

Cambridge Matters Reader Survey 2016

Q1 How often do you read Cambridge Matters?

Always (89 responses) 70%
Sometimes (23 responses) 18%
This is the first time (12 responses) 9%
Never (1 response)

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

Too often (2 responses) 1.5%
About right (98 responses) 77%
Not often enough (13 responses) 10%
Don't know (2 responses) 1.5%
The council shouldn't produce a magazine of this kind (4 responses) 3%

Comments (please specify)

- About three times a year would be ok – no fewer than 3/yr
- More regular updates please
- We don't get it delivered regularly and I would like it please (3 The Lawns, Clerk Maxwell Rd CB3 0RU)
- I like this information
- Very useful and informative
- A total waste of council tax. All the 'improvements' and 'developments' are well publicised elsewhere
- It covers a variety of issues which is very informative to us
- Page 9 could do with a map like page 12
- I like to learn about our city, and would always appreciate any help to know more
- I suppose three times would be fine too
- Four times a year is great – thank you
- 4 times a year is plentiful as it is free
- 6 times would be appreciated
- First time we have received it since moving in 10 months ago (Whitehill Rd)
- It is interesting and nice to keep up with current events
- It is a good idea to list the local councillors and the wards they represent
- If I can get it. It never gets delivered here when I gather it should (1 Eden Street). No bin calendar was in this copy I picked up at Mandela House
- I hope a good part of the cost of the magazine is funded by the adverts
- Maybe monthly
- People should be told more often as we [...] vote in councillors at elections
- My answer depends on the costs of producing and distributing four times a year, and I have to estimate these. But I think it likely that distributing by email would save significant costs.
- 6 to 8 time a year would be better.
- I would prefer it every month or any other month

- I like the magazine and look forward to receiving it
- I think that it's a good magazine to be produced, but doesn't need to be delivered through everyone's door as it's available online. I presume that there's a survey that lists the households that don't have internet access - perhaps they can have a paper copy, but those that have internet access can view it online, therefore cutting down delivery costs.

Q3 How strongly do you agree or disagree with the following statements about Cambridge Matters magazine (please tick one box):

Options to tick:

Strongly agree (1)

Agree (2)

Neither agree nor disagree (3)

Disagree 4

Strongly disagree 5

'It is a good way for me to find out about the council and how it spends my money' (115 responses)

Average 'score' assuming 1= 'Strongly agree' and 5= 'Strongly disagree' is 1.83 (Agree)

'It is a good way to ask residents what they think about council services (e.g. through more surveys like this one)'

(115 responses)

Average 'score': 2.03 (Agree)

'It includes interesting articles'

(114 responses)

Average 'score': 1.79 (Agree)

'It is easy to understand'

(117 responses)

Average 'score': 1.68 (Agree)

'It looks good and is well designed'

(115 responses)

Average 'score': 1.91 (Agree)

'It appeals to people of all backgrounds'

(117 responses)

Average 'score': 2.21 (Agree)

4. I would like to see more articles/ information in Cambridge Matters about the following (please tick all that apply)

Results in order of popularity:

Parks and open spaces (70 responses)
Plans for new development in Cambridge (63 responses)
Arts and culture (58 responses)
How to recycle more and reduce carbon emissions (53 responses)
Policing, tackling crime and community safety (53 responses)
How council tax is spent (51 responses)
How I can influence decisions about my local area (47 responses)
Information from the council's partners e.g. police, health service, fire and rescue, charities (43 responses)
Activities for older people (43 responses)
Activities for young people (40 responses)
Sport and leisure (33 responses)
Rubbish collections (32 responses)
How the council is performing (30 responses)
Street cleansing (24 responses)
Council housing (20 responses)

Other suggestions (please specify)

- Events – things happening in local centres eg Lichfield Hall
- All these things are interesting and relevant
- I feel the balance is about right
- Would like to see more about non-council organisations which re-use, recycle and mend things otherwise sent to landfill
- More on plans to tackle homelessness please
- If the magazine is to continue it should include facts about cuts in council budgets where these are A. government-driven B. decided by different political parties at the council
- The more information we have about the above articles would get the local residents more involved
- Map of cycle routes in and around Cambridge city
- A bar chart or diagram for how council tax is spent would be good
- When we have to vote for someone eg Police Commissioner, it would be nice to have some details about the candidates? Otherwise it is impossible to vote
- We've had a good summer – we should advertise our park areas more
- Cambridge Matters covers a wide range of articles. Well done
- I live in East Chesterton (Dundee Close to be precise). The pavement and road need doing badly
- I would like a page for advertising local events ie fairs, fetes and concerts
- How about 'drop-in' centres for elderly. I am 90!
- Fixing roads and pavements
- I enjoy a good mixture. It may be necessary but there does seem to be a lot about recycling
- Some of the articles 'talk down' to residents
- Also nature and conservation
- How different departments function. Council spending on refurb of Guildhall reception hall
- Less charity tack as charity begins at home. Too many charities
- Activities for families, there are many but not listed in the magazine

- City Deal information. Latest issue has just one page on the transport consultation.
- I think sometimes you need to label advertising more clearly. In the current issue, the pages containing lots of small ads were labelled as advertising but one of the pages (p.6) containing just one big ad wasn't labelled as advertising.
- I would like to see a neutral magazine that is not full of propaganda for the council, one that tells us properly how our Council Tax is spent.
- Health tips - ? Garden-sharing
- Current balance is pretty much OK
- all of these, but not necessarily in every issue.
- As always the recycling information could be clearer. More detail needed!
- We are new and appreciate all information to help us figure things out.

