



**RAMSGATE TOWN COUNCIL**  
**Minutes of the Town Promotion Committee**

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

**Date:** 2 March 2021, 7.01pm

**Present:** Councillors; Crittenden, Green (Chairman), Hetherington, Makinson, Moore, Nixey, Wing and Young.

Councillors Hetherington, Makinson and Wing joined the meeting during Item 4.

E. Richford – Deputy Town Clerk and RFO  
D. Williams – Digital Communications and Marketing Officer  
R. Smith – Ramsgate Town Promoter  
C. Mvula – Tourism Consultant for Active Ramsgate  
A. Smith – Director at Your Heritage Limited

**DUE TO THE CHAIRMAN HAVING TECHNICAL DIFFICULTIES, THE CHAIR OF  
COUNCIL (COUNCILLOR NIXEY) IN THE CHAIR**

137 **APOLOGIES FOR ABSENCE**

Apologies were received from:  
Councillor Albon  
Councillor Huxley

138 **DECLARATIONS OF INTEREST**

There were no declarations of interest declared.

139 **MINUTES**

The minutes of the Town Promotion Committee meeting held on 25 November 2021 (minutes 083 to 092) were approved as a true record.

**Proposed by:** Councillor Nixey

**Seconded by:** Councillor Moore

**RESOLVED**

140 **ACTIVE RAMSGATE**

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

The Active Ramsgate group are looking to have a new photography library with some photogenic couples, this will be undertaken once it is safe to do so and in guidance with the COVID restrictions.

The committee were informed of the updates being made to the Active Ramsgate website and continued work on the pier to pier cycling leaflet. The distribution campaign has been put on hold due to COVID but will resume once it is allowed too.

The Active Ramsgate group have made two bids to the Visit Kent experience fund, which have been successful. Visit Kent will assist in helping to promote these two bids (Triathlon and Paddle boarding experience). The promotional help is equivalent to £6,000.00 per bid.

The Active Ramsgate Group are looking to hold the Kitesurfing Championship Finals this year, towards the end of August, the date is tide dependant and further discussions are to be had with the British Kitesurfing Association, as to whether this will go ahead.

Councillor Nixey asked C. Mvula how people would book these experiences once they were available. The committee was informed that it would be on social media and websites directing them to one booking page for the experiences, however this is still in discussion with Visit Kent.

Councillor Hetherington suggested that Active Ramsgate may wish to contact local swimming groups to be involved with the Triathlon, or to promote swimming in general. The committee was informed that as part of the triathlon, they have contacted groups such as Wild Swimming to gain advice on safety so it can be promoted properly and safely for the public to be involved in and will continue to work with them on this experience.

141 **RAMSGATE TOWN PROMOTER**

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

The Town Promoter informed the committee of the high street closures within the town.

The committee was informed that both the Future High Streets Fund application and the Historic High Streets Fund application were both submitted, and we will hear back at the end of the month on progress.

The Town Promoter is looking to brighten up the harbour with lights around the Harbour Arches, funding is being looked into from 2019/20 as to whether this is possible and will get costs for this.

The Town Promoter informed the committee that the tendering process for the Ramsgate Market was deferred from January/February to the end of March/April.

Councillor Wing stated that we should pursue the market and raise concern sooner or later, as it will have a detrimental impact on the town.

Councillor Wing suggested that Councillor Nixey as Chair of Council, along with the Town Clerk, writes a letter to Thanet District Council asking for clarification on the timescale of the tender and for the terms of what they are tendering for, so Ramsgate Town Council can be informed at each stage of the process.

Councillor Young asked the Town Promoter on the potential of having a Farmers Market within the town. The Town Promoter clarified and stated that it is purely run by volunteers and the business rates would be too costly for them to afford and manage, however she is in talks with them to include them in a potential Hyperlocal market.

142 **TOWN CLERKS REPORT**

The Town Clerk was asked by the Chairman of Town Promotion, Councillor Green, to look at the agreement put in place for the Useeum App created by Your Heritage Limited. The Town Clerk has reviewed this, detailed the concerns and both parties have come to an agreement, which was put before committee to be signed off.

A. Smith gave some background information on the Useeum App stating that it would be an interactive walking app that would allow you to walk around Ramsgate and read or listen to the history. A Smith also informed the committee that the app can be used to inform public of any offers that are in the area, by providing vouchers to be used in local shops.

