

**ABERDEENSHIRE COUNCIL**

**2006 RESIDENTS SURVEY**

**BANFF AND BUCHAN  
AREA REPORT**

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## **APPENDIX (UNDER SEPARATE COVER)**

1.0 "Local Insert" Survey Questionnaire	
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## **SUMMARY OF KEY FINDINGS AND RECOMMENDATIONS**

### **KEY FINDINGS**

#### **Overall Satisfaction**

“Net Satisfaction” with the Council in Banff and Buchan is the same as that for the whole Council area at 25%. There has been a notable rise of 7% in net satisfaction in Banff and Buchan in the past two years compared to a 2% decline in the Council as a whole.

Banff and Buchan respondents were more likely to be more positive in their responses concerning the Council’s key issues, though some areas elicited negative responses in common with the rest of the Council area.

Banff and Buchan residents are more likely to think the Council is better, rather than worse, though to a lesser extent than respondents in the Council overall.

#### **Customer Service and Contact Management**

Telephone is typically the preferred method of contacting the Council for most service users.

Banff and Buchan residents are in general more satisfied with their contact with the Council than for Aberdeenshire residents as a whole.

Satisfaction with complaint handling remains a concern, however, including the extent to which people are kept in touch with regarding their complaint.

Home internet penetration is lower than the Aberdeenshire and UK figures at 52% with 50% of internet users have visited the Council’s web site. There is a willingness amongst internet users to use the Council’s web site to transact a range of business, though to a lesser extent than the wider Council.

#### **The Communities of Aberdeenshire**

Banff and Buchan residents do not feel the Council does as good a job of making towns and villages attractive as other Aberdeenshire residents.

There is a concern, however, about the extent to which the Council is perceived to be taking account of the impact of its planning decisions on local facilities and services, although to a lesser extent in Banff and Buchan.

Affordable housing is seen as an important issue and residents are willing to countenance house building in a variety of places although there is some resistance to large-scale house building outwith existing settlements. It is noted that residents in Banff and Buchan are less likely to feel there is a shortage of affordable housing.

Community spirit and vibrancy in Banff and Buchan is rated significantly lower in Banff and Buchan when compared to the rest of the Council area.

However, people continue to rate the availability of community facilities poorly.

There are high levels of perceived danger when respondents' personal safety is concerned when they are outside after dark in Banff and Buchan. However, most people's actual experience of anti-social behaviour is of the low-level, albeit persistent, kind, with Banff and Buchan residents more likely to claim to have been the victim of anti-social behaviour than the average for the Council as a whole.

There has been a substantial movement of population within Banff and Buchan in the past 5 years, as well as an inward migration of 9% from outwith the area.

Grocery shopping tends to be done locally, but "big ticket" items such as white goods see some leakage to the rest of Aberdeenshire and Aberdeen City. Public services and leisure facilities are, in general, accessed locally, as are employment opportunities. However, a significant minority have difficulty in accessing these services and opportunities due to a number of factors.

Banff and Buchan residents are broadly positive regarding the issue of incoming workers to the local area.

Opinions on Banff and Buchan's appeal as a visitor destination vary, with some elements highly-rated, other less so.

### **Public Transport and Safety**

Perception of the quality of public transport is marginally higher in Banff and Buchan when compared to the rest of Aberdeenshire.

There is a strong desire for road improvements within Banff and Buchan.

Some desire is evident for safety measures such as more restricted speed areas, pedestrian zones, driver safety education and traffic calming measures.

There is also some desire for speed cameras within towns and villages (but less demand for such speed cameras on main roads).

### **Satisfaction with Key Services**

For those Council services that citizens elect to use, satisfaction ratings from Banff and Buchan are generally slightly lower than those for Aberdeenshire as a whole, though those for leisure and sports facilities are notably lower.

With regard to a range of "universal services", Banff and Buchan rates these services similarly to the main sample of residents, with the exception of refuse collection.

The level of perceived improvement in services is, in the main, higher in Banff and Buchan.

Banff and Buchan residents would prioritise road maintenance and street cleaning for attention, whilst they give lower priority to refuse collection compared to the rest of the Council.

### **Social Responsibility**

Banff and Buchan residents hold broadly similar views to those in the rest of Aberdeenshire with regard to their attitudes towards to the Council as a socially responsible organisation.

That the Council should be doing more to help communities is a more prevalent view in Banff and Buchan, as is the view that separating rubbish out for recycle is too much hassle.

### **Council Decision Making, Consultation and Communications**

A large majority of survey respondents claim to have voted in the most recent parliamentary and Council elections, with slightly fewer claiming to have done so in Banff and Buchan.

When people have not voted it has normally been due to a general disenchantment with politics to a marginally greater extent in Banff and Buchan.

However, a high proportion of Aberdeenshire residents are able to name their elected representatives, particularly so in Banff and Buchan.

Scepticism is evident with regard to individuals' ability to influence the Council's decision making and to have their views taken into account.

Despite this, there are strong indications of a desire on the part of many people to take part in civic life.

While there is general satisfaction in Banff and Buchan with the information they receive from the Council, a notable minority are dissatisfied with this level of information.

## **1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY**

### ***BACKGROUND***

- 1.1 This 2006 Residents survey is the fourth full-scale survey of residents' views which Aberdeenshire Council has undertaken since 2000 (such surveys have now been undertaken in 2000, 2002, 2004 and 2006). Specific in-depth items of research have also been conducted in the intervening years (2001, 2003, 2005). The survey repeats a number of questions from the previous surveys, to allow for a tracking of changes in perceptions over time. In some cases, it has been possible to track changes back to the 2000 survey. However, as the survey questionnaire was considerably revised and updated in 2002, this has not always been possible.

### ***OBJECTIVES***

- 1.2 The original broad aims and objectives of the 2006 Residents' Survey were to:
- To identify issues of importance to Aberdeenshire residents.
  - To determine the key priorities which residents have of the Council and whether these are changing.
  - To determine perceptions of the Council's performance against these priorities.
  - To track changes over time (primarily from the 2002 and 2004 surveys).
  - To link the findings of the residents' survey to elements of the employee survey, thus identifying opportunities for improvement and associated barriers (the 2006 employee survey is now due to take place in December 2006).
  - To contextualise the findings by effective benchmarking with other Councils.
  - To provide an overall "headline" measure of public satisfaction.
  - To assist the process of setting goals, and planning actions, for future improvement.

- 1.3 In previous years, the survey process has incorporated a series of exploratory focus groups with members of the public to help identify issues of concern for the main survey. For the 2006 survey, these focus groups were replaced with a series of consultations with the Council's Area Managers and Chairs of Area Committees, in order to identify areas of current or topical interest in each area.

<b>Banff and Buchan</b>	<b>Buchan</b>	<b>Formartine</b>
<p>The integration of new workers into the area</p> <p>Banff and Buchan as a tourist destination</p>	<p>Availability of parking</p> <p>The integration of new workers into the area</p>	<p>Changes to the refuse collections and recycling service</p> <p>Volunteering issues</p> <p>Awareness of local organisations</p> <p>Formartine as a tourist destination</p>
<b>Garioch</b>	<b>Kincardine and Mearns</b>	<b>Marr</b>
<p>The integration of new workers into the area</p> <p>Changes to the refuse collection and recycling service</p> <p>Volunteering issues</p> <p>Garioch as a tourist destination</p>	<p>Availability of parking</p> <p>Changes to the refuse collection and recycling service</p> <p>Kincardine and Mearns as a tourist destination</p>	<p>Changes to the refuse collection and recycling service</p> <p>The environment of local towns and villages</p> <p>Volunteering issues</p> <p>Banff and Buchan as a tourist destination</p>

Some issues were also identified in *all* of the areas, including:

- Local shopping patterns
- Barriers to accessing services
- Usage of Council offices
- Population movements within and across areas
- Aspects of life that people would like to see improved.

These discussions helped to inform some of the “new” questions which are discussed herein. In addition, following these discussions, it was decided to incorporate “local inserts” to the survey for each of the Council’s six administrative areas

**This report sets out the findings of the “main survey” and also the “local inserts” for the Banff and Buchan area specifically.**

#### ***METHODOLOGY***

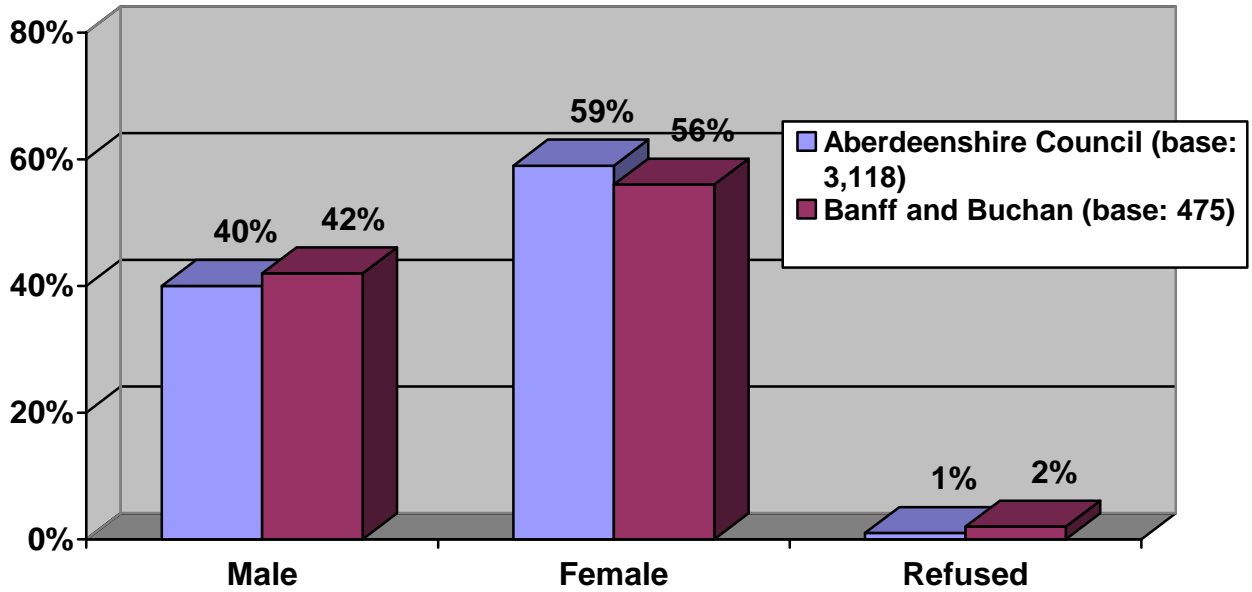
- 1.4 The survey was conducted on a postal basis, with a total of 12,000 invitations being issued, at random, to households in Aberdeenshire, selected to be representative of the population in the Council’s six administrative areas. This approach was broadly similar to that undertaken in 2004, when 12,500 postal invitations were issued.

#### ***RESPONSE***

- 1.5 A total of 3,118 responses were received (including 22 responses which were completed online). This represents a response rate of 26.0%. This is within the anticipated range of response rates for surveys of this nature and compares favourably with the 18.9% response rate for the postal component of the 2002 survey and the 22.3% response rate for the 2004 survey. This continued upward trend is encouraging. Within Banff and Buchan specifically, 475 responses were identified.
- 1.6 It is important to consider the profile of the achieved sample in considering the comparability of the 2006 data to the previous surveys.

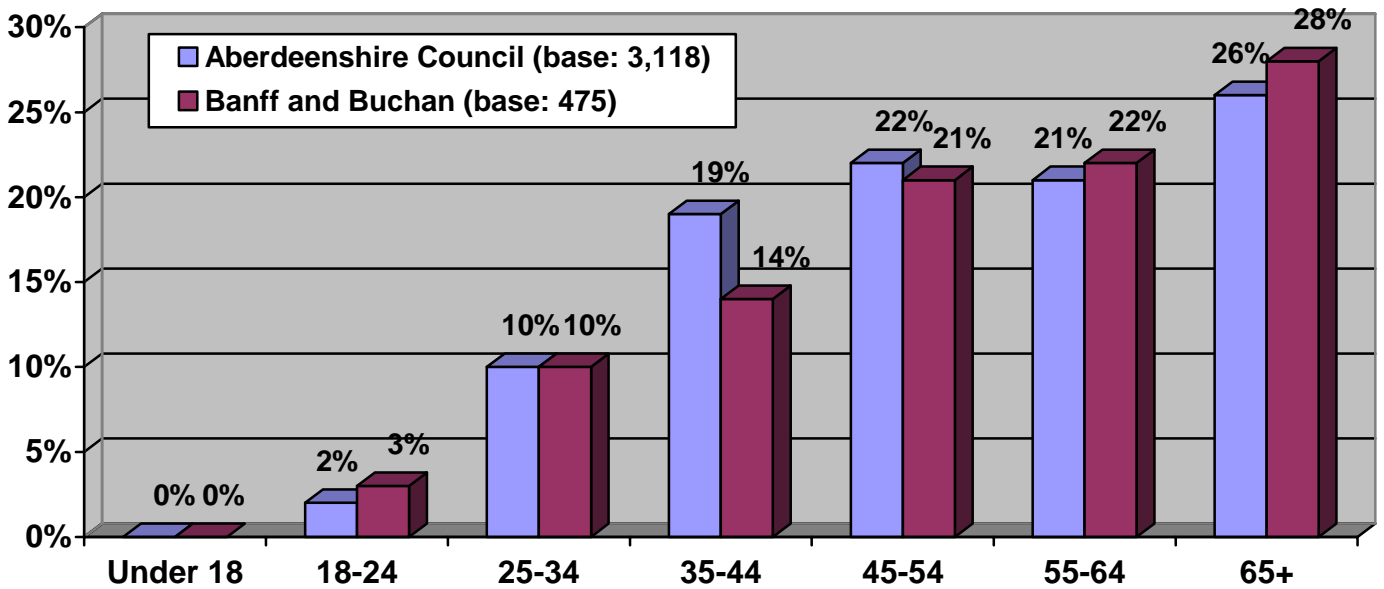
Figure 1.1 over the page illustrates that the gender mix of respondents in Banff and Buchan is similar to that of the of the overall sample for the whole of the Council area although there is a slightly less pronounced bias towards female respondents than the whole sample. It should be noted that, throughout the report, numbers may not add to 100% due to the effects of rounding.

**Figure 1.1: Profile of Respondents (Gender)**



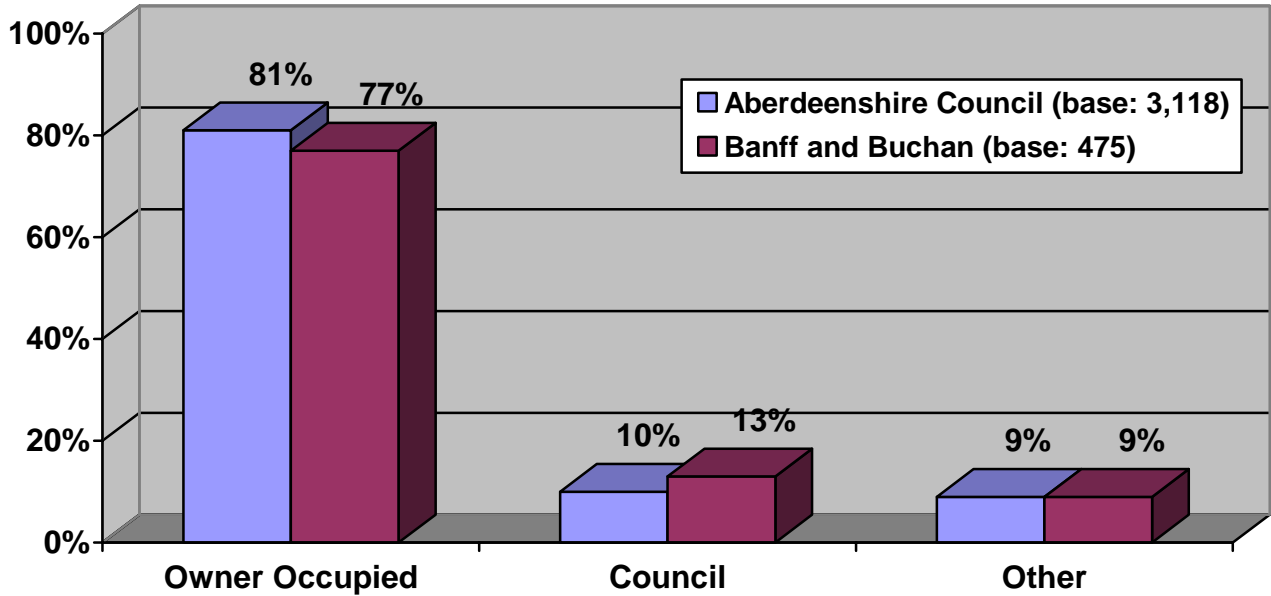
1.7 Figure 1.2 shows that the age profile for Banff and Buchan is slightly skewed towards an older respondent, but does not differ significantly from the overall Council profile.

**Figure 1.2: Profile of Respondents (Age)**



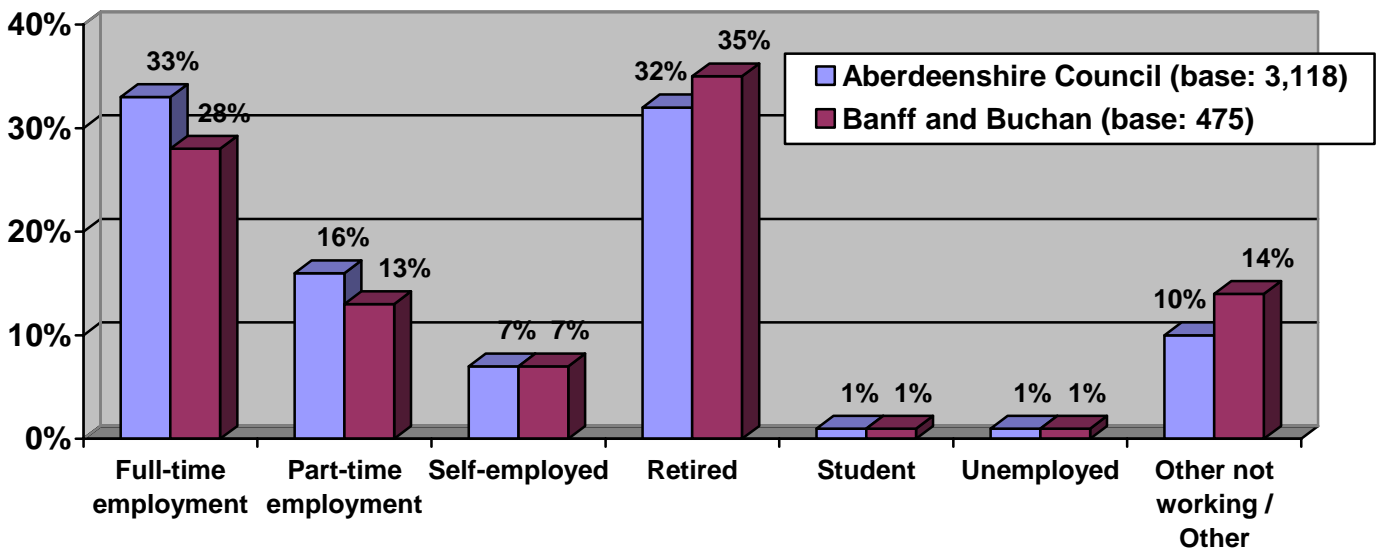
1.8 The profile of respondents in terms of housing tenure is also broadly similar, with slightly lower levels of home ownership in Banff and Buchan and slightly higher levels of renting from the Council.

**Figure 1.3: Profile of Respondents (Housing Tenure)**



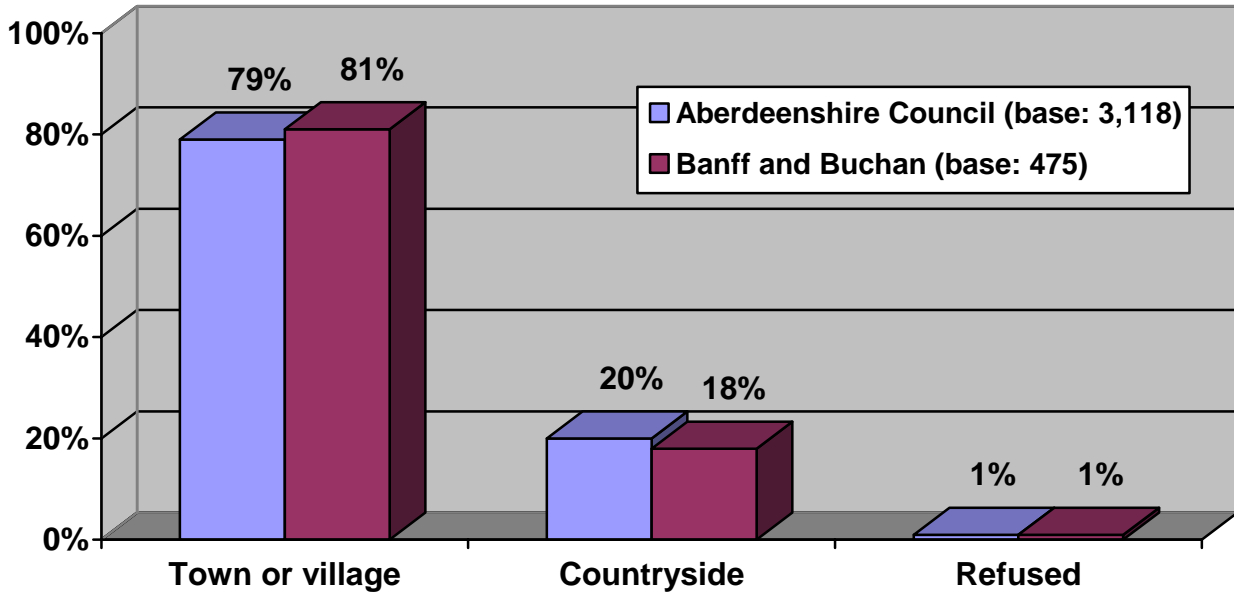
1.9 Fewer respondents in Banff and Buchan are in employment, with an accompanying higher level of retired respondents, reflecting the older age profile of Banff and Buchan respondents.

**Figure 1.4: Profile of Respondents (Employment Status)**



1.10 Banff and Buchan respondents are very slightly more likely to consider themselves resident in the countryside as opposed to a town or village.

