

“Love Hackney” Consultation

Summary Report

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Introduction

'Love Hackney' is the Council's new publication which replaces 'Hackney Today', 'Hackney Life' and 'Our Homes'.

The motivation behind creating one magazine was to make communicating with their residents more streamlined, and to create a stronger brand recognition.

The Council have worked with residents' feedback to produce a magazine that they are confident has a much stronger brand identity and contains all the elements their residents need and like, but they are really keen to hear the residents views now that a few issues have been released, so they can ensure it is a popular and useful magazine they intend it to be for residents.

Methodology

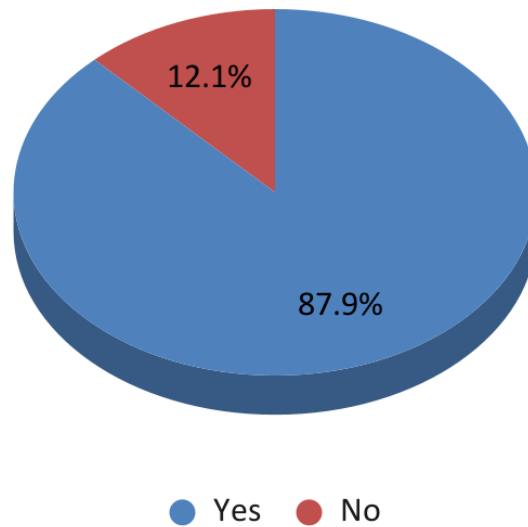
The survey was online via Citizen Space for a 12 week period from 24 November 2022 until 27 February 2023.

Response rate

A total of 33 respondents took part in the survey.

