



Kirton in Lindsey Town Council

Communications Survey 2023 - Results Summary

Thank you to those who completed the Town Council Communications Survey earlier this year. The survey was published in Kirton First, online and publicised in posters around the town. 22 responses were received, 5 of these from Kirton First. *Here are the findings from the results of the responses.*



The Town Council use a wide variety of methods to communication with residents, as can be seen by the questions and results in this survey. But how do you prefer to engage with the Town Council?

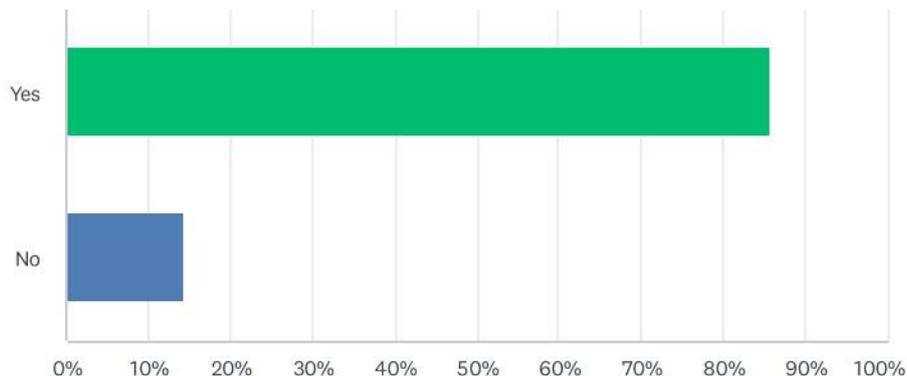
Town Council meetings always allow for public participation, the Town Council Office at the Town Hall is open on Tuesdays and Thursdays so that you can call in, we have a presence on Facebook and other social media platforms to share information and engage with you on, we use the noticeboards around the town including at Church Street, York Road and outside the Primary School, we have a dedicated website for information and of course have email and phone contact available to you. You can choose both how you receive information from us and how to contact us!

✉ enquiries@kirtoninlindseytowncouncil.gov.uk

☎ 01652 648978

Q1 Do you feel that you are receiving the right level of information from the Town Council?

Answered: 21 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	85.71%	18
No	14.29%	3
TOTAL		21

The right level of information. Most people feel that they receive the right level of information about the work of the Town Council, 1 person skipped the question and the three that said no provided no details about what further information they sought or how they would like to receive it. Some people noted concern about not knowing where information was displayed, or seeking information only on a need to know basis. By completing the survey it is hoped that the details about the different places information is placed was clearer and that when you need information you can find it. If not, let us know and we will be happy to help!

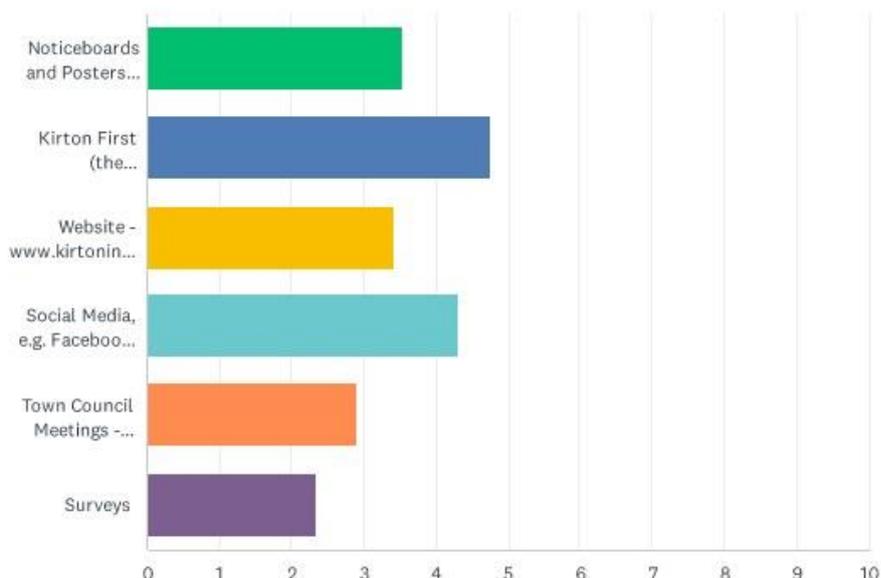
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Q2 To help us understand how you receive information from the Town Council, please rate our current methods of communication? (with 1 being the most preferred way to communicate and 6 being the least)

