



RAMSGATE TOWN COUNCIL
Minutes of the Town Promotion Committee

Venue: The Council Chamber, The Custom House, Harbour Parade, Ramsgate, CT11 8LP

Date: 27 May 2021, 7.01pm

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

Councillor Ara left during Item 6.

Councillor Albon left during Item 10.

E. Richford – Deputy Town Clerk and RFO

D. Williams – Digital Communications and Marketing Officer

R. Smith – Ramsgate Town Promoter

R. Hoult – Festival Director for the 200th Anniversary of the Royal Harbour

019 **ELECTION OF CHAIR**

Councillor Austin was duly elected as Chair of the Town Promotion Committee.

Proposed by: Councillor Nixey

Seconded by: Councillor Hetherington

RESOLVED

020 **ELECTION OF VICE-CHAIR**

Councillor Wing was proposed as Vice Chair of the Town Promotion Committee.

Proposed by: Councillor Austin

There was no seconder for this proposal.

RESOLUTION FELL

Councillor Green was duly elected as Vice Chair of the Town Promotion Committee.

Proposed by: Councillor Hetherington **Seconded by:** Councillor Nixey

RESOLVED

021 **APOLOGIES FOR ABSENCE**

Apologies were received from:

Councillor Knight

Councillor S. Piper

Councillor Wing

022 **DECLARATIONS OF INTEREST**

There were no declarations of interest declared.

023 **MINUTES**

The minutes of the Town Promotion Committee meeting held on 2 March 2021 (minutes 137 to 143) were approved as a true record.

Proposed by: Councillor Green

Seconded by: Councillor Hetherington

RESOLVED

024 **ROYAL HARBOUR OF RAMSGATE 200th ANNIVERSARY FESTIVAL PRESENTATION**

The committee received a presentation from R. Hoult on the Royal Harbour 200th Festival and detailed the events happening during that weekend.

The Festival has two main sponsors, Blueberry Homes and Ramsgate Town Council. Blueberry Homes has agreed to sponsor the marquee where events will be taking place as well as a three course meal.

R. Hoult would like to dedicate the Festival to three key supporters who are sadly no longer with us, these being Gordan Warren, Peter Campbell and Dominic Grant.

Events that were cancelled in 2020 will be brought back for that weekend during the festival, to allow people to experience everything that was missed.

Over 150 cadets from all over East Kent will be coming to Ramsgate during the event weekend.

R. Hoult thanked the council for the continued support and for putting £5,000 aside every year to help make this event happen.

It was detailed that a contingency plan has been created to allow for spacing and the marquee can be extended if it is needed. The marquee can only hold 200 people.

The committee were in agreement to release some of the funding that had been put aside for the event, this was to allow bills to be paid that were coming in for the event.

025 **WORKING GROUPS**

The committee were given an overview of the Active Ramsgate Working Group, Editorial Working Group, the Visitor Information Centre Working Group and the Website Working Group including their functions.

The Committee agreed the following members for the Active Ramsgate Working Group:

Councillor Tricia Austin (Town Promotion Chair)
Councillor David Green (Town Promotion Vice-Chair and Finance & General Purposes Chair)
Cheryl Mvula (Tribal Voice – Tourism Consultant)
Sarah Whelband (Sarah Whelband Communications – PR Consultant)
Julie Edwards (Thanet District Council Tourism)
Dean Williams (Digital Communications and Marketing Officer)
Rebekah Smith (Town Promoter)

An email would be sent to all councillors asking for another member for this working group, as Councillor Green holds both Town Promotion Vice-Chair and Finance and General Purposes Chair.

Proposed by: Councillor Nixey **Seconded by:** Councillor Austin

RESOLVED

The Committee agreed the following members for the Editorial Working Group:

Councillor Tricia Austin (Town Promotion Chair)
Councillor David Green (Town Promotion Vice-Chair)
Councillor Corinna Huxley
Eileen Richford (Deputy Town Clerk & RFO)
Dean Williams (Digital Communications and Marketing Officer)
Emma Cole (Allotments Officer)
Kim Hobbs (Mayor's PA and Administrative Assistant)
Rebekah Smith (Town Promoter)

Proposed by: Councillor Nixey **Seconded by:** Councillor Austin

RESOLVED

The Committee agreed the following members for the Visitor Information Centre Working Group:

Councillor Tricia Austin (Town Promotion Chair)
Councillor David Green (Town Promotion Vice-Chair)
Councillor Anne-Marie Nixey (Chair of Ramsgate Town Council)
Councillor Becky Wing
Councillor Pat Moore

Town Clerk
Dean Williams (Digital Communications and Marketing Officer)

VIC Volunteer Co-Ordinator
Rebekah Smith (Town Promoter)

Proposed by: Councillor Nixey **Seconded by:** Councillor Austin

RESOLVED

The Committee agreed the following members for the Website Working Group:

Councillor Tricia Austin (Town Promotion Chair)

Councillor David Green

Dean Williams (Digital Communications and Marketing Officer)

Rebekah Smith (Town Promoter)

Proposed by: Councillor Nixey

Seconded by: Councillor Austin

RESOLVED

026

ACTIVE RAMSGATE

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

The new photography that is scheduled for the bank holiday weekend, has been postponed until there is better weather.

The new Pier to Pier cycling leaflet has been launched as has had 400 downloads within the first couple of weeks, this is without starting publicity.

The Isle Magazine are looking to do a bumper edition and have asked if Ramsgate would have two half pages to advertise within the magazine for Events and Active Ramsgate.

