



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

**Venue:** Virtually by Microsoft Teams – By virtue of the COVID-19 Pandemic Emergency.

**Date:** 25 November 2020, 7pm

**Present:** Councillors; Albon, Ara, Campbell, Crittenden, Hetherington (Vice Chair), Huxley, Makinson, Moore, Nixey, L. Piper and S. Piper.

R. Styles – Town Clerk  
E. Richford – Deputy Town Clerk and RFO  
D. Williams – Digital Communications and Marketing Officer  
R. Smith – Town Promoter  
S. Whelband – Active Ramsgate PR

**IN THE ABSENCE OF THE CHAIRMAN, THE VICE-CHAIR (COUNCILLOR  
HETHERINGTON) IN THE CHAIR**

083 **APOLOGIES FOR ABSENCE**

Apologies were received from:  
Councillor Green  
Councillor Wing  
Councillor Young

084 **DECLARATIONS OF INTEREST**

There were no declarations of interest declared.

085 **MINUTES**

The minutes of the Town Promotion Committee meeting held on 2 September 2020 (minutes 012 to 022) were approved as a true record.

**Proposed by:** Councillor Campbell                      **Seconded by:** Councillor Ara

**RESOLVED**

086 **ACTIVE RAMSGATE**

The Active Ramsgate PR, S. Whelband, gave an update on the progress of Active Ramsgate, since the last meeting in September, the report was noted.

It was detailed that the focus for the Active Ramsgate group for 2021 would be the Beach Club, a partnered cycle route from Ramsgate to Deal and also to promote Ramsgate as a dog friendly destination, as well as the normal activities it has already created.

Councillor Albon mentioned to be mindful of the beach rules when promoting Dog Friendly Walks.

Councillor Crittenden stated that many residents have complained about the kitesurfers and not being able to swim along the coast. S. Whelband asked for any complaints to be sent to her, so she could inform Kite Pirates who will be able to resolve the problem.

Councillor S. Piper suggested that short teaser videos could be created for the cycling and walking routes, using a head or body cam. This was something S. Whelband will take back to the Active Ramsgate Steering Group to discuss.

087 **RAMSGATE MARKET**

The Town Clerk gave an update on the Ramsgate Market, stating that he met with the new estates officer at Thanet District Council and Andrea Plant, as well as the Town Promoter. The current contract has ceased between Thanet District Council and Hughmark.

There have been four expressions of interest for the Ramsgate Market and Thanet District Council will be starting the procurement process to find a replacement for Hughmark until the end of January. In February, a decision will be made if a suitable operator is chosen. Thanet District Council have stated that they will consult with Ramsgate Town Council throughout the whole process.

It was agreed to allow Thanet District Council to go through their process and keep a watching brief to see if the expressions of interest are suitable. If a suitable operator is not chosen, then Ramsgate Town Council is to create a shadow proposal and make a decision on the Ramsgate Market.

**Proposed by:** Councillor Albon

**Seconded by:** Councillor S. Piper

**RESOLVED**

088 **VISITOR INFORMATION CENTRE**

The Digital Communications and Marketing Officer updated the committee on the Visitor Information Centre, stating that due to lockdown it had closed and will remain closed until the New Year, where it would then be reassessed as to whether it should reopen.

089 **RAMSGATE TOWN PROMOTER**

The committee noted the report by the Town Promoter.

The statistics for the website were up on views in August, due to more people looking for walking trails. The Town Promoter informed the committee that Peacocks has now closed in the town.

The idea of a Hyperlocal Market would be an addition if it were to go ahead and depending on the outcome of the Ramsgate Market, it could be in place by June next year.

090 **TOWN CLERKS REPORT**

The Town Clerk updated the committee on the Beach Club proposal, stating that he met with a local architect, Del Renzio and the Town Promotion Chairman, Councillor David Green in Marina Esplanade Car Park to discuss plans. A modular approach was discussed, so that the scheme could be added to as it progresses.

Del Renzio has agreed to do the designs free of charge for Ramsgate Town Council, this should give an idea to Thanet District Council as to what is possible on the Marina Esplanade Car Park site. These plans will be made available in the new year. Once there is a scheme in place, there will be the possibility of sourcing funding for the project.

**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 Hetherington **Seconded by:** Councillor Campbell

**RESOLVED**

091 **CONTRACT DECISIONS**

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

It was agreed to renew the contracts for all three contractors, Whelband Communications, Tribal Voice Communications and the Town Promoter, for another year.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Ara

**RESOLVED**

A record of appreciation was to be made to all three contractors for all the good work they have done this year, despite the difficulties they have faced.

092 **TOWN PROMOTION BUDGET 2021/22**

The committee received the budget report for 2021/22.

The following resolution was agreed:

Active Ramsgate	£18,500
Active Ramsgate Activities	£15,000
Events	£72,500*
Town Promoter	£25,000
Visitor Information Centre	£12,000
Website	£ 2,000
<b>Total</b>	<b>£145,000</b>

The Town Promotion Committee be allocated the sum of £145,000 to fund its activities in 2021/22.

**\* £5,000.00 is to be allocated for the Royal Harbour 2021 event. Currently there is £15,000.00 in reserves for the Royal Harbour 2021 event. £7,500.00 is set aside for the potential Operation Dynamo event in 2021, that did not occur in 2020.**

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 S. Piper

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

Councillor Campbell informed the committee that the Christmas Light Switch On was not physically happening due to government restrictions and public safety. The Town Promoter has emailed suggestions to have a virtual switch on which will include a pre-recorded video, or series of videos, for the website including a message from the Mayor of Ramsgate, Father Christmas and a group of singing elves from Looping the Loop. This will also include gifts for children which will be given out with food parcels.

The Town Promoter is to go ahead with these suggestions detailed in her email and costings will come out of the budget that would have been spent on the Christmas Light Switch On.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Ara

**RESOLVED**

The Chairman closed the meeting at 8pm.