

# Ebbfleet Development Corporation

<b>Board Meeting Part</b>	<b>One</b>
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<b>Date of meeting :</b>	<b>19 June 2019</b>	<b>Paper Number:</b>	<b>EDC 019/043</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>	Annex A: Media Annex 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. Drone filming at Springhead Bridge**

- 1.1 We took the drone out the day after last board to film at our Springhead Bridge site to show people the continued progress.
- 1.2 The two minute film captures the extensive work that has now been achieved there.
- 1.3 The film is now on our website on the page which details progress during the lifetime of this project in words, pictures and videos.
- 1.4 Board may remember that last year we also used the drone to film the rapid progress that had been made on housing developments across the area.
- 1.5 We have a date pencilled in for the end of this month to do the same again to show the continued progress that has been made and include new sites that hadn't been started last year like the Berkeley modular home site, the village centre in Castle Hill and the Taylor Wimpey waterfront development.
- 1.6 The video should be edited and on our website by the time of the next board meeting.

## **2. New blogger**

- 2.1 We have introduced a new blogger to our website who is a local resident in Castle Hill and will write about her life and experiences in Ebbsfleet Garden City.
- 2.2 Lydia Elder moved to the area about a year ago and has since grown an extensive social media following with articles on interior design.
- 2.3 The blog, called Life in Ebbsfleet Garden City, will centre around living in Ebbsfleet Garden City with her husband and two small children.
- 2.4 Lydia will also cross promote the blog on her social media.
- 2.5 Her first article was published at the beginning of the month and talked about why they made the move to Ebbsfleet and introduced the family.
- 2.6 Overleaf is how the blog appears on our website.

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### 3. Public Realm consultation

- 3.1 The EDC is currently undertaking a consultation on public realm which is online and is asking for views on the draft version of the public realm study EDC has been working on with Kent County Council.
- 3.2 While the detail in the study can be viewed as quite technical, we have created a series of short videos to help people better understand what it is about.
- 3.3 The videos, over the first two weeks, attracted many thousands of views after we put them on our YouTube channel and website.
- 3.4 We also created an online form for people to give their views.
- 3.5 The consultation ran until June 17.
- 3.6 You can still see the video at [https://ebbsfleetdc.org.uk/public\\_realm/](https://ebbsfleetdc.org.uk/public_realm/)
- 3.7 Overleaf is an image of how the page looks.

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[About Us](#) [The Vision](#) [Planning](#) [Track Our Performance](#) [Public](#)

### Ebbsfleet Garden City's Public Realm

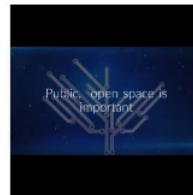
Ebbsfleet's streets and public spaces – known as public realm – covers more than **25%** of the land area of the Garden City.

**The city's streets, parks and open spaces are one of the most critical parts of the Garden City at Ebbsfleet. Together these shared outdoor spaces will provide the space for a wide range of activities for the city's residents and visitors, both humans and creatures alike.**

Today we expect our public realm to allow us to travel efficiently by car, bus, on foot and by bicycle, as well as supporting us to exercise, socialise, relax, celebrate and play safely in a green and attractive environment. On top of all this, our public realm must also help to manage air pollution, minimise flood risk, and all while being affordable to build, manage and maintain into the future. We often take our city's streets for granted, but they work incredibly hard to keep us safe, healthy and active.

#### **What is the Ebbsfleet Public Realm Strategy ?**

Given these demanding requirements, Ebbsfleet Development Corporation has been working on a Public Realm Strategy in partnership with Kent County Council, to develop designs and guidance for the streets and public spaces in the 21st Century Garden City. We have appointed Gillespies Landscape Architects to help us develop our strategy, which is organised into 6 design tools. Each design tool is intended to help to tackle a particular issue, and



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## 4. Ebbsfleet Garden City Magazine

- 4.1 The Ebbsfleet Garden City magazine was published at the beginning of the month and I have brought copies along for board to see today.
- 4.2 We have started distribution of the magazine at our Information Centre at Ebbsfleet International and the magazine is also available in full on our website.

