

Your views on the Council's publications: 'Hackney Today', 'Hackney Life' and 'Our Homes' Consultation Report

Report Date: May 2020

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Background

Hackney Council has produced Hackney Today, a fortnightly newspaper distributed to all homes and businesses in the borough, for nearly 20 years, providing news and information about Council services, decisions, events and opportunities.

Last year, the High Court ruled that Hackney Today could no longer be published fortnightly, and must be published quarterly instead. Since then, the Council has trialled Hackney Life, an information publication that is published in months when Hackney Today is not published. Hackney Today also includes Our Homes, a pullout aimed at Council tenants and leaseholders.

The Council is now reviewing its print publications in light of the High Court judgement and to ensure that they reflect what Hackney's residents want to be informed about – especially those who may not use or have access to digital channels.

Consultation Approach

An online survey and paper survey were used to conduct the consultation. All residents were sent a paper survey in the post with a freepost envelope. They also had the option to take part online.

Response Rate

A total of 1608 responses were received to this consultation. 266 responses were completed online, and 1342 were received by post.

Data Inputting

The questionnaires that were posted back to the Council were input by members of the Consultation Team.

Executive Summary

Hackney Today

- **Q1. Thinking about the sort of information you might be interested in receiving from your council, how interested would you be in receiving information about:**
 - The majority of respondents were “Interested” (combination of “Fairly” and “Very” interested) in all suggested types of information.
- **Q2. Do you receive a copy of Hackney Today, the council’s newspaper, published quarterly? (Base 1584)**
 - Overall, the majority of respondents stated “Yes” to receiving a copy of Hackney Today (93.88%).
- **Q3. How well informed, would you say, Hackney Today keeps you about local services, events and activities? (Base 1327)**
 - The majority of respondents stated that they were “informed” (combination of “very” and “fairly” informed - 89.75%).
- **Q4. If you receive a copy of Hackney Today but don’t read it, can you tell us why? What improvements, if any, would you suggest to Hackney Today? (458 comments)**
 - Top 3 themes:
 - Waste of money/Don't want to receive it/Didn't like it/Boring/Not appealing/Propaganda (97 mentions)
 - Better content/fonts/layout (73 mentions)
 - I do read it/I like it/Always read it/Good (65 mentions)

Hackney Life

- **Q5. Do you receive a copy of Hackney Life, the Council’s information publication delivered to homes by the council 8 times a year? (Base 1566)**
 - Overall, the majority of respondents stated “Yes” to receiving a copy of Hackney Life (71.46%).
- **Q6. How well informed, would you say, Hackney Life keeps you about council services and events? (Base 1019)**
 - The majority of respondents stated that they were “informed” (combination of “very” and “fairly” informed - 86.26%).
- **Q7. If you receive a copy of Hackney Life but don’t read it, can you tell us why? What improvements, if any, would you suggest to Hackney Life? (307 comments)**
 - Top 3 themes:
 - Waste of money/Don't want to receive it/Didn't like it/Boring/Not appealing (70 mentions)
 - Better content/fonts/layout (45 mentions)
 - Not regularly received (35 mentions)

Hackney Today & Hackney Life

- **Q8. Thinking about “Hackney Today”, and “Hackney Life”, would you say you usually? (Base 1550 - “Hackney Today” / Base 1173 - “Hackney Life”)**
 - The highest percentage relates to those who “read all or nearly all of it” for both Hackney Today and Hackney Life (574 and 324 respectively).

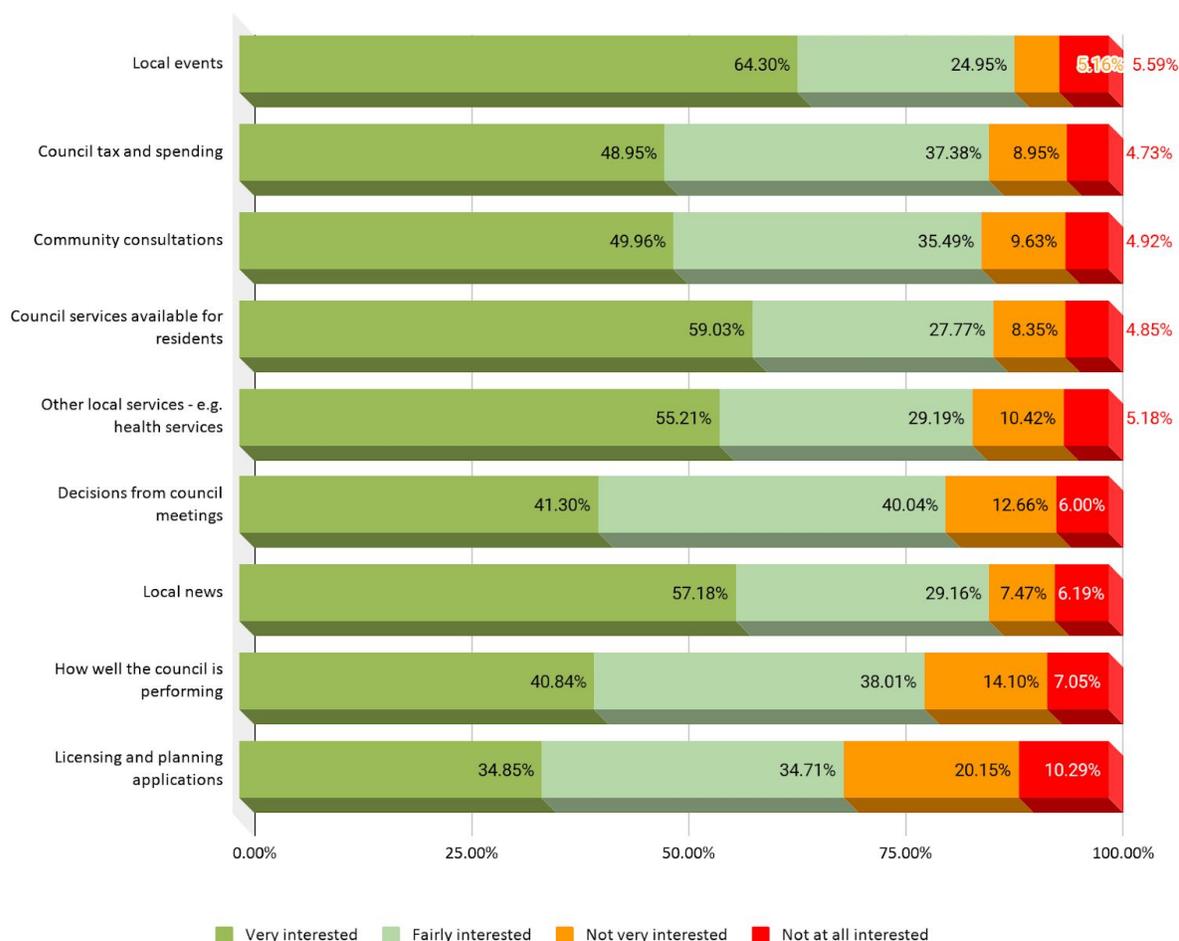
Our Homes

- **Q9. Are you a Hackney Council tenant or leaseholder? (Base 1514)**
 - The majority of respondents stated that they were not a Council tenant or leaseholder (939).
- **Q10. Are you aware that Hackney Council produces "Our Homes", an 8-page pull-out designed for Hackney's tenants and leaseholders, which is distributed with the Hackney Today newspaper? (Base 693)**
 - The highest percentage related to those who said that they “never received a copy of Our Homes” (352).
- **Q11. How well informed, would you say, “Our Homes” keeps you about local news, information, events and Hackney Housing Services? (Base 345)**
 - The majority of respondents stated that they were “informed” (combination of “Very” and “Fairly” informed - 86.26%).
- **Q12. If you receive a copy of “Our Homes” but don't read it, can you tell us why? What improvements, if any, would you suggest to “Our Homes”? (137 comments)**
 - Top 3 themes:
 - Other (31 mentions)
 - Not seen it/Didn't receive it (31 mentions)
 - Waste of money/Don't want to receive it/Didn't like it/Boring (26 mentions)

Summary of Responses

HACKNEY TODAY

Q1. Thinking about the sort of information you might be interested in receiving from your council, how interested would you be in receiving information about: (Tick all that apply)

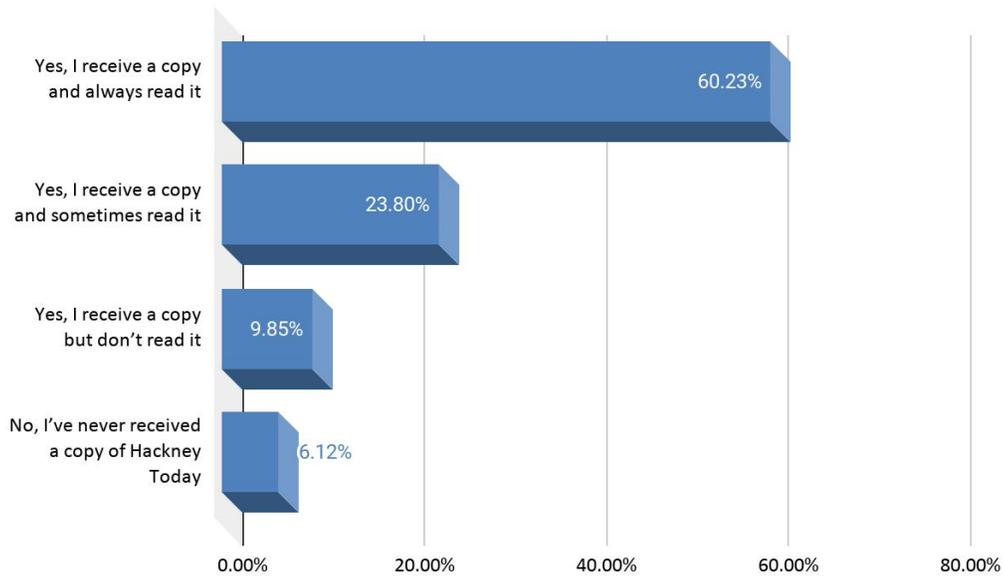


The chart above represents the different types of information that residents would be interested in hearing about within Hackney Today.

The majority of respondents were “Interested” (combination of “Fairly” and “Very” interested) in all suggested types of information.

“Local events” was the highest percentage of interested information by respondents, with the majority of the other options with 79% and over “Interested”. “Licensing and planning applications” had the lowest interested response with just under 70%.

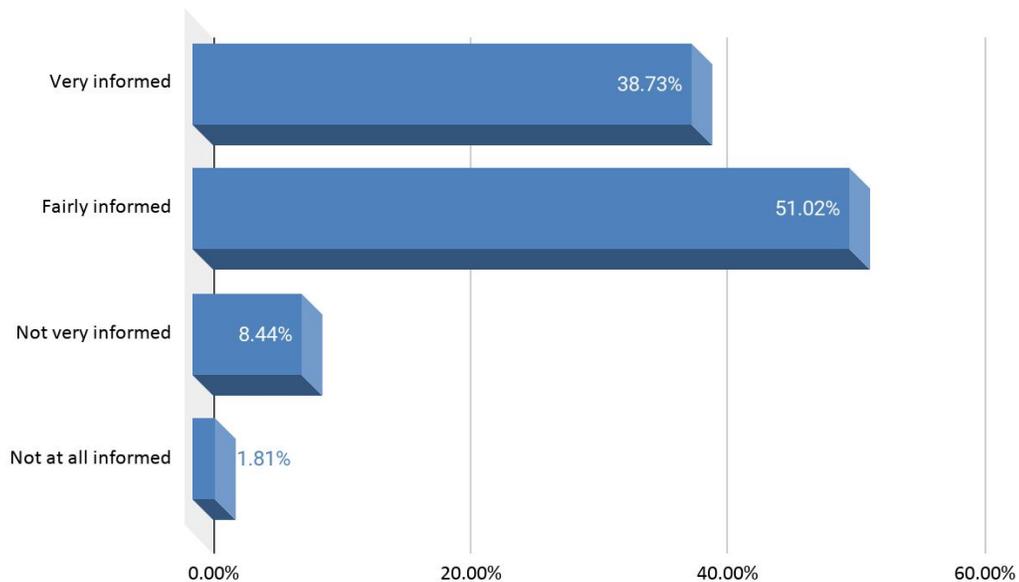
Q2. Do you receive a copy of Hackney Today, the council’s newspaper, published quarterly? (Base 1584)



Overall, the majority of respondents stated “Yes” to receiving a copy of Hackney Today (93.88%).

The highest percentage related to those that “receive a copy and always read it” (954). Only a small percentage stated that they have “never received a copy of Hackney Today” (97).

Q3. How well informed, would you say, Hackney Today keeps you about local services, events and activities? (Base 1327)



The majority of respondents stated that they were “informed” (combination of “very” and “fairly” informed - 89.75%). Only a small percentage stated that they were “not very informed” and “not at all informed” (10.25%).

Q4. If you receive a copy of Hackney Today but don't read it, can you tell us why? What improvements, if any, would you suggest to Hackney Today? (458 comments)

The table below shows the key themes from the comments made. There are a total of 518 mentions as some comments related to multiple themes.

<u>Key Theme</u>	<u>Count</u>
Waste of money/Don't want to receive it/Didn't like it/Boring/Not appealing/Propaganda	97
Better content/fonts/layout	73
I do read it/I like it/Always read it/Good	65
Not relevant to me/Not interested/Little interest in it	59
Make it online/by email	46
Too busy/No time	43
Other	41
Not regularly received	38
Not seen it/Didn't receive it	17
Sometimes read it	17
Didn't receive on time - Events missed	13
Can't read english	7
Assumed HT and HL were the same paper/Can't see the difference	2

Waste of money/Don't want to receive it/Didn't like it/Boring/Not appealing/Propaganda

A large number of respondents felt that Hackney Today was propaganda (19 mentions), with some quotes below:

“After considering it for many years, I have reached the reasoned conclusion that Hackney Today is a worthless propaganda rag that ought to be discontinued completely. I am not indifferent towards it: I despise it.”

“Boring Labour councillors' propaganda! Hackney Citizen gives much better local news”

“Hackney Today is not objective, gives no balance and never provides any critique of the council. It's a propaganda vehicle for the council”

It is also seen as a waste of money, and that the Council should be spending its money on other services which will be more beneficial for the residents. There are mentions regarding Council Tax being used to pay for this, and it is not a good use of this money. Below are a few quotes:

“No interest. Waste of money. Should be scrapped”

“It goes straight in my recycling. I don't need to read about Hackney Council giving itself a big pat on the back. The money used to print this BS should go to youth projects. You are stealing money from worthy causes.”

