



Yeovil Town Council

Town House
19 Union Street
Yeovil
Somerset
BA20 1PQ

Promotions and Activities Committee

Promotions and Activities Committee

Tuesday 8th March 2022

7:00pm

Hybrid Meeting:

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

BA20 1PQ; and virtual using Zoom meeting software

Any members of the public wishing to make comments at Public Comments or view should to email ytic@yeovil.gov.uk by 9:00am on Tuesday 8th March 2022.

For further information on the items to be discussed, please contact town.clerk@yeovil.gov.uk.

Amanda Card, Town Clerk
1st March 2022

This information is also available on our website: www.yeovil.gov.uk

Members of Yeovil Town Council are summoned to attend:

Jade Dash

Andy Kendall (*Ex-officio*)

Terry Ledlie

Jane Lowery

Sarah Lowery (*Chairman*)

Evie Potts-Jones (*Ex-officio*)

Wes Read

David Recardo (*Vice Chairman*)

Emma-jayne Hopkins

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 by 9:00am on Tuesday 8th March 2022.

If you would like to view the meeting, please e-mail ytic@yeovil.gov.uk by 9:00am on Tuesday 8th March 2022. 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. 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)

10/166. APOLOGIES FOR ABSENCE AND TO CONSIDER THE REASONS GIVEN

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

10/167. 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).

10/168. MINUTES

To approve as a correct record the Minutes of the meeting held on 11th January 2022.

10/169. PROPOSAL FROM YEOVIL ARTS ACTION GROUP

To consider a proposal from the Yeovil Arts Action Group attached at pages 3 to 12.

10/170. QUEEN'S JUBILEE BEACON LIGHTING EVENT

To consider a proposal from Love Yeovil to organise the event attached at pages 13 to 17.

10/171. YEOVIL IN BLOOM MINUTES

To consider the minutes of the Yeovil in Bloom meeting held on 25th January 2022 (previously circulated).

10/172. EVENTS IN 2022

To consider the calendar of Town Council events attached at pages 18 to 22 (for information only).

10/173. QUEEN'S JUBILEE 2022: EVENT

To receive verbal feedback from the Working Party.

10/174. NEW INITIATIVE PROPOSAL: PLAQUES AROUND TOWN

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

10/175. FINANCIAL STATEMENT – DECEMBER 2021/JANUARY 2022

To consider the Financial Statement for the period 1 December to 31 January 2022 attached at pages 23 to 26.

Public Comment (15 Minutes)

Proposal for a service level agreement between Yeovil Town Council and Yeovil Art Space

Date: February 2022

Contact: Zoe Li, Chairperson & Project Director, Yeovil Art Space

Yeovil Art Space

Registered address: 23 Vicarage Walk, Quedam Shopping Centre, Yeovil BA20 1EU

Website: yeovilartspace.uk

Facebook & Instagram @yeovilartspace

UK Registered Charity 1189660

About Yeovil Art Space (YAS)

Yeovil Art Space established in May 2019 as a charity organisation and a creative hub in Yeovil, which aims to bring art and creativity to the local community and visitors. Projects are run in partnership with organisations, businesses, groups, charities and individuals to provide arts and cultural activities for people of all ages. Activities include participatory events, learning workshops, art exhibitions and showcasing work in other locations in the town.

YAS charity objective is: The advancement of education in the arts in Yeovil and surrounding areas for the public benefit, through the provision of visual arts, including, but not limited to digital, moving image, 2D & 3D contemporary art and design.

YAS aim is to create 'A space to learn, to share and to be inspired'. We run projects in partnership with organisations, businesses, groups and individuals to reach different groups and communities across Yeovil and place artists in all the work that we do.

Since May 2019, despite the impact of Covid-19, we have delivered a wide range of creative opportunities for communities in Yeovil in partnership with organisations, businesses and artists, including "Together We Are Stronger" (Oct 2020 - June 2021) project engaged with more than 500 people through online workshops, exhibitions, publication and public art display, Yeovil Window Wanderland (Feb 2021) event involved more than 200 households with more than 4000 people visits ; Yeovil Mini Creatives (April 2021) initiatives provides 500 free activities booklets and connect with more than 200 families with preschool children; Front Yard Fest and Community Garden project (June/July 2021) involved more than 500 individuals from different ages through community workshops, participatory events and collaborative art installation in public places. We have created volunteering, placement & job

opportunities for 30 creative practitioners, and Kickstarts placement opportunities for 2 young creatives aged 16-24 (for a 6 month period - currently on-going)

PROPOSAL

The proposal for Yeovil Town Council to consider a 2-year service agreement for supporting Yeovil Art Space to strengthen its capacity to develop its strategic plan and to deliver its core activities to more than 5,000 yeovil residents 2022-2024 via our Art Action Group (AAG).

