

Voice!

Fire Safety
Alcohol Purchase & Promotion
Planning & Sustainable Development



Welcome

Welcome to the 26th citizens' panel newsletter! This newsletter gives feedback to you, a member of Aberdeen's citizens' panel, on the results of the 26th questionnaire that you completed in June 2012. Topics in that questionnaire included alcohol promotion and purchase, fire safety and planning and sustainable development.

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

The 27th survey, focusing mainly on the Community Planning themes of 'Smarter' and 'Greener' 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 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 26th questionnaire, are available to view on the Community Planning website

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

I plan to issue Newsletter No.27, a summary of the results of the enclosed questionnaire in February 2013, along with the 28th Questionnaire.

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

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

Please recycle this newsletter when you have finished with it



Update Recruitment Drive

In the next couple of months, I will be starting our next recruitment drive. Rather than send out as many invitations this year (especially with the rise in postage costs!), I have decided to do a targeted recruitment aimed at gaining new members from under-represented neighbourhoods. It is hoped that this will result in a more geographically representative panel. I will update you on the progress in the new year.

Cost savings

We are constantly striving to run the City Voice more efficiently, especially as the financial situation for many of our public services is still very tight. I'm very pleased to report that thanks to the online delivery of the City Voice to just under half our panellists, we are predicting an annual postage saving of just under £1000 a year!

Panel breakdown

In 2008, the City Voice had 800 panellists. This has gradually increased over the last 5 years to 963, which equates to a 20% increase. We are still aiming for 1000 panellists which we hope to achieve following the next recruitment drive.

FAQ - Q: How do you choose which questions go into the City Voice?

A: Three times a year, the City Voice Editorial Board is asked to go to their members and request questions. Those who come forward are asked to complete a form telling us what they want to find out, why they want to know and what they plan to do with the results. The City Voice Co-ordinator then works with the submitter to formulate some draft questions to go forward to the City Voice Editorial Board. To be accepted, the questions must fulfil certain criteria. Firstly, they must be broadly relevant to the majority of the panel. This ensures that the majority of people will either have direct or indirect experience of the issue they are being asked about. Secondly, the panel must be the best method for the consultation. The City Voice should be used to explore attitudes and opinions, track progress and gauge awareness. It is not so effective if the questions require very detailed or 'wordy' responses. Questions fitting into the timetabled themes are considered first and then any additional question requests are considered if there is enough space.

26th Questionnaire - Panel Response

Here are the results of the 26th questionnaire you completed in June 2012. The results have now been analysed and a summary is presented in this newsletter. At the time of issuing the questionnaire, there were 963 of you on the panel - we received 681 questionnaires which gives us an overall response rate of 71%. The response rates were very similar for both the online and written returns. Thank you to everyone who responded. The response rate was slightly higher than the last questionnaire but I would like to encourage as many of you as possible to participate so if there is a reason you are not replying, please let me know. Are the questionnaires too complicated? Too long? Are we asking about the things of little interest to you? What would you like us to ask you about? Please let me know by letter, email or telephone.



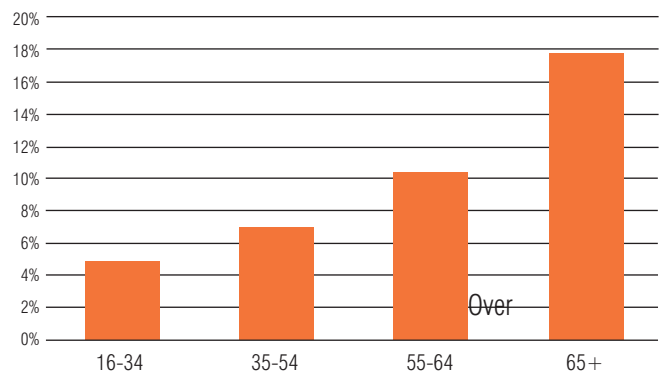


As well as dealing with emergency and non-emergency situations, Grampian Fire and Rescue Service (GFRS) carry out fire prevention and education work. This includes fire safety visits and inspections, and working with schools. In 2010, GFRS asked the City Voice to tell them about their experiences of free home fire safety visits. Since then, the fire service has been working to increase awareness of these visits and wanted to measure the impact of these changes in City Voice 26. They also wanted to ask panellists if they were aware of recent fire safety campaigns and whether they had influenced panellist behaviour.

The results tell us that awareness of GFRS offering home fire safety visits has stayed pretty much the same with 74% of the panel in 2010 and 75% in 2012 stating they were aware of the visits. Those who knew about the visits were asked if they knew the visits were free. The results tell us that awareness of this has increased by over 20 percentage points since 2010. This increase is also seen in the percentage of panellists aware that visits could take place in the evenings and weekends. We could conclude from this that although the percentage of panellists aware of the visits hasn't increased, those who already knew now have more understanding about what is available and when.

