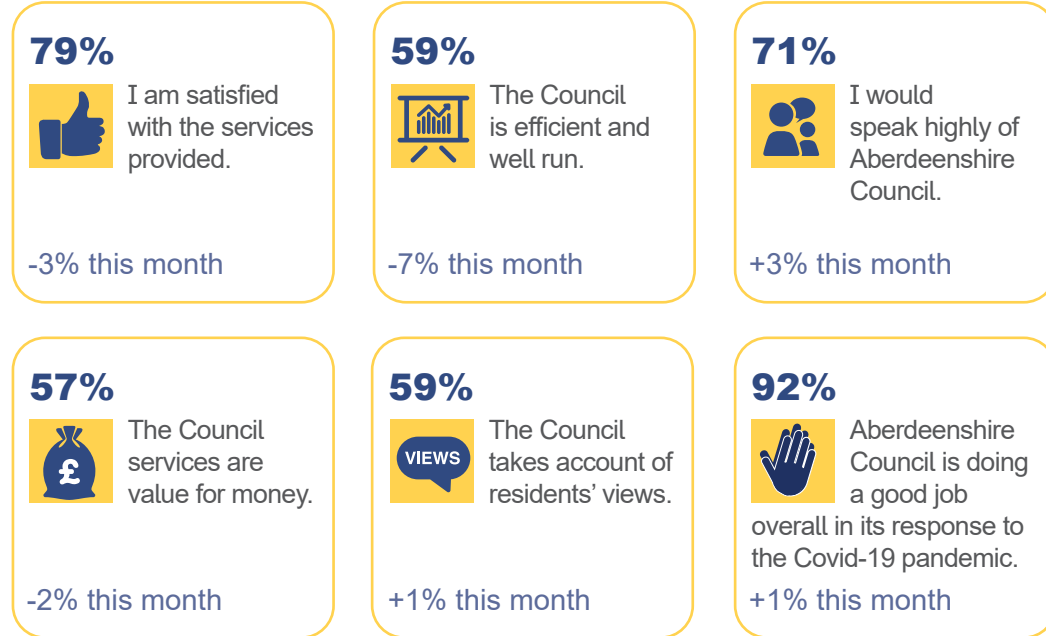


# Aberdeenshire Council Reputation Tracker DEC 2021

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

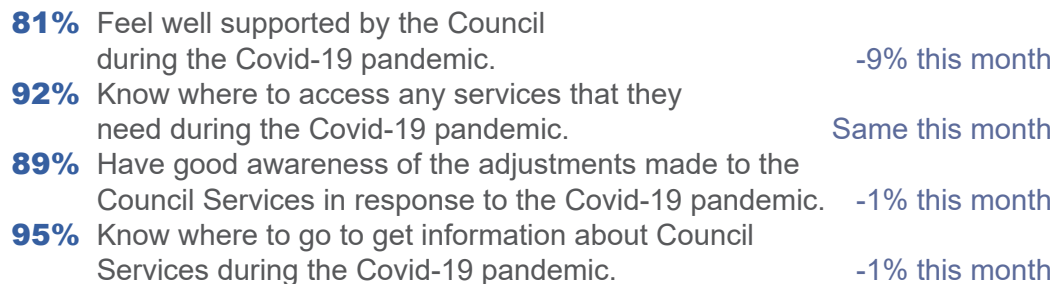
## Reputation:

Percentage of respondents agreeing with the following statements



## Views on communication:

Percentage of respondents agreeing with the following statements



## Satisfaction key services:

Parks & open spaces



Refuse collection



Keeping the streets clean



Provision of appropriate housing



Satisfaction with local roads



## Satisfaction with services which are currently operating differently due to the Covid 19 pandemic:

Quality of customer services



Teaching & learning for school pupils



Social work services



Social care services



Library services






Museums and visitor attractions



Sports and physical activities



## Customer Care:

December		November		October	
					
<b>Telephone Calls</b>		<b>Telephone Calls</b>		<b>Telephone Calls</b>	
Calls Queued to Customer Services	12,347	Calls Queued to Customer Services	16,569	Calls Queued to Customer Services	13,279
Answered Call Volumes	8,777	Answered Call Volumes	10,309	Answered Call Volumes	9,983
					
<b>Queries/Cases</b>		<b>Queries/Cases</b>		<b>Queries/Cases</b>	
Total Queries	8,886	Total Queries	10,271	Total Queries	10,177
Queries solved at first point of contact	7,731	Queries solved at first point of contact	8,833	Queries solved at first point of contact	8,549
% of Queries solved at first point of contact (75% target)	87%	% of Queries solved at first point of contact (75% target)	86%	% of Queries solved at first point of contact (75% target)	84%
					
<b>Email</b>		<b>Email</b>		<b>Email</b>	
Email Queries	2,646	Email Queries	2,790	Email Queries	2,031
% of email Queries solved at first point of contact	97%	% of email Queries solved at first point of contact	97%	% of email Queries solved at first point of contact	96%
Webchat Queries	1,191	Webchat Queries	1,432	Webchat Queries	1,325
% of Webchat Queries solved at first point of contact	99%	% of Webchat Queries solved at first point of contact	98%	% of Webchat Queries solved at first point of contact	98%

## Customer Care: Social Media



### Top Posts: **FACEBOOK**

#### **1st: PEOPLE REACHED 164,670**

Following a formal approach to the UK Government for assistance, around 120 military personnel will be arriving in Aberdeenshire this morning to support our ongoing resilience efforts in the aftermath of Storm Arwen.

