

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... **Tuesday 10 November 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



QUALITY
TOWN
COUNCIL

Alan Tawse

Alan Tawse

Town Clerk

3 November 2009

Please contact Sarah Hunt at the Town House for more information about this meeting

To All Members of the Promotions and Activities
Committee:

Philip Chandler (Ex-officio)

Tony Fife

Dave Gooding (Vice-Chairman)

Ruth Kendall

Ian Martin

Pat Martin

Wes Read (Ex-officio)

David Recardo (Chairman)

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 15 September 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 meeting of the Yeovil in Bloom Gardeners' Market Steering Group held on 19 October 2009. (See attached at pages 4 to 7).

6. **SEPTEMBER MARKET UPDATE**

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

7. **YEOVIL PROMOTIONAL DVD**

To consider a written report by the Town Centre Manager (to be circulated) and a verbal report by the Chair of the Promotions and Activities Committee.

At the 6 October 2009 Council meeting, it was resolved, amongst other things that

- (1) approval be given to further discussions taking place with interested parties, on a without prejudice basis, to establish the level of demand for producing a separate version of the film with greater emphasis on other facilities and attractions in the Town, and the outcome of those discussions – including estimated production, manufacturing and distribution costs and details of pledged contributions – be reported to the Promotions and Activities Committee and then onto Town Council; and
- (2) assuming the extended project went ahead, consideration also be given at that time to the most appropriate project delivery vehicle; and

(3) assuming a web version of the original film can be produced at minimal cost to the Town Council, arrangements be made by the Town Clerk for the film to be incorporated onto the Town Council's website.

8. **YEOVIL IN BLOOM**

To receive an oral update from the Landscape Officer.

9. **2010/11 TOWN GUIDE**

Yeovil Town Guide is a biennial publication and the last four editions have been published by Plus Publishing at no cost to the Town Council. Plus Publishing has now proposed that they produce a new Town Guide for 2010/11 under the same terms and conditions as the 2008/9 guide (10,000 free copies and the provision of the final document in a suitable format for the Town Council's website). A copy of the current guide will be available at the meeting (or in advance on request).

The next guide is due to be published in May 2010.

The Committee is **RECOMMENDED** to consider agreeing to the proposal by Plus Publishing to produce a 5th edition of the Town Guide, including 10,000 copies, and to appoint 3 members of the Committee to the Editorial Board for the Yeovil Town Guide publication 2010/11.

(Sarah Hunt, Assistant Town Clerk – 01935 382424)

10. **TOWN CREST PROMOTIONAL ITEMS**

To consider the report by the Assistant Town Clerk attached at pages 9 to 10.

11. **CHRISTMAS LIGHTS COMPETITION**

To consider a report by the Assistant Town Clerk attached at page 11.

12. **COMMITTEE REVENUE ESTIMATES**

To consider the report by the Town Clerk at pages 12 to 13

13. **NOTES ON BUDGET ESTIMATES**

To consider the report of the Town Clerk at pages 14 to 15.

14. FINANCIAL STATEMENT FOR PERIOD ENDING 30 SEPTEMBER 2009

To consider the Financial Statement for the period 1 August to 30 September 2009 attached at pages 16 to 21.

Public Comment (15 Minutes)

SH
02/11/09

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 19 October 2009**

(4.30pm to 6.00pm)

Present:

David Recardo - Chairman
Kevin Bishop - Viridor Waste Management
Richard Griffith - Viridor Waste Management
Lesley Jelleyman - Yeovil in Bloom Promotions Officer, SSDC
Liz Pike
Wes Read
Manny Roper

Also Present:

Steve Hawker
Alan Tawse - Town Clerk
Sarah Hunt - Assistant Town Clerk

1. MINUTES

The Minutes of the previous meeting held on 7 September were approved as a correct record and signed by the Chairman.

2. APOLOGIES FOR ABSENCE

Apologies for absence were received from Ian Budd, Dave Cunningham, Steve Fox, John Horsey, Alan Smith and Darren Shutler.

3. CORRESPONDENCE

Alan advised that he had received a letter from Dave Cunningham informing him that he was standing down from the Committee.

RESOLVED

(1) that Alan write to Dave to thank him on behalf of the Group for his contribution.

4. FEEDBACK FROM SOUTH WEST IN BLOOM PRESENTATIONS 2009

Committee members watched the Yeovil in Bloom DVD produced by Augusta Westland and agreed that it was very well produced and just the right length. David asked Alan, on behalf of the Committee, to write a letter of thanks to Julie Pilbeam. David said that there was an HD version available of the DVD.

