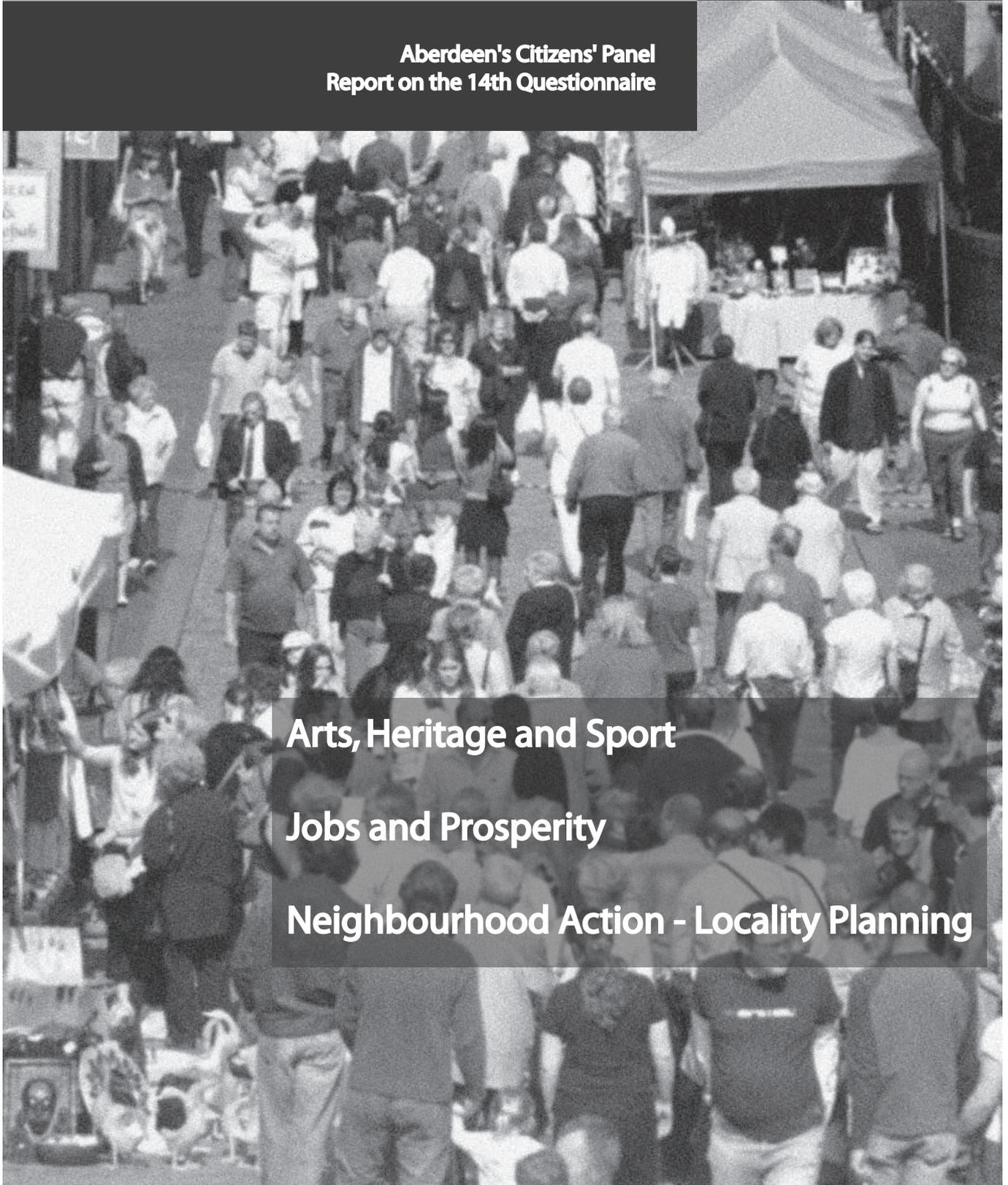


**Aberdeen's Citizens' Panel  
Report on the 14th Questionnaire**



**Arts, Heritage and Sport**

**Jobs and Prosperity**

**Neighbourhood Action - Locality Planning**

<a href="#">Table of Figures</a> .....	2
<a href="#">Table of Tables</a> .....	3
<a href="#">Introduction</a> .....	4
<a href="#">ARTS, HERITAGE &amp; SPORT</a> .....	5
<a href="#">Sports and Physical Activity</a> .....	5
<a href="#">Service Response</a> .....	11
<a href="#">Library &amp; Information Services</a> .....	12
<a href="#">Service Response</a> .....	20
<a href="#">Cultural Facilities and Activities</a> .....	21
<a href="#">Part 1 – Cultural Venues</a> .....	21
<a href="#">Part 2 – Cultural Activities</a> .....	25
<a href="#">Service Response</a> .....	33
<a href="#">Economic Development</a> .....	34
<a href="#">Service Response</a> .....	42
<a href="#">NEIGHBOURHOOD ACTION – LOCALITY PLANNING</a> .....	43
<a href="#">Neighbourhood Planning</a> .....	43
<a href="#">Service Response</a> .....	53

*Appendix 1 and 2 are available on request from the City Voice Co-ordinator at [cityvoice@aberdeencity.gov.uk](mailto:cityvoice@aberdeencity.gov.uk)*

## Table of Figures

<a href="#">Figure 1: How would you describe your level of physical activity?</a> .....	5
<a href="#">Figure 2: Are you currently an active member of a formal/ informal sports club or activity group?</a> .....	8
<a href="#">Figure 3: As a club/group member, how would you describe your level of involvement?</a> .....	9
<a href="#">Figure 4: In Questionnaire 11, you gave us some ideas of how we could market Aberdeen City Council's sports facilities better. We used your ideas to draw up the shortlist below. Please tick the 1 method you think would work best.</a> .....	10
<a href="#">Figure 5: Have you used a library in Aberdeen City in the last 12 months?</a> .....	12
<a href="#">Figure 6: On average, how often do you visit the library?</a> .....	13
<a href="#">Figure 7: In July 2007, the Council decided to change library opening hours for the City's libraries. Were you aware of this change in opening hours?</a> .....	18
<a href="#">Figure 8: Have the changes made it less likely that you visit the library or no difference</a> .....	18
<a href="#">Figure 9: What services would you like libraries to provide in the future?</a> .....	19
<a href="#">Figure 10: If you do not currently attend ANY of the cultural activities listed in question 4, what are the main reasons for this?</a> .....	25
<a href="#">Figure 11: How important do you think it is for the Council to be actively involved in securing future jobs and future prosperity in Aberdeen?</a> .....	34
<a href="#">Figure 12: Which 3 of the following job sectors do you think might provide the most growth opportunities in the next ten years?</a> .....	35
<a href="#">Figure 13: We want to raise awareness of the Council's 6 economic priorities. Which of these methods do you think will be most effective for getting this information across?</a> .....	37
<a href="#">Figure 14: Mean results for importance of factors for future economic prosperity</a> ....	38
<a href="#">Figure 15: Did you know that Aberdeen is divided into Neighbourhoods?</a> .....	43
<a href="#">Figure 16: Do you know the name of the Neighbourhood you live in?</a> .....	43
<a href="#">Figure 17: Do you know that there is a Neighbourhood Community Action Plan for your Neighbourhood?</a> .....	44
<a href="#">Figure 18: Apart from the City Voice, have you been asked for your views on local issues and services in your Neighbourhood in the last year?</a> .....	44
<a href="#">Figure 19: In the last year, have you received information about the progress of your Neighbourhood's Community Action Plan (e.g. 'You Said It' leaflet)?</a> .....	45
<a href="#">Figure 20: The general appearance of your Neighbourhood (or an area within it)?</a> .....	46
<a href="#">Figure 21: How the Council, Police, NHS etc have handled and responded to your queries?</a> .....	47
<a href="#">Figure 22: The availability and relevance of information about local services?</a> .....	47
<a href="#">Figure 23: The provision of new and improved facilities?</a> .....	49
<a href="#">Figure 24: If you wanted to raise an issue about your local Neighbourhood, who would you most likely contact?</a> .....	49
<a href="#">Figure 25: Are you satisfied with the Neighbourhood Planning process?</a> .....	50
<a href="#">Figure 26: Do you feel you can influence what happens in your Neighbourhood? ..</a>	51

## Table of Tables

<a href="#">Table 1: If you ticked b) at question 1, on a scale of 1-5 where 5 is very important and 1 is not at all important.</a>	6
<a href="#">Table 2: What type of physical activities do you participate in?</a>	7
<a href="#">Table 3: Which libraries have you visited in the last 12 months?</a>	13
<a href="#">Table 4: If you use libraries monthly or more often, can you tell us when you tend to visit?</a>	14
<a href="#">Table 5: Which of the following services do you use on your visits?</a>	15
<a href="#">Table 6: If you answered No to question1, why have you not visited a library?</a>	15
<a href="#">Table 7: Awareness of Lending services – these are available for lending to children, young people and adults</a>	16
<a href="#">Table 8: Information Services – main collection and service available at the Central Library with smaller collections held at branch libraries</a>	17
<a href="#">Table 9: Other services available</a>	17
<a href="#">Table 10: On average, how often do you go to the following venues?</a>	21
<a href="#">Table 11: How would you rate the quality of the facilities available in the venues you've visited?</a>	22
<a href="#">Table 12: How would you rate the variety of programming in the following venues?</a>	23
<a href="#">Table 13: How frequently, if at all, do you ATTEND any of the following cultural activities?</a>	25
<a href="#">Table 14: Do you think there is enough opportunities to TAKE PART in the following types of cultural activity in Aberdeen City?</a>	28
<a href="#">Table 15: Please tell us how you usually find out about events and activities in arts, heritage and sport in Aberdeen</a>	32
<a href="#">Table 16: The Council runs services, which aim to help grow the economy in Aberdeen City (&amp; Shire). Are you aware of any of the following services delivered by Aberdeen City Council?</a>	35
<a href="#">Table 17: how important do you think the following are for the City's future economic prosperity?</a>	37

## Introduction

The final survey sample consisted of 619 responses from members of the citizens' panel. The total panel comprises some 798 citizens of Aberdeen and so the response rate amounts to approximately 78 per cent. The 619 responses are, in the first instance, considered as a whole. Further analysis will 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

Beyond this it is also possible to cross tabulate the various results in order to see if any interesting relationships can be established between the various responses to the different issues covered in the questionnaire.

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

- Arts, Heritage and Sport
- Jobs and Prosperity
- Neighbourhood Action- Locality Planning

# ARTS, HERITAGE & SPORT

## *Sports and Physical Activity*

Last year, we asked the panel to tell us which sports facilities they used, what experiences they had at the facilities and what barriers to participation in sport and physical activity people encountered. Your responses contributed to the draft Sport & Recreation Strategy 2008-15, 'Fit For the Future'.

We now want to find out whether your levels of participation in sport and physical activity have changed since the original survey. Your responses will help us to understand whether the improvements we've made over the last year have made a difference to participation levels, and give us information on how we can continue to strive for a more active Aberdeen.

By 'physical activities' we mean a session of approximately 30 minutes of moderate intensity activity whereby you start to feel warmer and have an increased heart rate. Examples include cycling or walking briskly to work, strenuous household chores or gardening.

**Figure 1: How would you describe your level of physical activity?**

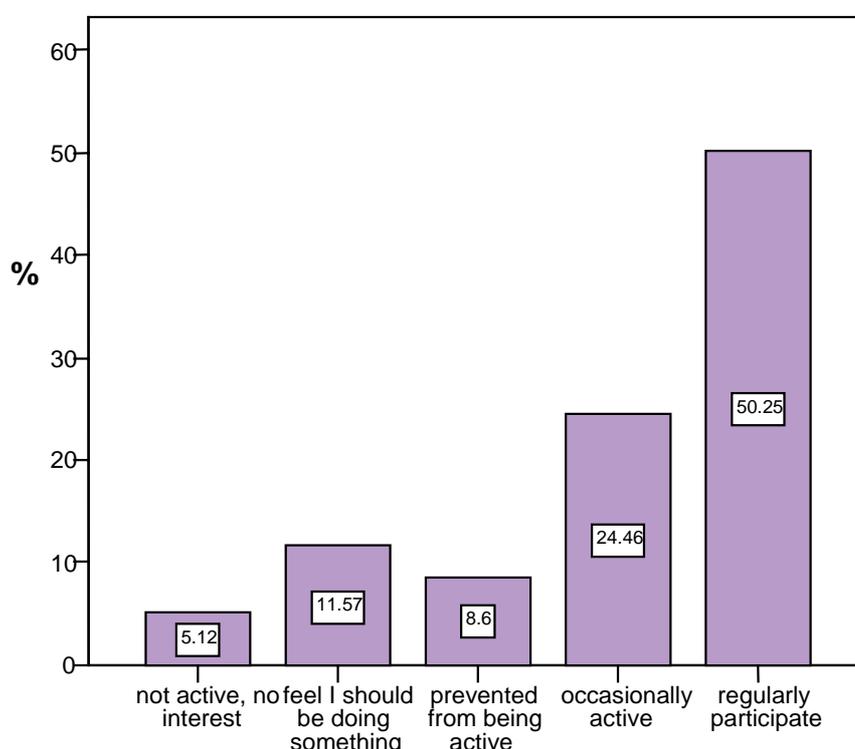


Figure 1 shows that over 50% of respondents indicated that they regularly participate in sport or physical activity. A further 24% indicated that they are occasionally active. Approximately 9% of respondents indicated that they were prevented from being active, approximately 12% indicated that they were not physically active but feel that

they should be doing something. Approximately 5% of respondents indicated that they were not active and had no interest in sport/physical activity.

