

Citylife survey Views of city residents

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Executive Summary

- During April–May 2009 Citylife survey questionnaire was issued via the Citylife magazine. The questionnaire was also sent to Residents' Panel and the questionnaire was also available on the City Council's website.
- 795 responses to the questionnaire were received. 51% of respondents had completed the survey via the Citylife magazine. 38% of questionnaires were completed by the members of Residents' Panel and 10% of respondents completed the questionnaire on-line on the City Council's website.
- 76% of respondents received Citylife magazine regularly every two months and another 22% received it occasionally. 80% of respondents had received January–March 2009 edition of Citylife.
- Over three quarter (76%) of respondents read every issue and another one in five read most issues of Citylife.
- 52% of respondents said that there were enough articles about their area in Citylife.
- The majority 91% of respondents found Citylife useful and 95% enjoyed reading Citylife.
- 69% of respondents preferred the current tabloid size of Citylife magazine.
- 95% of respondents thought that the balance between pictures and text was about right. 89% were happy with the number of adverts in Citylife and 98% were happy with the use of colour in Citylife.
- Half of respondents knew that Citylife was available in large print and 43% were aware that Citylife could be accessed via the City council's website. However, fewer respondents were aware that Citylife magazine was available on audio tape or CD (25%) and podcast (16%).
- From 321 responding, the largest proportion of respondents felt that Citylife should include information on local area news (60), sports and leisure activities (27) and events (22). Respondents did not want to see party politics (16), advertising (12) and sycophantic articles (11) in Citylife magazine.
- Response rates were greater among the 50-64 age group (34%) and lowest from the over 75's (11%) and under 18s (1%). Among the respondents 66% were women and 34% were men.
- 96% of respondents indicated their ethnic origin as white and 2% as Asian or Asian British. A small number of responses were received from Mixed, Chinese and Black British.
- 34% of respondents indicated that they had a long-standing illness or disability.

1 Introduction

1.1 Citylife is the City Council's magazine for Newcastle residents. It is delivered six times a year to residents and businesses across Newcastle. It is also available to read or listen to on the website at www.newcastle.gov.uk/citylife. The magazine was launched in October 1999. The aims of the magazine are:

- To inform everyone living, working or visiting Newcastle about the work of the City Council
- To develop an awareness of the work being carried out by the City Council and its growing number of partnership organisations in the public, private and voluntary sectors
- To provide a more cohesive, cost-effective and comprehensive method of communicating key messages to everyone with an interest in the future of Newcastle.

1.2 The aim of the survey was to ascertain residents' views of Citylife on:

- the size of the magazine
- use of colour
- balance of adverts and features
- opinions regarding the Citylife magazine in general

2.0 Methodology

2.1 Citylife survey questionnaire was issued in Citylife magazine. This was distributed to all households and businesses in Newcastle during the last two weeks of April 2009. The questionnaire was also sent to 920 members of the City Council's Residents' Panel and the survey was also available on the Council's website between 15 April and 15 May 2009.

2.2 Overall 795 residents responded to the survey. As a sample was not drawn up prior to distribution, response rates cannot be indicated. However, 33% (304 out of 920) of Residents Panel members took part in the survey. 408 responses were received through Citylife magazine and 83 residents completed the questionnaire on the City Council's website.

2.3 This report describes the findings from the survey.

Notes

- All percentages have been rounded to the nearest whole figure and may therefore not total 100.
- Percentages have also been calculated excluding missing responses.

3 Results

3.1 Access to Citylife

3.1.1 How often residents receive Citylife

Just over three-quarters (76%) of respondents said that they receive a copy of Citylife every two months. A further 22% received Citylife occasionally and 3% stated that they had never received it. In general residents in North Newcastle are most likely to indicate frequent receipt, whilst residents in Westgate (47%) and Ouseburn (43%) are least likely to do so.

Table: 1

	Frequency	%
Every two months	592	76
Occasionally	170	22
Never	22	3
Total	784	100
Missing	11	1
Total	795	

3.1.2 Have you received the January to March 2009 edition of Citylife?

The majority 80% of respondents said that they had received the January to March 2009 edition of Citylife. Another 14% stated that they didn't receive it and 7% did not know. Again respondents from Westgate 40% and Ouseburn 52% wards were least likely to have received the January to March 2009 edition of Citylife.

Table: 2

	Frequency	%
Yes	625	80
No	106	14
don't know	53	7
Total	784	100
Missing	11	1
Total	795	

3.1.3 How often residents read Citylife

76% of respondents said that they read every issue of Citylife. 21% said that they read most issues of Citylife, and just a few (3%) never read it. As far as various areas in the city, there were not many differences. However, regular readers of Citylife are

more likely to be female (78%) than male (72%). The older the residents the more regularly they read Citylife (57% of under 34 years olds and 88% of over 65 years olds claimed to have read every issue of Citylife).

Table: 3

	Frequency	%
Every issue	600	76
Most issues	166	21
Never	25	3
Total	791	100
Missing	4	1
Total	795	

3.2 Contents of Citylife

3.2.1 Aspects of Citylife

Respondents were provided with a list of contents regularly featured in Citylife and were asked to select the ones they liked. As shown in Table 4 the largest percentage of respondents (81%) liked the information on community news, followed by what's on (78%), regeneration (68%) and recycling and environment (63%). Fewer respondents (29%) liked information on Council diaries and about one in 10 respondents did not like anything specific and preferred to just flick through.

