

Voice!

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



Welcome

Welcome to the 23rd citizens' panel newsletter! This newsletter gives feedback to you, a member of Aberdeen's citizens' panel, on the results of the 23rd questionnaire that you completed in June 2011.

Topics in that questionnaire covered the Community Planning themes of Locality Planning and Children & Young People - with additional questions on the Granite Festival, Involvement/Engagement of the Community, and Electronic Survey.

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 24th survey, focusing mainly on the Community Planning themes of the Environment, Prosperity & Jobs, and Transport & Connections, with additional questions on local policing, is included with this newsletter. Many thanks to all of you who have continued to complete the questionnaires and have returned them promptly over the last couple of years.

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

Sharon Wilkinson

(For Philippa Mason, City Voice Co-ordinator)

Future Questionnaires

This newsletter, and the full results of the 23rd questionnaire, is available to view on the Community Planning website

www.aberdeencityvoice.org.uk.

Internet access is provided at libraries throughout Aberdeen and hard copies will be available at the Marischal College Customer Service Centre and all city libraries. Alternatively, hard copies can be posted to you by contacting me on the details below.

I plan to issue Newsletter No.24, a summary of the results of the enclosed questionnaire in March 2012, along with the 25th Questionnaire.

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

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

Please recycle this newsletter when you have finished with it



Online

We had a great response to our questions in the 23rd questionnaire about putting the City Voice online. As a result the 24th City Voice questionnaire is now available to complete online! Those panellists that requested to complete the questionnaire online have received this newsletter electronically, and have been given a web link which will take them directly to the questionnaire. We have tried and tested the online version, but know that nothing is perfect! If you have any teething problems with the questionnaire, please get in touch and we will sort them out as quickly as possible. If you would like to move from paper to online, just email me at cityvoice@aberdeencity.gov.uk.

Cost of City Voice

Within the 23rd questionnaire, a couple of panellists raised concerns about the cost of running the City Voice. We investigated the possibility of changing the shape of the envelopes to fit the questionnaire, and we also investigated changing the shape of the questionnaire itself. However, by making the envelope and questionnaire smaller, we also make it fatter – this would actually cost us more in postage than our current format.

Each time we print the City Voice, we contact a couple of printers to get quotes for the work, ensuring that we choose the most cost effective printer each time. Please be assured panellists, that we continually try to make cost savings. By offering the online questionnaire, we are estimating that we will save over £1,000 in printing and postage costs this year alone.

Finally, we would also like to remind panellists to let us know of any change of address details. Again just drop us an email or give us a phone and we will update your details immediately. This will make sure that there is no delay in you getting your questionnaire! Also, if you would like to change the format you receive your

questionnaire in, please phone or email me.

Frequently Asked Question

Why do we number the questionnaires?

When we send the City Voice questionnaires out, we write the panellist number on the questionnaire. This number is called a 'unique identifier' and tells us some information about who is completing the survey. This information is used in several ways. Firstly, when the questionnaire results are sent to RGU for analysis, it allows us to understand if different groups of panellists feel differently about different issues. RGU will never be sent any contact details for you, they are only given your neighbourhood, age group and whether you are male or female. They are not able to link your answers to you. We never link the results to individual panel members.

Numbering the questionnaires is also a useful way for me to keep track of panellists. If you move house or want to leave the panel, it allows me to access your record quickly and effectively. With almost 1,000 panellists it ensures that I have the correct record.

23rd Questionnaire - Panel Response

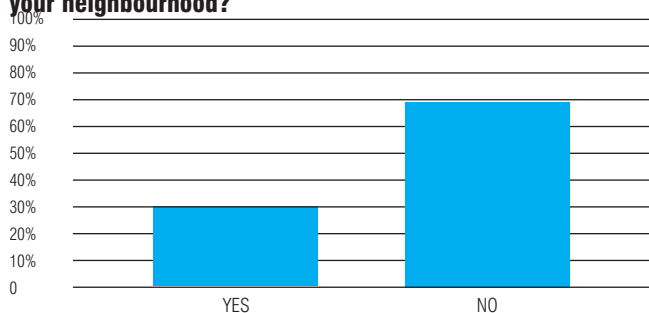
Here are the results of the 23rd questionnaire you completed in June 2011. The results have now been analysed and a summary is presented in this newsletter. At the time of issuing the questionnaire, there were 977 of you on the panel – we received 661 questionnaires which gives us an overall response rate of 67.7 %. Thank you to all of you who responded. This response rate is lower than the last questionnaire and it's important to keep the return rates as strong as possible, so if there is a reason you are not replying, please let me know. Are the questionnaires too complicated? Too long? Are we asking about the things of little interest to you? What would you like us to ask you about? Please let me know when you return by letter, email or telephone.



