

North Ken News Readership Survey

Consultation report and findings February 2022

Putting Communities First Team
The Royal Borough of Kensington and Chelsea
consult@rbkc.gov.uk



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Introduction

Background

North Ken News is a monthly publication which is delivered to households in North Kensington. It was launched in March 2019 in direct response to residents' feedback for more information about what is happening in the local area. It is distributed to seven wards: Colville, Dalgarno, Golborne, Norland, Notting Dale, Pembridge and St Helen's.

The newsletter will shortly be moving from monthly editions to bi-monthly editions.

You can read more about North Ken News, including access to previous editions by visiting the [North Ken News section of the Council's website](#).

The newsletter includes updates from both the Council and the community as well as information on events, local activities, courses, training, employment activities and more.

Methodology and report

The Council is keen to ensure we are offering residents content that they care about so developed a survey to gather residents' views. A paper survey was inserted in the December edition of North Ken News and an online version of the survey was promoted via the Council's Consultation and Engagement Hub. Respondents to the survey also had the opportunity to enter a prize draw to win a £50 gift voucher.

The survey closed on 12 January 2022 and 459 submissions were received. This report contains an analysis of survey responses. Where graphs are shown percentage figures are used. A separate appendix report is also available on request, containing data tables and all comments made by respondents to the survey.

Appendix

The appendix contains details of all themed comments made by respondents in relation to the consultation. The appendices report is available upon request.

Acknowledgements

The Council would like to thank all residents and stakeholders that took the time to take part in the exercise.

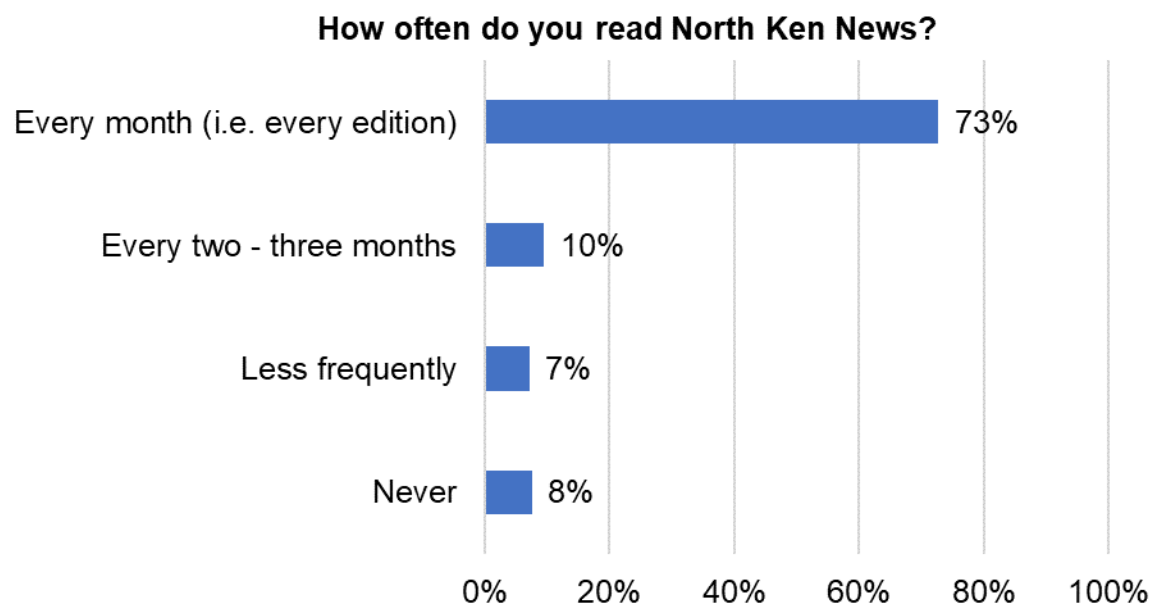


Readership of North Ken News

Respondents were asked how often they read North Ken News.

- Almost three-quarters (73 per cent) indicated that they read North Ken News **'every month'**.
- One in ten (ten per cent) read it **'every two to three months'**.
- However, eight per cent of respondents **'never'** read it.

Those that never read North Ken News were asked to explain why, these comments are explored on the next page.



