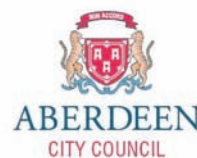


Aberdeen City **voice**



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Aberdeen's Citizens' Panel Report on the 8th Questionnaire

Being Informed
Arts, Heritage & Sport

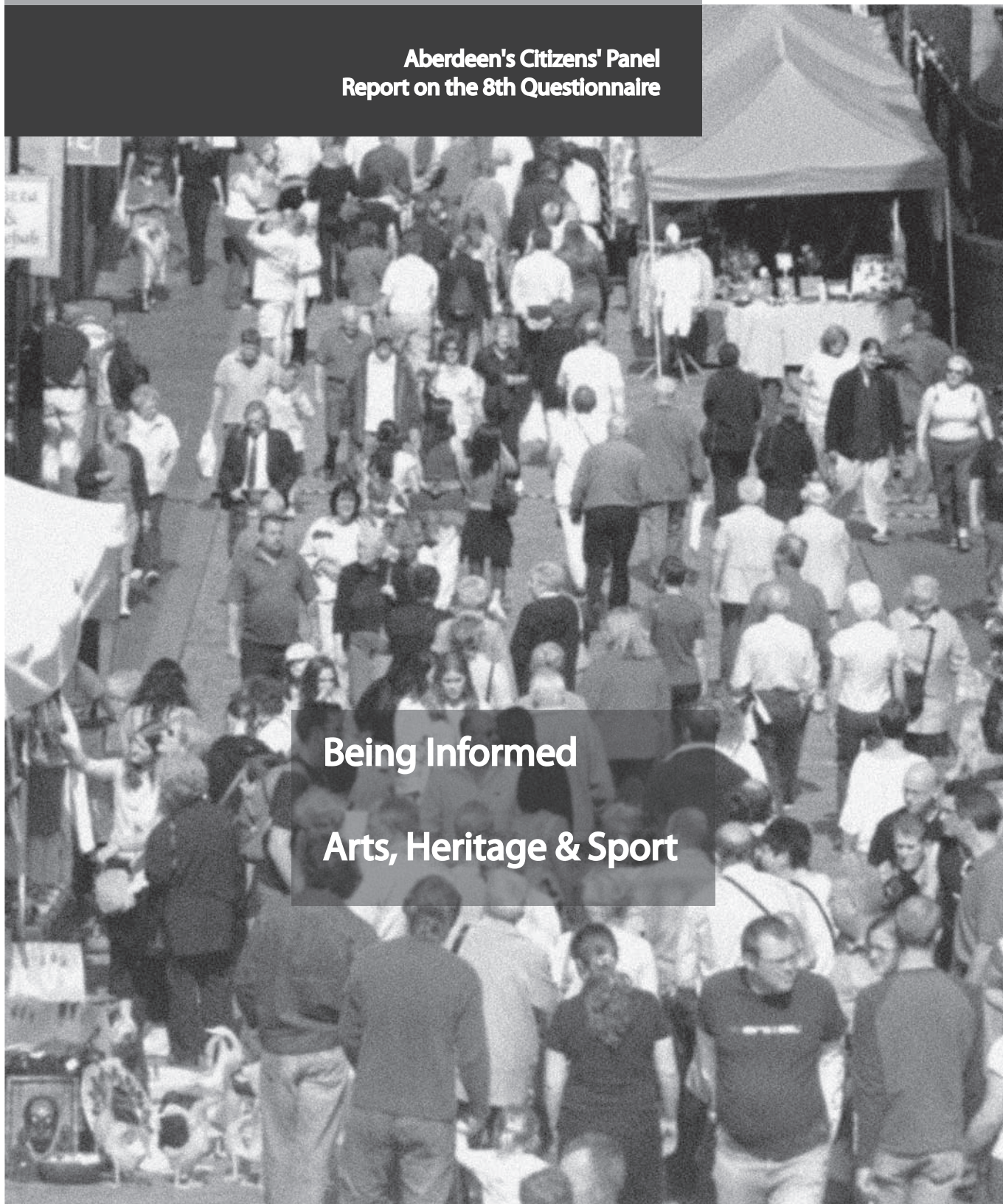


Table of Contents

Table of Contents	1
Table of Figures	2
Table of Tables	4
INTRODUCTION	5
BEING INFORMED	
Local Consultation	6
Public Performance Reporting	16
Consultation on Major Planning Issues	21
ARTS, HERITAGE & SPORT	
Culture	28
Archaeology in Aberdeen	36
Aberdeen's Museums	41
The Tolbooth Museum	49
Activities at Aberdeen Art Gallery	54
ADDITIONAL QUESTIONS	
The Council Budget	57
Graffiti	63

Table of Figures

<u>Figure 1: Other than participating in the Citizens' Panel, have you participated in any other local consultations in the last 12 months?</u>	6
<u>Figure 2: Did any of the consultations relate to an issue in your neighbourhood?</u>	7
<u>Figure 3: Do you feel that your views were listened to?</u>	9
<u>Figure 4: Did you receive enough information about the topic you were consulted on, for example the purpose of the consultation and how the results would be used?</u>	9
<u>Figure 5: Would you participate in a consultation in future?</u>	10
<u>Figure 6: Would you consider taking part in an online consultation?</u>	11
<u>Figure 7: How important do you think it is for Grampian Police to tell you about their performance?</u>	16
<u>Figure 8: How often would you like this information?</u>	19
<u>Figure 9: Do you think the Council provides sufficient information on major planning matters e.g. news releases, press coverage, mail shots?</u>	21
<u>Figure 10: Are we providing this information in a way that you want it provided?</u>	22
<u>Figure 11: Do you think we are giving you the chance to have your say on major planning matters e.g. public workshops or meetings, surveys?</u>	23
<u>Figure 12: In your view, do you think we are consulting people in a manner that is likely to effectively reach all sectors of the Aberdeen community, including incoming commuters and visitors?</u>	25
<u>Figure 13: Are you interested in Aberdeen's history and archaeology?</u>	36
<u>Figure 14: Do you think a short, inexpensive guide to Aberdeen's archaeology and history should be produced?</u>	37
<u>Figure 15: Have you heard about the excavations inside St Nicholas Kirk?</u>	38
<u>Figure 16: Have you visited the excavation?</u>	39
<u>Figure 17: Have you looked at the information about St Nicholas Kirk excavations on the Council website?</u>	40
<u>Figure 18: Have you visited any of these museums in the last six months?</u>	41
<u>Figure 19: what is your main reason for visiting a museum?</u>	44
<u>Figure 20: The Council's museums are open 10:00 – 17:00 Monday to Saturday and for 3 hours on a Sunday. What are your views on the opening hours of museums?</u>	45
<u>Figure 21: What would you think of a proposal to close museums on Mondays but open them all day on a Sunday instead?</u>	46
<u>Figure 22: If the museums were open late one evening per week, which ONE day of the week would be best for you?</u>	47
<u>Figure 23: Have you visited the Tolbooth Museum?</u>	49
<u>Figure 24: Would you like to see the Tolbooth Museum stay open throughout the year or open only during the summer months?</u>	50
<u>Figure 25: Would you like the Tolbooth Museum to be staffed by uniformed attendants or dressed in costume as jailers?</u>	51
<u>Figure 26: Would you have concerns about the Tolbooth being financially supported by private, public or charitable donations?</u>	52
<u>Figure 27: Do you know that you can attend workshops/seminars on a variety of different themes and subject areas at Aberdeen Art Gallery?</u>	54

<u>Figure 28: Depending on the activity, would you be prepared to pay to attend activities/courses at the Art Gallery?</u>	56
<u>Figure 29: Generally, do you think the services that Aberdeen City Council provides represents good value for money?</u>	59
<u>Figure 30: Council tax charges:</u>	62
<u>Figure 31: How would you assess the problem of graffiti in Aberdeen?</u>	63
<u>Figure 32: How would you assess the problem of graffiti in your local community?</u>	64
<u>Figure 33: Has there been any graffiti in your neighbourhood in the last 3 months?</u>	65
<u>Figure 34: If Yes, how satisfied were you at the response?</u>	66
<u>Figure 35: From the time of reporting a graffiti incident, how quickly should it be removed if offensive?</u>	67
<u>Figure 36: How quickly should other graffiti be removed?</u>	68

Table of Tables

Table 1: What form did the consultation take?	7
Table 2: What would encourage you to take part in other consultations?	10
Table 3: What would you like to participate in?	11
Table 4: Which Services would you like to be consulted on in an online environment	12
Table 5: Do you have any concerns about online consultation?	12
Table 6: What performance information would you like to know more about?	17
Table 7: Information on performance related to:	17
Table 8: Of those you said YES to in Question 2, please indicate which THREE would be most important to you.	18
Table 9: How would you like to receive performance information?	19
Table 10: Can you think of better ways for the Council to provide it?	22
Table 11: Which cultural venues in the City do you visit most often?	28
Table 12: Which cultural activities do you most enjoy in the City?	29
Table 13: Do you think there are enough opportunities in Aberdeen to actively take part in the following types of cultural activities?	32
Table 14: Which of the following themed walking trails would you like to see in Aberdeen City Centre?	37
Table 15: If Yes, how did you hear about them?	38
Table 16: What kind of activities would you be interested in attending at the Art Gallery?	54
Table 17: Where would you like us to advertise activities that are taking place at the Art Gallery?	55
Table 18: Which services do you think should be the highest priority for the Council?	57
Table 19: In which two services would you make savings?	60

Aberdeen City Voice – report on the findings of the 8th Questionnaire

INTRODUCTION

The final survey sample consisted of 553 responses from members of the citizens' panel. The total panel comprises of 921 citizens of Aberdeen and so the response rate amounts to approximately 60 per cent. The 553 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 Community Planning topics:

- Being Informed
- Arts, Heritage and Sport
- General Questions

BEING INFORMED

Local Consultation

Consultation is an important tool used by councils such as Aberdeen City for assessing the views of the local population and engaging the local people in the policy making process. Recent innovations in computer and Internet technologies have meant that electronic consultations such as online forums and questionnaires are now possible. While electronic consultations can never wholly replace traditional forms of consultations such as meetings, it is important to investigate the potential benefits of these new technologies for improving the local consultation process.

These questions were asked to find out panellists experiences of participating in local consultations (both 'traditional' and online) and whether or not they would be willing to engage in online consultations. The results will feed into a report that will be presented to Aberdeen City Council to help develop an effective consultation strategy that will allow for the maximum number of local people to participate and contribute their views to the policy making process.

Figure 1: Other than participating in the Citizens' Panel, have you participated in any other local consultations in the last 12 months?

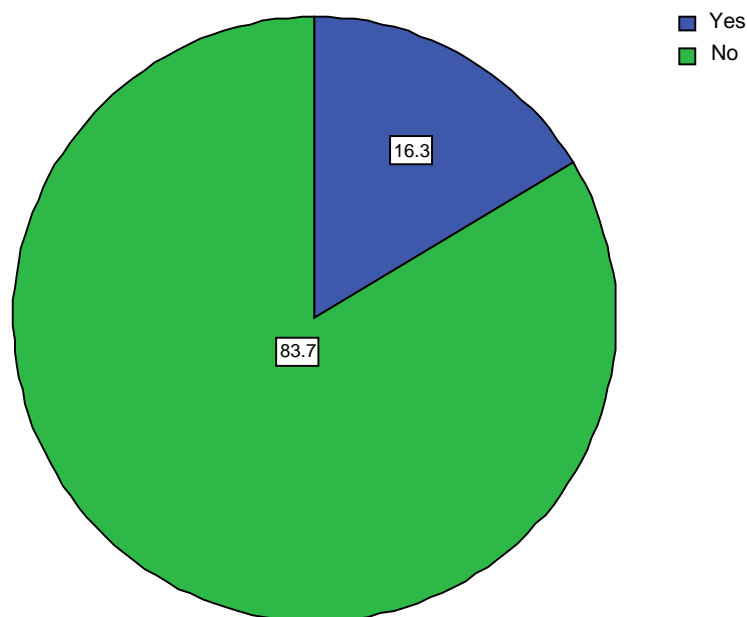


Figure 1 showed that approximately 16% of respondents had participated in other local consultations in the last 12 months.

Table 1: What form did the consultation take?

	Count
Public meeting	44
Hard-copy questionnaire	20
Focus group	18
Letter	19
Online questionnaire	8

Table 1 shows that the most popular form of consultation was attending public meetings (44 panellists). 20 panellists had filled out a hard-copy questionnaire and 19 had responded to a questionnaire by letter.

Figure 2: Did any of the consultations relate to an issue in your neighbourhood?

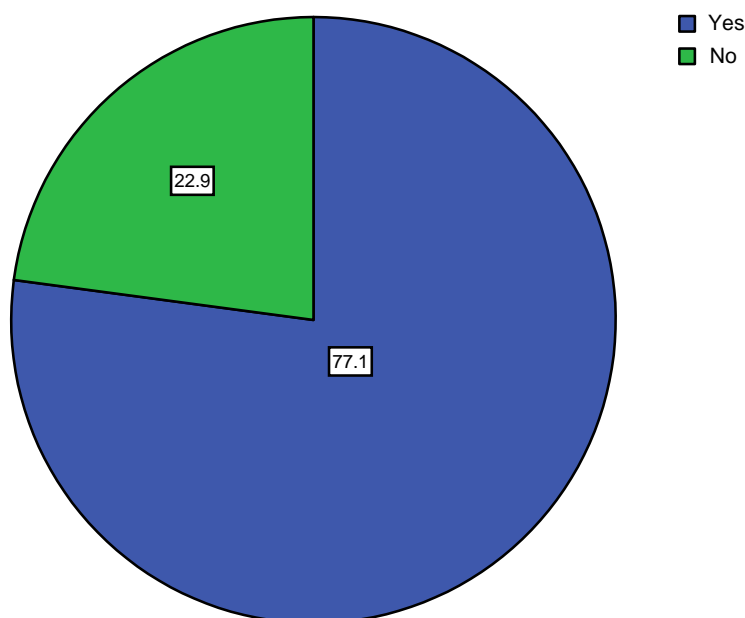


Figure 2 shows that of the panellists who had participated in another local consultation, approximately 77% said that it related to an issue in their neighbourhood.

Examples included:

- AWPR (15 comments)
- Traffic issues (9)
- Anti-Social behaviour (6)
- Neighbourhood regeneration (5)
- School issues (3)
- Vandalism (3)
- Planning for real (3)

- Planning Application (2)
- Policing (2)
- Neighbourhood watch
- Classification of local plan inquiry
- Community Action Plan
- Landlord/Tenant Forum
- Traffic issues in Old Aberdeen
- City Structure Plan
- Scottish Executive Policy on Inclusion
- Timing of Torry sports centre tennis courts with floodlit games area
- The future of the site of Aberdeen College North Donside Road/Ellon Road site
- Future of the Press & Journal
- NHS
- Duthie Park
- Highrise security concierge
- Future of Sheddocksley, Mastrick and Summerhill
- Local library opening hours
- Paths and walkways
- Housing
- Beach Masterplan
- Bridge of Don Waste Aware
- Local Plan
- First Bus Questionnaire
- Airport 24 hour opening

Figure 3: Do you feel that your views were listened to?

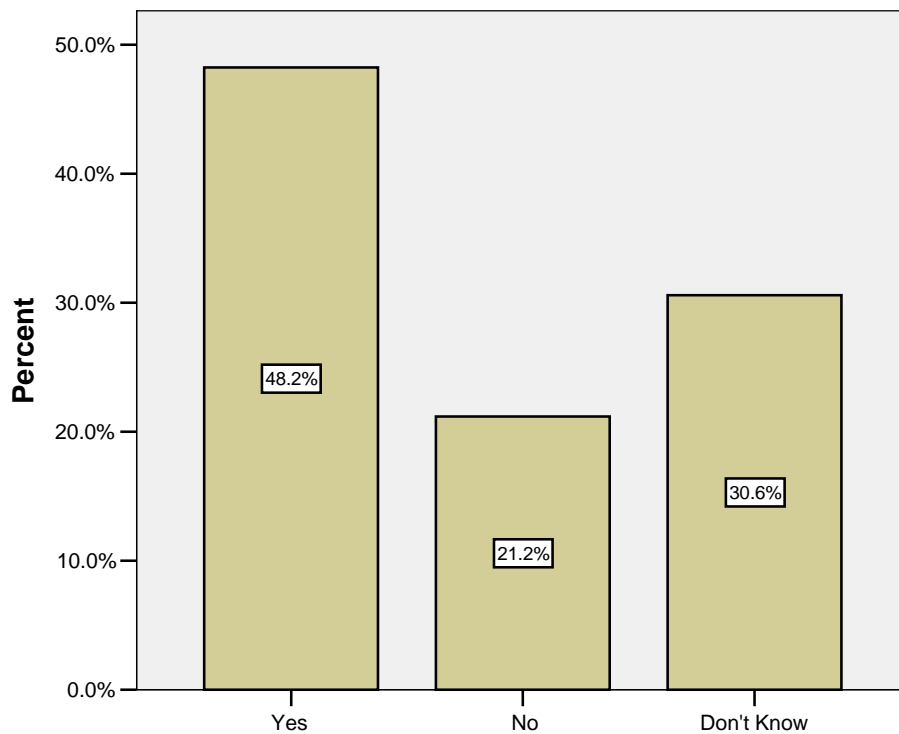


Figure 3 shows that, of the respondents who participated in a consultation, 48% felt that their views were listened to while 21% did not.

