



Town Clerk

Les Trigg

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15 Station Road
Stone
ST15 8JP

10 September 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 17 SEPTEMBER 2024 at 7.00pm** for consideration of the matters itemised in the following agenda.

Les Trigg
Town Clerk

Councillors: Mrs J. Hood (Chairman), A. Mottershead (Vice Chairman), A. Best, A. Burgess,
J. Davies, L. Davies, K. Dawson, B. Kenney and J. Powell

Co-opted

Member: Mr J. Cook

AGENDA

1. **To receive apologies for absence**
2. **Declarations of Interest**
3. **Requests for Dispensations**
4. **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.

5. **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 July 2024, Minute No's TTP25/001 – TTP25/008 (attached)

6. **Calendar of Events**

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

2024

Taken Place

- Classic Car Event (Saturday 27 July 2024)
- Florence Brass Band Concert & Burma Star Commemoration (Sunday 18 August 2024)
- Summer Circus Skills Event (Monday 19 – Wednesday 21 August 2024)
- Summer Street Party (Saturday 31 August 2024)

2024

Upcoming/To be agreed

- Remembrance Commemorations (Sunday 10 and Monday 11 November 2024)
- Vegan Market (Saturday 16 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)
- Any other suggested new events for 2024 and 2025

7. **Reports from Working Groups**

- Remembrance Plaques Working Group (Co-ordinator: Councillor L. Davies)
- Market Strategy (Co-ordinator: Councillor J. Hood)

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 16 July 2024

PRESENT: Councillor J. Hood in the Chair and
Councillors: J. Davies, L. Davies, K. Dawson, P. Leason and J. Powell

Co-opted Member: J. Cook

Officers: L. Trigg, R. Edwards and T. Williams

By Chairman's invitation: None

ABSENT: Councillors: A. Best, A. Burgess, B. Kenney, R. Kenney and A. Mottershead

TTP25/001 Apologies

Councillors: A. Best, B. Kenney, R. Kenney and A. Mottershead

TTP25/002 Declarations of Interest

None

TTP25/003 Requests for Dispensations

None

TTP25/004 Representations from Members of the Public

None

TTP25/005 Minutes of Previous Meeting

The minutes of the Tourism & Town Promotion Sub-Committee meeting held on 19 March 2024 (Minute Numbers TTP24/037– TTP24/046), were approved as a correct record.

* 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.

TTP25/006 Calendar of Events

The Sub-Committee considered the Town Council's Calendar of Events for 2024-25 and gave updates on events that had taken place:

2024 – Events that have taken place

- The Town Council's 50th Anniversary (Monday 1 April 2024)
Councillor Davies had previously advised the Sub-Committee that the 50th Anniversary of Stone Town Council would be marked with a theme/display at the Heritage Centre.

The Town Mayor informed the Sub-Committee that the 50th Anniversary of the Borough Council had been marked with a photograph of all (living) past Mayors of Stafford and he suggested that it would be nice do the same in Stone.

The Sub-Committee agreed that Mr Robinson should be asked to take a photograph of Stone Mayors (in the Heritage Centre), for the future display in the Heritage Centre.

- St George's Day Re-Enactment (Saturday 20 April 2024)
The Chairman reported that the St George's Day Re-enactment had been a successful and fun event for families. She suggested that a booking be made to secure the team for next year.

The Chairman asked that a note be made (for next year) of a blind spot near to the Knights' tent, positioned by the Crown Hotel, which had resulted in some children not being able to see the entertainment arena clearly.

- Floating Market (25, 26, 27 May 2024)
The Chairman confirmed that the Floating Market event came to Stone during the late May Bank Holiday weekend and provided a different kind of event in the town.
- 80th Anniversary of the D-Day Landings (Thursday 6 June 2024)
Councillor J. Davies advised the Sub-Committee that both commemorative events on Thursday 6th and Sunday 9th June had gone well and were positioned just right to align with the larger scale D-Day Landing Anniversary events held nationally and in Stafford. He said the town was very lucky to secure the services of Ven Ray Pentland, Past Chaplain-in-Chief of the Royal Air Force, to officiate on the Thursday, and the Sunday commemoration was appreciated by the families whose loved ones had been killed in Operation Overlord.

The Town Mayor asked that the Town Council's thanks to Councillor Davies be recorded for his work in preparing for the D-Day 80 commemorations in Stone.

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- Puppet Tree Jamboree (29 June 2024)
The Chairman advised the Sub-Committee that she was full of praise for the Puppet Tree Jamboree which was a very popular and well attended family event that brought lots of joy as well as additional footfall to the town.

The Deputy Town Mayor, Councillor Metters, attended the occasion and delivered a remarkable opening of the show.

The Town Clerk advised the Sub-Committee that the organiser, Mr Leech, had sent a very nice letter thanking the Council for supporting the event.

