Aberdeen City Council
Equality Outcomes
Community Engagement and Survey Analysis

Contents

Introduction

What is an Equality Outcome?

Equality Outcomes are defined as, 'the results intended to achieve specific and identifiable improvements in people's life chances.'

Aberdeen City Council's survey on Equality Outcomes ran from 23rd December 2024 to 3rd February 2025. The consultation was carried out online using the Commonplace as a platform to host the survey.

Paper copies were made available and where requested along with the offer for support to complete the survey and requirement for alternative formats.

The questions were similar questions that were used to develop the current set of outcomes from 2021-2025 and were asked again to measure our progress against the outcomes. New questions were also included to understand what the persistent issues are and what should our focussed priorities be on.

Focus groups were held and open to all members of the public and were advertised as part of the survey and were contacted directly by email and social media.

Breakdown of number of respondents

In total, the consultation received 261 responses. Equality information was collected as part of the survey and included questions on Age, sex, sexual orientation, trans history, ethnicity, religion or belief, marital status, disability and caring responsibilities. These questions were optional so not everyone would have responded to the questions.

The [protected characteristics](#) as defined by the Equality Act 2010 are: Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
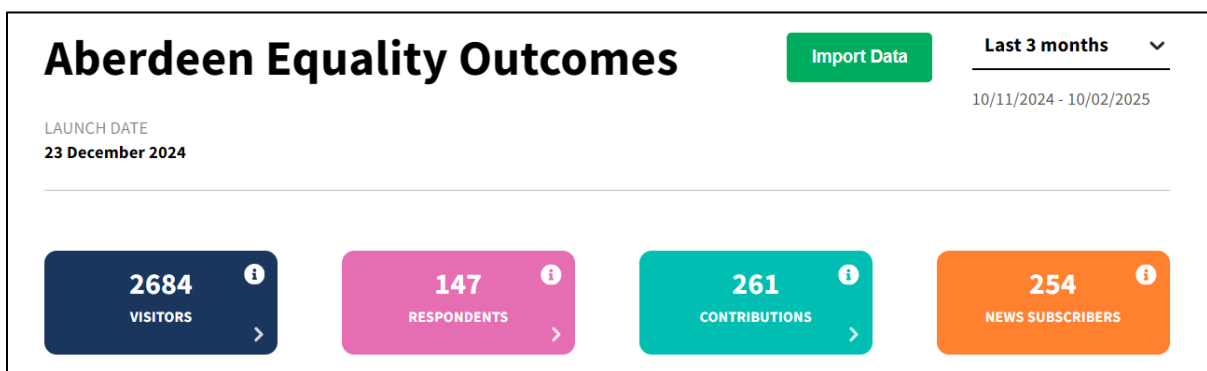
Visitors: The data dashboard from the survey platform showed that the survey had 2684 visitors who would have engaged with the survey – this could be gone through the questions, landed on the main page or took part in the survey.

Respondents: refers to individuals who completed the survey and have a unique email address through their commonplace account.

Contribution: refers to the number of completed surveys.

New subscribers: refers to the number of people who have signed up to receive more information from Commonplace Surveys.

Analysis Methodology

The data from the Common Place dashboard was extracted as a MS Excel file format to be transformed into a PowerBi dashboard. The dashboard has been developed by our colleagues in the Data and Insights team to ensure that information was analysed using guidance and advice.

Similarly, the anonymised data has also been analysed by Grampian Regional Equality Council to ensure that the survey responses have been analysed and verified by independent sources too.

Qualitative Data Analysis

To ensure that the comments were analysed in a meaningful was to understand what the main issues and challenges are being faced by communities, we got guidance from the Data and Insights to team and worked with their adapted Framework Analysis approach.

This Framework Analysis approach is a qualitative research method that provides a structured approach to qualitative analysis and helps to identify patterns, themes and relationships in the data

There are several general steps in a Framework Analysis, including:

1. Familiarisation with the data

2. Coding (identifying themes and sub-themes)

 3. Charting

4. Mapping and interpretation (understanding relationships within and between themes and sub-themes)

5. Reporting

Comments received on each of the options were inputted into Excel. The framework approach was followed, firstly through familiarisation with the data, whereby the Equalities team read all comments received. The remaining Framework analysis steps, coding, charting, mapping and interpretation and reporting, were then applied

By grouping similar types of comments and suggestions, a range of response sub-themes emerged from the comments within each group of options. Once, the sub-themes were identified for each group, these were further refined so the prevalent issues were identified.

How will this data be used ?

The data gathered as part of the survey and engagement sessions has been used to measure our progress against current outcomes from 2021- 2025 and seeking areas of where there is under performance or under representation to develop a new set of outcomes that will help us focus our priorities in 2025- 2029.

For more information about Equality Outcomes, visit Equality Outcomes and Mainstreaming Report | Aberdeen City Council

Demographics of respondents

What is your connection to the area?

Live & Work: 22%

Work in the area (not living there): 5%

Live in the area: 54%

Live & Study or Commute: 7%

Work & have a business: 1%

Blank: 10%

Visit: 1%
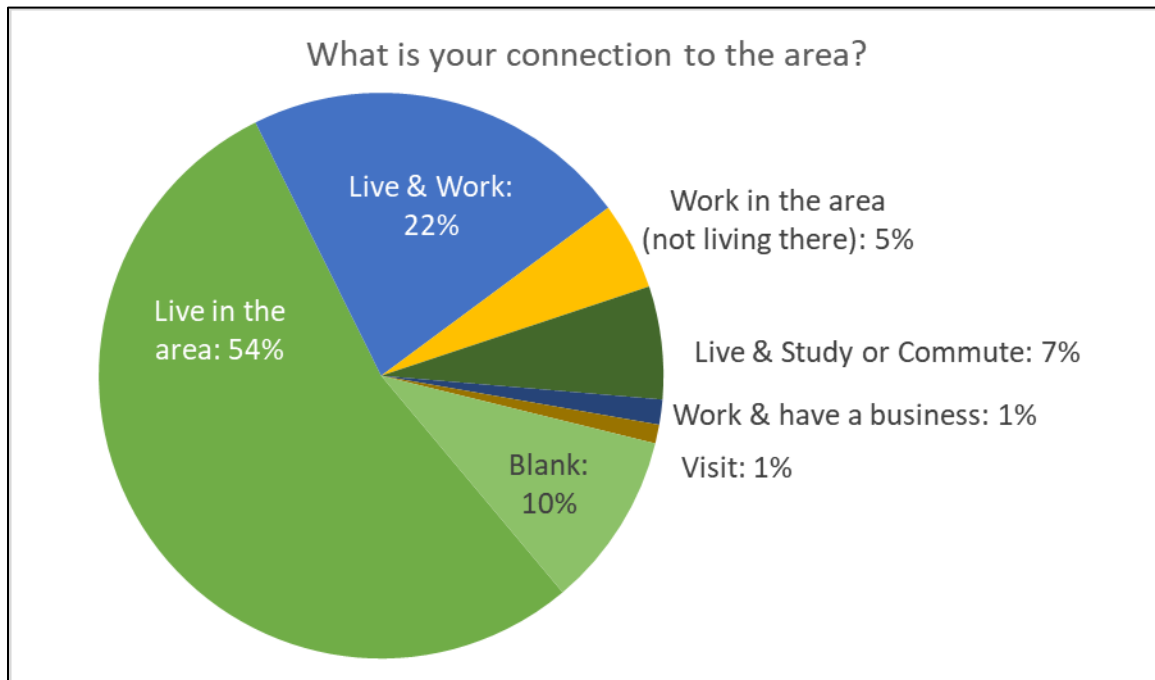
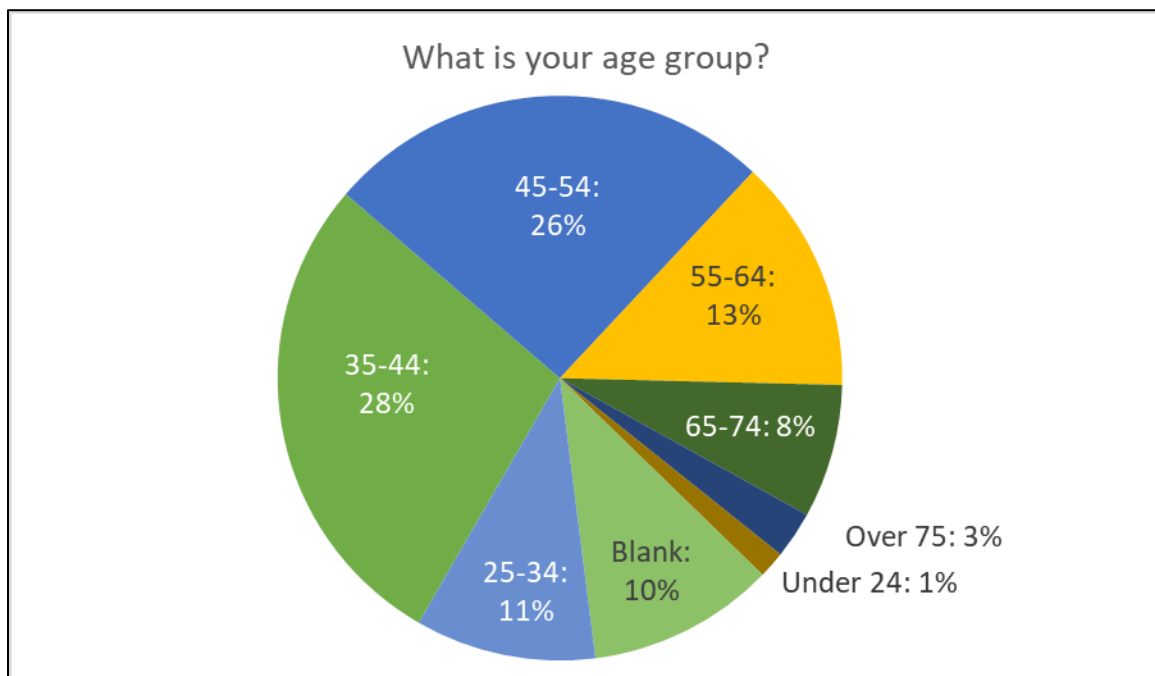- A total of 233 individuals responded to this question, with 315 answers (some respondents selected more than one option). 28 participants left this question blank. More than three-quarters of participants lived in Aberdeen, with almost all either living or working (or both) in Aberdeen.

What is your age group?

45-54: 26%

55-64: 13%

35-44: 28%

65-74: 8%

25-34: 11%

Blank: 10%

Over 75: 3%

Under 24: 1%

- A total of 236 individuals responded to this question.
- Most respondents were aged 35-54.