Yeovil Art Action Group

Created in May 2021, with funding from Arts Council England Project Grant supported by Kim Wide MBE, CEO of socially engaged arts organisation Take A Part. YAAG is made up of community organisations, local authority and town council representation, heritage, libraries and community partners across Yeovil. Over the course of 2021/22, the YAAG has supported us to make sure our work closely connects to the community through working in collaboration. Together, the group co-created events and workshops across communities in Yeovil, and developed a joint approach around art and cultural ambitions in Yeovil Town.

VISION: To use creativity to build culture, community and identity in Yeovil

MISSION: Celebrating and connecting everyone in Yeovil through creativity and culture; fostering unity, embracing change and championing inclusivity.

AIMS:

- To focus on place-making and co-create contemporary art activities with communities, groups and stakeholders that carry wider aims, i.e. social change, regeneration, economic growth and community cohesion.
- To nurture new artistic ideas through partnership working, together to build reputation and new audiences for the work that is innovative, impactful, positive, relevant and specific to Yeovil.

We are currently delivering the following community art commissions within the working group:

- **Young Artist Yeovil (YAY)** Led by Artist Tom Goddard, we established a young people group for age 13-17, aiming to support and deliver creative activities for young people that are created by young people.
- **Rewilding Yeovil** - Led by artist Denman & Gould, connecting arts and green agenda together to provide a better environment for the town's wildlife and people. We are currently creating a project plan to develop a green art trail to link Yeovil Country Park, Octagon Theatre and the High Street as well as exploring other green spaces across the town.

- ***Jubilee Celebration*** - 8 yeovil based artists worked with different communities, such as Westfield and Birchfield to use creativities to bring people together from different backgrounds.

Funding support received from Yeovil Town Council between April 2022 - March 24 will strengthen the networks and support partnership working, in order to:

- Support the delivery a range of creative and cultural activities to develop the civic pride and connectivity of Yeovil residents from different ages and backgrounds
- Provide join-up opportunities for the community, prioritising those from socio-economic deprived areas in partnership with art and non-art organisations.
- Strengthen the strategic position of Yeovil Art Space to bring resources and increase investment for arts and culture in Yeovil to support the local economy, create job opportunities.
- Support High Street regeneration by putting community and creativity in the heart of the development.
- Bring quality of art and cultural offers to the town with skilled artists and professionals.

Activity 1: Develop community based art and Cultural strategy for Yeovil

Funding support will enable YAS to coordinate the monthly YAAG meeting and to create a commissioning programme that is co-developed and delivered with the group members and individuals and group within the community within the most deprived areas in Yeovil; with core aim to engage with and increase our connectivity with groups/communities from the deprived neighbourhoods that are within the 20% most deprived neighbourhoods in the UK, including Westfield, Pen Mill North, Sherborne Road, Town Centre and Birchfield.

Year 1 delivery: (2022-23)

Working with AAG members to develop a co-commission programme as part of Story of Yeovil, a public programme bringing arts and heritage together. (see below)

Year 2 delivery: (2023-24)

Inform arts and cultural strategy of the town and the county, putting community in the core of the strategy. Create a long-term plan to sustain the activities and be embedded within the community development plan of the town, including public art strategy.

Arts & Heritage provision

Responding to the lack of provision of culture, heritage and the art in Yeovil that is accessible and consistent, YAS brought together an Art & Heritage Working Group in May 2020 to look at ways we could create designated cultural and heritage facilities and activities in Yeovil, for the Yeovil community and visitors. The group meets regularly and is currently putting together an action plan to develop an arts and heritage programme for the public, as well as exploring options to create a designated space in the town centre. YAS has since secured funding from the Architectural Heritage Fund to carry out a viability study based on the Vicarage Street Methodist Church, one of many options that the centre can be developed. Report due to be completed by June 2022. In the meantime, the group is developing a programme of activities 'Story of Yeovil' between September 2022 - January 2024, including heritage collection displays, research, art commissions, community events and educational programmes. <https://yeovilartspace.uk/heritage/>

Activity 2: Increase art opportunities in town and neighbourhood

Funding also supports YAS to deliver a range of contemporary art activities across the town with Yeovil Creatives working in collaboration of YAAG members, bringing art activities to schools, community centres, churches, parks and public spaces; linking also to the town events, such as SuperSaturday, Yeovil in Bloom, Yeovil Together and in major celebration events, such as Christmas, Chinese New Year and May Day.

