



RAMSGATE TOWN COUNCIL
Minutes of the Town Promotion Committee

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

Date: 29 January 2020, 7pm

Present: Councillors; Ara, Campbell, Green (Chairman), Huxley, Makinson, Moore, Nixey and Wing.

Councillor Wing joined the meeting during Item 6.

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

One member of public was present.

184 **APOLOGIES FOR ABSENCE**

Apologies were received from:

Councillors Albon
Councillors Crittenden
Councillors Hetherington
Councillors L Piper
Councillors S Piper
Councillors Rusiecki
Councillors Young

185 **DECLARATIONS OF INTEREST**

Councillor Makinson – A member of the Ramsgate Town Team.

186 **MINUTES**

The minutes of the Town Promotion Committee meeting held on 6 November 2019 (minutes 143 to 155) were approved as a true record.

Proposed by: Councillor Campbell

Seconded by: Councillor Huxley

RESOLVED

187 **80th ANNIVERSARY OF DUNKIRK LITTLE SHIPS**

The chairman gave an update on Operation Dynamo. A recommendation to Council from the Finance and General Purposes Committee had been made of £7,500 for the event.

80 Little Ships are expected to attend the event, that will be escorted by two Royal Naval vessels. Councillor Green suggested three possibilities for the money to be used: A reception by the Mayor for around 150 people; making sure publicity is adequate to promote the event as advertised, including TV coverage, the Town Promoter has agreed to coordinate this; and lastly to donate the money to the Event Organiser from the events fund.

It was explained that Gordon Warren, the chaplain for the Sailors Church, will be organising the naval side and church services.

It was suggested to prioritise the Mayors reception, including costings for the reception and location, this event should be organised through the Mayors Office.

It was agreed that the money for the event (£7,500) should be used to cost out the Mayor reception event, cost out the Town Promoters publicity fees and the residue to be used for funding the event.

Proposed by: Councillor Campbell

Seconded by: Councillor Green

RESOLVED

The publicity for the Operation Dynamo event should be focused on the veterans coming to Ramsgate. There will be a Battle of Britain fly-past that has been agreed, weather permitting.

The three-day event will include a parade through the town, reenactors throughout the town and a funfair on Government Acre.

188

ACTIVE RAMSGATE

The Town Promoter updated the committee on the recent activities, the report was noted.

The dates have been confirmed for the British Kitesurfing Championships 2020, it will be over the bank holiday weekend of 29th and 30th August 2020. The British Kitesports Association (BKSA) have asked for the £10,000 sponsorship. The Town Promoter stated that they would like to include a road closure for marina esplanade. An event application form is being completed ready for the next meeting for a request of £11,000.

Lewis Crathern, the British Record Holder for the highest jump will be present at the Kitesurfing Championships again.

The Town Promoter has spoken to the licencing officer for the Paddleboards concession on the beach and it is going through the process at the District Council.

It was detailed that the Active Ramsgate group was pushing Ramsgate as a dog friendly destination, this will be promoted with notices to pick up after your dog and the appropriate times that dogs are allowed on the beaches.

Active Ramsgate will link into the Golf Open that will be at Sandwich between 12th and 20th July, it has been nine years since it was at Sandwich and several workshops have been held to discuss promotion of the event.

189

BEACH CLUB

The chairman gave an update on the Beach Club idea, stating that the idea has been resurrected for Active Ramsgate to pursue. The intention is for the Beach Club to be on the Marina Esplanade car park, which has recently been placed on the disposal list for Thanet District Council. Councillor Green spoke to the cabinet member to have it removed from the list but this was not possible. This land has however been prioritised as leisure use only. It was suggested that the Beach Club idea could have raised revenue for the District Council as an incentive to use the land for the Beach Club idea.

Two ideas have been suggested, either a CiC (Community Interest Company) could be formed which could open up funding opportunities for interest of the land or the Town Council could pursue an asset transfer.

Councillor Campbell stated that the CEO of Thanet District Council was making a Central Harbour Ward visit on 30th January 2020, to walk round with Councillors on issue in the area. Whilst this area is located in Sir Moses Montefiore Ward, it was agreed that Councillor Campbell would broach the subject of Marina Esplanade Car Park and suggest a meeting is setup to discuss what can be done with the site and what options are available.

Proposed by: Councillor Campbell

Seconded by: Councillor Green

RESOLVED

190 **VISITOR INFORMATION CENTRE**

The committee received a summary of previous years and noted an update from the Digital Communications and Marketing Officer on the VIC Statistics.

