

Sevenoaks Town Council

Minutes of the Communications Working Group

Held at 2.30 p.m. on Thursday 14th December 2023.

Present: Cllr Dr Canet, Cllr Granville, Cllr Varley (Chair), Cllr Layne and Town Clerk

Absent: Cllr Layne

1. Notes of Previous Meeting – 29th September 2023

These were agreed as a true record.

2. 20 mph Consultation

As of closing date, 14th December 2023, STC has received approximately 2,500 responses to the consultation, taking this on the distribution of the Town Crier it is an approximate 21% return rate which is good for any consultation and compared to other local authorities who have done similar.

The Town Council is expecting more replies, especially from those tied up in the post and using the Freepost address which can be slower. We have also had some individual communications which are being collated separately.

Currently the overall response is approximately 52% in favour of the proposal.

The Town Council will be reviewing and analysing responses during January. This will be done internally and informal discussions with STC Cllrs prior to discussing this in a public forum. We are reviewing methodology for the review, bearing in mind it is likely to be subject to an FOI.

The Town Council has said information will be supplied to KCC towards the end of January for them to consider at a JTB meeting in March 2024.

3. Town Crier – Design for future editions?

The Town Clerk had provided examples of other local councils newsletters to review.

It was agreed to enquire of Swanley Town Council the following – How did it produce its newsletter? What software was used? How was it distributed?

It was agreed that any new design would commence in May 2024.

It was noted that the agreed actions from the previous meeting were outstanding:

- A brief would be provided to prepare a new pro forma design which could be used in the future.
- Move Mayor's column to Pg 3
- Latest STC News on Pg 1

- Not to include photographs of all councillors
- Promote STC more
- Consider changing to 'Our Town' with strap line – 'News from Sevenoaks Town Council.'
- Digital distribution – consider methods to enhance.

Additional ideas were also discussed:

- Producing text in three columns
- Font size to be as recommended by KCC for 20 mph version
- Should cover be different each issue or the same to create 'brand identity'
- STC logo should be bigger
- Consider appropriate software
- Volunteer Page with relevant information
- Activities Page – for ongoing activities (noting timelines for production and distribution).
- 8 – 12 pages
- Should not be distributed with In Shape (SDC Magazine) need separate identity

4. STC Communication Engagement Strategy

This was reviewed and amended as per attached.

5. STC Branding

It was noted that more work was required on this. It was thought a good idea to consider a new logo for Sevenoaks Town Council.

6. STC Photo ID

To investigate how to produce in house Councillors ID with photographs.

7. STC Website (BID?)

It was agreed that the new website would wait until the BID (Business Improvement District) progressed.

8. Volunteering Process

This would be discussed at a future meeting.

9. Next Meeting

2.30 p.m. Thursday 22nd February 2024.