

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

Minutes of the meeting held in the Council Chamber at 15 Station Road, Stone,  
on Tuesday 24 May 2022

**PRESENT:** Councillor Mrs J. Hood in the Chair and  
Councillors: A. Best, J. Davies, R. Kenney, J. Powell, C. Thornicroft and S. Walley

Officers: L. Trigg and Mrs T. Williams

By Chairman's invitation: No Councillors

**ABSENT:** Councillors: Mrs K. Dawson and P. Leason

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**TTP23/001 Apologies**

Councillors: Mrs K. Dawson and P. Leason

**TTP23/002 Declarations of Interest and Requests for Dispensation**

None received

**TTP23/003 Representations from Members of the Public**

None

**TTP23/004 Minutes of Previous Meeting**

The minutes of the Tourism & Town Promotion Sub-Committee meeting held on the 15 March 2022 (Minute Numbers TTP22/036 – TTP22/042), were approved as a correct record.

**TTP23/005 Calendar of Events 2022**

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

- Queen's Big Lunch  
The Chairman advised the Sub-Committee that plans to deliver an excellent fun filled Queen's Platinum Jubilee weekend for the people of Stone, were progressing very well.

A number of vendors had been secured for 'The Big Lunch' on Sunday 5 June, as well as entertainment for the children (including face painting and fair ground

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\* 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.

rides) and a good line up of live bands on stage. The event will begin with a performance from the Florence Brass Band and the Scout & Guide Marching Band will also be taking the stage.

The Chairman advised the Sub-Committee that every consideration had been given to public safety with appropriate risk assessments undertaken. A paramedic will be in attendance.

The public are invited to bring their picnics or purchase from local food vendors that will be in attendance at this free to enter event.

The Town Mayor has invited Ukrainian refugees living locally to attend and is awaiting to know their number.

The Chairman asked for volunteers to come forward to act as stewards on the day.

- Commonwealth Games Baton Route in Stone

The Chairman advised the Sub-Committee that a meeting had been held today about the Commonwealth Games Baton Relay which it had been confirmed will be coming to Stone on 19 July, beginning at 3:00pm (but the time could be up to half an hour earlier or one hour later):

The baton will be brought down the A34 onto the Fillybrooks, turning off at Walton Roundabout towards the Canoe Club where the entourage will rest and the baton carrier, who hasn't been confirmed, will paddle a canoe to the steps (before getting out again). They will then head up Crown Street, round on to Newcastle Street and down the High Street.

Banners will be produced, and bunting installed by the Town Council.

The Town Council will also let the local schools know.

The Chairman said that the latest information on the Relay will be fed back after another scheduled meeting has taken place.

The Chairman asked again for volunteers to come forward to act as stewards.

- Florence Brass Band Concert in Stonefield Park

The Chairman reminded the Sub-Committee that Florence Brass Band will be performing in a concert in Stonefield Park on 14 August 2022. She suggested that the concert be built around the Burma Star commemoration and that Councillor Leason be contacted for advice on the arrangements.

It is hoped that a cream tea can be served in the pavilion (subject to obtaining permission from Stafford Borough Council) and that an ice cream man will be in attendance.

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- Stone by the sea  
The Town Clerk advised the Sub-Committee that it had been agreed that Stone by the Sea would be held from 17 to 20 August 2022 with the usual sand pit installed in Market Square. There will be new features this year with a Marvel Day (with Marvel characters) and another day with a dinosaur theme.
- Christmas Lights Switch-On  
The Chairman advised the Sub-Committee that the Christmas Lights Switch-On would be held on 17 November 2022. Planning had not commenced yet but Christmas Lights Plus had the date in their diary.

A 'wash up' meeting for last year's event is still needing to be arranged.

**TTP23/006 Hanging Baskets**

The Chairman advised the Sub Committee that the hanging baskets were out in the town (with the exception of the railing boxes) but the displays needed to be distributed more evenly around the public areas.

**TTP23/007 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 as far as the production of the plaques was concerned, the Working Group were waiting for Oak Tree Farm to get back up to speed following the Covid-19 pandemic.

Councillor Davies had spoken to the Town Clerk about any legal issues that needed to be covered in respect of installing plaques on properties.

One of the next tasks of the Working Group included visiting the properties identified to make judgement about whether they were suitable to receive a plaque.

**Promotion of Stone Working Group**

Some members of the Sub-Committee expressed the view that the Promotion of Stone Working Group was no longer needed post Covid-19 and it was agreed that the item be listed on the next agenda for consideration of its closure.

Councillor Walley reported on traders concerns about low footfall in the town and that the Promotion of Stone Working Group could consider this issue.

**Market Strategy (Market Pricing & Strategy)**

The Chairman advised the Sub-Committee that a very good and vibrant market was held last weekend which helped Stone to shine.

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Councillor Mrs Hood said that she hoped traders in the town had been pleased with the day.

**Chairman**

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