



## **RAMSGATE TOWN COUNCIL**

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

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

**Date:** Thursday 28<sup>th</sup> July 2022 at 10 am.

**Present:** Councillors: Crittenden (Chair) and Huxley.

Also in attendance

Miss E Richford; Deputy Town Clerk & Finance Officer (Minutes).

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

Mrs J Edwards; TDC Senior Tourism Officer.

### **WELCOME & INTRODUCTIONS**

Councillor Crittenden welcomed everyone and introductions were made.

### **APOLOGIES**

Apologies were received from Mr D Williams, Digital Communications and Marketing Officer; Dr C Mvula, Project Manager (Tribal Voice Communications) and Ms S Whelband, Public Relations Contractor.

### **DECLARATIONS OF INTEREST**

No declarations of interest were received.

### **TERMS OF REFERENCE**

The Terms of Reference were considered along with the comments received from Dr C Mvula and Ms S Whelband were noted within the items below when their reports were considered.

### **Recommendations to be made to the Town Promotion Committee and then to Council;**

- (i) **Change Tourism Officer to Tourism Manager in Membership section.**
- (ii) **Change “50/50” to “70/30” in relation to the focus on promoting active initiatives to visitors and local residents; 70 visitors & 30 local residents. The reason is that there is a proportionally higher cost for promoting externally.**

## **MARKETING UPDATE**

The Working Group considered and noted Dr C Mvula's report as detailed below with various actions;

1. The new, refreshed and updated leaflet has now been printed and 78,000 delivered to Pear Marketing for the 2022/23 leaflet distribution campaign and 2,000 to RTC for local distribution.

The new leaflet is being distributed physically from August 1<sup>st</sup>. It has been published on the Active Ramsgate website.

### **ACTION:**

- **Mr D Williams and Mrs R Smith to feedback to the group by email on how many of the 2,000 leaflets requested by RTC last year were successfully distributed locally by the end of July 2022, the end of the current leaflet distribution campaign.**
  - **Mrs R Smith to remove any remaining copies of the current leaflet from the Ramsgate VIC and replace with the new one ready for the August 1<sup>st</sup> launch.**
  - **Mrs J Edwards to remove current leaflet from Margate VIC and replace with the new leaflet. Mrs R Smith to provide Mrs J Edwards with new leaflets.**
  - **The electronic version of the new leaflet to be pushed out on social media and the launch of the new Active Ramsgate visitor guide to be promoted to the local media via a press release, this to be undertaken by Ms S Whelband, Mr D Williams and Mrs R Smith.**
2. All current leaflets are on target to have been distributed fully (all 78,000 leaflets) by Pear Marketing by the end of July.  
**ACTION:**
    - **Dr C Mvula to feedback end of campaign update to group members.**
    - **Dr C Mvula, Mr D Williams and Mrs R Smith to monitor progress of this year's campaign.**
    - **Dr C Mvula, Mr D Williams and Mrs R Smith to review effectiveness and quality of the service and explore other distributors for next year's campaign and the possibility of joint working with TDC.**

3. Information re Triathlon Taster Sessions was noted. Mrs R Smith advised that there are options of open water swimming locally and such facilities could be linked in with the sessions.

### **ACTION:**

- **Dr C Mvula to continue working on the Triathlon Taster sessions to resolve all challenges, promote it and launch this new experience in September.**
  - **Mrs R Smith to liaise with CM in relation to other local options.**
4. It was noted that the 2022 Kitesurfing championships would not run. The British Kitesports Association (BKSA) will submit their sponsorship package at the end of the year for Ramsgate to consider hosting in 2023.

### **ACTION:**

- **Dr C Mvula to present a proposal to the Council early next year for hosting the championships in 2023.**

5. Reallocation of Kitesurfing Championship funding: It was noted that in principle £5,000.00 would be set aside for the 2023 championships and £5,000.00 was reallocated to the production of activity videos for social media and the AR microsite.

**ACTION:**

- **Dr C Mvula to prepare a brief for the videos and secure quotes. Will be based on 'activity' as these are AR videos, but of course will include the wider Ramsgate destination.**

6. Dr C Mvula has shared the report (consumer research on the AR microsite and the Visit Kent website) with Keith Ross who designed and maintains the website. An action which was suggested within the report that Mrs R Smith feeds back on changes made to the Visit Ramsgate website as a result of this and also to share the timeline for implementing adopted changes was noted and Mrs R Smith advised that this is a working progress.

