



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

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

**Date:** 27 February 2019, 7pm

**Present:** Councillors; Campbell, Connor, Falcon, Hartley, Kennedy, Larkins (Chairman), L. Piper, Shonk and Stummer-Schmertzling.

D. Williams – Digital Communications and Marketing Officer

R. Smith – Ramsgate Town Promoter

2 x Members of Public

181 **APOLOGIES FOR ABSENCE**

Apologies were received from:

Councillors J. Fairbrass

Councillors L. Fairbrass

Councillors Martin

Councillors S. Piper

Councillors Young

182 **DECLARATIONS OF INTEREST**

Councillor Hartley – A member of the Ramsgate Town Team.

183 **MINUTES**

The minutes of the meeting held on 28 November 2018 (minutes 129 to 139) were approved as a true record.

**Proposed by:** Councillor Campbell     **Seconded by:** Councillor Connor

**RESOLVED**

184 **ACTIVE RAMSGATE**

The Town Promoter gave an update on the Active Ramsgate Project.

It was detailed that a statistics sheet had been created by the group to promote the performance and website statistics for the initiative, this would be placed in the community ad magazine and promoted online alongside an article.

Statistics were shown from the Cambridge Economic Model on local activities, showing Ramsgate to be above average on Recreational activities.

A budget breakdown of expenditure for the year 2019/20 was presented to the committee, this detailed activities, redesigning leaflets and PR trips.

To agree the detailed expenditure for 2019/20 to avoid delays in the Active Ramsgate initiative.

**Proposed by:** Councillor Campbell

**Seconded by:** Councillor Hartley

**RESOLVED**

185 **VISITOR INFORMATION CENTRE**

The committee received and noted an update from the Digital Communications and Marketing Officer on the VIC Statistics.

It was noted that any promotional publicity for the council should be promoted and sent to Kathy Bailes to create a positive news story.

186 **RAMSGATE TOWN TEAM**

The committee received and noted the report by R. Smith on the Ramsgate Town Team.

The committee was updated on the wayfaring in the town, signs in the town are now installed and the last sign for the train station will be installed the following week to complete Phase 1 and 2.

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. 20 events are scheduled for the litter clean up around Ramsgate.

The next AGM meeting for the Town Team is on the 14<sup>th</sup> March, 6pm – 7pm at The Custom House.

The Heritage Lottery Fund have awarded £9,000 towards the Van Gogh Bust in Spencer Square, the unveiling of the plinth is 15<sup>th</sup> June, 1pm – 4pm.

187 **RAMSGATE TOWN WEBSITE & COMMUNITY AD UPDATE**

The committee received and noted a report by the Digital Communications and Marketing Officer on the statistics from the Ramsgate Town Website.

188 **RAMSGATE TOWN PROMOTER**

The committee received and noted the report by the Town Promoter.

The Town Promoter reported on the statistics for the Visit Ramsgate website and social media.

The Town Promoter detailed the problem of parking for visitors and residents in the town and the potential of trying for a Free for Three option for parking. Councillor Campbell updated the committee by saying that TDC were going the other way by charging residents and visitors by marking bays out on the East and West Cliffs, so this seemed unlikely to happen.

The Town Promoter detailed the High Street Fund, and the potential case Ramsgate has to put forward a bid. The bid deadline is the 22<sup>nd</sup> March.

189 **TOWN CLERKS REPORT**

Councillor Hartley informed the committee of the new TDC Public Bins Strategy and the trial bins that are being introduced in some places. The committee noted the report.

The Chairman closed the meeting at 8:05pm