



Yeovil Town Council

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Please note change to usual day

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

The Time... **7.00pm**

The Date... **Wednesday 14 May 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 May 2008

Please contact Sally Bing at the Town House for more information about this meeting

Promotions and Activities Committee

To: All Members of Yeovil Town Council

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 11 March 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 21 April 2008 (Minutes attached at pages xx to xx).

6. **YEOVIL IN BLOOM UPDATE**

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

7. **REGENERATION UPDATE**

To consider a report by the Regeneration Officer attached at page xx.

In addition to the report, a request has been made by Councillor Smith that a tour of underpasses in the Town is arranged for Councillors to familiarise Members with their present condition and put forward ideas for improvement.

The views of the Committee are requested.

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

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

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

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

10. **REQUEST FOR COMMEMORATIVE PLAQUE**

To consider the report by the Assistant Town Clerk at page xx.

11. **FINANCIAL STATEMENT FOR PERIOD ENDING 31 MARCH 2008**

To receive the Financial Statement for the period 1 February to 31 March 2008. See attached Financial Statement at pages xx to xx.

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 21 April 2008**

(5.45pm to 6.50pm)

Present:

David Recardo - Chairman
Ian Budd - Town Centre Manager
Steve Fox - Landscape Officer, SSDC
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

PRESENTATION

The Chairman presented the Britain in Bloom Neighbourhoods Award 2007 Certificate of Merit to Gerald Brennan and Doug Boobyer, representing the residents of Tewskesbury, and congratulated all the residents on their achievement.

CHAIRMAN'S WELCOME

The Chairman welcomed Dave Cunningham, Tenant Representative of Goar Knapp Allotment Site, to the Steering Group and looked forward to receiving any contributions Dave had to offer.

1. MINUTES

The Minutes of the previous meeting held on 4 February 2008 were approved as a correct record and signed by the Chairman.

2. APOLOGIES FOR ABSENCE

Apologies for absence were received from Lesley Jelleyman, Ian Martin, Tony Rash and Alan Smith.

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. He stated that the main focus was the preparation works for the summer bedding and the work towards this was going extremely well. He said there would be some excellent examples and unusual plants this year which he hoped the public and members would find interesting.

The Steering Group was informed that there had been two acts of vandalism in recent weeks, one of which had been the setting alight of a conifer tree to the rear of the small area of land on Bond Street and which had had to be removed. Steve confirmed the scheme was now being re-visited due to this fire and plans were being amended. The second act of vandalism had been to the Hazel cage on the Hospital Roundabout and was soon to be taken out, with a view to sourcing a more permanent replacement, such as a metal arch. He said he had recently visited a reclamation centre in Glastonbury and had found a steel arbour which may be suitable but would be speaking with Highways to establish their views on such a structure.

In answer to a query from a member of the Steering Group, Steve confirmed the Police had been informed of the vandalism and were making investigations.

Steve informed the Steering Group that the bedding was due to be stripped out in approximately 2 1/2 weeks' time and that the bedding would begin to be planted out following the last week in May, with the baskets being erected in or around the second week of June. They had had lots of problems with chick weed in the beds and this had caused additional work.

Steve confirmed the plants and tulips being removed from the various beds were being offered to schools, and that the plants from St John's Churchyard would be offered to members of the public. In response to a query, Steve confirmed that the plants being offered to the public was publicised by Lesley Jelleyman and that they had been able to cope with the response.

He said that special plans were being looked at for next year's Yeovil in Bloom and he would report on this in due course.

Steve was pleased to be able to confirm that he had received some good comments from various shop owners, particularly those in Glovers Walk, and several positive comments on the colour scheme of St John's Churchyard.

RESOLVED

that matters be noted.

5. YEOVIL IN BLOOM VISIT TO LUFTON NURSERIES

The Chairman expressed a wish for members of the Steering Group to visit Lufton Nurseries to see the works being carried out and Steve Fox confirmed he would be delighted for this to take place. It was agreed that members attend at the Lufton Depot on Thursday 8 May at 10am.

