

Aberdeen Community Planning Partnership

City Voice 36th Survey Report

Chris Thornton, Craigforth
February 2016

CONTENTS

1.	INTRODUCTION	1
	Survey fieldwork and response	1
	Analysis and reporting.....	3
2.	PERFORMANCE INFORMATION ON COUNCIL SERVICES	4
	Interest in information on the standard of council services	4
	Preferences for accessing information on council standards	6
	Service Response: this is what we are doing.....	9
3.	COUNCIL TELEPHONE SERVICE OPENING TIMES	10
	Service Response: this is what we are doing.....	13
4.	ACCESSING COUNCIL PUBLICATIONS	14
	Aberdeen City Council publications	14
	Aberdeen City Council performance information	18
	Service Response: this is what we are doing.....	20
5.	HEALTH AND SOCIAL CARE PARTNERSHIP PRIORITIES.....	21
	Service Response: this is what we are doing.....	27
6.	PROBLEMS WITH SEAGULLS	28
	Service Response: this is what we are doing.....	31
7.	REGISTRARS SERVICES IN ABERDEEN	32
	Service Response: this is what we are doing.....	35
8.	COUNCIL'S WINTER MAINTENANCE SERVICE PLAN.....	36
	Service Response: this is what we are doing.....	39
9.	CONCLUDING REMARKS.....	40
	APPENDIX: TABULAR RESULTS	41
	Introduction.....	41
	Performance Information On Council Services	41
	Council Telephone Service Opening Times	42
	Accessing Council Publications.....	43
	Health and Social Care Partnership Priorities	44
	Problems with Seagulls.....	46
	Registrars Services in Aberdeen	47
	Council's Winter Maintenance Service Plan.....	48

INDEX OF FIGURES

Figure 1: Survey response rates over time	1
Figure 2: Profile of survey respondents	2
Figure 3: Interest in information on the standard of council services and functions	4
Figure 4: Preferred types of information on the standard of council services	6
Figure 5: Preferred means of accessing information on the standard of council services	7
Figure 6: Whether phone the Customer Contact Centre to report issues or receive council services	10
Figure 7: How often contact the Customer Contact Centre by phone	11
Figure 8: Whether happy with the Customer Contact Centre's current opening hours.....	11
Figure 9: Preferred times to get in touch with Customer Contact Centre	12
Figure 10: Whether received or read Aberdeen City Council publications.....	14
Figure 11: Whether found Aberdeen City Council publications easy to read.....	15
Figure 12: Whether found Aberdeen City Council publications easy to understand.....	17
Figure 13: Main reason that found publications difficult to understand.....	17
Figure 14: Interest in information on how Aberdeen City Council is performing.....	19
Figure 15: Whether heard of forthcoming integration of Adult health and Social Care services in Aberdeen	21
Figure 16: Extent to which agree with the Health & Social Care Partnership's proposed vision	22
Figure 17: Rating the importance of the Health & Social Care Partnership's proposed values	23
Figure 18: Identifying the most important of the Health & Social Care Partnership's proposed priorities	25
Figure 19: Most important factors when accessing health or social care services.....	26
Figure 20: Satisfaction with recent experiences of using health or social care services	26
Figure 21: Whether experienced problems with seagulls in Aberdeen	28
Figure 22: Nature of seagull problems experienced	29
Figure 23: Views on action to control seagulls in Aberdeen	30
Figure 24: Views on which ceremonies should be introduced by Aberdeen Registrars	32
Figure 25: Whether aware that Registrars can now conduct wedding ceremonies in a wide range of locations	33
Figure 26: Personal experience of wedding ceremonies	34
Figure 27: Satisfaction of aspects of Aberdeen City Council winter maintenance	36
Figure 28: Satisfaction with street lighting in winter conditions	37
Figure 29: Views on grit bins and community salt bags	38
Figure 30: Views on whether Aberdeen City Council is making adequate provision for winter maintenance of roads.....	38

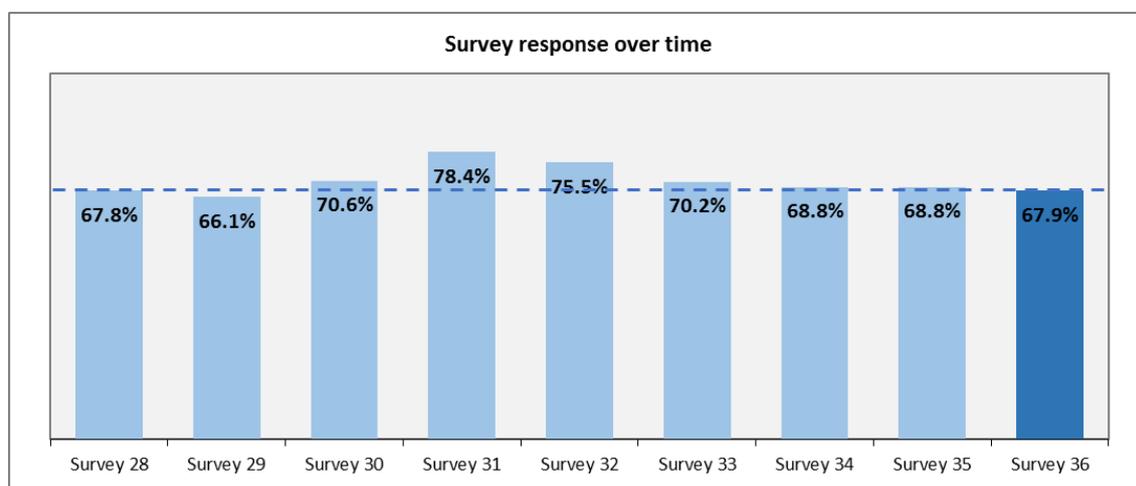
1. INTRODUCTION

- 1.1. Aberdeen City Voice – the Citizens’ Panel for Aberdeen – has been operating as a mechanism for residents to give their views since 2004. A substantial number of postal and online surveys have been conducted with City Voice members over this period, considering a broad range of topics across Community Planning Themes. Feedback has been used by Community Planning Partners to shape service provision and policy, and to measure performance.
- 1.2. This report sets out findings from the 36th City Voice survey. The survey sought panellists’ views on a range of issues affecting people and services in Aberdeen. The specific topics covered by the survey were:
- Performance information on council services;
 - Opening hours for the council’s telephone services;
 - Experience of and views on accessing council publications;
 - Priorities for the Aberdeen City Health and Social Care Partnership;
 - Problems with seagulls in Aberdeen;
 - Registrars services in Aberdeen; and
 - The council’s winter maintenance Service Plan.

Survey fieldwork and response

- 1.3. The survey was issued to all 918 current City Voice members in early October. By survey close in mid-November, a total of 623 responses had been received, representing an overall response rate of 68%. This is a strong response to any survey and indicates continuing strong engagement amongst City Voice members (see Figure 1). Survey response was also strong across all parts of Aberdeen, although the South area showed a somewhat higher response rate (70%) and the Central area a somewhat lower response (65%).

Figure 1: Survey response rates over time



- 1.4. Most importantly, the level of survey response achieved is sufficient to produce robust overall survey results and to permit more detailed analysis of results for specific respondent groups. This has allowed our analysis to consider potential variation in results across a range of socio-demographic groups.
- 1.5. A detailed profile of survey respondents is provided at Figure 2 below. This indicates that although there was a relatively strong response across most socio-demographic groups, the profile of survey respondents indicates that some parts of the wider Aberdeen City population are better represented than others. In particular panellists aged under 35, those of working age who are not in employment, and those who rent their home account for a smaller proportion of survey respondents than the wider population.

Figure 2: Profile of survey respondents

	Respondents		Aberdeen City population
	Number	%	
Gender			
Female	323	52%	50%
Male	297	48%	50%
Age			
16-34	47	8%	39%
35-54	208	34%	30%
55-64	142	23%	13%
65+	223	36%	18%
Ethnicity			
European, including British	594	96%	92%
African or Caribbean, Asian and other ethnicities	22	4%	8%
Household Type			
Household with children	132	21%	20%
Household without children	487	79%	80%
Disability			
Yes	37	12%	7%
No	261	88%	93%
Employment Status			
Employed	343	56%	63%
Retired	240	39%	11%
Other	35	6%	26%
Housing Tenure			
Owner occupied	521	84%	57%
Social rented	58	9%	24%
Private rented/ other	40	6%	18%
Location			
North	182	29%	-
Central	209	34%	-
South	229	37%	-

Sources: GRO(S) Mid-Year population estimates, 2011 Census

Note that socio-demographic information was not available for 3 respondents.

Analysis and reporting

- 1.6. This report presents frequency results for each of the survey questions, including longitudinal comparison with previous surveys where possible. In some cases the analysis has excluded “don’t know” responses from the percentage base to give a more accurate indication of views amongst residents with experience of services, and this is made clear in the report text. Full tabular results are appended to the report, including base numbers for all figures presented in the main body of the report.
- 1.7. All survey questions have been cross-tabulated with a range of socio-demographic indicators to assess the extent of any variation in views across key respondent groups. This has included area, gender, age, household type, disability, employment status and housing tenure. We highlight any significant variation in the report text, and detailed results by respondent sub-group are appended to this report.
- 1.8. We round percentages up or down to the nearest whole number; for some questions this means that percentages may not sum to 100%. Similarly, aggregate figures presented in the text (e.g. percentage of respondents answering “very satisfied” or “satisfied”) may not sum to results presented in figures and tables.

2. PERFORMANCE INFORMATION ON COUNCIL SERVICES

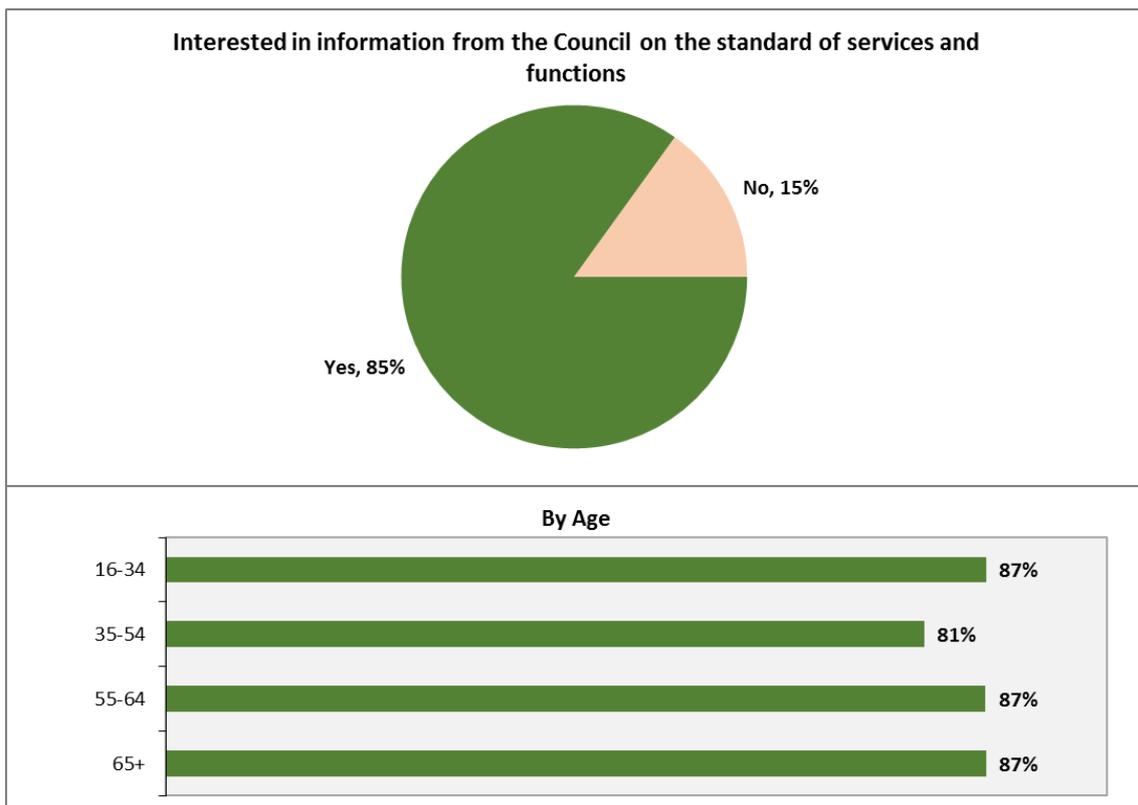
2.1. This first section considers respondents’ interest in information on the standard of council services and functions. This included questions asking respondents to identify the specific types of information they would find most useful.

Interest in information on the standard of council services

2.2. Survey findings show high levels of interest in information on the standard of council services and functions; more than 4 in 5 respondents expressed an interest here (85%). The remaining 15% of respondents indicated that they were not interested in accessing standards information.

2.3. This finding was broadly consistent across respondent sub-groups. As Figure 3 below indicates there was a small age variation with those aged 35-54 somewhat less likely than others to indicate an interest in this kind of information. However, this variation is not significant.

Figure 3: Interest in information on the standard of council services and functions



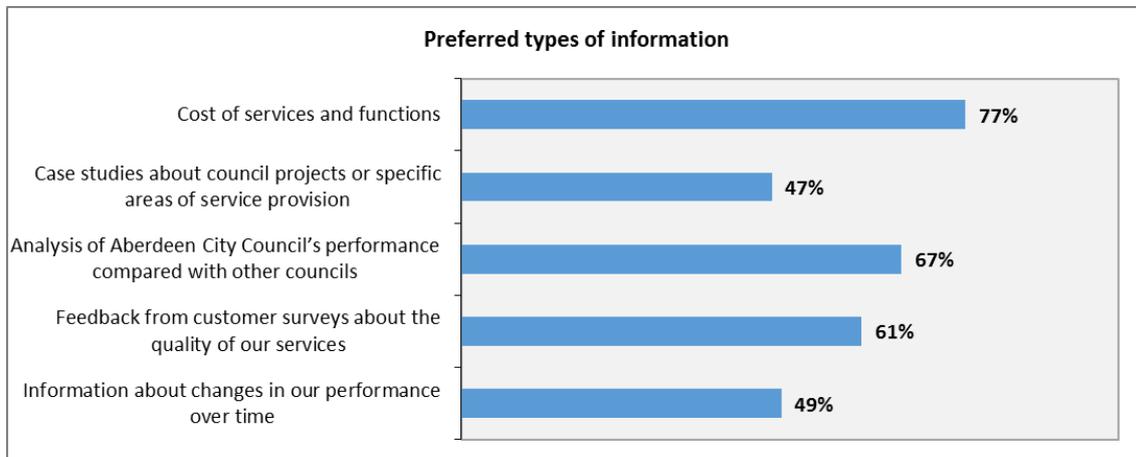
2.4. The 1 in 7 respondents who indicated that they were not interested in information on council services and functions were given the opportunity to expand on their reasons for this. A total of 80 respondents provided a range of comments here. However, a number of key themes emerged across the reasons given by respondents for their lack of interest in accessing information on council standards:

- Scepticism around the objectivity of information published by the council was the most common issue raised by these respondents (mentioned by 25 of 80). This included reference to concerns around the extent to which council-published information would provide a comprehensive view of service performance (*"I do believe like any business, they would only publish the positive results"*) and some who specifically expressed a preference for information published by a third party (*"would mean more if it was an external opinion"*). Several respondents also expressed scepticism around the extent to which the council would make changes to their policies or services in response to poor performance; *"even if we saw the info council would NOT listen to any comments"*.
- A number of respondents indicated that they simply did not have a strong interest in information on the standard of council services and/or that they did not have time to review this information (24 of 80). This included some who felt that this information was not relevant to them. However, it is worth noting that some of these respondents also felt that publishing of this information was of value even if it was not relevant to them; *"Currently no[t interested], but I would like to know that it was readily available"*.
- A number of respondents felt that publishing this kind of information represented unnecessary expenditure (18 of 80). This included some who questioned the accuracy of published information, but also a number of respondents who suggested that residents should have confidence in governance structures to ensure the quality of services (*"I would hope the council are doing the best for its citizens without reading about it in reports"*). A small number of respondents also preferred to rely on their personal experience of council services to make a judgement on standards (*"I can see for myself"*), and as such did not see any value in published information.

