

**Sevenoaks Town Council**  
**Minutes of the Communications Working Group**  
**Held on 24<sup>th</sup> July 2024 at 2.04pm at the Town Council Offices**

**Meeting Commenced:** 2.04 p.m.

**Meeting Concluded:** 3:00 p.m.

**Present:**

Cllr Nick Varley, <b>Chair</b>	Present	Cllr Sally Layne	Apologies
Cllr Chloe Gustard, <b>Vice-Chair</b>	Apologies	Cllr Nigel Wightman (from 2.12pm)	Present
Cllr Victoria Granville	Present		

<b>Substitute</b>	<b>For</b>
Cllr Claire Shea	Cllr Sally Layne

**In attendance:** Responsible Finance Officer & Deputy Town Clerk, Community Engagement Manager, Senior Committee Clerk.

- 96. Apologies for Absence:** Received and accepted as noted above.
- 97. Requests for Dispensations:** There were no requests for dispensations.
- 98. Declarations of Interest:** There were no declarations of interest.
- 99. Minutes of Communications Working Group held on 12<sup>th</sup> June 2024**  
It was agreed to receive, adopt and sign the minutes as a true record.

**100. Town Crier**

It was noted that external designers had been approached in relation to the Town Crier but no responses had been received so the Working Group reviewed alternative design mastheads & names for the magazine prepared by the Community Engagement Manager. Councillors thanked her for her work and gave feedback.

It was noted that the aim was to develop Sevenoaks Town Council brand guidelines across all its promotional material, and this was to be taken into account with the redesign of the Town Crier.

It was agreed that an external designer be asked to prepare further designs for the Town Crier cover to be considered at the next meeting of the Working Group. Councillors were asked to provide feedback to the Community Engagement Manager for the preparation of the brief which would be sent to Working Groups members for comment prior to being sent to the designer.

The Community Engagement Manager was asked to draw up a project timeline with the aim to launch the redesigned Town Crier in the new year.

Given the copy deadline, it was agreed that the next edition retain the current format.

**RESOLVED** that:

- 1) The next edition of the Town Crier retain its existing format.
- 2) An external designer be briefed to prepare three alternate designs for a Town Crier template.

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- 3) Members of the Working Party provide feedback to the Community Engagement Manager by 5<sup>th</sup> August for inclusion in the draft brief.
- 4) Draft brief to be circulated to Working Group members for comment.
- 5) Community Engagement Manager to draw up a project timeline with the aim to launch the redesigned Town Crier in the new year.

**101. 20mph Communication Plan**

The Working Group reviewed the Communications Plan regarding the implementation of the 20mph signage scheme.

Consideration was given to the draft leaflet “Your guide to the 20mph limit scheme in Sevenoaks” which set out the implementation timeline and addressed key Questions & Answers.

Councillors felt that the leaflet should include a picture and message from the Mayor on the front page, setting out why the scheme was being introduced. This would replace the section in the draft leaflet regarding the consultation process which could be included in the Questions & Answers on the Town Council website.

**RESOLVED:**

- 1) That the Communications Plan regarding the implementation of the 20mph scheme be received and noted and that Councillors email their comments to the Community Engagement Manager for updates by 5<sup>th</sup> August.
- 2) That, subject to the amendment of the front page to include a message from the Mayor on why the scheme was being introduced, the draft leaflet “Your guide to the 20mph limit scheme in Sevenoaks” be approved for distribution.

**102. Social Media Data**

The Working Group received and noted raw data in relation to the Town Council’s activity on Facebook and Instagram, including top posts for reach and engagement. It was noted that numbers were increasing.

**103 Update from Community Engagement Manager**

The Community Engagement Manager provided a report analysing the social media data for April to July 2024.

**RESOLVED:** that the Social Media Data 3-monthly report, April to July 2024, be received and noted,

**104. Current Matters**

Updates on current matters were noted. It was agreed that Cllr Gustard be contacted for an update on proposed Councillor Surgeries.

**105 Press Release**

Noted that the 20mph leaflet was to be released this evening.

There being no further business the Chair closed the meeting.

Signed ..... Dated .....  
Chair