

Title: Schools Bulletin survey

Report

authorised by: Eveleen Riordan, Joint Assistant Director, Schools and Learning

Lead Officer: Nick Shasha (School Place Planning Lead), 020 8489 5019,
nick.shasha@haringey.gov.uk

1.1 Introduction

Haringey Council sends out a [Schools Bulletin](#) to around 450 email contacts every month. Following a meeting between Eveleen Riordan and Heather Kinnersley it was decided to undertake a readership survey to establish ways in which the bulletin could be improved and to assess existing opinions on content.

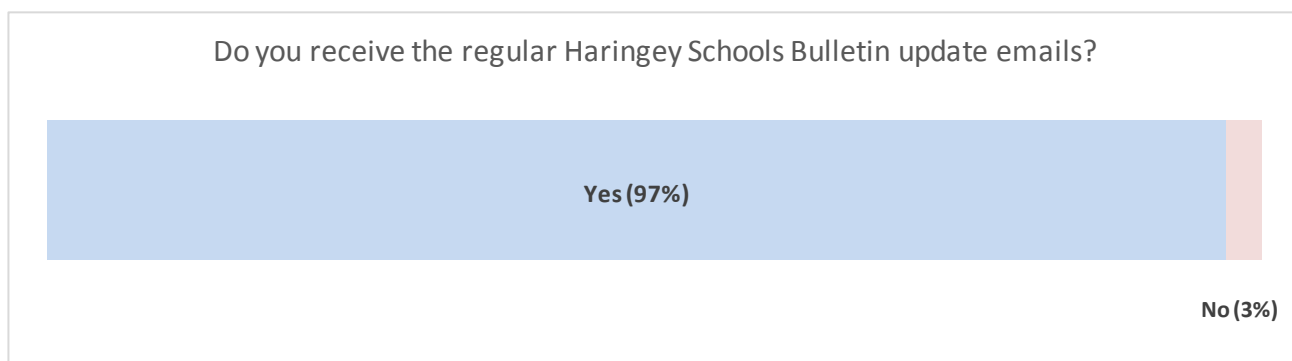
1.2 The survey commenced on 8 November 2017 and closed on 1 December 2017.

1.3 The survey was undertaken using a free Survey Monkey licence.

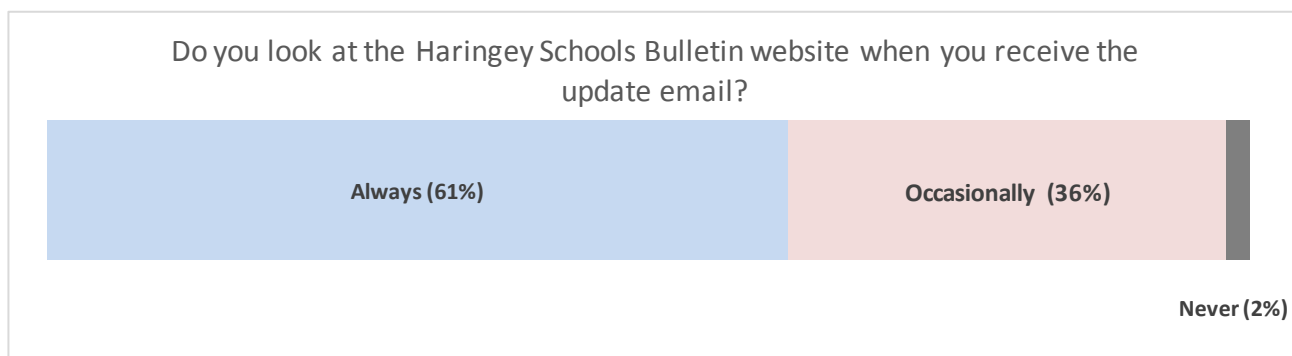
1.4 Some 96 responses to the survey were received.

