

Aberdeen's Citizen Panel Report

Voice!

Locality Planning
Children and Young People
Granite Festival
Involvement/Engagement
of the Community
Electronic Survey



Report for Aberdeen City Council Citizens' Panel 23rd Questionnaire

October 2011

Report produced by
The Centre for International Labour Market Studies
The Robert Gordon University

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INTRODUCTION

The final survey sample consisted of 661 responses from members of the Citizens' Panel. The total panel currently comprises 977 citizens of Aberdeen and so the response rate amounts to 67.7%. The 661 responses are, in the first instance, considered as a whole. Further analysis can be conducted on those results which provoke further investigation and where the various project partners direct further investigation. The further analysis will take the form of targeted analysis on the basis of the personal information of the respondents. This information allows breakdown on the basis of the following variables:

- Gender
- Area
- Age
- Employment
- Home Ownership
- Health Issues
- Ethnicity

The report as it stands attempts to provide a 'key findings' breakdown of many of the results by age, gender and neighbourhood area. However, where age-group analysis is included, the two youngest age groups (16-24 and 25-34) are considered in aggregate as one group (i.e. 16-34), due to the under-representation of the very youngest age group (16-24) in the Panel. An overview of the age, gender and neighbourhood breakdown is provided at Annex A. Please note that we are happy to provide details of our crosstabulated results on request.

It should be noted that there is no demographic data whatsoever for 5 respondents. For this reason, there may appear to be a slight mismatch between the percentage results quoted in relation to the overall population for each question (which includes those panellists for whom demographic data is absent) and any subsequent analysis on the basis of gender, age or neighbourhood (which excludes these panellists for reasons of accuracy). Despite the occasional minor inconsistency between total results and disaggregated/stratified analysis, the approach adopted is intended to provide the greatest possible degree of analytical accuracy in each case.

Please also note that due to a) multiple responses to a question from one or more respondents, and b) the process of rounding percentage figures to one decimal place, total percentage figures given for some questions may not tally to exactly 100.0%.

The analysis presented here is split into the following main topics:

- Locality Planning
- Children's & Family Services
 - Integrated Children's Services
 - Looked After Children
 - Family Services
 - Family Information Service (FIS)
 - Family Learning
- Granite Festival
- Involvement / Engagement of the Community
- Electronic Survey

LOCALITY PLANNING

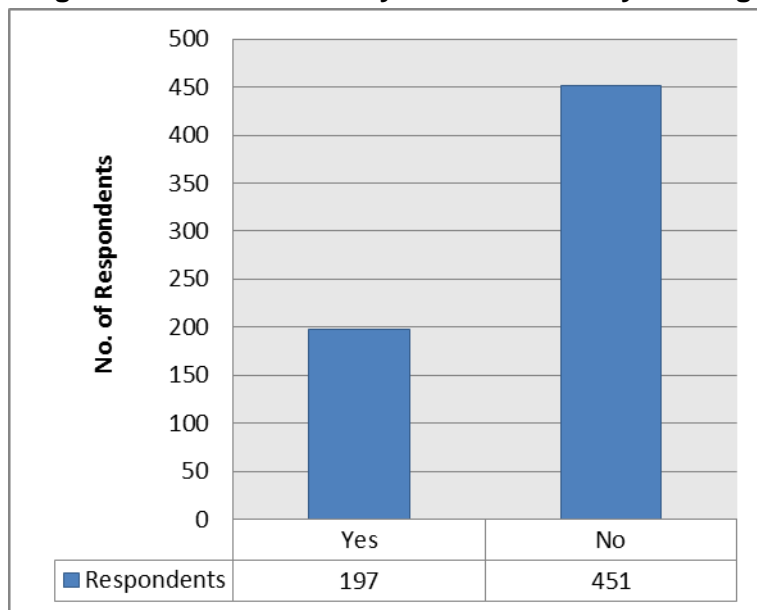
The first Neighbourhood Community Action Plans were published in 2005 and there is now a Plan for each of the 37 neighbourhoods in Aberdeen. From the outset, Aberdeen City Council has been working on a consistent approach across the city and incorporating Neighbourhood Planning into the plans of all the public services in Aberdeen (i.e. Aberdeen City Council, Grampian Police, NHS Grampian, Grampian Fire & Rescue and other community planning partners).

Over the next few years the Council wants to increase residents' level of involvement in plans to improve the quality of life in their neighbourhood. This means finding out what a community wants and building this into the way the Council provides local services. To do this the Council already has consultation events and meetings with community groups but the aim is to have more of an ongoing conversation between local people and the managers of local services (i.e. housing, education, police, health, social work, waste disposal, fire prevention, libraries, roads, sports facilities, etc.). This is increasingly important given the financial challenges now facing public services.

The following questions will help Aberdeen City Council to understand how involved panellists currently feel in the Neighbourhood Planning process and how the Council could improve this in the future.

The first question asked of panellists was whether they knew there was a Neighbourhood Community Action Plan for their neighbourhood (prior to reading about it in the City Voice). Figure 1 (see page 8) shows that over two thirds of respondents (451; 69.6%) did not. Conversely, just under a third (197 respondents; 30.4%) did know about this. Breaking these results down further, we find that awareness of a Neighbourhood Community Action Plan was marginally higher among male respondents (31.1%) than female respondents (29.7%). There was no clear age correlation for these results. Awareness was lowest among respondents aged 35-54 (24.4%), rising to 31.4% of those aged 65+, 33.3% of those aged 16-34 and 37.0% of those aged 55-64. In terms of neighbourhood areas, awareness was highest in Central (33.0% of respondents there) and South (31.6% of respondents), but lowest in North (26.1%).

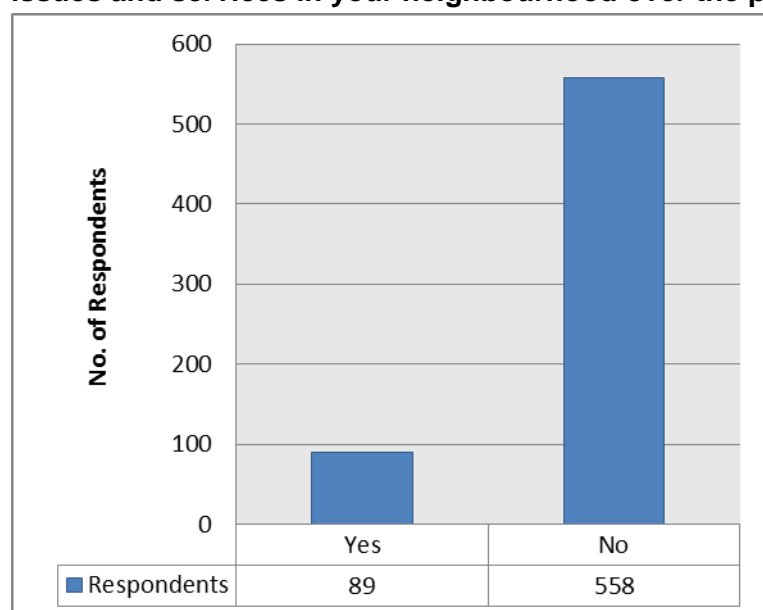
Figure 1: Before reading about it in the City Voice, did you know there was a Neighbourhood Community Action Plan for your neighbourhood?



Base = 648 respondents

Next, panellists were asked whether they had been asked for their views on local issues and services in their neighbourhood over the past year (other than in the City Voice). Figure 2 (see page 9) shows that a very clear majority (558 respondents; 86.2%) have not been asked for their views, whilst just 89 respondents (13.8%) have been asked. A slightly greater proportion of female respondents (14.8%) than male respondents (12.4%) had been asked for their views. There was also some evidence of a correlation between age-group and likelihood of being asked for one's views. The proportion of respondents who had been asked for their views was lowest among those aged 16-34 (only 3.9%), rising to 12.0% of those aged 35-54 and 16.5% of those aged 55-64 and 65+. There was also variation between areas of the city: whilst only 11.6% of respondents in North had been asked for their views, this rose to 12.8% in Central and 16.2% in South.

Figure 2: Apart from the City Voice, have you been asked for your views on local issues and services in your neighbourhood over the past year?



Base = 647 respondents

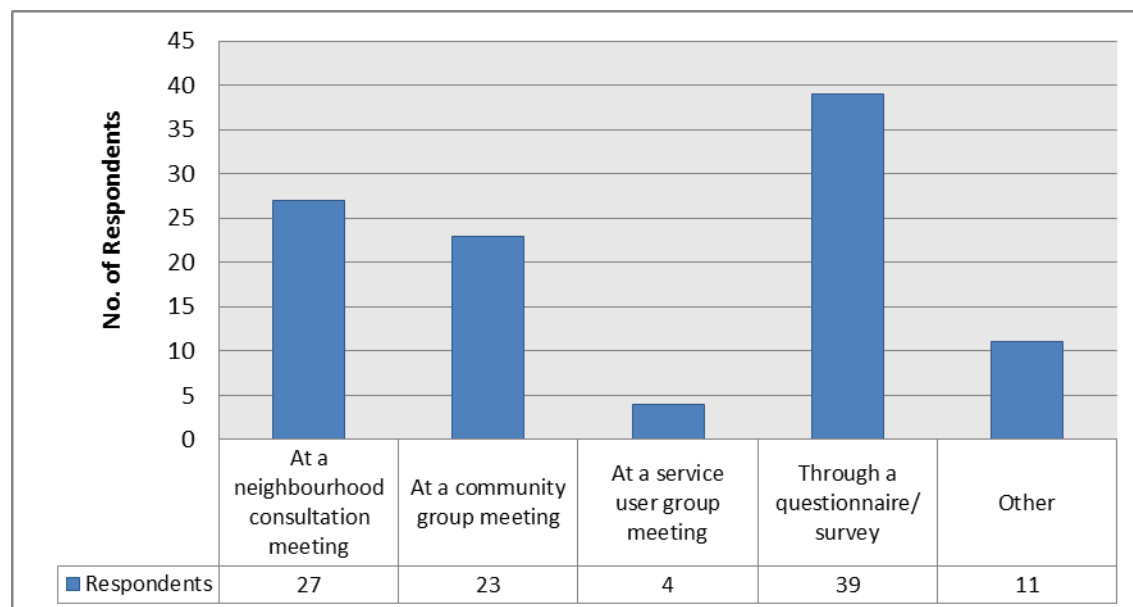
Those panellists who had been asked for their views in the past year were subsequently asked whether they could remember exactly how their views were recorded. Their responses are provided below in Figure 3 (see page 10). The most frequent response was via a questionnaire or survey (39 respondents; 43.8%), followed by a neighbourhood consultation meeting (27 respondents; 30.3%), a community group meeting (23 respondents; 25.8%) and a service user group meeting (4 respondents; 4.5%). 11 respondents (12.4%) provided an 'other' response. These are categorised in Table 1 (see page 10), which shows that most of these responses were irrelevant to the question. However, 2 respondents (2.2%) stated that their views were sought by letter, and 1 respondent (1.1%) stated that their views were sought during a personal visit.

There were few notable gender differences in the responses given. Of these, the most notable were that a greater proportion of male respondents than female respondents had been asked for their views through a questionnaire survey (43.2% vs. 27.5%) or a neighbourhood consultation meeting (37.8% vs. 25.5%).

A few notable differences between areas also emerged. For example, whilst only 20.0% of respondents in South had been asked for their views at a neighbourhood consultation meeting, this rose to 34.8% of respondents in North and 44.0% of respondents in Central. Similarly, the proportion of respondents in Central (40.0%) and North (39.1%) who were asked for their views via a questionnaire/survey was higher than in South (27.5%). However, compared to respondents in North (30.4%) and South (30.0%), a noticeably smaller proportion of respondents in Central (16.0%) had been asked for their views at a community group meeting. There was a relatively high level of consistency between the responses given by the three oldest age-groups, but there were some differences when considering the responses from respondents aged 16-34. Most notably, no respondents whatsoever in this age-group had been asked for their views at a neighbourhood consultation meeting (compared to 28.6% of those aged 55-64, 30.0% of those aged 35-54 and 35.7% of those

aged 65+) or community group meeting (compared to 21.4% of those aged 55-64, 25.0% of those aged 65+ and 33.3% of those aged 35-54). However, a greater proportion of respondents in the youngest age-group (50.0%) had been asked for their views through a questionnaire/survey than was the case for other age-groups (26.7% of those aged 35-54, 32.1% of those aged 55-64 and 42.9% of those aged 65+).

Figure 3: If you have been asked for your views, can you remember how your views were recorded?



Base = 89 respondents

Table 1: If you have been asked for your views, can you remember how your views were recorded? ('Other' responses)

Response	Respondents	
	Count	%
Letter	2	2.2
Personal visit	1	1.1
N/a	8	9.0

Base = 11 respondents

The same section of panellists (i.e. those who had been asked for their views in the past year) were then asked if they could remember which agency or individual had sought their views. The results are provided below in Figure 4 (see page 12). The results show that the most frequently identified agency or individual was a Community Council (29 respondents; 32.6%), Aberdeen City Council (27 respondents; 30.3%), a politician or political candidate (15 respondents; 16.9%), a residents' association (9 respondents; 10.1%) or a special interest group (6 respondents; 6.7%). Each of the remaining options was identified by fewer than 5 respondents, although 11 respondents provided an 'other' response. These are categorised below in Table 2 (see page 12).

There were some differences between male and female panellists' responses. The most prominent of these were as follows. Firstly, a noticeably larger proportion of males than females had been asked for their views by a residents' association (16.2% vs. 5.9%), by Grampian Police (8.1% vs. 2.0%) and by newspapers/media (8.1% vs. 2.0%). Conversely, a greater proportion of females than males had been asked by a special interest group (11.8% vs. 0.0%). Finally, a greater proportion of females than males (5.9% vs. 0.0%) could not remember which agency or individual had sought their views.

Although there were no direct correlations with age, the responses to this question yielded some interesting age-related results. Firstly, it is interesting to note that no respondents in the 16-34 age-group had been asked for their views by Aberdeen City Council. This contrasted with 26.7% of those aged 35-54, 28.6% of those aged 65+ and 39.3% of those aged 55-64. However, the proportion of respondents aged 16-34 whose views had been sought by a Community Council was larger (50.0%) than in any other age-group (28.6% of those aged 65+, 33.3% of those aged 35-54 and 35.7% of those aged 55-64). The proportion of respondents whose views were sought by a residents' association was highest among those aged 65+ (21.4%). Very few respondents from the other age-groups had been asked for their views by a residents' association (6.7% of those aged 35-54, 3.6% of those aged 55-64 and 0.0% of those aged 16-34).

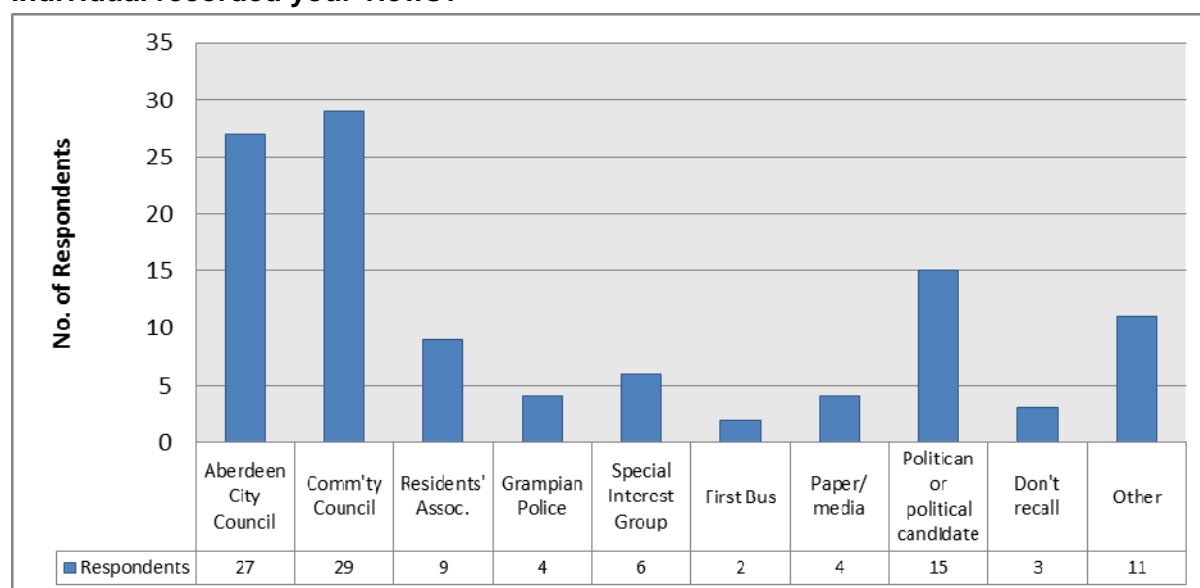
In relation to Grampian Police, it is worth noting that no respondents in either the 16-34 age-group or the 55-64 age-group stated that their views had been sought by the police. This contrasted with 6.7% of those aged 35-54 and 7.1% of those aged 65+. The same pattern emerged in relation to newspapers/media, with just 3.3% of those aged 35-54 and 10.7% of those aged 65+ having been asked for their views.

No respondents whatsoever in the 16-34, 35-54 and 55-64 age-groups had been asked for their views by First Bus. 7.1% of those aged 65+ had been asked for their views by the transport provider. However, a particularly large proportion of respondents in the youngest age-group had been asked for their views by a politician or political candidate (50.0%, compared to 10.7% of those aged 65+, 16.7% of those aged 35-54 and 17.9% of those aged 55-64).

There were few notable differences between different areas of the city. The most prominent differences emerged in relation to Aberdeen City Council, which was said to have sought the views of 40.0% of respondents in Central and 34.8% of those in North, but only 22.5% of respondents in South. Whilst a similar proportion of respondents in North (39.1%) and South (40.0%) stated that their views had been sought by a Community Council, the equivalent proportion in Central was only 16.0%.

A noticeably lower proportion of respondents in North (8.7%) had been asked for their views by a politician or political candidate (compared to 16.0% of respondents in Central and 20.0% in South). Conversely, it is interesting to note that the respondents whose views had been sought by First Bus all live in North (8.7%).

Figure 4: If you have been asked for your views, can you remember which agency or individual recorded your views?



Base = 89 respondents

Table 2: If you have been asked for your views, can you remember which agency or individual recorded your views? ('Other' responses)

Agency / Individual	Respondents	
	Count	%
Private developer	2	2.2
Individual Councillor	2	2.2
Neighbourhood Group	2	2.2
School / Parent Teacher Council	2	2.2
Sports Centre	1	1.1
N/a	3	3.4

Base = 12 respondents

The next question asked panellists whether or not they were satisfied with the Neighbourhood Planning Process. Their responses are provided below in Figure 5 (see page 13), which shows that by far the largest proportion of respondents do not know enough about it (506 respondents; 79.7%). Of the remaining respondents, 53 (8.3%) are satisfied whilst 76 respondents (12.0%) are not.

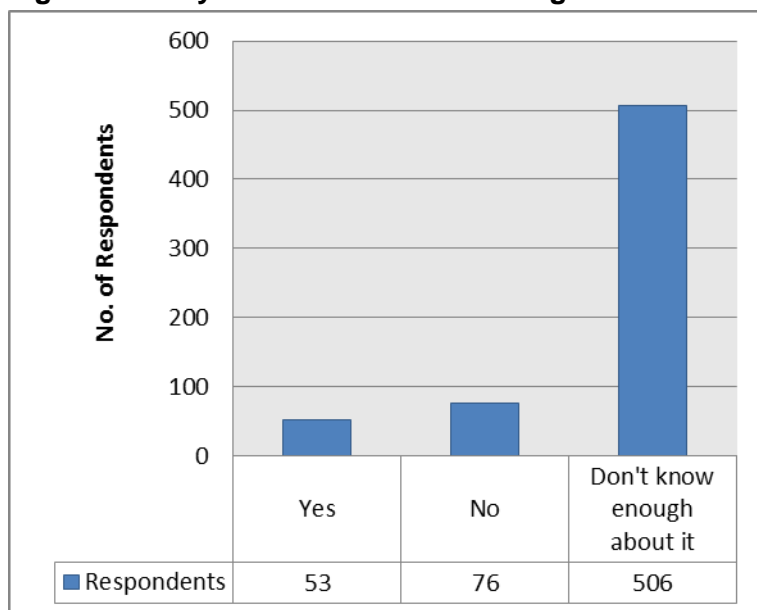
There were no pronounced differences between male and female respondents' replies to the question, with 8.4% of males and 8.1% of females stating that they were satisfied, and 12.2% of males and 11.4% of females stating that they were not satisfied. 79.4% of males and 80.5% of females said that they did not know enough about the process.

In relation to the responses from different age-groups, there was clear variation between groups but with no evidence of a direct correlation between age-group and responses. Thus, whilst the proportion of satisfied respondents was lowest in the 16-34 age-group (2.0%),

rising to 5.6% of those aged 35-54 and 11.3% of those aged 55-64, it fell again (11.0%) in the 65+ age-group. Similarly, dissatisfaction was also lowest among those aged 16-34 (5.9%), rising to 10.1% of those aged 35-54 and 15.5% of those aged 55-64 before falling to 12.3% among those aged 65+. Finally, the proportion of respondents who do not know enough about the process was highest among those aged 16-34 (92.2%), falling to 84.3% of those aged 35-54, 76.7% of those aged 65+ and 73.2% of those aged 55-64.

There was some variation across neighbourhoods, with the highest level of satisfaction appearing in North (10.8%) followed by Central (7.9%) and South (6.5%). Dissatisfaction was highest in South (14.6%) followed by North (10.3%) and Central (9.5%). The proportion of respondents who do not know enough about the process was highest in Central (82.5%), followed by North (79.0%) and South (78.9%).

Figure 5: Are you satisfied with the Neighbourhood Planning Process?



