



RAMSGATE TOWN COUNCIL

Minutes of the Town Promotion Committee

Venue: The Council Chamber, the Custom House, Harbour Parade, Ramsgate

Date: Wednesday 12th October 2022 at 7pm

Present: Councillors; Crittenden (Chair), Albon, Austin, Green, Makinson, Nixey, Ovenden, L Piper, S Piper, Wing and Young.

Also in attendance;
Miss E Richford – Deputy Town Clerk and Finance Officer (Minutes); Mrs R Smith – Town Promotor and Visitor Information Manager (reports).

200/22 APOLOGIES

Apologies were received and accepted from:

Councillor Ara – Civic Event; Councillors Huxley and Moore – Unwell; Councillor Hetherington – Work Commitment.

No apologies were received from Councillor Rusiecki.

RESOLUTION: To approve the apologies received.

201/22 DECLARATIONS OF INTEREST

There were no declarations of interest or dispensations recorded.

202/22 MINUTES

The minutes of the Ordinary meeting of the Town promotion Committee held on 22nd June 2022 (minutes 126/22 to 133/22) were received and considered.

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

203/22 WORKING GROUPS

(i) The Committee considered the amended Active Ramsgate Working Group Terms of Reference.

RESOLUTION: The amended Terms of Reference were agreed.

(ii) The Committee considered the draft Open Public Spaces Strategy Group Terms of Reference.

RESOLUTION: The Terms of Reference were agreed. Chair of the Strategy Group to be Councillor Crittenden, Chair of Town Promotion Committee; Councillor Green to be a member as Chair of Finance and General Purposes Committee; Councillor Wing to be a member as a link to the Climate Change Working Group.

204/22 ACTIVE RAMSGATE MEETINGS

The Committee received the minutes from the previous Active Ramsgate Meetings:

- (i) Active Ramsgate Meeting – 28 July 2022
RESOLUTION: The Minutes were approved as a true and accurate record of the meeting.

- (ii) Active Ramsgate Meeting – 30 September 2022
RESOLUTION: The Minutes were approved as a true and accurate record of the meeting.

205/22 TOWN PROMOTER

- (i) The Committee received a written report from Mrs R Smith, Town Promoter, regarding proposals and recommendations for promotion of the Town.
 - a. Parking Charges
The Committee was asked to consider if Ramsgate Town Council funded free parking is an initiative to be investigated.
RESOLUTION: That Ramsgate Town Council funded free parking should not be investigated.

 - b. Cleanliness and Poor Public Realm / Welcome
The Committee was asked to consider whether to progress with a “Facelift Thursday” project as detailed in the report.
RESOLUTION: The project to be progressed as detailed in the report but subject to an initial review of capability to implement the project. A review to take place after 6 months of the project.

 - c. Weekly Market
The Committee was asked to note the information within the report and consider if there are any further steps that officers can currently take.
RESOLUTION: The report be noted. Chair of Council and the Town Clerk to take the matter of the High Street Market up with the Thanet District Council CEO.

 - d. Anti-social behaviour
The Committee was asked to note the information within the report and consider if there were any further steps that officers can take.
RESOLUTION: The report be noted with no further steps for officers to take on the matter.

 - e. Town Improvements / Beautification
The Committee was asked to defer the projects detailed in the report until the “colours of Ramsgate” have been identified, and it is known what projects the Cultural Consortium/Thanet District Council are planning.
RESOLUTION: The projects to be deferred until the “colours of Ramsgate” are identified.

- (ii) The Committee received a written report from Mrs R Smith, Town Promoter, providing an update on the Harbour Arch Lights Project and considered how to proceed.

RESOLUTION: The project to be progressed within the current financial year using the remainder of the Beautification Budget, and Council to be asked to vire in the balance from elsewhere in the budget. Businesses to be approached with a view to assisting with funding of the project.

206/22 COMMUNITY AD UPDATE

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

RESOLUTION: To vire £653.61 from the Marketing budget to the Community Ad budget, to cover the increase in printing costs. The Digital Communications and Marketing Officer to be asked to seek feedback on the magazine, it's distribution and value for money.

207/22 EASTCLIFF BANDSTAND

The Committee considered a motion from Councillor Crittenden that Ramsgate Town Council acquire the Eastcliff Bandstand (by purchase or asset transfer from Thanet District Council).

RESOLUTION: Ramsgate Town Council to negotiate with Thanet District Council around acquiring the bandstand by asset transfer.

Councillors Nixey and Young left the meeting at 8:35pm.

208/22 CONFIDENTIAL MATTERS

(i) EXCLUSION OF THE PUBLIC AND PRESS

It was recommended that under the Public Bodies (Admission to Meetings) Act 1960 (as extended by s.100 of the Local Government Act 1972), the public and accredited representatives of newspapers be excluded from the meeting for the following items of business on the grounds that they involve 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: To exclude the public for the following items of business.

(ii) TOWN PROMOTION BUDGET 2023/24

The Committee considered a written report from Mr D Williams, Digital Communications and Marketing Officer, regarding the budget for the next financial year. Councillors were asked to consider the recommendations contained therein. It was recommended that the item be considered confidentially due to the likely disclosure of information relating to the budget and contractors.

RESOLUTION: The budget recommendations 2023/2024 as detailed in the report to be agreed as the Town Promotion Committees recommendation to the Finance and General Purposes Committee on 23rd November 2022 and for ratification by Council on 21st December 2022.

(iii) **CONTRACT DECISION – USEEUM APP**

The Committee considered a written report from Mr D Williams, Digital Communications and Marketing Officer, regarding the current agreement for the Useeum App. Councillors were asked to consider the recommendation contained therein. It was recommended that this item be considered confidentially due to the likely disclosure of information relating to the contractor.

RESOLUTION: To end the contract with Your Heritage Ltd, giving three months' notice as per the contract.

(iv) **ACTIVE RAMSGATE**

a. **BRIEF**

The Committee considered a written report from Miss L Fidler, Town Clerk and Responsible Financial Officer, regarding the brief for Active Ramsgate and considered the recommendations contained therein. The report was written in conjunction with the Chair of the Committee, Councillor Crittenden. It was recommended that this item be considered confidentially due to the likely disclosure of information relating to current contract arrangements.

RESOLUTION:

1. That the existing contractors be informed that their contracts will not automatically renew for 2023, but there may be opportunities in the future that they are welcome to tender for.

2. Between now and 31st December 2022 will be a handover period between the contractors and existing staff.

3. Councillor Crittenden to lead a working group consisting of Councillor Huxley, Town Promoter, Digital Communications and Marketing Officer and the Senior Tourism Officer at Thanet District Council (with support from the Town Clerk) to finalise the draft brief for Active Ramsgate including a proposal for how/who will manage the project (contractor / staff member / mixture of both). This group will report back to the Town Promotion Committee in January with a proposal (by which time the Council will have approved the budget for 2023/2024).

b. **CONTRACT DECISION – WHEL BAND COMMUNICATIONS**

The Committee did not consider the current contract with Whelband Communications due to resolution above.

c. **CONTRACT DECISION – TRIBAL VOICE COMMUNICATIONS**

The Committee did not consider the current contract with Tribal Voice Communications due to the resolution above.

209/22 DATE AND TIME OF NEXT MEETING

Wednesday 4th January 2023 at 7pm.