

TRAVELLERS TIMES

2024 Survey Report

A comprehensive response from our audience, helping us to shape the future of an independent *Travellers Times*.



Contents

Introduction & Background	p3
Our Audience	p5
Magazine	p10
Website	p14
Films	p18
Importance	p22
Impact	p26
Analysis & Reflections	p30



Introduction & Background

This report represents the findings for the *Travellers Times* Survey 2024. This survey was a chance for us to hear what our readers and viewers have to say about the *Travellers Times*, and a chance to share their honest feedback on the magazine, website, films and how *Travellers Times* could operate in the future.

This survey was also part of our preparation for the *Travellers Times* (TT) becoming an independent charity and no longer a charitable project run by Rural Media Charity. In 2025 TT will be independent and fully owned and led by the people it represents: Gypsy, Roma and Traveller people in the UK.

From the **140 responses to the survey**, we learnt what a section of our audience likes and dislikes, what TT means to them, the opportunities they found through TT, and lastly what improvements they would like to see for the future.

The *Travellers Times* Survey 2024 ran from May to August 2024 and was accessible in both online and paper formats. The online survey was shared across our digital reach including our website, social media platforms, newsletter and email communications.

The paper survey was mailed out to 785 addresses registered on our TT Magazine subscription list, and a free reply letter was included so that there was no charge to send back the completed form.

This survey compliments our findings from our website and social media analytics, which shows that our annual online audience reach regularly falls between 200,000 and 300,000 total users.

The reason we provided both online and paper formats is because we acknowledge that within our diverse target audience there are those that only access TT through our print magazines, and there are sections of our Gypsy, Roma and Traveller audience that may have little or no access to the internet.

It is extremely important that we are fully accessible in our research in order to gather a wide range of voices.

The survey was made up of both open and closed questions, many of which were multi-optional check boxes, and we also included open text box answers to allow people to speak honestly and in their own words. We also designed the survey so that information asked about audience demographics was not compulsory.

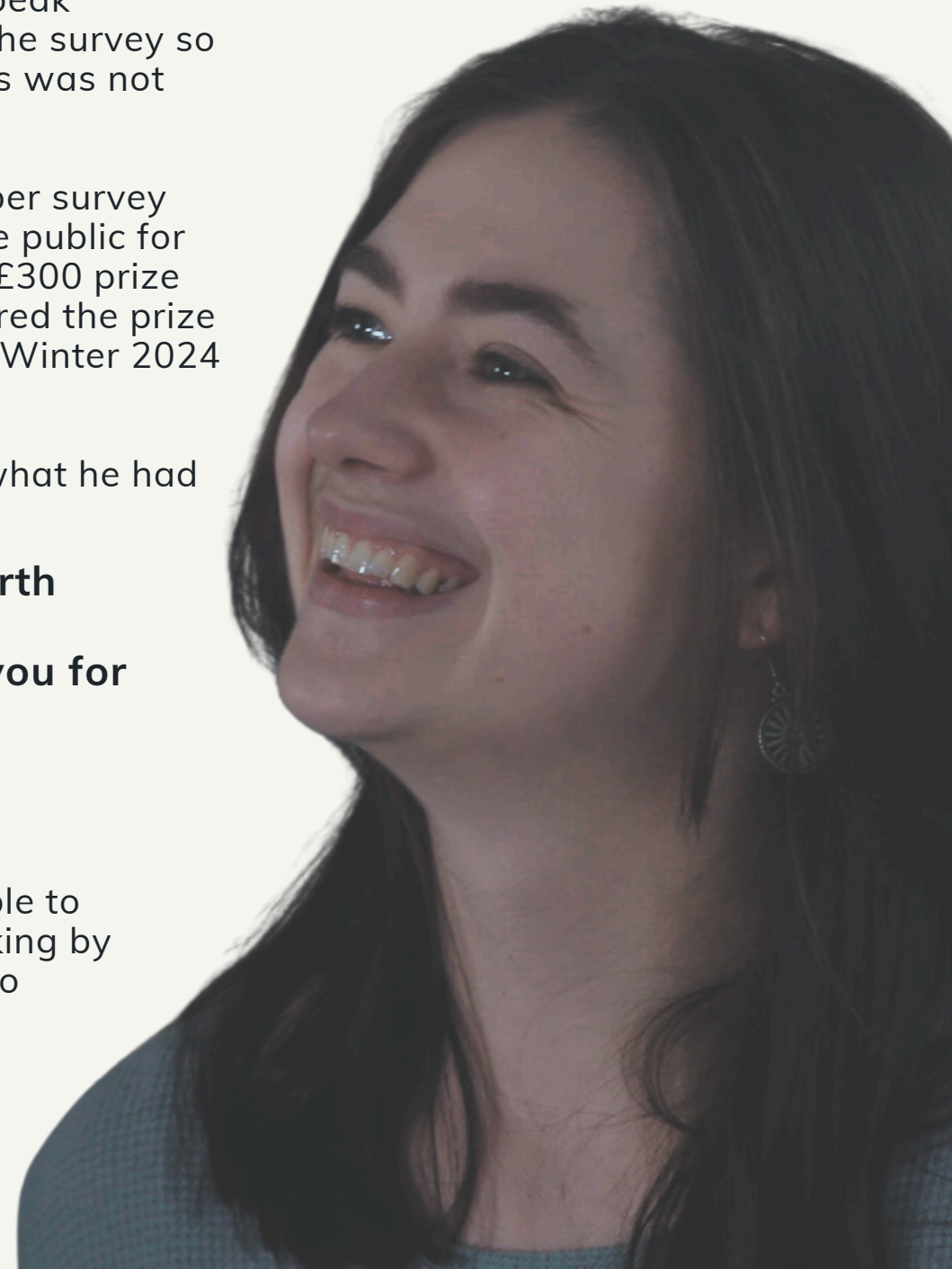
Out of 140 total responses 75 people filled in the paper survey and 65 people filled in the online survey. To thank the public for the time used to complete the survey, we included a £300 prize draw they could opt into. 117 out of 140 people entered the prize draw and the winner was announced in our Autumn/Winter 2024 Magazine.

Mr David Johnson was our lucky winner, and this is what he had to say about *Travellers Times*:

“It gives Travellers a voice and a sense of worth because people still see Travelling people as worthless. [...] My final word is to say thank you for *Travellers Times* over the years keeping me connected with my Traveller roots, may the magazine carry on for years to come.”

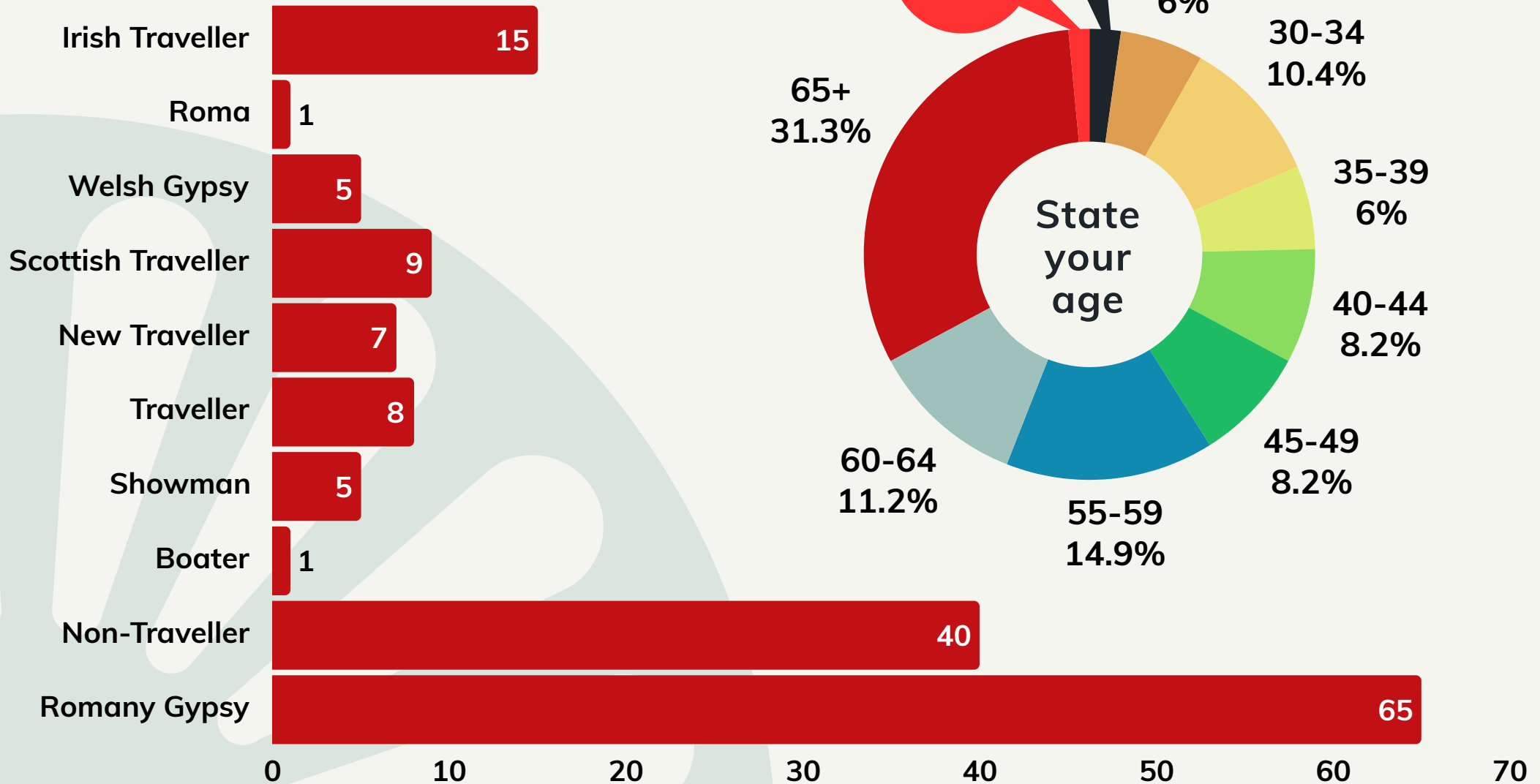
The summary of findings and analysis will be available to the public in keeping with our ethical method of working by and for the people we represent, and it will be used to show future funders and stakeholders the impact of *Travellers Times* and ensure its continued legacy.

