

YEOVIL TOWN COUNCIL

MINUTES of the meeting of the **TOWN COUNCIL** held in the Council Chamber, Town House, 19 Union Street, Yeovil on **Tuesday 3 June 2014**

(7.30pm – 7.55pm)

Present:

Darren Shutler – Deputy Mayor (in the Chair)
Tony Fife
Jon Gleeson
David Greene
John Hann
Kaysar Hussain
Andrew Kendall
Tony Lock
Wes Read
Manny Roper

Also present:

Alan Tawse Town Clerk
David Mills Chairman of Yeovil Town Team

(Prior to the start of the meeting, the Mayor's Chaplain led those Members of the Council in attendance in prayers on behalf of the Townspeople of Yeovil).

CLIVE DAVIS

Members stood and observed a Minute's Silence in memory of Town Councillor and former Mayor, Clive Davis who had passed away on the previous Friday.

PUBLIC COMMENT

There were no comments from members of the public.

8/457 **MINUTES**

The Minutes of the previous meetings held on 6 May (adjourned) and 13 May (reconvened) 2014, copies of which had been circulated, were confirmed as a correct record and signed by the Deputy Mayor.

8/458 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Kris Castle, J Vincent Chainey, Philip Chandler, Tristan Cobb, Bridget Dollard, David Dollard, Peter Gubbins, Mike Lock, David Recardo and Alan Smith.

8/459 **DECLARATIONS OF INTEREST**

There were no Declarations of Interest.

8/460 **MAYOR AND DEPUTY MAYOR'S RECENT AND FORTHCOMING ENGAGEMENTS AND ANNOUNCEMENTS**

Details of the Mayor and Deputy Mayor's recent and forthcoming engagements and announcements were attached to the Agenda.

8/461 **CORRESPONDENCE**

The Town Clerk reported that, in addition to the items of correspondence that had been circulated to Members by email since the last Town Council meeting, the following items had been received:

- Somerset Joint Strategic Needs Assessment Summary – 2013/14
- Avon and Somerset Police and Crime Commissioner – South Somerset Police and Crime Plan - 2014/17
- Yeovil Pregnancy Crisis Centre Newsletter – May 2014

8/462 **YEOVIL TOWN TEAM**

David Mills – Chairman of the Yeovil Town Team gave a presentation about the partnership over the past year, and its plans for the future.

A report (attached as an appendix) setting out the work undertaken by each of the action groups that had been formed to help identify ways of securing improvements in three key areas – promotions and marketing, safety and security, and street scene - was circulated at the meeting.

David explained that as a result of the changed arrangements introduced two years ago, local businesses were now contributing a greater proportion of the funding towards the partnership.

Attention was drawn to the various events that the Town Team had organised over the past twelve months, and the initiatives that the partnership had identified to help develop a more vibrant and successful town centre. Reference was also made to the work being undertaken by the Yeovil Town Team Marketing Intern, who was assisting with the development and delivery of these initiatives.

During the ensuing discussion, reference was made to the limited impact that recent changes in business rates legislation had had on town centre traders, and to proposals to move the annual Christmas Lights switch-on event to a Saturday.

The Deputy Mayor thanked David for his interesting and informative presentation, and it was

RESOLVED

that the matter be noted.

8/463 **REPORTS AND RECOMMENDATIONS FROM COMMITTEES AND OTHER MEETINGS**

The Chairmen of the various Committees of the Council presented the Minutes from the previous cycle of meetings, drawing attention to specific references to Council, any matters of particular interest and answering any questions.

Planning and Licensing Committee

12 May 2014

Grounds and General Maintenance Committee

14 May 2014

Promotions and Activities Committee

15 May 2014

Buildings and Civic Matters Committee

20 May 2014

Policy, Resources and Finance Committee

27 May 2014

Minute 8/264 – NALC Conference 2014

RESOLVED

- (1) that approval be given to the attendance of up to three interested Members and the Town Clerk at the above Conference in Bristol on 18 September 2014; and
- (2) that any Member wishing to attend advise the Town Clerk of their interest.

8/464 **REPORTS FROM REPRESENTATIVES ON OUTSIDE BODIES**

The Minutes of the following meetings of Outside Bodies were attached to the Agenda and Members were given an opportunity to raise matters relating to them:

Yeovil Twinning Association

10 April 2014

Yeovil Youth Council

22 April 2014

Members who represented the Town Council on outside bodies were given an opportunity to report on any matters of interest.

8/465 **PUBLIC COMMENT**

There were no comments from members of the public.

Mayor

Report to Yeovil Town Council

3 June 2014

The Yeovil Town Team Board Members

Although there are a number of very good organisations investing small amounts into the Town Team, the main Board members and sponsors / investors are (in alphabetical order):

Agusta Westland
Marks and Spencer
Old Mill Group
Porter Dodson
Quedam Centre
South Somerset District Council
Western Gazette Media
Yeovil Chamber
Yeovil Town Council
Yeovil Without Parish Council

Structure

Although the above organisations combine to form a Board to direct the work of the Yeovil Town Team, day to day activity is managed by three action groups who deal with:

- Marketing & Promotions
- Street Scene
- Safety and Security

Each of these groups is run by an expert in their field and this structure has proved to be very successful as it allows the group to work proactively between Board meetings, and achieve real results.

