



30<sup>th</sup> January 2024

<b>COMMUNICATIONS WORKING GROUP</b>
To be held in the Council Chamber, Town Council Offices <b>Wednesday 5<sup>th</sup> February 2025 at 2pm</b>

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 <b>Chair</b>	Cllr Sally Layne
Cllr Chloe Gustard <b>Vice Chair</b>	Cllr Nigel Wightman
Cllr Victoria Granville	

*Quorum minimum of 3 elected members*

**In attendance:** Nick Ebdon, Nick Ebdon Design + Branding

**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.	-

Town Council Offices  
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Town Clerk



4.	<p><u>MINUTES OF THE COMMUNICATIONS WORKING GROUP HELD ON 27<sup>TH</sup> NOVEMBER 2024</u></p> <p>To receive and approve the Minutes of the meeting of the Communications Working Group held on 27<sup>th</sup> November 2024 as a true record.</p>	Attached
5.	<p><u>TOWN CRIER REDESIGN</u></p> <p>To consider redesign of Town Crier presentation by Nick Ebdon.</p> <p>Further A3 handouts will be available at the meeting together with on screen versions.</p>	Redesign Roughs Attached
6.	<p><u>MEET YOUR COUNCILLORS POSTER</u></p> <p>Draft poster will be presented at the meeting.</p>	–
7.	<p><u>UPDATE FROM COMMUNITY ENGAGEMENT MANAGER</u></p> <p>To consider update from Community Engagement Manager.</p>	Attached
8.	<p><u>CURRENT MATTERS</u></p> <p>To consider updates on current matters.</p>	Attached
9.	<p><u>PRESS RELEASE</u></p> <p>To consider any items for press release.</p>	-

**Sevenoaks Town Council**  
**Minutes of the Communications Working Group**  
**Held at 2.00 p.m. on Wednesday 27<sup>th</sup> November 2024**

**Present:** Cllr Dr Canet, Cllr Granville, Cllr Gustard (Vice Chair), Cllr Varley remotely (Chair), Cllr Ancrum and Town Clerk and Community Engagement Manager

**Absent:** Cllr Layne

**Apologies:** Cllr Wightman

Cllr Gustard Chaired the Meeting.

**229. Request for Dispensations**

There were no requests for dispensations

**230. Declarations of Interest**

There were no Declarations of Interest

**231. Minutes of Communications Working Group Meeting held on 18<sup>th</sup> September 2024**

These were agreed as a true record.

It was noted that the Town Crier now had a digital subscription facility.

**232. Town Crier – New Design for Spring 2025**

The new designer had provided a ‘mocked up’ version of an internal page focusing on suggested typeface and fonts. It was noted that in January there would be examples of a substantial redesign.

There were a variety of views on ways to move forward and what the publication should look and feel like. Overall, it was considered that it was hoped that it would be more like a magazine than newspaper, a picture led design and contemporary.

**RESOLVED:**

- i) Members of the Communications Working Group to provide ideas and comments to Cllr Varley by Friday 6<sup>th</sup> December, which would then be collated and passed to the Community Engagement Manager for Monday 9<sup>th</sup> December for forwarding to the designer.
- ii) An additional meeting of the Communications Working Group to be held at the beginning of January to view prototype designs of the new Town Crier and provide feedback.

**233. Update from Community Engagement Manager**

The three-monthly Community Engagement Report was considered.

**Social media performance: (Meta Business Suite)**

**18 Aug to 18 Nov 24**

**Sevenoaks Town Council**  
**Minutes of the Communications Working Group**  
**Held at 2.00 p.m. on Wednesday 27<sup>th</sup> November 2024**

Facebook statistics

Followers	New Followers	Reach	Profile visits
1,063	82	39.6k	4.6k
	+15.5%	+49.5%	+43.6%

Instagram statistics

Followers	New Followers	Reach	Profile visits
1,079	118	1.7k	283
	-9.2%	+137.3%	+29.8%

Jan to Nov 24 as comparison over the year

Facebook statistics

Followers	New Followers	Reach	Profile visits
	246	54.7k	12.3k
	-14%	+90.5%	+43.4%

Instagram statistics

Followers	New Followers	Reach	Profile visits
	386	2.3k	832
		+228.4%	+170.1%

Social media posts organic reach in last 3 months

Examples of highest reach:

Sevenoaks markets 15/11 - Reach 2,279 Engagement 162

Sevenoaks markets 13/11 - Reach 1,357 Engagement 113

Remembrance Day parade 11/11- Reach 937 Engagement 262

Latest Town Crier 28/10 - Reach 1,664 Engagement 253

Business Awards Vote 1/10 - Reach 1,148 Engagement 129

Town Crier 30/9 - Reach 961 Engagement 86

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STC website: Google analytics

Last 90 days

Active Users	New Users	Events	
9.2k	8.9k	59kk	
+12.8%	+13.6%	+3.9%	

Jan to Nov 2024

Active Users	New Users	Events	
29K	28k	198k	
+57.8%	+55.9%	+72%	

Full year 2023 comparison:

Active Users	New Users	Events	
18k	18k	115k	

**234. Current Matters**

The updates on the Current Matters were considered.

