

Tuesday 26th August 2025

COMMUNICATIONS WORKING GROUP

To be held in the Council Chamber, Town Council Offices
Wednesday 3rd September 2025 at 3pm

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
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 5TH FEBRUARY 2025 To receive and approve the Minutes of the meeting of the Communications Working Group held on 5 th February 2025 as a true record.	Attached
3.	UPDATE FROM COMMUNITY ENGAGEMENT MANAGER To consider update from Community Engagement Manager.	Attached
4.	MEET YOUR COUNCILLORS POSTER To consider updated designs for poster.	Attached
5.	EARLY DISCUSSION ABOUT WEBSITE REDESIGN	-
6.	CURRENT MATTERS To consider updates on current matters.	Attached
7.	PRESS RELEASE To consider any items for press release.	

Town Council Offices
Bradbourne Vale Road
Sevenoaks Kent TN13 3QG

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

This page has been left blank intentionally

This page has been left blank intentionally

Sevenoaks Town Council
Minutes of the Communications Working Group
Held at 2.00 p.m. on Wednesday 5th February 2025

Meeting Commenced: 2.00 p.m.

Meeting Concluded: 3:15 p.m.

Present:

Cllr Nick Varley, Chair	Apologies	Cllr Victoria Granville	Present
Cllr Chloe Gustard, Vice-Chair (In the chair)	Present	Cllr Sally Layne	Present
Cllr Libby Ancrum, Mayor	Apologies	Cllr Nigel Wightman	Present

In attendance: Town Clerk, PA to Town Clerk, Nick Ebdon of Nick Ebdon Design + Branding.

297 Apologies for Absence

As noted above.

298 Request for Dispensations

There were no requests for dispensations.

299 Declarations of Interest

There were no declarations of interest.

300 Minutes of Communications Working Group Meeting held on 27th November 2024

It was agreed to receive and adopt the minutes of the meeting held on 27th November 2024 as a true record.

301 Town Crier Redesign

The Vice-Chair welcomed Nick Ebdon to the meeting to present his proposals for the redesign of the Town Crier

Councillors asked Nick to re-produce his designs with different colours and different mastheads to give more of a magazine rather than newspaper feel. The desire was for a crisp and modern feel. They also requested example mastheads with Sans Serif font and other font sizes.

It was noted that the final design would ultimately be the foundation for all future STC branding.

RESOLVED that:

- 1) Nick Ebdon be asked to produce further examples of his redesign on the basis outlined above
- 2) That the examples be circulated to the Working Group members for comment

302 Meet the Councillors Poster

The Working Group considered the proposed poster design.

Sevenoaks Town Council
Minutes of the Communications Working Group
Held at 2.00 p.m. on Wednesday 5th February 2025

Cllrs suggested not including photos in a circular design, a change to the message and the removal of the ampersand. It was agreed that the colour should match the palette that the redesigned Town Crier would be based on, once agreed.

303 Update from Community Engagement Manager

The Community Engagement Report to January 2025 was considered.

Social media performance:
(Meta Business 18 November 2024 to January 2025)

Facebook statistics

Followers	New Followers	Reach	Profile visits
1,173	89	22.6k	4.4k
	+36%	+14.5%	+22.8%

Instagram statistics

Followers	New Followers	Reach	Profile visits
1,137	77	1k	271
	-27.4%	+0.5%	+14.8%

Jan 24 to Jan 25 as comparison over the year

Facebook statistics

Followers	New Followers	Reach	Profile visits
	317	60.5kk	16.3k
	+8.2%	+113.2%	+83.1%

Instagram statistics

Followers	New Followers	Reach	Profile visits
	355	2.7k	1.1k
		+939.5%	+249.4%

Social media posts organic reach in last 3 months

Examples of highest reach last 90 days:

ITV Meridian visit to markets 8 Jan 2025	Reach 7,068 Engagement 45
--	---------------------------

Sevenoaks Town Council
Minutes of the Communications Working Group
Held at 2.00 p.m. on Wednesday 5th February 2025

Christmas lights 28/11/24	Reach 6,979 Interactions 19
Meet Father Christmas at CLSO 26/11	Reach 4,541 Interactions 14
Christmas lights photos and report 30/11	Reach 5,194 Interactions 43
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

[STC website: Google](#)

[analytics](#)

The following core user metrics are used to define how many people visit your site or app:

- "Total users" is the total number of people who visited your site or app in the specified date range.
- "Active users" is the number of people who engaged with your site or app in the specified date range.
- "New users" is the number of people who have never visited your site or app before in the specified date range.
- "Returning users" is the number of people who have visited your site or app before in the specified date range.

