



Railway Inn Steering Group
Minutes of Meeting held on 1st September 2026, 7.00pm
New St, Norton Bridge

Present: Sue W; David W; Ian W; Neil B; Holly D; Kris D

Apologies: Rachael D; Marg A-W; Fran D; Andy B; Sylvia B

Matters Discussed

Minutes of the last meeting on 18th August

The minutes have been agreed and can go on the website.

Actions List

1. David has added the minutes for the 4th August meeting to the website.
2. Sue sent the article and advert for the pub painting prints to the Stone and Eccleshall Gazette for publication in the September edition. The final version of the poster for the Thomas Forrester event has not yet been finalised and agreed with Thomas so this has not been sent to the Gazette. We will advertise this event locally and/or in the next Gazette edition once details for the poster have been agreed.
3. Rachael has posted about the upcoming events on the Facebook page and will continue to do so.
4. Rachael got in touch with the CAMRA Potteries branch and discussed with them about promoting us in a story on their social media, and about us doing a possible upcoming talk on 3rd October at the "Artisan Tap" in Hartshill. Members to check commitments and let Sue know if they are free on this date to support her with the talk.
5. Sue has been speaking to CAMRA press office about featuring us in an article – Sue to finalise details and send to CAMRA
6. Holly and Kris discussed QR code and it was agreed to use existing QR code directing people to the website homepage – Holly to re-share with group by email.
7. Sue to update business plan for SBC requirements – Sue to action.
8. Rachael booked a stand and tickets for the Eccleshall Show and David made a payment through online banking for £50.
9. Rachael to set up Eccleshall Show Whatsapp Group – to be actioned prior to show this Saturday 5th September.
10. Rachael to speak to Stafford Market to see if we can have a stall there – there is no information on this yet but Rachael has this in hand.
11. Marg enquired about Stone Farmers market as we were initially declined a stall. They have now said we can have a stall provided we have public liability insurance in place.



12. Rachael & Fran to put shares posters up in Yarnfield – to be carried forward.
13. Rachael to contact Vernon Kaye to see if he will mention us on the community section of his show to be carried forward.
14. Committee members to add some of their shares payment to Crowdfunder if they are happy to – ongoing.
15. Sue sent the updated shares document to David who has added it to the website.
16. Sue produced and printed supporters letters, Rachael and David enveloped and posted these. 2nd class stamps were purchased from Yarnfield Post Office for this purpose at a cost of £50.96.
17. Sue visited the printers with Anthony Pugh and an initial batch of 125 initial prints are being printed of the pub painting, to be titled “Village life in Norton Bridge” as the painting depicts a wider village scene, not just the pub. A small number are to be printed and signed by A. Pugh this week in time to sell at the Eccleshall Show.
18. Ian & Neil to design a 3D drawing for the 3D printing project - to be carried forward.

Prints of “Village Life in Norton Bridge” by Anthony Pugh

As per the actions list, Sue and Anthony Pugh are arranging to get an initial batch of 125 prints printed, with a small number done this week in time for the Eccleshall Show.

The prints will be 10” x 12” with an inch border. This will take them to 12” x 14” size, which is a standard frame size. They will be sold for £20 each plus p&p. The prints will be advertised in The Stone & Eccleshall Gazette, on noticeboards, at events & on Facebook.

A. Pugh will sign each print individually and they will be numbered. We are limiting printing to a maximum of 250, with a second batch of 125 to be printed as required once the first batch sell out.

Eccleshall Show

This has been booked and paid for as per the actions list.

Ian has produced a leaflet for us to give out advertising the share offer, and will be printing 300, along with copies of the share document and business plan.

Sue will be bringing prints of the painting to sell as detailed above.

Ian will take the marquis, signs, table and equipment there and set things up. The stall will be manned by Ian, Fran, Rachael, Holly and Kris to be arranged between them. Holly and Kris will pack up and take home the equipment.

Sue has made some posies of pressed flowers to attract attention and give away. A sample was presented to members present and all agreed they were attractive and befitting.

We discussed possible future promotional material ideas such as mugs and pens. To be discussed again at a future date.



Stone Farmers Market

Marg enquired about Stone Farmers market as we were initially declined a stall. They have now said we can have a stall provided we have public liability insurance in place. The Farmers Market takes place monthly

Marg has spoken with the Clerk of Chebsey Parish Council who have supported our campaign throughout. The Parish Council have public liability insurance and so it was suggested we may be able to work together to have a stall and therefore this would fall under the Parish Council's insurance, negating the need for us to take out one-off cover again as we did for the Pop-up Pub event.

