



COMMUNICATION WORKING GROUP

To be held in the Council Chamber, Town Council Offices
Wednesday 12th June 2024 at 2:00pm

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 Chloe Gustard **Vice Chair**

CLlr Victoria Granville
CLlr Sally Layne
CLlr Nigel Wightman

Agenda

1. **Movement & Net Zero Working Group Terms of Reference**
 - a) To note 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) To note that during the Council meeting, CLlr Varley was elected as Chair of the Communications Working Group, and CLlr Gustard elected Vice Chair.

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

2. **Apologies for absence**

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Town Clerk

3. **Minutes of the Communications Working Group held on 2nd May 2024 (attached)**
4. **Town Crier – Feedback from Town Councillors (attached)**
5. **20 mph Communication Plan (to follow)**
6. **Councillors Surgeries & consideration of future plans**
7. **Update from Community Engagement Manager**

Sevenoaks Town Council

Minutes of the Communication Working Group

Held at 11.00 a.m. on Thursday 2nd May 2024 at Bat & Ball Centre

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

Absent: Cllr Dr Canet and Cllr Layne.

1. Notes of the Previous Meeting 14th December 2023

These were agreed as a true record.

It was also noted that the planned meeting for 22nd February 2024 did not take place due to insufficient quorum.

2. 20 mph

It was noted that it was hoped that the final arrangements for the implementation for the installation of the 20 mph project in Sevenoaks would be signed off on 28th May 2024 for installation at the beginning of September.

The Community Engagement Manager would prepare Communications Programme for the project to include:

- Q & A document for STC website and social media (How, When, Where and Benefits)
- Social Media coverage
- Contact to schools
- Local press.

3. Town Crier

Ongoing from past meetings discussion took place about the future of the Town Crier publication noting and agreeing the following:

- On the recruitment of the new Community Engagement Manager some short term changes and improvements had been made to the publication.
- The next issue goes to print on 20th May 2024.
- The purpose of the publication is to inform residents of the town about the activities of the Town Council and how public funds are spent.
- The publication cannot be commercially sustained with advertising due to legislation.
- Cllrs would be asked again for the view on any specific requirements to change the Town Crier, including name. A short timescale for response would be requested.
- The Community Engagement Manager will be asked to take on board comments and bring some concept ideas to the next meeting in June.

- 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.

4. Update from Community Engagement Manager, Helen Cook

Helen had been in post for six weeks. Initial tasks had included producing the April edition of the Town Crier and increasing engagement on social media and providing information about Sevenoaks Town Council’s 50th Year.

It was noted that in the short space of six weeks social engagement had increased significantly it was hoped that this would translate into more people using the Town Council’s facilities, engaging in surveys, and attending events.

Longer term a review of the Town Council’s branding and style would be considered. Cllr Varley offered to provide the link to Sevenoaks District Council’s forty five page Branding Policy to review.

At future Working Group meetings a three monthly report relating to community engagement statistics would be provided.

5. Councillors Surgeries

It was noted that these had not been successful in encouraging people to attend.

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.

A new advert and poster would be designed. Cllrs liked the Swanley version.

6. Next Meeting

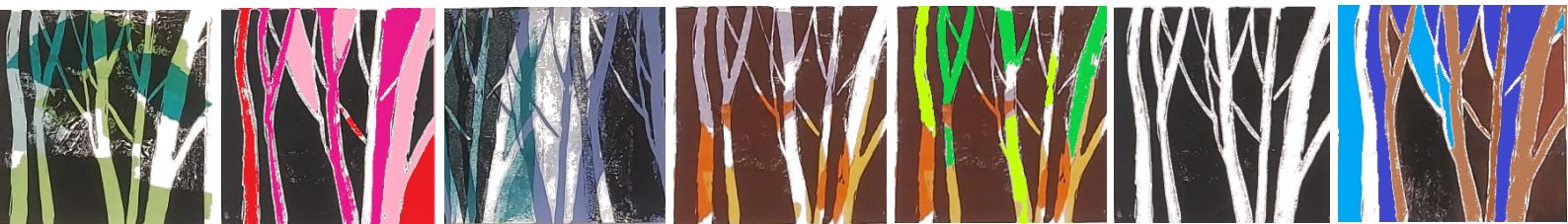
The next meeting will take place 2 p.m. on Wednesday 12th June 2024 in the Council Chamber.

There being no further business the meeting closed at 12 p.m.

Town Crier – Cllrs Comments & Suggestions, May 2024

Cllr O'Hara	<p>As there are a number of references to this being a Sevenoaks Town Council publication in the header.</p> <p>Could the tag line be simplified from</p> <p>From Sevenoaks Town Council for the community of Sevenoaks</p> <p>To</p> <p>For the Community of Sevenoaks</p> <p>Otherwise, I have to sayThe whole layout and type face looks super</p>
Cllr Granville	<p>I've looked at the masthead, attached.</p> <p>I like the 3-column text in the latest issue, the arrangement of information and the use of images.</p> <p>Type-size looks good. Thankyou Helen for getting this going</p>
Cllr Gustard	<p>Thank you for collating all our ideas and suggestions for the new look STC Town Crier. Some of these points were already covered in our recent meeting but I'll include them here anyway.</p> <p>I think we agreed that the objectives of the magazine/newsletter are to:</p> <ul style="list-style-type: none"> a) communicate to residents how their money is being spent (remain authoritative) b) be used as a reference for upcoming events etc c) highlight positive stories that demonstrate how much work our small council achieves! <p>Do add any I've missed.</p> <p>STC are in control of editorial but we have been invited to make suggestions for how the publication may look and what features it may include going forward.</p> <p>My thoughts:</p> <ol style="list-style-type: none"> 1. Front page should be a big positive news story (great to see Longspring on the front page) 2. Youth Council page. At a recent YC mtg they were discussing how best to communicate with their peers about the work of the Youth Council. Digital options were discussed BUT their preferred choice was to have a page within the Town Crier that would reach every household in the Town. I support this idea. 3. Tighter copy for each article to allow more white space and photos. 4. New style for subtitles in the main text to lift articles off the page. Either in a different colour or within a coloured band? A page of black text is difficult to read. 5. Quotes lifted out of main text in boxes or different font for same reason as above.

	<p>Plans are already underway for offering a digital version on the website and for subscription by households outside of the Town. This is a great idea!</p> <p>I am looking forward to seeing your development of these ideas. Have a great weekend.</p>



SEVENOAKS TOWN COUNCIL NEWS

June 2024



Loos at St Johns

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SEVENOAKS TOWN COUNCIL NEWS



News for the Community of Sevenoaks

August 2024



SEVENOAKS TOWN COUNCIL NEWS

For the Community of Sevenoaks AUGUST 2024



Loos at St Johns

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