



RAMSGATE TOWN COUNCIL
Minutes of the Town Promotion Committee

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

Date: 1 September 2021, 7pm

Present: Councillors; Albon, Ara, Austin (Chair), Crittenden, Green, Makinson, Moore, Nixey and Wing.

Councillor Albon left after Item 8.

Eileen Richford – Deputy Town Clerk and RFO

Dean Williams – Digital Communications and Marketing Officer

Rebekah Smith – Ramsgate Town Promoter / Visitor Information Centre Manager

Theresa Smith – Isle of Rydesgate Project Lead

Jess Clements – Isle of Rydesgate Project Assistant

084 **APOLOGIES FOR ABSENCE**

Apologies were received from:

Councillor Hetherington

Councillor Huxley

Councillor Knight

Councillor L. Piper

Councillor S. Piper

Councillor Rusiecki

Councillor Young

085 **DECLARATIONS OF INTEREST**

Councillor Austin – A member of the Ramsgate Town Team Committee

Councillor Makinson – A member of the Ramsgate Town Team Committee

Councillor Wing – A member of the Ramsgate Town Team Committee

086 **MINUTES**

The minutes of the Town Promotion Committee meeting held on 26 May 2021 (minutes 019 to 030) were approved as a true record.

Proposed by: Councillor Albon

Seconded by: Councillor Ara

RESOLVED

087 **COMMUNITY PROJECTS - MOOCH**

The committee received a presentation from Theresa Smith and Jess Clements on the Isle of Rydesgate Project and detailed the success the project has had within the two communities, Ramsgate and Ryde.

Historic England were looking to commission six projects and The Isle of Rydesgate was one of those that won. The project involved twinning the towns of Ramsgate and Ryde in the Isle of Wight. This allowed students to be creative with models of buildings in each town, creating the Isle of Rydesgate.

14 students from Broadstairs College helped with the project and building the models, with over 400 models printed and made. The display also featured in the Isle of Wight. Theresa thanked the Town Promoter for help with locating and securing an empty shop in Ramsgate high street and thanked Ramsgate Town Council for allowing use of the Visitor Information Centre to display the packs and for the funding they had received.

The expanded lino map which was detailed in the presentation has now gone to the Royal Harbour Academy, where students will be able to learn the history of both Ramsgate and Ryde.

Jess stated that the posts on Facebook for this project had reached over 20,000 people, with link clicks through to Historic England.

Theresa highlighted that the strongest common theme for feedback was for community space and hubs for creative spaces, showing that people's priority is wanting to feel safe, given the current climate. The project also saw an indirect outcome of visitor traffic, where people would return to the area after seeing the project.

Councillor Albon asked whether it was possible to capture the memories of people on film, sharing their feelings of both areas. Theresa said this was something they could look into as the project expands.

Councillor Green thanked Theresa and Jess for the work they had done and asked if there were any differences in the responses between the two towns. Theresa stated that they were different communities but both welcomed the project with open arms. The differences would be highlighted in a full report which will be going to Historic England. A copy of this would be circulated to councillors once received.

Councillor Crittenden asked whether this report or a variation of the report can be sent to Thanet District Council to highlight the creative spaces that are needed within the town. It was agreed that this would be done.

088 **ACTIVE RAMSGATE**

The committee received an update from the Town Promoter on the Active Ramsgate initiative and activities and noted the report.

The new photography has been completed and these photos are now used on the new Visit Ramsgate Active Ramsgate landing page. This promotes all the products under Active Ramsgate.

There was local and national coverage for the Kitesurfing Championships, with TV coverage and an article in the Guardian. The advertising equivalent value for this coverage is estimated at £750,000.

The British Kitesurfing Festival was a success and the Town Promoter suggested that on bank holidays a music festival might be looked into as a regular attraction. The committee asked the Town Promoter to look into this possibility and come back to the committee with more information. This should also include the town centre as it is often left out when events take place on the harbour. Councillors Ara and Wing would assist the Town Promoter with talking and liaising with businesses.

Councillor Ara suggested that a shuttle bus could bring people to the top of the high street from the station, so they would have to walk through the town. The Town Promoter was to investigate this with stagecoach.

