

OVERVIEW AND SCRUTINY COMMITTEE 1

REVIEW OF THE COUNCIL'S COMMUNITY NEWSPAPER INFORM

REPORT OF THE REVIEW GROUP

Members of the Review Group

Councillor J.M. Khan (Chair)

Councillor A. Gray

Councillor J.G. Huntington

Councillor B. Meek

Councillor J.M. Smith

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Further information on this review can be obtained from
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CHAIRMAN'S INTRODUCTION

The Council's Community Newspaper Inform provides an excellent opportunity to engage with Residents and to communicate news stories and events to Residents of the Borough. This review aims to evaluate and assess whether Inform is fulfilling its purpose, is comparable with Best Practice Local Authority newspapers and to identify possible future improvements.

The Review has been carried out by a small group of Councillors, supported by Officers from the Council's Democratic Services Section who have gathered the detailed information for the review. Information has also been obtained from the Council's Press & Public Relations Officer together with an input from other Council Members, Directors, Heads of Service and Residents from within the Borough. Following a wide ranging review, a number of recommendations have been made for consideration by Cabinet.

I would like to thank all who have contributed to the review and look forward to developments arising from its conclusions and recommendations.

Councillor John M. Khan
Chairman of the Inform Review Group

SUMMARY

Membership of the Review Group

Councillor J.M. Khan (Chairman)
Councillor A. Gray,
Councillor J.G. Huntington
Councillor B. Meek
Councillor J.M. Smith

Objectives of the Review

- Is Inform fulfilling its purpose?
- Identify/establish 'best practice' and measure Inform against it.
- Can any aspect of Inform be improved?

Contribution to the Council's Ambitions and Community Outcomes

The Council's Ambitions and Community Outcomes are shown in its Annual Corporate Plan. This Review contributes towards the Council's Corporate Values of engaging local communities.

Methodology

The Review Group gathered information and evidence as follows:-

- a) Through meetings held between May – September 2006.
- b) Through information and presentations by J.G. Turnbull, Head of Democratic Services, G. Robinson, Press and Public Relations Officer and J. Slee, Scrutiny Support Officer.
- c) Analysis reports from surveys carried out with Readers of Inform, Sedgefield Borough Council Members, Chief Officers and Heads of Service.
- d) Comparing Inform against 'best practice' Council Newspapers.

CONCLUSIONS AND RECOMMENDATIONS

Is Inform fulfilling its purpose?

The Review Group concludes that Inform fulfils its purpose of highlighting Council issues, success stories and informing residents of what is happening within the Borough. As it is published on a monthly basis, information contained within it is timely and relevant. Inform also contributes to the Council's commitment to the core actions of the Local Government Association Reputation Initiative.

This view has been supported by information received and survey findings from Officers of the Council and Residents.

RECOMMENDATIONS

- 1. *The current methods of publishing, printing and distributing Inform continue.***
- 2. *Inform continues to be published on a monthly basis.***
- 3. *The Press & Public Relations Officer liaises with the Council's Strategy and Regeneration Section in an effort to include articles that would appeal to young people.***
- 4. *Following the 2007 Local Election, a 'Guide to Councillors' that includes a pen-portrait profile of each member be published on a six monthly basis to provide information to assist residents to contact their Ward Councillor.***

Comparisons with other Council Publications

When compared to Best Practice examples of Council Newspapers and Magazines identified, Inform compares favourably. The existing format of Inform should therefore be retained.

RECOMMENDATIONS

- 5 *The format of Inform to be retained in full colour tabloid style.***
- 6 *Inform to remain as a 16-page publication.***
- 7 *Appropriate budget provision be made to support publication of Inform on this basis.***

- 8 Internal advertising to remain free of charge to provide the opportunity for Departments to promote their services and any forthcoming events to all residents within the Borough.**
- 9 External advertising coverage within Inform remain at approximately 5% of the publication to ensure that the focus is to provide information on Council news stories and events.**
- 10 The rate for external advertising be raised to £9 per centimetre column for new adverts and be reviewed periodically.**

Improvements to Inform

Through information received and survey findings, the Review Group has identified areas for further improvement. These are listed below as recommendations and if delivered will contribute to improving the Council's Community Newspaper Inform.

