



EBBSFLEET'S SOCIAL VALUE IMPACT

2023/24





CONTENTS

- Social value in Ebbsfleet 3
- Social value in 2023/24 4
- Local workforce 5
- Supporting apprentices 6
- Housebuilders’ and developers’ social value activities 7 & 8
- EDC corporate activity 2023/24 9
- Social value highlights 10
- The Corporation’s activity 11
- Our impact 12
- Direct investment 13
- An inclusive economy 14
- Apprenticeships and early careers 15
- Education outreach 16
- CYT careers programmes 17
- Healthier, safer and more resilient communities 18
- Supporting children and community cohesion 19
- School garden regeneration 20
- Culture and creativity in Ebbsfleet 21-23
- Decarbonising and safeguarding our world 24
- Sustainable performance framework 25
- Maximising benefits in the coming year 26



SOCIAL VALUE IN EBBSFLEET

Maximising the positive impact of Ebbsfleet's development for local people.

The development of a new community at Ebbsfleet will take many years and millions of pounds of investment. This regeneration includes contributions from public and private organisations, including Ebbsfleet Development Corporation (EDC), house builders, construction companies, infrastructure providers, investors and many others through the supply chain.

As one of the largest regeneration projects nationally, Ebbsfleet Garden City is not only providing much-needed housing, but also being developed for the benefit of local communities; promoting a wide range of jobs; enhancing the natural environment; and fostering opportunities for culture and recreation.

We want the benefits of the investment in this regeneration to be experienced by local people and businesses. This positive impact is known as 'Social Value'.

This is our second report and highlights the social value generated in 2023/24 and how our activity and that of our partners and suppliers is having a positive impact for local people.

The overall social value delivered across the Ebbsfleet Urban Development Area in the period January 2023-March 2024 is £11,454,529, with a cumulative value of £31,825,609 delivered since January 2022.



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SOCIAL VALUE IN 2023/24

This report covers the period 1st January 2023 to 31st March 2024 and features case studies that illustrate the impact that the social value generated has created in supporting a vibrant community, an inclusive economy and a healthy environment locally.

The first half of the report focuses on the social value delivered by our developers and housebuilders for the period.

The report then highlights To Ebbsfleet Development Corporation's own initiatives, investment and activity aimed at making Ebbsfleet a great place to live, work and visit.

A key element of the application of social value is the concept of additionality. We use the National TOMs framework (Themes, Outcomes, Measures) and the Social Value Portal to capture and measure this additionality.

All data captured through the framework is both additional to any contract requirements and has been allocated a 'proxy value' based on the value generated for individuals, their families and wider society.

CITY-WIDE SOCIAL VALUE AND IMPACT

Bringing job opportunities to local people generated the highest social value across housebuilders, developers and sub-contractors with 210 local residents of Dartford and Gravesham Boroughs, creating £7,189,838. Each averaged having 16.8 full time employees being employed on site.