“There is too much of a list of achievements by a Labour administration. Council tax should not be used to fund it”

“I don't want you to spend council tax money on Hackney Today”

Many made suggestions that it was boring and dull, as well as not very interesting or appealing to them. Below are a few quotes:

“Dull, Self-congratulatory, untrustworthy”

“Too boring, lots of irrelevant information or articles”

“full of uninteresting news - also we need to cut down on paper waste. i can read the web.”

Better content/fonts/layout

There is a view that the content within Hackney Today could be improved, with many giving their suggestions and ideas about what sort of things they would like to see in Hackney Today. Below are some of their suggestions, to name a few:

- A better overview of listings
- A broader spread of activities in the borough
- Community events page
- Fewer stories, more concise information/notices
- Horoscopes
- Job page
- Selling page
- Key outcomes of Council meetings

A couple of respondents said that they found the font used to be hard to read, especially on coloured backgrounds. It was mentioned that the layout and style was quite old fashioned and needs to be more modern, as well as it not being attractive or easy to read. Below are a few quotes:

“The font on coloured boxes is unreadable, would prefer email. Very few of the events in the what's on state if there is disability access so that is a waste of time and print!”

“The paper and layout of the publication is not very attractive and not easy to read. The big issue for example is much easier to read and more attractive.”

“I do not find it interesting, don't think the format works very well. bit old fashioned in style in style and content. Hackney info could also be provided by the Hackney Gazette or online in a newsletter that grabs your attention.”

I do read it/I like it/Always read it/Good

65 mentions related to those who are avid readers of Hackney Today and did not have anything negative to say about it.

Not relevant to me/Not interested/Little interest in it

59 mentions related to those who do not read it or read it very little due to having no real interest in the content or finding that it is not relevant to them. These comments were not particularly negative, but it suggests that the respondents could be from hard to reach groups who do not engage with the Council so much.

Make it online/by email

46 mentions related to those who believe that Hackney Today should be web based or sent by email. Many state that it is a waste of paper, which links to the theme above of those who believe it is a waste of money, and by producing it online will be eco friendly and lead to financial savings in the long run.

Too busy/No time

43 mentions related to those who do not have the time to read Hackney Today, or are simply too busy in their day. The comments suggest that this is due to childcare responsibilities, work, or generally a lack of time.

Other

These comments did not fall under any of the other key themes, and can be viewed upon request.

Not regularly received & Not seen it/Didn't receive it

55 mentions (combined mentions for both key themes) related to those who said that they did not receive Hackney Today regularly, or they have never received a copy at all.

Quite a few respondents mentioned that they live in a house separated into flats, and sometimes only one copy if posted through the door of the main entrance so not everyone receives a copy. Also those who live in basement flats seem to be missed as well.

Sometimes read it

17 mentions related to those who sometimes read Hackney Today, with some of these respondents linking to the theme above of being too busy or not having the time to read it.

Didn't receive on time - Events missed

13 mentions related to those who mentioned that when they have received Hackney Today, most of the events have passed so are no longer relevant to them. This flags up an issue as to whether there is a delay in distribution or residents are possibly not seeing it among their post until too late. It is hard to define what it could be, but overall it is only a very small number who have mentioned this.

Can't read english

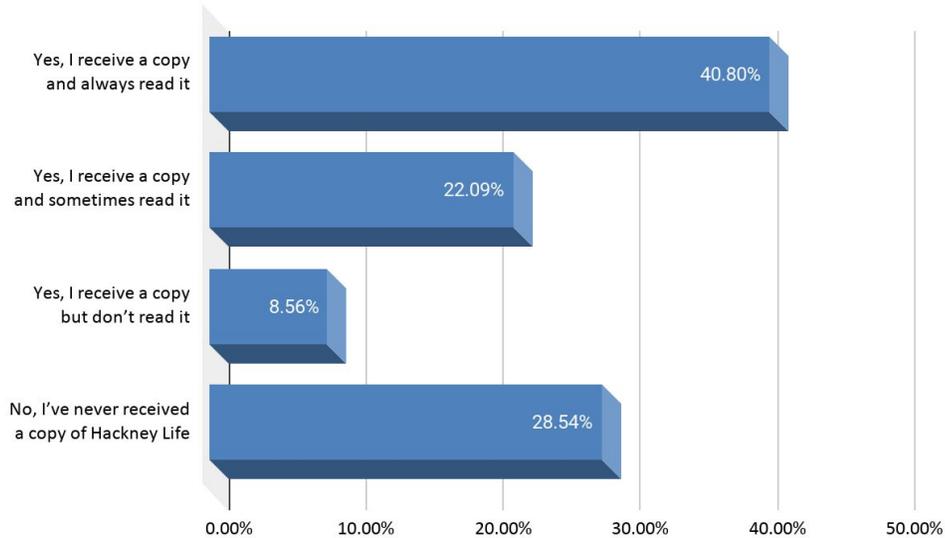
7 mentions related to those who are unable to read english. Some stated that they cannot read or write, or that they cannot read english very well.

Assumed HT and HL were the same paper/Can't see the difference

2 mentions related to those who did not realise that there was a difference between Hackney Today and Hackney Life.

HACKNEY LIFE

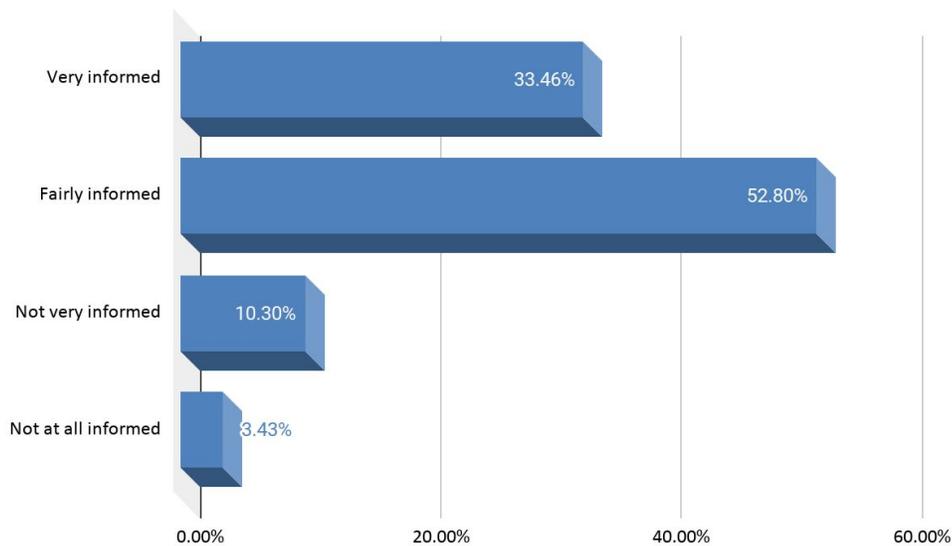
Q5. Do you receive a copy of Hackney Life, the Council's information publication delivered to homes by the council 8 times a year? (Base 1566)



Overall, the majority of respondents stated “Yes” to receiving a copy of Hackney Life (71.46%).

The highest percentage related to those who said that they “receive a copy and always read it” (40.80%). Those who have “never received a copy of Hackney Life” accounted for the second highest response (28.54%).

Q6. How well informed, would you say, Hackney Life keeps you about council services and events? (Base 1019)



The majority of respondents stated that they were “informed” (combination of “very” and “fairly” informed - 86.26%). Only a small percentage stated that they were “not very informed” and “not at all informed” (13.74%).

Q7. If you receive a copy of Hackney Life but don't read it, can you tell us why? What improvements, if any, would you suggest to Hackney Life? (307 comments)

The table below shows the key themes from the comments made. There are a total of 352 mentions as some comments related to multiple themes.

Key Theme	Count
Waste of money/Don't want to receive it/Didn't like it/Boring/Not appealing	70
Better content/fonts/layout	45
Not regularly received	35
Not relevant to me/Not interested	34
Not seen it/Didn't receive it	27
I do read it/I like it	26
Make it online/email	26
Other	23
Too busy/No time	21
Assumed HT and HL were the same paper/Can't see the difference	17
First time received	17
Prefer HT	6
Can't read english	3
Make one paper for all, not separate	2

Waste of money/Don't want to receive it/Didn't like it/Boring/Not appealing

This theme had the highest number of comments, just like Hackney Today in the previous section.

The highest mention was regarding Hackney Life being a waste of Council money, with approximately 30 mentions of the words “waste” and “money” in the comments. Here are a few quotes:

“I don't want you to spend money on Hackney Life”

“It's a waste of paper and money. This is the reason I don't read it. I always recycle, but the carbon footprint is already made.”

“Waste of money publishing, money that could be used for vital services”

There were 9 mentions relating to the word “propaganda”, and below are a couple of quotes:

“It does read like promotional content - you know it's not a real newspaper, it's propaganda.”

“A council tax funded paper telling me how well the council is doing - a conflict of interest? Propaganda? Unfair to other local papers? Unfair to other political parties”

Better content/fonts/layout

As with the comments for Hackney Today, there is a view that the content within Hackney Life could be improved, with many giving their suggestions and ideas about what sort of things they would like to see. Below are some of their suggestions, to name a few:

- What is happening in the community
- Council decisions
- Planning applications
- Available services
- Community events
- Non-commercial events
- Future road works and road closures

Some views were regarding the layout, with mentions of it being confusing, uninteresting and boring, not very modern or contemporary. Also the font and colours were criticised, with one comments saying:

“If you are going to print in hard copy, you need to ensure ALL text is clearly legible. I struggle to read the photo captions, where white text is used against a light colour background and sometimes just give up. These captions often contain interesting background info, e.g. the otherwise excellent Hackney People section in the current edition (Feb 2020). Where the combination of low contrast in colour and smallish font on thin paper are particularly frustrating.”

Not regularly received & Not seen it/Didn't receive it

A combined total of 62 comments related to those who did not receive it regularly, or did not receive it at all. There were quite a few mentions about those who received the February edition to be the first one they have ever received, which does raise a concern considering it has been published since July 2019.

I do read it/I like it/Always read it/Good

26 mentions related to those who are avid readers of Hackney Life and did not have anything negative to say about it.

Make it online/by email

26 mentions related to those who believe that, just as with Hackney Today, Hackney Life should be web based or sent by email. Many state that it is a waste of paper, which links to the theme

above of those who believe it is a waste of money, and by producing it online will be eco friendly and lead to financial savings in the long run.

Other

These comments did not fall under any of the other key themes, and can be viewed upon request.

Too busy/No time

21 mentions related to those who do not have the time to read Hackney Life, or are simply too busy in their day.

Assumed HT and HL were the same paper/Can't see the difference

17 mentions related to those who did not realise that there was a difference between Hackney Today and Hackney Life.

Prefer Hackney Today

6 mentions related to those who said that they prefer Hackney Today over Hackey Life.

One respondent stated that they "*feel that Hackney Today keeps me much more informed*", with another saying that it is "*no better than Hackney Today*".

Can't read english

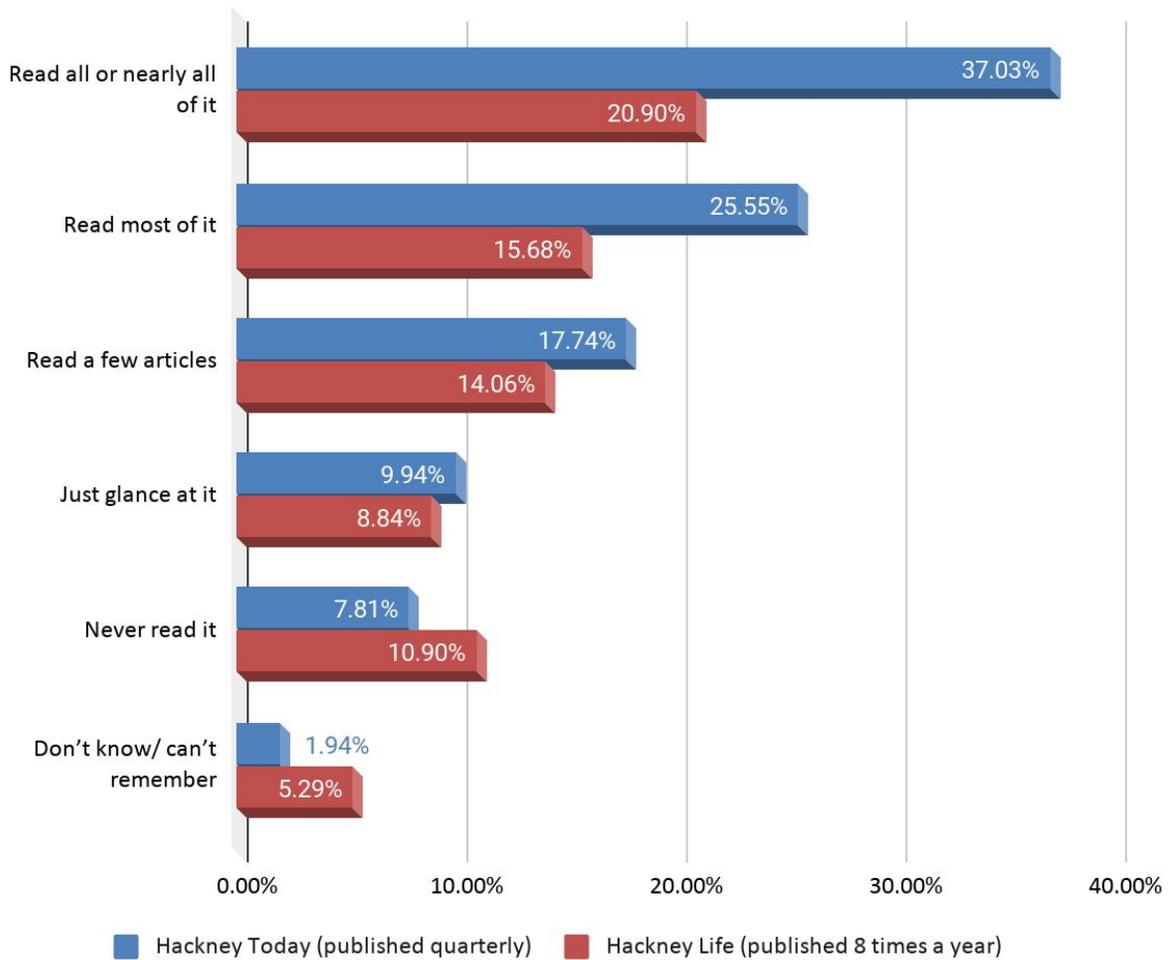
3 mentions related to those who are unable to read english.