- 11. Procedures for identifying articles for Inform be reviewed to ensure that appropriate news is included.**
- 12. The redesigned masthead at Appendix 3 be adopted to provide a clear identity.**
- 13. Arrangements be made to enable Inform to be downloaded from the Homepage of the Council's Website.**
- 14. An appropriate article be published in Inform to indicate to readers that the newspaper can be downloaded from the Council's website.**

MAIN FINDINGS

BACKGROUND

Research undertaken by MORI has found that Council Community newspapers or magazines are consistently cited as being in the residents' top three preferred sources of receiving information, together with local newspapers and leaflets. Community newspapers are favoured as a cost-effective means of communicating with a wide and diverse audience. The most effective newspapers and magazines are those which include the type of information that residents' want, combined with good design and reliable distribution methods.

The Council produces a community newspaper called Inform, on a monthly basis as a means of promoting the Council and its services and keeping residents informed about Council related activities.

The Council has produced a Community Newspaper since 1975. Initially produced on a quarterly basis, Inform has been produced on a monthly basis since 1991.

Inform was increased to a 16-page format in March 2006 and is also published in full colour.

The Review has focused on the following aspects:

- The Purpose of Inform
- The Wider Communications Agenda
- The Role of Editing, Publishing, Printing and Distribution of Inform
- Comparisons of Inform with other Council Publications
- Content, Style and Layout of Inform
- Frequency of Publication
- Budgets
- Advertising
- Website

THE PURPOSE OF INFORM

Inform aims to highlight Council issues, success stories and inform residents of what is happening within the Borough.

Inform is an excellent tool to communicate with residents and enable them to feel involved with the Council. This message is enforced by the strap line heading of 'Your community newspaper from Sedgefield Borough Council' printed under the Masthead.

THE WIDER COMMUNICATIONS AGENDA

The Reputation Initiative

The Local Government Association (LGA) and the Improvement & Development Agency (I&DeA) launched the Local Government Reputation Initiative in 2005. The launch included commissioning MORI to undertake research to identify a number of key services and issues that have the greatest impact on how local people judge their authority.

MORI research identified 12 core actions that, when delivered well, have proven to have a marked and positive impact on a council's reputation. The Reputation Initiative is about councils working together to deliver these core actions with support from the LGA and I&DeA.

Five of the core actions concern communication issues within Councils. These actions are:

- Manage the media effectively to promote and defend the Council
- Provide an A-Z guide to services
- Publish a regular Council Magazine or Newspaper to inform residents
- Ensure the Council brand is consistently linked to services
- Communicate well with staff so they become advocates for the Council

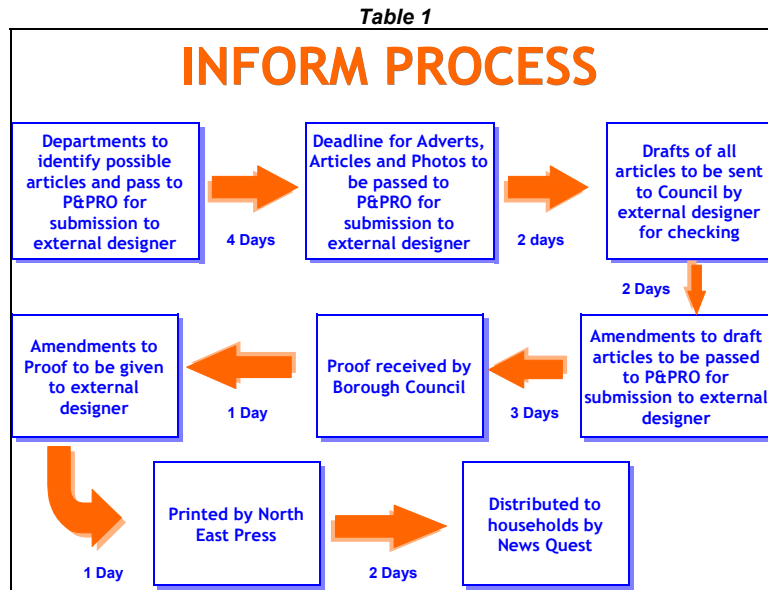
The action relevant to the review is 'Publish a regular Council Magazine or Newspaper to inform residents'. MORI research found that councils should produce a Council magazine or newspaper because:

- It keeps residents informed and improves overall satisfaction with the Council.
- Residents like to get information directly from the Council, delivered to their doorstep.
- It is the most cost effective form of communication for getting key messages across.
- It can demonstrate to residents that the Council is joined up with key local strategic partners.
- Council staff are often customers too and a publication encourages employees to become Council ambassadors.

