



Town Clerk

Les Trigg

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17 October 2022

Dear Councillor,

A meeting of the **TOURISM & TOWN PROMOTION SUB COMMITTEE** will be held at the **Frank Jordan Centre, Lichfield Street, Stone** on **TUESDAY 25 OCTOBER 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

Co-opted

Member: Mr J. Cook

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 16 August 2022, Minute No's TTP23/008 – TTP23/016 (attached)

5. **Calendar of Events 2022**

To consider events in 2022 including:

- Stone by the Sea
- Christmas Lights Switch-On
- Anniversary of the death of the Earl of St Vincent Commemoration
- Classic Car Event
- Puppet Festival
- St George's Day
- King Charles III Coronation
- Any other suggested events

6. **Market Signage**

To receive an update on the replacement of the town's roadside market signs.

7. **Waterside Events**

To receive an update from the Town Clerk in response to Councillor Walley's proposal to explore the possibility of holding a floating market at Stone canal side during 2023.

Councillor Walley's Members Motion, referred to the Tourism & Town Promotion Sub-Committee by the General Purposes Committee on 6 September 2022 (Reference: Minute Number GP23/075), is attached.

8. **Refurbishment of Rebekah**

To consider an email from Joe Fuller, whose father donated the boat 'Rebekah' for use by Stone in Bloom (attached).

9. **Stone Traders Group**

To consider a proposal and an invitation from Stone Traders Group:

- a) To consider a proposal from the Stone Traders Group along with Stone Food & Drink Festival for a programme of events in 2023 (proposal attached).
- b) To consider an invitation that one member of Stone Town Council is invited to attend the Stone Trader's Group Director's Meeting, held every four to six weeks (email attached).

10. **Reports from Working Groups**

- Remembrance Plaques 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 at 15 Station Road, Stone, on Tuesday 16 August 2022

PRESENT: Councillor Mrs J. Hood in the Chair and
Councillors: A. Best, J. Davies, R. Kenney, P. Leason and J. Powell

Officers: L. Trigg and Mrs T. Williams

By Chairman's invitation: No Councillors

ABSENT: Councillors: Mrs K. Dawson, C. Thornicroft and S. Walley

TTP23/008 Apologies

Councillors: Mrs K. Dawson, C. Thornicroft and S. Walley

TTP23/009 Declarations of Interest and Requests for Dispensation

None received

TTP23/010 Representations from Members of the Public

None

TTP23/011 Minutes of Previous Meeting

The minutes of the Tourism & Town Promotion Sub-Committee meeting held on the 24 May 2022 (Minute Numbers TTP23/001 – TTP23/007), were approved as a correct record.

TTP23/012 HS2

The Chairman welcomed Mr Trevor Parkin of the Stone Railhead Crisis Group to the meeting and invited him to provide an update on the current position with HS2 as it affects the Stone area.

Mr Parkin expressed the Crisis Group's appreciation of the Town Council's support over the previous six years. He said the group had gone quiet of late because it was working behind the scenes trying to influence the Government on its decision.

Mr Parkin delivered his presentation (using an overhead projector), which included details of HS2 Ltd's plans to build a railhead in Yarnfield and Stone Railhead Crisis

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Group's proposal to move its location to Aldersey's Rough.

Mr Parkin explained the reasons, in the opinion of Stone Railhead Crisis Group, that the Railhead was not a feasible proposition in Stone from an engineering, economic, transport and logistics perspective.

He talked about the many risk factors of the Yarnfield site and presented his views on the advantages of Aldersey's Rough which included cost savings, utility advantages, construction on ground that was sound, hidden from view (no visual impact) and away from neighbouring homes. He also suggested that this site would allow delivery by rail much more quickly, relieving pressure on the road network.

Mr Parkin put forward Stone Railhead Crisis Group's suggestions for making the rail network more beneficial to the area and beyond (with or without HS2 Phase 2a and 2b going ahead) as he believed there were no service advantages from the HS2 railway for local people.

