



Newsletter Feedback Survey 2026

REPORT CARD 26.5



BACKGROUND

This Scorecard Report is part of the Southern Area Locality Planning Team's ongoing monitoring and evaluation of our LPG Member Newsletter, 'FYI'.

It follows on from the same evaluations completed in **2022** and **2024**, both of which can be accessed by clicking on the corresponding images below.



BACKGROUND

LAUNCH

'FYI' was introduced in January 2019 as an innovative new way of sharing information on the work of services and organisations aiming to improve outcomes for children, young people and families in the Southern Area.

AIMS

With the aim of strengthening contacts, participation, engagement and connections in the area, Southern Area LPG member organisations, as well as the wider community, are invited to submit flyers, posters and announcements promoting relevant events, opportunities, programmes and initiatives. This information is collated and shared via a one-stop-shop style newsletter...'FYI' (For Your Information).

CIRCULATION & PROMOTION

Up until September 2025, the e-bulletin was circulated on alternate Thursday afternoons to all LPG members and contacts on our specific 'FYI' list. The newsletter now circulates every three weeks on a Thursday afternoon. It is also widely promoted across various CYPSP and LPG member social media channels and e-mail circulars.

THE STORY SO FAR...

From the first edition on 21st January 2019 to 24th March 2022, a total of 79 editions of 'FYI' were compiled and shared. The first Scorecard covered the period April 2021 to March 2022. The second Scorecard covered the next 2 years (7th April 2022 to 21st March 2024), across which there had been a total of 122 issues of 'FYI' produced. This report covers the next 2 year period (11th April 2024 to 12th March 2026).



‘FYI’ makes a contribution to all 8 **High Level Outcomes** for Children in the 2020–30 NI Children and Young People’s Strategy, where the well-being of children and young people includes:

- Physical and mental health
- Enjoyment of play and leisure
- Learning and achievement
- Living in safety and with stability
- Economic and environmental well-being
- Making a positive contribution to society
- Living in a society which respects their rights
- Living in a society in which equality of opportunity and good relations are promoted



BACKGROUND

This report will make reference to its predecessor ('FYI' Feedback Survey 2024) and comparisons, where appropriate, to show whether any progress has been made in this period towards outcomes for children and young people.

Given the change in circulation frequency of 'FYI' during the current reporting period, direct newsletter comparisons will be made based on averages instead of actual numbers.

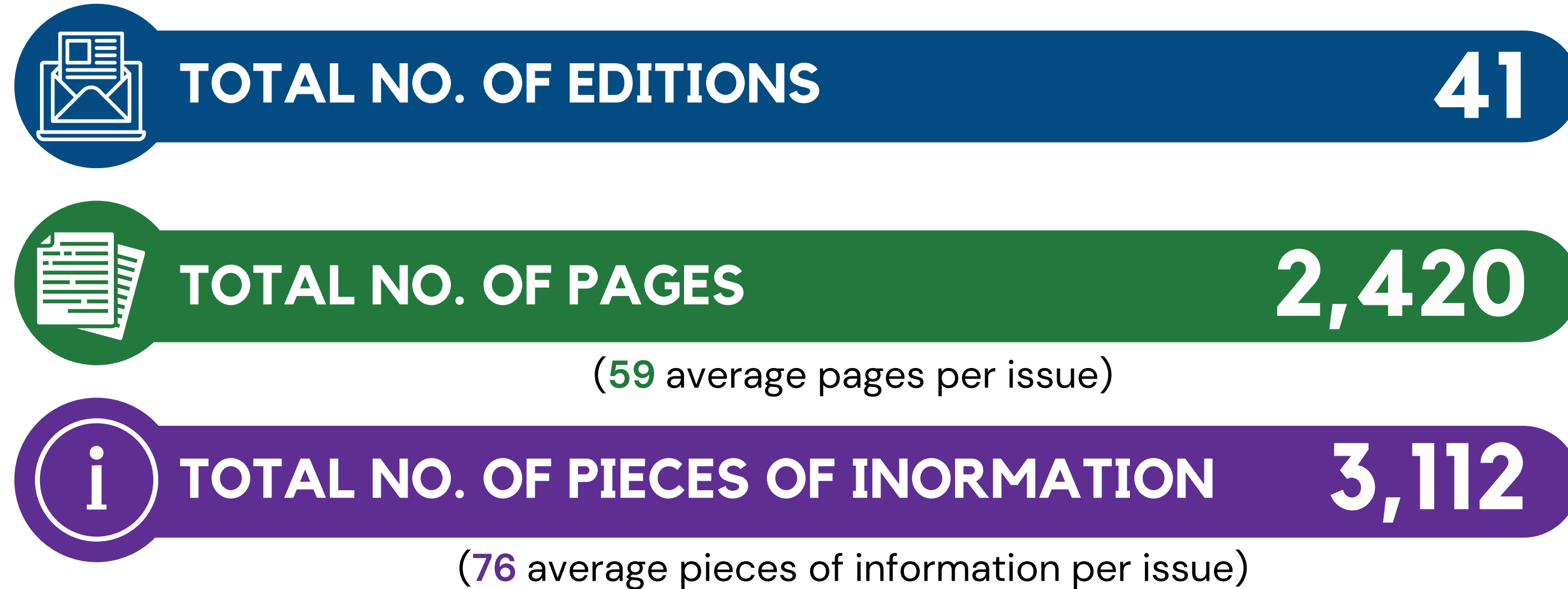


Where you see the above symbol appear throughout this scorecard, a direct comparison is being made between the two reporting periods, highlighting any difference of note

HOW MUCH DID WE DO?

