



## **RAMSGATE TOWN COUNCIL**

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

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

**Date:** Friday 18<sup>th</sup> November 2022 at 10am.

**Present:** Councillors: 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.

Mrs J Edwards; Thanet District Council Senior Tourism Officer.

### **APOLOGIES**

Apologies were received from: Dr C Mvula, Project Manager (Tribal Voice Communications), Ms S Whelband, Public Relations Contractor (Whelband Communications) and Miss L Fidler, Town Clerk.

### **DECLARATIONS OF INTEREST**

No declarations of interest were received.

### **MINUTES**

The Minutes of Active Ramsgate Working Group meeting held on Friday 30 September 2022 were received and considered.

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

### **MARKETING AND PR UPDATE**

The Working Group considered and noted Dr C Mvula's and Ms S Whelband's reports as detailed below with various actions;

1. Reach out to Explore Kent to secure some of Active Ramsgate walks in the Explore Kent walk of the week/month.
2. The next campaign to focus on and publicise is Birdwatching, during December and January.
3. Mrs J Edwards detailed that Thanet District Council has a collection of short destination clips that can be used for publicity, which can feed into the videography brief for Active Ramsgate.

4. The Active Ramsgate leaflet is reviewed yearly and needs consideration for 2023.
5. Potential idea of creating a biathlon for out of peak season.
6. The Visit Kent investor status and experience website to be reviewed.
7. The Dog Competition is going ahead, and details will be passed to the Group from Ms S Whelband.

**ACTION:**

- Mrs R Smith to pick up with Visit Kent on the walking campaign for 2023.
- Mrs R Smith to ensure the birdwatching posters are displayed in the VIC and in the two poster sites in Ramsgate.
- The videography brief to be brought back to the Active Ramsgate meeting in January, once the Town Promotion Committee has decided on the brief.
- Mrs R Smith and Mr D Williams to invite Mr E Pereira of PEAR Communications Limited to the Active Ramsgate meeting in January 2023 to update the group on the distribution progress.
- Mrs R Smith to work on a leaflet redesign and to bring costings back to the next Active Ramsgate meeting in January. Mrs J Edwards will share the map used by Thanet District Council, so it can be incorporated into the leaflet.
- Mrs R Smith to start conversations with Visit Kent on what other experiences we can get out of the initiative, in order to promote more of the triathlon or biathlon.
- The Triathlon to be added to the next Active Ramsgate meeting in January to discuss what has and hasn't worked and whether the concept is feasible to continue.
- Mr D Williams, Mrs R Smith and Miss L Fidler to liaise on who attends the Visit Kent meetings.
- Mrs R Smith to liaise with Visit Kent on the experiences, asking the questions of what they are doing to drive the experiences. Mr D Williams to find the Service Level Agreement and check it against what has been provided, so Ramsgate Town Council are getting what has been agreed.
- Mrs R Smith to bring back to the next Active Ramsgate meeting in January a summary of what Visit Kent has and is offering as part of the Visit Kent Investor Status.
- Mrs J Edwards to find out if Ramsgate can be included in the publicity if it bought into the experience scheme.
- The Dog Friendly magazine to be asked about the data collection of the competition winners and whether that information can be passed to the group. An update to be brought back to the next Active Ramsgate meeting in January.

**ACTIVE RAMSGATE BRIEF**

The Working Group considered the Active Ramsgate Brief and suggested to include the following:

- Under the Evaluation Process, include the bullet point for Digital Place Informatics.

**ACTION:**

- To include the Digital Place Informatics bullet point and to take back to the next Town Promotion Committee meeting in January.

## **ACTIVE RAMSGATE APPOINTMENT BRIEF**

The Working Group considered the appointment brief questions set out by Miss L Fidler and have suggested the following to be used for the appointment brief;

### **Marketing & Creative content**

- write press releases, features and articles, and social media content, taking into account the different needs and approaches of different audiences and the type of media being used.
- maintain website with up to date content about Active Ramsgate and activities being promote.
- post to social media platforms relevant content in an engaging manner.
- be aware of changing nature of social media and be prepared to engage with different platforms to take account of changes in demographics.
- ensure brand identity is maintained.
- be aware of other Ramsgate Town Council products and services and link where appropriate.
- design leaflet content advertising Active Ramsgate and Active Ramsgate activities, including, where appropriate, sub-contracting to specialist services as and when required.
- engage sub-contractors for specialist roles such as videography / photography.
- prepare the brief for sub-contractors to work to and liaise with sub-contractors to ensure brief is adhered to.
- liaise with TDC Leisure and Tourism for access to their creative content sources.
- pro-actively engage with print and online media for marketing, including organising press visits to further media interest in Ramsgate as a destination venue.
- liaise with distribution company / other direct contacts to ensure that AR leaflets are available for target audiences in target locations - and monitor effectiveness of marketing leaflets.

### **Creative preparation & Event organisation**

- develop fresh ideas for activities that can promote Ramsgate as an Active destination, building on existing events and activities, taking into account the focus on linking the land and the sea.
- take on board suggestions from Council (Town Promotion Cttee / Full Council / Town Clerk).
- liaise with other local stakeholders and partners, such as TDC Leisure and Tourism and KCC Visit Kent and be open to working on similar / joint / complementary events.
- liaise with local businesses to understand what they want from Active Ramsgate.
- develop new angles on old ideas to create new activities in order to keep the product fresh and innovative.
- organise all aspects of special events relating to Active Ramsgate promotions - competitions, special event days, etc.
- ensure out of season activities are available - eg. this could be physical activities happening in Ramsgate or online competitions that promote visiting Ramsgate at another time in the season.
- ensure all events comply with Ramsgate Town Council's legal obligations, policies and procedures, eg, Health & Safety, DDA, climate change policy.
- obtain necessary permissions for events from KCC / TDC as and when required, eg road closures.
- adhere to Ramsgate Town Council's climate change policy by being sustainable, eco friendly and carbon neutral.
- where possible engage local providers for services in accordance with the "Preston Model" of supporting local businesses and industry.

### Reporting

- prepare bi-monthly activity reports for Active Ramsgate Working Group and ensure representation on the group.
- prepare annual budget proposals for approval by the Town Promotion Committee in line with Ramsgate Town Council's timescales for annual budget setting.

### **ACTION:**

- **Councillor Crittenden to send the appointment brief, as detailed above, to Mr D Williams and Miss L Fidler, so it can be taken forward with the Active Ramsgate brief, to the next Town Promotion Committee meeting in January. Dr C Mvula / Mrs R Smith to speak to Councillor Wing about details and publicity.**

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

Friday 20<sup>th</sup> January 2022 at 10am.

The Chair closed the meeting at 12noon.