After Councillors had taken the opportunity to ask questions, the Chairman thanked Mr Parkin for his attendance, on behalf of members of the Sub-Committee.

Mr Parkin left the meeting after his item had concluded.

TTP23/013 Calendar of Events 2022

The Chairman invited the Town Clerk to provide an update on the calendar of event noticeboard displays in the town for 2022.

The Town Clerk advised the Sub-Committee that as part of a town noticeboard review the calendar of events and business directory would be updated. He said he was awaiting final approval for the artwork which will now incorporate Crown Wharf and the Leisure Centre area.

The Sub-Committee considered past and future Town Council events in 2022 which included the arrangements for the following:

- **Florence Brass Band Concert in Stonefield Park**

The Chairman advised the Sub-Committee that the Florence Brass Band Concert, held on Sunday 14 August, had been a resounding success and appeared to have been enjoyed by all who attended. Councillor Mrs Hood said that she hoped the event would be held again next year and included in the calendar (discussed above).

The Concert was a big team effort with the Town Council providing cream teas and the Marquee Contractor, Grounds Maintenance Contractor and the new Park Ranger delivering their services on the day. The Band had enjoyed playing and the Town Mayor and Chairman of the General Purposes Committee had also offered their support to the occasion.

A Burma Star commemoration took place during the concert and the attendance

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of the Army Cadets was greatly appreciated.

- Stone by the Sea

The Chairman advised the Sub-Committee that Warwick's Funfair was currently bringing the sandpit and rides into the town in preparation for the event to open tomorrow (Wednesday 17th to Saturday 20th August).

The Chairman pointed out that the event will be free for families to enjoy and will hopefully benefit businesses in the town as well if greater numbers of people make a visit.

- Christmas Lights Switch-On

The Chairman advised the Sub-Committee that a meeting had been held with Christmas Lights Plus to discuss the Christmas Lights Switch-On event on Thursday 17th November.

Councillor Mrs Hood said the staging will be installed at the top of the town as there is a long line of sight down the High Street providing a better view to more people than would be the case if the stage was positioned in Market Square.

- Any other suggested events

The Chairman invited the Sub-Committee to offer suggestions for future events.

Councillor Leason made the point that next year (on 13 March) would be the 200th anniversary of the death of the Earl of St. Vincent and that the Borough Council was looking at having a service on 12 March in consultation with HMS Collingwood.

Councillor Leason suggested that the Town Council consider holding an event in Stone, perhaps on Saturday 11 March, in conjunction with St Michael & St Wulfad's Church.

The Sub-Committee agreed that a commemorative event should be held, particularly as the Earl of St. Vincent was a strong-minded Stone person who had wanted to be buried in the town.

The Sub-Committee suggested the Town Council work with HMS St. Vincent Association and contact its members as soon as possible.

TTP23/014 Town Clock

The Sub-Committee considered the current situation with the timekeeping of the High Street Clock which has not been accurate for a considerable period despite a sizable sum of money being spent on repairs over a number of years.

The Sub-Committee noted that although included on the agenda due to the clock's impact on the appearance of the town, the budget for its upkeep was the responsibility of the Estates Sub-Committee.

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The Chairman informed the Sub-Committee that the Joules clock (which had been restored after removal from another location and a long period of storage) was held very dear by the people of Stone as it was an important part of the town's heritage.

RECOMMENDED: That the Estates Sub-Committee is asked to consider the future of the town clock.

TTP23/015 Promotion of Stone Working Group

The Committee considered whether the Promotion of Stone Working Group should be disbanded, after a suggestion was made at the last meeting that the working group was no longer needed.

The Town Clerk advised the Sub-Committee that the Promotion of Stone Working Group had been set up during the Covid-19 pandemic in 2020 to look at getting the High Street up and running again after the first lockdown. There had been several meetings held followed by proposed actions and a budget created for the year 2021-22.

However, no bids were put forward for the funding and once the town was up and running again no further meetings of the working group took place.

RESOLVED: That the Promotion of Stone Working Group is disbanded.

TTP23/016 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 Oak Tree Farm was starting to open up again but was currently refurbishing the pottery workshop which needed to be complete before the production of an example plaque.

