

K&C Life - Stakeholder Survey

Consultation report and findings August 2021

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**THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA**

Introduction

Background

K&C Life, is the Council's digital newsletter that shares the latest information about events, community offers, service changes and more.

The newsletter is managed by the Media and Communications Team who have conducted a consultation to make sure K&C Life offers subscribers the best content and access to things they care about most.

Methodology and report

The survey was developed with colleagues from the Media and Communications Team and was promoted via the Council's communication channels, such as newsletters and social media. Respondents to the survey also had the opportunity to enter a prize draw to win a £50 Amazon voucher.

The survey closed on 25 July 2021 and 601 online submissions were received. The key findings of the survey can be seen on page two of this report. Where graphs are shown, percentages are used. With the exception of the graph on page 10 which is a ranking question.

Appendix

The appendix contains details of all themed comments made by respondents in relation to the consultation. All other responses and data are in the report. The appendices report is available upon request.

Acknowledgements

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

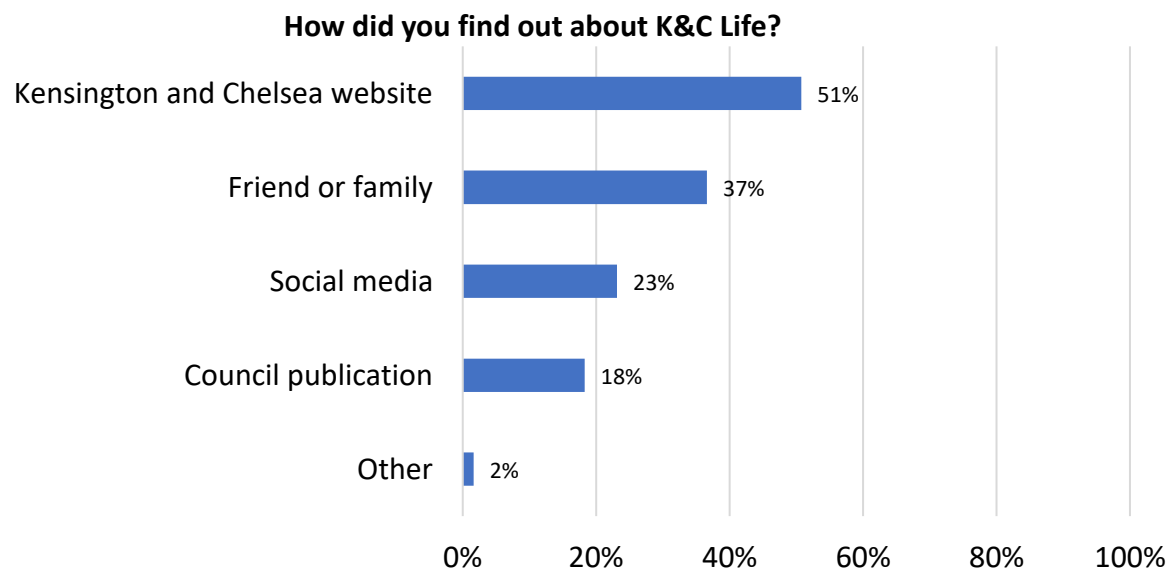
Results at a glance – Public survey findings

- ***Finding K&C Life:*** Over half (51 per cent) found out about K&C Life via the **Kensington and Chelsea website**, followed by **family and friends** (37 per cent), **social media** (23 per cent) and **council publications** (18 per cent).
- ***Telling family and friends about news:*** Most (96 per cent) respondents do share information they see in K&C Life with their family and friends either **often** or **sometimes**.
- ***One off newsletters:*** Nearly two thirds (64 per cent) of respondents said they would **prefer a one off newsletter about important events (in addition to a weekly K&C Life newsletter)**.
- ***Dividing into sections:*** Over three quarters (79 per cent) of respondents said they would like the newsletter **divided into sections**.
- ***Most interesting stories:*** Respondents ranked **new events** as the most interesting story to read about in K&C Life, followed by **vaccination information, job opportunities** and **updates on council services**. They ranked **housing, consultations** and **special offers for residents** as the least interesting stories to read about.
- ***Length of K&C Life:*** Over three quarters (76 per cent) of respondents said they felt the newsletter was **just right** in length.

