

# 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 25 October 2022**

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

Officers: L. Trigg and Mrs T. Williams

By Chairman’s invitation: I. Fordham and T. Kelt

**ABSENT:** Councillors: A. Best and P. Leason  
Co-opted Member: J. Cook

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**TTP23/017 Apologies**

Councillors: A. Best and P. Leason  
Co-opted Member: J. Cook

**TTP23/018 Declarations of Interest and Requests for Dispensation**

None received

**TTP23/019 Representations from Members of the Public**

None

**TTP23/020 Minutes of Previous Meeting**

The minutes of the Tourism & Town Promotion Sub-Committee meeting held on the 16 August 2022 (Minute Numbers TTP23/008 – TTP23/016), were approved as a correct record.

**TTP23/021 Calendar of Events 2022-23**

The Sub-Committee considered past and future Town Council events in 2022-23 which included the arrangements for the following:

- Stone by the Sea  
The Chairman advised the Sub-Committee that Stone by the Sea was a successful event for families and always resulted in lots of positive feedback.

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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.

With the cost-of-living crisis it was good to offer a variety of free events for families as well as attracting people into town to use the shops and support local eateries.

- Christmas Lights Switch-On

The Chairman advised the Sub-Committee that the Christmas Lights Switch-On event would be taking place on 17 November 2022 and this year have a 'Matilda' theme.

Rooftop Studios and a good number of local school choirs had signed up to perform a variety of songs with Sam Lloyd taking on the role of compere once again.

Councillor Mrs Hood asked Town Councillors to volunteer as stewards for the evening if they were available.

- Anniversary of the death of the Earl St Vincent Commemoration

Councillor Mrs Hood advised the Sub-Committee that the Earl St Vincent had been a local hero in Stone and had chosen to be buried in St Michael & St Wulfad's Church yard rather than in London's St Pauls Cathedral.

The Sub-Committee agreed that a working group should be set up to consider the arrangements for a commemoration event in March 2023 to mark the anniversary of his death and honour his life.

It was agreed that the working group's membership would consist of Councillors: Mrs J. Hood, J. Powell, Mrs K. Dawson, R. Kenney and T. Kelt.

- Classic Car Event

The Chairman advised the Sub-Committee that the organiser of the Classic Car Show was keen to hold an event next year and a firm date in mid-September was awaited.

- Puppet Festival

The Chairman advised the Sub-Committee that David Leech of Pelham Puppets was keen to bring his show to Stone but needed to first establish how it would work.

- St George's Day

The Chairman advised the Sub-Committee that the St George's Day Re-enactment was another popular free event for families and the Knights had been booked to perform again in 2023, on the nearest Saturday to 23 April.

As St George is also the Patron Saint of Scouts, the Scout and Guide Band had expressed a wish to have some involvement in the event next year. The Knights will be consulted to see what they think and how the Band could be worked into the programme.

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- King Charles III Coronation

Councillor Mrs Hood advised the Sub-Committee that the date for King Charles III's Coronation had been confirmed to be taking place on Saturday 6 May 2023. She said the occasion would be celebrated locally in Stone High Street (due to Westbridge Park being unavailable) and it had been suggested that it be combined with the Council's annual Music Festival. This will be another free event in the town and the Town Council has the support of Stafford Borough Council.

The Sub-Committee agreed that a working group be set up to consider the arrangements for a King Charles III Coronation Day event in Stone on the weekend of Saturday 6 May and that its membership should consist of Councillors: J. Davies, Mrs K. Dawson, Mrs J. Hood, R. Kenney, J. Powell and S. Walley.

The Sub-Committee noted that 6 May 2023 was also a Farmers' Market Day and a decision had been taken to bring the market forward by one week.

- Any other suggested events

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

Councillor Davies suggested that the 80<sup>th</sup> anniversary of the death of Flight Lieutenant Stubbs (who died in 1943) could be recognised in February 2023 with a small ceremony and the flying of the Ensign Flag. People could also be given the story of his life and bravery.

Councillor Davies suggested that the raising of the Texas State Flag marking Texas' independence from Mexico in 1836, be made a higher profile event in 2023. The occasion takes place on the first Saturday in March.