5. Overall, how would you rate Cambridge Matters?

Excellent (39 responses) 31%

Good (68 responses) 54%

Average (13 responses) 10%

Poor (1 response)

Very poor (1 response)

Don't know (0 responses)

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

Very useful (9 responses) 7%

Quite useful (57 responses) 45%

Not very useful (4 responses) 3%

Not useful at all (3 responses) 2%

Don't know/don't use it (49 responses) 39%

Comments

- Can't use that, we have no way
- Only used a couple of times for specific enquiries
- Don't know about it – will now try it!
- No computer
- I use the website to find out which bin I should put out on a Sunday evening
- It is a good place to follow up planning documents though these aren't consistently organised and filed
- Good for the latest information
- Always find what I am looking for easily
- Sorry not very good at looking things on the computer
- I don't have a computer or a mobile so I rely on this book
- I haven't really used it yet but it is a good idea
- I'm not on the web
- As a keen walker I use the 'report a problem' facility. Ok, but I would rather contact footpath officer direct

- Rarely use it but it is ok when I do
- You need to streamline it to get rid of pages
- I don't use a computer
- I have no computer
- It is good that this survey is by post for those of us not on line
- Website needs better design. The council needs to have a survey on the way it communicates with citizens. Not positive enough in its attitudes
- No computer or a landline too much of the Big Brother stuff. Too much interfering in people's lives
- Very hard to find parking information
- Used to have more detail, which was better. Website now looks over-simplified.
- I don't like the new "simplified" design. It makes it harder to find information!
- You should have a chat to help visitors to find the information
- I don't need to use it that often but when I do find what I want easily.

7. How useful do you find the council's Facebook or Twitter feeds?

Very useful (2 responses) 1.5%

Quite useful (8 responses) 6%

Not very useful (3 responses) 2%

Not useful at all (1 response)

Don't know/don't use it (102 responses) 81%

Comments:

- Can't use that, we have no way
- Will look at Facebook page and like – did not realise there was one
- Don't know about it – will now try it!
- More social media please
- Keep up to date with things
- I try not to spend too long on the computer
- Haven't enough time to spend on Twitter or Facebook
- I'd remove the Facebook at least
- Keeps up to date with any new recycling. Info on forthcoming events – more on these would be good
- No device to use to look at it etc
- Didn't know the Council had a Facebook page. The Council sometimes ignores tweets that other people tag them in/ask questions in - Twitter is meant to be for conversations, not simply posting updates.
- I follow the twitter feed but not Facebook.
- Sorry, not a fan of Facebook or twitter.

8. Do you have any other comments about Cambridge Matters magazine?

- In this age of email and social media overload it's a relief to receive this in print.

- Always informative so I make time to read it. There's always something useful.
- Just keep it coming out 4 times is just right. I look forward to it, I sit down and read it and also again and again
- Give county council councillors' names and addresses
- Should be more structured (eg articles by theme)
- Please do keep producing it!
- More local adverts for charities
- Keep up the good work!
- First time reader. Very good, interesting, not full of adverts like so many others
- Well-written and as we don't take a local newspaper, v useful and informative
- Think it is really well put together, positive publication – not self-congratulatory like some other council publications
- There have been some distribution problems to Manor Place, I have had to chase up copies
- I would like to see a bit more about people from different backgrounds
- Very informative, I actually look forward to it arriving and read it. Not too much and not too little information
- I would like to suggest better bus services and direct ones into city centre
- The photos of the new developments are a shameful record of uninspiring clone architecture unworthy of a historic city. Save money – scrap it unless it is going to contain facts about budgets.
- Hope they keep being delivered to the house
- Let's have more competitions
- Thank you
- Front cover could be more modern
- Well done to all those people responsible for putting this booklet together. Good informative reading. Thanks
- Welcome the bin calendar, a useful reminder
- I find this magazine very useful, I am nearly 82 years
- Thank you to all who deliver this to our homes
- A good source of local information
- This is the first time we have received it. Hope we will get it again next quarter
- I would like more information about events going on (daytime)!
- Yes – please ask people to leave hedgehog holes in their six foot fences (or at least toad/frog)
- It gives local information. Having it as a magazine is handier than online and less trouble
- More free facilities please. More information of what is free
- You should caption photos so we know where the place is or who is in the picture
- Very useful publication. Helps me plan family activities and keep up to date
- I would like an in depth article about plastics for recycling purposes – so many different types, not sure which we can recycle
- The very shiny paper makes it rather hard to read in artificial light
- Look forward to reading it
- More help for the disabled

- Would it do any good? As the people are not really taken a lot of notice of. Many consultations – so called – are window dressing. Too many large adverts, smaller gets more in.
- It (or at least a Council publication) should be mostly about consultations and how people can have their say. Quite a lot of adverts, possibly too many.
- Its good, practical, useful. Looks a bit old fashioned.
- Like it
- I would guess that production costs are an issue, but I feel it is important to keep people informed and a paper copy is a good medium for everyone.
- could be targeted a bit more towards the youth ..discussions about youth centres etc ;young mums views about things ..bit less didactic and invite group discussion more ..discuss political events such as unrest in Charlotte USA

There were 89 paper responses and 37 online responses – a total of 126 responses to the survey, which was printed in the Autumn 2016 issue of Cambridge Matters.