

Cambridge Matters Readers' Survey Autumn 2017 - Summary of answers

Total responses received: 314

Q1 How often do you read Cambridge Matters?

Always	229
Never	3
Sometimes	43
This is the first time	16

Q2 Cambridge Matters is delivered to your door four times a year. Do you think this is:

Too often	10
About right	248
Not often enough	31
The council should not provide a publication of this kind	1
Don't know	2

Q3 How strongly do you agree or disagree with the following statements about Cambridge Matters?

a) It is a good way for me to find out about the council and how it spends my money

Strongly agree	91
Agree	170
Neither agree nor disagree	15
Disagree	7
Strongly disagree	0

b) It is a good way to ask residents what they think about council services

Strongly agree	84
Agree	160
Neither agree nor disagree	12
Disagree	19
Strongly disagree	3

c) It includes interesting articles

Strongly agree	72
Agree	179
Neither agree nor disagree	10
Disagree	14
Strongly disagree	1

d) It is easy to understand

Strongly agree	123
Agree	154
Neither agree nor disagree	5
Disagree	1
Strongly disagree	1

e) It looks good and is well designed

Strongly agree	74
Agree	170
Neither agree nor disagree	23
Disagree	15

Strongly disagree	1
-------------------	---

f) It appeals to people of all backgrounds

Strongly agree	58
Agree	132
Neither agree nor disagree	71
Disagree	12
Strongly disagree	6

Q4 I would like to see more articles about the following in Cambridge Matters:

Activities for older people	104
Activities for younger people	91
Arts and culture	121
Council housing	77
How council tax is spent	128
How I can influence decisions in my area	120
How the council is performing	67
How to recycle/reduce carbon emissions	128
Information from council partners	103
Parks and open spaces	144
Plans for new development in Cambridge	156
Policing, tackling crime, community safety	123
Rubbish collections	88
Sport and leisure	95
Street cleansing and graffiti removal	76

Q5 Overall how would you rate Cambridge Matters

Excellent	81
Good	163
Average	28
Poor	2
Very poor	0
Don't know	4

Q6 How useful do you find the council's website?

Very useful	42
Quite useful	115
Not very useful	0
Not useful at all	11
Don't know/don't use	89

Q7 How useful do you find the council's Facebook and Twitter feeds?

Very useful	7
Quite useful	12
Not very useful	2
Not useful at all	5
Don't know/don't use	228

Comments received:

Q2: Cambridge Matters is delivered to your door four times per year. Do you think this is:

- I always find I learn something new and useful
- Twice a year would be about right
- Very useful reading
- 4 times year exactly right
- I feel every 2nd month would be good
- I would miss Cambridge matters if we didn't have it
- frequency about right but more pages on community schemes would be welcome
- Monthly?
- More often would be perhaps more likely to be ignored.
- It's a balance between cost and providing information on a regular basis its about right
- It does not come and so missed exercise tasters as too late for date
- It is possible that twice a year could cover the information
- Maybe very slightly more often, but it's fine really
- more about reporting (and getting removal) rubbish that's been dumped in the street
- Cm is a very useful resource for those of us interested in recycling
- twice or three times would better
- great little magazine with lots of useful information
- About every 2 months.
- Waste of paper. Do it online.
- Maybe 3 times would be enough
- Not too much and not too little.
- I find the magazine informative and has some interesting articles
- May be an extra one for Christmas and New Year. Info and services etc.
- Economical as far as possible on production costs
- Sometimes I have not had a delivery
- Maybe council cost can be reduced by producing C.M yearly
- 3 times would be great
- always an interesting read
- 3 times a year is best
- The only danger is the magazine can be mistaken for junk mail by my family
- This issue was interesting but others not so
- Bi monthly would be good
- very little useful info waste of money
- I really look forward to reading this magazine, but I guess four times a year allows for new, fresh information and articles without the need to repeat items in order to fill space.
- Should be monthly. Could also be more cost-effective to deliver a one-page flyer with online details to view the magazine there, with a few locations across the city with physical copies for people to collect themselves if they want a print copy
- I have requested that I have it delivered by pdf only please can this start happening.
- Not often enough

Q4. I would like to see more articles/information in Cambridge Matters about the following:

- Pitched at the right level for a varied public
- Trees in the area. Homelessness.
- I think you get a good balance already - all are of interest to my family.
- Action on HMO's and bad landlords/tenants.