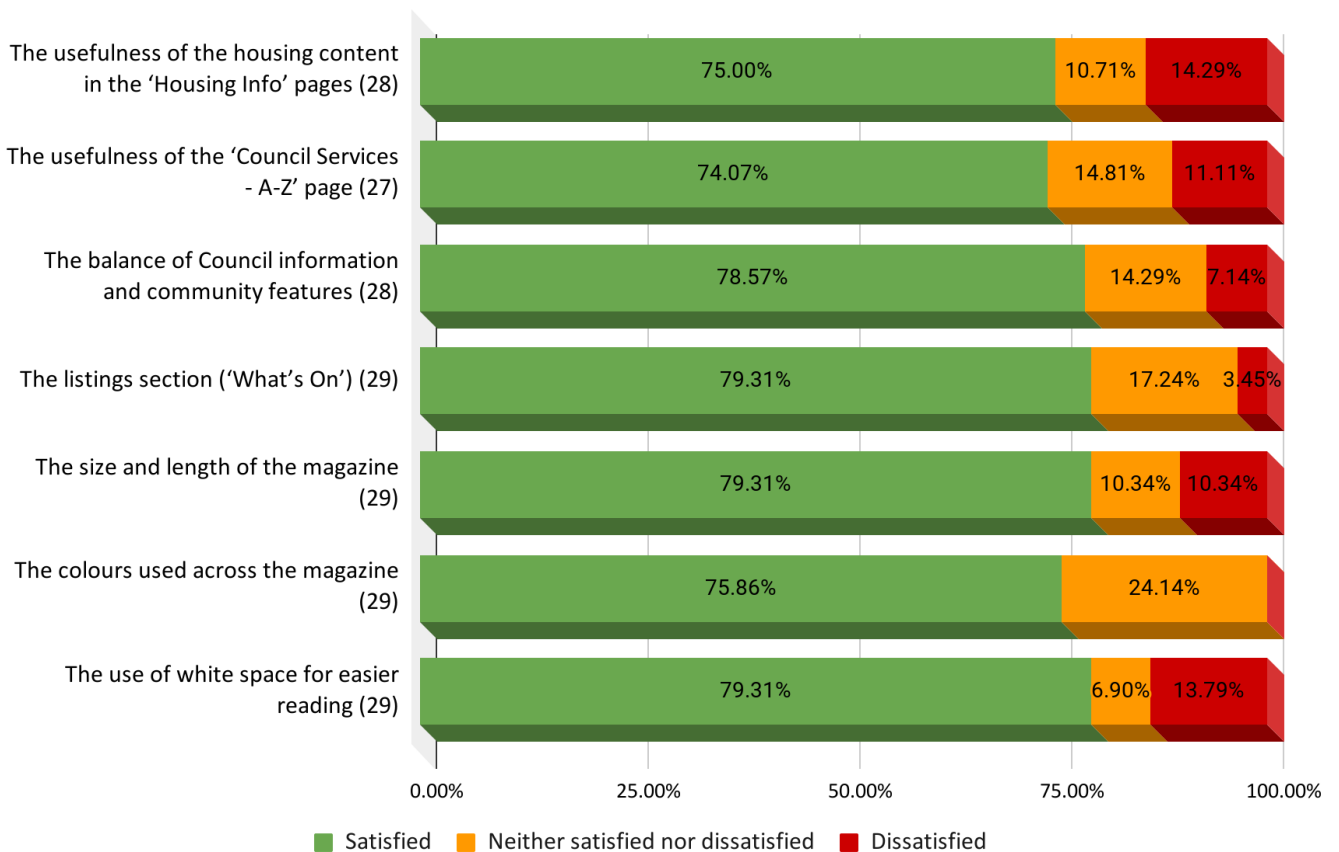
Overview of results

Q1. Have you read Hackney Council's new publication 'Love Hackney'? (Base 33)



The majority of respondents stated that they have read 'Love Hackney' (29 - 88%), with only 4 respondents stating that they have not (12%)

Q2. How satisfied or dissatisfied are you with the following aspects of Love Hackney:



The majority of respondents were satisfied (very satisfied and fairly satisfied combined) with the different aspects of the magazine. There is an average satisfaction of 77.35% across all options which accounts for over three quarters of respondents.

Do you have any comments in regards to your responses above? (14 comments)

- **Positive comments:**

- A well designed, very informative and interesting paper. Reading through all the achievements of both the Council and all the residents made me even more proud to live in Hackney than I already was!
- Amazing
- I think replacing the 3 old publications with this one is excellent as is the name. I love the smaller size and I'm now more likely to hang on to this new publication which has so much information rather than throw it out after reading as I used to do. Great improvement!
- Like the compact size of the paper.
- Thanks
- Ticking all the "very satisfied" boxes as I think the new layout is great all round. I don't necessarily need (or read!) all the sections but what I read was easy to navigate and very informative.

- **Negative comments:**

- 1 - irregular arrival / availability - only seen TWO issues so far, only one of those delivered (postcode E9 5EL). 2 - poor colour contrasts - pale colour text on pale colour backgrounds, only readable with great difficulty, and I have reasonable eyesight for my age (I'm 71). 3 - too much everything is wonderful.
- Design was too hard to read - takes a lot of mental energy - and therefore is not accessible.
- I believe Love Hackney is largely a council propaganda machine which does not report or cover up anything negative from the point of view of Hackney people in the council's priorities and performance.
- I found the use of the backpage to advertise an estate agent's offer with houses in Hackney priced at a million in the context of an editorial featuring the housing crisis particularly insensitively. I'd rather see the backpage used for more supportive info and not to have these types of adverts at all!

- **Suggestions:**

- Please add a date to the magazine cover! It doesn't have the publication date/ month and it gets me confused.
- Seems to be a lack of the council tackling issues related to failed projects such as the Hackney fashion hub; and the modernisation of the Tesco site which has been under consultation for years but the council is yet to reveal a material plan. Would be good to include where the

council is investing to address things that haven't gone quite so well vs applauding a reduction of traffic in LTN's which isn't really news.