Answered: 22 Skipped: 0



	1	2	3	4	5	6	TOTAL	SCORE
Noticeboards and Posters around Town	10.53% 2	15.79% 3	31.58% 6	21.05% 4	0.00% 0	21.05% 4	19	3.53
Kirton First (the independent community magazine which we pay annually to publish information in)	33.33% 7	33.33% 7	19.05% 4	4.76% 1	9.52% 2	0.00% 0	21	4.76
Website - www.kirtoninlindseytowncouncil.gov.uk	5.26% 1	21.05% 4	21.05% 4	31.58% 6	5.26% 1	15.79% 3	19	3.42
Social Media, e.g. Facebook, Twitter, Nextdoor.	45.00% 9	20.00% 4	5.00% 1	0.00% 0	10.00% 2	20.00% 4	20	4.30
Town Council Meetings - either by attending or reading the minutes afterwards	10.00% 2	5.00% 1	10.00% 2	25.00% 5	40.00% 8	10.00% 2	20	2.90
Surveys	5.00% 1	5.00% 1	10.00% 2	15.00% 3	30.00% 6	35.00% 7	20	2.35

Preferred ways to receive communication. People like to receive information in different ways, although those that completed the survey had similar preferences. Most people chose Kirton First as the best way to receive information and updates, however some information does need to be given out urgently and doesn't always fit with the bi-monthly schedule of the community magazine. The least popular means were noticeboards and the Town Council website; but only by a very small margin. The Town Council tries to reach everyone in the community with information which may be of interest to them, and by publishing information online, in noticeboards and in the community magazine it is hoped that no gaps are left which could be filled!

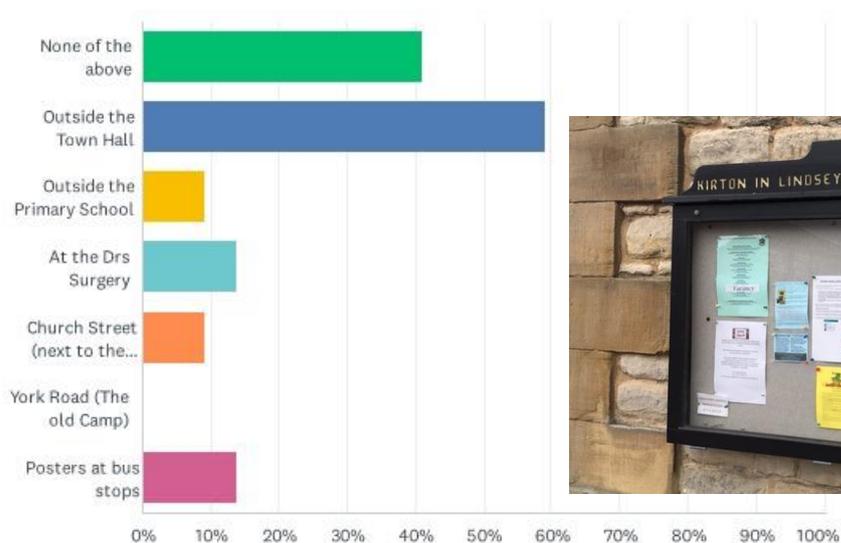
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Q3 Which Noticeboards or posters do you look at? (please tick all that apply)

Answered: 22 Skipped: 0



ANSWER CHOICES	RESPONSES	
None of the above	40.91%	9
Outside the Town Hall	59.09%	13
Outside the Primary School	9.09%	2
At the Drs Surgery	13.64%	3
Church Street (next to the bus stop)	9.09%	2
York Road (The old Camp)	0.00%	0
Posters at bus stops	13.64%	3
Total Respondents: 22		

All about noticeboards. It was discovered as part of the survey that not everyone knew how many noticeboards there are around the town, or that the Town Council tries to use them all. The Doctor’s Surgery maintain control of their noticeboard and will consider requests to put notices in for you. The responses to this question perhaps show the different people who responded, with only two answering that they look at the Primary School noticeboard and none saying they look at the York Road noticeboard. This question linked into a later point about other noticeboards and where additional ones could be put which people could look at. Although a lot of people use online methods to seek information, we know many also rely on offline methods and the noticeboards and community magazines are important way to reach different parts of the population. Putting posters and information at bus stops is interesting more popular than some of our town noticeboards!

