

Ebbsfleet Development Corporation

Board Meeting Part One

Date of meeting :	16 August 2017	Paper Number:	EDC 017/055
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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	A: Information Centre B: Media coverage C: Community Engagement D: 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. Ebbsfleet Garden City Information Centre

1.1 At the last board we said we would continue to look at ways of updating the Information Centre, which continues to be successful and used well by the public.

1.2 We are looking at installing a video screen on the wall, which would provide a rolling video of information, including a video of the build out of Ebbsfleet Garden City from the Single Integrated Development programme.

1.3 Taking on board comments from last board about displaying our website address and social media channels, which are included on the touch screen, we would also include these in a more visible place on the screen.

1.4 We have approached developers as we feel this is also an opportunity for them to show pictures of their latest homes and they are keen to support the idea and will contribute financially to the new screen with Redrow and Countryside sponsoring the content.

1.5 In addition to the touch screen and model, we feel the video screen creates an extra feature for those using the Information Centre plus it will give people the chance to see some of the housing for sale in the Garden City.

1.6 The proposed design for the new video screen is at Annex A

2. Media

2.1 We formally announced our £30million electricity deal with the new Housing Minister Alok Sharma, who said it demonstrated the Government's "continued commitment to the Ebbsfleet project as a leading example of innovative and ambitious solutions to help fix our broken housing market and increase housing supply."

2.2 The announcement was used on regional TV and radio bulletins throughout the day, reaching many millions of people in the south east, as well as local media and trade press.

2.3 We also launched the Healthy New Towns digital fitness programme with almost 100 residents at Ebbsfleet United. The event gained widespread local coverage, including radio.

2.4 The Evening Standard ran a feature on Ebbsfleet Garden City in its property section. It said Ebbsfleet as the "property hotspot to watch" thanks to its links to

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London on High Speed 1 and featured a couple who had recently bought a property here thanks to Help to Buy.

2.5 We also featured in a live ten minute slot on BBC Radio Kent's breakfast show where Paul Spooner updated listeners on the progress being made in Ebbsfleet Garden City as well as answering questions on affordable homes.

2.6 In all, thanks to radio and TV coverage, it is estimated Garden City stories have been seen or heard by more than 7million people in the last month.

2.7 A copy of media coverage is at Annex B.

3. EDC Website

3.1 Our website continues to perform well, with more than 3,600 individuals looking at 12,200 pages in July.

3.2 The most popular pages were our planning pages followed by Tracking Our Performance and Meet the Team. The most popular news stories were about the new Ebbsfleet Garden City opening at Ebbsfleet Green in September and our electricity deal.

4. Social Media

4.1 Our social media channels also continue to perform well with increased audiences this month on Twitter, Facebook, Instagram and LinkedIn being viewed by more than 100,000 people.

4.2 The most popular posts included some images of the Garden City captured by a holidaymaker going over the area from Gatwick airport, our electricity deal and some new pictures we have on our website showcasing some of the new homes in the Garden City.

5. Live streaming of board

5.1 July's board was watched by a total of 213 people on Twitter and Facebook.

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6. Ebbsfleet Garden City Magazine

6.1 The publishers of the Ebbsfleet Garden City magazine are now ready to proceed with their second edition, in late August or early September.

6.2 They are featuring all the major developers currently on site and have agreed again for us to see the magazine before publication to ensure editorial accuracy.

6.3 We have suggested a launch of the magazine at the Information Centre with our key partners which they are now looking at.

7. Community Engagement

7.1 Annex C is the community engagement work carried out this month and includes a meeting with Land Securities about an arts project which could see local students producing art for public display in Castle Hill and the new village centre.

8. Meetings

8.1 Annex D (Only one meeting sent to me so far)