In the last 12 months, via our Community Art School, we have developed a cohort of 10 artists who are equipped with key skills and experiences in working in schools and communities. The collective was recently commissioned to deliver a commission 'Celebration' with community groups in Westfield and Birchfield in response to the Jubilee celebration, aiming to create a sense of pride and belonging for people living in Yeovil from different backgrounds.

Activities will focus on collective action, ranging from bunting making, murals, map making, quilting and other activities that contribute to collective pieces of art with the aims to nurture a sense of 'togetherness' and encourage sharing and social opportunities for the neighbourhood. We will engage with the wider community in Yeovil in creative actions and ask what creativity can bring to their living environment and lives, in order to inform our future delivery.

ENGAGEMENT TARGETS

- YAAG members: to maintain 12 members/a year and monthly meetings attended by at least 6 members of the group of each meeting.
- Funding and investment, co-develop funding application to develop at least 2 art commissions/year with group members, engage with more than 200 residents in each commission directly.
- Developing offers with schools to reach at least 600 children, young people and their families each year.
- Developing Yeovil Creatives networks, offering 12 monthly networking events to develop collaborative projects in different locations and neighbourhoods across the town.
- Delivering 10 community art activities each year to engage 300 people from the community each year through the activities across the town.

BUDGET

We are seeking funding contribution from Yeovil Town Council for the following:

- £2,500 x 2 years: 50% cost for Engagement producer role to coordinate monthly Art Action Group meetings and Art and Heritage Working Group to create a delivery strategy and activity plan to cover activities to reach 10,000 yeovil residents between 2022-25 in partnership with YAAG members and other grassroots organisations and individuals.
- £2,500 x 2 years: Delivery cost for Yeovil Creatives artists to deliver a programme of activities with AAG via a series of pop-up art events in High Street, village hall, churches and park, linking to the major town events and initiatives, i.e. SuperSaturday, Heritage Open Day, Yeovil Window Wanderland and Yeovil Together.
- Total £10,000

Yeovil Art Space raised over 150K in less than two years for its services through membership, trading activities, donations, consultancy and grant funding from Arts Council England Project Grant, The National Lottery Community Fund, Somerset Community Foundation, South Somerset District Council, Abri's Community Funding and Lloyds Bank Social Entrepreneurs Trade Up Programme.

Funding from Yeovil Town Council will not only provide the resources that YAS needed, but it will validate the YAS contribution to the town and strengthen its strategic position, supporting partners across the town to develop joint projects and bids.

YAS Core cost / per year

*£10,000 Management, administration, operational cost

*£4,000 Venue cost, business rate and rental

**£5,000 Engagement activities and development (YAAG, community art school, creative education networks)

***£3,500 Promotion and Marketing

***£1,500 Yeovil Creative Coordinator

** Funding already ring fenced from unrestricted fund via Restart Grant from South Somerset District Council*

*** 50% seeking part contribution from Yeovil Town Council*

**** Funding already in place via Lloyds Bank Social Entrepreneurs Trade Up Programme*

Creative Programme delivery 2022-24

*£1,500 Yeovil Creative Exhibitions & Events (via Yeovil Creatives Memberships and commission from shop sales)

*£4,000 YAY Young Artist Yeovil (Somerset Community Foundation & Arts Council England)

*£10,000 Community Art School workshops (via Somerset Skills & Learning)

**£2,500 Community art activities, linking with SuperSaturday, Yeovil in Bloom and other community events in Town.

£30,000 Creative education (via Paul Hamlyn Foundation)

£50,000 Art Action Group commission (via National Lottery Funding & Esmée Fairbairn Foundation)

£95,000 Story of Yeovil Heritage project (via Heritage Lottery Funding & Arts Council England)

** Funding confirmed*

*** Funding contribution seeking from Yeovil Town Council*

Our impact 2019-2022

1. Supporting stronger community in Yeovil

We have delivered the following community projects since May 2019, focusing on offering arts and cultural opportunities for Yeovil residents of all ages, supporting well-being, combat isolation and sense of belongings.

