

YEOVIL TOWN COUNCIL

MINUTES of a meeting of the **PROMOTIONS AND ACTIVITIES COMMITTEE** held in the Town House, 19 Union Street, Yeovil on **Tuesday 12 November 2013**

(7.00pm to 9.10pm)

Present:

Wes Read (Vice-Chairman - In the Chair)
Martin Bailey
Peter Brock
Kris Castle
Phil Chandler
Tony Fife
Mike Lock
David Recardo

Also Present:

| | |
|-----------------|------------------------------|
| Tony Lock | Yeovil East Ward |
| Alan Tawse | Town Clerk |
| Juliet Sims | Assistant Town Clerk |
| Marie Ainsworth | Neighbourhood Officer (SSDC) |

PUBLIC COMMENT

There were no comments from members of the public.

8/189 **MINUTES**

The Minutes of the previous meeting held on 10 September 2013, copies of which had been circulated, were approved as a correct record and signed by the Chairman.

8/190 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Tristan Cobb, Clive Davis, Jon Gleeson, Manny Roper and Alan Smith.

8/191 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

8/192 **CORRESPONDENCE**

There were no items of correspondence.

8/193 **YEOVIL IN BLOOM STEERING GROUP MINUTES**

The Committee considered the Minutes of the Yeovil In Bloom Steering Group Meetings held on 16 September and 21 October 2013. (Agenda item 5 refers).

RESOLVED

that the minutes be noted.

8/194 YEOVIL TOWN CENTRE MAINTENANCE PROGRAMME

The Committee considered the report of the Neighbourhood Officer (SSDC). (Agenda item 6)

The Neighbourhood Officer circulated an updated spreadsheet of the proposed ten-year maintenance programme for works in Yeovil Town Centre at the meeting. Members were advised that some of the anticipated costs included in the draft programme needed to be confirmed following further checks on the type of maintenance required and its frequency.

During the ensuing discussion, Members expressed their support for taking a structured approach to the ongoing maintenance of the street furniture installed in the Town Centre. However, it was noted that the proposed programme also included suggested contributions towards pavement cleaning, graffiti removal and weed clearance the costs of which were already being met from existing budgets.

The Committee commented on the need for the Town Centre to be well maintained to help attract shoppers and other visitors to the area.

Attention was also drawn to the benefit of Town Centre facilities to the inhabitants of neighbouring parishes, and it was suggested that in light of this consideration the Neighbourhood Officer approach their parish councils for a suggested contribution.

RESOLVED

- (1) that the matter be noted;
- (2) that approval, in principle, be given to the Town Council making a contribution towards an agreed ten-year maintenance programme for works in the Town Centre; and
- (3) that further consideration be given to the level of contribution and its source of funding following confirmation of all the anticipated costs involved; the availability of District Council budgets to meet the proposed pavement cleaning, graffiti removal and weed clearance works, and the level of funding available from South Somerset District Council, Brympton Parish Council and Yeovil Without Parish Council towards the overall costs.

8/195 MUSEUM EXHIBITIONS AT THE TOWN HOUSE

The Committee considered the report of the Town Clerk. (Agenda item 7 refers).

RESOLVED

that the matters be noted and further developments be awaited.

8/196 **FIRST WORLD WAR – CENTENARY**

The Committee considered the report of the Town Clerk. (Agenda item 8 refers).

The Chairman (pro tem) drew attention to the weathered inscriptions on the Preston Plucknett War Memorial, which included the names of 15 local servicemen who were killed in action during the First World War.

It was noted that the Town Council was responsible for the memorial, and he suggested that its restoration would be an appropriate way to commemorate next year's centenary of the First World War.

A photograph of the memorial was circulated along with further details of its history.

During the ensuing discussion, reference was made to ways by which information about war memorials could be accessed via electronic devices.

RESOLVED

- (1) that the matter be noted; and
- (2) that the restoration of the Preston Plucknett War Memorial be supported and an application to meet the costs of the work be submitted to the Heritage Lottery Fund.