Figure 4: Did you receive enough information about the topic you were consulted on, for example the purpose of the consultation and how the results would be used?

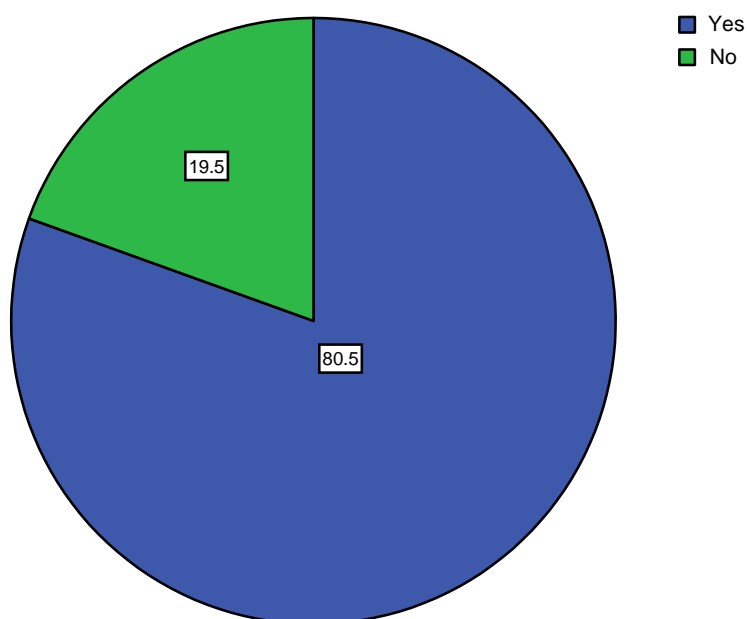


Figure 4 shows that over 80% of the panellists who had participated in a consultation felt that they received enough information about the topic that they were consulted on.

Figure 5: Would you participate in a consultation in future?

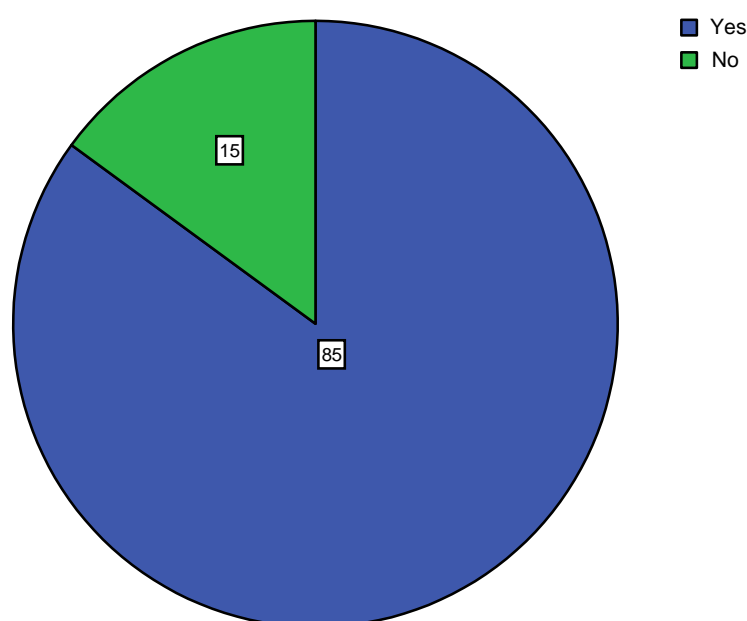


Figure 5 shows that 85% of panellists would participate in a consultation in the future.

Table 2: What would encourage you to take part in other consultations?

	Strongly Agree		Agree		Disagree		Strongly Disagree	
	Count	%	Count	%	Count	%	Count	%
If it was directly relevant to me	336	64.2%	171	32.7%	15	2.9%	1	.2%
If they were more widely publicised	96	19.7%	335	68.6%	53	10.9%	4	.8%
If they were at a more suitable time/place	70	15.3%	274	59.7%	103	22.4%	12	2.6%
If the process was clearer	89	19.0%	291	62.0%	83	17.7%	6	1.3%
If there was more feedback given	103	22.0%	280	59.7%	79	16.8%	7	1.5%
If they were cost-effective	128	27.1%	266	56.2%	66	14.0%	13	2.7%

Table 2 shows factors that would encourage panellists to take part in consultations. The factor that received the highest level of agreement was 'If it was directly relevant to me' which over 95% of panellists agreed or strongly agreed with. Another factor that was considered important was 'If it was more widely publicised' which over 88% of panellists agreed with. 82% of panellists agreed or strongly agreed that they would be encouraged to participate if there was more feedback given and 81% agreed or strongly agreed that they

would be encouraged to participate if the consultation process was more clear.

Figure 6: Would you consider taking part in an online consultation?

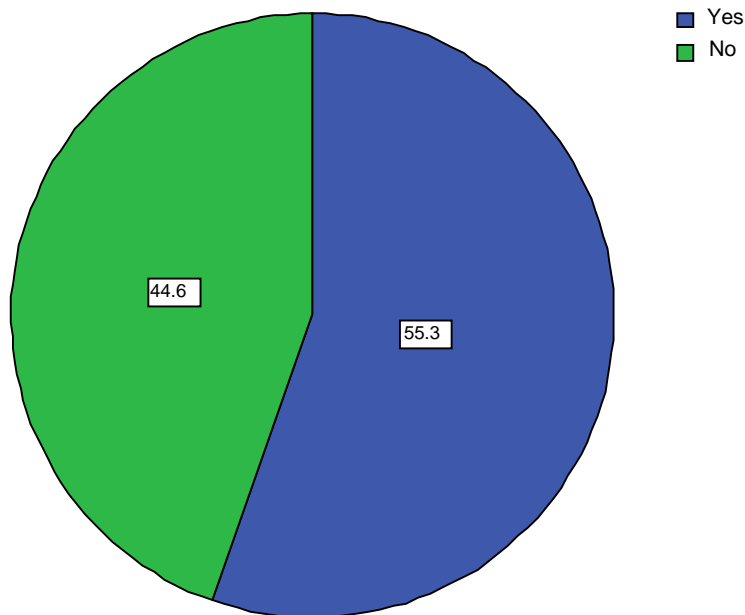


Figure 6 shows that approximately 55% of respondents would be willing to participate in an online consultation. There was wide variation when the results were broken down by the age of respondents. Out of panellists in the 25-34 age bracket, 82% were willing to take part in an online questionnaire as compared to 23% in the age 65 and over age bracket.

Table 3: What would you like to participate in?

	Count
Online questionnaire	279
Discussion forum on a particular topic	143
Web chat with councillor/head of service	60
Emailing about a specific issue	210

Table 3 shows that 279 panellists would be willing to participate in an online questionnaire, 210 would be willing to email about a specific issue, 143 would take part in an online discussion forum and 60 would participate in a web chat with a Councillor/Head of Service.

Table 4: Which Services would you like to be consulted on in an online environment

	Count
Social Care	109
Community Safety	190
Customer Services	123
Transport and Infrastructure	238
Education and Children's Services	122
Health Care	218
Waste Services	222
Libraries and cultural activities	157
Housing Services	74
Sports and Leisure	150
Policing	195
Fire Service	112

Table 4 shows the services that panellists feel would be appropriate to be consulted on in an online environment. The most popular services are:

- Transport and Infrastructure (238)
- Waste Services (222)
- Health Care (218)

The least popular was Housing which only 74 panellists would like to be consulted on in an online environment

Table 5: Do you have any concerns about online consultation?

	Very Concerned		2		3		4		Not at all Concerned	
	Count	%	Count	%	Count	%	Count	%	Count	%
Do not feel comfortable with the technology	10	3.1%	11	3.4%	29	9.0%	83	25.7%	190	58.8%
Do not believe that the results would be reliable	10	3.1%	25	7.8%	64	20%	101	31.5%	121	37.7%
Security fears	16	5.0%	19	6.0%	63	20%	106	33.2%	115	36.1%
Would prefer to talk face to face	27	8.6%	27	8.6%	73	23%	67	21.3%	121	38.4%
It would be too expensive to implement	22	7.2%	26	8.5%	79	26%	84	27.5%	95	31.0%

Table 5 shows the concerns that the panellists may have about online consultation. This showed that panellists are not overly concerned about any of the factors that were listed. Approximately 17% indicated that they would prefer to talk face to face (40% of over 65s indicated this) and approximately 16% indicated that they were concerned that the system would be expensive to implement.

89 respondents do not have Internet access.

Panellists were asked if they had any further comments relating to consultation and in particular online consultation. A selection of comments are summarised below:

- Too much communication and meaning are lost through electronic media
- Questions are answered and info is provided but it is not always very clear or understandable which must be improved
- Concerned about the duration and validity of an online questionnaire
- Concerned about how often the website would need to be checked so as not to miss a consultation (2)
- Need to publicise more, newspapers are not enough
- Need to have good parking
- Should be in places and times out with working days (2)
- Meetings etc. are not at convenient times. Most people have Internet access at home, so have greater opportunity to pass comment when it is convenient
- Online may provide a more accurate and immediate addressing of issues discussed
- Would need to be reassured that it is not a cosmetic exercise. Feel in part police consultations have only been lip service initiatives. Also the AWPR campaign from the Scottish exec/local council have made many of us totally cynical
- Consultation would be restricted to those with internet access. Traditional consultation can reach everyone (3)
- Public need to be told the truth (comment relates to the AWPR consultation)
- The subject must be relevant to the individual
- Should be made easier to visit the city councillors
- Need more information on meetings, the purpose and time
- Do not have a computer/internet access (13)
- More likely to complete hard copies than online
- Most consultations are attended by the same 'local interest' groups
- Results depend on what questions are asked and how they are analysed (2)
- Sometimes email versions use layouts and scripts which are hard to read
- You have to trust that your views are being given paper expression and that feedback is non biased
- Online would suit but there should be open questions as well as closed questions
- Any online consultation should be clear, pertinent and to the point
- Nobody pays attention to consultations
- Online consultations may exclude elderly people (3)
- Do not want to duplicate current procedures and waste council time

- Cost effectiveness
- Careful recruitment would be required to gain views from across the population (2)
- More honest views would be expressed as the process would be virtually anonymous
- Think that these would be easy to compete and cost effective to administer
- Online is the way to go for the future (3)
- Concerns that email address would be passed on
- Give people more involvement with local government and encourage ownership
- No opportunity to ask questions
- Online consultation would provide a more convenient mechanism for enabling the consultation process
- Main problem with consultation is that views expressed seem to have little bearing on outcomes
- Give it a try. Perhaps a dummy run for 20 or so willing participants to iron out difficulties and give us a flavour of what you have in mind
- Not everyone has Internet access and many are not computer literate. This already creates an imbalance in the results of the consultation. Filling in this form takes a long time. The same spent in front of a computer could constitute a health hazard
- Consultation should be real and personal. Online may be impersonal and clinical leading to perception that council are only meeting requirements and not really listening to views and discussion
- No more effective than this type of questionnaire
- Online makes it feel a bit remote
- Consultations are worthwhile provided the results are acted upon, not just published and then set aside
- One tends to skim anything online but hardcopy allows one time to read, digest and take time to fill out.
- I can go to the local library but tend to have to rush in because of opening times/family commitments. Often one or other computer does not get on to the Internet.
- Online consultations would be expensive and would not include all tenants
- You may not get genuine responses from some pranksters on online consultations
- It would appear consultation exercises are 'for show' as often decision has already been reached or will go against what community would prefer
- Online consultation could be skewed or miss out the points people want
- We have the technology let's use it to our advantage
- Time of day is relevant and the time allowed to complete the questionnaire

- Think online discussion forums are an excellent idea as it gives immediate access especially to those unable to attend public consultations
- Online consultations would only give view of people with the required technology. Not a fair spread of views
- Would online consultants limit the questionnaire to less people?
- Have internet access but am not confident enough to take part in online consultations
- Do not feel the local council are accountable
- This questionnaire could be presented online
- The council is widely perceived to consult and then do what they had originally intended regardless. This perception is detrimental to the council's effectiveness as a representative body
- Care must be taken to ensure that each consultation covers a range of possible opinions and are not used to produce biased or weighted results
- I-kiosks could be used, when more widely available, for area-specific online questionnaires
- Easy to forget to do online consultations
- Believe they are a good idea as people can do them in their own time and at their own pace

Service Response

This information shows that there is support amongst panellists for using online consultation as part of the overall consultation strategy. However, there are clear concerns about validity, access and inclusion issues that must be borne in mind if online consultations are to be conducted in the future. The results of these questions will feed into a report that will be presented to Aberdeen City Council to help develop an effective consultation strategy that will allow for the maximum number of local people to participate and contribute their views to the policy making process.

Public Performance Reporting

There is a legal duty on all Local Government organisations to report publicly on how they are performing. This is called Public Performance Reporting. Grampian Police are already required to report on statutory performance. The Local Government in Scotland Act, passed in 2003, however, requires Grampian Police Force to go one step further and make local information available to local people. To do this, we need to know what information our local communities want, when they want it, and in what format. The answers to the following questions will inform Grampian Police's approach to Public Performance Reporting.

Figure 7: How important do you think it is for Grampian Police to tell you about their performance?

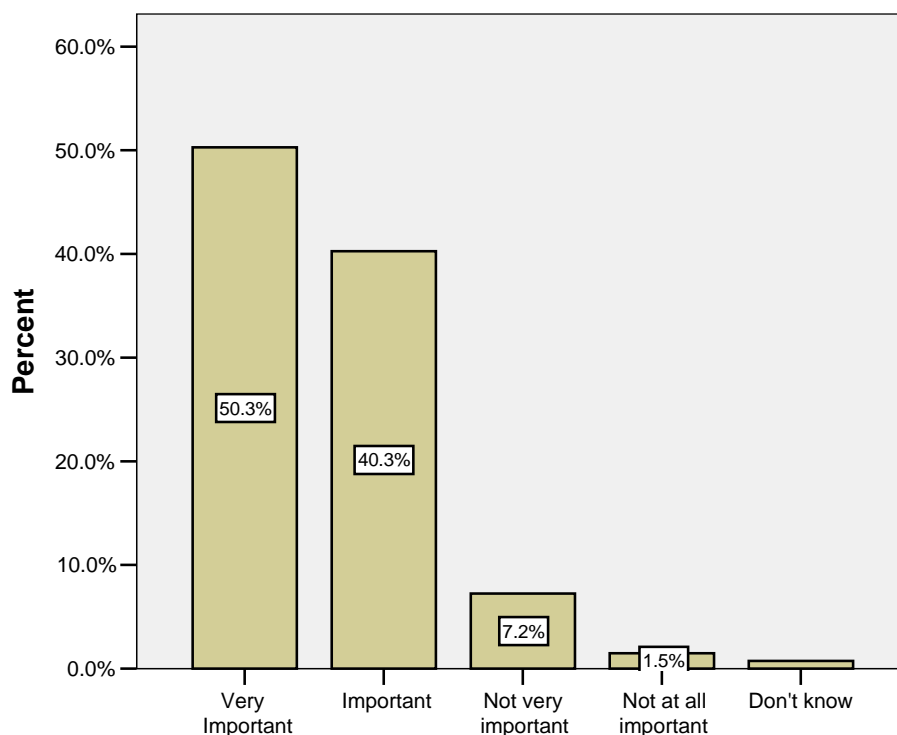


Figure 7 shows that over half of respondents feel that it is very important for Grampian police to report their performance and a further 40% consider this important.

Table 6: What performance information would you like to know more about?