Liza Mortimer
***Travellers Times* Project Manager**



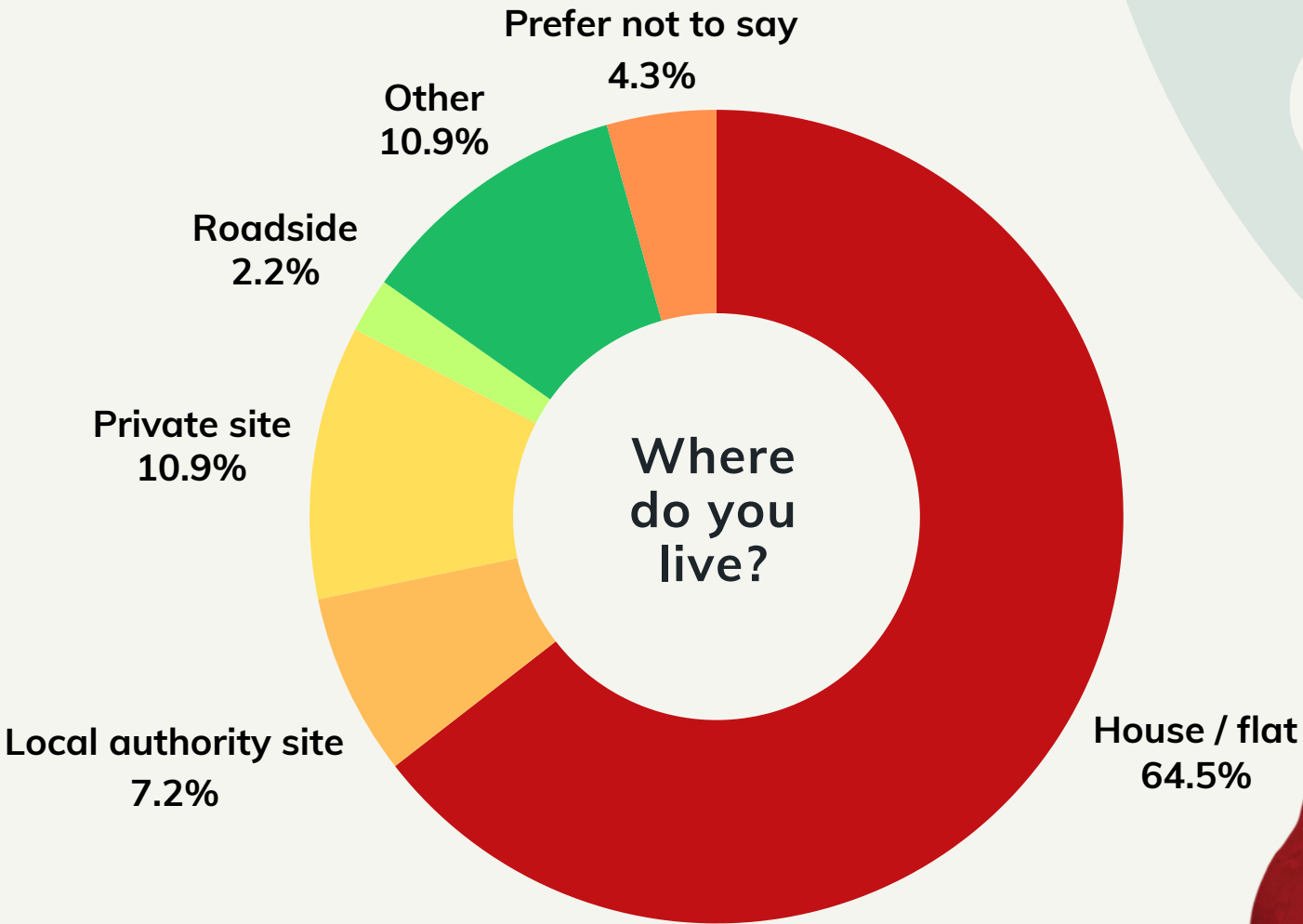
Our Audience

How do you describe yourself?



*all data taken from 140 responders

Our Audience



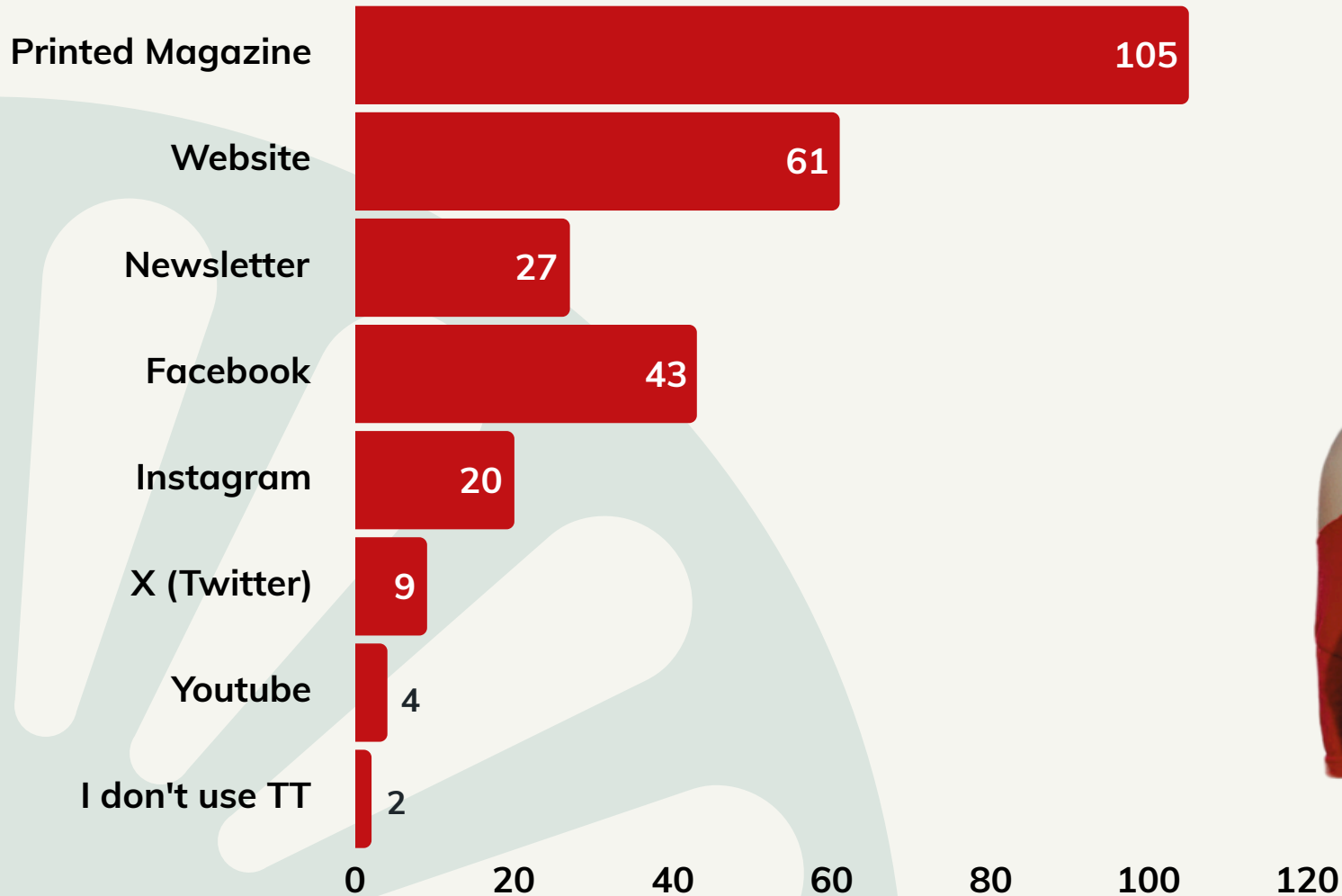
*all data taken from 140 responders



Our Audience

How do you use/access *Travellers Times*?

