

Friday 13th March 2026

COMMUNICATIONS WORKING GROUP
To be held in the Council Chamber, Town Council Offices Friday 20th March 2026 at 11am

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

CLr Chloe Gustard, Chair
CLr Victoria Granville, Vice-Chair
CLr Nick Varley
Linda Larter, Town Clerk
Lily Godwin, Community Engagement Manager

Agenda

1.	APOLOGIES FOR ABSENCE To receive and note apologies for absence.	-
2.	MINUTES OF THE COMMUNICATIONS WORKING GROUP HELD ON 5TH DECEMBER 2025 To receive and approve the Minutes of the meeting of the Communications Working Group held on 5 th December 2025 as a true record.	Attached
3.	NEW SEVENOAKS TOWN COUNCIL WEBSITE To review draft webpages of the new website.	Attached
4.	LOGO PROPOSAL FROM VISION ICT To review proposed logo designs from Vision ICT.	Attached

Town Council Offices
Bradbourn Vale Road
Sevenoaks Kent TN13 3QG

tel: 01732 459 953 fax: 01732 742 577
email: council@sevenoakstown.gov.uk
web: sevenoakstown.gov.uk

5.	UPDATE FROM COMMUNITY ENGAGEMENT MANAGER To consider update from Community Engagement Manager.	Attached
6.	CURRENT MATTERS To consider updates on current matters.	Attached
7.	REVIEW OF COMMITTEE MEETING ON YOUTUBE To view Committee Meeting on YouTube.	-
8.	PRESS RELEASE To consider any items for press release.	-

Sevenoaks Town Council
Minutes of the Communications Working Group
Held at 10.00 am on Friday 5th December 2025

Present: Cllr Gustard (Chair), Cllr Granville, Town Clerk and Community Engagement Manager

61. Apologies for Absence

Apologies received from Cllr Varley.

62. Minutes of Communications Working Group Meeting held on 17th November 2025

RESOLVED:

- i) To accept the minutes of the meeting as a true record.

63. Update from the Community Engagement Manager

Information relating to the following was received and considered:

- Community engagement highlights
- Social media performance
- STC website
- Newsletter subscriptions
- Press coverage
- YouTube viewing figures

RESOLVED:

- i) When the Forget-Me-Not Café was set up, Town Councillors were asked to attend on a rota basis to be a link between those attending and the Town Council. The Community Engagement Manager would circulate details of dates and speakers booked to enable Town Councillors to sign up to assist with this in the future.
- ii) The Community Engagement Manager will circulate this quarter's social media statistics to Town Councillors, along with information about tagging and sharing posts.
- iii) Use Sevenoaks Town Council LinkedIn account to share posts about relevant events, news and sponsorship opportunities.
- iv) Community Engagement Manager to reach out to press list contacts to establish a working relationship.
- i) At the next Communications Working Group meeting, watch a recording of a past Committee meeting on YouTube to see how it is viewed by the public.

64. Sevenoaks Town Council Logo and Crest

Information relating to the Town Council's logo and crest was considered, as well as potential changes to the logo to align it with new green and pink branding.

Sevenoaks Town Council
Minutes of the Communications Working Group
Held at 10.00 am on Friday 5th December 2025

RESOLVED:

- i) Keep the current Sevenoaks Town Council crest design but investigate using a black and white version on a new logo.
- ii) Request Vision ICT to provide mock-ups of a new logo with a larger black and white crest on the left, with a larger 'Sevenoaks' and smaller 'Town Council' underneath. One version should have 'Sevenoaks' in green and 'Town Council' in pink, and other versions should use the dark and medium greens.
- iii) In the Brand Guidelines, include information about when the crest can be used on its own.

65. Current Matters

It was noted that completed matters could be removed from future reports and matters resolved at this meeting should be added.

RESOLVED

- i) To progress with website upgrade project with Vision ICT, as this has been approved by the Finance & Delivery Committee, with the aim of creating a simple, easy to navigate website.

66. Press Release

RESOLVED:

- i) It was agreed that there was no press release required from the meeting.

