

# Voice!

Police Scotland - New Psychoactive Substances (NPS)  
Arts and Cultural Activities  
Fire and Rescue Scotland - Home Fire Safety Visit  
Health and Wellbeing  
The Aberdeen City Alcohol and Drugs Partnership (ADP)



# Welcome

Welcome to the 35th citizens' panel newsletter! This newsletter gives feedback to you, a member of Aberdeen's citizens' panel, on the results of the 35th questionnaire that you completed in June 2015. Topics in that questionnaire included Police Scotland - New Psychoactive Substances, Arts and Cultural Activities, Fire and Rescue Scotland - Home Fire Safety Visit, Health and Wellbeing and the Aberdeen City Alcohol and Drugs Partnership - liquor license applications.

Your responses are important in informing and contributing to future plans by all partners of the City Voice. The data is analysed by our research consultants at the Robert Gordon University. As always, all information provided is kept strictly confidential.

The 36th questionnaire, focusing on Aberdeen City Council's Information Service, Customer Service, Roads - Winter Maintenance, Health and Social Care Partnership, Environmental Health - Seagulls and Registrars (Aberdeen City Council) is sent out together with this newsletter. I would like to thank all of you who have continued to complete the questionnaires and have returned them promptly over the last couple of years.

Please get in touch if you wish to make any comments on the citizens' panel.

**Annina Cavelti Kee**  
City Voice Co-ordinator

## Future Questionnaires

This newsletter, and the full results of the 35th questionnaire, is available to view on the Community Planning website

[www.aberdeencityvoice.org.uk](http://www.aberdeencityvoice.org.uk). Internet access is provided at libraries throughout Aberdeen and hard copies will be available at Marischal College Customer Service Centre and all city libraries. Alternatively, hard copies can be posted to you by contacting me on the details below.

We plan to issue Newsletter No. 36, a summary of the results of the enclosed questionnaire in February 2016, along with the 37th questionnaire.

If you have any further queries or would like to feedback your comments, please contact:

**Annina Cavelti Kee**

City Voice Co-ordinator

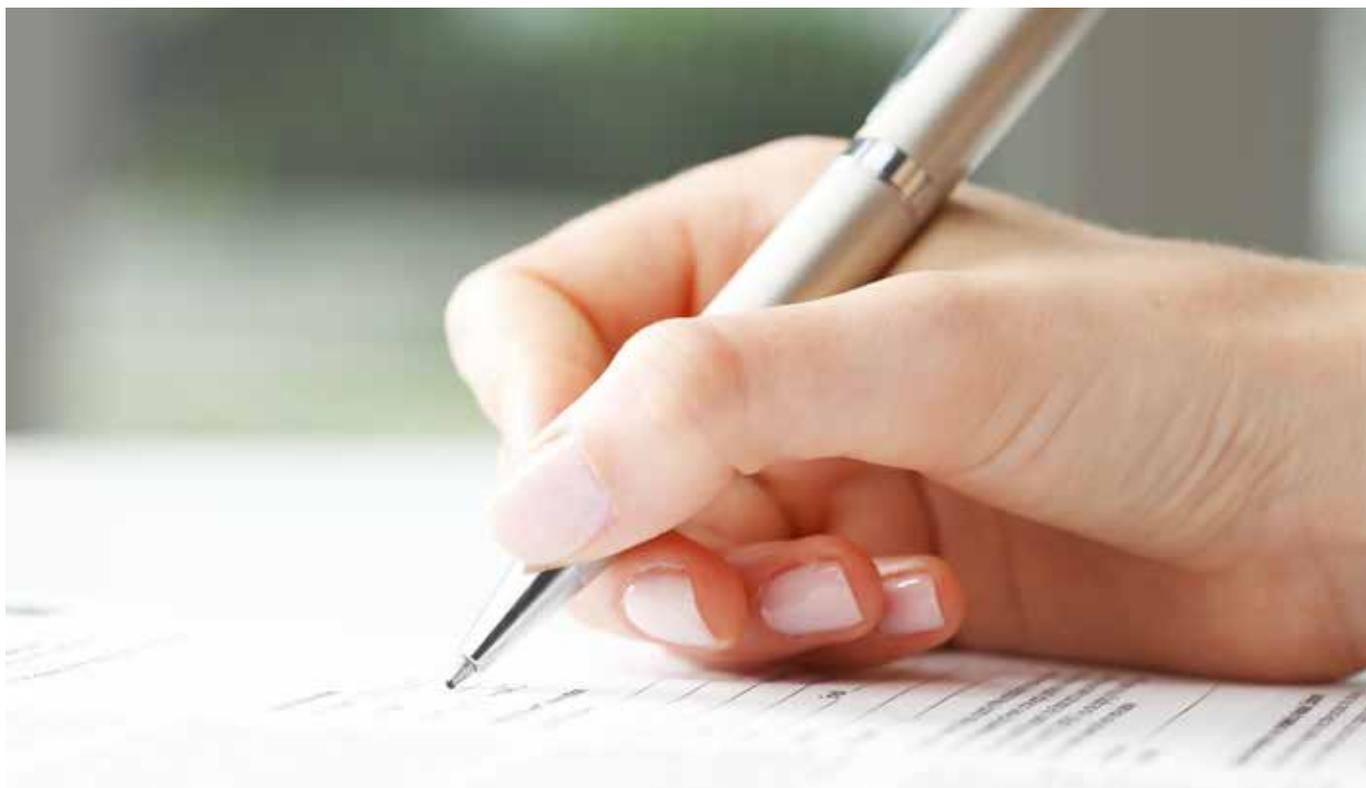
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**Aberdeen City Voice** is an initiative by Aberdeen's Community Planning Partnership, including Aberdeen City Council, Police Scotland, Scottish Fire & Rescue Service, NHS Grampian and Aberdeen Council of Voluntary Organisations.

