

Yeovil Town Council



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The Meeting... **Promotions and Activities Committee**

The Time... **7.00pm**

The Date... **Tuesday 15 September 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



Alan Tawse

Alan Tawse

Town Clerk

08 September 2009

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

Promotions and Activities Committee

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 meetings held on 14 July 2009.

2. **APOLOGIES FOR ABSENCE**

3. **DECLARATIONS OF INTEREST**

4. **CORRESPONDENCE**

5. **PRINCES STREET ENHANCEMENT PROJECT – PHASE II**

Attached at pages 3 to 6 is a report by the Regeneration and Renewal Officer, which provides an overview of the Princes Street Enhancement Project Phase 2 proposals.

This report was recently considered by the District Executive (SSDC), which agreed to the principle of appointing consultants to produce detailed designs, phasing and costs to progress Phase 2 of the Project.

The Committee is **RECOMMENDED** to note the matter and to await the outcome of the planned commission work.

(Alan Tawse, Town Clerk - 01935 382424)

6. **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 13 July 2009. (See attached at pages 7 to 10)

7. **YEOVIL IN BLOOM**

To receive an oral update from the Landscape Officer.

8. **YEOVIL FLOWER AND GARDENERS' MARKET – 12 SEPTEMBER**

To receive verbal feedback from the Assistant Town Clerk on the day's activities.

9. **FINANCIAL STATEMENT FOR PERIOD ENDING 31 JULY 2009**

To consider the Financial Statement for the period 1 June to 31 July 2009 attached at pages 11 to 16.

Public Comment (15 Minutes)

EXCLUSION OF PRESS AND PUBLIC

The Committee will be requested to pass a resolution excluding the press and public 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.

10. **CHRISTMAS LIGHTS**

To consider the attached confidential report (for Members and Officers only).

SH/KD
08/09/09

District Executive – 3rd September 2009

13. Princes Street Enhancement Project – Phase Two

Executive Portfolio Holder: Cllr Tony Fife, Yeovil Vision Portfolio Holder
Head of Service: Martin Woods, Head of Area Development South
Lead Officer: Chereen Smith, Regeneration and Renewal Officer, Area Development South
Contact Details: chereen.smith@southsomerset.gov.uk or 01935 462730

Purpose of the Report

To provide an overview of the Princes Street Enhancement Project Phase 2 proposals.

To highlight the need for investment to obtain detailed designs, phasing and costs to progress Phase 2 of the Princes Street Enhancement Project.

Recommendations

It is recommended that the District Executive:

1. Note the progress of the Princes Street Enhancement Project so far
2. Agree to the principle of appointing consultants to produce detailed designs, phasing and costs to progress Phase 2 of the Princes Street Enhancement Project.

Background

Princes Street is a very important shopping street situated within the Yeovil town centre historical core and sits within a conservation area. It is a key pedestrian gateway into the town centre and is well used by college students and local residents. The Yeovil District Hospital is also close by; the hospital car parks are often full and Princes Street offers a good route through to alternative town centre parking.

There have been a growing number of complaints over recent years with regards to the poor footpath surfaces and it was felt that Princes Street deserved an enhancement scheme that tackled not only the footpaths but also the street as a whole. The street is also identified within the Yeovil Vision Urban Development Framework document as an area in need of physical improvement. It also recognises that there is a need to repair and re-establish links into the town centre, to encourage pedestrian and vehicular flow.

The underpasses at the end of Princes Street links Yeovil town centre with two of the most important facilities in the town, the hospital and the college, as well as providing access for numerous residents and pupils from three schools. There have been some instances of anti social behaviour, which have added to perceptions that the subways are not safe. Poor lighting, graffiti and the general state of disrepair have contributed to a negative atmosphere and fear of crime. Consequently people are finding alternative routes in order to reach the centre of the town, either by car or by trying to cross the busy A30 dual carriageway (despite there being no at-grade pedestrian crossings in the vicinity).

In 2006 a project team was established for the 'Princes Street Enhancement Scheme' in with representation from District, Town and County Councils, Yeovil Vision and Yeovil Town Centre Partnership. The purpose of this scheme is to enhance and improve the fabric of the street and is a natural progression of public realm improvements following on from the recent Middle Street enhancement scheme.

The improvement works were broken down into two phases. Phase one of the improvements has been led by SSDC's Area South Development Team – and covers the lower half of the street. Finance for this phase of the improvement works to Princes Street was found from the Yeovil Vision budget, contributions from the County and Town Councils and under spend from the Middle Street enhancement scheme. Phase one works included the widening of pavements, repaving, new pedestrian crossing point, and installation of modern street-lighting on buildings and was completed in July 2008 at a budgeted cost of £139,000.

Following the successful completion of the Phase One works and positive feedback from both the public and local traders it is proposed to advance Phase 2.

A capital bid was submitted last year for Phase 2 for £418,000, which scored well but was unsuccessful. The project team are now looking to request funding from District Executive Old Town Station Regeneration Budget for the works to Phase 2. Before this can be done, the project team would like to appoint consultants to look at producing detailed designs, phasing and costs. The Old Town Station money comes within the remit of the Yeovil Vision Board, who have considered this scheme and are content that it go to detailed design stage.

