

**STONE TOWN COUNCIL**

**Town Clerk**

Les Trigg

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15 Station Road  
STONE  
ST15 8JP

25<sup>th</sup> May, 2017

A meeting of the **GENERAL PURPOSES COMMITTEE** will be held in the **Christchurch Suite at the Frank Jordan Community Centre, Lichfield Street, Stone** on **TUESDAY 6<sup>TH</sup> June, 2017** at 7:05pm or on the rising of the Council Meeting if later.

I trust you will be able to attend.

Les Trigg  
Town Clerk

**AGENDA**

1. **To receive apologies for absence**
2. **Declarations of Interest and Requests for Dispensations Received**
3. **To receive the report of the County Councillors**
  - County Councillor Mrs J Hood
  - County Councillor I Parry
4. **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
5. **To consider the Minutes and recommendations of the undermentioned Committees:**
  - a) Tourism Sub-Committee held on 23<sup>rd</sup> May, 2017 Minute Numbers TTP18/001 – TTP18/008 (attached)
    - i. To consider the Minutes
    - ii. To consider the Recommendations contained in Minute Numbers TTP18/005, TTP18/006, TTP18/007, TTP18/008 a) i) & ii) and TTP18/008 b).
6. **Stone Community Hub's Grant**

To review the grant payment to Stone Community Hub in accordance with Minute Number GP17/008. A report from Stone Community Hub is attached.

7. **Change of Membership on Management Sub-Committee**  
To consider replacing Councillor Tom Jackson with Councillor Mike Shaw as a member of the Management Sub-Committee.
8. **Land at St John's Church – Representation at Planning Hearing**  
To consider appointing a member of the Committee to represent the Council at the planning hearing in respect of the land at St John's Church (Minute Numbers P16/104 and P16/120 refer).
9. **Membership of Working Group**  
In accordance with Minute GP18/008 to establish membership of a working group to determine the venue and arrangements Stone should make in preparation for marking the death of the Sovereign or other members of the Royal Family
10. **Update from Working Groups:**
  - a) Neighbourhood Plan Steering Group
11. **To receive reports from Town Councillors on attendance at meetings of local organisations and outside bodies as a representative of the Town Council**

Stone ATC – Mayor Cllr J Davies and M Green

Age Concern Stone & District – Cllrs Mrs C Collier & Mrs K Green

Stone Town Band – Mayor Cllr J Davies

Walton Community Centre – Cllr M Green

Stafford & Stone Access Group – Cllr Mrs C Collier

Stone Common Plot Trustees – Cllrs Mrs C Collier, G Collier, Mrs J Hood, R Kenney and M Shaw

Stone Community Hub Liaison Group – Cllrs Mrs J Farnham, M Green, A Osgathorpe, Mrs J Hood and R Kenney

Members of the public are welcome to attend the General Purposes Meeting as observers.

# Stone Town Council – Tourism & Town Promotion Sub-Committee

## Minutes of the meeting held in Stone Station Community Centre on Tuesday 23 May, 2017

**PRESENT:** Councillor I Fordham in the Chair and  
Councillors Mrs C. Collier, Mrs K. Green, Mrs J. Hood, J. Davies, R. Kenney and M.  
Williamson

Co-opted Member: Mr J. Heal

By Chairman's invitation: M. Green

**ABSENT:** P. Leason and Mrs J. Piggott

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**TTP18/001**    **Apologies**

P. Leason and Mrs J. Piggott

**TTP18/002**    **Declarations of Interest and Requests for Dispensation**

None received

**TTP18/003**    **Representations from Members of the Public**

None received

**TTP18/004**    **Train Service - To Receive Updates**

Jon Heal provided an update on train services in Stone.

Trains resumed at Stone on 14 December 2008 after a gap of nearly five years. This has successfully put the town on the national transport map. People now have easy access for both work and leisure facilities in the town.

The Department for Transport should announce in June who will run the franchise (under West Midlands Rail, supported by Staffordshire County Council and other councils) for the next few years. The contenders are Govia/London Midland or Abellis. The service calling at Stone will change in December 2018 (it will be direct to Birmingham, requiring a train change for Euston). North staffs Rail Promotion Group (NSRPG) will be talking to the franchisee when known.

Community Rail is now a compulsory part of rail franchises. London Midland are now actively involved and details of two officers able to provide support in respect of Stone Station were given.

The train service updates were noted.

**TTP18/005**     **Stone Town Trail - To Consider the draft wording for the latest edition**

The Committee considered the wording of the latest edition of the Stone Town Trail.

**RECOMMENDED:** To accept the wording of the Stone Town Trail leaflet.

**TTP18/006**     **Visit Staffordshire - To Consider whether to re-subscribe to the Service**

The committee considered the benefits of Visit Staffordshire and whether the Town Council should re-subscribe. It was suggested it might provide an opportunity within the wider strategy to promote the town.

**RECOMMENDED:** That the Chairman and Vice Chairman review the benefits of Visit Stafford and report their findings to a future meeting of the Committee.

**TTP18/007**     **Visit by Coach – To Consider being Part of the Scheme**

The Committee considered the benefits of being part of the Visit by Coach scheme which promotes a destination to the industry, encourages passengers into businesses and footfall into the quieter parts of town.

The Chairman suggested considering the issue was premature and that an investigation be undertaken to establish how the scheme works in other towns, as well as a determining a broader strategy for Stone town.

**RECOMMENDED:** That the Chairman and Vice Chairman consider Visit by Coach within a wider strategy framework for promoting the town and report back to a future Sub-Committee meeting.

