



# 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 16<sup>th</sup> May 2023**

**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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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  
10 May 2023

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 Cabell

Sarah Lowery (*Chairman*)

Tareth Casey

Evie Potts-Jones (*Vice Chairman*)

Emma-Jayne Hopkins

Wes Read

Andy Kendall (*Ex-officio*)

Liam Watts

Pauline Lock (*Ex-officio*)

David Woan

Jane Lowery

### **Public Comments at meetings**

Members of the public may attend the meeting either physically or via zoom.

If you would like to join the meeting via zoom, please e-mail [ytic@yeovil.gov.uk](mailto:ytic@yeovil.gov.uk) by 9:00am on Tuesday 16<sup>th</sup> May 2023. 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)**

#### **11/065. APOLOGIES FOR ABSENCE AND TO CONSIDER THE REASONS GIVEN**

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

#### **11/066. 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).

#### **11/067. MINUTES**

To approve as a correct record the Minutes of the meeting held on 14<sup>th</sup> March 2023.

#### **11/068. PROPOSAL FROM YEOVIL TOGETHER FOR A SERVICE LEVEL AGREEMENT**

To consider a proposal from Yeovil Together attached at pages 3 to 10.

#### **11/069. YEOVIL CELEBRATES**

To receive an update on plans.

#### **11/070. YEOVIL IN BLOOM MINUTES**

To consider the minutes of the Yeovil in Bloom meeting held on 24<sup>th</sup> April 2023 (circulated separately).

**11/071. EAT:FESTIVALS FEEDBACK**

To consider any feedback from the event.

**11/072. FINANCIAL STATEMENT – FEBRUARY AND MARCH 2023**

To consider the Financial Statement for the period 1<sup>st</sup> February to 31<sup>st</sup> March 2023 attached at pages 11 to 14.

**Public Comment (15 Minutes)**



# Yeovil Town Council & Yeovil Together

Proposal for support from Yeovil Town Council for the Yeovil  
Together event



Submitted To,  
**Yeovil Town Council**

Submitted By,  
**Alice Edmonds**  
Love Yeovil CIC

# TABLE OF CONTENTS

- 01 History**
- 02 Proposal**
- 03 Benefits to Town Council**
- 04 Budget and financial sustainability**
- 06 Project Partners**



# History



Love Yeovil is a registered community interest company, working to improve the town. Somerset Diverse Communities (SDC) works with and supports ethnically diverse communities across Somerset.

In 2021 Love Yeovil started working with Somerset Diverse Communities to provide event management support to deliver Yeovil Together, the first event of its kind in the town. The event aims to provide a platform for the ethnically diverse communities in the town to share their unique cultures with the wider community.

The event was an instant success and became the flag ship cultural event in the area, and put Yeovil on the cultural map.

In the first year the event attracted around 500 people, in its second year over 1700 people attending. It is expected that going into its third year in 2023, it will attract a larger crowd and build on the good work it has started by helping these communities integrate and feel a part of Yeovil.



# Proposal

Love Yeovil is seeking support from Yeovil Town Council for this much loved event, which is so important for community cohesion.

This event gives people the opportunity to talk to and meet people from different cultures, ethnicities and faiths that they wouldn't have the opportunity to elsewhere.

Yeovil Town Council has in the past provided funding for the event, in 2021 they gave £1100 and in 2022 £2000.

To help us continue the ground breaking work we have started, and to keep building on the success of Yeovil Together we would like to create a stronger partnership with the Town Council.

We would like to propose putting in place a 3 year Service Level Agreement for the Yeovil Together events and to help us expand the community/schools work.

As part of the Yeovil Together in 2021 we introduced a school's music competition so that all local schools can join in and explore community cohesion via performance. They were then invited to perform at the event.