Up to March 2026, there had been a total of **163** editions of 'FYI' produced since its inception.

For this period, April 2024 to March 2026:



HOW WELL DID WE DO IT?



TOTAL NO. OF RECIPIENTS

28,749

AVERAGE NO OF RECIPIENTS PER ISSUE

701



AVERAGE DOWNLOAD RATE

32%

AVERAGE NO. OF RECIPIENTS
ACCESSING NEWSLETTER DOWNLOAD

224

THEN **VS** NOW

A decrease of average **126** recipients of 'FYI' per edition (N.B. In December 2024 we removed 332 recipients from our core contact lists, as part of a major review of LPG membership)

An increase in average download rate for 'FYI' from 25% to **32%** – 'FYI' is included as an attachment in e-mail correspondence, as well as a direct download link to the CYPSP website

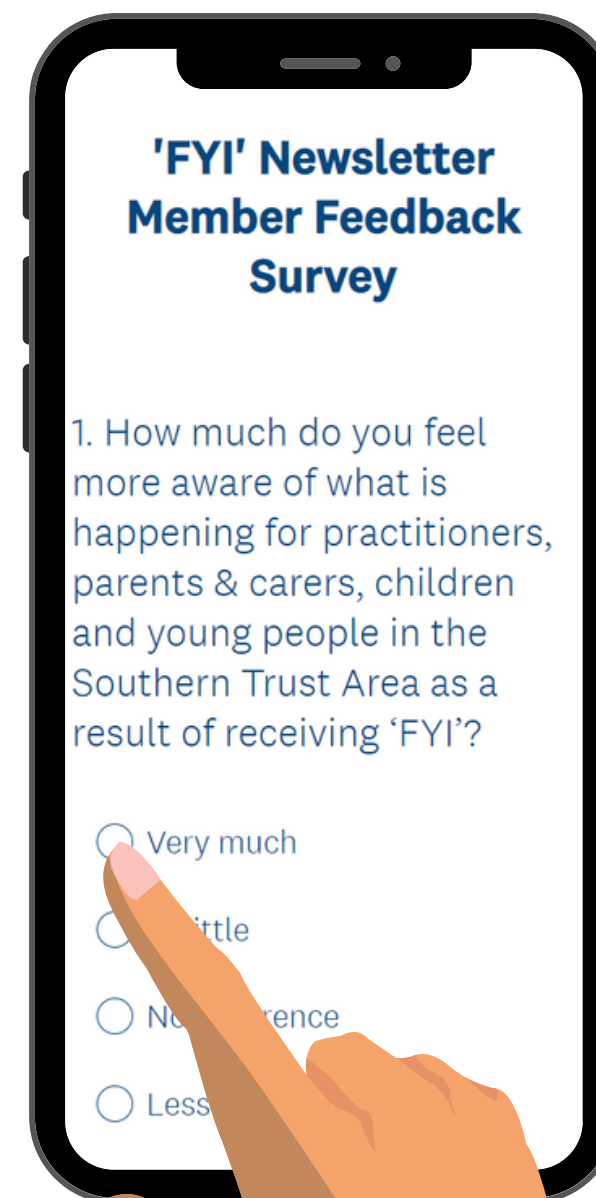


HOW WELL DID WE DO IT?

56 recipients replied to an online Survey Monkey questionnaire to give feedback on 'FYI' which was compiled by CYPSP Locality Planning Team (Southern Area)

24 respondents replied when asked if they could suggest any changes and/or additions for future 'FYI' issues

32 respondents had other feedback for 'FYI'