What is your employment status?
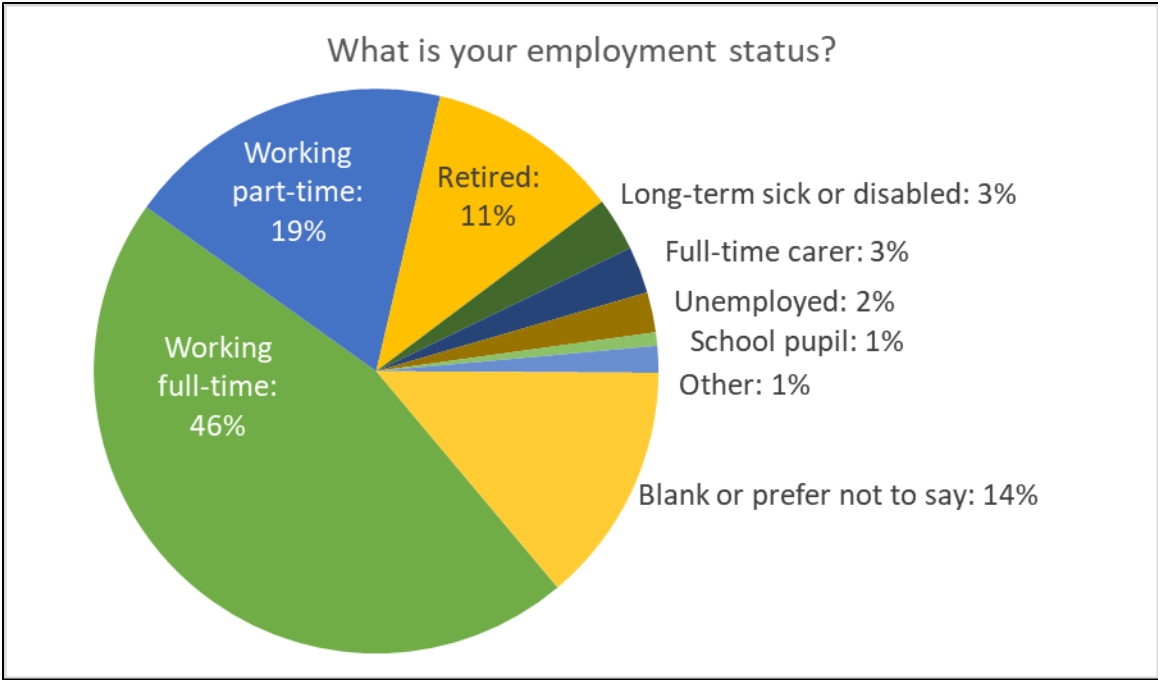
- A total of 232 individuals responded to this question. Unfortunately, participants were not able to choose more than one option. Other included Working and studying; Self-employed; Full-time mum and psychotherapy trainee; disabled and retired.

How do you usually travel in or around the area?
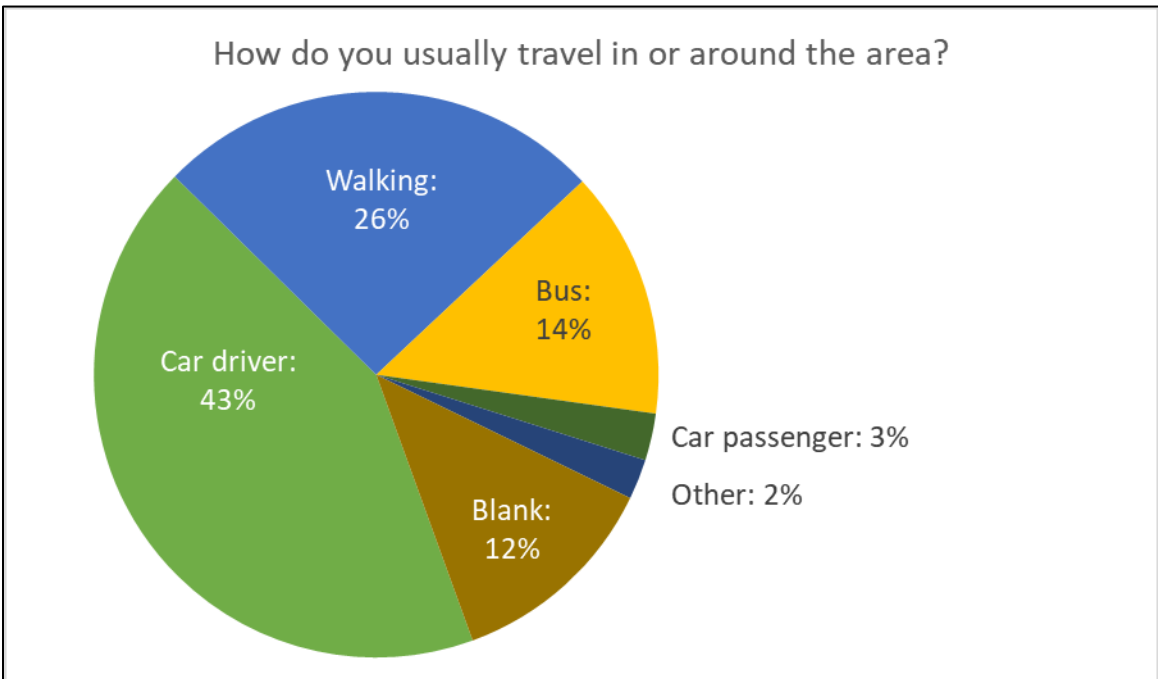
- A total of 229 individuals responded to this question. Unfortunately, it was not possible for people to select more than one option. Walking included 4 people who walk with a pram or pushchair. 'Other' included train and taxi (2 each), and cycling and commercial vehicle (1 each).
- Nearly half of the respondents typically travel by car, 27.5% walk, and 16.2% use the bus.

What is your sex/gender?

- Female sex/gender: 54%
- Male sex/gender: 26%
- Non-Binary: 2%
- Other: 2%
- Blank or prefer not to say: 16%
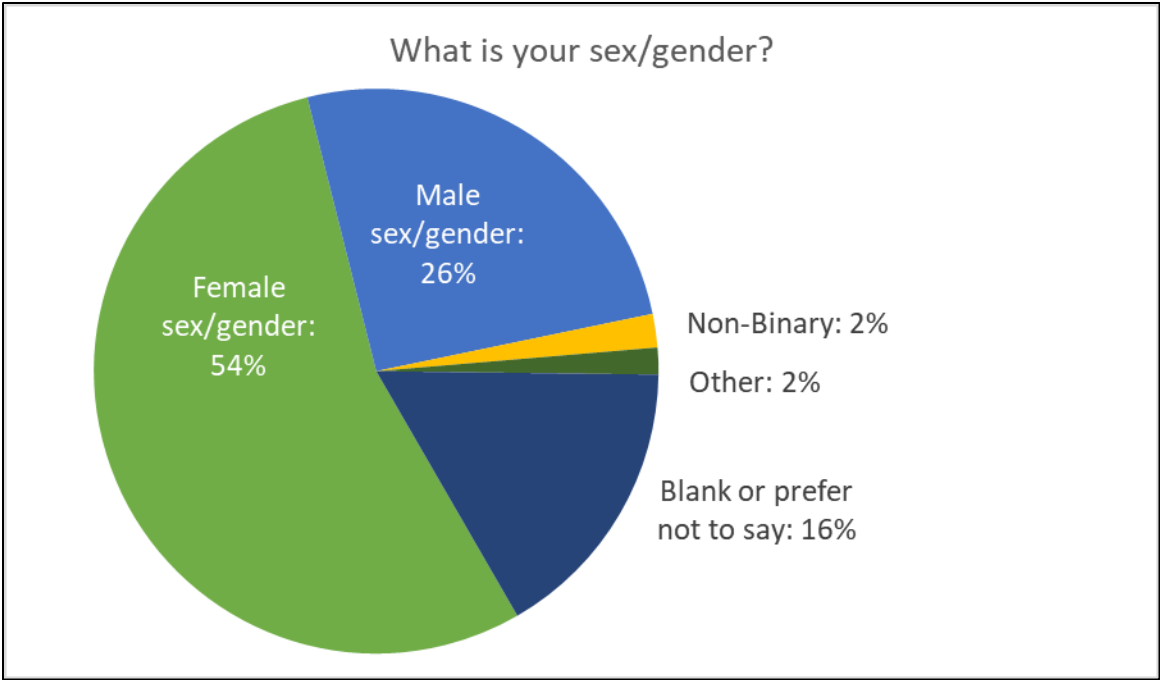
Participants were just over half women (54%) and a quarter man (26%), with 2% non-binary participants and 16% leaving the question blank. Nearly all identified their sex as the same as their gender

Gender: total 26% men, 56% women, 2% non-binary, 16% blank or prefer not to say.

- Sex: 27% male, 54% female, 19% blank or prefer not to say.
- Trans: 77% not trans, 1% trans, 22% blank or prefer not to say.

What is your sexual orientation?

- Heterosexual: 73%
- Bisexual: 6%
- Gay or Lesbian: 2%
- Other: 1%
- Blank or prefer not to say: 18%
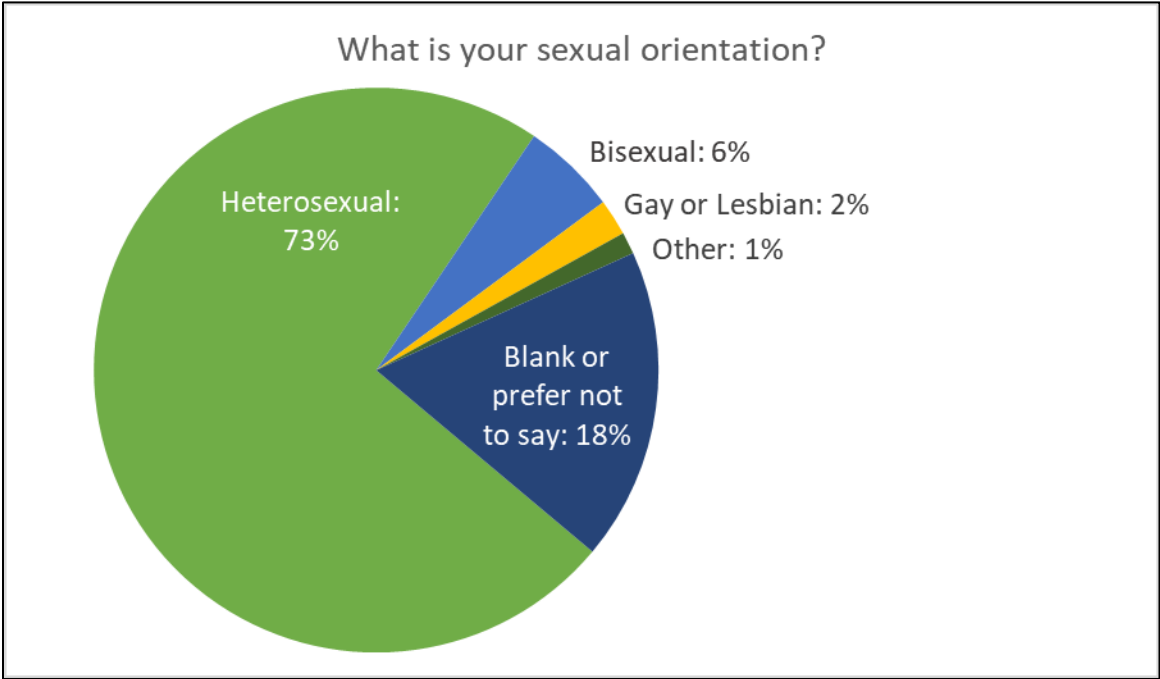
- A total of 225 individuals responded to this question.
- A significant proportion of 78.2% identified as Straight/Heterosexual, followed by 12.4% who preferred not to disclose their sexual orientation, 5.8% identifying as Bisexual, 2.2% as Gay or Lesbian, and 1.3% added something else.

