



## **RAMSGATE TOWN COUNCIL**

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

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

**Date:** 8 October 2014, 7pm

**Present:** Councillors; Campbell, Dwyer, Everitt, D.Green, E.Green and Huxley.

Councillor E.Green joined the meeting during Item 5.

D. Williams – Technical Officer  
S. Humphries – Town Promoter  
Two Representatives from the Town Team  
Two Representatives from the Summer Squall

#### 134 **APOLOGIES FOR ABSENCE**

Apologies were received from:

Councillor Dark – TDC Chairman Commitment  
Councillor Shonk – Other Commitment  
Councillor Gibson – Family Matters

#### 135 **DECLARATIONS OF INTEREST**

There were no declarations of interest declared.

#### 136 **MINUTES**

The minutes of the meeting held on 2 July 2014 (Minutes 057 to 069) were approved as a true record. With an amendment to be made to minute number 063: 'one container was reimbursed by Ellington Park, not two'

**Proposed by:** Councillor Dwyer

**Seconded by:** Councillor Everitt

### **RESOLVED**

#### 137 **SUMMER SQUALL PRESENTATION**

A presentation was given by the new members of the Summer Squall, Robert Holden and Richard Oades. Robert Holden detailed the various themes and schemes for the Summer Squall. Each new member gave an update on their background.

The Summer Squall updated the committee with the objectives and delivered outcomes from this year's event. The finances of the event were detailed as were the achievements from this year's event and what they will hold in the future.

Councillor Campbell identified Thanet District Council and Kent County Council points from the presentation.

Councillor Campbell informed the Summer Squall that a meeting will be arranged when the new group is formed to discuss and plan ahead for next year's event.

Councillor D. Green advised the Summer Squall to seek funding from other sources as the committee cannot account for the decisions of the future council after May 2015 Elections.

138 **RAMSGATE TOWN TEAM**

The Ramsgate Town Team gave an update on the various meetings that they have attended.

The 5.41 campaign was launched at the Feasts of the Sea weekend on the 27<sup>th</sup> September, they have found that out of 80 people asked, and two thirds were willing to be contacted again.

Councillor D. Green suggested the idea that due to the success of the lights on the harbour boats a competition should be run to encourage all boats to have lights. Councillor Campbell suggested that the Town Team could match fund the lights for business shop front windows. The Town Team can match fund up to £500 for up to 20 businesses.

An update was given on the big clean-up campaign, it was stated that roughly 60% of the work had been completed.

The next Ramsgate Town Team meeting will be on 22<sup>nd</sup> October 2014 at 9am.

139 **ACTIVE RAMSGATE**

The committee received an update from the Minutes of an Active Ramsgate Marketing Meeting and a report from the Town Clerk.

Councillor D. Green enquired about the development of the canoe trail; Councillor Campbell updated the committee with the progress of the trail.

The Town Promoter is to contact the Active Ramsgate Team in regards to the Canoe Trail routes.

140 **EVENTS FUND - APPLICATIONS**

The committee considered an application, as follows;

EF26 2014-15 Fegans – funding for Carols by Candle Light

Awarded £1000.00

**Proposed by:** Councillor E Green

**Seconded by:** Councillor Dwyer

A request was made by the Seaside Shuffle for £433.00 to pay for the shortfall of the event.

It was agreed to pay the Seaside Shuffle the £433.00 for the shortfall.

**Proposed by:** Councillor Dwyer

**Seconded by:** Councillor E Green

**RESOLVED**

It was stated that all events should be reminded to submit returns forms for the events that have been funded.

141 **REO KIT STORAGE UPDATE**

The committee received and noted the Town Clerk's report on the storage container.

142 **POTTED PALMS UPDATE**

The committee noted the report from the Town Clerk.

The committee requested that an article is to be written and submitted for the next Community Ad Magazine regarding floral displays.

It was agreed that the Town crest will be printed onto the potted plants the next time they are displayed.

**Proposed by:** Councillor D. Green

**Seconded by:** Councillor Dwyer

**RESOLVED**

A plaque/sign for the York Street flower bed has been agreed, the Town Clerk is to explore the cost for a sign and is to bring back cost quotes at the next Town Promotion Meeting on the 3<sup>rd</sup> December.

143 **REVIEW OPERATION OF THE VISITOR INFORMATION CENTRE**

The committee received and noted the report from the Technical Officer.

The Chairman stated that the internal doors are to be manually opened from the opposite direction.

The Chairman advised the Technical Officer that quotes for the internal doors should automated and non-automated.

144 **INFORMATION SCREEN FOR THE VISITOR INFORMATION CENTRE**

The committee received the report from the Technical Officer regarding the Visitor Information Centre Information Screen. Councillor Campbell looked into the cost for a similar screen that was displayed in the Racing Greyhound; this was a cost of £3000.

It was recommended that a report would be created incorporating a 42" TV screen; the decision for make and model of the TV would be a decision by Officers of the Council. A budget of £500 has been set from the VIC Budget, this includes the cost of the TV and installation onto the wall.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor D. Green

145 **RAMSGATE TOWN WEBSITE UPDATE**

The committee noted the report from the Technical Officer. The report detailed the statistics of the website.

The committee agreed the Facebook name change from 'Ramsgatetown.org' to 'Ramsgate Town'.

146 **TOWN PROMOTER REPORT**

A suggested sign for the Visitor Information Centre was agreed to be discussed at the next Visitor Information Sub Committee Meeting.

It was agreed to advertise the Walkers are Welcome page on the front page of the website.

The following actions are to be completed:

- 100 welcome packs are to be made for the Belgians for the 25<sup>th</sup> October.
- A pilot scheme for 2000 Active Ramsgate Leaflets to be created and sold for 20p each (cost of £220 from the Town Promoter Budget)

The Town Promoter gave an update on the Destination Ramsgate Plan detailing an image for Ramsgate would mainly be used on and for the website as an identity.

The Town Promoter will attend a meeting on Friday 10<sup>th</sup> October with the people behind the marketing of this idea. Councillor Campbell requested that a cost of this project and timescale are to be asked for.

147 **COMMUNITY AD MAGAZINE**

The committee agreed to use an image of the Crown for the front cover of the magazine.

Councillor Everitt advised the Technical Officer that the 7<sup>th</sup> Edition will need to be delayed until the end of May due to Purdah and detailing the contact details of Councillors, as it may change.

148 **DESTINATION MANAGEMENT PLAN**

The committee were updated that the Destination Management Plan is making progress with various meetings being held.

**SUSPENSION OF STANDING ORDERS**

The meeting agreed to suspend standing order 1.2 in order to complete the business of the meeting within 1 hour.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Everitt

**RESOLVED**

149 **CHAIRMAN'S REPORT**

The Chairman gave an update on the Town Promoter role, reviewing the position of Town Promoter.

After reviewing the performance of the Town Promoter the committee decided to continue her contract until April 2015. In addition, her duties are now to include:

- Promote and assist in developing the event programme for the new Town Square
- Her Role with Ramsgate Event Organisation
- Support and encourage Ramsgate Town Team
- Liaise with Explore Kent.

It was agreed from the review that Ramsgate Town Council will continue with the Town Promoter until the end of the Financial Year in April.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Huxley

**RESOLVED**

The Chairman closed the meeting at 9.05pm

***Chairman***