The Review Group has noted information regarding the Reputation Initiative and supports the Council in achieving the Core Actions.

THE ROLE OF EDITING, PUBLISHING, PRINTING AND DISTRIBUTION OF INFORM

Responsibility for the Editing, Publishing, Printing and Distribution of Inform lies with the Council’s Press and Public Relations Officer. The Review Group were informed that this process is carried out with strict adherence to deadlines by the Press and Public Relations Officer (P&PRO), North East Press who print the document and Newsquest who deliver it. Table 1 identifies the deadlines and procedure for publishing Inform.



Editing

The Press and Public Relations Officer compiles and writes stories from information provided by Departments and services of the Council. Potential stories are received through the following methods:

- Officers submitting stories by e-mail or verbally
- Agenda Items from Cabinet, Council or Committee Meetings
- Follow up stories from events included in the ‘What’s on Column’

In addition a proforma is issued to Chief Officers and Heads of Service on a six weekly basis that enables Departments to forward information on forthcoming stories and events. Information received from departments is then used to produce a calendar of events for proactive press releases and articles for Inform. It was reported to the Review Group that the supply of information by this method was inconsistent.

The Review Group considered issues of staffing and contingency planning, noting that the Press and Public Relations Officer has been for some years the Council’s officer in dealing with the preparation and publication of Inform. The recent appointment of a Communications Officer within the Press and Public Relations Section would in future provide support and enhance activities within Press &

Public Relations. The Review Group was informed that contingency arrangements were also in place to produce Inform in the event of the absence of Officers within the Press and Public Relations Section.

Publishing, Printing And Distribution Of Inform

Following editing, Inform is designed and published by an external contractor who liases closely with the Press & Public Relations Officer to make amendments prior to printing.

The North East Press (the Sunderland Echo/ Hartlepool Mail Group) print all copies of Inform and then deliver them to Newsquest (The Northern Echo) who distribute Inform to households within the Borough at the same time as the Advertiser Series.

The Review Group noted that the distribution of Inform with the Advertiser Series significantly reduced costs. Table 2 details the findings from a cost comparison exercise carried out with neighbouring authorities, and highlights that Sedgfield Borough Council has the lowest distribution costs.

Table 2

Authority	Distribution cost per copy
Sedgfield Borough Council	2p
Authority A	6p
Authority B	8.4p
Authority C	14p
Authority D	15p

Newsquest deliver Inform with the Advertiser Series to the vast majority of households within the Borough. To maximise coverage by this method they also deliver to some areas that do not receive the Advertiser. There are, however, some areas that cannot be served by this distribution method, e.g. remote locations and new properties where highways etc have not yet been adopted by Durham County Council. In these circumstances Inform is delivered by post.

A survey carried out with residents reported that 89% of respondents said they receive Inform on a regular basis. These findings were consistent with a survey carried out through the Citizen’s Panel in 2002 that reported 86% of respondents receive Inform on a regular basis.

The Review Group recommend, based on the information received from the surveys, that the current methods of publishing, printing and distributing Inform should continue.

