

STONE TOWN COUNCIL

Town Clerk

Les Trigg

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Stone
ST15 8JP

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10 July, 2017

A meeting of the **TOURISM & TOWN PROMOTION SUB COMMITTEE** will be held in **Stone Station Community Centre, Stone**, on **TUESDAY 18 JULY, 2017 at 7.05 pm** or on the rising of the Planning Committee if later.

I trust you will be able to attend.

Les Trigg
Town Clerk

Councillors: I. Fordham (Chair), Mrs J. Hood (Vice Chair), P. Leason, Mrs K. Green, Mrs J. Piggott, M. Williamson and Mrs C. Collier.

Co-opted: Mr J Heal

AGENDA

1. **To receive apologies for absence**
2. **Declarations of Interest and Requests for 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. **Train Service Update**

To receive updates from Mr Jon Heal

5. **Battles Over – A Nation's Tribute**

To consider an invitation from NALC to remember and commemorate the end of WW1, one hundred years after the guns fell silent.

6. **Stone Town Centre Development Strategy**

To consider the attached paper prepared by the Sub-Committee Chairman,
Councillor I. Fordham

7. **Update from Working Groups**

- Town Guide Working Group
- Working Group for marking the death of sovereign or royalty
- Commemoration to mark 100 years since the end of World War 1 in 2018
- Council website – tourism information

Members of the public are welcomed 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 in the Council's notice boards and are also available from the Town Council.

9 MAY 2017

BATTLE'S OVER - A NATION'S TRIBUTE

Dear Colleagues,

On 3 August 1914, Britain's foreign minister, Sir Edward Grey, was looking out of his office window. It was dusk, and gas lights were being lit along London's Mall, leading to Buckingham Palace, when he remarked to a friend, "The lamps are going out all over Europe; we shall not see them lit again in our lifetime".

Our country was about to be plunged into the darkness of the first world war (WW1), and it would be four long years before Britain and Europe would again experience the light of peace.

In commemoration and remembrance of the end of the war and the many millions who were killed or came home dreadfully wounded, a chain of 1,000 beacons will be lit throughout the United Kingdom, Channel Islands, Isle of Man and UK Overseas Territories at 7pm on the 11 November 2018 - a century after the guns fell silent. You will be pleased to know that more than 320 organisations have already confirmed their involvement.

The event will also commemorate the huge army of men and women on the home front who, often in dangerous and exhausting conditions, underpinned the war effort - keeping the wheels of industry turning, bringing the harvests home and ensuring the nation did not starve.

The beacons will symbolise the light of hope that emerged from the darkness of war, and we hope that your organisation will join us in this important national commemoration on Sunday 11 November 2018, especially as the majority of you would have had a previous member of your family involved in this four year conflict.

Detailed co-ordination begins in April 2017, when the Pageantmaster will publish a special Guide to Taking Part, similar to that produced for Her Majesty The Queen's Birthday Beacons on 21 April this year. If you can confirm your involvement by the end of March 2018 we will be able to include your organisation in the guide's acknowledgements pages before it is distributed to others encouraging their involvement too.

Participating councils, organisations and community groups will also receive a special certificate as a permanent reminder of their involvement in this special tribute.

There are a number of cost-effective ways of participating in the chain of beacons.

1. Use existing beacon braziers on tall wooden poles erected in 1988 and for other recent anniversaries.
2. Use gas-fueled beacons lit for The Queen's Diamond Jubilee in 2012.
3. Use the gas-fueled VE beacons lit to commemorate the 70 year anniversary of VE Day in 2015.
4. Use the gas-fueled beacons lit for The Queen's 90 year old birthday in April this year.
5. Build a traditional bonfire beacon.

I would be grateful if you would confirm your involvement by providing the Pageantmaster (contact details are: Bruno Peek LVO OBE OPR, Pageantmaster, Battle's Over - A Nation's Tribute, telephone: +44 (0)7737 262 913 and email: brunopeek@mac.com) with the following details as soon as possible to ensure that you are included in the guide and on our website for others to consider taking part.

- Name of organisation
- Name of beacon co-ordinator
- Address of beacon co-ordinator
- Telephone number
- Mobile number
- Email
- County
- Country
- Beacon location

Please confirm if your beacon will be open to the public or will be lit at a private event for family and friends. This is important because private beacons will not be included in the acknowledgements pages of the guide but will be included in the list kept in memory of this unique occasion.

When planning your beacon, your local newspaper could help you in contacting a relative of someone who served their country in WWI so you can invite them to light your beacon. This will also help you to gain media coverage for your event while providing a personal and touching aspect to the occasion.

We do hope that you will be able to join in this special tribute.

Yours sincerely,

A handwritten signature in black ink that reads "Sue Baxter". The signature is written in a cursive, slightly slanted style.