Make one paper for all, not separate

2 mentions relates to those who think that all Hackney publications should just be delivered as one paper rather than all separate.

HACKNEY TODAY AND HACKNEY LIFE

Q8. Thinking about “Hackney Today”, and “Hackney Life”, would you say you usually?
(Base 1550 - “Hackney Today” / Base 1173 - “Hackney Life”)

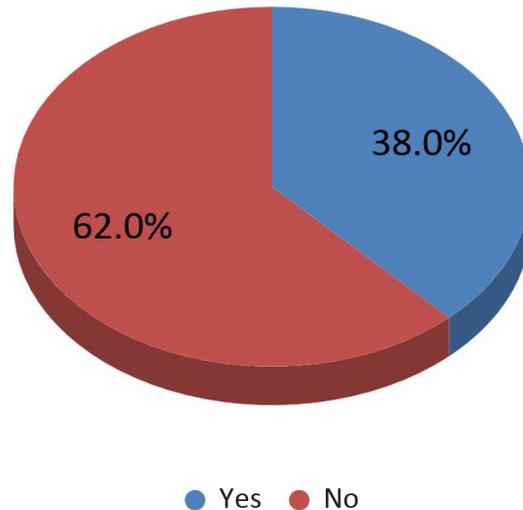


The chart above represents whether respondents read Hackney Today and Hackney Life, and how much of it they actually read.

The highest percentage relates to those who “read all or nearly all of it” for both Hackney Today and Hackney Life (574 and 324 respectively).

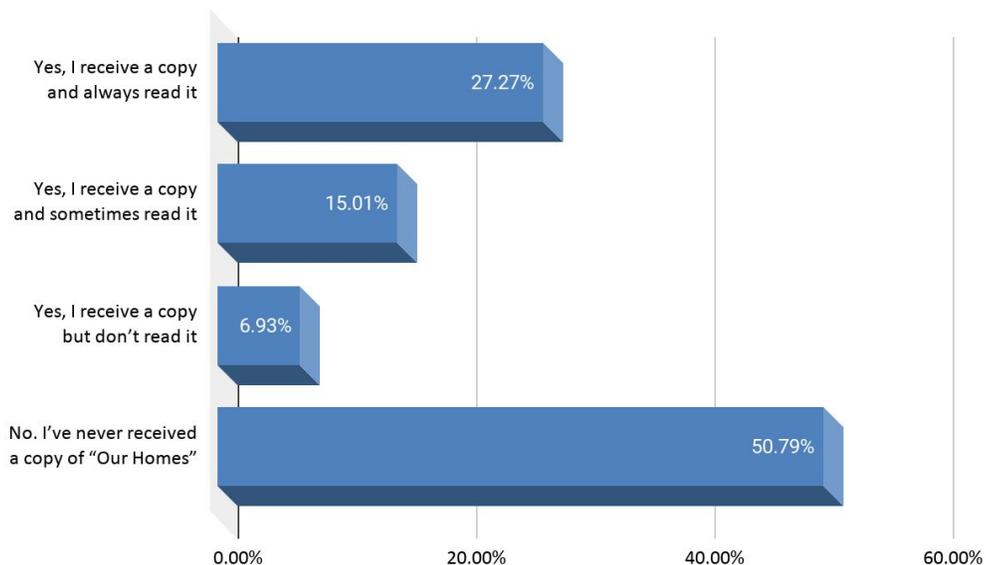
OUR HOMES

Q9. Are you a Hackney Council tenant or leaseholder? (Base 1514)



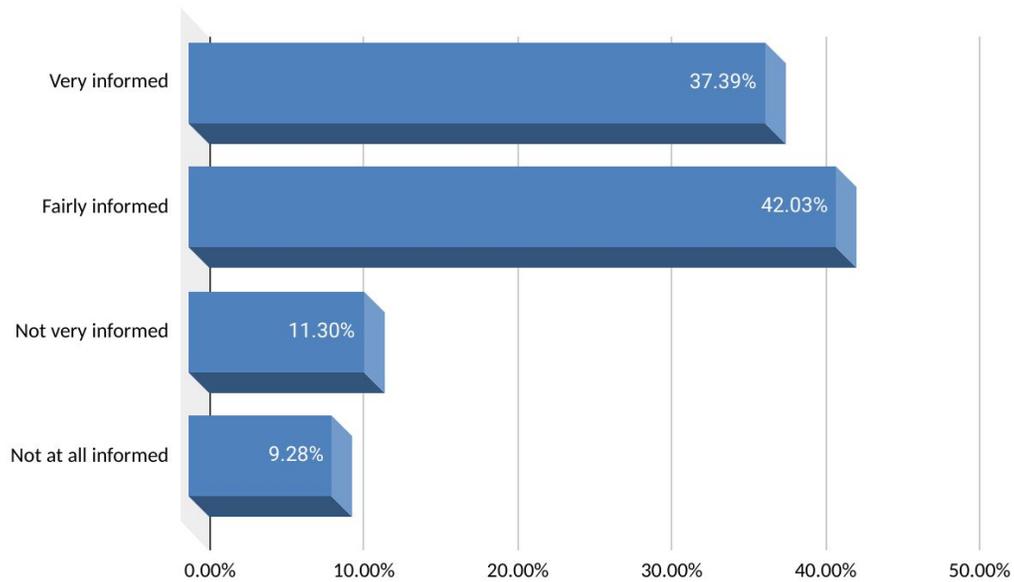
The majority of respondents stated that they were not a Council tenant or leaseholder (939).

Q10. Are you aware that Hackney Council produces "Our Homes", an 8-page pull-out designed for Hackney's tenants and leaseholders, which is distributed with the Hackney Today newspaper? (Base 693)



The highest percentage related to those who said that they "never received a copy of Our Homes" (352). Those who have received a copy accounted for just under half of responses (341 - "Yes" responses).

Q11. How well informed, would you say, “Our Homes” keeps you about local news, information, events and Hackney Housing Services? (Base 345)



The majority of respondents stated that they were “informed” (combination of “Very” and “Fairly” informed - 86.26%). Only a small percentage stated that they were “not very informed” and “not at all informed” (13.74%).

Q12. If you receive a copy of “Our Homes” but don’t read it, can you tell us why? What improvements, if any, would you suggest to “Our Homes”? (137 comments)

The table below shows the key themes from the comments made. There are a total of 137 mentions as some comments related to multiple themes.

Key Theme	Count
Other	31
Not seen it/Didn't receive it	31
Waste of money/Don't want to receive it/Didn't like it/Boring	26
Doesn't apply - Freeholder/Leaseholder/Not relevant	14
Always read it/I like it	13
Not regularly received	7
Can't read english	5
Too busy to read	5
Better content	5

Other

These comments did not fall under any of the other key themes, and can be viewed upon request.

Not regularly received & Not seen it/Didn't receive it

A combined total of 38 comments related to those who did not receive it regularly, or did not receive it at all.

Waste of money/Don't want to receive it/Didn't like it/Boring

26 mentions related to those who felt that Our Homes was a waste of money and that the money should be spent elsewhere. Some found it boring, which mentioned the content and layout. One comment from a respondent which sums up this theme is:

"Boring layout - too many ads - uninspiring. Moreover, a waste of taxpayer's money"

Doesn't apply - Freeholder/Leaseholder/Not relevant

14 mentions related to respondents who were not Council tenants so would not have received a copy of Our Homes.

Always read it/I like it

13 mentions related to those who are avid readers of Our Homes and did not have anything negative to say about it.

Can't read english

5 mentions related to those who are unable to read english.

Too busy to read

5 mentions related to those who do not have the time to read Hackney Life, or are simply too busy in their day.

Better content

5 mentions related to those who felt that the content could be improved:

"I would be interested to know how many of the new build properties go to social housing tenants. Statistics on how many people are being rehoused every month."

"No not enough local news"

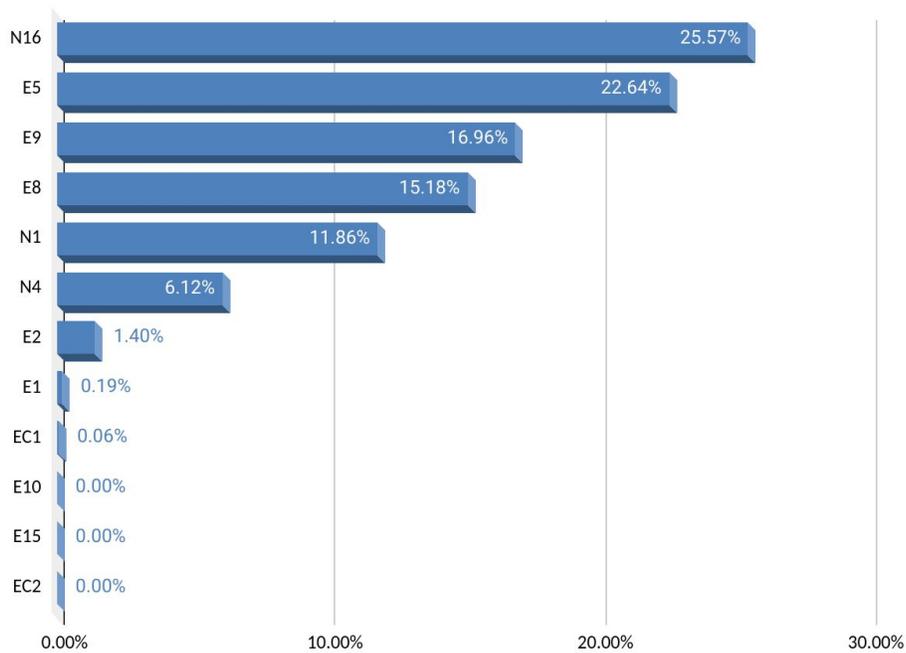
"Not enough community support organisations advertised"

"Pic, news, events, volunteer to help people at the help to worked"

“To talk about real issues that affect our council estates, such as anti-social behaviour, littering and vandalism. An informative helpful approach in how we can help our community to improve.”

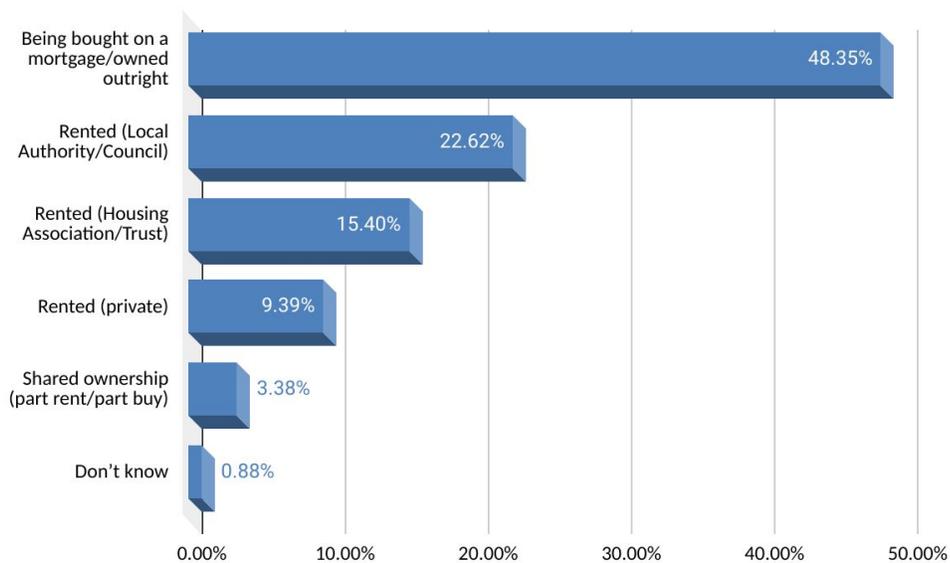
About You

What is your postcode? (Base 1568)



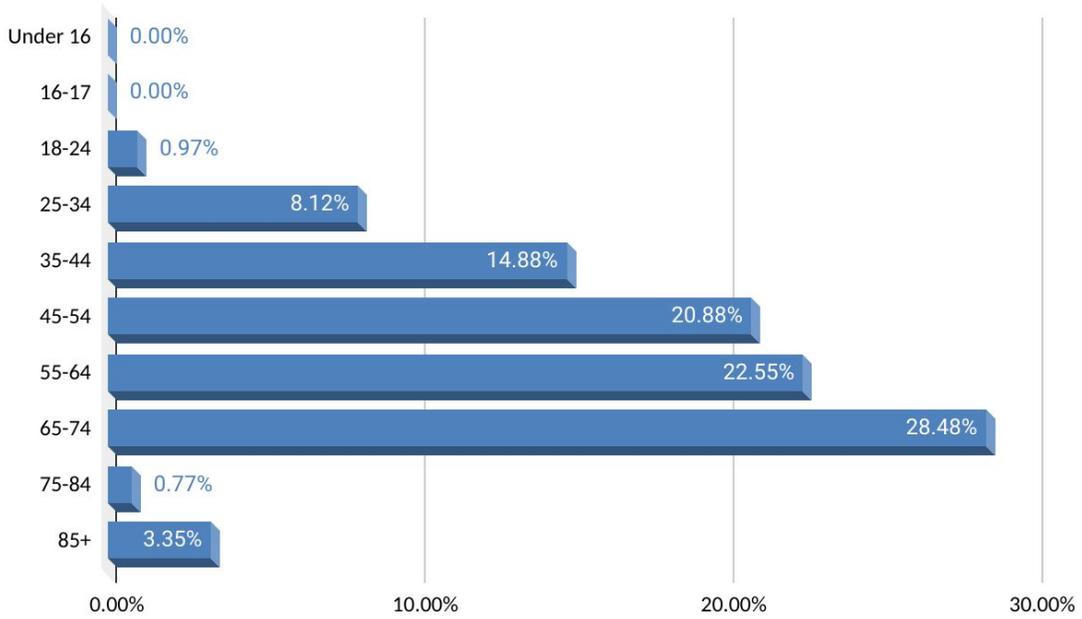
The highest percentage of respondents were from the N16 postcode area (401). This was followed by E5 (355), E9 (266), E8 (238), N1 (186), N4 (96), E2 (22), E1 (3) and EC1 (1).