**Figure 1.5: Profile of Respondents (Rurality)**



1.11 The “local insert” survey questionnaire on which this report is based is available as Appendix 1 which has been provided to the Council under separate cover. Further breakdown of these local responses by factors such as gender, age, tenure and employment status is available on request. Where variations according to such criteria are of particular significance, they are noted in the analysis which follows.

## 2.0 OVERALL SATISFACTION

2.1 This section sets out patterns of overall satisfaction with Aberdeenshire Council, as identified by the quantitative survey. In a number of cases, the questions used are “benchmark” questions which have been adopted by COSLA and it is hoped to compare the Council’s results to those of other Councils who had submitted results to COSLA. In some instances, relevant to this and other chapters, it is anticipated that future drafts of this report will incorporate additional benchmark information.

2.2 A “headline” picture of overall satisfaction comes from levels of agreement with the statement *“I am satisfied with Aberdeenshire Council as a provider of local services”*.

The pattern in responses to this question remains fairly positive as illustrated in Figure 2.1 below.

Within many of the graphs in this report, “net agreement” figures will be given. That is to say, the figure quoted is the % agreeing with a statement (or expressing satisfaction) less those disagreeing (or expressing dissatisfaction). This allows for agreement and disagreement levels to be taken into account in a single figure, thus allowing for large amounts of data to be summarised easily. Further details of actual agreement and disagreement levels are set out in Appendix 2.

**Figure 2.1: Overall Net Satisfaction**

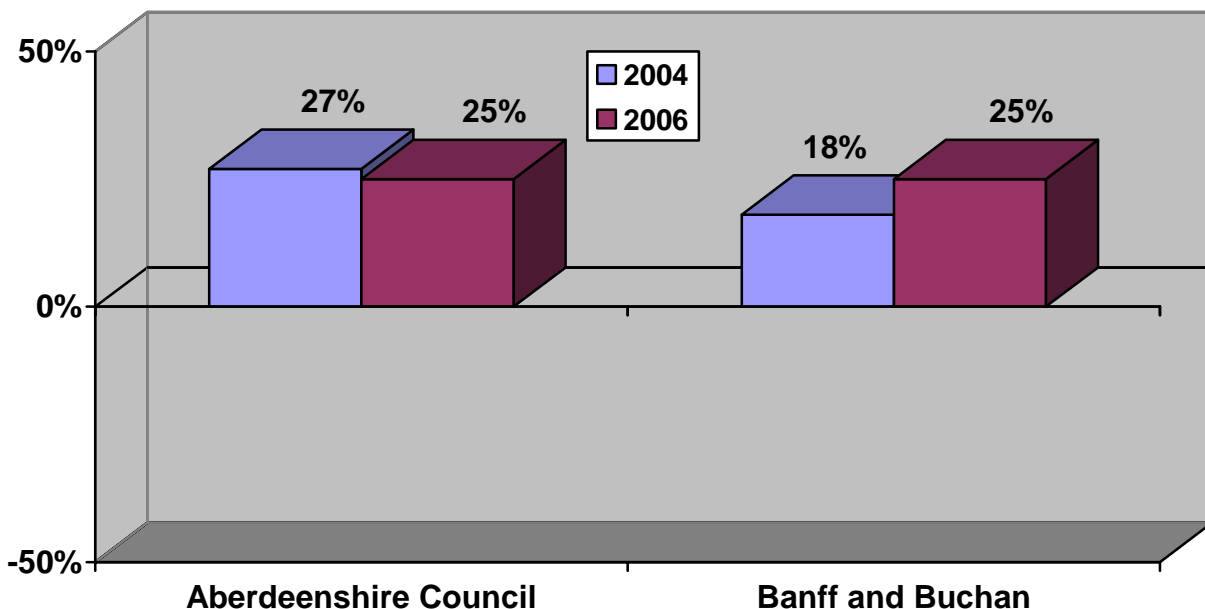
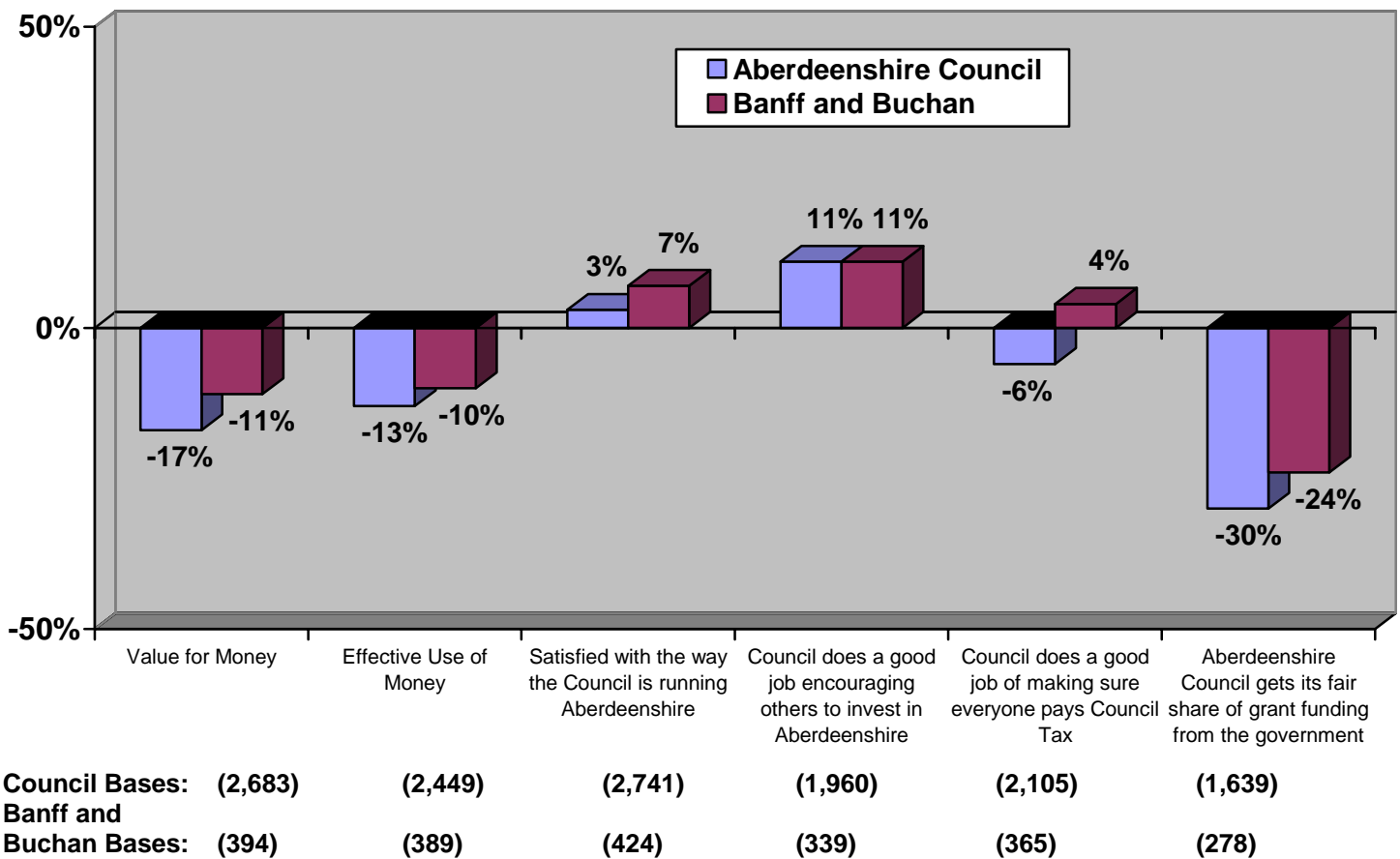


Figure 2.1 demonstrates a net agreement of 25% in 2006 compared to 27% in 2004 for the Aberdeenshire Council area as a whole. However, this moderate decline across the Council is not reflected in Banff and Buchan where net satisfaction with the Council has risen from 18% to 25%.

Net satisfaction with the Council increases with age, with those 65 and over having a net satisfaction rating of 45% compared to the under 45s whose net satisfaction was 11%.

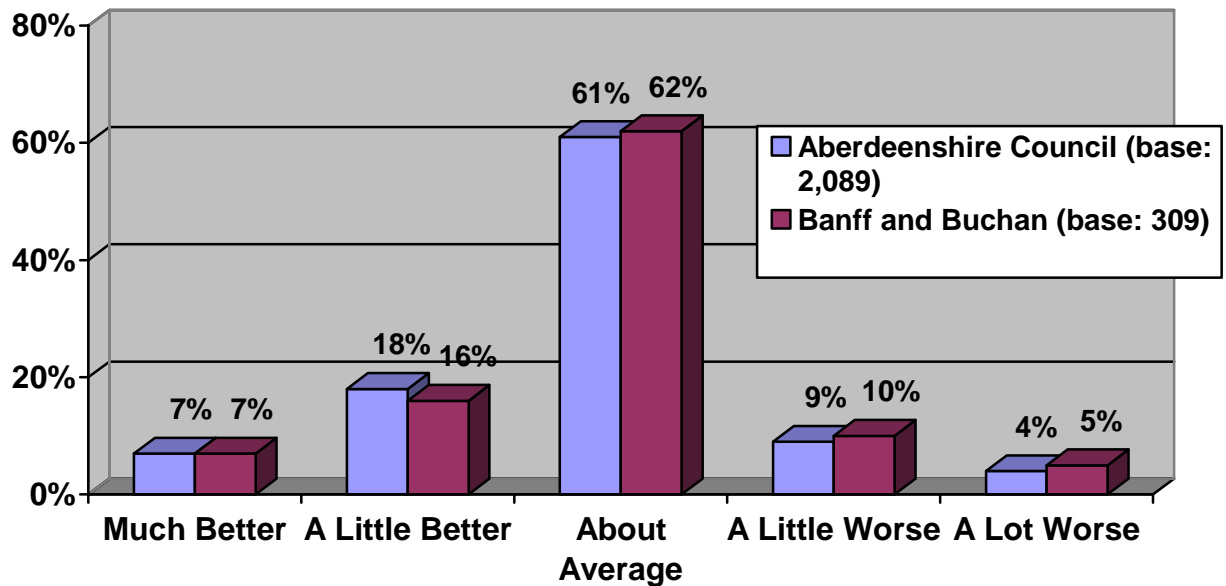
2.3 The overall views of the Aberdeenshire population were explored, with reference to a number of attitudinal statements. As can be seen below, whilst satisfaction levels are in, in the main, higher than in the Council as a whole, respondents' retained a number of negative views with respect to some of these statements. Contrary to the views of all respondents, a net majority in Banff and Buchan feel that the Council performs well in ensuring Council Tax payment.

**Figure 2.2: Overall Views on Key Issues**



2.5 Despite respondents' net satisfaction with the Council having increased in Banff and Buchan, they are slightly less likely to compare the Council favourably to other Councils than the sample as a whole.

**Figure 2.4: Overall Views (Comparison to Other Councils)**



**Summary of Key Points**

“Net Satisfaction” with the Council in Banff and Buchan is the same as that for the whole Council area at 25%. There has been a notable rise of 7% in net satisfaction in Banff and Buchan in the past two years compared to a 2% decline in the Council as a whole.

Banff and Buchan respondents were more likely to be more positive in their responses concerning the Council’s key issues, though some areas elicited negative responses in common with the rest of the Council area.

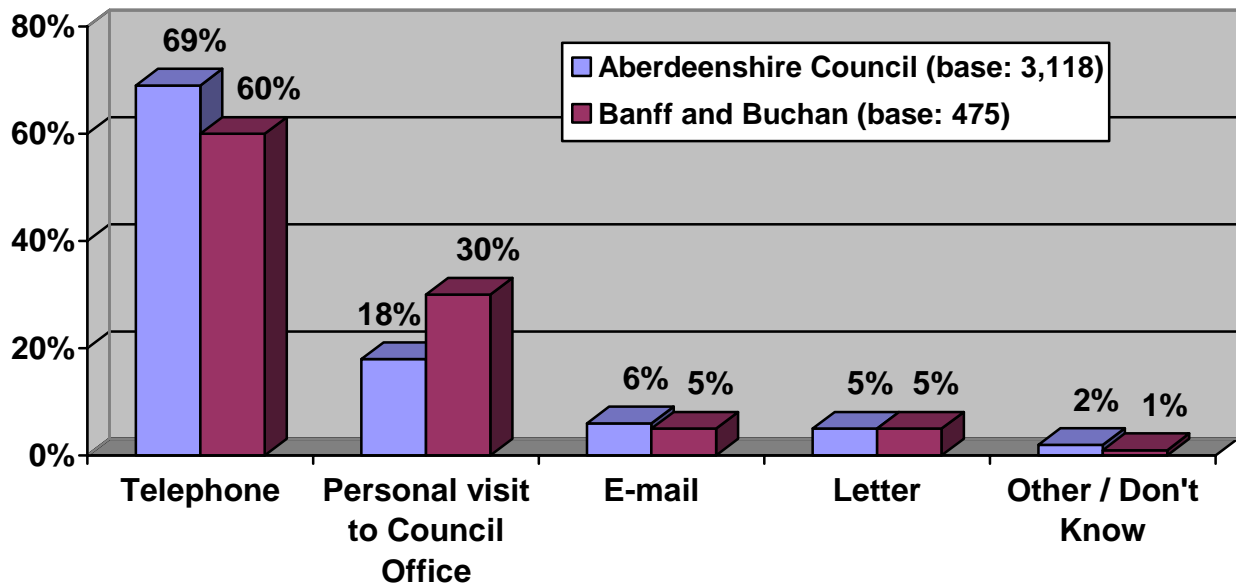
Banff and Buchan residents are more likely to think the Council is better, rather than worse, though to a lesser extent than respondents in the Council overall.

### 3.0 CUSTOMER SERVICE AND CONTACT MANAGEMENT

#### CONTACTING THE COUNCIL

3.1 Banff and Buchan residents are more likely to prefer a personal visit to Council Offices rather than telephone the Council.

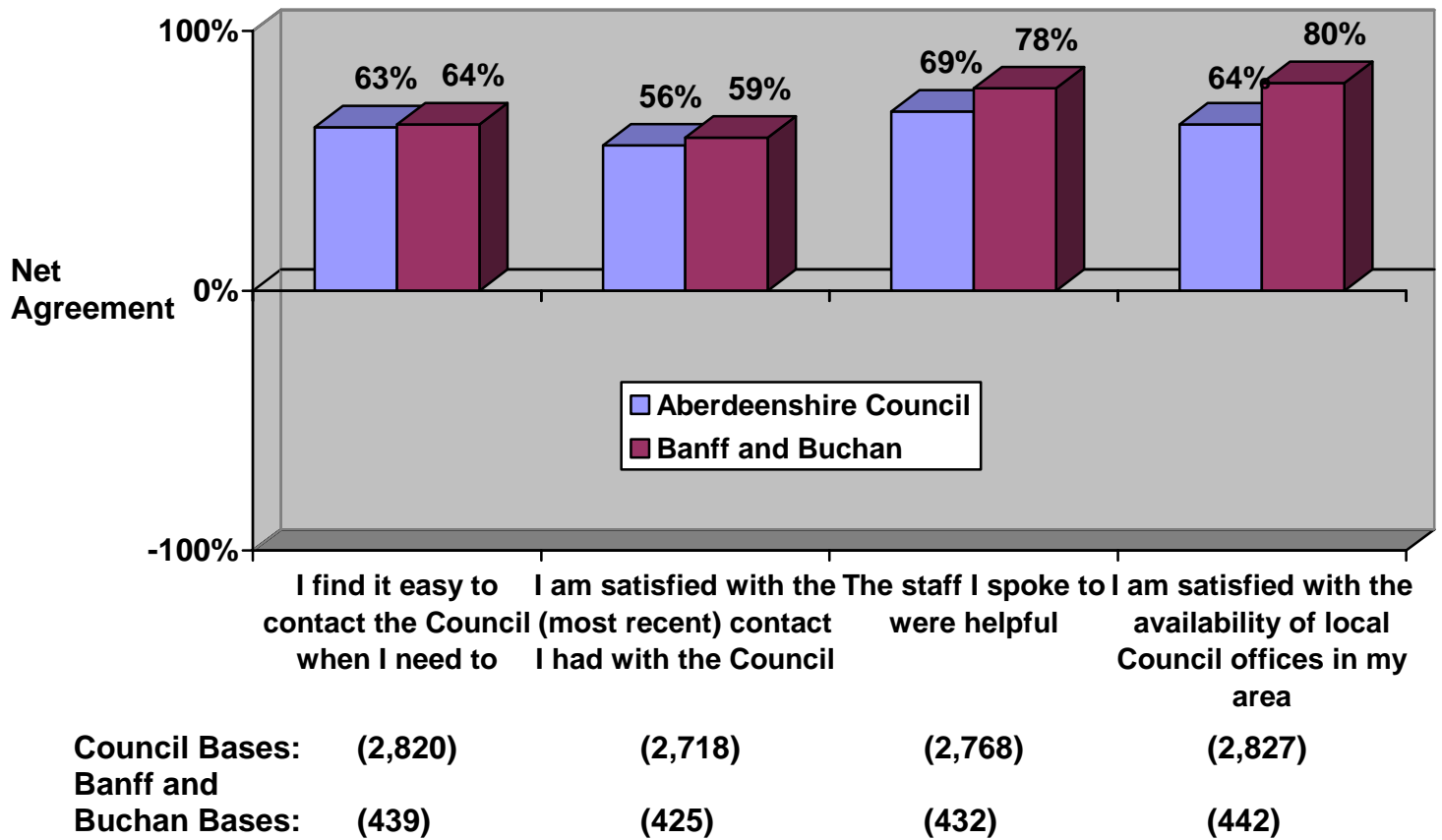
Figure 3.1: Preferred Method of Contacting the Council



Men are more likely to prefer a personal visit over telephone contact compared to women, with 53% of men preferring telephone contact and 34% a personal visit, compared to 64% and 28% respectively for women.

3.2 The generally positive ratings achieved by the Council with regard to the ease with which residents can contact them, and also satisfaction with their most recent contact, is higher amongst respondents from Banff and Buchan, especially with the availability of local Council offices.

**Figure 3.2: Contacting the Council**

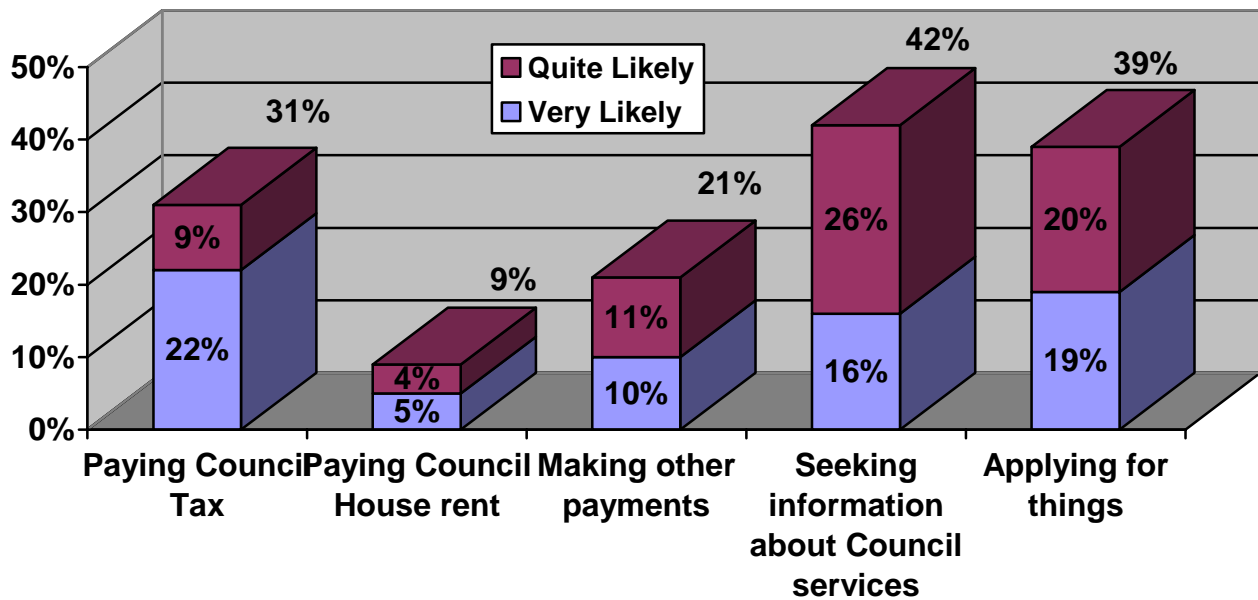


Notably, as age increases, the ease with which respondents find contacting the Council increases, rising to net agreement of 84% amongst the over 65s.

3.3 67% of Banff and Buchan respondents have used the Council's offices (in Banff, Macduff and Fraserburgh) in the past, with 45% having used them in the past year.

Figure 3.3 shows respondents belief of how likely they would be to use the Council's offices in the future for a range of services.

