



Yeovil Town Council

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Promotions and Activities Committee

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

The Time... **7.00pm**

The Date... **Tuesday 15 July 2014**

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 July 2014

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

To All Members of the Promotions and Activities Committee:

Martin Bailey

Tristan Cobb

Jon Gleeson (Chairman)

Mike Lock (Ex-officio)

Wes Read (Vice-Chairman)

David Recardo

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

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 13 and 15 May 2014.

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 16 June 2014 attached at pages 7 to 10.

6. **YEOVIL CHILDREN'S CARNIVAL**

To consider the report by the Assistant Town Clerk attached at page 2.

7. **CUSTOMISED SOUVENIRS**

To consider a report by the Assistant Town Clerk attached at page 3.

8. **NEW INITIATIVES**

To consider the report by the Town Clerk attached at page 4-5.

9. **TOWN GUIDE 2014-15**

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

10. **FINANCIAL STATEMENT FOR APRIL/MAY 2014**

To consider the Financial Statement for the period 1 April to 31 May 2014 attached at pages 11 to 14.

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 16 June 2014**.

(4.00pm to 5.00pm)

Present:

David Recardo (Chairman)
Manny Roper
Steve Fox
Lesley Jellyman
Liz Pike
Alison Hayward
Darren Shutler

Also Present:

Sally Freemantle – Assistant Town Clerk
Anne Dodge – Office Administrator

1. ELECTION OF CHAIRMAN

Sue Pitman, when giving her apologies for the meeting, nominated David Recardo as Chairman, this was seconded by Manny Roper and Liz Pike.

2. ELECTION OF VICE-CHAIRMAN

Manny Roper was proposed as Vice-Chairman and this was seconded by Steve Fox and Liz Pike.

3. MINUTES

The Minutes of the previous meeting held on 14 April 2014, 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, Sue Pitman and Dave Greene.

5. CORRESPONDENCE

David Recardo maintains the Yeovil in Bloom Facebook page and he had received correspondence from them stating that during the week of 2 – 8 June there had been 96 “likes” an increase of 2.1%; it had reached 790 people, an increase of 54.0% and “people engaged” was 152 a 347.1% increase.

6. ARRANGEMENTS FOR JUDGING DAY – TUESDAY 15 JULY

Steve Fox informed the group that there will be 2 judges on the day, John Gordon who was a judge last year and Christine Fraser.

They will come to the Town House at approx. 9.30am and he requested that two parking spaces be made available for them. From there they will go to the Art Café for tea/coffee before starting the tour of the town, where Steve invited all to come along and meet them.

The route of the judging will be more or less the same as last year, except for a few 'tweaks'. Please see attached.

This year they will not be going into the Quedam as not enough changes had been made since last year to improve the surroundings following on from criticism that had been made by the judges.

At the end of the judging, they will be invited to lunch at the Foyer. Again, all are welcome to come along.

After lunch, the two judges will go out with Steve Fox and Lesley Jellyman to look at the remainder 'It's your Neighbourhood' displays.

Steve has arranged for 6 flags and 4 event banners to be displayed on the day. There will also be flags saying 'Judging Today' displayed in prominent places around the town.

It was suggested that Yeovil in Bloom pictures are displayed in the Town House reception area.

There are two extra categories this year; Best Allotment and Best Park/Country Park. Milford Dip Allotment site will be entered in the Best Allotment category.

7. ROUTE FOR JUDGING DAY

- | | |
|---------|---|
| 10.00am | Arrive St Johns Churchyard- view St Johns Churchyard floral display |
| 10.25am | Start Town Centre route, viewing
Town Centre floral displays
Bond Street community vegetable garden
The Entertainment Area municipal displays
Glovers Walk sponsored displays
Bus Station sponsored displays |
| 10.40am | Travel to Milford Allotments, passing Hospital roundabout, Reckleford |
| 10.45am | Arrive at Milford Allotments |
| 11.00am | Leave Milford allotments and drive to St Marks |
| 11.05am | Arrive St Marks Community Allotments (It's Your Neighbourhood Scheme) |
| 11.20am | Leave St Marks |
| 11.25am | Arrive Kenmore Drive (It's Your Neighbourhood Scheme) |
| 11.45am | Leave Kenmore Drive, drive to Huish School, passing Fiveways Roundabout (sponsored displays) & Municipal facilities (cemetery) |
| 11.50am | Arrive at Huish School |
| 12.15pm | Leave Huish School and undertake a 'Roundabout Tour' – Asda Roundabout (sponsored displays), War Memorial, Yarlington |

Roundabout (sponsored displays), Westlands Roundabout (sponsored displays), Lynx Roundabout (sponsored displays)
 12.35pm Arrive at Yeovil Country Park
 1.00pm Leave Yeovil Country Park and drive to The Foyer Project
 1.10pm Arrive at Foyer Project (It's Your Neighbourhood Scheme)
 1.30pm Finish Tour – lunch at The Foyer

8. YEOVIL ON BLOOM – UPDATE

Lesley circulated a copy of the Portfolio for the Yeovil in Bloom entry – this will be printed in booklet form. Every event that has taken place throughout the year is contained in the Portfolio.

