

Ebbsfleet Development Corporation

Board Meeting Part	One
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Date of meeting :	16 September 2020	Paper Number:	EDC 020/088
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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	
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.	
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	For Information
Annexes	Annex A – Media Annex B – Social media and website
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. Website

2.1 In July, 5,873 individuals visited the EDC website looking at 17,044 pages.

2.2 The most visited page was our Grove Road consultation page which was just under 2,000 people.

2.3 In August the site was visited by 5,360 individuals who looked at 15,720 pages.

2.4 The most popular page was our Springhead Bridge project pager and our news story on the opening of the bridge which between them attracted nearly 3,000 views.

2.5 The August figure represents a significant growth for this month where traditionally people tend to go on holiday. In August 2019 4,462 individuals visited the site meaning this year's August figure was up by almost 1,000 individuals.

2.6 The most popular page across both months was our Grove Road consultation, followed by our Vision page, the Springhead Bridge news story and our work for us page.

2.7 A copy of website statistics from May 2016 to August 2020 is at **Annex B**.

3. Media

3.1 Coverage our Springhead Bridge opening was used extensively in local, trade and broadcast media.

3.2 The opening achieved coverage throughout the day on BBC Radio Kent and made the bulletins of regional ITV after we included drone footage with the press release announcing the opening.

3.3 There was also coverage of our press release on the third primary school being given approval by our planning committee in July.

3.4 Elsewhere, the Daily Telegraph highlighted Ebbsfleet Garden City as the main place to find a better value home with a short commute to London, there was coverage of the consultation underway for the proposed theme park in Swanscombe as well as the launch of the A2 roadworks scheme which is being forward funded by EDC, and Dartford and Ebbsfleet Garden City was named as one of the fastest places to be able to sell your home in the UK.

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3.5 A copy of media can be seen at Annex A.

4. Public Consultations

4.1 We have been running an online public consultation about our Grove Road plans.

4.2 In particular we have pushed the consultation on Facebook around the Grove Road area which has so far reached more than 75,000 people within a two mile radius of Grove Road.

4.3 The Grove Road consultation page was linked to an interactive website where people could view in detail boards containing the proposals.

4.4 The consultation ran over several weeks from July until September 18.

4.3 We have also started running consultations for community buildings in Ebbfleet Green and Castle Hill.

4.4 Please see below for images from the Grove Road consultation.

The screenshot shows the Ebbfleet Gardencity website header with navigation links: HOME, VIRTUAL EXHIBITION, HAVE YOUR SAY, and FAQs. The main content area features a green header with the text "WELCOME TO THE GROVE ROAD CONSULTATION WEBSITE". Below this, there is a paragraph of text: "On this website you will find information about our plans for the residential led mixed-use redevelopment of Grove Road, Northfleet. You will also be able to give us your thoughts on the scheme so we can take these into account before submitting an outline planning application later in the year. The consultation is running from 13th July 2020 to 18th September 2020." A green button labeled "HAVE YOUR SAY" is positioned below the text. Further down, another paragraph states: "As part of the consultation we held a virtual Q&A session with the project team on 28th July. If you were unable to take part in this event there is a video of the presentation below." Below this text is a thumbnail for a video titled "All Videos" with sub-headers "A COMMUNITY FOR ALL" and "CELEBRATING OUR HERITAGE". To the right of the text is a circular "Illustrative scheme" showing a site plan with buildings, green spaces, and a water feature, with labels for "Grove Road" and "College Road".

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Grove Road Consultation



Ebbsfleet Development Corporation is going out to a second round of consultation as it works to create new links to a riverside residential quarter near Ebbsfleet United football club.

Two years ago, the corporation carried out an extensive public consultation when residents and businesses were asked what they'd like to see in the Grove Road area of Northfleet. This new consultation reflects those answers.

Now the corporation has bought almost half of the land and is keen to develop it to its full potential.

The consultation is running from 13th July 2020 to 18th September 2020.

Click on the link opposite to take part in our new consultation.

Take part in the consultation by clicking here – your views are important



Call

0800 319 6185



Mail

info@groveroadedc.co.uk



5. Social media

5.1 Across social media in July and August we reached more than 180,000 individuals on Facebook, Twitter, LinkedIn and Instagram.

5.2 The most popular post across all channels was our post on the opening of Springhead Bridge, which included drone footage.

5.3 The post appeared in the timelines of more than 80,000 people.

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5.4 It was followed by our post on planning committee approving the third primary school for Ebbsfleet Garden City which was seen by more than 20,000 people.

5.5 **Annex B** contains social media trends.