**Sevenoaks Town Council
Communications Working Group – 20th March 2026**

New Sevenoaks Town Council Website

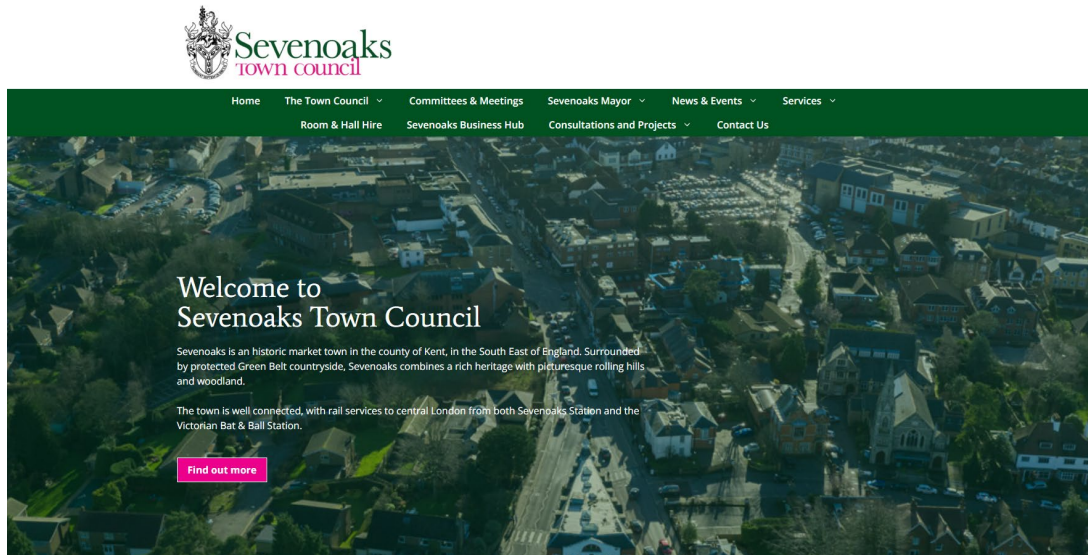
Vision ICT has been progressing well with the design and creation of the new website.

New brand colours as sampled from the digital Precept leaflet have been used. Vision ICT has suggested using Open Sans, which is a clean, modern, Sans Serif font.









Below is a sample of some of the designed webpages. Vision ICT welcomes feedback on any changes that may be required.

The logo used on the new website is just an example – different logo options will be reviewed separately in Agenda Item 4.





Home page



Sevenoaks Town Council Communications Working Group – 20th March 2026




 Bat & Ball Centre FIND OUT MORE	 Town Councillors FIND OUT MORE	 Health & Wellness FIND OUT MORE	 Town Crier Newsletter FIND OUT MORE
 Market FIND OUT MORE	 Cemetery & Burial Grounds FIND OUT MORE	 Allotments FIND OUT MORE	 Sevenoaks Business Hub FIND OUT MORE

Latest Sevenoaks News

 <p>Big welcome for the Chinese Year of the Horse 23 February 2026</p> <p>Last week saw Chinese New Year, and the start of the Year of The Horse. A large group of local ... Read More</p>	 <p>School students step up to support local shops 23 February 2026</p> <p>Students from St John's Primary School called in the Mayor to support their campaign in support of their favourite local ... Read More</p>	 <p>New Dartford Road zebra crossing will soon be completed 20 February 2026</p> <p>Construction is now underway on the long-anticipated Dartford Road pedestrian crossing in Sevenoaks, a project initiated by Sevenoaks Town Council. ... Read More</p>	 <p>2026/2027 Financial Budget 30 January 2026</p> <p>Sevenoaks Town Council sets 2026/2027 Financial Budget Sevenoaks Town Council has set its 2026/2027 Financial Budget at £2,117,684. This equates ... Read More</p>
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[CLICK HERE TO VIEW MORE NEWS >](#)

Our Upcoming Events

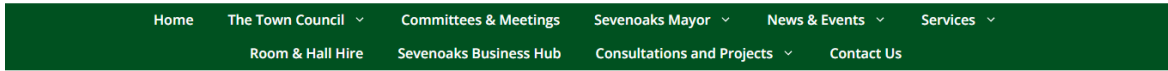
 <p>Forget-me-not Café, dementia-friendly event Apr 29, 2026 10:30 am</p> <p>Skiffle Express will be making music and encouraging attendees to join in! On the last Wednesday of the month, between 10.30am and 12pm, we host our free Forget-me-not Café at...</p> <p style="text-align: right;">READ MORE</p>	 <p>Forget-me-not Café, dementia-friendly event Mar 25, 2026 10:30 am</p> <p>Local artist Susanne Beard will be hosting an arts & crafts session On the last Wednesday of the month, between 10.30am and 12pm, we host our free Forget-me-not Café at...</p> <p style="text-align: right;">READ MORE</p>	 <p>Swing into Spring Mar 19, 2026 07:30 pm</p> <p>Mayor's Charity Concert raising funds for Citizen's Advice and the Sevenoaks Area Youth Trust You are invited to a marvellous evening at The Stag Theatre, hosted by Cllr Tony Clayton...</p> <p style="text-align: right;">READ MORE</p>
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[CLICK HERE TO VIEW MORE EVENTS >](#)