CONTENT, STYLE and LAYOUT OF INFORM

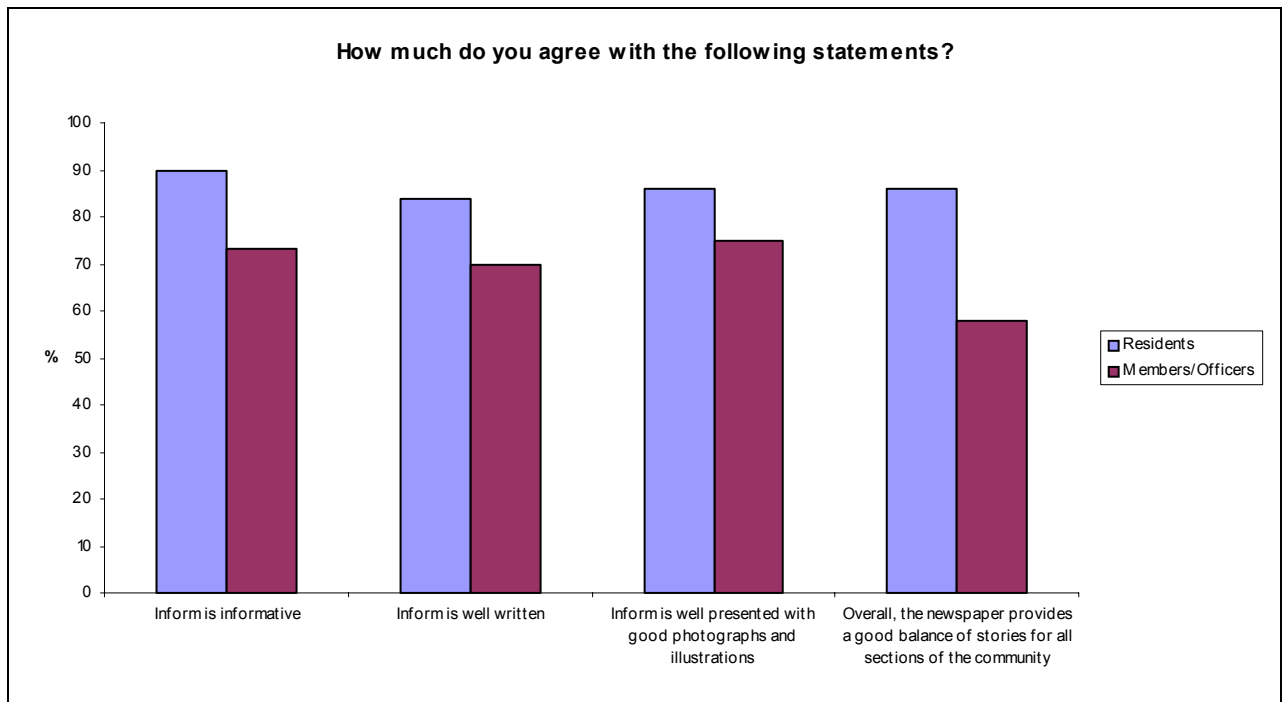
Inform aims to highlight Council issues, success stories and to inform residents of what is happening within the Borough. To achieve this, the Press and Publications Officer aims to provide a balance of news stories to reflect all Council Departments and Services. The Review Group acknowledge the need to prioritise which stories to include and exclude from the publication and note that there are inconsistent demands for articles from Services within the Council.

Responses from a survey carried out with residents of the Borough and Sedgefield Borough Council Members and Officers asked if they agreed with the following statements:

Inform is -

“Informative”, “Well Written”, “Presented with good photographs and illustrations” and “Overall, provides a good balance of stories for all sections of the community”

The chart below details responses that were received.



The Review Group noted the difference in the statement ‘Overall, the newspaper provides a good balance of stories for all sections of the community’.

Responses from Residents, Members, and Officers indicated that they would like future editions of Inform to focus on the following issues/articles:

Issue/Article	Residents (%)	Members & Officers (%)
Community Safety/Crime	18	13
Environmental/Street Cleansing etc	17	16
Community News	17	18
Health	14	12
Leisure/Arts/Culture	13	11
Regeneration/Improvements	13	16
Housing	5	11
Other	3	4

The recommendation to review the information gathering proforma and improve communication with departments will ensure more articles, stories and events submitted for inclusion. This should provide a healthy balance of stories for all sections of the Community that reflect the Council's Services.

Inform is an excellent tool to communicate information and to engage with local residents. Following the May 2007 Local Council Elections, the Review Group recommend that Inform should include, on a six monthly basis, a 'Guide to Councillors' that includes a pen-portrait of each member. This will include information on how residents can contact their Ward Councillor.

Young People

Concern was expressed that only 3% of respondents to the survey were aged between 16-24 and this suggested that Inform might not appeal to younger residents within the Borough. The Review Group recommend that the Press & Public Relations Officer liaises with the Strategy and Regeneration Section in an effort to include articles that would appeal to young people.