Ebbsfleet Garden City's housebuilders and developers 2023/24

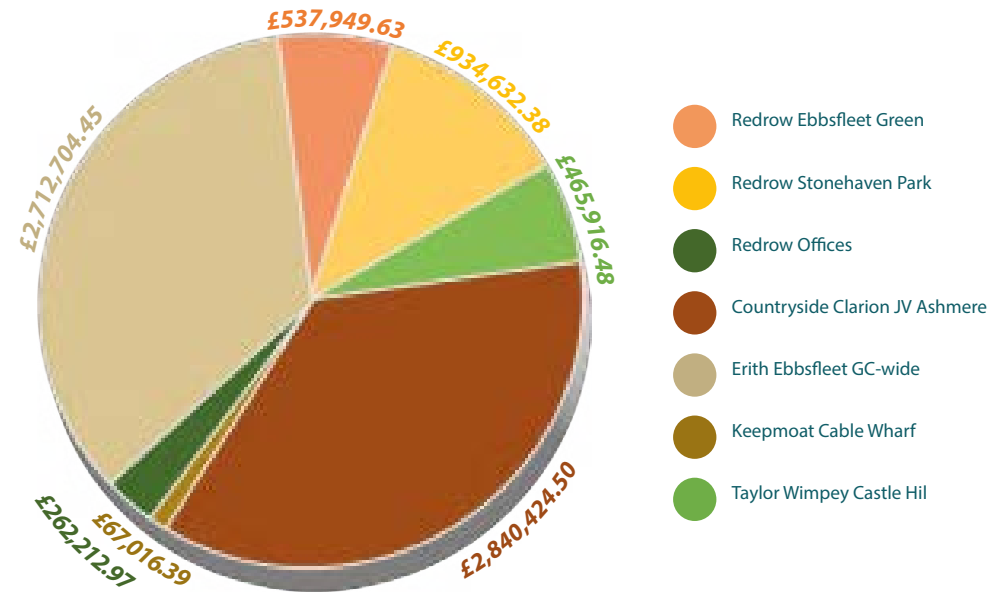
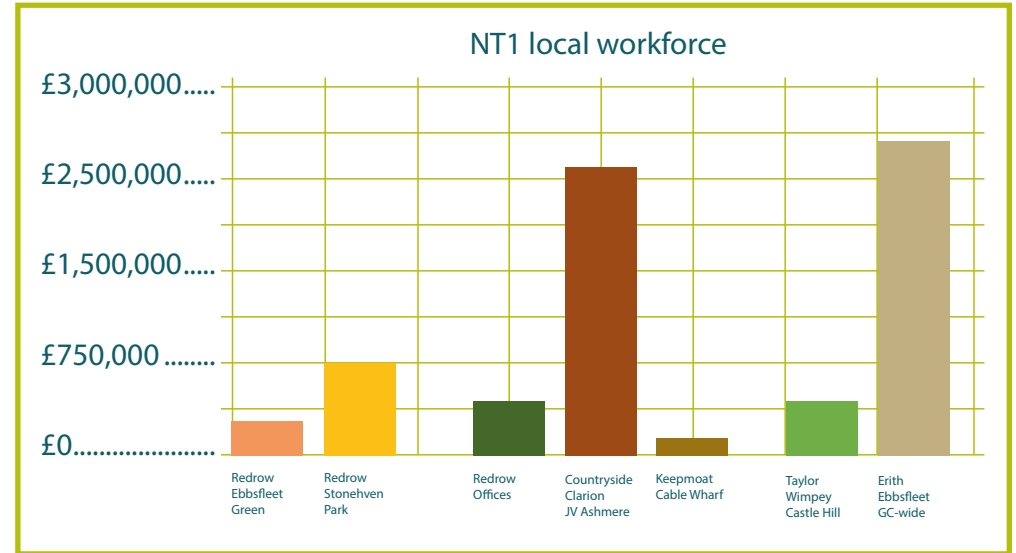
During the period, the total social value generated by housebuilders and the developers was £7,820,902, of which £7,189,838 was created through employing a local workforce and apprentices.

The bar chart and pie chart (right) shows the social value of key developers' local workforce 2023/24.

These figures highlight the huge economic benefits of employers creating roles for local residents, whether experienced personnel or new entrants learning their trades.

The localised proxy value of employing a local resident generates £34,156 p.a. of local economic benefit per person and for apprentices it is £251.79 per week.

Breakdown of housebuilders' and developers' social value in 2023/24



SUPPORTING APPRENTICES

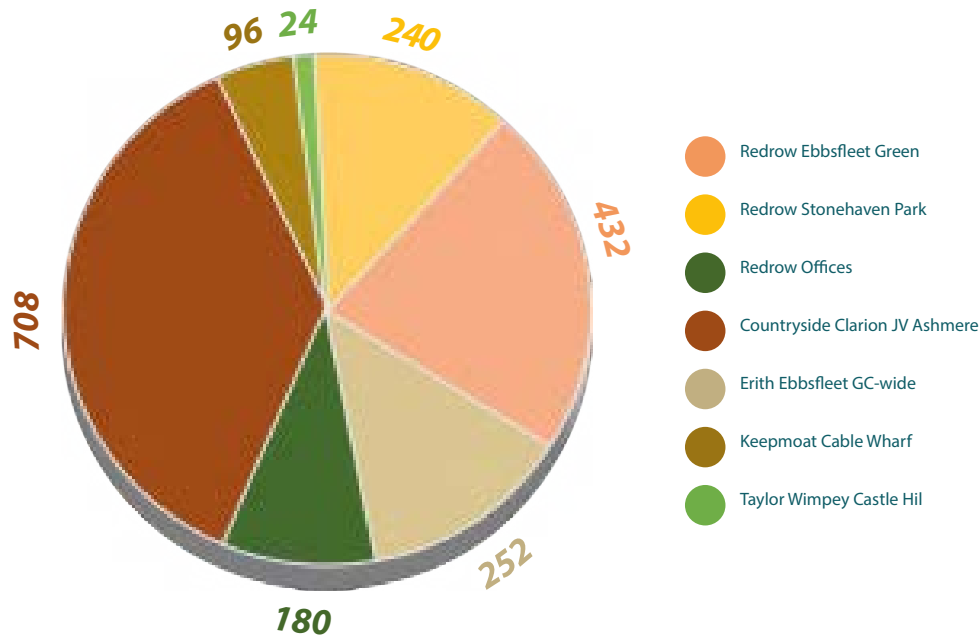
1,932 weeks of apprenticeship training delivered close to £0.5 million for 30 apprentices, 11 of whom are employed at Countryside's Ashmere site.