Base = 635 respondents

Panellists who stated that they were not satisfied with the process were subsequently asked if they could explain why this was the case. Their responses have been categorised thematically below in Table 3 (see page 14). The results show that the most prominent reasons for this were a feeling that the Council does not listen to residents or simply acts in its own interests regardless of what people tell them in consultations (22 respondents; 32.9%), a previous unsatisfactory experience of trying to make one's opinion heard (15 respondents; 22.4%), a lack of sufficient publicity on the process or on opportunities to get involved (15 respondents; 22.4%), a perception that the Council is not proactive enough in seeking the views of residents (10 respondents; 14.9%) or that the process does not work well (8 respondents; 11.9%). Each of the remaining thematic categories was identified by fewer than 5 respondents.

Table 3: If you are not satisfied with the Neighbourhood Planning Process, please can you tell us why?

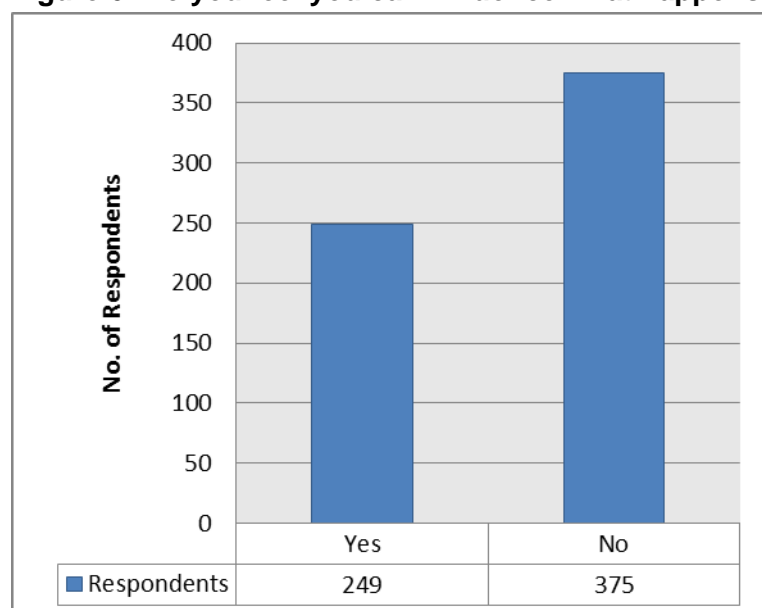
Response / Theme	Respondents	
	Count	%
Council doesn't listen / acts in own interests	22	32.9
Poor personal experience	15	22.4
Insufficient publicity	15	22.4
Council is not proactive enough in seeking views	10	14.9
Process ineffective	8	11.9
No neighbourhood consultation mechanisms	3	4.5
Process dominated by some groups	3	4.5
Corruption / dishonesty	2	3.0
Insufficient opportunities to get involved	2	3.0
Influence of business	1	1.5
Not transparent enough	1	1.5
N/a	5	7.5

Base = 67 respondents

Panellists were then asked whether or not they feel they can influence what happens in their neighbourhood. Their responses are provided below in Figure 6 (see page 15). The results show that a clear majority of respondents (375; 60.1%) feel that they cannot. Conversely, 249 respondents (39.9%) feel that they can.

A belief that it is possible to influence what happens in one's neighbourhood was marginally higher among male respondents (41.2%) than female respondents (38.9%). The 35-54 age-group contained the greatest proportion of respondents who felt they could influence what happens in their neighbourhood (42.6%), followed by those aged 55-64 (40.2%) and those aged 65+ (38.7%). The proportion was smallest in the 16-34 age-group (31.4%). In terms of area, the proportion of respondents stating that they did feel they could influence what happens in their neighbourhood was largest in South (43.0%), followed by North (39.5%) and Central (36.7%).

Figure 6: Do you feel you can influence what happens in your neighbourhood?



Base = 624 respondents

The panellists who stated that they did not feel able to influence what happens in their neighbourhood were asked to explain why this is the case. Their responses have been categorised thematically and are arranged below in Table 4 (see page 17).

The results show that once again, the most popular response was that the Council doesn't listen to residents, or acts in its own interests regardless of residents' wishes (132 respondents; 40.5%). Some of the more considered responses included the following:

Unless your view agrees with that of the Community/Council/Committee - forget it. More than ever, people are "consulted" as a pacifier and sometimes what is done ignores the consultation.

There is no true consultation. The ordinary citizen is very often faced with what appears to be a "fait accompli".

Councillors take no notice of the locals. They are only interested in themselves and their party.

Our roads were changed to 20mph but no consultation to this took place. Traffic lights pop up all the time – again, no consultation.

[The] perception is that decisions are already made [...] Meetings are only PR.

People voted no to Sir Ian Wood's plans for Union Terrace but it seems our opinion does not count.

Again, insufficient publicity featured as a prominent reason (96 respondents; 29.4%). This related not only to a lack of publicity on how to influence the process, but also to a lack of publicity for current Neighbourhood Planning issues and opportunities to get involved.

Nothing about our neighbourhood is advertised to the public so the "man in the street" is ignorant of much of what is planned for the area.

I am unaware of when or if meetings take place at community level - would need to research.

Don't hear about meetings etc. Where are they advertised?

The belief that the Council is not proactive enough in trying to get residents involved in decisions about what happens in their neighbourhood also featured prominently (44 respondents; 13.5%). Coupled with the belief that the process itself is ineffective (often leading to dominance by interest groups and a lack of power for interested individuals), some respondents talked mentioned a need to reconsider the type of views sought by the Council and the way in which it seeks them.

[The] perception is that it is too remote, complex. Processes and clique-ish participation rules. Should maybe have sub-area involvement to encourage greater participation and maybe less resistance to engage at a local level.

Beyond these, the most popular responses were poor previous experiences of trying to participate (31 respondents; 9.5%), unhappiness with the Council in relation to specific decisions or the quality of service provision (12 respondents; 3.7%) and unhappiness at the extent to which 'big business' in Aberdeen is thought to be able to influence the Council (11 respondents; 3.4%). Each of the remaining responses was offered by fewer than 10 respondents.

Table 4: If you do not feel you can influence what happens in your neighbourhood, can you please give details of why you feel this way?

Response / Theme	Respondents	
	Count	%
Council doesn't listen, or acts in own interests	132	40.5
Insufficient publicity (opportunities and methods)	96	29.4
Council not proactive enough in seeking views	44	13.5
Poor personal experience(s)	31	9.5
Unhappy with Council performance / decisions	12	3.7
Influence of 'big business' on Council decisions	11	3.4
Process ineffective	9	2.8
Process dominated by certain groups	8	2.5
Lack of funds available to support local democracy	6	1.8
Corruption / dishonesty of Council and/or Councillors	5	1.5
Other residents work against the good of the neighbourhood	5	1.5
Lack of democracy in process (e.g. officials, not elected reps.)	5	1.5
No neighbourhood consultation mechanisms	3	0.9
Difficult to speak to relevant Council officers	3	0.9
N/a	35	10.7

Base = 326 respondents

SERVICE RESPONSE

The aspiration behind Neighbourhood Planning is to increase resident's involvement in identifying and addressing the issues that affect the quality of life in local neighbourhoods and to help the council and other service providers develop services that respond to these needs. The City Voice has been used consistently throughout the development of Neighbourhood Planning to chart progress and help improve the approach.

Clearly the results from this survey and the previous one confirm that awareness regarding the existence of Neighbourhood Community Action Plans and the Neighbourhood Planning process itself is low. Also, in relation to engagement with residents regarding their views on local services the results show that a very clear majority 86.2% of respondents have not been asked for their views.

In relation to the level of influence that respondents feel in relation to what happens in their neighbourhood 39.9% feel they can; this is an increase from the 2010 survey which recorded a 36.9% response to this question but is not as high as 2009 where the figure was 44%. However, 40.5% indicated that they feel they have no influence primarily due to a perception that the council doesn't listen, or acts in its own interests.

The reason for lack of awareness in relation to Neighbourhood Planning may relate to the reduction in council officers directly involved in supporting the process following the restructuring of Council services.

The Community Planning Partnership has recently concluded its own review and one of the areas that will be considered in the coming period is how to improve community engagement and Neighbourhood Planning. The survey results will be used to consider what needs to be done to improve this area of work in the future.

Dave Kilgour - Strategist (City)
Aberdeen City Council

CHILDREN'S & FAMILY SERVICES

Integrated Children's Services

The Integrated Children's Services Partnership is the high-level strategic planning group responsible for ensuring that service providers improve services and deliver better outcomes for children and young people in the city, as set out in the Integrated Children's Services Plan 2011-2015 and in the Single Outcome Agreement. It represents all the key public and third sector agencies that deliver services for children and young people in the city. Visit <http://www.aberdeengettingitright.org.uk> for more information about the ICS Partnership.

The Integrated Children's Services Partnership has developed a plan that sets out the strategic objectives and high level actions for services for children and young people over the next four years. It focuses on five key outcome themes for children and young people that service providers want to see improved and which will help them achieve this vision. The five outcome themes are:

1. Getting the best start in life
2. Achieving their potential
3. Responsible and included citizens
4. Safe and protected
5. Successful transitions to adulthood.

Firstly, respondents were asked how well they believe each of the five outcome themes are currently being achieved for children in Aberdeen. Their responses are provided below in Figure 7 (see page 21).

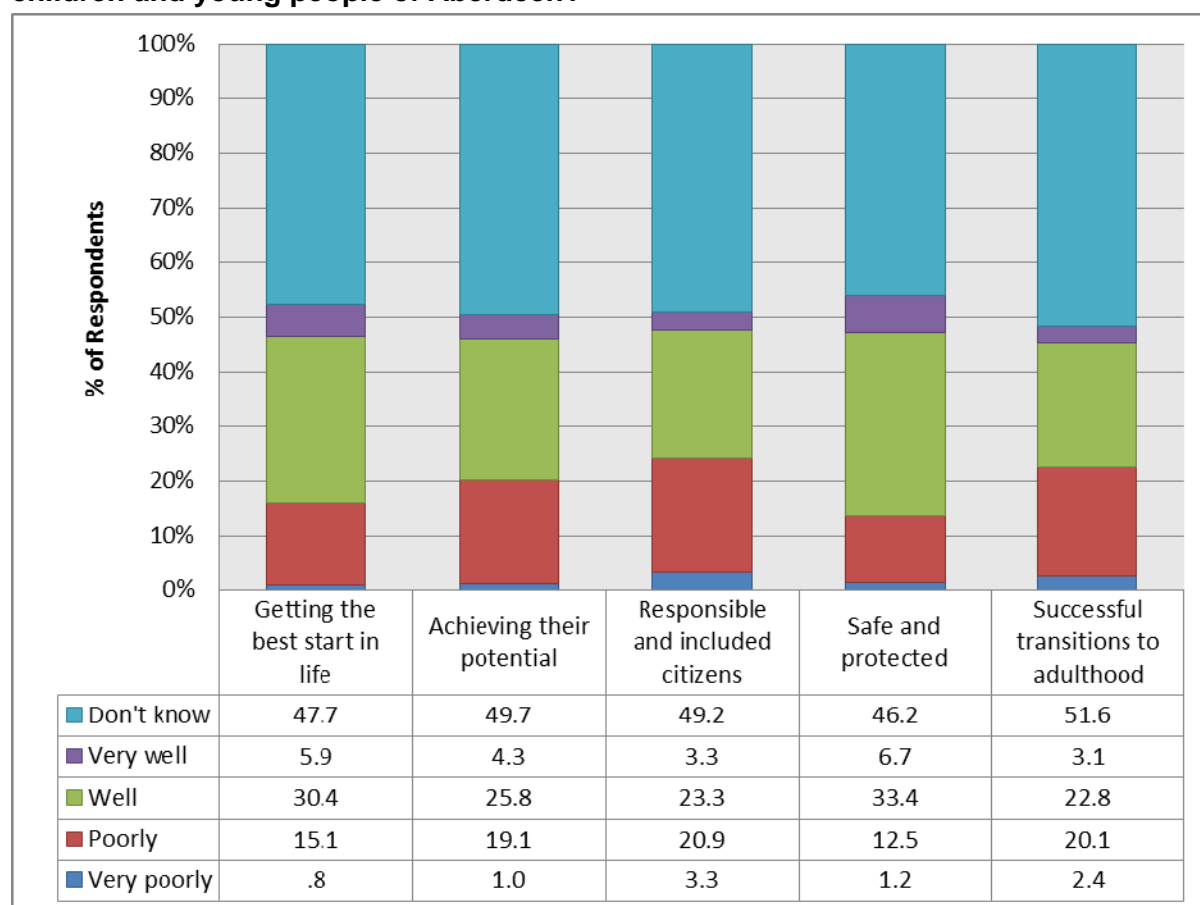
The results show that for each outcome, either a very large minority or very small majority does not know how well the Council is performing. However, when discussing results of questions such as these, the focus is usually upon overall positive and negative responses. The theme which attracted the greatest proportion of positive responses (i.e. combining the figure for respondents answering either 'well' or 'very well') was 'safe and protected' (total 40.1% positive responses). This theme also attracted the lowest proportion of negative responses (i.e. combining the figure for respondents answering either 'poorly' or 'very poorly') (13.7%). The theme which attracted the highest proportion of negative responses was 'responsible and included citizens': for this theme, 24.2% of respondents believe that the Council is performing either poorly or very poorly.

There were few major differences between male and female panellists' responses to this question. For every theme, the proportion of female panellists providing a positive assessment of the Council's performance (i.e. the proportion answering either 'well' or 'very well') was greater than among male panellists. However, the most notable gaps emerged in relation to the 'responsible and included citizens' and 'safe and protected' themes. In relation to the former, the positive response from female panellists (31.7%) was higher than from male panellists (20.6%). The same was true in relation to the latter theme: whilst 43.8% of female panellists provided a positive response, the equivalent proportion among males was just 35.8%. Other than these, there were few noteworthy differences by gender.

In terms of age, there were no correlations with specific answers provided. In terms of more general trends, however, a number of noteworthy results emerged. For each option, the proportion of respondents answering 'very well' was largest in the 16-34 age-group. However, the proportion of respondents providing an overall positive response (i.e. the proportion answering either 'well' or 'very well') was largest in the 35-54 age-group for every single outcome. Despite this, the proportion of respondents providing an overall negative response (i.e. the proportion answering either 'poorly' or 'very poorly') was also largest within the 35-54 age-group for every single outcome. These apparently conflicting results can be accounted for by the fact that the proportion of respondents selecting the 'don't know' option was smallest within the 35-54 age-group for each outcome. As such, a greater proportion of respondents within this group was prepared to offer either a positive or negative evaluation, whilst a greater proportion of respondents in the other age-groups declined to do so.

There were also few strong patterns evident across different neighbourhoods. In terms of specific answers, it is worth noting that the proportion of respondents answering 'very well' for each outcome was smallest in North. However, in terms of net positive and negative responses, a pattern similar to the one established in relation to age-groups also emerged in relation to neighbourhood areas. The proportion of respondents providing some form of positive response was largest among respondents from North for every single outcome. However, the proportion of respondents providing some form of negative response was also largest in North for each outcome, with the exception of 'successful transitions to adulthood' (for which a very slightly larger proportion of respondents in South answered negatively). Again, these apparently conflicting results can be explained through reference to the proportion of respondents providing a 'don't know' response. Unsurprisingly, this proportion was smallest among respondents in North for every single outcome considered.

Figure 7: How well do you feel each outcome is currently being achieved for the children and young people of Aberdeen?



Base = multiple

The next question asked respondents to decide the stage at which they felt investment in children and young people should be targeted in order to achieve the best long-term outcomes. Their responses are provided below in Figure 8 (see page 22).

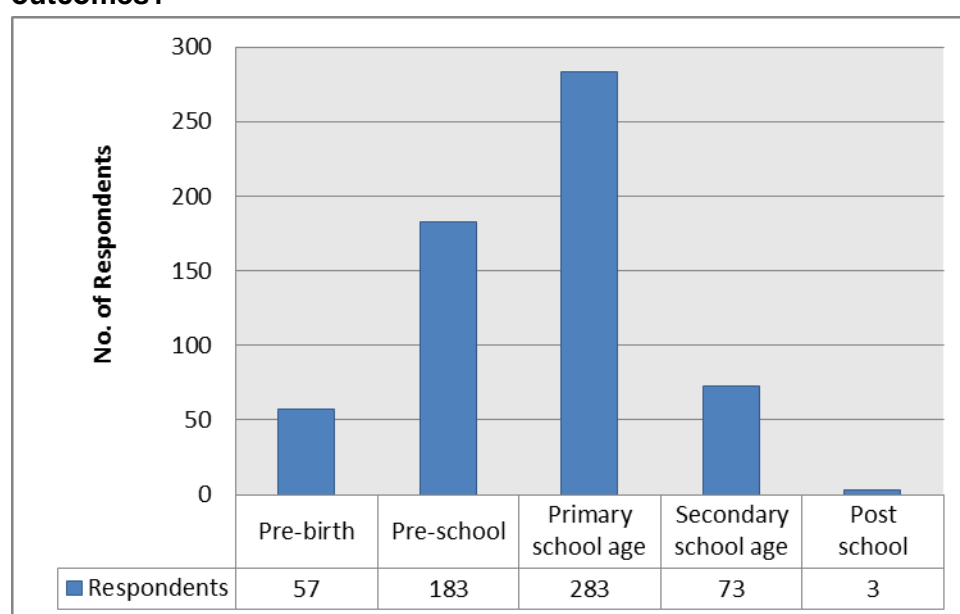
The most popular answer across all respondents was primary school age (283 respondents; 47.3%), followed by pre-school (183 respondents; 30.6%), secondary school (73 respondents; 12.2%), pre-birth (57 respondents; 9.5%) and post-school (3 respondents; 0.5%). A slightly greater proportion of females than males selected pre-birth or pre-school (respectively, 10.5% and 31.9% of females, compared to 8.1% and 29.2% of males), whilst the trend was reversed in relation to primary school and secondary school ages (respectively, 49.8% and 12.5% of males, compared to 45.5% and 11.5% of females). A similarly small proportion of both male and female panellists selected the post-school option.

The primary school age option was the most popular response across all age-groups. However, there were also some age-related correlations in the responses given to this question. Firstly, the proportion of respondents selecting the pre-birth response was highest among those aged 16-34 (18.4%), falling to 11.6% of those aged 35-54, 8.2% of those aged 55-64 and a low of 4.1% of those aged 65+. Conversely, the proportion of respondents selecting the primary school age response was highest among those aged 65+ (55.9%), falling to 45.6% of those aged 55-64, 45.0% of those aged 35-54 and a low of 40.8% of

those aged 16-34. There was, of course, additional minor variation in responses between age-groups but these did not appear to correlate with age.

Across different areas of the city, the primary school age option was the most popular response. This was particularly true in South, where a majority of respondents (51.7%) selected this option. Pre-school was a noticeably more popular option in Central (35.4%) than in North (28.8%) or South (28.4%), whilst the opposite was true in relation to the secondary school age option (just 9.6% of respondents in Central, compared to 12.1% in South and 14.1% in North). Beyond this, there was little in the way of noteworthy variation across neighbourhoods.

Figure 8: At what stage do you feel the Integrated Children’s Services Partnership should target investment in children and young people to get the best long-term outcomes?



Base = 599 respondents

Looked After Children

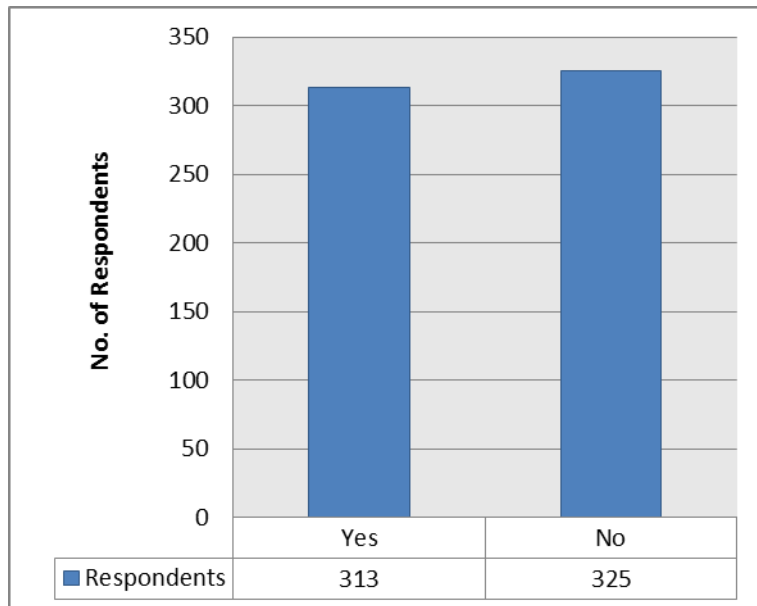
While Aberdeen City Council works with all children and young people, there are some who have difficult life experiences that may require some sort of intervention from the Council, the Law Courts or Children’s Hearings. This can sometimes lead to that child or young person becoming ‘looked after’ by their Council. The term ‘looked after’ means that the Council takes on the responsibility to look after these children in the same way a good parent would. This is also known as ‘corporate parenting’.

The first question asked of respondents in this section was whether or not they had heard of the term ‘looked after children’ prior to reading about it in the City Voice. Their responses are provided below in Figure 9 (see page 23). The Figure shows that similar proportions of respondents were aware and unaware of the term. However, a slight majority of respondents had not heard of the term (325 respondents; 50.9%).

Whilst a majority of female respondents (54.5%) had heard of the term prior to reading about it in the City Voice, the opposite was true of male respondents, of whom a majority had not previously heard of the term (57.9%).

There was a very clear age correlation to responses to this question. Awareness was highest among those aged 16-34 (60.8%), falling to 55.5% of those aged 35-54, 50.3% of those aged 55-64 and 33.7% of those aged 65+. Prior awareness of the term also differed across neighbourhoods, with awareness highest in South (53.1%), falling to 47.4% in Central and 44.8% in North.