<p>Address</p> <p>Sevenoaks Town Council Bradbourne Vale Road, Sevenoaks, Kent, TN13 3QG</p>	<p>Contact</p> <p>☎ 01732 459953 ✉ council@sevenoakstown.gov.uk ✕ @ f</p>	<p>Quick Links</p> <p>Committees and Minutes Finance Planning Sevenoaks Mayor Services</p>
<p>© Sevenoaks Town Council</p>		<p>Privacy Policy Accessibility Statement</p>
<p>Website designed by Vision ICT Ltd</p>		

Sevenoaks Town Council
 Communications Working Group – 20th March 2026

Town Crier Newsletter



The Town Crier Newsletter



Town Crier

News and Information from Sevenoaks Town Council Winter 2025/2026

Our Winter 2025/26 Town Crier newsletter is out now.

Find out about upcoming events, news, consultations and more!

Sign up to receive our Town Crier newsletter direct to your email so you don't miss out on local information and events

[Click here to sign up](#)

Please use the links below to view or download editions of our newsletter.

2026 v

2025 >

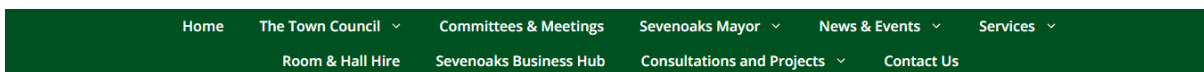
2024 >

2023 >

Spring

Summer

Town Councillors



Town Councillors

All councillors can be contacted in writing via the council office: Sevenoaks Town Council, Town Council Offices, Bradbourne Vale Road, TN13 3QG



Cllr Sue Camp
St Johns Ward

[Send me an email](#)
[Register of interests](#)
[Declaration of Acceptance to Office](#)

Other Information +



Cllr Dr Marilyn Canet
Nothern Ward

[Send me an email](#)
[Register of interests](#)
[Declaration of Acceptance to Office](#)

Other Information +



Cllr Tony Clayton
Eastern Ward

[Send me an email](#)
[Register of interests](#)
[Declaration of Acceptance to Office](#)

Other Information +



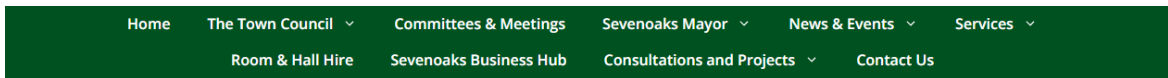
Cllr Victoria Granville
Town Ward

[Send me an email](#)
[Register of interests](#)
[Declaration of Acceptance to Office](#)

Other Information +

Sevenoaks Town Council Communications Working Group – 20th March 2026

Events



Search for events **Find Events** List Month Day

< > Today Upcoming

March 2026

THU
19

March 19 @ 7:30 pm - 9:30 pm

Swing into Spring

Stag Theatre The Stag Sevenoaks, London Road, Sevenoaks, United Kingdom

Mayor's Charity Concert raising funds for Citizen's Advice and the Sevenoaks Area Youth Trust You are invited to a marvellous ... [Read More](#)

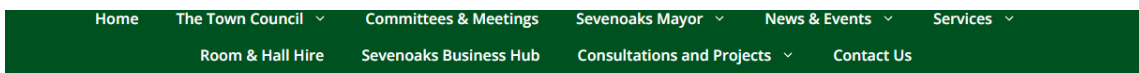


WED
25

March 25 @ 10:30 am - 12:00 pm



Consultations and Projects



Consultations and Projects



Proposed Corner Protections

Sevenoaks Town Council is seeking views on early proposals to introduce double yellow lines on several road corners within Sevenoaks Town, in order to reinforce the existing parking restrictions and improve visibility for cars and pedestrians.

[Find out more](#)



Dartford Road Zebra Crossing

Sevenoaks Town Council has led on and committed funding towards a highly anticipated zebra crossing at A225 Dartford Road as part of its previous funding of the 20mph scheme delivered in September 2024.

