

YEOVIL TOWN COUNCIL

MINUTES of a meeting of the **PROMOTIONS AND ACTIVITIES COMMITTEE** held in the Town House, 19 Union Street, Yeovil on **Tuesday 11 November 2014**

(7.00pm to 7.30pm)

Present:

Jon Gleeson - Chairman
Martin Bailey
Mike Lock
Sarah Lowery
Sophie Phillips
Wes Read
David Recardo
Darren Shutler
Alan Smith

Also Present:

Tony Lock – East Ward Member
Sally Freemantle – Assistant Town Clerk
Alan Tawse – Assistant Town Clerk
Marie Ainsworth – Neighbourhood Officer (SSDC)
Chris Cooper – Streetscene Manager (SSDC)
Steve Fox – Principal Horticultural Officer (SSDC)

PUBLIC COMMENT

There were no comments from members of the public.

8/257 **MINUTES**

The Minutes of the previous meeting held on 9 September 2014, copies of which had been circulated, were approved as a correct record and signed by the Chairman.

8/258 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Tristan Cobb.

8/259 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

8/260 **CORRESPONDENCE**

There were no items of correspondence.

8/261 **YEOVIL TOWN CENTRE MANAGEMENT PROGRAMME**

The Committee considered the report by the Neighbourhood Officer (SSDC) (agenda item 5 refers). The Neighbourhood Officer summarised the report and the Principal Horticultural Officer summarised the “Ranger Scheme” which is used by a number of parishes at the moment. The Neighbourhood Officer explained that whilst some of the Streetscene Team can be made available during the winter months to carry out maintenance work, the “Ranger” would be available all year round and would build up a knowledge of the area and this familiarity would mean that action could be taken on problems and issues more speedily.

RESOLVED

that the report and the matter be noted.

8/262 **YEOVIL IN BLOOM INITIATIVE – ANNUAL REPORT**

The Committee considered the report by the Streetscene Manager (SSDC) (agenda item 6 refers), who drew the Committee’s attention to the successes of Yeovil in Bloom, both in terms of awards and public feedback (from surveys and comments). During the ensuing discussion it was noted that the aesthetic value the initiative brings to the Town is well worth the investment. The Neighbourhood Officer agreed that Yeovil in Bloom brought economic benefit to the Town and added that Super Saturday was brilliant as there was so much going on in the Town Centre and an increase in footfall.

RESOLVED

that the report and the matter be noted.

8/263 **YEOVIL IN BLOOM STEERING GROUP MINUTES**

The Committee considered the Minutes of the Yeovil in Bloom Steering Group Meeting held on 6 October 2014 and the Chairman of the Steering Group reminded the Committee that they were all welcome to attend the Steering Group meetings as Members of the Promotions and Activities Committee.

In answer to a query, the Principal Horticultural Officer explained that there was room to add to the designs for the forthcoming year summer bedding which would be considered at the next meeting of the Yeovil in Bloom Steering Group on 1 December.

The Town Clerk explained with regard to the presentations of gardening awards at Super Saturday, some award winners were away and unable to accept the awards on the day. He explained that those who had been entered into the competition would be contacted as early as possible next year to ensure that as many people as possible had the opportunity to attend.

RESOLVED

that the minutes and matter be noted.

8/264 **NEW INITIATIVES BUDGET**

The Committee considered the report by the Town Clerk and Assistant Town Clerk (agenda item 8 refers) and discussion took place regarding the information that had been gathered so far. The Assistant Town Clerk explained that the slide liner was no longer available to hire, and initial investigations into the cost of a new liner had suggested that a design which would negate the requirement for hay bales would cost in the region of £15,000 to purchase from new.

It was recognised that a great deal of community support would be required and volunteers would be needed for a number of tasks on the day.

RESOLVED

- (1) that the matter be noted; and
- (2) that the cost and feasibility of an urban water slide for one day in Yeovil Town Centre be investigated further and information brought to the next meeting of the Committee for consideration.

8/265 **FREEDOM PARADE**

The Committee considered the report by the Town Clerk (agenda item 9 refers) and it was recognised that 2015 marks the 70th anniversary of the end of the Second World War with VE Day taking place on 8 May and VJ Day on 15 August. It was noted that discussions had taken place with representatives of RNAS Yeovilton who kindly offered to mark this historic occasion by arranging for troops from the airbase to exercise their right to march through the Town led by the Band of the Royal Marines on a suitable date between these two key anniversaries.

RESOLVED

- (1) that the matter be noted;
- (2) that the proposals for a Freedom of the Town Parade to mark the 70th anniversary of the end of the Second World War be supported;
- (3) that the parade be held on Wednesday 3 June 2015, being a suitable date between the anniversaries of VE Day and VJ Day; and
- (4) that the estimated cost of £3,000 to hold the event be referred to the Policy, Resources and Finance Committee with a request that costs be met from a planned carry forward in the 2014/15 contingencies budget.