Table: 4

	Frequency	% ¹
Community news	644	81
What's on	620	78
Regeneration in the City	537	68
Recycling and environment	504	63
Health and well being	466	59
Information about council services	468	59
Competitions	414	52
Community safety	387	49
Good news stories about council services	360	45
Older people	359	45
Questionnaires	289	36
Children and families	275	35
Council diary	229	29
None specific, just flick through	94	12

¹ Respondents could answer more than one option

3.2.2 Articles about your area in Citylife

Respondents were asked if there were enough articles in Citylife about their area. The responses that emerged were quite interesting and there was almost a half and half split between respondents. 52% of respondents said 'yes' and another 48% said 'no'. When further analysis was carried out, it was apparent that respondents from the same ward had different perceptions. However, in general comparatively more respondents from affluent wards thought that there were not enough articles in Citylife about their area. The following comment reflects this –

“Life doesn't revolve around the poorer areas of Newcastle. We all pay council tax and are entitled to equal coverage and information”

Table: 5a

	Frequency	%
Yes	388	52
No	364	48
Total	752	100
Missing	43	5
Total	795	

Table: 5b

Ward	No. of respondents	No. of people who said not enough information about their area in Citylife	%
Fenham	29	8	28
Benwell and Scotswood	42	14	33
Dene	27	9	33
North Jesmond	20	7	35
East Gosforth	31	11	35
Kenton	31	11	35
Blakelaw	34	14	41
Lemington	23	10	43
Byker	27	12	44
Walker	20	9	45
North Heaton	46	21	46
Westgate	15	7	47
Wingrove	34	16	47
Westerhope	25	12	48
Denton	33	16	48
Elswick	20	10	50
West Gosforth	48	24	50
South Jesmond	29	15	52
Newburn	27	14	52
Walkergate	25	13	52
Castle	36	19	53
South Heaton	30	16	53
Fawdon	33	18	55
Ouseburn	22	12	55
Woolsington	26	16	62
Parklands	21	15	71

3.2.3 Finding Citylife useful

The majority 91% of respondents who answered the question said that they found the information in Citylife to be useful; and just a few (2%) said that the information was not useful. Among the respondents, the female residents, who are the more active readers of Citylife, found the information in it to be useful (97%), slightly more so than their male counterparts (91%). Looking at the age groups of respondents most respondents (7%) from 35-49 years olds did not find the information in Citylife useful compared with other age groups.

Table: 6

	Frequency	%
Very useful	244	32
Quite useful	457	59
Neither	53	7
Not useful	10	1
Not at all useful	11	1
Total	775	100
Missing	20	3
Total	795	

3.2.4 Other information Citylife to provide

Respondents were asked what **other** information they would like Citylife to provide. 321 respondents answered producing a wide range of issues they would like Citylife magazine to cover. However, most respondents (60) would like to have news about their local area featured in Citylife, followed by sports and leisure activities (27); events (22), entertainment, arts and culture, and information on voluntary services (16). For a full list of responses see Appendix one.

Table: 7

Other information Citylife to provide	N=321²
Local news (news about my area)	60
Sports and leisure activities	27
Events	22
Entertainment	16
Arts & culture news	16
Voluntary services and charity organisations	16
Children's activities	15
Public transport timetables & changes	14
Elderly issues	12
None specific fine as it is	12
Major planning proposals	9
Council services	9
Environmental issues	8
Local councillors (what they do)	7
Job vacancies	7
Adult education classes and information	7
Council decisions	6
Local history	6
Film reviews, cinema news	6
Help lines, contact lines	6
Good news	6
Benefits advice	5
Changes to bin collection information	5
Competitions	5
Crime prevention	5
Restaurant features	4
Notice of public meetings	4
Health issues	4
Traffic problems	3
Regional news	3
Shopping offers	3
Disabled issues	3
More enforcement warnings	2
Feature stories on local people	2
Council tax changes	2
Website information and details	2
Council meetings	2
Council budgets	1
School issues such as bullying	1
Bad news, not just praise	1
Local elections	1
Financial services	1
Total	346

² Respondents could give more than one answer

3.2.5 Information not to be included in Citylife

One in five respondents who answered felt that party political information should not be included (17). Another one in five respondents said that all the information featured in Citylife was useful. 12 respondents did not want information on advertising and 11 respondents did not want sycophantic articles to be included in Citylife magazine. Fewer respondents indicated that articles relating to crime and anti-social behaviour (6), competitions (4) and sporting issues (3) should be omitted. A few other issues (14) not to be included in Citylife were mentioned by respondents. For a full list of responses see Appendix two.

Table: 8

	N=88
All information is useful and should be included.	18
Party political	17
Advertising	12
Sycophantic articles	11
Crime/anti-social behaviour	6
Competitions	4
Sport	3
Other	17

3.2.6 Enjoying Citylife

The majority 95% of respondents stated that they enjoyed reading Citylife. Among the 5% of respondents who claimed that they did not enjoy reading Citylife, there were slightly more men (9%) than women (3%); and comparatively more respondents from 35-49 years old group (29%) than any other age group and more respondents from Dene (13%), North Heaton (10%) and Parklands (10%) than any other wards.

Table: 7

	Frequency	%
Yes	709	95
No	37	5
Total	746	100
Missing	49	6
Total	795	

3.3 Format of Citylife

3.3.1 Size of Citylife

Response were asked if they liked the current tabloid size of Citylife or would prefer to have a smaller, magazine size publication. Over two thirds (69%) of respondents preferred the current tabloid size of Citylife. However, about a third of respondents would prefer to have a smaller, magazine size publication. Looking at the characteristics of this group of respondents, it was evident that the younger the age group the more respondents preferred to have a smaller, magazine size publication. Also there were slightly more women (32%) than men (29%) in this group and comparatively more respondents living in Kenton (47%), Walkergate(44%), Fawdon (42%), Elswick (40%) and Parklands (40%) who preferred to have a smaller, magazine size publication than respondents living in other wards of the city.