Councillor Walley suggested holding a crafts day for families and their children between the ages of 3 and 10 where they could bake biscuits/cookies and take part in colouring and other activities. Such an event could perhaps be held on a quarterly basis and provide the opportunity for parents to go for a coffee and do some shopping.

Although other groups and organisations provide these types of activities for young families the Sub-Committee suggested that Councillor Walley develop the proposal for a free event that will tie in with Tourism and Town Promotion.

The Chairman advised the Sub-Committee that there would be no fireworks display this year as the Chairman of the Bonfire Committee had taken the decision not to hold the event due to the unavailability of Westbridge Park. She suggested that Councillors let residents know, if asked, that the event is not connected with the Town Council.

The Sub-Committee concluded that it was good to be planning events in 2023 as some other towns had been noted to be cutting back, particularly in respect of Christmas Lights and related events.

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#### **TTP23/022 Market Signage**

The Chairman invited the Town Clerk to provide the Sub-Committee with an update on the replacement of the Town Council's four roadside market signs on the outskirts of town.

The Town Clerk advised that he had initially approached a school with a view to them inviting students to produce a design, but this had proved unsuccessful so the Town Council was now looking to produce the new signage itself.

The Town Clerk advised the Sub-Committee that the only brief given to the designer was not to use white and for the sign to be eye catching when driving by in a car.

A draft new design was handed out to Councillors who considered the signs to look a little outdated with the Town Council's corporate colours not used.

The Sub-Committee concluded that the signs could look more eye catching and asked the Town Clerk to request some alternative designs using the Town Council's colours.

The Sub-Committee also suggested investigating having one joint sign with Stafford Borough Council rather than two separate signs (one for each Council's event).

#### **TTP23/023 Waterside Events**

The Chairman invited the Town Clerk to update the Sub-Committee 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 had been referred to the Tourism & Town Promotion Sub-Committee by the General Purposes Committee on 6 September 2022 (Reference: Minute Number GP23/075).

The Town Clerk advised the Sub-Committee that the floating market organiser had been contacted and that they have agreed to examine the possibility of setting up a market in Stone once a new member of staff was in post early in the new year.

Initially, the possibility of a floating market in Stone would be put to their members and, if agreed as a potential location, they would visit to see whether the idea to hold a market event would be practical.

#### **TTP23/024 Refurbishment of Rebekah**

The Sub-Committee considered an email from Joe Fuller\* (issued with the agenda for the meeting), whose father donated the boat 'Rebekah' for use by Stone in Bloom.

The Town Clerk advised the Sub-Committee that he had spoken to Joe Fuller who had confirmed that he was interested in being involved in the refurbishment of Rebekah but would get back to him when he was in a position to commit time to the project.

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Councillor Mrs Hood shared co-opted Member Mr J. Cook's comment that he would like to see Rebekah refurbished.

**TTP23/025 Stone Traders Group**

The Committee considered the following proposal and invitation from Stone Traders Group:

- a) A proposal from the Stone Traders Group along with Stone Food & Drink Festival for a programme of events in 2023. A draft proposal had been enclosed with the agenda for the meeting.

The Sub-Committee considered a written proposal by Councillor Thornicroft which was circulated at the meeting and is attached as an appendix to these minutes.

Councillor Thornicroft's proposal was supported by the Sub-Committee, and both he and Stone Traders Group were thanked for the work they had done.

RECOMMENDED: That the General Purposes Committee be asked to approve Councillor Thornicroft's proposal.

- b) 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\*).

RECOMMENDED: That the invitation is welcomed, and should be accepted, but that a number of interested Councillors are put forward to attend on a rotating basis to allow relationships to be developed with more than one Councillor. If this recommendation is supported, the General Purposes Committee are asked to determine the group of Councillors to be involved, so that it is not restricted to members of the Tourism and Town Promotion Sub-Committee only.

**TTP23/026 Reports from Working Groups**

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

**Remembrance Plaques Working Group**

Councillor Davies advised the Sub-Committee that although there had been no new progress with the project just yet, he had been considering the timing for installation of the plaques which would be in the New Year.

He said the plan was first to produce a prototype plaque for consideration by the Sub-Committee. All the research had been done on the background and locations of the properties.

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

The Chairman informed the Sub-Committee that no meeting of the Market Strategy (Market Pricing & Strategy) Working Group had taken place.

**Chairman**

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