

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

## Minutes of the meeting held in St Michael's Suite at the Frank Jordan Centre, Lichfield Street, Stone, on Tuesday 19 March 2019

**PRESENT:** Councillor Mrs J. Hood in the Chair and  
Councillors: J. Davies, I. Fordham, Mrs K. Green, P. Leason and M. Williamson

By Chairman's invitation: M. Green and Mrs E. Mowatt

**ABSENT:** Councillors: Mrs C. Collier, R. Kenney and Mrs J. Piggott

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**TTP19/027** Apologies

Councillors: Mrs. C. Collier, R. Kenney and Mrs J. Piggott

**TTP19/028** Declarations of Interest and Requests for Dispensation

None received

**TTP19/029** Representations from Members of the Public

None

**TTP19/030** Letter from President and Mayor of Bagnacavallo

The Sub-Committee considered a letter from the President of the Twinning Association and Mayor of Bagnacavallo (which was circulated with the agenda for the meeting) informing the Town Council of the activities that Bagnacavallo are involved in during 2019. The letter also included an invitation for Stone to join them in celebrating the 15<sup>th</sup> anniversary of the two towns' friendship and to work with the twinning committees to strengthen their bonds in the future.

RECOMMENDED: That the invitation be held for consideration after the parish elections in May 2019 when the new Council can enter into fresh talks with the Mayor of Bagnacavallo and the twinning committees to establish whether it will be possible to go ahead with the town twinning.

**TTP19/031** Cycle Event in Stone

The Sub-Committee considered a proposal from Leadout Consulting to host a Cycle event in Stone in September 2019. A draft proposal paper from Paul Rowlands, Director, Sportive, had been circulated with the agenda for the meeting.

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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.

The Sub-Committee agreed that the staging of a cycle event in the town presented an excellent opportunity for the community.

RECOMMENDED: That the Town Council supports the cycle event in Stone on 29 September 2019 and that it agrees to pay the necessary road closure fees.

**TTP19/032     Stone Town Centre Development Strategy**

The Sub-Committee received a progress report from the Chairman and working groups:

**Town Centre Events and Attractions Working Group**

Councillor Mrs J. Hood updated the Sub-Committee on the work of the Town Centre Events and Attractions Working Group.

She provided information about the community and market events that are planned in the town during 2019. Updates included the following:

- St George's Day Re-enactment on Saturday 20 April 2019  
This free event will include lots of activities for children. The re-enactment will be executed by the same people as last year.
- Music Festival on Saturday 13 July 2019  
Many fantastic acts have been arranged and there will be lots of activities for families. This will be another free event for the town.
- Classic Car event on 21 September 2019  
This event will take the same format as last year but will have more classic car exhibits on display. The cost of the event will only involve the cost of the road closure.
- Stone by the Sea – date to be confirmed  
This event will involve sand, children's rides and donkeys.
- Tourist Information Boards/Calendar of Events  
Tourist information boards have been installed in the town with business directories on display. The events calendars have not been displayed yet as one event date is still to be finalised.
- Markets – three dates to be confirmed

Councillor Mrs Hood suggested the signs on the A34 (and other locations) advertising Stone craft market days, are replaced with new ones.

- Advertising Strategy  
Councillor Mrs Hood suggested that the Town Council's budget for advertising is utilised to promote both the markets and the planned events in the town.

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Residents and visitors are the obvious target audience and Stone is well placed to attract people driving through the area heading for destinations such as Alton Towers. Consideration should be given to how advertising and promotion opportunities could be maximised.

Advertising on the sides of well used buses is also a consideration.

RESOLVED: To note the progress report on the work of the group.

#### **Town Centre Partnership**

Councillor Fordham informed the Sub-Committee that representatives from the Council had had a productive meeting with Stone Traders Group last month. The need to display the calendar of events on the tourist information boards as soon as possible in order to maximise footfall in the town, was expressed.

He advised that the Traders' Group now have 90 members with 70 members being in the Whatsapp group. The Traders' Group's AGM will be held later in the week when a new executive committee will be elected. It is proposed that a group membership fee be introduced.

RESOLVED: That the update on the Town Centre Partnership is noted.

#### **Town Centre Appearance and Environment Working Group**

Councillor I. Fordham updated the Sub-Committee on the work of the Town Centre Appearance and Environment Working Group. He advised that new Tourist information boards were now fully installed and looking smart.

Councillor Mrs Hood advised that the Working Group had been approached by the Canal & River Trust who were proposing the installation of a wooden construction (to be sited near to the Tourist information board along the canal) to be manned by its members. They are planning to approach the Town Council about the matter. At present there is no opportunity for visitors arriving by canal to receive information about the town. Boaters have keys to tourist information boxes but they are empty.

RESOLVED: To note the progress report on the work of the group.

#### **TTP19/033 Update from Working Group**

The Working Group reports were considered under item 5.

**Town Mayor**

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