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Local Democracy Reporting

## How Epsom and Ewell Times improves the community....

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Some key findings of the Public Interest News Foundation include:

- Most independent news publishers cover a broad range of news topics within a tightly defined local place. The smaller the area covered, the smaller the revenue.
- The staff at independent publishers are not yet representative of the UK population, with women and ethnic minorities underrepresented. More than half of publishers say they're making efforts to serve diverse audiences.
- Independent publishers make a big difference to the communities they serve - and to democracy. Publishers say they increase civic engagement, increase public debate and inspire more people to be involved in public life, among other things.
- Publishers face significant challenges around revenue, staffing, costs and the social media giants.

Amid rising demand for high quality local news, publishers have high hopes for the future. They see opportunities to build trust with communities that feel far from economic or political power.

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