Events A key event is an event that measures an action that's particularly important to the success of your business.

Engagement rate and bounce rate are important metrics in Google Analytics that enable you to measure and analyse user engagement with your website or app. Both metrics are defined in terms of engaged sessions.

- A session is a period during which a user is engaged with your website or app.
- An engaged session is a session that meets any of the following criteria:
 - Lasts longer than 10 seconds
 - Has a [key event](#)
 - Has 2 or more screen or page views

The engagement rate is the **percentage of engaged sessions** on your website or mobile app. The bounce rate is the opposite of the engagement rate. The bounce rate is the **percentage of sessions that were not engaged**.

Last 90 days Nov 1 – Jan 29 2025

Active Users	New Users	Events	
10k	10k	66.7k	

Sevenoaks Town Council
Minutes of the Communications Working Group
Held at 2.00 p.m. on Wednesday 5th February 2025

+22.4%	+23.1%	+18.8%	
--------	--------	--------	--

Previous 90 days

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

Year overview- Jan to Nov 2024

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

Full year Jan 2024-Jan 202 vs Jan 2023-Jan2024 comparison:

Active Users	New Users	Events	
35K	35k		
+71.4%	+69.7%		

Last 3 months

Press coverage - Examples

New outlets added onto the press distribution list:

Sevenoaks Lifestyle Magazine
 InsideKENT magazine
 County Chronicle

Resulted in inclusion of press releases, calls to STC as a result on Thermal Camera and Italy Twinning project from Lifestyle Magazine, County Chronicle.
 Calls also as a result of increased coverage in SevenoaksCommunityAd magazine.

Broadcast:

Sevenoaks Town Council
Minutes of the Communications Working Group
Held at 2.00 p.m. on Wednesday 5th February 2025

ITV Meridian News visit to the Markets 8 Jan with news report broadcast on 9 Jan

Community Engagement Projects

Forget Me Not Café

Meetings continue regularly each month with good numbers.
Latest meeting 29 January with Pearly King of Bromley, around 35 people attended.
Retained the same committed 6 volunteers. Speakers are booked until April 2025.

RESOLVED:

- 1) That the Community Engagement Report to January 2025 be received and noted
- 2) That the Community Engagement Manager be congratulated for her response success on social media.
- 3) That any social media queries to do with a specific ward be copied to the ward Councillors.

304 Current Matters

The updates on Current Matters were considered.

It was agreed that a Linktree would be made for the Sevenoaks Instagram page.

305 Press Release: None

There being no further business, the Chair closed the meeting.

Signed

Dated

This page has been left blank intentionally

This page has been left blank intentionally

**Sevenoaks Town Council
Communications Working Group – 3rd September 2025**

Community Engagement Report – May to August 2025

Community Engagement Highlights

From May to August 2025, the following community engagement projects took place:

- **Town Crier – Summer and Autumn issues**
 - Summer issue created by Helen Cook and delivered in May
 - Autumn issue created by Lily Goodwin to be delivered W/C 1st September
- **Sevenoaks in Bloom**
 - Community engagement primarily carried out by Helen Cook
 - Potential TV coverage on BBC's The One Show
- **Town Clerk's Update – new public newsletter**
 - Weekly newsletter published on STC website and sent to subscribers via Mailchimp – currently 37 subscribers
 - Designed with new green and pink STC branding
- **Introduction of regular Mayor's blogs**
 - 15 blogs on website
- **Launch of Chatty Café Scheme at Café on the Vine**
 - Recruited 4 volunteers
 - Promotion of new scheme
 - Launched on 20 August
- **Forget-me-not Café**
 - Booked hosts up until January 2025
 - Events continue each month with good attendance
- **Promotion of consultations**
 - Local asset transfers
 - Draft Town Centre Masterplan
- **Many community events promoted over the summer including:**
 - Music on the Bandstand concerts
 - Skate Jam and free skateboarding sessions
 - Theatre events
 - Family Fun Day
 - Sevenoaks Summer Festival
 - VE and VJ Day 80

