



Aberdeen City **voice**

www.aberdeencityvoice.org.uk

Aberdeen's Citizens' Panel Report on the 17th Questionnaire



Lifelong Learning

Locality Planning

Table of Contents

Table of Contents.....	1
Table of Figures	1
List of Tables	2
Introduction	3
Adult and Community Learning	4
Locality Planning.....	20
Neighbourhood Planning	20
Local Development Plan.....	26
Sport and Physical Activity	30
Economic Promotion.....	43

Table of Figures

Figure 1: Have you taken part in any community learning course, group or activity in the last 2 years?	4
Figure 2: I have gained new skills/learned something new	5
Figure 3: The facilities were good	6
Figure 4: The course, group or activity was held at a convenient time	7
Figure 5: The information provided beforehand was clear and informative	7
Figure 6: The course, group or activity was good value for money.....	8
Figure 7: I would consider attending another course, group or activity	9
Figure 8: How would you rate the course/activity.....	9
Figure 9: It's easy to find out about opportunities / activities on offer	10
Figure 10: The activities on offer never seem of interest to me	11
Figure 11: It's important that activities are available locally	11
Figure 12: Timing of activities	12
Figure 13: It's important that a crèche is provided during the activity	13
Figure 14: The costs put me off	13
Figure 15: There is a good range of opportunities / activities on offer	14
Figure 16: Do you think it is important that people improve their skills and qualifications?	15
Figure 17: Have you found it easy to find out about new skills and qualification opportunities across Aberdeen City?	17
Figure 18: Do you know what is meant by an individual learning account?	17
Figure 19: If yes, have you ever opened an Individual Learning Account?	18
Figure 20: Do you know if there is a Neighbourhood Community Action Plan for your neighbourhood?	20
Figure 21: Apart from the City Voice, have you been asked for your views on local issues and services in the neighbourhood in the last 2 years?	21
Figure 22: Are you satisfied with the neighbourhood planning process?	23
Figure 23: Do you feel you can influence what happens in your neighbourhood?	24
Figure 24: How would you best describe your level of physical activity?	30
Figure 25: Activity Cost	31
Figure 26: Transport Availability.....	32
Figure 27: Lack of Confidence/General Fitness.....	33
Figure 28: Personal/Work Commitments	34
Figure 29: Facility/Activity Locations	35
Figure 30: Activity/Sessions Times	36
Figure 31: Information Availability	37
Figure 32: How often facilities used or activities participated in?	40
Figure 33: Before reading it in the City Voice, had you heard of the term 'Aberdeen City and Shire' as a reference name to the region?	44

Figure 34: Have you seen this logo before?	44
Figure 35: If yes, did you know it was the Aberdeen City and Shire Regional identity logo?	46
Figure 36: As well as a logo, Aberdeen City and Shire also have a mascot called 'Deen'. Before reading about him in the City Voice, had you heard of Deen?	46
Figure 37: A short film to promote the Aberdeen City and Shire region has been produced and can be accessed on the internet on the 'YouTube' Website. Have you accessed this website in the last 12 months?	47
Figure 38: If yes, have you seen the short film on the City and Shire region called 'Explore – Aberdeen City and Shire'?	48

List of Tables

Table 1: If you knew a friend or relative was struggling with their literacy needs (reading, writing, numbers, IT), what advice would you give them?	14
Table 2: If you wanted to improve your own skills and qualifications, who would you be most likely to contact?	16
Table 3: If yes can you remember how/where your views were recorded?	22
Table 4: What do you consider to be the 3 main planning issues related to land use that will affect Aberdeen City in the next few years?.....	26
Table 5: What type of physical activities do you participate in?	39
Table 6: Which of the following do you think would improve public participation in sport and physical activity in Aberdeen City?.....	40
Table 7: If yes, can you remember where you have seen this logo?	45
Table 8: If yes, where do you recognise him from?	47

INTRODUCTION

The final survey sample consisted of 720 responses from members of the citizens' panel. The total panel comprises some 900 citizens of Aberdeen and so the response rate amounts to 80 per cent. The 720 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:

- Lifelong Learning - Adult and Community Learning
- Locality Planning – Neighbourhood Planning
- Locality Planning - Local Development Plan
- Locality Planning - Sport and Physical Activity
- Additional Questions – Economic Promotion

Adult and Community Learning

Aberdeen City Council is committed to providing lifelong learning for its residents. We are keen to find out whether you have been involved in community learning activities, for example evening classes, activity groups, self-help groups; and if so, what your experience has been.

Figure 1: Have you taken part in any community learning course, group or activity in the last 2 years?

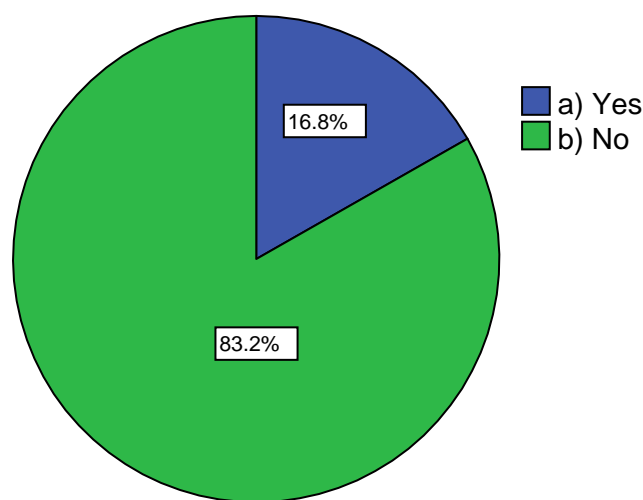


Figure 1 shows that approximately 17% of respondents indicated that they have taken part in some type of community learning course, group or activity in the last 2 years. When the results were broken down by gender it was discovered that 10% of male respondents indicated that they had taken part in a course compared with 22% of female respondents. The age group most likely to indicate that they had participated in a course was the 55-64 year olds with approximately 23% indicating that they had participated in a course.

Respondents were then asked to give details on the most recent course, group or activity they had taken part in. These are outlined below with those at the top of the list featuring most frequently in responses:

- IT Courses
- Language Courses
- Course on Scottish Culture and Tradition
- Food Hygiene Course
- Craft Groups
- Pottery Classes
- Motor Mechanics Course
- Evening Classes
- Quilting at Whitespace
- Over 50s Keep Fit
- Canoeing for Over 50s
- Other Keep Fit (e.g. Swimming, Rambling, Pilates)

- Music Lessons (e.g. Keyboard, Violin)
- Photography
- Tribal Dance at City Moves
- Church Friendship Club
- Drawing and Painting at Duthie Park
- Mobile Phone Use
- Foundation Jewellery Making at Robert Gordon University
- Drama Workshop
- Local Community Learning
- Stained Glass Course
- Bach Choir
- Older Peoples Monitoring and Consultation Group
- Burns Club
- Communicating On-Line at Aberdeen College
- Early Touch Coaching Course – Football
- Level 2 – British Sign Language
- Woodside Gardening Project
- Sociology
- Courses at Aberdeen University
- MS Society for Carers / Self Management Course
- Lip Reading Class
- Book Keeping at Harlaw Academy
- Aberdeen Greenspace
- Evening Course in Ceramics

Respondents were then asked to consider a number of general statements about the last course, group or activity they took part in on a scale of 1-5 where 1 is strongly agree and 5 is strongly disagree.

Figure 2: I have gained new skills/learned something new

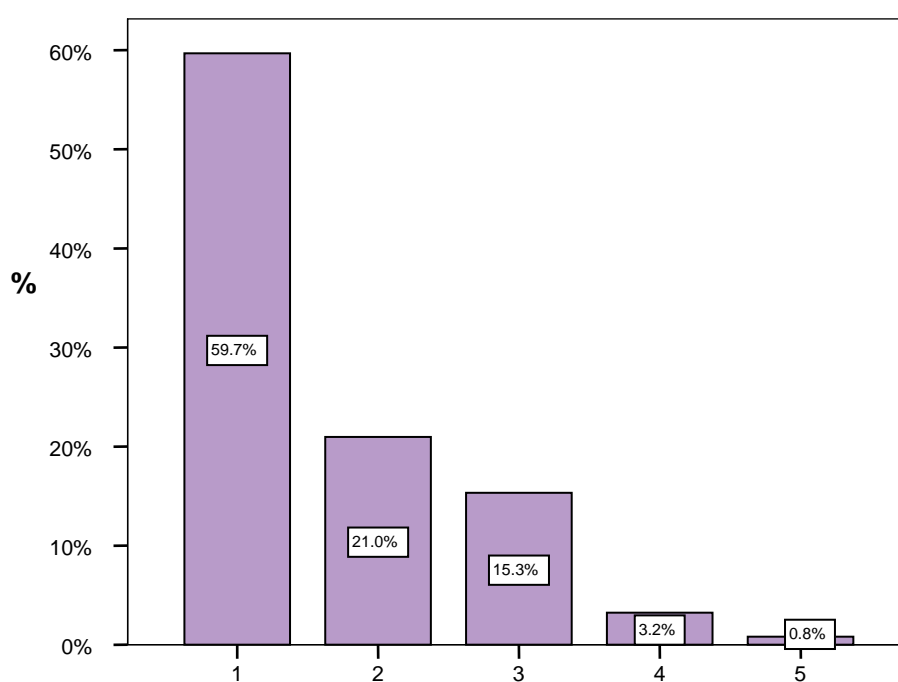


Figure 2 shows that nearly 60% of respondents strongly agreed that they gained new skills or learned something new from the course and a further 21% agreed with this statement. Only around 4% disagreed or strongly disagreed with the statement

Figure 3: The facilities were good

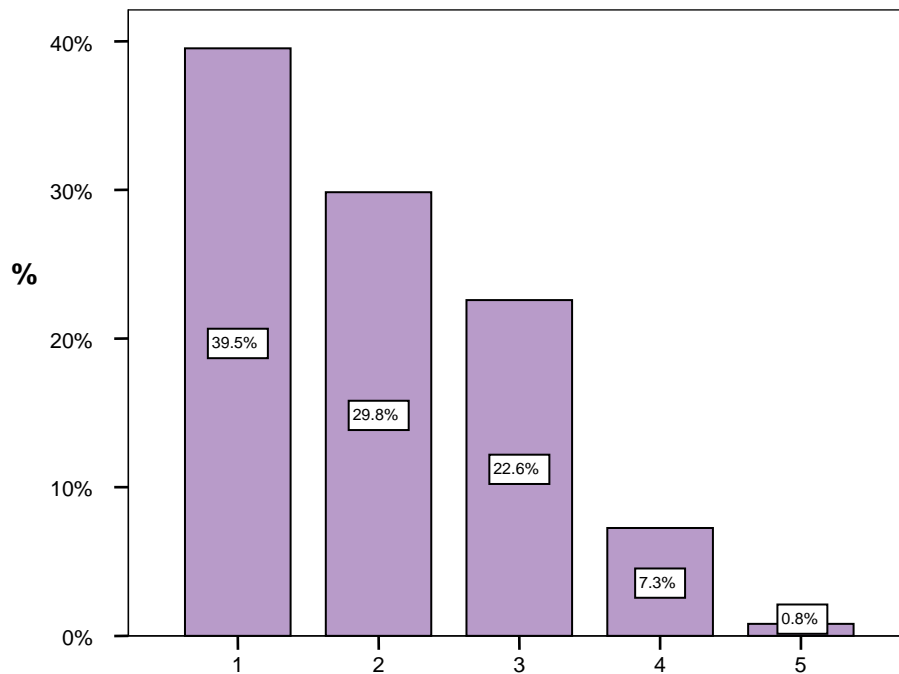


Figure 3 shows that nearly 40% strongly agreed that the facilities that the groups were held in were good and a further 30% (approx.) agreed with this statement. Approximately 8% of respondents either disagreed or strongly disagreed with this statement.

Figure 4: The course, group or activity was held at a convenient time

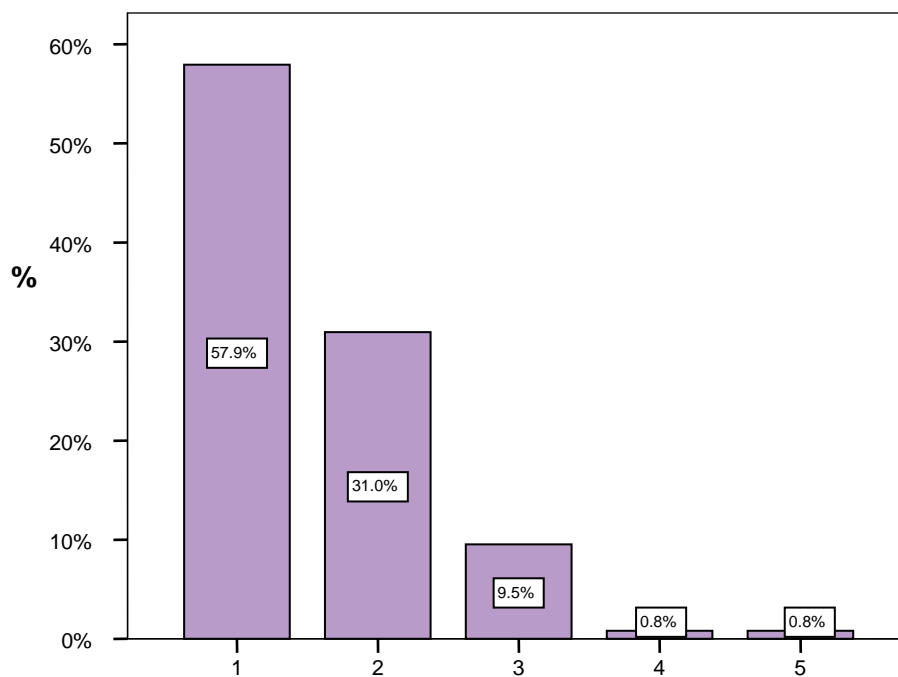


Figure 4 shows that approximately 58% of respondents strongly agreed that the times of the courses were convenient and a further 31% agreed with this statement. Less than 2% of respondents disagreed or strongly disagreed.

