

Nelcome

Welcome to the 36th citizens' panel newsletter! This newsletter gives feedback to you, a member of Aberdeen's citizens' panel, on the results of the 36th questionnaire that you completed in October 2015. Topics in that questionnaire included Performance Information on Council Services, Council Telephone Service Opening Times, Accessing Council Publications, Health and Social Care Partnership Priorities, Problems with Seagulls, Registrars' Services in Aberdeen, and the Council's Winter Maintenance Service Plan.

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 from Craigforth. As always, all information provided is kept strictly confidential.

The 37th questionnaire will be shorter than usual. However, we hope that you find it as interesting as usual. The questionnaire will be focusing on Aberdeen City and Aberdeenshire Archives, Road Maintenance and City Voice evaluation. I would like to thank all of you for your continued support in completing our questionnaires.

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

Annina Cavelti Kee

City Voice Co-ordinator

Future Questionnaires

This newsletter, and the full results of the 35th questionnaire, is available to view on the Community Planning website

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

We plan to issue Newsletter No. 37, a summary of the results of the enclosed questionnaire in June 2016, along with the 38th Questionnaire.

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

Annina Cavelti Kee

City Voice Co-ordinator

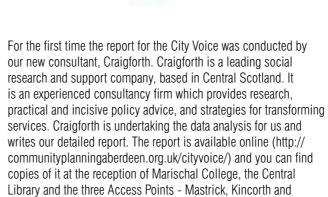
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Planning Partnership, including Aberdeen City Council, Police
Scotland, Scottish Fire & Rescue Service, NHS Grampian and

Aberdeen City Voice is an initiative by Aberdeen's Community

Aberdeen Council of Voluntary Organisations.



We have had some changes on the Editorial Board. Dave Kilgour, Senior Strategist, Aberdeen City Council and Chair of the City Voice left Aberdeen City Council to go for a secondment with the Scottish Government. We thank him for his long support of the City Voice and wish him all the best for the future.

Woodside - throughout the city.

We would like to welcome some new members on the Editorial Board: Colin Wright, Development Manager - Neighbourhood Planning, Aberdeen City Council; Joanne Larsen, Community Safety Hub Service Manager, Scottish Fire and Rescue; and Sergeant Darren Mills, Partnership Development Officer, Police Scotland. Thank you very much for your support of the City Voice.

Help us to raise the profile of the City Voice and tell your friends and family about us and encourage them to sign up as well! The only requirement is that they are over 16 and live in Aberdeen City. They can sign up online at www.aberdeencityvoice.org.uk, or email us at cityvoice@aberdeencity.gov.uk or call us on: 01224 522935.

Remember...you can follow us on our blog https:// aberdeencityvoice.wordpress.com/ and we are on the Aberdeen City Council's facebook page and twitter feed!



36th Questionnaire - Panel Response

Here are the results of the 36th questionnaire you completed in October 2015. The results have now been analysed and a summary is presented in this newsletter. At the time of issuing the questionnaire, we had 918 people on the panel and we received 623 completed questionnaires. This gives us an overall response rate of 68%. It is encouraging to see such a good response rate. Thank you to everyone who participated!

It is vital for the success of the City Voice that we keep response rates as high as possible so please continue to complete your questionnaire. If you wish to change the format that you receive the questionnaire in, i.e. move from hardcopy to electronic questionnaires or from electronic ones to a hardcopy format, please do not hesitate to contact us. If there is another reason you are not replying, please let me know.



