Aberdeen City **voice**

**Aberdeen's Citizens' Panel
Report on the 11th Questionnaire**

Being Informed

Prosperity and Jobs

Arts, Heritage and Sports

Transport and Connections

Neighbourhood Action - Locality Planning

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Introduction

The final survey sample consisted of 578 responses from members of the citizens' panel. The total panel comprises some 798 citizens of Aberdeen and so the response rate amounts to approximately 72 percent. The 578 responses are, in the first instance, considered as a whole. Further analysis will be conducted on those results which provoke further investigation and where the various project partners direct further investigation. The further analysis will take the form of targeted analysis on the basis of the personal information of the respondents. This information allows breakdown on the basis of the following variables:

- Gender
- Area
- Age
- Employment
- Home Ownership
- Health Issues
- Ethnicity

Beyond this it is also possible to cross tabulate the various results in order to see if any interesting relationships can be established between the various responses to the different issues covered in the questionnaire.

The analysis presented here is split into the following main topics:

- The Phonebook
- Neighbourhood Action- Locality Planning
- Prosperity and Jobs
- Arts, heritage and sport
- Sport and physical activity
- Transport and connections

The Phonebook

Currently, all contact information for Aberdeen City Council is available in The Phonebook, which is issued free each year to every home and is available in all local libraries and community centres in the city. We are asking the following questions to find out if you think a specific local directory with more detailed information would be useful, and how we can ensure the information in The Phonebook is better displayed.

Figure 1: Have you ever phoned the Council?
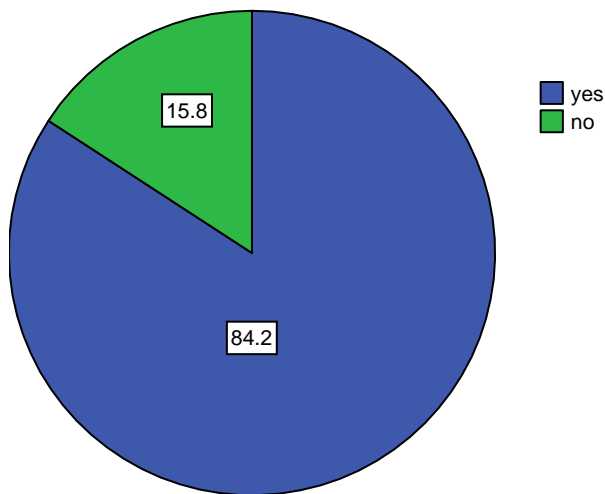
Figure 1 shows that over 84% of respondents have phoned the Council. When the results were crosstabulated it was discovered that 88% of women compared with 79% of men had phoned the council.

Figure 2: If YES, do you normally know which service you want or the telephone number or name of the person you wish to contact?
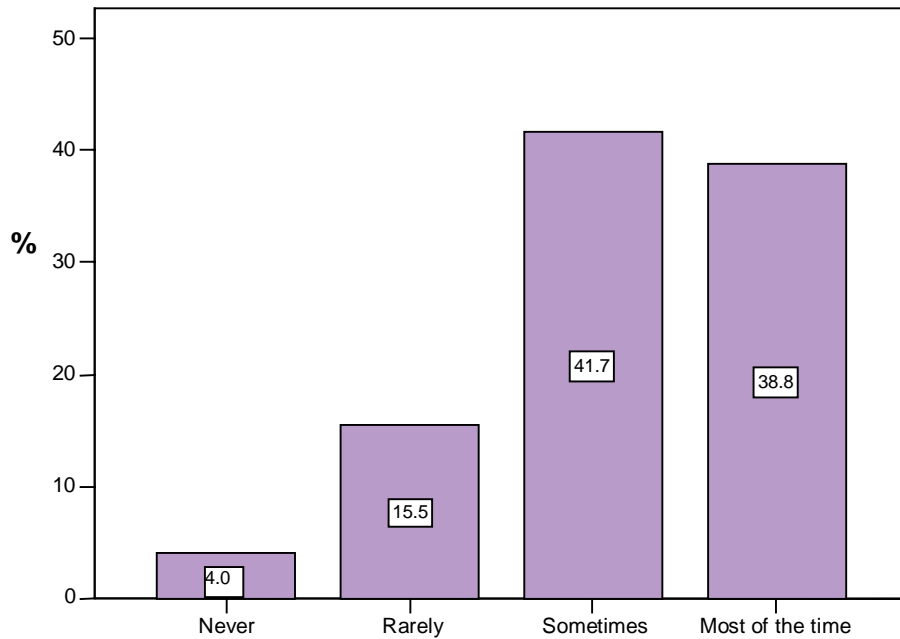
Figure 2 shows that approximately 42% of people 'sometimes' know which service they want while approximately 39% of respondents knew 'most of the time'. Only approximately 20% of respondents cited that they 'rarely' or 'never' knew which service they want or the telephone number or name of the person.

Figure 3: When you do not know any contact details, do you use the Council listing in The Phonebook?
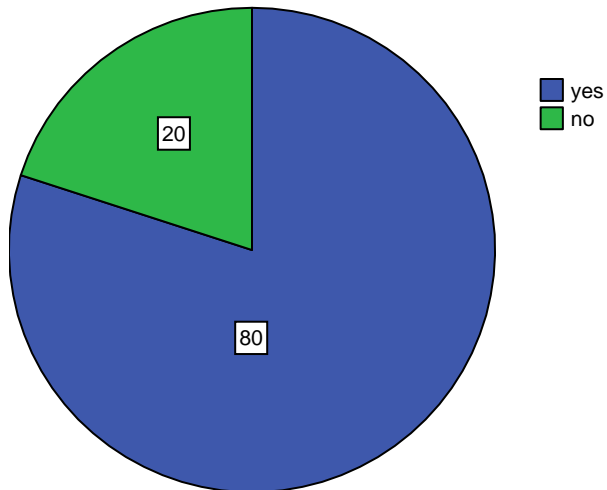
Figure 3 shows that approximately 80% of respondents use the Council listing in The Phonebook when they do not know the contact details that they require.

Figure 4: If YES, how useful do you find The Phonebook?
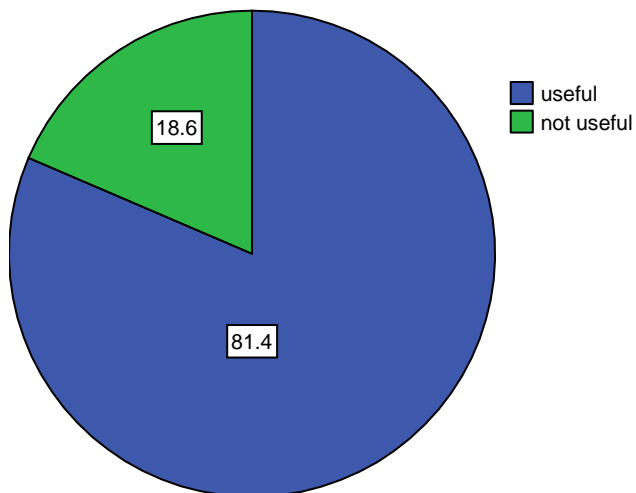
Figure 4 shows that approximately 81% of respondents find The Phonebook useful while approximately 19% do not find it useful.

Panellists were asked to comment if they indicated that they did not find The Phonebook useful. The results are summarised below:

- Difficult to find the department/service you need (27)
- Information not specific enough (7)
- Lacks logic (6)
- Print is difficult to read (4)
- Layout is complex (4)
- Should be an online directory (3)
- Separate directory would be better (2)
- Some phone numbers are incorrect
- Not all numbers are available
- Time consuming to use
- Numbers not under the expected headings
- Quicker to phone main switchboard
- Services not listed alphabetically
- Too many departments use the same number
- No names of individuals

Information about Grampian Police and Grampian Fire and Rescue Service is also available in The Phonebook.

Figure 5: Have you ever phoned one of the above public services?
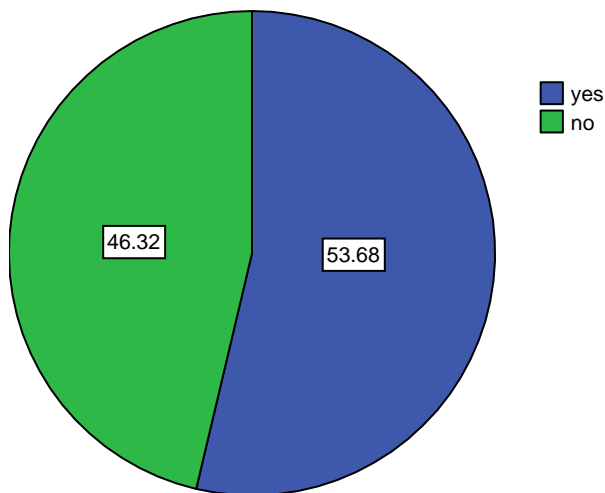
Figure 5 shows that approximately 54% of respondents have phoned either Grampian Police or Grampian Fire and Rescue Service.

Figure 6: If YES, do you normally know which service you want or the telephone number or name of the person you wish to contact?
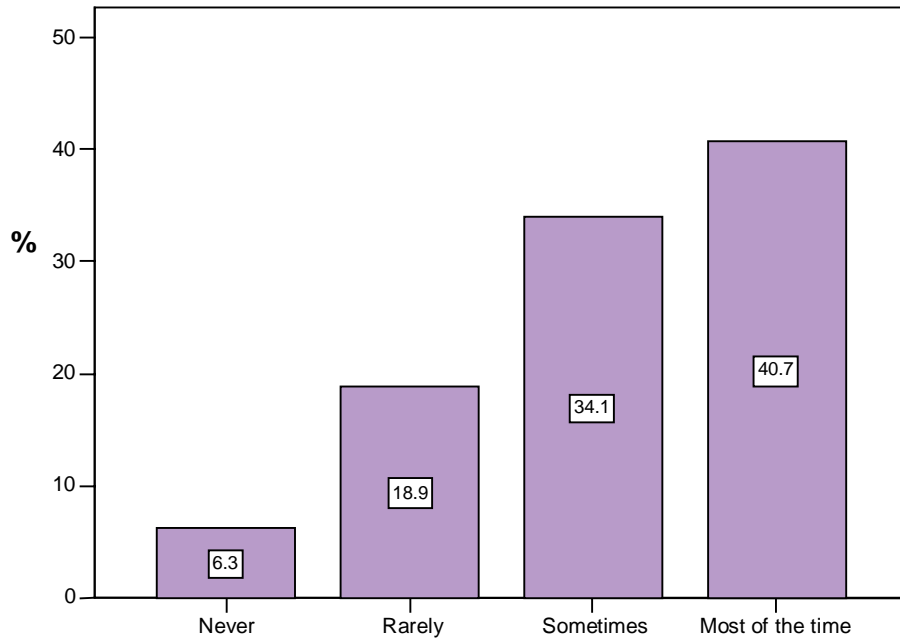
Figure 6 shows that approximately 41% of respondents know which service they want or the telephone number or name of the person to contact 'most of the time'. Approximately 34% knew 'sometimes' while approximately 19% knew 'rarely'. Only 6.3% of respondents 'never' knew which service they want or the telephone number or name of the person to contact.

Figure 7: When you do not know any contact details, do you look for the organisation in The Phonebook?
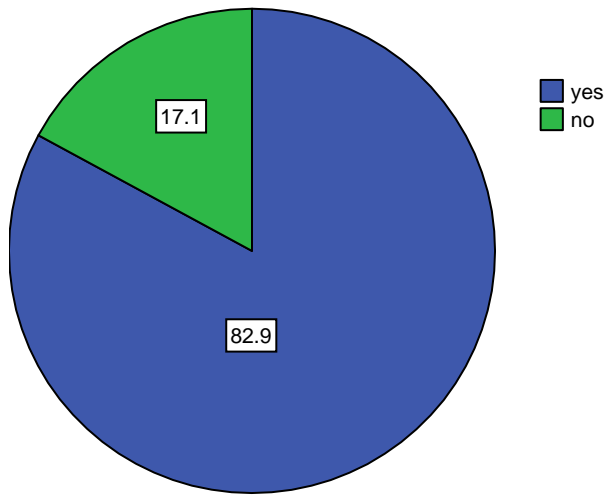
Figure 7 shows that approximately 83% of respondents use The Phonebook for finding organisation contact details when they do not know the specific contact details.

Figure 8: If YES, how useful do you find The Phonebook?
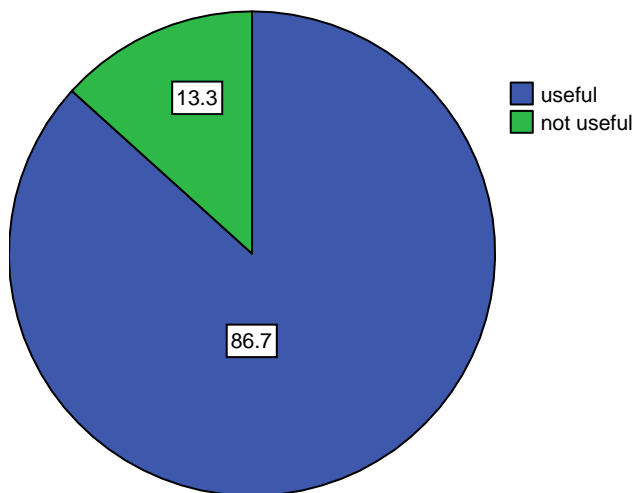
Figure 8 shows that approximately 87% of respondents find The Phonebook useful while 13% did not find it useful.

Panellists who answered NO were asked why they didn't find The Phone Book useful. The responses are summarised below:

- Entries are not in obvious places (6)
- Easier to go through the call centre (4)
- Difficult to find the number for the police (3)
- Not enough detail in the information (3)
- Should have an online directory
- Book is confusing
- Waste of paper
- Time consuming
- Phone book covers too small an area
- Categories not included
- Information not useful
- Too many adverts in the phone book

Figure 9: Do you think a local directory with public service contact names, numbers and departments would be useful?
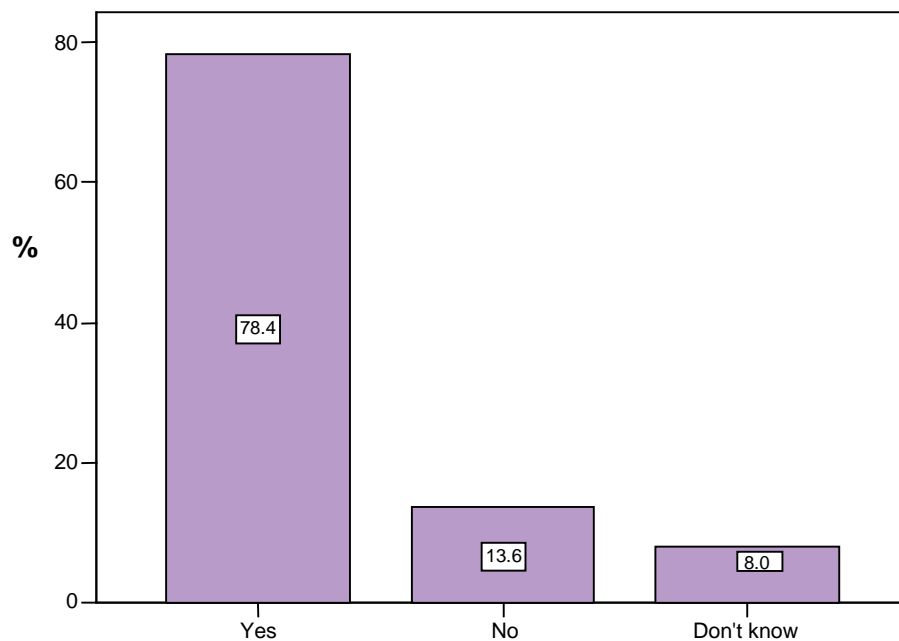
Figure 9 shows that approximately 78% of respondents think that a local directory with public service contact names, numbers and departments would be useful.

Service Response

The responses are interesting if a little unexpected. The respondents (80%) state that they are reasonably content with the entries in The Phonebook. Of the 20% who did not find the Phonebook useful, the top two reasons given refer to unclear information in the entries in The Phonebook.

I would suggest that the focus should be on reviewing how entries are worded in future editions so that people using the Phonebook are better able to reach the right service quickly. 20% of those who responded did not find the entries useful. The target should be to reduce that percentage figure within two years to 10% or less.

Neighbourhood Action - Locality Planning

Neighbourhood Planning

In 2001, Aberdeen City Council created 37 Neighbourhoods across the City based on what were deemed to be 'natural local communities'. Since then, the other public authorities (i.e. Grampian Police, NHS Grampian and Grampian Fire and Rescue Service) have taken steps to align with these Neighbourhoods. In June 2005, we originally asked panellists on Aberdeen City Voice how much they knew about their Neighbourhood. We are repeating the questions to find out how this has changed.

Figure 10: Do you know that Aberdeen is divided into Neighbourhoods?
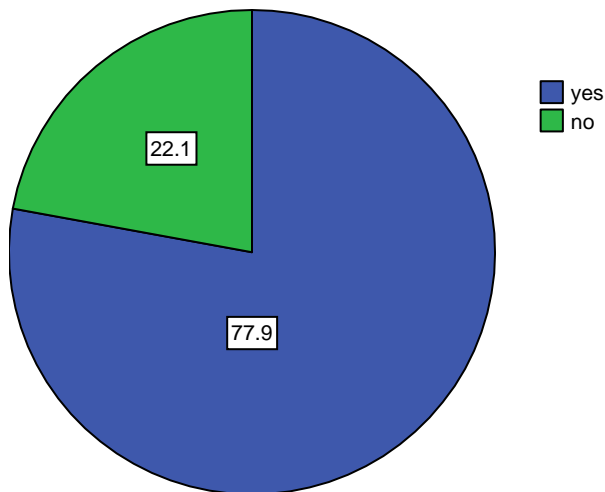
Figure 10 shows that approximately 78% of respondents know that Aberdeen is divided into Neighbourhoods. When the results are crosstabulated by gender, the results show that 81% of women and 74% of men know that Aberdeen is divided into Neighbourhoods. Knowledge was low amongst younger panellists with approximately 38% of 16-24 year olds and 58% of 25-34 year olds knowing that Aberdeen is divided into Neighbourhoods as opposed to 81% of 35-54 year olds.

Figure 11: Do you know the name of the Neighbourhood you live in?
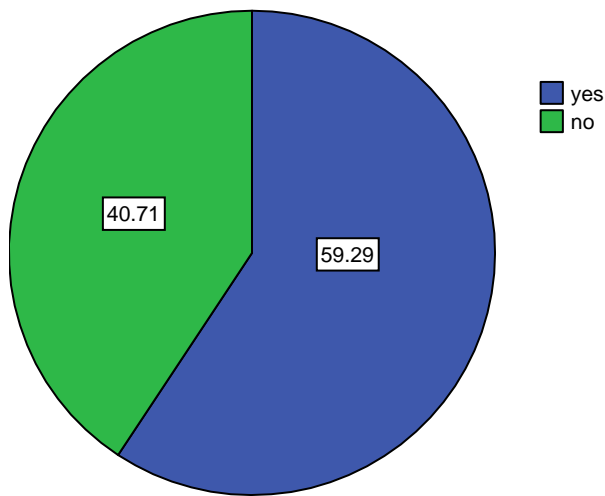
Figure 11 shows that approximately 59% of respondents know the name of the Neighbourhood they live in. There was no significant difference when crosstabulated by age and area but younger panellists were less knowledgeable with 25% of 16-24 year olds and 38% of 25-34 year olds knowing the Neighbourhood that they live in as opposed to nearly 70% of the over 65 age group.

Figure 12: Do you know that there is a Neighbourhood Community Action Plan for your Neighbourhood?
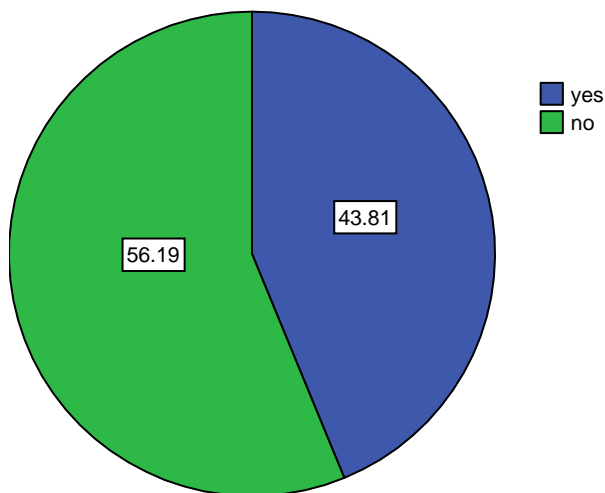
Figure 12 shows that approximately 43% of respondents know that there is a Neighbourhood Community Action Plan for their Neighbourhood. No difference was found when crosstabulating by gender although there was a slight difference in terms of area with 49% of respondents from the Central area being aware that there is a Community Action Pan for their area as opposed to 41% in North and South areas.

Once again there are differences in awareness between younger and older panellists with 23% of 25-34 year olds aware that there is a Neighbourhood Community Action Plan for their area as opposed to 47% of 54-64 year olds.

In 2005, we asked panellists to rate the best methods for communicating the work relating to Neighbourhoods and the opportunities to get involved. Your responses in order of preference were:

1. Newsletter to each house
2. Publicity in local newspapers
3. Posters in libraries, post offices, community centres etc.
4. Mail shots
5. Recruit volunteer 'neighbourhood champions' to spread the word

Since then, the main methods of communication have been the 'You Said It' leaflet (reporting on progress delivered to each house), information in community newsletters and regular meetings with community representatives.

Table 1: Now that the Neighbourhood network is developing, which methods do you think we should use to provide communities with information and feedback about future Neighbourhood plans and services?

	Number
Publicity in local newspapers	434
Provide information to community newsletters	444
Posters in public places	262
Via community representatives	92

Table 1 shows that the most frequently selected method was 'Provide information to community newsletters' selected by 444 panellists. Publicity in local newspapers was the second most popular response selected by 434 panellists, Posters in public places was selected by 262 panellists and 'Via Community representatives' was selected by 92 panellists.

Other suggestions included:

- Newsletter to each home (30)
- Websites (18)
- Email updates (17)
- Council website (6)
- Libraries (5)
- Local TV and radio (4)
- Info at local schools (3)
- Publicity in free newspapers (3)
- Open days or meetings
- Forums
- Advertising billboards
- Public transport
- Church notice boards
- Supplement with local paper
- Local meetings
- Info in local shops or post office
- GP surgeries

An essential part of neighbourhood planning involves listening to the views of people living in each Neighbourhood and discussing the main issues with them.