RESOLVED

that members of the Yeovil in Bloom Flower and Gardeners' Steering Group be invited to attend the Lufton Nurseries on Thursday 8 May at 10am.

6. SOUTH WEST IN BLOOM PRESENTATIONS 2009

The Chairman referred to the South West in Bloom Presentations 2008 being held in Plymouth and felt that, rather than members and officers travelling down separately as in previous years, investigations be made into the hiring of a minibus or the use of the community bus to accommodate those attending.

Steve stated that he would make the necessary investigations.

The Chairman informed the Assistant Town Clerk that he would wish to see her at the 2008 presentations in Plymouth, particularly as she did so much work for the Committee.

Following a query from a member of the Steering Group, it was also agreed that the major sponsors, along with James Foster-Pegg and Tony Rash, be invited to attend, particularly as this would be an ideal opportunity for everyone to gain knowledge for the South West in Bloom Presentations being held in Yeovil on 17 September 2009.

The Assistant Town Clerk confirmed that Westland Conference and Leisure Complex had been booked but, as yet, there were no other details to report.

The Chairman suggested the possibility of hosting events the week prior to the 17 September 2009, such as a continental market, the erection of bunting etc., and that any ideas be brought to the next meeting of the Steering Group.

There was some discussion to the hiring of a coach to take the guests to the Country Park and it was suggested that the rangers could be approached to seek their assistance in taking them to places of interest within the Country Park.

RESOLVED

- (1) that the matters be noted;
- (2) that Steve make enquiries regarding the hiring of a suitable minibus for the South West in Bloom Presentations in Plymouth; and
- (3) that the major sponsors, James Foster-Pegg and Tony Targett be invited to the South West in Bloom Presentations.

7. FLOWER AND GARDENERS' MARKET

The Assistant Town Clerk informed the Steering Group that the Town Centre Partnership had kindly offered £500 towards the sponsorship of prizes and promotion for the Flower and Vegetable Show and members expressed their thanks.

Sally informed the Steering Group that the Flower and Gardeners' Market would primarily take place in Lower Middle Street with the Flower and Vegetable Show being held in the Methodist Church. The Methodist Church had been booked, as well as Yeovil Town Band, and enquiries were being made of childrens' entertainers and other musical entertainers to perform at various times throughout the day.

She also confirmed that enquiries had been made as to the availability of the activity bus and thought would need to be given to its location.

With regards the Flower and Vegetable Show, discussions took place and it was confirmed that there will be a childrens' pumpkin competition, which would tie in the Yeovil Country Fayre in May - one of the activities taking place for children to pot a pumpkin seed.

The following categories were agreed:

Vegetables

- Potatoes, Cabbages, Carrots, Beetroot and Tomatoes;

Flowers

- Dahlias, Asters, Marigolds, Gladioli and Sweet Peas;

Pot Plant

- Must be a flowering pot plant; and

Cake Category

- Victoria sandwich (ingredients to be specified)

Sally confirmed she would liaise with Manny and Dave as to the exact guidelines and criteria for the various categories, such as number of vegetable/flowers, presentation etc., but guidance would also be taken from the Royal Horticultural Society's handbook.

She also confirmed that preparation of the entry forms would take place in the next month or so and distributed in June. The date would also be included in the next Greenfingers edition, together with an entry form, to remind allotment tenants.

Manny suggested the entry forms would need to be returned at least a week before the show to enable tabling and space requirements to be considered. He also confirmed he had found an experienced judge who was willing to attend.

It was agreed that there would be an early set-up for the exhibitors, possibly having the exhibits in place by 10am, with the judging to take place between 10am and 11am and then open to members of the public immediately after. The presentations could then coincide with the Yeovil in Bloom presentations.

With regards a drop-off point for all exhibitors, it was suggested that David Mills be approached to allow the use of a parking area in the Quedam Centre, to the rear of the Methodist Church and that if agreeable, a map could be provided to all exhibitors. Ian undertook to speak with David Mills.