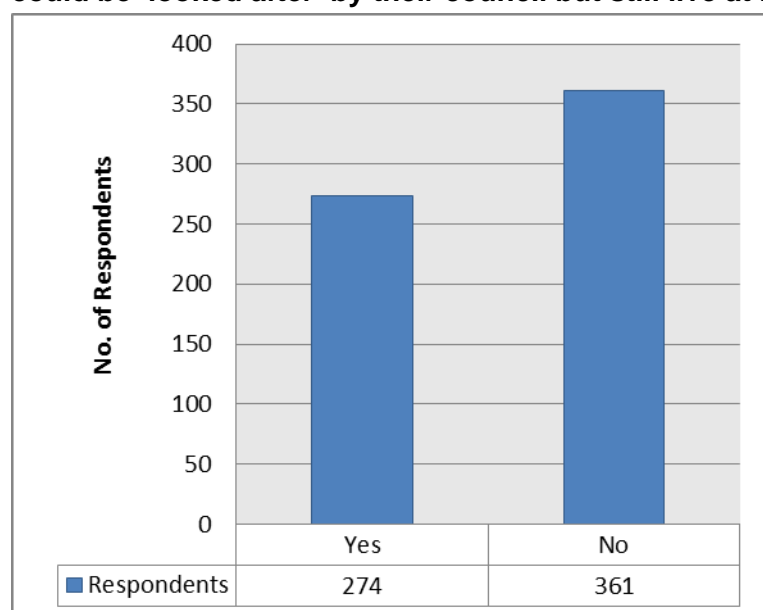
Figure 9: Before reading about it in the City Voice, had you ever heard of the term ‘looked after children’?



Base = 638 respondents

The next question asked panellists whether or not they were aware of the fact that children could be ‘looked after’ by their council whilst still living at home. Their responses are provided below in Figure 10 (see page 24). The results again show that prior to reading about it in the City Voice, a majority of respondents (361; 56.9%) were not aware of this. As with the previous question, awareness was higher among female respondents (47.6%) than male respondents (37.6%). There was, however, no clear age correlation to responses to this question. Awareness was highest among those aged 35-54 (49.2%), falling to 44.6% of those aged 55-64, 43.1% of those aged 16-34 and lowest among those aged 65+ (32.1%). Awareness of this fact was highest in Central (44.8%), compared to 43.9% of those in South and 40.1% of those in North.

Figure 10: Before reading about it in the City Voice, were you aware that children could be ‘looked after’ by their council but still live at home?



Base = 635 respondents

The next question in this section asked panellists to select the organisations/services which they believe have a responsibility to care for ‘looked after’ children. Their responses are provided below in Figure 11 (see page 26). The results show that the most frequently selected responses were Social Care and Wellbeing at Aberdeen City Council (598 respondents; 90.5%), Health Services (i.e. NHS Grampian) (458 respondents; 69.3%), Education, Culture and Sport at Aberdeen City Council (372 respondents; 56.3%), third sector or voluntary providers (339 respondents; 51.3%) and the police (319 respondents; 48.3%).

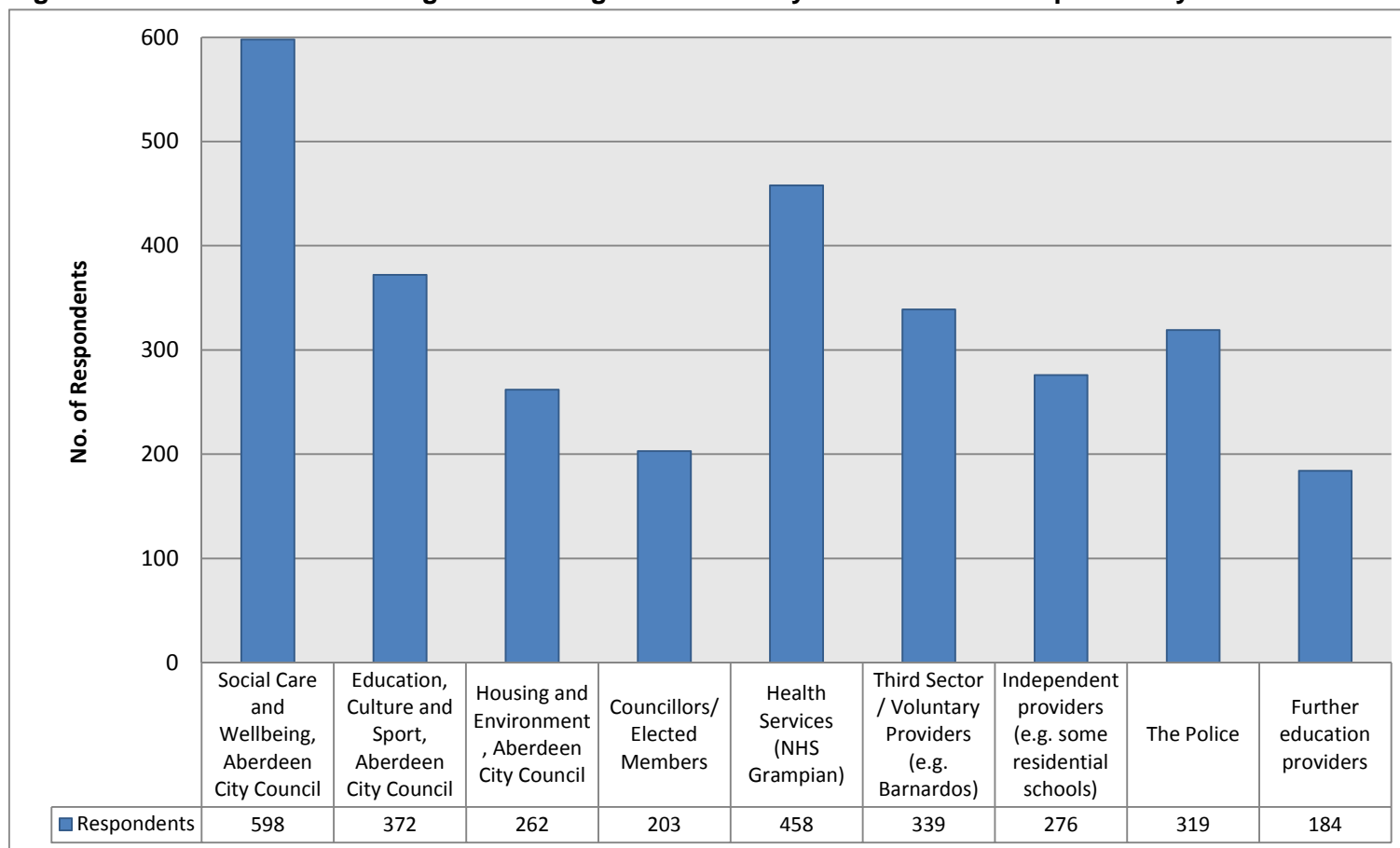
There were some very clear gender differences in the responses to this question. Every single option was selected by a greater proportion of females than males. The most notable gaps emerged in relation to Education, Culture and Sport at Aberdeen City Council (62.5% of females vs. 49.0% of males), Housing and Environment at Aberdeen City Council (46.6% of females vs. 31.6% of males), Health Services (75.6% of females vs. 62.5% of males), third sector or voluntary Providers (58.5% of females vs. 42.8% of males), independent providers (48.0% of females vs. 33.9% of males), the police (55.1% of females vs. 40.5% of males) and further education providers (35.5% of females vs. 19.1% of males).

There was considerable variation between age-groups, but there was little evidence of correlations and patterns to the distribution of responses. There were three exceptions to this. Firstly, the proportion of respondents identifying Social Care and Wellbeing at Aberdeen City Council was highest among those aged 16-34 (98.0%), dropping to 95.6% of those aged 35-54, 87.6% of those aged 55-64 and 83.5% of those aged 65+. Secondly, the same pattern was observed for Education, Culture and Sport at Aberdeen City Council, with the proportion of respondents identifying this option falling from 62.7% of those aged 16-34 to 61.5% of those aged 35-54, 57.1% of those aged 55-64 and 46.0% of those aged 65+. Finally, the same pattern was once again seen in relation to third sector or voluntary providers, with the proportion highest among those aged 16-34 (60.8%), dropping among

those aged 35-54 (57.5%) and those aged 55-64 (50.8%) before reaching its lowest point among those aged 65+ (39.8%). Beyond this, there were no clear patterns to the variation by age-group.

A number of noteworthy individual results also stood out when breaking these responses down by neighbourhood. A larger proportion of respondents in Central identified Education, Culture and Sport at Aberdeen City Council (60.3%) and Councillors or elected members (34.7%) than was the case in North (55.7% and 29.6%, respectively) and South (53.5% and 28.7%, respectively). A noticeably larger proportion of respondents in South identified Health Services (73.2%) than was the case in North (67.5%) and Central (66.8%), whilst a smaller proportion of respondents in North identified third sector or voluntary providers (41.9%) than was the case in Central (54.3%) and South (56.3%). There was also a considerable difference between respondents in North and South in relation to the independent providers and police responses. For the former, 37.9% of respondents selected this option compared to 44.5% of respondents in South; whilst the latter was identified by 45.3% of respondents in South and 52.2% of respondents in North. In each case, the proportion of respondents in Central who selected these options lay between the values for North and South.

Figure 11: Which of the following services/organisations do you think have a responsibility to care for 'looked after' children?



Base = 661 respondents

Family Services

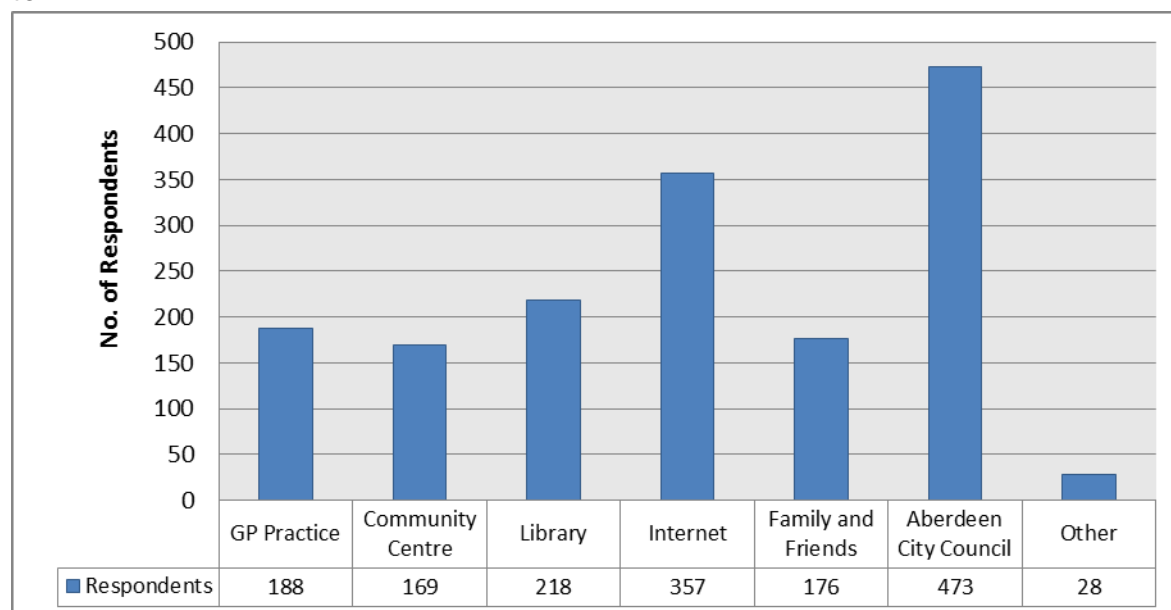
Panellists were then asked to identify which agencies they would turn to if they wanted information about the services available to children, young people and their families in Aberdeen. Their responses are provided below in Figure 12 (see page 28). This shows that the agency to which most respondents would turn is Aberdeen City Council (473 respondents; 71.6%), followed by the internet (357 respondents; 54.0%), a library (218 respondents; 33.0%), a GP practice (188 respondents; 28.4%) and family and friends (176 respondents; 26.6%). 28 respondents (4.2%) provided an 'other' answer – these are categorised below in Table 5 (see page 28). In terms of 'other' responses to the question, the most popular responses were schools (9 respondents; 1.4%) and some unspecified charity or help group(s) (6 respondents; 0.9%). Each of the remaining responses was provided by fewer than 5 panellists.

There were some notable gender differences to the responses provided. In particular, a greater proportion of male respondents (78.0%) than female respondents (64.2%) would turn to Aberdeen City Council for information. However, every other option was selected by a greater proportion of females than males. This was particularly evident in relation to GP Practices (33.2% of females vs. 22.7% of males), the internet (59.1% of females vs. 47.7% of males) and family and friends (30.7% of females vs. 21.7% of males).

Two clear age correlations emerged when considering these results in greater depth. Firstly, the popularity of the internet as a source of advice fell sharply across successively older cohorts, from a high of 80.4% of those aged 16-34 to 69.0% of those aged 35-54, 52.5% of those aged 55-64 and 25.6% of those aged 65+. There was also a correlation (albeit a less dramatic one) in relation to using family and friends as a source of information. The proportion of respondents selecting this option was highest among those aged 16-34 (39.2%), dropping to 30.2% of those aged 35-54, 24.9% of those aged 55-64 and 19.3% of those aged 65+. Beyond these correlations, the only notable age-related result pertained to libraries, with a noticeably smaller proportion of those aged 16-34 (23.5%) citing them as a likely source of information than those aged 35-54 (35.3%), 55-64 (30.5%) or 65+ (34.7%).

There was very little variation between different neighbourhood areas' responses, with the most prominent difference of opinion emerging in relation to libraries (selected by 36.6% of respondents in South, 32.5% in North and 28.6% in Central), Aberdeen City Council (selected by 73.2% of respondents in South, 70.4% in Central and 67.5% in North) and community centres (selected by 28.7% of respondents in South, 25.1% in North and 22.1% in Central) as likely sources of information.

Figure 12: If you wanted information about the services available to children, young people and their families in Aberdeen, which of the following agencies would you turn to?



Base = 661 respondents

Table 5: If you wanted information about the services available to children, young people and their families in Aberdeen, which of the following agencies would you turn to? ('Other' responses)

Agency	Respondents	
	Count	%
School(s)	9	1.4
Unspecified charities / groups	6	0.9
Family Information Service	3	0.5
Barnardos	2	0.3
Citizens Advice Bureau	2	0.3
NHS	2	0.3
N/a	1	0.2
Childline	1	0.2
NSPCC	1	0.2
Home Start	1	0.2
Other families	1	0.2
Inspire	1	0.2
Grampian Police	1	0.2
SHMU	1	0.2
Voluntary Service Aberdeen	1	0.2
N/a	1	0.2

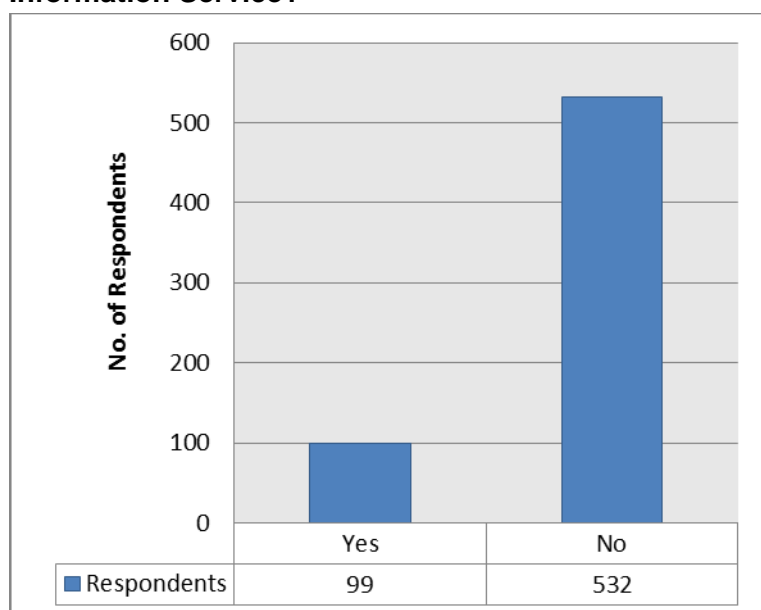
Base = 28 respondents

Family Information Service (FIS)

The Family Information Service (FIS) provides free, comprehensive and up-to-date information and advice about all services for children (0-18yrs) and their families in Aberdeen. The Council's directory of services is for parents/guardians, carers and professionals.

Panellists were first asked whether or not they were aware of the Family Information Service prior to reading about it in the City Voice. Their responses are provided below in Figure 13, which shows that a very clear majority of respondents (532; 84.3%) were not previously aware of the FIS. A considerably larger proportion of females (21.8%) were previously aware of the FIS than males (8.0%). Prior awareness of the Family Information Service also correlated with age: awareness was highest among those aged 16-34 (23.5%), falling to 18.9% of those aged 35-54, 14.4% of those aged 55-64 and 9.1% of those aged 65+. Levels of awareness were very evenly distributed across different areas of the city, with 15.7% of respondents in Central, 15.6% of respondents in North and 15.2% of respondents in South claiming prior awareness.

Figure 13: Before reading about it in the City Voice, were you aware of the Family Information Service?

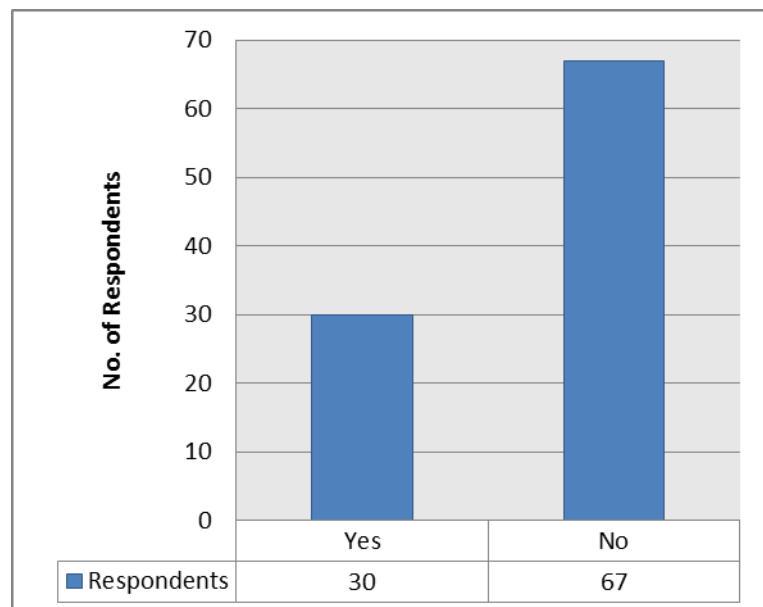


Base = 631 respondents

The 99 respondents who stated that they were previously aware of the Family Information Service were subsequently asked whether they had used the service before. Their responses are provided below in Figure 14 (see page 30). The results show that a majority of respondents have not previously used the service (67 respondents; 69.1%). The proportion of female respondents who have used the service (37.0%) was almost treble the proportion of males who have used the service (13.6%). Again, there was a strong correlation between age-group and use of the service: the proportion of respondents who have used the service was largest among those aged 16-34 (50.0%), falling to 45.5% of those aged 35-54, 16.7% of those aged 55-64 and no respondents aged 65+. There were

also marked differences between different areas of the city, from 40.0% of respondents in North to 37.9% of respondents in Central and 19.4% in South.

Figure 14: If you were aware of the Family Information Service, have you used it before?



Base = 97 respondents

The 30 panellists who have previously used the service were then asked what type of information they had accessed. The results are provided below in Table 6 (see page 31), grouped according to service type. The most frequently accessed types of information identified were information on childminders (15 respondents; 50.0%), information on nurseries (15 respondents; 50.0%), information on out-of-school care (11 respondents; 36.7%), information on parent and toddler groups (10 respondents; 33.3%) and information on counselling (6 respondents; 20.0%). Each of the remaining types of information was accessed by fewer than 5 respondents.

Due to the very small number of panellists involved, we would caution against further disaggregating these results by panellist characteristics (results are likely to be misleading, particularly given the under-representation of older panellists, male panellists and panellists from areas in the south of the city).

Table 6: What type of information did you access from the Family Information Service?

Subject		Respondents	
		Count	%
Childcare	Childminders	15	50.0
	Nurseries	15	50.0
	Out of school care	11	36.7
Education	Nursery schools	4	13.3
	Primary schools	2	6.7
	Secondary schools	2	6.7
	Education support services	2	6.7
Family support services	Parent and toddler groups	10	33.3
	Counselling	6	20.0
	Social care and Wellbeing services	5	16.7
	Employment	4	13.3
	General health	4	13.3
	Drugs and alcohol	3	10.0
	Housing and homelessness	2	6.7
	Divorce	2	6.7
	Financial help	2	6.7
	Sport	2	6.7
	Domestic abuse	1	3.3
	Bereavement	1	3.3
	Libraries	0	0.0

Base = 30 respondents

Family Learning

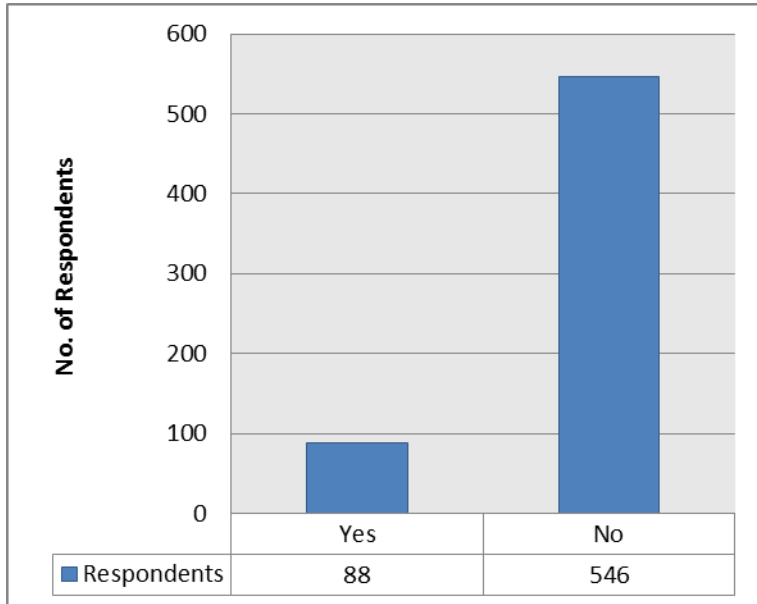
Family Learning is an early years project which aims to improve the attainment of children aged 3 to 6 years by working directly with their parents/guardians/carers to provide opportunities to become more involved in their children's learning.