Approximately 46% of female respondents indicated that they regularly participate in sport compared with 54% of male respondents.

When the results were broken down by age, it was found that the group with the highest percentage of respondents reporting that they regularly participated in physical activity was in the 35-54 age group (56.3%). The age group with the lowest percentage was the over 65 age group (45%). The over 65 age group were also most likely to report that they were prevented from participating in sport or other physical activity through illness or injury (approximately 15% indicated this was the case).

Those respondents who indicated that they were not active and had no interest in sport/physical activity were asked why this was the case. Reasons given included:

- Get exercise from walking
- No energy
- Closure of the Bon Accord Baths
- Very little free time
- Illness
- Prefer other hobbies/social activities
- Age
- Find gyms too expensive and dislike competitive sport
- Work commitments
- No interest

**Table 1: If you ticked b) at question 1, on a scale of 1-5 (where 1 is very important and 5 is not at all important), how important are the listed issues in preventing you from participating in sport or physical activity in Aberdeen?**

	Very important		2		3		4		Not at all important	
	Count	%	Count	%	Count	%	Count	%	Count	%
Activity Cost	17	27.0%	19	30.2%	11	17.5%	6	9.5%	10	15.9%
Transport Availability	11	18.3%	8	13.3%	5	8.3%	13	21.7%	23	38.3%
Lack of confidence	19	31.7%	15	25.0%	12	20.0%	6	10.0%	8	13.3%
Personal/ work commitments	12	19.7%	22	36.1%	11	18.0%	7	11.5%	9	14.8%
Facility/ Activity Locations	17	27.4%	21	33.9%	15	24.2%	3	4.8%	6	9.7%
Activity/ Session times	20	33.3%	18	30.0%	14	23.3%	2	3.3%	6	10.0%
Information availability	14	23.7%	17	28.8%	15	25.4%	6	10.2%	7	11.9%

Table 1 shows that 'Activity/ Session times' was rated as 'very important' by the largest percentage of respondents (33.3%). 'Lack of confidence' (31.7%) and 'Activity cost' (27%) were also rated as 'very important' by respondents.

At the other end of the scale 'Transport Availability' was rated as 'Not at all important' by the largest percentage of respondents at 38.3%.

One respondent commented that availability of partners for sporting activities was an additional issue and a further reported that there were no tracks. Closure of facilities and reduced timetables was also mentioned as a factor.

Respondents who indicated that they were prevented from engaging in sport or other physical activities were asked to describe what would help them to become more physically active. The responses are summarised below:

- More information on available activities/facilities
- Re-open the Bon Accord baths
- Health problems that need to be resolved before exercise can be undertaken
- Need 1-2-1 swimming coaching
- Cheaper gym membership
- Lack of time
- Self motivation
- Nearby facilities
- Special classes/courses for older people
- Age issues
- Activities for disabled people
- Better offers or deals in fitness centres
- Adult only swimming sessions
- Places to do Tai Chi
- More public swimming sessions
- Accessible facilities for wheelchair users

**Table 2: What type of physical activities do you participate in?**

	No	Yes
	Count	Count
Aerobics/ Exercise class	552	67
Athletics	614	5
Badminton	593	26
Bowling	575	44
Boxing	614	5
Climbing (both in and outdoor)	603	16
Curling	613	6
Cycling (road)	519	100
Cycling (mountain)	594	25
Dance/ Movement	570	49
Football	598	21
Gardening	355	264
Golf	531	88
Gym (health and fitness)	513	106
Hockey	616	3
Horse - riding/ show jumping	614	5
Household chores	360	259
Martial Arts	612	7
Rugby	616	3
Running	563	56
Skiing and /or snowboarding	583	36
Squash	610	9
Swimming	470	149
Tennis	596	23
Walking	217	402
Youth/ Extreme Sports	618	1

Table 2 shows that the most popular physical activities are:

- Walking (402)
- Gardening (264)
- Household Chores (259)
- Swimming (149)
- Gym (health and fitness) (106)

**Figure 2: Are you currently an active member of a formal/ informal sports club or activity group?**

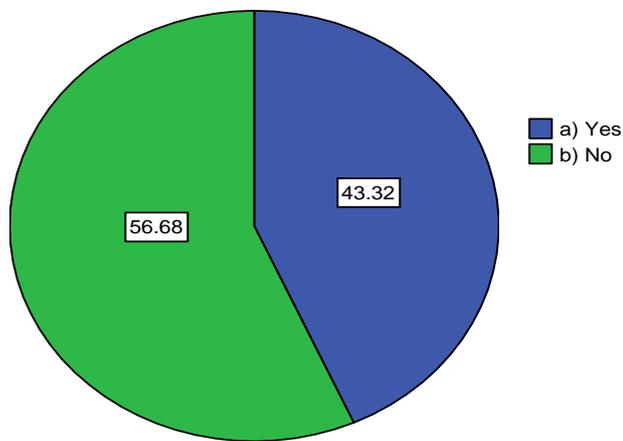


Figure 2 shows that approximately 43% of respondents indicated that they are members of formal/informal sports clubs or activity groups. There were no significant differences when these results were broken down by gender.

When the results were crosstabulated by age group, the 25-34 age group were most likely to indicate that they are members of formal/informal sports clubs (54.5%). This compares to 42% in the over 65 age group.

**Figure 3: As a club/group member, how would you describe your level of involvement?**

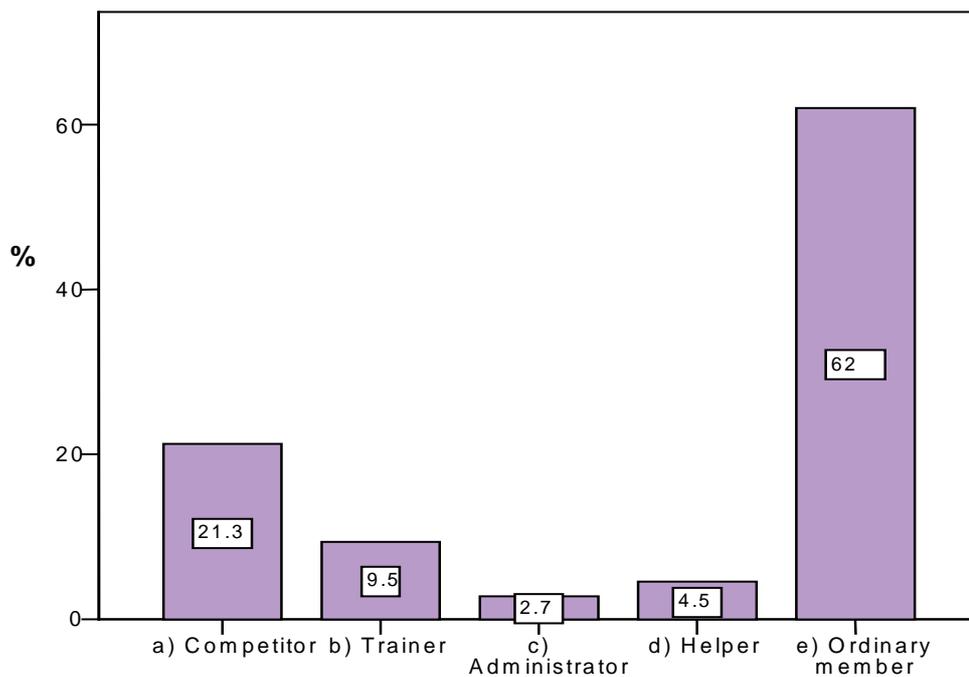


Figure 3 shows that approximately 62% of respondents indicated that they are an ordinary member of the club/group. Approximately 21% indicated that they are a competitor, 9.5% indicated that they are a trainer, approximately 4.5% indicated that they are a helper and approximately 3% indicated that they are an administrator.

**Figure 4: In Questionnaire 11, you gave us some ideas of how we could market Aberdeen City Council’s sports facilities better. We used your ideas to draw up the shortlist below. Please tick the 1 method you think would work best.**

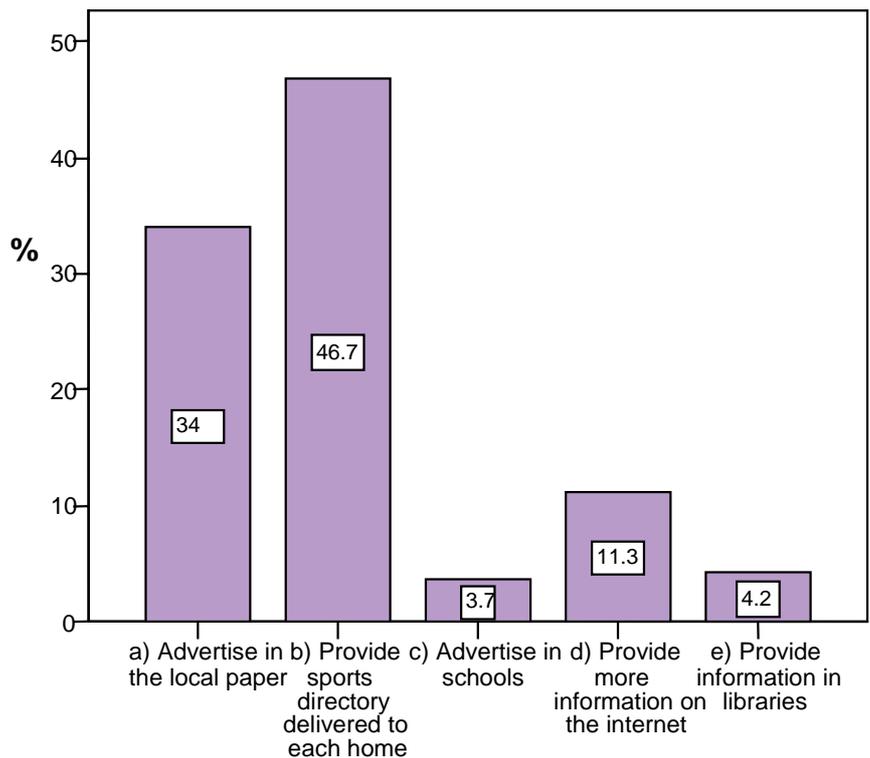


Figure 4 shows the methods that panellists thought would be most effective for marketing sports facilities. Approximately 47% indicated that providing a sports directory to every home would be most effective and approximately 34% indicated that advertising in the local paper would be effective.

## Service Response

The Sports Service is currently engaged in a series of consultation and improvement programmes which are designed to better establish the present levels of citizen involvement in Sport and Physical Activity and capture the aspirations of the Community for future developments.

Through the wider involvement of the Council as a major force in a series of partnership projects and it's continued liaison with Community and Education based activities, the Sports Service is aware of the requirement to better understand the Community's needs to enable us to effectively influence the planning of physical activity provision in a changing environment.

The survey, following up on a series of similar questions posed in the 11<sup>th</sup> Questionnaire suggests that, in these terms, the Service and it's partner organisations, are moving in the right direction as a larger proportion of panel Members, (75.7% as opposed to 68.4%) are actively involved in Sports and Physical Activity on a regular or occasional basis.

However, the Service still has some work to undertake in engaging with those who are prevented from participating in sport and physical activity. Of responses from this group, making up some 8.6% of the total, it is informative that activity times, locations and lack of confidence appear to be the most quoted barriers which generally mirror the responses from the 11<sup>th</sup> Questionnaire but the availability of transport is falling in importance as a barrier.

Similarly, 11.5% of respondents feel that they should be undertaking activity and the Service, perhaps, should be able to assist this group in overcoming obstacles and by encouraging individuals to 'take the next step'

These issues, although identified within the draft Sports Strategy, 'Fit For the Future' as a result of this previous consultation, will necessarily now be given greater weighting in forming the longer term Strategy, the Service's medium term operational direction and discussions with external partners involved in the area.

## **Library & Information Services**

Aberdeen City Council Library & Information Services operate the city centre Central Library, seventeen Branch libraries throughout the city, a Mobile Library and the Home Service to citizens who are housebound.

In the 11th panel questionnaire, we asked about your usage of the City's libraries. Your responses were passed to the Library and Information Services Team who used the information to develop service planning and delivery.

Since then, they have made several changes to the provision of library services and are interested in measuring the impact of these changes.

