



10 September 2024

COMMUNICATION WORKING GROUP

To be held in the Council Chamber, Town Council Offices
Wednesday 18th September 2024 at 2pm

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 Sally Layne
Cllr Chloe Gustard Vice Chair	Cllr Nigel Wightman
Cllr Victoria Granville	

Quorum minimum of 3 elected members

Agenda

1.	<u>APOLOGIES FOR ABSENCE</u> To receive and note apologies for absence.	-
2.	<u>REQUESTS FOR DISPENSATIONS</u> To consider written requests from Members which have previously been submitted to the Town Clerk to enable participation in discussion and voting on items for which the Member has a Disclosable Pecuniary Interest. (s.31 & s.33 of the Localism Act 2011).	-
3.	<u>DECLARATIONS OF INTEREST</u> To receive any declarations of interest from members in respect of any items of business included in this agenda.	-
4.	<u>MINUTES OF THE COMMUNICATIONS WORKING GROUP HELD ON 24TH JULY 2024</u> To receive, adopt and sign the Minutes of the Meeting of the Communications Working Group held on 24 th July 2024 as a true record.	Attached

Town Council Offices
Bradbourne Vale Road
Sevenoaks Kent TN13 3QG

tel: 01732 459 953 fax: 01732 742 577
email: townclerk@sevenoakstown.gov.uk
web: sevenoakstown.gov.uk

5.	<u>TOWN CRIER</u> <ul style="list-style-type: none"> To receive quotations in relation to the alternative designs for the front page of the Town Crier and to make a recommendation to the Finance & Delivery Committee. To receive and agree the draft brief in relation to the alternative designs. To receive the project timeline for the revision of the Town Crier. 	Attached
6.	<u>20MPH COMMUNICATION</u> To receive the Communications Plan with councillor's amendments/ comments.	Attached
7.	<u>UPDATE FROM COMMUNITY ENGAGEMENT MANAGER</u> To consider update from Community Engagement Manager.	To Follow
8.	<u>COUNCILLOR SURGERIES</u> Working Group to confirm plans for Councillor Surgeries.	-
9.	<u>CURRENT MATTERS</u> To consider updates on current matters.	Attached
10	<u>PRESS RELEASE</u> To consider any items for press release.	-

Sevenoaks Town Council
Minutes of the Communications Working Group
Held on 24th 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, Chair	Present	Cllr Sally Layne	Apologies
Cllr Chloe Gustard, Vice-Chair	Apologies	Cllr Nigel Wightman (from 2.12pm)	Present
Cllr Victoria Granville	Present		

Substitute	For
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 12th 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.

Sevenoaks Town Council
Minutes of the Communications Working Group
Held on 24th July 2024 at 2.04pm at the Town Council Offices

- 3) Members of the Working Party provide feedback to the Community Engagement Manager by 5th 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 5th 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

Report on Town Crier redesign

Including quotes, cost comparison of design services offered, printing cost comparison, distribution considerations, timescale of project and actions to progress the redesign process

By Helen Cook, Community Engagement Manager

1. Email sent to designers/agency:

Dear X

Sevenoaks Town Council has a quarterly newsletter, currently created in-house on Publisher, which is 12 or 16 pages. I have joined the council recently and taken over this newsletter, trying to turn it into a more appealing and professional publication. Please find attached the latest issue which is just at the printer's. My background is a journalist, newspaper and magazine sub-editor and layout sub just for your information.

The town council wishes to get a new design and a template created for the publication which can then be done in house (we have InDesign also) or outsourced with the template ready for use.

The council has in fact asked for 3 alternative designs to be provided, possibly with different mastheads if the title is changed from Town Crier, which it has always been called. Can you let me know if 1) what would be your cost for this project 2) If you are available 3) If you could provide this in fairly short time scale

Can you come back to me as soon as possible please, particularly on cost?

The aim is to launch this for the Spring issue 2025 which would come out in February/March, hence a design template would need to be created, approved by council, and be ready to be used for a first issue in January.

I am compiling a brief from councillors' feedback to formally brief a designer.

Kind regards

Helen Cook, Community Engagement Manager, Sevenoaks Town Council

Communications Working Group – 18th September 2024

2. Editorial design agencies giving a quote

Quotes were received from:

[TLC Media](#) (designer of Swanley Town Crier)

[The Hideout](#) design agency

[Nick Ebdon](#) Design and Branding

SEE TABLE OF COST AND SERVICES COMPARISON ATTACHED.

DESIGNERS QUOTES IN CORRESPONDENCE ARE INCLUDED.

PRINTING:

As [TLC Media](#) also have a printer they work with, I did a printing costs comparison also (see table) which showed considerable savings could be made if switching printers, and also savings could be made on using slightly lower gsm paper stock.

Overview from table cost comparison:

Two price ranges offered. Essentially the two graphic design agencies/graphic designer [The Hideout](#) and [Nick Ebdon](#) were similar quality and price coming in around £3,000-3,600 +VAT for a redesign plus laying out the first issue and then supplying InDesign templated pages for in-house use.

[TLC Media](#) (designers of Swanley Town Crier) offer a considerably cheaper service (£250 redesign) and regular layout service (£475) for each issue if the decision was made to outsource the layout and production of the Town Crier, with Community Engagement Manager as content editor. TLC also are connected with a printing company which offers significantly cheaper printing costs to our current provider. Copies of Swanley Town Crier are included for consideration of style and suitability. Templates can be given to STC if decision is later made to take full layout and artwork back in house.

Distribution: Our current provider also liaises with Royal Mail and had arranged RM delivery contract so is if switching printers was to be considered anyway, Royal Mail would need to be approached for a new arrangement to be set up.

Communications Working Group – 18th September 2024

3. Design brief

Draft brief from councillors' feedback.

Masthead: different titles to try for new masthead: Town Crier, News from Sevenoaks Town Council, Sevenoaks Town Council News

Masthead not to take up more than 20% of page

Colour palette and usage including for headlines, and white text on colour for boxes, eg info boxes: blue, green, or colours to respond to colours in images or themes?

Preferred fonts – modern style, readability and legibility. Modern editorial fonts can be suggested by designer.

Front page – Not a poster front (ie one picture with text overlay). Main news story and signposts to reader on front page (promoting stories inside ie puff panel)

Headline sizes to be set within guidelines

Contents panel page 2 – have fixed style

General style: use of white space, modern fonts, use of images at a good size, avoiding cramped or cluttered look, ease of use for reader

Text: use of text breakers such as pull quotes, boxed quotes

Pictures: text overlay white on colour to use in moderation

Captions to be included with caption style and picture credits where required at set style and size

Headlines: multiple headlines including main headline and secondary straplines, standfirsts in longer articles, use of coloured headlines, and white headlines on pictures as long as readable

Regular sections and pages clearly labelled: current issue has Council News Roundup, Youth facilities, Dates for diary, Town Team update, Green initiatives

Coloured headers and footers in palette of colours

Social media icons included in footer

Functions and facilities page 16 to be redesigned with use of images to improve look

4. Redesign Timeline

Proposal is to have a redesigned Town Crier for the Spring issue in the New Year.