- Why are there so many bin collections which causes pollution
- Consultation needs to be real and public involvement and decisions involve public- imagine would help that and not overridden by council officers and councillors
- Advice on how to tackle drug and alcoholic neighbours
- The boxes not ticked relate to areas covered in other outlets and are usually date specific
- Practical advice such as the energy article on page 14
- How decisions are made eg p 3 2det 3bed house why not very green design
- Things to do
- How to form a community organisation, how to become more involved in local decision planning
- The closure of so many public houses (pubs)
- Articles on Residents Associations.
- Co-operative activities with University. Talks on local topics.
- Traffic management. Private rented and student housing - from all perspectives.
- Racing motorcycles are doing time trials round roads and noisy motorcycles - nothing done. Noisy cars - loud music from stereo and also exhaust systems.
- A comprehensive calendar of events of every type
- Craft ideas with recycling
- Recommended places to walk dogs
- How individuals can reduce Council costs
- more about cycling matters
- Road schemes Bus information
- More about places looking for business with specialist skill
- Community action days
- car parking on the grass verges and footpaths
- I use it to find out information about services and to get some tips
- Data about current carbon spend and progress towards a zero carbon City
- more about affordable housing when people split up from marriages or youngsters over age of 21 where they can find housing
- Good to be updated re services available
- Wildlife Conservation with in Council – Projects
- Air pollution, transport, electric buses, coaches, lorries
- You could include information about clubs and societies to promote social activity
- More surveys on specific topics + results of these surveys
- Article on councils efforts to preserve the essence of Cambridge life, A small city which is out growing its centre
- More about tackling air quality issues (see p. 16)

Q6. How useful do you find the council's website www.cambridge.gov.uk?

- I would like a comprehensive list of phone numbers etc. where we can get help, advice, express gratitude to all the different services
- I think most areas are covered
- I use it quite a lot for finding out about services
- Would look up election results but that is all.
- It is generally quite user friendly.
- Not on the internet
- It is much easier to read the mag and lots of people don't have internet facilities.
- I like to remember that I can use it eg to contact env health re bins etc or noise
- It should be much easier to find info on meetings & minutes

- Its really chunky and different to me and sometimes often unreadable. Planning is extremely difficult to follow it would help if this were broken down into maps and where to look for info
- So much info in one place and easy to use
- can't access
- Because the mag provides info we need we would if it didn't
- copy google's search
- Only occasionally
- the recycling advice is very useful
- Not always easy to find the information even when it is on the website.
- But would be better if telephone numbers were prominent.
- I don't use it very often but when I do, it's been fine.
- No computer or a smart phone etc
- We are forced too much to do everything on line often it fails and is way to time consuming
- Difficults to find the sections you are looking for
- Don't have
- I have not got access to computer
- Use a few times per year for parking etc
- It has all the information I need, but is rather hard to navigate
- I have no computer
- I don't use it, unless to pay a bill
- do not have computer
- no web site access 80yrs old
- It is not very friendly. Searching facility is poor
- Not on line can no longer read the screen
- Not an IT expert but enjoy reading it
- Easy to use
- No internet
- could be easier to use
- Hard to know which council website to go to-too many council
- No PC
- I have no pc or internet -more info should be in Cambridge library
- Don't use it much but reporting incollected bins is easy
- I only visit the Council's website occasionally, and then usually 'dive in' at a lower level by using links found by a search engine e.g. 'rubbish collection day' or 'missed bins'.
- the council tax form is a little unclear
- Have only used it on the odd times when it served my purpose. Don't use FB or Twitter at all
- Well layed out when searching for info
- sometimes difficult to navigate
- Electoral register page unuseable in 2017 had to post return instead
- Only used for recycling info. So far
- The contents are useful, they are just sometimes very hard to find

Q7. How useful do you find the council's Facebook and Twitter feeds?

