



**Town Clerk**

Les Trigg

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15 Station Road  
Stone  
ST15 8JP

9 January 2024

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 16 JANUARY 2024 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), A. Mottershead (Vice Chairman), A. Best, A. Burgess, K. Dawson, B. Kenney, P. Leason, J. Powell and C. Thornicroft

Co-opted

Member: Mr J. Cook

**AGENDA**

1. **To receive apologies for absence**
2. **Declarations of Interest, Declarations under Section 106 of the Local Government Finance Act 1992, and Requests for Dispensations.**
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 17 October 2023, Minute No's TTP24/017 – TTP24/025 (attached)

5. **Calendar of Events**

To consider the Town Council's Calendar of Events (and give updates on events that have taken place) including:

2023

Taken Place

- Remembrance Commemorations (Saturday 11 & Sunday 12 November 2023)
- Christmas Lights Switch-On (Thursday 23 November 2023)
- Texas Flag Raising, marking the anniversary of Texas joining the Union on 29 December 1845 (Friday 29 December 2023)

2024

Upcoming/To be agreed

- Texas Flag Raising, marking of Texas State's independence from Mexico (Saturday 2 March 2024)
- The Town Council's 50th Anniversary (Monday 1 April 2024)
- St George's Day Re-enactment (Saturday 20 April 2024)
- Floating Market (provisionally 25, 26, 27 May 2024)
- 80th Anniversary of the D-Day Landings (Thursday 6 June 2024)
- Puppet Tree Jamboree (July 2024)
- Music Festival (August 2024)
- Florence Brass Band Concert & Burma Star Commemoration (August 2024)
- Classic Car Event (September 2024)
- Remembrance Commemorations (10 and 11 November 2024)
- Christmas Lights Switch-On (Thursday 21 November 2024)
- Texas Flag Raising, marking the anniversary of Texas joining the Union on 29 December 1845 (Sunday 29 December 2024)
- Consideration of an alternative free event to Stone by the Sea
- Any other suggested new events for 2024 and 2025

6. **Council Facebook**

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

7. **Stone Traders' Group**

To consider Stone Traders' Group's proposed event schedule for 2024 (attached).

8. **Budget 2024-25 – 2026-27**

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

9. **Reports from Working Groups**

- Remembrance Plaques Working Group
- Market Strategy
- D Day 80 (Thursday 6 June 2024)

10. **Exclusion of the Press and Public**

**To resolve, pursuant to the Public Bodies (Admission to Meetings) Act 1960, that the Public and Press be excluded from the meeting whilst the next items of business are discussed on the grounds that publicity would be prejudicial to public interest by reason of the confidential nature of the debate.**

11. **Christmas Lights and Christmas Trees**

To consider Christmas lights and Christmas tree provision for the 2024 festive season.

A copy of the Town Clerk's confidential report, originally circulated at the meeting of this Sub-Committee on 15 August 2023, is attached.

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 noticeboards and website.

Please access the Council Chamber from the rear of the building.

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

## Minutes of the meeting held in the Council Chamber at 15 Station Road, Stone, on Tuesday 17 October 2023

**PRESENT:** Councillor J. Hood in the Chair and  
Councillors: A. Best, A. Burgess, J. Davies, K. Dawson, B. Kenney, R. Kenney, J. Powell  
and C. Thornicroft

Co-opted Member: J. Cook

Officers: L. Trigg and T. Williams

By Chairman's invitation: L. Davies

**ABSENT:** Councillors: P. Leason and A. Mottershead

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**TTP24/017** Apologies

Councillors: P. Leason and A. Mottershead

**TTP24/018** Declarations of Interest and Requests for Dispensation

None

**TTP24/019** Representations from Members of the Public

None

**TTP24/020** Minutes of Previous Meeting

The minutes of the Tourism & Town Promotion Sub-Committee meeting held on 15 August 2023 (Minute Numbers TTP24/009– TTP24/016), were approved as a correct record.

**TTP24/021** Calendar of Events

The Committee considered the Town Council's Calendar of Events for 2023-24 and gave updates on events that had already taken place:

- Classic Car Event (Saturday 23 September 2023)  
The Chairman reported that the Classic Car event had been a remarkable success and very well attended all through the day.

