

YEOVIL TOWN COUNCIL

MINUTES of a meeting of the **PROMOTIONS AND ACTIVITIES COMMITTEE** held in the Town House, 19 Union Street, Yeovil on **Wednesday 14 May 2008**

(7.00pm to 7.50pm)

Present:

David Recardo - Chairman
J Vincent Chainey
Philip Chandler
Tony Fife
Julian Freke
Dave Gooding
John Grana
Simon Hester
Alan Smith

Also Present:

Marie Ainsworth - Regeneration Officer, SSDC
Ian Budd - Town Centre Manager
Steve Fox - Landscape Officer, SSDC
Sally Bing - Assistant Town Clerk

PUBLIC COMMENT

There were no comments from members of the public.

7/75 **MINUTES**

The Minutes of the previous meeting held on 11 March 2008, copies of which had been circulated, were approved as a correct record and signed by the Chairman.

7/76 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Ruth Kendall, Tony Lock, Ian Martin, Pat Martin and Wes Read.

7/77 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

7/78 **CORRESPONDENCE**

There were no items of correspondence.

7/79 **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 21 April 2008 (Agenda item 5 refers).

RESOLVED

- (1) that the Minutes be noted; and
- (2) that the invitation to the South West in Bloom Presentations should read James Foster-Pegg and Tony Rash.

7/80 **YEOVIL IN BLOOM**

Steve Fox informed the Committee that the take up of flower baskets was slightly reduced in comparison to last year and this was unfortunately due to the economic trend affecting smaller traders. He stated that the invoices for the roundabout sponsors agreed at the last meeting of the Promotions and Activities Committee had been sent out and that there would be a full page dedicated to Yeovil in Bloom for three consecutive weeks starting the end of May which would also advertise the local Yeovil in Bloom gardening competition.

Steve explained that Lesley Jelleyman had been working with local groups regarding the competitions and neighbourhood schemes and that the horticultural team had started to take out the spring bedding in the last few days, donating the plants and bulbs to local schools. Steve informed the Committee that on 23 May the plants and bulbs in the flower beds in St Johns Churchyard would be removed and members of the public were welcome to turn up with a bag to collect them so they could be re-used. The Summer bedding would be planted starting with St Johns Churchyard on 27 May and during the following 2^{1/2} weeks. The baskets would be put up during the second week in June.

Steve further explained to the Committee that the Bond Street display had unfortunately been damaged by fire so the design for the display in that location needed to be re-visited and adjusted to incorporate the extra space now available. Steve reported that the Steering Group had visited Lufton Nursery to meet the staff and observe the work going on in preparation for the planting out.

In answer to a question from the Chairman, Steve explained that the plants in the centre pieces in the centre of town would be removed this week along with the baskets outside Glovers Walk.

RESOLVED

that the matters be noted.

7/81 **REGENERATION UPDATE**

The Committee considered the report by the Regeneration Officer (Agenda item 7 refers).

With regard to underpasses in the Town, Marie explained that the underpass at the end of Princes Street would be included within Phase II of the Princes Street Improvement Plan. Ian Budd explained that South Somerset District Council had arranged for a company to clean the underpasses at Princes Street, Kingston and West Hendford. He stated that the underpasses would be cleaned and sealed to ensure that future cleaning would be easier.

Julian Freke asked whether the subway from Higher Kingston to Reckleford could also be included within the clean-up scheme. Ian confirmed he would add this to the list and explained that the underpasses would be closed off at night to allow the work to be carried out with minimal disruption to pedestrian traffic. He also explained that an area of land close to the Kingston underpass would be cleared and assessed for improvement in the future.

Discussion turned to West Hendford car park and Ian explained that a meeting had been arranged with the Police Beat Manager and Tesco to aim to resolve problems.

Returning to the report, Marie explained that Phase 1B of the Regeneration of Princes Street would be completed the week commencing 2 June.

The Assistant Town Clerk circulated pictures of the designs proposed for the Yeovil in Bloom planters to be located at the entrance of the United Reform Church. Marie added that South Western Terrace regeneration would be completed during the Summer and that the Public Realm Design scheme aspect of the report was submitted by her colleague, Chereen Smith.

In answer to a query regarding the increased lighting in Princes Street, Marie explained that the lighting had been improved in line with highways guidelines so that the lighting in the area met European standards and improved the feeling of security and safety in that area. She added that following consultation prior to the commencement of Phase 1 of the regeneration of Princes Street, concerns had been raised about safety in the area. It was added that the increased lighting levels would improve the effectiveness of existing CCTV in Princes Street.