**Figure 3.3: Likelihood of Future Use of Council Offices**

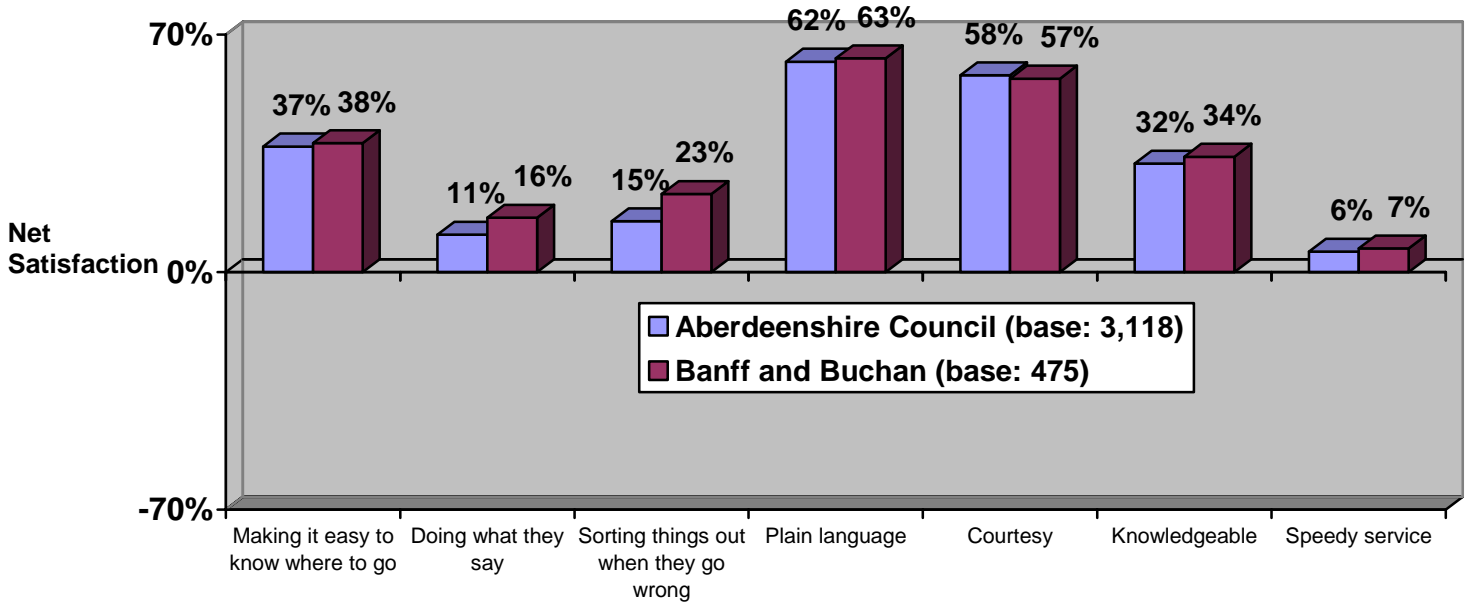


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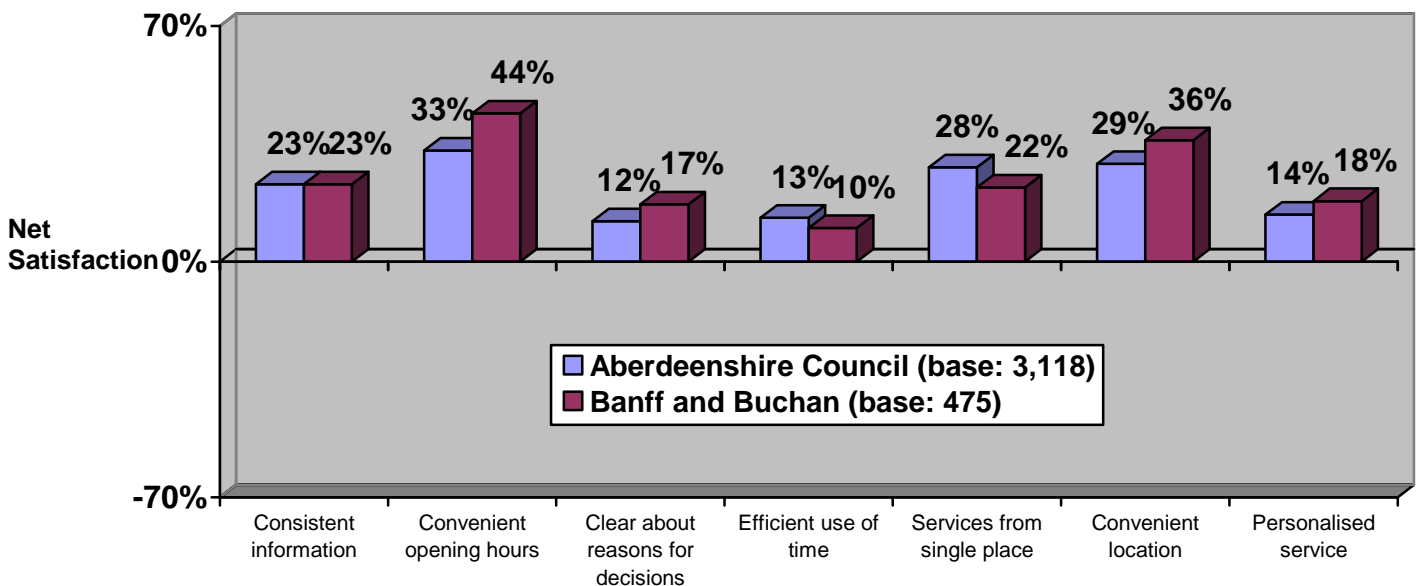
It should be noted that amongst Council House tenants, 43% of respondents stated that they would be quite or very likely to use Council offices for payment of rent.

3.4 Figures 3.4(a) and (b) below map out net satisfaction ratings for a range of customer service attributes. These issues are arranged in the order of importance that was ascribed to them in the 2004 survey.

**Figure 3.4(a): Rating of Service Attributes**



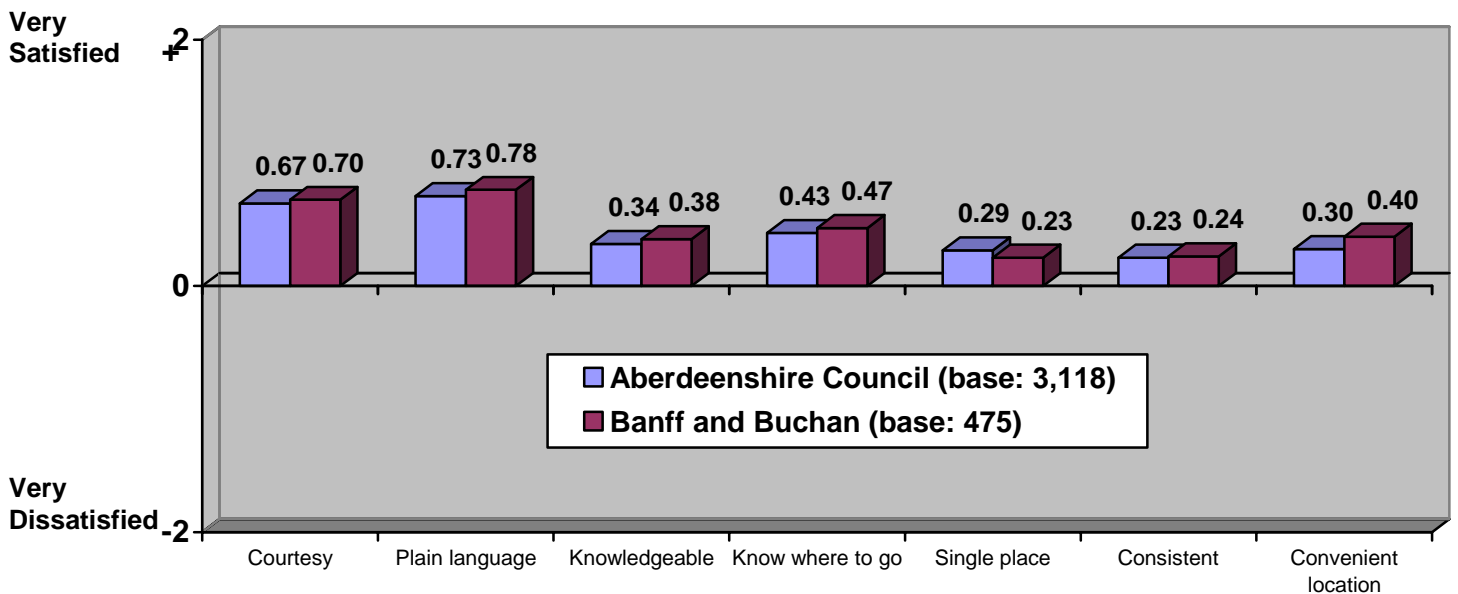
**Figure 3.4(b): Rating of Service Attributes**



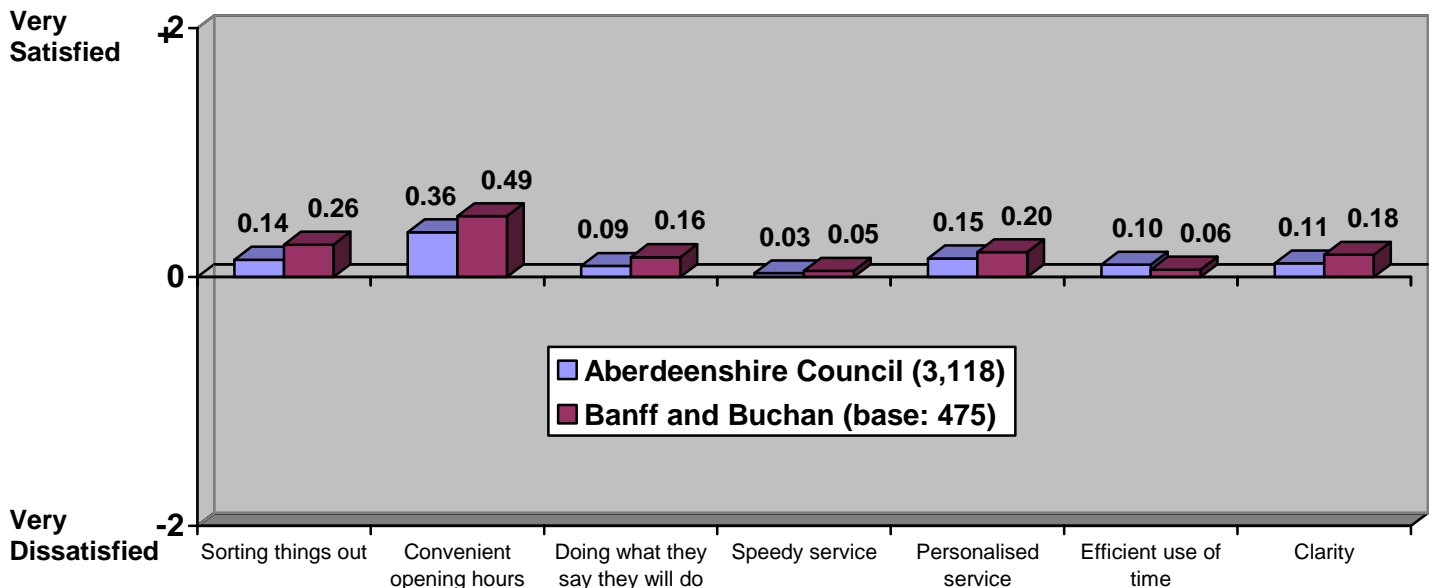
There exist no significant variations in the ratings that Banff and Buchan residents give to these attributes than for the whole sample, with the exception of the convenience of opening hours which is markedly higher amongst Banff and Buchan respondents.

3.5 Figures 3.5(a) and (b) compares the mean ratings achieved for each of these attributes, between Banff and Buchan and for the whole of Aberdeenshire, where a five point scale from very good to very poor was utilised. For example, a very good rating receives a score of plus 2, a good rating a score of plus 1, an average rating a zero score, poor rating a score of minus 1 and a very poor rating a score of minus 2.

**Figure 3.5(a): Customer Service Ratings**



**Figure 3.5(b): Customer Service Ratings**

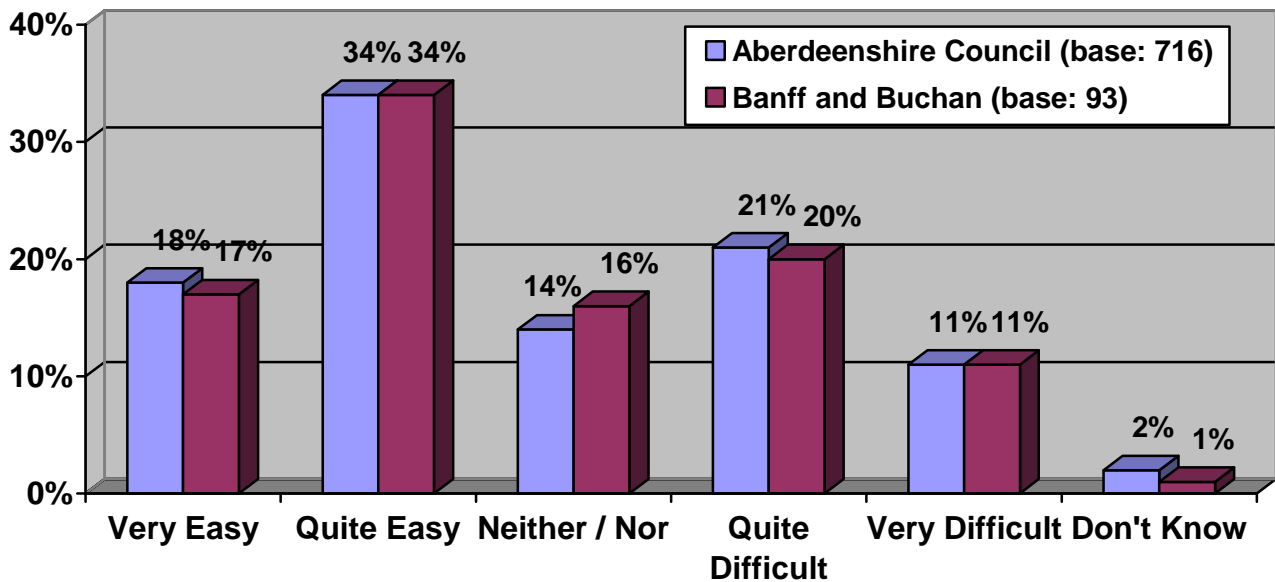


Again, the mean ratings are broadly similar when comparing Banff and Buchan to the whole Council area.

### **COMPLAINT HANDLING**

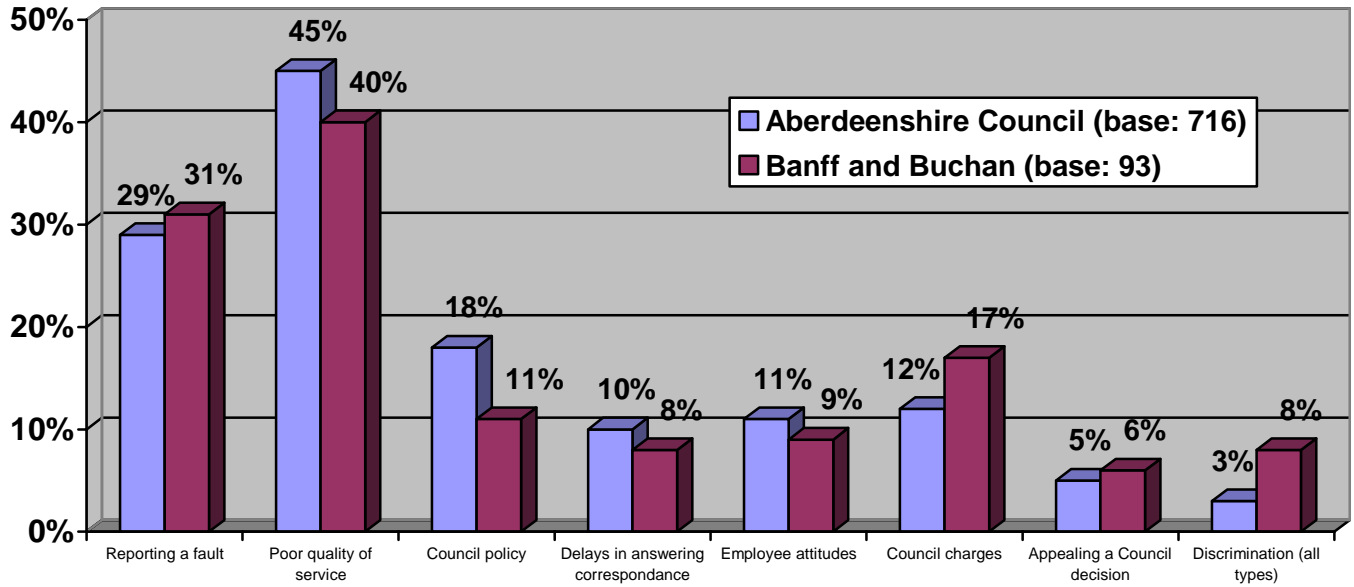
- 3.6 20% of Banff and Buchan respondents compared to 23% of the whole sample claimed to have made a complaint to the Council “in the past 12 months”.
- 3.7 As illustrated in Figure 3.6 below, the majority of people find it easy to make their complaint, although a minority did not, with very little difference existing at the local level in Banff and Buchan.

**Figure 3.6: Ease of Making a Complaint**



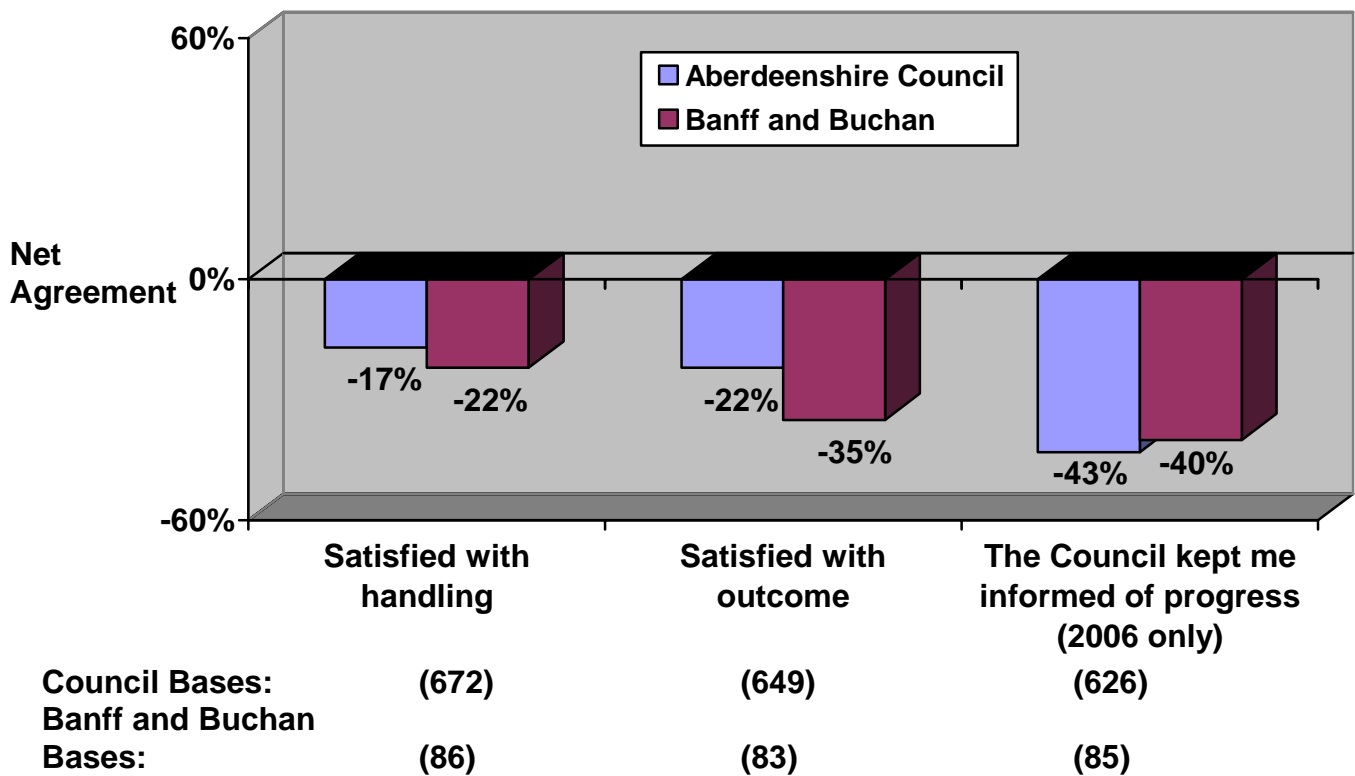
3.8 Slightly more of these complaints related to Council charges and discrimination in Banff and Buchan, with slightly less related to poor quality of service and Council policy.

**Figure 3.7: Reason for Complaint**



3.9 The high levels of dissatisfaction with complaint handling continue to persist across Aberdeenshire, with an especially large number of respondents in Banff and Buchan dissatisfied with the outcome of their complaint, with only very modest improvements being evident. The evidence from the 2006 survey is that people are particularly dissatisfied with how they are kept informed of progress (although to a slightly lesser extent in Banff and Buchan) and this is likely to be a contributory factor to the more general dissatisfaction with complaint handling.

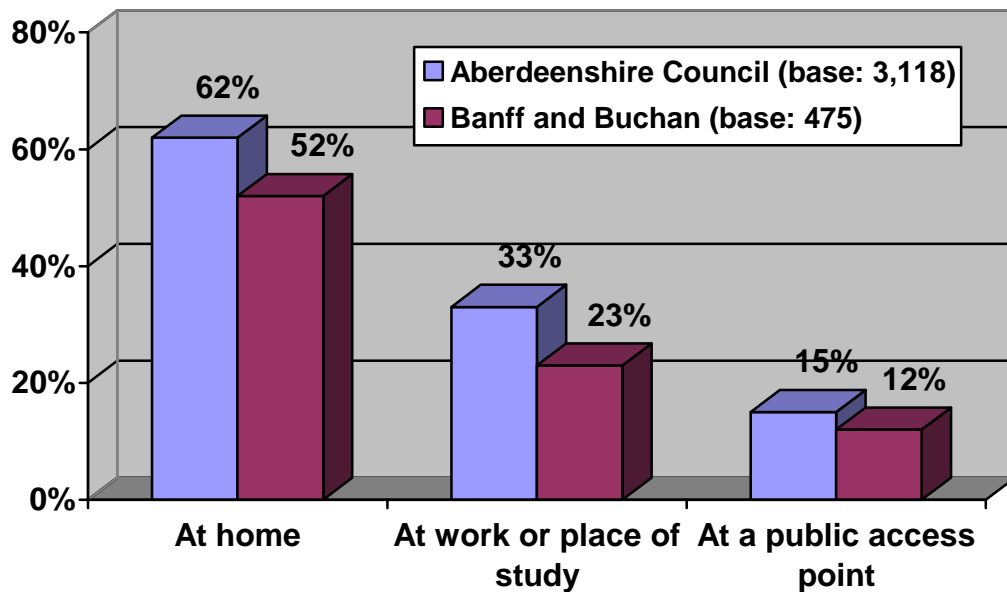
**Figure 3.8: Satisfaction with Complaints**



## THE INTERNET

- 3.10 Significantly fewer Banff and Buchan respondents have internet access from the three options set out in the survey compared to Aberdeenshire Council as a whole

**Figure 3.9: Internet Access**

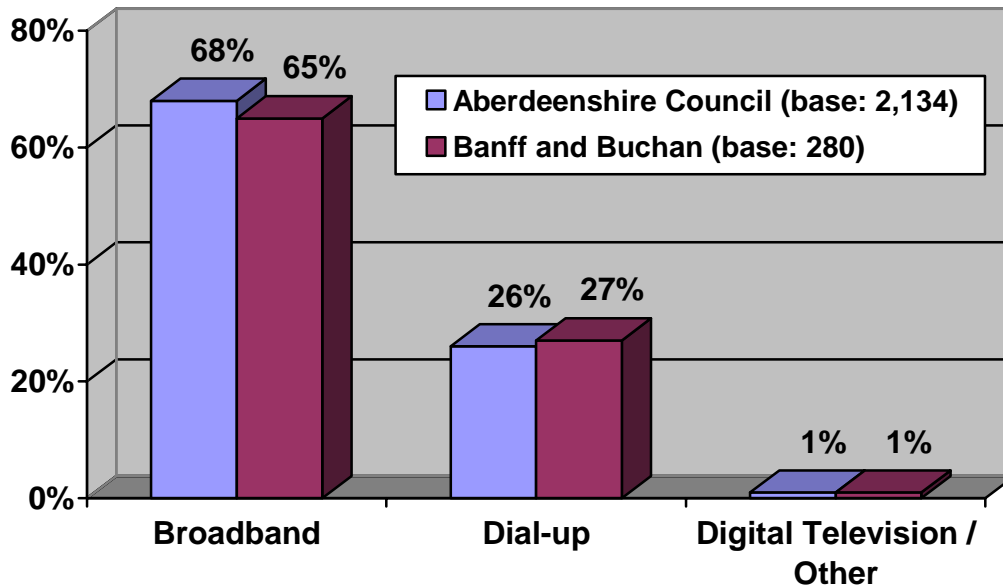


Although the level of home internet access is markedly lower in Banff and Buchan when compared with the whole of Aberdeenshire, the comparison to the UK-wide average (the Office of National statistics reports this as 57% for the period January to April 2006).