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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.

- Opening of Covid-19 Commemorative orchard (Tuesday 10 October 2023)  
The Chairman advised the Sub-Committee that the Opening of the Covid-19 commemorative orchard had been a pleasant and very well attended event that included a good representation of the town.

She reported on the moving words of Reverend Cartlidge and the Town Mayor and that it had been lovely to see the Grounds Maintenance Contractor, Mick Plant, in attendance and for everyone to admire the quality of his restoration work on the bench.

The Chairman said she hoped people would take a moment to sit and reflect on this awful and most unusual time.

- Remembrance Commemorations (Saturday 11 & Sunday 12 November 2023)  
The Chairman advised the Sub-Committee that a meeting had been set to talk about the final arrangements for Remembrance and she hoped that everyone would be available on 11 and 12 November to attend the commemorations.

Councillor Davies confirmed that Remembrance Sunday would conclude outside St Michael's Church at the end of the Service as the parade would not be reassembling to proceed to Market Square.

- Christmas Lights Switch-On (Thursday 23 November 2023)  
The Chairman advised the Sub-Committee that the Christmas Lights Switch-On was traditionally a great day in the town and the organisation of this year's event was well underway. The Marketing and Events Organiser was making good progress with the arrangements, securing the school choirs, the compere and Warwick's Funfair.

The Town Clerk advised the Sub-Committee that a minimum of eight stewards (in addition to those who already support the event) were needed to help on the night as Stone Lions were only able to look after lost children. As steward support was critical to the event being possible a deadline date was set for volunteers to put their names forward. He said that on the day, the role would commence at 4.30pm for a briefing in the Council Chamber and the duties were usually finished by around 8pm.

- Texas Flag Raising (Friday 29 December 2023)  
Councillor Davies informed the Sub-Committee that this was the small-scale commemoration where the Texas State Flag was raised to mark the Anniversary of Texas joining the Union in 1845.

The main event on the first Saturday in March (to coincide with the Farmers' Market) marks the anniversary of Texas gaining independence from Mexico in 1836.

#### **Events to be agreed in 2024**

- Town Council's 50<sup>th</sup> Anniversary on 1 April 2024

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Councillor Davies advised the Sub-Committee that this was a sweet and sour occasion as the Town Council existed to serve the local community but had lost valuable powers after the reorganisation of local Government.

Councillor Battrick put himself forward to be involved in the arrangements.

- St George's Day Re-enactment (Saturday 20 April 2024)  
The Sub-Committee confirmed its wish for a St George's Day Re-enactment to be held in 2024 and suggested a booking was made with the knights.
- Floating Market (provisionally 25, 26, 27 May 2024)  
Councillor Davies advised the Sub-Committee that he attended the Floating Market which was very good.

The Town Clerk confirmed that the organisers were very keen to come to Stone in 2024 but were unable to confirm availability just yet.

- 80<sup>th</sup> Anniversary of the D-Day Landings (Thursday 6 June 2024)  
The setting up of a working group to consider the arrangements for marking the 80<sup>th</sup> Anniversary of the D-Day Landings were listed separately on the agenda (Minute Number TTP24/022).
- Puppet Tree Jamboree (July 2024)  
The Chairman advised the Sub-Committee that Mr Leech of Peplum Puppets was keen to arrange a Puppet Tree Jamboree in 2024.

It was suggested the Jamboree did not take place on the same weekend as the Stone Rocks Festival at Christ Church Academy.

- Music Festival (July 2024)  
The Sub-Committee agreed in principle to the Town Council arranging a Music Festival in 2024 and acknowledged that there was a lot to organise as the biggest and most expensive event of all.

The Town Clerk suggested that consideration be given to rebranding the Music Festival in line with that of the Coronation Event, rather than continuing with its usual format.

The Sub-Committee were aware that Stone Traders were considering a music festival next year and dates would need to be co-ordinated.

The Sub-Committee noted that the Food and Drink Festival would be taking place in Westbridge Park on the first weekend in July 2024.

- Florence Brass Band Concert & Burma Star Commemoration (August 2024)  
The Chairman advised the Sub-Committee that she hoped this event could take place again next year as it was a great concert and a special commemoration in

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Stone that attracted a mixture of age groups. She said the band were remarkable, and the cream teas very well received.

