Aberdeen's Citizen Panel Issue 24 / March 2012

Voice!

Waste Services
Clean City
Roads
Economic Development
Local Transport Strategy
Local Policing

Aberdeen's Citizen Panel Report

Community Planning in Aberdeen

Report for Aberdeen City Council Citizens' Panel 24th Questionnaire

December 2011

Report produced by

The Centre for International Labour Market Studies (CILMS)
Institute for Management, Governance and Society (IMaGeS)
The Robert Gordon University

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INTRODUCTION

The final survey sample consisted of 712 responses from members of the Citizens' Panel. The total panel currently comprises 957 citizens of Aberdeen and so the response rate amounts to 74.4%. The 712 responses are, in the first instance, considered as a whole. Further analysis can 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

The report as it stands attempts to provide a 'key findings' breakdown of many of the results by age, gender and neighbourhood area. However, where age-group analysis is included, the two youngest age groups (16-24 and 25-34) are considered in aggregate as one group (i.e. 16-34), due to the under-representation of the very youngest age group (16-24) in the Panel. An overview of the age, gender and neighbourhood breakdown is provided at Annex A. Please note that we are happy to provide full details of our crosstabulated results on request.

It should be noted that there is no demographic data whatsoever for 10 respondents. For this reason, there may appear to be a slight mismatch between the percentage results quoted in relation to the overall population for each question (which includes those panellists for whom demographic data is absent) and any subsequent analysis on the basis of gender, age or neighbourhood (which necessarily excludes these panellists). Despite the occasional minor inconsistency between total results and disaggregated/stratified analysis, the approach adopted is intended to provide the greatest possible degree of analytical accuracy in each case.

Please also note that due to a) multiple responses to a question from one or more respondents, and b) the process of rounding percentage figures to one decimal place, total percentage figures given for some questions may not tally to exactly 100.0%.

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

- Waste Services
- Clean City
- Roads
- Economic Development
- Local Transport Strategy
- Local Policing

WASTE SERVICES

Over the last 4 years, Aberdeen City Council has asked the City Voice panellists questions about waste and recycling collection services in Aberdeen. The Council now wants to find out panellists' views on existing services and those that are due to be introduced over the next few years.

The first question asked panellists to identify the number of people living permanently at their address (adults and children). The results are provided below in Figure 1 (see page 12). The chart shows that the most popular responses were for panellists to have two adults and no children living at their address.

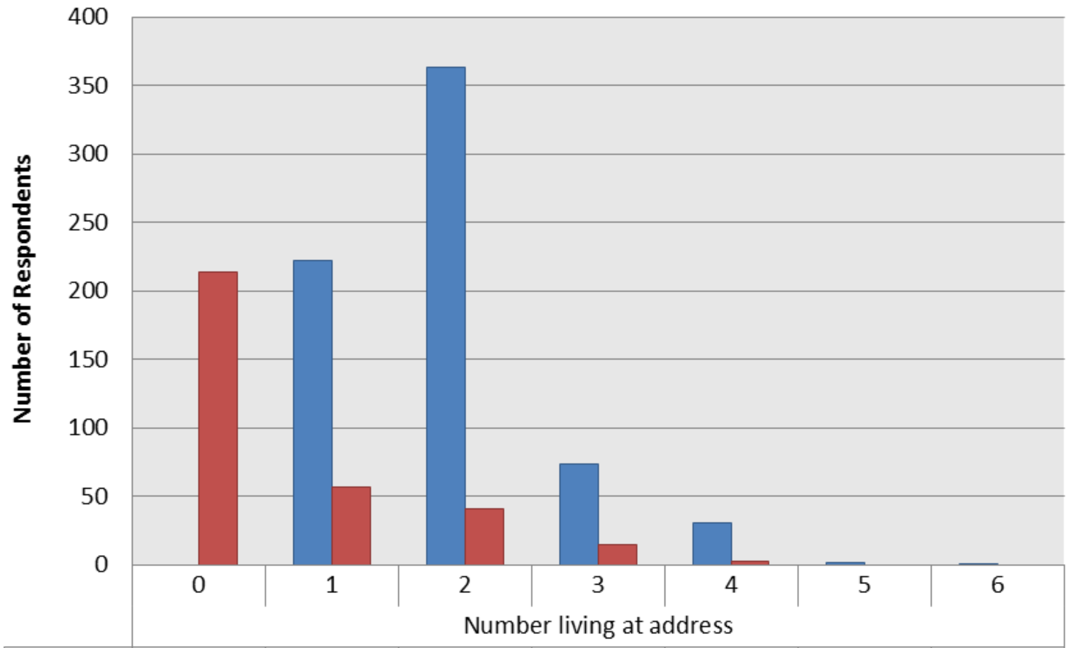
Breaking these results down further, our analysis uncovers few notable differences between male and female panellists. However, a greater proportion of female respondents (39.1%) live with no other adults than is the case for male respondents (23.9%). Conversely, a greater proportion of males (61.8%) live with one other adult than is the case for female respondents (44.5%). With regard to children, a greater proportion of males than females live with no children (72.0%, compared to 58.5%), whilst the opposite was true in relation to one child (20.7% of females, compared to 13.4% of males) and two children (15.2% of females, compared to 9.1% of males).

Turning to consider different areas of the city, there is very little difference whatsoever in the number of adults living permanently at respondents' addresses in North and South, although there is a noticeably greater proportion of respondents living with no other adults in Central (40.4% of respondents there, compared to 28.5% in South and 26.8% in North). Unsurprisingly, a greater proportion of respondents in North (55.6%) and South (56.5%) live with one other adult than is the case in Central (45.9%). However, there is less pronounced variation in relation to children living with respondents. Although the proportion of respondents with no children at their address was highest in Central (67.0%), the proportion was only slightly smaller in South (66.7%) and North (61.6%). The opposite was true in relation to one child households, with the proportion of respondents reporting this option highest in North (19.2%), followed by South (18.1%) and Central (13.2%).

Finally, we can also consider these results by age-group. No age-related trends were found at all, although there were some unsurprising results in relation to the number of children living permanently with those respondents aged 55-64 and 65+. Considering firstly the number of adults living at respondents' home address, the proportion of respondents living with no other adults was highest among those aged 65+ (39.8%), followed by those aged 55-64 (32.2%), those aged 16-34 (31.3%) and those aged 35-54 (27.1%). The proportion living with one other adult was the most popular response in each age-group, and was highest among those aged 16-34 (62.7%), followed by those aged 55-64 (57.9%), those aged 65+ (55.3%) and those aged 35-54 (46.1%). Interestingly, a relatively large proportion of those aged 35-54 reported sharing their address with two other adults (17.3%, compared to 4.5% of those aged 16-34) or with three other adults (8.8%, compared to 0.0% of those aged 16-34).

In terms of children, the proportion of respondents with no children permanently at their address was highest among those aged 55-64 (95.7%) and 65+ (92.7%), and lowest among those aged 35-54 (47.0%) and 16-34 (60.8%). A relatively large proportion of those aged 35-54 stated that they live with one child (25.9%, compared to 15.7% of those aged 16-34), whilst the same was true in relation to two children (19.3%, compared to 13.6% of those aged 16-34).

Figure 1: How many people permanently live at your address?

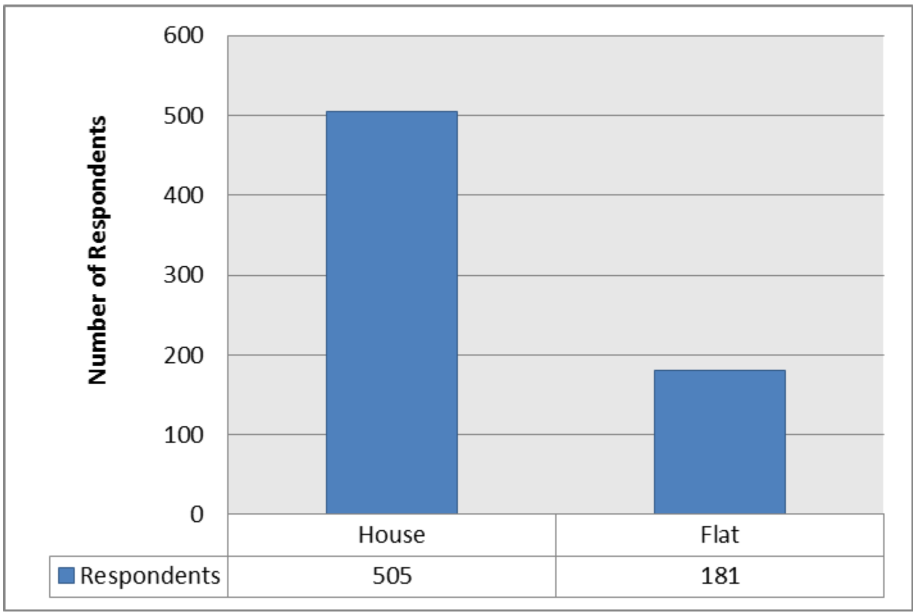


	0	1	2	3	4	5	6
Adults	0	222	363	74	31	2	1
Children	214	57	41	15	3	0	0

Base = 693 respondents (adults); 712 respondents (children)

Panellists were subsequently asked to identify the type of property in which they live. Their responses are provided below in Figure 2 (see page 13), and show that the majority live in a house (includes detached, semi-detached and terraced properties) (505 respondents; 73.6%), whilst 26.4% (181 respondents) live in a flat (includes tenement properties, high-rise flats and courtyard developments). There were no notable gender-based differences, although there were clear differences between Central and North/South areas of the city. In Central, only 49.5% of respondents live in a house, compared to 81.9% of respondents in South and 88.7% in North. Responses to this question also correlated with age: whilst only a slight majority (52.2%) of those aged 16-34 live in a house, this proportion rises to 74.6% of those aged 35-54, 75.7% of those aged 55-64 and 78.8% of those aged 65+.

Figure 2: What type of property do you live in?



Base = 686 respondents

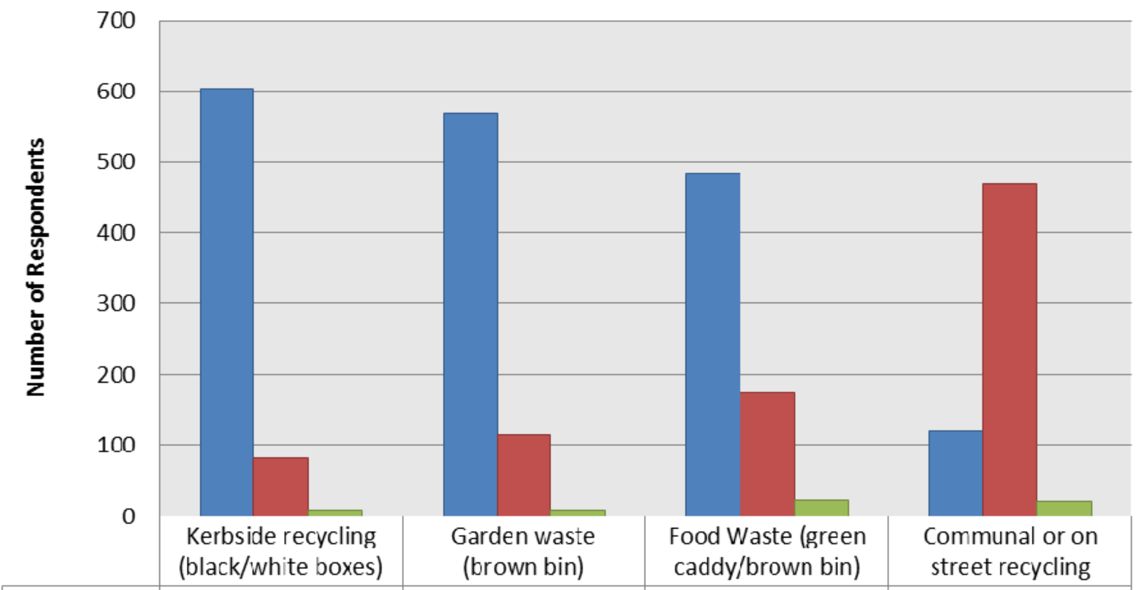
Recycling and Kerbside Services

The next sub-section sought to find out more about respondents' access to and experiences of kerbside and recycling services. Firstly, respondents were asked whether they were offered any of the following services: kerbside recycling (black box and white bag); garden waste (brown bin); food waste (green caddy / brown bin); and communal or on-street recycling (including containers in bin stores). The results are shown below in Figure 3 (see page 14). They show that 604 respondents (86.9%) are offered the kerbside recycling service, 568 (82.2%) are offered the garden waste service, 483 (71.0%) are offered the food waste service and 119 (19.5%) are offered communal or on-street recycling. Only a very small proportion of respondents did not know if they were offered any of these services.

There were virtually no differences between male and female respondents' answers to this question. However, there were some differences between neighbourhoods and age-groups. Considering firstly neighbourhoods, the proportions of respondents receiving these services are provided below in Table 1 (see page 14). The figures show that the proportion of respondents offered these services was highest in North and lowest in Central for each service, with the exception of communal or on-street recycling, which is offered to a similarly low proportion of respondents in each area.

Turning to consider different age-groups, Table 2 (see page 14) shows that the proportion of respondents offered these services was lowest in the 16-34 age-group and highest among those aged 65+ for each service other than communal or on-street recycling. For garden waste and food waste, there was a direct correlation between age-group and access to these services.

Figure 3: Are you offered any of the following?



	Kerbside recycling (black/white boxes)	Garden waste (brown bin)	Food Waste (green caddy/brown bin)	Communal or on street recycling
Yes	604	568	483	119
No	82	115	174	469
Don't Know	9	8	23	21

Base = 695 (kerbside); 691 (garden); 680 (food); 609 (communal)

Table 1: Are you offered any of the following? (% by Neighbourhood)

Service	**Neighbourhood**		
	North	**South**	**Central**
Kerbside recycling	95.6%	91.4%	73.2%
Garden waste	94.6%	87.2%	64.5%
Food waste	85.3%	76.4%	51.9%
Communal or on-street recycling	17.8%	21.3%	20.1%

Base = 686

Table 2: Are you offered any of the following? (% by Age Group)

Service	**Age Group**			
	16-34	**35-54**	**55-64**	**65+**
Kerbside recycling	70.8%	87.9%	87.8%	91.0%
Garden waste	65.2%	80.9%	85.8%	88.4%
Food waste	58.5%	69.6%	73.5%	77.6%
Communal or on-street recycling	18.5%	16.8%	23.2%	23.1%

Base = 686

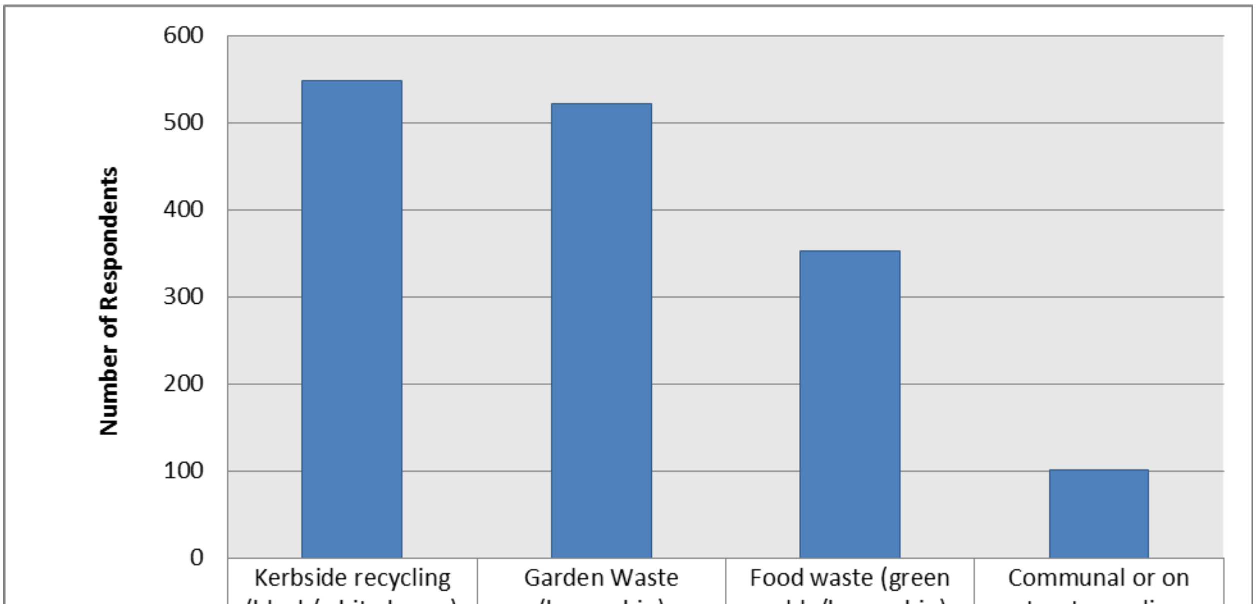
The next question sought to identify which of these services were actually used by respondents. Their answers to this question are provided below in Figure 4 (see page 15). The results show that 548 respondents used the kerbside recycling service, 521 use the garden waste service, 352 use the food waste service and 101 use communal or on-street recycling. As a proportion of all respondents offered these services (see Figure 3), the results suggest that 90.7% of respondents offered the kerbside recycling service actually use it. The equivalent proportion for garden waste is 91.7%, whilst the figure is 72.9% for food waste and 84.9% for communal or on-street recycling.

We can break these results down further by gender, neighbourhood and age-group. Firstly, we see that for each service other than on-street or communal recycling, a slightly greater proportion of females than males actually use these services. Thus, whilst 93.2% of female respondents who are offered the kerbside recycling service actually use it, the proportion of male respondents who do so is 88.9%. The equivalent figures for the garden waste service are 93.2% of female respondents and 90.2% of male respondents, whilst the figures for the food waste service are 74.4% of female respondents and 71.1% of male respondents. However, this pattern reverses in relation to communal or on-street recycling, which is used by 89.6% of male respondents who are offered the service, but by only 81.7% of female respondents who are offered the service.

The proportion of respondents in Central who are offered the kerbside recycling service and use it was noticeably lower (85.3%) than in North (92.9%) and South (93.4%). However, for each of the other services, a similar proportion of respondents in North and Central who are offered these services actually choose to use them, whilst the proportion of respondents in South who do likewise was higher. Thus, whilst 96.1% of those in South who are offered the garden waste service choose to use it, the proportion in North and Central was 89.6% and 87.5%, respectively. For food waste, 78.2% of those offered the service in South choose to use it, compared to 68.8% in Central and 69.5% in North. Finally, 89.4% of those in South who are offered communal or on-street recycling choose to use it, whilst only 80.6% in North and 82.9% in Central do likewise.

Surprisingly, very few differences emerged between responses from different age-groups. No age correlations were found in our calculations, and only minor variation could be seen between the proportion of respondents using each service in different age-groups. The single exception to this was found in relation to the food waste service, which was used by a noticeably smaller proportion of those aged 16-34 (63.2%) than by those aged 35-54 (74.9%), 55-64 (70.5%) and 65+ (75.2%).

Figure 4: If you are offered any of these services, which services do you use?



	Kerbside recycling (black/white boxes)	Garden Waste (brown bin)	Food waste (green caddy/brown bin)	Communal or on street recycling
Respondents	548	521	352	101

Base = 712 respondents

The following question was aimed at the respondents who are offered these services but do not use them. These panellists were asked to state whether there were any inducements which would encourage them to start making use of these services. Respondents were offered a number of different options and told to select up to 3 options, but were also encouraged to provide their own suggestions. The responses provided by panellists are provided below in Figure 5 (see page 17).

In relation to kerbside recycling, the most popular inducements were if more items were accepted for recycling/composting (39 respondents; 69.6%), weekly collections for recycling/composting (36 respondents; 64.3%) and personal rewards for recycling (31 respondents; 55.4%)[1]. For the garden waste service, the top 3 options were personal rewards for recycling (20 respondents; 42.6%), weekly collections for recycling/composting (18 respondents; 38.3%) and more information on what can be recycled/composted (17 respondents; 36.2%). For the food waste service, the 3 most popular options were weekly collections for recycling/composting (39 respondents; 29.8%), more information on what can be recycled/composted (34 respondents; 26.0%), more information on recycling days (19 respondents; 14.5%) and more information on what happens to the materials after collection (also 19 respondents; 14.5%). Finally, for communal or on-street recycling, the most popular options were more information on what can be recycled/composted (17 respondents; 94.4%), if more items were accepted for recycling/composting (11 respondents; 61.1%), more information on what happens to the materials after collection (also 11 respondents; 61.1%) and personal rewards for recycling (also 11 respondents; 61.1%).

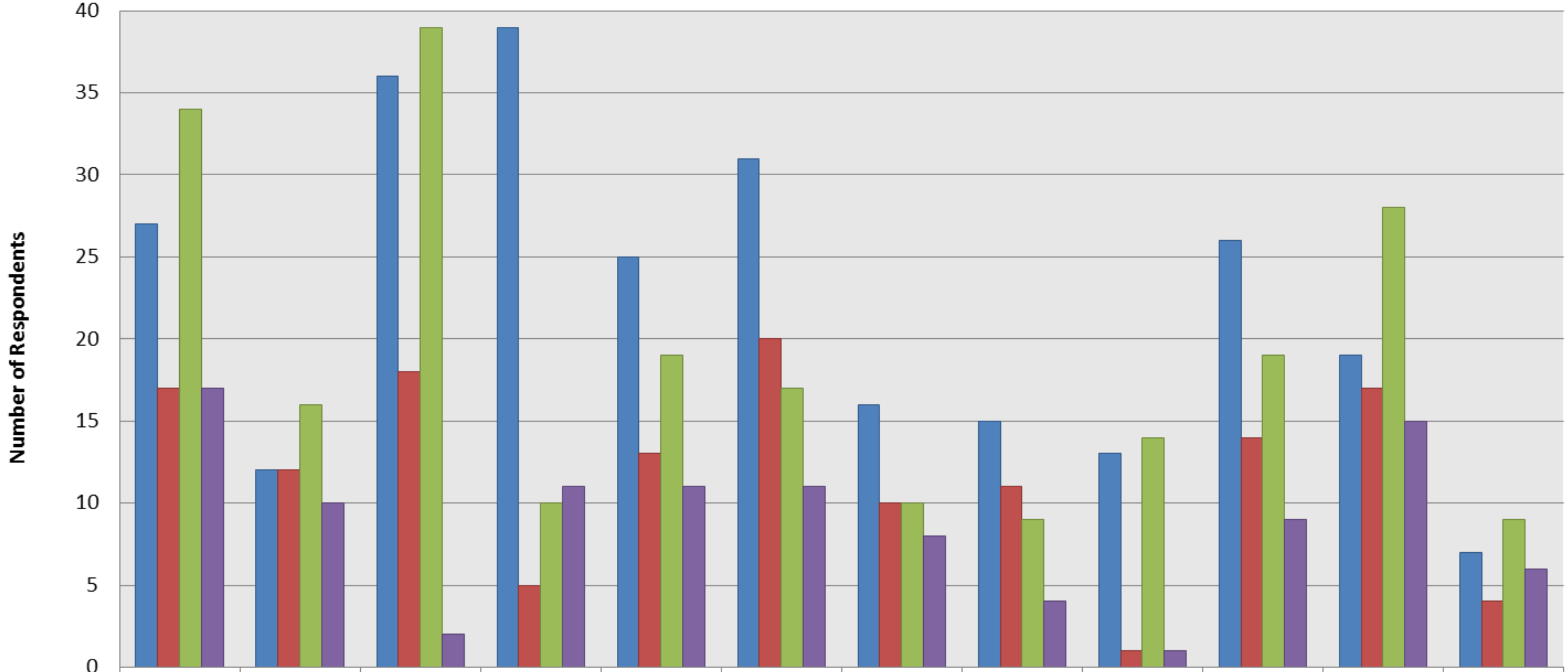
Due to the small number of panellists whop qualify for this question, we do not recommend further stratified analysis, as results are likely to be misleading.

A small number of respondents provided their own suggestions. These have been thematically aggregated and are provided below in Table 3 (see page 18). The most common response categories were different containers (15 respondents; 32.6%) and nothing (10 respondents; 21.7%). Each of the remaining response categories was identified by no more than 3 respondents.

Respondents who selected the ‘if the Council provided different containers’ option were subsequently asked to provide further details on the different type of containers they wished to see. Their responses have been categorised thematically and are provided below in Table 4 (see page 18). The table shows that the most frequently provided responses were for alternatives to the black box and white bag used for kerbside recycling (due to the fact that they are frequently blown away) (5 respondents; 22.7%), a smaller alternative to the brown bin for garden waste and food waste (also 5 respondents; 22.7%) and more communal or on-street bins (4 respondents; 18.2%). Each of the remaining categories attracted no more than 3 responses.

[1] Please note that these percentages are calculated as a proportion of the total number of people who are offered each service but do not use it. As such, the base population used to calculate the percentages differs for each service: 56 respondents for kerbside recycling; 47 for the garden waste service; 131 for the food waste service; and 18 for communal or on-street recycling.

Figure 5: If you are offered these services but you DO NOT use them, what would encourage you to do so?



	More information on what you can recycle/ compost	More information on the benefits of recycling/ composting	Weekly collections for recycling/ composting	If more items were accepted for recycling/ composting	More information on what happens to the materials after collection	Personal rewards for recycling	Community rewards for recycling	Fines for producing too much rubbish and not recycling/ composting	If the Council provided different containers	More information on recycling days	Nothing	Other
Kerbside	27	12	36	39	25	31	16	15	13	26	19	7
Garden	17	12	18	5	13	20	10	11	1	14	17	4
Food	34	16	39	10	19	17	10	9	14	19	28	9
Communal	17	10	2	11	11	11	8	4	1	9	15	6

Base = 56 (kerbside); 47 (garden); 131 (food); 18 (communal)

Table 3: If you are offered these services but you DO NOT use them, what would encourage you to do so? ('other' responses)

Response	Respondents	
	Count	%
Different containers	15	32.6
Nothing	10	21.7
If I created more waste	3	6.5
Assistance with putting out bins etc.	3	6.5
Container replaced properly by rubbish collectors	3	6.5
More info (on times, food waste bags etc.)	2	4.3
Better collection times	1	2.2
N/a	13	28.3

Base = 46 respondents

Table 4: If the Council provided different containers (further details)

Response	Respondents	
	Count	%
Black box & white bag unsuitable - blown around etc.	5	22.7
Smaller alternative to brown bin	5	22.7
More communal/on-street bins	4	18.2
Want a brown bin - don't currently have one	3	13.6
Greater range of containers for different items (e.g. cans, batteries)	2	9.1
Food waste containers too small	2	9.1
Not enough food waste bags provided	2	9.1
Food waste should be external	2	9.1
Black box too big	2	9.1
Black box too small	2	9.1
White bag too small	1	4.5
More aesthetically pleasing containers	1	4.5
More appropriate containers for disabled people	1	4.5
Bigger containers	1	4.5
Non-segregated bins	1	4.5
Secure bins	1	4.5
New builds should have recycling bins, not skips	1	4.5
N/a	3	13.6

Base = 22 respondents

Food / Garden Waste Collection Service

Currently, Aberdeen City Council provides free bioliners for the kitchen caddy used with the waste service. However, due to current financial pressures, the Council is reviewing its budgets and was keen to know if panellists would continue to use the food service if it stopped providing free bioliners. A number of different alternative scenarios were provided to panellists, and they were asked if they would continue to use the service under these conditions. The different scenarios and the responses provided by panellists are displayed below in Figure 6 (see page 20).

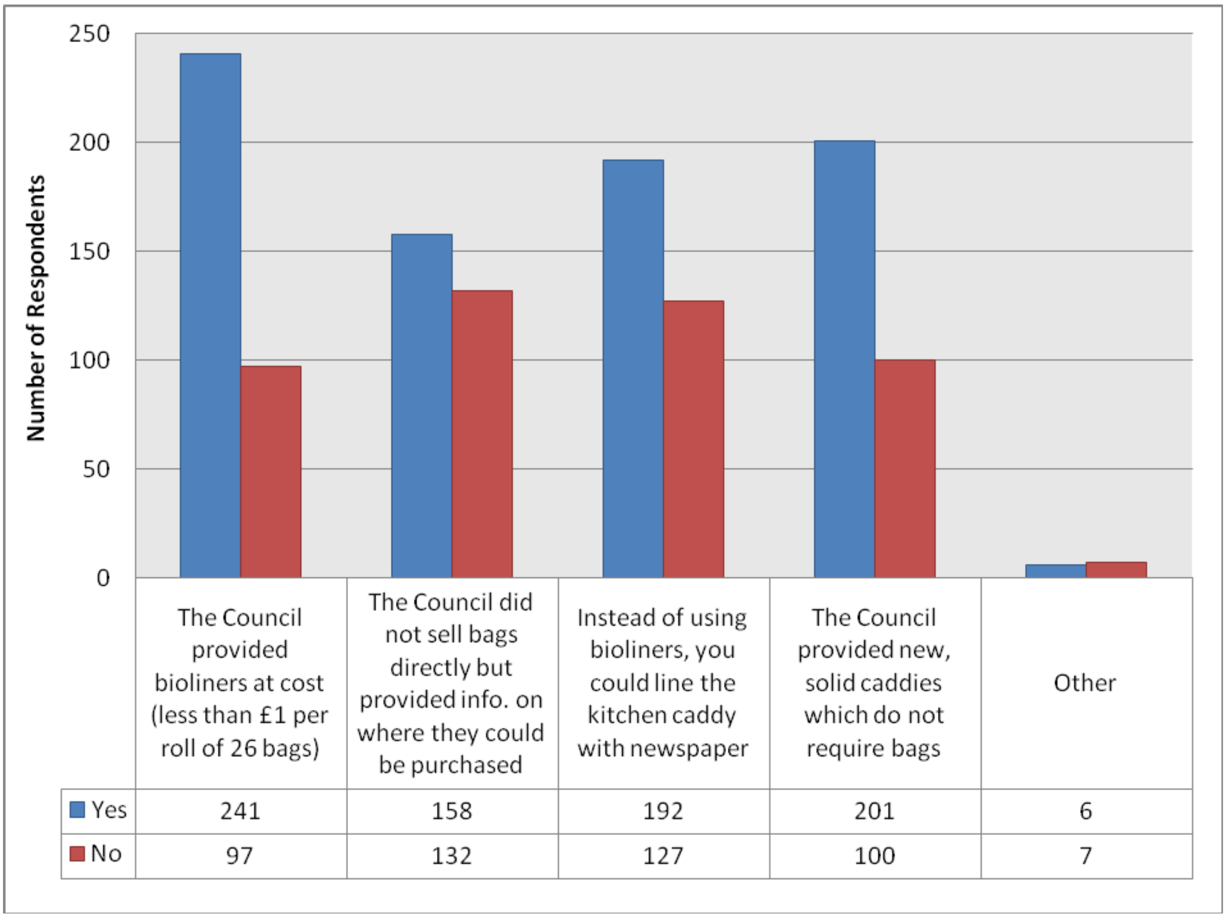
The first scenario asked panellists if they would continue to use the service if the Council were to provide bioliners at cost price (less than £1 per roll of 26 bags). The results show that 241 respondents (71.3% of those who responded to this scenario) would continue to use the service under these circumstances. 158 respondents (54.5% of those who responded to this scenario) would continue to use the service if the Council did not sell bags directly but provided information on where they could be purchased. 192 respondents (60.2% of those who responded to this scenario) said that they would continue to use the service if you could use newspaper instead of bioliners to line the kitchen caddy, and 201 respondents (66.8% of those who responded to this scenario) would continue to use the service if the Council provided new, solid caddies which do not require bags. 13 respondents in total provided ‘other’ answers which did not correspond to any of the existing response categories (and hence could not be redistributed accordingly). Whilst we would usually provide a thematic overview of these responses, each of the responses provided was ultimately irrelevant to the question being asked.

