

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

Minutes of the meeting held in the Council Chamber, 15 Station Road, Stone, on  
Tuesday 19 October 2021

**PRESENT:** Councillor Mrs J. Hood in the Chair and  
Councillors: A. Best, J. Davies, Mrs L. Davies, I. Fordham, R. Kenney, P. Leason,  
J. Powell and C. Thornicroft

By Chairman's invitation: No Councillors

**ABSENT:** Councillors: M. Green

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**TTP22/018** Apologies

Councillor: M. Green

**TTP22/019** Declarations of Interest and Requests for Dispensation

None received

**TTP22/020** Representations from Members of the Public

None

**TTP22/021** Minutes of Previous Meeting

The minutes of the Tourism & Town Promotion Sub-Committee meeting held on the 31 August 2021 (Minute Numbers TTP22/008 – TTP22/017), were approved as a correct record.

**TTP22/022** Christmas Lights

The Chairman invited the Town Clerk to update the Sub-Committee on the planning application submitted to Stafford Borough Council for a new Christmas lighting display at Walton shops.

The Town Clerk advised the Sub-Committee that the planning application had moved to the consultation stage with a consultation close date of 5 November 2021. The application would be listed on the next Planning Consultative Committee agenda.

The Christmas Lighting contractor has confirmed that he is willing to be flexible in making a second visit to install the lights after the supporting poles have been

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erected. The sockets to support the poles have already been installed in the ground.

The Town Clerk advised the Sub-Committee that the Highways Department had asked for information on the light outputs.

The Sub-Committee was satisfied that it was now a matter of waiting and hoping that the planning application goes through the system quickly enough to deliver a good lighting display in Walton for Christmas 21.

**TTP22/023 Christmas Lights Switch On**

The Chairman advised the Sub-Committee that the arrangements for the Christmas Lights Switch-On were going well with the running order and everything else on target. She said that a second more festive draft of an advert in Christmas colours had been prepared. There would however be no St John first aid this year.

Only three schools had confirmed that they will be participating to date but there has been a lot of Covid-19 amongst young children in schools. Staff want to be sure about the distancing arrangements between school groups and appropriate arrangements will be in place. There will also be a back up entertainment plan, should there be any issue with numbers.

The Chairman said that she hoped Councillors would put their names down to assist with marshalling duties on the evening.

The Chairman advised the Sub-Committee that the Walton Switch-On and the Virtual Switch-On will be going ahead on the same evening. The ladies producing the video will be meeting with 'A Little Bit of Stone' to discuss the broadcasting arrangements.

Councillor Mrs Hood said 'A Little Bit of Stone' would be creating a dedicated Christmas Lights events page and asked everyone if they would share this on Facebook.

**TTP22/024 Members' Motion under Standing Order 4**

**Councillor Jonathan Powell**

*'I would like the Tourism & Town Promotion Sub-Committee to consider reviewing the marketing and titling of the Craft and Collectable market and upgrading the signage promoting the markets around Stone Town, for recommendation to the General Purposes Committee'.*

Councillor Powell advised the Sub-Committee that some of the market stallholders had raised the point with him that they were more artisan than craft based and questioned whether it would be better to retile the market as an 'Artisan and Collectibles' fayre to raise more interest from shoppers.

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Councillor Powell advised the Sub-Committee that along with other Councillors he would like to see both the Craft and Collectibles and the Farmers' Market signs improved at the town borders. This would assist in raising an interest in the town's markets.

The Sub-Committee expressed its support for upgrading the signs which were confirmed to be in poor condition and in need of updating. However, the word 'Artisan' would conflict with a business of that name in the town.

The Sub-Committee suggested seeking external assistance with the design by commissioning a graphic designer or enquiring whether an IT student at Alleyne's Academy might like the opportunity to design a sign for the Craft and Collectibles market. It was suggested that the Town Council Crest be incorporated.

The Sub-Committee suggested that Stafford Borough Council commit to replacing the Farmers' Market signs which would be an appropriate use of the grant funding it received from the Government following the Covid-19 pandemic.

RECOMMENDED: That the Town Council approach Alleyne's Academy to enquire whether a student would like to produce a design for a new Craft and Collectibles market sign for the promotion of Stone markets.

RECOMMENDED: That further consideration be given to retitling the Craft and Collectibles Market, before the new designs are made up.

#### **TTP22/025 Reports from Working Groups**

To Chairman invited the Working Groups to address the Sub-Committee:

##### **Remembrance Plaques Working Group**

Councillor J. Davies advised the Sub-Committee that Councillor Mrs Davies was in touch with Oak Tree Farm but they were not quite ready to produce the first cut of a wall plaque.

Councillor Davies advised the Sub-Committee that each plaque would be considered individually in respect of whether the Conservation Officer's approval was needed, prior to installation in the Conservation Area.

Councillor Davies expressed his grateful thanks to Mr Steve Booth of the Civic and Historical Society who has assisted him in obtaining the addresses of fifty soldiers (commemorated on the war memorial) who served in World War 2. The Working Group are now able to look at the order of priority for producing the plaques.

Councillor Davies said that the Working Group hoped completion of the project would coincide with the Queen's Platinum Jubilee celebrations next year.

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### **Promotion of Stone Working Group**

The Chairman advised the Sub-Committee that the Working Group had not met.

### **Queen's Platinum Jubilee Working Group**

The Chairman reported that the Working Group had not met but small steps had been taken to move forward with the Queen's Platinum Jubilee preparations.

**Chairman**

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