Figure 5: The information provided beforehand was clear and informative

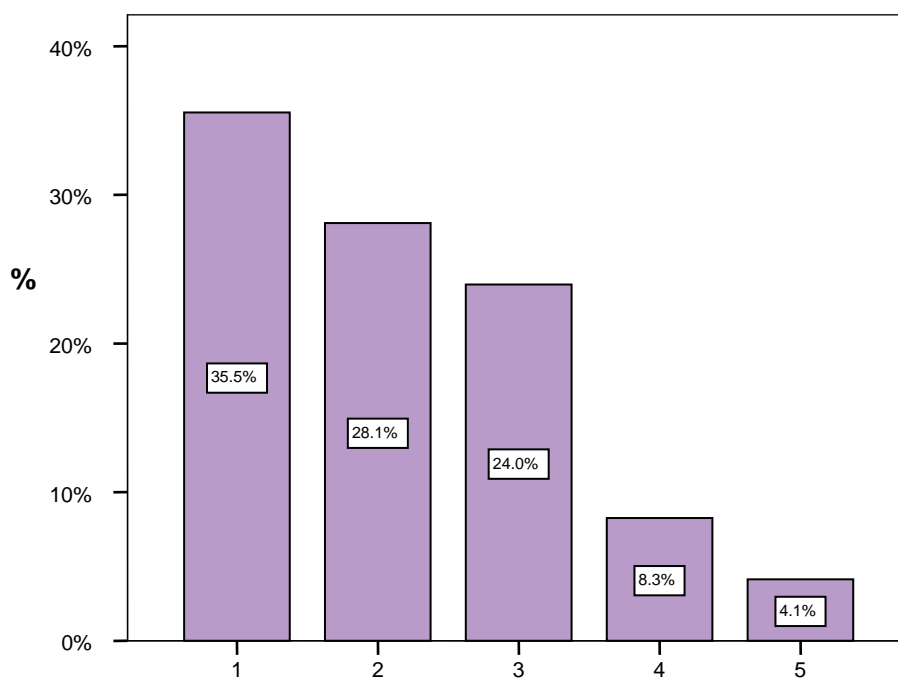


Figure 5 shows that over 35% of respondents strongly agreed that the information provided before the groups and activities was both clear and informative and a

further 28% agreed with this statement. Only 8.3% of the respondents disagreed and 4.1% strongly disagreed with the statement.

Figure 6: The course, group or activity was good value for money

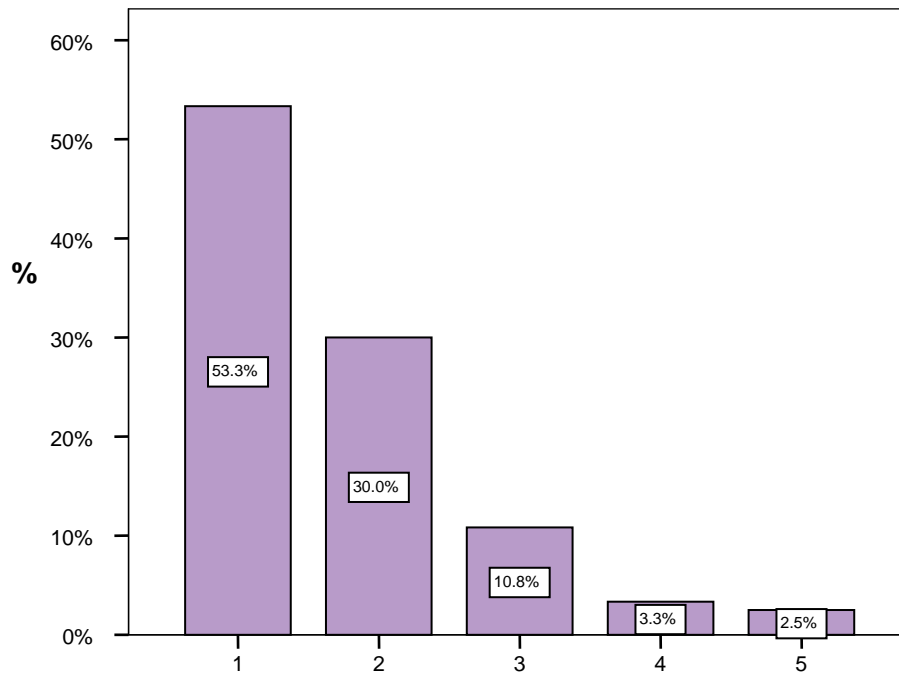


Figure 6 shows that approximately 53% of respondents strongly agreed that the course, group or activity was value for money and a further 30% agreed with this statement. Only 5.8% of respondents disagreed or strongly disagreed with this statement.

Figure 7: I would consider attending another course, group or activity

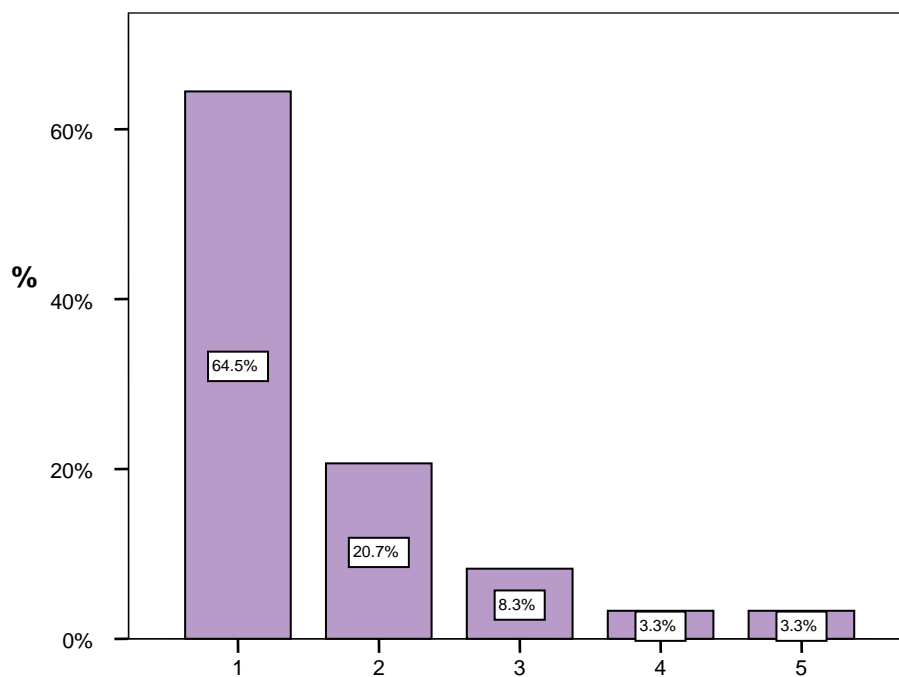


Figure 7 shows that 64.5% of respondents strongly agreed that they would consider attending another course, group or activity and a further 20% agreed with this statement. Only 6.6% of respondents disagreed or strongly disagreed with this statement.

Figure 8: How would you rate the course/activity

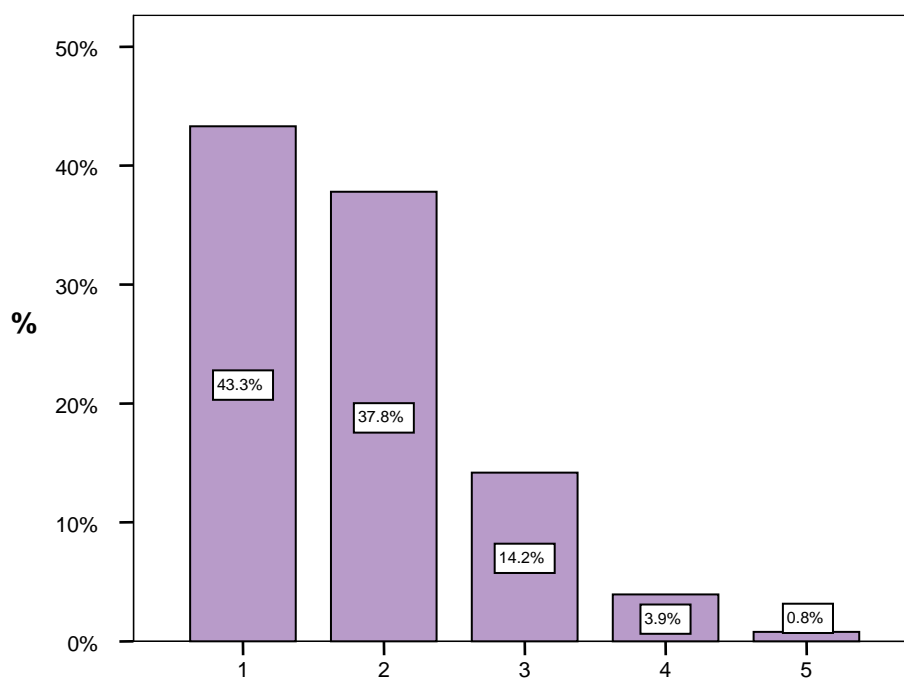


Figure 8 shows that over 43% of respondents rated their course, group or activity as very good and a further 37.8% rated it as being good. Only 3.9% rated it as poor and 0.8% as very poor.

Respondents were then asked to rate how strongly they agreed or disagreed with a number of statements about community learning in Aberdeen City on a scale of 1-5 with 1 representing 'strongly agree' and 5 representing 'strongly disagree'. The responses are shown in the following charts.

Figure 9: It's easy to find out about opportunities/activities on offer

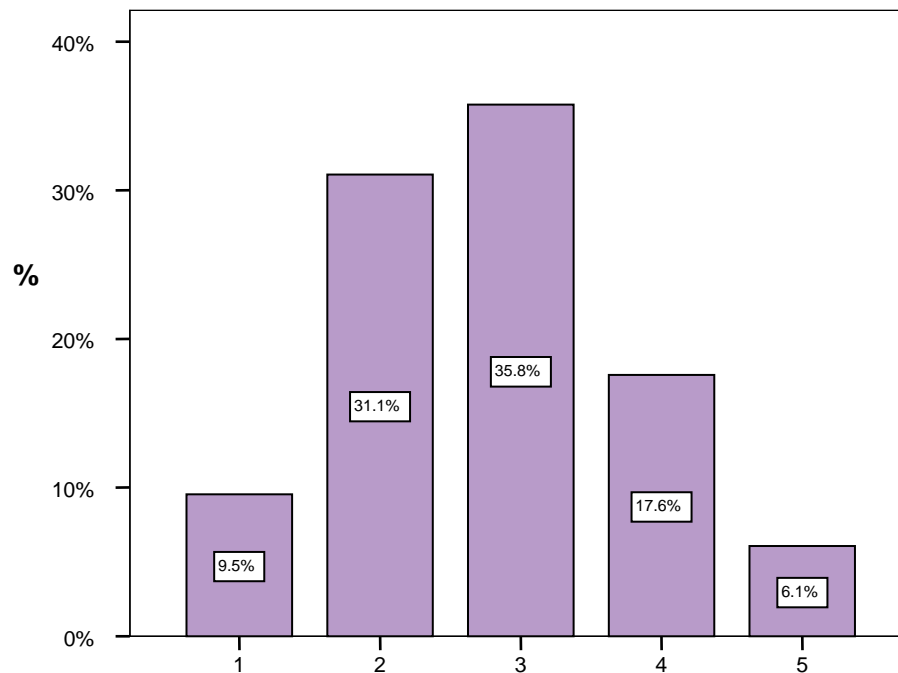


Figure 9 shows that only 9.5% of respondents strongly agreed that it is easy to find out about any activities or offers that are on and a further 31% (approx) agreed that this was the case. Over 17% stated that they disagreed that it was easy to find out about opportunities and activities and approximately 6% of respondents strongly disagreed with this statement.

