

## **YEOVIL TOWN COUNCIL**

**MINUTES** of a meeting of the **PROMOTIONS AND ACTIVITIES COMMITTEE** held in the Town House, 19 Union Street, Yeovil on **Tuesday 10 November 2009**

(7.00pm to 8.30pm )

### **Present:**

David Recardo (Chairman)  
Philip Chandler  
Tony Fife  
Dave Gooding  
Ruth Kendall  
Wes Read

### **Also Present:**

Steve Fox - Landscape Officer (SSDC)  
Alan Tawse – Town Clerk  
Sarah Hunt – Assistant Town Clerk

## **PUBLIC COMMENT**

There were no comments from members of the public.

### **7/180 MINUTES**

The Minutes of the previous meeting held on September 15 2009, copies of which had been circulated, were approved as a correct record and signed by the Chairman.

### **7/181 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Ian Martin, Pat Martin and Alan Smith.

### **7/182 DECLARATIONS OF INTEREST**

There were no declarations of interest.

### **7/183 CORRESPONDENCE**

There were no items of correspondence.

### **7/184 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 19 October 2009 (Agenda Item 5 refers).

The Chairman restated that the Flower and Vegetable Show had been poorly supported for two years running and there were clashes with other important gardening events in the region. It was therefore deemed sensible to be concentrating on developing another theme for a market.

**RESOLVED**

that the matters be noted.

7/185 **SEPTEMBER MARKET UPDATE**

Members considered the report (Item 6 refers) and noted that the proposed date of 11 September for the market did not clash with any other major local event. The Assistant Town Clerk confirmed that the Vicarage Street Methodist Church was provisionally booked for the presentation buffet.

**RESOLVED**

- (1) that the matters be noted;
- (2) that the Yeovil in Bloom Steering Group be authorised to choose a suitable alternative theme from amongst those proposed at their meeting on 19 October (Minute 6 refers); and
- (3) that the possibility of additionally using the section of Middle Street between Bond Street and the Triangle be supported; and
- (4) that leaflets be circulated at Ham Hill Country Fayre on 4 September to raise awareness of the event the following week.

7/186 **YEOVIL PROMOTIONAL DVD**

The Town Centre Manager's report (Agenda Item 7 refers) on current initiatives is attached to these Minutes. David Recardo would be meeting with him in the new year to discuss how the Yeovil in Bloom DVD could be taken forward in a more general context and to seek contributions from stakeholders. Many organisations such as Yeovil Hospital and Yeovil College already had DVD footage, which could be linked together as part of a Yeovil DVD or as a package of DVD's. It was indicated that the outcome of their discussions would be reported back to the Committee and full Council.

The Town Clerk advised that an internet version of the Yeovil in Bloom DVD was now available to view on the front 'page' of the Yeovil Town website ([www.yeoviltown.com](http://www.yeoviltown.com)). The cost of converting the film to web format totalled £120, the costs of which would be met from the Yeovil in Bloom budget.

The Town Clerk would be preparing a press release to draw the public's attention to the site.

**RESOLVED**

that the matters be noted.

7/187 **YEOVIL IN BLOOM (Agenda Item 8)**

The Landscape Officer advised that spring bedding would be finished week commencing 16 November. The planting team were a week or so behind, due to the soil works in St. John's Churchyard. Winter bed maintenance will take place until Christmas and then early in the new year, six weeks will be spent renovating Sidney Gardens. Steve Fox said that there was a 'Friends of Sidney Gardens' group made up of local residents, which was interested in looking after the park. The gardening team will then spend some time bringing Preston Park up to standard.

Steve hoped to have his Yeovil in Bloom designs ready for the Steering Group on 16 November. He went through some of the judges' comments from this year's competition and said he was pleased that the Gold Medal was achieved despite some quite strict marking. He described the various steps involved in competing at a national level.

There was a discussion about the judging route and mention was made of the little known Hundredstone park, at the top of Mudford Road, which was a small park with excellent views of the surrounding countryside. Members also discussed the potential use of the grassed area in South Western Terrace which included a number of established plane trees.

**RESOLVED**

- (1) that the matters be noted;
- (2) that Steve Fox contact Natalie Ross, who is the lead officer for community projects, to further discuss the Sidney Gardens project; and
- (3) that consideration be given by the horticultural team to regularly maintain small, overlooked areas of Yeovil.

7/188 **2010/11 TOWN GUIDE**

**RESOLVED**

- (1) that the matters be noted; and
- (2) that Plus Publishing be retained to produce a Town Guide for 2010/11 under the same terms as the 2008/9 guide.
- (3) that the Mayor, David Recardo and Ruth Kendall be appointed as representatives on the Town Guide editorial sub-committee.

7/189 **TOWN CREST PROMOTIONAL ITEMS**

Members considered the report by the Assistant Town Clerk (Agenda Item 10 refers) and agreed that fridge magnets (of the Barwick follies), shopping bags and tea towels would all be saleable and collectable items. The Assistant Town Clerk would liaise with the Visitor Services Manager to co-ordinate supply and purchase.

It was noted that the estimated costs of purchasing these items at the quantity proposed would amount to £420, which was within the allocated budget.

**RESOLVED**

- (1) that the matters be noted;
- (2) that the Assistant Town Clerk liaise with the Chair of the Promotions and Activities Committee to agree any final designs put forward; and
- (3) that the retail price of the promotional items be agreed at a future meeting.

7/190 **CHRISTMAS LIGHTS COMPETITION**

Members agreed to judge the Christmas lights on Monday 14<sup>th</sup> December so that the winner's name could appear in the Christmas Eve edition of the Western Gazette newspaper.

**RESOLVED**

- (1) that the matters be noted;
- (2) that the Chairman of the Committee, the Mayor and Mayoress and Audrey Bartlett be appointed to form the judging party; and
- (3) that a press release be sent to the Western Gazette for the 26 November edition to encourage Yeovil residents to enter the competition.

7/191 **COMMITTEE REVENUE ESTIMATES 2010/11**

**RESOLVED**

- (1) that the budget strategy drawn up by the Finance Working Group be noted and supported; and
- (2) that the draft estimates (copy attached) be supported and referred to the Policy, Resources and Finance Committee for approval.

7/192 **FINANCIAL STATEMENT FOR PERIOD ENDING 30 SEPTEMBER 2009**

**RESOLVED**

that the Financial Statement for August and September 2009 be noted.

Chairman

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					
<b>INCOME 2009/10</b>	Town Centre Partnership	19,570	19,568	19,570	9,784	19,570			19,960		
<b>1/2 Year to 30/09/09</b>	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		
	<b>11,500</b>	Town Centre Environmental Improvements	10,000	10,000	8,000	0	8,000		8,000		
		Christmas Lights Competition	60	0	60	0	60		30		
<b>ESTIMATED INCOME</b>	Yeovil Flower and Gardeners' Market	3,100	2,514	3,800	3,613	3,613		187	3,700		
<b>2009/10</b>	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										
	<b>13,050</b>										
<b>Estimated Income</b>											
<b>2010/11</b>											
Festive Lights											
SSDC	11,000										
Traders	1,000										
Sponsorship	1,000										
Souvenirs	50										
	<b>13,050</b>	<b>Total Expenditure</b>	<b>89,035</b>	<b>104,433</b>	<b>89,870</b>	<b>33,331</b>	<b>89,496</b>	<b>113</b>	<b>487</b>	<b>90,490</b>	<b>0</b>
<b>Notes:</b>								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)									<b>81,690</b>	
4	South West in Bloom Presentations - costs of PA and transport provision										