In partnership with schools and other agencies, Aberdeen City Council provides various courses and events on behaviour management, confidence and assertiveness, curriculum homework support, family English classes.

The final question in this section saw panellists being asked whether they were aware of the Family Learning Project prior to reading about it in the City Voice. Their responses are provided below in Figure 15 (see page 32), which shows that only 88 respondents (13.9%) were previously aware of the Family Learning Project. Conversely, 546 respondents (86.1%) were not aware of it. Awareness was higher among female respondents (17.6%) than male respondents (9.0%), and was higher in South (14.5%) and North (13.8%) than in Central

(12.5%). On this occasion, there was no correlation between responses and age-group: awareness was highest in the 55-64 age-group (19.0%), followed by the 35-54 age-group (14.2%), the 65+ age-group (9.1%) and the 16-34 age-group (7.8%).

Figure 15: Before reading about it in the City Voice, were you aware of the Family Learning Project?



Base = 634 respondents

SERVICE RESPONSE

The results from City Voice 23 from all Children's and Family service sections including Integrated Children's Services, Looked After Children, Family Information Service and Family Learning, will be shared with the Integrated Children's Services Management Team. It is planned to have a children / parents version of the Integrated Children's Services Plan which will be widely disseminated and should explain what outcomes we wish to improve and how.

It was heartening to know that the majority of respondents reported a positive response to the "Safe and Protected" outcome, indicating that the council is providing well for most vulnerable children and young people of the city.

It is useful to know for investment of resources that the majority of respondents feel that it is important to invest at primary school and pre-school stage to get the best long-term outcomes.

It is encouraging to see that nearly half of respondents were aware of the term looked after children, which was an increase on the 2009 results. This follows good work by the council and partners to reduce stigma and raise awareness around looked after children.

The information on how people access information about services available to children and young people will be particularly useful for helping us better promote services

Kevin Kavanagh – Development Office
Aberdeen City Council

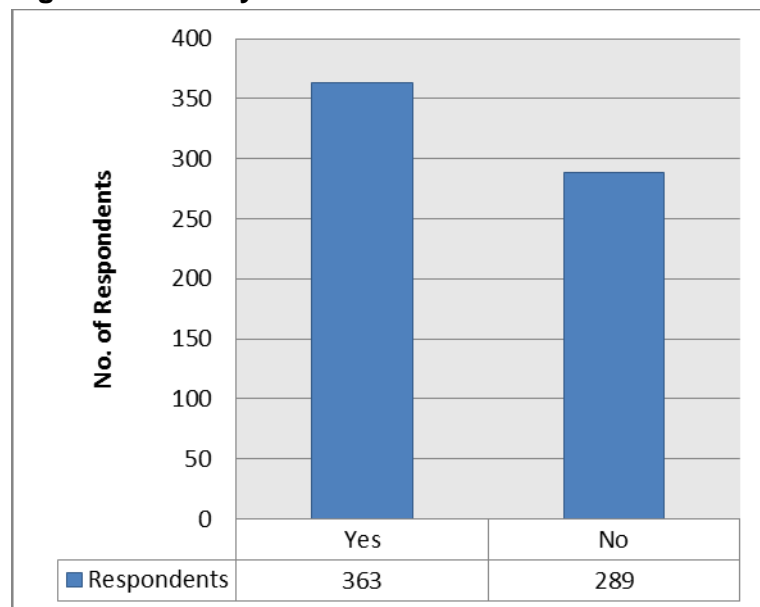
GRANITE FESTIVAL

During May 2011 Aberdeen celebrated its first Granite Festival. The programme included talks, walks and activities exploring the history of Aberdeen's granite industry and architecture, and the lives of granite workers.

Aberdeen Art Gallery & Museums (AAGM) ran the Granite Festival programme and hopes to make it an annual event. AAGM is interested in discovering how successful the festival was and how it should develop in future years.

In this regard, the first question asked of panellists in this section was whether or not they were aware of the Granite Festival which took place in May 2011. Respondents' answers are provided below in Figure 16. The results show that a majority of respondents (363; 55.7%) were aware of the Festival. Awareness was very slightly higher among female respondents (55.9%) than male respondents (55.0%). Awareness also correlated with age-group. Awareness was highest among those aged 65+ (62.1%), falling to 61.8% of those aged 55-64, 50.2% of those aged 35-54 and 37.3% of those aged 16-34. Awareness was also higher in some parts of the city than others: 61.6% of respondents in South were aware of the Festival, compared to 57.4% of those in Central and 46.0% in North.

Figure 16: Were you aware of the Granite Festival that took place in May 2011?



Base = 652 respondents

The panellists who stated that they were aware of the Festival were subsequently asked how they heard about it. Their responses are provided below in Figure 17 (see page 36). The results show that the most frequently cited source of awareness was newspapers (251 respondents; 69.1%), followed by a Granite Festival leaflet (100 respondents; 27.5%), word of mouth (82 respondents; 22.6%), TV (70 respondents; 19.3%), radio (57 respondents; 15.7%), *Diary* – the newsletter produced by Aberdeen Art Galleries & Museums (AAGM) (51 respondents; 14.0%), the Aberdeen City Council or AAGM website (40 respondents; 11.0%) and social networking websites (4 respondents; 1.1%). 9 respondents (2.5%) provided an 'other' answer. These are listed below in Table 7. Of the 'other' responses, the most

frequently offered were another website (3 respondents; 0.8%) and an employer or place of work (3 respondents; 0.8%).

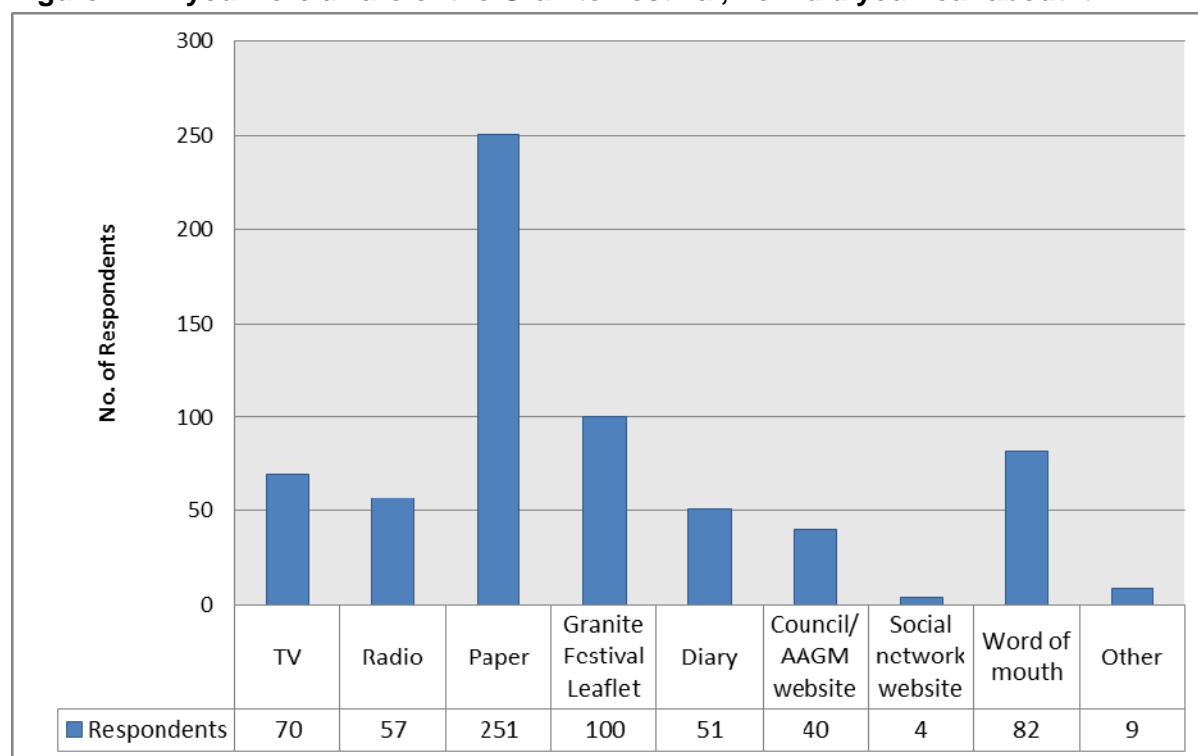
Breaking these responses down further, some noteworthy findings emerge. There was little difference between male and female panellists in relation to word of mouth, social networking websites and the Aberdeen City Council or AAGM website. However, almost twice as large a proportion of females (18.1%) than males (9.6%) had heard about the Festival via *Diary*. Conversely, a slightly greater proportion of males than females had heard about the Festival through TV (21.7% of males vs. 17.1% of females), radio (16.9% of males vs. 14.5% of females), newspapers (72.9% of males vs. 66.3% of females) and a Granite Festival leaflet (30.7% of males vs. 24.9% of females).

Some interesting age-related results could also be seen. Two clear correlations were found. Firstly, the proportion of respondents who heard about the Festival through a newspaper rose across each successively older age-group, from 21.1% of those aged 16-34 to 61.6% of those aged 35-54, 76.6% of those aged 55-64 and 79.6% of those aged 65+. It is also worth noting that whilst a newspaper was the most frequently offered source of information by the three oldest age-groups, the most popular response among those aged 16-34 was a Granite Festival leaflet (selected by 36.8% of respondents in this age-group). The proportion of respondents in other age-groups who had heard about the Festival via a Granite Festival leaflet was notably lower than among those aged 16-34 (28.8% of those aged 35-54, 24.3% of those aged 55-64 and 27.8% of those aged 65+).

The second correlation was found in relation to social networking websites. Perhaps unsurprisingly, the proportion of respondents selecting this option was highest among those aged 16-34 (5.3%), dropping to 1.6% of those aged 35-54, 0.9% of those aged 55-64 and 0.0% of those aged 65+. It is perhaps also worth mentioning that the Aberdeen City Council or AAGM website was identified by a particularly small proportion of those aged 65+ (0.9%, compared to 12.1% of those aged 55-64, 18.4% of those aged 35-54 and 10.5% of those aged 16-34).

A small number of neighbourhood-related results also emerged. Firstly, a notably higher proportion of respondents in South (74.0%) had heard about the Festival through a newspaper than in North (66.3%) or Central (65.5%). Compared to the proportion in North (23.9%) and South (27.9%) who heard about the Festival by word of mouth, the proportion was much smaller (around half) in Central (13.3%). Finally, there was also a large gap between neighbourhoods in relation to hearing about the Festival via *Diary*. Whilst 20.8% of respondents in South heard of the Festival this way, the equivalent proportion was 11.5% Central and just 6.5% in North. Other than these results, there were few notable variations across neighbourhoods.

Figure 17: If you were aware of the Granite Festival, how did you hear about it?



Base = 363 respondents

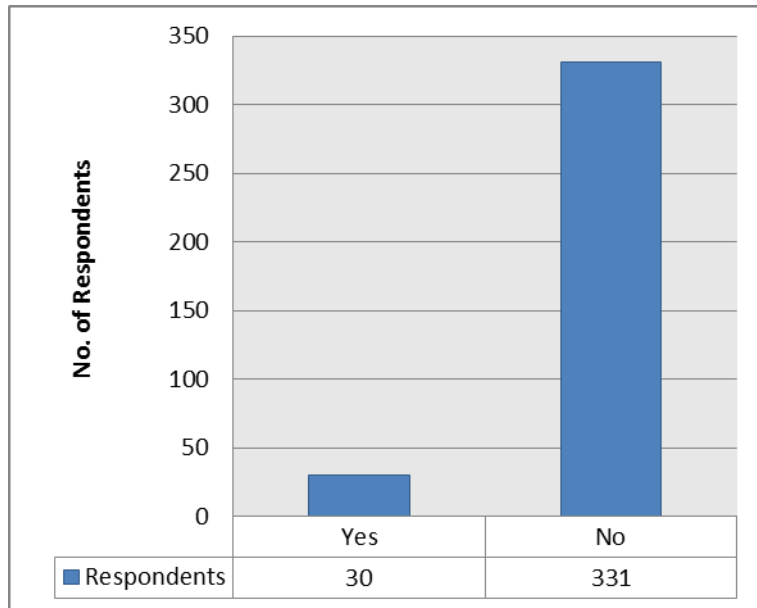
Table 7: If you were aware of the Granite Festival, how did you hear about it? ('Other' responses)

Source of Information	Respondents	
	Count	%
Other website	3	0.8
Employer	3	0.8
Banners	2	0.6
N/a	1	0.3

Base = 9 respondents

The 363 respondents who claimed prior awareness of the Granite Festival were then asked whether they had attended any events associated with the Festival. Their responses are provided below in Figure 18 (see page 37), which shows that the vast majority (331 respondents; 91.7%) did not attend any events. A slightly greater proportion of female respondents (9.4%) than male respondents (7.3%) attended events. In terms of age, no respondents whatsoever from the youngest age-group attended any events, whilst the proportion rose to 6.5% of respondents aged 35-54, 10.3% of those aged 55-64 and 10.2% of those aged 65+. Finally, a greater proportion of respondents in South (10.4%) than in Central (7.2%) or North (6.5%) attended events.

Figure 18: If you were aware of the Granite Festival, did you attend any events?

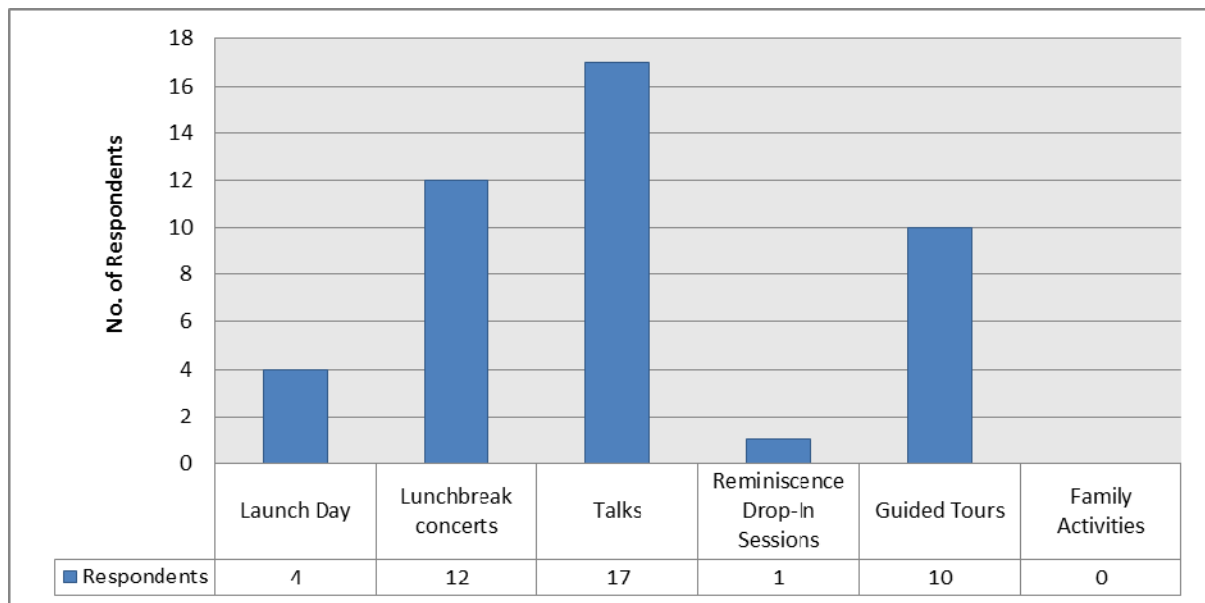


Base = 361 respondents

The 30 respondents who stated that they had attended at least one event were subsequently asked to identify the type of event(s) they attended. Their responses are provided below in Figure 19 (see page 38). The figure shows that the most popular category of event among the small number of respondents was talks (17 respondents; 56.7%), followed by lunchbreak concerts (12 respondents; 40.0%), guided tours (10 respondents; 33.3%), the launch day (4 respondents; 13.3%) and reminiscence drop-in sessions (1 respondent; 3.3%). None of the respondents had attended any family activities.

Again, due to the extremely small number of panellists involved in each type of event, we would caution against further disaggregating these results by panellist characteristics (results are likely to be misleading, particularly given the under-representation of younger panellists).

Figure 19: If you attended any Granite Festival events, what type of events did you attend?

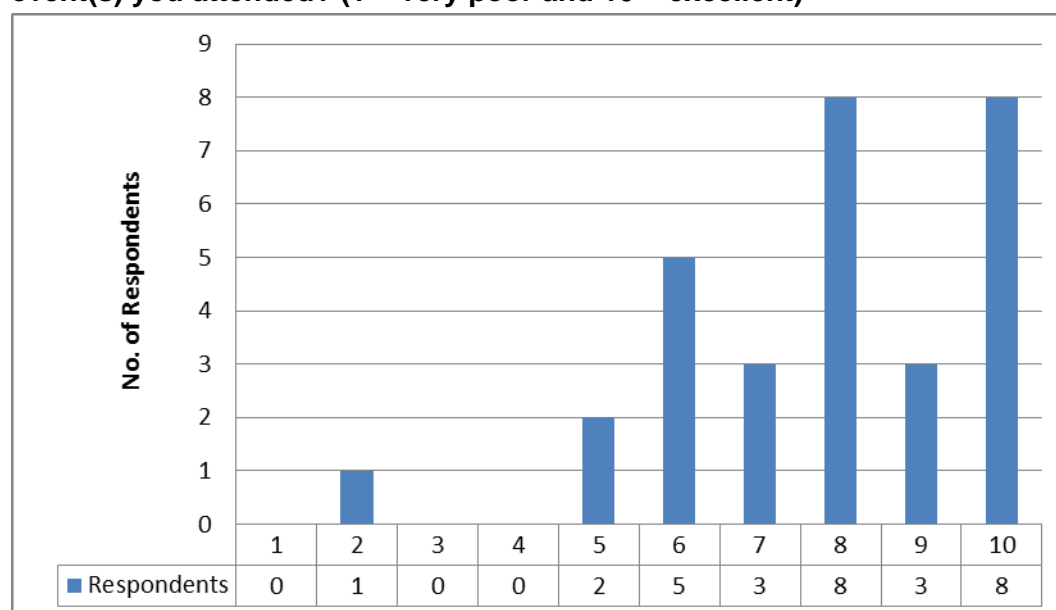


Base = 30 respondents

The 30 respondents who had attended Granite Festival events were then asked to rate them on a scale of 1-10, in which 1 corresponded to ‘very poor’ and 10 to ‘excellent’. The aggregated results are provided below in Figure 20 (see page 39), which shows that a clear majority of respondents provided an overall positive response (i.e. from 6-10). The most popular ratings were 10 (8 respondents; 26.7%), 8 (also 8 respondents; 26.7%), 6 (5 respondents; 16.7%), 9 (3 respondents; 10.0%), 7 (also 3 respondents; 10.0%) and 5 (2 respondents; 6.7%). Only one respondent (3.3%) provided a negative response (i.e. 1-4), giving a rating of 2.

As with the previous question, due to the extremely small number of panellists involved in each type of event, we would caution against further disaggregating these results by panellist characteristics (results are likely to be misleading).

Figure 20: If you attended any Granite Festival events, how would you rate the event(s) you attended? (1 = very poor and 10 = excellent)



Base = 30 respondents

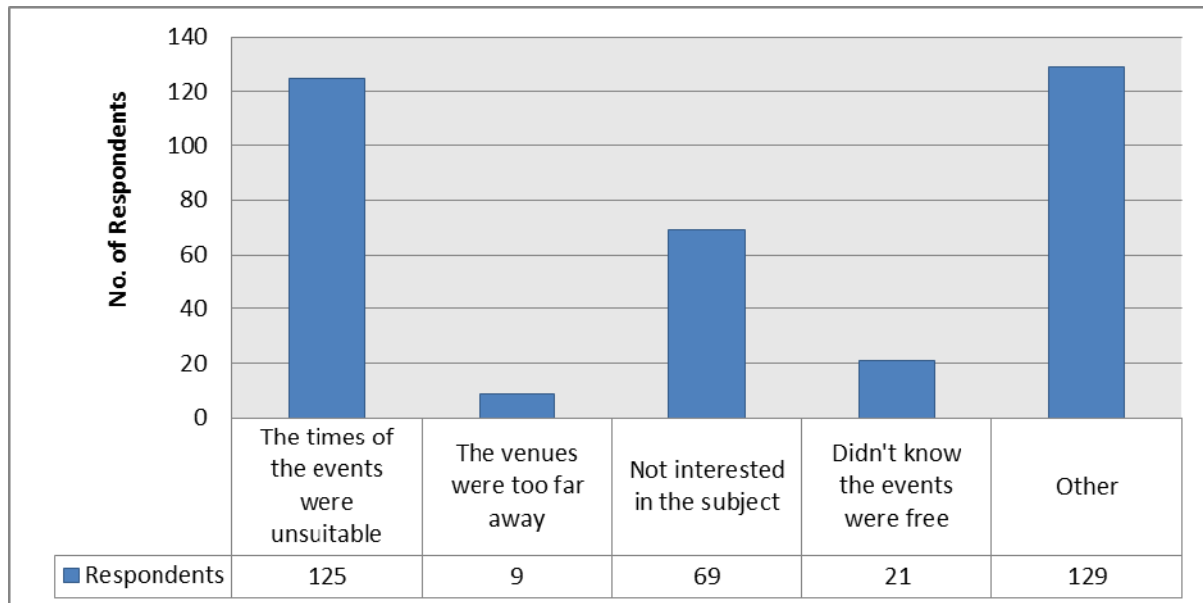
The 331 respondents who previously said that they were aware of the Festival but did not attend any events were then asked whether there were any specific reasons for not attending. Their responses are provided below in Figure 21 (see page 40). The most popular response was that the timings of the events were unsuitable (125 respondents; 37.8%), followed by a lack of interest in the subject (69 respondents; 20.8%), not knowing that the events were free (21 respondents; 6.3%) and that the venues were too far away (9 respondents; 2.7%). There was virtually no difference whatsoever between male and female panellists' responses to this question. The greatest difference was found in relation to the proportion citing unsuitable events times (35.5% of males and 32.6% of females). For each of the other reasons cited, there was less than $\pm 1.0\%$ difference between male and female panellists' responses.