Marketing Group – Chaired by Emma Slee, Editor of the Western Gazette

- **Fashion Festival**

Yeovil Town Team are currently organising this year's Fashion Festival, which starts with a Fashion Show to be held on Wednesday 25th June at Chicago Rock.

The event at Chicago Rock will be free entry to anyone with a Yeovil Loyalty Card (subject to capacity limits). The Fashion Show at Chicago Rock will start at 7.30pm and a very good selection of the Town's fashion retailers will take part.

The Quedam Centre will hold a complementary event in the Centre on Saturday 28th June (in Ivel Square).

Together these two events should link up well and help drive customers and trade to Yeovil Town Centre.

- **Social Media**

We continue to work on the development of our social media marketing and using this to market the town, events and retailers. The Yeovil Town Team Facebook and Twitter followers are steadily increasing (221 likes on Facebook and 660 followers on Twitter) and all posts are scheduled for maximum impact, including on weekends and evenings.

We are learning which type of posts most engage with potential visitors to the town and to help add value to members of the Yeovil Town Team, members' events are posted on Facebook / Twitter for them.

Sourcing New Offers for the Loyalty Card

Yeovil Town Team keeps in constant contact with retailers and companies making offers via the Loyalty Card. We have introduced several new offers over the last few months such as Another Little World, Animal, Ice Maiden Cakes and Oswald Bailey. These have also formed our deal of the day offers on the social networks.

- **The Yeovil Town Guide App for Mobile Phones**

The Yeovil Town Guide App has been continuously updated with new offers, it is our intention to develop this further as it is clear that the importance developing our offer to customers via their phones is key.

- **Attracting New Members**

The Marketing Intern has had meetings with potential new Board members. This has resulted in The Manor Hotel saying they will join the Board and also Chicago Rock doing the same (subject to confirmation from their Head Office).

A member's pack has also been produced to distribute to new members. This includes a copy of the newsletter and also the 'Board member benefits' hand out.

- **Yeovil Town Team Marketing Intern**

The introduction of this post has been a big success in helping to move the promotion of the Town Centre forward.

Sadly, the first Marketing intern left her post to pursue a dream job opportunity, but a new intern has recently been recruited.

- **Other Events coming up for the remainder of 2014**

Food Festival – Date to be announced

Christmas Lights – Saturday 22nd November 2014 (provisional date subject to confirmation)

Street Scene Group – Chaired by Marie Ainsworth SSDC

All works on 13/14 schedule have been completed. The main works have included, resurfacing outside Marks & Spencer, re-varnishing benches, cleaning around litter bins, purchasing more planters for the Town Centre (Princes Street and the Borough), purchase of hanging basket trees for South Western Terrace, purchasing more benches for lower Middle Street, repainting the utility boxes owned by SSDC (requested BT and others to be painted by owners), purchasing floral displays for Waterloo Way, planting a larger tree for the Borough and replacing resin under trees where needed.

In addition to this Marie Ainsworth has worked with Mike Fear from County Highways to steer their maintenance budget to be used to replace uneven / poor paving on Union Street and Bond Street.

Marie Ainsworth is currently still working on refurbishing the Town Centre information boards and has presented the draft maintenance schedule for the Town Centre to the Town Council who agreed to contribute in principle towards this. Marie Ainsworth will be meeting with Steve Fox from Street Scene shortly to discuss working up a detailed specification for the coming year.

Safety and Security Group – Chaired by Jason Livingstone YCT

The Community Safety sub-committee of Yeovil Town Team continues to act as a conduit for discussion between the differing stakeholders that have practical jurisdiction for the town centre. The Police, Radio Link and District Council Community Safety alongside the Yeovil Chamber work within a LAG structure to efficiently try and tailor reported needs to resources. The LAG structure allows feedback from both local business and residents e.g. Wednesday night meetings on antisocial issues Lower Middle Street. Also in the recent past the sub-committee of the Yeovil Town Team has financially supported the Radio Link communication software to great effect. We continue to work towards greater communication and effective community safety.

Summary by Yeovil Town Team Chairman, David Mills

“The progress over the last two years (since the Yeovil Town Team was radically overhauled) has been significant with the Town Team now being an active force to help generate trade and help improve Yeovil Town Centre for all visitors and residents in the area.

One of the most striking aspects of this success is that it is achieved via an effective and genuine partnership of public / private sectors organisations. None of these partners have to contribute to the Town Team’s work but all do because they have vision, community spirit and can see it is achieving great returns on the investment made.

What has been achieved to date is just the start and with the continued support of our Partners we can do even more. All the Board members can take pride in what they have achieved to date and with their continued support we will be able to report even greater achievements in 2015”.

June 2014