CLlr Sue Baxter
Chairman, National Association of Local Councils

BATTLE'S OVER

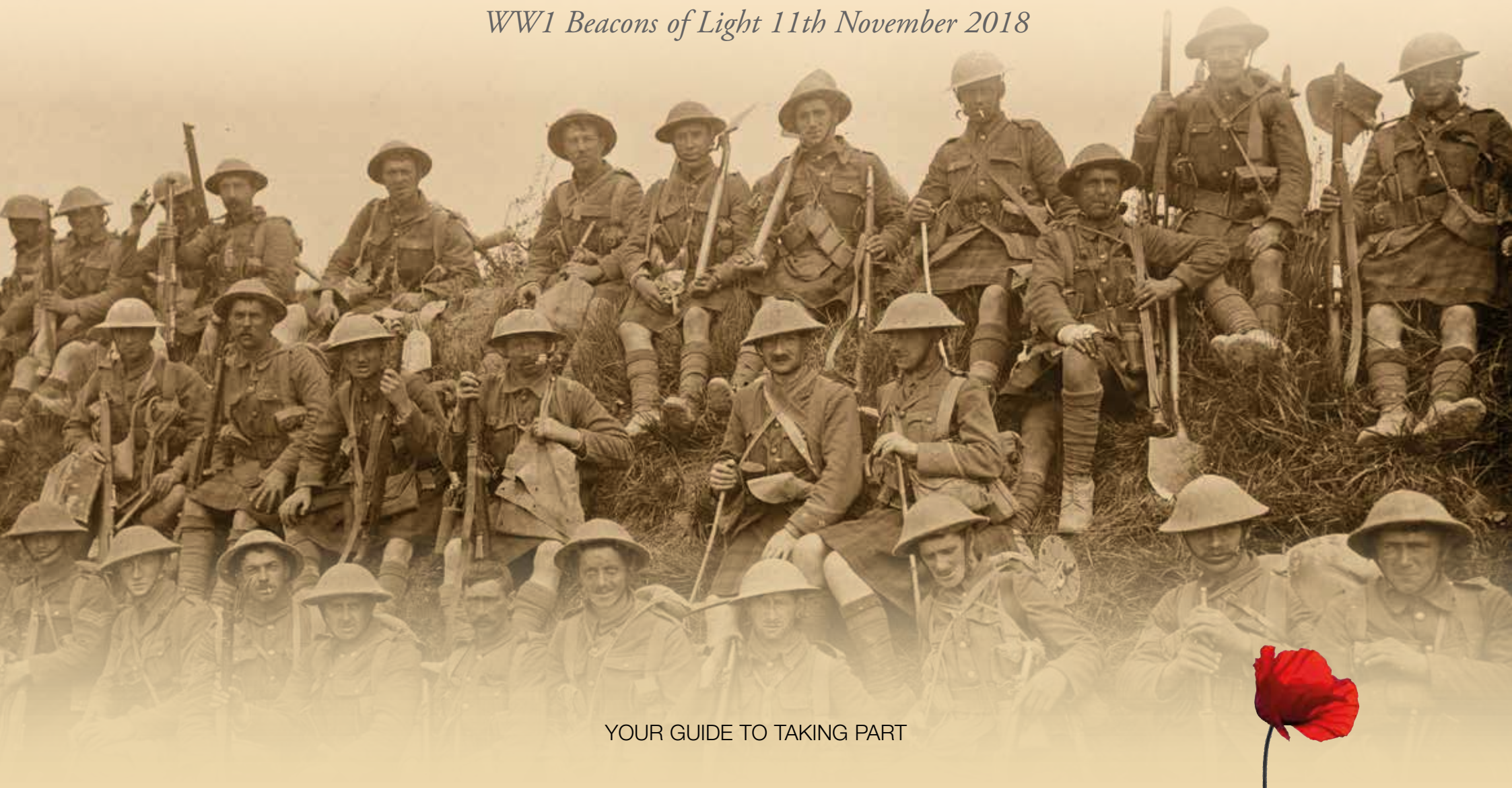


A NATION'S TRIBUTE

11TH NOVEMBER 2018

100 YEARS OF REMEMBRANCE

WW1 Beacons of Light 11th November 2018



YOUR GUIDE TO TAKING PART



Introduction

BATTLE'S OVER



A NATION'S TRIBUTE

11TH NOVEMBER 2018

100 YEARS OF REMEMBRANCE

*Your chance to pay your
personal and community
tribute to those millions
that gave their lives
for their country
during the dreadful darkness
of four years of War
1914 - 1918*

On 3rd August 1914, Britain's Foreign Minister, Sir Edward Grey, was looking out of his office window. It was dusk, and the gas lights were being lit along London's Mall, leading to Buckingham Palace, when he remarked to a friend, "The lamps are going out all over Europe; we shall not see them lit again in our lifetime." Our country was about to be plunged into the darkness of the First World War, and it would be four long years before Britain and Europe would again experience the light of peace.

In commemoration and remembrance of the end of the war and the many millions who were killed or came home dreadfully wounded, 1000 Beacons of Light will be lit at 7pm on 11th November 2018 throughout the United Kingdom, Channel Islands, Isle of Man and UK Overseas Territories - a century after the guns fell silent. The event will also commemorate the huge army of men and women on the home front who, often in dangerous and exhausting conditions, underpinned the war effort - keeping the wheels of industry turning, bringing the harvests home to ensure the nation did not starve.

The Beacons will symbolise the 'light of hope' that emerged from the darkness of war. You will be pleased to know that to date more than 800 councils, communities and other organisations have already confirmed their involvement by lighting WWI Beacons of Light that evening. (Please see acknowledgements on pages 12-19. These pages will be updated every three months up to 31st October 2018).

For example, beacons are being lit at the Tan Hill Inn, Yorkshire Dales, the highest pub in Great Britain; on the island of Unst, the most northerly inhabited island in Scotland; St Davids, the most westerly City in Wales; Lowestoft, Suffolk, the most easterly town in England, and at St Macartin's Cathedral, Enniskillen, the most westerly location in the United Kingdom. We do hope that your council and community will link with the other 800 (to date) and take part in this unique, historic tribute.

There are a number of cost-effective ways of participating in this event.

(1) Use existing Beacon Braziers set on tall wooden poles and gas fuelled beacons previously purchased for other historic anniversaries, celebrations and commemorations.

Build and light a traditional Bonfire Beacon.

(3) You may wish to purchase the special gas-fuelled beacon being produced for this project as, once used, it can be stored away for the future and then used for other such beacon occasions making it more economic - please see page 4.

(4) Build and erect a new Beacon Brazier on a tall wooden pole, using it as a permanent tribute to those that lost their lives in your local community during World War I - see page 5. (You may need to apply for planning permission so please contact your Local Authority Planning Department seeking their advice).

Those councils and organisations taking part will be able to download a special certificate after the event as a permanent reminder of their involvement in this tribute. (Details of where to obtain it will be sent in the latter part of November 2018).

Please see page 3 for how to participate.

As you will see from pages 8, 9, 10 and 11 we have four very worthy and appropriate charities associated with this event, representing The Royal Navy, Royal Air Force, Army and Merchant Navy, so please feel free to make charitable donations direct to one or more of them. (You may also wish to consider staging a public collection for them around the lighting of your Beacon on 11th November 2018).

I look forward to hearing from you in due course.

Bruno Peek

Bruno Peek LVO OBE OPR
Pageantmaster
Battle's Over - A Nation's Tribute
& WWI Beacons of Light



How to take part & Beacon Lighting Ceremony

How to take part

Step 1: To confirm your involvement and assist us in easy communication and correct registration of your event, please be kind enough to undertake the following in FULL as soon as possible, sending it to Bruno Peek LVO OBE OPR, Pageantmaster, Battle's Over - A Nation's Tribute & WW1 Beacons of Light at - brunopeek@mac.com

If your event is a private occasion and NOT open to the public, and you do not want your involvement shown on any public or media listing, it is important that you confirm this when providing information requested below. Your participation will still be noted as part of this historic occasion but NOT made public.

However, if your event is open to the public your contact details will be shared with the media so that they can contact you direct to arrange any publicity and/or coverage of your event on 11th November 2018.

Name of Contact/Coordinator
Name of Council or Organisation
Job title of Coordinator
Full postal address including postcode
County
Country: England, Wales, Scotland, Northern Ireland, Channel Islands, Isle of Man, UK Overseas Territory
Telephone number - landline
Mobile number
Email Address
Beacon Location if known when registering, including postcode

Please ensure you have undertaken all the safety aspects etc, outlined on page 6 and before the lighting of your Bonfire Beacon on page 5 and you have alerted the emergency services, including the Fire Brigade, undertaken any risk assessments required and ensure all are happy with your plans. (This is your responsibility as coordinator of your Beacon lighting event).

Beacon Lighting Ceremony - 7pm on 11th November 2018

The Beacon lighting ceremony should be undertaken as follows:

Step 2: Invite your Lord Lieutenant, DL, Lord Mayor, Mayor, High Sheriff, High Steward, Lord Provost, Chairman or Leader of the Council. However, you may wish to consider running a competition in partnership with your local media, with the winner having the honour of lighting your WWI Beacon of Light at 7pm that evening.

Step 3: Please arrange to have professional photographs taken during your event, and immediately after, please send NO more than TWO high quality, copyright-free photographs to brunopeek@mac.com including the name of the photographer, the Beacon location, including postcode, along with the name of the Council or Organisation.

Step 4: If appropriate, please use social media channels - Twitter, Facebook etc - to promote your event. On Facebook, post photographs of your Beacon lighting ceremony on the 11th November 2018.

Step 5: On 1st November 2018 we will be providing you with an outline Press Release for your use, so please localise it, providing as much or as little information as you wish regarding your event, along with your contact details before YOU send it to all areas of your local media to enable them to contact YOU direct.

Step 6: Before the lighting of your Beacon at 7pm you may wish to consider reading out the names of those from your City, Town or Parish etc killed in action, during WWI, in remembrance of the sacrifices made.



Bonfire Beacon, Killyleagh, County Down, Northern Ireland.



Beacon at Manor Farm, Strete, Devon, courtesy of Kate Gill, Stete Parish Council.