Preferences for accessing information on council standards

- 2.5. The survey moved on to ask respondents about the kinds of information that they would find most useful (Figure 4), and about how they would prefer to access performance information (Figure 5).
- 2.6. While respondents expressed interest in a range of information on the standard of council services, information on the cost of services and functions was the most commonly mentioned. More than three quarters of respondents indicated that they would find this information useful (77%). Interest was also relatively strong in relation to comparison of Aberdeen City Council performance against other councils (67% would find this useful), and customer feedback survey results (61%).
- 2.7. Respondents were less likely to express an interest in seeing case studies about specific council projects and services, and in comparison of council performance over time. Nevertheless, there remained around half of respondents who would find this information useful (47% would find each of these types of information useful).
- 2.8. This profile of interest in specific types of council performance information was consistent across all socio-demographic groups.

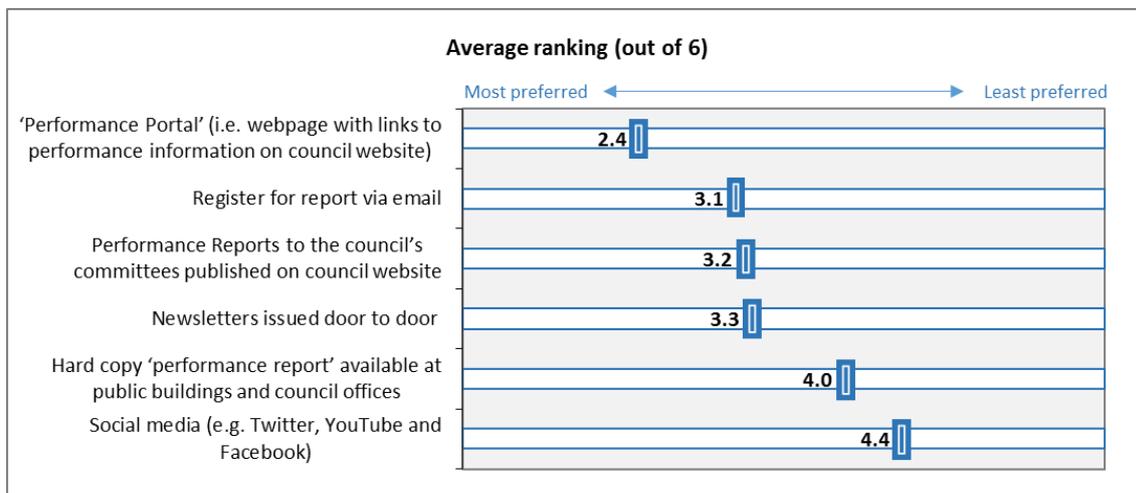
Figure 4: Preferred types of information on the standard of council services

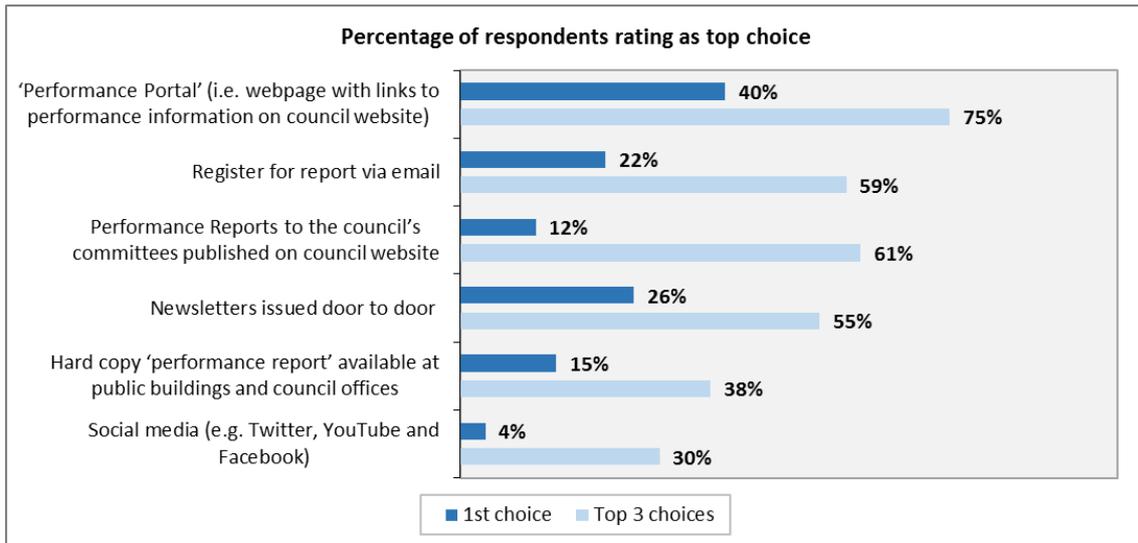


- 2.9. The final question in this section asked how panellists would prefer to access information on the standard of council services. Survey respondents were asked to rank six potential options in order of preference, 1st being their most preferred option and 6th being their least preferred. Figure 5 over the page shows the average ranking for each of the six options (the lower number indicating the strongest preference), and the proportion of respondents who ranked each option as their top preference.

- 2.10. These results indicate that a “performance portal” is the top ranked option for accessing information on the standard of council services. Nearly three quarters of respondents included this option in their top three choices (73%), including 2 in 5 for whom this was their top ranked option (40%). This translates into an average ranking of 2.4 out of 6.
- 2.11. While the “performance portal” appears to be the clear preference for a large proportion of respondents, there is also relatively strong interest in a range of other options. This includes a number of internet-based means of accessing information. Indeed, the top three options for respondents were all based on website or email; alongside a “performance portal”, registering for reports via email and publishing performance reports on the council website are the most preferred options.
- 2.12. While other options were ranked below these internet-based reporting mechanisms, it is important to note that survey results indicate there is a substantial proportion of respondents who prefer hard copy performance reporting. Newsletters issued door to door was the most preferred hard copy option; more than half of all respondents included this in their top three choices (55%), including around a quarter who selected this as their top choice (26%). Similarly, making hard copy performance reports available through public buildings was the top preference for 15% of respondents. This compares with just 4% of respondents selecting social media as their top choice for accessing information on the standard of council services.
- 2.13. Survey results indicate some variation across respondent groups in preferences for accessing information on the standard of council services. This was primarily in relation to respondent age and housing tenure, with younger respondents and home owners generally more likely to prefer web-based options, and older respondents and social tenants generally more likely to prefer accessing information in hard copy.

Figure 5: Preferred means of accessing information on the standard of council services





Service Response: this is what we are doing

The purpose of asking questions of panellists about how information on the council's performance is made available was to help drive the improvements we need to make in that area. The Accounts Commission for Scotland recently criticised us for not providing sufficient information about our performance to meet the public performance reporting requirements laid down by them. We are keen to improve not only to satisfy central government, but also to meet the needs of our citizens and communities.

It was very interesting to see that many panellists prefer information through a 'performance portal' or other online medium rather than the traditional paper reports which many councils produce. Although we acknowledge that some members of the public would still prefer to receive information in that way. Also interesting was that people feel information about the cost of our services and how we compare with other councils in that respect, is important. We are keen to provide as much comparative information as possible so that our citizens can make proper judgements about the quality of those services. It was surprising to see the relatively low level of support for information provided through social media channels, which receive so much attention by various government agencies at the moment. We will take that on board.

The feedback from this survey will be used in discussions between performance, communications and senior management staff to drive forward the improvements in both the type of information about our services and functions which we provide as a council, as well as the manner in which we provide it.

Neil Buck

Performance and Risk Manager

Aberdeen City Council

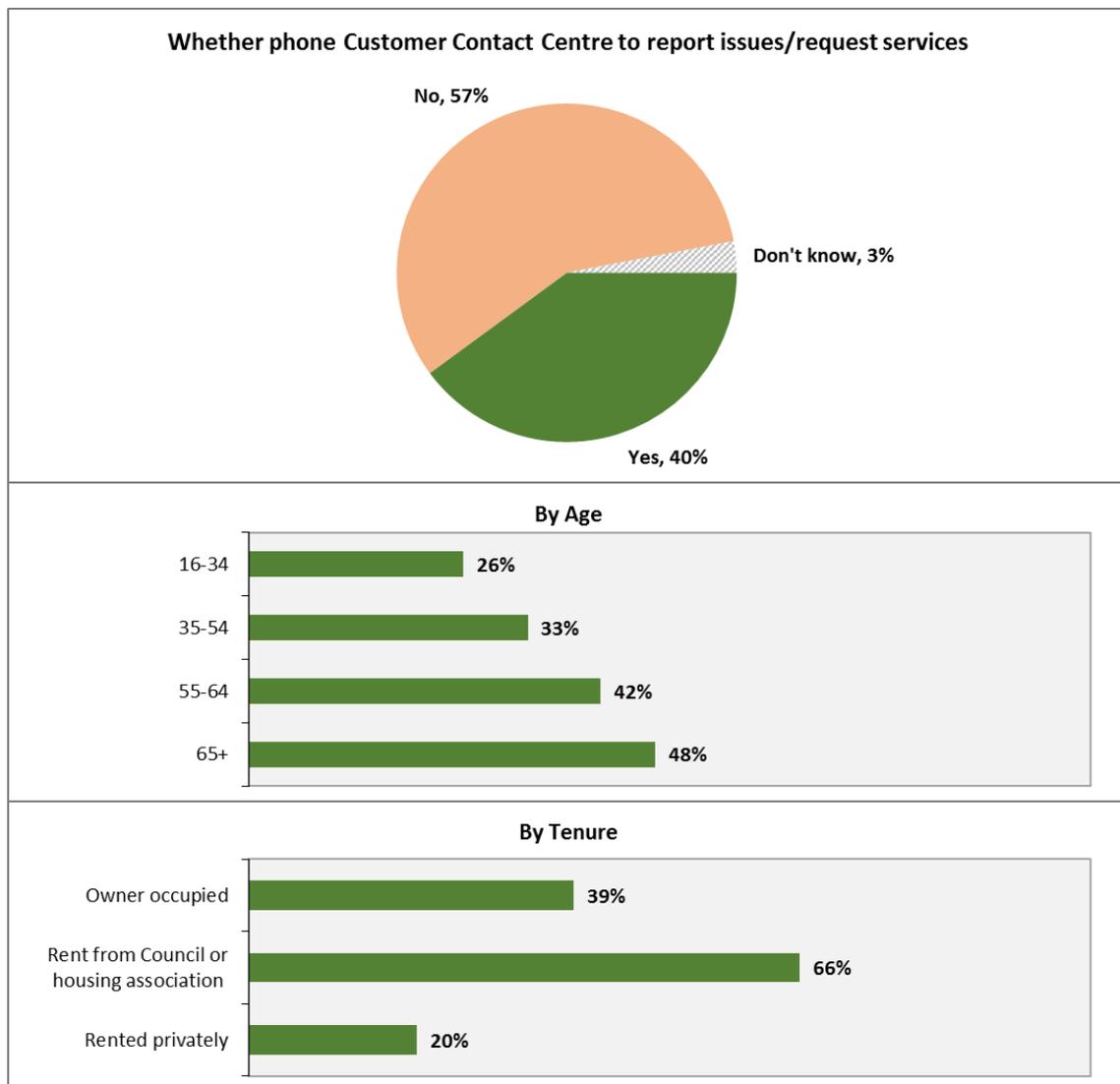
Email: nebuck@aberdeencity.gov.uk

Phone: 01224 522408

3. COUNCIL TELEPHONE SERVICE OPENING TIMES

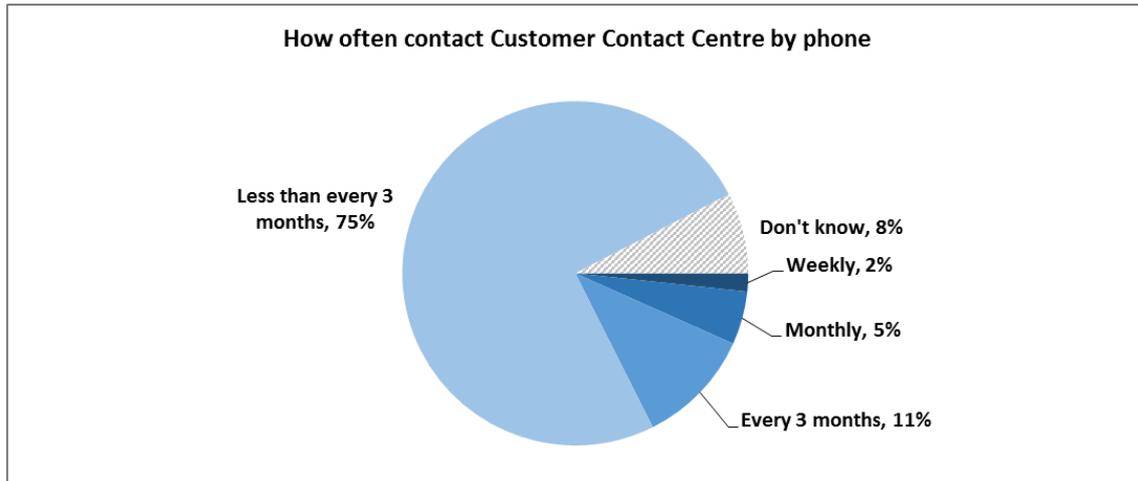
- 3.1. This section considers respondents' experience of contacting the council Customer Contact Centre, and their views on opening hours for the Contact Centre.
- 3.2. A substantial number of survey respondents had telephoned the Customer Contact Centre to report an issue or request a service; 40% indicated that they had done this. There was some significant variation across respondent subgroups in the level of telephone contact across respondent, primarily in relation to age and housing tenure. In particular, survey results indicate that older respondents and social housing tenants were more likely to have telephoned the Contact Centre.

