



Yeovil Town Council

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Promotions and Activities Committee

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

The Time... **7.00pm**

The Date... **Tuesday 16 September 2008**

The Place... **Town House, 19 Union Street, Yeovil**

The Committee will be discussing all the items listed overleaf

If you need this information in large print, Braille, audio or another language, please ring 01935 382424



Alan Tawse

Alan Tawse
Town Clerk

09 September 2008

Please contact Sally Bing at the Town House for more information about this meeting

To All Members of the Promotions and Activities
Committee:

J Vincent Chainey
Philip Chandler (Ex-officio)
Tony Fife
Julian Freke
Dave Gooding (Vice-Chairman)
John Grana
Simon Hester
Ruth Kendall
Tony Lock
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 July 2008.

2. **APOLOGIES FOR ABSENCE**

3. **DECLARATIONS OF INTEREST**

4. **CORRESPONDENCE**

5. **YEOVIL IN BLOOM AND FLOWER AND GARDENERS' MARKET STEERING GROUP MINUTES**

To consider the minutes of the meetings of the Yeovil in Bloom Gardeners' Market Steering Group held on 11 August 2008 (attached at pages 3 to 5).

6. **YEOVIL IN BLOOM UPDATE**

To receive an update from the Landscape Officer on Yeovil in Bloom.

7. **YEOVIL FLOWER AND GARDENERS' MARKET UPDATE**

The Assistant Town Clerk will give a verbal report of the Flower and Gardeners' Market which took place on Saturday 13 September.

8. **TOWN CREST PROMOTIONAL ITEMS**

To consider the report by the Assistant Town Clerk attached at pages 6 to 8).

9. **STALL AT SSSDC'S COUNTRY PARK FAYRE**

To consider a report by the Assistant Town Clerk attached at page 9.

10. **FINANCIAL STATEMENT FOR PERIOD ENDING 31 JULY 2008.**

To receive the Financial Statement for the period 1 June to 31 July 2008. See attached Financial Statement at pages 10 to 15.

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.

11. CHRISTMAS LIGHTS

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

Public Comment (15 Minutes)

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 11 August 2008**

(4.30pm to 5.40pm)

Present:

David Recardo - Chairman
Lesley Jelleyman - Yeovil in Bloom Promotions Officer
James Foster-Pegg - The Gardens Group
Alan Smith - SSDC Representative
Manny Roper - Chairman of Yeovil Allotment Tenants Working Group
Dave Cunningham - Goar Knapp Tenant Representative
Alan Tawse - Town Clerk
Jackie Wilkins - Office Administrator

1. MINUTES

The Minutes of the previous meeting held on 30 June 2008 were approved as a correct record and signed by the Chairman.

2. APOLOGIES FOR ABSENCE

Apologies for absence were received from Sally Bing, Mary Bramwell, Steve Fox and Liz Pike.

3. CORRESPONDENCE

There were no items of correspondence.

4. YEOVIL IN BLOOM

The Chairman referred to Steve Fox's report and said that he too thought the judging went well. He felt the judge was particularly impressed with their visit to the two schools, and that the feedback from last year's judging had been taken on board and actioned.

During the ensuing discussion, alternative routes were suggested for next year's judging and Lesley undertook to look into these.

RESOLVED

that matters be noted.

5. ATTENDANCE AT SOUTH WEST IN BLOOM PRESENTATIONS 2008

The Chairman confirmed the South West in Bloom Presentations would take place in Plymouth on Thursday 18 September. Attendance had been confirmed as David Recardo, Steve Fox, Lesley Jelleyman, Alan Smith, Liz Pike, Manny Roper and two from Lufton Depot. The Chairman also confirmed in Sally's absence that she was keen to attend. Confirmation of attendance from Tony

Rash and/or James Foster-Pegg was awaited, and, following receipt of the official invitations, if there was sufficient funding, an invitation be extended to representatives of Rustywell Caravan Park.

In the ensuing discussion, it was agreed that all those attending would meet the mini-bus at Brimsmore Garden Centre Car Park at a time to be agreed by Steve Fox, although it was anticipated this would be approximately 7am, and returning at approximately 7pm.

The Chairman shared with the Steering Group the itinerary (see attached) and hoped they would all have a successful and enjoyable day.

RESOLVED

(1) that the matters be noted; and

(2) the Assistant Town Clerk inform those attending the South West in Bloom Presentations of the timings in due course.

6. FLOWER AND GARDENERS' MARKET

In the absence of Sally, Jackie updated the Steering Group on the progress made and was pleased to report that, to date, there were 16 traders booked.

Ivel FM had been approached to give an outside broadcast during the day but Steve Carpenter said that as this was extremely cost prohibitive it would be highly unlikely. He did therefore hope to be available to attend for at least an hour to carry out interviews but, in any event, they would be happy to announce the winners of the competition being hosted by The Entertainer.

The Chairman confirmed he would be happy to assist members of staff on the day if required.

Jackie also suggested sending out Greenfingers, the Town Council newsletter to allotment tenants, slightly earlier than usual, to encourage as many allotment holders as possible to participate in the Flower and Vegetable Show.

RESOLVED

(1) that the matters be noted; and

(2) that Greenfingers be sent out in advance of the Yeovil Flower and Gardeners' Market.