Please recycle this newsletter when you have finished with it





We would like to welcome two new members to the Editorial Board - Elizabeth Howarth from NHS Grampian and Kevin Lynch from Police Scotland. Thank you very much for your support of the City Voice - we are looking forward to working with you!

We know that a number of you experienced some difficulties with the 35th questionnaire. We would like to apologise for the inconvenience caused. We appreciated your comments and feedback, and have taken them very seriously.

We have worked hard to address the problems and are hopeful that we can prevent any similar issues arising in the future. Please do continue to let us know if you experience any issues with questionnaire, newsletter, or report, as we are committed to continuously improving the City Voice!

The City Voice currently has 911 members. We are still aiming to increase the numbers. One way of boosting the membership is to attend public events which take place in Aberdeen and promote the City Voice. Last month (September) we went to the Fresher's Fayre at the University of Aberdeen and the Robert Gordon University. These two events will hopefully help us to increase the awareness of the citizens' panel amongst younger people (a group which is currently under-represented on the panel). If you know of any public events taking place in Aberdeen and you think we should be there to present the City Voice, please get in touch. Equally, if you know of any store/café or any other place where we should leave flyers or a poster, to advertise the City Voice, please let us know! And as always - tell your friends and family about us and encourage them to sign up as well - the only requirement is that they are over 16 and live in Aberdeen City. They can sign up online at [www.aberdeencityvoice.org.uk](http://www.aberdeencityvoice.org.uk), or email us at [cityvoice@aberdeencity.gov.uk](mailto:cityvoice@aberdeencity.gov.uk) or call us on: 01224 522935.

Remember...you can follow us on our blog <https://aberdeencityvoice.wordpress.com/> and we are on the Aberdeen City Council's facebook page and twitter feed!

### 35th Questionnaire - Panel Response

Here are the results of the 35th questionnaire you completed in June 2015. The results have now been analysed and a summary is presented in this newsletter. At the time of issuing the questionnaire, we had 911 people on the panel and we received 629 completed questionnaires. This gives us an overall response rate of 68.8%. It is encouraging to see such a good response rate. Thank you to everyone who participated.

It is vital for the success of the City Voice that we keep response rates as high as possible so please continue to complete them. If you wish to change the format that you receive the questionnaire in, i.e. move from hardcopy to electronic questionnaires or from electronic ones to a hardcopy format, please do not hesitate to contact us. If there is another reason you are not replying, please let me know.





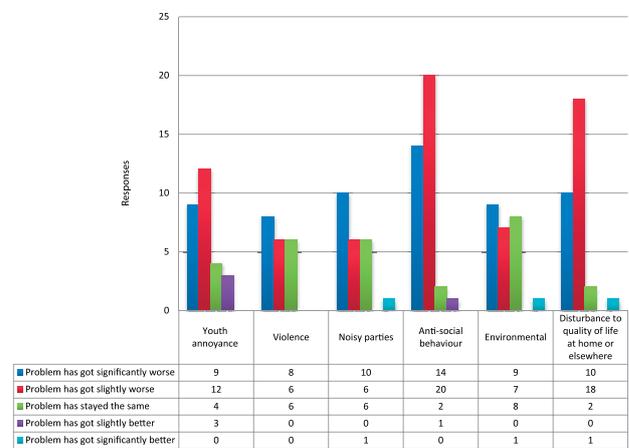
# Police Scotland Priorities New Psychoactive

A previous City Voice report (issue no 34) revealed that a large number of people are aware of New Psychoactive substances (NPS). As the use of NPS is an emerging national trend, Police Scotland Aberdeen City Division wanted panellists' comments upon their views on the matter and how NPS affect communities. This information will allow Police Scotland Aberdeen to determine the extent to which NPS products are, or are perceived to be, impacting upon communities.

