

# Ebbsfleet Development Corporation

|                           |            |
|---------------------------|------------|
| <b>Board Meeting Part</b> | <b>One</b> |
|---------------------------|------------|

|                          |                     |                      |                    |
|--------------------------|---------------------|----------------------|--------------------|
| <b>Date of meeting :</b> | <b>15 July 2020</b> | <b>Paper Number:</b> | <b>EDC 020/067</b> |
|--------------------------|---------------------|----------------------|--------------------|

|                       |   |
|-----------------------|---|
| <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<br><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  |

# Ebbsfleet Development Corporation

|                           |            |
|---------------------------|------------|
| <b>Board Meeting Part</b> | <b>One</b> |
|---------------------------|------------|

|                          |                     |                      |                    |
|--------------------------|---------------------|----------------------|--------------------|
| <b>Date of meeting :</b> | <b>15 July 2020</b> | <b>Paper Number:</b> | <b>EDC 020/067</b> |
|--------------------------|---------------------|----------------------|--------------------|

## **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 June the EDC recorded the highest number of individual users to our website since it was revamped in May 2016
- 2.2 6,901 people looked at 17,837 pages with the story on us announcing that work had restarted in Ebbsfleet Garden City being the top page visited by 2,108 people, followed by our work for us page and then our latest blog post.
- 2.3 We are still way above industry standard for the time people spend on our website. On average people will spend less than 40 seconds on a website, highlighting factors such as poor design, slow load speeds and with many saying they will not return to a website if it is poor with many making decisions on if they will continue to look at a website within 2 seconds.
- 2.4 We average 2 minutes and 30 seconds for time a person will spend on our site with most choosing to then go on and look at other pages because they are finding the content engaging.
- 2.5 A copy of website statistics showing month to month activity from May 2016 until June 2020 is in Annex B.

## **3. Media**

- 3.1. While the EDC did not issue any press releases this month we were mentioned in several stories although we were not directly involved.
- 3.2 The most high profile was in the Independent which carried an editorial of Boris Johnson's infrastructure and build speech in which we were mentioned as being announced as part of a George Osborne package in 2014.
- 3.3 We also appeared on the Kent Live website as part of a package looking at our area following the announcement by LRCH on the public consultation it will hold. The article said the area would change beyond recognition in the coming years.

# Ebbsfleet Development Corporation

|                               |
|-------------------------------|
| <b>Board Meeting Part One</b> |
|-------------------------------|

|                          |                     |                      |                    |
|--------------------------|---------------------|----------------------|--------------------|
| <b>Date of meeting :</b> | <b>15 July 2020</b> | <b>Paper Number:</b> | <b>EDC 020/067</b> |
|--------------------------|---------------------|----------------------|--------------------|

3.4 And in the third media item we appeared in the Telegraph in an article about new garden villages being too dependent on the car in which a researcher was quoted as saying that Ebbsfleet Garden City is “largely residential and car dependent.”

3.5 A copy of all media for the last month can be seen in Annex A.

## **4. Facebook**

4.1 We placed an advert on Facebook to announce that building work has started again in Ebbsfleet Garden City.

4.2 The advert appeared in the timelines of 45,625 people across Kent and the London area who had expressed an interest in moving home.

## **5. Social media**

5.1 Our social media posts across LinkedIn, Facebook, Twitter and Instagram were seen by more than 105,000 people in June.

5.2 The most popular post was several we had created, including short videos, for our work for us page where several vacancies have been advertised in recent weeks.

5.3 This was followed by our blogger’s post about walks she had found in and around Ebbsfleet Garden City since the lockdown.

5.4 I have included images from the blog overleaf.

5.5 Social media trends can be seen in Annex B.

## **6. Board on the website**

6.1 Last month’s board meeting which was posted within half an hour of the board session finishing was seen by 183 people.

# Ebbsfleet Development Corporation

## Board Meeting Part One

Date of meeting : 15 July 2020

Paper Number: EDC 020/067

### Can you find Ebbsfleet Garden City's secret path?

Now that the UK is slowly opening up and we are able to leave our homes more freely, we have been looking for unexplored places to head outdoors for a bit of exercise and where the kids can run around safely. I thought I would share some of these with you, to inspire you to get out, get active, and further explore our wonderful local area. While I did a blog post on My Top 5 Summer Spots in and around Ebbsfleet Garden City last year, we've recently found quite a few more places that are right on our doorstep but previously unknown to us, and that we may never have visited had we not been in lockdown!

The closest spot of natural beauty to us is Castle Hill Lake. This has been previously inaccessible; however, you can now get down to a little viewing platform near the Taylor Wimpey development at the bottom of Cherry Orchard Road. The lake sits at the bottom of white cliffs with the M2 running along the top, however with the thick trees in front blocking most of the noise, it's really peaceful. It's my kids' favourite place to cycle to for a bit of duck or swan spotting! We are so excited for this area to open up a bit more, and for the walking and cycle paths that are planned for the future.

Swan-spotting at Castle Hill Lake



While before lockdown we had frequently visited Shorne Woods Country Park, however in two years had never gone to Jeskyns Community Woodland. I can't believe it's taken us this long (and a pandemic) to check out this outdoor treasure of woodlands, meadows, orchards and walking trails. It is a 5 minute drive from Ebbsfleet Garden City, with a large carpark and a café (this was closed when we went due to Covid-19).



Walking trail at Jeskyns Community Woodland

If you have a dog, this is definitely the place to head out for a good long walk – there is even a dog swimming pond! They also have dedicated fenced areas where you can let your dog off the leash to frolic and make some friends. Although when we went the children's play areas were closed off, they contain wooden Gruffalo characters for your kids to spot on your walk. There are also plenty of picnic benches so it's the perfect place to bring a packed lunch.

Jeskyns Dog Paddling Pond

