

Ebbfleet Development Corporation

Board Meeting Part One
--

Date of meeting :	20 December 2017	Paper Number:	EDC 017-086
--------------------------	------------------	----------------------	-------------

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
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 :	20 December 2017	Paper Number:	EDC 017-086
--------------------------	------------------	----------------------	-------------

1. Media

1.1 ITV used our Information Centre at Ebbsfleet International as the base for a live report to mark ten years of High Speed 1 with our model featuring heavily in the package as the reporter explained about the Garden City and its links with the station.

1.2 EDC also contributed to the package with a pre-recorded interview with Julia Gregory who spoke about the unique opportunity the Garden City had with its connection on the HS1 line as well as the infrastructure investments the EDC had made.

1.3 There was also coverage following the approval of planning permission for a new primary school at Springhead Park. The story was used by all local media outlets including radio.

1.4 The Garden City was also mentioned in several interviews with the owner of Ebbsfleet United who said the growth in population in the area would result in a rise in the number of fans attending games.

1.5 A Healthy New Towns conference to discuss how future health facilities could be designed was attended by 120 health professionals and residents and resulted in coverage by local media outlets as well as prominent social media coverage.

2. EDC Website

2.1 In November 3,769 individuals visited the EDC website

2.2 The most popular pages continue to be the Implementation Framework page and our planning pages.

2.3 Our new Healthy New Towns section also continues to be popular with more than 800 individuals visiting in November.

Ebbsfleet Development Corporation

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

Date of meeting :	20 December 2017	Paper Number:	EDC 017-086
--------------------------	------------------	----------------------	-------------

3. Social Media

3.1 We have seen a rise in the number of Facebook users of the EDC account in the last month by more than 150 people to just under 760 people.

3.2 Our posts across all our social media channels were seen by an estimated 95,000 people with the most popular posts being one highlighting where you can see all Garden City planning applications and a story on a grant given by the EDC to the No Walls Gardens project in Northfleet.

4. Live streaming of board

4.1 November's board meeting was watched by a total of 147 people.

5. Newsletter

5.1 The fourth and final newsletter of the year will be sent out during the week of this board.

5.2 We now have more than 600 subscribers to the newsletter, which is sent by email and contains the latest news from around the Garden City.

5.3 In addition to this we have contributed this month to the newsletters produced by Gareth Johnson MP and the TCPA. They have a combined audience of more than 5,000 and we regularly provide updates for them.

6. Video

6.1 Following on from comments last month at board, we have now started to produce "talking heads" videos of new residents in Ebbsfleet Garden City.

6.2 Our first two were done in December and will now be edited into a compelling 90 second video to be used on our website, our social media channels and our new YouTube channel which has been created.

6.3 The first two residents are from Castle Hill and Ebbsfleet Green and we are also working with other developers to capture new residents who have recently moved here.

Ebbsfleet Development Corporation

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

Date of meeting :	20 December 2017	Paper Number:	EDC 017-086
--------------------------	------------------	----------------------	-------------

6.4 The residents will tell their stories of why they moved here and how they have got involved with Garden City life.

7. Community Engagement

6.1 Annex B is the community engagement work carried out this month.

8. Solihull Urban Growth Company

8.1 We hosted a visit by the Solihull Urban Growth Company, which was formed last year and is leading on a major infrastructure delivery programme around the Birmingham Airport area.

8.2 The visit which included their chief executive was as a result of recent press articles they had seen on the success of the EDC and they were particularly keen to question us on our recent electricity investment which they saw as a trailblazing initiative for development corporations in the future.

8.3 We will continue to share knowledge with the UGC and they have invited members of the EDC to Solihull to see the work they are undertaking.