We scrutinised these results further according to gender, neighbourhood and age-group. In relation to gender, the results showed that a greater proportion of female panellists was likely to continue using the service under each of the scenarios than was the case for male panellists. The most notable difference was in relation to the suggestion that the Council would not sell bags but would provide information on where to purchase them. Whilst 63.0% of female respondents would continue to use the service under these conditions, only 43.1% of male respondents would do likewise. The equivalent proportions for providing bioliners at cost were 75.5% (females) and 65.7% (males), whilst they were 64.8% (females) and 55.1% (males) in relation to being able to line the kitchen caddy with newspaper instead of bioliners, and 68.0% (females) and 65.4% (males) if the Council were to provide new caddies which do not require bags.

The differences between neighbourhoods were less pronounced. The greatest differences came in relation to the Council providing bioliners at cost price (76.2% of respondents in South would continue to use the service under these circumstances, compared to 67.1% in Central and 68.1% in North) and being able to line the caddy with newspaper instead of bioliners (only 52.3% of respondents in Central would continue to use the service under these circumstances, compared to 62.5% North and 63.0% in South).

There were no age correlations found in our further exploration of these results. There were, however, some notable variations by age-group. In relation to the Council providing bioliners at cost price, the greatest proportion of respondents who would continue to use the service was in the 16-34 age-group (79.2%), whilst the smallest was in the 55-64 age-group (just 61.9%). The same pattern held true in relation to continuing to use the service if the kitchen caddy could be lined with newspaper: the greatest proportion was found among those aged 16-34 (69.2%) and the smallest among those aged 55-64 (55.7%). Finally, the proportion of respondents who would continue using the service if the Council provided new caddies which do not require bags was once again greatest among those aged 16-34 (72.0%) but this time was at its smallest among those aged 65+ (62.7%). Aside from the results mentioned, there were only minor variations between age-groups.

Figure 6: If the Council stopped providing free bioliners, would you continue to use the service if…

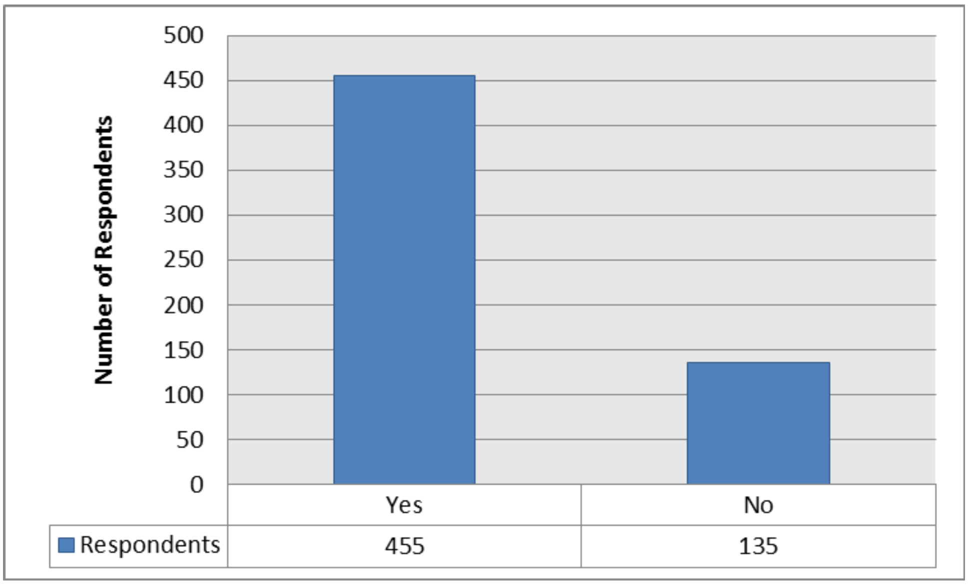


Base = 338 (provided at cost); 290 (info. on where to purchase); 319 (line with newspaper); 301 (new caddies); 13 (other)

Alternate Weekly Collections

Aberdeen City Council has Alternate Weekly Collections for properties with an individual black wheeled bin and a kerbside recycling collection. Those panellists who receive alternate weekly collection were asked whether or not they were satisfied with the service. Their responses are provided below in Figure 7 (see page 21), which shows that a clear majority of respondents (455; 77.1%) is satisfied with the service. Satisfaction levels were virtually identical across male and female respondents, although a slightly smaller proportion of respondents in Central (74.2%) was satisfied with the service than in North (78.6%) or South (77.7%). An even greater spread of responses could be seen between different age-groups: the proportion of respondents satisfied with the service was highest among those aged 65+ (86.1%), falling to 78.3% of those aged 55-64, 73.9% of those aged 16-34 and smallest among those aged 35-54 (71.2%).

Figure 7: If you have alternate weekly collections, are you satisfied with the service?

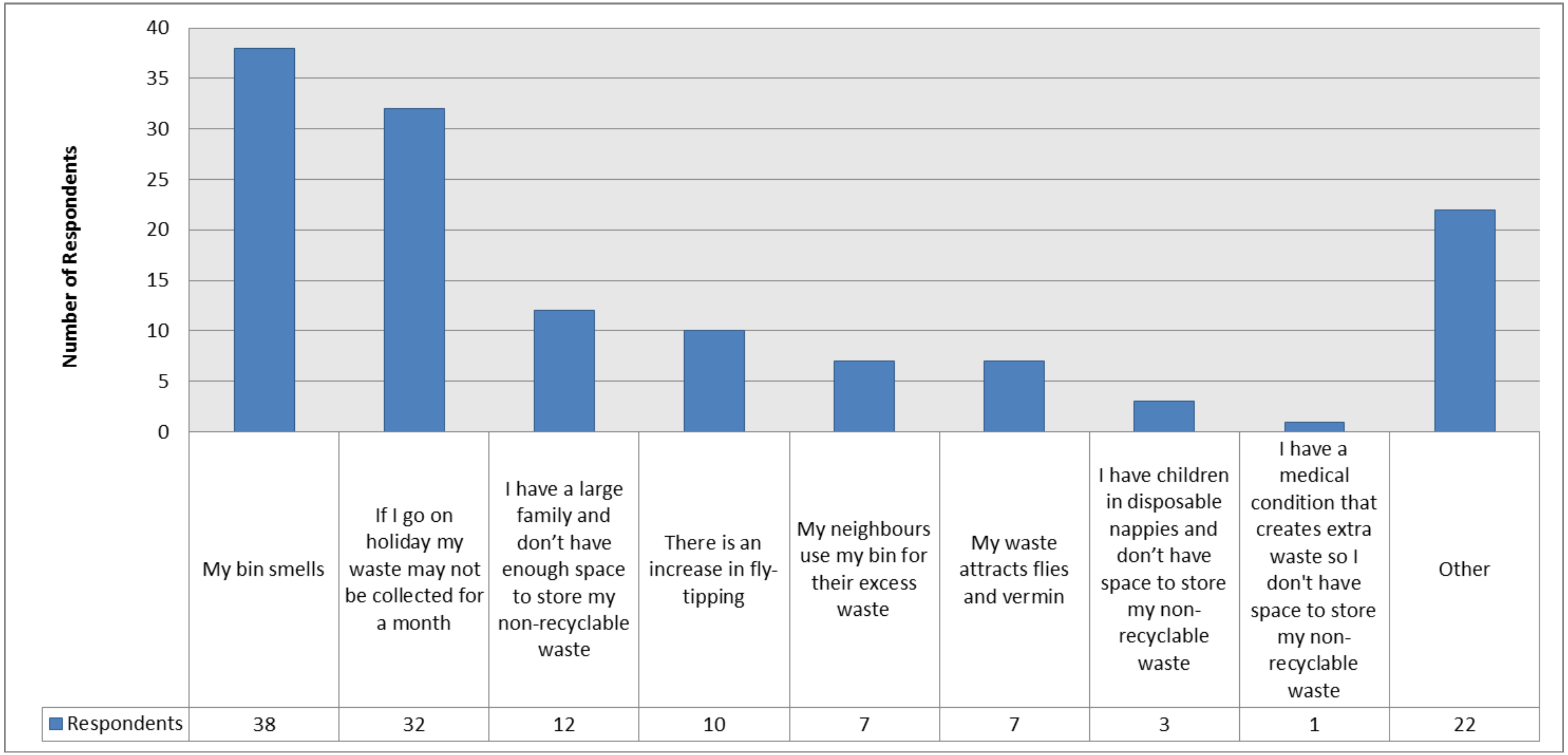


Base = 590 respondents

Those panellists who stated that they were not satisfied with the service were subsequently asked to identify their one main concern about the service. Panellists were provided with a list of options but were also invited to make their own suggestions. Their responses are provided below in Figure 8 (see page 22). The results show that the most frequently selected concerns were ‘my bin smells’ (38 respondents; 28.8%), ‘if I go on holiday my waste may not be collected for a month’ (32 respondents; 24.2%), ‘I have a large family and don’t have enough space to store my non-recyclable waste’ (12 respondents; 9.1%) and ‘there is an increase in fly-tipping’ (10 respondents; 7.6%). Each of the remaining options was selected by fewer than 10 respondents. However, 22 respondents (16.7%) provided an ‘other’ suggestion. These have been categorised thematically and are presented below in Table 5 (see page 23). The most popular category of ‘other’ response was that the container simply isn’t large enough (10 respondents; 7.6%), even for people without large families, children who wear disposable nappies or medical conditions which create extra waste. Each other response category was mentioned by only 1 respondent (0.8%), although 9 respondents (6.8%) provided answers which were not relevant to the question asked.

Due to the small number of respondents contained within most of these categories, we advise against further disaggregation of the results by gender, neighbourhood area and age-group, as results are likely to be misleading.

Figure 8: If you are not satisfied with the alternate weekly collection service, what is your one main concern about the service?



Base = 132 respondents

Table 5: If you are not satisfied with the alternate weekly collection service, what is your one main concern about the service? ('other' responses)

Response	Respondents	
	Count	%
Not enough space in containers	10	7.6
Inconsistent pickup times/days	1	0.8
Cost gone up, service gone down	1	0.8
Disability or ill health means collections missed	1	0.8
Difficult to move bins when full	1	0.8
Inconvenience	1	0.8
N/a	9	6.8

Base = 132 respondents

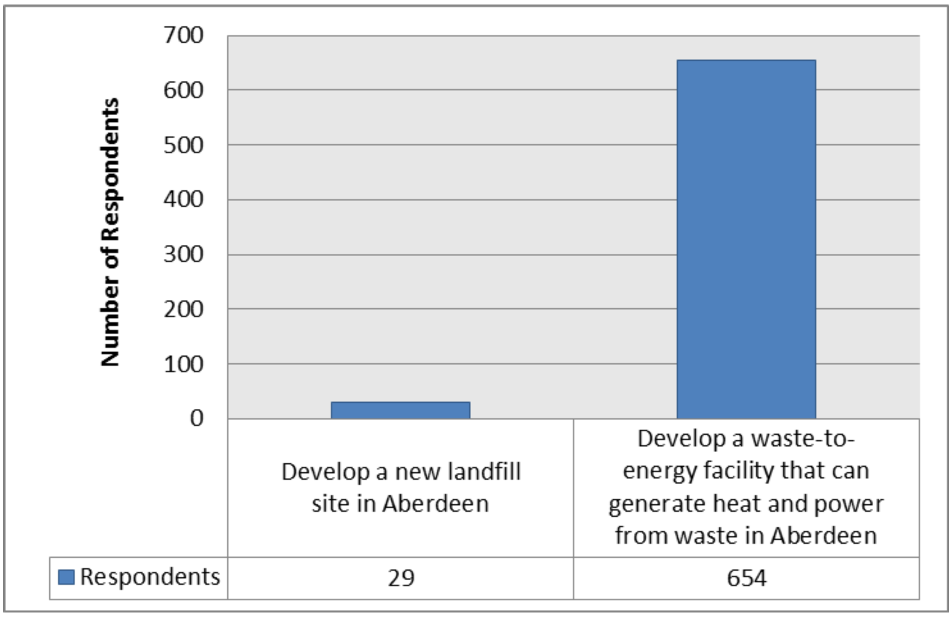
Waste Management Initiatives

The Scottish Government recently published ambitious targets of 70% recycling/composting by 2025 in the Zero Waste Plan. That still leaves at least 30% of Aberdeen City's waste to be managed. This waste can be sent to landfill or to a facility which can recover heat and power from waste. However, current landfill sites are not sufficient, and there is currently no energy-from-waste facility in the city. As such, either option will require the Council to build new facilities.

As such, Aberdeen City Council was keen to determine which of these two options would be preferred by City Voice panellists. However, it is worth noting that concern about the wording of this question was expressed by the Robert Gordon University team responsible for assisting with survey design. This objection was based upon the wording of the question: by emphasising the benefits of one option but not the other (or providing a balanced view of the benefits and drawbacks), the question was not considered to be impartially worded, and was believed to be likely to direct respondents towards the waste-to-energy option.

The results (see Figure 9, page 24) show that the overwhelming majority of respondents (654; 95.8%) stated that they would rather see the construction of a waste-to-energy facility than the development of a new landfill site (29 respondents; 4.2%). The proportion of male panellists who supported the landfill option (6.1%) was more than double the proportion of female respondents who did likewise (2.6%), whilst the proportion of respondents supporting the landfill option was also larger in Central (5.7%) than in either North (3.4%) or South (3.8%). In terms of age-groups, support for the landfill option was highest among those aged 65+ (6.7%) and 55-64 (6.5%), falling to 3.0% of those aged 16-34 and reaching its lowest point among those aged 35-54 (1.8%).

Figure 9: Bearing in mind that it is likely to be essential for the Council to pursue either one or both of these options in future, how would you rather your residual household waste (black bin) was handled?

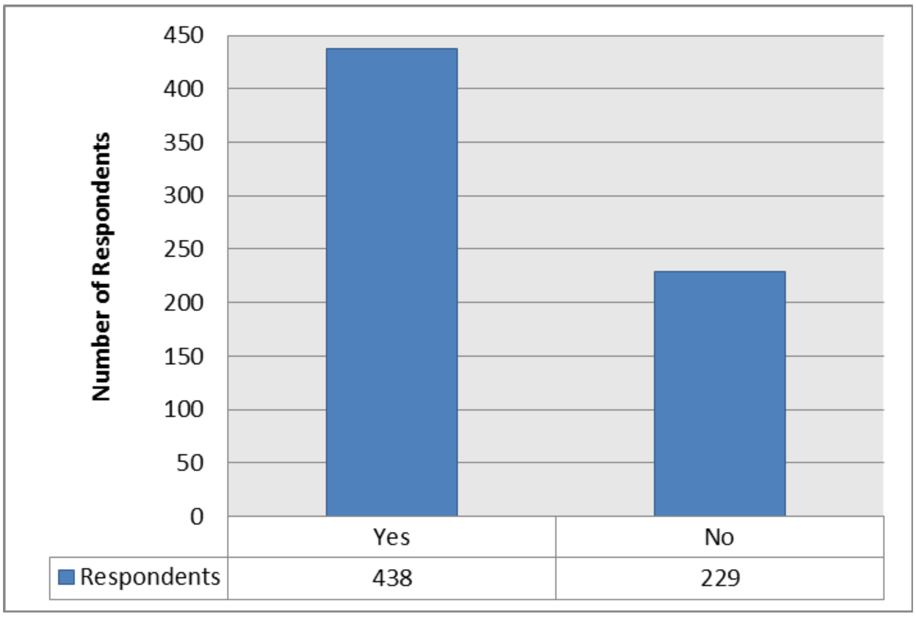


Base = 683 respondents

Many people still place recyclable material in their black bin. In future, before sending black bin waste for disposal or energy recovery, the Council could pre-sort it in order to remove as much additional recyclable material as possible. However, this would require a new pre-treatment facility in the city, and it may be difficult to find markets for the material recovered.

With this in mind, panellists were asked whether or not they would like Aberdeen City Council to consider introducing pre-treatment recycling facilities. The results are provided below in Figure 10 (see page 25), which shows that a clear majority of respondents (438; 65.7%) would like Aberdeen City Council to consider introducing pre-treatment recycling facilities. Support was higher among male respondents (69.6%) than female respondents (62.3%), and slightly higher in North (67.3%) and Central (66.7%) than in South (64.1%). Support for the idea that the Council should consider introducing pre-treatment recycling facilities was noticeably lower among those aged 65+ (57.8%) and, to a lesser extent, those aged 55-64 (63.8%) than among those aged 16-34 (69.2%) and especially those aged 35-54 (71.1%).

Figure 10: Bearing in mind that this would require the construction of additional new facilities, would you like Aberdeen City Council to consider introducing pre-treatment recycling facilities?

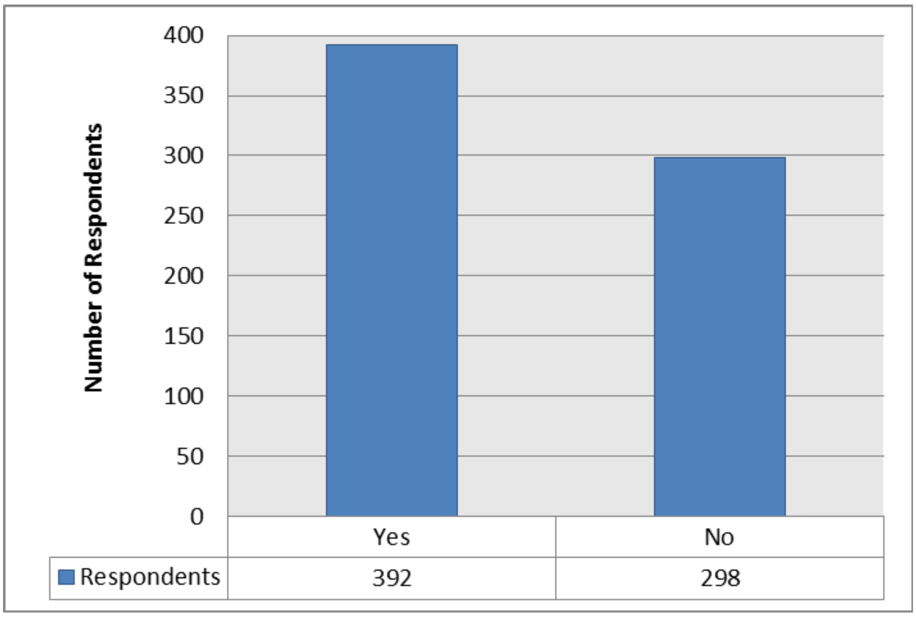


Base = 667 respondents

Aberdeen City Council currently provides each household with either one 240 litre black wheeled bin or communal waste bins for disposal of non-recycled waste. Some households produce more waste than can be collected in one refuse container and the cost of additional collections is spread across the city through Council Tax. Panellists were asked if they believe that households who create more waste should pay for the collection of their additional waste (this charge would not apply where residents have special circumstances that mean a large volume of non-recyclable waste is created on a regular basis e.g. if they have a medical condition that produces excess waste). Their responses are provided below in Figure 11 (see page 26). The chart shows that a majority of respondents (392; 56.8%) believes that households that create additional waste should pay for the collection of this extra waste.

Further scrutiny of these results reveals that a greater proportion of female panellists (59.4%) than male panellists (54.4%) agreed that households that create additional waste should pay for the collection of their additional waste. Support for making these households pay extra was also noticeably higher in South (63.4%) than in North (49.3%) and, to a lesser extent, Central (56.4%). In terms of age-groups, support for the proposal was highest among those aged 16-34 (67.2%), followed by those aged 35-54 (63.0%), those aged 65+ (50.0%) and those aged 55-64 (49.7%).

Figure 11: Do you think households who create more waste should pay for the collection of their additional waste?

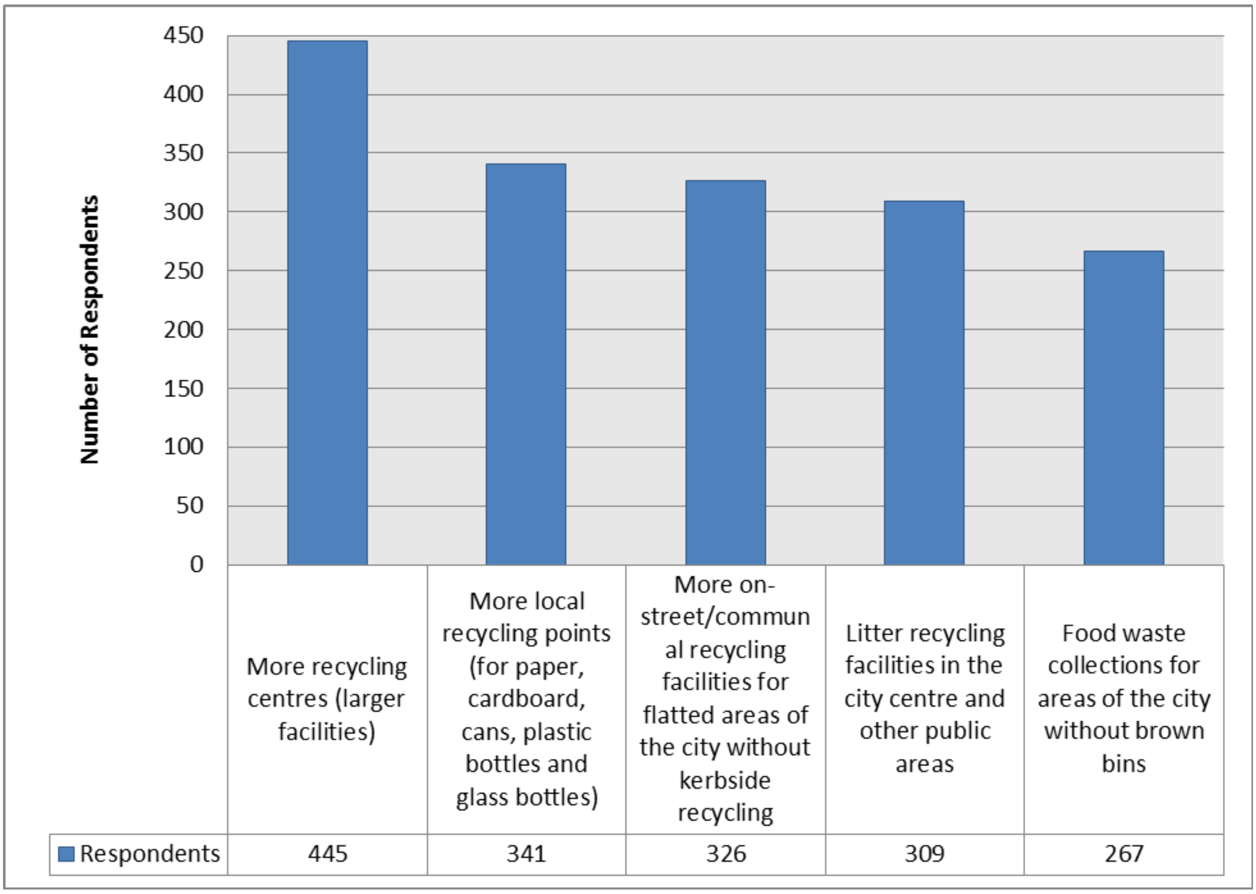


Base = 690 respondents

The Council was also keen to identify levels of support among panellists for a number of different possible future initiatives in the area of recycling and composting. Out of a list of five initiatives, panellists were asked to select those which they believed would be most effective in improving recycling and composting in Aberdeen. The results of this question are provided below in Figure 12 (see page 27). They show that the most popular initiative was ‘more recycling centres (larger facilities where you can recycle many other items such as batteries, electrical equipment, garden waste, wood, soil/rubble and scrap metal, and safely dispose of household chemicals, paint etc.)’ (445 respondents; 62.5%). This was the only initiative which secured the support of a majority of panellists. The next most popular options were ‘more local recycling points (for paper, cardboard, cans, plastic bottles and glass bottles)’ (341 respondents; 47.9%), ‘more on-street/communal recycling facilities for flatted areas of the city without kerbside recycling’ (326 respondents; 45.8%) and ‘litter recycling facilities in the city centre and other public areas’ (309 respondents; 43.4%). ‘Food waste collections for areas of the city without brown bins’ was the least popular option, but nonetheless managed to win the support of a significant minority of respondents (267; 37.5%).

Further breakdown of these results is provided below in Tables 6, 7 and 8 (see pages 27-28), with each one showing the proportion of respondents within the different gender groups, neighbourhood areas and age-groups who identified each initiative as the one likely to be most effective.

Figure 12: The Council is always working to improve and expand recycling and composting facilities in the city. Please indicate which of the following initiatives you think would be the most effective.



Base = 712 respondents

Table 6: Which of the following initiatives do you think would be the most effective? (% by Gender)

Service	Gender	
	Male	Female
More on-street/communal recycling facilities for flatted areas of the city without kerbside recycling	42.9	48.1
Food waste collections for areas of the city without brown bins	34.2	40.4
Litter recycling facilities in the city centre and other public areas	42.6	44.0
More local recycling points (for paper, cardboard, cans plastic bottles and glass bottles)	51.2	44.3
More recycling centres (larger facilities where you can recycle many other items)	64.6	60.7

Base = 702 respondents

Table 7: Which of the following initiatives do you think would be the most effective? (% by Neighbourhood)

Service	Neighbourhood		
	North	South	Central
More on-street/communal recycling facilities for flatted areas of the city without kerbside recycling	38.1	41.9	57.3
Food waste collections for areas of the city without brown bins	37.1	38.2	36.8
Litter recycling facilities in the city centre and other public areas	40.5	45.2	43.6
More local recycling points (for paper, cardboard, cans plastic bottles and glass bottles)	45.7	44.5	53.2
More recycling centres (larger facilities where you can recycle many other items)	64.3	60.3	63.6

Base = 702 respondents

Table 8: Which of the following initiatives do you think would be the most effective? (% by Age-Group)

Service	Age Group			
	16-34	35-54	55-64	65+
More on-street/communal recycling facilities for flatted areas of the city without kerbside recycling	67.2	51.9	44.0	28.3
Food waste collections for areas of the city without brown bins	28.4	39.0	34.9	41.0
Litter recycling facilities in the city centre and other public areas	59.7	46.7	36.0	38.7
More local recycling points (for paper, cardboard, cans plastic bottles and glass bottles)	46.3	49.1	47.4	45.7
More recycling centres (larger facilities where you can recycle many other items)	56.7	65.2	61.1	61.8

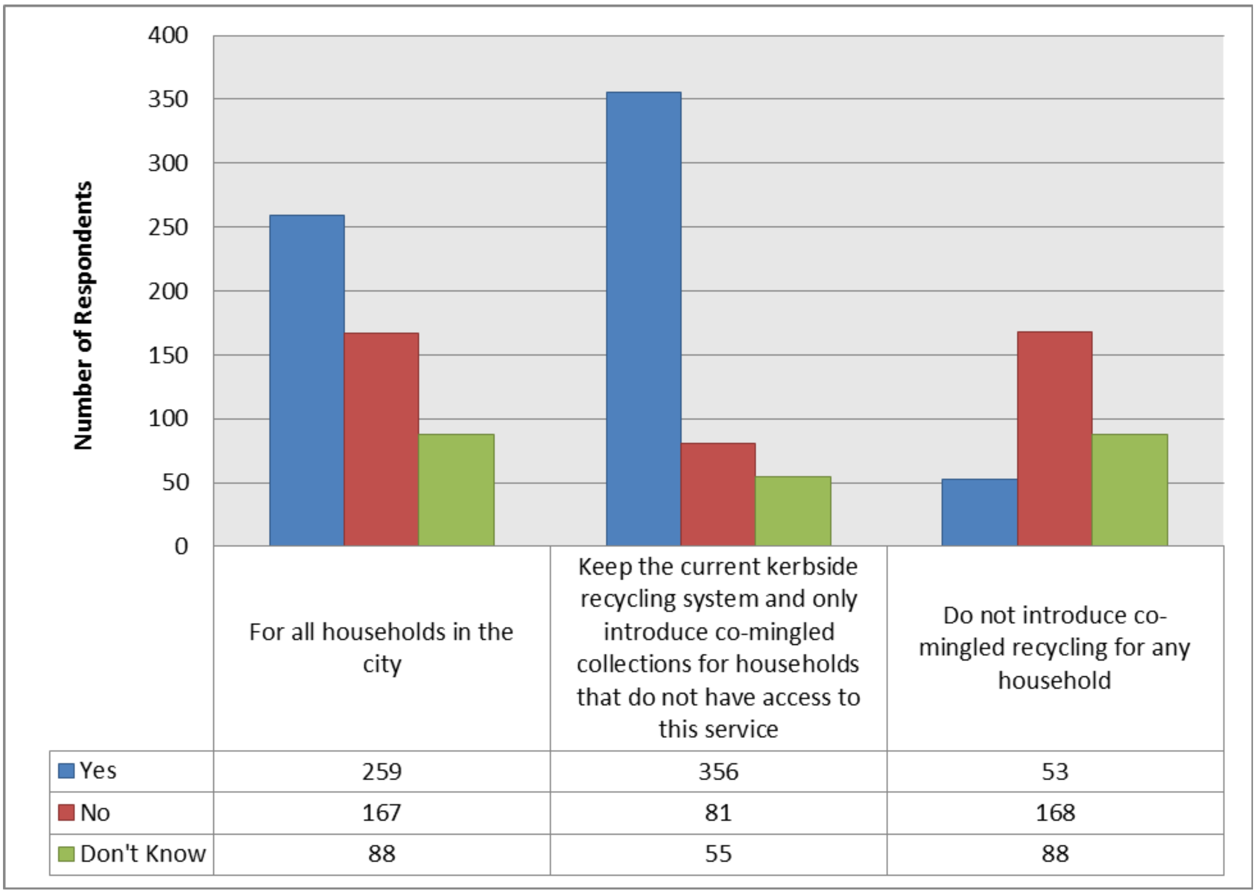
Base = 702 respondents

Currently, the Council collects kerbside recycling using the box and bag system, with collection crews sorting the materials at the kerbside. This collection method is expensive and is not suitable for all properties in the city. As such, many households, mainly flats, do not have a recycling collection at their kerbside. The alternative collection method, “co-mingling”, uses one container (often a wheeled bin) for all recyclable material, which can then be sorted at a Material Recycling Facility. This makes collections more efficient and could be provided to flats with on-street or communal bins. If this system were adopted, a sorting facility would need to be developed and households with the box and bag system would be issued with a new wheeled bin to replace the existing black box and white bag.

Panellists were asked whether or not they would support a move towards co-mingled recycling collections. Their responses are provided below in Figure 13 (see page 29), which shows that the most popular option was for co-mingled collections to be introduced for households currently without access to kerbside recycling, but to retain kerbside recycling for all other properties (356 respondents; 72.4%). Introducing co-mingling across the whole city was supported by 259 respondents (50.4%), whilst only 53 respondents (17.2%) said that co-mingling should not be introduced anywhere in the city.

Further analysis of the proportion of respondents within each gender group, neighbourhood and age-group who supported each of these proposals is provided below in Tables 9, 10 and 11 (see pages 29-30).

Figure 13: Do you think that we should move to co-mingled recycling collections?



