# Aberdeenshire Council Reputation Tracker Jan 2024



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

**65%** 



I am satisfied with the services provided.

0% this month

**59%** 



The Council is efficient and well run.

+2% this month

**53%** 



I would speak highly of Aberdeenshire Council.

+3% this month

**56%** 



The Council services are value for money.

+7% this month

44%



The Council takes account of residents' views.

-2% this month

### **Vehicle Users:**

90%



I drive a motor vehicle or ride a motorcycle regularly.

-4% this month

14%



I ride a bicycle or e-bike regularly

6% this month

8%



Neither of the previous options.

2% this month

## **Satisfaction key services:**

Parks & open spaces



**71%** 

-11% this month

Waste and recycling collections



**66**%

+3% this month

Keeping the streets clean



**73**%

-3% this month

Social work services



**63**%

-22% this month

Library services



84%

+11% this month

Sports and physical activities



**61%** 

-13% this month

Provision of appropriate housing



**58%** 

+1% this month

Local roads



**17**%

-8% this month

Teaching & learning for school pupils



**78**%

+8% this month

Social care services



**54%** 

-28% this month

Museums and visitor attractions



**82**%

+2% this month

Local pavements and footpaths



66%

-9% this month

# **Contacting the Council:**

Methods used	YES	NO	NOT SURE
Through the council's website	65%	35%	1%
By telephone	56%	44%	1%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	22%	77%	1%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	71%	28%	1%
By telephone	<b>76</b> %	24%	1%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	36%	61%	3%

# **Rating of Methods of Contact Used:**

Experience of using Council Website	88%	+2% this month
Experience of contacting Council by Telephone	83%	+14% this month
Experience of visiting Council Service Point	94%	+3% this month

# **Preference for Future Service Delivery:**

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	20%	+5% this month
Delivered face-to-face unless it is not practical to do so	10%	-2% this month
Delivered both remotely and face-to-face	70%	-3% this month

# **Customer Care:**

January	
Telephone Calls	
Answered Call Volumes	14,679
Queries/Cases	?
Total Queries	9,359
Queries solved at first point of contact	8,517
% of Queries solved at first point of contact (75% target)	91%
Email	<u>@</u>
Email Queries	4,026
% of email Queries solved at first point of contact	98%
Webchat Queries	3,060
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	5,656
% of Queries in person solved at first point of contact	98%

December	
Telephone Calls	6
Answered Call Volumes	6,484
Queries/Cases	?
Total Queries	7,116
Queries solved at first point of contact	6,547
% of Queries solved at first point of contact (75% target)	92%
Email	@
Email Queries	3,248
% of email Queries solved at first point of contact	98%
Webchat Queries	2,111
% of Webchat Queries solved at first point of contact	100%
Personal Visits	2
Queries in person	4,859
% of Queries in person solved at first point of contact	98%

November	
Telephone Calls	
Answered Call Volumes	8,322
Queries/Cases	?
Total Queries	8,574
Queries solved at first point of contact	7,802
% of Queries solved at first point of contact (75% target)	91%
Email	<u>@</u>
Email Queries	3,331
% of email Queries solved at first point of contact	98%
Webchat Queries	1,616
% of Webchat Queries solved at first point of contact	100%
Personal Visits	2
Queries in person	6,551

Customer Care: Social Media



## FACEBOOK in JANUARY

- 43,507 Total number of Followers
- 894 new Followers

### **Top Posts:**

## **1st:** PEOPLE REACHED **114,894** ENGAGEMENT **3,541**

As work proceeds with the exciting redevelopment of the Grade 1 listed Pavilion building at the Tarlair outdoor swimming pool site at Macduff, residents and visitors should be advised of a new, temporary footpath closure on the site. The footpath closure should last for no more than four weeks and the contractor is aware that it needs to reopen as soon as it can. However, during the works, you will not be able to get past the Pavilion building in either direction at sea level nor to the Salmon Howie beach from the west via the Tarlair site.

## **2nd:** PEOPLE REACHED **45,336** ENGAGEMENT **3,925**

From August 2021, all children became eligible to receive up to a maximum of 1140 hours of funded Early Learning and Childcare per year, or a pro rata amount, from the term after their third birthday. Parents/carers can choose whether these hours are accessed in a local authority nursery or within a playgroup, private day nursery or childminder, which has been commissioned by the local authority.

## **3rd:** PEOPLE REACHED **37,929** ENGAGEMENT **6,264**

Following the flooding during Storm Babet in October last year and subsequent storms which caused significant damage to the A937 at Marykirk, we have completed a detailed design process for the reconstruction of this section of carriageway and ensure its resilience in the future. We are now seeking tenders from interested parties and would hope to appoint a contractor in the near future with a view to works commencing on-site in the Spring.



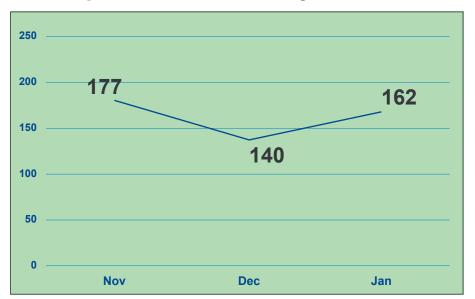
## TWITTER in JANUARY

- 38,582 Total number of Followers
- +114 New Followers
- 84,978 Impressions on 55 Tweets
- 4,520 Engagements
- 163 Profile Visits

### **300 Complaints Received in January**



### **162 Complaints Closed in January**



### **Frontline Complaints**



### **Investigation Complaints**