Figure 10: The activities on offer never seem of interest to me

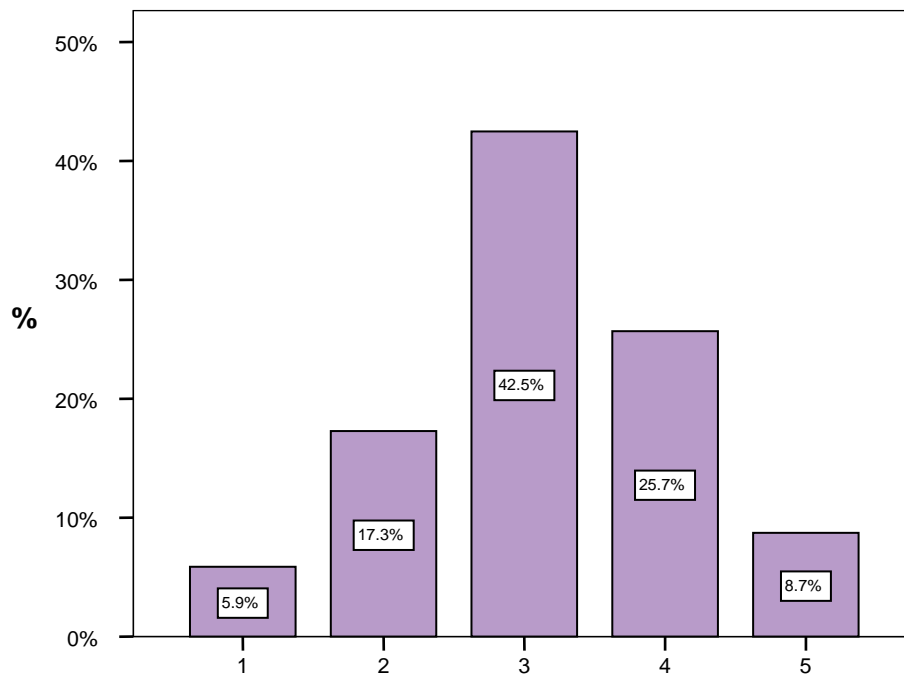


Figure 10 shows that approximately 6% of respondents strongly agreed that activities never seem to be of interest to them and a further 17% (approx) indicated that they agreed with this statement. Approximately 26% of respondents disagreed and approximately 9% strongly disagreed with the statement.

Figure 11: It's important that activities are available locally

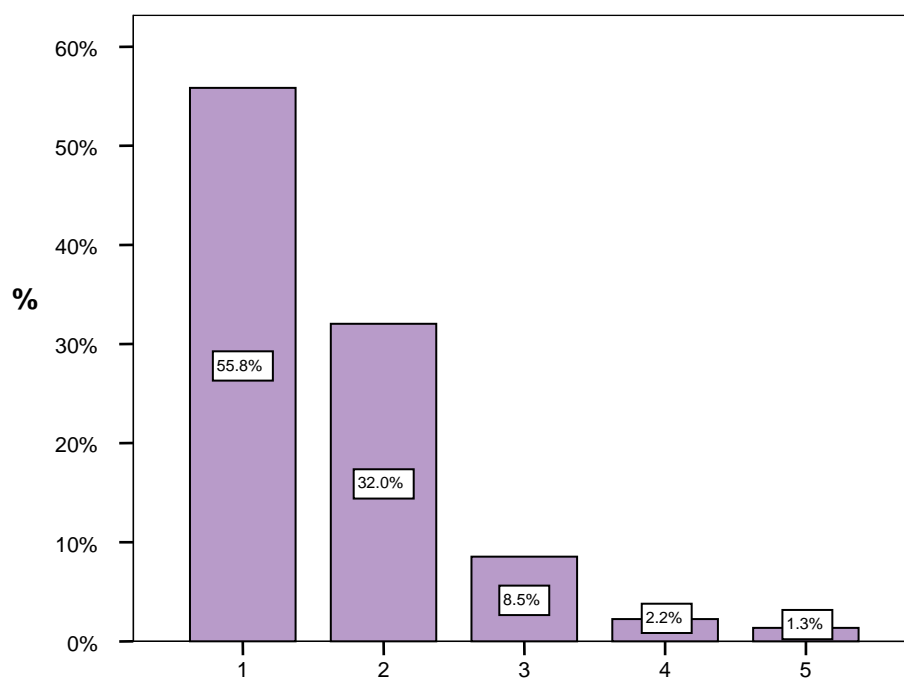


Figure 11 shows that approximately 56% of respondents strongly agreed that it is important for activities to be available locally and a further 32% of respondents agreed with this. Approximately 3% of respondents disagreed or strongly disagreed.

Figure 12: Timing of activities

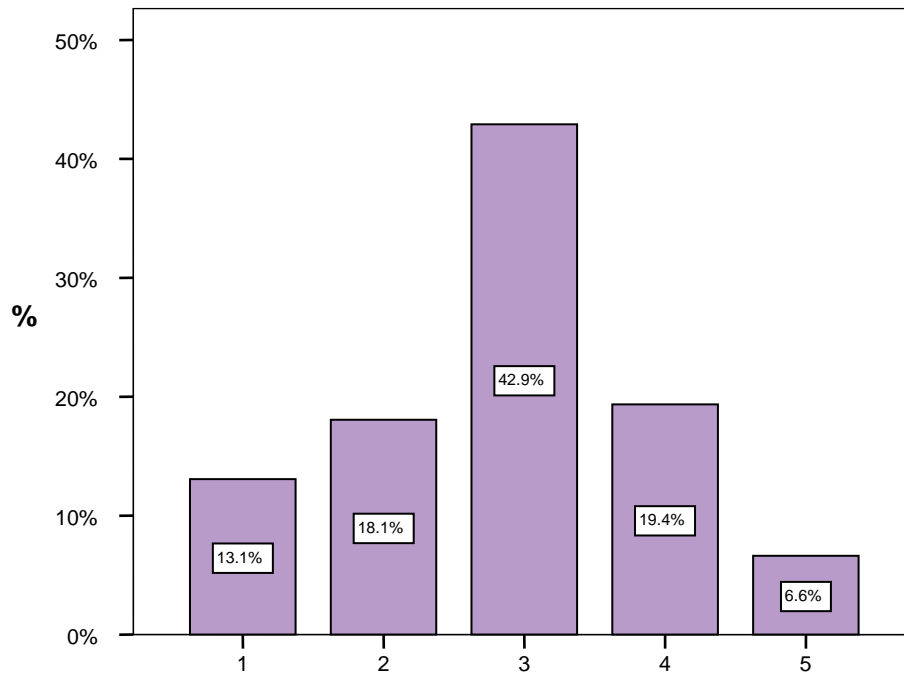


Figure 12 shows that approximately 13% of respondents strongly agreed that activities never seemed to be on at the right time of day and a further 18% (approx) agreed with this statement. However, just over 19% disagreed that the timing of activities was suitable and approximately 7% of respondents strongly disagreed.

Figure 13: It's important that a crèche is provided during the activity

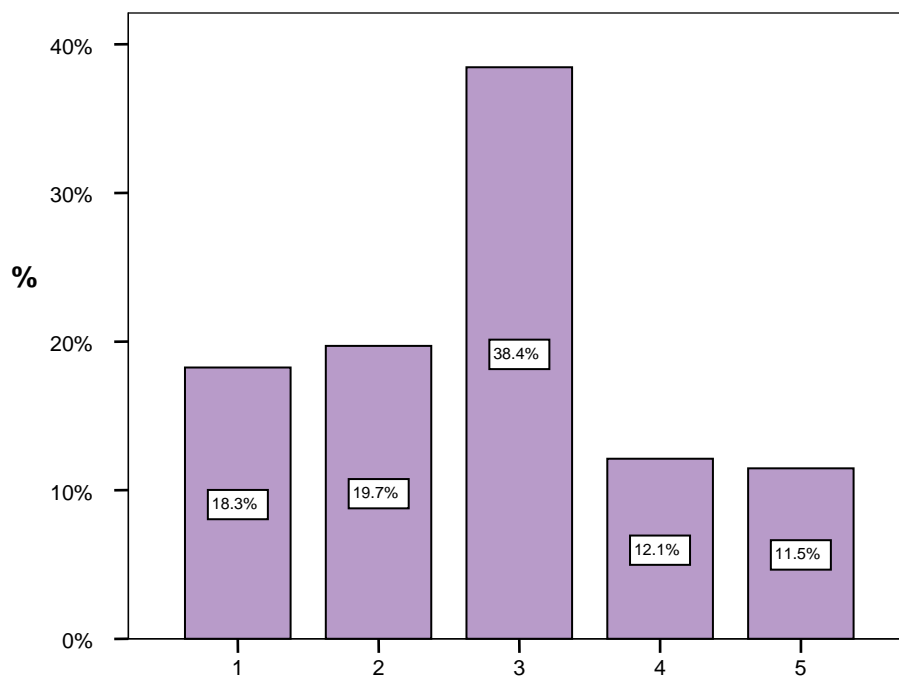


Figure 13 shows that 38% of respondents agreed or strongly agreed that crèche facilities should be provided at the facilities. Over 12% of respondents disagreed with this statement and 11.5% strongly disagreed.

Figure 14: The costs put me off

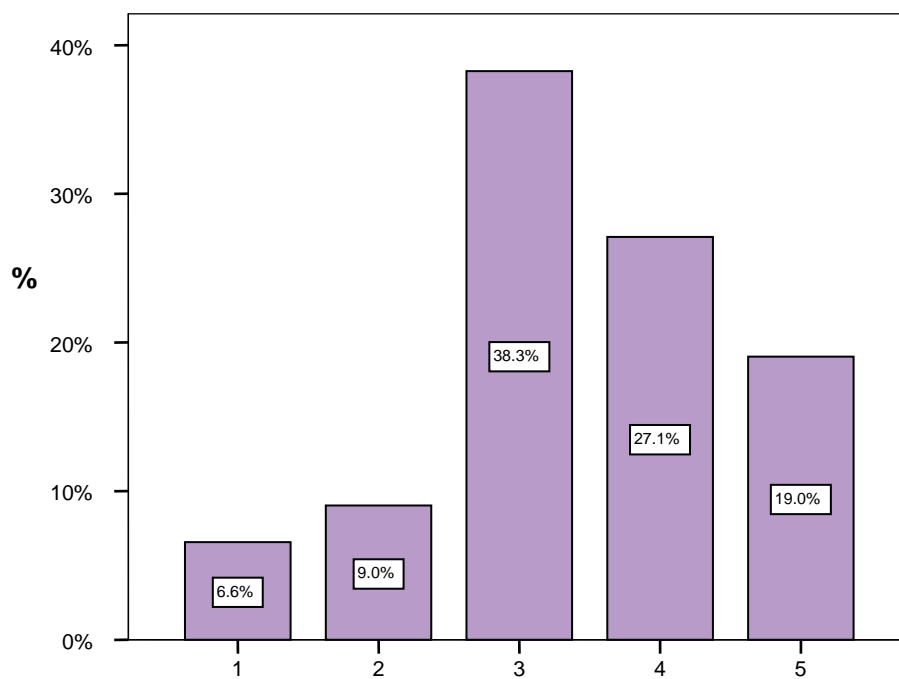


Figure 14 shows that 6.6% of respondents strongly agreed that cost was a factor that discouraged attending and a further 9% agreed with this. Approximately 27% disagreed with this statement and 19% strongly disagreed.

Figure 15: There is a good range of opportunities / activities on offer

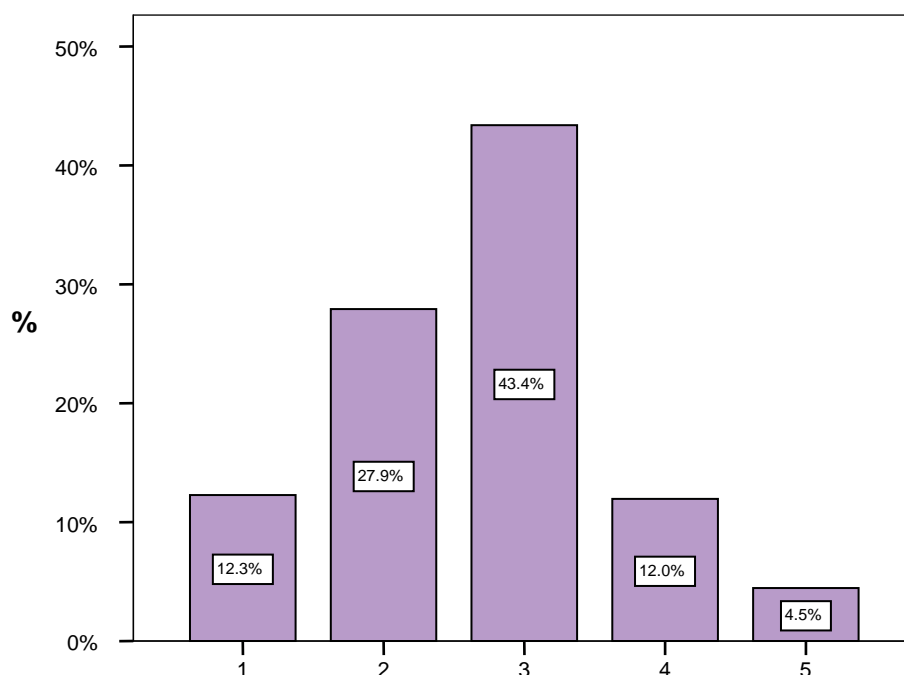


Figure 15 shows that approximately 12% of respondents strongly agreed that there are a good range of opportunities or activities on offer in the area and a further 30% (approx) also agreed with this statement. Approximately 43% of respondents neither agreed nor disagreed while 16.5% disagreed or strongly disagreed.

Table 1: If you knew a friend or relative was struggling with their literacy needs (reading, writing, numbers, IT), what advice would you give them?