Please recycle this newsletter when you have finished with it



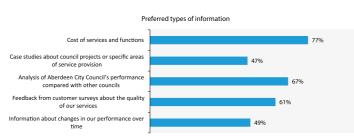
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The first set of questions was put to the panellists to find out about their interest in information on the standard of council services and functions. This included questions asking respondents to identify the specific types of information they would find most useful. The results showed that more than 4 in 5 respondents (85%) expressed an interest in information on council services and functions. The 15% of panellists who indicated that they were not interested were given the opportunity to expand on their reasons. 80 respondents provided further information on their reasons. A number of key themes emerged: 25 out of 80 were sceptical about the objectivity of information published by the council. 24 out of 80 stated that they simply had no strong interest in information on the standard of council services and/or did not have time to review this information. and 18 out of 80 panellists felt that publishing this kind of information represented unnecessary expenditure. Aberdeen City Council was also interested in finding out what kind of information panellists would find most useful. Most panellists who answered this question (558) wanted to find out about the cost of services and functions (77%), 67% were interested in the analysis of Aberdeen City Council's performance compared with

other councils. (See Figure 1.)

Figure 1: Preferred types of information on the standard of council services

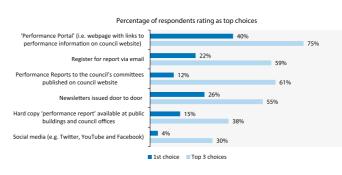


Base = 558

When asked how they would like to access the information on the standard of council services, most panellists who responded to this question would like to access this information through a 'performance portal' - nearly three quarters of panellists who answered this questions included this option in their top three choices. This was followed by two internet-based means of accessing information: 'register for report via email' and 'performance reports to the council's committees published on the council website'. Although other options were ranked below these internet-based reporting mechanisms, it is important to note that the survey results indicate that a substantial proportion of respondents still prefer hard copy performance reporting.

Newsletters issued door to door was included in the top three choices by more than half the panellists who answered this question, including around a quarter who selected this as their top choice (26%).

Figure 2: Preferred means of accessing information on the standard of council services



Base: Variable, 378 to 424 respondents

This is what we are doing

The purpose of asking questions of panellists about how information on the council's performance is made available was to help drive the improvements we need to make in that area. The Accounts Commission for Scotland recently criticised us for not providing sufficient information about our performance to meet the public performance reporting requirements laid down by them. We are keen to improve not only to satisfy central government, but also to meet the needs of our citizens and communities.

It was very interesting to see that many panellists prefer information through a 'performance portal' or other online medium rather than the traditional paper reports which many councils produce. Although we acknowledge that some members of the public would still prefer to receive information in that way. Also interesting was that people feel information about the cost of our services and how we compare with other councils in that respect, is important. We are keen to provide as much comparative information as possible so that our citizens can make proper judgements about the quality of those services. It was surprising to see the relatively low level of support for information provided through social media channels, which receive so much attention by various government agencies at the moment. We will take that on board.

The feedback from this survey will be used in discussions between performance, communications and senior management staff to drive forward the improvements in both the type of information about our services and functions which we provide as a council, as well as the manner in which we provide it.

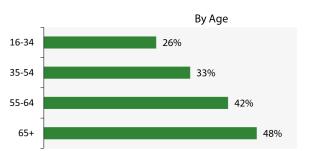
Neil Buck

Performance and Risk Manager Aberdeen City Council Email: nebuck@aberdeencity.gov.uk Phone: 01224 522408 or 01224 306055



Aberdeen City Council wanted to find out about the panellists' experience of contacting the Council Customer Contact Centre, and their views on opening hours for the Contact Centre. 40% of respondents who had answered this question had indicated that they had telephoned the Customer Contact Centre to report an issue or request a service. The findings show however, that there is some variation when looking at different sub-groups. The results indicate that older respondents and social housing tenants were more likely to have telephoned the Contact Centre.

Figure 3: Whether phoned the Customer Contact Centre to report issues or receive council services



Base: Age analysis 47-211

75% of the respondents who reported contacting the Customer Contact Centre by phone said that they have done so no more than once every three months. Only 7% had telephoned at least once a month.