Masthead

Members of the Review Group explored options to improve the current masthead to provide a clear identity. Three mastheads were presented to Members for consideration and they recommended that the example attached in APPENDIX 3 be adopted.

Size of Publication

Demand for space within Inform from Departments has increased during the last year, leading to an increase in size from eight to sixteen pages. The survey carried out with Members and Officers showed that 76% of respondents agreed that a 16 page Inform was 'about right.'

COMPARISONS OF INFORM WITH OTHER COUNCIL PUBLICATIONS

The Review Group compared Inform with a variety of newspapers and magazines from other local authorities. The following publications were selected as they had either received recognition as best practice or were from an authority in the region.

Inform – *Sedgefield Borough Council*

- Published monthly in full colour Tabloid Newspaper format. The 16-page publication contains Council news and stories, information on services and a 'looking back' section where residents' forward old photographs and share memories. Inform also contains both internal and external adverts.

Best Practice Examples - National

Carlisle Focus - *Carlisle City Council*

- Chartered Institute of Public Relations - Civic Newspaper/Magazine under 60,000 circulation – Winner 2006
- Published quarterly in A4 Magazine format the 16-page publication contains Council news and events with no external advertising

South Wiltshire Citizen - *Salisbury District Council*

- Chartered Institute of Public Relations Civic Newspaper/Magazine under 60,000 circulation – Highly Commended 2006
- Published quarterly in A4 magazine format the 24-page publication contains news stories and events linked to Council Services with no external advertising

Outlook - *South Oxfordshire District Council*

- Chartered Institute of Public Relations Civic Newspaper/Magazine under 60,000 circulation – Highly Commended 2006
- Published quarterly in full colour Tabloid Newspaper format the 8-page publication contains Council news and stories including joint partnership working with local Police Authority on Community Safety. The publication contains no external advertising.

Courier - *Colchester Borough Council*

- Chartered Institute of Public Relations - Best Civic Newspaper/Magazine 60,000 and over circulation – Winner 2006
- Published quarterly in full colour format the 28-page publication contains news and events linked to Council Services with 2 pages of information from the local Primary Care Trust and no external advertising.

North East Local Authorities

City Life - *Newcastle City Council*

- Published bi-monthly in full colour tabloid magazine format the 44 page publication contains Council news stories and events, information regarding services, and articles from Tyne & Wear Fire & Rescue Authority.

Town Crier – *Darlington Borough Council*

- Chartered Institute of Public Relations Civic Newspaper/Magazine under 60,000 circulation – Highly Commended 2005
- Published monthly in full colour A4 magazine format, the 32 page publication contains news and information on Council Services, internal and external adverts and 2 pages of information from Darlington Primary Care Trust

District News – *Chester-le-Street District Council*

- Published Quarterly in full colour A4 magazine format, the 20 page publication contains information on Council related stories and events with no advertising

District Infopoint – *District of Easington*

- Published quarterly in full colour tabloid magazine format the 12 page publication contains no adverts and focuses on Council news with a page of information from Easington Primary Care Trust

Durham City News – *Durham City Council*

- Published bi-monthly in full colour tabloid magazine format the 24 page publication contains Council News Stories and events, information regarding services, and articles from County Durham & Darlington Fire & Rescue Authority.

The Review Group examined aspects of layout, content and style for all of these publications and agreed that Inform compared favourably with publications from other local authorities and recommended that the current format of Inform be retained.

FREQUENCY OF PUBLICATION

Inform was originally produced on a quarterly basis and from 1991 has been produced on a monthly basis for residents within the Borough. A report published by the Improvement & Development Agency (I&DeA) found that there was no consistency with the frequency of publication of Council Newspapers or Magazines. The frequency varied from fortnightly to six monthly. Most common practice was either a monthly or quarterly publication for residents. This was evident when comparing Inform with other Council Newspapers and magazines.

Monthly publication ensures that current events are highlighted within an appropriate time frame. For example, when the changes to the concessionary bus scheme were being considered residents were consulted at every phase of the process via Inform. If Inform had been a six weekly or quarterly publication the information would have quickly become out of date and be misleading to residents in relation to their entitlement.

