

Tuesday 25th November 2025

COMMUNICATIONS WORKING GROUP

To be held in the Council Chamber, Town Council Offices
Friday 5th December 2025 at 10am

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 Chloe Gustard, Chair
CLlr Victoria Granville, Vice-Chair
CLlr Nick Varley
Linda Larter, Town Clerk
Lily Godwin, Community Engagement Manager

Agenda

1.	APOLOGIES FOR ABSENCE To receive and note apologies for absence.	-
2.	MINUTES OF THE COMMUNICATIONS WORKING GROUP HELD ON 17TH NOVEMBER 2025 To receive and approve the Minutes of the meeting of the Communications Working Group held on 17 th November 2025 as a true record.	Attached
3.	UPDATE FROM COMMUNITY ENGAGEMENT MANAGER To consider update from Community Engagement Manager.	Attached
4.	SEVENOAKS TOWN COUNCIL LOGO AND CREST To consider report from Community Engagement Manager on Sevenoaks Town Council logo.	Attached

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Sevenoaks Kent TN13 3QG

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5.	CURRENT MATTERS To consider updates on current matters.	Attached
6.	PRESS RELEASE To consider any items for press release.	

Sevenoaks Town Council
Minutes of the Communications Working Group
Held at 2.00 pm on Monday 17th November 2025

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

57. Apologies for Absence

None

58. Minutes of Communications Working Group Meeting held on 3^d September 2025

RESOLVED:

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

59. Brand Guidelines

The Working Group reviewed the first draft of the brand guidelines.

RESOLVED:

- i) The Community Engagement Manager will research where the alternative Sevenoaks Crest design came from.
- ii) The Community Engagement Manager will provide mock-ups of different colour logos in line with new branding.
- iii) Tints of brand colours to be added to the brand guidelines.
- iv) Aptos font should be used in Sevenoaks Town Council communications where possible.
- v) The number of fonts used in the Town Crier should be reduced.
- vi) Communications about House in the Basement events and activities do not have to use Sevenoaks Town Council branding, but a strapline such as 'A Sevenoaks Town Council community facility' should be used, along with the Sevenoaks Town Council logo.
- vii) Once the branding guidelines have been finalised, Open Spaces signage should be reviewed and updated accordingly.
- viii) Vision ICT will develop final brand guidelines and an updated logo alongside the website upgrade.

60. Website Design Proposal

The Working Group reviewed the Website Design Proposal from Vision ICT.

RESOLVED:

- i) To recommend the Finance & Delivery Committee approves a WordPress website upgrade from Vision ICT. The complete package upgrade with graphic design and branding will include producing a more visually appealing website and populating the new website with existing content covering approximately 70 pages. It will also include development of a

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logo and help crafting detailed branding guidelines. The cost of this is £6,300.

- ii) The new website should include video integration.
- iii) A new website hierarchy should be considered, following recommendations from Vision ICT.

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Community Engagement Report – August to November 2025

Community Engagement Highlights

From August to November 2025, the following community engagement activities took place:

- **Town Crier – Autumn and Winter issues**
 - Autumn 2025 issue delivered W/C 1st September
 - Winter 2025/2026 issue delivered W/C 3rd November
- **Town Clerk's Update – public newsletter**
 - Regular newsletter published on STC website and sent to subscribers via Mailchimp
- **Launch of Chatty Café Scheme at Lilia's Kitchen**
 - Four volunteers, two scheduled to host per week
 - On average two attendees per week
 - Moved to Lilia's Kitchen as it is larger and open longer hours in Winter
- **Forget-me-not Cafés**
 - Booked hosts up until February 2025
 - Events continue each month with good attendance
- **Promotion of events including:**
 - Christmas Lights Switch-On
 - Remembrance Sunday and Armistice Day Services
 - Bob Ogley Book Launch – Mayor's Fundraising Event
 - Lilia's Kitchen Grand Opening
 - Final Bandstand event – Almost the Last Night of the Proms
 - Youth/House in the Basement activities
 - Open Mic Night
 - Girls Night
 - Design a Christmas Light Competition
 - Sevenoaks Town Team events and activities
 - Sevenoaks Street Food Festival
 - Business Awards
 - Holly Party
 - Health and Wellness Initiative
- **Promotion of STC news and activities including:**
 - Sevenoaks in Bloom results
 - Draft Town Centre Masterplan
 - Greatness Pavilion start of construction

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Social media performance

The following social media statistics are taken from Meta Business Suite. The tables below compare statistics over the last 90-day period with the previous 90-day period, as well as with the same time period last year.

