



RAMSGATE TOWN COUNCIL

Minutes of Active Ramsgate Working Group

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

Date: Friday 30th September 2022 at 10 am.

Present: Councillors: Crittenden (Chair).

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.

Dr C Mvula, Project Manager (Tribal Voice Communications).

Ms S Whelband, Public Relations Contractor (Whelband Communications).

APOLOGIES

Apologies were received from: Councillor Huxley 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 Thursday 28 July 2022 were received and considered.

RESOLUTION: The Minutes were noted as accurate.

MARKETING UPDATE

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

1. The Dog Friendly Campaign was launched in July/August.
2. 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.**
3. Kitesurfing has been publicised on social media and with the competition, Lewis Crathern has come to Ramsgate with the winner. ITV Meridian came down with coverage and Ant Wright Videography was used to get footage of the kitesurfing on Ramsgate Main Sands.
 4. Looking to link into with Explore Kent to secure walk of the month. Hoping to work with Active Kent on a joint promotion in Medway. Also looking at linking in with the Nordic Walking groups in Ramsgate.
 5. 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, started on 1st August.
 6. 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.**

PR UPDATE

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

1. 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.**
2. Dog friendly social media competition – it was noted that Ms S Whelband has created a dog competition for Your Dog Magazine, the winner will win a stay in Ramsgate.
 3. Dog Friendly hotels to be looked into for the winner to stay. Wiehgt of the dog needs to be taken into consideration.
ACTION:
 - **Ms S Whelband to liaise with Mrs R Smith on hotels in Ramsgate, that are Dog Friendly.**
 4. There will be a walking competition, which will give the winner a walking holiday within Ramsgate. This is set to be during the months of October and November, during the poster campaign. This feature has been submitted to the South East Walker magazine.

NEW INITIATIVES

The Working Group considered and noted the new initiatives, detailed below with various actions;

1. Information re Triathlon Taster Sessions was noted. The Council received £450 from the Taster Sessions.
2. The group is looking to speak to Coastal Riders to engage with a cycling experiences with residents. This could include the beginning of publicising the park run in Pegwell Bay.

ACTION:

- **Dr C Mvula / Mrs R Smith to speak to Councillor Wing about details and publicity.**
3. Accessibility for all residents was raised at the previous Town Promotion Committee Meeting regarding the triathlon experiences.
ACTION:
 - **Dr C Mvula to ask British Tri about whether accessibility can be included. To speak to the Triathlon Coach, Paul, about including it in the sessions.**
 4. The Job Description has been created and the Advert is just waiting to be signed off by Mr D Williams and Miss L Fidler.

ACTION:

- **Mr D Williams and Miss L Fidler to finalise the freelance social media specialist advert.**
5. Mrs R Smith gave an update on the skatepark and it was noted. Mrs R Smith detailed

the study that had been made on the focus to include girls in sport, as it is 80% male dominated.

6. It was mentioned about the different ways that progress and visitors can be recorded when visiting Ramsgate.

ACTION:

- **Mrs J Edwards, Mrs R Smith and Mr D Williams to discuss how footfall can be recorded.**

BUDGET 2023/24

Councillor Crittenden told the working group that a 10% increase would be recommended to the Town Promotion Committee, this would raise the budget to £22,000.

DATES AND TIMES OF NEXT MEETINGS

Friday 18th November 2022 at 10am.

The Chair closed the meeting at 11:30am.