Sevenoaks Town Council
Communications Working Group – 3rd September 2025

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:

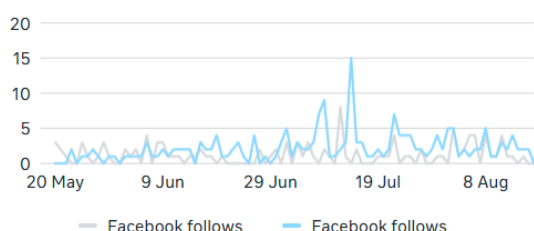
	Followers	New followers	Reach	Profile visits	Content interactions
Recent period: 20 May to 17 August 2025	1,492	196	46,972	6,172	5,190
90-day comparison: 19 February to 19 May 2025		+75%	+75.7%	+17.3%	+119.4%
Same period last year: 20 May 2024 to 17 August 2024		+184.1%	+67.5%	+94.5%	+335.8%

Comparison of 20 May to 17 August 2025 and 19 February to 19 May 2025

Follows

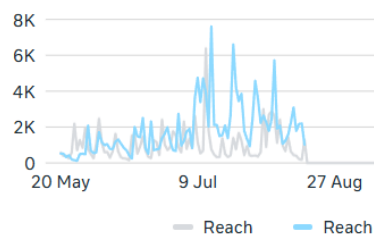
Export

196 ↑ 75%

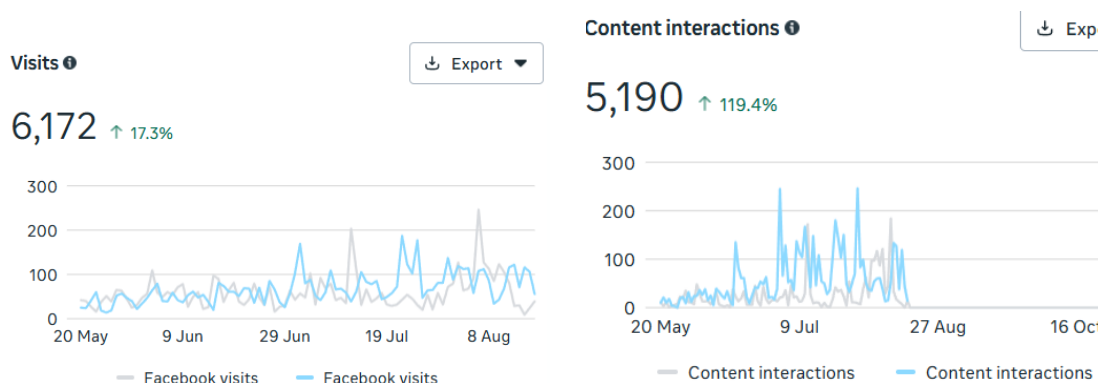


Reach

46,972 ↑ 75.7%



Sevenoaks Town Council
Communications Working Group – 3rd September 2025



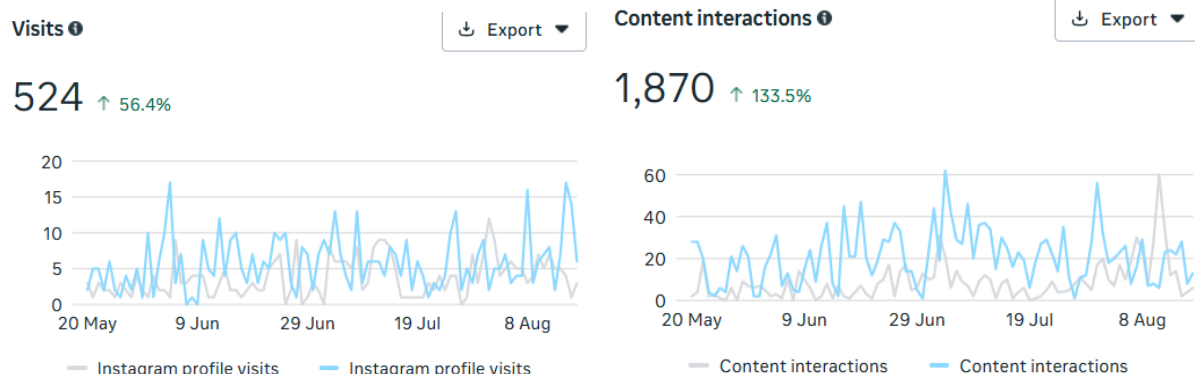
Instagram:

