

YEOVIL TOWN COUNCIL

MINUTES of a meeting of the **PROMOTIONS AND ACTIVITIES COMMITTEE** held in the Town House, 19 Union Street, Yeovil on **Tuesday 11 November 2008**

(7.00pm to 8.55pm)

Present:

David Recardo – Chairman
Philip Chandler
Julian Freke
Dave Gooding
Tony Lock
Ian Martin
Pat Martin
Alan Smith

Also Present:

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

PUBLIC COMMENT

There were no comments from members of the public.

7/111 MINUTES

The Minutes of the previous meeting held on 16 September 2008, copies of which had been circulated, were approved as a correct record and signed by the Chairman.

7/112 APOLOGIES FOR ABSENCE

Apologies for absence were received from Tony Fife, Ruth Kendall and Wes Read.

7/113 DECLARATIONS OF INTEREST

There were no declarations of interest.

7/114 CORRESPONDENCE

The Assistant Town Clerk informed the Committee that a card had been received from the Chairman of Somerset County Council congratulating the Town Council and the Town in Bloom Committee on the recent success of Yeovil in South West in Bloom 2008. The Assistant Town Clerk informed the Committee that a letter had also been received from Tony Rash of the Gardens Group, sending thanks for kind hospitality at the South West in Bloom presentation in Plymouth and congratulations on the awards.

7/115 **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 13 October 2008.

RESOLVED

that the matters be noted

7/116 **YEOVIL IN BLOOM UPDATE**

Steve Fox informed the Committee that the team was planting out the last of the spring bedding and that all beds had been treated with recycled compost. Once completed, winter bed maintenance, winter tidying, pruning etc would take place. Steve also informed the Committee that in the forthcoming year there would be changes in the work force at SSDC and there would be a dedicated Yeovil in Bloom Crew once again and Steve would be in charge of the team and workloads. He stated that key projects would take place in the near future on some of the roundabouts around the town and he was in the process of finishing the designs for the 2009 summer bedding. He stated that Lesley was working on avenues for new sponsorship for the forthcoming year and also working closely with Westfield Action Group and the residents of Rustywell Park. With reference to the judges' feedback for the 2008 award, Steve made the following comments:

"Floral displays:

Areas suggested for future development:

- *a lot of the planting is obviously done by the Council - it would be good if there were more examples of community plantings such as in tubs, troughs, planters etc".*

Steve explained that work with Westfield Community Group was anticipated and next year would see renewed links with Lufton College and Fiveways. He stated that Kenmore Drive already do a lot of their own planting and he had carried out work in partnership with New Deal over the past few years.

- *"there is always room for further improvement from the private sector in the town centre"*

Steve commented that the reduction in the take up of hanging baskets had unfortunately been due to the general downturn in the economy

"Permanent landscaping including shrubs:

Areas suggested for future development:

- *Being critical you could have shown the allotment site at Goar Knapp rather than a second school"*

Steve explained that Goar Knapp had been part of the planned route. However the co-ordinator at Westfield Infant School had put in a very late special request for the judges to visit the school to see the efforts of the children as it would be their last year in that premise.

- *“Work closely with the Rustywell residents to move their current standing into a 'wow' factor”.*

It was explained that there would be a new scheme in the new year and that Steve and Lesley would be on hand to offer advice and help.

“Local Agenda 21 and Sustainable Development:

Areas suggested for future development:

- *“The roadside collection of green waste would be a great asset”*

This was mentioned in the portfolio

- *“It would be good to see the compost being used from the recycling schemes”*

Steve explained that they had been using Viridors recycled compost in 2008 and the preceding few years and this had been mentioned in the portfolio

“Local Environment Quality:

Areas suggested for future development :

- *“Evidence of community involvement on the tour would be good – meeting volunteers in a litter picked area for example”*

Steve explained that the judges very often visited the town in the afternoon and this potentially made it difficult to visit schools whilst the children were still in attendance. However, every effort would be made to arrange an appropriate visit during the judging day next year.

“Public Awareness

Areas suggested for future development:

- *“Preaching to the converted we know but you cannot afford to rest on your laurels. You need to pursue further sponsorship in the town centre”*

The Committee commented that public awareness was excellent and it was recognised that further sponsorship would be sought. With regard to community involvement it was suggested that Milford Residents Association and Westfield Community Group may be able to arrange to meet the judges on their visit next year. Steve and the team were congratulated on the result and the feedback in the report. It was also commented that the Crematorium and Cemetery grounds were in excellent condition particularly considering the inclement weather over the summer.