Base = 514 (all households); 492 (some households); 309 (no households)

Table 9: Do you think that we should move to co-mingled recycling collections? (% by Gender)

Service	**Gender**	
	Male	**Female**
For all households in the city	50.8	50.4
Keep the current kerbside recycling system and only introduce co-mingled collections for households that do not have access to this service	70.0	74.9
Do not introduce co-mingled recycling for any household	23.0	10.3

Base = 508 respondents

Table 10: Do you think that we should move to co-mingled recycling collections? (% by Neighbourhood)

Service	Neighbourhood		
	North	South	Central
For all households in the city	53.5	48.5	50.6
Keep the current kerbside recycling system and only introduce co-mingled collections for households that do not have access to this service	80.5	68.8	69.2
Do not introduce co-mingled recycling for any household	20.3	15.5	16.3

Base = 508 respondents

Table 11: Do you think that we should move to co-mingled recycling collections? (% by Age-group)

Service	Age Group			
	16-34	35-54	55-64	65+
For all households in the city	45.8	52.1	52.5	47.4
Keep the current kerbside recycling system and only introduce co-mingled collections for households that do not have access to this service	63.0	64.2	78.6	85.5
Do not introduce co-mingled recycling for any household	2.4	14.5	18.3	31.7

Base = 508 respondents

SERVICE RESPONSE

Questions on Household Waste have now been included in the City Voice for 4 years and this means that we are establishing good data on changing service availability, service use and attitudes to waste and recycling. The results help us to plan marketing campaigns, identify areas for improvement and gather feedback on service changes.

Over the past year the Council's waste team has been working to improve the availability of on-street and communal recycling facilities across the city. This improvement is reflected in the results of the City Voice with more people stating that they are offered and are aware of this service. However, the results show that more work needs to be done to improve awareness of the food waste collections which are available to all those properties with a brown bin. As a result, our waste aware team will be organising food waste specific campaigns over the coming year to increase awareness and uptake of this service.

For the last few years we have asked whether or not households creating additional waste should be charged for the collection of the additional material rather than the cost being spread out across the city. In 2009, more people were not in favour of such a move, in 2010 the result was exactly 50:50 and it is interesting to note that this year the result was 60.7% in favour.

In light of recent changes to Scotland's national waste policy and regulations, the Council is currently undertaking a complete review of waste services in the city. As part of the review, a move to co-mingled recycling collections is being considered and therefore we asked for your views on this. It is clear that the majority of respondents are in favour of introducing co-mingled collections to at least part of the city. This result will be fed back to the Project Board and will be considered as part of the consultation process.

In terms of future improvements and expansions to waste services, additional Recycling Centres remains far and away the most popular choice with more local Recycling Points coming in second. This is a particularly encouraging result as we have been working to increase the number of Recycling Centres and it is good to know that this is in line with what residents want. Modern, appropriately sized, Recycling Centres can recycle up to 70% of the waste they take in and can therefore make a significant contribution to recycling rates.

It is interesting to note that if the responses from the Central area of the city are looked at in isolation, then the most popular option is for more on-street/communal recycling facilities. We believe that his is due to the higher proportion of flats in this area which cannot be offered the kerbside recycling service. The waste aware team is continuing to increase the number of communal facilities.

Laura Blair
Waste Strategy Officer
Aberdeen City Council

CLEAN CITY

A clean city is a challenge for all cities. Aberdeen City Council employs a team of operatives to clean the city and collect litter to ensure our city stays clean. The Council was keen to obtain panellists' views on a number of issues in order to help it decide what to focus on in the future.

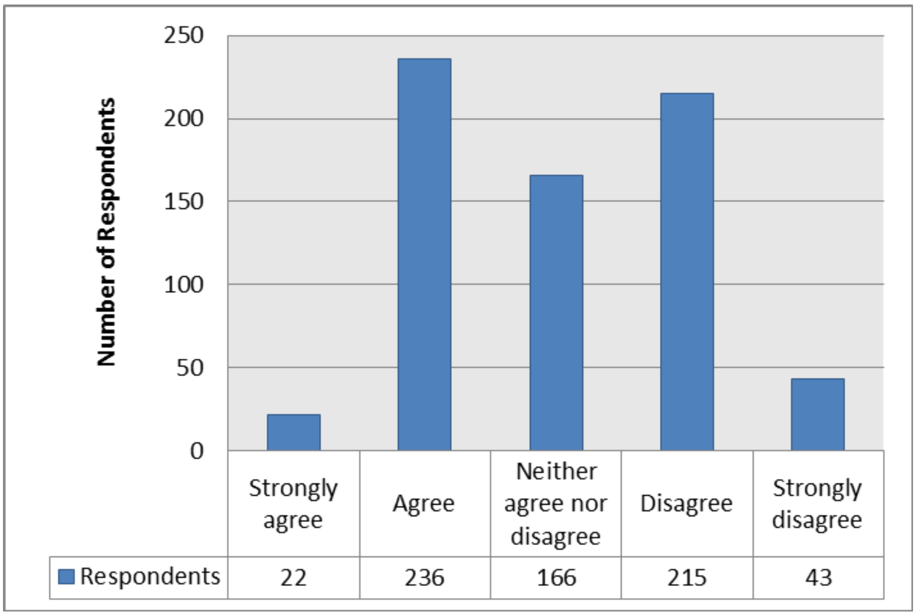
Firstly, panellists were asked to indicate the extent to which they agreed or disagreed that Aberdeen is a clean city. The responses are provided below in Figure 14 (see page 33), which shows that the most popular response was to agree that Aberdeen is a clean city (236 respondents; 34.6%). However, the proportion of respondents who agreed with the statement to at least some extent (i.e. combining the figures for those who answered 'agree' and those who answered 'strongly agree') was identical (258 respondents; 37.8%) to the proportion who disagreed to at least some extent. 166 respondents (24.3%) neither agreed nor disagreed.

There were virtually no gender differences in responses to these questions. The only notable divergences were that a greater proportion of female respondents (8.3%) strongly disagreed than was the case for their male counterparts (4.0%), whilst a greater proportion of males (27.2%) than females (21.7%) opted for the 'neither agree nor disagree' answer.

There was virtually no difference between neighbourhoods in relation to the 'strongly agree' and 'strongly disagree' responses, but there were some minor divergences in relation to the other responses. The most popular response in North (34.3%) and South (38.4%) was to agree with the statement that Aberdeen is a clean city, whilst in Central the greatest share of respondents (34.3%) opted for the 'disagree' response.

Two age-related correlations were found when subjecting these responses to closer scrutiny. Firstly, the proportion of respondents opting for the 'strongly disagree' option increased with each successive age-group increment, from a low of 3.0% among those aged 16-34 to 3.3% of those aged 35-54, 8.2% of those aged 55-64 and 10.5% of those aged 65+. Secondly, the proportion of respondents selecting the 'agree' option decreased with each increase in age-group increment, falling from a high of 62.1% of those aged 16-34 to 42.4% of those aged 35-54, 23.5% of those aged 55-64 and 22.2% of those aged 65+. It is also worth noting that for the two youngest age-groups, the most popular response was 'agree' (selected by 62.1% of those aged 16-34 and 42.4% of those aged 35-54), whilst for the two oldest age-groups, the most popular response was 'disagree' (selected by 40.6% of those aged 55-64 and 34.6% of those aged 65+).

Figure 14: To what extent do you agree or disagree that Aberdeen is a clean city?



Base = 682 respondents

Panellists were then presented with a list of ten different street cleaning priority areas and asked where they believe Aberdeen City Council should be focussing its street cleaning resources (panellists were asked to select three options). The different options and the proportion of respondents selecting them are presented below in Table 12. The results show that the most popular areas of focus were litter (414 respondents; 58.1%), fly tipping (308 respondents; 43.3%), litter bins/dog bins (264 respondents; 37.1%), grass/shrub maintenance (253 respondents; 35.3%), dog fouling (239 respondents; 33.6%) and chewing gum (220 respondents; 30.9%). Each of the remaining options was selected by fewer than one in four respondents.

These results can be further broken down by gender, neighbourhood and age-group: the results of this analysis are provided below in Tables 13, 14 and 15 respectively (see pages 34-35).

Table 12: Where should Aberdeen City Council be focussing its street cleaning resources?

Area	Respondents	
	Count	%
Litter	414	58.1
Fly tipping	308	43.3
Litter bins/dog bins	264	37.1
Grass/shrub maintenance	253	35.5
Dog fouling	239	33.6
Chewing gum	220	30.9
Weeds	169	23.7
Graffiti	146	20.5
Bird droppings	77	10.8
Fly posting	46	6.5

Base = 712 respondents

Table 13: Where should Aberdeen City Council be focussing its street cleaning resources? (% by Gender)

Service	Gender	
	Male	Female
Litter	61.0	54.9
Fly tipping	45.2	41.5
Litter bins/dog bins	35.1	38.8
Grass/shrub maintenance	35.4	36.1
Dog fouling	32.1	35.2
Chewing gum	32.7	29.0
Weeds	25.6	22.4
Graffiti	21.7	19.1
Bird droppings	9.2	12.6
Fly posting	9.5	3.8

Base = 702 respondents

Table 14: Where should Aberdeen City Council be focussing its street cleaning resources? (% by Neighbourhood)

Service	Neighbourhood		
	North	South	Central
Litter	48.1	62.5	61.4
Fly tipping	43.8	41.2	45.5
Litter bins/dog bins	38.1	37.1	35.9
Grass/shrub maintenance	42.9	34.9	30.0
Dog fouling	30.5	30.9	40.5
Chewing gum	29.5	33.8	28.2
Weeds	23.3	24.3	24.1
Graffiti	23.3	22.4	15.0
Bird droppings	14.8	10.7	7.7
Fly posting	3.8	7.7	7.7

Base = 702 respondents

Table 15: Where should Aberdeen City Council be focussing its street cleaning resources? (% by Age-group)

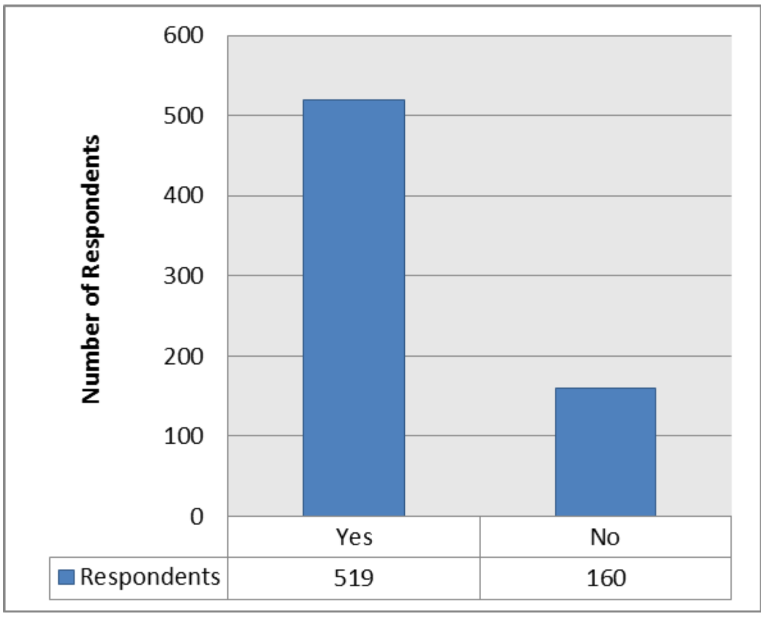
Service	Age Group			
	16-34	**35-54**	**55-64**	**65+**
Litter	40.3	62.4	62.9	52.0
Fly tipping	29.9	46.7	43.4	42.8
Litter bins/ dog bins	37.3	43.2	34.9	28.9
Grass/shrub maintenance	31.3	36.6	37.7	34.1
Dog fouling	38.8	31.7	31.4	37.6
Chewing gum	25.4	20.9	38.3	41.6
Weeds	22.4	20.9	29.1	24.3
Graffiti	20.9	19.5	17.7	24.3
Bird droppings	17.9	7.7	11.4	13.3
Fly posting	3.0	5.6	6.3	9.8

Base = 702 respondents

The next question sought to identify whether or not panellists believe that local residents should be encouraged to keep their own neighbourhood clean and tidy (e.g. through clean ups or 'adopt a street' schemes). Panellists' responses to this question are provided below in Figure 15 (see page 36), which shows that a very clear majority of respondents (519; 76.4%) believes that residents should be encouraged to keep their neighbourhood clean and tidy.

A slightly greater proportion of male respondents (78.0%) than female respondents (74.4%) agreed with this statement. In terms of neighbourhood, the proportion of respondents agreeing with the statement was greatest in South (79.9%), followed by North (75.1%) and Central (72.5%). There was no direct correlation between age-group and propensity to agree with the statement, although there was evidence of variation between different age-groups. Agreement with the statement was highest among those aged 35-54 (78.3%) and those aged 55-64 (77.7%), followed by those aged 16-34 (74.6%) and was lowest among those aged 65+ (71.7%).

Figure 15: Should local residents be encouraged to keep their own neighbourhood clean and tidy?



Base = 679 respondents

Green Spaces

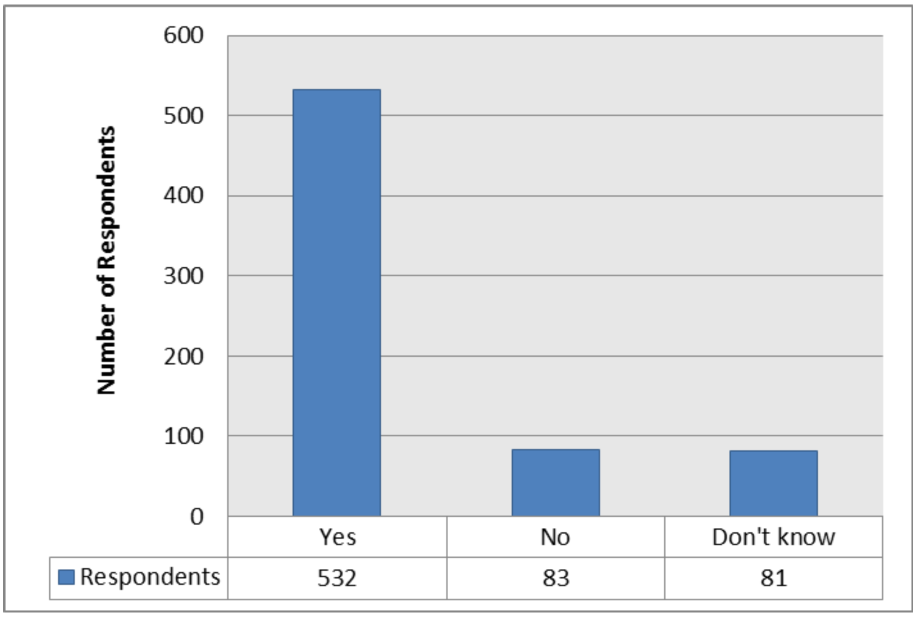
Aberdeen City Council currently maintains approximately 827 hectares of green space, which brings benefits to both its residents and visitors. The Council would like to know what panellists think of these green spaces, how they are maintained and the service the Council provides, as well as panellists' thoughts on Aberdeen's participation in 'Beautiful Scotland', previously known as 'Scotland in Bloom'.

Firstly, all panellists were asked whether or not they think Aberdeen should continue its participation in the national 'Beautiful Scotland' campaign. Again, some concern was expressed about this question by the Robert Gordon University team responsible for assisting with survey design. On this occasion, it was felt that the proposers of the following question should provide further information on the costs and benefits of participation in this competition, in order to allow panellists to have a more informed basis on which to make their decision. As this was not provided, the research team believes that panellists' responses should be treated with caution, particularly if a decision about future participation is to be informed by these responses.

This concern notwithstanding, the results (as provided below in Figure 16 – see page 37) show that a clear majority of respondents (532; 76.4%) believe that Aberdeen should continue its participation in the national 'Beautiful Scotland' competition.

A slightly larger proportion of female respondents (77.2%) than male respondents (75.3%) stated that Aberdeen should continue to participate, although a greater proportion also stated that they didn't know (13.2% compared to 10.2% of males). Agreement that the city should continue to participate was highest in South (80.8%), and lower in North (74.1%) and Central (72.7%). The proportion saying that the city should not continue to participate was largest in North (14.1%) and Central (13.4%), and lowest in South (9.6%). Again, there were variations between age-groups, but no evidence of a direct correlation. The proportion answering 'yes' was largest in the 65+ age-group (80.1%), followed by the 16-34 age-group (78.5%) and the 35-54 age-group (75.9%), and was at its smallest in the 55-64 age-group (72.3%). The proportion answering 'no' was largest among those aged 55-64 (13.9%), although this was followed by the 65+ age-group (12.9%), the 16-34 age-group (12.3%) and the 35-54 age-group (10.1%). The proportion of respondents answering 'don't know' was noticeably larger among those aged 35-54 (14.0%) and 55-64 (13.9%) than among those aged 16-34 (9.2%) or 65+ (just 7.0%).

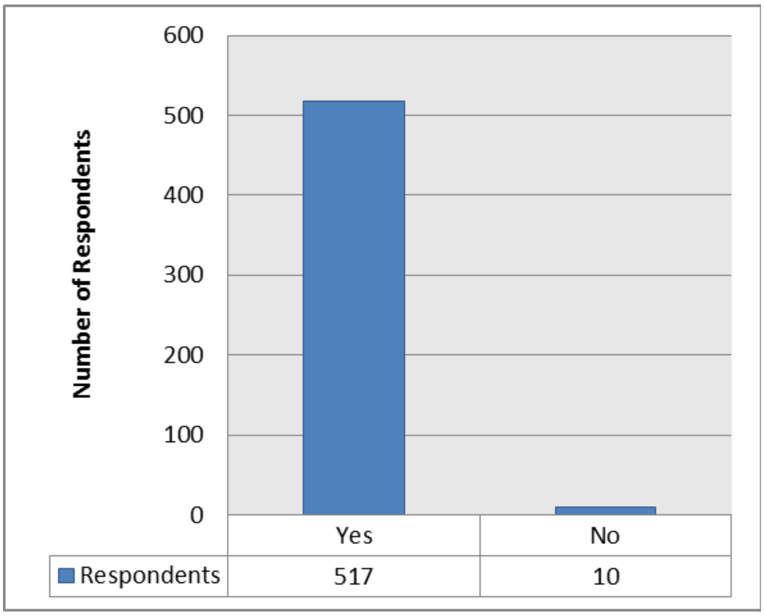
Figure 16: Should Aberdeen continue its participation in the national 'Beautiful Scotland' competition?



Base = 696 respondents

The panellists who had just stated that Aberdeen should continue its involvement in the competition were then asked whether or not local communities should be encouraged to be more involved in the competition. The responses to this question are provided below in Figure 17 (see page 38), which shows that virtually every respondent (517; 98.1%) to this question believes that local communities should be more involved. Breaking this down by demographics, we see that female respondents were marginally more enthusiastic (96.9%) than males (95.4%), whilst the proportion of respondents answering 'yes' was higher in South (97.8%) than in either North (94.4%) or Central (95.7%). There was virtually no difference whatsoever between age-groups, although enthusiasm was at its lowest among those aged 65+ (95.7% of respondents in this age-group answered 'yes') and at its highest in the 16-34 and 35-54 age-groups (both 96.4%). 96.2% of those aged 55-64 answered 'yes'.

Figure 17: If Aberdeen <u>should</u> continue its participation in the national 'Beautiful Scotland' competition, should local communities be encouraged to be more involved in the competition?



Base = 527 respondents

The next question sought to determine the importance of a number of different aspects of green space provision to panellists. Using a 5-point Likert scale (not at all important, not very important, important, very important and extremely important), panellists were asked to state how important they felt each one was to them. Their responses are provided below in Tables 18 and 19 (see pages 40-41, respectively).

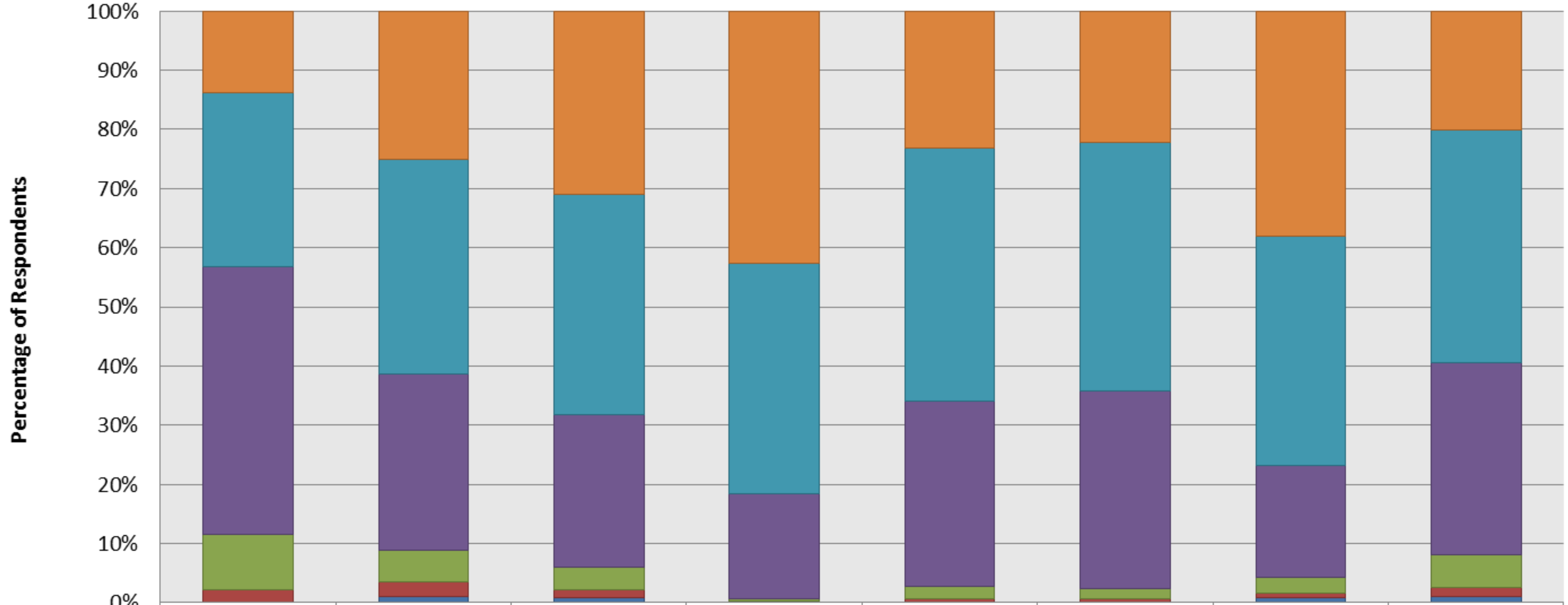
There is a wide range of information which could be discussed in relation to these results, but due to the complexity of any crosstabulated analysis of this question, we will discuss the headline findings at aggregate level.

In terms of headline findings, we focus firstly on the aspects of green space provision which elicit the most profound levels of agreement and disagreement. The aspects of green space provision which attracted the highest proportion of respondents stating that they were extremely important were keeping public parks clear of dog fouling (46.7% of respondents stated that this was extremely important), ensuring dogs are kept under control in public parks (46.0%), a feeling of personal safety in public parks (43.3%) and the provision of public parks (42.7%). The aspects which attracted the greatest share of 'not at all important' responses were organised events in public areas (5.4%), provision of outdoors sports pitches/playing fields (2.6%) and the provision of flower beds and floral displays in public areas (2.0%).

Next, in terms of overall levels of importance, we look at aggregated scores for those respondents who answered positively (i.e. all those who answered 'extremely important', 'very important' or 'important') and those who answered negatively (i.e. all those who answered 'not at all important' or 'not very important'). In terms of overall positive responses, the aspects of green space provision seen as most important were the provision of public parks (99.3%), a feeling of personal safety in public parks (98.4%), keeping public parks clear of dog fouling (97.7%) and the standard of litter clearance in horticultural areas (97.5%). However, it is worth noting that there were only 3 aspects which were classed as important to at least some degree by less than 90.0% of respondents: these were the presentability of staff (88.2%), organised events in public areas

(74.0%) and the provision of flower beds/floral displays in public areas (88.5%). Unsurprisingly, these were also the aspects of green space provision which received the highest proportion of overall negative responses (11.0%, 25.8% and 11.4%, respectively).

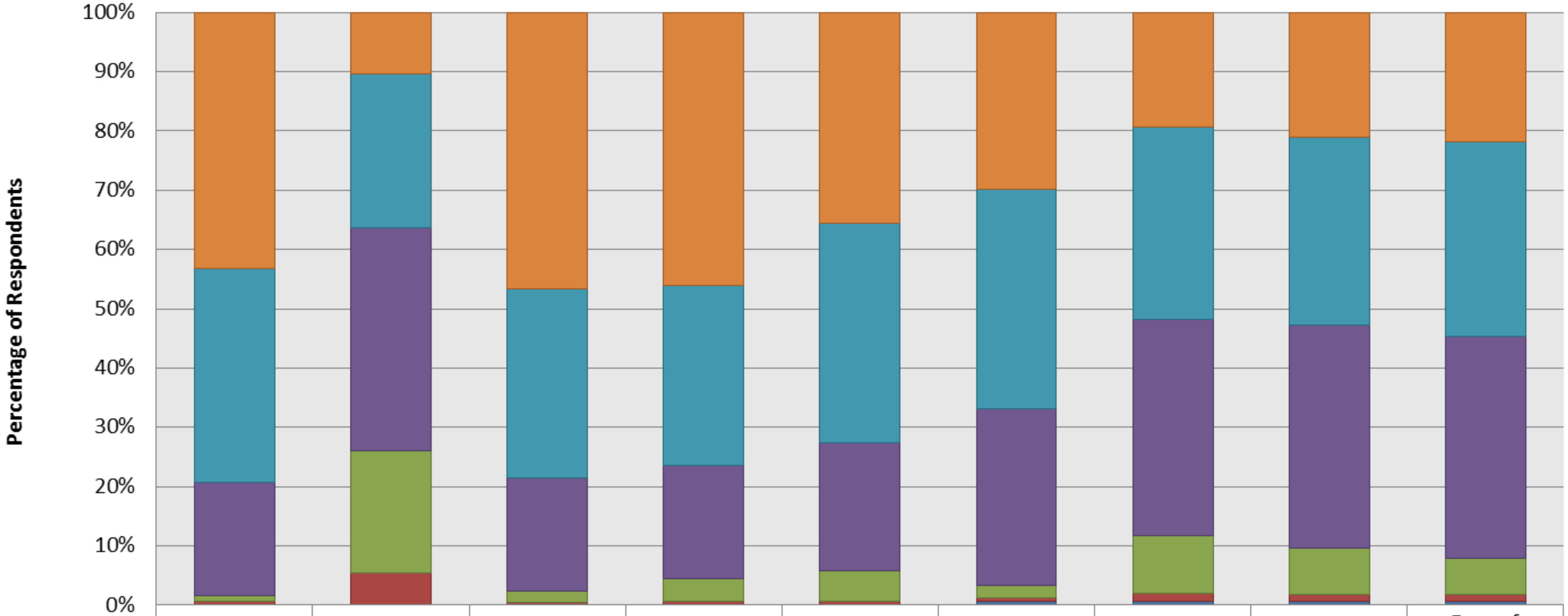
Figure 18: Please tell us how important to you each of the following aspects of green space provision are. (Part 1)



	Provision of flower beds/ floral displays (public areas)	Provision of outdoor sports pitches/ playing fields	Provision of children's play areas	Provision of public parks	High standard of maintenance of public grass areas	Standard of litter clearance in horticultural areas	Standard of maintenance of children's play areas	Standard of maintenance of outdoor pitches/ playing fields
Extremely important	13.8%	25.0%	31.0%	42.7%	23.3%	22.2%	38.2%	20.1%
Very important	29.5%	36.4%	37.2%	38.9%	42.6%	42.0%	38.6%	39.3%
Important	45.2%	29.6%	25.9%	17.7%	31.4%	33.3%	19.1%	32.5%
Not very important	9.4%	5.3%	3.7%	.4%	2.2%	1.9%	2.6%	5.5%
Not at all important	2.0%	2.6%	1.3%	.3%	.6%	.4%	.7%	1.6%
Not applicable	.1%	1.0%	.9%	.0%	.0%	.1%	.9%	1.0%

Base = 695 (flower beds); 695 (pitches provision); 694 (play area provision); 696 (parks provision); 692 (public grass provision); 693 (horticultural maintenance); 692 (play area maintenance); 687 (pitches maintenance)

Figure 19: Please tell us how important to you each of the following aspects of green space provision are. (Part 2)



	Feeling of personal safety in public parks	Organised events in public areas	Keeping public parks clear of dog fouling	Ensuring dogs are kept under control in parks	Provision of public toilets in parks	Friendliness/ co-operation of staff	Presentability of staff	Ease of obtaining information/ help	Ease of reporting deficiencies/ making complaints
Extremely important	43.3%	10.3%	46.7%	46.0%	35.5%	29.8%	19.3%	21.0%	21.8%
Very important	35.9%	26.0%	31.8%	30.5%	37.1%	37.1%	32.5%	31.7%	32.9%
Important	19.2%	37.7%	19.2%	19.1%	21.6%	29.7%	36.5%	37.6%	37.4%
Not very important	1.0%	20.5%	1.9%	3.7%	5.2%	2.0%	9.9%	7.9%	6.1%
Not at all important	.4%	5.4%	.4%	.6%	.6%	.7%	1.2%	1.2%	1.2%
Not applicable	.1%	.1%	.0%	.1%	.0%	.6%	.7%	.6%	.6%

Base = 693 (personal safety); 689 (organised events); 694 (dog fouling); 698 (dog control); 695 (public toilets); 687 (staff friendliness); 680 (staff presentability); 681 (obtaining information); 687 (making complaints)

The next question aimed to identify how well panellists believe Aberdeen City Council currently performs in relation to each of these aspects of green space provision. Again using a 5-point Likert scale ('very poor', 'poor', 'average', 'good' and 'excellent'), panellists were asked to rate the Council's performance in these areas. As with the previous question, due to the complexity of any crosstabulated analysis of this question, we instead focus on headline findings at aggregate level. Panellists' responses are provided below in Figures 20 and 21 (see pages 43-44).

