

# Ebbsfleet Development Corporation

<b>Board Meeting Part</b>	<b>One</b>
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<b>Date of meeting:</b>	<b>22 April 2020</b>	<b>Paper Number:</b>	<b>EDC 019/034</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>	None
<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 March the EDC website had 3,933 individual users who looked at 13,081 pages.

2.2 The website took a noticeable dip around the middle of the month when new Government restrictions on movement were brought in.

## 3. Media

3.1 There was no media this month and we did not issue any press releases. We had been due to publish a press release on the opening of Springhead Bridge along with drone footage from the opening day in April but we are currently awaiting a date for the opening.

## 4. Social media

4.1 We have not been as active on social media as we are normally are. We have been doing posts when they are coronavirus related for example our blogger wrote an article on working from home with two children and offered some tips. We also pointed people towards what the EDC was doing at this time as well as what advice people could get from Dartford and Gravesham Councils with links to their websites.

## 5. Ebbsfleet Garden City Magazine

5.1 We have decided to pause the next edition of the Ebbsfleet Garden City magazine which was due to be released in June.

5.2 We took the decision based on the fact that we do not yet know what the state of the housing market will be in June or longer term.

5.3 The magazine publishers fully support our move and we have told them we will take a view on when it can be published once we know more about what effect the coronavirus has had on Ebbsfleet Garden City.