



RAMSGATE TOWN COUNCIL
Minutes of the Town Promotion Committee

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

Date: 5 June 2019, 7pm

Present: Councillors; Ara, Campbell, Green (Chairman), Hetherington, Huxley, Makinson, Moore, Nixey, L. Piper, S. Piper, Rusiecki and Wing.

D. Williams – Digital Communications and Marketing Officer

R. Smith – Ramsgate Town Promoter

T. Hartley – Ramsgate Town Team

020 **ELECTION OF VICE-CHAIRMAN**

Councillor Hetherington was proposed as Vice Chairman of the Town Promotion Committee.

Proposed by: Councillor Campbell

Seconded by: Councillor Green

Councillor Hetherington turned the position down.

RESOLUTION FELL

Councillor Wing was proposed as Vice Chairman of the Town Promotion Committee.

Proposed by: Councillor Campbell

Seconded by: Councillor Nixey

Councillor Wing refused the position.

RESOLUTION FELL

Councillor Hetherington was duly elected as Vice Chairman of the Town Promotion Committee.

Proposed by: Councillor Campbell

Seconded by: Councillor Green

Councillors L. Piper, S. Piper, Rusiecki and Wing abstained.

RESOLVED

021 **APOLOGIES FOR ABSENCE**

Apologies were received from:

Councillors Knight

Councillors Young

022 **DECLARATIONS OF INTEREST**

Councillor Makinson – A member of the Ramsgate Town Team.

Councillor Wing – A member of the Ramsgate Town Team.

023 **MINUTES**

The minutes of the meeting held on 27 February 2019 (minutes 181 to 189) were approved as a true record.

Proposed by: Councillor Campbell

Seconded by: Councillor L. Piper

RESOLVED

024

WORKING GROUP

The committee were given an overview of the Editorial Working Group, the Visitor Information Centre Working Group and the Website Working Group including their functions.

The Committee agreed the following members for the Editorial Working Group:

Councillor David Green (Town Promotion Chairman)
Councillor Jane Hetherington (Town Promotion Vice-Chairman)
Councillor Corinna Huxley
Eileen Richford (Deputy Town Clerk & RFO)
Dean Williams (Digital Communications and Marketing Officer)
Rebekah Smith (Town Promoter)

The Committee agreed the following members for the Visitor Information Centre Working Group:

Councillor David Green (Town Promotion Chairman)
Councillor Jane Hetherington (Town Promotion Vice-Chairman)
Councillor Peter Campbell (Chairman of Ramsgate Town Council)
Councillor Becky Wing
Councillor Pat Moore
Richard Styles (Town Clerk)
Dean Williams (Digital Communications and Marketing Officer)
Maggie Smith (VIC Volunteer Co-Ordinator)
Rebekah Smith (Town Promoter)

The Committee agreed the following members for the Website Working Group:

Councillor David Green (Town Promotion Chairman)
Dean Williams (Digital Communications and Marketing Officer)
Rebekah Smith (Town Promoter)
Proposed by: Councillor Campbell **Seconded by:** Councillor Green
RESOLVED

025

ACTIVE RAMSGATE

The Committee agreed the following members for the Active Ramsgate Working Group:

Councillor David Green (Town Promotion Chairman)
Councillor Jane Hetherington (Town Promotion Vice-Chairman)
Councillor Peter Campbell (Finance and General Purposes Chairman)
Cheryl Mvula (Tribal Voice – Tourism Consultant)
Sarah Whelband (Sarah Whelband Comms – PR Consultant)
Julie Edwards (Thanet District Council Tourism)
Dean Williams (Digital Communications and Marketing Officer)
Rebekah Smith (Town Promoter)

Proposed by: Councillor Campbell **Seconded by:** Councillor Green
RESOLVED

The Digital Communications and Marketing Officer and Town Promoter gave a summary of the Active Ramsgate Project.