	Count
Ongoing Force Projects and Review	286
Quality of Service	376
Information on local initiatives e.g. Drink driving, underage drinking	436

Table 6 shows that 436 respondents would like to know more about performance information on local initiatives, 376 respondents would like to know about the quality of the service and 286 respondents would like to know more about ongoing force projects and reviews.

Table 7: Information on performance related to:

	Count
Overall Crime levels	430
Crimes of Violence	401
Drug Crimes	384
Hate Crime (e.g. racist crimes)	253
Road Safety	326
Crimes of Dishonesty (e.g. shoplifting)	206
Domestic Housebreaking	393
Crimes of Vandalism	361
Finance	109
Staff Sickness/Absence	119
Response to 999 calls	341
Crimes reporting times to the procurator Fiscal	185

Table 7 shows that the most popular performance indicators that respondents would like information on were: Overall Crime levels (430 respondents), Crimes of Violence (401 respondents) and Domestic Housebreaking (393 respondents).

Other information mentioned by respondents included:

- Locally relevant information/statistics/initiatives (4 comments)
- Issues concerning anti-social behaviour (4)
- Responses to non 999 calls (3)
- Percentage of officer's time on foot patrol (3)
- Alcohol related crime (2)
- Youth crime (2)
- Conviction rates (2)

- National Policing Initiatives
- Difficulties facing police
- Nuisance Crimes
- Feedback to victims of crime
- Clear up rates
- Malicious or false reports
- Complaints about the service centre
- Crime Prevention
- Initiatives to make the police more cost effective
- Domestic violence and rape
- Reporting on the effectiveness of consultations with the public
- Complaints against the police
- Removal of beggars
- Information on unresolved crime
- Animal cruelty
- Car crimes
- Follow-up procedures
- Terrorism and major fraud
- Crimes involving knives and firearms
- Illegal immigrants
- Staff turnover/recruitment

Table 8: Of those you said YES to in Question 2, please indicate which THREE would be most important to you.

	First	Second	Third
Overall Crime levels	186	37	25
Crimes of Violence	54	86	60
Drug Crimes	43	53	47
Road Safety	20	33	37
Hate Crime	1	11	17
Crimes of Dishonesty		2	2
Domestic Housebreaking	40	78	59
Crimes of Vandalism	14	25	59
Finance	2	4	7
Staff Sickness/Absence	2	2	10
Response to 999 calls	38	60	33
Crime reporting times	3	12	10

Table 8 shows the responses to which three performance indicators panellists felt were most important. These were:

- Overall crime levels
- Crimes of Violence
- Domestic Housebreaking

Table 9: How would you like to receive performance information?

	Count
Local Press	397
Internet	172
Local radio	114
Leaflets through doors	189
Free paper	201
Email	117

Table 9 shows that 397 panellists would like to receive performance information through the local press, 201 panellists would like to receive information through the free papers and 189 would like to receive performance information in leaflets through doors.

Service Providers can contact Elizabeth Tait on 01224 263430 or e.j.tait@rgu.ac.uk for the list of panellists email addresses.

Figure 8: How often would you like this information?

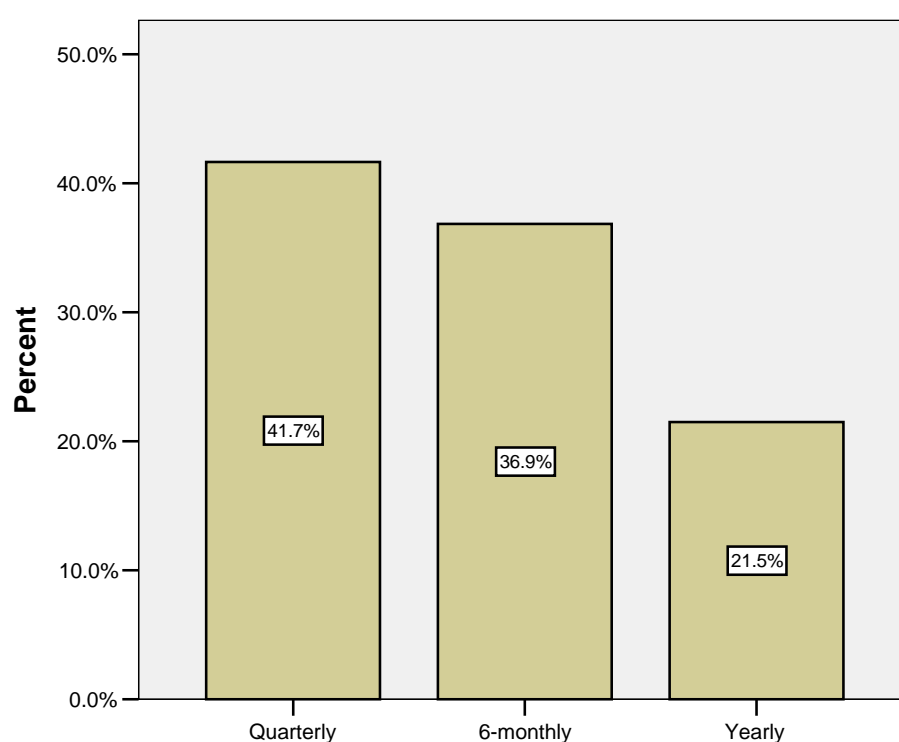


Figure 8 shows that the most popular response was Quarterly, selected by 41.7% of panellists.

Other suggestions for frequency of information included:

- Monthly (4 comments)
- Do not need information (4)

- Every 3 years
- Fortnightly
- When it affects them directly
- Local press are unreliable to report performance accurately
- Quarterly summaries with detailed annual report

Service Response

The results detailed above will be used along with those received from Moray and Aberdeenshire citizens' panels. They will inform Grampian Police's Corporate Strategy which will address the requirement of Public Performance Reporting as set out in the Local Government in Scotland Act. The strategy should be in draft form by the end of October.

Consultation on Major Planning Issues

The Council wants to know how well they communicate on important and contentious town and country planning matters. Town and country planning is the means by which local councils manage the development and use of land. They do this using:

- A Structure Plan to set out the overall land use framework for North East Scotland;
- A Local Plan to allocate specific sites in Aberdeen to particular uses;
- Master Plans for important or contentious development areas that are larger than a single site;
- Planning Briefs to give detailed guidance about the layout and type of development acceptable on a particular site; and
- Planning applications to decide individual development proposals.

These questions are concerned with how the Council can provide more information and how they can consult better on major planning matters. There is a procedure firmly laid down by law on how they deal with planning applications, so we are not asking about these here.

Figure 9: Do you think the Council provides sufficient information on major planning matters e.g. news releases, press coverage, mail shots?

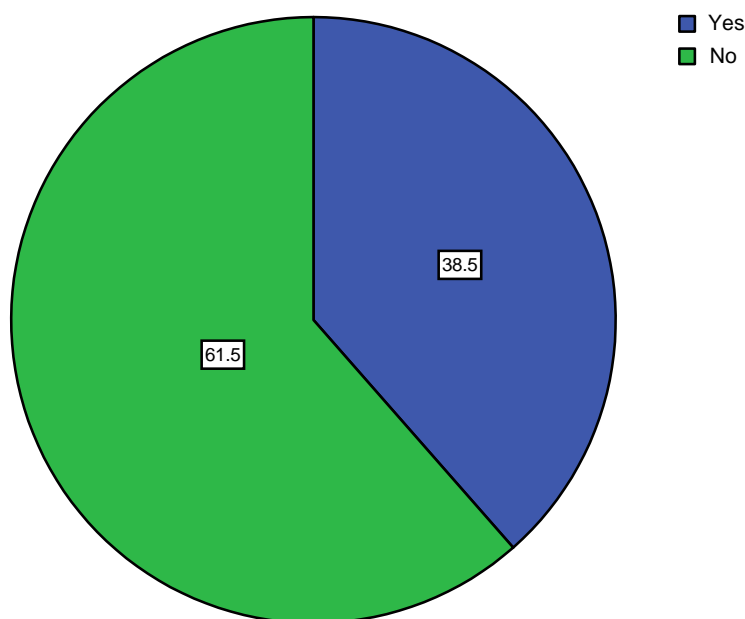


Figure 9 shows that the majority of respondents (61.5%) do not believe that the Council provides sufficient information on major planning matters.

Figure 10: Are we providing this information in a way that you want it provided?

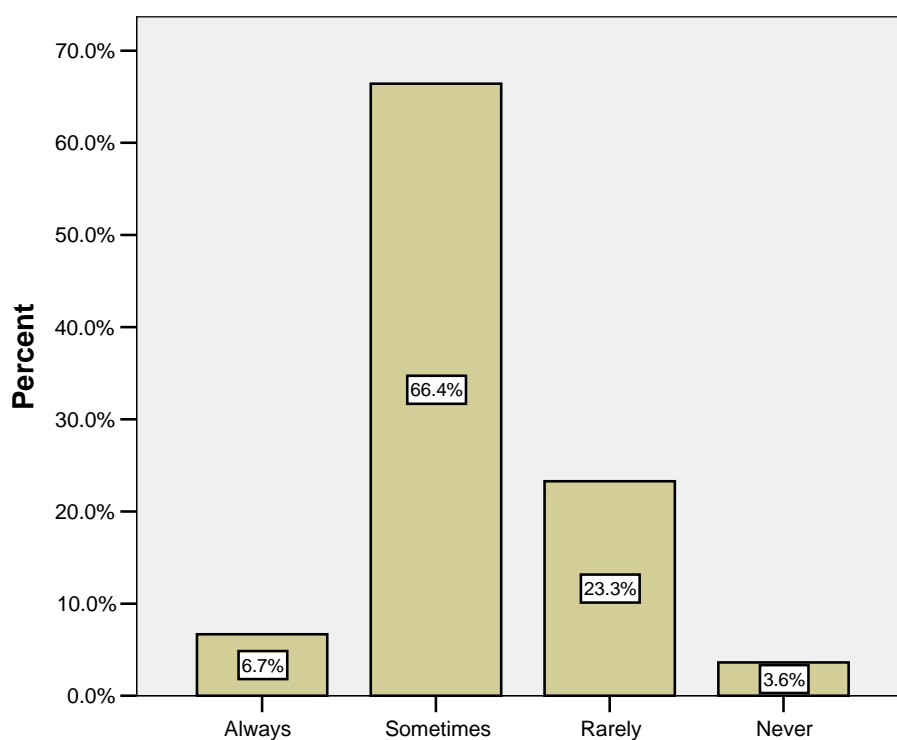


Figure 10 shows that 66.4% of respondents feel that the information is 'sometimes' provided in a way that they would like it, 23% indicated that it was 'rarely' provided in a way that they would like it.

Table 10: Can you think of better ways for the Council to provide it? Please tick all that apply.

	Count
Community newsletters	365
Exhibitions	176
Internet	175
Newspapers	305
Press coverage	284
Focus Groups	77
Public meetings	243
Email	92
Mail shot	135
News release on web	111

Table 10 shows that the most popular information medium that panellists would like the information provided was through community newsletters (365 panellists). Newspapers were also popular with 305 panellists and Press Coverage was indicated by 284 panellists.

Further suggestions included:

- Local libraries (3 comments)
- Local television (2)
- One to one consultations with home visits
- Liaison with community councils
- e-planning on the internet
- Meet the public and be accountable
- The Point
- GP Surgeries
- Schools
- Leaflets to households
- Television debates with local councillors
- Raise awareness and direct to source of information
- Follow up with opportunities for debate/consultation
- Website (not as news release)
- Bon Accord Centre
- Provide answers to email enquiries
- Provide information in as many ways as possible
- Via local employers

Figure 11: Do you think we are giving you the chance to have your say on major planning matters e.g. public workshops or meetings, surveys?

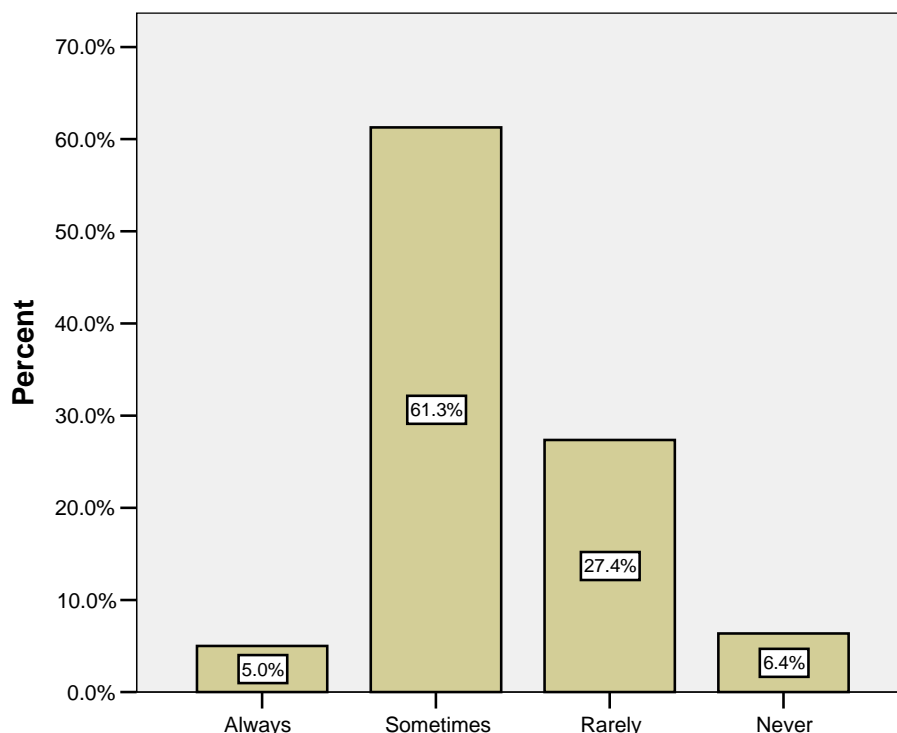


Figure 11 shows that the majority of panellists (approximately 61%) believe that they are 'sometimes' given the chance to have their say on major

planning matters. Approximately 27% feel that they 'rarely' get the chance to have their say.

Panellists were asked if they could think of any better ways to be consulted on planning matters. A summary of the responses is listed below:

- More public meetings in affected areas (16 comments)
- Mail shots (15)
- Ask the public and listen to their views (12)
- Questionnaires (10)
- More openness and transparency needed (9)
- Consultation should happen at an earlier stage in the planning process (8)
- Through websites (8)
- Email (6)
- Newsletters (5)
- Via council website (5)
- Door to door (4)
- Community exhibition area (3)
- People are too busy to participate unless it directly affects them (3)
- Need a robust system for informing people about a consultation (4)
- Discussion forums online (2)
- Information needs to be clear (2)
- Local TV slot (2)
- Method of consultation is not important as much as making sure the views are listened to (2)
- Need time to allow informed opinion on matters (2)
- Email referendums
- Booths in shopping centres
- The discussion over the AWPR consultation has damaged public confidence
- Neighbourhood planning networks
- A citizens panel for planning
- Difficult to access plans because of St Nicholas House opening times
- People will find out if they are interested
- Pressure groups against an issue get more press coverage than people for an issue
- Local press
- Posters
- Free papers
- Times of meetings at convenient times
- Use yearly mailings of council tax info to include a questionnaire on planning
- View planning information online then make a comment by email

Figure 12: In your view, do you think we are consulting people in a manner that is likely to effectively reach all sectors of the Aberdeen community, including incoming commuters and visitors?

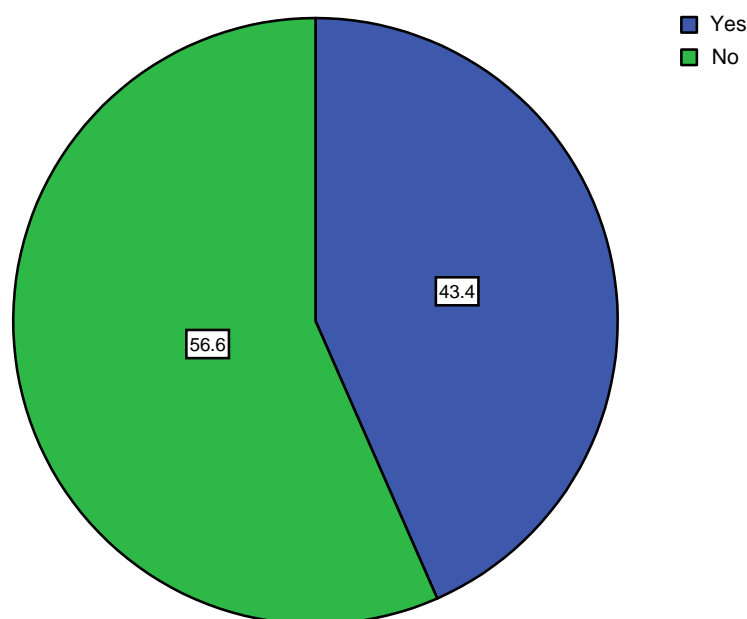


Figure 12 shows that over half of the panellists (approximately 57%) did not believe that the Council are consulting people in a manner that was likely to effectively reach all sectors of the community.

