



Yeovil Town Council

Town House
19 Union Street
Yeovil
Somerset
BA20 1PQ

Phone 01935 382424

Fax 01935 382429

E-mail town.clerk@yeovil.gov.uk

Promotions and Activities Committee

Members of Yeovil Town Council are summoned to attend:

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

The Time... **7.00pm**

The Date... **Tuesday 17 January 2017**

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

Meetings are open to the Press and Public
If you need this information in large print, Braille, audio or
another language, please ring 01935 382424

Amanda Card
Town Clerk

10 January 2017

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

To All Members of the Promotions and Activities Committee:

David Recardo (Ex-officio) (Chairman)

Philip Chandler

Joe Conway

Pauline Lock

Sarah Lowery

Faye Purbrick

Wes Read (Vice-Chairman)

Manny Roper

Darren Shutler (Ex-officio)

Alan Smith

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 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.

Before the meeting commences:

Awards will be presented to successful nominees of the 2016 Christmas Lights Competition.

Public Comment (15 Minutes)

A G E N D A

9/102. APOLOGIES FOR ABSENCE AND TO CONSIDER THE REASONS GIVEN

Council to receive apologies for absence and consider the reasons given. *LGA 1972 s85(1)*

9/103. DECLARATIONS OF INTEREST

Members to declare any interests, including Disclosable Pecuniary Interests (DPI) they may have in agenda items that accord with the requirements of the Town Council's Code of Conduct and to consider any requests from members for Dispensations that accord with Localism Act 2011 s33. (NB this does not preclude any later declarations).

9/104. MINUTES

To approve as a correct record the Minutes of the meetings held on 15 November 2016.

9/105. YEOVIL IN BLOOM MINUTES

To note the minutes of the Yeovil in Bloom Steering Group meeting held on 5 December 2016 attached at pages 3 to 5.

9/106. ANNUAL REPORT ON YEOVIL IN BLOOM

To consider a report by the Principal Horticultural Officer attached at pages 6 to 15.

9/107. CELEBRATION OF DIVERSITY WORKING GROUP

To receive a verbal report from the Working Group.

9/108. YEOVIL TOWN LADIES FC

To consider a report by the Deputy Town Clerk regarding a civic reception for Yeovil Town Ladies FC to celebrate their promotion to FA Women's Super League 1, to follow.

9/109. CHRISTMAS LIGHTS COMPETITION

To consider the report by the Deputy Town Clerk attached at page 16.

9/110. FINANCIAL STATEMENT – OCTOBER/NOVEMBER 2016

To consider the Financial Statement for the period 1 October to 30 November 2016 attached at pages 17 to 20.

PUBLIC COMMENT (15 Minutes)



Yeovil Town Council

Town House
19 Union Street
Yeovil
Somerset
BA20 1PQ

Mayor : Cllr D Shutler Town Clerk : Amanda Card BA (Hons), CPFA
T-01935 382424, F-01935 382429, W - www.yeovil.gov.uk
E-mail Town.Clerk@yeovil.gov.uk

Minutes of the meeting of Yeovil in Bloom Steering Group held on Monday 5 December 2016 in the Town House, 19 Union Street, Yeovil BA20 1PQ

Present: Cllr David Recardo (Chairman), Steve Fox, Lesley Jolleyman, Cllr Pauline Lock, Cllr Tony Lock, Cllr Evie Potts-Jones, Cllr Faye Purbrick, Cllr Manny Roper, Cllr Alan Smith.

In Attendance: Sally Freemantle – Deputy Town Clerk, Tiffany Bartlett – Trainee Administrator.

There were no members of the public and no members of the press present.

2.00pm - Meeting commenced.

1. Apologies for Absence. Apologies for absence were received from Darren Shutler.

2. Minutes. To approve as a correct record the minutes of the last meeting held 10th October 2016.

Resolved: That the Minutes of the meeting of Yeovil in Bloom Steering Group held on 10th October 2016 be signed by the Chairman as a correct record.

3. Correspondence. There were no items of correspondence.

4. Yeovil in Bloom Update - Steve Fox.

Steve explained that all the spring bedding had been planted with tulips in the town, and that all annual sown sites are fallow to allow regeneration of nutrients in the soil. Operationally, winter work included removal of weeds and litter; and pruning shrubs and roses. Some removal of plants was taking place at Sidney Gardens to allow for new planting. The fountain bed would also receive some attention.

Steve also outlined some staffing changes taking place at Lufton Nursery.

Resolved: That the update be noted.