To support apprenticeships and entry level careers, Ebbsfleet Development Corporation, with Kent and Medway Careers Hub and Aim A Little Higher, created an Early Careers Show film featuring apprentices working in Ebbsfleet as bricklayers, carpenters and site managers.

The film is to inspire young people to work in the sector and is being shown in schools across Kent and Medway.

Please [click here to access the On Your Doorstep Videos](http://www.kentprospectus.co.uk) | Kent and Medway Careers Hub (www.kentprospectus.co.uk).

NT10 Apprentice weeks



It's important to mention that some Ebbsfleet developers did not submit their local labour figures for the period, meaning the total social value could potentially be even higher.

Bailey and Jackson are apprentice bricklayers with Countryside Clarion JV bricklaying contractor Flahive Bricklaying Ltd, based at the Ashmere development. Jackson says he was never interested in an office-based job and bricklaying was the route he chose instead.

"It's nice for me to look at a house and even though the owner won't know it, I can think 'I built that!'" Jackson said.



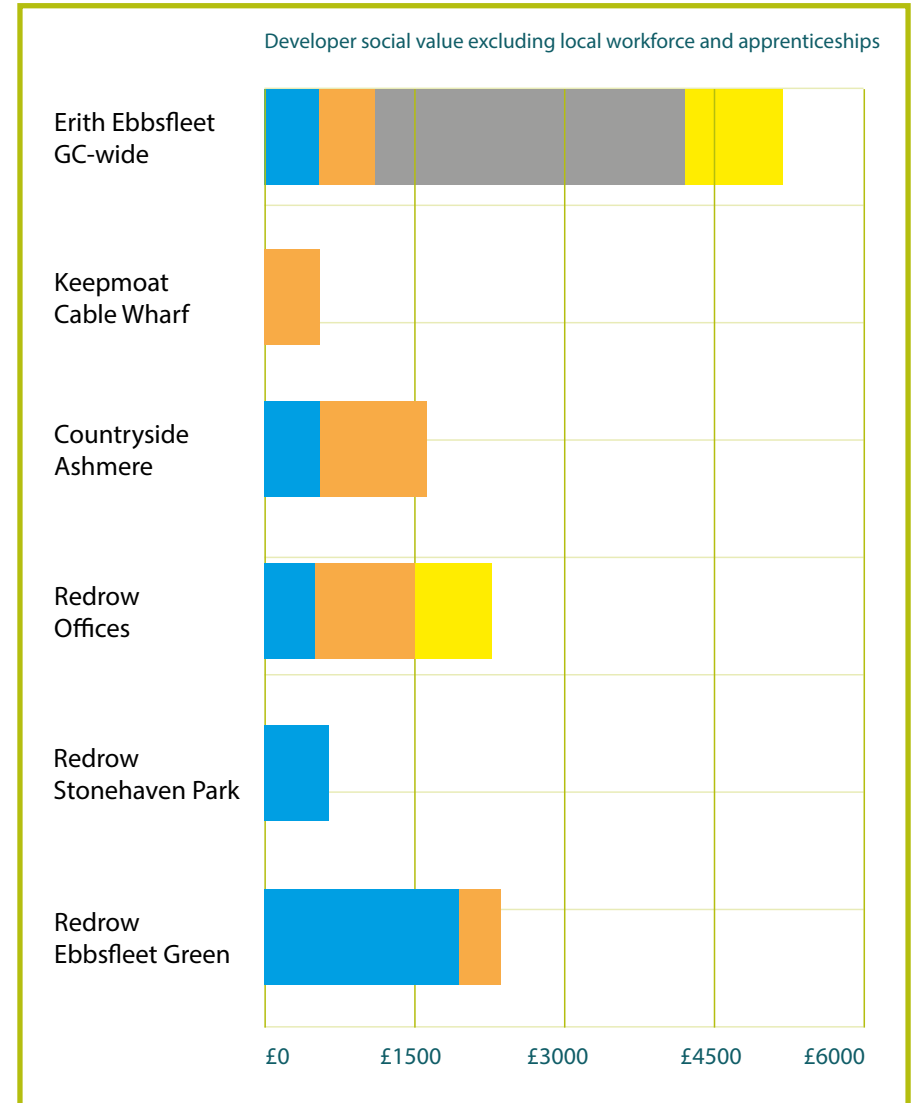
Bailey (centre) and Jackson (right) meeting Kamal Ellis-Hyman of Aim A Little Higher during filming of the Early Careers Show.

