



RAMSGATE TOWN COUNCIL
Minutes of the Town Promotion Committee.

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

Date: 2 March 2016, 7pm

Present: Councillors; Campbell, Connor, Falcon, Kennedy, Leys, Piper, Shonk and Stummer-Schmertzing.

D. Williams – Technical Officer

R. Styles – Town Clerk

R. Smith – Ramsgate Town Team and Ramsgate Town Promoter

Four members of public were present.

IN THE ABSENCE OF THE CHAIRMAN, THE VICE-CHAIRMAN (COUNCILLOR CAMPBELL) IN THE CHAIR

230 **APOLOGIES FOR ABSENCE**

Apologies were received from:

Councillor J. Fairbrass – Other Commitment

Councillor L. Fairbrass – Other Commitment

Councillor Larkins – Unwell

Councillor Martin – Unwell

Councillor Young – Unwell

231 **DECLARATIONS OF INTEREST**

There were no declarations of interest declared.

232 **MINUTES**

The minutes of the meeting held on 27 January 2016 (minutes 188 to 196) were approved as a true record.

Proposed by: Councillor Piper

Seconded by: Councillor Leys

RESOLVED

233 **ACTIVE RAMSGATE**

The committee received the report from Explore Kent on Active Ramsgate.

The Technical Officer updated the committee on the timescales of the walks and trails, draft proofs are being created and will be distributed to councillors once the office has received them.

The committee asked for clarification from Explore Kent as to whether this was the last year of the Active Ramsgate project, it was also suggested that a handover document would be given to the council, including a sustainable plan so that the council can then determine whether to continue the project independently.

234 **DESTINATION MANAGEMENT PLAN**

An update was given by R. Smith on the Destination Management Plan. It was detailed that the funding for the Destination Management Plan had been cut for all three towns. It was agreed that the funding now available from the Destination Management Plan would

not be enough to pursue the beach club project. A suggestion was made that to make it a feasible option that a private company should be contacted to form a partnership for the beach club project.

The Town Clerk is to investigate in a partnership with a company to kick start funding for the beach club project. Suggestions were made that Kawasaki and Thanet Watersports should be contacted.

235 **RAMSGATE TOWN TEAM**

The committee received a presentation from R. Smith of the Ramsgate Town Team. This detailed the mapping of signage in the town, which can then be used to create signs, this could then be used to create a map that can be used to get visitors to the harbour and beach from the station.

Councillor Leys gave an update on the signs at the station, stating that a bush was covering the sign and that the sign will be relocated to help aid visitors to the town.

A monolith sign was suggested from the presentation, which would be in a similar style to the one in Margate, this was suggested to go in front of the station. It was suggested that the Visitor Information Centre should be where the monolith directs visitors too, as it is the Hub for information on Ramsgate. It was discussed about the space at the station where there could be a volunteer cabin for information, several concerns were raised about the volunteers position, shifts and the amount of train enquiries they would get from passengers.

The signs at the bus stops at the station are looking into being improved and that stagecoach will be putting an advert on the side of a bus, suggestion to visitors how long it will take to get to Ramsgate.

The Town Clerk is to follow up the signage with Kent County Council and with Stagecoach for the advertisement on the side of a bus.

Councillor Stummer-Schmertzling suggested that a company such as JCDecaux should be contacted in regards to the monolith. It was suggested that a private company such as an advertising company would help fund for the monolith and have 2 of the 3 sides to rent for advertising, and we would have the remaining side for our own promotion.

The Town Clerk should act as both the Town Clerk and Town Team Secretary and approach the companies to find out whether this proposition is viable.

The committee received the presentation and the report.

236 **RAMSGATE TOWN PROMOTER**

The Town Promoter, R. Smith, gave an update to the committee on the activities that have been carried out.

The Town Promoter detailed the Explore Ramsgate insert that has been placed in the Ramsgate Rocks booklet and thanked councillors for input for amendments. The Town Promoter has sent out 200 letters to businesses to relaunch the Walkers are Welcome petition, with the aim of collecting 2000 signatures.

The Town Promoter has received quotes for the creation of the visitramsgate website, these quotes will be distributed to councillors for consideration.

237 **VISITOR INFORMATION CENTRE UPDATE**

The Technical Officer updated the committee with a report on the Visitor Information Centre, detailing the recent statistics for that month.

The Technical Officer presented a report detailing the quotes for First Aid Training, these quotes included Medicast, St. Johns Ambulance, First Aid at Work and The British Red Cross.

It was agreed that First Aid at Work were chosen to fulfil the First Aid Training for the Visitor Information Centre volunteers and staff of Ramsgate Town Council.

Proposed by: Councillor Campbell **Seconded by:** Councillor Stummer-Schmertzing

RESOLVED

The Technical Officer presented a report detailing the new coach company proposal and the total sales from all coach providers. Adequate training would be given to the volunteers for the new coach company bookings.

It was agreed that the visitor information centre would take on the new coach provider, Bayliss, for a trial period of 6 months, this would temporary replace Buzzlines.

Proposed by: Councillor Campbell **Seconded by:** Councillor Piper

RESOLVED

The Technical Officer stated that April is National Volunteer Month, and with the help of droit house a volunteer recruitment should be attempted to help achieve the 'buddying' system in the Visitor Information Centre.

238 **RAMSGATE TOWN WEBSITE & COMMUNITY AD UPDATE**

The committee noted the report from the Technical Officer on the Ramsgate Town Website and the Community Ad Magazine.

The committee agreed the amendments to the terms of use and privacy policy for the website. Councillor Kennedy asked whether reports from meetings should be uploaded to the website, it was suggested by the committee that reports should only be uploaded to the website on request at a meeting.

239 **TOWN CLERKS REPORT**

The Town Clerk gave a report on the Development Business Centre, detailing that Celandine Hall was not a viable option and that the building next door, 37 Harbour Street (Instyle building) would be a potential space.

The Town Clerk stated that if the survey shows that the project would not be sustainable it would not be continued.

It was agreed that a business model should be brought back to the Finance and General Purposes Committee detailing who would have influence on the centre.

Proposed by: Councillor Campbell **Seconded by:** Councillor Piper

RESOLVED

The committee discussed the Ramsgate Regeneration Alliance and stated that Ramsgate as a third tier of local government should have been informed of the group and ideas presented by the South Thanet MP at Prime Minister question time. Councillor Stummer-Schmertzing stated that as Cabinet Member for regeneration at Thanet District Council, he was not informed of this group.

It was agreed that the Town Clerk would invite the South Thanet MP, Craig Mackinlay, to present the ideas of the Ramsgate Regeneration Alliance to the Town Council, at a date and time that is suitable to his schedule.

Proposed by: Councillor Campbell **Seconded by:** Councillor Shonk

RESOLVED

The Chairman closed the meeting at 8:46pm

Chairman