Councillor Davies advised on his plans to visit the properties identified as homes of WW2 soldiers to make judgement about whether they would be suitable to receive a plaque.

Promotion of Stone Working Group

This working group has now closed (see Minute Number TTP23/007 above).

Market Strategy (Market Pricing & Strategy)

The Chairman reminded the Sub-Committee that the Craft Market signs were in very poor condition and needed to be replaced as soon as possible.

The Chairman advised the Sub-Committee that through social media the craft market had been promoted and there has been a number of new stands. She said the craft market was the ideal opportunity for new businesses to test how their products are

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received.

Chairman

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Stone Town Council – General Purposes Committee

Minute GP23/075 of the General Purposes Committee meeting on Tuesday 6 September 2022:

GP23/075 Members' Motion under Standing Order 4

Councillor Steve Walley proposed that:

"Whilst attending the Norbury Canal Festival, I was introduced to the coordinator of the Roving Canal Traders Association. One of the key aims of the RCTA is to hold waterside events that provide opportunities for roving canal traders. The RCTA were holding such an event at the Norbury festival which featured a number of barges operating a floating market, selling a selection of products, many of which were locally produced. The coordinator of the event was interested in exploring the possibility of holding such an event at Stone canal side. Holding these events requires coordination with other regional RCTA events in addition to the logistics of getting all the barges to the town. The RCTA require the blessing of town/parish councils before they will enter into any formal discussions or carry out site visits to assess the practicalities of holding an event. Holding a floating market at Stone canal side would be a great way to make more of the towns canal heritage, encourage more local residents to get onto the canal and attract new visitors to the town.

I would ask the Council to request that the Town Clerk approaches the RTCA to explore the possibility of holding a floating market at Stone canal side during 2023"

The exploration of this proposal was supported by the Committee, but a number of issues were discussed that would need to be resolved before such a market could be held. This included the level of activity currently on the canal and the number of independent and reserved moorings in the area. It was suggested that a discussion be held with the holiday let business in the area.

RESOLVED:

To support the exploration of this proposal and ask the Town Clerk to report back to the Tourism and Town Promotion Sub-Committee.

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From: Joseph Fuller
Sent: 13 May 2022 10:21
To: Town Clerk
Cc:
Subject: Rebekah - Refurbishment

Dear Friends,

Many years ago, my father provided the boat "Rebekah" as part of efforts for Stone in Bloom. It was once a very smart exhibit and really looked very fine. As we all know, the boat is now in pretty poor condition aesthetically, with extensive corrosion and rotten timber elements. It has been in my mind for several years to offer the opportunity to help sort this out for the benefit of the town.

I have enough contacts to cover all aspects of the refurbishment of the boat. My suggestion would be that it would be sensible at this stage to have the boat removed, shot blasted and primed to remove all traces of rust and provide a fresh start. I could arrange transit for this free of charge. There would probably be a nominal cost for shot blasting and priming (under investigation).

My proposition is that as much of the work as possible would be undertaken at cost price or by sponsorship. I could undertake construction of new wooden elements, and fitting. I have contacts who have already said they would be willing to work on the decoration and lettering (one being my sister "Rebekah" who the boat was named after).

A local supplier would be interested in providing timber also based on an initial discussion. If the businesses concerned could have a sign showing their support for the project and allowing a bit of an advert, this would close the loop and keep thing united / show local care. I could arrange artwork for this digitally, and I imagine we could also find a local company to print it at very low cost.

Overall my aims would be:

To see the Rebekah restored to a stable and pleasing condition where basic maintenance will ensure she remains looking smart. Renewal of all rotten timber elements. Re-decoration and lettering (possibly including of a new scheme by collaboration with locals artists). To facilitate and lead the project, involving local businesses as appropriate. To produce artwork for an advert promoting those who have supported practically or financially. To keep costs low by intelligent collaboration.

If this is of interest, I would be happy to discuss it further with the Council and representatives.

