

# Ebbsfleet Development Corporation

<b>Board Meeting Part</b>	<b>One</b>
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<b>Date of meeting :</b>	<b>16/12/2015</b>	<b>Agenda item :</b>	<b>EDC 15 / 62</b>
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<b>Title of paper</b>	<b>Communications and Engagement Update Paper</b>
<b>Presented by</b>	<b>Louise Wyman, Strategy Director</b>
<b>Sub-committee</b>	<b>Not applicable</b>

<b>Purpose of paper</b>	To report EDC's update on Communications and Engagement activity from 18 November 2015 to 15 December 2015
<b>Recommendation</b>	<p>To note communications and engagement progress across EDC.</p> <p>To update Board on proposed engagement activity for Phase 2 (Options and Constraints) Framework Masterplan engagement activities.</p>
<b>Delegation</b>	Not applicable

<b>Financial impact</b>	None
<b>Legal impact</b>	There are no legal implications associated with this paper
<b>Stakeholder impact</b>	Stakeholder engagement is strengthened and increased through the delivery of stakeholder engagement activities and communication activities to shape the Framework Masterplan.
<b>Sponsor impact</b>	None

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## 1. Working Groups Update

**The Utilities and Technical Working Group**, convened by Steve Pritchard and Colber Adamian- Thomas met on 9th December. Members of the group discussed their approaches to putting 5 year Operational Strategies in place to address infrastructure needs in Ebbsfleet. This newly formed group has representatives from the key utility providers (Southern Water; Thames Water; UKPN; Southern Gas Network; BT Openreach). Members of the Utilities Working Group also took part in the Framework Masterplan engagement Workshops on 8<sup>th</sup> December. The Group will meet again on 13<sup>th</sup> January 2015.

**The Landowners and Developers Working Group** were all invited to attend the Framework Masterplan Workshops held on 8<sup>th</sup> December 2015. **The Local Stakeholder Working Group** Members also participated in the Framework Masterplan Workshops on 8<sup>th</sup> December 2015. A brief report on the Framework Masterplan engagement events can be read below. (Item number 2)

The next **Cross Government Working Group** will take place on 14<sup>th</sup> January 2016. Following the Spending Review announcement, the Group will begin to coordinate investment and development activity for the next five years. There will be a discussion on infrastructure, health and education programmes planned for the CSR period. We have agreed a single point of contact with DEFRA and its agencies.

## 2. Framework Masterplan Engagement

EDC delivered our first round of stakeholder and public engagement events (from 7th to 13th December 2015) to gather views that will be used to inform the Framework Masterplan. This first round of engagement activities is part of the 'Vision' stage of the Masterplan process.

The engagement events were designed to attract wide participation across the EDC boundary and surrounding areas. EDC met with Local Authority and County Councillors before delivering the public engagement activities. EDC welcomed the advice and guidance from Councillors which informed and shaped the engagement delivered.

The engagement programme used face to face engagement activities, an online survey, paper version survey, feedback postcards and a social media campaign to attract local communities and businesses and encourage them to engage with EDCs Masterplanning activity from the outset.

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EDC widely promoted our Masterplanning engagement activities by delivering an informational Leaflet to homes in Gravesham and Dartford (see Appendix 1) i.e. 90,000 leaflets reaching approximately 200,000 people.

The face to face events were well attended by members of EDCs Working Groups, local community representatives, residents and local community groups. The Workshops were also attended by businesses and organisations from the wider Kent area. A full breakdown of participants home and business postcodes will be available in the final AECOM report.

The EDC website was refreshed with the Masterplan Engagement Programme by creating the 'Masterplan Information Hub' within the existing website containing links to the online survey and social media platforms. The Hub also contains the AECOM Baseline Study. The Hub will become the key place for all stakeholders to be kept informed and involved in the Garden City throughout the Masterplan process.