Project timeline:

CWG 18/9/24

Group to select quote/quotes to go forward to Finance and Delivery Committee 16/10/24 for consideration of cost in order to commission a designer to do a redesign and first issue layout of the Town Crier. Decision on printing and distribution if required.

CWG 27/11/24

Group to review decision of F&D Committee and design brief. Designer can be appointed and eg initial designs or dummy prepared for review

CWG 29/1/25

Group to review update on redesigns and progress towards Spring issue due out end of March/early April.

Editorial timeline:

The Spring issue must include the Precept information/annual budget which is normally available in early March. There is currently around 3+ weeks from sending the TC to press and from when the copies are delivered by Royal Mail.

So copy deadline for the Spring issue would be end of February, with the Town Crier going to press around March 25.

If the first issue of the new design is done by the designer with a turnaround of 10 days+ and to allow for amends to proofs, all copy and images would need to go to designer March 11.

Attached:

Cost comparison table

Designers' quotes

RECOMMENDATION: The Working Group is asked to consider the quotations received and to make recommendation to the Finance & Delivery Committee.

Communications Working Party – 18th September 2024

Designer/agency name	Design fee and package	Design fee and first issue layout based on 16pp A4 format	Ongoing issue, layout and design quarterly	Printing cost if applicable 13,000 print run and distribution, 115-100gsm minimum
TLC Media Online (current producer of Swanley Town Crier	£250 redesign in InDesign for a 'dummy' edition (templates can be taken away for inhouse use)	£250+£475 NO VAT PAYABLE – to supply press ready InDesign file to go to printer's If printing, 5-day turnaround of magazine from receipt of content to printed magazine delivered	£475 NO VAT PAYABLE	A4 16pp 13,000 print run on 115gsm Gloss Art paper £2,621.03 Delivered PALLETISED to one mainland UK Zone 1 address ADD ON DISTRIBUTION – OBTAINING RM QUOTE
Nick Ebdon designer	Option 1; Total magazine redesign to supply press ready InDesign templates and build out 1 st issue £3,2000 + VAT inc 0.5day onsite training Option 2: Cover redesign only and supply InDesign template £1,920+VAT	£3,200 + VAT inc 0.5day onsite training, to supply press ready InDesign file to go to printer's	Between £960.00 and £1280.00 +VAT per issue	Printing not included

Communications Working Party – 18th September 2024

The Hideout Agency	<p>Option 1: Full redesign, one set of amends inc 3 sets of mastheads for cover £3,000+VAT</p> <p>Option 2: 3xmasthead and cover designs £1,150+VAT</p>	<p>£3,000 +VAT to supply press ready InDesign file to go to printer's</p> <p>£600+VAT to add training video and follow up call</p>	£1,850 +VAT	Printing not included
Current printer and distributor The Leaflet company	PRINT COSTS		<p>DESIGN & LAYOUT</p> <p>Inhouse by Community Engagement Manager (around 12/14 days work quarterly for layout, proofing, chasing ads, designing inhouse ads if needed, gathering info and editorial/writing editorial, compiling dates for diary, and sourcing images etc)</p>	<p>Print only A4 16pp 13,028 print run on 115gsm silk £3,960</p> <p>Quoted for 13,028 print run on 100gsm silk £3,635</p> <p>Distribution Royal Mail 10,652 delivered £1,046.28 +VAT</p> <p>Leaflet company team 2,076 delivered £187+VAT</p> <p>TOTAL PRINT & DISTRIBUTION COST FOR AUTUMN 24 TC £4,573.17 ex VAT</p>

Agenda Item 5**Communications Working Party – 18th September 2024**

TLC Media – their contracted printer	PRINT COSTS		DESIGN & LAYOUT Quarterly design fee per issue £475	A4 16pp 13,000 print run on 115gsm Gloss Art paper £2,621.03 Delivered PALLETISED to one mainland UK Zone 1 address ADD ON DISTRIBUTION – OBTAINING RM QUOTE
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TLC Online
Design • Print • Web

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T: 023 8024 3044
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E: webteam@tlc-online.co.uk
W: tlc-online.co.uk

Helen Cook
Community Engagement Manager
Sevenoaks Town Council
Town Council Offices
Bradbourne Vale Road
Sevenoaks
Kent
TN13 3QG

Telephone: 01732 459953

Date: 09 September 2024

Good afternoon, Ms Cook

Thank you very much for sending your email this morning requesting formal information about designing your 16 page magazine.

I hope the information below you will find useful.

QUESTION ONE: Can I clarify that the £475 referred to is for you to do the 16 pager each quarter, to return it to us as a press ready PDF file for us to send to our printer and distributor?

That is correct. I will make sure that the artwork is correct and ready for the printing process as everything will be at 300 dpi and in CMYK colour gradient.

QUESTION TWO: Would this be the flat fee each quarter?

Yes, as long as we are doing a 16 page document. If we are doing a larger document. For example 20 pages, there will be an increase in the fee. Approximately £30.00 per page.

QUESTION THREE: And would there be an additional fee for designing the first magazine to then use as a template, to allow discussion re fonts and any dummy editions ahead of committing to a design to go forward? What about designing a new masthead – is that part of the design fee above?

To design a “dummy addition” the council would be looking at a one-off fee of £250.00 this would include designing a new masthead and laying out basic pages which will be used in the finished artwork.

if you have any further questions that you would like answering please do not hesitate to get in contact with me.

Yours sincerely

John A. Brown
on behalf of TLC Online

Crafted with purpose

The Hideout

Sevenoaks Town Council



THE HIDEOUT

The text 'THE HIDEOUT' is rendered in a large, bold, white, sans-serif font. It is decorated with three yellow elements: a starburst shape on the left side of the 'T', an oval shape above the 'E', and a horizontal bar on the right side of the 'U'.

Founded in 2012, The Hideout is an independent creative studio that crafts meaningful brands to connect with your audience.

Brand Strategy & Identity
Website Design & Development
Printed Matter
Video & Photography

Our services - Long list

Our extended list of services we offer.