**235. Press Release**

A press release was not deemed necessary.

There being no further business the Chair closed the meeting at 3 p.m.

Signed .....

Dated .....

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Sevenoaks Town Council  
**Town Crier Redesign Roughs 01**  
28 January 2025

# SEVENOAKS Town Crier

Masthead





SEVENOAKS  
Town Crier

Masthead Structure



SEVENOAKS  
**Town Crier**  
News and Information for the Community of Sevenoaks **Spring 2025**

Masthead and Crest Lockup

210mm



# SEVENOAKS Town Crier

News and Information for the Community of Sevenoaks

Spring 2025

Masthead is under  
12% of total cover size

Masthead Size



Skyline text looks like this, tempting readers inside 4

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Also space for photo cutouts and graphics to add interest 8




# SEVENOAKS Town Crier

News and Information for the Community of Sevenoaks

Spring 2025

## Here is a big, catchy headline overlay style



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News and Information for the Community of Sevenoaks Spring 2025



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Spring 2025



Promo/  
ad area

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Layout Grid





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Large Headline Typeface is Ivy Presto Headline Semi Bold

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Body Typeface is Utopia Standard

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Also space for photo cutouts and graphics to add interest 8



# SEVENOAKS Town Crier

News and Information for the Community of Sevenoaks Spring 2025

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Also space for photo cutouts and graphics to add interest 8




# SEVENOAKS Town Crier

News and Information for the Community of Sevenoaks Spring 2025



**Room for a short, catchy headline**

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**Room for a short, catchy headline**

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**Sevenoaks Town Council**  
**Communications Working Group – 5<sup>th</sup> February 2025**

Three-monthly Community Engagement Report

Prepared by Helen Cook, Community Engagement Manager

Social media performance:

(Meta Business 18 Nov 2024 to January 28 2025)

Facebook statistics

Followers	New Followers	Reach	Profile visits
1,173	89	22.6k	4.4k
	+36%	+14.5%	+22.8%

Instagram statistics

Followers	New Followers	Reach	Profile visits
1,137	77	1k	271
	-27.4%	+0.5%	+14.8%

Jan 24 to Jan 25 as comparison over the year

Facebook statistics

Followers	New Followers	Reach	Profile visits
	317	60.5kk	16.3k
	+8.2%	+113.2%	+83.1%

Instagram statistics

Followers	New Followers	Reach	Profile visits
	355	2.7k	1.1k
		+939.5%	+249.4%

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**Communications Working Group – 5<sup>th</sup> February 2025**

Social media posts organic reach in last 3 months

Examples of highest reach last 90 days:

ITV Meridian visit to markets 8 Jan 2025 Reach 7,068 Engagement 45

Christmas lights 28/11/24 Reach 6,979 Interactions 19

Christmas lights photos and report 30/11 Reach 5,194 Interactions 43

Meet Father Christmas at CLSO 26/11 Reach 4,541 Interactions 14

Sevenoaks markets 15/11 - Reach 2,279 Engagement 162

Sevenoaks markets 13/11 - Reach 1,357 Engagement 113

Remembrance Day parade 11/11- Reach 937 Engagement 262

STC website: Google analytics

The following core user metrics are used to define how many people visit your site or app:

- "Total users" is the total number of people who visited your site or app in the specified date range.
- "Active users" is the number of people who engaged with your site or app in the specified date range.
- "New users" is the number of people who have never visited your site or app before in the specified date range.
- "Returning users" is the number of people who have visited your site or app before in the specified date range.

**Events** A key event is an event that measures an action that's particularly important to the success of your business.

**Engagement rate and bounce rate** are important metrics in Google Analytics that enable you to measure and analyze user engagement with your website or app.

Both metrics are defined in terms of engaged sessions.

- A session is a period during which a user is engaged with your website or app.
- An engaged session is a session that meets any of the following criteria:
  - Lasts longer than 10 seconds
  - Has a key event
  - Has 2 or more screen or page views

The engagement rate is the **percentage of engaged sessions** on your website or mobile app. The bounce rate is the opposite of the engagement rate. The bounce rate is the **percentage of sessions that were not engaged**.

**Sevenoaks Town Council**  
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**Last 90 days Nov 1 – Jan 29 2025**

Active Users	New Users	Events	
10k	10k	66.7k	
+22.4%	+23.1%	+18.8%	

**Previous 90 days**

Active Users	New Users	Events	
9.2k	8.9k	59k	
+12.8%	+13.6%	+3.9%	

**Year overview- Jan to Nov 2024**

Active Users	New Users	Events	
29K	28k	198k	
+57.8%	+55.9%	+72%	

**Full year Jan 2024-Jan 202 vs Jan 2023-Jan2024 comparison:**

Active Users	New Users	Events	
35K	35k		
+71.4%	+69.7%		

**Sevenoaks Town Council  
Communications Working Group – 5<sup>th</sup> February 2025**

**Last 3 months**

**Press coverage - Examples**

**New outlets added onto the press distribution list:**

Sevenoaks Lifestyle Magazine

InsideKENT magazine

County Chronicle

Resulted in inclusion of press releases, calls to STC as a result on Thermal Camera and Italy Twinning project from Lifestyle Magazine, County Chronicle.