2. Questions 1 to 5

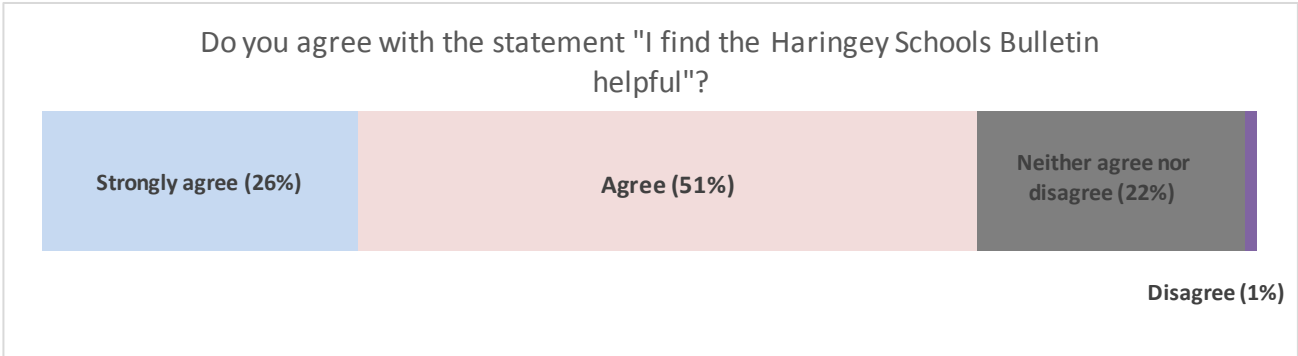
Question 1: Almost all (97%) of respondents receive the update emails.



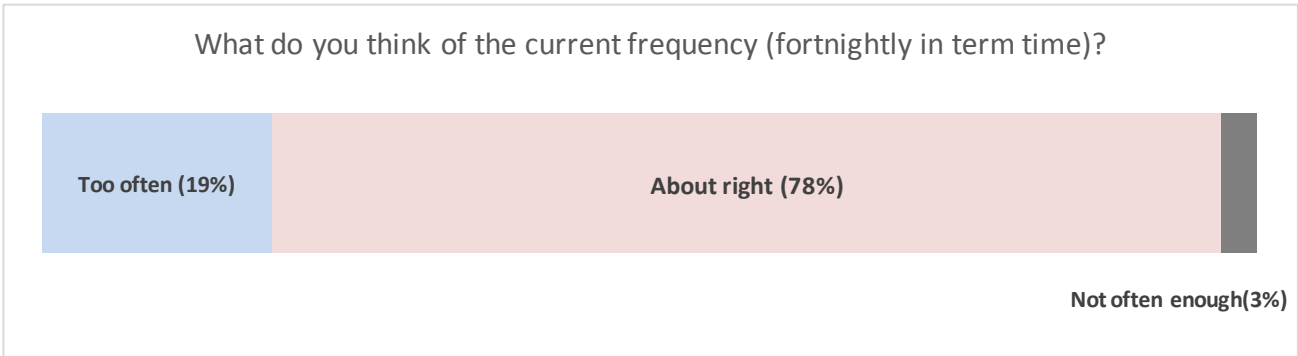
Question 2: 3/5ths (61%) of respondents look at the bulletin website when they receive the update e-mail.