There was, however, greater variation between neighbourhoods. Although the greatest proportion of respondents in each neighbourhood area selected unsuitable event times as the reason for not attending, they did so in different proportions. Whilst this was cited as a reason by 40.7% of respondents in Central, this dropped to 32.5% in South and 28.3% in North. Not knowing that the events were free was selected by a slightly larger proportion of respondents in North (8.7%) than Central (5.3%) or South (4.5%). Similarly, a greater proportion of respondents in North (21.7%) than in South (16.2%) or Central (18.6%) stated that they weren't interested in the subject.

Only one age correlation emerged in the responses given to this question. This related to the venues being too far away: the proportion of respondents citing this as a reason rose from a low of 0.0% among those aged 16-34 to 0.8% of those aged 35-54, 2.8% of those aged 55-64 and 4.6% of those aged 65+. Although there was considerable variation between age-groups in the other responses provided, there was no further direct correlation between age and responses. Although the most popular response from within each age-group was that the times of the events were unsuitable (36.8% of those aged 16-34, 42.4% of those aged

35-54, 35.5% of those aged 55-64 and 22.2% of those aged 65+), an identical proportion in the 16-34 age-group (36.8%) stated that they had no interest in the subject. This compared with 17.6% of those aged 35-54, 16.8% of those aged 55-64 and 17.6% of those aged 65+.

Figure 21: If you knew about the Granite Festival but did not attend any of the events, what were the main reasons for this?



Base = 331 respondents

129 respondents also provided an 'other' response to this question. Their responses are provided below in Table 8 (see page 41), which shows that the most popular 'other' reasons given were that respondents were too busy (49 respondents; 14.8%), that they were away from Aberdeen at the time (27 respondents; 8.2%), that they were incapable of making it along (e.g. as a result of disability etc.) (24 respondents; 7.3%), or that they had too little information on the events (22 respondents; 6.6%). A number of additional reasons were given, but each of these was mentioned by less than 1.0% of respondents.

Table 8: If you knew about the Granite Festival but did not attend any of the events, what were the main reasons for this? ('Other' responses)

Reason(s)	Respondents	
	Count	%
Too busy	49	14.8
Was away	27	8.2
Incapable	24	7.3
Too little information	22	6.6
Not worth the effort	3	0.9
Lack of public transport	2	0.6
No specific reason	2	0.6
Waste of money	2	0.6
Forgot	1	0.3
N/a	1	0.3

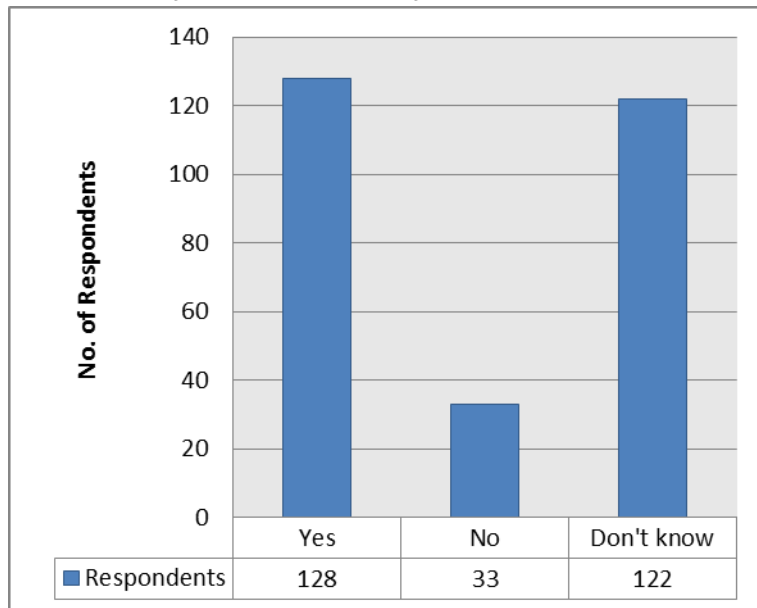
Base = 127 respondents

Respondents who earlier stated that they were unaware of the Granite Festival were asked if they would have attended any events if they had known about them. Their responses are provided below in Figure 22 (see page 42), which shows that 128 respondents (45.2%) stated that they would and only 33 respondents (11.7%) stated that they would not. However, 122 respondents (43.1%) stated that they did not know whether or not they would have attended. A larger proportion of female panellists (51.1%) than male panellists (36.9%) stated that they would have attended events, whilst a larger proportion of males than females stated that they either would not (15.3% of males vs. 12.0% of females) or that they did not know (47.7% of males vs. 37.0% of females).

Despite clear variation between the responses from different age-groups, there was no clear correlation. The proportion of respondents stating that they would have attended was highest among those aged 35-54 (49.3%), followed by those aged 55-64 (44.8%), those aged 16-34 (41.2%) and those aged 65+ (36.0%). The proportion stating that they would not have attended any events was largest among those aged 65+ (20.2%), followed by those aged 35-54 (12.0%), those aged 16-34 (11.8%) and those aged 55-64 (10.3%). The proportion of respondents selecting 'don't know' was largest in the 16-34 age-group (47.1%), followed by the 55-64 age-group (44.8%), the 65+ age-group (43.8%) and the 35-54 age-group (38.7%).

There was virtually no differences between the responses provided by panellists in Central and South, with less than $\pm 1.0\%$ variance between the response rates for each of the options provided. However, the proportion of respondents who stated that they would have attended was smaller in North (42.1%) than in South and Central (45.0% and 45.7%, respectively), whilst the proportion of respondents in North who said that they would not have attended (17.5%) was larger than in Central or South (11.4% and 11.6%, respectively). However, the proportion of respondents in South (43.4%) and Central (42.9%) who stated that they did not know was slightly larger than in North (40.5%).

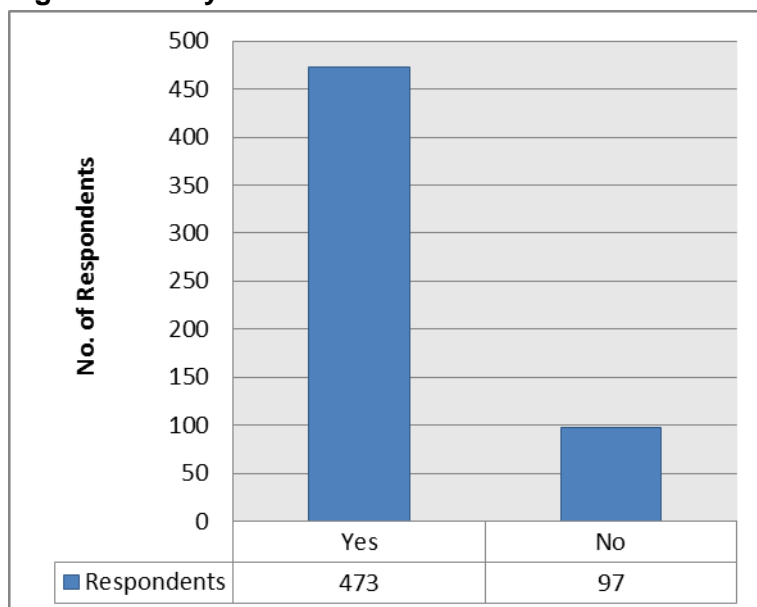
Figure 22: If you were unaware of the Granite Festival, do you think you would have attended any of the events if you had known about them?



Base = 283 respondents

All panellists were then asked whether they thought the Granite Festival should become a regular event. Their responses are provided below in Figure 23. The results show that a very clear majority of respondents (473; 83.0%) believe that the Festival should become a regular event. Support for the Festival becoming a regular event was higher among female panellists (87.0%) than male panellists (78.2%), and was highest in the 35-54 age-group (84.5%), followed by the 65+ age-group (83.4%), the 55-64 age-group (81.2%) and the 16-34 age-group (80.4%). In terms of neighbourhoods, support for the Festival becoming a regular event was highest among panellists in Central (85.5%), followed by South (82.4%) and North (81.5%).

Figure 23: Do you think that the Granite Festival should become a regular event?



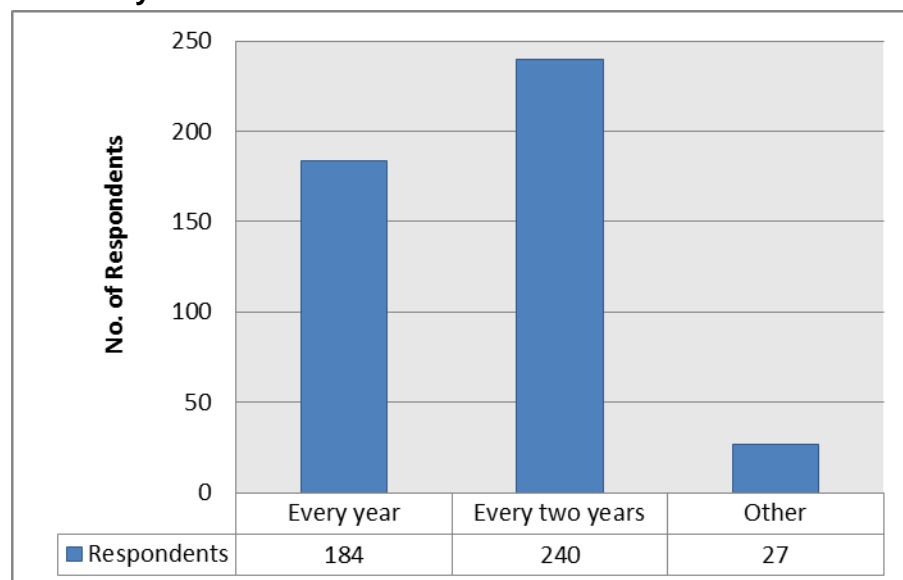
Base = 570 respondents

Panellists who agreed that the Festival should become a regular event were then asked how often they thought it should be held. Their responses are provided below in Figure 24. The chart shows that the greatest level of support emerged for holding it every two years (240 respondents; 53.2%). 184 respondents (40.8%) believed that it should take place every year, whilst 27 respondents provided an 'other' suggestion. These are provided below in Table 9 (see page 44).

Support for the event taking place every year was higher among female panellists (43.9%) than males (36.5%), whilst the opposite was true in relation to the Festival taking place every two years (55.7% of males vs. 50.6% of females). In terms of age-group, there were once again no correlations between age and the responses provided. There was, however, wide variation between groups in terms of their responses. Support for an annual event was highest in the 16-34 age-group (55.6%), followed by the 55-64 age-group (43.9%), the 65+ age-group (42.1%) and the 35-54 age-group (34.7%). Support for a biennial event was highest among those aged 35-54 (60.2%), followed by those aged 55-64 (52.6%), those aged 65+ (46.3%) and those aged 16-34 (38.9%).

There was also variation between the different areas of the city and the responses they provided. Support for an event every year was highest in Central (47.8%), followed by North (42.1%) and South (34.4%). Conversely, support for an event every two years was highest in South (56.1%), followed by North (54.1%) and Central (47.0%).

Figure 24: If you think that the Granite Festival should become a regular event, how often do you think it should be held?



Base = 451 respondents

In terms of the 'other' responses provided, the most popular was every five years (14 respondents; 3.1%). Each of the other responses was provided by a maximum of two respondents.

Table 9: If you think that the Granite Festival should become a regular event, how often do you think it should be held? ('Other' responses)

Response	Respondents	
	Count	%
Every five years	14	3.1
Every six months	2	0.4
Depends on cost	2	0.4
Every eighteen months	1	0.2
Every four years	1	0.2
Every ten years	1	0.2
3-4 years	1	0.2
N/a	6	1.3

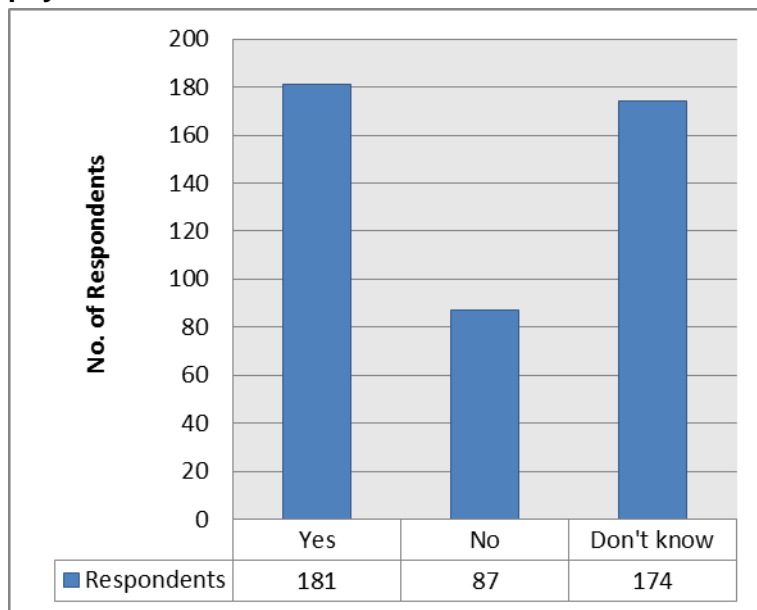
Base = 27 respondents

All panellists were then asked whether they would be willing to pay a fee to attend some events at a future Granite Festival. Their responses are provided below in Figure 25 (see page 45), which shows that similar proportions of respondents answered 'yes' (181 respondents; 41.0%) or 'don't know' (174 respondents; 39.4%), whilst 87 respondents (19.7%) stated that they definitely would not be prepared to pay. A greater proportion of female panellists (41.0%) than male panellists (31.3%) stated that they would be willing to pay, whilst a greater proportion of males than females stated either that they would not be prepared to pay (27.5% of males vs. 22.2% of females) or that they did not know (41.2% of males vs. 36.9% of females).

Evidence of a weak correlation between age-group and willingness to pay emerged when disaggregating these results. Thus, whilst the proportion of respondents prepared to pay in future was smallest in the 16-34 age-group (29.5%), this proportion rose in each successively older age-group, from 35.1% of those aged 35-54 to 36.2% of those aged 55-64 and 41.7% of those aged 65+. However, this correlation did not hold true in relation to the proportion of respondents selecting either the 'no' or 'don't know' options. In relation to the former, the proportion of respondents stating that they would not pay was highest among those aged 16-34 (34.1%), followed by those aged 55-64 (27.5%), those aged 35-54 (22.4%) and those aged 65+ (21.6%). The proportion of respondents selecting the 'don't know' option was largest in the 35-54 age-group (42.4%), followed by the 65+ age-group (36.7%), the 16-34 age-group (36.4%) and the 55-64 age-group (36.2%).

In terms of neighbourhood, there was very little difference between responses from panellists in Central and South, with less than $\pm 1.5\%$ variance between the two groups in relation to each option provided. However, willingness to pay at a future Granite Festival was lower in North (28.1%) than in South (40.0%) and Central (41.0%), and the proportion of respondents stating that they definitely would not pay was larger in North (26.9%) than in South (23.3%) and Central (23.7%). However, the proportion of respondents who said that they did not know whether they would be willing to pay was larger in North (45.0%) than in South (36.7%) and Central (35.3%).

Figure 25: The events at this year's Granite Festival were free. Would you be willing to pay a fee to attend some events at a future festival?



Base = 442 respondents

The respondents who earlier stated that the Granite Festival should not become a regular event were then asked to elaborate on why they felt this way. Their responses have been categorised and tabulated below in Table 10 (see page 46). The results show that the most regularly cited reason for not wanting the Festival to become a regular event was the cost or the fact that there are more pressing spending priorities for the Council (40 respondents; 54.8%), followed by a perceived lack of interest across the city (15 respondents; 20.5%), the perception that granite was not a subject which merited a festival (6 respondents; 8.2%) and that a festival could not be justified whilst so many iconic or historic granite buildings in the city were being demolished or neglected (5 respondents; 6.8%). Each of the remaining responses was provided by fewer than 5 respondents.

Table 10: If you do not think the Granite Festival should become a regular event, what are your reasons for this?

Response	Respondents	
	Count	%
Cost / more important spending priorities	40	54.8
Not enough interest	15	20.5
Subject doesn't justify a festival	6	8.2
Bad idea - so many granite buildings demolished or neglected	5	6.8
Incorporate into other festivals / events e.g. Doors Open Day	3	4.1
Too many such festivals	2	2.7
Don't know enough about it	2	2.7
Lack of family appeal	1	1.4
Incorporate into local tours all year round	1	1.4
N/a	3	4.1

Base = 73 respondents

The final question in this section asked panellists for any other comments or suggestions they had on the Granite Festival. Their feedback has been categorised below in Table 11 (see page 47). The most prominent issue was that more promotion (or more effective promotion) was needed for the Festival in future (52 respondents; 33.3%). This was followed by comments expressing a general sense of approval in relation to the Festival (37 respondents; 23.7%) and a suggestion that the Festival should be merged with other events and/or themes (12 respondents; 7.7%). This theme also emerged in relation to the previous question, with some respondents suggesting that Doors Open Day and the Granite Festival seemed to be natural bedfellows. 10 respondents (6.4%) stated that Aberdeen City Council needed to do more to look after granite buildings in the city, whilst an identical number of respondents (10; 6.4%) suggested that the Festival should be scrapped, or that the cost associated with it should be reconsidered. The remaining suggestions were each proposed by fewer than 10 respondents and although they are not discussed here, they are provided in Table 11 (see page 47).

Table 11: Do you have any other comments or suggestions about the Granite Festival?

Response	Respondents	
	Count	%
More / better promotion (e.g. web, newsletter)	52	33.3
General approval	37	23.7
Merge with other events / themes	12	7.7
Granite buildings should be kept better	10	6.4
Scrap it / reconsider cost	10	6.4
Charge for entry to events	6	3.8
Wider range of activities	5	3.2
More appropriate event times	5	3.2
Involve schools more	4	2.6
Have a permanent installation (e.g. museum spaces)	4	2.6
General disapproval	3	1.9
Support other events instead	2	1.3
Granite is overplayed	2	1.3
Include a specific building / area	2	1.3
Produce gifts e.g. granite paperweights	2	1.3
Granite is being sacrificed for lucrative modern developments	2	1.3
Attract sponsorship to help fund it	2	1.3
Better accessibility for elderly / disabled	1	0.6
N/a	18	11.5

Base = 156 respondents

SERVICE RESPONSE

I am delighted by the overall positive response to our questions and the support for the Granite Festival as a regular city event. These results confirm some issues we felt had come across from the festival – namely the issues around advertising and awareness, and the timing of events.

Aberdeen Art Gallery & Museums has modest marketing budgets and relies heavily on the media to publicise its projects and events. This was the case for this year's Festival. We were highly dependent on the press with funds available only to print and distribute the Granite Festival leaflet, so it is interesting to see that our core audiences heard about the festival this way. The use of social networking to publicise the service – particularly to a younger age group - is still in development and this level of activity is reflected in the results.

However, the discrepancy between awareness of the Festival and attendance is huge. We were concerned that the 2011 festival was severely limited to daytime events (again due to lack of budget) and this is confirmed here but these results show that the subject was also not considered interesting enough to attend. This challenges us to make sure our programme for 2012 is interesting and relevant and to make sure we are communicating our message more effectively.

We believe our granite industries are worth celebrating and that the festival provides a focus for city pride, as well as highlighting ongoing issues for the conservation of our built heritage and preserving traditional skills. We will be taking all these results on board as we plan the 2012 Granite Festival, for which we are seeking external funding.

Jenny Brown, Curator (Industry)
Aberdeen City Council

INVOLVEMENT / ENGAGEMENT OF THE COMMUNITY

Aberdeen City Council and its partners are committed to effective information giving, consultation and engagement with the people who receive services. In 2009, the Council and its partners conducted a city-wide survey which included the views of residents on these issues. The Council and its partners now wish to follow this up by asking these questions again to get an indicator of whether the actions they have taken have had an effect on people's views. Responses to these questions will shape the way the Council and its partners plan consultation and involvement of local people in the decisions which affect them.

The first question in this section asked panellists how well informed they felt about a number of aspects of involvement/engagement in the community. Their responses are provided below in Figure 26 (see page 53).

In terms of an overall positive response (i.e. compounding the values for respondents who selected either the 'fairly well informed' or 'very well informed' option), 'how to complain to or compliment the Council about its services' was the issue which received the highest overall positive response, with 61.5% of respondents stating that they felt either fairly well informed or very well informed. Indeed, this was the only issue on which a majority of respondents felt well informed to at least some extent. By comparison, the next most positive response overall was in relation to what the Council spends its money on (46.6%). 43.1% of respondents provided an overall positive response to the issue of 'the standard of service you should expect from the Council', whilst 35.3% said that they felt either fairly well informed or very well informed about the Council and the services it provides. The equivalent figure for 'how to get involved in local decision-making' was 31.3%, followed by 28.4% providing a positive response in relation to how well the Council is performing, and 25.5% giving an overall positive response in terms of how well informed they are about whether the Council is delivering on its promises.

In terms of overall negative responses, the greatest negative response came in relation to whether or not the Council is delivering on its promises, with 67.9% of respondents stating that they felt either poorly informed or very poorly informed about this. This was followed by 'how well the Council is performing', which attracted a negative response from 65.6% of respondents, and how to get involved in local decision-making, which attracted a negative response from 63.2% of respondents. 61.5% of respondents provided a negative response in relation to being well informed about the Council and the services it provides overall. 52.5% of respondents gave a negative response in relation to 'the standard of service you should expect from the Council', whilst 51.7% did likewise in relation to 'what the Council spends its money on'. The only issue which attracted a negative response from a majority of respondents was 'how to complain to or compliment the Council about services', with 35.7% of respondents providing a negative opinion in relation to how well informed they were.

It is also possible to break these results down further by age, location and gender. Dealing firstly with gender, there were no particularly large differences between male and female respondents in terms of overall positive and negative responses. The biggest differences were as follows. In relation to 'how to complain to or compliment the council about services',

although 64.0% of females provided an overall positive response (i.e. provided either a 'fairly well informed' or 'very well informed' response), the equivalent proportion among males was slightly lower at 58.6%. Conversely, the proportion of females providing an overall negative response was 33.0%, compared to 38.7% of male respondents.