In the first question panellists were asked if they have experienced any community problems, which they believe were caused by people using NPS. A vast majority of panellists answered with 'no' (92.1% said no, 7.9% said yes). There is no significant difference in the way female and male panellists responded to this question. Some minor differences can be seen looking at the different geographical areas of Aberdeen: Central Aberdeen had the largest number of people experiencing problems (12.3%) whilst south Aberdeen noticed the fewest community problems believed to be related to NPS (4.0%). These findings will further inform Local Policing Plans and actions as well as the extent to which Police Scotland may require to provide additional information/education in this key area.

People who had experienced any problems with NPS were then asked to say if they thought the community problem has gotten worse. The majority of respondents felt that the problems had either slightly or significantly worsened.

**Figure 1: What is your perception of the NPS problem over the last year?**



Panellists were also asked how they think NPS should be controlled. Looking at the answers, you can see a slight difference between male and female panellists and the way they think the problem has to be tackled:

**Figure 2: How do you think NPS should be controlled?**

Method	Male	Female
Government legislation banning the products	47.9% (180 respondents)	52.1% (196 respondents)
Trading standards legislation	40.7% (83 respondents)	59.3% (121 respondents)
Anti-social behaviour orders	46.2% (67 respondents)	53.8% (78 respondents)
Greater powers for the police	44.5% (118 respondents)	55.5% (147 respondents)
Licensing	44.1% (93 respondents)	55.9% (118 respondents)

Base = 378 respondents



### **This is what we are doing**

Our annual review of our Local Policing Plan in 2015 saw us stating our intention to work with partners to reduce the harm associated with the use of New Psychoactive Substances (NPS). It was included as one of our objectives under the Antisocial Behaviour Priority. Your feedback has allowed us to assess the impact NPS are having on our communities as we progress through this year's plan period and critically prepare for the coming year.

In response to the initial question it is pleasing to read that the vast majority (92.1%) of the community have not experienced any community problems which were believed to have been caused by NPS. The remaining 7.9% however have experienced related problems and their feedback is telling. The breakdown is indicating that we have an increased incidence within the centre and north of the city. This mirrors the distribution of the publically accessible shops that sell NPS and locates the city centre area which is a focus of the night time economy, both of which are a focus of concerted partnership activity.

The individuals having experienced community related problems have also indicated that they perceive it as getting worse. Areas of concern are people entering private accommodation. We have worked with partners to address such antisocial behaviour which resulted in the closure of a shop under ASBO (Anti Social Behaviour Order) legislation progressed by Aberdeen City Council. This provided respite for the local residents and we will continue to work with partners and local residents to monitor such shops. We will take appropriate and robust steps to support Aberdeen City Council in such action where appropriate.

We will continue to use the powers available to us when responding to your concerns and note there is an overwhelming support for the control of NPS (95.4%). The planned legislation will initially provide some control. We will use this effectively and will continue to work with young people and vulnerable members of the community to increase their awareness of the dangers of such use and address local concerns regarding anti-social behaviours, youth annoyance and quality of life issues - across our Community Policing Teams. Additionally we will be able to take your thoughts regarding the control measures to our partners who are also able to make representation across a wide variety of areas to ensure that your concerns are heard and considered as we all move forward.

Finally, thank you for your participation. Your concerns and feedback will form an important part of our ongoing work in this area. It will inform the review of our Local Policing Plan as we move forward, refreshing it for 2016 and ensuring it is fit for purpose.

### **Kevin Wallace**

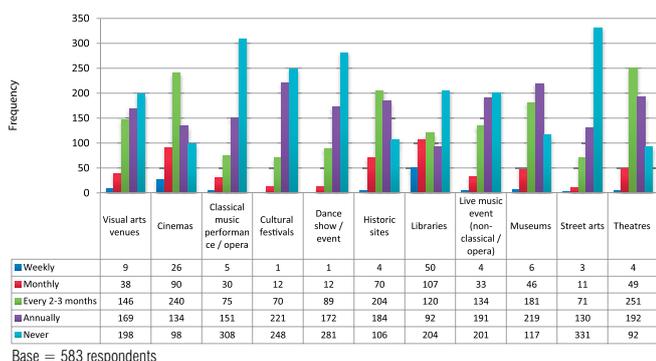
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# Arts and Cultural Activities

Aberdeen City Council and the Aberdeen Cultural Network are trying to establish a better understanding of city residents' engagement with arts and cultural activities. The council is to review current working practice and will use this information in that review.