If Inform was published on a less frequent basis it would require a greater number of pages. This would be necessary to ensure all Departments receive the desired coverage.

The survey carried out with Residents, Members and Officers indicated that publishing Inform on a monthly basis was 'Just Right'.

BUDGETS

The Review Group noted that the budget for Inform had been set out at £52,000 for 2005/06 and 2006/07. The publication had, however, been increased to a 16 page full colour publication in March 2006. The Review Group highlighted that the budget would need to be increased to cover additional costs.

ADVERTISING

Inform contains both internal and external adverts. An examination of the April and May editions of Inform identified the following levels of advertising coverage:-

Month	Total Coverage	Internal	External
April	8%	5%	3%
May	16%	11%	5%

The table identified that there was an increase in the percentage coverage of internal adverts within the May edition of Inform and that external coverage had increased marginally.

The Review Group considered the feasibility of increasing the coverage of external adverts to increase revenue and employing someone on a part-time basis to sell advertising space. The Review Group concluded that the coverage of external advertising should remain at its current level and therefore it would not be feasible to employ someone to sell advertising space.

Advertising rate per centimetre column

The chart below shows figures for the costs for advertising space in the newspapers published within the North East region per centimetre column and their circulation figures

Publication	£ per cm column	Possible circulation
Herald and Post	29.85	252,111
Evening Chronicle	18.75	91,553
Northern Echo	18.21	57,092
Sunday Sun	14.60	81,571
Evening Gazette	12.80	60,415
Journal	12.65	43,315
Sunderland Echo	10.70	48,691
Darlington and Stockton Times	10.34	30,337
Advertiser series	10.00	220,206
Inform	6.00	44,000
Shields Gazette	5.59	21,502
Hartlepool Mail	5.05	20,873
Newton News	3.00	15,000

Advertising figures for North Eastern publications range from £3 - £29 per centimetre column.

Inform's existing rate of £6 per centimetre column is considered excellent value when compared to the advertising rates of other publications in the area. It can be seen that £3 for the Newton News is appropriate as it has a circulation of 15,000.

To keep Inform in line with other publication advertising rates it is justifiable for the £6 per centimetre column of advertising space to be increased.

The Review Group recommended that the rate for external advertising be raised to £9 per centimetre column for new adverts. The Council should honour adverts that have been pre-paid.

Discounted rates are offered for adverts taken out for 3 editions and over. The Review Group were of the opinion that these discounts should remain at the levels set out below.

5% discount for advertising in three editions of Inform.

10% discount for advertising in six editions of Inform.

15% discount for advertising in nine editions of Inform.

20% discount for advertising in twelve editions of Inform.

Internal Advertising

At present there is no charge for internal adverts from various Departments that are published in Inform. The table below identifies the advertising coverage Departments have received during 2005/06. The potential value of the coverage is based on rates of £6 per centimetre column for Inform, compared to £18.21 per centimetre column for the Northern Echo.

Department	Value of Advertising	
	Inform (£)	Northern Echo (£)
Chief Executive's Office	2,310	7,010
Neighbourhood Services	2,582	7,836
Leisure Services	3,801	11,536
Resources	2,277	6,910
Housing	306	929
Total	11,276	34,221

The table identifies that during the financial year 2005-2006 departments received advertising coverage within Inform to the value of £11,276. If Inform did not include internal advertising, the cost to the Council to receive the equivalent value of advertising within the Northern Echo would be £34,221.

The Review Group was informed that some Council Departments recharge internally for services they provide. Consideration was given by the Review Group as to whether Council Departments should be charged for advertising within Inform.

However, it was acknowledged that the present review of Inform was expected to support the Council's ambition of engaging with local communities, with the aim to 'Improving corporate consultation and engagement with all sections of the community, including disadvantaged areas and groups.'

Adverts placed by Departments provide valuable information to residents on how to access services or forthcoming events. Charging Departments for advertising would be disadvantageous as it could lead to a fall in advertisements within Inform resulting in information not been communicated to residents.