Steve said that there were three features being placed in the Western Gazette relating to Yeovil in Bloom and suggested the last week a feature include the Yeovil Flower and Gardeners' Market, together with an entry form to the Flower and Vegetable Show. Sally confirmed she would liaise with Lesley Jelleyman in this respect.

Manny and Dave enquired whether prize certificates and cards for the exhibitors would be prepared and Sally assured the Steering Group this would be done.

A further discussion ensued as to the possibility of cups or trophies being presented to the winners of the various categories but the Chairman 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. It was also suggested that this, along with the possibility of approaching businesses for sponsorship could be considered further at a future meeting of the Steering Group.

It was then discussed as to what would happen with the vegetables and flowers following the conclusion of the show and it was suggested that the vegetables be donated to the Lords Larder or Night Shelter and the flowers be donated to the Hospice, subject to the exhibitors' agreement.

RESOLVED

- (1) that the matters be noted;
- (2) that the Assistant Town Clerk liaise with Manny and Dave regarding the Flower and Vegetable Show;
- (3) that Ian approach David Mills to establish a suitable parking area in the Quedam Centre car park; and
- (4) that the vegetables be donated to the Night Shelter and the flowers be donated to the Hospice, subject to the exhibitors' agreement.

8. ANY OTHER BUSINESS

The Assistant Town Clerk asked whether a window display competition should be considered as another way of gaining further publicity for the Flower and Gardeners' Market. Members agreed that this should be discussed at the next meeting.

Ian said he would be happy to walk round the town with Lesley Jelleyman to try and sell additional baskets to the traders.

Although not directly related, Ian confirmed that the Princes Street improvements' area was expanding and that this could only enhance the town centre when Yeovil in Bloom judging took place.

He also stated that Pauline Burr was looking at ways in which to improve the area to the front of the United Reform Church and that appropriate permission was being sought, including permission from the Town Council via the Promotions and Activities Committee.

RESOLVED

- (1) that the matters be noted; and
- (2) that further consideration be given to a window display competition.

9. DATE OF NEXT MEETING

RESOLVED

that the next meeting take place on Monday 2 June at 5.45pm.

Chairman

JW
23/04/08

7. REGENERATION OF YEOVIL TOWN CENTRE STRATEGY, UPDATE REPORT MAY 2008

Purpose of Report

That members note the progress of the Yeovil Town Centre Strategy and associated Vision projects.

Recommendation

It is recommended that members note the report and six monthly update on projects.

Background

A Strategy for the Regeneration of the Eastern End of Yeovil Town Centre 2002 – 2005 was produced and published in March 2003 by South Somerset District Council (SSDC). The Strategy was subsequently updated in the autumn of 2004 to reflect the progress made and to highlight future actions.

A report was taken to Area South Committee in January 2006 to give an update for the newly titled 'Regeneration Strategy for Yeovil Town Centre 2006', a new title was given to the strategy to ensure it sits within the Yeovil Vision and Urban Development Framework (UDF) and South Somerset District Council's Corporate aims.

Project Progress

Princes Street Enhancement Scheme

Most of the repaving work for Phase 1b (Greenslade Taylor Hunt side) is complete, however, there is a section of footpath which has been laid to tarmac as a temporary measure due to the contractors running out of paving slabs. Marshall's (suppliers) have run out of the required slabs, so they are having to manufacture a new batch which has delayed completion.

Church Street junction pedestrian crossing has also been delayed due to problems with the required Road Closure and inconveniencing businesses along Church Street and beyond.

The proposed build out opposite Church Street junction has now been approved by the County Highways Safety Audit Team, it has taken several attempts to achieve an acceptable layout, the new layout has been put before the Princes Street Enhancement Group where it was approved. The new layout has resulted in the loss of one parking space, however this was the only way that the Highways Authority would accept the build out from a safety point of view. The build out will provide a pedestrian crossing point approximately half way along the street where there is currently no provision for one. See Appendix A for new road layout.

All of the outstanding work is scheduled to be completed in one hit at the beginning of June.

