



## **RAMSGATE TOWN COUNCIL**

### **Minutes of the Town Promotion Committee**

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

**Date:** Wednesday 5<sup>th</sup> February 2025 at 7pm

**Present:** Councillors; Albon, Crittenden (Chair), Huxley, Moore, Nixey and Ovenden.

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

**031/25** **APOLOGIES**

No apologies were received.

**032/25** **DECLARATIONS OF INTEREST**

There were no declarations of interest.

**033/25** **MINUTES**

The minutes of the ordinary meeting of the Town Promotion Committee held on 6<sup>th</sup> November 2024 (minutes 254/24 to 260/24) were received and considered.

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

**034/25** **BUDGET UPDATE 2024/2025**

The Committee received a report written by Miss L Fidler on the existing budget and potential virements.

**RESOLUTION:**

- **The Committee noted the report.**

**035/25** **TOWN PROMOTION UPDATE**

The Committee received various reports from Mrs R Smith on promotion of the town.

(i) Town Promotion Update

The Committee received a report written by Mrs R Smith on various aspects of promotion of the town. The chair made the Committee aware that since the writing of this report, Ramsgate Day will be going ahead as an in-house event as this has been agreed in the budget by full Council.

**RESOLUTION:**

- **The Committee noted the report.**

(ii) Empty Shops Report

The Committee received a report written by Mrs R Smith on the empty shops in the town.

The chair advised the Committee to be aware of planning applications for empty properties in the town centre.

**RESOLUTION:**

- **The Committee noted the report.**

(iii) Palm Relocation

The Committee received a report written by Mrs R Smith on the relocation of the palms at the East and West Cliffs.

**RESOLUTION:**

- **The Committee agreed to recommend to full Council to not plant the palms at the East and West cliffs and to have them recycled.**

(iv) Operation Dynamo 2025

The Committee received a report written by Mrs R Smith on the Operation Dynamo 85<sup>th</sup> Anniversary event, detailing different possible event options.

**RESOLUTION:**

- **The Committee agreed that Operation Dynamo, Return of the Dunkirk Little Ships is to be the main event for 2025, granting the full amount of £24,380.00 from the New and Council Events budget for 2025/2026, this includes the option for decluttering the harbour of redundant signage and installing new signs, in conjunction with Thanet District Council and the Harbour Master, ensuring the harbour looks its best for the occasion. Not a light display.**

(v) Decorative Lights in York and Queen Street

The Committee received a report written by Mrs R Smith on the extension of the decorative lighting in York Street and Queen Street.

**RESOLUTION:**

- **The Committee agreed for this project to go ahead, recommending to full Council that funds are vired from the surplus Town Promotion Budget from 2024/2025 and used to fund the project. The estimated project cost is £22,356.00 + VAT.**

036/25

**DECORATIVE LIGHTING: ELECTRICITY SUPPLY**

The Committee received a report written by Mrs R Smith on the installation of a new feeder pillar for the electricity supply to the town centre lighting.

**RESOLUTION:**

- **The Committee agreed to wait for further information from Kent County Council to approve reinstating a larger feeder pillar to accommodate our requirements and report back to full Council.**
- **The Committee agreed to wait for further information from the Energy Industry Council and report back to full Council.**

- **The Committee agreed to vire funds from the surplus Town Promotion Budget from 2024/2025 and proceed with arranging for the installation of our own feeder pillar, subject to permission from Kent County Council Highways.**

**037/25**

**ACTIVE RAMSGATE UPDATE**

The Committee received two reports from Mr S Davis on Active Ramsgate activities and spending.

(i) Active Ramsgate Update

The Committee received an update from Mr S Davis on the Active Ramsgate Project, detailing the updates to the digital estate and web pages, leaflet distribution and progression of local activities for young children.

**RESOLUTION:**

- **The Committee noted the report.**

(ii) Request for Spending Approval

The Committee received a report from Mr S Davis on potential expenditure on the Active Ramsgate project, mainly surrounding the design and print of the 90,000 promotional leaflets and the use of digital advertising with Google Ads, Facebook and Instagram for content ahead of the summer.

**RESOLUTION:**

- **The Committee agreed to approve the expenditure of £2,500.00 for the design of three new promotional leaflets.**
- **The Committee agreed to approve the expenditure of £2,965.00 for the printing of 90,000 promotional leaflets.**
- **The Committee agreed to approve the expenditure of £2,500.00 to invest in a Google Ads digital advertising drive to promote the new Active Ramsgate content ahead of the summer.**
- **The Committee agreed to approve the expenditure of £2,500.00 to invest in an Instagram and Facebook digital advertising drive to promote the new Active Ramsgate content ahead of the summer.**

**038/25**

**WORKING GROUP MINUTES**

The Committee received the previous minutes for the Working Group Meetings:

- Active Ramsgate Working Group Meeting – 10 December 2024
- Active Ramsgate Working Group Meeting – 4 February 2025

**RESOLUTION: The committee agreed to note the minutes.**

The chair proposed that the Active Ramsgate Working Group will be discontinued following the next meeting of the group on 1<sup>st</sup> April, on the ground that the management role of Active Ramsgate has been successfully brought in-house.

**039/25**

**DATE AND TIME OF NEXT MEETING**

Wednesday 9<sup>th</sup> April 2025 at 7pm.

The chair closed the meeting at 8pm.