Figure 6: Whether phone the Customer Contact Centre to report issues or receive council services



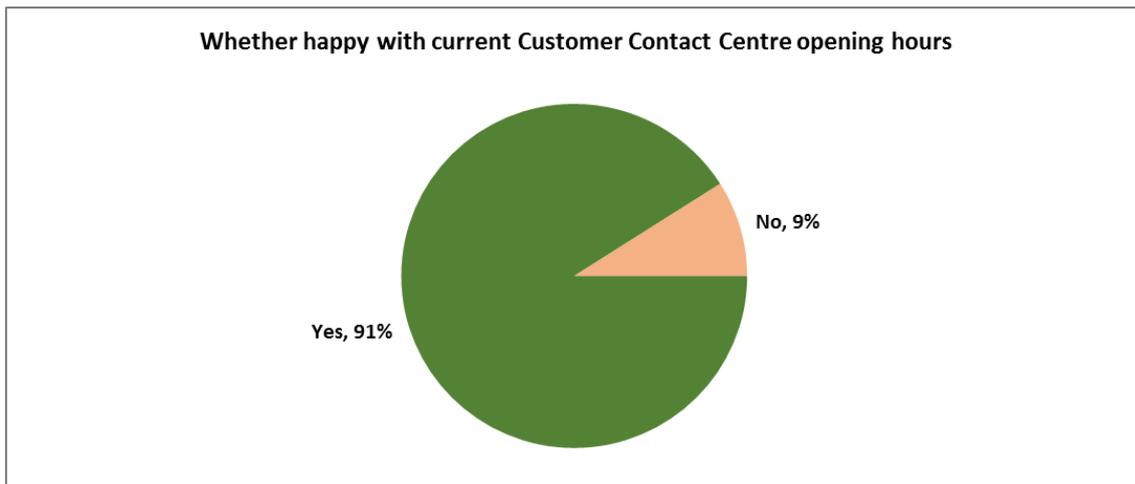
3.3. The majority of respondents who had contacted the Customer Contact Centre by phone indicated that this was relatively infrequent; three quarters had done so no more than every 3 months (75%). Only 7% of respondents had telephoned the Customer Contact Centre at least every month. There was no significant variation across respondent subgroups in the frequency of this contact.

Figure 7: How often contact the Customer Contact Centre by phone



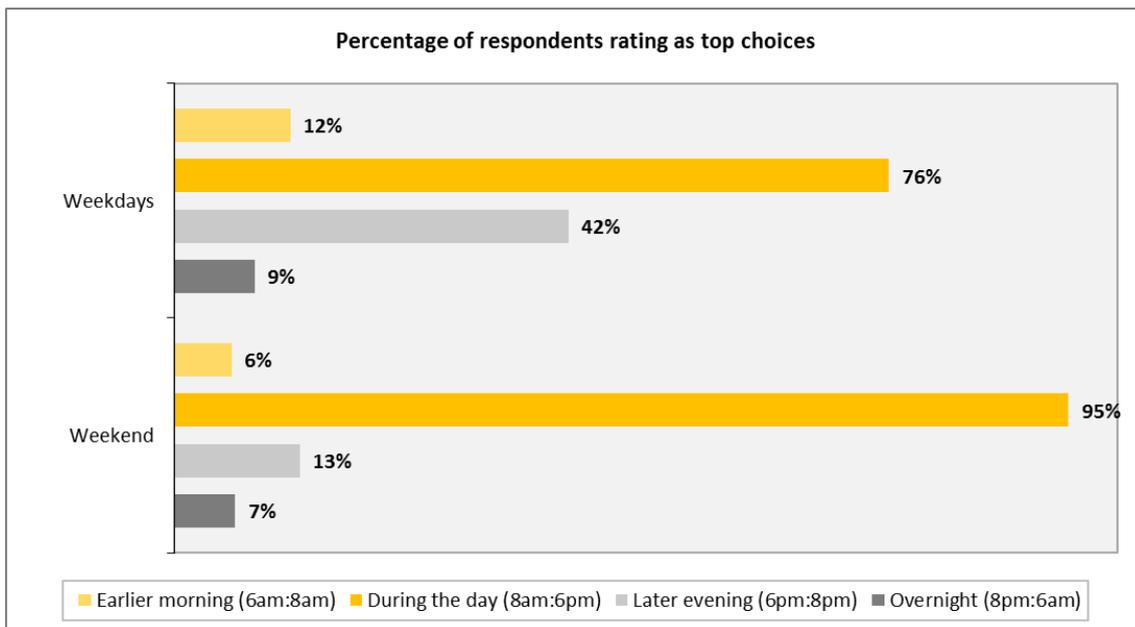
3.4. A large majority of survey respondents indicated that they are happy with the current Customer Contact Centre opening hours; more than 9 in 10 reported this. Again there was no significant variation in views across respondent subgroups.

Figure 8: Whether happy with the Customer Contact Centre’s current opening hours



- 3.5. Survey respondents were also asked to indicate when they would prefer to get in touch with the Customer Contact Centre. As Figure 9 shows, the great majority of respondents prefer to contact the Centre between 8am and 8pm; around 4 in 5 respondents preferred this, with most preferring to make contact between 8am and 6pm.
- 3.6. However, survey results indicate a difference in when respondents prefer to contact the Centre on weekdays, and when they prefer to make contact at the weekend. Daytime contact (8am to 6pm) is the most common preference across both weekdays and the weekend, with three quarters preferring daytime contact on weekdays (76%) and more than 9 in 10 preferring daytime contact at weekends (95%). However, there was also substantial interest in telephoning the Contact Centre on weekday evenings; around 2 in 5 indicated that they would wish to do this (42%), compared to 13% who would wish to contact the Centre in the evening at weekends.
- 3.7. Survey data shows some limited variation in preferred weekday opening hours by age, gender, and employment status (there was no significant variation in preferred weekend opening hours). The most significant variation was in relation to age, with working age respondents (and particularly those aged under 35) significantly more likely than older respondents to prefer to contact the council in the evening, while those aged 65+ expressed a clear preference for contact during the day. Female respondents and those in employment were also more likely than others to prefer to contact the council in the evening – although both groups also show a clear interest in contacting services during the day.

Figure 9: Preferred times to get in touch with Customer Contact Centre



Service Response: this is what we are doing

We wanted to find out what our customers thought about the accessibility of our telephone services as this is a core part of our service provision. More than a third of our business is around Housing Repairs, so it is interesting to see the differing preferences between private sector housing and council tenants.

We currently provide a weekday only main service, with a 24/7 emergency out of hours service. However, we are aware that the way we live and work has changed and that some of our customers might not be able to contact us during the working day. It is interesting to see the trends around certain times of day and week, with some appearing more valuable than others.

Our next step is to get a real understanding of how we resource the Customer Contact Centre. We are using new tools and technologies to help us manage our staffing levels to meet different types of customer demand. This is an ongoing project over the course of 2016 which will pave the way to assessing the total resource and investment required if we were to expand our service provision to new opening hours.

While we cannot guarantee that we will be able to open on evenings and weekends in the future, this consultation gives us a really good understanding of what needs to make our services accessible and the main options we should be considering in the future.

Alexander Ryland

Customer Experience Officer

Aberdeen City Council

Email: aryland@aberdeencity.gov.uk

Phone: 01224 526064

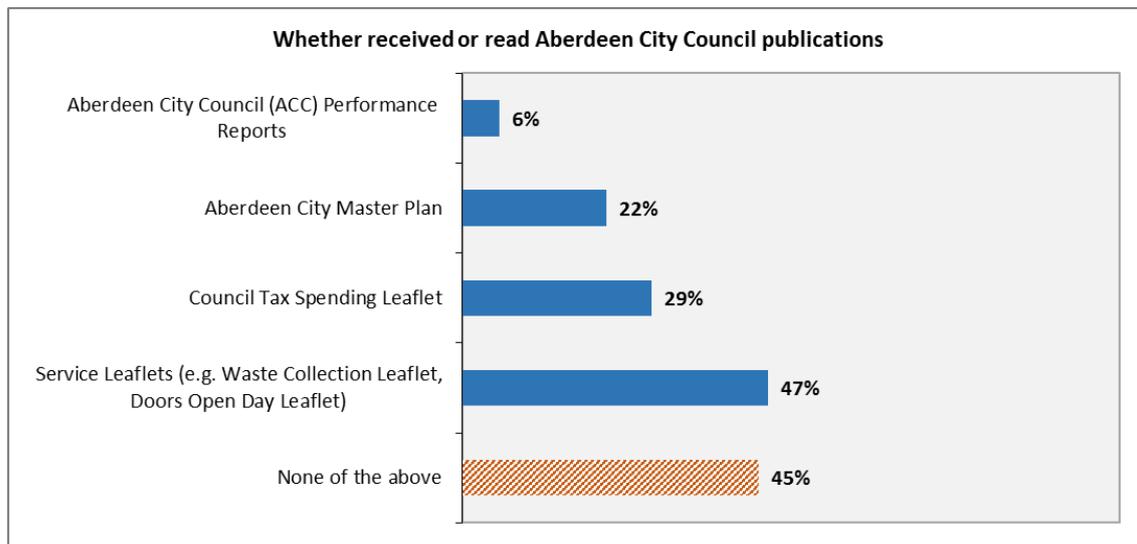
4. ACCESSING COUNCIL PUBLICATIONS

- 4.1. This section considers panellists' experience of and views on Aberdeen City Council publications, and also the extent and nature of their interest in council performance information.

Aberdeen City Council publications

- 4.2. As Figure 10 shows, a little more than half of survey respondents had received and/or read one or more of the listed council publications (55% indicated this). This level was broadly consistent across respondent subgroups.
- 4.3. Respondents were most likely to have received and/or read specific service leaflets, indeed nearly all of those who had received/read publications indicated that this had included service leaflets (47% of all respondents). In the region of a quarter of respondents mentioned having seen each of a Council Tax spending leaflet and the Aberdeen City Master Plan (22% and 29% respectively). Relatively few respondents had seen council performance reports (6%).

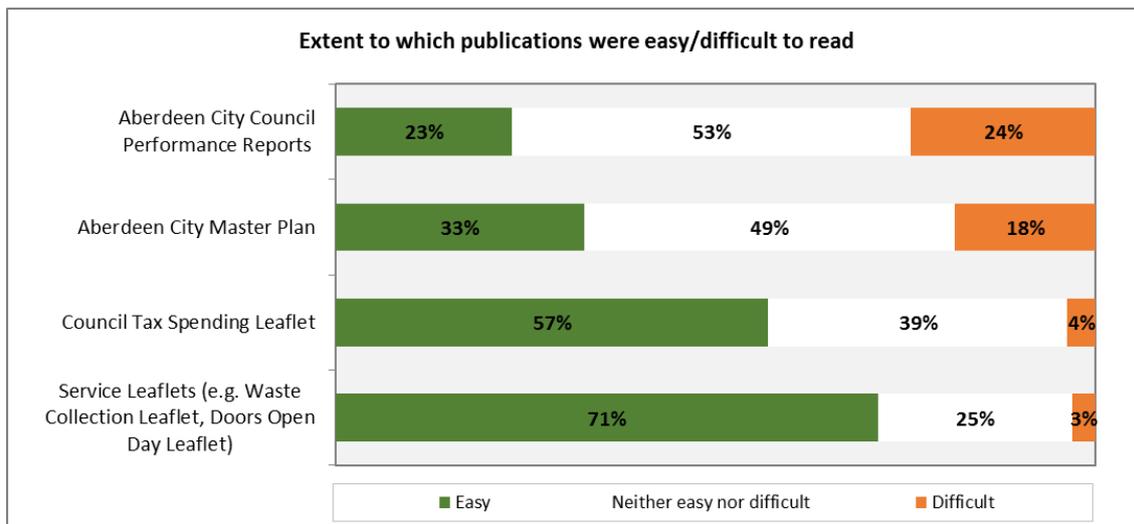
Figure 10: Whether received or read Aberdeen City Council publications



- 4.4. Those who had seen one or more of these publications were also asked to indicate whether they found these easy to read. As Figure 11 shows, views were somewhat varied across the publications.
- 4.5. Views were most positive in relation to service leaflets, with a large majority of those who had seen specific service leaflets describing these as easy to read (71%). Respondents also generally found the Council Tax spending leaflet easy to read; 57% indicated this, and only 4% reported finding the leaflet difficult to read (39% gave no view either way).

- 4.6. Respondents were somewhat less positive in relation to the Aberdeen City Master Plan and council performance reports, although it should be noted that in the case of performance reports in particular this were based on a relatively small number of panellists who had seen performance reports. Around half of those who had seen the Master Plan or performance reports gave a neutral view on these. For the Master Plan, the remaining respondents were divided between 33% who found the publication easy to read, and 18% who had some difficulty with the document. Views were more evenly balanced in relation to performance reports; 23% found these easy to read, and 24% found them difficult.
- 4.7. The number of respondents with experience of the listed publications means that more detailed analysis is not robust for all respondent subgroups. However, survey data does suggest that older respondents (particularly those aged 65+) and those with a disability or long-term health condition were less likely than others to find the publications easy to read.

Figure 11: Whether found Aberdeen City Council publications easy to read



Base only those who had read documents.

- 4.8. Respondents who had found the publications difficult to read were asked to provide further detail on the reasons for this. A relatively small number provided written comment here (36 respondents), and most of these referred to difficulties accessing the publications. This was primarily related to difficulties navigating the council website, including several respondents describing deficiencies in the website's search function, and suggestions that more prominent signposting from the home page is required. In addition, several respondents referred to difficulties accessing the publications in hard copy including not being aware of how to access hard copies, and a small number of respondents who requested hard copies but did not receive these.

- 4.9. A small number of those who had difficulty with the publications made reference to document content or layout. These comments are listed below:

“Do not go into detail enough, flutter around the proposals.”

“I couldn't see a clear whole council strategy. It was lots of different councils working in silo's. We need a whole council approach to services.”

“I don't believe there is a cogent or cohesive ‘Aberdeen City Master Plan’.”

“It was difficult to decipher what the end result of the various proposals was, so after looking at the webpages I don't know what the plan is. Maybe there isn't one, it's just a lot of ideas, but that belies the title of the piece 'master plan'.”

“It was just difficult to understand and bit vague in some places.”

“Master plan keeps changing at short intervals.”

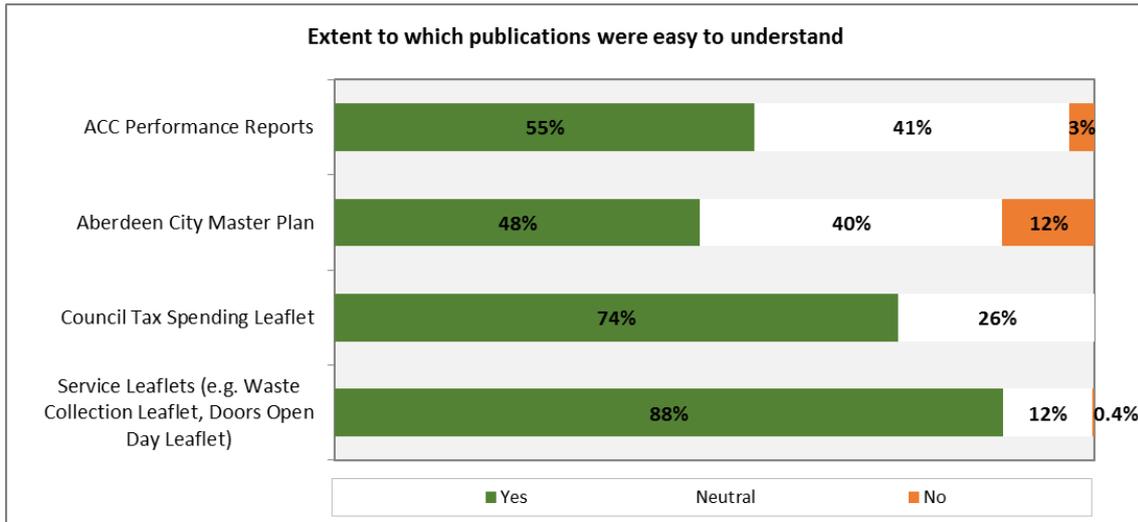
“The finer points of the plan were less accessible - possibly easier to interpret if you are a planner but a lot of jargon to a lay person.”