WWI Beacons of Light, your unique gas-fuelled Beacon

The Battle's Over Beacon is of lightweight construction and comes assembled and complete with the exception of the gas cylinders that will need to be purchased separately:

a) 400g disposable cylinder of propane, (Bullfinch No 1644, or equivalent) for the FirePower Torch used to light the Beacon. These can be purchased from many DIY stores or Builders Merchants.

b) One full 47 kg propane cylinder or 2 x 19 kg full cylinders are recommended to give a full flame for an hour. For longer periods of burning or with partially full cylinders you will need double the number of cylinders. These cylinders can be purchased from Flogas Britain Ltd by calling 0800 085 6225 quoting Gas Fuelled Beacons or by going to their website www.flogas.co.uk where you can either order your cylinder online or locate your nearest Flogas stockist. You may also



download a propane cylinder safety data sheet from the Flogas website (www.flogas.co.uk/safety).

The Gas-Fuelled Beacon package will contain the following:

- Burner unit with distinct design to commemorate the event - with the motif WWI 1914 18 round the circumference
- 2m high stand with an anchor for fixing to the ground
- 10m hose with the regulator for connecting to the gas cylinders
- FirePower Gas torch for lighting the burner (you will need a 400g disposable cylinder of propane for this - (see above))
- Spanner
- Leak detecting fluid
- Hose assembly and Y manifold to link 2 cylinders
- Lighting and safety instructions

The above items are packed into 2 strong cartons.

The tripod describes a circle area of about 1.32m diameter and the beacon has an extended height of about 2.15m.



The Beacon (and flame) are stable in the wind up to 30 mph. It is supplied with a ground anchor and rope for securing to the ground if this is possible, or else we would recommend the use of sand bags. Full instructions are provided for this. The Beacon must be supervised by 2 people at all times when lit and a fire extinguisher must be provided. It is important that the supervision should be undertaken by those who are competent and it is essential that a trial be undertaken before the event to ensure that everyone is fully trained and familiar with the operation.

See our website bullfinch-gas.co.uk for more details.

The price is £360 plus VAT including carriage within the UK Mainland. There will be an extra carriage charge for other areas.

To order please contact:

Bullfinch Gas Equipment, Kings Road, Tyseley, Birmingham, B11 2AJ.



Tel: 0121 765 2000

Fax: 0121 707 0995

Email: sales@bullfinch-gas.co.uk

Web: www.bullfinch-gas.co.uk

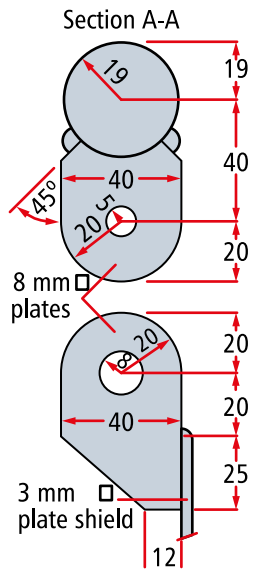
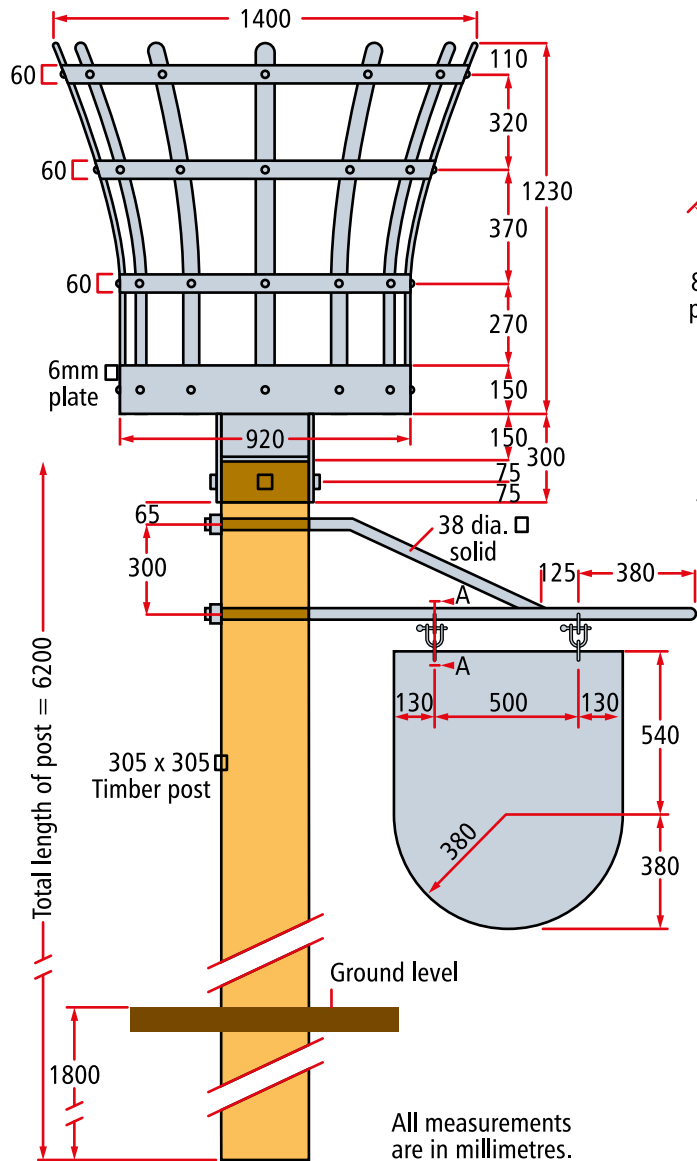
Payment by Bank Transfer, Credit/Debit Card or Cheque. Payment will not be asked for until the Beacon is about to be despatched. Last date to order to guarantee delivery by 1st November is 31st August 2018. However please enquire after this date for availability.



Gas fuelled Beacon, Berkley Castle, Gloucestershire, England.



WWI Beacons of Light, Beacon Brazier



Beacon Brazier with Metal Shield

A Beacon Brazier can be a more permanent fixture, sited in a country park, hilltop or village green, as a lasting memorial of this important moment in history commemorated, and could be manufactured and erected by using local craftsmen.



Materials Required for Beacon Construction

Wooden centre post consisting of 305mm x 305mm wooden post, 6.25 metres in length of which 2 metres goes into the ground.

Basket and fixing brackets consisting of:

- 1 x 920mm diameter steel plate.
- 1 x 4,178 long 60mm x 5mm steel flat bar rolled into 1,330mm diameter ring.
- 1 x 3,455mm long 60mm x 5mm steel flat bar rolled into 1,100mm diameter ring.
- 1 x 2,985mm long 60mm x 5mm steel flat bar rolled into 950mm diameter ring.
- 1 x 2,922mm long 150mm x 5mm steel flat bar rolled into 930mm diameter ring.
- 12 x (approx 1,250mm long) 60mm x 5mm vertical bars (rolled to shape).
- 1 x 310mm x 310mm x 300mm high connection box welded to base of basket.
- 1 x hanging shield and support: 3.7m length of 38mm diameter solid steel rod.
- 1 x 920mm x 760mm steel plate 3mm thick 4 x connection brackets 8mm thick (see detailed drawings left).
- 2 x pins and loops.



WWI Beacons of Light Bonfire Beacon

Locate the bonfire at least 30m away from buildings, roads, railways and public rights of way, and a safe distance from dangerous materials and overhead power lines. Ensure it has good access for the transportation of materials for the bonfire and sufficient space for spectators to stand upwind.