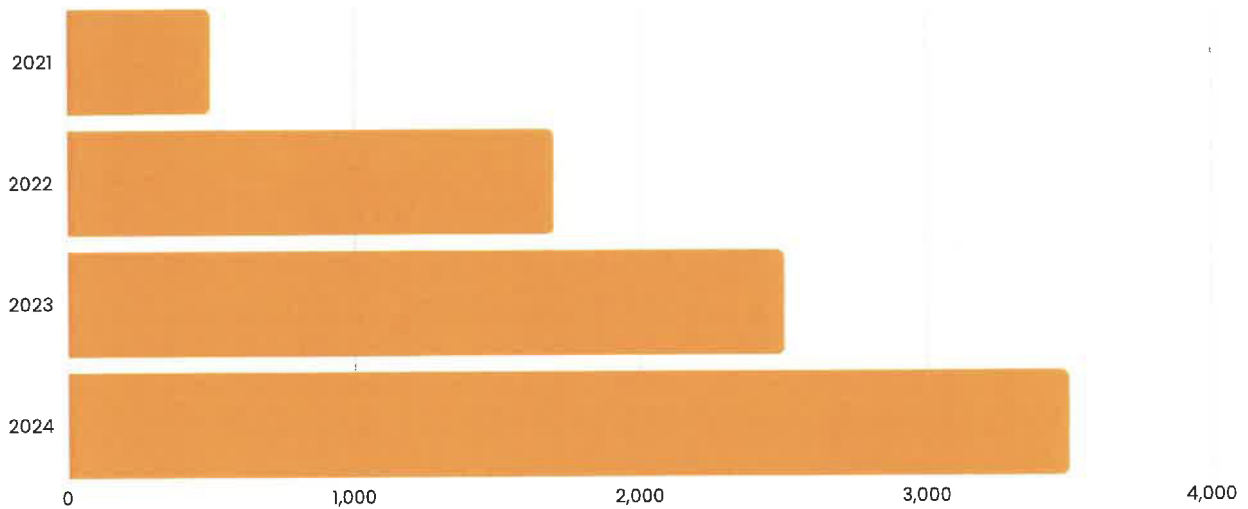
This year we are extending the competition to artwork and poetry as well, this will allow more participation from across Yeovil's schools.

We would like to extend the schools work in the future with special art and performance workshops funded by the event.

Yeovil Together also has many spin off events which take place throughout the year in the Town Centre. These give a spotlight to one of the diverse communities.

These events branded as 'Cultural Days' allow one group to showcase their culture in one of the empty shops in the town centre.

# Benefits for Town Council



**Yeovil Together attendance figures and predictions for future attendance**

- Increased exposure to the diverse communities within Yeovil
- Chance to work or have audience with diverse community leaders
- Chance to support school's competition and opportunity to have engagement with young people of Yeovil in a school setting
- Opportunity to have a stand at the event to have direct contact with event attendees
- Name and logo on all press release, social media posts and branding



# Budget and financial sustainability

We would like to request £2000 each year for 3 years, starting in 2024 and ending with final support year in 2026.

We have already secured funding to ensure the time to organise the event is covered but funding for suppliers, infrastructure and contractors still needs to be funded each year.

For 2023 we have already secured some funding from The Somerset Fund and some income which was brought in from the 2022 event.

For 2023 we have also introduced a pitch fee for commercial vendors which is now a source of income for the event as its popularity grows, but community or charitable organisations will continue to enjoy no charge to have a stall.

Love Yeovil CIC is engaging with a bid writer to apply for project funding for this event from external funders and has already identified a range of potential funding pots that will be applied to.

Finally we are exploring ways to get more commercial sponsors on board to help cover the cost of certain aspects of the event such as venue hire. We have already held preliminary discussions with Yeovil Chamber and a number of commercial businesses have already been identified as wanting to increase their reach to these diverse communities and engage with the community as a whole.

- It is hoped that these three methods will help us ensure we can remain financially sustainable for the future.





# Project Partners



## Somerset Diverse Communities

SDC started this event and has been responsible for working with the diverse communities to get it off the ground. They are still very much a vital partner to the event, helping us to engage with the diverse communities and being the main point of contact.



## Community Groups

The most important partners to the event are the community groups that we work directly with to help them put this event on. We hold regular committee meetings to ensure the event is being organised with them and for them.



## Westlands Entertainment Venue

Our new venue partner for 2023. We are very excited to be working with Westlands to put the event on. We are hoping the move to an indoor venue will not only mean the event can grow but with their support it has allowed us to dramatically reduce the event budget.



## Yeovil Art Space

Yeovil Art Space works with Love Yeovil CIC on a number of projects to deliver outreach work and workshops within schools. Once again they are helping us to use the creative arts to engage with the diverse communities.



## Yeovil Diversity Project

YDP have worked with us on this event for a number of years and provide valuable feedback and support for the running of the event on the day. They are also helping to actively promote the event and bring in more attendance, community groups and volunteers.

