

# **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 September 2025**

**PRESENT:** Councillor J. Hood in the Chair and  
Councillors: J. Davies, L. Davies, B. Kenney and J. Powell

Co-opted Member: J. Cook

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

By Chairman's invitation: R. Townsend and T. Kelt

**ABSENT:** Councillors: A. Best, A. Burgess, K. Dawson, R. Kenney, J. Metters and A. Mottershead

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**TTP26/010    Apologies**

Councillors: A. Best, K. Dawson, R. Kenney, J. Metters and A. Mottershead

**TTP26/011    Declarations of Interest**

None made.

**TTP26/012    Requests for Dispensations**

None received.

**TTP26/013    Representations from Members of the Public**

None received.

**TTP26/014    Minutes of Previous Meeting**

The Minutes of the Tourism & Town Promotion Sub-Committee meeting held on 15 July 2025 (Minute Numbers TTP26/001 – TTP26/009), were approved as a correct record.

**TTP26/015    Calendar of Events**

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

**2025 – Taken Place**

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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.

- Children's Whale at Westbridge Park (Tuesday 12 August 2025)  
The Chairman advised the Sub-Committee that the Whale at Westbridge Park event had been a great success and she thanked Lindsay, Marketing and Events Organiser, for her work in arranging it. She reported that the event was so popular with children that an enormous queue had to be closely managed. Ticketing would be a consideration if the whale comes to Stone again.
- VJ Day 80 Flag Raising Ceremony (Friday 15 August 2025)  
The Chairman informed the Sub-Committee that the Flag Raising Ceremony had run smoothly with Councillor Davies leading the proceedings.
- Summer Street Party (Saturday 16 August 2025)  
The Summer Street Party was a huge success, the Chairman commenting that she had never seen so many people dancing in front of the stage. Every age group was represented on the day, and all appeared to be thoroughly enjoying the entertainment.
- Florence Brass Band Concert & Burma Star Commemoration (Sunday 17 August 2025)  
The Chairman reported that Florence Brass Band had delivered a fine concert, and the Burma Star and VJ Day 80 Commemorations had been lovely with a service taken by Lay Minister, Dennis Abbott. There were many more people in attendance than previous years.

She informed the Sub-Committee that the Town Council had been let down by Morrisons Supermarket's supplier which had not delivered on the order of 130 scones.

Councillor Kelt reported that he had attended the concert and thought the refreshments, that had been purchased and baked last minute, were great.

The Chairman expressed her thanks to the lady from Age Concern who had served teas and coffees. She was also grateful to Tony Dale from the Borough Council who had been most helpful.

### **2025/2026 – Upcoming/Agreed**

The following events to be hosted by the Town Council, and their agreed dates, were noted by the Sub-Committee:

- Vegan Market (20 September 2025)  
The Vegan Market will be taking place this weekend. There will be lots of stalls and variety on offer.
- Classic Car Event (27 September 2025)  
Alex Heaton from the Carnival Committee was working with the Council to organise a Classic Car event with 60 vehicles booked to be on show.

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- Christmas Lights Switch-On (Thursday 20 November 2025)

The Chairman reported that preparations for the Switch-On were in hand. She had, along with Lindsay, and Rachel, the Deputy Town Clerk, walked the High Street with a representative from Christmas Plus. Some new brackets for extra Christmas trees had already been installed.

This year's programme will incorporate a new performance as Alleyne's High School were bringing their Drama Department, the first time the school had been involved in the occasion.

Mr Harrison from Christ Church Academy will be looking after the schools. The Chairman said the Council were doing well with the involvement of schools which promoted good community spirit.

- Texas Flag Raising, marking the anniversary of Texas joining the Union on 29 December 1845 (Monday 29 December 2025)

Councillor Davies advised the Sub-Committee that the usual arrangements would apply with the December 2025 event being low key.

- Texas Flag Raising, marking Texas State's independence from Mexico (Saturday 7 March 2026)

Councillor Davies reported that the Texas Flag Raising ceremony in the High Street to mark Texas State's Independence from Mexico in March was higher profile. He said the Florence Brass Band should be invited to accompany the singing of the Texas State Song.

The Chairman publicised a lecture at Crown Wharf Theatre on Thursday 9 October 2025, that had been arranged by the High Sheriff of Staffordshire.

She urged everyone to support the lecture by Sir Trevor Soar KCB OBE DL entitled 'Nelson & Jervis: Lessons in Leadership'.

- Any other suggested new events for 2025/26

The Chairman invited Sub-Committee members to put forward new ideas for events in 2025.

The idea of a Jazz Festival, seen in Uttoxeter, was considered a strong contender. A procession following a jazz band that split out to the different pubs had apparently been very successful.

It was suggested the genre of Jazz may not appeal to everyone, but music events can be misnamed when in reality they involve a range of different music. The name 'Live Music Festival' might appeal to the broader community.

The Chairman suggested March or April would be a good time to hold a Festival which would also promote venues in town.

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A Halloween event in Market Square in 2026 was suggested as a new idea given the popularity of the celebration, and a parade of lights was considered a nice thing to do.

**TTP26/016    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 that she had nothing to report on this occasion.

**Market Strategy Working Group**

The Chairman advised that a Markets Working Group would be arranged soon. She said she had noticed there were good numbers of market stalls in town on some occasions but not on others.

She informed Councillors that Cheadle Town Council had recently purchased an indoor market for £250,000. Their ideas for its use were food, artisan products and crafts.

The vintage market in Leek was an idea for consideration.

**Friendship Agreement Working Group**

Councillor J. Davies advised the Sub-Committee that the Friendship Agreement Working Group would be meeting when more information was available on the reorganisation of local government. He said that changes to the structure of local government will have an important impact on future friendship arrangements.

**Chairman**

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