

Ebbsfleet Development Corporation

Board Meeting Part	One
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Date of meeting : November 16, 2016	Paper Number:016/088
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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 only
Annexes	Annex A - Media coverage Annex B - Photography Annex C - 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. Communications and Marketing Group

1.1 The Head of Communications has formed a new Communications and Marketing group which is made up of the EDC, DCLG and communications professionals from our private developer partners.

1.2 The aim of the group is to ensure all those working in the Garden City are informed about what is happening, not just on individual developments, but across the whole of the Garden City.

1.3 This will help our private partners be consistent in messaging and allow them to also include details about the EDC's work through their communications channels and allow us to actively promote what they are doing through ours.

1.4 The first meeting will be held in November and board will be regularly updated on any emerging issues from the group.

2. Branding Ebbsfleet Garden City

2.1 Board are aware of the EDC's work on starting a branding exercise of the Garden City, which will help us not only with our signage project which is under way, but also as an important tool as we start a place making exercise, to get people talking about Ebbsfleet as a place and to create a coherent identity for the Garden City.

2.2 We have been working with Visit Kent who facilitated a branding exercise with our private developer partners and EDC staff.

2.3 This event developed ideas from those working and developing in the Garden City about what sort of place it is and what sort of place we would like it to be in the future.

2.4 Emerging themes included using Ebbsfleet's unique location, that we are 'on the doorstep' of Central London but with all the natural amenities of a countryside and river setting.

2.5 With our private partners, once established, the Ebbsfleet Garden City brand will be adopted not just by the EDC but by those private developers and we will have a brand that will be reflected in all communications.

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2.6 Further discussion will now be held between the EDC, developers and their communications teams.

3. Information Centre

3.1 The EDC, along with Locate in Kent, is seeking to establish Ebbsfleet Garden City's very first Information Centre at Ebbsfleet International Station.

3.2 The Information Centre would provide a one-stop shop to the 1.5 million passengers that pass through the station each year, to inform them of the developments that are happening now and in the future, both through a physical model which will gradually grow as private developers add their schemes on to it and through a large touch screen .

3.3 The business case for approval of the project has now been submitted to DCLG and we are awaiting the outcome. In the meantime, we have started the procurement process for the model and touch screen.

3.4 Locate in Kent, along with us, believe the Information Centre will provide an important physical presence in the Garden City, at a prime location, and will give the public using the station up to date information on what is happening as well as showing potential investors in the Garden City opportunities for future development.

3.5 Subject to approval, we would aim to have procurement in place for an immediate start on the model and touch screen, a fit out of the premises to start in December and for the Information Centre to open at the end of January.

4. Kent Property Market Report 2016

4.1 Kent Property Market Report is an established publication which showcases investment and regeneration projects across the county.

4.2 This year's report was launched to around 500 business people in Maidstone in early November and featured an update on Ebbsfleet Garden City and the progress that has been made in the last year, namely with the number of new homes being built and the number of housebuilders on site.

4.3 The report attracts media coverage both locally and in the trade press and EDC staff attended the launch. A copy of the report and a summary, which featured on

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business leaders saying that Kent was well placed for any Brexit uncertainty, are also on the EDC website.

4.4 At the launch event, Mark Dance highlighted Ebbsfleet Garden City as being a key priority in Kent for future growth.

5. Website

5.1 October was the most successful month in the EDC's website history, not just since it was revamped in May, but from the start of the website when the EDC was created.

5.2 Almost 3,000 individuals visited the site during the month, looking at more than 11,000 pages.

5.3 The interest in the Implementation Framework has helped boost numbers this month along with the interest in the Garden City Open Days in our news section which were our most popular pages.

6. Live streaming of board

6.1 Board gave approval to continue with live streaming of board meetings in September.

6.2 October's board meeting was viewed by 163 individual people across Facebook and Twitter.

6.3 Almost 50 of those viewers watched the video on replay, choosing to watch at a time that was more convenient for them.

6.4 In total, the 38 minute meeting was watched for a total of 5 hours and 40 minutes.

7. Social Media

7.1 EDC's social media channels for October have continued to grow with our posts reaching more than 100,000 people since the last board meeting.

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7.2 Our top post reached 11,500 people and was a post informing about our final Ebbsfleet Garden City Open Day in Northfleet, followed by a post which included a video of drummers who appeared at a local market outside that Open Day stating they were ‘Banging the drum for Ebbsfleet Garden City’, which reached 6,000 people.

8. Media

8.1 Our press release on our project for a new bridge at Church Path Pit and new and improved walkways linking existing communities with the Garden City attracted wide local coverage. A copy of media coverage is at Annex A.

9. Photography

9.1 As well as covering our final two Garden City Open Days, our photographer, who is capturing images from around the area as Garden City develops, has also taken images of Springhead Park.

10.2 All the images are on the website as we build up our library of photography and a sample from Springhead Park are at Annex B

10. EDC Meetings

10.1 A copy of meetings attended by EDC staff in the last month is at Annex C.