



Town Clerk

Les Trigg

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15 Station Road
Stone
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18 May 2022

Dear Councillor,

A meeting of the **TOURISM & TOWN PROMOTION SUB COMMITTEE** will be held in the **Council Chamber at 15 Station Road, Stone** on **TUESDAY 24 MAY 2022** at **7.00pm** for consideration of the matters itemised in the following agenda.

Please find the agenda set out below.

Les Trigg
Town Clerk

Councillors: Mrs J. Hood (Chairman), C. Thornicroft (Vice Chairman), A. Best, J. Davies,
Mrs K. Dawson, P. Leason and S. Walley

AGENDA

1. **To receive apologies for absence**
2. **Declarations of Interest and 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 15 March 2022, Minute No's TTP22/036 – TTP22/042 (attached)

5. **Calendar of Events 2022**

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

- Queen's Big Lunch and other events – including a request for volunteer stewards
- Commonwealth Games Baton Route in Stone
- Florence Brass Band Concert in Stonefield Park
- Stone by the Sea
- Christmas Lights Switch-On

6. **Hanging Baskets**

To consider the hanging basket displays in the town.

7. **Reports from Working Groups**

- Remembrance Plaques Working Group
- Promotion of Stone 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 St Michael's Suite at the Frank Jordan Centre,
Lichfield Street, Stone, on Tuesday 15 March 2022

PRESENT: Councillor Mrs J. Hood in the Chair and
Councillors: R. Kenney, P. Leason, J. Powell and C. Thornicroft

Officers: Mr L. Trigg and Mrs T. Williams

By Chairman's invitation: No Councillors

ABSENT: Councillors: A. Best, J. Davies, Mrs L. Davies, I. Fordham and M. Green

TTP22/036 Apologies

Councillor: A. Best, J. Davies, Mrs L. Davies, I. Fordham and M. Green

TTP22/037 Declarations of Interest and Requests for Dispensation

None received

TTP22/038 Representations from Members of the Public

None

TTP22/039 Minutes of Previous Meeting

The minutes of the Tourism & Town Promotion Sub-Committee meeting held on the 4 January 2022 (Minute Numbers TTP22/026 – TTP22/035), were approved as a correct record.

TTP22/040 Calendar of Events 2022

The Sub-Committee considered its plans for Town Council events in 2022 which included the arrangements for the following events:

- St George's Day
The Town Clerk confirmed that the arrangements for St George's Day on Saturday 23 April 2022 had been put into motion but confirmation of the time was awaited.

He also confirmed that schools had been contacted to find out whether they were interested in taking part, with one response received so far.

* 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.

- Concert in Stonefield Park

The Sub-Committee considered the idea of holding a concert in Stonefield Park and suggested it take place on Sunday 14 August 2022 at 1:00pm (subject to the availability of Florence Brass Band).

The Sub-Committee suggested:

- Asking the Florence Band to play music that fitted in with the Queen's Platinum Jubilee Celebrations.
- Ordering a couple of marquees for the band, an ice cream van and a quantity of chairs (for the band and for spectators).
- That the pavilion be used for serving tea, coffee, cake and perhaps an afternoon tea.
- That volunteers are invited to transport attendees to the park in their own vehicles. Stone Helpline could be asked to support the arrangements.
- Stone Lions, Age Concern, WI and Town Councillors are asked to support the event. The Lions may be willing to look after the catering arrangements.
- Asking Morrisons if they would donate some scones, jam, and clotted cream.
- Asking the Burma Star Committee/Organiser whether the Burma Star Commemoration will be taking place this year as it could tie in with the day.
- Contacting Borough Care to see whether the new care home in Stone would like to be involved.

- Stone by the sea

The Sub-Committee considered holding a Stone by the Sea event again this year – towards the end of August, which is a lot of fun and very popular with families.

It was suggested that donkey rides and buckets and spades are available again as an important feature of the day.

A Punch and Judy show was suggested but this may not be appropriate this year.

- Open Day in Council Chamber

The Chairman advised the Sub-Committee that she had suggested holding an open day in the Council Chamber towards the end of the year on a Saturday.

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People will enjoy looking at the artifacts which could be tied in with National Heritage Day in October.

The Sub-Committee suggested a tidy up and finding homes for pictures that are not currently hung.

TTP22/041 Markets

The Sub Committee considered matters related to the Town Markets.

The Chairman expressed her view that the Town Council could not complain about cars entering the High Street when market traders are parking their vehicles alongside marquees and ignoring requests to remove them once unloaded.

The Sub-Committee agreed that this situation should not be occurring and the Town Clerk said that he would follow the matter up.

The Chairman asked whether it would be possible to have a contingency plan to deal with situations where the Town Council's market is cancelled because high winds are forecast, which then do not occur on the day.

There have been a small number of days where the Borough market has gone ahead with very little wind and the Town Council's market hasn't. The Committee acknowledged that Stafford Borough Council uses a higher wind speed threshold than the Town Council.

The Committee agreed that the Town Council had to rely on the Met Office and BBC weather forecast data and if the forecast involves gusts of wind higher than the Council's threshold there would be no other option than to cancel the market. If the wind speeds are borderline, consideration could be given to the positioning of the marquees and whether they are sheltered or exposed.

The Committee acknowledged that at some point a decision has to be taken and market traders need sufficient notice particularly with goods such as food which may require 2 days' notice as a minimum. For other goods, asking people to attend last minute would probably not work as alternative arrangements will have been made.

The Sub-Committee concluded that allowing a market to go ahead in inclement weather can be a difficult call. The Town Council want traders to benefit from the footfall the market brings but public and trader safety is paramount.

The Town Clerk advised the Sub-Committee that he was looking at purchasing more weights to secure the marquees.

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TTP22/042 Reports from Working Groups

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

Remembrance Plaques Working Group

Councillor J. Davies and Councillor Mrs Davies were not available to provide a report.

Promotion of Stone Working Group

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

Market Strategy (Market Pricing & Strategy)

The Town Clerk advised the Sub-Committee that this working group was there if needed but usually only meets when there is a major issue.

Chairman

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