

Ebbsfleet Development Corporation

Board Meeting Part One

Date of meeting : 20 July 2016	Agenda item : EDC 016/053
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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 - Meetings
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

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1. Media

1.1 Our press release on approval for the new Springhead Bridge was picked up by local media and trade press. The story featured on news bulletins on BBC Radio Kent after they interviewed Paul Spooner and it was used on local news websites across Kent. The story featured heavily on social media and was tweeted from accounts like BBC South East Today, which has 90,000 followers. It was also responsible for a huge spike in traffic on our website, accounting for almost 600 views in one day, the most views the website has seen in one day since its launch in May.

1.2 The Garden City was featured across four pages in a special Inside Housing edition which was given to delegates at this year's Chartered Institute of Housing Conference in Manchester at the end of June.

1.3 Following the EU referendum decision, Paul Spooner and EDC staff held a meeting with Garden City house builders and landowners. They told us that confidence remains in the Garden City, interest from potential home buyers is strong and that they are on course to deliver housing as projected pre-Brexit. We issued a press release stating it was business as usual in the Garden City, which was used by local media.

1.4 We issued a statement after an article appeared on the Gravesend Reporter website following a press release which was issued by the Peninsula Management Group.

1.5 We issued a statement to the Kent Messenger group who asked us about plans for an expansion to a group of industrial estates on the Swanscombe Peninsula.

1.6 We wrote an article on progress in the Garden City for the Thames Gateway Partnership which was sent out to members and for the annual Kent Property Market Report, produced by Kent County Council.

1.7 Paul Spooner's presentation to the North Kent Business to Business exhibition in Chatham was reported by Kent Online.

1.8 The Garden City Magazine produced by 3Fox International is now published and has been distributed to Board members. The magazine will be given to key investors by 3Fox and the EDC also has a number of copies which we will use to give to our contacts and potential investors. There will be an official launch of the magazine in London in September with key investors and members of the Board and EDC staff.

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We will use the event to talk about current and future development in the Garden City to potential new stakeholders and media.

1.9 We promoted across our social media channels, and on our website, Board member Louise Hardy's inclusion in the Top 50 Influential Women in Engineering list, produced by the Daily Telegraph, to mark National Women in Engineering Day. A copy of media coverage is in **Annex A**.

2. Ebbsfleet Academy Day

2.1 EDC staff, along with key stakeholders including Land Securities, ARUP and LRCH, were involved in a day-long event at Ebbsfleet Academy with 90 pupils who held a master-planning day.

2.2 Pupils were taken to the Observatory in Swanscombe to be given an overview of work in Eastern Quarry to help them with their project. Students had the opportunity to plan and design EDC's four key development areas.

2.3 EDC staff made up a judging panel which picked the best overall project on the day. We have received positive feedback from the school who valued the opportunity for students to engage in playing a role in changes taking place around their communities.

3 EDC Website

3.1 We continue to update our website with information as it happens, including statistics for starts on site and with news from any of our developer partners when they complete new homes.

3.2 Since its launch on May 9, nearly 3,000 people have visited our site, looking at more than 15,000 pages.

3.3 In June, we had 1,291 individual visitors looking at 6,685 pages. This compares to 404 visitors to the site during the same period last year.

3.4 Our most viewed pages in June were the Home page, About Us, Planning, Tracking Our Performance, and Meet the Team.

3.5 More than half the visitors in June were looking at our site for the first time, showing strong interest remains in the work of the EDC.

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4. Joint marketing approach

4.1 As we have previously updated board, the EDC is keen to progress with a marketing suite in a prime location at Ebbsfleet International Station.

4.2 The EDC is working with Locate in Kent and private sector partners on a collaborative marketing plan to help promote Ebbsfleet as a place to live, work and invest to both residential and commercial markets.

4.3 Locate in Kent is exploring the possibility of European funding for rental of the unit at the station but a decision on the funding will not be known until mid-August. In the meantime the EDC and Locate in Kent is continuing to look at how the station accommodation can be developed and a draft plan on our vision for the suite will be presented to the Board in a separate report today.

4.4 Paul Spooner has held meetings with EIGP and it has indicated it is keen to collaborate with us on the marketing suite in line with our agreed MOU which includes working together on marketing.,

5. Social Media Activity

5.1 Interest in our social media channels continues and since our last board, our Facebook and Twitter posts have reached nearly 59,000 people.

6. Broadcasting board meetings

6.1 We live streamed our Board meeting for the first time last month and, at the Board's request, said we would review the situation in three months. However, we feel it is important to let you know the viewing figures for the first live broadcast as an early update.

6.2 The meeting was streamed on Facebook and on Twitter and you could also view it live on our website through our Twitter feed.

6.3 The broadcast remains in place for anyone to view at any time.

6.4 On Twitter, 111 people watched it live and 11 people watched it on replay. In total, viewers watched five hours of footage. There is no breakdown for how long each watched it for or where the viewers are from.

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6.5 On Facebook there were 52 views of the video. Facebook does not provide any breakdown of timings or locations of viewers.

6.6 In total 174 individuals watched part of the footage across both platforms.

7. Meetings

7.1 The EDC holds regular meetings with stakeholders including house builders on a monthly basis and MPs bi-monthly, Thames Gateway Kent Partnership quarterly and Multi-Agency Strategic Transport Group, monthly. A list of EDC meetings attended is at **Annex B**.