On average,
a single copy of
Travellers Times
magazine is read
by 8 people



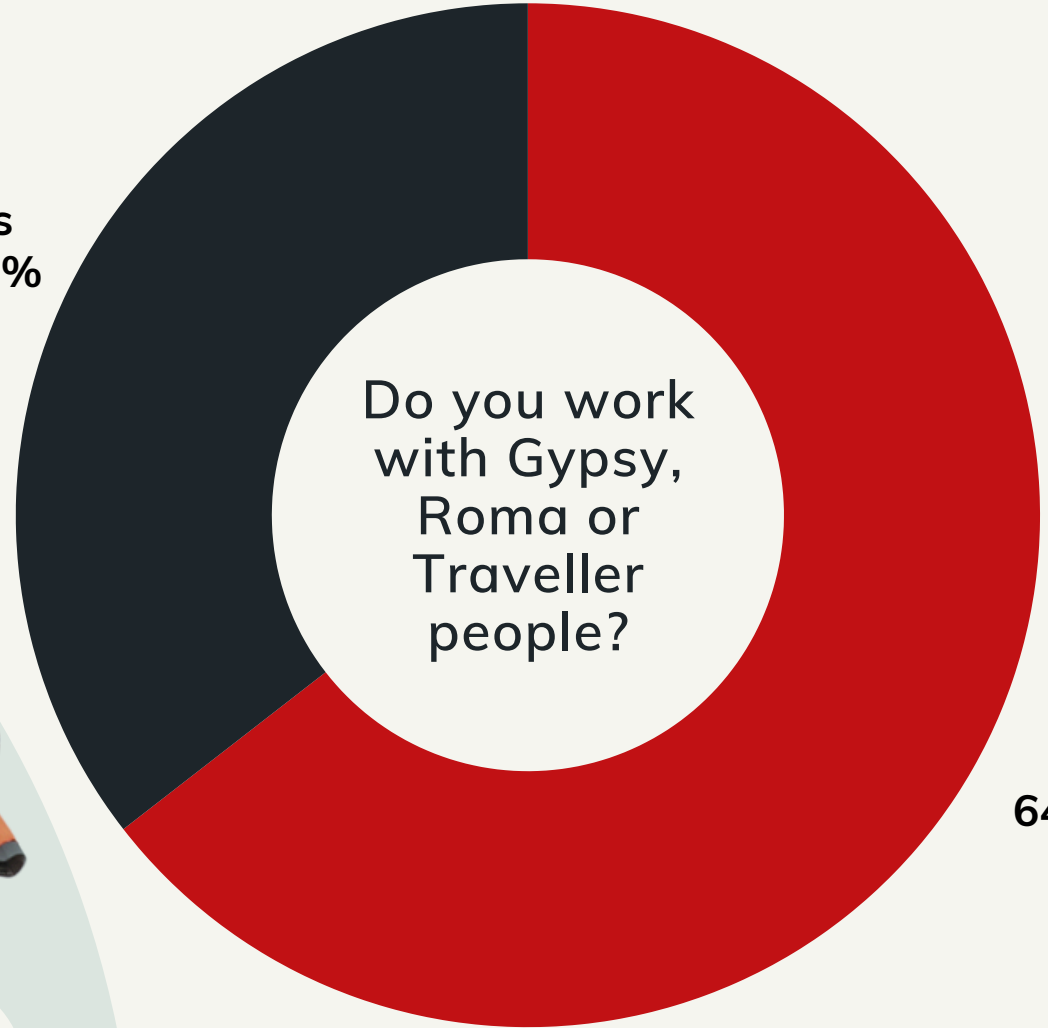
*all data taken from 140 responders



Our Audience



Yes
35.5%

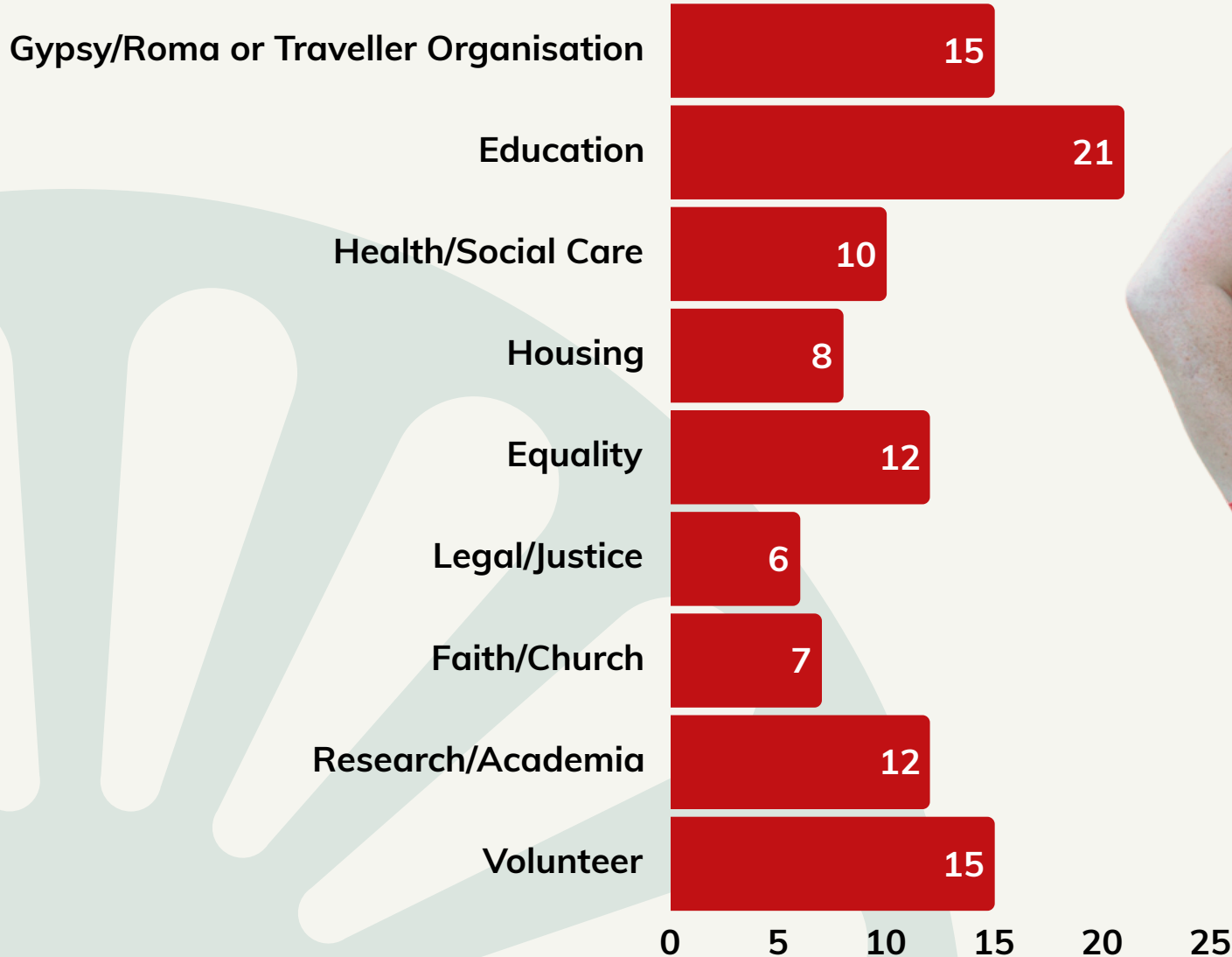


No
64.5%

*all data taken from 140 responders

Our Audience

If you work with Gypsy, Roma or Traveller people, what type of work do you do?

