

Sevenoaks Town Council
Minutes of the Communications Working Group
Held on 18th September 2024 at the Town Council Offices

Meeting Commenced: 2.00 p.m.

Meeting Concluded: 2.45 p.m.

Present:

Cllr Nick Varley, Chair	Apologies	Cllr Sally Layne	Apologies
Cllr Chloe Gustard, Vice-Chair (In the chair)	Present	Cllr Nigel Wightman	Present
Cllr Victoria Granville	Apologies		

Substitute	For
Cllr Tony Clayton	Cllr Victoria Granville

In attendance: Town Clerk, Communications Manager

173 Apologies for Absence: Received and accepted as noted above.

174 Requests for Dispensations: There were no requests for dispensations.

175 Declarations of Interest: There were no declarations of interest.

176 Minutes of Communications Working Group held on 24th July 2024
 It was agreed to receive and adopt the minutes as a true record.

177 Town Crier Redesign

The Working Group considered the report of the Community Engagement Manager regarding the redesign of the Town Crier magazine, which included:

- Quotes and cost comparison of external design services offered
- Printing cost comparison
- Distribution considerations
- Timescale of project
- Actions to progress the redesign process

RESOLVED to RECOMMEND to the Finance & 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.

It was also **RESOLVED** 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.

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178 20mph Communication Plan

The Working Group received and noted the Communication Plan for the 20mph Scheme, noting no feedback had been received from Councillors. The action plan has been updated.

RESOLVED: That the reference to ‘draft’ be removed and the Communications Plan and its monitoring be received and noted.

179 Social Media Data: Update from Community Engagement Manager

The Community Engagement Manager provided a report analysing the social media data from 14th July to 11th September 2024.

It was noted that the most positive social media to date related to the installation of the 20mph infrastructure:

Post Impressions	6,018	Post Reach	5,699
Engagement	1,421	Interactions	38
Reactions	38	Comments	49
Photo views	79		

Facebook statistics

Followers	New Followers	Reach	Content interactions
986	73	28.2k	1.1k
	+15.9%	+41.9%	+15.9%

Instagram statistics

Followers	New Followers	Reach	Content interactions
993	96	1.4k	283
	-44.5%	+110%	-34%

RESOLVED:

- i) That the Social Media Data report 14th July to 11th September 2024 be received and noted.
- ii) Website statistics be provided to the next meeting
- iii) Information relating to Councillors roles e.g. Chair of Committee or external representatives be updated on the website.

180 Councillor Surgeries

It was noted that future Councillors Surgeries / Meet your Councillors would be held at events organised by the Town Council or on its land. Forthcoming events were:

- Sevenoaks Bike Festival – combined with Youth Council cake sale
- Vegan Market
- Christmas Lights Switch On

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RESOLVED: To design a logo ‘meet your town councillors’ to enable to be used on future event publicity.

181 Current Matters

Updates on current matters were noted.

182 Press Release

No press release was required.

There being no further business the Chair closed the meeting.

Signed Dated
Chair