

# Ebbfleet Development Corporation

<b>Board Meeting Part One</b>
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<b>Date of meeting :</b>	<b>21 March 2018</b>	<b>Paper Number:</b>	<b>EDC 018/022</b>
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<b>Title of paper</b>	<b>Communications</b>
<b>Presented by</b>	<b>Mark Templeton, Head of Communications</b>
<b>Sub-committee</b>	<b>Not applicable</b>

<b>Purpose of Paper and Executive Summary</b>	
To update the board on our latest communications work and digital progress. This includes updates on our new website, our social media activity and media coverage of the Garden City.	
<b>EDC business plan and KPIs</b>	Communicating what we do and what is happening in the Garden City underpins our business plan and relates to every aspect of KPIs
<b>Recommendation</b>	For information only
<b>Annexes</b>	A: Media B:Community Engagement
<b>Delegation</b>	Not applicable

<b>Financial impact</b>	None
<b>Legal impact</b>	None
<b>Stakeholder impact</b>	Stakeholder engagement is strengthened and increased through the delivery of communication activities
<b>Sponsor impact</b>	None

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## **1. Media**

1.1 The Metro ran an article on Ebbsfleet Garden City in which it featured a new resident who had moved to the area after saving for a deposit for a new home since he was 17-years-old.

1.2 Media also covered the publication of the Tailored Review of Ebbsfleet Development Corporation and interviews were also carried out with Michael Cassidy on Radio 4 and David Lock in a planning magazine.

1.3 We were also part of a press release with Highways England announcing the latest round of public consultation events for the proposed improvements to the A2 of which EDC is investing £45million.

1.4 We also received coverage in trade and local press for the Healthy New Towns landscape competition which we launched.

1.5 Media coverage is in Annex A.

## **2. EDC Website**

2.1 In February, 3,823 individuals visited our website. 3,217 of these were visiting for the first time and were mainly looking at our story on the A2 consultation I mention above.

2.2 There was also a spike in traffic when 500 people visited our meet the board section during the course of one hour, although there is nothing to indicate why this page was so popular at this time.

2.3 For the first time since October 2016 our Implementation Framework page was not the most popular page. This time it was our planning page which attracted more than 3,000 views.

2.4 In all, nearly 13,000 pages were viewed in total in February.

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## **3. Social Media**

3.1 Ours social media channels continue to perform well with almost 80,000 views of our posts in the last month on Twitter, Facebook and LinkedIn.

3.2 Our new YouTube channel is also proving popular and we are adding new content each week.

3.3 A video we produced showing how the Garden City will be built out up until 2035, taken from our Single Integrated Development Programme, has been viewed in excess of 5,000 times.

3.4 We have also produced two new videos as part of our series on people who have moved to the area. The first is a resident of Ebbsfleet Green who wanted to move to London but was priced out of the market and says the Garden City offers the greatest value and is so close to the capital. The second video is of a young couple who have moved into a shared ownership, three-bedroom property after both living with their parents and thinking a property was out of their reach.

## **4. Live streaming of board**

4.1 February's board meeting was watched by 130 people.

## **5. Community Engagement**

5.1 Annex B is our community engagement work carried out over the last month.