There has been an increase of almost 4 percentage points of panellists who have had a fire safety visit in the last 2 years (from 6.5% in 2010 to 10.3% in 2012). If we look at the 2012 result in terms of age, we can see a correlation between the respondent's age group and the likelihood of having had a visit. This can be seen in Figure 1.

Figure 1: Have you had a home fire safety visit in the last two years? (by age group)



the last year, there have been several local and national fire safety campaigns. These campaigns aim to raise awareness of fire risks and influence public behaviour. City Voice 26 specifically asked about the regional 'Don't Fry and Die' and 'Remember December' campaigns and the national 'Back to the Start' campaign. Panellists were asked if they were aware of these campaigns before reading about them in the City Voice. The results can be seen in Figure 2.

Figure 2: Before reading about them in the City Voice, were you aware these campaigns?

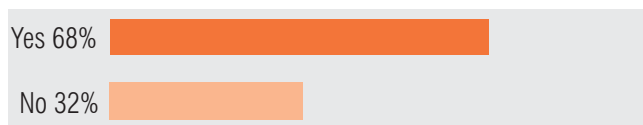
	Yes
Don't Fry and Die	34%
Remember December	28%
Back to the Start	42%

When we delve deeper into the data, we can find some interesting results. Firstly, the 'Don't Fry and Die' campaign was more likely to have been seen by panellists living in the north of the City than in the south. There was little variation in terms of gender but in terms of age, panellists aged 65+ were much more likely to have awareness of this campaign.

The 'Remember December' campaign focused on increasing awareness that the fire service deal with more house fires in December than in any other month and offered ways to prevent them. There was no significant variation geographically but awareness was higher among female respondents (31%) than male respondents (24%). Once again, the age of panellists seems to be relevant with only 15% of 16-34 year olds aware of the campaign, compared with 38% of panellists aged 65+.

The Scottish Government ran the television campaign 'Back to the Start' showing a house fire caused by a washing machine being left on at night. Awareness of this campaign was noticeably higher among female respondents and was once again higher with respondents living in the north neighbourhoods of the City. Panellists who had seen this campaign were asked if it had influenced their behaviour. Just over two-thirds of respondents stated that it had. This can be seen in Figure 3.

Figure 3: If you were aware of the 'Back to the Start' campaign, has it influenced your behaviour?



The final section of GFRS questions focused on fire safety and vulnerable people. National statistics tell us that some people are significantly more at risk of serious injury or death in house fires. These include people with disabilities, dementia, drug or alcohol dependency and depression. The aim of these questions was to gauge current awareness of this issue and find out how we could raise awareness in the future.

The results tell us that a large majority of panellists (88%) were already aware of this, whilst only a small minority were not (12%). Panellists were asked what they would do if they suspected someone they knew was more at risk. The most popular responses were 'contact a family member / friend' and 'suggest the person arranges a home fire safety visit'. The final question asked panellists which methods they thought would be most effective for raising awareness of this issue. Four options were chosen by over 40% of the panel and included the television, local press coverage, posters displayed in public areas and posters on buses. Panellists also suggested door-to-door leafleting, a combination of methods and involving the third sector.

This is what we are doing

Firstly we'd like to thank everyone that took the time to complete the sections referring to fire safety.

Each year, we put a lot of time, money and effort into prevention campaigns aimed at all sections of the community. Through the honest feedback received, we will be able to judge the effectiveness of previous initiatives, and identify better ways of engaging with the people of Aberdeen.

One of our main objectives is to continue to reduce fire deaths and injuries through community engagement and education. It is always pleasing when we see successful outcomes and we are continually looking at ways to improve on the service we provide.

Throughout Aberdeen our firefighters are regularly involved in fire reduction initiatives and using the valuable feedback we have received from this survey, their efforts can be even more effectively channelled in the right direction.

Mike Cordiner - Station Manager (Risk Reduction)
Grampian Fire and Rescue Service

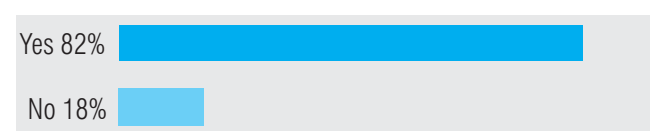
Alcohol Purchase & Promotion

The Aberdeen City Alcohol and Drugs Partnership (ADP) is a multi-agency partnership including Aberdeen City Council, NHS Grampian, Grampian Police, Grampian Fire and Rescue Service and the Third sector. The partnership aims to deliver improvements in the quality of life for the people of Aberdeen, particularly their health and well-being in relation to alcohol and drugs.

