



RAMSGATE TOWN COUNCIL
Minutes of the Town Promotion Committee.

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

Date: 25 November 2015, 7pm

Present: Councillors; Campbell, L. Fairbrass, Falcon, Larkins, Leys, Shonk and Stummer-Schmertzling.

R. Styles – Town Clerk
D. Williams – Technical Officer
P. Harbidge – Thanet District Council Tourism Manager
R. Smith – Ramsgate Town Team
Two members of the public were present.

151 **APOLOGIES FOR ABSENCE**

Apologies were received from:
Councillor Collins - Unwell
Councillor Connor – Other Commitment
Councillor J Fairbrass – Other Commitment
Councillor Fenner - Other Commitment
Councillor Martin - Out of the Area
Councillor Piper – Thanet District Council Members Training
Councillor Smith - Unwell
Councillor Young – Other Commitment

152 **DECLARATIONS OF INTEREST**

There were no declarations of interest declared.

153 **MINUTES**

The minutes of the meeting held on 1 October 2015 (minutes 112 to 116) were approved as a true record.

Proposed by: Councillor Leys **Seconded by:** Councillor Falcon

RESOLVED

154 **ACTIVE RAMSGATE**

This business was moved to be conducted after the Town Clerks Report, to allow for the Active Ramsgate Team to attend the meeting.

The committee received a written report by the Active Ramsgate Team. Councillor Stummer-Schmertzling asked for Active Ramsgate to look into the Pilgrims trails from Ramsgate to Canterbury, these are new walks created by St. Augustine's.

Councillor Campbell explained that Active Ramsgate are focusing on the outcomes that have been provided and agreed and suggested that Councillor Stummer-Schmertzling contacted the Technical Officer to have these routes included on the website.

The committee received the report from Active Ramsgate.

155 **RAMSGATE TOWN TEAM**

The committee received a brief presentation from R. Smith of the Ramsgate Town Team; this detailed the Pym Brewer Award for the Ramsgate Illuminations Competition, late night shopping event on the 11th December, the European market and Save the Bees artwork.

Councillor Leys made the suggestion that rather than a map for judging the Ramsgate Illuminations Competition it might be easier to have pictures of the boats, so that they can be identified more easily. P. Harbidge added that if the Ramsgate Town Team posted photographs to social media of the lights in the harbour, then the Thanet District Council Tourism Team can publicise them and help make the event an attraction.

The committee received the presentation and report.

156 **DESTINATION MANAGEMENT PLAN**

The committee received an update from P. Harbidge on the Destination Management Plan, stating that it is currently being reviewed.

Councillor Leys gave an update regarding signage for the station as agreed at the previous meeting. Councillor Leys met with Paul Valek about the signage and a letter was also sent to Kent County Council regarding funding for the signage.

Councillor Leys told the committee that Kent County Councillors, Councillor Heale and Shonk, have funded the signage and it will take 6 months to complete from September, there is a 4 month delay as it has to go to public consultation, the estimated completion date is March/April.

157 **WORKING GROUP NOTES**

The committee received the Working Group Notes.

158 **VISITOR INFORMATION CENTRE UPDATE**

P. Harbidge gave a presentation to the committee on how the Thanet District Council Tourism Team is helping and can help assist Ramsgate. It was detailed that Thanet is the highest growth area; their marketing campaign is partnered with Visit Kent, that a shot of Ramsgate Harbour has been used for the Kent Contemporary Campaign, and the digital activity is up by 24%.

A short coastal film has been created using aerial drone footage of the coastal towns, this video has been viewed 235,000 times with 43%, 131,000, viewing the whole video.

The Tourism Team have 4 pages in the insideKENT magazine and work with the Isle Magazine to produced content, a new visitor map has been created which came out of the Destination Management Plan – Telling Our Stories and various PR activity has been undertaken, with 18 press releases made 3 are for Ramsgate.

Training and support was detailed for volunteers throughout Thanet, aiding in the Ambassador Scheme and helping with any assistance the Ramsgate volunteers may need.

The committee found the presentation insightful and interesting and thanked P. Harbidge for the presentation.

The Technical Officer updated the committee with a report on the Visitor Information Centre, detailing the recent statistics for the previous year and a year-by-year comparison.

159 **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.

Councillor Shonk thanked the Technical Officer for his continued work on the Ramsgate Town Website and Community Ad Magazine.

160 **TOWN PROMOTION BUDGET 2016/17**

The committee received the report on the budget and discussed the allocations for Active Ramsgate, Town Promoter and the VIC.

The following bids are to be presented to the Finance and General Purposes Committee;

The Active Ramsgate allocation of £30,000 should be used for contingencies and used in collaboration and agreement with Thanet District Council to help aid improvements for the town.

Proposed by: Councillor Shonk

Seconded by: Councillor L Fairbrass

RESOLVED

It was agreed that the allocation for Town Promoter should remain at £20,000 with £3,000 expenses and the Visitor Information Centre allocation is to remain at £6,500. This giving a total of £56,500 with £3,000 expenses.

Proposed by: Councillor Larkins

Seconded by: Councillor Leys

RESOLVED

161 **TOWN CLERKS REPORT**

The Town Clerk had nothing to report.

The following items were taken as confidential, it was deemed advisable by the Chairman during the meeting under the terms of the Public bodies (Admission to meetings) Act 1960.

162 **TOWN PROMOTER**

A verbal update was given by the Technical Officer on the current situation of the role and arrangements were made for interviews.

The Chairman closed the meeting at 8.25pm.

Chairman