



# Yeovil Town Council

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## Promotions and Activities Committee

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

The Time... **7.00pm**

The Date... **Tuesday 14 July 2015**

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



*Sally Freemantle*

Sally Freemantle  
Acting Town Clerk

08 July 2015

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

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To All Members of the Promotions and Activities Committee:

Andy Kendall

Mike Lock (Ex-officio)

Pauline Lock

Sarah Lowery

Wes Read (Vice-Chairman)

David Recardo (Chairman)

Manny Roper

Darren Shutler (Ex-officio)

Alan Smith

Joe Conway

### **Equality Act 2010**

The *general* public sector equality duty places an obligation on a wide range of public bodies (including town and parish councils) in the exercise of their functions to have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act
- Advance equality of opportunity between people who share a protected characteristic and those who do not
- Foster good relations between people who share a protected characteristic and those who do not

The protected characteristics are:

Age	Race
Disability	Religion or Belief
Gender Reassignment	Sex
Marriage and Civil Partnership	Sexual Orientation
Pregnancy and Maternity	

### **Recording of Council Meetings**

The Local Audit and Accountability Act 2014 allows both the public and press to take photographs, film and audio record the proceedings and report on all public meetings (including on social media).

Any member of the public wishing to record or film proceedings must let the Chairman of the meeting know prior to, or at the start of, the meeting and the recording must be overt (i.e. clearly visible to anyone at the meeting), but non-disruptive. Please refer to our Policy on audio/visual recording and photography at Council meetings at [www.yeovil.gov.uk](http://www.yeovil.gov.uk) This permission does not extend to private meetings or parts of meetings which are not open to the public.

Members of the public exercising their right to speak during the time allocated for Public Comment who do not wish to be recorded or filmed, need to inform the Chairman who will instruct those taking a recording or filming to cease doing so while they speak.

# **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 9 June 2015.

### 2. **APOLOGIES FOR ABSENCE**

### 3. **DECLARATIONS OF INTEREST**

### 4. **CORRESPONDENCE**

### 5. **YEOVIL IN BLOOM STEERING GROUP MINUTES**

To consider the Minutes of the meeting of the Yeovil in Bloom Steering Group held on 15 June 2015 attached at pages 3 to 5.

### 6. **SUPER SATURDAY – YEOVIL FLOWER AND GARDENERS’ MARKET**

To consider the report by the Acting Town Clerk (to follow)

### 7. **ANNUAL LANTERN PARADE AND CHRISTMAS LIGHTS SWITCH – ON**

To consider the report by the Acting Town Clerk attached at page 6.

### 8. **WESTLAND 100<sup>TH</sup> ANNIVERSARY EXHIBITION**

To consider the report by the Acting Town Clerk attached at page 7.

### 9. **BEST VALUE**

To consider the report by the Acting Town Clerk attached at pages 8 to 9.

### 10. **NEW INITIATIVES**

To consider the report by the Acting Town Clerk attached at pages 10 to 12.

**11. FINANCIAL STATEMENT FOR APRIL/MAY 2015**

To consider the Financial Statement for the period 1 April to 31 May 2015 attached at pages 13 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.

**12. CHRISTMAS LIGHTS**

To consider the confidential report by the Acting Town Clerk attached at page 17.

**MINUTES** of a meeting of the **YEOVIL IN BLOOM STEERING GROUP** held in the Council Chamber, Town House, 19 Union Street, Yeovil on **Monday 15 June 2015**.

(3.30pm to 4.55pm)

**Present:**

David Recardo – Chairman  
Steve Fox  
Lesley Jellyman  
Mike Lock  
Tony Lock  
Liz Pike

Evie Potts-Jones  
Sue Pitman  
Wes Read  
Manny Roper  
Darren Shutler  
Alan Smith

**Also Present:**

Sally Freemantle – Assistant Town Clerk  
Adam Lane – Apprentice Administrator

1. **ELECTION OF CHAIRMAN**

David Recardo was proposed as Chairman by Liz Pike. This was seconded by Steve Fox.