The Florence Brass Band Concert was agreed in principle to take place again in 2024. The suggestion was made that the Gurkha Signal Squadron on the camp be invited to attend.

- Any other suggested new events for 2024 and 2025

The Chairman invited the Sub-Committee to consider alternative events to Stone by the Sea. She said that while visiting BOD recently two ladies had been performing circus tricks and coaching children who were testing their skills. She observed how interactive the activities were and that children of all age groups were attracted to the circus tricks.

Other ideas suggested by the Sub-Committee were a dancing event, a beer festival (although not possible), a literary festival and firework display.

The Town Clerk raised the point that anything replacing Stone by the Sea would likely have a financial implication and this would need to be considered.

#### **TTP24/022 D-Day 80**

The Sub-Committee considered the membership of a working group to mark the 80<sup>th</sup> Anniversary of the D-Day Landings on Thursday 6 June 2024.

Councillor Davies offered to put some thoughts for a commemoration together and said he would look at the names of those involved in the D-Day Landings (on the war memorial) and would make enquiries as to whether the guys on the camp were available.

The Chairman suggested displaying the pictures (previously displayed at the Queen's Platinum Jubilee) in the heritage centre.

#### **TTP24/023 Reports from Working Groups**

The Chairman invited representatives from each Working Group to address the Sub-Committee:

##### **Remembrance Plaques Working Group**

Councillor Davies advised the Sub-Committee that the project was in progress (as things were changing all the time) and that she would like to have the Heritage Centre Manager involved from the outset.

##### **Market Strategy Working Group**

The Chairman reported that no meeting of the Market Strategy Working Group had taken place.

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**TTP24/024 Exclusion of the Press and Public**

**To resolve, pursuant to the Public Bodies (Admission to Meetings) Act 1960, that the Public and Press be excluded from the meeting whilst the next items of business are discussed on the grounds that publicity would be prejudicial to public interest by reason of the confidential nature of the debate.**

RESOLVED: To exclude the Press and Public from the next item of business.

**TTP24/025 Confidential Minutes**

RESOLVED:

That the Confidential Minutes of the Tourism & Town Promotion Sub-Committee, held on 15 August 2023 (Minute Numbers TTP24/009 and TTP24/016), be approved as a correct record.

**Chairman**

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## **Introduction**

1. The purpose of this report is to consider the establishment of a Council Facebook site.

## **Background**

2. For some time, the Council has had an internet presence via its website. The establishment and operation of a Council website is, to a significant extent, governed by legislative requirements.
3. Following the establishment of the post of Marketing and Event Organiser last year, one of the tasks given to the incoming postholder was to examine the potential for establishing a Facebook site to widen the Council's web presence and provide information in a different way, that is not subject to the same legal requirements.
4. This examination has now been completed. This report considers the establishment of a suitable Facebook site.

## **Proposals**

5. A detailed presentation will be made to the Sub-Committee by the Events and Marketing Organiser, to allow for full consideration by Councillors. The key elements of the proposal are also summarised below.
6. Firstly, it is recommended that the Facebook site should be an events and news site only, and not try to replicate the range of data held on the Website. It would therefore focus on publicising the events put on by the Council, both regular, such as craft markets, and occasional, such as the Classic Cars event. News items could include, for example, information on upcoming Council meetings, progress reports on projects such as the Heritage Centre, or anything else that the Council would like to raise the profile of. It would also provide a marketing platform for the Council's community centres and the Heritage Centre.
7. All postings would be prepared by the Council's officers, though anything other than a purely factual posting would be discussed first with appropriate Councillors, such a Chairman or the Town Mayor. Nothing knowingly political will be posted, and the site will need to be managed carefully during pre-election (purdah) periods.
8. It is proposed to permit comments by the general public on the site, but not to post replies by the Council. Councillors will also be asked not to post to the site, as any comment by a

Councillor could easily be mis-interpreted by a member of the public as an official Council comment. A note could be included to explain that the Council does not reply to posts, and suggesting that anyone requiring a reply should email the Council direct.

9. The site would be administered by the Marketing and Events Organiser, with suitable cover arrangements for holidays, etc..