- First class facility
- Sorry not very good on computer
- No access to this no computer
- I have not used them yet. I didn't know about them.
- Not on the internet

- I would use them if there were more obvious signposting/advertising
- Do not intend to use it either!
- Have not used either
- I have made a decision not to use social media and sometimes feel excluded because of this.
- Not aware
- Don't know there was one.
- Do not use it. No computer, Ipad, smart phone.
- I tend not to use facebook
- Don't have computer
- Don't have
- No access to this facility wish I had
- More interesting info can be published
- Don't use either
- Not on line can no longer read the screen
- Not on facebook or Twitter
- My IT skills are very basic
- I don't have FB or twitter I need to talk to person. I need help no one to to turn to with questions council tax Etc I an unemployed with caring for 95 yr old mum very isolated
- I'm glad they exist but there's not enough interaction
- It would be worth promoting these in cambridge matters. Now that i know they exist i will check them out.
- I only follow the Council on Twitter.
-

Q8: Do you have any other comments about Cambridge Matters magazine?

- thank you for informing one
- Its friendly and informative
- fantastic magazine -great for all ages
- colours a bit drab needs to be brightened up maybe seasonal colours especialy on front cover and more pages
- A useful and well crafted publication well expressed and informative
- I think we are very fortunate to have a free magazine concerning Cambridge matters
- Its lovely to receive information in print, my husband, I find the internet a real struggle
- It's a colourful magazine designed for mostly all ages although could be improved for older people
- The information it regularly has about recycling is useful
- It is good to hear whats happing- not getting around much.because you can miss out and be unaware
- Very well designed and items are very relevent .Well done
- I enjoy reading it and like the format and lay out. I am alwayes worried hoe over developed this small city has become, but admire the council efforts.
- It's useful Magazine and keeps residents uo to date with various matters
- thank you for a very informative magazine
- I'm impressed this magazine is produced still to communicate to residents despite out-bodies with council funding
- enjoyed reading it thankyou
- I think it is a great way to keep up with goings on in Cambridge I work with older people so would be nice to see more ideas activities that are relevant to them
- Very enjoyable read and very informative

- I found out about a scheme on which I am volunteering . Benefits me and the people I work with
- Its laid out well and not too many adverts. Would be good to have more community days. We don't seem to have had one this year
- Would appreciate more interview with principal officers also orders under County Council jurisdiction would be informative
- Have recently moved back to Cambridge and found it a useful source of information it has raised awareness of local issues and activities
- Keep up the good work
- Your emphasis on eco-friendliness is excellent. Knowing about our pverty is good - compassionate. Politics predominates over our city right or wrong. We only came here 3 years ago, so very useful.
- We would like more information on street cleaning ie: how often, when and where. Some areas are sadly neglected.
- It is a useful way to keep residents up to date but always ensure you do follow up articles so residents can see outcomes/updates
- Would like to be informed of the best spaces to go where there is minimum pollution.
- I like that the magazine is delivered to my home with diverse information all in one place, with links if more details are desired.
- I find it a useful source of information.
- To help save money a question could be included with the election register to ask if it is wanted at this address. This would save paper, printing costs, delivery time and the planet. 2. Do we need two-weekly grass cuttiing, sometimes there is none to cut bit it is still done - what a waste
- I appreciate the effort that goes into producing it but with a few tweaks in presentation and content it would be really good and useful & beneficial
- Please provide information on expansion of services in water supply sewage provision hospital appointments/treatments crime reduction in connection with population expansion
- I am concerned that question ? Don't bin findings. Council questionnaires often fish for the answers they want for questions not deep enough at times. Where I've ticked neither agree or disagree is because I wouldn't give a truly honest reply
- I enjoy reading it.
- Good informative magazine. More information on voluntary work, please.
- I wish it was delivered I have asked at Mandela and Guildhall over and over again
- I was pleasantly stunned by the new high ceilinged entrance until last week that the elegant, clear chandeliers were replaced by 'retro' fluorescent bars PITY (but admittedly out of scale but...)
- Would like to see a few more local traders advertise here. Congratulations to the council team that have been working on the new houses in Hills Road
- Each edition is better than the previous - well done! Useful articles, useful contact details, informative, alerts us to many different groups and facilities we didn't know about
- Too self congratulatory
- good magazine
- What is the cost of producing this magazine? How could the money be more usefully spent
- No other than keep going and reach out to the tax payers and embrace any ideas they have
- It would be nice if the magazine was published locally
- Housing for those on normal income fair town/gown balance I'm half gown/half town - both worlds are dependent on each other - reflect that more?
- Well done

