

# Ebbsfleet Development Corporation

<b>Board Meeting Part</b>	<b>One</b>
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<b>Date of meeting :</b>	<b>17 April 2019</b>	<b>Paper Number:</b>	<b>EDC 019/022</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>	<b>FOR INFORMATION</b>  Board is asked to <b>NOTE</b> the update
<b>Annexes</b>	<b>Annex A:</b> Media <b>Annex B:</b> Dashboard
<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. Ebbsfleet Garden City Magazine

- 1.1 Work is now well under way on the third edition of the Ebbsfleet Garden City magazine.
- 1.2 Board will be aware that the magazine is an independent business-to-business magazine, which creates an opportunity for credible, third-party endorsement of Ebbsfleet as an investment destination, designed to communicate with an audience of developers and potential investors.
- 1.3 We have led the editorial content for it, with features on our planning service, an interview with Ian Piper and updates across all our projects and development areas.
- 1.4 The magazine will also carry interviews with the manager of the Spring River pub near Ebbsfleet Green which has been one of Marston's most successful pub launches and with Cherry Orchard primary school and Henley Camland.
- 1.5 The magazine will be published from May 7 and we will distribute the copies we have at our Information Centre, which proved successful last time with hundreds being picked up in just three days.

## 2. Website

- 2.1 In March, the EDC website was viewed by 4,767 individuals who looked at 15,478 pages.
- 2.2 The views are up by more than 1,000 on the previous month and are consistent with what we expect.
- 2.3 The most viewed page was the new drone footage at Springhead Bridge which received more than 1,000 views followed by our planning pages and our implementation framework page.
- 2.4 In March we also had a spike traffic from America with nearly 1,000 individuals from across the states including Chicago, Michigan, California and Texas.

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2.5 This can be attributed to an article that appeared in “Business Breaking News USA” about brewer Shepherd Neame’s annual results and mentioned it had acquired a site for a new pub and in Ebbsfleet Garden City.

2.6 **Annex B** shows our web usage from May 2016 to March 2019.

### 3. **Social Media**

3.1 Our social media posts across Facebook, LinkedIn, Twitter, YouTube and Instagram reached an audience more than 100,000.

3.2 Our most popular post was our new drone footage updating people on the progress being made at Springhead Bridge and a secondary film we put together with Balfour Beatty which was a time-lapse video showing work at the bridge over the last year and was condensed into one minute.

3.3 Other popular posts included MCHLG’s search for up to two new board members and a post which directed people to the timeline on our website which lists major developments in the Garden City from the time when it was first announced.

3.4 Our YouTube channel saw a spike in traffic thanks to the two Springhead Bridge films which have been viewed by more than 2,700 people so far.

### 4. **Media**

4.1 Since last Board media articles which mentioned Ebbsfleet Garden City have been seen by more than 3.5 million people.

4.2 We helped with a press release that was used by local media about a music group being awarded money from our Community Investment Fund. There was also a story about the award of the running of a new primary school at Ebbsfleet Green to the Maritime Academy Trust.

4.3 The manager of Bluewater gave an interview to mark 20 years of the shopping centre in which he talked about the exciting future with Ebbsfleet Garden City as a neighbour.

4.4 A copy of our media can be seen at **Annex A**.