Table 2: Which methods of communication do you think would attract the most feedback from residents?

	Number
Questionnaires delivered to each house	512
Questionnaires distributed at local events (e.g. galas, fun-days etc)	128
Questionnaire on the Council website	132
Questionnaire email	150
Participative events e.g. 'Planning for Real', Community Conference	138
Public meetings	185

Table 2 shows that the most popular option was 'Questionnaires delivered to each house' selected by 512 panellists. 185 panellists selected 'Public meetings' and 150 panellists selected 'Questionnaire email'.

Other suggestions included:
- Community newsletter (4)
- Local Radio (3)
- Publicity in local newspapers (2)
- Free papers
- Door to door visitors (2)
- Neighbourhood watch network
- Pupil forum at school
- Public meetings
- Questionnaires in libraries
- One to one meetings with residents
- Questionnaire in libraries
- Posters in public places
- Questionnaire at local events
- Questionnaires in supermarkets
- Make questionnaires quick and easy and maybe a prize draw
- Letters to households

Table 3: Which of these methods have you participated in previously and/or would you consider using in the future?

	previously number	future number
Questionnaires delivered to each house	317	196
Questionnaires distributed at local events	66	86
Questionnaire on the Council website	31	114
Questionnaire email	47	133
Participative events	77	80
Public Meetings	117	76

Table 3 shows that 317 panellists have completed questionnaires delivered to each house while 196 panellists indicated that they would participate in this method in future. 117 panellists have participated in public meetings and 76 would participate in the future. 77 have attended participative events while 80 would participate in events in the future. Only 47 panellists have participated in questionnaire emails but 133 would participate in the future and 31 had completed a questionnaire on the council website and 114 would participate in the future.

Figure 13: Have you been asked for your views on local issues and services in your Neighbourhood?
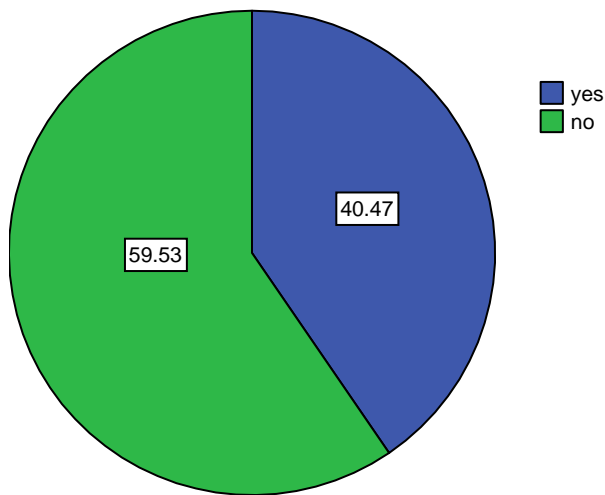
Figure 13 shows that approximately 41% of panellists have been asked for their views on local issues and services in their Neighbourhood.

Figure 14: Have you ever received information about the progress of your Neighbourhood's Community Action Plan (e.g. 'You Said It' leaflet)?
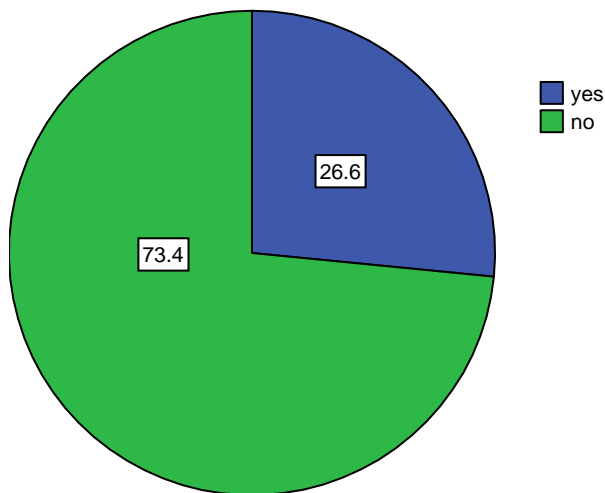
Figure 14 shows that only 27% of panellists received information about the progress of their Neighbourhood Community Action Plan. When broken down by area, it was found that 30% of respondents in the Central area had received information as opposed to 24% in the North and 26% in the South. When broken down by age, it was discovered that only 3% of 25-34 year olds had received information as opposed to 31% of 35-54 year olds.

Figure 15: How has the general appearance of your Neighbourhood changed over the past 2 years?
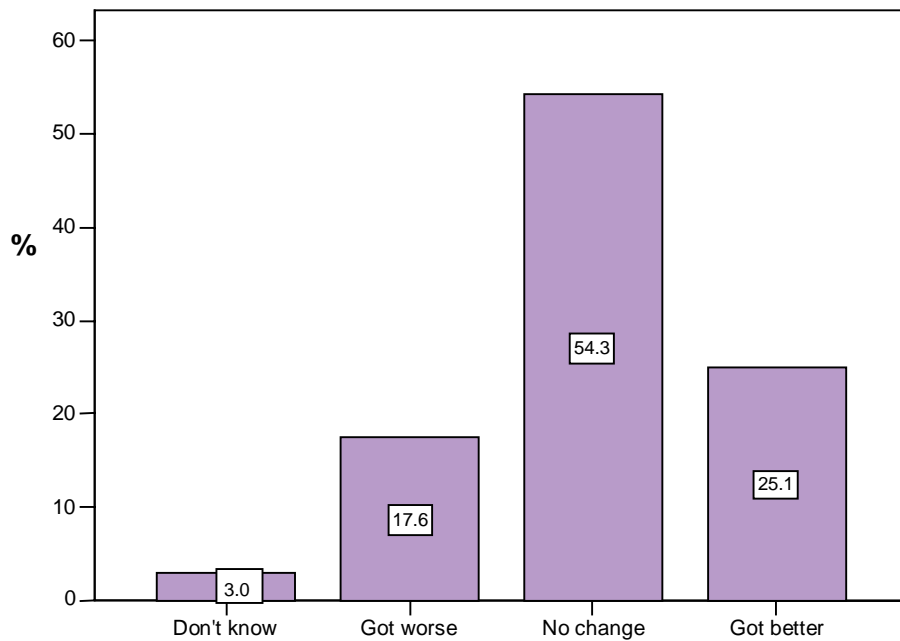
Figure 15 shows that approximately 54% of panellists feel that there was 'no change' in the general appearance of their Neighbourhood over the past 2 years. Approximately 25% feel that it has 'got better' and approximately 18% feel that it has 'got worse'. When broken down by area, it was found that 29% of respondents in the South felt that the appearance of their Neighbourhood had 'got better' compared with 24% of respondents from Central areas and 10% from the North.

Figure 16: How have the local services provided by the Council changed over the past 2 years?
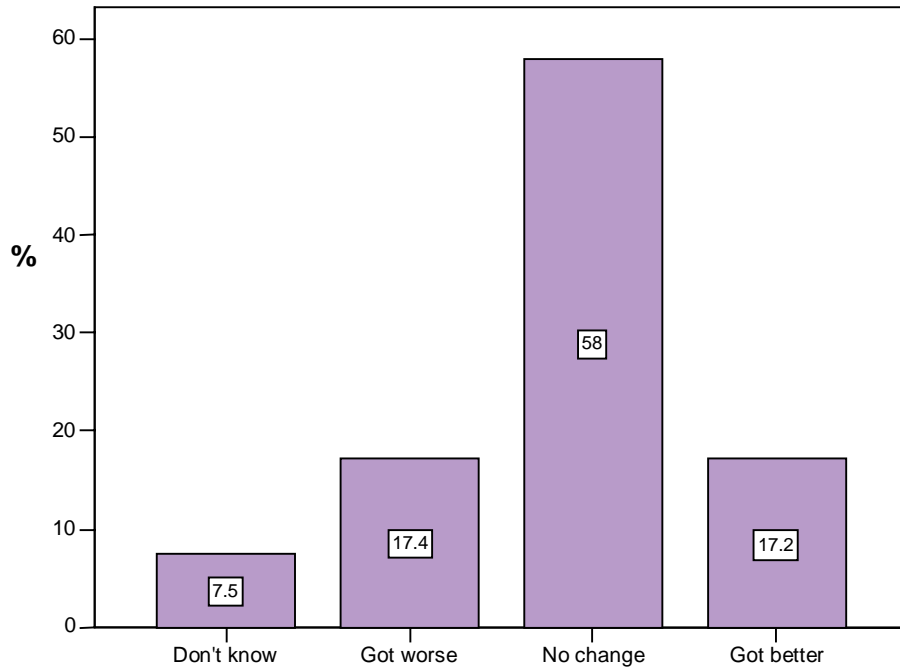
Figure 16 shows that 58% of respondents feel that there is 'no change' in the local services provided by the Council. Approximately 17% feel that it has 'got better' and approximately 17% feel that it has 'got worse'. When broken down by area, it was found that 21% of panellists in the South felt that the services had 'got better' compared to 17% in Central and 13% in the North.

Figure 17: How the Council, Police, NHS have handled and responded to your queries
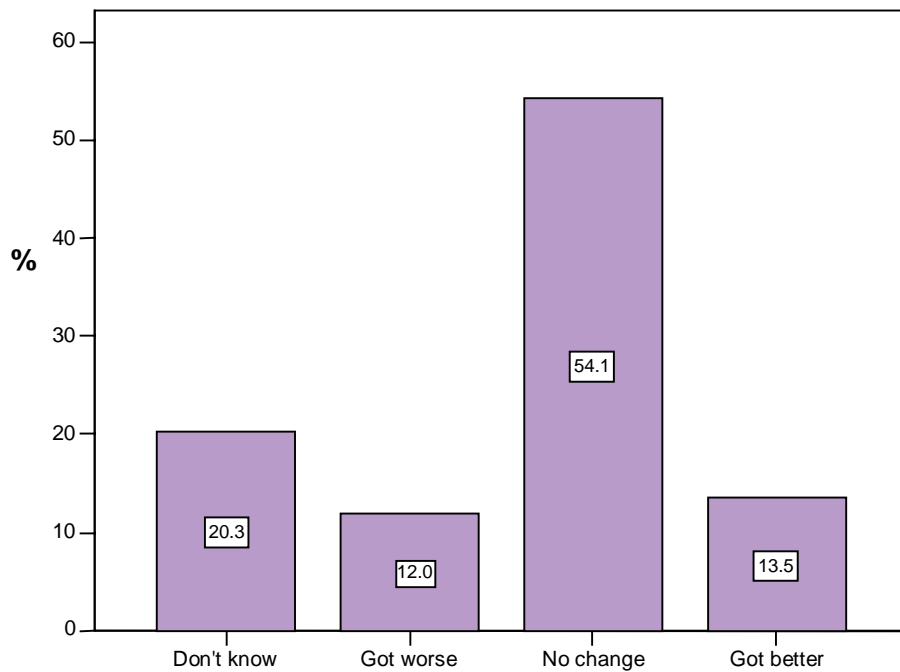
Figure 17 shows that approximately 54% of respondents feel that there has been 'no change' in how the Council, Police, NHS etc have handled and responded to queries. 13.5% of panellists believe they have 'got better' while 12% feel that it has 'got worse'. There was no significant difference when the results were broken down by area.

Figure 18: The availability and relevance of information about local services
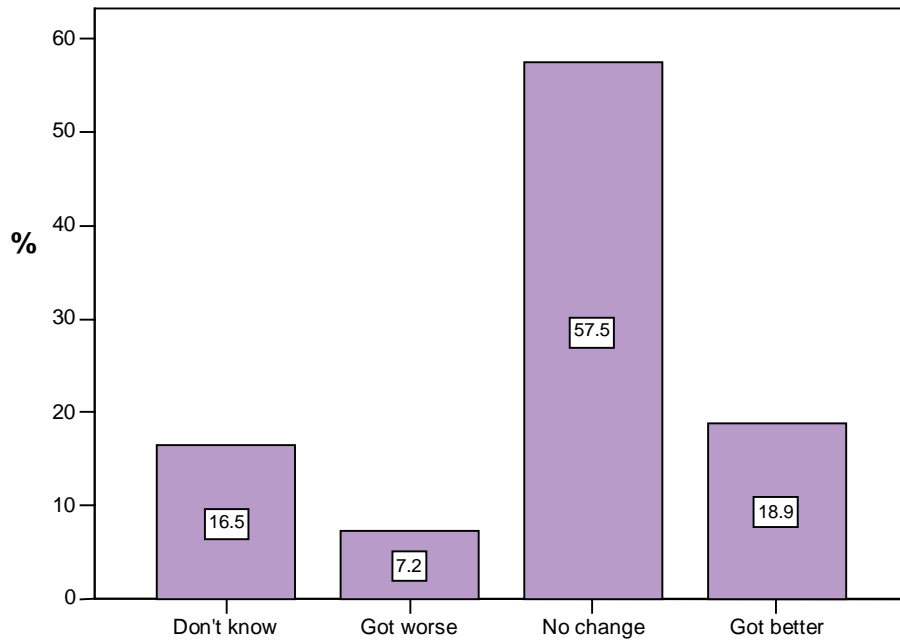
Figure 18 shows that 57.5% of panellists feel that there has been 'no change' in the availability and relevance of information about local services. Approximately 19% feel that it has 'got better' and approximately 7% feel that it has 'got worse'. When broken down by area, it was found that approximately 25% of respondents from the Central area felt that the relevance of information about local services had 'got better' compared to 19% in the North of the city and 14% in the South Neighbourhoods.

Figure 19: The provision of new and improved facilities
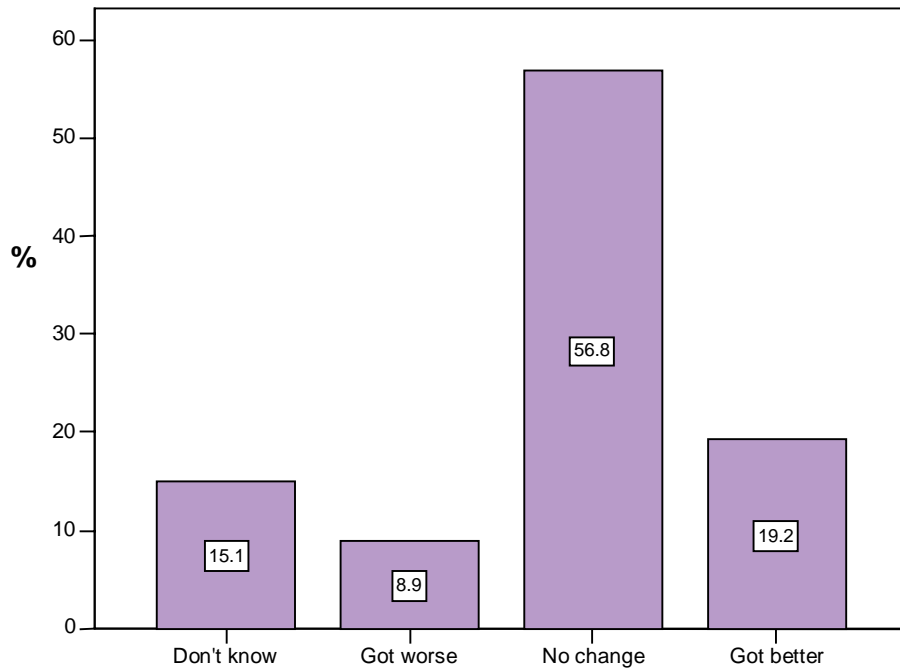
Figure 19 shows that approximately 57% of respondents feel that there has been 'no change' in the provision of new and improved facilities. Approximately 19% feel that it has 'got better' and approximately 9% feel that it has 'got worse'. When broken down by area, it was found that 23% of respondents from the South feel that the provision of new and improved facilities had 'got better' compared with 19% of respondents from Central Neighbourhoods and 14% in the North Neighbourhoods.

Table 4: If you wanted to raise an issue about your local Neighbourhood, who would you most likely contact?

	Number	%
Area/ Residents Forum	30	5.3%
City Councillor	304	54%
Community Centre	8	1.4%
Community Council	43	7.6%
Council Office	128	22.7%
MP	16	2.8%
MSP	15	2.7%
None	12	2.1%
Other	7	1.2%

Table 4 shows that 54% of respondents would contact their City Councillor, approximately 23% would contact the Council Office and 7.6% would contact the Community Council.

Service Response

The level of awareness of our neighbourhood approach to planning and delivering local services is at a satisfactory level given that we are still developing the process. More resources will go into communicating progress to residents in each neighbourhood and so we expect to raise the level of public awareness further in the future. To this end, it is useful to get views on the best methods of providing information and feedback to local communities. The high level of approval for community newsletters may be influential in how we allocate support. The low level of approval for community representatives probably indicates the need for community engagement to involve a wider range of interests in each neighbourhood.

Our work over the next three years to raise levels of participation in neighbourhood planning should raise the level of awareness of consultation opportunities and reports. It is encouraging to see that awareness of Neighbourhood Community Action Plans has improved from 19% in 2005 to 44% now.

Similarly, views on the improvement and impact of local services should record an increase in the future if our approach to neighbourhood planning and service delivery is effective.

Prosperity and Jobs

Gender Pay Gap

In recent years, new legislation has come into place making it unlawful to discriminate against people in the workplace on the grounds of race, gender, sexual orientation, age, disability or religion/belief.

To discriminate against someone is to treat that person unfairly in comparison with the way that others are treated, for no good or fair reason, either directly or indirectly. Indirect discrimination occurs when an apparently neutral provision, criteria or practice applied to everyone, impacts unequally on a particular group in terms of race, gender, sexual orientation, age, disability or religion/belief. For example, when recruiting staff, asking for a fluent English speaker for a job that does not require that skill is race discrimination.

Table 5: On a scale of 1–5, how much do you think you know about the anti-discrimination legislation in the workplace relating to:

	Nothing		2		3		4		A lot	
	Count	%	Count	%	Count	%	Count	%	Count	%
Race discrimination	46	8.7	65	12.3	172	32.6	155	29.4	90	17.0
Gender/sex discrimination	39	7.5	67	12.8	173	33.1	143	27.4	100	19.2
Sexual orientation discrimination	68	13.1	87	16.8	160	30.8	123	23.7	81	15.6
Age discrimination	49	9.4	52	10.0	172	33.1	148	28.5	99	19.0
Disability discrimination	49	9.4	81	15.5	157	30.1	139	26.6	96	18.4
Religion/ Belief discrimination	77	14.8	112	21.5	153	29.3	112	21.5	68	13.0
Human Rights	65	12.5	112	21.5	162	31.1	118	22.6	64	12.3

Table 5 shows that the legislation panellists know most about is gender/sex discrimination, followed by age discrimination and disability discrimination.

Table 6: In the past 2 years, have you ever felt discriminated against in employment, training or promotion opportunities, because of the following?

	Number
Your postcode (where you live)	21
Your race	0
Your gender/ sex	25
Your sexual orientation	8
Your age	56
A disability you have	26
Your religion or belief	11
I have not felt discriminated against	334

Table 6 shows that 334 respondents have never felt discriminated against. The most commonly cited form of discrimination was age discrimination (56 panellists), 26 panellists felt discriminated against because of a disability, 25 felt discriminated against because of their gender, 21 because of their postcode, 11 because of their religion and 8 felt discriminated against because of their sexual orientation.

Other discrimination cited by panellists included:

- Because of illness (2)
- Being English (2)
- Mental health discrimination
- Not confident enough to undertake training
- For not having children
- Qualifications
- Mother returning to work
- Being a part-time worker

Figure 20: If you ticked YES to any of the options between a) and h), please tick which sector you worked in?
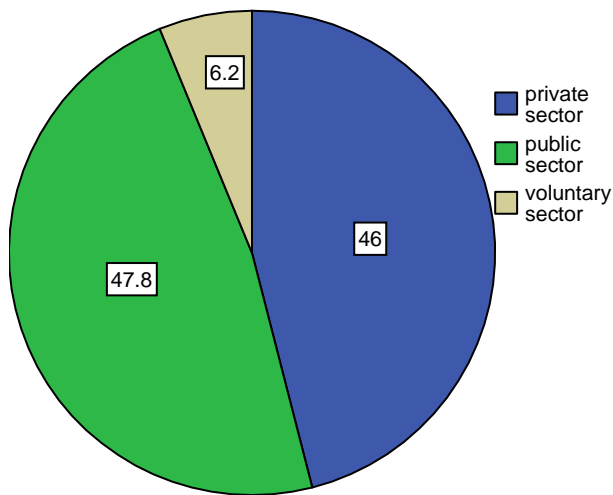
Figure 20 shows that of the people who felt discriminated against, approximately 48% worked in the public sector, 46% worked in the private sector and approximately 6% worked in the voluntary sector.

Table 7: What do you see as the main reason behind the wide gender pay gap in Aberdeen?

	Number
Occupational segregation	417
Interruptions to work experience	319
Part-time hours	381
Qualifications and experience	76
Travel to work	157
Discrimination at work	123
Gender stereotyping	181

Table 7 shows that 417 panellists believe that 'occupational segregation' is the reason behind the wide gender pay gap in Aberdeen, 381 believe that it is 'part-time hours', 319 believe that the reason is 'interruptions to work experience', 181 believe that 'gender stereotyping' is a reason and 157 believe that the reason is 'travel to work'.

Other suggestions included:

- Historical mindset (3)
- Employers attitudes (2)
- Women not physically able (2)
- Employers not recruiting females into apprenticeships
- Less promotion given to women
- Women of childbearing age classed as temporary
- Legislation not adhered to
- Women less likely to ask for raises
- Males promoting other males
- Wage discrimination

Figure 21: Do you think the Council should take action to close the gender pay gap?
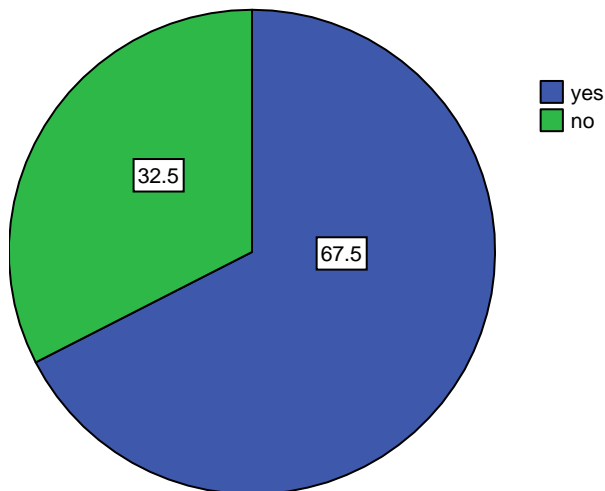
Figure 21 shows that approximately 68% of panellists believe that the Council should take action to close the gender pay gap.

