

Results of Publication Review Survey

Nov 2021

Purpose of Survey:

- To identify whether the community wanted the Parish Council-led publication to continue, and if so, in what format/size, and with what kind of content.
- It was important that the survey results were representative of the community, and that the method of response did not discriminate against any particular age group.
- The results of the Survey will inform our Parish publication strategy over the next 18 - 24 months.

Where the Surveys Were Distributed:

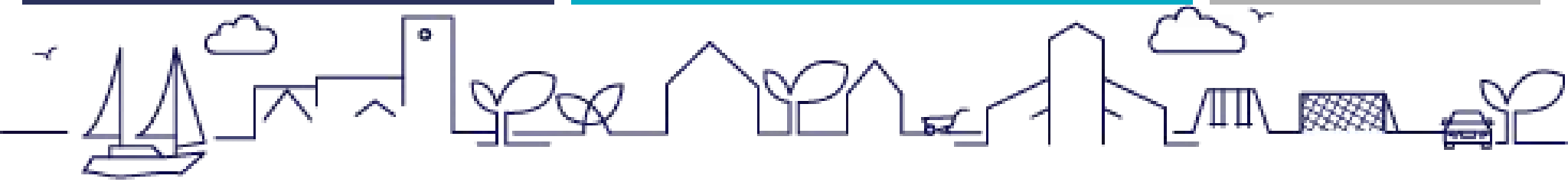
- Newsletter - delivered to 2,500 homes
- Social Media - posts uploaded to HPC's Facebook page, and other community Facebook groups
- Outreach - emails sent to all current contributors and advertisers
- In Person - 'interviews' at Hamble Village Market and the Primary School
- Hard copies left at:
 - The Mercury Hub
 - Father Graham (St. Andrew's)
 - Follands/Hambleside
 - Post Office, Chip Shop, Co-Op
 - Jenny's Cafe

Methods Available for Form Completion

- Via paper copy - the survey was included in the November newsletter, and copies placed around the Village. Hard copies were then returned to the PC offices and data-keyed onto the online form
- Online, via QR code or URL

Dates for Survey Responses:

1 - 30 November 2021



Summary of Results

87

Responses received

95.5%

Primary objective of the publication is to inform Hamble residents about community news and events

97.7%

Read the Parish publication and think it should continue

47.5%

Advertising should be 10 - 25%

44.3%

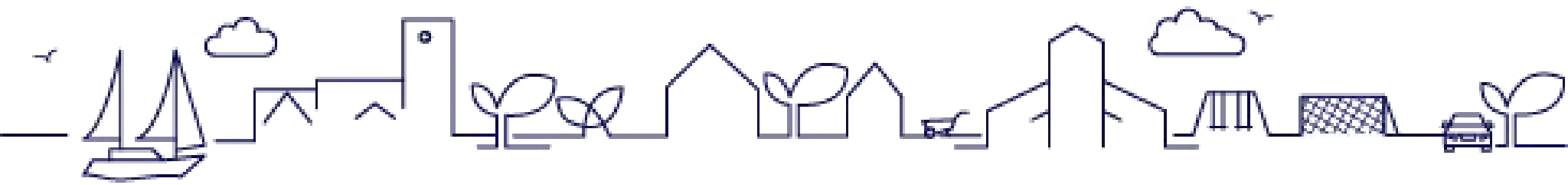
Prefer A4 size. 28.4% had no preference

84.1%

Want to receive a printed copy (not email/digital), and 54.5% want door-to-door delivery to continue

63.6%

Want to retain the current Village Newsletter. 27.3% want to return to the Magazine



Recommendations

01

Insert a Hamble Business Directory and Useful Contacts into every edition.

02

Restrict ads to Hamble-based businesses.

Stop running full page ads.

