the Deputy Manager of the Venue to discuss the arrangements. The Chairman and Vice Chairman of South West in Bloom were pleased with the venue.

Updates on future meetings with the South West in Bloom organisers will be reported to the Committee.

The Committee is **RECOMMENDED** to note the matter.

(Sally Bing, Assistant Town Clerk – 01935 382424)

8. **MEMBERSHIP OF YEOVIL IN BLOOM GARDENERS' MARKET STEERING GROUP**

Further to the last meeting, the issues raised by Brympton Parish Council regarding the membership of the Steering Group and the roundabout sponsorship promotion arrangements were clarified by the Town Clerk, on behalf of the Committee.

The Clerk to Brympton Parish Council has now had an opportunity to share this information with the Members of that Council, who have expressed their thanks for the response and have requested that consideration be given to extending an invitation to Mr Darren Shutler to represent Brympton Parish Council on the Steering Group.

At present, South Somerset District Council is invited to appoint a Member to represent that Council on the Steering Group, and this appointment is reviewed annually by that Authority. If the request from Brympton Parish Council is supported, it is proposed that the arrangements be made for the appointment to be made on a similar basis.

The Committee is **RECOMMENDED** to consider this request.

(Alan Tawse, Town Clerk – 01935 382424)

*Notes
on next P+A
letter agenda.
Thanks*

Yeovil Town Council
File No: Misc/001



RECEIVED 15 JAN 2009

Dear Councillors,

Somerset Art Works is a non-profit-making organisation dedicated to developing, promoting and facilitating the visual arts with communities at local level throughout Somerset. These aims are pursued through a variety of projects, local area networks, initiatives and partnerships, together with our headline event, 'Somerset Art Weeks' itself. Due to its increasing size and popularity, it has recently become an annual event with artists opening their studios and workshops in 2008, alternately with Group exhibitions and Community projects/events in 2009.

At the heart of this work has been the aim of contributing to the quality of life in Somerset and involving new audiences in the visual arts. We encourage economic development and enterprise by supporting artists and small businesses in your area. Increasingly, our activities have a major benefit to sectors such as tourism and local businesses. A number of our recent activities are shown in the enclosed review.

We are now beginning the task of organising Somerset Art Weeks 09, which will take place from 19 September – 4 October 2009. We would very much like to see as many local communities as possible becoming involved in what has become the largest visual arts event in Somerset. We do receive some degree of core funding from Somerset County Council and the District Councils within Somerset. However, in this time of change the future of arts funding within the county is uncertain.

We would be grateful if you would consider contributing £30 to our work. Your contribution will ensure the sustainability of the organisation and assist us in furthering the activities of SAW to continue to support the creative industries within your area.

As a thank you we would be delighted to provide the following:

- 2009 catalogues for display/distribution in your public venues and local businesses
- information for display on parish/town noticeboards and websites, together with our newsletter
- a link to your parish/town website from www.somersetartworks.org.uk
- invitations to art events run by/in association with SAW in your area
- where artists' consent, we can pass on their details to local businesses interested in organising an exhibition or event in your community.

Thank you for taking the time to read this and hopefully sending us your completed form. Funding is always difficult, so your help makes a real difference. If you would like to discuss any aspect of SAW's work please get in touch (our office is usually staffed 9am-3pm Tuesdays to Thursdays).

Yours faithfully

Carol Carey
Development Manager