Brand Strategy & Identity

- Purpose, vision, mission
- Brand positioning and narrative
- Tone of voice & brand messaging
- Brand name

- Logos
- Visual design systems
- Brand guidelines
- Copywriting

Website Design & Development

- Site-mapping and user journeys
- UX & UI design
- Bespoke WordPress & Umbraco development
- Website accessibility

- Analytics & tracking
- Website maintenance
- SEO
- Mailer design & development

Printed Matter

- Brochures
- Annual and financial reports
- Stationery
- Promotional materials

- Menu design
- Signage & wayfinding
- Packaging
- Exhibition and banner design

Video & Photography

- Showreels & trailers
- Long & short form video content
- Image library creation
- Location and event photography

- Social media assets
- Motion design & animation
- Drone video & photography
- Product photography

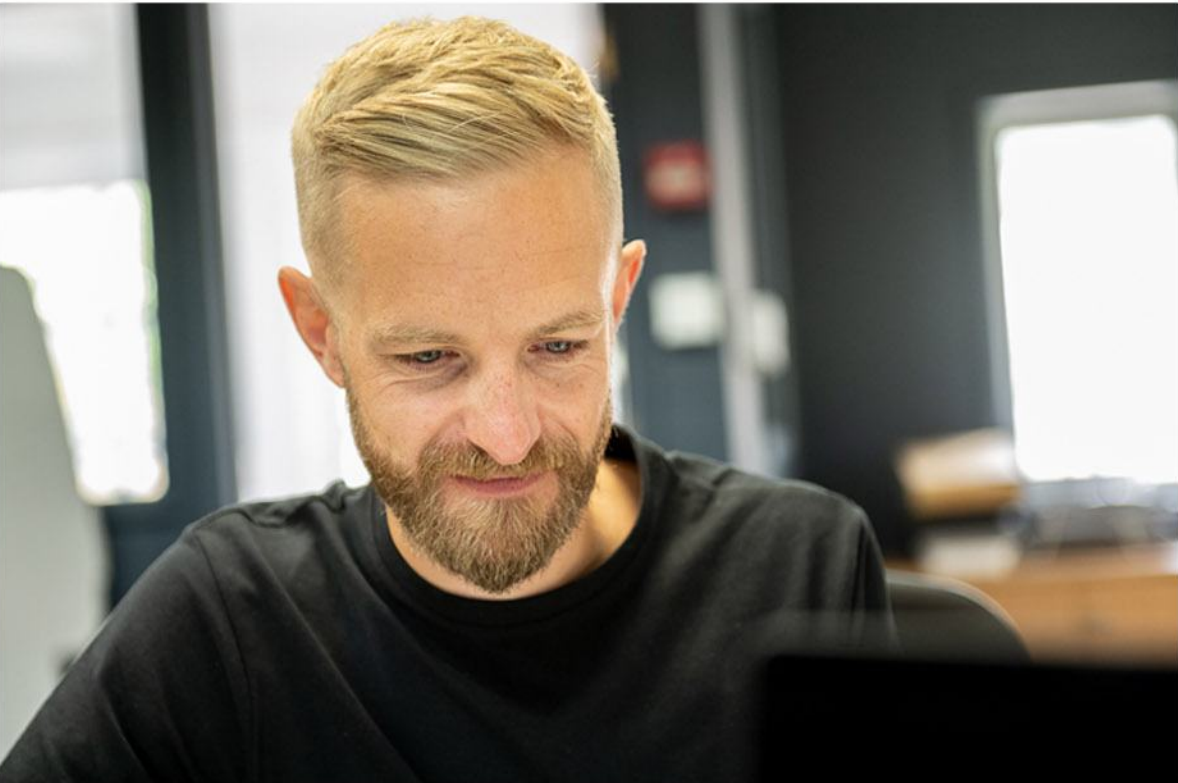
Awards & Features

Awards and publications where our work has featured.



The Team

The people behind the work we create.



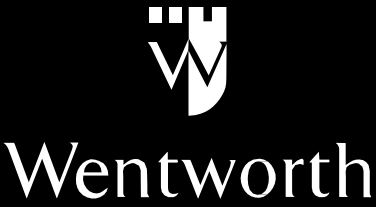
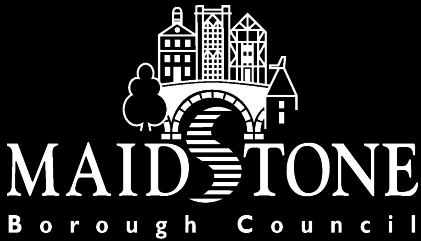
The Team

The people behind the work we create.

Simon Root	Director / Photographer / Videographer	si@thehideout.co.uk
Sarah Bull	Account Director	sarah@thehideout.co.uk
John Vingoe	Creative Director	john@thehideout.co.uk
Claire Lucas	Project / Account Manager	claire@thehideout.co.uk
Frauke France	Designer / Copywriter	frauke@thehideout.co.uk
Steve Sinyard	Designer	steve@thehideout.co.uk
Katie Shimell	Designer	katie@thehideout.co.uk
Keith Marshall	Lead Developer	keith@thehideout.co.uk
Paul Kinch	Developer	paul@thehideout.co.uk
Adam Crowhurst	Developer	adam@thehideout.co.uk
Sally Doust	Finance	sally@thehideout.co.uk

Our experience

A selection of clients past and present.



Grace’s nursery

A considered and playful brand for a leading kids day nursery.

Printed matter

Print production and handling

Brand strategy & identity

Website design & development

Signage & wayfinding





Working with a local charity to communicate their vision and values.

Printed matter

Print production and handling

Campaign creation

Signage & wall graphics



1. Masthead and cover design

- Creation of 3 x masthead and cover to establish a final style to take forward
- Based on the supply of brand guidelines and assets
- The designs will be created in Adobe InDesign and supplied as collected files
- One set of amends included for the chosen design route
- Any font licensing would need to be agreed and would be charged at cost

3 x Masthead and cover designs	£1,150	Excludes VAT
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2. Full newsletter artwork

- Initial full issue cost including 3 x concepts for the masthead and cover
- Layout of a 16pp newsletter with type styles and header and footer as a template
- Subsequent issue cost is smaller as the style and typesetting would have already been set in the initial issue
- All content to be supplied by the client (copy, photography, illustrations)
- The designs will be created in Adobe InDesign and supplied as collected files
- One set of amends included for the concept stage and one for the artwork stage
- Any font licensing would need to be agreed and would be charged at cost

Initial full issue artwork including 3 x concepts for the masthead and cover	£3,000	Excludes VAT
Subsequent full issue artwork	£1,850	Excludes VAT

Training

- Creation of a training video outlining key features of using the supplied Adobe Indesign template
- A follow-up call to run through any further questions or queries

Training video and follow-up call	£600	Excludes VAT
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THE HIDEOUT

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Nick Ebdon

Design + Branding

Helen Cook
Community Engagement Manager
Sevenoaks Town Council
Town Council Offices
Bradbourne Vale Road
Sevenoaks
Kent
TN13 3QG

5 September 2024

Dear Helen,

Sevenoaks 'Town Crier' – Editorial Redesign

Please find my quotation for the Sevenoaks 'Town Crier' magazine redesign below as promised. Once again, thanks for giving me the opportunity to tender for this project.