Housing Tenure (Base 1481)



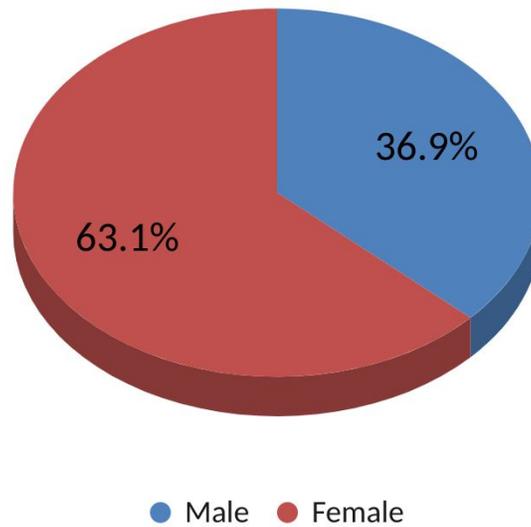
The highest percentage response, at almost half of all respondents, related to those who had a property "being bought on a mortgage/owned outright" (716).

Age group (Base 1552)



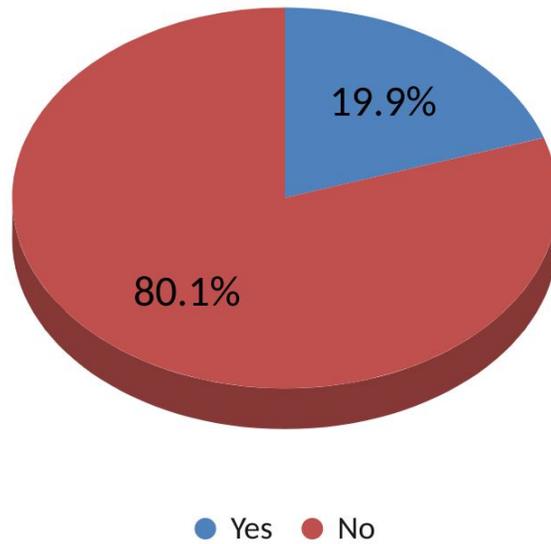
The highest percentage of respondents were in the 65-74 age group (442). This was followed by 55-64 (350), 45-54 (324), 35-44 (231), 25-34 (126), 85+ (52), 18-24 (15) and 75-84 (12).

Gender (Base 1396)



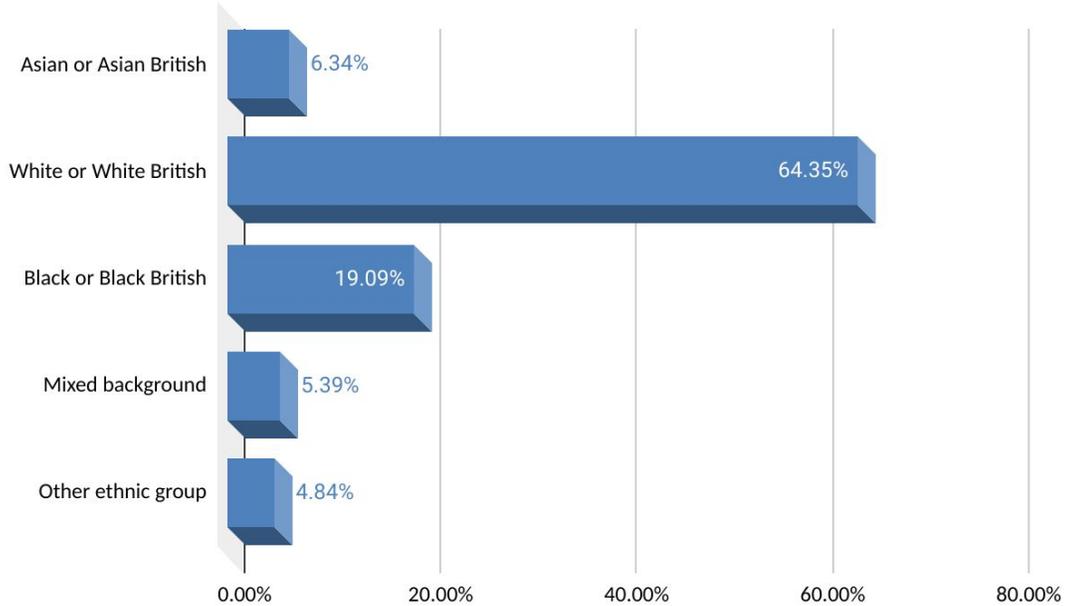
The majority of respondents who took part in the consultation were female (881), with just over a third who were male (515).

Disability (Base 1479)



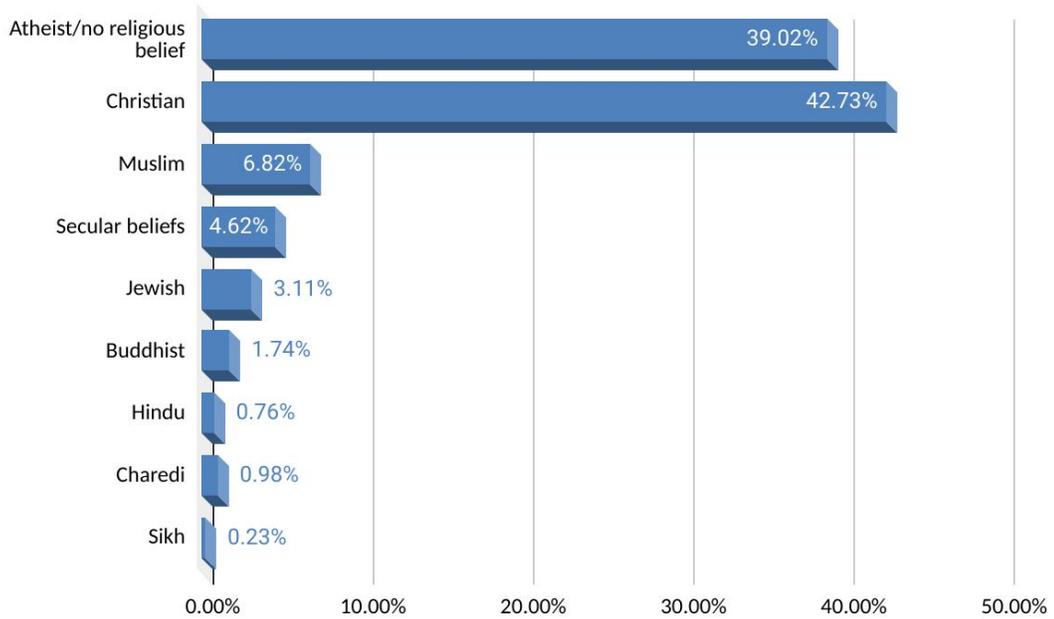
The majority of respondents stated that they did not have a disability (1185), with just under 20% stating that they do (294).

Ethnicity (Base 1467)



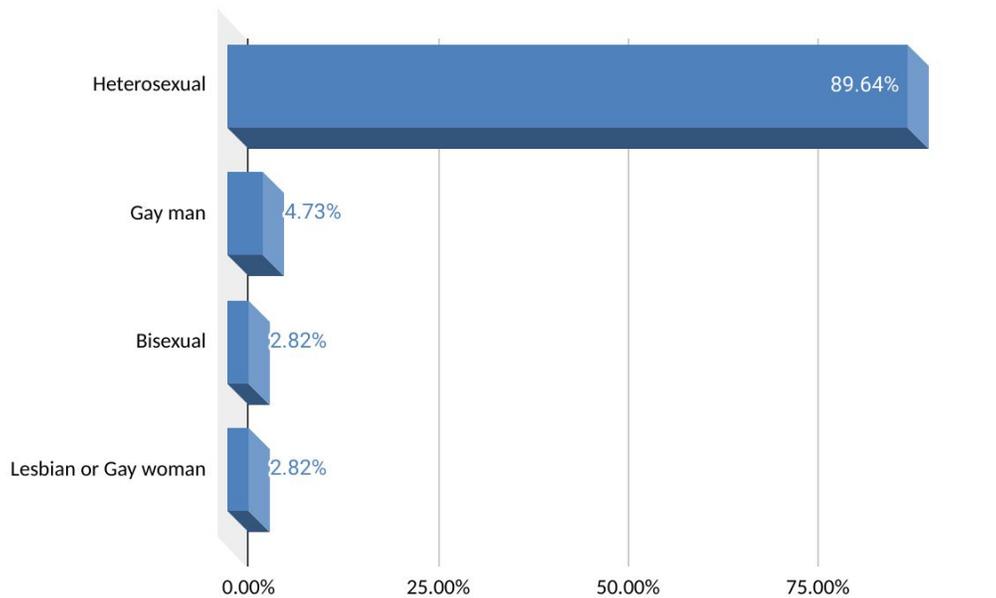
The majority of respondents were White or White British (944). This was followed by Black or Black British (280), Asian or Asian British (93), Mixed background (79) and Other ethnic group (71).

Religion (Base 1320)



The highest percentage of respondents who took part were Christian (564), closely followed by those who were Atheist or have no religious belief (515). All others accounted for a much smaller percentage overall.

Sexuality (Base 1206)



The majority of respondents stated that they were heterosexual (1081). All others accounted for a much smaller percentage overall.

Cross-tab Analysis

The following section looks at three main questions:

- Q3. How well informed, would you say, Hackney Today keeps you about local services, events and activities?
- Q6. How well informed, would you say, Hackney Life keeps you about council services and events?
- Q11. How well informed, would you say, “Our Homes” keeps you about local news, information, events and Hackney Housing Services?

Each question has been analysed against all the demographic questions that are asked at the end of the survey. These are:

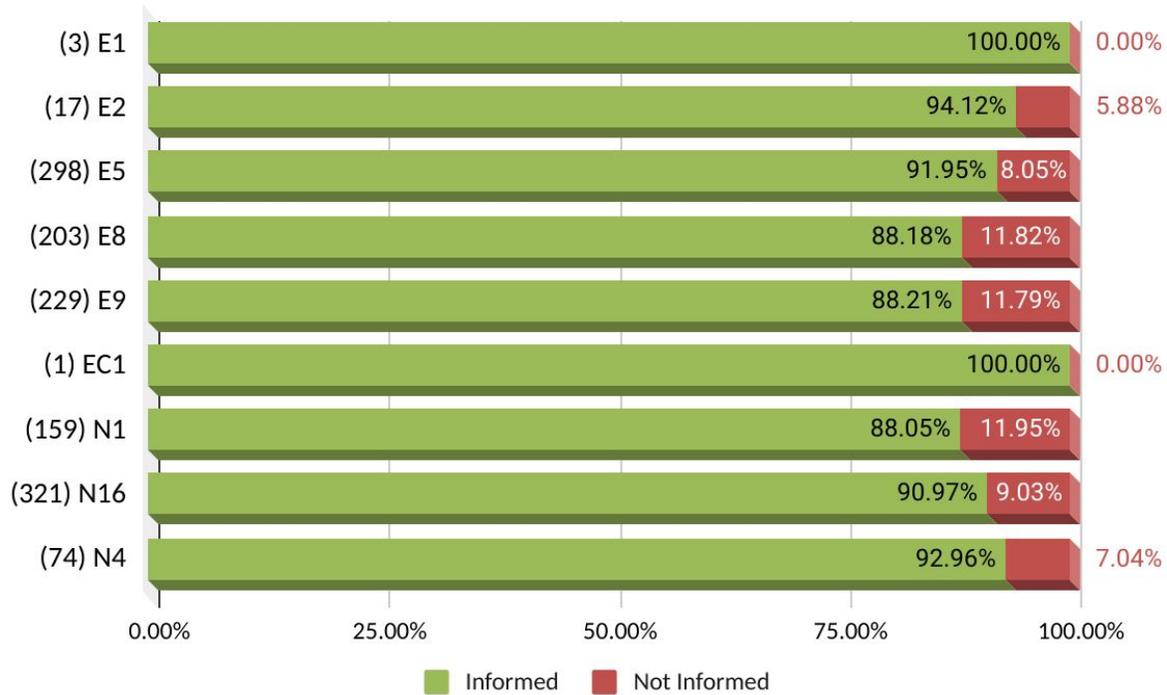
- Postcode
- Housing Tenure
- Gender
- Disability
- Religion
- Ethnicity
- Sexuality

Each analysis is set out over the following pages:

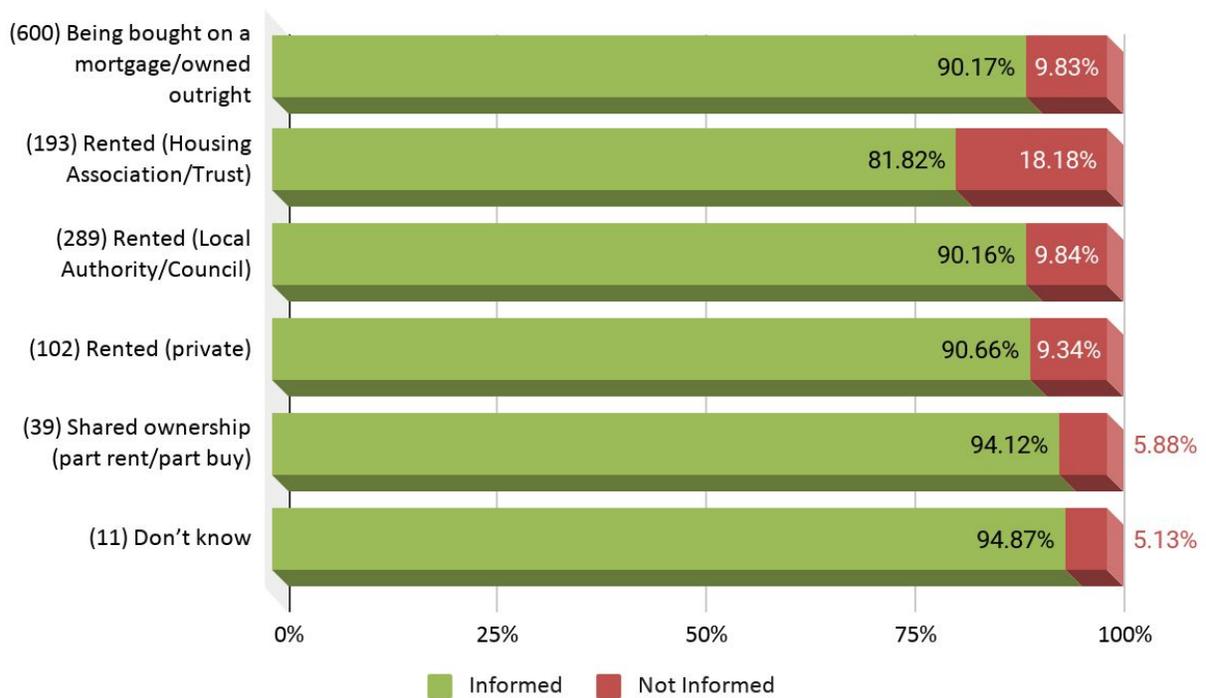
- Pages 20 - 23 are related to Q3
- Pages 24 - 27 are related to Q6
- Pages 28 - 31 are related to Q11

Cross-tab Analysis - “About You” by “Q3. How well informed, would you say, Hackney Today keeps you about local services, events and activities?”