Locality Planning

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

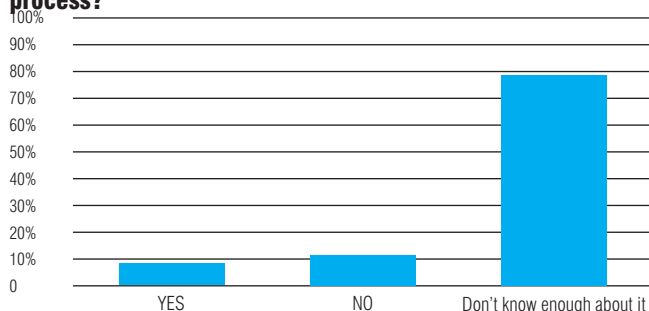
Figure 1: Before reading about it in the City Voice, did you know there was a Neighbourhood Community Action Plan for your neighbourhood?



We began by asking if you knew there was a Neighbourhood Community Action Plan for your neighbourhood before reading about it in city voice. As figure 1 shows us, 69.6% of those that replied did not know these existed. The awareness of these plans was highest in the central area of the city, and lowest in the north.

We then asked if you were satisfied with the Neighbourhood Planning process. As we can see in figure 2, the majority of respondents stated that they don't know enough about it (79.7%), 8.3% of respondents said 'yes' they were satisfied, and a further 12.0% said 'no' they were not satisfied.

Figure 2: Are you satisfied with the Neighbourhood Planning process?



You were then asked if you felt you could influence what happens in your neighbourhood. 60.1% of those that responded to this question stated 'no'. The remaining 39.9% stated 'yes' that they felt they could influence what happens in their neighbourhood. Of those that said no, they were asked to provide details of why they felt this way. The main answers were:

Figure 3: If you are not satisfied, please can you tell us why?

Response / Theme	Respondents %
Council doesn't listen, or acts in own interests	40.5
Insufficient publicity (opportunities and methods)	29.4
Council not proactive enough in seeking views	13.5
Poor personal experience(s)	9.5

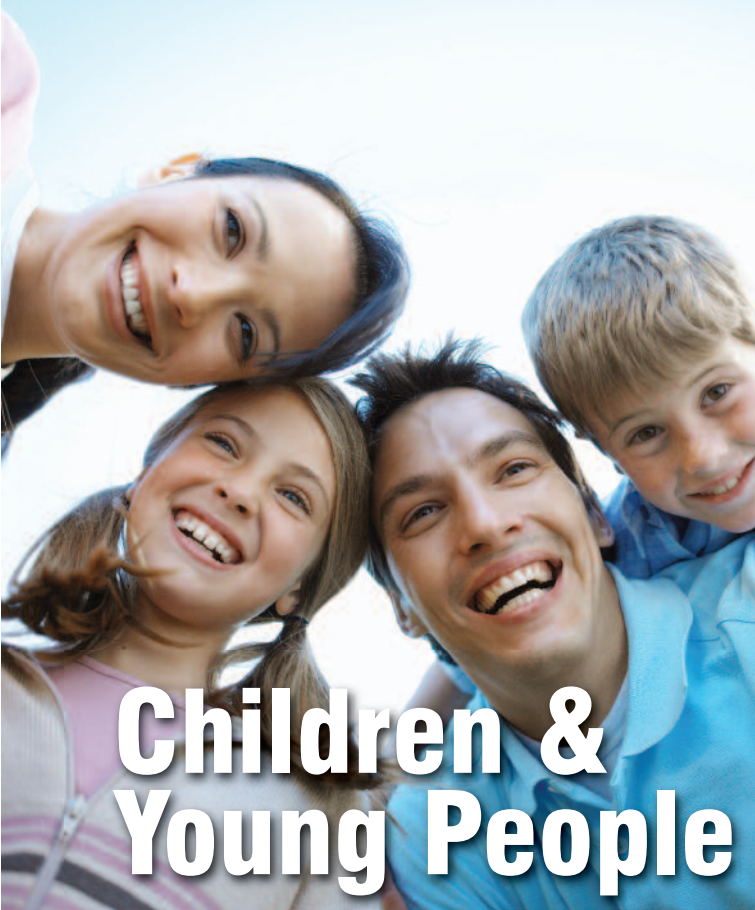
Locality Planning - This is what we are doing