Table:8

	Frequency	%
Current tabloid size	524	69
Smaller magazine size	231	31
Total	755	100
Missing	40	5
Total	795	

3.3.2 Balance between pictures and text in Citylife

The majority 95% of respondents thought that the balance between pictures and text in Citylife was about right. A very few (3%) respondents thought that there were too many pictures and 2% thought that there was too much text in Citylife. In general the younger the age group the more respondents thought that there was too much text. Comparatively more men (6%) than women (2%) and more respondents over 75 years old (6%) than any other age groups thought that there were too many pictures in Citylife.

Table:8

	Frequency	%
About right	723	95
Too many pictures	24	3
Too much text	17	2
Total	764	100
Missing	31	4
Total	795	

3.3.3 Number of adverts in Citylife

Again the majority 89% of respondents were happy with the number of adverts in Citylife and thought that the number was about right. 7% of respondents thought that there were too many adverts and a few (4%) thought that there were too few adverts in Citylife (Table 9). In general the older the age group the more respondents thought that the number of adverts was about right. However, one in ten 35-49 year olds thought that there were too many adverts in Citylife and on the contrary 9% of 18-34 years old thought that there were too few adverts in Citylife. Comparatively more men (10%) than women (6%) thought that there were too many adverts in Citylife.

Table:9

	Frequency	%
Too many	54	7
About right	682	89
Too few	28	4
Total	764	100
Missing	31	4
Total	795	

3.3.4 Use of colours in Citylife

The majority 98% of respondents were happy with use of colour in Citylife. There was not much difference in opinion as far as different age groups and gender were concerned.

Table: 10

	Frequency	%
Yes	756	98
No	18	2
Total	774	100
Missing	21	3
Total	795	

The following comments were made by the respondents who were not happy with colours in Citylife.

‘Make it brighter and more colourful. It’s a bit pale, anaemic.’ (7)

‘Black print on white is easier to read. On some adverts e.g. NHS Walk-In Centre, it is impossible to read the street names’ (3)

“Type of colour is natural. However, photography is sometimes badly focused making colour also fudged on occasions.”

“Find the washed out look rather uninspiring and unprofessional.”

“Seems of late to be poorer black and white would be fine but washed out look is not good”

“If it’s print against a colour background it is very difficult to read”

“Mono printing would be cheaper”

“Probably don’t need coloured headings”

3.3.5 Length of Citylife

Again the majority 89% of respondents were happy with the length of Citylife, however, 9% of respondents thought that there were too few pages and a few (3%) thought that there were too many pages in Citylife (Table 11). In general the younger the age group the more respondents thought that there were too few pages in Citylife. On this issue opinions of men and women did not differ much.

Table:11

	Frequency	%
Too many pages	19	3
About right	679	89
Too few pages	69	9
Total	767	100
Missing	28	4
Total	795	

3.3.6 Access to Citylife

Respondents were asked if they knew that they could get Citylife on the website, in large print, on a podcast and on audio tape or CD. Half of respondents knew that Citylife was available in large print and 43% knew that they could get Citylife on the website. Fewer respondents, just a quarter, were aware that they could get Citylife on audio tape or CD and only 16% knew it was available on a podcast. In general the older the age group the more respondents were aware that Citylife was available in large print. Comparatively more men than women knew that they could get Citylife on the City Council website, in large print, on a podcast and on audio tape or CD. More interestingly looking at the age groups comparatively more 65-74 years old than any other age groups knew that Citylife was available on the website (51%), on a podcast (25%) and on audio tape or CD (32%).

Table:12

	Frequency	%
On the website	324	43
In large print	368	51
On a podcast	109	16
On audio tape or CD	180	25

3.3.7 Other comments and suggestions

Respondents were given an opportunity to make any comments about Citylife. The following comments and suggestions were made by some of the respondents.

Positive comments

'Interesting, an excellent publication, with useful local information, enjoy it.' (74)

"The publication shows that the council cares about its residents"

"I look forward to my copy dropping through my letterbox every 2 months so I can see what is going on in Newcastle"

"I think it is fabulous everyone involved should get a pat on the back. It showcases Newcastle as a great place. I think it's a great."

"A very useful magazine which appears to know its purpose gives a good community feeling and is unformulated"

"Enjoy reading positive things that are happening and finding out about council work. Makes us feel proud to be part of Newcastle"

"Excellent cross-section of information provide to younger people to senior citizens"

"As a former printer the layout is imaginative and well presented - it wants to be re-read"

"Carry on doing what you are doing. It is a grand journal."

"A generally useful, informative and enjoyable publication"

"A very good read which gives balanced information."

"A very vibrant, glossy magazine - well done!"

"Citylife is a credit to the Council and City. I usually skim through it and find something of interest"

"Citylife is very well presented for every one of all ages to read and understand"

"Citylife provides all the information needed"

"Congratulations on supplying a magazine which gives a good idea about the whole area."

"The latest edition is well balanced, wide ranging, informative and interesting."

“Continue with Citylife please. Some of us are not into IT just yet and audio tape facility does not work now. Can manage the CD”

Suggestions

“Its a really good idea, and should keep going I feel it just needs a bit more to make it worthwhile for younger working people without children, most other demographics seem to be covered well.”