There is little difference in internet penetration by gender although it is closely correlated with age. 79% of 25-34 year olds and 77% of 35-44 year olds have home internet access compared to 31% of 65-74 year olds and 9% of those aged 75+. Interestingly, penetration is notably higher in the countryside (63%) than in towns and villages (50%).

3.11 As can be seen from Figure 3.10, broadband has now become much more evident within Aberdeenshire households, but to a slightly lesser extent in Banff and Buchan.

**Figure 3.10: Type of Connection (most commonly used for personal business)**

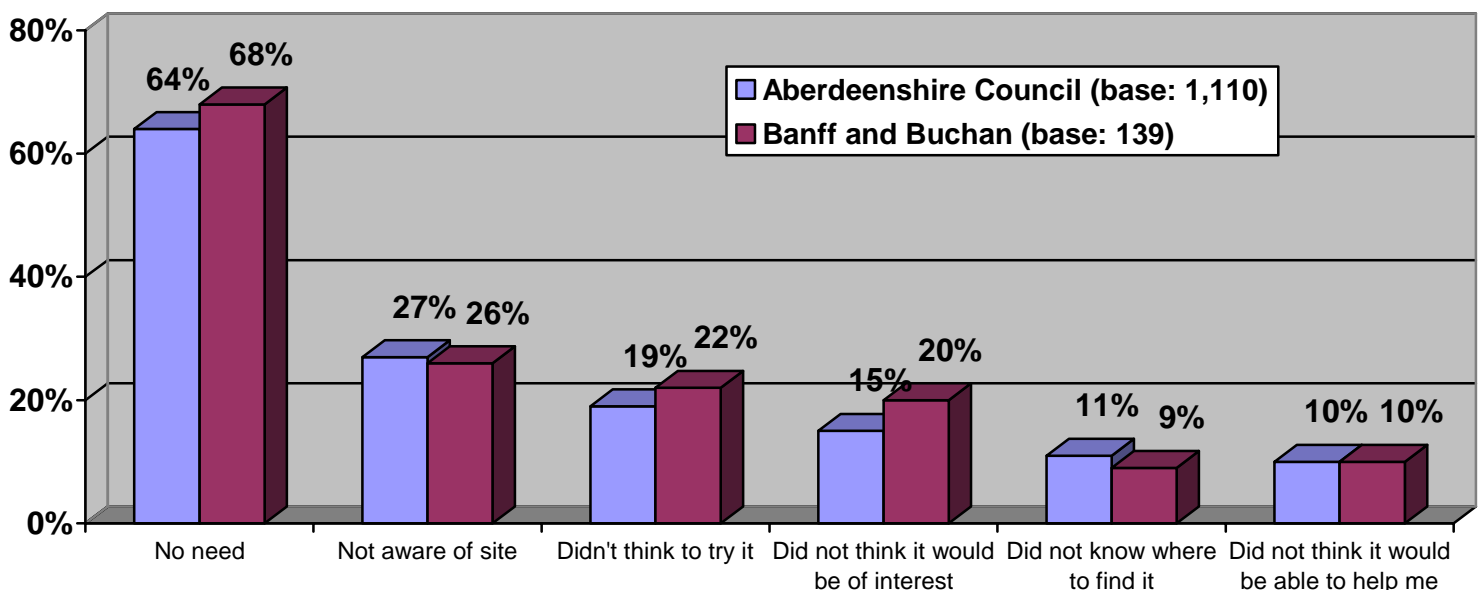


*N.B. balance was "don't know" responses*

3.12 In Banff and Buchan, 50% of people had previously visited the Council's web site compared to 48% in the whole Council sample.

Individuals' reasons for not visiting the site are set out in Figure 3.11

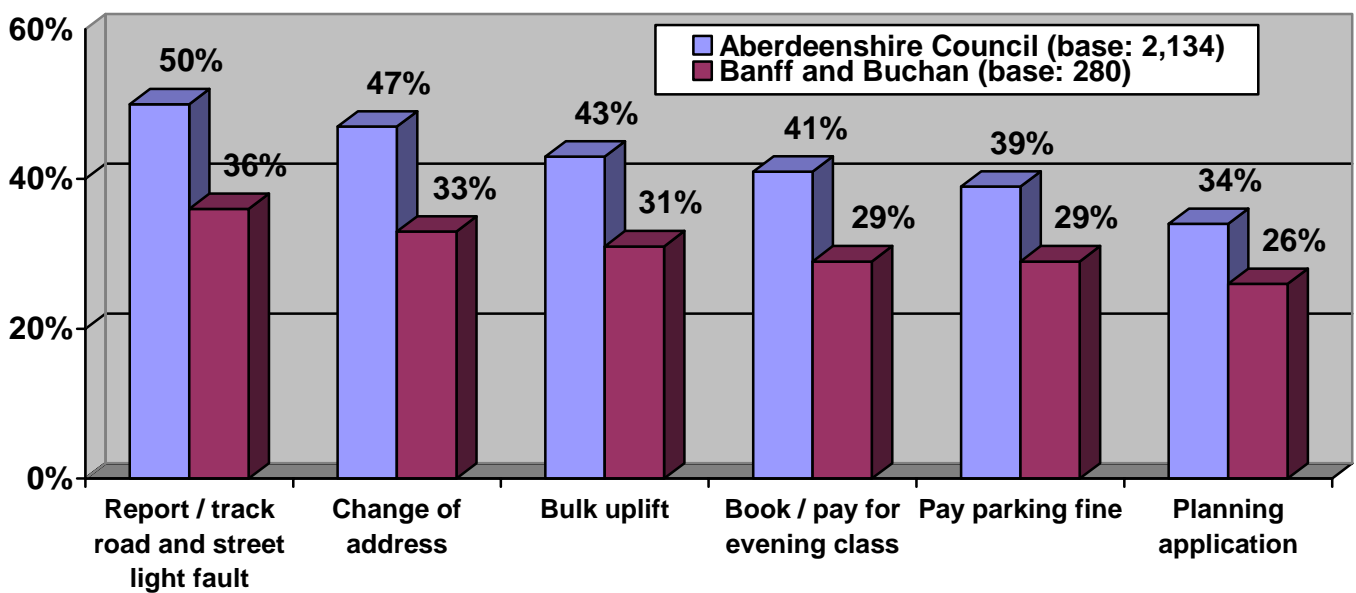
**Figure 3.11: Reasons for not visiting Council Web-Site**



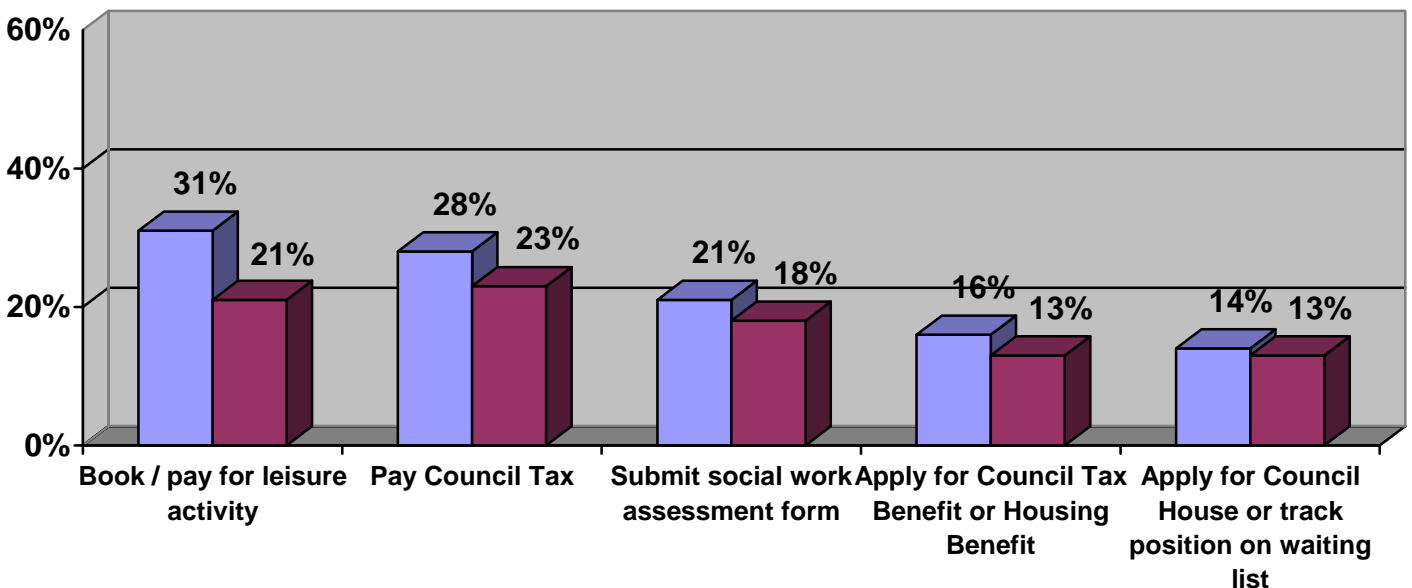
Clearly, very many people do not consider there to be any particular need to visit the site, with more people in Banff and Buchan feeling that the website would not be of interest to them.

3.13 As illustrated in Figure 3.12(a) and (b) below, there is a significant minority of internet users who express a willingness to use the Council's website for a wide range of services, although in Banff and Buchan this is lower in every category, perhaps reflecting higher levels of satisfaction with current methods of conducting business with the Council.

**Figure 3.12(a): Services Willing to Transact Through Council Website**



**Figure 3.12(b): Services Willing to Transact Through Council Website**



The implication is that there is continued scope to further enhance the functionality of the site and to continue to promote this.

### **Summary of Key Points**

Telephone is typically the preferred method of contacting the Council for most service users.

Banff and Buchan residents are in general more satisfied with their contact with the Council than for Aberdeenshire residents as a whole.

Satisfaction with complaint handling remains a concern, however, including the extent to which people are kept in touch with regarding their complaint.

Home internet penetration is lower than the Aberdeenshire and UK figures at 52% with 50% of internet users have visited the Council's web site. There is a willingness amongst internet users to use the Council's web site to transact a range of business, though to a lesser extent than the wider Council.

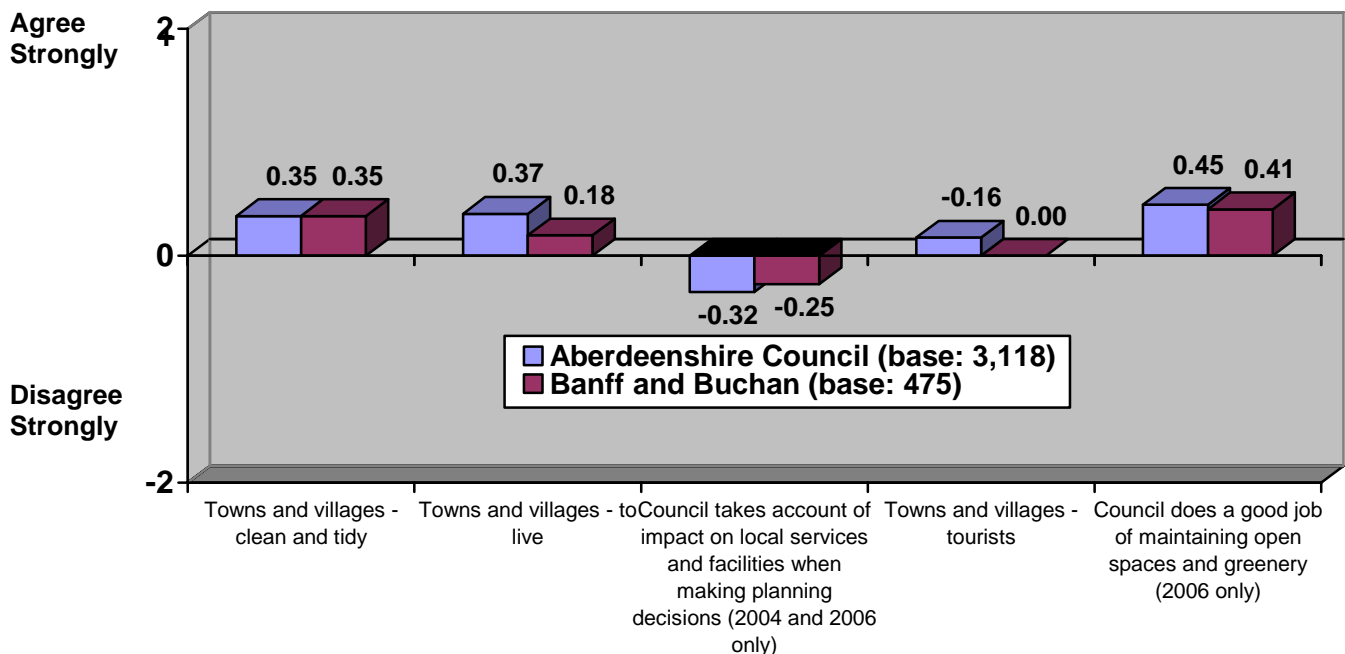
## 4.0 THE COMMUNITIES OF ABERDEENSHIRE

4.1 A series of agree/disagree questions were asked in relation to the impact which the Council has had on Aberdeenshire. These statements, the results to which are summarised in Figure 4.1 below, included:

- “The Council does a good job in keeping towns and villages clean and tidy”.
- The Council does a good job in making towns and villages in Aberdeenshire attractive places to live”.
- “The Council does a good job in making towns and villages in Aberdeenshire attractive places for tourists”.

Again, this chart is presented in the form of “mean ratings” to ensure comparability between Banff and Buchan and Aberdeenshire Council as a whole. Thus, an “agree strongly” response is accorded a score of +2, and “agree” a score of +1 and so on, with the aggregate result being expressed as a mean rating.

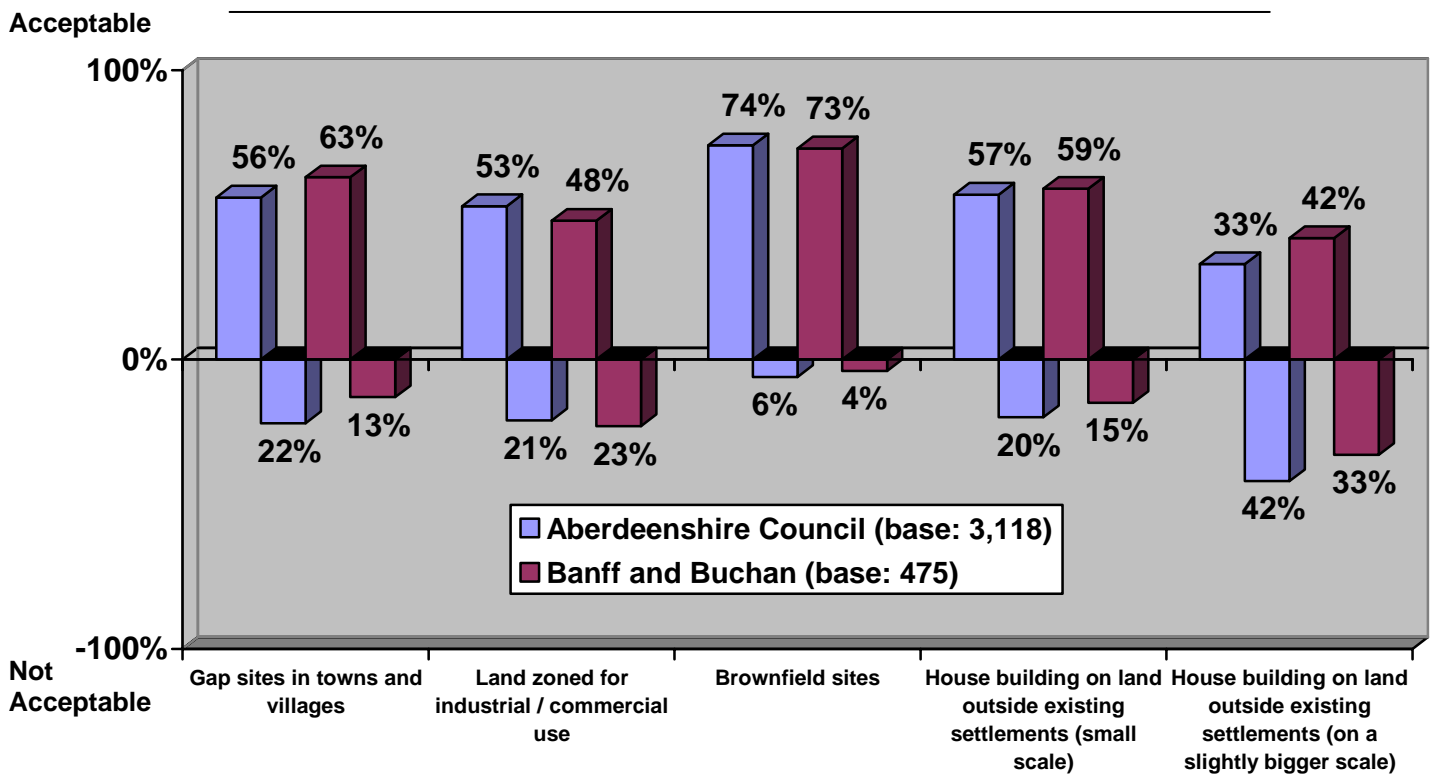
**Figure 4.1: The Communities of Aberdeenshire – Towns and Villages**



Though the results are broadly similar, Banff and Buchan residents are less likely to agree that the Council makes towns and villages attractive places to live and for tourists.

- 4.2 Clearly, however, there remains a concern as to whether the Council takes account of the impact of its planning decisions on local services and facilities, although this is less pronounced in Banff and Buchan.
- 4.3 The 2006 survey asked respondents to comment on the acceptability of housing developments under a range of circumstances. As Figure 4.2 illustrates, there is considerable support for housing developments to be allowed on gap sites and on land which is either zoned for industrial or commercial use or “brownfield sites”. There is also a strong consensus in support of allowing “small scale” housing developments on land outside existing developments. In Aberdeenshire as a whole, a slight majority opposes the idea of larger scale house building on land outwith settlements, however a majority (of those who expressed a definite opinion) in Banff and Buchan supported this idea.

**Figure 4.2: Attitudes to Planning Decisions**



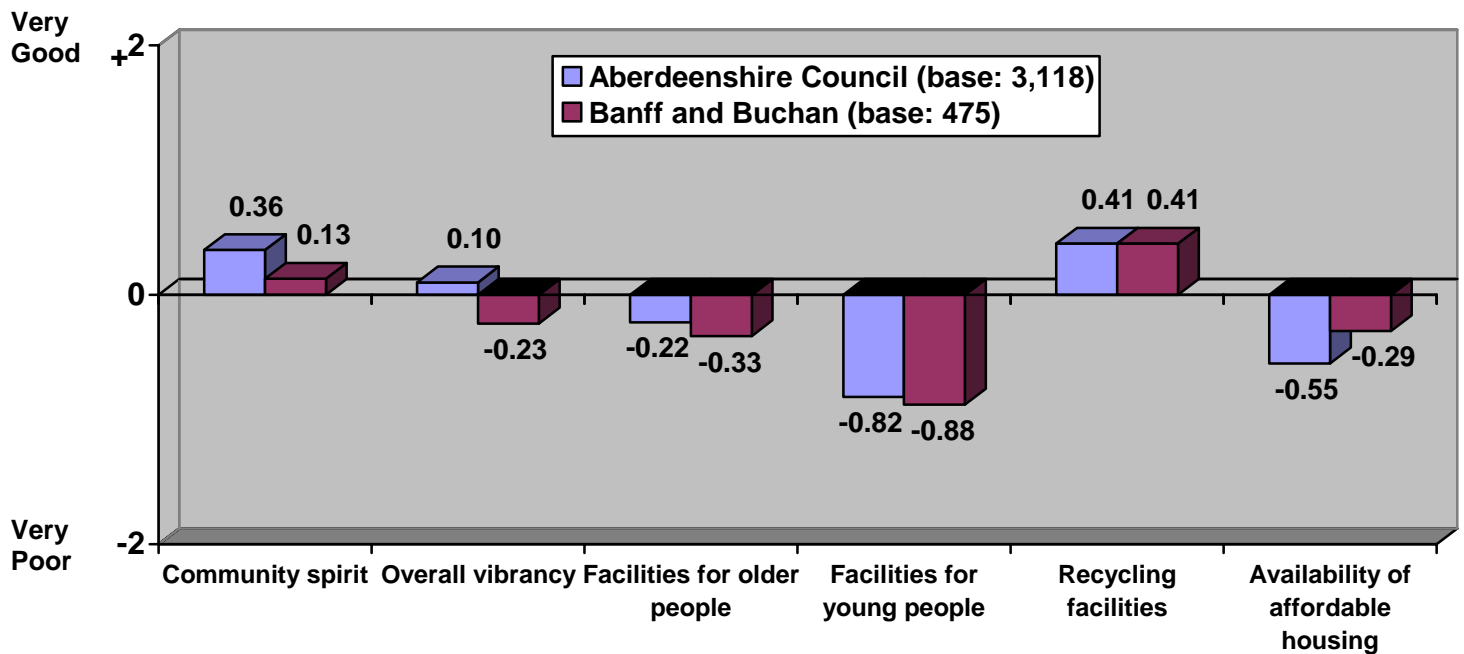
*N.B. balance is “don’t know” responses*

4.4 Wider questions were also repeated from the 2002 and 2004 surveys in relation to a number of community issues including:

- Sense of community spirit
- The overall vibrancy of the community
- Facilities for older people
- Facilities for young people.