- The only council services that I have a direct impact on my life are bins and policing. I don't have children. I don't have adult social care needs. I am not on benefits. More information about local events with greater notice. Information about things that have happened in Council meetings would be great.
- Would be great to also include a regular feature on 'Hackney Social Founder of the month' - I can do this for you - www.socialfounder.org

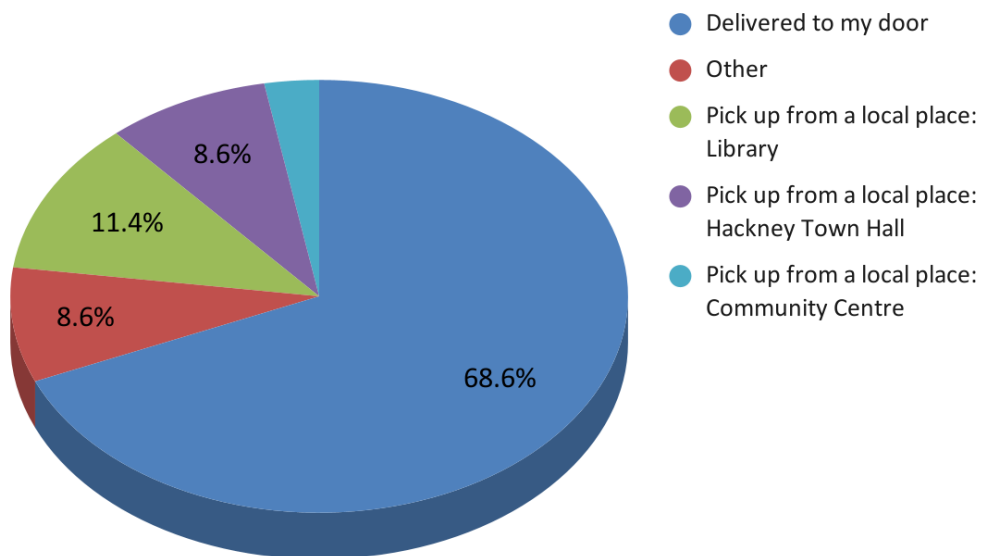
Q3. Please rank your top 3 sections of the magazine:

<u>RANK 1 - Base 28 responses</u>	<u>RANK 2 - Base 28 responses</u>	<u>RANK 3 - Base 26 responses</u>
<u>Top 2</u>	<u>Top 3</u>	<u>Top 2</u>
Council information (6)	What's On (5)	Green (6)
What's On (6)	Hackney People (4)	Message from the Mayor (4)
	Green (4)	

Respondents were asked to rank 12 sections of the magazine and choose their top 3 sections.

The table above shows the top selections, with a minimum of top 2 for each ranking (rank 2 shows three sections due to the same number of responses for two of the sections).

Q4. How do you currently receive Love Hackney? (Tick all that apply) (Base 35)

