

Ebbsfleet Development Corporation

Board Meeting Part	One
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Date of meeting:	17 July 2019	Agenda item:	EDC 019/053
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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 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	Annex A: Media Annex 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 Stories sent out by us or mentioning Ebbsfleet Garden City were seen by an estimated 12 million people last month.
- 1.2 We sent out a press release following last month's planning committee decision which approved design codes for the remaining two villages in Eastern Quarry which has been used extensively in trade press.
- 1.3 We also contributed to a Homes England press release on work starting at Northfleet Embankment East at the Keepmoat site which was also used by trade and local press.
- 1.4 Several articles on the news that Paramount has re-joined the planned theme park in Swanscombe also mentioned Ebbsfleet Garden City.
- 1.5 A copy of media can be seen at **Annex A**.

2. Drone

- 2.1 Last month we carried out drone footage across Ebbsfleet Garden City to show the progress that has been made since we last carried out the exercise in May 2018.
- 2.2 We filmed in Castle Hill, taking in the Taylor Wimpey waterfront development where people are already living and the new village square which is under construction.
- 2.3 We also visited Ebbsfleet Green, Springhead Park and the Keepmoat site in Northfleet.
- 2.4 We have produced four videos showing films of each site and at the Keepmoat site we also took in the new Berkeley Modular factory.
- 2.5 We have also been out at the Springhead Bridge site to update the work there and the concrete pillars that can now be seen across the river.
- 2.6 All the videos can be seen on our website at <https://ebbsfleetdc.org.uk/the-vision/garden-city-from-above/> or on our YouTube channel.

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3. Blog

- 3.1 The second instalment of our new blog is on our website.
- 3.2 Board will remember from last month that we have started a regular blog from a Castle Hill resident, Lydia Elder.
- 3.3 This month Lydia talks about her and her family have got active in Ebbsfleet Garden City and how they have got involved in local groups which are listed and have links so that people can also join.
- 3.4 Lydia has also joined our BetterPoints app and encourages others to do so.
- 3.5 Her blog can be seen on our website at <https://ebbsfleetdc.org.uk/life-in-ebbsfleet-garden-city/>

4. Ebbsfleet Garden City Magazine

- 4.1 All of our 5,000 new Ebbsfleet Garden City magazines have now been distributed at our Information Centre at Ebbsfleet International.
- 4.2 The magazines went within just a couple of weeks and can also be seen in full online, with around 4,000 people viewing it already.

5. Website

- 5.1 Last month 4,137 individuals visited the EDC website looking at more than 14,000 pages.
- 5.2 Our most popular page was our new blogger, which is also being cross promoted through her Instagram account which has nearly 20,000 followers.
- 5.3 This was followed by our planning pages and our Tracking Our Performance page which updates all key statistics in the Garden City such as number of completed homes and milestones.
- 5.4 Website usage from May 2016 until June 2019 can be seen in **Annex B**.

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6. Social Media

- 6.1 In June our social media posts across LinkedIn, Twitter, Facebook, Instagram and YouTube were seen by in excess of 150,000 people.
- 6.2 Our most popular posts were about our new blogger, helped by her social media following which I mention above, followed by the Keepmoat announcement and new of our fifth Edible Ebbsfleet garden that opened in Swanscombe.
- 6.3 While we were out with the drone last month we also did live broadcasts on Facebook and Instagram of the drone taking off, these short clips were viewed by more than 15,000 people.
- 6.4 The dashboard in **Annex B** gives key themes and sentiment on all our media.

7. Live streaming

- 7.1 Last month's board was seen by more than 950 people.