Obtain the landowner's permission and involvement.

Liaise with local fire brigade and emergency services, presenting them with your plans, and seek their advice and support.

1 Prepare site by removing top layer of turf and stack away from fire area. Obtain seven poles, 5-6m in length. Attach four guy ropes to top of one pole and anchor as shown.

2 Erect remaining poles as shown, ensuring tops are secured in place.

3 Use either pallets or suitable lengths of timber, spreading them over ground area of beacon for a good through draught. Secure timber horizontally between poles as shown, preventing material placed over the framework from dropping through. Construct access

tunnel to the middle of the beacon. Keep middle empty until required. Always construct the bonfire so it collapses inwards as it burns.

4 Use only wood for combustible materials. Do not burn dangerous items such as foam-filled furniture, old tyres, aerosols or tins of paint. Build upwards until height of centre pole is reached. Materials around top should be loosely packed to allow air flow. Cover bonfire to keep it dry.

5 Fill centre with suitable, dry combustible materials. Check construction is stable and remove any unsuitable materials that may have been added. Look specifically for fireworks, aerosols, highly inflammable materials or containers with such materials.

6 Construct a safety barrier out of ropes and stakes or scaffold poles to ensure public is kept at a safe distance from the fire.

7 In daylight, and just before lighting, check that there are no children or animals playing or hiding in the bonfire. Arrange for, and brief sufficient numbers of marshals.

8 The person looking after the fire should not wear lightweight clothing that could ignite easily. They should wear a substantial outer garment of wool, or other material of

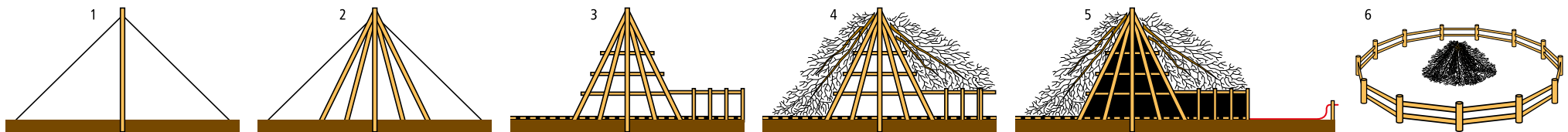
low flammability, and stout boots. They should know what to do in the event of a burn injury, or a person's clothing catching fire, and should have a fire blanket ready in the bonfire area along with a number of fire extinguishers.

9 Lighting: the safest and recommended approach is to use paper and solid firelighters in six places just inside the walls of the beacon to ensure an even burn. Never use flammable liquids such as paraffin or petrol to get it going as this can result in uncontrolled spread of fire or explosion.

10 To light the beacon: from poles 2m in length, prepare hand torches for lighting with paraffin-soaked rags wired around one end. Remember, paraffin is dangerous and great care should be taken. Paraffin can be used as directed, but it is still dangerous and should at all times be treated with great care - for example, always ensure all excess paraffin is drained off rags before use. If spilt on your clothes during the preparation of your beacon lighting you should replace those items of clothing before approaching any naked flames. In particular, always remember to replace the lid on any container of unused paraffin and store it in a safe place away from naked flames. Do not use an accelerant on the fire itself.



Bonfire Beacon, Shipston-on-Stour, Warwickshire, England.



▲ After the event, extinguish fire and collect remaining debris. ▲ Dig over site and re-lay turf. ▲ Leave site clean and tidy.



Your Legal Essentials and Safety

If you are inviting personal guests to your home it is worth checking with your household insurer that you are covered in the unfortunate circumstances that there should be an accident. If your event includes inviting the public, or it is a third party venue then, where applicable, the following advice should be heeded, to ensure you have a safe and enjoyable event for everyone involved.

Licensing

Your local authority is responsible for licensing of such events. This includes the sale of alcohol (please see separate section) and Regulated entertainment, which includes live and recorded music along with other types of entertainment. Generally if there are going to be no more than 499 people present at your event, including staff and performers you can apply for as Temporary Event Notice. This is a simple process and can be obtained from your local Council and completed on line for only £21. If you expect more than the 499 people you will require a Premises licence to allow your event to take place. This process takes at least 28 days after you have submitted your forms, so leave plenty of time, the process may seem complicated but you can get assistance from your local licensing service at the Council. Local authorities will treat each event individually. The licensing officer's job is to advise the local authority's licensing committee on the granting of a licence should anyone object. If there are no objections the licence will be granted but you may have to agree to some conditions. It is always worth checking before you apply with the Councils licensing service to see if location already has a licence, as some open spaces are already licensed. Talk to the licensing officer as soon as possible. In Northern Ireland, if you plan to sell alcohol at an event, you will need to apply for an occasional liquor license from the Northern Ireland Court Service.

Safety Advisory Groups

A lot of local authorities run Safety Advisory Groups for events, these groups consist of all emergency services plus other members such as the Highways authority. They can provide you with all the information you require and some have example event plans to assist you organising your events, you can normally contact them through your local Council or the Police events officers.

Insurance

Unfortunately accidents can happen at even the best organised events. Therefore you will need to consider and obtain insurance cover for your event, whether you are holding an event on your own premises or someone else's. Beacon/Bonfire events require specialist public liability cover. If you hire a park or venue or use land owned by a third party for your activity, they are likely to require you to have your own suitable insurance to cover your liability for any injury to the public or damage to other people's land or property. If hiring equipment for the event, you may need to insure these items; you may also need to consider cover for loss of any financial outlay you incur if the event has to be cancelled for reasons beyond your control, or loss of money, particularly if you are holding a fund-raising event. To help you obtain the appropriate insurance, and risk management advice, we are working closely with Unity Insurance Services, which is a specialist insurance broker in the voluntary and non-profit sector. They have developed a range of bespoke insurance covers specifically for the Beacon/Bonfire events. Unity is owned by a charity, The Scout Association, and donates all its profits back to charity. To obtain a quote or for more details or advice on the insurance cover you may need, please visit Unity's website, www.unityinsuranceservices.co.uk/beacons or telephone them on 0345 040 7702.



Alternatively, the licensing officer may be able to direct you to a suitable specialist company or broker, but you should not try to source this kind of insurance from a non-specialist.



Emergency Services

Tell the police well in advance about the type of event you are planning, and get in touch with your local community police officer. Write to the fire brigade and ambulance service, particularly if you are planning to have a Beacon/Bonfire, fireworks, or an event that will attract a large crowd. St John's Ambulance and the British Red Cross will provide first aid and sometimes a vehicle. You can be expected to be charged for these services. If your Council has a Safety Advisory group this process will be part of the process and will save time.



Food and Drink

Basic food hygiene guidelines should be followed at all times if you are providing food and drink. Caterers must have food hygiene certificates. Advice on this subject can be obtained from your local council environmental officer. If you are using outside catering companies check with your local authority to see if they are a registered food business.



Alcohol

If you wish to sell alcohol at your event you will need to obtain a licence, please see the section above on licensing, it is important that you obtain the correct permissions and your local authority Licensing service will help you do this. You can normally use a temporary events notice for a bar as only a small number of people can be present (less than the 499 limit).



Site Clearance

The local authority will arrange for clearance and disposal of litter after your event if it is on public ground (check for possible charges). You can help this process by arranging litter bins or recycling bins around the site, and a crew to clear up throughout the event.