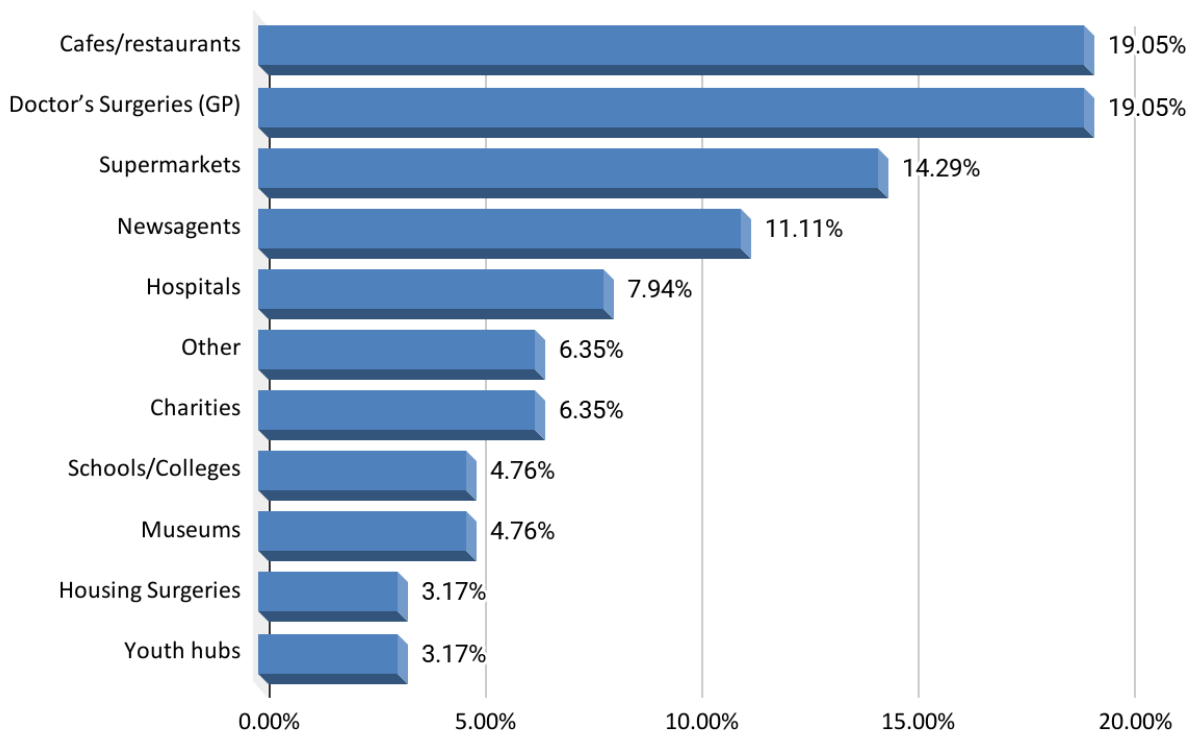


The majority of respondents, at just over two thirds, stated that they have received the magazine by post to their home (24). This was followed by pick up from a library (4), Hackney Town Hall (3), other (3 - see below) and community centre (1).

If Other, please specify: (3 comments)

- I wish I could have it delivered. I read it online for the survey. Used to get Hackney Today delivered.
- Only one delivered, other one found in GP practice
- Sometimes they are delivered to our charity's office so we can supply it to our clients.

Q5. Where else would you prefer to receive Love Hackney if it was available at other local places near you? (Choose 3 options only) (Base 63 responses)



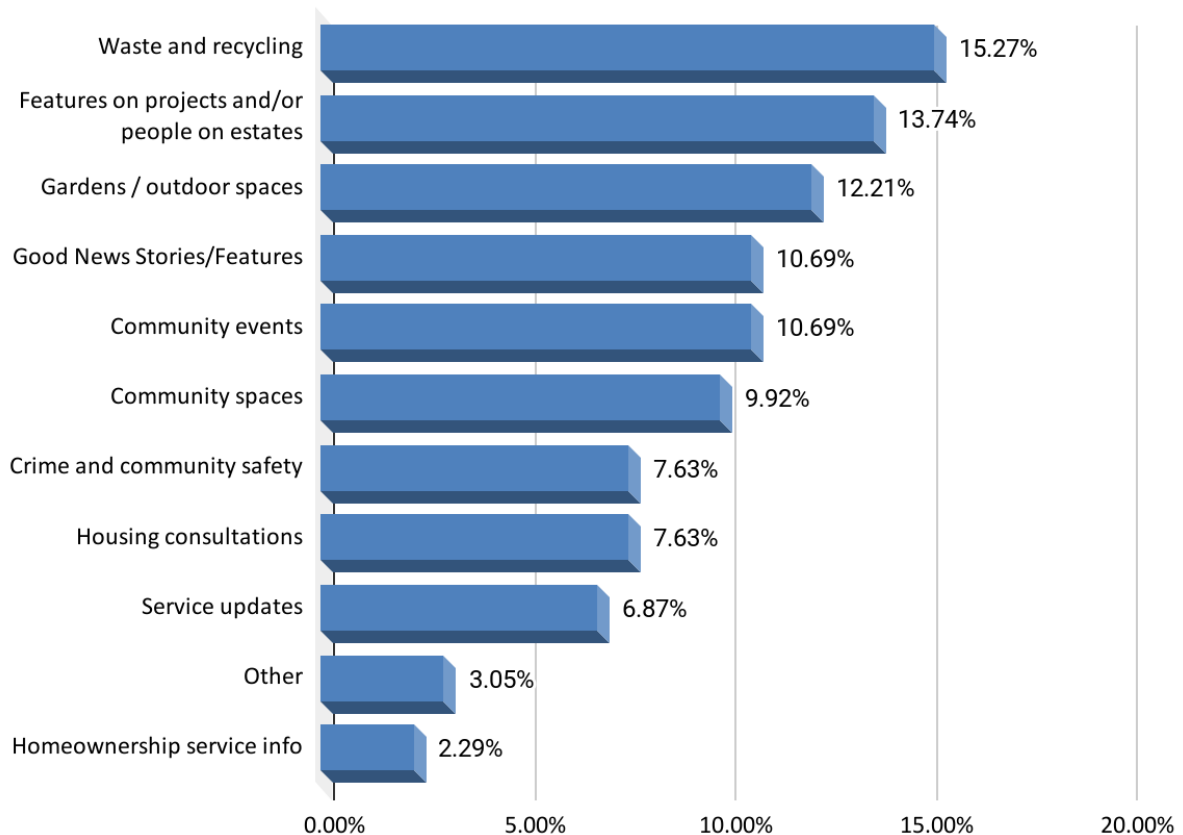
The top two choices of local places where respondents could pick up a copy of Love Hackney are cafes/restaurants and Doctor's surgeries (12 responses each). This was followed by supermarkets (9), newsagents (7), hospitals (5), other (4 - see below), Charities (4), schools/colleges (3), museums (3), Housing surgeries (2) and youth hubs (2),

