

Review & evaluation of the Age Concern (Halton) Newsletter – 2007

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Introduction

Purpose of this review & evaluation exercise was to:-

“Capture feedback on what the client group feel about and want from the Age Concern (Halton) newsletter”.

Methodology

- Focus groups
- Semi-structured telephone interviews

Key themes & questions

- **Awareness** – are you aware of the newsletter?
- **Readership** – have/do you read it?
- **Perceptions** – do you find the newsletter useful?
- **Attitudes** – what part's) of the newsletter do you like/dislike?
- **Suggestions** – what types of information would you like to see included more?
- **Additional** – do you have any other comments regarding the newsletter?

Findings – numbers involved

- 28 people participated in the consultation
- 18 via 2 focus groups
- 10 via semi-structured telephone interviews

Gender profile

Female – 20

Male – 8

Focus group discussions & Telephone interviews

- **Awareness** – good : majority had heard of the newsletter; however some uncertainty as to when & how often its produced & distributed
- **Readership** – most receive & read the newsletter on a regular basis
- **Perceptions** – majority found it informative & well presented;
- “it’s reassuring to have useful contact numbers”.
- “it’s of great benefit to people living on their own”.

Findings – continued

- **Attitudes:-**
- **Style/presentation** – well presented, colourful/eye-catching – “looks professional”
- **Content** – good – but some articles are too long & sometimes information can be out of date
- **Language** – OK – articles clear & understandable but some could be punchier & snappier

Findings – continued

- **Suggestions:-**

- More coverage devoted to promoting future events/activities rather than past/previous ones
- Diary of forthcoming events/activities would give people opportunities to get more involved
- Hot-topics section – (e.g. personal security & safety updates/alerts on scams/frauds, forthcoming consultations etc...)
- More competitions – visual – guess what/where? (Landmarks), crosswords etc....

Findings – continued

- **Additional comments:-**
- **Monthly mail flyer** – generally positive/receptive to the idea
- **What to include in it?** – short-notice events – consultations, bite-size information etc...
- However – need to consider production costs and distribution methods
- **Internet access** – discussion around viability of accessing the newsletter via the Age Concern website
- Most people agreed that this would be an efficient and cost effective way of accessing the newsletter – unfortunately only one person currently has regular internet access.

Summary

- Most people consulted had positive perceptions of the newsletter
- They found it informative & had recommended it to others
- There appeared to be general satisfaction with the newsletter's style, content & language (however);
- In terms of balance content – most wanted a greater balance of information when highlighting past & forthcoming activities/events
- Majority of people receptive to the idea in principle of a monthly mail flyer – but AC need to consider production costs & methods of distribution