David advised that the event at Westland had been a complete success and that it had drawn the biggest attendance ever in South West in Bloom's history.

David thanked Kevin and Richard from Viridor for their involvement and for supplying hessian bags, which were very well received by attendees.

The town collected 10 awards on the day, including a gold medal. It was a tremendous success and great for Yeovil. David complimented the horticultural team, with a big thanks to Lesley and Steve.

We were still waiting for one certificate to be produced (for the Beach in St. John's churchyard). Sarah to contact Terry Porter to ensure it is sent.

David asked for Rachael Lappage and the Countryside team to be thanked for their outdoor display, which had been very well received.

RESOLVED

- (1) that the matters be noted; and
- (2) that the Assistant Town Clerk contact the South West in Bloom secretary to secure the outstanding award certificate; and
- (3) that Julie Pilbeam and Rachael Lappage receive letters of thanks on behalf of the Group

5. YEOVIL IN BLOOM

All the summer bedding had been removed and the beds were being prepared for spring bedding.

Soil works in St. John's churchyard were underway. The purpose was to eradicate an infestation of celandine and to generally improve soil structure and humus content across the whole site. Spring bedding would commence once the work was completed.

Steve would bring 2010 planting designs to the next Steering Group meeting in November.

Works to the United Reform Church in Princes Street commenced on 19 October. The works entailed the removal and replanting of the shrubbed area, the installation of two new planters and seats by the entrance. This was a continuation of the work that had been carried out in Middle Street.

The Committee agreed that the Hospital and Westland roundabouts still looked very good, despite bedding plants being removed.

Kevin expressed concern that the changes to the road layout as part of the Bunford Business Park development would affect the expensive Westland roundabout planting scheme. Alan said he would contact the Highway Authority to obtain a copy of the plans for Steve to view so that he could make recommendations at an early stage.

RESOLVED

- (1) that the matters be noted; and

- (2) that Alan contact the Highways Authority to obtain plans of the proposed new road scheme which will incorporate Westland roundabout.

6. FLOWER AND GARDENERS' MARKET

Members considered the Assistant Town Clerk's report (Agenda Item 6 refers) and although there was some disappointment at the level of interest in the Flower and Garden Show, it was agreed that the broader market event was a successful format and should be promoted in a different way.

Steve suggested that a Farmer's Market would be well received as it has been very popular in other towns in the county – and would probably attract people from nearby Dorset. As there were no road closure orders required, it was also suggested that stall holders could be offered pitches higher up in Middle Street.

David suggested a suitable photographic competition, which could reflect the theme of the day as "From Field to Plate".

Steve also suggested that an alternative themed day could be an 'Eco Market' centred around sustainable living and promoting 'green' living to local residents.

RESOLVED

- (1) that the matters be noted; and
- (2) that a discussion take place at the next Steering Group meeting about how to improve next year's event.

7. DATE OF MARKET EVENT IN 2010

It was agreed that September 11 would be a good date, subject to the Assistant Town Clerk checking that there were no clashes with other major local events. The date would be communicated to the Tourist Information Centre and other key stakeholders for them to put in diaries.

RESOLVED

- (1) that the matter be noted; and
- (2) to ensure that there is no clash with Ham Hill Country Fayre or any other major local events.

8. ANY OTHER BUSINESS

Kevin and Richard confirmed Viridor's future commitment to Yeovil in Bloom and they were warmly thanked by David and the Committee for their ongoing involvement.

Liz said that people had enjoyed listening to the music in the entertainment area at the Flower and Gardeners' Market and wondered why local bands, e.g. jazz and steel bands, could not be given the opportunity to play there more often. It was agreed to take a report to the next Promotions and Activities meeting to discuss the issue further.

David put forward that Richard, Wes and himself judge next year's photographic competition.

RESOLVED

(1) that the matters be noted;

9. DATE OF NEXT MEETING

RESOLVED

that the next meeting take place on Monday 16th November at 4.30 p.m.

Chairman

SH
26/10/09

6. THE 2010 SEPTEMBER MARKET

The Steering Group is keen to hold a market next year as part of the well-attended awards celebrations for the Best Allotments competition and Yeovil in Bloom prize giving. It has proposed the date of Saturday 11 September 2010, using the same locations: the Vicarage Street Methodist Church Hall, Middle Street and the Entertainments Area. It is important once again to identify the date as early as possible to ensure that sufficient notice can be provided to prospective attendees and book the venue.

