

# Voice!

A green statue of a person, possibly a woman, holding a large pink flower. The statue is positioned in the center of the image, with its arm raised. The background is a checkered floor with alternating light and dark squares. The text "Homes Health & Social Care Safety" is overlaid on the image, with "Homes" and "Safety" in white and "Health & Social Care" in white outline.

**Homes**  
Health & Social Care  
**Safety**



# Welcome

Welcome to the 19th citizens' panel newsletter! This newsletter gives feedback to you, a member of Aberdeen citizens' panel, on the results of the 19th questionnaire. Topics in this questionnaire covered the Community Planning themes of Homes, Health & Social Care and Safety

This newsletter provides a summary of the results of the questionnaire you completed in February 2010, and how we plan to use this information. Your responses are important in informing and contributing to future plans by all partners of the City Voice.

Questionnaire data is analysed by our research consultants at The Robert Gordon University. As always, all information provided is kept strictly confidential.

The 20th survey, focusing mainly on the Community Planning themes of Locality Planning, Lifelong Learning and Children & Young People is included with this newsletter. Many thanks to all of you who have continued to complete the questionnaires and have returned them promptly over the last couple of years.

Please continue to get in touch if you wish to make any comments on the citizens' panel. You will find my contact details at the end of the newsletter.

**Philippa Mason**

City Voice Co-ordinator

## Future Questionnaires

This newsletter, and the full results of the 19th questionnaire, are available to view on the Community Planning website [www.aberdeencityvoice.org.uk](http://www.aberdeencityvoice.org.uk)

Internet access is provided at libraries throughout Aberdeen City and hard copies are available at The Point (Broad Street), and all city libraries.

Alternatively, hard copies can be posted out by contacting me on the details below.

I plan to issue Newsletter No.20, a summary of the results of the enclosed questionnaire in September 2010, along with the 21st Questionnaire.

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

**Philippa Mason**

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

Please recycle this newsletter when you have finished with it 

## Update – Recruit a friend 2010

First of all, I would like to thank all the panellists who passed a City Voice recruitment form to a friend, family member or colleague. We had a terrific response and this has boosted our panel membership to 930! The City Voice has not seen a panel of this size since June 2006 and I hope that the postal recruitment campaign scheduled for this summer will push our numbers to well over 1000. Thanks again for your continued support.



### New Chair

I'm very pleased to announce that the City Voice Editorial Board now has a new Chair. The Editorial Board is made up of representatives from across the community planning partnership and is headed by the Chair.

To date, the Editorial Board has been chaired by a Council representative, but the Editorial Board decided that in the spirit of true partnership, we should rotate the Chair responsibilities to all the organisations involved. I am pleased to announce that the Chair for the next 3 editions of the City Voice is Ian Paterson, Chief Executive of Aberdeen Council of Voluntary Organisations (ACVO). Ian has been at ACVO since July 2009 and previously worked for Grampian Police. Ian is looking forward to taking up the challenges of this post, and hopes to raise the Panel's profile in the community and across the Partnership.

## FAQ – Q. How do I know that the personal details I give you are safe?

**A.** The personal details you provide for the City Voice (age, gender, address etc) are held on computer and in hard copy under the terms of the Data Protection Act (1998). This means that we will not pass your name or any of your personal details to any non-partner organisation. We also regulate and protect the use of this personal information within the partner organisations themselves, so if one of the community planning partners wants to consult the panel outside of the normal City Voice timetable, this consultation will always come to you via the City Voice Co-ordinator on our headed paper. If you decide to leave the panel, your details are deleted from the system.

## 19th Questionnaire – Panel Response

Here are the results of the 19th questionnaire you kindly completed in February 2010. The results have now been analysed and a summary is presented in this newsletter. At the time of issuing the questionnaire, there were 891 of you on the panel – we received 708 questionnaires which gives us an overall response rate of 79%. This is slightly lower than the last few questionnaires and it's important to keep the return rates as strong as possible so if there is a reason you are not replying, please let me know. Are the questionnaires too complicated? Too long? Are we asking about the things of little interest to you? Please let me know when you return by letter, email or telephone.

