



## **RAMSGATE TOWN COUNCIL**

### **Minutes of Active Ramsgate Working Group**

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

**Date:** Tuesday 1<sup>st</sup> April 2025 at 10:05am.

**Present:** Councillor: Huxley (Vice-Chair).

Also in attendance:

Mr S Davis; Active Ramsgate Project Manager.

Mrs R Smith; Town Centre and Tourism Manager.

Mrs J Edwards; Senior Tourism Officer, Visit Thanet, Thanet District Council.

Mr D Williams; Marketing and Communications Officer. (Minutes)

### **VICE-CHAIR STANDING IN FOR CHAIR**

#### **APOLOGIES**

Apologies were received from Councillor Crittenden (Illness).

**RESOLUTION:** Apologies accepted by the working group.

#### **DECLARATIONS OF INTEREST**

No declarations of interest were received.

#### **MINUTES**

The Minutes of the Active Ramsgate Working Group meeting held on Tuesday 4 February 2025 were received and noted.

**RESOLUTION:** The Minutes were noted as accurate.

#### **REVIEW PREVIOUS MINUTES FOR ACTIONS**

The working group reviewed the actions from the previous minutes.

- Mr S Davis to continue working with Ramsgate Football Club to explore collaboration opportunities and progress with finer details for promoting Active Ramsgate beach and similar activities targeting support for disadvantaged children in Ramsgate. Mr S Davis to report progress at the next Active Ramsgate Working Group and Town Promotion Committee meeting.

#### **PROJECT UPDATE**

The working group received an update from Mr S Davis, Active Ramsgate Project Manager. It was noted that:

1. The Financial year for 2024/2025 has come to an end and the budget has been spent. Mr S Davis has used the 2024/2025 budget to plan ahead for the summer, without having to impact on the new financial year, 2025/2026.
2. The Active Ramsgate Family weekend competition is now live and will run until the 11<sup>th</sup> April. This is being undertaken by the National Coastal Tourism Academy. Mr S Davis wanted to thank Mrs J Edwards for helping use her contacts to help arrange this competition. This will provide Active Ramsgate with the opportunity to capture family photos, videography and new quotes for activities.

3. Active Ramsgate Week will start on 25<sup>th</sup> May to 1<sup>st</sup> June and activities have already been booked in for that week, with Mr S Davis being approached by providers to be included. Mrs R Smith mentioned the idea of including a Forest Bathing activity into Active Ramsgate Week. This activity is currently undertaken by Monkton Nature Reserve.
4. Mr S Davis informed the group that TDC have funding received from CyclingUK, which can be put towards three events in Ramsgate to help with cycle repairs, community rides and learning to fix your bike. Mr S Davis is meeting with Natasha Brown (TDC Health Improvement Officer), Jim from the Queens Head and Toby from Harbour Bikes on the 7<sup>th</sup> April to discuss what events could be put on in Ramsgate.
5. It was mentioned the possibility of including the Teenager Market in Active Ramsgate Week, this would link in with Active Ramsgate Week and the repair bike events. Mrs R Smith and Mr S Davis to look into.
6. Mrs R Smith informed the group that Ramsgate Day has now moved to 5<sup>th</sup> July 2025.
7. The website and digital estate are nearly complete. A social media company have been appointed to run campaigns for the Summer.
8. Press releases and interviews for Active Ramsgate Week are due to go in the Community Ad Magazine and Ramsgate Recorder.
9. The leaflet distribution is at 90% completion for this year. A new leaflet will be redone for the next financial year but with smaller numbers.
10. A new process has been launched by TDC for licencing for Fitness and Leisure and for Watersports. The minimum required to be paid is £1,200 for a Watersports licence, this is a 20% increase from the previous year. Fitness and Leisure activities are marked as 'upon request' on their website. This fee will put pressure on operators in Ramsgate. TDC have agreed in principle to share application details with Mr S Davis for licences applied for in Ramsgate areas.
11. Councillor Huxley will unofficially talk to Councillors Albon and Duckworth regarding the above.
12. Mrs J Edwards stated that a visitor survey would be completed this year. The last one was completed in 2018. This will give a good comparison of how things have progressed. Mrs J Edwards would share this report with RTC in the autumn.
13. Mrs J Edwards updated the group on the GPS footfall trackers. There will be 12 Geofences used around Thanet. These will include the beaches and bays, as well as Ramsgate Town Centre. This will show the last five years' worth of data in those areas.
14. The group discussed the continuation of the Active Ramsgate Working Group meetings, it would recommend to the Town Promotion Committee in June to continue the Active Ramsgate Working Group, but to have these twice a year, in July and January.

#### **SUMMARY OF ACTIONS:**

##### **- GENERAL**

1. **Mr S Davis to continuing work with Ramsgate Football Club to explore collaboration opportunities for promoting Active Ramsgate beach and similar activities – and including Monkton Nature Reserve – targeting disadvantaged children in Ramsgate. Mr S Davis to report progress at the next Active Ramsgate Working Group and Town Promotion Committee meeting.**
2. **Mr S Davis to continue planning Active Ramsgate Week and report back at the next Town Promotion Committee meeting.**
3. **Mr S Davis to meet with Natasha at TDC, Jim from the Queens Head and**

**Toby from Harbour Bikes on the 7<sup>th</sup> April to discuss what events could be put on in Ramsgate, using the CyclingUK funding.**

- 4. Mrs R Smith and Mr S Davis to look into the possibility of including the Teenager Market in Active Ramsgate Week, this would link in with Active Ramsgate Week and the repair bike events.**
- 5. The group recommend to the Town Promotion Committee in June to continue the Active Ramsgate Working Group, but to have these twice a year, in July and January.**

#### **DATE AND TIME OF NEXT MEETING**

The group discussed the continuation of the Active Ramsgate Working Group meetings, it would recommend to the Town Promotion Committee in June to continue the Active Ramsgate Working Group, but to have these twice a year, July and January.

The date of the next meeting is to be decided by the Town Promotion Committee in June.

The Chair closed the meeting at 11:40am.