Despite the fact that this year, the Flower and Vegetable Show was advertised as an "open" competition, there were again fewer entries than hoped and also fewer stalls due partly to the economic climate and partly to a number of competing local gardening events. The Steering Group has agreed that the market should have an alternative theme in 2010 to entice as many stall holders as possible and to encourage the general public to enjoy the event. A number of suggestions were made, including the incorporation of a Farmers Market and/or an Eco Market as part of the event. It has also been suggested that it would be possible to have stalls higher up in Middle Street, as it is a pedestrian precinct on Saturdays.

The Committee is **RECOMMENDED** to note the matter, to agree to the Steering Group choosing a suitable alternative theme from amongst those proposed and to consider the suggestion of using the same locations and agree to the proposed date of Saturday 11 September 2010.

(Sarah Hunt – Assistant Town Clerk 01935 382424)

9. **2010/11 TOWN GUIDE**

Yeovil Town Guide is a bi-annual publication and the last four editions have been published by Plus Publishing at no cost to the Town Council. Plus Publishing has now proposed that they produce a new Town Guide for 2010/11 under the same terms and conditions as the 2008/9 guide (10,000 copies). A copy of the current guide will be available at the meeting (or in advance on request).

The Committee is **RECOMMENDED** to note the report, to consider agreeing to the proposal by Plus Publishing to produce a 5th edition of the Town Guide, including 10,000 copies, and to appoint 3 members of the Committee to the Editorial Board for the Yeovil Town Guide publication 2010/11.

(Sarah Hunt, Assistant Town Clerk – 01935 382424)

10. TOWN CREST PROMOTIONAL ITEMS

There is a budget of £500 allocated in 2009/10 for promotional items and no money has yet been spent in the current financial year.

I recently had a meeting with Justine Parton, the Visitor Information Manager based at Yeovil Museum, and we discussed the merits and practicalities of ordering specific items, which would be both saleable and representative of the town of Yeovil and Yeovil Town Council.

Quality souvenirs provide tangible keepsakes of people's visits, satisfy souvenir hunters' thirst for novelty, bring in a bit of additional income, as well as advertise Yeovil, both nationally and internationally. Souvenirs are suitable to be given to guests as part of twinning visits and other civic events hosted by the Mayor.

I would suggest that any souvenirs should be wide appeal. Although promotional items such as lapel pins are smart, they are likely to have more masculine appeal and their small size means that they get easily lost or overlooked. A successful promotional item is essentially one that remains on show either because of its aesthetic appeal or its practical application.

There are benefits in combining forces with the Visitor Information Centre when purchasing certain of these promotional items, the most valuable being able to buy in bulk and share the cost. It would also be useful to be able to refer people from the Town Council to the Tourist Information Centre to purchase a particular item in short supply. Items for resale would be priced to help offset production and supply costs.

Justine and I discussed a number of items which we felt would be welcomed by visitors to the Town House and these are listed below under General Appeal.

A selection of items which could suit the Town Crest :

Description	Number	Production cost per item £	Total Production Cost £
Acrylic key ring	500	37 pence	185.00
Round Pocket Mirror	250	From 72 pence	180.00
Fridge Magnet	250	From 58 pence	145.00 (72.50)
Glass paperweight	50	From 6.15 each	307.50
2 Gb. USB file storage lozenges	50	From 13.84	692.00
Wishbone Trolley Coin	300	1.15 each	412.00 including origination and carriage
Ballpoint Pen	250	From 1.069	267.25

A selection of items with General Appeal :

Description	Number	Production Cost per item	Total Production Cost £
Tea Towel with Yeovil Scenes	250	1.06	265.00 <i>(132.50)</i>
Coffee Mugs with Helicopter scene	50	Up to 3.40	170.00 <i>(85.00)</i>
Heavy Cotton foldable shopping bag with Yeovil Scenes	250	2.12	530.00 <i>(265.00)</i>
Transparent ruler with Yeovil scenes	250	From 1.54	385.00

Note : Costs in italics actual costs to the Town Council. Costs for tea towels, mugs, shopping bags and fridge magnets would be shared with the Visitor Centre.

Some items would be for resale and some would be held at the Town House as gifts. It is suggested that the prices for resale items should be agreed with the Visitors Centre Manager so that items can be sold both at the Town House and at the Visitors Centre. Items for resale would help to offset the cost of production.

We also discussed the fact that Yeovil did not sell its own Christmas Cards. These have sold very well in Bath and there could be opportunities to work with local charities such as St. Margaret's Hospice.

It is **RECOMMENDED** that

- (1) the matter be noted; and
- (2) that the Committee agree the purchase of a selection of suitable items up to the value of £500; and
- (3) that consideration be given to the retail price of the chosen items at a future meeting.