# Community Pharmacy Service



Community pharmacies (or chemists) are a key part of the NHS and are often the first point of contact if residents feel unwell or want a remedy to make them feel better. As well as dispensing prescriptions, pharmacists are qualified to give advice on a variety of health matters. NHS Grampian are reviewing pharmacy services in the City and were keen to ask City Voice panellists about how they access and use community pharmacies.

Your results told us that panellists are most likely to walk (44%) or drive (40%) to their local pharmacy. When broken-down by age, panellists in the 65+ age group are more likely to take the bus. When asked how long it takes to travel to the pharmacy, the majority of panellists (55%) said that it takes between 5-15 minutes. 88% of all panellists thought it was easy or very easy to get to their local pharmacy.

NHS Grampian were interested in finding out what factors the panel thought were important when deciding what pharmacy to use. These results are shown in Figure 1.

**Figure 1: Which 3 factors are most important when deciding which pharmacy to use?**

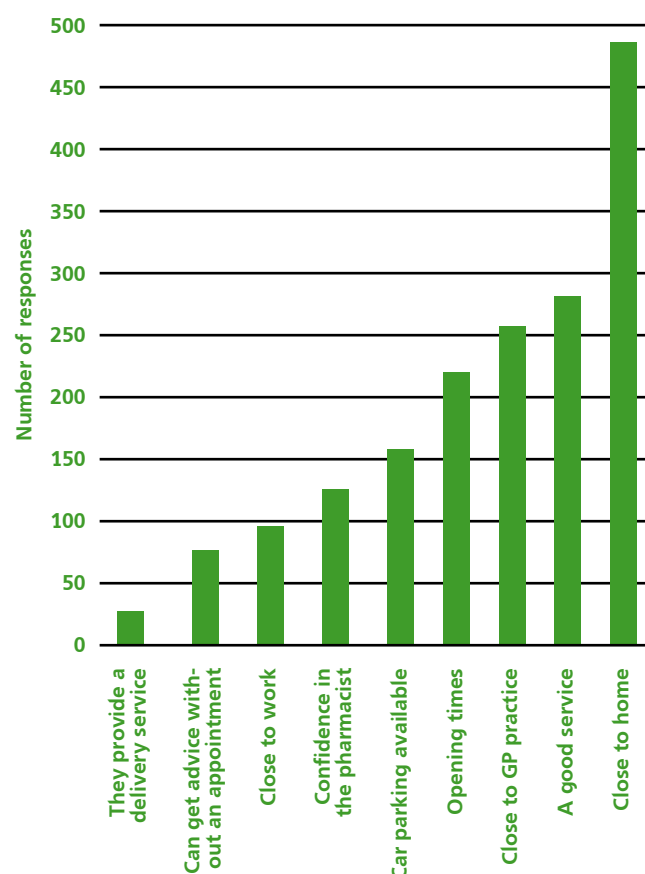




Figure 1 tells us that the most commonly mentioned factor was that the pharmacy was 'close to home'. This was followed by 'that the pharmacy delivers a good service' and that 'it's close to the GP Practice'. City Voice 19 also asked panellists about pharmacy loyalty and wanted to find out if you always used the same pharmacy. Looking at the figures as a whole, it is pretty evenly split with 58% always using the same pharmacy and 42% not, but when we break these figures down they tell us a slightly different story. Older panellists are more likely to always use the same pharmacy and it also appears to vary according to where you live. Panellists living in areas further away from the city centre tend to stick to the same one while those closer to the centre are less likely to be loyal to one particular pharmacy.

Over the last year, panellists have used a wide variety of pharmacy services, the most common being getting prescriptions dispensed and buying over the counter medicines. Younger panellists were less likely to visit the pharmacy for health advice. Awareness of traditional pharmacy services was relatively strong but there was much less awareness of some of the newer services offered for example, asthma review.

NHS Grampian wanted to know how you felt about some activities previously done by your GP or practice nurse now carried out by pharmacists. Your results are shown in Figure 2.

