

## **YEOVIL TOWN COUNCIL**

**MINUTES** of a meeting of the **PROMOTIONS AND ACTIVITIES COMMITTEE** held in the Town House, 19 Union Street, Yeovil on **Monday 18 May 2009**

(7.00pm to 8.30pm)

### **Present:**

David Recardo - Chairman  
Dave Gooding  
Alan Smith

### **Also Present:**

Steve Fox - Landscape Officer, SSDC  
Sally Bing - Assistant Town Clerk

## **PUBLIC COMMENT**

There were no comments from members of the public.

### 7/148 **MINUTES**

The Minutes of the previous meeting held on 17 March 2009, copies of which had already been circulated, were confirmed as a correct record and signed by the Chairman.

The Minutes of the meeting held on 12 May 2009 would be available in advance of the next meeting the Promotions and Activities Committee.

### 7/149 **APOLOGIES FOR ABSENCE**

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

### 7/150 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

### 7/151 **CORRESPONDENCE**

There were no items of correspondence.

### 7/152 **YEOVIL IN BLOOM 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 30 March and 27 April 2009.

## **RESOLVED**

that the Minutes and the matters be noted.

### **7/153 YEOVIL IN BLOOM**

Steve Fox informed the Committee that spring bedding had been removed from St John's Churchyard on the morning of 18 May, to be given away to members of the public as advertised. He informed the Committee that he estimated more than 100 people had turned up to collect plants and bulbs and had helped themselves to the bedding which meant that it had all been removed in approximately one hour. He added that bulbs had also been given away previously from the roundabouts and other beds around the town to schools, Fiveways, Lufton Manor College and St Margaret's Hospice with only one roundabout left to remove spring bedding from. Planting out of St John's Churchyard would commence the following week and was anticipated would take approximately a week and a half.

The designs were discussed by the Committee as set out in the Yeovil in Bloom Flower and Gardeners' Market Steering Group Minutes.

Steve informed the Committee that baskets would be put up during the second week of June.

## **RESOLVED**

that the matters be noted.

### **7/154 YEOVIL IN BLOOM TRADERS BASKETS**

The Committee considered the report of the Assistant Town Clerk (Agenda item 7 refers) and Steve Fox explained that the baskets would only be put up on empty shops where brackets already existed.

## **RESOLVED**

- (1) that the matters be noted; and
- (2) that it be agreed to erect baskets on empty shops with existing brackets to ensure that the town centre looked its best for the forthcoming South West in Bloom judging.

### **7/155 YEOVIL IN BLOOM SPONSORSHIP INITIATIVE**

The Committee considered the report of the Assistant Town Clerk (Agenda item 8 refers) and it was recognised that the rules of running a prize draw would mean that each ticket would need to be the same price (£1 was suggested) and that the incentive to enter would be improved if more prizes were available.

Steve Fox offered to donate a prize of a £40 voucher for the nursery at Lufton for third prize and it was suggested that the first prize could be two 18" baskets and the second prize could be one 18" basket.

It was also recognised that the timescale was too short to run the competition this summer as the baskets would be available from June and this would not provide sufficient time for ticket selling. It was therefore suggested that the competition be launched at the Flower and Gardeners' Market on 12 September 2009 with a view to drawing the prize winners in the New Year and the prize winners being given the choice of a spring or summer basket.

The cost of running the prize draw would be as follows:-

Registration of a non commercial society	£ 40.00
Baskets	£ 120.00
Printing 500 tickets	£ 40.00
Voucher for Lufton (donated)	_____
	£ 200.00
	_____

More than 200 prize draw tickets would therefore need to be sold before a profit would be made towards Yeovil in Bloom, and ideally all tickets would be sold making £300 for Yeovil in Bloom. As it was not anticipated at such an early stage in the financial year that there would be an underspend in the Promotions and Activities Budget, the Committee felt that a recommendation to Policy, Resources and Finance Committee was required to request that the prize draw be supported and that the £200 initial outlay for setting up the competition be underwritten from contingencies with a view to recouping the money by ticket sales.

## **RESOLVED**

- (1) that the matter be noted and supported; and
- (2) that the prize draw initiative to raise money for Yeovil in Bloom with an initial outlay cost of £200 be referred to the Policy, Resources and Finance Committee to request that the initial £200 costs be underwritten from contingencies (with a view to recouping the money by ticket sales).

## **7/156 FLOWER AND GARDENERS' MARKET**

The Committee considered the report and the budget by the Assistant Town Clerk (Agenda item 9 refers).