Facebook:

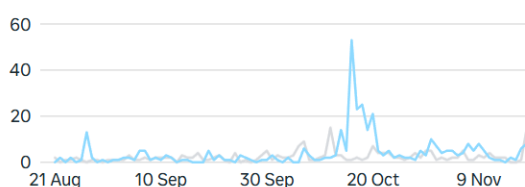
	Followers	New followers	Reach	Profile visits	Content interactions
Recent period: 21 August 2025 to 18 November 2025	1,849	373	125K	7.9K	6.8K
90-day comparison: 23 May to 20 August 2025		+76.8%	+157.2%	+22.6%	+27%
Same period last year: 21 August 2024 to 18 November 2024		+378.2%	+401.5%	+75.4%	+315.9%

Comparison of 21 August 2025 to 18 November 2025 (blue) and 23 May 2025 to 20 August 2025 (grey):

Follows ⓘ

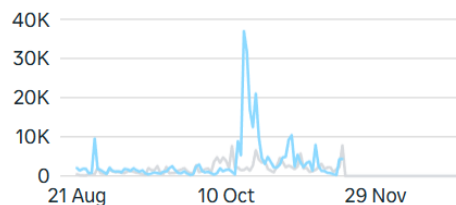
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373 ↑ 76.8%



Reach ⓘ

125K ↑ 157.2%



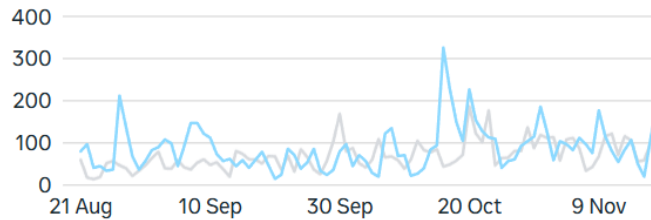
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Visits ⓘ

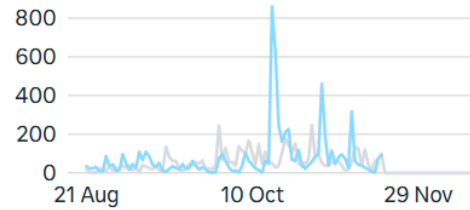
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Content interactions ⓘ

7.9K ↑ 22.6%



6.8K ↑ 27%



Instagram:

	Followers	New followers	Reach	Profile visits	Content interactions
Recent period: 21 August 2025 to 18 November 2025	1,420	118	4.3K	573	1.6K
90-day comparison: 23 May to 20 August 2025		+9.3%	+19.9%	+5.5%	-14.9%
Same period last year: 21 August 2024 to 18 November 2024		Data not available	+151.1%	+106.1%	+100%

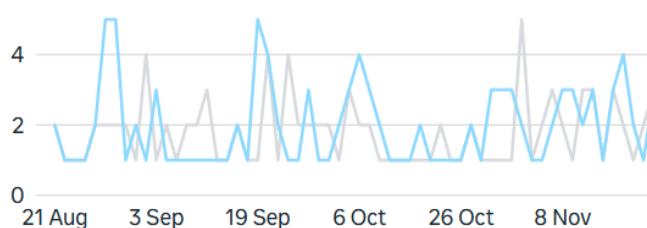
Comparison of 21 August 2025 to 18 November 2025 (blue) and 23 May 2025 to 20 August 2025 (grey):

Follows ⓘ

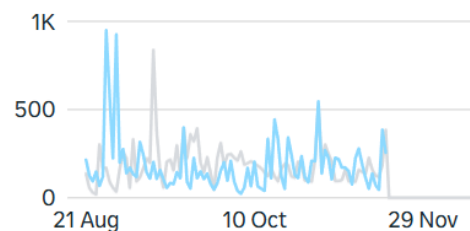
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Reach ⓘ