The first question put to the panellists was, on average how often they attend cultural activities and venues in the city, such as visual arts venues, cinemas, classical music performance, opera, cultural festivals, historic sites, dance shows/ events, libraries, live music events (non-classical/opera), museums, street arts, theatres. Their answers vary quite a bit:

**Figure 3: On average, how often do you attend the following type of cultural activities and venues in the city?**



A few noticeable aspects:

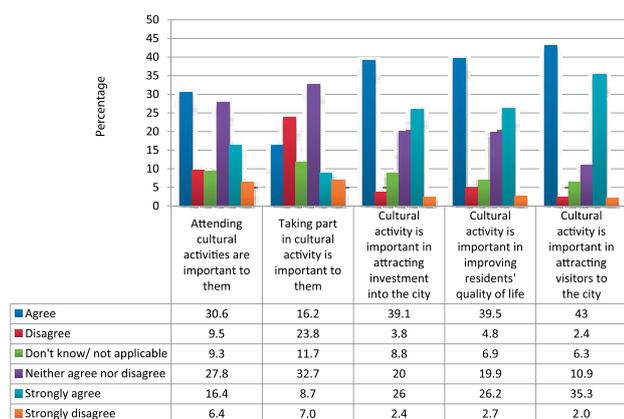
- Female panellists were more likely to attend the cinema every 2-3 weeks than men (43.9% versus 37.5%).
- Male panellists had a higher percentage of respondents never attending the cinema (22.9% compared to 11.8% of female panellists).
- Men had a higher percentage when it came to attending the cinema on a weekly basis (5.6%), compared to 3.2% of the women.
- Men and women seem to attend the theatre equally frequent.
- Looking at the category 'once a month', panellists aged between 55-64 years and 65+ years attended the theatre more frequently (11.7% and 10.2% respectively) than younger panellists (6.4% of panellists aged between 16-34 years and 4.5% of panellists aged 35-54 years).
- The two oldest age groups had the highest percentages when it came to never attending the theatre - 16.1% (55-64 years old) and 17.8% (65+ years old), compared to 8.5% of the 16-34 year olds and 14.9% of the 35-54 year olds.

The second question asked how panellists would rate the quality of different cultural activities. The cinema and theatre received the highest 'good' - rating by the panellists (55.0% and 50.1% panellists respectively). The historic sites (48.6%), museums (45.3%) and libraries (45.4%) were also perceived as being of 'good' quality by a large number of the panellists. 26.5% panellists judged cultural festivals as being of 'fair' quality; 23.7% panellists felt the same way about live music. Museums and visual arts venues were considered to be of 'fair' quality by 22.6% and 19.7% of panellists respectively.

Panellists were also asked how often they take part in cultural activities in their own time. The majority of the panellists do not take part in any of the activities - except reading for pleasure. When asked what prevents them from taking part most of them chose the cost of the activity/ venue (231 panellists). 154 panellists said they don't have enough time, 157 panellists didn't consider the question as applicable to them because they are happy with how often they attend cultural activities, 185 said they are not aware of what's going on, 117 panellists chose the location of the activity and 115 panellists are not interested.

Panellists were then presented with five statements and asked to what extent they agree or disagree with them:

**Figure 4: To what extent do you agree or disagree with the following statements on the value of arts to you and the city as a whole?**



Base = multiple respondents

43.0% of the panellists agreed with the statement 'cultural activity is important in attracting visitors to the city'. 35.3% strongly agreed and 10.9% neither agreed nor disagreed. 'Cultural activity is important in improving residents' quality of life' is met with agreement by 39.5% of the panellists, 26.2% strongly agreed and 19.9% neither agreed nor disagreed. 'Cultural activity is important in attracting investment into the city' - 39.1% agreed with this statement, 26.0% strongly agreed and 20.0% neither agreed nor disagreed. 30.6% of the panellists agreed with the statement 'attending cultural activities are important to them', while 27.8% of panellists who neither agreed nor disagreed and 16.4% strongly agreed. Views on the importance of taking part in cultural activities varied amongst panellists: When asked whether 'taking part in cultural activities is important to them' almost 25% of panellists either agreed or strongly agreed, while 30.8% disagreed or strongly disagreed and 32.7% neither agreed nor disagreed.

**This is what we are doing**

Firstly, we would like to thank the panellists for taking the time to complete the questions relating to arts and cultural activities. The responses are much appreciated.

The results are both interesting and helpful to us as we seek to continue to develop the cultural life of the city. Most encouraging to us was the response that 65.7% of responses either agreed or strongly agreed that cultural activity is important in improving the quality of our lives in Aberdeen and in attracting investment into the city. The view from 78.3% of panellists that culture is important in attracting visitors to the city was also positive.