Retain current newsletter format 03

- A4, extend pages from 8 to 12
- Introduce business directory, useful numbers, and community general interest info (i.e., footpaths)
- Introduce general themes - e.g., Sports Focus in summer, budget in February

Proposed Content Structure:

- Page 1: Update from Chair
- Pages 2 - 4: Council-led updates
- Pages 5 - 7: Community group updates
- Pages 8 - 9: Subject focus, general community info
- Pages 10 - 11: Business directory
- Page 12: Useful numbers

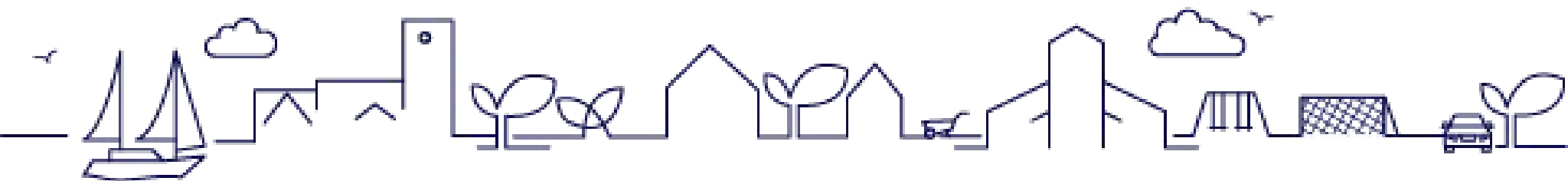
04

Consider using recycled paper (but this is likely to double print costs)

05

Improve comms in other areas identified by the survey as regularly used by the community:

- Make better use of notice boards
- Ensure newsletter content and events are shared on community Facebook pages



Proposed P&L Based on Recommendations

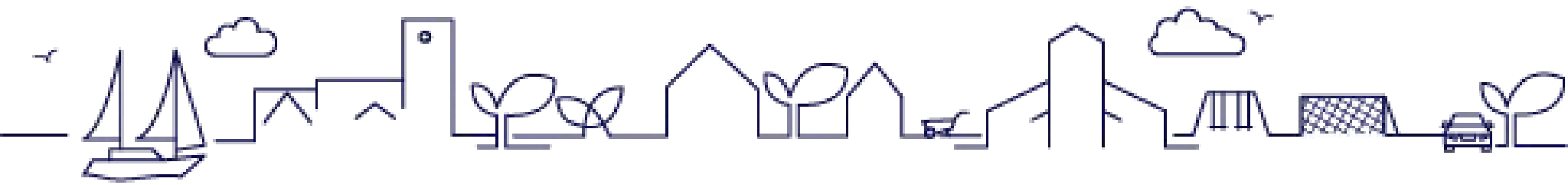
£460

Current (estimated) loss
per Newsletter edition

£230

Estimated loss per
Newsletter edition if
recommendations are
followed

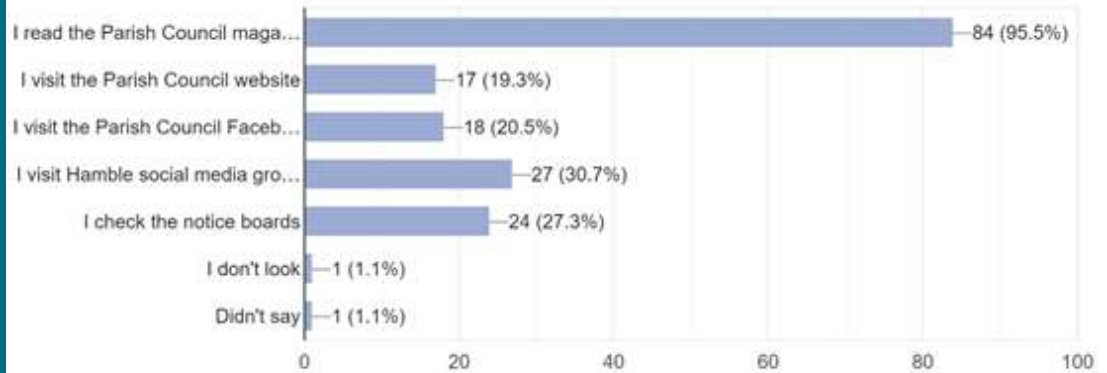
	Printing Cost	Content Creation Cost	Advertising Sales Cost	Distribution Cost	Total Cost	Advertising Income	Profit/ Loss per Issue	Annual Profit/Loss (10 issues)	Annual Profit/Loss (6 issues)
Current HPC newsletter (8pp, A4, full colour, stapled)	£ 565	£ 200	£ 75	£ 330	£ 1,170	£ 710	-£ 460	-£ 4,600	-£ 2,760
Larger version of the current newsletter (12pp)	£ 725	£ 300	£ 125	£ 330	£ 1,480	£ 1,250	-£ 230	-£ 2,300	-£ 1,380