“A magazine style would only be acceptable if it remained recyclable and wasn't glossy.”

“Could be useful to tourists and visitors to Newcastle rather than just residents”

“Does cost associated with this publication provide 'value for citizens' or could savings be better spent elsewhere?”

“Email in competition answers instead of posting them”

“Surely every member of a household can enter a competition if they have a copy of Citylife. Rules should be published in every magazine.”

Additional information

“Have a section where we can question our local councillors about local issues”

“Articles on how people are dealing with the credit crunch.”

“Geordie jokes and cartoons, poetry and artwork from NAGAS, St. Nick's hospital and schools.”

“Activities and offers are always directed to older people or children. As a single person I'd like to see more inexpensive opportunities for the rest of us.”

“More creative competitions rather than lucky dips, for example, writing and art”

“Include campaigns i.e. save our bees/butterflies/birds/native trees. More local wildlife gardens, school initiatives i.e. Grow your own veg, 'dig-in'. Use recycled paper for this magazine.”

“Include pictures page of activities in different parts of town”.

“Information on bus and Metro services. Question and answer features would be good”

“Information on events such as city walks or lectures is very useful.”

“Print vouchers e.g. 'Buy One Get One Free' for Sealife Centre or other places of interest to encourage people to visit.”

“Why not include more political/policy debate.”

“Why not do a focus feature on allotments. Interviews with new businesses and asked them why they have come to Newcastle.”

“You should advertise it on TV and make it clear how an individual can obtain a copy”

“A cost effective dating service would be appreciated as the Evening Chronicle's too expensive. It might also increase readership”

Improvements

“Citylife can appear a bit self-congratulatory of Council services or policies. The Council does some very good work but it is for the citizens to judge, not Council officers. There never seems to be much self-criticism in Citylife”.

“A more balanced news of the city not just the west end dominating “

“Address some difficult issues not just soft nice good stories otherwise it is just seen as another political mouthpiece as it how wonderful the Council is doing.”

“Although I realise it would be more work, I think that area-specific issues would be good, whilst still including city centre info. Some issues seem completely irrelevant to my area but enjoy it when articles are relevant.”

“Formatting needs to be addressed; graphically more exciting in order to entice and involve younger readers”

“Different sections could be more clearly identified”

“Good magazine to keep up to date with events and any changes happening in Newcastle. It is quite often delivered late or not at all.”

“It should made available at more public places / buildings”

“More information on Gosforth, Fawdon and North Newcastle.”

Irregular deliveries

‘I wish it was delivered to my own home rather than getting a copy from library’ (5)

“Used to be delivered regularly but the last 2 editions I have had to get from the library”.

“It is a good magazine, but you rarely receive it in high rise flats. People will not deliver it in tower blocks.”

“More regular deliveries - I don't always get.”

“Just ensure delivery for every copy”

“Jesmond seems to get a later delivery than say Heaton”

“Sometimes it comes too late for events or competitions”

Negative comments

‘A waste of council tax payer’s money’ (2)

“Proof reading could be improved (see April-May 2009 issue, p15)”

“The design is fairly dreadful and makes it difficult to read. I understand that text needs to be 14point, but it looks dull.”

“Another waste of my money when it only serves to pat on the back the city council yet again”

“I think it is a waste of council tax payers’ money. Everything it contains can be found out elsewhere”

“Citylife seems to be targeted to the almost illiterate”

“Too inconsequential, uncontroversial. It isn't really something that we would look forward to receiving. Only of minor interest, however, some of the contents are or could be very important issues about planning and investment policy.”

“Would prefer more stories of substance. It reads a bit like an idiot’s paper sometimes.”

4.0 Demographics

4.1 Age

Response rates were greater among those from the 50-64 age range (34%). This was followed by 22% from the 35-49 age group. Responses were lower among the 18-34s (15%) and the 65-74s (18%). Response rates were lowest from those aged 75 and above (11%). In total there were 10 missing responses to this question. Young people were under represented and 50–64 year olds were over represented compared to the city as whole.

Table:13

	Frequency	%	Mid year estimate (2007)%
Under 18	4	1	-
18-34 years	114	15	37
35-49 years	170	22	24
50-64 years	268	34	19
65-74 years	141	18	--
75 and over	88	11	--
Total	785	100	
Missing	10	1	
Total	795		

4.2 Ethnicity

96% of respondents indicated their ethnic origin as white. A further 2% stated their origin as Asian and Asian British. A small number of responses (1%) were received from mixed and Chinese. A very small number of responses were received from the following groups: Black and Black British, Iranian, Latvian and Turkish. There were 12 missing responses.

Table:14

	Frequency	%
White	750	96
Mixed	7	1
Black or Black British	2	-
Asian or Asian British	17	2
Chinese	4	1
Iranian	1	-
Latvian	1	-
Turkish	1	-
Total	783	100
Missing	12	2
Total	795	

4.3 Do you have a long-standing illness, disability or infirmity?

34% of respondents considered that they had a long-standing illness or disability which is above the City figure (25%). There were 21 missing responses.

Table:15

	Frequency	%
Yes	264	34
No	510	66
Total	774	100
Missing	21	3
Total	795	

4.5 Survey Source

The majority of respondents had completed the survey via the Citylife magazine (51%). A further 38% response was from residents panel and one in ten completed the questionnaire on the City Council's website.

