

Business Matters, enewsletter Stakeholder Survey

Consultation report and findings December 2021

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**THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA**

Introduction

Background

Business Matters is one of a number of newsletters produced by the Council to keep residents and businesses informed about local issues.

Business Matters is a fortnightly newsletter targeted at businesses in the borough and those that are interested in business issues.

The newsletter is managed by the Communications Team who have conducted this consultation to make sure Business Matters offers subscribers the best content and access to things they care about most.

Methodology and report

The survey was developed with colleagues from the Communications Team and was promoted primarily via the Business Matters newsletter. Respondents to the survey also had the opportunity to enter a prize draw to win a £50 gift voucher.

The survey closed on 8 December 2021 and 29 online submissions were received. This report covers findings from these submissions. Where graphs are shown in this report actual numbers are used as percentages can be misleading with a small number of responses; with the exception of the graph on page seven which is a ranking question.

Acknowledgements

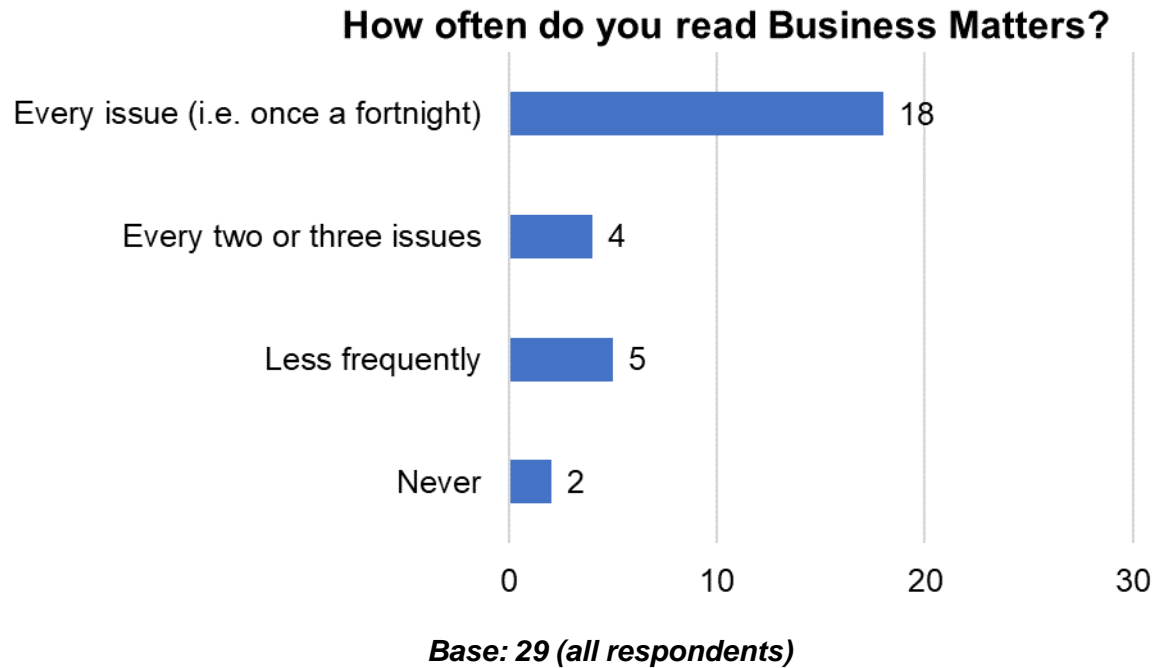
The Council would like to thank all residents, businesses and stakeholders that took the time to take part in the exercise and gave their views.



Frequency of reading

Respondents were asked how often they read Business Matters.