The results of this are set out in Figure 4.2 below.

**Figure 4.3: The Communities of Aberdeenshire – Community Issues**

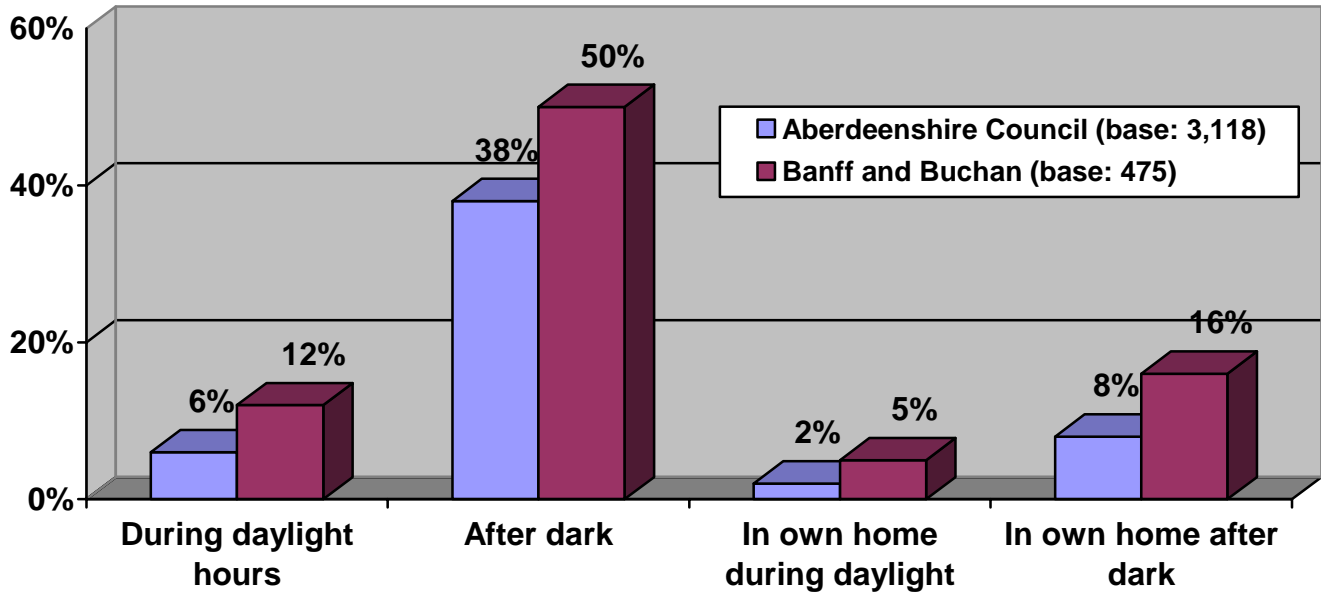


There does appear to be a particularly negative response in Banff and Buchan in comparison to the Council as a whole when the related concepts of community spirit and vibrancy are considered. There is, however, a less strongly held belief that there is a lack of affordable housing in Banff and Buchan.

4.5 A further issue investigated under the “communities” theme was personal safety. As can be seen from Figure 4.3, there is a considerably higher proportion of residents in Banff and Buchan who feel unsafe to some extent in a range of scenarios, with half of all respondents feeling unsafe after dark.

**Figure 4.4: Personal Safety**

*% feeling either a bit or very unsafe*

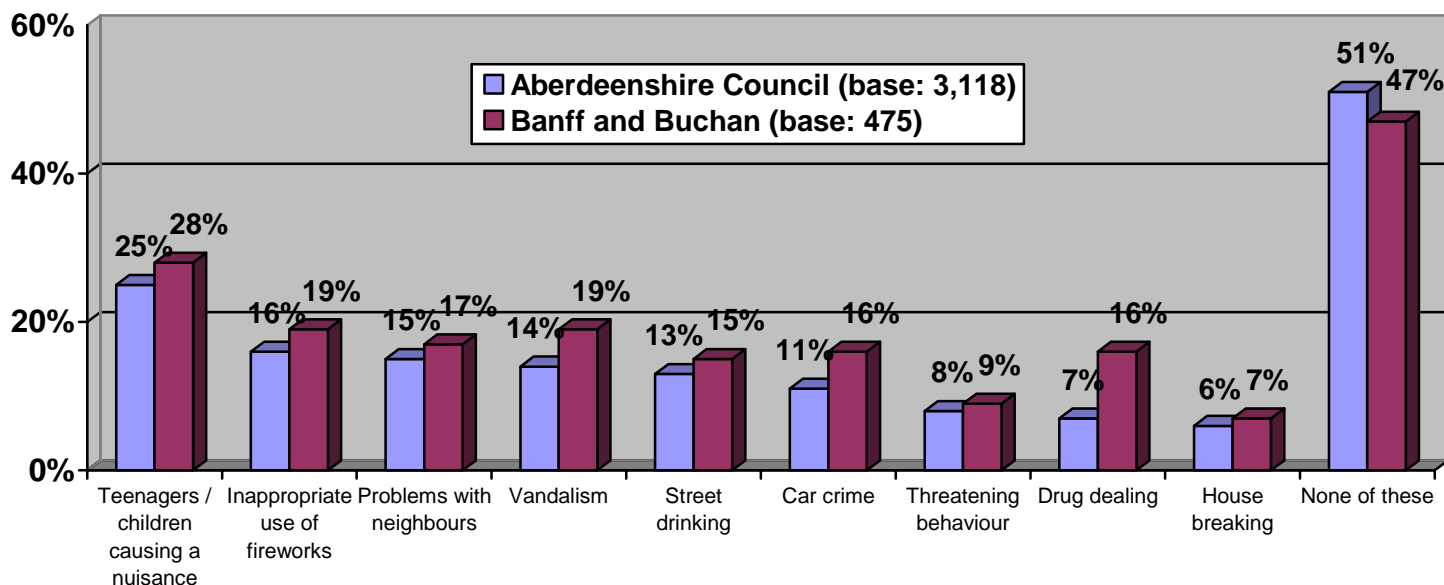


Amongst the groups of people in Banff and Buchan who were most likely to feel unsafe after dark were the following:

- Those living in a town or village (65%).
- Those who rent their accommodation (66%).
- 55-64 year-olds (62%).

4.6 Figure 4.5 below summarises the extent to which respondents had been a victim of various aspects of anti-social behaviour: Experience of these forms of behaviour is uniformly higher in Banff and Buchan, in particular where drug dealing is concerned.

**Figure 4.5: Experience of Anti-Social Behaviour (2006 only)**



Other items (assault, harassment, domestic abuse) were reported by a small minority of people.

Clearly, much of people's actual experience of anti-social behaviour is of the low-level, albeit persistent, kind.

### **POPULATION**

4.7 Table 4.1 outlines the movement of population within the Banff and Buchan area in the last 20 years.

**Table 4.1: Population Movement**

	Less than 1 year	Between 1 and 5 years	Between 6 and 10 years	Between 11 and 20 years	More than 20 years
Current home (base: 446)	3%	26%	14%	22%	35%
Current town or village (base: 432)	1%	15%	9%	18%	58%
Banff and Buchan (base: 426)	0%	9%	7%	14%	69%
Aberdeenshire (base: 402)	0%	8%	7%	12%	72%

- 4.8 This table indicates that there has been a considerable movement within Aberdeenshire and Banff and Buchan in the past 5 years, with over one quarter of respondents having moved home. There has also been a reasonably high level of inward migration to Banff and Buchan, representing 9% of all respondents. Of those to move into Banff and Buchan, 58% have been non-Scottish Europeans.
- 4.9 Age is also a factor in the movement of population, with 57% of respondents under 45 having moved in the last 5 years, compared to only 18% of those aged over 45.
- 4.10 As a consequence of using the electoral register for invitations to take part in the survey, care must be taken when considering those who have moved within the past year, as an unknown number of people within Banff and Buchan will have moved since the register was last updated.
- 4.11 Table 4.2 gauges the level of access that respondents had to retail, leisure and public services and where they accessed these services.

**Table 4.2: Access to Services**

	<b>Your Town or Local Village</b>	<b>Banff or Macduff</b>	<b>Fraserburgh</b>	<b>Somewhere else in Aberdeenshire</b>	<b>Aberdeen City</b>	<b>Somewhere outwith Aberdeenshire</b>	<b>Online</b>
Main grocery shop	16%	27%	40%	8%	2%	5%	1%
'Top-up' grocery shop	30%	26%	31%	5%	2%	1%	0%
Large items like furniture, white goods	4%	5%	18%	19%	31%	9%	6%
Books, CDs, DVDs	6%	5%	25%	10%	20%	9%	14%
Using sports / leisure facilities	13%	18%	23%	10%	6%	5%	0%
Going to a doctor	32%	26%	36%	3%	0%	1%	0%
Going to a dentist	13%	27%	35%	8%	3%	3%	0%
Going to a library	30%	21%	30%	2%	0%	0%	0%
Taking part in a club / society or other interest	27%	20%	26%	5%	2%	2%	0%
Going to work	10%	12%	18%	9%	4%	2%	0%

*N.B. Balance of responses occurred where respondent gave no reply*

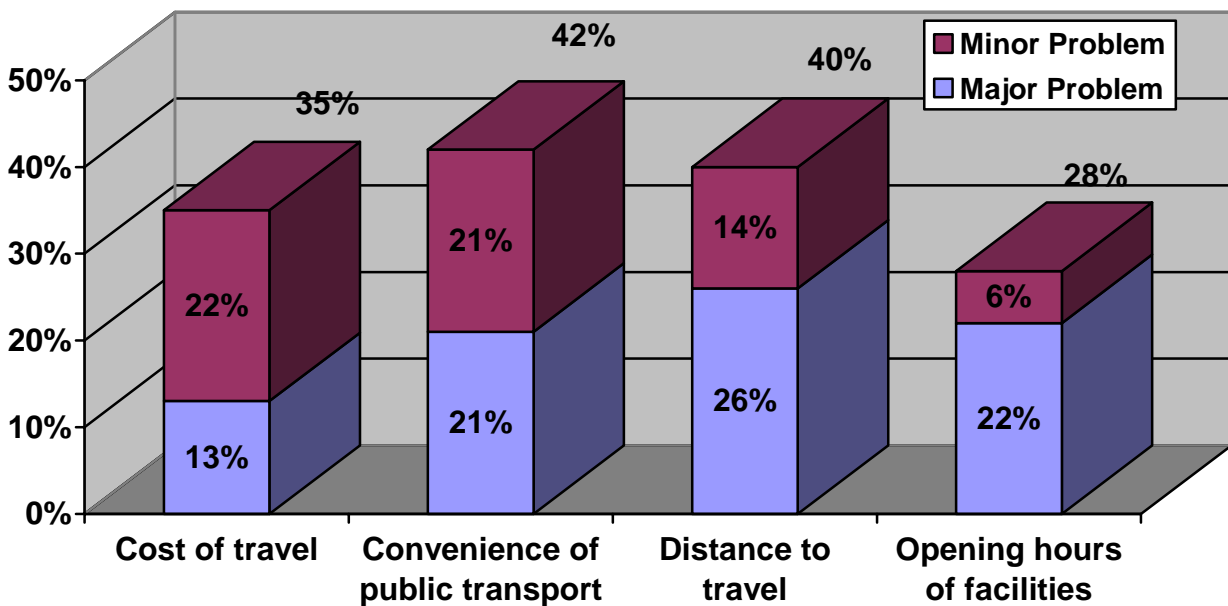
The majority of money spent on groceries is spent in Banff and Buchan, whether locally or in Banff, Macduff and Fraserburgh. However, for large “big ticket” items, there is significant “leakage” to elsewhere in Aberdeenshire and Aberdeen City.

4.13 Although there are a notable proportion of respondents (14%) who use the internet for their purchases of Books, CDs and DVDs, there is little evidence of widespread use of the internet for retail purposes.

4.14 For leisure activities, access to public services and employment, the majority of respondents stay within Banff and Buchan to do so, particularly for health services like the dentist and doctor.

4.15 Respondents were then asked to identify whether certain factors affected their ability to access these opportunities, and this is detailed below in Figure 4.6.

**Figure 4.6: Barriers to Accessing Services**

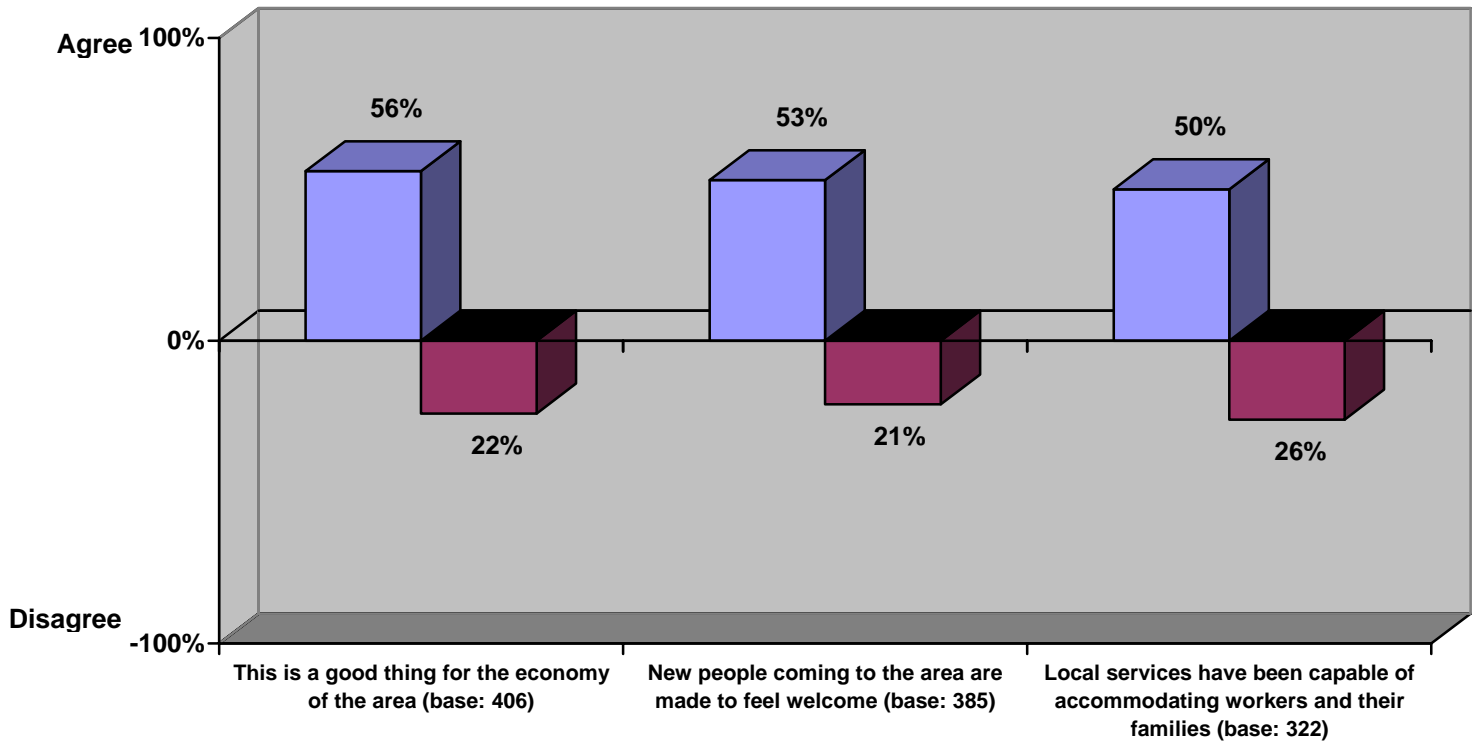


Base: 477

Clearly, there are a significant minority of residents who experience barriers to their opportunities due to their location and the ability of public transport to get them to their destination. With regard to convenient public transport, this problem is more pronounced in rural areas, with 61% believing it to be a minor or major problem, compared to 39% of urban residents.

4.16 In the survey insert, residents were asked for their opinions on new workers moving into the Banff and Buchan area to take employment in local industries, and the extent to which they agreed with certain statements, the outcome of which can be seen in Figure 4.7.

**Figure 4.7: Agreement With Attitudinal Statements**

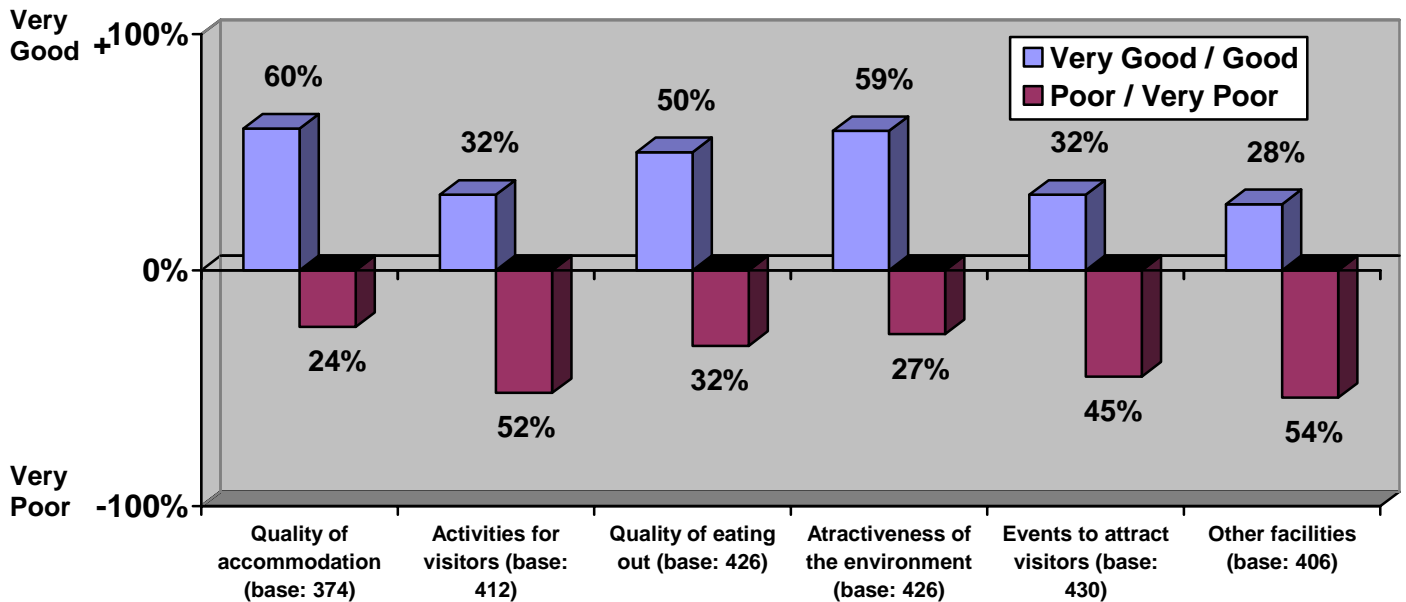


*N.B. balance is "don't know" responses*

In general, it is encouraging that a clear majority of residents view the issue of incoming workers in a positive light. However, younger respondents are less likely to agree with these statements while still being in overall agreement.

4.17 Respondents were then asked to rate the Banff and Buchan area as a destination for visitors on selected characteristics, as detailed in Figure 4.8.

**Figure 4.8: Banff and Buchan as a Visitor Destination**



From the graph, it is clear that there are elements for tourists that residents feel are good (accommodation, eating out, the surrounding environment), just as there are also elements which are felt not to be up to an acceptable standard for visitors (events and activities for visitors and other facilities).

### Summary of Key Points

Banff and Buchan residents do not feel the Council does as good a job of making towns and villages attractive as other Aberdeenshire residents.

There is a concern, however, about the extent to which the Council is perceived to be taking account of the impact of its planning decisions on local facilities and services, although to a lesser extent in Banff and Buchan.

Affordable housing is seen as an important issue and residents are willing to countenance house building in a variety of places although there is some resistance to large-scale house building outwith existing settlements. It is noted that residents in Banff and Buchan are less likely to feel there is a shortage of affordable housing.

### **Summary of Key Points (continued)**

Community spirit and vibrancy in Banff and Buchan is rated significantly lower in Banff and Buchan when compared to the rest of the Council area.

However, people continue to rate the availability of community facilities poorly.

There are high levels of perceived danger when respondents' personal safety is concerned when they are outside after dark in Banff and Buchan. However, most people's actual experience of anti-social behaviour is of the low-level, albeit persistent, kind, with Banff and Buchan residents more likely to claim to have been the victim of anti-social behaviour than the average for the Council as a whole.

There has been a substantial movement of population within Banff and Buchan in the past 5 years, as well as an inward migration of 9% from outwith the area.

Grocery shopping tends to be done locally, but "big ticket" items such as white goods see some leakage to the rest of Aberdeenshire and Aberdeen City. Public services and leisure facilities are, in general, accessed locally, as are employment opportunities. However, a significant minority have difficulty in accessing these services and opportunities due to a number of factors.