Table:15

	Frequency	%
Residents Panel	304	38
Citylife	408	51
Website	83	10
Total	795	100

It was interesting to look at the characteristics of respondents who responded from different sources. There were significantly more women than men responding to the survey through Citylife and the website. The majority 85% of respondents who completed the questionnaire on the website were under 50 years of age and comparatively more non-white respondents (15%, of which Asian 8%) completed the questionnaire on the website than through Citylife or the Residents Panel.

Table:16

Source	Gender%		Age groups%				Ethnicity%		
	Male	Female	18-34	35-49	50-64	65-74	White	Asian	Other
Residents panel (N= 304)	43	58	-	21	45	20	96		4
Citylife (N= 408)	29	71	-	21	32	20	98		2
Website (N= 83)	30	70	58	27	-	-	84	7	8

5. Conclusions

The overall response to the survey was very good incorporating the views of 795 respondents. The research findings provide a number of useful indicators relating to Citylife magazine. First of all it was evident that over three-quarters (76%) of respondent regularly received a copy of Citylife every two months, and a further 22% received it occasionally. However, 80% of respondents stated that they had received the January-March 2009 edition of Citylife. In view that a new company Amaro has taken over distribution of Citylife in January 2009 indicates an improvement in citywide distribution of Citylife. The majority 76% of respondents read Citylife regularly and another 21% read it occasionally. Clearly, the majority of respondents considered the information in Citylife to be both useful and enjoyable. Whilst these perceptions were widespread, it was evident that a few respondents who did not find Citylife to be either useful or enjoyable were mainly people in 35-49 years age group.

A high percentage of respondents suggested that they were happy with the current tabloid size and format of the Citylife magazine. A large number of respondents specified what should or should not be included in Citylife. Respondents felt that Citylife should include information on local areas, sports and leisure activities and social events. Respondents did not want to see advertising, party political and sycophantic articles in City; life magazine. Although about half of respondents were aware that Citylife could be accessed via Newcastle City Council's website, fewer were aware that it could be accessed via a podcast.

It was evident that with widespread readership of Citylife and accompanying perceptions of enjoyment and usefulness, Citylife magazine is valued by many. The feelings expressed by one of the respondents were –

“I think Citylife is excellent and look forward to receiving it. I also send it to friends and family”

Appendix 1

What other information would you like Citylife to provide?

Councillors and political decisions

Something about councillors.

Councillors perspective on current issues.

A rough idea of council expenses.

Councillor attendance figures

Decisions taken at full council meetings. Info on key debates within the council.

Elected members and their expenses (3)

Key council decisions.

More about politics and our rights.

Parish councils- who, what, where, when - very little known about them and what they with the funding etc

Profile cabinet and the civil servants who head up departments

Profiles about councillors and their activities within the council departments and also the lack of clarity with council officers should be questioned

Who's who in the council - Information on how to influence the council, council structure

Forum for discussion of the deep issues of local government. Plans a wider overview

perhaps concentrating on a different area each time e.g. old peoples care, crime, money

About the council – how we work, performance, plans, successes

Be honest about failures and waste.

Any information on what council are doing to improve quality of life for all residents.

Budget placement/right to reply dealing with local issues and expenditure.

Information on how council tax is spent.

Just a calendar of what every resident needs to know, from dates of elections to rubbish collections etc.

More about council strategy and where money is being spent and why.

More on efficiency savings

More specific about number of staff in departments i.e. Children's Services and what they do.

More what the Council intends to do before they do it.

Different directorates and services. Spotlight features on services such as community development

A regular feature focusing on different departments in Civic centre highlighting personalities and work done

Grant information, council schemes if any, non political information

List of consultations ongoing, such as when events are run as I tend to find out after these have been ran.

Benefits, tax refund

Details of benefits available to senior citizens.

Help with council tax, rent etc. for those without savings and less paperwork in applying.

Contact information

Clearer addresses, street names and a bus number.

Contact numbers - more of them.

Useful phone numbers such as gas and electricity, late chemists

Few emergency numbers such as late night chemists

More neighbourhood helplines.

Would prefer email addresses or websites as an alternative to phone numbers for getting more information about things mentioned in Citylife.

List of contacts when you have a problem query or interest such as list and maps showing locations of wildlife parks - interesting walks.

Some info lacks detail or arrives too late e.g. where to recycle Christmas trees,

List of pools, libraries etc. in city with opening times.

Children, families and young people

Youth elements that matter.

Family services such as children's activities during holidays. Out of school clubs and after school clubs.

Kids achievements with schools, home and neighbourhood. Free offers for families.

More about youth services plus provision of more outlets for our youths

More information suitable and of interest to younger people and non families

More relevant stuff for young people

What is available for young people? Too many of them are on the streets with nothing to do.

Older people

More for older people :- clubs, support agencies, care in community groups, safety in home, help and advice groups.

More information on carers for the over 90s.

Outings for over 65s

Things for older people to do.

Older people achievements.

Local clubs for over 60s.

Provide info on what benefits are available to older people.

News of more projects for the older generation

Activities

Activities available for children in the city during holidays.

Activities in the city and surrounding areas

Clubs or societies where disabled people meet.

Community activities for all ages. Surrounding areas event news.

Events pages to include small events and regular activities in postcode area, dates of local events e.g. boot sales, church and community centre fund raising. Days or events I could go to with my very young children that don't cost a lot and pushchair friendly(22)

Information for children about coaching courses e.g. football, team building.

More about free events for children in the summer time and the over 50s

How to get to the Ouseburn by bus from City Centre with as little walking as possible. Would like an article about all the activities on the river bank. Enjoyed reading about the Quayside Sunday market.