8/197 **TOWN CRIERS' COMPETITION**

The Committee considered the report of the Town Clerk. (Agenda item 9 refers).

Members were informed of the outcome of a recent meeting of the Town Team's Marketing Group at which ways of how the 20th anniversary of the Competition, which would take place on 26 April 2014, might be celebrated as part of a larger Town Centre event.

It had been suggested that this could include a food market and children's entertainments as well as Buskfest along with the monthly Farmers' Market, which would be taking place that day. The Town Team offered to appoint an event organiser to plan and run these complementary attractions.

Members supported this approach and felt that it would also be appropriate to hold a children's' town crier event as part of the Competition - with local primary schools getting involved in the selection of participants and the design and production of their costumes.

It was also felt that the Customised Souvenirs budget should be used to provide a special memento for each of the town criers taking part in next year's event to help mark this special occasion.

RESOLVED

- (1) that the matter be noted;

- (2) that the proposals by the Town Team Marketing Group be supported and their offer to appoint an event organiser to plan and organise the suggested complementary attractions be supported;
- (3) that arrangements also be made for the event organiser to arrange for a children's' town crier event to take place as part of the Competition - with local primary schools getting involved in the selection of participants and the design and production of their costumes; and
- (4) that approval be given to the use of the Customised Souvenirs budget to provide a special memento for each of the town criers taking part in next year's anniversary event to help mark this special occasion; and
- (5) that consideration be given at the next meeting to the purchase of other customised souvenirs by the Town Council.

8/198 **HOME ENERGY COSTS**

The Committee considered the report of the Town Clerk. (Agenda item 10 refers).

During the ensuing discussion, Members expressed their support for this initiative, which it was felt would provide local people with a much-needed opportunity to gain practical advice on switching energy suppliers and to learn more about other ways of reducing their home energy costs. Reference was made to the possibility of holding a similar event on the western side of the Town at a future date.

The Town Clerk indicated that he had contacted Yarlington Housing Group with a view to inviting their participation in the planned event.

RESOLVED

- (1) that the matter be noted; and
- (2) that the proposed initiative be supported.

8/199 **NEW INITIATIVES BUDGET**

The Committee considered the report of the Town Clerk (Agenda item 11 refers).

RESOLVED

that the proposals be noted and supported.

8/200 **COMMITTEE REVENUE ESTIMATES – 2014/15**

The Committee considered the report of the Town Clerk (Agenda item 12 refers).

RESOLVED

- (1) that the Budget Strategy drawn up by the Finance Working Group be supported; and

- (2) that the draft estimates, attached as an appendix hereto, be supported and referred to the Policy, Resources and Finance Committee for consideration.

8/201 **FINANCIAL STATEMENT FOR AUGUST / SEPTEMBER 2013**

The Committee considered the Financial Statement for the period 1 August to 30 September 2013 (Agenda item 13 refers).

RESOLVED

that the Financial Statement be noted.

PUBLIC COMMENT

There were no comments from members of the public.

8/202 **EXCLUSION OF PRESS AND PUBLIC**

RESOLVED

that the press and public be excluded 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.

8/203 **NEW INITIATIVES – PUBLIC ENTERTAINMENT AREA**

The Committee considered the confidential report of the Town Clerk and Assistant Town Clerk. (Agenda item 14 refers).

The Town Clerk gave an update on the outcome of a recent meeting that had taken place between the appointed representatives of the Town Council, the Police and the District Council to explore the options available and the resource implications. He added that the views of the Highway Authority, who were unable to be represented at the meeting, had been fed into the discussion.

Details of the proposals that had emerged from the meeting were outlined and, following a presentation by the Town Clerk on the type of products available, Members considered the merits of the proposed way forward, which involved the use of a removable structure.