“Too simplistic.”

“Wasn't sure what the ‘Master Plan’ is.”

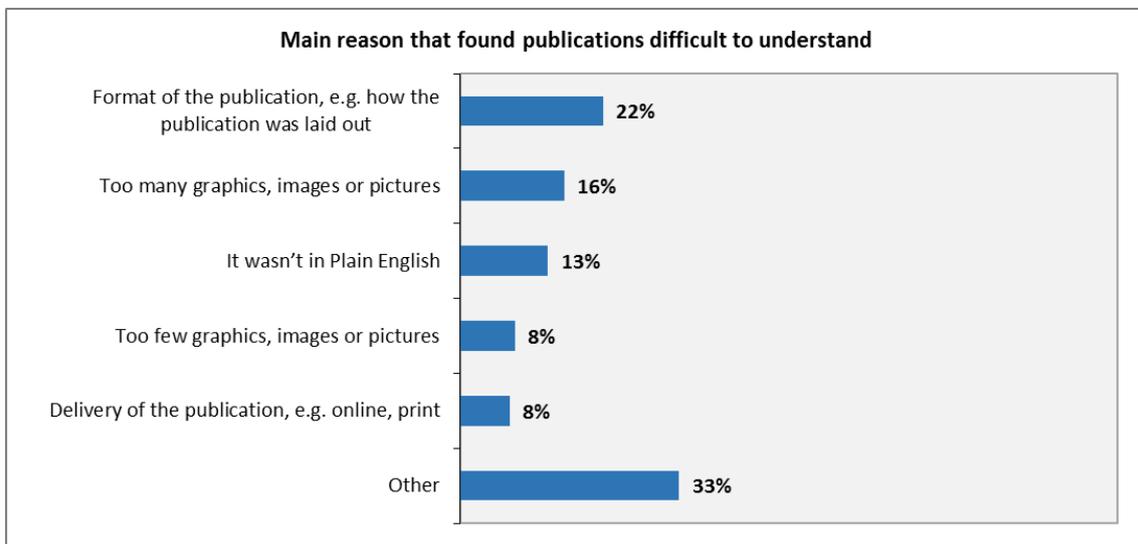
- 4.10. Respondents were generally positive around the extent to which these publications were easy to understand, although again views were more positive in relation to service and Council Tax leaflets (Figure 12 over the page).
- 4.11. Nearly 9 in 10 respondents found service leaflets easy to understand (88%), and less than 1% of respondents had difficulty understanding service leaflets. Similarly, around three quarters of respondents found the Council Tax spending leaflet easy to understand (74%), and no respondents reported finding this publication difficult to understand.
- 4.12. Respondents were somewhat less positive about the Aberdeen City Master Plan and council performance reports, with around half describing each of these as easy to understand (48% and 55% respectively). However, relatively few described these publications as difficult to understand; 12% for the Master Plan and 3% for council performance reports.
- 4.13. As was the case in relation to Figure 11, the number of respondents with experience of these publications limits the scope for more detailed analysis. However, survey data does suggest show older respondents (particularly those aged 65+) and those with a disability or long-term health condition as less likely than others to find the publications easy to understand.

Figure 12: Whether found Aberdeen City Council publications easy to understand



4.14. As Figure 13 below indicates, those who found the publications difficult to understand cited a range of reasons for this. These were most commonly related to the format or appearance of documents; 22% indicated that the document layout made them difficult to understand, 16% mentioned too many graphics, and 8% mentioned too few graphics. The language used was also an issue for a number of respondents, with 13% suggesting that publications were not in Plain English.

Figure 13: Main reason that found publications difficult to understand



- 4.15. Around a third of those who had some difficulty understanding the publications mentioned “other” reasons for this (41 providing written comment). The majority of these respondents referred to difficulty finding or accessing the publications, although this included some who indicated that they lacked the time or the interest to read the documents. Few respondents made substantive comment on the publications themselves, and these comments are listed below.

“Aspirational but thin on achievement markups.”

“It wasn't clear what the 'Master Plan' is, it just read like a list of proposals, not a plan.”

“Meaningless data.”

“No clear cut information given on higher council earners.”

“Not sufficient hard standards - some too vague.”

“Print was too small.”

“Published in Evening Express - only areas were shown of concern not the total reality.”

“References made to unfamiliar service names.”

“Summarising diverse and complex info can be difficult.”

“Text too small. Unclear illustrations could not read detail.”

“The finer points of the plan were less accessible - possibly easier to interpret if you are a planner but a lot of jargon to a lay person.”

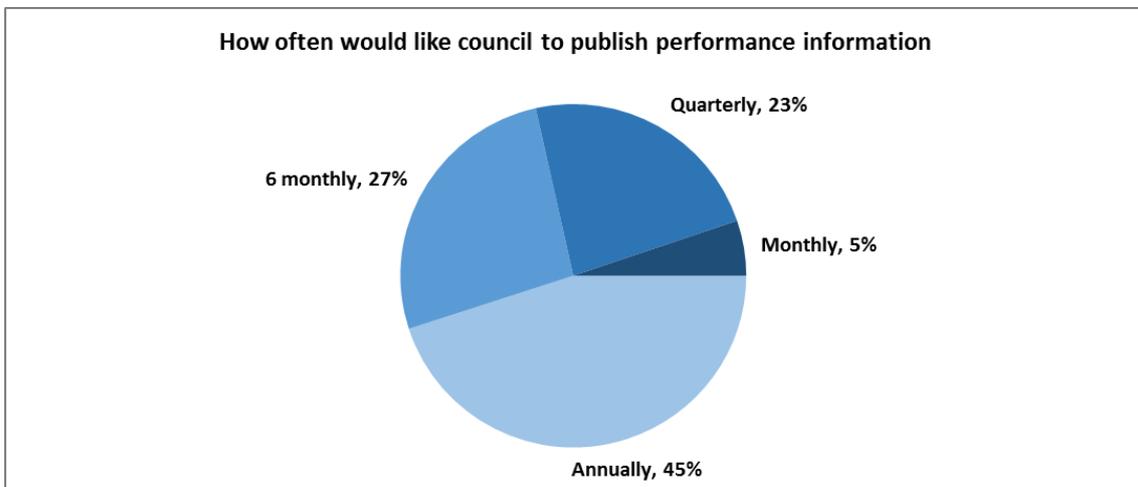
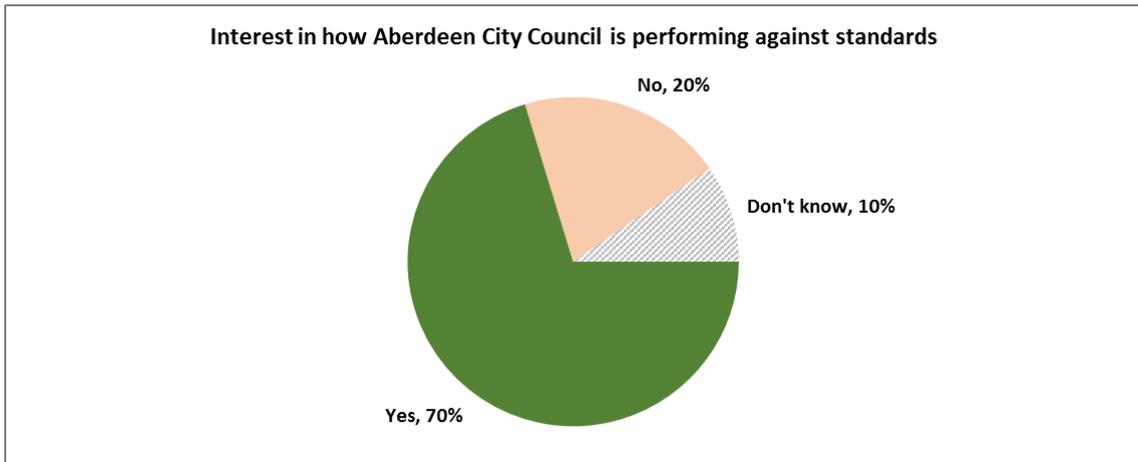
“The presentation was complicated and unclear on many vital aspects.”

“Too full of aspirational sound bites rather than factual.”

Aberdeen City Council performance information

- 4.16. Finally in relation to council publications, the survey sought to gauge interest in information on how Aberdeen City Council is performing (Figure 14 over the page).
- 4.17. A large majority of respondents expressed interest in information on how the council is performing (70%). This level of interest was consistent across respondent subgroups.
- 4.18. In terms of the frequency of performance reporting, annual reports was the most common choice; 45% of respondents would like the council to publish performance information annually. A further 27% would like to see performance reporting every 6 months, meaning that nearly three quarters of respondents would wish to see performance reporting no more than twice a year (72%).

Figure 14: Interest in information on how Aberdeen City Council is performing



Service Response: this is what we are doing

The results from the City Voice Report will influence our Customer Communication Strategy. The strategy's aim is to communicate, with the most appropriate and effective format, how well Aberdeen City Council is performing against its proposed Customer Service Charter & Standards.

While the proposed charter and standards have still to be approved, the proposal is currently available on the Aberdeen City Council website within the 'Contact Us' section. It is important for the organisation to be fully transparent regarding its performance against the Customer Service Charter & Standards but we want to do this in a way that is easy to access and understand by all of our customers.

The City Voice report demonstrated that around 6% of participants know about and read Aberdeen City Council Performance Reports. This is a quite a small percentage but it was very encouraging to see that around 70% of participants expressed an interest accessing information about performance. It does perhaps suggest we need to do more to highlight availability of this information and tailor availability to how our customers may prefer to access it.

It was equally interesting and encouraging to see the number of participants who have accessed and read service specific/Council Tax Leaflets. Most participants found these easy to read or had no difficulties at all understanding the information provided. This tells us that if we model this format to provide information about performance against the proposed Customer Service Charter & Standards that it is very likely our customers will fully understand our performance.

Difficulty accessing performance/service information in hard copy appears to be a key issue that participants found frustrating. This should not be forgotten when identifying how our customers would like to access performance information which 72% of participants would like to see at most twice annually.

Kimberley King

Customer Experience Officer

Aberdeen City Council

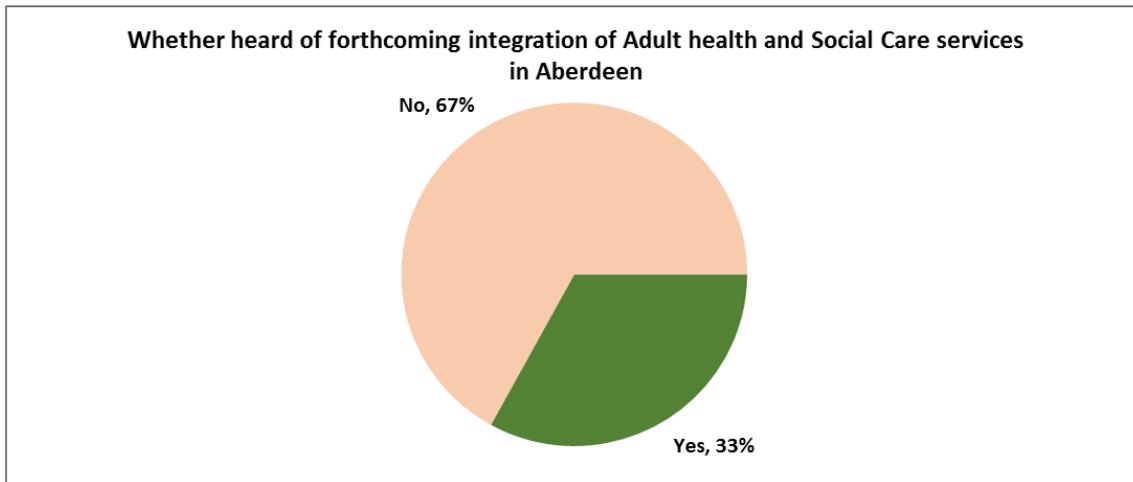
Email: kiking@aberdeencity.gov.uk

Phone: 01224 526065

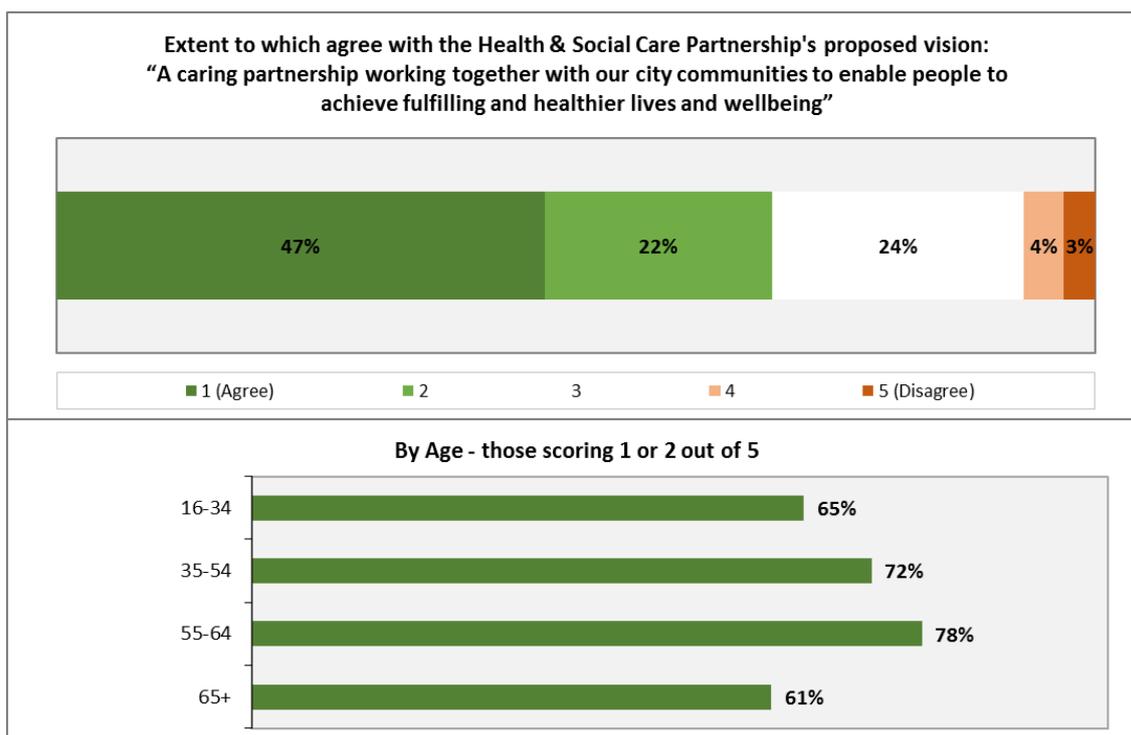
5. HEALTH AND SOCIAL CARE PARTNERSHIP PRIORITIES

- 5.1. This section considers awareness of the forthcoming integration of health and social care services in Aberdeen, and views on the vision, values and priorities for these services.
- 5.2. Integration of health and social care services in Aberdeen will take place in spring 2016 through creation of the Aberdeen City Health & Social Care Partnership. The Partnership will be responsible for planning of all health and care services in Aberdeen, and has drawn up a vision and range of value and priorities for services that will underpin its Strategic Plan. Figures 15 to 20 over the following pages set out survey respondents' views on these.
- 5.3. A third of survey respondents indicated that they had heard of the forthcoming integration of adult health and social care services in Aberdeen (33%). This level of awareness was consistent across respondent subgroups, and for example it is notable that those with a disability or long-term health condition did not report a higher level of awareness.

