



# Yeovil Town Council

Town House  
19 Union Street  
Yeovil  
Somerset  
BA20 1PQ

Promotions and Activities Committee

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## Promotions and Activities Committee

Tuesday 9<sup>th</sup> November 2021

7:00pm

Hybrid Meeting:

Face-to-face at Town House, 19 Union Street, Yeovil

BA20 1PQ; and virtual using Zoom meeting software

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Any members of the public wishing to make comments at Public Comments or view should to email [ytic@yeovil.gov.uk](mailto:ytic@yeovil.gov.uk) by 9:00am on Tuesday 9<sup>th</sup> November 2021.

For further information on the items to be discussed, please contact [town.clerk@yeovil.gov.uk](mailto:town.clerk@yeovil.gov.uk).

Amanda Card, Town Clerk  
3<sup>rd</sup> November 2021

This information is also available on our website: [www.yeovil.gov.uk](http://www.yeovil.gov.uk)

## **Members of Yeovil Town Council are summoned to attend:**

Jade Dash

Evie Potts-Jones (*Ex-officio*)

Andy Kendall (*Ex-officio*)

Wes Read

Terry Ledlie

David Recardo (*Vice Chairman*)

Jane Lowery

Helen Stonier

Sarah Lowery (*Chairman*)

### **Information for the Public**

In accordance with the Local Authorities and Police and Panels (Coronavirus) (Flexibility of Local Authority and Police and Crime Panel Meetings) (England and Wales) Regulations 2020 as part of the Coronavirus Act 2020, the ability to hold meetings virtually has now ceased. The Council are adhering to guidance set by the Ministry of Housing, Communities and Local government for the safe use of council buildings to enable face-to-face meetings for Councillors yet continue to provide remote access to the public.

### **Public Comments at meetings (held via Zoom)**

We recognise that these are challenging times but we still value the public's contribution to our hybrid meetings. If you would like to make a comment or raise a question in the meeting, you will need to do this in writing before the meeting. Please email [ytic@yeovil.gov.uk](mailto:ytic@yeovil.gov.uk) by 9:00am on Tuesday 9<sup>th</sup> November 2021.

If you would like to view the meeting, please e-mail [ytic@yeovil.gov.uk](mailto:ytic@yeovil.gov.uk) by 9:00am on Tuesday 9<sup>th</sup> November 2021. Instructions will be sent to you to view the meeting.

## **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	

## **Recording of Council Meetings**

The Local Audit and Accountability Act 2014 allows both the public and press to take photographs, film and audio record the proceedings and report on all public meetings (including on social media).

Any member of the public wishing to record or film proceedings must let the Chairman of the meeting know prior to, or at the start of, the meeting and the recording must be overt (i.e. clearly visible to anyone at the meeting), but non-disruptive. Please refer to our Policy on audio/visual recording and photography at Council meetings at [www.yeovil.gov.uk](http://www.yeovil.gov.uk). This permission does not extend to private meetings or parts of meetings which are not open to the public.

Members of the public exercising their right to speak during the time allocated for Public Comment who do not wish to be recorded or filmed, need to inform the Chairman who will instruct those taking a recording or filming to cease doing so while they speak.

## **A G E N D A**

**Public Comment (15 Minutes)**

**10/145. APOLOGIES FOR ABSENCE AND TO CONSIDER THE REASONS GIVEN**

Council to receive apologies for absence and consider the reasons given. *LGA 1972 s85(1)*

**10/146. DECLARATIONS OF INTEREST**

Members to declare any interests, including Disclosable Pecuniary Interests (DPI) they may have in agenda items that accord with the requirements of the Town Council's Code of Conduct and to consider any requests from members for Dispensations that accord with Localism Act 2011 s33(b-e). (NB this does not preclude any later declarations).

**10/147. MINUTES**

To approve as a correct record the Minutes of the meeting held on 14<sup>th</sup> September 2021.