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

Clearly the results from this survey and the previous one confirm that awareness regarding the existence of Neighbourhood Community Action Plans and the Neighbourhood Planning process itself is low. Also, in relation to engagement with residents regarding their views on local services the results show that a very clear majority 86.2% of respondents have not been asked for their views. In relation to the level of influence that respondents feel in relation to what happens in their neighbourhood 39.9% feel they can; this is an increase from the 2010 survey which recorded a 36.9% response to this question but is not as high as 2009 where the figure was 44%. However, 40.5% indicated that they feel they have no influence primarily due to a perception that the council doesn't listen, or acts in its own interests.

The reason for lack of awareness in relation to Neighbourhood Planning may relate to the reduction in council officers directly involved in supporting the process following the restructuring of Council services. The Community Planning Partnership has recently concluded its own review and one of the areas that will be considered in the coming period is how to improve community engagement and Neighbourhood Planning. The survey results will be used to consider what needs to be done to improve this area of work in the future.

Dave Kilgour - City Strategist
Aberdeen City Council



Children & Young People

Integrated Children's Services

The first questions within this theme focused on Integrated Children's Services (ICS). The ICS Partnership is the high-level strategic planning group responsible for ensuring that we improve services and deliver better outcomes for children and young people in the city.

You were asked how well you felt each outcome of the ICS Partnership plan was being achieved for the children and young people of Aberdeen. 40.1% of respondents felt that the 'Safe and Protected' outcome was doing 'well' or 'very well'. Whereas 24.2% of respondents thought that the outcome 'Responsible and Included Citizens' was doing 'poorly' or 'very poorly'. For each of the outcomes listed, most of you selected the 'don't know option'.

Looked After Children

The questionnaire then moved onto looked after children. The term 'looked after' means that the council takes on the responsibility to look after these children in the same way a good parent would. This is also known as 'corporate parenting'.

You were asked if you had ever heard of the term 'looked after children' before reading about it in the questionnaire. 49.1% of respondents had heard of this term. This question was also asked in questionnaire 17 (June 2009), at this time 43% of panellists had heard of the term.

We then asked which service/organisation you thought had a responsibility to care for 'looked after children'. The three main services/organisations selected were 'Social Care & Wellbeing, Aberdeen City Council', 'Health Services - NHS Grampian', and 'Education, Culture and Sport, Aberdeen City Council'.

Family Services

We asked you where you would go if you wanted information about the services available to children, young people, and their families in Aberdeen. The top selected answers were Aberdeen City Council (71.6%), the internet (50.4%), at a library (33.0%), and at a GP Practice (28.4%). The 'other' answers that panellists also gave included schools (1.4%), unspecified charities/groups (0.9%), and the Family Information Service (0.4%).

Family Information Service

You were then asked if you were aware of the Family Information Service (FIS), of which 84.3% of you were not. The 15.7% of respondents that were aware of the service were then asked if they had used the service, of which 30.9% had. We then asked you to select the type of information you had accessed from the service, with the top answers including information on childminders (50%), nurseries (50%), out of school care (36.7%), and parent and toddler groups (33.3%).

Family Learning

Before reading about it in the questionnaire, respondents were asked if they were aware of the Family Learning Project. 13.9% of respondents were aware of the project, and 86.1% were not.