Panellists were asked what action the Council should take to close the gender pay gap. The responses are summarised below:

- Equal pay for equal work (65)
- Raise awareness amongst employers and employees (7)
- More help with childcare (7)
- Pay based on qualifications and experience not gender (6)
- Council should lead by example (6)
- Follow equal opportunities legislation (5)
- More flexible working (5)
- Encourage training for women (4)
- Equal pay scales and visible pay structures (3)
- Hold companies that do not address the pay gap to account (3)
- Review pay (3)
- Provide help and information for those affected (3)
- Equal pay and conditions (2)
- Gradual move to equal pay (2)
- Encourage women to enter traditionally male dominated industries (2)
- Employ older people (2)
- This is an issue for Central Government (2)
- Rectify discrimination
- Checks and balances to stop discrimination
- Address occupational segregation in the council
- More transparency in job vacancies
- Ask experts
- Send leaflets to companies about equal pay
- Men should be able to take leave instead of woman taking maternity leave
- Companies who discriminate should be named and shamed
- Take drastic action to end discrimination
- Increase pay for occupations that have a large number or women
- Jobs of equal value paid the same
- Lobby MPs and MSPs
- Women should have the same opportunities as men
- Identify and publicise areas of inequality
- Succession planning and identifying talent

Service Response

We were interested in finding out how aware the Panel is of measures to address discrimination in the workplace. Not surprisingly, panellists were most aware of gender discrimination – the most long-standing anti-discrimination legislation – and age discrimination. Age discrimination is most recently legislated against and has received high levels of media publicity since it was introduced a year ago.

We can make some kind of broad comparison of the Panel's knowledge of anti-discrimination in the workplace with Aberdeen City Council's workforce's knowledge, although an exact comparison cannot be made. In 2005 in a staff survey, 24% of respondents said they had a good understanding of anti-discrimination legislation and 76% were aware of the Council's Equal Opportunities Policy. This compares favourably with the Panellists estimation of their knowledge – 19.2% knowing "a lot" about gender discrimination and 19.0% knowing "a lot" about age discrimination. Since the 2005 staff survey, each member of the Council's workforce has received further information about their responsibilities under equality legislation, so we can assume that staff's knowledge of equalities has increased since 2005.

It is encouraging that the great majority of the Panel have had no personal experience of discrimination in the workplace. It is no surprise that the most reported form of discrimination experienced was due to age. Legislation against age discrimination in the workplace is very recent and its positive effects may still be working their way through.

Although actual numbers are small (8), discrimination on the grounds of sexual orientation is relatively high (assuming that 3-10% of the general population and therefore also the Panel are lesbian or gay). Interestingly, 2 panellists cited other discrimination that they did not see as being gender based, but which probably is. There were "mother returning to work" and "being a part-time worker".

With regard to the different employment sectors, we were testing the hypothesis that discrimination in the public sector would be less than that experienced in the private sector. Why? Although the anti-discrimination legislation in the workplace is the same in both sectors, public bodies now have specific duties to promote gender equality, race equality and disability equality. We incorrectly thought that these public sector duties would contribute to ensuring that discrimination was less likely to take place in employment matters as compared with the private sector.

We particularly wanted to ask the Panel questions on gender discrimination as we now have a duty to promote gender equality. We published our Gender Equality Scheme and Action Plan in June 2007.

The Panel's perception of why there is a gender pay gap fits with current research. The main causes of the gender pay gap, as cited by the Women and Work Commission in their 2006 report "Shaping a Fairer Future", are:

- occupational segregation (women's employment is highly concentrated in certain occupations and those occupations that are female dominated are generally the lowest paid),

- part-time hours (the majority of part-time workers are female and women who work part-time earn 32% less than the media hourly earnings of women who work full-time and 41% less per hour than men who work full-time)

- and interruptions to work experience (women returning to the labour market after time spent looking after children often find it difficult to find a job that matches their skills).

Despite the Panel having a good understanding of the reasons for the gender pay gap, it is disappointing that approximately one third do <u>not</u> think the Council should take action to close the gender pay gap. In fact, now the Council does have a legislative duty to address the gender pay gap and publish an equal pay statement. (The Council's Equal Pay Policy and Equal Pay Statement is published on the Council's website, as is the Council's Gender Equality Scheme and Action Plan).

The information from the Panel will be shared with Officers in the Council though the Equalities Action Network (the group of Senior Officers and Elected Members who have responsibilities for implementing equality throughout the Council). The Panel's responses will assist us in implementing key actions in the Gender Equality Scheme Action Plan.

The Night Time Economy

Everyone is entitled to a clean, safe and vibrant city centre, and you are no exception. Aberdeen city centre is attracting more and more investment and creating more leisure development. A key feature of this has been the growth of the night-time economy and the expansion of bars, clubs and licensed premises of all kinds.

Every opportunity brings with it challenges and the night-time economy in Aberdeen has also given rise to late night problems such as alcohol related crime, anti-social behaviour and the exclusion of groups of people (such as older people) from the enjoyment of the city centre.

The Council would like to know how often you use the city centre in the evening, how you use it and how you travel home. Your answers will be used to inform future policy and will provide a baseline to measure future improvements in our City.

Figure 22: In the last six months, have you visited Aberdeen city centre in the evening?
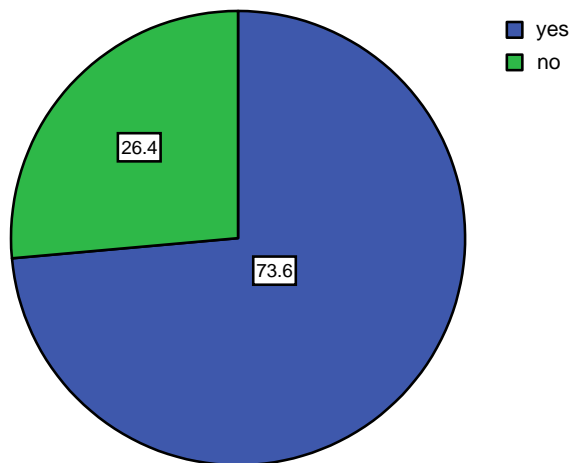
Figure 22 shows that approximately 74% of respondents have visited Aberdeen city centre in the evening. There were slight differences in terms of gender with 76% of females as opposed to 71% of males having visited the city centre. Older respondents are less likely to have visited than younger respondents (only 54% of over 65s as opposed to 100% of 16-24 year olds and 83% of 25-34 year olds). Panellists without children were more likely to visit than those with children (84% as opposed to 71%)

Panellists were asked for reasons why they do not go into the city centre at night time. The responses are summarised below:

- Do not feel safe (49)
- Nothing attracts/no need to go (20)
- Too many drunk people (14)
- Have a young child (9)
- Too old (8)
- Anti-social behaviour (6)
- Not enough buses (5)
- Not enjoyable (5)
- Intimidated by groups of young people (4)
- Health problems
- Dominated by young people (2)
- Work commitments (2)
- Prefer going to places out of the city centre (2)
- Too many pubs and clubs (2)
- Parking problems (2)
- Poor services
- Too expensive
- Do not have transport
- Caring/family commitments (2)
- Go in during the day instead
- Smokers outside pubs
- Don't go clubbing

Figure 23: Do you think you are now going in to the city centre in the evenings less than you were five years ago?
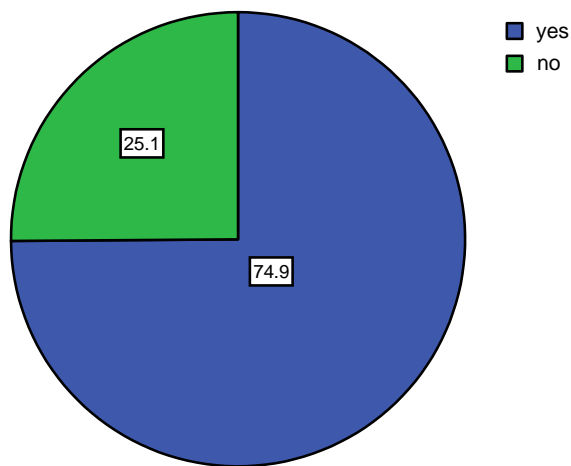
Figure 23 shows that approximately 75% of respondents indicated that they are going into the city centre in the evenings less than they were five years ago.

2. Do you think you are now going in to the city centre in the evenings less than you were 5 years ago * Age Crosstabulation

			Age					
			16-24	25-34	35-54	55-64	over 65	no data
2. Do you think you are now going in to the city centre in the evenings less than you were 5 years ago	yes	Count	4	33	129	84	88	14
		% within Age	50.0%	89.2%	72.9%	76.4%	81.5%	73.7%
	no	Count	4	4	48	26	20	5
		% within Age	50.0%	10.8%	27.1%	23.6%	18.5%	26.3%
Total		Count	8	37	177	110	108	19
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The crosstabulation above shows that the age group where there was the biggest reduction in people going out in the evenings is the 25-34 year old age group with approximately 89% going out less than they were 5 years ago.

Figure 24: If YES, what is the main reason for this?
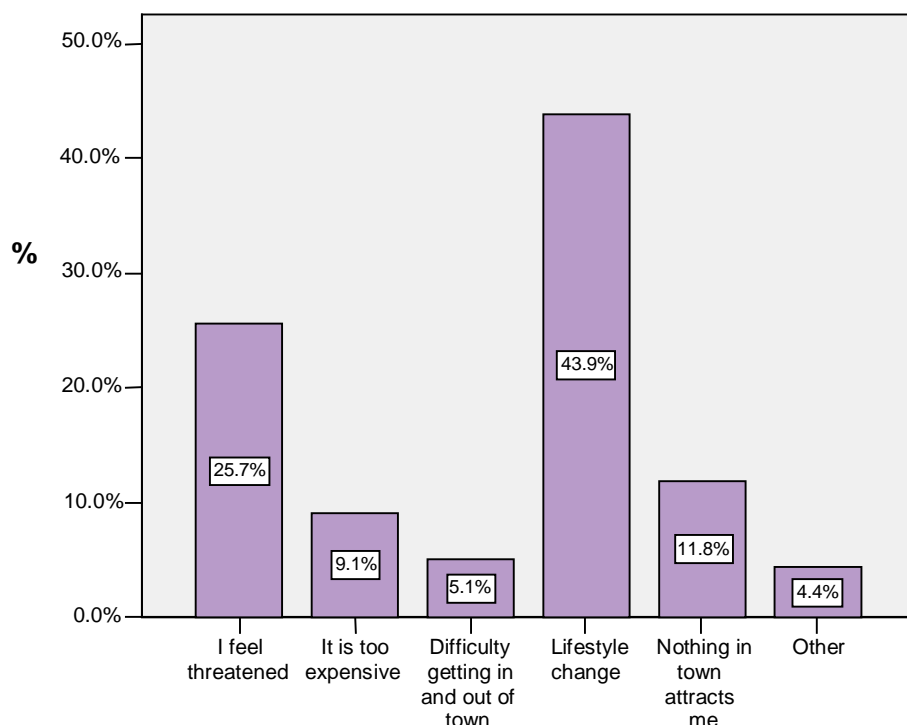
Figure 24 shows that the most frequently given reason for going into the city centre less frequently was 'lifestyle change' cited by 44% of respondents. The second most frequently cited reason was 'I feel threatened' (cited by approximately 27% of respondents).

Other reasons cited included:
- Getting older (15)
- Anti-social behaviour (15)
- Not enough police (15)
- Not safe (3)

- Too many drunk people (9)

- Unpleasant atmosphere (3)
- Long taxi queues

- Smoking ban

- No reason to go
- Disability
- Not attractive
- Bars are too noisy (2)
- Used to live in the city centre
- Young children to look after
- Lack of cultural pursuits

- Poor service

- Expensive

Figure 25: When you are in the city centre in the evening, do you use pubs/clubs/bars?
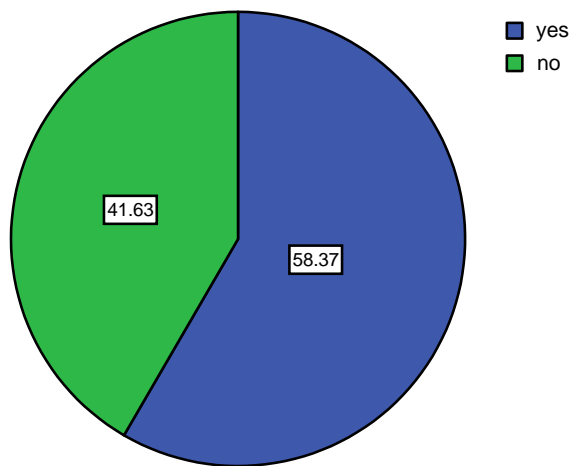
Figure 25 shows that approximately 58% of respondents use pubs, clubs or bars when they are in the city centre in the evening. There is no significant difference between the genders.

4. When you are in the city centre in the evening, do you use pubs/clubs/bars? * Age Crosstabulation

			Age					
			16-24	25-34	35-54	55-64	over 65	no data
4. When you are in the city centre in the evening, do you use pubs/clubs/bars?	yes	Count	8	33	119	54	22	8
		% within Age	100.0%	89.2%	66.5%	49.1%	21.8%	44.4%
	no	Count	0	4	60	56	79	10
		% within Age	.0%	10.8%	33.5%	50.9%	78.2%	55.6%
Total		Count	8	37	179	110	101	18
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

As can be seen in the above crosstabulation, 100% of 16-24 year olds use pubs and clubs as well as 89% of 25-34 year olds. In contrast, only 22% of over 65s use pubs/clubs and bars.

Approximately 65% of respondents without children attend pubs/clubs and bars as opposed to 50% with children.

Figure 26: If YES, in the last month, roughly how many evenings out have you been on where you visited a pub/club/bar in Aberdeen city centre?
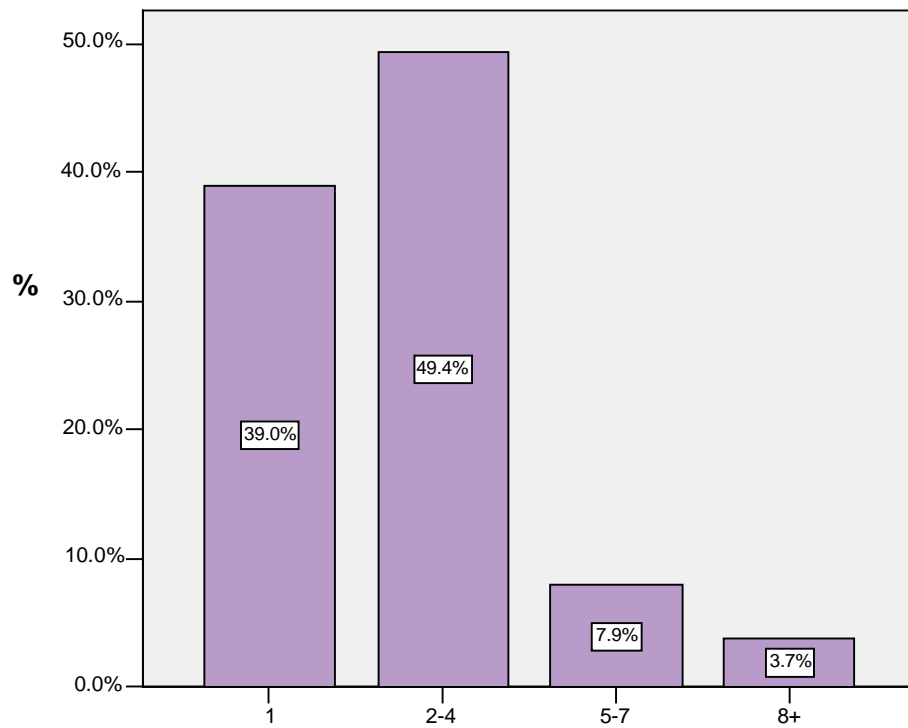
Figure 26 shows that approximately 49% of respondents had visited a pub/club/bar 2-4 times in the last month, 40% had visited a pub/club/bar once, approximately 8% had visited 5-7 times and 4% had visited a pub/club bar more than 8 times.

Table 8: When you are deciding to go to a pub/club/bar, what are the MOST important features that matter to you?

	yes
	number
6a) Volume or type of music	143
6b) Availability of seating	142
6c) Price of drinks	83
6d) Other customers	116
6e) Friendliness of staff/standard of service	150
6f) Availability of food	81
6g) Standard of washrooms/toilets	68
6h) Door and venue stewarding	22

Table 8 shows that the top 3 features that matter to respondents are:

- Friendliness of staff/standard of service (selected 150 times)
- Volume or type of music (selected 142 times)
- Availability of seating (selected 142 times)

Other factors cited included:

- Atmosphere (4)
- Type of customers (3)

- Outdoor smoking area
- Availability of food (2)
- Outdoor seating and heating
- Good beer (5)

- Price of drinks (3)
- Cleanliness

- Quality of drink(3)
- Live entertainment (2)
- Safe environment
- Availability of seating
- Where friends go (3)
- Not too crowded
- Good service
- Not too noisy

- Appropriate behaviour of others

The factors that respondents indicated were least important to them were:

Price of drinks (63)
Food (50)
Stewarding (43)
Music (19)
Other customers (13)
Seating (10)
Staff (8)
Washrooms / toilets (8)

Figure 27: Would you change your regular pub/club/bar if drinks were on special offer in a different pub/club/bar on your evening out?
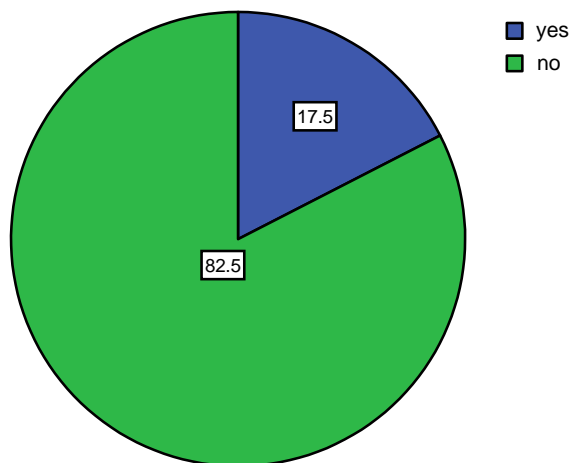
Figure 27 shows that the majority of respondents (approximately 83%) would not change their regular pub/club/bar if drinks were on special offer in another establishment. There is no significant difference in terms of gender. Younger respondents are more likely to change pub than older panellists (only 6.5% of over 65s as opposed to 31% of 25-34 year olds and 72% of 16-24 year olds).

Figure 28: How often do you purchase food (for example chips, kebabs, burgers) after you have left the last pub/club/bar
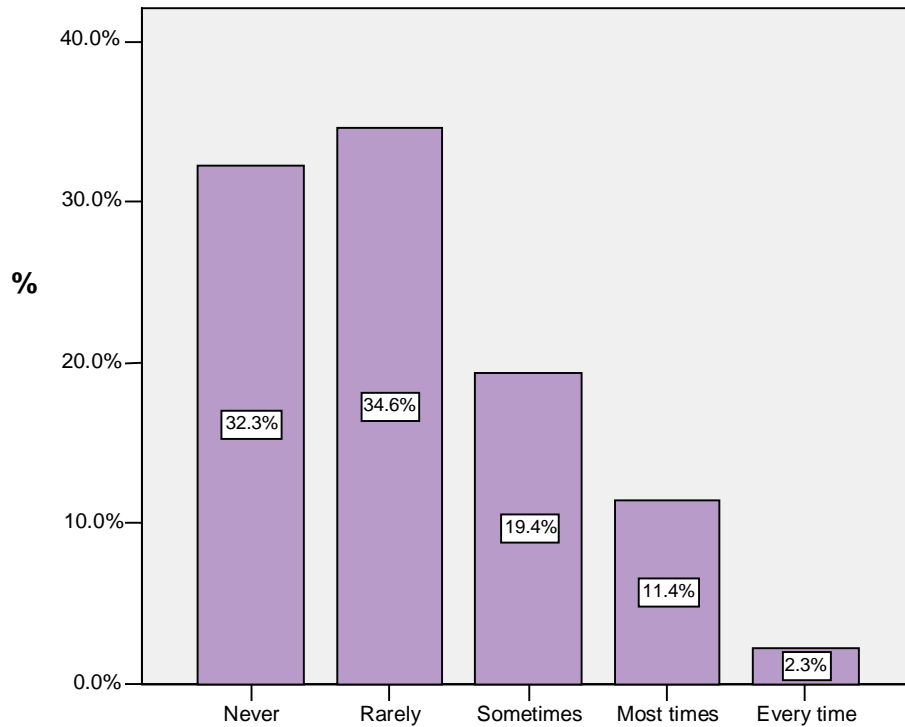
Figure 28 shows that 32% of respondents never purchase food at the end of their night out and a further 35% rarely purchase food. Approximately 19% of respondents purchase food sometimes with 11.4% purchasing food most times. Only 2% of respondents purchase food every time. Once again, younger panellists are more likely to buy food than older panellists.

Figure 29: When you travel home from the city centre in the evening, what type of transport do you normally use?
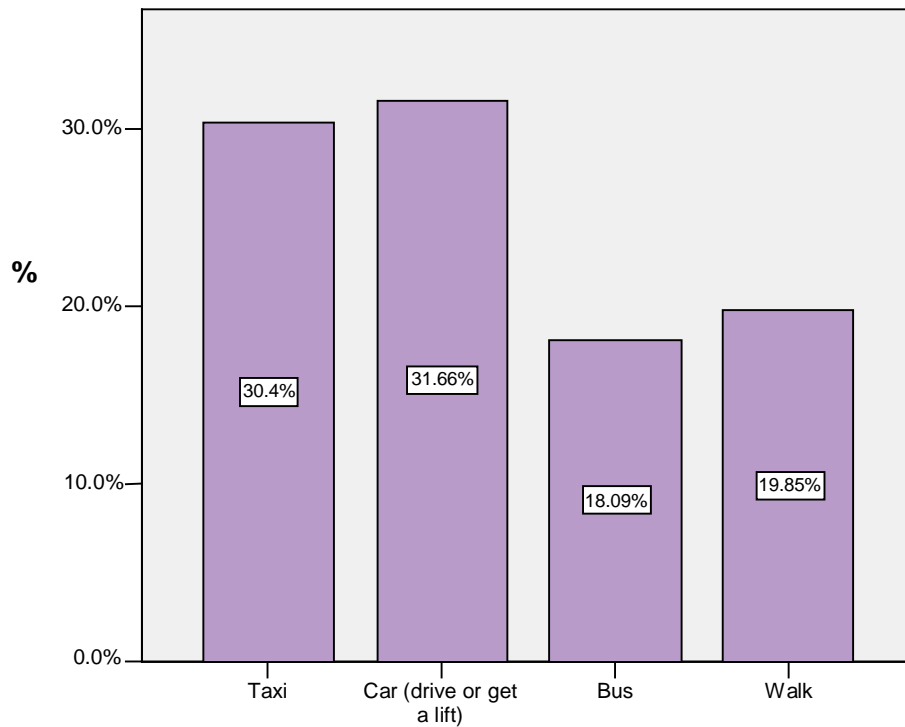
Figure 29 shows that the most frequently reported method of transport is car (drive or get a lift) selected by approximately 32% of respondents. The second most popular answer was taxi selected by approximately 30% of respondents. Approximately 20% of respondents walk while approximately 18% take a bus.