Hiring or Borrowing Equipment

Your local authorities, or local event organisers may be able to help you with contacts for supplies such as marquees, portable toilets, barriers and bunting, or may in some cases have these for you to hire and borrow. You may also need to consider generators, a public address system, and emergency flood lighting. If you need to arrange insurance for your hired equipment, Unity Insurance Services can arrange this for you too. If you hire a Marquee make sure the company providing it provide you with the necessary safety certificates.



All Ability Access

Access for the disabled is very important. Many local authorities run community transport schemes. Talk to them about arranging transport. On green field sites access may be improved by cutting the grass before the event.



The Royal Naval Association is proud to be associated with 'Battle's Over - A Nation's Tribute'

With over 16,000 members across 300+ branches in the UK and overseas, we are a family of current and former Naval Service personnel, relatives and supporters of our country's Royal Navy.

Whether we are catching up with friends at our regular social events; fundraising; advising on welfare and employment matters, or just providing an arm around the shoulder, our natural willingness to help others stems from the tradition and camaraderie that only Naval Service life can instil. Everything we do is inextricably linked to our core values:

Unity

Shared backgrounds and equality in rank. We share the same bonds, the same mindset, and even the same language (Jackspeak!). We are all equal. We are the heart and soul of the RNA.

Loyalty

To each other and our dependants. We will always support and look out for each other. Our loyalty is to all our shipmates, our local communities, the personnel and dependants of the Naval Service, along with other charities or organisations with naval connections.

Patriotism

We are proud to serve and proud to represent our country and the Naval Service. Our pride in serving our country never leaves us. Nor do we forget those who have fallen for our country or who fight now. We are deeply honoured to represent them on both a national and international level.

Comradeship

Friends in fun, fellowship and need. Your shipmates will always be here for you, whether it's about a job, ideas for a fun day out or just an arm around the shoulder. We will never leave you or your dependants in despair.

The Royal Naval Association has lots of great things going on:

- Project Semaphore to bring digitally isolated naval veterans online.
- Befriending naval veterans who need an arm around the shoulder.
- 3 minibuses fitted with wheelchair hoist for socially isolated veterans.
- Support for those leaving the Royal Navy - the Shipmates and Oppos programme.
- We support and lead the Conference of Naval Associations, a group of 70 like-minded naval associations, bringing great benefits and working together. www.cona.org.uk/
- Most importantly we have fun together with our regular meetings and organised events - such as our annual reunion and Conference and the Remembrance Sunday march at the Cenotaph.

The RNA has been involved with many aspects of commemoration of the First World War.

- Our National Standard led the parade at the National Event at Lyness cemetery on the Orkneys for the Battle of Jutland, our members have been part of many events.
- We have lent the Chapel door of HMS WARSPITE to the National Museum of the Royal Navy - for their Jutland Exhibition running in Portsmouth from 2016 to 2020.
- We are the lead sponsor with the Woodland Trust in the establishment of the Jutland Wood as part of their WW1 Centenary Wood Project. The wood will consist of 6,094 trees - reflecting the number of Royal Navy sailors who lost their lives on that day in May 1916. The RNA has sponsored two of the large specimen trees in the main avenue, and hope to have members at the planning at Langley Vale Epsom in the Winter of 2017.

www.royal-naval-association.co.uk

RNA Central Office, Room 209, Semaphore Tower,
HM Naval Base, Portsmouth, PO1 3LT

admin@royalnavalassoc.com
02392723747

You can donate to the RNA at:
www.royalnavalassociation.co.uk/about-us/help-us/



ROYAL NAVAL ASSOCIATION

ABF The Soldiers' Charity is the National Charity of the British Army. Originally established as the Army Benevolent Fund in 1944, we provide a lifetime of support to soldiers, veterans and their immediate families in times of need.

How we help

We give financial assistance to individuals as well as make grants to a large number of specialist charities and partner organisations such as Combat Stress, SSAFA and the NSPCC, which provide support on our collective behalf.

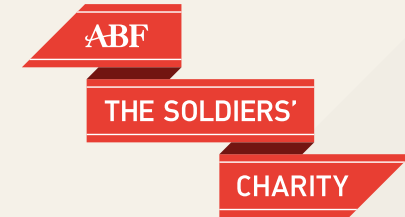
The scope of our work is huge; from providing funding for specialist medical equipment for the 6-month old child of a serving soldier, to assisting with the care home fees of a 105-year-old veteran, our work touches the lives of around 80,000 people each year, sustaining the British Army 'family' both at home and around the world. We are The Soldiers' Charity: 'For Soldiers - For Life'.



How you can help

From abseils, skydives and 24-hour hikes across the Scottish wilderness, to cake sales, big curries and cycling challenges, there are many ways for you to get involved and support our work. However you choose to support us, your contribution will go a long way to making a difference to the lives of serving and veteran Army personnel, and their families.

We don't receive any statutory government funding, so we rely on the generosity of our supporters to ensure we can continue to be here, supporting the men and women of the British Army.



The Army's National Charity

For more information on The Soldiers' Charity or to make a donation, visit www.soldierscharity.org or email info@soldierscharity.org



facebook.com/soldierscharity



[@soldierscharity](https://twitter.com/soldierscharity)



instagram.com/soldierscharity

ABF The Soldiers' Charity is a registered charity in England and Wales (1146420) and Scotland (039189). Registered as a company limited by guarantee in England and Wales (07974609).

Registered Office: Mountbarrow House,
12 Elizabeth Street, London SW1W 9RB

THE HEART OF THE RAF FAMILY SINCE 1919



**Royal Air Force
Benevolent Fund**
THE HEART OF THE RAF FAMILY



Since our foundation in 1919, the RAF Benevolent Fund has been there, through thick and thin, supporting the RAF family.

Our principal activities are to provide assistance to the RAF family when they are in need, maintain and preserve the RAF Memorial in London on behalf of the nation, support the morale and wellbeing of the serving RAF and be responsible for the Bomber Command Memorial in central London.

HOW WE HELP

We routinely help over 41,000 individuals every year, by providing a range of support aimed at serving and former RAF personnel. We also support members of the Air Cadet Organisation, including members of the Combined Cadet Force RAF component, if they are injured whilst on duty.

They include welfare breaks for families and veterans, grants to help with getting about inside and outside the home, specialist advice on benefits and care services, individual grants for RAF Stations and Station personnel and support for young people through our Airplay programme.

By working with others, we ensure that members of the RAF family get the right support, when it's needed. Last year we gave over £1m in external grants to over 50 charities and organisations including RAFA, SSAFA and the Royal British Legion.

HOW YOU CAN HELP

There are lots of ways you can get involved with the RAF Benevolent Fund and we always welcome your support.

And don't forget whatever you do, no matter how small, will go a long way in helping us make a difference to the lives of RAF personnel, past and present, and their families. From cake sales to fun runs, cycling challenges to dinners, your support matters.

We receive no regular government funding, so we rely entirely on people like you to continue our work supporting the men, women and children of the RAF family whenever they are in need.

For more information on the RAF Benevolent Fund or to make a donation, visit www.rafbf.org, or email info@rafbf.org.uk.





The Merchant Navy Association

from ship to shore, from past to present

The merchantile marine, as it was termed in those times, played a significant and often critical role throughout the First World War...much the same as it would two decades later. In both world wars merchant seafarers and fishermen fought the enemy, the weather and the seas to keep the nation and the Armed Services supplied and able to defend themselves. Their way of life and conditions of service were austere with seafarers often not returning home for over two years, some having been sunk, survived and transferred to other ships to maintain those lines of support.

