

Sevenoaks Town Council
Minutes of the Communications Working Group
Held at 11.00 am on Friday 20th March 2026

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

78. Apologies for Absence

No apologies.

79. Minutes of Communications Working Group Meeting held on 5th December 2025

RESOLVED:

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

80. New Sevenoaks Town Council Website

RESOLVED:

- i) To progress with website redesign in line with current draft pages, aiming for a soft launch in early May and hard launch at the end of May.
- ii) Make the following changes to the drafted webpages:
 - a. Reduce the number of menu options on the primary navigation bar to fit on one line
 - b. Reduce the size of the welcome image box on the homepage and create a carousel of different images
 - c. Change the colour of the quick links on the homepage to medium green
 - d. Use different quick link logos for the Bat & Ball Centre and other venues to hire link and for the Sevenoaks Business Hub link
 - e. Make the search bar more prominent
 - f. Add our social media links on the 'Contact us' page
 - g. Use more current photos where possible.
- iii) Once Vision ICT have finished creating the website, and Council staff have reviewed their sections, share with the Communications Working Group via email for final feedback and approval.

81. Logo Proposal from Vision ICT

Vision ICT's proposed logo designs were reviewed.

RESOLVED:

- i) Use the dark green and pink version of the logo with the 'Town Council' text right-aligned and the black and white crest on the left
- ii) Make the black and white crest more filled in, resembling the shading of the coloured example provided by Vision ICT
- iii) In the brand guidelines, have four versions of the logo: black; white; coloured without crest; coloured with crest. Include information about

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when these could be used, e.g. logo without crest could be used by grant recipients

- iv) Once the logo has been redrafted, share this with the Communications Working Group via email.

82. 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) The Community Engagement Manager will circulate this quarter's social media statistics to Town Councillors, along with information about tagging and sharing posts
- ii) Cllr Varley will share additional media contacts at Sevenoaks Chronicle with the Community Engagement Manager.

83. Current Matters

The current matters were noted.

RESOLVED

- i) Completed matters to be removed from future reports and matters resolved at this meeting to be added.

84. Review of Committee Meeting on YouTube

A recording of a past Committee meeting on YouTube was reviewed.

RESOLVED

- i) Councillors will consider how to make improvements to meeting etiquette to benefit recordings.

85. Press Release

RESOLVED:

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

There being no further business, the Chair closed the meeting.