



Town Clerk

Les Trigg

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15 Station Road
Stone
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23 December 2021

Dear Councillor,

A meeting of the **TOURISM & TOWN PROMOTION SUB COMMITTEE** will be held in **St Michael's Suite at the Frank Jordan Centre, Lichfield Street, Stone**, on **TUESDAY 4 JANUARY 2022 at 7.15pm**, or upon the rising of the Management Sub-Committee, if later.

Please find the agenda set out below.

In view of the current situation regarding the pandemic, meetings may be rearranged or cancelled at short notice. Anyone planning to attend should check the Council's website before setting out. All attendees are asked to wear face masks throughout, other than when speaking as part of the meeting.

Les Trigg
Town Clerk

Councillors: Mrs J. Hood (Chairman), I. Fordham (Vice Chairman), A. Best, J. Davies, Mrs L. Davies, M. Green, P. Leason and C. Thornicroft

AGENDA

1. **To receive apologies for absence**
2. **Declarations of Interest and Dispensations under Section 106 of the Local Government Finance Act 1992.**

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 19 October 2021, Minute No's TTP22/018 – TTP22/025 (attached)

5. **Christmas Lights 2021**

To receive an update on the Christmas lighting.

6. **Calendar of Events 2022**

To consider the plans for events in 2022 including the arrangements for:

- St Georges Day
- Christmas lights/Competition/Christmas film
- Music Festival
- Stone by the sea
- New events for 2022

7. **Signage**

To consider the retitling of the craft and collectables market.

Note: in accordance with minute TTP22/024 Alleyne's Academy will be approached regarding the design of a new promotional sign once any change to title has been determined.

8. **Markets**

To consider matters related to the Town Markets.

9. **Budget 2022-23 – 2024-25**

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

10. **Reports from Working Groups**

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

- Remembrance Plaques Working Group
- Promotion of Stone Working Group
- Queen's Platinum Jubilee Working Group

- Market Strategy (Market Pricing & Strategy)

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 on the Town Council's notice boards and website.

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

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

* 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.

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

The 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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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 25th January 2022.

Background

2. The General Purposes Committee on 7th December 2021 considered the standstill budget for 2022-23 and indicative figures for the next two years based on a number of assumptions contained within the report.
3. Despite the uncertainty resulting from the Covid-19 pandemic, the standstill budget has been prepared on the basis that all Council services will continue at broadly their current level. Any adjustments required in this respect will be considered by the General Purposes Committee before the budget is finalised.
4. The figures for this Sub-Committee on the above basis are:

Actual		Budget	Forecast	Budget	Budget	Budget
2020-21		2021-22	2021-22	2022-23	2023-24	2024-25
£		£	£	£	£	£
21,268	Christmas Lights	23,100	21,200	26,650	22,100	21,150
360	Advertising	-	-	-	-	-
8,605	Tourism & Town Promotion	20,000	17,600	23,250	23,950	24,650
-2,473	Town Market	-10,300	-8,000	-10,400	-10,700	-11,000
27,760	TOTAL	32,800	30,800	39,500	35,350	34,800

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. The 2021-22 forecast includes the costs of the new lighting arrangements at Walton

Shops which have now been installed. The 2022-23 budget allows for the cost of the required re-wrapping of the Plane Tree with new lights.

- 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 a reduction in the number of events organised by the Council due to the pandemic. It does, however, include a provision of £2,500 to meet the full cost of Christmas Trees throughout the High Street. The budget for 2021-22 and subsequent years includes provision for hanging baskets in the Town Centre (£5,500), the Christmas lights switch-on event (£3,000), High Street Christmas Trees (£2,500), Remembrance Plaques (£250) and a general provision for town promotion events, including the Music Festival (£12,000). No specific provision has been made for the Queen's Platinum Jubilee Event.
 - d. The Town Market forecast for 2021-22 shows reduced expenditure due to the Market Square currently not being let on a regular basis. For 2022-23, the budget has assumed broadly current levels of market operation and a resumption of Market Square letting income from April 2022.
6. As reported to the meeting of the General Purposes Committee on 7th 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 2022-23 and future years.

Potential Budget Changes

8. The Sub-Committee may wish to consider whether it intends to meet the cost of the Queen's Platinum Jubilee event from the £12,000 events contingency, or whether it will require a one-off additional budget for the occasion.

Recommendations

9. Members are asked to recommend their proposed budget for consideration by the General Purposes Committee on 25th January 2022.