



# Yeovil Town Council

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**Minutes of the hybrid meeting of the Promotions and Activities Committee held on Tuesday 9<sup>th</sup> November 2021 at 7.00pm held by video-conference using Zoom meeting software; and in the Town House, 19 Union Street, Yeovil BA20 1PQ.**

**Committee Members Present (in person):** Cllrs D Recardo (In the Chair); J Dash; A Kendall; T Ledlie; J Lowery; E Potts-Jones and W Read.

**Committee Members Present (virtually):** None.

**Also Present (virtually):** Cllr K Gill (Yeovil College Ward); Steve Calis (Calis Media); Alice Edmonds (Love Yeovil); Jinny Uppington (Somerset Diverse Communities).

**In Attendance (in person):** S Freemantle (Deputy Town Clerk) and L Jones (Administration Officer).

**Public Comment.** There were no members of the public, and one member of the press present virtually.

Jinny Uppington from Somerset Diverse Communities addressed the Committee to report how well the Yeovil Together event had gone and to thank the Town Council for the contribution to fund the event. Jinny explained that many friendships had been made and networks and groups launched from the event and there was lots of optimism for another, bigger event next year. The video clip of the day was also played.

**7.08pm** – Meeting Commenced

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

Apologies for absence were received from Cllrs S Lowery (conflicting engagement) and E Hopkins (personal reasons).

**RESOLVED:** To accept the apologies with the reasons given.

#### **10/146. DECLARATIONS OF INTEREST**

There were no declarations of interest.

#### **10/147. MINUTES OF LAST MEETING**

The Committee approved as a correct record the Minutes of the previous meeting held on 14<sup>th</sup> September 2021.

**RESOLVED:** That the Minutes of the meeting of the Promotions and Activities Committee held on 14<sup>th</sup> September 2021 be signed by the Chairman as a correct record.

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

The Committee considered the report by the Town Clerk regarding the sponsorship of the Lantern Parade kits.

**RESOLVED:** that the decision taken in accordance with Standing Order 4/D/xiv be noted.

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

The Deputy Town Clerk read out an email from Jusna Hussain (BAME Community Engagement Officer) regarding funding Yeovil Together Event in July 2022.

**RESOLVED:** 1) that the feedback from the 2021 event (given during public comment) be noted; 2) that the request for a contribution of funding to another event in 2022 be noted and supported in principle; and 3) that further information regarding funding be requested and details brought to a future meeting of the Promotions and Activities Committee for consideration.

*7.17pm – Jinny Uppington (Somerset Diverse Communities) left the meeting and did not return.*

It was **AGREED** to consider agenda item 10/154 *Blogging Proposal from CalisMedia* next.

#### **10/154. BLOGGING PROPOSAL FROM CALIS MEDIA**

The Committee considered the report and Steve from CalisMedia explained that he was looking to the Town Council for funding for his specialist social media business. Discussion took place regarding the best way to support this venture. It was felt that an example of a podcast would be useful for the Committee to consider and Steve was invited by the Mayor to make a podcast relating to the Mayor's Ball. Steve would then meet with an officer of the Town Council to help identify tangible benefits to the Town Council.

**RESOLVED:** 1) that the report and presentation be noted; 2) that CalisMedia provide a Mayor's Ball podcast as an example; 3) that a meeting take place between Calis Media and a Yeovil Town Council officer to discuss further; and 4) that the matter be referred to the appropriate Committee.

*7.46pm – Cllr E Potts-Jones left the meeting and did not return.*

*7.47pm – Steve Calis (Calis Media) left the meeting and did not return.*

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

The Committee considered a verbal update.

**RESOLVED:** that the update be noted.

#### **10/151. YEOVIL IN BLOOM**

The Committee considered the minutes of the Yeovil in Bloom Steering Group held on 18<sup>th</sup> October 2021.

**RESOLVED:** that the minutes of the Yeovil in Bloom Steering Group held on 18<sup>th</sup> October 2021 be noted.

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

The Committee considered an update by Cllr K Gill and confirmed that the initiative was to enhance the blue plaques around the town and not replace them and to focus on places of historical value, not just buildings. The Deputy Town Clerk informed members about a virtual heritage tour which had been created by Stephen Ives of the Eastville Project.

**RESOLVED:** 1) that the update be noted; and 2) that further updates be welcomed at future meetings of the Promotions and Activities Committee.

#### **10/153. SUPER SATURDAY 2021**

The Committee considered a verbal report by the Deputy Town Clerk. It was explained that the footfall figures showed 6,200 in the Quedam and 7,025 in the Town Centre. It was reported that the day went very well and the adjustments made to ensure ongoing compliance with Covid risk assessments enabled a busy, bustling but not overcrowded event. The circus skills and Bugfest proved popular as ever and the music provided around the town by the buskers enhanced the lovely atmosphere. The amazing Motionhouse Dance performances were well attended.

**RESOLVED:** 1) that the success of Super Saturday 2021 be noted; and 2) that the staff be thanked for their hard work in making the day a success.

*Agenda item 10/154 was considered earlier in the meeting.*

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

The Committee considered the Financial Statement for the period 1<sup>st</sup> August to 30<sup>th</sup> September 2021.

**RESOLVED:** that the Financial Statement for the period 1<sup>st</sup> August to 30<sup>th</sup> September 2021 be approved.

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

The Committee considered the draft budget.

**RESOLVED:** that the draft Promotions and Activities Budget be referred to the Policy, Resources and Finance Committee.

**Public Comment.** There were no comments from members of the public.

The meeting closed at 8.21pm.

Signed: ..... (Chairman)

Date: .....