Finding K&C Life

Respondents were asked how they found out about K&C Life. The question allowed for respondents to select all that apply.

- Over a half (51 per cent) of respondents found K&C Life via the Kensington and Chelsea website. This was followed by friend or family (37 per cent) and social media (23 per cent).
- A total of 18 per cent of respondents found out about K&C Life from a council publication.



Base: 601 (all respondents)

Finding K&C Life – *Other comments*

Respondents who selected ‘Other’ when asked how they found K&C Life were able to provide further comments. Comments made have been themed and are summarised in the table below.

Examples of comments made can be seen on the next page, with the full list of themes and comments made found in the appendices report.

Theme	Count
Other council department	5
Can't remember	3
Social media	3
Google Search	1
Poster	1

“Comms team News Bulletin.”

Other Council Department

“I saw a printed article at NatWest Bank before.”

Poster

“Next door Holland Park.”

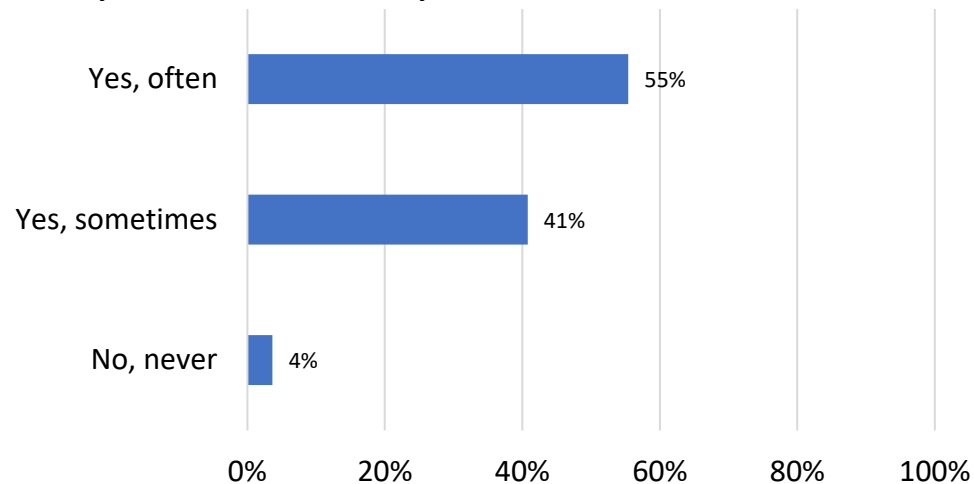
Social Media

Telling family and friends about news

Respondents were asked if they tell their family or friends about the news they come across in K&C Life.

- Over a half (55 per cent) of respondents said they do often tell their family or friends.
- A total of 41 per cent said they did tell their friends and family sometimes, with four per cent of respondents never telling their family or friends.

Do you tell family or friends about news you come across in K&C Life?