2. **ELECTION OF VICE-CHAIRMAN**

Manny Roper was proposed as Vice-Chairman by David Recardo. This was seconded by Tony Lock.

3. **MINUTES**

The Minutes of the previous meeting held on 13 April 2015, copies of which had been circulated, were approved as a correct record and signed by the Chairman.

4. **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Joe Fischer.

5. **CORRESPONDENCE**

An Email from “Keep Britain Tidy” was received which detailed an opportunity to receive money from recycling. Members of the meeting agreed to express an interest in the opportunity.

**RESOLVED**

that Sally and Steve fill out the relevant form.

6. **FEEDBACK FROM LUFTON NURSERY VISIT**

Members of the group enjoyed the Nursery visit and noted how fantastic the beehives look. Plants at the nursery are now available to purchase. Along with

Yeovil, the Lufton Nursery also supplies to Sherborne, Milborne Port, Chard, Ilminster and South Petherton. The Nursery has a good reputation in the area.

## **7. FEEDBACK FROM YARN BOMBING EVENT**

Lesley gave feedback on the Yarn Bombing. Knit & Natter kindly provided 90% of the wool used; including the tree decorations. The post made on Facebook on the event received a staggering 1690 likes.

The bulb giveaway also took place. Issues arose due to two different times advertised by the media. Manny expressed concerns about how the giveaway was run saying that a sign stating “One bag per person” should go up for next year. Tony Lock gave an idea about giving people a stamp when they receive a bag.

## **8. ARRANGEMENTS FOR JUDGING DAY**

The “Yeovil in Bloom” judging will take place on Friday 17<sup>th</sup> July. The judges are going to be Martin Ford and Christine Phillips. David as the Chair is to accompany tour. Notable changes to the schedule this year is the “In Bloom” tour not going to Huish Primary School, or St Mark’s allotment. The day is planned to go as follows:

- Judges arriving at the Town House for 9.15am
- St John’s Churchyard where Bruce will do a cry
- Preston Primary
- King Arthur Drive
- Roundabout Tour
- The Foyer
- Princes Street
- Milford Allotments
- Kenmore Drive
- Finishing at Yeovil Country Park for 1pm

In addition, Yeovil Country Park has been entered for “Best Park Award” for a following year.

## **9. YEOVIL IN BLOOM - UPDATE**

- An open day in King Arthur Drive took place. Lesley noted that the play area was fantastic and that the community encompasses the entire neighbourhood. A Police Community Support Officer got involved with the bulb planting and Knightstone Housing encouraged kids to make a mosaic.
- Knightstone House have also encouraged community support at Wyndham Park.
- “It’s your neighbourhood” training took place in Kenysham.
- Lesley worked with volunteers in Yeovil Country Park, 7 people planted trees in Kingston View. Plans to do one or two events with them each year in the future.
- Lesley is completing the yearly portfolio which will be in the same form as last year. She has a number of photos but still needs newspaper clippings. Ideas to print off Somerset news articles were put forward.

## **RESOLVED**

that members provide newspaper clippings regarding Yeovil in Bloom to Lesley.

### **10. YEOVIL IN BLOOM – UPDATE**

Steve and the team are in the 3<sup>rd</sup> week for bedding, the expected finish date is Friday 19<sup>th</sup> June. The scaffolding on Bond Street should be gone by Thursday.

### **11. DATE OF NEXT MEETING**

It was decided that the next meeting would take place at 3.30pm on 20 July 2015 in the Town House. Lesley said that she would not be here at that date and gave her apologies for absence.