Respondents were asked to indicate which sections of the community were not being reached and suggestions of how this could be overcome. A summary of the responses is listed below.

Sectors of the community not being reached	Ways they could be reached
People who don't buy newspapers	Localised advertising/radio/mail shots/internet/email/free newspapers/posters (16 comments)
Elderly people	Mail shots/local meetings/car transport to meetings/ door to door/ info in doctors surgeries/newspapers (14)
Visitors	Tourist databases/information in hotels/information in shopping centres/parks/cinemas/airports/train stations/leaflets/iKiosks/websites (14)
The younger generation	Schools/colleges/youth groups/universities (8)
Minority ethnic groups	Information in a variety of languages/more co-ordination (6)
Commuters	Roadside billboards/better chances to express views/meetings/bus ads (9)
Most people	Newsletters/meetings/more press coverage (7)
Younger people/Students	Increase awareness/internet/road show style information platform/text messages/through tenant participation (9)
People with special educational needs	Plain English newsletter/pictorial documents/audio tapes (5) Poorer areas- use the free press/newsletters/local radio/door to door (5)
Those directly affected	Personal visits/mail shots/meetings (5)

People who work full time and cannot attend meetings	Schedule meetings in the evening/internet/Bon Accord Centre (4)
Local residents	Mail shots at early stage/Questionnaires to households/information in public areas (4)
Those with no internet access	Wider publication in the press/mail shots/radio/TV (4)
Transient population	Welcome packs/information in universities (3)
Altens Aberdeen	Altens community centre (2)
Visitors to the city	Difficult to engage these groups (2)
People who do not seek out information	Mail shots to houses (2)
People who do not have enough time	Information in the workplace (2)
Those who take little interest	Local news on TV/posters/billboards (2)
Disabled/Sick/Unemployed	Equal opportunities (2)
Young people	Don't know difficult to get interest
Local community	Listen to their views
City Centre residents	Mail shots
Various	Use housing offices to provide information
Individuals not represented by pressure group	Emails
Households that do not have a car	Elect councillors that are representative of the community
Local public	Development plan not circulated to relevant people
Poorer people	Free paper leaflet
Tillydrone	Mail shot
Cornhill/Stockethill	Community meetings that are well advertised
General public	Information boards
Blind people	Audio tape
Returning tourists	Internet updates
Users of public transport	Need to pay more attention to them
People on low income	Leaflets/information in doctors' surgeries/local press
Very few people are reached	Showing their views are listened to
People outside city centre	More press information
All sections	Improve understanding of major developments
Shift workers	Have consultations on a Saturday/information on internet/multiple opportunities to participate
Voters in general	Focus groups, newsletters, public meetings
Working families/parents	Mail shots
Council estates	Community newspaper
Young families	Information at schools/supermarkets
Elderly	Information in nursing homes and hospitals
People who don't have children	Be more inventive
Travelling communities	Mail shots/meetings/door to door
Socially excluded	Post offices/benefits offices/doctors' surgeries
People on benefits	DSS office
People who are not the usual suspects in consultations	
Areas of multiple deprivation	

Service Response

The response to the consultation confirms that, whilst the Council is not bad at providing information and consulting people there is, as suspected, a need to be more effective in the way we do this. The suggestions made are particularly helpful in pointing us in the right direction. We shall investigate the extent to which community newsletters are already in existence and the scope

for these to communicate news on major planning matters. We shall liaise with the Public Affairs Officer in the Continuous Improvement Service on making major planning issues more attractive to the Press to increase the profile of planning issues in the media. We shall also investigate with various venues (e.g. GP practices, shopping centres, Universities, supermarkets, nursing homes etc.) the scope for supplying through them planning information and consultation material. We shall also explore with the Council's web team the scope for more active discussion of planning matters, for example, by the establishment of a planning weblog. Further matters to be followed up would include specific attention to the use of Plain English; the scope for producing audio material and use of text messaging; and the use of public transport sites and on-road advertising to reach commuters and visitors to the City.

There are clearly resource implications for this and the focus will be on providing best value for the resources that are, or can be made, available. However, it may be that much can be achieved by simply doing things differently.

ARTS, HERITAGE & SPORT

Culture

The City Council is currently exploring the idea of a new Cultural Centre in Aberdeen. Located in the City Centre the Cultural Centre will have the potential to offer an exciting new range of programmes and activities, possibly including dance, drama and music as well as visual arts including video and digital. These will build on what we currently have on offer here in Aberdeen as well as providing a home for new cultural activities as we move into the future. Panellists were invited to consider the following questions and give their views.

Table 11: Which cultural venues in the City do you visit most often?

	Number 1	Number 2	Number 3
	Count	Count	Count
Aberdeen Art Gallery	150	103	58
His Majesty's Theatre	213	115	41
Peacock Visual Arts		5	5
WhiteSpace		4	5
Aberdeen Arts Centre	13	62	61
The Lemon Tree	28	55	57
Aberdeen Maritime Museum	31	57	78
The Belmont	30		

Table 11 shows that the cultural venue visited the most often was His Majesty's Theatre followed by Aberdeen Art Gallery. The venues visited least often were the Peacock Visual Arts Centre and WhiteSpace.

Other venues mentioned by panellists included:

- Music Hall (13 comments)
- Provost Skene's House (2)
- The Blue Lamp
- Cinemas
- Duthie Park
- Golf Courses
- Library
- Marischal Museum
- Hazlehead Park
- Old Aberdeen
- Special Events – Tall ships/Boat Race/Fireworks

Table 12: Which cultural activities do you most enjoy in the City?

	Number 1	Number 2	Number 3
	Count	Count	Count
Drama/plays	96	76	67
Festivals	31	45	37
Musicals	85	54	38
Music	108	99	52
Exhibitions	61	69	95
Films	87	80	65
Comedy	6	19	30
Dance	7	14	22

Table 12 shows the cultural activities most enjoyed in the City. The most popular were Music, Drama/plays and Films.

Other activities mentioned by respondents included:

- Tours of local sites/Doors Open Days (2 comments)
- Street Entertainers (2)
- Word Festival
- Larks in Parks
- Book Festival
- Opera/Classical Music
- Photography
- Aberdeen Civic Society
- Aberdeen Town and Country History Society
- Traditional Music
- Art
- Neighbourhood Festival
- Music Festivals
- Food Markets/Craft Fairs
- Ballroom dancing
- Heritage talks

Panellists were asked if we lack any cultural facilities or activities in the City that they have enjoyed elsewhere and felt it would be good if we could develop such a venue/programme here. The responses are summarised below:

- Open air concerts/theatre/ballet/opera (10 comments)
- Repertory theatre – Tivoli (9)
- Festivals (e.g. Skye music festival/Edinburgh Festival/Celtic Festival) (6)
- Popular musicals/music exhibitions/plays (4)
- Big national orchestras should be encouraged to come more (3)
- Street Entertainment (4)
- Develop the lemon tree further (2)

- Make more of the beach front (2)
- Build on local culture – singing groups/local dancers/local drama groups (2)
- Marine Aquarium (2)
- Science Centre (2)
- More art/craft/dance for young people (2)
- Covent garden style facilities (2)
- Medium sized music venue (2)
- Open days/tours of buildings (2)
- Book festival (e.g. for local authors) (2)
- Buildings and Churches abroad are kept cleaner and are open more often
- Should be a full time professional orchestra
- Museum of history
- Lack of support for musicians and film makers to meet/rehearse/use equipment/collaborate
- Photography/Videography workshops
- Tron Theatre club (seen in Glasgow)
- Large sporting events
- Celebration of different cultural festivals such as Chinese new year
- More drama groups
- Comedy and film festivals
- Media centre that is open to all
- Evening classes in languages/book binding
- Dance and Music
- Belmont street market more often
- Fringe (Edinburgh)
- Walking festival (such as Isle of Wight)
- Horse racing
- Traditional Scottish Theatre
- Outdoor events at Castlegate/Green/Union Street
- More variation in Art Gallery
- Aberdeen needs a professional theatre company
- Pitlochry Festival Theatre
- Comedy workshops
- Traditional music festival such as Celtic Connections
- Highland Games
- Alternative festival that used to be held in the lemon tree
- Re-enactment of historical events
- Exhibitions related to local/social history
- Arts venue for multimedia arts projects
- Family attractions that are being upgraded
- Living museum
- Observation tower with a restaurant
- North East cultural centre
- Hands on visitor centre
- Build a centrepiece cultural centre in a regeneration area

- Improved venues and performances for young children
- Lack of public transport to AECC
- Museum of modern art
- Pedestrianised area in town centre
- Redevelop beach ballroom
- Metro transport system
- More quality performers in the theatre
- Better public transport to parks
- Resident theatre company
- International Football Festival
- More literary events
- Cultural centre such as Glasgow
- Better bookshops
- Film festivals

The new Cultural Centre could both present work on tour from the rest of Scotland, the UK and beyond and be a base for local artists to create new work here in Aberdeen. Respondents were asked for their views on the balance there should be between these two types of activity. The responses are summarised below

- 50-50 (78 comments)
- Local artists should be given priority (33)
- More priority given to outside artists (30)
- Encourage local artists but also make sure we have good productions from elsewhere (16)
- A wide range to appeal to all tastes (13)
- Balance should depend on the amount and quality available (8)
- Need to ensure that local artists are given sufficient opportunity to use local resources but 'incoming' work may influence local work and be beneficial too (5)
- More from the rest of Scotland than from local (3)
- Waste of public money (2)
- If the variety and quality are good it is not important where it originates (2)
- Invest in existing venues such as the Tivoli (2)
- Fine as long as it's self financing
- While local artists should be encouraged we should not be parochial
- Lemon tree/Arts centre – would they still be funded?
- Permanent base for local talent combined with external workers
- Set aside time for the work of locals
- More support to local youth performing arts clubs
- National and International concerts as well
- Encourage all talent from Scotland
- Local artists should benefit from local funding
- Develop links to Scandinavian countries rather than being dominated by central belt
- Most local art is not good quality

Table 13: Do you think there are enough opportunities in Aberdeen to actively take part in the following types of cultural activities?

	Yes	No	Don't Know
	Count	Count	Count
Drama/Plays	229	74	163
Exhibitions	230	73	156
Festivals	217	88	155
Films	243	70	145
Musicals	239	68	154
Comedy	131	85	234
Music	268	70	121
Dance	188	65	202

Table 13 shows that many respondents believe that there are enough opportunities to participate in cultural activities. However, there was a high 'Don't Know' response rate also, in particular for comedy and dance activities.

The new venue needs to look to the future. Panellists were asked, "Given the advances being made in technology, what kinds of activity do you imagine you and your family would want to come together with others to enjoy? In 20 years time will we still go to concerts and plays?"

A summary of the responses can be found below:

- Live concerts will always be popular (44 comments)
- Yes (43)
- Nothing can replace the enjoyment of live concerts and plays (37)
- Still go to music/dance/festivals/plays (12)
- Hopefully we will still go to these events (10)
- There is a social aspect over and above the performance event (10)
- Cannot predict the future (5)
- Should reduce prices to make it more affordable (5)
- Families will still enjoy the going out experience (4)
- We will not attend such events anymore (4)
- People will still want to attend in person but venues may offer online attendance too (3)
- Communal enjoyment of cultural activities enriches the lives of everyone involved (3)
- They said TV would kill cinema but it didn't – people like to go out for an event (3)
- Will be more advances in home technology but we will still go to live concerts (3)
- May become more popular as an alternative to computer-based leisure (3)
- More mobile pay per view web-casts or on local TV (3)

- Technology will enhance live performances – more interactive, better lighting etc. (3)
- Nothing much will change (2)
- Television has the effect that people do not go to concerts or plays (2)
- Will be up to the young people in the future, should be encouraged to go to live performances (2)
- Venues must be improved (2)
- Technology can make people stay at home and become more isolated (2)
- More people will accept new technology but there will still be a place for live entertainment (2)
- Everything changes with time
- Live entertainment is still important
- Will take in new activities while still going to plays and concerts
- All social and cultural interaction should be encouraged
- Need to encourage children to take part
- Films are a vital way of learning about the past
- People will still see the need for all cultural activities especially festivals, music and dance
- Technology is good but should not take over everything else
- Keep music live! Otherwise the human race will end up as battery hens attached to computers
- Live performances as we know it is likely to be replaced by computer generated images
- We will probably go back to family values and enjoy many activities together
- Will still be live concerts but the internet will be more prevalent
- They will become more exclusive
- Arts in all forms will still have a significant role to play.
- Events would be more hi tech
- Need to encourage people to go out and experience different aspects of the arts
- Must not lose the hard core of family entertainment
- Live broadcasts of events
- Internet and electronic games will have a direct bearing on it
- Drama may fall by the wayside
- “Trendy” is rarely better than traditional. Look at what stands the test of time. Also avoid dumbing down and “Emperor’s new clothes”
- Only activities not available from home will be a draw in the future
- Very few citizens are active audience members- too many options as it is
- Many activities are focused for either children or adults- few appeal to both

The new Cultural Centre is being considered for a City Centre location. Panellists were asked how they think links can be made with communities across Aberdeen. A summary of responses can be found below:

- Ensure that public transport links are good (34 comments)
- Encourage people to come through schools/community centres (23)
- Through TV and local press (15)
- Effective promotion/advertising (14)
- Outreach events (13)
- Keep usage fees low (10)
- Activities/performances by local groups (9)
- Free buses (8)
- Links with community centres (8)
- Set up workshops (7)
- Encourage community to take part through schools (7)
- Parking facilities (6)
- Newsletters (6)
- Internet (5)
- Libraries (5)
- Appeal to all tastes (4)
- Competitions (4)
- Communication (4)
- Mobile events to hard to reach communities (4)
- Some communities will not be interested ()
- Tram line (3)
- Steering committees (3)
- Better roads system (3)
- Have additional facilities such as restaurants/galleries (3)
- Exhibitions of local interest (3)
- Allow communities to suggest activities (3)
- Different cultural activities (3)
- Have a representative from each community (3)
- At present the centre is only relevant to a tiny minority (2)
- Via email (2)
- Community specific themes (2)
- Large screens in each community for free viewing (2)
- Combined performances with professional artists working with locals (2)
- Facilities in community centres which can then be performed in the cultural centres (2)
- Co-ordinator to link to all schools/colleges/drama groups (2)
- 'taster sessions' in schools (2)
- Leaflets (2)
- Do not have centre in the city centre (2)
- Posters (2)
- Improve evening public transport (2)
- Direct park and ride links
- Each local community should be given the chance to set up an exhibition or performance
- Twinning
- Small touring displays and performances

- Organised trips to the new centre
- Clubs and social groups
- Advertise in local area housing offices
- Through workplaces
- Via community councils
- Construct an underground system into central Aberdeen
- Hospitals/doctor's surgeries
- Easy access facility
- Create a welcoming atmosphere
- Bus route adverts
- Open communication through new media
- Place centre in a regeneration area such as Middlefield

Service Response

The results of the questionnaire will be fed into the discussion that is currently ongoing on the Cultural Centre. This discussion is being led by an Elected Member task group which will eventually report its recommendations to the Policy and Strategy Committee.

Archaeology in Aberdeen

Aberdeen City Council Archaeology Unit is part of Museums and Galleries. It undertakes a wide range of work including excavations, historical research, care of the City's archaeological collections, the mounting of exhibitions, provision of publications, education projects, commemorative plaques, guided walks and tours, and re-enactments.

Figure 13: Are you interested in Aberdeen's history and archaeology?