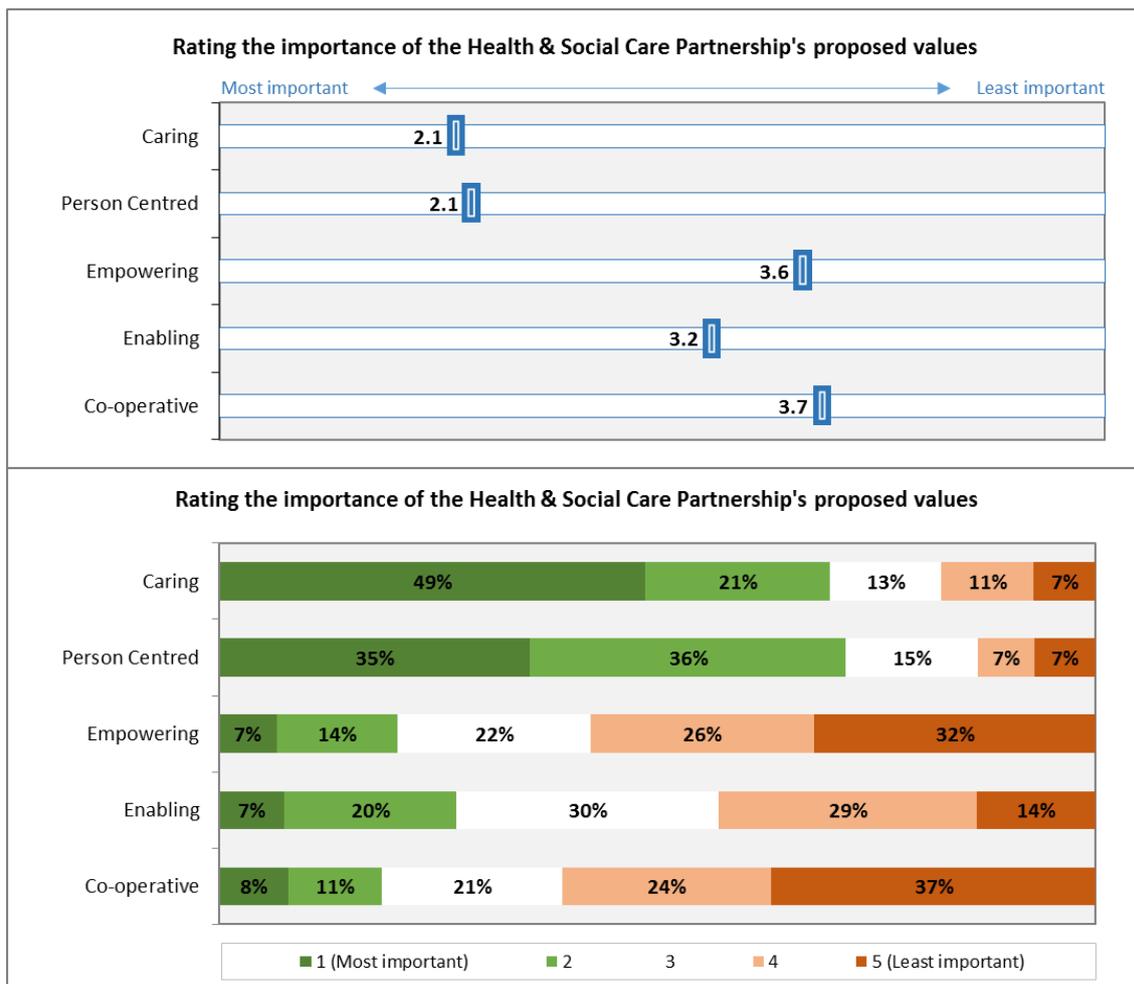
Figure 15: Whether heard of forthcoming integration of Adult health and Social Care services in Aberdeen



- 5.4. As Figure 16 over the page indicates, the majority of respondents agreed with the Health & Social Care Partnership's vision for services in Aberdeen, "A caring partnership working together with our city communities to enable people to achieve fulfilling and healthier lives and wellbeing" (69% agreed with this). Only around 1 in 14 respondents disagreed with the proposed vision (7%). This level of support was broadly similar across respondent subgroups.

Figure 16: Extent to which agree with the Health & Social Care Partnership's proposed vision

- 5.5. The Health & Social Care Partnership has identified five values that will shape its Strategic Plan for health and social care services in Aberdeen; "caring", "person centred", "empowering", "enabling", and "co-operative". Survey respondents were asked to rank these values in order of importance, "1" being the most important, and "5" the least important. Figure 17 over the page summarises responses.
- 5.6. There was a broad consensus of views amongst survey respondents, with "caring" and "person centred" ranked as the most important values. A large majority of respondents ranked these amongst their two most important values (70% and 71% respectively), and each received an average score of 2.1 out of 5 (the lower score indicating greater importance).
- 5.7. The other listed values were generally ranked as less important. This was particularly the case for "empowering" and "co-operative"; only around a fifth of respondents rated these as the first or second most important values, and around a third ranked each of these as the least important of the five values.
- 5.8. This ranking of the five proposed values was broadly consistent across respondent subgroups. Indeed the only significant variation was across age groups, with younger respondents (and particularly those aged under 35) generally ascribing greater importance than others to "enabling", and older respondents generally ascribing greater importance to "caring".

Figure 17: Rating the importance of the Health & Social Care Partnership's proposed values

5.9. More than 50 respondents suggested additional values that they felt could be adopted by the Health & Social Care Partnership. This included a broad range of specific suggestions, but a number of key themes emerged through respondents' written comments. These are highlighted below, in descending order of the number of respondents mentioning each:

- Listening, including a particular focus on involving service users and their families in decisions about their care, and recognising and using family members' knowledge.
- Accountable and transparent, in terms of the honest and integrity of services, and also the openness with which services communicate with communities.
- Respectful and compassionate, ensuring individuals' dignity is maintained and that service users are always treated with compassion (and that staff have the time to do this). There was also some overlap between these values, and the need to listen to and involve service users and their families.

- Efficient and value for money, recognising the importance of caring for people in a cost effective way (although some expressed concerns regarding the extent to which services are sufficiently well resourced to deliver services effectively).
 - Responsive and timely, with a focus on the effectiveness of services in meeting service users' needs, and also responding to changes in those needs.
 - Consistent and integrated, ensuring consistent care for service users and reducing the need for transitions between services.
 - Communicative, closely related to suggestions around listening and transparent.
- 5.10. The Health & Social Care Partnership has identified eight specific priorities for services in Aberdeen. Survey respondents were asked to select up to three of the eight priorities as the most important focus for the Partnership and services; Figure 18 over the page summarises responses.
- 5.11. This indicates that four of the eight values were seen as more important by survey respondents:
- Improve the health and wellbeing of our local population (53% included this in their three most important values);
 - Supporting those who are unpaid carers to look after their own health to enable them to maintain their caring role and have a quality of life outside the caring role. Ensure that unpaid carers are equal partners in the planning and delivery of services (53%);
 - Deliver high quality services that have a positive impact on personal experiences and outcomes (51%); and
 - Promote and support self-management and independence for individuals for as long as reasonably possible (46%).
- 5.12. Survey results indicate some significant variation across respondent subgroups in ranking of these priorities, primarily in relation to respondent age and gender:
- Working age respondents, and particularly those aged under 35, were more likely than those aged 65+ to highlight the importance of reducing health and wider social inequalities that affect health and wellbeing.
 - Older respondents were generally more likely to highlight the importance of promoting self-management and independence, and supporting unpaid carers.

- In relation to gender, males were more likely to highlight the importance of improving the health and wellbeing of our local population, while females were more likely to highlight development of personalised services.

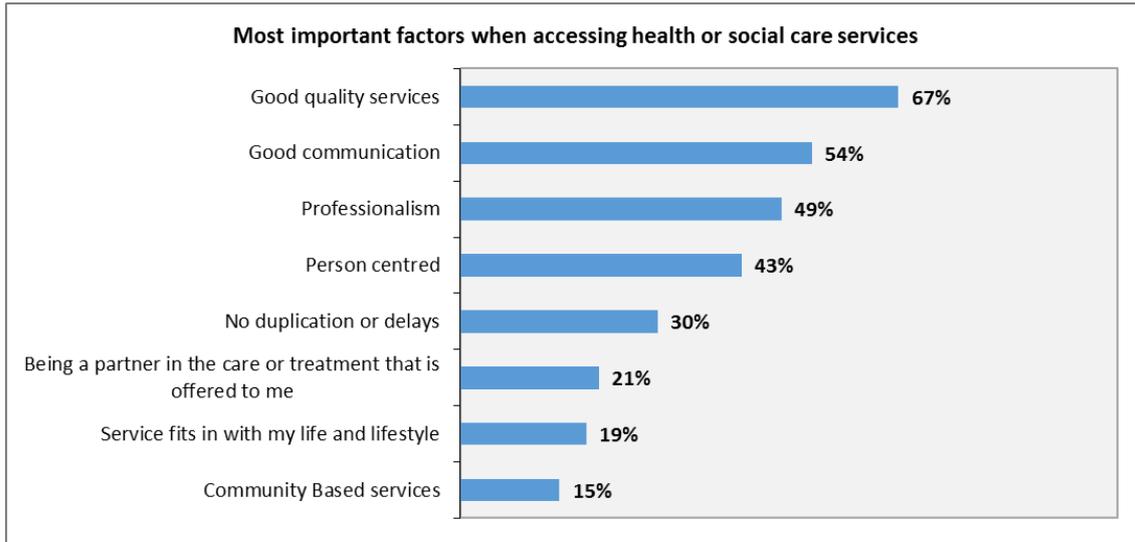
Figure 18: Identifying the most important of the Health & Social Care Partnership's proposed priorities

	Included in top 3 choices
Improve the health and wellbeing of our local population	53%
Supporting those who are unpaid carers to look after their own health to enable them to maintain their caring role and have a quality of life outside the caring role. Ensure that unpaid carers are equal partners in the planning and delivery of services	53%
Deliver high quality services that have a positive impact on personal experiences and outcomes	51%
Promote and support self-management and independence for individuals for as long as reasonably possible	46%
Develop personalised services that promote and protect the human rights of every individual and which enable our residents to have opportunities to maintain their wellbeing and take a full and active role in their local community	26%
Reduce health inequalities and the inequalities in the wider social conditions that affect our health and wellbeing	24%
Working in partnership with our residents, communities and organisations across all sectors to ensure that all our activities are meaningful and effective	24%
Strengthen existing community assets and resources that can help local people with their needs and make it easier for people to contribute to helping others in their communities	23%

- 5.13. Survey respondents were also asked to identify what is most important to them when accessing health or social care services, selecting up to three factors from the eight listed at Figure 19 over the page. Again survey data suggests a relatively clear set of priorities for respondents.
- 5.14. The quality of services was the factor that respondents were most likely to identify as important to them; two thirds of respondents mentioned this (67%). Good communication, professionalism and person centred were also highlighted by a substantial proportion of respondents (54%, 49% and 43% respectively).
- 5.15. In contrast, relatively few respondents mentioned community based services, fit with their lifestyle, and being a partner in care or treatment (15%, 19% and 21% respectively).

5.16. Around 2 respondents highlighted other factors which are important to them when accessing health or social care services. This included reference to the responsiveness of services to meet needs when they arise (including the speed of response), professionals listening to and treating individuals with respect, different services and staff working together to ensure consistency of approach (including one suggestion of a single service access point), clarity on the services available, and working to improve public health to reduce demand on services.

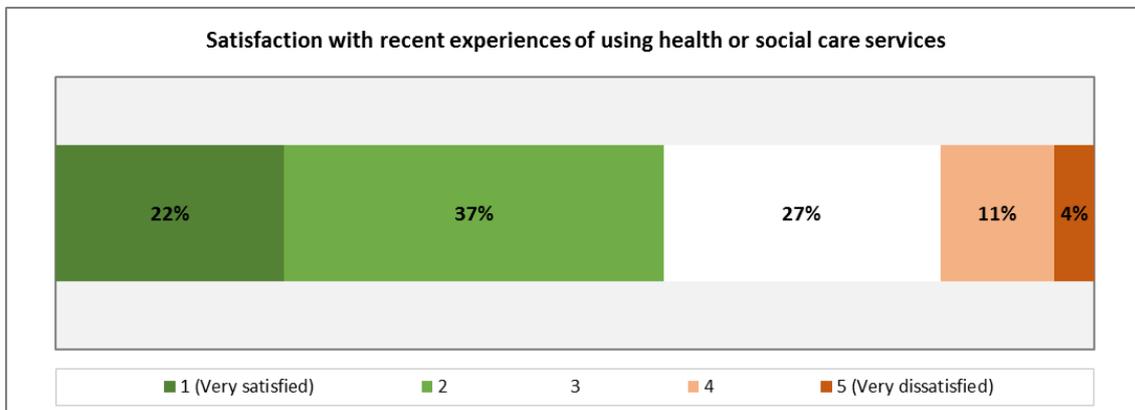
Figure 19: Most important factors when accessing health or social care services



Note: respondents were asked to select up to 3 options.

5.17. Finally for this section, the survey asked about respondents’ most recent experiences of using health or social care services in Aberdeen. As Figure 20 over the page indicates, more than half of respondents indicated that they were satisfied with this experience (59%), although a minority gave the top “very satisfied” score (22%). Around 1 in 7 respondents reported being dissatisfied with their most recent experiences of health and social care services in the city (15%).

Figure 20: Satisfaction with recent experiences of using health or social care services



Service Response: this is what we are doing

The City Voice responses to the forthcoming integration of our health and social care services were very interesting and very welcome. They confirmed our thinking that some work still needed to be undertaken to promote this significant milestone and that it is appropriate to manage the expectations of what this will mean in the short term for the people who use our services and our workforce.

All of the City Voice responses were collated and together with other responses from other consultation methods were drafted in a paper that was presented to the shadow Integration Joint Board for their consideration and discussion.

All responses received are being used to revise our draft strategic plan. With respect to each comment received we will show whether it was taken into account in the revision or not and if so to what degree. This 'you said, we did' document will be placed on our website <http://aberdeencityhscp.scot> .