(Sarah Hunt, Assistant Town Clerk - 01935 382424)

11. **CHRISTMAS LIGHTS COMPETITION**

The Committee is asked to consider arrangements for Yeovil Town Council's annual Christmas Lights Competition, including nominations of three members for the formation of a Working Group, which will take part in the judging.

Last year, the competition was judged by The Mayor, Wes Read, the Chairman of the Promotions and Activities Committee, David Recardo, and, in the absence of former Town Councillor Audrey Bartlett (who donated the winner's cup) the Mayoress, Trudie Read.

A press release to be prepared as soon as possible after the meeting and letters sent out so that likely participants are given good notice of the competition rules.

The Committee is **RECOMMENDED** to note the report and to consider this year's arrangements.

(Sarah Hunt – Assistant Town Clerk 01935 382424)

12. COMMITTEE REVENUE ESTIMATES - 2010/11

Budget Strategy

In setting recent year's budgets, the Council has drawn attention to the importance of officers and committees making bids for growth to give careful consideration to the impact of such bids on the overall finances of the Council as part of the initial budget process.

With this in mind, the Finance Working Group has met and, taking into consideration known growth bids and inescapable increases has worked with the officers in drawing up the Committees' draft estimates for 2010/11.

To help co-ordinate the overall process, each Committee has once again been asked by the Working Group to keep their expenditure within the suggested maximum limits – with any proposed increases beyond those suggested being matched by reductions elsewhere in the draft budget.

This approach worked successfully last year, and the Working Group feels that following the same approach this year will ensure that a balanced and sustainable budget is set for 2010/11.

The Working Group has again proposed that contingencies continue to be included in a separate budget and that bids for the use of these funds be considered by the Policy, Resources and Finance Committee. This approach is consistent with the way in which unspent revenue balances are now dealt with, and it ensures that all Committees have the same opportunity to put forward bids for additional expenditure during the year.

This approach has been successfully followed for the last seven years, and the Working Group feel that the same approach should be followed this year.

The Finance Working Group has also provisionally included an allocation of £20,000 in the 2010/11 estimates towards new initiatives, and has proposed that the service committees put forward bids for the use of this new fund during the January 2010 cycle of meetings.

Contingencies

At present, contingencies are calculated at 6% of the overall budgets set by the Town Council. In view of the fact that inflation is predicted to rise to 2% over the coming year, and given the ongoing negotiations over the future of the Ski and Activity Centre, it is proposed that these be maintained at 6%.

RECOMMENDATION

The Committee is **RECOMMENDED:**

- (1) to note and support the budget strategy drawn up by the Finance Working Group; and
- (2) to consider the draft estimates attached at page 27, with a view to making recommendations to the Policy, Resources and Finance Committee.

(Alan Tawse, Town Clerk – 01935 382424)

YEOVIL TOWN COUNCIL - ESTIMATES

PROMOTIONS AND ACTIVITIES COMMITTEE

		YEAR 2008/09		YEAR 2009/10		YEAR 2010/11					
NOTES	Item	Allocated	Spent	Allocated	1/2 year	Full year	Estimated		Estimated required	To be allocated	
					spent	estimated	over	under			
						30.09.09	spend to	spent	spent		
						31.03.10					
INCOME 2009/10	Town Centre Partnership	19,570	19,568	19,570	9,784	19,570				19,960	
1/2 Year to 30/09/09	Christmas Lights	18,000	35,485	19,000	34	19,000				19,380	
Festive Lights	Yeovil in Bloom	34,205	34,206	35,230	17,619	35,230				35,940	
SSDC	11,000	Town Crier	850	767	875	0	875			890	
Traders	0	Yeovil Open Town Crier Competition	1,650	1,384	1,740	1,673	1,740			1,770	
Sponsorship	500	Customised souvenirs	300	175	500	0	500			510	
Souvenirs	0	Town Guide/promotional publications	600	150	600	0	300		300	310	
	11,500	Town Centre Environmental Improvements	10,000	10,000	8,000	0	8,000			8,000	
		Christmas Lights Competition	60	0	60	0	60			30	
ESTIMATED INCOME	Yeovil Flower and Gardeners' Market	3,100	2,514	3,800	3,613	3,613			187	3,700	
2009/10	Yeovil Country Park Fayre	700	184	0	0	0				0	
Festive Lights	South West in Bloom Presentations	0	0	495	608	608	113			0	
SSDC	11,000										
Traders	1,000										
Sponsorship	1,000										
Souvenirs	50										
	13,050										
Estimated Income											
2010/11											
Festive Lights											
SSDC	11,000										
Traders	1,000										
Sponsorship	1,000										
Souvenirs	50										
	13,050	Total Expenditure	89,035	104,433	89,870	33,331	89,496	113	487	90,490	0
Notes:								Estimated underspend (-)			-374
											90,116
1	Christmas Lighting - Expenditure in 2009/10 offset by agreed contribution from SSDC							Estimated 2010/11 income			13,050
2	Town Centre Environmental Improvements budget previously used to help meet costs of Middle Street and Princes Street Enhancement Schemes										77,066
								+ contingencies @ 6%			4,624
3	Yeovil Town Centre Flower and Gardeners' Market - maximum guarantee against loss (offset by income from stalls and sponsorship)										81,690
4	South West in Bloom Presentations - costs of PA and transport provision										