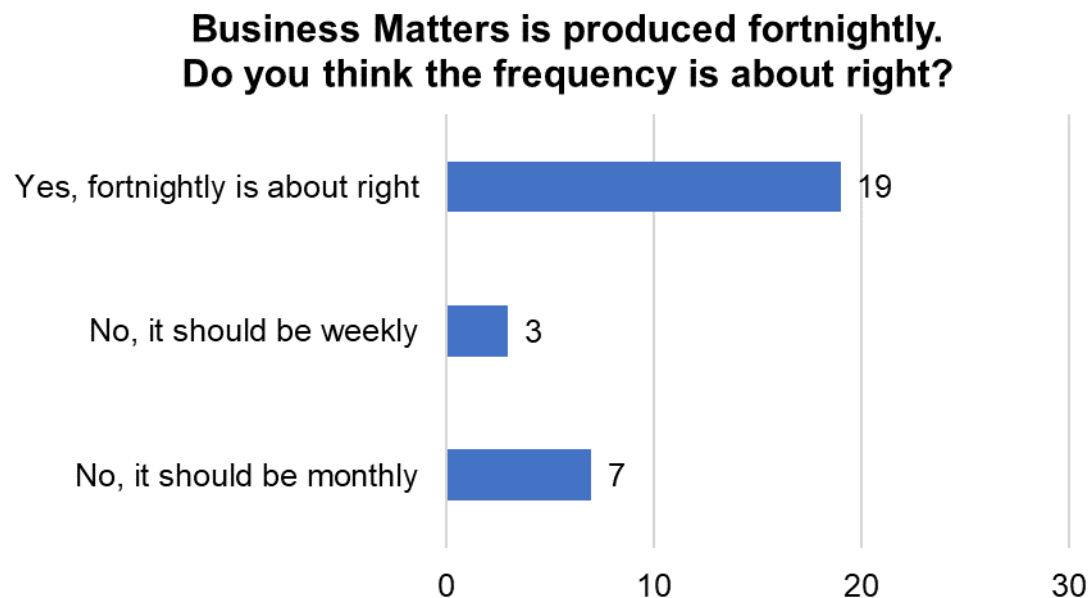
- The majority (18) of respondents indicated that they read **'every issue'**.
- Four respondents indicated that they read **'every two or three issues'**.



Frequency of production

Currently Business Matters is produced fortnightly. Respondents were asked what they thought of this frequency.

- The majority (19) of respondents agreed that ***‘fortnightly is about right’***.
- Three would like to see it produced more frequently (weekly) and seven less frequently (monthly).



Base: 29 (all respondents)

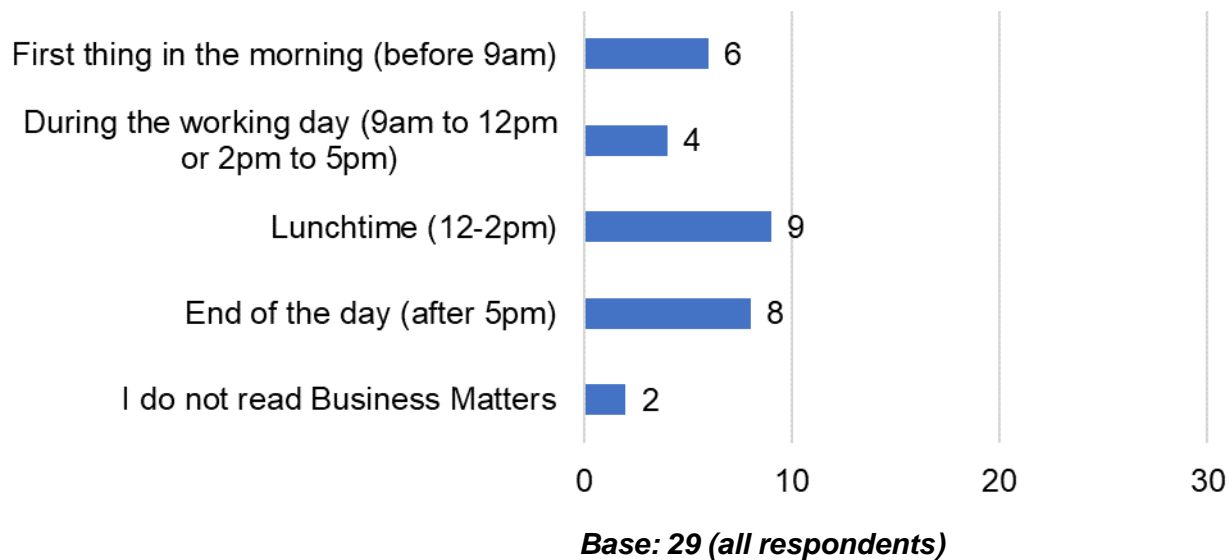


Reading Business Matters

Respondents were asked when they tend to read Business Matters.

