



RAMSGATE TOWN COUNCIL

Minutes of Active Ramsgate Working Group

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

Date: Tuesday 19th September 2023 at 10:05am.

Present: Councillors: Crittenden (Chair), Green, Hetherington and Huxley.

Also in attendance:

Mr S Davis; Active Ramsgate Project Manager.

Mrs R Smith; Town Centre and Tourism Manager.

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

APOLOGIES

Apologies were received and accepted from Mrs J Edwards, Senior Tourism Officer, Visit Thanet, Thanet District Council (unwell).

DECLARATIONS OF INTEREST

No declarations of interest were received.

MINUTES

The Minutes of the Active Ramsgate Working Group meeting held on Monday 17 July 2023 were received and noted.

RESOLUTION: The Minutes were noted as accurate.

REVIEW PREVIOUS MINUTES FOR ACTIONS

The Group reviewed the list of actions set out in the minutes and agreed that those still in progress should be carried forward:

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), once the survey has been completed.**
- **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.**
- **Mrs R Smith to talk to the University of Kent regarding a possible survey project for their marketing and tourism students. Other Local Schools and Colleges**

will also be contact.

- **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. Contact is to be made through Mrs J Edwards and Councillors for the possible location of having Beach Huts along the Eastcliff Promenade.**
- **Mrs R Smith to continue investigating “Henry Moore” funding for possible monolith building activities using local flint.**

PROJECT UPDATE

It was noted that much of the 2022-23 budget remains unspent, particularly for the time of year, however it is anticipated this will cover the costs of the planned customer survey, for which quotes are being sought.

Mr S Davis presented his ideas to the working group detailing the different audiences, activities, and Active Ramsgate Week.

Mr S Davis went through the presentation detailing the four audiences, these being:

1. Social Contemporary Seekers
2. Changing Family Dynamic
3. Green Spacers
4. Hyperlocal

Alternative titles were discussed, which Mr S Davis will review along with Mrs R Smith and Mr D Williams before the next meeting.

Mr S Davis highlighted the core offering, secondary offering, community offering and those activities that were under review.

It was suggested that sea fishing should be moved to the community offering and golf should include pitch and putt and crazy golf.

Mr S Davis detailed his outline proposal for an Active Ramsgate Week. This will need to be worked on and it is aiming to be around half term or a bank holiday next year. The outline was as follows:

- Monday – Walking
- Tuesday – Cycling
- Wednesday – Seagoing
- Thursday – Exploring
- Friday – Community
- Saturday – Business and Services Competition
- Sunday – Party Parade

ACTION:

- **The previous presentation by Mr S Davis to be recirculated to the group.**
- **The presentation on Audiences, Activities and Active Ramsgate Week to be circulated to the group.**
- **Mrs R Smith to talk to the boating pool about feasibility of starting a pitch and putt.**
- **Mr S Davis to work on Active Ramsgate Week, working out costings and a**

budget for the event.

- **Mr S Davis to begin discussions with hotels in Ramsgate to check if there is availability to hold visitors in preparation for the Active Ramsgate Week in May 2024.**
- **Mr S Davis to circulate the budget breakdown document with Councillor Green, Crittenden and Mr D Williams, prior to sending to members.**

DATES AND TIME OF NEXT MEETINGS

The date of the next meeting was moved forward:

Monday 13th November 2023 at 2pm

The Chair closed the meeting at 11:40am.