Base: 459 (all respondents)



Reasons for not reading North Ken News

Eight per cent of respondents indicated that they never read North Ken News. These respondents were asked to explain why this was. Comments made have been themed and the themes with four or more comments are summarised in the table below. Examples of comments made can be seen overleaf, the full list of themes and comments made can be found in appendix two.

The most commented on themes were in relation to ***not interested in topics/stories or suggestions for stories/topics*** (21), ***they read or flick through North Ken News*** (17) and being ***too busy to read*** (12).

Theme*	Comments
Not interested in topics/stories or suggestions for stories/topics	21
Read or flick through North Ken News	17
Too busy to read	12
Delivery issues, not received or issues with flats/communal living	10
Waste of money/paper/junk mail	9
Target audience/not relevant to where respondent lives	7
Positive comments about the publication	6
Every two months or less frequent publication suggested	4
Prefer online or alternative format	4

*Themes shown with four or more mentions



Reasons for not reading North Ken News

"It is of little interest to me."

Not interested in topics/stories or suggestions for stories/topics

"I always intend to read it, but then somehow don't get round to do it."

Too busy to read

"Well regarding effort from the Council for which they should be commended but not relevant to the lives of two busy professionals."

Not interested in topics/stories or suggestions for stories/topics



"I read it when I see it. I live in a basement flat, it's delivered upstairs."

Delivery issues, not received or issues with flats/communal living

"It has nothing to interest me. Stanley Crescent where I live has no connection with North Kensington, connects with Notting Hill Gate."

Target audience/not relevant to where respondent lives

"A total waste of paper and money which could be spent on things that matter. I usually put mine in the recycling bin."

Waste of money/paper/junk mail



Content enjoyed by residents

Respondents were asked what type of content they enjoy reading in North Kens News. Respondents were able to select as many options as they wished.

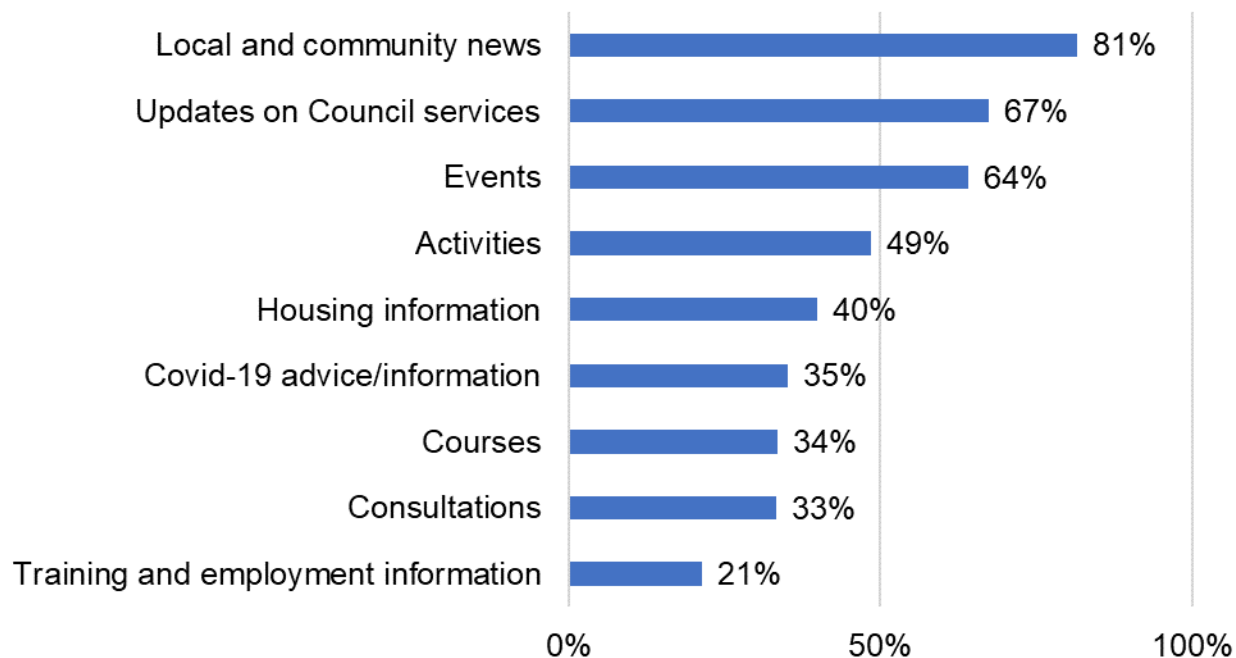
The most popular topics were:

- **Local and community news** (81 per cent)
- **Updates on Council services** (67 per cent)
- **Events** (64 per cent)

The least popular topics were:

- **Training and employment information** (21 per cent)
- **Consultations** (33 per cent)
- **Courses** (34 per cent)

What type of content do you enjoy reading in North Ken News?



Base: 459 (all respondents)



Future content

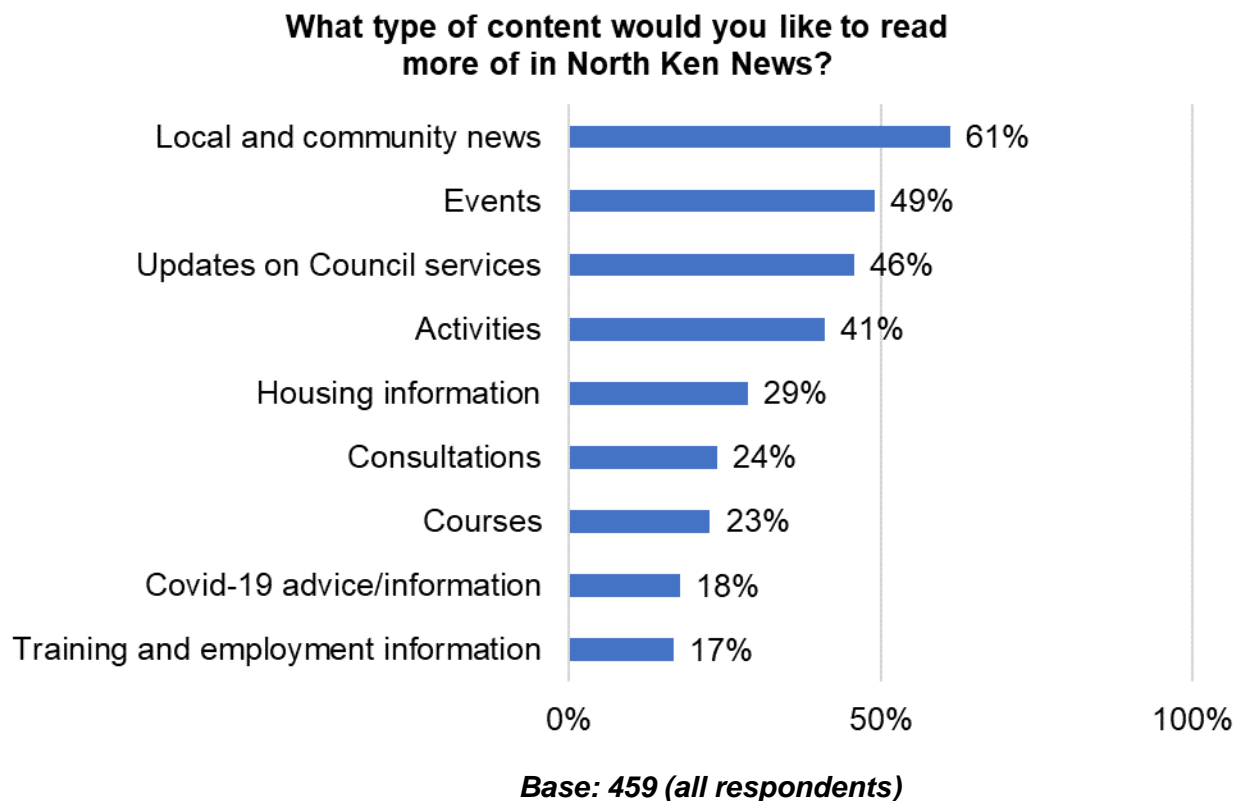
Respondents were asked what type of content they would like to read more of in North Kens News. Respondents were able to select as many options as they wished.