The feedback on audiences and participation is also really helpful to us. When combining these findings with other research we have undertaken, we are beginning to develop a better understanding of different aspects of engagement in arts and cultural activities across the city. We are encouraged that much of the city's cultural provision is seen as good, recognising that there is scope for us to work towards making this excellent. In regards to promoting opportunities and access to cultural activity, we have also noted that cost and a lack of awareness are the two main barriers and we will look to work on this moving forward.

The feedback from the findings is being used in two different ways; one which will support short-term changes and another to support long-term planning. The report will be presented and discussed at the city's Culture Network which consists of representatives of over fifteen arts, cultural, civic and educational organisations from across the city. The Network partners will consider the findings and seek to implement changes in provision accordingly. An example of this may be that organisations review existing marketing approaches or pricing structure where possible to encourage more audience members or participants.

The Culture Network is also working to develop a renewed plan for the future development of arts and culture. The aim is to develop a plan which will provide direction on the future development of arts and culture which reflects the culture and cultural aspirations of the people of Aberdeen. This feedback will sit alongside other research and methods of community consultation to help inform the city's priorities moving forward.

**Gary Cameron**

Cultural Policy and Partnerships Officer  
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Phone: 01224 522744



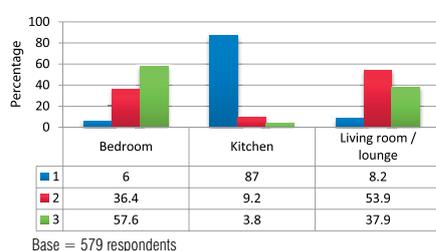
# Fire and Rescue Scotland - Home Fire Safety Visit

In questionnaire 34 City Voice panellists were asked questions relating to Home Fire Safety Visit. This time, Fire and Rescue Scotland wanted to develop those questions to gauge the public's understanding of Home Fire Safety Visit referrals for people they think are at risk. With the answers received Fire and Rescue Scotland are hoping to give advice through media and raise awareness to Third Sector organisations such as voluntary and community organisations, social enterprises, mutual and co-operatives. The responses will further influence future initiatives. Firstly, panellists were asked if they knew that they can refer another person to receive a free Scottish Fire and Rescue Service Home Fire Safety Visit - with or without that particular person's consent. The respondents seem to be split in the middle - 50.1% are not aware of the possibility of referring someone else for a Home Fire Safety Visit with that person's consent, while 49.9% are aware of this option. An overwhelming majority of the panellists are not aware of the possibility of referring someone for a Home Fire Safety Visit without their consent. 92.0% of the respondents said no, 8.0% answered with 'yes'.

When asked if they have ever referred a person to receive a Home Fire Safety Visit, 93.0% of the respondents answered with no, only 6.0% said that they have previously referred a person with their knowledge and only 1.0% has referred someone without their knowledge.

Using the numbers 1, 2 and 3, panellists were also asked to indicate where they believe the majority of house fires start.

**Figure 5: Please indicate using 1, 2, 3 (with 1 being the most likely place) where you believe the majority of house fires start**



Most people chose the kitchen as the place where they believe house fires are most likely to start (87.0%), followed by the living room/ lounge (8.2%). The least likely place where a house fire would start is believed to be the bedroom (57.6%).

Asked about what they considered to be the most common ignition source for house fires in Aberdeen, most panellists answered with 'cooking related' incidents (37.5%), followed by 'electrical appliances' (25.1%), 'smoking materials' (15.4%) and finally 'candles or other naked flames' (14.3%).

## This is what we are doing

It was interesting to note that half the panel was unaware that Home Fire Safety Visit referrals can be made on behalf of another person, and a large proportion of the panel was not aware that you can make a referral for someone without their consent - if indeed you felt this approach was necessary.

This information will direct us locally with future campaigns to ensure that the public are aware of the assistance that the Scottish Fire and Rescue Service in Aberdeen can provide. There are many vulnerable people within the community who have never requested a Free Home Fire Safety Visit possibly because they don't want to bother anyone. We want people to know that if you are a relative, neighbour or friend who knows of a vulnerable person you can contact Scottish Fire & Rescue Service with or without their consent and they will receive a Free Home Fire Visit.

