

Ebbfleet Development Corporation

Board Meeting Part	One
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Date of meeting :	21 February 2018	Paper Number:	EDC 018/011
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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 Coverage in the last month was dominated by the approval by the planning committee of the Berkeley modular homes factory in Northfleet East.

1.2 The story was used widely across many trade publications as well as local and national media.

1.3 We were also mentioned in a Times article on housing which gave our latest housing figures and said “scepticism around garden towns was coming to an end”.

1.4 A Homes and Property article in the Evening Standard featured the Garden City with a focus on some of the affordable housing here. Clarion provided a case study of a couple who had moved here and we provided background information on how the area had rapidly progressed in the last two years.

1.5 We also had coverage in local media for the Healthy New Towns Digital Movement Project.

1.6 The project has already seen more than 100 residents and workers sign up to a Fitbit programme which looks at their activity and the latest group to sign up was Ebbsfleet United’s walking football team. We worked with Ebbsfleet United to prepare the release and the information has also been shared across their channels.

2. EDC Website

2.1 The EDC website saw 4,038 individual users during January who collectively looked at nearly 15,000 pages.

2.2 Our most popular pages included our vacancy page where we recently advertised for a business support officer which attracted more than 1,000 views and our tracking our performance page where we publish housing numbers and key milestones and which attracted a similar amount of views.

2.3 Our Implementation Framework page continues to be our most popular page attracting more than 1,600 views last month.

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3. Social Media

3.1 Our social media posts reached an audience of more than 80,000 in January with the most popular posts being our story on the Berkeley approval and a post about Clarion being nominated for best new family home in the First Time Buyer Reader Awards for its development at Castle Hill where families have been able to get on the property ladder from £135,000.

4. Live streaming of board

4.1. January's board was watched by a total of 112 people.

5. Video

5.1 We launched the first of our videos featuring residents who have moved to Ebbsfleet Garden City on our YouTube channel.

5.2 In the first hour of the video being uploaded, more than 500 people viewed it and it was shared across the social media pages of community groups in the Garden City.

5.3 We will also be carrying out new drone footage to show the progress that has been made here. Our last drone film was made two years ago and with so much that has changed we are focussing our new video on the new housing that has been built in Ebbsfleet Green, Castle Hill and Springhead Park.

5.4 We will publish the video on our website and at the Information Centre, where the drone footage from two years ago has proved to be the most popular page on our touch screen.

6. Community Engagement

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