	Number
Offer to help them yourself	438
Suggest they ask friends/family	148
Suggest they contact the local community centre	314
Suggest they call the 'Big Plus' phone number	201
Suggest they contact Aberdeen College	351
Suggest they visit the local library	291
Suggest they contact Aberdeen City Council	180
I don't know	28
Other	27

Table 1 shows that the most frequently reported advice that respondents would give to a friend or relative who was struggling with their literacy needs would be to offer their personal help (438 responses). The next source of help advised would be to contact Aberdeen College (indicated by 351 respondents). The local community centre was cited by 314 respondents. The local library was also identified as a source of support by 291 respondents. Less frequently reported sources of advice were the 'Big Plus' phone number (201 responses), contacting Aberdeen City Council (180 responses) and family or friends (148 responses). Only 28 respondents indicated that they didn't know how they would advise.

Please note that some respondents selected more than one option for this question.

Other sources of advice that respondents indicated they would give to friends or family are shown below:

- Contact adult learning
- Direct them to adult literacy
- For "IT" Aberdeen College
- Look on the internet
- Contact Open University
- Contact citizens advice
- Contact Workers Educational Association
- Refer to Aberdeen City website
- Enquire at local school
- Seek private tuition
- Self help materials
- Yellow Pages to seek literacy expert
- Go to Careers Scotland

Figure 16: Do you think it is important that people improve their skills and qualifications?

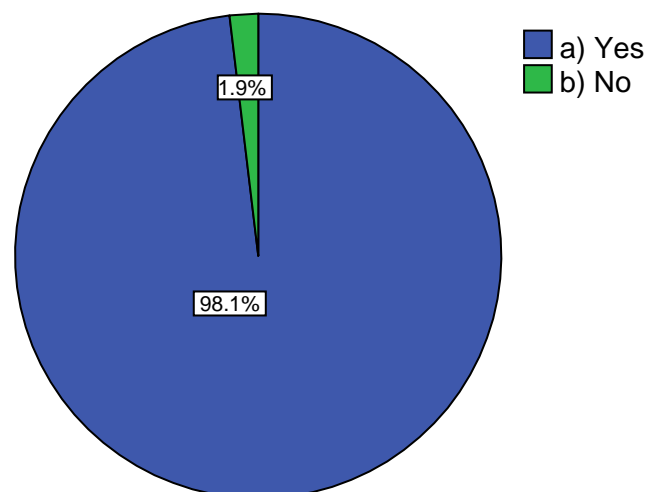


Figure 16 shows that over 98% of respondents indicated that they think it is important for people to improve their skills and qualifications.

Table 2: If you wanted to improve your own skills and qualifications, who would you be most likely to contact?

	Count
Your workplace	220
Local community centre	173
Learndirect Scotland	192
Aberdeen College	328
The University of Aberdeen	253
The Robert Gordon University	204
WEA (Workers Educational Association)	59
'Pathways' in Middlefield	14
Open University	282
Other	54

Table 2 shows that the most popular source of contact for people wanting to develop their own skills is Aberdeen College (328 responses). The second most frequently cited point of contact was the Open University (282 respondents) which was then followed by the University of Aberdeen (253 respondents). 220 individuals indicated that they would look for information from their own employers regarding skills and qualifications and The Robert Gordon University was cited by 204 panellists. These were then followed by Learndirect Scotland (192 responses), the local community centre (173 responses) and WEA (59 respondents). Only 14 respondents indicated that they would contact 'Pathways' to improve skills and qualifications.

The remaining 54 respondents would look to other places for advice and were asked to give details which are summarised below:

- Internet
- Local library
- Look for distance learning courses
- Skillsbank
- Skills Development Scotland
- Jobcentre Plus
- Professional bodies
- Local teachers or tutors
- Careers Scotland
- Whitespace
- People who have already done the course

Figure 17: Have you found it easy to find out about new skills and qualification opportunities across Aberdeen City?

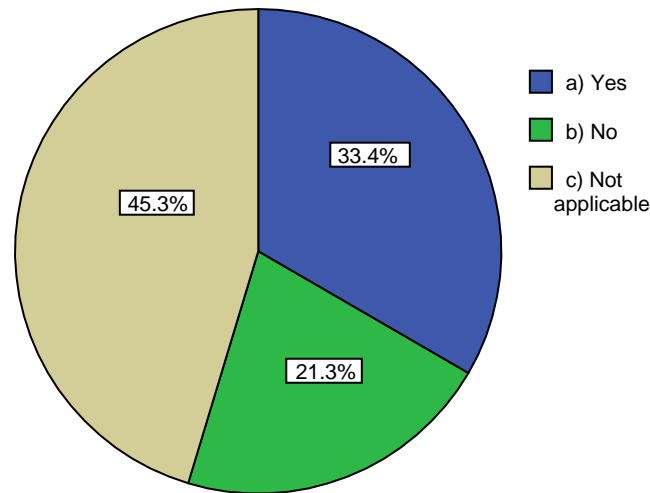


Figure 17 shows that approximately 33% of respondents indicated that they have found it easy to find out about new skills and qualification opportunities across Aberdeen City while 21.3% indicated that they did not. The remaining 45.3% of respondents indicated that this question was not applicable to them.

Figure 18: Do you know what is meant by an individual learning account?

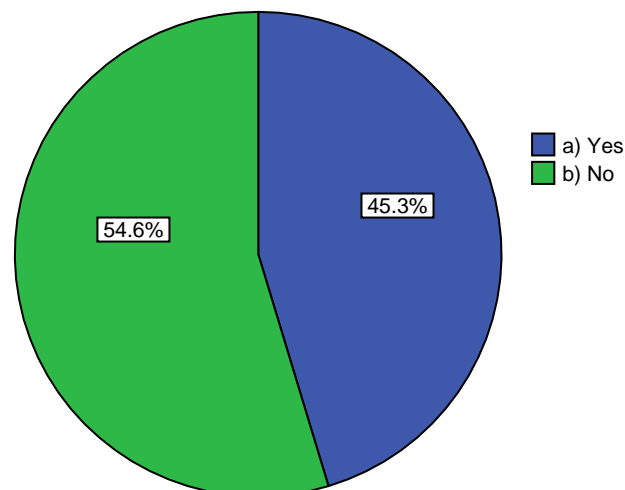


Figure 18 shows approximately 45% of respondents indicated that they are aware and know what is meant by an individual learning account. The remainder of the respondents (approx. 55%) did not know what is meant by a learning account.

Figure 19: If yes, have you ever opened an Individual Learning Account?

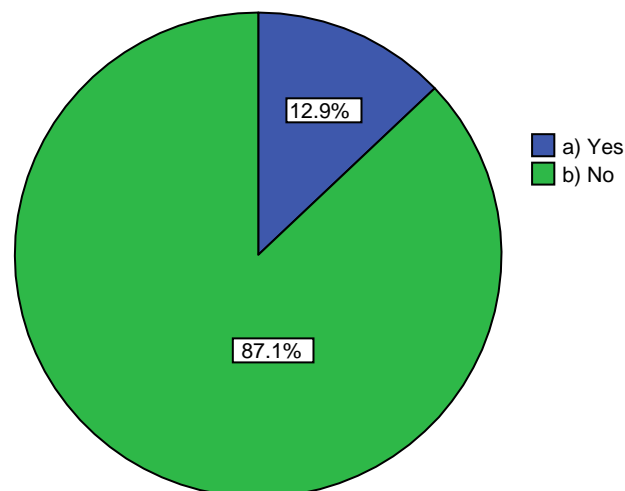


Figure 19 shows that of those who knew what a learning account was, only 12.9% indicated that they had opened one. The types of learning activities respondents indicated their ILA covered is shown below.

- Computing
- ECDL
- Digital Photography
- Mechanics
- Counselling Skills
- Business Administration
- SVQ
- Art
- HNC
- Language Course

Further comments on community learning in Aberdeen City included the following,

- Not advertised enough, needs much better promotion
- Hard to access details
- More money or help for learning houses
- Courses available are very good and satisfying
- Cost is very relevant and might be difficult for some
- Would like to see opportunity for adult music tuition with central co-ordination
- More daytime and night time availability of the various courses
- Basic classes, e.g. cooking/parenting skills/budgeting
- There should be more practical courses, not just academic
- Higher level of courses required for the next step up
- Council should send details of centres out to all addresses in Aberdeen
- More activities like those provided by whitespace
- Publish timetables of events on-line
- Aberdeen has a wide varied programme of learning available
- The council must continue supporting this
- Parking facilities are an issue

- More encouragement for senior citizens to participate in learning
- Excellent idea, all citizens should have access to community learning
- Better structures to the courses

Locality Planning

Neighbourhood Planning

In 2005, The Community Planning Partnership published the first Neighbourhood Community Action Plans. Since then, the partnership has been working to help build neighbourhood planning into the plans of all the City's public services. Each year we publish an action plan for each neighbourhood in the city.

Over the next few years, we want to increase our residents' level of involvement in neighbourhood planning so we can find out what the community wants and how this can be delivered at a local level. To do this, we have already held consultation events and meetings with community groups but we want to do more. Ideally, we would like to have more of an ongoing conversation between local people and the managers of local services (i.e. housing, education, police, health, social work, fire prevention etc.) This would help to improve the quality of life in neighbourhoods by ensuring we are responding to neighbourhood needs.

The following questions will help us to understand how involved in the neighbourhood planning process you currently feel, and how we could improve this in the future.

Figure 20: Do you know if there is a Neighbourhood Community Action Plan for your Neighbourhood?

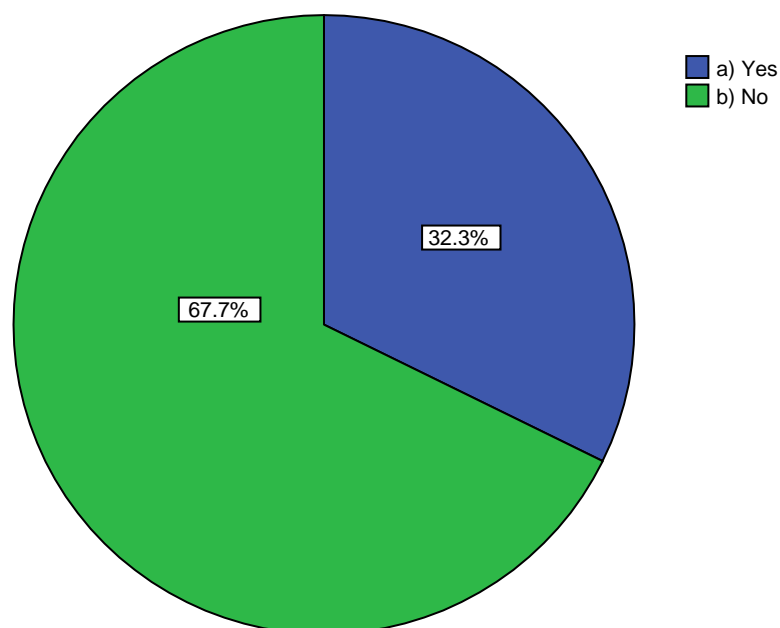


Figure 20 shows that approximately 68% of panellists were not aware whether there is a Neighbourhood Community Action Plan for their neighbourhood. There was no significant difference when the results were broken down by gender. The panellists in the 16-24 year old age group and the 24-35 year old age group indicated lower levels of awareness than panellists in the older age groups with 24.5% of 24-35 year olds indicating awareness compared with 37.3% of 55-64 year olds. When the results were broken down by area it was discovered that 41% of panellists in the south

indicated awareness compared with 30% of panellists in the North area and 28% of panellists in the Central neighbourhoods.

Figure 21: Apart from the City Voice, have you been asked for your views on local issues and services in the neighbourhood in the last 2 years?

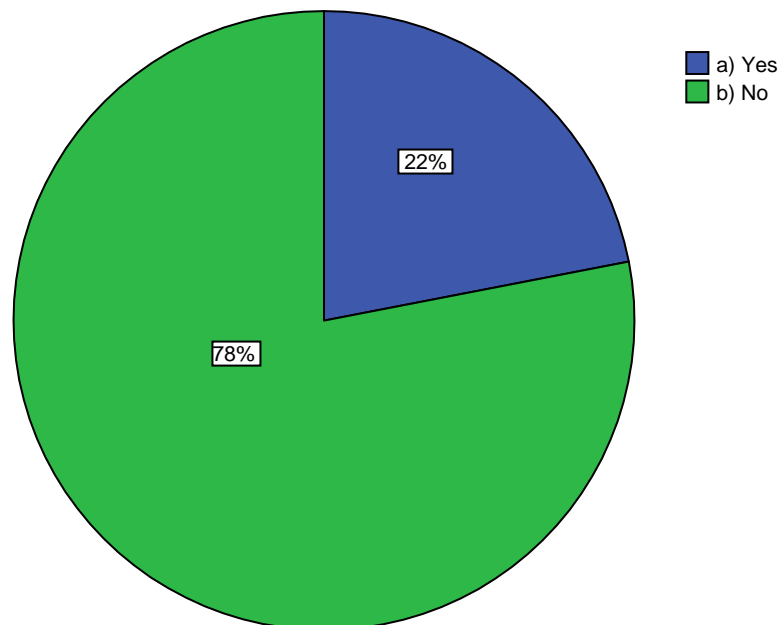


Figure 21 shows that only 22% of panellists had been asked for their views on local issues and services in their neighbourhood in the last 2 years. There was little difference between the responses from male and female panellists. The panellists in the younger age groups were less likely to indicate that they had been asked for their views. For example, no panellists in the 16-24 age group indicated that they had been asked for their views and only 13% of those in the 25-34 year olds indicated that this was the case. Approximately 26% of panellists in the 55-64 year old age group indicated that they had been asked for their views and 24% in the over 65 age group. When the results were broken down by area it was discovered that 44% of panellists living in the South area indicated that they had been asked for their views compared with 29% of panellists living in Central areas and 26.5% of panellists living in the North.

