

YEOVIL TOWN COUNCIL

MINUTES of a meeting of the **PROMOTIONS AND ACTIVITIES COMMITTEE** held in the Town House, 19 Union Street, Yeovil on **Tuesday 18 May 2010**

(7.00pm to 7.55 pm)

Present:

Wes Read (Chairman)
Philip Chandler
Clive Davis
Dave Gooding
Steve Hawker
David Recardo

Also Present:

Alan Tawse – Town Clerk
Sarah Hunt – Assistant Town Clerk
Chereen Smith – Regeneration Officer (SSDC)
Steve Fox - Landscape Officer (SSDC)
Ian Budd – Town Centre Manager

PUBLIC COMMENT

There were no comments from members of the public.

7/217 **MINUTES**

The Minutes of the previous meeting held on 16 March 2010, copies of which had been circulated, were approved as a correct record and signed by the Chairman.

7/218 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Tony Fife, Ruth Kendall, Ian Martin and Alan Smith.

7/219 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

7/220 **CORRESPONDENCE**

There were no items of correspondence.

7/221 **REGENERATION OF YEOVIL TOWN CENTRE – PRINCES STREET ENHANCEMENT SCHEME**

The District Council's Regeneration Officer invited Committee members to represent the Town Council on the Steering Group, which would be overseeing Phase II of the Scheme.

David Recardo suggested that the £8,000, which had been ring-fenced and carried forward by the Town Council, be put towards suitable enhancements such as posts for hanging baskets and/or advertising banners.

Committee members were keen to ensure that any additional street furniture would not clutter up the streets but welcomed the opportunity to provide a uniform means of promoting events, particularly as small businesses located in Yeovil's side streets were being encouraged to comply with the District Council's adopted Planning Protocol on the use of 'A' frames.

RESOLVED

- (1) that the report be noted; and
- (2) that the Chairman of the Promotions and Activities Committee represent the Town Council on future meetings of the Princes Street Enhancement Scheme Steering Group, and, in his absence, the Deputy Chairman attend instead.

7/222 YEOVIL IN BLOOM STEERING GROUP MINUTES

The Committee considered the Minutes of the meeting of the Yeovil in Bloom Steering Group held on 12 April 2010 (Agenda Item 6 refers).

RESOLVED

that the matters be noted.

7/223 YEOVIL IN BLOOM

The Landscape Officer described the work that had been undertaken since the last Meeting (Item 7 refers). Local schools and Lufton College had received bags of 'recycled' plants from the spring bedding displays around the town and these beds were now being stripped out ready for the summer floral 'In Bloom' displays.

There was no shortage of sponsors for the hanging basket displays this year.

He advised that the annual bulb give-away would take place in St. John's Churchyard on Monday 24th May as it was not feasible to dry out and store the bulbs for distribution at the September Flower and Gardeners' Market.

The Town Clerk advised Committee Members of a recent request from Emily Ball, who was organising a touring exhibition of 'al fresco' cinema. There was a request to show three short films on the evening of 23 June to the north side of St. John's church. He explained that he had met the applicant on site along with the Town Centre Manager, the Arts Development Officer (SSDC) and the Landscape Officer (SSDC), all of whom supported the proposal. It was hoped that up to 50 people would attend. Committee members supported the event, subject to the Church and the Police not objecting and subject to plenty of stewards being available to ensure that appropriate respect was paid to the Churchyard, its headstones and to the newly planted summer floral displays.

RESOLVED

- (1) that the matters be noted; and
- (2) that the 'al fresco' cinema event be supported subject to the Church and the Police having no objections to the event and appropriate safeguards being put in place.

7/224 **FLOWER AND GARDENERS' MARKET UPDATE**

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

RESOLVED

that the matter be noted.

7/225 **BEST VALUE**

The Town Clerk said that there had not been a Christmas Lights Survey this year due to the very cold and inclement weather over Christmas and early in the New Year. However, for the first time this year, there had been a survey after the annual Town Criers' competition, which revealed that 81% of those questioned were satisfied with the event and had enjoyed the pageantry of the occasion.

RESOLVED

- (1) that the Committee notes the achievement of a 98% satisfaction rate with the Yeovil in Bloom displays and the Town's success in securing a third gold medal in the Regional Britain in Bloom Competition, and agrees to set the same customer satisfaction target of 80% for the forthcoming year; and
- (2) that the Committee notes the reasons for the 2009/10 Christmas Lights survey not being carried out, and the achievement of an 81% satisfaction rate for this year's Town Criers' Competition; and
- (3) that a customer satisfaction target of 80% be set for the 2010/11 Christmas Lights display.

7/226 **FINANCIAL STATEMENT FOR PERIOD ENDING FEBRUARY/MARCH 2010**

RESOLVED

that the Financial Statement for February and March 2010 be noted.

Chairman