118 ↑ 9.3%



4.3K ↑ 19.9%



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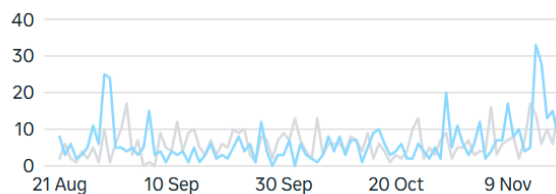
Visits ⓘ

Export

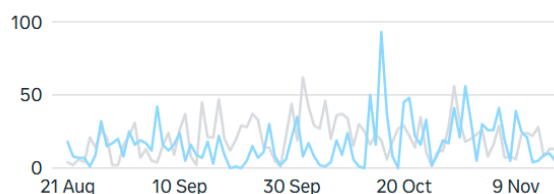
Content interactions ⓘ

Export

573 ↑ 5.5%



1.6K ↓ 14.9%



Top 15 performing social posts in last 90 days:

Topic	Reach	Likes and reactions
Photo of The Vine by Bob Ogley - aftermath of the Great Storm 38 years ago	80.9K	617
Save the date for the Christmas Lights Switch-On	22.6k	44
Street works in High Street	18.1k	9
Sevenoaks in Bloom on BBC's The One Show	12.8k	118
Lilia's Kitchen at Bat & Ball Station - video	12.1K	50
Statement on the Stag theatre freehold	9.6K	34
Remembrance Sunday Service photos	9.5k	290
Reseeding of Vine lawn	8.9k	69
Chatty Café	7.2k	54
Britain in Bloom results	6.7k	143
South & South East in Bloom results	6.6k	107
Promotion of Lilia's Kitchen Grand Opening	6.5k	59
Welcoming Lilia's Kitchen to Bat & Ball Station	6k	28
Lilia's Kitchen Grand Opening photos	5.9k	52
Winners of Business Awards	5.5k	35

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This quarter, one post went viral, with a far greater reach than other posts, it was a photo taken by Bob Ogley 38 years ago of fallen trees on The Vine after the Great Storm.

Many other posts over the last 90 days have also performed well, particularly posts about Sevenoaks in Bloom and Lilia's Kitchen. This quarter, the top 10 performing posts ranged from a reach of 80.9k to 6.7k. Last quarter, the top 10 posts ranged from a reach of 10.5k to 2.8k.

STC website

These statistics from Google Analytics compare the number of active users, sessions and engaged sessions in the last 90-day period with the previous 90-day period.

Definitions:

- Active user: the number of distinct users who have engaged with the website within the time-period.
- A session: a single visit to the website encompassing all user interactions within the timeframe
- Engaged session: a session that lasts longer than 10 seconds, has a conversion event, or has at least two pageviews. This metric indicates how well a website is resonating with its target audience and if users are finding the content engaging.

	Active users	Sessions	Engaged sessions
Recent period: 21 August 2025 to 18 November 2025	11,849	17,216	7,885
90-day comparison: 23 May to 20 August 2025	+15.1%	+18.23%	+6.92%

Top 20 most visited webpages:

- | | |
|---|--|
| 1. Home page (23.83%) | 8. Masterplanning for the Town Centre and St John's Area (2.16%) |
| 2. Bat & Ball Centre (7.19%) | 9. Vote now for your favourite Sevenoaks business! (2.13%) |
| 3. Christmas in Sevenoaks (4.13%) | 10. Town Councillors (2.03%) |
| 4. Christmas Lights (4.08%) | 11. Sevenoaks Business Hub (1.8%) |
| 5. News & Events (3.91%) | 12. Contact Us (1.7%) |
| 6. Room & Hall Hire (3.13%) | 13. Sevenoaks Mayor (1.52%) |
| 7. Planning & Environment Committee (2.32%) | |