An update was given to the committee on the previous campaigns by the group, this being the Active8 campaign and various leaflet distributions around the country. It was suggested to actively promote the work that Ramsgate Town Council are doing in the area, so residents can see the progress made by Ramsgate Town Council.

Councillor Green asked how the group measure the financial impact and contribution to the area from the project. It was detailed that Visit Kent and Visit Thanet have conducted a survey/study to view the effects of tourism to the area and the reasons they are visiting.

The group are also able to cost out the Equivalent Advertising Value (EAV) of all the completed PR work, showing how far and wide the budget has been used, meaning Ramsgate Town Council are getting good value for money.

Councillors are to be invited to the next Active Ramsgate meeting at the end of June.

026 **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.

It was explained how the service has been cut over at Thanet Tourism and how it can have implications on the Ramsgate Visitor Information Centre.

The Digital Communications and Marketing Officer to contact Thanet Tourism and find out what services are remaining to support the Ramsgate Visitor Information Centre, as well as any information on direct leaflet ordering and how long these services will be available for.

Proposed by: Councillor Campbell

Seconded by: Councillor Green

RESOLVED

027 **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.

The committee was updated on the wayfaring in the town, signs in the town are now installed.

The Town Team have created a Litter Forum that is a collaborative effort by 14 different groups to work together to reduce litter in the town. There are over 350 members involved in the Ramsgate ROAD litter picking group.

Joseph Dance has started a community group promoting the planting of additional trees in Ramsgate. He is looking to present at the next meeting of Town Promotion Committee. The committee was told that they can view every street tree in Ramsgate on the Kent County Council website, this details the species and any proposed work on them.

It was detailed that £17,000 was left in the fund for the Town Team. Bids are being written for future funds, so that the town team can continue with future projects.

028 **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.

Councillor Green suggested a potential prize for the 2 millionth visitor to the website as a way of publicising the website further. It was suggested that further use of local photographers should be used to promote to Ramsgate.

Councillor Campbell updated the committee that the Newington library hours have been increased and suggested that an article should go into the next issue of the Community Ad Magazine.

029 **RAMSGATE TOWN PROMOTER**

The committee received a summary of previous years and noted the report by the Town Promoter.

The Town Promoter discussed the possible use of bloggers coming into Ramsgate and using their following to promote the area. The cost would be £200 for a blogger to write a blog on Ramsgate.

£200 to be paid to the blogger for a blog in the Autumn, to be used from the Town Promoter budget.

Proposed by: Councillor Green

Seconded by: Councillor Campbell

RESOLVED

The Town Promoter detailed the situation with the East Cliff lift and potentially having a donation station placed at the lift. Potential funders to be Wetherspoons and the HAZ group. It was suggested that a bid should be made to the Finance and General Purposes Committee for the future of this project.

The Town Promoter detailed the wayfaring signs at the top of Kent Steps and suggested that these should be renewed to fall in line with the other wayfaring signs. The costs for renewing these signs would be £443.40.

The £443.40 requested for renewing the wayfaring signs is to be recommended to Finance and General Purposes Committee for decision.

Proposed by: Councillor Green

Seconded by: Councillor Campbell

RESOLVED

030 **TOWN CLERKS REPORT**

There was nothing to report.

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 Green

Seconded by: Councillor Campbell

RESOLVED

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 Campbell

Seconded by: Councillor Green

RESOLVED

031 **RAMSGATE TOWN PROMOTER REVIEW**

A 6 month review was conducted by the committee, reviewing the Town Promoter's Work, as agreed in the contract.

The committee congratulated the Town Promoter on her excellent work and the standard she has maintained and agreed for the Town Promoter to continue the work contracted for another 6 months until the end of the contract.

Proposed by: Councillor Campbell

Seconded by: Councillor Hetherington

RESOLVED

The Town Clerk is to look into this as an employed position within Ramsgate Town Council.

Proposed by: Councillor Green

Seconded by: Councillor S. Piper

RESOLVED

The Chairman closed the meeting at 9:05pm.