

# Ebbsfleet Development Corporation

<b>Board Meeting Part One</b>
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<b>Date of meeting :</b>	<b>16 May 2018</b>	<b>Agenda item :</b>	<b>EDC/018/040</b>
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<b>Title of paper</b>	<b>Communications</b>
<b>Presented by</b>	<b>Mark Templeton, Head of Communications</b>
<b>Sub-committee</b>	<b>Not applicable</b>

<b>Purpose of Paper and Executive Summary</b>	
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.	
<b>EDC business plan and KPIs</b>	Communicating what we do and what is happening in the Garden City underpins our business plan and relates to every aspect of KPIs
<b>Recommendation</b>	For information only
<b>Annexes</b>	A: Website B: Media
<b>Delegation</b>	Not applicable

<b>Financial impact</b>	None
<b>Legal impact</b>	None
<b>Stakeholder impact</b>	Stakeholder engagement is strengthened and increased through the delivery of communication activities
<b>Sponsor impact</b>	None

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## 1. Website

1.1. As reported at last board, our website is now two years old and I thought it would be useful to show some of the growth success we've had, which is in Annex A.

1.2. To pull out a couple of points, our website has seen a steady growth since its launch in May 2016 and we now have an average audience of 4,085 individuals each month.

1.3. Our old website had 45 pages, many of which were empty of content. Our current website has 2,453 which I manage, which as you can see is a huge increase.

1.4. The number of pages viewed since we re-launched has been in excess of 250,000 and people spend, on average, 2 mins 23 seconds looking at it which is way higher than the national average for time spent on websites. We can take from this that they are finding the content engaging.

1.5. Our main audience is made up of 25-34-year-olds which is just slightly above the national first-time buyer's average age.

1.6. Most of the people who look at us are from the London area, this fits in with what developers tell us about an increase in interest in the Garden City from that area. We have featured case studies on our website of Kent people who have been renting in London but are priced out when it comes to wanting to buy a property in the capital and have decided to move back, as Ebbsfleet gives them much more for their money. In fact, our latest case study is a resident who needed to upgrade his one bedroom flat in London when a baby was due, but couldn't find a two bedroom property in London but now has a four bedroom home with a garden here.

1.7. About 80 per cent of people reach our website through our social media that means when people see one of our posts on Twitter, Facebook or LinkedIn, they click on it and are directed to the relevant feature on our site. This shows how highly valuable our social media channels are in attracting attention and ensuring people are seeing what is happening here.

1.8. Our website has remained at the top of a Google search for Ebbsfleet Garden City for the last 18 months.

1.9. I want to build on the success of our website and will shortly be undergoing a refresh of the site in order that we keep on top of current demands for what users

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expect from a website and with the growth of the site being what it is, ensure pages upload in a fast and responsive way.

1.10. Last month, the number of individual visitors to the website exceeded 5,000 for the second month in a row. We had 5,502 viewers which is just shy of our record the month earlier.

## **2. Media**

2.1. Media coverage was dominated in the last month by the sale of Eastern Quarry to Henley Camland.

2.2. The deal attracted considerable publicity in trade, local and national press and was supported by the news that Countryside, Clarion and Barratt will build 2,900 homes in the next phase.

2.3. Our press release from April's planning committee, which told of the approval for a further 205 homes by Redrow in the Ebbsfleet Green development, also attracted local and trade press as well as making the regional ITV news channel.

2.4. Media coverage is in Annex B.

## **3. Social Media**

3.1. Our social media posts during the last month attracted 90,000 views across Facebook, Twitter and LinkedIn.

3.2. Our most popular posts continue to be about the NHS-backed Healthy New Towns app which was recently launched and allows users to earn rewards for outdoor activity.

## **4. Live streaming of board**

4.1. Last month's board attracted views from 246 people.

## **5. Video**

5.1. Footage from our recent drone film has been edited and shared with board members. The video is now on our website and will also be put on to the touch screen at the Information Centre at Ebbsfleet International.