During the First World War attacks on merchant and fishing vessels began quite slowly but increased significantly as the enemy sought to blockade Great Britain. In 1914 and 1915 a total of 342 merchant vessels were lost to enemy action with 2,471 men, women and boys losing their lives. During 1916 there were 396 ships and 1,217 seamen killed. In the following year, 1917, the losses were so severe that the ships being built could not match the number of ships being lost in action with six ships a day being sunk on some days. The loss of life was increasing significantly. It was so severe that if the rate of losses of ships and men had continued the war would have been lost. No food, no fuel, no wood, no arms and ammunition especially some of the 91 million shells that were eventually produced and transferred by sea. In that year 1,197 ships were sunk through enemy action and 6,408 seamen were lost at sea with their ships...their only grave the sea. The losses had to be decreased and this was achieved by the introduction of the Convoy System in 1917. In 1918 the impact of the actions in the previous year were clearly evident with 544 ships and 4,122 seamen lost.

The total recorded losses for the First World War were 2,479 ships and 14,287 seamen plus 675 vessels of the fishing fleet and 434 seamen. There were many more seafarers who died ashore and were not commemorated. They had to die at sea to be commemorated even when they were hospitalised because of their wounds. They were also off pay when their ships were sunk. They actually had to die at sea to be commemorated.

The men, women and boys who were lost at sea during the First World War included lads such as Redan Sydney Jeffries (aged 13) of Lowestoft, presumed drowned on 24th October 1917. Redan was a Cook aboard the fishing vessel Vanguard. More than twenty-nine Boy seamen aged only 14 lost their lives for their King and Country. At the other end of the scale were men long overdue for retirement who insisted on "doing their bit" and who paid the ultimate sacrifice. Men such as A.B. Patrick Casey, aged 73, killed when the S.S. Dotterel was sunk by a mine off the French coast on 29th November 1915....they were the forgotten heroes, their lines of support were never broken.

Capt J M R Sail MNM MNI, MNA National Chairman

**Please donate what you can, when you can,
as often as you can. Small donations will make a
big difference.**

**Contact www.mna.org.uk
and access the DONATE button.**

Battle's Over - A Nation's Tribute & WWI Beacons of Light Acknowledgements

This event is being organised in association with:

The Army Cadet Force, Air Training Corps, Sea Cadet Corps, Combined Cadet Force, Association of English Cathedrals, Royal Naval Association, ABF The Soldiers' Charity, Royal Air Force Benevolent Fund, Merchant Navy Association, The Buglers Association of The Light Division & Rifles, Trinity House, National Association of Local Councils, National Association of Civic Officers, One Voice Wales, National Trust, English Heritage and the National Union of Mineworkers (formerly known as Miners Federation of Great Britain).

We would like to thank the many and various councils, churches, organisations, local communities, commercial companies, private land owners and others to date listed below, for their generous participation in this unique, local community tribute.

There are a number of others taking part as private occasions, so are not open to the general public so have asked not to be listed.

(The Merchant Navy Association will be lighting 12 further Beacons, the locations of which will be confirmed nearer the date).

ENGLAND

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Leighton-Linslade Town Council
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Potton Town Council
Luton Borough Council
Billington Parish Council
Stanbridge Parish Council
Shefford Town Council
Millbrook Parish Meeting

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Beeston Parish Council & Beeston Castle
Alsager Town Council
Tushingham, Macefen & Bradley Parish
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Wybunbury Parish Council
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Morval Parish Council
The Ruan Social Group (RSG)
St Cleer Royal British Legion - & other organisations
Rotary Club of Bodmin



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Hartlepool Borough Council
Waldrige Parish Council
St Andrew's Church - Winston
Brandon & Byshottles Parish Council
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Spennymoor Town Council
Coxhoe Parish Council
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Milburn Parish Council
Muncaster Parish Council (3 Beacons)
West Cumberland Freemasons
Lamplugh and District Heritage Society & Lamplugh Young Farmers
Maryport Town Council
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Bewcastle Parish Council
Dearham Parish Council
Millom Town Council
Blindbotheil Parish Council
Carlisle Castle – (English Heritage)
Birdoswald Roman Fort – (English Heritage)

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Bradwell Parish Council
Aston-on-Trent Parish Council
Horsley Woodhouse Parish Council & Horsley Woodhouse Scout Group
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Peveil Castle – (English Heritage)

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Germansweek Parish
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Plympton & District Civic Society
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South Tawton Parish Council
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Newton Popleford and Harpford Parish Council
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Newick Parish Council with Newick Bonfire Society

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Great Bentley Parish Council
Great Canfield Parish Council
Colchester Borough Council
Great Totham Parish Council
Margaret Roding Parish Council
Little Easton Parish Council
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Lydney Town Council
Cheltenham Trust & Cheltenham Town Hall
Wickwar Parish Council
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Porchester Castle – (English Heritage) in
association with Fareham Borough Council

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Whittle-le-Woods Parish Council
Catforth Village Memorial Hall



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London Borough of Camden

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Rudby Parish Council
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Whitley Parish Council
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Kedington Parish Council and Kedington & District Branch Royal British Legion
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Benhall & Sternfield Parish Council
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Hepworth Parish Council



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R&CP Haigh and Sons
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Woolley Village Residents Association

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STATES OF ALDERNEY
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ISLE OF MAN

Isle of Man Government
Isle of Man Civil Defence

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St Macartin's Cathedral (MOST WESTERLY
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Antrim and Newtownabbey Borough Council
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Ards and North Down Borough Council
(3 Beacons)
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Borough Council

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North Ayrshire Council
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Council & Annan Branch of the Royal British
Legion
Renfrewshire Lieutenancy
Unst Community Council (MOST NORTHERLY
INHABITED ISLAND IN THE UK)
The National Trust for Scotland
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Clackmannanshire Council
Meldrum and Bourtie Community Council
Old Rayne Community Association

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Wrexham County Borough Council
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Beaumaris Town Council
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Magor with Undy Community Council
Fishguard and Goodwick Town Council
Menai Bridge Town Council
Penhow Community Council
Martletwy Community Council
Llandefalle Hall Committee



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Portskewett Community Council
Whitton Community Council
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Narberth Town Council
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Saundersfoot Community Council
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Cyngor Cymuned Dolbenmaen (Dolbenmaen
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Battle's Over - A Nation's Tribute & WWI Beacons of Light

Chosen Charities

Please give generously to one or more of our four chosen charities for this unique, historic tribute to the many that either died or returned home dreadfully wounded defending our freedom during the four dark years of World War I.



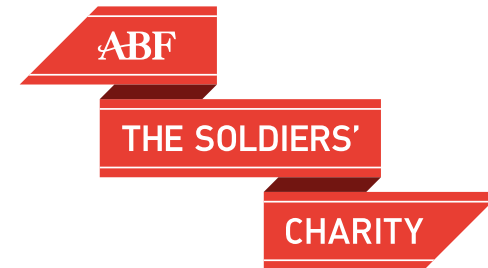
**ROYAL NAVAL
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TMS Media - Pagemasters to the Pageantmaster



24-page brochure for Trafalgar Weekend 21-23 October 2005.



8-page menu for Trafalgar Night Dinner 21 October 2005.



8-page guide to taking part in The Great Poppy Party Weekend 10, 11, 12 June 2011.



8-page guide to taking part for The Queen's Diamond Jubilee Beacons 4 June 2012.

Few design agencies have the privilege of working on projects of national significance.