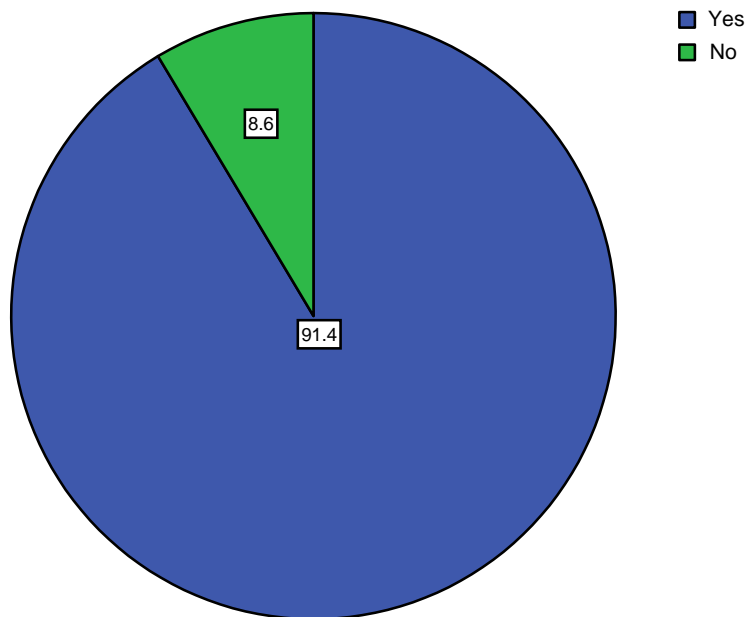


Figure 13 shows that the majority of panellists (over 90%) are interested in Aberdeen's history and archaeology.

Figure 14: Do you think a short, inexpensive guide to Aberdeen's archaeology and history should be produced?

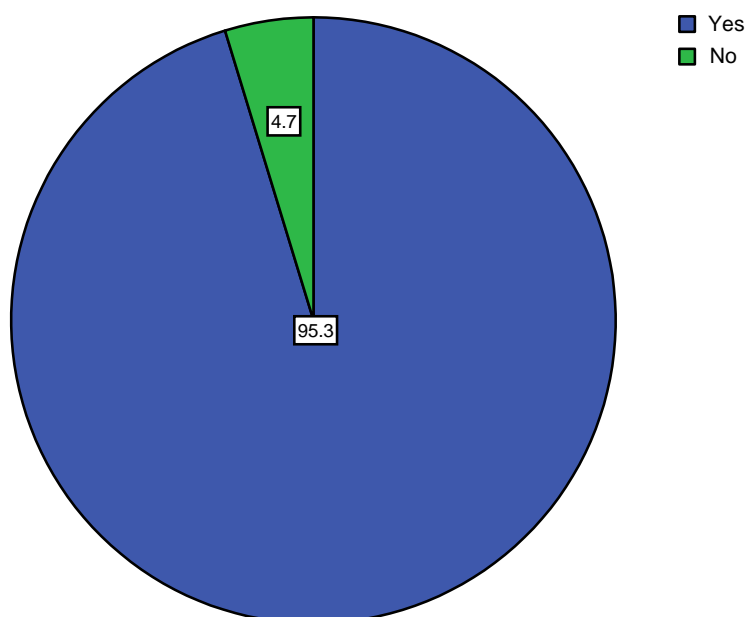


Figure 14 shows that even more respondents (over 95%) believe that a short, relatively inexpensive guide could be produced for Aberdeen.

Table 14: Which of the following themed walking trails would you like to see in Aberdeen City Centre?

	Count
Churches and Graveyards	373
Streets	335
Banks and Money	77
Pubs	152
Historic Wells	266
Architecture	409

Table 14 shows that 409 panellists would like to see themed walking trails on Architecture around Aberdeen. 373 would like to see themed walking trails on Churches and Graveyards and 335 on Streets.

Figure 15: Have you heard about the excavations inside St Nicholas Kirk?

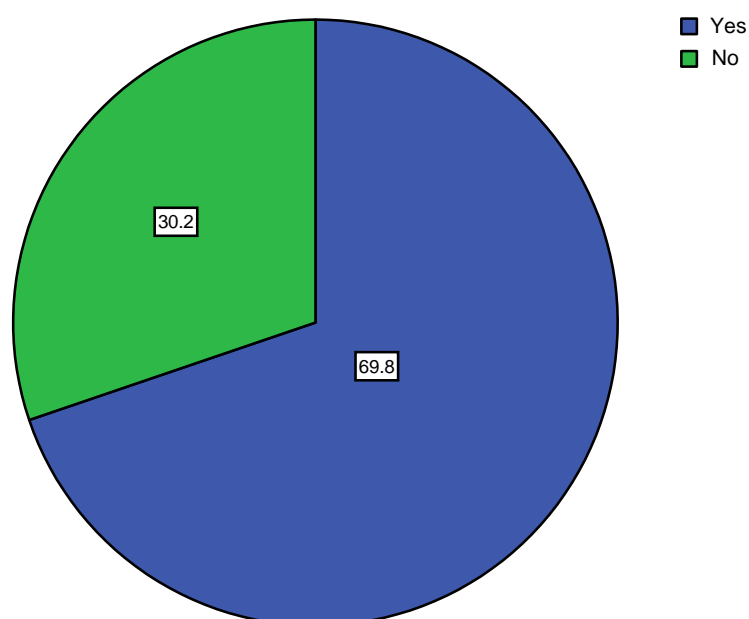


Figure 15 shows that nearly 70% of respondents have heard about the excavations inside St Nicholas Kirk. Awareness was higher among older panellists than younger panellists (87% of the over 65 age group compared with 51% of the 25-34 age group).

Table 15: If Yes, how did you hear about them?

	Count
Local news	176
City Council website	32
Local newspapers	197
Walking past	61
Local radio	23
Word of mouth	78

Table 15 shows that of those who had heard of the excavations, the most common way of hearing about them was from the local newspapers (cited by 197 panellists) closely followed by local news (cited by 176 respondents).

Other ways of hearing about the excavations included:

- Church (3 comments)
- National Trust (3)
- Through work (3)
- School visit (2)
- Probus meeting

- On the project board
- Information in art gallery
- University meeting
- Local councillor
- What's on diary
- Planning case officer
- Lecture
- Local history class
- Friends of the art gallery newsletter
- Saltire society
- Notices in the library
- Free paper
- Meetings
- Maritime museum
- Provost Skene's house
- Television

Figure 16: Have you visited the excavation?

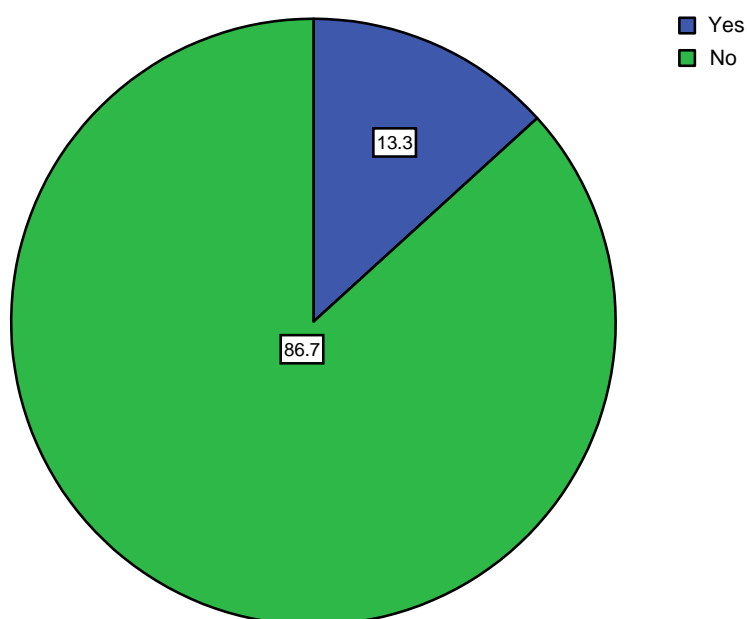


Figure 16 shows that approximately 13% of respondents have visited the excavation

Figure 17: Have you looked at the information about St Nicholas Kirk excavations on the Council website?

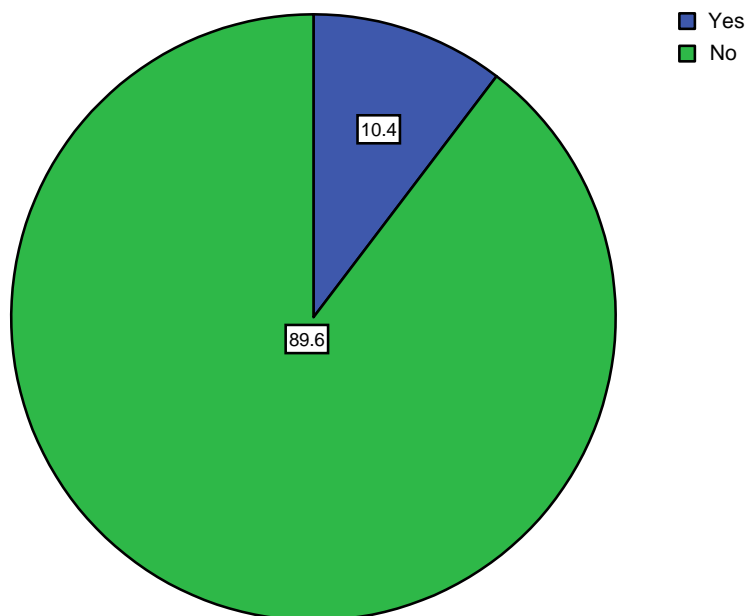


Figure 17 shows that approximately 10% of respondents have looked at the information about St Nicholas Kirk excavations on the Council website.

Service Response

Museums and Galleries are very pleased to see these results. They confirm and strengthen the information that we already have (from previous surveys and evaluations/oversubscription of individual projects) that there is an intense interest in local history and archaeology in Aberdeen - and a desire to see more opportunities to interact with the City's past through exhibitions, publications, walks and re-enactments. We also note, in the Culture Section, the spontaneous mention of the need for a Museum of Aberdeen, as well as several occurrences of interest in historical re-enactments, tours of sites and heritage events – despite the fact that those areas were not being directly researched by that part of the questionnaire.

We shall take the results of the survey into account when planning future events and hope to make use of the information in support of funding applications.

Aberdeen's Museums

Aberdeen has a number of museums operated by the Council. These are Aberdeen Art Gallery, Aberdeen Maritime Museum, Provost Skene's House, and the Tolbooth.

Figure 18: Have you visited any of these museums in the last six months?

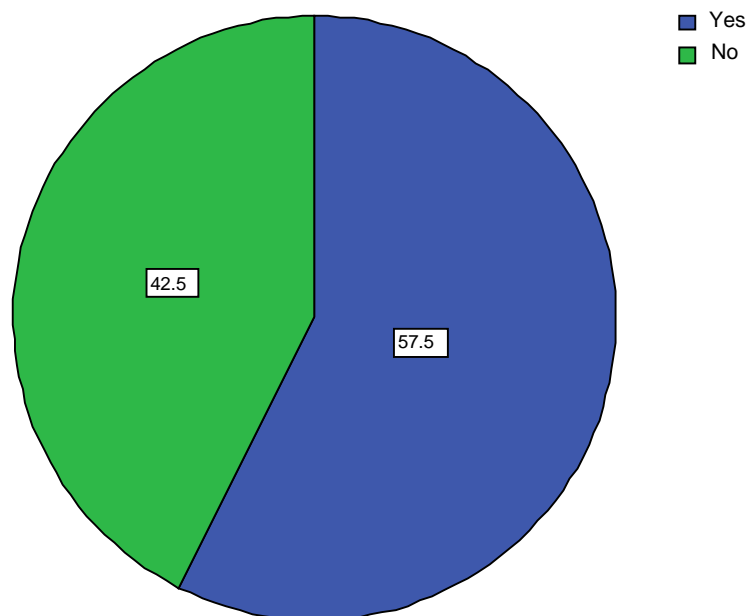


Figure 18 shows that approximately 57% of respondents have visited one of the museums in the last six months. Panellists in the age 65+ age group were most likely to have visited a museum while only 41% of panellists in the 24-35 age group had visited a museum.

The breakdown of which museums is listed below:

- Art Gallery (225)
- Maritime museum (151)
- Provost Skene's House (87)
- Tolbooth (20)
- Marischal College (1)

Respondents were asked what they particularly like or disliked about the museums. The results are summarised below. Please note that it was not always possible to tell which museum a panellist was describing in their answer:

- Maritime Museum's exhibits are good (17 comments)
- Quality/variety of regular displays and of exhibitions at the Art Gallery (48)
- Modern art in Art Gallery is bad

- Regular visitors
- Well set out/presented/maintained (Art Gallery and Maritime Museum, Provost Skene's House) (15)
- Special exhibitions at Art Gallery/Provost Skene's House (19)
- Some are not accessible for disabled people
- Atmosphere of museums are just right (2)
- They are free (2)
- Quality shop (Art Gallery) (8)
- Art Gallery is peaceful and relaxing (28)
- History
- Exhibitions of work by local artists (Art Gallery and Provost Skene's House) (2)
- They are not interesting
- Lack of parking (2)
- Enjoy ships that A. Hall built
- Provost Skene's House has good exhibitions (3)
- Enjoy browsing through the buildings
- Cafe in the Art Gallery is poor (6)
- Art Gallery should have more activities for children
- Easy access to Maritime Museum
- Oil/shipping displays in Maritime Museum (2)
- Tends to be the same exhibits on show (Art Gallery and Provost Skene's House)
- Enjoyed all museums especially the atmosphere in The Tolbooth and the spaciousness of the interesting exhibits in the Maritime Museum
- Dislike the old fashioned restrictions that are in force (Provost Skene's House, Maritime Museum)
- Very informative (Maritime Museum and Tolbooth)
- Staff are helpful and pleasant (8)
- Bring back old members (Maritime Museum)
- Not enough interactive exhibits for children (2)
- In the Art Gallery you get a feeling of being observed all the time
- Maritime Museum has a good feel and a lovely design (2)
- Art Gallery is well set out (2)
- Provost Skene's House is well kept and has pleasant staff
- As a pensioner I find the stairs difficult to climb in The Tolbooth and Provost Skene's House
- All are interesting (2)
- Enjoy local history connections in Maritime Museum/Art Gallery (7)
- Maritime Museum is popular with overseas visitors (2)
- Children enjoy Maritime Museum (3)
- Location of Art Gallery is convenient (3)
- Willingness to host travelling exhibitions (Art Gallery and Maritime Museum)
- The Tolbooth is authentic
- Provost Skene's House is a good family museum
- Enjoy the atmosphere of The Tolbooth

- Enjoy the coffee shops
- Like the model oil platform in the Maritime Museum
- Children enjoy the museums (3)
- Too few permanent pieces are not on show, especially the Hyslip collection (Art Gallery)
- Costume collections in Provost Skene's House
- Maritime Museum is a good link to our history
- Enjoy Art Gallery's new exhibitions especially Philip of Spain and Jane
- Do not like the shop in the Maritime Museum (2)
- More public events should be held in Art Gallery
- Like that the Art Gallery has long standing fixed displays and a few changing exhibits
- Like the war time exhibition in the Art Gallery
- Art Gallery and Maritime Museum are good places to take visitors
- Should turn tea room in Provost Skene's House into an exhibition area
- Like special presenters at exhibitions
- Like to show children offshore life
- Like the Aberdeen Artists exhibition in the Art Gallery
- Not suitable for small children (Maritime Museum and Art Gallery)
- Like the outlook of the Maritime Museum
- Like the life sized models in Art Gallery and Maritime Museum
- Layout of Art Gallery is not clear
- Provost Skene's House is relaxed and informative
- Enjoyed historical re-enactment at The Tolbooth
- Maritime Museum is outdated and many interactive displays are broken (2)
- Air conditioning in Maritime Museum is noisy
- Art Gallery needs more toilets
- Da Vinci exhibition is good (3)
- Exhibitions should be changed more regularly (2)
- Steps in The Tolbooth are dangerous and there are no handrails
- Find stairs in Art Gallery difficult
- Watercolour room in the Art Gallery
- Bad that Maritime Museum closes early on Sundays out of season
- Should be more coastal issues in the Maritime Museum

Figure 19: what is your main reason for visiting a museum?