If you would like to receive a visit, or would like to request a visit for someone else, please contact:

**Gordon Riddel**  
 Station Manager  
 Scottish Fire and Rescue Service  
 Email: [gordon.riddel@firescotland.gov.uk](mailto:gordon.riddel@firescotland.gov.uk)  
 Phone: 01224 788761

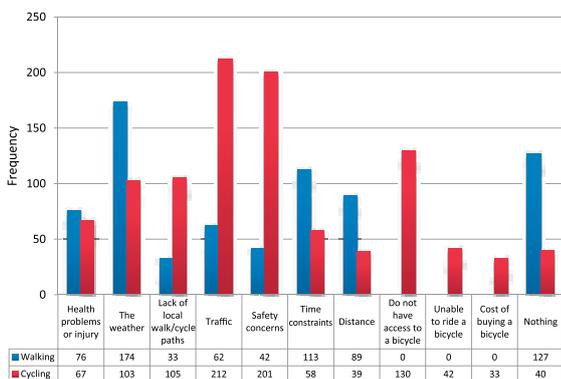


# Health and Wellbeing

Aberdeen City Public Health Team sought the views of respondents on walking and cycling opportunities in Aberdeen. The responses will help informing future priorities, including how we can support people to remain active and healthy.

The first question put to the panellists was if they currently walk or cycle in Aberdeen City. Out of 613 respondents, 516 answered with 'walking' and 97 panellists said they cycle. Panellists living in central and south Aberdeen were the ones who walked the most (189 respondents and 186 respondents respectively). Aberdeen south and central also had a higher number of panellists who are cycling than people living in north Aberdeen (38 respondents in Aberdeen central and 37 respondents in Aberdeen south). When asked what prevented them from walking or cycling panellists chose the following options:

**Figure 6: Which of the following, if any, prevent you from walking and cycling in Aberdeen City?**

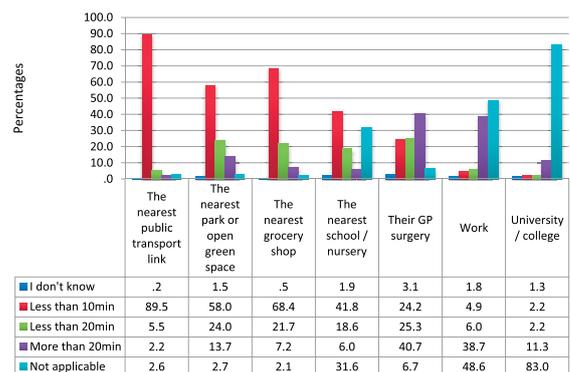


Base = multiple respondents

Panellists were also asked how often they walk to different places. They were given 8 options to choose from. The most positive responses given (i.e. 'daily', 'more than once a week' and 'more than once a month') were 'for leisure' (30.2% of the panellists chose 'daily', 27.7% 'more than once a week' and 18.8% 'more than once a month'). 'To keep fit' was chosen by 27.2% (daily), by 22.7% 'more than once a week' and by 15.1% 'more than once a month'. 25.8% of the panellists walk daily to local shops, 32.9% 'more than once a week', and 14.5% 'more than once a month'. Not as many panellists cycle as walk. However, as a general statement it can be said that those people who cycle, cycle mostly more than once a month and cycle for leisure or to keep fit.

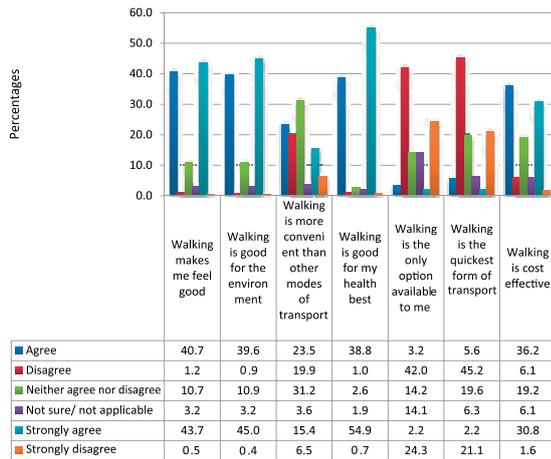
Panellists were also asked roughly how long it would take them to walk from home to the nearest public transport link, the nearest park or open green space, the nearest grocery shop, the nearest nursery/school, their GP surgery, work or university/ college:

**Figure 7: Roughly how long would it take to walk from home to each of the following?**



Base = multiple respondents

**Figure 8: Which of the following statements best describe your attitude towards walking?**



Base = multiple respondents

Walking seems to make the majority of respondents feel good (40.7% agreed and 43.7% strongly agreed with this statement). Respondents also considered walking to be good for the environment (39.6% of the respondents agreed with that statement, and 45.0% even strongly agreed with it). 54.9% of respondents agree strongly with 'walking is good for my health', and 38.8% agree with it. However, 42.0% of the respondents disagreed and 24.3% strongly disagreed with the statement 'walking is the only option available to me'. Finally, 45.2% of the respondents disagreed and 21.1% of the respondents strongly disagreed with the statement 'walking is the quickest form of transport'.

