

Appendix 8

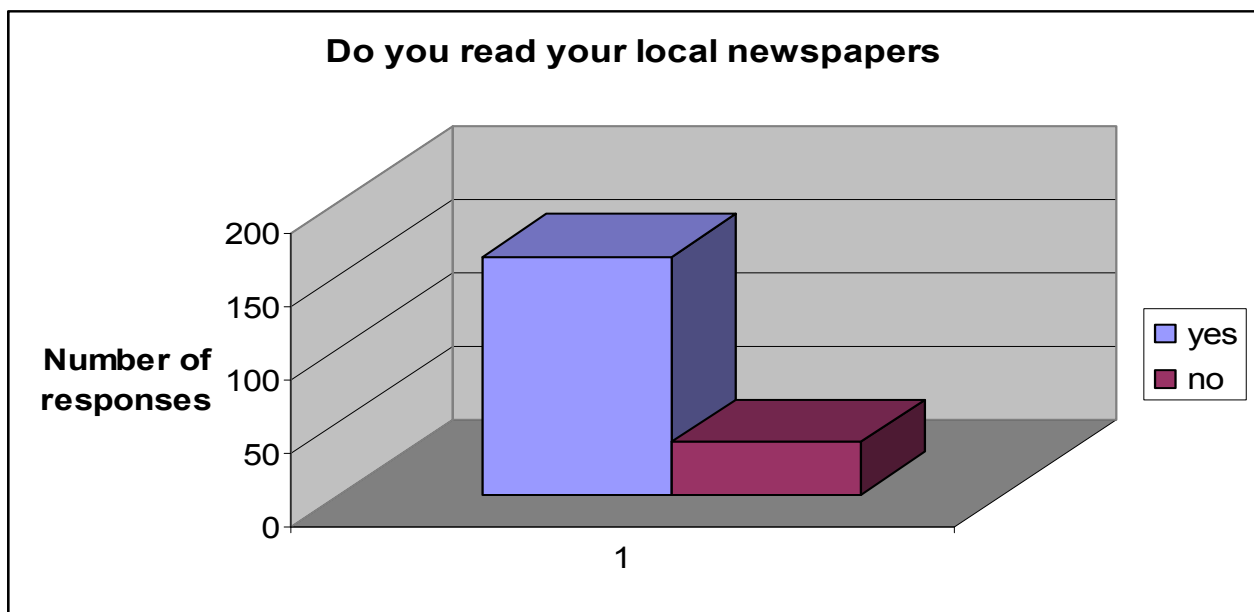
Birkenhead Publication Survey Monkey Questions– February 2014

Below are the results from the questionnaire that was emailed to residents on the council's database. The email was sent out to all the residents registered with a CH41, CH42 or CH42 postcode.

In total this email was sent to 1069 people with 205 people filling it in.

