

Ebbfleet Development Corporation

Board Meeting Part One

Date of meeting :	18 October 2017	Paper Number:	EDC 017/070
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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: Media B:Community Engagement 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. Media

1.1 We announced that the 700th home was now complete in Ebbsfleet Garden City and issued a press release to local media which was widely used.

1.2 September's planning committee approved plans for almost 600 homes in Northfleet East in a scheme by Keepmoat.

1.3 We announced the approval after the decision and the story was picked up by all local media and ran on TV and radio bulletins the next day.

1.4 The story was also widely picked up by trade press.

2. Garden City Information Centre

2.1 The Garden City Information Centre was opened at Ebbsfleet International in June and has since been widely used by hundreds of members of the public each day, looking at our 3D model of Ebbsfleet Garden City and using the touch screen.

2.2 We are currently undertaking a refresh of information on the touch screen to provide the very latest details on schemes that have come forward since the software was designed.

2.3 This will include details on the opening of the new Cherry Orchard School in Castle Hill, the new restaurant and pub in Ebbsfleet Green and details of new approved schemes for a village centre in Castle Hill and housing development by Keepmoat in Northfleet East.

3. EDC Website

3.1 Our website in September reached a new record for the number of users visiting the site with more than 4,500 individuals looking at more than 20,000 pages.

3.2 The most popular pages were our planning pages, a page that shows which developers are working in the Garden City and a news item on the opening of the new pub.

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4. Social Media

4.1 Our social media channels continued to be popular in September with 85,000 views of our posts on Twitter, Facebook and LinkedIn.

4.2 The most popular posts were about the approval given to nearly 600 new homes in Northfleet and a link to the Evening Standard article which highlighted Ebbsfleet Garden City as a property hotspot.

5. Live streaming of board

5.1 September's board was watched by a total of 168 people on Twitter and Facebook.

6. Community Engagement

6.1 Annex B is the community engagement work carried out this month and includes details of a Castle Hill community fund day.

7. Meetings

7.1 Annex C contains details of some meetings attended by EDC staff in the last month.