



RAMSGATE TOWN COUNCIL

Minutes of Active Ramsgate Working Group

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

Date: Friday 20th January 2023 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: 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 18 November 2022 were received and considered.

RESOLUTION: The Minutes were noted as accurate.

PROJECT UPDATE

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

1. The Project Manager has been agreed at the Town Promotion Committee meeting and discussions were made regarding the person specification.
2. Mrs R Smith has contacted Visit Kent regarding the Year of the Coast and is awaiting to hear back on how Ramsgate Town Council can promote it.
3. Mrs R Smith stated that the Active Ramsgate leaflet would need to be pushed forward and for a map to be included, this is something that cannot wait for the Project Manager to start. Mrs J Edwards stated that Thanet District Council use the internal printing and also Lanes Printers in Broadstairs.

4. The content supplied by Mrs S Whelband has been publicised but the dog friendly competition has not been published in the Dog Friendly magazine yet.
5. A review of the Triathlon was discussed, based on the success of the taster sessions.
6. The meetings provided by Visit Kent as part of the Visit Kent Investor Scheme will continue, Mrs R Smith has enquired as to when these are.
7. The video brief was discussed detailing the different activities and general shots that can be used.
8. Councillor Crittenden asked Mrs R Smith to look at how Active Ramsgate can help promote the Beacons as a tourist attraction.
9. The main theme of the group is to return to basics – Walking, Cycling and Swimming. This would include Heritage walks and more publicity on the Thanet Safaris, whilst including new aspects such as talks from Councillor Ovenden, publicity of the Mermads swimming group and the publicity of a podcast on the history of Ramsgate.

ACTION:

- **Councillor Albon, Councillor Crittenden and Mrs R Smith will meet to write the person specification for the Active Ramsgate Project Manager position. This should be signed off by the Town Clerk and then the position publicised in late February.**
- **Mrs R Smith is awaiting a reply from Visit Kent on how to go forward and publicise the Year of the Coast.**
- **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.**
- **Mrs R Smith and Mr D Williams to invite Mr E Pereira of PEAR Communications Limited to the Active Ramsgate meeting in March 2023 to update the group on the distribution progress of the existing leaflet.**
- **The Triathlon for Ramsgate is to be sidelined for 2023, to be reviewed in time for 2024, once a Project Manager has been appointed.**
- **The meetings for Visit Kent will be attended by Mrs R Smith and Mr D Williams, once the dates have been emailed.**
- **In principle, the working group will keep the Visit Kent Investor Scheme going for another year, as it is budgeted, to enable the working group to see if the publicity is per the agreement.**
- **The videography brief was agreed and this should start with Birdwatching. Videos are to be created and publicised. *Addition: TikTok to be looked into to publicise these videos.***
- **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 March.**
- **Mrs J Edwards to send Mrs R Smith the contact details of the Art installation on the Eastcliff.**
- **A letter/email to be sent to the Turner Contemporary regarding the potential publicity of walking, cycling and swimming that surrounds the beacon art installation, this could be in the form of an educational A4 flyer with activities for children. Councillor Crittenden to be copied in.**

- Mrs J Edwards to find out when the bridge in the harbour will be fixed, as this impacts on the Ramsgate Town Rounders walk.
- Mrs R Smith to contact Sabine regarding the 23 for 23 event, and find out if any help can be provided by the working group.
- Mrs R Smith, Councillor Crittenden and Councillor Ovenden to have a meeting with suggestions on Heritage walks in Ramsgate.

DATES AND TIME OF NEXT MEETINGS

Friday 17th March 2023 at 10am.

The Chair closed the meeting at 11:45am.