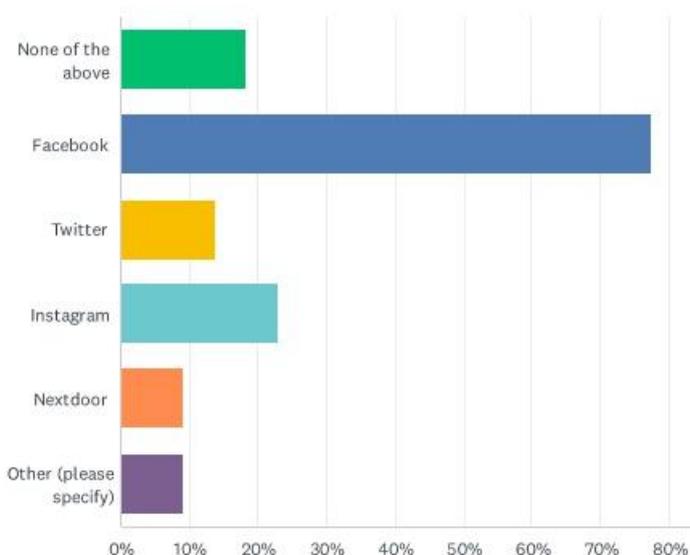
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Q4. Which social media platforms do you use?

Answered: 22 Skipped: 0



Social media.

Facebook and Instagram proved to be the most popular forms of social media which could be used for online content to reach residents, although 18% noted that they don't use social media at all. The option of using Facebook to announce time-sensitive information and reinforce other means of communicating appear to work well. The 'other' means noted were Kirton First and the Community Noticeboard Facebook page.

Q5. Do you attend Town Council Meetings?

ANSWER CHOICES	RESPONSES	
I have on occasion in the past	40.00%	8
I regularly attend	5.00%	1
I am interested in doing so in the future	5.00%	1
If there is something on the Agenda that interests me	15.00%	3
I read the Meeting Minutes on the Town Council Website	10.00%	2
I read the Meeting Minutes via Social Media	45.00%	9
I read the Meeting Minutes on the Notice Board outside the Town Hall	30.00%	6
I am not interested in Town Council Meetings, or what is discussed at them, at all	5.00%	1

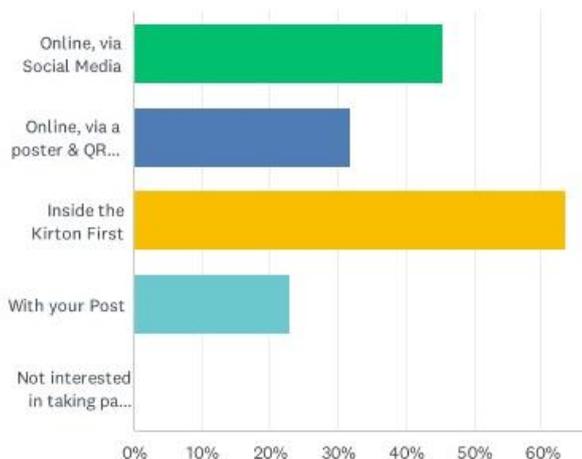
Town Council Meetings. People attend Town Council meetings when there is something of particular interest to them which is going to be discussed. This is most often a planning application or something related to either the specific location they live in or a service they use. Town Council meetings cover a huge variety of different matters about the town each month, and can vary with some things requiring a great deal of collaboration to achieve and move forward and others which the Town Council can progress on its own. Most people who responded keep up with the business of the Town Council each month by reading the minutes on the noticeboard or on social media. Town Council meetings are held on the fourth Wednesday of each month, and Committee meetings are held on the second Monday of each month (both usually with the exception of August). Other meetings are scheduled as required. All meetings are open to the public and time is given at the start of each meeting for public participation to speak with Councillors and ask questions. You can stay for as long as you would like and you are always invited and very welcome to attend.