If there are any car boot sales on over the summer and where they are. Events hosted by the universities.

More information on leisure facilities

More information on free family activities and healthy food recipes.
More information regarding special offers for concessions in reference to days out and events in the region.
News for disabled people e.g. groups, activities, new accessible shops, libraries, cinema, bowling alley, accessible
Opportunities for people new to the area to meet others in activities (not based in pubs) e.g. free education, sports, travel
Things and ideas of what to do in spare time with family and friends.
Restaurant and bar offers, property.
Reviews of local days out, restaurants.
Swimming bath sessions
National park free walks and other activities.
Pull-out calendar when markets are on.
More local borough info; fairs, adult education, car boot sales, jumble sales etc.
More weekend activities for people to take part in.
New shops and restaurants
Local sports, e.g. fixtures, people and results
More information about what's on in the city e.g. places of interest, fairs, clubs, group, activities, car boot sales

Arts, culture, local history, what's on

All walks of life - music, art, literature, museums etc.
Articles about 'how it used to be', 'then and now' photos.
Forthcoming main city events, parades, church services and more on new and revamped buildings.
Free entries for the elderly i.e. films etc.
I like the 'what's on' information best so would welcome more of that, and the local groups.
Information about the new library.
Information on culture e.g. The Victoria Tunnel. Recommended places to eat at good prices.
It should address some issues like the £200k wasted on the art installation, for example, how is that to be recouped.
What's on' section (bigger) with exhibitions, music, cinema, theatre, events (22)
Local history information (6)
Local sports events information and follow-up, Wildlife information.
More information on what is going on in the City.
More information about local events and what's happening in the city
More tourist information : where to go for weekends...
More information about the cultural events in the city
More information about the Sage in Gateshead
More information about theatre and cinema listings.
More detailed listings
More info on events and what's going on for elderly people.
More information of what's on in Newcastle.
More information on forthcoming local events
Maybe cinema timetables would be useful
More local events what's on e.g. theatre, cinema, local groups and clubs
More on events e.g. what's on in the parks.
Museums and places to visit - more information

Reviews of cultural events or activities
Reviews, particularly local artists, musicians and writers.
Reviews of some new books in libraries,
Special events; events in the east end, more info about the east end.
Special offers for entry to local attractions.

Information about local areas and community

More about my local area (30) - Would like to read about more areas of the city instead of the West and East End. Some areas are never mentioned. Items about Gosforth, Jesmond, Heaton, Ouseburn, Fenham, Lemington, Montagu, – Arthur's Hill area, Benwell, Chapel Park, Walkergate

Local unedited blogs.

City wide news and news for each ward/area; list of all activities, sport, leisure available in each area; publish city and national statistics on health, education, community safety, migration and economics; departments and contact details.

Focus on an one area for each issue and give a more up to date detail of what is going on, what is planned etc, views from residents. Then advertise what the next area will be and invite views from residents for the next article

I find that there is a quite a lot of things going on in the Blakelaw ward, but doesn't get mentioned in Citylife

I live in Vallum Way, our area is rarely mentioned and I would like to know more about what goes on in the city

Items about Gosforth. We have many amenities and it's a nice place to live.

What ward committees do and to whom they are responsible

What is happening in the east end of the city Walkergate area

Local success stories. Inspirational things

What is going on presently or in future in West and Central Gosforth?

Magazine is very biased towards certain areas with others never mentioned.

More articles about outer west old Newburn council area pre 1974, your concept of west seems to end at Condercum

More community news about what is on in my area, places, times, telephone numbers e.g. keeping fit, pre-school groups, playgroups and swimming pool opening times

More community and voluntary information and stories.

More information about outlying areas

More info about what is happening in Gosforth and surrounding areas - re-development of derelict buildings, shops closing down etc

More info of what has been done in my area and all the good work that volunteers do.

More information about the Outer West, this is a neglected area.

More information about what is happening in the area we live; a lot of areas don't get mentioned or invested in by the council.

More information about what the general public would like to see in their area.

More information on different areas of the city near to where you live.

More information on the Walker estate area and less of the low Walker areas

More news and information regard Castle ward.

More news and updates on the regeneration of the West End.

More news on activities around the city

More of what's on in the Kingston Park area and summer events in the City Centre.

More on what's on in the outer north west would there be a news sheet to included for every local area.

Neighbourhood and residents association watch schemes.

The magazine feels as though it is targeted at more deprived wards so more of my locals would be pleasing

Specific information about all areas and what progress they are actually making, and what the council are doing to help people

Section each issue for what's happening in your ward.

Crime and community safety

Accurate, honest crime figures

Action to take with youth problems e.g. ball games etc

Police reports on crime in the area and measures to prevent it.

The vandalism caused on Metro trains and stations. Also old shoes draped over telephone wires to denote gang area should be removed.

Report on crime and disorder in my area and how they deal with any paedos in the area.

How to deal with rowdy students

Environment and recycling

A definitive list of what can be recycled e.g. can plastic bottle tops, plastic food cartons, cardboard (certain types) metals?

Bin collection changes during holidays (5)

Environment, nature conservation.

How to apply for things like allotments

More info on energy saving cars

Inaccessibility to recycling in multi-storey flats.
when.

More on environment & recycling. What are other councils doing that Newcastle is not?

More on recycling what is collected and where does it go.

More to encourage 'greening' up of Newcastle.

Reminders for people to take bins in, hedges to be trimmed.

Neighbourhood services teams praised for their prompt work to problems

Much more on local wildlife and public parks as opportunities for learning and enjoying urban wild places.