**Figure 2: More activities which used to only be done by your GP or practice nurse are now being carried out by pharmacists. How do you feel about this?**

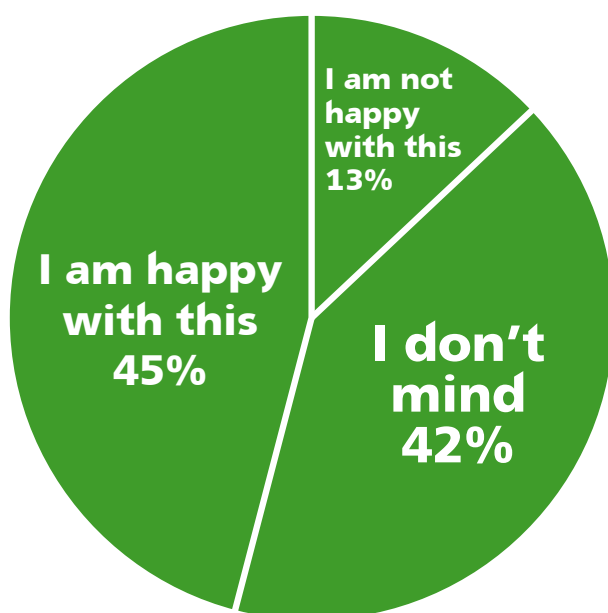


Figure 2 tells us that 87% of panellists are either happy, or don't mind that this work is now carried out in community pharmacies.

Panellists were also asked to give us any other comments or thoughts they had on community pharmacies in Aberdeen City. 32% of the comments given here were general approval or appreciation of the services provided and 15% were related to concerns over the level of qualifications of pharmacy staff or the lack of a familiar relationship (compared to the relationship with a GP). 13% were concerned about the presence of illegal drug users in the pharmacies.

### This is what we are doing

It is encouraging to note that community pharmacy services are well used and recognised within the City. Almost 90% of panellists said it was easy or very easy to access pharmacy services and the majority could access the service within 15 minutes. This tells us that pharmacy services are readily accessible to most of the City population.

As expected, older panellists, who are more likely to be taking regular medication, tend to use the same pharmacy regularly. This is important because pharmacies keep records and are therefore able to offer advice and support on ongoing treatments. Over 80% of panellists have had an NHS prescription dispensed in the past 12 months. This figure reflects information collected nationally. Over 70% of panellists indicated that they had bought over-the-counter medicines, with younger panellists more likely to use this service.



Some pharmacies offer prescription collection services from GP Practices. This is a service they are not paid to do but the results of the City Voice tell us that it is popular with the public. It is really encouraging to see that panellists are aware of some of the newer services now routinely offered via community pharmacies including treatment for minor ailments and support with stopping smoking. Emergency contraception has only been available at pharmacies since November 2008 but over a third of respondents were aware of this, with panellists in the younger age groups far more likely to be aware (59% of 16-34 year olds compared to 29% of 55-64 year olds). We will continue to publicise these services to raise awareness in the future.

There was general approval of community pharmacies but some concerns were raised regarding qualifications and competency. In the future, the pharmacy profession will be regulated in a different way and work is currently being done at a national level to improve this. Examples of future regulation plans include the requirement to have a named responsible pharmacist on duty and a requirement for continued professional development for all pharmacists and technicians. We hope that these improvements will help reassure the public in these matters.

In summary the information provided by City Voice panellists confirms that pharmacy services should continue to be developed and delivered within local communities. The data tells us that the public have a good knowledge of the services available and are generally happy with the services provided. We will use the information provided in the City Voice to ensure future services are delivered with these needs in mind.

**Linda Juroszek – CHP Pharmacist**  
NHS Grampian



One of the challenges outlined in the Community Plan was to 'eradicate as far as possible, fuel poverty in Aberdeen'. Fuel poverty is defined as 'having to pay more than 10% of your disposable income on heating your home to a comfortable standard'. The Council's Energy Management Unit are already working to reduce fuel poverty but wanted to hear from the City Voice panel to get local, up-to-date information that will enable them to understand the extent of fuel poverty in the City and target their resources more effectively.

The City Voice results told us that the vast majority of panellists (85%) heat their homes using mains gas and a further 15% indicated that they use electricity. Respondents were also asked if they heated their whole house or only certain rooms during the winter months. 62% heated their whole house but of the 38% who didn't, the rooms they are most likely to heat were the living room, the bathroom, the hall and first bedroom.