The Clerk received information back from the Parish Council's insurers that their public liability insurance would indeed cover this activity, provided the stall was in the name of the Parish Council or joint names, and that it remained in control of the Parish Council.

Marg kindly volunteered to be present at the stall for the duration of the event, in conjunction with other committee members.

All members present agreed this was a good solution. This will also need the agreement of Parish Councillors at the next Parish Council meeting, and David has added it to the agenda for the next Parish Council meeting on Monday 7th September.

Provided the Parish Council agrees, a date can then be arranged.

Fundraising Video

Sue has discussed the promotional video ideas with Anthony Pugh as his son is experienced in this field. He suggested speaking to local colleges / universities to see if students on film/media courses might be interested in working on this idea as a project. Kris may have a contact he can speak to and will make enquiries.

Members present agreed we want to make a video and agreed on a 2-pronged approach:

1. A fun video in the vein of the phone box idea suggested by Ben and David. This could evolve into a series of videos along the same theme of villagers looking for a place to get together and enjoy a drink. Kris proposed he could help with filming, including drone shots using his drone. This video/videos can be used to drive engagement on social media.
2. A more serious video telling a story. This would be suitable for Crowdfunder, Linkedin and other professional situations. Sue proposed leaning on the pubs history, telling a story of personal connections with the history of the pub.

It was agreed that a sub-committee is to be formed to work on the fundraising video activity. Sue, David, Kris and Holly volunteered to form this sub-committee.

T Shirts / Polo Shirts

Ian has previously priced up getting T-shirts produced with the pub logo on. They would cost £8.40 each for a quantity of 50. Polo shirts would likely cost similar / slightly more, depending on quality.



All present agreed that interest in these is hard to gauge and the limited margins mean this isn't guaranteed to make money if we end up with unsold stock. We won't take this idea forward at present. We will likely revisit this in future as/when we are able to purchase the pub as a polo shirt was included in the Reward Scheme.

Meeting with Gregg Stott (SBC)

Cllr Jeremy Pert has helped to arrange our second meeting with Greg Stott, Deputy Chief Exec of Stafford Borough Council. This will take place on Thursday 1st October, with Sue, David and Marg to attend alongside Cllr Pert.

Any Other Business

1. Members present discussed the use of AI in promotional materials as there have been concerns this could portray the in a negative light. It was agreed we will limit the use of AI going forwards.
2. Kris suggested possibly doing a promotional event in the Spring such as a Spring Fair, where we could organise the event and sell stands. To be considered and discussed again in future.

Next Meeting

Tuesday 22nd September 2026 at Sue & Ian's house.



Actions

No.	Action	By
1	David to add the last minutes to the website	DW
2	Sue / Ian to finalise and agree Thomas Forrester event poster with T. Forrester	SW & IW
3	Rachael to do all Events posts on Facebook - in priority order	RD
4	Committee members to check availability to support Sue with CAMRA presentation at the Artisan Tap (Hartshill) on 3 rd October	ALL
5	Sue to finalise and send information to CAMRA for promotional article	SW
6	Holly to re-share the website QR code	HD
7	Sue to update the Business Plan	SW
8	Rachael to set up an Eccleshall Show Whatsapp group	RD
9	Rachael to speak to Stafford Market to see if we can have a stall there	RD
10	Rachael & Fran to put Shares posters up in Yarnfield	RD & FD
11	Rachael to contact Vernon Kaye to see if he will mention us on the community section of his show	RD
12	Committee members to add some of their shares payment to Crowdfunder if they are happy to	ALL
13	Ian & Neil to design a 3D drawing for the 3D printing project	IW & NB
14	Sue to get first small batch of prints of the pub painting done and signed in time for Eccleshall Show	SW
15	Ian to print 300 leaflets as well as some business plans and share documents for Eccleshall Show	IW
16	Ian, Fran, Rachael, Holly and Kris to attend Eccleshall Show and man stand	IW, FD, RD, HD & KD
17	David to raise joint working on Stone Farmers Market stall at next Parish Council meeting on 7 th September and feed back outcome to committee	DW
18	Rachael to add Stone Farmers Market (inc arranging a date) to next meeting agenda	RD
19	Kris to make enquiries re college/university students helping with promotional video	KD
20	Sue, David, Kris and Holly to form promotional video sub-committee	SW, DW, KD & HD
21	Sue, David and Marg to attend meeting with Gregg Stott and Cllr J Pert	DW, DW & MA-W
22	Sue to get biscuits for the next meeting	SW