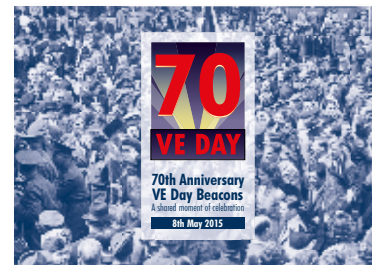
From celebrations to mark the 200th anniversary of the Battle of Trafalgar and the 90th anniversary of the Royal British Legion to Fly a Flag for the Commonwealth, TMS Media has had the pleasure of working with Pageantmaster Bruno Peek on events that celebrate many important milestones in our history and culture.

Much of Bruno's work has associations with historic anniversaries, for example, The Queen's Diamond Jubilee Beacons project was a high-profile televised celebration for which we designed a guide to taking part and a website for people and organisations to register events around the country.

Our creative work for the hugely successful Fly a Flag for the Commonwealth in 2013 also included a website and a guide, which has been updated to showcase some of the many exciting events that took place in its inaugural year.

We're delighted to be the Pagemasters to the Pageantmaster.

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8-page guide to taking part for 70th Anniversary of VE Day 8 May 2015



8-page guide to taking part for Fly the Red Ensign for Merchant Navy Day 3 September 2015



A unique 124-page leather-bound book listing all the Beacon locations for The Queen's Diamond Jubilee Beacons was presented to The Queen 4 June 2012.



36-page guide to taking part for Fly a Flag for the Commonwealth 14 March 2016



20-page guide to taking part for The Queen's 90th Birthday Beacons 21 April 2016



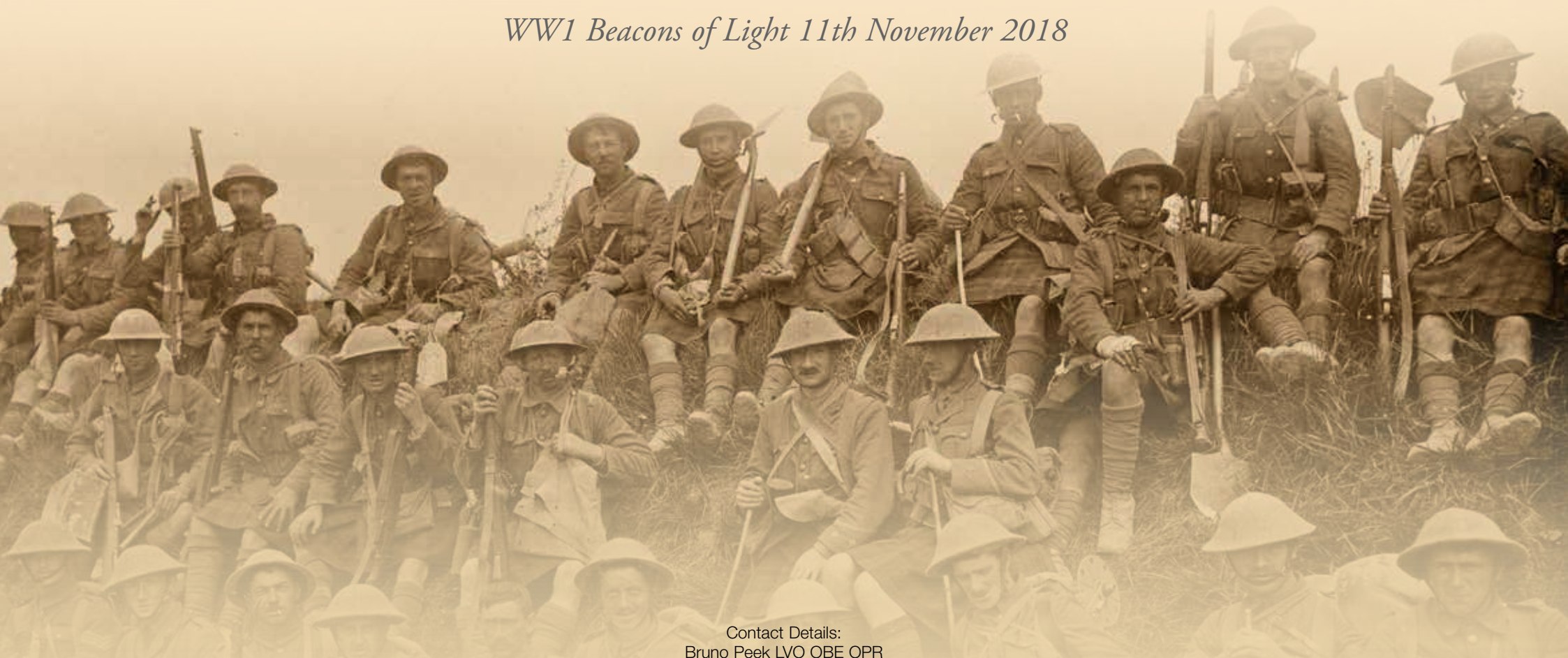
BATTLE'S OVER

A NATION'S TRIBUTE

11TH NOVEMBER 2018

100 YEARS OF REMEMBRANCE

WW1 Beacons of Light 11th November 2018



Contact Details:

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Pageantmaster

Battle's Over - A Nation's Tribute & WW1 Beacons of Light 11th November 2018

Mobile: + 44 (0) 7737 262 913 (8am - 8pm) Monday - Saturday

Email: brunopeek@mac.com



STONE TOWN CENTRE

DEVELOPMENT STRATEGY

1 CONTEXT

UK Town Centres face significant challenges as a result of economic uncertainty and changing consumer lifestyles. The latter include the growth of online retailing, the development of 'one-stop' destination shopping and increasing expenditure on leisure activities at the expense of more traditional retailing formats.

Town Centre occupancy rates are under pressure as traditional retailing adapts to this changing environment. Average UK and West Midlands occupancy rates are 85%. Stone Town Centre currently has a higher occupancy rate of 92% and the High Street itself one of 90%.

Although Stone is faring better than most Town Centres on this measure; there is evidence of an increasing business 'churn', differing strengths in the day time and night time economies and a reduction in day time visitor numbers that should be addressed.

The purpose of this document is to recommend a set of Strategies and supporting Actions that can be used over time by all Stakeholders to support the development of the Town Centre.

As the local elected body, the primary role of Stone Town Council should be to co-ordinate an overall strategy; encourage improvements in infrastructure; develop and promote Town Centre attractions; encourage the local business community initiatives; help broker agreements between third parties; and offer practical advice and support whenever possible.

2 THE AIM

The overall Aim for Stone Town Centre has already been recorded within the emerging 'Stone Neighbourhood Plan' and can be summarised as follows:

"To create a thriving Town Centre with strong day-time and night-time economies and that is widely supported by both residents and visitors."

In order to deliver this Aim, it is necessary to determine the Strategies that must be implemented; highlight the Major Stakeholders who can deliver them; and define the roles that each stakeholder should play and how they will interact.

3 STRATEGIES

The Town Centre strategies listed below are the key to achievement of the Aim. Each is designed to help increase visitor numbers and trading by building on strengths whilst removing weaknesses:

- 1 Improve Appearance and Environment
- 2 Strengthen Events and Attractions

- 3 Improve Shop/Business Frontages
- 4 Strengthen Business Promotion

Each strategy is discussed in section 5.

4 MAJOR STAKEHOLDERS

Successful implementation of these strategies will require the building of productive working relationships between Major Stakeholders.

The 2 most obvious Stakeholders in the Town Centre strategy are STC as the elected representatives of the residents of the Town and the Town Centre Business Community around which Town Centre life and trading revolves.