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- | | |
|--------------------------------------|--------------------------------------|
| 14. Markets (1.43%) | 19. Support your favourite Sevenoaks |
| 15. Cemetery & Burial Ground (1.19%) | business - nominate them for a |
| 16. Committees & Meetings (1.1%) | Sevenoaks Business Award |
| 17. Staff information and Vacancies | 2025! (0.81%) |
| (1.04%) | 20. Wards & Parish Boundary (0.91%) |
| 18. Allotments (0.98%) | |

Website user acquisition

1. Google: 6,644 (56.07%)
2. Direct: 3,636 (30.69%)
3. Facebook: 594 (5.01%)
4. Bing: 530 (4.47%)
5. Yahoo: 100 (0.84%)
6. Duck Duck Go: 67 (0.57%)
7. Chatgpt: 39 (0.33%)
8. Ecosia: 28 (0.24%)
9. Sevenoaks Mums: 25 (0.21%)
10. Kent Online: 14 (0.12%)

Newsletter subscriptions and blog views

Town Crier: 60 subscribers

Town Clerk's Update: 50 subscribers

Mayor's Blogs:

- Back from the beach: 18 users viewed
- Last of the summer Vine: 10 users viewed
- Amazing community events to start September: 15 users viewed
- Books, bikes and blindfold through Sevenoaks: 27 users viewed
- Bumper crop on The Vine: 17 users viewed
- Lady Boswell's School's 350th Anniversary Service: 28 users viewed
- Remembering all those who gave their lives in war: 6 users viewed

Press coverage

Press coverage from 19 August to 20 November 2025 included:

Sevenoaks Chronicle

- Plaques to mark sites of WW1 bombings

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- VJ Day 80
- Britain in Bloom
- Stag theatre ownership and other asset applications
- Oast house plans
- Recreation ground listed as a Community Asset
- Sod cutting ceremony at Greatness Recreations Ground
- Christmas Lights to take place on November 29
- Remembrance Sunday and Armistice Day Services
- Sevenoaks in Bloom picks up four awards at RHS ceremony

Sevenoaks Community Ad Magazine

- Community celebrates stunning revamp of Vine Gardens
- Street Food Fest
- Vegan Market
- Bandstand events
- Open Mic Night
- Design a Christmas Light Competition
- Richard Dowling recognised by Youth Services Committee
- Eco-friendly funds for Greatness Pavilion
- Remembrance Day Parade and Service
- Christmas Lights Switch On
- Holly Party
- STC delivers action-packed calendar for local youth

BBC News

- Former oast house at Sevenoaks Quarry could become community hub
- Sevenoaks Council gives new funding to Greatness Pavilion

Kent Online

- Plans for refurbished oast house at Tarmac quarry in Sevenoaks
- Sevenoaks Town Council seeks to safeguard Bradbourne Lakes and The Shambles ahead of local government shake-up
- Sevenoaks Town Council seeking freehold of The Stag, along with Bradbourne Lakes and The Shambles

Sevenoaks Local Lifestyle magazine

- Vine Gardens revamp
- Hollybush Recreation Ground as Asset of Community Value

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- Vegan Market at Vine Gardens
- Sevenoaks Christmas Lights Switch-On
- Sevenoaks Remembrance Day Parade and Service
- Future of Stag Community Arts Centre
- Forget-me-not Café at Bat & Ball – November Christmas crafts

Net magazine

- Green Flag Award

Inside Kent

- Green Flag Award
- Sevenoaks Christmas Lights Switch-On

Clerks & Councils Direct magazine

- Green Flag Award
- 25 years of twinning with Rheinbach
- Pavilion at Greatness Recreation Ground
- Vine Cricket Ground peppercorn rent ceremony

Heart of Sevenoaks – Autumn 2025

- Christmas Lights
- Sevenoaks Town Market

BBC's The One Show

- Sevenoaks in Bloom

YouTube viewing figures

Viewing figures of Committee and Council meetings on YouTube from 26 August to 19 November:

Date	Committee meeting	Views
26/08/25	Planning & Environment Committee	6
1/09/25	Sevenoaks Town Council Meeting & Finance & Delivery Committee	26
10/09/25	Youth Services Committee	12
15/09/25	Community Assets (Open Spaces) Committee	12
22/09/25	Planning & Environment Committee	79
29/09/25	Sevenoaks Town Council Meeting & Finance & Delivery Committee	20