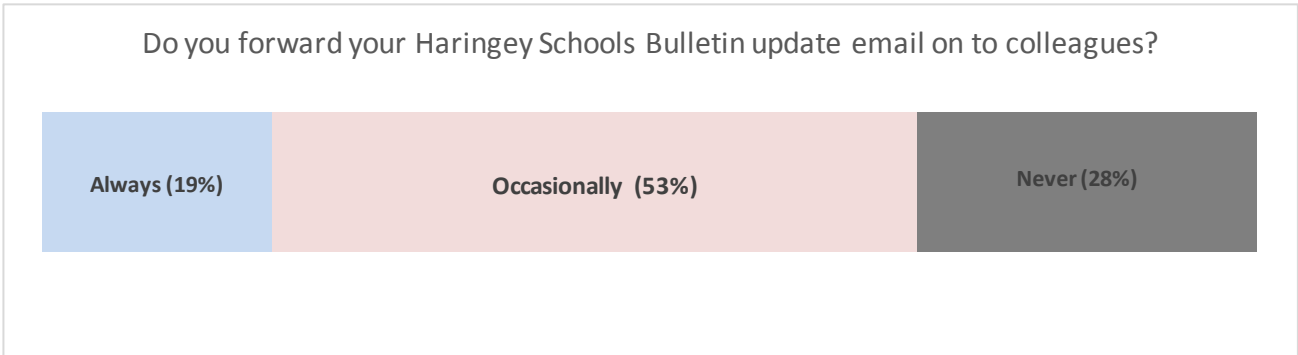
Question 3: Over three-quarters of respondents (77%) agree or strongly agree with the statement “I find the Haringey Schools Bulletin helpful. Around a fifth (22%) neither agree nor disagree with the statement whilst 1% disagree with the statement.



Question 4: Almost 80% of respondents (78%) think the existing frequency of the Schools Bulletin (fortnightly in term time) is about right whilst around a fifth (19%) think it is too often. 3% of respondents think the current frequency isn't enough.



Question 5: Around half (53%) of respondents occasionally forward their Haringey Schools Bulletin on to colleagues whilst around a fifth always do. Under a third (28%) never forward it on to colleagues.