**Figure 5: Have you used a library in Aberdeen City in the last 12 months?**

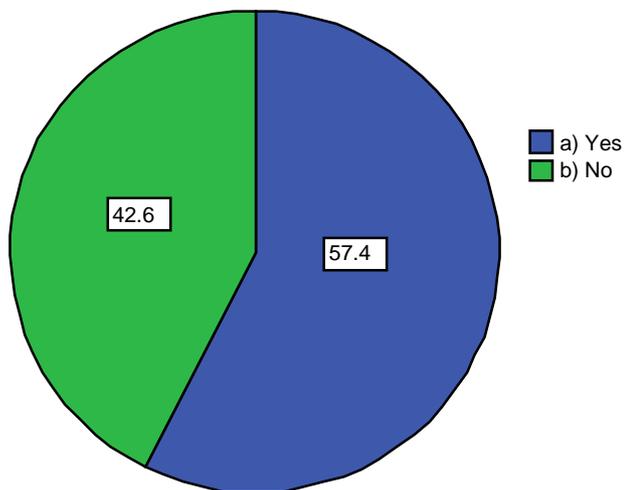


Figure 5 shows that approximately 57% of respondents have used a library in Aberdeen City in the last 12 months. When the results were broken down by gender of panellist it was found that male panellists were slightly more likely to indicate that they had used a library than female panellists (59% of males as opposed to 56% of female panellists).

The results were crosstabulated by age and it was found that 66% of panellists in the over 65 age group indicated that they had used a library in the last 12 months compared with 45.5% of 16-24 year olds and 57% of 25-34 year olds.

The results were also crosstabulated by area. Panellists in the South areas were most likely to indicate that they had used a library in the last 12 months (61%), compared with 52% in the North and 58% in Central areas.

**Table 3: Which libraries have you visited in the last 12 months?**

	No Count	yes Count
Airyhall	542	77
Cove	606	13
Kaimhill	617	2
Tillydrone	617	2
Bridge of Don	582	37
Culter	605	14
Kincorth	602	17
Torry	609	10
Bucksburn	607	12
Cults	599	20
Linksfild	606	13
Woodside	607	12
Central Library	432	187
Dyce	602	17
Mastrick	607	12
Home Service	619	
Cornhill	609	10
Ferryhill	577	42
Northfield	612	7
Mobile Library	618	1

Table 3 shows the libraries that panellists have visited in the last 12 months. The most frequently cited libraries were:

- The Central library (187 respondents)
- Airyhall library (77 respondents)
- Ferryhill library (42 respondents)
- Bridge of Don (37 respondents)
- Cults library (20 respondents)

**Figure 6: On average, how often do you visit the library?**

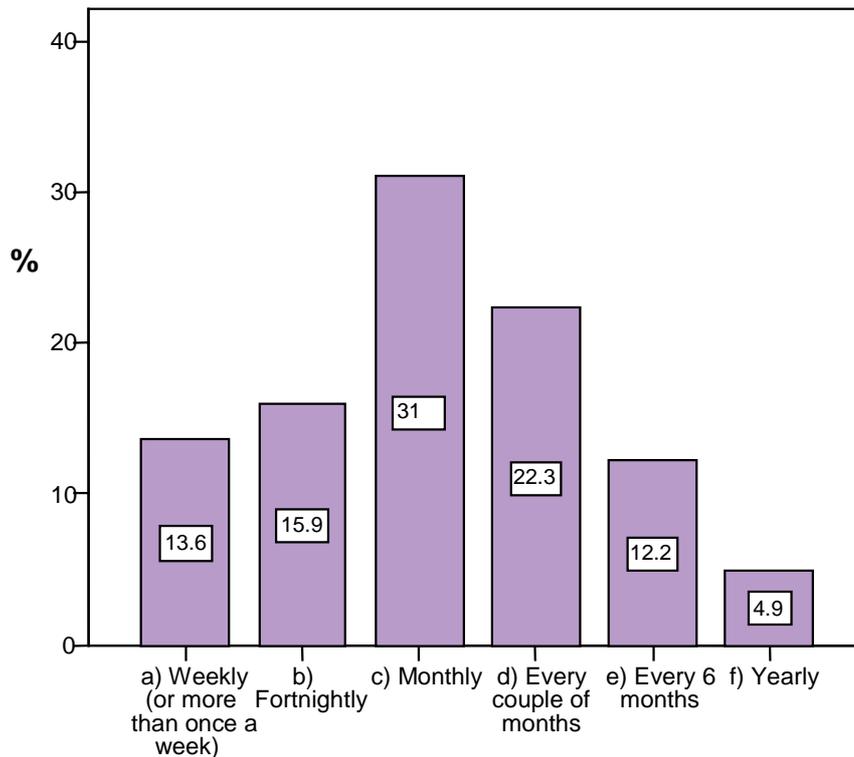


Figure 6 shows that approximately 14% of respondent's visit a library weekly. Approximately 16% indicated that they visit the library fortnightly, 31% indicated that they visit the library monthly, 22% indicated that they visit the library every couple of months, 12% indicated that they visit the library every 6 months and approximately 5% indicated that they visit the library yearly.

**Table 4: If you use libraries monthly or more often, can you tell us when you tend to visit?**

	Mornings	Lunchtime	Afternoon	Evening
	Count	Count	Count	Count
Monday	53	10	36	29
Tuesday	51	8	32	25
Wednesday	38	13	39	22
Thursday	36	7	51	26
Friday	41	11	42	12
Saturday	63	13	22	2

Table 4 shows the times respondents are most likely to visit the libraries. Respondents reported that they were most likely to visit libraries in the mornings with Saturday morning cited by the largest number of respondents.

**Table 5: Which of the following services do you use on your visits?**

	No		Yes	
	Count	%	Count	%
Book borrowing	339	54.8%	280	45.2%
Multi-media borrowing	508	82.1%	111	17.9%
Internet access PC's	544	87.9%	75	12.1%
Newspapers and magazines	509	82.2%	110	17.8%
Reference and Information resources	463	74.8%	156	25.2%
Local history resources	549	88.7%	70	11.3%
View an exhibition	569	91.9%	50	8.1%
Computer class or taster session	610	98.5%	9	1.5%
Children's activities	599	96.8%	20	3.2%
Author talk, book or poetry group, writing session	608	98.2%	11	1.8%

Table 5 shows the services respondents use most often are:

- Book Borrowing (45%)
- Reference and information resources (25%)
- Newspapers and magazines (18%)
- Multi-media borrowing (18%)
- Internet access PCs (12%)
- Local history resources (11%)

Other services mentioned included:

- To use photocopying facilities
- Use of quiet study areas
- Family history research
- Talking books
- To buy books
- To use the café

**Table 6: If you answered 'No' to question1, why have you not visited a library?**

	No		Yes	
	Count	%	Count	%
Unaware of opening hours	227	91.2%	22	8.8%
Don't know where they are	242	97.2%	7	2.8%
Look of the library	244	98.0%	5	2.0%
Poor choice of books	233	93.6%	16	6.4%
Poor choice of multi-media	245	98.4%	4	1.6%
Too busy	155	62.2%	94	37.8%
Not interested	190	76.3%	59	23.7%

Table 6 shows the reasons panellists gave for not visiting a library. Of the panellists who indicated that they had not visited a library in the last 12 months, approximately 38% indicated that they were too busy and 24% indicated that they were not interested. Approximately 9% indicated that they were unaware of opening hours and 6.4% indicated that there is a poor choice of books.

Other reasons cited by respondents were:

- Buy own books
- Not necessary
- Opening hours are unsuitable
- Parking difficulties
- Have access to university libraries
- Tend to read very specialised books
- Unaware of services available
- Libraries are too far away
- Use the internet to access information
- Too expensive to borrow CDs
- Forget to return books on time
- No time to read
- Accessibility issues with the libraries
- Not enough magazines in the library
- Forget that the library is there
- Do not read a lot
- Staff are not welcoming

**The library provides a number of different services. Please tick all that you are aware of.**

**Table 7: Awareness of lending services – these are available for lending to children, young people and adults**

	No		Yes	
	Count	%	Count	%
Fiction and factual books	44	7.1%	575	92.9%
Books on CD and cassette	77	12.4%	542	87.6%
Books in other languages	316	51.1%	303	48.9%
DVDs, CD's, Videos	91	14.7%	528	85.3%
Language courses	466	75.3%	153	24.7%
Toys	475	76.7%	144	23.3%
Art equipment items	411	66.4%	208	33.6%

Table 7 shows that the service's respondents were most aware of are:

- Fiction and factual books (approx. 93% aware)
- Books on CD and cassette (87.6% aware)
- DVDs, CDs and videos (85% aware)

Awareness was lower for other services with 75% of respondents not aware of language courses, 77% not aware of toy lending and 77% not aware or art equipment loan.

**Table 8: Information Services – main collection and service available at the Central Library with smaller collections held at branch libraries**

	No		Yes	
	Count	%	Count	%
Career/ Education Information	329	53.2%	290	46.8%
Business and Commercial Information	339	54.8%	280	45.2%
Local and Family history resource	331	53.5%	288	46.5%
Local Government and Community Information	224	36.2%	395	63.8%
Other reference material	276	44.6%	343	55.4%

Table 8 shows that awareness was lower amongst respondents of the information services available at libraries. Approximately 64% were aware that there is Local Government and Community information. Approximately 55% were aware that there is other reference material. 47% were aware that there is local and family history resources and 47% were aware that there is career/education information. Approximately 45% were aware that there is business and commercial information.

**Table 9: Other services available**

	No		Yes	
	Count	%	Count	%
Local/ national print media	157	25.4%	462	74.6%
Photocopy / fax service	184	29.7%	435	70.3%
Children's story/ reading/ craft events	288	46.5%	331	53.5%
Pre school story/ reading events	397	64.1%	222	35.9%
Book groups/ writing workshops	506	81.7%	113	18.3%
online access to electronic databases	286	46.2%	333	53.8%
Author visits and talks	445	71.9%	174	28.1%
Computer classes and / or computer use sessions	387	62.5%	232	37.5%

Table 9 shows the awareness of services as indicated by panellists. Approximately 75% indicated that they are aware of local/national print media. Approximately 70% indicated that they are aware of the photocopying/fax services, approximately 54% indicated that they are aware of children's stories/reading/craft events and approximately 54% indicated that they are aware of online access to electronic databases.

Awareness was lower for some of the other services. 62.5% of respondents were not aware of computer classes and/or computer use sessions. Approximately 72% of respondents were not aware of author visits and talks and approximately 64% were not aware of pre-school story/reading events.

**Figure 7: In July 2007, the Council decided to change library opening hours for the City's libraries. Were you aware of this change in opening hours?**

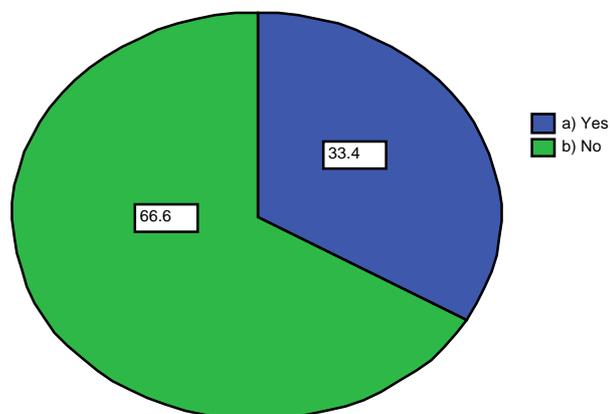


Figure 7 shows that 2/3rds of respondents were not aware about the change in opening hours. Awareness was highest amongst the over 65 age group with approximately 52% indicating that they are aware of the changes. This compares with 0% in the 16-24 age group (please note this age category has fewer panellists than other age groups and so results may be less robust), and 20% of 25-34 year olds.

**Figure 8: Have the changes made it less likely that you visit the library?**

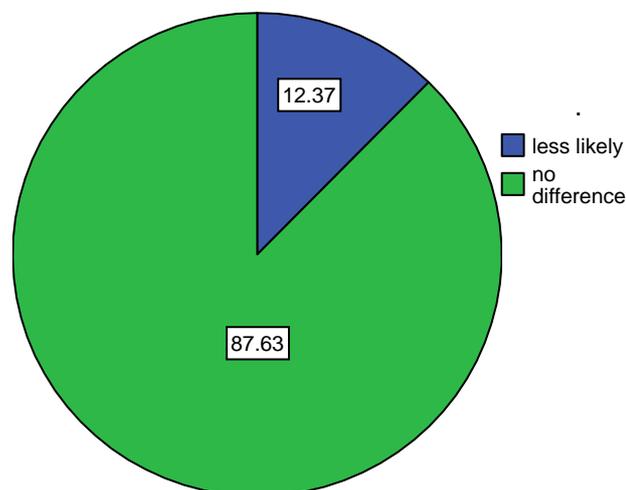


Figure 8 shows that approximately 88% of respondents who indicated that they were aware of the changes to library opening hours said that the changes made no difference to their library use patterns.

