



RAMSGATE TOWN COUNCIL

VISIT RAMSGATE WORKING GROUP

General

The Visit Ramsgate project is intended to:

- Increase the economic benefits accruing from tourism in Ramsgate through the research, development and promotion of visitor initiatives across Active, Cultural, and Heritage tourism, linking the town, coast, culture, and historic assets.
- Achieve health, well-being, cultural, heritage, and leisure gains for the local community living and working in the area, and for tourists visiting the area.

The group will focus 70:30 on promoting Visit Ramsgate initiatives to visitors and local residents.

Membership, Chairmanship and Quorum

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| Membership | <p>3 elected members from Ramsgate Town Council</p> <p>Town Centre and Tourism Manager (Mrs R Smith)</p> <p>Visit Ramsgate Project Manager (Ms G Dempsey)</p> <p>Marketing and Communications Officer (Miss K Kelley)</p> <p>Tourism Manager from Thanet District Council (Paula Harbidge) or nominee.</p> <p>Other representatives may be invited to attend meetings as required, e.g. architectural, historical, cultural, coastal, and tourism experts. Project roles and responsibilities will be agreed at the first meeting of the Group.</p> |
| Appointments/Removals from Office | By resolution of Town Promotion Committee |
| Restrictions on Appointment | None |
| Quorum | 3 |
| Number of ordinary meetings per Council Year | Two meetings per year arranged in line with Town Promotion and other Council meetings, as required. |
| Chair | To be appointed by the Town Promotion Committee, the Chair should be either a town Councillor or an officer of the Council. |
| Terms of Reference | Once approved, can be amended as requested by the Group by the Town Promotion Committee. |

Terms of Reference

Activities will include (but are not limited to): walking / running, cycling, swimming, water sports, geo-cache trails, nature conservation (i.e. bird watching), arts activity, festivals, heritage interpretation, trails, and cultural events.

The group will:

- 1) Review all Visit Ramsgate activities for effectiveness and relevance annually and make recommendations to the Town Promotion Committee as to what initiatives and projects should cease, and what new projects and initiatives could be undertaken across the Active, Cultural, and Heritage strands. The Group can also be instructed to work on specific projects by the Town Promotion Committee.

The success of different initiatives will be evaluated using the following data sources:

- Online pay per click campaign results
 - Google statistics will measure Explore Kent and Visit Thanet web traffic and number of downloads
 - Footfall counters on two walks or from Digital Informatics Data
 - Media clippings and/or Advertising Value Equivalent (AVE) of coverage secured for Ramsgate through PR activity
 - Through the workshops, feedback and regular communication during the project, conclusions will be drawn about the effect on local businesses directly involved with the project.
 - Extrapolation of Cambridge Economic Model data to these results.
- 2) Draft an annual budget for approval by the Council. Management of the budget and approval of expenditure can only be authorised by Mrs R Smith (the Town Clerk & RFO in Mrs R Smiths' absence).

There may be times when the Group makes a recommendation in relation to another Town Promotion Budget (i.e. events), however, this will be a recommendation only that must be reported to the Town Promotion Committee for approval.

- 3) When working with businesses, the businesses themselves will solely be responsible for any Visit Ramsgate activities that they support (i.e. special offers, events, or promotions). The Council takes no responsibility for the goods or services provided by any businesses.
- 4) Produce Visit Ramsgate publicity material including:
 - a. Ongoing publicity (leaflet, website, social media, blogs);
 - b. A programme of one-off press releases, press trips, features and articles;

All written communication must be checked by the Marketing and Communications Officer, Town Centre and Tourism Manager and the Visit Ramsgate Project Manager before being issued (press releases, letters, blogs, leaflets etc). These officers have editorial control of all Visit Ramsgate projects.

- 5) Consultation (through workshops, online, CommunityAd, etc – as appropriate) will be carried out with businesses and the community as required.
- 6) The Group's activities must adhere to the Council's financial regulations and scheme of delegation.

Notes;

These Terms of Reference were approved by the Town Promotion Committee on the 10th June 2026.