Option 1: Total Magazine Redesign

To redesign the magazine, create and supply press-ready InDesign templates, and build out the first edition with supplied content.

£3,200.00 + VAT

NOTES: The cost above is to design and produce a 16 page (approx) A4 document, as specified in your original emails, and assumes that all content is supplied to us in the correct digital formats (Word or text files for all text; high resolution image files such as JPGs or TIFFs for photographs; vector files such as EPSs or AIs for graphics and logos, etc; and press-ready PDFs for display advertisements).

1 × 0.5 day's on-site training session would be included in this cost. I could go through the rough design process with you and your superiors, showing you the ideas (probably more than three) we would have gone through to get to the final masthead design — but to create three fully resolved mastheads would be beyond that cost — as we'd need to make sure the masthead works with the page design as a whole, so we'd need to create three complete front page designs. I hope that makes sense.

Option 2: Cover/Front Page Redesign

To redesign just the cover/front page, and create and supply press-ready InDesign template.

£1,920.00 + VAT

NOTES: Most of the time-consuming work in Option 1 above would be needed in order to redesign just the front page anyway (typography, grids, design elements etc), so there's not a huge saving. The cost to do the front page plus the rest (if needed later) would probably be much more than the original total cost, as you'd need to do a lot of additional corrective work once you've got the total content to design.

Continued over

Nick Ebdon Limited

49 Bramley Crescent, Bearsted, Maidstone, Kent ME15 8JZ

T 01622 415100
E hello@nickebdon.co.uk

nickebdon.co.uk

Registered in England and Wales No: 5741328 VAT Registration No: 781 9770 79



ABOUT ME:

I have over twenty years' experience in graphic, editorial and digital design and I have a passion for designing products that communicate with their audiences in a clear way, with strong graphic design and beautiful infographics. I also have considerable experience in print production and specialist print techniques, together with the deployment of complex digital systems.

You can see general examples of my work at:

www.nickebdon.co.uk/work

A few examples of editorial projects that are comparable to yours can be viewed at:

www.nickebdon.co.uk/about/services/editorial-design

I hope this is all ok and makes sense. If you need any further information, please let me know.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'NEbdon', with a stylized, cursive script.

Nick Ebdon
Director
Nick Ebdon Limited

From: webteam@tlc-online.co.uk
To: [Helen Cook](#)
Subject: RE: re redesign for Sevenoaks Town Council quarterly publication
Date: 10 September 2024 11:40:54
Attachments: [image002.png](#)

Good morning, Helen,

The price to produce your magazine, here is the following details.

JOB TITLE	A4 16pp Booklet
DESIGN:	Artwork supplied in high resolution PDF format
SIZES:	A4 (210mm x 297mm), 16pp
MATERIALS:	115gsm Gloss Art Paper
PRINTING:	Litho printed in Full colour throughout - LED UV print
FINISHING	Collated, scored, folded, saddle-stitched 2 wires, trimmed - 3 edges and packed
SPECIALS:	None
DELIVERY:	Delivered PALLETISED to one mainland UK Zone 1 address
13000 Copies:	£2,621.03

Please note, we can not get Gloss paper at the thickness requested.

Please let me know if you have any further questions.

Kind regards

John



35 Tristan Close, Calshot, Southampton, Hampshire SO45 1BN UK

Telephone: 023 8024 3044 or 023 8089 9835 | **M:** 07900 501 352

Website: <https://www.tlc-online.co.uk/>

File Transfer: <https://www.tlc-online.co.uk/file-upload-service/>

Skype Us: [tlc-online24-7](#)

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Communications Plan

for internal use

Sevenoaks Town Council
20mph signage scheme
implementation
Summer 2024

CONTENTS

What, why, where, when: background

1. Background on 20mph Speed Limits in Sevenoaks
2. Maps and lists of roads affected
3. Communications Plan – purpose and principles

Who and How Section A: Methods and stakeholders

4. Methods of Communication
5. Table of more detailed breakdown of stakeholder groups, key messages and methods of communication and monitoring intended results

Who and How Section B: Communication examples & distribution lists

6. Q and A Text for residents and Glossary of Terms
7. Templates of emails to schools, residents' associations etc
8. Sample social media posts
9. Sample poster content & QR codes
10. Press release example
11. Distribution list – residents associations - schools – community groups – venues

Appendix: Reference documents & resources

12. Original STC consultation documents and statistics
13. KCC 20mph Toolkit (resource)
14. Plans of individual roads depicting position of gateways and signage (to be linked to online and/or QR code for residents)
15. Sevenoaks 20mph Implementation dates timeline

What, why, where, when: background

1. Background

Proposed 20mph Speed Limits in Sevenoaks

In late 2022, Kent County Council consulted on a proposed Town-wide 20mph speed limit scheme for Sevenoaks Town. This came following five separate petitions presented to Kent County Council and Sevenoaks District Council over the past six years, demonstrating the desire for speed reductions.

An amended scheme was created by a Working Group of Kent County Council and the Sevenoaks Joint Transportation Board to respond to the comments received in the initial consultation.

Although not involved in the creation of the amended scheme process, Sevenoaks Town Council - as a key supporter and agreed financier of the final scheme - conducted a town-wide public survey on the revised designs. The public survey took place between 1st November 2023 - 14th December 2023.

The results were considered by the Sevenoaks Joint Transportation Board, who recommended that the scheme be delivered, with the following roads removed:

- St Botolph's Road
- Hitchen Hatch Lane
- Mount Harry Road
- Northern section of the A225 from the Vine to Bat & Ball Junction

Following the completion of data analysis from the Town Council's 2023 Public Consultation, and prior to the meeting of the Sevenoaks Joint Transportation Board on 20th March 2024, Sevenoaks Town Council published the following report on this link:

[Report of Planning Committee 18th March 2024 - Sevenoaks Town Wide 20mph Speed Limit 2023 Consultation](#)

This report includes background to the scheme, details on the consultation process, key data from responses, and a recommendation approved by the Town Council's Planning Committee on 18th March 2024, to Kent County Council and the Sevenoaks Joint Transportation Board.

A final decision was provided from Kent County Council's Portfolio Holder which adopted the recommendation from the Joint Transportation Board. The Traffic Regulation Order (TRO) requires that a "Has Made" document announcing its adoption must be published alongside completion of the scheme by 1st September 2024. Due to this time restriction, the main features will commence delivery from 12th August 2024, while any additional "enhanced" features which are not legally required but which would increase compliancy, may be delivered after September 2024. Efforts will be taken to ensure that works are of the least possible disruption to motorists, especially as this coincides with the start of the new academic year.

