

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

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

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

By Chairman's invitation: R. Townsend

**ABSENT:** No Councillors were absent

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**TTP20/021** **Apologies**

There were no apologies.

**TTP20/022** **Declarations of Interest and Requests for Dispensation**

None received

**TTP20/023** **Representations from Members of the Public**

None

**TTP20/024** **Minutes of Previous Meeting**

That the minutes of the Tourism & Town Promotion Sub-Committee meeting held on the 13 August 2019 (Minute Numbers TTP20/012 – TTP20/020), be approved as a correct record.

**TTP20/025** **Staffordshire Police**

Chief Inspector Gemma Ward, Neighbourhood Policing Commander for Stafford Borough delivered a presentation on policing in Staffordshire. She shared information about changes to Staffordshire Police's operating model which have been necessary due to increased incidences of crime and anti-social behaviour, the changing nature of crime and financial pressures within the force. She provided details of a post implementational review (twelve months post change), a National Uplift (officer recruitment and training), future policing plan and strategic priorities.

Chief Inspector Ward talked about the nature of local policing work undertaken in Stone and answered questions about issues of concern which included use of

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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 intercom system at 15 Station Road, opening of the front office at 15 Station Road, CCTV on car parks, use of bicycles in town, openness of drug selling in Stone and drug use, and inconsiderate parking at local schools.

Chief Inspector Ward was thanked for the police service she oversees, and also for her time in attending the meeting.

**TTP20/026**      **Calendar of Events**

**Events to date and their progress**

The Chairman provided a summary of the many and varied events held in Stone which have included the Florence Brass Band playing (in Stonefield Park), Glorishears of Brummagem Morris Dancers, Classic Car Event, Stone by the Sea, Music Festival and St George's Day. Additionally, Stone in Bloom has this weekend, taken the bunting down.

**Planned events for 2020**

The Chairman informed the Sub-Committee that lots of new events were planned for 2020 which included a Flower Power Plant Fayre, Sportive Cycling event and a three day programme of VE Day Commemoration/celebrations to be held in May.

Councillors were asked if they could offer their support at these events, as all help would be appreciated.

**Christmas Switch-On Arrangements**

The Chairman advised that the arrangements for the Christmas Lights Switch On event were well underway.

**TTP20/027**      **Advertising Boards/Gateway to Stone**

The Chairman advised that advertising boards was an item still to be discussed by the Town Centre Events and Attractions Working Group.

**TTP20/028**      **Reports from Working Groups**

To receive reports from Working Groups:

**Town Centre Appearance and Environment Working Group**

Councillor Fordham informed the Sub-Committee that there were no updates to report since the last meeting.

**Town Centre Events and Attractions Working Group**

Councillor Mrs Hood had reported on the progress with town centre events held and planned, earlier in the meeting (TTP20/026 - Calendar of Events).

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## **Town Centre Partnership**

Councillor Fordham advised that a meeting had taken place last week and he provided a resume of the points discussed.

Stone Traders Group has advised that their membership continues to grow and members are contributing financially to help promote town centre businesses. The Group is rolling out information about activity on its website, through Facebook and other social media.

Feedback was given on town centre events and St George's Day, the Street Food events and Classic Car events were considered very positive, bringing many people into the town centre. It was agreed that these could be built on further with fine tuning or additional events/dates. The Music Festival was considered good for the town but needed more work and the Stone by the Sea event, run primarily for residents and families, was seen to be beneficial to the community.

There is a wish from traders that town centre events are held on every third Saturday of every month from April to December.

There has been agreement to finalise a list of events by the end of March 2020 in order to prepare a calendar for publication by the Town Council in early April. The Traders Group will also work to promote the events.

**Chairman**

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