What is your ethnicity?

White Other: 14%

African: 5%

Mixed or multiple: 4%

Asian: 4%

Arab or Other: 1%

White UK: 55%

"Aberdeen:" 9%

Blank or Prefer not to say: 8%
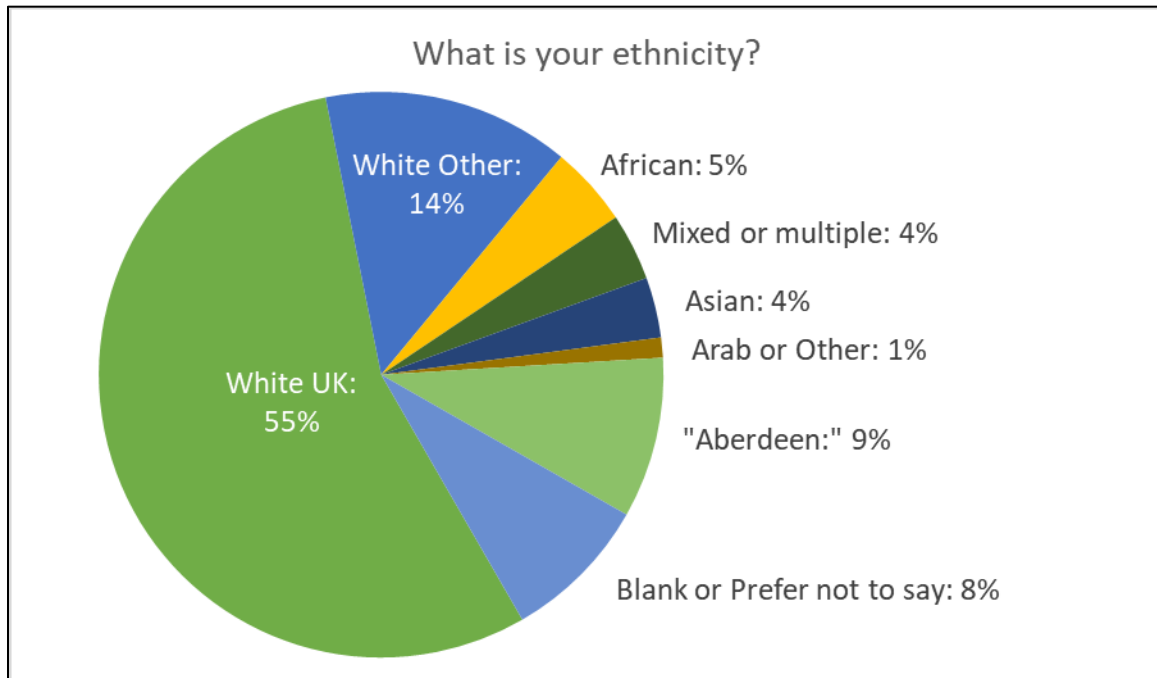
- A total of 223 individuals responded to this question.

9% people wrote-in the answer 'Aberdeen' or 'Aberdeen City' - it is unclear why.

For write-in answers, mixed/multiple included Iranian-French; Hispanic, Latin American, Native South American, Native Caribbean; White Scottish/Black Brazilian; Scottish/Palestinian. White other included Romanian; Lithuanian; Hungarian. We note that there is an increasing need for people to self-identify their ethnicity or nationality.

Overall, 28% of respondents were from an ethnic minority background (e.g. African, Asian, Mixed/Multiple, White other, Arab, or Other).

What religion, religious denomination or body do you belong to?

Other Christian: 13%

Church of Scotland: 10%

Catholic: 6%

Muslim: 3%

Other: 3%

None: 43%

Blank or Prefer not to say: 22%
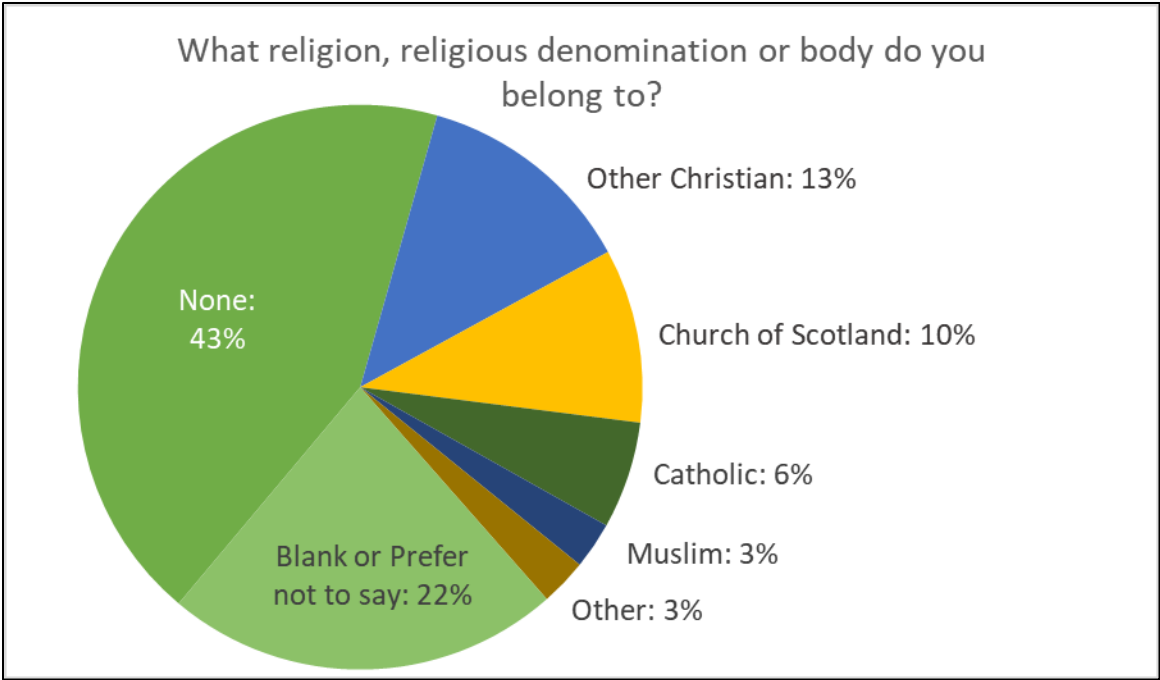
- A total 221individuals responded to this question.
- A slight majority of respondents, 51.1%, identified as having no religion. Additionally, 14.9% identified as other Christian, 11.8% as Church of Scotland, 8.6% preferred not to disclose their religion, and 7.2% identified as Roman Catholic.
- 'Other' includes 2 'Spiritual' and 1 each of Buddhist, Hindu, Pagan, 'Church of Satan,' and one comment expressing biased views.

What is your legal marital status?

Never Married: 21%

Divorced: 9%

Widowed/Widower: 2%

Civil Partnership: 1%

Separated: 1%

Married: 43%

Blank or Prefer not to say: 23%
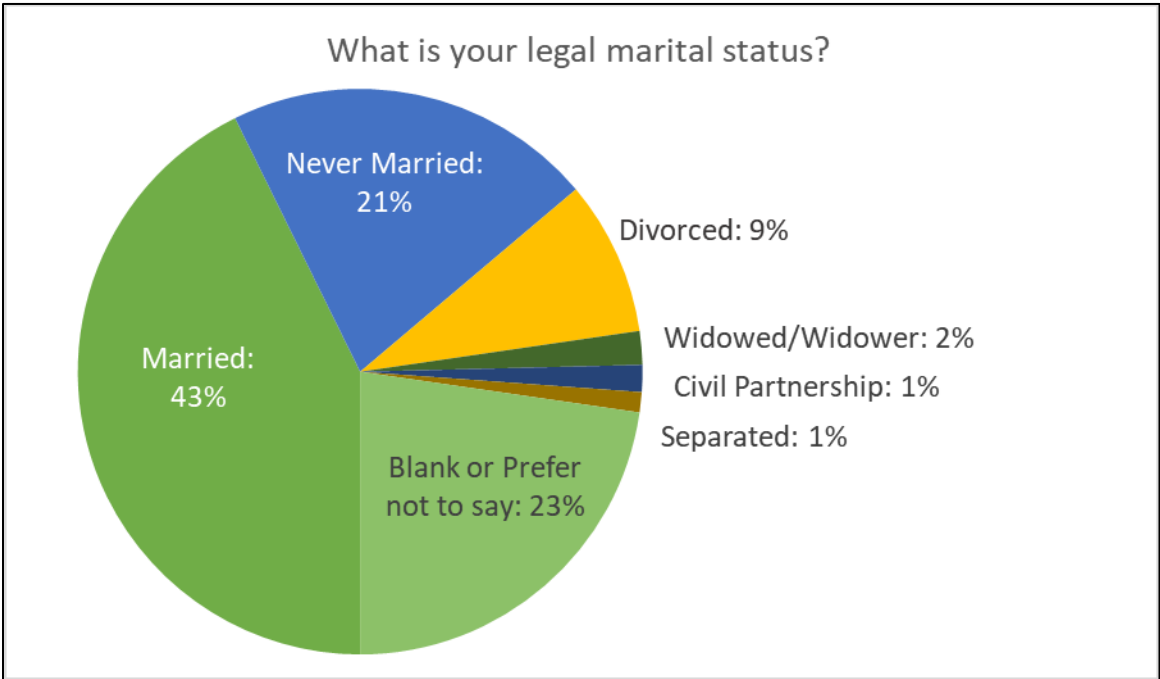
- A total 218 individuals responded to this question.

- 50.9% selected Married, 25.2% never married or never registered in a civil partnership, 10.6% Divorced, 7.8% preferred not to say, and 2.3% Widowed.