### This is what we are doing

The Aberdeen City Public Health Team wanted to learn more about the walking and cycling habits of respondents given the positive impact of these behaviours on health and wellbeing. In particular, the team wanted to explore trends, and the barriers and enabling factors to walking and cycling. The results will be shared with key groups who may influence decisions relating to walking and cycling in Aberdeen, including the Aberdeen Health & Social Care Partnership Physical Activity Thematic Group.

In general, trends reported were similar to national studies, with the majority of respondents indicating they participate in walking, while a smaller proportion is cycling.

The highest percentage of people who walk daily report they do so for leisure, and around a quarter of people reported walking as a means of keeping fit. This suggests people are aware of the benefits of walking to their health and wellbeing. Other positive responses associated with walking include that it is good for the environment (39.6% of respondents) and cost effective (36.2% of respondents). The main factor preventing people from walking more often is the weather, followed by time constraints. Over half of the respondents stated better quality paths would encourage them to walk more. Addressing safety concerns, specifically night time safety, was also indicated as a means of encouraging respondents to walk more regularly. Over four fifths of the respondents had access to a bike which is much higher than expected when the national average is considered (44.0% of those aged over 5 years). It was interesting to note that respondents tended to view cycling as more of a leisure pursuit than a means of travel. 42.0% of the respondents indicated they could cycle to work in less than 20 minutes, but only few respondents currently do. In order to improve cycling routes in Aberdeen, more needs to be done to address perceived barriers such as road safety, traffic, and access to good quality cycle routes.

### Katie Cunningham

Public Health Co-ordinator - Central North Cluster  
Aberdeen City Health & Social Care Partnership - Public Health Team

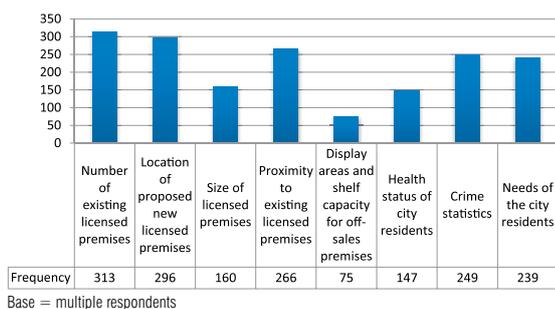
Email: [katie.cunningham@nhs.net](mailto:katie.cunningham@nhs.net)

# The Aberdeen City Alcohol and Drugs Partnership (ADP)

The Aberdeen City Alcohol and Drugs Partnership (ADP) is a multi agency partnership including Aberdeen City Council, NHS Grampian, Police Scotland, Scottish Fire and Rescue Service and the Third Sector. As the Aberdeen City Licensing Board Statement of Licensing Policy will be reviewed and a new one produced in 2016, ADP wants to find out if panellists have changed their views since they put questions in about this topic in 2012, issue 26. ADP wants to collect additional data to help to inform local campaign and health promotion work with licensed premises in the city. Asked about whether they were aware that Aberdeen City Licensing Board produced a Statement of Licensing Policy for the period 2013-2016, the majority of respondents answered with 'no' (84.0%), only 16.0% said 'yes'.

Another question asked the panellists what they think should influence the Licensing Board when developing the next statement of Licensing Policy. They could choose from 8 different options:

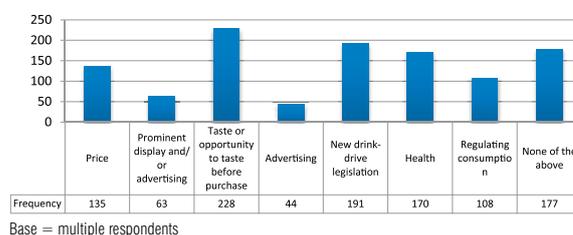
**Figure 9: What do you think should influence the Licensing Board when developing the next statement of Licensing Policy?**



The most popular answer was 'number of existing licensed premises' (chosen by 313 panellists), followed by 'location of proposed new licensed premises' (296 panellists), 'Proximity to existing licensed premises' (266), 'crime statistics' (249 panellists) and 'needs of the city residents' (239 panellists). Panellists were also asked if they had purchased any "no" and "low" alcohol beers, wines and ciders 'on sale' or 'off sale' in the last year. Only a small proportion of the respondents have purchased any of these products - 18.4% of the respondents who had bought any of these products bought them 'off sales' and 13.1% respondents bought them 'on sales'. The majority of panellists have also not seen any "no" or "low" alcohol drinks on display. 47.3% of the panellists said that they haven't seen them on display 'on sale'; while 42.7% said they had seen these products. 47.5% of the panellists had seen them 'off sale'; whereas 52.5% said they hadn't seen them.