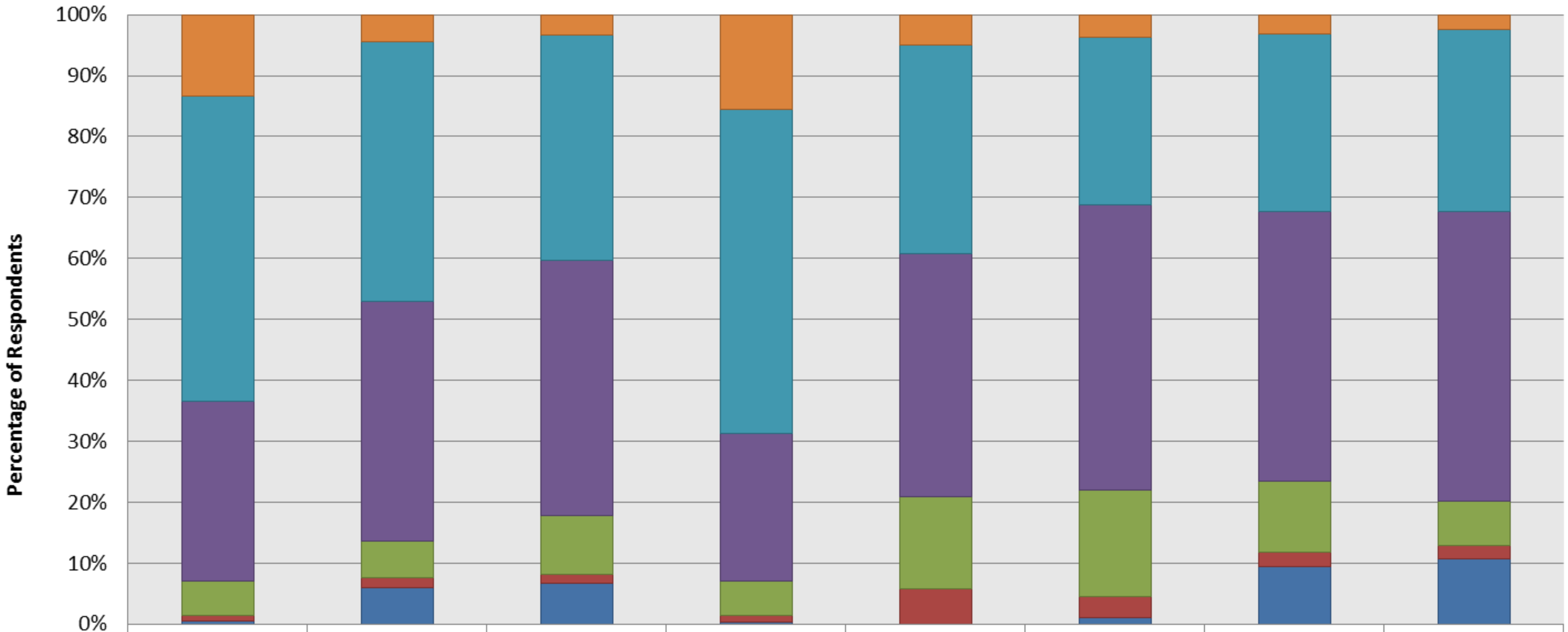
Looking firstly at the most strongly held feelings, we see that the areas in which the greatest proportion of respondents believe that the Council's performance is 'excellent' are the provision of public parks (15.5%), the provision of flower beds/floral displays in public areas (13.4%) and the friendliness/co-operation of staff (5.4%). For each other area, less than 5.0% of respondents feel that the Council is doing an excellent job. Looking at respondents who believe that the Council is doing a very poor job, the proportion of respondents selecting this option was largest in relation to the provision of public toilets in parks (15.0%), ensuring that dogs are kept under control in parks (11.0%), keeping public parks clear of dog fouling (6.9%), having a high standard of maintenance of public grass areas (5.8%) and the ease of reporting deficiencies/making complaints (5.3%). For each remaining aspect, less than 5.0% of respondents believed that the Council's performance was very poor.

It is worth noting that for most aspects of green space provision, the proportion of respondents who believe that the Council is doing an excellent job is larger than the proportion who believe that the Council is doing a very poor job. There is, however, a number of exceptions. These were the provision of public toilets in parks, ensuring that dogs are kept under control in parks, keeping public parks clear of dog fouling, having a high standard of maintenance of public grass areas, the ease of reporting deficiencies/making complaints, having organised events in public areas and the ease of obtaining information/help.

Turning to consider overall positive assessments (i.e. aggregating the proportion of respondents answering 'excellent' or 'good'), the results show that the aspects of green space provision in which the Council's performance obtains the highest overall approval levels are the provision of flower beds/floral displays in public areas (68.8%) and the provision of public parks (63.4%). These were the only aspects in which a majority of respondents gave an above-average assessment of the Council's performance, although a sizeable minority of respondents did likewise in relation to the provision of outdoor sports pitches/playing fields (47.1%), a feeling of personal safety in public parks (45.1%) and the provision of children's play areas (40.3%).

In relation to overall negative (i.e. below average) assessments of the Council's performance, the results show that there is only one aspect of green space provision in which a majority of respondents assessed the Council's performance as below average: the provision of public toilets in parks (52.8%). The aspects which attracted the next highest levels of below average verdicts were ensuring that dogs are kept under control in parks (30.0%), keeping public parks clear of dog fouling (26.7%) and the ease of reporting deficiencies/making complaints (23.1%).

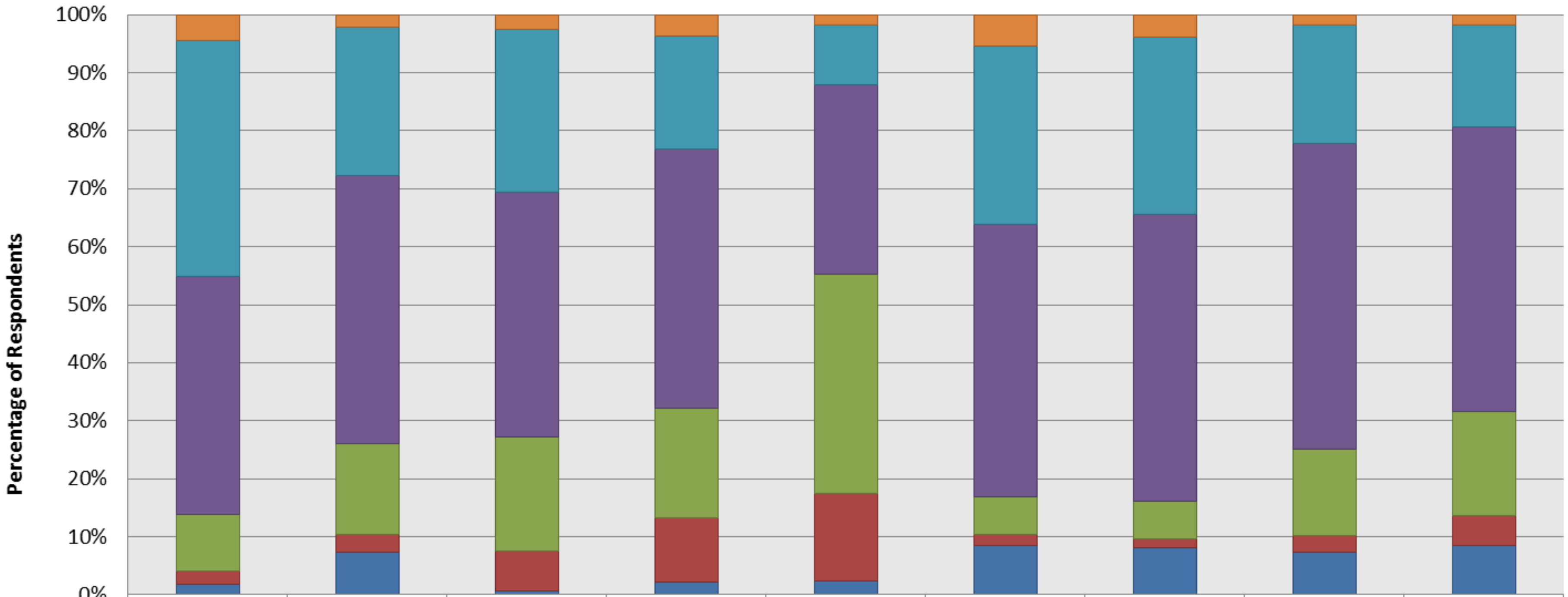
Figure 20: Please tell us how you think we are performing with regard to each of the following aspects of green space provision. (Part 1)



	Provision of flower beds/ floral displays (public areas)	Provision of outdoor sports pitches/ playing fields	Provision of children's play areas	Provision of public parks	High standard of maintenance of public grass areas	Standard of litter clearance in horticultural areas	Standard of maintenance of children's play areas	Standard of maintenance of outdoor pitches/ playing fields
Excellent	13.4%	4.4%	3.4%	15.5%	4.9%	3.7%	3.1%	2.4%
Good	50.0%	42.6%	36.9%	53.3%	34.2%	27.6%	29.1%	29.9%
Average	29.5%	39.4%	41.9%	24.1%	40.0%	46.8%	44.2%	47.4%
Poor	5.6%	5.9%	9.6%	5.7%	15.1%	17.4%	11.7%	7.4%
Very poor	1.0%	1.8%	1.5%	1.2%	5.8%	3.5%	2.4%	2.1%
Not applicable	.4%	5.9%	6.7%	.3%	.0%	1.0%	9.4%	10.7%

Base = 694 (flower beds); 678 (pitches provision); 675 (play area provision); 689 (parks provision); 690 (public grass provision); 682 (horticultural maintenance); 667 (play area maintenance); 662 (pitches maintenance)

Figure 21: Please tell us how you think we are performing with regard to each of the following aspects of green space provision. (Part 2)



	Feeling of personal safety in public parks	Organised events in public areas	Keeping public parks clear of dog fouling	Ensuring dogs are kept under control in parks	Provision of public toilets in parks	Friendliness/ co-operation of staff	Presentability of staff	Ease of obtaining information/ help	Ease of reporting deficiencies/ making complaints
Excellent	4.4%	2.1%	2.6%	3.6%	1.8%	5.4%	3.9%	1.9%	1.7%
Good	40.7%	25.6%	28.0%	19.6%	10.3%	30.7%	30.5%	20.4%	17.6%
Average	41.0%	46.2%	42.2%	44.6%	32.7%	47.1%	49.5%	52.8%	49.1%
Poor	9.8%	15.7%	19.7%	19.0%	37.8%	6.5%	6.4%	14.8%	17.8%
Very poor	2.3%	3.0%	6.9%	11.0%	15.0%	1.9%	1.6%	2.8%	5.3%
Not applicable	1.8%	7.3%	.6%	2.3%	2.4%	8.5%	8.0%	7.4%	8.4%

Base = 683 (personal safety); 656 (organised events); 664 (dog fouling); 664 (dog control); 672 (public toilets); 635 (staff friendliness); 636 (staff presentability); 648 (obtaining information); 641 (making complaints)

Play Areas

Since the introduction of British and European Safety Standards, children's play areas and specifically equipped play spaces across the city have been improved to provide safer play opportunities. These improvements have included safer surfacing, the introduction of multi play units, accommodating greater numbers of children, and the introduction of items suitable for older children. However, anecdotal evidence suggests that play areas are now not being used as much as they perhaps could be. The Council understands that children do not find them interesting or adventurous enough, and as a result, play parks are under used.

The Council's experience is that requests have increased for larger structures and particularly those with moving components, for example aerial runways, large section tyre (cantilever) swings, and larger enclosed slides etc.

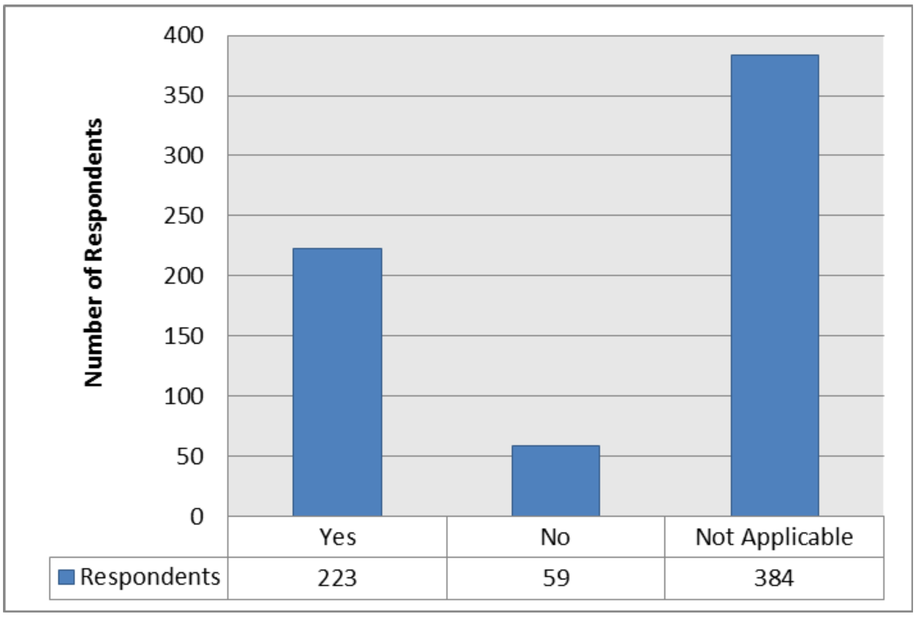
Aberdeen City Council currently maintains 159 play parks within the city. The Council wants to find out what panellists think about these play areas and in particular how safe they are. This will help the Council to assess the city's play areas and potentially change the type of provision.

The survey first aimed to identify exactly how many panellists had children – or supervised children – who use Council play areas. The responses to this question are provided below in Figure 22 (see page 46), which shows that 223 respondents (33.5%) have children or supervise children who use play areas. 59 respondents (8.9%) have children or supervise children who do <u>not</u> use play areas, whilst for 384 respondents (57.7%) the question was not applicable (presumably because they do not have or supervise any children).

For the purposes of deeper analysis, we removed these 'n/a' responses from our analysis and instead concentrated on the respondents who have or supervise children (i.e. a total of 282 respondents) in order to see what patterns of usage are across different demographic categories. In this sub-sample, the 223 respondents who have (or supervise) children who do use play areas represent a proportion of 79.1%, whilst those who have (or supervise) children who do not use play areas represent a proportion of 20.9%. These represent the 'average' city-wide response against which our stratified analysis will now be compared.

Dealing firstly with gender, we see that the proportion of male respondents (82.3%) who have (or supervise) children who use play areas is greater than the equivalent figure among female respondents (76.0%). There was virtually no variation whatsoever across neighbourhoods, with the proportion of respondents answering 'yes' greatest in North (79.8%), followed by South (78.7%) and Central (78.1%). There was slightly more variation between different age-groups: the proportion of respondents who have (or supervise) children who use play areas was greatest among those aged 16-34 (93.8%), followed by those aged 55-64 (84.2%), those aged 65+ (78.8%) and those aged 35-54 (73.4%).

Figure 22: Do the children in your family, or children you supervise, use children's play areas?



Base = 666 respondents

The next question was directed solely at those panellists who have (or supervise) children who do not use play areas. These panellists were asked to state why they do not use children's play areas. Panellists were provided with a list of seven predetermined responses and were asked to identify all those which were applicable, but were also invited to make their own 'other' suggestions. The responses received are provided below in Table 16. Although a total of 8 'other' responses were received, 7 of these corresponded to one or more of the pre-determined options and were redistributed accordingly. The one remaining 'other' response was not relevant to the question asked.

Table 16: If the children you have or supervise do not use children's play areas, why is this?

Reason	Respondents	
	Count	%
It is unsuitable for them at the age they are	41	69.5
The play areas I've seen have broken equipment	11	18.6
They find the play areas boring	10	16.9
The play areas I've seen are unfenced	5	8.5
The play areas I've seen I believe to be dangerous	4	6.8
The play areas I've seen are too close to traffic	4	6.8
There are no play areas near where I live	3	5.1
Other	1	1.7

Base = 59 respondents

Moving on, the next question was addressed to all panellists and asked them to identify the features which they believe to be important in a children's play area. Panellists were provided with a list of ten pre-determined features and asked to identify all those which were applicable, but once again they were also invited to make their own 'other' suggestions. Panellists' responses to this question are provided below in Table 17. The results show that the features which attracted the greatest number of responses were that the play area is clean and has litter bins (503 respondents; 70.6%), that the play area is local (460 respondents; 64.6%), that the play area has grassy areas to run around in (415 respondents; 58.3%), that the play equipment range is suitable for all ages (406 respondents; 57.0%), that the play area is safely enclosed (i.e. it has gates/fences) (372 respondents; 52.2%) and that the play area has a range of activities (367 respondents; 51.5%). Each of the remaining features was identified by a minority of respondents, although in some cases the minority was a sizeable one. Indeed, only one of the pre-determined responses was seen as important by less than a third of respondents: namely, that there should be attractive plants in or near the play area (10.7%). 55 respondents provided an 'other' response, but 7 of these were redistributed within the pre-determined features. The remaining 48 'other' responses were categorised thematically and are presented below in Table 18 (see page 48). The most frequent 'other' suggestions were that the play area or equipment should be well maintained (19 respondents; 2.7%), that the surfaces/installations/equipment should be safe (10 respondents; 1.4%), that there should be toilet facilities provided (8 respondents; 1.1%), that there should be benches (not picnic benches as per Table 17) for adults to use whilst the children are playing (7 respondents; 1.0%) and that there should be no dogs or dog fouling in the area (6 respondents; 0.8%). Each of the remaining 'other' suggestions was provided by less than 0.5% of the total number of panellists.

Table 17: What do you think is important in a play area?

Feature(s)	**Respondents**	
	Count	**%**
The play area is clean and has litter bins	503	70.6
The play area is local	460	64.6
The play area has grassy areas to run around in	415	58.3
The play equipment range is suitable for all ages	406	57.0
The play area is safely enclosed (it has gates/fences)	372	52.2
The play area has a range of activities	367	51.5
The play area encourages imaginative play	334	46.9
The play area has picnic benches nearby	253	35.5
The play area has natural features e.g. rocks, tree trunks etc.	237	33.3
There are attractive plants in/near the play area	76	10.7
Other	48	6.7

Base = 712 respondents

Table 18: What do you think is important in a play area? (‘other’ responses)

Feature(s)	Respondents	
	Count	%
Well maintained	19	2.7
Safe surfaces/installations	10	1.4
Toilets	8	1.1
Benches (not picnic)	7	1.0
No dogs/fouling	6	0.8
Keep 'troublemakers' out	3	0.4
Separate facilities for older kids	3	0.4
More natural installations/ materials	2	0.3
More challenging installations	2	0.3
Parking	2	0.3
Rain shelters	2	0.3
Cafes	2	0.3
More wardens/ supervision	2	0.3
Spread equipment out more	1	0.1
Brightly painted	1	0.1
Drainage	1	0.1
Good lighting	1	0.1
N/a	4	0.6

Base = 712 respondents

The next question aimed to identify whether there are any play areas within the city which panellists particularly like. The responses received are provided below in Table 19 (see page 49). As this was an open response question, there may be some overlap between responses due to the possibility of different descriptions being given for the same play area by different panellists. As this is unavoidable in questions like this one, a degree of care is recommended when interpreting the results. This note of caution notwithstanding, the results show that the play areas mentioned by the greatest proportion of respondents were Hazlehead Park (129 respondents; 49.4% of respondents to this question), Duthie Park (121 respondents; 46.4%), Westburn Park (52 respondents; 19.9%), Seaton Park (41 respondents; 15.7%), the beach area or Footdee (31 respondents; 11.9%) and the play area on Cromwell Road (24 respondents; 9.2%). Each remaining suggestion was made by fewer than 20 respondents. 22 respondents (3.1%) provided responses which were simply unidentifiable (for instance, a suggestion like “the play area on my street”).

Similarly, panellists were also asked to identify any play areas they particularly disliked. Their responses are provided in Table 20 (see page 50). Only two play areas were mentioned by more than 10 respondents: these were Hazlehead Park (12 respondents; 11.0% of respondents to this question) and Duthie Park (10 respondents; (9.2%). 7 respondents (6.4%) provided unidentifiable responses.

Table 19: Are there any play areas within the city you particularly like?

Park	Respondents	
	Count	%
Hazlehead Park	129	49.4
Duthie Park	121	46.4
Westburn Park	52	19.9
Seaton Park	41	15.7
Beach area/ Footdee	31	11.9
Cromwell Road	24	9.2
Unidentifiable	22	8.4
Johnston Gardens	14	5.4
Union Terrace Gardens	9	3.4
Albury Park	8	3.1
Victoria Park	8	3.1
Braeside Terrace	4	1.5
Allan Park	3	1.1
Cornhill	3	1.1
Rubislaw park	3	1.1
Sluie Park, Dyce	3	1.1
Sunnybank Park	3	1.1
Altens Community Centre	2	0.8
Coronation Road, Culter	2	0.8
Countesswells Road	2	0.8
Deer Road park	2	0.8
Dyce bowling green	2	0.8
Harlaw playing fields	2	0.8
Kirk Brae, Cults	2	0.8

Park	Respondents	
	Count	%
Airyhall Community Centre	1	0.4
Albyn Place Gardens	1	0.4
Asda, Bridge of Don	1	0.4
Asda, Dyce	1	0.4
Calsayseat Road	1	0.4
Carnegie park, Dyce	1	0.4
Catto Park, Cove	1	0.4
Contlaw, Milltimber	1	0.4
Cranford Road	1	0.4
Danestone Country Park	1	0.4
Easter Anguston	1	0.4
Gordon Park, Bridge of Don	1	0.4
Holland Street	1	0.4
Lemon Place	1	0.4
Mannofield church	1	0.4
Mastrick Shopping Centre	1	0.4
Menzies Road, Torry	1	0.4
Scotstown Gardens	1	0.4
Seaview park	1	0.4
St Machar Outdoor Centre	1	0.4
Stewart Park	1	0.4
Victoria Road	1	0.4
Woodside Community Centre	1	0.4
Woodside school	1	0.4
N/a	8	3.1

Base = 261 respondents

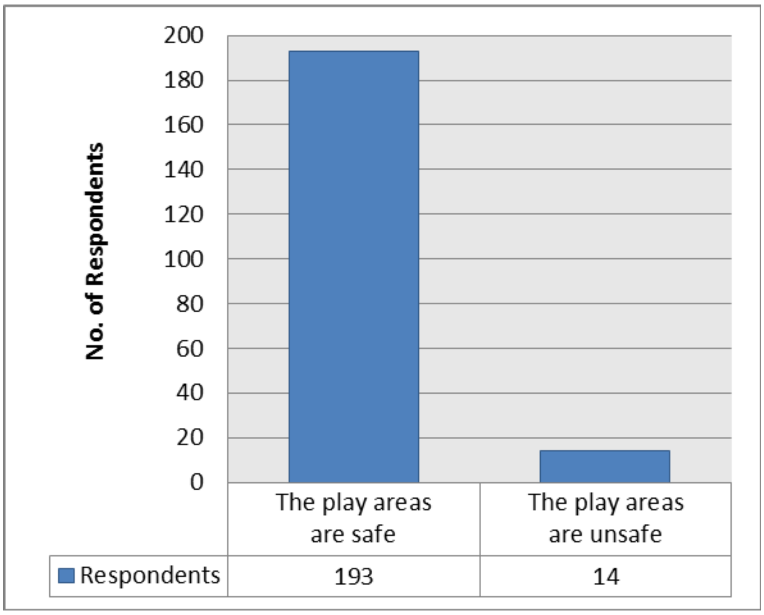
Table 20: Are there any play areas within the city you particularly dislike?

Park	Respondents	
	Count	%
Hazlehead Park	12	11.0
Duthie Park	10	9.2
Beach area/Footdee	9	8.3
Unidentifiable	7	6.4
Seaton Park	5	4.6
Gordon Park	3	2.8
Johnston Gardens, Culter	3	2.8
Kincorth	3	2.8
Sheddocksley	3	2.8
Union Terrace Gardens	3	2.8
Airyhall Community Centre	2	1.8
Allan Park, Cults	2	1.8
Ashgrove Road	2	1.8
Cornhill	2	1.8
Countesswells Road	2	1.8
Danestone	2	1.8
Dyce Playing Fields	2	1.8
Heathryfold	2	1.8
Stewart Park	2	1.8
Tillydrone	2	1.8
Victoria Park	2	1.8
Westburn Park	2	1.8
Alexander Terrace	1	0.9
Auchinyell Bridge	1	0.9
Burnieboozle Park	1	0.9
Braeside	1	0.9
Central Park, Dyce	1	0.9
Craigiebuckler Bus Terminus	1	0.9
Cruickshank Crescent, Bucksburn	1	0.9
Grandholme	1	0.9
Dubford Grove	1	0.9
Dunlin Park, Cove	1	0.9
Dyce	1	0.9
Girdleness Road, Torry	1	0.9
Kaimhill	1	0.9
Lee Crescent	1	0.9
Lemon Street	1	0.9
Bon Accord Terrace	1	0.9
Loirston Avenue	1	0.9
St Fittick	1	0.9
Jesmond Avenue	1	0.9
Jamaica Street	1	0.9
Smithfield School	1	0.9
Ruthrieston Circle	1	0.9
Skene Street	1	0.9
Dubford	1	0.9
Mackay Road	1	0.9
St Clements Church, Mastrick	1	0.9
Stewart Place	1	0.9
Bucksburn Primary School	1	0.9
Old Machar Academy	1	0.9
The Woodies, Broomhill Road	1	0.9
Loirston Green	1	0.9
Manor Park	1	0.9
Bridge of Don Links	1	0.9
Clifton Road	1	0.9
Woodside	1	0.9
Middleton Park	1	0.9
Culter Sports Centre	1	0.9
N/a	17	15.6

Base = 109 respondents

The final question in this section asked panellists whether or not they felt the play areas used by the children they have (or supervise) are safe or unsafe. In order to ensure as informed as possible a response, we filtered respondents to this question so that we considered only the responses given by panellists who have (or supervise) children who use play areas (see Figure 22). Their responses are provided below in Figure 23 (see page 51). The chart shows that the overwhelming majority of respondents (193; 93.2%) believe that the play areas they use are safe. There was virtually no difference between male and female panellists' responses, whilst there was also a high degree of homogeneity between responses from different neighbourhoods: the proportion that stated their play areas were safe was largest in Central (93.9%), followed by North (93.3%) and South (92.6%). However, the proportion of respondents aged 65+ who believe that the play areas are safe was higher (97.4%) than those aged 35-54 (93.8%), which in turn was higher than among those aged 55-64 (90.7%) and those aged 16-34 (89.3%).

Figure 23: In general terms, what do you think of the level of safety at the play areas your take your children or children you supervise to?



Base = 207 respondents

SERVICE RESPONSE

It was interesting to see that the most popular response was to agree that Aberdeen is a clean city (34.6%) and that there was an identical split between respondents that answered ‘agree’ or strongly agree’ and those that disagreed to at least some extent. This equal share of positive and negative provides a good indicator of public perception. This can be related to independently verified cleanliness scores and benchmarked with other Local Authorities in order to provide important evidence to the council’s decision making process.

For a number of years now the service has supported individuals and communities to undertake clean ups by providing equipment and uplifting the collected waste. The response that 76.4% of respondents believe that residents should be encouraged to keep their neighbourhood clean and tidy reinforces the service’s current position and we will now consider how to increase the residents’ involvement. It is most encouraging how positive respondents were, 76.5% in favour, of the city’s continued involvement in Beautiful Scotland especially in light of the fact that in 2012 Aberdeen is representing Scotland in the national Britain in Bloom competition. Again the service has previously supported community involvement in the initiative and the feedback that 98.1% believes that local communities should be more involves reinforces the service’s current position. We have already increased community involvement and will be looking at how to increase this further. One of the interesting outcomes of this survey was that although the provision of flower beds and floral displays was within the greater proportion of respondents that believe that the Council’s performance is ‘excellent’ it was also in the greater proportion of ‘not at all important’ with regard to the provision. A reassuring outcome to this Service was that in terms of overall positive responses with regard to importance, the provision of public parks scored 99.3% and the provision of high standard of maintenance of public grass areas scored 97.3%.

It was useful to note that of the play sites identified, (those which we recognise as those most heavily used) (ie. Hazlehead Park, Duthie Park, The Beach Play Area, Cromwell Road and Seaton Park) display both the highest number of responses from those with a particular liking, as well as those expressing a particular dislike, of a specific play area. Given that these are the most heavily used play area locations in the City, we expected both these figures to be higher than locations less well used. We are encouraged by the high numbers of those expressing their view that that City’s play areas are largely safe! The marginal differences between Central, South and North are unsurprising, given the difference equates to no more than 1.3% Issues relating to vandalism account for perhaps 50% as a proportion of causes or reasons why a play area may not be considered safe. We need to work to reduce this figure further, working toward a near 100% target. Other reasons including location in relation to surrounding roads, rivers, etc. may have influenced opinion, deteriorating condition of ageing equipment, perceived lack of maintenance, or choice of equipment may also have influenced opinion. The results identifying what is important in play areas concur with our own experience and this will help influence future decisions over provision.

The panellists responses will initially be presented to the Service Management Team and will provide good statistical evidence that will be used to determine not only the direction and focus of service delivery but also influence budgetary and policy decisions. Environment Service would like to thank the panellists and the City Voice team for their time and effort in providing this valuable data.

Lorna Graham
Performance and Development Officer
Aberdeen City Council

ROADS

Aberdeen City Council is participating in a nationwide project to develop an Asset Management Plan for its roads. The Council has to maintain 500 miles of road, 1000 miles of footway and 30000 street lights. Feedback on the public perception of the quality of roads maintenance is vital to the Asset Management Plan.

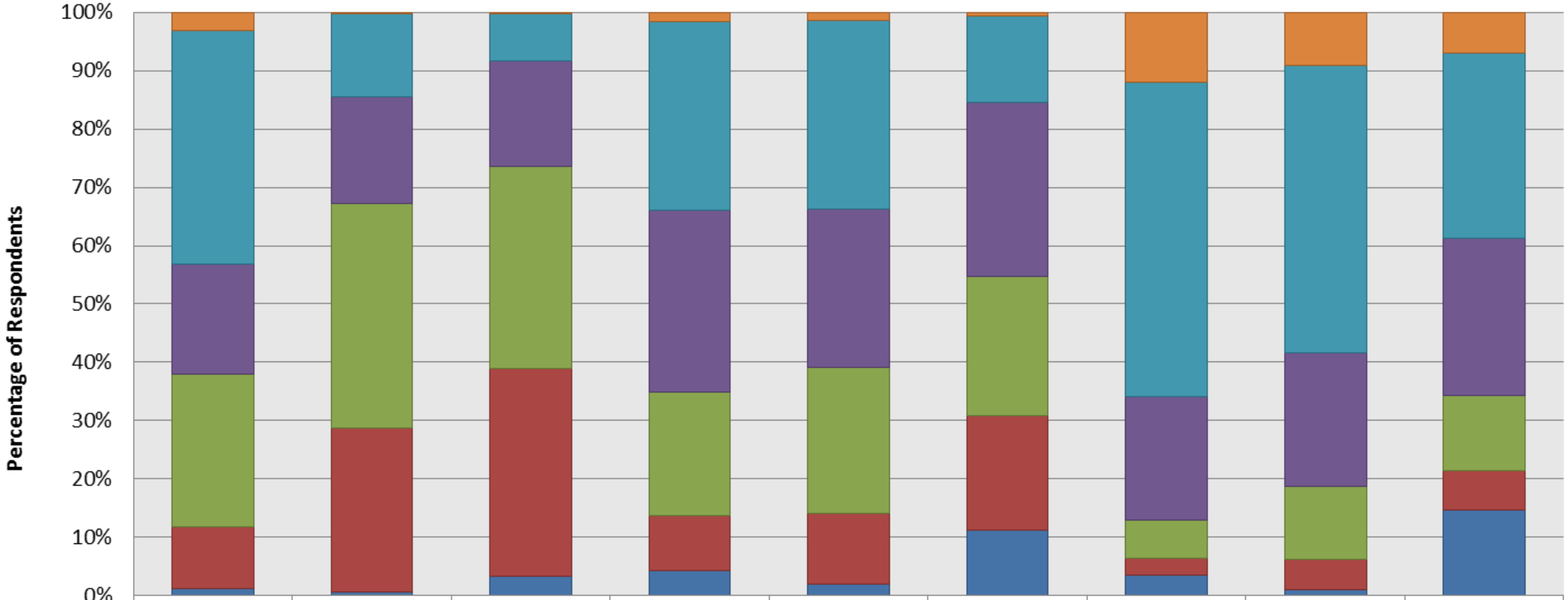
In order to help prioritise limited budgets, Aberdeen City Council wished to establish whether City Voice panellists are satisfied or dissatisfied with the Council's performance in a number of road- and lighting-related areas. The specific areas and the extent to which panellists are satisfied or dissatisfied are laid out below in Figure 24 (see page 54).