2024 – Upcoming/Agreed

- Classic Car Event (27 July 2024)
The Chairman advised the Sub-Committee that the Classic Car event was organised by Mr Creswell with little input from the Town Council other than to support the stewarding. The issue of clear instructions to Town Council volunteer stewards for the July event, will in due course be welcomed.
- Florence Brass Band Concert & Burma Star Commemoration (18 August 2024)
The Chairman advised the Sub-Committee that the arrangements for the event were progressing well. The Marketing and Events Organiser had resolved an issue with the order for cream teas for the day.

Circus Skills Event (Monday 19 to Wednesday 21 August 2024)

This event will be something different for the children with lots of circus activities planned.

The Chairman invited suggestions for a catchy name for this event, to be passed to the Marketing & Events Organiser.

- Music Festival (31 August 2024)
The Chairman advised the Sub-Committee that the arrangements for the event were in place and a Queen tribute band would be performing on the day.

Further details will be issued in due course and volunteer stewards are invited to come forward.

- Remembrance Commemorations (10 and 11 November 2024)
The traditional format for the Remembrance events would be adopted again this year.

The Town Mayor confirmed that a new Poppy Co-ordinator had now been appointed for Stone and poppies should be freely available to purchase.

- Vegan Market (Saturday 16 November 2024)
The Chairman confirmed that a vegan market will be taking place on Saturday 16 November 2024, hopefully attracting new people into the town.

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- Christmas Lights Switch-On (Thursday 21 November 2024)
The Chairman, Town Clerk and Marketing & Events Organiser recently met with a representative of Christmas Plus to discuss the Christmas lighting displays. It was suggested that the Plane tree lights could be used for other celebrations in addition to Christmas (they only require the flick of a switch).

The Town Clerk advised the Sub-Committee that a quotation had been received for a Remembrance display of two soldiers and a large poppy which was in the process of being considered.

He reminded the Sub-Committee that the Council will be having a completely new Christmas lighting display this year.

The Chairman invited Councillors to volunteer to be stewards.

- Texas Flag Raising, marking the anniversary of Texas joining the Union on 29 December 1845 (Sunday 29 December 2024)
Councillor Davies advised the Sub-Committee that the Texas Flag Raising event in December will be small scale, with the March Flag Raising occasion being the bigger of the two.
- Any other suggested new events for 2024 and 2025
The Chairman invited new ideas for events and Councillor Townsend informed the Sub-Committee that he had recently visited North Berwick in the Northeast of England where shops had taken part in a town heritage event. They had displayed in their windows information about the previous owners/occupiers businesses in their building, as far back in time as they could go. This idea was in collaboration with their own Heritage Centre, the idea of which could be considered in Stone.

TTP25/007 Friendship Agreement with Bagnacavallo

The Sub-Committee considered the future of the Friendship Agreement with Bagnacavallo in Northern Italy.

The Town Clerk informed the Sub-Committee that he had written to the Twinning Committee Chairman, Mr Guiseppe Termine, on behalf of the Town Council to seek clarification on the status of the activities of the 'Friends of Bagnacavallo' group (Stone Twinning Committee) under the Friendship Agreement.

The Town Clerk referred the Sub-Committee to his emails and the responses from Mr Termine which had been enclosed with the agenda for the meeting. He asked the Sub-Committee how it would like to proceed.

Mr Termine had confirmed in his response that Friends of Bagnacavallo remained active and were in touch with Amici di Neresheim Signora Gabriella Foschini. He said that he would be visiting Bagnacavallo in September for the San Michel Festival.

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The Town Mayor informed the Sub-Committee that as this year was the 20th anniversary of Stone's Friendship Agreement with Bagnacavallo he had been invited to attend the Festa di San Michele from the 26 to 29 September 2024. This year was also the 30th anniversary of the Italian town's links with Neresheim.

After previously reaffirming its commitment to the Friendship Agreement between Stone and Bagnacavallo, the Sub-Committee agreed that the Town Council should set up a working group (after the festival had taken place in September) to produce a policy that standardised a framework for the future development of international relationships between Stone and other towns and related public bodies.

RECOMMENDED: That the General Purposes Committee is asked to set up a Friendship Agreement Working Group to develop a twinning/friendship policy between Stone and other towns, nations and public bodies.

TTP25/008 Reports from Working Groups

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

Remembrance Plaques Working Group

Councillor L. Davies advised the Sub-Committee that she was continuing to experiment with clay, with the design of the plaques, their size and to research the number that were likely to be needed. She said that it was important to do the necessary research first to avoid committing money that could otherwise be wasted.

Councillor J. Davies said that the Working Group intended producing a design that could be taken forward and worked in with the launch of the Heritage Centre. The working group will be writing to the occupiers of the houses where the soldiers lived, and he acknowledged that some occupiers may not want the plaques installed on their homes.

Market Strategy Working Group

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

The Town Clerk advised the Sub-Committee that he would be submitting a report to the General Purposes Committee raising some issues about the income from the town's markets and suggesting referral to the Market Strategy Working Group for further consideration.

Chairman

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