



RAMSGATE TOWN COUNCIL

Minutes of the Town Promotion Committee.

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

Date: 2 July 2014, 7pm

Present: Councillors; Campbell, Dwyer, Everitt, D.Green, E.Green, Huxley, Moore and Shonk.

Councillor D. Green & E.Green joined the meeting during Item 4.

D. Williams – Technical Officer
S. Humphries – Town Promoter
Two Representatives from the Town Team

057 **APOLOGIES FOR ABSENCE**

Apologies were received from:

Councillor Doyle – Family Commitment.

058 **DECLARATIONS OF INTEREST**

There were no declarations of interest declared.

059 **MINUTES**

The minutes of the meeting held on 28 May 2014 (Minutes 030 to 041) were approved as a true record.

Proposed by: Councillor Moore

Seconded by: Councillor Shonk.

RESOLVED

060 **RAMSGATE TOWN TEAM**

The Ramsgate Town Team gave an update on the Clean-up Campaign and a shopwindow competition.

The committee was informed that the Ramsgate Town Team are creating newsletters that will be sent out on a quarterly basis.

A demonstration for the operation of a chewing gum machine was setup by Councillor D Green and was given to members of the Town Team regarding the Clean-up Campaign.

An idea to decorate Abbotts Steps was suggested by the Town Team for the future, however further discussions with Thanet District Council are needed.

The second stage of the Augusta Steps is to start over the next couple of weeks with the painting of the railings; this will involve eight local schools in Ramsgate. Councillor Campbell advised that the Town Team used Hammerite paint for the railings, to reduce the paint flaking in the future.

It was acknowledged by Councillor Everitt that it was an impressive report given by the Town Team.

061 **ACTIVE RAMSGATE**

The committee received reports from the Town Clerk regarding the Fishing Festival Competition and the Harbour Steam Festival. Councillor Everitt updated the committee by stating that there was to be a meeting with the Harbour Steam Trust on the 3rd July at the Custom House regarding the bid and future plans.

Councillor D Green requested more information on the Fishing Festival Competition, the Town Clerk is to send regular updates to the councillors informing them of progress, it was advised that where local businesses were mentioned that they should be named in the articles and documentation.

The Town Promoter showed the committee posters and forms regarding the Walkers are Welcome, these are to be displayed in the Visitor Information Centre.

062 **EVENTS FUND - APPLICATIONS**

The committee considered an application, as follows;

EF25 2014-15 Ramsgate Viking Model Boat Club – funding for the annual model boat club show

Awarded £250.00

Proposed by: Councillor Campbell

Seconded by: Councillor Dwyer

RESOLVED

063 **REO KIT STORAGE UPDATE**

The report from the Town Clerk was noted, Councillor Campbell noted that Ellington Park would be re-imbursing Ramsgate Town Council for the purchase of one container for Ellington Park, two containers have been purchased by Ramsgate Town Council and are situated in the Port of Ramsgate. Once the containers are secure, the equipment owned by Ramsgate Town Council will be moved to these containers.

064 **POTTED PALMS UPDATE**

The committee noted the report from the Town Clerk on the locations of the potted palms, the flowerbeds located on York Street have not been vandalised, however plates are to be installed to prevent any vandalism in the future.

065 **REVIEW OPERATION OF THE VISITOR INFORMATION CENTRE**

The committee received and noted the report from the Technical Officer.

The space used in the Visitor Information Centre to promote events is not being utilised properly, it was noted that major events organisers should be contacted so they can promote their events.

It was noted that a collection of flyers and posters should be sent to Droit House to be displayed in the noticeboards around Ramsgate, as many of these are selective of one group and/or not updated often.

Councillor Campbell requests that the Town Clerk ensures that the Visitor Information Co-Ordinator is instructed to arrange and sort out the leaflet rack into sections, giving detailed labels of the various places, i.e. Ramsgate, Thanet, etc.

A list of Active clubs and groups within Ramsgate is to be created by the Visitor Information Co-Ordinator for the public, as a current list does not exist, these groups and clubs are to be associated with the Active Ramsgate campaign so they should include sporting based projects.

A Visitor Information Centre Sub Committee meeting is to be called to discuss the future of a Visitor Information Centre Action Plan, this meeting will determine the content required for the Plan.