	Followers	New followers	Reach	Profile visits	Content interactions
Recent period: 20 May to 17 August 2025	1,322	106	3,572	524	1,870
90-day comparison: 19 February to 19 May 2025		+6%	+195.9%	+56.4%	+133.5%
Same period last year: 20 May 2024 to 17 August 2024		Data not available	+408.1%	+148.3%	+100%

Comparison of 20 May to 17 August 2025 and 19 February to 19 May 2025



Sevenoaks Town Council
Communications Working Group – 3rd September 2025



Top 10 performing social posts in last 90 days:

Topic	Reach	Likes and reactions
Revitalisation of ground surface at Vine	10.5k	185
Music on the Bandstand concert programme	9.3k	38
Cricket and Football at Greatness Recreation Ground	6.4k	5
Green Flag Award at Vine	4.6k	105
Music on the Bandstand upcoming concerts	4.2k	14
Announcing launch of Chatty Café Scheme	3.7k	11
Looking for pianist for Sevenoaks in Bloom	3.5k	6
Music on the Bandstand – Fiona and Aria Henry upcoming concert	3k	32
South & South East in Bloom judging	2.9k	59
Family Fun Day promotion	2.8k	5

STC website

The following statistics are from Google Analytics. They 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.

**Sevenoaks Town Council
Communications Working Group – 3rd September 2025**

- 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: 20 May to 17 August 2025	10k	14k	7.4k
90-day comparison: 19 February to 19 May 2025	+9.5%	+3.6%	5.2%

Top 20 most visited webpages:

- | | |
|---|---|
| 1. Home page (25.32%) | 12. Town Clerk's Updates (1.41%) |
| 2. Bat & Ball Centre (7.66%) | 13. Staff information and Vacancies (1.37%) |
| 3. News & Events (6.89%) | 14. Cemetery & Burial Ground (1.28%) |
| 4. Sevenoaks Mayor (3.17%) | 15. Play Areas (1.14%) |
| 5. Town Councillors (2.74%) | 16. Sevenoaks Business Hub (1.13%) |
| 6. Room & Hall Hire (2.62%) | 17. Masterplans for the Town Centre and St John's Area (1.1%) |
| 7. Consultations and Projects (2.52%) | 18. Allotments (1.09%) |
| 8. Markets (2.16%) | 19. Britain in Bloom 2025 (1.06%) |
| 9. Planning & Environment Committee (2.05%) | 20. Grants information (1.03%) |
| 10. Contact Us (1.82) | |
| 11. Latest Events on the Vine brochure released (1.63%) | |

Press coverage

Press coverage from May to August 2025 included:

- **Clerks & Councils Direct magazine**
 - VE Day 80
 - Town Clerk's blog
 - Climate Fair
 - VE Day
 - New Mayor of Sevenoaks
 - Rail Safe Friendly Project

**Sevenoaks Town Council
Communications Working Group – 3rd September 2025**

- **County Chronicle**
 - Vine Gardens resurfacing
 - Football Pavilion
 - Events on the Vine
 - Tesco Stronger Starts grant
 - In Bloom theatre and rock painting event
 - Nominating Hollybush Recreation Ground as an Asset of Community Value
 - Town Centre Masterplan
 - Sevenoaks in Bloom
- **MMM Magazine**
 - Vine Bandstand summer concerts
- **Sevenoaks Local Lifestyle**
 - Tesco Stronger Starts grant
 - Climate Fair
- **Heart of Sevenoaks**
 - Music on the Bandstand concerts
 - Beer on the Vine Festival
 - Sevenoaks Summer Festival
- **Chronicle**
 - Community bus
 - VE Day 80
 - In Bloom theatre and rock painting event
 - Nominating Hollybush Recreation Ground as an Asset of Community Value
 - New Mayor of Sevenoaks
 - Outgoing Mayor and awards
 - Beer on the Vine Festival
 - Mayor's bakery challenge with Friends of Pontoise
 - Town's support for refugees
 - Launch of Town Centre Masterplan at The Sevenoaks Society Open Day
 - Sevenoaks Summer Festival
 - Street Food Fest at Vine Gardens
 - New pavilion at Greatness Recreation Ground
 - Recycled straws to replace Vine paving
 - Sevenoaks Business Show
 - New Town Clerk blog
 - Peppercorn rent ceremony at the Vine
 - Britain in Bloom post box toppers
 - Celebrating 25 years of twinning with Rheinbach
 - Dartford Road pedestrian crossing