Kevin Toshney

Planning and Development Manager (Integration)

Health and Social Care Partnership

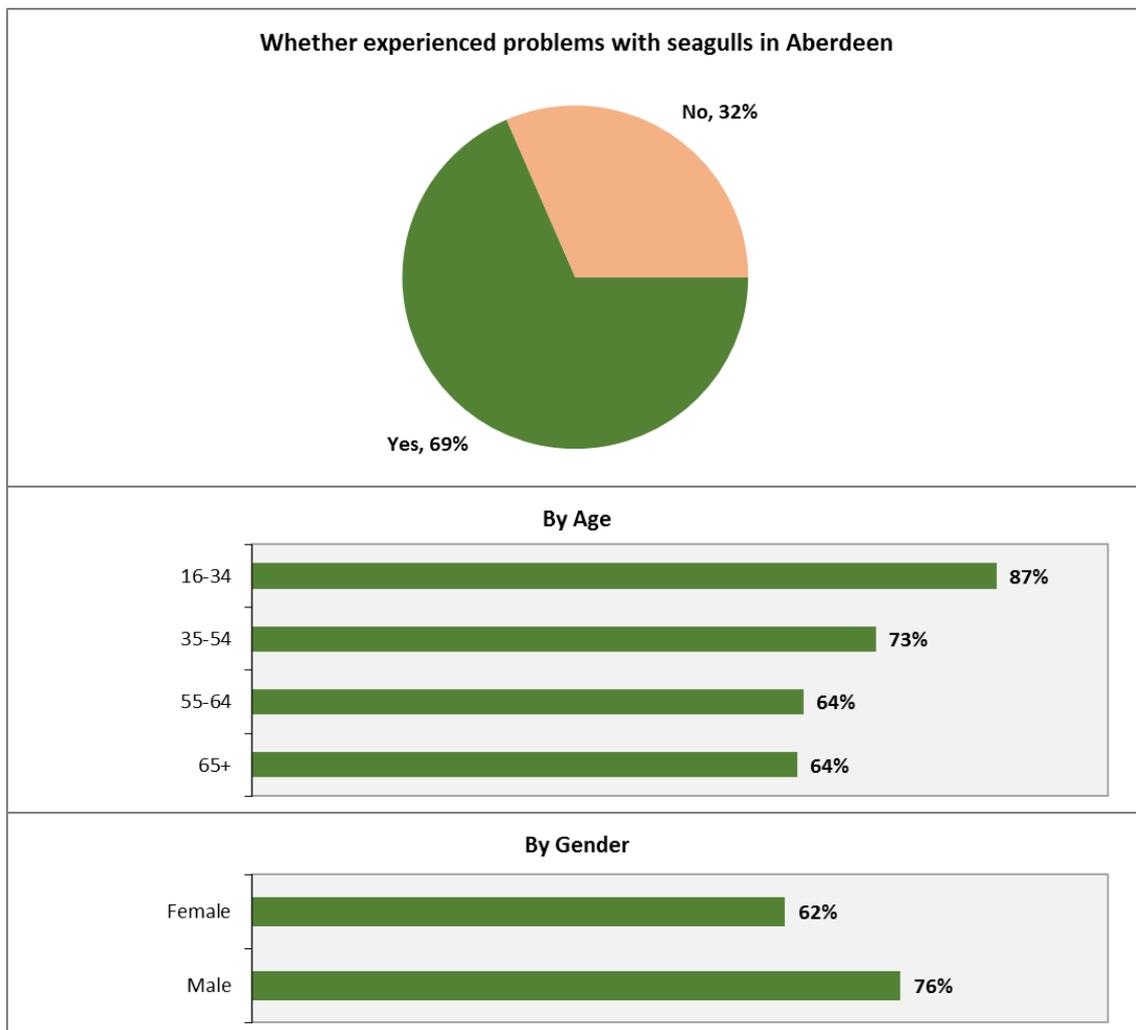
Email: ktoshney@aberdeencity.gov.uk

Phone: 01224 655750

6. PROBLEMS WITH SEAGULLS

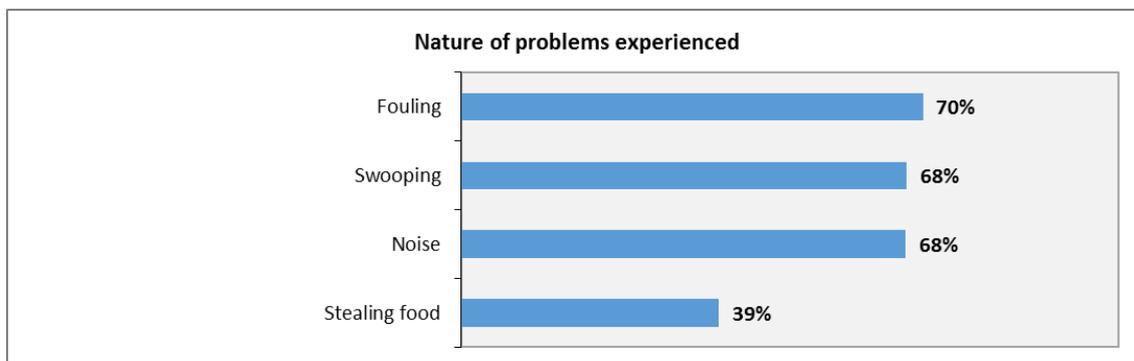
- 6.1. This section considers survey respondents' experience of problems with seagulls in Aberdeen, and their views on potential responses to these.
- 6.2. More than two thirds of respondents indicated that they had experienced problems with seagulls in Aberdeen (69%). This incidence was consistent at an area level, but there was some significant variation in experiences across other respondent subgroups, primarily age and gender. In terms of age, survey results suggest that under 55s (and particularly under 35s) are significantly more likely than others to have experienced problems with seagulls. In terms of gender, males are more likely than females to have experienced these problems.

Figure 21: Whether experienced problems with seagulls in Aberdeen



- 6.3. Survey respondents mentioned having experienced a range of problems with seagulls (Figure 22). Fouling, swooping and noise were the most common problems, each mentioned by around 7 in 10 respondents. Respondents were significantly less likely to indicate that they had experienced seagulls stealing food, although there remained around 2 in 5 who mentioned this. This profile of experience was consistent across subareas.
- 6.4. A little more than 50 respondents highlighted a range of other seagull problems that they had experienced in Aberdeen. The most commonly mentioned was in relation to nesting, including several respondents who had experienced seagulls nesting on their roof. Respondents also mentioned examples of aggressive behaviour from seagulls, the mess caused by seagulls trying to get into household waste in wheeled refuse bins, and problems related to neighbours feeding seagulls. A small number of respondents also mentioned damage to property (primarily cars) caused by seagulls.

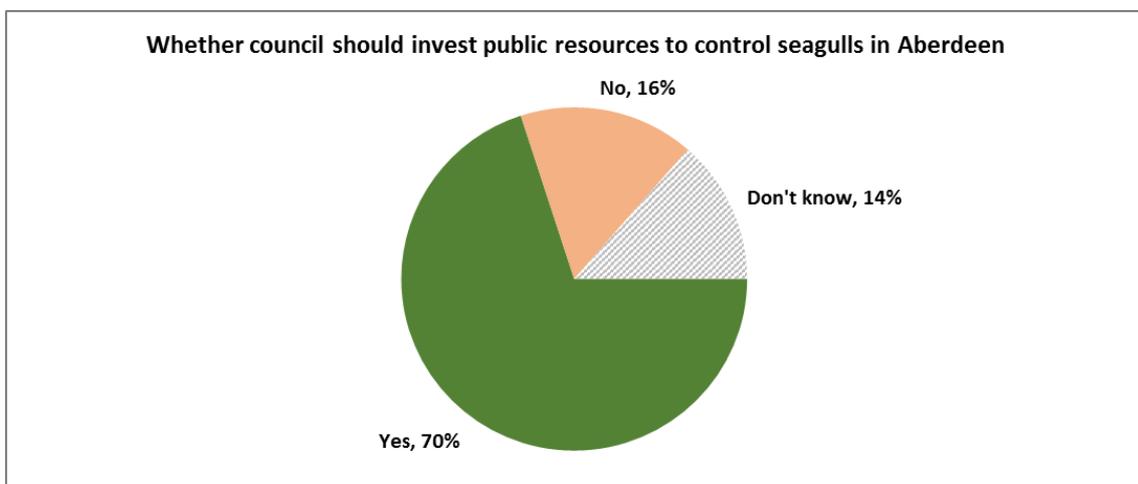
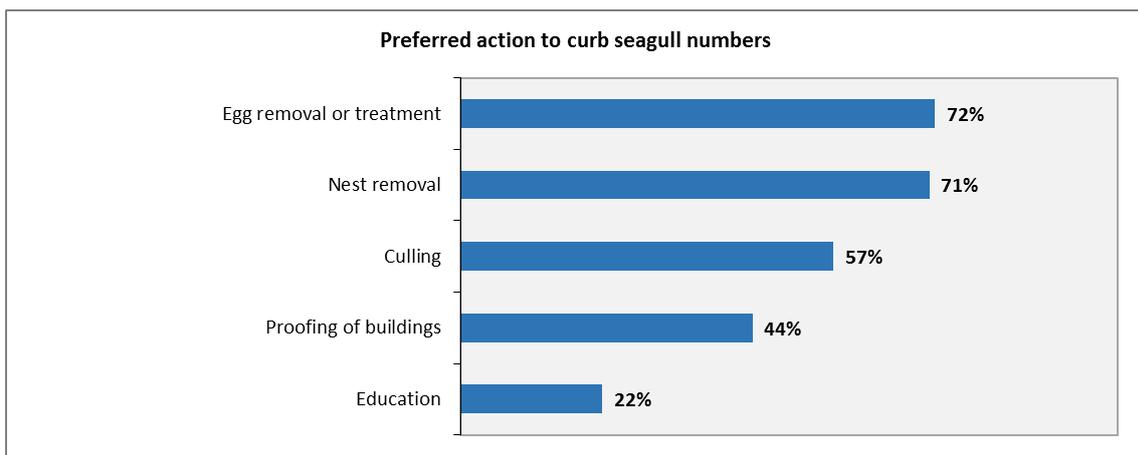
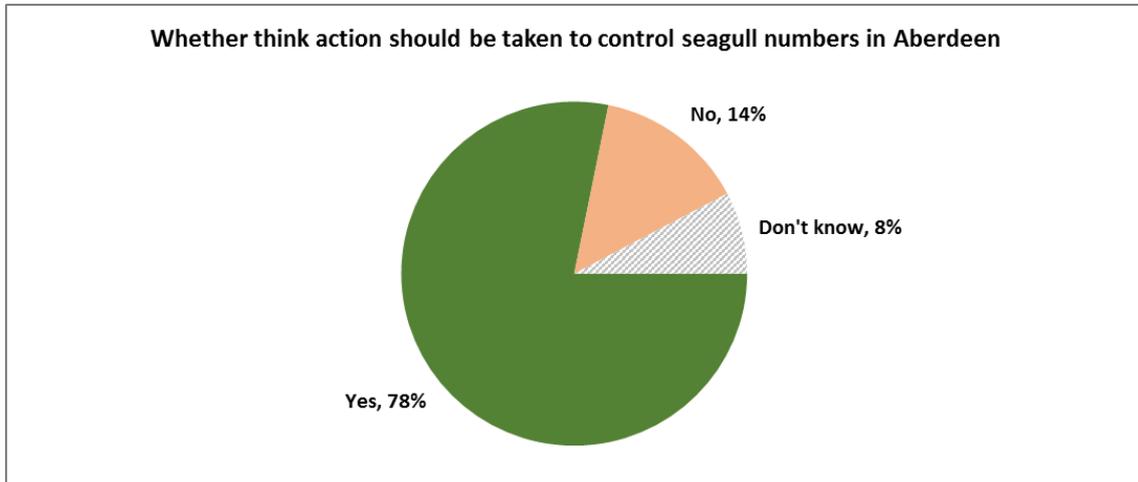
Figure 22: Nature of seagull problems experienced



- 6.5. The survey also asked respondents for their views on the need for action to control seagull numbers in Aberdeen, and the form that any action may take. Responses are summarised at Figure 23 over the page. Key points of note are:
- A large majority of respondents felt that there is a need for action to control seagull numbers in the city (78%).
 - Egg removal or treatment, and nest removal were the preferred actions for most respondents (supported by 72% and 71% respectively). There was also relatively strong support for culling (58%). In contrast, relatively few respondents preferred education as an approach to control seagulls (22%).
 - A large majority of respondents felt that the council should invest public resources to control seagulls in Aberdeen (70%).

6.6. Survey data suggests that there is little variation across respondent subgroups, and for example views on control of seagulls were consistent across subareas. The only significant difference was in relation to gender, with males more likely than females to recommend action to control seagull numbers, and more likely to wish to see public resources invested in this.

Figure 23: Views on action to control seagulls in Aberdeen



Service Response: this is what we are doing

Through the City Voice questionnaire we have been given a wider view of how the residents of Aberdeen feel about sharing their city with seagulls.

It had been a concern previously that the view of the Council Environmental Health and Pest Control of the issue was skewed as we were only dealing with complaints and concerns.

The results of the questionnaire give a clearer picture of the impact that Aberdonians feel that these birds have on their daily lives.

It is significant that more than two thirds of respondents indicated that they had experienced problems with seagulls.

It remains a fact that gulls are protected and that Aberdeen City Council have no statutory powers to address the issues caused by these birds. However there are options available in relation to gulls nesting on council property and control of numbers.

The results of the questionnaire will assist the council to formulate future policy in relation to seagulls.

Marion Elphinstone

Principal Environmental Health Office (Public Health)

Aberdeen City Council

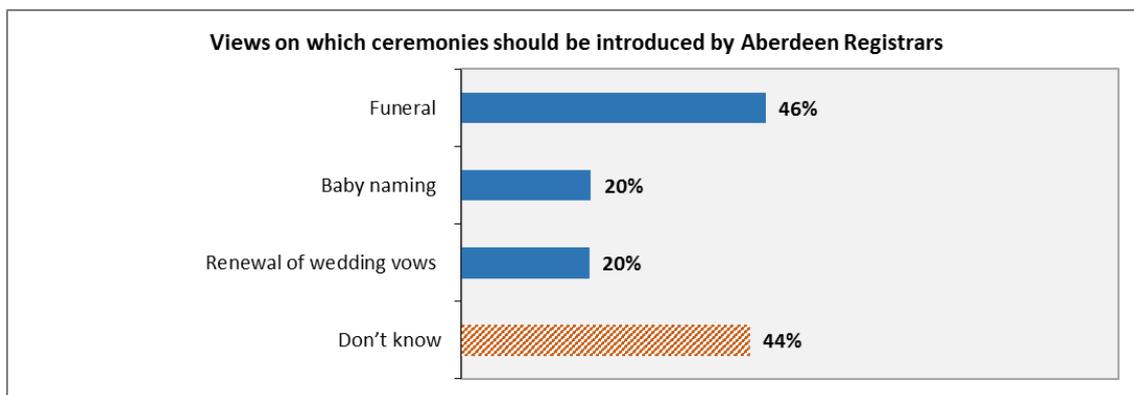
Email: melphinstone@aberdeencity.gov.uk

Phone: 01224 522062

7. REGISTRARS SERVICES IN ABERDEEN

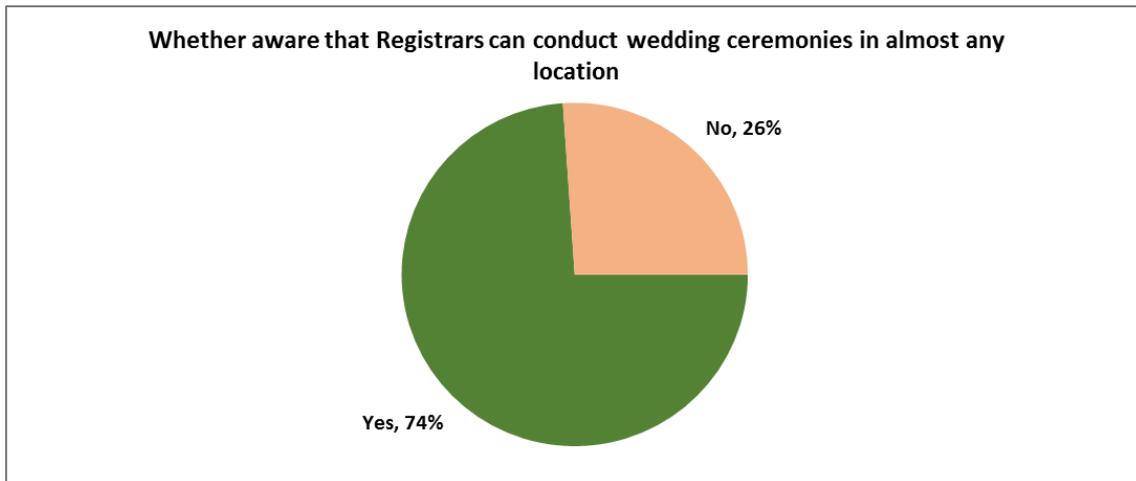
- 7.1. This section considers experience of and views on Registrars services in Aberdeen. This includes views on new services that may be introduced by Aberdeen Registrars, and awareness and personal experience of wedding ceremonies provided by the Registrars.
- 7.2. A little more than half of survey respondents had a views on which ceremonies should be introduced by the Registrars service (56%). As Figure 24 indicates, the broadest support was for the introduction of funeral ceremonies with 46% of all respondents supporting this. Fewer respondents suggested the introduction of baby naming and renewal of wedding vows ceremonies; a fifth of respondents mentioned each of these.
- 7.3. There was some variation across respondent subgroups in this profile of views on the introduction of new Registrars ceremonies. This was primarily in relation to age and gender. For example younger respondents (particularly under 35s) were more likely than others to suggest the introduction of baby naming and renewal of wedding vows. Females were also more likely than males to suggest the introduction of baby naming ceremonies.