Figure 30: If you travel home by taxi, roughly how long do you normally have to wait?
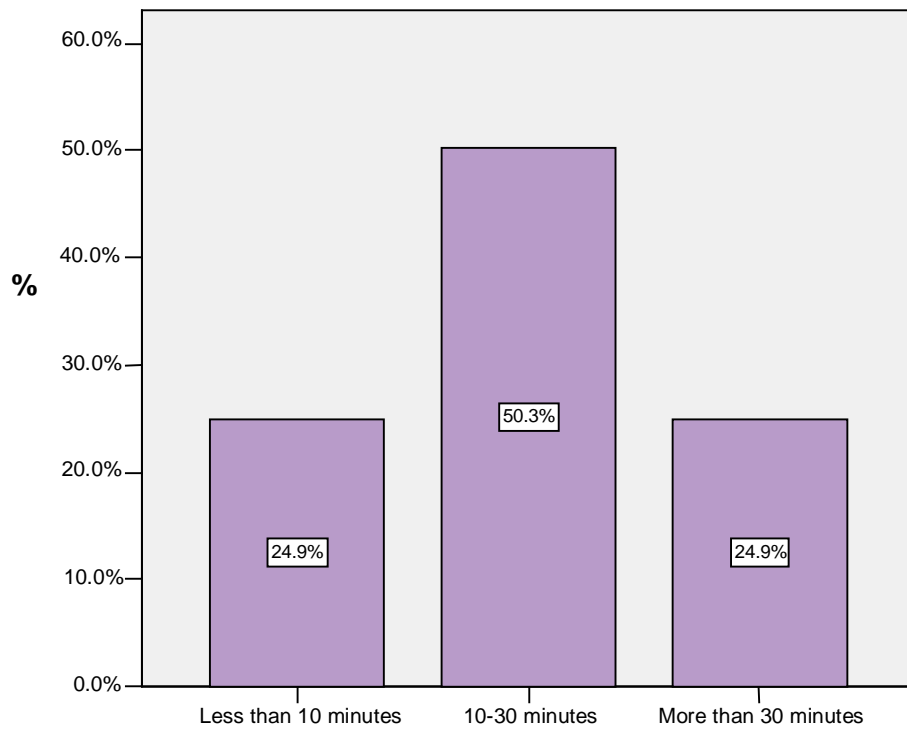
Figure 30 shows that approximately half of respondents have to wait between 10 and 30 minutes, approximately 25% have to wait under 10 minutes and approximately 25% have to wait more than 30 minutes.

Figure 31: Overall, on a scale of 1-10, how satisfied are you with the availability of night time transport in the city centre
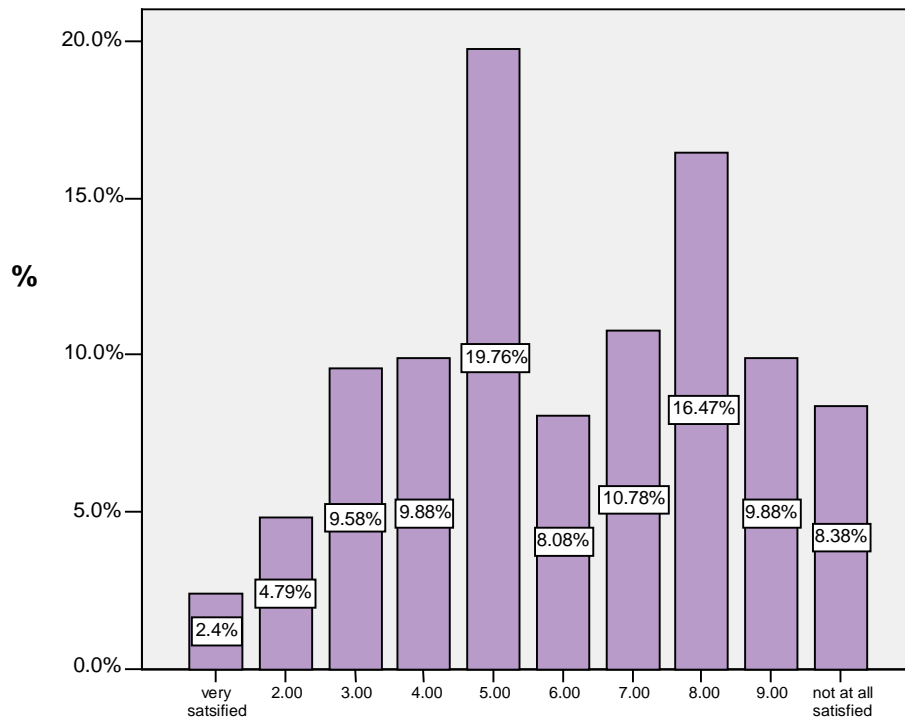
Figure 31 shows that overall, respondents were fairly dissatisfied with the availability of night time transport. The mean response on a scale of 1-10 (where 1 is very satisfied and 10 is not at all satisfied) was approximately 6.

Panellists were asked how they feel that their enjoyment of using the city centre in the evening could be improved. The responses are summarised below:

More visible police presence (95)
Less drunk people (42)
Better bus service (43)
Control anti-social behaviour (26)
Reducing aggressive behaviour (10)
Fewer pubs/clubs (15)
More taxis (26)
Licensed premises more responsible alcohol sales (18)
Ban alcohol promotions (10)
Reduce begging (10)
Greater diversity of outlets (restaurants, family places, cafes etc) (23)
Reduce litter (10)
Easier parking
More outdoor seating
More stewards (esp at taxi ranks) (10)
More toilets
Earlier closing of clubs (10)
Better lighting (4)
People not smoking in doorways (2)
Places with over 25 age limit (2)
Educate people about appropriate behaviour (2)
Better atmosphere in bars
Divide up Union Street
Staggered closing of bars.

Service Response

You indicated that 75% of you visit the city centre in the evening. For those of you who don't visit we understand that a major factor for this is that you don't feel safe there. Safety was also an issue raised by the frequenters. The information you have given us will assist in our focus as to how we can make the city centre safer for you.

As you are probably aware there has been a lot of publicity concerning antisocial behaviour and low cost drink promotions in clubs and bars. We asked you what mattered most when you chose a bar or pub. You told us that the type and volume of music were very important, as was the availability of seating. When it came to alcohol, you told us that price had very little bearing on your decision. This information will go someway to support a proposal for a minimum pricing policy in licensed premises in Aberdeen, which will in turn help reduce drinking to excess and antisocial behaviour.

We also wanted information as to how you got home after a night out. 50% of you said that you either got a taxi or a bus home. We asked how satisfied you were with the availability of night time transport. Over 70% of users said that they were less than happy.

These answers will help us to identify which aspects of the night time economy matter most to you and how they can be improved. Initiatives are already in hand which will address some of the issues what you raised. It is hoped that the begging boxes that were installed in the Union Street area will reduce the problem of begging. We will continue with taxi marshals at ranks and will be changing the position of night taxi ranks. This will make the journey home for you safer and faster. Training of bar staff is also an ongoing programme to encourage responsible drinking and lessen the health effects of alcohol.

The citizen's panel has allowed us the opportunity to gain important feedback regarding the night time economy. Your views will assist the decisions regarding the development of Aberdeen, so that it becomes a cleaner, safer and more vibrant place to be in the evenings.

Grampian Police also found these results useful and added the following comments.

In many respects the answers for our questions vindicate the current policing priorities within the city centre; i.e. an increase in staff, high visibility patrols, closer co-operation with our partners, especially Aberdeen City Council. They also show that the public's perception of crime can sometimes differ from the levels of recorded crime and this discrepancy is something that we continually strive to redress.

Now that our City Centre Unit has been expanded our intention would be to try and make these sort of questions an annual event which will provide us with a barometer against which we can gauge the public's general perceptions of the success or otherwise of our efforts.

For the moment, however, these results will enable us to continue to target our resources as effectively as possible. Moreover, they will also form useful Appendices for future funding applications, beginning with several that will be submitted in the run up to Christmas 2007.

Arts, Heritage and Sport

Library & Information Services

Aberdeen City Council Library & Information Services operate the city centre Central Library, seventeen branch libraries throughout the city, a mobile library and the Home Service to citizens who are housebound.

Your answers to the following questions will help us understand why people use libraries and identify possible reasons for people not using libraries. The information will be used to help develop future library services to ensure the service meets community needs, and will contribute to a wider community survey due to be undertaken.

Figure 32: Have you used any of the above libraries in the last 12 months?
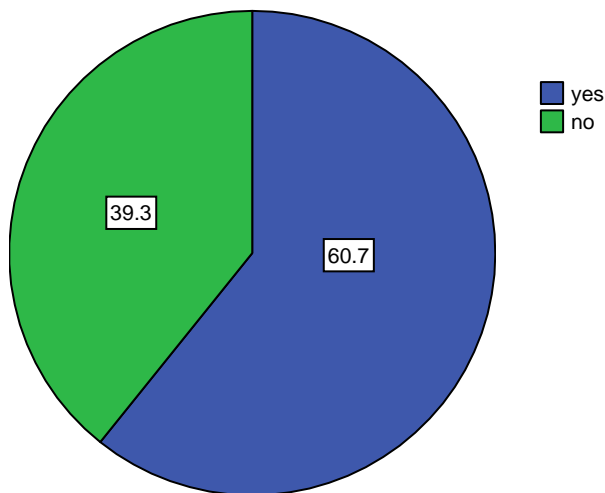
Figure 32 shows that approximately 61% of respondents have used the City's libraries in the last 12 months. There was no significant difference in terms of gender or area but when broken down by age, it was found that 25% of 16-24 year olds had used the library in the last 12 months compared with 60% of 25-34 year olds, 57% of 35-54 year olds, 64% of 55-64 year olds and 67% of the over 65s.

Table 9: If YES, which one(s).

	yes
	number
Central Library	210
Airyhall	77
Bridge of Don	30
Bucksburn	15
Cornhill	14
Cove	13
Culter	
Cults	18
Dyce	23
Ferryhill	42
Kaimhill	
Kincorth	13
Linksfield	
Mastrick	
Northfield	10
Tillydrone	8
Torry	
Woodside	15
Home Service	
Mobile Library	

Table 9 shows that 210 panellists have used the Central library in the last 12 months, 77 have used Airyhall library and 42 have used Ferryhill library.

Table 10: Which of the following services did you use on your visits?

	yes
	number
Book borrowing	266
Multi-media borrowing (CDs, DVDs, Language Courses, Toys)	98
Internet access PCs	82
Newspapers and magazines	92
Reference and Information resources	170
Local history resources	61
View an exhibition	49
Computer class or taster session	20
Children's activities	26
Author talk, book or poetry group, writing session	

Table 10 shows that the most commonly used services were:

- Book borrowing (266)
- Reference and information resource (170)
- Multi-media borrowing (98)
- Newspapers and Magazines (92)

Other facilities that panellists mentioned were:

- Using the photocopier (15)
- Access to leisure (5)
- Buying books (2)
- Adult learners week
- Internet use
- Delivering community newsletters
- Inter library loan
- Talking books
- Fax
- Looking for a job
- Getting specialist books
- Finding out about clubs
- Café

Table 11: If you answered NO to Question 1, why do you not use libraries?

	yes
	number
Unaware of opening hours	23
Don't know where they are	5
Look of the library	4
Choice of books	16
Choice of multi-media stock	

Table 11 shows that 23 panellists were unaware of opening hours, 16 did not use the library because of the choice of books, 5 did not know where they were and 4 cited the look of the library as the reason that they did not use them.

Other reasons given were:

- Would rather buy a book or music (47)
- Use internet at home (17)
- Insufficient time (17)
- No need to use (15)
- Have own books at home (14)
- Do not read a lot (9)
- Reduced opening hours (6)
- Use university library (6)
- Borrow books from friends (5)
- No reason in particular (5)
- Lifestyle change (4)
- Age/health reasons (3)
- Use facilities elsewhere (2)
- Other hobbies (2)
- Difficulty parking (2)
- Not enough new books (2)
- Prefer paperbacks
- Not convenient to go to libraries
- Do not feel welcomed
- Too expensive to borrow CDs
- Too many fiction books
- Never use the library
- Do not finish books on time and so incur fines

Table 12: Lending services

	yes
	number
Fiction and factual books	539
Books on CD and cassette	494
Books in other languages (at Central Library and certain branches)	279
DVDs, CDs, Videos	492
Language courses	136
Toys (at Kincorth, Mastrick and Tillydrone branch libraries)	116
Arts Equipment items e.g. digital video & still cameras, laptops, projectors	160

Table 12 shows that the lending services that panellists are most aware of are:

- Fiction and factual books (539 panellists)
- Books on CD and cassette (494)
- DVDs, CDs, Videos (492 panellists)

Table 13: Information Services

	yes
	number
Careers information	199
University and college prospectuses	206
Community information	306
Scottish parliament partner library	80
Encyclopaedias, directories and dictionaries	386
Electronic databases	172
Company and Product information	101
Oil and Gas Collection	83
ABCOM – historical record of Aberdeen companies	52
British & American Standards	64
Consumer support network	46
Intellectual property – patents, trademarks etc	53
European Information Centre	66
Local historical books and publications	344
Family history resources	193
Local authority minutes and plans	227
Electoral and valuation rolls	314
Local newspapers and periodicals	427
Historic news cutting file	167
Local Maps	301
Local photographs	229

Table 13 shows that the information services that panellists were most aware of are:

- Local newspapers and periodicals (427)
- Encyclopaedias, Directories and Dictionaries (386)
- Local historical books and publications (344)

Table 14: Other services

	yes
	number
Visits and talks to groups	138
Local and National newspapers	383
Periodicals and Journals	332
Photocopying	419
Fax	176
Inter Library loan scheme	219
Author/storytelling visits	201
Book groups	94
Writing workshops	57
Group visits/talks	84
Children's story time sessions	210
Book Start for babies	78
Rhyme Time for under twos	34
Book crawl for pre-school children	30
Children's craft activities	52
Children's Reading club	63
Class and nursery visits	80
Taster Sessions (on computer use, research and how to use resources)	84
Aberdeen College computer classes	108
Online access to electronic databases	144
Online access to library catalogue	162

Table 14 shows that the other services that panellists were most aware of are:

- Photocopying (419)
- Local and National newspapers (383)
- Periodicals and Journals (332)

Service Response

It is encouraging that 60.7% of the panel respondents had used library & information services in the last 12 months. However interestingly there were no respondents who had used Culter, Kaimhill, Linksfield, Mastrick or Torry branch libraries. The breakdown by age group shows that we need to do more address the 16-24 age group by engaging with them using the Youth information Service, Youth Assembly and other agencies to develop services more suited to their needs.

It was interesting that book lending is still one of our best used services even though a number of panellists said that they would rather buy their own books. The report shows that while there is some awareness of library services we still need to do more to promote the full range of what we provide.

The results of the City Voice questionnaire are extremely useful for the Library & Information Services Team who will use these in service planning and development. They will also be used to inform future surveys and community consultations which will be undertaken by our Library & Information Continuous Improvement Group.

The Green Townscape

In October 2006, Aberdeen City Council was awarded money from the Heritage Lottery Fund to develop The Green Townscape Heritage Initiative. This initiative offers grant funding to property owners to tackle the problems of neglected buildings and other social and economic needs in specific conservation areas.

In Aberdeen, The Green Townscape Heritage Initiative covers the area between Union Street and the Station, and east-west from Ship Row to Bridge Street, which includes the Adelphi, The Green and Market Street. To gain further funding, we need to consult with the public on our proposals for the area. As well as asking the following questions, we will be holding public consultation events in and around The Green over the summer. The results will help us understand what the public thinks about the wider Green area, and therefore plan for the future.

Figure 33: Do you know where The Green is?
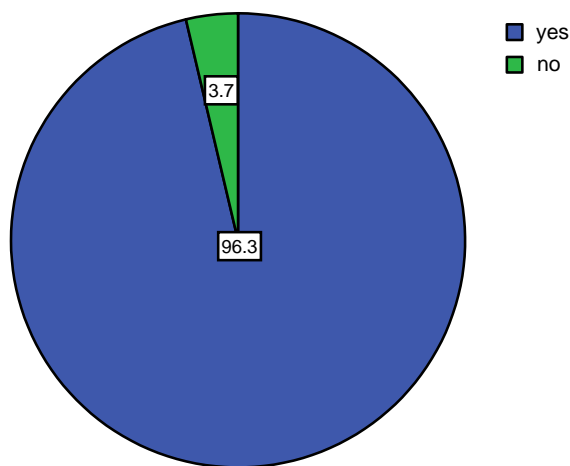
Figure 33 shows that approximately 96% of respondents know where The Green is.

Figure 34: If YES, do you visit The Green or just pass through it?
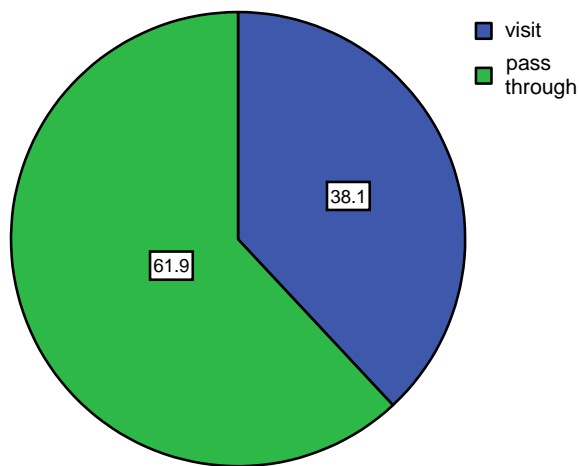
Figure 34 shows that approximately 62% of respondent's pass through The Green as opposed to 38% who visit The Green.

Figure 35: How often do you go?
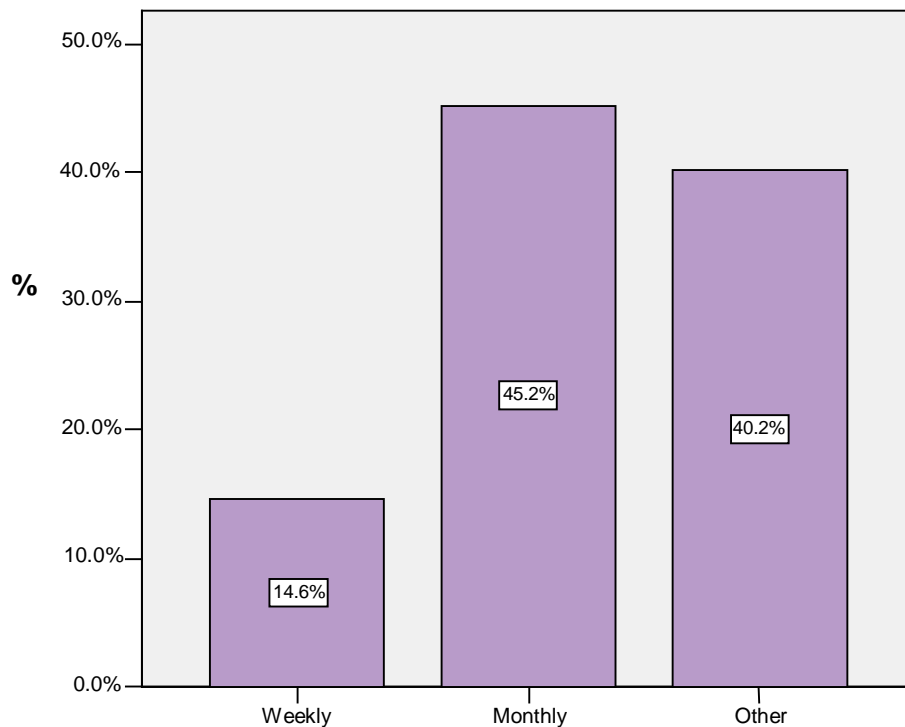
Figure 35 shows that approximately 45% of respondents visit The Green monthly, while approximately 15% visit The Green weekly. 40% of panellists who responded to this question selected 'other'.

Other responses included:

- Occasionally (65)

- Rarely (64)
- 1-2 times p.a.(20)

- When necessary - e.g. going to station (12)

- Once every 3 months (11)
- Yearly (9)

- To visit restaurants   (8)
- 2-3 times per year (8)
- Never (7)
- Every few months   (6)
- Less than monthly   (4)
- Every 6 months (4)
- Every 2-3 months   (4)
- To go to Borderline
- To purchase plants (3)
- 3-4 times per year   (3)
- A few times a year   (3)

- Bi-monthly (2)
- 5/6 times per year (2)
- Christmas shopping (2)
- Less than once a year (2)
- Have not been for years
- Random visits
- To go to the market
- Every 6 weeks
- When on nights out
- About 4-5 times a year
- Twice a month

Table 15: What time(s) of the day do you go?

	Number
Morning	265
Afternoon	308
Evening	128

Table 15 shows that 308 panellists visit The Green in the afternoon, 265 visit The Green in the morning and 128 visit The Green in the evening.