**10/148. SPONSORING OF LANTERN PARADE KITS (URGENT BUSINESS)**

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

**10/149. YEOVIL TOGETHER EVENT 2022**

To consider a verbal update by the Deputy Town Clerk and consider the request for funding towards a similar event next year.

**10/150. QUEEN'S JUBILEE 2022: EVENT**

To receive verbal feedback from the Working Party.

**10/151. YEOVIL IN BLOOM**

To consider the minutes of the meeting of the Yeovil in Bloom Steering Group held on 18<sup>th</sup> October 2021 attached at pages 4 to 6.

**10/152. NEW INITIATIVE PROPOSAL: PLAQUES AROUND TOWN**

To consider an update on the the proposal for a New Initiative by Karl Gill.

**10/153. SUPER SATURDAY**

To consider feedback from the Committee and a verbal report by the Deputy Town Clerk.

**10/154. BLOGGING PROPOSAL FROM CALISMEDIA**

To consider a request attached at pages 7 to 9.

**10/155. FINANCIAL STATEMENT – AUGUST/SEPTEMBER 2021**

To consider the Financial Statement for the period 1 August to 30 September 2021 attached at pages 10 to 13.

**10/156. DRAFT BUDGET 2022/23**

To consider and recommend to Policy, Resources and Finance Committee the draft budget for 2022/23 attached at page 14.

**Public Comment (15 Minutes)**

**10/148 SPONSORING OF LANTERN PARADE KITS (URGENT BUSINESS)**

Love Yeovil have approached Yeovil Town Council requesting £800 to sponsor the Lantern Parade kits. Acknowledgement will be given to Yeovil Town Council on each Lantern Parade kit provided.

In accordance with Standing Orders, paragraph 4d(xiv) 'Urgent Business', it was agreed to sponsor the Lantern Parade kits for £800.

The Committee is **RECOMMENDED** to note the report.

*(Amanda Card, Town Clerk – 01935 382424 or [amanda.card@yeovil.gov.uk](mailto:amanda.card@yeovil.gov.uk))*

# Yeovil Town Council

Town House  
19 Union Street  
Yeovil  
Somerset  
BA20 1PQ



Mayor: Cllr E Potts-Jones, Town Clerk: Amanda Card BA(Hons), CPFA, BSc(Open)  
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E-mail-Town.Clerk@yeovil.gov.uk

## Minutes of the meeting of Yeovil in Bloom Steering Group held on Monday 18<sup>th</sup> October 2021 at Lufton Nursey, Artillery Road, Yeovil, BA22 8RP.

**Present:** Manny Roper (Chairman); Steve Fox (SSDC); Andy Kendall; Pauline Lock; Liz Pike; Evie Potts-Jones and Wes Read.

**Also Present:** Eleanor Goulding (Denman and Gould) and Zoe Li (Yeovil Art Space).

**In Attendance:** Sally Freemantle – Deputy Town Clerk.

*1.35pm – meeting commenced.*

### 1. Apologies for Absence

Apologies for absence were received from David Recardo.

### 2. Minutes

To approve as a correct record the minutes of the last meeting held on 6<sup>th</sup> September 2021, with the amendment of the “Meeting Closed” time from 2.54pm to 3.04pm.

**Resolved:** that with the amendment of the “Meeting Closed” time from 2.54pm to 3.04pm that the Minutes of the meeting of Yeovil in Bloom Steering Group held on 6<sup>th</sup> September 2021 be signed by the Chairman as a correct record.

