



**RAMSGATE TOWN COUNCIL**  
**Minutes of the Town Promotion Committee**

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

**Date:** 4 September 2019, 7pm

**Present:** Councillors; Ara, Campbell, Green (Chairman), Hetherington, Huxley, Moore, Nixey, L. Piper and Wing.

Councillors Hetherington and Wing joined the meeting during Item 3.

Councillors Ara and Wing left the meeting during Item 8.

D. Williams – Digital Communications and Marketing Officer

R. Smith – Ramsgate Town Promoter

T. Hartley – Ramsgate Town Team

094 **APOLOGIES FOR ABSENCE**

Apologies were received from:

Councillors Albon

Councillors Crittenden

Councillors Makinson

Councillors S. Piper

Councillors Young

095 **DECLARATIONS OF INTEREST**

Councillor Wing – A member of the Ramsgate Town Team.

096 **MINUTES**

The minutes of the Events Committee meeting held on 5 March 2019 (minutes 190 to 194) were approved as a true record.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor L. Piper

**RESOLVED**

The minutes of the Town Promotion Committee meeting held on 5 June 2019 (minutes 020 to 031) were approved as a true record.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Huxley

**RESOLVED**

097 **ACTIVE RAMSGATE**

The Digital Communications and Marketing Officer and Town Promoter updated the committee on the recent activities.

S. Whelband, the PR for Active Ramsgate, will work out the Equivalent Advertising Value (EAV) of the British Kitesurfing coverage, for future reference.

Councillor Campbell informed the committee of a meeting held with Thanet District Council's CEO, M. Homer, prior to the event. This was to assist with help in getting the beach and town clean ready for the event.

The Active Ramsgate group will need discuss the correct sponsorship package for next year's kitesurfing event, if the British Kite Sports Association (BKSA) want to return to Ramsgate.

Councillor Wing suggested that footfall statistics should be captured from the businesses, so we have on record the success of the event. This could help in future funding bids, if we need to apply for them.

The Town Promoter agreed to circulate to businesses on the mailing list to ask their opinion regarding the impact of the event.

098 **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 has contacted Thanet Tourism to find out what services will be provided in future for the Visitor Information Centre. Support is still being provided for services in the Visitor Information Centre, given their limited hours and functions.

Councillor Green informed the committee that he also met with P. Harbidge, Thanet Tourism, to discuss future services and support. Not much information could be gained as it was too early to determine the future of Thanet Tourism. Councillor Green has invited P. Harbidge to attend the next Town Promotion Meeting for an update.

**VARIATION OF AGENDA**

**ITEM 10 – TOWN CLERKS REPORT BROUGHT FORWARD BEFORE  
ITEM 6 – RAMSGATE TOWN TEAM**

099 **TOWN CLERKS REPORT**

The committee received a report from the Digital Communications and Marketing Officer, detailing how Ramsgate Town Council, Visitor Information Centre and Active Ramsgate can benefit from having a Portable Kiosk stand at future events.

The British Kitesurfing Championships had various stalls showcasing Borderforce, Sea Cadets and many more. It was suggested that Ramsgate Town Council has a stall to promote the Active Ramsgate project and the Visitor Information Centre, however the council does not have a suitable stall for such events, other than standard tables.

A maximum of £400 is to be spent on a Portable Kiosk Stand for future events.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Nixey

**RESOLVED**

The Chairman and Digital Communications and Marketing Officer will meet with the Visitor Information Centre Co-ordinator to select a suitable Portable Kiosk Stand.

Councillor Wing added that the Cosi Van Tutti Caravan is also being used as a hub at events and shared among groups, it currently does not have power, but is looking to have a power supply soon.

100

**RAMSGATE TOWN TEAM**

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

T. Hartley detailed the success of helping to secure the Future High Streets Fund, the funding will go forward and be used to survey derelict buildings in the town centre, which can then be used as potential smaller units and for community uses.

The Coastal Communities Team and the Town Clerk have been in discussions with Thanet District Council on the work and submissions for stage 2, with the aim of a spring submission.

The fund if successful will help to regenerate the street scene in the town centre and harbour street. It was noted that there are a vast amount of community groups that can help with writing bids, the skill set held by members in community groups can be used to help assist Thanet District Council with bid writing in future.