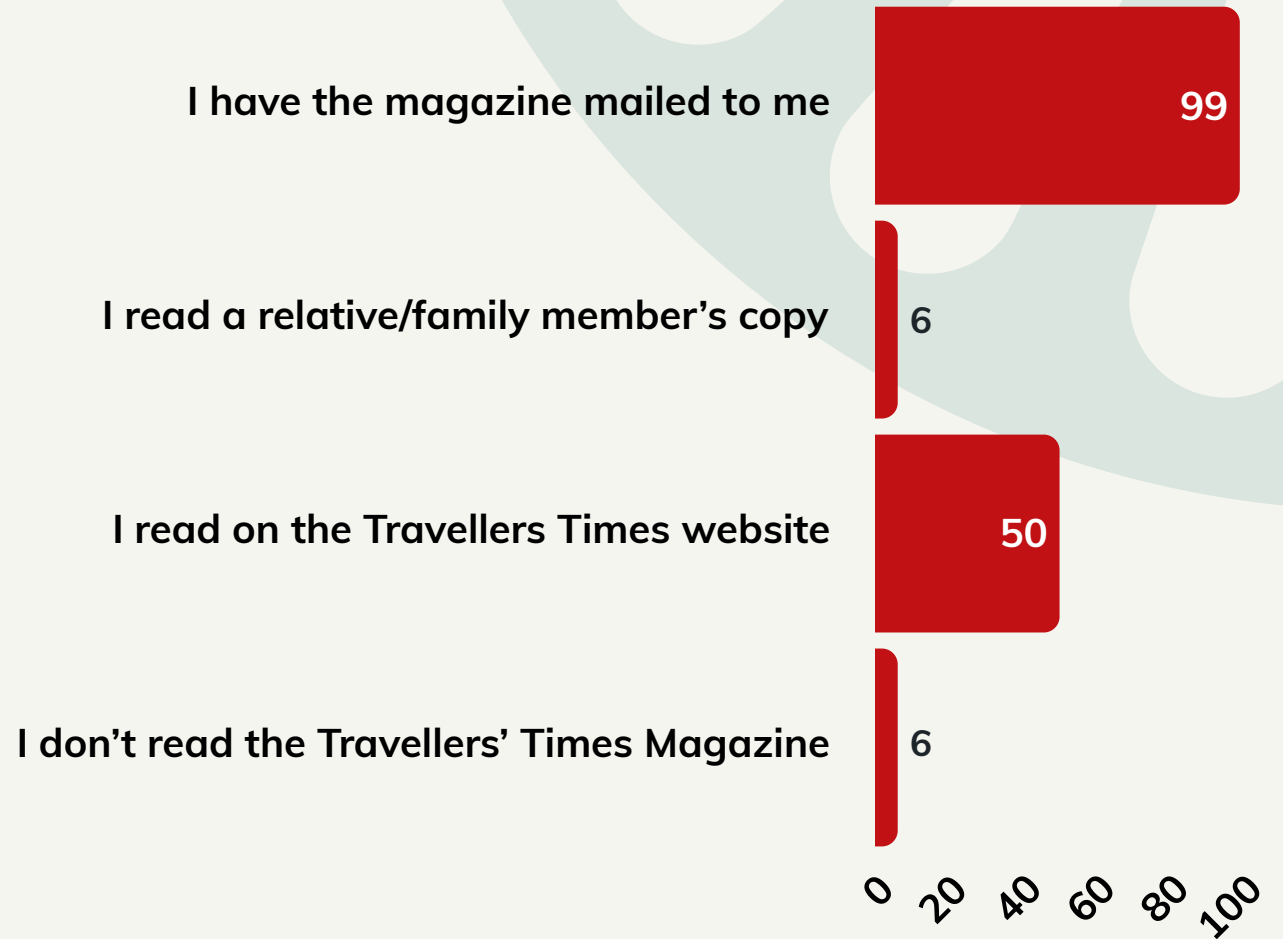


*all data taken from 140 responders



Magazine

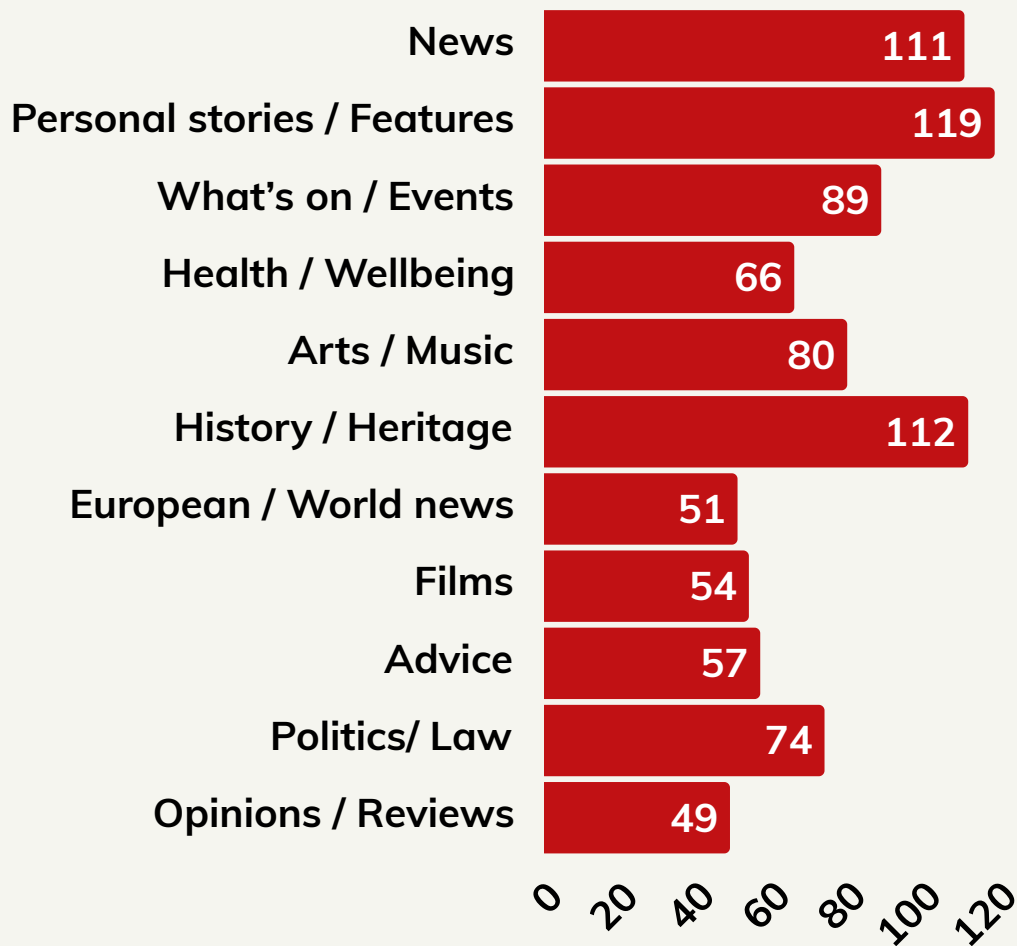
How do you read the Travellers' Times magazine?



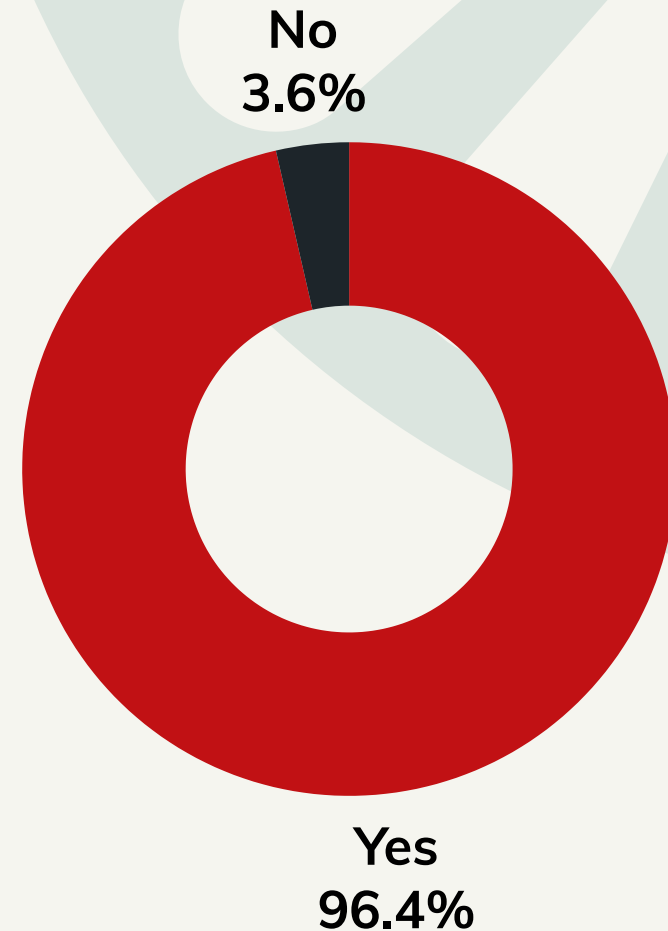
*all data taken from 140 responders

Magazine

What stories in the *Travellers Times* magazine interests you the most?



Do you feel the magazine fairly represents Gypsy, Roma & Traveller people?



*all data taken from 140 responders

How can *Travellers Times Magazine* be improved?

"I love doing my family tree so enjoy the old stories"

"Maybe few articles about folk living in bricks and how they maintain traditions"

"I love the recipes and the poems"

"By making it larger and more informative"

"I love the real life stories of Travellers and Gypsies"

"Maybe a resources list for Gypsies and Travellers by area"

"We need for People to understand us and where we come from"

"To be known on a larger scale worldwide"

"Magazine is really informative to keep people in touch with roots and heritage"

"To have more experiences with families who are still on road"

"Its an amazing magazine that represents the Romany and Travellers but would like to see more about showmen and boaters if possible"

"Maybe some focus on what partner organisations are doing to support"

"It's missing more stories about Irish Travellers. Its good that it represents Gypsies and other ethnicities but it used to post more about Irish Travellers. Would be nice to have a bit more stories/information about them"

"There could be a kids club something like the name of Tiny Travellers for the young ones 13 and under"

"More from Wales and Scotland"

Magazine Findings



Survey responses regarding *Travellers Times Magazine* revealed several popular topics of interest. These included personal stories of community members, particularly historical accounts of past times, content focusing on heritage, arts, and features about events such as horse fairs.

Some respondents shared their views on the magazine's future direction, suggesting areas for improvement. These included more content for children, greater representation of diverse Gypsy, Roma and Traveller communities, and information about the *Travellers Times* team and its operations (behind the scenes).

Overall, respondents expressed satisfaction with the magazine and desired more frequent issues, expanded page counts, and additional photographs.

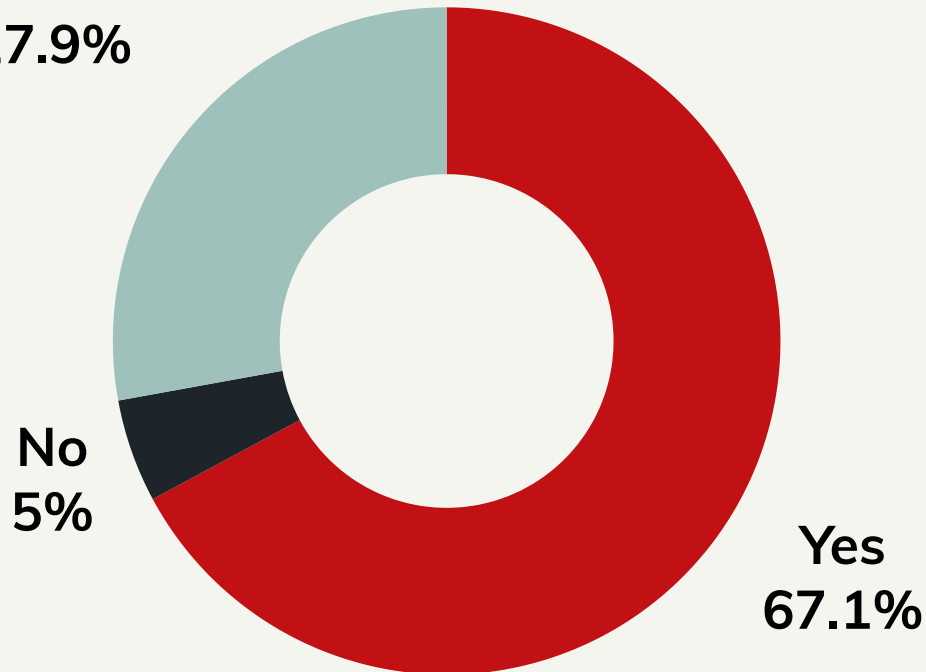
The survey also revealed a strong preference for physical copies of the TT Magazine over the PDF online version which is downloadable from our website. Survey responses suggest that each printed copy of *Travellers Times Magazine* is read by an average of eight people.