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6/10/25	Planning & Environment Committee	18
20/10/25	Planning & Environment Committee	75
3/11/25	Planning & Environment Committee	37
10/11/25	Community Assets (Open Spaces) Committee	59
17/11/25	Planning & Environment Committee	20
19/11/25	Youth Services Committee	8

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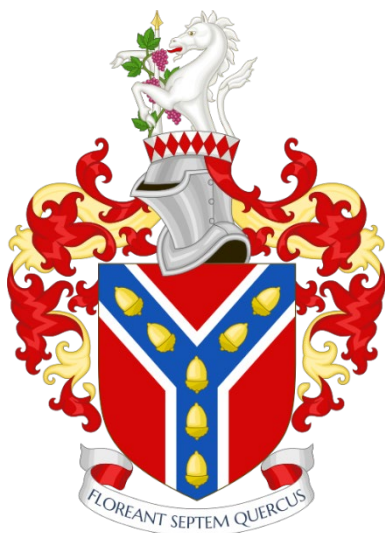
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Sevenoaks Town Council Logo and Crest

The Armorial Bearings, or coat of arms, in the Sevenoaks Town Council logo has existed since they were transferred by Sevenoaks Urban District Council in 1975. There is a charter in the Council Chamber certifying this.



The crest below is found on Wikipedia, but no evidence can be found of this being used officially by Sevenoaks Town Council at any time, so it is presumed it was made by an individual unconnected to Sevenoaks Town Council.



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Assets with Sevenoaks Town Council logo

Changing the Sevenoaks Town Council logo or crest would result in the need to update the following Sevenoaks Town Council assets:

- Branding on buildings, including crest on STC office
- Metal and plastic signage
- Publications
- Flags
- Stationary
- Lanyards
- Plaques
- Seal
- Chains
- Uniforms
- Bins
- Bike racks
- Vehicles

Sevenoaks Town Council logo with new brand colours

The following logo mock-ups use the new green and pink brand colours.



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

Item	Minute No		Status	Latest update
1.	Min 5 03.09.25	Website redesign and branding guidelines	<i>Ongoing</i>	RESOLVED: - Design brand guidelines to be produced (based on 2025 / 26 Precept Leaflet) Draft produced - Quotation for upgrade of current website to be obtained and examples of this circulated. Complete RESOLVED: - The Community Engagement Manager will research where the alternative Sevenoaks Crest design came from. Complete – See Agenda item 4. - The Community Engagement Manager will provide mock-ups of different colour logos in line with new branding. Complete – See Agenda item 4. - Tints of brand colours to be added to the brand guidelines. - Aptos font should be used in Sevenoaks Town Council communications where possible. - The number of fonts used in the Town Crier should be reduced. - Communications about House in the Basement events and activities do not have to use Sevenoaks Town Council branding, but a strapline such as ‘A Sevenoaks Town Council community facility’ should be used, along with the Sevenoaks Town Council logo. - Once the branding guidelines have been finalised, Open Spaces signage should be reviewed and updated accordingly.
	Min. 59 17.11.25			

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Item	Minute No		Status	Latest update
				Vision ICT will develop final brand guidelines and an updated logo alongside the website upgrade.
2.	Min.6 03.09.25	Councillor Flag	<i>Completed</i>	RESOLVED: Design and order new flag for meeting Councillors at events <i>Complete - new flag produced.</i>
3.	Min.303 05.02.25	Social Media	<i>Ongoing</i>	RESOLVED: That any social media queries to do with a specific ward be copied to the ward Councillors.
4.	Min 3 03.09.25	Update from the Community Engagement Manager	<i>Completed</i>	RESOLVED: - To add to the next report data relating to subscriptions for digital versions of Town Crier, Mayor's Blog and Town Clerk's Blog <i>Complete – see Agenda item 3</i> - To circulate data relating to viewing figures of You Tube recordings of meetings. <i>Complete – circulated in September and added to latest report – see Agenda item 3</i>