The most popular topics were:

- **Local and community news** (61 per cent)
- **Events** (49 per cent)
- **Updates on Council services** (46 per cent)

The least popular topics were:

- **Training and employment information** (17 per cent)
- **Covid-19 advice/information** (18 per cent)
- **Courses** (23 per cent)



Ideas for articles or content

Respondents were asked for other ideas for articles or content. Comments made have been themed and the themes with eight or more comments are summarised in the table below. Examples of comments made can be seen overleaf, the full list of themes and comments made can be found in appendix two.

The most commented on themes were in relation to ***no suggestions/happy as is*** (18 comments), ***community stories/interviews with local people*** (16 comments) and ***business/markets/economy/local products and services*** (15 comments).

Theme*	Comments
No other suggestions/happy as is	18
Community stories/interviews with local people	16
Business/markets/economy/local products and services	15
Environmental topics	12
Calendar of events/promoting events or activities	10
Council/Councillors	9
Housing topics	9
Planning/developments	9
Volunteering/getting involved in the community	8
Young people/activities for young people	8

*Themes shown with eight or more mentions



Ideas for articles or content

“I am happy with balance.”

No other suggestions/happy as is

“I enjoy reading local interest stories and finding out more about the people and the area around me.”

Community stories/interviews with local people

“New businesses opening in the area.”

Business/markets/economy/local products and services



“How is North Ken preparing for climate change? How are we working towards carbon neutrality?”

Environmental topics

“Perhaps more information about activities and activities for younger people/adults.”

Calendar of events/promoting events or activities

“Features on specific Council services/departments as a focus and insight.”

Council/Councillors

“Planning applications concerning major alterations. Especially basement digging!”

Planning/developments

“Housing opportunity for people like us who work full time to try and get on the property ladder around where we live.”

Housing topics



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Ideas for improvement

Respondents were asked for ideas for improvement for North Ken News. Comments made have been themed and the themes with seven or more comments are summarised in the table below. Examples of comments made can be seen overleaf, the full list of themes and comments made can be found in appendix two.

The most commented on themes were in relation to **positive comments about North Ken News/no suggestions for improvement** (50 comments), **design/layout of publication** (12 comments) and **community stories/interviews with local people** (10 comments).

Theme*	Comments
Positive comments about North Ken News/no suggestions for improvement	50
Design/layout of publication	12
Community stories/interviews with local people	10
Alternative format/online newsletter	9
Calendar of events/promoting events or activities	9
Consider audience/target audience	8
Spend funds elsewhere/discontinue	7

*Themes shown with seven or more mentions



Ideas for improvement

“I applaud the staff of the North Kensington News, please continue the good work.”

Positive comments about North Ken News/no suggestions for improvement

“As well as reading about developments in the local community, it is good too to find out about the faces and the people behind events.”

Community stories/interviews with local people

“Advertise on-line events from RBKC library service. Advertise location/times of Food Banks.”

Calendar of events/promoting events or activities



“Unfortunately, although it is obviously well produced I think it is a massive waste of money with very little interesting news or articles in it, mostly repeated each month.”

Spend funds elsewhere/discontinue

“Make it a bit more visually pleasing.”

Design/layout of publication

“Prefer an on-line version.”

Alternative format/online newsletter

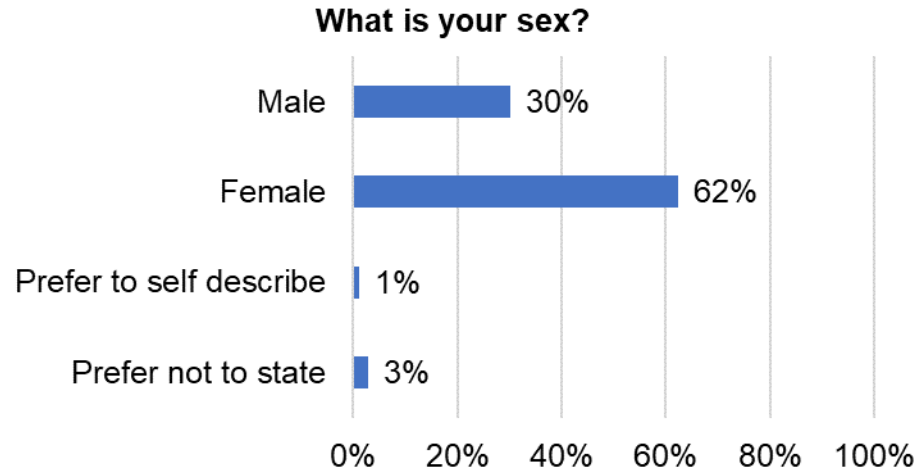
“More Pembridge news, or else cut Pembridge and Norland off the circulation as very little mention of either or of relevance.”

