

9. Yeovil Town Centre Management Update Report

Strategic Director: Rina Singh, Strategic Director (Place & Performance)
Assistant Director: Martin Woods, Assistant Director (Communities)
Lead Officer: Ian Budd, Yeovil Town Centre Manager. Area Development South
Contact Details: ian.budd@southsomerset.gov.uk or (01935) 462422

Purpose of the Report

To update members on the progress of the Yeovil Town Centre Partnership and the work of the Town Centre Manager (TCM) from December 2008. – December 09

Public Interest

THE YEOVIL TOWN CENTRE PARTNERSHIP (YTCP) was formed in 1998 and appointed Yeovil's first Town Centre Manager that year. The Partnership has gone from strength to strength over the years, supporting both the town and Town Centre Management.

Yeovil Town Centre Partnership consists of representatives of the public and private sectors including, Yeovil Town Council and South Somerset District Council who contribute financial support to provide core funding for Town Centre Management. South Somerset District Council also provides accommodation and other support including administration services. The Town Centre Manager is Line Managed by SSDC Head of Development South.

Aims of the Yeovil Town Centre Partnership

- To enhance Yeovil's role as a sub-regional centre for shopping and business.
- To improve the environment of Town Centre streets and open spaces, including their cleanliness and state of repair.
- To maintain convenient access to the Town Centre in the face of increasing traffic congestion.
- To create a more distinctive atmosphere and identity for the Town Centre.
- To encourage more living accommodation within the Town Centre.
- To provide a wider range of leisure opportunities within the Town Centre.
- To support and help to implement the Yeovil Vision.

The Yeovil Town Centre Manager's office is situated in 80 South Street, Yeovil and encourages an "open house" policy for both the public and private sector and all Members are encouraged to visit. In November 2009 over 100 people visited the Town Centre Management offices for a wide range of issues.

Recommendation

That Members note the report.

Background

Partnership Working

The Town Centre Manager works in partnership with all SSDC services, businesses, groups and organisations that affect the town of Yeovil. Strong relationships have been built up with local businesses and this has come from face to face meetings. Town Centre Management will when possible go and meet face to face with business and organisations in reaction to any enquiries or issues they may have.

Report Detail

Yeovil Town Centre Managers Report – A visual presentation will also be given to the Committee

Reporting Town Centre Partnership activities

The Town Centre Manager reports to the following committees

Joint Area South Committee	Bi-annual and specific projects
Yeovil Town Centre Consultative	Every other month
Yeovil Town Centre Partnership	Quarterly

Town and District Councillors are represented on all the above groups

Yeovil Town Centre Partnership Members

See Appendix A current membership list – this document is sent under separate cover.

Community Safety

Town Centre Management and Avon and Somerset Police work in partnership with local businesses to prevent, reduce and tackle crime in Yeovil Town Centre in both daytime and night time economies. The Yeovil Town Centre Manager and Avon and Somerset Police work to the agreed Yeovil Town Centre Community Safety Action Plan. This is revised on a quarterly basis. The partnership also reacts quickly to any new threats or incidents in the town and on many occasions other agencies are involved in order to resolve problems.

There are agreed priorities that are achievable, and many new initiatives to be taken forward.

Street Pastors

The Yeovil Street Pastors are now working from the Town Centre Management offices on Saturday nights. The Pastors have been supplied Town Link Radios for their personal safety. This project has been successful and new pastors are undergoing training and shortly will operate on Friday nights in addition to Saturdays.

Extension of the no drinking zone

1st July 2009 JAS Committee agreed to extend the no drinking zone. This came into force on 1st August, the required signs are now in place and enforcement is being carried out. This has seen a marked reduction in street drinking in the additional zones.

West Hendford Car Park Arts Project

The underground Car Park in West Hendford has suffered a great deal of graffiti. In Partnership with the Youth Service at Morley House and the Police, we have managed to organise an arts project for 30 young people from the Yeovil area. They will have a total

of 8 days teaching by professional artists and will brighten up the walls of the car park. Young people from Morley House wrote a grant application and were successful in obtaining the funding from County and YTCP will contribute £200.

