



Yeovil Town Council

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Please note change to usual day

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

The Time... **7.00pm**

The Date... **Wednesday 15 May 2013**

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

09 May 2013

Promotions and Activities Committee

Please contact Alan Tawse at the Town House for more information about this meeting

To All Members of the Town Council

Martin Bailey
Peter Brock
Kris Castle
J Vincent Chainey
Philip Chandler
Tristan Cobb
Leah Cross
Clive Davis
Bridget Dollard
David Dollard
Tony Fife
Jon Gleeson

David Greene
Peter Gubbins
John Hann
Kaysar Hussain
Andrew Kendall
Mike Lock
Tony Lock
Wes Read
David Recardo
Manny Roper
Darren Shutler
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

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 12 March 2013.

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 25 March 2013 attached at pages 2 to 4.

6. YEOVIL CHRISTMAS LIGHTS COMPETITION

To consider a report by the Assistant Town Clerk attached at page 5.

7. BEST VALUE

To consider a report by the Town Clerk attached at pages 6 and 7.

8. REVIEW OF TOWN CRIER'S COMPETITION

To receive an update on and to review the 2013 Town Crier's Competition and arrangements for 2014.

9. FINANCIAL STATEMENT FOR FEBRUARY 2013/MARCH 2013

To consider the Financial Statement for the period 1 February 2013 to 31 March 2013 attached at pages 8 to 11.

PUBLIC COMMENT (15 Minutes)

MINUTES of a meeting of the **YEOVIL IN BLOOM STEERING GROUP** held in the Council Chamber, Town House, 19 Union Street, Yeovil on **Monday 25 March 2013**.

(4.30pm to 5.30pm)

Present:

David Recardo (Chairman)
Steve Fox
Lesley Jellyman
Mike Lock
Liz Pike
Sue Pitman
Manny Roper

Also Present:

Alan Tawse – Town Clerk

1. MINUTES

The Minutes of the previous meeting held on 28 January 2013, copies of which had been circulated, were approved as a correct record and signed by the Chairman.

2. APOLOGIES FOR ABSENCE

Apologies for absence were received from John Horsey and Wes Read.

3. CORRESPONDENCE

There were no items of correspondence.

4. YEOVIL IN BLOOM UPDATE

Steve gave an update on work which had been carried out over the past two months and that planned for the future. He indicated that, owing to the time of year, a high volume of shrub pruning had been carried out and that preparatory work was taking place in the nursery ahead of the spring planting.

Weather permitting, grass cutting operations would commence during the following week, and would include the various roundabouts across the Town and St John's Churchyard.

Steve also drew attention to project work that was being carried out at St Mark's community allotment garden and the creation of an edible woodland at Milford Park.

During the ensuing discussion, reference was made to the pleasant appearance of Sidney Gardens and Steve indicated that plans were in hand for the Sensory Garden at that location to be renewed – with the aid of financial assistance kindly given by the Yeovil Recreation Charity.

AGREED

that the matters be noted.

5. SOUTH WEST IN BLOOM – SPRING SEMINAR

The Chairman, Manny Roper, Steve Fox and Lesley Jellyman reported back on the South West in Bloom Spring Seminar, which they had attended in February.

It was indicated that much discussion had taken place at the Seminar about communication and ways of publicising local initiatives. It had emerged that a number of local community groups were using social media to help publicise their plans and to encourage more volunteers to come forward and get involved in their projects.

During the ensuing discussion, Members considered the merits of social media being used to help promote and develop the Yeovil in Bloom initiative. Whilst it was acknowledged that there was potential benefits in using this approach, it was recognised that the content would need to be carefully managed and, in view of the direct involvement of a number of local authorities, appropriate steps taken to ensure that the identity of any persons making individual contributions and people expressing views was made clear.

The Chairman drew attention to his personal Facebook account and indicated that he would be happy to include any appropriate material and act as a moderator to ensure that all the necessary safe guards were put in place and followed in relation to published material.

AGREED

that the matters be noted.

6. QUEDAM CENTRE – NEW INITIATIVE

Steve Fox gave an update on the arrangements that had been made for the agreed community planting exercise to take place at the Quedam Shopping Centre during the forthcoming Easter break. He confirmed that the event would be held between 9.00am and 4.00pm on Saturday 6 April 2013 and that information and other promotional material would be made available on the day to encourage people to get involved in the Yeovil in Bloom Initiative.

AGREED

(1) that the matters be noted; and

(2) that Steve Fox arrange for a press release to be issued as soon as possible to raise public awareness for the impending event and to encourage volunteers to come along and get involved.

7. DATE OF NEXT MEETING

It was confirmed that the next meeting would take place at 4.30pm on 20 May 2013 in the Town House.

(An opportunity would also be promoted for interested members of the Steering Group to visit the nursery at Lufton – starting at 4.00pm on Monday 29 April 2013. This would also provide an opportunity to discuss the planned bulb giveaway in St John's Churchyard, which it was anticipated would take place between 6 and 10 May 2013).

8. ANY OTHER BUSINESS

Yeovil Literary Festival

Liz indicated that this year's Yeovil Literary Festival would take place in the Town Centre between Thursday 19 and Sunday 22 September 2013. She added that this would include an appearance by Anne Swithinbank who would be visiting the Town on Friday 20 September.

AGREED

- (1) that the matter be noted; and
- (2) that Liz contact Justine Parton – Yeovil TIC Supervisor to make her aware of the Festival and the potential opportunities for promoting the Town and its attractions.

Chairman

AT/LJ
15/4/13

6. YEovil CHRISTMAS LIGHTS COMPETITION

At the 15th January 2013 meeting of the Promotions and Activities Committee the 2012 Christmas Lights Competition was discussed (Agenda Item 8/144 refers).

The Committee discussed extending the Competition to include the areas of Brympton and Yeovil Without. It was resolved that,

- (1) *that the matters be noted; and*
- (2) *that the Councillor who donated the cup be approached with the idea of extending the competition to Brympton and Yeovil Without Parishes and subject to her response, Brympton and Yeovil Without Parishes Councils be asked if they would like to become involved in future Christmas Lights Competitions.*

The response from the Councillor who donated the cup was positive and so the parishes of Brympton and Yeovil Without were duly contacted.

The Parish Council of Brympton thanked the Town Council for the approach but declined to take up the offer for environmental reasons.

The Parish Council of Yeovil Without thanked the Town Council for extending the Competition to their parish residents and agreed to appoint Mrs Iris Cotton to the Steering Group of the Competition.

The Committee is **RECOMMENDED** to note the matter and to consider setting up a meeting with the representative from Yeovil Without Parish Council to discuss the arrangements for the 2013 Competition.

(Anita Rogers-Ballanger – Assistant Town Clerk)

7. **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 has 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 98% 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 a silver gilt 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 display. A random survey was carried out in the Town, which showed that 83% of people were satisfied with the 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)