

Sevenoaks Town Council
Minutes of the Communications Working Group
Held at 10.00 am on Friday 5th December 2025

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

61. Apologies for Absence

Apologies received from Cllr Varley.

62. Minutes of Communications Working Group Meeting held on 17th November 2025

RESOLVED:

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

63. 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) When the Forget-Me-Not Café was set up, Town Councillors were asked to attend on a rota basis to be a link between those attending and the Town Council. The Community Engagement Manager would circulate details of dates and speakers booked to enable Town Councillors to sign up to assist with this in the future.
- ii) The Community Engagement Manager will circulate this quarter's social media statistics to Town Councillors, along with information about tagging and sharing posts.
- iii) Use Sevenoaks Town Council LinkedIn account to share posts about relevant events, news and sponsorship opportunities.
- iv) Community Engagement Manager to reach out to press list contacts to establish a working relationship.
- i) At the next Communications Working Group meeting, watch a recording of a past Committee meeting on YouTube to see how it is viewed by the public.

64. Sevenoaks Town Council Logo and Crest

Information relating to the Town Council's logo and crest was considered, as well as potential changes to the logo to align it with new green and pink branding.

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RESOLVED:

- i) Keep the current Sevenoaks Town Council crest design but investigate using a black and white version on a new logo.
- ii) Request Vision ICT to provide mock-ups of a new logo with a larger black and white crest on the left, with a larger 'Sevenoaks' and smaller 'Town Council' underneath. One version should have 'Sevenoaks' in green and 'Town Council' in pink, and other versions should use the dark and medium greens.
- iii) In the Brand Guidelines, include information about when the crest can be used on its own.

65. Current Matters

It was noted that completed matters could be removed from future reports and matters resolved at this meeting should be added.

RESOLVED

- i) To progress with website upgrade project with Vision ICT, as this has been approved by the Finance & Delivery Committee, with the aim of creating a simple, easy to navigate website.

66. Press Release

RESOLVED:

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