91% of respondents to this question said that they are happy with the current Customer Contact Centre opening hours. Panellists were also asked when they would prefer to get in touch with the Customer Contact Centre. The majority said they would prefer to contact the centre between 8am and 8pm. However, there seems to be a difference in when panellists would like to contact the centre between weekdays and weekend. Daytime contact (8am to 6pm) is the most common preference across both weekdays and the weekend. However, there was also substantial interest in telephoning the Customer Contact Centre on weekday evenings (42%), compared to 13% who would wish to contact the centre in the evenings at weekends.

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This is what we are doing

We wanted to find out what our customers thought about the accessibility of our telephone services as this is a core part of our service provision. More than a third of our business is around Housing Repairs, so it is interesting to see the differing preferences between private sector housing and council tenants.

We currently provide a weekday only main service, with a 24/7 emergency out of hours service. However, we are aware that the way we live and work has changed and that some of our customers might not be able to contact us during the working day. It is interesting to see the trends around certain times of day and week, with some appearing more valuable than others.

Our next step is to get a real understanding of how we resource the Customer Contact Centre. We are using new tools and technologies to help us manage our staffing levels to meet different types of customer demand. This is an ongoing project over the course of 2016 which will pave the way to assessing the total resource and investment required if we were to expand our service provision to new opening hours.

While we cannot guarantee that we will be able to open on evenings and weekends in the future, this consultation gives us a really good understanding of what needs to make our services accessible and the main options we should be considering in the future.

Alexander Ryland

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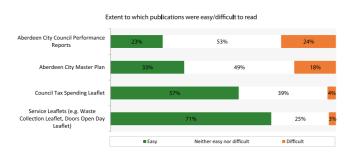




This section considers panellists' experience of and views on Aberdeen City Council publications, and the extent and nature of their interest in it. A little more than half of the survey respondents (55%) who answered this question had received and/or read one or more of the listed council publications. Most of these had received service leaflets (47%). Only 6% had seen Council Performance Reports and 22% of respondents who answered this question had seen the Masterplan.

Asked about how easy they found it to read the publications, 71% of those who had received and/or read a council publication said that they found service leaflets easy to read. 57% indicated that they thought the Council Tax spending leaflet was easy to read. However, when asked about the Aberdeen City Masterplan and Council Performance Reports, the respondents gave a less positive feedback. For the Masterplan, responses were divided between 33% who found the publication easy to read, and 18% who had some difficulty with the document. 23% of those who had read Performance Reports rated them as easy to read and 24 % found them difficult

Figure 4: Whether found Aberdeen City Council publications easy to read



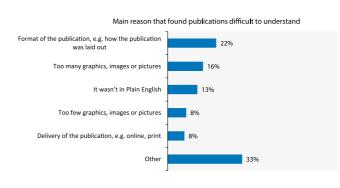
Base: Only those who had read documents (including those who had not read the documents in the last year but had done so previously), base variable, 82 to 286 respondents.

Those who reported having read a council publication generally found it easy to understand the different publications. 88% said

that service leaflets are easy to understand and 74% considered the Council Tax spending leaflet easy to follow. Again, the answers were somewhat less positive when it came to the Aberdeen City Masterplan and the Council Performance Reports. 48% and 55% respectively considered them easy to understand.

Asked about the main reasons why they considered the publications difficult to understand, many respondents to this question referred to the format or appearance of the document. 22% indicated that the document layout made it difficult for them to follow and 16% mentioned too many graphics.

Figure 5: Main reason that found publications difficult to understand



Base: 230 respondents

The last question of this section was about the panellists' interest in information about how Aberdeen City Council is performing. A large majority of respondents to this question (70%) expressed an interest in getting information. 45% of those who expressed an interest would like the council to publish performance information annually.

This is what we are doing

The results from the City Voice Report will influence our Customer Communication Strategy. The strategy's aim is to communicate, with the most appropriate and effective format, how well Aberdeen City Council is performing against its proposed Customer Service Charter & Standards.

While the proposed charter and standards have still to be approved, the proposal is currently available on the Aberdeen City Council website within the 'Contact Us' section. It is important for the organisation to be fully transparent regarding its performance against the Customer Service Charter & Standards but we want to do this in a way that is easy to access and understand by all of our customers.