### 3. Yeovil Arts Action Group Commissioned Artists

Eleanor Goulding from Denman and Gould introduced herself and gave a presentation on the work of Denman and Gould and some of the projects she and her partner have worked on in Southampton, Winterbourne Abbas, Lydney Harbour, Cribbs Causeway (Bristol) and London. Eleanor explained that the community aspect of public art was very important and recent collaborations had included rewilding and reintegrating wildlife into public spaces through art forms. Exploration of the connection of humans with nature and supporting communities in re-engaging with their surroundings had been an important part of the process. Eleanor explained

that the ability to engage with the community from the outset would enhance the ability to gain community insight into an outcome which would be fitting and relevant. More information about the projects and work can be found at [www.denmangould.com](http://www.denmangould.com)

#### **4. Yeovil in Bloom Results 2021**

Steve informed the Group that Yeovil had won Silver Gilt in the 2021 South West in Bloom Competition. Feedback sheets were distributed to members of the group and Steve highlighted the areas for improvement. The Steering Group felt that Steve had done a tremendous job in difficult circumstances and Steve commended the early morning team who took great care in feeding and watering the plants which produced such beautiful and long-lasting displays.

Steve also announced that Yeovil had won a “Joint Inclusive Gardening Award” and was congratulated by the Steering Group.

#### **5. Yeovil in Bloom Designs for 2022**

Steve informed the Group that the designs for next year would incorporate the Queen’s Platinum Jubilee.

It will be the 25<sup>th</sup> anniversary of Yeovil entering into the South West in Bloom Competition.

Steve summarised some of his outline ideas including a gold colour scheme, a redesign of the edible garden in Bond Street and re-purposing of basket trees with big planters in St John’s Churchyard. More detailed designs will be brought to the next meeting.

#### **6. Yeovil in Update**

Steve informed the Group that the Yeovil in Bloom team would be one member short soon due to a resignation/vacancy.

#### **7. Any Other Business**

Sally passed Steve a very complimentary letter about the beautiful planting in Yeovil from a Mrs Beeley of Wiltshire. Steve will respond to the letter.

#### **8. Date of Next Meeting**

**Resolved:** That the date of the next meeting of the Steering Group will be Monday 13<sup>th</sup> December at 1.30pm at the Town House, 19 Union Street, Yeovil.

*The Meeting Closed at 2.57pm*



## **10/154 BLOGGING PROPOSAL FROM CALISMEDIA**

To consider the proposal below:

### **What is CalisMedia?**

CalisMedia is an audio media production company specialising in podcasts. Think of us as a bit like Netflix or Amazon for podcasts. Different shows for all types of people and interests with our ambition being to have an enormous catalogue of shows on a website or app one day. We are the first media company of this kind in Yeovil. In just a handful of months I have been able to make social media content that is viewed widely and podcast and YouTube content that is varied, education, interesting and fun. Thanks to relentless study and trial and error I am becoming an accomplished social media marketer, I intend to use these skills to make sure CalisMedia has a platform that can be used to promote local businesses and causes.

### **What is a podcast?**

A podcast is a lot like listening to the radio, except you listen to what you want, when you want. The appeal of Sonys original Walkman and Apples ipods were in the autonomy given to you to listen to whatever you feel like listening too, no adverts, no annoying DJs you have to put up with. Just pure choice. That's what a podcast is.

They are audio shows that you subscribe to and download at your convenience. There are dozens of Podcast apps and the popularity of podcasting exploded to such a degree that the planets largest companies, Apple and Google, now have their own specially designed apps just to try and get a foothold in the expansive podcasting market.

The app 'Spotify' boasts **345 million monthly listeners** ( [Spotify User Stats \(Updated Oct 2021\)](#)), 53 percent of those listeners also listen regularly to podcasts. That's just on one app. As of 2019 it is recorded that 82% of podcast listeners, listen to podcasts for more than 7 hours each week. While driving in their car, while running or walking or doing errands around the house. It's the perfect companion.

The benefits of social media are vast and many and I doubt I need to go into too much detail about that here. But I am becoming more and more able to use that enormous potential of facebook and Instagram to my advantage.

CalisMedia is a podcast production company that produces a number of new and excellent shows aimed at a diverse range of listeners. Our goal is to be the most visible media content producer, not only in Yeovil, but in the whole of the UK. A big goal, but with my raw determination and with your help, its an achievable one.