Education, training and employment

Adult education

Daytime classes in my area (Brunswick and Wideopen) other than MEA House

Educational courses and free adult education classes

Any free training available

Gardening courses in a more accessible area.

Information on jobs available.

Job adverts or upcoming vacancies in public sector (7)

School age achievements

More job ads.

More information on schools, especially their success in sports

Local schools. GCSE and A level results

School news.

Regeneration and planning

I would like to see much more about regeneration and progress major projects (e.g. Science City, Stephenson Quarter) or transportation issues

Information about changes in the city - what used to be in some places that are now revitalised and their history.

Information on planning which effects people directly.

What's happening around the city with regard to road, traffic calming, licensing applications?

These could be in the forms of lists for various areas.

More about city centre redevelopment, environment, progress of Science City etc. important for disabled to see as they cannot visit city centre.

More about what is happening in the city. Major plans and developments.

What government is doing to help and regenerate the north east

Parks initiatives and city learning and long term planning e.g. new roads, bridges, development and future plans plus NewcastleGateshead initiatives.

Local news on e.g. Regent Centre and the effect on traffic if 2 million people work there.

More information on local area changes.

More information on enterprise and economic regeneration.

Much more on economic and transport matters please.

Housing

Housing and health

Information about accommodation for older people e.g. price, location.

More council housing news.

What is happening on private estates?

Transport

Bus services & time tables (7)

New bus service and changes.

Up to date transport information

Info regarding public transport, cycling, walking

More on what City is doing to promote cycling and making it safer and bike racks.

Business

Cottage industries

Hidden gems e.g. Belle & Herb, The Honey Tree. All well run privately owned companies providing excellent service.

More information on local groups and small local business.

Volunteers and charities

Charity organisations and groups (16)

Requests for volunteers for scans

More information about volunteering and charitable events etc, more info on future events in good time.

Opportunities for volunteers

Perhaps a volunteer page i.e. jobs to get involved in the area.

Volunteer opportunities.

Voluntary sector requiring committee members and volunteers as well as interest groups wanting new members e.g. history societies

Volunteering opportunities, addresses of any agencies, charities, clubs which accept and recycle donated items.

Social care and health

Doctor's column with questions and answers to health related problems.

Exercises for the elderly who have arthritis.

Maybe people with health problems could tell us how they cope i.e. Arthritis sufferers - do they get access to exercise classes - do they have contact with professionals who can tell them the best exercises etc

More health and well being,

Equality, diversity and community cohesion

More about diverse Newcastle

More BME, refugee, asylum Seeker support

Something about Polish community in Newcastle, as there is a great number of us in here, quite a lot is organised for them and other communities to enable the integration, but not a lot "meet" the readers.

Other

Adverts for everyday people swapping, selling giving away or exchanging things.

Article about the 'Twitter' website, what is it and how it works.

A list of council approved workmen e.g. plumbers, gardeners etc.

Food recipes

Horoscopes

Household tips on cooking, sewing, crafts. Real life stories about peoples lives in Newcastle, articles about animals, beauty and health tips, children's days out, money off vouchers, missing people, homes wanted for pets, free adverts for wanted and giveaway items.

I hope everyone gets chance to purchase the photographs how about a photography calendar competition

Good news and an opportunity for exchange of ideas

Help that families need when in financial crisis, e.g. Social Security benefits getting stopped and places or charities that can help with food parcels and toiletries

How to save money e.g. how to use up food vegetarian recipes

If people can lend extension ladders or have ceilings lowered.

Food recipes. Healthy eating.

Recipes and citizens letters about problems on handy tips.

Poets corner.

Pets section i.e. first aid prices, vets charges, taxi for pets.

More football pub reviews opinion

More on wildlife and animals.

More of what's happening in the region, health screening details, roadshow details of temporary vans offering guidance and advice.

If trips are made to other parts of the country that people here might find interesting.

Improvements plans for local area; suggestion box for local residents and local history

General comments

Need to have a good balance of articles. More good news stories about Newcastle's residents

None specific, fine as it is (12)

It's fine as it is.

This is an excellent magazine I really look forward to - don't alter too much.

More local news stories

More up-to-date information.

There is too much information

I find the information is appropriate, useful and entertaining.

Already covers most of the information I need. Good range of articles, maybe more info on local clubs and groups

Any information the community needs to know.

Anything else would be a bonus addition.

Info sometimes vague, for example, the current issue (April-May) page 8 refers to 'on yer bike' but no times and start date is given

Information covering a wider area of socio-economic groups.

I've recently moved back to Newcastle and find Citylife is great to read.

More photographs

More images!

Less propaganda

More competitions please

Stop wasting money on this (Citylife) and spent it on the city it self

More competitions

Puzzles and competitions.

Information for people who don't live in the city but who work in the city or visit the city for leisure purposes. I live in South Tyneside but enjoy reading the magazine, but it does give you the feeling that non-residents shouldn't read it!

Information that matters and really means something to them that run the council and don't want to know about Cruddas Park name.

Appendix 2

What information do you not want Citylife to provide?

General comments about Citylife

A balance of all information should be supplied to the reader.

Whatever information you print would have been proofed to print so it should be OK.

All info. Is relevant. It provides good information and there is no need to change the format.

(18)

Large articles about little things

Advertising (10)

Advertising pubs and nightclubs.

Adverts, unless useful

Anything that is not relevant to the city.

Competitions (4)

Specific personal information or addresses or telephone numbers (except for services)

Council information and services

Articles promoting party political information

Less about councillors

Council diary

Less information on council services.