The City Voice report demonstrated that around 6% of participants know about and read Aberdeen City Council Performance Reports. This is a guite a small percentage but it was very encouraging to see that around 70% of participants expressed an interest accessing information about performance. It does perhaps suggest we need to do more to highlight availability of this information and tailor availability to how our customers may prefer to access it. It was equally interesting and encouraging to see the number of participants who have accessed and read service specific/Council Tax Leaflets. Most participants found these easy to read or had no difficulties at all understanding the information provided. This tells us that if we model this format to provide information about performance against the proposed Customer Service Charter & Standards that it is very likely our customers will fully understand our performance.

Difficulty accessing performance/service information in hard copy appears to be a key issue that participants found frustrating. This should not be forgotten when identifying how our customers would like to access performance information which 72% of participants would like to see at most twice annually.

Kimberley King

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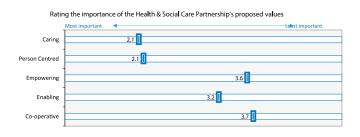
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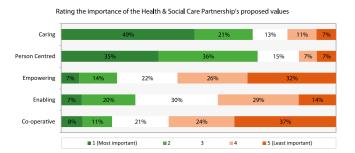
Health & Social Care Partnership

The next set of questions addressed awareness of the forthcoming integration of health and social care services in Aberdeen, and views on the vision, values and priorities for these services. Integration of health and social care services in Aberdeen will take place in spring 2016 through the creation of the Aberdeen City Health and Social Care Partnership. Asked about their awareness, a third of the panellists who answered this question had said that they had heard of the forthcoming integration of adult health and social care services.

The Health and Social Care Partnership has identified five values that will shape its Strategic Plan for health and social care services in Aberdeen; 'caring', 'person centred', 'empowering', 'enabling', and 'co-operative'. Panellists were asked to rank these values in order of importance, 1 = the most important, 5 = least important. 70% and 71% ranked 'caring' and 'person centred' amongst the two most important values. The other values were generally ranked as less important. (See Figure 6)

Figure 6: Rating the importance of the Health and Social Care Partnership's proposed values





Base: Variable, 463 to 492 respondents

Asked for additional values that could be adopted by the Health and Social Care Partnership, the following key themes emerged through respondents' written comments: 'listening', 'accountable and transparent', 'respectful and compassionate', 'efficient and value for money', 'responsive and timely', 'consistent and integrated' and 'communicative'.

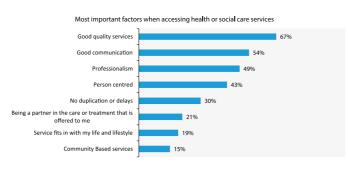
The Health and Social Care Partnership has identified eight specific priorities for services in Aberdeen. Panellists were asked to select up to three of the eight priorities as the most important focus for the Partnership services. Four of the eight values were considered as more important by survey respondents:

'Improve the health and wellbeing of our local population' (53%

included this in their three most important values); 'Supporting those who are unpaid carers to look after their own health to enable them to maintain their caring role and have a quality of life outside the caring role. Ensure that unpaid carers are equal partners in the planning and delivery of services' (53%); 'Deliver high quality services that have a positive impact on personal experiences and outcomes' (51%); and 'Promote and support self-management and independence for individuals for as long as reasonably possible' (46%).

Panellists were also asked to identify what is most important to them when accessing health or social care services, selecting up to three factors from the eight listed at Figure 7 (see below):

Figure 7: Most important factors when accessing health or social care services



Note: respondents were asked to select up to three options. Base: 570 respondents

67% answered with 'good quality services', followed by 'good communication' (54%), 'professionalism' (49%) and 'person centred' (43%).