Children and Young People - This is what we are doing

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

It was heartening to know that the majority of respondents reported a positive response to the "Safe and Protected" outcome, indicating that the council is providing well for most vulnerable children and young people of the city. It is also useful to know for investment of resources that the majority of respondents feel that it is important to invest at primary school and pre-school stage to get the best long-term outcomes.

It is encouraging to see that nearly half of respondents were aware of the term looked after children, which was an increase on the 2009 results. This follows good work by the council and partners to reduce stigma and raise awareness around looked after children. The information on how people access information about services available to children and young people will be particularly useful for helping us better promote services.

Kevin Kavanagh - Development Officer

Granite Festival

Aberdeen City Council

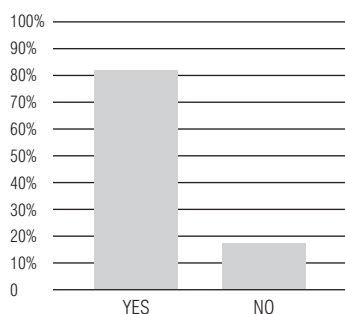
During May 2011 Aberdeen celebrated its first Granite Festival. The programme included talks, walks and activities exploring the history of Aberdeen's granite industry and architecture, and the lives of granite workers. Aberdeen Art Gallery & Museums (AAGM) ran the Granite Festival programme and hopes to make it an annual event. AAGM is interested in discovering how successful the festival was and how it should develop in future years.

You were first asked if you were aware of the Granite Festival, which took place in May 2011. Of those that responded, 55.7% were aware of the festival, a further 44.3% were not aware of it. Of those that were aware, most of them read about it in a newspaper. The second highest response was through the Granite Festival leaflet, and the third highest was through word of mouth.

Those respondents who were aware of the Granite Festival were then asked if they attended any event. 91.7% stated that they did not attend any events. Of the 8.3% (30 respondents) that did attend events, the majority (19) rated the events between 8-10, where 10 = excellent.

We then asked you if you thought that the Granite Festival should become a regular event. As figure 4 shows, the majority of you (83%) agreed that it should become a regular event. Of those that agreed it should become a regular event, 53.2% thought that it should be held every 2 years.

Figure 4: Do you think the Granite Festival should become a regular event?



We asked if you would be willing to pay a fee to attend some events in the future. As figure 5 shows, 41% agreed that they would be willing to pay to attend events in the future. 39.4% didn't know, and a further 19.7% said they would not be willing to pay a fee to attend future events.

Figure 5: The events at this year's Granite Festival were free. Would you be willing to pay a fee to attend some events at a future Festival?



Finally, you were asked to provide any other comments or suggestions about the Granite Festival. The top ten answers to this question were:

Figure 6: Please use this space for any other comments or suggestions you have about the Granite Festival.

Response	Respondents %
More / better promotion (e.g. web, newsletter)	33.3
General approval	23.7
Merge with other events / themes	7.7
Granite buildings should be kept better	6.4
Scrap it / reconsider cost	6.4
Charge for entry to events	3.8
Wider range of activities	3.2
More appropriate event times	3.2
Involve schools more	2.6
Have a permanent installation (e.g. museum spaces)	2.6

Granite Festival - This is what we are doing

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

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

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

We believe our granite industries are worth celebrating and that the festival provides a focus for city pride, as well as highlighting ongoing issues for the conservation of our built heritage and

preserving traditional skills. We will be taking all these results on board as we plan the 2012 Granite Festival, for which we are seeking external funding.

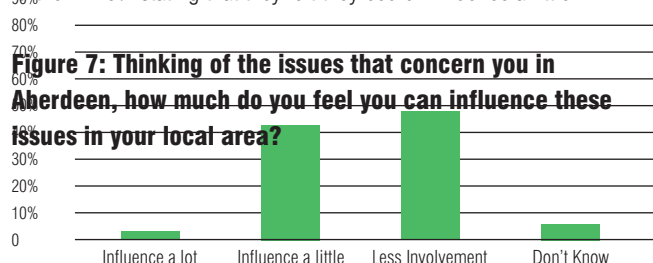
Jenny Brown - Curator (Industry)
Aberdeen City Council