A similar pattern could be seen in relation to how well the Council is performing: for this, the proportion of female respondents providing an overall positive response was 30.1%, compared to 26.4% of males. Accordingly, whilst 68.2% of male respondents provided an overall negative response, only 63.7% of female respondents did likewise.

The same pattern also held for 'the standard of service you expect from the Council'. Whilst 41.4% of males provided an overall positive response, the proportion of female respondents who did so was 44.8%. However, whilst 49.9% of females provided a negative overall response, the equivalent proportion among males was 55.5%.

The final noteworthy difference saw this pattern reversed. Thus, in relation to what the Council spends its money on, a greater proportion of male respondents provided an overall positive response (51.2%) than was the case for females (42.8%). Unsurprisingly, whilst 47.1% of male respondents provided an overall negative response, the equivalent proportion among females was higher at 53.7%.

Looking at age-related trends to overall levels of positive and negative responses to this question, no direct correlations existed. There was, however, a notable degree of variation in overall negative and positive responses for each issue. Firstly, the proportion of respondents offering an overall positive reaction to the issue of getting involved in local decision-making was largest among those aged 55-64 (35.3%) and smallest among those aged 16-34 (28.0%), whilst the overall negative response was in greatest evidence within the 16-34 age-group (70.0%) and least evident in the 55-64 age-group (59.3%). In relation to both negative and positive responses, the answers given by the 16-34 and 65+ age-groups fell midway between these results.

In relation to how to complain to the Council about services, the proportion of respondents providing an overall positive response was largest among those aged 16-34 (66.0%) and smallest among those aged 65+ (55.8%). However, although the largest overall negative response also came from those aged 65+ (39.3%), the smallest negative response came not from the 16-34 age-group but from the 55-64 age-group (31.9%). Again, the responses from the age-groups not discussed here fell midway between these results.

In terms of what the Council spends its money on, the proportion of residents providing an overall positive answer was largest in the 55-64 age-group (50.6%) and smallest in the 65+ age-group (42.7%). This was reversed in relation to the proportion of respondents providing a negative response, which was largest in the 65+ age-group (53.7%) and smallest in the 55-64 age-group (45.2%). Again, the responses from the other age-groups fell midway between these results.

The largest proportion of respondents providing an overall positive response to the issue of 'the standard of service you should expect from the Council' was found in the 55-64 age-group (48.5%) and the smallest found in the 35-54 age-group (38.6%). Again, this trend was

reversed in relation to the proportion providing an overall negative response: this was largest in the 35-54 group (58.6%) and smallest in the 55-64 group (46.1%). It is also worth mentioning that in three of the four age-groups, the greatest proportion of respondents stated that they felt fairly well informed (44.0% of those aged 16-34, 46.1% of those aged 55-64 and 38.5% of those aged 65+). However, this was not true of the 35-54 age-group: the greatest proportion of respondents in this group (40.6%) stated that they felt fairly uninformed.

Turning to consider the issue of whether the Council is delivering on its promises, the disaggregated results show that the proportion of respondents providing an overall positive response was largest among those aged 55-64 (29.9%), whilst it was smallest among those aged 65+ (20.5%). The proportion of respondents providing an overall negative response was smallest in the 55-64 age-group (64.6%), but the proportion was largest not in the 65+ age-group, but rather in the 16-34 age-group (72.0%). Again, in relation to both negative and positive responses, the answers from the other age-groups fell midway between these results.

In relation to how well the Council is performing, the proportion of respondents providing an overall positive response was largest in the 55-64 age-group (32.1%) and smallest in the 35-54 age-group (25.9%), whilst the opposite was true in relation to overall negative responses (61.8% of those aged 55-64 and 68.9% of those aged 35-54). Again, the responses from the other age-groups fell midway between these results.

Finally, looking at age-related results for how well-informed respondents feel about the Council and the services it provides, the largest proportion of respondents providing a positive overall response was found in the 16-34 age-group (40.0%), whilst the smallest was found in the 35-54 age-group (33.1%). Although the 35-54 age-group also contained the largest proportion of respondents (64.9%) who provided an overall negative response, the smallest proportion was found in the 55-64 age-group (57.2%). It is also worth pointing out that whilst the largest proportion of respondents in the 35-54 and 65+ age-groups stated that they were fairly uninformed (41.8% and 34.8%, respectively), the largest proportion of respondents in the 55-64 age-group (38.6%) and the joint largest proportion of respondents in the 16-34 age-group (40.0%) stated that they felt fairly well informed.

When breaking these results down by neighbourhood, a very clear pattern emerged. With just two small exceptions, the results showed that for each issue, the proportion of respondents offering an overall positive response was smallest in North, whilst the proportion of respondents offering an overall negative response was largest in North.

Firstly, in relation to 'how to get involved in local decision-making', the proportion of respondents in North offering a positive response was 25.1%, whilst the greatest proportion was found in South (36.3%). The proportion of respondents offering a negative response was 69.1% in North, and lowest (59.6%) in South. For 'how to complain to or compliment the Council about services' the proportion of positive responses in North was 54.4%, whilst it was again largest in South (66.7%). The lowest proportion of respondents providing a negative response was once more found in South (30.9%), whilst the largest was again in North (41.5%).

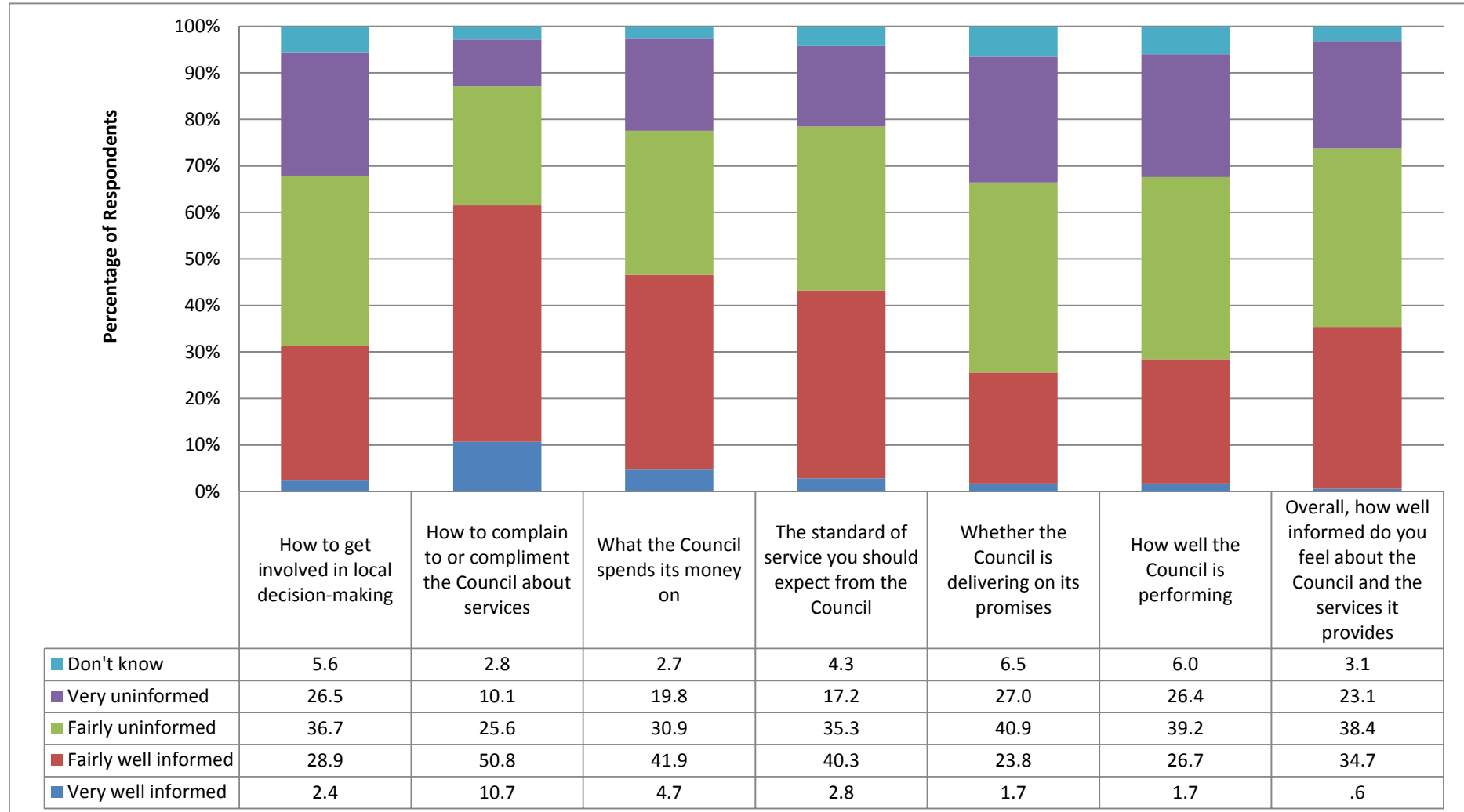
For 'what the Council spends its money on', the proportion of respondents offering a positive answer in North was 39.4%, whilst the largest proportion was this time found in Central (52.8%). The proportion of respondents offering a negative answer was a reversal of this pattern: again, it was largest in North (55.4%) and smallest in Central (44.6%). In relation to 'the standard of service you should expect from the Council', 37.7% of respondents in North provided a positive answer, whilst the proportion in Central was the highest of the three neighbourhood areas (48.4%). For negative overall answers, the proportion was largest in North (57.6%) and smallest in Central (46.9%).

When asked how well informed they felt about whether the Council was delivering on its promises, the proportion of respondents providing a positive response was again smallest in North (22.6%), whilst the highest was in Central (27.1%). However, unlike the other issues, the greatest proportion of negative responses was this time found in South (68.3%), although in proportionate terms, there was actually very little difference from the proportion found in North (67.4%).

There was virtually no difference between neighbourhood areas in relation to how well the Council is performing, although again there was an exception to the general pattern established thus far: once again, the greatest proportion of negative responses was found in South (66.5%), although again, there was little real difference from the proportion found in North (66.0%).

The general pattern emerged once again in relation to how well informed respondents felt about the Council and the services it provides overall. The smallest proportion of positive responses was found in North (28.8%), whilst the largest was found in Central (38.5%). This was reversed in relation to negative responses, the greatest proportion of which was found in North (68.1%) and the smallest proportion in Central (57.9%).

Figure 26: How well informed do you feel about each of the following?



Base = multiple

Panellists were then asked to identify the main ways that they receive information about what the Council does. Their responses are provided below in Table 12 (see page 56). The results show that the most popular means of receiving information are newspapers (527 respondents; 79.7%), leaflets or information sent to respondents' homes (208 respondents; 31.5%), the Council website (187 respondents; 28.3%), word of mouth (186 respondents; 28.1%), the radio (181 respondents; 27.4%), posters and/or leaflets in public buildings (167 respondents; 25.3%), Council newsletters (92 respondents; 13.9%), internet news sites (90 respondents; 13.6%), voluntary or community groups (59 respondents; 8.9%), Council meetings or Community Council meetings (54 respondents; 8.2%), through a local councillor (also 54 respondents; 8.2%) and public meetings (39 respondents; 5.9%). Each of the remaining options was identified by less than 5.0% of respondents. 54 respondents (8.2%) stated that they do not get any information about the Council.

There were only very minor differences between male and female panellists' responses to this question. The most prominent differences were seen in relation to the Council website (identified by 29.5% of females but only 27.0% of males), visiting a Council office (selected by 6.9% of male respondents but only 2.8% of female respondents), posters and/or leaflets in public buildings (selected by 27.0% of female respondents but only 23.4% of male respondents), public meetings (selected by 8.0% of female respondents but only 3.3% of male respondents) and voluntary or community groups (selected by 9.9% of female respondents but only 7.6% of female respondents). With the exception of visiting a Council office, the iKiosk and internet news sites, each option attracted a greater share of female respondents than male respondents.

A number of age correlations could be seen in these results. Firstly, the proportion of respondents identifying the Council website was largest among those aged 16-34 (47.1%), dropping to 42.9% of those aged 35-54, 23.7% of those aged 55-64 and 6.8% of those aged 65+. A similar trend could be seen in relation to internet news sites, whose popularity was highest among those aged 16-34 (25.5%), falling to 20.2% of those aged 35-54, 12.4% of those aged 55-64 and 2.3% of those aged 65+.

Correlations in the opposite direction were also found. The proportion of respondents identifying public meetings was greatest among those aged 65+ (7.4%), dropping to 6.8% of those aged 55-64, 4.8% of those aged 35-54 and 2.0% of those aged 16-34. Similarly, the proportion identifying posters and/or leaflets in public buildings was smallest among those aged 16-34 (9.8%), followed by 24.2% of those aged 35-54, 25.4% of those aged 55-64 and 31.3% of those aged 65+. Visiting a Council office followed a similar pattern, with the proportion identifying this option smallest among those aged 16-34 (0.0%), rising to 2.8% of those aged 35-54, 4.5% of those aged 55-64 and 9.1% of those aged 65+. Finally, this was also true of Council meetings and/or Community Council meetings, which was selected by 2.0% of those aged 16-34, rising to 7.5% of those aged 35-54, 7.9% of those aged 55-64 and 10.8% of those aged 65+.

There was also a small number of noteworthy individual differences between age-groups. Newspapers were noticeably more popular among the two oldest age-groups (83.6% of those aged 55-64 and 86.9% of those aged 65+) than with the two youngest age-groups (74.5% of those aged 16-34 and 73.4% of those aged 35-54). Leaflets and/or information sent to respondents' homes was also much less popular among those aged 16-34 (19.6%)

than their older counterparts (33.7% of those aged 35-54, 31.1% of those aged 55-64 and 31.3% of those aged 65+). Perhaps surprisingly though, no respondents aged 16-34 identified e-mails as a source of information.

In relation to Council newsletters, the proportion of 16-34 year olds citing this as a source of information (9.8%) was only around half the equivalent proportion among those aged 65+ (18.2%). Word of mouth was more popular among those aged 35-54 (31.0%) than other age-groups, in which around 25-26% of respondents identified this option. Using a local councillor as a conduit for information was more popular among the two oldest age-groups (10.7% of those aged 55-64 and 10.2% of those aged 65+) than the two youngest age-groups (2.0% of those aged 16-34 and 5.6% of those aged 35-54), whilst the radio was noticeably more popular among those aged 35-54 (37.7%) than among respondents in other age-groups, in each of which around 20-22% identified this option. Voluntary and/or community groups were noticeably less popular as a source of information among those aged 16-34 (2.0%) than other age-groups (7.1% of those aged 35-54, 13.6% of those aged 55-64 and 8.5% of those aged 65+).

Finally, it is worth noting that a greater proportion of those aged 65+ stated that they do not get any information about what the Council does than was the case in other age-groups (3.9% of those aged 16-34, 7.5% of those aged 35-54 and 5.6% of those aged 55-64).

A small number of noteworthy area-related results also emerged. Firstly, the proportion of respondents in South (34.6%) who stated that they got information from a leaflet or information sent to their home was greater than in North (28.6%) or Central (29.6%). The same was true of the Council website (identified by 32.3% of respondents in South, compared to 5.1% in North and 26.6% in Central). This was also true of posters and/or leaflets in public buildings, which was identified by 29.9% in South but only 22.7% in North and 22.1% in Central.

Council newsletters were noticeably more popular in North (17.7%) than in South (11.4%) or even Central (13.1%), although word of mouth was less popular in North (23.2% of respondents there) than in Central (30.7%) or South (29.9%). Local councillors as a source of information were also less popular in North (3.9%) than in Central (9.5%) and South (9.8%). Whilst the radio was less popular in Central (23.1%) than in North (28.1%) and South (29.9%), internet news sites were more popular in Central (18.6%) than in either North (10.3%) or South (12.6%). Finally, it is also worth noting that a smaller proportion of respondents in Central (5.5%) than in North (10.8%) or South (8.3%) stated that they do not get any information about the Council.

Table 12: What are the main ways that you receive information about what the Council does?

Method	Respondents	
	Count	%
Newspapers	527	79.7
Leaflet or information sent to home	208	31.5
Council website	187	28.3
Word of mouth	186	28.1
Radio	181	27.4
Poster/leaflet in public buildings	167	25.3
Council newsletter	92	13.9
Internet news sites	90	13.6
Voluntary or community groups	59	8.9
Council meetings / community council meetings	54	8.2
Through local councillor	54	8.2
Public meetings	39	5.9
Visiting a council office	31	4.7
Emails	17	2.6
iKiosk	6	0.9
Information in an alternative format (Braille etc.)	2	0.3
Don't get any information about the council	54	8.2

Base = 661 respondents

Panellists were then asked how they would like to receive this information in future. Their responses are provided below in Table 13 (see page 58). The results show that the most popular options were a leaflet or information sent to respondents' homes (345 respondents; 52.2%), newspapers (315 respondents; 47.7%), Council newsletters (284 respondents; 43.0%), the Council website (187 respondents; 28.3%), posters and/or leaflets in public buildings (162 respondents; 24.5%), radio (125 respondents; 18.9%), e-mail (120 respondents; 18.2%), through a local councillor (107 respondents; 16.2%), internet news sites (81 respondents; 12.3%), public meetings (80 respondents; 12.1%), Council or Community Council meetings (58 respondents; 8.8%), word of mouth (45 respondents; 6.8%), voluntary and/or community groups (also 45 respondents; 6.8%) and visiting Council offices (38 respondents; 5.7%). Each of the remaining options was identified by less than 5.0% of respondents.

There were no stable gender patterns to these results, although a number of interesting individual variations were identified. A greater proportion of females (48.6%) than males (36.5%) would like to receive this information by Council newsletter in future, whilst the same was also true of Council or Community Council meetings (10.5% vs. 6.6% of males), posters and/or leaflets in public buildings (27.8% vs. 20.4% of males), word of mouth (8.5% vs. 4.6% of males) and voluntary and/or community groups (also 8.5% vs. 4.6% of males). Conversely, a greater proportion of males than females said that they would like to receive

this information by e-mail (20.7% vs. 15.9% of females) or visiting a Council office (7.9% vs. 4.0% of females). Beyond these differences, there were no notable gender-related results.

However, a number of age correlations were found when subjecting these results to deeper analysis. Firstly, there was a correlation between age-group and preference for information through newspapers. The proportion of respondents selecting this option was smallest among those aged 16-34 (33.3%), before rising to 40.9% among those aged 35-54, 50.8% of those aged 55-64 and 58.0% of those aged 65+. A similar pattern was found in relation to local Councillors as a source of information, which was least popular among the youngest age-group (3.9%), rising steadily through each successively older age increment (13.1% of those aged 35-54, 18.6% of those aged 55-64 and 21.0% of those aged 65+).

This pattern also held true in relation to the 'visiting a Council office' option, which attracted the smallest proportion of respondents in the 16-34 age-group (0.0%), before increasing to 5.6% of those aged 35-54, 6.2% of those aged 55-64 and 7.4% of those aged 65+. This was also the case for posters and/or leaflets in public buildings, which was selected by 11.8% of those aged 16-34, 23.4% of those aged 35-54, 24.3% of those aged 55-64 and 29.5% of those aged 65+. However, the opposite trend was in evidence in relation to e-mail, which was most popular among the youngest age-group (33.3%), followed by those aged 35-54 (25.8%), those aged 55-64 (14.7%) and those aged 65+ (6.3%). This was also the case for internet news sites, selected by 25.5% of those aged 16-34, 15.5% of those aged 35-54, 11.3% of those aged 55-64 and 5.1% of those aged 65+.

A number of interesting individual results also stood out. For example, the proportion of respondents aged 65+ (54.0%) selecting the 'Council newsletter' option was almost double the proportion of 16-34 year olds doing likewise (29.4%). Similarly, the proportion of respondents in the 35-54 age-group (40.9%) who selected the Council website option was more than triple the proportion of those aged 65+ who did so (12.5%). Virtually no respondents selected the 'Council and/or Community Council meetings' option (2.0%, compared to 8.7% of those aged 35-54, 9.1% of those aged 65+ and 10.2% of those aged 55-64). Similarly, a noticeably smaller proportion of respondents in the youngest age-group (5.9%) identified the radio as a source of information than in the other age-groups (11.5% of those aged 35-54, 12.5% of those aged 65+ and 14.1% of those aged 55-64). Finally, it is also worth noting that the proportion of respondents aged 16-34 who identified voluntary and/or community groups as an information source (2.0%) was smaller than in other age-groups (6.3% of those aged 35-54, 9.0% of those aged 55-64 and 6.3% of those aged 65+).

There were very few notable differences between neighbourhoods. The greatest gaps in support could be seen in relation to Council newsletters (identified by 39.4% of respondents in South but by 44.2% in Central and 46.3% in North), the Council website (identified by 24.1% of respondents in North but by 29.5% in South and 30.7% in Central), local Councillors (identified by 10.8% of respondents in North but by 17.6% in Central and 18.9% in South) and internet news sites (identified by 18.1% of respondents in Central but by only 9.9% in North and 9.8% in South).

Table 13: How would you like to receive this information in the future?

Method	Respondents	
	Count	%
Leaflet or information sent to home	345	52.2
Newspaper	315	47.7
Council newsletter	284	43.0
Council website	187	28.3
Posters/leaflets in public building	162	24.5
Radio	125	18.9
Email	120	18.2
Through local councillor	107	16.2
Internet news sites	81	12.3
Public meetings	80	12.1
Council meetings / community council meetings	58	8.8
Word of mouth	45	6.8
Voluntary or community groups	45	6.8
Visiting a council office	38	5.7
iKiosk	8	1.2
Information in an alternative format (Braille etc.)	1	0.2
Don't get any information about the council	15	2.3

Base = 661 respondents

Panellists were then asked to think about the issues that concern them in Aberdeen, and to state the extent to which they felt they could influence such issues in their area. Their responses are provided below in Figure 27 (see page 59). The results show that almost every respondent stated that they believed they have no influence (307; 48.6%) or a little influence (269; 42.6%). In contrast, 19 respondents (3.0%) stated that they felt they can influence them a lot, and 37 (5.9%) stated that they do not know.