Respondents were asked to tell us how much of their disposable income was spent on heating their home. The results are shown in figure 3 below.

Figure 3 tells us that 28% of panellists spend over 10% of their disposable income on heating their home. 61% spend less than 10% and 11% didn't know. Older panellists appear to spend more of their disposable income on heating their homes with 17% of respondents in the 65+ age group spending more than 15%.

### This is what we are doing

The information provided by City Voice panellists has given us a live snapshot of the numbers of people currently living in fuel poverty. In the past, we have relied on a yearly update from the Scottish Government giving us fuel poverty statistics for our City. This data can be up to a year old so doesn't always account for more recent changes (for example the recession and changing fuel prices). The City Voice information ensures that we have fresh and current data that is a true reflection of the current situation.

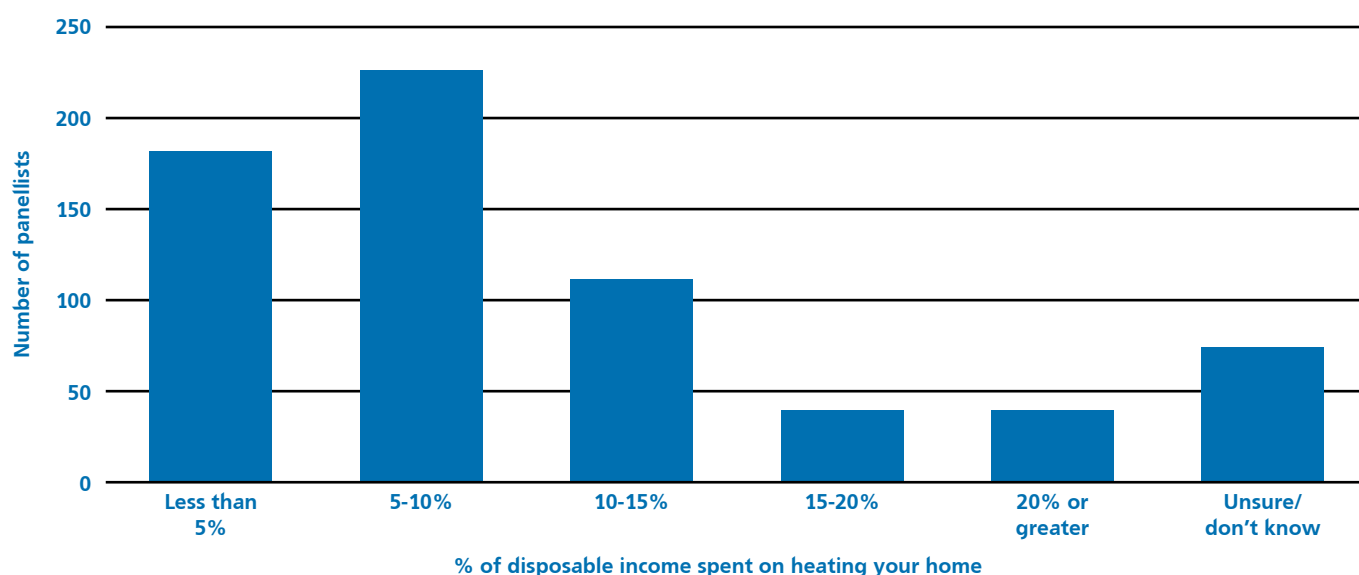
Your results will be used in our response to the government's Fuel Poverty Statement in which we are asked to provide information on fuel poverty in our local areas. We will also use the information you provided in the Council's Local Housing Strategy.

The Council is committed to eradicating fuel poverty in the City and is working on a number of initiatives to drive this forward. We have recently secured external funding to offer free insulation measures to householders, who are either; over 70 or on a low income, and whose dwellings have un-insulated cavity walls and/or lofts with less than 60mm of existing insulation. We hope to extend this scheme later in the year, to all those of pensionable age, and to those who have loft insulation levels greater than 60mm but less than 150mm. Ideally, we would like to repeat the City Voice questions in the future to track fuel poverty across the city and to understand how it affects different groups in our community.