In response to a query, Steve explained that the plants in the bed at the end of Bond Street were an ornamental artichoke which needed to be planted and over wintered before they would flower. He explained that the existing plants would be thinned out and a bright purple scotch thistle-like flower would be in bloom next summer.

The Committee also felt that community involvement could be enhanced by potential future work with Grass Royal School.

Steve confirmed that the designs for the 2009 summer bedding would be ready for the next Yeovil in Bloom/Flower and Gardeners Meeting on Monday 24 November.

RESOLVED

that the matters be noted.

7/117 YEOVIL FLOWER AND GARDENERS' MARKET AND FLOWER AND VEGETABLE SHOW

The Committee considered the report by the Assistant Town Clerk (Agenda item 7 refers). Discussion took place regarding the event and its increased success in 2008. It was noted that the Committee felt that priority of officer time in 2009 would be the Flower and Gardeners' Market and Flower and Vegetable Show and they did not support the diversion of staff resources to the South West in Bloom Presentation event.

The Assistant Town Clerk informed the Committee that owing to a prior commitment, David Laws MP would be unable to attend on 12 September 2009. However, it was felt that the date was appropriate due to its proximity to the South West in Bloom presentations.

The Town Clerk explained that he had arranged with Steve Fox for additional help from members of the horticultural team at both events in 2009.

RESOLVED

- (1) that the matters be noted;
- (2) that the budget summary for the 2008 event be noted; and
- (3) that the use of the same locations and the date of Saturday 12 September 2009 for the next Flower and Gardeners' Market and Flower and Vegetable Show be agreed.

7/118 SOUTH WEST IN BLOOM REGIONAL PRESENTATIONS

The Committee considered the report of the Assistant Town Clerk (Agenda item 8 refers) and it was explained that unfortunately the anticipated meeting on Tuesday 11 November had been unable to take place. The Committee discussed the entertainment for the guests which would be provided by the Town Council on the morning of the event and it was felt that provision of three coaches to take people on a tour to the Country Park would be sufficient. With regard to the budget for the South West in Bloom Presentations in Yeovil in 2009, the Assistant Town Clerk explained that, as

had been previously stated in a report to the Committee in November 2007, the cost to the Town Council was considered to be limited to the provision of this entertainment.

RESOLVED

that the matter be noted.

7/119 TOWN CREST PROMOTIONAL ITEMS

The Committee considered the report by the Assistant Town Clerk (Agenda item 9 refers) and viewed the samples provided. Much discussion took place regarding the samples, however it was felt that none were suitable and that investigation into further suppliers of the lapel pin was required.

With regard to the previously purchased coasters, it was felt that they would be best used for promotion of the Town Council.

RESOLVED

- (1) that the matters be noted;
- (2) that further investigation into the provision of lapel pins be made and referred back to a future meeting of the Committee; and
- (3) that the previously purchased coasters be used for best promotion of the Town Council and each distribution decision be delegated to the Town Clerk in consultation with the Mayor.

7/120 CHRISTMAS LIGHTS COMPETITION

The Committee considered the report of the Assistant Town Clerk, agenda item 10 refers.

RESOLVED

- (1) that the matter be noted;
- (2) that the arrangements for Yeovil Town Council's annual Christmas Lights competition be the same as in previous years; and
- (3) that the Mayor, the Chairman of the Promotions and Activities Committee and former Town Councillor, Audrey Bartlett, judge the Christmas Lights competition at a date to be arranged in the near future.

7/121 FINANCIAL STATEMENT FOR PERIOD AUGUST AND SEPTEMBER 2008

The Committee considered the report of the Finance Administrator (Agenda item 11 refers).

RESOLVED

that the Financial Statement for August and September 2008 be noted.

7/122 **COMMITTEE REVENUE ESTIMATES**

The Committee considered the report by the Town Clerk and the attached draft estimates (Agenda item 12 refers). Discussion took place regarding the reduction in the budget for the Town Centre Environmental Improvements in 2009/2010 and the Town Clerk explained that the amount allocated in the 2008/2009 had been committed to Phase 1B of Princes Street redevelopment and that the 2009/2010 allocation had been set at a realistic level for the contribution required. He added that he had communicated the potential allocation to the District Council's Regeneration Officer and would liaise with her following the budget setting process.