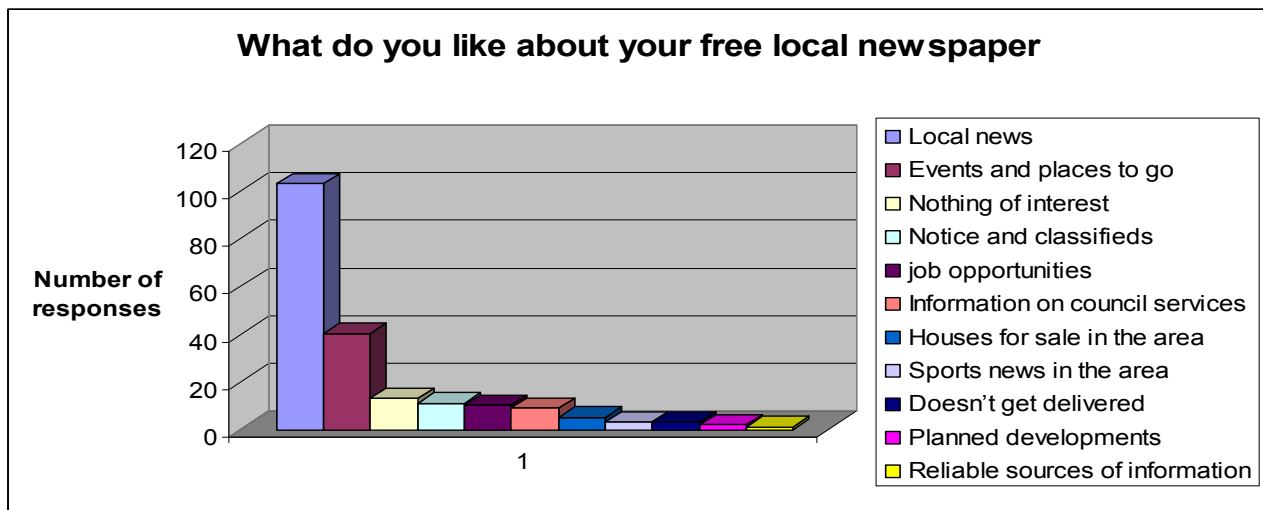
1. Do you read your local newspapers?

198 people answered this question



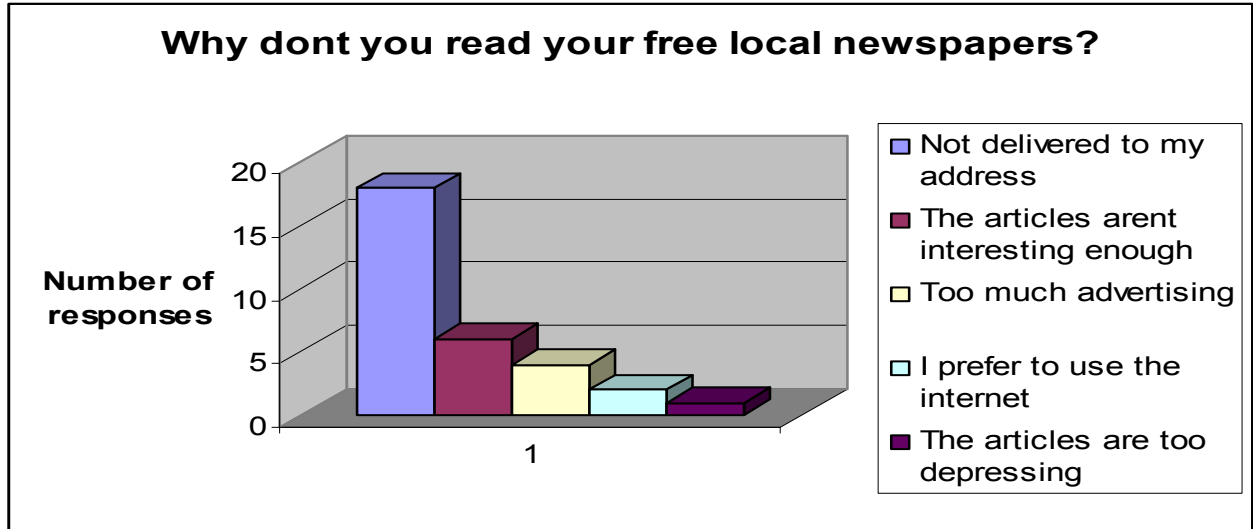
2. What do you like about your free local newspaper?

