

1. Purpose and Background of Report

- 1.1 This Runnymede Voice magazine survey was sent to a randomly selected 250 residents on the Residents Panel, as a representative number of the households in the Borough.**
- 1.2 The survey invited views about Runnymede Voice, through a set of multi-choice answers and some questions invited further comments.**
- 1.3 There were 96 responses (38.4%) upon whose findings this report is based.**

2. Findings from Runnymede Voice survey

Q1 Have you received a copy of the Runnymede Voice delivered to your home?

78 responses said they received a copy of the magazine to their home
18 said they hadn't

Q2 Readers' opinion of the magazine:

39 well worth reading
51 some of it was worth reading
3 have no opinion
3 it was not interesting
0 I did not read it

Q3 Did you learn something new about the borough and/or your Borough Council?

17 now know a lot more about the borough and/or the Borough Council
36 know more than they thought
37 know some
3 said it was irrelevant
3 said not at all

Q4 Did you feel better informed about our Q4.council services after reading this?

75 felt better informed about Council services after reading the Runnymede Voice
11 said they didn't feel better informed
7 gave no comment

Q5 From reading the Runnymede Voice, can you name the Leader of the Council?

79 could name the Leader
17 said they could not

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Q6 And do you know who the Mayor of Runnymede is for 2007/08?

71 could name The Mayor
 22 said they did not know who was the current Mayor

Q7 Have you referred to the Runnymede Voice articles for information about recycling and household refuse and waste collections?

55 have referred to Runnymede Voice for information about recycling and household refuse and waste collections.
 39 said they had not.

Q8 How many issues of Runnymede Voice have you received through your letter box?

issue 1 29 said they received Issue 1
 Issue 2 19
 Issue 3 18
 Issue 4 19
 The Survey was sent with a copy of issue 4 to help respondents identify the magazine.

Q9 Do you have any comments on the distribution of Runnymede Voice?

Comments on the distribution included:

"I do not remember it being delivered to us - unless it came in other 'flyers' that got binned! The A-Z leaflet very useful, too, but don't remember seeing that before

"The issue that was posted to me for comments was the first i received. Is Hamm Court on your distribution list?

"Have already received this issue ok"

"Not sure how it is distributed or when"

"Erratic in the past"

"If it comes with the rates - save a stamp!"

"None received previously."

Q10 Which of the following services would you wish to see more of in Runnymede Voice?

Total	
Leisure and culture 1	43
Refuse and Waste 2	42
Community Safety 3	40
Young People's news 4	21

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Environment 5	36
Transport 6	40
Recycling 7	45
Council Tax 8	22
Housing 9	5
Other 10	4

Q11 Further comments about Runnymede Voice included advice about Noise, Walks, Initiatives; pavements; events; local activities

- Info on local councillors
- Support services for the community
- Listing of council services
eg old peoples monitoring,
transport, carers, meals on wheels,
daycare centres, clubs in the area - not
just sports
- Relevant issues on council generally, flood defences may become more relevant -
perhaps an article on how we can help as a community e.g. ways of (paving?) That
also let water through etc. Also planning issues if they are significant e.g. size,
change
- Disability services etc.
- The names, wards and telephone numbers should be listed (in addition to the
WEBSITE)

Q12 Has Runnymede Voice been useful to you?

71 said Runnymede Voice has been useful to them
15 Said it hadn't been useful.

**Q13 Have you seen a copy of Runnymede Voice online at
www.runnymede.gov.uk?**

93 people said they had not seen a copy of Runnymede voice online
9 people said they had seen it online

Further comments about why they had not seen the magazine online were:

• don't have time to look!.....not on line ...because I don't use a computer
• internet expensive and fiddly. we prefer to see things in print
• didn't know about it
• -website isn't that user friendly - only one website to find out key fact eg refuse collecting on bank holidays. not to read about Runnymede
• do not have a computer
• no computer - and no desire to have one!
• haven't been on this website.....prefer hard copy

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Q14 How do you rate the magazine in its design and attractiveness?

45 rated Very Good for design and attractiveness
50 rated it Acceptable
1 rated it Poor

Q15 Do you like the size and number of pages of Runnymede Voice?

82 respondents like the size and number of pages
14 had no opinion
0 said they did not like the magazine size and number of pages.

Q15b If you would prefer a different size, which of the following sizes would you prefer?

8 said A5 (smaller) and 8 said A4 (larger)

Q15c Would you prefer Runnymede Voice to be available online, on www.runnymede.gov.uk rather than delivered through your letter box?

6 respondents said yes,
76 said no and
5 said they didn't mind.

A16a We might include advertisements in Runnymede Voice. What are your views on this idea?

