

Ebbsfleet Development Corporation

Board Meeting Part One

Date of meeting :	24 January 2018	Paper Number:	EDC 018/002
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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
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. Our media coverage was dominated in the last month by the plans for Eastern Quarry which were approved at the last planning committee.

1.2. We worked in partnership with Henley Camland to produce a press release which was sent out on the night the decision was taken.

1.3. The story was used extensively across local and trade publications and we also featured heavily on regional TV and radio bulletins for two days, including BBC South East TV where our story ran for two days, including an interview with us about the plans.

1.4. We have also worked in partnership with Clarion to produce case studies of people who have moved into shared ownership homes in Ebbsfleet Garden City.

1.5. Local and trade press have used the story of a couple who were living with parents in Gravesend and thought they could not afford a new home but are now living in a Clarion property in Castle Hill.

1.6. Local media also picked up on the recent visit to Ebbsfleet Garden City by Sir John Armit, the new chairman of the Thames Estuary 2050 Growth Commission and the subsequent announcement by the commission that assessing the case to bring Crossrail to Ebbsfleet Garden City would be one of its priorities.

1.7. Media coverage is in Annex A.

2. EDC Website

2.1. Our website continued to perform well even through the more traditionally quiet Christmas period with just over 3,000 individual visitors during December.

2.2. The most viewed page was our story on the plans for Eastern Quarry being approved which accounted for almost a third of all site traffic.

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3. Social Media

3.1. Social media figures also remained consistent despite the holiday season with our posts reaching in excess of 95,000 over the last month.

3.2. Posts on the Eastern Quarry application and the shared ownership case study were our most popular with the shared ownership post on our Facebook page reaching 8,000 people as it was heavily shared.

4. Live streaming of board

4.1. December's board was watched by 136 people.

5. Community Engagement

5.1. Annex B is our community engagement work carried out over the last month.