5. Proposed Designs for 2017.

Steve outlined the proposed designs for summer bedding displays for 2017 which included annual seed mixes floral town tubs and sweet pea towers. There would also be a cottagey theme on one of the roundabouts and a tropical scheme in St John's Churchyard. Looking to 2018, it was anticipated that there would be some planting in St John's Churchyard to commemorate the end of ww1 in consultation with the YESS Club.

Resolved: That the designs be agreed and noted.

6. Yeovil in Bloom Update – Lesley Jelleyman.

The Steering Group considered the written report by Lesley who added that Florence Parsons is continuing to set an outstanding example by picking up litter in streets in Yeovil.

Lesley also reported that she had attended a meeting with the lead tutor for Creative Industries at Yeovil College to discuss the possibility of college students carrying out filming throughout the forthcoming year to create a film for Yeovil in Bloom which will be viewed at the South West in Bloom presentations in 2018.

Members of the group added that it needs to be inspirational but also highlight the community of Yeovil. It should also be able to be used as a promotional tool. It was suggested that footage from the bird boxes at the Country Park be included if possible.

Resolved: That the update be noted.

7. Plans for South West in Bloom Presentations 2018.

The Chairman explained to the Committee that the estimated cost to the Town Council of hosting the South West in Bloom presentations in 2018 is £125. He added that there would be a requirement to seek sponsorship (including for goody bags) and that the Town Council would be expected to host a civic event the evening before the presentations take place.

Tony stated that a full cost and resource appraisal was required.

Resolved: That the update be noted.

8. Date of Next Meeting.

Resolved: That the date of the next meeting of the Steering Group be Monday 6th March at 2pm.

8. Any Other Business.

There were no items of AOB.

The Meeting Closed at 3.20pm.

9/106. ANNUAL REPORT ON YEOVIL IN BLOOM

Purpose of the Report

To update and inform the Promotions & Activities members on the Yeovil in Bloom initiative for the 2016-17 period

Historical Information

The town has since 1996 entered the South West in Bloom competition with great success; the results from the last few years show the town achieving the following awards:

- 2015 - Gold
- 2014 - Gold
- 2013 - Gold
- 2012 - Silver gilt
- 2011 - Gold
- 2010 - Gold

In addition to, but equally important is the effect that the initiative has upon the town and how it is perceived by the public. Customer satisfaction results show a fantastic level of satisfaction with the outcome of 'In Bloom' as detailed below:

- 2014 - 98% satisfied
- 2013 - 98% satisfied
- 2012 - 98% satisfied
- 2011 - 98% satisfied

Along with these customer satisfaction results, the number of compliments received about the floral displays show that the initiative has a great benefit on the town and is much appreciated.

This Year's Entry

The South west In Bloom judging criteria is based on a number of different aspects of horticultural, environmental and community activity, therefore our entry is not only about what people can physically see floral wise around the town but includes a wide variety of projects and initiatives that members may not be aware of that occur throughout the year. (I have attached a copy of the judging criteria for info).

Currently our community involvement consists of contributions, assistance or participation from the following groups:

- Brympton parish council - sponsor
- Yarlington Homes - sponsor
- MJ Bowers - sponsor
- Old creamery - sponsor
- Yeovil Glass and window centre - sponsor
- Proudhouse property management - sponsor
- Elite spas & Tranquility - sponsor
- Wakeley brothers - sponsor
- Yeovil Driver training - sponsor
- Yeovil without parish council - sponsor
- local businesses (basket scheme) - sponsor

- Knightstone housing - participation
- Brympton Allotment Association - participation
- Huish Primary School - participation
- Kenmore Drive Residents' Association - participation
- St Marks Garden Project - participation
- West Abbey Nursing and Residential Home - participation
- Preston Primary school - participation
- Westfield community group - participation
- King Arthur Drive residents - participation
- Yeovil Country Park - participation
- Princes street businesses - participation
- Milford allotments - participation
- The Hub - participation
- Wyndham Park community association - participation
- Vanessa project - participation
- Birchfield School - participation

The culmination of our entry is an annual judging day where we are assessed by a regional judge for 2.5hrs against the Britain in Bloom criteria, this year saw the judge Martin Abrahams arrive on 12th July.

The judging involves a welcome 'cry' and tour of the town including a visit to some of our participant's community projects, an opportunity to meet the local community and steering group members and offers us the chance to show, through a portfolio what happens throughout the rest of the year.

The day enables the judges to get a snap shot of what 'in bloom' means to the town and its community.

Following the success of last year's route changes we decided to keep to a similar route, consequently it was felt that it was one of the best judging days that we have ever had.

