



RAMSGATE TOWN COUNCIL
Minutes of the Town Promotion Committee.

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

Date: 27 January 2016, 7pm

Present: Councillors; Campbell, Connor, J. Fairbrass, L. Fairbrass, Falcon, Kennedy, Larkins, Leys, Piper, Shonk and Stummer-Schmertzing.

Councillor Piper joined the meeting during Item 4.

D. Williams – Technical Officer

R. Smith – Ramsgate Town Team and Ramsgate Town Promoter

S. Law – Explore Kent Officer

Two members of public were present.

IN THE ABSENCE OF THE CHAIRMAN, THE VICE-CHAIRMAN (COUNCILLOR CAMPBELL) IN THE CHAIR

188 **APOLOGIES FOR ABSENCE**

Apologies were received from:

Councillor Collins - Unwell

Councillor Martin - Out of the Area

Councillor Smith - Unwell

189 **DECLARATIONS OF INTEREST**

There were no declarations of interest declared.

190 **MINUTES**

The minutes of the meeting held on 25 November 2015 (minutes 151 to 162) were approved as a true record.

Proposed by: Councillor Leys

Seconded by: Councillor Larkins

RESOLVED

191 **ACTIVE RAMSGATE**

The Explore Kent Officer, S. Law, gave an update on the Active Ramsgate Project, detailing the new walk from Ramsgate to Margate, with a proof expected on the 8th February 2016. The canoe trail has been discussed and a route has been created, with a proof expected on the 29th February 2016.

Lizzy Yarnold has been selected to be the Face of Ramsgate for the Active Ramsgate Project, giving up time to visit events, provide quotes and articles for the project. PR trips for young families have been planned to stay in Ramsgate, these families will write articles for different national magazines.

Councillor Stummer-Schmertzing asked the Explore Kent Officer if Active Ramsgate would be working with St. Augustine's to promote the walk from Ramsgate to Canterbury. It was confirmed that Explore Kent is working with St. Augustine's.

The committee received the report from Active Ramsgate.

192 **RAMSGATE TOWN TEAM**

The committee received a brief presentation from R. Smith of the Ramsgate Town Team; the Ramsgate Town Team thanks the Town Council for the support with funding for the Ramsgate Illuminations. The Ramsgate Town Team are looking to make it a bigger event, by introducing a buddying system which will involve more boats.

Councillor Campbell suggested that businesses should get involved, by lighting up the shopfronts, such as the Arches.

R. Smith detailed the winners of the shopfront competition, Blueswift and York Street Flowers. R. Smith detailed the Small Business Saturday events stating that 3 businesses were originally involved but that has now increased to 17 businesses.

The Ramsgate Town Team have been in discussion with a wayfaring designer, who can help move the initiative forward. The Town Team are going to seek funding from the Town Council, it was suggested that the Town Team speak to the two Kent County Councillor representatives for funding.

The Ramsgate Town Team have presented the idea of having telescopes on the cliff top so people and visitors can see France. Councillors raised the concern of vandalism, Councillor Kennedy asked how much money the other towns collect from the telescopes, R. Smith is to research other areas.

The Town Team is planning on holding another Easter Egg Hunt, using Charlotte Court for the event, this will involve businesses to hold eggs for children to find around the town.

The committee received the report.

193 **RAMSGATE TOWN PROMOTER**

The Town Promoter, R. Smith, gave an introductory report to the committee. The Town Promoter is trying to get the Thanet Farmers' Markets to come to Ramsgate and operate alongside the Craft Fairs, discussions with Thanet District Council's events team are underway.

A Steam Cleaning form has been created, that will allow businesses to submit a request to have the area outside their shopfronts to be cleaned for free. After the initial clean it will be the shops responsibility to maintain that area.

The committee noticed the Town Promoter's immediate use of contacting and engaging with businesses, the Town Promoter added that there are now 152 businesses on the Facebook Group.

A business meeting was held on Monday 21st January at the Archive Homestore Arch on Military Road, where 25 businesses attend, as well as a guest speaker.

S. Law stated that Faversham are willing to meet with the Town Council to help business engagement, the committee suggested that the offer was taken up and contact should be made with the Town Promoter.

The Town Promoter detailed the problem with an ongoing domain name and suggested that various domain names should be bought by the council to prevent unnecessary sites from being created. The committee suggested that a report detailing the costing of the domain names should be brought back to the next committee meeting.

The Town Promoter gave a brief presentation detailing a 12-page inset to be included in the Ramsgate Rocks. Councillor Campbell explained that the Ramsgate Rocks is an event guide that has 15,000 copies printed; however, it is lacking a visitor information guide.

The deadline for the proof of the 12-pages is the 3rd February 2016, a copy of the presentation is to be circulated to the councillors by the Technical Officer.

194 **VISITOR INFORMATION CENTRE UPDATE**

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.

The Technical Officer stated that First Aid Training will need to be given to the volunteers as the current First Aid Training expires in May, three quotes are to be gathered and brought back to committee. Councillor Leys suggested that St. Johns Ambulance are approached and included.

A new coach service has approached the Visitor Information Centre to be included with the other coach providers, it was suggested that a report detailing the costs of the coach company should be brought back to the next committee meeting, so the committee can determine if this would be an extra burden on the volunteers.

195 **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.

The Technical Officer told the committee of a video that detailed the history of the Royal Standard, which will be released on Friday 29th January 2016, at the same time that the flag is being raised. Councillor Piper invited the other councillors to come and join this event.

The Technical Officer updated Councillor Stummer-Schmertzling that the route for the trail 'Way of St. Augustine' has been map on Google Maps and that Mr Coverdale has provided information on the trail which will be uploaded to the website soon.

196 **TOWN CLERKS REPORT**

The Town Clerk had nothing to report.

The Chairman closed the meeting at 8.04pm

Chairman