In the first instance, please reply by email or feel free to contact me or leave a message on

With Warm Regards,

Joe Fuller

STONE TRADERS GROUP & STONE FOOD & DRINK FESTIVAL PROPOSAL FOR REGULAR STONE TOWN CENTRE EVENTS 2023

to support Stone Town Centre businesses and bring needed footfall to Stone

Stone Town Centre, like many small towns and High Street's across the UK need support to help them survive. Stone's unique mix of independent businesses, sprinkled with regional and national retailers make it an attractive place to shop, socialise and mix. However, numbers are on the decline, even more so since Covid 19, and the town needs to be pro-active in bringing residents and visitors into the town centre regularly.

Stone Traders Group and Stone Food & Drink Festival, both not for profit organisations, make this proposal to Stone Town Council and Stafford Borough Council to bring regular Events to Stone town centre in 2023 and beyond. We believe this proposal will not only support the businesses in town but raise the profile of Stone as a destination town, open for business and welcoming all.

OVERVIEW

Stone Traders Group & Stone Food & Drink festival are excited to present this proposal to Stone Town Council and Stafford Borough Council seeking agreement to allow us to promote Stone town centre, the heart of Stone, by way of regular 'themed' events throughout 2023, enhancing and supporting other events throughout the year. We strongly believe the modern High Street needs to be providing regular, quality, affordable events for residents and visitors to be drawn to the High Street and it become a habit to attend events. These habits are then embedded into the attendee which then becomes the norm. Regular, cost effective, 'themed' events is another tool to achieve this.

To measure the public's appetite for these events we carried out a town centre questionnaire at the recent Food & Drink Festival, by tick box on paper, scanning a QR code on site and completing online via our Facebook page 'Stone is where the Heart is'. The reason for carrying out the survey at the F&D Festival was to get an accurate response on Events in the town and what people want to see from a modern High Street. Those canvassed were ideal because;

1. 55% of the 340 surveyed come to town **at least once a week**
2. It is being completed by those who already enjoy Stone and have a vested interest and therefore more likely to deliver on the result of the survey.
3. Those completing at the festival have already committed to spending money to enter the F&D Festival and are a good example of the type of customer needed for our High Street to survive.

The Objective

1. *Raise the footfall of Stone High Street.*
2. *Encourage new visitors and residents to discover Stone as a destination.*
3. *Raise the profile of Stone as a great place for shopping, hospitality and work.*

Questionnaire Results

The clear message was people want to see more events in the town. They want a reason to come into Stone and by doing so can engage with the businesses whilst in town. However, advertising is key, and resources need spending on advertising and promotion of events if they are to be successful.

Current Events in town received the following feedback:

- **Monthly Farmers Market** - 84% visit the farmers market regularly or infrequently, giving an overall score of 7.84 out of 10. This popular monthly event is still highly regarded and a vital part of the High Street's existence which is valued by Stone.
- **Monthly Craft & Collectable Market** – 46% have visited the Craft & Collectables market. Of those that have, gave it a score of 6.58% out of 10. This market has been improved over the past few years but still needs further improvement by way of greater promotion to be successful.
- **Street Food Events** - 82% visit Stone Street Food regularly or infrequently, giving an overall score of 7.94% out of 10. This new addition to Stone since 2019 is popular and brings in a different crowd, including many from outside of Stone.
- **STG Christmas Market** – our very first Christmas market last year, put together in under a month proved very popular, including a free Santa's Grotto. With the support of Morisons, we gave away 192 selection boxes who visited Santa that day. We were delighted to get 53% say they attended our first Christmas market, giving an outstanding score of 8.22 out of 10.

Rationale

The overwhelming feedback from the 340 respondents was they wanted more Events; themed events, music events, more use of market square. This valuable feedback has driven our proposal for 2023 with the hope we receive support from the Council's to make this happen for the residents, visitors and businesses.