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Include problems related to old age?
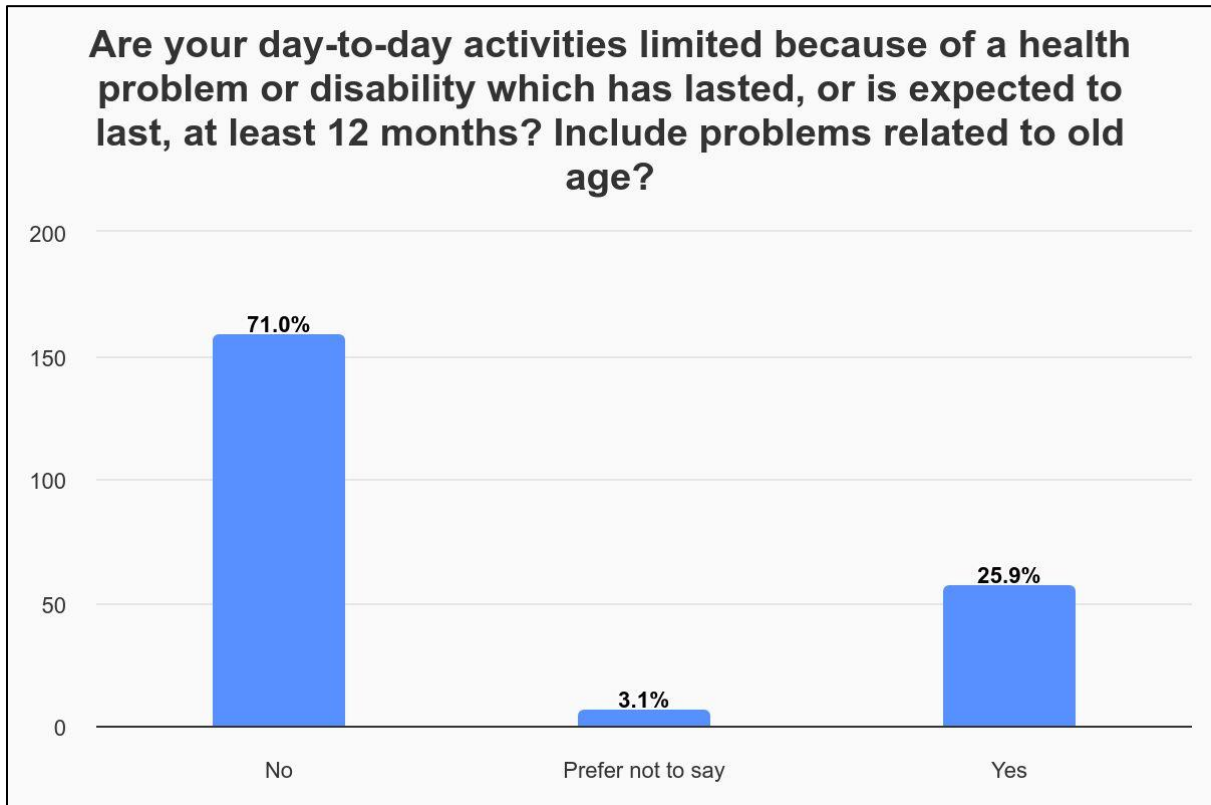
- A total of 224 individuals responded to this question. Interestingly, of the 71% participants who answered 'no,' 17% also listed disabilities in the next question.
- The majority, 71%, reported no limitations in activities due to health problems or disability, while 25.9% reported yes, and 3.1% preferred not to say.

Type of condition or disability (excluding blanks)
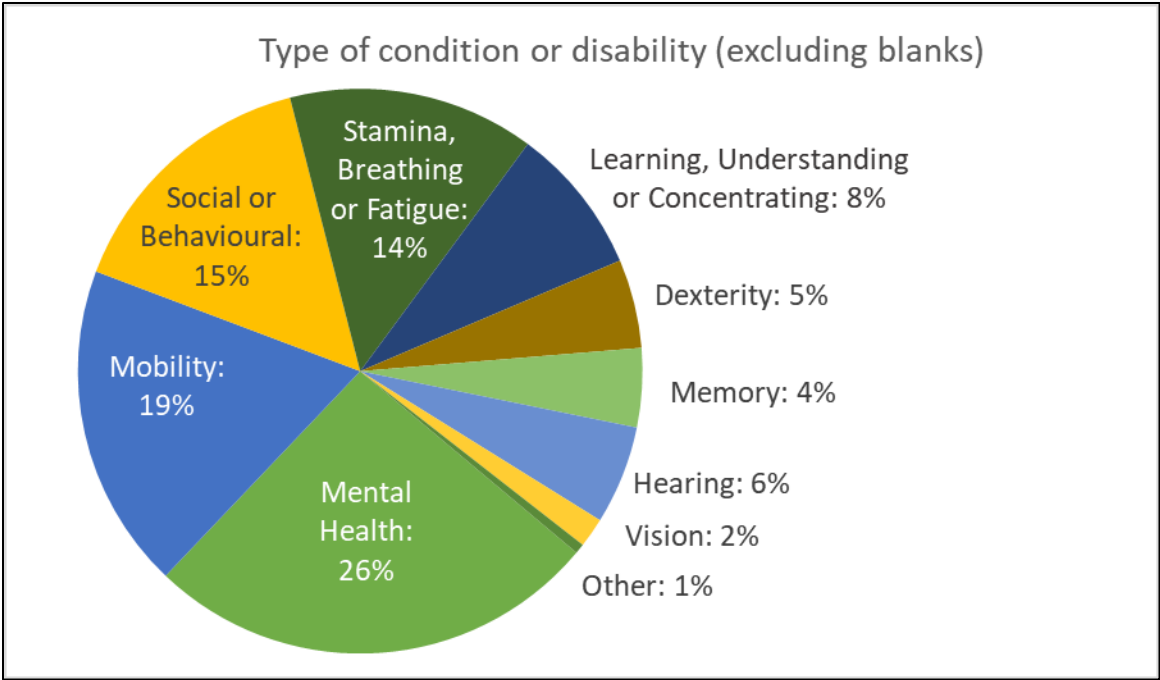
- A total of 94 individuals responded to this question. It is worth noting that half of participants (50%) who indicated a health condition or disability were affected by only one. 23% had two disabilities or health conditions; 17% had three; and 9% had four. This is an often-overlooked element of intersectionality – the intersection of different kinds of disability.

If 'Yes' does your condition or illness/do any of your conditions or illnesses reduce your ability to carry-out day-to-day activities?
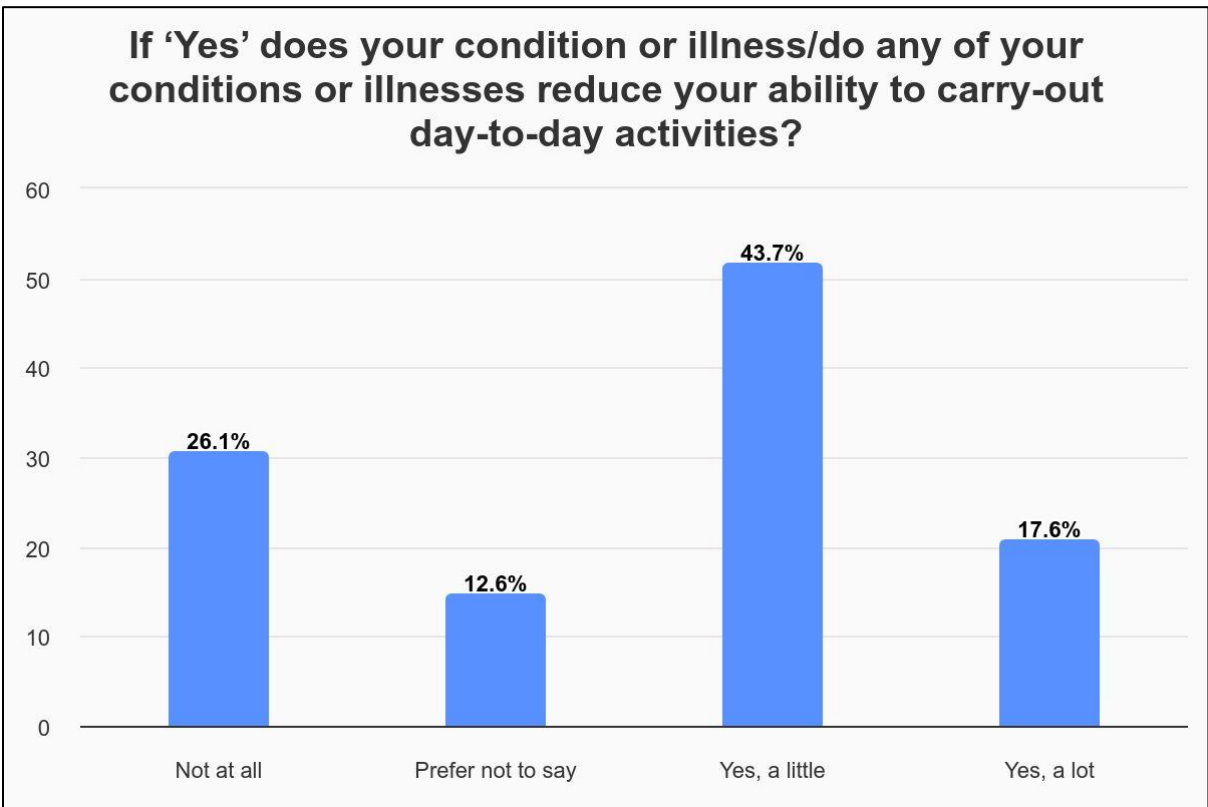
- A total 119 individuals responded to this question.
- 43.7% reported their health/disability affected them slightly day to day, while 26.1% said it did not affect them at all and 17.6% Yes, a lot.