Figure 36: What is the main reason for your visit?
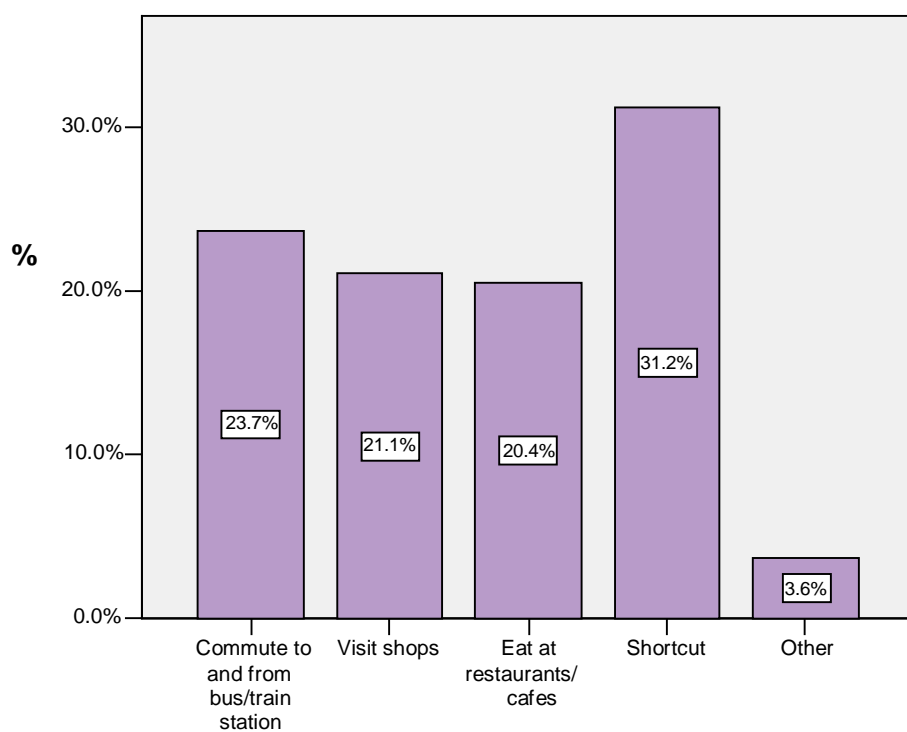
Figure 36 shows that the main reasons cited were:

- Shortcut (31%)
- Commute to and from bus/train station (24%)

- Visit shops (21%)
- Eat at restaurants (20%)

Figure 37: Do you know where the Adelphi is?
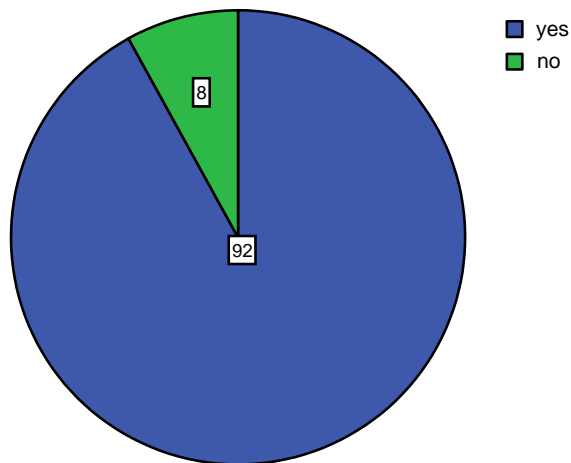
Figure 37 shows that 92% of respondents know where the Adelphi is.

Figure 38: If YES, do you visit the Adelphi or pass through it?
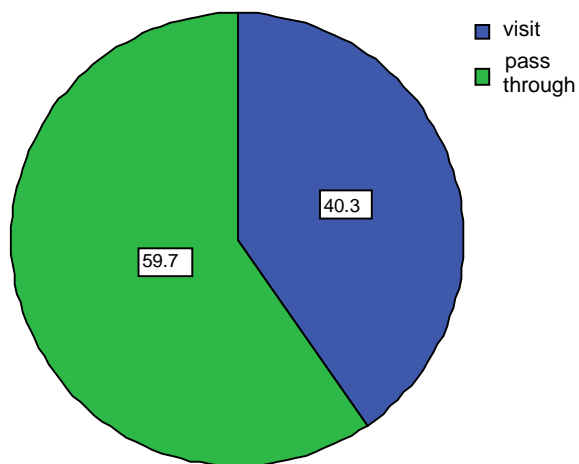
Figure 38 shows that approximately 60% of respondent's pass through the Adelphi as opposed to 40% who visit it.

Figure 39: How often do you go?
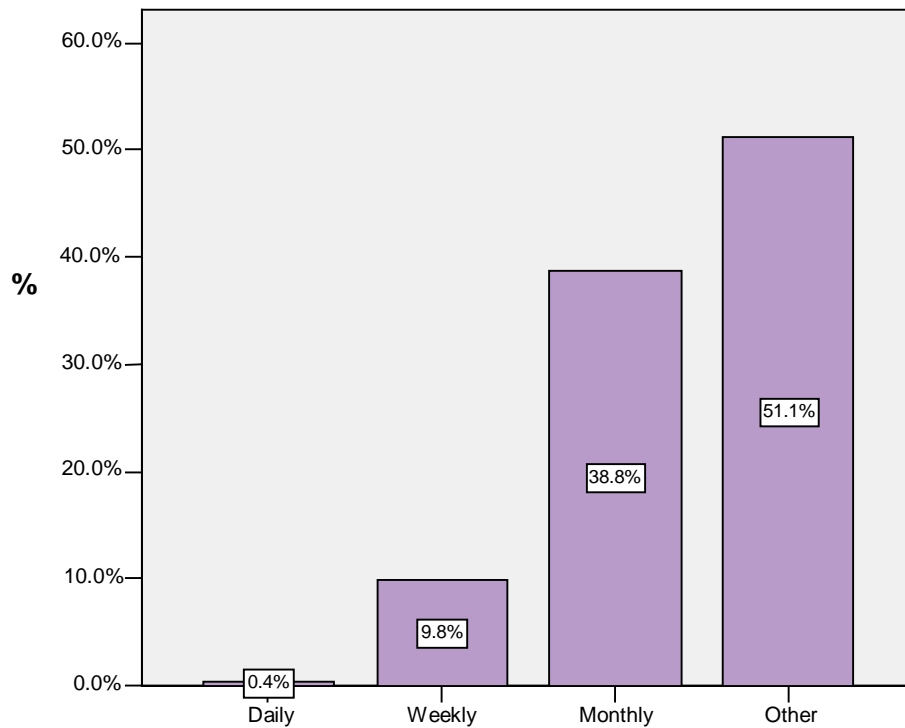
Figure 39 shows that approximately 39% of respondents visit the Adelphi monthly, approximately 10% visit the Adelphi weekly.

Other responses included:

- Rarely (70)
- Occasionally (50)
- Never (34)
- 1-2 times per year (21)
- Yearly (15)
- Been once (7)
- 3-4 times per year (6)
- Every 2-3 months (8)
- 2-3 times per year (6)

- Varies (3)
- When necessary (3)
- Once every 2 years (2)
- Not been for years (2)

Table 16: What time(s) of the day do you go?

	yes
	number
Morning	143
Afternoon	197
Evening	96

Table 2 shows that 197 panellists go to the Adelphi in the afternoon, 143 go in the morning and 96 go to the Adelphi in the evening.

Figure 40: What is the main reason for your visit?
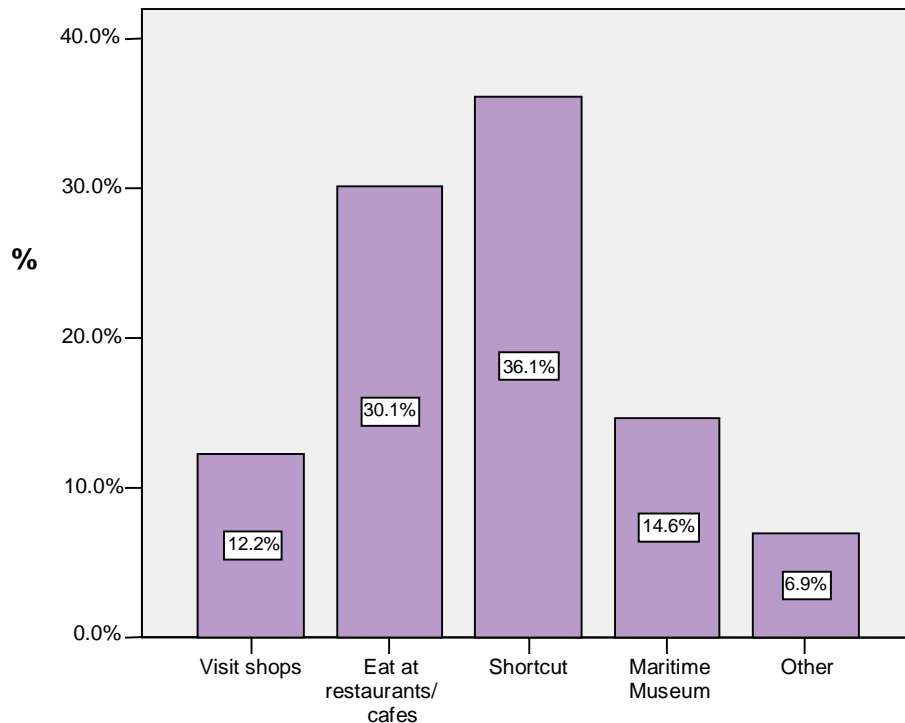
Figure 40 shows that the main reasons for attending are:

- Shortcut (36%)
- Eat at restaurants/cafes (30%)

- Visiting the maritime museum (15%)
- Visit shops (12%)

Imagine you are a visitor arriving in Aberdeen at the bus or railway station. You are going to walk from the station to Union Street and beyond. What do you like and dislike about going via the following routes?

Panellists were asked what they like about travelling from Market Street. Panellists mentioned:

- Direct route to Union Street
- Harbour view
- Old buildings
- Wide open Street
- Harbour
- Shops
- Hub of activity
- Pedestrian crossings
- Hotels
- Aberdeen Market
- Non-threatening/safe
- Bars
- Casino
- Short street
- Straight road
- Shortcut
- Not steep
- Buses
- Cafes
- Taxi ranks
- Shiprow
- Not far from train station
- Impressive office buildings

Panellists were asked what they dislike about travelling from Market Street. Panellists mentioned:

- Dirty- litter, smell, fast food outlets etc
- Scruffy- buildings need cleaned etc
- 'Run Down'- empty units etc
- Poor ambience- threatening atmosphere at night
- Traffic Congestion
- 'Rough' pubs
- Access difficulties- steep hill, lack of pedestrian crossings

- Poor choice of shops
- Drunk people and other 'undesirables'
- Traffic Fumes / Pollution
- Long way to get to Union St.
- Aberdeen market
- Pavements in poor condition
- Does not make a good first impression of Aberdeen

Panellists were asked what they like about travelling from The Green. Panellists mentioned:

- Good restaurants and cafes
- Quality of businesses
- Can look attractive- e.g. buildings
- Sheltered from bustle of Union St.
- Pedestrianised
- Pleasant Atmosphere
- Good pubs
- Historical area
- Short cut to Union Street, train station etc
- Cobbled area
- Clean and bright
- Nice mix of shops and flats
- Plants
- Outdoor seating area
- Quiet
- Quaint/ has character
- Stalls
- Interesting Shops

Panellists were asked what they dislike about travelling from the Green Panellists mentioned:

- Litter
- Smelly
- Stairs to Union Street
- Unattractive
- Not a direct route to Union Street
- Poor sign-posting
- Appearance of the backs of other shops, market etc
- Poor ambience
- Feel unsafe there (especially at night)
- Drunk people and other 'undesirables'
- Exposed to bad weather
- Seagulls
- Not well lit
- Empty run down premises
- Narrow pavements

- Too quiet

Panellists were asked what they like about travelling from Bridge Street. Panellists mentioned:

- Restaurants
- Plenty of buses
- Quick and direct route to Union Street

- Nice shops
- Crossing bridge
- Variety of businesses
- Open street
- Well lit
- Well sign-posted
- Pedestrian crossings
- Good for parking
- Views
- Nice buildings
- Access to Trinity Centre
- Union bridge
- Not too steep
- Busy area
- Easy to get to
- Safer than Market Street

Panellists were asked what they dislike about travelling from Bridge Street. Panellists mentioned:

- Area is dirty/scruffy
- A lot of buildings are run down
- Heavy traffic
- Seagulls
- Traffic system is confusing
- Amusement Arcades
- Area feels unsafe
- Litter
- Noisy
- Adult clubs and shops
- Indirect route to Union Street for visitors
- Too many take-aways
- People begging
- Drunk people

- Chewing gum on the pavements
- Crossings are confusing
- No green areas
- Nothing to attract people to the area

Panellists were asked what they dislike about travelling from the Trinity Centre. Panellists mentioned:

- Direct route to train/bus station
- Short Cut to Union Street
- Good selection of shops
- Eating areas
- Toilets
- Clean
- Enclosed
- Close to train/bus station
- Bright
- View of harbour/union street
- Convenient for other shopping areas
- Close to bus routes
- Spacious walkway
- Well lit
- Safe to walk through

Panellists were asked what they dislike about travelling from the Trinity Centre. Panellists mentioned:

- Steep stairs (many mention adding in an escalator)
- Crowded
- People begging
- Poor choice of shops
- Stalls
- Entrance is unsafe at the station end
- Insufficient parking
- No good restaurants
- Narrow entry
- Dirty
- Busy exit to Union Street

Panellists were asked how Market Street could be improved. The responses are summarised below:

- Keep buildings clean and tidy-(62)
- Clean up whole area (36)
- Attract more/better shops (22)
- Better sign-posting (15)
- Put flowers/greenery on street (15)
- Pedestrianise (10)
- Better pavements (9)
- Covered walkway(9)
- Regenerate whole area (8)
- Better lighting(8)
- Redesign market entrance (6)
- Improve crossings (6)
- Get rid of 'seedy' bars (6)
- Stop people 'hanging around' (5)
- Improve market (5)
- More police (4)
- Get rid of market (3)
- Revamp Tivoli (3)
- Shuttle bus service (3)
- Pedestrian crossing at bottom of market street (3)
- Improve bus station (3)
- Cull seagulls (3)
- Stop drivers jumping lights
- Serve repair notices on neglected buildings
- Information board and map
- Upgrade side roads
- Provide more bins
- Relocate fish houses
- Regenerate Torry
- Traffic calming
- Tram line
- Hold street events
- Seating areas
- More cafes
- Invest in area
- Return to 2 way traffic
- More CCTV

- Improve traffic lights

Panellists were asked how The Green could be improved. The results are summarised below:

- Add more flowers/greenery (22)
- Better lighting (15)
- Sign-posting (13)
- Moving escalator to union street (10)
- Clean up the stairs (10)
- More shops (11)
- Clean area (11)
- Clean buildings (11)
- Better access (8)
- Pedestrianise (7)
- More regular markets (7)
- Attract businesses (7)
- Get rid of market (6)
- Regenerate (6)
- Public seating (5)
- Stop people begging (5)
- More cafes (5)
- More police patrols (4)
- Improve pavements (4)
- Create a continental feeling (3)
- Cover over with a canopy (3)
- Police presence (3)
- More colour (e.g. paint on window frames) (3)
- Covered walkway (2)
- Renovate buildings (2)
- More public events (2)
- Improve safety (2)
- Information about history (2)
- Investment (2)
- Repair roads (2)
- More restaurants (2)
- More terraces
- Rear façade of market needs improved
- Improve disabled access
- Map/information board
- Public toilets
- Light the stairs

- Improve Guild Street
- Don't charge for outside tables
- Get rid of 'dodgy' pubs

Panellists were asked how Bridge Street could be improved. The responses are summarised below:

- Clean buildings (58)
- Clean whole area (17)
- Fill vacant premises (14)
- Floral displays (12)
- Sign-posting (11)
- Attract better shops (8)
- Get rid of/conceal of sex shop (7)
- Regenerate area (7)
- Reduce traffic (6)
- Redevelop lower end of street (6)
- Pedestrianise (5)
- Better crossings (5)
- Open more shops (5)
- Better lighting (4)
- close fast food shops (4)
- Widen pavements (3)
- Move on beggars (3)
- Get rid of 'dodgy' pubs (3)
- Shop fronts (3)
- Redevelop lower end of the street (2)
- More police on duty (2)
- Improve bridge (2)
- Flyover (2)
- Reduce number of bus stops (2)
- Covered walkway (2)
- Get rid of strip club (2)
- Escalator across Bridge Street (2)

Panellists were asked how the Trinity Centre could be improved. The responses are summarised below:

- Install Escalator instead/ as well as stairs at back entrance (41)
- improve access from the station to the centre (10)
- Remove beggars (9)
- Install a lift for people who cannot manage stairs (8)
- Improve sign-posting (8)
- Improve cleanliness (7)
- Walkway (6)
- Remove stalls (5)
- Total refurbishment (5)
- Improve underpass (5)
- Improve lighting (5)
- Add feature such as flowers/fountains (3)
- Better shops (3)
- Change the floor (2)
- Later opening times (2)
- Improve look of back entrance (2)
- Tidy up buildings (2)
- Overhead link (2)
- Improve safety (2)
- More police patrols (2)
- Improve layout
- Better decoration

Figure 41: Do you go to Aberdeen Indoor Market?
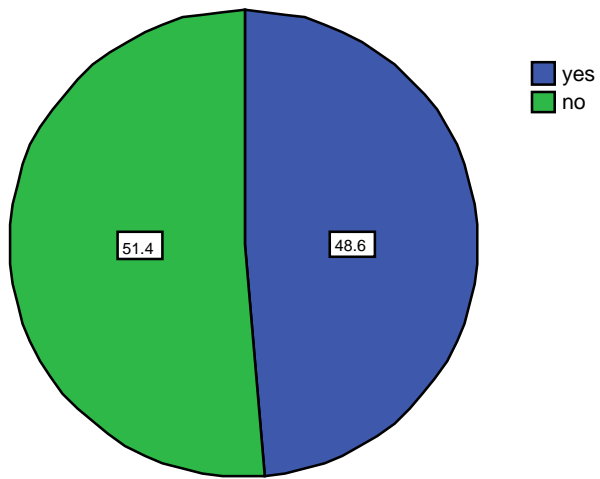
Figure 41 shows that approximately 49% of panellists do go to Aberdeen Market whilst 51% do not.

Figure 42: If YES, how often do you go?

Figure 42 shows that approximately 73% of panellists attend the market occasionally compared with 14% who go weekly and 13% monthly.
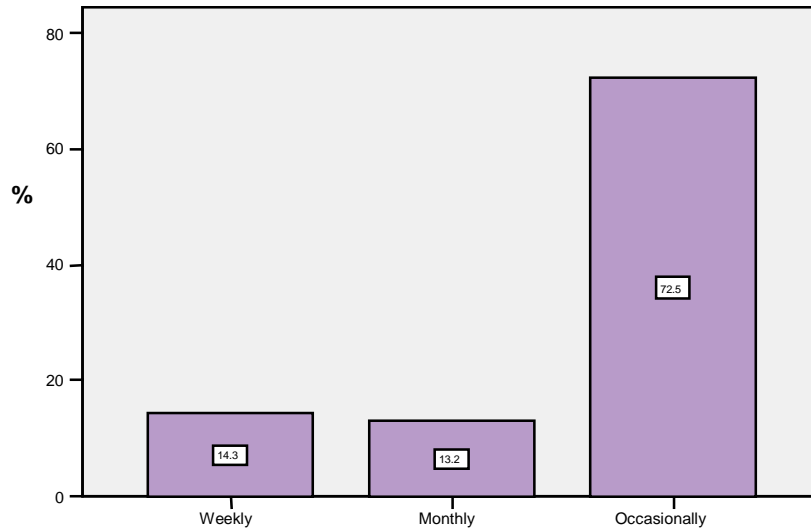
Panellists were asked what there favourite buildings in the wider area are. The results are summarised below.

- Tivoli (63)
- Marischall College (39)
- Maritime Museum (37)
- Town House (26)
- Buildings in the Green (16)
- Station Hotel (16)
- Citadel (17)
- St Nicholas Church (15)
- Trinity Centre (14)
- Carmelite (14)
- Music Hall (10)
- Douglas Hotel (9)
- HMT (9)
- Library (6)
- Adelphi (6)
- Bon Accord Centre (6)
- Labour Exchange (5)
- Railway station (5)
- Tiffany Hair dresser (4)
- Casino (4)
- Clydesdale bank (3)

Panellists were asked to indicate their least favourite buildings. The results are summarised below.

- Indoor Market (111)
- Bus Station (45)
- St Nicholas House (23)
- Railway station (12)
- Council Building (12)
- Atholl House (8)
- Tivoli (8)
- Adelphi (6)
- BHS (6)
- Schooner pub(5)
- What Everyone Wants (4)
- Travel Lodge (4)
- John Lewis (3)
- Metro (3)
- HMT extension (3)
- Triple Kirks (2)
- St Magnus House (2)

Figure 43: Are there any improvements that could be made to the (wider) Green area that would encourage you to use the area more?
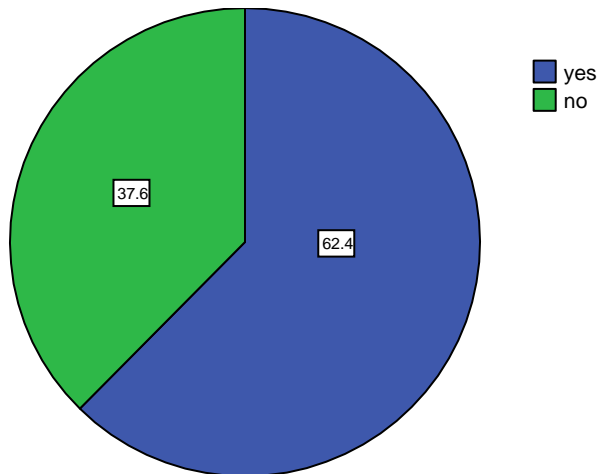
Figure 43 shows that approximately 62% of respondents believe that there are improvements that can be made to the wider Green area that would encourage them to use the area more. Panellists were asked what improvements could be made to the wider Green area to make them more likely to visit. The results are summarised below:

- Encourage retail development (esp. independent shops)(30)
- Street markets (24)
- Improve access to the area (18)
- Clean whole area (15)
- More cafes (15)
- More green areas/flowers etc (15)
- Clean buildings (14)
- Pedestrianise area (13)
- Better lighting (12)
- More restaurants (10)
- Knock down market (9)
- Encourage café culture in green (9)
- Regenerate whole area (8)
- Close undesirable pubs/clubs (8)
- Awnings and covered areas (8)
- Outdoor eating/drinking places (7)
- Remove beggars (5)
- Make it safer and more welcoming (5)
- Sign-posting (5)
- Escalator instead of stairs (5)

- Live entertainment (4)
- Better policing (4)
- Open Tivoli (3)
- More pedestrian friendly (3)
- Better parking (3)
- More visitor attractions (2)
- Improve area under bridge (2)
- Less traffic (2)
- CCTV (2)
- Public seating areas (2)
- Improve outside of market (2)
- Arts community area
- More events
- Recreational centre
- Better pubs
- Upgrade Adelphi area
- Affordable flats
- Office space
- Historic information
- Art galleries
- Clean the streets

Panellists were asked what the advantages were of living in the wider Green area. The results are summarised below:

- Good for shopping (130)
- Central (88)
- Good transport links (55)
- Good for restaurants (16)
- Facilities (15)
- Quiet (5)
- Historical (8)
- No need for a car (8)
- Good for socialising (7)
- Less travel to work (6)
- Walking distance to most central places (6)
- Close to beach (2)
- Plenty of character
- Good communications infrastructure
- Beautiful part of the city
- Good for young people to live
- Near the harbour
- Near the sea
- Urban culture
- Atmosphere
- Attractive buildings
- Handy for visitors to get to
- Good mix of buildings

Panellists were asked what the disadvantages were of living in the wider Green area are. The results are summarised below:

- Noisy (181)
- Parking problems (90)
- Drunk people/drinkers (50)
- too close to pubs/clubs (48)
- Traffic (35)
- Litter (25)
- Dirty/messy (21)
- Safety concerns (21)
- Lack of green space (17)
- Pollution (13)
- Beggars (9)
- Anti-social behaviour/disorder (8)
- Garden (8)
- Poor vehicle access (7)
- Drab/run down (7)
- Drugs (6)
- Schools/schooling (5)
- Seedy (5)
- Seagulls (5)
- Prostitutes (5)
- Expensive (4)
- Nowhere for children to play (4)
- Undesirable people (3)
- Too crowded (3)
- Unsavoury reputation (2)
- Threatening behaviour (2)
- Lack of food shops (2)
- Congestion (2)
- Stairs to union street (2)
- Poor resale opportunities

Service Response

Much of the feedback confirms our ideas about the area. For example, we were not surprised to find out that most of the respondents knew where the Green and the Adelphi were, but only went through these areas as shortcuts to other destinations, rather than the Green and the Adelphi being destinations in their own right. People chose not to go to either destination very often, the majority of people pass through these areas. Those that do go, go for the restaurants with a smaller percentage going for shops.