As with earlier questions in this edition of the City Voice, we firstly focus on the areas with the greatest levels of strong satisfaction and strong dissatisfaction. Dealing firstly with the former, we see that the areas in which the greatest proportion of respondents stated that they were very satisfied were the intensity of street lighting in the city centre (12.0%), the intensity of street lighting in residential areas (9.1%) and the time taken to repair street lights (7.0%). The proportion of respondents stating that they are very satisfied with the Council's performance was noticeably smaller when considering the road- and footway-related areas of work. The converse was also true in relation to the proportion of respondents who said that they are very dissatisfied with the Council's performance: the proportion doing so was largest in relation to the time taken to repair local roads (35.6%), the condition of local/side roads (28.0%) and the time taken to repair local footways (19.6%).

Turning to consider overall levels of satisfaction (i.e. aggregating the proportion of respondents who answered 'fairly satisfied' or 'very satisfied'), we see that for two areas of work, a majority of respondents express satisfaction overall: 65.8% of respondents stated that they were either satisfied or dissatisfied with the intensity of street lighting in the city centre, whilst 58.5% of respondents did likewise in relation to the Intensity of street lighting in residential areas. However, a large minority of respondents also expressed satisfaction overall with the condition of bus routes and main roads (43.1%).

In terms of overall levels of dissatisfaction (i.e. combining those respondents who answered 'fairly dissatisfied' or 'very dissatisfied'), there were two areas of work which were given an overall dissatisfied rating by a majority of respondents. These were the time taken to repair roads (70.3% expressed some degree of dissatisfaction) and the condition of side/local roads (66.5%). However, a large minority were dissatisfied with the time taken to repair footways (43.3%).

Figure 24: Please indicate whether you are satisfied or dissatisfied with the Council's current performance in each of the following areas.



	The condition of bus routes and other main roads	The condition of side / local roads	Time taken to repair roads	The condition of busy footways	The condition of local footways	Time taken to repair footways	Intensity of street lighting (city centre)	Intensity of street lighting (residential areas)	Time taken to repair street lights
Very satisfied	3.2%	.3%	.3%	1.6%	1.5%	.6%	12.0%	9.1%	7.0%
Fairly satisfied	39.9%	14.2%	8.1%	32.3%	32.3%	14.8%	53.8%	49.3%	31.7%
Neither nor	18.8%	18.3%	18.0%	31.1%	27.1%	29.9%	21.2%	22.9%	26.9%
Fairly dissatisfied	26.2%	38.6%	34.7%	21.1%	25.0%	23.9%	6.6%	12.4%	12.9%
Very dissatisfied	10.7%	28.0%	35.6%	9.5%	12.1%	19.6%	2.9%	5.2%	6.9%
Don't know	1.2%	.7%	3.4%	4.3%	2.0%	11.3%	3.5%	1.0%	14.6%

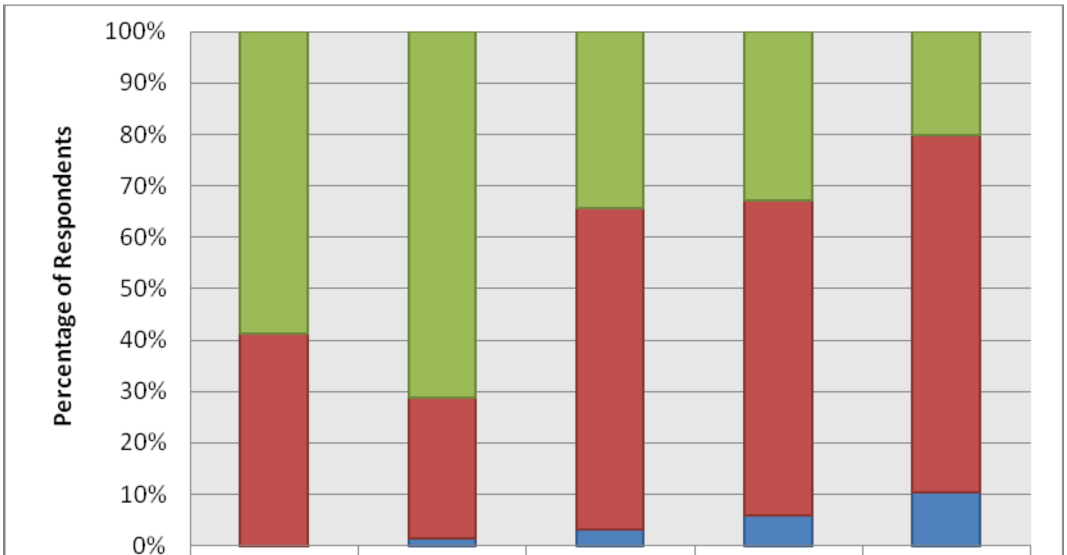
Base = 691 (bus routes/main roads), 690 (side/local roads), 683 (time to repair roads), 681 (busy footways), 687 (local footways), 675 (time to repair footways), 684 (city lighting intensity), 691 (residential lighting intensity), 684 (time to repair lights)

In order to help the Council prioritise its budget, the next question sought to identify how panellists felt about spending more money, the same amount of money, or less money on a number of different areas of the Council's work. Figure 25 below sets out the different areas of work under consideration and the proportion of respondents who would be prepared for the Council to spend more money, less money or the same amount of money on these areas.

The results show that for each area, only a very small proportion of respondents would be happy to see less money being spent. The proportion of respondents who would be happy to see decreased spending was greatest in relation to street lighting (68 respondents; 10.4%), local footways (39 respondents; 5.9%) and busy footways (21 respondents; 3.2%). The proportion of respondents advocating increased expenditure was greatest by far in relation to side roads (480 respondents; 71.2%) and main roads (393 respondents; 58.7%). These were the only areas of work in which a majority of respondents stated that they wished to see increased expenditure.

We suspect that an analysis by neighbourhood is possibly the only stratified analysis which would be of interest to the proposer of this question. We have conducted this analysis and provide an overview of the responses by neighbourhood below in Table 21 (see page 56).

Figure 25: From the areas listed below, which (if any) would you like to see us spend more on, not change spending or be prepared for us to spend less on?



	Main roads	Side roads	Busy footways	Local footways	Street lighting
More	58.7%	71.2%	34.3%	32.8%	20.1%
The same	40.9%	27.3%	62.4%	61.3%	69.5%
Less	.4%	1.5%	3.2%	5.9%	10.4%

Base = 670 (main roads), 674 (side roads), 647 (busy footways), 656 (local footways), 656 (street lighting)

Table 21: From the areas listed below, which (if any) would you like to see us spend more on, not change spending, or be prepared for us to spend less on? (% by Neighbourhood)

Service	Expenditure	Neighbourhood		
		North	South	Central
Main roads	More	63.8	55.6	58.2
	The same	36.2	44.1	40.8
	Less	0.0	0.4	1.0
Side roads	More	71.2	77.2	63.7
	The same	27.8	22.1	33.3
	Less	1.0	0.8	2.9
Busy footways	More	30.1	35.3	36.3
	The same	67.2	61.2	60.2
	Less	2.7	3.5	3.5
Local footways	More	31.2	32.3	35.3
	The same	61.9	62.6	58.7
	Less	6.9	5.1	6.0
Street lighting	More	21.6	15.1	24.6
	The same	69.2	73.4	65.5
	Less	9.2	11.6	9.9

Base = 661 (main roads); 665 (side roads); 639 (busy footways); 647 (local footways); 647 (street lighting)

SERVICE RESPONSE

The information is to be used to provide the 'Community Requirements' section of the Roads Asset Management Plan which is currently in the latter stages of being drafted and will become the basis for budgeting for Roads Maintenance in years to come.

The intention is to set the results of surveys of road users alongside the judgement of the Engineers and determine how best to allocate resources. As time goes on we intend to ask panellists these questions again to compare their views as we make changes.

ECONOMIC DEVELOPMENT

Aberdeen City Council currently delivers a wide range of economic and business development services, which support and encourage:

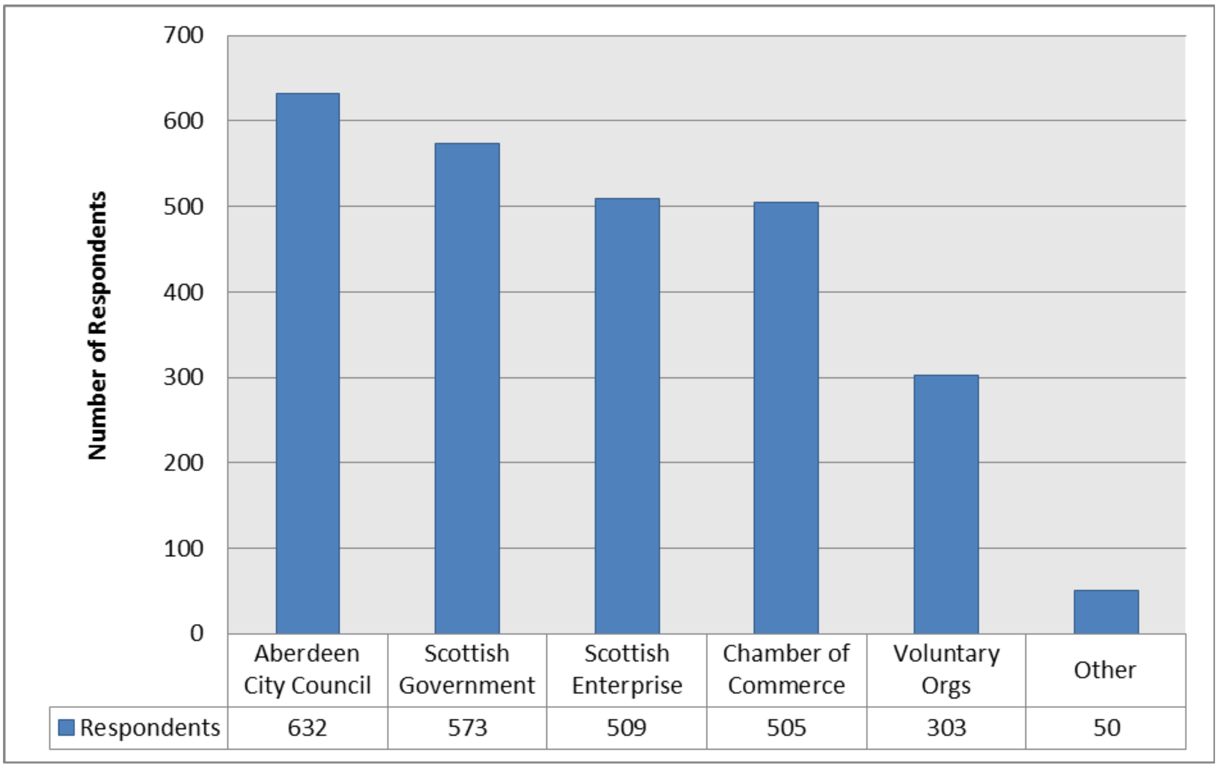
- The growth of local business and subsequent creation of wealth and jobs;
- Activities and events designed to promote the city as an attractive place for investment, visitors and skilled workers; and
- Major new development projects (e.g. new business parks and the City Garden project) and partnership organisations (e.g. Aberdeen City and Shire Economic Future or Aberdeen Renewables Energy Group), which can contribute to the City's future economic prosperity.

Aberdeen City Council is always keen to find out the extent to which such non-statutory services are valued by citizens and how these services can be even better focussed for the future economic benefit of the City. To this end, the Council wanted to know which organisations panellists believe should be involved in supporting economic and business development within the city. Panellists were given a list of five pre-determined options and asked to identify all that were applicable. Respondents were also invited to provide their own ‘other’ suggestions. Their responses are provided below in Figure 26 (see page 59). The chart shows that the most popular responses were Aberdeen City Council (632 respondents; 88.8%) and the Scottish Government (573 respondents; 80.5%), followed by Scottish Enterprise (509 respondents; 71.5%) and the Chamber of Commerce (505 respondents; 70.9%). Each of these was selected by an overall majority of respondents. On the other hand, only 303 respondents (42.6%) believe that voluntary organisations should play a role.

51 panellists provided an ‘other’ suggestion. One of these suggestions was redistributed to one of the pre-determined options, but the remaining suggestions are provided below in Table 22 (see page 59). The table shows that the most popular other responses were private companies (18 respondents; 2.5%), private individuals (6 respondents; 0.8%) and community councils (5 respondents; 0.7%). Each remaining suggestion was proposed by fewer than 5 respondents.

We also performed more detailed analysis on the main body of results (i.e. those provided in Figure 26). The results of breaking down these figures by gender, neighbourhood and age-group are provided below in Tables 23, 24 and 25 respectively (see page 60).

Figure 26: Which of the following organisations should have a role in supporting economic and business development within the city?



Base = 712 respondents

Table 22: Which of the following organisations should have a role in supporting economic and business development within the city? ('other' responses)

Organisation	**Respondents**	
	Count	**%**
Private companies (e.g. oil companies)	18	2.5
Private individuals (e.g. entrepreneurs, philanthropists)	6	0.8
Community Councils	5	0.7
Educational institutions	4	0.6
Citizens	3	0.4
SCDI	2	0.3
UK Government	2	0.3
Aberdeenshire Council	1	0.1
ACSEF	1	0.1
VisitScotland	1	0.1
Communities	1	0.1
Business Improvement Districts	1	0.1
Local interest groups	1	0.1
Local MPs/MSPs	1	0.1
Trade Unions	1	0.1
N/a	8	1.1

Base = 712 respondents

Table 23: Which of the following organisations should have a role in supporting economic and business development within the city? (% by Gender)

Organisation	Gender	
	Male	**Female**
Aberdeen City Council	88.4	89.1
Scottish Government	81.3	79.8
Scottish Enterprise	69.9	72.7
Chamber of Commerce	71.7	70.2
Voluntary Organisations	39.0	46.2
Other	6.8	7.1

Base = 702 respondents

Table 24: Which of the following organisations should have a role in supporting economic and business development within the city? (% by Neighbourhood)

Organisation	Neighbourhood		
	North	**South**	**Central**
Aberdeen City Council	86.7	90.4	88.6
Scottish Government	80.0	79.0	82.7
Scottish Enterprise	65.7	76.5	70.5
Chamber of Commerce	68.6	71.0	73.2
Voluntary Organisations	39.0	45.6	42.7
Other	6.2	9.9	4.1

Base = 702 respondents

Table 25: Which of the following organisations should have a role in supporting economic and business development within the city? (% by Age-Group)

Organisation	Age Group			
	16-34	**35-54**	**55-64**	**65+**
Aberdeen City Council	85.1	90.2	89.1	87.3
Scottish Government	83.6	83.6	81.1	73.4
Scottish Enterprise	74.6	79.4	70.3	57.8
Chamber of Commerce	70.1	72.5	71.4	68.2
Voluntary Organisations	43.3	48.4	42.9	32.9
Other	4.5	7.3	7.4	6.9

Base = 702 respondents

The panellists who had stated that Aberdeen City Council should have a role to play in supporting economic and business development were then asked a number of additional questions. Firstly, they were provided with a list of 14 areas of work and asked to select all those which they believe the Council should support. The areas of work and the proportion of respondents who believe they should be supported by the Council are provided below in Table 26 (see page 61).

The results show that six areas of work were selected by a majority of respondents. In descending order of popularity, these were attracting new investment and new businesses to the city (528 respondents; 83.5%), attracting funding from the EU and other external funding bodies (485 respondents; 76.7%), attracting tourists (483 respondents; 76.4%), creating a better business environment in the city centre (451 respondents; 71.4%), creating new businesses (430 respondents; 68.0%) and the provision of training for disadvantaged groups and the creation of training places in local businesses (378 respondents; 59.8%).

Table 26: Which of the following areas should the Council support?

Area of work	Respondents	
	Count	**%**
Attracting new investment and new businesses to the city	528	83.5
Attraction of funding from EU and other external funding bodies	485	76.7
Attracting tourists	483	76.4
Creating a better business environment in the city centre	451	71.4
New business creation	430	68.0
The provision of training for disadvantaged groups and the creation of training places in local businesses	378	59.8
Expansion of existing business	295	46.7
Community enterprise and other social business ventures	294	46.5
The creation and expansion of businesses in the renewable sector	279	44.1
Activities of Aberdeen Exhibition and Conference Centre	275	43.5
Attracting skilled workers	275	43.5
The provision of business loans to local businesses	239	37.8
Encouraging businesses to export	233	36.9
The creation of more business location (i.e. business parks, office development etc.)	178	28.2

Base = 632 respondents

Respondents were then asked to identify which of these same areas of work they would consider to be a priority. They were invited to select six options. The results are provided below in Table 27 (see page 62), which shows that there was little difference in terms of the overall ranking seen in Table 26 above. Again, the three most popular responses were attracting new investment and new businesses to the city (438 respondents; 69.3%), attracting funding from the EU and other external funding bodies (413 respondents; 65.3%) and attracting tourists (402 respondents; 63.6%). These were followed by creating new businesses (386 respondents; 61.1%), creating a better business environment in the city centre (354 respondents; 56.0%). Each of the remaining options was selected as a priority by less than half of respondents.

Table 27: Which of these areas do you consider to be a priority?

Area of work	Respondents	
	Count	%
Attracting new investment and new businesses to the city	438	69.3
Attraction of funding from EU and other external funding bodies	413	65.3
Attracting tourists	402	63.6
New business creation	386	61.1
Creating a better business environment in the city centre	354	56.0
The provision of training for disadvantaged groups and the creation of training places in local businesses	294	46.5
Expansion of existing business	242	38.3
The creation and expansion of businesses in the renewable sector	220	34.8
Community enterprise and other social business ventures	183	29.0
The provision of business loans to local businesses	174	27.5
Attracting skilled workers	161	25.5
Encouraging businesses to export	140	22.2
Activities of Aberdeen Exhibition and Conference Centre	138	21.8
The creation of more business location (i.e. business parks, office development etc.)	90	14.2

Base = 632 respondents

Panellists were then provided with a list of activities which might help to create a better business environment in the city centre, and were asked to identify which ones they believe the Council should support. The results are provided below in Table 28 (see page 63) and show that the most popular suggestions were cleaning buildings (429 respondents; 67.9%) and more pedestrian walking areas (like Belmont Street) (378 respondents; 59.8%). None of the other suggestions received the support of a majority of respondents. Of the remaining proposals, the most popular were the pedestrianisation of some/all of Union Street (292 respondents; 46.2%), new investment in retail (281 respondents; 44.5%) and new housing development (217 respondents; 34.3%). The proposals to redevelop Union Terrace Gardens and develop new office facilities were each supported by fewer than one in three respondents (30.4% and 16.6%, respectively).

It is also worth noting at this point that a small number of panellists contacted the City Voice team at Aberdeen City Council in order to express unhappiness at the wording of this question. Specifically, they were concerned that the Union Terrace Gardens option was presented only as an opportunity for ‘re-development’. The panellists who contacted the Council were keen to ensure that support for this option was not misinterpreted as outright support for the City Square Project proposals. As there was no explicit reference to these particular proposals in the question, these panellists felt that others might see this option as a confusing one for two specific reasons. Firstly, it was felt that ‘re-development’ should not be the only option for dealing with Union Terrace Gardens, given that many people in Aberdeen would support a sympathetic restoration of Union Terrace Gardens, but would not support the City Square Project proposals. Secondly, given that the only option presented relative to Union Terrace Gardens was ‘re-development’, it was felt that the option was ambiguous: without a ‘restoration’ option, other panellists may have seen this as a catch-all term for some form of action being taken on Union Terrace Gardens. As such, the panellists who contacted the Council also wanted to ensure that support for a potentially vague ‘re-development’ should <u>not</u> be interpreted as outright support for the specific City Square Project proposals. This is an important point, and the RGU team responsible for the analysis of the survey would echo the sentiment that support for this option should not be interpreted as direct support for the City Square Project proposals.

We have also disaggregated these results according to respondents' gender, neighbourhood area and age-group. The results of doing so are provided below in Tables 29, 30 and 31 (see pages 63-64).

Table 28: The following activities could help to create a better business environment in the city centre. Which of these activities do you think the Council should support?

Activity	Respondents	
	Count	%
Cleaning buildings	429	67.9
More pedestrian walking areas (like Belmont Street)	378	59.8
Pedestrianisation of some/all of Union Street	292	46.2
New investment in retail	281	44.5
New housing development	217	34.3
Re-development of Union Terrace Gardens	192	30.4
New office development	105	16.6

Base = 632 respondents

Table 29: Which of these activities do you think the Council should support? (% by Gender)

Activity	Gender	
	Male	Female
Cleaning buildings	67.3	68.7
More pedestrian walking areas	59.6	59.8
Pedestrianisation of some/all of Union Street	51.9	41.7
New investment in retail	41.1	48.5
New housing development	35.0	33.1
Re-development of Union Terrace Gardens	33.7	27.9
New office development	20.5	13.5

Base = 623 respondents

Table 30: Which of these activities do you think the Council should support? (% by Neighbourhood)

Activity	Neighbourhood		
	North	South	Central
Cleaning buildings	67.6	65.9	71.3
More pedestrian walking areas	50.5	65.0	61.5
Pedestrianisation of some/all of Union Street	43.4	43.1	53.8
New investment in retail	47.3	45.1	42.6
New housing development	32.4	30.1	40.5
Re-development of Union Terrace Gardens	35.7	26.0	31.8
New office development	14.8	20.3	14.4

Base = 623 respondents

Table 31: Which of these activities do you think the Council should support? (% by Age-Group)

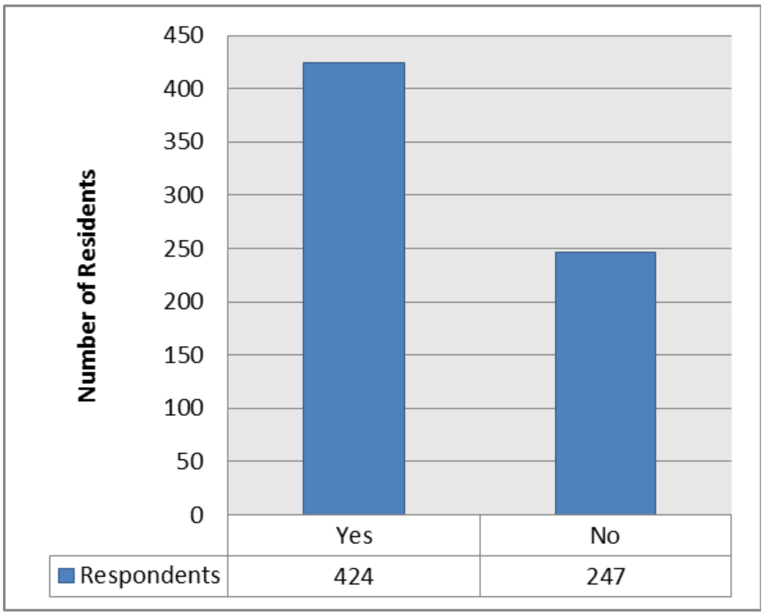
Activity	Age Group			
	16-34	35-54	55-64	65+
Cleaning buildings	59.6	62.9	75.0	72.8
More pedestrian walking areas	52.6	60.6	64.1	56.3
Pedestrianisation of some/all of Union Street	45.6	49.8	48.1	39.7
New investment in retail	43.9	41.3	43.6	53.0
New housing development	29.8	30.5	37.2	38.4
Re-development of Union Terrace Gardens	33.3	28.6	35.3	28.5
New office development	15.8	18.9	14.7	15.9

Base = 623 respondents

The final question in this section aimed to establish whether or not panellists would be prepared to participate in future focus groups on specific issues (e.g. city transport, support for local business, management of public open space, planning for a low carbon future etc.). Their responses are provided below in Figure 27 (see page 65), which shows that just under two thirds of respondents (424; 63.2%) would be willing to take part in focus groups on these subjects.

The proportion of male respondents willing to participate (67.0%) was higher than the equivalent figure for female respondents (60.2%). There was less divergence between neighbourhoods: the proportion of respondents willing to participate was highest in Central (65.2%), followed by South (62.7%) and North (62.4%). There was also a clear age correlation to responses to this question: the proportion of respondents willing to participate in future focus groups was largest among those aged 16-34 (74.2%), declining to 68.8% in the 35-54 age-group, 59.8% of those aged 55-64 and 53.8% of those aged 65+.

Figure 27: Would you be willing to participate in future focus groups on specific issues (e.g. city transport, support for local business, management of public open space, planning for a low carbon future etc.)?



Base = 671 respondents

SERVICE RESPONSE

LOCAL TRANSPORT STRATEGY

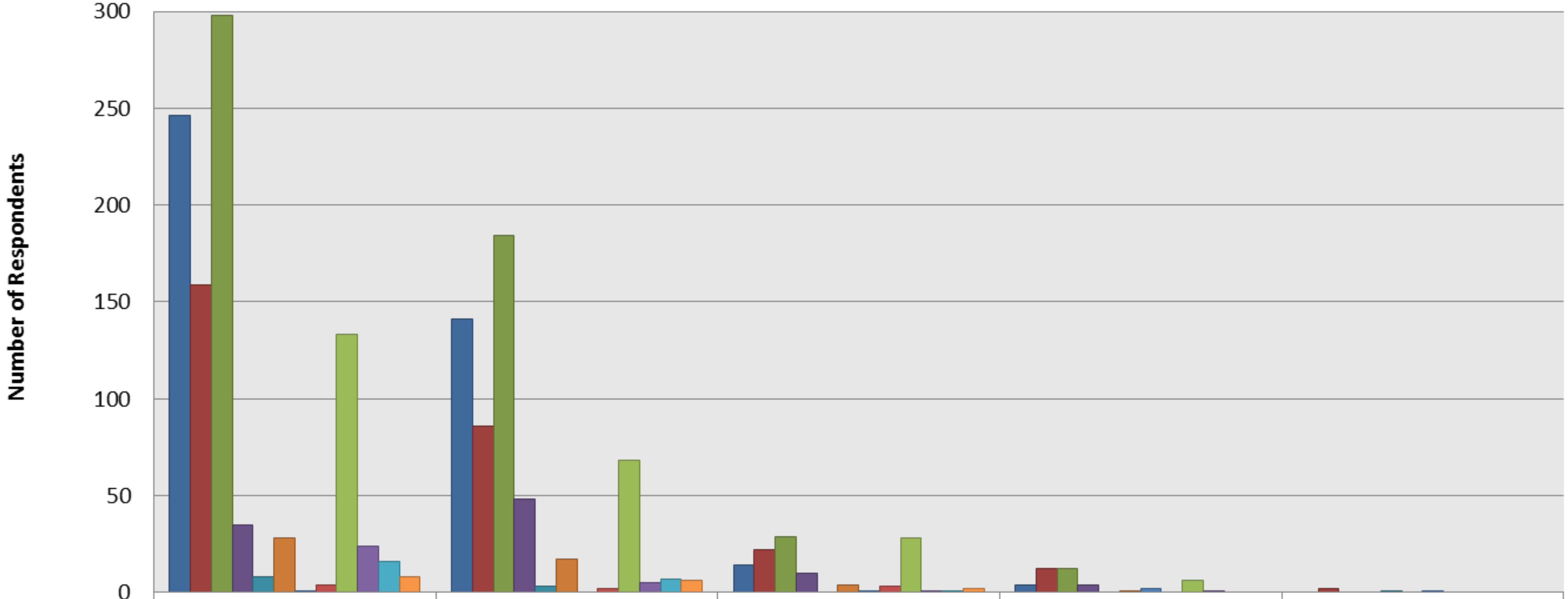
Aberdeen City has a Local Transport Strategy (LTS) which sets out the Council's transport policies and actions until 2012. One of the main objectives of the Local Transport Strategy is to encourage more walking, cycling and use of public transport. To find out what impact the strategy is having, the Council is asking panellists to tell them about their current travel patterns. The results will provide vital information that will tell the Council how well the policy is working. A copy of the Local Transport Strategy and further information can be found at: http://www.aberdeencity.gov.uk/Planning/sl_pla/pla_transportstrategy.asp

The first question in this section aimed to establish the main mode of transport used by panellists and their family members to travel to their place of work or their school/college/university. Their results are provided below in Figures 28 (adults) and 29 (children) (see pages 68-69). When considering the figures for children (Figure 29, page 69), it is important to note that the way in which the question is asked and the number of adults in a child's family has a bearing on the way the results are displayed. It would initially seem logical that the category of children containing the greatest number of entries *should* be Child 1 (i.e. the first child). However, this is not the case: the way in which responses were coded means that the first child in a family will be numbered relative to the number of adults also in his/her family. Thus, if the respondent is a 16 or 17 year old living with no other adults, he/she will be 'Child 1'. If the respondent is an adult who lives with children but no other adults, his/her first child will be 'Child 2', his/her second child will be 'Child 3' and so on. If the respondent is an adult who lives with another adult, their first child would be listed as 'Child 3', their second child listed as 'Child 4' and so on. Given the prevalence of two parent families as the standard family unit, this explains why the number of 'Child 3' entries is higher than both 'Child 2' and 'Child 1'. Please also note that although panellists were asked to tick their main mode of transport only, numerous respondents identified more than one mode of transport (e.g. the total number of modes of transport identified for Adult 1 is 960, despite there being only 712 respondents to the survey overall).

Dealing firstly with adults (see Figure 28, page 68), we see that the most common (or equal most common, in the case of Adult 4) mode of transport for each adult category (other than the Adult 5 category, which only contained 4 respondents) is as driver of a car/van. Across each adult category, the next most frequent response is walking.

Turning to consider children (see Figure 29, page 69), we see that the most popular mode of transport for every child (with the exception of Child 1 i.e. the small number of respondents who are not yet 18) is walking. Again with the exception of Child 1, the next most popular option is travelling as a passenger in a car or van.

