



16th July 2024

COMMUNICATION WORKING GROUP

To be held in the Council Chamber, Town Council Offices
Wednesday 24th July 2024 at 2pm

Town Councillors are reminded that they have a duty to state a Declaration of Interest prior to the appropriate agenda item and to consider the Crime and Disorder Act 1998 s.17 when reaching a decision.

Working Group Members

Cllr Nick Varley Chair	Cllr Sally Layne
Cllr Chloe Gustard Vice Chair	Cllr Nigel Wightman
Cllr Victoria Granville	

Quorum minimum of 3 elected members

Agenda

1.	<u>APOLOGIES FOR ABSENCE</u> To receive and note apologies for absence.	-
2.	<u>REQUESTS FOR DISPENSATIONS</u> To consider written requests from Members which have previously been submitted to the Town Clerk to enable participation in discussion and voting on items for which the Member has a Disclosable Pecuniary Interest. (s.31 & s.33 of the Localism Act 2011).	-
3.	<u>DECLARATIONS OF INTEREST</u> To receive any declarations of interest from members in respect of any items of business included in this agenda.	-
4.	<u>MINUTES OF THE COMMUNICATIONS WORKING GROUP HELD ON 12th JUNE 2024</u> To receive, adopt and sign the Minutes of the Meeting of the Communications Working Group held on 12 th June 2024 as a true record.	Attached

Town Council Offices
Bradbourne Vale Road
Sevenoaks Kent TN13 3QG

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email: townclerk@sevenoakstown.gov.uk
web: sevenoakstown.gov.uk

5. 5.1 5.2	<u>TOWN CRIER</u> To review designs for front cover. To note forthcoming production dates.	Attached
6. 6.1 6.2	<u>20MPH COMMUNICATION</u> To review the communication plan. To review the public information Q & A.	Attached
7.	<u>SOCIAL MEDIA DATA</u> To receive and note data.	Attached
8.	<u>UPDATE FROM COMMUNITY ENGAGEMENT MANAGER</u> To consider update from Community Engagement Manager.	To follow
9.	<u>CURRENT MATTERS</u> To consider updates on current matters.	Attached
10.	<u>PRESS RELEASE</u> To consider any items for press release.	-

Sevenoaks Town Council
Minutes of the Communication Working Group
Held on 12th June 2024, at 2.00 p.m.

Cllr Nick Varley, Chair	Present	Cllr Victoria Granville	Present
Cllr Chloe Gustard, Vice Chair	Present	Cllr Sally Layne	Apologies
Cllr Nigel Wightman	Apologies		

In Attendance: Cllr Dr Marilyn Canet, Town Clerk, Community Engagement Manager

1. Communication Working Group Terms of Reference

RESOLVED: To note the following:

a) The Terms of Reference approved by Council on 13th May 2024 for the Communication Working Group, which is to report and provide recommendations to the Finance & Delivery Committee.

b) That during the Council meeting, Cllr Varley was elected as Chair of the Communications Working Group, and Cllr Gustard elected Vice Chair.

- | |
|---|
| <p>a) To review the internal and external communications strategy of Sevenoaks Town Council and make recommendations to the Finance & Delivery Committee.</p> <p>b) The Working Group can invite external representatives as non-voting members to participate on relevant topics.</p> <p>c) Meetings of the Communications Working Group will meet as and when required.</p> |
|---|

2. Minutes of the Communications Working Group held on 2nd May 2024

RESOLVED: To agree that the Minutes of the previous meeting were a true record.

3. Town Crier – Feedback from Town Councillors

Following on from discussions at previous meetings and request for feedback from Town Councillors the following had been received from Cllr O'Hara, Cllr Granville, Cllr Gustard and Cllr Layne.

Overall, the Town Council's publication was considered to be well read and appreciated by recipients and there was encouraging requests to be included within the production from voluntary organisations and businesses, although it was noted that there were legal limitations relating to adverts.

It was noted that some positive changes had been made in the latest edition. From the overall feedback received the following was agreed, some of which had been previously considered:

- i) Consider changing the name of the publication
- ii) Front page to cover big positive news
- iii) Provision for a Youth Council / Youth page if copy available
- iv) To remain A4 format
- v) Design to be more contemporary
- vi) To acquire three alternative designs from a designer for a template to be used in the future.

4. 20 mph Communication Plan

The designs and costings for the 20 mph scheme had been signed off by the Finance & Delivery Committee the previous evening. A detailed timetable and workplan for implementation was not yet available from KCC.

A 20 mph Communication Plan was being worked on and would be circulated in the near future. STC and KCC would need to invest resources in producing the activities within the Communication Plan.

5. Councillors Surgeries & consideration of future plans

Town Councillors had been having some conversations about the future of the Councillors Surgeries for the future, details to be forwarded to Officers in order that these could be promoted.

6. Update from Community Engagement Manager

Helen provided a verbal update on the following that she had been recently working on:

- i) Improvements to Town Crier – still evolving
- ii) Events on the Vine A5 brochure
- iii) D Day event and social media coverage
- iv) Forget Me Not Café
- v) Liaising with businesses for community event sponsorship
- vi) Promoting Bloom Tidy Up Days
- vii) Publications now on Flip Books – Town Crier, Events on the Vine brochure.
- viii) Data for evaluation e.g. Dashboard, QR data being kept all showing positive, will be provided for next meeting – 3 monthly as previously agreed.

There being no further business the Vice Chair closed the Meeting as the Chair had to leave prior to the end.

SEVENOAKS TOWN CRIER

SEVENOAKS TOWN COUNCIL NEWS



NEW MAYOR FOR TOWN

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THEATRE PAGE 7



MOST SEARCHED



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www.reallygreatsite.com

AUTUMN 2024

Autumn 2024

Sevenoaks Town Crier

Sevenoaks Town Council news for the community



New Mayor for the town

At the Annual Meeting of Sevenoaks Town Council held on Monday 13th May 2024, Councillor Libby Ancrum was elected the new Mayor of Sevenoaks.

Councillor Elisabeth (Libby) Ancrum has lived and worked in the Sevenoaks area for more than 27 years. Cllr Ancrum was first elected to Sevenoaks Town Council in 2022.

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20mph speed limit
plan underway
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20 mph sign



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SEVENOAKS

TOWN CRIER

News from Sevenoaks Town Council



SEVENOAKS IN BLOOM

Going for gold!
Call for volunteers
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We want to hear
your views
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Sevenoaks Town Council NEWS



Autumn 2024



New Mayor for the town

At the Annual Meeting of Sevenoaks Town Council held on Monday 13th May 2024, Councillor Libby Ancrum was elected the new Mayor of Sevenoaks. Councillor Elisabeth (Libby) Ancrum has lived and worked in Sevenoaks for 25 years. She is a qualified teacher and has worked in education for 25 years. She is a member of the Sevenoaks Town Council and has been a councillor for 10 years. She is a member of the Sevenoaks Town Council and has been a councillor for 10 years. She is a member of the Sevenoaks Town Council and has been a councillor for 10 years.

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20 mph sign



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TOWN COUNCIL NEWS



NEW MAYOR FOR TOWN

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MOST SEARCHED



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Autumn 2024

News from Sevenoaks Town Council



New Mayor for the town

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Councillor Elisabeth (Libby) Ancrum has lived and worked in the Sevenoaks area for more than 27 years. Cllr Ancrum was first elected to Sevenoaks Town Council in 2022.

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20 mph sign



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NEWS FROM SEVENOAKS TOWN COUNCIL



NEW MAYOR FOR TOWN

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SUMMER¹³ 2024

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Communications Plan

for internal use

Sevenoaks Town Council
20mph signage scheme
implementation
Summer 2024

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What, why, where, when: background

1. Background on 20mph Speed Limits in Sevenoaks
2. Maps and lists of roads affected
3. Communications Plan – purpose and principles

Who and How Section A: Methods and stakeholders

4. Methods of Communication
5. Table of more detailed breakdown of stakeholder groups, key messages and methods of communication and monitoring intended results

Who and How Section B: Communication examples & distribution lists

6. Q and A Text for residents and Glossary of Terms
7. Templates of emails to schools, residents' associations etc
8. Sample social media posts
9. Sample poster content & QR codes
10. Press release example
11. Distribution list – residents associations - schools – community groups – venues

Appendix: Reference documents & resources

12. Original STC consultation documents and statistics
13. KCC 20mph Toolkit (resource)
14. Plans of individual roads depicting position of gateways and signage (to be linked to online and/or QR code for residents)
15. Sevenoaks 20mph Implementation dates timeline

What, why, where, when: background

1. Background

Proposed 20mph Speed Limits in Sevenoaks

In late 2022, Kent County Council consulted on a proposed Town-wide 20mph speed limit scheme for Sevenoaks Town. This came following five separate petitions presented to Kent County Council and Sevenoaks District Council over the past six years, demonstrating the desire for speed reductions.

An amended scheme was created by a Working Group of Kent County Council and the Sevenoaks Joint Transportation Board to respond to the comments received in the initial consultation.

Although not involved in the creation of the amended scheme process, Sevenoaks Town Council - as a key supporter and agreed financier of the final scheme - conducted a town-wide public survey on the revised designs. The public survey took place between 1st November 2023 - 14th December 2023.

The results were considered by the Sevenoaks Joint Transportation Board, who recommended that the scheme be delivered, with the following roads removed:

- St Botolph's Road
- Hitchen Hatch Lane
- Mount Harry Road
- Northern section of the A225 from the Vine to Bat & Ball Junction

Following the completion of data analysis from the Town Council's 2023 Public Consultation, and prior to the meeting of the Sevenoaks Joint Transportation Board on 20th March 2024, Sevenoaks Town Council published the following report on this link:

[Report of Planning Committee 18th March 2024 - Sevenoaks Town Wide 20mph Speed Limit 2023 Consultation](#)

This report includes background to the scheme, details on the consultation process, key data from responses, and a recommendation approved by the Town Council's Planning Committee on 18th March 2024, to Kent County Council and the Sevenoaks Joint Transportation Board.

A final decision was provided from Kent County Council's Portfolio Holder which adopted the recommendation from the Joint Transportation Board. The Traffic Regulation Order (TRO) requires that a "Has Made" document announcing its adoption must be published alongside completion of the scheme by 1st September 2024. Due to this time restriction, the main features will commence delivery from 12th August 2024, while any additional "enhanced" features which are not legally required but which would increase compliancy, may be delivered after September 2024. Efforts will be taken to ensure that works are of the least possible disruption to motorists, especially as this coincides with the start of the new academic year.

2. Maps and lists of roads affected and those key roads NOT included

MAPS HERE AND LIST OF ROADS

Note from GE: I have asked KCC for full list as it is very extensive and I don't want to miss one. If they can't provide it I will continue making the below list.

Interactive map for residents

Link to interactive map for residents with postcode search, allowing them to search their own postcode and showing roads affected. To be included in communications including social posts.

Link here: <https://rb.gy/q7q0aw>

ROADS AFFECTED

Northern:

- Betenson Avenue
- Broomfield Road
- Robyns Way
- Pontoise Close
- Madison Way
- Lake View Road
- Cavendish Avenue
- Hill Crest
- Bosville Drive
- Bosville Road
- Oakdene Road

St John's:

Woodside Road

Vine Avenue

Town:

- Ashley Road
- Pound Lane

ROADS NOT INCLUDED

- St Botolph's Road

- Hitchen Hatch Lane
- Mount Harry Road
- Northern section of the A225 from the Vine to Bat & Ball Junction
- The A224 Tubbs Hill
- Part of London Road (to the Junction of Pembroke Road)

WHAT IT WILL LOOK LIKE, Pictures of coloured tarmac, enhanced gateways.