The views/perceptions of the different routes through the area were also expected, although for every negative aspect, there was a positive aspect, leading us to conclude that people generally saw the potential in these areas (Market Street, Bridge Street, the Green etc) but other issues such as litter, types of uses, traffic issues public health issues severely affected the perception of these routes. There was a clear contrast between how these areas are during the day and night, with may people finding these areas unsafe at night time.

It was interesting to see that there was almost a 50/50 split between people who did and people who did not go to the indoor market, but that the market building was by far, the least favourite building in the area. It was not surprising that the Tivoli Theatre was the building, which most people preferred.

The results of the questionnaire help us to understand what the public thinks about the wider green area. The results of the City Voice questionnaire, along with feedback gathered at two other public consultation events will be sent to the Heritage Lottery Fund (HLF) as part of the Council's bid to the HLF for funding to run a Townscape Heritage Initiative. The feedback has also helped shape the bid and target certain buildings and areas for grant assistance.

Sports and Physical Activity in Aberdeen

Aberdeen City Council is looking at what sports and physical activities the residents of Aberdeen participate in, which facilities they use, what experiences they have at these facilities and what barriers to participation in sport and physical activity people encounter.

The questions below include some general questions on your sporting and physical activities. There are also questions that relate specifically to sports centres for those of you that use the City's Council-run and private sports facilities.

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

Figure 44: How would you best describe your level of physical activity?
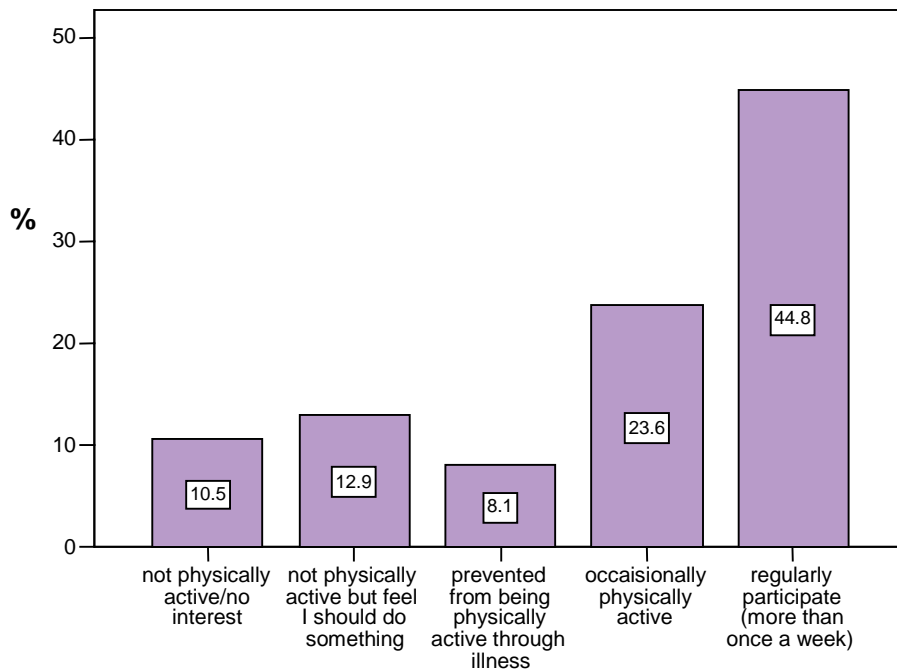
Figure 44 shows that approximately 45% of respondents regularly participate in physical activity and a further 24% are occasionally physically active. Approximately 13% are not physically active but feel that they should do something, 10.5% are not physically active/show no interest and approximately 8% are prevented from being physically active through illness.

Reasons given for not being physically active were:

- Due to age (16)
- Do a lot of walking (8)
- Just not interested (5)
- Due to disability (5)
- Participate in activities such as gardening (5)
- Time restraints (4)
- Due to illness-(3)
- Work long hours (3)
- Find it boring
- No local facilities
- Physical job
- Prefer to socialise
- Not interested in mass sports

For panellists who answered that they are not physically active but feel that they should do something, responses were:

- Lack of time (14)
- Prices (10)
- Work commitments (9)
- Not motivated/lazy (8)
- Age (7)
- Health problems (5)
- Children (4)
- Not aware of options available (4)
- No local facilities (3)
- Dislike gyms (2)
- Do not enjoy it (2)
- Family circumstances (2)
- Indolence
- Embarrassment
- Prefer to do other things
- Not a lot of choice for over 50s
- Lack of transport
- No partner for partner sports
- No classes available in the evening
- Afraid to start
- Lifestyle

Panellists who are not physically active due to health problems cited the following factors that would encourage them to participate. These were:

- Health needs to improve to be able to participate (14)
- More local facilities (4)
- More low intensity classes for people with a disability (3)

- Lower costs (2)
- Non chlorinated pool(2)
- More time (2)
- Safer/quiet places to walk(2)
- Members of staff who can give advice (2)
- Can only go walking
- More help from able-bodied people
- No interest
- Too old to participate
- Having access to a car
- Transport for disabled people
- Classes for older people (esp. yoga and Pilate's)

Table 17: What type of physical activities do you participate in?

	yes
	number
None	36
Aerobics and other exercise classes	60
Athletics	
Badminton	26
Bowling	58
Boxing	
Climbing (both indoor and outdoor)	10
Curling	
Cycling	103
Football	26
Gardening	264
Golf	91
Gym (health and fitness)	106
Hockey	3
Horse – riding/show jumping	8
Household chores	266
Ice skating	11
r) Martial Arts	8
Rugby	
Running	48
Skiing and/or snowboarding	29
Squash	6
Swimming	180
Tennis	30
Walking	399

Table 17 shows that the physical activities that most panellists participated in were:

- Walking (399)
- Household chores (266)
- Gardening (264)
- Swimming (180)

Table 18: How do you usually find out about sports facilities in Aberdeen?

	yes
	number
Enquire in person at facility	205
Local television/radio advertising	54
Local newspapers	224
Libraries and other Council information points	98
Telephone directories	87
Internet	137
Family/colleagues/friends	243

Table 18 shows that the most common way for respondents to find out about sports facilities in Aberdeen is through family/friends/colleagues (243). The second most common way is through the local newspapers (224) while 205 respondents enquire in person at a facility.

Panellists were asked how the sports facilities could be marketed better. The responses are summarised below:

- Advertise in the local paper (34)
- Information directory delivered to each home (21)
- Advertising in schools (15)
- TV adverts (13)
- Advertising in general (12)
- Information on the internet (11)
- Libraries (11)
- Reduced entrance fees (10)
- Leaflets/newsletters (10)
- Open days (8)
- Offer special promotions (7)
- Free newspapers (6)
- Advertise family activities (5)
- Posters (5)
- Billboards (4)
- Beginners classes (4)
- Community centres (4)

- Use NHS (e.g. hospitals and doctors) (3)
- Make them more accessible (3)
- More comprehensive information in leaflets (3)
- Posters in buses (2)
- Taster sessions (2)
- Community notice boards (2)
- Signs outside centres (2)
- Advertise in shops (2)
- Advertise in parks (2)
- Email updates (2)
- Radio (2)
- Target leaflets to sport clubs
- Target specific age groups
- Tourist media
- Events
- Posters in bus shelters
- Info on lamposts
- Ads in phone boxes
- Season tickets
- Advertise in the phone book
- Community newsletters
- Cinema ads
- Ads in workplaces
- Provide more information about facilities, whether there are trainers available etc
- Stall in Bon Accord centre
- Target localities
- Churches

Figure 45: Cost of activities/facilities
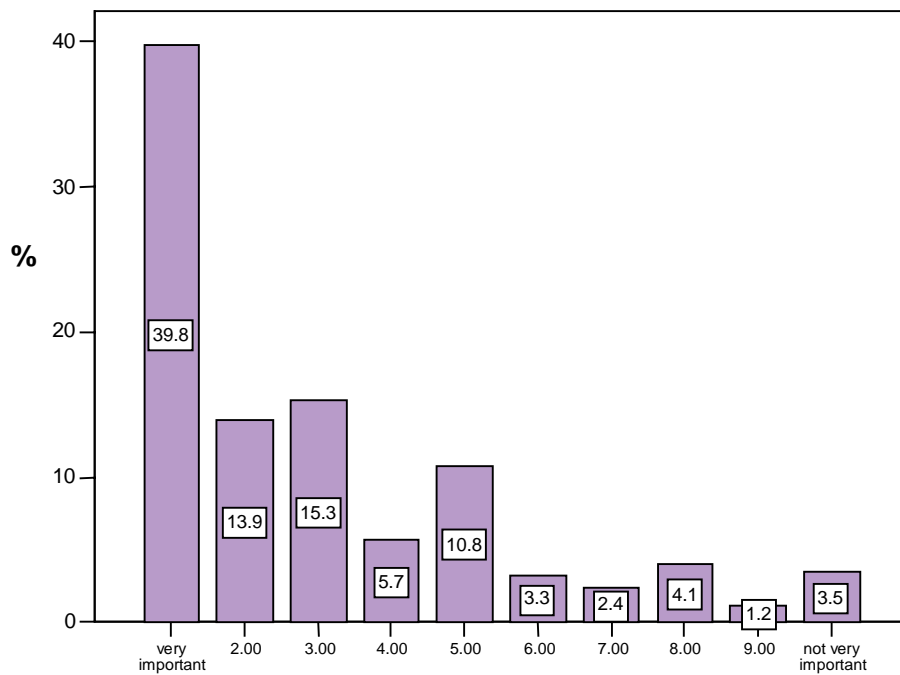
Figure 45 shows that approximately 40% of respondents rated the cost of Activities/Facilities at the highest level of importance, a further 14% rated it as the second highest level of importance and 15% rated it at the third highest level of importance.

Figure 46: Range of activities on offer
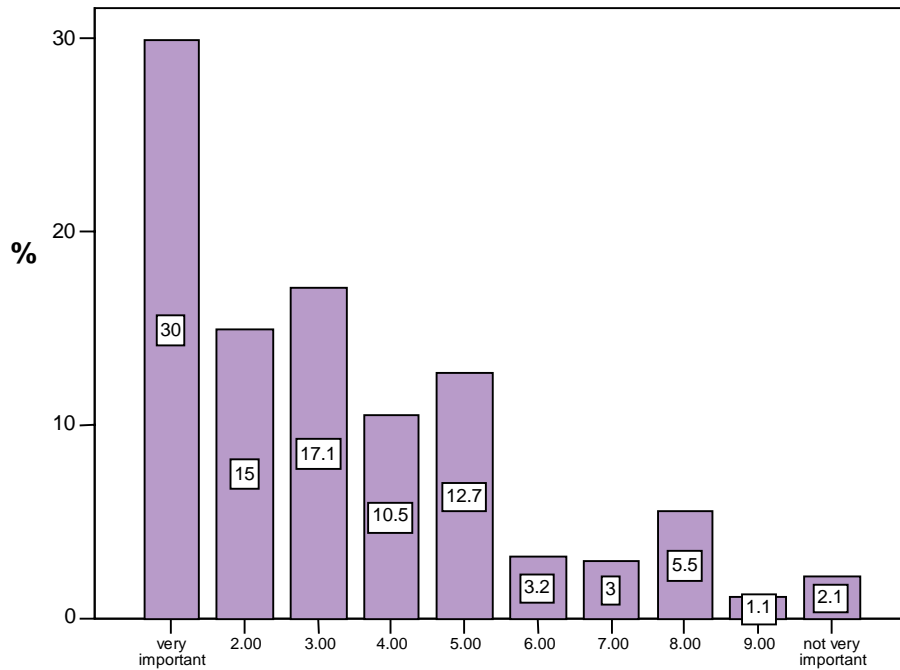
Figure 46 shows that the range of activities on offer was rated at the highest level of importance by 30% of respondents and 15% rated it as the second highest level of importance. A further 17% of respondents rated the range of activities on offer at the third highest level of importance.

Figure 47: Quality of equipment
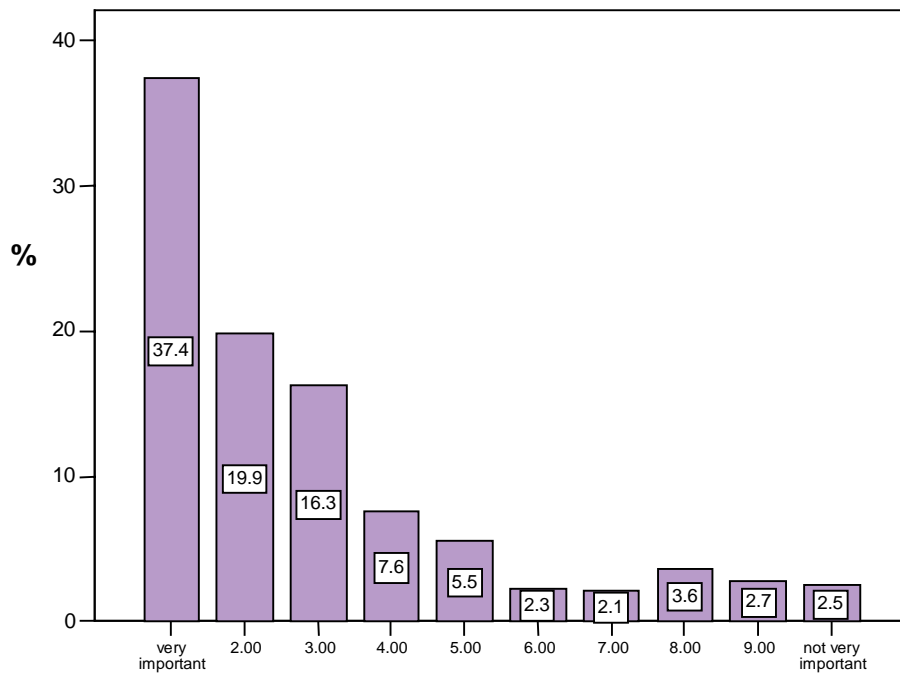
Figure 47 shows that the quality of equipment was rated as 'very important' by approximately 37% of respondents and a further 20% rated it at the second highest level of importance. Approximately 16% rated this factor at the third highest level of importance

Figure 48: Availability of classes (where applicable)

Figure 48 shows that approximately 27% of respondents rated the availability of classes at the highest level of importance, approximately 18% rated this factor at the second highest level of importance and approximately 18% at the third highest level of importance.

Figure 49: Programme of classes and sessions (e.g. swimming)
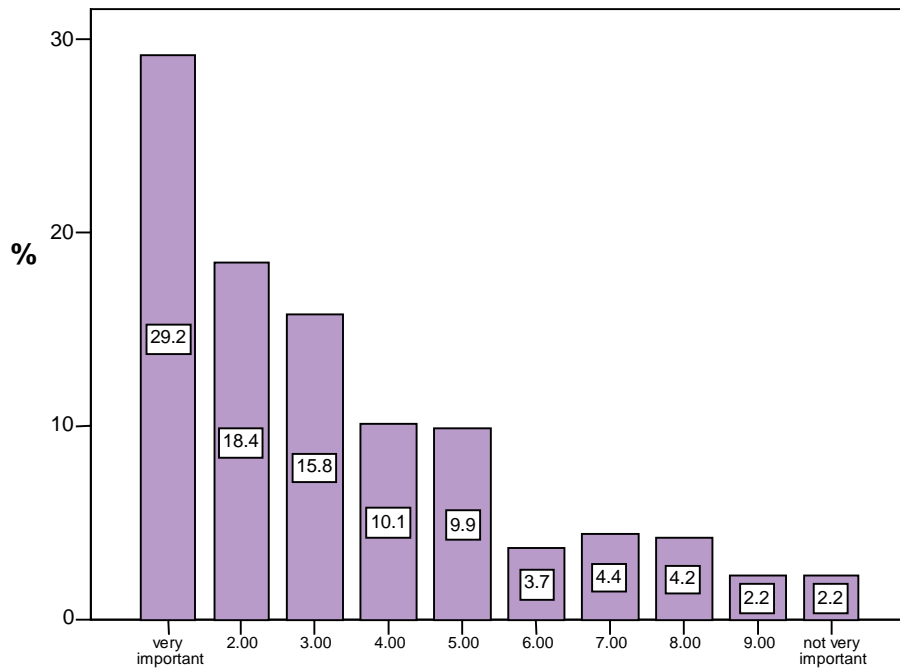
Figure 49 shows that approximately 29% of respondents rated the availability of classes at the highest level of importance, approximately 18% at the second highest level and a further 16% at the 3rd highest level of importance.

Figure 50: Cleanliness of facilities
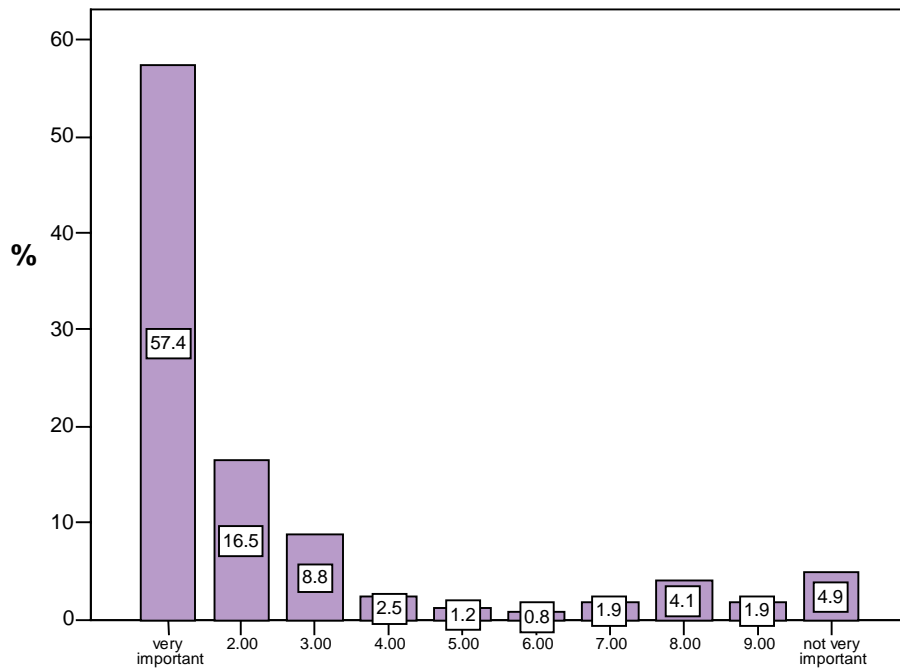
Figure 50 shows that the majority of respondents (approximately 57%) rated the cleanliness of facilities at the highest level of importance and a further 16.5% rated it at the second highest level of importance.

Figure 51: Quality of décor and furnishings
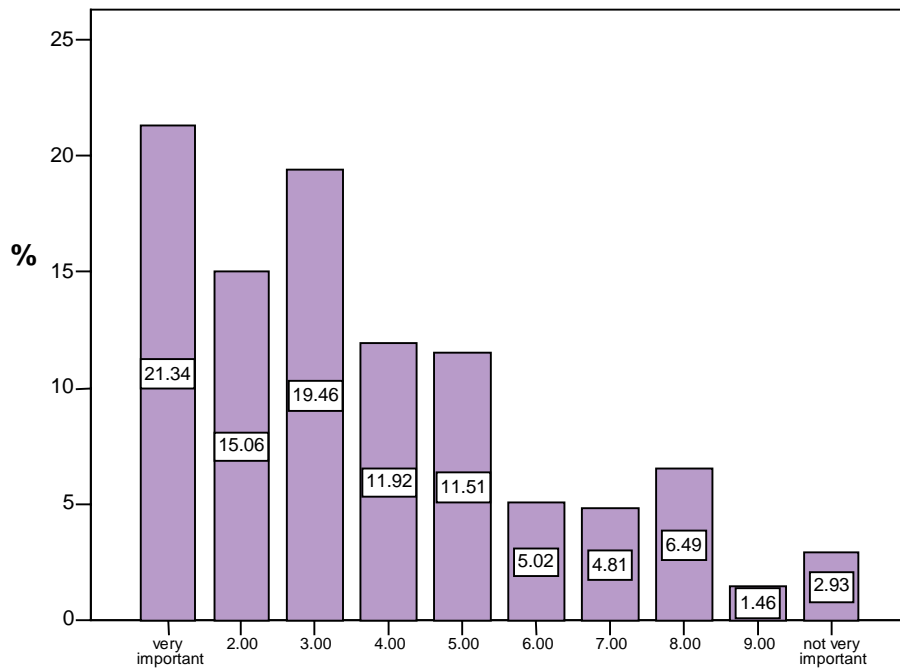
Figure 51 shows that approximately 21% of respondents rated the quality of décor and furnishings at the highest level of importance, approximately 16% rated it at the second highest level of importance and approximately 20% at the third highest level of importance.