In summary, our survey findings indicate that respondents are pleased with the TT Magazine and would appreciate more regular issues with more pages. The responses also highlight a desire for broader community representation and content reflecting the diverse Gypsy, Roma and Traveller lifestyles.

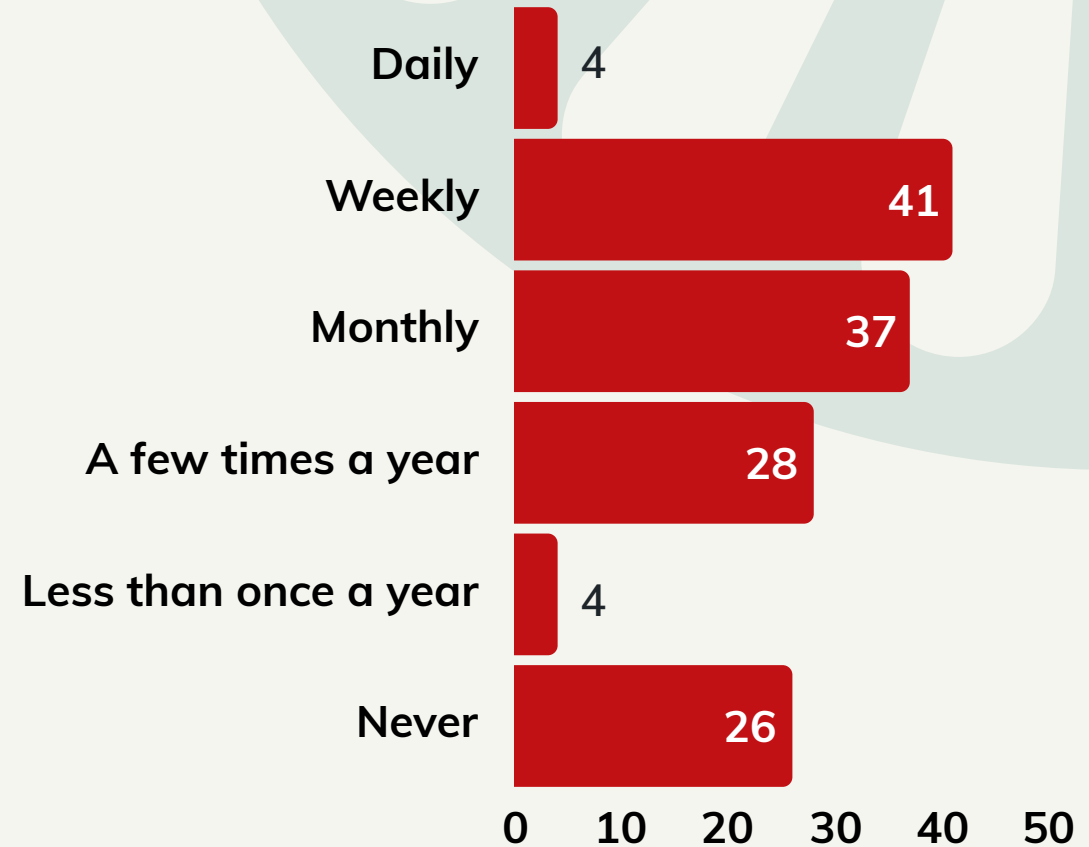
Website

Do you find the *Travellers Times* website easy to navigate and to find the information you are looking for?

I don't know
27.9%



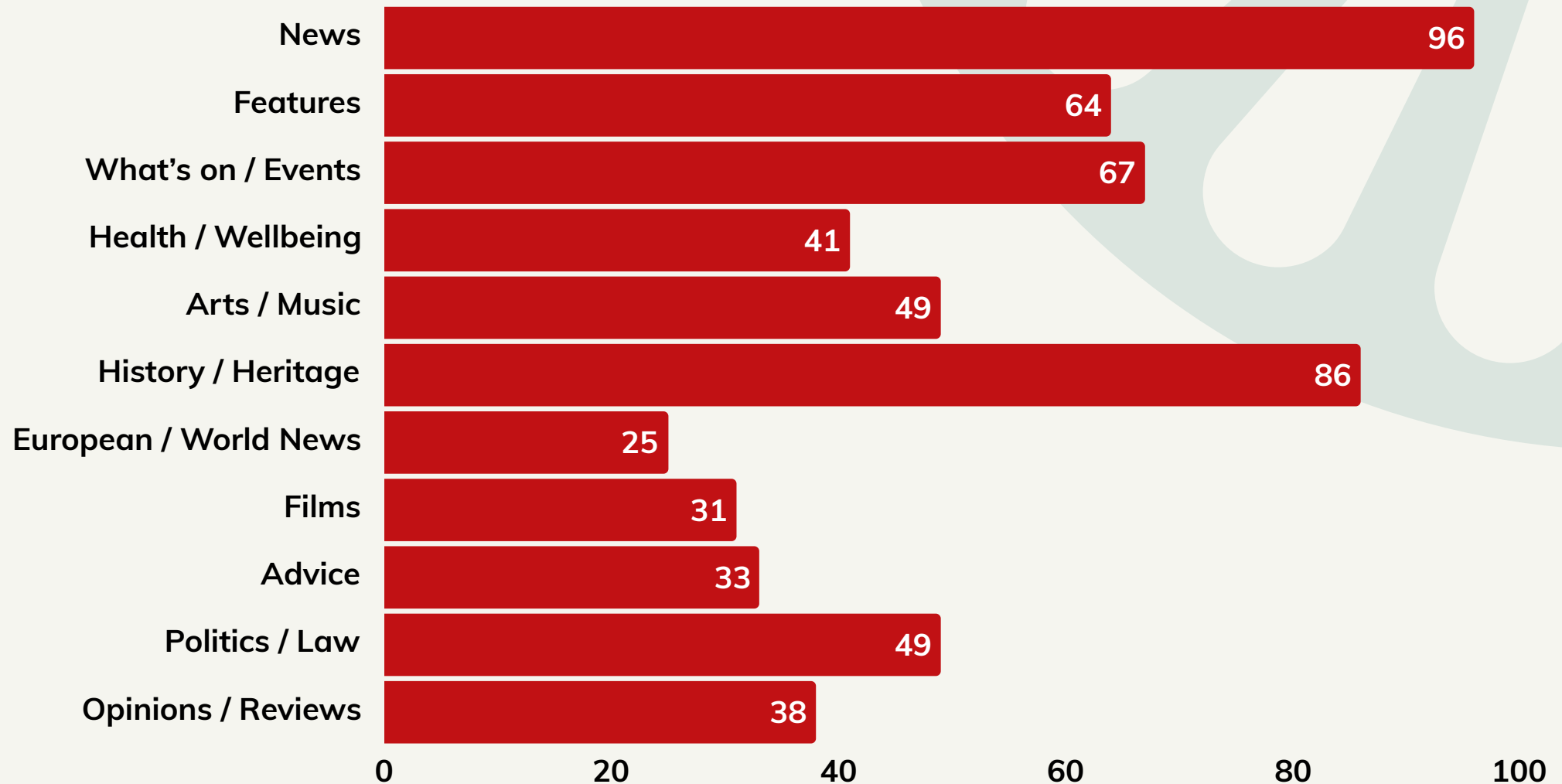
How many times do you visit the *Travellers Times* website?



*all data taken from 140 responders

Website

What content on the *Travellers Times* website interests you the most?



*all data taken from 140 responders

How can *Travellers Times* website be improved?

"You could improve websites usability for lower literacy users in order to make it work for broad audience"

"Perhaps a children's version of the website in an app focusing on content for them"

"More articles featuring younger generations"

"More defined sections allowing easier community submissions. Currently it feels like most content is written by few select individuals and this can sometimes be a negative thing"

"It would be good to see features on the past stopping places and photos from the past with historical encampments"

"Could you find regional GRT people willing to contribute to build a more inclusive and diverse representation?"

"Health is big issue that community could be given more up-to-date information on . This would help people make more informed choices"

"Media packs for events such as GRTHM to be uploaded earlier to give organisations a chance to review and use when planning our own events"

"Perhaps an opportunity to leave comments after articles and features? Or lower literacy users in order to make it work for a broad audience"

"I love the stories written by Travellers and stories about Travellers/Gypsies, especially the older people"

"More information on what's happening in the communities"

Website findings

The findings from our survey found that most of our website users visit the site weekly and find it easy to navigate. Popular content categories include "News," "History/Heritage," "Features," and "What's On/Events." Key areas for improvement emerged around accessibility for lower literacy users and prisoners. Other improvement ideas included a dedicated children's section, educational resources, greater community engagement, and improved accessibility for all abilities.

Respondents also emphasized the need for regularly updated content featuring diverse voices, along with specific additions like information on stopping places and health. Finally, users suggested enhancing interactivity through comments sections, Q&A features, and community submissions.

Overall, the survey indicates positive user experience with the website's usability. Looking ahead, there's a clear opportunity to enhance interactivity and expand accessible resources, particularly in areas like health and education.

Key themes:

- Website usability
- More for Children and Youth
- More variety of articles from other community members
- More stories about history of culture
- Up-to-date health information



Films

Are you aware that *Travellers Times* produces short videos and films?