Councillor Green asked for the App to be included and promoted in the Community Ad Magazine to help with publicity of its launch. Councillor Green also asked the Town Promoter to look into a promotional package that we could then seek funding for.

The committee agrees to sign the Useum Agreement for a 1-year trial of the App, as detailed in the contract.

**Proposed by:** Councillor Green

**Seconded by:** Councillor Nixey

**RESOLVED**

**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 Green

**RESOLVED**

143 **EVENTS FUNDING 2021/22**

The Committee considered the Events Funding applications received for events taking place up to 30 September 2021. **Starting balance for the Events Fund is £72,500.00.**

£5,000.00 to be set aside for the New Year's Eve Firework Display.

£3,000.00 to be set aside for the Christmas Lights Switch On Event.

£10,000.00 to be set aside for the Kitesurfing Championships, to be brought back for discussion once an application has been submitted.

**Proposed by:** Councillor Green

**Seconded by:** Councillor Hetherington

**RESOLVED**

EF1 Arts Located CIC – A Creative Initiative of Street Art

Event Date; April to September 2021.

Awarded; Applicant is seeking other funding and Ramsgate Town Council will match fund 25% of what is raised, capped to £5,000.00.

**Proposed by:** Councillor Crittenden

**Seconded by:** Councillor Wing

**RESOLVED**

EF2 Ramsgate Bowls Club – Open Lawns Bowls Tournament

Event Date; 1 – 7 August 2021.

Awarded; £750.00.

**Proposed by:** Councillor Hetherington

**Seconded by:** Councillor Crittenden

**RESOLVED**

EF3 Miss Ramsgate - Carnival Dance and Court Events

Event Date; Various dates across the year 2021-22.

Awarded; £3,500.00.

The Deputy Town Clerk to talk to the organiser about possibly modernising the event.

**Proposed by:** Councillor Hetherington

**Seconded by:** Councillor Young

**RESOLVED**

EF4 Ramsgate Town Carnival and Fun Fair 2021

Event Date; 25 July of September 2021.

Awarded; £3,000.00.

**Proposed by:** Councillor Hetherington

**Seconded by:** Councillor Green

**RESOLVED**

Councillor Wing asked the committee if the council could supply one of the milk floats for the carnival to help show Ramsgate Town Council's green image and to help pick up litter along the route. This was welcomed by the committee.

**Proposed by:** Councillor Nixey

**Seconded by:** Councillor Hetherington

**RESOLVED**

- EF5 Ramsgate International Film & TV Festival 2021  
Event Date; 3 – 6 June 2021.  
Awarded; £5,000.00.  
**Proposed by:** Councillor Nixey **Seconded by:** Councillor Green  
**RESOLVED**
- EF6 Screaming Alley CIC – Post Pandemic Celebratory Cabaret Performance  
Event Date; 27 August 2021.  
Awarded; £3,000.00.  
**Proposed by:** Councillor Green **Seconded by:** Councillor Hetherington  
**RESOLVED**
- EF7 Ramsgate Festival of Sound 2021  
Event Date; 29 August – 5 September 2021.  
Awarded; £6,000.00.  
**Proposed by:** Councillor Nixey **Seconded by:** Councillor Crittenden  
**RESOLVED**
- EF8 Ramsgate Arts – On Your Doorstep Festival  
Event Date; August - September 2021.  
Awarded; £3,875.00.  
**Proposed by:** Councillor Nixey **Seconded by:** Councillor Hetherington  
**RESOLVED**
- EF9 Circo Rum Ba-Ba – Empty Shop Window Theatre  
Event Date; June or July 2021.  
Application was deferred. Applicant will need to come back with information of clarity of premises and permission for a decision.  
**Proposed by:** Councillor Crittenden **Seconded by:** Councillor Young  
**RESOLVED**
- EF10 Freedom Road Project – The Story of African American Soldiers in Ramsgate During WWII  
Event Date; Premier Date 2 or 3 September 2021 for 12 months.  
Awarded; £5,000.00.  
**Proposed by:** Councillor Crittenden **Seconded by:** Councillor Hetherington  
**RESOLVED**

**Balance remaining in Events Fund £19,375.00.**

It was agreed that the applicants should be informed in their letters that they should ensure they are COVID compliant and should be aware this funding is dependant on the government guidance and that their events funding will not be released until 6 weeks before the event.

**Proposed by:** Councillor Crittenden **Seconded by:** Councillor Nixey  
**RESOLVED**

The Chairman closed the meeting at 8:45pm.