Councillor Everitt suggested that an article should be placed in the 5th Edition of the Community Ad Magazine, requesting recruitment of volunteers.

The Technical Officer detailed the process of work involved for updating an Information TV Screen for the Visitor Information Centre, the committee asked the Technical Officer to look into prices for a TV with DVD player for the Visitor Information.

An update was given to the committee by the Technical Officer on the 'Kent Contemporary' Campaign by Thanet Visitor Information Service, the committee were shown a billboard image of Ramsgate that would feature in London. The committee requested that contact is made with the Thanet Visitor Information Service to find out if copies are available for use.

066 **RAMSGATE TOWN WEBSITE UPDATE**

The committee noted the report from the Technical Officer. The report detailed the statistics of the website from the previous year (9th June 2013 – 8th June 2014), changes to the design of the social media pages and the inclusion of some new ideas for the website visitor interaction.

Councillor D Green commended the Technical Officer for showing initiative towards the website to make it successful.

067 **TOWN PROMOTER REPORT**

The Town Promoter gave an update on work since the last meeting. The Town Promoter stated that August looks like a good month to promote Ramsgate, due to weather, attractions and events.

An email was received by the Town Promoter from Julie Edwards regarding a stall space at St. Pancras station by Visit Kent. This stall is between the 11th and 17th August to promote Coastal Areas, this starts at 10am. Visit Thanet currently have a stall for promoting Thanet. The Town Promoter is to send the email to Councillor D Green, Councillor E Green and Councillor Everitt for information.

The Committee agreed that the stall should be accepted, however Thanet District Council would have to do it on our behalf.

Proposed by: Councillor Everitt

Seconded by: Councillor D Green

The Town Promoter suggested that the promotional image of Ramsgate should be integrated with the marketing workshop, given that permission is granted to use the image.

068 **COMMUNITY AD MAGAZINE**

The committee agreed that the front cover image for the 4th Edition of the Community Ad Magazine should be the Harbour Photograph by Peter Winkworth.

Proposed by: Councillor Campbell

Seconded by: Councillor Everitt

The committee agreed that clarification was needed on the membership of the Editorial Working Group. It was noted that Councillor D Green and E Green would stand down from the working group and Councillor Shonk and Dwyer would join the membership in their absence. It was also noted that the current Mayor would replace the former Mayor's position; all other members and officers are to remain the same, the Editorial Working Group consists of:

Councillor Peter Campbell (Town Promotion Chairman)

Councillor Rick Everitt (Editorial Working Group Chairman)

Councillor Pat Moore (Mayor of Ramsgate/Chairman of Ramsgate Town Council)

Councillor Mary Dwyer

Councillor Trevor Shonk

Suzy Humphries (Town Promoter)

Richard Styles (Town Clerk)

Dean Williams (Technical Officer)

In regards to content for the Community Ad Magazine, the committee agreed that the Ramsgate Events Group article was to be covered in the 5th Edition rather than the 4th Edition.

Councillor Everitt mentioned that the content provided had to be checked for punctuation and grammar, but was satisfied with the overall content submitted and is looking forward to the printed version.

The committee agreed that articles should not be advertising personal business or services, as this is leading away from the concept of the magazine.

The committee agreed that a response was to be made to a letter that was submitted, Councillor E Green stated that an email with information from a Thanet District Council Officer would be a sufficient reply to this letter.

069 **DESTINATION MANAGEMENT PLAN**

Councillor D Green gave an update on the Thanet Destination Management Plan, detailing that Ramsgate is the best option to hold a beach club, which works well on the continent.

Kent cycle hire is to be contacted. They are interested, if a site can be located to accommodate them, Spencer Square is an option.

The committee were advised that a meeting would be held in two weeks time to discuss a map of the town, showing the local attractions.

It was discussed that signage should be pursued for Ramsgate, as this is essential to visitors and residents. The Town Team representative, Pym Brewer, will report back at the next meeting with progress on signage.

Councillor Campbell stated that Ramsgate is not being heard during these meetings and Ramsgate needs to have the same influence as Margate during these meetings.

A bottom-up approach has been suggested for the Town Team; they would approach Ramsgate Town Council for ideas to take onto the meetings of the Thanet Destination Management Plan.

The Chairman closed the meeting at 8.46pm

Chairman