Detailed Results

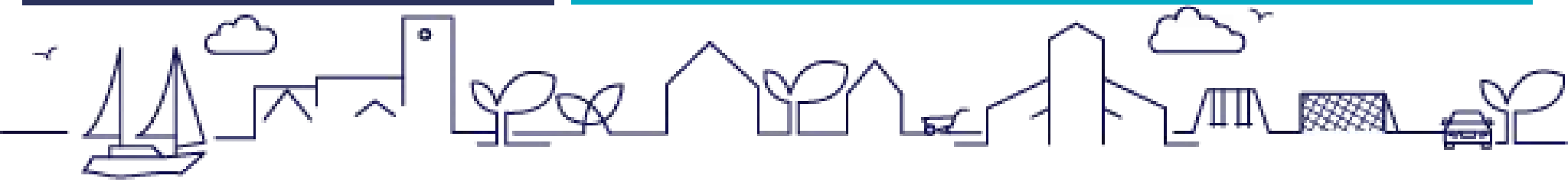
How do you access Parish Council news and community information? [tick all that apply]

88 responses



Do you read the Hamble Parish Council newsletter/magazine?

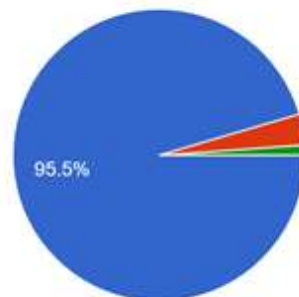
88 responses



Detailed Results

What do you think the main purpose of Hamble Parish Council's monthly publication should be?

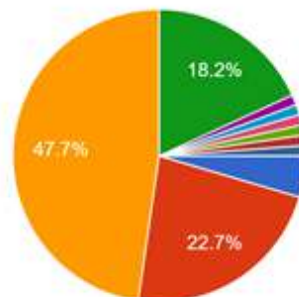
88 responses



- Informing Hamble residents about community news and events
- Supporting local businesses and helping them to reach out to residents
- Generating an income/profit through advertising
- All three

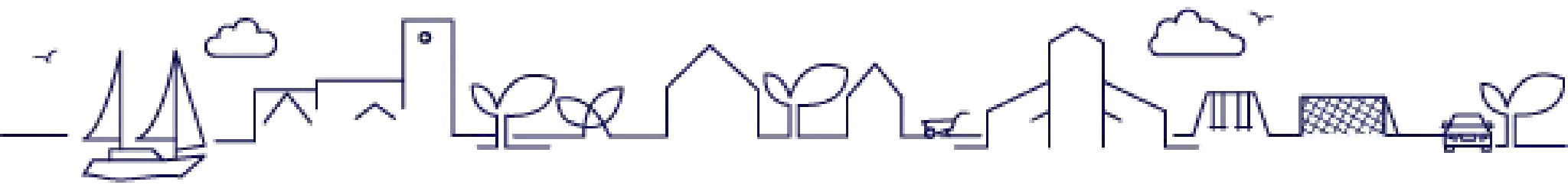
The newsletter/magazine provides advertising space to help support local businesses. What percentage of content would you like to see allocated to advertising?

88 responses



- None
- Less than 10% (around 1 page in total)
- 10% - 25% (up to 2 pages in total)
- 25% - 50% (2 - 4 pages)
- 50% +
- Keep the two sections separate- I love...
- What is required to support costs not...
- Enough to cover the cost of production

