



RAMSGATE TOWN COUNCIL

Minutes of the Town Promotion Committee

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

Date: Wednesday 24th January 2024 at 7pm

Present: Councillors; Albon, Ara, Crittenden (Chair) Huxley (Vice-Chair), Nixey, Ovenden and Moore.

Also in attendance;
Mr D Williams (Marketing and Communications Officer - Minutes)
Mrs R Smith (Town Centre and Tourism Manager)
Mr S Davis (Active Ramsgate Project Manager)

006/24 APOLOGIES

No apologies were received.

007/24 DECLARATIONS OF INTEREST

There were no declarations of interest.

008/24 MINUTES

The minutes of the ordinary meeting of the Town Promotion Committee held on 3rd October 2023 (minutes 177/23 to 184/23) were received and considered.

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

009/24 ACTIVE RAMSGATE MEETINGS

The Committee received the previous minutes for the Active Ramsgate Working Group:

- (i) Active Ramsgate Working Group Meeting – 13 November 2023
- (ii) Active Ramsgate Working Group Meeting – 16 January 2024

RESOLUTION: The committee agreed to note the minutes and the update.

010/24 ACTIVE RAMSGATE UPDATE

The Committee received an update from Mr S Davis on the progress of the Active Ramsgate initiative. It was reported that the results of the market research, that is currently being undertaken, will be brought back to the next meeting.

Mr S Davis stated that the Visit Kent Investor programme was not working to Ramsgate Town Council's advantage and therefore recommended to end the annual subscription and reuse the money for other promotional activities within Active Ramsgate.

RESOLUTION: The committee agreed to end the annual subscription with Visit Kent and for the allocated money to be used within the Active Ramsgate budget for other promotional materials and activities.

011/24 OPEN PUBLIC SPACES STRATEGY MEETINGS

The Committee received the previous minutes for the Open Public Spaces Strategy Group:

- (i) Open Public Spaces Strategy Group Meeting – 13 October 2023
- (ii) Open Public Spaces Strategy Group Meeting – 8 December 2023

The Committee received a report from Mrs R Smith on the progress in developing the Open Spaces strategy, and a draft report from the Town Clerk with respect to the current position in securing Service Level Agreements (SLA's) with Thanet District Council for the areas in Ramsgate identified for Ramsgate Town Council to take on maintenance.

From these reports it was noted that Thanet District Council have advised that SLA's will not be considered at this time and that Ramsgate Town Council can just go ahead and provide maintenance for the proposed areas without SLA's.

Concerns were expressed about health and safety considerations for our technicians carrying out works on Thanet District Council land with just a 'verbal' (email) permission and not a formal agreement.

It was noted that Broadstairs Town Council have recently negotiated a licence with Thanet District Council to take on the care and maintenance of Victoria Gardens and it was discussed whether to pursue this as an alternative to SLA's.

RESOLUTION:

- **The committee agreed to note the minutes.**
- **The committee recommends to Council that Ramsgate Town Council tidy up what can be done without cost incurring but to go through the process to Thanet District Council, listing the areas Ramsgate Town Council wish to maintain and request a licence instead of an SLA.**

012/24 TOWN PROMOTION UPDATE

The Committee received reports written by Mrs R Smith on promotion of the town. This included beautification and underspent funding.

It was discussed that the Facelift Thursdays should focus on the town centre but with an end date, as not to neglect the outer wards of Ramsgate.

It was raised that there is a large amount of unspent funding in the Ramsgate Town Council Events. Various options were discussed between virement in the current financial year or carrying forward to the next financial year.

RESOLUTION:

- **The committee agreed to have two Facelift Thursdays a month focus on the town centre until April. This will be reviewed at the next meeting on 10th April 2024.**
- **Committee recommend to Full Council that the remaining unspent funding of £13,000.00 to be carried forward within the Town Promotion budget, to the next financial year, 2024/2025, and allocated to the Obelisk Project.**

013/24 DATE AND TIME OF NEXT MEETING

Wednesday 10th April 2024 at 7pm.

The chair closed the meeting at 8:25pm.