**Sevenoaks Town Council
Communications Working Group – 3rd September 2025**

- Vine awarded Green Flag Award
- VJ Day 80 concert
- New Chatter and Natter table at Café on the Vine
- Britain in Bloom judging
- **MSN news**
 - Town's support for refugees
- **Kent Online**
 - New pavilion at Greatness Recreation Ground
- **The net**
 - Apply for funding from Sevenoaks Town Council

This page has been left blank intentionally

This page has been left blank intentionally



MEET YOUR TOWN COUNCILLORS

Discuss issues that matter to you.
Share your suggestions with Town Councillors.
Find out about Town Council projects.



8 August 2025
2pm - 3pm
Bat & Ball Centre





MEET YOUR TOWN COUNCILLORS



Discuss issues that
matter to you.



Share your suggestions
with Town Councillors.



Find out about Town
Council projects.



8 August 2025

2pm - 3pm

Bat & Ball Centre

Sevenoaks Town Council
Communications Working Group – 3rd September 2025

Current Matters

NB: Updates shown in red

Item	Minute No		Status	Latest update
1.	Min.3 02.05.24	Town Crier	<i>Complete</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.

**Sevenoaks Town Council
Communications Working Group – 3rd September 2025**

Item	Minute No		Status	Latest update
	Min.233 27.11.24			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. Completed Community Engagement Manager working on Mailchimp account set up in conjunction with website provider. RESOLVED: i) Members of the Communications Working Group to provide ideas and comments to Cllr Varley by Friday 6th December, which would then be collated and passed to the Community Engagement Manager for Monday 9th December for forwarding to the designer. ii) An additional meeting of the Communications Working Group to be held at the beginning of January to view prototype designs of the new Town Crier and provide feedback. Rescheduled to 5th February 2025
	Min.301 05.02.25	Town Crier Redesign		Councillors asked Nick Ebdon to re-produce his designs with different colours and different mastheads to give more of a magazine rather than newspaper feel. The desire was for a crisp and modern feel. They also requested example mastheads with Sans Serif font and other font sizes. It was noted that the final design would ultimately be the foundation for all future STC branding. RESOLVED that: 1) Nick Ebdon be asked to produce further examples of his redesign on the basis outlined above 2) That the examples be circulated to the Working Group members for comment.
2.	Min.4 02.05.24	Update from Community Engagement Manager	<i>Ongoing</i>	Longer term a review of the Town Council's branding and style would be considered.

**Sevenoaks Town Council
Communications Working Group – 3rd September 2025**

Item	Minute No		Status	Latest update
3.	Min.5 02.05.24	Councillors' Surgeries	<i>Ongoing</i>	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. New advert and poster would be designed. Completed. Councillors to forward details of conversations about Councillor Surgeries to officers, to enable them to be promoted. Agreed to hold Councillor Surgeries at the market and Vine Gardens. It was agreed that Cllr Gustard be contacted for an update on proposed Councillor Surgeries. Noted that future Councillors Surgeries / Meet your Councillors would be held at events organised by the Town Council or on its land. RESOLVED: To design a logo 'meet your town councillors' to enable to be used on future event publicity. Poster with logo for 'meet your Councillor at the CLSO' being worked on by Community Engagement Manager, to be ready before Working Group meeting. Cllrs suggested not including photos in a circular design, a change to the message and the removal of the ampersand. It was agreed that the colour should match the palette that the redesigned Town Crier would be based on, once agreed. See Agenda Item 4
	Min.5 12.06.24			
	Min.180 18.09.24			
	Min.302 05.02.25	Meet Your Councillors Poster		
4.	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.
5.	Min.304 05.02.25	Instagram	<i>Complete</i>	It was agreed that a Linktree would be made for the Sevenoaks Instagram page.