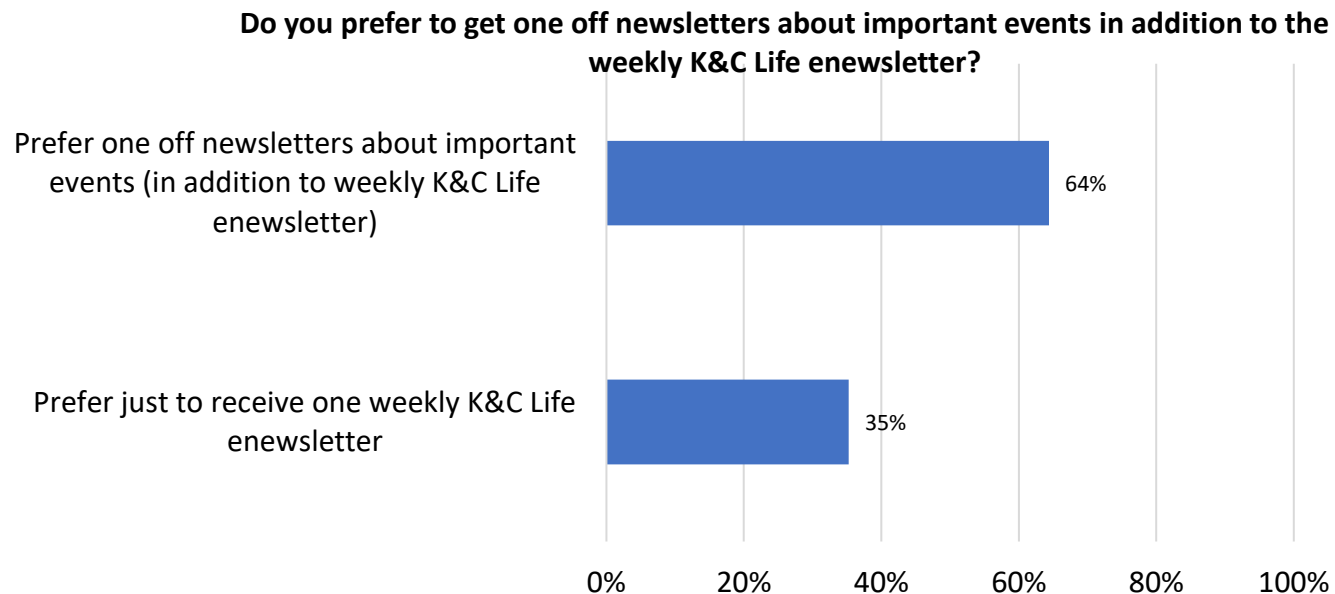


Base: 601 (all respondents)

One off newsletters

Respondents were asked if they would prefer to get one off newsletters about important events in addition to the weekly K&C Life e-newsletter.

- A total of 64 per cent of respondents said they would prefer a one off newsletter about important events (in addition to weekly K&C Life e-newsletter).
- Fewer respondents (35 per cent) said they would prefer to receive one weekly K&C Life e-newsletter.

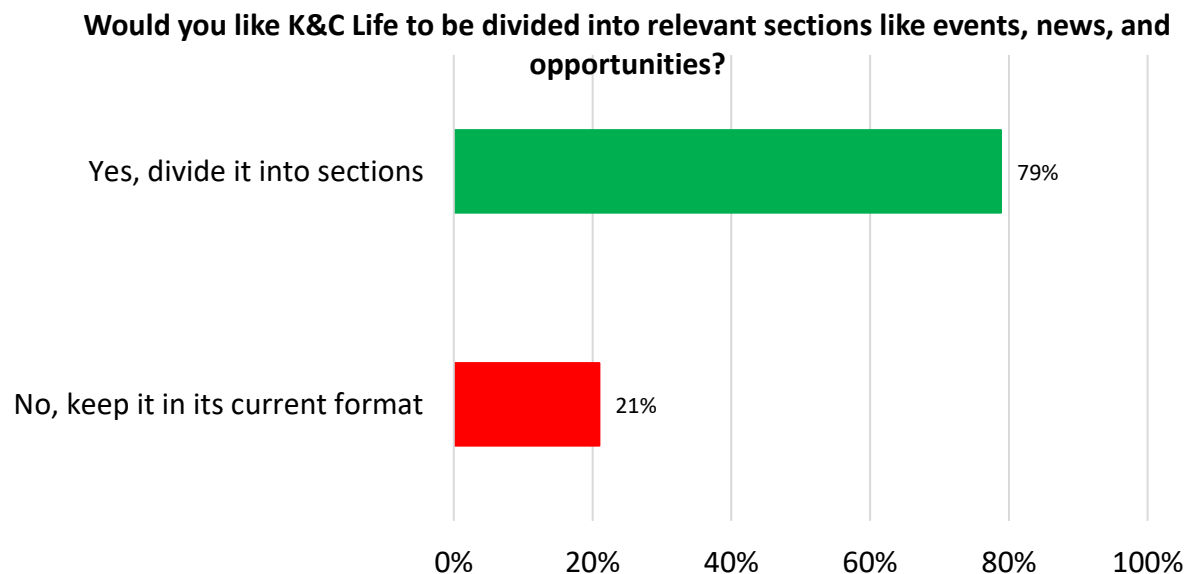


Base: 601 (all respondents)

Dividing into sections

Respondents were asked if they would like K&C Life to be divided into relevant sections like events, news and opportunities.

- More than three quarters (79 per cent) of respondents said they would like the newsletter to be divided into sections.
- A total of 21 per cent of respondents said they would like the enewsletter to remain in its current format.



