



19th November 2024

COMMUNICATIONS WORKING GROUP

To be held in the Council Chamber, Town Council Offices
Wednesday 27th November 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.	-

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Bradbourne Vale Road
Sevenoaks Kent TN13 3QG

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

4.	<u>MINUTES OF THE COMMUNICATIONS WORKING GROUP HELD ON 18TH SEPTEMBER 2024</u> To receive and approve the Minutes of the meeting of the Communications Working Group held on 18 th September 2024 as a true record.	Attached
5.	<u>TOWN CRIER</u> To consider first Type Test 01 from designer Nick Ebdon with suggested Typography change at start of Town Crier redesign process.	Attached
6.	<u>UPDATE FROM COMMUNITY ENGAGEMENT MANAGER</u> To consider update from Community Engagement Manager.	Attached
7.	<u>CURRENT MATTERS</u> To consider updates on current matters.	Attached
8.	<u>PRESS RELEASE</u> To consider any items for press release.	-

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.

Sevenoaks Town Council
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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

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Sevenoaks Town Crier Redesign

Type Test 01

18 November 2024



Mayor reflects on busy year for town and looks ahead to 2025

On 23 September I was surprised and delighted when we received a letter from Buckingham Palace.

The message was sent on behalf of King Charles congratulating residents of the town on their efforts to secure and preserve the ancient woodland of Longsprings Wood as a Community Asset.

As you will know, the King has been a lifelong advocate for preserving our natural environment; it was most gratifying to see the town's extraordinary success in achieving its goal of buying the woods for future generations recognised in this way. You can read the full message on page 7. It has been a busy Autumn for me with many opportunities to enjoy a full calendar of community events and to see just how much goes on in Sevenoaks on a regular basis supported by an army of volunteers across the community. To mention just a few of these



Cllr Libby Ancrum, Mayor of Sevenoaks

evening with the D'Vine Singers also celebrating a 10th anniversary and I have joined the fun on Apple Day at Quaker's Hall Lane Allotments. We are so lucky in Sevenoaks to have committed individuals prepared to meet the varied needs of residents in the town. If you would like to make volunteering one of your aims for the New Year, see the Volunteering opportunities on page 11.

On Saturday 12th October, Knole Park was host to around 120 horses and their riders engaged in a sponsored ride in support of Bradbourne Riding for the Disabled, one of the two charities I have chosen to support this year.

Once again, this event would not have happened without the huge effort and support of volunteers in the community. It



The Mayor at the Riding for the Disabled event in Knole Park and (left) at the Civic Service earlier this year

opportunity to gallop along the valley.

This is an important year for the town as we look forward to future development over the next decade. The consultations on the Masterplans for the town and for the St John's area have provided an opportunity to have your voice heard and we look forward to the outcome of these in 2025. We also look forward to the consideration of further traffic calming measures in the town.

Meanwhile, the Sevenoaks calendar becomes even busier as we move towards Christmas celebrations with the turning on of the Christmas lights on 30th November, the Council's Holly Party, and the Pantomime at the

Stag. Further afield it has been a pleasure to link up with our counterparts in Swanley and enjoy some joint activities.

On 17th October Sevenoaks and Swanley jointly hosted a trip for visiting dignitaries along the length of the beautiful Darent Valley to enjoy the Autumn colours. The starting point was Bat and Ball station, one of our splendid Heritage Assets with a visit to Swanley Park at the other end.

May I take this opportunity to wish you Seasons's Greetings and to express thanks for the many invitations I have received to events in the community. Thanks also to the team at the Town Council who make all of this possible.



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Mayor of Sevenoaks



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To mention just a few of these events, I have enjoyed a barbecue with the Sevenoaks Ladies Joggers and Oaks Blokes celebrating their 25th and 15th anniversaries respectively; I have been led blindfolded around town by a Guide Dog; I have enjoyed a very special evening with the D'Vine Singers also celebrating a 10th anniversary and I have joined the fun on Apple Day at Quaker's Hall Lane Allotments. We are so lucky in Sevenoaks to have committed individuals prepared to meet the varied needs of residents in the town. If you would like to make volunteering one of your aims for the New Year, see the Volunteering opportunities on page 11.

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The Mayor at the Riding for the Disabled event in Knole Park (top) and (bottom) at the Civic Service earlier this year

Wider margins

More whitespace, makes the page appear less busy and cramped.