Nothing party political (15)

Political information - ward meetings etc

Council budgets - not particularly interested in these.

Council blowing their own trumpet

Council self praise

Dare I say too much feel good stuff feel like I am being patronised and manipulated

Bad news stories, irrelevant business adverts.

Not too much propaganda

Self-congratulatory news about the city should not be published.

The Council praising itself too much about some of its policies. It is for the citizens to praise (or not!)

This should be a non-political paper and should not praise council departments and people.

More about the people who work at the Council

Too much in-house news such as YHN and self-publicity

Too much politically correct content. Articles which are just propaganda for the Council. Too much about the regeneration of poorer areas.

Other Citylife content

Any inappropriate material for families/children.

Any sport!

Anything about Sunderland.

Crime figures - don't scare people.

Crime statistics / stories

Security - such information could be helpful to wrongdoers.

Information about anti social behaviour because this sometimes encourages it to happen

Endless information about adult and social care - not interesting to the general public

I don't agree with selection competitions such as 'Good Neighbour', I would prefer all good residents were acknowledged and supported in their unseen efforts to make their areas good communities.

More about planning, environment/ costs issues- what about the number of new poles signpost etc it is unbelievable

More about NHS.

NHS Primary Care advertising local health issues. European elections, budget etc.

Promotion of homosexuality

The proclamation of establishments such as lap dancing clubs

Too much about benefits/ rights of give aways/disabilities

Too much info on inner city areas and the regeneration of the same areas over again

Whilst it has to cover a range of matters I think it's skewed towards "touchy feely" social stories, which many of us find a bit boring. I'm not saying don't include them, but a bit more balance with hard-hitting policy issues would be good.

Appendix 3 Questionnaire Speak up!” – Residents’ panel

Please answer the questions by ticking the appropriate box or writing in the space provided. All the information you provide will be treated as strictly confidential.

Access to Citylife

1. How often do you receive a copy of Citylife? (Please cross × one box)

Every two months Occasionally Never

2. Have you received the January to March 2009 edition of Citylife?(Please cross × one box)

Yes No Don't know

3a. How often do you read Citylife magazine? (Please cross × one box)

Every issue Most issues Never

3b. If never, why do you say that?

Contents of Citylife

4. Which aspects of Citylife do you like? (Please cross × all that apply)

Articles about:

- | | | | |
|--|--------------------------|--------------------------|--------------------------|
| Community news | <input type="checkbox"/> | Children and families | <input type="checkbox"/> |
| Competitions | <input type="checkbox"/> | Older people | <input type="checkbox"/> |
| Questionnaires | <input type="checkbox"/> | Regeneration in the city | <input type="checkbox"/> |
| Council diary | <input type="checkbox"/> | Recycling/environment | <input type="checkbox"/> |
| What's on | <input type="checkbox"/> | Community safety | <input type="checkbox"/> |
| Information about council services | <input type="checkbox"/> | Health and well being | <input type="checkbox"/> |
| Good news stories about council services | <input type="checkbox"/> | | |
| None specific, just flick through | <input type="checkbox"/> | | |

5. Are there enough articles about your area of the city in Citylife? (Please cross × one box)

Yes No

6. How useful do you find information in the Citylife magazine? (Please cross × one box)

Very useful Quite useful Neither Not useful Not at all useful

7. What other information would you like Citylife to provide?

8. What information should not be included in Citylife?

9. Do you enjoy reading Citylife? (Please cross × one box)

Yes No

Format of Citylife

10. Do you like the current tabloid size of Citylife or would you prefer a smaller, magazine size publication? (Please cross × one box)

Current tabloid size Smaller magazine size

11. Is the balance between pictures and text in Citylife is right? (Please cross × one box)

About right Too many pictures Too much text

12. Is the number of adverts in Citylife right? (Please cross × one box)

Too many About right Too few

13a. Are you happy with the use of colours in Citylife? (Please cross × one box)

Yes No

13b. If no, why do you say that?

14. Did you know that you can also get Citylife –

	Yes	No
On the website	<input type="checkbox"/>	<input type="checkbox"/>
In large print	<input type="checkbox"/>	<input type="checkbox"/>
On a podcast	<input type="checkbox"/>	<input type="checkbox"/>
On audio tape or CD	<input type="checkbox"/>	<input type="checkbox"/>

15. Is Citylife the right length?

Too many pages About right Too few pages

16. Do you have any other comments about Citylife?

About you

To make sure that we are meeting the needs of all residents it is important that we ask you a few questions about yourself. Your answers will be completely confidential.

17. Are you male or female? (Please cross × one box)

Male Female

18. Do you have any longstanding illness, disability or infirmity? (long standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time) (Please cross × one box)

Yes No

19. How old are you? (Please cross × one box)

Under 18 years 18 – 34 years 35 – 49 years

50 – 64 years 65 – 74 years 75 and over

20. To which of these groups do you consider you belong?

White **British** **Irish**

Any other White background (Please write in)

Mixed **White & Black Caribbean** **White & Black African** **White & Asian**

Any other mixed background (Please write in)

Black or Black British **Caribbean** **African**

Any other Black background (Please write in)

Asian or Asian British **Indian** **Pakistani** **Bangladeshi**

Any other Asian background (Please write in)

Chinese **Other ethnic group** (Please write in)

21. Please enter your postcode in the boxes

**Many thanks for your assistance.
Please return in the pre-paid envelope as soon as possible but by 15 May 2009 at the latest.**