

# Ebbsfleet Development Corporation

<b>Board Meeting Part</b>	<b>One</b>
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<b>Date of meeting :</b>	<b>17 June 2020</b>	<b>Paper Number:</b>	<b>EDC 19/0056</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>	<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. Media

2.1 The decision to approve the Bluewater Tunnel planning application which will see Fastrack be used for a direct and quick link from Ebbsfleet Garden City to Bluewater was covered extensively locally after Kent County Council approved plans.

2.2 We also issued a press release on a teenager who, after completing work experience at Springhead Bridge with Balfour Beatty has now landed an apprenticeship with them.

2.3 The 18-year-old will start her work in September on the Ebbsfleet Development Corporation funded A2 improvement scheme where she will be an apprentice chartered surveyor.

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

## 3. Website

3.1 The EDC's new procurement portal is now live on the EDC website.

3.2 The portal featured in an article in the Architects Journal which highlighted the first project on there – looking for a design team to devise new civic infrastructure projects.

3.3 We have also been promoting a survey aimed at finding out how people have been coping since lockdown measures were introduced in March which is aimed at EDC better understanding people's work from home needs better to see if it can inform design in the future.

3.4 There were 4,147 visitors to the EDC website in May looking at 13,244 pages. This is up by nearly 1,000 visitors the previous month.

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## 4. Social Media

4.1 We are continuing to step up our social media and recent posts have included how Ebbsfleet Centra is a finalist in a RESI Award.

4.2 Our most popular post in the last month was a link to our latest blog post which was seen in excess of 6,000 times across our social media channels.

4.3 Our blogger had been using the lockdown time to transform her garden and the tips that she gave appeared to capture the public's imagination.

4.4 I have included screen grabs from the post below showing before and after shots of the garden.

Garden Before



A common topic that always comes up when I've spoken to other new-build home owners is issues with their turf and drainage. While we are lucky that our garden is relatively flat considering the development is on a hill, the ground was bumpy, sloped slightly to one side, and the grass was patchy and swampy. We had been given a very small bit of paving, just two stones wide in most places and certainly not enough to put furniture on. We had contemplated taking some time off work (ironic given current circumstances!) to tackle it ourselves, however then realised the full scope of the job and decided it would be well worth having a professional do it all properly.

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I hope this post has given you some design ideas and tips for your own gardens, if you are looking to get it landscaped over the summer, or even just inspire you to

## 5. Board

5.1 Last month's video board meeting was watched by 51 people.