- Nine respondents tend to read it ***'lunchtime 12-2pm'***.
- Eight indicated they tend to read it at the ***'end of the day'***.
- Six respondents tend to read Business Matters ***'first thing in the morning'***.

When do you tend to read Business Matters?

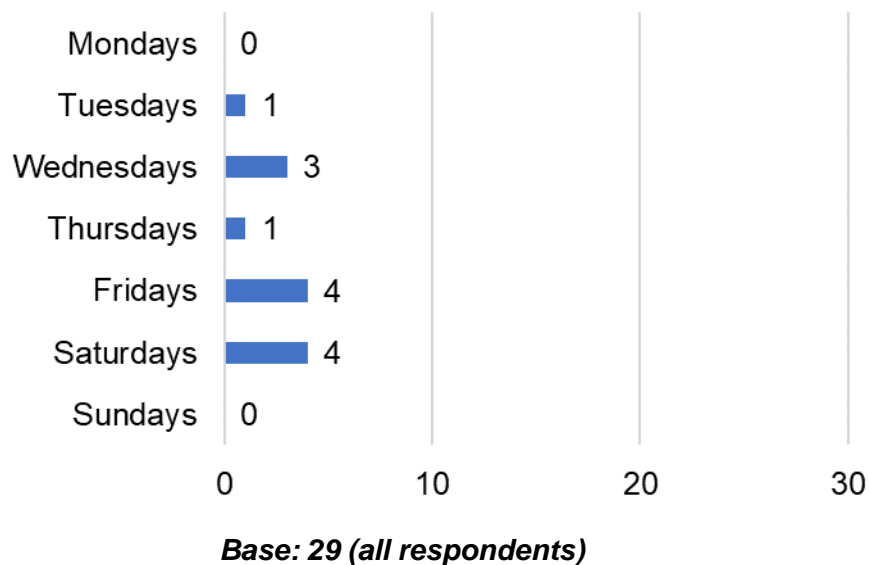


Receiving newsletters

Respondents were asked when they typically like to receive newsletters.

- The most common days that respondents would like to receive newsletters was **'Fridays'** (four) and **'Saturdays'** (four).
- The next most popular day was **'Wednesdays'** (three).

When do you typically like to receive newsletters?

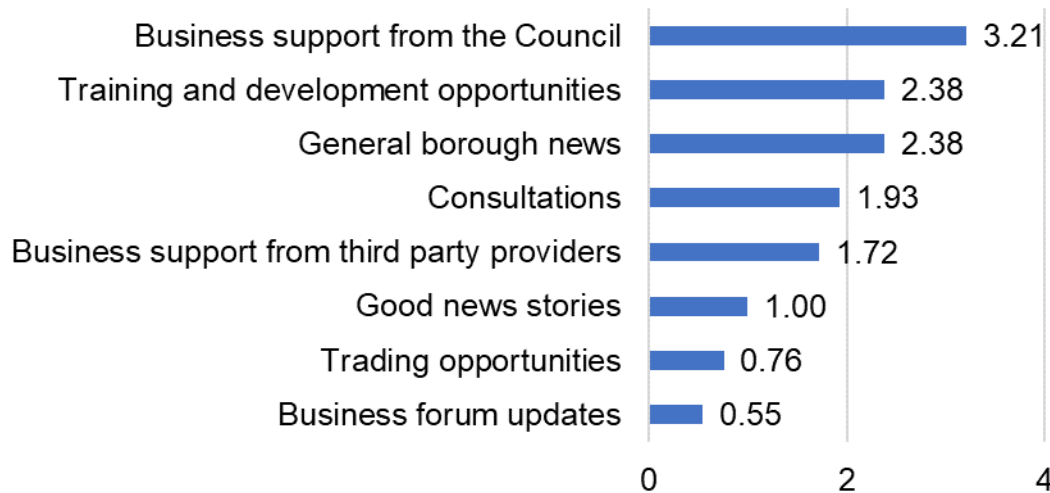


Most interesting stories

Respondents were asked to rank, from a list of eight story areas, the top five story areas they find most interesting. A score of five was awarded to the option selected as most interesting, four to the second most interesting, and so on through to one to the fifth most interesting story area. A mean score out of five was then calculated for each theme to produce the ranking list below.