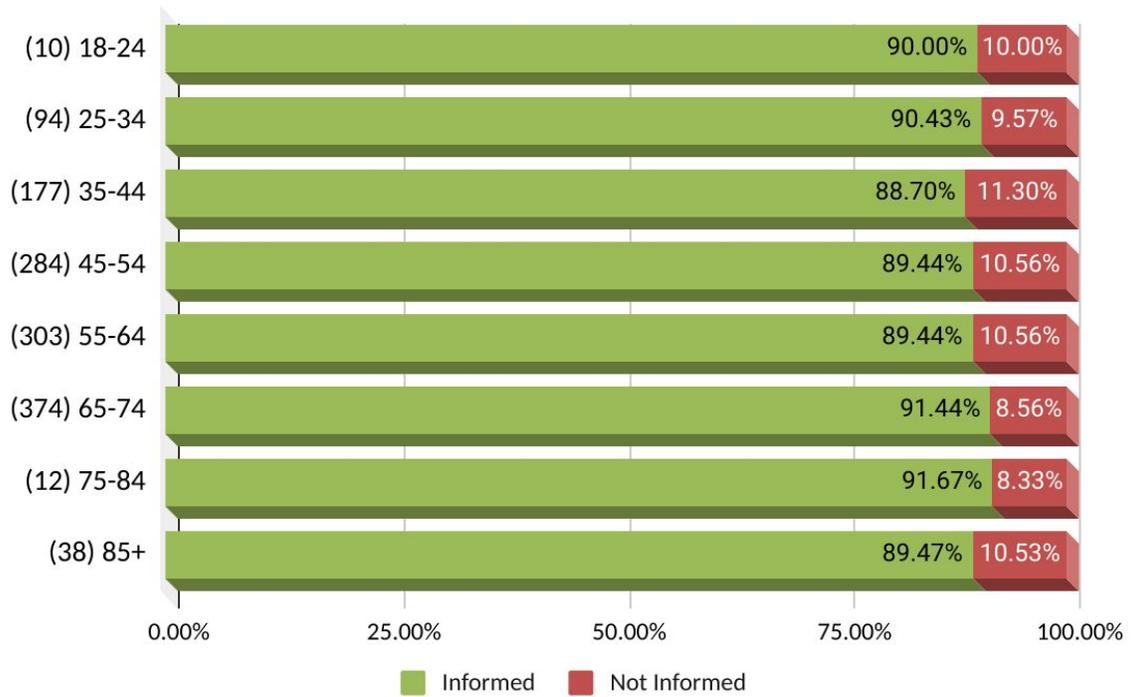
What is your postcode? (Base 1302)



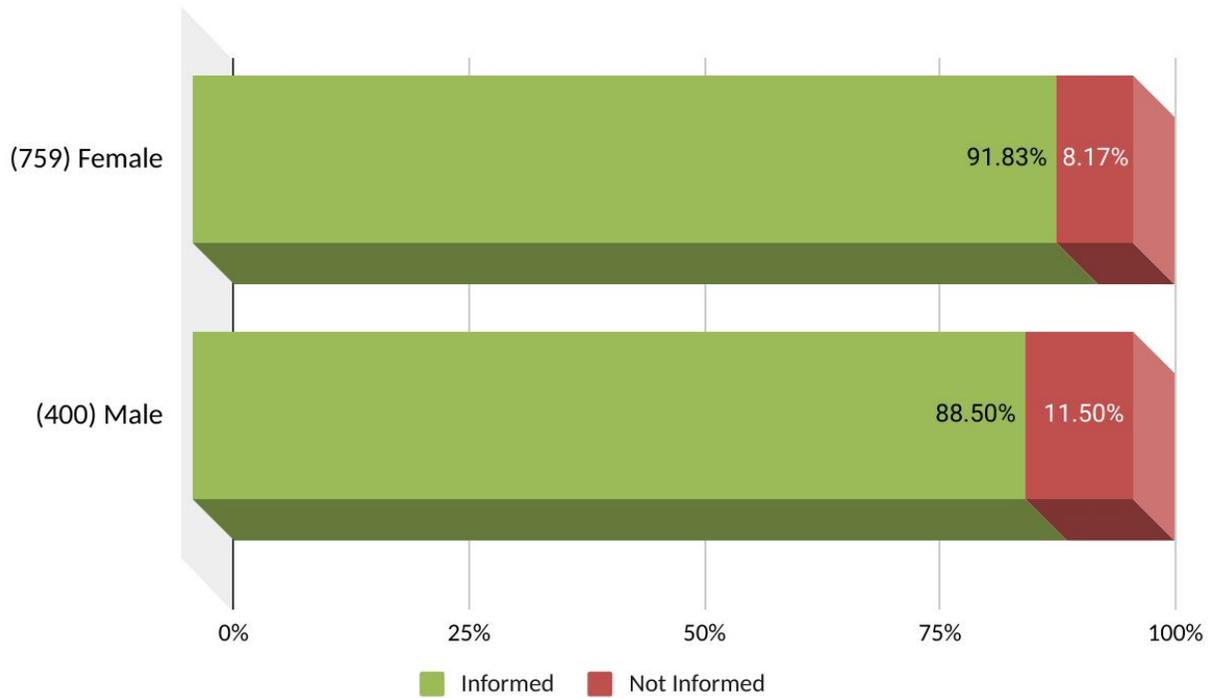
Housing Tenure: Which of the following best describes the ownership of your home? (Base 1234)



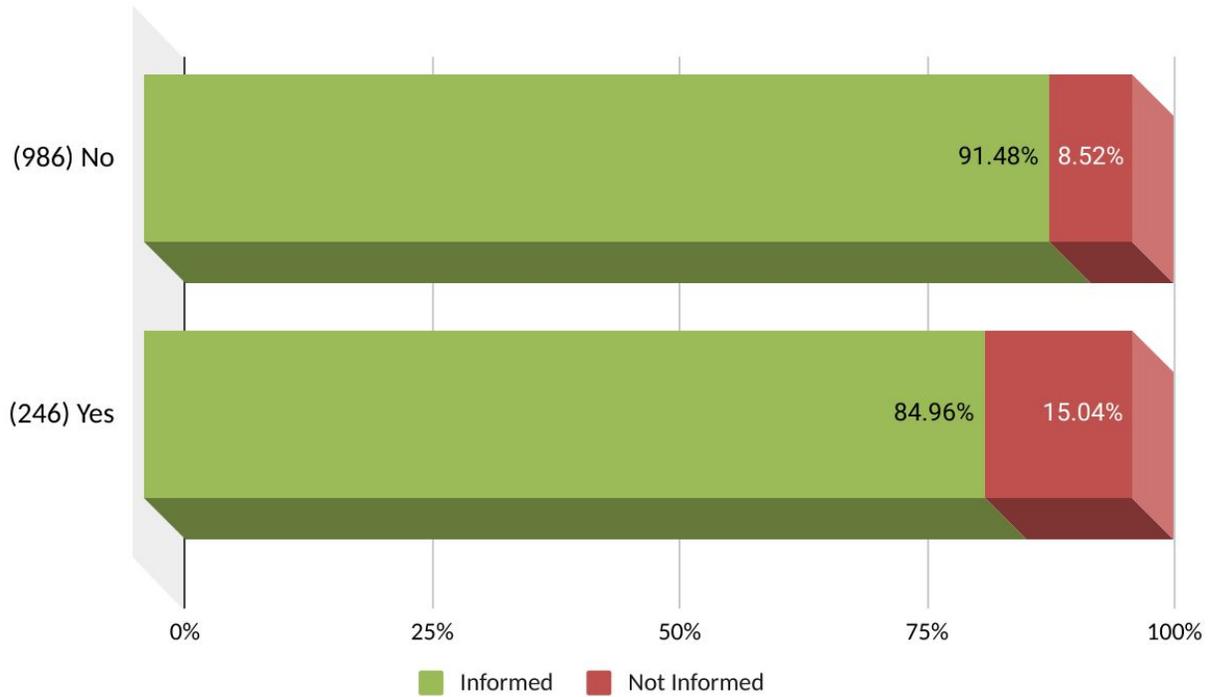
Age: what is your age group? (Base 1292)



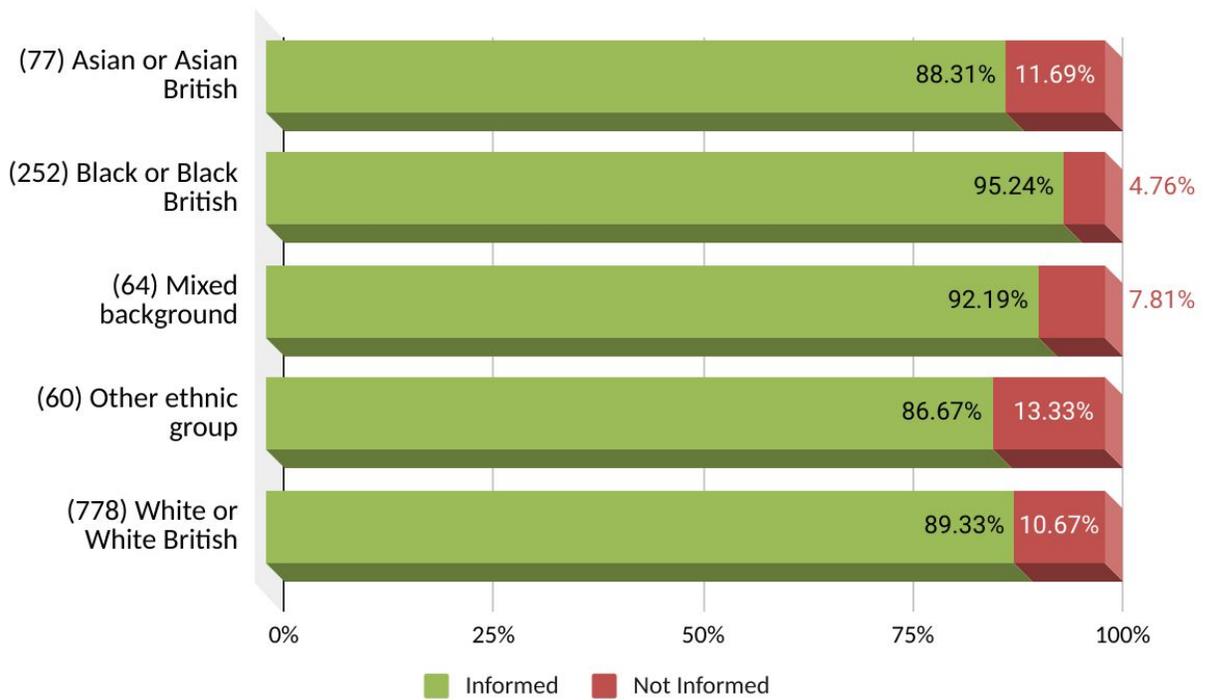
Gender: Are you (Base 1159)



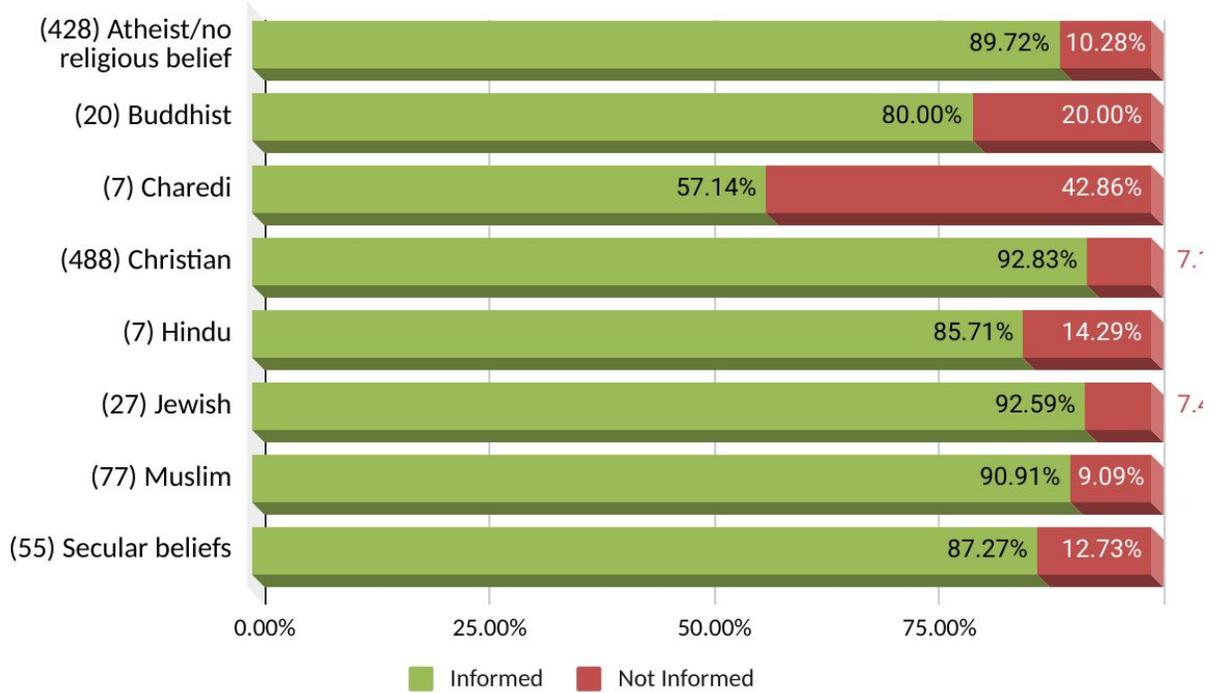
Do you have a disability? (Base 1232)



