

Stone Town Council – Tourism & Town Promotion Sub-Committee

Minutes of the meeting held in Stone Station Community Centre on Tuesday 18 July, 2017

PRESENT: Councillor I Fordham in the Chair and
Councillors: Mrs J. Hood, P. Leason, Mrs K. Green, Mrs J. Piggott and Mrs C.
Collier.

Co-opted Member: Mr J. Heal

ABSENT: Councillor M. Williamson

TTP18/009 **Apologies**

Councillor M. Williamson

TTP18/010 **Declarations of Interest and Requests for Dispensation**

None received

TTP18/011 **Representations from Members of the Public**

None received

TTP18/012 **Train Service - To Receive Updates**

Jon Heal provided an update on train services in Stone.

The Department for Transport has not yet announced which company will be running the franchise – Govia/London Midland or Abellis.

London Midland will be carrying on a little longer, to next February at least. The reason for the delay in making an appointment is not known but London Midland are having a meeting on Thursday 27 July 2017 (Stone Station Community centre) and anyone with an interest is welcome to attend.

HS2 are consulting on the Birmingham to Crewe route and a number of others.

The Town Clerk advised that the materials supporting the Parliamentary Bill for Phase 2a of HS2 had been received at the Town Council offices (today) and a computer is expected tomorrow for the electronic deposit of the Bill material. This address will be the formal deposit location for the parish (to be listed in the newspaper and other notices relating to the bill and appear on the gov.uk website).

* Items marked with an asterisk refer to reports or papers circulated with the agenda or distributed at the meeting. They are attached as an appendix to the signed copy of the Council minutes.

The issue of the rail head was raised and the Town Council will need to consider its approach to the consultation once the opportunity is available.

The train service update was noted.

The Chairman advised that he wished to change the order of listing for the remaining items on the agenda.

TTP18/013 **Stone Town Centre Development Strategy**

The Sub-Committee considered a Development Strategy paper* prepared by the Chairman, Councillor Fordham (which had also been distributed to local business in the town).

The purpose of this document is to recommend a set of strategies and supporting actions that can be used over time by all stakeholders to support the development of the Town Centre. The broad strategy is to build on the positives of Stone as a town and to address any drawbacks with the aim of increasing footfall.

The primary role of Stone Town Council should be to co-ordinate an overall strategy; encourage improvements in infrastructure; develop and promote Town Centre attractions, encourage the local business community initiatives, help broker agreements between third parties; and offer practical advice and support whenever possible.

The key strategies are: to improve the appearance and environment, strengthen events and attractions, improve shop/business frontages and strengthen business promotion.

A Town Centre Partnership Steering Committee is suggested as a vehicle for considering initiatives which shops and other businesses can use to increase footfall in the Town Centre and directly encourage an increase in trade.

Councillor Fordham was congratulated on producing an extremely comprehensive and well written document.

RECOMMENDED: That the draft Stone Town Centre Development Strategy be formally accepted by Stone Town Council.

As part of the Strategy two Working Groups would be set up:

- Group 1: Appearance and Environment; and
- Group 2: Events and Attractions

The following Members expressed an interest in joining Group 1: Appearance and Environment: Councillors: I. Fordham, R. Kenney and P. Leason.

RECOMMENDED: That Thomas Kelt is co-opted to Group 1: Appearance and Environment.

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The following Members expressed an interest in joining Group 2: Events and Attractions: Councillors: I. Fordham, R. Kenney, Mrs J. Hood and J. Davies.

RECOMMENDED: That Tony Hollinshead is co-opted to Group 2: Strengthen Events and Attractions.

It was agreed that the Chairman and Town Clerk jointly consider the best method to approach Town Centre businesses in order to move the strategy forward.

TTP18/014 **Update from Working Group**

Town Guide Working Group

Councillor Mrs Hood reported that progress was being made although there has been an issue with the selling of advertising. After negotiations, it has been decided to appoint another supplier. The group will be meeting within the next month to consider the document.

RECOMMENDED: That the Town Guide Working Group be incorporated into the Events and Attractions Group (Group 2).

The Town Clerk advised that, as the two groups had a different membership, it would be necessary to determine the membership of the new combined group, but that this could be done at the next General Purposes Committee meeting.

Working Group for Marking the Death of the Sovereign or Royalty

Councillor Davies reported that a meeting would be called within the next month to consider a protocol.

Commemoration to Mark 100 years since the end of World War 1 in 2018

Councillor Mrs Hood advised that arrangements are going well. She informed the group that a War Bride production, enacted by pupils of Christchurch Academy, would take place on 14 September 2017.

Council Website – tourism information

RECOMMENDED: That the General Purposes Committee, consider incorporating this group with the Development Strategy Group 2: Events and Attractions.

The Town Clerk again advised that, due to differences in current membership, the make-up of the new, combined Events and Attractions Working Group would need to be determined, but this could be done at the next General Purposes Committee meeting.

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TTP18/015 **Battle's Over – A Nation's Tribute**

The Sub-Committee considered a letter from the Chairman of the National Association of Local Councils advising that 1000 beacons will be lit across the UK at 7pm on 11 November 2018 as a national commemoration in remembrance of the end of World War 1 and the many millions who were killed and wounded. Stone Town Council are asked to take part in the event.

Councillor Leason advised that a report, being considered by the PCC when they next meet, had recommended (as desirable) the removal of a beacon located at the top of St Michael's tower. The Rector will be recommending that the report is noted, but not that the beacon is removed.

It was agreed that this item be brought back to the next meeting of the Sub-Committee, when the position should be clearer.

Town Mayor