If Other, please specify: (7 comments)

- Local train stations
- Pharmacies
- Tower Theatre

- Local corner shops
- Carib Eats Canteens
- Local cafes/coffee shops would be a good idea
- Libraries

Q6. What topics would you like to see covered in the housing pages?
 (Tick all that apply) (Base 131 responses)



The top three topics that respondents would like to see covered in the housing pages of the magazine are waste and recycling (20), features on projects and/or people on estates (18) and garden/outdoor spaces (16).

If Other, please specify: (9 comments)

- 1. Advice from actual professionals. E.g., legal advice about housing from housing solicitors - like FAQ related to housing they receive - or the current housing issues that many face but don't know their rights about. 2. Free events/ classes/ etc. More educational opportunities offered to adults. 3. Community spaces - places where people can go for advice, company, info, or just relax without having to worry about paying for it"
- A section showing the hurt the council has done to Hackney residents, especially a list of when it is found guilty of wrongdoing by a judge or the Ombudsman. Hackney Love does not reflect the pain and misery residents are

out through by Hackney council services. Enough with the hypocrisy and this newspaper being used as a propaganda tool to pretend everything the council and mayor do is perfect. We need transparency and accountability.

- Info on waiting list for council housing
- Info/reminders re H&S issues eg Fire Safety
- Keep up-to-date on transport issues in the Brough and services to key destinations. TfL are in the smelly brown stuff and being forced to cut operations, The big bus cut 'CONsultation' in the summer will still happen as the newly-found £25m will not go far. We need to keep pressing to save buses, the key transportation mode in Hackney and elsewhere in London, and no matter what warm words issue forth, CrossRail 2 is at least 30 years away, if at all.
- More about leaving things outside. No good for the environment. No good for Hackney picture
- The council should raise their spending on repairs and refurbishment and stop building on already overcrowded estates.
- What's going on in the borough is of interest to me.

Q7. What would you like to see more of in Love Hackney? (18 comments)

- A section showing the hurt the council has done to Hackney residents, especially a list of when it is found guilty of wrongdoing by a judge or the Ombudsman. Hackney Love does not reflect the pain and misery residents are out through by Hackney council services. Enough with the hypocrisy and this newspaper being used as a propaganda tool to pretend everything the council and mayor do is perfect. We need transparency and accountability.
- Action on climate emergency. Active travel and public transport information. Local businesses / projects feature e.g. furniture restoration
- Council info
- Features of the work of Community Leaders sharing their journey
- It would be great to see some more preview information about shows at the Tower, our local community theatre 😊
- Mentioned earlier, where projects have not gone so well (fashion hub, lack of development at Tesco site) and where the council plans to make major investments in Hackney's streets and markets (such as the narrow way) and tackle the congestion on Hackney's artery roads like Mare St (Hackney Central); Hackney Downs, Homerton High St etc.
- More about encourage people recycle, upcycled, reuse
- More jobs
- Nature/ biodiversity in the borough.
- No idea. More human interest stories.
- Nothing I think it's great
- Ordinary people, especially working class people voicing their problems and requirements of the council. A letters page where people can make critical comments to counter the endless false stream of good news stories.

