

Town Clerk

Les Trigg

15 Station Road

Stone

ST15 8JP

Tel: 01785 619740

Email: clerk@stonetowncouncil.gov.uk

11 January 2023

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 17 JANUARY 2023 at 7.05pm**, or on the rising of the Planning Consultative Committee, if later.

The agenda is set out below and I trust you will be able to attend.

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 25 October 2022, Minute No's TTP23/017 – TTP23/026 (attached)

5. **Calendar of Events 2023**

To consider the Town Council's Calendar of Events (and confirm the dates) for 2023 including:

- Texas Flag Raising, marking Texas State's independence from Mexico (Saturday 4 March 2023)
- Anniversary of the death of the Earl of St Vincent Commemoration (March 2023)
- St George's Day Re-enactment (Saturday 22 April 2023)
- King Charles III Coronation (weekend of Saturday 6 May 2023)
- Floating Market/Waterside Events (provisionally 27, 28 and 29 May 2023)
- Florence Brass Band Concert & Burma Star Commemoration (provisionally Sunday 13 August 2023)
- Stone by the Sea (Wednesday 16 to Saturday 19 August 2023)
- Classic Car Event (September 2023)
- Christmas Lights Switch-On (Thursday 23 November 2023)
- Texas Flag Raising, marking the anniversary of Texas joining the Union on 29 December 1848 (Friday 29 December 2023)
- Puppet Festival
- Any other suggested new events for 2023

6. **Stone Traders Group**

To consider a proposal from the Stone Traders Group along with Stone Food & Drink Festival for a programme of events in 2023.

An email from the Chairman of Stone Traders Group is attached.

7. **Rebekah Refurbishment**

To consider the refurbishment of canal boat 'Rebekah'.

Following previous consideration at the Sub Committee meeting on 25 October 2022 (Minute Reference TTP23/024) an email setting out further information is attached.

8. **Market Signage**

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

9. **Budgets 2023-24 – 2025-26**

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

10. **Reports from Working Groups**

- Remembrance Plaques Working Group
- Market Strategy (Market Pricing & Strategy)
- Earl St Vincent Commemoration Working Group
- King Charles III Coronation Working Group

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 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

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.

* 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 80th 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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Les Trigg

From: Ed Stant
Sent: 12 December 2022 13:02
To: Les Trigg
Cc: Ange Arnold
Subject: Adjustments to 2023 Events as discussed
Attachments: Stone Sunday Series - proposed 12.12.22.docx

Hi Les,

Amended Monday 12/12/22 as discussed on the phone today.

I've taken on board your comments and amended the proposals. We have altered some dates around so you can see there is no similar events near others, as you requested. We have removed car boots as you didn't like them and have removed the March Event altogether. Please remove the dates if you think it will help, but we think you need to see them for it to make sense.

We are pleased, but not surprised, you had no issues with Street Food from pubs and restaurants and presume this will mean the Council can accept the proposed dates. Note we have removed the April date so there would be six; from May to October.

We have moved our proposed Music Festival to the August bank holiday, as discussed.

We have added some detail to the new events and the two markets, as you requested, and you can see they are different to anything else and anything before. We were very pleased you liked the idea of a Cheese and Wine Festival and have therefore filled a void with another proposed 'new' event; Sausage and Cider Festival.

We would appreciate a final decision as soon as possible to allow us to get on and organise!

Altered Proposal following our meeting on 5/12/22 and phone call on 12/12/22 attached.

Dates for Stone Street Food: 18/5, 15/6, 20/7, 17/8, 21/9, 19/10

Music Festival: 26-28/8

Regards,

Ed

Stone Sunday Series 2023 (proposed)

- Sunday April 16 **Spring Awakening Market** - *Garden themed including plants, shrubs, herbs, ornaments, tools, pots etc – no more than 20% of stalls selling food only.*
- Sunday May 21 **Big Boys Toys** - *Cars, tractors, buses - anything with 4 wheels or more on display for visitors to see as an attraction to the town. (we have taken bikes out so it differentiates from two-wheel Tuesday)*
- Sunday June 18 **Cheese & Wine Festival** - *Cheese & wine festival to bring a new audience to Stone featuring traders such as wine merchants, glassware, cheese, tableware, etc. A brand new event to Stone*
- Saturday July 15 **Food & Drink Festival Town Edition** – *Food & Drink Market*
- Sunday July 16 **Food & Drink Festival Town Edition** – *Food & Drink Market - for 2022 to link the Food & Drink Festival to the High Street*
- Sunday August 20 **Family Dance Festival** - *family fun with dancing and singing from multiple dance studio's.*
- Sunday September 17 **Eco friendly & Sustainability Market** - *Featuring traders who follow the sustainability model i.e. Wood products, refillable bottles, no plastic waste, loose fill items, etc – any food will be in keeping with the event such as vegan, sustainably sources etc.*
- Sunday October 15 **Sausage & Cider festival** - *Market based around Sausages and cider with a variety of traders. A brand new event to Stone*
- Sunday November 19 **Christmas Market** - *Following hugely successful events in 2021 & 2022 our Christmas markets return with stalls, Free Father Christmas and music.*
- Sunday December 10 **Christmas Market** - *final event of the year and our second Christmas market.*

