



RAMSGATE TOWN COUNCIL

Minutes of Active Ramsgate Working Group

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

Date: Wednesday 19th June 2024 at 10am.

Present: Councillors: Crittenden (Chair), Huxley and Ovenden.

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)

APOLOGIES

No apologies were received from the working group.

DECLARATIONS OF INTEREST

No declarations of interest were received.

REVIEW PREVIOUS MINUTES FOR ACTIONS

The working group reviewed the actions from the previous minutes.

- The beach hut has been put on hold while Active Ramsgate Week was undertaken. The Technicians have made the beach hut watertight and replaced the felt roof. Mr S Davis has taken an inventory of remaining items from Footprint in the Sands.
- Volunteer staffing for the beach hut during the summer will also need to be investigated, in order to trial it.

PROJECT UPDATE

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

- Active Ramsgate Week was a success. All activities were undertaken, and statistics were given on the week.
- Mr S Davis is looking at a possible rickshaw ride for next year with the help of Councillor Ara, who may have access to more rickshaws.
- Strand 2 will help with pinning down the geographic location and targeting of the Active Ramsgate project, which will help with the advertising and marketing for next year's Active Ramsgate Week.
- Mr S Davis went through the takeaways and ideas for next year, these included:
 - Re-Launch – A successful re-establishment of Active Ramsgate Week in the calendar.

- Positive Reaction – Very encouraging feedback from participants, and several new take-ups.
 - Re-connecting – positive engagement of a wide range of operators.
 - Promotional Materials – Generated a wealth of photos and video for future use.
 - Location Lead-On – Secure schedule 5 months ahead, promote 3 months in advance.
 - Wider Promotion – To reach all and more of our visitors (including media outreach)
 - Better Booking – Improve booking process to be more efficient.
 - Super Ticket – Competition for a week's stay and activities.
 - Follow on Promotion – For operators and individuals.
- Mr S Davis next priority is to get the Active Ramsgate leaflet completed and to print, as this has been delayed due to external factors beyond our control. This is planning to go to print as soon as possible.
 - Thanet District Council is introducing a new registration form for wellbeing activities around the coast, this has raised several questions by Mr S Davis particularly surrounding potential new licencing for operators.
 - Mr S Davis stated that the website will soon be updated with new content.
 - Councillor Crittenden raised preparation for schools' involvement ready for September or October.
 - Mr D Williams stated that access will be given to Mr S Davis for the Youtube Channel, so the promotional videos gained from Active Ramsgate Week can be publicised.
 - Mr D Williams also stated that the Active Ramsgate Newsletter will be revamped to merge into Visit Ramsgate, this will enable a greater audience to be contacted using the Creative Isle Campaign sign ups (3,800 people).
 - Mr D Williams informed the group that Explore Kent have started a Kent Cycling Scheme for junior cyclists, allowing them to sign up and receive an award.
 - Mr D Williams informed the group that Ramsgate FC have billboard space for publicity, this may be something that Active Ramsgate wishes to use to publicise the project, given the success of the football club and footfall.
 - Mr D Williams reported that the budget is healthy and on track.

SUMMARY OF ACTIONS:

- **BEACH HUT**
 - **Mrs J Edwards to check who previously moved the beach hut and give details to Mr S Davis.**
- **ACTIVE RAMSGATE**
 - **Mrs J Edwards to email Ms L Collingwood and Mrs P Harbidge with the query on the new registration form regarding licencing and operators.**
 - **Mr S Davis and Mrs R Smith to work on a short document detailing the discussions surrounding the new registration form and licencing for operators, which will be sent to Councillor Albon, so he is aware as a Cabinet member.**

DATES AND TIME OF NEXT MEETINGS

The date of the next meeting is Tuesday 6th August 2024 at 10am.

The Chair closed the meeting at 11:33am.