RESOLVED

that approval be given to the recommendation set out in the above report

Chairman

YEOVIL TOWN COUNCIL - ESTIMATES

PROMOTIONS AND ACTIVITIES COMMITTEE

| | | YEAR 2012/13 | | YEAR 2013/14 | | | YEAR 2014/15 | | | |
|--|--|---------------|---------------|---------------|---------------|---------------|--------------|--------------------------|--------------------|-----------------|
| NOTES | Item | Allocated | Spent | Allocated | 1/2 year | Full year | Estimated | | Estimated required | To be allocated |
| | | | | | spent | estimated | over | under | | |
| | | | | 30.09.13 | | 31.03.14 | | | | |
| INCOME 2013/14 | | | | | | | | | | |
| 1/2 Year to 30/09/13 | | | | | | | | | | |
| | Town Centre Partnership | 3,090 | 3,000 | 3,150 | 0 | 3,150 | | 150 | 3,000 | |
| | Christmas Lights | 20,360 | 19,515 | 20,770 | 2,075 | 20,770 | | | 21,190 | |
| | Festive Lights | | | | | | | | | |
| | - SSDC 2,000 | | | | | | | | | |
| | - Traders 1,000 | | | | | | | | | |
| | Sponsorship 500 | | | | | | | | | |
| | Souvenirs 0 | | | | | | | | | |
| | 3,500 | | | | | | | | | |
| | Yeovil in Bloom Working Budget | 14,870 | 14,870 | 15,170 | 3,795 | 15,170 | | | 15,480 | |
| | Yeovil in Bloom Officer | 22,660 | 22,660 | 22,890 | 5,722 | 22,890 | | | 23,350 | |
| | Town Crier | 930 | 818 | 950 | 0 | 950 | | | 970 | |
| | Yeovil Open Town Crier Competition | 1,650 | 1,822 | 1,800 | 1,541 | 1,600 | | 200 | 1,840 | |
| | Customised souvenirs | 530 | 816 | 540 | 0 | 540 | | | 550 | |
| | Town Guide/promotional publications | 210 | 0 | 220 | 0 | 220 | | | 230 | |
| | Town Centre Environmental Improvements | 8,000 | 8,000 | 8,000 | 0 | 8,000 | | | 8,000 | |
| ESTIMATED INCOME | | | | | | | | | | |
| 2013/14 | | | | | | | | | | |
| | Christmas Lights Competition | 30 | 18 | 30 | 0 | 30 | | | 30 | |
| | Yeovil Flower and Gardeners' Market | 2,500 | 2,195 | 2,550 | 1,766 | 2,550 | | | 2,600 | |
| | Festive Lights | | | | | | | | | |
| | - SSDC 2,000 | | | | | | | | | |
| | - Traders 0 | | | | | | | | | |
| | Sponsorship 500 | | | | | | | | | |
| | Souvenirs 50 | | | | | | | | | |
| | 2,550 | | | | | | | | | |
| Estimated Income | | | | | | | | | | |
| 2014/15 | | | | | | | | | | |
| | Festive Lights | | | | | | | | | |
| | - SSDC 2,000 | | | | | | | | | |
| | - Traders 1,000 | | | | | | | | | |
| | Sponsorship 500 | | | | | | | | | |
| | Souvenirs 100 | | | | | | | | | |
| | 3,600 | | | | | | | | | |
| | Total Expenditure | 74,830 | 73,714 | 76,070 | 14,899 | 75,870 | 0 | 350 | 77,240 | 0 |
| Notes: | | | | | | | | | | |
| | | | | | | | | Estimated underspend (-) | | -350 |
| | | | | | | | | | | 76,890 |
| 1 Christmas Lighting - Expenditure offset by agreed contributions from New Initiatives Fund and anticipated contribution from SSDC | | | | | | | | Estimated 2014/15 income | | 3,600 |
| 2 Town Centre Environmental Improvements budget previously used to help meet costs of Middle Street. | | | | | | | | | | 73,290 |
| and Princes Street Enhancement Schemes. Possible top-slicing to fund ongoing Town Centre maintenance programme? | | | | | | | | + contingencies @ 5% | | 3,665 |
| 3 Yeovil Town Centre Flower and Gardeners' Market - maximum guarantee against loss (offset by income from stalls and sponsorship) | | | | | | | | | | 76,955 |