- The top three most interesting themes, as ranked by the respondents, were **'business support from the Council'** (3.21), **'training and development opportunities'** (2.38) and **'general borough news'** (2.38).
- The two least interesting themes from the list provided were **'business forum updates'** (0.55) and **'trading opportunities'** (0.76).

What do you find most interesting to read about? (Ranked answers)



Base: 29 (all respondents)

Other suggestions by respondents

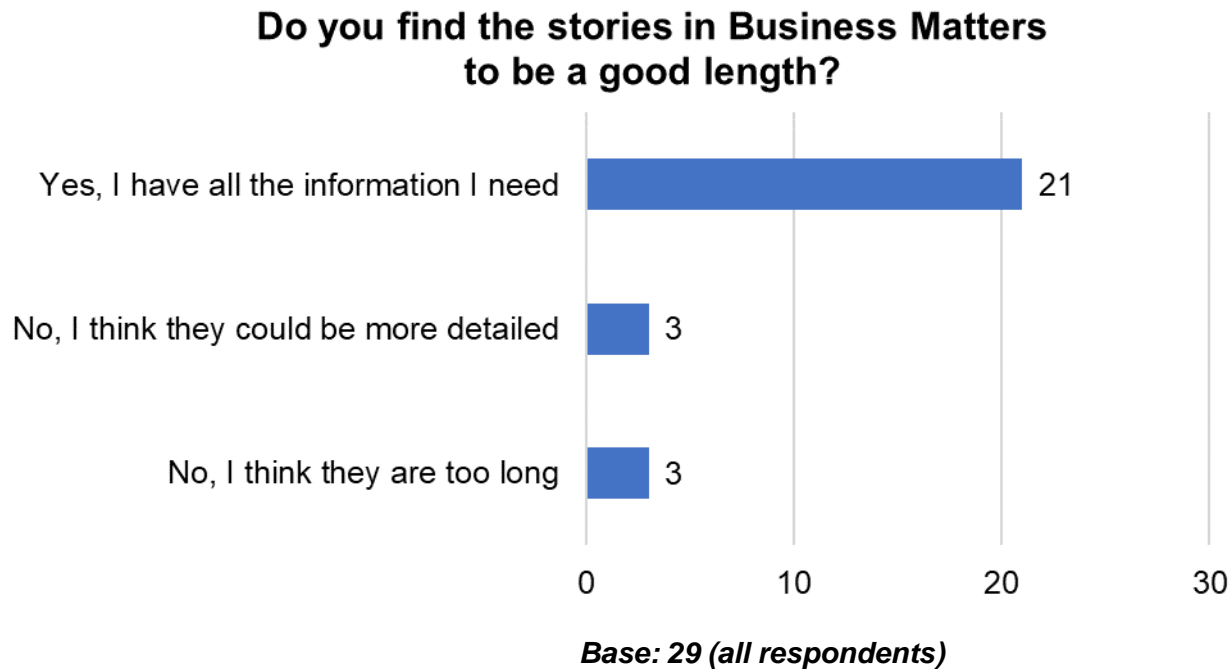
- *"Anything that is relevant to small businesses, that can help us during this difficult and challenging period".*
- *"Hearing what else people are doing in the community".*
- *"Reform of business rates to make them more fair to businesses that are really struggling".*
- *"None at the moment".*



Length of stories

Respondents were asked about the length of stories.

- The majority (21) felt the stories are of a good length and they ***'have all the information they need'***.