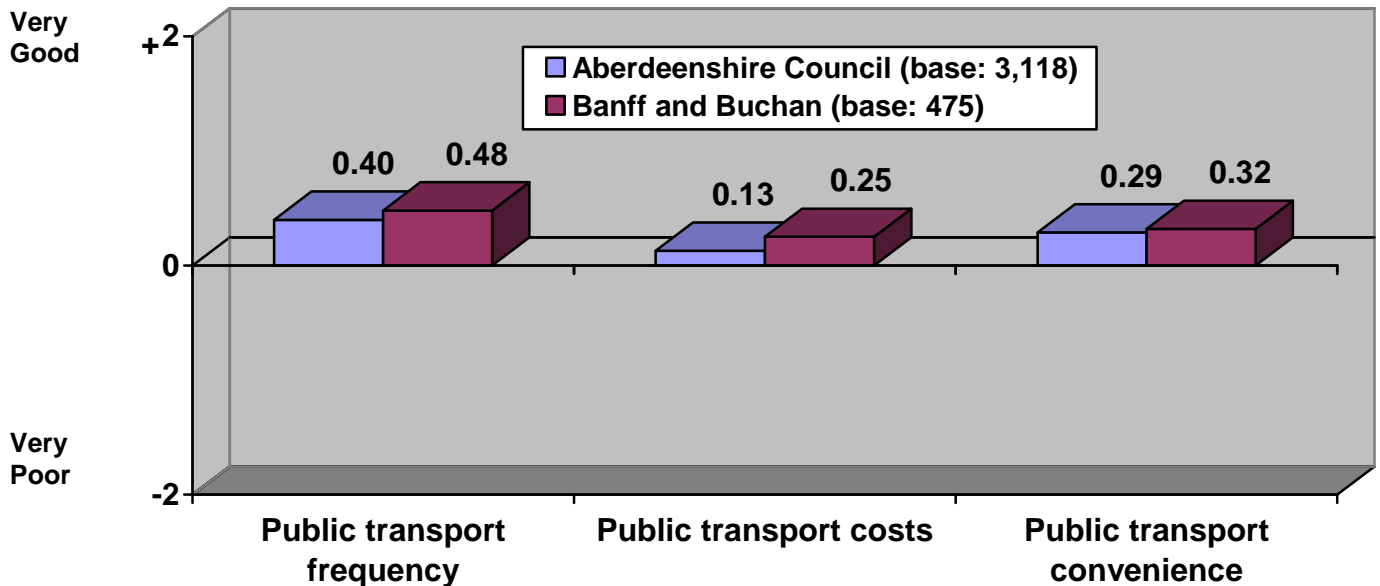
Banff and Buchan residents are broadly positive regarding the issue of incoming workers to the local area.

Opinions on Banff and Buchan's appeal as a visitor destination vary, with some elements highly-rated, other less so.

## 5.0 TRANSPORT AND ROAD SAFETY

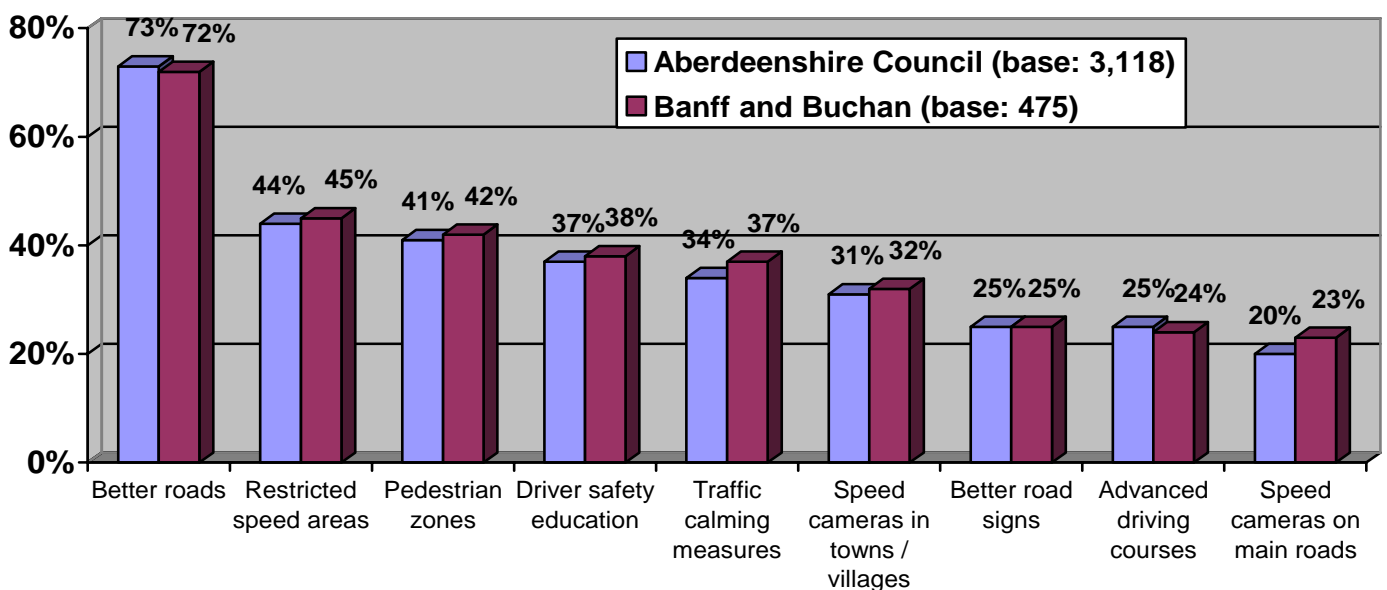
5.1 As illustrated in Figure 5.1 below, respondents in Banff and Buchan generally rate the questioned aspects of public transport more highly than Aberdeenshire residents as a whole.

**Figure 5.1: Public Transport**



5.3 The 2006 survey explored a range of issues around the theme of the safety measures that citizens would like to see within Aberdeenshire. The results of this are set out in Figure 5.2 below:

**Figure 5.2: Preferred Road Safety Measures**



Clearly, there is little difference between Banff and Buchan residents and residents in the rest of the Aberdeenshire Council area.

- 5.3 Less than half of respondents nominated any of the other elements (although it is worth noting that they were not asked to agree or disagree with the options, simply to state those that they would like to see.

Given this, quite a number of people would like to see measures such as:

- Restricted speed areas
- Pedestrian zones
- Driver safety education
- Traffic calming measures
- Speed cameras *within towns and villages*.

There is, however, less apparent demand for improved road signage, more advanced driving courses and speed cameras *on main roads*.

#### **Summary of Key Points**

Perception of the quality of public transport is marginally higher in Banff and Buchan when compared to the rest of Aberdeenshire.

There is a strong desire for road improvements within Banff and Buchan.

Some desire is evident for safety measures such as more restricted speed areas, pedestrian zones, driver safety education and traffic calming measures.

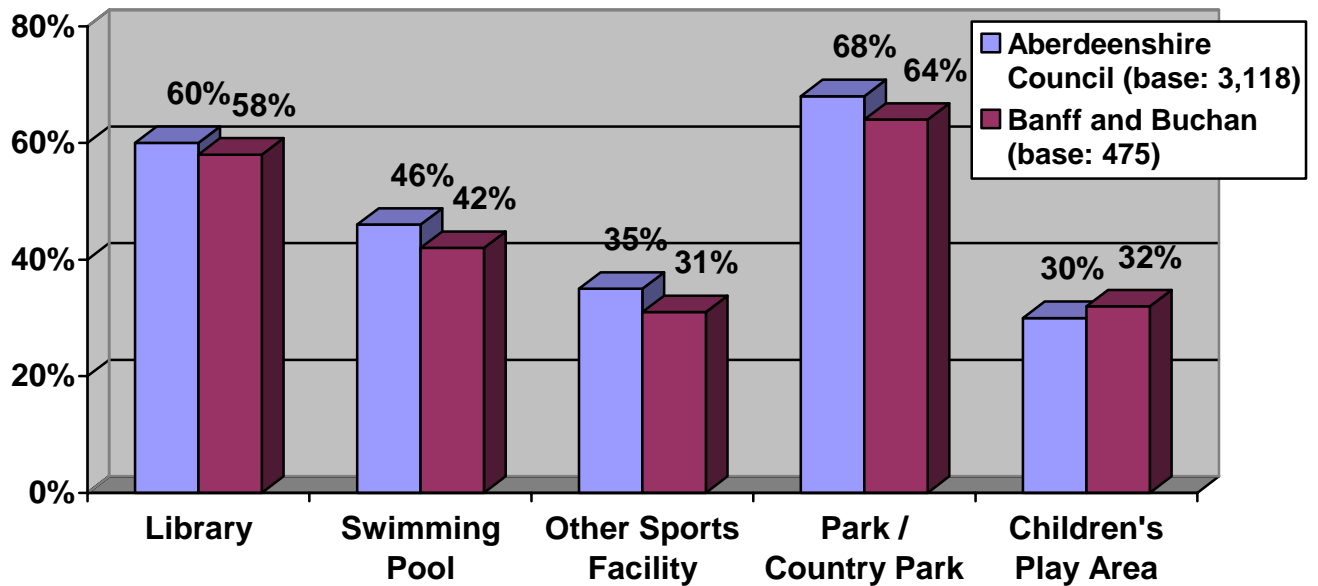
There is also some desire for speed cameras within towns and villages (but less demand for such speed cameras on main roads).

## 6.0 SATISFACTION WITH KEY SERVICES

### SATISFACTION RATINGS

6.1 Figure 6.1 profiles usage of a range of Council facilities. The figures represent the aggregate figure of those who use the service either regularly or occasionally.

Figure 6.1: Service Usage

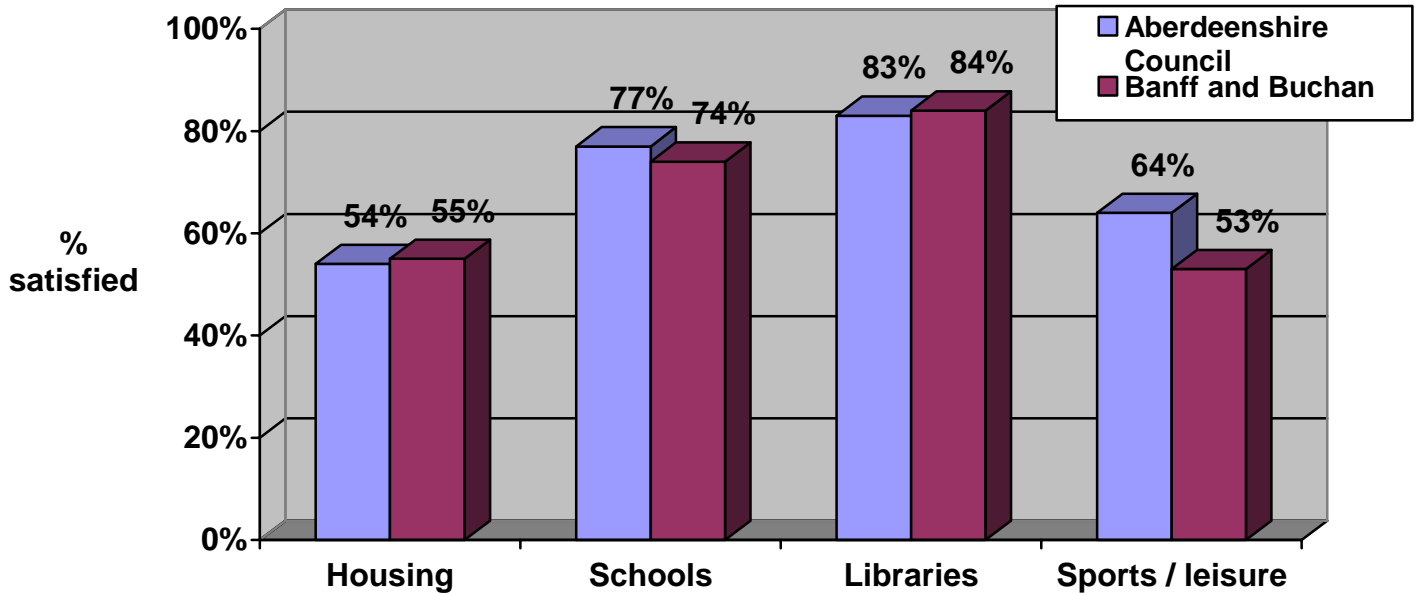


With the exception of children's play areas, respondents from Banff and Buchan are slightly less likely to use these services, but clearly, such facilities continue to play an important part of individuals' lives within their communities.

**SERVICE SATISFACTION**

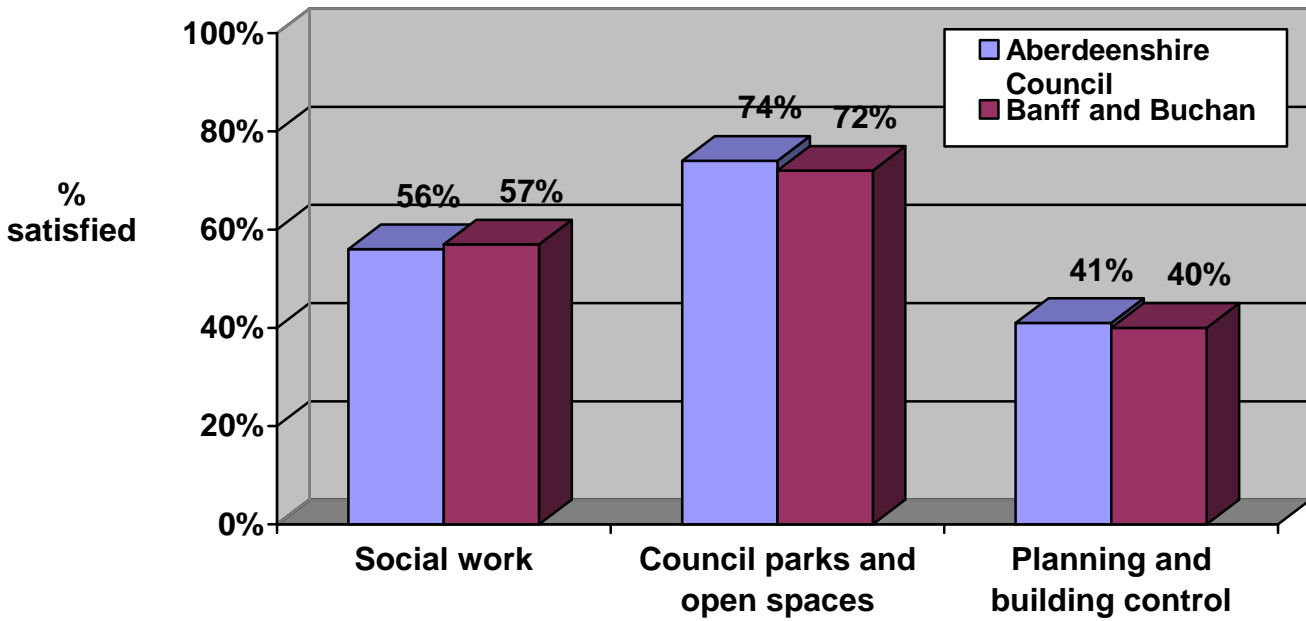
6.2 Figures 6.2(a) and (b) profile the trend in relation to levels of satisfaction with a range of specific Council services.

**Figure 6.2(a): Services You Use – Specific Services**



<b>2006 Bases:</b>	<b>(643)</b>	<b>(965)</b>	<b>(2,013)</b>	<b>(1,706)</b>
<b>Banff and Buchan Bases:</b>	<b>(138)</b>	<b>(135)</b>	<b>(322)</b>	<b>(240)</b>

**Figure 6.2(b): Services You Use – Specific Services**

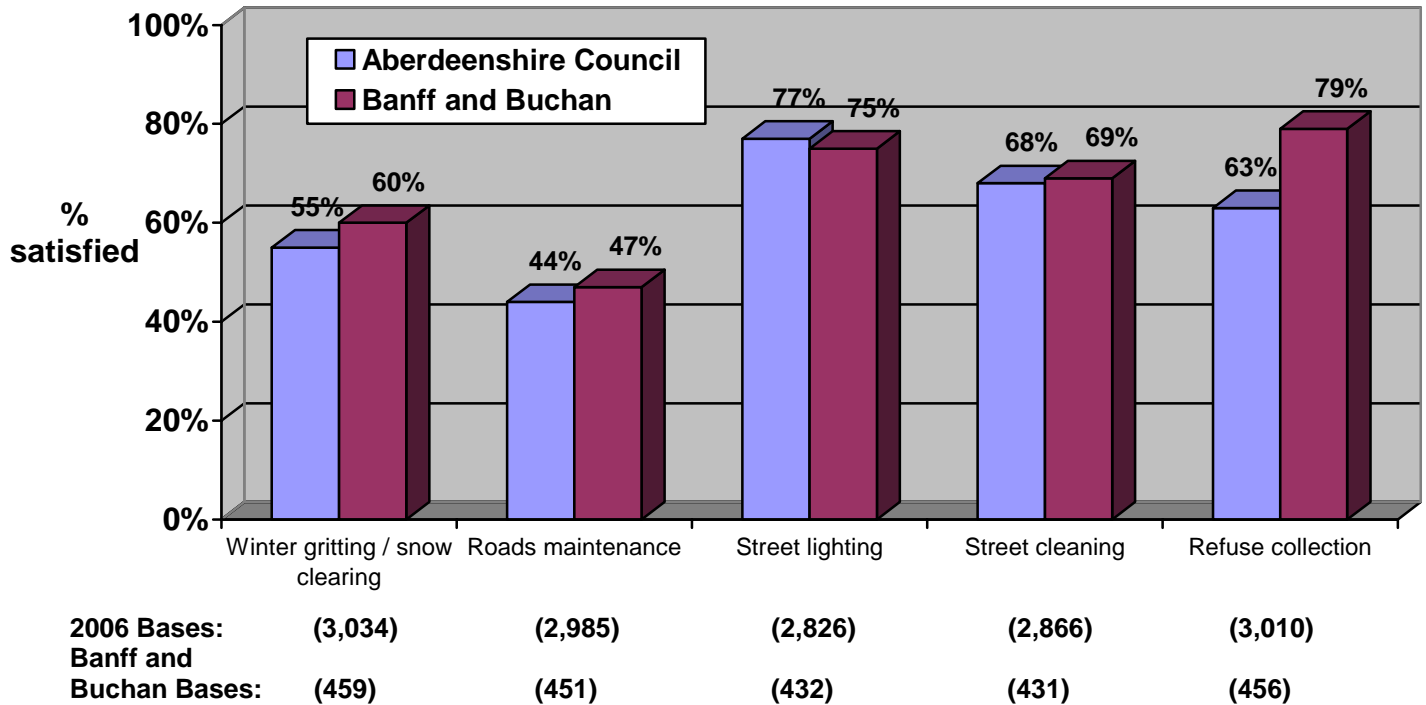


<b>2006 Bases:</b>	<b>(685)</b>	<b>(2,267)</b>	<b>(1,302)</b>
<b>Banff and Buchan Bases:</b>	<b>(142)</b>	<b>(345)</b>	<b>(217)</b>

These results are generally positive in Banff and Buchan in comparison with Aberdeenshire with the exception of sports and leisure facilities; Banff and Buchan respondents are significantly less satisfied than respondents from the rest of Aberdeenshire.

6.3 Levels of satisfaction for a range of universal services can now be tracked over a six-year period, as illustrated in Figure 6.3 below.

**Figure 6.3: Services Everybody Uses – Universal Services**



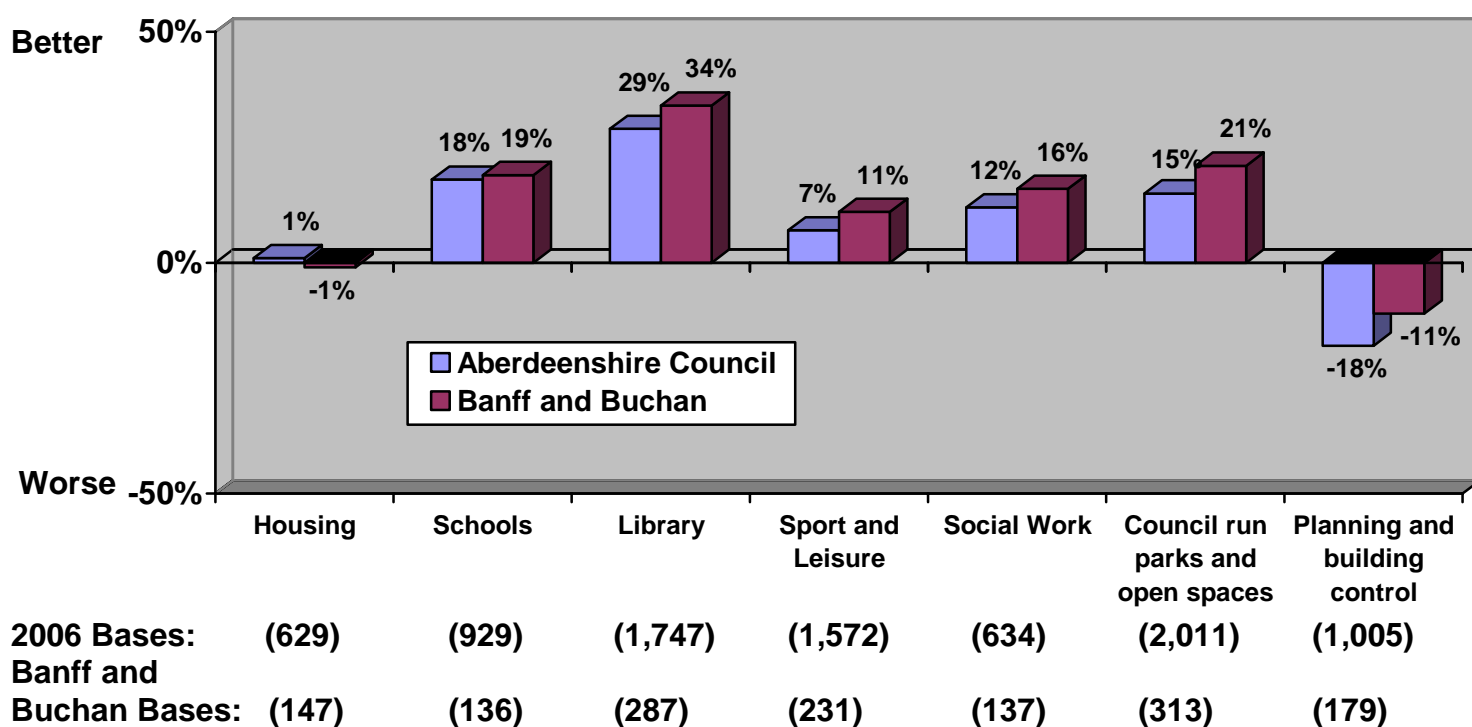
With regard to services that are used by all residents, those in Banff and Buchan are generally more likely to be satisfied than Aberdeenshire Council as a whole. It is probable that the large difference in the rating of refuse collection can be attributed to the fact that the new regime has not yet been introduced in Banff and Buchan as yet.