Table 3: If yes can you remember how/where your views were recorded?

	Yes
	Number
At a Neighbourhood consultation meeting	58
At a community group meeting	45
At a service user meeting	18
Through a questionnaire survey	80
Through City Councillor	38
Other	10

Table 3 shows that the most frequently reported method for participation was through a questionnaire survey (80 respondents) and 58 panellists reported that they had participated at a neighbourhood consultation meeting. 45 panellists reported that they had submitted views at a community group meeting, 38 through a City Councillor and 18 reported that they had expressed views at a service user meeting.

Other methods that panellists indicated included:

- Meeting at the town house
- Through the local press
- Residents in the cul de sac re a planning application opposed and succeeded
- Every day mostly referring to housing - gardens
- Requested a meeting with conservation officers/neighbours
- MPs questionnaire
- We had to email Sue Bruce regarding building at Hazlehead park
- On shmu radio
- Wrote a letter to the council following a community council meeting
- Civic forum representation
- Direct planning consultation

Figure 22: Are you satisfied with the Neighbourhood planning process?

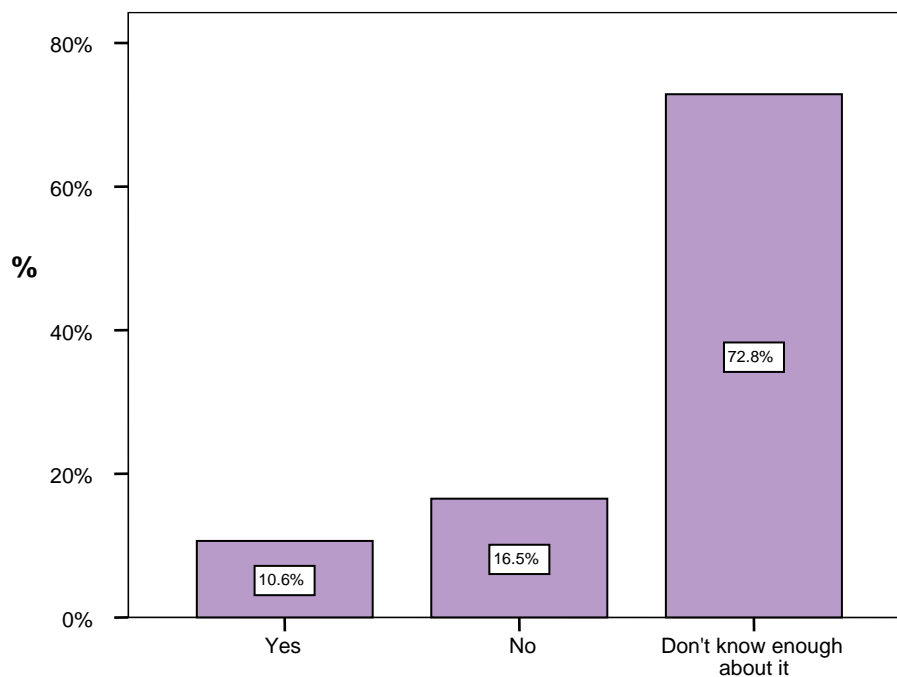


Figure 22 shows that the vast majority of panellists (approximately 73%) indicated that they did not know enough about the Neighbourhood planning process. Approximately 11% of panellists indicated that they were satisfied with the Neighbourhood planning process while 16.5% indicated that they were not satisfied.

Panellists were asked to provide further details if they had indicated that they were not satisfied with the Neighbourhood planning process. A summary of the responses is provided below:

- Do not feel that being consulted has an impact
- There is not enough local consultation
- Residents are not informed unless they are part of the community council
- Not aware of the process of consultation
- The Council do not give full information
- Planning decisions have already been taken by the time residents are consulted
- Not notified adequately about meetings etc
- Residents are consulted but then told that there is no money to implement the plans
- Local community infrastructure seems to have become fragmented
- Too many 'vested interests' have an inside track to approval
- Do not know what is happening in the neighbourhood
- There is too much consultation
- Only a few people are notified by the planning department
- Very little feedback from consultation
- Issues that are consulted on are specific and trivial
- Local views are ignored by planners
- Consultation process is very slow

- Have views that they would like to express but do not feel that their 'voice counts
- A small city does not need highly localised planning- believe that this is excessive government
- Planners favour big business not the local people
- Believe that all resources are targeted at deprived areas

Figure 23: Do you feel you can influence what happens in your Neighbourhood?

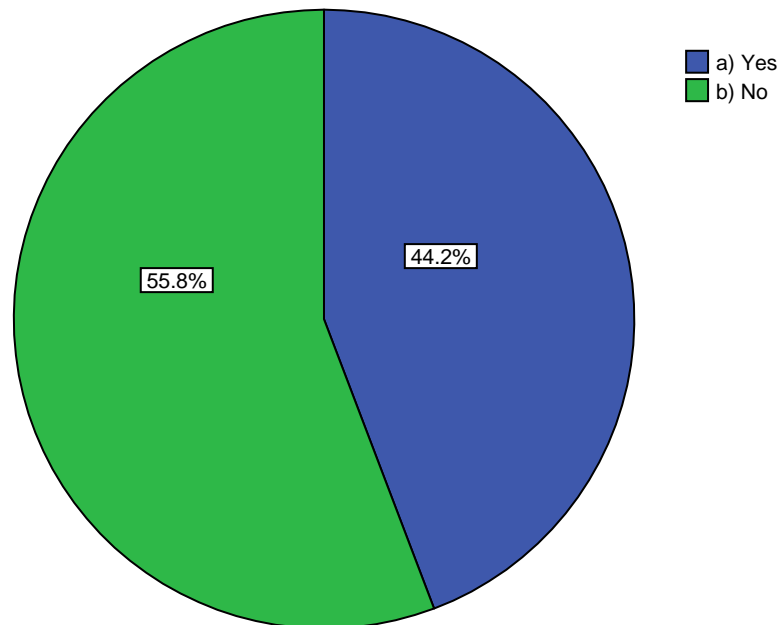


Figure 23 shows that approximately 44% of panellists feel that they can influence what happens in their Neighbourhood while 56% do not. When the results were broken down by gender it was discovered that 47.5% of male panellists indicated that they believed that they can influence what happens in their area compared with 42% of female panellists. There was little variation in responses by age of panellists although 5 of the 9 16-24 year olds who responded to this question indicated that they did feel like they could influence what happens in their area. When the results were broken down by area it was discovered that 47% of panellists living in the South indicated that they felt that they could influence what happens in their area compared with 46% of panellists living in Central areas and 40% of panellists living in the North.

Panellists who indicated that they did not feel that they can influence what happens in their Neighbourhood were asked to indicate why this is the case. The responses are summarised below:

- Does not believe that consultations are genuine- 'box ticking exercise', views are ignored etc
- Not enough publicity about meetings
- Ordinary people are not listened to
- There is a lack of resources for implementation of views
- Views are not listened to if they go against what the council wants
- Do not know who to contact to get the information
- Most plans are already decided by the time they go out to consultation
- Believe that elections are the only way to contribute to decisions

- Never or rarely consulted
- Nothing happens as a result of complaints
- No local forum or opportunities to engage in worthwhile decisions
- Having 3 councillors instead of 1 confuses things
- Have not felt strongly enough about certain issues to get involved
- One voice is not significant enough to make a change
- Community council speaks for themselves and not the wider community
- Do not have enough knowledge about the planning process
- Do not know what is happening in the neighbourhoods
- Strong resistance to change
- Not enough information is provided
- Process is too remote
- Have not had enough input into the local plan
- Should be direct communication with residents such as letters or leaflets
- Developers go straight to Scottish government to get approval
- Decisions are made that go against local opinion
- Have not been asked for opinions
- Unable to attend meetings

Local Development Plan

Every Council in Scotland is required by the Government to have a Local Development Plan. A Local Development Plan is the document that guides development within the City. It allocates land for housing and business use and sets down policies to ensure development is of a high standard and is appropriate in a given location. We want to find out what the Panel thinks the main planning issues are in Aberdeen City. The information you give us will inform the Main Issues report of the Aberdeen Local Development Plan, which goes out for formal consultation later this year. If you would like to find out more about the Local Development Plan, visit our website on www.aberdeencity.gov.uk/localdevelopmentplan

Table 4: What do you consider to be the 3 main planning issues related to land use that will affect Aberdeen City in the next few years?

	Yes Number
Location of new housing	414
Location of new business land	88
Location of new shops/schools and services	244
Development in the City Centre	419
Quality of new developments	224
Design issues	62
Location of waste facilities	181
Levels of affordable housing	330
Location of housing for special groups	105

The table above shows that the top three planning issues related to land use that will affect Aberdeen City in the next few years are:

- Development in the City Centre (419 panellists selected)
- Location of new housing (414 panellists selected)
- Levels of affordable housing (330 panellists selected)

Location of new shops/schools and services and Quality of new developments were both selected as priority issues for 244 panellists. Location of waste facilities was selected by 181 panellists and 105 panellists indicated that location of housing for special groups was a priority. Location of new business land was selected by 88 panellists and Design issues was selected by 62 panellists.

Other priority areas indicated by panellists included:

- Parks
- Issues with travelling community
- Improving road network
- Development of jobs
- Location and cost of new football stadium
- Bypass
- Incinerator
- Green Belt
- Redeveloping Union Street
- Affordable Housing
- Third Don Crossing
- Abandon Union Terrace Garden Development
- Planning for schools and hospitals
- Developing integrated communities
- Parking issues
- Developing empty spaces
- Environmental issues such as heating

Panellists were asked if they had any other comments on the Local Development Plan or land use issues in Aberdeen City. A summary of the comments is provided below: The responses have been summarised into a number of broad categories for ease of reading.

General comments about the LDP

- Disappointed with the lack of process for major projects
- Make plan more easily visible- full plan not available on the website
- Council make decisions that are contrary to the views of local residents
- Business planning applications are being approved that contravene the local plan
- Plan is changed too easily
- Consider objections to plans rather than rushing through applications
- Plans take too long to translate into action
- Plan too focussed on oil and not enough on sustainable development, climate change or providing local jobs
- As many people as possible should get involved
- Should not make any new local development until the financial crisis is over
- More awareness raising exercises should be conducted as people do not know what is going on
- As public consultation events have been poorly attended there should be further consideration to ensure participation
- Should be more environmental considerations in LDP to reduce car use
- No point in expressing views because the Council does not listen
- Avoid the historical mistakes of ghettoisation and cheap short term design

Parks and Green Spaces

- Concerns about loss of green space to developments
- Poor maintenance of parks and green spaces
- Reconsider Union Terrace Gardens development- several suggested that Peacock proposal should be used

- Concerns about green belt being diminished
- Replace trees that have been cut down
- Maintain local play areas
- Should build on empty brownfield sites rather than green spaces

Housing

- Use derelict properties instead of building new properties
- Affordable housing should be increased to encourage families to stay in Aberdeen
- Conservation of existing buildings and make sure that new developments fit with the wider city priorities
- Some large developers have purchased too many sites and should be limited
- Limit the number of high rise buildings
- Increase social housing
- Bridge of Don residents oppose the building of new houses there but there are still proposed developments
- Concerned about the proposed housing developments in Cults/Milltimber and South Deeside
- Ban private tenancy as landlords charge ridiculous rents

Communities

- Remove travellers from illegal sites
- Sort out sites for travelling communities
- Improve facilities for community groups such as pensioner and children
- Ensure that the travelling community is treated better
- More information should be made available to tenants
- Developers should have to provide new facilities to communities such as schools, community facilities and medical facilities

Business Development

- Concerns about what will happen with Broadford works site
- Do not agree with Union Square developments
- Community Stadium should be built south of the city
- Excellent decision to preserve Marischal College
- Improve shopping facilities
- Redevelop existing and conserve sites and buildings - many derelict buildings etc
- Many new buildings are ugly and poor quality- one suggestion was to use index 21 to ensure quality
- Improve shops on George Street
- Concerns about corruption with planning applications
- Reopen the ice rink
- Land should not be sold off at cheap prices
- Build a new swimming pool for public use

Transport

- New bus station poorly designed-lack of seating and toilets and space is wasted
- Ensure that roads are able to cope with increased traffic
- Should be a third Don crossing
- Increase park and ride facilities
- A decision should be made about the WPR and work should start
- Should have been more consultation on the route of the WPR
- Fix and maintain the roads
- Do not pedestrianise Union Street
- Should be a hub for transport at Union Square
- More progress should be made regarding the development of the Haudagain roundabout
- Make more use of tidal flow traffic

Waste and Environment

- Incinerator should be built
- Don't replace granite kerb stones with concrete
- Make more land available to allotment holders
- More attention should be paid to areas of potential flooding

Sport and Physical Activity

The sports service provided by the City Council is changing. In February 2008, the Council decided that it would transfer its sports service to a new Trust called 'Sport Aberdeen'. The Trust has been set up to help manage the Council's sports facilities and offers many financial, operational and service advantages, and is due to go 'live' this summer.