**TTP18/008**     **Items Referred from General Purposes Committee on 25 April 2017**

a) Town Centre Issues (Draft Minute GP17/190)

i) Market Advertising

**RECOMMENDED:** That the Chairman and Vice Chairman consider market advertising within a wider strategy framework for promoting the town, and report back to a future Sub-Committee meeting.

ii) Establishment of a Town Centre Partnership

**RECOMMENDED:** That the Chairman and Vice Chairman consider the establishment of a Town Centre Partnership within a wider strategy framework for the town, and report back to a future Sub-Committee meeting.

b) Members Motions under Standing Order 4 (Draft minute GP17/191)

Councillor Mrs J Hood

"I ask the General Purposes 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.”

Councillor Mrs Hood reported on a meeting she had attended with traders where a briefing was given on the ENJOY STAFFORDSHIRE card.

**RECOMMENDED:** That the Chairman and Vice Chairman consider implementation of an ENJOY STONE card within a broader strategy for promoting the town, and report back to a future Sub-Committee meeting.

**Town Mayor**



## Stone Town Council Grant to Stone Community Hub

### Grant Monitoring Feedback

#### Organisation Details

Contact: Karen Wardell  
 Address: Frank Jordan Centre, Lichfield Street, Stone, ST15 8NA  
 Email: [manager@stonecommunityhub.org](mailto:manager@stonecommunityhub.org)  
 Role: Manager

#### Grant Details

Purpose of Grant: To support the financial viability of The Hub during its journey to self-sufficiency  
 Amount Awarded: £6,000 @ £500pm (£4,500 received to date)  
 Dates of Award: June 2016 – May 2017

The Hub has a running cost of around £36,000 per annum. This is generated from Grants, Donations and Fundraising Events. The STC Grant therefore covers a substantial 17% of total costs.

How the Grant has been used:

- Creation of a more attractive venue to encourage attendance
- Expansion of the services to a wider section of our community
- Provision of a new Youth Club
- Support of overheads including 2 part time staff

#### About Stone Community Hub

No of Staff: 2 part time workers & one Youth Club worker paid per session  
 No of Volunteers: 16+

The Hub is dedicated to improving the lives of residents of Stone and surrounding villages by providing support and advice in times of need. Our activities are a life-line for many. Our motto "Making Lives Better" sums up our Objectives.

Our Support is provided in 3 main areas:

- (1) Reducing Poverty and its Effects:**  
(Advice Centre, Job Club, Family Law Clinic, Money Advice and Budgeting, Food Parcels)
- (2) Combating Social Isolation:**  
(Drop-in Centre, Knit and Natter, Crafting, Breast-feeding Support Group)
- (3) Encouraging Youth Interaction:**  
(Stone Youth Cafe, Youth Activities, Volunteering Opportunities)



## Direction

Our activities are overseen by a Board of Trustees who meet monthly or more often when required to do so.

Day to day operation is carried out by the part time centre manager and another part time member of staff. They are supported by volunteers.

The Hub has also benefited from the input of a STC Liaison Group that meets quarterly and comprises Councillors, Trustees and the Centre Manager.

## Beneficiaries

The numbers of people benefitting from the activities supported by the STC Grant during the Grant period to 19<sup>th</sup> May 2017:

Daytime Drop In	Numbers	Comments
Number of Sessions	188	
Footfall (previous 12 months)	2851 (2657)	+8%
Number of individual visitors	437	1/3 male 2/3 female, 30% under 18's
Footfall At:		
Job Club	21	
Knit Natter & Craft	167	
1:1 Support Sessions	574	64% female 26% take 1+ hour Ages: 20% U25, 54% 26 – 49, 26% 50+
<b>Youth Club</b>		
Number of sessions	32	
Footfall	275	57% female, ages 11-13

Outcomes for Those Seeking Help:

Practical Help	Numbers
Discussion of Options	296
Food Parcels Given	211
Social Interaction Facilitated	177
Computer Help Given	82
Emergency Funds Given (bus fare, gas meter etc)	10
Forms Completed	17
Phone Calls/Appointments Made in Support	33
<b>Type of Help</b>	
Benefits Applied For	233
Family & Personal Advice	372
Health & Disability Advice	236
Housing Support	95
<b>Benefit by Area</b>	
Mental Health	59
Older People	41
Family Cohesion	236
Employment Support	130
Improved Access to Services	69



## How has the work done impacted the local community?

The Hub has considerable reach within our community across age ranges and both sexes.

The Hub is gaining a strong reputation within the community for providing practical interventions and facilitating access to specialist organisations.

We are becoming a focal point for the provision of advice and support and were recently asked to host a local mental health /wellbeing event.

## Will Our Work Continue After The Grant Ceases?

At the start of the last year, the Charity had only £7,000 in the bank, enough to support less than 3 months activity. Our current balance has risen to around £21,000 enough to support around 7 months, however, our main fundraising events for the year have been completed and we will be supporting our activity from our balances for the coming months.

We have not yet reached our goal of creating a reserves buffer to tide us over unexpected setbacks and so the loss of a £6,000 grant will certainly be keenly felt. We will need to continue to tightly control overheads and will seek other grants (though we are aware that small charities are finding grants increasingly difficult to come by).

## Summary

Trustees and Management are exceptionally grateful to Stone Town Council for its wholehearted support over the last year. Without the Grant we may not have found our way through the 12 months and we would certainly not be in a relatively sound position financially.

Our continuing relationship with Stone Town Council has also enabled us to demonstrate our reputation to other Grant providers and most probably helped us to obtain other financial support.

We have not yet the confidence to claim self-sufficiency but we are certainly moving towards that goal.