



## **Ramsgate Town Council**

### **TERMS OF REFERENCE**

#### **TOWN PROMOTION COMMITTEE**

##### **General**

A Committee of the Town Council established to consider and make recommendations to Council in relation to the promotion of Ramsgate as a place to live, work and visit.

The Committee will act in accordance with the General Terms of Reference for Committees and Working Groups.

To carry out such additional duties as may be delegated by Council including the authority to make decisions on specific issues.

##### **Membership, Chairmanship and Quorum**

Number of Members	7 (Membership set by Council)
Chair & Vice Chair	To be determined by the Council
Substitute Members Permitted	No
Quorum	3
Number of ordinary meetings per Council Year	4 ordinary meetings, extraordinary as required
Approved by Council	29 <sup>th</sup> May 2024

##### **Terms of Reference**

Working with the Council's Town Centre and Tourism Manager and Marketing and Communications Officer, the Committee shall undertake the following roles and functions:

Work with Visit Kent & Thanet District Council's Tourism Department to learn about trends and themes within the tourism industry and consider how these can be applied to Ramsgate.

Liaise with the business community with the aim of understanding their needs and consider what initiatives the Council could undertake (within its powers) to promote businesses.

Liaise with local hospitality stakeholders with the aim of understanding changing trends to the visitor economy in Ramsgate so that RTC can promote to a wider demographic and target specific groups.

Use the information gathered above to determine ongoing strategy and projects, including current projects and activities outlined below.

**1) TOWN PROMOTION BUDGET**

The Committee will have specific responsibility for preparing a draft revenue budget for each coming financial year in respect of the functions of the Town Council falling within the terms of reference of the Town Promotion Committee and to submit that to the Finance & General Purposes Committee for consideration by no later than 31st October in any year.

To oversee and have responsibility for ongoing contracts and make recommendations to Council when due for renewal.

**2) EVENTS**

To sponsor, organise or arrange events within the town with the objective of securing good quality, well managed and well supported events for residents and visitor to Ramsgate.

NB: Excludes civic events, such as the Civic Service and Remembrance Service, and Mayoral arrangements. Input from the Town Clerk regarding staffing contributions and availability will need to be confirmed, and may need to be considered by the Finance and General Purposes Committee.

**3) TOWN BEAUTIFICATION**

To consider and approve annual initiatives and projects using the Town Beautification Budget.

**4) PROMOTIONAL OPPORTUNITIES**

To prepare, authorise and arrange distribution (if applicable) of all promotional materials including (but not limited to):

- Promotional leaflets & maps
- Promotional pages on the Town Council website (not the entire website)
- The CommunityAd magazine
- Active Ramsgate Website/Social Media platforms
- Visit Ramsgate website

The Committee has the power to commence/cease new publications as required and decide on frequency.

**5) ACTIVE RAMSGATE**

To write and approve the terms of reference for the Active Ramsgate Working Group.

To write and oversee implementation of the Active Ramsgate Brief.

To receive and note the minutes of the Active Ramsgate Working Group

**6) TOWN ENHANCEMENT WORKING GROUP**

To write and approve the terms of reference for the Town Enhancement Working Group, in order to facilitate the work of staff in developing and maintaining services to the Town, where those roles fall within the remit of the Town Promotion.

To receive and note the minutes of the Town Enhancement Working Group.

The matters referred to in Points 1 to 6 above are fully delegated; the committee can approve expenditure from the associated budgets and enter into contracts as necessary to deliver projects (in line with the Council's Financial Regulations).

Virement between budget items or within budget sections may only be granted on application to the Finance and General Purposes Committee or the Council in extremis.