The new Trust aims to provide sports and physical exercise opportunities for all members of our communities. We want you to tell us which sports facilities you currently use, what experiences you have at the facilities and what barriers to participation in sport and physical activity you may have encountered. We also want to find out what your expectations are for the new Trust. They will help us to develop the service and policies of the Trust.

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

Figure 24: How would you best describe your level of physical activity?

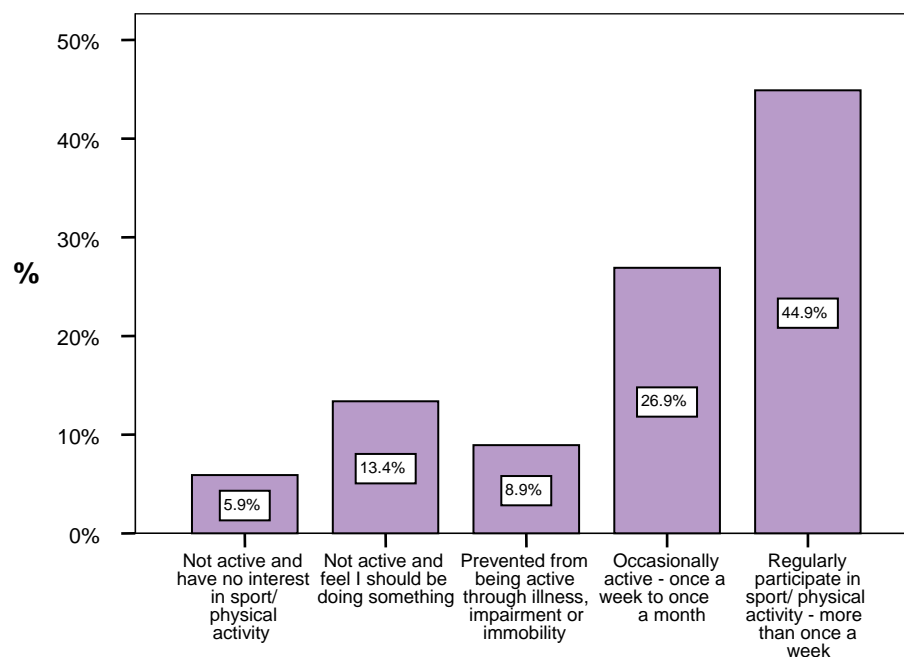


Figure 24 shows that approximately 45% of respondents regularly participate in sport more than once a week and an additional 26.9% of respondents indicated that they are physically active once a week to once a month. Approximately 13% feel that they are not physical enough and should be 'doing something' whilst just under 9% are unable to participate in activities due to illness, impairment or immobility. The remaining 6% (approx.) are not physically active and have no interest in sport or physical activity

Respondents who indicated that they are not physically active and have no interest in it or sports were asked to provide details of why this is the case. The responses are summarised below:

- It is of no interest to me
- Too busy
- Boring
- Too old
- Gyms are too expensive
- Active enough in job
- No confidence

Respondents were then asked to rate importance on a number of issues that prevent them from participating in sport or physical activity in Aberdeen, with 1 rating it as very important to 10 which rates it as not at all important. These are outlined below.

Figure 25: Activity Cost

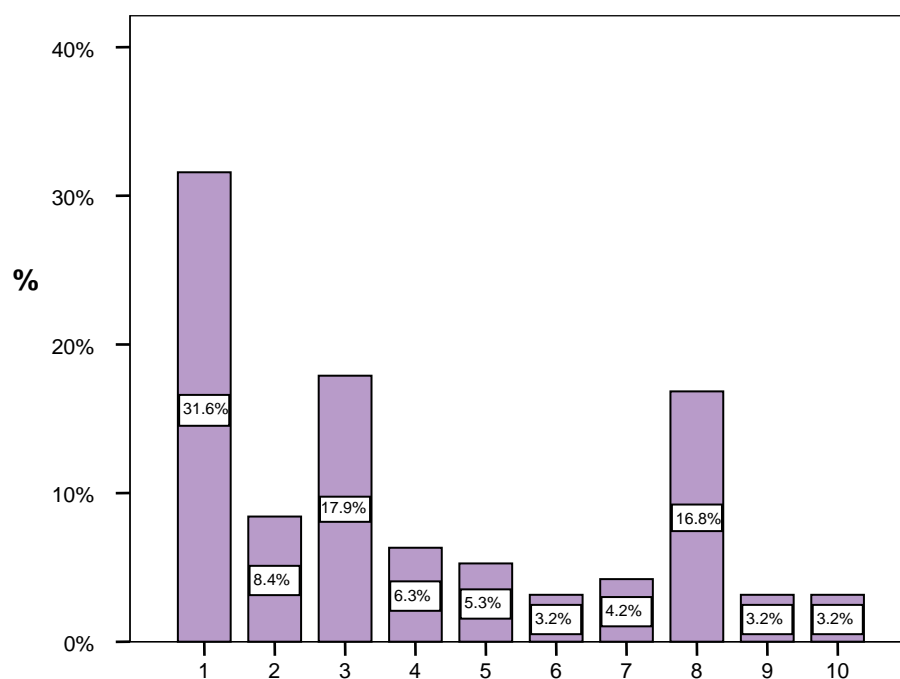


Figure 25 shows that the most frequently selected option was number 1 with approximately 32% showing that many panellists believe that the cost of activities is 'very important' in preventing them from participating in sport or physical activity in Aberdeen. In total nearly 58% indicated that they feel cost is important. Approximately 3% of respondents selected point 10 on the scale which, when combined with the preceding 2 options, shows that just over 23% of respondents think cost is not important.

Figure 26: Transport Availability

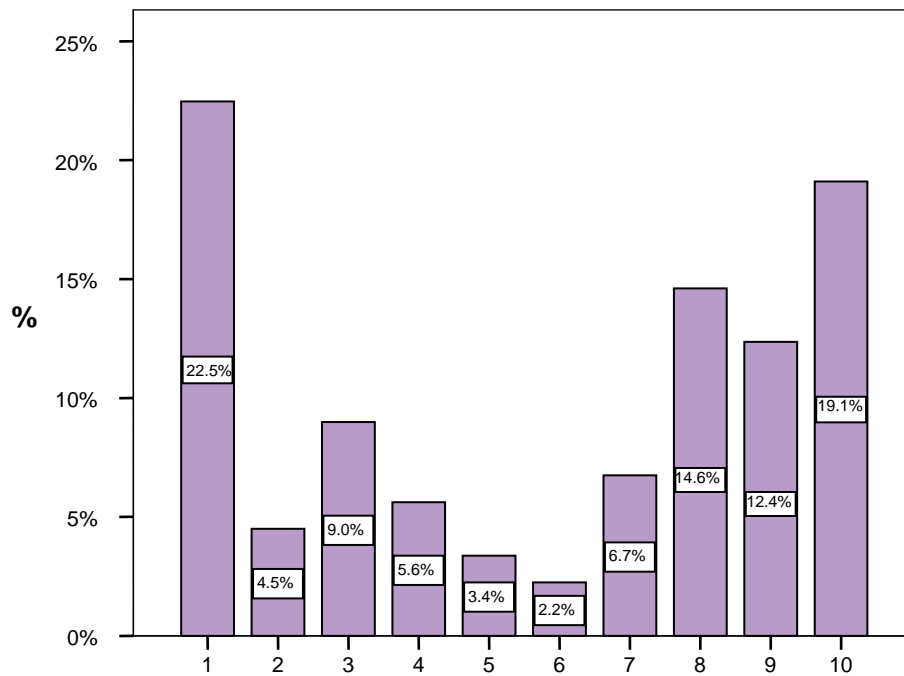


Figure 26 shows the responses to the issue of transport availability to these activities. The most frequently selected option was option 1 (selected by 22.5% of respondents) which, when combined with the respondents who selected options 2 and 3, shows that 36% of respondents think that transport is an important factor. However, almost 20% selected option 10 (very unimportant) which, when combined with the respondents who selected options 8 and 9 shows just over 46% do not think transport is an important factor.

Figure 27: Lack of Confidence/General Fitness

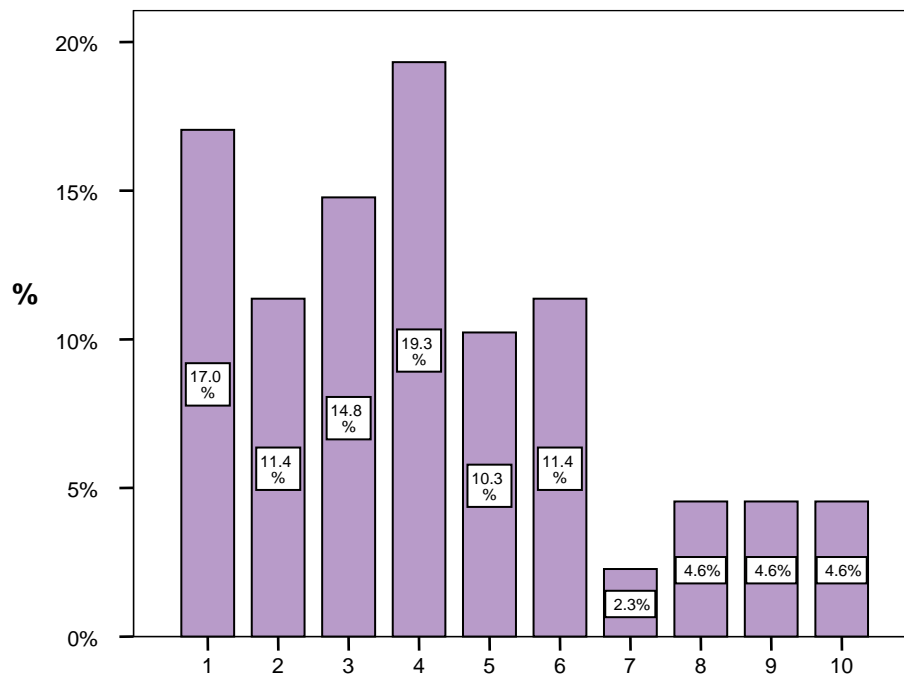
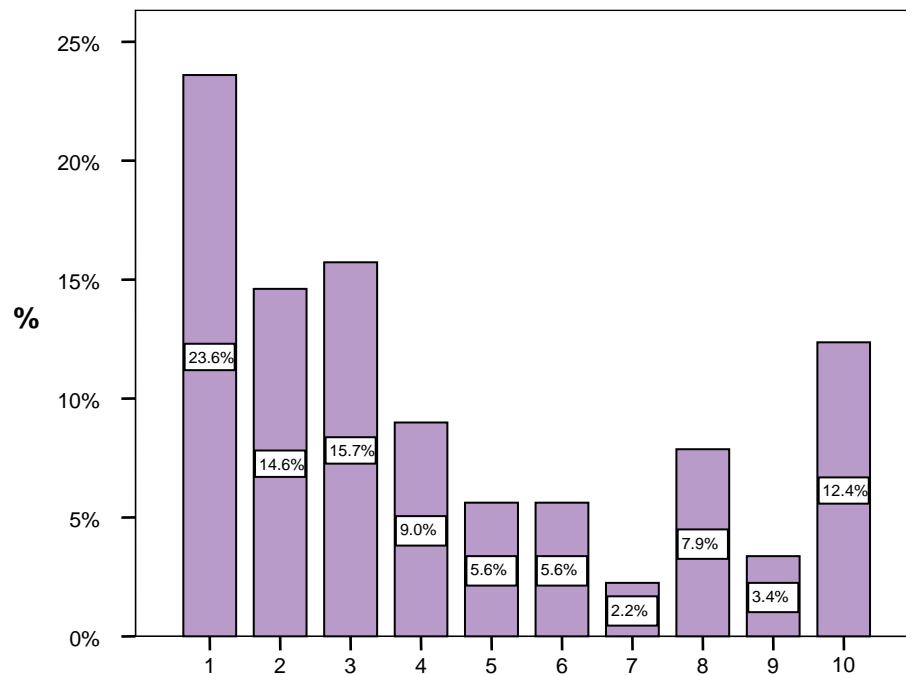


Figure 27 shows that many respondents feel that lack of confidence and general fitness levels is an important factor that influences their participation in physical activity, with 17% selecting option 1 which is 'very important', and when these results are combined with respondents who selected options 2 and 3, just over 43% of respondents indicated that it is of importance. In contrast at the other end of the scale, only 14% of respondents selected options 8-10 which indicate that they do not feel that the issue is of importance.

Figure 28: Personal/Work Commitments



In relation to individuals own personal and work commitment, figure 28 shows that this is indeed an important factor in their decisions or ability to take part in physical activity. Over 23% of respondents indicated the highest level of important and when combined with the following 2 options it can be seen that nearly 54% agree with this statement. At the other end of the scale, just over 12% selected option 10 indicating that they think that this is not at all important, which a combined result from options 8-10 of just under 24% indicating disagreement with this statement.