**Figure 9: What services would you like libraries to provide in the future?**

	No		Yes	
	Count	%	Count	%
Meeting spaces	511	82.6%	108	17.4%
Exhibition areas	479	77.4%	140	22.6%
WiFi	488	78.8%	131	21.2%
Access to downloadable music	509	82.2%	110	17.8%
To be able to reserve library items online	341	55.1%	278	44.9%
To be able to join the library online	421	68.0%	198	32.0%
None of the above	521	84.2%	98	15.8%

Figure 9 shows that the most popular suggestion for additional services was to be able to reserve library items online selected by approximately 45% of respondents. Approximately 32% also indicated that they would like to be able to join the library online.

Other suggestions from panellists included:

- Tourist information
- 'What's on' information
- Give old books to charity/ those in need
- Faster circulation of books to give a wider choice and display of books available to order
- Better selection of books
- Access catalogue online
- Access to café facilities
- Cheaper photocopying
- Travel books
- More information about tutored PC courses
- Availability of specialists
- TV and radio programme recordings for elderly people
- Access to academic papers and catalogues
- Free internet

## Service Response

Since the last questionnaire it is disappointing that the percentage of panel respondents who had used library & information services in the last 12 months has dropped from 60.7% to 57.4%. However interestingly results show that all branch libraries had been visited across the city compared to the last survey where no respondents had used Culter, Kaimhill, Linksfield, Mastrick or Torry branch libraries.

The Library Service was also interested to see if the increase in opening hours of branch libraries, since the last Questionnaire, had had an impact on the respondents. While 66.6% said that they were aware of the changes to opening hours, 87.3% of them indicated that the changes had made no difference to their use of libraries. This is disappointing, as we had changed the hours to reflect the identified need after consultation with local communities.

We were interested to track the times that people visited libraries to help us review library opening hours and staff timetables. It appears that the most favoured time for visiting libraries is in the mornings with Saturday morning being the most popular. Afternoons are the next popular time to visit with lunchtimes and evenings being least popular. This confirms that there has been no change since the library questionnaire on opening hours completed by over 2,000 library users in 2006.

Looking at the results of the responses into the awareness and use of the services we provide will help us to inform service development and the allocation of resources. We also conclude from the results that we have to do much more to market and promote all the services that we currently provide including information services, toy lending and the arts equipment service.

Likewise the response to the question about what we don't provide confirmed that our current plans to develop Wifi and extend our services available online are in line with public demand.

The results of the City Voice questionnaire are extremely valuable for the Library & Information Services Team who are currently reviewing all our services in preparation of a best value review. They will also be used to inform future surveys and community consultations, which will be undertaken by our Library & Information Continuous Improvement Group.

## Cultural Facilities and Activities

Aberdeen City Council is developing a new Cultural Strategy. This strategy aims to provide greater opportunities for people to attend and take part in cultural activities over the next few years. We want to ask you what you think of the City's cultural venues, whether you currently attend or take part in cultural activities and find out what you think the new strategy should focus on.

### Part 1 – Cultural Venues

**Table 10: On average, how often do you go to the following venues?**

	Weekly		Monthly		Ever 2/3 months		Annually		I've never visited	
	Count	%	Count	%	Count	%	Count	%	Count	%
Aberdeen Art Gallery	21	3.7%	71	12.3%	160	27.8%	258	44.9%	65	11.3%
Aberdeen Arts Centre	1	.2%	12	2.3%	74	13.9%	256	48.1%	189	35.5%
His Majesty's theatre	3	.5%	52	9.0%	234	40.6%	249	43.2%	38	6.6%
The Lemon Tree	4	.8%	16	3.0%	84	15.9%	189	35.7%	236	44.6%
Peacock Visual Arts			5	1.0%	12	2.3%	59	11.4%	442	85.3%
Aberdeen Maritime Museum	5	.9%	21	3.8%	83	15.1%	294	53.6%	145	26.5%
Whitespace	3	.6%	4	.8%	6	1.2%	22	4.3%	479	93.2%
The Belmont Cinema	15	2.8%	49	9.2%	124	23.2%	114	21.3%	232	43.4%
Music Hall	4	.7%	39	7.0%	223	39.8%	263	47.0%	31	5.5%

Table 10 shows that very few of the respondents indicated that they visited any cultural venues on a weekly basis and very few indicated that they visited on a monthly basis. The most well visited venues overall were His Majesty's Theatre with over 90% of respondents indicating that they visit at least once annually.

The least visited venues were Whitespace (93% of respondents indicated that they had never visited) and Peacock visual arts (85% of respondents indicated that they had never visited this venue).

Other venues mentioned by respondents included:

- Blue Lamp
- Beach ballroom
- Astrosphere
- National trust properties
- Cowdray hall
- Mitchell Hall
- City bars
- AECC

- Thomas Glover House
- Queens' Cross church for concerts
- St Machar's Cathedral
- Robert Gordon's College

**Table 11: How would you rate the quality of the facilities available in the venues you've visited?**

	Excellent		Fair		Poor		Don't know/ Never visited	
	Count	%	Count	%	Count	%	Count	%
Aberdeen Art Gallery	224	39.8%	246	43.7%	12	2.1%	81	14.4%
Aberdeen Arts Centre	55	10.9%	224	44.3%	30	5.9%	197	38.9%
His Majesty's Theatre	343	59.8%	178	31.0%	15	2.6%	38	6.6%
The Lemon Tree	63	12.9%	171	35.1%	29	6.0%	224	46.0%
Peacock Visual Arts	9	1.9%	39	8.4%	12	2.6%	402	87.0%
Aberdeen Maritime Museum	234	44.5%	136	25.9%	7	1.3%	149	28.3%
Whitespace	4	.9%	21	4.6%	5	1.1%	424	93.4%
The Belmont Cinema	159	31.9%	135	27.1%	3	.6%	202	40.5%
Music Hall	166	29.8%	325	58.3%	28	5.0%	38	6.8%

Table 11 shows that His Majesty's Theatre was rated as 'excellent' by the highest percentage of respondents (nearly 60% of respondents). Aberdeen Maritime Museum was rated as Excellent by 44.5% of respondents. Aberdeen Art Gallery was also rated highly- nearly 40% of respondents rating it as 'excellent'.

Respondents made further comments on the venues. It was not always possible to determine which facility the panellist was referring to if they had ticked more than one box but venue names are included where possible. Comments included:

- Aberdeen Arts Centre- Run Down
- Aberdeen Arts Centre- Toilet facilities poor
- Arts Centre is disorganised and not well publicised
- Aberdeen Arts Centre needs a make over- pigeons in the roof
- Art Gallery Café is not up to standard
- Art Gallery does not have a suitable lift for wheelchair users
- Aberdeen Art Gallery lacks atmosphere and art is not always interesting
- Café facilities in the Art Gallery are poor for disabled people in a wheelchair
- Art Gallery toilets are poor
- Toilet facilities in the Lemon Tree are poor
- Lemon Tree service is poor
- Lemon Tree is cramped and air conditioning is poor
- Lemon tree is scruffy
- Lemon Tree is dark and cramped
- Not enough seating in the Lemon tree
- Seating in Lemon Tree is uncomfortable, too few toilets and air conditioning
- Lemon Tree- facilities run down (look, layout, stage, main doorway)
- The Lemon Tree has a poor layout and congested when busy, poor location
- Whitespace- previous classes not cleaned up when they were finished
- Peacock visual arts is cold and lots of things are broken
- Insufficient toilets in the Music Hall

- Music Hall looks run down
- Café in the music hall is dated
- Music Hall has uncomfortable seating and inadequate refreshment provision
- Music Hall has bad acoustics
- Music Hall has a lack of space and ventilation
- Music Hall is too dark
  
- Music Hall is a bit run down
- Music hall should be more accommodating for disabled people
- Music Hall has a lack of disabled facilities- no lift to the upper meeting rooms or the balcony
- Seating in HM Theatre is cramped
- Not enough toilets in HMT
- HMT is not run properly- poor attendants
- HMT is crowded and over priced
- Belmont Cinema is dirty
- Belmont cinema- looking shabby, poor toilets
- Whitespace is unattractive and dirty
- Peacock is not fit for purpose in terms of facilities
- Peacock is tired, poor refreshments and the quality of service is poor
- Maritime Museum- facilities unclean
- Catering services are poor
- Buildings need refurbishment

**Table 12: How would you rate the variety of programming in the following venues?**

	Excellent		Fair		Poor		Don't know/ Never visited	
	Count	%	Count	%	Count	%	Count	%
Aberdeen Art Gallery	224	40.7%	220	39.9%	8	1.5%	99	18.0%
Aberdeen Arts Centre	80	15.6%	190	37.1%	19	3.7%	223	43.6%
His Majesty's Theatre	339	59.7%	172	30.3%	17	3.0%	40	7.0%
The Lemon Tree	86	17.6%	147	30.1%	23	4.7%	233	47.6%
Peacock Visual Arts	13	2.7%	48	10.1%	4	.8%	412	86.4%
Aberdeen Maritime Museum	193	37.0%	151	28.9%	11	2.1%	167	32.0%
Whitespace	11	2.4%	23	4.9%	3	.6%	431	92.1%
The Belmont Cinema	190	37.5%	101	19.9%	4	.8%	212	41.8%
Music Hall	256	47.0%	228	41.8%	12	2.2%	49	9.0%

Table 12 shows how panellists rated the variety of programming in the venues. His Majesty's Theatre was rated as 'excellent' by the highest percentage of respondents (nearly 60%) followed by the Music Hall (47%) and Aberdeen Art Gallery (approximately 41%).

Some panellists made comments about why they thought certain programmes in the venues were poor. These are summarised below:

- Lemon Tree- often obscure
- Very little variety of acts on at the Lemon Tree, many cover bands and specialised artists not appealing to many people
- Lemon Tree's new programme is too alternative, too expensive and insufficient variety
- Lemon Tree used to have really good music/groups but not any more
- Lemon Tree used to be mainly aimed at modern/Scottish/traditional folk but this no longer is the emphasis
- Lemon Tree- needs to build a good reputation
- Lemon Tree has no atmosphere
- Lemon Tree- lack of variety
- Lemon Tree attracts too many tribute bands
- Timing of performances at the lemon tree should be earlier
- HMT- too populist, too many musicals, would like more Shakespeare
- HMT- too many musicals, too many repeats
- HMT- lack of good dramas, proper plays
- Art Gallery and Arts Centre never well advertised and not a good variety of things
- Art Gallery- not enough changes
- Art Gallery rarely have big exhibitions
- Art Gallery- never has any popular art tour exhibitions
- Arts Centre- needs to hold more events, plays and bands
- Arts Centre- should be more wide ranging and cutting edge
- Music Hall- seldom if ever see one of Britain's major orchestras
- Not enough current bands in the Music Hall
- HMT and Music Hall- the music is too loud
- HMT- needs more variety and more modern plays
- HMT- should be more big shows
- Theatre is too mainstream
- Theatre is too expensive
- HMT- few top rate serious productions like are on in London
- Maritime Museum closes on Sundays at 3pm
- Not much variation in the Maritime Museum
- Maritime Museum- interactive facilities are broken or out of date
- Maritime Museum- exhibitions don't change often enough
- Maritime Museum is more contemporary rather than historic
- Peacock is poorly organised- do not return information on opportunities
- Belmont should support more films, especially those not shown commercially
- Belmont Cinema is too small
- There is rarely any small theatre company visits
- Venues are run by poorly paid amateurs

## Part 2 – Cultural Activities

**Table 13: How frequently, if at all, do you ATTEND any of the following cultural activities?**

	Weekly		Monthly		Every 2/3 months		Annually		Never	
	Count	%	Count	%	Count	%	Count	%	Count	%
Drama/ Plays	3	.5%	53	9.4%	200	35.3%	189	33.4%	121	21.4%
Exhibitions	9	1.6%	64	11.5%	178	31.9%	217	38.9%	90	16.1%
Festivals			12	2.3%	78	15.2%	244	47.5%	180	35.0%
Film/ media	21	3.9%	99	18.3%	187	34.5%	104	19.2%	131	24.2%
Music	21	3.7%	77	13.7%	217	38.5%	152	27.0%	97	17.2%
Dance	5	1.0%	14	2.7%	65	12.5%	123	23.7%	312	60.1%
Other			1	1.8%	5	8.8%	8	14.0%	43	75.4%

Table 13 shows that few respondents indicated that they attend any cultural activities on a weekly basis. Approximately 18% indicated that they attend film/media on a monthly basis and 14% (approx.) indicated that they attend music events monthly. In the every 2/3-month category, 38.5% indicated that they attend music events, approximately 35% indicated that they attend drama/play events and 34.5% indicated that they attend film/media events. Approximately 32% indicated that they attend exhibitions.