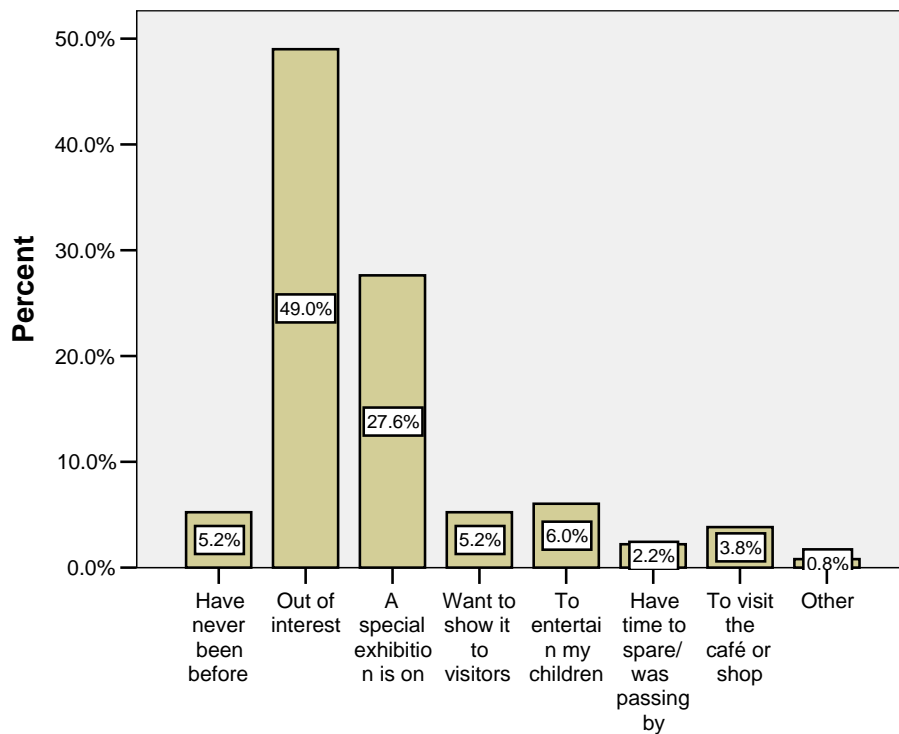


Figure 19 shows that the main reason given for visiting a museum is 'out of interest' followed by 'a special exhibition'.

- When there is nothing better to do
- For work (2 comments)
- Entertaining family
- Relaxing (3)
- The love of art (2)
- Art calms the spirit
- Visiting with the school (3)
- Rain
- To go to the toilet
- Educational purposes

Figure 20: The Council's museums are open 10:00–17:00 Monday to Saturday and for 3 hours on a Sunday. What are your views on the opening hours of museums?

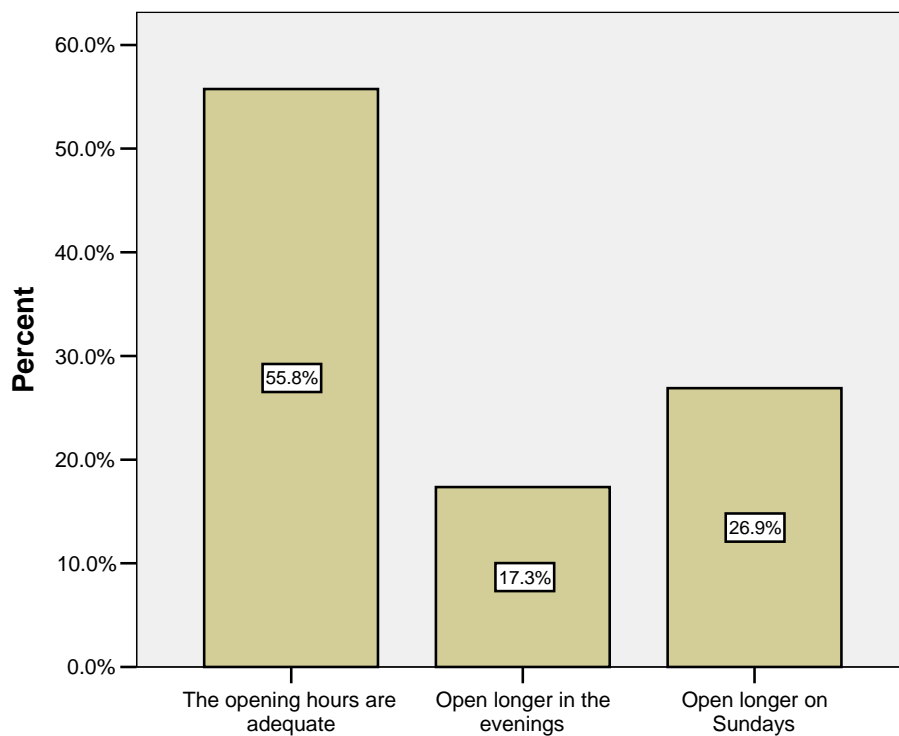


Figure 20 shows that the majority of respondents (approximately 56%) believe that museum opening hours are adequate.

Figure 21: What would you think of a proposal to close museums on Mondays but open them all day on a Sunday instead?

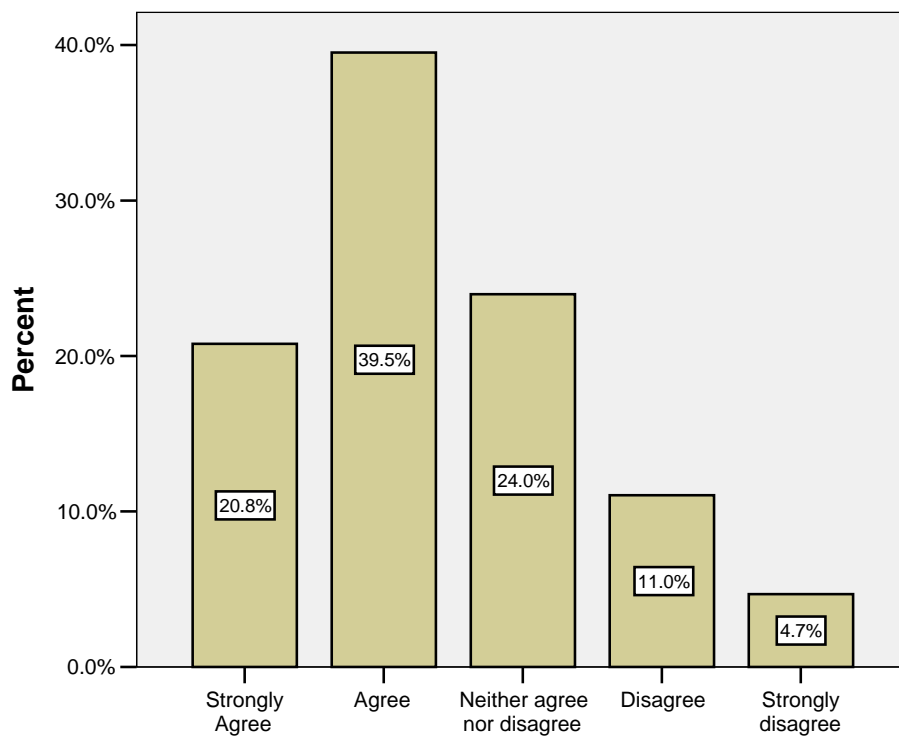


Figure 21 shows that approximately 60% of respondents either agree or strongly agree that museums should close on Mondays but open on Sundays. Approximately 16% of respondents disagreed or strongly disagreed.

Figure 22: If the museums were open late one evening per week, which ONE day of the week would be best for you?

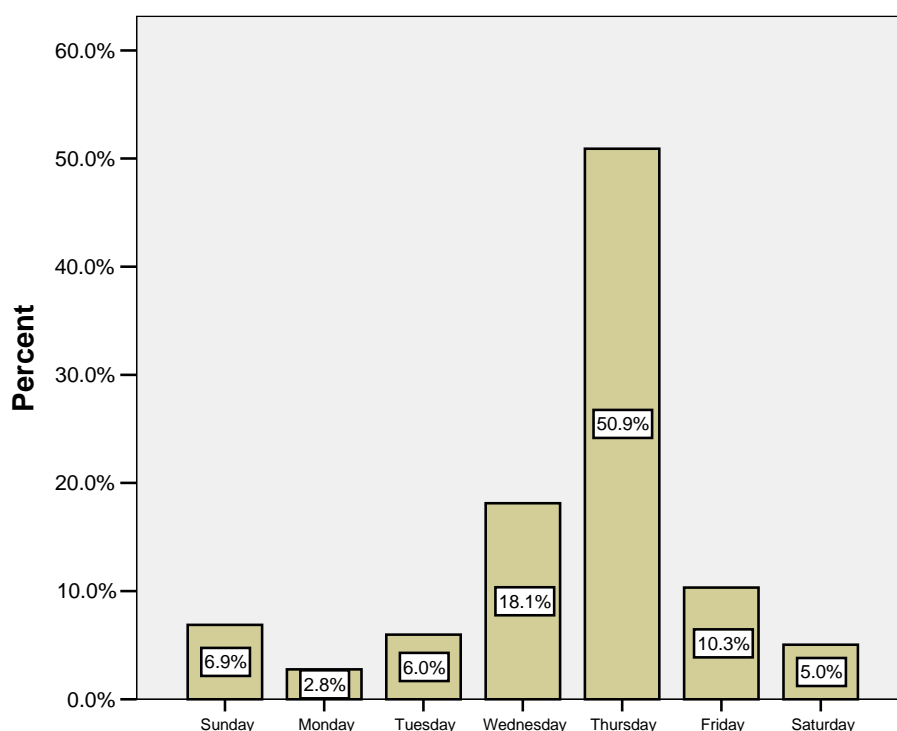


Figure 22 shows that over 50% of respondents believe that Thursday would be the best day for museums to open late.

Service Response

Figures 18 and 19 confirm what we know about our visitors and their pattern of visiting. It is very positive to see 49% visited “out of interest” – and that 27.6% were attracted by special exhibitions. Exhibitions form an important part of the work we do in presenting our collection to the public and also in getting them to visit and repeat those visits. We have a growing programme of organised visits for schools and groups and we are surprised that these are not better reflected in the statistics.

Likes and dislikes do reflect the very positive feedback we receive about the work that we do within Museums and Galleries. The negative areas such as physical access, toilets, opening hours and activities for children are all areas that we are aware of and are being addressed. The development of these forms part of our Service Review and future plans.

The information shown in Figures 20, 21 and 22 about the opening hours within Museums and Galleries is extremely useful in planning future visitor access to the service. It is interesting that in extending the hours more people prefer a Sunday rather than evenings. This is reflected in the response to longer Sundays in Figure 21. The positive response to closing on Mondays and staying open longer on Sundays is a little unexpected but it is good to know that this model – adopted by Museums across the country – has had

positive feedback. More surprising is the response to Figure 22 – the most popular evening of the week being a Thursday. People may think this is the best night for them as the shops are also open but this was not borne out by late night Thursday opening which ran for many years and ceased due to poor attendances.

Overall the questionnaire confirms the very positive response to the work we do and highlight areas that we and the public are less happy with. The improvement and development of these areas are within our Service Review and future plans and work is on going.

The Tolbooth Museum

The Tolbooth Museum is housed within Aberdeen's historic and atmospheric 17th century prison. The unique museum explores themes such as the history of crime and punishment, Aberdeen and civic history. Currently the Tolbooth Museum opens for a ten-week period over the summer months, with openings for other special events and re-enactments at other times of the year.

Figure 23: Have you visited the Tolbooth Museum?

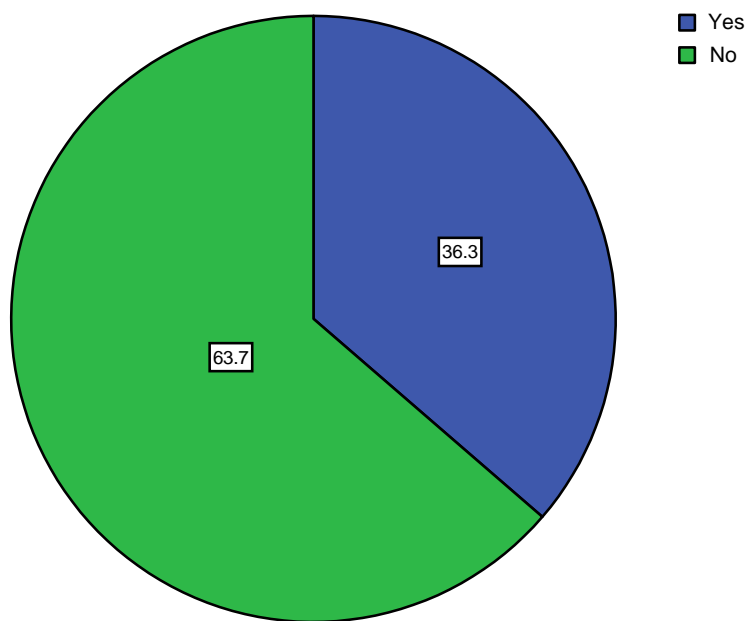


Figure 23 shows that approximately 36% of respondents have visited the Tolbooth museum.

Figure 24: Would you like to see the Tolbooth Museum stay open throughout the year or open only during the summer months?

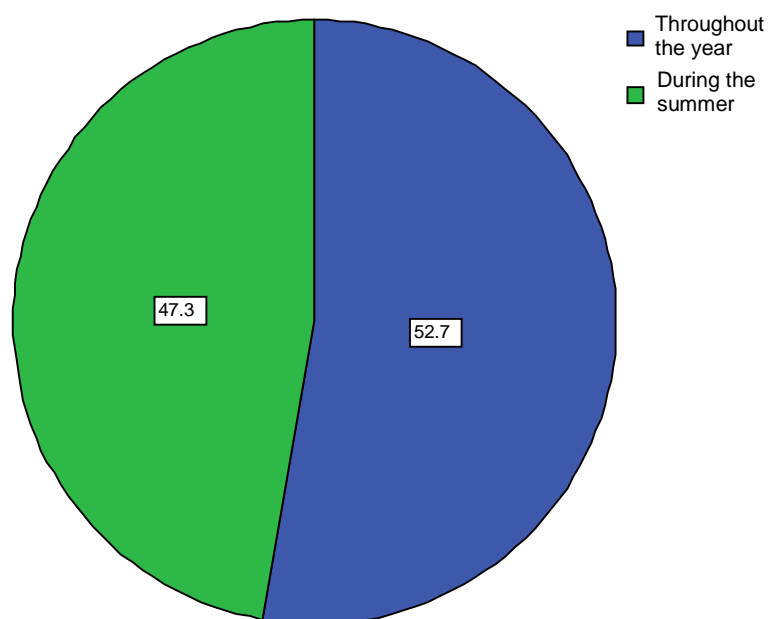


Figure 24 shows that the majority of panellists (approximately 53%) would like the museum to stay open through the year.

Figure 25: Would you like the Tolbooth Museum to be staffed by uniformed attendants or dressed in costume as jailers?

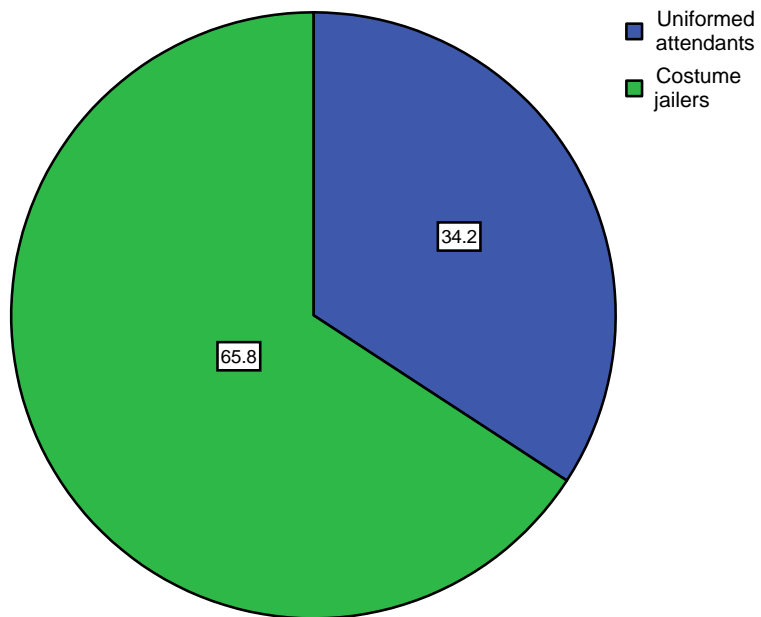


Figure 25 shows that approximately two thirds of panellists would like the Tolbooth Museum to be staffed by Costume Jailers.

Figure 26: Would you have concerns about the Tolbooth being financially supported by private, public or charitable donations?