The events were:

Location	Participation
Dartford Civic Centre 18 <sup>th</sup> November 2015	Local Councillors were presented to by EDC and AECOM
Gravesham Civic Centre 24 <sup>th</sup> November 2015	Local Councillors were presented to by EDC and AECOM
Eastgate 27 <sup>th</sup> November 2015	KCC Members Briefing for Dartford and Gravesham
7 <sup>th</sup> December 9.30 – 12.30 Public drop in event at Dartford Civic Centre	
Half day Engagement Workshop – Eastgate, 8 <sup>th</sup> December 2015 9.00 am – 12.30pm	Invitees were local residents, local businesses, community and faith group representatives, Parish Councillors, Landowners and Developers Working Group members, Local Stakeholder Working Group members, Cross Government Department Working Group members, Utilities Working Group members and other stakeholders
Half day Engagement Workshop – Eastgate, 8 <sup>th</sup> December 2015 2.00pm – 5.30 pm	Invitees were local residents, local businesses, community and faith group representatives, Parish Councillors, Landowners and Developers Working Group members, Local Stakeholder Working Group members, Cross Government Department Working Group members, Utilities Working Group members and other stakeholders
9 <sup>th</sup> December 9.00 – 12.00 am– Public drop in Gravesham Civic Centre	Widely advertised event for all stakeholders

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9 <sup>th</sup> December 4.00 – 7.00 pm – Ebbsfleet International Station	Widely advertised event for all stakeholders
10 <sup>th</sup> December 2.00 – 5.00 The Hive Library Northfleet	Widely advertised event for all stakeholders
10 <sup>th</sup> December 5.00 – 8.00 pm Dartford Central Library	Widely advertised event for all stakeholders
12 <sup>th</sup> December 10.00 – 2.00 pm Swan Valley Library, Swanscombe	Widely advertised event for all stakeholders
13 <sup>th</sup> December 11.00 -5.00pm Bluewater Shopping Centre	Widely advertised event for all stakeholders

## Additional Feedback collected

EDC has received 16 completed surveys online to date. The online survey will remain open until 30<sup>th</sup> December 2015.

150 Postcard comments were collected. Postcards have been left at all engagement venues and will be collected at the end of December 2015 to be recorded as part of the AECOM Report.

The information gathered to date has provided a deeper understanding of local aspirations and concerns. The key themes emerging are (for illustration)

- Transport- strong concerns were received about congestion and the need to widen the A2
- Health – the main concerns heard relate to additional pressure on Darent Valley Hospital A and E Department and the need to recruit more GPs
- Schools – many suggestions made about the need for new schools to be delivered at the right time
- Types of housing – strong support for a good mix of tenures
- Access to greenspace – support for creative new green spaces
- Community facilities – many comments recorded the need to establish new facilities with purpose, use and management plan

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Further engagement events will take place in January at stage 2 (Options). We propose to deliver a similar level of engagement activities at different locations to enable a range of participants to be involved.

The Board is asked to comment on the proposal for Stage 2 (Options and Constraints) engagement to consist of:

- 4 Public drop in events
- 2 half day collaborative Workshops
- Radio phone in
- Online and paper survey

### 3. Press and Media Coverage

EDC continues to attract attention from local and national media. Michael Cassidy, Robin Cooper and Louise Wyman gave an interview to The Guardian on 19<sup>th</sup> November. Jeremy Kite and Gareth Johnson gave an interview to Kent Messenger following the Spending Review Announcement on 25<sup>th</sup> November. EDC has been invited to contribute to Radio 4s Garden City programme with Historian Dan Cruickshank in January.

The Media Pack contains all the media coverage received, including coverage secured by local MPs Gareth Johnson and Adam Holloway.

### 4. Ongoing stakeholder engagement

Michael Cassidy spoke to the House of Lords Select Committee on the Built Environment on 1<sup>st</sup> December.