We need to be seen.

I can attract big names to the town, I can draw big crowds to live events and I can get everybody listening to our shows. i can make CalisMedia yeovils most successful ever media export which means that Yeovil will be seen. Our planned live events mean that we can have guest speakers from the council or any project that the council wants to shine a light on, our long form podcasts mean that we can explore Yeovil, its ideas and its people in real depth and tell some amazing stories and keep people informed of whats going on in there town, how much time might you be allotted on something like a local radio station? A few minutes? What if there was no time limit? What if using humour and entertainment we can talk about whatever issues are pertinent to the council, for as long as we wanted. *That* is why new media, like podcasting, is becoming so important to people.

### **How does this benefit Yeovil town?**

My company and my social media approach are modern and effective and, for Yeovil town, it would be a bold, unique and innovative move to choose to work with me to utilise podcasting and social media to reach people in the town using clever marketing techniques and eye catching videos and shows. With no money I have been able to reach a large portion of Yeovils people, I have built a company that people are starting to trust and recognise. When I interview celebrity guests I will, where possible, interview them in places that the council would want to draw some attention too. Country parks, coffee shops, the town centre post the regeneration project.

During/at the end of every podcast episode I will insert a pre-recorded advert for Yeovil. It could be for specific events the council wants to highlight or a 'Visit Yeovil' tourism type angle. I would also put advertisement images in any and all posts that are on facebook and Instagram. As CalisMedia grows so will the Yeovils exposure. Imagine how curious people outside of the town would be once they started seeing well known celebrities being photographed and recorded in Yeovil. I can achieve this without too much difficulty, but It comes at a cost that I can not pay without your help.

Funding would enable me to work with professional filmmakers and photographers to produce uniquely Yeovil content that will make people notice us, notice your improvements to the town centre.

With my ambition, imagination and love for this town I can help Yeovil do something that isn't being done elsewhere.

### **What do I need?**

I have managed to make some noise with the company and be seen by a lot of people whilst working 14 hour days in two jobs and trying to be the best father and partner I can be. I take those responsibilities seriously. Up until recently I have produced the entire CalisMedia company on my partners Ipad in our front room. I go to bed about midnight and wake up at five AM to get a head start on my competition and then to start the long working day.

If you can see the success we have had so far in reaching people, then I would ask you to imagine what I could achieve if I also had financial backing. Here are the things I would do if given significant financial investment:

- Using local film makers and creatives I would produce a short, snappy advert for CalisMedia and put a few hundred pounds into the facebook and Instagram circulation of that using an advertising method known at the moment as the 'Gary Vaynerchuk' method. Which involves releasing an initial facebook-boosted post, retracting it after a few days and then sending it back out targeting a different subset of facebook users who the algorithm registered as being the most interested. On that second post we put a CTA (call to action) encouraging people to visit our websites.
- I would want to look into getting our logo seen wherever possible, via posters, advertising boards and perpetual paid adverts on Instagram, facebook and twitter. (we will utilise tiktok more too once we have enough content to release)
- It is easier than you might think to get the attention of celebrities. One of my very first goals would be to try and get some famous faces to help us promote CalisMedia and by extension Yeovil. With financial help I would utilise websites that specialise in connecting you with Celebrities. It is easy, but pricey by my current budgets standards, to pay famous people to make social media posts that say whatever we want them to say. We can attract big names to the show and put them up in local hotels, we can take pictures with them at Yeovil hotspots.
- Investment would mean that I could use and experiment with different Software/hardware for my recently acquired laptop. There are countless wonderful, game changing applications behind a paywall that I cannot currently access due to budgetary constraints.

