

# Ebbsfleet Development Corporation

<b>Board Meeting Part One</b>
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<b>Date of meeting : October 19, 2016</b>	<b>Agenda item: 016/082</b>
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<b>Title of paper</b>	<b>Communications</b>
<b>Presented by</b>	<b>Mark Templeton, Head of Communications</b>
<b>Sub-committee</b>	<b>Not applicable</b>

<b>Purpose of Paper and Executive Summary</b>	
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.	
<b>EDC business plan and KPIs</b>	Communicating what we do and what is happening in the Garden City underpins our business plan and relates to every aspect of KPIs
<b>Recommendation</b>	For information only
<b>Annexes</b>	Annex A - Media coverage Annex B - Photography Annex C - Meetings
<b>Delegation</b>	Not applicable

<b>Financial impact</b>	None
<b>Legal impact</b>	None
<b>Stakeholder impact</b>	Stakeholder engagement is strengthened and increased through the delivery of communication activities
<b>Sponsor impact</b>	None

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## **1.Implementation Framework**

1.1 On September 30 we launched the Implementation Framework to the public, media and across our social media channels.

1.2 It was well received by media (see media update below) and to date EDC staff have been involved in three Garden City open days, including the first open day at Millbrook Garden Centre attended by about 150 people.

1.3 Our website was updated with key points from the Implementation Framework and you are able to download the full document. The page is currently the most viewed across the whole of the website.

1.3 Simon Harrison will bring a full report to November board which will include feedback from members of the public who have attended the open days.

1.4 The next open day will be held tonight (October 19) at Ebbsfleet International from 4pm-7pm and the final one at Northfleet Veterans Club on Saturday, October 29 from 10am-2pm. Our local authority, land owner and developer partners are providing strong support at these events

1.5 A fully interactive version of the Implementation Framework is being developed for our website.

## **2. Media**

2.1 Media coverage of Ebbsfleet Garden City was dominated by the Implementation Framework this month.

2.2 We issued a press release giving full details of the Implementation Framework under embargo two days before the document went public.

2.3 The colourful images of the proposed Garden City development areas have featured widely in the media and the story was used across national, local and trade press, internet and broadcast and even reached as far as Australia.

2.4 As well as dominating early morning TV bulletins on regional BBC and ITV, Paul Spooner gave an interview to ITV Meridian and the story was the main feature that night. Paul also gave a live interview with BBC Radio Kent, where the story was the

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lead feature all day and included a public phone-in slot with host Lembit Opik. Mark Templeton gave an interview to Heart FM (2.5 million listeners).

2.5 We also had quotes included in a Redrow press release announcing that planning permission had been given for its new regional headquarters in the Garden City, which attracted local and trade press coverage.

2.6 A copy of media coverage is in Annex A

### **3. Website**

3.1 The EDC's new website has now been in operation for almost six months and I wanted to give you an update on its performance from May 9 2016.

3.2 Since launch, nearly 10,000 individual users have visited the site looking at more than 45,000 pages, compared to 3,700 users looking at 5,000 pages over the same period last year.

3.3 The most viewed page for September was the Implementation Framework page even though that only went live on the last day of the month.

3.4 Our website is now our main communication channel with a captive audience ranging from 1500 to 2000+ individuals a month looking at all aspects of our work.

### **4. Social Media**

4.1 Our posts across our social media channels have reached 78,816 people since September's board.

4.2 Our top post was on Twitter which announced one of our Open Days at the Observatory in Swanscombe, which reached 6,700 people, followed by a post about the Implementation Framework and the creation of Ebbsfleet Central which reached 1,300 people.

4.3 Our audience on LinkedIn, which is aimed at business professionals, continues to grow and we now have 203 people following us, a marked improvement from just 28 in February.

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## **5. Garden City Information Centre**

5.1 Board were updated last month on plans for our Information Centre at Ebbsfleet International Station, which will allow visitors to see what is happening in the Garden City, through an interactive touch screen display and a physical model.

5.2 On October 6, the Infrastructure and Investment Panel gave support for the establishment of the Information Centre in partnership with Locate In Kent, which provides business investment and relocation services to companies from across Europe and the UK who want to relocate to Kent.

5.3 A full business case is now being prepared and following IIP's consideration of the project, this will now include equal contributions from all development partners. We expect to submit this to Government for funding approval before this board meets.

5.4 If approval is given, we would aim to have the Information Centre open to the public in January 2017.

## **6. Welcome Pack**

5.1 Following a request from developers, the EDC will supply a two-page document to be included in all welcome packs given to new home owners which will set out key points from the Implementation Framework as well as key data such as when the primary school in Castle Hill will open.

## **6. Photography**

6.1 Board are aware that the EDC has now hired a photographer to capture images from around the Garden City as it develops.

6.2 The first assignment was at Castle Hill, where a neighbour get-together was organised and this gave us the opportunity to capture some community images which we have not done before.

6.3 A selection of images is at Annex B and you can see all the images on the website in the Media and Image Library section at [ebbsfleetdc.org.uk/about-us/media/](http://ebbsfleetdc.org.uk/about-us/media/)

## **7. Meetings**

7.1 A list of some of the meetings attended by EDC staff since last board is at Annex C.