- Readable material, better contrasts in layout and less 'everything is wonderful'. It ain't, we know it and you aren't being realistic. Bad news is still necessary to know, not dressed up as good.
- Readers' letters. Children's art. Poetry / short stories by local people.
- Truth, not propaganda.
- Visuals, more maps that show what is happening and where. This magazine is particularly useful for older people and people who do not go online as much so being aware of this and incorporating information for this group, including comments on what activities and services are available to go to see in person.
- Would be great to include a regular feature on 'Hackney Social Founder of the month' - I can do this for you - see the items about Hackney Social Founders in www.socialfounder.org - in the Featured Founders section, News, Events etc.
- Wouldn't want it to be too many pages so I think it's already got a good range and mix of topics.

Q8. Do you have any other comments? (15 comments)

- **Positive comments:**

- Generally a good local newspaper; lots of interesting features.
- I enjoy the update to the Hackney today in terms of size and look. Monthly is good. It would be great to have a copy online that easily allows you to copy and paste some of the vital text to be able to share with others, for example a listing that could be sent by text message to a resident?
- I really value this magazine and would love it to be delivered if possible. I feel I have missed out since Hackney Today stopped arriving. I am a home-owner - is it just for council residents perhaps? I was born and brought up in Hackney in a council flat and have lived in social housing almost all my life (60 years of it so far) - until just a few years ago. Thanks to all those involved in this magazine.
- Just thanks for your time
- Keep up the good work and well done on the new layout!
- Provides a good mix of content. Important to have a source of council information available for those who are not able to easily access it online.
- Thanks
- There is some excellent work being done, shedding some positivity in these difficult times. Well done.

- **Negative comments:**

- I don't think this newspaper delivers good value for money. I think the local papers Hackney Gazette and Hackney Citizen could provide the same or better service if statutory announcements were delivered through them instead with better editorial which wouldn't come across as bland council propaganda.
- The intensely jolly reporting and photographs which do not correspond

with people's real life experiences is very irritating. I imagine a lot of people don't read it for that very reason.

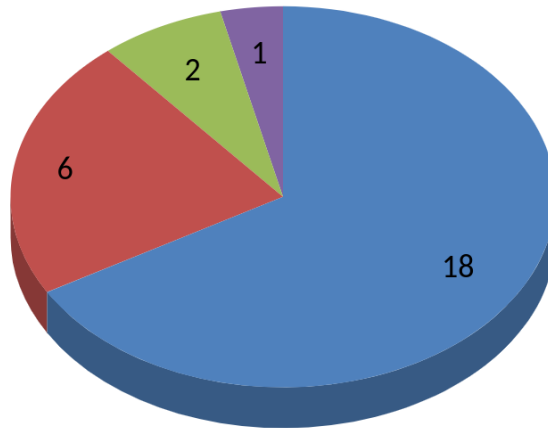
- The paper is not always delivered to my property so I would like the council to ensure the distributors are accountable for delivery to every property.

- **Neutral/Suggestion comments:**

- Hire someone who has experience with Accessibility. Like simpler designs for those with reading issues.
- I think the Hackney Gazette probably covers what I actually want to know about what's going on in Hackney. Why does Love Hackney need to be a separate thing outside of the council's usual website?
- Please continue to support Hackney Citizen - this is a great community newspaper.
- What are the delivery arrangements to doors? Only one of the five issues has arrived at E9 5EL.

About You

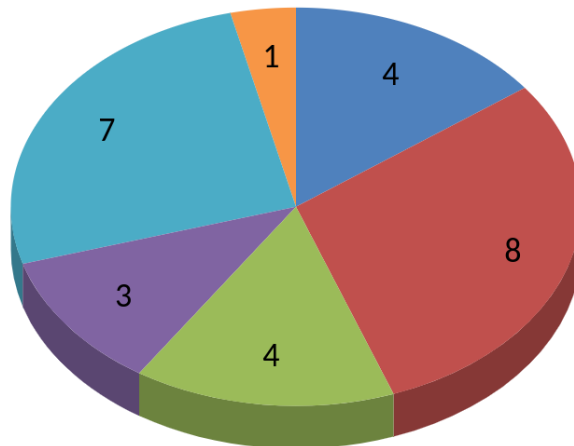
Gender: Are you... (Base 27)



