Aberdeenshire Council Reputation Tracker FEB 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

74%

I am s with th provid

I am satisfied with the services provided.

-3% this month

67%

The Council is efficient and well run.

+4% this month

72%



I would speak highly of Aberdeenshire Council.

-6% this month

57%



The Council services are value for money.

+1% this month

50%



The Council takes account of residents' views.

No change

Vehicle Users:

87%



I drive a motor vehicle or ride a motorcycle regularly.

No change

21%



I ride a bicycle or e-bike regularly

+19% this month

9%



Neither of the previous options.

-5% this month

Satisfaction key services:

Parks & open spaces



81%

-6% this month

Waste and recycling collections



80%

+11% this month

Keeping the streets clean



82%

-9% this month

Social work services



69%

-13% this month

Library services



82%

-13% this month

Sports and physical activities



80%

-7% this month

Provision of appropriate housing



56%

-10% this month

Local roads



25%

+9% this month

Teaching & learning for school pupils



80%

-8% this month

Social care services



67%

-11% this month

Museums and visitor attractions



84%

-11% this month

Local pavements and footpaths



70%

-7% this month

Contacting the Council:

| Methods used | YES | NO | NOT SURE |
|--|-----|-----|-------------|
| Through the council's website | 61% | 36% | 3% |
| By telephone | 71% | 25% | 4% |
| By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff | 21% | 76% | 3% |

| Methods likely to use in future | YES | NO | NOT SURE |
|--|-----|-----|-------------|
| Through the council's website | 63% | 33% | 5% |
| By telephone | 73% | 20% | 7% |
| By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff | 17% | 69% | 13% |

Rating of Methods of Contact Used:

| Experience of using Council Website | 85% | -5% this month |
|---|-----|-------------------|
| Experience of contacting Council by Telephone | 79% | -7% this month |
| Experience of visiting Council Service Point | 97% | -1% this month |

Preference for Future Service Delivery:

| Remotely where possible (including telephone or online) unless they need to be delivered face-to-face | 25% | |
|---|-----|--|
| Delivered face-to-face unless it is not practical to do so | 13% | |
| Experience of visiting Council Service Point | 62% | |

Customer Care:

| 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% |
| | |

| 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% |
| | |



Customer Care: Social Media



FACEBOOK in FEBRUARY

- 40,546 Total number of Followers
- +684 new FOLLOWERS

Top Posts:

1st: PEOPLE REACHED **65,274** ENGAGEMENT **11,286**

We can confirm that following further investigations at Castleton Bridge on the A947 today (Wed), we have been able to identify the cause of the issue impacting the structure which involved a large volume of water emerging from neighbouring land and travelling underground about 150 metres to exit through the bridge

2nd: PEOPLE REACHED **61,477** ENGAGEMENT **12,096**

Keep this letter safe! If you receive a letter from us about the £100 Scotland Loves Local Aberdeenshire Gift Card you must keep it safe! It contains your individual activation code which you will need before you can start spending at participating businesses. Further instructions on how to activate your gift card will arrive with your card within the next 2 weeks.

3rd: PEOPLE REACHED **61,123** ENGAGEMENT **1,834**

A project to provide Kemnay Academy with a bus park has been approved by Aberdeenshire Council's Garioch Area Committee. As well as a bus park providing 16 bays, space would be created for a drop off and pick up facility



TWITTER in FEBRUARY

- 37,920 Total number of Followers
- 88 new Followers
- 157,000 Impressions on 67 Tweets
- 410 mentions
- **8,452** profile visits

Complaints:

| Total Complaints Received | 153 |
|---|-----|
| Total Complaints Closed | 133 |
| Frontline Complaints Received – Level 1 | 122 |
| Frontline Complaints Closed – Level 1 | 112 |
| Investigation Complaints Received – Level 2 | 31 |
| Investigation Complaints Closed – Level | 21 |