**PERCEIVED CHANGES**

6.4 The survey also asked people to comment on whether they perceived services to have got better or worse over the past three or four years. This is a robust method of measuring changes in perceptions of services, as it does not rely on the sampling methodology for previous years being identical. The calculations are based on the proportion of respondents who believe services have improved, less the proportion of respondents who believe they have got worse.

6.5 Results for a number of specific services are summarised below.

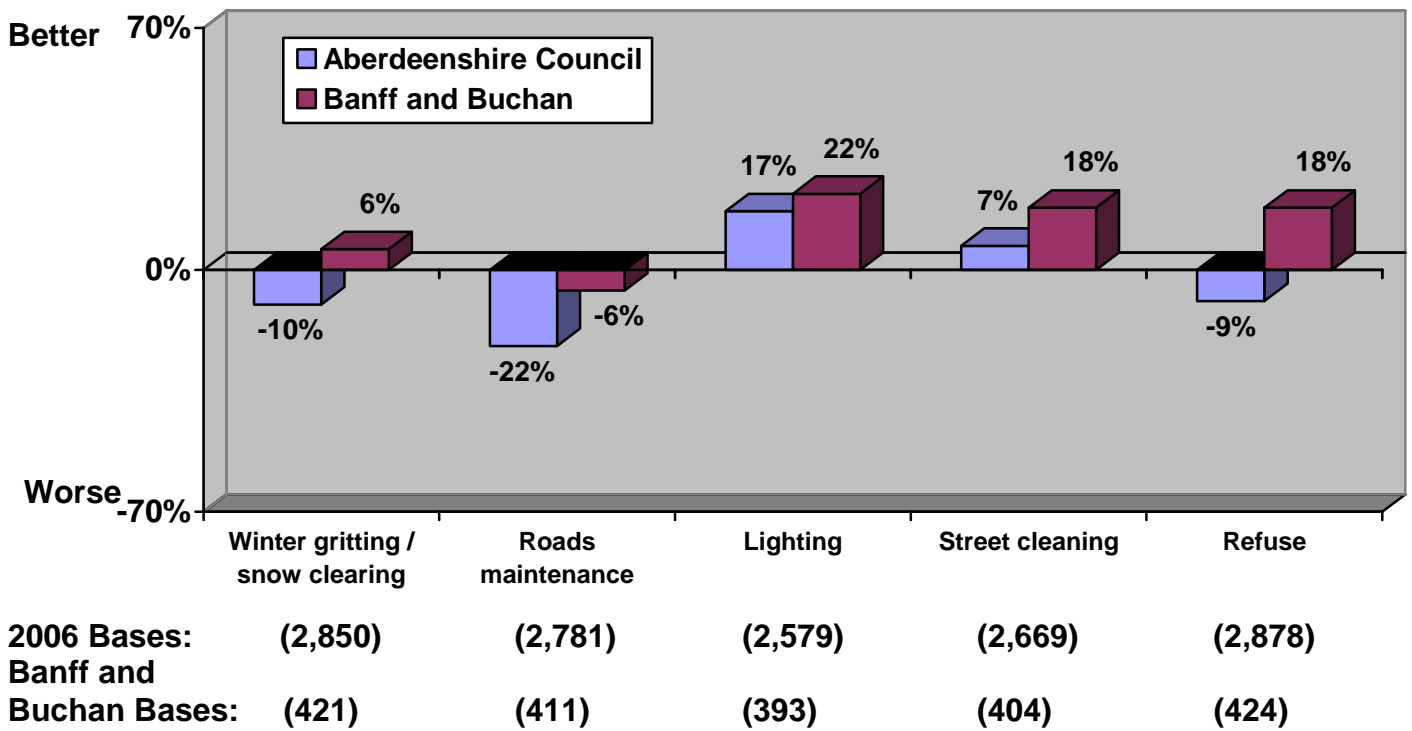
**Figure 6.6: Pattern Data in Relation to Specific Services**



It is encouraging to note that in all areas, with the exception of housing, the perceived improvement in services in Banff and Buchan is higher than that for the whole Council sample (or a less marked perception of deterioration in the case of planning and building control).

6.6 A similar analysis for a number of “universal services” is set out below.

**Figure 6.7: Pattern Data on Perceived Changes to Universal Services**



As with the services that are not used by everyone, the perceived improvement in universal services in Banff and Buchan is greater, in some cases much greater, than that of Aberdeenshire. This is particularly notable in winter gritting and snow clearing which is felt to have gotten worse across the Council area, but to have improved in Banff and Buchan. As noted previously, the figures pertaining to refuse collection may be anomalous as the new refuse collection system has not been introduced in Banff and Buchan as of yet.

6.7 Respondents were asked to say on which services they felt the Council should have spent more money on in the past year. The selected services are the 5 most cited services by all survey respondents.

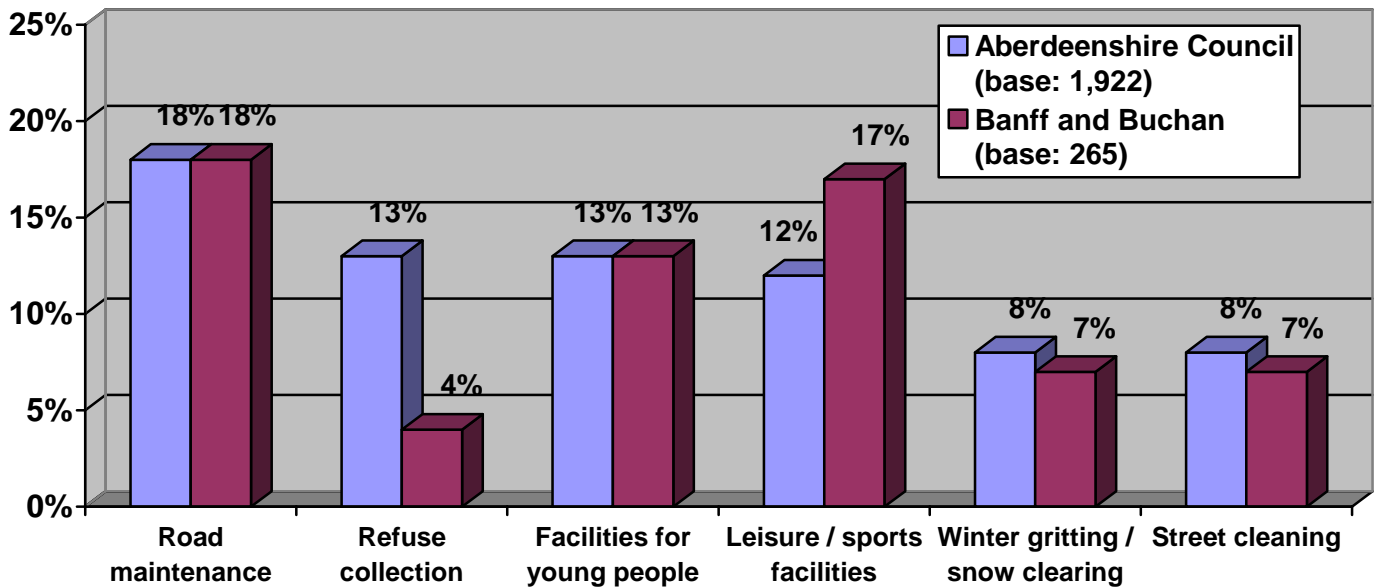
**Figure 6.8: On which services should the Council have spent more money last year?**



The only significant differences that can be noted between Banff and Buchan respondents and all respondents is that of refuse collection (fewer Banff and Buchan residents felt this should have had more spent on it) and street cleaning (more Banff and Buchan residents felt that more money should have been spent on this).

6.8 The same is true to some degree of suggestions for which services the Council should give priority (again, suggestions accounting for more than 5% of the total are included, with an \* being inserted where the figure is below this).

**Figure 6.9: What facilities or services should be given priority?**



Clearly, Banff and Buchan residents have refuse collection as less of a priority for attention, though they feel that street cleaning should be more of a priority for their area in comparison to the Aberdeenshire sample.

**Summary of Key Points**

For those Council services that citizens elect to use, satisfaction ratings from Banff and Buchan are generally slightly lower than those for Aberdeenshire as a whole, though those for leisure and sports facilities are notably lower.

With regard to a range of “universal services”, Banff and Buchan rates these services similarly to the main sample of residents, with the exception of refuse collection.

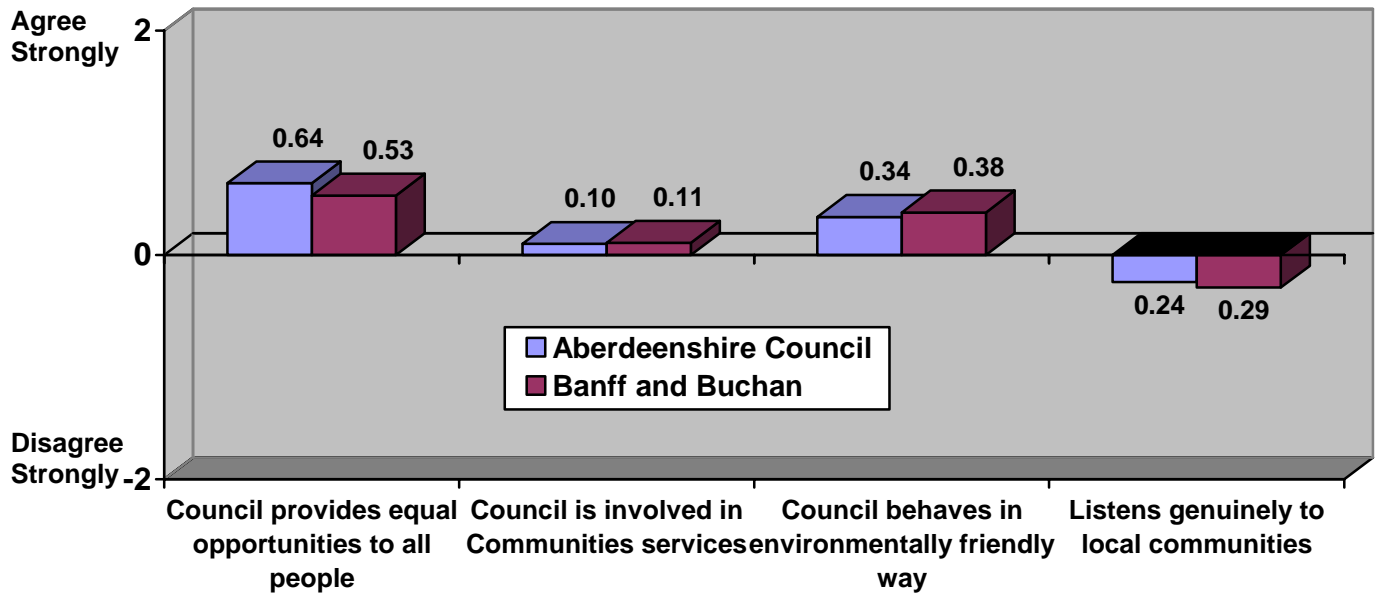
The level of perceived improvement in services is, in the main, higher in Banff and Buchan.

Banff and Buchan residents would prioritise road maintenance and street cleaning for attention, whilst they give lower priority to refuse collection compared to the rest of the Council.

## 7.0 SOCIAL RESPONSIBILITY

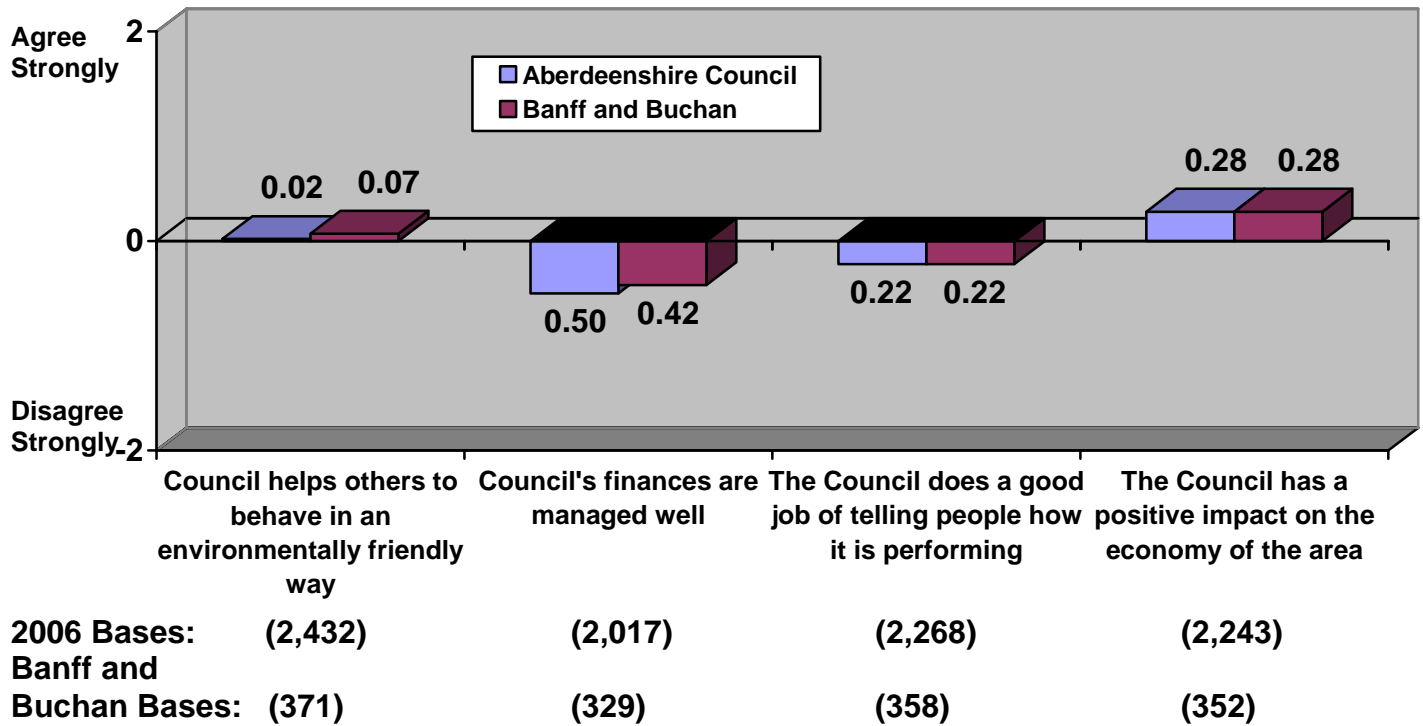
7.1 Respondents were asked a number of questions around the themes of Corporate Social Responsibility. The results of this are illustrated in Figures 7.1(a) and (b) below:

**Figure 7.1(a): Measures of Council as Socially Responsible Organisation**



2006 Bases:	(1,902)	(2,346)	(2,396)	(2,295)
Banff and Buchan Bases:	(335)	(358)	(383)	(350)

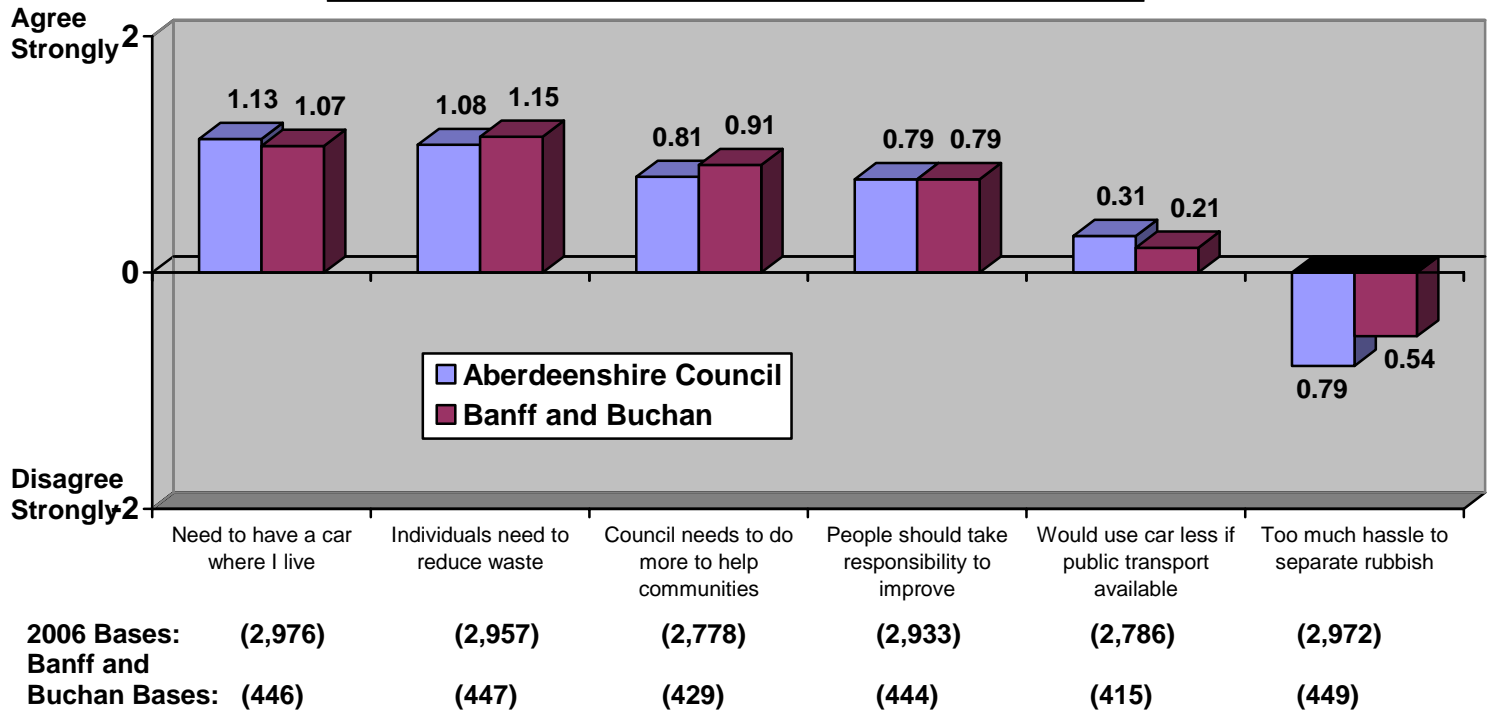
**Figure 7.1(b): Measures of Council as Socially Responsible Organisation**



7.2 The levels of agreement amongst Banff and Buchan residents are broadly to those for all survey respondents, with the exception of the issue of equal opportunities; Banff and Buchan residents are less likely to agree that the Council provides equal opportunities, but agreement with this statement still reaches 62%.

7.3 A further element of the social responsibility section related to public attitudes. Responses to a series of attitudinal statements are laid out in Figure 7.2.

**Figure 7.2: Social Responsibility – Public Attitudes**



Attitudes towards personal social responsibility are broadly similar in Banff and Buchan in comparison to the whole of Aberdeenshire, although there are some variations worthy of note:

- Fewer Banff and Buchan residents disagree that separating rubbish out is too much hassle
- Banff and Buchan residents believe more strongly that the Council needs to do more to help communities.

**Summary of Key Points**

Banff and Buchan residents hold broadly similar views to those in the rest of Aberdeenshire with regard to their attitudes towards to the Council as a socially responsible organisation.

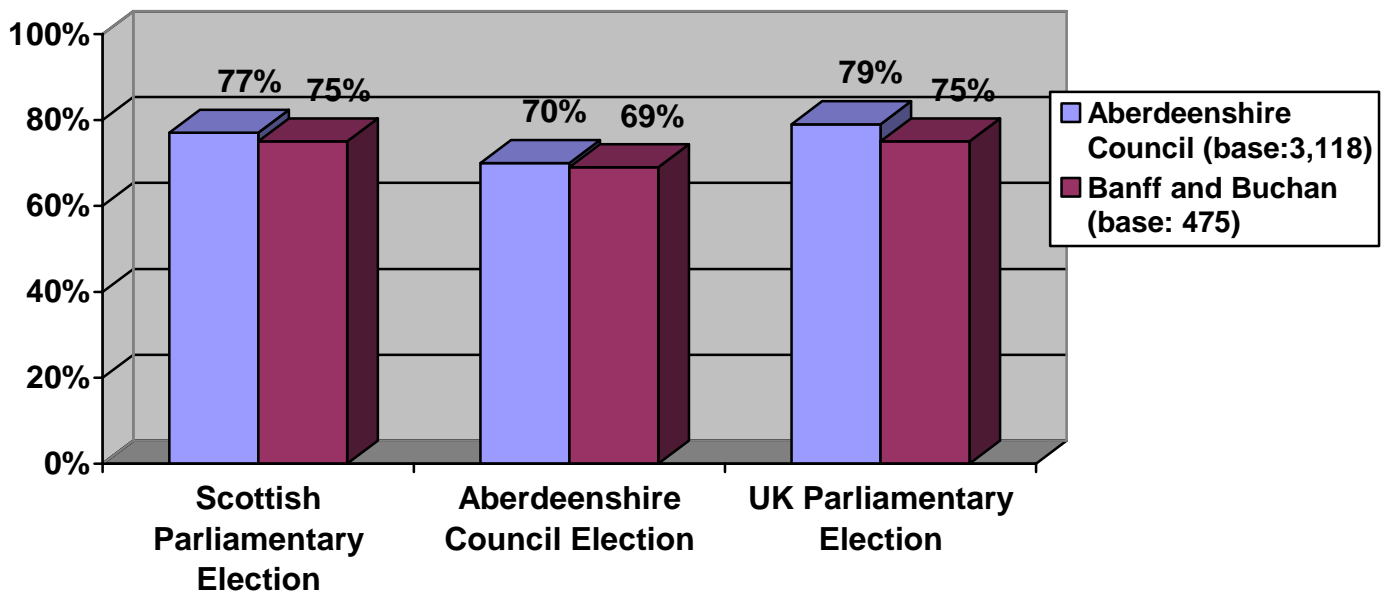
That the Council should be doing more to help communities is a more prevalent view in Banff and Buchan, as is the view that separating rubbish out for recycle is too much hassle.

## 8.0 COUNCIL DECISION MAKING, CONSULTATION AND COMMUNICATIONS

8.1 A further strand of the research related to people's attitudes to Council decision making, consultation and communications.