THEN VS NOW

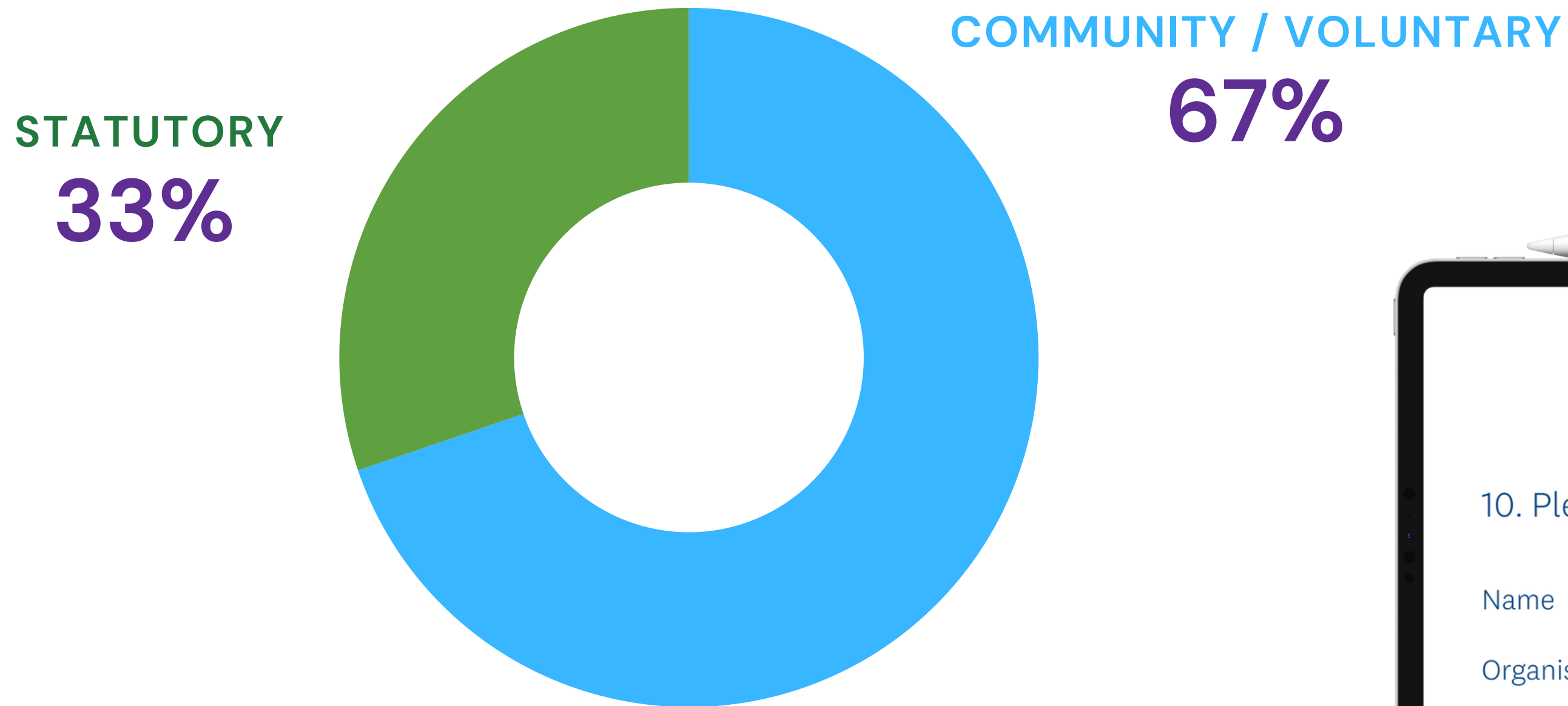
Increase of **11** replies to Survey Monkey questionnaire seeking feedback on 'FYI' (**56** replies compared to 45 for previous report)

No change in no. of respondents to Survey Monkey suggesting further changes and/or additions for future 'FYI' issues

Increase of **11** respondents giving further feedback for 'FYI'

HOW WELL DID WE DO IT?

Breakdown of Survey Respondents by Sector



A tablet screen displaying a survey form. At the top is the 'FYI For Your Information' logo. Below it, the text reads: 'FYI' Newsletter Member Feedback Survey. The question is: 10. Please tell us who you are. There are three input fields: Name, Organisation, and Job Title.



'FYI' Newsletter Member Feedback Survey

10. Please tell us who you are

Name

Organisation

Job Title



100%

of respondents agreed 'FYI' was useful

100%

of respondents agreed they felt more aware of what is happening for practitioners, parents & carers, children and young people in the Southern Trust Area as a result of receiving 'FYI' (96% stated they were "very much aware" and 4% agreed they were "a little more aware")