With regard to the face painting, it was agreed that £1 per face be charged and a box be placed on the face painter's stall for collection of monies which would be collected by a member of staff at the end of the day.

With regard to the photograph competition 'Your Yeovil' was agreed as a suitable title and it was suggested that up to four photographs could be entered per competitor. The photographs should be a maximum size of 7" x 5" on photographic paper with a label on the back with name, address and telephone number of the competitor. It was suggested that one of the conditions of entry be that the competitors be asked to keep the original jpeg (or similar) file and that it be explained that they would be contacted should

the photograph be required for use by the Town Council in one of its publications. Additionally a condition of entry to the competition would be that the picture could be used by the Town Council in any of its future publications.

It was agreed that it should be made clear that the competition was an amateur photography competition in the press release and any entry documents. It was also agreed that it would be the responsibility of the competitor to ensure safe deposit of the photographs to the Town House on entry to the competition, and collection from the Town House within a limited timescale following the Flower and Gardeners' Market.

With regard to entertainment, the clown, magician and face painter were supported and it was suggested that sponsorship be sought for one or two of the entertainers.

The Assistant Town Clerk informed the Committee that contact had been made with Beth Coleman of Somerset Waste Action Programme via Pauline Burr, SSDC Arts Officer and arrangements had been made for recruitment of a new band to practice at Strode College with the aim of performing at the Flower and Gardeners' Market in September. It was suggested that a visit to Strode College to listen to the junk band rehearsing in advance of the event could be arranged.

## **RESOLVED**

- (1) that the matters be noted;
- (2) that a charge of £1 per face be charged for face painting to offset some of the expenditure;
- (3) that the photograph competition (as part of the Flower Show) be advertised as 'Your Yeovil' and suitable rules be drawn up including the following:
  - maximum 4 photographs per competitor
  - 7" x 5" max photograph size on photographic paper
  - label on back containing, name, address and telephone number
  - competitors be asked to keep original jpeg (or similar) file if available for use by Yeovil Town Council
  - that any pictures entered into the competition could be used in publicity material by Yeovil Town Council in future publications
  - that the competition be advertised as an amateur photography competition
  - that the competitor be responsible for safe deposit of the photographs to the Town House and collection within a specified time after the Flower and Gardeners' Market.
- (4) that the budget be noted; and
- (5) that the inclusion of a clown, magician and face painter as part of the entertainment for the day be supported.

#### 7/157 **TOWN CRIERS' COMPETITION**

The Committee considered the report of the Assistant Town Clerk (Agenda item 10 refers) and the Chairman distributed photographs of the day to Committee Members.

#### **RESOLVED**

- (1) that the matter be noted;
- (2) that the Finance Officer be thanked for arranging a successful event and;
- (3) that the competition be arranged again next year and advertised as soon as the date is available.

#### 7/158 **LOGO COMPETITION**

The Committee considered the report of the Assistant Town Clerk (Agenda item 11 refers).

It was noted that entries to the competition would be displayed at the South West in Bloom presentations on 17 September 2009 and ways in which attendees at the South West in Bloom presentations could make comment on the entries were discussed.

The Assistant Town Clerk confirmed that the closing date for the competition would need to be 14 September 2009.

#### **RESOLVED**

- (1) that the matter be noted;
- (2) that the entries be displayed at the South West in Bloom presentations 2009;
- (3) that the final judging be carried out by the Promotions and Activities Committee; and
- (4) that a donation of £100 be made to Yeovil College for materials in recognition of their assistance in running the competition and agreement to amend and/or format the chosen design for use in relevant publicity material by the Town Council.

#### 7/159 **BEST VALUE**

The Committee considered the report by the Town Clerk (Agenda item 12 refers) and noted the year's achievements.

#### **RESOLVED**

- (1) that the Committee noted the achievement of 94% satisfaction rate with the 2008/2009 Yeovil in Bloom displays and the town's success in

securing a Gold Award in the Regional Britain in Bloom Competition and agreed to set the same customer service satisfaction target of 80% for the forthcoming year and;

(2) that the Committee noted the achievement of 90% satisfaction rate with the 2008 Christmas lights displays and agreed to set the same customer satisfaction target of 80% for the 2009 display.

7/160 **FINANCIAL STATEMENT FOR PERIOD ENDING 31 MARCH 2009**

The Committee considered the report of the Finance Administrator (Agenda item 13 refers) for period 1 February to 31 March 2009.

**RESOLVED**

that the Financial Statement for the months February and March 2009 be noted.

**PUBLIC COMMENT**

There were no comments from members of the public.

Chairman

SB/JW  
21/05/09