

# Ebbfleet Development Corporation

<b>Board Meeting Part One</b>
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<b>Date of meeting :</b>	15 March 2017	<b>Paper Number:</b>	EDC 017/12
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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>	A: Media activity B: Information Centre 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. Media

1.1 Ebbfleet Garden City featured on the national BBC programme Home Truths and featured an interview with Paul Spooner and Kevin McGeough. The series was looking at Britain's building history and future and looked at the Garden City as a good example of new development. The programme's presenter, Nikki Chapman, was extremely complimentary of the work under way and was impressed when we showed her the scale of development in Eastern Quarry.

1.2 The Economist in a feature on development and lack of housing in the UK held up Ebbfleet Garden City as "part of the answer" by developing on brownfield sites.

1.3 The Mail Online and the Daily Mail Money section ran an article on new garden towns and villages and cited Ebbfleet Garden City as a good example of how local communities had been engaged and said highlighted that not just homes were being built, that a new primary school would open in September and work will start this summer on a new bridge at Springhead Park.

1.4 Paul Spooner was interviewed for ITV regional news on the Government's Housing White Paper and what it meant for Ebbfleet and included details on affordable and homes for rent being built as well as stressing the importance of forward funding of infrastructure in order for development to be brought forward quickly. It was used on the early evening and late night bulletin, reaching four million people.

1.5 Local media used our press release on a visit by our two MPs, Gareth Johnson and Adam Holloway, to the Garden City and carried their comments on how pleased they were with progress being made.

1.6 Local media also cited Ebbfleet Garden City for creating a spike in construction employment in Kent as it said the industry continued to "boom post-Brexit".

1.7 At Annex A I have included a new dashboard showing media coverage, positive negative and neutral coverage and media themes as well as some of the media coverage. I will include this dashboard once every six months to show data over a longer period.

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## **2. Website**

2.1 In February, almost 3,000 individuals looked at our website, up 1,000 people from our monthly average.

2.2 The most popular pages this month were our planning pages, followed by the Implementation Framework, work for us, meet the team and a new story about an open afternoon at the new Cherry Orchard primary school which will open in September.

2.3 More than 11,000 pages were viewed in February.

## **3. Social Media**

3.1 All our social media channels continue to grow and February saw our posts reach more than 80,000 people.

3.2 The most popular posts included a post about a new footpath being created from Castle Hill to Ebbsfleet International Station which reached 8,000, how Help to Buy was dominating the market at Ebbsfleet which reached 5,000 people and an info graphic which explained the range of homes being built in the Garden City which reached 4,500 people.

## **4. Live streaming of board**

4.1 Live streaming of our last board meeting was viewed by 336 people, with 222 views on Facebook and 114 on Twitter.

4.2 More than six hours of footage was watched in total and 44 people on Twitter chose to watch the broadcast at a later time.

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

5.1 Our proposed landlord, Locate in Kent, is in final discussions with High Speed 1 over the lease for the unit at Ebbsfleet International Station and it is anticipated that this will be signed imminently.

5.2 In anticipation of the lease being signed, our shop fitters have started to work on designs for the unit to create a vibrant, modern centre where the public will be able to view the latest developments in the Garden City.

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5.3 The fit out of the unit, which is expected to take 3-4 weeks and will include ceiling to floor images taken from our Implementation Framework and an office space commissioned by Locate in Kent. Network Rail and High Speed One have approved designs for the unit in principle. I have included images of how the unit will look in Annex B.

5.4 The large model of the entire Garden City is now being built and scheduled for completion on March 31. With delivery the following week, we are aiming to have the centre open in the first half of April and are working with Locate in Kent on an official opening.

## **6. EDC Meetings**

6.1 A list of meetings attended by EDC staff is at Annex C, showing outcomes where possible.