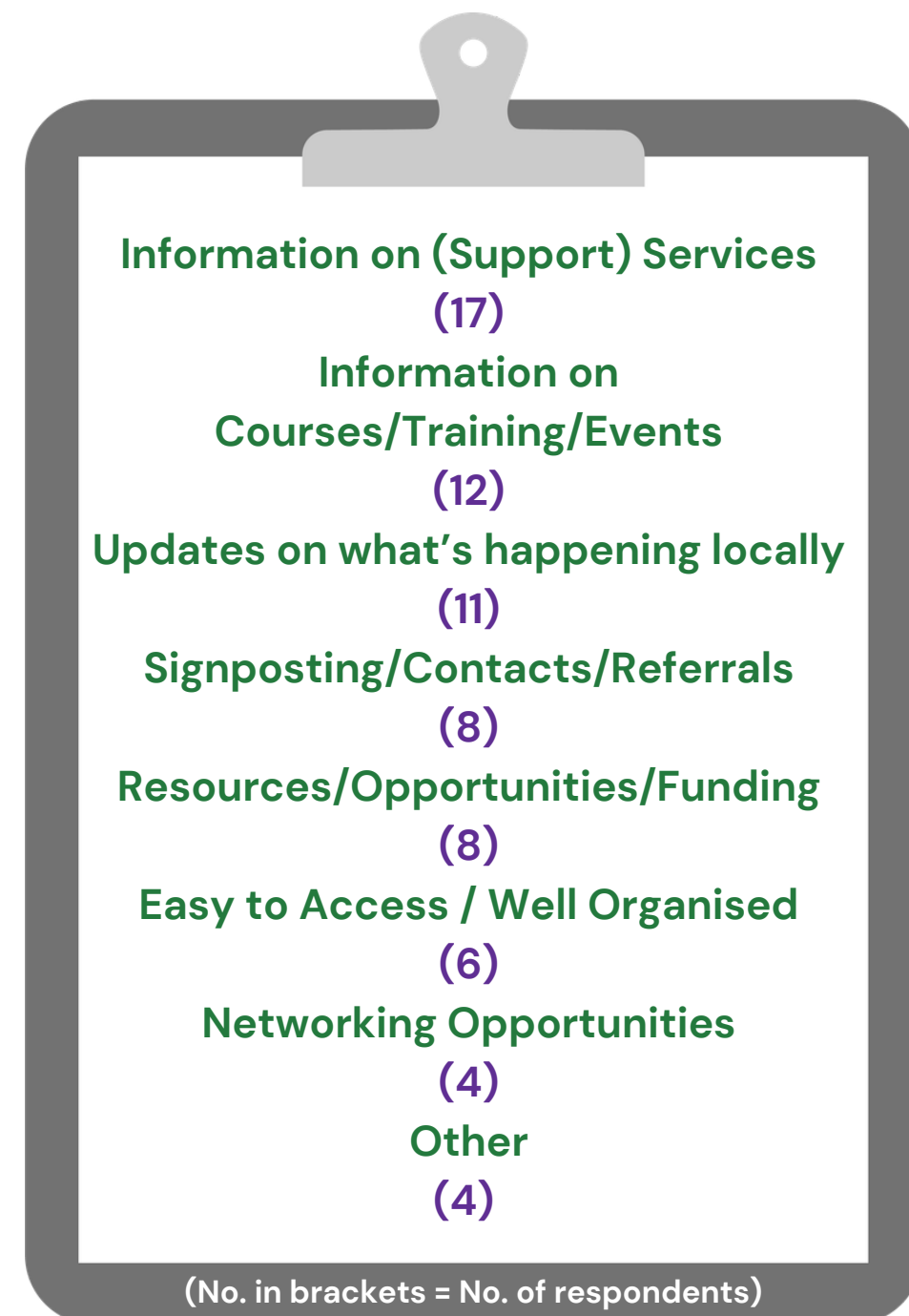
THEN **VS** **NOW**

The overall % is exactly the same as the previous report in 2024



WHAT CHANGED AS A RESULT?

Question: What do you find useful about the newsletter?



"Other" responses included:

KNOWLEDGE

UP-TO-DATE **RESOURCES**

SIGNPOSTING

SUPPORT SERVICES

LOCAL INFORMATION

TRAINING

WHAT CHANGED AS A RESULT?

Question: What do you find useful about the newsletter?

The range of organisations, the events and the promotion that it offers. It is really informative and I share it with my Network and use it to inform conversations with other staff.

Information of what is happening in other organisations. I also like the way is broken up by area.

How the content is split out into areas. The plethora of information included. The direct click-through links.