This is what we are doing

The City Voice responses to the forthcoming integration of our health and social care services were very interesting and very welcome. They confirmed our thinking that some work still needed to be undertaken to promote this significant milestone and that it is appropriate to manage the expectations of what this will mean in the short term for the people who use our services and our workforce. All of the City Voice responses were collated and together with other responses from other consultation methods were drafted in a paper that was presented to the shadow Integration Joint Board for their consideration and discussion.

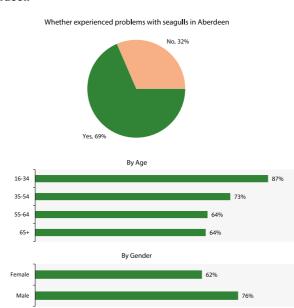
All responses received are being used to revise our draft strategic plan. With respect to each comment received we will show whether it was taken into account in the revision or not and if so to what degree. This 'you said, we did' document will be placed on our website http://aberdeencityhscp.scot.

Kevin Toshney

Planning and Development Manager (Integration) Health and Social Care Partnership Email: ktoshney@aberdeencity.gov.uk Phone: 01224 655750 Problems with Seagulls

In this edition of the City Voice, panellists were asked about their experience with seagulls. More than two thirds of respondents to this question indicated that they had experienced problems with seagulls in Aberdeen (69%). Interestingly though, there was some significant variation in experiences across age and gender (but not in terms of geographical area!). Survey results suggest that people aged under 55 (and particularly those aged under 35) were significantly more likely than other age groups to have experienced problems with seagulls. In terms of gender, males were more likely than females to have experienced these problems.

Figure 8: Whether experienced problems with seagulls in Aberdeen



Base: 597 respondents, age analysis 46 to 215 respondents, gender analysis 285 to 310 respondents.

Of those who reported experiencing problems with seagulls, 70% indicated that they had problems with fouling, 68% with swooping and noise and 39% said that 'stealing food' was a problem they have experienced with seagulls. When asked about what actions should/ could be taken to control the number of seagulls in Aberdeen, a large majority felt that there is a need for action to control seagull numbers in the city (78%). The most preferred

actions were egg removal or treatment (72%) and nest removal (71%). A large majority of respondents also felt that the council should invest public resources to control seagulls in Aberdeen (70%).

This is what we are doing

Through the City Voice questionnaire we have been given a wider view of how the residents of Aberdeen feel about sharing their city with seagulls.

It had been a concern previously that the view of the Council Environmental Health and Pest Control of the issue was skewed as we were only dealing with complaints and concerns

The results of the questionnaire give a clearer picture of the impact that Aberdonians feel that these birds have on their daily lives.

It is significant that more than two thirds of respondents indicated that they had experienced problems with seagulls. It remains a fact that gulls are protected and that Aberdeen City Council have no statutory powers to address the issues caused by these birds. However there are options available in relation to gulls nesting on council property and control of numbers.

The results of the questionnaire will assist the council to formulate future policy in relation to seagulls.

Marion Elphinstone

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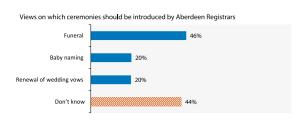


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Registrars Services in Aberdeen

Panellists were asked about their experience of and views on Registrars Services in Aberdeen. This included views on new services that may be introduced by Aberdeen Registrars. 56% of respondents to this question had a view on which ceremonies should be introduced by the Registrars Services. The broadest support was for the introduction of funeral ceremonies (46%).

Figure 9: Views on which ceremonies should be introduced by Aberdeen Registrars



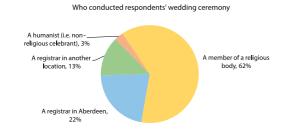
Base: 492

The majority of respondents to this question indicated that they are aware that registrars can now conduct wedding ceremonies in a wide range of locations (74%).