There is a very strong community group at King Arthur Drive; when she went along in June to plant up hanging baskets and tubs, she managed to interest a group of boys, aged 8-10 years to become involved!

On the 8th July there will be an organised litter pick, meeting in the Borough at 10.00am before going down Middle Street. All equipment and tabards will be provided.

9. YEOVIL IN BLOOM – UPDATE

Steve Fox advised the group that all planting is going at a pace! This is the third week of planting out the bedding plants, the tubs are still to be completed but all the keys sites have been finished. Over the next few days the baskets will be going out too.

An extra 9 tubs will be put in the bus station.

A few plants have been lost due to the hot weather, but the next 3 weeks will be crucial in watering and feeding them to ensure a good display on Judging Day.

The bulb giveaway was a bit slower than in previous years, however, everything went. It was felt that the event was not advertised very well in the Western Gazette this year, but it had been picked up on Social Media and there were calls to the office too.

A visit was made to Lufton Nursery on the 6th June which went well.

There has been some interesting planting in Bond Street – Steve advised care when picking the chillies as they are very hot!

10. DATE OF NEXT MEETING

It was confirmed that the next meeting would take place at 4.00pm on 28th July 2014 in the Town House.

11. ANY OTHER BUSINESS

Manny Roper commented that a number of streets on the outskirts of Yeovil town still have trees that came down in the storms on the pavements and

verges and wondered if anything could be done about them. Steve Fox advised that he will contact District Council and ask for them to be removed as soon as possible.

Liz Pike commented that she was very impressed with the Portfolio.

Darren Shutler asked about the overgrown hedges along the footpath by Dodham Brook – Steve Fox to contact District Council to deal.

Sally Freemantle asked the group if they would be happy to receive the Agenda and Minutes via email instead of through the post. This was agreed by the entire group.

Anne Dodge advised the group that neither the Mayor nor Deputy Mayor would be available to attend the Presentation of the Awards in Trowbridge. It was suggested that an invite be extended to the Chairman of Promotions & Activities instead.

Chairman

AD/24/06/14

6. **YEOVIL CHILDREN'S CARNIVAL**

Yeovil Carnival Committee is planning to hold a Children's' Carnival at the end of August and the Town Council has been approached with a request to sponsor one of the trophies. Other confirmed sponsors of the trophies are SSDC, the Town Team and the Western Gazette. Other businesses in the Town will also be approached for sponsorship.

The initiative has been developed by a group of interested individuals who have formed a committee – with the support of the Western Gazette – to explore ways of re-introducing the annual illuminated carnival procession that last took place in the Town in 2005.

The cost of a trophy would be approximately £35 and the Committee's Town Guide/Promotional publications budget could be used for a contribution of this amount.

The Committee is **RECOMMENDED** to note and consider the request.

(Sally Freemantle, Assistant Town Clerk – 01935 382424)

7. CUSTOMISED SOUVENIRS

At the last meeting of the Committee it was reported that £87 of the Customised Souvenirs budget allocation had been used to assist with the purchase of commemorative tea towels for the 20th anniversary of the Town Criers' competition and that the request made to the Policy, Resources and Finance Committee to carry forward the total remaining budget allocation for 2013/14 of £453 for customised souvenirs to the current financial year had been successful. This, added to the current budget allocation of £550, makes a total of £1003 available for customised souvenirs. (It was noted that there may be a requirement to purchase further stock of the Town Criers' Competition anniversary tea towels should the existing stock sell out.)

The Assistant Town Clerk was asked to investigate the cost of purchasing pens, mugs, trolley coins, and paperweights and report findings to a future meeting of the Promotions and Activities Committee.

Examples of costings are as follows:

Parker jotter pens with logo:	£285 for 50
Parker Vector Rollerball with logo:	£215 for 50
Bell Mug with logo:	£230 for 50
Sparta Mug with logo:	£237 for 50
Trolley coin keyring with logo:	£209 for 100
Carro Trolley Coin keyring with logo:	£159 for 100
Round flat paperweight with logo:	£178 for 25
Sloping dome paperweight with logo:	£203 for 15

Illustrations of the products will be brought to the meeting.

The Committee is **RECOMMENDED** to note the matter and consider the purchase of customised souvenirs.

(Sally Freemantle, Assistant Town Clerk - 01935 382424)

8. 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 2014/15 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, the following initiatives were agreed, which have been funded from the 2013/14 budget:

- Outdoor gym at Milford Park - £10,000 (in principle)
- Hire of temporary marquee for Town Council events at Public Entertainment Area - £735

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.

Last year, it was 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.

(Alan Tawse, 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?	

9. **TOWN GUIDE 2014-15**

The new Town Guide has recently been published and free copies circulated to a number of local outlets – including local libraries, tourist information centres and public offices.

10,000 copies have been produced – the entire cost of which have been met from the advertising revenue generated by the publisher.

In addition, the guide is available on the Town Council's website from which it may be viewed and downloaded.

The Guide was officially launched by the Mayor, the Chairman of the Promotion and Activities Committee and the Chairman of South Somerset District Council at the Town House and a picture and press release was published in the Western Gazette.

The Committee is **RECOMMENDED** to note the successful delivery of this Town Council initiative.

(Sally Freemantle, Assistant Town Clerk – 01935 382424)