Figure 29: Facility/Activity Locations

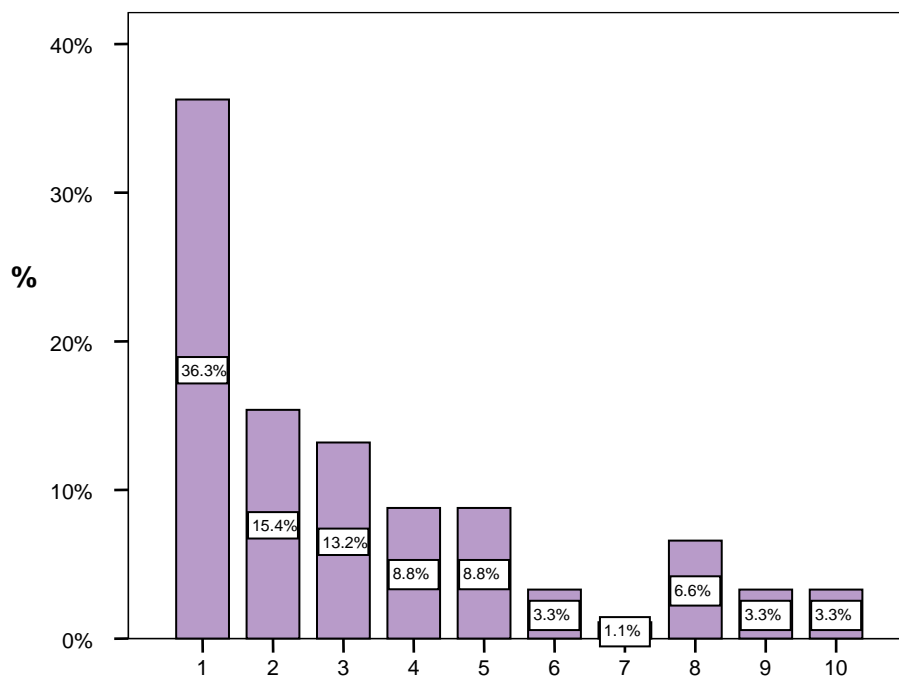


Figure 29 shows that the most frequently selected option was number 1 with over 36% which, when combined with the respondents who selected options 2 and 3, it can be seen that approximately 65% feel that it is an important factor. There were less respondents disagreeing with this statement than in other sections with a combined result of options 8-10 of approximately 13% rating this factor at a low level of importance.

Figure 30: Activity/Sessions Times

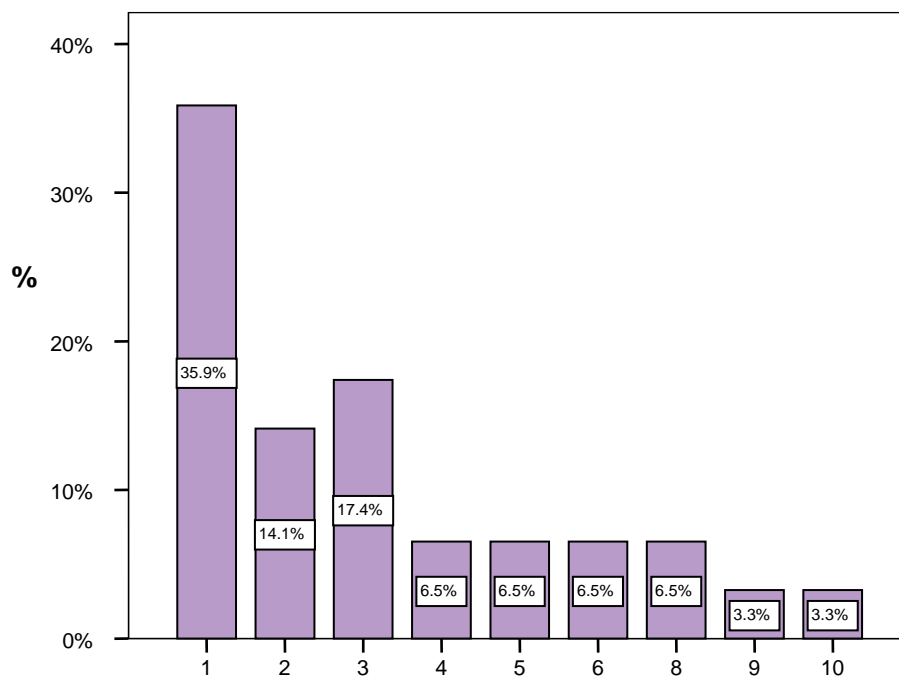


Figure 30 shows that approximately 36% of respondents rated the activity/session times at the highest level of importance with a further 31.5% also rating this option as important. Approximately 3% of respondents rated the activity/session times at the lowest level of importance with a further 9.8% indicating that this was not an important factor.

Figure 31: Information Availability

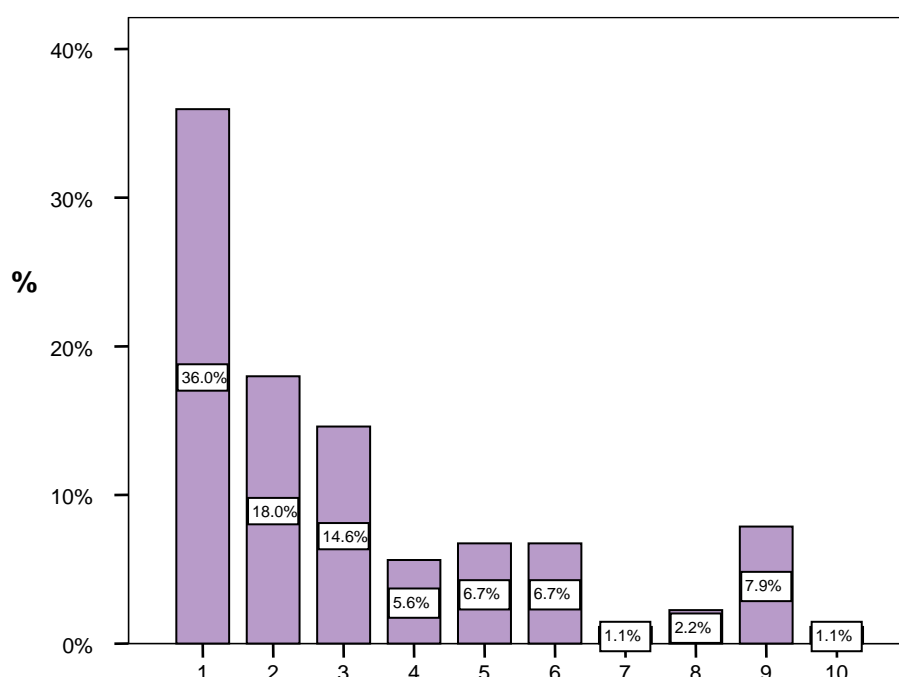


Figure 31 shows a high level of agreement from respondents that information availability was important with 36% rating this statement at the highest level of importance and the combined rating for the first 3 options is nearly 69%. Very few were of the opinion that this factor was not important; the combined response from options 8-10 was approximately 11%.

Other reasons provided included:

- Not sufficient activities for OAPs
- Already do enough
- Finding an enjoyable activity

Respondents who indicated that they were prevented from participating in physical activities from illness, impairment or mobility were asked what could help them to become more physically active. A summary of responses is provided in the list below:

- More classes aimed at those with physical or mental disability
- Improved public transportation in Aberdeen
- Organised activities for those who have lost their mobility
- More gyms in the area
- Better disabled parking spaces
- Being made aware of activities to suit my level of fitness due to illness
- More activities for over 60's at weekend
- Chlorine free swimming facilities

Respondents who indicated they were either occasionally or regularly active were asked to list the sports facilities they used and what sports activities they participated in. These are summarised in the following list:

Sport and Physical Activity Facilities

- Hazlehead (golf course, woods, footpaths)
- RGU sport and pool
- David Lloyd Centre
- JJB
- Various Gyms (e.g. Thistle, Spindles, Peterculter, Excel)
- Nuffield
- Goals
- Local Parks (e.g. Duthie Park, Seaton Park)
- Aberdeen Yoga Centre
- Various Swimming Pools (e.g. Hazlehead, Northfield, Kincorth Academy)
- Deeside Railway Line
- Rubislaw Tennis
- Living Well Health Club
- Cycle Network
- Aberdeen University
- Bannatynes
- Kippie Lodge
- The Patio
- Woodbank
- Aberdeen Beach
- Banks o Dee
- Various Roads and Paths (e.g. Crathes, Deeside, City Centre)
- Various Schools and Community Centres (e.g. Milltimber, Bridge of Don, Balgownie)
- City Moves

Table 5: What type of physical activities do you participate in?

	Count
Aerobics	83
Athletics	8
Badminton	28
Bowling	52
Boxing	3
Climbing (indoor and out)	11
Curling	8
Cycling	144
Dance/Movement	60
Football	28
Golf	93
Gym (health and fitness)	102
Hockey	4
Horse – riding/show jumping	3
Martial Arts	6
Rugby	3
Running	60
Skiing and/or snowboarding	30
Squash	17
Swimming	180
Surfing	6
Tennis	27
Table Tennis	12
Walking	468
Other	70

Table 5 shows a summary of physical activities cited by respondents. The most frequently cited were:

- Walking (468 responses)
- Swimming (Cited by 180)
- Cycling (cited by 144)

Other physical activities that respondents participate in were:

- Jogging
- Yoga
- Pilates
- Wii Fit
- Rowing
- Cricket
- Circuits
- Skating
- Horse Riding
- Curves
- Tai Chi

Figure 32: How often facilities used or activities participated in?

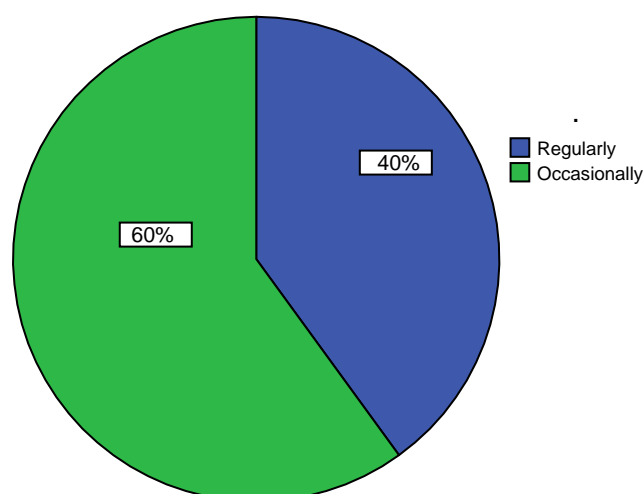


Figure 32 shows that 40% of respondents use the facilities that they cited on a regular basis with 60% indicating that they used them occasionally.

Participants were then asked to select two options that they believed would improve public participation in sport and physical activity in Aberdeen City.

Table 6: Which of the following do you think would improve public participation in sport and physical activity in Aberdeen City?

	Number
Revise opening hours of sports facilities	122
Improve the range of sports we offer	79
Ensure affordable prices	410
Bring classes and activities out of the traditional settings and into the community	113
Make classes and activities more accessible to beginners	205
Improve communication with users and non-users	78
Invest in our existing facilities and outside spaces	183
Offer increased support for our elite athletes by providing top level facilities and training	57
Provide more information on the sports activities available and how to get involved	187

Table 6 shows that the most frequently selected option by respondents was to ensure affordable prices (410 respondents). Further frequently cited options to increase take up were to make classes more accessible to beginners (205 respondents), provide more information on activities and how to get involved (187 respondents), invest in existing facilities (183 respondents), revise the opening hours (122 respondents) and bring activities out of the traditional settings into the community (113 respondents).

Other less frequently selected options were: to improve the ranges offered (79 respondents), improve communication (78 respondents) and finally to offer increased support for elite athletes (57 respondents).

Further to the findings in the table above, respondents were asked to think about the options that they selected and to provide more details of why they think these reasons are important. These are outlined below.

