

## Communication Discussion Group (Youth)

9 July 2009 4.30pm

<p>How well informed do you think Stockton Borough Council keeps you about the services and benefits it provides?</p>	<p>Some felt that young people were not kept informed.</p> <p>One member felt that there was a lot of info about events.</p>
<p>What do you expect the Council to be telling you about as a young person?</p>	<p>Events – should be advertised through school and home</p> <p>Transport/ Bus Times – and any changes to timetables</p> <p>Need more information about youth clubs.</p>
<p>Do panel members have examples of where Council communications have been good? Why was it good?</p>	<p>Christmas Fair</p> <p>Shows in the parks</p> <p>SIRF – a lot of publicity, posters</p> <p>Stockton News</p> <p>Libraries</p> <p>Publicity for Police Cadets Scheme</p>
<p>Are there instances where communications have not been good? How could they have been improved?</p>	<p>Not enough communication about activities for children and young people.</p> <p>Tristar communications</p>
<p>Do you feel that the Council is in touch with young people in the Borough? Why? Why not?</p>	<p>No because there are no young people in the Council.</p> <p>Sometimes they don't listen (e.g. Infinity Bridge) and they put what you have said into different words</p> <p>Sometimes they don't get back to you</p>

	<p>Need better facilities and services for young people</p> <p>Should have cheaper entry for young people</p> <p>Some things have improved e.g. Hardwick shops</p>
Do you feel that the Council gives good value for money?	<p>Not spending it on the right things.</p> <p>More money should be spent on young people – courses, festivals, events</p> <p>Should subsidise musical theatre</p>
How do you feel the Council is viewed by young people; what does it stand for?	<p>Not approachable for young people</p> <p>Voting age should be younger as well.</p>
Do you think that a strong identity and positive image is important for the Council	<p>Yes it is important and would make it stand out.</p>
Do you feel you have enough information about decisions that are being made by the Council?	<p>No – we only know about viewpoint</p>
Do you feel that you can personally influence decisions affecting your local area? How?	<p>Only through viewpoint.</p> <p>In other cases, they won't listen to us.</p>
To what extent do you want to be involved in decisions being made?	<p>Unanimous yes.</p>

<p>How do you want the Council to keep you informed?</p>	<p>The group felt that the best way to keep young people informed was through big events to publicise what is going on. Perhaps a stage or market stall in town could be used as well – maybe open days.</p> <p>Only some wanted to be contacted by email or text (if free).</p> <p>Screens in town centres don't show you the right stuff.</p> <p>The van outside the Town Hall during the festival was a good idea.</p>
<p>Have you ever used the Council website?</p> <ul style="list-style-type: none"> <li>• When?</li> <li>• How frequently?</li> <li>• What for?</li> <li>• Was it easy to use?</li> <li>• Could you find what you were looking for?</li> <li>• Was the information clear and readable?</li> <li>• How could it be improved?</li> </ul>	<p>Most of the group had used the website.</p> <p>There were mixed views about how easy it was to use.</p> <p>Several of the group felt that the website was boring.</p> <p>There was a suggestion to have an area of the website for young people.</p>
<p>Have you ever seen Stockton News?</p> <ul style="list-style-type: none"> <li>• Do you read Stockton News?</li> <li>• How useful/informative is it?</li> <li>• How long do you keep it for?</li> <li>• Is it enjoyable to read?</li> <li>• Could the content be improved?</li> <li>• Could the format/layout be improved?</li> </ul>	<p>The group had all seen Stockton News and some had read it.</p> <p>Generally felt that the format was not good for young people – too much small text.</p> <p>Suggested that there should be a section for the under 16s and a section for 16 – 25s.</p> <p>The group liked the “what’s on” and felt that there should be more about future events than past events.</p>

<p>Do you have suggestions for improving any other Council publications that you have seen?</p>	<p>The group liked youth viewpoint just as it is.</p>
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