Discussion also took place regarding the allocated budget for Customised Souvenirs and it was agreed that any allocation under this budget heading in the current financial year unspent by the year end be carried over into 2009/2010 and that the budget allocation for 2009/2010 be increased to £500.

RESOLVED

- (1) that the budget strategy drawn up by the Finance Working Group be noted and supported; and
- (2) that subject to the following amendment the budget strategy and the draft estimates (amended copy attached) be supported and referred to the Policy, Resources and Finance Committee for approval
 - (i) that the budget allocation for customised souvenirs for 2009/2010 be increased to £500

7/123 **NOTES ON BUDGET ESTIMATES**

The Committee considered the report by the Assistant Town Clerk, agenda item 13 refers.

RESOLVED

that the notes on budget estimates be noted

PUBLIC COMMENT

There were no comments from members of the public.

7/124 **EXCLUSION OF PRESS AND PUBLIC**

RESOLVED

That the press and public be excluded from the remainder of the meeting in accordance with Section 1(2) of the Public Bodies (Admission to Meetings) Act 1960 on the grounds that publicity would be prejudicial to the public interest by reason of the confidential nature of the business to be transacted.

7/125 **CHRISTMAS LIGHTS**

The Committee considered the confidential report by the Town Clerk (Agenda item 14 refers).

RESOLVED

- (1) that the matter be noted; and
- (2) that approval be given to the proposals set out in the report.

Chairman

SB/HD
14/11/08

YEOVIL TOWN COUNCIL - ESTIMATES

PROMOTIONS AND ACTIVITIES COMMITTEE										
		<u>YEAR 2007/08</u>		<u>YEAR 2008/09</u>					<u>YEAR 2009/10</u>	
NOTES	Item	Allocated	Spent	Allocated	1/2 year	Full year	Estimated		Estimated required	To be allocated
					spent	estimated	over	under		
					30.09.08	spend to	spent	spent		
						31.03.09				
INCOME 2008/09	Town Centre Partnership	19,000	19,000	19,570	9,784	19,570			19,570	
1/2 Year to 30/09/08	Christmas Lights	18,000	36,741	18,000	2,525	34,940	4,940		19,000	
Festive Lights	Yeovil in Bloom	33,372	33,378	34,205	17,103	34,205			35,230	
SSDC 11,000	Town Crier	820	714	850	0	850			875	
Traders 0	Yeovil Open Town Crier Competition	1,600	1,535	1,650	1,384	1,384		266	1,740	
Souvenirs 0	Customised souvenirs	300	0	300	0	600	300		500	
11,000	Town Guide/promotional publications	0	0	600	150	600			600	
	Town Centre Environmental Improvements	10,000	10,000	10,000	0	10,000			8,000	
ESTIMATED INCOME	Christmas Lights Competition	60	18	60	0	60			60	
2008/09	Yeovil Flower and Gardeners' Market	3,000	361	3,100	2,834	1,740		1,360	3,800	
Festive Lights	Yeovil Country Park Fayre	650	609	700	184	184		516	0	
SSDC 11,000	South West in Bloom Presentations	0	0	0	0	0			495	
Traders 1,000										
Souvenirs 0										
12,000										
Estimated Income										
2009/10										
Festive Lights										
SSDC 11,000										
Traders 1,000										
Sponsorship 1,500										
Souvenirs 0										
13,500										
	Total Expenditure	86,802	102,356	89,035	33,964	104,133	5,240	2,142	89,870	0
Notes:							Estimated underspend (-)			3,098
										92,968
1	Christmas Lighting - Expenditure in 2009/10 offset by anticipated contribution from SSDC						Estimated 2009/10 income			13,500
2	Town Centre Environmental Improvements budget previously used to help meet costs of Middle Street and Princes Street Enhancement Schemes						+ contingencies @ 6%			79,468
										4,768
3	Yeovil Town Centre Flower Show - maximum guarantee against loss (offset by income of £1,670 in 2007/08)									84,236
4	South West in Bloom Presentations - costs of transport provision									

YEOVIL TOWN COUNCIL - ESTIMATES

5 Savings in May Fayre budget (£700) transferred to Yeovil Flower and Gardeners' Market budget									
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