Brilliant to see what are the key issues that are being addressed and seeing where group networking & partnerships could form to benefit the public.

Information is more accessible being in one newsletter.

Excellent resource to share with my team and carers regarding supports, training available and signposting.

WHAT CHANGED AS A RESULT?

Question: Who do you regularly share 'FYI' with?





'FYI' Newsletter Member Feedback Survey

3. Who do you regularly share 'FYI' with? (You can choose more than one answer)

☐

Service Users / Families

☐

Work Colleagues / Staff Members

☐

Work Contact Lists / Your Organisation's Members

☐

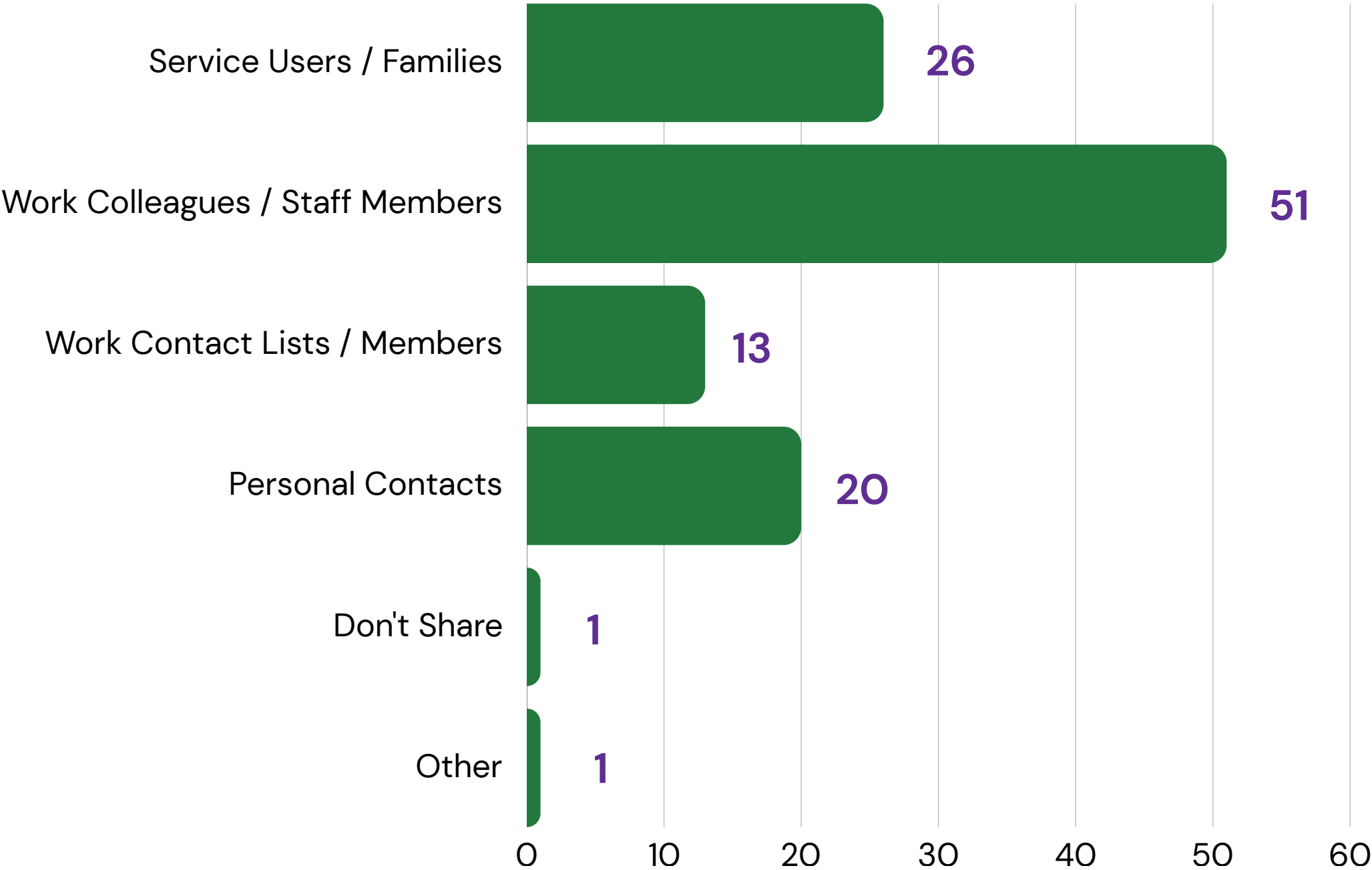
Personal Contacts (e.g. Family Members, Friends)

