

# Ebbsfleet Development Corporation

<b>Board Meeting Part</b>	<b>One</b>
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<b>Date of meeting :</b>	<b>19 February 2020</b>	<b>Paper Number:</b>	<b>EDC 019/012</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>

## **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.

<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>	<b>Annex A</b> – Media <b>Annex B</b> – Social media and website
<b>Delegation</b>	Not Applicable
<b>Financial impact</b>	Not Applicable
<b>Legal impact</b>	Not Applicable
<b>Stakeholder impact</b>	Not Applicable
<b>Sponsor impact</b>	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. Website

2.1 In January our website achieved the highest audience number it had seen since we redeveloped it with 6,168 individuals looking at 24,799 pages.

2.2 This was helped by jobs that we advertised, particularly the search for urban master planners to co-develop Ebbsfleet Central but there was a lot of interest in two education stories on there.

2.3 The first related to the new images we posted of proposed plans at Alkerden for the education campus that had been submitted and the second was a story on Springhead Park primary which was given approval to start enrolling pupils.

2.4 Both outperformed other pages by some margin.

2.5 We are in the process of developing a schools page which will give information on current schools in and around Ebbsfleet Garden City but also schools in development. There will be an interactive map which people can point and click on to find their school.

2.6 We have also recently launched a community section of the website which includes pages such as our public consultations, our blogger, news and a new events calendar as well as a place to put information from our new community board.

2.7 We have also developed a comprehensive guide to parks which went live last month and contains details on what is in development as well as what the different types of parks are.

2.8 I have included screen shots and images from the Alkerden campus plans, the community page and parks page below.

2.9 Website and other trends can be seen in Annex B.

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[About Us](#) [The Vision](#) [Projects](#) [Planning](#) [Community](#) [Track Our](#)

### Ebbsfleet Garden City Community

Thousands of you have moved in to Ebbsfleet Garden City. Keep on top of what is happening on our community page

 Life in ... read our blog	 Public Consultations
 Health	 Parks
 Community Board ...coming soon	 Community News
 Community Investment Fund	 Creative Ideas Fund
 Ebbsfleet Garden City Magazine	 Edible Ebbsfleet
 Events	 Find us on YouTube

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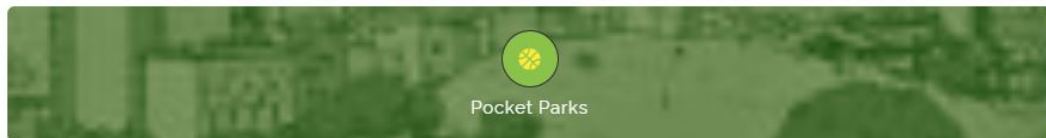
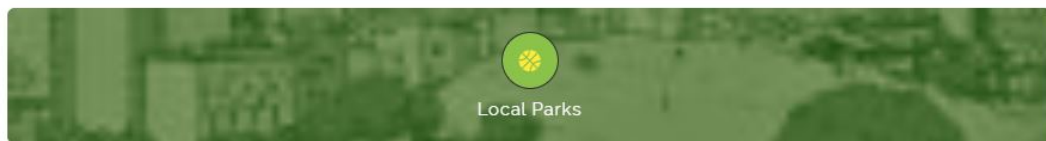
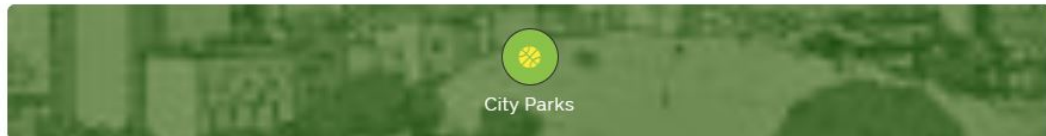
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### A network of parks in every village

A range of park types and sizes are planned across Ebbsfleet. Each park will be designed to support the needs of local residents, and together will form a diverse network of landscapes, and a rich menu of facilities in which to exercise, play, relax, create, engage, celebrate and come together as a community.

Click on the links below to explore the different types of park planned within Ebbsfleet.



-  [The story so far](#)
-  [What is planned](#)
-  [Ebbsfleet Central Park](#)
-  [Ebbsfleet River Park](#)
-  [Blue Lake Park](#)
-  [Northfleet Riverside Park](#)
-  [Whitecliffe Lakes](#)
-  [Craylands Gorge Park](#)
-  [Swanscombe Peninsula Park](#)
-  [Location drone footage](#)

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### **3. Media**

3.1 There was coverage in the trade press last month of our planning committee decision to approve 133 homes in the penultimate phase at Redrow's site in Ebbsfleet Green.

3.2 The scheme was described as "one of the most carbon reducing" seen in Ebbsfleet Garden City.

3.3 There was coverage in print and radio of the Alkerden education campus story and further updates on our Springhead Bridge progression was in the trade press.

3.4 Media can be seen in Annex A.

### **4. Social media**

4.1 Posts across our social media channels and others were seen by in excess of 110,000 in the last month.

4.2 The two schools stories mentioned above were our most popular posts as well as a post showing a CGI of how the Keepmoat site, Cable Wharf, will look in Northfleet Embankment East.

### **5. Live Board streaming**

5.1 Last month's live streaming of Board was viewed by 789 individuals on Facebook, Twitter and our website.