20mph Delivery Timetable and Description of Works

Date	Description of works
12 th August 2024 – 1 st September 2024	Works to commence – comprising erection of gateway signs and repeater signs. Some of the planned roundels may be delivered at the same time to reduce requirement for additional road closures if feasible. Minimum of gateway signs and repeater signs to be complete by 1 st September 2024.
1 st September 2024	Publication of “Has Made” document, advertising legal adoption of the 20mph speed limits and the exact roads and their extents which have been amended to 20mph. This includes 21 day consultation period with opportunity to submit comment to Kent County Council (as the Local Highway Authority)
1st October 2024	20mph speed limit to come into force, to allow time for comments on the Has Made document to be considered after 21-day consultation period.
September 2024 – October 2024	Delivery of any features – being roundels, enhanced gateways and any road surfacing works required for their implementation – which could not be completed by 1 st September 2024.

Definition of terms as used throughout this document:

- A gateway is the entrance and exit of a particular speed limit area (aka 20mph or 30mph) and will have particular engineering in place to indicate to drivers where it comes into force. This may be by way of a gateway sign, a roundel, or coloured surfacing on the road.
- A gateway sign is a post with the speed limit advertised in a red circle. This is erected at the beginning and end of a new speed limit.
- A repeater sign is similar to the above, but slightly smaller and erected throughout the 20mph area to reinforce the speed limit.
- A roundel is a white speed limit advertisement painted onto the road in a white circle. This is erected at the beginning and end of a speed limit to indicate the gateway.
- An enhanced gateway includes all of the above (gateway sign and roundel) as well as coloured tarmac on the road on which the roundel is painted.

3. Communication Plan

Sevenoaks Town Council carried out a public consultation at the end of 2023 relating to a proposed 20 mph signage scheme in the town.

A full report is available separately relating to the consultation exercise, results and decision process. It can be read on this link: [Report of Planning Committee 18th March 2024 - Sevenoaks Town Wide 20mph Speed Limit 2023 Consultation](#)

Kent County Council are working up a Design for the 20mph scheme, Sevenoaks Town Council signed off the funding for this in June 2024.

It is expected that the 20mph scheme will start to be installed from 12th August 2024 and is likely to cause some traffic disruption and there will need to be clear communication with residents about the process. The intention is to if possible have as much of the 20mph implementation take place prior to the September school term starting.

At this stage it is not possible to have a clear final Communication Plan as details from KCC regarding final timetable and implementation process are not yet available.

Purpose of Communication Plan

This plan identifies the relevant stakeholders, key messages the Council wants to convey, how this can be best put across and the timescale for doing so; simply put who, what, why, how and when.

What are the risks of failing to engage effectively?

Key stakeholders are unable to fully participate in preparation of the plan or have not committed to the implementation of actions set out within the plan.

Implementing national standards for Community Engagement

The Council will adopt the National Standards for Community Engagement and in doing so seek effective engagement with local people, organisations and businesses.

Some key principles of engagement:

Truth
Be realistic
Clarity
Honesty
Simplicity

The table below sets out the 10 national standards of engagement and to be taken account of during communicating the 20mph signage scheme.

10 National Standards of Engagement

Involvement – we will identify and involve the people and organisations who have an interest in the focus of engagement.

Support – we will identify and overcome any barriers to involvement.

Planning – we will gather evidence of the needs and available resources and use this evidence to agree the purpose scope and timescales of the engagement and actions to be taken.

Methods – we will agree and use the methods of engagement that are fit for purpose.

Working together – we will agree and use clear procedures that enable participants to work with one another effectively and efficiently

Sharing information - as necessary to inform participants

Working with others – we will work effectively with others with an interest in the engagement.

Improvement – we will develop actively the skills, knowledge and confidence of all the participants

Feedback – we will feedback the results of the engagement to the wider community and agencies affected

Monitoring and Evaluation – we will monitor and evaluate where the engagement achieves its purpose and meets national standards for community engagement

Importance of Communication Plan in principle:

To develop action plans for each stakeholder group setting out why they need to be communicated with, what key messages they need to receive, how the message will be communicated.

Who needs to be communicated with

Why they need to be communicated with

What key messages they need to receive

How the message will be communicated

When the message will be communicated

Stakeholder identification, mapping and prioritisation:

Stakeholder groups are identified and then prioritised in a way which recognises both the impact that each group can have on the change process and the new organisation and also their attitude and awareness.

Based on their position each stakeholder group is prioritised into priority 1, 2 and 3 in descending order of priority.

Stakeholder groups:

Town residents generally (inc Residents associations)

Residents of streets in which the changes will be made, especially those whose houses are next to gateway features to be introduced.

Parents and guardians of school children

Local business community

Schools

KEY MESSAGES:

Why it is being done:

Safety benefits of reduced speed limit – refer to consultation document information on accident and fatalities

How it is being done:

Clarity and transparency of how consultation handled and the outcome

Clarity and transparency of the process with KCC and other relevant parties

Clear depiction of how scheme will be rolled out and where and how

How long it will take

How residents will be affected – Is my road included? When will the work happen?

Who to contact for information, report problems

Who and How Section A: Methods and stakeholders

4. Methods: (general outline)

Press releases and press articles.

Press releases - wide online readership to promote the 20mph implementation process and opportunities to input.

Social Media posts – promote key dates, events and timescales

Issue email bulletin using database of community contacts.

Prepare for each stage of the scheme providing an update of key dates and information via social media, press releases, web updates.

Include from KCC proposed work schedule, when road closures might occur for each road as available

Simple Q & A sheet available online, for Councillors and Office Staff

All information provided online. Printed leaflets available. Access to printed document available at STC office.

Clear links from Council home page.

Preparation of leaflet and QR codes to link to website sections and to relevant sections on KCC website.

Static exhibition panels/banners for key social community areas, centres etc.

Adverts for screens in station, Bat and Ball, Stag etc. With QR code for leaflet/online information.

Extensive Q&A on website linking to further information or consultation documents and facts (and QR code to be circulated via social media)

Q&A produced as a leaflet with additional information it refers to and QR code, to be well publicised and available at key local hotspots, given out at events, given to schools

Email to residents' associations and community groups

Leaflets dropped to schools ahead of summer term ending On Tuesday 23 July and/or schools asked to send message to parents via electronic newsletter

Social Media posting including to local FB groups

Email via Town Team and Chamber of Commerce to as many local businesses as possible.

Consistent and repetitive messages to reinforce key messages

5. **Table of more detailed breakdown of stakeholder groups, key messages and methods of communication and monitoring intended results: in table**

More detailed breakdown of stakeholder groups, key messages and methods of communication and monitoring intended results:

	Objective/key messages	Key Activities	Target Audience	Facilitator	Timeline	Evaluating engagement/results
	<p>Inform local residents of:</p> <ul style="list-style-type: none"> • reasons for change to 20mph; • details of process of consultation and • of process of implementation of scheme; • schedule of roads affected and of dates/ works from KCC; • timescale; • who responsible for different aspects; • who to contact for queries or complaints <p>Using KCC 20mph Toolkit as resource in compiling materials.</p>	<p>Press Release</p> <p>Social Media</p> <p>Posters & QR codes</p> <p>Q&A on website</p> <p>Q&A leaflet printed</p> <p>Screen adverts</p>	General Public	HC	July 2024	<p>Obtain good number of social media engagements</p> <p>Obtain good number of hits on website pages</p> <p>Obtain good number of leaflets picked up</p> <p>Positive comments and feedback on social media channels</p> <p>QR code statistics</p>
	<p>Inform local residents of:</p> <ul style="list-style-type: none"> • reasons for change to 20mph; 	Email communication to RAs and electronic	Residents' Associations	HC	July 2024	<p>Positive comments and feedback</p> <p>Good level of engagement</p>

Sevenoaks Town Council – 20 mph Communication Plan

	<ul style="list-style-type: none"> • details of process of consultation and • of process of implementation of scheme; • schedule of roads affected and of dates/ works from KCC; • timescale; • who responsible for different aspects; • who to contact for queries or complaints 	version of Q&A leaflet				Reduce levels of concern and confusion. Reduce complaints and inquiries.
	<ul style="list-style-type: none"> • Inform schools, parents of possible disruption affecting school drop off or pick up. • Inform parents of change to speed limit <p>It is hoped disruption due to works will be completed prior to school term.</p>	<p>Email all schools before end of summer term on 23 July, and again beginning of September if ongoing</p> <p>Posters up near to start of term</p> <p>Drop in Q&A leaflets for parents</p>	Schools and Parents	HC	Early July, in August to beginning September 2024	Positive comments and feedback

Sevenoaks Town Council – 20 mph Communication Plan

	Public awareness of change to speed limits	KCC publicity material including banners, bin stickers etc to be used. Social Media Posters Press Release Q&A leaflets	General Public Residents of impacted roads	HC	July / August 2024	Positive comments and feedback

Who and How Section B: Q&A, Communication examples & distribution lists

6. Q and A

For website linking to information, and as a leaflet with information and QR code to link to web sections. Glossary of terms for website and leaflet also.

Answers are in blue text.

What does this 20mph signage scheme mean?

The answer is clear – 20mph is as enforceable as any other speed limits. It will be enforceable in Sevenoaks from 1st October 2024.

Why are you doing it?

KCC states: “A pedestrian is five times more likely to die if hit at 30mph rather than 20 mph.” Sevenoaks Town Council believes that 20mph limits would be a valuable investment in community safety as well as encouraging active travel and reducing climate impact.”

How was it consulted on by STC? How was it approved and by whom?

The revised scheme was consulted on by Sevenoaks Town Council in 2023, due to it being the proposed financier and key promoter of the scheme. The results being in favour of the scheme, Sevenoaks Town Council has agreed to fund its implementation and KCC will be publishing a legal “Had Made” document. This document follows the original TRO and confirms the roads which will be changed to 20mph.

A full report is available separately relating to the consultation exercise, results and decision process. It can be read on this link: [Report of Planning Committee 18th March 2024 - Sevenoaks Town Wide 20mph Speed Limit 2023 Consultation](#)

What was the process of getting it approved and how are other councils involved?

Kent County Council published a legal Traffic Regulation Order in 2022, advertising the proposed extents for a 20mph scheme. This went to a public consultation, the results of which were discussed by the Sevenoaks Joint Transportation Board – a District Council advisory forum comprising KCC Councillors, District Councillors and a number of Town/Parish Council representatives.

The Sevenoaks JTB resolved to form a Working Group of elected members who would refine the scheme in response to the public comments received. The revised

scheme was consulted on by Sevenoaks Town Council in 2023, due to it being the proposed financier and key promoter of the scheme. The results being in favour of the scheme, Sevenoaks Town Council has agreed to fund its implementation and KCC will be publishing a legal “Had Made” document. This document follows the original TRO and confirms the roads which will be changed to 20mph. This will be advertised for 21 days, during which public may make representations to the County Council.

How much will it cost?

UPDATED COST and graphic IS AWAITED FROM KCC

Who is paying for it?

KCC have designed and costed the Sevenoaks scheme based on the JTB decision. The cost of the scheme is being met by the town council via Community Infrastructure Levy financial contributions received from developers, and a small amount of underspend from the last financial year.

There will be no increase to the Council Tax for this project.

Where does this money come from in the Town Council funds and budget?

Sevenoaks Town Council Funding Budget Allocation for 20 mph

Sevenoaks Town Council had originally allocated £130,000 for the 20mph signage scheme and £25,000 for the Zebra Crossing in Dartford Road (costs currently unconfirmed).