- Investment would also mean that we could put on regular live podcast recordings. We could hire venues and put on shows where we could have guest speakers about any topic we want. We could hire the swan theatre for a couple of nights or even the octagon theatre and regularly showcase the very best performing talent yeovil has in variety show form.
- Financial help would mean that we could work closely with local companies to do promotions and giveaways with them. I could purchase a certain amount of their product/service and then give it away in a competition aimed at improving ours and their social media presence

Every aspect of what we do will be improved, honed and highlighted if we had help and we will get out of this project what we put into it. Here is a more plain breakdown of what I could do with certain sums of money a month:

- £1000 a month would mean that I immediately and exponentially grow our social media platform. Within twelve months we would be a widely recognisable presence in yeovil, capable of helping with promotion.
- £2000 a month would mean that CalisMedia would quickly become Yeovils most visible media company. We would attract high quality names and faces to our shows and social media platforms. We could achieve a great deal and in twelve months be a mighty media arm for the council and for all my productions.
- £3000 a month would mean that I could quit my current job and work full time on CalisMedia. I could travel to meet guests, I could improve the technology we use and spent more time working on high volume and quality social media output. We would aim to boost our profile so much that we rival any news media or radio platform in the south west of the UK.

I hope this document is clear. I look forward to talking with you all and answering any questions you have about CalisMedia and our ambition. I will make this company something big and something special and I would love representatives of Yeovil Town and its council to get on board with it in these early days so that we could partner in something new, something exciting and something extraordinary.

Thank you

Steven Calis  
CalisMedia

# Yeovil Town Council

## August Actual V Budget

### Promotions & Activities Committee

	Budget Allocation	Actual YTD	Budget YTD	Variance	Remaining Budget
<b>Income</b>					
PRECEPT	102,550.00	51,275.00	51,275.00	0.00	51,275.00
Yeovil Super Saturday	0.00	0.00	0.00	0.00	0.00
	<hr/> 102,550.00	<hr/> 51,275.00	<hr/> 51,275.00	<hr/> 0.00	<hr/> 51,275.00
<b>Expenditure</b>					
Christmas Lights	23,500.00	20,338.00	9,791.65	10,546.35	3,162.00
Christmas Lights Installation	17,000.00	14,225.00	7,083.35	7,141.65	2,775.00
Love Yeovil	1,000.00	0.00	0.00	0.00	1,000.00
Customised Souvenirs	650.00	0.00	270.85	-270.85	650.00
Christmas Lights Switch-On	500.00	0.00	0.00	0.00	500.00
Christmas Lights Comp	30.00	0.00	12.50	-12.50	30.00
Town Crier	1,030.00	0.00	429.15	-429.15	1,030.00
Yeovil Town Crier Open Champs	1,550.00	0.00	1,550.00	-1,550.00	1,550.00
Unity in the Community	550.00	0.00	229.15	-229.15	550.00
Yeovil Super Saturday	6,500.00	216.49	2,708.35	-2,491.86	6,283.51
Open Spaces: YIB Officer	24,800.00	0.00	0.00	0.00	24,800.00
Open Spaces: Yeovil in Bloom	16,440.00	0.00	0.00	0.00	16,440.00
Eats: Festival	9,000.00	750.00	3,750.00	-3,000.00	8,250.00
	<hr/> 102,550.00	<hr/> 35,529.49	<hr/> 25,825.00	<hr/> 9,704.49	<hr/> 67,020.51
	<hr/> <b>0.00</b>	<hr/> <b>15,745.51</b>	<hr/> <b>25,450.00</b>	<hr/> <b>-9,704.49</b>	<hr/> <b>-15,745.51</b>

Date: 01/11/2021  
 Time: 11:34:54

Yeovil Town Council  
Nominal Departmental Analysis (Detailed)

Page: 1

N/C From 5500	Tran Date From 01/08/2021	Tran No From 1	Department From 0
N/C To 5650	Tran Date To 31/08/2021	Tran No To 99,999,999	Department To 999