**ACTION:**

- **Dr C Mvula, Mr D Williams and Mrs R Smith to jointly manage changes to the AR microsite.**

7. Dr C Mvula has redesigned and had printed Active Ramsgate's six different A3 campaign posters – these have been distributed to Pear Marketing for display over 12 months in the 10 key East Kent supermarkets, to Margate VIC and to RTC for local display. It was noted that the campaign schedule for display is:

Aug/Sept 2022 – Kitesurfing;

Oct/Nov 2022 – Walking;

Dec 2022/Jan 2023 – Birdwatching;

Feb/Mar 2023 – Cycling;

April/May 2023 - Sea kayaking;

June/July 2023 – Paddleboarding

**ACTION:**

- **Mrs R Smith to ensure posters are displayed in the VIC and in the two poster sites in Ramsgate in line with the above schedule. Mrs R Smith to also try and secure other sites within Ramsgate for display. Mrs J Edwards to ensure displayed as above in Margate VIC.**
- **A Social media campaign to reflect this schedule undertaken by Ms S Whelband, Mrs R Smith and Mr D Williams.**
- **Press releases and blogs to reflect this cycle undertaken by Ms S Whelband, Mrs R Smith and Mr D Williams.**

8. Dr C Mvula's comments in relation to not being consulted in relation to the Terms of Reference were noted.

**PR UPDATE**

The Working Group considered and noted Ms S Whelband's report as detailed below with various actions;

1. The Active Ramsgate competition winner on social media was supposed to do a birdwatching/wildlife tour with Ramsgate Birds. The winner was not contactable despite several attempts, so the action is closed. It was noted that the objective to promote birdwatching on social media has been achieved.

2. A guest blog from Kite Pirates was still to be secured.

**ACTION:**

- **Kite Pirates to be contacted to supply blog to Ms S Whelband, Mr D Williams and Mrs R Smith.**

3. Article on paddleboarding for Thanet media is on hold until Kathy Bailes is able to send an intern for a paddleboard lesson.

4. Blog on kayaking and boat trips written and submitted to Mrs R Smith for the Active Ramsgate website. Press release issued and information on Active Ramsgate offerings sent to Visit Kent.

5. Dr C Mvula and Ms S Whelband have had a meeting with Visit Kent to review what they achieved for Ramsgate last year and how they can build on this year as part of Active Ramsgate's Investor Status with Visit Kent.

**ACTION:**

- **Ms S Whelband, Mr D Williams and Mrs R Smith to review and redraft Active Ramsgate copy on Visit Kent website as it is out of date.**

All other actions as detailed in the report from the meeting were noted.

6. **ACTION:**

- **Mr D Williams to update on draft job description in relation to a freelance social media specialist to manage the Active Ramsgate social media.**

7. Dog friendly social media competition – it was noted that Ms S Whelband was finalising the prize and the competition would go out in August 2022.

8. Journalist visit secured with Dog Vive (blog) and Dog Friendly magazine.

**ACTION:**

- **Finances for visit to be agreed via Mr D Williams and a form to be created for this purpose.**

9. It was noted that Lewis Crathern's BBC South East Today TV feature with a kitesurfing lesson between the vice world kitesurfing champion and the competition winner is planned for a date in September due to Lewis' availability.

10. It was noted that content had been submitted for a feature in Kite World magazine and Ms S Whelband was awaiting the publication date.

11. Comments made with reference to the Terms of Reference for the Working Group were noted. In relation to Terms of Reference 4 'Active Ramsgate publicity material' the reason for all communication being checked by Mr D Williams and Mrs R Smith is primarily about local knowledge and fact checking with the ability to pick up on wider issues which may not be picked up on by the author.

**EXISTING INITIATIVES**

It was noted that this item had been covered within the earlier items.

**NEW INITIATIVES**

It was noted that this item had been covered within the earlier items.

**DATES AND TIMES OF NEXT MEETINGS**

Dates agreed;

30<sup>th</sup> September 2022 at 10am

18<sup>th</sup> November 2022 at 10am

20<sup>th</sup> January 2023 at 10am

17<sup>th</sup> March 2023 at 10am