Figure 52: Friendliness of staff
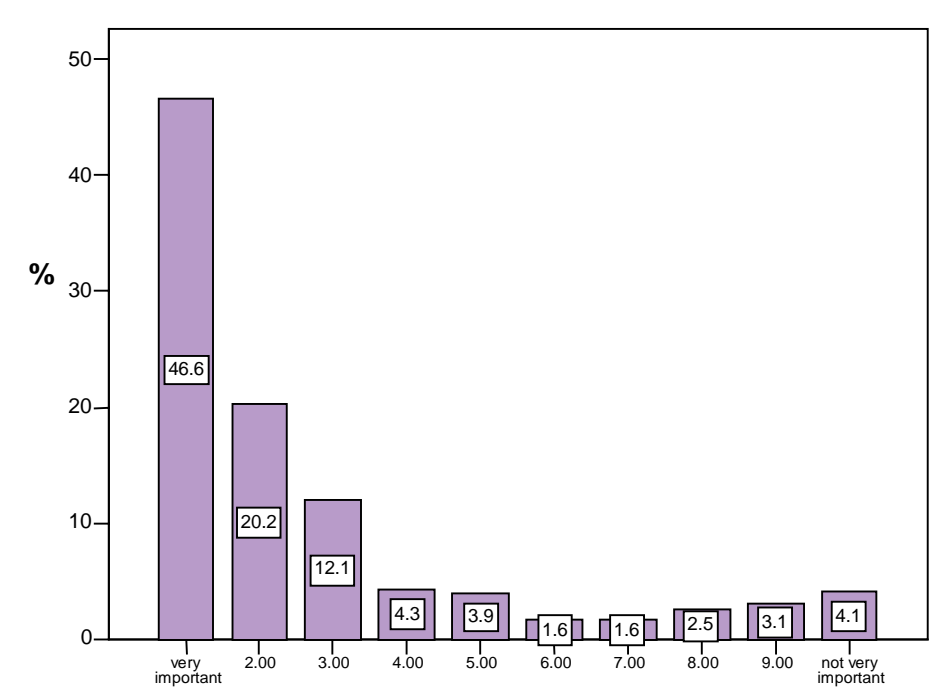
Figure 52 shows that approximately 47% of respondents rated the friendliness of staff at the highest level of importance and a further 20% rated it as the second highest level and 12% at the third highest level.

Figure 53: availability of staff
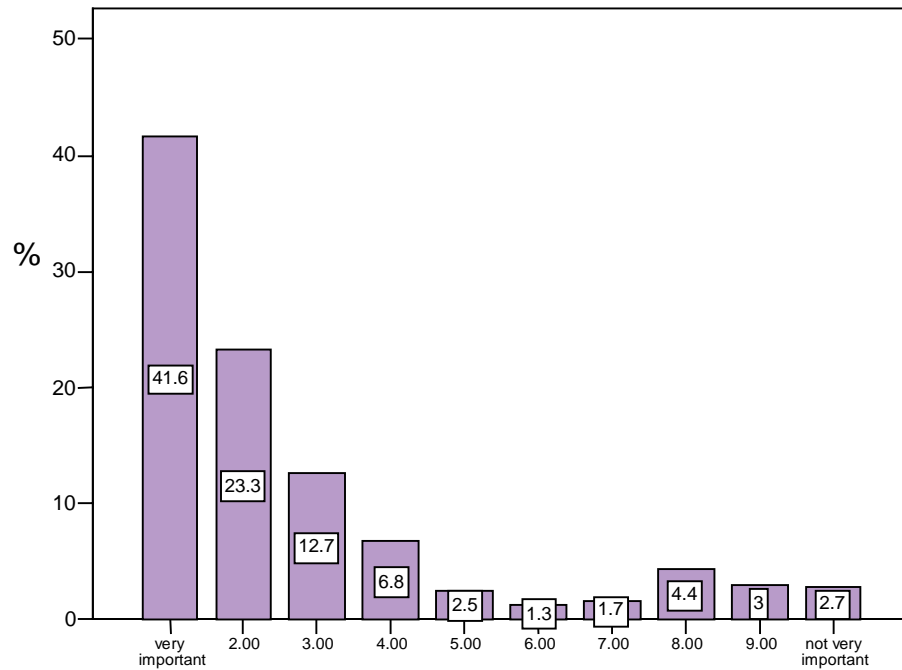
Figure 53 shows that approximately 42% of panellists rated the availability of staff at the highest level of importance and an additional 23% rated this at the second highest level and approximately 13% at the third highest level.

Figure 54: knowledge and ability of staff
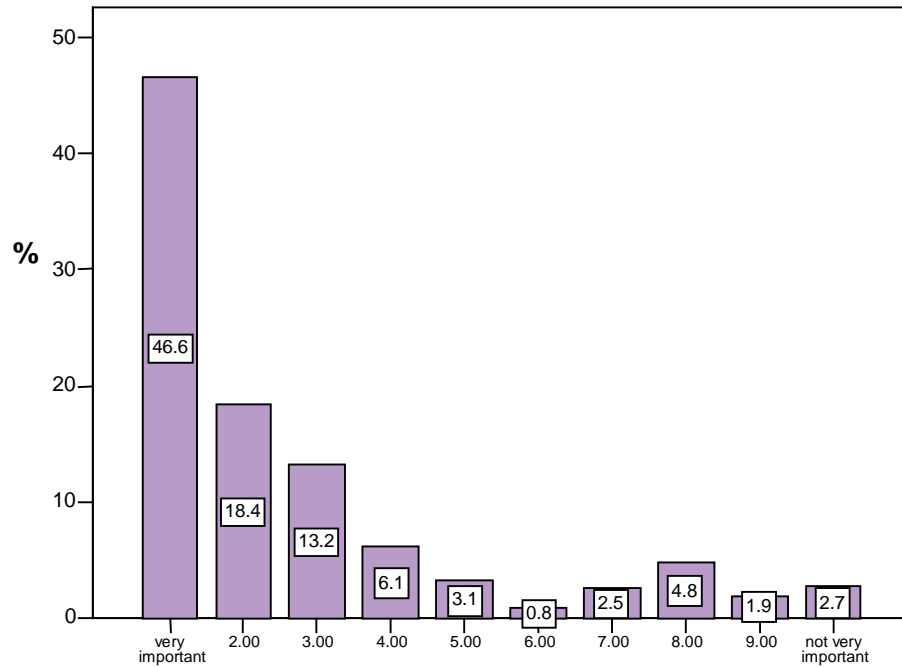
Figure 54 shows that approximately 47% of respondents rated the knowledge and ability of staff at the highest level of importance and a further 18% at the second highest level while 13% rated the knowledge and ability of staff at the third highest level of importance.
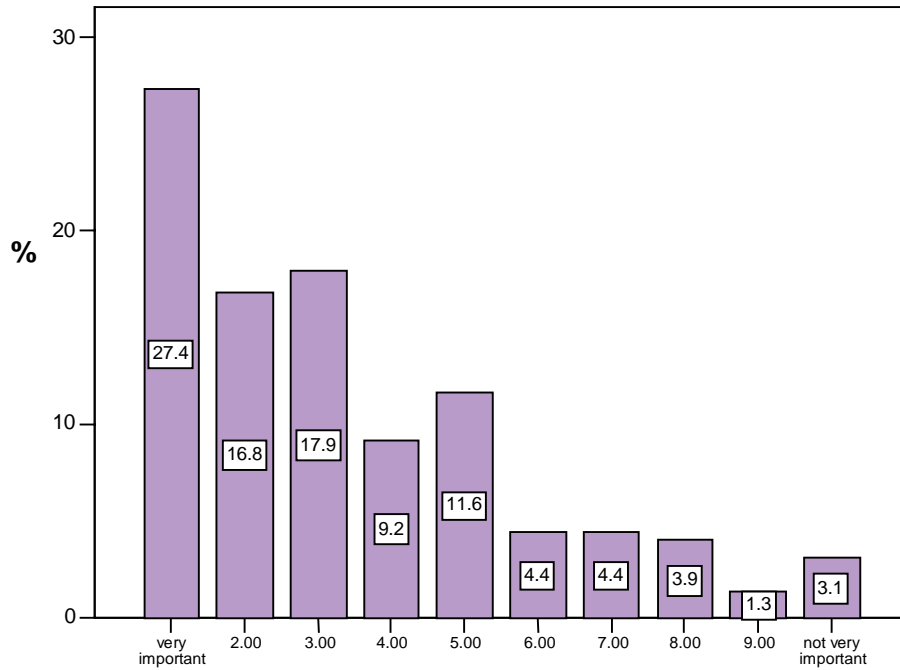
Figure 55: availability of parking
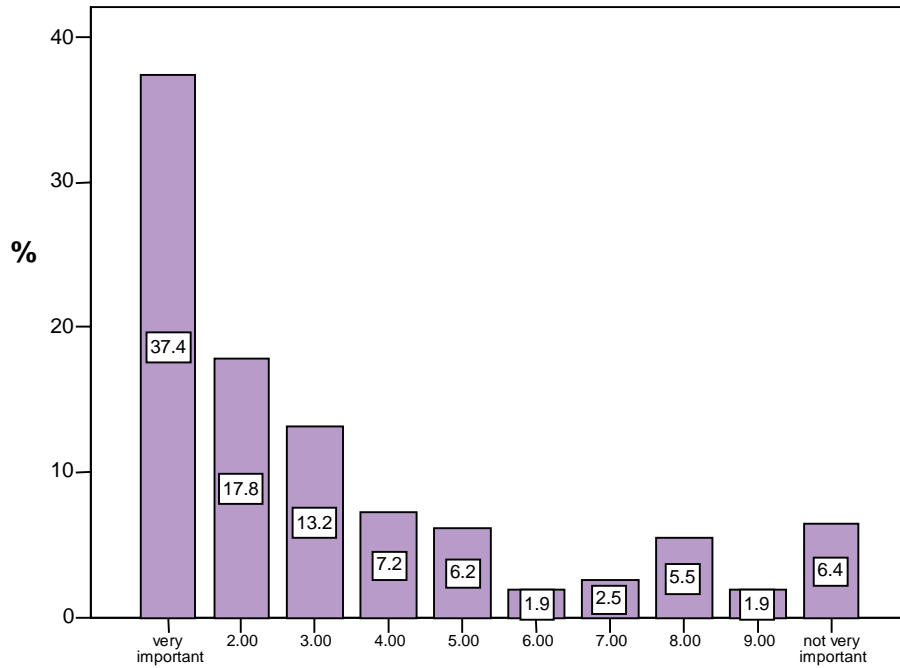
Figure 55 shows that approximately 37% of respondents rated the availability of parking at the highest level of importance and a further 18% rated this factor at the second highest level of importance while 13% rated this at the third highest level of importance.

Figure 56: Convenience of public transport
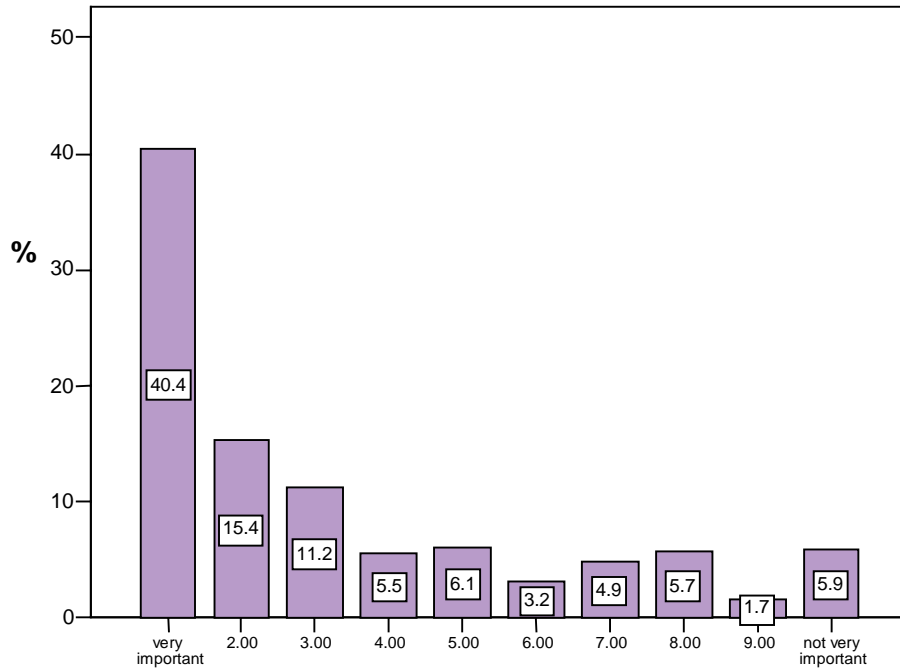
Figure 56 shows that approximately 40% of respondents rated the convenience of public transport at the highest level of importance, a further 15% rated this factor at the second highest level of importance and another 11% at the third highest level of importance.

Figure 57: near to home
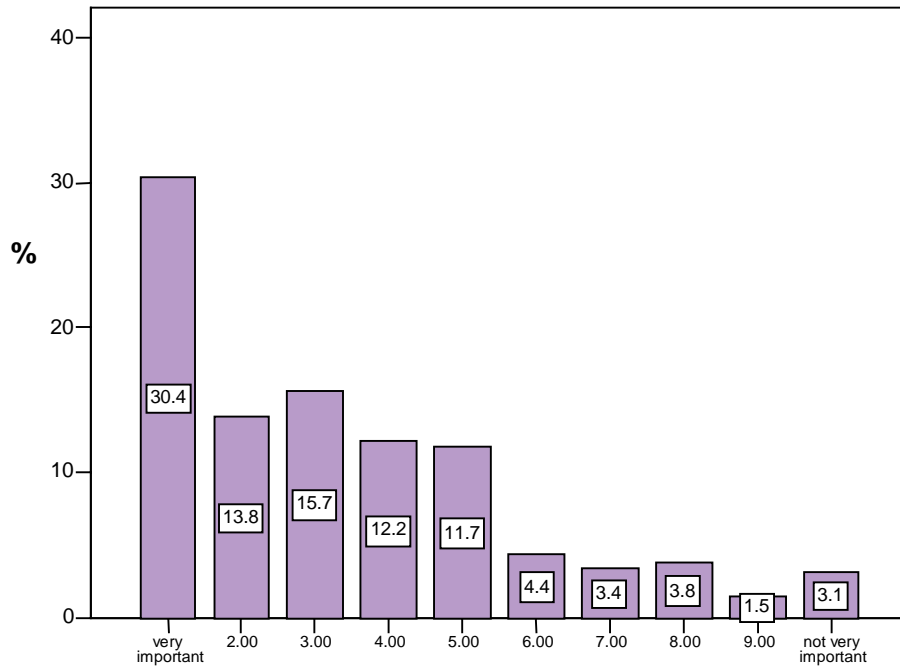
Figure 57 shows that approximately 30% of respondents rated the facility being near to their home at the highest level of importance, approximately 14% rated this factor at the second highest level of importance and 16% at the third highest level of importance.

Figure 58: near to workplace
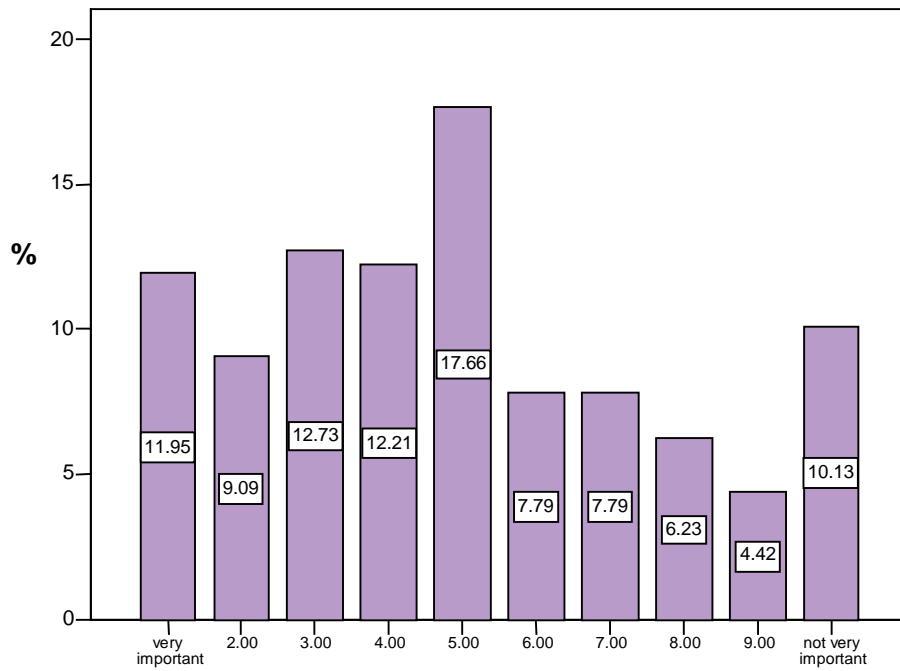
Figure 58 shows that panellists do not consider this factor to be as significantly important, only 12% rated it as the highest level of importance, while approximately 18% rated it at the 5th highest level of importance and approximately 10% rated it as not important.

Figure 59: availability of leaflets/information
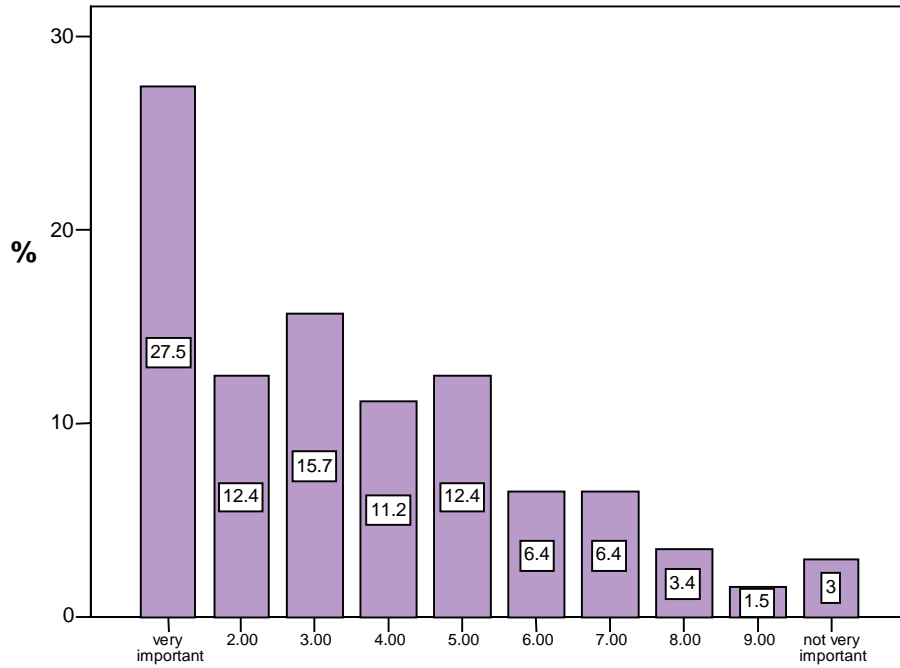
Figure 59 shows that approximately 28% of respondents rated the availability of leaflets at the highest level of importance while 12% rated this factor at the second highest level of importance and approximately 16% at the third highest level of importance.

Figure 60: image of the facility
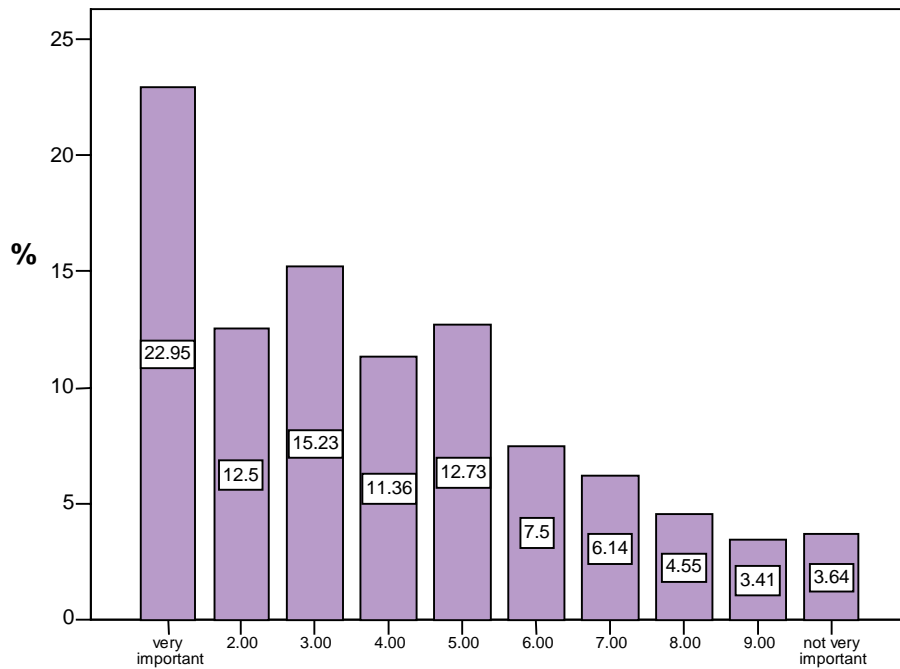
Figure 60 shows that approximately 23% of respondents rated the image of the facility at the highest level of importance while 12.5% rated it at the second highest level of importance and approximately 15% rated this at the third highest level of importance.