The partnership recently updated their Alcohol Strategy in light of recent national developments including minimum pricing, but was keen to find out about alcohol availability, purchasing and attitudes in Aberdeen City. Alcohol 'off sales' (alcohol purchased to consume outwith pubs, bars, restaurants and clubs) accounts for two-thirds of all alcohol sales across Scotland but the ADP wanted to get more information at a local level.

The first set of questions focused on alcohol sales. Question 1 asked panellists if they had purchased off sales alcohol in the last 12 months. The results tell us that the vast majority of respondents had (see Figure 4).

Figure 4: Have you purchased alcohol off sales...in the last 12 months?



Male respondents were more likely to have purchased alcohol than female respondents (86% compared with 78%) and if we look at alcohol sales and age, the results tell us that those in the 35-54 year old age group were more likely to have bought alcohol, followed by the 16-34 year olds. When panellists were asked where they most frequently buy alcohol, 85% of panellists stated 'supermarket' and this was the most popular answer regardless of gender, geography or age. Panellists were then asked why they were more likely to buy alcohol from there. Panellists could pick up to three answers and the top three answers can be seen in Figure 5.

Figure 5: Why are you more likely to buy alcohol from there?

I buy it whilst shopping for other things	69%
Price	58%
Convenience (of location)	45%

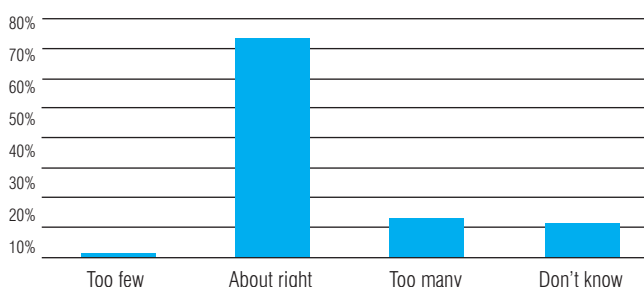
Panellists who had bought alcohol in the last 12 months were then asked how often they tend to buy off sales from their preferred point of sale. The most frequent response was '1-3 times a month' chosen by just under a third of panellists, followed by 1-5 times per year at 28%.

91% of panellists stated that they may purchase alcohol as part of their grocery shopping and when asked which statement best described their usual buying habits, one-third stated that they usually purchased the same items on a regular basis whilst two-thirds usually decided what to buy when they saw the selection on the day.

The ADP were keen to find out if panellists were influenced by alcohol promotions and offers. The results tell us that two-thirds of respondents are influenced by promotions and offers on the type/brand of alcohol and one third report that promotions and offers influence the amount of alcohol they purchase.

The next question asked panellists to think of how many places they could purchase alcohol from within a 5 minute walk of their home. The most popular response (32%) was that there were 2-3 outlets within a 5 minute walk. This was closely followed by 'none' (28%) and 'one' (27%). The results tell us that those living in the central neighbourhoods can count the greatest number of places to buy off sales alcohol with the proportion of respondents stating 'none' much greater in the south and north of the City. Panellists were then asked if they thought the number of places to buy alcohol in their local area was too few, about right or too many. The results can be seen in Figure 6.

Figure 6: Do you feel the number of places to buy alcohol in your local area is...



The next question asked panellists if they thought the range of premises selling alcohol should be restricted. 54% agreed that it should, whilst 46% believed that it should not. The proportion of respondents supporting restriction was slightly higher among female panellists and was greatest in central neighbourhoods of the city. Older panellists were also more likely to support restricting the range of premises selling alcohol.

The next section of questions focused on drinking at home. The panel were asked why they thought people chose to drink at home rather than in licensed premises. 62% of panellists thought price was one of the most important factors with 'the convenience of staying at home' coming a very close second (61%). Panellists were then asked if over the last 12 months, they had had a few drinks at home or a friend's house before going to a pub, bar, restaurant or club. Just under a quarter of the panel said that they had. There was a very clear correlation between age group and responses received to this question with younger panellists much more likely than older panellists to have done this in the last 12 months.

The final questions in this section were about alcohol promotion and children. In Scotland, there are licensing restrictions on children (under 16 years of age) entering some premises. Panellists were asked if they thought similar restrictions should apply within off-sales establishments. The results were very close with almost a 50/50 split. There was little difference in the responses from men and women but a noticeably higher proportion of panellists in the south neighbourhoods thought restrictions should apply. There was also a correlation between support for restrictions and age with a low of 22% of those aged 16-34 rising to 54% of those aged 65+.