- **Street Food** - 81% want to see more Street Food Events in town, with only 2% saying they did not.
- **Monthly 'themed' market** – 75% said yes and 24% said maybe they would support a new monthly 'themed' market or Event in town. *Of the options 32% wanted to see a mix of traders, 26% food markets, 22% crafts & artisan, with 10% for clothes and car boot.*
- **Entertainment** – 72% said yes and 26% said maybe they would like to see more entertainment in the High Street, *with 48% wanting this at weekends, 42% both weekends and weekday evenings and 10% during weekday evenings only.*
- **Music** – many people asked to see more live music and entertainment in the High Street when asked what they'd like to see. This has formed a large part of our proposal.

OUR PROPOSAL

Having demonstrated we can deliver economic, sustainable events in Stone over the past few years we believe we now have the data to support our proposal and the experience, knowhow and people to deliver the proposal in full. We therefore propose to deliver three key Events, two of which are based on monthly occurrence, so the customer gets into the habit of coming to the events and that habit drives success. These three key events are.

1. **Monthly Stone Street Food** – from April to October every 3rd Thursday of those months 3.00 – 9.00pm

These popular events are successful as previously explained, wanted by the public and deliberately put on during the week so not to impact on hospitality businesses during weekend trade.

2. **Stone's Sunday Series** – this brand new monthly High Street Event every 3rd Sunday of the month from March to December with times varying dependent on event.

These will include markets such as makers market, Artisan market, Collectors market, Antique market, Christmas market and German market. It will also incorporate Miniature festivals like Cheese & Ale, Classic Cars, Bikes and Car Boot Sale. The key is they are regular events in town where eventually residents and visitors may not even know what is on, just that something is on and available every 3rd Sunday.

Choosing Sundays has no impact on any STC markets or events, it's a popular day where many have free time and businesses have a choice to open or not. Business feedback say some events on Saturday's help trade but others do not, so there may be an opportunity to get another valuable day's trading with many people in the town on an additional day. It will be our task to get businesses to buy into Sunday opening once a month.

3. **Charitable Music Festival** – Saturday 27th – Monday 29th May 2023

This brand-new event across a whole bank holiday weekend will incorporate the High Street, Market Square and many business venues in town and possibly the Amphitheater and Stonefield Park. Charitable funds to support AEDdonate in Stone.

- *Full music stage at the top of the High Street all weekend playing live music from Saturday through to Monday until 8pm (not taking trade from hospitality during the evening)*
- *Small Acoustic stage in Market Square to play music on a smaller scale*
- *Live music played in various venues across the Town bringing together the whole town for one bank holiday weekend.*

Resources

To make the whole package possible requires the use of contractors who are supplying goods and service at a discounted rate. The use of volunteers where possible and the buy in from market traders, food vendors, event attendees and local businesses. All these are available to us, giving us the confidence to make this happen.

We now need the approval of Stone Town Council to allow us to deliver for the town, and for Stafford Borough Council to agree to these events through a management plan, risk assessments and road closure orders. We are confident we shall receive approval from SBC for the proposal.

Project Deliverables

Deliverable	Description
Monthly Street Food	<p>Up to 20 street food vendors lining the High Street as a regular monthly event from April to October during the 3rd Thursday of each month. It is important, if agreed, that we stick to these regular dates and not required to move any for other events in town. This confuses the public. We have looked at the diary of previous years and the only event that may clash is Stone by the Sea. This could be held during the second week in August. We have ensured these dates don't clash with Stafford Walking Street Events.</p> <p>Dates: 20th April, 18th May, 15th June, 20th July, 17th August, 21st September, 19th October</p>
Monthly Sunday Series	<p>Themed Events on the 3rd Sunday of each month from March till December. Times likely to be 10am – 3pm (depending on type of event) Again, this is critical to establish consistency, therefore no other events should clash in town. We don't believe any current events clash with our proposed dates.</p> <p>Dates: 19th March, 16th April, 21st May, 18th June, 16th July, 20th August, 17th September, 15th October, 19th November, 17th December</p>
Annual Music Festival	<p>Create a full bank holiday weekend of live music across Stone Town Centre. This Event is the costliest to put on and would require support from STC, SBC and local businesses. We believe we can pull together the funding required to put on this 'free' music event in town.</p> <p>It will be critical that the High Street is closed for the full three days and that no other events are in town that weekend. It would be unlikely the Town market could go ahead on Saturday 27th May due to logistical issues.</p> <p>The event would include security and all required licenses from SBC.</p> <p>Dates: 27th 28th 29th May</p>

Timeline for Execution

All key stakeholders have been approached and are in agreement this can be delivered.