We welcome any further questions you may have.  
Thank you for your time

Alice Edmonds  
[alice.edmonds@outlook.com](mailto:alice.edmonds@outlook.com)

# Yeovil Town Council

## February Actual V Budget

### Promotions & Activities Committee

	Budget Allocation	Actual YTD	Budget YTD	Variance	Remaining Budget
<b>Income</b>					
PRECEPT	101,040.00	101,040.00	101,040.00	0.00	0.00
Queen's Platinum Jubilee	0.00	2,000.00	0.00	2,000.00	-2,000.00
Yeovil Super Saturday	0.00	0.00	0.00	0.00	0.00
	101,040.00	103,040.00	101,040.00	2,000.00	-2,000.00
<b>Expenditure</b>					
Christmas Lights	23,500.00	15,716.66	21,541.63	-5,824.97	7,783.34
Christmas Lights Installation	17,500.00	14,365.00	16,041.63	-1,676.63	3,135.00
Love Yeovil	1,000.00	500.00	1,000.00	0.00	500.00
Customised Souvenirs	650.00	304.00	595.87	-291.87	346.00
Christmas Lights Switch-On	500.00	500.00	500.00	0.00	0.00
Christmas Lights Comp	30.00	0.00	27.50	-27.50	30.00
Town Crier	1,070.00	0.00	980.87	-980.87	1,070.00
Yeovil Town Crier Open Champs	1,550.00	1,323.71	1,550.00	-226.29	226.29
Unity in the Community	2,000.00	2,000.00	1,833.37	166.63	0.00
Yeovil Super Saturday	7,000.00	4,308.26	6,416.63	-2,108.37	2,691.74
Open Spaces: YIB Officer	24,800.00	18,600.00	18,600.00	0.00	6,200.00
Open Spaces: Yeovil in Bloom	16,440.00	12,335.65	12,330.00	5.65	4,104.35
Queen's Platinum Jubilee	0.00	49,397.51	0.00	49,397.51	-49,397.51
Eats: Festival	5,000.00	4,550.00	4,583.37	-33.37	450.00
	101,040.00	123,900.79	86,000.87	38,399.92	-22,860.79
	<b>0.00</b>	<b>-20,860.79</b>	<b>15,039.13</b>	<b>-36,399.92</b>	<b>20,860.79</b>

Date: 02/05/2023  
Time: 14:26:07

**Yeovil Town Council**  
**Nominal Departmental Analysis (Detailed)**

Page: 1

N/C From 5500  
N/C To 5650

Tran Date From 01/02/2023  
Tran Date To 28/02/2023

Tran No From 1  
Tran No To 99,999,999

Department From 0  
Department To 999

**Dept Number** 11      **Dept** PROMOTIONS & ACTIVITIES

**N/C** 5530      **Name** P&A - Exp - Love Yeovil

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
64984	PI	16/02/2023	Lantern Parade Kits	500.00		500.00
<b>Account Totals</b>				<u>500.00</u>		<u>500.00</u>

**N/C** 5640      **Name** P&A - Exp - Queen's Platinum Jubilee

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
64979	PI	24/02/2023	Deposit - Yeovil Celebrates	100.00		100.00
64993	PI	16/02/2023	Union Jack Bunting	44.95		44.95
65003	PI	13/02/2023	Staging - Yeovil Celebrates	12,000.00		12,000.00
65292	PI	21/02/2023	Notice Adverts	366.34		366.34
65293	PI	21/02/2023	Licence Fees	100.00		100.00
<b>Account Totals</b>				<u>12,611.29</u>		<u>12,611.29</u>
<b>Department</b>				<u>13,111.29</u>		<u>13,111.29</u>
<b>Grand Totals</b>				<u>13,111.29</u>		<u>13,111.29</u>



Date: 02/05/2023  
Time: 14:32:23

**Yeovil Town Council**  
**Nominal Departmental Analysis (Detailed)**

Page: 1

N/C From 5500  
N/C To 5650

Tran Date From 01/03/2023  
Tran Date To 31/03/2023

Tran No From 1  
Tran No To 99,999,999

Department From 0  
Department To 999

**Dept Number** 11      **Dept** PROMOTIONS & ACTIVITIES

**N/C** 5540      **Name** P&A - Exp - Customised Souvenirs

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
65391	JD	31/03/2023	Customised Souvenirs	346.00		346.00
<b>Account Totals</b>				<u>346.00</u>		<u>346.00</u>

**N/C** 5590      **Name** P&A - Exp - Yeovil Town Crier Open Champs.

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
65382	PI	27/03/2023	Coronation Pin Badges	123.45		123.45
<b>Account Totals</b>				<u>123.45</u>		<u>123.45</u>

**N/C** 5620      **Name** P&A - Exp - Open Spaces: YIB Officer

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
65300	PI	23/03/2023	YIB Officer Cost - 4th Qtr	6,200.00		6,200.00
<b>Account Totals</b>				<u>6,200.00</u>		<u>6,200.00</u>

**N/C** 5630      **Name** P&A - Exp - Open Spaces: Yeovil in Bloom

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
65301	PI	23/03/2023	YIB Working Budget - 4th Qtr	4,110.00		4,110.00
<b>Account Totals</b>				<u>4,110.00</u>		<u>4,110.00</u>