8.2 Figure 8.1(a) provides data as to whether people voted in the last round of a number of elections

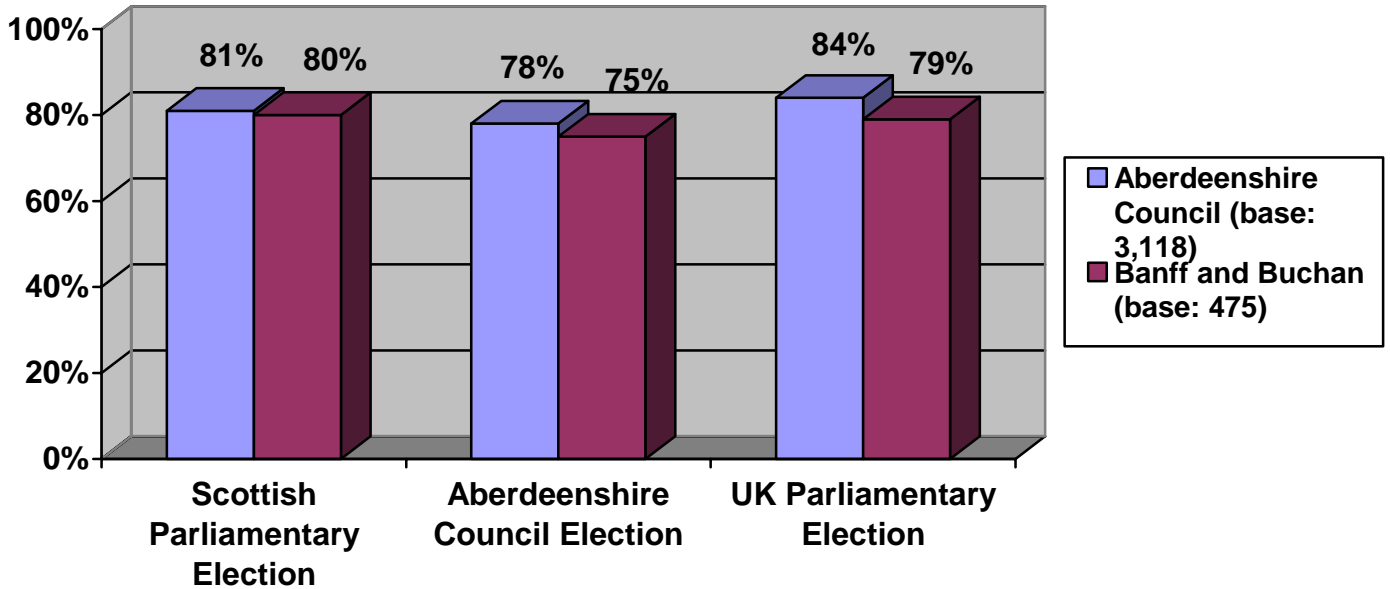
Figure 8.1 (a): Voted in Last Elections



Clearly, a high proportion of the survey samples claim to have voted in these elections, although to a slightly lesser extent in Banff and Buchan.

Figure 8.1 (b) below provides information as to whether they intend to vote in these elections in the future.

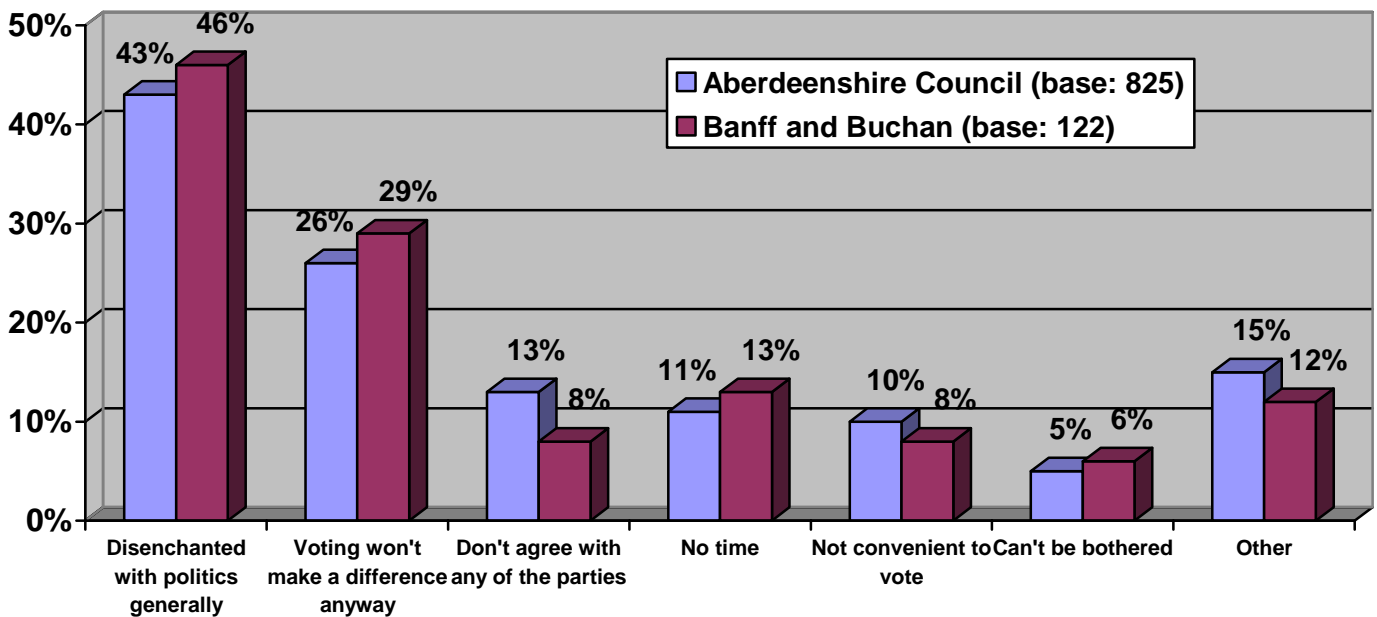
**Figure 8.1 (b): Intend to Vote in Next Elections**



These figures correlate closely to those who voted on previous occasions, however 5% fewer Banff and Buchan residents intend to vote in the next UK General Election.

8.3 The main reasons why people say that they would not vote are detailed below:

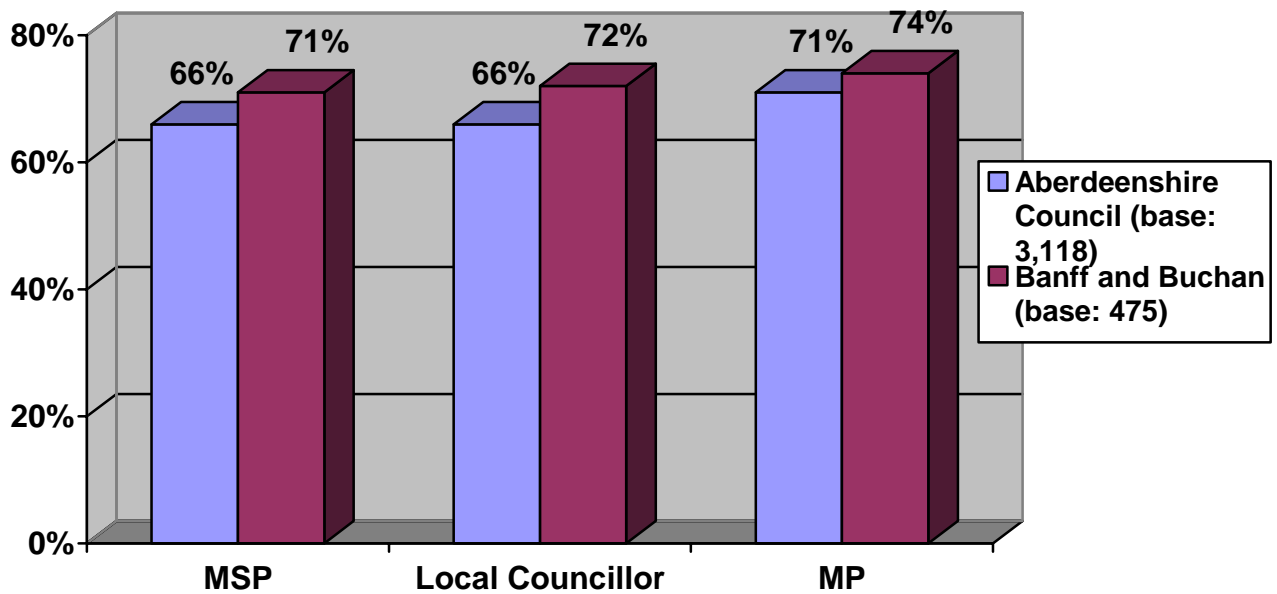
**Figure 8.2: Reasons for Not Voting**



Banff and Buchan voters who have not voted in at least one of the named elections are more likely not to have done so due general disenchantment and a belief that their vote will not make a difference, when compared to Aberdeenshire as a whole.

8.4 Figure 8.3 summarises individuals' knowledge of local elected representatives:

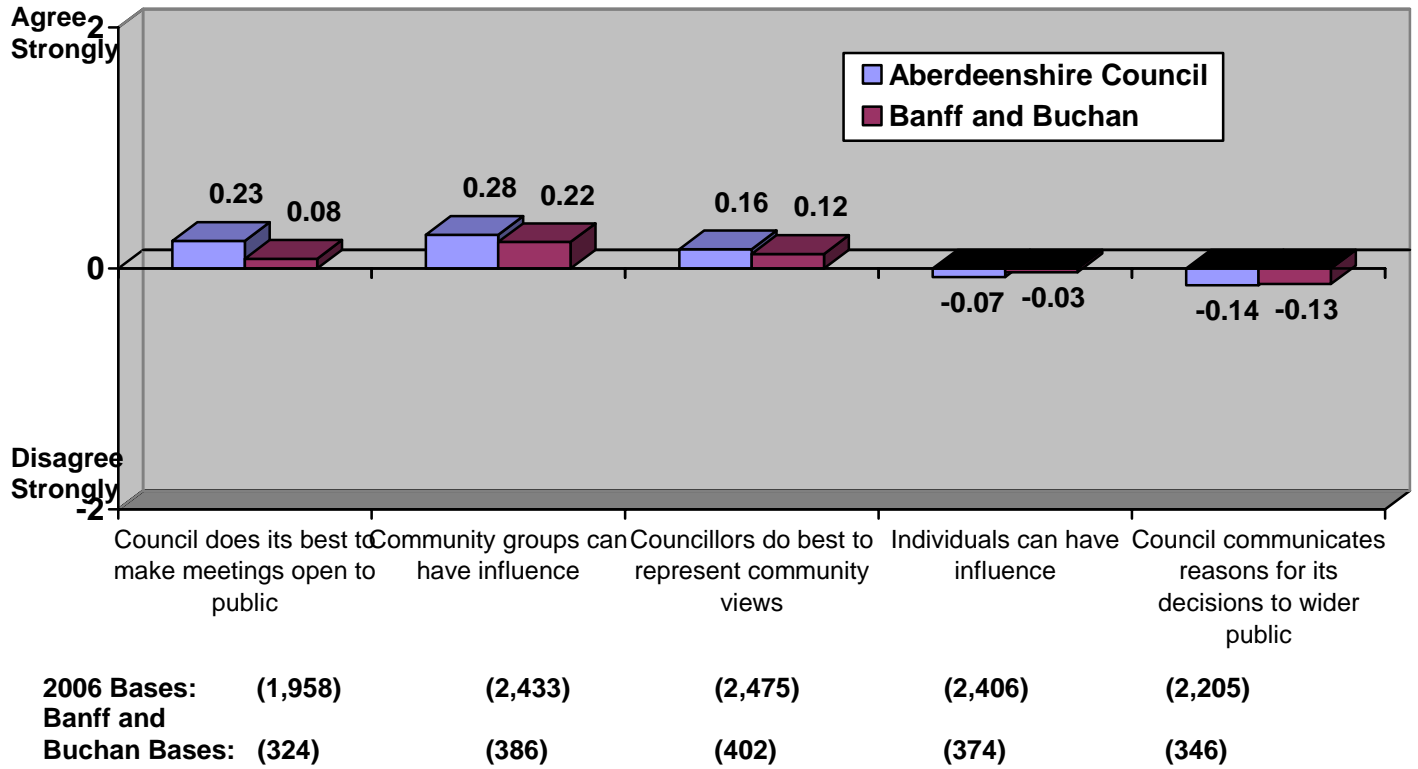
**Figure 8.3: Ability to name Local Elected Representatives**



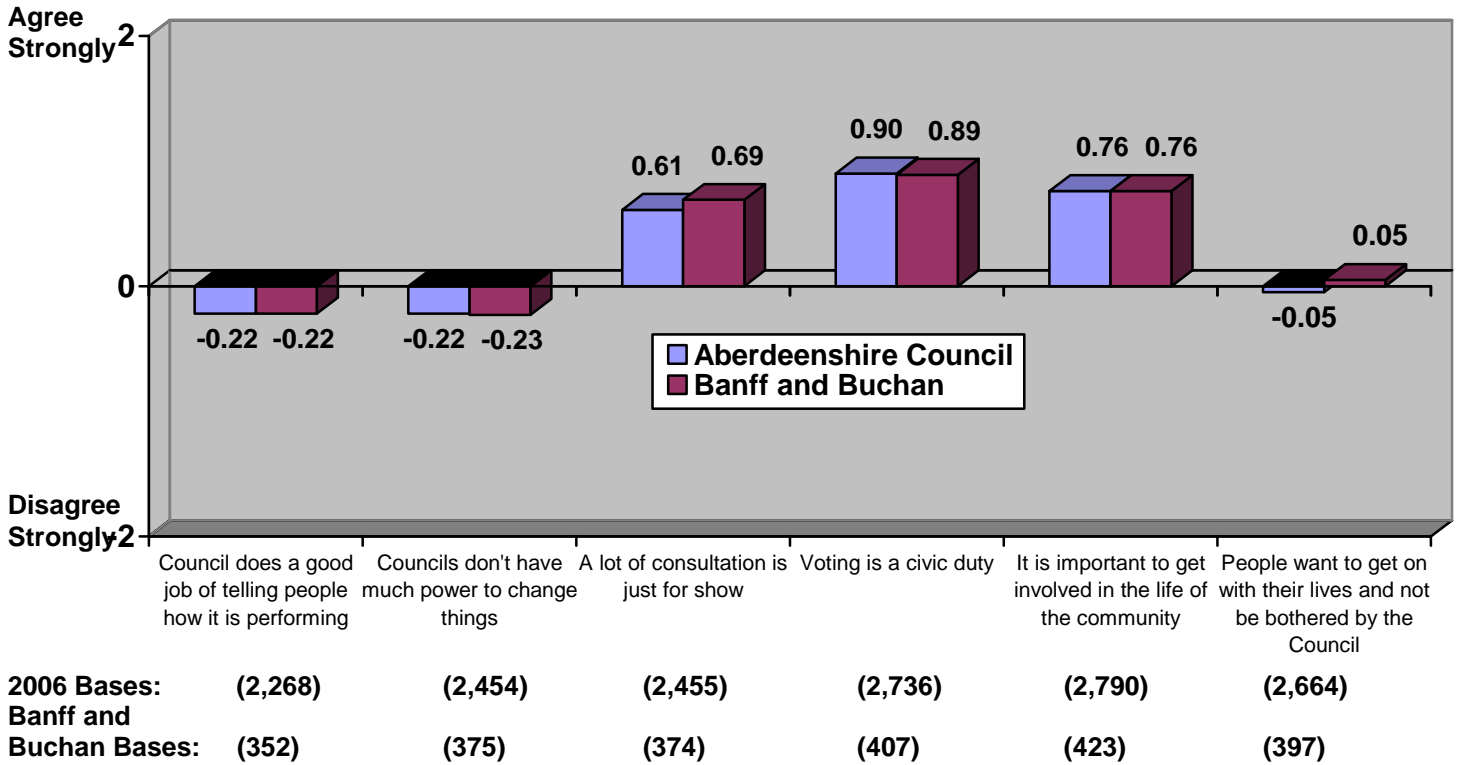
8.5 Whilst Aberdeenshire residents display an impressive level of awareness of local councillors (well ahead of the 43% most recently quoted by the Scottish Household Survey) the figures are even more so for Banff and Buchan residents for each category of elected representative in the survey.

8.6 Attitudes in relation to a number of dimensions of Council decision making and its consultation process are set out below:

**Figure 8.4 (a): Council Decision Making and Consultation**



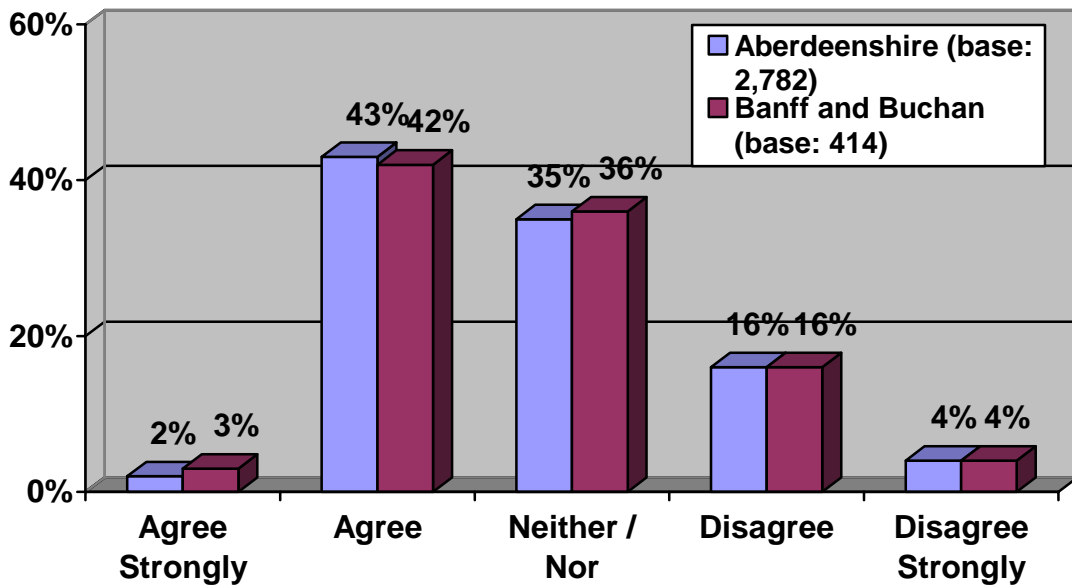
**Figure 8.4(b): Council Decision Making and Consultation**



8.7 The majority of responses in Banff and Buchan are in line with the average for Aberdeenshire Council, although two potentially interlinked issues show a lower level of agreement in Banff and Buchan. These two are the openness with which the conducts its meetings and also the issue of consultation being just “for show”.

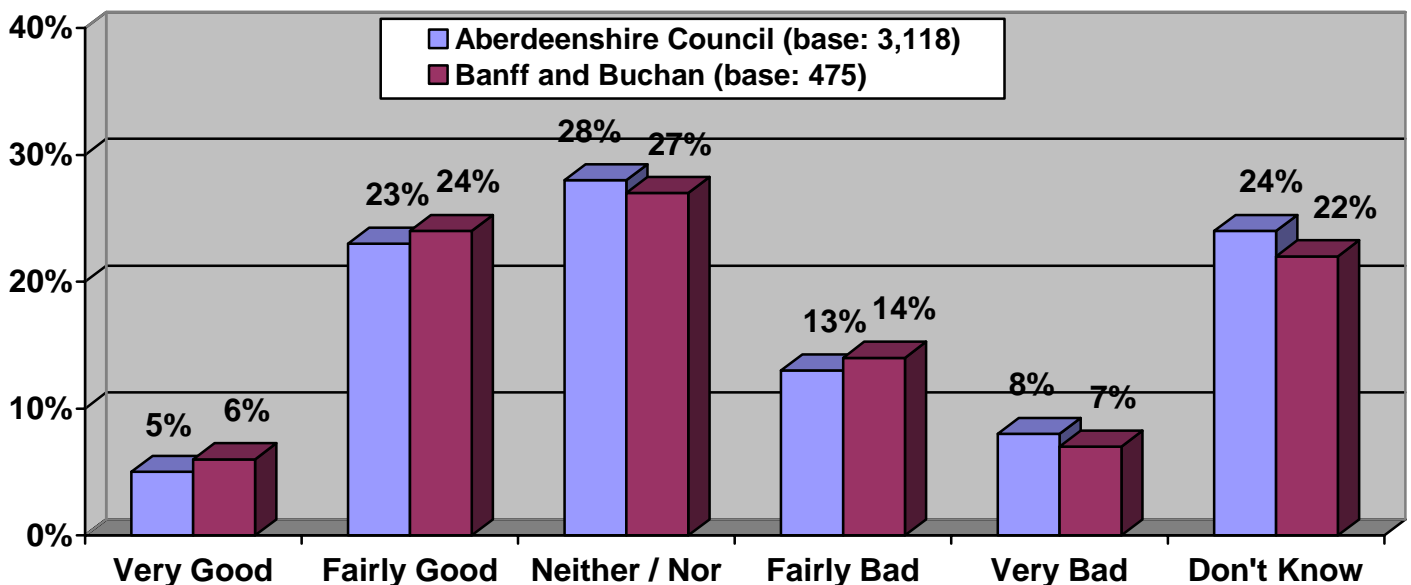
8.8 With effective communication clearly of importance to the Council, it is encouraging that only one in five respondents are not satisfied with the information provided by the Council. This figure only has very slight variation in Banff and Buchan when compared to the Council area as a whole.

**Figure 8.5: “Overall, I am satisfied with the information I get on Council services”**



8.9 There is also some scepticism as to the extent to which the Council will genuinely take account of people’s views, as illustrated in Figure 8.6 below.

**Figure 8.6: How Good Do You Think the Council is at Taking Account of Your Views over Matters Which Concern You?**



The “don’t know” response should be taken into account but, even allowing for this, a significant minority of residents are sceptical as to whether the Council will take account of their view, reflecting some of the scepticism described under the “Social Responsibility” heading.

### **Summary of Key Points**

A large majority of survey respondents claim to have voted in the most recent parliamentary and Council elections, with slightly fewer claiming to have done so in Banff and Buchan.

When people have not voted it has normally been due to a general disenchantment with politics to a marginally greater extent in Banff and Buchan.

However, a high proportion of Aberdeenshire residents are able to name their elected representatives, particularly so in Banff and Buchan.

Scepticism is evident with regard to individuals’ ability to influence the Council’s decision making and to have their views taken into account.

Despite this, there are strong indications of a desire on the part of many people to take part in civic life.

While there is general satisfaction in Banff and Buchan with the information they receive from the Council, a notable minority are dissatisfied with this level of information.