The appointment of consultants to progress this work will enable a scheme to be accurately costed with logical phases that could enable the overall scheme to be accomplished, as funding becomes available. Key to the success of this piece of work however will be to establish the feasibility of delivering aspects of the scheme. The northern end of Princes Street has a number of potential constraints to delivering a scheme that would satisfy all the objectives. For example, could North Lane be closed to through traffic to allow wider, continuous paving on the eastern side, increase opportunities for alternative parking arrangements, and help to reduce potential conflict between road users and pedestrians at this point. However, there are a number of implications of closing any road and would only be considered within the scheme once feasibility has been tested.

Report Detail

There is potential to develop Princes Street as a distinctive independent retail quarter, thereby increasing choice and offering a balance to the normal "high street" brands found elsewhere in the Town Centre.

The aim of this enhancement scheme is, while respecting its varied heritage, to reinstate the identity of Princes street through a contemporary design overview which encourages and supports good quality, niche businesses and recognises the Street as a main thoroughfare into the town centre for college students and hospital users.

A concept brief has already been produced for Phase Two and gives a good overview of the various elements, which need to be incorporated and considered as part of this phase of Princes Street's enhancement scheme. It also gives a summary of the key issues that were raised through various consultation activities.

Phase Two of the project will include streetscape enhancement works in the northern end of Princes Street, including the two pedestrian underpasses under Reckleford. The consultants appointed to produce detailed designs, phasing and costs for Phase 2 will be asked to consider a number of enhancements, including:

- Review of parking existing parking areas, realignment of pavements and existing carriageway to still allow access for large vehicles and present an opportunity to increase the width of paving on the eastern side of the street
- Resurfacing footpaths
- Improvements to the subways leading to Princes Street and Kingston and their approaches
- Traffic calming measures along Park Road at the approach to Princes Street
- Street lighting improvements
- Rationalisation of highway signage and street furniture to de-clutter the area.
- Improvements to pedestrian signage/waymarking

The desired objectives of Phase 2 of the Princes Street Enhancement project are:

- To improve the safety of pedestrians and road users by reducing speed of traffic entering Princes Street from Park Road and reviewing on-street parking arrangements
- To reduce the fear of crime associated with subways by creative application of new lighting and surface improvements to walls and ceilings and landscape improvements at the approaches
- To improve the appearance of the area and encourage pedestrian use by improving quality of paved areas, landscaping and lighting; reviewing and improving pedestrian crossing points; and, general declutter of street furniture

If this project is not delivered it will likely have an impact on the overall effectiveness of the first phase of enhancement works in the street as only half the street would have been enhanced and improved.

Project Management

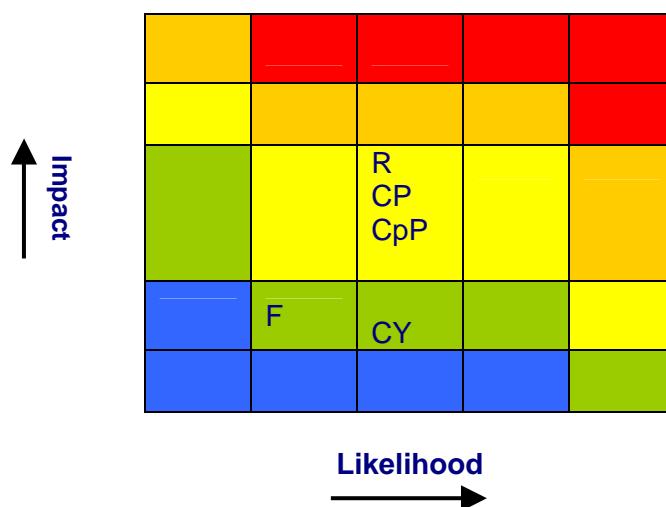
The Princes Street Enhancement Project Team will oversee this project. The project team is well established having worked together to deliver Phase One of the project already, and comprises officers from Town, District and County Councils, Yeovil Vision and Yeovil Town Centre Partnership. Yeovil Hospital has recently agreed to join the project team and attended meetings. Yeovil College will also be invited to join the project team.

The Regeneration Officer will bring back a final report to District Executive when the commission work is complete.

Financial Implications

The financial implications are contained in the sister confidential report on this agenda.

Risk Matrix



Key

Categories	Colours (for further detail please refer to Risk management strategy)
R = Reputation	Red = High impact and high probability
CpP = Corporate Plan Priorities	Orange = Major impact and major probability
CP = Community Priorities	Yellow = Moderate impact and moderate probability
CY = Capacity	Green = Minor impact and minor probability
F = Financial	Blue = Insignificant impact and insignificant probability

Implications for Corporate Priorities

The Princes Street Enhancement Project will contribute towards:

Corporate Aim 1 – ‘Increase economic vitality and prosperity’. This project will make a contribution in working to achieving the long-term vision for the town and is a key project within the Yeovil Vision delivery plan.

Corporate Aim 2 – ‘Enhance the environment, Address and Adapt to Climate Change’ by improving street cleanliness and reducing graffiti. By encouraging pedestrian flow over car use, it is anticipated that the project will contribute to carbon reduction in the town centre.