HOUSEBUILDERS' & DEVELOPERS' ADDITIONAL SOCIAL VALUE ACTIVITIES

In 2023/24, additional social value generated by developers equated to £11,573.62.

Developers and suppliers donated £4,000 towards community support, delivered 13 weeks of work experience and generously gave 226 staff volunteering hours to school career development and a further 72 hours volunteering in the local community.

Table (right) shows the contribution of housebuilders and developers to supporting local people.



SUPPORTING LOCAL FAMILIES

Redrow's Customer Care team have been supporting and volunteering with the Ellenor Hospice in Gravesend for over 3 years by sponsoring and raising money for them.

Staff chose the local charity as many staff within Redrow have experienced the impact cancer has, either through a friend, relative or colleague. The charity also gives amazing support to families and bereavement support.

In December 2023, staff volunteered at the Ellenor Hospice wrapping Christmas presents including toys, games, books and cuddly toys for siblings of their patients, so they don't feel left out when visiting over the Christmas period.



DEVELOPING A TALENT PIPELINE

The GCSE and 6th form curriculum at Wilmington Grammar School for Boys have a firm focus on design technology and construction.

Countryside Clarion JV and Ebbsfleet Development Corporation (EDC) partnered with the year 10s and 12s in summer 2023 to create a design project for the students to complete during their work experience week.

The week included visits to the Observatory for urban design workshops, plus a site visit to the Ashmere development. Countryside Clarion JV and Corporation staff, as well as the school's Deputy Head were extremely impressed with the concepts and work completed on the projects.



WGSB students at Countryside Clarion JV Ashmere

CORPORATE ACTIVITY 2023/24

Ebbsfleet Development Corporation has invested in the local community through our own funding and activity, as well as attracting funding from third parties to deliver community activities in the area and through the Ebbsfleet Garden City Trust's Community Investment grant-giving initiative.

Our own activity includes employability projects, funding for community events, investment in initiatives and projects with schools, charities and community groups, activities to increase biodiversity and the environment, and the promotion of healthy lifestyles.

Levering in further investment including 'This Must be the Place Programme' with Cement Fields and Arts Council England, and the Innovate UK 'Resident Connectedness Programme' has helped create additional benefit supplementary to our own funding.

The Corporation also directly invested £1,689,392 into community assets and infrastructure.

Ebbsfleet Development Corporation activity and direct investment created £3,633,627 of social value.



HIGHLIGHTS 2023/24

An inclusive economy

- Training providers delivered 5 weeks of employability programmes
- Construction Youth Trust delivered over 130 careers sessions to 4,692 students from 14 local schools
- The Corporation employed 2 degree-level Town Planning Apprentices
- We hosted 3 local students with work experience and a university intern over summer 2023
- The third North Kent Apprenticeship Event which EDC helped create, attracted over 700 visitors
- The Corporation staff gave 20 hours expert advice to Micro and Small Enterprises (MSMEs)
- 78% of our suppliers had sustainability commitments and policies
- The Corporation created the Ebbsfleet Garden City Trust legacy and stewardship independent charitable trust

A vibrant community

- The Corporation staff spent over 100 hours supporting community groups with health projects, planting initiatives and through arts and culture
- With the Ebbsfleet Garden City Trust, we distributed £18,634 of Community Investment Fund to 30 community groups
- 2,291 users engaged with the BetterPoints app, with 1,141 completing 413,094 activities during the reporting period
- Through our Resident Connectedness project, we assisted local residents to connect, putting them at the heart of the community
- The Corporation partnered with Bluewater and the parents, teachers and community of Knockhall Primary School to fund and transform the school grounds
- We continued to support Edible Ebbsfleet
- We supported local school summer fairs and promoted an active lifestyle
- Through our culture and creativity programmes, over £400,000 was invested in a community-led cultural programme; co-locating cultural facilities within planned infrastructure; and developing life and work skills
- We collaborated with Cohesion+ to host the summer Fusion Festival and the annual Winter Lights festival

A healthy and sustainable environment

- We started our work to reach a net-zero carbon target by the completion of Ebbsfleet (circa 2035-40)
- We mapped the Urban Development Area, modelling each building, all journeys, waste and carbon sequestration
- We developed and launched our Sustainable Performance Framework

THE CORPORATION'S ACTIVITY AND IMPACT IN OUR LOCAL AREA



OUR IMPACT

The cumulative social value generated across Ebbsfleet highlights the benefit that large scale regeneration has for local people across Dartford and Gravesham.

The social value figure is just the beginning; more importantly, this investment is driving projects and initiatives that make a real, positive difference in the quality of life for residents and their communities.

