

Ebbsfleet Development Corporation

Board Meeting Part	One
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Date of meeting :	16 March 2016	Agenda item :	EDC 016/018
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Title of paper	Communications and Engagement Update Paper
Presented by	Mark Templeton, Head of Communications
Sub-committee	Not applicable

Purpose of paper	To update the board on the EDC's communications programme
Recommendation	<p>FOR DECISION</p> <p>A series of stakeholder engagement activity</p> <p>Live streaming of future board meetings</p> <p>FOR INFORMATION</p> <p>To note communications and engagement progress across the EDC.</p>
Delegation	Not applicable

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

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1. Framework Masterplan Engagement

1.1 The EDC is preparing to deliver stakeholder engagement activities that involves a wide range of stakeholders in this next stage of the Framework Masterplan work. A participatory workshop is planned at Eastgate. An online survey will be created on EDC's website.

1.2 All engagement activities will be promoted through EDC's social media channels and website. EDC will also deliver targeted Facebook communications with users from the local area.

1.3 Board are asked to approve this work for dates in early May to include:

May 3 – Ebbsfleet International Station and Dartford Civic Centre

May 4 – Eastgate Community Centre and Swanscombe and Greenhithe council offices

May 5 – Gravesham Civic Centre and Hive Library

1.4 These will be morning and afternoon/evening sessions, run by EDC staff

2. Website

2.1 We are awaiting approval from DCLG for work to start on our new website. Most of the preparatory work is completed including a Frequently Asked Questions section about the work of the EDC.

2.2 We now have two options: 1 Go-ahead with our new website as set out at the last board if DCLG approve funding; 2 Start work on improving our current site if no funding is approved.

2.1 Our current site is run and managed by Kent County Council and, if we work to option 2, we would ask them to continue hosting our site but we would want to take full control of it so we can make the improvements we want with no added cost.

3. Social Media Activity

3.1 Our social media channels are now being updated on a daily basis and our audiences are growing.

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3.2 Twitter: We have seen a huge growth in the first month of activity from 125 followers to 277. Our tweets reached 117,000 people in the last three weeks of February and first week of March.

3.3 Facebook: We have reached 4,952 people with our posts in the last three weeks of February and first week of March.

3.4 We welcome board advice on how we might engage more with stakeholders and the public for board meetings. For example, we could start streaming our board meetings live across social media which would give public who cannot attend, a chance to see the process.

4. Media activity

4.1 Our successful bid to become a Healthy New Town received substantial media coverage.

4.2 We were the focus of a national ITN report which featured a live interview with a director on the lunchtime bulletin. We also took part in an interview on Radio 5Live.

4.3 As well as substantial national coverage created by the announcement from NHS England, we also ensured local media covered the story, with an interview on BBC South East and an interview with BBC Radio Kent which ran on their news bulletins all day as well as a live interview for their Drivetime show. We had an interview with KMFM and we were the lead story for most of the day on Kent Online.

4.4 We also wanted to target trade press and carried out an interview with Planning magazine. The same publication has also conducted an interview with our chief planning officer ahead of our planning system going live this month. The interim chief executive has been interviewed by the business editor of the Kent Messenger group for publication in this week's business supplement .

4.5 A summary of media activity for board members is circulated with the separate report on our Healthy New Town status.

4.6 We are developing a clear communications strategy for the next 12 months. It should reflect how we should use a mixture of traditional and trade press and social media to communicate our messages to a wider audience than we have before as well as setting out our core communications values. The Head of Communications would welcome board member input into this as well as EDC staff and will email a very short questionnaire seeking views. We will bring a draft strategy to the next meeting.

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5. Marketing the Garden City and Commercial Centre

5.1 We want to start a joint marketing campaign with home builders to sell the Garden City as an area.

5.2 There is enormous potential, on our website, on the home builder websites, through social media, home supplements in printed and online media such as the Evening Standard and Sunday Times and the two local authority publications to start a positive place-marketing campaign of the Garden City as a place to live, work and invest. We want to devise a strategic marketing plan with home builders, which could include stories, photos and video as work progresses in the Garden City. With marketing support from home builders we could create a multi-media pack which not only welcomes new people into the Garden City but also acts as a tool to attract new people, highlighting our future growth with, for example, new schools and leisure facilities. We would work with board member Katie Perrior on the marketing campaign.

5.3 As well as home builders, there are opportunities to look at a marketing campaign for our Commercial Centre as work progresses at pace there. We would want to create a marketing campaign with investors that sells the area to future investors in the Commercial Centre.

5.4 We would want to work with local authority economic development and planning teams across both campaigns. We will update you as work progresses.