▲ 1/2 ▼

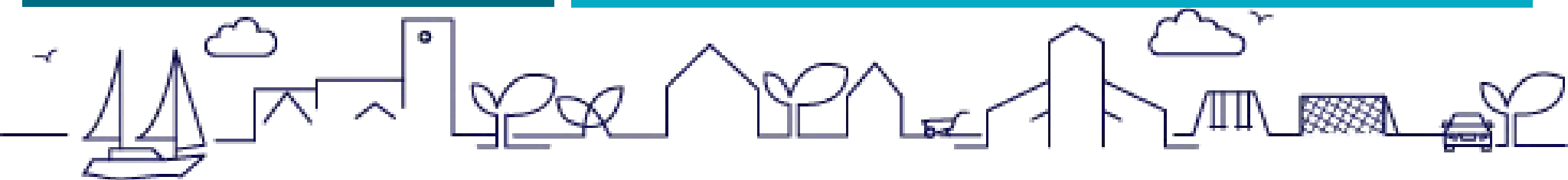


Detailed Results

What articles or information from either the newsletter or the magazine would you like to see in a future edition?
Summary of responses....



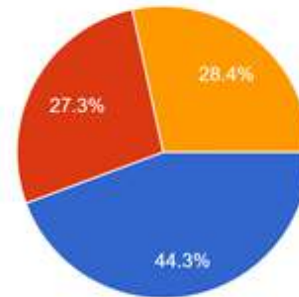
- Eco Friendly Articles
- Local information that is relevant to the village
- Markets, sports events and local companies, especially the smaller ones
- More about the overbuilding and the effect on the community
- Parish Council activities & decisions. Reports from local community groups.
- Local events, tide times, local news. Articles from local people, perhaps a story from a child of Hamble, or pictures and artwork. Photos from local residents of the area or of events taken place.
- Walks and more about local events. History of the area. Reader input on the above.
- Perhaps a youth/children focus area. Potentially a Hamble business directory that is published 2x per year as an insert.
- Local sporting team news?
- Would love a section on walks around Hamble. Only recently moved into the area and find new areas/paths all the time.
- List of footpaths and cycle routes
- Social and community groups and clubs
- More about the river , sustainability in Hamble
- Events, volunteering opportunities
- History & general interest articles
- Parish strategy and progress towards achieving it. Current topics such as planning applications impacting on Hamble residents.
- Community news, engaging people in village, profiling people our community heroes, Cllr information



Detailed Results

Do you have a preference as to the newsletter/magazine's size?

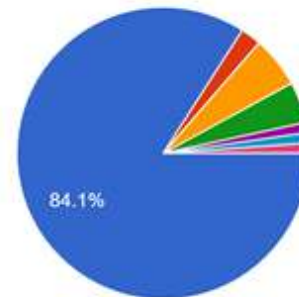
88 responses



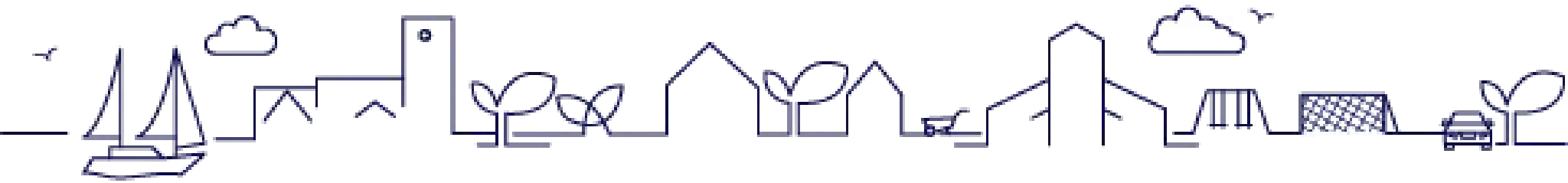
- A4 booklet (current newsletter - 8 - 12 pages)
- A5 booklet (old style magazine - 28 - 34 pages)
- I don't have a preference

Do you have a preference to the newsletter/magazine's format and how you can access it?

88 responses



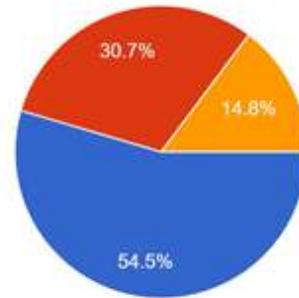
- Printed copy - delivered to my door
- PDF digital copy - accessed via social media
- PDF digital copy - emailed
- I have no preference
- My son likes picking it up and reading it
- Printed copy and access via social media. Look at demographics of the p...
- Printed copy but should also be available online.