This cumulative impact is growing and will continue to do so over time as Ebbsfleet expands, for the benefit of current, future and neighbouring residents. Read some of the stories that were created through our direct investment and social value activity in 2023/24:



DIRECT INVESTMENT INTO COMMUNITY ASSETS

We continue to make invest directly in projects to ensure that Ebbsfleet is developed to garden city principles for the benefit of communities. This investment creates additionality and social value.

In the 2023/24 period £1,689,391.64 was invested in assets such as the recharging facilities for the new electric-powered buses for Fastrack, new cycle hubs and allotments. We have also invested in design and feasibility studies for new community centres at Ebbsfleet Green and Alkerden.



Community Buildings

Our report, 'Space in the Place' sets out an ambition for the amount and type of community buildings that would be sufficient to serve the growing community at Ebbsfleet. The long-standing planning requirements for community buildings at Ebbsfleet Green and Alkerden fell short of this ambition, so the Corporation has committed to co-investing with the developers to enhance the facilities that will be delivered. The design process for these facilities has actively involved local residents.

Fastrack

To make the Fastrack bus route sustainable with electric buses, the Corporation invested in charging hubs at the Gravesend bus terminal, upgraded the Bath Street terminal and boosted biodiversity with plantings along the way.



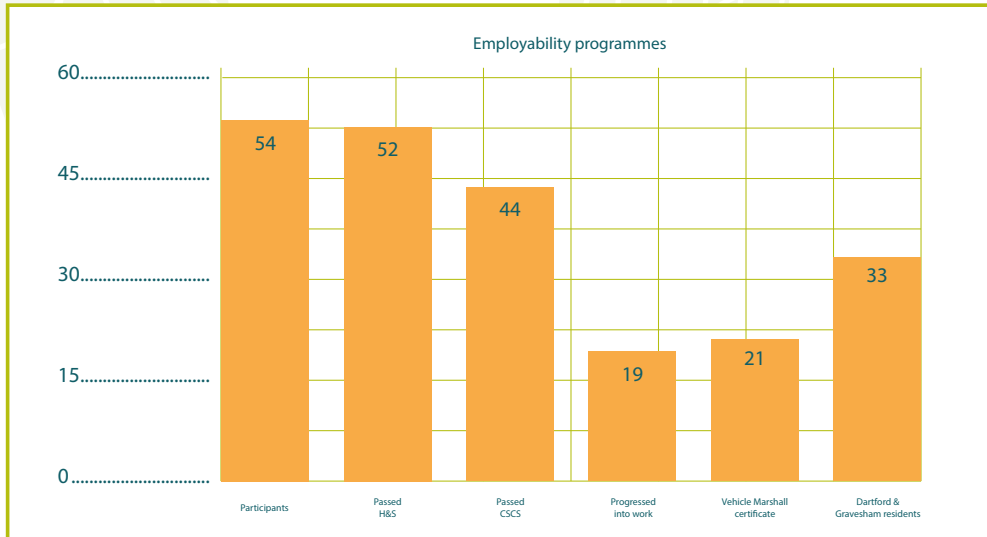
AN INCLUSIVE ECONOMY

Assisting local people into work

Over 2,000 people are employed within the construction sector in Ebbsfleet as the development grows at the quickest rate across the country. There are however skills gaps in the sector from ground workers, to trades personnel, to site managers but in contrast there is higher than South East average unemployment locally. The Corporation addresses this challenge with short employability programmes designed to give local residents the 'tickets' required to work on-site in construction.

During this reporting period we have funded 5 short courses, attended by 54 local residents.

Delivered by local company O'Halloran and O'Brien, the CITB and by the Prince's Trust, the programmes were designed for young people, many of whom were not in education, employment or training, with additional programmes for residents aged 25+ years, who wanted to upskill to work in construction. These programmes created over £270,000 in social value.



- 54 people attended
- 2,025 hours' worth of training was delivered
- 52 achieved L1 Award in Health & Safety in the Construction Environment
- 44 passed their CSCS card test allowing them to work on-site
- 21 of 23 participants achieved their Vehicle Marshalling qualification
- 19 progressed straight into work
- 36 participants were aged 16-24 years
- 18 were 25+ years
- 61% were Dartford or Gravesham residents

APPRENTICESHIPS AND EARLY CAREERS

The Corporation continues to promote apprenticeship routes with both employers and local students and in August 2023 we employed 2 apprentice Town Planners after they finished their A Levels.

We co-created the first North Kent Apprenticeship Event in February 2022 with The Education People, Careers and Enterprise Company and Kent County Council. Over 700 people attended the third event in February 2024 hosted at Wilmington Grammar School for Boys. Visitors from across North Kent heard from employers and training providers about career opportunities locally.