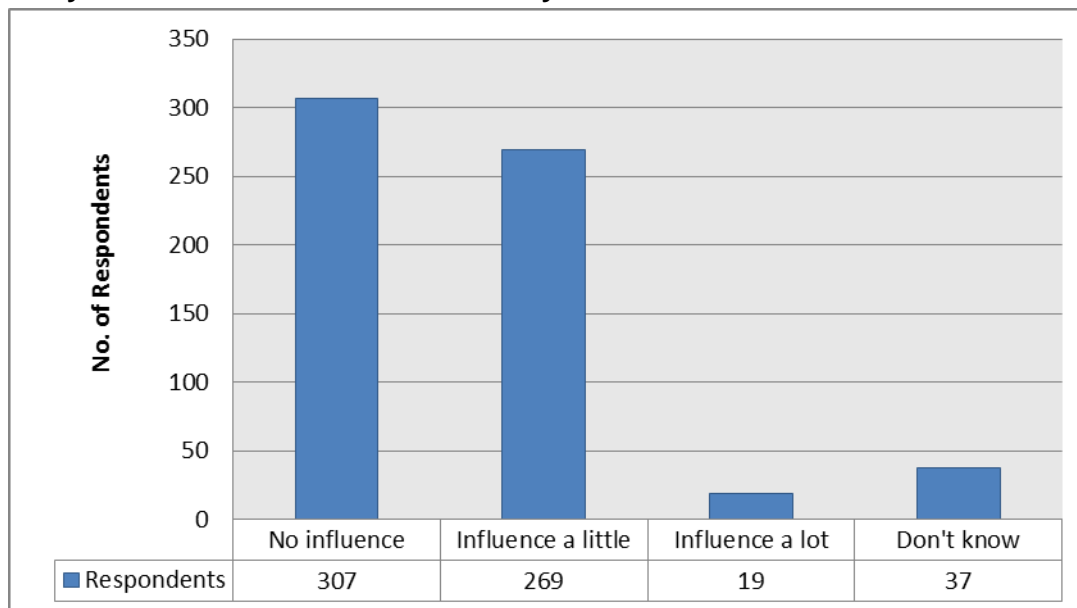
There was very little difference between male and female panellists' responses, although a marginally larger proportion of male respondents stated that they believed they could influence such issues a lot (3.8%, compared to 2.1% of female respondents), whilst a very slightly larger proportion of females than males stated that they could influence them a little (43.8%, compared to 41.5% of male respondents).

There were no age-related correlations to the responses given to this question, although there was some notable variation between different age-groups' responses. In general, the very oldest age-group and very youngest age-group offered very similar answers: whilst 36.0% of those aged 16-34 and 36.5% of those aged 65+ stated that they could have a little influence, the proportion among those aged 35-54 was 47.6% and among the 55-64 age-group the equivalent figure was 43.6%. Similarly, 54.0% of those aged 16-34 and 54.1% of those aged 65+ stated that they believed they could have no influence, whilst the proportion among those aged 35-54 and 55-64 were 43.1% and 49.4% respectively. The proportion of

respondents selecting the 'influence a lot' and 'don't know' options showed less variation across age-groups.

There were also some differences across different neighbourhoods. These were most evident in relation to the 'influence a little' and 'no influence' options. In relation to the former, whilst 46.1% of respondents in South stated that they believe they have a little influence, only 39.6% of respondents in North did likewise. Conversely, whilst 51.6% of respondents in North stated that they have no influence, the proportion in South was 45.7%. The responses from panellists in South tended to fall midway between those from North and South.

Figure 27: Thinking of the issues that concern you in Aberdeen, how much do you feel you can influence these issues in your local area?



Base = 632 respondents

Panellists were then asked how much involvement they would like to have in the decisions that the Council makes about their area. Their responses are provided below in Figure 28 (see page 60), which shows that a very clear majority (432 respondents; 69.9%) would like to have more involvement. 124 respondents (20.1%) stated that they would like to have as much involvement as they currently do already, whilst 55 respondents (8.9%) did not know. Only 7 respondents (1.1%) stated that they would like less involvement.

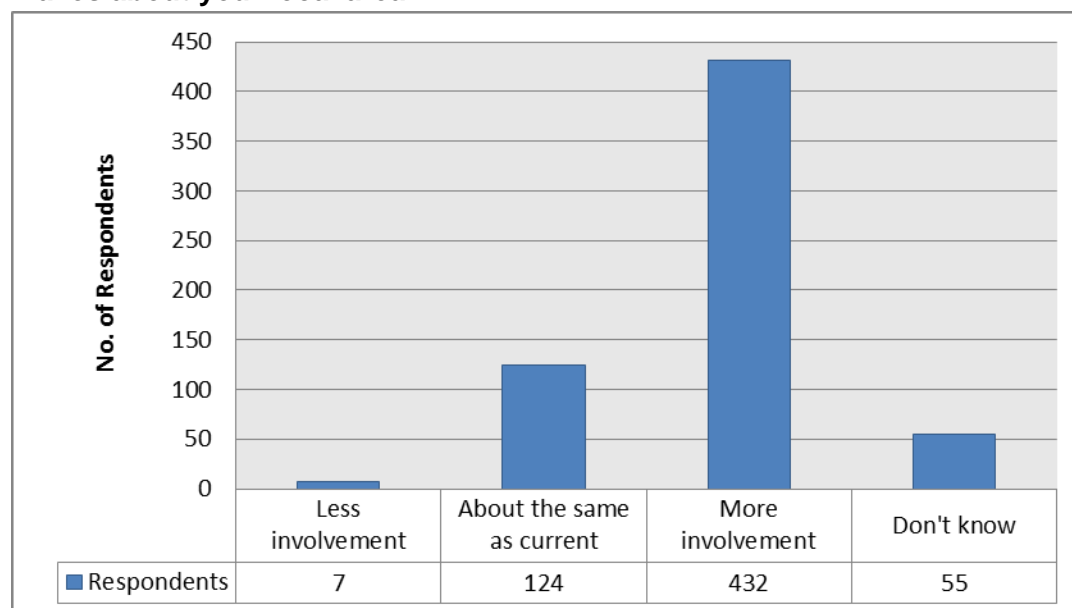
A greater proportion of female respondents (72.4%) than male respondents (66.9%) stated that they would like to have more involvement, whilst a greater proportion of male respondents than female respondents stated that they would like to maintain current levels of involvement (21.0% vs. 19.2% of females), that they would like less involvement (1.8% vs. 0.6% of females) or that they did not know (10.3% vs. 7.8% of females).

There were clear differences between age-groups. Whilst 75.0% of those aged 16-34, 75.9% of those aged 35-54 and 70.6% of those aged 55-64 stated that they would like to have more influence, only 58.2% of those aged 65+ also gave this answer. Conversely, a greater proportion of those aged 65+ (24.1%) stated that they would like to continue with current levels of involvement than any other age-group (20.9% of those aged 55-64, 18.4% of those

aged 35-54 and 12.5% of those aged 16-34). It is also worth noting that a greater proportion of those aged 65+ selected the 'don't know' response (15.2%) than any other age-group (8.3% of those aged 16-34, 5.3% of those aged 35-54 and 8.6% of those aged 55-64).

There was very little difference between different neighbourhoods. The only notable difference was seen in relation to the 'about the same as current' option, which was selected by 17.0% of respondents in North but by 20.2% in Central and 22.3% in South.

Figure 28: How much involvement would you like in the decisions that the Council makes about your local area?



Base = 618 respondents

The next question put to panellists was about the type of opportunities they had used in the last 12 months to express their views. The number of times on which panellists had used the various types of opportunity are laid out below in Table 14 (see page 61). The results show that the most popular method for expressing views was written consultations (surveys) (291 respondents; 44.4%). The next most popular response was that panellists had not used any opportunities to express their views (231 respondents; 34.9%). This was followed by public meetings (local) (104 respondents; 15.7%), public website(s) (69 respondents; 10.4%), local media (58 respondents; 8.8%), public meetings (city-wide) (45 respondents; 6.8%) and telephone surveys (32 respondents; 4.8%). The remaining opportunities were all selected by less than 5.0% of respondents.

Looking at male and female panellists' responses, there is virtually no difference between the two, with a maximum of $\pm 3.0\%$ variation between the two in relation to the different types of opportunity specified. However, for most opportunities, there was less than $\pm 2.0\%$ between their responses.

There were no age correlations in the responses to this question, but there were some noteworthy differences between different age-groups. In terms of written consultations (surveys), the proportion of respondents who had taken this type of opportunity was higher among those aged 16-34 (51.0%) and 35-54 (51.6%) than those aged 55-64 (40.7%) and

65+ (33.5%). A particularly small proportion of respondents aged 65+ had used public websites (2.3%) compared to other age-groups (11.8% of those aged 16-34, 15.5% of those aged 35-54 and 11.3% of those aged 55-64). The proportion of respondents aged 16-34 who had been involved in public meetings (local) (3.9%) was lower than for other age-groups (13.1% of those aged 35-54, 22.6% of those aged 55-64 and 15.9% of those aged 65+). No respondents aged 16-34 had been involved in Councillor surgeries, Council committee meetings or drop-in points. In addition, a smaller proportion of respondents aged 16-34 had used the local media to express their views (3.9%) than other age-groups (7.9% of those aged 35-54, 11.9% of those aged 55-64 and 8.5% of those aged 65+). Finally, it is also worth noting that a greater proportion of those aged 16-34 (45.1%) and 65+ (40.3%) had not used any opportunities than those aged 35-54 (30.6%) or 55-64 (33.3%).

There were very few differences between responses from different neighbourhoods. The most notable divergences came in relation to public meetings, both local and city-wide. In relation to local meetings, the proportion of respondents in North who had used this opportunity (10.8%) was around half the proportion in South (20.5%), and was also lower than in Central (14.6%). The same was true of city-wide meetings, which had been used by 4.4% of respondents in North, compared to 7.5% of respondents in South and 8.0% in Central.

Table 14: What types of opportunities to express your views have you used in the last 12 months?

Opportunity	Respondents	
	Count	%
Written consultations (surveys)	291	44.0
Have not used any	231	34.9
Public meetings (local)	104	15.7
Public website(s)	69	10.4
Local media	58	8.8
Public meetings (city-wide)	45	6.8
Telephone surveys	32	4.8
"Drop-in" points (shop, school etc.)	24	3.6
Councillor surgeries	22	3.3
Council committee meetings	15	2.3

Base = 661 respondents

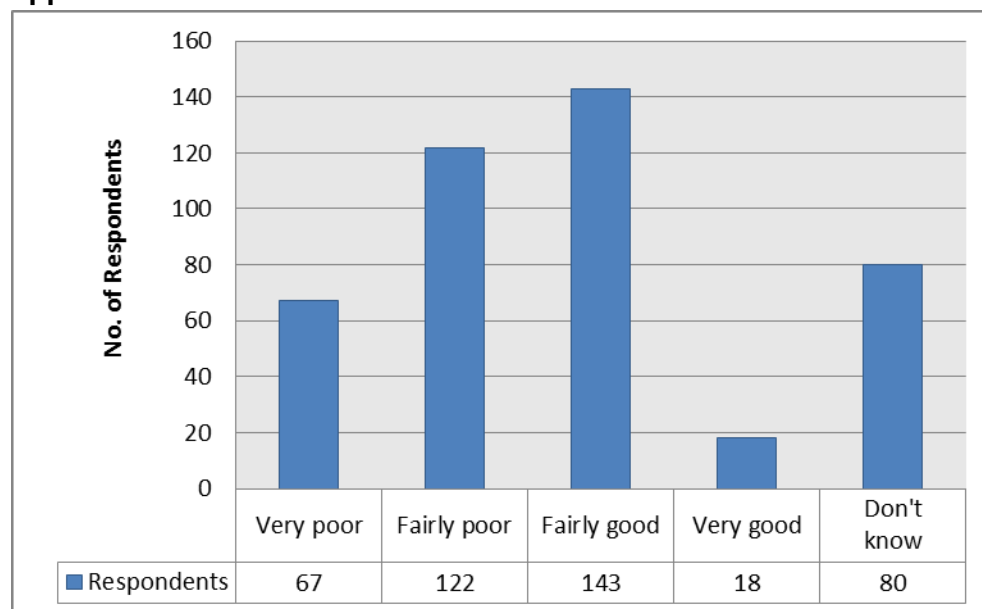
Those respondents who had expressed their views to the Council were then asked for their opinion on the quality of the opportunities available. Their responses are provided below in Figure 29 (see page 62). The results show that the largest proportion of respondents (143; 33.3%) ranked the opportunities as fairly good, although a similar proportion (120 respondents; 27.9%) rated the opportunities as fairly poor. 67 respondents (15.6%) of respondents rated the opportunities as very poor, whilst only 18 (4.2%) rated them as very good. 80 respondents (18.6%) stated that they did not know.

In terms of overall positive responses (i.e. by combining the 'very good' and 'fairly good' responses), more detailed analysis shows that a slightly larger proportion of male respondents (38.8%) than female respondents (36.4%) offered some kind of positive response. However, the same was also true of an overall negative response: 45.8% of males and 42.2% of females answered either 'very poor' or 'fairly poor'. These apparently contrasting results can be explained by the fact that a greater proportion of females (21.3%) than males (15.4%) selected the 'don't know' response.

There were no age correlations in the responses to this question, although there were some interesting variations between age-groups. Again considering aggregated positive and negative responses, the proportion of respondents providing some form of positive response was largest among those aged 16-34 (43.3%), followed by those aged 55-64 (42.9%), those aged 35-54 (36.0%) and those aged 65+ (31.6%). The proportion of respondents offering some form of negative response was largest among those aged 65+ (50.5%), followed by those aged 35-54 (44.6%), those aged 16-34 (40.0%) and those aged 55-64 (38.9%).

There were also variations across neighbourhoods. In general, those in Central and particularly North were more critical than those in South. In terms of positive responses, the proportion answering either 'very good' or 'fairly good' was largest in South (40.5%), followed by Central (39.7%) and North (31.1%). Conversely, the proportion of respondents answering either 'fairly poor' or 'very poor' was largest in North (48.4%) followed by Central (44.3%) and South (40.5%).

Figure 29: If you have expressed your views to the Council, do you think the opportunities available were:



Base = 430 respondents

Panellists were then asked how they would improve the opportunities available for residents to express their views to the Council. Their responses are provided below in Figure 30 (see page 63). The chart shows that the most popular options were for residents' contributions to have more impact on the Council's work (161 respondents; 31.3%) and for residents to be involved more frequently (153 respondents; 29.7%). 94 respondents (18.3%) wanted

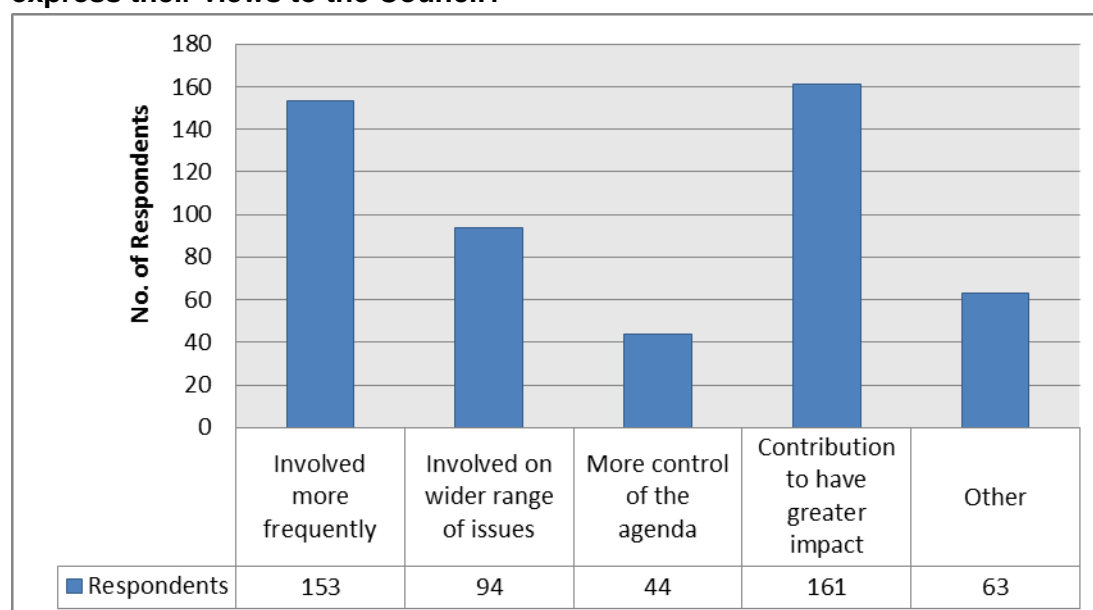
residents to be involved on a wider range of issues, whilst 44 respondents (8.5%) wanted residents to have more control of the agenda. 63 residents (12.2%) provided an 'other' response. These are provided below in Table 15 (see page 64).

There were some gender-related differences in the responses to this question. Being involved more frequently was more popular among female respondents (31.4%) than males (27.6%), whilst the opposite was true in relation to being involved on a wider range of issues (22.8% of males vs. 14.8% of females). More control of the agenda was also more popular among males (10.1%) than females (7.4%), but the opposite was true in relation to residents' contributions having greater impact (26.3% of males vs. 34.6% of females).

There were fewer differences between age-groups. The most notable divergences came in relation to residents' contribution having a greater impact (selected by 35.2% of those aged 35-54, 32.5% of those aged 16-34 and 30.1% of those aged 5-64, but only 23.5% of those aged 65+), being involved on a wider range of issues (selected by 23.5% of respondents aged 65+ but only 18.1% of those aged 35-54, 17.5% of those aged 16-34 and 14.7% of those aged 55-64) and having more control of the agenda (selected by 12.5% of those aged 16-34, 10.3% of those aged 55-64 and 9.2% of those aged 65+, but only 65% of those aged 35-54).

There were also no enormous differences between neighbourhoods. The most notable variances were visible in relation to being involved more frequently (selected by 32.7% of respondents in South, but only 28.8% in Central and 26.8% in North), being involved on a wider range of issues (selected by 16.2% of respondents in North but by 18.2% in Central and 20.1% in South) and having more control of the agenda (selected by 5.5% of respondents in South but by 10.0% in Central and 11.3% in North).

Figure 30: How would you improve the opportunities available for residents to express their views to the Council?



Base = 515 respondents

In terms of 'other' responses, Table 15 below shows that the most popular response was that the Council should act on the views of the public (16 respondents; 3.1%). Although this is similar to the option (above) that residents' contributions should have more impact, these respondents seemed to believe that residents' contributions currently have no impact whatsoever. The next most popular suggestions were that the Council should give better notice of public meetings (6 respondents; 1.2%), that the Council should make better use of technology to involve residents (also 6 respondents; 1.2%) and that the Council should provide more information on how to get involved (again, 6 respondents; 1.2%). Each of the remaining suggestions was endorsed by less than 1.0% of respondents.

Table 15: How would you improve the opportunities available for residents to express their views to the Council? ('Other' responses)

Response	Respondents	
	Count	%
Council should act on views of public	16	3.1
Council should give better notice of public meetings etc.	6	1.2
Council should make better use of technology	6	1.2
Council should provide more information on how to get involved	6	1.2
Councillors to be more available / respond to correspondence	5	1.0
Council to be more proactive at seeking residents' views	4	0.8
Better availability of Council officers etc.	4	0.8
More public meetings	4	0.8
Provide feedback forms with correspondence (e.g. Council Tax bills)	2	0.4
Less 'spin' when discussing decisions	2	0.4
Council should provide feedback to participants	1	0.2
Process should be more accessible	1	0.2
More frequent elections	1	0.2
Live broadcasting of Council proceedings	1	0.2
N/a	8	1.6

Base = 63 respondents

The final question in this section asked panellists to state the extent to which they agreed with a number of statements about the work of the Council in engaging or involving the local community. These statements, and the extent to which respondents agreed, are provided below in Figure 31 (see page 67).

The results show that only a very small proportion of respondents strongly agreed with any of the propositions. However, a clear majority of respondents disagreed to at least some extent with each of the statements, with the highest levels of strong disagreement expressed in relation to the statements that 'the Council listens to the interests of residents' (31.7%) and 'the Council acts on the concerns of residents' (25.0%). In terms of overall levels of disagreement (i.e. compounding the results for 'strongly disagree' and 'disagree'), the level was highest in relation to the statement that 'the Council involves residents when making decisions' (67.3%), followed by 'the Council acts on the concerns of residents' (64.7%), 'the

Council listens to the interests of residents' (63.7%) and 'the Council treats everyone fairly' (53.5%). In terms of overall agreement, the highest level was found in relation to the statement that 'the Council listens to the interests of residents' (24.9%), followed by 'the Council treats everyone fairly' (24.1%), 'the Council involves residents when making decisions' (23.9%) and 'the Council acts on the concerns of residents' (22.7%).

In terms of gender differences, there was little to report. In terms of levels of overall agreement and disagreement, the greatest difference emerged in relation to the statement that the Council treats everyone fairly: whilst 26.8% of male respondents agreed with this to at least some extent, the equivalent proportion of females was 21.9%. The only other comparable difference between genders was in relation to the statement that the Council acts on the concerns of residents: whilst 66.3% of males disagreed with this to at least some extent, only 62.8% of females did likewise.

A number of interesting age-related results were found. For three of the four statements, there was a strong correlation between age and level of overall disagreement. Indeed, there were some very marked differences between different age-groups' responses. For the statement that the Council involves residents when making decisions, levels of overall disagreement were lowest among those aged 16-34 (61.2%), rising in the 35-54 age-group (62.3%) and 55-64 age-group (67.3%) to a high of 77.6% of those aged 65+. Similarly, levels of overall disagreement with the statement that the Council listens to the interests of residents were lowest among those aged 16-34 (46.9%), rising to 58.3% of those aged 35-54, 67.7% of those aged 55-64 and 73.7% of those aged 65+. The final correlation was found in relation to overall levels of disagreement with the statement that the Council acts on the concerns of residents, with the lowest level of overall disagreement found in the 16-34 age-group (53.1%), rising to 59.7% of those aged 35-54, 69.5% of those aged 55-64 and 70.2% of those aged 65+. In relation to the final statement, there was no age correlation but there was a considerable gap between the age-group containing the lowest proportion of respondents expressing overall disappointment (40.8% of those aged 16-34) and the age-group containing the highest (65.3% of those aged 55-64).

