



## **RAMSGATE TOWN COUNCIL**

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

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

**Date:** Monday 17<sup>th</sup> July 2023 at 10:00am.

**Present:** Councillors: Crittenden (Chair), Huxley, and Makinson.

Also in attendance:

Mr S Davis; Active Ramsgate Project Manager.

Mr D Williams; Marketing and Communications Officer.

Mrs R Smith; Town Centre and Tourism Manager.

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

Mrs K Hobbs; Office Administrator (Minutes)

### **APOLOGIES**

There were no apologies received.

### **DECLARATIONS OF INTEREST**

No declarations of interest were received.

### **PROJECT UPDATE**

Mrs R Smith confirmed that the "What's On" leaflet is about to go to print.

It was stated that the competition winner of the Your dog Competition will be coming to Ramsgate and staying at the Albion Hotel.

Councillor Huxley asked to go through the previous meeting's list of actions. Outstanding actions have been included in the list of actions for this meeting, below. Mr S Davis then presented the meeting with an outline of the work he has been doing since being appointed to the role of Active Ramsgate Project Manager.

In the first part of his presentation, Mr S Davis described how he had spent his time gathering data, understanding the current situation, obtaining a solid sense of where things stood, and assessing what had worked.

Mr S Davis stated that nothing is set in stone, but his presentation provided a framework for moving forward.

It was stated that Active Ramsgate is in a good place and Mr S Davis will build on its success.

Mr S Davis will focus on:

- Core offering. Active Ramsgate has a big portfolio, which has grown over time. He will look at the foundation and make sure it is doing what it should.
- The need to look at target by audience and check to see AR is reaching key audiences.
- Supporting businesses is a key pillar.
- A sustained programme and continuous flow of activities.

Councillor Crittenden stated that a better understanding of level of key activities is needed.

Mr S Davis will think about how best to do this. For example, use bench marking.

Councillor Crittenden asked if the portfolio is too big.

Mr S Davis commented that it probably needs rationalisation, what is working well and what's not. There should be a hierarchy of activities, as there are a lot of things competing. Focus on AR offering. Review most successful activities, score prioritise them and refresh content to reflect priorities. Look at the return on investment. Look at the impact on the environment.

Mr S Davis will investigate developing social media, paid promotion, and the possibility of paid advertising.

Councillor Crittenden suggested that Kite Surfing be put "for review", rather than as a 'secondary offering'. Councillor Huxley agreed. Mr D Williams confirmed that it was up for review after one year.

Mr S Davis listed the key audiences, using the common demographic terms of social analysis. It was suggested it should be broken down to simpler language. Mr S Davis will take this action.

The work ahead will involve in-person surveys and informatics. What are the activities audiences want? Which channels are they using to find information on activities and breaks?

Mr S Davis is still delving into how to support Ramsgate businesses.

Active Ramsgate Week to be reinstated as an annual showcase.

There is a need to build creative content, which is currently reliant on outsourcing. Some could be taken in house under AR control which would cost less, therefore not being entirely dependent on outside suppliers. Possibly use local art colleges to provide materials.

Councillor Crittenden thanked Mr S Davis for his hard work and presentation.

It was stated that the Beach hut owned by TDC on Ramsgate Main Sands would be a good storage facility for activity equipment. Mrs J Edwards stated that there is a problem with the access to the premises. See action below.

### **ACTION:**

- Mrs R Smith and Mr D Williams to reply to Visit Kent with copy to upload and to await a reply regarding the Visit Kent meeting dates.
- How the Active Ramsgate leaflet will effectively be revamped is work in progress.
- Mr S Davis to create a Heritage walks logo, to assist with the Heritage work on ready for next season (2024).
- Mr S Davis will work on how to reach these key audiences. Activities will be packaged as experiences, broken down to concepts such as “Waves” (contemporary market), “Shore” (family dynamics), “Coast” (traditional and cultural).
- In-person survey within and outside Ramsgate. It was agreed that this should be high priority. Mr S Davis to look at the budget for this project.
- TDC has an information system which includes footfall across an area to a granular level which will ascertain a lot of data. Mrs J Edwards will check possible extra cost for Ramsgate data.
- Mr S Davis, Councillor Crittenden, and Mrs R Smith to brainstorm and discuss the construction of a survey.
- Mrs R Smith to talk to the University of Kent regarding a possible survey project for their marketing and tourism students.
- Mr S Davis will contact Mr A Wright (videographer) regarding potential history video, as well as the Kent Film Foundation.
- Mrs J Edwards to investigate if the beach hut on the main sands owned by TDC can be used by RTC either for storage of activity equipment or even a possible information point.
- Mrs R Smith to investigate “Henry Moore” funding for possible monolith building activities using local flint.

### **DATES AND TIME OF NEXT MEETINGS**

The following dates were agreed:

Tuesday 19<sup>th</sup> September 2023 at 10am

Tuesday 14<sup>th</sup> November 2023 at 10am

Tuesday 16<sup>th</sup> January 2024 at 10am

Tuesday 12<sup>th</sup> March 2024 at 10am

The Chair closed the meeting at 11:57am.