

Ebbsfleet Development Corporation

Board Meeting Part	One
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Date of meeting :	21/10/2015	Agenda item :	EDC 15 / 52
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Title of paper	Communications and Engagement Update Paper
Presented by	Louise Wyman, Strategy Director
Sub-committee	Not applicable

Purpose of paper	To report EDC's update on Communications and Engagement activity from 17 th September 2015 to 16th October 2015
Recommendation	To note communications and engagement progress across EDC.
Delegation	Not applicable

Financial impact	None
Legal impact	There are no legal implications associated with this paper
Stakeholder impact	<p>Stakeholder engagement is strengthened through the Landowners and Developers Working Group, the Cross Government Working Group and the Local Stakeholders Working Group.</p> <p>The Local Stakeholder Working Group now benefits from increased membership from skills, employment and training organisations.</p>
Sponsor impact	None

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1. Working Groups Update

The second meeting of **The Landowners and Developers Working Group** will take place on 15th October. AECOM, consultants for the Framework Masterplan, will set out their programme of work. Members will actively participate in the Masterplanning activities to develop the Framework. A presentation on the outcomes of the Infrastructure Study will be given by Peter Brett Associates. EDC will collate the planned Infrastructure activity of the Group, discuss challenges which are constraining development and develop planned solutions at fortnightly Masterplan meetings.

The Local Stakeholder Working Group met on 25th September. The Group received a presentation from a crowdfunding provider and discussed how a crowdfunding platform for Ebbsfleet could support local communities. Members shared names of organisations and individuals that EDC should make contact with to strengthen community engagement. A short update on Masterplanning activity was given and the group made suggestions for a short description/strapline for the Garden City.

The next **Cross Government Working Group** will meet on 29th October. The Cross Government Working Group intends to discuss the Infrastructure Study and the clear need for co-ordination across Government Departments, the appointment of Masterplanning consultants and mechanisms for involvement, the Healthy New Towns bid to NHS England and the Spending Review progress.

2. Engaging with Black and Minority Ethnic (BME) Communities

The EDC is making contact with local groups and organisations representing BME communities. We will work with these partners to ensure our engagement offer is designed to meet local needs and attracts diverse participation in the Framework Masterplan engagement activities. The EDC will be attending celebration events to mark Black History month to increase access to these communities. Board Members are invited to attend The African Caribbean Forum and Kent Equality Cohesion Council Gala Celebration on 28th October (see Meetings and Events programme - Appendix 1). A visit to the Gravesham Sikh Temple is being arranged. Board Members will be invited to attend.

3. Engaging with local businesses

The EDC is making contact with business networks in the area, including:

- The Old Rectory Business Network
- Crossway Linx Business Network

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- Gravesham Business Network

Attendance at these meetings has created opportunities for EDC to be promoted in local publications, with invitations to present to these groups in the future.

Robin Cooper attended the Thames Gateway Kent Partnership and South East Local Enterprise Partnership meetings to continue our strategic engagement and help secure employment opportunities for the Garden City.

4. Ministerial Visit

Greg Clark, Secretary of State for Communities and Local Government is due to visit the Ebbsfleet area on 15th October to announce the launch of the Framework Masterplan and AECOM as the successful contractor.

5. Visit to Forestry Commission Woodland 'Jeskyns'

EDC Officers visited the Jeskyns Community Woodland at nearby Shorne, Kent. The visit was organised by the Forestry Commission to share their experience of delivering community woodland. The Forestry Commission is a member of the Local Stakeholder Working Group and will support EDC to consider management and delivery of greenspaces in the future.

6. Framework Masterplan engagement

The Inception Meeting for EDC's Masterplanning work took place on 9 October with the local authorities in attendance. The meeting discussed next steps, project management and the timing for stakeholder engagement.

7. Press and Media Coverage

The EDC is planning a press release to coincide with the Secretary of State's visit and the launch of the Masterplanning work. We are working with DCLG to identify future press opportunities around the Spending Review, Enterprise Zones and other relevant policies.

Michael Cassidy and Robin Cooper will give an interview to the Radio 4 Today Programme on 21 October.

8. Social Media Activity

The EDC continues to promote and engage a growing audience via Twitter, Facebook and Instagram:

Facebook

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Our 2 most recent posts – a photo of Robin Cooper at the Bluewater Community Forum and the EDC’s Head of Communications advert have reached over 2,000 people.

Twitter

The tweet promoting the EDC Head of Comms role secured 103 views. Our Twitter account now has 34 regular followers.

Instagram

We have increased our followers to 18 (15 last month) and have received 29 ‘likes’.

The EDC is looking at its approach to Social Media to ensure that each channel is used to maximise our presence and that appropriate user protocols are identified, implemented and managed. Board Members are encouraged to share images, news and commentaries with us for publication to help grow our presence and following.

9. Communications and Engagement Budget

We have not yet received approval from DCLG to spend on communications and engagement activities. The required Secretary of State approval is being actively pursued by the DCLG sponsor team.

Appendices

1. Meetings and Events Programme