



## Outline PR proposal for Ramsgate

November 2009

[www.eastcliffra.org](http://www.eastcliffra.org)

ERA arranged for Fiona Brandhorst, a PR expert, to visit Ramsgate on Saturday 7 November and to draw up an outline PR strategy for the Ramsgate Town Council to consider. It is not a fully worked up proposal – simply some initial thoughts on what such a strategy might look like.

ERA hopes Councillors will find this useful when considering whether the town council should become involved in raising Ramsgate's profile in order to attract visitors, new residents and new investment to the town.

**RAMSGATE**  
**THE ROYAL HARBOUR TOWN**



**AN OUTLINE PR PROPOSAL**  
**NOVEMBER 2009**

**Fiona Brandhorst**

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## COMMUNICATION OBJECTIVES

- Promote Ramsgate as a day trip destination for visitors
  - from the South East of UK (only 80mins from London)
  - Northern France (75mins)
  - Belgium
  
- Promote Ramsgate as a weekend away location for visitors as above and including northern UK cities that have direct links with St Pancras/Kings Cross
  
- Promote Ramsgate as a base for longer holidays visiting Kent and France/Belgium
  
- Raise the profile of Ramsgate as a family commuter town of London and the South East
  
- Raise the profile of Ramsgate among second homeowners
  
- Promote the Royal Harbour Marina USPs to the sailing community

## **TARGET AUDIENCES**

- Family day trippers
- Couples taking romantic weekends away
- Continental holiday makers
- Families taking a UK staycation
- Families/professionals seeking lifestyle change
- Commuters to London

## **TARGET MEDIA**

- Local regional papers serving South East and other UK cities
- National travel/lifestyle sections
- Property sections
- Online travel websites
- Local TV and radio stations
- National TV and radio

## **KEY MESSAGES (main ones tbc)**

- High speed rail links to St Pancras in 80 mins
- High speed ferry crossings to Boulogne and Ostend
- Only Royal Harbour in the UK
- Maritime history and museum
- Second World War history – Dunkerque and 825 Squadron
- Award winning blue flag beach and marina
- Historic building renovations and regeneration plans
- Family location for holidays and permanent homes
- Benefits of Manston Airport
- Growing café culture
- Literary links – Coleridge
- Annual Ramsgate Rocks festival
- Ramsgate Yacht week
- Seal wildlife sanctuary

## **PR STRATEGY – short term/quick fixes**

### **Ferry port**

- Install clear signage at ferry disembarkation point highlighting
  - “welcome to Ramsgate” UK’s only Royal Harbour; fast speed rail links
- Establish a Tourist information kiosk for weekend opening and peak summer periods with a stopping place for vehicle traffic
- Erect hoarding with local advertising such as Waitrose ...and with directions and opening times for hotel/museum/ cafe’s etc to hide wheelie bin park

### **Other**

- Ensure all leaflets on local attractions have addresses with a map, opening times and a telephone/website as basic information (Maritime museum has none of these)
- Decorate hoarding around proposed seafront development with history of Ramsgate – key milestones in its history
- Repaint outside of the Pavilion so more attractive in summer months
- Issue a series of press releases to the local press to tell them what’s happening – hold an initial press briefing in a seafront café or the local museum to tell the press of your plans
- Place stories in press in Belgium and France highlighting the USPs of visiting Ramsgate
- Make a short film about Ramsgate and place it on YouTube
- Train volunteer town guides to show people around
- Invite national newspaper travel journalists for all expenses paid day trip to Ramsgate – encourage journalist with families to experience the day – plan ahead for half-term/summer what to do supplements
- Invite property journalists to explore Ramsgate for the day – meeting local business people/architects/estate agents – view property for sale at all ends of the property market to give a good overview of what’s available
- Sell-in Squadron 825 event to regional and national broadcast press
- PR quirky shops – Pinball Parlour; Michelin star restaurants (Age & Sons?); local beer; artists etc
- Establish social media presence – twitter and blogs

## **PR STRATEGY – longer term**

- Devise a slogan for Ramsgate: Return to Ramsgate or Ramsgate 2010, 11 – changes every year as part of a five year regen programme
- Make Ramsgate synonymous with Coleridge as Dickens is to Broadstairs
- Create bi-annual festivals – summer and winter
- Establish contacts with film location companies to register Ramsgate as a prime location for period dramas
- Sell in regeneration stories to national press
- Contribute to TV series on around Britain etc
- Capitalise on celebrity link up such as the Dragon's Den renovation of The Boating Pool (to be broadcast in 2010)
- Investigate local celebrities willing to be interviewed about their lifestyle
- Research surrounding coastal towns and establish common ground, possible links up and good ideas that work
- Seek sponsorship for events such as Yacht Week

**Fiona Brandhorst** is a highly experienced public relations specialist and journalist. She has written and edited columns and features for national newspapers and magazines including The Independent and Country Living and local council publications. She also has extensive online experience including consumer property portals and industry websites.

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