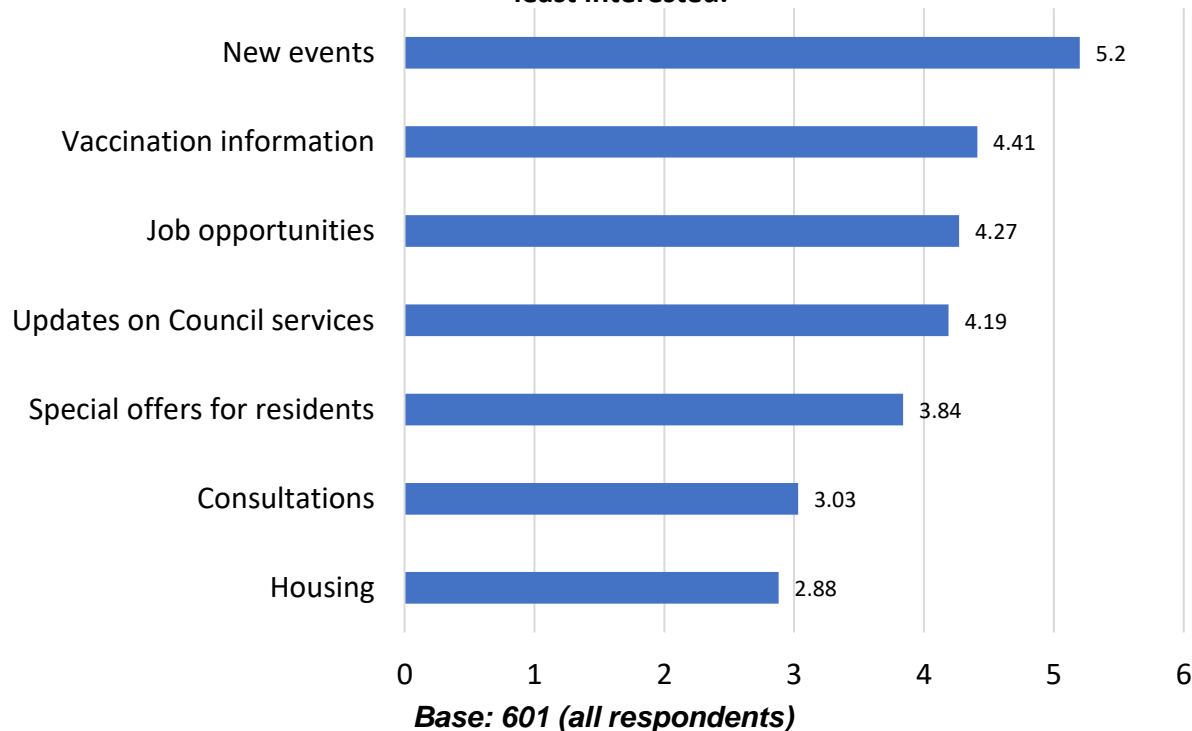
Base: 601 (all respondents)

Most interesting stories

Respondents were asked to rank a selection of seven story themes from most interesting to least interesting. A score of seven was awarded to the option selected as most interesting, six to the second most interesting, five to the third, four to the fourth, three to the fifth, two to the sixth and one to the least interesting story theme. A mean score out of seven was then calculated for each theme to produce the ranking list below.

- The top three most interesting themes, as ranked by the respondents, were new events (5.2), vaccine information (4.41) and job opportunities (4.27).
- The two least interesting themes from the list provided were consultations (3.03) and housing (2.88).

Rank which stories you would be most interested to read about. From 1 - most interested, to 7 - least interested.



K&C Life story suggestions

Theme	Count
Council news/Council achievements/Positive changes made by the Council	64
More interesting/Upbeat stories/Good news articles	56
Health/Healthy living advice/Food suggestions	54
Local culture/Events and activities/Free events and activities/Music events	53
No suggestion	51
Stories about people who live in Kensington and Chelsea/Daily life	40
Stories to help improve the welfare of those who live in the community/Social and Environment	18
Jobs/Council jobs/Job opportunities in the borough	16
Stories about science and technology developments	15
The History of Kensington and Chelsea	14
Updates on current trends and fashion/Celebrity news/Entertainment	11
COVID-19 updates/vaccine updates/Council's recovery plan	11

Respondents were asked to share details of the kinds of stories they would like to see more of in K&C Life.

