



RAMSGATE TOWN COUNCIL

Minutes of the Town Promotion Committee

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

Date: Tuesday 3rd October 2023 at 7:15pm

Present: Councillors; Crittenden (Chair), Albon, Austin, Green, Makinson and Moore.

Also in attendance;
Mr D Williams (Marketing and Communications Officer - Minutes)
Mr S Davis (Active Ramsgate Project Manager)

177/23 APOLOGIES

Apologies were received and accepted from Councillors Driver, Hetherington, Hudson, Huxley, Nixey and Ovenden (Personal Commitment) and from Councillors Dark and Wing (Illness).

RESOLUTION: To approve the apologies received.

178/23 DECLARATIONS OF INTEREST

There were no declarations of interest.

179/23 MINUTES

The minutes of the ordinary meeting of the Town Promotion Committee held on 21st June 2023 (minutes 097/23 to 102/23) were received and considered.

RESOLUTION: The Minutes were approved as a true and accurate record of the meeting.

180/23 ACTIVE RAMSGATE MEETINGS

The Committee received the previous minutes for the Active Ramsgate Working Group:

- (i) Active Ramsgate Working Group Meeting – 17 July 2023
- (ii) Active Ramsgate Working Group Meeting – 19 September 2023

The Committee also received an update from Mr S Davis on the market research being undertaken by the group at this stage.

RESOLUTION: The committee agreed to note the minutes and the update.

181/23 OPEN PUBLIC SPACES STRATEGY MEETINGS

The Committee received the previous minutes for the Open Public Spaces Strategy Group:

- (i) Open Public Spaces Strategy Group Meeting – 11 August 2023

RESOLUTION: The committee agreed to note the minutes.

182/23 TOWN PROMOTION UPDATE

The Committee received three reports written by Mrs R Smith on promotion of the town, these were detailed as:

- (i) Ongoing request for funding relocation of palms.
- (ii) Events and Budget Report for Ramsgate Town Council
- (iii) Empty Premises in Ramsgate Town Centre

RESOLUTION: The committee agreed the following:

- (i) To select Option 1, to vire funds from any remaining unspent Town Promotion budgets in the 2023/24 financial year and to request from the Finance and General Purposes Committee the remaining funds needed from the contingency budget to pay for the relocation of the palms totalling £10,700.00.
- (ii) To note the Events and Budget Report report.
The Town Clerk to confirm and advise Councillors via email regarding the contract end date of the Christmas Lights in the Town Centre.
Mrs R Smith to clarify and confirm whether any money was refunded for the postponed Firework displays on New Year 2022 and the Coronation Events 2023.
- (iii) To note the Empty Premises in Ramsgate Town Centre report.

The Committee wished to thank Mrs R Smith for her hard work that she puts into organising the events for Ramsgate and the detailed reports she produces for every Town Promotion Committee Meeting.

183/23 TOWN PROMOTION BUDGET 2024/25

The Committee received a detailed report from Mr D Williams on the recommended Town Promotion budget for 2024/25.

RESOLUTION: The committee agreed to reduce the Visitor Information Centre budget recommendation from £7,700.00 to £5,500.00. The budget recommendations for 2024/2025, as detailed below, were agreed as the Town Promotion Committees recommendation to the Finance and General Purposes Committee on 22nd November 2023 and for ratification by Council on 20th December 2023:

Active Ramsgate	£ 26,400.00
Beautification	£ 19,400.00
Town Promotion Projects	£ 44,000.00
Community Ad Magazine	£ 6,300.00
Events Funding	£ 45,000.00
Council Events	£ 28,600.00
Events Maintenance	£ 1,210.00
Marketing	£ 3,630.00
Town Promotion Expenses	£ 3,630.00
Visitor Information Centre	£ 5,500.00
Visitor Information Centre – Work with TDC	£ 3,300.00
Website – Ramsgate Town	£ 2,200.00
Total	£189,170.00

184/23 DATE AND TIME OF NEXT MEETING

Wednesday 24th January 2024 at 7pm.

The chair closed the meeting at 8:10pm.