**N/C** 5640      **Name** P&A - Exp - Queen's Platinum Jubilee

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
65152	PI	02/03/2023	First Aid Cover	2,900.00		2,900.00
65153	PI	06/03/2023	Security Services/Stewards	4,671.80		4,671.80
65154	PI	13/03/2023	Reuseable Cups	3,660.00		3,660.00
65173	PI	10/03/2023	Wristbands	165.86		165.86
65180	PI	15/03/2023	Advert	50.00		50.00
65288	PI	23/03/2023	Advert	90.00		90.00
65304	PI	28/03/2023	Deposit Portaloo Hire	143.35		143.35
<b>Account Totals</b>				<u>11,681.01</u>		<u>11,681.01</u>
<b>Department</b>				<u>22,460.46</u>		<u>22,460.46</u>
<b>Grand Totals</b>				<u>22,460.46</u>		<u>22,460.46</u>

# Yeovil Town Council

## March Actual V Budget

### Promotions & Activities Committee

	Budget Allocation	Actual YTD	Budget YTD	Variance
<b>Income</b>				
PRECEPT	101,040.00	101,040.00	101,040.00	0.00
Queen's Platinum Jubilee	0.00	2,000.00	0.00	2,000.00
Yeovil Super Saturday	0.00	0.00	0.00	0.00
	101,040.00	103,040.00	101,040.00	2,000.00
<b>Expenditure</b>				
Christmas Lights	23,500.00	15,716.66	23,500.00	-7,783.34
Christmas Lights Installation	17,500.00	14,365.00	17,500.00	-3,135.00
Love Yeovil	1,000.00	500.00	1,000.00	0.00
Customised Souvenirs	650.00	650.00	650.00	0.00
Christmas Lights Switch-On	500.00	500.00	500.00	0.00
Christmas Lights Comp	30.00	0.00	30.00	-30.00
Town Crier	1,070.00	0.00	1,070.00	-1,070.00
Yeovil Town Crier Open Champs	1,550.00	1,447.16	1,550.00	-102.84
Unity in the Community	2,000.00	2,000.00	2,000.00	0.00
Yeovil Super Saturday	7,000.00	4,308.26	7,000.00	-2,691.74
Open Spaces: YIB Officer	24,800.00	24,800.00	24,800.00	0.00
Open Spaces: Yeovil in Bloom	16,440.00	16,445.65	16,440.00	5.65
Queen's Platinum Jubilee	0.00	61,078.52	0.00	61,078.52
Eats: Festival	5,000.00	4,550.00	5,000.00	-450.00
	101,040.00	146,361.25	101,040.00	45,821.25
	<b>0.00</b>	<b>-43,321.25</b>	<b>0.00</b>	<b>-43,821.25</b>

Date: 02/05/2023  
Time: 14:32:23

**Yeovil Town Council**  
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**N/C** 5540      **Name** P&A - Exp - Customised Souvenirs

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
65391	JD	31/03/2023	Customised Souvenirs	346.00		346.00
<b>Account Totals</b>				<u>346.00</u>		<u>346.00</u>

**N/C** 5590      **Name** P&A - Exp - Yeovil Town Crier Open Champs.

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
65382	PI	27/03/2023	Coronation Pin Badges	123.45		123.45
<b>Account Totals</b>				<u>123.45</u>		<u>123.45</u>

**N/C** 5620      **Name** P&A - Exp - Open Spaces: YIB Officer

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
65300	PI	23/03/2023	YIB Officer Cost - 4th Qtr	6,200.00		6,200.00
<b>Account Totals</b>				<u>6,200.00</u>		<u>6,200.00</u>

**N/C** 5630      **Name** P&A - Exp - Open Spaces: Yeovil in Bloom

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
65301	PI	23/03/2023	YIB Working Budget - 4th Qtr	4,110.00		4,110.00
<b>Account Totals</b>				<u>4,110.00</u>		<u>4,110.00</u>

**N/C** 5640      **Name** P&A - Exp - Queen's Platinum Jubilee

<u>Tran Number</u>	<u>Type</u>	<u>Date</u>	<u>Details</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
65152	PI	02/03/2023	First Aid Cover	2,900.00		2,900.00
65153	PI	06/03/2023	Security Services/Stewards	4,671.80		4,671.80
65154	PI	13/03/2023	Reuseable Cups	3,660.00		3,660.00
65173	PI	10/03/2023	Wristbands	165.86		165.86
65180	PI	15/03/2023	Advert	50.00		50.00
65288	PI	23/03/2023	Advert	90.00		90.00
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<b>Account Totals</b>				<u>11,681.01</u>		<u>11,681.01</u>
<b>Department</b>				<u>22,460.46</u>		<u>22,460.46</u>
<b>Grand Totals</b>				<u>22,460.46</u>		<u>22,460.46</u>