- I always enjoy the read thank you
- it had really help med me to undersatand the Necessary of recycling in the city
- Keep up the good work.
- It appears to give precedence to the more humble areas of the city
- Good Magazine for Cambridge residents
- Not everyone has access to Facebook or Twitter and seem to be left out because of this. Myself included.
- Safe cycling eg have lights working, high vis belts/jackets. Don't jump red lights including at pelican crossings. Use cycle routes where possible off road eg Carter Bridge.
- I enjoy reading the magazine. I was very concerned when their was consideration of discontinuing it. Glad you didn't.
- Has potential but is a bit on the low-key side. I would like you to be canvassing improvements to the market square as a focus for community activities. Go to Verona and see the mobile market square.
- Interesting articles and useful websites.
- Please note. I tried several times to do this online but got error messages. Once I managed to fill it in but got an error message when I clicked submit.
- No. Other matter. Community fridge at Meadows Community Centre for excess allotment produce.
- Please don't sent it to me - I like the environment and this is wasting paper.
- The recycling reminders are very useful.
- For some reason this is the first time I received this magazine, even though I have lived in Cambride for one and half years. Maybe you need to check the postal service.
- Very helpful including adverts. Please continue
- More attraction for students
- More detail about why certain decisions are made eg. Grafton re-vamp, and dreadful problems with Station Square (taxis) and Gt Northern (cycle access from Tenison Rd) and pedestrians.
- Keep up the good work.
- Good to see the equality pledge article - the magazine needs to reflect this.
- More news about what is being done about noisy motor cycles that are racing around estate roads at speeds of 40/60mph. Plus doing time trials all around estate and town roads. Police seem useless to do anything.
- A letters page? Quizzes/competitions summary of County Council matters inc road works
- Have small article advertising groups that meet regularly for people such as widowed /living alone and need social contact helpful for those without a computer
- Few less adverts more ideas for craft using recycling
- Magazine could have information about free events in Cambridge or at a small cost
- How many old aftershave bottles does the bearded man P.12 recycle
- More articles encouraging cycling
- Articles showing what the different community centres offer would be useful
- No but we are spoiling Cambridge with all this flat roof houses and flats. Cambridge is an old city and should remain so and as for cars it can only now get worse need more parking for residents
- Only this. Keep issuing this printed magazine. Don't abandon it to a digital-only version
- Good read lots of information
- I'd be very interested to read an article about how the names for the streets and developments are chosen
- Layout can be improved too much advertising

- Doing a good job keep it going
- An excellent and informative publication
- It's fine as it is + I appreciate the links or contact details from the article which enable me to follow up on things I'm specially interested in Thanks
- Interesting facts about Cambridge. Very good Magazine
- Communication is important as council tax tends to be high. Knowing where money is spent is a useful although personal, I struggle to see how more money can't be spent on road repairs pot holes etc
- Great read
- Articles about the many charities operating in Cambridge
- Make it on line Especially survey like this. Free on line survey collect the result for you
- Frequently asked questions section could be useful
- not really very useful for my age group informal
- Interesting articles useful tips thank you
- Please remember bus services are vital to the elderly existing changes in them so far has made life more problematic
- pull out sheets for bin collections would be lovely
- Very useful and informative magazine Thank you
- I like to read the magazine. It makes nice change. I expect older people enjoy it too as they not get out much post or know whats going on in the City.
- More Council matters & less adverts
- spotlight on new areas (eg new train station) area changes to road layouts
- Look forward to it coming thro my door.
- Letters from the public page of expresses views
- It would be a useful place to publish the bin emptying calendar now that, regrettably, the separate hard copy is being discontinued.
- No info about improvement in public transport, air pollution
- a) I wish general font was a bit darker/bolder as I find it hard to read in normal light b) This issue is good, but some issues have poor text font colour v background colour contrast making specific items or headings hard to read.
- I think you could attract more advertising
- I think the 'contact your city councillors' section is a really useful feature. A feature on what a typical council meeting (if there is such a thing as a typical one) contains would also be very informative and might encourage people who a little unsure about attending a meeting to come along to one.
- Its overall very self promoting like a political advertising and does not really report in a neutral way
- i like always its cover page it's colourful
- it's a good way to know about local information
- The design/layout could be made less garish so it is easier to read