



RAMSGATE TOWN COUNCIL
Minutes of the Town Promotion Committee

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

Date: Wednesday 24 November 2021, 7pm

Present: Councillors; Austin (Chair), Ara, Crittenden, Green, Hetherington, Huxley, Makinson, Moore, Wing and Young.

Also in attendance; Mr D Williams (Digital Communications and Marketing Officer - Minutes), Miss L Fidler (Town Clerk and Responsible Finance Officer), Mrs R Smith (Town Promoter and Visitor Information Centre Manager), Dr C Mvula (Tourism Consultant for Active Ramsgate), One member of the public.

154/21 APOLOGIES FOR ABSENCE

Apologies were received from Councillors Albon, Nixey, L Piper, S Piper and Rusiecki (Personal Commitments).

RESOLUTION: To approve the apologies received.

155/21 DECLARATIONS OF INTEREST

The following interests were declared:

Councillor Austin – A member of the Ramsgate Town Team Committee

Councillor Makinson – A member of the Ramsgate Town Team Committee

156/21 MINUTES

The Minutes of the Town Promotion Committee meeting held on 1 September 2021 (minutes 084 to 092) were received and considered.

RESOLUTION: The Minutes were approved as accurate and signed.

Councillors Hetherington and Wing joined the meeting.

Ms C Mvula joined the meeting.

157/21 ACTIVE RAMSGATE

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

The future activities that would be undertaken by the initiative were detailed, such as the triathlon experience and paddleboarding safari. It was also mentioned about the hiring of a social media specialist to target an audience outside of Thanet, bringing in visitors from further afield.

RESOLUTION: The committee noted the update given by Dr C Mvula.

Ms C Mvula left the meeting.

158/21 VISITOR INFORMATION CENTRE

The committee received an update from Mrs R Smith on the Visitor Information Centre, detailing the increased interest in volunteers and the recruitment day that will be held at Radford House on 3rd February 2022.

It is hoped that one of the volunteers will be able to offer a couple of hours at Ramsgate Station to welcome visitors to Ramsgate. Having a volunteer at the station on weekends should reduce the vandalism to the leaflet stands.

RESOLUTION: The committee noted the report and approved the work as detailed in the proposal at Ramsgate Station.

159/21 **RAMSGATE TOWN PROMOTER**

The committee received an update from Mrs R Smith on the recent activities and work she has undertaken.

It was detailed that the maps on the Visit Ramsgate website have reached 100,000 views and a new visitor map will be created involving local traders, Mrs R Smith to pursue costs and return to committee.

Updates on grants were given. Miss L Fidler updated the committee on the Welcome Back Fund and stated to circulate the document received to members. The chair of Town Promotion, Councillor Austin, will liaise with the Town Clerk on a list of areas that need deep cleaning, which should come out of the Welcome Back Fund, double-hatters will be copied in so further discussions can be made at the District Council.

The committee would like to thank PCSO Mr J Litchfield for his continued efforts and promotion of the Ramsgate in Bloom project. A thank you will be sent from the chair of Town Promotion, Councillor Austin.

Mrs R Smith detailed that a trial Late Night Shopping market will be taking place in Charlotte Court on the 9th December, to see whether it is feasible.

RESOLUTION:

- (a) The committee noted the report and approved the continued projects detailed within the report.**
- (b) That after the trial of the Late Night Shopping Market on 9th December, the Town Clerk to bring back to committee a detailed scope and costs involved of setting up a market in Charlotte Court.**

160/21 **COMMUNITY AD MAGAZINE**

The committee received a report from Mr D Williams on how the impact of the additional Community Ad Magazines can be measured.

Councillor Young suggested that schools should be contacted for articles in the Community Ad Magazine.

Councillor Huxley suggested that the Editorial Working Group could meet in person to discuss content for the magazine.

RESOLUTION: The committee agreed to trial the extra copies of the Community Ad Magazine for one year, with a review at the end.