Figure 24: Views on which ceremonies should be introduced by Aberdeen Registrars



- 7.4. Survey respondents indicated good awareness of the fact that Registrars can now conduct wedding ceremonies in a broad range of locations (Figure 25%). Around three quarters of respondents were aware of this, and awareness was consistently strong across respondent subgroups. Perhaps unsurprisingly, those who had booked a wedding or civil partnership ceremony were more likely than others to be aware of the range of potential ceremony locations.

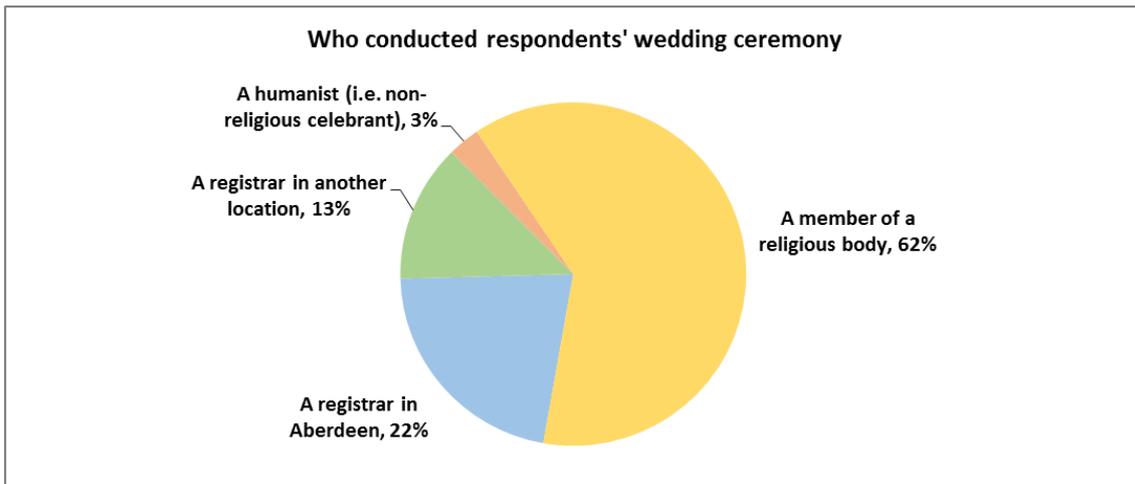
Figure 25: Whether aware that Registrars can now conduct wedding ceremonies in a wide range of locations



- 7.5. A third of respondents indicated that they had booked a ceremony to get married or enter into a civil partnership (33%). Those of working age, and those living with children were more likely than others to indicate this.
- 7.6. Figure 26 over the page summarises respondents' experience of wedding ceremonies specifically. The main points of note are:
- The majority of respondents who are currently or had been married indicated that their wedding ceremony had been conducted by a member of a religious body. More than 3 in 5 respondents indicated this (62%).
 - A little more than a third of respondents indicated that their wedding ceremony had been conducted by a Registrar (35%). This included around a fifth of respondents whose wedding ceremony had been conducted by a registrar in Aberdeen (22%).
 - A very large majority of those whose ceremony had been conducted by the Aberdeen Registrars had been satisfied with the service provided. As many as 9 in 10 of these respondents had been satisfied (90%). Only 3% indicated that they had not been satisfied. A number of respondents provided further comment on their experience of wedding ceremonies conducted by Aberdeen Registrars, although several of these noted that their experience had been some time ago. Positive comments from respondents referenced the efficiency of the service (several noting that *"everything went smoothly"*), registrars' manner (friendly, welcoming, relaxed, professional), and the quality and presentation of the venue. A small number of respondents suggested that the setting for the ceremony had been somewhat "spartan", although this appeared to relate to a previous venue no longer in use.

- Fewer than 1 in 20 of those who are or had been married indicated that their wedding ceremony had been conducted by a humanist (3%). These respondents had most commonly chosen a humanist ceremony due to the content of the ceremony (53%), although this is based on a small number of respondents. A number of respondents mentioned other reasons for choosing a humanity wedding, most of these being related to personal beliefs.

Figure 26: Personal experience of wedding ceremonies



Views on service from Registrar (those using an Aberdeen Registrar)	
1 (Very satisfied)	54%
2	36%
3	7%
4	2%
5 (Not at all satisfied)	1%

Reason chose a humanist to conduct wedding ceremony	
Content of ceremony	53%
Location of ceremony	8%
Price of ceremony	5%
Other	34%

Service Response: this is what we are doing

The Aberdeen Registrars are very grateful for the responses to the questions and in particular appreciate the very high levels of satisfaction shown by previous users. We are currently looking at promoting the service and are considering offering additional services for which there may be demand. On this basis the support for baby naming and renewal of vows ceremonies is very helpful and the current results show a growing interest which we will seek to meet in the near future.

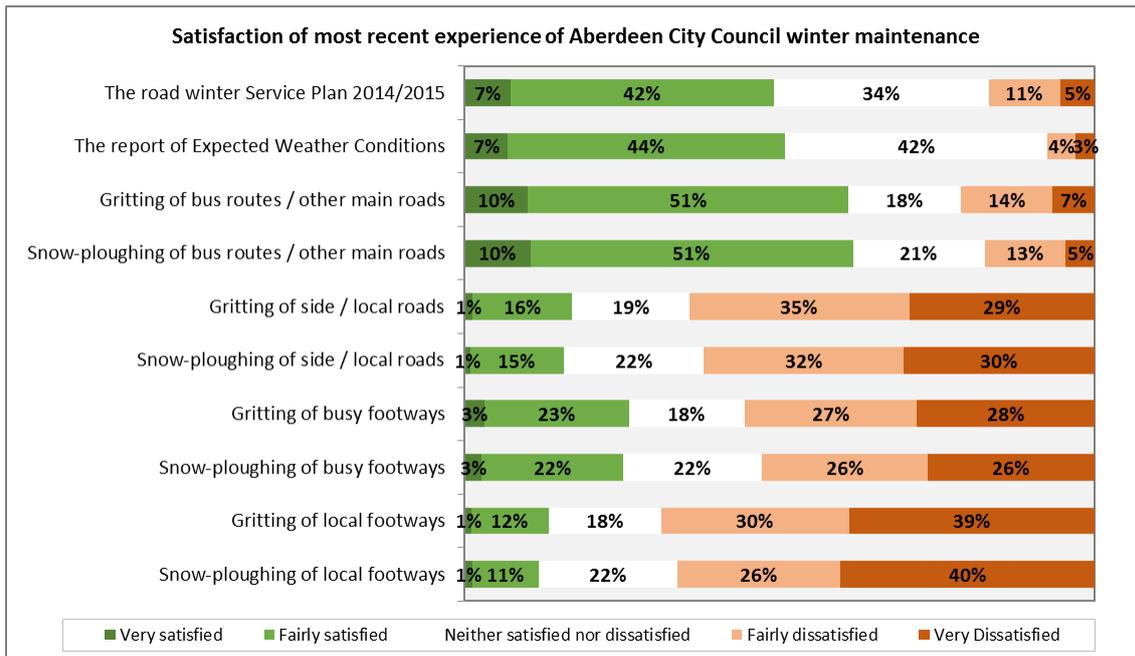
The support shown for funeral services was far greater than expected (although this is not an area which has been the subject of previous consultation) and the results are useful for considering the services which the registrars could offer in the longer term. Other councils have been asking similar questions in their own areas and the data provided will help guide service provision in the future.

Roderick MacBeath
Senior Democratic Services Manager
Legal and Democratic Services
Aberdeen City Council
rmacbeath@aberdeencity.gov.uk
Phone: Tel (01224) 523054

8. COUNCIL'S WINTER MAINTENANCE SERVICE PLAN

- 8.1. This section considers views on Aberdeen City Council's winter maintenance. This includes satisfaction with specific aspects of the winter maintenance work, and views on whether the council is making adequate provision for winter maintenance.
- 8.2. Satisfaction levels varied considerably across specific aspects of the council's winter maintenance. Satisfaction was relatively strong in relation to gritting and snow-ploughing of bus routes and other main roads. Around 2 in 5 respondents were satisfied with these (61% for gritting, 62% for snow-ploughing), although there remained around a fifth who were dissatisfied. Satisfaction was also relatively strong in relation to the road winter Service Plan (49% satisfied) and the report of Expected Weather Conditions (51%).
- 8.3. Respondents showed significantly lower satisfaction in relation to other aspects of the council's winter maintenance. This was particularly the case in relation to gritting and snow-ploughing of local footways and local roads. Only around 1 in 7 respondents were satisfied with these aspects of the council's winter maintenance (12% to 17%), and around two thirds were dissatisfied (62% to 69%). Dissatisfaction was somewhat stronger in relation to local footways (than local roads), with around 2 in 5 respondents "very dissatisfied" with winter maintenance of local footways.
- 8.4. This satisfaction profile was broadly consistent at a local area level. Indeed the only significant variation was those in the South area reporting stronger satisfaction in relation to the Expected Weather Conditions report.

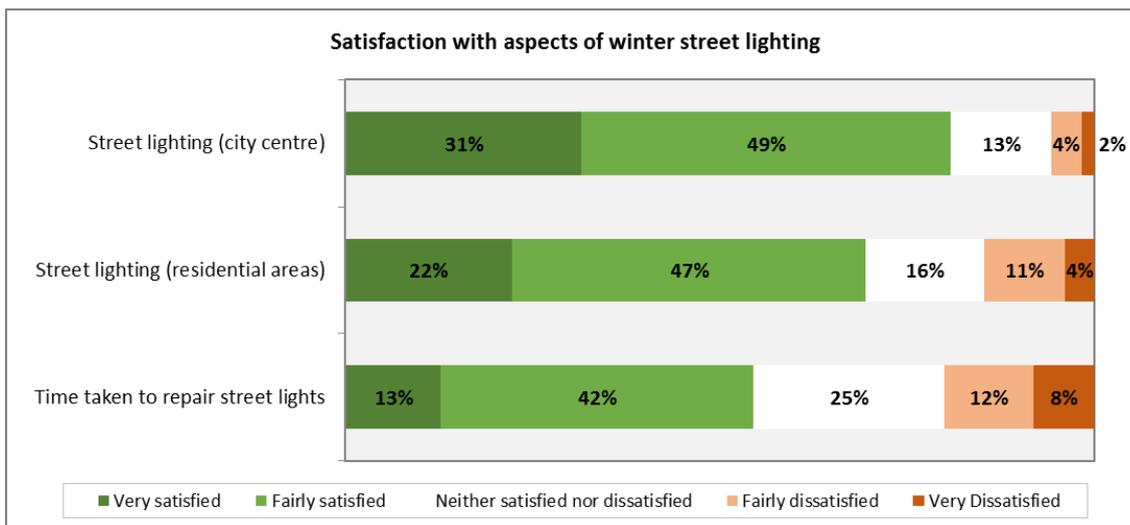
Figure 27: Satisfaction of aspects of Aberdeen City Council winter maintenance



Base excludes "don't know" responses.

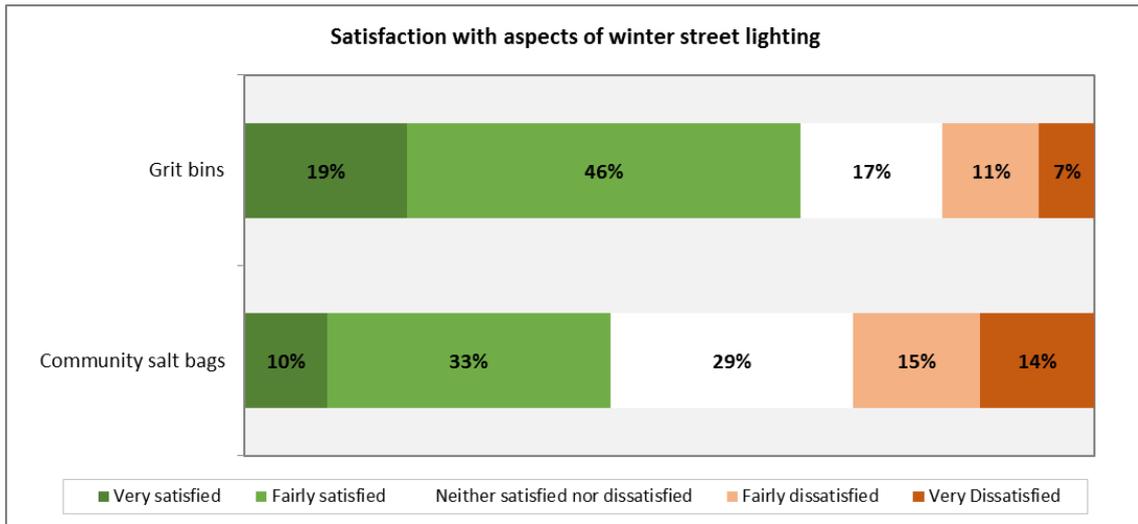
- 8.5. The majority of respondents indicated that they are satisfied with street lighting during winter; 80% were satisfied with city centre street lighting, and 69% were satisfied with residential street lighting (Figure 28). Satisfaction was somewhat lower in relation to the time taken to repair street lights (55% satisfied). However this is primarily due to a larger proportion of respondents giving a neutral “neither/nor” response, and a relatively small minority expressed dissatisfaction with time taken to repair street lights (20%). This profile of views was consistent across sub areas.

