

Ebbfleet Development Corporation

Board Meeting Part	One
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Date of meeting :	15/07/2015	Agenda item :	EDC 15 / 032
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Title of paper	Communications and Engagement Update
Presented by	Louise Wyman, Director of Strategy
Sub-committee	None

Purpose of paper	To provide the Board with an update of progress on the Communications and Engagement Delivery Plan.
Recommendation	To note progress
Delegation	Not applicable

Financial impact	There are no financial implications associated with this paper
Legal impact	There are no legal implications associated with this paper
Stakeholder impact	Increased stakeholder engagement with EDC
Sponsor impact	DCLG have been fully involved in the development of the Communications and Engagement Strategy and Delivery Plan.

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EDC's Communications and Engagement Strategy was approved by the Board at the June Board Meeting. Since then Communications and Engagement activity has focussed on the approved Delivery Plan. Progress has been made in several areas:

1. Working Groups

The 3 Working Groups, outlined in the Strategy have been established and are due to meet in July. The **Landowners and Developers Working Group** will meet on 22nd July chaired by Louise Wyman. The **Local Stakeholder Working Group** will meet on 23rd July chaired by Lorna Hughes. The **Cross Government Working Group** will meet on 29 July chaired by Ruth Collins DCLG.

2. Meeting with local Community Groups and Parish Councils

A number of local meetings are set to take place, see EDC's Events Programme. Robin and Lorna will be meeting local groups during July; these include Bean Residents Association, Northfleet Big Local and North Kent Community Voluntary Sector organisations. Contact with key community and faith groups will add more engagement activities to our programme and result in greater awareness of EDC.

3. Press Release

EDC distributed our first Press Release following the June Board Meeting. We are inviting two local newspaper editors and reporters to meet with us in July. We are working with Katie Perrior, Board Member lead for Communications and Engagement, to improve our contact with local, regional and National media.

4. Strategic Engagement Delivered

Michael Cassidy and Louise Wyman gave a presentation at the London Festival of Architecture. The event was well attended by a wide range of Built Environment professionals, academics, students and other interested organisations. There is keen interest in EDC's Masterplanning programme and an appetite from the design and development sector to be involved in Ebbsfleet's future.

Robin Cooper recently attended a Thames Gateway Kent Partnership Breakfast meeting that attracted approximately 80 business leaders, and a Locate in Kent event focussed on inward investment in the area.

An EDC presentation by Robin at Kent and Medway Economic Partnership Business Advisory Board is planned for July.

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5. Photography

EDC are improving our website and building our place marketing material. Board Members will have their photographs taken before or after July's Board Meeting and these will appear with EDC team photos on our website.

Local photographs will also be taken to develop our picture library for use in future communications. Land Securities have recently shared their new aerial photography of Castle Hill, Swanscombe and Ebbsfleet Station with EDC for use on our website.

6. Monthly Newsletter

We are preparing to distribute a Monthly Newsletter to all stakeholders and the wider community. The Newsletter will include a Spotlight on members of the EDC Team each month. The first Edition will include a Spotlight on Katie Perrior, a questionnaire will be sent to all Board Members for completion.

7. Raising awareness of EDC

EDC have begun to explore a number of channels that will help us to raise awareness of the organisation and recognition of the EDC brand/logo. We have had discussions about highway signage, a corporate publication, communication through existing community organisations and a general leaflet for ongoing use. Gravesham Borough Council have offered to include a two page article on EDC in a forthcoming edition of their publication, Your Borough which widely distributed in Gravesham.

8. Communications and Engagement Budget

EDC have prepared a Communications and Engagement Budget to cover the costs associated with our engagement programme. A business case is being developed with DCLG for approval.

9. HS1

Negotiations continue with HS1 to secure a EDC promotional kiosk and meeting space at Ebbsfleet International Station. HS1 are working closely with EDC and they are adding EDC information to the Ebbsfleet International website 'local news' section.

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EDC Events Programme: July 2015.

Date/time	Organisation	Location	Meeting purpose	Communications Action
6 th July	Bean Residents Association and Bean Parish Council	Bean Youth and Community Centre	Robin, Nicky and Lorna to provide an update to local residents and Parish Councillors	To be followed by press release 'local involvement with EDC'
7 th July	Northfleet Big Local and North Kent Community and Voluntary Sector organisation	North Kent VCS Veterans Club Northfleet	Robin and Lorna to meet local groups supported by Northfleet Big Local and CVS	To increase EDC's future Newsletter distribution channels within the local area.
9 th July	Swanscombe and Greenhithe Parish Council	Council Offices, The Grove, Swanscombe, Kent. DA10 0GA	Robin, Nicky and Louise to meet with Parish Councillors	To be followed by press release 'local involvement with EDC'
10 th July	Kent Design	Observatory, Castle Hill	Louise, alongside Land Securities to direct students on Kent Design's Summer School Programme. Eastern Quarry is their study site	Build relations with local schools, universities and continuing professional education providers
14 th July	Thames Gateway Kent Partnership	Breakfast Meeting	Robin to present to Breakfast meeting	To increase EDC's profile within the regeneration community.
14 th July	Gravesham Borough Council	Gravesham Council Offices	Robin, Nicky and Lorna Meeting with Borough Councillors	To be followed by press release 'local involvement with EDC'.
14 th July	Urban Forum and Design Council	Breakfast Meeting	Louise attending Garden Cities debate with Urbed and Design Council	To increase EDC's profile within the regeneration, planning and design community.

22 nd July	EDC Land Owners and Developers Working Group	Eastgate	Louise to host the first <i>Landowners and Developers Working Group</i> to support collaborative working with EDC	Group will meet every 6 weeks
23 rd July	Kent and Medway Economic Partnership Business Advisory Board	Tbc	Robin Cooper Presentation to Economic Development Partnership	To increase EDC's profile within the regeneration community.
23 rd July	EDC Local Stakeholder Working Group	Eastgate	Lorna to host the first <i>Local Stakeholder Working Group</i> to support collaborative working with local businesses, economic development teams, schools, residents, local sports groups etc.	Group will meet every 6 weeks
29 th July	EDC Cross Government Working Group	DCLG 2 Marsham St, SW1	Ruth to host the first <i>Cross Government Working Group</i> to co-ordinate activity across Government Departments in support of EDC	Group will meet every 6 weeks
Tbc	Dartford, Gravesham and Kent County Council	Tbc	Robin will meet with Councillors during the coming weeks	Tbc