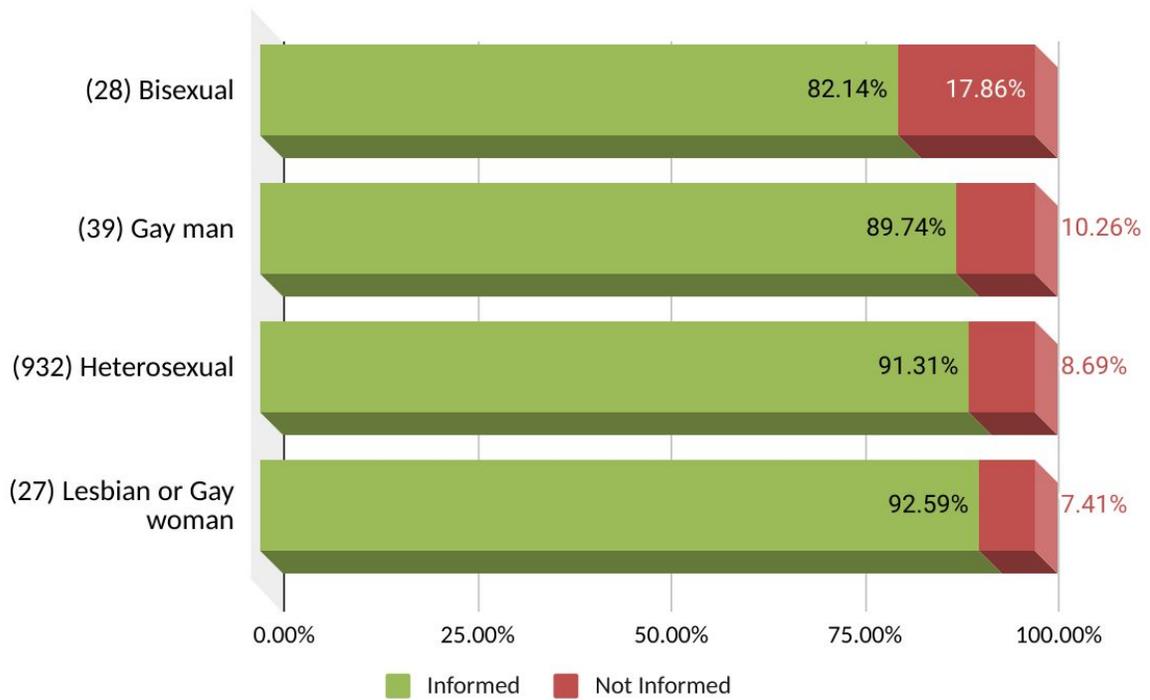
Ethnicity: Are you... (Base 1231)



Religion or belief: Are you or do you have... (Base 1109)

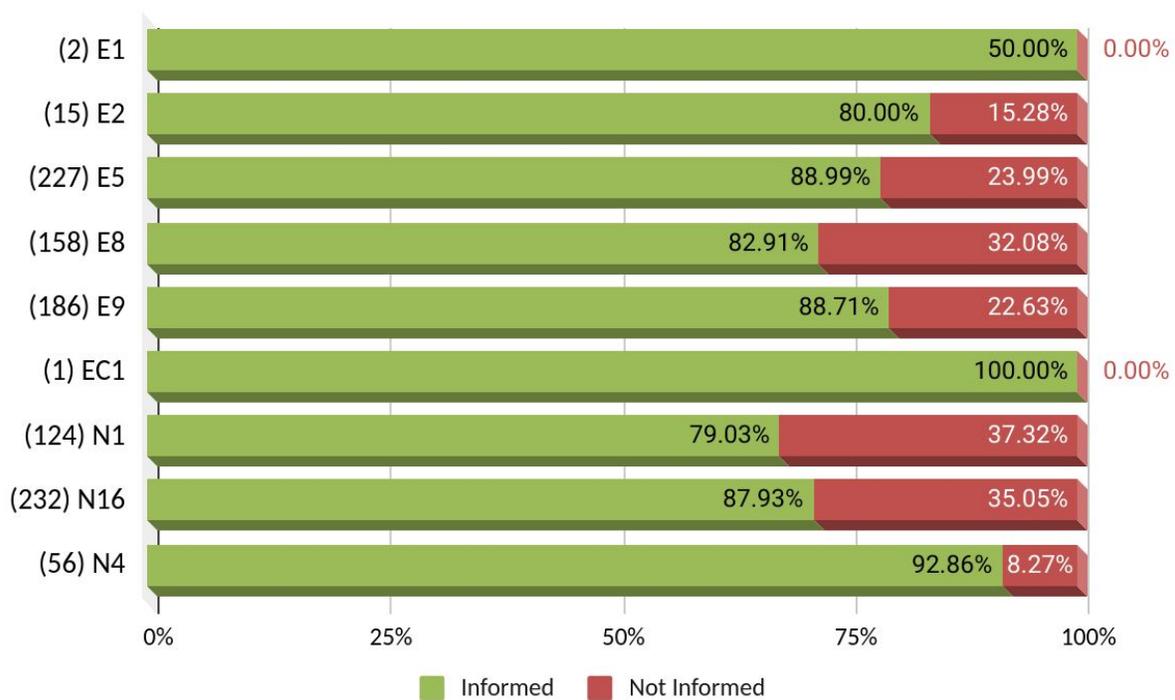


Sexual orientation: Are you... (Base 1026)

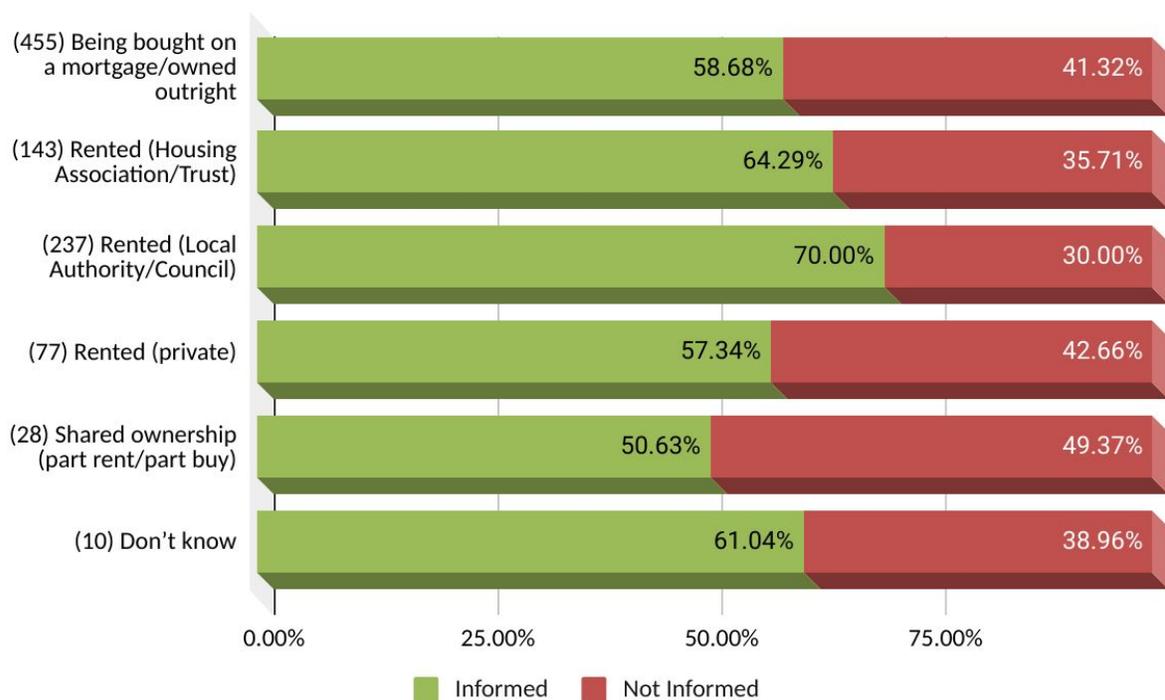


Cross-tab Analysis - “About You” by “Q6. How well informed, would you say, Hackney Life keeps you about council services and events?”

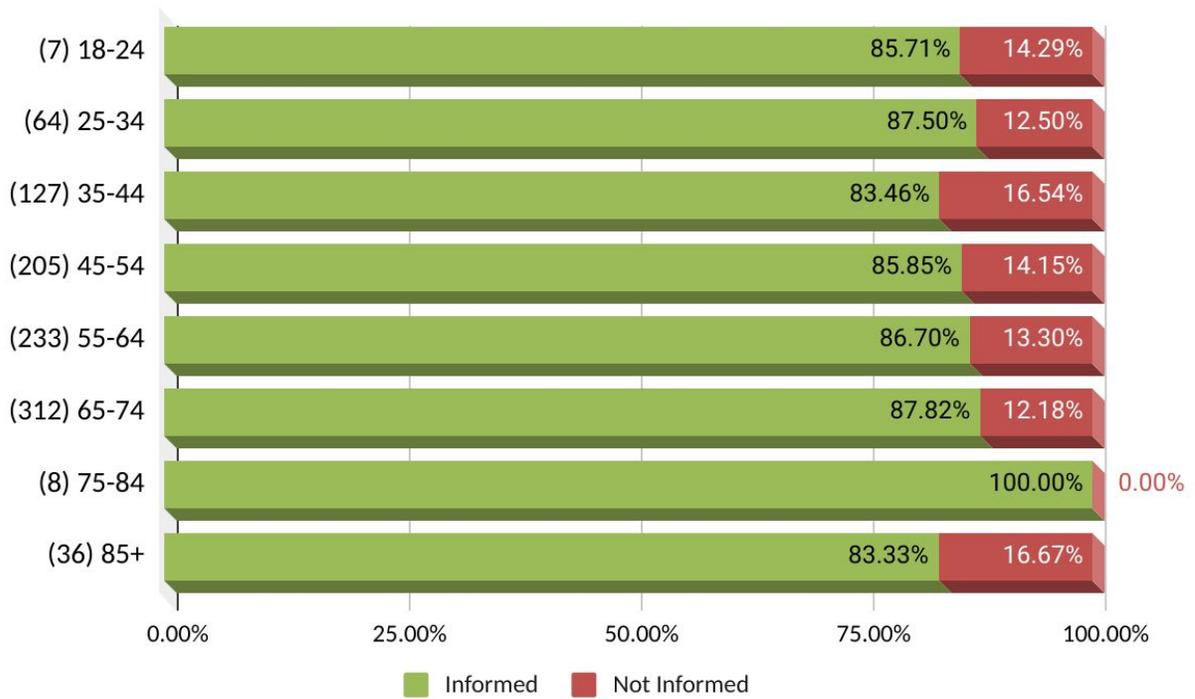
What is your postcode? (Base 1001)



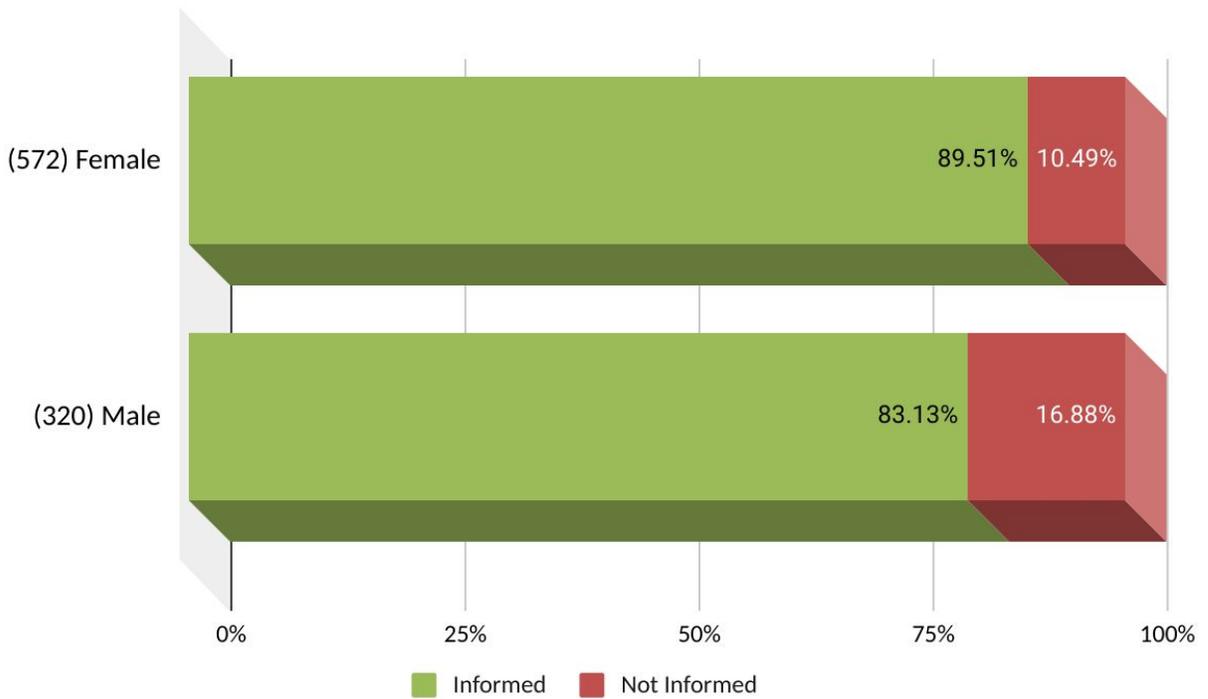
Housing Tenure: Which of the following best describes the ownership of your home? (Base 950)