Detailed Results

We have considered different options to help ensure our newsletter/magazine is sustainable. How would you like to see the monthly publication distributed in the future?

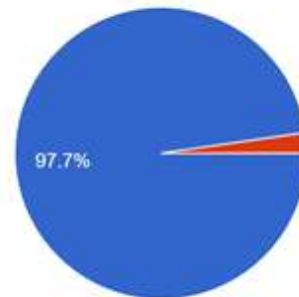
88 responses



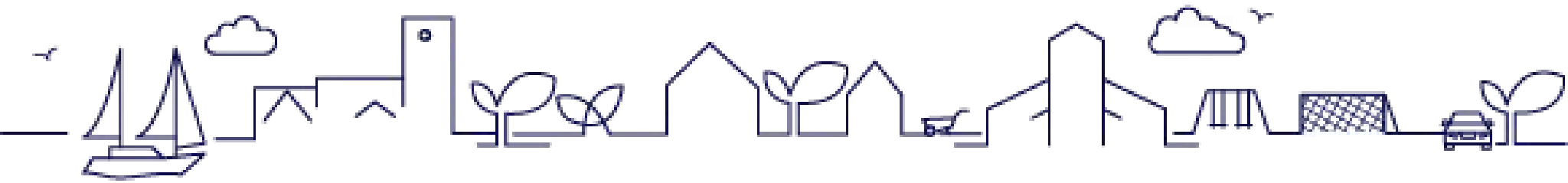
- Distribution to continue as it is now - printed copy, delivered to my door (no change)
- Distribution to continue as it is now, but with residents able to sign up for an emailed digital copy too with a view to phasing out printed copies in the long...
- Distribution of printed copies to key points around the village, from where residents can collect their copy from shops, GP office, Mercury Hub etc. Di...

Do you think the Hamble Parish newsletter/magazine should continue in the long-term?

88 responses



- Yes
- No



Detailed Results

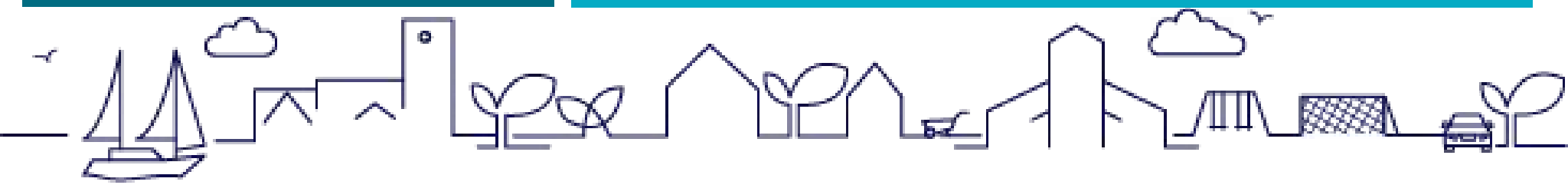
Are there any elements of the magazine that you miss and would like to see re-introduced to the monthly Council publication?
Summary of Results...

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- Hamble history
- This time 24, 50, 100 years ago
- Contact details for local clubs
- The local businesses directory
- The business directory and contact numbers - needs a comprehensive and helpful list of the local businesses with hours, website, numbers etc.
- More detail as the current newsletter is lightweight due to length of articles word restrictions.
- More details on the foxer sailors - and more pride in the ailing centre that is Hamble
- Local interest stories, but realise it is up to us locals to help contribute this.
- Contacts page in every issue.
- Local football clubs fixtures and results.
- Bigger photos, too small to view properly if you keep to this size.
- More coverage of PCC Minutes
- I support the current balance of content
- Lovely pictures of the village on the covers
- Not that I can think of - as long as tide times continue
- Recipes

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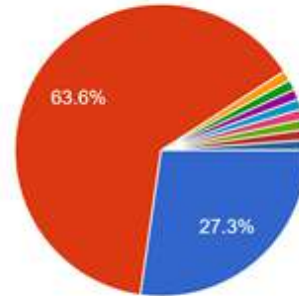
68/87 responses stated that there were no elements of the magazine that they would like to see re-introduced



Detailed Results

In terms of future publications, which of the following would be your preference?