### **12. ANY OTHER BUSINESS**

Liz informed:

- Chris Beardshaw will be attending Brimsmore Garden Centre as part of the Yeovil Literary Festival on Thursday 29th October. The tickets are now on sale at The Octagon and the three Garden Group centres; they can be bought at Brimsmore from now until the event.
- Sunday 12th July in the Yeovil Country Park actors will be performing a series of 10 minute plays throughout the park. The first performance is at 11am and the second at 2pm. The audiences will be lead through the park to various venues by a character called Jack-the-treacle-eater. A good family opportunity for picnics and exploring the park.

A Lady in Ash wants to start "Ash in Bloom", she is visiting the Nursery on Tuesday 16<sup>th</sup> June.

David noted that the jute bags sponsored by Viridor are running low, and that they need replacing.

## **RESOLVED**

that Sally and Adam research into prices of replacement jute bags.

Chairman

AL  
06/07/15

## 7. **ANNUAL LANTERN PARADE AND CHRISTMAS LIGHTS SWITCH-ON**

The Marketing and Promotions Sub Group of the Yeovil Town Team has suggested the date of Saturday 14 November for the Annual Lantern Parade and Christmas Lights Switch-On event. Previously the Town Council agreed to support the Christmas Lights Switch-On event being moved to a Saturday subject to it not clashing with any civic events. Holding the event on a Saturday allowed for more entertainment throughout the day including the Lantern Parade which was introduced last year.

Unfortunately, due to unforeseen circumstances, at the time of writing this report the venue for the Mayor's Ball has not yet been decided and therefore the availability and date is not yet known.

The Committee is **RECOMMENDED** to note the matter and consider agreeing that the date for this year's Annual Lantern Parade and Christmas Lights Switch-On be Saturday 14 November.

*(Sally Freemantle, Acting Town Clerk – 01935 382424)*

## 8. TOWN HOUSE - MUSEUM DISPLAY

In 2013, the Town Council arranged for a new illuminated museum display case to be housed in the Reception area of the Town House.

This gives visitors a free opportunity to learn more about Yeovil's fascinating history, and to view interesting local artefacts, which are provided with the support of the Heritage Team of South Somerset District Council.

The current exhibition features a range of interesting exhibits from the First World War that have a connection with Yeovil, and a specially designed information panel gives a number of examples of how the War impacted on the Town and its people.

A new display will be installed at the end of July which will include documents, information and objects from AgustaWestland to mark the 100<sup>th</sup> anniversary of Westlands which was formed to make Naval aircraft for the First World War.

The Committee is **RECOMMENDED** to note these developments.

*(Alan Tawse, Town Clerk – 01935 382424)*

## 9. **BEST VALUE**

Unlike their county and district counterparts, town councils are free to choose their own performance indicators. These play an important part in the Best Value process, as they are the yardsticks by which the targets set are measured.

To make sure indicators chosen give a balanced view of performance, the Government has suggested using five dimensions of performance:

- Strategic Objectives
- Cost/Efficiency
- Service Delivery Outcomes
- Quality
- Fair Access

The Council has set corporate health performance indicators as well as setting additional ones for each service. The Policy, Resources and Finance Committee have adopted a list of corporate performance indicators compiled from the mandatory list that all principal councils must adopt.

Service related indicators are just as important. The Council has agreed that these are best chosen by the Service Committees - who are already responsible for monitoring and reviewing the services within their purview. Last year, all the Service Committees were asked to put forward a performance indicator for each of the major services/functions under their control and their achievements have been reported during the current cycle of meetings.

Two of the main activities managed by the Committee are the Yeovil in Bloom initiative and the provision of Christmas Lights.

### ***Yeovil in Bloom***

The Yeovil in Bloom displays form an important part of the Town Council's contribution to the enhancement of Yeovil, and it has been agreed that a survey be carried out, at an appropriate time, of people's views on the attractiveness of this Year's display.

Last year, the Committee set itself a target of achieving 80% satisfaction rate with the Yeovil in Bloom displays.

A random survey was carried out in the Town last September, which showed that 97% of people were satisfied with the displays.