There were few such pronounced differences in relation to overall levels of agreement. In addition, there were no correlations found between age-group and overall levels of agreement with the statements. However, there were some notable gaps between different age-groups. The most pronounced of these were found in relation to the statement that the Council treats everyone fairly, with which just 18.6% of those aged 55-64 agreed to some extent, compared with 32.7% of those aged 16-34. The only other notable age-related difference in overall levels of agreement was found in the responses to the statement that the Council involves residents when making decisions. Whilst only 16.4% of those aged 65+ agreed to some extent with this statement, the proportion was higher among those aged 16-34 (26.5%), those aged 35-54 (27.0%) and those aged 55-64 (25.0%).

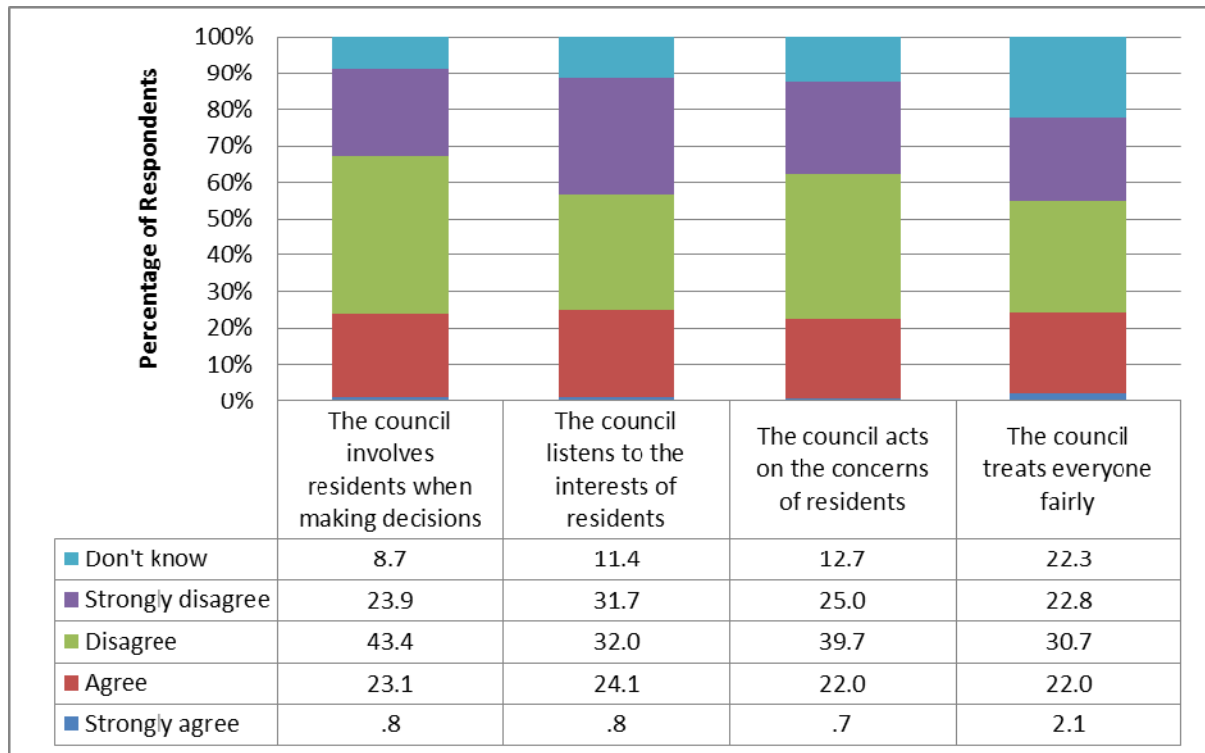
The final age-related result to note is that for three of the four statements, the proportion of 'don't know' responses correlated with age, with the highest proportion of such responses found in the 16-34 age-group, falling in the 35-54 and 55-64 age-groups to its lowest level among those aged 65+. The only exception to this was the statement that the Council treats everyone fairly. In relation to this statement, the proportion of 'don't know' responses was highest among those aged 65+, followed by the 16-34, 35-54 and 55-64 age-groups.

There were also some clear patterns between neighbourhood areas. Overall levels of agreement were highest in South for each statement, whilst they were lowest in North for each statement other than 'the Council acts on the concerns of residents', in which the smallest proportion of respondents agreeing to at least some extent was found in Central. Similarly, for all but one of the statements, overall levels of disagreement were highest in North: the sole exception was the statement that 'the Council acts on the concerns of residents'. For this statement, virtually identical proportions of respondents in each area disagreed to at least some extent, although the level was marginally higher in South than in Central or North.

In terms of overall levels of agreement, the biggest differences between neighbourhoods could be seen in relation to the statement that 'the Council involves residents when making decisions' (only 17.6% of respondents in North agreed, compared to 24.2% of those in Central and 28.5% in South). Similarly, only 17.7% of respondents in North agreed to some extent that the Council listens to the interests of residents, compared to 27.2% of those in Central and 28.3% in South. For the other two statements, the difference between the highest and lowest overall levels of agreement varied by less than $\pm 5.0\%$.

In terms of overall levels of disagreement, the biggest neighbourhood differences could be found in relation to the statement that 'the Council involves residents when making decisions', with which 62.1% of respondents in South disagreed to some extent, compared with 68.4% of those in Central and 72.9% in North. In addition, whilst 61.3% of respondents in Central and 61.8% of respondents in South disagreed to some extent that the Council listens to the interests of residents, the proportion doing likewise in North was 68.8%. Overall levels of disagreement for the other two statements were much less varied between neighbourhoods.

Figure 31: To what extent do you agree or disagree with the following statements about what the Council does?



Base = multiple

SERVICE RESPONSE

The results show that the majority of respondents felt relatively poorly informed about many aspects of the council and its services. Almost 80% of respondents stated that their main source of information about the council is from local newspapers. By contrast, more than half of respondents stated that they would prefer to receive information directly through publications delivered to their homes. A broad range of information media received some support from respondents, suggesting that communication should take a multi-channel approach.

Around half of respondents felt they had no influence on local issues. This is set against a significant majority stating that they wished to have greater involvement in the decisions that affect their local area. Both increased frequency and increased impact were strongly supported as ways to improve involvement.

The responses to this questionnaire are being used not only to assess changes over time from the Residents Survey, but are being used to inform a self-evaluation exercise currently being carried out in the Council's Corporate Governance Service. In particular, we're asking questions of ourselves such as:

- How well informed do service users feel about complaining about Council services?
- To what extent do leaders communicate with stakeholders at all levels?
- How much do users value the services delivered to them?

Questionnaire responses are being used to evidence some of these self-evaluation questions in preparation for our Best Value audit next year.

The city's Community Planning Partnership ('Community Planning Aberdeen') has recently stated that community engagement and involvement is central to future planning and delivery of services. Through 'Community Planning Aberdeen', Aberdeen City Council and its partners are currently reviewing arrangements for engagement and involvement and the feedback from this questionnaire will be also important in determining the outcomes of this.

Martin Murchie - Community Planning & Corporate Performance Manager
Aberdeen City Council

ELECTRONIC SURVEY

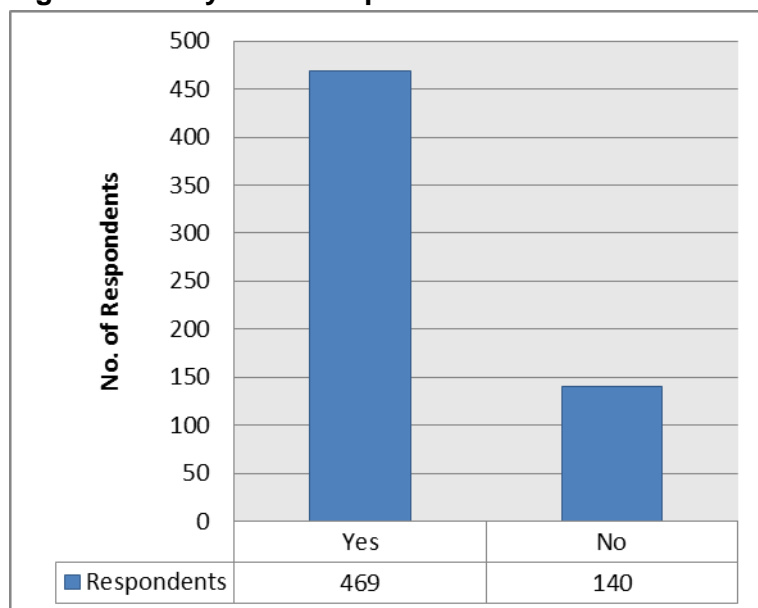
The City Voice is thinking of offering panellists the option of completing their questionnaires online. This is something which has been under consideration for a while, but it is now believed that this can be achieved on a low cost and secure basis. Some panellists may already have completed their 2011 Census questionnaire online.

The following questions are aimed at assessing the level of support for the online option. Depending on the results, it is hoped to have everything in place to enable panellists to complete the next City Voice questionnaire online (or maybe the one after). If panellists would prefer to complete their questionnaire in the usual way (i.e. by filling in the paper copy and returning it in the Freepost envelope), that's okay. There are no plans to stop that method of getting panellists' views.

The first question in this section asked panellists if they have a personal e-mail address. Their results are provided below in Figure 32, which shows that a clear majority of respondents do have an e-mail address (469 respondents; 77.0%). However, it should be borne in mind that in absolute terms (i.e. taking into account panellists who did not return their survey) this corresponds to just under half (48.0%) of the total of 977 active panellists.

A slightly larger proportion of male respondents (78.7%) than female respondents (75.5%) have an e-mail address, whilst there is also a very clear correlation between age-group and likelihood of having an e-mail address: the proportion of respondents who do have on is highest among those aged 16-34 (92.0%), falling to 87.6% of those aged 35-54, 81.5% of those aged 55-64 and just 50.3% of those aged 65+. There was little variation between neighbourhoods, although a slightly larger proportion of respondents in South (79.2%) have an e-mail address than in Central (75.4%) or North (75.7%).

Figure 32: Do you have a personal e-mail address?



Base = 609 respondents

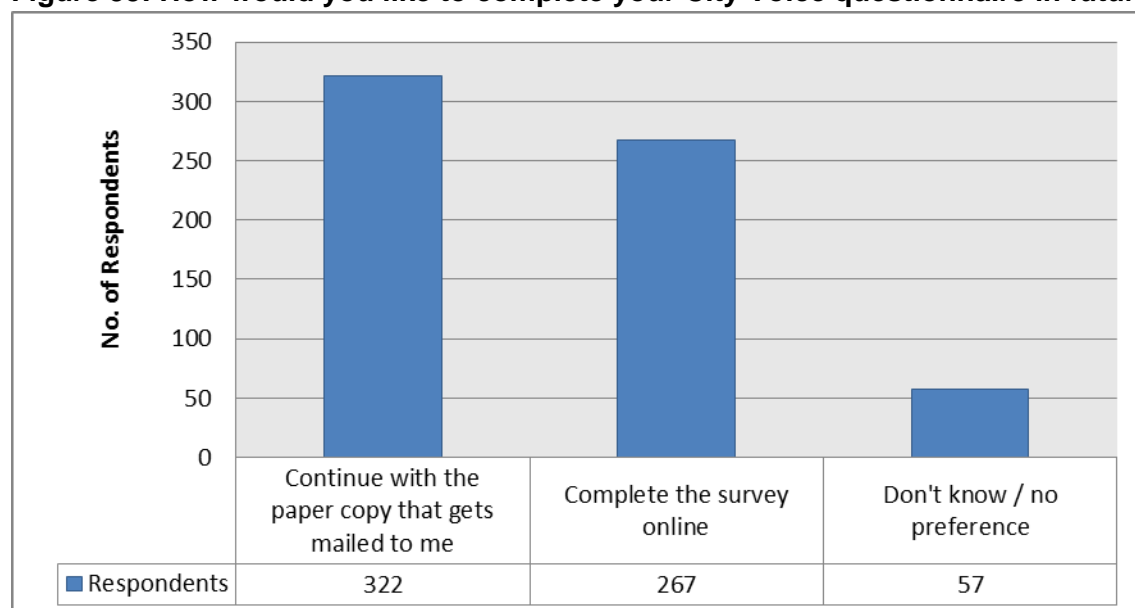
Panellists were then asked how they would like to complete their City Voice survey in future. Their responses are provided below in Figure 33. Just under half of respondents (322; 49.8%) would prefer to continue with the paper copy, with 41.3% (267 respondents) stating that they would rather complete their survey online. 57 respondents (8.8%) stated that they did not know or had no preference.

There was virtually no difference whatsoever between male and female panellists' responses to this question, although a marginally larger proportion of females (41.9%) than males (41.1%) stated that they would prefer to complete the survey online, whilst a slightly larger proportion of males (9.4%) than females (8.4%) stated that they did not know or had no preference. The proportions of males (49.5%) and females (49.7%) who stated that they would rather continue with the paper copy were virtually identical.

Again, there was a very clear correlation between age-group and responses to this question. Support for continuing with the paper copy was highest among those aged 65+ (72.5%), dropping to 49.1% of those aged 55-64, 39.0% of those aged 35-54 and just 25.5% of those aged 16-34. Conversely, support for switching to online completion was highest among those aged 16-34 (70.6%), dropping to 50.0% of those aged 35-54, 42.8% of those aged 55-64 and just 19.3% of those aged 65+. 3.9% of those aged 16-34 selected the 'don't know / no preference' option, compared to 8.1% of those aged 55-64, 8.2% of those aged 65+ and 11.0% of those aged 35-54.

Some differences also emerged across neighbourhood areas. Support for continuing with paper surveys was highest in North (53.0%), dropping to 49.2% in Central and 47.2% in South. A preference for completing the survey online was highest in Central at 44.0%, followed by South (42.3%) and North (38.1%). The proportion of respondents selecting the 'don't know / no preference' option was smallest in Central (6.8%), followed by North (8.9%) and South (10.5%).

Figure 33: How would you like to complete your City Voice questionnaire in future?



Base = 646 respondents

The final question in City Voice 23 asked panellists for any comments they might have on communication with City Voice panellists. A wide range of comments was received, and these have been thematically aggregated in Table 16 (see page 72).

The most frequent comment provided was one of general approval of communication with panellists (20 respondents; 14.9%). However, a similarly popular category of comment was composed of requests not to move away from paper-based City Voice (19 respondents; 14.2%). A slightly smaller proportion of respondents (12; 9.0%) provided comments supporting the idea of switching to an online system. 11 respondents (8.2%) highlighted a need for the authorities in Aberdeen to take greater account of what panellists tell them. The next most popular themes related to cost savings: firstly, 9 respondents congratulated the City Voice for looking to save costs and reduce waste by moving to an online system, while a slightly smaller number of respondents (8; 6.0%) suggested that further savings should be made by using less expensive paper stock for the City Voice survey, or by printing it on smaller sheets and posting it in smaller envelopes. An identical number (8 respondents; 6.0%) said that they would be less likely to complete the survey online than they would be by post, whilst 7 respondents (5.2%) said that they would be happy for the survey to go online, but that they would still like to receive a copy of the results by post.

6 respondents (4.5%) said that they would welcome the opportunity to receive more information on or contact with other panellists, possibly in the form of an annual gathering. 5 panellists (3.7%) said that they would like to see more space made available for comments in City Voice surveys, whilst 4 respondents (3.0%) said that there needs to be a greater focus on more relevant, 'real-world' topics.

Table 16: Do you have any other comments on communication with City Voice panellists?

Response	Respondents	
	Count	%
General appreciation of communication	20	14.9
Continue by post	19	14.2
Switch to online system	12	9.0
Need to take account of what people are actually saying	11	8.2
General approval of saving costs, reducing waste etc.	9	6.7
Reduce costs further (e.g. by using less expensive, smaller paper)	8	6.0
Less likely to complete online than by post	8	6.0
Continue to send results by post even if questionnaires go online	7	5.2
More info on or contact with other panellists (e.g. meetings etc.)	6	4.5
More space for comments	5	3.7
Need to focus on more relevant topics	4	3.0
May change to online in future	3	2.2
Include information on public meetings, consultations etc.	3	2.2
Show impact of responses (i.e. more than just service response)	3	2.2
Continue with paper copy, but send e-mail reminders	2	1.5
Not received any feedback	2	1.5
Concerned that responses are not anonymous	2	1.5
More information on results by age, gender, location etc.	1	0.7
Use local media to share results	1	0.7
Waste of time	1	0.7
Special editions of City Voice with issues to be decided by panellists	1	0.7
N/a	28	20.9

Base = 134 respondents

SERVICE RESPONSE

The responses to these questions show that a sizeable number of panellists are interested in completing their City Voice questionnaires online. As a result, we plan to issue the next questionnaire in two formats. Panellists who prefer to complete a paper copy and return it by post can continue to do so. Panellists who want to complete the electronic version of the questionnaire will be sent an email containing a link to the secure website (SurveyMonkey) we are using for this option.

Tom Snowing – Senior Research Officer
Aberdeen City Council

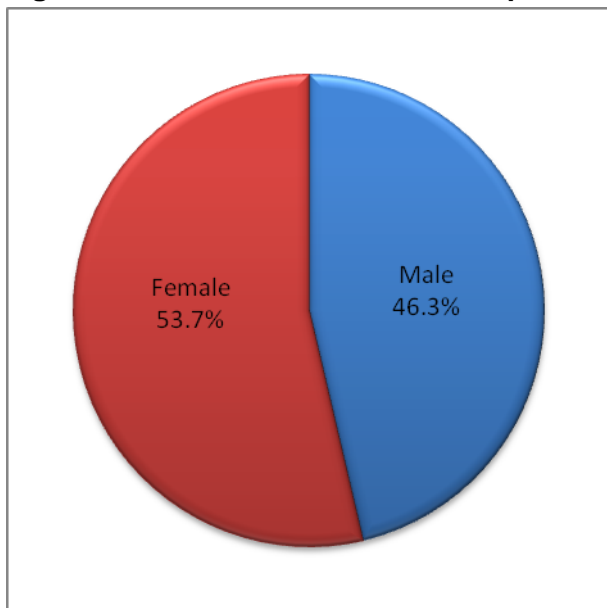
ANNEX A: OVERVIEW OF RESPONDENTS' CHARACTERISTICS

This section contains a brief overview of the different demographic characteristics of respondents to the survey.

Although a total of 661 panellists responded to the survey, there is no demographic data for 5 of those panellists. As such, these characteristics are calculated on the basis of those panellists for which demographic data is available (i.e. 656 respondents).

In relation firstly to gender, a breakdown of respondents is provided below in Figure 34. The results show that just over half (53.7%) of all respondents to this particular survey are female, whilst just under half (46.3%) are male.

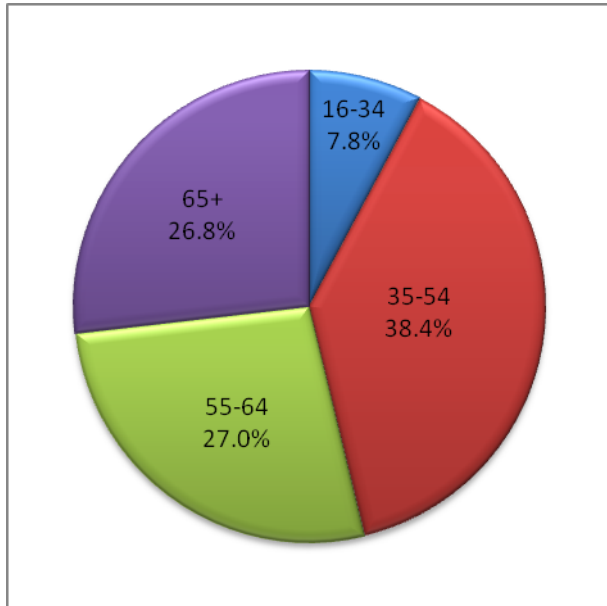
Figure 34: Gender breakdown of respondents



Base: 656 respondents

Secondly, Figure 35 (see page 75) shows that when considering the age-group to which respondents belong, the greatest share of respondents are aged 35-54 (38.4%), followed by 55-64 (27.0%) and 65+ (26.8%). Those aged 16-34 constituted the smallest group of respondents (7.8%).

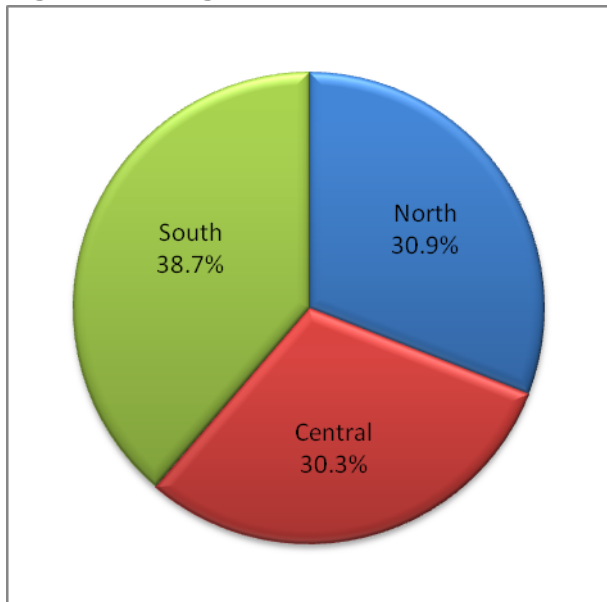
Figure 35: Age breakdown of respondents



Base: 656 respondents

Finally, it is possible to identify the area of the city in which respondents live. The results are provided below in Figure 36, which shows that there is a relatively even spread of respondents across the North, South and Central areas of the city. The largest share of respondents live in South (38.7%), followed by North (30.9%) and Central (30.3%).

Figure 36: Neighbourhood breakdown of respondents



Base: 656 respondents