50 respondents said it was a good idea to advertise in Runnymede Voice.
39 said it was not necessary
4 gave no opinion

Further comments included:

<ul style="list-style-type: none"> • If it raises income - great! Might make consumer aware of more local shops/specialist services.
<ul style="list-style-type: none"> • Good idea to save you costs (?) so long as it does not 'hide' your articles. Possibly at back or middle – not every page -if you do add them.
<ul style="list-style-type: none"> • only if vitally necessary for income: so see q16c
<ul style="list-style-type: none"> • if it keeps cost down and it is clear which are ads and which editorial
<ul style="list-style-type: none"> • Depends where the monies go?
<ul style="list-style-type: none"> • depends what they were for/useful
<ul style="list-style-type: none"> • but only very local ones
<ul style="list-style-type: none"> • Unless it cuts council spending. I would rather not see adverts.
<ul style="list-style-type: none"> • Unless it appears in a totally separate section. Annoying to have to read through adverts amongst articles.
<ul style="list-style-type: none"> • generate income
<ul style="list-style-type: none"> • if advertisements were added they might appear to be authoratative
<ul style="list-style-type: none"> • not necessary, particularly online
<ul style="list-style-type: none"> • never read - or watch - advertisements

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• it makes any publication tacky
• adverts from good service people ie plumbers, builders etc
• self financing through ads a good idea
• providing it helps reduce printing costs thus our rates
• ok if covers some of costs to produce & promote local businesses
• not appropriate
• As a loose insert maybe but prefer not. one of its great attractions - no advertisements
• Reliable companies who carry out work for the elderly ie plumbers, electricians & general maintenance companies. Also cleaners and gardeners for small jobs at reasonable prices. any services of this nature advertisements would be useful
• but if this cuts cost of production it could be a good idea
• could include stories young people who have made a success e.g. with a business of their own etc
• for local business
• i feel that would be a waste of space and less RBC info
• advertising would help with production costs
• Especially if it cuts costs anything to help keep c tax lower.
• but not too many
• as long as advertisers were known and recommended by council eg plumbers, electricians, builders etc
• There is a separate magazine i get through the door with just adverts in (i can't remember the name of it!)
• advertising local events/job vacancies would be helpful
• special offers always go down well
• it may help to offset costs of production also people may read it more if there are free offers
• free adverts for local small shops and businesses
• as long as the council makes money out of it,

Q 16b If you answered Yes to Q16a please could you indicate which of the following advertisement themes would be most helpful to you? Tick all that apply.

The Advertising themes taken as most helpful to readers were:	Total
Energy efficiency 1	34
Leisure 2	38
Transport 3	30
Financial services 4	9
Entertainment 5	35
Crime prevention 6	30
Recycling 7	33
Safety and security 8	22
Environment 9	23
Housing developments 10	16
Education 11	10
Community partnerships 12	4
Other community groups 13	10
Youth services/groups 14	10

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A17a Which local newspapers do you regularly read? Tick all that apply.

These are the newspapers read by the respondents

Total	
Woking Review (inc Addlestone & Byflr Rvw) 1	22
Staines Guardian 2	7
Surrey Herald (Ch & Add) 3	24
Surrey Herald (Walton & Wybdge) 4	6
Staines Informer 5	21
The Villager 6	18
Virginia Water connection 7	16
None 8	5
9	16

17 b These are the daily newspapers read by the respondents:

Q17b	
The Times and Sunday Times	11
Daily Mail and Mail on Sunday	28
Daily Express	7
Daily and S Telegraph	13
The Guardian	8
The Sun	5
Others	12
None	20+

Q18a The local radio stations regularly listened to are:

Total	
96.4 the Eagle 1	6
County Sound 2	11
BBC London Radio 3	8
LBC (London) 4	6
BBC Southern Counties 5	5
Radio Jackie 6	2
Capital 7	26
Time 106.6FM (was Star FM) 8	1
Other 9	15

Q18b The national radio stations that respondents regularly listened to are:

7 to Radio 1; 14 to Radio 2; 2 to Radio 3; 21 to Radio 4; 9 to Radio 5; 9 to Classic FM; 1 to Jazz FM; 7 to Kiss; 7 to Magic; 4 to Smooth; 4 others.

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Q19a/b 60 respondents said they have internet access,

of whom 38 have access at
Home; 3 only at work; and 19 at both home and work.
27 said they did not have internet access

Q20 Were you aware that Runnymede Borough Council has a website (www.runnymede.gov.uk) with information about council services?

60 respondents were aware of the Council's website
21 said they were not
15 did not say either way.

Q21a Have you accessed the Council's website?

32 have accessed the Council's website, while 51 have said No; and 12 have not said either way

Q21b If you have accessed the Council's website, please indicate how often you visit it, on average. Tick one box only.

Those who have accessed the council's website are:

1 – once a week or more; 5 once a month; 10 on average four times a year; and
19 under four times a year.

Q22 How do you think the Council could improve its communications?

Total Respondents:	
Deliver Runnymede Voice to every household 1	49
Produce a summary of the statement of accounts* 2	7
Put more information on the website and make the website easier to use 3	19
Give new residents more information about the Council and its services* 4	32
Produce a list of services in one A-Z Guide* 5	63
Provide details of how to contact different departments*6	35
Promote community events and activities in Runnymede 7	38
Promote leisure activities in Runnymede 8	46

*already available online at www.runnymede.gov.uk

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5. Conclusion

This was a useful and timely Survey that indicated that delivery to every Runnymede household is a sensitive issue; the current system is achieving an 80% delivery rate but is the least costly of any choices.

Also more respondents are not inclined to accept Runnymede Voice online, and that the majority of respondents have welcomed the Council magazine in its existing format though they would also accept certain types of advertising, again if sensitively handled.

It was well received, and most respondents found it a useful publication from the Council.