161/21 **CONFIDENTIAL MATTERS**

(i) EXCLUSION OF THE PUBLIC & 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.

RESOLVED: To exclude the press and public for the following item of business.

(ii) **EVENTS FUNDING**

The committee received the report from Miss E Richford on the Events Funding. It is recommended that this item be considered confidentially due to the likely disclosure of information relating to the event applicants.

The committee also considered a Ramsgate Fund application that was submitted to the committee.

RESOLUTION:

- a. **The committee agreed that a funding application will need to be submitted by the applicant for future events with consideration of the staff input and hours, as this will need to be clarified with the Town Clerk and/or Finance and General Purposes Committee.**
- b. **That £1,000.00 be awarded to the Royal Temple Yacht Club for the purchase of christmas lights for the boat owners.**

Councillor Young abstained.

(iii) **CONTRACT DECISION – WHEL BAND COMMUNICATIONS**

Councillors received and considered a report on the contract for Whelband Communications. It is recommended that this item be considered confidentially due to the likely disclosure of information relating to the contractor.

Councillors highlighted aspects of the contract with the Town Clerk that would need reviewing and agreeing with the contractor.

RESOLUTION: The committee agreed to continue the contract for another year at the sum of £9,600pa, given both the Town Clerk and contractor are in agreement to the aspects raised during debate.

(iv) **CONTRACT DECISION – TRIBAL VOICE COMMUNICATIONS**

Councillors received and considered a report on the contract for Tribal Voice Communications. It is recommended that this item be considered confidentially due to the likely disclosure of information relating to the contractor.

Councillors highlighted aspects of the contract with the Town Clerk that would need reviewing and agreeing with the contractor.

RESOLUTION: The committee agreed to continue the contract for another year at the sum of £9,600pa, given both the Town Clerk and contractor are in agreement to the aspects raised during debate.

Councillors Ara and Young left the meeting.

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

Councillors received and considered a report on the contract for the Useeum App with Your Heritage Ltd. It is recommended that this item be considered confidentially due to the likely disclosure of information relating to the contractor.

Councillors highlighted aspects of the contract with the Town Clerk that would need reviewing and agreeing with the contractor.

RESOLUTION: The committee agreed to continue the contract for another year at the sum of £3,600pa, with a review at the end of the year. The Town Clerk is to negotiate the fee, if possible, and clarify some aspects within the contract before signing.

(vi) **TOWN PROMOTER JOB DESCRIPTION**

Councillors received and considered a report by Miss L Fidler on the Town Promoter Job Description, requesting for clarity on the priorities for this role. It is recommended that this item be considered confidentially due to the likely disclosure of information relating to a member of staffs position.

Councillors highlighted many aspects of the job description with the Town Clerk that would need reviewing when benchmarking roles of all members of staff.

RESOLUTION: The committee agreed for the Town Clerk to take the list of priorities away and liaise with the Town Promoter during this process.

(vii) **TOWN PROMOTION BUDGET 2022/23**

It is recommended that this item be considered confidentially due to the likely disclosure of information relating to the budget and contractors.

The committee received a report on the budget for 2022/23, the budget consisted of:

Active Ramsgate Consultants	£ 19,700.00
Active Ramsgate Activities	£ 20,000.00
Community Ad Magazine	£ 4,500.00
Events Funding	£ 60,000.00
Events Maintenance	£ 1,000.00
Marketing	£ 3,000.00
Town Promoter Expenses	£ 3,000.00
Useum App	£ 5,000.00
Visitor Information Centre	£ 12,000.00
Website – Ramsgate Town	£ 2,000.00
Website – Visit Ramsgate	£ 2,000.00
Total	£132,200.00

RESOLUTION: The committee agreed the budget for 2022/23 and resolved to recommend to the Finance and General Purposes Committee.

162/21 **DATE AND TIME OF NEXT MEETING**

Tuesday 1st March 2022

The Chair closed the meeting at 9:20pm.