



RAMSGATE TOWN COUNCIL

Minutes of the Extraordinary Town Promotion Committee.

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

Date: 21 September 2015, 11am

Present: Councillors; Campbell, Collins (Chairman), Connor, Martin, Piper, Shonk and Smith.

Councillor Shonk left during Item 4 (Civic Engagement).

D. Williams – Technical Officer
S. Law – Explore Kent Partnership Officer
H. Peck – Explore Kent Project Officer
C. Mvula – Tribal Communications Tourism Consultant

108 **APOLOGIES FOR ABSENCE**

Apologies were received from:
Councillor J Fairbrass – TDC Appointments
Councillor L Fairbrass – TDC Appointments
Councillor Falcon – Prior Commitment
Councillor Larkins – Prior Commitment
Councillor Young – Prior Commitment

109 **DECLARATIONS OF INTEREST**

There were no declarations of interest declared.

110 **MINUTES**

The minutes of the meeting held on 2 September 2015 (Minutes 089 to 098) were approved as a true record.

Proposed by: Councillor Campbell

Seconded by: Councillor Shonk

RESOLVED

111 **ACTIVE RAMSGATE PRESENTATION**

The committee were updated by the Active Ramsgate Team (AR Team) on the progress of the project over the 2 prior years.

The committee asked what the project of Active Ramsgate is about, as many residents and businesses have never heard of Active Ramsgate. The AR Team stated that Active Ramsgate was not customer facing and it should be aimed at making Ramsgate a happy place for cycling, walking, spending money and learning about the history. They added that it is not a brand, it is about being active in the town, welcoming and attracting visitors to come to the town via tourism.

The committee asked where the main views are online, however as advised by the AR Team they can only measure the reach of the people online, given the budget for Active Ramsgate.

The guardian newspaper was highlighted as a good source for the project, as the majority of people who read the guardian newspaper have disposable income and are willing to come and spend some in Ramsgate, either on holiday or a short stay.

The AR Team are marketing the destination of Ramsgate for £20k, spending £3k on PR and Media Coverage, which has a Advertising Value Equivalency (AVE) of £135,509. It was detailed by Councillor Shonk that more and more people are asking for walking activities and leaflets such as Active Ramsgate.

The committee discussed that transport should be considered into the Active Ramsgate Project as this is the main way people will visit the area. The AR Team told the committee that they did consider wayfaring in Phase 1 however it proved too expensive for the given budget. They also detailed that 80% travel to Ramsgate by Car and 20% travel by Public Transport.

The AR Team stated that their focus was on three areas; business engagement, cross promotion and a sustainable legacy. The business engagement was difficult to begin with for the team but with the role of the Town Promoter, it has made it easier to fill the gap and assist the project. A new walk is to be created from Ramsgate to Margate, allowing for cross promotion between the towns. The AR Team want to create a sustainable legacy to help the Active Ramsgate Project continue, in the event of the contract not being continued.

The AR Team will be aiming to achieve the status of 'Walkers are Welcome', this will help businesses to produce offers and attract visitors to the area, helping the local economy. The committee suggested that an effective forum should be available for the businesses; this was suggested for the brief of the new Town Promoter role.

A new face for Ramsgate will be chosen and the same PR consultant will be used for Promotion and Marketing. It was suggested that a Active Ramsgate Promotional video will be created in early 2016, so that it can encompass the good weather of Ramsgate. A small investment of £500 will be spent towards Visit Kent, this being taken from the budget of £20k, to help broadcast Ramsgate around Kent in various medias.

A meeting is to be called to discuss the Town Promoter role, for it to be advertised and to arrange a replacement, as the role would feed into and integrate with the Active Ramsgate Project.

Proposed by: Councillor Campbell

Seconded by: Councillor Collins

RESOLVED

To be added to that meeting would be Ramsgate Matters, to get confirmation from the Deputy Leader, Councillor L Fairbrass, on whether these meetings will be taking place.

Proposed by: Councillor Smith

Seconded by: Councillor Collins

RESOLVED

Councillor Piper asked the AR Team if there would be a Phase 4 or Phase 5 for the project, the AR Team advised that although it was only for a three-year timescale they do have future ideas regarding the beach area, this is given that Ramsgate Town Council agree future funding for the project. The products will still be produced

if the funding was not agreed as they are shared products between Ramsgate Town Council and Explore Kent.

To continue the Active Ramsgate Project for the third year, entering into Phase 3.

Proposed by: Councillor Piper

Seconded by: Councillor Smith

RESOLVED

The Chairman closed the meeting at 12noon.

Chairman