88 responses

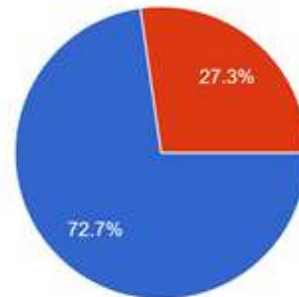


- Return to the Village Magazine
- Retain the current Village Newsletter
- Stop the monthly community publicati...
- I wasn't here for the magazine so I do...
- Abc
- I like the current format and particularl...
- I didn't see the previous format
- either village magazine or newsletter

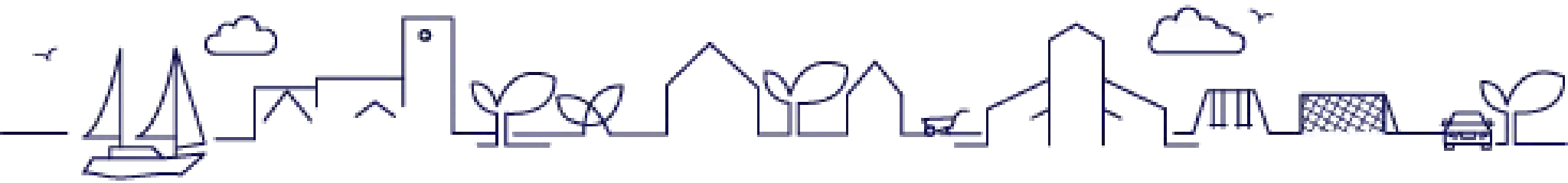
▲ 1/2 ▼

We may get in contact with residents for further feedback as part of this review. Would you be happy for us to contact you for further comment?

88 responses



- Yes
- No



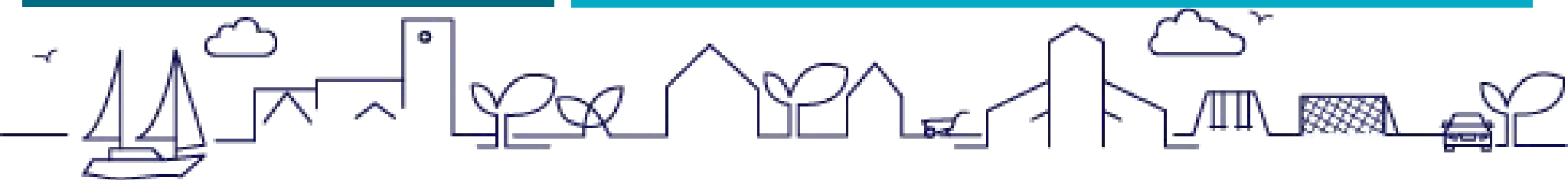
Detailed Results

Do you have any other comments regarding the Hamble Parish Council newsletter/magazine, or other suggestions on how Hamble Parish Council can further improve how we communicate with residents in Hamble? (1 of 5)

“

- The magazine should be a mix of local news and events as well as supporting local business.
- Just keep the local information that's what I want to see
- Keep up the good work
- More on the building onslaught and how the council has leverage to stop the nonsense of building.
- Think you do a great job at comms, well done.
- I do not use Facebook nor do most young people (I'm not young!) and the newsletter is read and shared in homes. From my youngest child- complaining old people on facebook should not dictate how the village progresses. As a linked comment does the council have any temporary junior members?
- None - the Newsletter is very welcome
- Only just moved into the area and I love the newsletter, never lived anywhere before where there is such a community vibe. Newsletter is great and covers all the main areas.
- i think the move to digital in the long term is a good idea as it should be more current. Might be resistance from some but i am 67 and think most of us oldies are fairly computer literate!
- We think the current format and content is good
- I really like the Parish Newsletter
- If the current magazine lands back page up on the doormat, it looks like expensive junk mail. I almost binned it!
- Perhaps a note of 'apologies' from Council meetings or a note of attendees

