



RAMSGATE TOWN COUNCIL

ACTIVE RAMSGATE WORKING GROUP

General

The Active Ramsgate project is intended to:

- Increase the economic benefits accruing from tourism in Ramsgate through the research, development and promotion of Active tourism initiatives, linking the town to the countryside and coast.
- Achieve health, well-being and leisure gains for the local community living and working in the area, and to tourists visiting the area.

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

Membership, Chairmanship and Quorum

Membership	<p>2 elected members from Ramsgate Town Council</p> <p>Town Centre and Tourism Manager (Mrs R Smith)</p> <p>Marketing and Communications Officer (Mr D Williams)</p> <p>Active Ramsgate Project Manager (Mr S Davis)</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, coastal experts. Projects roles and responsibilities will be agreed at the first meeting of the Group.</p> <p>The Council will additionally provide a minute taker.</p>
Appointments/Removals from Office	By resolution of Town Promotion Committee
Restrictions on Appointment	None
Quorum	3
Number of ordinary meetings per Council Year	6 (every other month and as required). Meetings should be face-to-face, however, remote meetings can be arrange for expedience.

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).

The group will:

- 1) Review all Active 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. 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 statistic 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 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 authorized by Mr D Williams (the Town Clerk & RFO in Mr D Williams' 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 Active Ramsgate activities that they support (i.e. special offers). The Council takes no responsibility for the goods or services provided by any businesses.
 - 4) Produce Active Ramsgate publicity material including:
 - a. Ongoing publicity (leaflet, website, social media, blogs);
 - b. A program 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 Active Ramsgate Project Manager before being issued (press releases, letters, blogs, leaflets etc). These officers have editorial control of all Active Ramsgate projects.
 - 5) Consultation (through workshops, online, CommunityAd, etc – as appropriate) will be carried out with business 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 21st June 2023.