A design for the horticultural feature has been received from the artist (which our arts officer commissioned, the same artist used for Middle Street). The artist has

designed the feature within the context of the entrance to the United Reformed Church entrance, the sketch of the feature can be found at Appendix B.

Horticultural Services is designing a landscape scheme to replace the existing planting which causes a number of maintenance problems, and will also look at designing a new hard standing area where the benches are proposed to be located.

A second meeting has taken place with representatives of the United Reformed Church to show them the sketches of the horticultural features, they were very receptive to the proposed features and are keen to progress the scheme further. Once the design for the landscape scheme is complete we will get the overall scheme approved by both SSDC, the Town Council, the Church committee and the Church Trustees and will look at drawing together a simple legal agreement with regards to future maintenance etc.

Ownership of the land still needs clarification, representatives of the United Reformed Church believe the land is in their ownership.

Preliminary work on phase 2, (which includes the remainder of Princes Street, a section of Park Road and North Lane, a section of Court Ash, the subway area and the Clock Tower) has commenced. The Princes Street Working Group have carried out a scoping exercise to identify the key issues, the parameters of the scheme and the future process.

The Street Scene team recently toured maintenance hot spots in Yeovil Town Centre and the Princes Street subway is on their list for graffiti removal.

A decision was reached that the design element would be taken forward by an urban design specialist as part of the forthcoming public realm commission (see update on public realm design scheme below).

The Regeneration team will be sending out another newsletter in the next few weeks to keep traders and residents of Princes Street updated.

South Western Terrace Property Improvement Scheme

The final application for grant assistance from the South Western Terrace Property Improvement Scheme has been received (2-5 South Western Terrace), the Regeneration Officer has given the applicant an in principle offer based on the agreed refurbishment scheme and initial quotation. Further quotations are required and the Regeneration Officer has agreed to give some assistance in terms of obtaining an acceptable specification and bill of quantity, this is likely to take a few weeks. Quotations will then be sought which will hopefully lead to a final grant offer being made by the end of June. A start date will be agreed prior to the final grant offer being made.

A decision was made at the recent Yeovil Town Centre Steering Group Meeting that a further two smaller applications for canopies would be considered to mop up the remaining grant funding.

There is a sum of funding set aside to carry out some improvements to the green space area on South Western Terrace, a small working group has been set up to move this forward.

The South Western Terrace Property Improvement Grant Scheme will be completed this financial year.

Small Grants Scheme

Progress with the small grant scheme applications are as follows:

The following properties have been given an in principle grant offer

- 11-15 Sherborne Road (Plumbers Mate/Polish shop/empty shop)
- 103a Middle Street (Fit n Furnish Too)
- 20 Wyndham Street (B Line Music)

The following property has been given a grant offer with conditions

- 119 – 123 Middle Street (empty shop/Pizza Perfecto)

Magna Housing have made a decision not to proceed with an application due to the substantial costs involved in the refurbishment of the properties. This is a very disappointing outcome and the Regeneration Officer will contact the Housing Portfolio holder to discuss the poor state of the building.

Newton Road (car park area and derelict land)

Discussions over this have been taking place for some time with interested parties. Securing a comprehensive scheme that addresses all the environmental and community safety concerns is the objective here but the issues are complex in view of the range of ownerships, a simple solution may not be possible. The Council will use its own property interest in the car park to help secure a solution. Meanwhile the Town Centre Manager has organised discussions that have led to short term improvements, and clear ups.

Public Realm Design scheme

Promoting a quality public realm within Yeovil town, and a setting for public art within this, is a key aim of Yeovil Vision, and is also a key feature within the Urban Development Framework (UDF).

With development pressing forward at strategic sites across the town centre, including the Cattle Market and Reckleford Gyratory, time is of the essence to prepare proposals for the treatment of public realm in the town centre.

South Somerset District Council (SSDC), in partnership with Yeovil Vision (YV) is now seeking to appoint consultants to produce detailed public realm plans relating to five key sites in Yeovil Town Centre. The emphasis will be to create a portfolio of practical and costed projects that give sufficient level of detail for the Council and its partners to move forward towards implementation.