Les Trigg

From: Joseph Fuller
Sent: 10 January 2023 10:26
To: Les Trigg
Cc: Rebekah Parrott
Subject: Rebekah - Major Refurbishment

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Les,

It was good to chat briefly the other day regarding my proposal to help restore Rebekah. Since we spoke I have had a critical look over the boat and suggest the following actions and associated costings.

Prior to work, remove all wooden parts from boat in situ - skip and labour to complete - possibly a voluntary effort but, waste disposal would be required. Maybe the council could look into this?

1 - Relocate boat to facility for steelwork repairs and shot blasting of metal.

New steel required - Roof section (heavily corroded), rear inner deck at back of boat, rear bulkhead. Priming inside and out with 2 Part Epoxy paint system. £3000.

2 - New Steel - Optional - stepped flower display area that has rotten away re-constructed in steel so it will not rot out once more and will last longer. £1800. Else Re-Create in Timber - £900

New fitted Rudder section and Rear Deck timber elements in durable hardwood (Oak / Opepe). £750.

Paintwork and decoration - Colours, Sign writing, Panels, Diamonds, 2 X Castle Panels etc as per original. £3500 - £4500.

Whilst these are not exacting quotes, realistically I think they are representative in terms of what it will cost to do quality work that will provide longevity. A "quick job" will not have the same visual appeal, nor will it last for long. Work would be completed by a range of contacts within the industry who already undertake this kind of work regularly to high standards.

I can well imagine that the job would cost in the region of £10,000 - £12,000 once completed. As suggested before, there may be options for support with logistics and some degree of volunteer or discounted labour, but there are significant amounts of work involved to complete the project to a good standard.

I hope this helps give you a feel for likely costings for a quality job.

With Kindest Regards,

Joe Fuller

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.

Background

2. The General Purposes Committee on 13th December 2022 considered the standstill budget for 2023-24 and indicative figures for the next two years based on a number of assumptions contained within the report.
3. The standstill budget was prepared on the basis that all Council services will continue at broadly their current level. Inflation has not, however, been included in Sub-Committee budgets beyond 2022-23. A separate estimate of inflation beyond this date has been made across the whole of the Council and will be considered by the General Purposes Committee.
4. The figures for this Sub-Committee on the above basis are:

Actual		Budget	Forecast	Budget	Budget	Budget
2021-22		2022-23	2022-23	2023-24	2024-25	2025-26
£		£	£	£	£	£
21,884	Christmas Lights	26,650	18,600	21,660	20,110	20,110
14,242	Tourism & Town Promotion	28,250	23,190	24,750	24,750	24,750
-6,383	Town Market	-10,400	-5,630	-6,630	-6,630	-6,630
29,743	TOTAL	44,500	36,160	39,780	38,230	38,230

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, the cost of erecting, removing and storing the poles for the Walton Shops lights and a contingency for maintenance and replacement of the infrastructure and Council owned lights. The 2023-24 budget also allows for the periodic cost of anchor testing, which is due next year.
 - b. The Tourism and Town Promotion forecast for the current year reflects a return to pre-pandemic levels of activity. The budget for 2023-24 and subsequent years includes the cost of hanging baskets in the Town Centre (£5,500), the Christmas

lights switch-on event (£3,500), High Street Christmas Trees (£2,500), Remembrance Plaques (£250), a general provision for town promotion events (£12,000) and a small contingency. No specific provision has been made for the King's Coronation Event.

- c. The Town Market forecast for 2022-23 shows a lower than expected surplus, largely due to spending on new weights and marquee maintenance. For 2023-24 and subsequent years, the budget has assumed broadly current levels of market operation with an annual contingency of £1,200 for ongoing maintenance. No provision has been made for Market Square rental income.
- 6. As reported to the meeting of the General Purposes Committee on 13th 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 2023-24 and future years.

Potential Budget Changes

- 8. The Sub-Committee may wish to consider whether it intends to meet the cost of the proposed King's Coronation event from the £12,000 events provision, 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.