Following our judging it is a long wait until October when we are invited to a presentation event, this years was at Somerset County Cricket Club in Taunton however the wait was well worth it and Yeovil was yet again presented with a **GOLD** award and our 'It's your neighbourhood' schemes received the following

- West Abbey Nursing and Residential Home - Outstanding
- Kenmore Drive Residents' Association - Outstanding
- The Hub - Outstanding
- Milford allotments - Outstanding
- Birchfield school - Outstanding
- Preston Primary school - Outstanding
- Westfield community association - Outstanding
- The Vanessa project - Advancing
- Wyndham Park community group - Advancing

All in all I believe a great result for the town.

Looking Forward

The focus of 'In Bloom' is possibly changing nationally to reflect the increase in importance of community participation within the initiative; whilst no firm changes have been announced, we need to prepare for these possible changes in the coming years.

Consequently these changes will affect the overall way in which the scoring system works; currently horticultural works are scored higher than community or environmental issues, it is anticipated that after the changes that Horticultural and community will jointly make up the significant portion of the marks.

We are already looking at how these changes will affect us and are concentrating hard on not only nurturing our existing community participants but are actively seeking to increase community participation and non-floral projects within the initiative.

It has also been proposed to the SWIB committee that the annual presentation take place in Yeovil in 2018, the committee have in principle agreed and further meetings will take place to firm this up in the coming months.

Recommendation

Members are invited to comment on the report

***(Steve Fox – Principal Horticultural Officer
stephen.fox@southsomerset.gov.uk or (01935) 462828)***



(A) Horticultural Achievement

- Total mark out of 100
- Five criteria - each worth 20 marks
 - A1 Impact
 - A2 Horticultural Practice
 - A3 Residential and Community Gardening
 - A4 Business Areas and Premises
 - A5 Green Spaces



(B) Environmental Responsibility

- Total mark out of 50
- Five criteria - each worth 10 marks
 - B1 Conservation and biodiversity
 - B2 Resource management
 - B3 Local heritage
 - B4 Local environmental quality
 - B5 Pride of place





(C) Community Participation

- Total mark out of 50
- Five criteria - each worth 10 marks
 - C1 Development and Continuity
 - C2 Communication and education
 - C3 Community participation
 - C4 Year round involvement
 - C5 Funding and support



Marking – Example

Horticultural Achievement A1 mark only

A1 Impact is worth 20 marks. Please note that each section is judged across the entry

- 20 Top of outstanding (perfect)
- 19 Almost perfect (high)
- 18 Outstanding (mid)
- 17 Outstanding (in most aspects - low)
- 16 Very good (top)
- 15 Very good (mid to low)
- 14 Good (high)
- 13 Good (mid)
- 12 Good/better than average (low)
- 11 Top of average (very unusual in the national finals)
- 10 Mid-low average (would only be used if the entry has not adequately shown the judges elements of each criteria)

Points	Section result
17-20	Gold
15-16	Silver Gilt
12-14	Silver
10-11	Bronze
1-9	No award



9/109. CHRISTMAS LIGHTS COMPETITION

Each year, Yeovil Town Council runs a Christmas lights competition to acknowledge the efforts made by local residents to brighten up their neighbourhoods for the festive season with outdoor lights at their property.

The Committee agreed to invite neighbouring parishes to be included in the competition and this year, Brympton and Yeovil Without parishes were joined in, sponsoring second and third prizes consecutively.

The competition was advertised through a press release and letters of invitation to participate in the competition were sent out to previous entrants. Posters advertising the completion were displayed in the Yeovil Town area and forwarded to the participating neighbouring parishes for display in their areas.

As well as inviting written nominations, the Western Gazette kindly arranged for nominations to be made on-line, and this facility was well publicised in the paper leading up to the close of nominations.

Judging took place on 19 December. The judges were Councillor Darren Shutler (Mayor of Yeovil), Councillor Manny Roper and Councillor Wes Read.

The judges' decision was even tougher than in previous years, and awarded joint first place the Penny family of Freedom Avenue, and Mr and Mrs Cox of Rowan Way. Second place prize winners were Mr & Mrs Keynes of Corton Close; and Mr Oakes of Highfield Road was granted third place.

Presentations will be made before the commencement of the Promotions and Activities Meeting by the Mayor to the winners and the runners-up. The winners will receive the cup and small shields will be presented to all of the top three entrants. As well as the engraved trophy, the overall joint winners will receive a prize of a voucher for outdoor Christmas lights, which has kindly been provided by Brimsmore Garden Centre (The Garden's Group). Second place prize winner will receive a free meal for two and a bottle of wine courtesy of The Arrow Public House, and third place will be awarded £30 courtesy of Yeovil Without Parish Council.

The Committee is **RECOMMENDED** to note the report and consider whether any changes should be made to the future running of the annual Christmas Lights competition.

(Sally Freemantle, Assistant Town Clerk - 01935 382424)