Councillor Campbell is to instruct the Town Clerk to write a letter to Thanet District Council asking how the Future High Street Fund will move forward into stage 2, before the letter is sent it should be checked with the Chairman of Council, Councillor Campbell, and the Chairman of Town Promotion, Councillor Green, for verification.

**Proposed by:** Councillor Green

**Seconded by:** Councillor Campbell

**RESOLVED**

T. Hartley is to circulate the bid criteria to all the councillors.

101

**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 6<sup>th</sup> September 2019, for the November to January Edition.

Councillor Green informed the committee that he has received an email from a researcher regarding Digital and Local Communication Online, they want to arrange a meeting to conduct a research survey. Councillor Green will arrange a meeting with the Digital Communications and Marketing Officer to conduct the survey.

A list of services provided and taken on by Ramsgate Town Council is to be constructed and displayed in all the noticeboards in Ramsgate, these are to be updated on a regular basis.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Green

**RESOLVED**

102

**RAMSGATE TOWN PROMOTER**

The committee noted the report by the Town Promoter.

The Town Promoter detailed the funding opportunities that have been presented recently through the HAZ Meetings. The HAZ group recently applied for £1,000,000, however due to over subscription they were told to revise the bid for £700,000.

The Town Promoter detailed that the Royal Harbour Car Park will now be deep cleaned and done on a daily basis. Councillor Campbell informed the committee that Thanet District Council intending on closing the lifts in the car park due to safety, although this would mean that the public would use the ramps for access, putting people at risk of injury from the

vehicles using the car park. Councillor Campbell is to take this forward at Thanet District Council.

The Town Promoter explained about the potential changes in Ramsgate to combat the anti-social behaviour, she met with PC Darren Reed and suggestions have been made to improve the policing service in Ramsgate. A meeting will be held at Zest Café where questions can be asked. The Town Promoter will report back at the next meeting.

103 **PITCH AND PUTT**

Councillor Green presented a report on the idea of having a Pitch and Putt facility on Royal Esplanade, stating it would be a great attraction for visitors and residents and would expand the offer of the Active Ramsgate initiative.

Several suggestions were made about the idea, such as the safety implications, costings, who would managed the facility. The chairman undertook to contact the Cliftonville Pitch and Putt as they could offer advise on the workings of the idea. R. Smith to send details to Councillor Green.

Councillor Green to progress with the idea and approach Thanet District Council to see if this is something that could be done.

**Proposed by:** Councillor Green

**Seconded by:** Councillor Campbell

**RESOLVED**

**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 Green

**Seconded by:** Councillor Campbell

**RESOLVED**

104 **EVENTS FUNDING 2019/20**

The Committee considered the Events Funding applications received for events taking place up to 31 March 2020.

Councillor Campbell confirmed that monies had been allocated for the Christmas Light Switch On (£3,000.00) and New Year's Fireworks (£5,000.00). It was also detailed that the New Year's Eve Fireworks would be for Fireworks only, not a Laser Light Show.

The Carols by Candlelight are not able to run their event, therefore the committee decided to put the £1,000.00 back into the event fund.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Green

**RESOLVED**

**Note; Balance started in Event Fund with £13,000.00**

**EF15 2019-20 AiR (Arts in Ramsgate)**

Event; The Winter Lantern Parade

Event Date; Sunday 1 December 2019

Application Rejected; The costings within the application did not add up regarding the materials, a breakdown on the staffing costs would be needed and a breakdown of schools which would be involved. If this information can be provided the applicant may resubmit their application to the 6<sup>th</sup> November 2019 meeting.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Green

**RESOLVED**

**EF16 2019-20 POW! Thanet.**

Event Date; 10 Day Arts Festival – Festival Opening Event (Circus Parade and Performances).

Event Date; Friday 6 March 2020

Awarded; £1,500.00.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Nixey

**RESOLVED**

It was agreed that an additional amount of up to £2,000.00 is to be ring fenced for the Christmas Light Switch On event, if it is required.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Green

**RESOLVED**

It was also agreed that Councillor Green would approach the RTYC to state that there was monies available to help put the event on for Ramsgate Illuminations, the Ramsgate Harbour Boat Lights, a sum of up to £3,000.00

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Green

**RESOLVED**

**Note; Balance remaining in Events Fund £6,500.00.**

The Chairman closed the meeting at 8:20pm.