7. ANY OTHER BUSINESS

Lesley Jelleyman referred to a recent visit to Cricklade at which they had banners attached to lampposts. She thought this may be an effective idea for next year's South West in Bloom Presentations, as well as advertising other events throughout the year.

In the ensuing discussion, it was agreed that this matter be referred to the Promotions and Activities Committee and in the meantime Lesley make further investigations as to suitable sitings, windage statistics lamp column testing etc.

The Chairman mentioned that the 2007 Yeovil in Bloom award was not displayed in the Reception area and Alan undertook to organise this.

RESOLVED

(1) that the matter of the lamppost banners be referred to the Promotions and Activities Committee for consideration; and

(2) that Alan undertake to organise the erection of the 2007 Yeovil in Bloom award in the reception area.

8. DATE OF NEXT MEETING

RESOLVED

that the next meeting take place on Monday 29 September at 4.30pm.

NOTE

The date and time of the next meeting has now been changed to Monday 13 October at 4pm.

Chairman

JW
20/08/08

TOWN CREST PROMOTIONAL ITEMS

In January, the Promotions and Activities Committee considered a report regarding the purchase of customised souvenirs.

A budget of £300 was available in 2007/2008 for the purchase of customised souvenirs. As this was not spent, the Committee requested any available funds be added to the same budget of £300 for the current financial year and the options be reconsidered. The sum available to spend is therefore £600.

Up to date costs of producing items such as lapel/stick pins and cuff links, that could be made available for resale, have been investigated and the attached information and table provide a summary of the details. The Committee is requested to consider which items it feels would be appropriate and approximately what quantity should be purchased. The Committee is also asked to consider whether these products should be made available for sale, and if so, at what cost and from which outlet(s).

It is RECOMMENDED that the matter be noted and the Committee consider the following:

- Which items to potentially purchase
- How many items
- Whether to make them available for sale
- What price to sell them for
- Which outlet(s) to sell them from

(Sally Bing, Assistant Town Clerk – 01935 382424)

Customised/Promotional Materials

1. Quotes Requested for the Following:

| Item | Size | Order Quantity |
|--------------------------------------|-----------------------------------|-----------------------|
| Lapel pin – safety pin fasten | 25mm (or your nearest to this) | 100 |
| Lapel pin – butterfly clip fasten | 25mm (or your nearest to this) | 100 |
| Cufflinks | 20mm (or your nearest to this) | 100 |
| Crested spoon | N/a | 100 |
| Thimbles | N/a | 100 |
| Coasters | Slate or acrylic | 100 |

2. Quotations Requested from the Following Companies

- ❖ AAA Badges of Quality
- ❖ B&H Midland
- ❖ CH Munday
- ❖ Simoney
- ❖ Vaughtons
- ❖ Insignia

3. Quotations Received

| | AAA | B&H Midland | CH Munday | Vaughtons (WH Darby) |
|--|---|--|--|---|
| Lapel pin – safety pin fasten | 1.70 | 1.70 | 2.25 | 2.30 |
| Lapel pin – butterfly clip fastener | 1.70 | 1.70 | 2.25 | 2.30 |
| Cufflinks | 2.45 | 3.95 | 4.95 | 9.80 |
| Crested spoon | 2.75 | 2.45 | 0 | 5.50 |
| Thimbles | 0 | 1.45 * | 0 | 0 |
| Coasters | 0 | 1.75 | 0 | 4.50 plus 80.00 for origination |
| Notes | Plus Vat Includes delivery Includes origination (no set up cost) Price dependent on them supplying the whole order. If we ordered 3 items rather than 4, the cost would go up | * Minimum order 288 Plus VAT | Plus carriage plus vat Minimum order 100 No set up cost as this company is our supplier for mayor badges Boxes available at extra cost | Plus carriage Plus VAT Cost to produce die = £180 Boxes available at extra cost |
| Additional Information | AAA have been v customer- focussed, following up on their quotation | Only company to quote for all items but I did have to chase them | | |

STALL AT SSDC'S COUNTRY PARK FAYRE

As reported at the last meeting of the Promotions and Activities Committee, inclement weather at the Country Park Fayre in May this year caused lower than usual attendance.

The Town Council stall was visited by approximately 50 people throughout the day, much less than the estimated 200 who attended the stall in 2007. The gazebo purchased with the underspend in the budget last year was very welcome shelter from the rain and children were able to enjoy the activities despite the bad weather. (The gazebo will also be used at the Annual Flower and Gardeners' Market and other events throughout the year). The stall also provided the opportunity to promote Town Council activities including allotments (which are now fully let), Yeovil in Bloom, the Flower and Gardeners' Market, Sunningdale Doorstep Green and Breathing Spaces.

The cost to the Town Council of holding a stall at the fayre was £185, plus staffing costs of approximately £600. The majority of enquiries received on both days were about allotments, and as these are currently fully let, the Committee is asked to consider the value to the Town Council of a stall being held at the Country Park Fayre in 2009.

It is **RECOMMENDED** that the matter be noted and the Committee considers supporting attendance at the District Council's Country Park Fayre, should it take place again next year.

(Sally Bing, Assistant Town Clerk – 01935 382424)