Other factors mentioned by panellists included:

- Being able to book in advance
- Feeling welcomed and encouraged (2)
- Facilities for young people
- Healthy eating cafes
- Well equipped changing rooms (also mentioned greater privacy) (4)
- Discounts for local residents
- Suitable opening hours (5)
- Deals for offshore workers
- Discounts for regular users (2)
- Not too expensive (2)
- Classes for all levels and abilities (3)
- Dog friendly facilities
- Well maintained
- Weekend classes

- Availability during school holidays
- Cleanliness of area
- Refreshments available in cafes (2)
- Taster sessions
- Availability of first aid equipment
- Renew equipment
- Open on public holidays and weekends
- Facilities available in all areas of the city
- Accessibility inside the facility

Table 19: Thinking specifically about Aberdeen City Council's sports facilities, which of the following improvements would you recommend

	yes
	number
More facilities in your local neighbourhood	216
Wider range of activities at facilities	139
Better equipment	95
Friendly and informal environment that is welcoming for beginners	250
Cleaner facilities	138
More affordable facilities	209
Healthy catering	151
More information on local facilities	173
More parking	122
Better access by public transport	130
Online bookings	119

Table 19 shows that the options selected most often by respondents were:

- Friendly and informal environment that is suitable for beginners (250)
- More facilities in local neighbourhood (216)
- More affordable facilities (209)

Panellists were asked to provide further details if they answered a, b or c.
The responses are summarised below:

- There should be more diversity of activities (many mention yoga and tai chi) (14)
- Equipment should be upgraded/better maintained (13)
- Should be a range of facilities across the city (6)
- There is a lack of facilities in the Bridge of Don (5)
- More classes should be available for older people (4)
- There is a lack of facilities in Rosemount/Midstocket (4)
- More facilities needed in Culter (4)
- There should be more swimming pools across the city (4)
- There should be better facilities for children (4)
- More places should have facilities for badminton etc (3)
- Community centres do not have as good facilities/equipment as specially designed centres (3)
- There is a lack of facilities in Cove (3)
- There is a lack of facilities in Dyce (3)
- More facilities should cater for disabled people (3)
- There is a lack of facilities in Woodside (3)
- There is a lack of facilities in Kingswells (3)
- There is a lack of facilities in Mannofield- (2)
- There is a lack of facilities in Mastrick/Sheddocksley (2)
- There is a lack of facilities in Stockethill (2)
- Should be classes at varying times
- There are no longer classes in the grammar school or Rosemount church
- More 'fringe' sports should be available
- Facilities should be properly monitored
- Changing rooms are inadequate
- Rosemount community centre should provide classes
- Free taster sessions should be available
- There are often a limited number of places available in classes
- There is a lack of facilities in Northfield
- There is a lack of facilities in Berryden
- Poor catering facilities in centres
- Should be more facilities for young people/teenagers
- There is a lack of facilities in Seaton
- Should be more outdoor football pitches
- There is a lack of facilities in Woodend
- During the day there are more female oriented classes
- Should be more classes in the evening
- Not enough information is provided
- More should be provided in Westburn park
- Jesmond Centre should be improved
- Should be a swimming pool in Peterculter
- There is a lack of facilities in Hazelhead
- Need affordable facilities in Garthdee

- There is a lack of facilities in Kincorth
- There is a lack of facilities in Hilton

Panellists were asked if they could think of any improvements that could be made that have not been mentioned above. The results are summarised below:

- Strategy for maintaining/improving facilities and equipment (5)
- More encouragement given at school (5)
- Sessions aimed at beginners (5)
- Leaflet drops to provide information (2)
- Better advertising (2)
- Proper facilities at community centres
- Quality of decoration improved
- High quality baby changing facilities
- Better monitoring of facilities
- Provide opportunities for alternative therapies
- Facilities for ballroom dancing should be available
- More enthusiastic coaching
- Crèches
- Information to assist disabled people
- Outdoor courts at Westburn park are often closed
- Friendly staff
- Hazlehead needs a community facility
- Council should provide a better clubhouse
- Halls should be available for training dogs
- Facilities should be cleaner
- Better timetabling
- More classes for disabled people
- More access to swimming pool
- Cheaper 'season' tickets
- 50m swimming pool for all water sports
- Better variety of classes at the local level
- More cricket facilities
- More facilities for pensioners
- Web pages should provide information on buses to facilities
- Family oriented activities
- Linx ice skating needs improvement

Service Response

It is encouraging that regular participation in sport and physical activity was found to be higher than in surveys that have previously been conducted in Aberdeen City. However this may in part be due to the fact that our questionnaire included activities such gardening and household chores that are beneficial to health but are not always included in sport and physical activity surveys.

The reasons panel respondents gave for not being physically active were as anticipated. Where health issues are cited, the City Council is proposing to develop a number of structured activity programmes for older people and people with specific health conditions.

It was interesting to note that delivering information to each home was the second most popular suggestion for improving the marketing of City Council sports facilities. The City Council produces a sport and recreation guide that is delivered to every household in the City on an annual basis. In future marketing campaigns, the City Council will take account of the suggestions made and it also looking to enhance its web profile.

The order in which panel respondents ranked what they look for in a sports facility is of interest and gives the City Council weighting against which to undertake further research and analysis into how well the Council meets customer expectations.

As anticipated, cleanliness is always a high customer priority in leisure facilities. It was noted that factors relating to staff were ranked second, third and fourth in terms of importance to panel respondents. This reminds the City Council of the importance of supporting and developing staff to provide the best possible service, for example by increasing the use of Institute of Customer Service awards across the service.

The feedback about improvements to City Council sports facilities is very interesting and will be used when formulating proposals to improve opportunities for sport and active lifestyles within Aberdeen City Council sports facilities.

Transport and Connections- local transport strategy

Transport affects everyone's daily life, whether you ride a bus to the shops or drive as part of your work. At the moment there are big choices to be made by Aberdeen City Council in improving the city's transport system over the next five years.

Our vision is for a transport system that meets the needs of everybody and reduces the environmental impact of transport, while at the same time allowing the city to prosper (in other words, a sustainable economy).

No decisions have yet been made but we recognise that consultation on how we should improve transport is needed before finalising our plans. A consultative draft strategy has been developed using information from many sources, including the opinions some of you previously gave in the 6th City Voice questionnaire in June 2005.

We would like you to have your say on the ideas in the consultative draft transport strategy and the choices available to solve transport problems. You can read the full consultative local transport strategy on the City Council website (www.aberdeencity.gov.uk) or by contacting LTSconsultation@aberdeen.gov.uk. Copies of the strategy are also available to read at local libraries and The Point on Broad Street.

Figure 61: Do you agree with the draft vision for transport in Aberdeen?
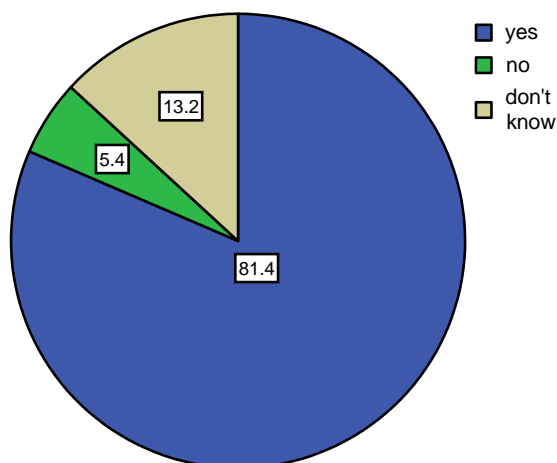
Figure 61 shows that approximately 81% of panellists agree with the draft vision for transport in Aberdeen. There was no significant difference between car owners and non-car owners. Support was slightly higher in the Central areas than in North and South areas (85% agreed).

*When the data was broken down by Neighbourhood, the areas most supportive were:

- Midstocket
- City Centre
- Hanover
- West End
- Old Aberdeen
- Hilton
- Northfield
- Cummings Park
- Kincorth
- Middlefield

The areas least supportive were:

- Rosemount
- Cults, Bieldside
- Culter
- Balgownie
- Oldmachar
- Sheddocksley
- Tillydrone

Please note that breaking data down by neighbourhood leaves very small numbers and are therefore less reliable.

Panellists were asked if they did not agree with the vision, why not. The comments are summarised below:

- More emphasis should be put on environmental sustainability (5)
- Bus fares are too expensive (3)
- Do not understand what the vision means (3)
- First Bus are too powerful (3)
- Do not pedestrianise union street (3)
- Vision is too vague (3)
- Do not have faith in the council to deliver the vision (3)
- Aberdeen transport system is not integrated (3)
- Buses are not reliable (3)
- Buses do not go to the correct locations (2)
- More consultation is required (2)
- Do not know enough about it (2)
- Too much profit is made by companies (2)
- Bendy buses cause congestion
- Signs for visitors are bad
- Work should start on the WPR

- Need to provide pedestrian bridges to solve gridlock
- Vision is not forward thinking
- Will lead to increased costs
- Car drivers will be reluctant to give up driving
- Could not find the report on the council website
- More information should be provided on roadworks

**Table 20: How important are the draft aims for transport in Aberdeen?

	1.00		2.00		3.00		4.00		5.00	
	Count	%	Count	%	Count	%	Count	%	Count	%
a)To support and contribute to a thriving economy for Aberdeen City and Shire	168	38%	97	22%	94	21%	40	9.0%	47	11%
b) To provide a safe, secure, integrated transport system that is accessible to all	223	47%	118	25%	78	17%	31	6.6%	20	4.3%
c) Minimise the environmental impact of transport on our community and the wider world	100	23%	107	25%	105	24%	82	19%	40	9.2%
d) To support healthy living for all residents and visitors	52	13%	51	13%	87	22%	82	20%	130	32%
e) To ensure that transport policies integrate with and support sustainable development	89	20%	91	21%	115	26%	74	17%	67	15%

Table 20 shows that the priority selected as 'most important' (1) by the largest number of panellists was priority b – 'to provide a safe, secure,

integrated transport system that is accessible to all'. Approximately 38% indicated that "to support and contribute to a thriving economy for Aberdeen City and Shire" should be the most important priority. The priority identified as being least important was 'to support healthy living for all residents and visitors" selected as number 5 (least important) by 32% of panellists.

** A large number of panellists did not rank all the priorities or ranked several aims at the same level (e.g. putting 1 for all 5 aims) which is why the numbers appear distorted

Figure 62: Mean ranking for transport aims
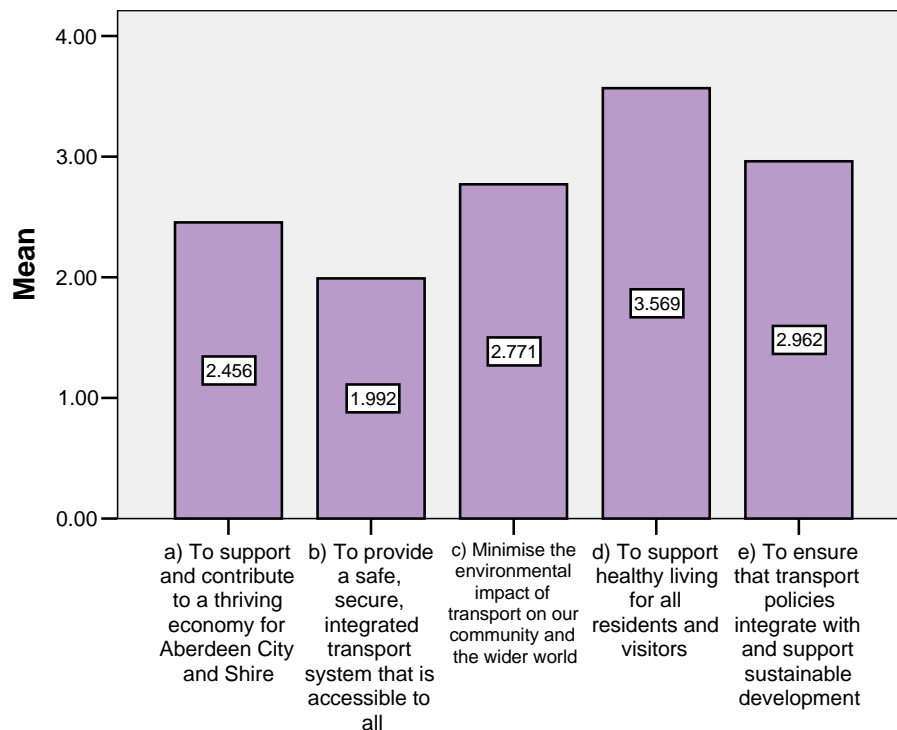
Figure 62 shows the mean ranking that respondents assigned to the transport aims. The aims with the lowest mean ranking are those ranked most important by panellists.

This shows that the overall order panellists ranked the priorities are:

1. To provide a safe, secure, integrated transport system
2. To support and contribute to a thriving economy for Aberdeen City and Shire
3. Minimise the environmental impact of transport

4. To ensure that transport policies integrate with and support sustainable development
5. To support healthy living for all residents and visiting.

Other cities have shown that it is possible to increase the number of people using sustainable or 'green' forms of transport such as walking, buses and bikes, and reduce the number of people using cars. In Aberdeen, car use has been increasing

Figure 63: Do you think we should try to reduce car use, particularly for journeys to work?
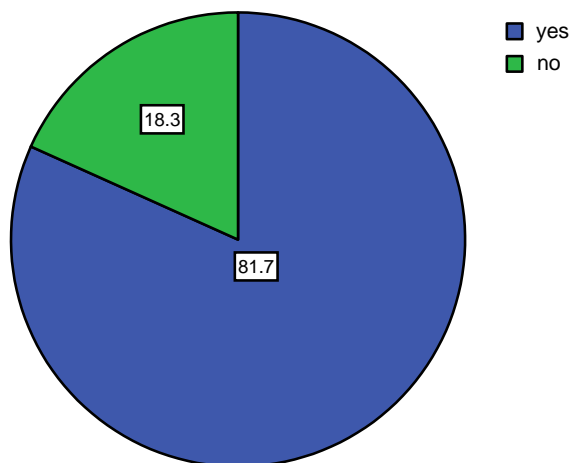
Figure 63 shows that approximately 82% of respondents believe that we should try to reduce car use, particularly for journeys to work. Support was higher amongst households that did not own a car with 89% of these respondents supporting car reduction as opposed to 80% in households with a car. Support was higher in Central areas with approximately 87% of respondents agreeing as opposed to 76% in North areas and 84% in South areas.

Neighbourhoods most likely to agree:
- Tillydrone
- City Centre
- Old Aberdeen

- Seaton
- Stockethill
- Ashgrove
- Cumings Park
- Heathryfold

Neighbourhoods least likely to agree:
- Froghall
- Kingswells
- Denmore
- Oldmachar
- Northfield

Panellists were asked for reasons why the Council should not try to reduce car use. The results are summarised below:

- Buses unreliable (15)
- Convenience of using car (7)
- People should be allowed to drive if they would like to
- Cars are better in bad weather (2)
- Cars are quicker (9)
- Reducing journeys is impossible
- No practical alternative to driving (5)
- Buses too expensive (10)
- Bus times not convenient
- Bus routes all go through city centre (2)
- Buses are unpleasant to use (2)
- Need more than 1 bus to get to workplaces (8)
- Not enough buses (2)
- Lots of buses run half empty
- Need to provide decent alternatives to car
- Buses are not convenient to people who work shifts (2)
- Buses don't go near enough to workplaces (9)
- Cars are being unfairly singled out (1)
- Need to take car for business journeys (2)
- Freedom of choice (3)
- Pay road tax to use the roads (2)
- First need to provide a realistic and comprehensive service

Table 21: The Council already undertakes many activities to manage and improve transport in Aberdeen.

	low priority		medium priority		high priority		no opinion	
	Count	%	Count	%	Count	%	Count	%
a) Improve conditions of roads, lighting, footways	17	3.2%	171	32.1%	342	64.3%	2	.4%
b) Increase safety and security measures	49	9.3%	207	39.3%	263	49.9%	8	1.5%
c) Manage car parking better	90	17.0%	202	38.3%	221	41.9%	15	2.8%
d) Manage taxi operation and community services	120	23.1%	253	48.7%	121	23.3%	26	5.0%
e) Manage school travel and young people	74	14.1%	214	40.9%	207	39.6%	28	5.4%
f) More travel information available	154	30.1%	219	42.9%	110	21.5%	28	5.5%
g) Improvements for goods vehicles	183	35.4%	202	39.1%	97	18.8%	35	6.8%
h) Improve bus services	33	6.3%	122	23.4%	359	68.9%	7	1.3%
i) Using traffic management measures	147	28.1%	204	39.0%	150	28.7%	22	4.2%
j) Improve facilities for pedestrians	116	22.0%	211	40.0%	189	35.9%	11	2.1%
k) Improve facilities for cyclists	171	32.5%	173	32.9%	164	31.2%	18	3.4%
l) Improve facilities for motorbikes	213	40.6%	189	36.1%	85	16.2%	37	7.1%
m) More and better access to the airport and ferries	66	12.7%	174	33.5%	258	49.7%	21	4.0%
n) Improve urban infrastructure	84	16.1%	141	27.1%	275	52.8%	21	4.0%
o) Improve access to socially deprived areas	108	21.0%	215	41.7%	152	29.5%	40	7.8%

Table 21 shows that the priorities identified as 'most important' by the largest number of panellists were:

- Improve bus service (69%)
- Improve conditions of roads, lighting, footways (64%)
- Improve urban infrastructure (53%)

The priorities identified as 'least important' by the largest number of panellists were:

- Improve facilities for motorbikes (40%)
- Improvements for goods vehicles (35%)

- Improve facilities for cyclists (33%)

Figure 64: When you think about improving transport in Aberdeen, are there any other issues you think should be included that were not listed above?
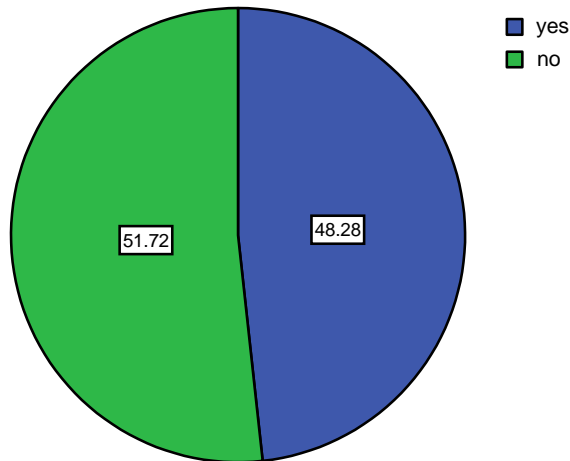

Figure 64 shows that approximately 48% of respondents think that there are other issues that should be included that were not listed. These issues are summarised below:

- Build WPR as soon as possible (22)
- Buses should be more reliable (esp. at evenings and weekends) (17)
- Improve Haudagain (16)
- Public transport should be cheaper (15)
- Add a further Don crossing (10)
- Should have an integrated transport system (8)
- Get rid of bendy buses (8)
- Improve rail network (8)
- Get rid of system where all buses go through centre (8)
- Better access to Aberdeen Airport (7)
- Take away bus lanes (6)
- Do not pedestrianise Union Street (6)
- Reduce congestion at the Bridge of Dee (6)
- Introduce more competition for bus contracts (5)
- Better cycle lanes (esp in Dyce) (5)
- Too many traffic lights (5)
- Buses should better serve industrial estates (5)
- Reintroduce trams (4)
- Do not build WPR (4)
- Restrict big lorries (4)
- Motorcyclists allowed in bus lanes (3)
- Commuter trains and additional stations (3)
- Introduce congestion charge (3)

- Build flyovers to reduce congestion (3)
- Improve taxi service (3)
- Enforce speed limits (2)
- Stop motorists running red lights (2)
- Reduce available parking (2)
- Reduce congestion at the Bridge of Don (2)
- Reduce school traffic (2)
- Build integrated transport hub in Union Square (2)
- Reduce speed bumps (2)
- Encourage car sharing (2)
- assess impact of infrastructure improvements before making them
- Edinburgh bus service is better
- Buses should get priority at traffic lights
- Ban all cars from city centre
- Improve traffic light timings
- Improve traffic flow
- Advertise walking and cycling routes
- High charges for single car users
- Restrict delivery vehicles
- Park and ride should be free
- Whole system needs to be overhauled
- More park and rides
- Companies could run minibuses from park and ride
- Improve road surfaces
- Buses should have more room for shopping and prams
- Stop free parking in Chapel Street
- Bridges instead of pedestrian crossings
- Increase road width
- Buses should be policed
- Consider impact on transport when planning new housing
- Improve bus station
- Link work and childcare arrangements to buses
- Parking in Aberdeen too expensive
- Pedestrianise Union Street
- Stop cars parking on pavements
- Reduce number of roundabouts
- Better information at bus stops
- Sort out access to Dyce
- More dedicated parking for disabled people
- More parking in open areas
- More public transport to the beach
- More parking at public buildings
- Remove traffic lights from roundabouts
- Widen pay and display areas
- Increase free travel to over 70s
- Make parking more expensive
- More public consultation
- Develop cross rail

- Stop cars blocking box junctions
- Adopt Brussels transport policy
- More parking in city centre
- Companies should subsidise employee bus passes
- Not reduced service in holidays
- Underground car park in union terrace gardens
- Pedestrianise School Hill
- Tickets that can be used on buses/trains
- Look at Amsterdam system

Approximately 15% of respondents considered themselves to have a disability.

Approximately 6% of respondents were a blue/orange badge holder.

Approximately 82% of respondents lived in a household with a car.

Figure 65: How do you normally travel to work?

	number	Percent
walk	79	13.7
cycle	16	2.8
bus	63	10.9
train	8	1.4
car passenger	9	1.6
car driver	203	35.1
home worker	21	3.6
do not work or study	103	17.8
other	21	3.6

Other methods of transport

- Motorcycle (2)
- Works vehicle (2)
- Van
- Taxi

Service Response

Inclusion of questions specifically geared towards the Local Transport Strategy (LTS) has been very useful in helping to develop a Draft Final LTS, which is currently being prepared with a view to a further final stage of consultation over the winter. As will be clear to any Panellists who follow up the Draft Final LTS, results from the City Voice survey have been highlighted throughout the document (as part of "You Told Us' caption boxes) to help emphasise that the LTS has been shaped by genuine stakeholder involvement, including the City Voice results.

The main benefits that we see in utilising the City Voice Survey is that it provides a representative sample of results given that the Panel is drawn from a cross-section of the city's population. For example, in addition to using the City Voice to explore people's views on transport priorities in the city, a separate LTS questionnaire was distributed widely across the city (including at key locations i.e. Council offices, libraries etc.) and also online. However, results from this survey were heavily biased given that a high proportion of respondents to the questionnaire were cyclists. The Citizen's Panel results however have provided a more representative sample, as illustrated by the fact that the travel to work modal split of City Voice Panellists was much more in keeping with the results that are collected on a bi-annual basis as part of national sources such as the Scottish Household Survey.

In terms of the results themselves, there was general support for the vision and aims of the Consultative Draft LTS, which has helped provide reassurance to the approach that has been taken in progressing the LTS. One result that was particularly interesting is that 82% of respondents believed that we should be trying to reduce car use, particularly for journeys to work. Increasing the share of more sustainable modes such as walking, cycling and public transport use is a key theme that is being built upon within the Draft Final LTS.

Finally, in taking the LTS forward to deliver an effective transport system for Aberdeen, we recognise that putting in place a robust monitoring regime is crucial. It is acknowledged that, in the past, a lack of monitoring made it difficult to assess our performance against the targets set. Therefore, for the purposes of the Final LTS, it will be essential that a manageable monitoring process is established from the outset to ensure that progress made in delivering the LTS is assessed. With this in mind, over the summer, we have developed an Annual Transport Survey which will be included in the 12th City Voice Questionnaire and from then on, on an annual basis. Establishing consistent questions within this survey and issuing them on an annual basis will allow us to find out changing trends and to measure what impact Council strategies are having on delivering the LTS objectives.