



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

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

**Date:** 6 November 2019, 7pm

**Present:** Councillors; Albon, Campbell, Green (Chairman), Huxley, Makinson, Moore, Nixey, L. Piper and S. Piper.

Councillor Nixey left the meeting during Item 9.

D. Williams – Digital Communications and Marketing Officer  
R. Smith – Ramsgate Town Promoter  
J. Edwards – Senior Tourism Manager, Thanet Tourism

One member of public was present.

143 **APOLOGIES FOR ABSENCE**

Apologies were received from:

Councillors Crittenden  
Councillors Hetherington  
Councillors Rusiecki  
Councillors Young

144 **DECLARATIONS OF INTEREST**

Councillor Makinson – A member of the Ramsgate Town Team.

145 **MINUTES**

The minutes of the Town Promotion Committee meeting held on 4 September 2019 (minutes 094 to 104) were approved as a true record.

**Proposed by:** Councillor Campbell                      **Seconded by:** Councillor L. Piper

**RESOLVED**

146 **THANET TOURISM**

The committee received a presentation from the Thanet Tourism manager, J. Edwards, on promotions in Ramsgate.

The presentation detailed the work performed by the Thanet Tourism team and the various support they provide to both Ramsgate Town Council and the Ramsgate Visitor Information Centre.

J. Edwards detailed that a new Ramsgate film has been created and can be found on the Visit Thanet website, this is using existing footage to attract micro-gapping visitors. J. Edwards explained about the business toolkit which includes an image library that Visit Thanet have made available to businesses, to help with local promotion.

Councillor Green enquired about the amount of Ramsgate businesses that have signed up to the business toolkit, J. Edwards would look into how many have signed up and get back to Councillor Green with an answer. In the meantime it was suggested to help share the toolkit with local businesses so that they are aware of the help being provided.

Councillor Green asked J. Edwards how the businesses would find out about the Open Golf tournament in 2020. The Thanet Tourism team will be alerting businesses in Ramsgate and will be pushing it out in the Tourism Matters E-Newsletter in future. It was also detailed about the 80<sup>th</sup> Anniversary of the Little Ships in 2020, which press releases have already started and a page on the Visit Thanet website has been created to publicise these events.

Councillor Green is waiting on more details for the 200<sup>th</sup> Anniversary of the Royal Harbour, but once these details are obtained, they will be shared with J. Edwards to help publicise them.

A copy of the presentation to be circulated to the councillors.

147 **ACTIVE RAMSGATE**

The Digital Communications and Marketing Officer and Town Promoter updated the committee on the recent activities, the report was noted.

R. Smith had met with the Destination Management Plan group and they are looking to try and help support activities such as Ramblers, as walking is such a major activities and huge contributor to the economy.

It was detailed that the focus for the Active Ramsgate group for 2020 would be the Beach Club, a partnered cycle route from Ramsgate to Deal and also to promote Ramsgate as a dog friendly destination.

Councillor Green enquired as to whether any funds were left available in the Destination Management Plan, R. Smith stated that the original £25,000 should be left, but will clarify and return with an answer.

Councillor S. Piper stated that he has photographs of another towns Pitch and Putt, which could prove useful to the Active Ramsgate group in gathering ideas and a way forward for the Pitch and Putt idea. Councillor S. Piper to share those photographs with the Active Ramsgate Group.

148 **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 signed up to the Visit Kent Barometer, to compare statistics with other towns on how the Visitor Information Centre is performing.

149 **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.

R. Smith detailed the Van Gogh Summer Project and the success it had in the summer at Churchill Taverns pub, also known as the Van Gogh Pub. They have raised £900 from selling various Van Gogh materials, this money has been donated to Mental Health Charities.

It was detailed the large number of volunteers we now have in Ramsgate Town, more than all the other towns combined in Thanet. They should be encouraged for their support within the town. It was suggested that the Mayor should arrange a Christmas Volunteer Day, to reward the volunteers for their handwork, as has been done in the past.

150 **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> December 2019, for the February to April Edition.

Councillor Campbell stated that at the Council meeting on the 30<sup>th</sup> October a document had been created of a list of services that Ramsgate Town Council provide, this would be created into an infographic and put within the next edition of the Community Ad Magazine, as well as given to the Town Promoter to distribute to the business.

Councillor Nixey detailed that she had an article for the May to July Edition.

Councillor Huxley stated that in publications the name of the Editor should be put in the magazine and not as 'Editor'. Committee agreed that the name of the Digital Communications and Marketing Officer should be put in rather than editor.

151 **RAMSGATE TOWN PROMOTER**

The committee noted the report by the Town Promoter.

The Town Promoter detailed that the Laser Show has produced interest and a few of the businesses including Wetherspoons are interested in putting the laser show on, she is in talks with Wetherspoons and will keep the committee informed.

The New Years Eve Fireworks will be held on the Ramsgate Main Sands this year.

The Town Promoter explained about the problems with the multi-storey car park (Royal Harbour Car Park). The stairwells are still a problem and could be potentially jet washed. The agreed timetable produced at the last meeting was sent to Thanet District Council, but no action has been taken. Councillor Albon will raise this at the next Thanet District Council Cabinet Meeting.

The Late-Night shopping event will be on the 5<sup>th</sup> December this year.

The Town Promoter detailed the work done by the Town Team on the Pugin tiles for Kent Steps in Kent Terrace. Various tiles have been designed by school children and have been inspired by Pugin.

Councillor Campbell requested that the Technicians were to cut back the overhanging shrubbery on Kent Steps to help assist with the projects implementation and to make the area more appealing.

Councillor Green suggested that a storyboard should be created to explain the tiles and the process of producing them, giving details behind the inspiration.

152 **TOWN PROMOTION COMMITTEE FEEDBACK**

Councillor Green withdrew this item from the Agenda.

153 **TOWN CLERKS REPORT**

There was nothing to report.

**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**

154 **CONTRACT DECISIONS**

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

It was agreed to renew the contracts for the two contractors, Whelband Communications and Tribal Voice Communications, for another year.

**Proposed by:** Councillor Green

**Seconded by:** Councillor Campbell

**RESOLVED**

It was agreed to renew the contract for the Town Promoter for another year, with an amendment to the contract that the review of the work is performed annually, as opposed to the 6 months as currently stands.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor L. Piper

**RESOLVED**

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

155 **TOWN PROMOTION BUDGET 2020/21**

The committee received the budget report for 2020/21.

£500.00 extra to be allocated to the Active Ramsgate budget, to account for expenses and mileage for the contractors.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Green

**RESOLVED**

£2,000 extra to be allocated to the Active Ramsgate activities budget, for development and promotion of a new cycle trail between Ramsgate and Deal.

**Proposed by:** Councillor Green

**Seconded by:** Councillor Campbell

**RESOLVED**

£1,000 extra to be allocated to the Active Ramsgate activities budget, for research and promotion of the Beach Club concept.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Green

**RESOLVED**

The following resolution was agreed:

Active Ramsgate	£18,500
Active Ramsgate Activities	£15,000
Events	£65,000 *
Town Promoter	£25,000
Visitor Information Centre	£12,000
Website	£ 2,000
<b>Total</b>	<b>£137,500</b>

The Town Promotion Committee be allocated the sum of £137,500 to fund its activities in 2020/21.

**\* £5,000.00 is to be allocated for the Royal Harbour 2021 event. Currently there is £10,000.00 in reserves for the Royal Harbour 2021 event.**

The committee agreed the budget and 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 Green

**RESOLVED TO RECOMMEND TO THE FINANCE AND GENERAL PURPOSES COMMITTEE**

The Chairman closed the meeting at 8:40pm.