However, success in achieving the Aim will also depend on the continuing goodwill of Stone's volunteer bodies and the active support of other public bodies, notably SBC and SCC, who have significant resources and statutory powers.

5 KEY STRATEGIES AND ACTIONS

5.1 Improve Appearance and Environment

- 5.1.1 The Town centre lies within the Stone Conservation Area (SCA) and comprises an attractive built heritage of mainly Georgian and Victorian buildings, squares and alleyways. This heritage provides the foundation to make the Town Centre an attractive place for residents and visitors to linger in the face of increasing competition for their time.
- 5.1.2 In common within other Town Centres, Stone requires constant 'TLC' to ensure that it is consistently presented at its best. STC should continue to monitor the town centre appearance, facilitating improvements where necessary. This can be achieved by way of close working relationships with SBC, Volunteer Groups and the Business Community.
- 5.1.3 Specifically, STC should monitor Town Centre street cleansing and refuse removal; ensure street furniture cleaning, repair and improvement; organise the continued use of hanging baskets; check timely use of scaffolding for maintenance works; encourage, in line with published recommendations, the use of A Boards and street displays; and liaise with freeholders and leaseholders to encourage the acceptable appearance of all town centre buildings (occupied or not).
- 5.1.4 Parts of buildings above shop and business premises could be brought into productive use with 3rd party investment and would help regenerate parts of the town centre. This should be encouraged (following adoption of the Neighbourhood Plan) through introduction of a Neighbourhood Development Order (NDO) permitting conversion of designated premises above town centre business for residential use without the need for detailed planning permission but subject to building regulations.
- 5.1.5 Unused land and derelict property within the Town Centre could also be brought back into productive use. This should be encouraged through facilitation of discussions

between freeholders, developers and SBC and SCC - with Crown Wharf providing the obvious example of such an initiative.

- 5.1.6 In extreme cases, STC should liaise with SBC as the LPA in order to consider the use of statutory powers under the TCCP and Building Acts, including improvement notices and enforcement requiring action on the part of the ultimate owner.

5.2 Strengthen Events and Attractions

- 5.2.1 STC should continue to organise or encourage the organisation of a range of large and smaller scale events and attractions that will bring visitors to the Town Centre.
- 5.2.2 It should promote existing businesses by development of a Town Centre map identifying businesses by location and category for use in Town Centre promotional materials.
- 5.2.3 It should introduce the Town Centre business maps in the several notice boards between the main points of arrival (car parks and canal-side) and the Town Centre and improve signage by working with SBC.
- 5.2.4 It should aim to promote more widely the popular monthly Farmers Market and encourage an increase in visitor numbers, particularly from outside of the town; aim to strengthen a second specialist monthly market in the middle of each month with a different theme and attracting different stallholders so as not to dilute the success of the Farmers Market; and should support a Traders Christmas Market.
- 5.2.5 It should develop and promote the Stone Heritage Walk on notice boards and in promotional materials.
- 5.2.6 It should liaise with other Event Organisers such as the well established Festivals, to facilitate availability of the Town Centre to support their activities wherever practical.
- 5.2.7 It should use a Calendar of Stone Town Events in the notice boards to promote further visits.
- 5.2.8 It should work with other Stakeholders to try to develop attractive branding that can be used to promote Town Centre attractions and events with a consistent look and style irrespective of Organising Body.

5.3 Improve Shop/Business Frontages

- 5.3.1 Shops and businesses can play their part in improving the attractiveness and safety of the Town Centre to visitors by adhering to the SCC recommendations on use of A-Boards and any exterior displays and by ensuring that the shop fronts are clean and in a state of good repair.
- 5.3.2 Freeholders/leaseholders should maintain building frontages in a good state of repair and should be open to use of currently empty premises for 'pop-up' shopping and window displays.

5.4 Strengthen Business Promotion

- 5.4.1 There are several initiatives that shops and other businesses can use to increase footfall in the Town Centre and to directly encourage increases in trade. These should be initiated by a TCP Steering Committee (See Section 6) which should consider a wide range of options.
- 5.4.2 It might introduce a Stone Town Centre website introducing the Town Centre and its attractions, highlighting a Calendar of Town Centre Events, mapping the various businesses alphabetically and by business sector, providing each member business with its own page containing details such as contact details, opening hours, product ranges and promotional offers.
- 5.4.3 It might liaise with members to run and advertise seasonal and special promotions within each of its various business sectors and work with SBC and STC to try to support these with 'free parking' offers where appropriate.
- 5.4.5 It might liaise with members to offer attractions such as 'late night opening' nights especially in advance of key gift giving events such as Christmas, etc.
- 5.4.6 It might work with STC to on the development of a common Town Centre branding that can be used on all promotional materials to link events and attractions by logo, style, font and colour irrespective of Organising Body.

6 DELIVERING THE STRATEGIES

Achievement of the Aim will depend on successful implementation of the Key Strategies.

Implementation of the first 2 strategies ('Improve Appearance and Environment' and 'Strengthen Events and Attractions') should be led by STC working in liaison with SBC, SCC, volunteer bodies and when necessary local businesses.

STC 'Town and Tourism' Committee should set up small informal Working Group(s) charged with delivering efficiently on the several actions within each strategy.

Implementation of the 3rd and 4th strategies ('Improve Business/Shop Frontages' and 'Strengthen Retail Promotions') should be the responsibility of a newly created 'Town Centre Partnership' (TCP) comprising the Town Centre Business community acting through their appointed representatives.

There are examples of TCP's emerging across the UK and it is therefore possible to adopt best practice which suggests that the TCP should be an incorporated body with clear aims and that membership should be open to all Town Centre businesses and confer clear benefits.

The TCP will need the support of the Town Centre business community to be a success. This implies support from across the 140+ Town Centre businesses including independent retail, chain retail, hospitality and professional services. It would be desirable for most to become members of the TCP for it to be democratically legitimate.

The principle aims of the TCP might be:

Raise awareness of Stone Town Centre and its shops and businesses;

Develop strong promotional activity for designated shops/sectors
Boost footfall and trade;
Provide Town Centre businesses with a collective voice;
Access heritage related improvement grants;
Enable productive dialogue between the businesses and local public bodies.

Other TCP's communicate via: regular e-newsletters outlining progress and describing ideas and initiatives, 'stop press' e-announcements, an e-'discussion forum', and a public website explaining its aims, providing a Town Centre business map and access details, describing forthcoming events and attractions, listing each member business and providing each business with its own listing page detailing offers, promotions, etc.

The TCP will need to consider an annual membership fee that would be used to support its activities as is usual with other TCP's.

Best practice again suggests that member businesses elect a small number of representatives to sit on a TCP Steering Committee charged with delivering the necessary actions. These representatives should be voting members and represent the views and interests of the business community reporting back to those businesses as appropriate.

The TCP Steering Committee could in turn set up small Working Groups to deliver quickly and efficiently on its actions and report back to it and via it, to member businesses.

It will be for the TCP to consider how best to organise itself, however, best practice suggests that elected public bodies should be represented on the Steering Committee as non-voting members to ensure a productive ongoing dialogue and improve communication and mutual understanding.

7 POSSIBLE NEXT STEPS

- 7.1 Approve the Strategies and Actions.
- 7.2 Approve the STC Role.
- 7.3 Set up T and T Working Groups.
- 7.4 Approve Working with the TCP.
- 7.5 Agree to Approach Town Centre Businesses.

Ian Fordham

Chair – Town and Tourism Committee

10th July 2017