- ***Together We Are Stronger*** (Oct 2019 - June 2020): An intergenerational project supporting well-being during covid-19 successfully engaged with more than 40 care home residents and staff, 50 young people and 20 artists. More than 300 people attended the exhibition in May/June 2020 when we re-opened our space after Covid-19 restrictions. More than 1000 people visited our website to access the podcasts. 2000 activity booklets for primary students has been distributed via the library and schools across Yeovil.
- ***Yeovil Window Wanderland*** (Feb 2021 & Jan 2022): More than 200 households and businesses took part in the event in 2021 during the lockdown and 500 families received activity packs with funding support from Somerset Community Foundation and Abri Housing Community Fund. In 2022, we extended our reach with Love Yeovil. With funding from Arts Council England and South Somerset District Council, we delivered creative workshops for more than 200 students at Pen Mill Primary, St. Michael Academy and Birchfield Primary and worked with more than 20 young people to create public window projections at Yeovil Library and Nationwide.
- ***Front Yard Fest*** (June 2021) worked with different community groups e.g MIND and children summer schools, through a series of workshops. We have created a 100 metres long bunting which was displayed throughout the summer at Quedam Shopping Centre, alongside the creation of a community garden. More than 50 households created special displays in their front yard.
- ***Creativity for Well-being Booklet*** (February 2022) working in partnership with Love Yeovil, with funding support from South Somerset District Council, 3000 booklets were distributed to communities, secondary schools and young people inclusion programme, during the Yeovil Window Wanderland event to support mental well-being of Yeovil residents, particularly for young people.

2. Building creative community in Yeovil

We believe creativity brings long-term benefit to the town, supporting economic growth, raising aspirations for young people and changing lives. We have delivered

the following to strengthen skills and experiences of creative practitioners in Yeovil and offer more opportunities for all ages.

- **Yeovil Creatives:** Our artist membership Yeovil Creatives currently has more than 50 artists and creatives within a 10 miles radius of Yeovil. We provided professional development opportunities for the members, including selling work, showcasing, networking, training, delivering creative workshops for the community and supporting our project delivery. The Yeovil Creatives members together generated near £30,000 income through selling artworks; Delivered more than 30 creative workshops with more than 200 people took part; Brought together more than 10 exhibitions across the town, including the Hub, Octagon Theatre, empty shops and our gallery space.
- **Community Art School** workshops: Launched in February 2022 with funding received from Somerset Skills & Learning, aiming to provide 150 Yeovil residents through basic art skills workshops. Our February workshops are fully booked with more than 40 people taking part.
- **Young Artist Yeovil (YAY)** 15 young people from aged 13-17 took part in the programme so far, with funding from Somerset Community Foundation, we will bring creative opportunities for more than 40 young people across town.

3. Promoting Diversity and inclusion

We promoted equal opportunities for all and understood the barriers in attending art exhibitions and events. We also worked in collaboration with organisations to deliver opportunities for people from diverse backgrounds.

- Provided a practical origami workshop at the Yeovil Together Event 2021. Invited to attend the same event in 2022.
- Working as part of the core group for Yeovil Culture an CCS initiative, to develop and deliver with Love Yeovil some cultural Saturday events on the high street. Connecting cultural “friends of” groups and working on intergenerational connections.
- Working as a member of the core group for Yeovil Connect. Attending monthly meetings to collaborate with organisations in Yeovil from the health, housing and community sector. .
- Somerset County Council Inclusion Programme - A block of 5 x 2 hour sessions at YAS. Working with selected students (approx. 8 per. session) from

local secondary schools, with the view to using creative practice to re-engage them with learning.