[Find out more](#)



Local Government Reorganisation and Local Asset Transfers

Sevenoaks District Council is working with town and parish councils to enable the protection of local assets via transfers, if possible, to town and parish councils or voluntary organisations.

[Find out more](#)



Greatness Community Sports Pavilion

Sevenoaks Town Council and Sevenoaks Town Football Club are working in partnership to deliver an exciting new Community Sports Pavilion at Greatness Recreation Ground.

[Find out more](#)

Sevenoaks Town Council
 Communications Working Group – 20th March 2026

Greatness Recreation Pavilion

Greatness Recreation Ground Community Sports Pavilion

Sevenoaks Town Council and Sevenoaks Town Football Club are working in partnership to deliver an exciting new Community Sports Pavilion at Greatness Recreation Ground.



About the project

- The project aims to bring economic, social, and environmental benefits to the local community.
- The pavilion will be a clubhouse for Sevenoaks Town Football Club. It will include modern male and female changing rooms, a kitchen, small gym, as well as café and refreshment areas.
- The project will incorporate an air source heat pump, living green wall and photovoltaic (solar) system, which will significantly improve the environmental performance of the pavilion.
- The old pavilion will be released for future community use.

Project funding

This project is funded by the following organisations, thank you to everyone who has made this possible:

- Sevenoaks Town Council: £221,100
- Sevenoaks Town Football Club: £210,000 (Plus £200,000 spent during the development stage)
- Sevenoaks District Council Community Infrastructure Levy: £787,500
- Football Foundation: £759,100
- Premier League Stadium Fund: £150,000

Construction progress reports from Longlev

Contact Us

Home The Town Council Committees & Meetings Sevenoaks Mayor News & Events Services

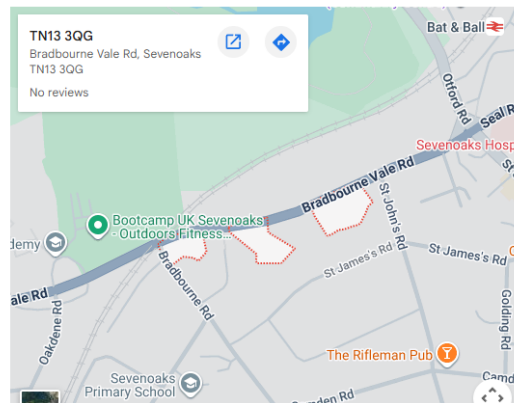
Room & Hall Hire Sevenoaks Business Hub Consultations and Projects Contact Us

Contact Us

Please use the following details to contact us here at the Sevenoaks Town Council.

Opening hours: Monday – Thursday: 8:45am to 5:00pm, Friday: 8:45am to 4:30pm, Saturday – Sunday: Closed

- Address**
 Sevenoaks Town Council Offices, Bradbourne Vale Road,
 Sevenoaks, Kent, TN13 3QG
- Call Us**
 01732 459953
- Email Us**
council@sevenoakstown.gov.uk



Sevenoaks Town Council
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Invite the Mayor



Home The Town Council ▾ Committees & Meetings Sevenoaks Mayor ▾ News & Events ▾ Services ▾
Room & Hall Hire Sevenoaks Business Hub Consultations and Projects ▾ Contact Us

Invite the Mayor

Please note that confirmation will be provided by the Mayor's Office and the completion of the form does not constitute a confirmed booking.

Name <i>(Required)</i>	Organisation
<input type="text"/>	<input type="text"/>

Organisation	Email <i>(Required)</i>
<input type="text"/>	<input type="text"/>

To respond to your enquiry, we may have to share your information with third parties. If you are happy for us to do this, please tick here.

I agree.

Enquiry

Landscape and Portrait black only version



Sevenoaks TOWN council



Sevenoaks TOWN council

Landscape and Portrait reversed out of Sevenoaks green



Landscape and Portrait using dark green and pink



Sevenoaks

TOWN council



Sevenoaks

TOWN council

Website Design | Surveys | Graphic Design | Data Backup | Training & Support

Landscape and Portrait using dark green and pink with the i and l separated



Sevenoaks

TOWN COUNCIL



Sevenoaks

TOWN COUNCIL

Landscape and Portrait using dark and mid green



Sevenoaks

TOWN council



Sevenoaks

TOWN council

Text only versions using a mix of the new colourways

Sevenoaks
TOWN council

Sevenoaks
TOWN council

Sevenoaks
TOWN council

Sevenoaks
TOWN council

Sevenoaks
Town Council

Sevenoaks
TOWN COUNCIL

Sevenoaks
Town Council

Sevenoaks
TOWN COUNCIL

x4 versions featuring the crest and using different fonts for the Sevenoaks text all of which compliment the Aptos font used for the Town Council text and a mix of the new colourways



