

Ebbsfleet Development Corporation

Board Meeting Part	One
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Date of meeting :	21 November 2018	Paper Number:	EDC 018-086
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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
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 An article in the Metro highlighted how one family had been able to buy a house in Ebbsfleet Garden City after renting in London for a number of years.

1.2 The family moved on to Redrow's Ebbsfleet Green site after hearing about the development through a friend and say they are now better off with their own three storey home than they were when they were renting in London.

1.3 The last planning committee decision to approve almost 500 homes in Castle Hill gained widespread publicity locally and in trade press.

1.4 The committee approved plans for Taylor Wimpey to build 332 homes in what will be the last phase of Castle Hill and for 163 homes by housing association Clarion for a range of shared ownership and affordable rent properties.

1.5 The story was picked up by regional BBC TV and ITV and ran throughout the day on BBC Radio Kent.

1.6 Stories involving Ebbsfleet Garden City reached an audience of over 10million in the last month.

1.7 Media can be seen in Annex A.

2. Website

2.1 Last month the EDC website was viewed by 3,604 individual users who looked at 13,308 pages.

2.2 The most popular pages were planning, the Implementation Framework and the Tracking Our Performance page which noted our 1,174 completed home.

2.3 Website usage from May 2016 can be seen in Annex B.

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3. Ministerial Visit

3.1 Housing minister Kit Malthouse visited the Garden City ahead of the last board meeting to see the progress being made here.

3.2 We worked with the Minister's advisors and communication team from the Ministry of Housing to arrange a site visit to the Clarion development at Castle Hill where he saw a range of completed and under construction affordable housing and gave interviews to the media.

3.3 The Minister also recorded a video at the Observatory ahead of meeting the board in which he said Ebbsfleet had a critical role in securing the Government's mission to build more homes and that the thousandth home had now been completed.

3.4 The video has been watched almost 3,000 times and our posts about the visit which were sent during the event were our most popular posts on our social media channels in the last month.

4. Social media

4.1 Posts on our social media channels reached an audience of 80,000 people in the last month.

4.2 In addition to the Ministerial visit, our most popular posts were about the completion of the 1000th home in Ebbsfleet Garden City and a post about the Edible Ebbsfleet scheme which provides free fruit and vegetables in public areas as part of the Healthy New Towns project.

5. Kent Property Market Report 2018

5.1 We attended the launch of the 27th Kent Property Market Report which was held in Folkestone.

5.2 The report is produced by the Economic Development arm of Kent County Council in partnership with Caxtons Chartered Surveyors and Locate in Kent and provides an in-depth insight into the commercial and residential property market in Kent.

5.3 This year's edition featured three pages on Ebbsfleet Garden City looking at progress to date, the area's connections with London and Europe and our Healthy New Towns scheme along with an update from Ian Piper.

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5.4 500 copies of the report are printed for agents and investor and it appears online. The launch was attended by 241 people this year making it the highest attended property sector event.

5.5 You can see the report online at kentpropertymarket.com/

6. Live streaming of Board

6.1 Last month's board was watched by 157 people.