Revise Opening Hours:

- Extend opening hours of swimming pool for adults
- People now work 24/7 opening hours need to reflect this
- Summer sessions changed to a time which wasn't suitable
- Places close to early at weekend (e.g. 5-6pm)
- Often closed on public holidays
- Open air exercise areas are not available enough

Improve Range of Sports Offered:

- More choice and interests
- More choice will encourage more people to participate
- Not everyone likes popular sports, the minority need to be catered for
- Sport in schools very limited, there is easier access for young out with school
- More sports for older people, currently long waiting lists
- Increase provision of adventure sports especially for school children
- Not enough indoor cricket practise facilities at affordable cost
- Children or teenagers might like to see alternative things such as extreme sports or hip hop type dance
- More activities for disabled people

Ensure affordable prices:

- Do not price facilities out of peoples ability to afford it
- Classes can be quite expensive
- Lots of people don't have the money, especially those who have just left school
- Make more accessible for low income households
- OAP's have difficulty affording the prices
- Young mothers would encourage their children to go if prices were more reasonable
- Community services almost as expensive as private ones
- Family group activities can be expensive
- Access to good health should not be limited to people with the spare income to afford it

- Pricing important to students
- I pay monthly for a private gym as it works out cheaper
- Kids should go free

Bring classes and activities out of the traditional settings and into the community:

- Only facilities for children seem to be through schools
- Trying something locally may encourage trying at other locations
- Seems to be limited facilities and ones that do exist require a car to get to them
- More likely to participate in activities closer to home
- Brining physical activity into the community heightens the awareness of whats available and how important fitness is
- Local classes important as people juggle work and family demands
- Classes should be available in community centres
- Classes held in local schools

Make classes and activities more accessible to beginners:

- Beginners often feel left out, make clear opportunities to try sports
- Its very intimidating to join the advanced
- More beginners classes would be encouraging to a lot
- Very difficult to take first step in a new sport without support of guidance
- Beginners classes not always defined

Improve communication with users and non-users/Provide more information on the sports activities available and how to get involved:

- More young people need to be encouraged to undertake activities
- A lot facilities there but have to look hard to get information about them
- Regular email of events would be helpful
- Not easy to find information online about classes and options available
- Not enough advertising of available facilities
- Information must be available to interested groups
- Widest possible spread of information is essential to attract the numbers of participants
- Hold open days to attract people
- Important to get all people active as it improves feelings of wellbeing, increases strength and mobility
- Non users don't realise the benefits and accessibility
- Feedback from fellow citizens. Word of mouth is the best way to stimulate enthusiasm
- Marketing of all sports is poor
- Make information available in local press, libraries and community centres
- Improve communication by developing a community personal trainer type of service to both inform, motivate and encourage

Invest in our existing facilities and outside spaces:

- Upgrade parks and paths that are run down

- Some current facilities are closed down, re-open them
- Bowling green being closed down – why?
- Centres like Westburn for bowling is closed except the greens, can only access toilets and drinks machines
- If they are not well maintained then they are not very inviting
- For a city the size of Aberdeen its ridiculous that the only ice rink is closed
- Limited public swimming facilities during day time, beach pool has no lane swimming facility
- Investment in swimming facilities is needed, it is increasingly difficult to find affordable swimming pools for children
- Investment is needed to keep facilities up with modern technology and public needs
- Safer and more proper cycle lanes in all areas, roads are now too dangerous
- Indoor walking facility for lots of bad weather
- People want to socialise after a game, provide cafes, shopping facilities etc
- Increased crèche facilities in evening

Offer increased support for our elite athletes by providing top level facilities and training:

- It is important for top athletes to have appropriate facilities in Aberdeen
- Top class facilities and subsequent performance by top athletes will encourage others to take up these sports
- These kids live among us; they show what can be done and encourage other classmates to take part. They are examples of keeping fit
- What use are facilities for elite athletes if due to cost constraints general public have nowhere to exercise
- Boost local talent and help them on the way to national level
- Important for competing on a international level

Economic Promotion

Having a strong and recognisable regional identity is an important part of promoting our region. The regional identity or regional brand is the way for us to distinguish ourselves from other regions and promote ourselves in a consistent and recognisable way.

The regional identity has now been in place for four years. The Regional Identity Team, who consist of public and private organisations in the Aberdeen City and Aberdeenshire area, are now keen to gauge residents' awareness of this identity. Your responses will help us understand how many of our residents recognise the branding and help us improve future promotion of the region locally, nationally and internationally.

Figure 33: Before reading it in the City Voice, had you heard of the term 'Aberdeen City and Shire' as a reference name to the region?

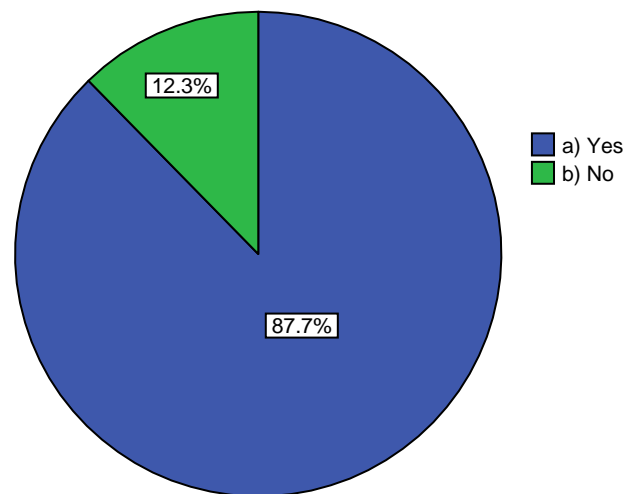


Figure 33 shows that over 87% of respondents had heard the term 'Aberdeen City and Shire', as a reference name to the region while approximately 12% have not heard this term used. When the results were broken down by gender it was discovered that approximately 64% of male panellists had heard of the term compared with 91% of female panellists.

Respondents were then posed with a question regarding the Aberdeen city and Shire logo

Figure 34: Have you seen the Aberdeen City and Shire logo?

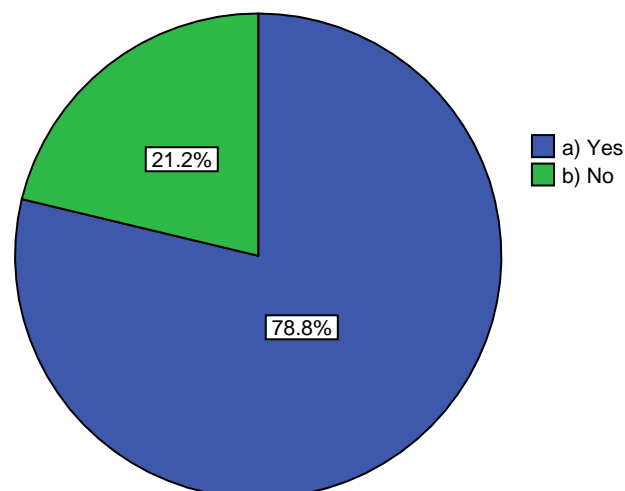


Figure 34 shows that approximately 79% of respondents had previously seen the logo while just over 21% indicated that they had not. When the results were broken down by age it was discovered that panellists in the younger age groups were more likely to have indicated that they had seen the logo than older panellists.

Table 7: If yes, can you remember where you have seen this logo?

	Count
On banners in Union Street	425
On banners on Ellon Road	78
On banners in Aberdeenshire	100
On boards on the old E&M building	285
On a website (please specify)	42
On a council leaflet	173
At The Point	74
At community events	47
Local Newspapers	218
Promotional items such as pens, bags, calendars or pin badges	61
Vehicles	75
Other	42

Table 7 shows that, of the respondents who indicated that they had seen the logo before, the vast majority had seen it on banners in Union Street (425 respondents). The second most frequently cited location (by 285 respondents) was on boards on the E&M building and 218 respondents indicated that they had seen it in local news papers. Other sources that people had viewed it on included council leaflets (173 respondents), banners in Aberdeenshire (100 respondents), banners on Ellon Road (78 respondents) and on vehicles (75 respondents). The types of place that fewer individuals saw the logo included: promotional items (61 respondents), at community events (47 respondents), on websites and other (42 respondents).

The websites on which respondents viewed the logo are shown below:

- Aberdeen City Council
- Aberdeenshire Council
- ACSEF
- Council Partners websites
- Northsound
- Airport Adverts
- Visit Scotland

Other places that respondents viewed the logo included:

- Airport
- Conferences
- Communication in workplace
- John Lewis
- Homecoming literature
- Central library
- TV
- Banner on Queens Road
- Headed paper
- Roundabouts
- HMT show

Figure 35: If yes, did you know it was the Aberdeen City and Shire Regional identity logo?

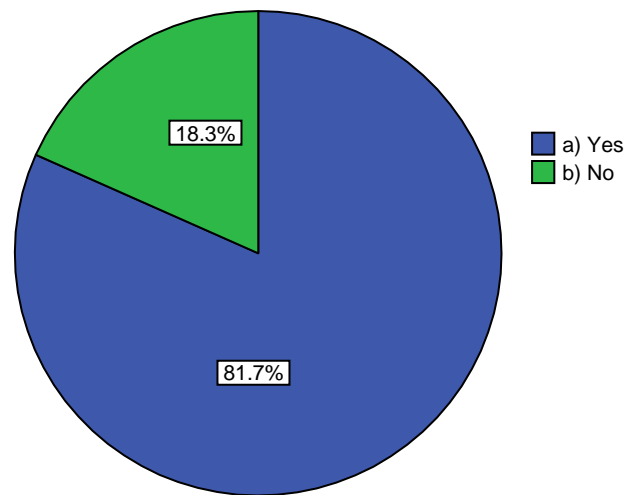


Figure 35 shows that of the respondents who said they had seen the logo, nearly 82% stated that they knew this was the Aberdeen City and Shire regional identity logo. The remaining 18% (approx) indicated that they were not aware that this logo represented the new regional identity logo.

Figure 36: As well as a logo, Aberdeen City and Shire also have a mascot called 'Deen'. Before reading about him in the City Voice, had you heard of Deen?

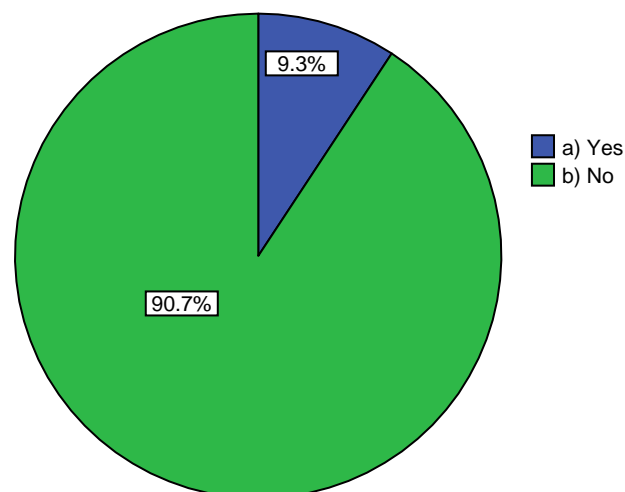


Figure 36 shows that over 90% of respondents to this question had never heard about the mascot 'Deen' before reading about him in the city voice whereas just over 9% had heard of him.

Table 8: If yes, where do you recognise him from?

	Count
Local Press	23
School Magazine	7
From a community event	8
From a sports event	5
Other	29

Table 8 shows that the most frequently cited place for respondents to have become aware of 'Deen' was in the local press which was cited by 23 respondents. This was then followed by community events (8 respondents), school magazines (7 respondents) and sports events (5 respondents).

Other places 'Deen' has been viewed by respondents includes:

- Council staff member
- Bon Accord Centre
- Promotional item at Family History Conference
- Exhibition giveaway
- Energy Conference 2008
- Toy handed out at Highland Games

Figure 37: A short film to promote the Aberdeen City and Shire region has been produced and can be accessed on the internet on the 'YouTube' Website. Have you accessed this website in the last 12 months?

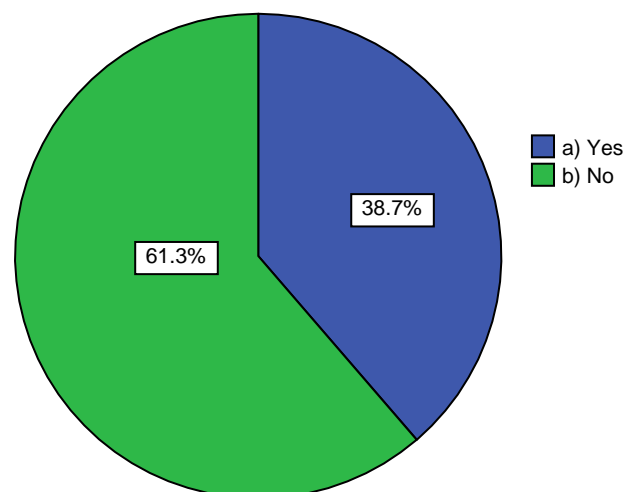


Figure 37 shows that approximately 39% of respondents have accessed 'YouTube' in the past 12 months, with the remaining 61% (approx) have not.

Figure 38: If yes, have you seen the short film on the City and Shire region called 'Explore – Aberdeen City and Shire'?

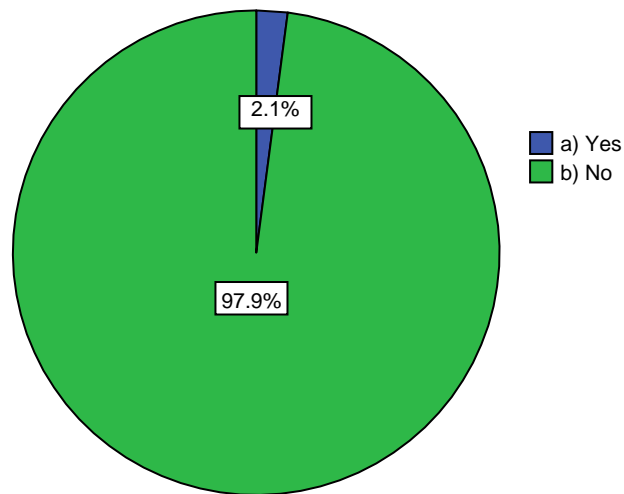


Figure 38 shows that only approximately 2% of respondents have seen the short film on the City and Shire on Youtube.