2. Maps and lists of roads affected and those key roads NOT included

MAPS HERE AND LIST OF ROADS

Note from GE: I have asked KCC for full list as it is very extensive and I don't want to miss one. If they can't provide it I will continue making the below list.

Interactive map for residents

Link to interactive map for residents with postcode search, allowing them to search their own postcode and showing roads affected. To be included in communications including social posts.

Link here: <https://rb.gy/q7q0aw>

ROADS AFFECTED

Northern:

- Betenson Avenue
- Broomfield Road
- Robyns Way
- Pontoise Close
- Madison Way
- Lake View Road
- Cavendish Avenue
- Hill Crest
- Bosville Drive
- Bosville Road
- Oakdene Road

St John's:

Woodside Road

Vine Avenue

Town:

- Ashley Road
- Pound Lane

ROADS NOT INCLUDED

- St Botolph's Road

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- [Hitchen Hatch Lane](#)
- [Mount Harry Road](#)
- [Northern section of the A225 from the Vine to Bat & Ball Junction](#)
- [The A224 Tubbs Hill](#)
- [Part of London Road \(to the Junction of Pembroke Road\)](#)

WHAT IT WILL LOOK LIKE, Pictures of coloured tarmac, enhanced gateways.

20mph Delivery Timetable and Description of Works

Date	Description of works
12 th August 2024 – 1 st September 2024	Works to commence – comprising erection of gateway signs and repeater signs. Some of the planned roundels may be delivered at the same time to reduce requirement for additional road closures if feasible. Minimum of gateway signs and repeater signs to be complete by 1 st September 2024.
1 st September 2024	Publication of “Has Made” document, advertising legal adoption of the 20mph speed limits and the exact roads and their extents which have been amended to 20mph. This includes 21 day consultation period with opportunity to submit comment to Kent County Council (as the Local Highway Authority)
1st October 2024	20mph speed limit to come into force, to allow time for comments on the Has Made document to be considered after 21-day consultation period.
September 2024 – October 2024	Delivery of any features – being roundels, enhanced gateways and any road surfacing works required for their implementation – which could not be completed by 1 st September 2024.

Definition of terms as used throughout this document:

- A gateway is the entrance and exit of a particular speed limit area (aka 20mph or 30mph) and will have particular engineering in place to indicate to drivers where it comes into force. This may be by way of a gateway sign, a roundel, or coloured surfacing on the road.
- A gateway sign is a post with the speed limit advertised in a red circle. This is erected at the beginning and end of a new speed limit.
- A repeater sign is similar to the above, but slightly smaller and erected throughout the 20mph area to reinforce the speed limit.
- A roundel is a white speed limit advertisement painted onto the road in a white circle. This is erected at the beginning and end of a speed limit to indicate the gateway.
- An enhanced gateway includes all of the above (gateway sign and roundel) as well as coloured tarmac on the road on which the roundel is painted.

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3. Communication Plan

Sevenoaks Town Council carried out a public consultation at the end of 2023 relating to a proposed 20 mph signage scheme in the town.

A full report is available separately relating to the consultation exercise, results and decision process. It can be read on this link: [Report of Planning Committee 18th March 2024 - Sevenoaks Town Wide 20mph Speed Limit 2023 Consultation](#)

Kent County Council are working up a Design for the 20mph scheme, Sevenoaks Town Council signed off the funding for this in June 2024.

It is expected that the 20mph scheme will start to be installed from 12th August 2024 and is likely to cause some traffic disruption and there will need to be clear communication with residents about the process. The intention is to if possible have as much of the 20mph implementation take place prior to the September school term starting.

At this stage it is not possible to have a clear final Communication Plan as details from KCC regarding final timetable and implementation process are not yet available.

Purpose of Communication Plan

This plan identifies the relevant stakeholders, key messages the Council wants to convey, how this can be best put across and the timescale for doing so; simply put who, what, why, how and when.

What are the risks of failing to engage effectively?

Key stakeholders are unable to fully participate in preparation of the plan or have not committed to the implementation of actions set out within the plan.

Implementing national standards for Community Engagement

The Council will adopt the National Standards for Community Engagement and in doing so seek effective engagement with local people, organisations and businesses.

Some key principles of engagement:

- Truth
- Be realistic
- Clarity
- Honesty
- Simplicity

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The table below sets out the 10 national standards of engagement and to be taken account of during communicating the 20mph signage scheme.

10 National Standards of Engagement

Involvement – we will identify and involve the people and organisations who have an interest in the focus of engagement.

Support – we will identify and overcome any barriers to involvement.

Planning – we will gather evidence of the needs and available resources and use this evidence to agree the purpose scope and timescales of the engagement and actions to be taken.

Methods – we will agree and use the methods of engagement that are fit for purpose.

Working together – we will agree and use clear procedures that enable participants to work with one another effectively and efficiently

Sharing information - as necessary to inform participants

Working with others – we will work effectively with others with an interest in the engagement.

Improvement – we will develop actively the skills, knowledge and confidence of all the participants

Feedback – we will feedback the results of the engagement to the wider community and agencies affected

Monitoring and Evaluation – we will monitor and evaluate where the engagement achieves its purpose and meets national standards for community engagement

Importance of Communication Plan in principle:

To develop action plans for each stakeholder group setting out why they need to be communicated with, what key messages they need to receive, how the message will be communicated.

Who needs to be communicated with

Why they need to be communicated with

What key messages they need to receive

How the message will be communicated

When the message will be communicated

Stakeholder identification, mapping and prioritisation:

Stakeholder groups are identified and then prioritised in a way which recognises both the impact that each group can have on the change process and the new organisation and also their attitude and awareness.

Based on their position each stakeholder group is prioritised into priority 1, 2 and 3 in descending order of priority.

Stakeholder groups:

Town residents generally (inc Residents associations)

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Residents of streets in which the changes will be made, especially those whose houses are next to gateway features to be introduced.

Parents and guardians of school children

Local business community

Schools

KEY MESSAGES:

Why it is being done:

Safety benefits of reduced speed limit – refer to consultation document information on accident and fatalities

How it is being done:

Clarity and transparency of how consultation handled and the outcome

Clarity and transparency of the process with KCC and other relevant parties

Clear depiction of how scheme will be rolled out and where and how

How long it will take

How residents will be affected – Is my road included? When will the work happen?

Who to contact for information, report problems

Who and How Section A: Methods and stakeholders

4. Methods: (general outline)

Press releases and press articles.

Press releases - wide online readership to promote the 20mph implementation process and opportunities to input.

Social Media posts – promote key dates, events and timescales

Issue email bulletin using database of community contacts.

Prepare for each stage of the scheme providing an update of key dates and information via social media, press releases, web updates.

Include from KCC proposed work schedule, when road closures might occur for each road as available

Simple Q & A sheet available online, for Councillors and Office Staff

All information provided online. Printed leaflets available. Access to printed document available at STC office.