13. **NOTES ON BUDGET ESTIMATES**

Town Centre Partnership

The Town Council agreed to share an increased proportion of the overall running costs of the Yeovil Town Centre Partnership on 9 May 2006 (Minute reference 6/427). An allocation of £19,960 has been proposed for next year, which includes an inflationary increase.

Christmas Lights

Following negotiations with the current suppliers of the lights, it is anticipated that the cost of this year's display will be kept within the overall net budget of £31,570. This budget comprises an allocation of £19,570 by the Town Council; £11,000 from South Somerset District Council and an anticipated £1,000 from traders. These negotiations resulted in a reduction of approximately £2,000 in the cost of the hire of the lights by extending the lease agreement by one year.

A proposed allocation from the Town Council of £19,960 has been included for 2010/11, and the District Council has been asked to confirm its likely contribution.

Yeovil in Bloom

£35,940 has been allocated for funding of this Town Council initiative which includes financing of the annual Yeovil in Bloom Competition and a contribution towards the salary costs of a Horticultural Projects Officer who deals with marketing, promotion and publicity. A report considered by the Committee in November 2007 highlighted the need to increase the funding for this activity in line with inflation – this was referred to, and supported by the Policy, Resources and Finance Committee. An inflationary increase for the forthcoming financial year has therefore been included.

Town Crier

An allocation of £890 towards the costs of the Town Crier including his annual honorarium and travelling expenses.

Town Criers' Competition

£1,770 is allocated for 2010/11 towards the costs of the annual competition which includes hire of seating for the public, catering, and accommodation needs according to set criteria in the Town Centre.

Customised Souvenirs

£500 has been allocated for customised souvenirs during the year as agreed by the Committee. The Assistant Town Clerk is currently exploring potential products (as reported elsewhere on the agenda) which, if supported by the Committee, will be purchased in the current financial year. £510 has been allocated for items to be purchased next year.

Town Guide/Promotional Publications

As mentioned elsewhere on the agenda, the Town Guide is produced biennially at no cost to the Town Council. The proposed allocation of £310 for 2010/11 is to cover the cost of placing an advert in the guide jointly with SSDC to promote the newly redeveloped Milford Hall and Milford Park. In recent years, this budget has also been used to meet the cost of placing an advert in the Yeovil Vision magazine, and this year the budget is expected to be underspent by £300. A reduced budget of £310 has been proposed for the forthcoming financial year.

Town Centre Environmental Improvements

£8,000 provisionally allocated as a contribution towards future environmental improvements in the Town Centre. It is proposed that the current allocation of £8,000 towards planned improvements in Princes Street – as part of the Phase 2 stage of the works – be carried forward as a planned underspend into 2010/11 if the works are not undertaken during the current financial year.

Christmas Lights Competition

Provision of £30 has been allocated for the procurement and inscription of awards.

Yeovil Flower and Gardeners' Market

This initiative supported by the Town Council currently has a budget allocation of £3,800 as a guarantee against loss. Sponsorship and income from stallholders resulted in this year's event being contained within this budget and the net cost to the Council of running the event this year was £3,613, which has resulted in an underspend of £187. A proposed guarantee against loss of £3,700 has been included in the draft budget estimates for the next financial year.

Anticipated sponsorship of £1,000 has also been included in the spreadsheet as a separate income item.

South West in Bloom Presentations

In line with the previous report to the Committee, a budget allocation of £495 was included to cover the cost of providing coaches for visitors during the event, and the costs of the PA system. Whilst a minor overspend of £113 in the direct costs of hosting the event was incurred, this was covered by reductions in the ticket/travelling costs of representatives of the Town and District Council attending this year's presentations.

(Alan Tawse, Town Clerk – 01935 382424)