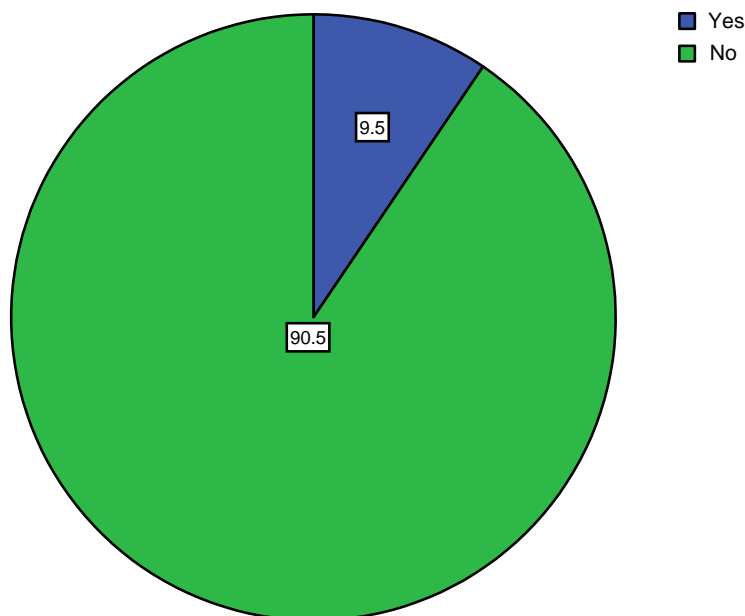


Figure 26 shows that over 90% of panellists would have no issue with The Tolbooth being financially supported by private, public or charitable donations.

Panellists were asked to articulate concerns that they may have, the results are summarised below:

- Prices may go up (6 comments)
- Should be the Council's responsibility (3)
- Private organisations would interfere (2)
- Should have to survive purely on charitable money
- Private funding is always a threat to losing a valuable local place of interest
- Should remain as it is
- Any source of funding is fine as long as the management is not influenced
- A certain amount of support should come from ACC
- Concerned about a lack of financial support
- May cause a lack of information due to a shortfall in running costs
- Don't know how it is funded now
- It is always expensive if run by other people
- Funding may not be guaranteed
- Private companies could withdraw funding
- Private or charitable support would be welcome
- If privately funded the council would lose control
- May be political interference
- Depends on the conditions of the agreement

- Profit should not be made from public/local heritage
- Public or charitable donations are ok but not from private companies
- Corporate sponsorship would be inappropriate for the exhibitions
- Would this be as well as or instead of local government money?
- Use the common good fund instead
- Set up 'Friends of The Tolbooth' organisation to raise money

Service Response

It is extremely encouraging to read that the majority of respondents would like to see costumed jailers in the Tolbooth rather than traditional Museum Assistants. This will be taken on board and we will endeavour to meet this desire. The response on opening policy, although marginally in favour of the Tolbooth being open all year still reflects the fact that almost 50% of respondents were satisfied with the current summer opening hours. This is a situation which we will monitor and ensure that we respond to any change in public demand for opening. The substantial majority do not seem to have concerns about funding coming from public, private or charitable donations, although a number of very reasonable concerns were articulated by the respondents which will all be analysed carefully.

Activities at Aberdeen Art Gallery

Aberdeen Art Gallery currently hosts a variety of activities for children, families and adults. These include musical recitals, talks and art activities. We would like to extend the range and frequency of activities, allowing more people to access the artworks held at the Art Gallery.

Figure 27: Do you know that you can attend workshops/seminars on a variety of different themes and subject areas at Aberdeen Art Gallery?

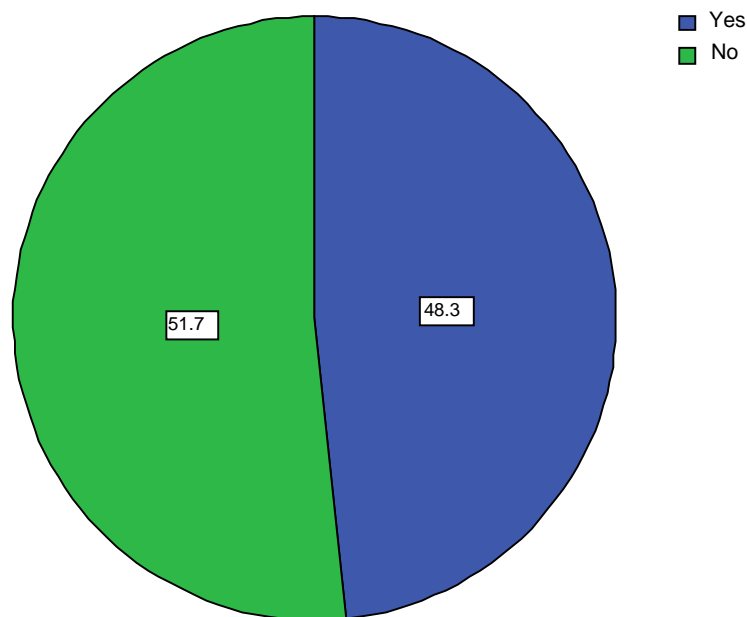


Figure 27 shows that just over half of the panellists were not aware that they could attend workshops/seminars on a variety of themes and subject areas at Aberdeen Art Gallery

Table 16: What kind of activities would you be interested in attending at the Art Gallery?

	Count
Talks/lectures	284
Art activities for children	123
Art activities for adults	141
Drama performances	140
Demonstrations by artists	233
Art activities for families	84
Musical performances	273
Dance performances	134

Table 16 shows that the activities that panellists would most like to attend are talks/lectures (284 responses) followed by musical performances (273 responses) and demonstrations by artists (233 responses).

Other activities mentioned were:

- Historical events
- Photography exhibitions
- Small conferences

Table 17: Where would you like us to advertise activities that are taking place at the Art Gallery?

	Count
Local newspapers	450
Radio	198
Aberdeen City Council website	196
Posters/flyers	260
National newspapers	67
Television	157
Aberdeen Art Gallery and Museum website	162

Table 17 shows that the most popular place that panellists would like to see Art Gallery advertisements are in the local newspapers (450 responses) followed by Posters/Flyers (260 responses).

Other advertising methods proposed were:

- Email (11)
- Leaflets in libraries (3)
- Mailshots (3)
- iKiosks (2)
- Current advertising is good (2)
- Local community newsletter (2)
- Street advertising
- Mailing to clubs and societies
- Free newspapers
- Via school newsletters
- Notify large local companies who can pass info on to staff
- Art gallery and museum diary
- Through schools
- Back of buses
- Teletext
- As widely as possible
- Via schools
- Tourist offices

- Big issue magazine
- Websites

Figure 28: Depending on the activity, would you be prepared to pay to attend activities/courses at the Art Gallery?

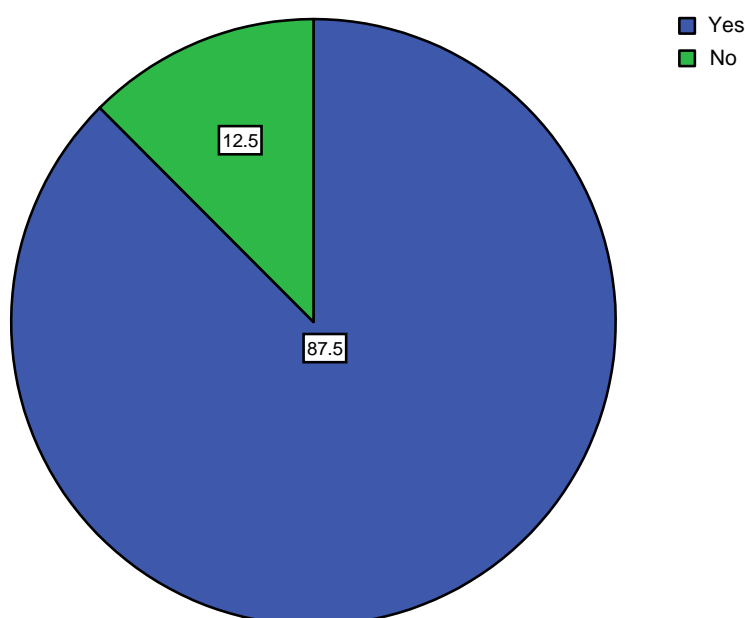


Figure 28 shows that approximately 88% of panellists would be prepared to pay to attend activities/courses at the Art Gallery.

Service Response

These results will be extremely useful in helping us to plan future activities at the Art Gallery. Although it was disappointing that less than half of the people questioned knew about events at the Art Gallery, this result was not altogether surprising. The range of suggestions about where to advertise our events implies a desire on the part of respondents to know about and participate in future activities. This information will allow us to focus our advertising in the areas where it will be most effective and widely received. We already offer a very popular series of talks, lectures and musical performances, and it is encouraging to see that this popularity is reflected in the survey results. We will use the other responses to help programme future activities, and also to support the funding applications necessary to continue our work. While we remain committed to providing events and activities free of charge, it is extremely encouraging to see that nearly 90% of respondents would be prepared to pay to attend certain events.

ADDITIONAL QUESTIONS

The Council Budget

The level of council tax we pay directly affects the level of services that the Council can provide. Council tax needs to increase at the same time as spending on most services is being cut because of:

- Inflation (pay and price increases)
- Increasing number of people needing services

The level of services that the council can afford to provide depends, in part, on the level of council tax we pay. Some local residents have said they would be willing to pay more council tax for specific improvements in services.

Table 18: Which services do you think should be the highest priority for the Council?

	Priority 1	Priority 2	Priority 3
	Count	Count	Count
Care services for elderly and adults	201	98	57
Refuse collection and waste disposal, including recycling	76	139	100
Community safety, including Neighbourhood wardens	51	84	53
Libraries and cultural activities	5	11	32
Customer Service	1	8	17
Street cleaning, grass cutting	7	42	77
Highways, transport and planning	46	61	94
Sports and Leisure	5	16	33
Education and Children's services	138	66	60

Table 18 shows the selections made by panellists regarding the highest priority for Council funding. Overall, the top 3 were:

- Care Services for elderly and adults
- Refuse Collection and waste disposal
- Education and Children's Services

Panellists were asked if there are any more specific services that they feel additional funding should be provided for. The results are summarised below:

- Youth clubs/holiday activities (5 comments)
- Sport and leisure (4)

- Police (4)
- Rubbish collection (4)
- Recycling/environmental issues (4)
- Rehab for drug users (3)
- Footpath repairs (3)
- Street cleansing (3)
- Regeneration and repairs (3)
- Child protections/social services (2)
- Public transport (2)
- Community care (2)
- Dog wardens
- Wardens
- Funding for adults with special educational needs
- Services for elderly people
- Cigarette bins
- Better facilities for the disabled
- Seagull culling
- Health awareness
- Schools
- Services for disabled people
- Community TV programme
- Green transport solutions
- Affordable housing
- Tree trimming
- Large scale seasonal celebrations
- More public toilets
- More flowers
- An orchestra
- Social contact for OAPs
- Help for travel costs for people with long term illness
- Reduction of car parking charges
- Park keepers
- Sort out congested roundabouts
- Safe cycle paths
- More theatres and concerts

Figure 29: Generally, do you think the services that Aberdeen City Council provides represents good value for money?

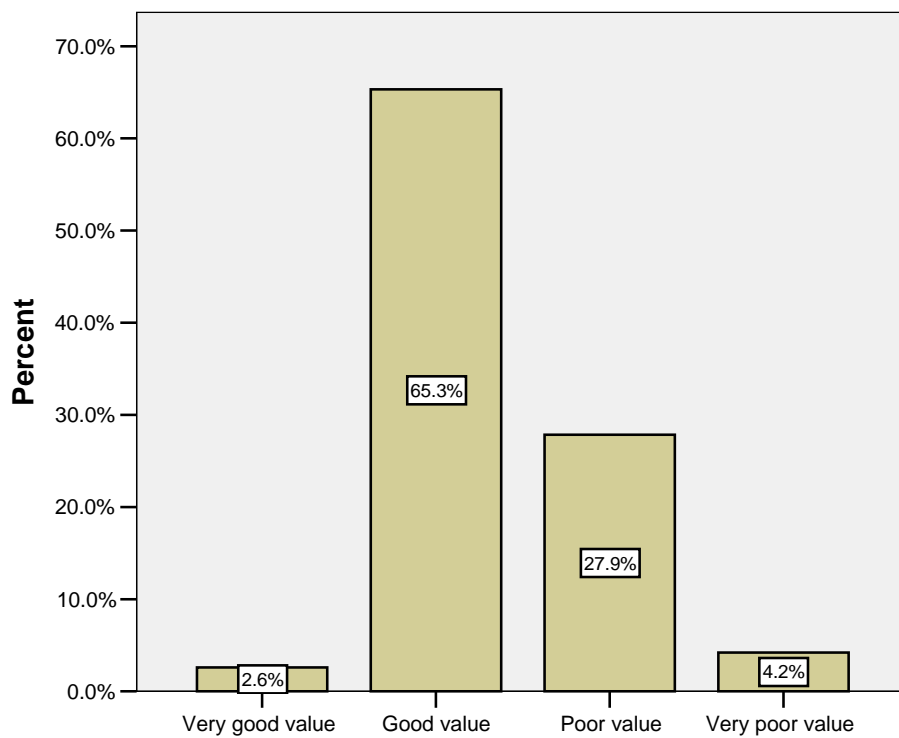


Figure 29 shows that the majority of panellists (approximately 65%) believe that the Council represents good value for money. Approximately 28% of panellists believe that the council represents poor value.

Table 19: In which two services would you make savings?

	Count
Care services for elderly and adults	20
Refuse collection and waste disposal, including recycling	37
Community safety, including Neighbourhood wardens	121
Libraries and cultural activities	135
Customer Service	232
Street cleaning, grass cutting	61
Highways, transport and planning	105
Sports and Leisure	160
Education and Children's services	44

Table 19 shows that areas that panellists believe that the council could make savings on are Customer Service (232 responses) and Sport and Leisure (160 responses).

Panellists were asked if there were any other services that the Council could save money on. The results are summarised below:

- Payments to Councillors (17 comments)
- Too many Council employees/too high wages (16)
- Increase efficiency and reduce waste (11)
- Social work (10)
- Cannot cut services (7)
- Cultural activities (5)
- Too many overseas trips (5)
- Too many roads painted/road signs (4)
- Unnecessary floodlighting outside buildings/street lighting (3)
- Care services and education should not come from council tax (3)
- Council (3)
- The Lemon Tree (3)
- Sports and leisure (3)
- Workmen should get more done (3)
- Grass cutting (3)
- Too much money spent on consultants/private companies (3)
- Too much money spent on Travellers (3)
- Traffic calming bumps (2)
- Useless road works (2)
- Cost of administration (2)

- Lord Provost's car (2)
- Constant reorganisation (2)
- Council tenants should maintain their own gardens etc. (2)
- Cut back on fancy printing (2)
- Concentrate on providing services for people who cannot do things for themselves and encourage others to help themselves
- Planning department
- Too many expensive arts venues
- A shelter for homeless people instead of B&Bs
- Better resource planning
- Bypass
- Bus lanes
- Housing and money given to people who won't work
- Exhibition centre
- Cut community wardens
- Donations to minority groups
- Customer services
- Care services for the elderly- more council carers and less agency workers
- Aberdeen futures
- Creation of neighbourhoods has led to inefficient service provision
- Money spent on drug users
- No need to collect rubbish weekly
- Chase up council tax non-payment
- Stop pavement extension schemes
- Cut unemployment benefit
- Recycling being sent to Wales
- Accord Card
- Cleaning up chewing gum
- Too much money spent on projects that only affect a small number of people
- Length of time on planning consultations
- iKiosks
- Less traffic wardens
- Community centres
- Citizens panel newsletter should not be printed on glossy paper and should be emailed whenever possible
- Properly managing the dry ski slope

Figure 30: Council tax charges:

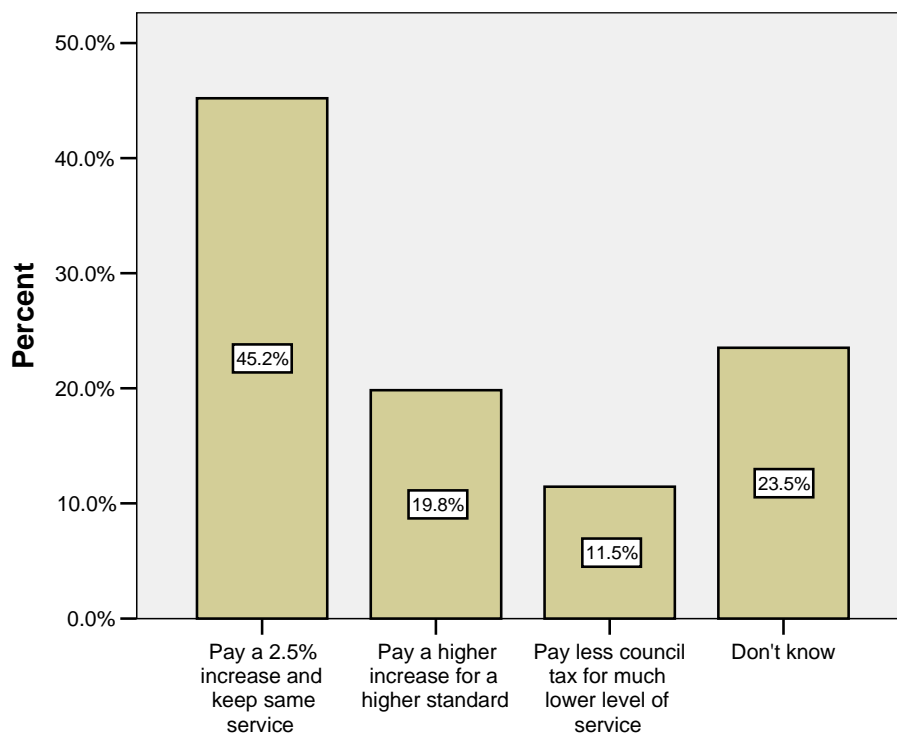


Figure 30 shows that approximately 45% of respondents would be willing to pay a 2.5% increase in council tax and keep the same service. About 23.5% indicated that they do not know, approximately 20% wish to pay a higher increase for a higher standard and 11.5% wish to pay less council tax for a much lower level of service.

