



Yeovil Town Council

**Town House
19 Union Street
Yeovil
Somerset
BA20 1PQ**

Phone 01935 382424

Fax 01935 382429

E-mail alan.tawse@yeovil.gov.uk

Promotions and Activities Committee

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

The Time... **7.00pm**

The Date... **Monday 18 May 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

12 May 2009

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

To: All Members of Yeovil Town Council

J Vincent Chainey

Philip Chandler

John Cruddas

Clive Davis

Bridget Dollard

Tony Fife

Julian Freke

Dave Gooding

Pete Goodman

John Grana

David Greene

Peter Gubbins

John Hann

Steve Hawker

Simon Hester

Andrew Kendall

Ruth Kendall

Tony Lock

Ian Martin

Pat Martin

Tom Parsley

Wes Read

David Recardo

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 17 March and 12 May 2009.

2. **APOLOGIES FOR ABSENCE**

3. **DECLARATIONS OF INTEREST**

4. **CORRESPONDENCE**

5. **YEOVIL IN BLOOM FLOWER AND GARDENERS' MARKET STEERING GROUP MINUTES**

To consider the Minutes of the meetings of the Yeovil in Bloom Gardeners' Market Steering Group held on 30 March and 27 April 2009.

6. **YEOVIL IN BLOOM**

To receive an oral update from the Landscape Officer.

7. **YEOVIL IN BLOOM - TRADERS BASKETS**

To consider the report of the Assistant Town Clerk attached at page 3.

8. **YEOVIL IN BLOOM - SPONSORSHIP INITIATIVE**

To consider the report of the Assistant Town Clerk attached at page 4.

9. **FLOWER AND GARDENERS' MARKET**

To consider the report of the Assistant Town Clerk attached at pages 5 and 6.

10. **TOWN CRIERS' COMPETITION**

To consider the report of the Assistant Town Clerk attached at page 7.

11. **LOGO COMPETITION**

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

12. **BEST VALUE**

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

13. **FINANCIAL STATEMENT FOR PERIOD ENDING 31 MARCH 2009**

To consider the Financial Statement for the period 1 February to 31 March 2009 attached at pages 9 to 14.

Public Comment (15 Minutes)

SB/JW
12/05/09

YEOVIL IN BLOOM: TRADERS BASKETS

At the March meeting of the Yeovil in Bloom Flower and Gardeners' Market Steering Group, Steve Fox, Landscape Officer, discussed with the Group the number of shops in the Town Centre which were currently empty, and sought views on the use of baskets on the shops during the forthcoming summer.

The provision of baskets on empty shops was supported providing payment for the baskets had been sought from the agent/landlord first. If the agent/landlord was unable to meet the cost of baskets, it was felt that baskets could be provided and funded as part of the Yeovil in Bloom initiative. It was further felt that a fundraising scheme to raise funds towards the cost of supplying the baskets on empty shops could be arranged – please see further separate report.

It is recognised that permission would be required from the landlord/agent of the empty shop before the erection of any baskets on an empty shop.

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

(Sally Bing, Assistant Town Clerk – 01935 382424)

YEOVIL IN BLOOM: SPONSORSHIP INITIATIVE

At the March meeting the Yeovil in Bloom Flower and Gardeners' Market Steering Group discussed proposals for a fundraising initiative for Yeovil in Bloom. It was felt that an opportunity for members of the public to contribute to Yeovil in Bloom would promote the scheme and increase community awareness and involvement. This would be in line with the South West in Bloom criteria.

It was further discussed that those contributing £1 or more would be entered into a draw to win a basket for their home. It was also suggested that a roll of honour listing all those who had contributed could be publicised and/or displayed.

The cost implication of running a prize draw would be as follows:

Registration of a Non Commercial Society	£40
Cost of the Basket (to SSDC)	£40
Cost of printing 500 tickets	£40
Total	£120

More than 120 prize draw tickets would therefore need to be sold to make a profit towards Yeovil in Bloom.

The Committee is **RECOMMENDED** to consider supporting the initiative.

(Sally Bing, Assistant Town Clerk – 01935 382424)

YEOVIL FLOWER AND GARDENERS' MARKET AND FLOWER SHOW

A draft budget for the Flower and Gardeners' Market is attached which includes expenditure for a face painter (£200), clown (£250) and magician (£250) to entertain visitors on the day.

The Committee is **RECOMMENDED** to consider the budget to date, and also the following recommendations made by the Yeovil in Bloom Flower and Gardeners' Market Steering Group regarding the Yeovil Flower and Gardeners' Market and Flower Show:

- 1) that a charge of £1 per face be charged for face painting to offset some of the expenditure;
- 2) that the photographic competition (as part of the Flower Show) be advertised as 'Your Yeovil' and suitable rules be drawn up.