In Spring 2024 we funded the 'Early Careers Film, On your Doorstep' with the Education People and The Kent and Medway Careers Hub. Focusing on apprenticeships, first-time jobs and graduate positions in the built environment sector, the film includes interviews with young people from companies working across Ebbsfleet.

Work experience is a fantastic opportunity for young people to find out what life at work is really all about and we have supported young people within the Corporation's team and our suppliers to gain this experience.

In July 2023, 4 young people from local sixth forms attended 2 weeks of work experience with consultants Arcadis and 2 other sixth form students spent a week each at the Corporation's offices. In summer 2023, we hosted a 4-week paid internship for a local student studying at university.



EDC's apprentice town planners at the North Kent Apprenticeship Event 2024



EDUCATION OUTREACH – CREATING A TALENT PIPELINE

With funding from the Corporation, Construction Youth Trust have been working in local secondary schools and have engaged with over 6,000 young people since January 2022.

In the 2023/24 period they delivered careers advice, sustainability workshops and design, planning and construction projects, to over 4,692 young people, across multiple sessions, in 14 local schools.

They deliver 2 programmes: the 'Built Environment Career' sessions for years 7 – 13; and the 'Building Future Skills' programme for sixth form students.

EDUCATION BUILDING FUTURE SKILLS (BFS)

For the second year in a row, the Corporation hosted the Construction Youth Trust 'Building Future Skills' programmes for sixth form students in November 2023, which included three days of workshops at the Observatory and a visit to Bellway's Harbour Village scheme.

- Total number of students participating: 11
- Volunteer engagement is a feature of the BFS, with 5 different industry volunteers giving support from: Laing O'Rourke, Bellway and Kier, as well as EDC staff
- Student demographics: 80% male, 20% female. 64% identified as BAME and 27% exhibited at least one deprivation indicator (e.g. in receipt of free school meals, caring responsibilities, at-risk of becoming NEET)
- From 4 schools: St Johns, Northfleet Technology College, Stone Lodge School and North Kent College
- Students worked in groups to design a community building for the Harbour Village development, with additional topics covered such as, green skills, urban design, garden city principles and regeneration ideas, as well as employability, green skills, CV writing, careers guidance, understanding apprenticeships and mock interviews



CYT BUILT ENVIRONMENT CAREER PROGRAMME

Along with the dedicated programme for sixth form students, Construction Youth Trust also delivered a wide-ranging careers advice programme in local secondary schools to inspire students to progress into careers in the built environment. In the period 1st January 2023 – 31st March 2024 Construction Youth Trust:

Delivered programmes across 14 secondary schools in Dartford and Gravesham Boroughs;

- The programmes engaged 4,681 young people
- With a student demographic of: 57% males and 42% females with 32% of students identifying as BAME
- The programme included interactive sessions on 'Bridge Building' and the 'Carbon Challenge'
- CYT delivered with North West Kent Alternative Provision Service, Pierview Academy and Ifield School, extending their reach out of mainstream education to those in need of additional support

In March 2024, Construction Youth Trust took 19 students from Ifield School, a school supporting students with special educational needs, to visit Bellway's Alkerden Heights development.

Whilst there, young people had a chance to see a live construction site, the current housing projects and the exciting employment opportunities.

Testimonial from BFS students:

"My favourite part of the programme was the trip to the Bellway site because I got to see how everything works and gain a deeper understanding"

"I liked asking the questions to David [an industry volunteer] because it was nice seeing someone who was in our position once."

"I enjoyed finding out what paths the volunteers took to get where they are now"



They also commented that the session improved attendee knowledge and understanding of the different careers available in the built environment sector.

HEALTHIER, SAFER AND MORE RESILIENT COMMUNITIES

Ebbsfleet Development Corporation has invested close to £0.5m in developing healthy, active and cohesive communities in 2023/24.

BetterPoints

The Get Active in Ebbsfleet challenge, delivered via the BetterPoints app is funded by the Corporation as part of our community engagement to promote a healthy lifestyle. Designed to help residents and local community members to get active, the challenge rewards physical activity such as walking, running, and cycling through points that can be converted into high street shopping vouchers or they can be donated to local good causes.

During this period 1,141 users participated in 413,094 activities travelling over 300,000 miles. They avoided 85,465kg of CO2 by using active travel rather than the car and burnt over 36 million calories!



67% of respondents to the end-of-year evaluation survey stated the challenge has been beneficial for their mental wellbeing. 43% said it had helped them with weight issues also.

Additional challenges and campaigns included the Pumpkins in the Park trail for families in October and 12 days of giving in December which encouraged residents to donate their rewards for local causes such as Foodbanks and homelessness charities.