Consider audience/target audience

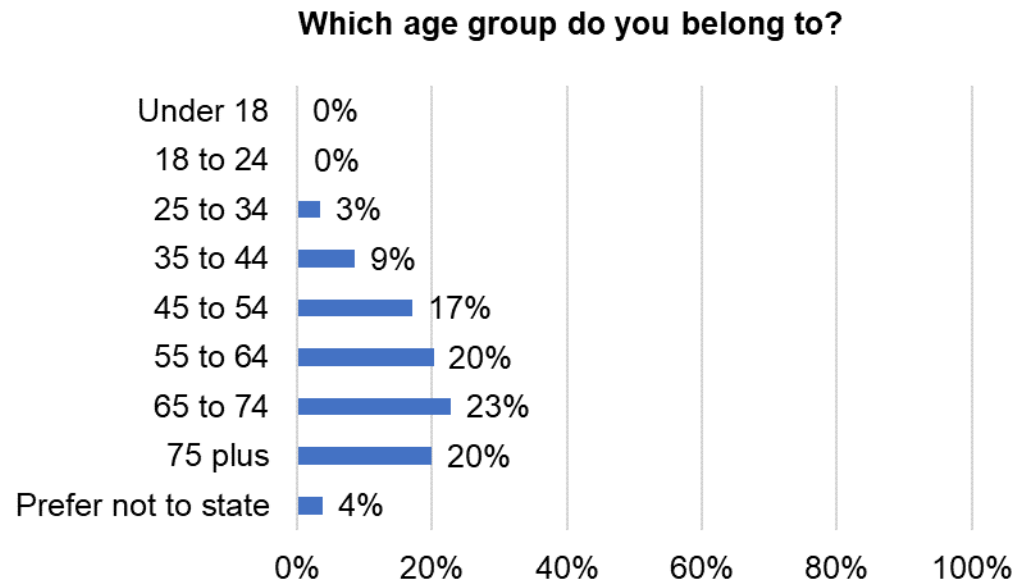


Profile of respondents

Respondents were asked a series of questions about themselves, to understand who had responded to the consultation.



