



RAMSGATE TOWN COUNCIL
Minutes of the Town Promotion Committee

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

Date: 28 November 2018, 7pm

Present: Councillors; Campbell, Connor, L. Fairbrass, Falcon, Hartley, Larkins (Chairman), Martin, L. Piper, S. Piper, Shonk, Stummer-Schmertzling and Young.

D. Williams – Digital Communications and Marketing Officer
R. Smith – Ramsgate Town Promoter

129 **APOLOGIES FOR ABSENCE**

Apologies were received from:
Councillors Brown - Working
Councillors J. Fairbrass – Prior Commitment

130 **DECLARATIONS OF INTEREST**

Councillor Hartley – A member of the Ramsgate Town Team.

131 **MINUTES**

The minutes of the meeting held on 29 August 2018 (minutes 069 to 079) were approved as a true record.

Proposed by: Councillor Campbell **Seconded by:** Councillor Hartley

RESOLVED

132 **ACTIVE RAMSGATE**

The Town Promoter gave an update on the Active Ramsgate Project.

It was detailed that the British Kitesurfing Association would like to host the final leg of the British Kitesurfing Championships next year in 2019. This is with the possibility of extending the event and working alongside the Ramsgate Rocks festival.

The committee thanked all those involved who organised the event behind the scenes.

Councillor Campbell asked whether we were getting good value for money by selecting the Gold Sponsorship package and whether we should go for the Silver package. The Town Promoter is to speak with Cheryl, the Active Ramsgate Tourism Consultant, to discuss whether this is possible.

133 **VISITOR INFORMATION CENTRE**

The committee received and noted an update from the Digital Communications and Marketing Officer on the VIC Statistics.

134 **RAMSGATE TOWN TEAM**

The committee received and noted the report by R. Smith on the Ramsgate Town Team. R. Smith gave a detailed update on the budget breakdown for the Christmas Light Switch On, which under spent by £1,543.01.

135 **RAMSGATE TOWN WEBSITE & COMMUNITY AD UPDATE**

The committee received and noted a report by the Digital Communications and Marketing Officer on the statistics from the Ramsgate Town Website.

The Digital Communications and Marketing Officer informed the committee of the success of the new newsletters that had now been created and published and that new promotional seasonal videos were being created for next year to promote Ramsgate.

136 **RAMSGATE TOWN PROMOTER**

The committee received and noted the report by the Town Promoter.

The Town Promoter reported on the statistics for the Visit Ramsgate website and social media.

The Northern Lights event is being finalised and will be dependant on the weather, it has reached just under 250,000 people on Facebook and 11,000 people are interested in attending the event. The Town Promoter suggested that as a large amount of people may be coming to the area during that week, whether the possibility of opening the multi-storey car park later would be an option. Committee advised the Town Promoter to contact Trevor Kennett at Thanet District Council.

The Town Promoter extended an invitation to the councillors to attend the Ramsgate Illuminations prize giving at the Royal Temple Yacht Club on 21st December 2018 at 7pm.

Posters should be placed within the noticeboards around town stating that Ramsgate Town Council has funded all the Christmas lights and tree in the town centre and along harbour parade.

Proposed by: Councillor Campbell

Seconded by: Councillor S. Piper

RESOLVED

137 **TOWN CLERKS REPORT**

Councillor Campbell informed the committee of the situation with the Café and stated about the potential temporary employment of the cleaner. These further details and costs will be taken to the next Finance and General Purposes Committee for decision.

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.

Proposed by: Councillor Larkins

Seconded by: Councillor Campbell

RESOLVED

138 **CONTRACT DECISIONS**

The committee received the contracts and proposals from the three contractors.

It was agreed to renew the contracts for all three contractors, these being Whelband Communications, Tribal Voice Communications and Town Promoter.

Proposed by: Councillor Campbell

Seconded by: Councillor Hartley

RESOLVED

A record of appreciation was to be made to all three contractors for all the good work they do.

139 **TOWN PROMOTION BUDGET 2019/20**

The committee received the budget report for 2019/20.

The following resolution was agreed:

| | |
|----------------------------|----------------|
| Active Ramsgate | £18,000 |
| Active Ramsgate Activities | £12,000 |
| Town Promoter | £25,000 |
| Website | £ 2,000 |
| Total | £57,000 |

The Town Promotion Committee be allocated the sum of £57,000 to fund its activities in 2019/20.

The committee noted that since the contracts start in January they would be formally agreeing the amounts for the contractors.

Proposed by: Councillor Campbell

Seconded by: Councillor Hartley

RESOLVED TO RECOMMEND TO THE FINANCE AND GENERAL PURPOSES COMMITTEE

The Chairman closed the meeting at 7:55pm