Do you look after, or give any help or support to family members, friends, neighbours or others because of either: long-term physical/ mental ill-health/ disability; or problems related to old age?
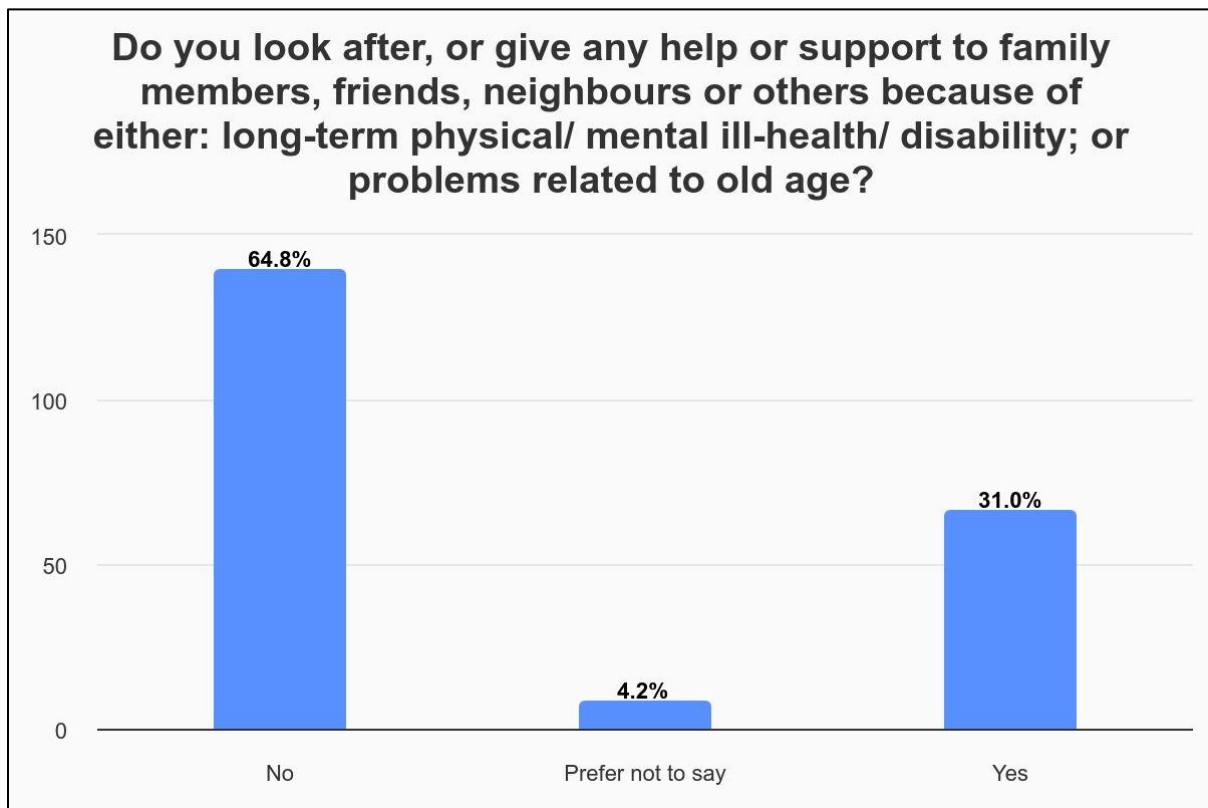
- A total of 216 individuals responded to this question.
- A majority of respondents, 64.8%, indicated that they do not look after or provide support to a family member, friend, or others, while 31% reported that they do provide such support, and 4.2% preferred not to disclose this information.

Survey Responses

Question 1
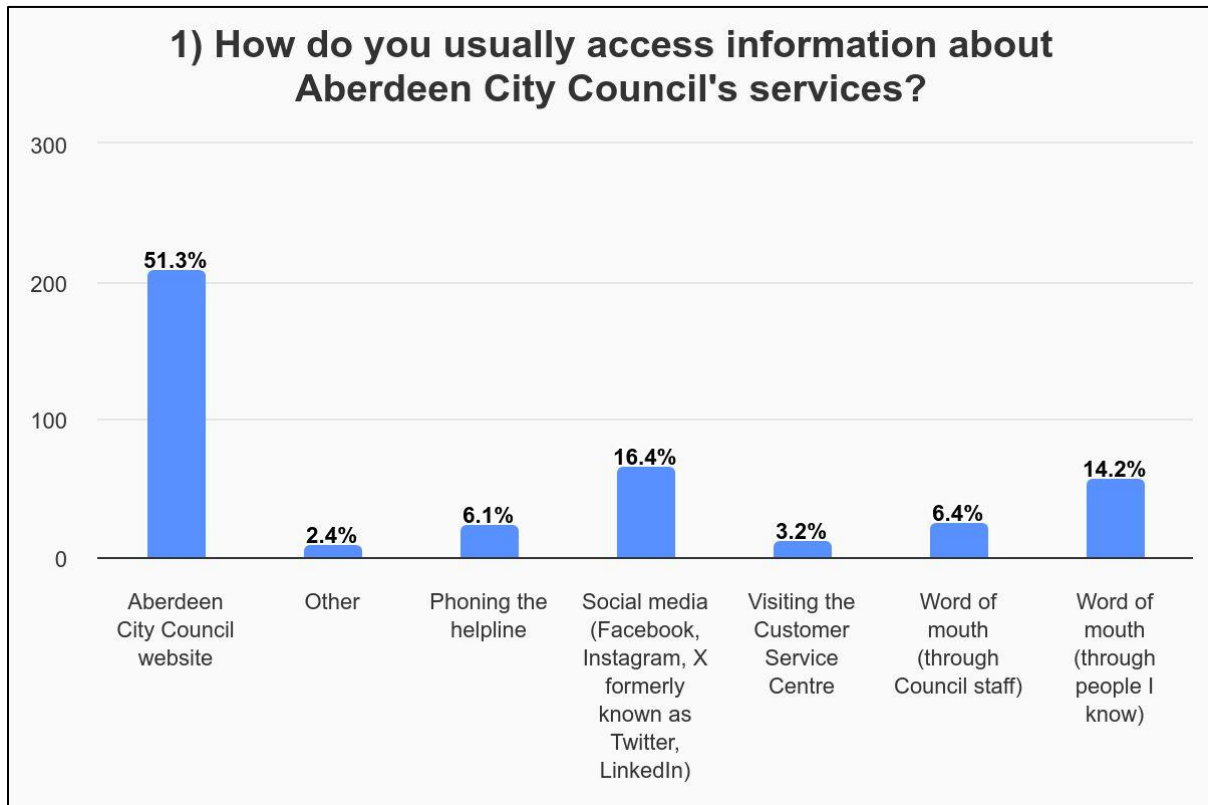
- A total of 409 responses to this question (respondents may have selected more than one option)
- Most respondents (51.3%) used the Aberdeen City Council Website for information, followed by social media (16.4%).

Question 1b)

If there are any other goods and services you have accessed, please add any comments and rate them here?

Key respondents' themes:

- Intranet
- Evening Express Aberdeen
- WhatsApp Channel
- Support for Disabled Individuals
- Workplace Communication
- Phone Communication

Question 2

2) How far do you agree with the following statement:
I can easily access information about goods and services from Aberdeen City Council

- Strongly agree 5.7%
- Strongly disagree 3.5%
- Disagree 16.2%
- Agree 46.5%
- Neutral 28.1%
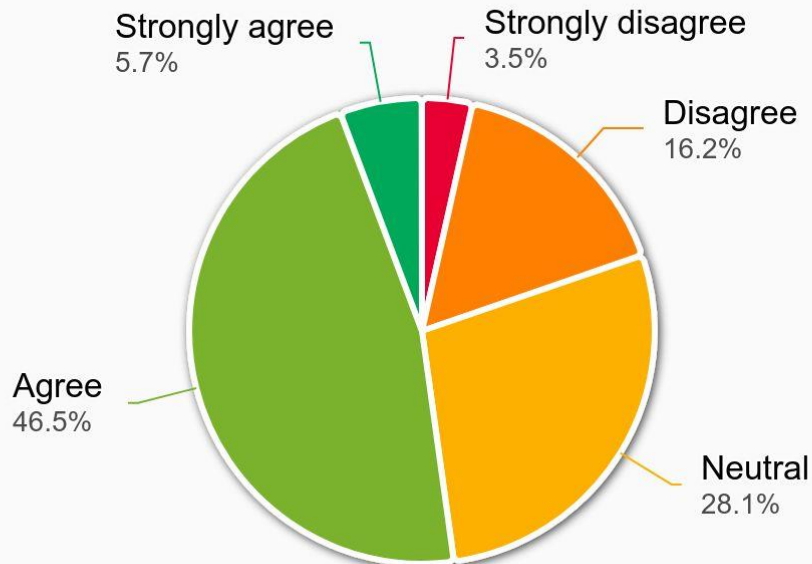
- A total of 228 individuals responded to this question.
- Just over half of the respondents (52.2%) agreed with the statement about easily accessing information on goods and services, while 19.7% disagreed.

Question 3

What problems, if any, have you experienced when looking for information about services from Aberdeen City Council?

The word clouds above were from the most common words and phrases in relation to Aberdeen City Council website and telephone line, respectively.

Key respondents' themes:

Website and communication:

- **Accessibility of Information**: Difficulty in finding information about services like bus passes.
- **Complex Processes**: Complicated procedures for updating personal circumstances.
- **Website Usability**: Lack of awareness about the full range of services available on the council's website.
- **Poor communication** and updates regarding repairs and other services.
- **Complaints Handling**: Lack of seriousness in handling complaints, especially related to school treatment.
- **Inconsistent Support**: Variability in the level of support provided by different council teams.
- **Promotion of Activities**: Family learning activities are not well-promoted, leading to low enrolment.

Services:

- **Delays** in responses to parking penalty appeals.
- **Issues** with services like pavement and drain maintenance, and lack of follow-up on tree enquiries.
- **Weather Preparedness**: Inadequate preparation for adverse weather conditions.
- **Financial Burden**: Challenges faced by low-income individuals in paying fines and accessing registered childcare.

Positive feedback:

- **Housing**: Good support services.
- Positive experiences with accessing bus cards and blue disabled badges.
- **Council Tax and Benefits**: Ease of accessing services like birth registration and council tax reduction.

- **Waste Services**: Positive feedback on waste and recycling services.
- **Library Services**: Libraries are valued for their information and services. Respondents want longer opening hours.

Question 4

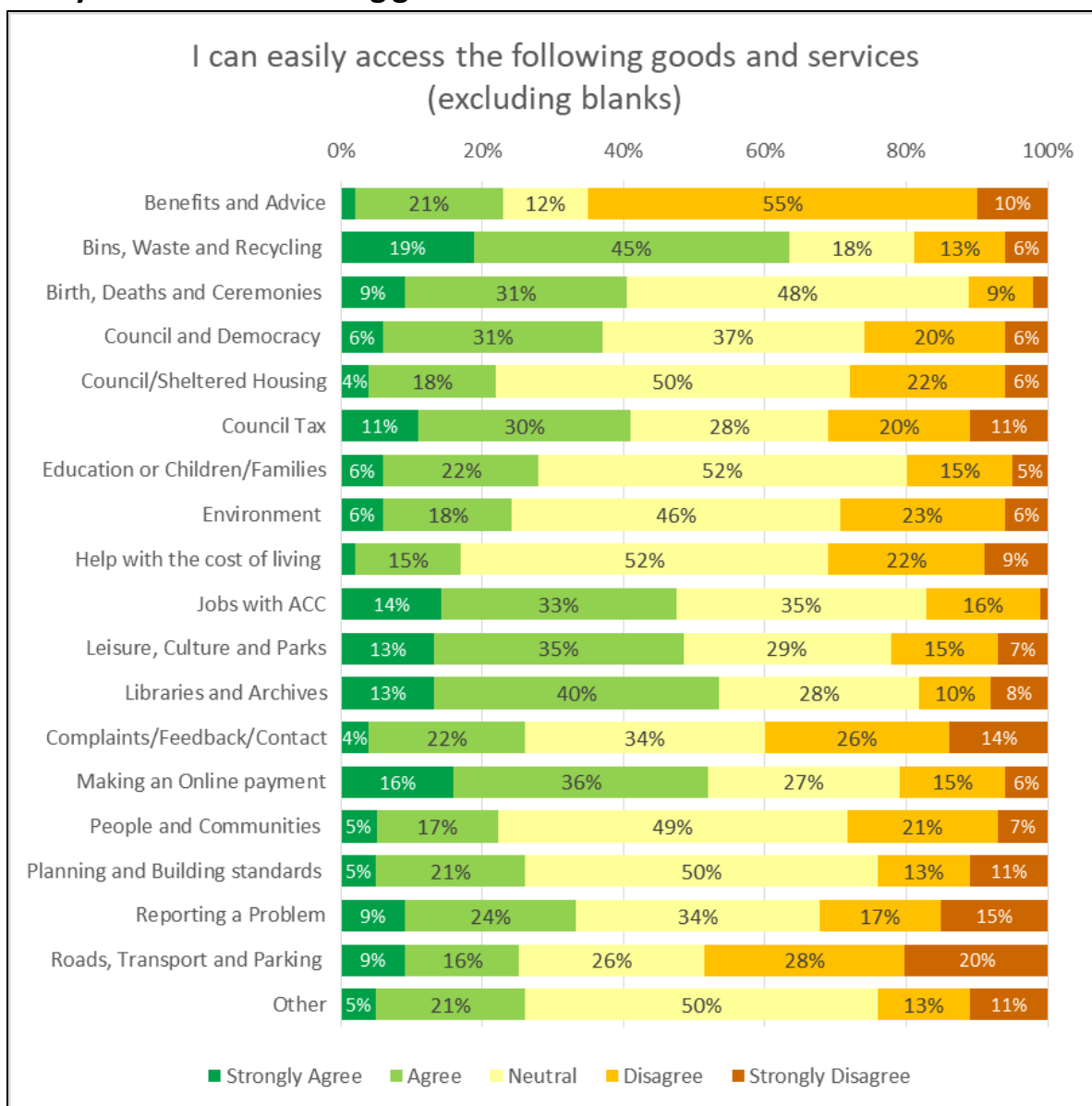**Thinking specifically, about the following services from Aberdeen City Council, how far do you agree with the following statement: "I feel that I can easily access the following goods and services".**