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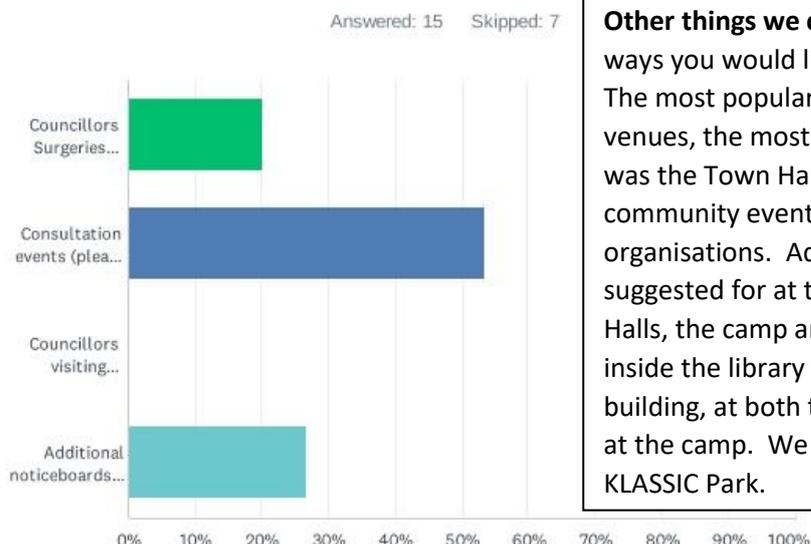
Q6. How would you prefer to receive and respond to surveys?



All about Surveys. The Town Council has started to engage with residents more via surveys. In order to do the things which you want, the Town Council needs to understand what you would like to be done and how you would like it done. We have published surveys and had them delivered as leaflets with Kirton First, we have included shorter surveys printed inside the Kirton First community magazine and have run online surveys with internet links and QR codes to access them. Most people who responded preferred to see surveys inside

Kirton First magazine (64%), however the next most popular answer was online via social media with 46%. These answers tell us that we are best to run surveys both online and offline via Kirton First.

Q7 To help us improve how you can engage with us, please let us know any other ideas you may have. For example -



Other things we could do. We asked what other ways you would like us to communicate with you. The most popular option was consultation events at venues, the most popular place people mentioned was the Town Hall. Other comments were attending community events and Councillors visiting groups and organisations. Additional noticeboards were suggested for at the library, Huntcliff, Church/Church Halls, the camp and KLASSIC. There are noticeboards inside the library which is a North Lincolnshire Council building, at both the Church and the Church Halls and at the camp. We are currently looking at options for KLASSIC Park.

ANSWER CHOICES	RESPONSES
Councillors Surgeries (please give examples of where you would like to see these held)	20.00% 3
Consultation events (please give examples of where you would like to see these held)	53.33% 8
Councillors visiting groups/organisations you are part of (please give examples)	0.00% 0
Additional noticeboards in new locations (please state where)	26.67% 4
TOTAL	15

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Q8. Other comments or suggestions about communication from and to Kirton in Lindsey Town Council

Other comments left included:

- Need to make sure some parts of the community aren't marginalised or excluded e.g. the elderly are less likely to use IT/social media.
- It would be good if an update could be provided by the Town Council to the Town about the progress of the new car park near the marketplace that gained planning permission.
- You can't lead a horse to water, just be open and honest with a set plan.
- Carry on doing the great work.
- Not everyone wants to be looking online all the time.

What we will do with this information from you:

We will continue to provide opportunities for public participation at all Town Council meetings.

We will continue to use online and offline sources of communication such as Facebook, Kirton First and noticeboards / bus stops.

We will promote more widely information about the noticeboards around the town for you.

We will focus on Facebook and Instagram for social media postings as other platforms do not get as many of you engaging with them.

We will continue to look at the possibility for more noticeboards – and focus on KLASSIC Park as the area that isn't currently covered.

If we publish surveys seeking your views we will do this both in Kirton First and online.

We will continue to engage with local groups and organisations and seek opportunities to meet with them and work together.



Kirton in Lindsey Town Council, Town Council Office, Diamond Jubilee Town Hall, High Street, Kirton in Lindsey, North Lincolnshire, DN21 4LZ

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