Figure 28: Satisfaction with street lighting in winter conditions



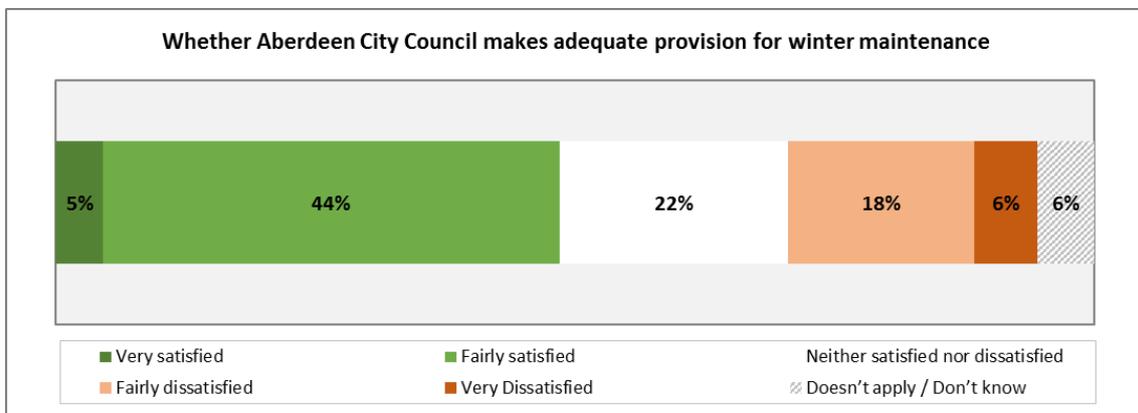
- 8.6. Nearly half of respondents indicated that they had made use of grit bins in Aberdeen (47%), but few had made use of community salt bags (6%).
- 8.7. Those who had made use of these facilities were asked to rate their experience (Figure 29 over the page). The majority of those who had used grit bins indicated that they had been satisfied with these; nearly two thirds indicated this (65%), with a little less than a fifth reporting dissatisfaction (18%). A smaller proportion of those who had used community grit bins had been satisfied with these; 43% had been satisfied, and 29% dissatisfied. Again there was no significant area variation in this profile of views.

Figure 29: Views on grit bins and community salt bags



- 8.8. Finally in relation to the winter maintenance plan, survey respondents were asked for their views on whether Aberdeen City Council is making adequate provision for winter maintenance of roads (Figure 30).
- 8.9. Around half of all respondents indicated that they were satisfied with the provision made by the council for winter maintenance of roads (49%). In addition, more than a quarter of respondents did not give a clear positive or negative view on the council’s provision for winter maintenance (28% answering “neither/nor” or “don’t know”). The remaining quarter of respondents indicated that they were dissatisfied with this (24%).
- 8.10. As was found in relation to views on the quality of winter maintenance, views on the council’s provision for winter maintenance were broadly consistent across subareas.

Figure 30: Views on whether Aberdeen City Council is making adequate provision for winter maintenance of roads



Service Response: this is what we are doing

We are trying to develop a running picture of reactions to our response to winters of all types and so all data is of benefit.

There is little surprise in the general response that the Winter Maintenance on main roads is better than on local accesses. It is our policy that main roads are given priority. The idea behind that is that if the main roads are not cleared, people's general travel ability will be significantly impacted. Additionally, attending to minor roads is relatively costly as distances travelled by machines are restricted by the additional manoeuvring required especially in narrow roads with parked vehicles. It would require specialised machines to be able to cope effectively with these difficulties.

These observations apply equally to carriageways and footways.

Current budget levels make it necessary to take careful consideration of which routes are prioritised.

However, we recognise the need to give more consideration to some of the higher and more exposed parts of the city and to the specific needs of some less advantaged groups of road users.

Angus Plumb

Engineer

Aberdeen City Council

angusp@aberdeencity.gov.uk

Phone: 01224 521567

9. CONCLUDING REMARKS

- 9.1. This report has provided an overview of results from the 36th City Voice survey, the Citizens' Panel for Aberdeen. Further detail is provided in tabular results provided alongside this report.
- 9.2. The level of survey response achieved for the current survey suggests a **continuing high level of engagement from City Voice members**, with 68% responding. This level of engagement is also evident in the number of respondents taking the time to offer written comment throughout the survey.
- 9.3. Most importantly, the level of survey response achieved is sufficient to produce **robust overall survey results** and to permit **more detailed analysis of results for specific respondent groups**. This has allowed our analysis to consider potential variation in results across a range of socio-demographic groups.
- 9.4. A key focus for the **ongoing Panel programme** will be to maintain – and where possible improve – engagement amongst City Voice members to ensure that consultation results continue to provide a robust and reliable resource for the council and partners. Meaningful feedback of consultation findings is an important factor in maintaining Panel members' engagement, and this is provided via newsletters to Panel members, and the publication of survey outputs via the Community Planning Aberdeen website (<http://communityplanningaberdeen.org.uk/cityvoice>).

* _ * _ *

APPENDIX: TABULAR RESULTS

Tabular results, including base numbers, are provided over the following pages for each of the Figures presented in the main body of the report.

Introduction

Figure 31: Survey response rates over time

Survey 36	67.9%
Survey 35	68.8%
Survey 34	68.8%
Survey 33	70.2%
Survey 32	75.5%
Survey 31	78.4%
Survey 30	70.6%
Survey 29	66.1%
Survey 28	67.8%

Performance Information On Council Services

Figure 32: Interest in information on the standard of council services and functions

Yes	85%
No	15%
<i>Base</i>	604

Figure 33: Preferred types of information on the standard of council services

Cost of services and functions	77%
Case studies about council projects or specific areas of service provision	47%
Analysis of Aberdeen City Council's performance compared with other councils	67%
Feedback from customer surveys about the quality of our services	61%
Information about changes in our performance over time	49%
<i>Base</i>	558

Figure 34: Preferred means of accessing information on the standard of council services

	Avg	1	2	3	4	5	6	Base
'Performance Portal'	2.4	40%	21%	12%	14%	8%	5%	443
Register for report via email	3.1	22%	20%	17%	15%	15%	10%	433
Newsletters issued door to door	3.1	29%	16%	13%	12%	16%	15%	456
Performance Reports to the council's committees published on council website	3.2	11%	22%	28%	20%	13%	6%	413
Hard copy 'performance report' available at public buildings and council offices	3.9	17%	12%	12%	13%	19%	28%	418
Social media	4.4	4%	12%	15%	16%	16%	37%	406

Council Telephone Service Opening Times

Figure 35: Whether phone the Customer Contact Centre to report issues or receive council services

Yes	40%
No	57%
Don't know	3%
<i>Base</i>	606

Figure 36: How often contact the Customer Contact Centre by phone

Weekly	2%
Monthly	5%
Every 3 months	11%
Less than every 3 months	75%
Don't know	8%
<i>Base</i>	238

Figure 37: Whether happy with the Customer Contact Centre's current opening hours

Yes	91%
No	9%
<i>Base</i>	499

Figure 38: Preferred times to get in touch with Customer Contact Centre

	Weekdays	Weekend
Earlier in the morning (6am – 8am)	12%	6%
During the day (8am – 6pm)	76%	95%
Later in the evening (6pm – 8pm)	42%	13%
Overnight (8pm – 6am)	9%	7%
<i>Base</i>	479	460

Accessing Council Publications

Figure 39: Whether received or read Aberdeen City Council publications

Aberdeen City Council (ACC) Performance Reports	6%
Aberdeen City Master Plan	22%
Council Tax Spending Leaflet	29%
Service Leaflets (e.g. Waste Collection Leaflet, Doors Open Day Leaflet)	47%
None of the above	45%
<i>Base</i>	593

Figure 40: Whether found Aberdeen City Council publications easy to read

	Easy	Neither easy nor difficult	Difficult	Base
Aberdeen City Council Performance Reports	23%	53%	24%	82
Aberdeen City Master Plan	33%	49%	18%	162
Council Tax Spending Leaflet	57%	39%	4%	188
Service Leaflets	71%	25%	3%	286

Figure 41: Whether found Aberdeen City Council publications easy to understand

	Yes	Neutral	No	Base
Aberdeen City Council Performance Reports	55%	41%	3%	29
Aberdeen City Master Plan	48%	40%	12%	123
Council Tax Spending Leaflet	74%	26%		163
Service Leaflets	88%	12%	0.4%	267

Figure 42: Main reason that found publications difficult to understand

Format of the publication, e.g. how the publication was laid out	22%
Too many graphics, images or pictures	16%
It wasn't in Plain English	13%
Too few graphics, images or pictures	8%
Delivery of the publication, e.g. online, print	8%
Other	33%
<i>Base</i>	120

Figure 43: Interest in information on how Aberdeen City Council is performing

Interest in how Aberdeen City Council is performing against standards	
Yes	70%
No	20%
Don't know	10%
<i>Base</i>	582
How often would like council to publish performance information	
Annually	45%
6 monthly	27%
Quarterly	23%
Monthly	5%
<i>Base</i>	407

Health and Social Care Partnership Priorities

Figure 44: Whether heard of forthcoming integration of Adult health and Social Care services in Aberdeen

Yes	33%
No	67%
<i>Base</i>	597

Figure 45: Extent to which agree with the Health & Social Care Partnership's proposed vision

1 (Agree)	47%
2	22%
3	24%
4	4%
5 (Disagree)	3%
<i>Base</i>	565

Figure 46: Rating the importance of the Health & Social Care Partnership's proposed values

	Avg	Most important			Least important		<i>Base</i>
		1	2	3	4	5	
Caring	2.1	49%	21%	13%	11%	7%	492
Person Centred	2.1	35%	36%	15%	7%	7%	474
Empowering	3.6	7%	14%	22%	26%	32%	463
Enabling	3.2	7%	20%	30%	29%	14%	470
Co-operative	3.7	8%	11%	21%	24%	37%	476

Figure 47: Identifying the most important of the Health & Social Care Partnership's proposed priorities

Improve the health and wellbeing of our local population	53%
Supporting those who are unpaid carers to look after their own health to enable them to maintain their caring role and have a quality of life outside the caring role. Ensure that unpaid carers are equal partners in the planning and delivery of services	53%
Deliver high quality services that have a positive impact on personal experiences and outcomes	51%
Promote and support self-management and independence for individuals for as long as reasonably possible	46%
Develop personalised services that promote and protect the human rights of every individual and which enable our residents to have opportunities to maintain their wellbeing and take a full and active role in their local community	26%
Reduce health inequalities and the inequalities in the wider social conditions that affect our health and wellbeing	24%
Working in partnership with our residents, communities and organisations across all sectors to ensure that all our activities are meaningful and effective	24%
Strengthen existing community assets and resources that can help local people with their needs and make it easier for people to contribute to helping others in their communities	23%
<i>Base</i>	561

Figure 48: Most important factors when accessing health or social care services

Good quality services	67%
Good communication	54%
Professionalism	49%
Person centred	43%
No duplication or delays	30%
Being a partner in the care or treatment that is offered to me	21%
Service fits in with my life and lifestyle	19%
Community Based services	15%
<i>Base</i>	570

Figure 49: Satisfaction with recent experiences of using health or social care services

1 (Very satisfied)	22%
2	37%
3	27%
4	11%
5 (Very dissatisfied)	4%
<i>Base</i>	532

Problems with Seagulls

Figure 50: Whether experienced problems with seagulls in Aberdeen

Yes	69%
No	32%
<i>Base</i>	597

Figure 51: Nature of seagull problems experienced

Fouling	70%
Swooping	68%
Noise	68%
Stealing food	39%
<i>Base</i>	401

Figure 52: Views on action to control seagulls in Aberdeen

Whether think action should be taken to control seagull numbers in Aberdeen	
Yes	78%
No	14%
Don't know	8%
	<i>Base</i> 594
Preferred action to curb seagull numbers	
Egg removal or treatment	72%
Nest removal	71%
Culling	57%
Proofing of buildings	44%
Education	22%
	<i>Base</i> 466
Whether council should invest public resources to control seagulls in Aberdeen	
Yes	70%
No	16%
Don't know	14%
	<i>Base</i> 590

Registrars Services in Aberdeen

Figure 53: Views on which ceremonies should be introduced by Aberdeen Registrars

Funeral	46%
Baby naming	20%
Renewal of wedding vows	20%
Don't know	44%
	<i>Base</i> 492

Figure 54: Whether aware that Registrars can now conduct wedding ceremonies in a wide range of locations

Yes	74%
No	26%
	<i>Base</i> 589

Figure 55: Personal experience of wedding ceremonies

Who conducted respondents' wedding ceremony	
A registrar in Aberdeen	22%
A registrar in another location	13%
A humanist (i.e. non-religious celebrant)	3%
A member of a religious body	62%
<i>Base</i>	431
Views on service from Registrar (those using an Aberdeen Registrar)	
1 (Very satisfied)	54%
2	36%
3	7%
4	2%
5 (Not at all satisfied)	1%
<i>Base</i>	92
Reason chose a humanist to conduct wedding ceremony	
Content of ceremony	53%
Location of ceremony	8%
Price of ceremony	5%
Other	34%
Base	38

Council's Winter Maintenance Service Plan

Figure 56: Satisfaction of aspects of Aberdeen City Council winter maintenance

	Very satisfied	Fairly satisfied	Neither nor	Fairly dissatisfied	Very dissatisfied	Base
The road winter Service Plan 2014/2015	7%	42%	34%	11%	5%	369
The report of Expected Weather Conditions	7%	44%	42%	4%	3%	332
Gritting of bus routes / other main roads	10%	51%	18%	14%	7%	557
Snow-ploughing of bus routes / other main roads	10%	51%	21%	13%	5%	548
Gritting of side / local roads	1%	16%	19%	35%	29%	557
Snow-ploughing of side / local roads	1%	15%	22%	32%	30%	543
Gritting of busy footways	3%	23%	18%	27%	28%	553
Snow-ploughing of busy footways	3%	22%	22%	26%	26%	540
Gritting of local footways	1%	12%	18%	30%	39%	542
Snow-ploughing of local footways	1%	11%	22%	26%	40%	530

Figure 57: Satisfaction with street lighting in winter conditions

	Very satisfied	Fairly satisfied	Neither nor	Fairly dissatisfied	Very dissatisfied	Base
Street lighting (city centre)	31%	49%	13%	4%	2%	547
Street lighting (residential areas)	22%	47%	16%	11%	4%	571
Time taken to repair street lights	13%	42%	25%	12%	8%	478

Figure 58: Views on grit bins and community salt bags

	Very satisfied	Fairly satisfied	Neither nor	Fairly dissatisfied	Very dissatisfied	Base
Grit bins	19%	46%	17%	11%	7%	305
Community salt bags	10%	33%	29%	15%	14%	105

Figure 59: Views on whether Aberdeen City Council is making adequate provision for winter maintenance of roads

Very satisfied	5%
Fairly satisfied	44%
Neither satisfied nor dissatisfied	22%
Fairly dissatisfied	18%
Very Dissatisfied	6%
Doesn't apply / Don't know	6%
	<i>Base</i> 579