I can easily access the following goods and services (excluding blanks)

Service	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Benefits and Advice		21%	12%	55%	10%
Bins, Waste and Recycling	19%	45%	18%	13%	6%
Birth, Deaths and Ceremonies	9%	31%	48%	9%	
Council and Democracy	6%	31%	37%	20%	6%
Council/Sheltered Housing	4%	18%	50%	22%	6%
Council Tax	11%	30%	28%	20%	11%
Education or Children/Families	6%	22%	52%	15%	5%
Environment	6%	18%	46%	23%	6%
Help with the cost of living		15%	52%	22%	9%
Jobs with ACC	14%	33%	35%	16%	
Leisure, Culture and Parks	13%	35%	29%	15%	7%
Libraries and Archives	13%	40%	28%	10%	8%
Complaints/Feedback/Contact	4%	22%	34%	26%	14%
Making an Online payment	16%	36%	27%	15%	6%
People and Communities	5%	17%	49%	21%	7%
Planning and Building standards	5%	21%	50%	13%	11%
Reporting a Problem	9%	24%	34%	17%	15%
Roads, Transport and Parking	9%	16%	26%	28%	20%
Other	5%	21%	50%	13%	11%

- Figures 2% or lower are excluded from the chart above for readability.

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- 'Bins, Waste and Recycling' had the highest score in accessing services with 64% agreeing or strongly agree with statement, followed by 'Libraries and Archives' with 48% agree or strongly agree.
- 'Benefits and Advice' score the highest number of respondents disagreeing with the statement with 65%, followed by 'Roads, Transport and Parking' with 48%
- Important to note, the majority of respondents skipped this section, and a large proportion selected 'Neutral' for many statements. This may indicate that they have not needed to access these services.

Question 4b)

If there are any other goods and services you have accessed, please add any comments and rate them here?

Key respondents' themes:

- **No 'n/a' option:** several respondents said they did not need to access all the listed services so selected 'neutral
- **Housing**: Good support services.
- **Accessibility of Information**: Difficulty in finding information about services like bus passes.
- **Support Services**: Positive experiences with accessing bus cards and blue disabled badges.
- **Council Tax and Benefits**: Ease of accessing services like birth registration and council tax reduction.
- **Website Usability**: Lack of awareness about the full range of services available on the council's website.
- **Financial Burden**: Challenges faced by low-income individuals in paying fines and accessing registered childcare.
- **Complex Processes**: Complicated procedures for updating personal information and circumstances.

- **Communication Issues**: Poor communication and updates regarding repairs and other services.
- **Library Services**: Libraries are valued for their information and services.
- **Waste Services**: Positive feedback on waste and recycling services.
- **Inconsistent Support**: Variability in the level of support provided by different council teams.
- **Promotion of Activities**: Family learning activities are not well-promoted, leading to low enrolment.
- **Public Services**: Issues with services like pavement and drain maintenance, and lack of follow-up on tree enquiries.
- **Weather Preparedness**: Inadequate preparation for adverse weather conditions.

Question 5

What, if any, problems have you experienced when accessing these services?

Key respondents' themes:

- **Accessibility Issues**: There are several mentions of difficulties in accessing services, especially for elderly and disabled individuals. This includes challenges with online services, long waiting times on the phone, and the need for more accessible information.
- **Communication Issues**: Many people find it hard to navigate the website and get clear information. There are also issues with long waiting times for phone calls and difficulty in getting responses from emails.
- **Public Services Decline**: There is a perceived decline in public services, including issues with road maintenance, library closures, and delays in council services.
- **Safety Concerns**: Safety issues are highlighted, particularly in relation to poor street lighting and the presence of antisocial behaviour.
- **Support for Vulnerable Groups**: There is a need for better support for vulnerable groups, including those with disabilities and low-income families.
- **Community Engagement**: There is a call for more community centres and spaces where people can socialise without spending money.
- **Efficiency of Council Services**: Issues with the efficiency of council services, such as delays in processing applications and lack of follow-up on reported issues.

Question 6

What could be done to remove social and physical barriers and improve access to goods and services at Aberdeen City Council?

Key respondents' themes:

- **Accessibility**: There is a need for better access to pedestrianized areas for individuals with disabilities. Additionally, the council should consider the needs of people from various backgrounds and provide information in multiple languages.
- **Improved Communication**: Enhancing the website and making it more user-friendly is a recurring theme. There is also a call for more responsive feedback mechanisms and better communication means.
- **Support for Vulnerable Groups**: Providing more support for individuals with visual, hearing, or physical impairments. This includes having more office-based staff to handle phone inquiries and reducing the pressure to sign up for online services.

- **Community Engagement**: Increasing funding for the council to reduce staff stress and improve service delivery. There is also a need for more community hubs and third-sector organizations providing support.
- **Feedback and Consultation**: Ensuring that consultations are meaningful and that the council listens to the community's voices. This includes having more people answer the phone and providing options for face-to-face interactions.
- **Infrastructure and Services**: Improving public services, such as reopening libraries, taking care of pavements, and enhancing bus services. There is also a need for better amenities and facilities across the city.

Question 7
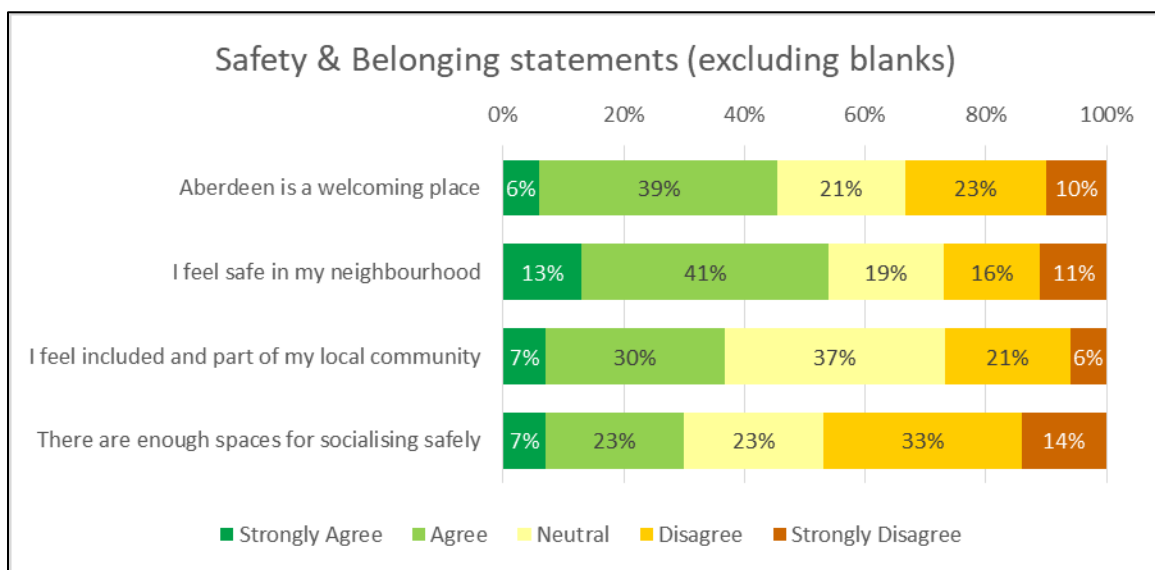
- 145 respondents left this section blank.
- Out of the four statements, 'There are enough spaces for socialising safety' statement scored the least with 47% selecting disagree (38) or strongly disagree (16).
- The statement 'I feel safe in my neighbourhood' received the highest overall agreement score, with 53% selecting agree (47) or strongly agree (15).

Overall, 14% of ethnic minority respondents and 25% of 'white' UK respondents agreed or strongly agreed that Aberdeen is a welcoming place, along with 32% of men and 15% of women. The figures were 11%, 16%, 21% and 12% for disagree or strongly disagree.

14% of ethnic minority respondents and 28% of 'white' UK respondents felt safe in their neighbourhoods, along with 40% of men and 17% of women. The figures for those who felt unsafe were 10%, 14%, 10% and 13%. One non-binary respondent (20%) also indicated they feel unsafe in their neighbourhood.

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11% of ethnic minority respondents and 29% of 'white' UK respondents felt included and part of their local communities, along with 29% of men and 10% of women. The figures for those who disagreed or strongly disagreed with this statement were 8%, 13%, 16% and 10%.

7% of ethnic minority respondents and 16% of 'white' UK respondents felt there are enough spaces for socialising safely, along with 15% of men and 12% of women. The figures for those who disagreed or strongly disagreed with this statement were 17%, 24%, 32% and 17%.

Question 8

Would you like to say anything more about your experience of any of the above statements?