*all data taken from 140 responders



Films

What themes/topics would you be most interested in seeing explored in *Travellers Times* films?



Organisations that support communities

17.4%

History / Culture

26.5%

Success Stories

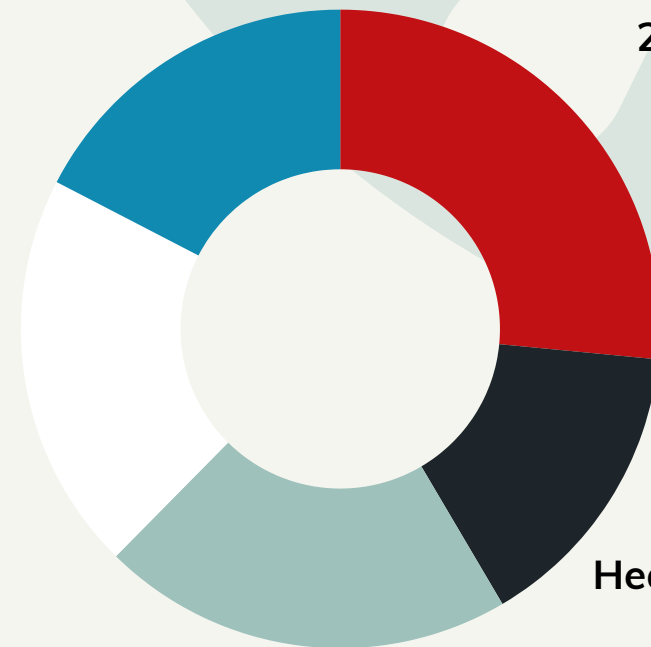
20.2%

Health / Wellbeing

15%

Social Issues

20.9%



*all data taken from 140 responders

Films

What kind of films would you like to see from *Travellers Times*?

“Speaking with the community in Wales and showcasing the good work”

“Learning and skills to aid employment/self employment”

“Interviews with Travellers who do interesting jobs e.g. midwife, mechanic, social worker etc.”

“Series on horsemanship”

“More about housed Gypsies”

“Parenting tips and advice”

“Travellers leaving prison”

“Cooking old recipes”

“Artists work”

“Events”

“Anything to do with our culture”

“Weddings”

“Success stories”

Film findings

Survey responses show that awareness of *Travellers Times*' films is high. When asked about desired film themes, "History and Culture", "Social Issues and Challenges", and "Achievements and Success Stories" emerged as popular choices. Open-ended survey responses provided suggestions of topics they would like to see more of, including community spotlights across the UK, interviews with Travellers about their professions, traditional cooking demonstrations, coverage of events and weddings, and further success stories.

Overall, feedback on the films was positive, with survey respondents expressing a desire for content that would enhance knowledge, education and also preserve and promote Gypsy, Roma and Traveller culture and heritage for future generations.



Importance

What do you like best about *Travellers Times*?

"Stories of how well children are doing"

"Showing what's happening in the Traveller/Gypsy communities"

"Tells the truth"

"Keeps community connected"

"It meets people where they are. We can communicate and be heard, be listened to and be platformed as our authentic selves"

"I love that it is for us and by us and has a little bit of something for everyone"

"Kept up to date on what is happening in Traveller communities"

"I like seeing how other Gypsies and Travellers are doing and their achievements"

"It gives the Gypsy and Traveller communities a voice"

"I like that it's unbiased and shared my personal story for me & my family about barriers on sites"

"If they never hear the voices of the good people, they will only ever hear the lies the racist media tell"

"Good journalism. Positive, intelligent voice for travelling people among so much deeply negative publicity"

"I enjoy the reporting of subjects that don't make it to mainstream media"

"Gives people a real insight into Romany life which hopefully changes attitudes"

Importance

What can *Travellers Times* do better?

"More pages"

"Maybe more articles about other travelling and nomadic lifestyles"

"Looking forward, I think it would be better if it was by and for the community like Travellers' Times plans to do"

"Just a bit more local up to date"

"More stories of real life and people working with the community"

"Do you have a living history project? As in recording videos of people's stories and for future generations?"

"Include positive experiences of education"

"Potentially more content that continues between editions like, multi-part stories or maybe following someone's work through a whole year, stuff that gives a sense of how people go on"

"Encouraging housed communities to understand better the challenges"

"If you could draw attention to the long history of persecution suffered by Gypsies over centuries, and do something to educate the general public that the Daily Mail is perhaps not the best place to get their information from, it may help in the long run"

"More of the old school, traditional Gypsy communities represented. I don't see myself or my culture represented all the time"

"The writing is complicated sometimes for people who didn't get much schooling"

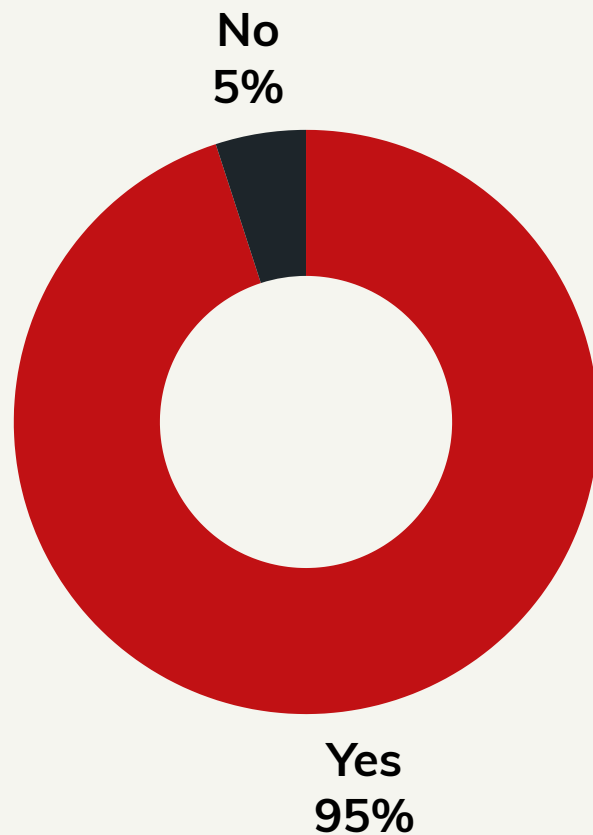
"I'd like to see it be much bigger with more content, maybe a serialised story with cliff hangers"

"Fireside stories for short stories handed down in the family"

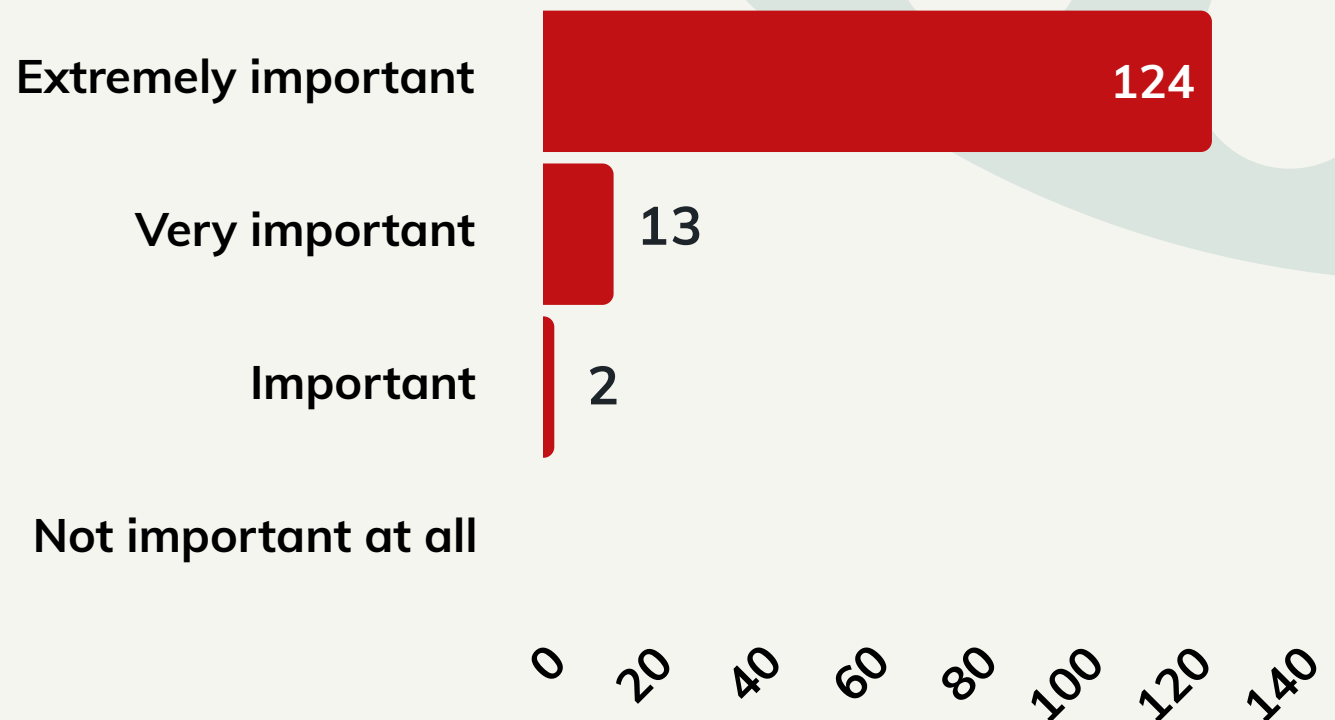
"Make sure it is in all public libraries"

Importance

Do you think *Travellers Times* successfully challenges negative representation of Gypsy, Roma and Traveller communities in the UK media?



