



**Town Clerk**

Les Trigg

**Tel: 01785 619740**

**Email: [clerk@stonetowncouncil.gov.uk](mailto:clerk@stonetowncouncil.gov.uk)**

15 Station Road  
Stone  
ST15 8JP

10 June 2019

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 18 JUNE 2019** 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: Mrs J. Hood (Chair), I. Fordham (Vice Chair), T. Adamson, A. Best, J. Davies, P. Leason, J. Powell and C. Thornicroft

**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. **Minutes of Previous Meeting**

To confirm as a correct record the minutes of the meeting of the Tourism & Town Promotion Sub-Committee held on 19 March 2019, Minute No's TTP19/027 - TTP19/033 (attached)

5. **Membership of Working Groups**

To consider membership of the following working groups:

- Town Centre Appearance and Environment Working Group
- Town Centre Events and Attractions Working Group
- 'Town Centre Partnership'

6. **Renewal of advertising boards**

To consider replacement of advertising boards for the surrounding areas of the town including Craft Market, Stone Markets, Regional winner of Gold in Bloom, National winners silver gilt RHS and Heart of England in Bloom.

7. **Advertising for upcoming events**

To consider how the Town Council's events should be advertised.

8. **Calendar of events**

To note the calendar of events for 2019 (attached).

9. **Letter from President of Twinning Association and Mayor of Bagnacavallo**

To consider a letter (attached) from the President of the Twinning Association and Mayor of Bagnacavallo.

10. **Friendship Agreement with Bagnacavallo, Italy**

To consider the Friendship agreement.

11. **Members Motions Under Standing Order 4**

**Councillor J. Davies**

*I'd like to initiate a review of the current situation regarding car parking in the town in the light of concerns regarding the negative impact on Town businesses and attractiveness caused by the operation of the car parks managed by Smart Parking, and the letter recently received from Stafford Borough Council (SBC) in reply to the Town Council's request for information on the money received by SBC since they took over the management of the Crown Street and Christchurch Way car parks.*

## 12. **Reports from Working Groups**

To receive a report from the Chairman of the Sub-Committee and working groups:

- Town Centre Appearance and Environment Working Group
- Town Centre Events and Attractions Working Group
- 'Town Centre Partnership'

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 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.

# 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

---

**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.

---

\* 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.

---

\* 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.

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**

---

\* 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.

## Calendar of Events 2019

Event	Date	Timings	Location
<b>FEBRUARY</b>			
Farmers' Market	Saturday 2 February	09.00 – 15.30	High Street
Craft & Collectables Market	Saturday 16 February	09.00 – 16.00	High Street
<b>MARCH</b>			
Farmers' Market	Saturday 2 March	09.00 – 15.30	High Street
Texas Flag Raising	Saturday 2 March	Noon	High Street
Craft & Collectables Market	Saturday 16 March	09.00 – 16.00	High Street
<b>APRIL</b>			
Farmers' Market	Saturday 6 April	09.00 – 15.30	High Street
Craft & Collectables Market	Saturday 20 April	09.00 – 16.00	High Street
St George's Day Re-enactment	Saturday 20 April	11.00 – 13.00	Market Square
Civic Dinner	Saturday 27 April	19.00 – 23.30	Stone House Hotel
<b>MAY</b>			
Farmers' Market	Saturday 4 May	09.00 – 15.30	High Street
Late Night Shopping/Street Food Event	Wednesday 8 May	16.00 – 21.30	High Street
Craft & Collectables Market	Saturday 18 May	09.00 – 16.00	High Street
Festival Soap Box Derby	Monday 27 May	13.30 – 19.00	High Street
<b>JUNE</b>			
Stone Summer Festival	Saturday 1 June to Sunday 9 June		
Farmers' Market	Saturday 1 June	09.00 – 15.30	High Street
Two-wheel Tuesday	Tuesday 4 June	18.30	High Street
Carnival Day	Saturday 8 June	From noon	Westbridge Park
Carnival Parade		13.00 – 14.00	ABB to Westbridge Park

