

Sevenoaks Town Council
Notes of the Communication Working Group held on 3rd September 2025

Present: Cllr Gustard Chair, Cllr Granville Vice Chair, Town Clerk and Community Engagement Manager

1. **Apologies for Absence** – None
2. **Notes of the Meeting of the Communication Working Group held on 5th February 2025.**

It was agreed that where possible future meetings would be held quarterly.

RESOLVED: To accept the Notes of the Meeting as a true record.

3. **Update from the Community Engagement Manager**

Information relating to the following was received and considered:

- Community Engagement Highlights
- Social Media performance
- STC Website
- Press Coverage

RESOLVED:

- i) To accept the data on the community engagement on behalf of the Town Council.
- ii) To add to the next report data relating to subscriptions for digital versions of Town Crier, Mayor's Blog and Town Clerk's Blog
- iii) To circulate data relating to viewing figures of You Tube recordings of meetings.

4. **Meet Your Councillors Poster**

It was agreed that this was no longer required, but the contents could be used on social media etc. Councillors attended community events and a newly designed less formal 'flag' for these events would be useful.

5. **Early Discussion about Website Redesign**

Now that the Town Crier was redesigned the design principles to be used on the website. The front page to be redesigned and into an easier to navigate format. It was noted that there was an 'upgrade' of the current provision, and this would be costed and examples circulated.

RESOLVED:

- i) Design brand guidelines to be produced (based on 2025 / 26 Precept Leaflet)

- ii) Quotation for upgrade of current website to be obtained and examples of this circulated.

6. Current Matters

It was noted that most of the current matters had been completed and could be removed from future reports.

The following would be added to future Current Matters reports:

- i) Production of Design Brand Guidelines
- ii) Obtain quotation for upgrade of current website and circulate examples.
- iii) New flag for meeting Councillors at events
- iv) To add to the next report data relating to subscriptions for digital versions of Town Crier, Mayor's Blog and Town Clerk's Blog
- v) To circulate data relating to viewing figures of You Tube recordings of meetings.

7. Press Release

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