

Ebbsfleet Development Corporation

Board Meeting Part One
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Date of meeting :	18 October 2018	Paper Number:	EDC 018-077
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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: Dashboard
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 Homes and Property section of the Evening Standard.

1.2 It mentioned some of the affordable homes available in the area as well as the High Speed rail link and fibre-optic broadband for all homes.

1.3 Ebbsfleet Garden City was also mentioned in a series of trade press articles about the brewer Shepherd Neame's announcement of its full year results.

1.4 Shepherd Neame announced it had acquired a site in Ebbsfleet Garden City to build a new pub and hotel here.

1.5 We prepared a press release with Balfour Beatty, the company constructing our bridge between Springhead Park and Ebbsfleet International, about a donation of soil to help finish a community garden in Northfleet. The article was used by local media.

1.6 A copy of media coverage is in Annex A.

2. Website

2.1 In September 2,972 individuals visited the EDC website, looking at 11,472 pages.

2.2 The most popular page was our Implementation Framework page followed by our planning pages and then our work for us page where several jobs have recently been advertised.

2.3 Annex B contains a graph showing the website usage from May 2016 along with other data on how our news is perceived and key word indicators.

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3. Social media

3.1 In September our social media posts reached almost 90,000 people across Twitter, Linked In and Facebook.

3.2 The most popular post was about Cherry Orchard Primary School and the neighbouring Castle Hill Community Centre being shortlisted in the Kent Design and Development Awards as one of 34 projects that could be named Kent's best building.

3.3 The winner will be announced in November.

4. Live streaming of board

4.1 September's board meeting was watched by 161 people on Twitter and Facebook.