Craft & Collectables Market	Saturday 15 June	09.00 – 16.00	High Street
10K Road Race	Sunday 16 June	10.00 – 12.00	Circuit
Late Night Shopping/Street Food Event	Wednesday 26 June	16.00 – 21.30	High Street
<b>JULY</b>			
Farmers' Market	Saturday 6 July	09.00 – 15.30	High Street
Annual Music Festival	Saturday 13 July	11.00 – 21.00	Market Square
Craft & Collectables Market	Saturday 20 July	09.00 – 16.00	High Street
Civic Sunday - Civic Parade - Civic Service	Sunday 28 July	10.30 – 11.00 11.00 – 12.30	High Street St Michael & St Wulfad's Church
<b>AUGUST</b>			
Farmers' Market	Saturday 3 August	09.00 – 15.30	High Street
'Stone by the Sea'	Wednesday 7 to Saturday 10 August	11.00 – 17.00	High Street
'Le Réveil Sablonnais Serriérois' Wind Orchestra	Wednesday 14 August	11.30 & 13.30	Market Square
Buzz King Marionettes Drama Workshops	Saturday 17 August	11.00 onwards	Market Square
Craft & Collectables Market	Saturday 17 August	09.00 – 16.00	High Street
Burma Star Commemorative Service & Parade	Sunday 18 August	17.30 – 19.30	Stonefield Park
<b>SEPTEMBER</b>			
Florence Brass Band	Sunday 1 September	13.00 – 15.00	Stonefield Park
Farmers' Market	Saturday 7 September	09.00 – 15.30	High Street
Craft & Collectables Market	Saturday 21 September	09.00 – 16.00	High Street
Classic Car Event in Stone High Street	Saturday 21 September	10.30 – 15.00	High Street
Late Night Shopping/Street Food Event	Wednesday 25 September	16.00 – 21.30	High Street
Glorishears of Brummagem Morris Dancers	Saturday 28 September	3 sessions	Market Square
Sportive Cycling Event in Stone	Sunday 29 September	All Day	High Street
Florence Brass Band	Sunday 29 September	13.00 – 15.00	Market Square
<b>OCTOBER</b>			



Food & Drink Festival	4 – 6 October	10.00 – 17.00	Westbridge Park
Farmers' Market	Saturday 5 October	09.00 – 15.30	High Street
Trafalgar Dinner	Friday 18 October	19.00 – 23.30	Stone House Hotel
Craft & Collectables Market	Saturday 19 October	09.00 – 16.00	High Street
<b>NOVEMBER</b>			
Farmers' Market	Saturday 2 November	09.00 – 15.30	High Street
Bonfire & Fireworks	Saturday 2 November	18.30 – 21.00	Westbridge Park
Remembrance Sunday: - Walton Service - Service & Parade (Stone) - Service of Remembrance (Stone)	Sunday 10 November	09.45 – 10.00 10.30 – 11.30 11.30 – 12.30	Whitemill Lane War Memorial St Michael & St Wulfad
Armistice Day	Monday 11 November	10.45 – 11.15	Granville Square
Craft & Collectables Market	Saturday 16 November	09.00 – 16.00	High Street
Christmas Lights Switch On - Stalls & Rides - 'Lights Switch On'	Thursday 21 November	16.00 – 21.00 19.00	High Street High Street
<b>DECEMBER</b>			
Opening of Advent Windows	Sunday 1 to Tuesday 24 December	10.00 – 10.15	Town Centre
Farmers' Market	Saturday 7 December	09.00 – 15.30	High Street
Civic Carols Service	Sunday 8 December	15.00 – 16.30	St Michael & St Wulfad's Church
Festival 'Santa's Bed Race'	Sunday 8 December	11.00 – 14.00	High Street
Late Night Shopping/Street Food Event	11 December	16.00 – 21.30	High Street
Craft & Collectables Market	Saturday 21 December	09.00 – 16.00	High Street
Christmas Farmers' Market	Saturday 21 December	09.00 – 15.30	High Street
Texas Flag Raising	Sunday 29 December	Noon	High Street



Prot. 310

Bagnacavallo, 8 gennaio 2019

To Mrs Kristian Green  
Mayor of Stone  
clerk@stonetowncouncil.gov.uk

To Mr W.L. Trigg  
Townclerk of Stone

P.C. Mr. Giuseppe Termine

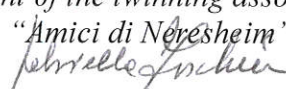
Dear Mrs K. Green and Mr W.L. Trigg,

First of all we'd like to wish you, your family and your citizens a peaceful and prosperous New Year.

We are planning the activities for 2019: among these there will be the celebration of the 25<sup>th</sup> anniversary of the twinning with Neresheim in Germany and we would like to celebrate the 15<sup>th</sup> anniversary of friendship with Stone. Although in these years there haven't been many contacts between the two municipalities and no twinning agreement has been signed, thanks to the activities organized by Stone twinning Committee and our twinning association, the relationship between our two towns has remained alive and constant: a lot of students from Bagnacavallo have had the opportunity to spend two weeks in Stone, to know your town, your habits, to improve the language and above all to make friends and we have been very pleased to have had, every year, citizens from Stone in Bagnacavallo during St Michele's festival.

Please let us know if you, as municipality, are going to celebrate the above mentioned anniversary and to work together with us and the twinning committees to strengthen the bonds between our two towns.

Best regards,

*Gabriella Foschini*  
President of the twinning association  
"Amici di Neresheim"  




*Eleonora Proni*  
Mayor of Bagnacavallo