When asked what would influence them the most in relation to purchasing a "no" or "low" alcoholic drink, panellists could choose from the following options: 'price', 'prominent display and/or advertising', 'taste or opportunity to taste before purchase', 'advertising', 'new drink - drive legislation', 'health', 'regulating consumption', or 'none of the above'.

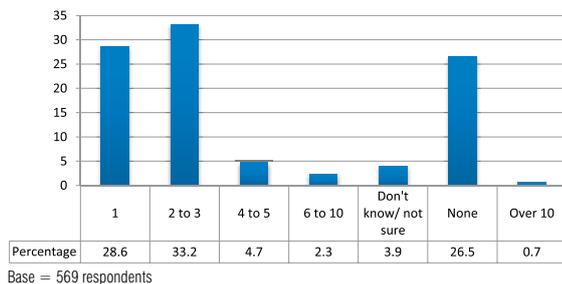
**Figure 10: What factors could influence you the most in relation to purchase of "no" or "low" alcohol drinks?**



The answer option 'taste or opportunity to taste before purchase' was chosen most frequently - 228 panellists thought that might influence their decision of purchasing a "no" or "low" alcohol drink. Other frequently chosen options were: 191 panellists chose 'new drink-drive legislation', 177 panellists chose 'none of the above' and 170 panellists chose 'health'.

Panellists were asked if they wanted to buy alcohol from 'off sales' roughly how many places could they potentially make a purchase from within a 5 minute walk of their home.

**Figure 11: If you wanted to buy alcohol from off sales (that is not from a pub, bar, restaurant, or club) roughly how many places could you potentially make a purchase from within a 5-minute walk of your home?**



Base = 569 respondents

The last question was how panellists felt about the number of places to buy alcohol in their local area. The majority answered with 'about right' (77.2%). 10.2% of the panellists thought that there were too many, 10.2% didn't know and 2.5% of the panellists thought that there were too few places to buy alcohol in their local area.

### This is what we are doing

It was interesting to note that 84.0% of respondents were not aware of the Aberdeen City Licensing Board Statement of Licensing Policy. Of the 16.0% who were aware the highest number of respondents (42) advised that they received information through newspapers with the second highest number (25) citing the Aberdeen City Council website as the source of this information. 70.0% of respondents were not aware that they could potentially influence local licensing decisions by making their own views known to the board.

The majority of respondents who were aware of the statement were supportive of the statement of Licensing Policy with only 5.0% against it. When asked what should influence the Licensing Board when developing the next Statement of Licensing Policy the top three most frequently selected points related to: Number of existing licensed premises (313); location of proposed new licensed premises (296); and proximity to existing licensed premises. This is in accordance with previous work that mapped premises within neighbourhood localities and strongly suggests that this work should be continued.

The highest percentage of respondents who have seen "no" or "low" alcohol drinks on display in the last year from "on sales" have been located in central Aberdeen (47.3%). This may potentially be attributable to industry campaign work targeting on-sales environments, as well as factoring

in consumer impact and behaviour relating to the recent change in drink-drive legislation.

This data will be shared with the retail trade to help them identify and improve marketing approaches relating to the display and sale of "no" and "low" alcohol products. In particular, the suggestion that panellists would like the opportunity to taste before purchasing these products could prove to be very helpful in promoting sales in a context where mitigating over consumption and the subsequent harmful effects of alcohol are a clear public health objective.

This data will be presented at the Aberdeen City ADP meeting and shared with partner organisations from Aberdeen City Council, NHS Grampian, Police Scotland, Scottish Fire and Rescue Service and the Third Sector. It will also be shared with the Aberdeen City Licensing Forum and Aberdeen City Licensing Board. The Aberdeen City Licensing Board will be asked to take into consideration these comments as part of its consultation process for reviewing the current Statement of Licensing Policy. It is therefore anticipated that these findings will help support an improved communication strategy that will promote a better awareness of the new policy within the public domain.

The outcome of this survey has confirmed that:

- There is poor awareness of the Statement of Licensing Policy and its content.
- Those panellists who were aware of the Statement of Licensing Policy are predominantly supportive of it.
- There are clear suggestions on how to raise awareness of the Statement of Licensing Policy and that this is used to influence a communications strategy to promote any future policy.
- The particular suggestions made by the panel will be fully taken into account when looking at designing future promotional activity.
- The majority of panellists have not purchased any "no" or "low" alcohol products but could potentially be influenced by appropriate promotions and offers this information will be shared with local retail contacts.
- The panel identified various factors that could influence the Licensing Board when developing the next Statement of Licensing Policy, and these all fit well within current strategy. In particular we note the importance of mapping premise location and density within neighbourhoods and therefore this practice will be continued.

### Heather Wilson

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