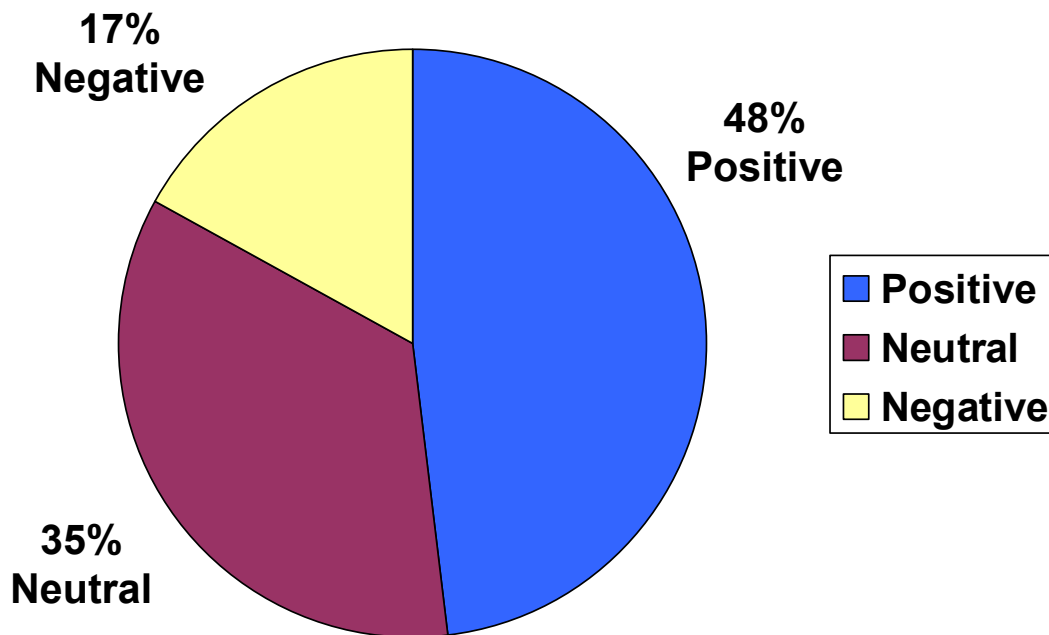


## KHS PRESS CUTTING ANALYSIS – August 2008

Tone of cutting	Last month's cuttings	This month's cuttings
<i>Positive</i>	87	72
<i>Neutral</i>	77	52
<i>Negative</i>	16	26
<b>TOTAL</b>	<b>180</b>	<b>150</b>



**- From a total of 26 negative cuttings 7 were letters.**

**Positive**

Pupils' road to success – Brunswick House Primary School children's success with the walking bug.  
 Drink driving tests highlights the danger – KHS summer drink driving campaign.  
 Highway Services are all under one roof – the Ashford Highway depot.

**Neutral**

Put an end to safety 'hazard' – residents call for changed to traffic calming on Heath Road, Coxheath.  
 Thousands are caught by speed cameras.  
 Rocky road for group as KCC ignores HGV plea – survey of unsuitable roads for HGVs.

**Negative**

'Little difference' despite 16 weeks of roadworks - £230,000 has been spent changing a junction in Margate and residents can't see any difference.  
 You can't see the sign for the trees – residents calling for overgrown hedges in Woodchurch to be cut.  
 Have you seen a workman here – utility works on Sandgate Road, Folkestone

**Hannah Lord's Comments:** This month's total cuttings figures have increased from last year's August figures (122 previously), the positive number of cuttings has risen (38 previously), and the negative number of cuttings has decreased (31 cuttings last year), the number of neutral cuttings has decreased (53 cuttings last year).  
 The topic with the single most amount of cuttings related to the success of the sustainable transport initiatives like the walking bus scheme.