146 people answered this question



3. Why don't you read the free local newspapers?

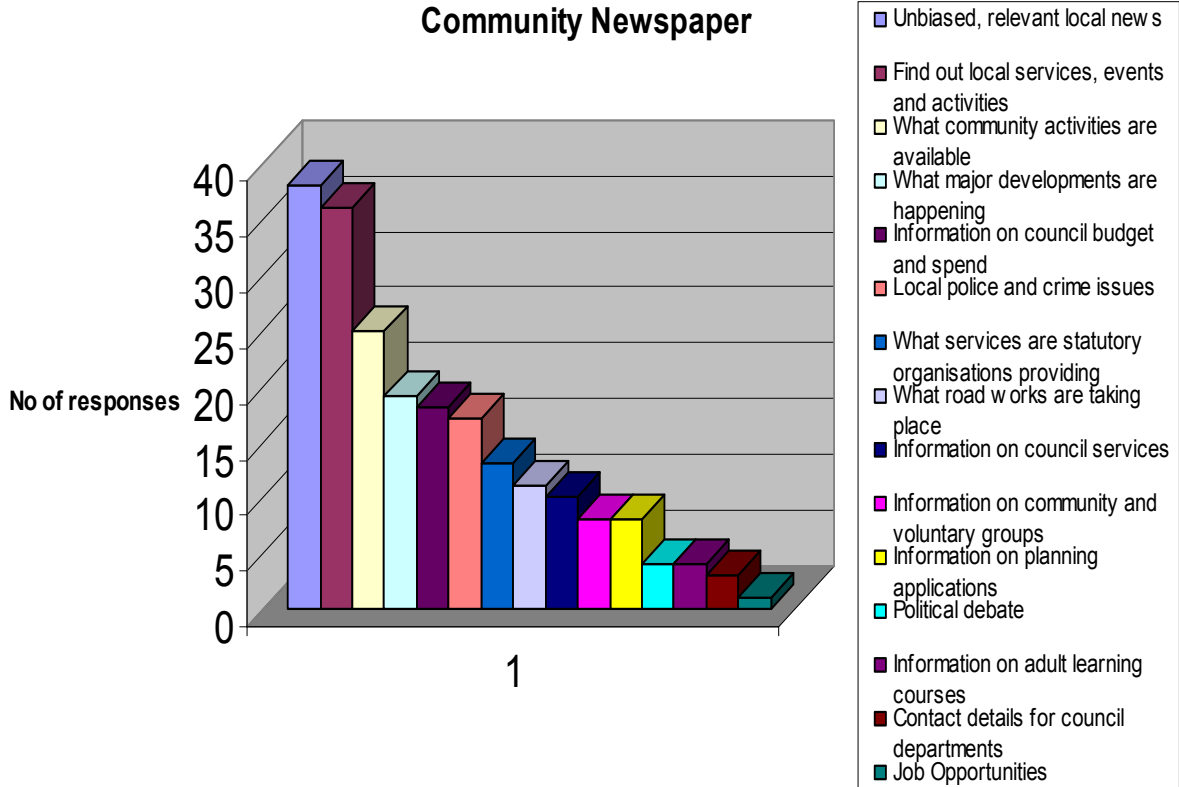
34 people answered this question



4. What information do you think should be included in a Birkenhead Constituency Committee community news update?

140 people answered this question

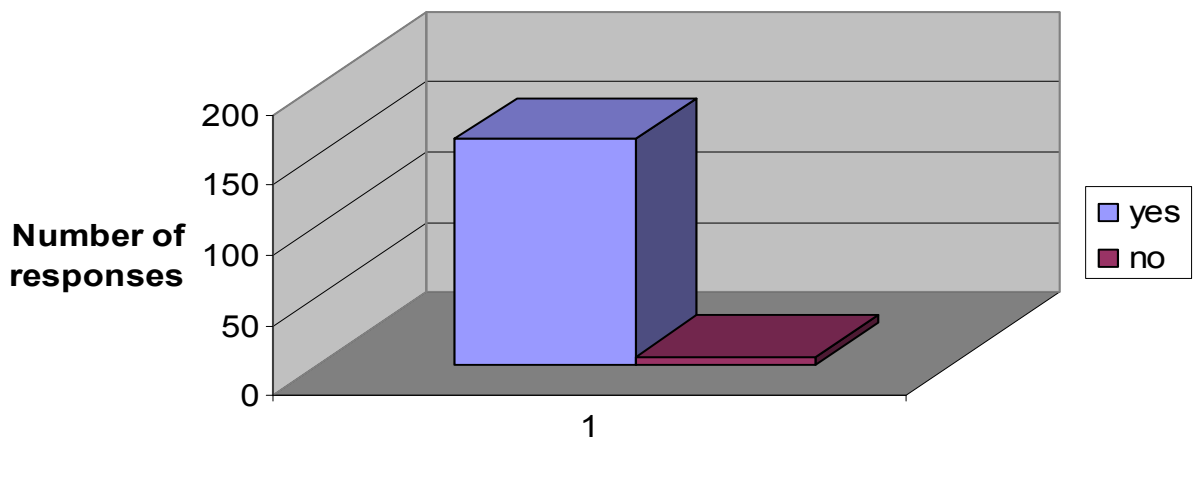
What information would you like to see included in a Birkenhead Community Newspaper