The troops will focus on welfare checks on the ground within those communities still impacted by loss of power and will supplement what our own teams have been doing since the weekend.

We continue to appreciate all the wonderful examples of community assistance which continue to be evident across the region – whether it be supplies of hot food and drinks, checking on elderly residents and neighbours or helping to deliver supplies. Thank you for your all your endeavours and rest assured we continue to work tirelessly to provide the support our communities require at this challenging time

#### **2nd: PEOPLE REACHED 94,238**

Great to hear that Banff's Bridge Street is being reopened this week having undergone a transformation over the past seven months.

The street has been closed while Hunter Construction (Aberdeen) Ltd undertook major street works to create a pedestrian-friendly environment with a shared surface and reduced traffic speeds.

There are still a number of finishing touches to be completed before the end of the project which will be co-ordinated early in the New Year including removal of the existing wall-mounted lights, installation of cycle stands and repairs to render.

Work on the Bridge Street car-park redevelopment will also begin in January.

More here: <https://online.aberdeenshire.gov.uk/.../news/release.aspx...>

#### **3rd: PEOPLE REACHED 56,836**

Aberdeenshire Council and the community of Tarlair are celebrating having received £1,458,000 from the Scottish Government's Regeneration Capital Grant Fund to breathe new life into a former lido pavilion.

The £1.8m project will involve the Friends of Tarlair community group bringing the once-popular art deco facility back into use for both local residents and visitors.

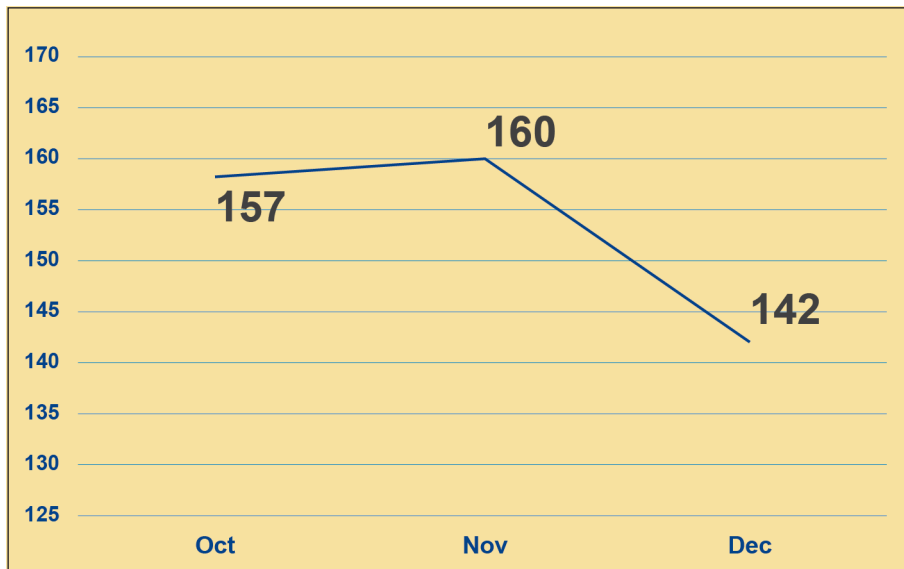
Nestled in a sheltered bay east of Macduff, the refurbished community facility will feature a cafe and an art heritage workshop... (continued)



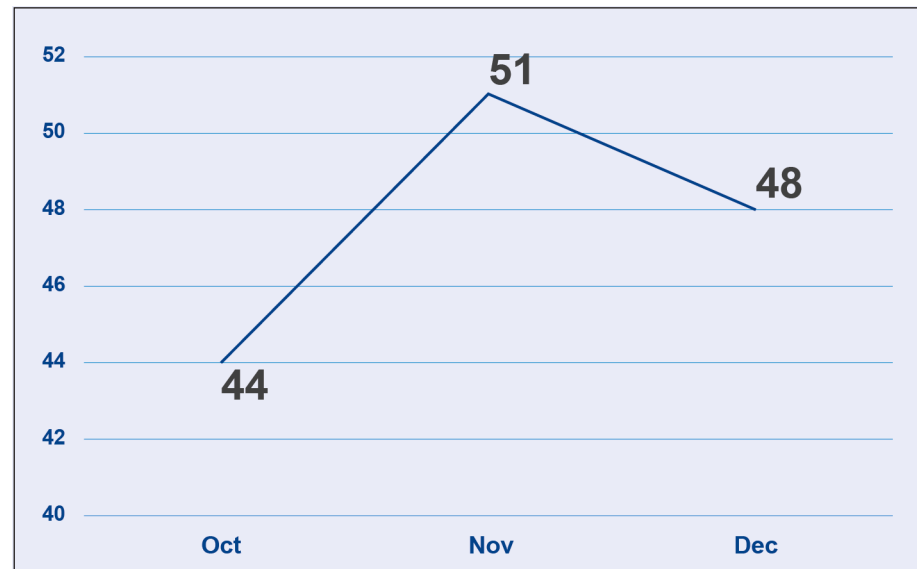
### TWITTER in **DECEMBER**

- **434,400 Impressions** on **78 TWEETS (14K IMPRESSIONS PER DAY) & 606 RETWEETS**
- **318** new **FOLLOWERS**
- **779** mentions
- **20,100** profile visits

### 142 Complaints Received in December



### 48 Compliments Received in December



### 145 Complaints Resolved