Project Argus

On the 3rd November 2009 an event was organised in partnership with Avon and Somerset Police day and night-time economy beat managers and SSDC Contingency Planning.

The exercise was developed and facilitated by a Counter Terrorism Security Advisor and was based on the experiences of individuals and organisations who have been caught up in real-life terrorist incidents.

Project ARGUS was a unique opportunity to judge how well prepared Yeovil businesses were in the event of a major incident, increase their knowledge of terrorist issues, and was a chance for attendees to experience a multi-media security simulation exercise. This event applied equally to any major incident not just terrorism. 75 people attended the event and the feedback was very positive.

Association of Town Centre Management

In September 2009 the Town Centre Manager was voted in as the South West Regional Chairman of the Association. The region covers towns and cities from Dorset to Gloucestershire to Cornwall.

Events

Italian Market

June 28th and 29th 2008 an Italian market was held in lower Middle Street along with music and entertainment. In order to continue the Italian theme a Guinness World Record™ attempt was made to build the world's longest line of Pizzas. Confirmation that Yeovil now holds the world record has now been received and stands at 476.7 meters.

2009 markets

French Market Saturday 23rd June 2009

Italian Market Saturday 1st July 2009

Christmas switch on night

The Christmas switch on night was held on Thursday 26 November 2009 – *A verbal and visual report will be provided at the Committee meeting.*

Christmas Family Day

The Christmas Family Day was held on Sunday 13 December 2009 – *A verbal and visual report will be provided at the Committee meeting.*

2010 Markets

A French Market has been booked 19th 20th 21st March 2010

An Italian Market has enquired about coming to town again in August

The Town Centre Manager is supporting the prospect of a week long event in the summer.

Somerset Farmers market

Negotiations with Somerset Farmers market have been positive and it is hoped that they will come to Yeovil spring 2010 for 1 Saturday of every month.

Business Improvement Districts (BIDs)

A three month feasibility study has been commissioned and is due to start in mid December 2009.

Key Performance Indicators

See Appendix B – this document is sent under separate cover.

A verbal and visual report will be provided at the Committee meeting on some aspects of the Key Performance indicators.

Data Base

A database is now in place that holds details of all businesses within the town. This includes empty properties and will enable us to find up to date information of owners, agents, planning use, comments can be added to ascertain the history of the property and enquiries from prospective tenants can be signposted accurately to agents and owners.

Press releases media and promotion

Between December 08 and November 09, 75 articles appeared in the local press that showed the activities of the Yeovil Town Centre Partnership in a positive light.

Mid West Radio are Yeovil Town Centre Partners and carry regular features on the activities of the partnership.

ITV Westcountry has been to Yeovil on four occasions to interview local business and report on how Yeovil is dealing with the recession. The interviews have been aired on the ITV local news.

It is intended to show the interviews to *the Committee meeting*.

Web Site

The Yeovil Town Centre Partnership has a presence on www.yeoviltown.com

The Partnership is currently working with the Western Gazette to produce a “this is Yeovil” web site that will be situated alongside the Western Gazette brands “This is Somerset” and “This is Dorset” This dynamic website will act as an online guide and information source about Yeovil. The three main users of the site will be visitors, residents and businesses. The site will have a variety of content including information such as travel, shopping, leisure, restaurants, events and special offers, access, business and situations vacant. The site will be live in early 2010

Town Maps

10,000 fold out Yeovil maps listing all business in the town are in production. Yeovil TIC has been very helpful in giving advice on this project. Distribution will be in January 2010 will cover Somerset and Dorset and will include public buildings.

Financial Implications

None

Corporate Priority Implications

Increase economic vitality and prosperity
Enhance the environment, address and adapt to climate change
Ensure, safe, sustainable and cohesive communities
Deliver well-managed, cost effective services valued by our customers

Carbon Emissions & Adapting to Climate Change Implications (NI188)

None

Equality and Diversity Implications

None

Background Papers: *None*
