

Ebbsfleet Development Corporation

Board Meeting Part One

Date of meeting :	15 November 2017	Paper Number:	EDC 017/077
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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 Ebbsfleet Garden City featured in the annual Kent Property Market Report which was launched to property professionals and media in Maidstone.

1.2 Ian Piper gave a keynote speech in which he highlighted some of the success the Garden City had achieved in the last year, including the number of new homes being built, the opening of our first primary school as well as restaurant and pub and the investment the EDC has committed to for electricity and improvements to the A2.

1.3 Kent Online also carried a piece on the appointment of Ian Piper as Interim Chief Executive.

1.4 Ebbsfleet Garden City was featured in articles about the North Kent Enterprise Zone ahead of the Enterprise Zone group, which is made up of Kent Medical Campus in Maidstone and Innovation Park Medway at Rochester Airport, appearing at London MIPIM.

1.5 Ebbsfleet Garden City featured on BBC's The One Show after filming was carried out here last summer. The show gave an update on the progress being made here as well as interviews with people who had moved into developments in the Garden City.

2. EDC Website

2.1 For the second consecutive month, our website has reached a new audience record with 5,300 individuals looking at more than 30,000 pages.

2.2 There was a spike in traffic to the website which is responsible for the high audience as 1,600 people visited our site during or just after The One Show broadcast.

2.3 Even though the website was not mentioned on the film, people found our site as the top search when you Google "Ebbsfleet Garden City".

2.4 We have also created new sections on our website for the Healthy New Towns project.

2.5 It now has nine pages looking at all aspects of the project, including its Edible Ebbsfleet scheme, events it runs and an image gallery.

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2.6 The pages were visited more than 500 times in the first two weeks of operation.

3. Social Media

3.1 Our social media channels continued to be popular in October with 95,000 views of our posts on Twitter, Facebook and LinkedIn.

3.2 Our most popular posts were links to the BBC's iPlayer to highlight our appearance on the One Show and a post about the second Healthy New Town walk to discover "hidden Ebbsfleet Garden City".

4. Ebbsfleet Garden City Magazine

4.1 The publishers of the Ebbsfleet Garden City magazine have confirmed the third edition will be published in April/May 2018.

4.2 The second edition was extremely popular with commuters and 1,000 copies were given away at our Information Centre at Ebbsfleet International.

4.3 We will now work with the publishers to draw up an editorial schedule for the next edition.

5. Live streaming of board

5.1 September's board was watched by a total of 142 people on Twitter and Facebook.

6. Community Engagement

6.1 Annex B is the community engagement work carried out this month and includes plans for a Christmas fete in Castle Hill.

7. Meetings

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