Wider gutters

Again, makes the page appear less busy and makes the articles much easier to read.

Better typography

Using typefaces more suitable for editorial use not only looks better and more professional, but allows us to accommodate more copy on a given page. The redesigned version has exactly the same content as the original, but takes up far less space on the page and is easier to read. The font size is the same but the leading is reduced.

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Scale: 125% of actual size

FROM THE MAYOR OF SEVENOAKS

Mayor reflects on busy year for town and looks ahead to 2025

Cllr Libby Ancrum
Mayor of Sevenoaks



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The Mayor at the Riding for the Disabled event in Knole Park (top) and (bottom) at the Civic Service earlier this year

Extra space available

sevenoakstown.gov.uk





Redesigned Layout
Scale: 100% of actual size

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November 27 - Communications Working Group

Three-monthly Community Engagement Report

Prepared by Helen Cook, Community Engagement Manager

Social media performance: (Meta Business Suite

18 Aug to 18 Nov 24

Facebook statistics

Followers	New Followers	Reach	Profile visits
1,063	82	39.6k	4.6k
	+15.5%	+49.5%	+43.6%

Instagram statistics

Followers	New Followers	Reach	Profile visits
1,079	118	1.7k	283
	-9.2%	+137.3%	+29.8%

Jan to Nov 24 as comparison over the year

Facebook statistics

Followers	New Followers	Reach	Profile visits
	246	54.7k	12.3k
	-14%	+90.5%	+43.4%

Instagram statistics

Followers	New Followers	Reach	Profile visits
	386	2.3k	832
		+228.4%	+170.1%

Social media posts organic reach in last 3 months

Examples of highest reach:

Sevenoaks markets 15/11 - Reach 2,279 Engagement 162

Sevenoaks markets 13/11 - Reach 1,357 Engagement 113

Remembrance Day parade 11/11- Reach 937 Engagement 262

Latest Town Crier 28/10 - Reach 1,664 Engagement 253

Business Awards Vote 1/10 - Reach 1,148 Engagement 129

Town Crier 30/9 - Reach 961 Engagement 86

STC website: Google analytics

Last 90 days

Active Users	New Users	Events	
9.2k	8.9k	59kk	
+12.8%	+13.6%	+3.9%	

Jan to Nov 2024

Active Users	New Users	Events	
29K	28k	198k	
+57.8%	+55.9%	+72%	

Full year 2023 comparison:

Active Users	New Users	Events	
18k	18k	115k	

Last 3 months

Press coverage - Examples

Sevenoaks Chronicle (extensive positive articles verbatim from my press releases):

King Charles letter on Longspring Wood; Sevenoaks In Bloom award; 20mph campaign

Sevenoaks Chronicle 31/10/24: - P4 half page on NEET club at HiTB and small piece on solar panels at Sevenoaks Bowls Club, Italy Twinning, Xmas lights date

Sevenoaks Chronicle: 7/11/24 - P3 Bid to protect trees & Public asset success with Bradbourne Vale horse field,

Sevenoaks Chronicle: 14/11/24 - P1 Carbuncle Gasholder development (via planning); P3 Remembrance parade picture story, P4 Cllr Parry tributes, P6 20mph £40k under budget

Clerks Council Direct Nov 24: three verbatim stories from my press releases in one issue.

Kent Messenger Online – King Charles letter story (verbatim)

Broadcast:

Interview organised with BBC Radio Kent - Cllr Dr Marilyn Canet (anniversary of Great Storm)

Forget Me Not Café

Meetings continue regularly each month with good numbers. Retained the same committed volunteers. Speakers are booked until March 2025.

Thermal Camera bookings

Four loans out to the public happened after inquiries directly from having seen it in two different editions of the Town Crier. The cameras are now almost fully booked out every day in December so we will monitor feedback forms on where seen.

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Sevenoaks Town Council
Communications Working Group – 27th November 2024

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

Item	Minute No		Status	Latest update
1.	Min.3 02.05.24	Town Crier	<i>Ongoing</i>	- 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		Following feedback, following agreed: - 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 - To acquire three alternative designs from a designer for a template to be used in the future
	Min. 40 24.07.24	Town Crier		RESOLVED that: - 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.
	Min.177 18.09.24			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. Expenditure approved at F&D Committee 14.10.24. (min.369 refers) Nick Ebdon commissioned. See Agenda Item 5.

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