The Digital Communications and Marketing Officer met with the VIC Volunteer Coordinator and Bayliss Executive Travel to discuss future promotion of this coach booking company. Unfortunately, due to the closure of Carol Peters, it has left people within the area without a coach provider to book day trips.

Bayliss is an existing coach booking firm that the VIC uses to book trips, we were advised by Bayliss that they will do what they can to expand to the areas that are now not covered.

The committee thanked the Digital Communications and Marketing Officer for the work provided and advised that unless a decision or crucial change occurs, that the day-to-day workings and statistics did not need to be necessarily reported to every committee meeting.

191 **RAMSGATE TOWN TEAM**

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

T. Austin detailed the Great Ramsgate Spring Clean which will take place between 20th March and 13th April. Help will be needed to promote the clean-up; an article has already been put in the Community Ad Magazine. It was urged that Councillors should push the poster out to as many groups and people as possible.

T. Austin also thanked the work done by the Technicians within the Town by painting the bollards and railings, which has lifted morale within the town.

Councillor Wing stated that the Cozi Van Tutti caravan can be invited to clean ups, which will help educate people on keeping their areas and the streets clean. If it is required, they are to contact Councillor Wing for use by groups.

The Ramsgate Town Team AGM is on 18th March 2020 at 6pm, and all councillors are welcome to attend. A reminder to be sent via email to the councillors.

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

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.

The Digital Communications and Marketing Officer informed the members of the deadline for the next Community Ad Magazine, which is Friday 6th March 2020, for the May to July Edition.

Councillor Nixey detailed that she had an article for the next edition.

The Digital Communications and Marketing Officer explained that the list of services infographic has been created and pushed out to the public and will appear in future Community Ad Magazines, as default.

It was detailed that since promoting the work of the Technicians the Town Social Media has increase and the response has been positive throughout, showing the work provided and completed by the council is key in engaging with the local community, helping to break down barriers.

Councillor Wing received a compliment from a resident on how quickly the website was updated after contacting the office, she thanked the Digital Communications and Marketing Officer for his work and quick response.

The committee thanked the Digital Communications and Marketing Officer for the work provided and advised that unless a decision or crucial change occurs, that the day-to-day workings and statistics did not need to be necessarily reported to every committee meeting.

193 **RAMSGATE TOWN PROMOTER**

The committee noted the report by the Town Promoter.

The Town Promoter detailed the success of the Fireworks, although this was weather permitting.

The East Cliff Wassail event was held in the Ramsgate Tunnels and was attended by a large amount of people. It was stated that the event was mainly for East Cliff residents and helping the community come together, although they wouldn't turn anyone away if they weren't from that ward. They received around £250 in donations.

The Pugin tiles are due to be installed on Kent Steps, this will be funded by Historic England.

The High Street Funding decision has been deferred until March. Councillor Green asked why there has been no involvement from Ramsgate Town Council, the Town Promoter informed the committee that Historic England requested no councillor involvement in the process however the Town Clerk is part of that group. Councillor Campbell is to speak to the Town Clerk so an update can be given on High Street Funding process and activity.

The Town Promoter stated that the Christmas Light Switch On event was a success, a huge crowd gathered to watch the lights be switched on, it was noted that not everyone could hear the countdown to the lights being turned on.

It was agreed that loudspeakers should be installed about 20 to 30 foot away from the town centre in each road and up out of the way of the public, this would be done when the christmas lights are installed for next year.

Proposed by: Councillor Campbell

Seconded by: Councillor Nixey

RESOLVED

The owner of the Land Train is retiring this year and the Land Train will be up for sale, this was used at the Christmas Light Switch On event.

The Town Promoter is liaising with Janice (Market Stalls) and Ralph Houlst, for the possibility of holding a street party for VE day.

194 **TOWN CLERKS REPORT**

There was nothing to report from the Town Clerk.

The committee raised the problems of feeling unsafe in the town centre during late evening and at night and the weekly attempted break-ins to cars in the Nethercourt area.

Councillor Ara stated that a meeting for the police and representatives should be created or held to discuss issues.

It was agreed that Councillor Ara would send the Chairman of Council, Councillor Campbell, an email requesting a meeting with the Chief Inspector, PCSO's and officers, Thanet Commander, Ed Ruffle and councillors to discuss issues in the Town Centre and to readdress the opening of the Ramsgate Police Office. Councillor Campbell will then inform the Town Clerk to arrange this meeting and to also invite the MP for their input.

Proposed by: Councillor Campbell

Seconded by: Councillor Green

RESOLVED

The Chairman closed the meeting at 8:37pm.