In the annual category, approximately 33% of respondents indicated that they attend drama/plays, 39% indicated that they attend exhibitions, 47.5% indicated that they attend festivals, 19% indicated that they attend film/media, 27% indicated that they attend music events and 24% indicated that they attend dance cultural activities.

Other cultural activities mentioned included:

- Children’s performances
- Live Comedy
- Panto
- Youth Football festival
- Lectures
- Talks
- Outdoor Performances
- Musical Theatres
- Sports Competitions

**Figure 10: If you do not currently attend ANY of the cultural activities listed in question 4, what are the main reasons for this?**



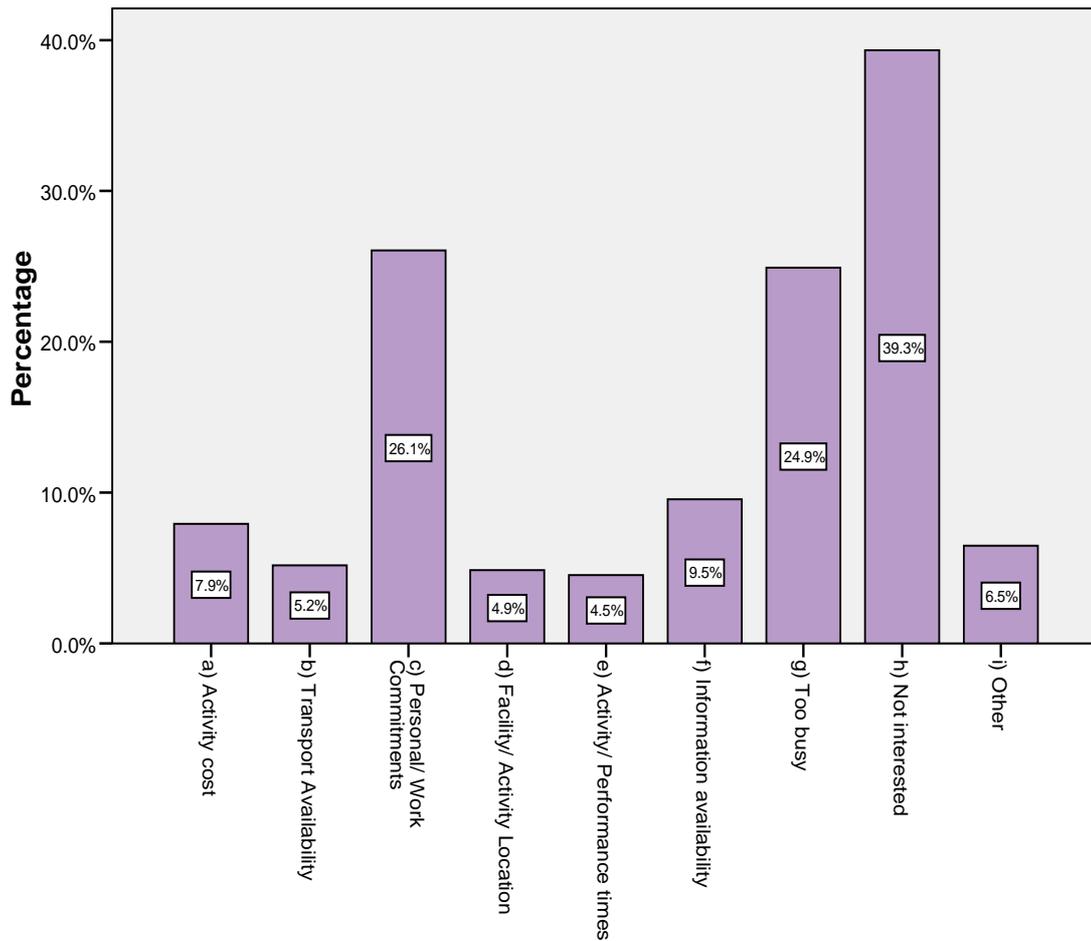


Figure 10 shows that the main reason given for not attending any cultural activities was ‘not interested’ indicated by 39% of respondents. Approximately 26% of panellists indicated that this is due to personal/work commitments.

Other reasons given by panellists included:

- Not enough safe, clean, reliable public transport. Buses do not run late enough
- Age and disability issues
- No one to go with
- Do not like to do out at night
- Unable to travel long journeys
- Work shifts
- Parking problems
- Theatre too noisy
- Family commitments
- Live too far away from city centre

**Table 14: Do you think there is enough opportunities to TAKE PART in the following types of cultural activity in Aberdeen City?**

	Yes		No		Don't know	
	Count	%	Count	%	Count	%
a) Drama/ Plays	189	34.1%	57	10.3%	309	55.7%
b) Exhibitions	145	26.5%	49	8.9%	354	64.6%
c) Festivals	149	27.3%	50	9.2%	347	63.6%
d) Film /media	119	21.9%	47	8.6%	378	69.5%
e) Music	216	39.5%	46	8.4%	285	52.1%
f) Dance	164	30.2%	46	8.5%	333	61.3%

Table 14 shows that overall, panellists indicated that they did not know about opportunities to take part in cultural activities in Aberdeen City. Approximately 10% of panellists indicated that there are not sufficient opportunities to take part in Drama/Plays and approximately 9% indicated that there are not enough opportunities to take part in Exhibitions, Festivals and Film/Media.

Other activities mentioned were:

- More musicals
- Big Bands
- More money paid into adult projects
- Poetry/writing
- Arts and craft classes
- Wrestling
- Musical theatre

In question 10, panellists were asked to describe how opportunities for participating in cultural activities City wide could be improved. The responses are summarised below:

- Improved advertising
- More writing workshops and literary events
- More information available
- Advertise in schools
- Keep costs reasonable
- More cultural groups going out to community centres
- Better rehearsal venues for orchestras etc
- Arts Centre should have more seating, more dressing rooms and better facilities back stage
- A regional museum should be established in Aberdeen
- Booking fees should be scrapped
- More access for minority groups
- Advertise in the local papers
- Stop curtailing opening times
- Online newsletters
- Private sector involvement
- More exhibition spaces

- More festivals and community based events
- Wider variety of acts performing at lower cost venues such as the Lemon Tree
- More concerts, talks at classes at times which are suitable for full-time workers.
- Easier access
- Taster sessions
- Mailshot to everyone from the box office database
- Encourage group participation
- More comedy shows
- Support Scottish opera and encourage them to come to Aberdeen
- More music/singing groups
- More group art activities
- Early booking discounts
- Use the Tivoli
- Transport to Haddo House
- Ranger led activities
- Have 2 for 1 offers to help attendance
- Have open days
- More opportunities for dance for older people
- More activities for young people
- More family friendly activities
- Support for classical musicians
- More use of school facilities out with school times
- Over 50s scheme with a brochure
- Promote our own culture
- Live rep theatre
- More adult based projects for people who work
- Have multi-cultural events
- City should try to attract new composers or play writers
- Street events
- More opportunities for local/community activities to showcase
- More places on main bus routes
- Run workshops staffed by qualified tutors
- More but smaller exhibitions
- Have buildings dedicated to activities
- Good music school for adults
- Enlist volunteers to help
- Increase day time activities
- More educational talks
- More boxing, judo and wrestling facilities
- More use of the beach ballroom for dancing
- Use professional people who understand needs
- More informal activities for novices
- More practice facilities for bands/groups

In question 11, panellists were asked what could be done to promote cultural activities in their local area. The results are summarised below:

- More places available
- Greater awareness and advertising
- Appropriate openings
- Facilities being available
- Dedicated information section in local press
- Local advertising in shops
- Charges for using the Cowdray hall are prohibitive
- Community hall in Bridge of Don
- More access for minority groups
- Too many places are being closed or opening times restricted
- More community arts input
- Talk to the community councils
- Through schools
- Performances rolled out to local community centres
- Lamp post art
- More community involvement at a local central point
- More community use of local schools
- More local book groups
- Enhanced funding for cultural activities
- Other priorities for spending money
- Exhibitions in local libraries
- Drama/music clubs for children and teenagers
- Publicity of all disabled facilities available at every cultural activity
- Parking facilities
- If children become interested it may encourage their parents/grandparents to get involved
- Reduce bureaucracy to promote activities
- More local venues
- Small art exhibitions
- Groups brought into local schools or community centres
- Taster sessions
- Banner advertising of events
- Internet advertising
- More evening/weekend activities
- Turn the Balgownie centre into an arts centre
- Increase activities in Berryden
- Use Airyhall community centre for more exhibitions/plays
- Youth clubs with visiting experts
- Use community facilities to get people involved, show Scottish films and have discussion sessions
- Increase activities in Cove
- More use of local churches

**Table 15: Please tell us how you usually find out about events and activities in arts, heritage and sport in Aberdeen**

	Sports and Physical Activity	Libraries and information services	Cultural venues and activities
Personal/Telephone enquiry at facility	146	106	106
Local television/radio advertising	143	59	192
Local/ national newspapers	261	151	334
Libraries And Council information points	158	89	25
Telephone enquiry services	27	43	173
Internet (including Council Website)	101	199	225
Family/Friends	103	237	43
School/College	0	25	40
Community/Community Education Centres	45	26	33
Council publications i.e.the Source	46	43	62
Other	11	5	20

Table 15 shows the ways that panellists find out about events and activities in arts, heritage and sport in Aberdeen. Other methods reported by panellists included:

- Friends of performing arts listing
- Pamphlets/flyers
- Local free papers
- Mailing lists for Music Hall/ HMT / AECC
- Invitations
- Through work
- Posters
- Membership of theatre clubs
- Community newsletter
- Posters in shop windows
- Notices in churches
- Post offices
- Yellow pages
- Email subscriptions
- Music hall noticeboards
- Venue information

## Service Response

Aberdeen City Council, in partnership with the Aberdeen Cultural Forum and Aberdeen City Alliance is currently developing the initial stages of a renewed Cultural Strategy which is designed to encompass the wide diversity of cultural activities and providers, many of whom, as independent organisations, are reliant on the support of the Council.

In facilitating the Forum to gain access to information both on the perceptions of the Community on their own activities and how these can be better coordinated across the City to deliver a more effective cultural network, the Questionnaire responses have provided a very useful insight.

From this information, it is satisfying to note that the quality of facilities within many venues, including His Majesty's Theatre, The Art Gallery and Maritime Museum are rated as excellent by a significant proportion, if not a majority, of panellists. Conversely, however, it is apparent that some of our smaller venues require to do more to raise their profile and meet the expectations of the Community through increasing the range of programming and looking at initiatives to encourage visitors.

Aberdeen City Council, as a leading provider and supporter of cultural activities, will seek to develop awareness of these expectations of it's partners through the Cultural Forum, on-going dialogue and the development of a series of performance measures within the Cultural Strategy.

In terms of involvement in cultural activities, the Forum's biggest challenge obviously relates to awareness levels of the extent of activity available and being able to promote this in a coherent framework. On this issue, in particular some of the suggestions forwarded by panellists regarding the wider use of 'non-arts' venues, improved marketing through local networks and greater outreach provision are to be actively considered and incorporated within the Forum's discussions and action planning.

# ***JOB*** AND PROSPERITY

## ***Economic Development***

The Scottish Government has launched a new economic strategy. This strategy aims to focus the Government and public services on creating a more successful country with opportunities for all of Scotland to flourish through increasing sustainable economic growth. In response to this,

Aberdeen City Council has agreed 6 economic priorities, which will guide the work of the Council’s economic development service. These priorities are:

- 1) Economic Advocacy** – to ensure that all Council activity takes account of the new Scottish Government economic strategy
  - 2) Grow the workforce** – to encourage population growth and develop the skills of our residents
  - 3) Market Aberdeen** – to increase the marketing and promotion of Aberdeen as a place to visit, live and work
  - 4) Accommodate growth** – to increase the amount of housing, development land and opportunity for new and existing businesses and their employees
  - 5) Economic Diversification** – to ensure the City’s economy is diverse and not over reliant on any one sector
  - 6) Improve Quality of Life** – to attract and retain people and business
- We want to raise awareness of these economic priorities and find out how the panel think we should promote these to the City’s residents.

