

Ebbsfleet Development Corporation

Board Meeting Part One	
Date of meeting : December 14, 2016	Paper Number : EDC 016/098

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 - Photography Annex B – Media activity 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. Information Centre

1.1 At the last Board meeting we reported progress in establishing the Ebbsfleet Garden City's very first Information Centre at Ebbsfleet International Station.

1.2 Since last month we have completed procurement for a touch screen and large model of the Garden City with two companies. Whilst the detailed costs of the touch screen came in below budget, the cost of the model with the level of definition sought, has increased.

1.3 IIP received a full report on the revised costs of the project and agreed that we progress with the model with the aim of seeking contributions to the project from house builders and land owners.

1.4 Our target is to complete all the design work for the fit out of the centre in December and commence work in January.

1.5 Preparatory work has already started on the development of the touch screen and the model will take approximately 12 weeks to complete so we now envisage the centre will open to the public in March.

1.6 Locate in Kent is also creating a private meeting room within the Information Centre which can be accessed by the EDC. This is seen as an important area to hold meetings with potential investors in the Garden City as they'll be able to see the model and access the very latest information via the touch screen.

1.6 Developers have indicated that they will be happy to pay a flat fee to have their details included on the touch screen, in what will be a public and private partnership initiative.

1.7 Developers will also pay any future costs in updating the model as and when their projects are ready and a protocol will be developed between the model maker, EDC and developers to ensure consistent quality control.

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2. Branding Ebbsfleet Garden City

2.1 Board are aware of the EDC's work on starting a branding exercise for the Garden City, which will initially help us inform our signage project and 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 We are currently, with Visit Kent, working on a branding guidance document for the signage project but will also be used in the future by developers when they put their hoardings around the Garden City to promote their schemes. This will give us one clear approach to signage around the Garden City.

2.4 Developers are very keen to work with us on this and at our last developers meeting have indicated they would be pleased to see our signage on their sites at two key points along the A2 and on the Northfleet waterfront facing the Thames.

2.5 Our signage project team will be working with developers to progress these proposals in addition to working with HS1 on creating the first signs to welcome people into the Garden City at Ebbsfleet International Station.

3. Timelapse photography

3.1 The EDC is liaising with a company that produces time-lapse photography for nationally significant projects to set up a web page which would show the pace of building progress around the Garden City.

3.2 At a recent communications group meeting with developers, an interest was expressed in developing a web page that shows progress across all our Garden City sites.

3.3 The page would be funded by developers and would be accessible through the EDC's website.

3.4 Costing proposals are currently being put together which the EDC will share with developers once finalised.

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4. Website

4.1 In November 2,158 individuals visited the EDC's website, looking at almost 10,000 pages.

4.2 The most popular page continued to be the Implementation Framework, followed by our recruitment page and then planning.

4.3 There was an even split of visitors to the site with 50 per cent of people visiting of the first time.

5. Live streaming of board

5.1 October's board meeting saw 111 views, with 25 of those choosing to watch at a later time and the rest watching live.

5.2 In all, almost four hours of footage was watched from the 37 minute broadcast.

6. Social Media

6.1 EDC's social media channels for November reached more than 50,000 people across our platforms.

6.2 Our top post on Twitter was a picture which showed development well under way at Springhead Park and at nearby Ebbsfleet Green which was viewed 4,500 times. The top post on Facebook was a link to an open morning being held for the Garden City's new primary school in Eastern Quarry which was viewed 1,400 times.

7. Photography

7.1 In November our photographer captured images of building work currently happening at Springhead Park. All the photographs are on the EDC's website and a selection are in Annex A.

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8. Media

8.1 The London Evening Standard rated Ebbfleet as one of the best areas for good value family homes within a short commute of London. They reported that people moving out of London can save up to £150,000 on the cost of an average home in a study of areas with direct rail links into the capital.

8.2 The Royal Horticultural Society's magazine, The Garden, featured an article on the EDC's Implementation Framework, looking at the proposal to create seven new city parks. The magazine is distributed to all of its members which stands at just under 500,000 people. A copy of media activity is at Annex B.

9. EDC Meetings

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