How important is it for Gypsy, Roma and Traveller communities to have their voices heard in the UK media?



*all data taken from 140 responders

Importance

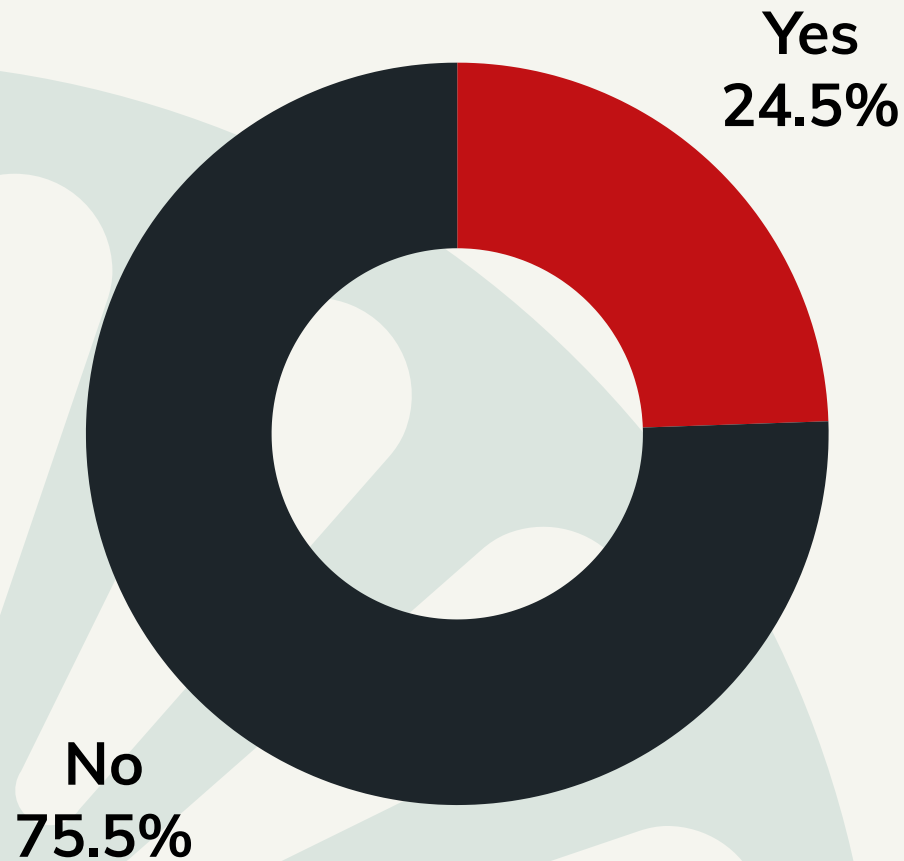
Travellers' Times makes me feel:



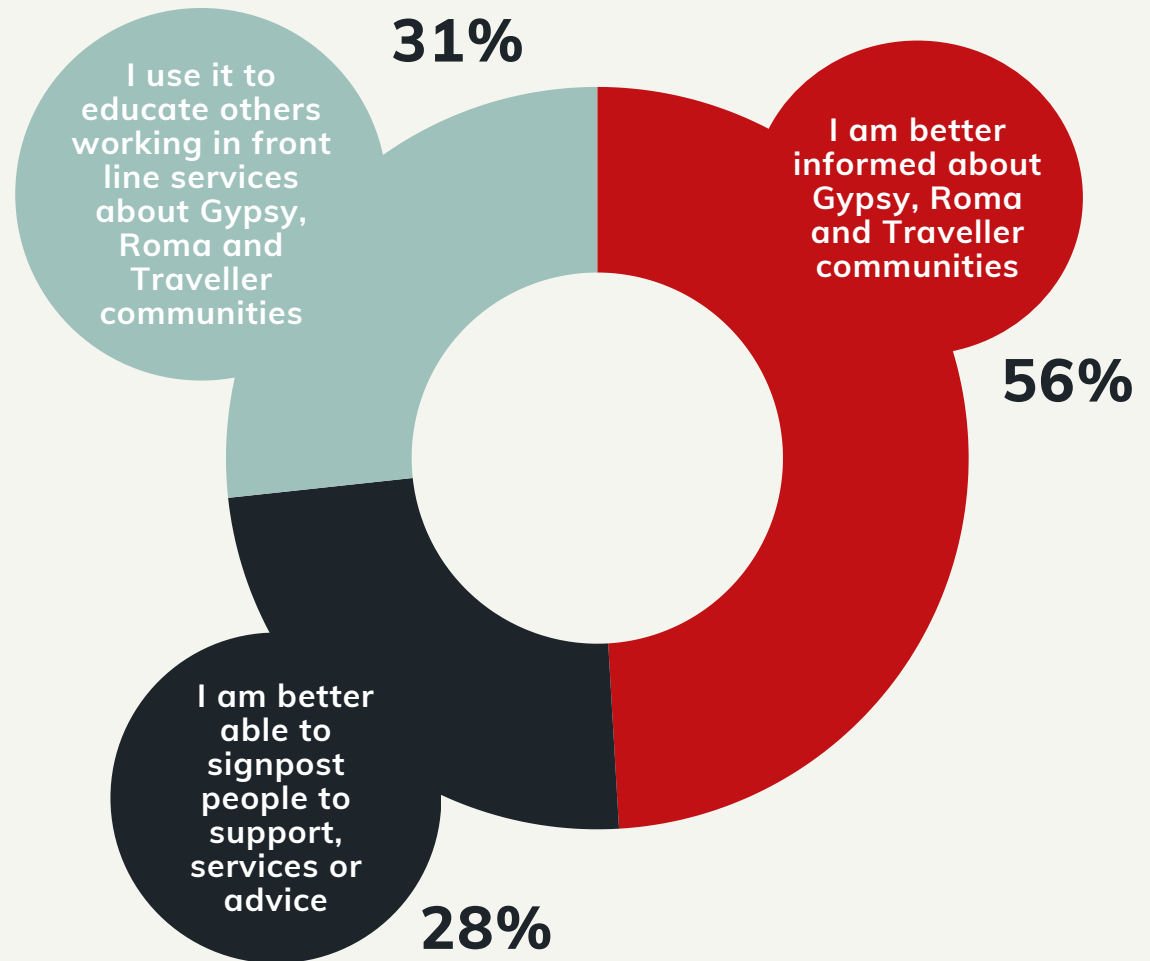
*all data taken from 140 responders

Impact

Has reading *Travellers Times* ever helped you find opportunities?



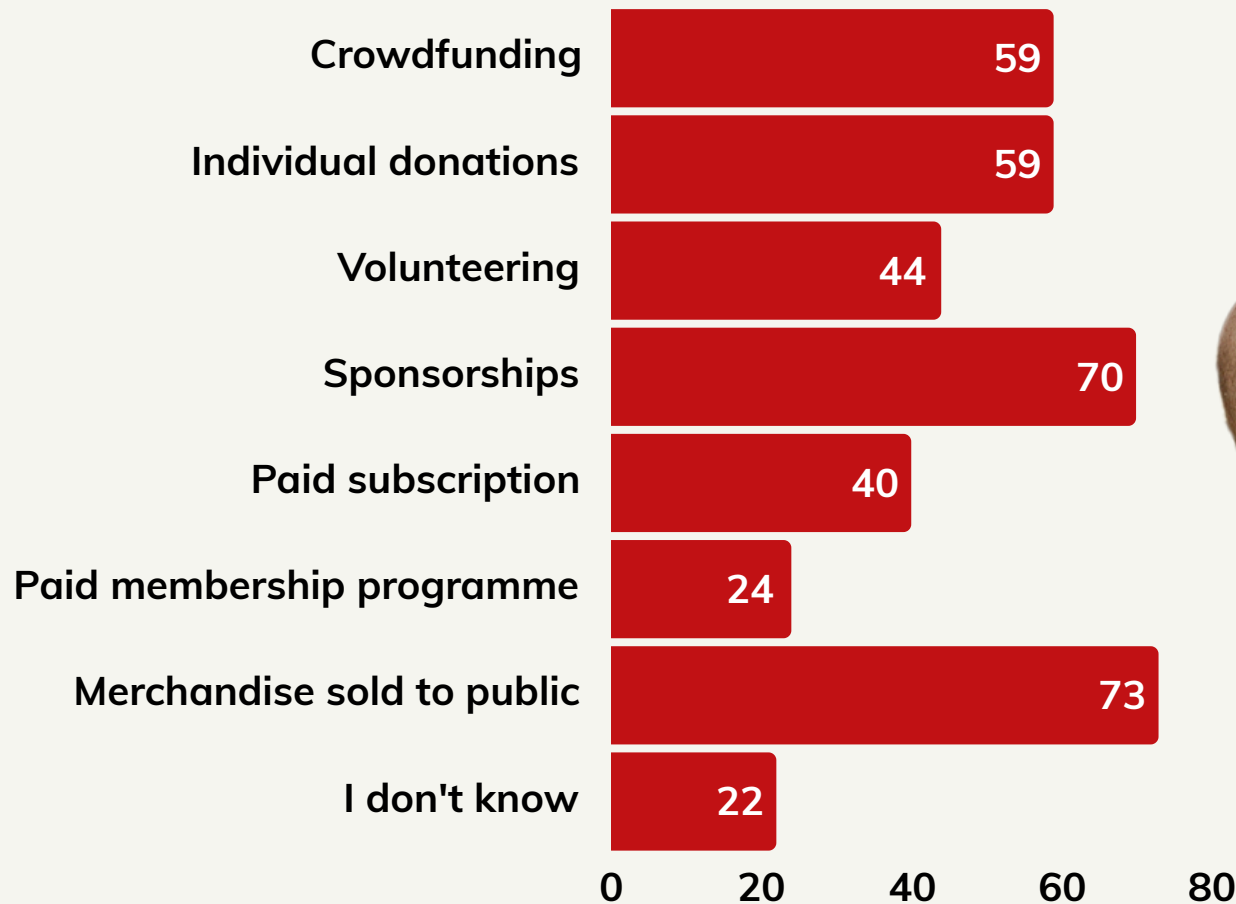
Using *Travellers Times* in my work or volunteering:



*all data taken from 140 responders

Impact

What additional funding would work for an independent *Travellers Times*?