**Figure 11: How important do you think it is for the Council to be actively involved in securing future jobs and prosperity in Aberdeen?**

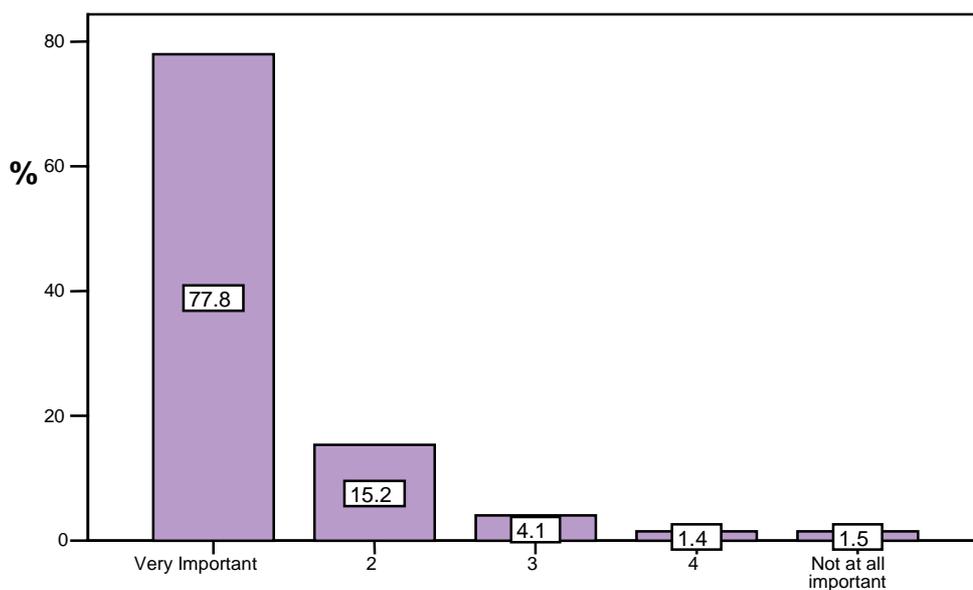


Figure 11 shows that approximately 78% of respondents indicated that it is 'very important' for the Council to be actively involved in securing future jobs and future prosperity in Aberdeen.

**Table 16: The Council runs services, which aim to help grow the economy in Aberdeen City (& Shire). Are you aware of any of the following services delivered by Aberdeen City Council?**

	No	Yes
	Count	Count
a) Promotion and marketing of the City	187	432
b) Development and delivery of events	308	311
c) International trade development support	320	299
d) Financial support for business	450	169
e) Support for specific industries e.g. tourism	328	291
f) Support for recruitment of migrant workers	464	155
g) Advice on European and external funding	510	109
h) Provision of land for housing & industry	325	294
i) Provision of transport systems	281	338

Table 16 shows that the activities the panel are most aware of are:

- Promotion and marketing of the city (432 respondents)
- Provision of transport systems (338 respondents)
- Development and Delivery of events (311 respondents)
- International Trade development support (299 respondents)

The activities ranked as having the greatest positive impact on the city's future prosperity are:

Provision of transport systems (369 respondents)  
 Promotion and marketing of the City (364 respondents)  
 Support for Business (230 respondents)

Only 18 respondents rated 'Support for recruitment of migrant workers' as having the greatest positive benefit to the City.

**Figure 12: Which 3 of the following job sectors do you think might provide the most growth opportunities in the next ten years?**

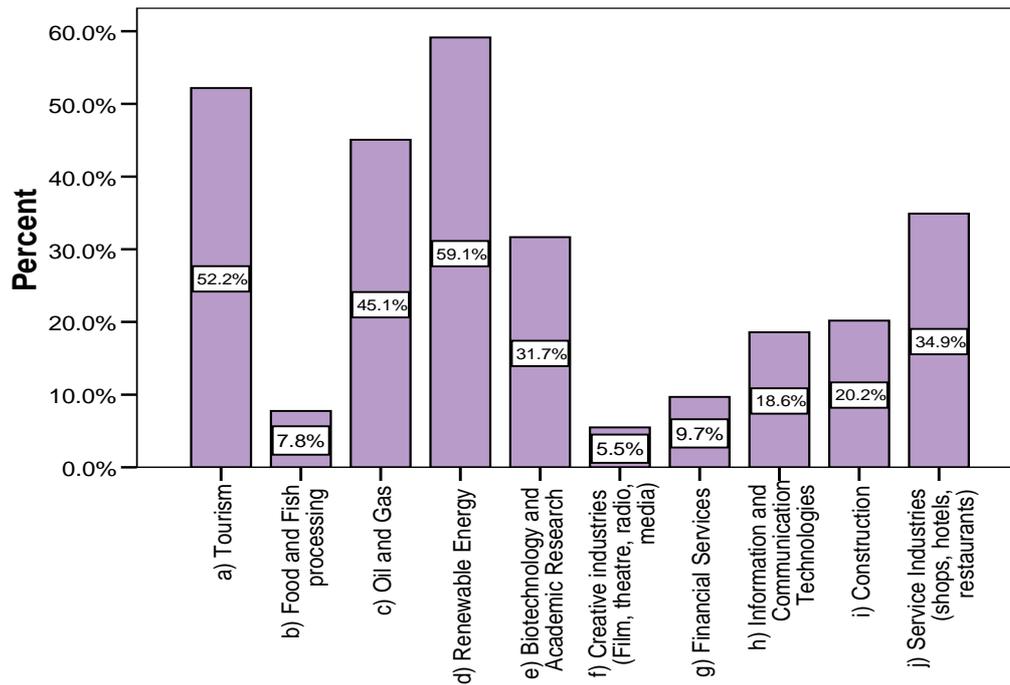


Figure 12 shows that the highest percentage of respondents selected 'Renewable Energy' (approx. 59%) as the sector to provide growth opportunities. 'Tourism' was also rated highly (selected by approximately 52% of respondents). Approximately 45% of respondents indicated that 'Oil and Gas' could provide growth opportunities.

**Figure 13: We want to raise awareness of the Council’s 6 economic priorities. Which of these methods do you think will be most effective for getting this information across?**

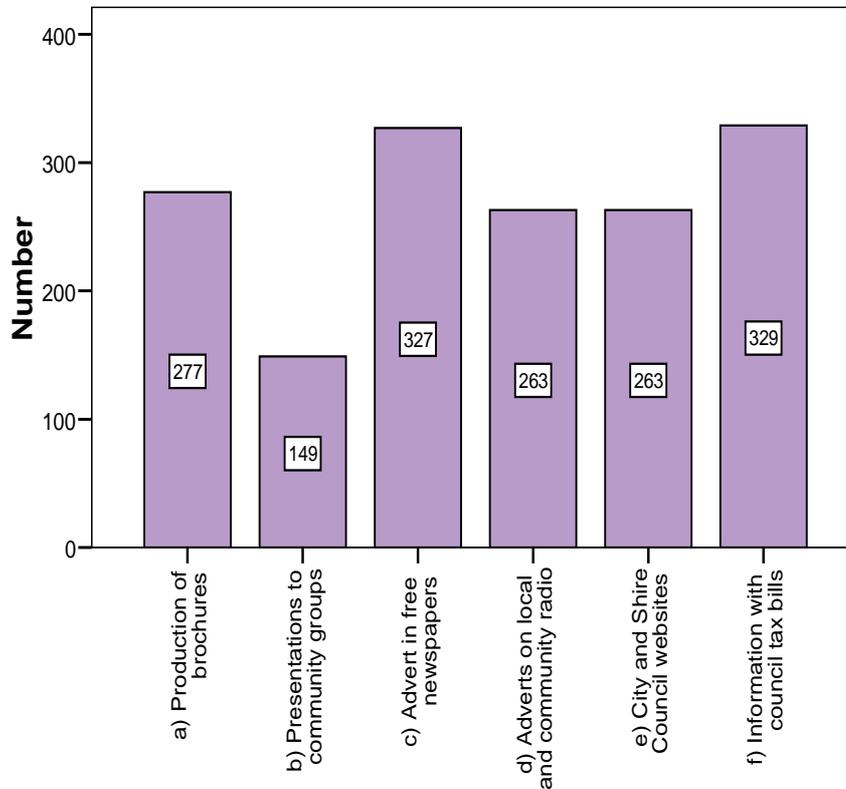


Figure 13 shows that respondents thought that the best way of raising awareness of the Council’s 6 economic priorities was through ‘Information with council tax bills’ (cited by 329 respondents), followed by ‘Adverts in free newspapers’ (cited by 327 respondents). 277 panellists’ thought that production of brochures would be effective and 263 cited adverts on local and community radio and publicity on the City and Shire council websites.

**Table 17: How important do you think the following are for the City's future economic prosperity?**

	Very Important	2	3	4	Not at all Important
	Count	Count	Count	Count	Count
a) Good national and international transport links	514	63	11	1	1
b) Good city transport system	473	101	19		1
c) Good shops	252	230	88	14	1
d) Helping local companies expand overseas	106	213	187	45	19
e) Good leisure facilities	178	221	157	21	4
f) Strong supply of skilled labour	332	199	46	6	2
g) Attractive and vibrant city centre	273	208	83	13	5
h) Provision of direct support for businesses	126	216	175	42	7
i) Supply of industrial land	93	225	192	47	11
j) Diversification of local companies	115	239	164	41	6
k) Good supply of housing	230	232	101	18	2
l) Marketing and promotion of the city	263	192	96	19	6
m) Delivery of a dynamic cultural experience	89	151	209	77	24
n) Good schools	351	189	31	10	2
o) Good supply of parks and green spaces	250	212	106	17	1

Table 17 shows that the factors rated as 'very important' by the highest number of respondents were 'International transport links' (cited by 514 respondents) followed by 'Good city transport system' (cited by 473 respondents) and 'Good schools' (250 respondents). Very few respondents rated any of the factors as unimportant or very unimportant. Delivery of a dynamic cultural experience was rated the lowest with 101 respondents rating it as unimportant or very unimportant.

**Figure 14: Mean results for importance of factors for future economic prosperity**



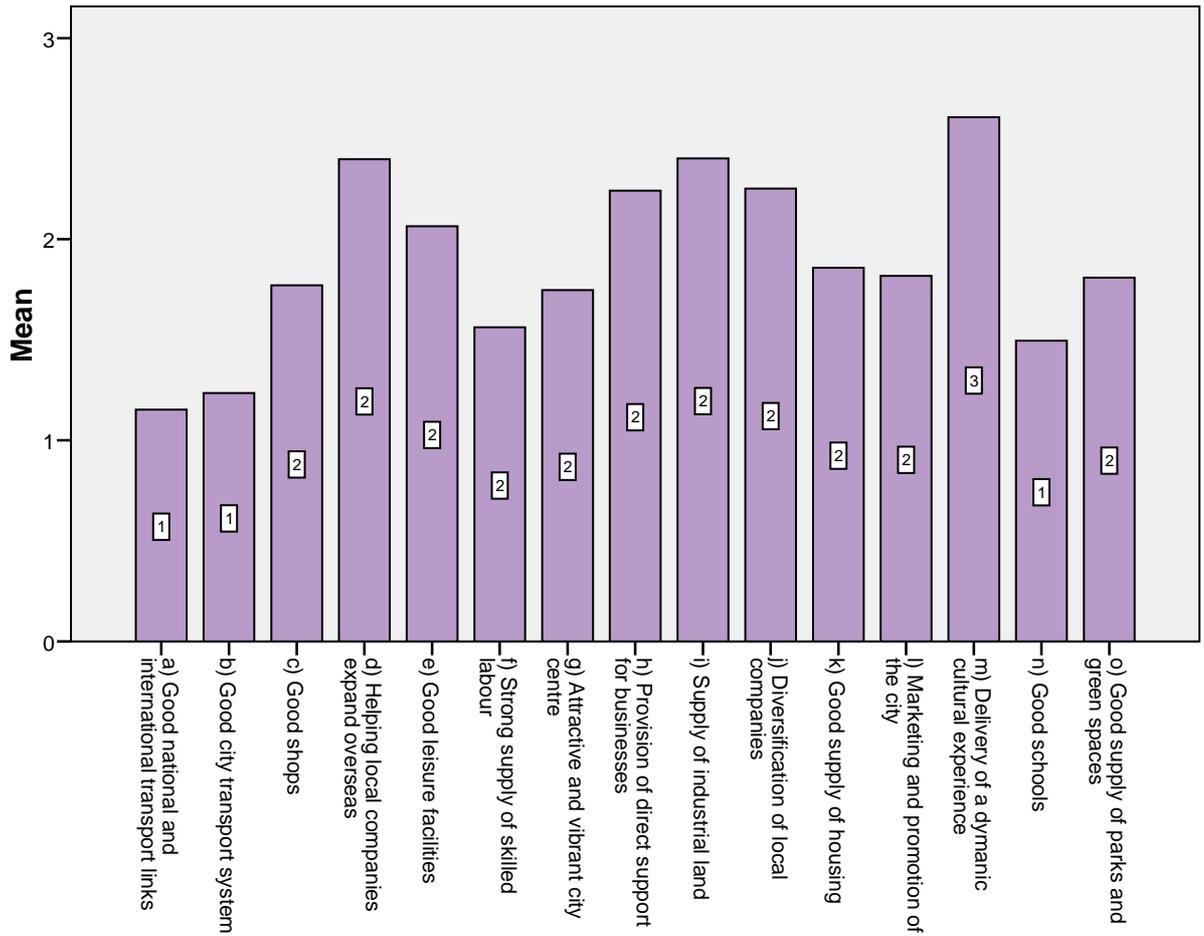


Figure 14 shows the mean rankings for the factors and has been included to show comparison. Respondents were asked to indicate their rankings on a scale of 1-5 and so the higher the mean ranking, the lower the importance of the factors.