Asked about their experience of wedding ceremonies specifically, the majority of respondents who are currently or have been married indicated that their wedding ceremony had been conducted by a member of a religious body (62%). A little more than a third of respondents indicated their wedding ceremony had been conducted by a registrar (35%); this included around a fifth of respondents whose wedding ceremony had been conducted by a registrar in Aberdeen (22%). 90% of those whose ceremony had been conducted by the Aberdeen Registrars had been satisfied with the service provided. Only 3% indicated that they had not been satisfied.

Only 3% of those who are or have been married indicated that their wedding ceremony had been conducted by a humanist. Figure 10 shows who conducted respondents' wedding ceremonies.

Figure 10: Personal experience of wedding ceremonies



Base: 431 respondents

This is what we are doing

The Aberdeen Registrars are very grateful for the responses to the questions and in particular appreciate the very high levels of satisfaction shown by previous users. We are currently looking at promoting the service and are considering offering additional services for which there may be demand. On this basis the support for baby naming and renewal of vows ceremonies is very helpful and the current results show a growing interest which we will seek to meet in the near future.

The support shown for funeral services was far greater than expected (although this is not an area which has been the subject of previous consultation) and the results are useful for considering the services which the registrars could offer in the longer term. Other councils have been asking similar questions in their own areas and the data provided will help guide service provision in the future.

Roderick MacBeath

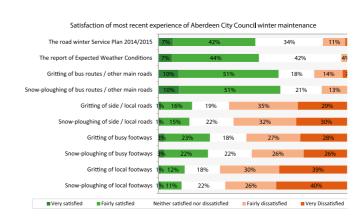
Senior Democratic Services Manager Legal and Democratic Services Aberdeen City Council rmacbeath@aberdeencity.gov.uk Phone: 01224 523054

The last set of questions in our questionnaire dealt with Aberdeen City Council's winter maintenance of the roads. Satisfaction levels varied considerably across specific aspects of the council's winter maintenance. Satisfaction was relatively strong in relation to gritting and snow-ploughing of bus routes and other main roads (61% of respondents to this question were satisfied with gritting, 62% with snow-ploughing). However, a fifth were dissatisfied. Satisfaction was also relatively strong in relation to the Road Winter Service Plan (49%) and the Report of Expected Weather Conditions (51%).

Road - Council's Winter Maintenance Service Plan

Respondents showed significantly lower satisfaction in relation to other aspects of the council's winter maintenance. This was particularly the case in relation to gritting and snow-ploughing of local footways and local roads with 66% and 69% respectively being dissatisfied with those aspects of the council's winter maintenance.

Figure 11: Council's Winter Maintenance Service Plan



Base: Variable, 332 to 557 respondents (excludes 'don't know' responses)

The majority of respondents to this question indicated that they are satisfied with street lighting during winter - 80% were satisfied with street lighting.

47% of the respondents said that they had made use of grit bins in Aberdeen (47%), but only few had made use of community salt bags (6%).

This is what we are doing

We are trying to develop a running picture of reactions to our response to winters of all types and so all data is of benefit. There is little surprise in the general response that the Winter Maintenance on main roads is better than on local accesses. It is our policy that main roads are given priority. The idea behind that is that if the main roads are not cleared. people's general travel ability will be significantly impacted. Additionally, attending to minor roads is relatively costly as distances travelled by machines are restricted by the additional manoeuvring required especially in narrow roads with parked vehicles. It would require specialised machines to be able to cope effectively with these difficulties. These observations apply equally to carriageways and footways.

Current budget levels make it necessary to take careful consideration of which routes are prioritised.

However, we recognise the need to give more consideration to some of the higher and more exposed parts of the city and to the specific needs of some less advantaged groups of road users.

Angus Plumb

Engineer

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city centre street lighting, and 69% were satisfied with residential

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'A Year On'

This section looks back at some of the topics which were raised in the 33rd edition of the City Voice, in September 2014. The This section looks back at some of the topics which were raised in the 33rd edition of the City Voice, in September 2014. The idea is to find out if the answers given by the panellists had any further, longer-lasting impact on the services who submitted the questions.