Service Response

The feedback provided will be used as part of the budget process for 2007/08 which will advise Elected Members and Council officers of the outcomes and feedback. This will be done through reporting to the Council's Corporate Management Team and at Budget Briefing Forums.

Graffiti

In 2005 Aberdeen City Council established the first full time squad in Scotland to deal with incidents of graffiti.

Twelve months on, the Council would like to take stock of how panellists perceive the success of the team and how quickly graffiti incidents are being dealt with. Panellists feedback will allow the Council to plan this service for the future.

Figure 31: How would you assess the problem of graffiti in Aberdeen?

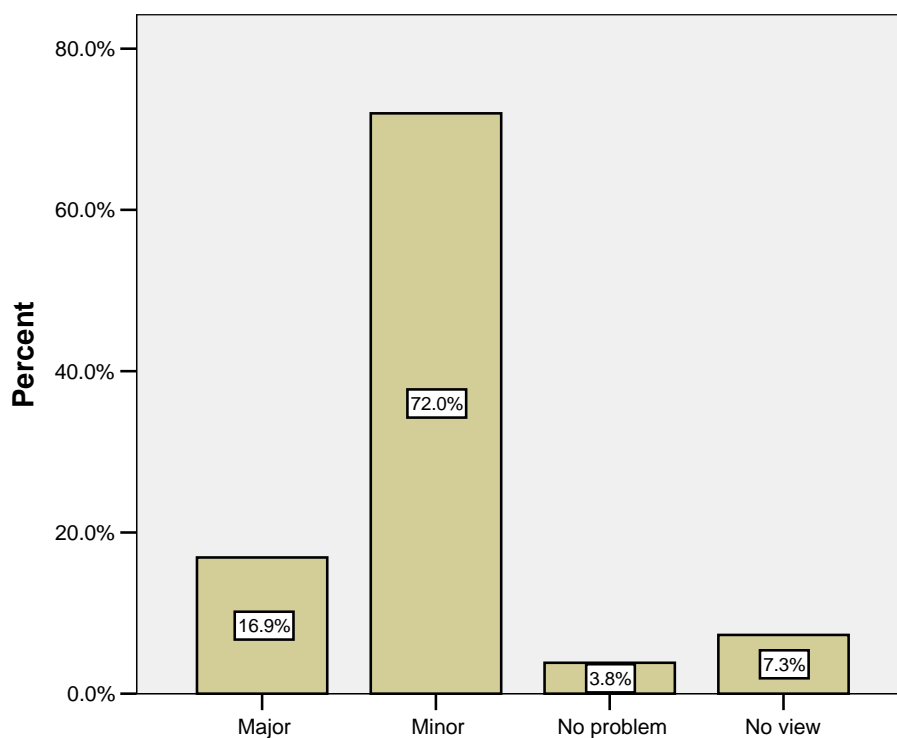


Figure 31 shows that 72% of respondents believe that graffiti is a minor problem in Aberdeen while approximately 17% believe that it is a major problem.

Figure 32: How would you assess the problem of graffiti in your local community?

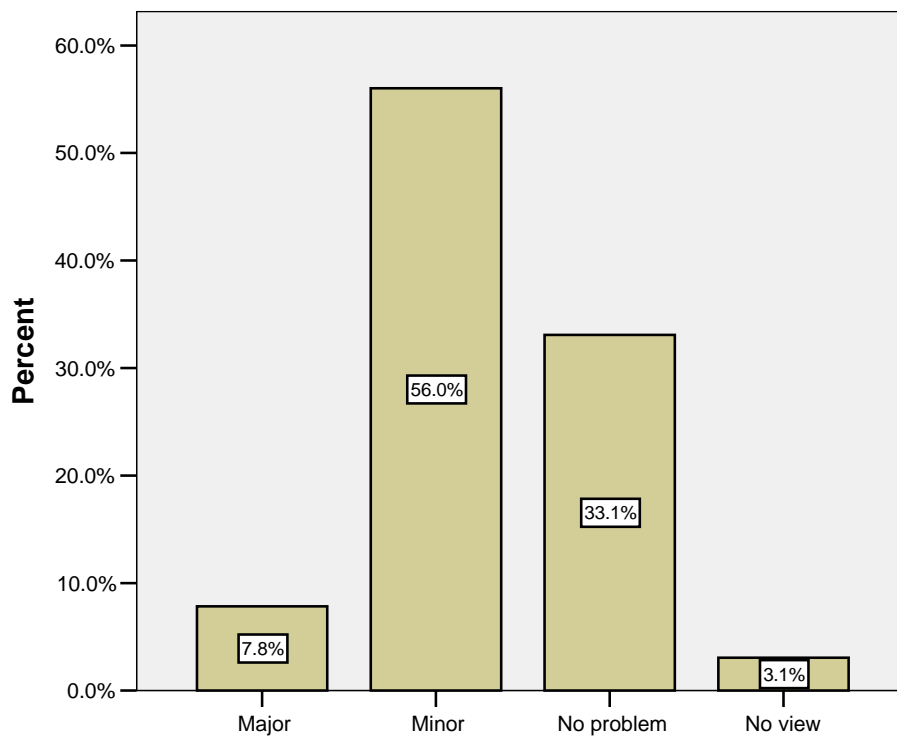


Figure 32 shows that 33% of panellists indicated that there is no problem with graffiti in their area and 56% indicated that it is a minor problem. Only 8% of respondents believe that graffiti is a major problem in their area. The results were broken down by Neighbourhood and the areas where panellists live who reported graffiti being a major problem in the most were: Tillydrone, Stockethill, Kincorth, Mastrick and Garthdee.

Figure 33: Has there been any graffiti in your neighbourhood in the last 3 months?

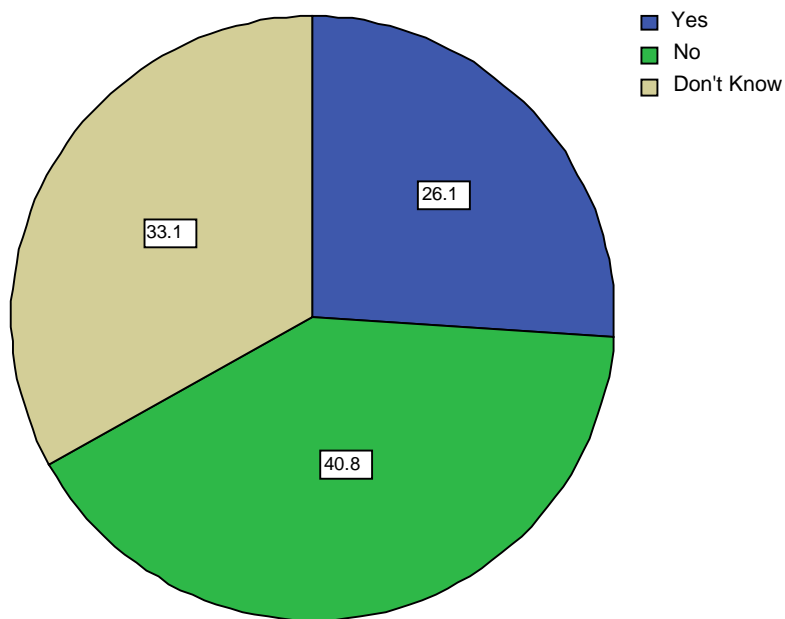


Figure 33 shows that approximately 26% of panellists had had graffiti in their Neighbourhood in the last 3 months.

The results were broken down by Neighbourhood and the areas where panellists live who reported that there has been graffiti in the last 3 months are: Tillydrone, Northfield, Mastrick, Garthdee and Kincorth.

Figure 34: If Yes, how satisfied were you at the response?

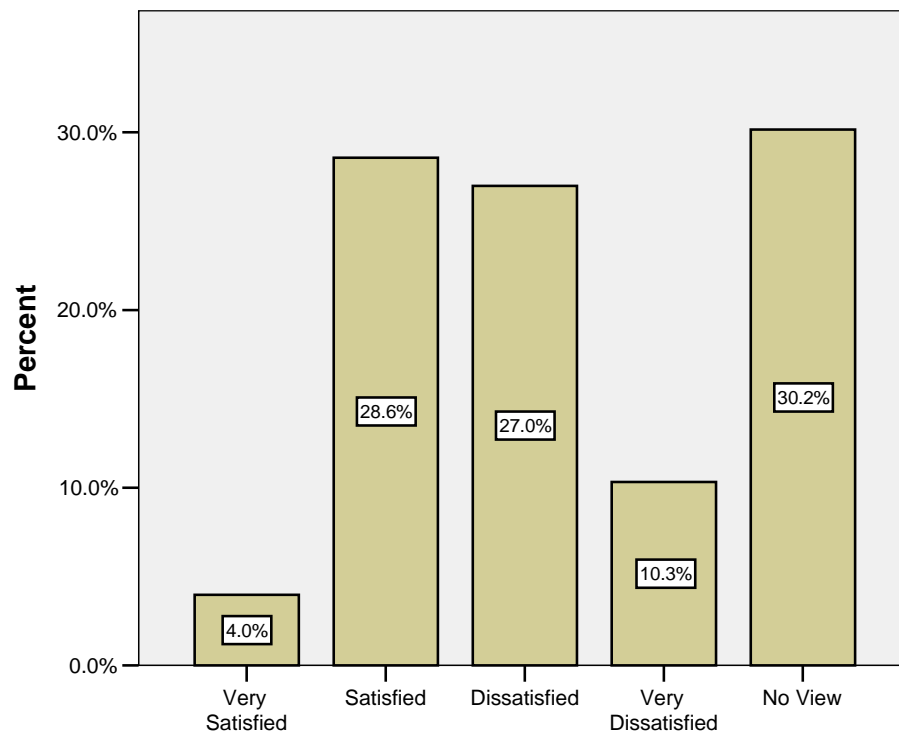


Figure 34 shows that approximately 33% of panellists who had experienced graffiti in their area were satisfied or very satisfied with the response. 27% were dissatisfied and a further 10% were very dissatisfied while approximately 30% had no view on the matter.

Figure 35: From the time of reporting a graffiti incident, how quickly should it be removed if offensive?

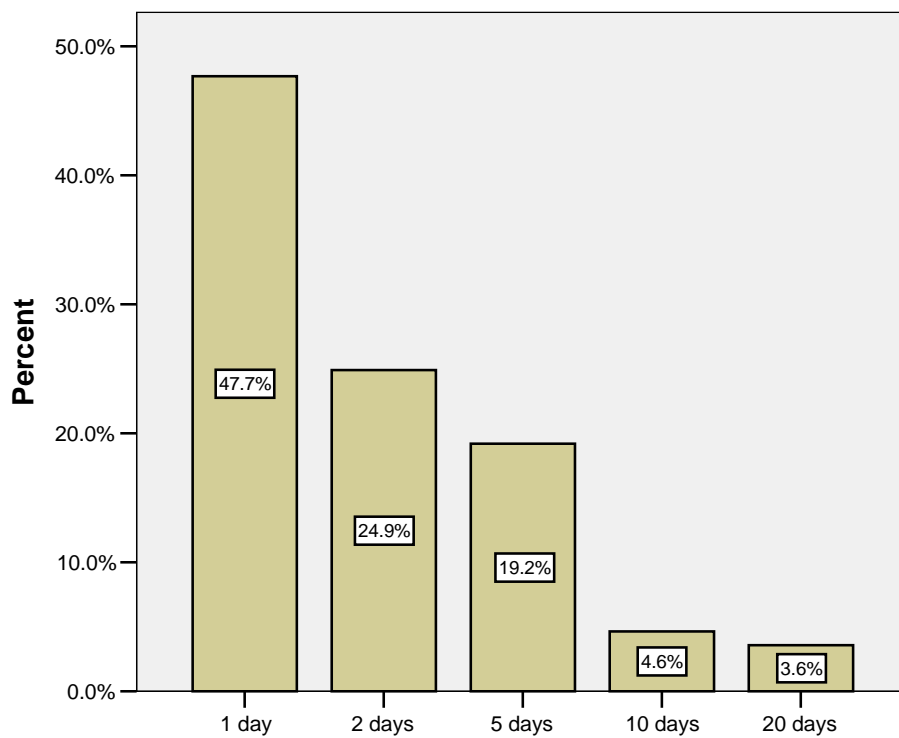


Figure 35 shows that approximately 48% of panellists believe that offensive graffiti should be removed in one day.

Figure 36: How quickly should other graffiti be removed?

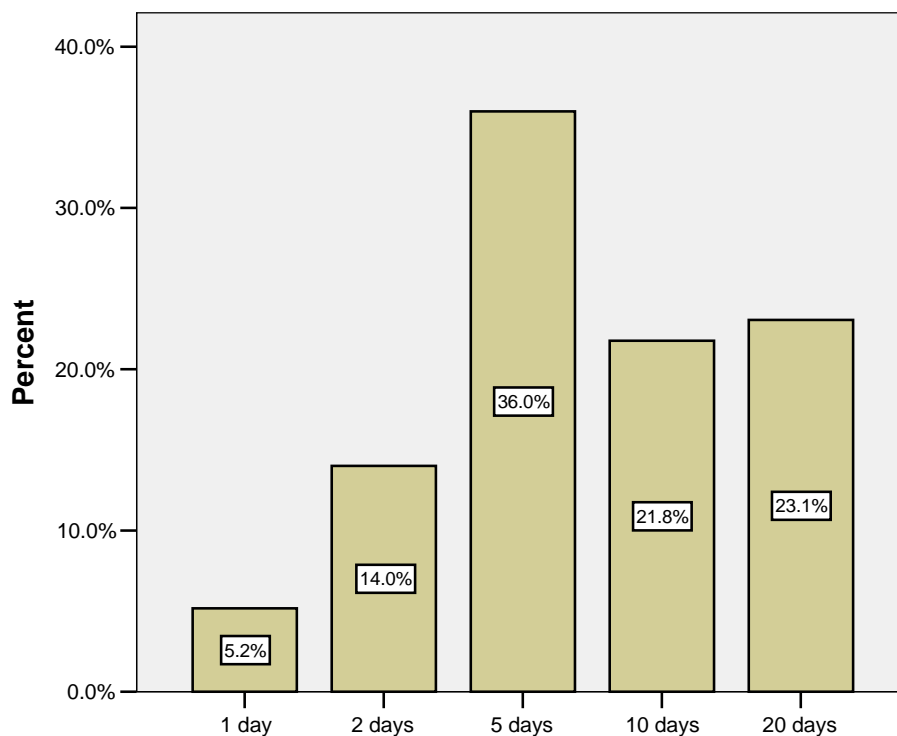


Figure 36 shows that 36% of respondents believe that other forms of graffiti should be removed in 5 days although 23% believed that it could be left for up to 20 days.

Service Response

Twelve months on from the establishment of the first full time graffiti squad in Scotland, Aberdeen City Council are pleased to see how respondents perceive the success of the team and how quickly graffiti incidents are being dealt with. The results and feedback make sense and will allow the Council to plan this service for the future.