Involvement/Engagement of the Community

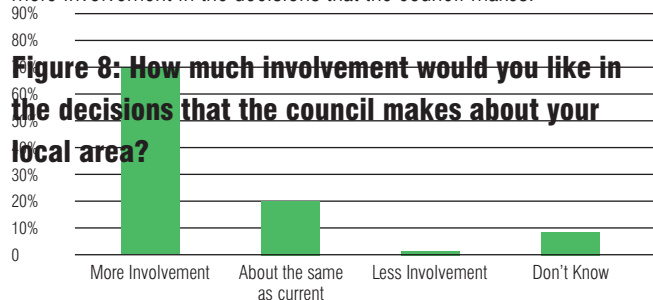
Aberdeen City Council, and its partners, are committed to effective information giving, consultation and engagement with the people who receive services. In 2009 a city wide survey was conducted which included the views of residents on these issues. Follow up questions were included in the 23rd City Voice questionnaire to see if the actions taken have had an effect on people's views.

You were asked how well informed you felt about various aspects of the council. The aspect that you felt most well informed about was 'How to complain to or compliment the council about services' at 10.7%. The aspect that you felt the most 'very uninformed' about was 'Whether the council is delivering on its promises' (27%).

We then asked you how much influence you felt you had over issues that concern you. Figure 7 shows that 48.6% of respondents feel that they have 'no influence' over the issues that concern them, with a further 42.6% stating that they felt they could 'influence a little'.



You were then asked how much involvement you would like to have in the decisions that the council makes about the local area. Figure 8 shows that the majority (69.9%) of respondents would like to have more involvement in the decisions that the council makes.



We then asked which types of opportunities to express your views you had used over the last 12 months. The most selected answer was 'written consultations (surveys)' at 44.4%, followed by 'have not used any' at 34.9%. The third most selected answer was 'public meetings (local)' at 15.7%.

We then asked how you would improve the opportunities available to express your views to the council. The most select answer was for 'contribution to have greater impact' at 31.3%. 29.7% of respondents would like to be 'involved more frequently', with a further 18.3% wanting to be 'involved on wider range of issues'.

You were then given the opportunity to provide your own ideas, with 3.1% of respondents stating that 'the council should act on views of the public'. 1.2% stated that the 'council should give better notice of public meetings etc'.