In September 2014, Committee Services submitted questions. They wanted to encourage members of the public to attend these meetings and to become more involved in the democratic process. Amongst other things they wanted to find out how interested panellists were in the democratic process at the council; what could be done to make committee meetings/decisions more accessible; and whether they were aware of the recently established Petitions Committee.

A year on

Since the results of the City Voice questionnaire, a review of the Petitions Process has been undertaken. Following on from comments in the questionnaire that the process was too restrictive, the number of required valid signatures for a petition to proceed before the Petitions Committee has been dropped from 250 to 100. This has resulted in an increase in petitions being submitted.

Further comments from the questionnaire revealed that members of the public only seem to be engaging with the democratic process when there was an item of particular interest to them or in their area. We are aiming to change that and hope to encourage people to engage with democracy on a more regular basis. As a result, we are holding information sessions this year in the Central Library and will also be holding information sessions for anyone who might be interested in becoming a councillor in the 2017 local elections. We are also going to be attending Community Council meetings to promote issues like the Petitions Process and making a deputation to committee.

Finally, there was some interest shown in the responses about the use of a mobile app for accessing council decisions and Committee information. This is something the team is currently progressing with our software provider and it is hoped that we will have an app up and running this year.

The Waste Services had submitted questions to find out more about panellists' motivation to recycle.

A year on

The responses provided to the 33rd City Voice questionnaire were very useful for current and future marketing resources. They helped us in identifying the motivating factors for recycling which in turn determines what and how the information will be provided to the public.

Positively, the non-recyclers were in a minority (2.9%). However, a large proportion of this group fell under sheltered housing. To address this issue, the Recycling Officers have contacted rehabilitation sheltered housing complexes directly to provide information on recycling. In some cases they provided recycling



facilities to increase awareness and the rate of recycling. This is especially important for when we start delivering co-mingled recycling across the city, starting this year (2016). Back in 2014 we were keen to identify motivational factors for recycling. A large percentage in both groups of recyclers and non-recyclers, stated that acceptance of more materials would motivate them to either start or recycle further. In 2015 we provided food waste recycling across the city and over the next two years, with the introduction of co-mingled recycling, many more items will be recycled that currently cannot be accepted. Recycling Officers inform people at public events and are providing each flatted property with a bag to make recycling storage simpler.

In addition to more items being accepted, respondents were keen to receive more information on current and future services. In line with providing a uniform service for all types of property in the city, flats will now receive an annual calendar along with additional information.

For determining effective marketing we asked respondents how they would prefer to receive the information. The overwhelming response is a leaflet through the door. The Recycling Team have prepared leaflets to advise residents about the forthcoming service changes and provide further information when the service change is in place. Leaflets will be supported by newspaper articles and information on the council website. This was identified as a strong preference by residents in multi storey flats. Recycling Officers are also out in the local community when they are doing surveys in preparation for the service change. This offers an opportunity to speak directly to people.

A surprisingly low number of respondents have spoken to a Recycling Officer at a public event. To help counteract this, the Recycling Officers are now attending more varied events and they are focusing their events within the community, e.g. community centres. There are more collaboration projects between the recycling department and higher education establishments and the 3rd sector (e.g. I-Connect). Briefings are also provided to councillors and the Waste Contact Centre is made aware of any changes so they can be communicated to residents.

Members' support is a small team whose primary role is to provide a non-political, comprehensive support service to the councillors to assist them in carrying out their duties. They submitted questions in 2014 in order to find out how often the public engages with their councillors and how they communicate with them.

A year on

Members' Support has made several changes. We have been out in the libraries throughout Aberdeen to promote our service to the public. We handed out leaflets with information on how people can contact their councillor. We also put their surgery details on social media, Twitter, Facebook and 'Tell me Scotland'. We are hoping to set up our own Members Support website as at the moment it is incorporated into the Committee Services. Finally, we are very keen to develop our service further in the near future.