

Stone Town Council – Tourism & Town Promotion Sub-Committee

Minutes of the meeting held in Stone Station Community Centre
on Tuesday 23 May, 2017

PRESENT: Councillor I Fordham in the Chair and
Councillors Mrs C. Collier, Mrs K. Green, Mrs J. Hood, J. Davies, R. Kenney and M.
Williamson

Co-opted Member: Mr J. Heal

By Chairman's invitation: M. Green

ABSENT: P. Leason and Mrs J. Piggott

TTP18/001 Apologies

P. Leason and Mrs J. Piggott

TTP18/002 Declarations of Interest and Requests for Dispensation

None received

TTP18/003 Representations from Members of the Public

None received

TTP18/004 Train Service - To Receive Updates

Jon Heal provided an update on train services in Stone.

Trains resumed at Stone on 14 December 2008 after a gap of nearly five years. This has successfully put the town on the national transport map. People now have easy access for both work and leisure facilities in the town.

The Department for Transport should announce in June who will run the franchise (under West Midlands Rail, supported by Staffordshire County Council and other councils) for the next few years. The contenders are Govia/London Midland or Abellis. The service calling at Stone will change in December 2018 (it will be direct to Birmingham, requiring a train change for Euston). North Staffs Rail Promotion Group (NSRPG) will be talking to the franchisee when known.

Community Rail is now a compulsory part of rail franchises. London Midland are now actively involved and details of two officers able to provide support in respect of Stone Station were given.

The train service updates were noted.

TTP18/005 **Stone Town Trail - To Consider the draft wording for the latest edition**

The Committee considered the wording of the latest edition of the Stone Town Trail.

RECOMMENDED: To accept the wording of the Stone Town Trail leaflet.

TTP18/006 **Visit Staffordshire - To Consider whether to re-subscribe to the Service**

The committee considered the benefits of Visit Staffordshire and whether the Town Council should re-subscribe. It was suggested it might provide an opportunity within the wider strategy to promote the town.

RECOMMENDED: That the Chairman and Vice Chairman review the benefits of Visit Stafford and report their findings to a future meeting of the Committee.

TTP18/007 **Visit by Coach – To Consider being Part of the Scheme**

The Committee considered the benefits of being part of the Visit by Coach scheme which promotes a destination to the industry, encourages passengers into businesses and footfall into the quieter parts of town.

The Chairman suggested considering the issue was premature and that an investigation be undertaken to establish how the scheme works in other towns, as well as a determining a broader strategy for Stone town.

RECOMMENDED: That the Chairman and Vice Chairman consider Visit by Coach within a wider strategy framework for promoting the town and report back to a future Sub-Committee meeting.

TTP18/008 **Items Referred from General Purposes Committee on 25 April 2017**

a) Town Centre Issues (Draft Minute GP17/190)

i) Market Advertising

RECOMMENDED: That the Chairman and Vice Chairman consider market advertising within a wider strategy framework for promoting the town, and report back to a future Sub-Committee meeting.

ii) Establishment of a Town Centre Partnership

RECOMMENDED: That the Chairman and Vice Chairman consider the establishment of a Town Centre Partnership within a wider strategy framework for the town, and report back to a future Sub-Committee meeting.

b) Members Motions under Standing Order 4 (Draft minute GP17/191)

Councillor Mrs J Hood

"I ask the General Purposes Committee to consider the benefits of an

ENJOY STONE card, similar to the existing ENJOY STAFFORDSHIRE card. This would offer a vehicle for local traders to be part of the card scheme and offer discounts, special offers and promotions throughout Stone to encourage shoppers to shop locally. Discussions would need to be held with traders to determine the arrangements for managing card issue, communications, advertising, and the card benefits.”

Councillor Mrs Hood reported on a meeting she had attended with traders where a briefing was given on the ENJOY STAFFORDSHIRE card.

RECOMMENDED: That the Chairman and Vice Chairman consider implementation of an ENJOY STONE card within a broader strategy for promoting the town, and report back to a future Sub-Committee meeting.

Town Mayor