Budget Code	£
Original CIL provision	£112,600
	£29,367
Subtotal CIL	£141,967
Underspend from 2023 / 24 financial year	£11,489
Total	£153,456
Contingency from underspend of 2023 / 24 financial year	£10,000

Further, at its Finance & Delivery Committee held on 10th June Sevenoaks Town Council agreed to use £141,967 of its Community Infrastructure Levy and £21,489 of its 2023 / 24 underspend to pay for the delivery of the 20mph signage scheme designed by Kent County Council (KCC).

Will this make my Council Tax go up?

No. This uses existing funds, none of which have come from Council Tax payments.

When will it come into force?

For breakdown, see timescale of dates in Appendices.

Signs will be installed from 12th August 2024. The “Has Made” document will be published on or before 1st September 2024 – stating the Local Highway Authority’s intention to adopt the new speed limit as law and providing 21 days for public responses. 1st October 2024 has been proposed as the date on which the 20mph speed limits become legally enforceable – in order to give time for consultation responses to be considered, and to give public a clear and memorable date for when the changes come into force.

How will it be enforced?

This is a signage-only scheme which is designed to be self-enforcing. This means that police and speed cameras will not be used to monitor and enforce the speed limits, however does not mean that motorists are not legally responsible for adhering to them. Compliance will be monitored intermittently to evaluate whether or not additional measures need to be introduced in order to improve compliancy. STC remains committed to its original intention not to introduce “hard traffic calming measures” such as speed bumps and chicanes, and would instead investigate more “psychological” measures such as wider pavements, additional street parking or advisory cycling paths.

Which roads are included?

Note from GE: I have asked KCC for full list as it is very extensive

Northern:

- Betenson Avenue
- Broomfield Road
- Robyns Way
- Pontoise Close
- Madison Way
- Lake View Road
- Cavendish Avenue
- Hill Crest
- Bosville Drive
- Bosville Road

- Oakdene Road

St John's:

Woodside Road

Vine Avenue

Town:

- Ashley Road
- Pound Lane

Are there maps showing the roads affected?

Yes. For maps of individual roads showing position of gateways or signs see Appendices.

You can also use the following Public Map link to search your postcode and see whether your road is included. New 20mph speed limits are lined in yellow, existing are shown in dark blue, and private roads are in light blue.

<https://rb.gy/q7q0aw>

Which key local roads are not included?

The JTB considered the responses to this second consultation on 20th March 2024 and recommended to the Portfolio Holder that the scheme be reduced via the removal of:

“Mount Harry/Hitchen Hatch Road*, St Botolph's Road, and the northern section of the A225 from the Vine to the Bat and Ball junction.”

*Referring to Hitchen Hatch Lane.

The A224 Tubbs Hill and part of London Road (to the Junction of Pembroke Road) were already excluded from the scheme.

SUMMARY: KEY ROADS NOT INCLUDED

- St Botolph's Road
- Hitchen Hatch Lane
- Mount Harry Road
- Northern section of the A225 from the Vine to Bat & Ball Junction
- The A224 Tubbs Hill
- Part of London Road (to the Junction of Pembroke Road)

What will roads look like in the scheme?

Roads will have either signage or enhanced gateways (coloured tarmac with roundels).

When will the road start to be closed for signs etc to be put up?

We are awaiting the schedule of road closures and works from KCC and will communicate them on our website, social media and emails, posters and signs. Works are scheduled to start from August 12.

How will it be disruptive? How long will it go on for?

Works are scheduled to start from August 12 to 1 September 2024. The aim is to have the majority of the works done while schools are on holiday for the summer to avoid too much disruption.

How do I find out which roads are closed/disrupted?

We are awaiting the schedule of road closures and works from KCC and will communicate them on our website, social media and emails, posters and signs. You can contact Kent County Council, or view the following webpage which allows you to see planned roadworks in your area: <https://one.network/>

Who is organising the road closures and doing the works?

Kent County Council highways department will organise the schedule of road closures and the works. You can contact Kent County Council, or view the following webpage which allows you to see planned roadworks in your area: <https://one.network/>

How will it be done – will it be staggered with other roadworks?

Kent County Council highways department will organise the works bearing in mind other closures and works.

How will they minimise disruption?

As above, Kent County Council highways department will organise the works bearing in mind other closures and works.

How will we be informed about the road closures?

We are awaiting the schedule of road closures and works from KCC and will communicate them on our website, social media and emails to community groups and residents' associations, and put up posters and signs. You can contact Kent County Council, or view the following webpage which allows you to see planned roadworks in your area: <https://one.network/>

Who can I contact to check which roads are closed/about to be closed?

You can contact Kent County Council, or view the following webpage which allows you to see planned roadworks in your area: <https://one.network/>

When will it be finished?

The main works are due to be complete by 1st September 2024.

What does it hope to achieve?

As previously stated, KCC states: “A pedestrian is five times more likely to die if hit at 30mph rather than 20 mph.” Sevenoaks Town Council believes that 20mph limits would be a valuable investment in community safety as well as encouraging active travel and reducing climate impact.”

What do I do if I want to make a complaint about a road closure or other aspect?

Formally respond to the Kent County Council “Has Made” document due to be published on or before 1st September 2024.

How do I object to the change to 20mph?

Formally respond to the Kent County Council “Has Made” document due to be published on or before 1st September 2024.

What about the Zebra Crossing in Dartford Road. How much does that cost and who is paying for it?

Sevenoaks Town Council has resolved to pay for the zebra crossing on Dartford Road, which was originally proposed by KCC in their previous consultation for the earlier 20mph design. KCC Officers are currently investigating feasibility – including exact location to conform with highway regulations. It is still being designed, expected to cost in the region of £25,000 to £40,000.

Glossary of Terms – what do terms mean?

What is a gateway feature on a road?

The main purpose of a gateway is to indicate visually to drivers by having markings on the road that they are entering a special area e.g. 20mph. It will include a larger speed limit sign, and may also consist of a road marking, indicating the new speed limit.

What is an enhanced gateway?

An enhanced gateway may consist of additional treatments including coloured tarmac on the road covering half or the whole carriageway. This will be introduced at the most prominent gateways where the most traffic is likely to pass, with the speed limit roundel painted on top of it to indicate to drivers the new speed limit.

What is a TRO?

TRO is a Traffic Regulation Order, and is a legal document announcing the Highway Authority's proposals for changes to highway law. It is subject to a public consultation, with the option to vote for or against the proposals and provide justification or comments. If 5 or more objections are received to the consultation, the proposals will be referred to an advisory forum – in this case, Sevenoaks District Council's Joint Transportation Board (JTB).

The JTB will consider the proposals and public responses via a public meeting, and will agree a recommendation to be made to Kent County Council's Portfolio Holder. This may be for the entire scheme, or with recommendation for amendments to be made.

The Portfolio Holder will then make the final decision, and the scheme as agreed will commence installation. Following this, a "Has Made" document will be published, advertising Kent County Council's intention to adopt the proposals as highway law – either in full or in an amended format. A 21-day comment period will commence, allowing public to make representation as to the intended changes. At the conclusion of this period, the changes will become legally enforceable.

What is the Sevenoaks JTB?

The Sevenoaks JTB is a non statutory advisory forum established by Sevenoaks District Council and comprising Kent County Council Councillors, elected District Council Councillors, and a number of parish/town Council representatives. The role of the JTB is to advise the relevant Authority on highways and transportation works scheduled and completed.

7. Templates of emails to schools, residents' associations

TO COME

8. Sample social media post – based on KCC 20mph Toolkit

"20mph limit schemes are being introduced in Sevenoaks to help create a healthier and safer. The scheme is being introduced as part of plans to increase walking and cycling #SaferTravel #ActiveTravel #Walking #Cycling. To find out if it affects your road, go to the online interactive map and search under your postcode, via this link <https://rb.gy/q7q0aw>"
With image and 20mph sign.

9. Sample poster content & QR codes

TO COME

10. Press release example TO COME

11. Q&A leaflet for residents Attached

12. Distribution list – residents associations- schools – community groups – venues

Contact Group Name: Residents' Associations

Ashgrove Area RA
Bradbourne RA - Byron Brown
Bradbourne RA - John Ingram
Bradbourne RA - Margaret Nicholas
Bradbourne RA - Troy Callaway
Buckhurst RA - Alvin Chantler
Drive RA - Roy Walker
Granville & Eardley Road RA - Helen O'Sullivan
Grassy Lane RA - Ellen & Tamim Saleh
Greatness RA - MR & Mrs Hilson
Hartslands Group - Angela Rudd
Hitchen Hatch Lane RA
Hollybush RA - Jim Purves
Hollybush RA - Neil Crabtree
Hollybush RA & SDC Cllr - Elizabeth Purves
Hopgarden Lane RA - Victor Swanton
Knole Paddock RA - Andrew Pring
Knole Paddock RA - Henry Pound
Lakeside Place
Oakhill Road Company - Ron Tatum
Redland Road RA - Andrew Eyre
Redlands RA - Graham Lodge
St John's RA - Gwyn Jones
St John's RA - Lesley Smith
St John's RA - Marie Botha
Tubs Hill Parade RA - R C Wassell
White Hart Estates RA
Wilderness RA - Mark Kibblewhite

Contact Group Name: Schools

Sevenoaks Primary School
St Johns Primary School
The Granville School
Walthamstow Hall School (Junior and Senior)
New Beacon School
Solefield School (term ended til Sept 4)
Sevenoaks School (term ended end of June til late August)
Dunton Green School
Riverhead Infants School
Amherst School

Otford Primary School

Community Groups and organisations:

U3A
Soroptimists
Sevenoaks Senior Citizens Forum

Business Groups:

Sevenoaks Chamber of Commerce
Town Team Contacts

Venues to leave Q&A leaflets:

Vine Café
Bat and Ball station café
Bat and Ball centre
The Stag
Town Council offices
District Council offices
Waitrose leaflet racks
Adult Education centre, Bradbourne Road
Sevenoaks Library
Hollybush Café
Sainsburys
Sevenoaks Station (with permission)
House in the Basement youth café
Waitrose

Reference documents

(attached)

13. Original STC consultation information pack (including accidents and fatalities statistics)
14. KCC 20mph Toolkit (resource for social media/communication templates)
15. Plans of individual roads depicting position of gateways and signage (to be linked to online and/or QR code for residents)
16. Sevenoaks 20mph Implementation dates timeline
17. Draft Residents information leaflet with Q&A.

DRAFT

Why are 20mph plans introduced?

[Source: Government Atkins 20mph study]

TRANSPORT

- Casualty and injury reduction.
- Reduction of rush hour traffic through residential areas.
- Reduce the negative impact of cars in urban centres

COMMUNITY

- Community concerns about speed, safety and the quality of the local environment.
- Demand from local groups and individuals in the community.
- Seen as a low cost initiative, which delivers instant improvements for local residents, schools and commuters.

HEALTH

- Encourage active travelling locally (walking and cycling instead of driving)
- Improve public health and wellbeing

Background to the demand for 20mph in Sevenoaks.



The following five petitions presented to Kent County Council and Sevenoaks District Council over the last six years created the demand for a 20mph provision in Sevenoaks:

- **To reduce speeds in Seal Hollow Road to create safe access to Knole Park**
- **For a 20mph zone around Sevenoaks Primary School**
- **For a 20mph zone around St John's Primary School**
- **For a wide 20mph zone, to protect the remaining primary and secondary schools in the area bounded by Seal Hollow Road, Sevenoaks High Street, South Park, the railway line and the A25.**
- **For a 20mph zone to protect families walking from the Greatness and Hillingdon areas to Seal Primary School.**

Two of these have been implemented (for Sevenoaks and St John's Primary Schools) but the remaining schools and the surrounding residential areas remain at 30mph.