5. Would you like to find out about what services and activities are offered in your area?

167 people answered this question

Would you like to find out about what services and activities are in your area



Residents were also surveyed in public locations, below is a summary of their responses related to the questions:

1. Do you read any of the local newspapers?

If yes- what do you like about them?

- Receives the Globe as likes to see what car boot sales and fetes are on in the area.
- Reads the Globe and Metro as it gives information on the local news
- The Globe gives local success and recording of events
- Receives the Globe and likes reading the obituaries
- Informative about local issues, news and current affairs
- YES Wirral News and Globe. There is very little information currently other than adverts for services. The columns written by MPs are interesting. The information about schools and Heads has been interesting and there appears to be an accepted “partnership” vehicle for all Public Services not always very informative especially when advertising events such as public meetings for Health Commissioners and providers

If no- why not?

- No as it doesn't get delivered
- Receives the Globe but doesn't usually read it as its full of adverts
- The paper is delivered intermittently
- Wirral News is just an advertising vehicle with little constructive information
- Too depressing
- Irregular deliveries of papers both Wirral and News. Very much hit and miss
- Council matters only appear if news editors think that they are controversial
- Fed up of hearing about bad people doing bad things and getting away with it or being fined
- Local sports coverage disgraceful – bare minimum. No details of forthcoming fixtures listed – local clubs deprived of potential support
- Advertising might make them freebies but former Birkenhead News that appeared twice weekly and with cover price much better for relevant council news
- The News just a social rag bag of news similar to former Wirral Champion magazine

2. What information do you think should be included in a Birkenhead Constituency Committee Community Newspaper?

- A 'whats on guide' so people can find out what events are happening like local farmers markets, school fetes, leisure and activities for children etc

- Find out about positive local news and important council information concerning regeneration and development etc
- A chance for the social sector to promote the work they do and give residents the information on how to get involved with some of the social sector activities in their area X2
- Information on local music events and sports clubs in the area, not just Tranmere Rovers but how people can get involved with sports x2
- A community newspaper would be a valuable resource to a lot of people in the community
- The way the paper looks is also important. If it looks like the Globe or News some people may automatically throw it away so presentation is vital.
- Information on adult education courses
- Information on housing issues and how to apply for housing
- Puzzles – Hidden Treasure to get people out in the community finding clues to an end that can get a reward of some sort.
- Main council committee decisions – with commentary if necessary
- Planning applications
- Proposed road & transport information
- But not of councillors' photographs at places where council work has been done at their behest
- Why not have the newspaper as a full page ad in the local paper and/ or attached to the Merseyside Police `Have Your Say` booklet, thereby saving on delivery and printing costs.
- Could have contact information for various council departments so people know who to contact when they have an issue
- Facilities available for people and news and information - particularly for those people who live in areas in Wirral now that local newspapers don't bothering delivering to anymore. Particularly around public health and financial support issues.
- What is going on where? The independent view of council services even were the best deals are for food.