J Vincent Chainey stated that he felt that Princes Street was one of the most important historic streets in Yeovil and was pleased to see that it had been greatly improved by Phase 1 of the regeneration, making it a viable and good street in which to work and also be enjoyed by pedestrians and shoppers.

Discussion took place regarding the cattle market development and the potential for planning gain and concern was raised that a number of premises had closed in Lower Middle Street.

It was confirmed by the Regeneration Officer that unfortunately a few more shops may be closing which was symptomatic of the current financial situation.

RESOLVED

that the matters be noted.

7/82 YEOVIL FLOWER AND GARDENERS' MARKET

The Committee considered the report by the Assistant Town Clerk (Agenda item 8 refers).

The Assistant Town Clerk summarised the plans for the Yeovil Flower and Gardeners' Market to date and informed the Committee that unfortunately

David Laws MP was no longer in a position to attend as in previous years to present prizes to the Yeovil in Bloom gardening competition winners.

The Committee noted the summary discussions on the Flower and Gardeners' Market set out in the Minutes of the Yeovil in Bloom Flower Show Steering Group and Ian Budd added that he had approached David Mills to request suitable parking within the Quedam Centre car park for flower and vegetable show competitors and David had confirmed he would be supportive. Ian Budd also explained to the Committee that he had contacted the organisers of South Somerset Food Festival to suggest that food festival stalls be included within the Flower and Gardeners' Market. South Somerset Food Festival were keen to become involved and would include an advertisement about the Yeovil Flower and Gardeners' Market within their promotional leaflet of which 20,000 would be distributed.

RESOLVED

- (1) that the matters be noted;
- (2) that the inclusion of South Somerset Food Festival within the Yeovil Flower and Gardeners' Market be supported; and
- (3) that the resolutions regarding Yeovil Flower and Gardeners' Market within the Yeovil in Bloom Flower Show Steering Group Minutes be supported including "that the vegetables be donated to the Night Shelter and the flowers be donated to the Hospice subject to the exhibitors' agreement".

7/83 TOWN CENTRE MANAGER'S REPORT

Ian Budd explained to the Committee that an Italian market was planned for Saturday 28 and Sunday 29 June which would include 17 stalls, music and a car display from Haynes Motor Museum. He added that on Sunday 29 June, in partnership with the Quedam Centre and Tamburinos, an attempt would be made to create the world's longest line of pizzas. Ivel FM would be promoting the event and combined marketing between Town Centre Partnership, the Quedam Centre and Tamburinos would ensure that a significant publicity campaign was organised.

Ian also informed the Committee that the Christmas Lights switch-on would take place on Thursday 20 November in the Quedam Centre with the support of Ivel FM. He added that in addition he was planning to organise a Christmas family day on a Sunday in December to include a themed market, entertainment, carols, special offers and a visit from Santa. Ian also brought a suggestion to the Committee of a competition for children to design a new Christmas light. He explained that Blachere, who provide the lights in Yeovil Town Centre, would be supporting the competition, that applications could be posted to the Town House and designs judged by two or three judges, including the Mayor. He explained that the new light would then be made by Blachere and switched on during the evening of 20 November. Ian explained that he would run the competition on behalf of the Town Council and obtain private sponsorship to fund the £500 to £700 costs incurred in the production of the light. He further explained that an extra column would be installed in Bond Street to accommodate the light and providing early agreement was

obtained from the Town Council, there should be sufficient time to achieve completion of all aspects before the switch-on celebration on 20 November.

RESOLVED

- (1) that the matters be noted; and
- (2) that the proposal to hold a childrens' competition to design a Christmas light to be commissioned by Blachere in time for the switch-on event in November be supported.

7/84 **REQUEST FOR COMMEMORATIVE PLAQUE**

The Committee considered the report by the Assistant Town Clerk (Agenda item 10 refers).

During the ensuing discussion the Committee agreed that it was fitting for the work and dedication of Captain Peter Love to the homeless of Yeovil to be permanently recognised and the placing of a plaque in a suitable location was supported in principle. It was suggested that a blue plaque may not be suitable but the Committee looked forward to suggestions by the Town Clerk at the next meeting.

RESOLVED

that the matter be noted.

7/85 **FINANCIAL STATEMENT FOR PERIOD ENDING 31 MARCH 2008**

The Committee considered the report of the Finance Administrator (Agenda item 11 refers) and John Grana raised a question regarding an honorarium.

The Assistant Town Clerk confirmed that she would obtain relevant information and ensure an answer was sent directly to the Councillor.

RESOLVED

that the Financial Statement for the months February and March 2008 be noted.

PUBLIC COMMENT

There were no comments from members of the public.

Chairman