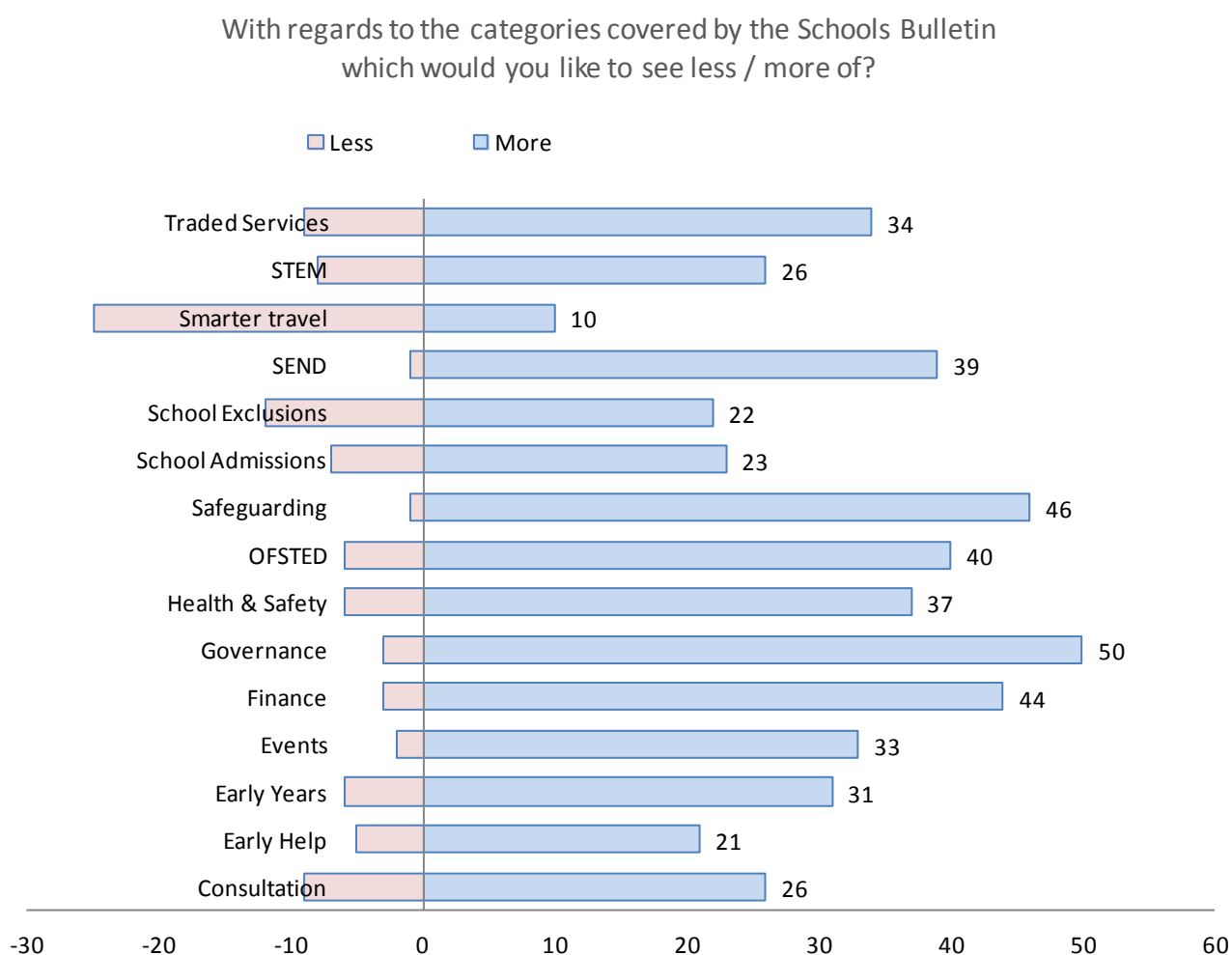


3. Questions 6 and 7 – Content of Schools Bulletin

Question 6 and 7: Respondents were asked which categories of content in the Schools Bulletin they would like to see more or less of. Some 88 respondents provided an answer to the More question whilst 61 provided an answer to the Less question.

The three most popular categories which respondents would like to see more of were Governance (50 or 57% of those who answered this question), Safeguarding (46 or 52%) and Finance (44 or 50%).

The three most popular categories which respondents would like to see less of were Smarter Travel (25 or 41% of those who answered this question), School Exclusions (12 or 20%) and Consultation and Traded Services (both 9 or 15%).



Question 9 – Do you have any other feedback or suggestions about how the Haringey Schools Bulletin can be improved?

Some 18 responses were received to this question. Responses which could be useful in re-shaping the content or approach of the Bulletin included:

- Making it more eye catching to stand out amongst other emails
- Make it fairer by not focusing so much on specific schools
- Some articles are short on detail
- There are too many articles

Response	Text
1)	Half termly newsletters
2)	Happy with current content
3)	I enjoy it the way it is.
4)	a useful document gratefully received.
5)	It tends to get lost amongst my thousands of emails....not sure how it could be made more eye-catching and attractive so that I'm motivated to look at it
6)	Some schools seem to be favoured with their information or news taking prime position - it needs to be fair.
7)	In its latest format some of the articles are rather short on detail
8)	I didn't have any views on 6 and 7 but had to tick a box to move to the next question.
9)	Unless there are exceptional reasons, once a half term should be sufficient.
10)	I used to like the PDF version, because it was easier to highlight sections that are relevant to different people.
11)	We do not always receive the Bulletin. Nice to know it is fortnightly.
12)	not really
13)	I am unsure which members of the GB I sit on actually receive this or not. It would be helpful if you could circulate a list to each school detailing who gets it. That we know whether to circulate internally or not.
14)	I think it is really helpful as there is so much information to keep up with. I struggle to read them right away though and save them up in a batch for a quiet Sunday afternoon! Unfortunately, those also seem far and few between. Thanks very much. Keep them coming!
15)	When the newsletter comes, there are far too many articles to digest. Some of them leading to white papers that may be dozens of pages long. Maybe increasing the frequency to weekly, with less documents per issue? I realise there is a wide audience to cover but maybe there could be an easier way to identify which articles are relevant. Potentially furthering the categories by target audience (head teacher, subject, primary/secondary, etc.) and tagging each article on the listing (instead of choosing from the side) making it easier to focus. Thanks
16)	no. Am happy as it is
17)	Questions 6 and 7 are irrelevant, the officers who lead on specific areas as professionals should be providing the information we require, it's not a case of more or less. The professionals must decide what we need to know.
18)	NONE

Note: The above responses have not been edited