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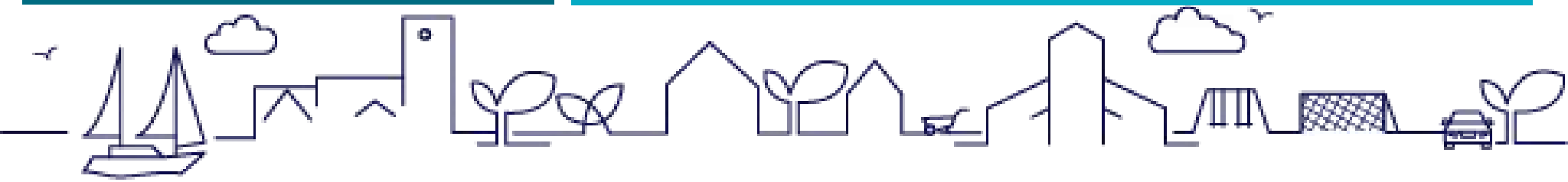
Detailed Results

Do you have any other comments regarding the Hamble Parish Council newsletter/magazine, or other suggestions on how Hamble Parish Council can further improve how we communicate with residents in Hamble? (2 of 5)

“

- I have found it invaluable as a newcomer to the village for finding out about available services, social groups etc. Making sure residents know what is available and what events are upcoming would be great.
- Maybe some local sporting news. For example Hamble Football Club put on a great free fireworks event. They deserve a mention and support from the community
- I like it very much as it is. I'm a new resident and I found it invaluable to help me settle in. I'm put off by the little commercially produced magazines that come through the door with all the adverts and too many pages - you have to take time to sift through a load of rubbish before you find anything important. I can find what I want in a jiffy with yours.
- Could include the list of contacts in every copy if possible. Apart from that I think the coverage is adequate.
- I feel A5 size is preferable as it is more user friendly when reading it and more likely to be placed on a coffee side table to be read at leisure. The A5 feels more of a book. The A4 feels more of a leaflet. However both are good.
- Please use recycled paper
- A mix of Print and digital so as to cover most generations
- I find it easy to read. Continue as you are now - clear and to the point!
- Stories of people's lives in Hamble
- Liked the magazine because of the history - e.g., what happened 25, 50 years ago.
- Newsletter could be a campaign leaflet. We often miss it.
Magazine stood out more
- Needs a good art/designer to modernise

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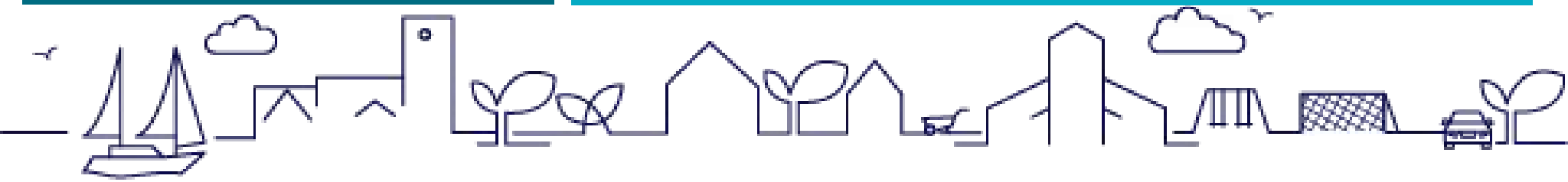
Detailed Results

Do you have any other comments regarding the Hamble Parish Council newsletter/magazine, or other suggestions on how Hamble Parish Council can further improve how we communicate with residents in Hamble? (3 of 5)

“

- It would be good to understand how Hamble's Parish Newsletter is used and read in relation to other local magazines (eg Scene and 1 other (Name TBC) which are published by local media outlets and have a wider presence and are funded by advertising.
- I love it - it makes me feel part of the village. Excellent updates from the chair. Well done.
- Great to include local photography - why not have a competition for best of the year or similar? Ask children to get involved with projects too which could be mentioned and promoted. Clearer information on how the public are able to get their views across and how the HPC works on their behalf, so that public can work WITH council on projects and get them interested in their village. From a design point of view, I don't think the front cover is prominent enough - looks like its missing! The back page ought to be used for the local events/diary/contacts etc - not advertising because if people see the advert first, it looks like a flyer and would go into the bin! Especially since its not a local business!!! Ask local businesses for content and advertising!! But definitely an improvement!!! Well done!
- I think they are an excellent way to inform all Hamble residents (particularly the older residents and those that do not have access to computers/smart phones) about what is happening in the parish and if it costs some money to publish and deliver to every household it is well worth it.
- I really like the Parish Newsletter
- Think you do a good job, enough information with links to further info if interested
- No I welcome the new format.
- It's an important lifeline to many who live locally and should continue.