Dept Number 11                      Dept      PROMOTIONS & ACTIVITIES

N/C            5520                      Name      P&A - Exp - Christmas Lights

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
58841	PI	24/08/2021	Christmas Lights	20,338.00		20,338.00
<u>Account Totals</u>				<u>20,338.00</u>		<u>20,338.00</u>

N/C            5525                      Name      P&A - Exp - Christmas Lights Installation/Safety

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
58842	PI	24/08/2021	Installation - Christmas Lights	14,225.00		14,225.00
<u>Account Totals</u>				<u>14,225.00</u>		<u>14,225.00</u>

N/C            5610                      Name      P&A - Exp - Yeovil Super Saturday

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
58880	PI	11/08/2021	Balloon Twisting	75.00		75.00
58997	PI	31/08/2021	Super Saturday Flyers	124.00		124.00
<u>Account Totals</u>				<u>199.00</u>		<u>199.00</u>

	<u>Department</u>	<u>34,762.00</u>	<u>34,762.00</u>
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	<u>Grand Totals</u>	<u>34,762.00</u>	<u>34,762.00</u>
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# Yeovil Town Council

## September Actual V Budget

### Promotions & Activities Committee

	Budget Allocation	Actual YTD	Budget YTD	Variance	Remaining Budget
<b>Income</b>					
PRECEPT	102,550.00	102,550.00	102,550.00	0.00	0.00
Yeovil Super Saturday	0.00	0.00	0.00	0.00	0.00
	<u>102,550.00</u>	<u>102,550.00</u>	<u>102,550.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Expenditure</b>					
Christmas Lights	23,500.00	20,338.00	11,749.98	8,588.02	3,162.00
Christmas Lights Installation	17,000.00	14,225.00	8,500.02	5,724.98	2,775.00
Love Yeovil	1,000.00	0.00	1,000.00	0.00	1,000.00
Customised Souvenirs	650.00	0.00	325.02	-325.02	650.00
Christmas Lights Switch-On	500.00	0.00	0.00	0.00	500.00
Christmas Lights Comp	30.00	0.00	15.00	-15.00	30.00
Town Crier	1,030.00	0.00	514.98	-514.98	1,030.00
Yeovil Town Crier Open Champs	1,550.00	0.00	1,550.00	-1,550.00	1,550.00
Unity in the Community	550.00	550.00	274.98	275.02	0.00
Yeovil Super Saturday	6,500.00	2,958.05	3,250.02	-291.97	3,541.95
Open Spaces: YIB Officer	24,800.00	0.00	12,400.01	-12,400.01	24,800.00
Open Spaces: Yeovil in Bloom	16,440.00	0.00	8,220.01	-8,220.01	16,440.00
Eats: Festival	9,000.00	750.00	4,500.00	-3,750.00	8,250.00
	<u>102,550.00</u>	<u>38,821.05</u>	<u>52,300.02</u>	<u>-12,478.97</u>	<u>63,728.95</u>
	<u><b>0.00</b></u>	<u><b>63,728.95</b></u>	<u><b>50,249.98</b></u>	<u><b>12,478.97</b></u>	<u><b>-63,728.95</b></u>

Date: 01/11/2021  
Time: 11:37:22

Yeovil Town Council  
Nominal Departmental Analysis (Detailed)

Page: 1

N/C From 5500	Tran Date From 01/09/2021	Tran No From 1	Department From 0
N/C To 5650	Tran Date To 30/09/2021	Tran No To 99,999,999	Department To 999

Dept Number 11                      Dept      PROMOTIONS & ACTIVITIES

N/C              5500                      Name      P&A - PRECEPT

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
59707	BR	24/09/2021	Precept - 2nd Half		51,275.00	-51,275.00
<u>Account Totals</u>					<u>51,275.00</u>	<u>-51,275.00</u>

N/C              5600                      Name      P&A - Exp - Unity in the Community

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
59015	PI	10/09/2021	Yeovil Together Event	550.00		550.00
<u>Account Totals</u>				<u>550.00</u>		<u>550.00</u>

