



RAMSGATE TOWN COUNCIL

Minutes of the Town Promotion Committee

Venue: The Council Chamber, The Custom House, Harbour Parade, Ramsgate, CT11 8LP

Date: Tuesday 3rd February 2026 at 7pm

Present: Councillors; Albon, Crittenden (Chair), Huxley and Ovenden.

Also in attendance;
Councillor Shonk as an observer
Councillor Green as an observer
Mr D Williams (Marketing and Communications Officer - Minutes)
Mrs R Smith (Town Centre and Tourism Manager)
Ms G Dempsey (Visit Ramsgate Project Manager)

029/26 **APOLOGIES**
Apologies were received from Councillors Nixey (Personal Commitment) and Moore (Unwell).

030/26 **DECLARATIONS OF INTEREST**
Councillor Shonk declared a non-pecuniary interest in Item 6(iii), as he is the President of the Miss Ramsgate Organisation.

031/26 **MINUTES**
(i) The minutes of the ordinary meeting of the Town Promotion Committee held on 10th December 2025 (minutes 302/25 to 307/25) were received and considered.
(ii) The minutes of the Active Ramsgate Working Group held on 13th January 2026 were received and considered.

RESOLUTION: The Minutes were approved as a true and accurate record of the meeting.

032/26 **TOWN PROMOTION UPDATE**
(i) **Town Promotion Update**
The committee received an update report from Mrs R Smith on promotion of the town. The report detailed updates on events in the town, the events calendar, signage and the visitor survey.

Councillor Albon expanded on the incident involving several shopfronts vandalised in Ramsgate. He thanked Ramsgate Glass for making businesses safe after the incident. Councillor Albon is in talks

with the Town Clerk about help and support for businesses during this time.

RESOLUTION:

- **The committee noted the report.**
- **The committee agreed that the land train was not a feasible project and did not support progressing this any further.**
- **The committee agreed to fund an additional arm for the town centre fingerpost, showing Addington Street. £518.00 + VAT is to be spent from the General Project Maintenance budget (Code 66).**
- **The committee agreed to fund 14 signs for the harbour. £1,100.00 is to be spent from the General Project Maintenance budget (Code 66).**

(ii) We Are Ramsgate Loyalty Campaign

The committee received a report from Mrs R Smith for a 'We Are Ramsgate' Loyalty Campaign, stemming from the Pride in Places surveys. The report detailed costings and aim of the campaign.

RESOLUTION:

- **The committee noted the report.**
- **The committee agreed to proceed with this campaign. £3,030.00 is to be spent from the Town Promotion Expenses budget (Code 71).**

(iii) Projects for Consideration

The committee received a report from Mrs R Smith on two projects featuring Ramsgate as an Operation Dynamo visitor destination. The report detailed two projects, one focusing on a large scale harbour installation and the other focusing on the permanent mooring of the Little Ships 'The Watchful'.

RESOLUTION:

- **The committee noted the report.**
- **The committee agreed to refer both of these projects to Full Council, due to the scale and costs involved with each, so a decision can be made.**

(iv) Decorative Lighting

The committee received an update report from Mrs R Smith on the decorative lighting in the Town Centre. The report detailed updates on the big bulbs used in the town centre and the electricity costs for the feeder pillar.

RESOLUTION: The committee noted the report and the actions to be undertaken by officers regarding the big bulbs.

033/26

VISIT RAMSGATE

The committee received a verbal update from Ms G Dempsey on the Visit Ramsgate project. The verbal update detailed updates on the Visit Ramsgate Leaflet and the digital campaign.

RESOLUTION: The committee noted the update.

Councillor Albon left the meeting.

034/26

BUDGET

(i) Active Ramsgate

The committee received an update report from Mr D Williams on the Active Ramsgate budget. The report detailed updates on the expenditure of the Active Ramsgate budget towards the new Visit Ramsgate leaflet.

Councillor Green suggested exploring the use of the Community Ad-style format, which incorporates advertising, for future leaflets. It was noted that while this could provide additional funding opportunities, the current leaflet size and format are more commonly used and fit standard display holders more easily. Mrs R Smith and Ms G Dempsey will take this into consideration when reviewing designs for 2026/27.

RESOLUTION: The committee agreed to allocate £7,000.00 from the Active Ramsgate budget (Code 56) towards the Visit Ramsgate leaflet, with the proviso that if invoices are not received within the current financial year (2025/2026), that the funds are carried forward to 2026/2027 and earmarked specifically to complete the Visit Ramsgate leaflet.

(ii) Feeder Pillar Ongoing Costs

The committee received an update report from Mr D Williams on the ongoing electricity costs towards the feeder pillar in the town centre. The report detailed updates on the estimated costs that the council would be expected to pay in the next financial year.

RESOLUTION: The committee agreed to carry forward underspent monies from the Town Promotion budgets at the end of the financial year (2025/2026), estimating at £8,500.00, and earmarking them under a new budget heading entitled 'Electricity Costs for Decorative Lighting'. This heading will be used to meet the ongoing feeder pillar and lighting electricity costs.

(iii) Anchor Funding Summary

The committee received an update report from Mr D Williams on anchor funding for the Miss Ramsgate Organisation and Ramsgate Carnival (GB Carnival). The report detailed updates on how the anchor funding has been spent.

RESOLUTION:

- **The committee noted the report.**
- **The committee agreed to continue the anchor funding for these two groups, making a recommendation to Full Council for the next financial year (2026/2027).**

035/26

CONFIDENTIAL ITEM: CONFIDENTIAL NOTE

- (i) It was recommended that under the Public Bodies (Admission to Meetings) Act 1960 (as extended by s.100A(4) of the Local Government Act 1972), the public and accredited representatives of the press be excluded from the meeting for the following items of business on the grounds that they involved the likely disclosure of exempt information as defined in Part 1 of Schedule 12A of the Local Government Act 1972 by virtue of the paragraph specified against the item.

RESOLUTION: The press and public were excluded for the following item of business.

- (ii) Members received a report from Mr D Williams, regarding a confidential note received from an event organiser. It was recommended that this matter be considered confidentially, due to the information relating to the financial or business affairs of any person contained therein.

RESOLUTION: The committee noted the report and wished to thank the event organiser for the explanation and clarification contained within the note.

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DATE AND TIME OF NEXT MEETING

Thursday 9th April 2026 at 7pm.

The chair closed the meeting at 8:50pm.