Aberdeen City Council funds an organisation called SCARF (Save Cash and Reduce Fuel) who are responsible for providing free and impartial advice and information on all energy efficiency matters relating to your home. If you would like further information, please contact SCARF on 01224 213005 or visit their website at [www.scarf.org.uk](http://www.scarf.org.uk)

**Kevin Christie – Senior Domestic Energy Officer**  
Aberdeen City Council

**Figure 3: Approximately, how much of your disposable income is spent on heating your home?**



# Wilful Fires and Home Fire Safety

Last year, Grampian Fire and Rescue Service (GFRS) called on City Voice panellists to tell them about their experiences of free home fire safety visits and wilful fire raising. Since this time, the fire service has been working to increase awareness in these areas and now wants to measure the impact of these changes. The information panellists gave to these questions will help the fire service to target its resources and improve future safety campaigns.

Panellists were asked if they thought wilful fires were a problem in their local area. The majority (79%) did not feel this was a problem whilst 9% believed that it was. The 9% were then asked to tell us if they thought the problem had increased, decreased or stayed the same over the last year. 31% thought the problem had increased and 27% thought it had decreased. 25% thought that the number of wilful fires in their area had stayed the same.

Following suggestions made by City Voice panellists last year, Grampian Fire and Rescue Service have widely advertised the dangers associated with wilful fire raising. The Service were keen to find out what proportion of the panel had seen or heard this advertising. 279 panellists (41%) had seen or heard advertising about wilful fires and 408 panellists (59%) had not. Those who had seen advertising were asked to tell us where they had seen it. The majority of respondents replied that they had seen it on billboards and bus adverts (61%). This was followed by newspaper and radio adverts.

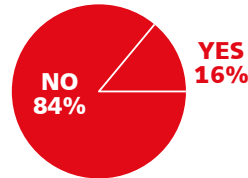
GFRS provides free home fire safety visits and if required, can fit a free smoke alarm, including smoke alarms designed for the deaf or hard of hearing. The safety check takes about 20 minutes and can be carried out at a time convenient to residents. Panellists were asked if they were aware of this service. Your results told us that 74% were aware of this service compared with 60% last year.

In order to promote fire safety tests to the whole community, the fire service wanted to find out why some panellists hadn't taken up the offer of a free test. They were concerned that some residents thought they may have to pay for the safety test or that they could only be done at certain times of the day or week. Your results told us that 73% of panellists knew that the service was free, but just over a quarter did not. Fewer panellists were aware that the safety visit could be carried out on a suitable day or time for them.

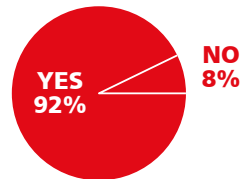
7% of panellists have had a free fire safety test in the last 2 years. This compares with 12% when the City Voice was asked the same question last year. Panellists were asked to tell us if they had seen any advertising promoting home fire safety visits in the last year. 27% said they had seen advertising, the majority of which had seen it in a newspaper advert (44%), followed by billboard and bus adverts (23%).

National statistics tell us that many house fires occur because of smoking materials. GFRS were keen to find out whether smokers (or people living with smokers) had a working smoke alarm in their homes. The results are shown in Figures 4 and 5.

**Figure 4: Do you or the people you live with smoke**



**Figure 5: If you or the people you live with smoke in your home, do you have a working smoke detector?**



Of the 16% of panellists who smoke or live with a smoker, 8% do not have a working smoke detector.

## This is what we are doing

The City Voice continues to provide Grampian Fire and Rescue Service (Aberdeen City Command) with excellent feedback which assists us in the improvement in fire safety and in reducing risk.

As a result of the questionnaire responses, we will continue with work that is progressing well and will look to improve other areas. For example:

- Reaching people who have not yet had a free Home Fire Safety Visit (HFSV) continues to be important to the Service. The Service has developed a Community Risk Reduction Plan which focuses risk reduction activities, including HFSVs, in key areas of the city.
- Having received good suggestions as to our approach to advertising we have continued with the use of adverts in newspapers and on buses. Panellists told us that these adverts were the most noticeable.
- We are extremely pleased to note that the majority of panellists have told us that they do not feel wilful fire raising is a problem in their local area. While this is positive we will continue to work on our approach to wilful fire raising linked to anti-social behaviour and we have revisited how we engage with young people in particular. An example of this is the establishment of a football scheme in Northfield, which offers young people a positive alternative to less desirable activities.