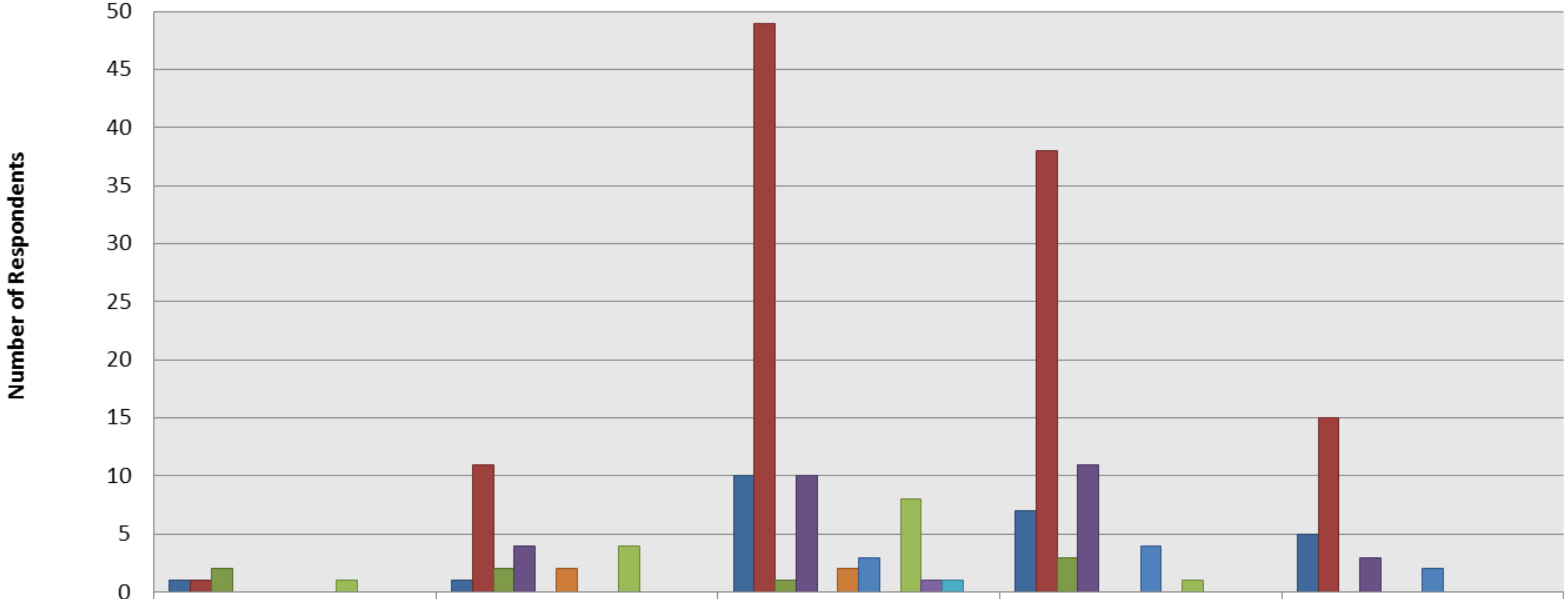
Figure 28: How do you and your family usually travel (main mode of transport) to your work or school/college/university? (Adults)



	Adult 1	Adult 2	Adult 3	Adult 4	Adult 5
Do not work/study	246	141	14	4	0
Walk	159	86	22	12	2
Driver car/van	298	184	29	12	0
Passenger car/van	35	48	10	4	0
Motorcycle/ moped	8	3	0	0	1
Bicycle	28	17	4	1	0
School bus	1	0	1	2	1
Work bus	4	2	3	0	0
Ordinary (service) bus	133	68	28	6	0
Taxi/ minicab	24	5	1	1	0
Rail	16	7	1	0	0
Park and Ride bus service	8	6	2	0	0

Base = multiple

Figure 29: How do you and your family usually travel (main mode of transport) to your work or school/college/university? (Children)



	Child 1	Child 2	Child 3	Child 4	Child 5
Do not work/study	1	1	10	7	5
Walk	1	11	49	38	15
Driver car/van	2	2	1	3	0
Passenger car/van	0	4	10	11	3
Motorcycle/ moped	0	0	0	0	0
Bicycle	0	2	2	0	0
School bus	0	0	3	4	2
Work bus	0	0	0	0	0
Ordinary (service) bus	1	4	8	1	0
Taxi/ minicab	0	0	1	0	0
Rail	0	0	1	0	0
Park and Ride bus service	0	0	0	0	0

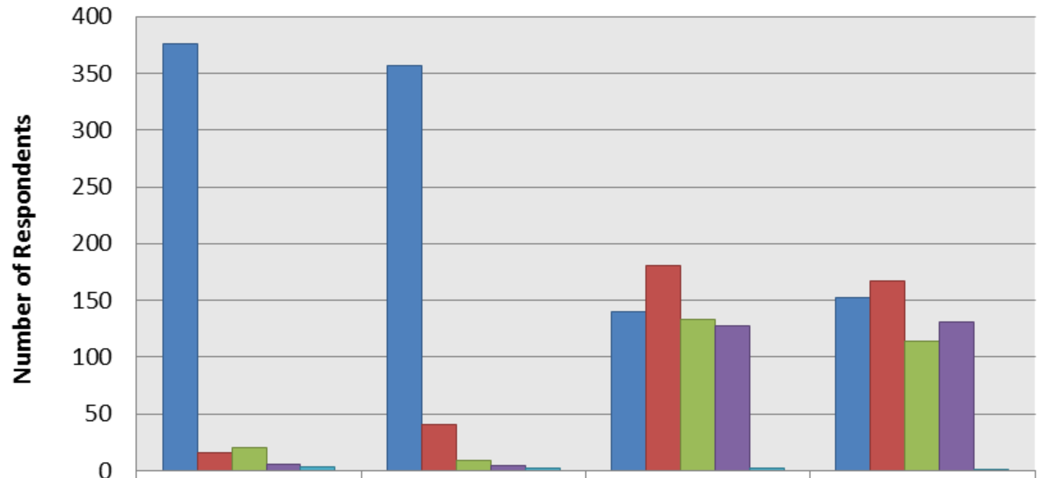
Base = multiple

Panellists were next asked to state the number of days in the last week on which they had travelled more than a quarter of a mile (400m) by bike (either firstly to travel to work, go shopping or visit friends; or secondly, for the pleasure of cycling or to keep it) and by foot (either firstly to travel to work, go shopping or visit friends; or secondly, for the pleasure of walking/jogging/running, to keep fit or to walk the dog). Panellists' responses are provided below in Figure 30 (see page 71).

The results show that a very clear majority of respondents have not travelled more than a quarter of a mile by bike at all during the past seven days. This is true in relation to going to work, shopping or visiting friends (376 respondents; 89.3%) and pleasure/keeping fit (357 respondents; 86.2%). In relation to going to work, shopping or visiting friends, 16 respondents (3.8%) had travelled more than a quarter of a mile on 1 or 2 days during the last week, 20 respondents (4.8%) had done so on 3, 4 or 5 days, and 6 respondents (1.4%) had done so on 6 or 7 days. 3 respondents (0.7%) did not know. In relation to pleasure or keeping fit, 41 respondents (10.0%) had travelled more than a quarter of a mile on 1 or 2 days during the last week, 9 respondents (2.2%) had done so on 3, 4 or 5 days, and 5 respondents (1.2%) had done so on 6 or 7 days. 2 respondents (0.5%) did not know whether or not they had done so.

In terms of travel by foot, the number of respondents who had not travelled more than a quarter of a mile on any one day in order to go to work, go shopping or visit friends was 140 (24.0%). 181 respondents (31.0%) had done so on 1 or 2 days, 133 respondents (22.8%) had done so on 3, 4 or 5 days, and 127 respondents (21.8%) had done so on 6 or 7 days. 2 respondents (0.3%) did not know whether or not they had done so. In relation to pleasure, keeping fit or walking the dog, 152 respondents (26.9%) had not walked more than a quarter of a mile on any one day during the previous week, whilst 167 respondents (29.6%) had done so on 1 or 2 days. 114 respondents (20.2%) had done so on 3, 4 or 5 days, and 131 respondents (35.8%) had done so on 6 or 7 days. 1 respondent (0.2%) provided a 'don't know' response.

Figure 30: On how many days in the last seven have you travelled more than a quarter of a mile (400m) by the following options?



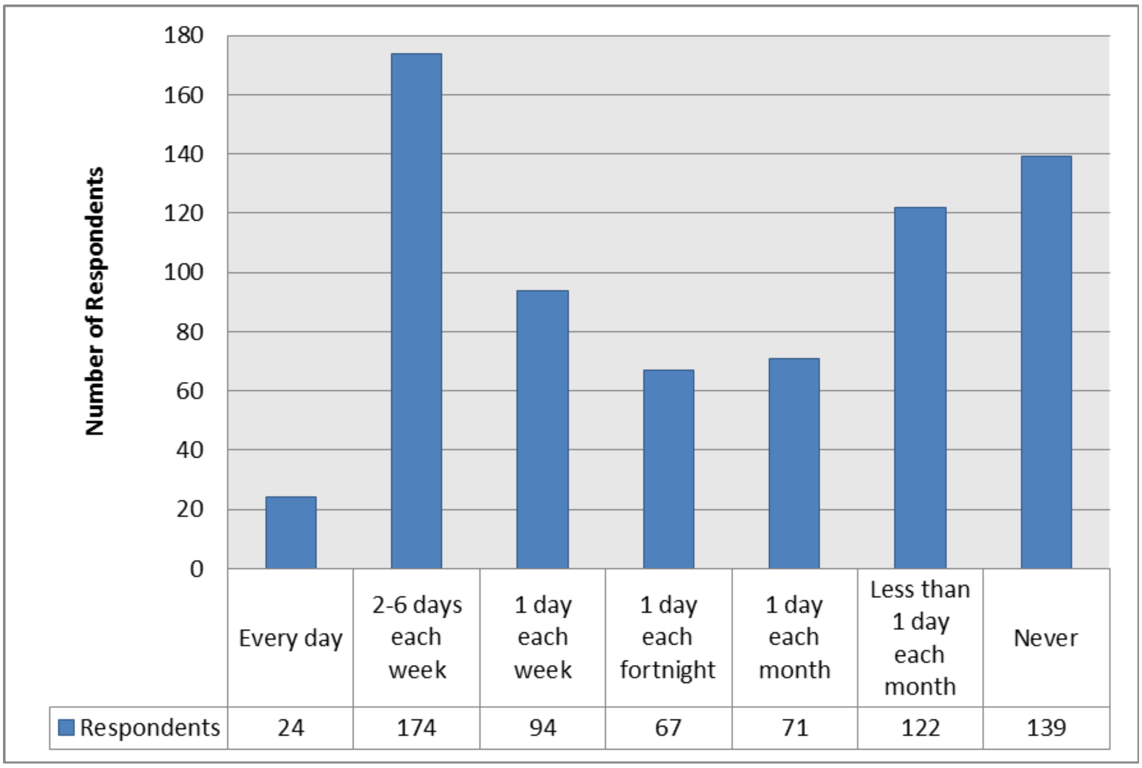
	Bike – to travel to work, go shopping or visit friends	Bike – for the pleasure of cycling or to keep fit	Foot – to travel to work, go shopping or visit friends	Foot – for the pleasure of walking/ jogging/ running, to keep fit or to walk the dog
None	376	357	140	152
1-2 days	16	41	181	167
3-5 days	20	9	133	114
6-7 days	6	5	127	131
Don't know	3	2	2	1

Base = 421 (bike – travel/work/shopping), 414 (bike – pleasure/fitness), 583 (foot – travel/work/shopping), 565 (foot – pleasure/fitness/dog)

Panellists were subsequently asked to state the number of days on which they use the bus service in Aberdeen during a typical month. Their responses are provided below in Figure 31 (see page 72), which shows that 139 respondents (20.1%) never use the bus service during a typical month. Only 24 respondents (3.5%) do so every day, 174 (25.2%) do so on 2-6 days each week, 94 respondents (13.6%) do so on 1 day each week, 67 (9.7%) do so 1 day each fortnight, 71 (10.3%) do so 1 day each month, and 122 (17.7%) do so less than 1 day each month.

We have disaggregated these results by gender, neighbourhood area and age-group. The results of this are provided below in Tables 32, 33 and 34 (see pages 72-73).

Figure 31: During a typical month, on how many days do you use the bus service in Aberdeen?



Base = 691 respondents

Table 32: During a typical month, on how many days do you use the bus service in Aberdeen? (% by Gender)

Frequency	Gender	
	Male	Female
Every day	3.6	3.1
2-6 days each week	24.2	25.4
1 day each week	14.5	12.8
1 day each fortnight	12.7	6.8
1 day each month	7.6	13.1
Less than 1 day each month	18.1	17.7
Never	19.3	21.1

Base = 682 respondents

Table 33: During a typical month, on how many days do you use the bus service in Aberdeen? (% by Neighbourhood)

Frequency	Neighbourhood		
	North	South	Central
Every day	4.5	1.5	4.6
2-6 days each week	24.3	26.1	23.6
1 day each week	12.9	13.3	14.8
1 day each fortnight	8.4	10.6	9.7
1 day each month	11.4	12.5	6.9
Less than 1 day each month	18.3	18.6	16.7
Never	20.3	17.4	23.6

Base = 682 respondents

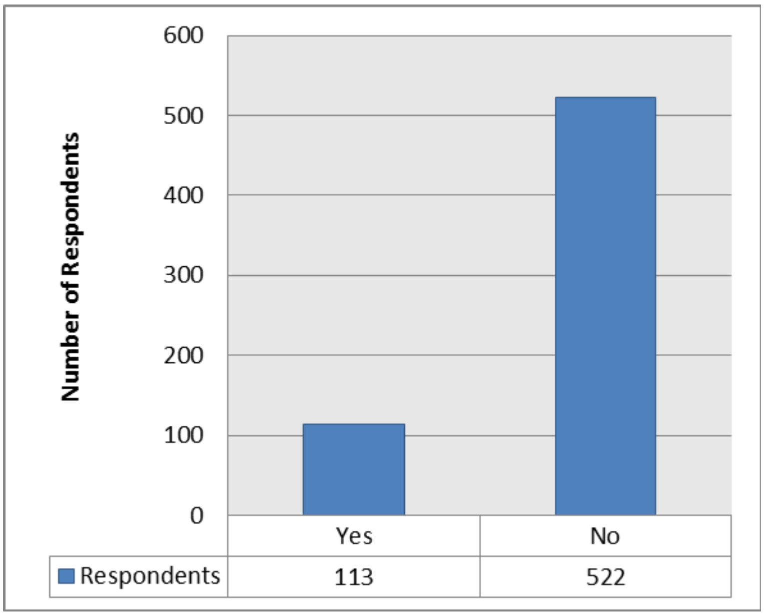
Table 34: During a typical month, on how many days do you use the bus service in Aberdeen? (% by Age-Group)

Frequency	Age Group			
	16-34	35-54	55-64	65+
Every day	3.0	2.2	3.5	5.4
2-6 days each week	12.1	11.5	31.8	44.6
1 day each week	9.1	11.5	16.5	16.1
1 day each fortnight	6.1	9.0	11.8	10.1
1 day each month	16.7	11.5	10.0	6.5
Less than 1 day each month	18.2	25.5	14.7	8.3
Never	34.8	28.8	11.8	8.9

Base = 682 respondents

Panellists were next asked whether or not there was a ‘Park and Ride’ service which they pass, or could use with a short detour, for their usual daily journey to work/study. Their responses are provided below in Figure 32 (see page 74), which shows that only 113 respondents (17.8%) answered in the affirmative. A larger proportion of male respondents (20.0%) than female respondents (15.5%) responded positively, whilst there were very significant differences between different neighbourhood areas: whilst only 4.1% of respondents in South and 8.0% of respondents in Central answered ‘yes’, this jumped to 44.1% of respondents in North. There were far less pronounced differences in relation to age-groups. The proportion of respondents answering ‘yes’ was highest among those aged 65+ (21.4%), followed by those aged 35-54 (17.5%), those aged 55-64 (16.0%) and lowest among those aged 16-34 (14.3%).

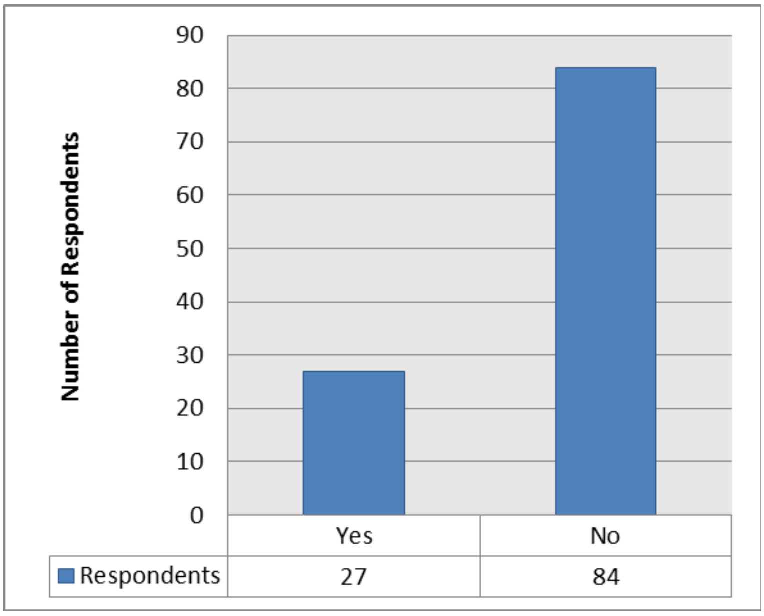
Figure 32: Is there a 'Park and Ride' service, either that you pass, or could use with a short detour, for your usual route to work/study/daily journey?



Base = 635 respondents

Those respondents who answered 'yes' to the previous question were then asked whether or not they actually use the 'Park and Ride' service. Their responses are depicted below in Figure 33, which shows that only 27 respondents (24.3%) choose to do so. Due to the very small number of respondents who responded positively to this question, we would encourage against any deeper analysis, as the results of doing so are likely to be misleading.

Figure 33: If there is a 'Park and Ride' service, either that you pass, or could use with a short detour, for your usual route to work/study/daily journey, do you use it?



Base = 111 respondents

The 84 panellists who answered 'no' to the immediately preceding question were asked to identify why they choose not to use the 'Park and Ride' service. Their results have been categorised thematically and are tabulated below in Table 35 (see page 75). The table shows that the most frequently provided reason was that there is another bus service available (18 respondents;

21.4%), that the service is so poor that it discourages them from using it (17 respondents; 20.2%), that it is not convenient to use it, or less convenient than other options (14 respondents; 16.7%) and that it is too costly (13 respondents; 15.5%). A number of additional reasons was provided, although each one was mentioned by fewer than 10 respondents.

Table 35: If there is a 'Park and Ride' service, either that you pass, or could use with a short detour, for your usual route to work/study/daily journey, but you do NOT use it, why not?

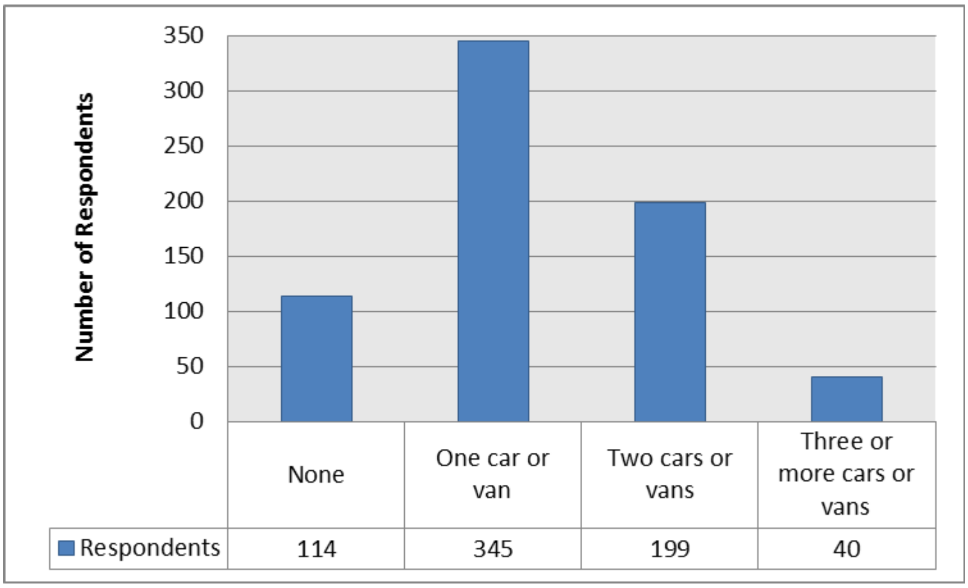
Reason	Respondents	
	Count	%
Other bus available	18	21.4
Poor service	17	20.2
Convenience	14	16.7
Cost	13	15.5
Inappropriate route	10	11.9
Just prefer other options	9	10.7
Disabled - other options better	6	7.1
Need car for work	5	6.0
Never really considered it	2	2.4
Cycle	2	2.4
Car-share	1	1.3
N/a	8	9.5

Base = 84 respondents

Panellists were then asked how many cars or vans are owned or available for use by their household. Their responses are provided below in Figure 34 (see page 76). The results show that the greatest proportion of respondents (345; 49.4%) has one car or van owned by or available to their household. 199 respondents (28.5%) stated that two cars are owned by or available to their household, whilst 40 respondents (5.7%) did likewise in relation to three or more cars or vans. 114 respondents (16.3%) stated that no cars or vans are owned by or available to their household.

Again, we have conducted deeper analysis of these results in order to provide a breakdown by gender, neighbourhood area and age-group. The results of this work are provided below in Tables 36, 37 and 38 (see pages 76-77).

Figure 34: How many cars or vans are owned or available for use by your household?



Base = 698 respondents

Table 36: How many cars or vans are owned or available for use by your household? (% by Gender)

Response	Gender	
	Male	Female
None	13.9	17.6
Once car or van	52.0	47.5
Two cars or vans	28.4	29.3
Three or more cars or vans	5.7	5.6

Base = 689 respondents

Table 37: How many cars or vans are owned or available for use by your household? (% by Neighbourhood)

Response	Neighbourhood		
	North	South	Central
None	14.8	10.2	23.6
Once car or van	52.2	51.9	44.4
Two cars or vans	29.2	30.7	26.4
Three or more cars or vans	3.8	7.2	5.6

Base = 689 respondents

Table 38: How many cars or vans are owned or available for use by your household? (% by Age-Group)

Response	Age Group			
	16-34	35-54	55-64	65+
None	12.1	10.7	14.5	27.1
Once car or van	48.5	41.4	54.9	58.2
Two cars or vans	34.8	37.1	27.7	14.1
Three or more cars or vans	4.5	10.7	2.9	0.6

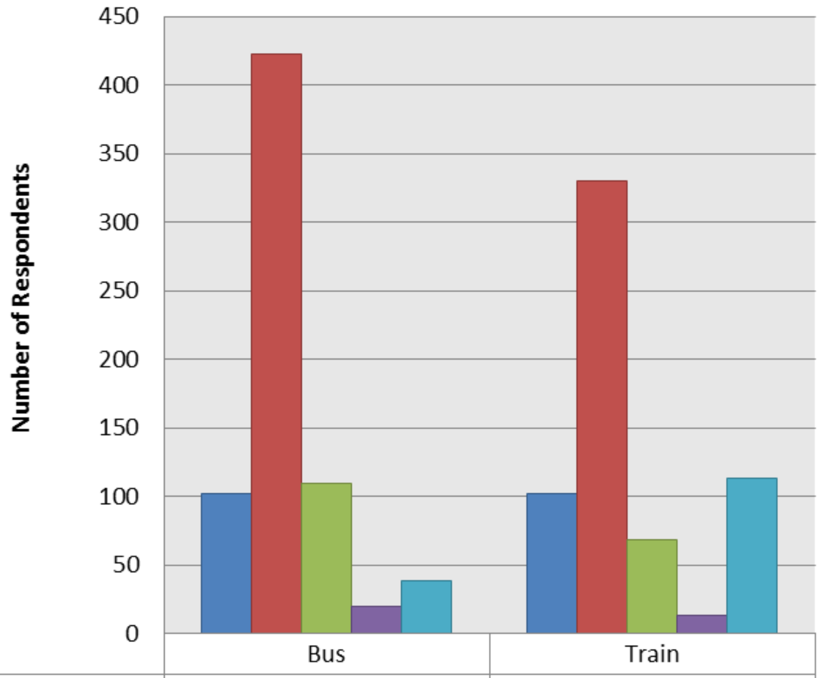
Base = 689 respondents

The next question sought to identify how safe panellists feel they are (or would be) when travelling by bus and train in the evenings. Using a four-point Likert scale, panellists were asked to state how safe they would feel on each mode of transport. Their responses to these questions are provided below in Figure 35 (see page 78). Considering firstly perceptions of safety on buses, the results show that well over half of respondents (423; 61.1%) feel – or would feel – fairly safe from crime in the evenings. Similar proportions of respondents stated that they would feel very safe (14.7%) or not particularly safe (109 respondents; 15.8%). 20 respondents (2.9%) said that they would feel not at all safe, and 38 (5.5%) stated that they didn't know.

In relation to train travel, a smaller number and proportion of panellists (330 respondents; 52.7%) stated that they feel (or would feel) fairly safe, although this was once again the most popular response. Again, 102 respondents (16.3%) stated that they would feel very safe, whilst 68 (10.9%) said that they would feel not particularly safe and only 13 (2.1%) stated that they would feel not at all safe. 113 respondents (18.1%) replied using the 'don't know' option.

Once again, we have disaggregated these results for the benefit of the question proposer. The results of breaking down responses in relation to bus travel are provided below in Tables 39 (gender), 40 (neighbourhood area) and 41 (age-group) (see pages 78-79), whilst the equivalent tables for train travel are provided in Tables 42 (gender), 43 (neighbourhood area) and 44 (age-group) (see pages 79-80).

Figure 35: To what extent do you think you are, or would be, safe from crime when travelling by bus and train in the evenings?



	Bus	Train
Very safe	102	102
Fairly safe	423	330
Not particularly safe	109	68
Not at all safe	20	13
Don't know	38	113

Base = 692 respondents (bus); 626 respondents (train)

Table 39: To what extent do you think you are, or would be, safe from crime when travelling by BUS in the evenings? (% by Gender)

Perceived safety	**Gender**	
	Male	**Female**
Very safe	17.1	12.7
Fairly safe	60.4	61.7
Not particularly safe	14.9	16.6
Not at all safe	2.7	2.8
Don't know	4.9	6.2

Base = 683 respondents

Table 40: To what extent do you think you are, or would be, safe from crime when travelling by BUS in the evenings? (% by Neighbourhood)

Perceived safety	Neighbourhood		
	North	South	Central
Very safe	14.2	12.4	18.3
Fairly safe	57.4	64.3	60.6
Not particularly safe	18.6	15.0	14.1
Not at all safe	2.0	2.6	3.8
Don't know	7.8	5.6	3.3

Base = 683 respondents

Table 41: To what extent do you think you are, or would be, safe from crime when travelling by BUS in the evenings? (% by Age-Group)

Perceived safety	Age Group			
	16-34	35-54	55-64	65+
Very safe	12.5	14.0	15.8	15.9
Fairly safe	67.2	66.5	59.6	51.2
Not particularly safe	14.1	12.6	17.5	20.0
Not at all safe	4.7	1.4	4.1	2.9
Don't know	1.6	5.4	2.9	10.0

Base = 683 respondents

Table 42: To what extent do you think you are, or would be, safe from crime when travelling by TRAIN in the evenings? (% by Gender)

Perceived safety	Gender	
	Male	Female
Very safe	18.8	14.1
Fairly safe	51.5	53.1
Not particularly safe	8.9	12.9
Not at all safe	1.7	2.5
Don't know	19.1	17.5

Base = 619 respondents

Table 43: To what extent do you think you are, or would be, safe from crime when travelling by TRAIN in the evenings? (% by Neighbourhood)

Perceived safety	Neighbourhood		
	North	South	Central
Very safe	13.2	16.2	19.4
Fairly safe	44.5	56.0	55.1
Not particularly safe	14.8	10.8	7.7
Not at all safe	0.5	2.1	3.6
Don’t know	26.9	14.9	14.3

Base = 619 respondents

Table 44: To what extent do you think you are, or would be, safe from crime when travelling by TRAIN in the evenings? (% by Age-Group)

Perceived safety	Age Group			
	16-34	35-54	55-64	65+
Very safe	19.0	15.2	17.2	16.2
Fairly safe	61.9	60.6	43.7	41.2
Not particularly safe	6.3	8.2	16.6	12.5
Not at all safe	4.8	1.1	2.0	2.9
Don’t know	7.9	14.9	20.5	27.2

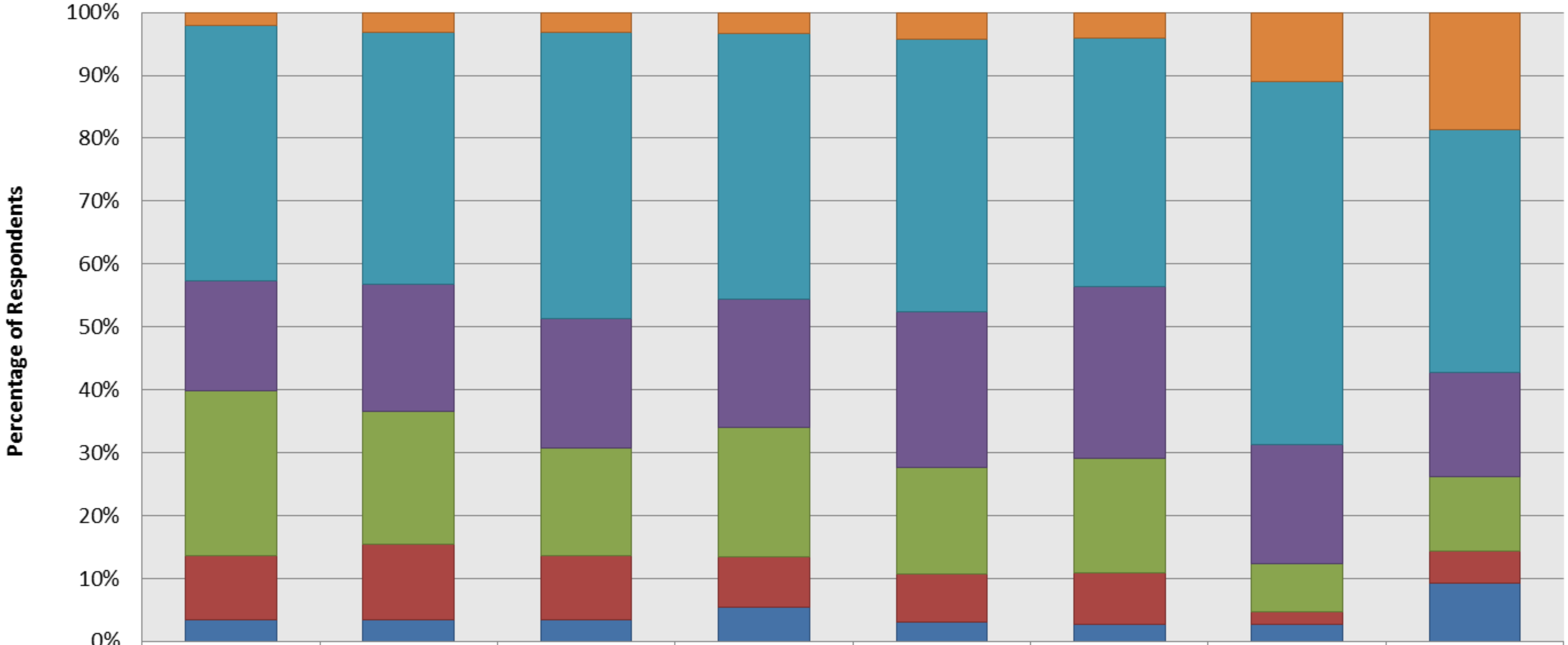
Base = 619 respondents

The next question asked panellists to state the extent to which they agreed with a number of statements about bus travel. Using a 5-point Likert scale (plus a ‘no opinion’ option), respondents rated their agreement on a number of issues, each of which is listed below (along with overall levels of agreement) in Figures 36 and 37 (see pages 82-83).

We see that the statements which produced the highest levels of strong agreement were the statements that a bus stop is close to my home (34.1%), it is simple deciding the type of ticket I need (18.7%), I feel personally safe and secure on the bus (11.0%), finding out about routes and times is easy (6.1%) and the bus shelters are clean (also 6.1%). For each other statement, less than 5.0% of respondents strongly agreed. The statements which attracted the highest proportion of ‘strongly disagree’ responses were the statements that the fares are good value for money (39.4% of respondents strongly disagreed with this statement), real-time information boards in bus shelters are available and correct (24.7%), the buses are frequent (12.1%), the service is reliable (11.6%), the journey is made in good time (11.5%), the bus shelters are clean (10.3%), the buses are on time (10.1%) and the service runs when I need it (also 10.1%). Less than 10.0% of respondents strongly disagreed with the remaining statements, although it is worth noting that for all but three statements, the proportion of respondents that strongly disagreed was larger than the proportion that strongly agreed. The three exceptions were the statements that I feel personally safe and secure on the bus, it is simple deciding the type of ticket I need and a bus stop is close to my home.