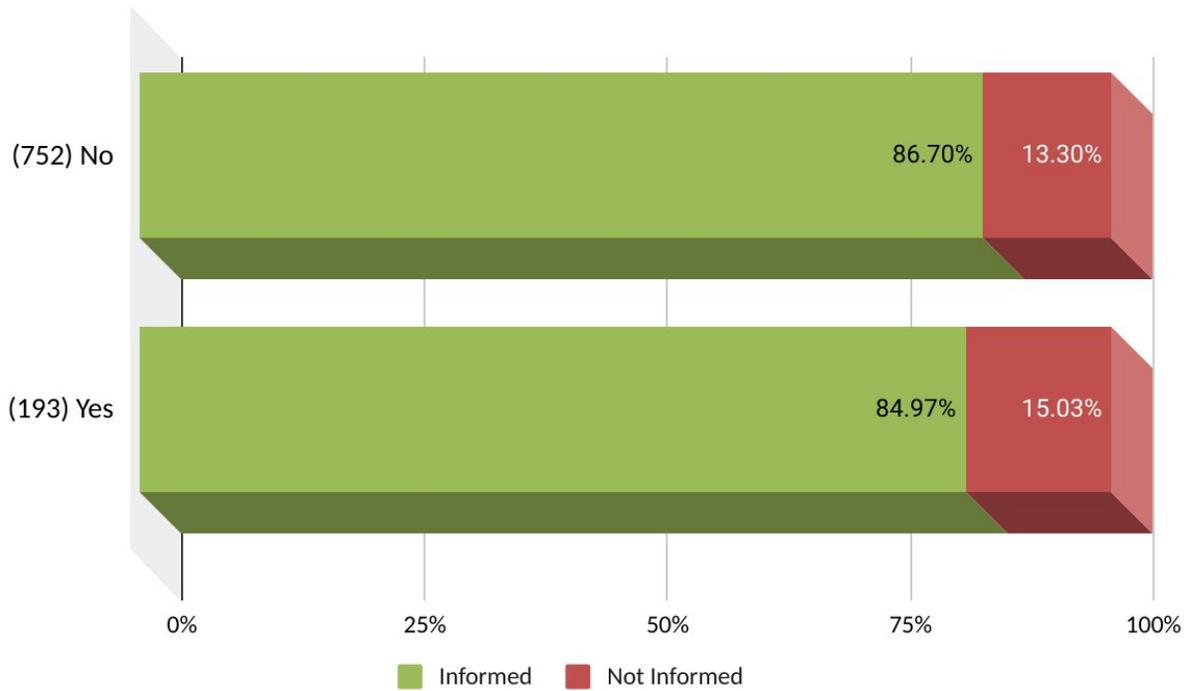
Age: what is your age group? (Base 992)



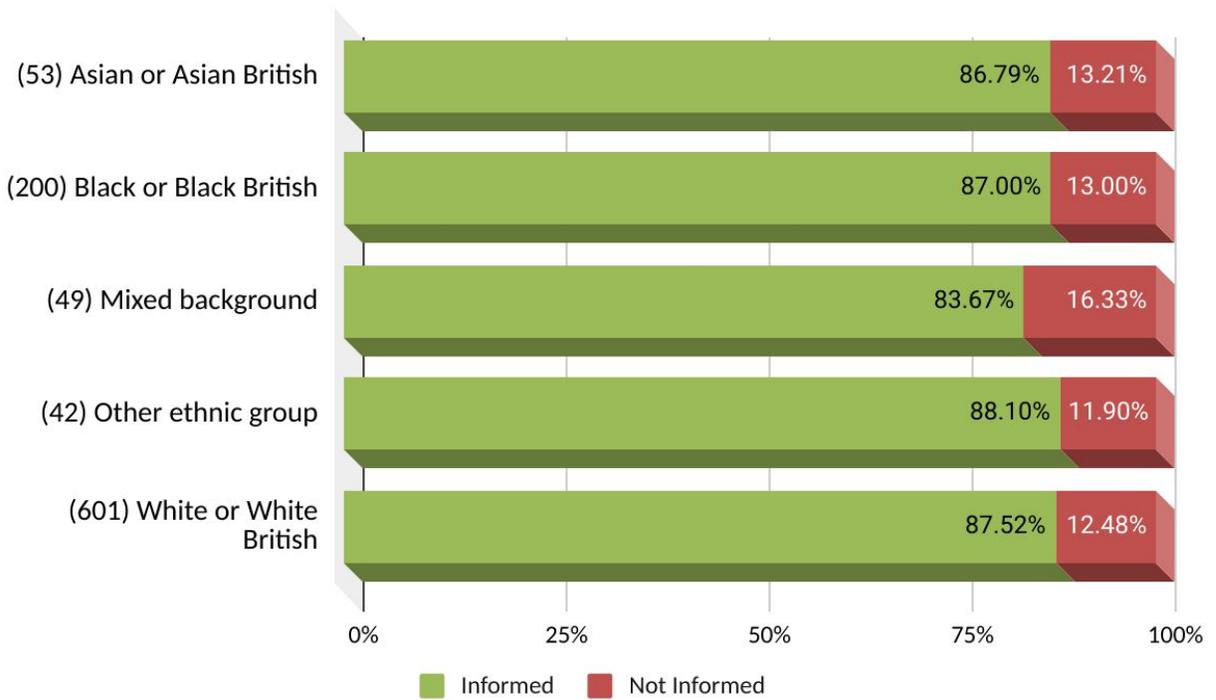
Gender: Are you (Base 892)



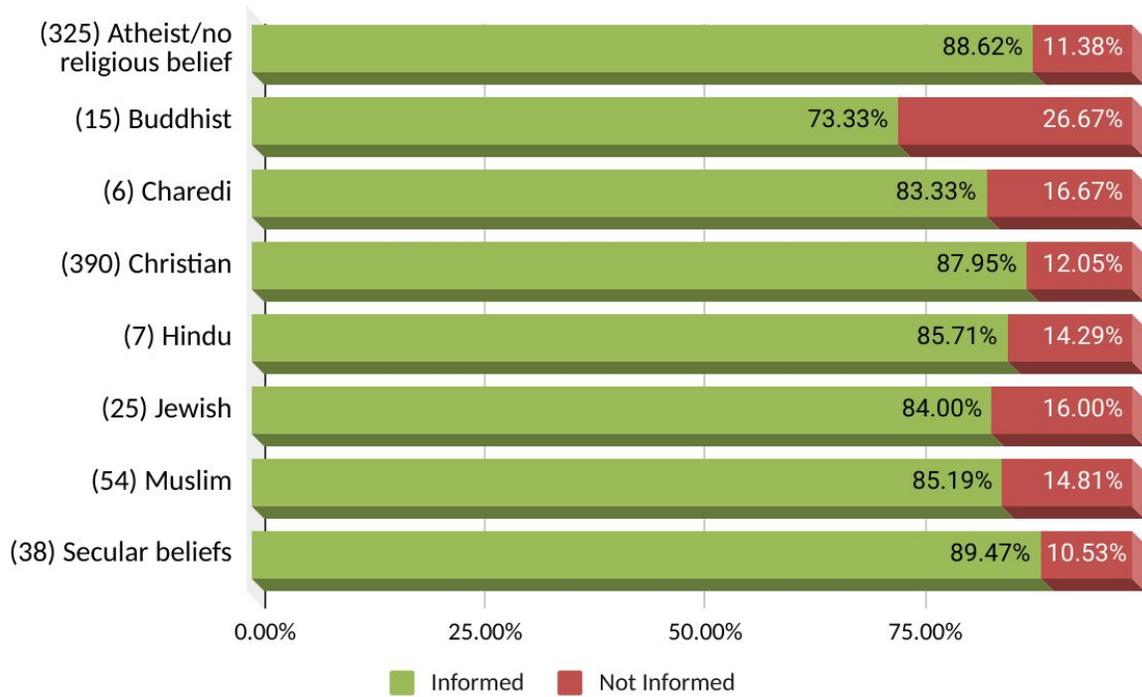
Do you have a disability? (Base 945)



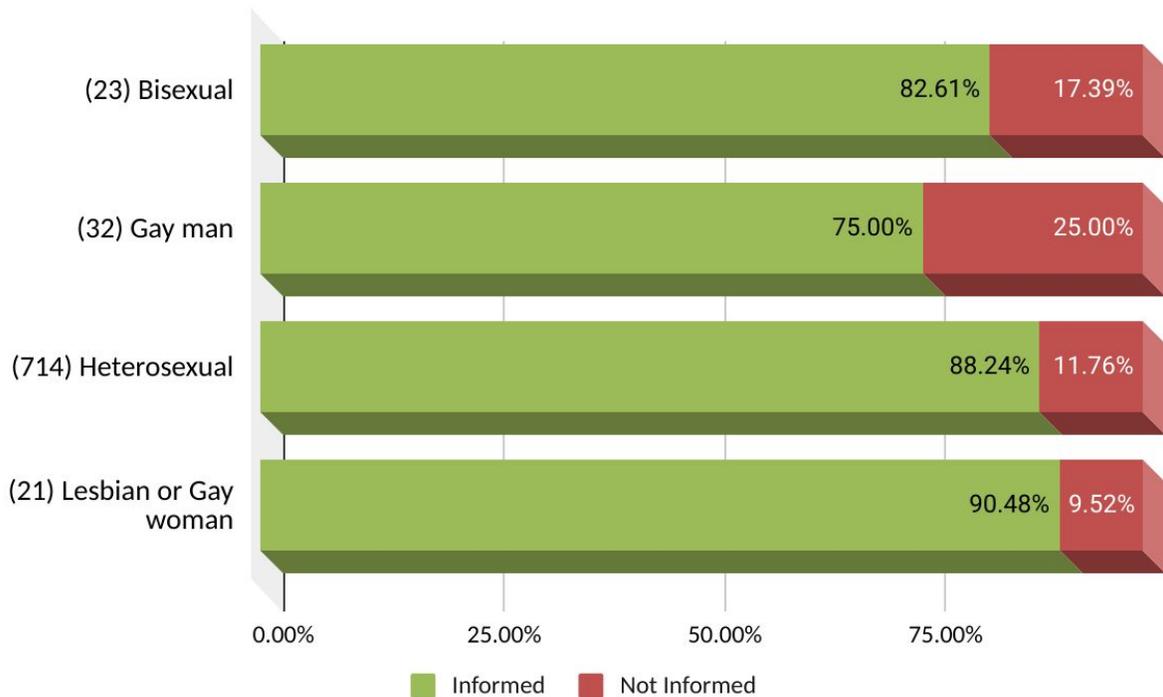
Ethnicity: Are you... (Base 945)



Religion or belief: Are you or do you have... (Base 860)

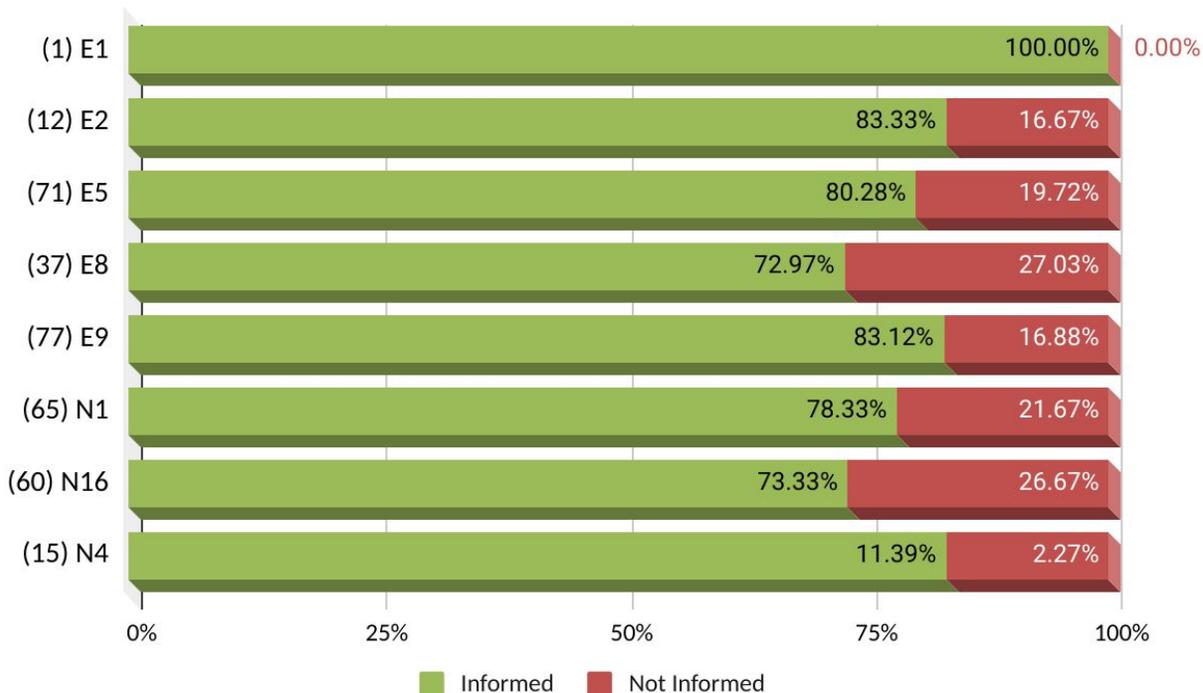


Sexual orientation: Are you... (Base 790)

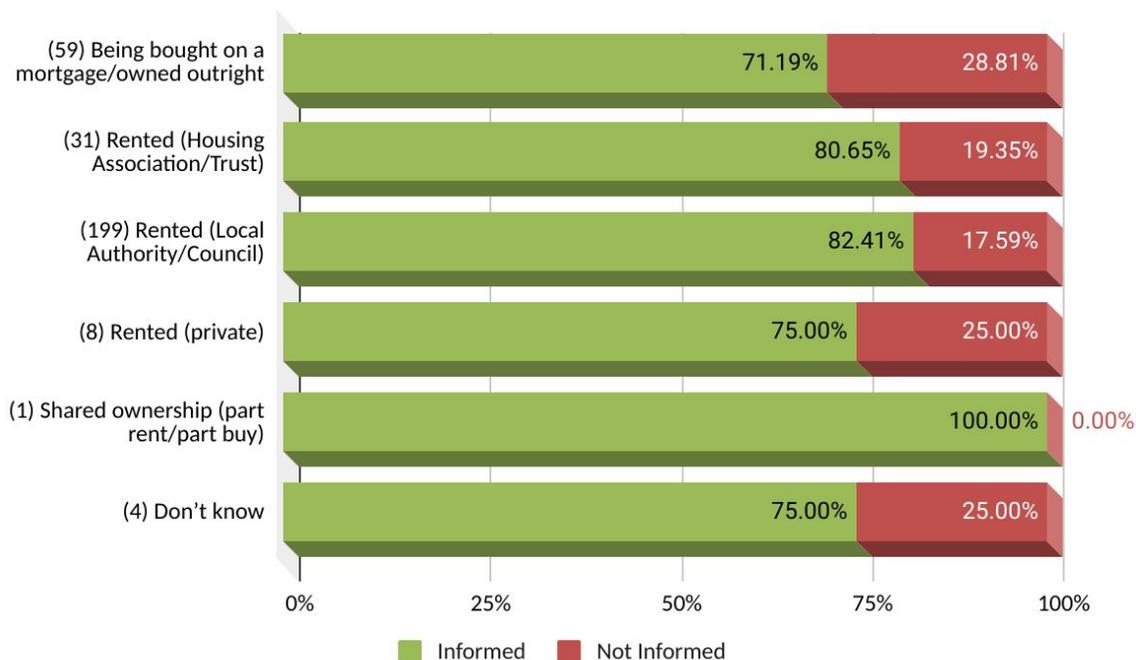


Cross-tab Analysis - “About You” by “Q11. How well informed, would you say, “Our Homes” keeps you about local news, information, events and Hackney Housing Services?”