Sevenoaks
Town Council

Merriweather Light



Sevenoaks
TOWN COUNCIL

Playfair Display



Sevenoaks
Town Council

Libre Baskerville



Sevenoaks
TOWN COUNCIL

Montserrat



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**Sevenoaks Town Council
Communications Working Group – 20th March 2026**

Community Engagement Report – December 2025 to March 2026

Community Engagement Highlights

From December 2025 to March 2026, the following community engagement activities took place:

- **Town Crier – Spring issue**
 - Spring 2026 issue will be delivered W/C 23rd March
- **Town Clerk’s Update – public newsletter**
 - Regular newsletter published on STC website and sent to subscribers via Mailchimp
- **Promotion of Chatty Café Scheme at Lilia’s Kitchen**
 - Now have five volunteers, two scheduled to host per week
 - On average five attendees per week
 - Working well at Lilia’s Kitchen
- **Forget-me-not Cafés**
 - Booked hosts up until April 2026
 - Events continue each month with good attendance
- **Promotion of events including:**
 - Annual Town Public Meeting
 - International Women’s Day
 - Swing into Spring Fundraising Concert
 - Great British Spring Clean
 - Sevenoaks Vegan Market
 - Christmas Lights Switch-On
 - Bob Ogley Fundraising Book Talks
 - Knole
 - Sevenoaks School
 - Lilia’s Kitchen Christmas Dinner
 - Carols on the Bandstand
 - Sevenoaks Markets
 - House in the Basement events
 - Open Mic Night
 - Christmas Crafts
 - Sevenoaks Town Team events and activities
 - Best Dressed Window Competition
 - Holly Party
 - Health and Wellness Fair
- **Promotion of STC news, activities and consultations including:**

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- Buckhurst Lane Play Area
- Longspring Wood plans
- Raleys Car Park Scheme
- Dartford Road zebra crossing
- Precept 2026/2027
- Corner protections consultation
- Stag petition
- National Lottery Funding for House in the Basement
- Christmas Light Competition
- Mayor’s artwork donation
- Quakers Hall Lane Allotments gazebo and solar panels
- Stag Youth Theatre funding
- Youth Services provision
- Mayor’s New Year Message
- Reusable Party Kit
- Retirement of Stag CEO
- Age UK minibus funding
- Forget-me-not Café
- Chatty Café
- Kent Advice Hub at Bat & Ball Centre
- Mayor’s blogs
- Rail Safe Friendly programme
- Local Government Reorganisation
- Business Hub
- Sevenoaks District Local Plan consultation

Social media performance

The following social media statistics are taken from Meta Business Suite. The tables below compare statistics over the last 90-day period with the previous 90-day period, as well as with the same period last year.

Last quarter, one post went viral, with an extremely wide reach of 81K (a photo taken by Bob Ogle 38 years ago of fallen trees on The Vine after the Great Storm). As a result, the statistics from this quarter show reduced engagement compared to the previous quarter. However, this quarter, many posts performed very well, particularly about the new Dartford Road zebra crossing and the Stag.