Clear links from Council home page.

Preparation of leaflet and QR codes to link to website sections and to relevant sections on KCC website.

Static exhibition panels/banners for key social community areas, centres etc.

Adverts for screens in station, Bat and Ball, Stag etc. With QR code for leaflet/online information.

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Extensive Q&A on website linking to further information or consultation documents and facts (and QR code to be circulated via social media)

Q&A produced as a leaflet with additional information it refers to and QR code, to be well publicised and available at key local hotspots, given out at events, given to schools

Email to residents' associations and community groups

Leaflets dropped to schools ahead of summer term ending On Tuesday 23 July and/or schools asked to send message to parents via electronic newsletter

Social Media posting including to local FB groups

Email via Town Team and Chamber of Commerce to as many local businesses as possible.

Consistent and repetitive messages to reinforce key messages

5. Table of more detailed breakdown of stakeholder groups, key messages and methods of communication and monitoring intended results: in table

Who and How Section B: Q&A, Communication examples & distribution lists

6. Q and A

For website linking to information, and as a leaflet with information and QR code to link to web sections. Glossary of terms for website and leaflet also.

Answers are in blue text.

What does this 20mph signage scheme mean?

The answer is clear – 20mph is as enforceable as any other speed limits. It will be enforceable in Sevenoaks from 1st October 2024.

Why are you doing it?

KCC states: "A pedestrian is five times more likely to die if hit at 30mph rather than 20 mph." Sevenoaks Town Council believes that 20mph limits would be a valuable investment in community safety as well as encouraging active travel and reducing climate impact."

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How was it consulted on by STC? How was it approved and by whom?

The revised scheme was consulted on by Sevenoaks Town Council in 2023, due to it being the proposed financier and key promoter of the scheme. The results being in favour of the scheme, Sevenoaks Town Council has agreed to fund its implementation and KCC will be publishing a legal “Had Made” document. This document follows the original TRO and confirms the roads which will be changed to 20mph.

A full report is available separately relating to the consultation exercise, results and decision process. It can be read on this link: [Report of Planning Committee 18th March 2024 - Sevenoaks Town Wide 20mph Speed Limit 2023 Consultation](#)

What was the process of getting it approved and how are other councils involved?

Kent County Council published a legal Traffic Regulation Order in 2022, advertising the proposed extents for a 20mph scheme. This went to a public consultation, the results of which were discussed by the Sevenoaks Joint Transportation Board – a District Council advisory forum comprising KCC Councillors, District Councillors and a number of Town/Parish Council representatives.

The Sevenoaks JTB resolved to form a Working Group of elected members who would refine the scheme in response to the public comments received. The revised scheme was consulted on by Sevenoaks Town Council in 2023, due to it being the proposed financier and key promoter of the scheme. The results being in favour of the scheme, Sevenoaks Town Council has agreed to fund its implementation and KCC will be publishing a legal “Had Made” document. This document follows the original TRO and confirms the roads which will be changed to 20mph. This will be advertised for 21 days, during which public may make representations to the County Council.

How much will it cost?

UPDATED COST and graphic IS AWAITED FROM KCC

Who is paying for it?

KCC have designed and costed the Sevenoaks scheme based on the JTB decision. The cost of the scheme is being met by the town council via Community Infrastructure Levy financial contributions received from developers, and a small amount of underspend from the last financial year.

There will be no increase to the Council Tax for this project.

Where does this money come from in the Town Council funds and budget?

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Sevenoaks Town Council Funding Budget Allocation for 20 mph

Sevenoaks Town Council had originally allocated £130,000 for the 20mph signage scheme and £25,000 for the Zebra Crossing in Dartford Road (costs currently unconfirmed).

Budget Code	£
Original CIL provision	£112,600
	£29,367
Subtotal CIL	£141,967
Underspend from 2023 / 24 financial year	£11,489
Total	£153,456
Contingency from underspend of 2023 / 24 financial year	£10,000

Further, at its Finance & Delivery Committee held on 10th June Sevenoaks Town Council agreed to use £141,967 of its Community Infrastructure Levy and £21,489 of its 2023 / 24 underspend to pay for the delivery of the 20mph signage scheme designed by Kent County Council (KCC).

Will this make my Council Tax go up?

No. This uses existing funds, none of which have come from Council Tax payments.

When will it come into force?

For breakdown, see timescale of dates in Appendices.

Signs will be installed from 12th August 2024. The “Has Made” document will published on or before 1st September 2024 – stating the Local Highway Authority’s intention to adopt the new speed limit as law and providing 21 days for public responses. 1st October 2024 has been proposed as the date on which the 20mph speed limits become legally enforceable – in order to give time for consultation responses to be considered, and to give public a clear and memorable date for when the changes come into force.

How will it be enforced?

This is a signage-only scheme which is designed to be self-enforcing. This means that police and speed cameras will not be used to monitor and enforce the speed limits, however does not mean that motorists are not legally responsible for adhering

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to them. Compliance will be monitored intermittently to evaluate whether or not additional measures need to be introduced in order to improve compliancy. STC remains committed to its original intention not to introduce “hard traffic calming measures” such as speed bumps and chicanes, and would instead investigate more “psychological” measures such as wider pavements, additional street parking or advisory cycling paths.

Which roads are included?

Note from GE: I have asked KCC for full list as it is very extensive

Northern:

- Betenson Avenue
- Broomfield Road
- Robyns Way
- Pontoise Close
- Madison Way
- Lake View Road
- Cavendish Avenue
- Hill Crest
- Bosville Drive
- Bosville Road
- Oakdene Road

St John's:

Woodside Road

Vine Avenue

Town:

- Ashley Road
- Pound Lane

Are there maps showing the roads affected?

Yes. For maps of individual roads showing position of gateways or signs see Appendices.

You can also use the following Public Map link to search your postcode and see whether your road is included. New 20mph speed limits are lined in yellow, existing are shown in dark blue, and private roads are in light blue.

<https://rb.gy/q7q0aw>

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Which key local roads are not included?

The JTB considered the responses to this second consultation on 20th March 2024 and recommended to the Portfolio Holder that the scheme be reduced via the removal of:

“Mount Harry/Hitchen Hatch Road*, St Botolph’s Road, and the northern section of the A225 from the Vine to the Bat and Ball junction.”

*Referring to Hitchen Hatch Lane.

The A224 Tubbs Hill and part of London Road (to the Junction of Pembroke Road) were already excluded from the scheme.

SUMMARY: KEY ROADS NOT INCLUDED

- St Botolph's Road
- Hitchen Hatch Lane
- Mount Harry Road
- Northern section of the A225 from the Vine to Bat & Ball Junction
- The A224 Tubbs Hill
- Part of London Road (to the Junction of Pembroke Road)

What will roads look like in the scheme?