Sevenoaks Town Council is of the opinion that the introduction of additional areas of 20mph is essential to our current and future road safety, protection of the environment and the community's well-being. It is also complementary to other proposals, including those for cycle routes in the future and the Aim M4 in the Sevenoaks Town Neighbourhood Plan which supports additional 20mph in residential areas and around schools.

[Source: Sevenoaks Joint Transportation Board meeting: 13/12/22]

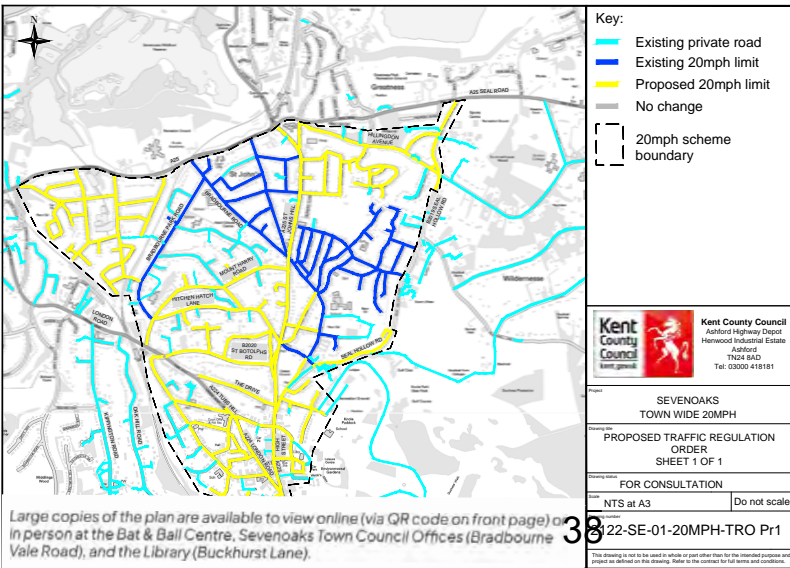
Kent County Council's consultation indicated a majority in favour of a town-wide scheme by those living within it, whereas those surveyed outside the town boundary opposed as a majority.

[Source: Sevenoaks Joint Transportation Board meeting: 18/09/23]

The Town Council is aware that other local councils in Sevenoaks District have consulted with their local residents directly on local community proposals for 20mph.

[Source: Sevenoaks Joint Transportation Board meeting: 15/03/23]

Sevenoaks Town Council is consulting on the outlined revised project plan provided by Kent County Council below. It is a **Signage-Only Scheme** which will not include physical traffic calming measures.



Costs relating to 20mph scheme in Sevenoaks.

[Source: KCC Vision Zero Document]

The **Signage-Only Scheme** is suitable for the project and is significantly less cost than physical traffic measures.

At present, the estimate for a Signage-Only Scheme in Sevenoaks is £130,000, with a further £25,000 for the installation of a zebra crossing on Dartford Road. This will be funded by the Community Infrastructure Levy paid for by developers.

KCC Vision Zero documents states:

Each death and life changing injury on Kent's Highways is a personal tragedy and that is why we have a target of zero deaths.

Serious injuries also have very high social costs. 24-hour home care can cost up to £2,000 per week. Other costs include clearing the scene, emergency services and resulting congestion. The Department for Transport estimates the average value of prevention of each reported casualty, which estimates a value for all human and public costs as follows:

Fatal:	£1.9 Million
Serious:	£220,000
Slight:	£17,000

In 2019 Kent's combined prevention value of all collisions was over £263m, including over £70m for fatalities and over £143m for serious injuries.

Sevenoaks Town Council believes that 20mph limits would be a valuable investment in community safety, as well as encouraging active travel and reducing climate impact.



Collision Statistics.

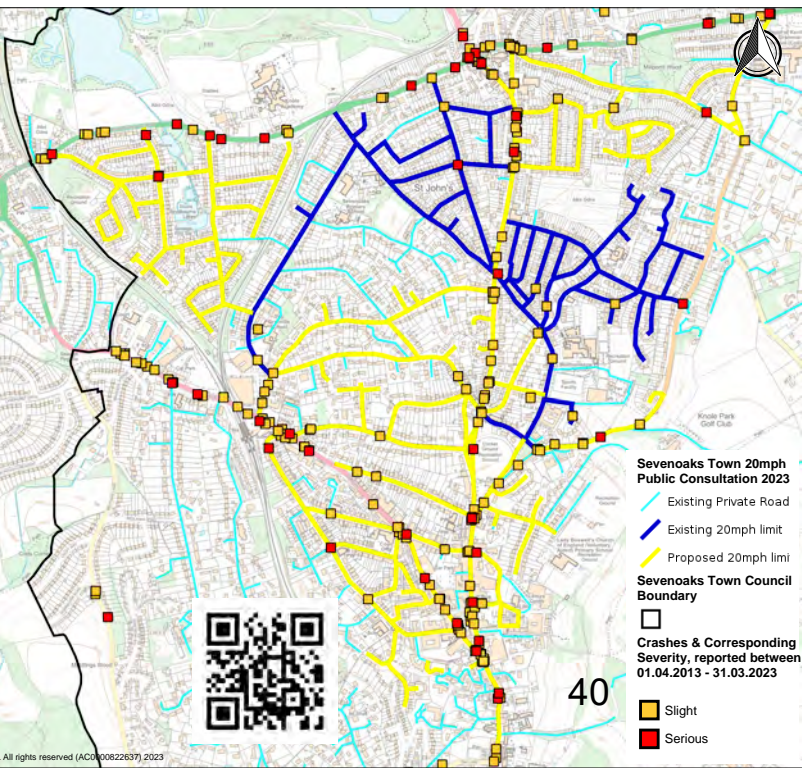
[Source: Kent County Council – Personal Injury Crash Data]

“A pedestrian is five times more likely to die if hit at 30mph rather than 20mph”

[Source: KCC Vision Zero document]

Kent County Council provided the following information for Sevenoaks Town for the years 01/04/2013 – 31/03/2023. It should be noted that collisions totalled between 2020–2021 were abnormally low nationally due to the COVID pandemic.

COLLISIONS	295
CASUALTIES	362
VEHICLES INVOLVED	506



Community Support.

[Source: Petition presented to JTB Committee on: 09/06/21]

Community support in favour of the 20 mph proposals was included within the 2021 Petition submitted to the Joint Transportation Board including from the following schools, community groups and organisations:

- ◆ St John's C of E Primary School
- ◆ Sevenoaks Primary School
- ◆ Lady Boswell's C of E Primary School
- ◆ St Thomas Catholic Primary School PTA
- ◆ The Granville School
- ◆ Trinity School Sevenoaks
- ◆ Sevenoaks School
- ◆ Knole Paddock Residents' Association
- ◆ St John's Residents' Association
- ◆ Hollybush Residents' Association
- ◆ Bradbourne Residents' Association
- ◆ Eardley Road Residents' Association
- ◆ White Hart Estates Residents' Association
- ◆ Busy Bees Nursery
- ◆ Sevenoaks Bicycle User Group



20mph Toolkit



What is the Toolkit?

A town-wide 20mph speed limit trial started with Faversham and Tonbridge and the communications within these schemes have been successful. Many other towns and parishes are beginning to enquire about having areas covered by 20mph speed limit.

The key to implementing any successful engineering scheme is for it to be delivered in collaboration with education, training, publicity and enforcement for all road users.

This toolkit supports parish and local councils with the tools, assets and information needed to conduct successful communication and to encourage compliance of the 20mph scheme once implemented. Everything listed in the toolkit will be supplied to you initially, although there may be a charge if you require further copies.

The Toolkit consists of:

Advisory Information

You can put these on your website or on leaflets/newsletter to residents. The advisory information is useful to mitigate any questions that we think your residents might ask you. (See Appendix 1)

Road User Tips for Travelling in 20mph Limits

Often, motorists complain that driving at 20mph is difficult to do, so we provide you with some tips for all road users. These can be used on your website, newsletters and verbally at engagement events. (See Appendix 2)

Social media messages

We have provided examples and imagery for you to use on your social media pages or to use on local resident pages. (See Appendix 3)

Digital Adverts

If you have a website, we can supply digital adverts but you would need to request these and give the sizing specifications.



A3 and A4 Posters

For use on noticeboards and in local newsletters.

A1 A-Frame Posters

For use within A-frames. We can loan you up to two A-frames for a maximum of four weeks if required. These will be a useful tool for engagement events, outside community centres, etc.

N.B. the A-frames must not be displayed on the public highway; they must only be used on private property with the owner's consent and in locations that will not obstruct or cause harm.

Car stickers

For residents and local businesses to display in their vehicles.

Bin Stickers

For residents to display on their household waste bins.

Roadside banners

These can be displayed on private land with landowner permission as long as they are temporary signs, in car parks with the permission of the car park owner or operator, or maybe outside schools. They must not be displayed on the highway.

Letter Template

An A4 letterhead template with the appropriate branding.

Images

We can supply these in JPEG format for use on website and social media channels.

20mph Toolkit



How to engage with community/ideas

Engagement events

Local community events e.g. fayres, stands in local high-street, etc.

School competitions

Engage with local schools to come up with posters, poems, songs, etc to promote the 20mph message.

Local businesses

Particularly businesses with any fleet/delivery vehicles, to promote 20mph in shops and in vehicles.

Community Speedwatch

If you have residents that would be interested in a Community Speedwatch group, please visit www.kent.police.uk/speedwatch

Speedwatch is an educational alternative that is owned, managed and run by the community. It gives the local community an opportunity to assist in the reductions of speed, making it a safer place to live, work and visit. For further information please visit www.kent.police.uk/speedwatch or telephone 01622 653781.

Terms and Conditions of Toolkit Usage

1. Any creative assets used must not be changed or copied without prior consent from Kent County Council.
2. Unless prior permission is given by the Highway Authority, no banners or A-frames may be placed on the highway. Permissions can be sought by contacting the relevant Street Works Team:

East Kent (Ashford, Dover, Folkestone & Hythe and Thanet):
streetworksEast@kent.gov.uk

Mid Kent (Canterbury, Maidstone, Tonbridge & Malling and Swale):
streetworksMid@kent.gov.uk

West Kent (Dartford, Gravesham, Sevenoaks and Tunbridge Wells):
streetworksWest@kent.gov.uk
3. As part of using the toolkit you agree to raise awareness of the 20mph messages through your own activity and engagement.
4. Kent County Council will create, own and retain all rights to the brand and set of creative assets, including key campaign messages, therefore if you require the use of assets in any other format or channel that isn't listed you must seek advice and guidance from Kent County Council.
5. You must use the campaign messages as they have been intended and set out in this toolkit.

Contacts and Further Information

We are keen to support communities in implementing a successful 20mph scheme. If you require any further assistance or advice please contact:

west.highwayimprovements@kent.gov.uk
east.highwayimprovements@kent.gov.uk

Appendix 1 Advisory Information - 20mph Schemes

Speed significantly increases the chance of being injured in a collision. Research has shown that the risk of death for pedestrians struck by cars increases at higher impact speeds, although the exact risk levels varied between the studies.

A large proportion of road collisions occur on residential roads.

Local authorities have a number of options when considering introducing a 20mph speed restriction, including:

- **20mph Speed Limits**

These involve 20mph traffic signs only. They are suitable for residential estate roads and side streets, where the nature of the road tends to result in naturally low average speeds of less than 24mph. Research indicates that limits achieve an average speed reduction of 1 mph.

- **20mph Speed Limit Zone**

These involve 20mph traffic signs plus traffic calming measures to ensure that the 20mph limit is self-enforcing. In order that drivers are aware of the zones, traffic signs must be erected at every entrance/exit to the zone. Research indicates that a 20mph speed limit zone can result in speed reductions of around 10mph.

