

Ebbfleet Development Corporation

Board Meeting Part	One
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Date of meeting :	19 December 2018	Paper Number:	EDC 018-096
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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. Website

1.1 The new-look corporation website launched on 3 December. As Board are aware, we have a new look and added much more content to the home page and taken the opportunity to make other pages more user friendly.

1.2 Viewers who visit the site on desktop or tablet (our main users) now see a video showreel using drone footage from around Ebbsfleet Garden City.

1.3 We have extended the front page to include information on all aspects of our business from our latest news to the number of homes being completed here and this can be changed on a regular basis to keep the website looking fresh.

1.4 We have also moved the website, which has grown considerably in the last three years from what it was, to a new server which gives users much faster page-speed times (depending on their connection).

1.5 We have increased the amount of video content users can now see from the page, in particular focussing on the videos where new residents tell of their experience of living in the Garden City.

1.6 The website also has more of a consumer feel with pictures that have been taken when we have been out in our communities.

1.7 During the first three days of the site launching, more than 1,000 people visited when we would expect in the region of 300.

1.8 The figure nationally for the time users spend on a website is under a minute but our site had an average of two-and-a-half minutes. During the first few days of launch that increased again to an average time of six minutes. This may be because we have increased the number of articles users see when they first come to our home page.

1.9 For November, 3,625 individuals visited our site, looking at 13,313 pages in total.

1.10 The most popular pages continued to be our implementation framework page, planning and the tracking our performance page.

1.11 The dashboard at **Annex B** shows our website usage from May 2016.

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2. Ebbsfleet Garden City Magazine

2.1 The next issue of the Ebbsfleet Garden City magazine is now planned for April 2019.

2.2 The publishers of the magazine, which will be the third in the last two years, are currently working on an editorial schedule with us and we will be providing content and story ideas.

2.3 Board will remember that previous magazines have had a print run of around 10,000 copies and they proved extremely popular with members of the public with our allocation of 1,200 magazines given away at our Information Centre at Ebbsfleet International and going within three days.

3. Social Media

3.1 In November our social media posts reached more than 95,000 people.

3.2 Our most popular post was a story on the Chief Executive of London City Airport calling for Crossrail to be extended to Ebbsfleet.

3.3 The other popular posts included two maps created by us that showed the extent of development in the Garden City over the last three years and how much that had changed, and the appointment of two companies, one of which will lead on the design of the new education hub in Eastern Quarry and the other to carry out the masterplanning of the new Western Village in Eastern Quarry.

4. Media

4.1 We have not been directly involved with any media since last board but there have been several articles where Ebbsfleet Garden City has been mentioned and they are in **Annex A**.

5. Thinking Business

5.1 We secured a feature in the current edition of Thinking Business, the glossy quarterly magazine produced by and distributed to members of the Kent Invicta Chamber of Commerce.

5.2 The two page article featured a focus on the progress being made in Ebbsfleet Garden City over the last three years as well as the recent visit here by the Minister for Housing Kit Malthouse.

5.3 The magazine is also available online at <https://www.kentinvictachamber.co.uk/thinking-business/>

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6. Healthy New Towns App

6.1 We are approaching a year since our Healthy New Towns project launched its Get Active app to encourage people to do more physical activity in exchange for being rewarded for vouchers to spend on the high street or donations to charity.

6.2 The app developers say the Ebbsfleet Garden City project has been its most successful to date, not only with the number of users it has attracted but also by the continued use of the app by those living in and around the Garden City area.

6.3 There are currently 727 users of the app as of December. The developers had set themselves a target of 500 users by September, a figure that was exceeded within the first few months of it launching.

6.4 The developer reports that while take-up of their app is often good at the start, only 33 per cent of people then consistently use it, despite leaving it on their phone. However, the Garden City app has a consistent usage rate of 66 per cent, doubling what they would normally see.

6.5 People using the app have recorded 74,986 activities since April 2017 and covered a distance with outdoor walking, cycling or jogging of 61,210 miles, burning more than 5.5million calories in the process.

6.6 Garden City users have also donated to charity since its launch and that includes to local charities like the ellenor hospice in Gravesend which has so far had donations of more than £560.

7. Live streaming of Board

7.1 Last month's live streaming of board was watched by 139 people.