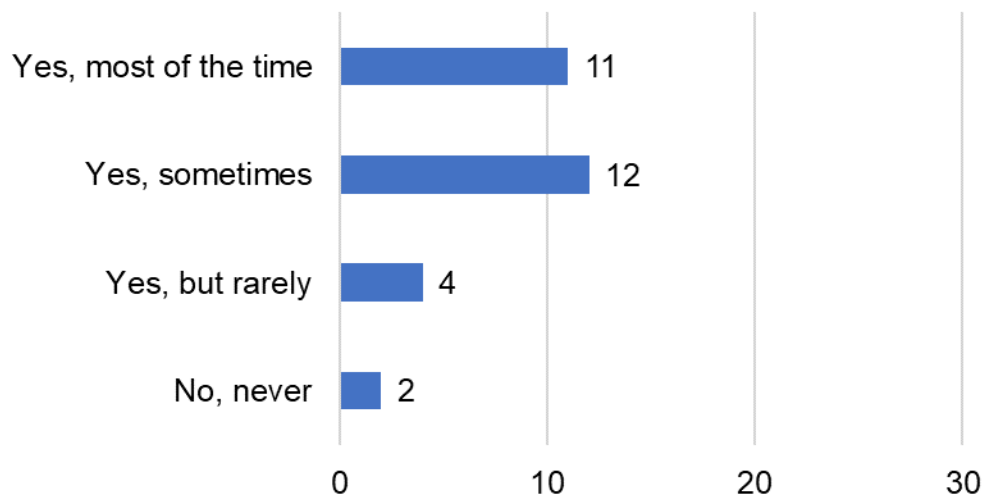


Clicking on links

Respondents were asked whether they typically click on links for more information in the stories featured in Business Matters.

- A total of 11 respondents indicated that they click on the links **'most of the time'**.
- In addition, 12 respondents indicated that they **'sometimes'** click on the links.

Do you typically click on the links for more information in the stories featured in Business Matters?



Base: 29 (all respondents)

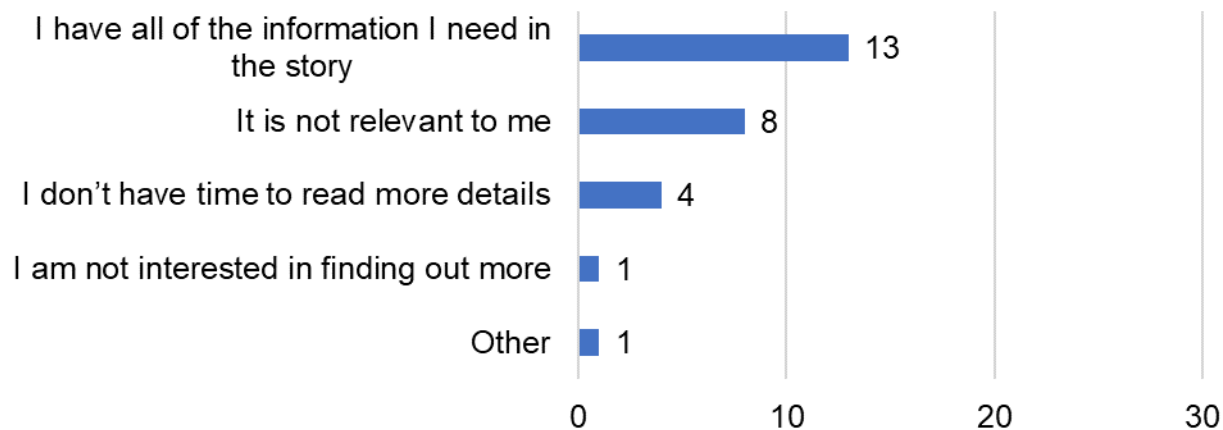


Clicking on links

Respondents were asked, if they do not typically click on links for more information in the stories, why this was.

- A total of 13 respondents indicated that they don't click on the links as they have ***'all the information they need in the story'***.
- Eight respondents indicated that they didn't click ***'as it was not relevant to them'***.

If you do not typically click on the links for more information in the stories featured in Business Matters, please can you tell us why not?



Base: 29 (all respondents)

