



## **RAMSGATE TOWN COUNCIL**

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

**Venue:** The Council Chamber, The Custom House, Harbour Parade, Ramsgate, CT11 8LP

**Date:** Wednesday 22<sup>nd</sup> October 2025 at 7pm

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

Also in attendance;  
Councillor Shonk as an observer  
Mr D Williams (Marketing and Communications Officer - Minutes)  
Mrs R Smith (Town Centre and Tourism Manager)

**256/25** **APOLOGIES**

Apologies were received from Councillor Ara (Personal Commitment).  
*Councillor Albons apologies were received prior to the meeting, but not relayed at the meeting.*

**257/25** **DECLARATIONS OF INTEREST**

There were no declarations of interest.

**258/25** **MINUTES**

- (i) The minutes of the ordinary meeting of the Town Promotion Committee held on 5<sup>th</sup> August 2025 (minutes 196/25 to 203/25) were received and considered.
- (ii) The minutes of the extraordinary meeting of the Town Promotion Committee held on 18<sup>th</sup> August 2025 (minutes 212/25 to 217/25) were received and considered.
- (iii) The minutes of the Town Enhancement Working Group held on 29<sup>th</sup> August 2025 were received and considered.

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

**259/25** **WORKING WITH THANET DISTRICT COUNCIL**

The committee received an update report from Mrs R Smith on the collaboration work with Thanet District Council in regard to the Creative Isle Campaign.

**RESOLUTION: The Committee noted the report.**

### **VARIATION OF AGENDA**

**ITEM 5 – LAND TRAIN AND ITEM 6(ii) – MADEIRA WALK WATERFALL  
UPDATE DISCUSSED AFTER ITEM 8 – TOWN PROMOTION BUDGET  
2026/27**

**TOWN PROMOTION UPDATE****(i) Town Promotion Update**

The committee received an update report from Mrs R Smith on promotion of the town. The report detailed updates on events in the town, the launch of the new 'What's On Ramsgate? Calendar' and updates on the decorative lighting and feeder pillar projects.

The Festival of Sound, Pugin Week and Heritage Open Days were successfully delivered in September. Ramsgate hosted seventeen separate events under this year's architecture theme, representing the highest number of Heritage Open Days events in Thanet.

An initial meeting was held with the Association of Dunkirk Little Ships and local partners, including the Royal Temple Yacht Club, Ramsgate Tunnels, the Harbour Master and Thanet Tourism, to plan for the return of the Little Ships in 2026. "Save the Dates" flyers have been printed and distributed.

The Ramsgate Christmas Lights Switch-On will take place on 30<sup>th</sup> November 2025, with the lights due to come on at 4:30 p.m. Late Night Shopping will be held on Thursday 11<sup>th</sup> December 2025, marking the launch of Ramsgate Weekend of Wonders as part of the Ramsgate Winter Festival programme.

Two new events are planned for 2026: Ramsgate Pirate Day on 6<sup>th</sup> June and the GBSUP Championship Finals in October (subject to tides and funding). Both organisers have been advised of the Event Grant application process.

The new What's On Ramsgate? calendar has been successfully launched, replacing the previous events calendar. It features a refreshed design, layout and logo, coordinated by the Miss K Kelley, Office Administrator. Hard copies are distributed to local venues, and digital access is provided via a Linktree page.

Installation of additional Twinkly lights and festive banners is underway and scheduled for completion by mid-October.

Work on the Charlotte Court Mini Library project will resume once the technicians have completed the Christmas light installations.

Through Ramsgate Town Team, four shopfront grant applications have been forwarded to local businesses wishing to improve their shopfronts within the town centre.

**RESOLUTION: The Committee noted the report.**

**261/25**      **ANCHOR FUNDING**

The committee received an update report from Mr D Williams on the anchor funding for the current financial year.

**RESOLUTION:** The Committee noted the report and agreed to conduct all future anchor funding reviews at the end of the financial year, starting in 2026/27.

**262/25**      **TOWN PROMOTION BUDGET 2026/27**

The committee received a report and presentation from the Chair on the recommended Town Promotion budget for 2026/27.

**RESOLUTION:** The budget recommendations for 2026/27, as detailed below, were agreed as the Town Promotion Committees recommendations to the Finance and General Purposes Committee on 14<sup>th</sup> January 2026 and for ratification by Council in February 2026: *\*The anchor funding budget allocations are subject to review in February by the Town Promotion Committee.*

Switch On Event	£ 7,000.00
New Year Event	£ 10,000.00
Ramsgate Day	£ 6,000.00
New & Council Events	£ 40,000.00
Ramsgate Carnival*	£ 6,000.00
Miss Ramsgate*	£ 3,500.00
Events Fund (Community Grants)	£ 70,000.00
Beautification	£ 5,000.00
Decorative Lighting (Xmas & Summer Lights)	£ 7,000.00
Harbour Street Gate	£ 300.00
Decorative Lighting Maintenance	£ 10,000.00
Events Equipment Maintenance	£ 2,500.00
General Project Maintenance	£ 2,200.00
VIC	£ 4,000.00
Work with TDC (Creative Isle Campaign)	£ 3,500.00
Town Promotion Expenses	£ 4,500.00
Events Calendar	£ 2,500.00
Active / Culture / Heritage Ramsgate	£ 15,000.00
Active Ramsgate Week	£ 6,500.00
Holiday, Activities, Food (HAF Week)	£ 4,000.00
Visit Ramsgate Website	£ 2,500.00
<u>Visit Ramsgate Marketing</u>	<u>£ 10,000.00</u>
<b>Total</b>	<b>£222,000.00</b>

**263/25**      **TOWN PROMOTION UPDATE**

(ii) Madeira Walk Waterfall Update

The committee received an update report from Mrs R Smith detailing the progress of the Madeira Walk Waterfall restoration.

**RESOLUTION:** The Committee noted the report.

264/25

**LAND TRAIN**

The committee received a report from Miss L Fidler on the proposal of a Land Train between Ramsgate and Broadstairs.

**RESOLUTION: The Committee noted the report and agreed to recommend that Full Council considers and discusses this proposal.**

265/25

**DATE AND TIME OF NEXT MEETING**

Wednesday 10<sup>th</sup> December 2025 at 7pm.

The chair closed the meeting at 7:42pm.