The analysis now moves to consider overall levels of agreement (i.e. compounding the respondents who agreed or strongly agreed) and disagreement (i.e. compounding the respondents who disagreed or strongly disagreed) with these statements. In terms of the former, a majority of respondents agreed with only 3 of the statements: namely, that a bus stop is close to my home (82.8%), that I feel personally safe and secure on the bus (68.7%) and that it is simple deciding the type of ticket I need (57.2%). In terms of overall disagreement, the highest levels were found in relation to the statements that the fares are good value for money (64.7% of respondents disagreed to at least some extent) and that real time information boards in the bus shelter are available and correct (52.7%). These were the only statements in which overall levels of disagreement outweighed overall levels of agreement.

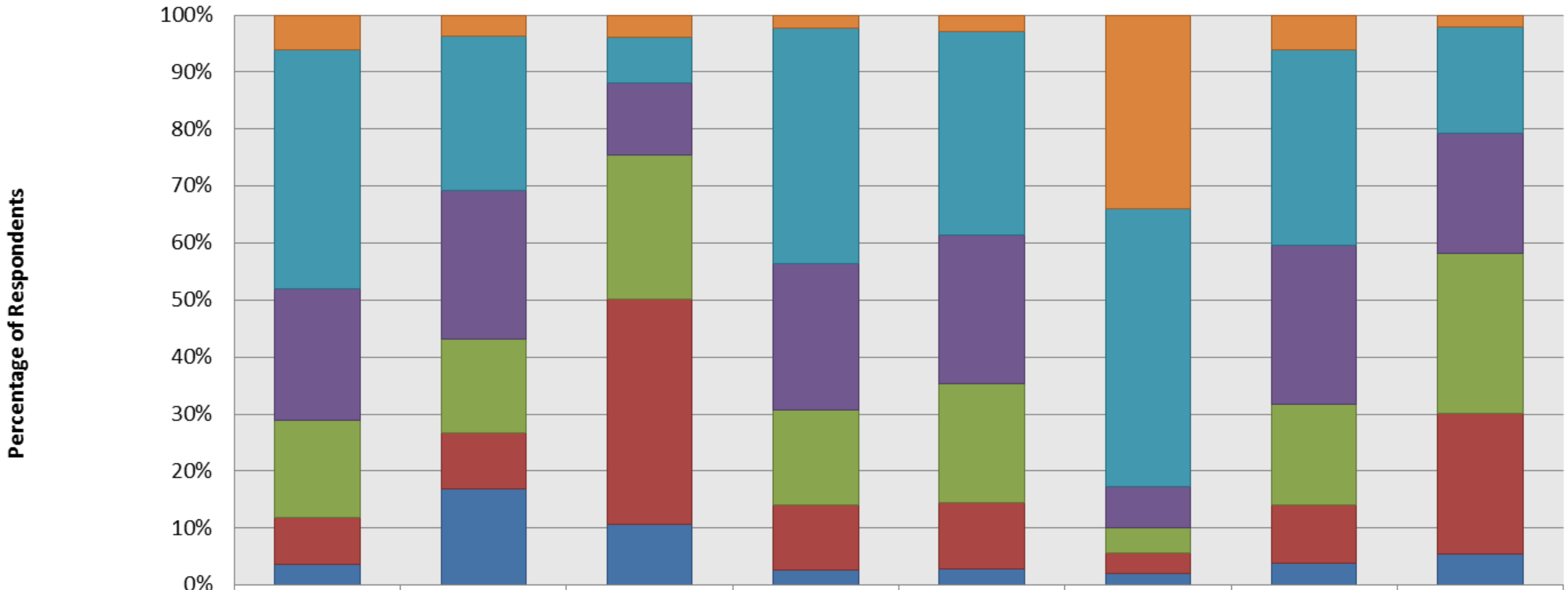
Figure 36: To what extent do you agree or disagree with the following statements? "Generally when I use the BUS…" (Part 1)



	The buses are on time	The buses are frequent	The service runs when I need it	The service is stable and isn't regularly changing	The buses are clean	The buses are comfortable	I feel personally safe and secure on the bus	It is simple deciding the type of ticket I need
Strongly agree	2.1%	3.2%	3.1%	3.3%	4.3%	4.1%	11.0%	18.7%
Tend to agree	40.6%	40.0%	45.7%	42.2%	43.2%	39.5%	57.8%	38.5%
Neither nor	17.3%	20.2%	20.5%	20.4%	24.9%	27.2%	18.9%	16.6%
Tend to disagree	26.3%	21.1%	17.2%	20.6%	16.9%	18.2%	7.6%	11.8%
Strongly disagree	10.1%	12.1%	10.1%	7.9%	7.7%	8.3%	2.1%	5.0%
No opinion	3.5%	3.4%	3.4%	5.5%	3.0%	2.7%	2.7%	9.3%

Base = 566 (on time), 560 (frequent), 552 (service when I need), 543 (stable), 562 (clean), 555 (comfortable), 566 (safe and secure), 535 (simple ticket)

Figure 37: To what extent do you agree or disagree with the following statements? “Generally when I use the BUS…” (Part 2)



	Finding out about routes and times is easy	It's easy changing from buses to other forms of transport	The fares are good value for money	The journey is made in good time	The service is reliable	A bus stop is close to my home	The bus shelters are clean	Real time information boards in the bus shelter are available and correct
Strongly agree	6.1%	3.8%	3.9%	2.4%	3.0%	34.1%	6.1%	2.2%
Tend to agree	41.8%	27.0%	7.9%	41.3%	35.7%	48.7%	34.2%	18.6%
Neither agree nor disagree	23.2%	26.1%	12.8%	25.6%	26.1%	7.2%	27.9%	21.1%
Tend to disagree	16.9%	16.4%	25.3%	16.6%	20.9%	4.5%	17.7%	28.0%
Strongly disagree	8.3%	9.8%	39.4%	11.5%	11.6%	3.6%	10.3%	24.7%
No opinion	3.6%	16.8%	10.7%	2.6%	2.8%	2.0%	3.8%	5.4%

Base = 555 (routes/times), 529 (changing), 533 (value), 547 (time), 541 (reliable), 558 (close to home), 555 (clean shelters), 554 (real-time boards)

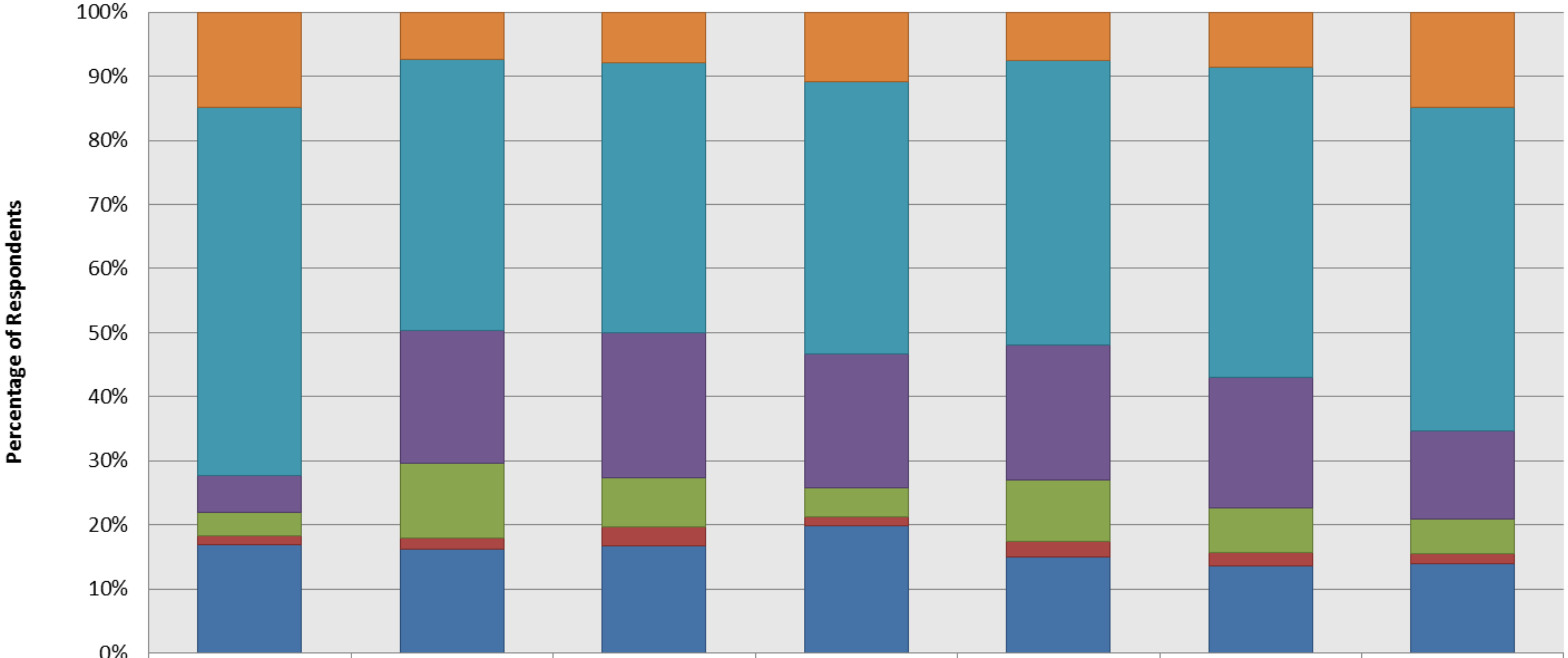
Moving to consider a similar set of questions in relation to train travel, Figures 38 and 39 (see pages 85-86) provide an overview of the responses received from panellists. As above in relation to buses, we firstly consider levels of strong agreement and strong disagreement, before turning to consider levels of overall agreement and disagreement. Levels of strong agreement were highest in relation to the statements that the trains are on time (14.9%), I feel personally safe and secure on the train (also 14.9%) and the service is stable and isn't regularly changing (10.9%). Less than 10.0% of respondents strongly agreed with each of the remaining statements.

Levels of strong disagreement were highest in relation to the statements that the fares are good value for money (20.5% of respondents strongly disagreed) and it is simple deciding the type of ticket I need (16.1%) and it's easy changing from trains to other forms of transport (6.4%) and finding out about routes and times is easy (5.1%). For each remaining statement, less than 5.0% of respondents strongly disagreed. For all but three statements, the proportion of respondents who strongly agreed was larger than the proportion that strongly disagreed. The exceptions to this were the first three statements listed earlier in this paragraph; namely, that it is simple deciding the type of ticket I need, it's easy changing from trains to other forms of transport, and the fares are good value for money.

In terms of overall levels of agreement, at least half of respondents either agreed or strongly agreed with 8 of the 13 statements: these were that the trains are on time (72.3%), that I feel personally safe and secure on the train (65.4%), that the journey is made in good time (58.6%), that the service is reliable (57.5%), that the trains are comfortable (57.0%), that the service is stable and isn't regularly changing (53.3%), that the trains are clean (51.8%) and that the service runs when I need it (50.0%).

Overall levels of disagreement were generally lower than overall levels of agreement, even for statements where only a minority of respondents expressed some form of agreement. There was one exception in which overall levels of disagreement outstripped overall levels of agreement, this being the statement that fares are good value for money (45.9% disagreed or strongly disagreed, compared to 19.3% who agreed or strongly agreed). This statement was the one which attracted the greatest overall level of disagreement: the statements with the next highest levels of overall disagreement were that it is simple deciding the type of ticket I need (35.0%) and that finding out about routes and times is easy (20.8%). For each remaining statement, less than 20.0% of respondents expressed some degree of disagreement.

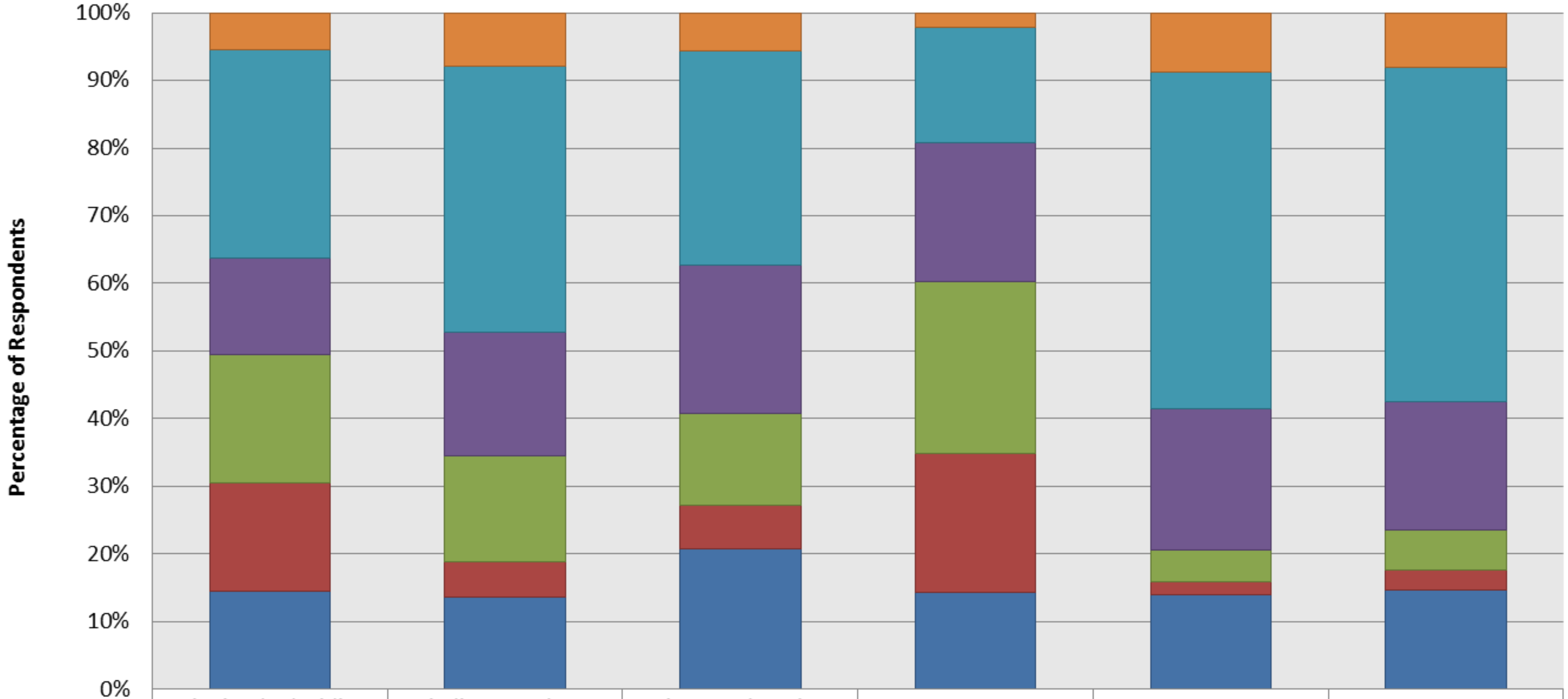
Figure 38: To what extent do you agree or disagree with the following statements? "Generally when I use the TRAIN…" (Part 1)



	The trains are on time	The trains are frequent	The service runs when I need it	The service is stable and isn't regularly changing	The trains are clean	The trains are comfortable	I feel personally safe and secure on the train
Strongly Agree	14.9%	7.4%	7.9%	10.9%	7.6%	8.6%	14.9%
Tend to Agree	57.3%	42.2%	42.1%	42.4%	44.2%	48.4%	50.5%
Neither nor	5.8%	20.7%	22.7%	20.8%	21.1%	20.3%	13.7%
Tend to Disagree	3.6%	11.6%	7.6%	4.5%	9.6%	7.1%	5.4%
Strongly Disagree	1.4%	1.7%	3.0%	1.5%	2.5%	2.0%	1.7%
No Opinion	16.9%	16.3%	16.7%	19.9%	15.0%	13.7%	13.9%

Base = 415 (on time), 405 (frequent), 406 (service when I need), 403 (stable), 407 (clean), 409 (comfortable), 410 (safe and secure)

Figure 39: To what extent do you agree or disagree with the following statements? "Generally when I use the TRAIN…" (Part 2)



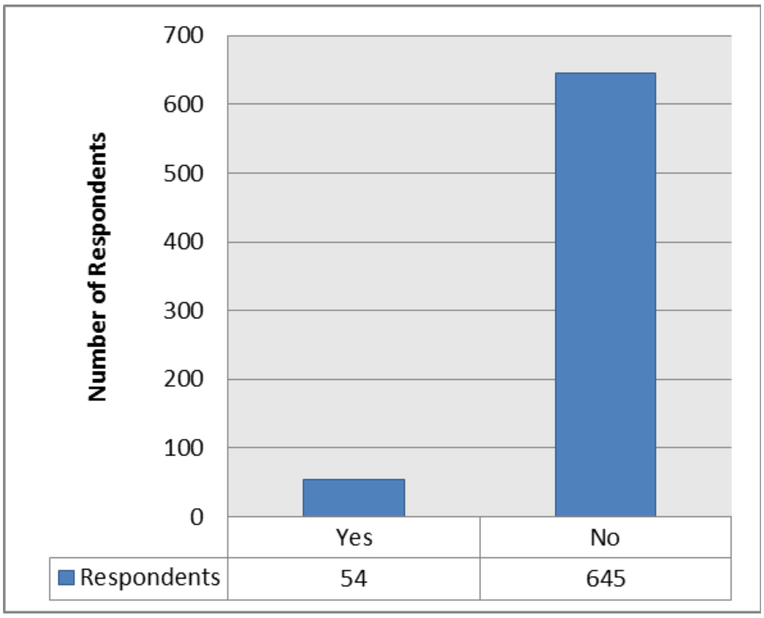
	It is simple deciding the type of ticket I need	Finding out about routes and times is easy	It's easy changing from trains to other forms of transport	The fares are good value for money	The journey is made in good time	The service is reliable
Strongly Agree	5.4%	7.8%	5.6%	2.2%	8.8%	8.1%
Tend to Agree	30.8%	39.4%	31.6%	17.1%	49.8%	49.4%
Neither Agree or Disagree	14.4%	18.3%	22.1%	20.5%	20.8%	18.9%
Tend to Disagree	18.8%	15.6%	13.5%	25.4%	4.7%	5.9%
Strongly Disagree	16.1%	5.1%	6.4%	20.5%	2.0%	2.9%
No Opinion	14.4%	13.7%	20.8%	14.4%	14.0%	14.7%

Base = 409 (simple ticket), 409 (routes/times), 408 (changing), 410 (value), 408 (time), 407 (reliable)

The next question probed panellists' awareness of Getabout, which is the regional transport campaign promoting active and sustainable travel across the North East of Scotland. Panellists were asked whether they had heard of Getabout prior to reading about it in the City Voice. Their responses are provided below in Figure 40, which shows that the vast majority of respondents (645; 91.1%) had not heard of Getabout previously.

Awareness was slightly higher among female panellists (8.6%) than male panellists (6.4%), whilst it was also noticeably higher among respondents in Central (11.2%) than those in North (5.8%) and South (6.0%). The proportion of respondents claiming prior awareness of the initiative was highest among those aged 16-34 (16.7%), falling to 7.5% of those aged 35-54, 5.8% of those aged 55-64 and 5.8% of those aged 65+.

Figure 40: Before reading about it in the City Voice, had you heard of Getabout?

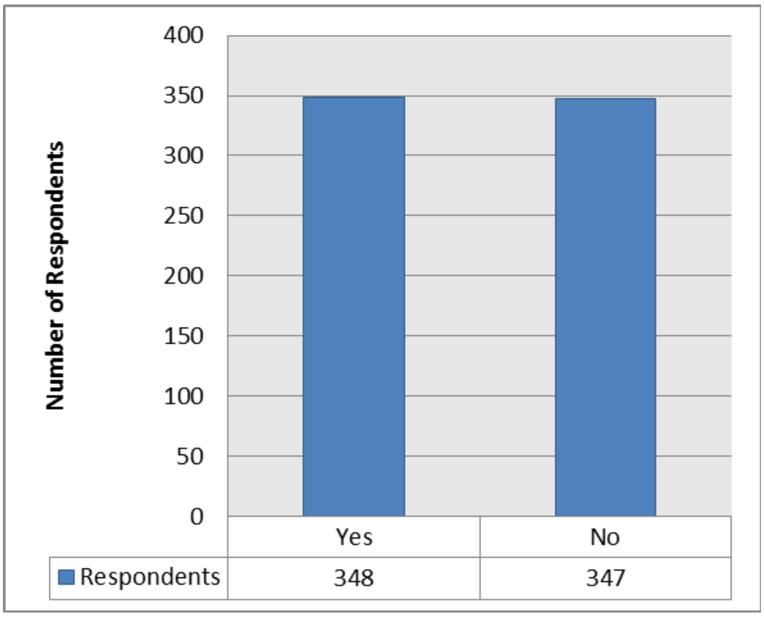


Base = 708 respondents

The final three questions in this section were aimed at exploring panellists' knowledge of and opinions on the air quality problem in Aberdeen city centre. Firstly, panellists were asked if they were aware that Aberdeen city centre has an air quality problem caused principally by motorised transport. Their responses are provided below in Figure 41 (see page 88). The chart shows that there was almost an entirely equal split between those panellists who claimed to have been aware of this (348 respondents; 50.1%) and those who were not aware of this (347 respondents; 49.9%).

For this question, the proportion of male respondents who claimed prior awareness (53.7%) was higher than the proportion of female respondents who did likewise (46.9%). A very similar proportion of respondents in each neighbourhood claimed prior awareness (50.2% in North, 49.2% in South and 51.2% in Central), whilst prior awareness also seemed to correlate with age: the proportion of panellists claiming prior awareness of this was lowest among those aged 16-34 (38.5%), rising slightly to 39.2% of those aged 35-54, up to 58.4% of those aged 55-64 and 64.1% of those aged 65+.

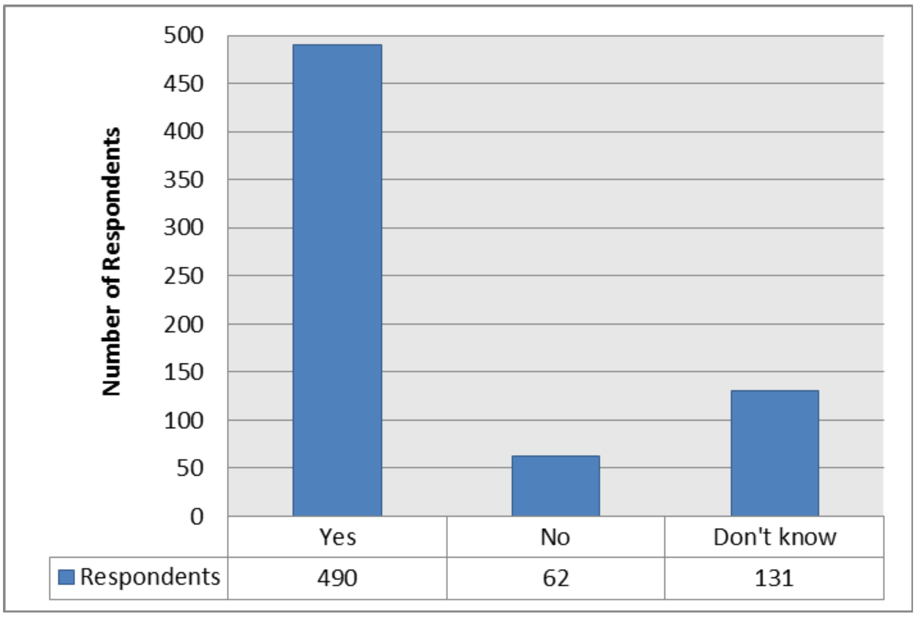
Figure 41: Aberdeen city centre has an air quality problem which is principally caused by motorised transport. Were you aware of this before reading about it in the City Voice?



Base = 695 respondents

Panellists were subsequently asked whether they believe the Council should be implementing projects to improve air quality. Responses are provided below in Figure 42. The results show that a very clear majority of respondents (490; 71.7%) believes that the Council should be implementing projects to improve air quality. 62 respondents (9.1%) said that the Council should not be doing so, whilst 131 respondents (19.2%) opted for the 'don't know' option. As with previous questions, these results have been broken down by gender, neighbourhood and age-group, the results of which are provided below in Tables 45, 46 and 47 (see page 89).

Figure 42: Do you think the Council should be implementing projects to improve air quality?



Base = 683 respondents

Table 45: Do you think the Council should be implementing projects to improve air quality? (% by Gender)

Response	Gender	
	Male	**Female**
Yes	69.8	73.4
No	12.0	6.3
Don't know	18.2	20.3

Base = 674 respondents

Table 46: Do you think the Council should be implementing projects to improve air quality? (% by Neighbourhood)

Response	Neighbourhood		
	North	**South**	**Central**
Yes	70.5	69.8	75.0
No	7.5	10.7	8.5
Don't know	22.0	19.5	16.5

Base = 674 respondents

Table 47: Do you think the Council should be implementing projects to improve air quality? (% by Age-Group)

Response	Age Group			
	16-34	**35-54**	**55-64**	**65+**
Yes	78.5	71.3	70.2	71.1
No	10.8	8.7	13.7	4.2
Don't know	10.8	20.0	16.1	24.7

Base = 674 respondents

Finally in this section, the 490 panellists who stated that the Council should be implementing projects to improve air quality were asked which specific projects they would like to see the Council implement. They were provided with six different options and were asked to select as many as they wanted. The results are provided below in Table 48 (see page 90). The results show that the most popular responses were to offer junction improvements and roads infrastructure (e.g. a third Don crossing, South College Street) (290 respondents; 59.2%), to encourage lower emissions and cleaner vehicles (e.g. electric charging infrastructure, emissions testing and banning polluting vehicles) (283 respondents; 57.8%), to encourage modal shift and influence travel choice (e.g. develop travel plans, improve walking and cycling options, park and rides etc.) (279 respondents; 56.9%) and to target non-transport improvements (e.g. plant trees, biomass reductions) (256 respondents; 52.2%). The remaining two options were both selected by a minority of respondents, although in each case this was a sizeable minority.

We have also broken these results down by gender, neighbourhood area and age-group: the results of this are provided in Tables 49, 50 and 51 (see pages 90-91).

Table 48: If you think the Council should be implementing projects to improve air quality, which projects should it be implementing?

Project	Respondents	
	Count	%
Offer junction improvements and roads infrastructure (Third Don, South College Street)	290	59.2
Encourage lower emissions and cleaner vehicles (electric charging infrastructure, emissions testing and banning polluting vehicles)	283	57.8
Encourage modal shift and influence travel choice (develop travel plans, improve walking and cycling options, park and rides)	279	56.9
Target non-transport improvements (plant trees, biomass reductions)	256	52.2
Improve traffic management (priority measures for HGVs and car-sharers)	234	47.8
Integrate planning and policy (air quality assessments for major developers, review car parking charges)	203	41.4

Base = 490 respondents

Table 49: If you think the Council should be implementing projects to improve air quality, which projects should it be implementing? (% by Gender)

Response	Gender	
	Male	Female
Encourage modal shift and influence travel choice	57.3	57.0
Encourage lower emissions and cleaner vehicles	56.8	59.0
Offer junction improvements & roads infra.	67.0	52.3
Improve traffic management	49.8	45.7
Integrate planning and policy	45.4	37.1
Target non-transport improvements	51.5	52.3

Base = 483 respondents

Table 50: If you think the Council should be implementing projects to improve air quality, which projects should it be implementing? (% by Neighbourhood)

Response	Neighbourhood		
	North	South	Central
Encourage modal shift and influence travel choice	47.5	58.5	64.2
Encourage lower emissions and cleaner vehicles	56.7	56.3	61.0
Offer junction improvements & roads infra.	66.7	60.1	51.6
Improve traffic management	43.3	50.3	48.4
Integrate planning and policy	36.2	39.3	47.2
Target non-transport improvements	44.7	54.1	56.0

Base = 483 respondents

Table 51: If you think the Council should be implementing projects to improve air quality, which projects should it be implementing? (% by Age-Group)

Response	**Age Group**			
	16-34	**35-54**	**55-64**	**65+**
Encourage modal shift and influence travel choice	66.7	63.3	53.4	46.6
Encourage lower emissions and cleaner vehicles	47.1	55.6	62.7	61.9
Offer junction improvements & roads infra.	56.9	56.1	55.9	68.6
Improve traffic management	39.2	37.8	52.5	62.7
Integrate planning and policy	47.1	36.2	37.3	50.0
Target non-transport improvements	60.8	54.1	45.8	50.8

Base = 483 respondents

SERVICE RESPONSE

Aberdeen has a Local Transport Strategy (LTS) which sets out the City's transport policies and actions until 2012. For the last five years the Transport and Programmes team have been asking the same questions through City Voice to establish trends and monitor the impact that any policy may be having on travel patterns.

The main mode of transport reported for adults living in panellist households was driving to work' (41%), followed by 'walking' (22%) and 'service bus' (18%). For children in panellist households, the most common mode of transport to school was walking (64%), followed by passenger in a car (16%). 5% indicated that children take a school bus and 8% indicated that the main mode of transport was an ordinary service bus. The number of households who do not have access to a car is 16%. Interestingly those not having access to a car decreases to 10% in 'south' Aberdeen and rises to nearly a quarter (24%) of households living in 'central' Aberdeen.

New questions this year were regarding the City's air quality problems. 50% of panellists know that Aberdeen has an air quality problem principally caused by motorised transport and a very clear majority (72%) believe the Council should be doing something to address this. The younger generation appear to the most concerned with 79% of 16-34 year olds agreeing air quality projects should be progressed. The most popular projects for implementation include junction improvements and roads infrastructure (59%), encouraging low emissions and cleaner vehicles (58%) and encouraging modal shift (57%). The 65+ age bracket believe junction improvements to be the priority (69%), whilst those in the 55-64 age bracket think encouraging lower emissions and cleaner vehicles is the priority, and those in the 16-34 and 35-54 brackets believe encouraging modal shift is the priority.

These results represent a slight change from 2010 results as it appears that for 2011 there has been a decrease in car use and a corresponding increase in bus use for adults. More children also appear to be walking to school and fewer are getting a lift in a car. Given the current economic climate these results are not unexpected; car use tends to decline in line with GDP.

Responses on buses are more positive than last year: more people agree that buses are on time, frequent, that buses run when required, are reliable, close to home and bus shelters are clean. However, perceptions of safety, cleanliness and comfort have dropped. This trend is more or less mirrored for trains with the exception of panellists believing rail fares are not such good value as 2010. These results will be forwarded to the bus and rail companies for information and further comment as part of the Local Authority Bus Operator Forum. The Council has initiated a number of bus lane improvements with the agreement of the bus companies, which includes the new King Street bus lane.

For air quality improvements the Council continues to progress road junction improvements and infrastructure with the Third Don Crossing enquiry and the AWPR Enquiry all moving forward in 2011. Perhaps critically a number of the pedestrianisation and city centre improvements are dependent on delivery of the AWPR but in the meantime the Council is installing electric vehicle charging infrastructure, updating parking policies, undertaking emissions checks, installing a car club, reviewing night time taxi ranks, installing bus lanes, investing in cycling infrastructure and improving measures for HGVs.

If you would like to find out more information on the Local Transport Strategy, please visit Aberdeen City Council website on www.aberdeencity.gov.uk/Planning/sl_pla/pla_transportstrategy.asp or view air quality improvements under the CARE North project at http://www.aberdeencity.gov.uk/lez/

Louise Napier
Senior Planner (Infrastructure Strategy)
Aberdeen City

LOCAL POLICING

In April 2010 Grampian Police restructured its Aberdeen Division into a series of 13 Local Policing Teams in order to allow for greater visibility and better communication between Police Officers and the communities in which they work.

