



Town Clerk

Les Trigg

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15 Station Road
Stone
ST15 8JP

7 December 2020

Dear Councillor,

A VIRTUAL meeting of the **TOURISM & TOWN PROMOTION SUB COMMITTEE** will be held on **TUESDAY 15 DECEMBER 2020** at 7.00pm for consideration of the matters itemised in the following agenda.

The meeting will be streamed live on YouTube and members of the public are welcome to observe.

View Meeting: <https://www.youtube.com/channel/UCXHYe7pCvT-mVBouN3IUTWQ>

I trust you will be able to attend.

Les Trigg
Town Clerk

Councillors: Mrs J. Hood (Chair), I. Fordham (Vice Chair), T. Adamson, A. Best, J. Davies, P. Leason, J. Powell and C. Thornicroft

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. **Minutes of Previous Meeting**

To confirm as a correct record the minutes of the meeting of the Tourism & Town Promotion Sub-Committee held on 17 March 2020, Minute No's TTP20/037 – TTP20/046 (attached)

5. **Christmas Illuminations**

To review the Christmas lights provision including Christmas trees and lights at Walton.

6. **Calendar of Events 2021**

- To discuss a post Covid-19 event in Stone.
- To discuss a celebration of the 75th Anniversary of Victory in Europe Day (VE75+1), an event which could not take place in 2020.

7. **Calendar of Events 2022**

To consider a celebration during the additional Bank Holiday and four day holiday weekend in honour of the Queen's Platinum Jubilee.

8. **Budget 2021-22 – 2023-24**

To consider the report of the Town Clerk (attached).

9. **Reports from Working Groups**

To receive a report from the Chairman of the Sub-Committee and working groups:

- Town Centre Appearance and Environment Working Group
- Town Centre Events and Attractions Working Group

10. **Exclusion of the Press and Public**

To resolve, pursuant to the Public Bodies (Admission to Meetings) Act 1960, that the Public and Press be excluded from the meeting whilst the next items of business are discussed on the grounds that publicity would be prejudicial to public interest by reason of the confidential nature of the debate.

11. To confirm as a correct record the confidential minutes of the Tourism & Town Promotion Sub-Committee, held on 17 March 2020, Minute No's TTP20/037 and TTP20/046 (attached)

Will any Councillors who wish to speak at this meeting, but are not members of the Sub-Committee, please inform the Chairman before the start of the meeting

Members of the public are welcome to attend the Tourism & Town Promotion Sub-Committee Meeting as observers and/or to make representations to the committee in accordance with the Council's scheme of public participation. Details of this scheme are displayed in the Council's notice boards and are also available from the Town Council and its website.

Stone Town Council – Tourism & Town Promotion Sub-Committee

Minutes of the Meeting held in the Council Chamber at 15 Station Road, Stone, on Tuesday 17 March 2020

PRESENT: Councillor Mrs J. Hood in the Chair and
Councillors: T. Adamson, R. Kenney, P. Leason (from TTP20/041) and
C. Thornicroft

By Chairman's invitation: No Councillors

ABSENT: Councillors: A. Best, J. Davies, I. Fordham, M. Green, P. Leason (to TTP20/040) and
J. Powell

TTP20/037 **Apologies**

Councillors: A. Best, J. Davies, I. Fordham, M. Green, P. Leason (to TTP20/040)
and J. Powell.

TTP20/038 **Declarations of Interest and Requests for Dispensation**

None received

TTP20/039 **Representations from Members of the Public**

None

TTP20/040 **Minutes of Previous Meeting**

That the minutes of the Tourism & Town Promotion Sub-Committee meeting
held on the 7 January 2020 (Minute Numbers TTP20/029 – TTP20/036), be
approved as a correct record.

TTP20/041 **Calendar of Events**

An updated copy of the calendar of events for 2020-21 was circulated to Sub-
Committee Members.

The Town Clerk proposed that due to the coronavirus (COVID-19) outbreak, all
events up to the end of May are cancelled, with a review of the events going
forward at the end of each month. This would include cancellation of St George's
Day and Council organised VE Day commemorative events. The viability of the
Music Festival (in July) should be considered at the end of April.

* 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.

Councillor Leason advised that no public church services would be held until the end of May 2020.

TTP20/042 **Great British Clean Up on March 29th**

The Chairman informed the Sub-Committee that the Great British Clean Up national event had been cancelled.

TTP20/043 **Reports from Working Groups**

To receive reports from Working Groups:

Town Centre Appearance and Environment Working Group

Councillor Fordham was not available to provide a report.

Town Centre Events and Attractions Working Group

Councillor Kenney advised the Sub-Committee that, due to the cancellation of events he had nothing to report.

