

**STONE TOWN COUNCIL**

**Town Clerk**

Les Trigg

15 Station Road  
Stone  
ST15 8JP

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6<sup>th</sup> April, 2017

A meeting of the **TOURISM & TOWN PROMOTION SUB COMMITTEE** will be held in Stone Station Community Centre, Stone, on **TUESDAY 18<sup>TH</sup> APRIL, 2017** at 7:05pm or on the rising of the Planning Committee Meeting if later.

I trust you will be able to attend.

Les Trigg  
Town Clerk

Councillors: Mrs J Hood (Chair), G Neagus (Vice Chair), Mrs C Collier, Mrs K Green, P Leason,  
Mrs J Piggott, M Shaw and M Williamson  
Co-opted: Mr J Heal

**AGENDA**

1. **To receive apologies for absence**
2. **Declarations of Interest and Requests for Dispensations Received**
3. **Representations from Members of the Public**

To consider representations from members of the public on items to be considered at this meeting, in accordance with the Council's scheme of public participation

4. **Train Service Update**  
To receive updates from Mr Jon Heal

5. **Members' Motions under Standing Order 4**

**Councillor Mrs J Hood**

"I ask the Tourism & Town Promotion Sub-Committee to consider the benefits of an ENJOY STONE card, similar to the existing ENJOY STAFFORDSHIRE card.

This would offer a vehicle for local traders to be part of the card scheme and offer discounts, special offers and promotions throughout Stone to encourage shoppers to shop locally.

Discussions would need to be held with traders to determine the arrangements for managing card issue, communications, advertising, and the card benefits."

6. **Visit Stafford**

To consider whether to re-subscribe to the service (invoice attached)

7. **Visit by Coach**

To consider being part of the scheme (documentation attached)

161513



c/o Fiona Borgars | Membership Administrator  
Millhaven Barn | Bradley Lane  
Haughton | Staffordshire | ST18 9DL

INVOICE NUMBER: STB201754  
INVOICE DATE: 20<sup>th</sup> January 2017

## INVOICE 2017 Membership

To : **Stone Town Council**

Visit Stafford Membership 2017 (1 <sup>st</sup> January 2017 – 31 <sup>st</sup> January 2017)	£30.00
<b>Amount Due</b>	<b>£30.00 ZERO VAT</b>

### Payment Details

**Account Name:** Visit Stafford [Lloyds TSB Bank Plc]  
**Sort Code:** 30-98-00  
**Account Number:** 00659577

or cheques payable to **Visit Stafford** and sent to:  
Fiona Borgars, Millhaven Barn, Bradley Lane, Haughton, Staffs, ST18 9DL

**PAYMENT TERMS – 30 DAYS**

Many towns struggle to get their offering to the industry and when they do, they get the passengers into the town but not actually into the businesses. We advertise each individual business offer to attempt to increase the actual spend in the town.

It's a three fold thing really, we promote your destination to the industry, and more importantly to us, actually encourage the passengers into the businesses when they are there and also encourage footfall into the quieter parts of town.

You can do this yourself by setting up meet and greet systems etc., and also doing your own marketing to the industry, but what we have is a cheaper alternative and we already have databases of industry contacts who make the decisions, which would take you years to build!

It can also, with clever picking of your businesses, drive the footfall to areas of your town that the visitors don't normally go to. If you follow visitors in any town they will go so far, stop and turn around. This is normally at a road junction or somewhere they have to make a choice or don't see much in front. If you use your offers correctly they can break these invisible barriers and give benefit to parts of the town that don't normally benefit from visitors.

Our website will become the one stop shop for group travel passengers and coach driver/operators to see where they can get offers in a town. We have done this in towns as a pilot scheme and it has been very successful, even with one town being the coach friendliest town in the UK at present from the work we carried out there. Many coach drivers and GTO's are already saying they will print these off for the passengers as they know where they are stopping in advance.

As we are initiating this UK wide now, we are offering BID areas / councils etc an unlimited amount of businesses to benefit from this for just £500 per year. Normal price for each business alone would be £50 per year. A BID / council could give this to its members for free as part of the work you carry out for them or you could charge each business a massively reduced price to recoup your investment, that really is down to you!

A lot of our promotion of this will be carried out on group travel and coaching forums, sites and social media where access is only limited to those in the industry, of which we have access because of the name and contacts we have in that field. We will also be going to many shows, using our contacts to gain editorial through GTO and industry publications etc

Please take a look at the website [www.visitbycoach.com](http://www.visitbycoach.com) and click on South-West and then Wells to get a feeling of how your listing could look and the type of offers that may go on there.

Importantly, we are not always looking at offers where the business will be losing cash off their bottom line, it can be existing offers they put to all their customers (eg. 2 meals for £12) but it gets their name to the Industry and more importantly to the passengers that arrive and are wondering where to go!

The more offers the better, which is why we are going with this unlimited amount of businesses offer to BID's and Councils, as every passenger loves to feel they are getting an offer!

If you decided to go forward with this, you could collate all offers and send them through as one, or if easier for you, i can give you an email where each business can talk to us to get it right.

Our product has just been shortlisted into the top six for 'innovation of the year' in the British Coach Tourism Awards' being recognised for its benefit to the coach industry and the towns.

As i have said, you can do this yourselves but it would a much increased input in funding and time. We do work with other towns seperate from this to advise them on getting the most out of the coach industry and one of our clients this year, Wells in Somerset, has just been shortlisted for 'Coach friendliest destination' for 2017.

The input from coaches into a town can vary on length of stay etc but to give you an idea, each coach stopping for approx 2 hr short stop (T+P) the average spend is £12-£18 per head. Times that by 50 pax and by 2 coaches a day extra and already you are talking about big rewards. If the stay is longer or you take on a bigger project within this it improves massively. In Burnham-on-Sea where we set this project off, they are getting 1000 more coaches each year! We did advise on a lot more changes there also though, but it gives a feel of what can be achieved.

Please contact me if you have any specific questions.