Calls also as a result of increased coverage in SevenoaksCommunityAd magazine.

**Broadcast:**

ITV Meridian News visit to the Markets 8 Jan with news report broadcast on 9 Jan

**Community Engagement Projects**

**Forget Me Not Café**

Meetings continue regularly each month with good numbers.

Latest meeting 29 January with Pearly King of Bromley, around 35 people attended.

Retained the same committed 6 volunteers. Speakers are booked until April 2025.

**Sevenoaks Town Council**  
**Communications Working Group – 5th February 2025**

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

Item	Minute No		Status	Latest update
1.	Min.3 02.05.24	<b>Town Crier</b>	<i>Ongoing</i>	<ul style="list-style-type: none"> <li>It was hoped that a 'new look' publication would be issued in September.</li> <li>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.</li> </ul>
	Min.3 12.06.24	<b>Town Crier Feedback</b>		<p>Following feedback, following agreed:</p> <ul style="list-style-type: none"> <li>Consider changing name of publication</li> <li>Front page to cover big positive news</li> <li>Provision for Youth Council/Youth page if copy available</li> <li>To remain A4 format</li> <li>Design to be more contemporary</li> <li>To acquire three alternative designs from a designer for a template to be used in the future</li> </ul>
	Min. 40 24.07.24	<b>Town Crier</b>		<p><b>RESOLVED</b> that:</p> <ol style="list-style-type: none"> <li>The next edition of the Town Crier retain its existing format.</li> <li>An external designer be briefed to prepare three alternate designs for a Town Crier template.</li> <li>Members of the Working Party provide feedback to the Community Engagement Manager by 5<sup>th</sup> August for inclusion in the draft brief.</li> <li>Draft brief to be circulated to Working Group members for comment.</li> <li>Community Engagement Manager to draw up a project timeline with the aim to launch the redesigned Town Crier in the new year.</li> </ol>
	Min.177 18.09.24			<p><b>RESOLVED</b> to RECOMMEND to the Finance &amp; Delivery Committee that the designer Nick Ebdon be appointed at a cost of £3,200 to produce draft options for redesign of the Town Crier to be reviewed, production of first issue (March 2025), template to enable future editions to be produced internally, and training for software.</p> <p>Expenditure approved at F&amp;D Committee 14.10.24.  (min.369 refers)  Nick Ebdon commissioned.</p>

**Sevenoaks Town Council  
Communications Working Group – 5th February 2025**

Item	Minute No		Status	Latest update
	Min.233 27.11.24			<p>It was also <b>RESOLVED</b> that there should be a link on the front page of the Sevenoaks Town Council website to the Town Crier and the ability to subscribe to receive a copy digitally. <b>Completed</b></p> <p>Community Engagement Manager working on Mailchimp account set up in conjunction with website provider.</p> <p><b>RESOLVED:</b></p> <p>i) Members of the Communications Working Group to provide ideas and comments to Cllr Varley by Friday 6<sup>th</sup> December, which would then be collated and passed to the Community Engagement Manager for Monday 9<sup>th</sup> December for forwarding to the designer.</p> <p style="text-align: center;"><b>See Agenda Item 5</b></p> <p>ii) An additional meeting of the Communications Working Group to be held at the beginning of January to view prototype designs of the new Town Crier and provide feedback.</p> <p style="text-align: center;"><b>Rescheduled to 5<sup>th</sup> February 2025</b></p>
2.	Min.4 02.05.24	<b>Update from Community Engagement Manager</b>	<i>Ongoing</i>	Longer term a review of the Town Council's branding and style would be considered.
3.	Min.5 02.05.24  Min.5 12.06.24	<b>Councillors' Surgeries</b>	<i>Ongoing</i>	<p>It was agreed that the next two would take place on 8<sup>th</sup> June and 13<sup>th</sup> July 10 – 11.00 a.m. at Café on the Vine. New advert and poster would be designed.</p> <p>Completed.</p> <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> <p>It was agreed that Cllr Gustard be contacted for an update on proposed Councillor Surgeries.</p>

**Sevenoaks Town Council  
Communications Working Group – 5th February 2025**

Item	Minute No		Status	Latest update
	Min.180 18.09.24			<p>Noted that future Councillors Surgeries / Meet your Councillors would be held at events organised by the Town Council or on its land.</p> <p><b>RESOLVED:</b> To design a logo 'meet your town councillors' to enable to be used on future event publicity.</p> <p>Poster with logo for 'meet your Councillor at the CLSO' being worked on by Community Engagement Manager, to be ready before Working Group meeting.</p> <p><b>See Agenda Item 6</b></p>
	Min. 18.09.24	<b>Social Media Data</b>	<i>Ongoing</i>	<p><b>RESOLVED:</b></p> <ul style="list-style-type: none"> <li>i. Website statistics to be provided at the next meeting <b>Regular agenda item</b></li> <li>ii. Information relating to Councillor roles e.g. Chair of Committee or external representatives be updated on the website. <b>Completed</b></li> </ul>