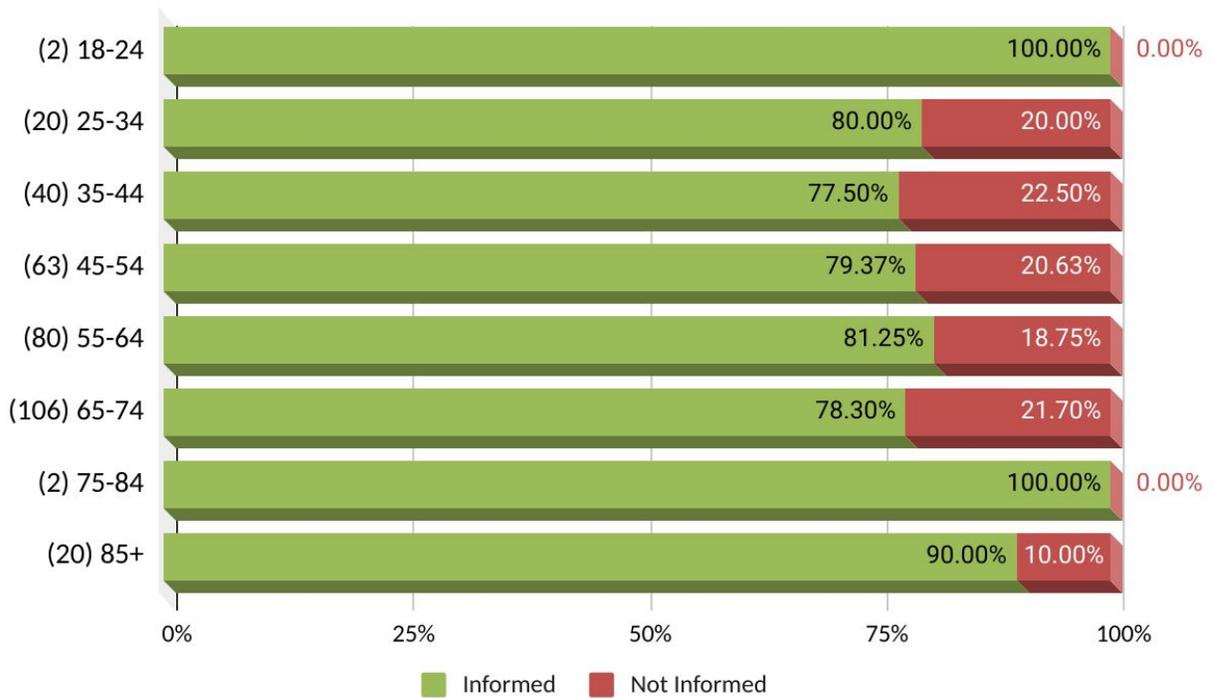
What is your postcode? (Base 338)



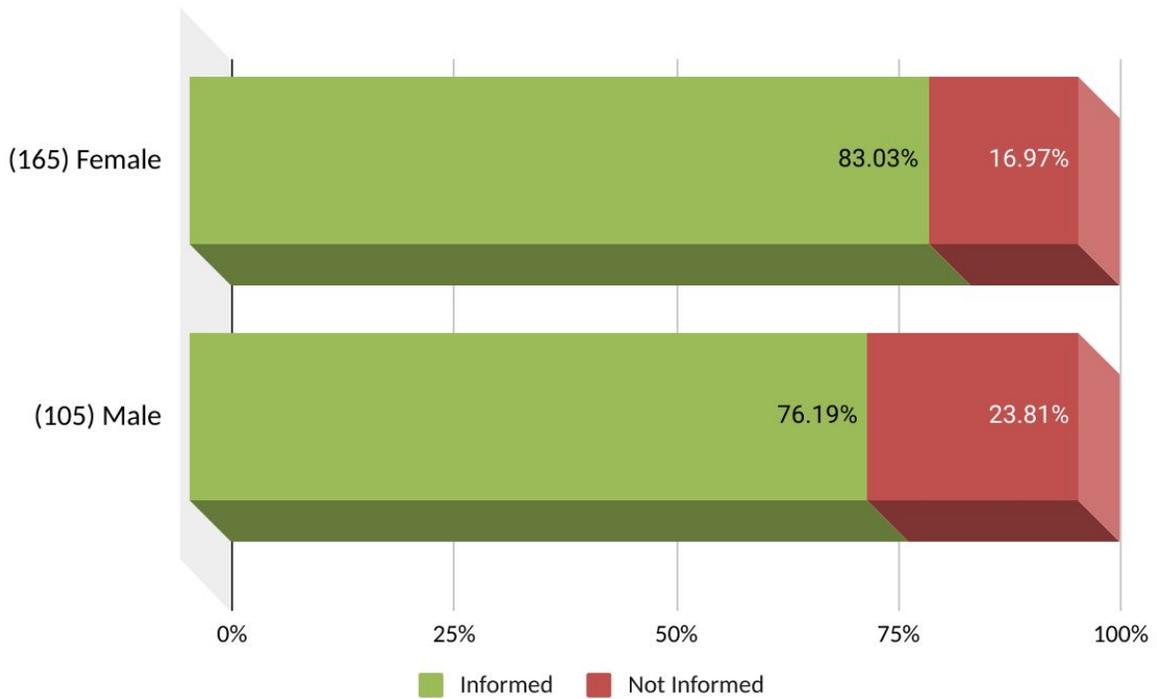
Housing Tenure: Which of the following best describes the ownership of your home? (Base 302)



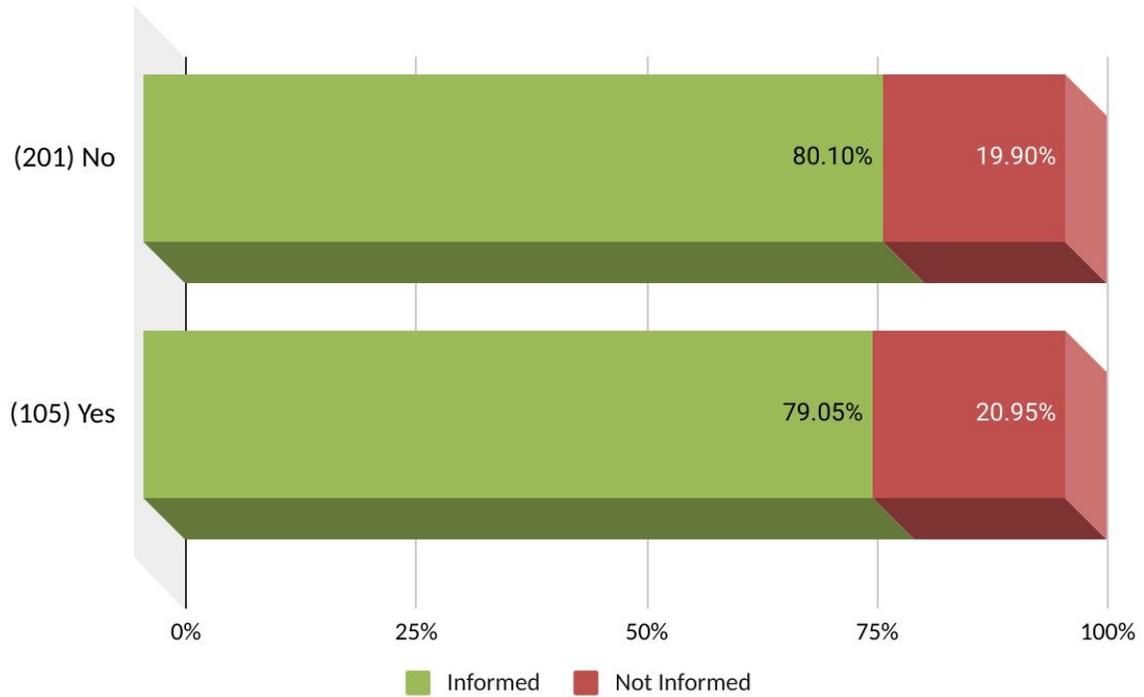
Age: what is your age group? (Base 333)



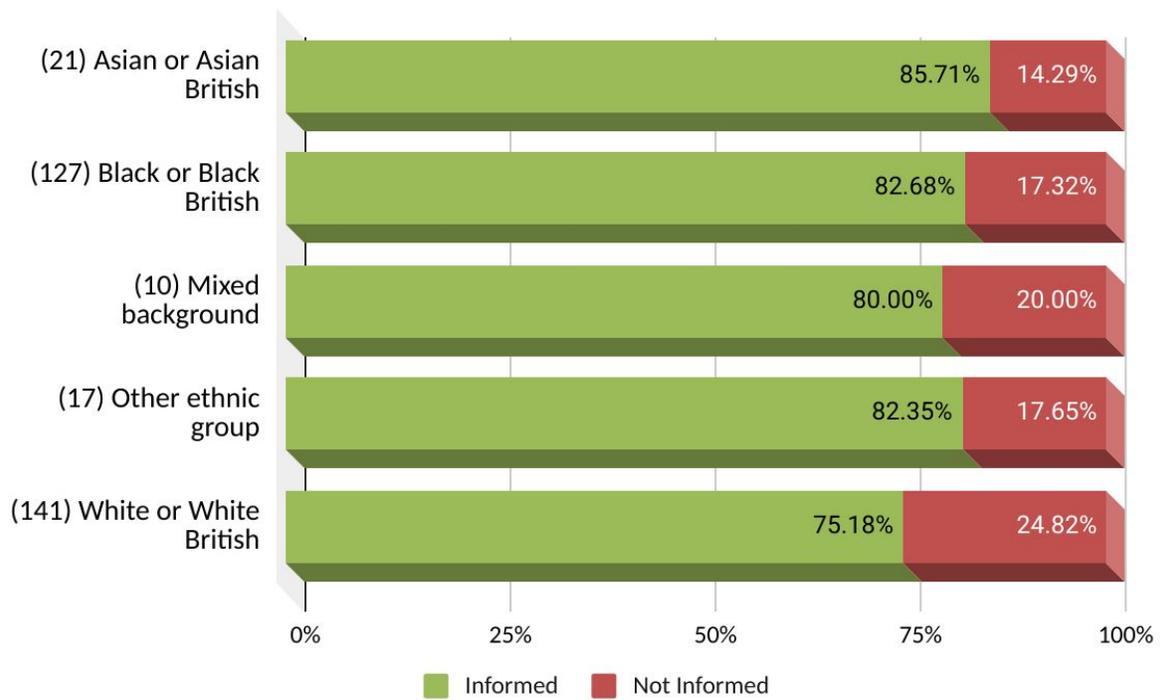
Gender: Are you (Base 270)



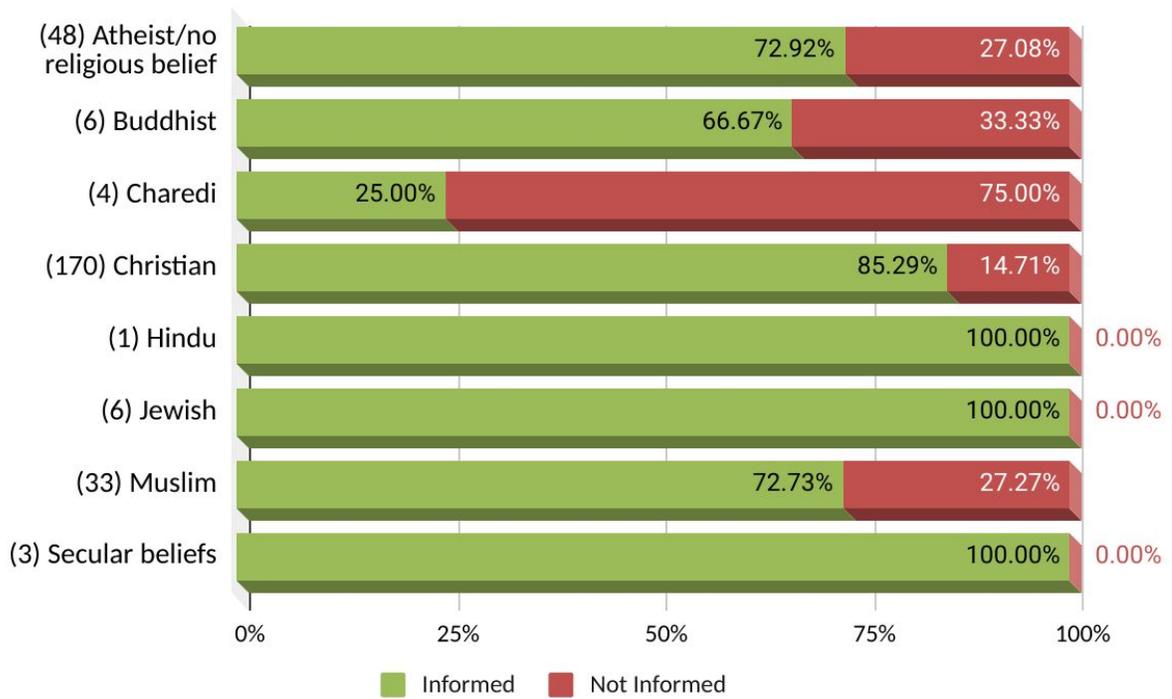
Do you have a disability? (Base 306)



Ethnicity: Are you... (Base 316)



Religion or belief: Are you or do you have... (Base 271)



Sexual orientation: Are you... (Base 230)