☐

Don't Share

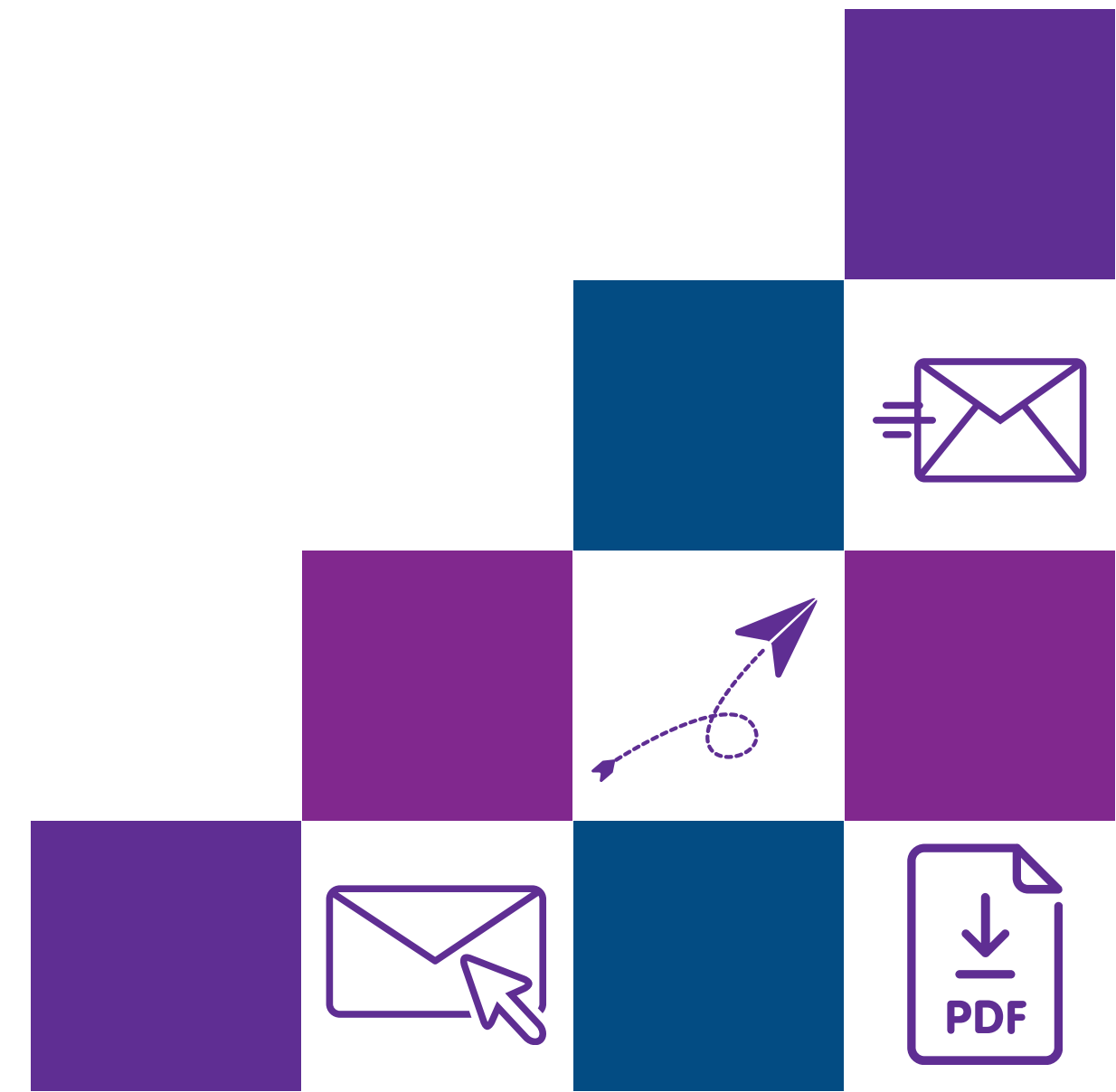
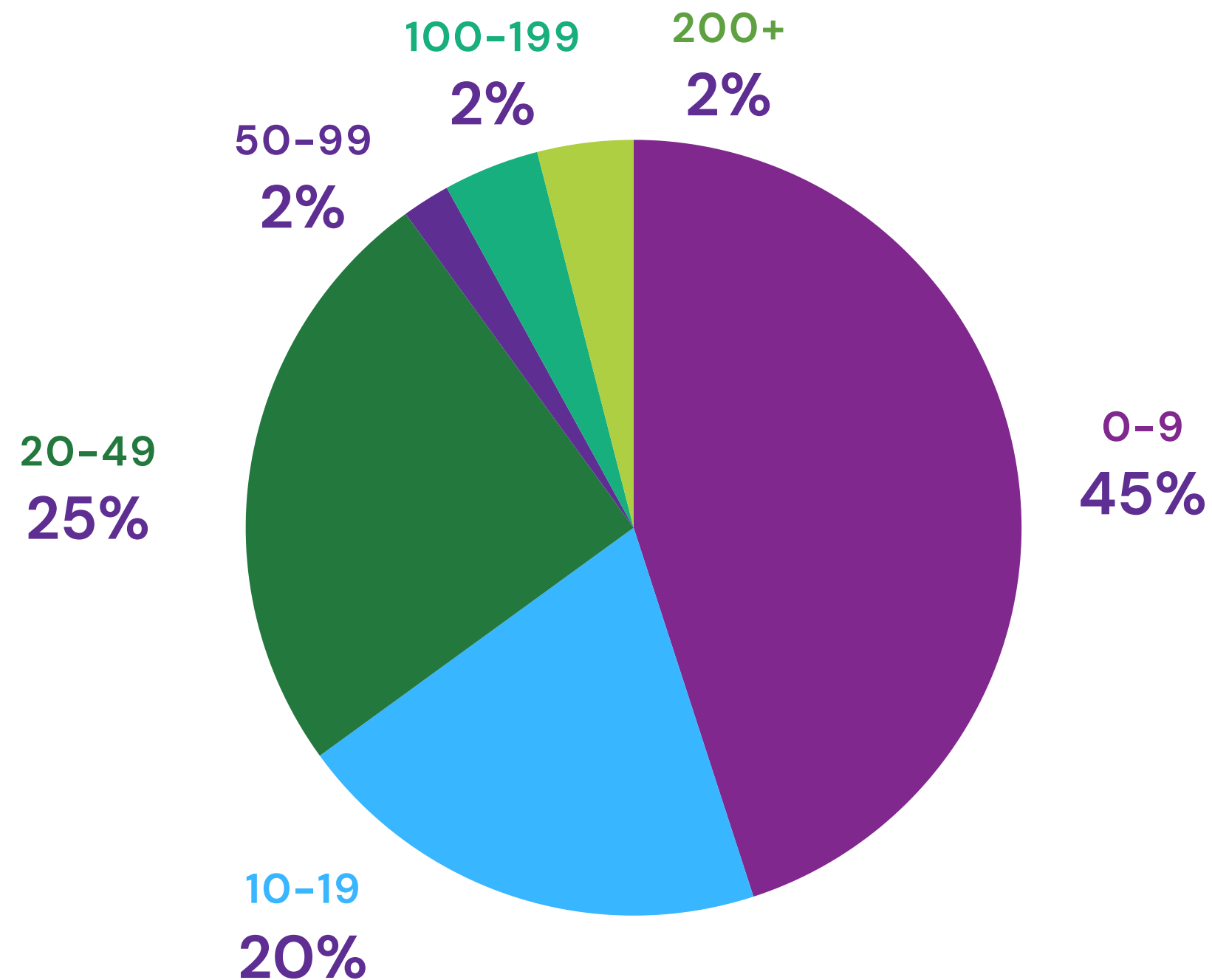
☐