WEBSITE

Inform is available to download as a 'PDF' document from the Council's website. It can be accessed on the website by selecting the 'News' heading on the front page and then selecting the Inform icon on the News page. Inform has only received 151 hits during the period 31 May 2006 to 14 September 2006. If Inform was available from the home page this may lead to more people accessing the publication from the Council's website.

Members of the Review Group requested that research be carried out in relation to web-based publication of Council Newspapers and Magazines. Colchester Borough Council was identified as a best practice example and was voted the 2006 Chartered Institute of Public Relations, Best Civic Newspaper/Magazine 60,000 and over circulation. An electronic version of their magazine 'The Courier' is produced as an inter-active website publication and was shown to the Review Group. This web-based version is an advanced version of a 'PDF' document and to publish is a time consuming exercise and requires specialist expertise.

At present the external designer provides a 'PDF' document of Inform to the Council. This is then simply included to the Council's website by ICT Services.

The Review Group acknowledged that the Colchester Borough Council website is user friendly and an example of Best Practice. However, Inform is currently not receiving significant interest via the Council's website. Survey responses with residents reported that 2% receive information about the Council from the website. In a separate question, excluding Inform, 4% responded that they use the website to find out what is going on within the Borough and what the Council is doing.

CONCLUSIONS AND RECOMMENDATIONS

Is Inform fulfilling its purpose?

The Review Group concludes that Inform fulfils its purpose of highlighting Council issues, success stories and informing residents of what is happening within the Borough. As it is published on a monthly basis, information contained within it is timely and relevant. Inform also contributes to the Council's commitment to the core actions of the Local Government Association Reputation Initiative.

This view has been supported by information received and survey findings from Officers of the Council and Residents.

RECOMMENDATIONS

- 1. The current methods of publishing, printing and distributing Inform continue.**
- 2. Inform continues to be published on a monthly basis.**
- 3. The Press & Public Relations Officer liaises with the Council's Strategy and Regeneration Section in an effort to include articles that would appeal to young people.**
- 4. Following the 2007 Local Election, a 'Guide to Councillors' that includes a pen-portrait profile of each Member be published on a six monthly basis to provide information to assist for residents to contact their Ward Councillor.**

Comparisons with other Council Publications

When compared to Best Practice examples of Council Newspapers and Magazines identified, Inform compares favourably. The existing format of Inform should therefore be retained.

RECOMMENDATIONS

- 5. The format of Inform to be retained in full colour tabloid style.**
- 6. Inform to remain as a 16-page publication.**
- 7. Appropriate budget provision be made to support publication of Inform on this basis.**

- 8. Internal advertising to remain free of charge to provide the opportunity for Departments to promote their services and any forthcoming events to all residents within the Borough.**
- 9. To ensure that the focus of Inform is to provide information on Council news stories and events, external advertising coverage within Inform to remain at approximately 5% of the publication.**
- 10. The rate for external advertising be raised to £9 per centimetre column for new adverts and be reviewed periodically.**

Improvements to Inform

Through information received and survey findings, the Review Group has identified areas for further improvement. These are listed below as recommendations and if delivered will contribute to improving the Council's Community Newspaper Inform.

- 11. Procedures for identifying articles for Inform be reviewed to ensure that appropriate news is included.**
- 12. The redesigned masthead at Appendix 3 be adopted to provide a clear identity.**
- 13. Arrangements be made to enable Inform to be downloaded from the Homepage of the Council's Website.**
- 14. An appropriate article be published in Inform to indicate to readers that the newspaper can be downloaded from the Council's website.**

INFORM SURVEY - Residents

Name:.....
 Address:.....
 Postal Code:.....
 How old are you? 3% 16 – 24 16% 25 – 44 33% 45-64 46% 65+

Q.1 How do you currently receive information about the Council? (Please tick all that apply)

Local newspapers	19%	Council website.....	2%
Leaflets delivered to your door	17%	Contact with Councillors	4%
Local television news	9%	Contact with Council Staff.....	2%
Local radio.....	3%	Public Meetings/ Exhibitions	3%
Family & friends.....	6%	Draft documents from the Council.....	2%
'Inform' Council Newspaper.....	26%	Other (Please state).....	0%
Leaflets on noticeboards in libraries	7%	

Q.2 Does your household regularly receive the Council's newspaper, 'Inform'?