● Female ● Male ● Prefer not to say ● Non Binary

The majority of respondents stated that they were female (18), followed by male (6), prefer not to say (2) and non-binary (1)

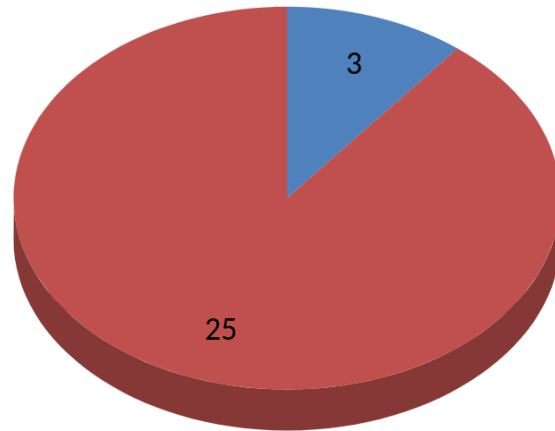
Age group: Are you... (Base 23)



● 25-34 ● 35-44 ● 45-54 ● 55-64 ● 65-74 ● 75-84

The age group with the highest number of respondents was 35-44 (8), closely followed by 65-74 (7), 45-54 and 25-34 (4 each), 55-64 (3) and 75-84 (1).

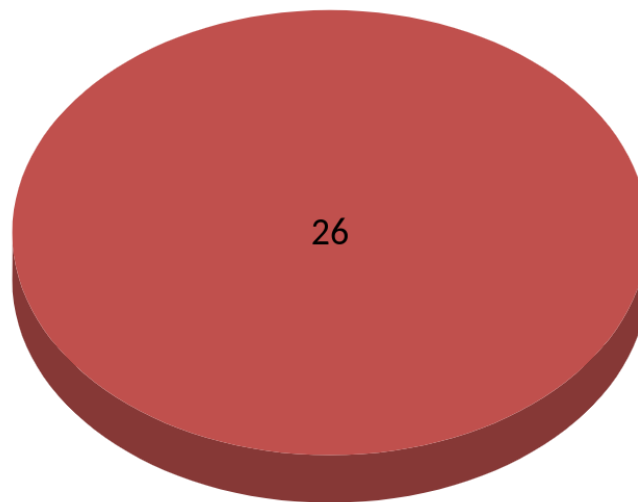
Disability (Base 28)



● Yes ● No

The majority of respondents stated that they did not have a disability (25), with only 3 respondents stating that they do.

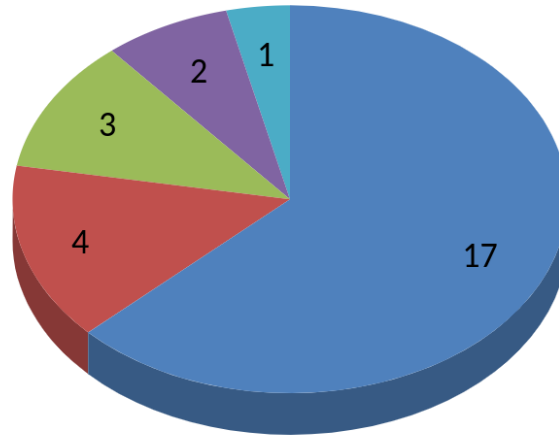
Caring responsibilities (Base 26)



● No

All respondents stated that they did not have a caring responsibility.

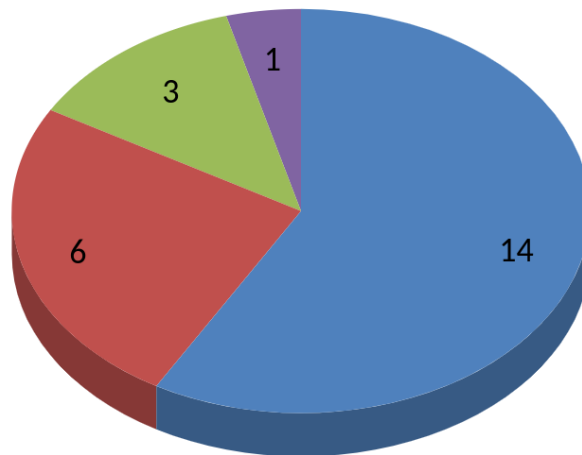
Ethnicity: Are you... (Base 27)



- White or White British
- Other ethnic group
- Mixed background
- Black or Black British
- Asian or Asian British

The majority of respondents stated that they were white or white British (17). All others accounted for a much smaller number.