*all data taken from 140 responders



Impact

Through reading *Travellers Times* magazine, 30 of our readers found opportunities. These included:

“Travellers Got Talent”

“Becoming a Traveller Rep while in prison”

“Helping others and family members in communities”

“Opportunities to give talks to others and raise awareness”

“Advice and help to work with local council planning department”

“To write letters of support”

“Opportunity in discovering my own family history”

“The chance to have my photographs published in *Travellers Times*”

“I discovered I could be something and do something while I’m here - I became a Traveller rep”

Do you play the National Lottery?



*all data taken from 140 responders

Analysis & Reflections

We asked and you answered! The *Travellers Times* Survey 2024 gave us a fantastic opportunity to hear directly from our audience about what you value and how we can improve. One hundred and forty of you shared your thoughts through a mix of online and paper surveys, giving us a great overview of what's important to the communities we represent. This analysis will examine the key trends and themes emerging from the survey responses, focusing on suggestions for improving the magazine, website, and film outputs. By understanding your priorities, we can make informed decisions about content, reach, and impact within the Gypsy, Roma, and Traveller communities.

A significant portion of survey respondents (75 out of 140, or 53.6%) accessed *Travellers Times* through the print magazine. These 75 responses were collected from magazine subscribers who completed the survey via paper form. This has influenced the overall survey results, with a clear focus on the magazine format. Consequently, the survey likely underrepresents the views and engagement of our digital audience, and the collected data doesn't fully align with our monthly website and social media analytics. While acknowledging this limitation and the absence of a balanced collection of responses representing all platforms, the survey provided valuable insights into the perspectives and preferences of a key segment of our readership – those primarily engaged with the magazine. This focus allowed us to gather information that would have otherwise been missed.

A notable trend from survey respondents regarding the magazine shows a need for more representation of Irish Travellers and Showmen and the UK cultural travelling communities, such as New Travellers and Boaters. Some readers also suggest including stories from those who have rediscovered their Romany heritage. The calls for broader representation of diverse Gypsy, Roma and Traveller communities highlight the importance of inclusivity and ensuring all groups feel recognized and valued.

Many respondents suggest creating a dedicated section for children, with features like a "Tiny Travellers" club, child-friendly fonts and images, crosswords, word searches, and birthday shout-outs. The repeated suggestions for children's content indicate a desire to engage younger generations and ensure the continuity of Romany and Traveller culture. There is also a desire for more frequent issues (e.g., monthly), larger magazines with more pages, and additional photos. The requests for larger, more frequent magazines suggest that readers value the magazine's content and want more of it.

Another trend included requesting more stories about Romany and Traveller history, traditions, and old stories. Suggestions include features on historical encampments and family histories. The interest in historical and traditional content reflects a desire to preserve and celebrate Romany and Traveller heritage.

Survey respondents offered several suggestions for expanding the *Travellers Times* Magazine, focusing on both content enrichment and revenue generation. Recommendations for new content included advertising space for relevant businesses (e.g., plots, horses, trailers), information on funding opportunities for

community projects, details on *Travellers Times*-run events and fair dates, interactive elements like competitions and questionnaires, and supplementary media such as DVDs or CDs. Readers also expressed interest in educational content, and content and advice for prisoners.

Overall, the feedback suggests that readers value the *Travellers Times* magazine as a source of information, connection, and cultural celebration. The suggestions for improvement offer valuable insights for enhancing the magazine's content, reach, and impact within the Gypsy, Roma and Traveller communities.

Analysis of survey responses regarding the *Travellers Times* website reveals several key themes and trends. A recurring focus among respondents was usability and accessibility, with suggestions for improved navigation, a more functional search feature, and enhanced accessibility for lower literacy users and those with visual impairments.

A strong desire for increased community engagement and interaction was evident, with requests for features like question-and-answer sections, comment sections under articles and easier community submissions.

Several responses highlighted the importance of providing information and resources on practical matters such as sites, legal rights, health, and education. While we have an advice section on the website which promotes regional and national services and organisations, these responses indicate that more promotion is needed and there's an opportunity to develop new ways to highlight important information and resources on the website.

Specific content requests included more articles on a range of Traveller voices in the UK, a dedicated children's section, and resources for Travellers in prison. While some respondents reported technical issues like broken links, others were simply unaware of the website's existence, pointing to a need for improved promotion and awareness.

Overall, the feedback indicates that while some readers find the website valuable, there are significant opportunities to improve its usability, content, and accessibility to better serve the diverse needs of the Gypsy, Roma and Traveller communities.

The findings gathered from questions about *Travellers Times* films reveals respondents have a strong interest in viewing content about history and culture, social issues, achievements, and supporting organisations. There is also a clear desire for practical content related to skills, employment, and wellbeing, as well as cultural preservation and positive representation. The high percentage of respondents interested in history and culture films, mirrors the trend in the magazine and website responses, which points to a strong interest in cultural preservation and heritage.

Also, the focus on achievements and success stories, as well as the call for positive portrayals, indicates a desire to challenge negative stereotypes and promote a more accurate and positive image of the Gypsy, Roma and Traveller communities. This is particularly important given the overrepresentation of negative news and discrimination of these communities in the UK media.

The overall analysis of survey responses regarding *Travellers Times*' strengths reveals several key themes. A strong appreciation for the magazine's authentic representation of Gypsy, Roma and Traveller voices is evident. Readers value the platform it provides for community members to share their stories and perspectives in their own words, free from mainstream media's often-distorted portrayals. This authentic voice contributes to a sense of community connection, with *Travellers Times* acting as a vital link that keeps people informed about their culture, heritage, and current events, fostering a sense of belonging and shared identity.

The magazine's positive portrayal of Gypsy, Roma and Traveller communities is also highly valued, offering a counterpoint to negative stereotypes and promoting pride in Romany and Traveller heritage. Readers appreciate the diverse content, which spans articles, personal stories, historical accounts, coverage of achievements, and reporting on underrepresented issues. Finally, the quality and accessibility of the magazine are frequently praised, with readers noting the engaging writing, impactful photography, and easy-to-read format.

Looking at suggestions for improvement, several key areas emerge. A prominent theme is the desire for expansion, with readers calling for more content, larger issues, and wider distribution. This includes suggestions for a "living history project" to document and preserve stories for future generations. Broader representation is another key focus for survey respondents, with calls to include a wider range of Gypsy, Roma and Traveller experiences. Readers also suggest content diversification, proposing new features like multi-part stories, fireside tales, competitions, and more content specifically for children and young people.

Accessibility is highlighted as an important factor, engaging more with young audiences and community members in prison. Beyond these core themes, readers offer a range of suggestions, including more local news, educational content on Gypsy, Roma and Traveller history and rights, and greater engagement with issues like health and discrimination. Overall, the feedback indicates a desire for *Travellers Times* to continue its vital role within the community, while also growing and evolving to better meet the diverse needs and interests of its readership.

Analysis of the survey data regarding opportunities facilitated by *Travellers Times* reveals a nuanced picture. While a minority of respondents (24.29%) reported that *Travellers Times* directly helped them find opportunities, the qualitative data provides valuable insight into the nature and impact of these opportunities.

Travellers Times plays a multifaceted role in facilitating opportunities for the GRT community, as evidenced by survey responses. Readers have connected with organizations like Traveller Pride, discovered their family history through its pages, and learned about local events, all contributing to a stronger sense of community and belonging.

Travellers Times also acts as a platform for sharing and expression, empowering individuals to share their stories and photographs, and to participate in initiatives like Travellers Got Talent. This allows for individual voices to be heard and celebrated, fostering creativity and cultural expression. Furthermore, the magazine and website play a crucial role in advocacy and support, providing access to advice and resources on important issues like planning disputes, challenging local councils, and understanding Traveller rights. This empowers individuals and communities to advocate for themselves and their needs.

Travellers Times also contributes to personal and professional development by inspiring career changes, providing access to educational resources like online training, and supporting academic studies. This helps individuals to pursue their goals and achieve their full potential. The magazine also facilitates raising awareness and sharing information by enabling readers to share opportunities with others in their network and by informing colleagues and the wider public about Gypsy, Roma and Traveller communities.

Finally, *Travellers Times* can help individuals in reconnecting with their identity, and discovering their Romany and Traveller Heritage. These diverse examples demonstrate the wide range of opportunities that *Travellers Times* facilitates, extending beyond simply providing information to actively supporting personal growth, community empowerment, and cultural preservation.

The responses given in this survey are invaluable as we plan for the future, helping us to better serve the diverse needs and interests of our audience across all our platforms and projects. We're listening, and we're committed to using your feedback to make *Travellers Times* even better for everyone.

Liza Mortimer
***Travellers Times* Project Manager**

Thank you

All images courtesy of Dan Haworth-Salter & Eszter Halasi



www.travellerstimes.org.uk
[@travellers_times](https://twitter.com/travellers_times) | travellerstimes@ruralmedia.co.uk