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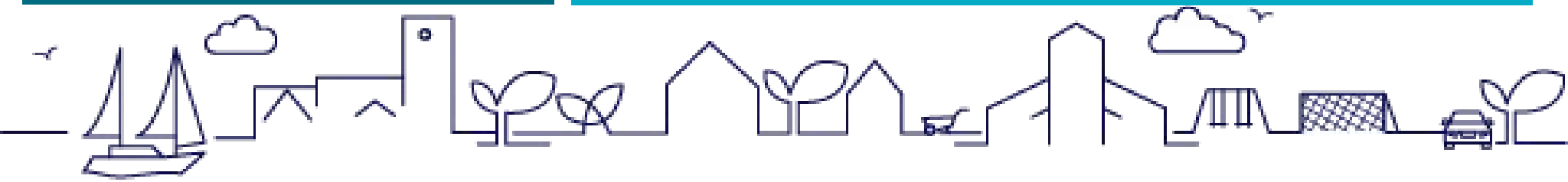
Detailed Results

Do you have any other comments regarding the Hamble Parish Council newsletter/magazine, or other suggestions on how Hamble Parish Council can further improve how we communicate with residents in Hamble? (4 of 5)

“

The advertising page at the back is so prominent that should it land on the doormat that way up, it would instantly end up in the bin because it looks like junk Mail. I want to see Hamble News promoted in the back, not the advertising and I am against any full page adverts. Put the advertising inside, contact LOCAL businesses for their advertising and schedules - feature them and promote them, rather than estate agents that aren't even based in the village! The two examples in the current copy set a good standard for the scale of advertising (versus news content) that should be included in the future. The front cover and back cover are the two most important faces representing and promoting the HPC newsletter - these should be simple area of text with two or more well taken photos which link to articles inside. Keep a fresh clean look - at present, it looks cluttered. The title 'Update from the chair' is an editorial comment that ought to be inside the magazine, not on the front cover. With the layout, let the text and content breathe by not coming so close to the edges of the pages. Add pages if you need to! I suggest 'Hot Gossip!' as a strap line which could contain residents suggestions and information, local news, creative ideas from members of the public e.g Calshot Chimney coming down! Spring Tides Alert! Yacht Club Open Days! Market Days! Otherwise the new format is a big improvement on the former smaller village magazine which was helpful for letting my fire!

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Detailed Results

Do you have any other comments regarding the Hamble Parish Council newsletter/magazine, or other suggestions on how Hamble Parish Council can further improve how we communicate with residents in Hamble? (5 of 5)

“

- Only local news I get these days. Nothing from the borough...
- As well as delivery to local resident's homes, to place some in local venues.
- Minimise use of paper
- More transparency of priorities, spend and actions without having to Wade through minutes I.e great news re RU repairs, great news about RU as a youth hub a few nights a week, really demonstrates listening. Councillors to attend more community events, visibility is important to engagement. The Carols are a great opportunity for this given the past 2 years, this would give so much goodwill and pay dividends.
- The old style magazine was easy to keep and refer to. The essential thing is to get it delivered promptly! There is usually at least one event over by the time we receive our copy. When we delivered the magazine it was always delivered during the week prior to the publication month.
- Bring back the magazine. I am part of the Flower Club and our details are a lot smaller now in the newsletter
- I am very grateful for the magazine
- Bring back the magazine - it was more inviting
- I think the proposal to retain hard copy but avoid the expense of house delivery by placing it frequently visited locations such as the Coop is appropriate.
- I enjoy receiving and reading the magazine. How about a Letters from Residents page?
- This is an incredibly important communication for the village

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