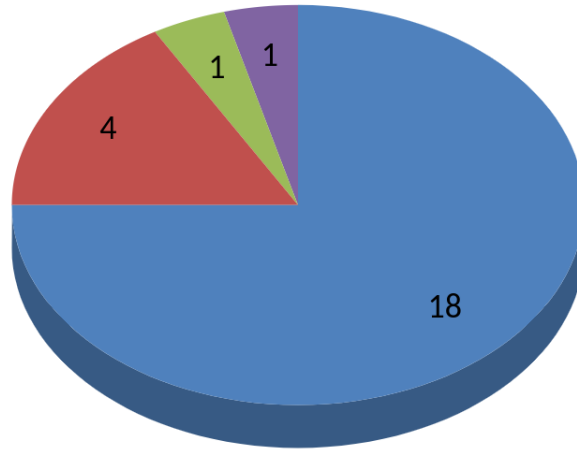
Religion: Are you... (Base 24)



- Atheist/no religious belief
- Christian
- Secular beliefs
- Buddhist

The majority of respondents stated that they were Atheist/no religious belief (14), followed by Christian (6), Secular beliefs (3) and Buddhist (1).

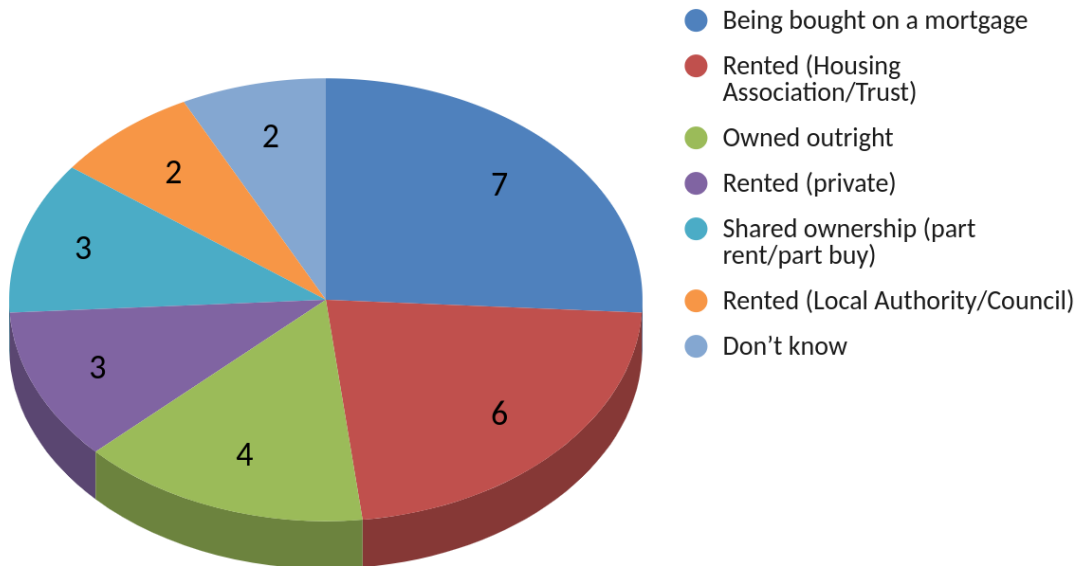
Sexual orientation: Are you... (Base 24)



● Heterosexual ● Bisexual ● Gay man ● Lesbian or Gay woman

The majority of respondents stated that they were Heterosexual (18), with all others accounting for a much smaller number.

Housing Tenure: Which of the following best describes the ownership of your home? (Base 27)



The tenure with the highest number of respondents was those who have a home being bought on a mortgage (7), followed by rented from a Housing Association/Trust (6), owned outright (4), rented privately and shared ownership (3 each), rented from the Council and don't know (2 each).