This highly commendable result reflected the hard work of all of those involved with the initiative, and the Town's success in securing, for the sixth time since 2005, a gold award in the Regional Britain in Bloom competition.

It is **RECOMMENDED** that the Committee notes this achievement and sets the same customer satisfaction target for this year's displays.

### ***Christmas Lights***

The *quality* of service provision is also important in this area of activity in which the Town Council takes a leading role. The attractiveness and enjoyment of this initiative is largely judged by the public's perception of how well the displays are designed and maintained.

Last year, the Committee set itself a similar target of achieving 80% satisfaction rate with the Christmas Lights displays, which were replaced with a set of new designs. A random survey was carried out in the Town, which showed that 90% of people were satisfied with the new displays.

It is **RECOMMENDED** that the Committee notes this achievement and sets the same customer satisfaction target for this year's Christmas Lights displays.

***(Alan Tawse, Town Clerk - 01935 382424)***

## 10. NEW INITIATIVES BUDGET

Mindful of the need to develop the range of services that we deliver to the people of Yeovil Town, the Town Council has agreed to allocate £49,300 in the 2015/16 New Initiatives budget.

This approach will ensure that funding totalling £29,300 is available to enable contributions to be made towards threatened services currently delivered in Yeovil Town. £4,000 of this budget has been allocated towards the future provision of tourist information services in Yeovil Town and £4,000 towards Christmas Lights, which leaves a balance of £21,300. A further £20,000 has been earmarked for new initiatives.

Last year, it was agreed that the following initiative be funded from the 2014/15 budget, but as it has not yet been completed, the funding has been carried forward into the current year::

- Interactive screen in reception - £3,000

In the 2013/14 financial year, the following initiative was agreed but as it has not yet been completed, the funding has been carried forward into the current year:

- Outdoor gym at Milford Park - £10,000 (in principle)

It has been agreed that all the service committees would be invited to put forward bids for this unallocated part of the New Initiatives budget, and that the Town Council would decide how this portion would be spent having regard to the views of the Policy, Resources and Finance Committee.

It was also agreed that all services committees be reminded of the need for this budget to be used for *new* initiatives and, to allow sufficient time for their ideas to be drawn up and developed, the proposals that emerge during the July cycle of meetings be investigated and reported back to the service committees in the September and the November cycle of meetings.

The agreed definition of a new initiative is set out below;

*“A proposal which will result in a new service, facility, activity or new equipment being procured by the Town Council, for the benefit of the people of Yeovil Town, in partnership with other organisations as appropriate”*

It was further agreed that supported bids would be considered at the November meeting of the Policy, Resources and Finance Committee and referred to the December meeting of the Town Council for determination. This gives all committees an additional two months to develop their bids using the attached assessment sheet and put them forward for consideration.

This extended process will enable all committees to make bids at the same time thereby giving them an equal opportunity to apply for funding and enabling the Policy, Resources and Finance Committee and the Town Council to consider their relative merits having regard to the budget available. However, in the interests of flexibility, the budget may also be used to enable the Town Council to respond to an unforeseen opportunity that might arise at short notice to fund a new initiative.

The Committee is **RECOMMENDED** to note the matter and to consider developing bids having regard to the above outlined policy and the services that fall within the remit of this Committee.

*(Sally Freemantle, Acting Town Clerk – 01935 382424)*

## NEW INITIATIVE SCHEME SUBMISSION

Information Required	Why is this being requested?
Description of the scheme and its location	
What benefits will this scheme provide to the local community?	
What evidence is there of community support for the proposal?	
Any on-going costs such as maintenance?	
Is there any partnership funding? If so what %?	
Has any other funding been applied for, for example other authorities etc.  If so what was their decision and why?	
Is there local funding (or land) available to support delivery of the proposal?	
Are there any constraints to delivery this financial year?	
Is the initiative usually/has been responsibility provided by another authority?	
Any additional comments?	