4. Supporting High Street regeneration

We currently occupy a premises at the town centre with the core aim to support high street regeneration, providing art and cultural offers to attract visitors directly responding to the needs of high street regeneration. We have delivered the following:

- Together We Are Stronger public art display at the lower Middle Street (on-going)
- 4 Pop-up art workshops on high street in partnership with Love Yeovil with more than 300 people attended.
- SuperSaturday alongside the launch of Somerset Open Studio Events at our space, we deliver pop-up art activities in partnership with Quedam Shopping Centre. More than 100 people attend during the day.
- Two digital projections - Yeovil Library Window and Nationwide on Middle Street
- Yeovil christmas market stall providing free wreath making workshop with more than 50 people attended.
- Working in collaboration with Love Yeovil to improve the look and feel of empty shop by creating window artwork (on-going)
- **Art & Heritage Centre development** : We are currently carrying out a viability study with funding support from the Architectural Heritage Funding to look at the possibility to transform Vicarage Street Methodist Church to be a central cultural hub for art and heritage for Yeovil. A working group has been established to steer the project, including to develop a programme in the next two year to test some of the ideas while exploring the option for capital development.





BEACON LIGHTING EVENT

Tender for running the Queens Jubilee Beacon Lighting on behalf
of Yeovil Town Council

Prepared by Alice Edmonds, Event Manager
alice.edmonds@outlook.com

07946 378 203
www.loveyeovil.com

LOVE YEOVIL BACKGROUND



Love Yeovil is a not for profit group that currently sits under the Yeovil Chamber of Trade.

Alice Edmonds is the current Event Manager who is responsible for planning and executing all activities. Charlie Knight is the Marketing Assistant and is responsible for marketing each event appropriately in good time, monitoring activity on social media, updating the website and collecting any feedback via these channels.

Love Yeovil already has a proven track record of managing events in the town centre and therefore has an exceptional network of contacts and suppliers who can be engaged with, including dialogue with the police, councils and businesses.

Previous events that Love Yeovil has organised include;

- Christmas Light Switch On
- Lantern Parade
- Digital Christmas Light Switch On
- Digital Lantern Parade
- Virtual Armed Forces Day
- Art Workshops
- Yeovil Together
- Christmas street performers
- Santa's Post Office

A detailed Event Management Plan is created for each event, an example of this document is available upon request.



PROPOSED PROGRAMME

Without external funding



Love Yeovil will manage and coordinate all aspects for the Beacon Lighting including but not limited to;

- Coordinate all suppliers, venues and personnel/staff/volunteers involved with the event
- Promotion on social media, websites and local press
- Deal with all media inquiries
- Emergency services who may need to be informed
- Invite all necessary dignitaries and councillors

Without external funding it is proposed that this will be a low key event along the lines of the following;

- 1400 - Town Crier will undertake the Proclamation
- 2135 - Pipers play Diu Regnare
- 2140 - Bugle call
- 2145 - Lighting of the Beacon and choir to sing 'Song for the [AEI] Commonwealth'.

Total Cost - £2700.00

PROPOSED PROGRAMME

With external funding



Love Yeovil is seeking to apply for external funding to add value and more of a festival feel to the proposed Jubilee Beacon Lighting event so that families and the public are able to join in and gather before the beacon is lit.

With external funding the event schedule would be increased to include;

- Music stage with PA and lighting for performances from choirs, local bands
- MC to host the event and introduce acts and the schedule as the evening unfolds.
- Food and drink vendors
- Arts and crafts activities in marquees/gazebos on the green outside St John's. These would provide a chance for families to take part for free with arts that will promote and help educate about the Commonwealth, activity ideas include;
 - Crown making
 - Flag design/colouring
- Deck chairs available for people to use
- Possible theatre of live performance.

It is proposed that this event will take place from 2 pm in the afternoon when the town crier starts his proclamation, with live music on the stage and possible theatre performance for younger families to learn about the Monarchy and Commonwealth so they understand the significance of the event and bank holiday.

This will be followed by more music, from choirs and bands which will be appropriate for the event. The arts and crafts will run from 2 pm into the evening and families will be encouraged to bring along picnics and join in with the activities on offer.

This will also provide the opportunity to have an official unveiling and ceremony of an art installation that has been commissioned from Yeovil Art Space for the Jubilee which is being installed at St John's.

The ethnically diverse communities will also be encouraged to attend, especially communities with links to countries within the commonwealth and be offered a chance to perform on stage with dance/music from their country.

Organisations such as Yeovil Art Space and Somerset Diverse Communities will be engaged to ensure this event is impactful and meets funding requirements.

Funding required £10,000 - £20,000 which will include the project manager's time and all supplier costs.