It is intended that the projects will also form part of the evidence base that will inform the Local Development Framework, providing clear guiding principles for emerging and future development.

Public realm design schemes are being sought for the following five areas:

- Reckleford Gyratory – Completion of the highway design has identified a number of Public Realm issues that now require detailed consideration and design, including opportunities to improve and extend public realm along Wyndham Street
- The Avenue – a detailed cross section is required to give a clear indication of what the ‘boulevarding’ of Reckleford would look like and will be used as a basis for creating a comprehensive scheme along the remainder of Reckleford and in future discussions with developers.
- Princes Street Enhancement Phase 2 – Detailed design is required to bring forward proposals for Phase 2 which looks at an area locally identified as the ‘Clock Tower’ and the top end of Princes Street which includes a section of Park Road (vehicular access to Princes Street), North Lane, Court Ash and the pedestrian subway.
- Market Street – Detailed design is required for potential public realm works in the context of the proposed Cattle Market and Quedam Shopping Centre developments. An overall aim will be to ensure continuity between the two proposed developments and the provision of public realm works perhaps via Planning Gain or Planning Conditions.
- Church Path – Design of Church Street, Church Path and the peripheral highway areas to enhance the physical environment of an important public green space in the town centre.

Next steps:

A tender brief has been prepared and expressions of interest will be issued to a short-list of specialists in urban design. It is anticipated that the appointed consultants will commence works in June 2008.

Background Papers:

A Strategy for the Regeneration of the Eastern End of Yeovil Town Centre 2002 – 2005 (produced March 2003)

A Strategy for the Regeneration of the Eastern End of Yeovil Town Centre 2002–2005 (Update Autumn 2004)