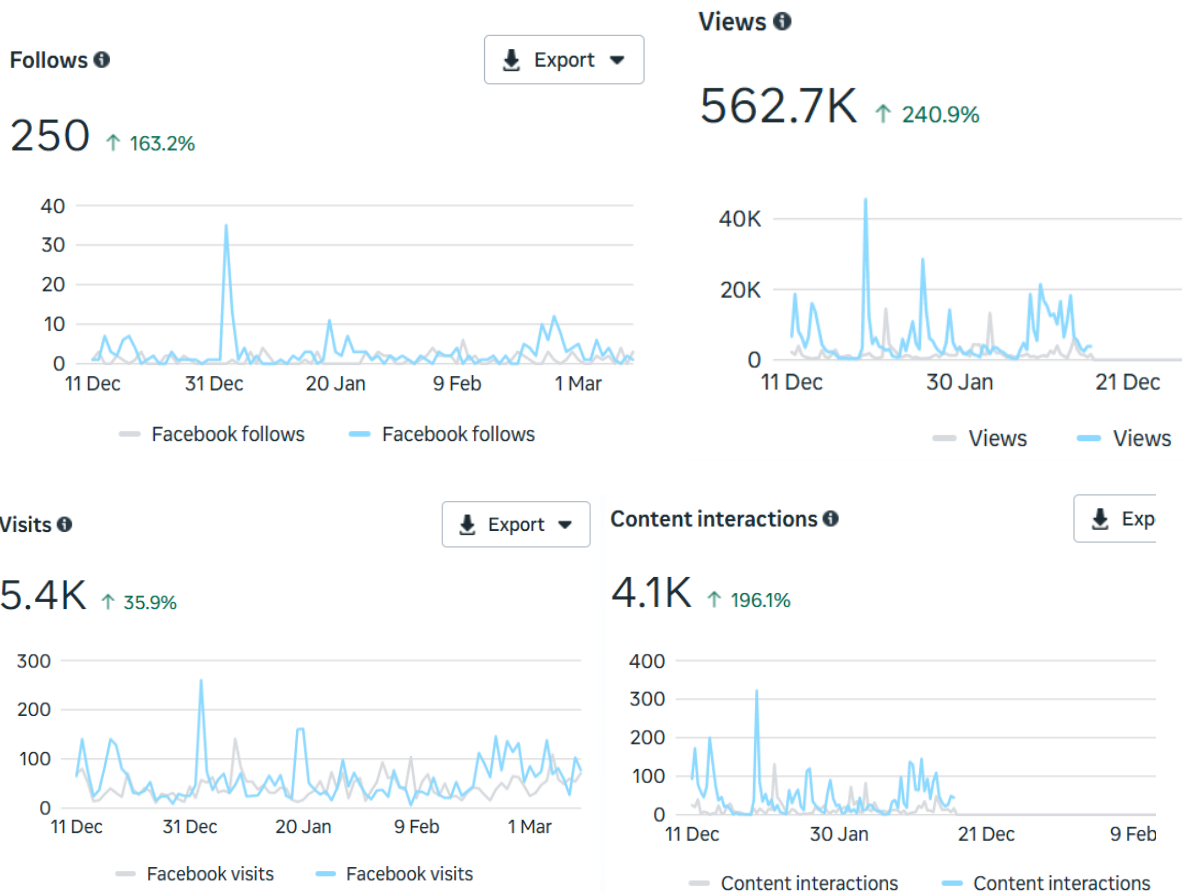
This quarter, the top 10 performing posts ranged from a reach of 33.9k to 10.3k. Last quarter, excluding the post reaching 81K, the top 10 posts ranged from a reach of 22.6k to 6.7k.

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Facebook:

	Followers	New followers	Views	Profile visits	Content interactions
Recent period: 11 December 2025 to 10 March 2026	2,178	250	562.7K	5.4K	4.1K
90-day comparison: 12 September 2025 to 10 December 2025		-42.7%	-18.8%	-38.2%	-42.4%
Same period last year: 11 December 2024 to 10 March 2025		+163.2%	+240.9%	+35.9%	+196.1%

Comparison of 11 December 2025 to 10 March 2026 (blue) and 11 December 2024 to 10 March 2025 (grey):



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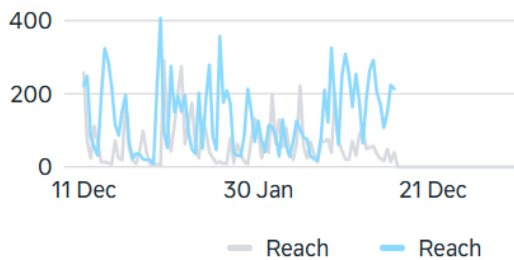
Instagram:

	Followers	New followers	Reach	Profile visits	Content interactions
Recent period: 11 December 2025 to 10 March 2026	1,509	68	2.5K	352	1.3K
90-day comparison: 12 September 2025 to 10 December 2025		-52.1%	-43.5%	-47.9%	-34.5%
Same period last year: 11 December 2024 to 10 March 2025		Data not available	+193.7%	+55.1%	Data not available

Comparison of 11 December 2025 to 10 March 2026 (blue) and 11 December 2024 to 10 March 2025 (grey):

Reach ⓘ

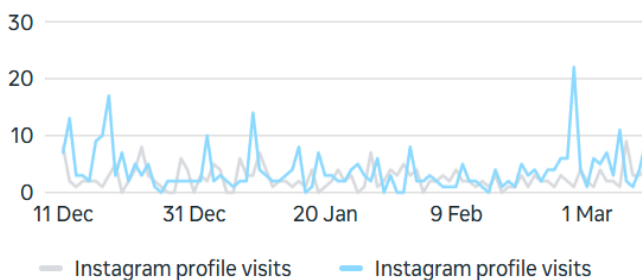
2.5K ↑ 193.7%



Visits ⓘ

Export ▼

352 ↑ 55.1%



**Sevenoaks Town Council
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Top 15 performing social posts in last 90 days:

Topic	Reach	Likes and reactions
Snowy scenes in Sevenoaks	33,936	301
Dartford Road crossing – timetable of works	26,572	95
National Lottery funding for House in the Basement	21,789	243
Stag petition	20,483	94
Dartford Road crossing – construction underway	17,596	66
Dartford Road crossing – completed	16,358	99
Mayor of Sevenoaks meets students at Retro Zo’s sweet shop	13,287	100
Stag – NALC case studies reviews	10,882	55
Buckhurst Lane Play Area upgrade complete	10,537	65
Dartford Road crossing – photo of Councillors	10,280	73
Winners of Best Dressed Window Competition	10,149	96
Stag Youth Theatre grant	9,091	62
Swing into Spring promotion	7,993	26
Buckhurst Lane Play Area – information about vandalism	7,468	19
Bob Ogley’s cheque for Mayor’s charities	7,018	93

STC website

The Google analytics website statistics are distorted this quarter because there have been 13,000 “users” from Singapore and 8,000 from China. Our website provider, Vision ICT, says this would most likely be from AI data-scraping bots. This bot activity often appears as direct, high-volume traffic with near-zero engagement, causing analytics to show inflated user counts.

Vision ICT have given assurance that is nothing to be concerned about in terms of website security and does not recommend taking any action. However, this does distort our website data when looking at quarterly comparisons.

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We are able to filter results to remove users from Asia for the last two months (11 January to 10 March), and these results are:

- Views: 13,882
- Active users: 5,875

Top 20 most visited webpages from 11 January to 10 March 2026 (views)

1. Home page (2,374)
2. Bat & Ball Centre (1,485)
3. Room & Hall Hire (573)
4. News & Events (486)
5. Health & Wellness (342)
6. Planning & Environment Committee (387)
7. Contact Us (306)
8. Sevenoaks Business Hub (292)
9. Town Councillors (271)
10. Markets (265)
11. Committees & Meetings (234)
12. Dartford Road crossing delivery dates press release (201)
13. Sevenoaks Mayor (188)
14. Cemetery & Burial Ground (166)
15. Staff vacancies (162)
16. Proposed corner protections (141)
17. Greatness Pavillion (124)
18. Allotments (122)
19. 2026/2027 Financial Budget press release (116)
20. Policies (110)

Top 5 website source of website visits from 11 January to 10 March 2026

1. Google: 7,768 (56%)
2. Direct: 3,934 (28%)
3. Bing: 1054 (7.6%)
4. Facebook: 645 (4.6%)
5. Yahoo: 139 (1%)

Newsletter subscriptions

- Town Crier: 66 subscribers
- Town Clerk's Update: 58 subscribers

**Sevenoaks Town Council
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Press coverage

Press coverage from 27 November 2025 to 12 March 2026 included:

Sevenoaks Chronicle

- Sevenoaks Business Awards
- Christmas Lights
- Rail Safe Friendly Programme
- Solar panels and gazebo at Quakers Hall Lane Allotments
- Geopark
- Sevenoaks in Bloom Young Champions
- Bob Ogley Book Launch
- Concern over building heights at Sevenoaks Station
- Design a Christmas Light Competition
- Stag Youth Theatre funding
- Mayor's New Year Message
- Mayor's artwork donation - Bradbourne Lakes linoprint
- Gazebo opening at Quakers Hall Lane allotments
- HitB Lottery funding
- Buckhurst Lane Play Area vandalism
- Stag CEO steps down
- Dartford Road zebra crossing
- Stag petition and NALC case studies
- Knole Paddock agreement with Sevenoaks Rugby Club
- Buckhurst Lane Play Area upgrade
- Swing into Spring Mayor's Concert

Sevenoaks Community Ad Magazine

- Sevenoaks wins Gold at in Bloom
- Sevenoaks' Young Champions presented with In Bloom Award
- Sevenoaks community unites to remember those who served
- Carols on the Bandstand
- STC grant to Stag Youth Theatre
- STC budget
- International Women's Day event
- Funding for Age UK minibus
- Swing into Spring concert
- Wednesday market in Sevenoaks