SUMMARY



Love Yeovil has demonstrated the necessary commitment, experience and working partnerships within the town to create a fantastic experience for either the lower-key or larger scale proposed event for the Beacon Lighting.

Love Yeovil has a proven track record of delivering successful town centre events which are well supported by the public.

An event of this significance in Commonwealth history needs an organisation that can take the lead and hit the ground running with the network and infrastructure in place. If you'd like to discuss any part of this proposal further then please do not hesitate to contact in contact.

YEOVIL TOWN CENTER EVENTS 2022



PREPARED BY LOVE YEOVIL
AND YEOVIL TOWN COUNCIL



CONFIRMED ANNUAL EVENTS

Prepared by Love Yeovil (LY) and Yeovil Town Council (YTC) at the request of South Somerset District Council (SSDC) a list of events scheduled to take place in Yeovil Town Centre or the nearby area.

Date	Event Name	Lead Organisation	Approx. Budget
14 Jan - 14 Feb	Window Wanderland	LY/YAS	£8500.00
2 April	Chinese Cultural Day	LY/SDC	£500.00
23 April	Town Criers Competition	YTC	£1500.00
23 April	Eat Festival	Eat/YTC	£2500.00
7 May	Romanian Cultural Day	LY/SDC	£500.00
17 May	Mayor Making	YTC	n/a
25 May	Indian Cultural Day	LY/SDC	£500.00
2 June	Beacon Lighting	YTC	TBC
3 June	Jubilee Celebration (Mudford Rec)	YTC	£35,000.00
25 June	Polish Cultural Day	LY/SDC	£500.00
3 July	Yeovil Together (Mudford Rec)	LY/SDC	TBC
17 September	Super Saturday	YTC	£6500.00
17 September	Eat Festival	Eat/YTC	£900.00
11 November	Remembrance Ceremony	YTC	n/a
13 November	Remembrance Parade	YTC	n/a
18 November	Christmas Light Switch On & Lantern Parade	LY	£7000.00
26 November	Mayors Ball	YTC	TBC
10 December	Eat Festival	Eat/YTC	£2200.00



There are still a number of events that have yet to have dates confirmed but discussions between the relevant parties are taking to get them on the calendar;

- Armed Forces Day or Freedom March
- Yeovil Pride – likely to be in September
- Clementine Live Arts performance – August
- Yeovil Independent Market

OTHER YEOVIL EVENTS

Date	Event Name	Lead Organisation	Venue
27 March	Yeovil Half Marathon	RaceNation Events	Yeovil Town Centre
29 April – 2 May	Abbey Hill Steam Rally	Abbey Hill	Yeovil Showground
2-4 June	Flashback Festival	Wizard Events	Yeovi Showground
August 2022	Ham Hill Country Park Dog Show	SSDC	Ham Hill Country Park



EVENT WISH LIST

SUBJECT TO FUNDING

Approx. Date	Event	Notes	Approx. Budget
May-August	Country Faryre - using all the town centre space and country park. Rides, stalls, attractions and performance.		£15,000.00
July	Music in the town - create a live music stage with a schedule of live music	Use the triangle if completed	£8000.00
August	Arts showcase - mini events, showcasing the creatives we have in Yeovil and our rich arts heritage.	Working closely with Yeovil Art Space	£8000.00
Any Saturday throughout the year	Street performers and live music, smaller acts booked to create a nice atmosphere in the town for shoppers.		£200-1500 per performance
December	Christmas market similar to the type found in Bath		£10,000-30,000 rough estimate
November	Drone light show	Would require Arts Council Funding	£150,000.00

CLOSING COMMENTS

The Yeovil Refresh is such an important project for the town with many people seeing it as the 'silver bullet' to 'fix' the towns perceived problems.

It will, undoubtedly, vastly improve the experience of those using the town centre but to ensure its legacy is a positive one the new town centre will also need activating with events, activities such as those detailed above.

There is a level of expectation for events that happen annual but these are not guaranteed to be staged without funding being secured, such as Christmas Light Switch On. These events could also be further enhanced and improved to provide a new experience for those attending.

It is clear there is an appetite for events and use of the civic spaces in the town centre and with the way we use the high street changing, moving away from retail, events are going to be more important than ever to keep our high street used and loved.



