Aberdeenshire Council Reputation Tracker MAR 2023

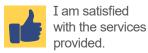
Aberdeenshire COUNCIL

Aberdeenshire Reputation Tracker is a summary of statistics and information on Aberdeenshire Council's performance, including details of feedback provided by residents on key themes

Reputation:

Percentage of respondents agreeing with the following statements

66%



-8% this month

53%



The Council is efficient and well run.

-14% this month

53%



I would speak highly of Aberdeenshire Council.

-19% this month

40%



The Council services are value for money.

-17% this month

47%



The Council takes account of residents' views.

-3% this month

Vehicle Users:

89%



I drive a motor vehicle or ride a motorcycle regularly.

+2 this month

13%



I ride a bicycle or e-bike regularly

-8% this month

12%



Neither of the previous options.

+3% this month

Satisfaction key services:

Parks & open spaces



87%

+6% this month

Waste and recycling collections



82%

+2% this month

Keeping the streets clean



72%

-10% this month

Social work services



60%

-9% this month

Library services



83%

+1% this month

Sports and physical activities



74%

-6% this month

Provision of appropriate housing



65%

+9% this month

Local roads



17%

-8% this month

Teaching & learning for school pupils



74%

-6% this month

Social care services



59%

-8% this month

Museums and visitor attractions



80%

-4% this month

Local pavements and footpaths



69%

-1% this month

Contacting the Council:

Methods used	YES	NO	NOT SURE
Through the council's website	61%	37%	2%
By telephone	63%	33%	3%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	20%	77%	3%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	67%	27%	5%
By telephone	75%	21%	4%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	29%	62%	9%

Rating of Methods of Contact Used:

Experience of using Council Website	84%	-1% this month
Experience of contacting Council by Telephone	76 %	-3% this month
Experience of visiting Council Service Point	97%	No change this month

Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	29%	+4% this month
Delivered face-to-face unless it is not practical to do so	13%	No change this month
Experience of visiting Council Service Point	58%	-4% this month

Customer Care:

March	
Telephone Calls	
Answered Call Volumes	11,316
?	
Queries/Cases	
Total Queries	11,498
Queries solved at first point of contact	10,463
% of Queries solved at first point of contact (75% target)	91%
Email	
Email Queries	2,972
% of email Queries solved at first point of contact	97%
Webchat Queries	2,509
% of Webchat Queries solved at first point of contact	99%

February	
Telephone Calls	
Answered Call Volumes	9,306
?	
Queries/Cases	
Total Queries	9,113
Queries solved at first point of contact	8,202
% of Queries solved at first point of contact (75% target)	90%
Email	
Email Queries	2,801
% of email Queries solved at first point of contact	97%
Webchat Queries	1,094
% of Webchat Queries solved at first point of contact	98%



Customer Care: Social Media



FACEBOOK in MARCH

- 40,650 Total number of Followers
- +104 new FOLLOWERS

Top Posts:

1st: PEOPLE REACHED **84,656** ENGAGEMENT **5,417**

A post relating to the agricultural lorry crash which seriously damaged Bridgeton Bridge, Alford, forcing closure of the A980 for 11 weeks – also detailing the formal detour arrangements.

2nd: PEOPLE REACHED **82,062** ENGAGEMENT **6,367**

Our new affordable housing development in Fraserburgh is to be named after one of the town's most famous sons, iconic fashion designer Bill Gibb. The 16 one-bedroom flats which will bear the name Bill Gibb Court are being developed on the site of the old Fraserburgh Academy by contractor Chap Construction Ltd on the corner of Dennyduff Road and Finlayson Street. The naming is in tribute to the former Fraserburgh Academy pupil who went on to become one of the most influential designers in the 1960s and 70s, creating outfits for the likes of Twiggy and Bianca Jagger.

3rd: PEOPLE REACHED **81,672** ENGAGEMENT **26,394**

A stock of more than 20,000 bins is primed for changes to recycling and waste collections that will roll out across Aberdeenshire this year. This is the first set of stock deliveries that will ultimately service more than 120,000 households with a new kerbside collection strategy to increase recycling rates and cut unnecessary waste.



TWITTER in MARCH

- 38,000 Total number of Followers
- 62 new Followers
- 157,000 Impressions on 67 Tweets
- **400** mentions
- **9,937** profile visits

Complaints:

Total Complaints Received	195
Total Complaints Closed	211
Frontline Complaints Received – Level 1	160
Frontline Complaints Closed – Level 1	162
Investigation Complaints Received – Level 2	35
Investigation Complaints Closed – Level	39