

Ebbsfleet Development Corporation

Board Meeting Part	One
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Date of meeting:	17 February 2021	Paper Number:	EDC 021/014
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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.	
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 our KPIs
Recommendation	FOR INFORMATION The Board is invited to NOTE the report
Annexes	Annex A – Media Annex B – Social Media and website
Delegation	Not Applicable
Financial impact	Not Applicable
Legal impact	Not Applicable
Stakeholder impact	The report covers the EDC’s communications activity
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. Media

- 2.1 There was plenty of activity in the media that covered the Ebbsfleet Garden City name last month and this.
- 2.2 A press statement written by us and approved by Number 10 and distributed by MHCLG on our new chairman's appointment gained a lot of coverage at regional level and in the trade press.
- 2.3 The interest in Simon Dudley was maintained when we issued a press release in February with Simon congratulating LRCH on its planning submission and describing it as a "once in a lifetime chance for the area".
- 2.4 We also wrote a press release on how our board had approved spend of £90,000 to help address the need for access to mental health services by local residents across the Garden City in the wake of the Covid pandemic, including funds for Ebbsfleet Academy where we worked with the headteacher for a quote and issued the release with a photograph of her.
- 2.5 We also issued a press release following January's planning committee which gave approval for an education campus which included Ebbsfleet Garden City's first secondary school. The story also made BBC Radio Kent.
- 2.6 In all, media that mentioned the Ebbsfleet Garden City name was seen by about 10 million people with people sharing articles across their social media just under 600 times.
- 2.7 A copy of media can be seen in Annex A.

3. Website

- 3.1. The EDC website was seen by 6,487 individuals in January who looked at almost 19,000 pages.

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- 3.2. It is by far the most viewers we have had in January since we relaunched the website as the month is traditionally slow as part of it covers school holidays.
- 3.3. The website was boosted by the media that we put out (above) and in particular more than 500 people visited us when we put out the story on the education campus being approved on the evening of the planning committee.
- 3.4. Other than the home page, our most popular pages included our vision page, the planning pages and blog post from July about how our blogger was coping under lockdown.
- 3.5. A copy of our website statistics showing trends from May 2016 when we redeveloped the site to last month can be seen in Annex B.

4. Social Media

- 4.8 Our posts across all our social media channels, Facebook, LinkedIn, Twitter, Instagram and YouTube were seen by in excess of 75,000 people over the last month.
- 4.9 Our most shared post on LinkedIn was the announcement of our new chair and that was shared nearly 30 times. The most popular post was the Alkerden Education campus.

Most shared



Simon Dudley announced as chairman of Ebbsflee...

19 Likes • 1 Comment

Most reacted



A new education campus which includes Ebbsflee...

72 Likes • 5 Comments

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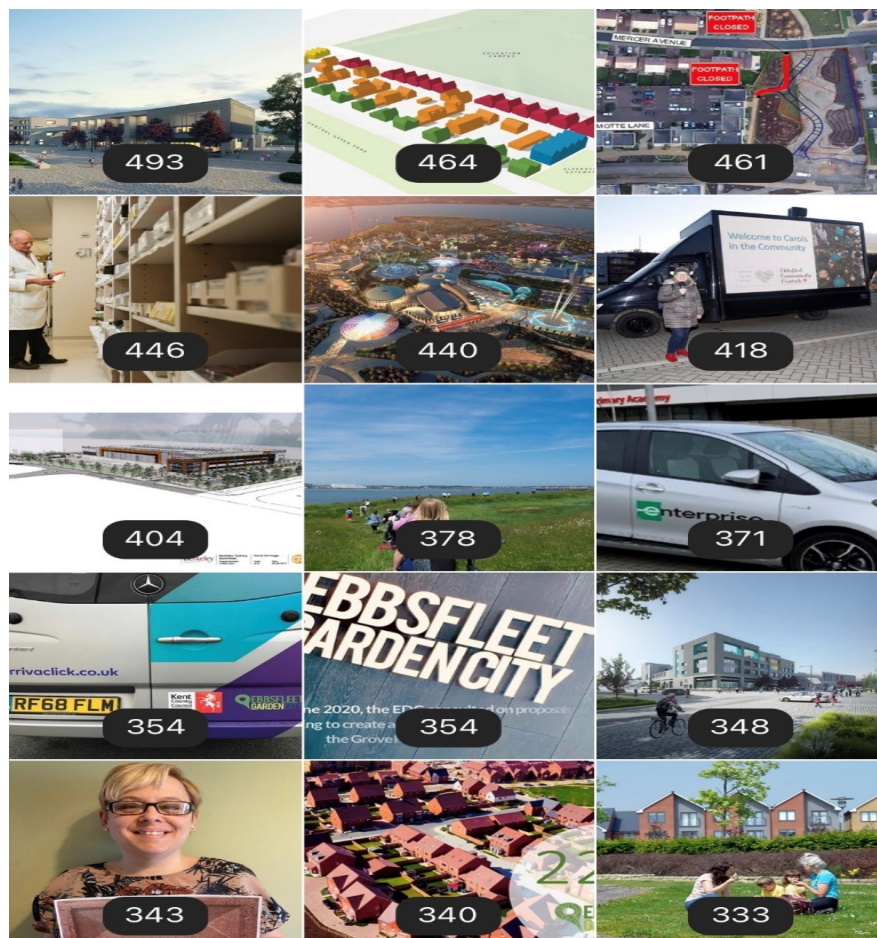
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4.10 On Facebook our post about a new pharmacy winning its appeal to open in Castle Hill was seen by more than 5,000 people.

4.11 On Instagram our most popular post was our announcement on LRCH which was liked 44 times using a picture of the proposed resort.

4.12 Below is an image showing how many accounts were reached on Instagram and analysis of social media can be seen in Annex B.



5. Board video

5.1 Last months board video was seen by 341 people.