

## **YEOVIL TOWN COUNCIL**

**MINUTES** of a meeting of the **PROMOTIONS AND ACTIVITIES COMMITTEE** held in the Town House, 19 Union Street, Yeovil on **Thursday 15 May 2014**

(7.00pm to 7.30pm)

### **Present:**

Darren Shutler – Chairman (pro tem)  
Martin Bailey  
Tristan Cobb  
Clive Davis  
Alan Smith

### **Also Present:**

Manny Roper – East Ward Member  
Sally Freemantle – Assistant Town Clerk  
Alan Tawse – Town Clerk

### 8/226 **ELECTION OF CHAIRMAN**

In the absence of the Chairman and the Vice-Chairman, it was

**RESOLVED** that Darren Shutler be elected Chairman of the meeting.

### **PUBLIC COMMENT**

There were no comments from members of the public.

### 8/227 **MINUTES**

The Minutes of the previous meeting held on 11 March 2014, copies of which had been circulated, were approved as a correct record and signed by the Chairman.

### 8/228 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Jon Gleeson, Mike Lock, Wes Read and David Recardo.

### 8/229 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

### 8/230 **CORRESPONDENCE**

The Assistant Town Clerk informed the Committee that five letters of thanks had been received from Town Criers around the country who had attended the recent Yeovil Town Crier's Open Competition. The letters of appreciation commented on the excellent organisation of the event and the overall success of the day.

The Assistant Town Clerk also informed the Committee that a letter had been received from Yeovil Without Parish Council expressing appreciation to Yeovil Town Council for decorating the Town Centre with Christmas Lights for all residents to enjoy.

**RESOLVED**

that the correspondence be noted.

8/231 **TOWN CENTRE CHRISTMAS LIGHTS**

The Committee considered the report by the Town Clerk, (agenda item 5 refers) and discussion took place regarding the best day of the week to hold the Christmas Lights switch-on event. It was generally felt that Friday would not be the most suitable day because children would still be at school in the day, and the market held in lower Middle Street on a Friday would obstruct the setting up stalls and other supporting attractions for an evening event.

Support was given for the event to take place on a Saturday which would optimise the running time of the whole experience, and potentially allow school children to attend during the day and have the opportunity to stay out later in the evening as they would not have school the next day. It was also noted that Shopmobility would support the event on a Saturday.

Reference was also made to the desirability of the switch-on event taking place in the second or third week of November to ensure that the length of time that the displays were illuminated was adequate given the significant investment in the lights and the need to ensure that local residents and visitors to the Town had ample opportunity to appreciate and enjoy the displays.

**RESOLVED**

(1) that the matter be noted; and

(2) that support be given to the Town Centre Christmas Lights switch-on event being moved to a Saturday - subject to the chosen date avoiding any clash with civic events.

8/232 **FIRST WORLD WAR**

The Committee considered the report by the Town Clerk (agenda item 6 refers).

**RESOLVED**

that the matter be noted.

8/233 **YEOVIL IN BLOOM STEERING GROUP MINUTES**

The Committee considered the Minutes of the Yeovil in Bloom Steering Group Meeting held on 14 April 2014.

## **RESOLVED**

that the minutes be noted.

### **8/234 CUSTOMISED SOUVENIRS**

The Committee considered the report by the Assistant Town Clerk who reminded the Committee that £87 had been allocated to assist with the purchase of commemorative tea towels for the 20<sup>th</sup> anniversary of the first Town Criers' competition Yeovil. She added 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, and that the current budget allocation was £550, making 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.

## **RESOLVED**

- (1) that the matter be noted; and
- (2) that the Assistant Town Clerk investigate the costs of suggested new customised souvenirs and bring options to a future meeting of the Committee.

### **8/235 BEST VALUE**

The Committee considered the report by the Town Clerk (agenda item 9 refers) and the five dimensions of performance suggested by the Government as key performance indicators, including "Fair Access", were noted.

## **RESOLVED**

- (1) that the Committee notes the achievements of 98% satisfaction rate with the Yeovil in Bloom displays and the Town's success in securing the fifth Gold Award in the regional Britain in Bloom competition and agrees to set the same customer satisfaction target of 80% for the forthcoming year; and
- (2) that the Committee notes the achievements of 90% satisfaction rate with the Christmas Lights displays and agrees to set the same customer satisfaction target of 80% for the forthcoming year.

### **8/236 FINANCIAL STATEMENT – FEBRUARY/MARCH 2014**

The Committee considered the Financial Statement for the period 1 February to 31 March 2014 (agenda item 10 refers).

**RESOLVED**

that the Financial Statement be noted.

**PUBLIC COMMENT**

There were no comments from members of the public.

Chairman

SF  
27/5/14