TTP20/044 **Social Media**

The Town Clerk advised the Sub-Committee that the Town Council's Facebook page, designed by the Events and Marketing Assistant to cover 'Events and News', would be going live at the end of the month.

Any changes to the design and content will be made if required, when live.

TTP20/045 **Exclusion of the Press and Public**

To resolve, pursuant to the Public Bodies (Admission to Meetings) Act 1960, that the Public and Press be excluded from the meeting whilst the next items of business are discussed on the grounds that publicity would be prejudicial to public interest by reason of the confidential nature of the debate

RESOLVED: To exclude the Press and Public from the next item of business.

TTP20/046 **Christmas Lights Contract**

The Sub-Committee received the Town Clerk's verbal and written report* considering the Christmas Lights contract for 2020 to 2022, including a number of proposals for the enhancement and maintenance of the lighting displays in the town. The written report was circulated at the meeting.

RECOMMENDED: That the General Purposes Committee awards a three year contract to Christmas Plus for the provision of Christmas Lighting displays in accordance with the terms of Standing Order 19.6 at the prices set out in paragraph 4 of the report.

* 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.

RECOMMENDED: That the full range of enhancements to the Christmas lighting displays in all locations set out in the report are purchased.

RECOMMENDED: That data is obtained to establish the carbon footprint of the displays with a view to improving energy efficiency if this is possible.

Chairman

* 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.

Introduction

1. The purpose of this report is to determine the level of budget for services under its control that the Sub-Committee wishes to recommend to the General Purposes Committee meeting on 19th January 2021.

Background

2. The General Purposes Committee on 1st December 2020 considered the standstill budget for 2021-22 and indicative figures for the next two years based on a number of assumptions contained within the report.
3. Due to the uncertainty resulting from the Covid-19 pandemic, the standstill budget has been prepared on the following basis:
 - a. Individual budget lines have all been prepared on the basis of a return to pre-lockdown (i.e. October 2020) service levels from December 2020, and a return to full, normal service levels from April 2021.
 - b. A “Coronavirus Contingency” has been provided within the General Purposes Committee budget to cover the ongoing cost of the pandemic above this level. The Sub-Committee is not required to consider this aspect of the budget.
4. The figures for this Sub-Committee on the above basis are:

Actual		Budget	Forecast	Budget	Budget	Budget
2019-20		2020-21	2020-21	2021-22	2022-23	2023-24
£		£	£	£	£	£
14,900	Christmas Lights	26,600	21,200	23,100	18,400	18,800
360	Advertising	-	-	-	-	-
17,281	Tourism & Town Promotion	7,600	9,000	20,000	20,400	20,800
-214	Community Bus	-	-	-	-	-
32,327	TOTAL	34,200	30,200	43,100	38,800	39,600

5. In respect of the figures above, Members should note:
 - a. The Christmas Lights budget includes the cost of providing the lights, and the electricity to run them, but not the costs of the switch-on event which are included

in this Sub-Committee's Tourism & Town Promotion budget. This budget reflects the agreed contract payments to Christmas Plus together with a contingency for maintenance and replacement of the infrastructure and Council owned lights. For 2020-21 a number of enhancements were agreed to the lights, which have been included within the forecast and future budgets. It did not, however, prove possible to replace the lights at Walton Shops this year, so provision has been made in the 2021-22 and subsequent budgets to cover these costs.

- b. The advertising budget has now been removed, as it was utilised to fund the post of Marketing and Events Assistant. Promotion for specific town events will continue to be charged as part of the event costs.
 - c. The Tourism and Town Promotion forecast for the current year reflects the Council's inability to hold its usual events due to the pandemic. It does, however, include a provision of £1,500 to meet the full cost of Christmas Trees throughout the High Street, whereas the Council usually only funds a small number of these trees. The budget for 2021-22 and subsequent years includes provision for hanging baskets throughout the town centre (£5,250), the Christmas lights switch-on event (£3,000), and a general provision for town promotion events, including the Music Festival (£11,750).
 - d. The Community Bus trial ended in 2018-19, but a refund was received from the operator in 2019-20, so it is included here to show a complete picture of last year's spending.
6. As reported to the meeting of the General Purposes Committee on 1st December, the standstill budget is just the starting point for the budget process. Members will want to review this standstill budget and the amounts provisionally included. In addition, there are likely to be other areas where Members will want to undertake new developments or stop/change the things that the Council is doing now.
7. The Sub-Committee is asked to consider the standstill budget and any areas of growth or savings which they would want to be taken into account in setting the budget for 2021-22 and future years.

Recommendations

8. Members are asked to recommend their proposed budget for consideration by the General Purposes Committee on 19th January 2021.