Other



WHAT CHANGED AS A RESULT?

Question: Roughly how many people do you regularly share 'FYI' with?





Question: How do you usually
share 'FYI'?
(You can choose more than one answer)

51

Forward CYPSP's E-mail

6

Via Messaging Apps
(e.g. WhatsApp, Messenger)

15

Via Social Media Channels
(e.g. Facebook, Twitter, Instagram)

6

Circulate Print version

6

Other



WHAT CHANGED AS A RESULT?

Some comments received regarding sharing 'FYI'...

As a support agency,
we share the news
letter with all clients,
employees, team
members and partners.

We also use
information to put
in our own
newsletter.

Highlighting opportunities
for my colleague's
attention (e-mail, but also
in meetings).

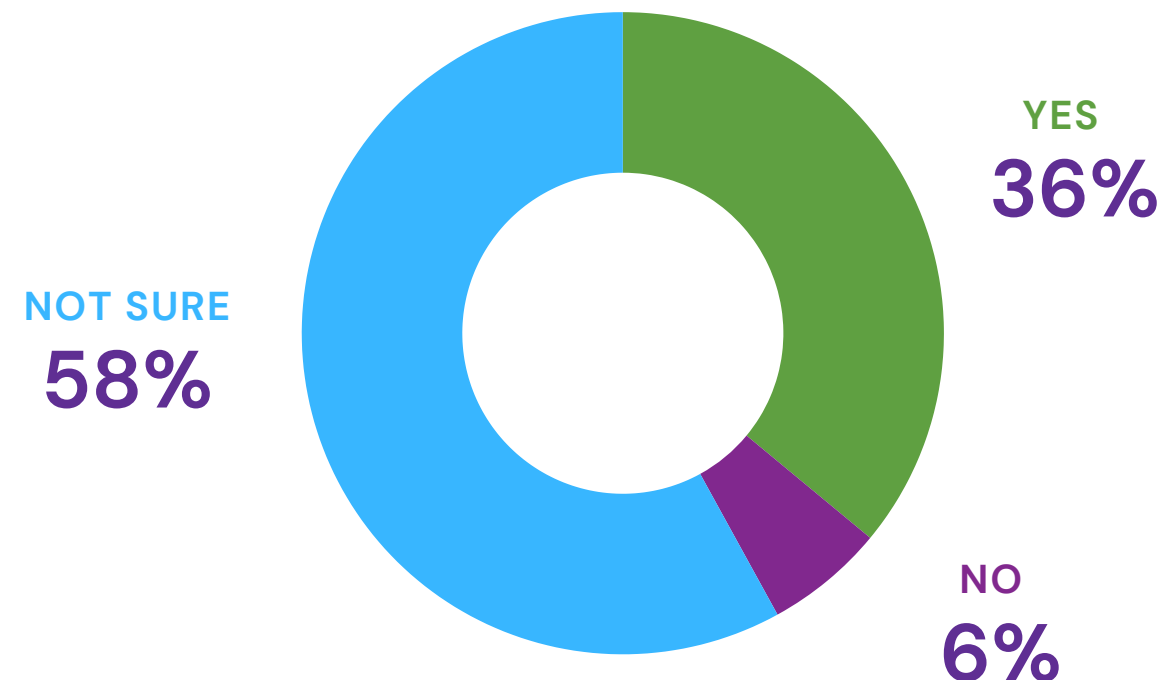
In conversations
and I will share
specific links from
the e-mail.

Sometimes I print out particular
editions of the newsletter, e.g. if I
am going to an event, to share
details of what is happening in a
particular area.

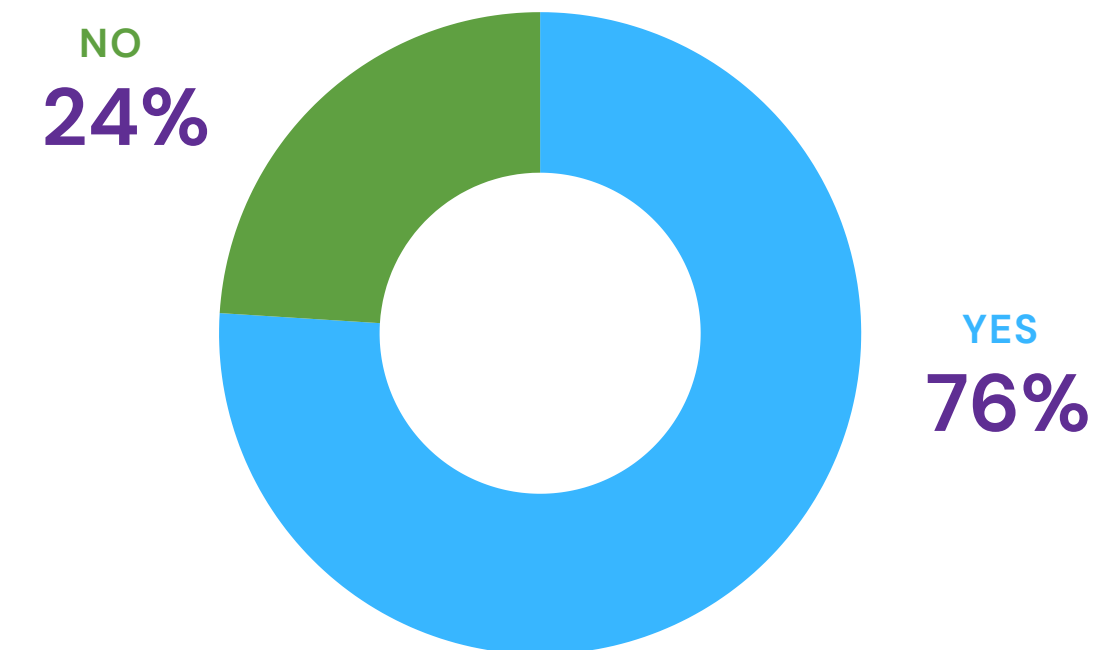
We flag various items
included in the
newsletter at our
Team Meetings.

WHAT CHANGED AS A RESULT?

Question: If you have advertised in 'FYI' in the last year, have you had increased attendance / participation as a result?



Question: Have you ever attended an event, participated in a programme or completed a survey which you saw advertised in 'FYI'?



THEN VS NOW

Increase of **22%** of respondents stated their event/activity had increased attendance after advertising it in 'FYI'

Decrease of **5%** stated their event/activity had not increased attendance after advertising it in 'FYI'

Decrease of **17%** stated they were unsure whether their event/activity had increased attendance after advertising it in 'FYI'

Increase of **13%** stated they had attended an event, participated in a programme or completed a survey which they had seen advertised in 'FYI'

WHAT CHANGED AS A RESULT?

Some examples given of events attended, programmes participated in, or surveys completed, as a result of respondents having seen an advertisement in 'FYI'...



TRAINING

Self-Harm Awareness Workshop, Autism Awareness



EVENTS

Schools Networking Event in Newry High, All About YOUth Conference, Feel Good Armagh Community Event, Feel Good Dungannon Community Event, 'Stronger Together' Event, Recent Youth Event in Newry



RESOURCES & OTHER

LPG Meetings, Multiple Signposting Resources

We promoted our childminding academy and noticed an increase in enquiries.

More people becoming aware of what we are doing and able to get in contact with our helpline for support and advice.

Staff across the group have attended events and training advertised.

I have used it to promote online events and have seen an uplift in my numbers – I am very grateful for the promotion.

WHAT CHANGED AS A RESULT?