N/C              5610                      Name      P&A - Exp - Yeovil Super Saturday

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
58986	PI	18/09/2021	Support - Buskers	60.00		60.00
58998	PI	18/09/2021	First Aid Cover	299.00		299.00
59002	PI	16/09/2021	Radio Services	500.00		500.00
59012	PI	18/09/2021	Performers and Activities	870.00		870.00
59016	PI	18/09/2021	Eat Festival	450.00		450.00
59020	PI	18/09/2021	Circus Workshop	230.80		230.80
59763	CP	17/09/2021	Refreshments	10.10		10.10
59764	CP	18/09/2021	Refreshments - Lunch	25.00		25.00
59778	PI	15/09/2021	Paint - Super Saturday	19.16		19.16
59788	PI	23/09/2021	Crime Reduction Team Support	112.50		112.50
59789	PI	09/09/2021	Advert	165.00		165.00
<u>Account Totals</u>				<u>2,741.56</u>		<u>2,741.56</u>
<u>Department</u>				<u>3,291.56</u>	<u>51,275.00</u>	<u>-47,983.44</u>
<u>Grand Totals</u>				<u>3,291.56</u>	<u>51,275.00</u>	<u>-47,983.44</u>

## Promotions & Activities Committee

	2020/21			2021/22				2022/23	
	Budget £	Actual £	(Over)/ Under £	Budget	Month 1 - 6 spent 31/09/2021	Full year estimated spend to 3/31/2022	Estimated (over) / under spend £	Proposed Budget	Notes
<b>EXPENDITURE</b>									
Christmas Lights	23,500	23,814	(314)	23,500	20,338	22,000	1,500	23,500	
Christmas Lights Competition	30	0	30	30	0	0	30	30	
Christmas Lights Installation/Safety Checks	16,500	17,373	(873)	17,000	14,225	16,500	500	17,500	Inflationary increase
Christmas Lights Switch On	500	0	500	500	0	0	500	500	Contractor to provide more people to switch on Christmas lights.
Customised souvenirs	650	0	650	650	0	650	0	650	
Eats:Festival	0	0	0	9,000	750	9,000	0	5,000	Spring, Super Saturday and Christmas local produce market. P&A 10/11/20.
Love Yeovil	1,000	0	1,000	1,000	0	1,000	0	1,000	
Resourcing VE Day Celebrations	35,000	2,950	32,050	0	0	0	0	0	An event to be held for VE Day (including staffing costs) P&A 12/11/19 PR&F 26/11/19. VE Day celebrations cancelled due to COVID - carry forward for Music in the Park in June 2021
Super Saturday	6,000	8,038	(2,038)	6,500	2,626	6,000	500	7,000	Inflationary increase
Town Crier	1,030	35	995	1,030	0	0	1,030	1,070	Inflationary increase
Unity in the Community	550	0	550	550	550	550	0	0	
Yeovil in Bloom Officers	24,800	24,800	0	24,800	0	24,800	0	24,800	
Yeovil in Bloom Working Budget	16,440	16,440	0	16,440	0	16,440	0	16,440	
Yeovil Open Town Crier Competition	1,550	0	1,550	1,550	0	0	1,550	1,550	
Yeovil Together	0	0	0	0	0	1,100	(1,100)	2,000	Including Unity in the Community
<b>Total Expenditure</b>	<b>127,550</b>	<b>93,450</b>	<b>34,100</b>	<b>102,550</b>	<b>38,489</b>	<b>98,040</b>	<b>4,510</b>	<b>101,040</b>	
<b>INCOME</b>									
Souvenirs	0	0	0	0	0	0	0	0	
<b>Total Income</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>Net Expenditure</b>	<b>127,550</b>	<b>93,450</b>	<b>34,100</b>	<b>102,550</b>	<b>38,489</b>	<b>98,040</b>	<b>4,510</b>	<b>101,040</b>	