Councillor Green updated the committee on the restrictions of the imposed restrictions on kitesurfing on Ramsgate Main Sands. It was detailed that Thanet District Council did not include watersports or kitesurfing within the safety audit for the beach. Councillor Green has met and spoken to Thanet District Council's CEO and this issue has now been rectified and can now be promoted again.

Kite Pirates are still in the process of having their licence granted to teach paddleboarding lessons on Ramsgate Main Sands.

Councillor Green explained that the Beach Club idea has been sent to cabinet for consideration. Councillor Albon confirmed this and stated that Thanet District Council will be deciding shortly on this idea and a press release will be issues around the first week of June.

Councillor Hetherington mentioned that the MerMads Swimming Group has grown during the pandemic and has been a great asset for people's mental health. It was suggested that the idea was put to the Active Ramsgate Working Group for future consideration.

Councillor Nixey also told the committee that a Joint Working Protocol has been promised by Thanet District Council's CEO. Ramsgate Town Council has requested a single dedicated officer to be the contact for Ramsgate Town Council, allowing resolution of issues and close working to improve. Councillor Albon would follow this up at a cabinet meeting.

027

RAMSGATE TOWN TEAM

The committee received a summary of previous projects that have been carried out by the Town Team, the report from Councillor Austin was noted by the committee.

Councillor Austin told the committee that the Great British Spring Clean starts on Friday 28th May and that 18 events are scheduled throughout Ramsgate, working with volunteers and residents.

The Town Team have created a Litter Forum that is a collaborative effort by 14 different groups to work together to reduce litter in the town, including Thanet District Council and Ramsgate Town Council. There are over 350 members involved in the Ramsgate ROAD litter picking group.

The Town Team have been working with Thanet District Councils enforcement to try to tackle the litter left around Ramsgate. They are grateful of the Technicians and the collaboration they have made with their counterparts at Thanet District Council. Thanet District Council have a new environment team and, if requested, will do a deep clean of areas within Ramsgate.

Councillor Albon told the committee that the contact at Thanet District Councils Waste Department, Paul Holbrook, would be leaving waste on Friday 28th May.

028 **RAMSGATE TOWN PROMOTER**

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

The Town Promoter informed the committee of the empty shops within the town.

The committee was informed of the situation with the Ramsgate Market and that the legal aspects of running a market in Charlotte Court were being looked into. The Town Promoter stated that Thanet District Council have restarted the tendering process for a Ramsgate Market.

The Town Promoter updated the committee on the Harbour Street gate competition. There were 48 entries for the competition and one winner has been chosen, a press release and social media post will be issued soon. The design has been passed to the fabricators would have said this design would be possible to create. The aim is to have it installed by August 2021.

Bunting is being put up within Ramsgate Town Centre to welcome visitors back and bring a sense of celebration to the town.

The Town Promoter detailed an event that the Mayor of Ramsgate is creating as part of the National Volunteer Day on the 4th July, which is a thank you to the key workers. The Town Promoter is working with Councillor Ara and Kim Hobbs to create an event within Charlotte Court where key workers will be rewarded with a keyring designed by local school children.

029 **RAMSGATE TOWN WEBSITE & COMMUNITY AD MAGAZINE**

The committee received a summary of previous years and noted an update from the Digital Communications and Marketing Officer on the statistics from the Ramsgate Town Website and the Community Ad Magazine.

It was explained by the Digital Communications and Marketing Officer that people were mistaking the Ramsgate Town Team for the Technicians and contacting the wrong pages for information. Therefore, a request was made to change the social media page name from Ramsgate Town to Ramsgate Town Council, to avoid confusion.

It was agreed that the social media page names be changed from Ramsgate Town to Ramsgate Town Council.

Proposed by: Councillor Nixey

Seconded by: Councillor Hetherington

RESOLVED

It was explained that R. Hoult had approached the council to ask whether half of the Community Ad Magazine could be used to promote the 200th Anniversary of the Royal Harbour Festival, this would be 24 groups, writing a page each.

It was agreed that R. Hoult could use up to half of the magazine for the 200th Anniversary of the Royal Harbour Festival.

Proposed by: Councillor Nixey

Seconded by: Councillor Hetherington

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 Austin

Seconded by: Councillor Nixey

RESOLVED

030 **EVENTS FUNDING 2021/22**

The Committee considered the Events Funding applications received. **Starting balance for the Events Fund is £26,375.00.**

- EF11 Circo Rum Ba-Ba – Theatre Show
Event Date; August Bank Holiday.
Awarded; £1,800.00
Proposed by: Councillor Green **Seconded by:** Councillor Huxley
RESOLVED
Councillor Young voted against.
Councillor Austin abstained.
- EF12 Addington Street Revival Fair
Event Date; 5 September 2021.
Awarded; £2,000.00.
Proposed by: Councillor Nixey **Seconded by:** Councillor Hetherington
RESOLVED
- EF13 Active Ramsgate – Kitesurfing Championships
Event Date; 21 and 22 August 2021.
Awarded; £10,000.00.
Proposed by: Councillor Hetherington **Seconded by:** Councillor Green
RESOLVED
- EF14 Active Ramsgate – Road Closure for Live Music Event
Event Date; 21 and 22 August 2021.
Awarded; £2,000.00.
Proposed by: Councillor Nixey **Seconded by:** Councillor Hetherington
RESOLVED
- EF15 Royal Temple Yacht Club – Ramsgate Week
Event Date; 18 – 23 July 2021.
Awarded; £1,500.00.
Proposed by: Councillor Nixey **Seconded by:** Councillor Hetherington
RESOLVED

Note; Balance remaining in Events Fund £9,075.00.

The Chair closed the meeting at 8:48pm.