- **20mph Part-time Speed Limits**

These involve advisory part-time flashing 20mph signs on main/distributor roads outside of facilities for vulnerable road users such as schools that would otherwise be unsuitable for a full-time 20mph speed limit or zone. The normal speed restriction for the road remains the legally enforceable limit.

Speed Measurement

Mean speed and 85th percentile speed (the speed at or below which 85% of vehicles are travelling) are the most commonly used measures of actual traffic speed. Local authorities collect and assess both when considering introducing a 20mph speed limit and in the monitoring of an initiative. However, mean speeds should be used as the basis for determining whether to introduce 20mph speed restrictions.

Enforcement

Any decision to lower the speed limit to 20mph should seek to avoid the need for extensive police enforcement, as 20mph limits will not be routinely enforced, unless it is absolutely necessary and in the interest of casualty reduction.

A range of other measures should be employed. These might include behaviour change interventions, vehicle actuated signs and traffic management and other traffic calming measures.

Legislative Requirements

In order to ensure that 20mph limits and speed limit zones are legally implemented and enforceable, a speed limit order must be made which entails advertising and consulting on the proposed speed limit change.

20mph Part-time Speed Limits do not require a legal order. Therefore, an informal consultation is undertaken with statutory consultees and stakeholders including the Local Members, Schools, Kent Police, Town and Parish Councils.

20mph Toolkit



Appendix 2 Road User Tips for Travelling in 20mph

Pedestrians

1. Look for safer places to cross the road – pedestrian crossings, zebra crossings, pedestrian islands, footbridges and toucan crossings are safer places to cross.
2. Children learn from their parents/carers and if you have children walking independently, make sure you have taught them the Road Safety Code:
 - **STOP** before the kerb
 - **LOOK** for cars and other traffic
 - **LISTEN** for cars and other traffic
 - **THINK** at all times
 - **HOLD HANDS** Younger children should hold hands with their adult (if the adult is pushing a buggy, the child can hold on to the buggy).
3. Avoid distractions. Common distractions can include mobile phones, headphones, balls, food/drink, and talking to friends.

KCC offers various education programmes to primary and secondary schools; if a school is interested in your area, ask them to contact the Road Safety Team:
roadsafety@kent.gov.uk

Motorists

1. Get used to the sound and feel of your car travelling at 20mph, so that it doesn't feel strange. A lower gear selection for the road conditions is likely to be required, 2nd or 3rd in most will work! The engine won't burn a lot more fuel but it will help you keep to the speed limit.
2. Leave plenty of time for your journeys. If you're not in a hurry, you're less likely to feel under pressure to rush.
3. You must drive at an appropriate speed for the road conditions: 20mph might still be too fast in some areas, especially near schools during pick-up and drop-up times. Be prepared for pedestrians, cyclists and vulnerable road users crossing the road and at junctions.

4. Remember at 30mph you travel 13.5 metres every second; at 20mph you will only travel 9 metres. This provides you more space and time to be able to react and avoid collisions.

KCC offers motorist education and training courses for all ages, such as:

- Young Driver Courses delivered in Secondary Schools
- HASTE Courses for motorist who drive for work
- Mature Driver Courses (65+)

roadsafety@kent.gov.uk

Cyclists

1. Be bright and be seen: wear something fluorescent or bright coloured in daylight and/or reflective at night. Consider using lights even during daylight hours.
2. Give good clear and timely signals when you change direction at junctions or move around obstructions, and look before you move.
3. Obey road signs, they are there for you as well as all other road users.
4. Always wear a cycle helmet. It's the only thing that will protect your head.

KCC offers cycle training to all ages and abilities, for further information please visit:

www.kentcycletraining.co.uk

Power Two-Wheelers

Riding in 20mph zones, especially for long distances, can be tricky if you are on a powerful bike. Try selecting a lower gear. It will help you maintain control and the engine will feel more comfortable at the lower speed.

Maintaining smooth control of a bike at a low speed is an art, practise it somewhere safe and get used to the feel of the bike at low speed.

Kent Police offers Bike Safe Courses for those who hold a full motorcycle licence, for further information please visit: <https://bikesafe.co.uk/kent/>

20mph Toolkit



Appendix 3 Social Media Post Ideas

These are some examples of the messaging you can put onto your parish/towns social media accounts if you have one, along with the JPEG image we provided:

20mph limit schemes are being introduced in *insert town/parish* to help create a healthier and safer town and/or parish (delete as appropriate). The scheme is being introduced as part of plans to increase walking and cycling #SaferTravel #ActiveTravel #Walking #Cycling

20mph schemes are being launched in *insert town/parish*. Kent County Council offers cycle training courses to give people the skills and confidence to cycle more. Find out more at www.kentcycletraining.co.uk #SaferTravel #ActiveTravel #Walking #Cycling

Work has finished on a new 20mph speed limit scheme, which aims to increase walking and cycling. Find out more about the scheme *insert link to town and/or parish website with more information* #SaferTravel #ActiveTravel #Walking #Cycling

Motorists – do you know how much space you should give cyclists when passing? The minimum distance is 1.5m, this might be hard to picture so think of it as a car's width. #ActiveTravel #Cycling

Out for a weekend cycle? Have you completed the checks you need to do before riding?
#20mph*insertlocalarea*

<https://youtu.be/goyBhc3vPwo>

Make sure you plan your journeys and give yourself enough time to get to your destination. Speed is a limit, not a target. Sometimes, that limit could be inappropriate for the surroundings, particularly near schools and town centres where there could be lots of pedestrians and cyclists. #Don'tTakeSpeedToTheLimit #20

Motorists – make sure you are always looking out for vulnerable road users, give yourself and others space and time to react to the surroundings. #SaferTravel #20

Get used to the sound and feel of your car travelling at 20mph. Select a lower gear, 2nd or 3rd in most will work! The engine won't burn a lot more fuel but it will help you keep within the speed limit. #20 #SaferTravel Even though you might be walking in an area with a lower speed limit you still need to stay alert and ditch the distractions, such as mobile phones and listening to music when near the road. #Walking #20 #MotoristLookOutForPedestrians

Do you know how to pass a horse and their rider when driving? Even though you're in a 20mph limit this is too fast to travel around them. Maximum of 15mph and plenty of room to pass – about the width of a car. We all have a role to play to keep each other safer. #20 #SaferTravel #SpeedIsALimitNotATarget

Sevenoaks 20 mph Implementation Dates

Key dates to note (STC working on public communication)

12 th August	Road signs and road surfaces to be started to be installed.
1 st September	above must be completed
2 nd September	‘Has Made’ legal agreement commences (public notice)
23 rd September	‘Has Made’ agreement ends
1 st October	20 mph becomes enforceable.

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Overview

Plan

Results

Audience

Benchmarking

Content

Overview

Content

Earnings

Videos

Content overview

Explore noteworthy trends from the content that you recently created and shared.

Facebook posts

Facebook Stories

Instagram posts

Instagram Stories

Reach

Post reach ⓘ

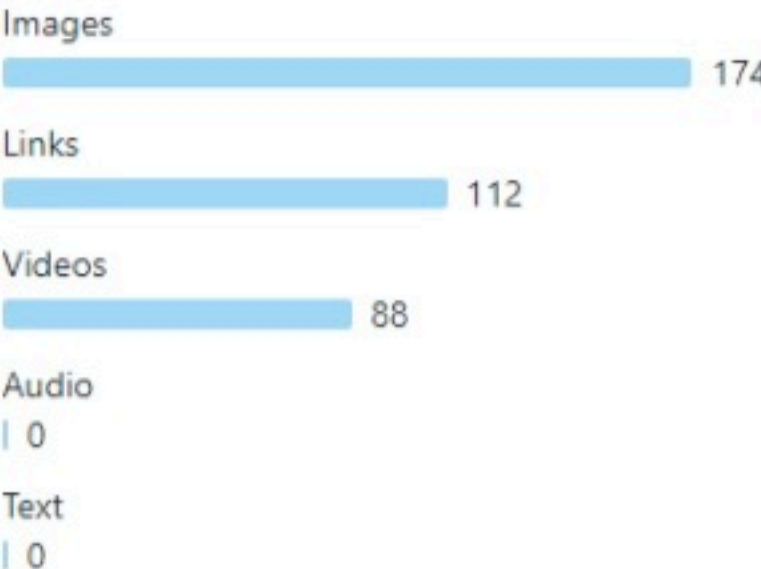
9.1K ↓ 48.7%

Total from last 90 days vs 90 days prior



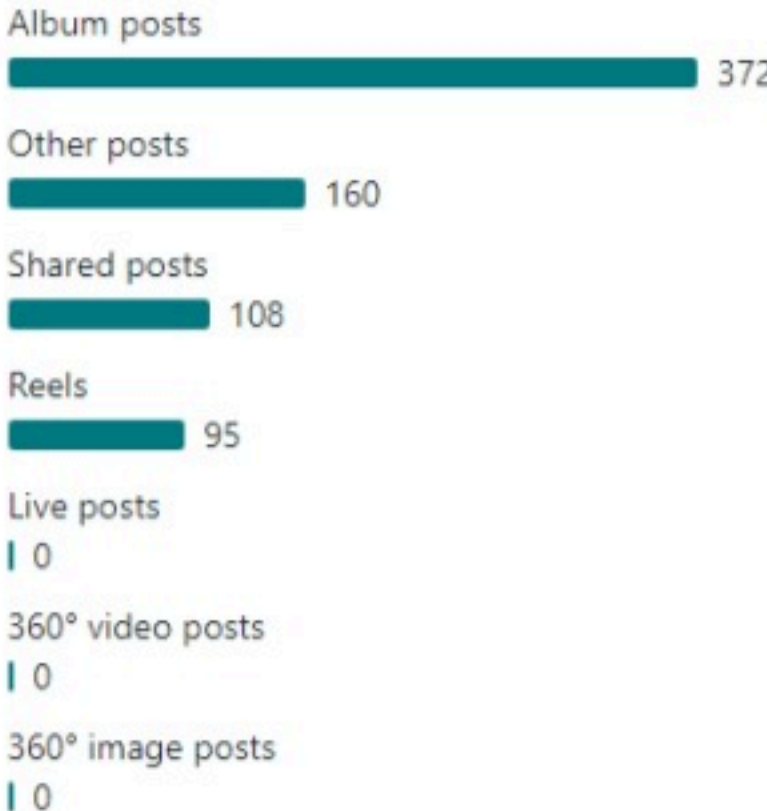
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days

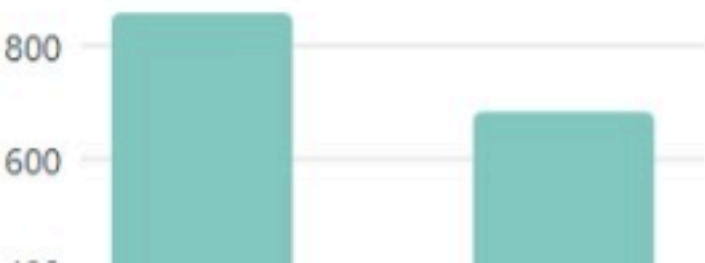


Engagement

Post reactions, comments and shares ⓘ

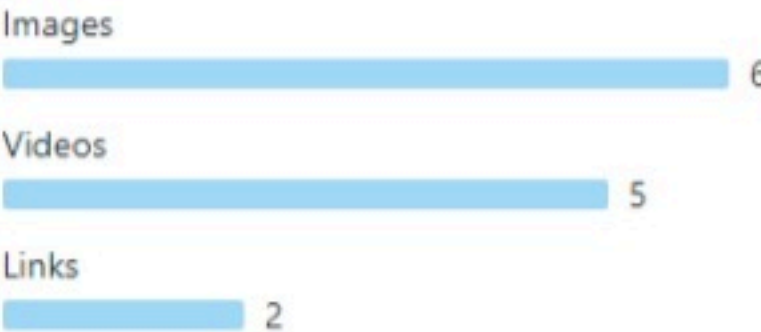
684 ↓ 20.3%

Total from last 90 days vs 90 days prior



Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post reactions, comments and shares per content format ⓘ

