

## **YEOVIL TOWN COUNCIL**

**MINUTES** of a meeting of the **PROMOTIONS AND ACTIVITIES COMMITTEE** held in the Town House, 19 Union Street, Yeovil on **Tuesday 9 November 2010**

(7.00pm to 8.30pm)

### **Present:**

Wes Read – Chairman  
Philip Chandler  
Clive Davis  
Dave Gooding  
Steve Hawker  
Ian Martin  
David Recardo

### **Also Present:**

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

## **PUBLIC COMMENT**

There were no comments from members of the public.

### 7/248 **MINUTES**

The Minutes of the previous meeting held on 14 September 2010, which had already been circulated to Members, were approved as a correct record and signed by the Chairman.

### 7/249 **APOLOGIES FOR ABSENCE**

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

### 7/250 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

### 7/251 **CORRESPONDENCE**

There were no items of correspondence.

### 7/252 **YEOVIL IN BLOOM**

Steve Fox informed the Committee that the team were in the process of planting out the spring bedding and also starting to tidy the landscape areas and the car parks. He explained that the roundabouts had all been mowed

last week and the churchyard would be mowed again before Remembrance Sunday.

With regard to the bedding displays in St John's Churchyard, Steve explained that the posts surrounding the flower-beds had been re-concreted back in as they had been disturbed at the end of the summer. He added that the rope would be replaced with chain for the winter months because the natural fibres in the rope cause it to expand and contract in wet weather and would not be suitable over the winter period.

Turning to the annual bulb give-away, he explained that the team were considering how best to manage the event and felt that it would be a good idea to designate three consecutive Fridays to hand out the bulbs to give more people the opportunity to attend and make it easier to manage numbers.

In answer to a query, Steve confirmed that the bulbs which had been dug up by contractors along Lyde Road had been replaced.

Steve was delighted to inform the Committee that Yeovil had been awarded gold in the South West in Bloom Competition and that the following neighbourhood awards had also been received by Yeovil entrants:

- Developing Award – Holy Trinity Primary School
- Thriving Award – Rustywell Park, Huish Primary School, West Abbey Nursing and Residential Home, Westfield Community Association and Grovelands Care Home
- Outstanding Award – Kenmore Drive Residents Association

The Chairman thanked Steve and the team on behalf of the Committee for all their efforts throughout the year.

## **RESOLVED**

that the matters be noted.

### **7/253 YEOVIL FLOWER AND GARDENERS' MARKET REVIEW**

The Committee considered the report and income/expenditure spreadsheet by the Assistant Town Clerk (Agenda item 6 refers).

It was the general consensus that the date for the Flower and Gardeners' Market next year should be arranged on the same day as the Farmers Market for September which was anticipated to be Saturday 24 September.

## **RESOLVED**

- (1) that the matters and the budget summary for the 2010 Flower and Gardeners' event be noted; and
- (2) that the date for the 2011 Flower and Gardeners' Market be Saturday 24 September.

7/254 **GO YEOVIL**

The Committee considered the report by the Town Clerk (Agenda item 7 refers).

Whilst the event was supported by the Committee, Members felt that they required further information regarding the cost to the Council in time and resources to support it. It was understood that to date the Town Clerk had attended one meeting during office hours and three meetings in his own time.

**RESOLVED**

- (1) that the developments be noted; and
- (2) that the Committee offers its support 'in principle' to next year's event.

7/255 **COMMITTEE REVENUE ESTIMATES**

The Committee considered the report by the Town Clerk (Agenda item 8 refers).

**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.

7/256 **NOTES ON BUDGET**

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

**RESOLVED**

that the notes on the budget be noted.

7/257 **FINANCIAL STATEMENT FOR AUGUST/SEPTEMBER 2010**

The Committee considered the report of the Finance Administrator (Agenda item 10 refers).

**RESOLVED**

that the financial statement for the above months be noted.

7/258 **CHRISTMAS LIGHTS COMPETITION**

Whilst it was recognised that in previous years the Christmas Lights Competition had been judged by a working group who viewed all of the competition entrants in person, it was felt that an alternative approach would be to request that nominations are sent in by post or email with accompanying

photographs. If possible the pictures would be published on a local radio station website and the Christmas lights displays would be judged from the photographs.

It was anticipated that the Mayor would present the prizes at the first Town Council meeting in the New Year.

### **RESOLVED**

- (1) that the matter be noted; and
- (2) that with possible support of a local radio station, entrants to the Christmas Lights competition be asked to submit their entries with a photograph of the lights display by post or email.

### **PUBLIC COMMENT**

There were no comments from members of the public.

Chairman

SF/JW  
19/11/10

YEOVIL TOWN COUNCIL - ESTIMATES

**PROMOTIONS AND ACTIVITIES COMMITTEE**

		YEAR 2009/10		YEAR 2010/11		YEAR 2011/12					
NOTES	Item	Allocated	Spent	Allocated	1/2 year	Full year	Estimated		Estimated required	To be allocated	
					spent	estimated	over	under			
						30.09.10	spend to	spent	spent		
						31.03.11					
<b>INCOME 2010/11</b>	Town Centre Partnership	19,570	19,568	19,960	9,980	19,960				20,360	
<b>1/2 Year to 30/09/10</b>	Christmas Lights	19,000	29,708	19,380	2,550	19,380				19,770	
Festive Lights	Yeovil in Bloom Working Budget	13,880	13,910	14,160	3,542	14,160				14,440	
SSDC	2,000 Yeovil in Bloom Officer	21,350	21,350	21,780	5,445	21,780				22,000	
Traders	0 Town Crier	875	792	890	0	890				900	
Sponsorship	0 Yeovil Open Town Crier Competition	1,740	1,701	1,770	1,656	1,656		114		1,600	
Souvenirs	372 Customised souvenirs	500	0	510	125	510				520	
	<b>2,372</b> Town Guide/promotional publications	600	0	310	0	0		310		200	
	Town Centre Environmental Improvements	8,000	0	8,000	0	8,000				8,000	
<b>ESTIMATED INCOME</b>	Christmas Lights Competition	60	0	30	20	30				30	
<b>2010/11</b>	Yeovil Flower and Gardeners' Market	3,800	3,768	3,700	3,030	3,700				3,000	
Festive Lights	South West in Bloom Presentations	495	608	0	0	0				0	
SSDC	2,000										
Traders	0										
Sponsorship	0										
Souvenirs	450										
	<b>2,450</b>										
<b>Estimated Income</b>											
<b>2011/12</b>											
Festive Lights											
SSDC	2,000										
Traders	0										
Sponsorship	0										
Souvenirs	200										
	<b>2,200</b>										
	<b>Total Expenditure</b>	<b>89,870</b>	<b>91,405</b>	<b>90,490</b>	<b>26,348</b>	<b>90,066</b>	<b>0</b>	<b>424</b>		<b>90,820</b>	<b>0</b>
<b>Notes:</b>								Estimated underspend (-)			-424
											90,396
1	Christmas Lighting - Expenditure offset by anticipated contribution from SSDC							Estimated 2011/12 income			2,200
2	Town Centre Environmental Improvements budget previously used to help meet costs of Middle Street and Princes Street Enhancement Schemes							+ contingencies @ 5%			88,196
3	Yeovil Town Centre Flower and Gardeners' Market - maximum guarantee against loss (offset by income from sponsorship)										4,410
											<b>92,606</b>