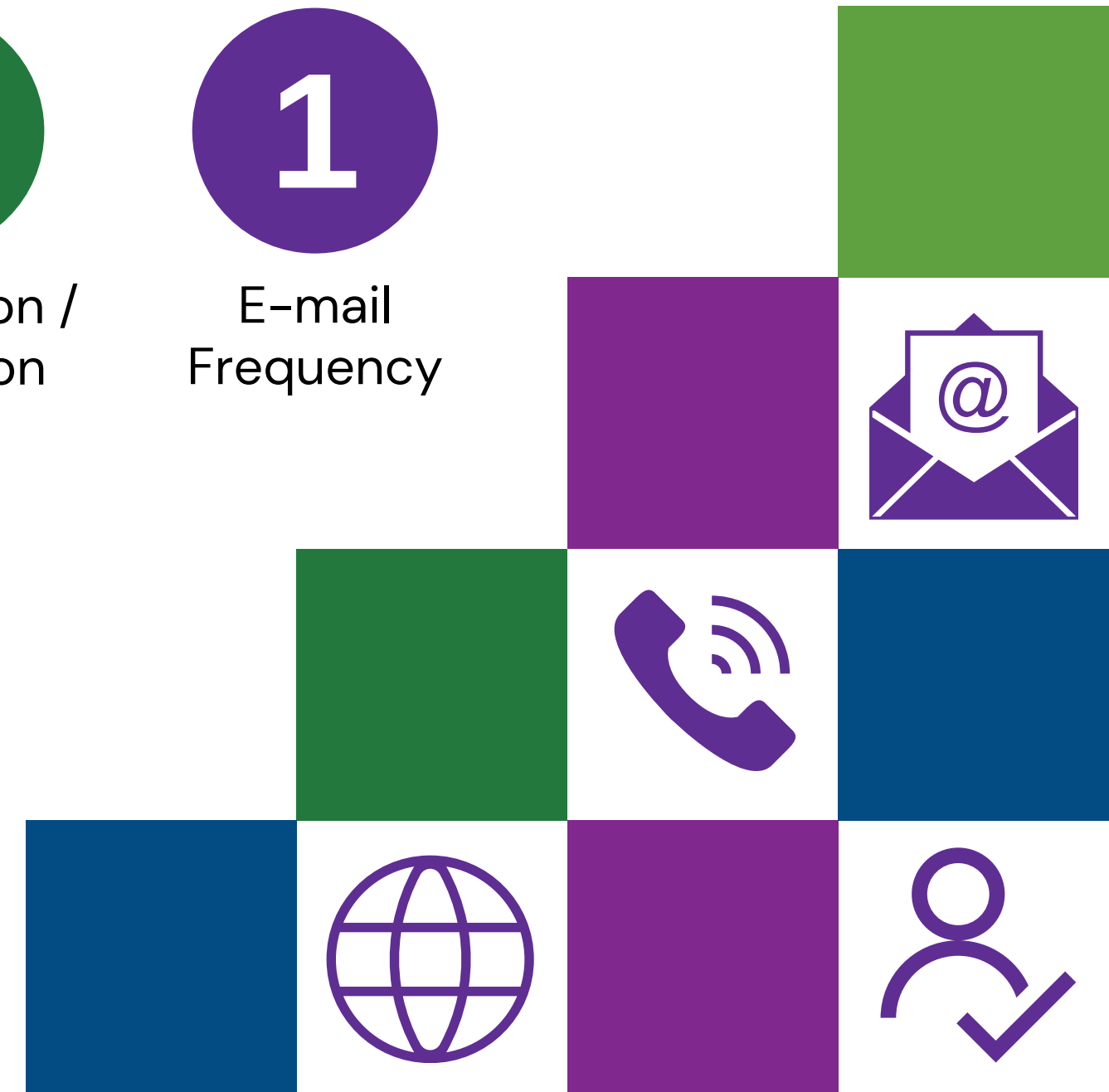
Question: Can you suggest any changes and/or additions for future 'FYI' issues?

43% (24) of respondents replied when asked if they could suggest any changes and/or additions for future 'FYI' issues



"Other" responses included:

- Consider reducing the number of email notifications
- Add page numbers to improve navigation
- Shorten or split the newsletter into smaller sections
- Theme editions around awareness weeks or key topics
- Provide guidance on poster formatting for better readability
- Share the newsletter more widely with statutory organisations
- Continue reviewing the digital platform as technology evolves





Keep doing what you have been doing – A very valuable resource!

Such a useful information sharing and signposting tool.

It is already comprehensive and so useful.

It would be beneficial to have other statutory bodies, such as Council, give a commitment to sharing it on their social media pages.

I'm really happy with it in its current format.

I like the way it is delivered.



WHAT CHANGED AS A RESULT?

Question: Have you any other feedback which you wish to give on 'FYI'?

57% (32) of respondents had other feedback for 'FYI'

- 13 Keep up the good work! / Thank you
- 12 Excellent / Valuable Resource
- 5 Useful for signposting and sharing information
- 2 Easy to use / Clear layout





Sign up to receive 'FYI' Newsletter TODAY!

E-mail: localityplanning@ci-ni.org.uk

**SOUTHERN AREA
LOCALITY PLANNING GROUPS**

CYPSP
Children & Young People's Strategic Partnership

For Your Information

ISSUE 161
9th January 2026

**SCAN QR CODE
FOR INSTANT
ACCESS TO A
SAMPLE ISSUE**



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