The comments made have been themed and those with 11 or more comments are summarised in the table below.

Examples of comments made can be seen on the next page, with the full list of themes and comments made found in the appendices report.

**Themes shown with 11 or more comments*

K&C Life story suggestions

“I would like to see more stories / news about resident focused Council initiatives regarding resident priorities including such things as traffic, security, street management and anti-social behaviour.”

Council news/Council achievements/Positive changes made by the council

“Local people doing things for themselves - there is a bit too much of 'others doing unto residents' at the moment - we should hear more in the voice of actual residents.”

Stories about people who live in Kensington and Chelsea/Daily life

“I'd like to see more stories about health and wellness.”

Health/Healthy living advice/Food suggestions



“More about one off events in the borough and maybe recommendations of local things to take part in or visit.”

Local culture/Events and activities/Free events and activities/Music events

“Good news stories about people and businesses in the borough.”

More interesting/Upbeat stories/Good news articles

“Skills, training, learning and job opportunities for older people.”

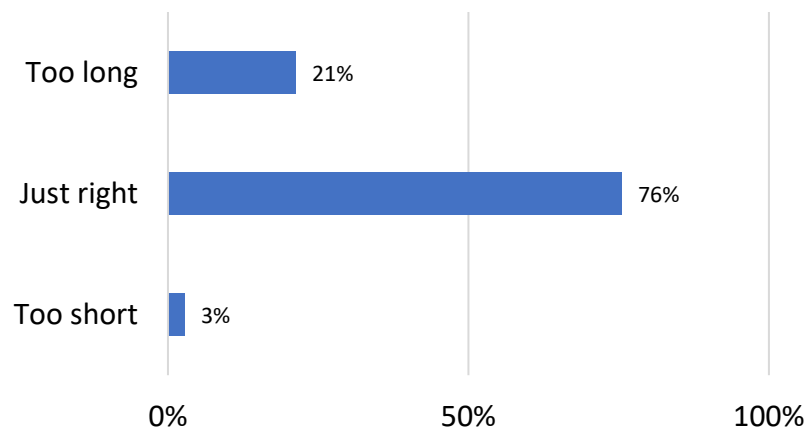
Jobs/Council jobs/Job opportunities in the borough

Length of K&C Life

Respondents were asked what they thought about the length of the K&C Life newsletter.

- Over three quarters (76 per cent) of the respondents said they thought the length of the newsletter was just right.
- A total of 21 per cent of respondents said the newsletter is too long with three per cent saying the newsletter is too short.

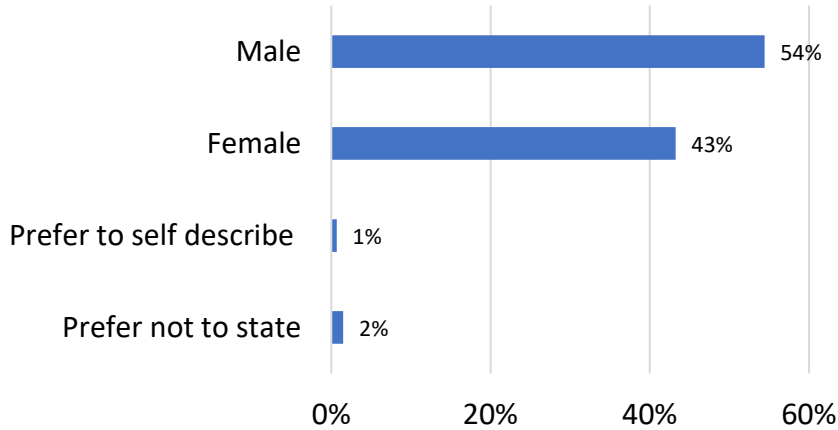
What do you think about the length of K&C Life newsletter?



