



RAMSGATE TOWN COUNCIL

Minutes of Active Ramsgate Working Group

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

Date: Friday 17th March 2023 at 10:05am.

Present: Councillors: Albon (Joined During Item 5), Crittenden (Chair), Huxley.

Also in attendance

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

Mrs R Smith; Town Promoter and Visitor Information Centre Manager.

Mr E Pereira; Director of Pear Communications Ltd (Joined via Microsoft Teams)

Ms F Giugno; Account Manager for Pear Communications Ltd (Joined via Microsoft Teams)

APOLOGIES

Apologies were received from: Miss L Fidler; Town Clerk, Mrs J Edwards; Thanet District Council Senior Tourism Officer.

DECLARATIONS OF INTEREST

No declarations of interest were received.

MINUTES

The Minutes of Active Ramsgate Working Group meeting held on Friday 20 January 2023 were received and considered.

RESOLUTION: The Minutes were noted as accurate.

PEAR COMMUNICATION

Mr E Pereira and Ms F Giugno joined the meeting via Microsoft Teams to give an update on the Active Ramsgate leaflet distribution.

Mr E Pereira stated that the leaflet pickup had increased after the pandemic, especially around the M25 and outside of London. He put this down to consumers becoming digitally blind after being in lockdowns and wanting something physical to look at.

It was stated that this will be the first year that Pear Communications can report on footfall reports for the posters, as well as the leaflet pickup statistics.

Mr E Pereira stated that they would need more prints of the leaflet around April or May. This would coincide with the new refreshed leaflet that is due to be created.

It was stated that that Ramsgate Town Council were signed up to the platinum package, which covered a vast amount of locations from: Motorway services, Supermarkets, Retail Outlets, Hotels, Museums, Holiday Parks and Visitor Information Centres.

Mr E Pereira has observed that more people are picking holiday locations for over night stays than they have previously.

It was stated that Pear Communications have created a new website for Visitor Information Centres to order from. This is a free of charge services and allows other locations to grab a copy of the leaflet. This was launched in January 2023 and has already seen an increase in ordering.

In terms of leaflet distribution, the Active Ramsgate Leaflet was matching the level of Tunbridge Wells but has now increased to a level equivalent to a County for distribution.

It was suggested to by Councillor Huxley that a push for further north is attempted, so places like Birmingham receive some leaflets. Mr E Pereira stated that some can be allocated for this as a trial.

The Active Ramsgate leaflet is to have a refresh and to liaise with Mr E Pereira on how the market has moved forward in terms of design and pickup.

ACTION:

- **To receive the statistics for the leaflet distribution and leaflet pick up from Mr E Pereira.**
- **Mrs R Smith and Mr D Williams to liaise with Mr E Pereira in terms of how to effectively revamp the Active Ramsgate leaflet.**

Councillor Albon joined the meeting.

PROJECT UPDATE

The Working Group considered updates from members, as detailed below with various actions;

1. The personal specification for the Active Ramsgate Project Manager has been created between Councillors Albon and Crittenden and Mrs R Smith, and is now with the Town Clerk for approval and further action.
2. Mrs R Smith received a reply from Visit Kent stating that we can upload whatever copy we wish for Active Ramsgate. The Visit Kent meeting dates are still to be confirmed for Mrs R Smith and Mr D Williams to attend, but these should be two a year.
3. Councillor Crittenden stated that the Town Clerk wishes for the Active Ramsgate Project Manager to take lead with the new design for the Active Ramsgate leaflet and map. The suggestion was made to change the top header of the leaflet, possibly to display the branding of the Active Ramsgate logo.
4. More videos will be created using the videography brief and will be publicised on social media. Mrs R Smith mentioned that Mr A Wright has publicised a history information video on TikTok and suggested that this is potentially something Active Ramsgate could do with the trails, using a voice over. Councillor Albon suggested a video of the history of Ramsgate that could be publicised around town or even in the Granville Theatre, to showcase Ramsgate's history and heritage.

5. The winner for the Your Dog Competition will be coming to Ramsgate in July 2023. The publication of Dog Friendly Magazine will be published in March.
6. Mrs R Smith has had a meeting with the Turner Contemporary and will be looking to create a leaflet version of the Public Art Trail, for around 2,000 copies for this year only. Mrs R Smith has enough background information for a leaflet. The Turner Contemporary has added the information about the beacons to the Blumberg Connect App.
7. The works to fix the bridge in the harbour are in the pipeline and will soon be completed.
8. Mrs R Smith has supported the 23 for 23 event, by funding the design of the leaflet from the Town Promoter Budget.
9. Councillor Crittenden and Mrs R Smith met with Councillor Ovenden to discuss Heritage walks in Ramsgate. He has provided low res images to begin with for the walks.
10. Councillor Crittenden has had discussions with Mrs R Smith in an interim meeting and stated that three ideas have come to light to be put on the back burner ready for the Active Ramsgate Project Manager to take forward. These are: Sea and Sauna, Outdoor Gym and Engaging Teens in exercise (especially girls).

ACTION:

- **Mrs R Smith to contact the Town Clerk to advise to publicise the Active Ramsgate Project Manager role ASAP. To copy in Mr D Williams.**
- **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.**
- **The Town Clerk to be advised that due to deadlines in April/May, the redesign will need to be completed prior to the appointment of the Active Ramsgate Project Manager. Mrs R Smith and Mr D Williams will liaise on the Active Ramsgate leaflet and map to get this started. A proof is to be sent to Councillors Crittenden and Huxley.**
- **Mr A Wright to be contacted on potential History videos, as well as the Kent Film Foundation to engage with younger videographers.**
- **Mrs R Smith to create a Heritage walks Logo, to assist with the Heritage walks in Ramsgate. This is for the Active Ramsgate Project Manager to work on ready for next season (2024).**
- **The Active Ramsgate Project Manager to take forward the three future ideas for the Active Ramsgate initiative. Mrs R Smith to contact Mrs J Edwards on the three ideas prior to the appointment of the manager.**

DATES AND TIME OF NEXT MEETINGS

No date set. (To be decided by new Council after elections).

The Chair closed the meeting at 12:10am.