## **Service Response**

The Economic results are very helpful - they provide a view that supports the Council's involvement in diversifying and developing the local economy. It is interesting to note that respondents did not rate recruitment of migrant workers as having a positive benefit to the City. Local employers are regularly reporting the difficulty in employing skilled local people and the local economy is now relying on the migrant workers across many of the economic sectors.

The view that the renewables energy sector provides some of the greatest diversification opportunities is encouraging and indicates that people understand the North East's potential in this area. Tourism potential is not a surprise and it would be interesting in the future to understand if people see this as the traditional style tourism or if it relates more to business, golf and green tourism opportunities.

Another interesting result is that respondents rated cultural experience lower than others for economic prosperity. In recent discussions with the oil and gas industry this was a key factor for them in attracting young skilled workers to the city. It is felt by the industry that without a dynamic and culturally active city centre people will be discerning and not locate to Aberdeen.

## NEIGHBOURHOOD ACTION – LOCALITY PLANNING

### *Neighbourhood Planning*

In 2001, Aberdeen City Council created 37 Neighbourhoods across the City, based on what were deemed to be 'natural local communities'. Since then the other public authorities (i.e. Grampian Police, NHS Grampian and Grampian Fire and Rescue Service) have taken steps to align with these Neighbourhoods.

In June 2005, we originally asked panellists on Aberdeen City Voice how much they knew about their Neighbourhood. We repeated the questions in June 2007 and are asking some of them again to find out how this has changed.

**Figure 15: Did you know that Aberdeen is divided into Neighbourhoods?**

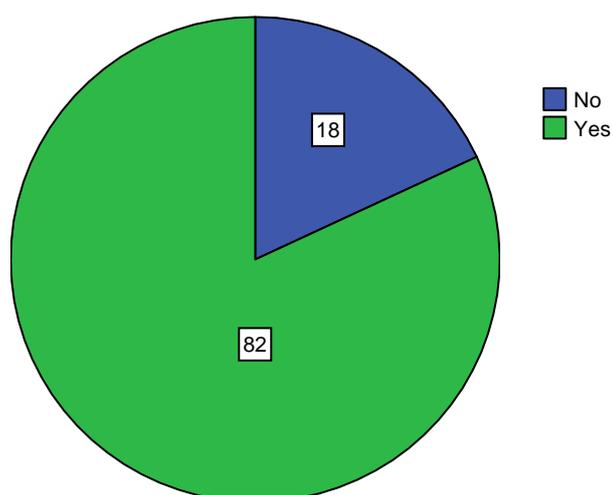


Figure 15 shows that 82% of respondents are aware that Aberdeen is divided into Neighbourhoods. There was no significant variation between gender and area categories. When the results were crosstabulated by age of respondent it was discovered that awareness was highest amongst the 35-54 age group and lowest amongst the younger panellists; only 60% of 16-24 year olds and 74.5% of 25-34 year olds indicated that they are aware that Aberdeen is divided into neighbourhoods.

**Figure 16: Do you know the name of the Neighbourhood you live in?**

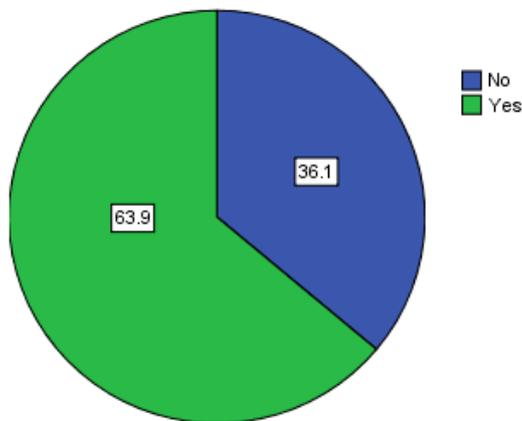


Figure 16 shows that approximately 64% of panellists knew the name of the neighbourhood that they live in. Awareness was slightly higher amongst female panellists than male panellists and was lower in central areas compared with the north and south but not by a large margin. Awareness varied amongst age groups of panellists with the over 65 age group being most likely to know the name of the area that they live in- 73% of over 65s compared with 50% of 16-24 year olds and 48% of 25-34 year olds.

**Figure 17: Do you know that there is a Neighbourhood Community Action Plan for your Neighbourhood?**

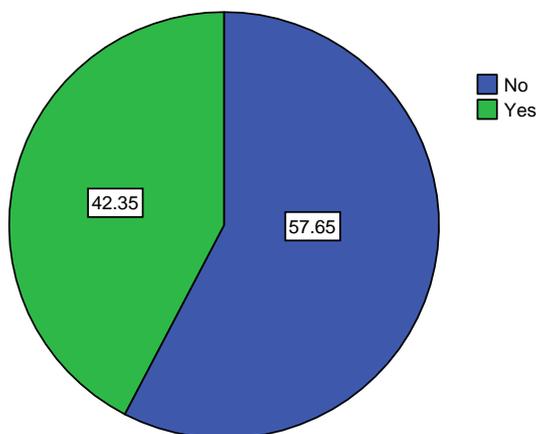


Figure 17 shows that approximately 42% of respondents are aware that there is a neighbourhood community action plan for their Neighbourhood. Awareness did not vary significantly when the results were broken down by gender or area. When the results were crosstabulated by age, 45% of over 65s were aware of Neighbourhood Community Action Plan for their Neighbourhood compared with 22% of 16-24 year olds and 37.5% of 25-34 year olds.

**Figure 18: Apart from the City Voice, have you been asked for your views on local issues and services in your Neighbourhood in the last year?**

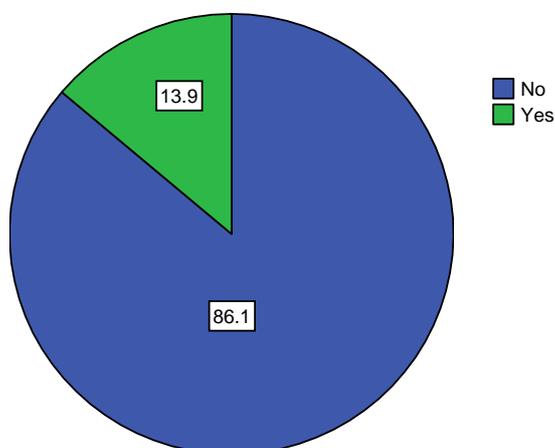


Figure 18 shows that approximately 14% of respondents have been asked for their views on local issues and services in their Neighbourhood in the last year. There were no significant variances when the results were crosstabulated by age, gender and area.

**Figure 19: In the last year, have you received information about the progress of your Neighbourhood's Community Action Plan (e.g. 'You Said It' leaflet)?**

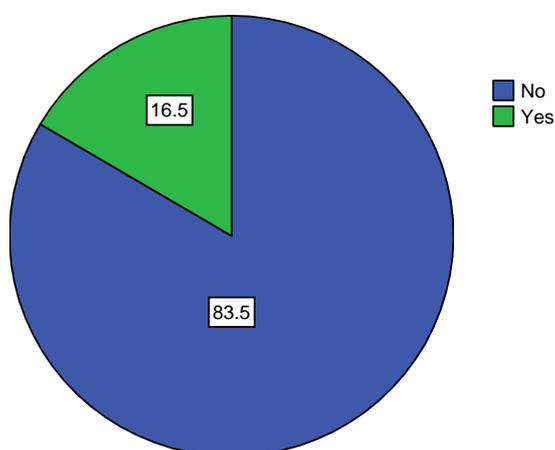


Figure 19 shows that 16.5% of respondents have received information about the progress of their Neighbourhood's Community Action Plan.

Thinking of the following issues in your Neighbourhood, how have they changed over the past 2 years?

Figure 20: The general appearance of your Neighbourhood? (or an area within it)

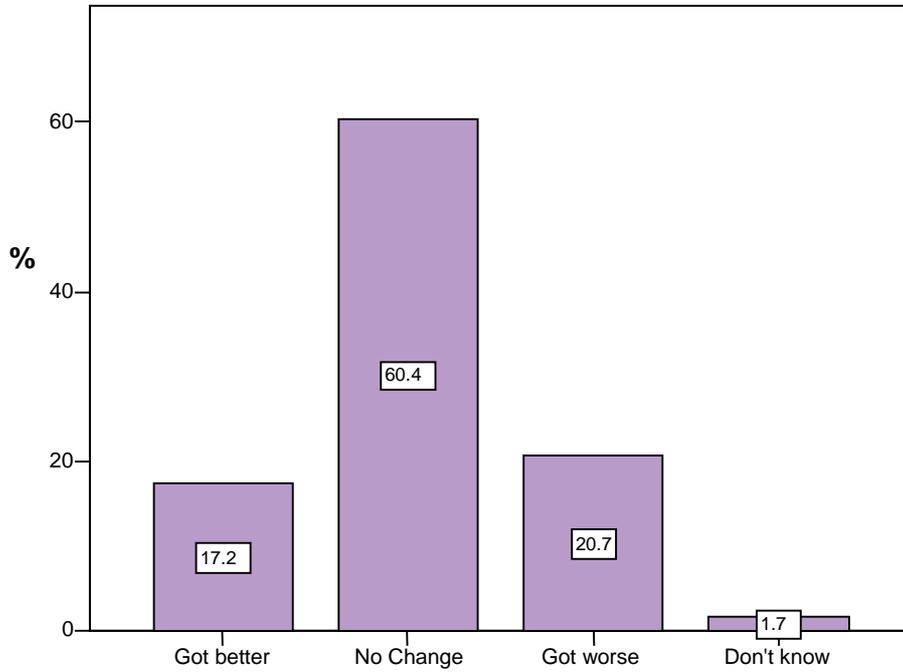


Figure 20 shows that around 60% of respondents indicated that there was no change in the appearance of their neighbourhood. Approximately 21% of respondents indicated that it had got worse and approximately 17% of respondents thought that the general appearance of their neighbourhood had got better.

**Figure 21: How the Council, Police, NHS etc have handled and responded to your queries?**

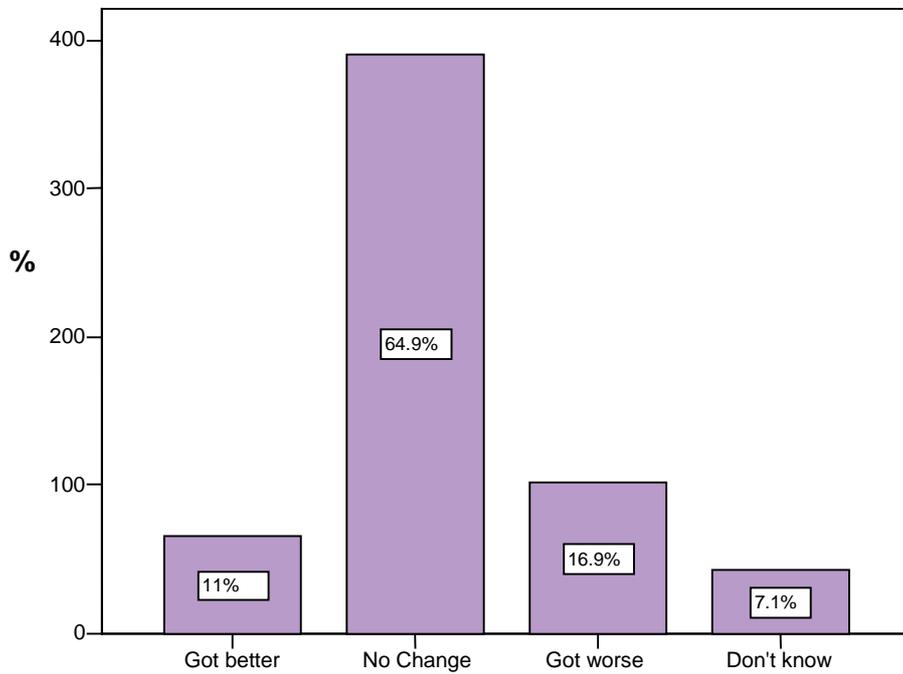


Figure 21 shows that the majority of respondents (approximately 65%) indicated that there was no change in the way that the Council, Police, NHS etc have handled and responded to their queries. Approximately 17% indicated that the situation had got worse and 11% (approx.) indicated that the Council, Police and NHS etc handled and responded to the queries better.

