

Ebbfleet Development Corporation

Board Meeting Part	One
---------------------------	------------

Date of meeting :	21 June 2017	Paper Number:	EDC 017/040
--------------------------	---------------------	----------------------	--------------------

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
Annexes	A: Media activity B: Community Engagement
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

Ebbsfleet Development Corporation

Board Meeting Part One

Date of meeting :	21 June 2017	Paper Number:	EDC 017/040
--------------------------	---------------------	----------------------	--------------------

1. Ebbsfleet Garden City Information Centre

1.1 Today (June 21) marks the official opening of the new Ebbsfleet Garden City Information Centre at Ebbsfleet International.

1.2 Board and selected guests were invited to view the new centre this morning ahead of its opening to the public.

1.3 The centre is home to a huge 3D model of the entire Garden City as well as a touch screen display where visitors get the very latest information on developments.

1.4 There is also a private room which can be booked for meetings and developers have already expressed an interest in holding marketing days for their developments at the centre.

1.5 The centre will be open seven days a week from when the station opens and will close at 8pm.

1.6 The unit will be unmanned but benefits from CCTV and the station manager has agreed that as well as regular checks being carried out throughout the day, he will put a member of staff in the unit when large groups visit the station. The unit will close when a large footfall of football fans heading to London also use the station.

1.7 The station manager tells us that staff are asked many times each day about the plans for the Garden City and he welcomes the centre which he believes will be widely used by the 1.7 million passengers who use Ebbsfleet International each year.

2. Ebbsfleet Garden City branding

2.1 Board are aware of the new Garden City branding which was approved two months ago and is already appearing at Redrow's Ebbsfleet Green development and along Southfleet Road leading to Castle Hill as well as our plans to introduce it in our future signage scheme, once approved. Kent County Council is using it as the preferred design for all future street signs.

2.2 Board will also be aware of our plans to introduce some of our first signage at Ebbsfleet International and HS1 has agreed that we can incorporate the new Ebbsfleet Garden City brand on five key entrance signs as you come into the station.

2.4 We are currently working on a new design that incorporates the Garden City brand with the Ebbsfleet station brand for HS1 to approve.

Ebbsfleet Development Corporation

Board Meeting Part	One
---------------------------	------------

Date of meeting :	21 June 2017	Paper Number:	EDC 017/040
--------------------------	---------------------	----------------------	--------------------

3. Media

3.1 Planning Resource Magazine ran a feature on the UK's new Garden Towns and Villages and held Ebbsfleet up as an example of where real progress had been made. It said: "In Ebbsfleet, there has been a step change in progress. Development proposals dated back over a decade but there was little activity on the ground. The establishment of a development corporation in 2015 provided focus and structure and has borne fruit, with 600 homes having begun construction in the last 12 months. Multiple house builders are on site and reporting strong sales, and the first primary school is due to open in September. Having a dedicated and well-resourced delivery vehicle has been key.

3.2 The planning approval given at May's committee for the employment scheme at Northfleet East attracted wide coverage locally and in the trade press.

3.3 Ebbsfleet Garden City was mentioned in comments following Ebbsfleet United's promotion to the top tier of non-league football. General Manager Dave Archer said they would grow the supporter base as people move into the Garden City and added: "I always drive past the Garden City and there's always something new there every day. With 15,000 homes and such good travel links it gives us an opportunity to encourage more people to come and watch Ebbsfleet."

3.4 A copy of media coverage is at Annex A.

4. Ebbsfleet Garden City newsletter

4.1 The second Ebbsfleet Garden City newsletter, produced by us, will go out at the end of June to more than 500 subscribers.

4.2 It will contain all the latest news from around the Garden City including from our developer partners and contain details on the new Information Centre.

4.3 People can subscribe to the newsletter at <http://ebbsfleetdc.org.uk/ebbsfleet-garden-city-newsletter/>

Ebbfleet Development Corporation

Board Meeting Part	One
---------------------------	------------

Date of meeting :	21 June 2017	Paper Number:	EDC 017/040
--------------------------	---------------------	----------------------	--------------------

5. EDC Website

5.1 In May, our website was viewed by 3,690 individuals looking at almost 14,000 pages.

5.2 After the home page, the most popular page continued to be our Implementation Framework page, which it has been since October, followed by our planning pages and then Track Our Performance, which is regularly updated with all key facts and figures on the EDC's work.

6. Social Media

6.1 Despite a relatively quiet period on social media due to purdah, our posts across our channels still managed to reach almost 80,000 people.

6.2 The most popular post on Twitter was about planning committee approving plans for 138 new homes in Eastern Quarry which reached almost 10,000 people while on Facebook, a post about the new Garden City Information Centre reached nearly 3,000 people.

6.3 Other popular posts included news on John Lewis becoming a partner with Countryside properties to style one of its new show homes at Springhead Park.

6.4 Some of our social media activity is included in Annex A.

7. Live streaming of board

7.1 May's board meeting was watched by 361 people, with nearly 50 of them watching after the live broadcast.

8. Community Engagement

8.1 Annex B provides details of our community engagement work carried out in the last month. Board members will note our involvement with summer events planned by developers and local residents' groups.

9. Meetings

9.1 Annex C is a list of some meetings attended by EDC staff.