(Sally Bing, Assistant Town Clerk – 01935 382424)

YEOVIL ANNUAL TOWN CRIERS' COMPETITION

Town Criers from far and wide came to Yeovil on Saturday 12 May to keep up the ancient tradition of Crying and compete in the Yeovil Annual Open Town Criers Competition. A total of 20 Town Criers, all members of the Ancient and Honourable Guild enjoyed a fantastic day in the sunshine as guests of Yeovil Town Council. The colourful spectacle entertained shoppers throughout the day as each competitor performed their home town Cry and a Cry of their own choice in the Open Air Entertainment Area in the presence of the Mayor and Mayoress, Wes and Trudie Read.

Bruce Trigger, Yeovil's own Town Crier, has commented that the event was once again very successful and has extended his thanks to Yeovil Town Band, the organisers, officials and judges.

Trophies are given to the winner and runners up in the competition, and awards are also presented for the best dressed crier and escort. All competitors are awarded a certificate and given a memento of the event.

It is **RECOMMENDED** that the matters be noted.

(Sally Bing – Assistant Town Clerk 01935 382424)

LOGO COMPETITION IN ASSOCIATION WITH YEOVIL COLLEGE

At the last meeting of the Promotions and Activities Committee, discussion took place regarding the proposal to design a logo to use in promotion material for Yeovil in Bloom and the Flower and Gardeners' Market. The relevant department at Yeovil College was contacted regarding this matter and will be inviting students to enter the competition (which will also be open to schools and the general public), which will be run over the summer with an entry date of mid September. Entries will then be displayed at the South West in Bloom Presentations in September.

Yeovil College has also agreed to take the winning design, and amend and or/format it for use in the relevant publicity material. For this aspect of the work, they have asked the Committee to consider making a donation in the region of £50 - £100 towards materials for the department.

The Committee is **RECOMMENDED** to consider making a donation of £50 - £100 which could be met from the Town Guide/Promotional publications budget allocation.

(Sally Bing, Assistant Town Clerk – 01935 382424)

Promotions and Activities Committee Meeting – 18 May 2009

12. BEST VALUE

Unlike their county and district counterparts, town councils are free to choose their own performance indicators. These play an important part in the Best Value process, as they are the yardsticks by which the targets set are measured.

To make sure indicators chosen give a balanced view of performance, the Government has suggested using five dimensions of performance:

- Strategic Objectives
- Cost/Efficiency
- Service Delivery Outcomes
- Quality
- Fair Access

The Council has set corporate health performance indicators as well as setting additional ones for each service. The Policy, Resources and Finance Committee has adopted a list of corporate performance indicators compiled from the mandatory list that all principal councils must adopt.

Service related indicators are just as important. The Council has agreed that these are best chosen by the Service Committees - who are already responsible for monitoring and reviewing the services within their purview. Last year, all the Service Committees were asked to put forward a performance indicator for each of the major services/functions under their control and their achievements have been reported during the current cycle of meetings.

Two of the main activities managed by the Committee are the Yeovil in Bloom initiative and the provision of Christmas Lights.

Yeovil in Bloom

The Yeovil in Bloom displays form an important part of the Town Council's contribution to the enhancement of Yeovil, and it has been agreed that a survey be carried out, at an appropriate time, of people's views on the attractiveness of this Year's display.

Last year, the Committee set itself a target of achieving 80% satisfaction rate with the Yeovil in Bloom displays.

A random survey was carried out in the Town last August and September, which showed that 94% of people were satisfied with the displays.

This highly commendable result reflected the hard work of all of those involved with the initiative, and the Town's success in securing a further gold award in the Regional Britain in Bloom competition.

It is **RECOMMENDED** that the Committee notes this achievement and sets the same customer satisfaction target for this year's displays.

Christmas Lights

The *quality* of service provision is also important in this area of activity in which the Town Council takes a leading role. The attractiveness and enjoyment of this initiative is largely judged by the public's perception of how well the displays are designed and maintained.

Last year, the Committee set itself a similar target of achieving 80% satisfaction rate with the Christmas Light displays.

In December 2008, a random survey was carried out in the Town, which showed that a highly creditable 90% of people were satisfied with the displays.

It is **RECOMMENDED** that the Committee notes this achievement and sets the same customer satisfaction target for this year's displays.

(Alan Tawse, Town Clerk - 01935 382424)