“I would rarely walk anywhere before I started to use BetterPoints. It is a massive motivator to get outside and take a walk or replace short car journeys with a walk instead. I knew I wanted to get more active, so I downloaded the app to get me going and it has had a big impact - I have been using the app for 4 years now.

I like that the app automatically tracks my movement. There are also great gift card options to exchange my points for. The extra challenges were great for keeping me walking for longer than sometimes I would need to. I walk a lot more now and I would never have swapped car journeys for walking in the past

My mental health since using the app has improved massively because I am using an hour a day to get active. This has also had a great impact on physical health, I have lost over two stone since using the app!”

Shannon – Active Star for February 2024



SUPPORTING CHILDREN GETTING ACTIVE

To promote healthy lifestyles, the Corporation supported a local primary school fair with a smoothie bike to support the children, parents, teachers and Friends Association to get active.

The event raised funds for the school to provide enrichment activities and resources. The smoothie bikes gave the children the opportunity to create a healthy snack using their own pedal power and reinforced the work we have been doing to encourage physical activity, healthy eating and sustainable travel.

The Mayor of Gravesham even had a try!

COMMUNITY COHESION

Using £127,780 of funding, secured via a successful joint bid with Ambit Studio Ltd to Innovate UK, the Corporation launched a project to identify, understand and prioritise resident connectedness.

The project was co-led with residents and defined opportunities, generated new ideas and then planned for 3 innovations to be implemented.

The project aims to improve social connectedness producing socio-emotional, cognitive, functional and economic benefits. It presents opportunities for co-production work, engages residents and stakeholders from Ebbsfleet and the surrounding areas, and included workshops with intergenerational engagement, increasing awareness and cohesion between the existing and new neighbourhoods. As a long-term project the innovations will be progressing to delivery during 24/25, with resident and Community Board support.



REGENERATION OF LOCAL PRIMARY SCHOOL GARDEN

The Knockhall Primary School Garden Regeneration Project was a joint effort involving the parents, friends, teachers, the school community, local residents, and funding from EDC and Bluewater Shopping Centre.



**Knockhall
Primary School**

It transformed two overlooked areas within the school grounds, into vibrant spaces that encompass an edible garden, sensory herb garden and a wildflower area to attract bees and pollination. Over time this initiative will not only benefit the children but will foster a strong sense of community involvement. The key focus was to create an educational environment, to provide numerous advantages to both the school and the local community.

The project offers numerous benefits for the children involved: by actively participating in the gardening process, they develop essential life skills such as teamwork, responsibility, and patience; the hands-on experience stimulates their curiosity, encourages a love for nature, and promotes environmental awareness; the gardens serve as outdoor classrooms, providing practical lessons in science, ecology, and horticulture.

This holistic approach to education fosters a deeper connection between children and the natural world, which can have a positive impact on their overall well-being. Its benefits extend beyond the school walls, positively impacting the local community and act as a catalyst for community involvement, inviting parents, volunteers, and local organisations to contribute to its development and maintenance.



CULTURE AND CREATIVITY IN EBBSFLEET

The Corporation invests in and supports culture and creativity in Ebbsfleet as they are fundamental to a thriving economy, improving health and wellbeing, and creating a sense of identity, belonging and community.

Our approach is one of partnership and collaboration. Since 2018 we have co-designed and co-delivered a range of projects and programmes with residents and partners to establish Ebbsfleet as a place where creativity is intrinsic to everyday life, and available for everyone to participate in.



During the period we invested £449,470 in culture and creativity programmes across 3 priority areas:



Priority 1: An ongoing community-led cultural programme

The Creative Exchange is a long-term programme of creative and cultural events and projects devised and delivered through a resident-led Culture Forum under the guidance and support of Blueprint Arts.

The Forum is led by 16 residents, funded by the Corporation and Arts Council England and reflects the diverse make-up of the community. Following the first of their events in 2023, their second event – The African Fusion Festival in March 2024, brought over 200 local residents together to celebrate African culture, food, arts and dance. While another 642 residents engaged in creative workshops with local artists.



Priority 2: Co-locating cultural facilities within planned infrastructure

Our strategy for cultural infrastructure is to co-locate cultural and creative facilities within community buildings and outdoor spaces so they become part of people’s everyday lives. We’re also ambitious to have specialist facilities in Ebbsfleet including headquarters for cultural institutions to bring jobs into the area.

With the support of Creative Estuary and investment through the Cultural Development Fund, we crafted a narrative ‘The Cultural Infrastructure Prospectus’ and identified two potential future creative development areas: Whitecliffe as a new development and Northfleet as a regeneration area.