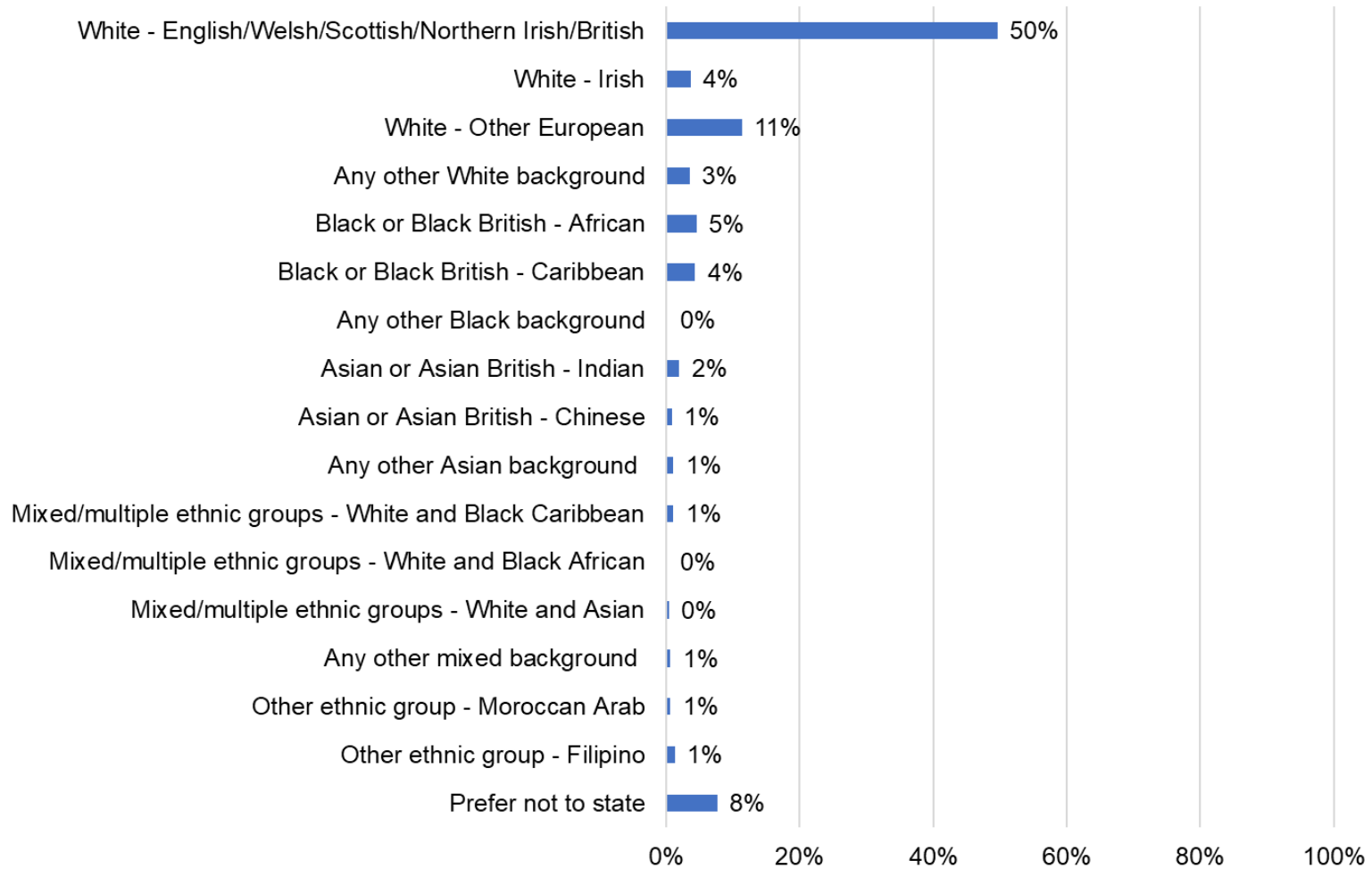
Base: All respondents (459)



Base: All respondents (459)

Profile of respondents

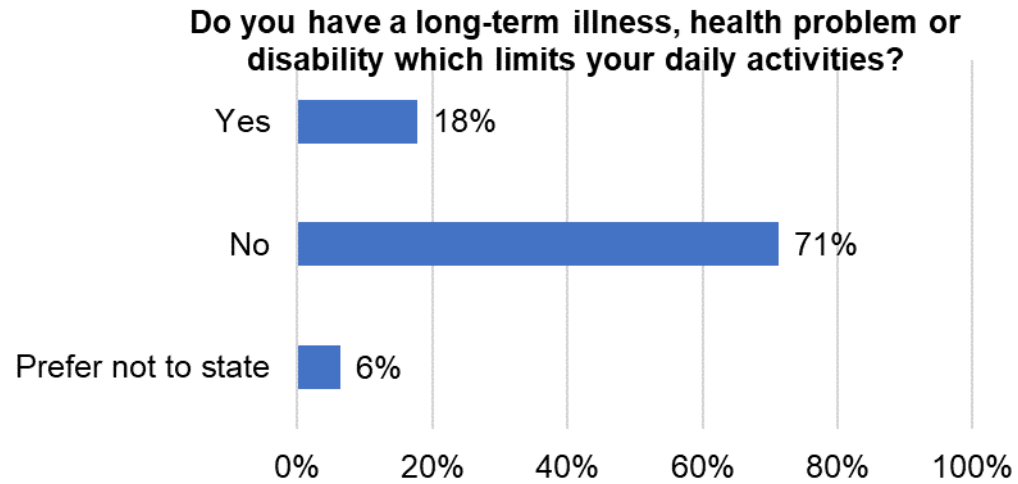
How do you describe your ethnic origin?



Base: All respondents (459)



Profile of respondents



Base: All respondents (459)