## 5. Social Media

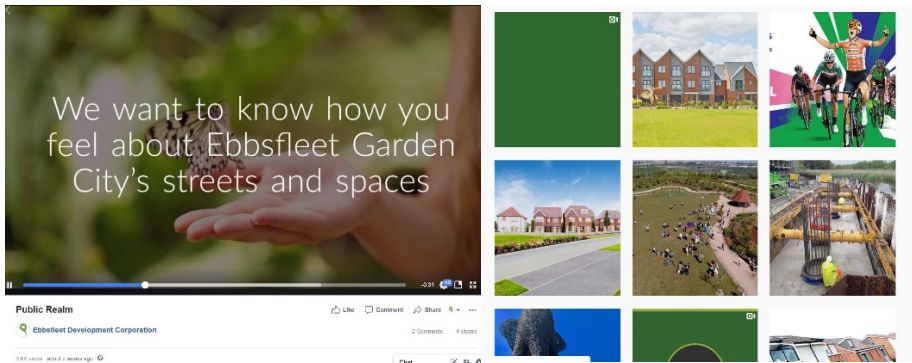
- 5.1 Last month our posts on social media reached an audience of more than 110,000.
- 5.2 Our most popular post was about our public realm consultation which I mention above with videos on Facebook alone being seen by more than 4,000 people.
- 5.3 It was followed by our posts promoting new residents guides which have been produced by our planning department and can be downloaded from our website.
- 5.4 Overleaf are some examples of our social media over the last month.

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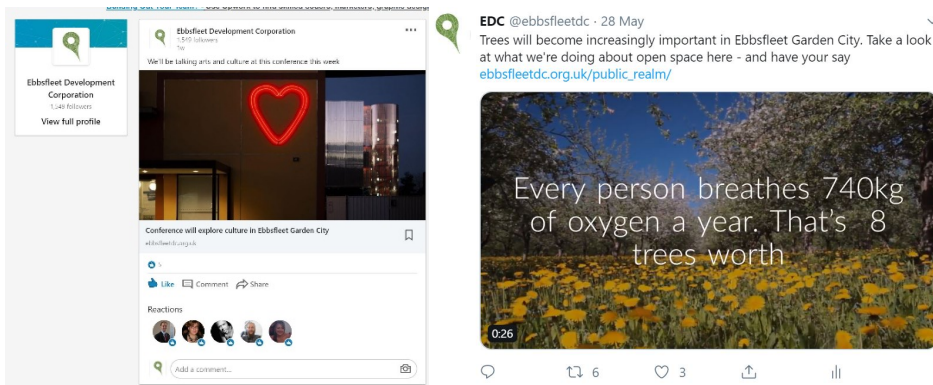


Facebook

Instagram

LinkedIn

Twitter



## 6. Website

- 6.1 In May, 4,119 individuals visited our website looking at 14,458 pages.
- 6.2 Our most popular page was our planning page which has recently been updated with residents planning guides, which I mention above.
- 6.3 The second most popular page was our public realm consultation followed by the story on our recent land acquisitions.
- 6.4 Our pages continue to be popular in the USA with nearly 700 people from across the country looking at them.
- 6.5 **Annex B** shows a graph of website users from May 2016 until May 2019.

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## 7. Media

- 7.1 There were 12 media articles in the last month that have featured Ebbsfleet Garden City including a piece in the Mail Online, trade press and local media.
- 7.2 **Annex A** shows those articles, which include items on our two recent land purchases.

## 8. Live streaming

- 8.1 Last month's board was seen by more than 1,200 people which is our highest audience since we started streaming three years ago.
- 8.2 The stream now runs live on our website, YouTube channel, Twitter and Facebook.