Priority 3: Developing life and work skills

We understand how creativity can support people’s health and wellbeing and support people into training and employment.

This Must Be the Place is a long-term engagement programme for young people to learn about design and the built environment with artists, architects and other professionals. It is led by Cement Fields with funding from Arts Council England, the Corporation and others. Upward of 25 young people have been involved with the programme over the 3-year period, with their artwork displayed at the Ebbsfleet International Station.

CELEBRATING 5 YEARS OF CULTURAL DEVELOPMENT IN EBBSFLEET

To celebrate our 5 years of cultural development, in May 2023 we gathered with our partner organisations and colleagues to review and showcase the work to date.

Our guest of honour was Sir Nicholas Serota, Chair of Arts Council England who had previously visited 5 years ago at the very beginning of Ebbsfleet's cultural journey.

At the end of the event, he requested the microphone and in an unplanned speech, described the work as *"outstanding"*.

Many other projects and events have taken place including annual creative family-focussed events to bring people together and build on the growing sense of community here.

Each year we initiate co-design workshops and regular engagement with residents and organisations to understand what is important to them, what facilities people want in new buildings, parks and the public realm, including public art.

DECARBONISING AND SAFEGUARDING OUR WORLD

The Corporation has set a target to make Ebbsfleet Garden City net-zero carbon by the time we have completed building the new community, anticipated to be 2035-40.

This will mean a 90% reduction in carbon emissions to a level of 0.33 tonnes per resident, baselined against the current per capita levels for residents in the boroughs of Gravesham and Dartford or circa 3.5 tonnes per person per annum. This will also help contribute towards the national target of achieving carbon zero by 2050.

To achieve this, we created a detailed carbon model for the Urban Development Area, covering each building, all journeys, waste produced, and carbon captured through our green spaces. We have used the model to identify the most impactful actions to achieve net-zero carbon over time.

We will be able to report on the enhanced level of decarbonisation it is achieving at a city scale on an annual basis going forwards, enabling an evaluation of the impact the programme has made.

SUSTAINABLE PERFORMANCE FRAMEWORK (SPF)

We have developed the SPF to improve the sustainability of Ebbsfleet as a place beyond decarbonisation.

The SPF aims to ensure that Ebbsfleet is truly sustainable in regard to being water resilient, biodiverse, healthy and non-polluting, with minimal waste.

To achieve this the SPF sets performance levels for key project types and a design process to enable delivery of this performance, that we are committed to following in all our development projects.

We'll implement and monitor performance to ensure these targets are met by completion of the Urban Development Area and we'll be able to report on the enhanced performance over and above building regulation requirements, for each project. This will enable us to evaluate the impact of the SPF on an annual basis.



MAXIMISING BENEFITS IN THE COMING YEAR

Over £31 million of social value has been generated through collaboration with many organisations, since the Corporation began measuring social value impact in January 2022. It is a fantastic contribution to our long-term goal of maximising social value for the benefit of local people.

Housebuilders such as Countryside and Redrow, plus remedial and earthworks contractors, Erith, have contributed a large proportion of this through their direct and supply chain local workforce.

We continue to support them with their recruitment and any skills gaps identified.

Our employability programmes, designed to give upskilling opportunities to local residents, and our education outreach programmes, which develop a long-term talent pipeline of young people wishing to work in the built environment, create job and career opportunities for local people. During 2024/25 we will continue to push towards a 25% local workforce and a 5% apprenticeship rate by supporting our developers' skills and recruitment requirements.

We have increased activity and interventions to advance community cohesion, health and wellbeing and cultural development during the period, plus have encouraged residents to host their own programmes and networks.

Moving forward, we will continue to support community-led initiatives such as the Resident Connectedness and Culture Forum, to enable residents to take ownership of their community. We will continue to support Ebbsfleet Garden City Trust in their stewardship ambitions.

Our decarbonisation and sustainability projects will gather momentum in 2024/25 as our partners and developers support the ambitions.

The launch of the allotments and community gardens will contribute to these aims and we will continue to focus on environmental and health and wellbeing for residents and children in both Ebbsfleet and our wider communities.

With the procurement of several contractors and consultants to work on the Ebbsfleet Central development, which the Corporation is bringing forward, we expect to see social value delivered by our procured partners for the first time in the 2024/25 period.

Many have committed to supporting education outreach, employability programmes and work experience, plus donating time, resources and funds to local community groups and environmental projects. This is being recorded and monitored through the Social Value Portal.

Finally, the Corporation will seek to engage with local SMEs and supply chains to develop relationships and build awareness of the potential opportunities to work within the creation of Ebbsfleet over the coming years.





For further assistance or information about our social value ambitions, please contact us:

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