Regularly	89%	Don't know	1%
Do not regularly receive.....	10%		

Q.3 Overall, how do you rate 'Inform'?

Very useful	48%	Not really useful	3%
Quite useful	47%	Not at all useful	2%

Q.4 How much do you agree/disagree with the following statements? Please tick the appropriate box for each statement

"Inform is informative"

Strongly agree 35% agree 55% neither agree or disagree 6% disagree 3% strongly disagree 1%

"Inform is well written"

Strongly agree 37% agree 47% neither agree or disagree 13% disagree 1% strongly disagree 1%

"Inform is well presented with good photographs and illustrations"

Strongly agree 42% agree 44% neither agree or disagree 12% disagree 1% strongly disagree 1%

"Overall, the newspaper provides a good balance of stories for all sections of the community"

Strongly agree 29% agree 52% neither agree or disagree 12% disagree 4% strongly disagree 3%

Q.5 To what extent do you usually read 'Inform' Council Newspaper? Please tick as many boxes as apply

Read all of it or nearly all of it	58%	Just glance at it.....	3%
Read most of it	28%	Don't look at it at all	1%
Read a few articles	11%	Not sure/ can't recall	0%

Q.6 What issues/articles would you like Inform to focus on in the future? Please tick the appropriate box/es:

Environment/street cleansing/ refuse collection	17%	Regeneration/improvement.....	13%
Housing.....	5%	Safety/crime/ anti-social behaviour.....	18%
Leisure/arts/culture	13%	Community news.....	17%
Health.....	14%	Other (Please State).....	3%

Q.7 Other than Inform, how else do you find out about what's going on in the Borough and what the Council is doing?:

Council's website.....	4%	Newspapers.....	34%
Council Leaflets	33%	Television.....	16%
Radio	4%	Other (Please state).....	9%

Q.8 Inform is published monthly. Do you think this is? Please tick the appropriate box:

Too much.....	9%
Not enough.....	7%
JustRight.....	84%

INFORM SURVEY- Members & Officers

Members from Overview & Scrutiny Committee 1 are carrying out a review of the Council's Community Newspaper Inform. Please take a few minutes to let us know what you think of Inform by completing the survey below.

Q.1 Overall, how do you rate 'Inform'?

Very useful	39%	Not really useful	21%
Quite useful	32%	Not at all useful	7%

Q.2 How much do you agree/disagree with the following statements? Please tick the appropriate box for each statement

"Inform is informative"

Strongly agree 19% Agree 54% Neither agree or disagree 4% Disagree 15% Strongly disagree 8%

"Inform is well written"

Strongly agree 15% Agree 55% Neither agree or disagree 12% Disagree 18% Strongly disagree 0%

"Inform is well presented with good photographs and illustrations"

Strongly agree 14% Agree 61% Neither agree or disagree 7% Disagree 18% Strongly disagree 0%

"Overall, the newspaper provides a good balance of stories for all sections of the community"

Strongly agree 6% Agree 52% Neither agree or disagree 12% Disagree 15% Strongly disagree 15%

Q.3 To what extent do you usually read 'Inform' Council Newspaper? Please tick as many boxes as apply

Read all of it or nearly all of it	45%	Just glance at it.....	7%
Read most of it	28%	Don't look at it at all	3%
Read a few articles	17%	Not sure/ can't recall	0%

Q.4 Do you feel that INFORM represents all Departmental areas of the Council's work equally?

Yes44% No 56%

If no, which areas do you feel are not covered?

.....

.....

.....

.....

.....

Q.5 What issues/articles would you like Inform to focus on in the future? Please tick the appropriate box/es:

Environment/street cleansing/ refuse collection	16%	Regeneration/improvement	16%
Housing.....	11%	Safety/crime/ anti-social behaviour	13%
Leisure/arts/culture	11%	Community news.....	18%
Health.....	12%	Other (Please State).....	4%

.....

.....

Q.6 Inform is published monthly. Do you think this is? Please tick the appropriate box:

Too much.....15% Just Right.....85%

Not enough.....0%

Q.7 Inform has for the last 6 months increased to 16 pages. Do you think this is

Too Long26% Too Short 0%

About Right74%