

Stone Town Council – Tourism & Town Promotion Sub-Committee

Minutes of the Meeting held in the Council Chamber at 15 Station Road, Stone, on Tuesday 18 June 2019

PRESENT: Councillor Mrs J. Hood in the Chair and
Councillors: T. Adamson, A. Best, J. Davies, M. Green, R. Kenney, P. Leason and
J. Powell

By Chairman's invitation: Mrs L. Davies

ABSENT: Councillors: I. Fordham and C. Thornicroft

TTP20/001 **Apologies**

Councillors: I. Fordham and C. Thornicroft

TTP20/002 **Declarations of Interest and Requests for Dispensation**

None received

TTP20/003 **Representations from Members of the Public**

None

TTP20/004 **Minutes of Previous Meeting**

That the minutes of the Tourism & Town Promotion Sub-Committee meeting held on the 19 March 2019 (Minute Numbers TTP19/027 – TTP19/033), be signed by the Chairman as a correct record.

TTP20/005 **Membership of Working Groups**

RESOLVED: To confirm membership of the following Working Groups:

Town Centre Appearance and Environment Working Group

Councillors: I. Fordham, M. Green, Mrs J. Hood, T. Kelt, R. Kenney, J. Powell
Co-opted Councillor Member: Mrs A. Burgess

Town Centre Events and Attractions Working Group

Councillors: A. Best, T. Adamson, J. Davies, I. Fordham, M. Green, Mrs J. Hood,
R. Kenney, J. Powell
Co-opted non councillor Member: A. Hollinshead

* 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.

'Town Centre Partnership'

Councillors: I Fordham, Mrs J. Hood, R. Kenney

TTP20/006 Renewal of Advertising Boards

The Sub-Committee considered the 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.

RESOLVED: That the Town Centre Events and Attractions Working Group is asked to consider the type, style and location of new advertising boards recommended for installation in the town, and that the Group reports its findings back to the Sub-Committee.

TTP20/007 Advertising Upcoming Events

The Sub-Committee considered the best methods for advertising upcoming events and attractions in the town.

RESOLVED: That the Town Centre Events and Attractions Working Group is asked to consider the best methods for advertising upcoming events and that the Group reports its findings back to the Sub-Committee.

TTP20/008 Calendar of Events

The Sub-Committee noted the calendar of events for 2019* which the Chairman, Councillor Mrs Hood said was ambitious and demonstrated the tremendous community spirit that was evident in Stone. The calendar had been issued later than planned but a number of events had needed to be confirmed.

She advised that the Sportive Cycling event in September had been cancelled (although booked for next year) and as a consequence the Florence Brass Band would be playing in Stonefield Park rather than Market Square on 29 September.

Councillor Mrs Hood, thanked those involved (which included independent organisations) who were working hard to bring people into the town to boost the local economy. There are a variety of large and small events listed, all of which will be free and many of them family orientated.

The programme of events for next year has already been started and people are invited to submit their ideas/plans.

TTP20/009 Letter from President of Twinning Association and Mayor of Bagnacavallo

The Chairman advised that she would be taking item 9 and 10 on the agenda together.

* 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 considered a letter from the President of the Twinning Association and Mayor of Bagnacavallo (which had been 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 15th anniversary of the two towns' friendship and to work with the twinning committees to strengthen their bonds in the future.

The letter had been held over from the last meeting of the Sub-Committee to enable consideration by the new Council (after the parish elections in May 2019) when fresh talks could take place with the Mayor of Bagnacavallo and the twinning committees.

RECOMMENDED: That the Town Clerk is asked to write to the Friends of Bagnacavallo (UK based), inviting representatives to attend a special meeting of the General Purposes Committee to discuss the friendship agreement.

RECOMMENDED: That the Town Council's invitation to join Bagnacavallo in celebrating the 15th anniversary of the friendship, be considered after this meeting.

RECOMMENDED: That the Town Clerk writes to the Mayor of Bagnacavallo and President of the Twinning Association thanking them for their kind invitation.

TTP20/010 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.

The Sub-Committee discussed parking provision in the town, its adequacy and its management, particularly with regard to Smart Parking Ltd, which manages the private car parks at the rear of B & M store and the rear of the Crown Hotel.

Large numbers of people have come forward with complaints that they have received parking enforcement notices in unfair circumstances when visiting the town.

The Sub-Committee expressed its concern about this matter due to the personal anguish the fines are causing, and the significant negative effect these actions are having on trade in the High Street and reputation of Stone in the minds of tourists and visitors.

* 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.

RECOMMENDED: That the Town Clerk is asked to write to all stakeholders connected with Smart Parking run car parks, to include Smart Parking, the owner of the land on which the car parks are sited, and B & M store; to express the Town Council's concerns about the negative impact that mass, allegedly unfair parking enforcement, is having on Stone town.

RECOMMENDED: That the Town Clerk is asked to write to Stafford Borough Council to request information that is available on income received from car parks at Crown Street, Westbridge Park and Christchurch Way.

RECOMMENDED: That the Town Clerk issues a press release with information and a map detailing the parking facilities that are available in Stone.

This information should also be published on the Town Council's website.

TTP20/011 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

Councillor Kenney said that he had no new information to report on the work of the Appearance and Environment Working Group, since the last meeting of the Sub-Committee.

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

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 reported that the first Late Night Shopping/Street Food Event held on 8 May had been fabulously successful with lots of additional trade being brought into the town. She hopes the shops get behind this new regular event with the next one being held on Wednesday 26 June.

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

'Town Centre Partnership'

Councillor Kenney reported that the Traders Group had not had a meeting since finalisation of the calendar of events.

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

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.