Roads will have either signage or enhanced gateways (coloured tarmac with roundels).

When will the road start to be closed for signs etc to be put up?

We are awaiting the schedule of road closures and works from KCC and will communicate them on our website, social media and emails, posters and signs. Works are scheduled to start from August 12.

How will it be disruptive? How long will it go on for?

Works are scheduled to start from August 12 to 1 September 2024. The aim is to have the majority of the works done while schools are on holiday for the summer to avoid too much disruption.

How do I find out which roads are closed/disrupted?

We are awaiting the schedule of road closures and works from KCC and will communicate them on our website, social media and emails, posters and signs. You can contact Kent County Council, or view the following webpage which allows you to see planned roadworks in your area: <https://one.network/>

Who is organising the road closures and doing the works?

Kent County Council highways department will organise the schedule of road closures and the works. You can contact Kent County Council, or view the following

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webpage which allows you to see planned roadworks in your area:

<https://one.network/>

How will it be done – will it be staggered with other roadworks?

Kent County Council highways department will organise the works bearing in mind other closures and works.

How will they minimise disruption?

As above, Kent County Council highways department will organise the works bearing in mind other closures and works.

How will we be informed about the road closures?

We are awaiting the schedule of road closures and works from KCC and will communicate them on our website, social media and emails to community groups and residents' associations, and put up posters and signs. You can contact Kent County Council, or view the following webpage which allows you to see planned roadworks in your area: <https://one.network/>

Who can I contact to check which roads are closed/about to be closed?

You can contact Kent County Council, or view the following webpage which allows you to see planned roadworks in your area: <https://one.network/>

When will it be finished?

The main works are due to be complete by 1st September 2024.

What does it hope to achieve?

As previously stated, KCC states: "A pedestrian is five times more likely to die if hit at 30mph rather than 20 mph." Sevenoaks Town Council believes that 20mph limits would be a valuable investment in community safety as well as encouraging active travel and reducing climate impact."

What do I do if I want to make a complaint about a road closure or other aspect?

Formally respond to the Kent County Council "Has Made" document due to be published on or before 1st September 2024.

How do I object to the change to 20mph?

Formally respond to the Kent County Council "Has Made" document due to be published on or before 1st September 2024.

What about the Zebra Crossing in Dartford Road. How much does that cost and who is paying for it?

Sevenoaks Town Council has resolved to pay for the zebra crossing on Dartford Road, which was originally proposed by KCC in their previous consultation for the earlier 20mph design. KCC Officers are currently investigating feasibility – including

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exact location to conform with highway regulations. It is still being designed, expected to cost in the region of £25,000 to £40,000.

Glossary of Terms – what do terms mean?

What is a gateway feature on a road?

The main purpose of a gateway is to indicate visually to drivers by having markings on the road that they are entering a special area e.g. 20mph. It will include a larger speed limit sign, and may also consist of a road marking, indicating the new speed limit.

What is an enhanced gateway?

An enhanced gateway may consist of additional treatments including coloured tarmac on the road covering half or the whole carriageway. This will be introduced at the most prominent gateways where the most traffic is likely to pass, with the speed limit roundel painted on top of it to indicate to drivers the new speed limit.

What is a TRO?

TRO is a Traffic Regulation Order, and is a legal document announcing the Highway Authority's proposals for changes to highway law. It is subject to a public consultation, with the option to vote for or against the proposals and provide justification or comments. If 5 or more objections are received to the consultation, the proposals will be referred to an advisory forum – in this case, Sevenoaks District Council's Joint Transportation Board (JTB).

The JTB will consider the proposals and public responses via a public meeting, and will agree a recommendation to be made to Kent County Council's Portfolio Holder. This may be for the entire scheme, or with recommendation for amendments to be made.

The Portfolio Holder will then make the final decision, and the scheme as agreed will commence installation. Following this, a "Has Made" document will be published, advertising Kent County Council's intention to adopt the proposals as highway law – either in full or in an amended format. A 21-day comment period will commence, allowing public to make representation as to the intended changes. At the conclusion of this period, the changes will become legally enforceable.

What is the Sevenoaks JTB?

The Sevenoaks JTB is a non statutory advisory forum established by Sevenoaks District Council and comprising Kent County Council Councillors, elected District Council Councillors, and a number of parish/town Council representatives. The role of the JTB is to advise the relevant Authority on highways and transportation works scheduled and completed.

7. Templates of emails to schools, residents' associations

TO COME

8. Sample social media post – based on KCC 20mph Toolkit

“20mph limit schemes are being introduced in Sevenoaks to help create a healthier and safer. The scheme is being introduced as part of plans to increase walking and cycling #SaferTravel #ActiveTravel #Walking #Cycling. To find out if it affects your road, go to the online interactive map and search under your postcode, via this link <https://rb.gy/q7q0aw>”
With image and 20mph sign.

9. Sample poster content & QR codes

TO COME

10. Press release example TO COME

11. Q&A leaflet for residents Attached

12. Distribution list – residents associations- schools – community groups – venues

Contact Group Name: Residents' Associations

Ashgrove Area RA
Bradbourne RA - Byron Brown
Bradbourne RA - John Ingram
Bradbourne RA - Margaret Nicholas
Bradbourne RA - Troy Callaway
Buckhurst RA - Alvin Chantler
Drive RA - Roy Walker
Granville & Eardley Road RA - Helen O'Sullivan
Grassy Lane RA - Ellen & Tamim Saleh
Greatness RA - MR & Mrs Hilson
Hartlands Group - Angela Rudd
Hitchen Hatch Lane RA
Hollybush RA - Jim Purves
Hollybush RA - Neil Crabtree

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Hollybush RA & SDC Cllr - Elizabeth Purves

Hopgarden Lane RA - Victor Swanton

Knole Paddock RA - Andrew Pring

Knole Paddock RA - Henry Pound

Lakeside Place

Oakhill Road Company - Ron Tatum

Redland Road RA - Andrew Eyre

Redlands RA - Graham Lodge

St John's RA - Gwyn Jones

St John's RA - Lesley Smith

St John's RA - Marie Botha

Tubs Hill Parade RA - R C Wassell

White Hart Estates RA

Wilderness RA - Mark Kibblewhite

Contact Group Name: Schools

Sevenoaks Primary School

St Johns Primary School

The Granville School

Walthamstow Hall School (Junior and Senior)

New Beacon School

Solefield School (term ended til Sept 4)

Sevenoaks School (term ended end of June til late August)

Dunton Green School

Riverhead Infants School

Amherst School

Otford Primary School

Community Groups and organisations:

U3A

Soroptimists

Sevenoaks Senior Citizens Forum

Business Groups:

Sevenoaks Chamber of Commerce

Town Team Contacts

Venues to leave Q&A leaflets:

Vine Café

Bat and Ball station café

Bat and Ball centre

The Stag

Town Council offices

District Council offices

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Waitrose leaflet racks
Adult Education centre, Bradbourne Road
Sevenoaks Library
Hollybush Café
Sainsburys
Sevenoaks Station (with permission)
House in the Basement youth café
Waitrose

Reference documents

(attached)

13. Original STC consultation information pack (including accidents and fatalities statistics)
14. KCC 20mph Toolkit (resource for social media/communication templates)
15. Plans of individual roads depicting position of gateways and signage (to be linked to online and/or QR code for residents)
16. Sevenoaks 20mph Implementation dates timeline
17. Draft Residents information leaflet with Q&A.

