Aberdeenshire Council Reputation Tracker JAN 2023

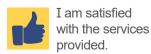


Aberdeenshire Reputation Tracker is a summary of statistics and information on Aberdeenshire Council's performance, including details of feedback provided by residents on key themes

Reputation:

Percentage of respondents agreeing with the following statements

77%



+2% this month

63%



The Council is efficient and well run.

+3% this month

78%



I would speak highly of Aberdeenshire Council.

+13% this month

56%



The Council services are value for money.

+7% this month

50%



The Council takes account of residents' views.

-3% this month

Vehicle Users:

87%



I drive a motor vehicle or ride a motorcycle regularly.

-2% this month

2%



I ride a bicycle or e-bike regularly

-7% this month

14%



Neither of the previous options.

+3% this month

Satisfaction key services:

Parks & open spaces



87%

+1% this month

Waste and recycling collections



69%

-2% this month

Keeping the streets clean



91%

+5% this month

Social work services



82%

-11% this month

Library services



95%

-4% this month

Sports and physical activities



87%

-1% this month

Provision of appropriate housing



66%

-2% this month

Local roads



16%

-6% this month

Teaching & learning for school pupils



88%

+3% this month

Social care services



78%

-3% this month

Museums and visitor attractions



95%

+15% this month

Local pavements and footpaths



77%

Contacting the Council:

Methods used	YES	NO	NOT SURE
Through the council's website	66%	33%	1%
By telephone	80%	18%	2%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	42%	54%	4%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	70%	25%	5%
By telephone	82%	15%	3%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	33%	46%	22%

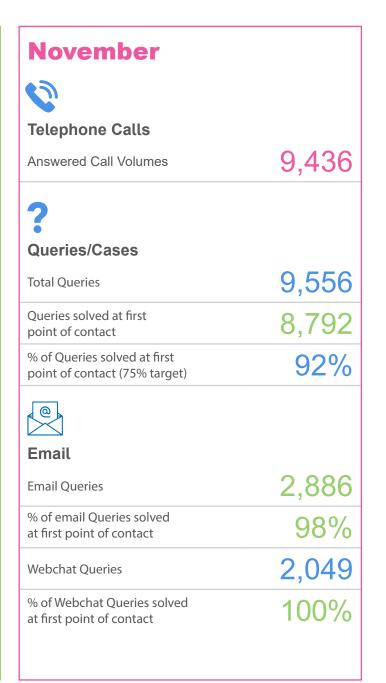
Rating of Methods of Contact Used:

Experience of using Council Website	90%	+2% this month
Experience of contacting Council by Telephone	86%	-2% this month
Experience of visiting Council Service Point	98%	+1% this month

Customer Care:

January	
Telephone Calls	
Answered Call Volumes	8,953
?	
Queries/Cases	
Total Queries	9,114
Queries solved at first point of contact	8,294
% of Queries solved at first point of contact (75% target)	91%
Email	
Email Queries	2,995
% of email Queries solved at first point of contact	97%
Webchat Queries	2,419
% of Webchat Queries solved at first point of contact	99%

December	
Telephone Calls	
Answered Call Volumes	8,531
?	
Queries/Cases	
Total Queries	8,616
Queries solved at first point of contact	7,927
% of Queries solved at first point of contact (75% target)	92%
Email	
Email Queries	2,888
% of email Queries solved at first point of contact	98%
Webchat Queries	2,589
% of Webchat Queries solved	
at first point of contact	99%



Customer Care: Social Media



FACEBOOK in JANUARY

- 39,862 Total number of Followers
- +120 new FOLLOWERS

Top Posts:

1st: PEOPLE REACHED **136,546** ENGAGEMENT **15,551**

Motorists are advised that there will be a 7-day closure of North Street, Mintlaw (A952) from the roundabout at The Square to Simpsons Garden Centre. The closure, from next Monday (Jan 16), is to allow for the installation of a new crossing and kerbing by MTM Construction.

2nd: PEOPLE REACHED **125,377** ENGAGEMENT **17,220**

To enable the installation of a new sewer on behalf of AJC Homes, we will be closing both the A93 Ballater Road and B9094 Tarland Road at Aboyne for 20 days from January 16. Access will be provided for vehicles requiring access to properties but may be subject to delay – please note Tarland Road will be open overnight between 5pm to 8am.

3rd: PEOPLE REACHED **54,095** ENGAGEMENT **2,125**

With milder weather coming into play this afternoon, Grit-Zilla will be on his own on our Braemar route this evening, due to some snow expected overnight. All the other gritters have a cosy night in the depot ahead of them but will remain on standby for tomorrow morning if needed



TWITTER in JANUARY

- 37,832 Total number of Followers
- 133 new Followers
- 139,000 Impressions on 46 Tweets
- - mentions (unavailable due to Twitter issue)
- - profile visits (unavailable due to Twitter issue)

Complaints:

Total Complaints Received	227
Total Complaints Closed	119
Frontline Complaints Received – Level 1	195
Frontline Complaints Closed – Level 1	114
Investigation Complaints Received - Level 2	32
Investigation Complaints Closed – Level	5