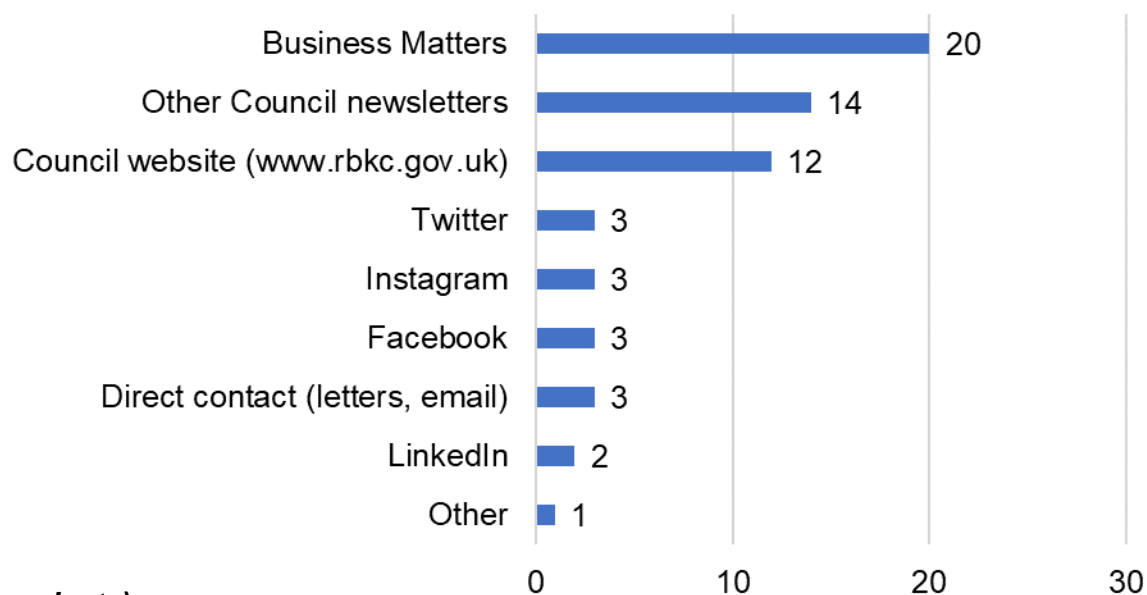


Business related information

Respondents were asked where they get the majority of their business related information from the Council. Respondents were able to select as many answers that applied.

- The majority (20) got their business related information from '**Business Matters**'.
- A total of 14 got their information from '**other Council newsletters**'.
- In addition 12 respondents get the majority of their information from the '**Council website**'.
- One respondent commented that they get their information from "relevant business journals and broadsheets".

Where do you get the majority of your business-related information from the Council?



Base: 29 (all respondents)

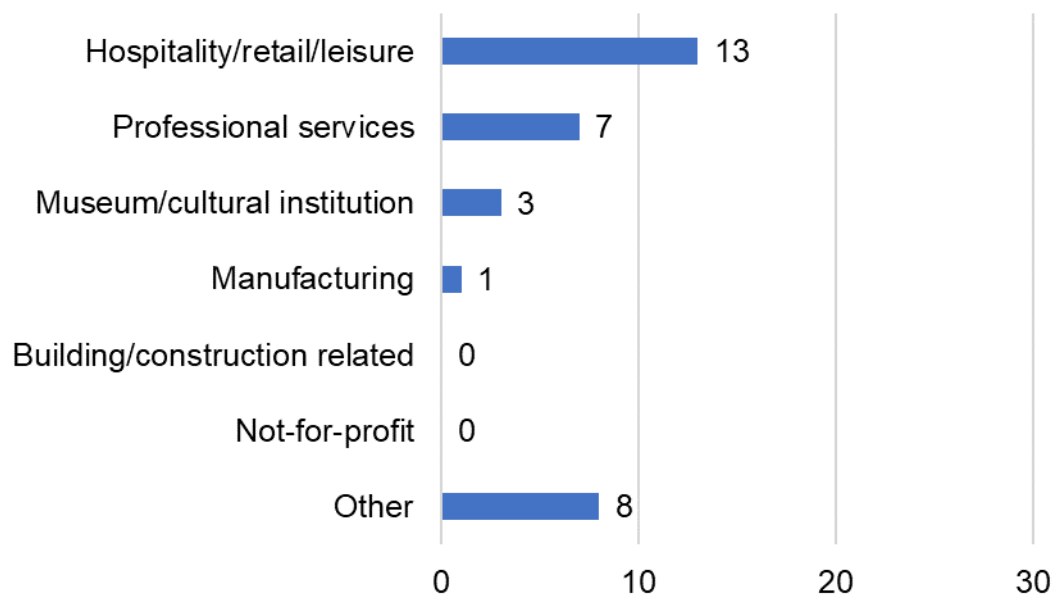


Business sector

Businesses were asked which sector their business is in.

- A total of 13 respondents are in the **'hospitality/retail/leisure'** sector.
- Seven respondents are in the **'professional services'** sector.

What sector is your business in?



Base: 29 (all respondents)



Business size

Business were asked about the size of their business.

- Over half (16) of respondents indicated they were a **'sole trader'**.

