



Town Clerk

Les Trigg

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15 Station Road
Stone
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23 December 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 7 JANUARY 2020** at 7.05pm 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 15 October 2019, Minute No's TTP20/021 – TTP20/028 (attached)

5. **Calendar of Events**

To review recent events and consider event preparations in 2020:

- Christmas lights Switch On
- Christmas lights/Walton
- Bunting /additional
- Music Festival

6. **Traffic Management in the High Street**

To discuss the dangers of traffic in the High Street for tourists and shoppers and the appropriateness of the times of access.

7. **Budget 2020-21 – 2022-23**

To consider the report of the Town Clerk (attached).

8. **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 welcome 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 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

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

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

7th January 2020

Tourism and Town Promotion Sub-Committee Budget 2020-21 to 2022-23

Report of Town Clerk

Introduction

1. The purpose of this report is to determine the level of budget for services under its control that the Sub-Committee wishes to recommend to the General Purposes Committee meeting on 21st January 2020.

Background

2. The General Purposes Committee on 3rd December 2020 considered the standstill budget for 2020-21 and indicative figures for the next two years based on a number of assumptions contained within the report.
3. The figures for this Sub-Committee are:

Actual 2018-19 £		Budget 2019-20 £	Forecast 2019-20 £	Budget 2020-21 £	Budget 2021-22 £	Budget 2022-23 £
12,975	Christmas Lights	15,000	16,000	16,000	16,500	16,900
60	Advertising	-	-	-	-	-
18,909	Tourism & Town Promotion	21,100	19,000	23,600	20,200	20,800
3,527	Community Bus	-	-	-	-	-
<u>35,471</u>	TOTAL	<u>36,100</u>	<u>35,000</u>	<u>39,600</u>	<u>36,700</u>	<u>37,700</u>

4. In respect of the figures above, Members should note:
 - a. The Christmas Lights budget includes the cost of providing the lights, and the electricity to run them, but not the costs of the switch-on event which are included in this Sub-Committee's Tourism & Town Promotion budget. This budget reflects the agreed contract payments to Christmas Plus together with a contingency for maintenance and replacement of the infrastructure and Council owned lights.
NOTE: The forecast shown for the current year above is £3,000 higher than the figure reported to the General Purposes Committee on 3rd December 2019. This is due to the cost of repairs to the electrical infrastructure at Walton Shops and A34 roundabout that were not anticipated when that report was prepared.

- b. The advertising budget has now been removed, as it was utilised to fund the post of Marketing and Events Assistant. Promotion for specific town events will continue to be charged as part of the event costs.
 - c. The Tourism and Town Promotion budget for 2020-21 and subsequent years includes provision for hanging baskets throughout the town centre (£5,000), the Christmas lights switch-on event (£3,000), and a general provision for town promotion events, including the Music Festival (£11,600). The 2020-21 budget also contains a one-off provision of £4,000 for the VE Day event. Inflation has been added to these figures in later years.
 - d. The Community Bus budget provision related to 2018-19 only, and is included to show a complete picture of last year's spending.
5. As reported to the meeting of the General Purposes Committee on 3rd December, the standstill budget is just the starting point for the budget process. Members will want to review this standstill budget and the amounts provisionally included. In addition, there are likely to be other areas where Members will want to undertake new developments or stop/change the things that the Council is doing now.
6. The Sub-Committee is asked to consider the standstill budget and any areas of growth or savings which they would want to be taken into account in setting the budget for 2020-21 and future years.

Recommendations

7. Members are asked to recommend their proposed budget for consideration by the General Purposes Committee on 21st January 2020.