CONTACT

Love Yeovil
Alice Edmonds
alice.edmonds@outlook.com
07946 378 203
www.loveyeovil.com



Yeovil Town Council

December Actual V Budget

Promotions & Activities Committee

	Budget Allocation	Actual YTD	Budget YTD	Variance	Remaining Budget
Income					
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
	102,550.00	102,550.00	102,550.00	0.00	0.00
Expenditure					
Christmas Lights	23,500.00	20,484.67	17,624.97	2,859.70	3,015.33
Christmas Lights Installation	17,000.00	14,225.00	12,750.03	1,474.97	2,775.00
Love Yeovil	1,000.00	0.00	1,000.00	0.00	1,000.00
Customised Souvenirs	650.00	0.00	487.53	-487.53	650.00
Christmas Lights Switch-On	500.00	800.00	500.00	300.00	-300.00
Christmas Lights Comp	30.00	0.00	22.50	-22.50	30.00
Town Crier	1,030.00	0.00	772.47	-772.47	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	412.47	137.53	0.00
Yeovil Super Saturday	6,500.00	5,288.85	4,875.03	413.82	1,211.15
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	15.00	8,220.01	-8,205.01	16,425.00
Eats: Festival	9,000.00	750.00	6,750.00	-6,000.00	8,250.00
	102,550.00	42,113.52	67,365.02	-24,251.50	60,436.48
	0.00	60,436.48	35,184.98	24,251.50	-60,436.48

Yeovil Town Council

January Actual V Budget

Promotions & Activities Committee

	Budget Allocation	Actual YTD	Budget YTD	Variance	Remaining Budget
Income					
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
	102,550.00	102,550.00	102,550.00	0.00	0.00
Expenditure					
Christmas Lights	23,500.00	20,484.67	19,583.30	901.37	3,015.33
Christmas Lights Installation	17,000.00	14,225.00	14,166.70	58.30	2,775.00
Love Yeovil	1,000.00	0.00	1,000.00	0.00	1,000.00
Customised Souvenirs	650.00	0.00	541.70	-541.70	650.00
Christmas Lights Switch-On	500.00	800.00	500.00	300.00	-300.00
Christmas Lights Comp	30.00	0.00	25.00	-25.00	30.00
Town Crier	1,030.00	0.00	858.30	-858.30	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	458.30	91.70	0.00
Yeovil Super Saturday	6,500.00	5,288.85	5,416.70	-127.85	1,211.15
Open Spaces: YIB Officer	24,800.00	0.00	18,600.01	-18,600.01	24,800.00
Open Spaces: Yeovil in Bloom	16,440.00	15.00	12,330.01	-12,315.01	16,425.00
Queen's Platinum Jubilee	0.00	150.00	0.00	150.00	-150.00
Eats: Festival	9,000.00	750.00	7,500.00	-6,750.00	8,250.00
	102,550.00	42,263.52	82,530.02	-39,266.50	60,286.48
	0.00	60,286.48	20,019.98	39,266.50	-60,286.48

Date: 24/02/2022
Time: 14:35:45

Yeovil Town Council
Nominal Departmental Analysis (Detailed)

Page: 1

N/C From 5500
N/C To 5650

Tran Date From 01/12/2021
Tran Date To 31/12/2021

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

Department From 0
Department To 999

Dept Number 11

Dept PROMOTIONS & ACTIVITIES

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>
60806	PI	12/12/2021	December EAT Festival	1,100.00		1,100.00
<u>Account Totals</u>				<u>1,100.00</u>		<u>1,100.00</u>
<u>Department</u>				<u>1,100.00</u>		<u>1,100.00</u>
<u>Grand Totals</u>				<u>1,100.00</u>		<u>1,100.00</u>

Date: 24/02/2022
Time: 14:38:44

Yeovil Town Council
Nominal Departmental Analysis (Detailed)

Page: 1

N/C From 5500
N/C To 5650

Tran Date From 01/01/2022
Tran Date To 31/01/2022

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

Department From 0
Department To 999

Dept Number 11

Dept PROMOTIONS & ACTIVITIES

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>
60857	PI	21/01/2022	Advert - Platinum Jubilee	150.00		150.00
<u>Account Totals</u>				<u>150.00</u>		<u>150.00</u>
<u>Department</u>				<u>150.00</u>		<u>150.00</u>
<u>Grand Totals</u>				<u>150.00</u>		<u>150.00</u>