More detailed breakdown of stakeholder groups, key messages and methods of communication and monitoring intended results:

Updates in red on 20/8/24

	Objective/key messages	Key Activities	Target Audience/action	Facilitator	Timeline	Evaluating engagement/results
	<p>Inform local residents of:</p> <ul style="list-style-type: none"> • reasons for change to 20mph; • details of process of consultation and • of process of implementation of scheme; • schedule of roads affected and of dates/ works from KCC; • timescale; • who responsible for different aspects; • who to contact for queries or complaints <p>Using KCC 20mph Toolkit as resource in compiling materials.</p>	<p>Press Release</p> <p>Social Media</p> <p>Q&A on website</p> <p>Posters & QR codes</p> <p>Q&A leaflet printed</p> <p>Screen adverts</p>	<p>General Public</p> <p>FB, Insta and X posts put on regularly.</p> <p>Q&A put on website on 24 July.</p> <p>Placed around Sevenoaks in council noticeboards with QR codes</p> <p>3,000 leaflets printed, back on 1 August and distributed to Stag, Vine Café, Bat and Ball café, Bat and Ball centre, Sevenoaks Library. Also dropped to high street businesses, estate agents, cafes, opticians etc.</p> <p>Uploaded to screens in community centres and station</p>	HC	July 2024	<p>Obtain good number of social media engagements Example:FB post of 1/8/24 Post impressions 4,215, Post reach 3,607 Engagement 1,434 One FB post of 24/7/24 had Post impressions 2,672, Post reach 2,556, Engagement 743</p> <p>Obtain good number of hits on website pages Analytics not set up</p> <p>QR code statistics: QR code stats reads@20/8: Residents guide leaflet 123 reads 20mph Extents 198 reads 20mph Extents AND Crashmap 131 reads</p> <p>Obtain good number of leaflets picked up A review to be conducted on this</p> <p>Positive comments and feedback on social media channels Monitoring social media comments especially on FB suggests balance of comments, some vocal objections but</p>

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						frequent positive comments in support of 20mph.
	<p>Inform local residents of:</p> <ul style="list-style-type: none"> • reasons for change to 20mph; • details of process of consultation and • of process of implementation of scheme; • schedule of roads affected and of dates/ works from KCC; • timescale; • who responsible for different aspects; • who to contact for queries or complaints 	Email communication to RAs and electronic version of Q&A leaflet	Residents' Associations emailed 25/7	HC	July 2024	<p>Positive comments and feedback</p> <p>No feedback directly received</p> <p>Good level of engagement</p> <p>Reduce levels of concern and confusion.</p> <p>Reduce complaints and inquiries.</p>
	<ul style="list-style-type: none"> • Inform schools, parents of possible disruption affecting school drop off or pick up. • Inform parents of change to speed limit 	Email all schools before end of summer term on 23 July, and again beginning of September if ongoing	Schools and Parents	HC	Early July, in August to beginning September 2024	<p>Positive comments and feedback</p> <p>Too late to email schools before end of term but email sent to headteachers</p>

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	It is hoped disruption due to works will be completed prior to school term.	Posters up near to start of term Drop in Q&A leaflets for parents		HC		To action - SEPT To action - SEPT
	Public awareness of change to speed limits	KCC publicity material including banners, bin stickers etc to be used. Social Media Posters/QR codes Press Release Q&A leaflets	General Public Residents of impacted roads As above As above As above	HC	August/ Sept 2024	Positive comments and feedback KCC materials to be used on conclusion of works/towards the end of signage works (20mph toolkit)

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Current Matters**NB: Updates shown in red**

Item	Minute No		Status	Latest update
1	Min.2 02.05.24	20mph	Ongoing	Community Engagement Manager would prepare Communications Programme for the project to include: <ul style="list-style-type: none"> • Q & A document for STC website and social media (How, When, Where and Benefits) • Social Media coverage • Contact to schools • Local press.
	Min.4 12.06.24	20mph Communication Plan		20mph communication plan being worked on, to be circulated in near future.
	Min.41 24.07.24			RESOLVED: <ol style="list-style-type: none"> 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 5th 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. <p>Public information leaflet “Your Guide to the 20mph limit scheme in Sevenoaks” released 24.07.24.</p>
2	Min.3 02.05.24	Town Crier	Ongoing	<ul style="list-style-type: none"> • 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.
	Min.3 12.06.24	Town Crier Feedback		<p>Following feedback, following agreed:</p> <ul style="list-style-type: none"> • Consider changing name of publication • Front page to cover big positive news • Provision for Youth Council/Youth page if copy available • To remain A4 format • Design to be more contemporary

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Item	Minute No		Status	Latest update
	Min. 40 24.07.24	Town Crier		<ul style="list-style-type: none"> To acquire three alternative designs from a designer for a template to be used in the future <p>RESOLVED that:</p> <ol style="list-style-type: none"> The next edition of the Town Crier retain its existing format. An external designer be briefed to prepare three alternate designs for a Town Crier template. Members of the Working Party provide feedback to the Community Engagement Manager by 5th August for inclusion in the draft brief. Draft brief to be circulated to Working Group members for comment. Community Engagement Manager to draw up a project timeline with the aim to launch the redesigned Town Crier in the new year. <p>See Agenda Item 5</p>
3	Min.4 02.05.24	Update from Community Engagement Manager	<i>Ongoing</i>	<ol style="list-style-type: none"> Longer term a review of the Town Council's branding and style would be considered. At future Working Group meetings a three-monthly report relating to community engagement statistics would be provided. <p>Completed, added as regular item on agenda (3 monthly).</p>
4	Min.5 02.05.24 Min.5 12.06.24	Councillors Surgeries		<p>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.</p> <p>New advert and poster would be designed.</p> <p>Completed.</p> <p>Councillors to forward details of conversations about Councillor Surgeries to officers, to enable them to be promoted.</p> <p>Agreed to hold Councillor Surgeries at the market and Vine Gardens.</p> <p>It was agreed that Cllr Gustard be contacted for an update on proposed Councillor Surgeries.</p>