



RAMSGATE TOWN COUNCIL
Minutes of the Town Promotion Committee

Venue: Virtually by Microsoft Teams – By virtue of the COVID-19 Pandemic Emergency.

Date: 2 September 2020, 7pm

Present: Councillors; Campbell, Green (Chairman), Huxley, Makinson, Moore, Nixey, Rusiecki, Wing and Young.

R. Styles – Town Clerk
E. Richford – Deputy Town Clerk and RFO
D. Williams – Digital Communications and Marketing Officer
R. Smith – Town Promoter

Councillor Young joined the meeting during Item 4.
The Town Clerk left the meeting after Item 4.
Councillor Wing joined the meeting during Item 5.
Councillor Wing left the meeting during Item 8.

012 **APOLOGIES FOR ABSENCE**

Apologies were received from:
Councillor Albon
Councillor Ara
Councillor Knight

013 **DECLARATIONS OF INTEREST**

There were no declarations of interest declared.

014 **MINUTES**

The minutes of the Town Promotion Committee meeting held on 3 March 2020 (minutes 213 to 218) were approved as a true record.

Proposed by: Councillor Campbell **Seconded by:** Councillor Green

RESOLVED

015 **RAMSGATE MARKET**

The committee received reports from the Town Promoter and the Town Clerk.

Councillor Green stated that he felt it was too early for the Town Council to be looking into the market situation whilst COVID-19 is still ongoing.

The committee debated the position of the market, stating that originally it was located out of town, however the traders wish to return to the town centre.

The Town Promoter suggested within her report to use Charlotte Court as a venue, although due to the size of the venue, this may not be suitable.

Councillor Campbell stated that the existing Hughmark Market is the responsibility of Thanet District Council and Ramsgate Town Council would need to liaise with Thanet District Council to then decide on a way forward later.

The Town Clerk agreed with Councillor Campbell that for the HughMark Market to prosper in future, it would need to reinvest and inject something new into the market.

It is too early to determine any resolution for the market at this current time, it is best to wait until the pandemic eases and then to have a meeting with Thanet District Council to discuss a way forward. This item is to be brought back to the next Town Promotion Committee meeting on the 25th November 2020.

Proposed by: Councillor Campbell

Seconded by: Councillor Green

RESOLVED

016 **ACTIVE RAMSGATE**

The Active Ramsgate report was noted.

The report detailed the rebranding workshop that the team conducted and referred to the Branding Strategy document that has been created that now outlines the marketed audience for Active Ramsgate.

The new Active Ramsgate Leaflet was shown to the committee. 78,000 copies of the leaflet have been given to PEAR Communication who have distributed these in Premier sites around the London area, such place include train stations, supermarkets etc.

Councillor Green informed the committee that he would be having a meeting with Thanet District Council regarding the Beach Club proposal to find out the situation with the carpark.

017 **VISITOR INFORMATION CENTRE**

The committee noted the report on the Visitor Information Centre, which detailed the closure during the pandemic, the protective measures put in place for the volunteers and the potential reopening on the 14th September, with a limited service.

018 **RAMSGATE TOWN TEAM**

The committee received and noted a report from the Town Team.

The report mentioned the bunting that had been created for the boats in the harbour, over 2.5km of bunting had been created by volunteers to put up in the town centre and the harbour area. The report thanked the Fabric Shop and Jantra's Alterations for their assistance.

The town team detailed that they are due to have a Litter Forum meeting via Zoom since the lockdown started and will keep the members updated.

019 **COMMUNITY AD**

The committee received the report on the Community Ad magazine.

It was detailed by the Digital Communications and Marketing Officer that Community Ad had proposed to change the frequency of the magazines from quarterly to bi-monthly. It was explained that Community Ad would support the office more with contacting community groups for articles, as this would result in an additional two magazines a year.

The Digital Communications and Marketing Officer suggested that the bi-monthly magazines would start from March 2021, to tie into the new financial year, this would also give notice to the community groups of the change.

To accept the proposal by Community Ad to start publishing bi-monthly issues of the magazine starting from March 2021.

Proposed by: Councillor Campbell

Seconded by: Councillor Green

RESOLVED

The chairman suggested that groups that receive funding from the Town Council should be encouraged to write an article in the magazine, to show what they are doing.

020 **RAMSGATE TOWN PROMOTER**

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

The Town Promoter updated the committee on the Royal Harbour 200 event, she attended a meeting and Ralph Hoult is moving forward with the plans. Unfortunately, Gordon Warren was a key aspect to the project with contacts in the Navy, he sadly passed away at the beginning of this year. Ralph is now working with his contacts to move forward on this project.

The Town Promoter stated that the Future High Streets Fund application had been submitted and we would find out the results in the coming weeks. This could potentially impact on the siting of the King George IV Statue.

Councillor Campbell enquired as to how far they are with bronzing the statue. The Town Promoter explained that they would need to raise £40,000 to bronze the statue and a fundraising page has been setup.

The Town Promoter informed the committee of the multi-storey car park and that it is not being cleaned and businesses, visitors and residents have been complaining. Councillors informed the Town Promoter that this has probably not been cleaned due to the lack of funds as the Margate multi-storey car park is in the same situation. There is a maintenance schedule for cleaning, but this has not been completed by Thanet District Council.

021 **TOWN CLERKS REPORT**

There was nothing to report from the Town Clerk.

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 Green

Seconded by: Councillor Campbell

RESOLVED

022 **FUNDING 2020/21**

The Committee considered Events Funding applications and Ramsgate Funding applications.

a. **EVENTS FUND**

The committee considered the Events funding applications received for events taking place up to 31 March 2021. **Starting balance for the Events Fund is £31,000.00.**

EF27 Contra Pop Programme of Experimental Music

Event Date; Four events between 19 December 2020 and 20 March 2021.

Awarded; £2,000.00.

Proposed by: Councillor Green

Seconded by: Councillor Makinson

RESOLVED

EF28 Ramsgate's Pop-up Town Centre Panto (Jack and the Beanstalk)

Event Date; December 2020.

Awarded; £3,250.00.

Proposed by: Councillor Campbell

Seconded by: Councillor Moore

RESOLVED

EF29 Ramsgate Arts Festival Ltd – October Half Term

Event Date; half term in October 2020.

Awarded; £1,600.00.

Proposed by: Councillor Campbell

Seconded by: Councillor Rusiecki

RESOLVED

Balance remaining in Events Fund £24,150.00.

b. **RAMSGATE FUND**

The committee considered the Ramsgate funding applications.

Starting balance for the Ramsgate Fund is £28,353.38.

RF5 The Ramsgate Society

To plant 50 trees in Ramsgate's Conservation Area.

Awarded; £2,000.00.

Proposed by: Councillor Campbell

Seconded by: Councillor Green

RESOLVED

RF6 Ramsgate Arts Barge CIC

To renovate and refurbish a 130-year old barge.

Application not awarded; applicant would first have to show successful fundraising before the award was granted.

Proposed by: Councillor Campbell

Seconded by: Councillor Rusiecki

RESOLVED

Councillor Greens objection was noted.

RF7 IsleWrite

To print 500 copies of twentythree, an anthology of thirty short stories and poems.

Application not awarded; Wait until they can meet again and not to accept the application.

Proposed by: Councillor Campbell

Seconded by: Councillor Rusiecki

RESOLVED

Balance remaining in Ramsgate Fund £26,353.38.

The Chairman closed the meeting at 8:10pm.