This is what we are doing

The Aberdeen City Alcohol & Drugs Partnership are delighted with the number of responses to the City Voice questionnaire on alcohol purchase and promotion with 81% of the survey respondents reporting they had purchased alcohol within the last 12 months. It is clear that we have engaged with what can be considered to be a representative sample of the population.

The survey results throws up a number of interesting things which will need further consideration. Initial points worthy of note however, include the following:

- It confirms evidence, already known across Scotland that the majority of alcohol off-sales purchases are made from supermarkets.
- It also shows that 91.3% of the survey population regularly purchase alcohol alongside their normal regular 'family grocery shopping'.

The survey helps corroborate that 'price', along with 'convenience' and 'selection' are the key drivers to supermarket alcohol purchases. It was however interesting to note that slightly more females report alcohol purchases from

supermarkets, with males taking a higher share of the purchases from other off-sales outlets.

The survey responses demonstrated that nearly 80% of respondents report less than 15 minutes travel time in terms of accessing supermarkets to purchase alcohol and that two-thirds of respondents report having up to 5 off-sales outlets within a 5 minute walk of their home. It also showed that some 87% of respondents feel that there is currently sufficient numbers of off-sales outlets within their local area.

An important point to note is that two-thirds of respondents are influenced by promotions and offers on type/brand of alcohol and one third report that promotions and offers also influence the amount of alcohol they purchase with the latter statistic notably higher within the younger age groups.

Respondents also reported that in their view, the overwhelming influence on why people drink alcohol at home rather than going out to drink alcohol in on-sales establishments is 'price' and 'convenience'.

A third of all respondents who reported that they did drink in the home prior to going out to a licensed premise (i.e. 'pre-loading'), noted both 'price' and 'sociability' as the key influences on this behaviour.

Of those who drink at home it is also notable that 50% of the 16-34 age group report this as a regular behaviour, with the majority of these respondents being female.

A majority favoured restrictions on the range of premises that are allowed to sell alcohol with 91% identifying garage / petrol station in particular.

Suggestions given by respondents for limiting exposure to alcohol for under-16s are clearly rooted in encouraging responsible attitudes and positive choices and highlight that a range of legislative and educational interventions may be required to achieve this end.

The survey results will be used by the ADP in taking forward work in its alcohol strategy, including planned work with the Aberdeen City Licensing Board to help it develop its Licensing policy for November 2013. The survey results will also be shared with other key organisations, such as Alcohol Focus Scotland so that it helps inform national policy in this area.

Sandy Kelman - ADP Support Team Leader

The Aberdeen City Alcohol and Drugs Partnership (ADP)

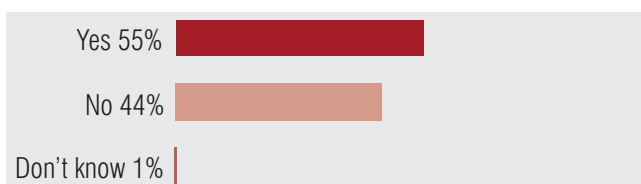
Planning & Sustainable Development

The planning system is used to make decisions about future development and the use of land in our city. It considers where development should happen, where it should not, and how development affects its environment and the surrounding population. The system balances competing demands to make sure that land is used and developed in the long term interests of the public. The Planning team were keen to understand how aware panellists were of the planning system in Aberdeen City so they could work on improving how this important information is communicated.

The first question asked panellists how familiar they felt with the process of how Aberdeen City Council deals with planning applications, building warrants and masterplans. The results tell us that 57% of the panel feel they have some understanding of the processes with only 13% stating they have a good understanding. Just under a third of panellist's state they have no understanding of the processes.

Panellists were then asked if they had ever submitted a planning or building warrant, or been involved in some way in such an application. The results can be seen in Figure 7 and tell us that 55% have been involved, whilst 44% have not.

Figure 7: Have you ever submitted a planning or building warrant application or been involved in some way in such an application?



The panel were also asked how important they thought it was to have a planning process in the city that decides on how land and buildings are developed. The vast majority (85%) agreed that it was 'very important' and this view was shared regardless of gender, geographical location or age group. Finally panellists were asked if they would be willing to take part in focus groups to identify improvements the council could make to the customers service it offers in relation to its planning function. Your results told us that 257 panellists would be willing to take part so these panellist details have been passed to the service for further action.

This is what we are doing

We intend using these results to inform the work that we are doing in pursuit of the nationally recognised Customer Service Excellence award. We are very pleased with the level of response to the questionnaire which has flagged up the need to reach out to younger and older age groups in particular who have less contact with, and knowledge of, the planning process. We are encouraged by the number of people who are willing to take part in a focus group to explore how we can improve the service that we offer, and this should enable us to get a representative cross section from different parts of the community.

Daniel Lewis - Development Management Manager
Aberdeen City Council