Yeovil Vision 2025

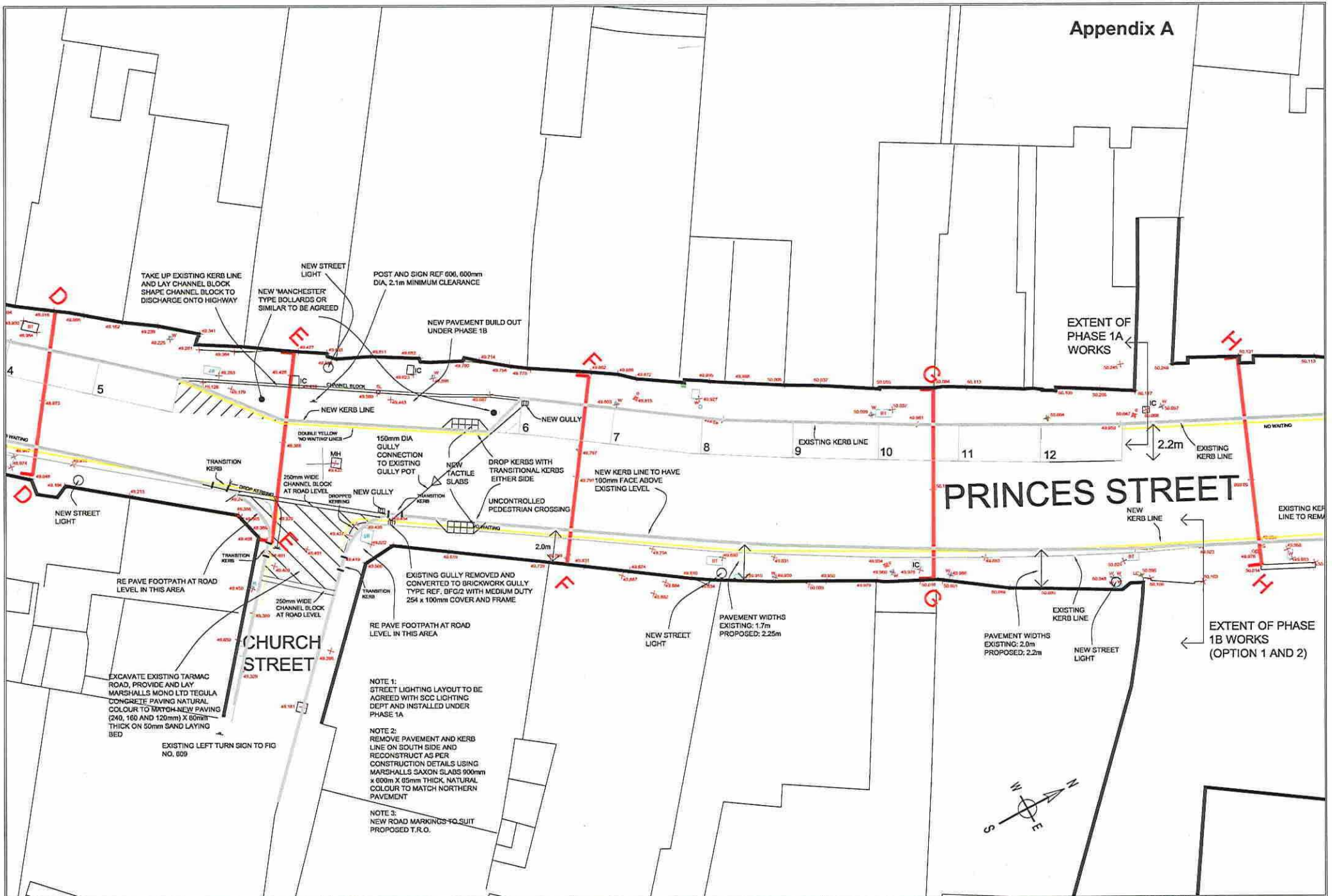
Yeovil Town Centre Strategy

Urban Development Framework

Regeneration of Yeovil Town Centre Strategy March 2006.

Area South Committee Report – Update on the Yeovil Town Centre Regeneration Strategy December 2007.

*Marie Ainsworth and Chereen Smith, Regeneration Officer
01935 462787 or 01935 462730*



DATE	AMENDMENTS	INTLS.	PROJECT
			PRINCES STREET ENHANCEMENT SCHEME
			PRINCES STREET, YEOVIL, SOMERSET.

DRAWING
PHASE 1A & 1B LAYOUT PLAN (OPTION 2)
PLAN SHOWING SECTIONS D-H

South Somerset District Council
 Engineering & Property Services
 Brympton Way, Yeovil, Somerset, BA20 2HT
 Tel: 01935 462462



DRAWING NO.
AS/068/012G

DRAWN BY	DATE
N.J.D	APRIL 08
SCALE	1/100



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

Following consideration of proposed plans at the last meeting of the Promotions and Activities Committee, the Yeovil in Bloom Flower Show Steering Group has continued to make arrangements for the Flower and Gardeners' Market to be held on 13 September 2008.

A summary of the discussions at that meeting are included within the minutes of the Yeovil in Bloom Flower Show Steering Group (pages 3 to 8).

The Committee is asked to note the summary of discussions on the Flower and Gardeners' market and support the following additional resolutions:

- (2) that the Assistant Town Clerk liaise with Manny and Dave regarding the Flower and Vegetable Show;
- (3) that Ian approach David Mills to establish a suitable parking area in the Quedam Centre car park; and
- (4) that the vegetables be donated to the Night Shelter and the flowers be donated to the Hospice, subject to the exhibitors' agreement.

(Sally Bing – Assistant Town Clerk, 01935 382424)

10. **REQUEST FOR COMMEMORATIVE PLAQUE**

An enquiry has been made about the possibility and feasibility of placing a plaque on the front of the Night Shelter in commemoration of Captain Peter Love in recognition of the dedication and hard work he gave to the homeless in the area.

The Town Clerk is looking into the request and the possible ways that the proposal could be achieved and report will be presented to the next meeting of Committee.

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

(Sally Bing – Assistant Town Clerk, 01935 382424)