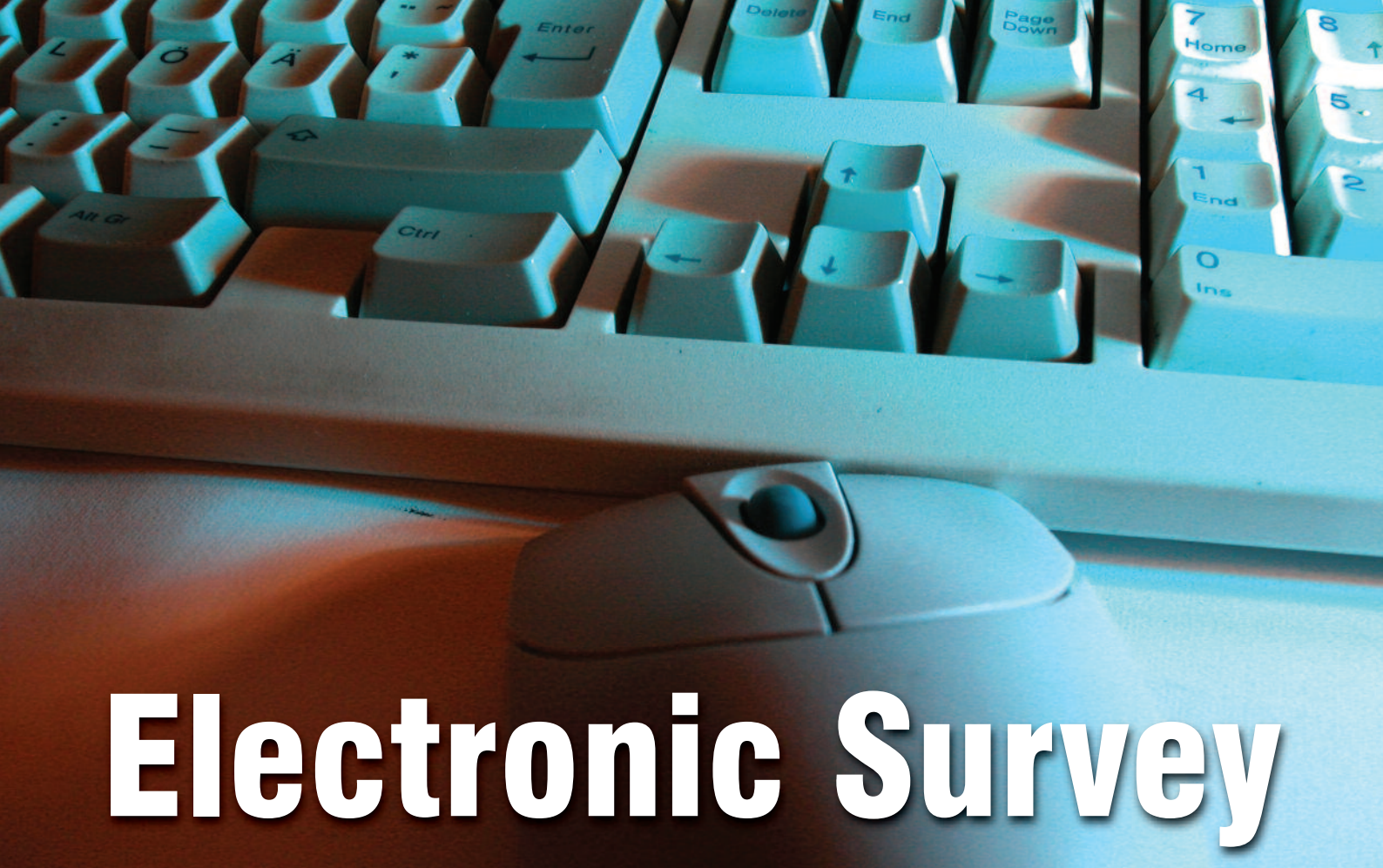
A further 1.2% of respondents stated that the 'council should make better use of technology', with a further 1.2% stating that the 'council should provide more information on how to get involved'.

Involvement/Engagement of the Community - This is what we are doing

The results show that the majority of respondents felt relatively poorly informed about many aspects of the council and its services. The majority of respondents wanted to receive information from publications delivered directly to their homes, and through a range of media which shows us that our communication has to take a multi-channel approach.

The responses to this questionnaire are being compared against our Residents Survey, and are being used to inform a self-evaluation exercise currently being carried out.

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



Electronic Survey

important in determining the outcomes of this.

Martin Murchie - Community Planning & Corporate Performance Manager

Aberdeen City Council

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

Questions were aimed at assessing the level of support for the online option.

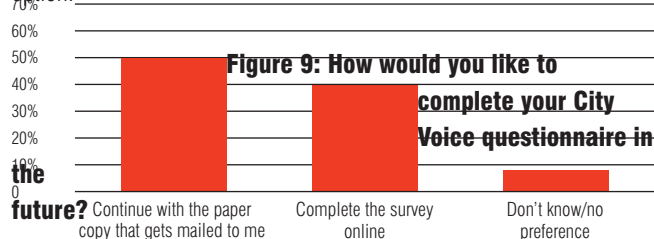


Figure 9 shows us that 49.8% of respondents wanted to continue to

complete the paper copy, while 41.3% of respondents wanted to complete the survey online. A further 8.8% selected don't know/no preference.

You were then asked if you had any further comments on how we communicate with yourself and other City Voice panellists. The main responses included:

Figure 10: Please provide any further comments on how we communicate with yourself and other City Voice panellists.

Response	Respondents %
General appreciation of communication	14.9
Continue by post	14.2
Switch to online system	9.0
Need to take account of what people are actually saying	8.2
General approval of saving costs, reducing waste etc.	6.7
Reduce costs further (e.g. by using less expensive, smaller paper)	6.0

Electronic Survey - This is what we are doing

The responses to these questions show that a sizeable number of panellists are interested in completing their City Voice questionnaires online. As a result, we plan to issue the next questionnaire in two formats. Panellists who prefer to complete a