**Figure 22: The availability and relevance of information about local services?**

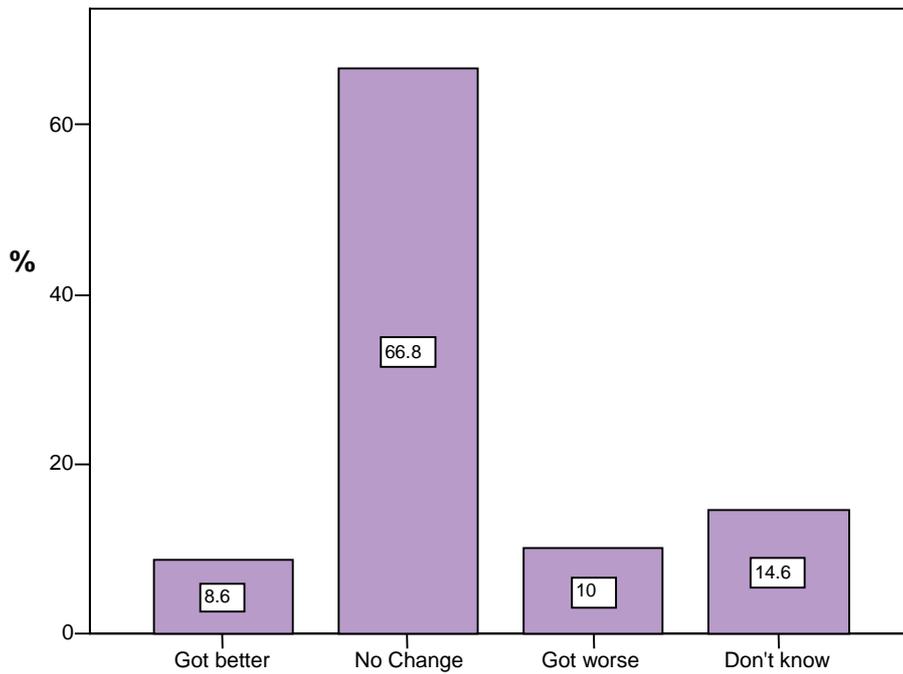


Figure 22 shows that approximately 2/3rds of respondents indicated that the availability and relevance of information about local services was the same. Approximately 10% indicated that it had got worse and approximately 9% indicated that the availability and relevance of information about local services had got better.

**Figure 23: The provision of new and improved facilities?**

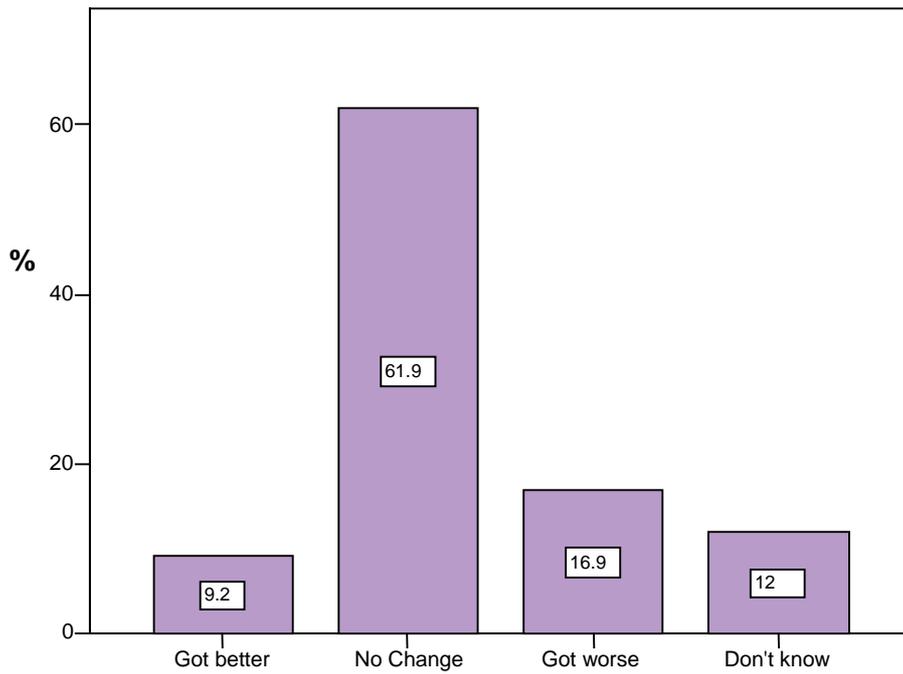


Figure 23 shows that approximately 62% of respondents feel that there has been no change in the provision of new and improved facilities. Approximately 17% indicated that the provision of new and improved facilities had got worse and 9% indicated that it had got better.

**Figure 24: If you wanted to raise an issue about your local Neighbourhood, who would you most likely contact?**

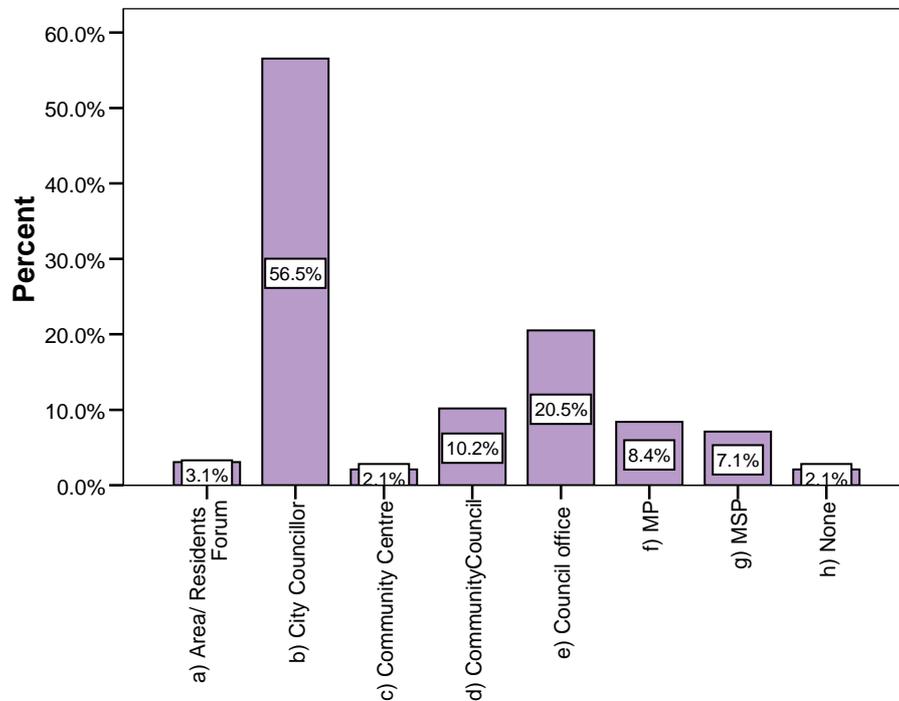


Figure 24 shows that panellists are most likely to contact their City Councillor if they wanted to raise an issue about their local neighbourhood (56.5%). 20.5% of respondents indicated that they would contact the council office and 10.2% indicated that they would contact the community council.

**Figure 25: Are you satisfied with the Neighbourhood Planning process?**

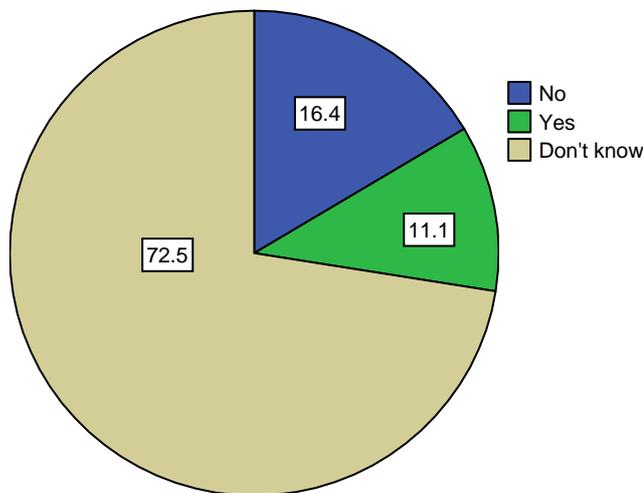


Figure 25 shows that the majority of panellists indicated that they did not know enough about the neighbourhood planning process to comment on it (72.5%). 11% of respondents indicated that they are satisfied with the neighbourhood planning process.

**Figure 26: Do you feel you can influence what happens in your Neighbourhood?**

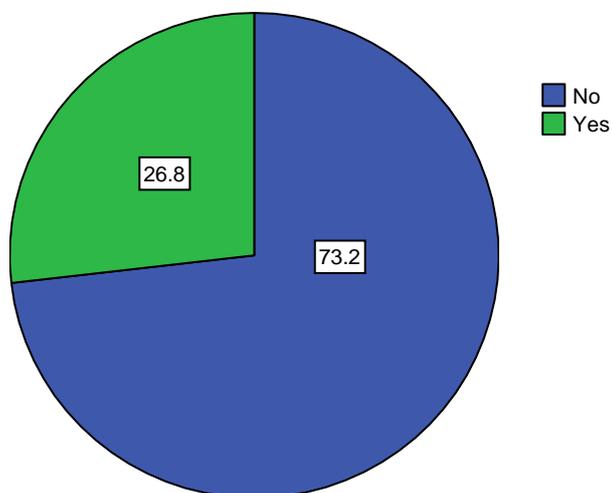


Figure 26 shows that 27% of panellists feel that they can influence what happens in their Neighbourhood. When the results were crosstabulated by gender 32% of male respondents feel that they can influence what happens in their neighbourhoods compared to 22% of female respondents. When the results were crosstabulated by age, the 55-64 age group were most likely to indicate that they feel they can influence what happens in their neighbourhood (29.4%) as compared with 9% of 16-24 year olds and 14% of 25-34 year olds. Panellists living in the south neighbourhoods were more likely to indicate that they feel they can influence what happens in their neighbourhood (33%), compared with 25% in central areas and 20% in the north areas.

Panellists were asked to provide details of why they feel they do/do not have influence. There were many comments on a diverse range of issues, which are included in Appendix 1. Particular points that were made several times include:

- Several panellists commented that they participate in neighbourhood planning or community councils
- Several panellists commented that they had not been involved but knew who to contact if necessary
- Several panellists commented that they do not feel consultations are meaningful
- Several panellists commented that they do not have any information about how to get involved

Panellists were asked if they have any final comment relating to Neighbourhood planning or neighbourhood community action plans. These comments have been included in full in Appendix 2. Particular points that were made by several panellists include:

- Neighbourhood planning is not advertised widely enough
- People are not interested in neighbourhood planning
- The council should be focussing on other issues at the moment

## Service Response

The first Neighbourhood Community Action Plans were published in 2005. Since then, we have been working to gradually establish a consistent approach across the city and to build Neighbourhood Planning into the plans of all the public services (ie City Council, Grampian Police, National Health Service, Grampian Fire & Rescue and the other community planning partners). Over the next few years we want 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 build this into the way we provide local services. To do this we already have consultation events and meetings with community groups but our aim is to have more of an ongoing conversation between local people and the managers of local services (ie housing, education, police, health, social work, waste disposal, fire prevention, libraries, roads, sports facilities, etc). This is even more important given the financial challenges now facing public services. The questions we posed in City Voice are mainly to help us know how well we are doing in involving more people in Neighbourhood Planning. We have now set targets associated with the three main indicators (as shown in the following table).

Question	2007	2008	Target 09 /10/11
1. Do you know that Aberdeen is divided into neighbourhoods?	78%	82%	N/A
2. Do you know the name of the Neighbourhood you live in?	59%	64%	N/A
3. Do you know that there is a Neighbourhood Community Action Plan for your n'hood?	43%	42%	45% / 50% / 55%
4. Have you been asked for your views on local issues and services in your neighbourhood?	41%	14%	45% / 50% / 55%
5. Have you received information about the progress of your Neighbourhood's Community Action Plan (eg You Said It leaflet)	27%	17%	N/A
6. Are you satisfied with the Neighbourhood Planning process?	-	11%	15% / 20% / 30%
7. Do you feel you can influence what happens in your Neighbourhood?	-	27%	10% / 20% / 40%

The results show that we are seeing the desired increase in basic awareness of the Neighbourhoods (1 & 2). There is little change in awareness of Neighbourhood Community Action Plans (3).

There has been a sharp fall in those who recall being asked for their views and those receiving information about progress (4 & 5). This is perhaps unsurprising given the length of time which has elapsed since the original 'flagship' Planning for Real events, and also given that the recent focus has been on engagement with staff, partner agencies and representative community organisations (eg. Community Councils) rather than the general public.

We have the first results for satisfaction with the process (6); and degree of influence (7) where we are already exceeding the target set for 2010.

Overall the results suggest that we need to take steps to reach more people when we are asking for views and reporting on progress and perhaps set more ambitious targets for people feeling they can influence what happens.

Improving communications is now one of our improvement priorities. We have already begun to take appropriate measures with the publication of two monthly Neighbourhood Bulletins (beginning summer 2008) for community groups and local staff - also available in libraries, community centres and public offices, and on the website...

<http://www.communityplanningaberdeen.org.uk/Internet/NeighbourhoodInformation/NeighbourhoodBulletins.asp>

This should help spread information about what is being done in each Neighbourhood.

Consultation events will be taking place in the autumn to discuss with community representatives what the main priorities for next year should be in each Neighbourhood. We also want to see how we can encourage more ongoing contact between service managers and local people to exchange views and get feedback on how our services are working.