**Sevenoaks Town Council
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BBC New

- Young filmmakers in Kent to get support in making medieval film

Kent Online

- Pictures reveal snowy conditions in Sevenoaks
- Work finishes on zebra crossing along A225 Dartford Road in Sevenoaks

Kent Life

- Sevenoaks Business Awards

Sevenoaks Local Lifestyle magazine

- Sevenoaks Business Awards p.11
- What's On – Sevenoaks Markets, Forget-me-not Café, Mayor's Fundraising Quiz
- Bob Ogley presents cheque
- Sevenoaks Markets
- International Women's Day

Inside Kent

- Sevenoaks in Bloom
- Design a Christmas Light Competition
- Bob Ogley's cheque for Mayor's charities

Clerks & Councils Direct magazine

- Sevenoaks Business Awards
- Christmas Lights Switch-On
- Remembrance Service
- Sevenoaks Youth Council
- Sod-cutting at Greatness Pavilion
- South & South East in Bloom Awards
- Bob Ogley cheque for Mayor's charities
- Mayor's donation of painting

Express:

- Sevenoaks Markets and Vine Gardens mentioned in 'The pretty UK town rammed with independent shops'

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Weald Radio

- Sevenoaks Town Council secures funding for Age UK electric minibus
- Bob Ogley charity cheque to Mayor’s charity fund
- New Dartford Road Crossing
- Sevenoaks Town council sets budget

YouTube viewing figures

Viewing figures of Committee and Council meetings on YouTube from 1 December 2025 to 9 March 2026:

Date	Committee Meeting	Views:
01/12/25	Planning & Environment	20
08/12/25	Town Council	20
15/12/25	Planning & Environment	24
22/12/25	Planning & Environment	22
05/01/26	Planning & Environment	14
12/01/26	F & D followed by Town Council	24
19/01/26	Planning & Environment	26
26/01/26	Community Assets (Open Spaces)	25
02/02/26	Planning & Environment	25
16/02/26	Planning & Environment	17
23/02/26	F & D followed by Town Council	19
25/02/26	Youth Services	8
02/03/26	Planning & Environment	10
09/03/26	Annual Town Public Meeting	14

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Sevenoaks Town Council
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Current Matters

NB: Updates shown in red

Item	Minute No		Status	Latest update
1.	Min 5 03.09.25	Website redesign, branding guidelines, and new logo	<i>Ongoing</i>	<p>RESOLVED:</p> <ul style="list-style-type: none"> Design brand guidelines to be produced (based on 2025 / 26 Precept Leaflet) <p>Draft produced and will be further refined by Vision ICT.</p>
	Min. 59 17.11.25		<i>Ongoing</i>	<p>RESOLVED:</p> <ul style="list-style-type: none"> Tints of brand colours to be added to the brand guidelines. Aptos font should be used in Sevenoaks Town Council communications where possible. The number of fonts used in the Town Crier should be reduced. Communications about House in the Basement events and activities do not have to use Sevenoaks Town Council branding, but a strapline such as ‘A Sevenoaks Town Council community facility’ should be used, along with the Sevenoaks Town Council logo. Once the branding guidelines have been finalised, Open Spaces signage should be reviewed and updated accordingly. Vision ICT will develop final brand guidelines and an updated logo alongside the website upgrade. <p>Draft produced and will be further refined by Vision ICT alongside website project.</p>
	Min. 64 05.12.26		<i>Ongoing</i>	<p>RESOLVED:</p> <ul style="list-style-type: none"> Keep the current Sevenoaks Town Council crest design but investigate using a black and white version on a new logo. <p>Draft designs produced by Vision ICT – see Agenda Item 4.</p>

Sevenoaks Town Council
 Communications Working Group – 20th March 2026

Item	Minute No		Status	Latest update
			<i>Ongoing</i>	<ul style="list-style-type: none"> Use Sevenoaks Town Council LinkedIn account to share posts about relevant events, news and sponsorship opportunities. <p>STC's LinkedIn was run by the Town Team Facilitator, but now the Community Engagement Manager has login details too and contributes posts.</p>
			<i>Complete</i>	<ul style="list-style-type: none"> Community Engagement Manager to reach out to press list contacts to establish a working relationship. <p>Community Engagement Manager has reached out to press list and continues to develop working relationships.</p>
			<i>Ongoing</i>	<ul style="list-style-type: none"> At the next Communications Working Group meeting, watch a recording of a past Committee meeting on YouTube to see how it is viewed by the public. <p>See Agenda Item 7</p>