

# Ebbfleet Development Corporation

<b>Board Meeting Part One</b>
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<b>Date of meeting :</b>	<b>18 September 2019</b>	<b>Paper Number:</b>	<b>EDC 019/063</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 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>
<b>Annexes</b>	A: Media 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. Media

- 1.1 Between July and August media coverage resulted in more than 10 million views online in stories that mentioned Ebbsfleet Garden City.
- 1.2 We featured in a positive Sunday Times article about Healthy New Towns and how the NHS is looking at creating “healthy homes” and Kevin McGeough was interviewed.
- 1.3 We also took part in a BBC special report which aired on BBC South East and BBC London about what makes Ebbsfleet a healthy new town.
- 1.4 The BBC health correspondent spent two days in the area interviewing us, NHS officials and residents.
- 1.5 They also commissioned a drone to form part of the coverage and the result was a two slots on the lunch time bulletins followed by an in-depth 5 minute piece on the evening news.
- 1.6 The broadcast can also be seen on our website at <https://ebbsfleetdc.org.uk/2019/08/20/what-makes-ebbsfleet-garden-city-a-healthy-new-town/>
- 1.7 We also hosted a visit by new Secretary of State for Housing Robert Jenrick which was widely publicised on MCHLG’s social media channels.
- 1.8 As well as a visit to the EDC Information Centre at Ebbsfleet International and EDC offices at the Observatory, he also met residents and apprentices at David Wilson Homes in Castle Hill.
- 1.9 We issued a press release on our Community Investment Fund as we had given a total of £50,000 to local groups who wanted to start or expand existing community activities around the Garden City.

A copy of media can be seen in **Annex A**.

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## 2. Blog

- 2.1 The third instalment of our Castle Hill blog went live in August and resulted again in a spike in our web traffic.
- 2.2 This month Lydia Elder talked about her favourite five 'summer hotspots' in and around the Garden City to take her children during the summer holidays.
- 2.3 She talked about the two play areas in Castle Hill as well as visits to Millbrook Garden Centre.
- 2.4 The blog was one of our most popular pages during August.



## My top five hot spots around Ebbsfleet Garden City for family fun in the summer

Well, we made it through our first heatwave in the Garden City! It's been a summer of extremes and unpredictable weather, which has meant I've had to get creative when planning days out and weekend activities. Now it's the school holidays, I thought I'd share my Top 5 Summer Spots in and around Ebbsfleet, that ... Continue reading



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## **3. Website**

- 3.1 In July we hit a new record for visits to the EDC website with 5,811 individuals looking at 17,339 pages.
- 3.2 This was down to two news stories which gained a lot of attention. The first was the Bluewater tunnel decision made by Kent County Council and the second was the first store to open in Ebbsfleet Garden City – the Co-op at Ebbsfleet Green.
- 3.3 Both stories were visited more than 4,500 times.
- 3.4 In August the EDC website was visited by 4,462 individuals looking at more than 13,300 pages.
- 3.5 This was a record August for us over the last three years as figures tend to decline during the summer holidays.
- 3.6 The most viewed page was our work for us page where we advertised the role of a finance manager with the EDC as well as the setting up of the Ebbsfleet Design Forum with Design South East in which we are looking to set up an independent design review panel for Ebbsfleet Garden City.
- 3.7 A copy of website use from May 2016 until August 2019 can be seen in Annex B

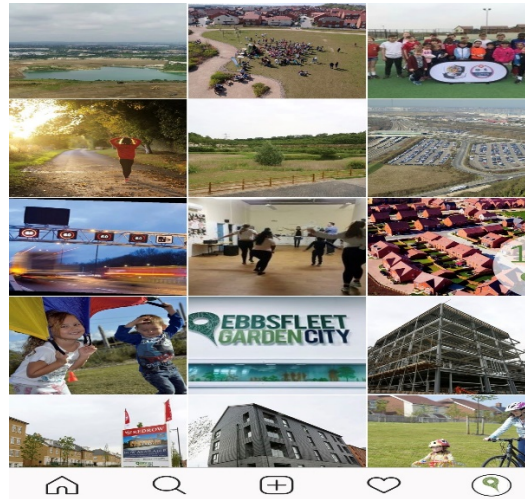
## **4. Social Media**

- 4.1 During July and August social media posts across LinkedIn, Facebook, Twitter and Instagram were seen by in excess of 200,000 people.
- 4.2 Our most popular posts were about the finance position (seen by more than 20,000 on LinkedIn alone) and the latest from our blogger.
- 4.3 A selection of pictures from our Instagram account can be seen below.

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## 6. Live streaming

6.1 July's board was seen by 942 people across social media and on our website.