Key respondents' themes:

- **Safe Spaces for Children**: More safe spaces for teenagers in the city centre to learn and be active members of the community.
- **Library Access**: Longer library hours as they provide safe spaces to meet up or socialise.
- **Safety Concerns**: Feeling unsafe in the town centre due to antisocial behaviour and poor lighting.
- **Neighbourhood Amenities**: Lack of neighbourhood amenities to create safe, welcoming, and interesting neighbourhoods.
- **Public Services Decline**: Decline in public services making people feel less safe in their communities.
- **Racist Graffiti**: Problem with racist graffiti in some parts of the city.
- **Street Lighting**: Need for more lighting on streets and in parks, especially near schools.
- **Community Spaces**: Need for more community centres and spaces where people can socialize without spending money.
- **Discrimination**: Immigrants and people of colour often feel unsafe and unwelcome in Aberdeen.
- **Accessibility Issues**: Barriers for people with disabilities, including poor pavement conditions and lack of accessible information.
- **Community Decline**: The sense of community is diminishing, with more people feeling isolated and individualistic.
- **LGBTQ+ Safety**: Members of the LGBTQ+ community do not feel safe, especially when walking alone at night.
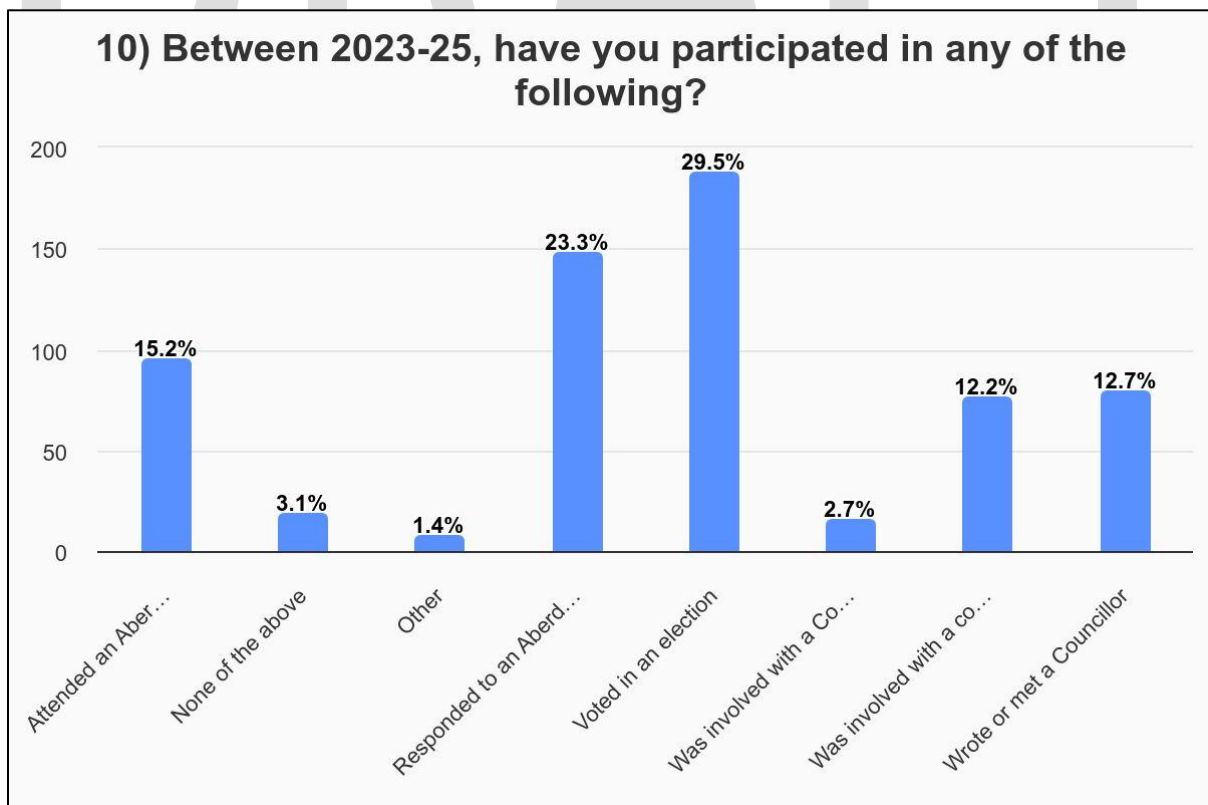
Question 9

What more could be done to improve safety and belonging within your neighbourhood and the city?

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Key respondents' themes:

- **Improved Lighting and Safety**: Better street lighting in busy areas and around parking lots to enhance safety.
- **Support for the Elderly and Disabled**: More contact and support for the elderly and addressing physical barriers for disabled individuals.
- **Community Engagement and Activities**: More local activities and events to encourage community participation.
- **Policing and Safety**: Increased local police presence to address antisocial behaviour and improve safety.
- **Infrastructure and Amenities**: Better amenities such as local swimming pools, tennis courts, and community hubs.
- **Addressing Antisocial Behaviour**: Controlling groups of young people with unacceptable behaviour and addressing issues related to drug addiction.
- **Inclusivity and Equality**: Promoting fair treatment and continued education to foster inclusivity and equality.
- **Youth Engagement**: Providing more activities and spaces for young people to keep them engaged and out of trouble.

Question 10

10) Between 2023-25, have you participated in any of the following?

Community Engagement and Survey Analysis

- Rated the highest with 29.5% of respondents voted in an election, closely followed by 23.3% took part in an Aberdeen City Council Consultation
- Worth noting, 12.7% respondents wrote to a councillor
- The lowest responses were "Other" at 1.4%, "None of the above" at 3.1%, and involvement with a Community Council at 2.7%.

Question 10b)

If you said 'Other' please specify:

Key respondents' themes:

- **Discrimination**: Ensuring that all discrimination is fully eliminated at every level.
- **Economic Prosperity**: Supporting the city to prosper economically and avoiding actions that could harm employment, skilled workers, or goodwill.
- **Healthcare and Education**: Access to healthcare and education is highlighted as a key focus.
- **Community Support**: Emphasizing the importance of charitable giving and support, as well as promoting political awareness.
- **Infrastructure and Services**: Addressing the need for better bus services and facilities such as post offices, banks, and doctors' surgeries in newly built housing areas.
- **Education, Employment, Housing, and Poverty**: These areas are identified as critical themes that need attention.

Question 11

Have you experienced any problems in participating in any of the above?

Key respondents' themes:

- **Lack of Response and Acknowledgment:** There is frustration due to unacknowledged requests and poor communication from officials.
- **Accessibility Issues:** Difficulties accessing locations and services, especially for those in pain or with disabilities.
- **Childcare Challenges:** Insufficient childcare affecting school attendance.
- **Service Eligibility and Information Complexity:** Complicated online processes and eligibility issues for certain services.
- **Consultation and Involvement:** Poor awareness and feedback on consultations, especially regarding infrastructure and library closures.
- **Behavioural Concerns:** Aggressive behaviour among youth and disruptive participants in groups.

- **Safety and Convenience:** Unsafe polling locations and inconvenient timings for school consultations.
- **Inclusivity and Language Barriers:** Lack of translators and safe spaces for disabled individuals. The need for better digital inclusivity.
- **Website Navigation Difficulties:** Difficulty accessing information on local democracy websites.

Question 12
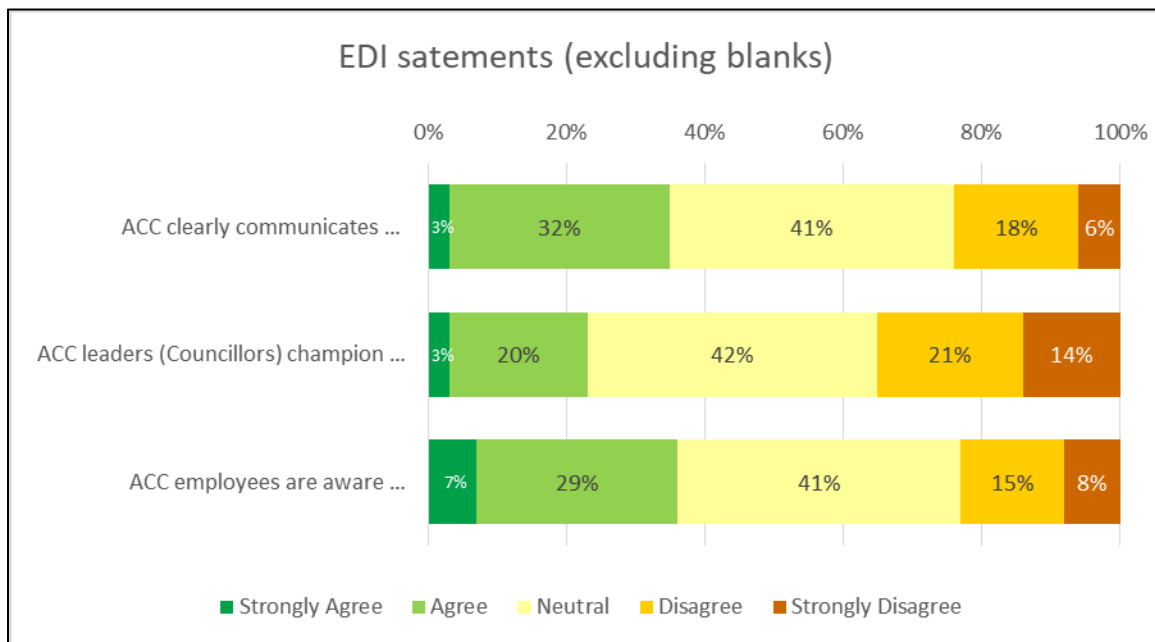
- 35% agreed or strongly agreed that 'Aberdeen City Council clearly communicates its commitment to equality, diversity and inclusion'
- 23% agreed or strongly agreed that 'Aberdeen City Council leaders (Councillors) champion with equality agenda in the city.'
- 36% agreed or strongly agreed that 'Aberdeen City Council employees are aware of and understand the importance of equality, diversity, and inclusion (EDI) issues and initiatives in their work.

Question 13

What council Aberdeen City Council do to improve civic participation and representation of people with protected characteristics?

Key respondents' themes:

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- **Community Engagement**: Foster relationships with diverse groups, encourage public involvement, and listen to feedback. Educate younger audiences and organise community events.
- **Accessibility and Inclusion**: Use accessible language, consider ease of access, improve transport options, and ensure equality in public spaces and services.
- **Support and Representation**: Provide support for marginalised groups, recognise non-visible disabilities, and invite speakers from diverse backgrounds.
- **Equality and Fairness**: Maintain fairness in initiatives, avoid tokenism, and promote merit-based appointments.
- **Communication and Visibility**: Simplify communication, advertise processes and events, and engage directly with communities.
- **Training and Education**: Train staff on respect and compassion, provide BSL and Deaf awareness training, and include EDI in daily practices.
- **Economic and Environmental Improvements**: Improve economic conditions, employment opportunities, and transportation affordability; regenerate city centre.

Question 14

What do you think could be done to create a more inclusive and equitable community where all individuals have access to the information, goods, and services they need to succeed?

