

Ebbsfleet Development Corporation

Board Meeting Part	One
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Date of meeting :	19 November 2019	Paper Number:	EDC 019/086
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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	
<p>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.</p>	
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	<p>FOR INFORMATION</p> <p>Board is asked to NOTE the update</p>
Annexes	<p>Annex A – Media</p> <p>Annex B – Social media and website</p>
Delegation	Not Applicable
Financial impact	Not Applicable
Legal impact	Not Applicable
Stakeholder impact	Not Applicable
Sponsor impact	Not Applicable

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1. Introduction

1.1. An update on all communications activity during the last month including media coverage, social media analysis and how our website has performed.

2. Media

2.1 Mostly all media in the last month has centred around our purchase of land around Ebbsfleet International and our plans to create a new commercial and housing area called Ebbsfleet Central.

2.2 We sent out a press release at the same as we held a press conference at our Information Centre at Ebbsfleet International to announce the acquisition on October 16.

2.3 We also live streamed the press conference on our Facebook and Twitter accounts as well as our website – the video has been seen by more than 3,500 people.

2.4 In all, media articles covering the story, across TV, radio, local and trade press were seen by more than 5 million people in the first 24 hours and around 10 million people so far.

2.5 The news reached as far as China on a website that is viewed by close to 1million people.

2.6 Elsewhere there was coverage of the announcement of a new primary school provider for Springhead Park as well as the announcement of a new headteacher for Ebbsfleet Green primary school, and our release with UK Power Networks announcing the arrival of transformers as part of our electricity deal was also published.

2.7 Copies of media can be seen in **Annex A**

3. Newsletter

3.1. We sent out a newsletter to nearly 700 subscribers to let them know about our Ebbsfleet Central land acquisition as well as update them on a pumpkin walk that we were holding in Ebbsfleet Garden City and the launch of a creative ideas fund set up by us.



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3.2. Below are some images from the newsletter.


An update on Ebbsfleet Garden City from the Ebbsfleet Development Corporation

A major new centre at the heart of Ebbsfleet Garden City is to be created after a deal to buy land was completed.

Ebbsfleet Central will deliver a new commercial and residential centre within the Garden City providing jobs, homes, community and cultural facilities.

Since its inception in 2015, Ebbsfleet Development Corporation had the vision for a brand new dynamic centre with a commercial focus around Ebbsfleet International.



The first beam was lifted in place for a new bridge that will connect part of Ebbsfleet Garden City with Ebbsfleet International station.

Springfield Bridge will reduce the reliance on the car for residents at Springfield Park and they will be able to walk to the station in eight minutes.

Work started in May last year and the bridge will be complete and open to the public in Spring 2020.

See the full story [here](#)

Start your own news story [here](#)

We have launched a creative ideas fund and can offer up to £500 to anyone who has an idea to start up an activity in Ebbsfleet Garden City, Swanscombe and Northfleet. See the details by [clicking here](#)



New electricity transformers were delivered to Ebbsfleet Garden City to help power up the area

The new transformers weigh 68 tonnes each and will play an important role in changing the voltage so electricity can be safely delivered to local homes, schools and businesses.

The equipment was unloaded at a new substation on site, and over the coming weeks experts from UK Power Networks will connect and test the new equipment.

See the full story [here](#)

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4. Website

- 4.1 Our website was viewed by 5,625 individuals in October which is our third highest figure since we relaunched the site in May 2016.
- 4.2 We had a spike in traffic on the day of our Ebbsfleet Central announcement with nearly 1,000 views of the story.
- 4.3 Trends in our website traffic can be seen in **Annex B**.

5. Social media

- 5.1 Our posts across our social media channels were seen by in excess of 100,000 people in the last month. The most popular posts were about Ebbsfleet Central which were seen by an estimated 80,000 people in total. A drone video of the area that was acquired has been seen by 20,000 individuals.

6. Drone filming

- 6.1 At the time of writing this report, we were planning to take the drone out for the latest filming as part of the Springhead Bridge build.
- 6.2 Board will be aware that we have been using the drone to film progress at the bridge since work started more than a year ago.
- 6.3 We have been using the footage to update residents on progress and when the project ends in Spring next year we plan to use all the footage in a time lapse format to have one film that shows the bridge build from start to end.

7. Live board streaming

- 7.1 Last month's live streaming of Board was viewed by 868 individuals on Facebook, Twitter and our website.