### **Conclusions**

10. The Sub-Committee are asked to consider this report, and the presentation by the Marketing and Events Organiser, and determine whether it wants to recommend the establishment of a Council Facebook site.

### **Recommendations**

11. It is recommended that the Sub-Committee support the proposals in this report, and recommend to the General Purposes Committee the establishment of a Facebook site along the lines of the proposal above.

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**From:** Ed Stant  
**Sent:** 10 October 2023 08:15  
**To:** Town Clerk  
**Cc:**  
**Subject:** Proposed STG/SF&D 2024 Stone High Street Events Plan

Moring Les,

Following our telephone conversation yesterday please see below our 'proposed' plan for High Street Events in 2024.

This follows an evaluation of this year's events, what is more popular and trader/business feedback.

Please note the absence of markets as these are not as popular and moving Street Food to a Friday night to compete with other events currently taking trade away and out of the High Street which is unfortunate. I will collaborate with pubs/bars this week to gauge feedback on this proposal and get to you by the end of the week.

Possibly re-branding 'Sunday Series' to 'High Street Sunday'

- Sunday 12<sup>th</sup> May – Four Wheel Festival – Anything vehicle with 4 wheels
- Sunday 25<sup>th</sup> August – Music Festival – Similar format to this year, raising funds for charity
- Sunday 15<sup>th</sup> September – Transport Festival – Selection of modes of transport from buses, tractors, cars, bikes, steam engines, etc
- Sunday 27<sup>th</sup> October – Family Halloween Festival – Dance school demonstrations, children's entertainment and activities,
- Sunday 17<sup>th</sup> November – Christmas Market 1
- Sunday 8<sup>th</sup> December – Christmas Market 2

2024 Street Food (3rd Friday of the month)

- Friday 17<sup>th</sup> May – Stone Street Food
- Friday 21<sup>st</sup> June – Stone Street Food
- Friday 19<sup>th</sup> July – Stone Street Food
- Friday 16<sup>th</sup> August – Stone Street Food
- Friday 20<sup>th</sup> September – Stone Street Food
- Friday 18<sup>th</sup> October – Stone Street Food

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

Regards,

Ed

## 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 5<sup>th</sup> December 2023 considered the standstill budget for 2024-25 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 2023-24. 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:

<b>Actual</b>		<b>Budget</b>	<b>Forecast</b>	<b>Budget</b>	<b>Budget</b>	<b>Budget</b>
<b>2022-23</b>		<b>2023-24</b>	<b>2023-24</b>	<b>2024-25</b>	<b>2025-26</b>	<b>2026-27</b>
<b>£</b>		<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
17,785	Christmas Lights	26,880	24,500	23,000	23,000	23,000
24,506	Tourism & Town Promotion	26,750	24,500	24,500	24,500	24,500
-4,144	Town Market	-6,630	-5,300	-6,100	-6,100	-6,100
<b>38,148</b>	<b>TOTAL</b>	<b>47,000</b>	<b>43,700</b>	<b>41,400</b>	<b>41,400</b>	<b>41,400</b>

5. In respect of the figures above, Sub-Committee 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 forecast also includes the periodic cost of anchor testing.
  - b. The Tourism and Town Promotion forecast for the current year includes the cost of the King's Coronation event. The budget for 2024-25 and subsequent years includes the cost of hanging baskets in the Town Centre (£5,000), the Christmas lights switch-

on event (£3,500), High Street Christmas Trees (£5,000), a general provision for town promotion events (£10,000) and a contingency for unforeseen items (£1,000).

- c. The Town Market forecast for 2023-24 shows a lower than expected surplus, largely due to spending on new road signage and marquee storage bags. For 2024-25 and subsequent years, the budget has assumed broadly current levels of market operation with an annual contingency of £2,200 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 5<sup>th</sup> December 2023, the standstill budget is just the starting point for the budget process. Members of the Sub-Committee will want to review this standstill budget and the amounts provisionally included. In addition, there are likely to be other areas where the Sub-Committee will want to undertake new developments or stop/change the things that they are 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 2024-25 and future years.

#### **Recommendations**

8. The Sub-Committee is asked to recommend their proposed budget for consideration by the General Purposes Committee.