

**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

36. 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.

- 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.

37. 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.

38. 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.

39. 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.

40. 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.

41. 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.