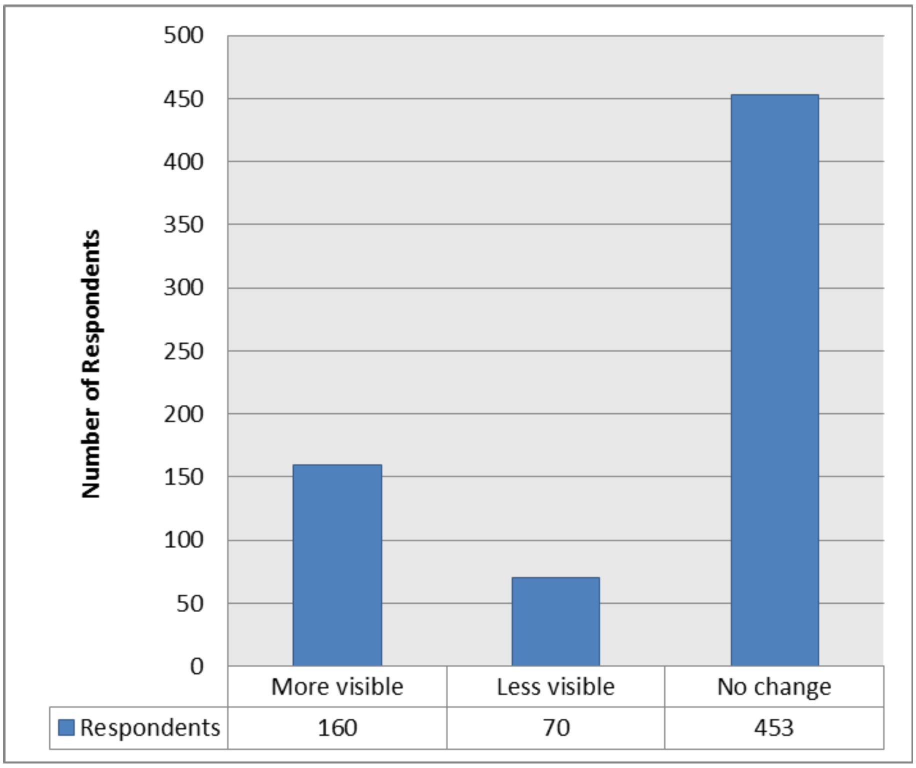
As part of this restructure a series of new Police Offices were opened in the heart of a number of the city's communities, often co-located with a range of other agencies in the same building. The concept best represents the fundamental change delivered by Grampian Police's strategy ('Local Policing – Closer to You') as to how it does its business.

Now, one year on from this restructure, Grampian Police wishes to hear from panellists as to whether the Police has succeeded in its aims.

The first question in this section related to the visibility of Grampian Police in panellists' local communities following Grampian Police's restructured the Aberdeen Division and began to open new community-focussed Police Offices in the city in April 2010. Panellists were asked whether Grampian Police had been more visible, less visible or neither more nor less visible. Their responses are provided below in Figure 43. The results show that the majority of respondents (453; 66.3%) had seen no change since April 2010. However, 160 respondents (33.1%) stated that Grampian Police had been more visible since then, whilst only 70 respondents (10.2%) stated that they had been less visible.

We have also disaggregated these results by gender, neighbourhood area and age-group: the results of doing so are provided below in Tables 52, 53 and 54 respectively (see page 94).

Figure 43: What change, if any, have you noticed in how visible Grampian Police have been in your local community since restructuring the Aberdeen Division and beginning to open of new community-focussed Police Offices in the city in April 2010?



Base = 683 respondents

Table 52: What change, if any, have you noticed in how visible Grampian Police have been in your local community since restructuring the Aberdeen Division and beginning to open of new community-focussed Police Offices in the city in April 2010? (% by Gender)

Response	Gender	
	Male	Female
More visible	19.8	26.8
Less visible	11.7	8.5
No change	68.5	64.7

Base = 675 respondents

Table 53: What change, if any, have you noticed in how visible Grampian Police have been in your local community since restructuring the Aberdeen Division and beginning to open of new community-focussed Police Offices in the city in April 2010? (% by Neighbourhood)

Response	Neighbourhood		
	North	South	Central
More visible	23.4	24.4	22.1
Less visible	8.3	11.8	9.6
No change	68.3	63.7	68.3

Base = 675 respondents

Table 54: What change, if any, have you noticed in how visible Grampian Police have been in your local community since restructuring the Aberdeen Division and beginning to open of new community-focussed Police Offices in the city in April 2010? (% by Age-Group)

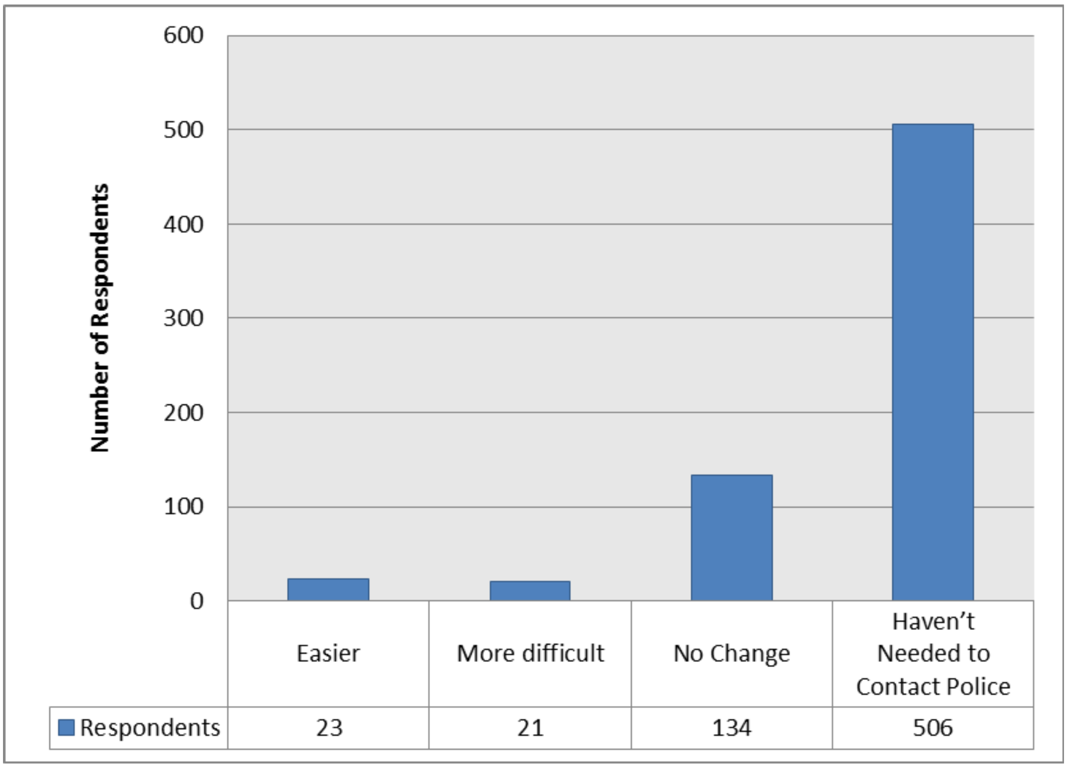
Response	Age Group			
	16-34	35-54	55-64	65+
More visible	26.2	25.4	22.9	19.3
Less visible	9.2	8.6	12.4	10.6
No change	64.6	65.9	64.7	70.2

Base = 675 respondents

The next question asked panellists whether they had found it easier or more difficult to make contact with their Local Policing Team since April 2010. Options were also provided for those who had not needed to contact the Police, and those who believed that it was neither easier nor more difficult. The responses received are provided below in Figure 44 (see page 95). The results show that over three quarters of respondents (506; 74.0%) have not needed to contact their Local Policing Team. Of the respondents who had contacted their Local Policing Team, the most popular response was ‘no change’ (134 respondents; 19.6%). 23 respondents (3.4%) stated that it had become easier, and 21 (3.1%) stated that it had become more difficult.

As with previous questions, we have subjected these figures to further scrutiny. A breakdown of these responses by gender, neighbourhood area and age-group are provided below in Tables 55, 56 and 57 (see pages 95-96).

Figure 44: Since April 2010, have you found it easier or more difficult to make contact with Officers from your Local Policing Team?



Base = 684 respondents

Table 55: Since April 2010, have you found it easier or more difficult to make contact with Officers from your Local Policing Team? (% by Gender)

Response	**Gender**	
	Male	**Female**
Easier	3.1	3.4
More difficult	4.0	1.7
No change	21.9	17.3
Haven't needed to contact the Police	71.0	77.6

Base = 676 respondents

Table 56: Since April 2010, have you found it easier or more difficult to make contact with Officers from your Local Policing Team? (% by Neighbourhood)

Response	**Neighbourhood**		
	North	**South**	**Central**
Easier	2.9	3.8	2.9
More difficult	1.5	2.3	4.8
No change	18.0	18.7	22.1
Haven't needed to contact the Police	77.7	75.2	70.2

Base = 676 respondents

Table 57: Since April 2010, have you found it easier or more difficult to make contact with Officers from your Local Policing Team? (% by Age-Group)

Response	Age Group			
	16-34	35-54	55-64	65+
Easier	4.6	2.2	5.9	1.9
More difficult	3.1	2.9	2.9	2.5
No change	13.8	20.4	21.2	18.5
Haven't needed to contact the Police	78.5	74.6	70.0	77.2

Base = 676 respondents

The 23 respondents who stated that they had found it easier to make contact with their Local Policing Team since April 2010 were subsequently asked why they felt this to be the case. Their responses were categorised thematically and are presented below in Table 58. The most common type of response was that Police Officers were much more physically visible within their communities (e.g. patrolling the streets or in Police Boxes) (10 respondents; 43.5%). This was followed by the fact that it had become easier to contact them remotely (e.g. using e-mail or a 'direct dial' telephone number) (5 respondents; 21.7%), that the Police had been more proactive at community policing (e.g. meetings, posters in local communities, local updates etc.) (3 respondents; 13.0%) and clearer information on the Grampian Police website (1 respondent; 4.3%). 4 respondents (17.4%) provided answers which were not relevant to the question.

Table 58: If you have found it EASIER to make contact with Officers from your Local Policing Team, please explain why.

Reason	Respondents	
	Count	%
Officers more visible in community (on streets, in Police Boxes)	10	43.5
Easy to contact directly (e-mail, phone)	5	21.7
Proactive policing in community (meetings, posters, local policing updates)	3	13.0
Clear info on website	1	4.3
N/a	4	17.4

Base = 23 respondents

Similarly, the 21 respondents who claimed that it had become more difficult since April 2010 to contact their Local Policing Team were asked to explain why they felt this way. Their responses were also categorised thematically, and are presented below in Table 59 (see page 97). The most popular response was that during that time, local Police Officers had become less visible in their local communities (12 respondents; 57.1%) and that the Police's response to a complaint had been insufficient (e.g. in terms of follow-up communication) (6 respondents; 28.6%). 4 panellists apiece (19.0%) stated that their local Police Station/Box had closed and that the Police telephone contact system is very poor. 1 respondent (4.8%) stated that Local Policing Teams provided too little information to their communities, and 1 respondent (4.8%) provided a response which was not relevant to the question.

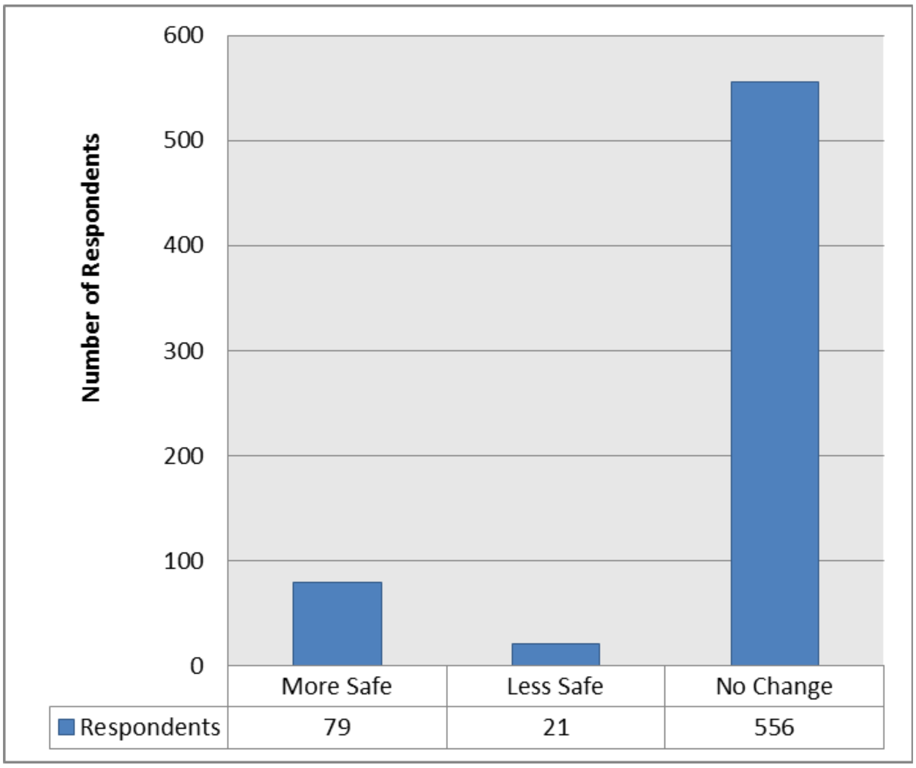
Table 59: If you have found it MORE DIFFICULT to make contact with Officers from your Local Policing Team, please explain why.

Reason	Respondents	
	Count	%
Lower visibility in community	12	57.1
Very dissatisfied with response to contact or crime report	6	28.6
Local police station/box moved or closed	4	19.0
Telephone contact system is poor	4	19.0
Very little information	1	4.8
N/a	1	4.8

Base = 21 respondents

All panellists were then asked to state the way in which safety in their community had changed since the creation of Local Policing Teams in April 2010. The responses received are provided below in Figure 45, which shows that a very clear majority of respondents (556; 84.8%) have seen no change. 79 respondents (12.0%) believe that their community has become more safe and 21 (3.2%) state that their community has become less safe. Once again, a breakdown of these responses by gender, neighbourhood area and age-group is provided below in Tables 60, 61 and 62 (see page 98).

Figure 45: How do you think safety in your community has changed since the Local Policing Teams were created in April 2010?



Base = 656 respondents

Table 60: How do you think safety in your community has changed since the Local Policing Teams were created in April 2010? (% by Gender)

Response	Gender	
	Male	Female
More safe	12.7	11.6
Less safe	4.1	1.8
No change	83.2	86.6

Base = 650 respondents

Table 61: How do you think safety in your community has changed since the Local Policing Teams were created in April 2010? (% by Neighbourhood)

Response	Neighbourhood		
	North	South	Central
More safe	12.4	11.2	13.2
Less safe	2.6	3.2	2.9
No change	85.1	85.7	83.9

Base = 650 respondents

Table 62: How do you think safety in your community has changed since the Local Policing Teams were created in April 2010? (% by Age-Group)

Response	Age Group			
	16-34	35-54	55-64	65+
More safe	6.3	12.6	12.4	13.5
Less safe	3.8	3.8	3.8	3.8
No change	89.1	86.6	82.6	82.7

Base = 650 respondents

The 79 respondents who stated that they felt their community had become more safe were asked to provide more information on why they felt this way. Their responses were categorised thematically, and an overview of the various themes identified is provided below in Table 63 (see page 99). The most popular response was that there is now a much more visible Police presence in respondents' local communities (35 respondents; 44.3%). This was followed by the perception that the Police seem to be tackling problems in local communities (20 respondents; 25.3%) and that the Police have established better contacts within communities (12 respondents; 15.2%). 4 respondents (5.1%) said that crime statistics/figures led them to believe that their community was now safer, and 3 respondents (3.8%) stated that policing in their community now seems more intelligence-led than was the case previously. 4 respondents (5.1%) provided a response which was not relevant to the question.

Table 63: If you think your community is MORE SAFE since the Local Policing Teams were created in April 2010, please explain why.

Heading	Respondents	
	Count	%
More visible police presence	35	44.3
Police seem to be tackling problems	20	25.3
Better contacts with community	12	15.2
Crime figures suggest so	4	5.1
Policing seems more intelligence-led	3	3.8
N/a	4	5.1

Base = 79 respondents

In a similar vein, the 21 panellists who stated that they believed their community to be less safe since April 2010 were asked to elaborate on why this was. Again, their responses were aggregated thematically and are presented below in Table 64. The results show that the most frequent response was that there appeared to be a less visible Police presence in respondents' communities (10 respondents; 47.6%). This was followed by a personal experience of crime or antisocial behaviour (6 respondents; 28.6%), a slow response time (3 respondents; 14.3%) and negative reports in the media (1 respondent; 4.8%).

Table 64: If you think your community is LESS SAFE since the Local Policing Teams were created in April 2010, please explain why.

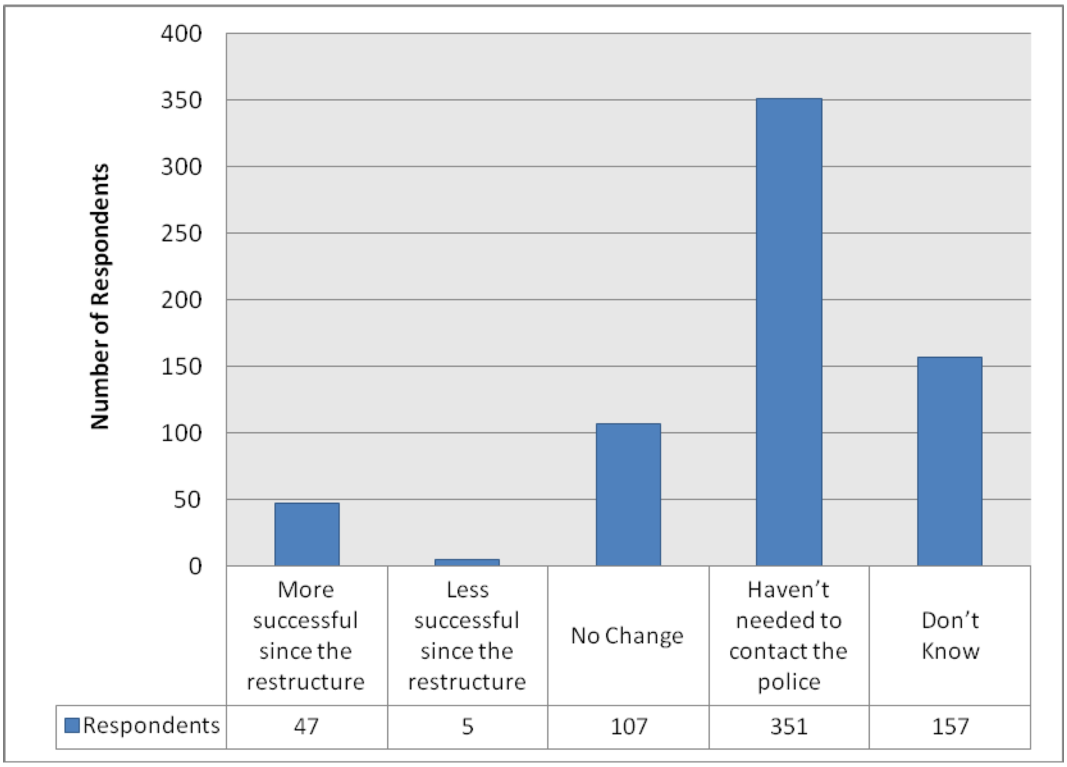
Heading	Respondents	
	Count	%
Less police presence	10	47.6
Personal experience of crime/ antisocial behaviour	6	28.6
Slow response time	3	14.3
Media reports	1	4.8

Base = 21 respondents

Since Grampian Police's move to the Local Policing Team model across Aberdeen, working alongside other partner agencies or organisations across a variety of business sectors has become much more important. Panellists were asked to think about any experiences they might have had with Grampian Police in Aberdeen in the last year and rate how successful they felt the Police had been at working with partners. Their responses are collated and provided below in Figure 46 (see page 100). A majority of respondents (351; 52.6%) stated that they hadn't needed to contact the Police, and the next most popular response was 'don't know' (157 respondents; 23.5%). Of the panellists who did offer an opinion, the most frequent response was that there had been no change (107 respondents; 16.0%). 47 respondents (7.0%) stated that the Police had been more successful at working with partners since the restructure, and 5 respondents (0.7%) stated that the Police had been less successful in doing so.

These responses are further broken down by gender, neighbourhood area and age-group in Tables 65, 66 and 67 below (see pages 100-101).

Figure 46: Thinking back to any experiences you might have had with the Police in Aberdeen in the last year, how successful do you think they have been in working with partners?



Base = 667 respondents

Table 65: Thinking back to any experiences you might have had with the Police in Aberdeen in the last year, how successful do you think they have been in working with partners? (% by Gender)

Response	**Gender**	
	Male	**Female**
More successful	8.9	5.2
Less successful	1.0	0.3
No change	18.4	13.9
Haven't needed to contact the Police	47.9	56.8
Don't know	23.8	23.8

Base = 660 respondents

Table 66: Thinking back to any experiences you might have had with the Police in Aberdeen in the last year, how successful do you think they have been in working with partners? (% by Neighbourhood)

Response	Neighbourhood		
	North	South	Central
More successful	7.6	4.6	9.4
Less successful	0.5	0.4	1.0
No change	17.3	12.7	19.2
Haven't needed to contact the Police	54.3	57.7	44.3
Don't know	20.3	24.6	26.1

Base = 660 respondents

Table 67: Thinking back to any experiences you might have had with the Police in Aberdeen in the last year, how successful do you think they have been in working with partners? (% by Age-Group)

Response	Age Group			
	16-34	35-54	55-64	65+
More successful	6.3	8.1	9.0	3.2
Less successful	0.0	0.0	0.0	2.5
No change	10.9	16.2	17.5	16.5
Haven't needed to contact the Police	56.3	48.5	54.2	56.3
Don't know	26.6	27.2	19.3	21.5

Base = 660 respondents

The final question in this edition of the City Voice was addressed at the 5 panellists who stated that they believed the Police had been less successful at working with partner organisations since their restructure. These panellists were asked to explain what they believed the Police could do in order to improve the way in which they work in partnership with other organisations. Their responses have been categorised thematically and are provided below in Table 68 (see page 102). The table shows that 2 respondents (40.0%) provided answers which were not relevant to the question asked. 1 respondent (20.0%) suggested that more frequent meetings were needed between the Police and its partner organisations, 1 respondent (20.0%) suggested that Police Officers should be more readily contactable by partner organisations and 1 respondent (20.0%) suggested that the Police should focus more on working with citizen partner organisations and pay less attention to business-oriented partners.

Table 68: If you think the Police have been LESS SUCCESSFUL in working with partners, please explain what you think the Police could do to improve how they work in partnership with others.

Heading	Respondents	
	Count	%
More frequent meetings	1	20.0
Officers more readily contactable	1	20.0
Pay more attention to citizens and less to 'big business'	1	20.0
N/a	2	40.0

Base = 5 respondents

SERVICE RESPONSE

Although it has been more than one year since Grampian Police restructured Aberdeen Division, the process of 'fine tuning' continues, responding to feedback from both within and outwith the organisation. It is therefore very helpful to receive these important results from the City Voice Panel as this will allow us to continue along the road to achieving the best possible model for our staff, our partners, but most importantly, for the citizens of Aberdeen with our 'Local Policing – Closer to You' model.

As an organisation, while we had hoped that respondents would have noticed an overt increase in our visibility we take comfort that what was a major restructure has enabled us to deliver a seamless service from the public's perspective. Moreover, the significant reductions we have achieved in many crime categories has also meant that fewer people have found it necessary to contact us.

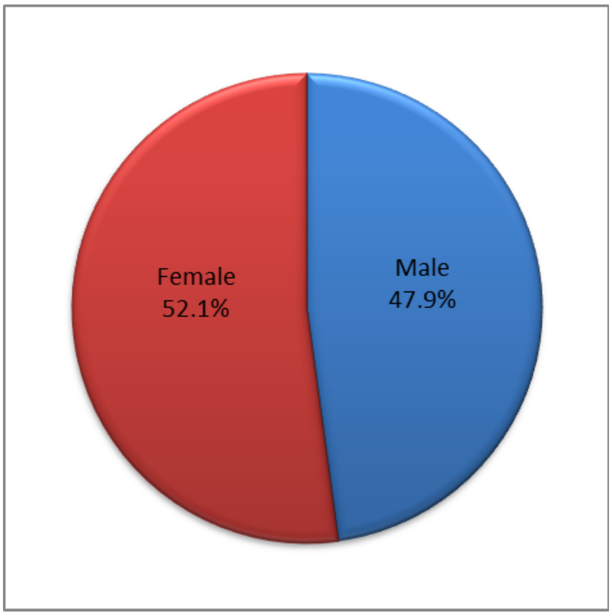
Andy Verredyt
Police Partnership Development Officer
Grampian Police

ANNEX A: OVERVIEW OF RESPONDENTS' CHARACTERISTICS

This section contains a brief overview of the different demographic characteristics of respondents to the survey.

In relation firstly to gender, a breakdown of respondents is provided below in Figure 47. The results show that a majority of respondents to this particular survey (52.1%) are female, whilst 47.9% are male.

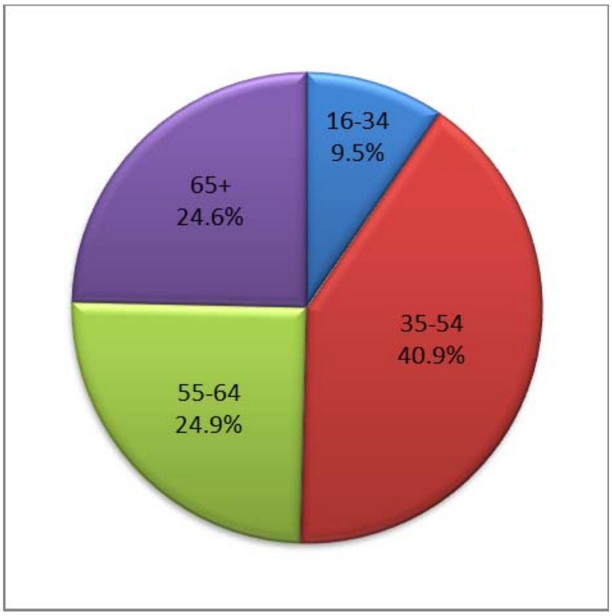
Figure 47: Gender breakdown of respondents



Base = 702 respondents

Secondly, Figure 48 shows that when considering the age-group to which respondents belong, the greatest share of respondents are aged 35-54 (40.9%), followed by 55-64 (24.9%) and 65+ (224.6%). Those aged 16-34 constituted the smallest group of respondents (just 9.5%).

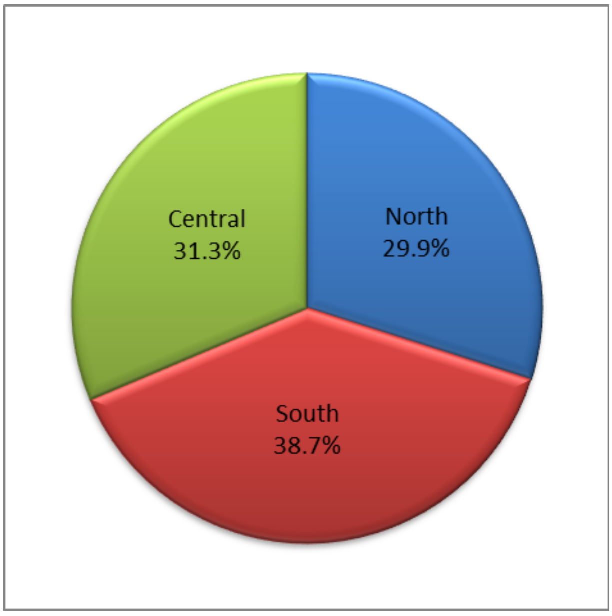
Figure 48: Age breakdown of respondents



Base = 702 respondents

It is also possible to identify the area of the city in which respondents live. The results are provided below in Figure 49, which shows that there is a relatively even spread of respondents across the North, South and Central areas of the city. The largest share of respondents live in South (38.7%), followed by Central (31.3%) and South (29.9%).

Figure 49: Neighbourhood breakdown of respondents



Base = 702 respondents

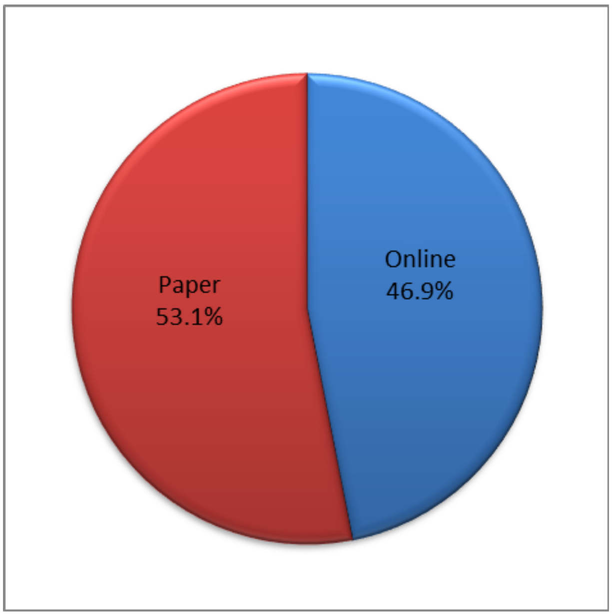
Finally, it is worth noting that for the first time, City Voice 24 allowed panellists to complete their survey online. A breakdown of the proportion of panellists who chose to do so (and of those who opted to complete a paper copy) are provided below in Figure 50 (see page 106). The results show that there was a fairly even split between the two, although a slightly greater proportion of respondents chose to complete a paper copy of the survey (53.1%) than the online copy (46.9%).

We have also explored the patterns of survey completion across different demographic sectors. Looking firstly at gender, our analysis showed no great differences between male and female panellists. A majority of respondents within each gender completed a paper copy of the survey (53.3% of males vs. 51.9% of females). A slightly larger proportion of females (48.1%) than males (46.7%) chose to complete the survey online.

Similarly, there were few notable differences between neighbourhood areas and survey type preferences. In each area, a majority of respondents opted to return the paper copy of their survey. The proportion of respondents choosing the paper option was highest in Central (53.2%), followed by North (52.4% and South (52.2%).

The most interesting (and perhaps predictable) results emerged in relation to different age-groups' preferences for paper and online versions of the survey. Indeed, there was a strong correlation between panellists' age-group and the likelihood of their having completed the survey online. The proportion of panellists who did so was highest in the 16-34 age-group (74.6%), falling to 58.5% of those aged 35-54. Only a minority of panellists aged 55-64 (42.9%) completed their survey online, whilst an even smaller minority of those aged 65+ (23.1%) also chose to do so.

Figure 50: Survey Response Type



Base = 712 respondents

Respondents to the online survey were also asked for any comments they had on the process of completing their survey online. Their responses have been collated thematically and are provided below in Table 69. The most frequent types of comment related to the provision of a comments box for a greater number of questions (6 respondents; 24.0%), an expression of general approval in relation to the online survey (5 respondents; 20.0%) and the belief that many of the questions and issues contained in the City Voice surveys were too complex to be reduced to a simple ‘yes/no’ response (2 respondents; 8.0%). 1 respondent apiece suggested that a reminder e-mail would be a good idea (4.0%) and that it would be useful to be able to save a partially completed survey before returning to complete it at a later date/time (4.0%).

Table 69: Online Survey Comments

Comment Category	Respondents	
	Count	%
Provide comments box	6	24.0
General approval	5	20.0
Questions too complex for a 'yes/no' answer	2	8.0
Would be useful to be able to save progress then resume later	1	4.0
Provide reminder e-mail	1	4.0
N/a	12	48.0

Base = 25 respondents