Councillor Green stated that the Council has always been reactive with events and perhaps we should now be more proactive. If the Council has events it wants to put on then we should push this information out and encourage event organisers to put those events on, rather than wait for them to approach the Council. It was agreed that this should be discussed further at the next (budget) meeting.

089 **RAMSGATE TOWN PROMOTER**

The committee received an update from the Town Promoter and noted the report.

The Town Promoter informed the committee about empty shops in the town.

She stated that the free Visit Ramsgate plugin for the website was limiting the website traffic to 5,000 views a month and slowing down the pages. The Town Promoter recommended that it was upgraded to cope for up to 50,000 views a month at the cost of £20 per month.

The committee agreed that the Visit Ramsgate Website caching plugin should be upgraded, up to a cost of £240 per year.

Proposed by: Councillor Green

Seconded by: Councillor Ara

RESOLVED

The Town Promoter informed the committee that she had applied for the event documentation from Thanet District Council for the Christmas Light Switch On, on the last Sunday in November, 28th.

It was suggested that banners should be put up to inform people in and around the town of the Christmas Light Switch On. The Town Promoter would look into this and bring this back to a future meeting. It was also suggested that the planters could be made festive around this time too. The Town Promoter would speak to the Supervisor Technician as to whether this is possible.

The Town Promoter thanked the Supervisor Technician and Technician, Chris Barton and Shaun Pengilly, for their help with the Kitesurfing Championship weekend. The Town Promoter is to liaise with the Deputy Town Clerk as to whether it is feasible for them to help the weekend of the Royal 200th Anniversary Festival.

Councillor Austin reminded councillors that their support for events over the RH200 weekend would be appreciated, including attendance at the Gala Dinner, where it might be possible to book a table as Ramsgate Town Council. Councillor Austin would send an email to all councillors inviting them to book a place.

090 **RAMSGATE TOWN TEAM**

The committee received a report from Councillor Austin on the Ramsgate Town Team and their proposal for banners on lampposts around the town.

The committee were in favour of the project and stated that it would help brand Ramsgate and highlight our history and heritage. Councillor Austin stated that the Town Team would bring back further ideas in future to the committee regarding the banners and once lampposts have been identified, after which Kent County Council approval would need to be applied for. Councillor Green asked Councillor Austin to bring back a written proposal so Council can allocate a budget.

Councillor Albon pointed out the successful lamppost banners in St Pancras and that the Thanet District Council Tourism team ran a successful campaign for Dreamland a few years ago. He suggested the Town Promoter contact Paula Harbidge at Visit Thanet and Julie Edwards at Visit Kent to gain further information.

091 **COMMUNITY AD MAGAZINE**

The committee received a report from the Digital Communications and Marketing Officer on the Community Ad Magazine.

He explained that not all members of the public receive the Community Ad Magazine, which has caused upset among residents.

He had contacted Community Ad Ltd to find out the costs of distributing the magazine to every resident of Ramsgate. It would cost £726.25 per magazine issue and around £4,357.50 per year.

The committee agreed in principle to fund the extra copies for residents, but deferred the decision until the budget meeting in November, where the expenditure can be reviewed and allocated for the next financial year.

Proposed by: Councillor Nixey

Seconded by: Councillor Ara

RESOLVED

The committee stated that at the end of the year that they would like to see how the extra copies have made an impact. The Digital Communications and Marketing Officer to ask Community Ad Ltd on how they can measure the impact and to bring this information to the budget meeting in November.

That in view of the confidential nature of the business about to be transacted, it is advisable in the public interest that the press and public be temporarily excluded and they are instructed to withdraw.

Proposed by: Councillor Nixey

Seconded by: Councillor Ara

RESOLVED

092

EVENTS FUNDING 2021/22

The Committee considered the Events Funding applications received. **Starting balance for the Events Fund is £17,575.00.**

EF17

Looping the Loop CIC – Christmas Panto

Event Date; 6th – 12th or 13th – 19th December 2021.

Awarded; £3,943.00

Proposed by: Councillor Wing

Seconded by: Councillor Crittenden

RESOLVED

Note; Balance remaining in Events Fund £13,632.00.

The Chair closed the meeting at 8:30pm.