Robin Cooper and Steve Pritchard met with the Principal of North Kent College and visited the Dartford and Gravesham Campuses on 24<sup>th</sup> November 2015. Steve Pritchard and Lorna Hughes met with the Port of London Authority on 20<sup>th</sup> November 2015. Board Members are invited to meet with Port of London to receive a boat trip beyond Swanscombe Peninsula passing Tilbury Docks. The meeting will be arranged for the New Year to suit Board Member diaries.

Robin Cooper met with Jo Beck from DEFRA on 23<sup>rd</sup> November. Jo is the lead contact for EDCs involvement with the Forestry Commission, Marine Management Organisation and the Environment Agency. EDC will maintain contact will all three Departments through Jo.

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Steve Pritchard gave a presentation to Crossways Linx Business Network on 16<sup>th</sup> November 2015. This business network is based in Dartford and brings together a range of local business owners every month. The key emerging themes discussed at this meeting are the need for EDC to promote business opportunities and the need for EDC to shape and share its procurement opportunities.

Simon Harrison presented to the Gravesham and Dartford Clinical Commissioning Group to inform their estates planning work. Opportunities for new 'super surgeries' and integrated facilities to serve communities beyond the EDC boundary discussed, as well as testing of demographic changes across the wider area. Follow-up workshop with Aecom planned for the new year to enable planning of health facilities to be integrated into the masterplanning.

## 5. Social Media Activity

The EDC continues to promote and engage a growing audience via Twitter and Facebook.

### Facebook

EDCs new followers include KCC Community Outreach, The Ebbsfleet Academy and Stone Parish Council.

### Twitter

There was a surge in activity following the Spending Review announcement. The activity achieved:

- 19 new followers including Homes and Communities Agency, Sevenoaks District Council, University of Kent (economics department)
- South East LEP tweeted about our North Kent Innovation zone success - followed by 9 further retweets
- A Local Councillor in Dartford is encouraging communities to get involved in the masterplan consultation as is the Planning and Housing Minister, Brandon Lewis.

EDC continues to encourage staff and Board Members to Tweet and retweet EDC messages. EDC has found that personalised Tweets have a real impact and grows our audience. A Tweet by an EDC staff member was retweeted 6 times.

EDC has prepared a Social Media Campaign from 4<sup>th</sup> to 30<sup>th</sup> December to cover the first stage Framework Masterplan Engagement. The Campaign will proactively Tweet daily, utilise Facebook boost (a paid for service to target specific audiences) and actively share photographs of engagement activities on Instagram. All social media platforms will be closely monitored during this time.

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## 6. Head of Communications

EDC interviewed 4 candidates for the Head of Communications post. Mark Templeton, a successful and experienced Communications leader has been appointed. Mark takes up the post in the New Year.

## 7. Communications and Engagement Budget

EDC has received approval for its Communications and Engagement Budget. The Budget will enable EDC to increase its visibility in public and deliver a range of materials and literature to support engagement across all stakeholder groups.

## 8. Coordinating Engagement

EDC recognises that local stakeholder and public engagement activities will increase in the coming months. The increase will be seen as housebuilders undertake consultations, in addition to other engagement delivered within each local authority, and planned engagement activities for the Lower Thames Crossing.

EDC has met with Communications and Engagement leads from active house builders in the Garden City to gain an understanding of their planned activities. The meeting provided useful information that will help EDC to schedule its own engagement activities in 2016.

Engagement Leads will continue to meet every six weeks. This work will be taken forward by the new Head of Communications, guided by the EDC Communications Committee.

## 9. Widening Stakeholder and Public Engagement

EDC intends to increase engagement to attract a wider audience in Dartford, Gravesham and the wider north Kent areas. The Board is asked to discuss EDCs planned approach that will include:

- Electronic Newsletter
- Daily social media campaign
- Website improvement with participatory engagement tools
- Street name signs to include Garden City Logo
- Visible use of the Ebbsfleet Garden City logo through schools, developers and key stakeholder organisations

### **Appendices**

1. *Framework Masterplan Engagement promotional event Leaflet*
2. *Meetings and Events Programme*