For posts created in the last 90 days



- Overview
- Plan
- Results
- Audience
- Benchmarking
- Content
- Overview
- Content
- Earnings
- Videos

Benchmarking

Facebook

Business comparison

Businesses to watch

Compare your performance against businesses in the Home services category

Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

41

Higher than others

How often your business published versus others in this category

Percentile	Frequency
25th percentile	4
50th percentile	11
75th percentile	28
Your business	41

Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create Post

Facebook followers ⓘ

914

Similar to others

Typically: 2K

Follows ⓘ

12

Similar to others

Typically: 15

Content interactions ⓘ

238

Similar to others

Typically: 259



Overview

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Benchmarking

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Audience

See more

Facebook followers

914

Lifetime

Net followers

60

50%

Returning viewers

1

100%

Engaged followers

--

Last 14 days

Follower growth rate

-28.57%

Last 14 days

Performance

Daily

Cumulative



Reach

23.1K

21.4%

Content interactions

1.1K

36.4%

Followers

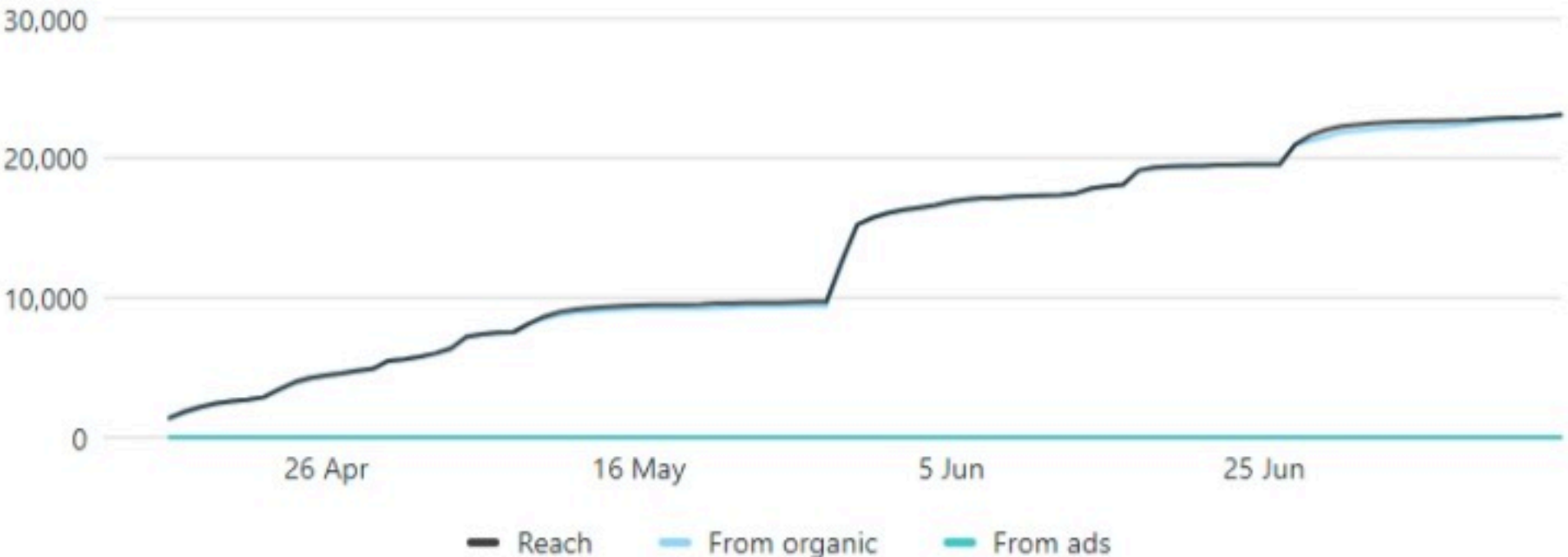
Lifetime

914

Link clicks

263

79.4%



Reach breakdown

Total

23,120

21.4%

From organic

23,048

88%

From ads

0

100%

Ways to help grow your reach

Advertise your business

Facebook reach



Post frequently and improve content engagement

Posts

147

104.2%

Median Facebook post interactions

4

33.3%

Facebook posts

Facebook Stories

Instagram posts

Instagram Stories

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Content

Earnings

Videos

Reach

Post reach

730

↑ 17.7%

Total from last 90 days vs 90 days prior



Median post reach per media type

For posts created in the last 90 days



No activity during selected date range

Please select a different date range and try to load your report again.

Median post reach per content format

For posts created in the last 90 days



No activity during selected date range

Please select a different date range and try to load your report again.

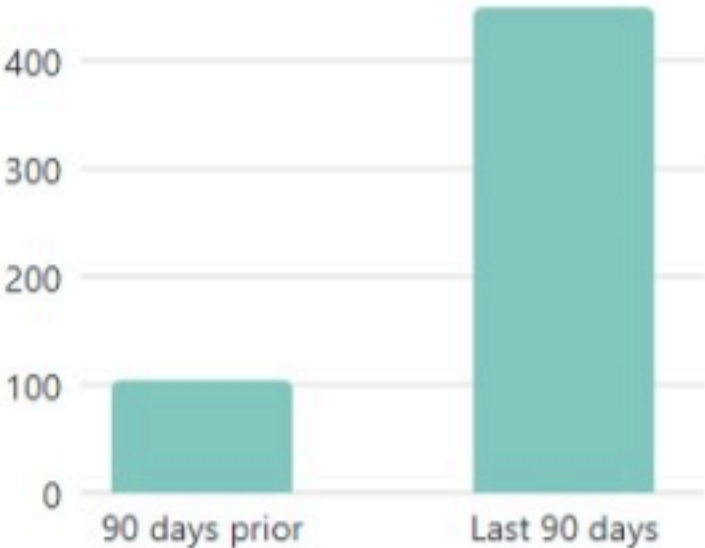
Engagement

Post likes, comments and shares

449

↑ 331.7%

Total from last 90 days vs 90 days prior



Median post likes, comments and shares per media type

For posts created in the last 90 days

Videos



Images



Audio



Text



Links



Median post likes, comments and shares per content format

For posts created in the last 90 days

Reels



Carousel posts













Other posts



Live posts



-  Overview
-  Plan
-  Results
-  Audience
-  **Benchmarking**
-  Content
-  Overview
-  Content
-  Earnings
-  Videos

Benchmarking

Business comparison

Businesses to watch

Compare your performance against businesses in the Home services category

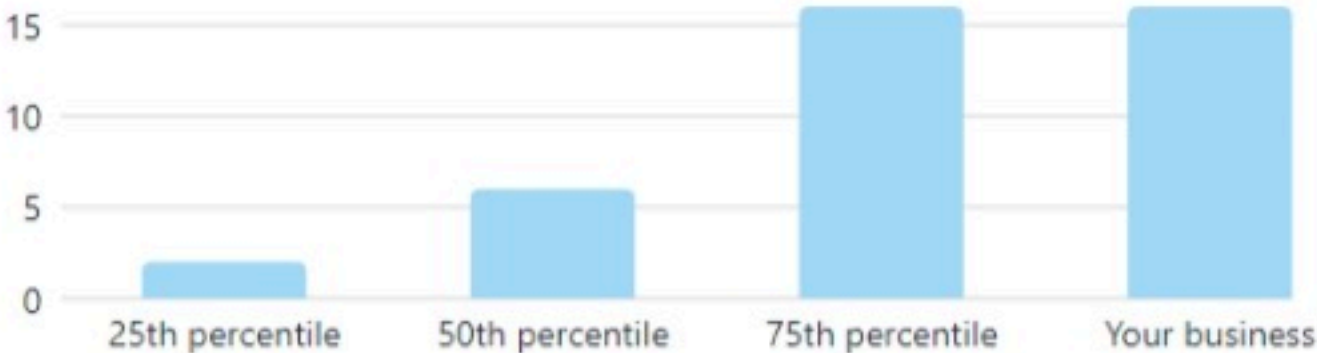
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

16

Higher than others

How often your business published versus others in this category



Percentile	Frequency
25th percentile	2
50th percentile	6
75th percentile	16
Your business	16

Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create Post

Instagram followers ⓘ

944

Similar to others

Typically: 520

Follows ⓘ

29

Higher than others

Typically: 9

Content interactions ⓘ

105

Higher than others

Typically: 22

53

Overview

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See more

Facebook followers

914

Lifetime

Net followers

60

50%

Returning viewers

1

100%

Engaged followers

--

Last 14 days

Follower growth rate

-28.57%

Last 14 days

Performance

Daily

Cumulative



Reach

730

17.7%

Content interactions

449

327.6%

Followers

Lifetime

944

Link clicks

0

100%



Reach breakdown

Total

730

17.7%

From organic

730

98.9%

From ads

0

100%

Ways to help grow your reach

Advertise your business

Instagram reach



Post frequently and improve content engagement

Posts

54

315.4%

Median Instagram post interactions

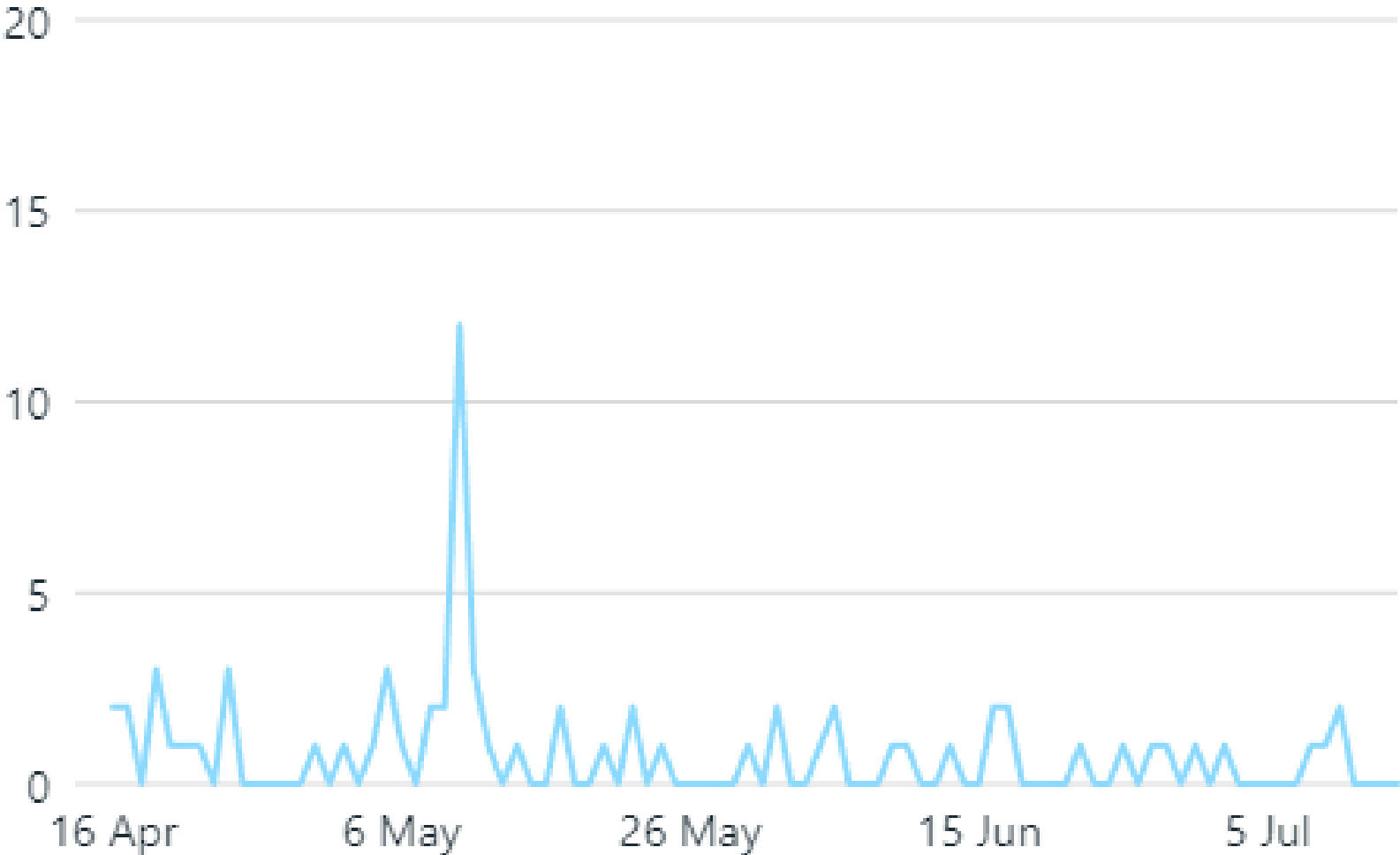
7

30%

Follows

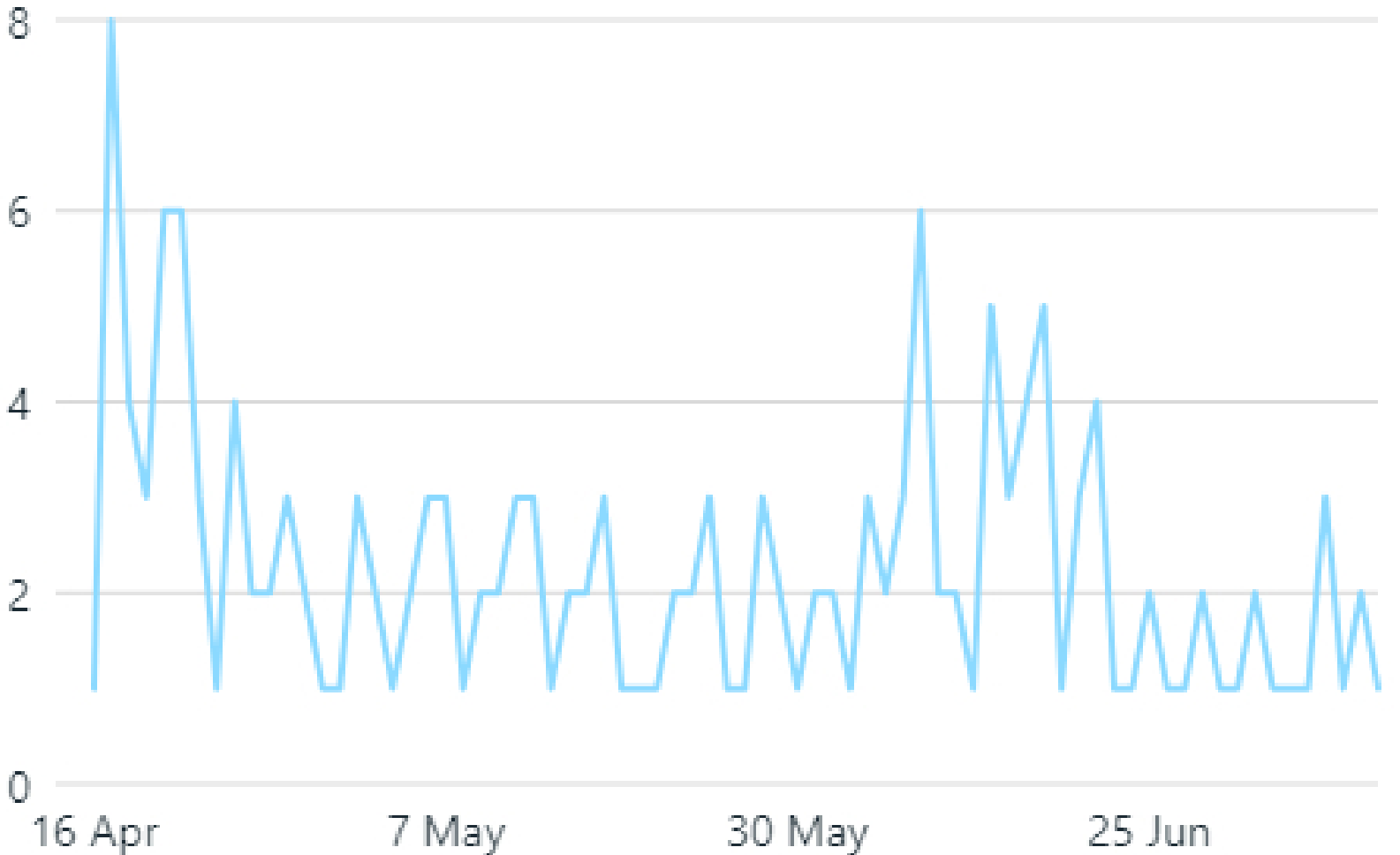
Facebook follows ⓘ

70 ↑ 59.1%



Instagram follows ⓘ

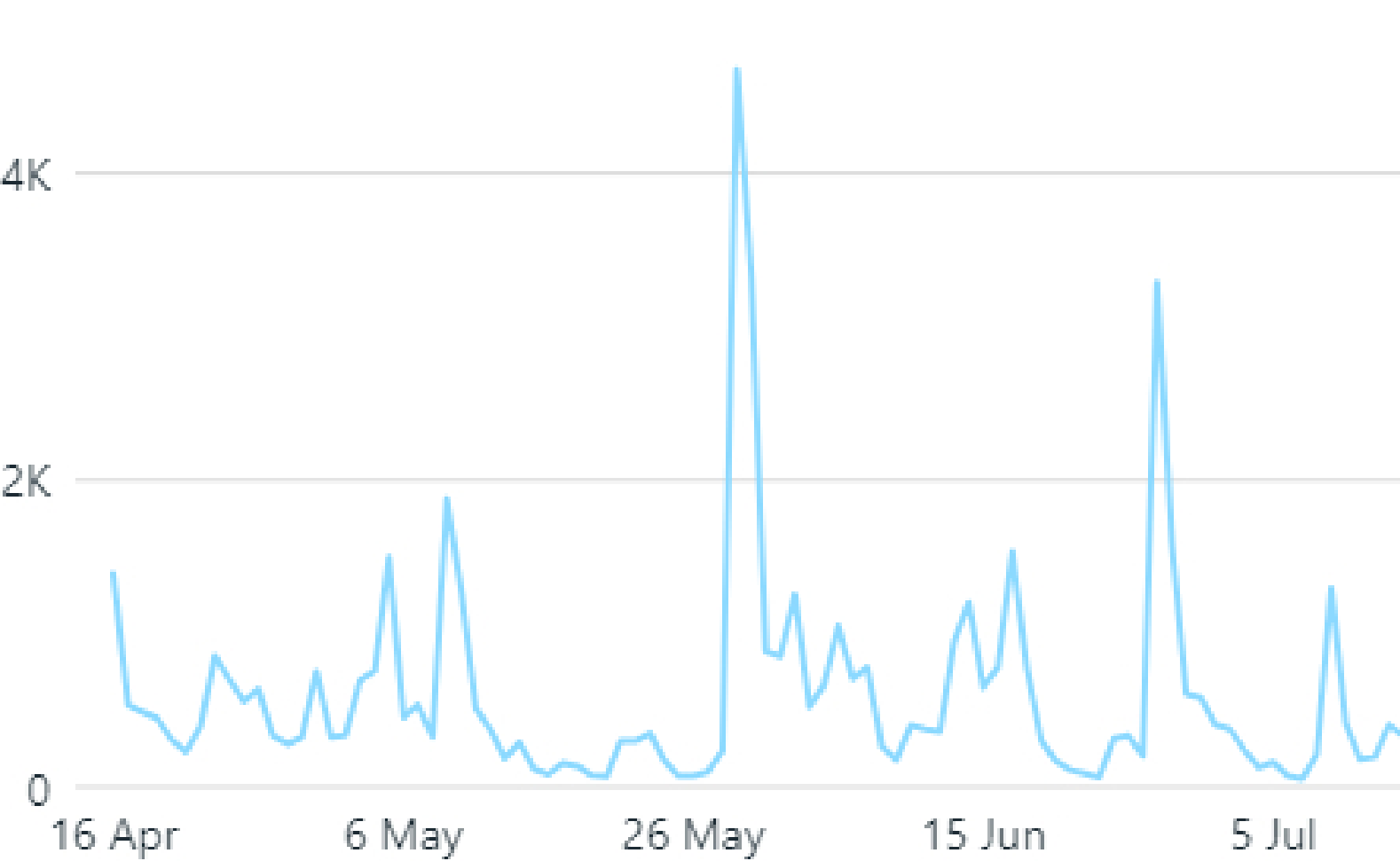
169 ↑ 119.5%



Reach

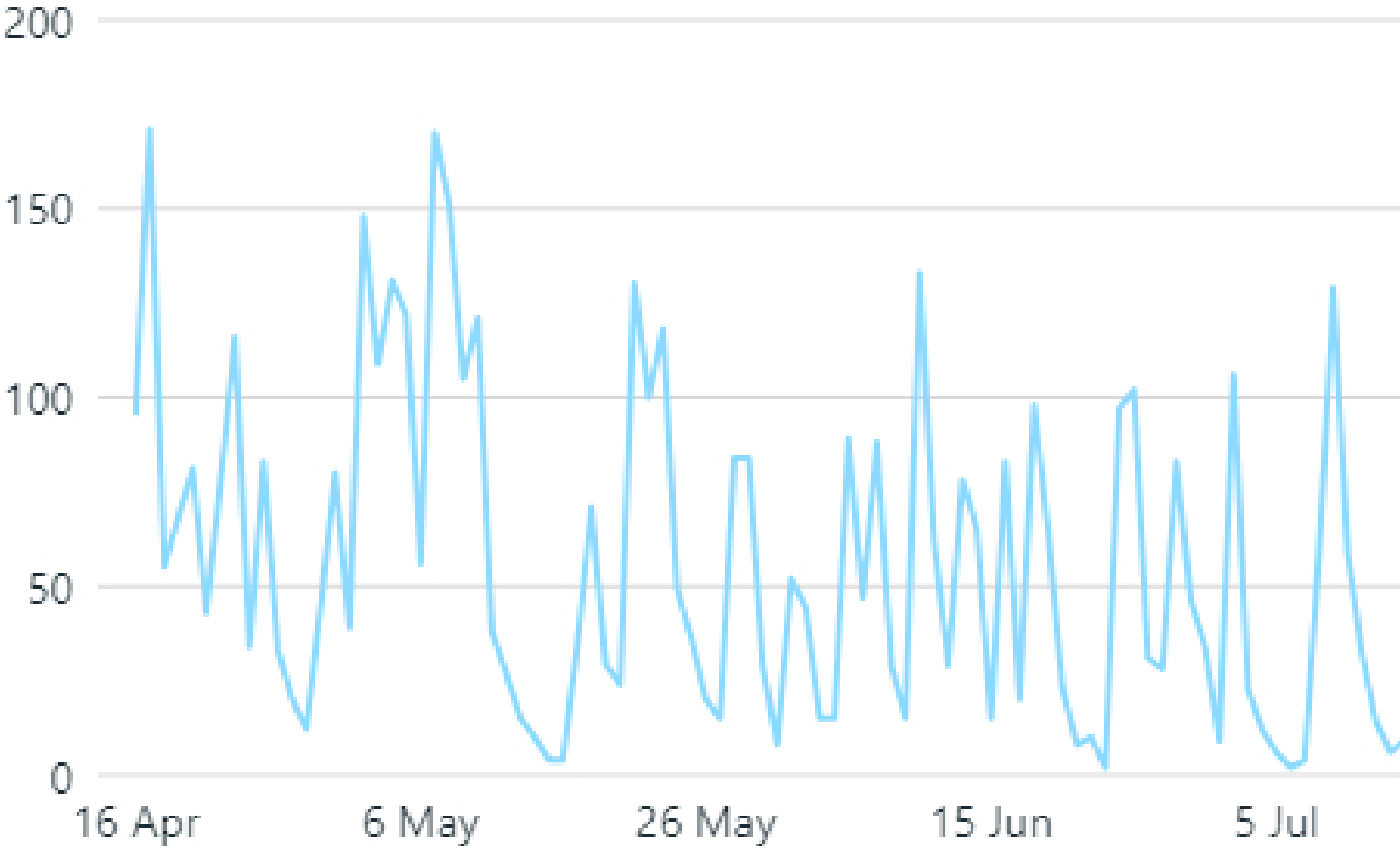
Facebook reach ⓘ

23.1K ↑ 21.4%



Instagram reach ⓘ

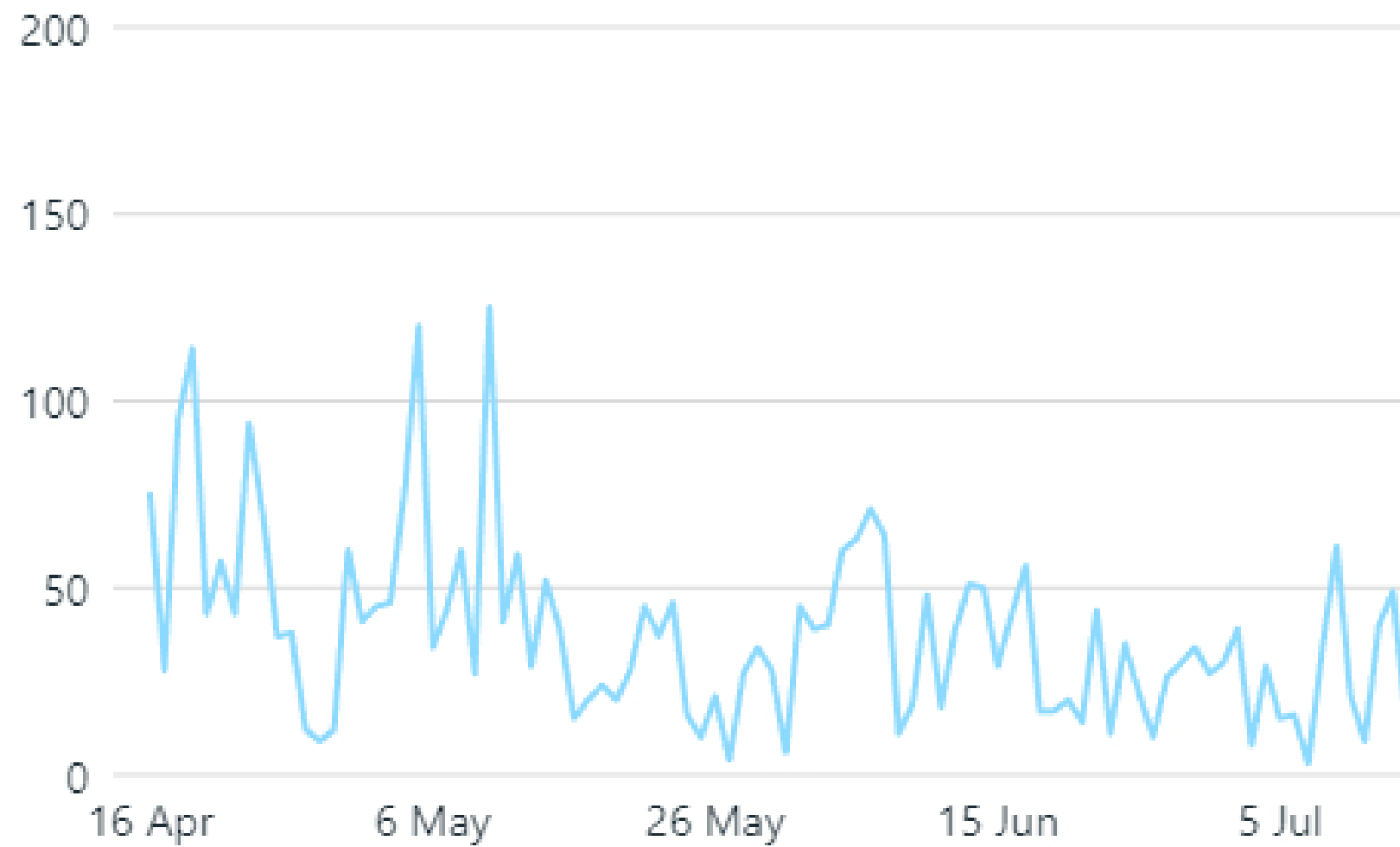
730 ↑ 17.7%



Visits

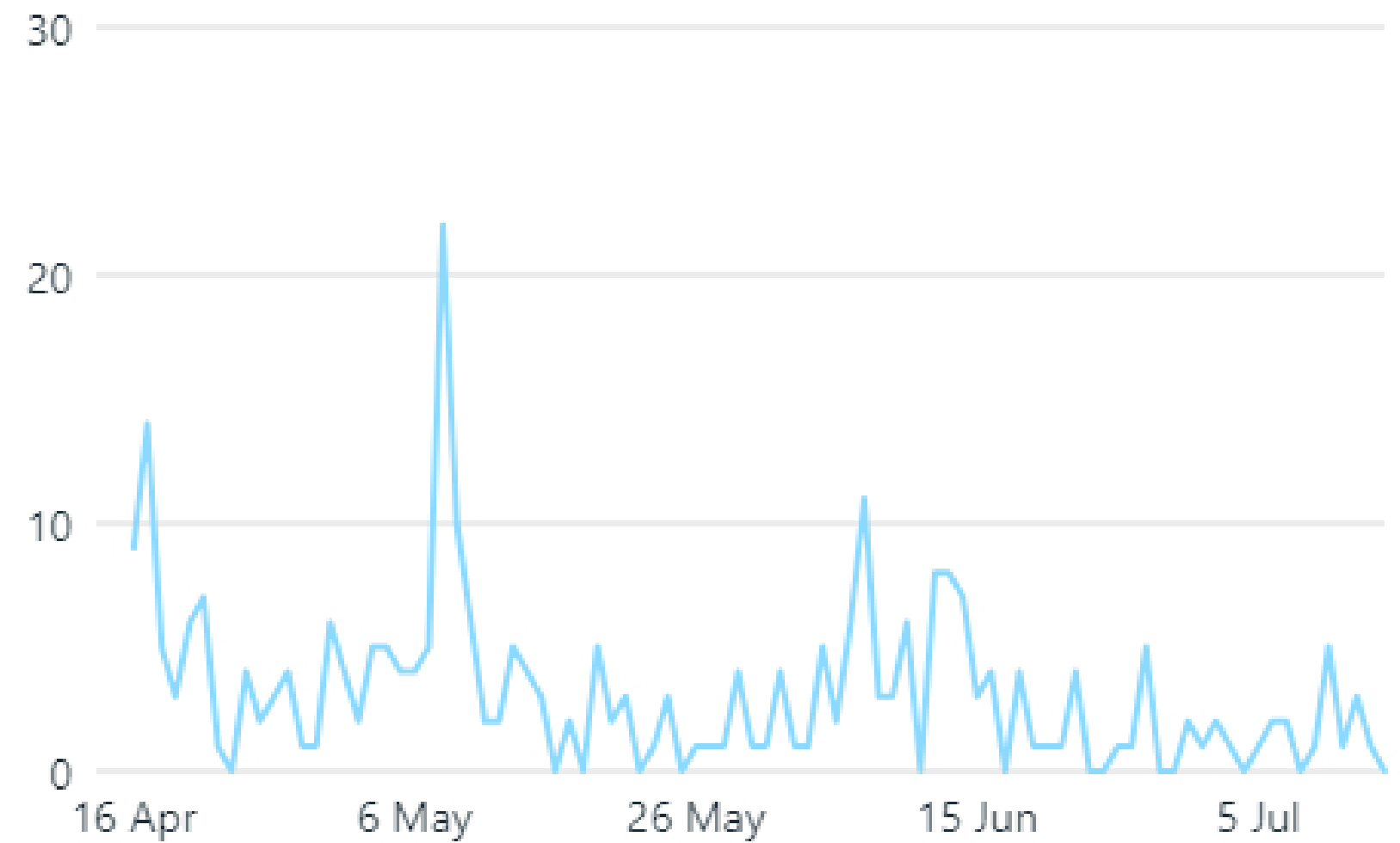
Facebook visits ⓘ

3.4K ↑ 38.8%



Instagram profile visits ⓘ

286 ↑ 66.3%





Sevenoaks Town Council

474 likes • 914 followers



Edit

Manage

Advertise

Posts

About

Mentions

Reviews

Reels

Photos

More ▾

...

Reels

Create reel

Your reels

Saved reels



▶ 195



▶ 451



▶ 362



▶ 515



▶ 410



▶ 270

Sevenoaks Town Council
Communications Working Group – 24th July 2024

Current Matters**NB: Updates shown in red**

Item	Minute No		Status	Latest update
1	Minute 2 02.05.24	20mph	Ongoing	Community Engagement Manager would prepare Communications Programme for the project to include: <ul style="list-style-type: none"> • Q & A document for STC website and social media (How, When, Where and Benefits) • Social Media coverage • Contact to schools • Local press.
