

Ebbsfleet Development Corporation

Board Meeting Part	One
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Date of meeting :	18 November 2020	Paper Number:	EDC 020/112
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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 EDC 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 Our website was visited in October by 5,728 individuals who looked at 17,583 pages.

2.2 This is a new record for an October which usually includes a half term and beats previous Octobers by more than 700.

2.3 The site was boosted by a resurgence of interest in a blog from July called “Can you find Ebbsfleet Garden City’s Secret Path.

2.4 The second most popular pages was work for us where several jobs were advertised in the month and then this was followed by our Vision which details the implementation framework.

2.5 The website and how it has performed up until October 2020 can be seen in **Annex B.**

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:



There is also a fantastic 'secret' path that runs along the top of The Observatory, which you can access from the pavement by the B509, just further up from the Adams Drive entrance to the Redrow development. The hiking path takes you up along the top of Castle Hill Drive, down through the undergrowth alongside Redrow, and back up to the M20 where you can walk all the way along the top of the white cliffs to Bluewater. While this route isn't particularly kid-friendly (and definitely not for pushchairs!) it's a great active walking track and my husband and I went on a 2.5 hour long round hike on our own.

View of Castle Hill



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3. Media

3.1 Although we issued no press releases in October media coverage that mentioned the Ebbsfleet Garden City name was seen 150,000 people.

3.2 The seven pieces of coverage included two on American websites about the plans for the customs facility at Ashford and Ebbsfleet International.

3.3 News of the Ebbsfleet Green Primary School being on track for completion also made The Educator magazine.

3.4 A copy of media coverage can be seen in **Annex A**

4. Social Media

4.1 Across all our social media channels in September which are Facebook, Instagram, Twitter, LinkedIn and YouTube we received 176,000 views of posts.

4.2 Our most popular posts was the community video that we recently put up which was about Life in Ebbsfleet Garden City over the last 12 months and through the pandemic.

4.3 This was followed by three videos we created which were short animations about the results from the recent public consultations which we recently held about community buildings in Ebbsfleet Green and Caste Hill.

4.4 All four videos have had in excess of 1,500 views across our social media channels.

4.5 Below are screen grabs from the videos



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5. Board video

5.1 The board video for September was viewed by 81 people.