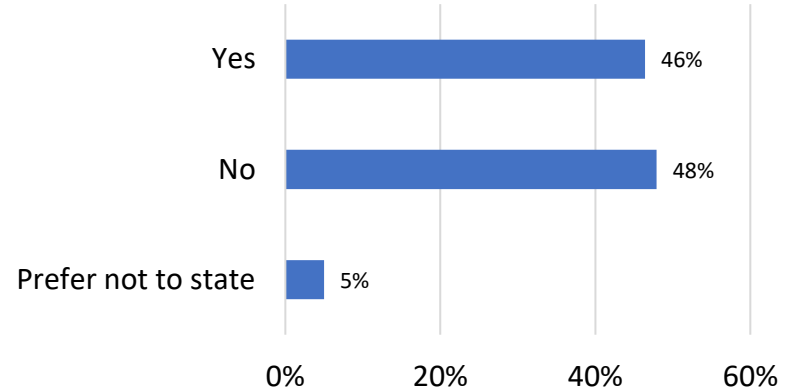
Base: 601 (all respondents)

About respondents: Demographic Breakdown

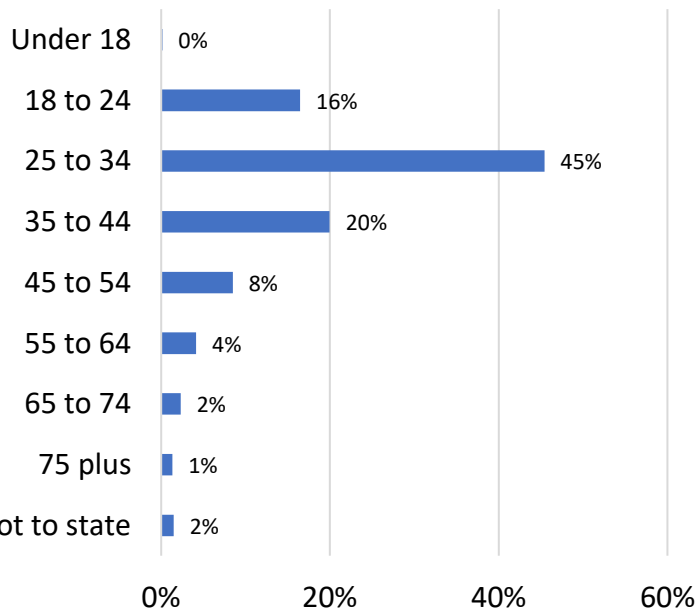
What is your sex?



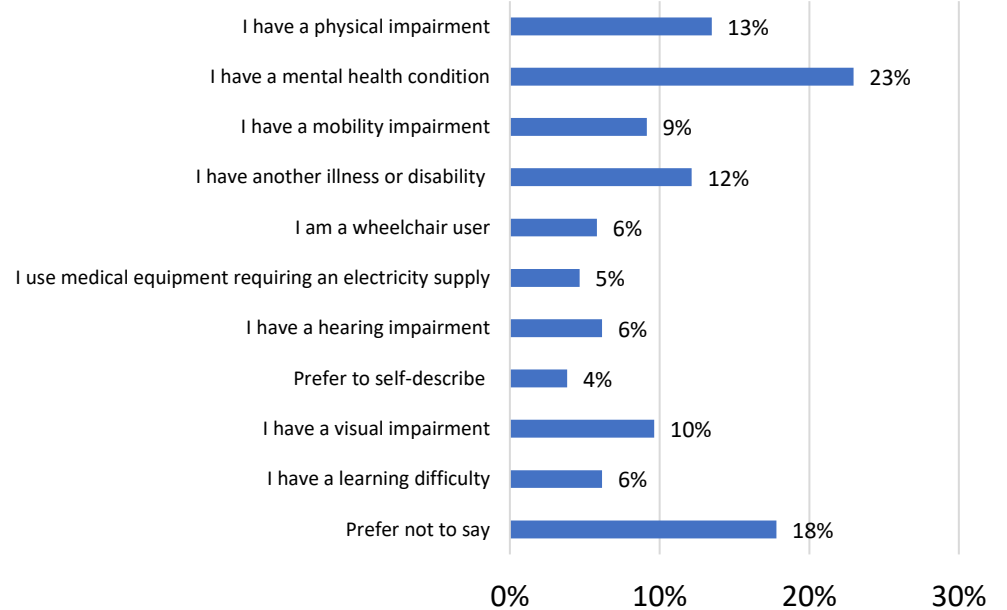
Do you have a long-term illness, health problem or disability which limits your daily activities?



Which age group do you belong to?



If yes, what is the nature of your health problem or disability? (Select all that apply)



About respondents: Demographic Breakdown

How do you describe your ethnic origin?