A detailed analysis of the results will be conducted and the outcomes will be shared with the Aberdeen Community Safety Partnership (ACSP). The outcomes relating to wilful fire raising will be shared in detail with the Wilful Fire Raising Task Group, which is a sub-group of the ACSP.

Grampian Fire and Rescue Service would like to take this opportunity to thank all panellists for their contribution to this section of the questionnaire.

**David Rout - Group Manager**

Aberdeen City Command Manager

# Safer Aberdeen

Safer Aberdeen is a council led project that develops and implements crime reduction initiatives. The Council works with Grampian Police, Grampian Fire and Rescue Service, Crimestoppers, Aberdeen City Alcohol and Drugs Partnership and the business community to help make the city a safer place where people can feel secure without the fear of becoming a victim of crime. Safer Aberdeen has several initiatives currently running including city wardens, Best Bar None and night time taxi marshals and wanted to find out panellists experiences and views on them.



Panellists were asked if they had seen either the window vinyl or pavement stencils displaying safety messages around the city centre. 18% of panellists had seen the window vinyl (pictured here) and 29% had seen the stencils.

When asked if they thought this was an effective way to promote safety messages, 63% thought that it was with younger age groups more likely to endorse this type of promotion. The panel were asked to tell us which of the Safer Aberdeen initiatives they were aware of. The results can be seen in figure 6.

**Figure 6: Are you aware of the following safety initiatives currently running under Safer Aberdeen?**

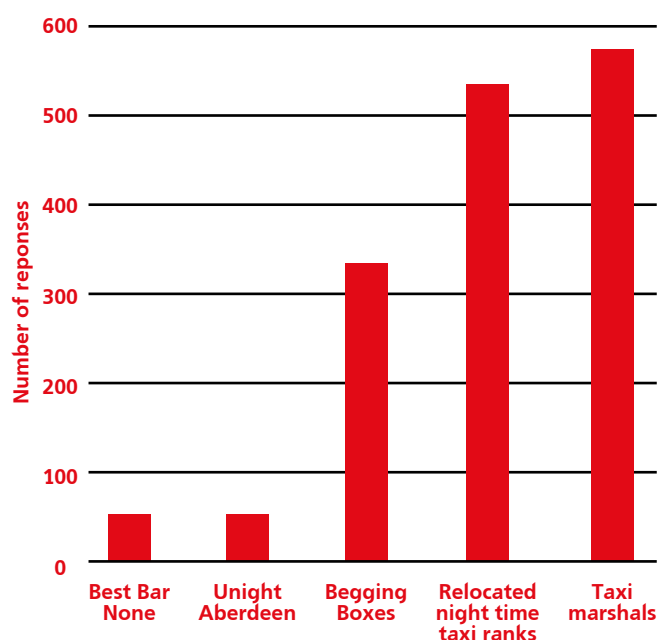


Figure 6 tells us that 80% of respondents were aware of the taxi marshal scheme and 74% were aware of the relocated night time taxi ranks. Awareness of Best Bar None and Unight Aberdeen was much lower but as these schemes are industry based aimed at clubs and bars, this is not surprising.

The next section of questions focused on the night time economy and aimed to gather information on the availability of night time transport and street urinals. Your results told us that in the last year, three quarters of you have come into Aberdeen City Centre for an evening out. Younger panellists are more likely to have visited, as are panellists who live closer to the city centre. Panellists are most likely to travel home after a night out in town by car (as a driver or a passenger), both before and after 10pm although taxi usage does increase later in the evening.

108 panellists indicated that they had used the new night time taxi ranks introduced on Union Street at the weekends. These panellists were then asked to tell us if they agreed or disagreed that these new ranks improved safety. 70% of panellists agreed that it did improve safety and 13% disagreed.