As previously stated, promotion and advertising are key to any event, but even more so with new events. We require a decision on our proposal by 31st October 2022 to allow us the time to organise and confirm events and bookings.

There is a huge amount of work here and as many are volunteers to reduce costs, we need as long as possible to aid the planning process.

EXPECTED RESULTS

Financial Benefits

- Town Businesses – increased footfall gives a greater chance for increased sales
- Councils – more Events in town, supported by Councils prove a desire to deliver on residents and visitor wishes to see more in town.
- Traders – more events mean more sales for food/market vendors, increasing the popularity of Stone as a destination.

Technical Benefits

- Residents – support to local businesses and groups through attendance and more reason to visit the town centre.
- Visitors – new visitors to Stone, further enhancing Stone's reputation as a great place to visit, live and work.
- Councils – seen to be supporting STG and F&D Festival in bringing new ideas and fresh thinking to a small town in need of support.

PRICING

We believe STC should be supporting the proposal in full. Other than the Saturday of the music festival, all other 19 dates proposed do not clash with any market day provided by STC, being Tuesday's, Friday's and Saturday's. We are therefore not taking any potential income away from STC with our proposal.

However, as we have previously agreed to STC requests for payment to hold an event in Stone Town Centre it would be acceptable to us to make the following offer.

Proposed Fee (paid to STC)	Price
All Street Food Events (proposed x7)	£200 per event
Sunday Series Events (proposed x10)	£100 per event
Music Festival (funded by sponsorship)	No Cost
Total Income for STC (if all proposed events go ahead)	£2,400.00

CONCLUSION

We all want Stone Town Centre to thrive. The modern High Street is changing and Stone's unique blend of independent shops, bars and restaurants, together with more well-known businesses all need protecting and helping to ensure Stone remains a great place to live and to visit. The High Street is the heartbeat of Stone which is why STG and Stone F&D Festival were born. We are prepared to work harder than ever to keep Stone Town Centre what it is, but we need support from STC and SBC.

We understand the economics of charging us to put on events, but we may need additional support, other than just agreement, for the Music Festival. This will be expensive, and with us taking on the responsibility to deliver a weekend of music, would be delighted if STC would consider subsidising the event if possible. More recent music events held by STC have cost the taxpayer quite heavily, so with us taking the financial burden and risk away from STC we are hoping for a payment towards the cost which would be very welcome.

We look forward to your response and hope for a positive outcome. If you require additional information or attendance at a meeting, we would be pleased to attend.

Ed Stant

Secretary, STG

On behalf of Stone Traders Group and Stone Food & Drink Festival

1st September 2022

Les Trigg

From: Ed Stant
Sent: 29 September 2022 11:31
To: Les Trigg
Cc: Ed Stant
Subject: Stone Traders Group - Invite

Dear Les,

At the last STG Directors meeting it was agreed to offer a formal invitation to one member of Stone Town Council to attend our Directors meetings, which are held every 4-6 weeks.

It was felt it may be a good opportunity for a Councillor to see and hear the goings on of the Town's businesses and the challenges we face and report directly back to STC where appropriate.

If accepted, that STC representative would be welcome to make comments at the meetings, but for clarity, not be a Director. We would however, welcome any positive feedback from your chosen Councillor. It would be STC choice of Councillor and we would not stipulate it had to be the same person each time, that can be open for you to decide what is best.

On a separate subject, I hope our recent proposal for 2023 Events was not too much of a shock, but STG, alongside Stone Food & Drink Festival are especially keen to evolve Events in 2023 and beyond, for the good of everybody connected with the Town.

Kind regards,

Ed Stant

Secretary, STG