	Minute 4 12.06.24	20mph Communication Plan		20mph communication plan being worked on, to be circulated in near future. See agenda item 6
2	Minute 3 02.05.24	Town Crier	Ongoing	<ul style="list-style-type: none"> • It was hoped that a 'new look' publication would be issued in September. • Plans were being put in place to have a 'button' on the front page of the website for viewing current edition (turn the page option) and subscribing to receive digitally.
	Minute 3 12.06.24	Town Crier Feedback		<p>Following feedback, following agreed:</p> <ul style="list-style-type: none"> • Consider changing name of publication • Front page to cover big positive news • Provision for Youth Council/Youth page if copy available • To remain A4 format • Design to be more contemporary • To acquire three alternative designs from a designer for a template to be used in the future <p>See update at agenda item 5</p>
3	Minute 4 02.05.24	Update from Community Engagement Manager		<ol style="list-style-type: none"> 1. Longer term a review of the Town Council's branding and style would be considered. 2. At future Working Group meetings a three-monthly report relating to community engagement statistics would be provided. <p>See Agenda Item 7</p>

Sevenoaks Town Council
Communications Working Group – 24th July 2024

Item	Minute No		Status	Latest update
4	Minute 5 02.05.24	Councillors Surgeries		<p>It was agreed that the next two would take place on 8th June and 13th July 10 – 11.00 a.m. at Café on the Vine.</p> <p>New advert and poster would be designed.</p> <p>Completed.</p>
	Minute 5 12.06.24			<p>Councillors to forward details of conversations about Councillor Surgeries to officers, to enable them to be promoted.</p> <p>Agreed to hold Councillor Surgeries at the market and Vine Gardens.</p>