The project will also contribute to the objectives of Sustainable Communities through invigorating key parts of the town centre and providing a more pleasurable place to work and visit together with a significant boost to community pride.

Background Papers: *Princes Street Phase 2 Concept*

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 13 July 2009**

(4.30pm to 5.50pm)

Present:

David Recardo - Chairman
Ian Budd – Town Centre Manager
Dave Cunningham
Steve Fox - Landscape Officer, SSDC
John Horsey – Yeovil College
Lesley Jelleyman - Yeovil in Bloom Promotions Officer, SSDC
Liz Pike
Wes Read
Manny Roper
Darren Shutler

Also Present:

Alan Tawse - Town Clerk
Sarah Hunt - Assistant Town Clerk

1. MINUTES

The Minutes of the previous meeting held on 8th June 2009 were approved as a correct record and signed by the Chairman, subject to Minute (Agenda Item 7) being amended to show that Kenmore Drive would be part of the judging route.

2. APOLOGIES FOR ABSENCE

Apologies for absence were received from Mary Bramwell and Richard Griffiths.

3. CORRESPONDENCE

David Recardo thanked Steve Fox for sending over a number of recorded compliments by members of the public. They contained much praise regarding the earlier daffodil displays as well as current planting schemes. David wished to express his gratitude to Steve and all his staff at Brympton Way and Lufton for all their efforts.

Dave expressed regret at the vandalism carried out on the Punch and Judy display in St. John's churchyard. Steve confirmed that it would be restored to its former glory in time for the judging.

4. YEOVIL IN BLOOM

Steve Fox informed the Steering Group that the Punch and Judy display was being improved with a 3D frame and would be revealed at the end of week commencing 13th July. He had put together a comprehensive 'snagging' list and was ensuring that every small detail was addressed in readiness for the judging.

Lesley Jolleyman circulated a number of photographic portfolios containing examples of planting in areas, which were not included in the tour itinerary.

David Recardo and Ian Budd agreed to judge Westfield Infant School and Preston schools planting schemes. Lesley agreed to send them the necessary judging sheets.

David Recardo invited any interested members of the Steering Group to the Town Council for 2.00 p.m. on 22nd July if they were interested in meeting the judges.

RESOLVED

that the matters be noted.

5. JUDGING ROUTE

Lesley circulated the South West Region in Bloom tour itinerary. Steve Fox said that he thought the judges would be strict on time this year and it was an extremely tight timetable, starting at 2.00 p.m. at the Town House.

Steve advised all residential planting schemes would be judged on a different day.

In response to a comment that the Yarlinton roundabout at Brympton did not look its best due to fallen lamp posts and bollards, Steve said that the judges would understand that some aspects are beyond the control of the horticultural team.

David Recardo said he was particularly impressed with the hanging basket displays.

Lesley advised that the Yeovil in Bloom judging would take place after the 22nd July.

The Steering Group discussed the possibility of banner flags to advertise the event in future years. Somerset County Council had been approached several times but seemed intransigent on the subject of banners on flag poles.

Ian Budd said that he would like to work with Alan Tawse to see whether they could together get banner/flags for the town. The Group felt that it could do with support from County Councillors on this issue.

RESOLVED

(1) That the matters be noted; and

- (2) that banner flags be included as an item on the next Steering Group Agenda and in the meantime, Ian Budd would be requested to investigate the present use of such flags in Taunton and report on his findings to the next meeting.

6. FLOWER AND GARDENERS' MARKET

Alan gave a brief update on the ongoing arrangements for the Flower and Gardeners' Market, informing the Steering Group that the Somerset Waste Partnership would have a stall at the event. All signs and banners were being updated, the Community Bus was booked subject to cost, the Entertainer shop was organising a colouring competition. Moreover, insurance had been taken out as a precaution against the effects of adverse weather.

Alan indicated that arrangements had been made to ensure that there was sufficient staffing on the day. David Recardo volunteered to help out where he could.

RESOLVED

that the matters be noted;

7. SOUTH WEST IN BLOOM PRESENTATIONS

David Recardo said that everyone working together to make it a real success. Everyone is happy with the venue and the arrangements. It would appear that the event is within budget.

Alan advised that because of the logistics of ferrying people to and from Yeovil Country Park, it was felt that it was better to provide a static display at Westlands and that instead, there would be 3 small buses laid on to take people on a tour around the town within the time available.

A number of seats had been allocated for sponsors and nominated representative. David Recardo asked members of the Group to submit their expressions of interest in attending the event.

RESOLVED

(1) that the matters be noted; and

(2) that the expressions of interest stated be reported to the Promotions and Activities Committee.

8. ANY OTHER BUSINESS

Ian Budd advised that the current shop front photograph competition was a real success. He offered the Group half a shop front window for Yeovil in Bloom photographs.

RESOLVED

that any interested Group member should contact Ian as soon as possible.

9. DATE/TIME OF NEXT MEETING

RESOLVED

that the next meeting take place on Monday 7 September 2009 at 4.30 p.m.

Chairman

SH/AT
20/07/09