

Ebbsfleet Development Corporation

Board Meeting Part One

Date of meeting :	18 May 2016	Agenda item :	EDC 016/036
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Title of paper	Communications
Presented by	Mark Templeton, Head of Communications
Sub-committee	Not applicable

Purpose of Paper and Executive Summary	
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.	
EDC business plan and KPIs	Communicating what we do and what is happening in the Garden City underpins our business plan and relates to every aspect of KPIs
Recommendation	FOR INFORMATION The Board Is asked to note the progress being made
Annexes	Annex A - Media coverage Annex B - Meeting
Delegation	NOT APPLICABLE

Financial impact	NONE
Legal impact	NONE
Stakeholder impact	Stakeholder engagement is strengthened and increased through the delivery of communication activities
Sponsor impact	NONE

1. New EDC website

1.1 Our new website went live at the start of May and now provides the EDC with a clear and professional platform in which we can communicate the work being carried out both by the EDC and in the Garden City

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1.2 The website was launched with many new features including:

- A fly-through aerial video which takes you around the Garden City and is the first drone footage showing the Garden City
- Easily accessible links to our staff where in one click you can email or call them
- A timeline of the history of the Garden City which will allow the public to track our performance and which will be regularly updated with key figures on development
- A map which allows the public to suggest their ideas as part of our engagement work and will 'geo-tag' those ideas on to the map allowing all to see
- A new library of images from around the Garden City which can be made available to media
- Frequently Asked Questions section providing detailed answers

1.3 We promoted the launch of the new site across our social media channels. In the first two days we had more than 300 individual visitors to the site compared to 39 in the same period last year.

1.4 We will continue to update the website as our work progresses and will keep you updated with figures on website usage.

2. Putting the Garden City on the map

2.1 Two developers and two landowners have confirmed that they want to join us with a joint marketing campaign to help promote Ebbsfleet as a place to live, work and invest. Each has agreed to contribute £10k towards the marketing campaign.

2.2 Our aim is to create a collaborative approach to marketing and related promotions for the benefit of all, in particular visitors to the Garden City.

2.3 Our discussions with house builders and developers has been very positive and there is shared sense that working together on a campaign will be extremely beneficial for those wanting to come and live or invest in the Garden City.

2.4 We are continuing talks with a further four developers and our aim would be to get agreements from all by mid-June and take forward a marketing campaign for the next year.

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3. Social Media Activity

3.1 Our social media channels continue to grow and between April 18 and May 6 saw our posts on Facebook and Twitter reach almost 80,000 people.

3.2 The posts with the biggest reach in recent weeks have been:

- View and comment on all planning applications in the Garden City (18,500 people)
- Great to see work progressing at Ebbsfleet Green (9,100 people)
- See the work on site by Redrow Homes in the Garden City (8,500 people)
- A drone picture showing development being carried out in Castle Hill and Ebbsfleet Green (6,200 people)
- You can submit planning applications in the Garden City online (5,600 people)

3.3 On LinkedIn, the channel used by business professionals, we have seen the number of people who now regularly follow our posts rise from 30 in February to 104

4. Media Activity

4.1 Our interim chief executive has been interviewed by Property Week for an analysis article on progress in the Garden City. The magazine has also approached some stakeholders for interview. The article is scheduled to appear on May 20.

4.2 The Land Securities and Henley Camland land deals attracted widespread coverage in trade press and national media, including The Telegraph. A comment we provided was issued with the Land Securities press release.

4.3 An interview with the EDC's chief planning officer was published by Planning Resource on April 26.

4.4 A selection of coverage is provided in **Annex A**

5. Broadcasting board meetings

5.1 Following discussion at March board, we are now able to proceed with live streaming of board meetings from June. We will trial streaming at the meeting and, subject to board approval, continue with subsequent meetings. We believe this approach opens up the meetings to those who are unable to attend in person and gives more people the chance to see how our board operates and decisions are reached.

6. Meetings

6.1 A list of EDC meetings attended is at **Annex B**