Street urinals were introduced a couple of years ago within the city centre at night time on Friday and Saturday nights. The Safer Aberdeen partnership wanted to find out if you were aware of these and whether you thought they were effective. Awareness of street urinals has risen from 33% two years ago to 57% this year. When asked if panellists agreed or disagreed that mobile street urinals should be used to help reduce urinating in public, 78% agreed and 10% disagreed. There was little variation across the age groups on this subject but perhaps unsurprisingly, men were more likely to agree they were a good idea!

## City Wardens

City Wardens have been operating in Aberdeen City since January 2009. Wardens undertake high viability patrols throughout Aberdeen to ensure safety, cleanliness and a free flow of traffic. Panellists were asked for their opinions and experiences of city wardens and this information will be using to develop the service in the future.

**Figure 7: Over the last 12 months, have you seen the city wardens in the city centre or your local area?**

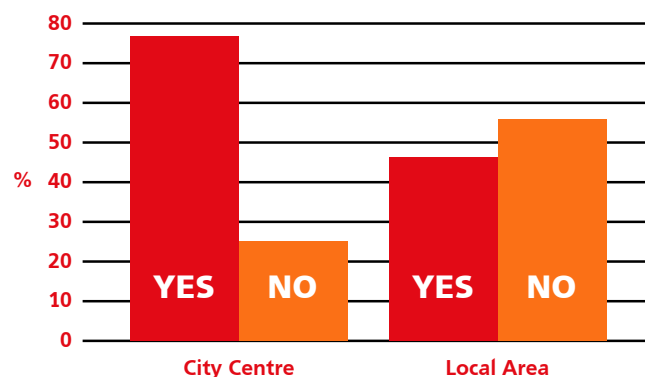


Figure 7 tells us that 76% of panellists have seen the city wardens in the city centre but only 54% have seen them in their local area.



The final section of questions looked at your views on community safety in the city centre and your local area. Panellists were asked if they thought the levels of crime had changed in the city centre over the last two years. 40% of panellists thought it had stayed the same but 45% thought it had slightly or greatly increased. In comparison, only 2 panellists thought that crime had greatly decreased and 13% believe it has decreased slightly.

Panellists were asked to identify their top community safety concerns in their local area and in the city centre. These are listed below.

**Local area**

- 1 Teenagers/children causing a nuisance
- 2 Road safety
- 3 Graffiti/vandalism

**City Centre**

- 1 Alcohol misuse
- 2 Physical assaults/attacks
- 3 Threatening behaviour

Finally, panellists were asked how concerned they were about becoming a victim of crime. The results are shown in Figure 8. In 2008, we asked questions on this subject but cannot provide a direct comparison because previous questions referred to different geographical areas (city wide and local area)

**Figure 8: How concerned are you about becoming a victim of crime in the city centre?**

	2010
Very Concerned	14%
Fairly Concerned	41%
Not really concerned	39%
Not at all concerned	6%

**This is what we are doing**

We are encouraged that many of the panel support our approach to using innovate ways to communicate safety messages. We will take account of the need to develop our communication strategies so to improve awareness in future campaigns. Future campaigns will also need to focus on raising awareness of key initiatives and particularly Unight and Best Bar None.

The Council and its community safety partners work with transport operators to ensure a suitable choice of services at night time. Efficiently dispersing the high numbers of visitors to the city centre is critical to community safety especially at weekends. The information collected through the City Voice will be used in on-going work with bus operators to help improve late night bus services.

The positive response to street urinals is very welcome. Their use has been fairly controversial. We are delighted that the majority of the panel supports their use and we will continue to deploy them and add more should this be required.

We are encouraged by the generally positive responses to the City Warden service and will be using these results to help inform and further develop the new service so that we can improve our responses to community concerns. We will endeavour to increase their visibility in local communities. We will also be working to make it easier to access there services and publicising how wardens can be contacted.

Aberdeen Community Safety Partnership is currently preparing its strategic assessment. This is a planning process which sets the community safety priorities and how we shall address these over the coming three years. The information collected here will be considered in this process. The views expressed also provide important additional evidence of the need to reduce alcohol fuelled disorder in the City Centre and the requirement to prioritise resources in order to achieve this.

**Neil Carnegie – Community Safety Manager**  
Aberdeen City Council