8/266 **CUSTOMISED SOUVENIRS**

The Committee considered the report by the Assistant Town Clerk (agenda item 10 refers) and discussion took place regarding the most appropriate items to purchase. It was mentioned that Yeovil Town Team had recently procured some souvenir mugs.

RESOLVED

- (1) that the matter be noted;
- (2) that 300 trolley coins be purchased; and
- (3) that should there be no further purchases of customised souvenirs during the 20114/15 financial year, the Policy, Resources and Finance Committee be requested to carry forward the outstanding balance to enable the purchase of souvenirs during the forthcoming financial year and for specific events if appropriate.

8/267 CHRISTMAS LIGHTS COMPETITION

The Committee considered the report by the Assistant Town Clerk (agenda item 11 refers).

RESOLVED

- (1) that the matter be noted;
- (2) that Mike Lock and the Chairman and Vice Chairman of the Committee form the judging working group; and
- (3) that Audrey Bartlett, the Editor of the Western Gazette, and a representative from Brympton, Yeovil Without and West Coker Parish Councils be invited to judge the Christmas Lights Competition.

8/268 YEOVIL FLOWER AND GARDENERS' MARKET SUMMARY REPORT

The Committee considered the report by the Assistant Town Clerk (agenda item 12 refers) and it was commented that it would be better to have more stalls relevant to the gardening theme. The stilt walker and gargoyle were very well received. It was noted that the overall name used for the day was Super Saturday.

RESOLVED

that the matter and the Flower and Gardeners' Market be noted.

8/269 COMMITTEE REVENUE ESTIMATES 2015/16

The Committee considered the report of the Town Clerk (Agenda item 13 refers).

RESOLVED

- (1) that the Budget Strategy drawn up by the Finance Working Group be supported;
- (2) that the draft estimates, attached as an appendix hereto, be supported and referred to the Policy, Resources and Finance Committee for consideration; and

- (3) that no objection be raised to the suggestion by the Finance Working Group to change the management of the Town Centre Environmental Improvements budget to come under an alternative appropriate Committee and this view be referred to the Policy, Resources and Finance Committee.

8/270 **FINANCIAL STATEMENT – AUGUST/SEPTEMBER 2014**

The Committee considered the Financial Statement for the period 1 August to 30 September 2014 (agenda item 14 refers).

RESOLVED

that the Financial Statement be noted.

PUBLIC COMMENT

There were no comments from members of the public.

Chairman

SF
21/11/14

YEovil TOWN COUNCIL - ESTIMATES

PROMOTIONS AND ACTIVITIES COMMITTEE

		YEAR 2013/14		YEAR 2014/15		YEAR 2015/16				
NOTES	Item	Allocated	Spent	Allocated	1/2 year spent 30.09.14	Full year estimated spend to 31.03.15	Estimated over spent	Estimated under spent	Estimated required	To be allocated
INCOME 2014/15	Town Team	3,150	3,000	3,000	0	3,000			3,000	
1/2 Year to 30/09/14	Christmas Lights	20,770	38,835	21,190	0	21,190			21,620	
Festive Lights	Yeovil in Bloom Working Budget	15,170	15,173	15,480	7,760	15,480			15,790	
- SSDC	0 Yeovil in Bloom Officer	22,890	22,890	23,350	11,675	23,350			23,820	
- Traders	0 Town Crier	950	745	970	0	970			990	
Sponsorship	300 Yeovil Open Town Crier Competition	1,800	1,645	1,840	1,714	1,714		126	1,880	
Souvenirs	0 Customised souvenirs	540	87	550	0	550			560	
	300 Town Guide/promotional publications	220	0	230	125	230			240	
	Town Centre Environmental Improvements	8,000	8,000	8,000	0	8,000			8,000	
ESTIMATED INCOME	Christmas Lights Competition	30	0	30	12	30			30	
2014/15	Yeovil Flower and Gardeners' Market	2,550	1,956	2,600	2,332	2,400		200	2,660	
Festive Lights										
- SSDC	0									
- Traders	0									
Sponsorship	800									
Souvenirs	50									
	850									
Estimated Income										
2015/16										
Festive Lights										
- SSDC	2,000									
- Traders	0									
Sponsorship	500									
Souvenirs	100									
	2,600									
	Total Expenditure	76,070	92,331	77,240	23,618	76,914	0	326	78,590	0
Notes:							Estimated underspend (-)			-326
										78,264
1	Christmas Lights - Estimated additional costs of £14,000 to be met from earmarked reserves including contribution of £2,000 from SSDC (received in 2013/14)						Estimated 2015/16 income			2,600
2	Town Centre Environmental Improvements budget previously used to help meet costs of Middle Street. and Princes Street Enhancement Schemes. Possible top-slicing to fund ongoing Town Centre maintenance programme?						+ contingencies @ 5%			75,664
										3,783
3	Yeovil Town Centre Flower and Gardeners' Market - maximum guarantee against loss (offset by income from stalls and sponsorship)									79,447