Key respondents' themes:

- **Advocacy for Affordable Healthcare**: Emphasizing the need for accessible healthcare, including mental health support, through community health clinics and preventative care initiatives
- **Social and Cultural Engagement**: Fostering relationships and trust to improve access to services.
- **Environmental Concerns**: Addressing disparities in environmental quality between wealthy and poorer areas, such as clean air and green spaces.
- **Accessibility and Inclusivity**: Improving access to services for those who are not computer literate, ensuring lawful information regarding the Equality Act, and providing information in multiple languages.
- **Community Involvement**: Encouraging the inclusion of individuals with lived experiences in decision-making processes and increasing outreach to vulnerable communities.
- **Public Services and Infrastructure**: Enhancing public services, such as better bus routes, improved online information sharing, and maintaining community centres and libraries.
- **Economic Support**: Supporting those struggling financially through measures like cheaper bus fares and equitable distribution of resources.
- **Digital Inclusion**: Promoting digital skills and ensuring that online services are accessible to all, including those with disabilities.

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- **Community Awareness**: Increasing awareness of available services through social media, newsletters, and community events.

Question 15

What do you think could improve representation and participation?

Key respondents' themes:

- **Inclusive Policy-Making**: Governments and organisations should actively involve underrepresented groups in decision-making through consultations, advisory panels, and participatory budgeting. It's important to ensure that this involvement is merit-based and not tokenistic to avoid undervaluing participants.
- **Effective Communication**: It's crucial to go where people are, such as mosques and churches, and communicate clearly and plainly. Council consultation documents should be concise and free of jargon to encourage participation.
- **Accessibility**: There should be more disabled access and better public transport to attend meetings. Additionally, surveys should be posted to individuals over the age of 65 rather than emailed.
- **Representation and Trust**: Councillors should act in the interests of citizens rather than parties. Improved trust in the council would lead to more public participation. It's also important to ensure that every ethnic group or community is represented in committees and agencies.
- **Community Engagement**: More engagement with community organizations is needed to understand specific issues and address them effectively. This includes reaching out to non-council entities and advertising diverse populations.
- **Education and Awareness**: Educating people and promoting participation through social events, targeted approaches, and digital inclusion can help create a more inclusive society.
- **Feedback Mechanisms**: Establishing channels for ongoing feedback from community members, particularly marginalized groups, and supporting these groups to foster connection and empowerment.
- **Barriers to Participation**: Addressing barriers such as financial constraints, accessibility issues, and the need for more part-time jobs that fit around school hours can help increase participation.

Question 16

What do you think could be done to improve access and confidence to use digital technologies?

Key respondents' themes:

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- **Affordable Internet**: Ensuring broadband and mobile internet are affordable and widely available, especially in rural and low-income areas.

- **Public Wi-Fi and Digital Hubs**: Providing free Wi-Fi in public spaces such as libraries, community centres, and transport hubs.

- **Digital Skills Training and Online Safety Education**: Teaching users about cybersecurity, scam awareness, and safe online behaviour.

- **User-Friendly Government Services**: Simplifying digital public services, making them easy to navigate and available in multiple formats.

- **Support for Elderly Users**: Offering simplified interfaces, step-by-step guides, and telephone support for older individuals.

- **Digital Safety Courses**: Providing access to workshops for those unfamiliar with technology or lacking confidence.

- **Community Engagement**: Using empty spaces for walk-in tech clinics to help those without libraries or skills to navigate technology.

- **Library Access**: Reopening libraries or providing computer access in community centres.

- **Digital Inclusion Support**: Offering more support for those who find digital technologies hard to learn or use.

- **Free Training**: Providing free training for analogue people to help them transition to digital.

Question 17

What do you think could be done to improve the education experience in Aberdeen?

Key respondents' themes:

- **Tailored Support Services**: Providing mentorship programs, counselling, and academic assistance to help marginalized students overcome challenges and succeed academically.

- **Social and Cultural Engagement**: Increasing social and cultural engagement opportunities for students.

- **Equal Opportunities**: Ensuring that children from diverse areas have the same opportunities as those from wealthier areas, and that schools are equally good and supportive regardless of background.

- **Parental Involvement**: Listening to parents more and ensuring that headteachers consider parents' input.

- **Discipline and Extracurricular Activities**: Enforcing discipline, offering more extracurricular learning opportunities, and providing youth clubs and practical learning opportunities.

- **Inclusive Education**: Avoiding controversial topics in primary schools and ensuring that education is inclusive of all learning types, religions, and sexualities.

- **Support for Neurodivergent Students**: Providing more support for neurodivergent students and ensuring that schools are inclusive and supportive of all students.

- **Improving School Facilities**: Opening public libraries on Sundays, providing more green spaces and play equipment for inner-city primary schools, and ensuring that schools are cleaner and better maintained.

- **Teacher Support**: Increasing the number of teachers and support assistants, providing more training for staff, and ensuring fair allocation of teaching staff across schools.

- **Addressing Barriers to Education**: Addressing financial constraints, accessibility issues, and the need for more part-time jobs that fit around school hours to increase participation.
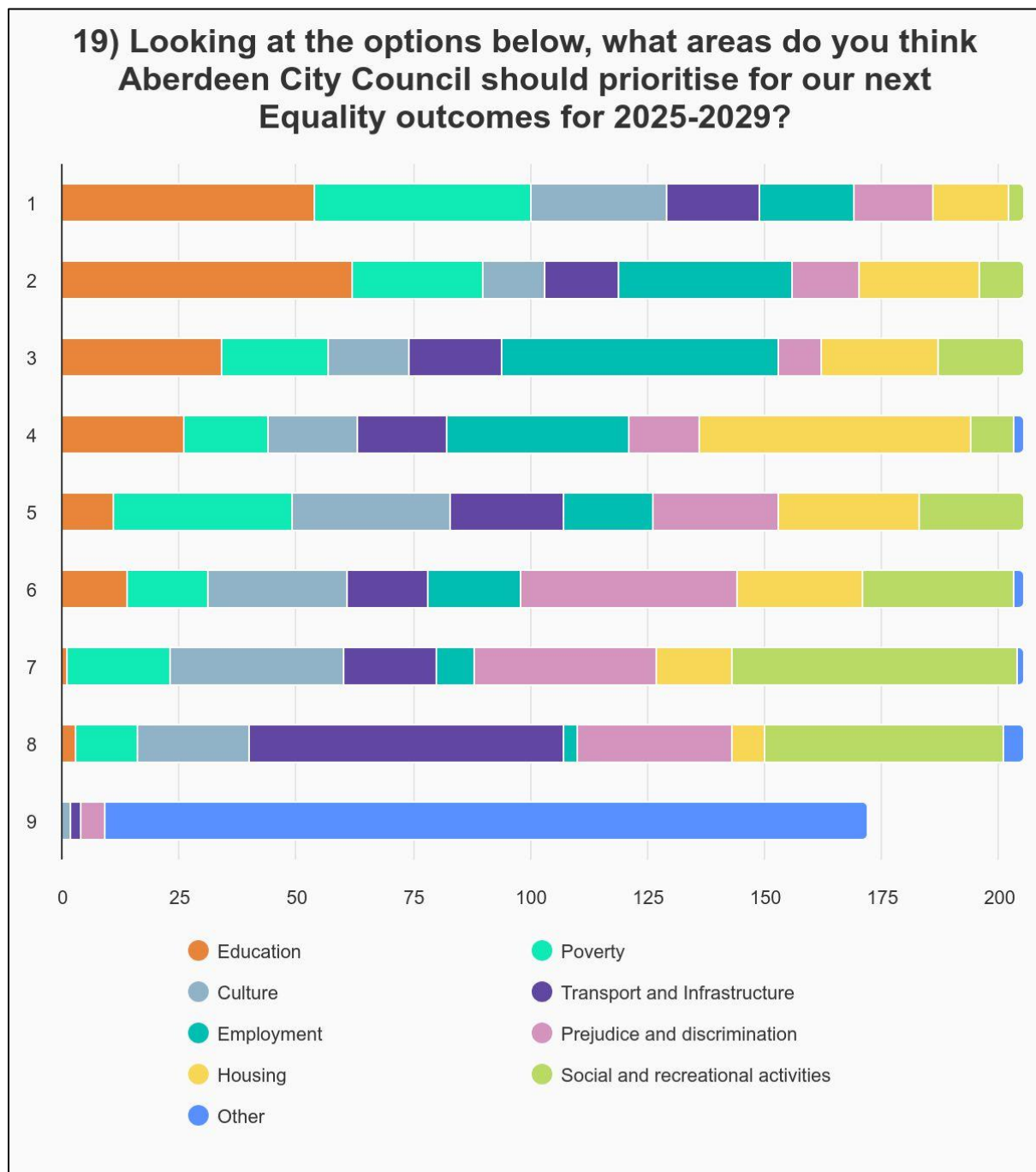
Question 18

What do you think could be done to improve employment opportunities in Aberdeen for groups of people?

Key respondents' themes:

- **Targeted Training Initiatives**: Creating training programs that address skill gaps in the local job market, focusing on underrepresented groups such as the long-term unemployed, young people, and those from economically disadvantaged backgrounds. This includes partnerships between local colleges, universities, and businesses to offer apprenticeships, internships, and vocational training.
- **Confidence and Integration**: Encouraging social and cultural activities that foster integration and help people gain the confidence to approach employability learning needs and opportunities.
- **Support for Diverse Backgrounds**: Addressing challenges faced by people from diverse backgrounds, such as lack of UK work experience, the need to convert qualifications, and language barriers. Providing support for those for whom English is not a first language.
- **Local Employment**: Promoting local employment contracts rather than outsourcing to other cities.
- **Fair Pay**: Ensuring better pay for basic jobs in Aberdeen, especially outside the oil sector, to encourage people to work.
- **Support for Local Businesses**: Working collaboratively with local businesses rather than creating initiatives that may harm them.

- **Inclusive Employment Practices**: Implementing open-minded and inclusive hiring practices and providing supportive services for those hired.
- **Addressing Discrimination**: Making it easier to report discrimination at work and ensuring there are protections for those who report it.
- **Early Employment for Young People**: Encouraging young people to get into employment early to prevent long-term unemployment and increase mental health among young people.
- **Support for Over 50s**: Addressing prejudice against over 50s in the interview and screening processes and ensuring fair opportunities for this age group.
- **Investment in Culture and Art**: Investing in culture and art to help regenerate areas and support young people in starting local businesses.
- **Support for Working Mothers**: Creating more employment options for working mothers, including school-hour jobs that balance taking care of children and contributing to the economy.
- **Recognition of Foreign Qualifications**: Ensuring that qualifications from foreign countries are recognized in the UK to help highly qualified individuals find suitable employment.
- **Unconscious Bias Education**: Educating employers about unconscious bias and creating a sense of belonging for employees.
- **Support for Ambitious Under-Represented Groups**: Providing more support, funding, and groups to help the ambitions and career development of under-represented groups.

Question 19

19) Looking at the options below, what areas do you think Aberdeen City Council should prioritise for our next Equality outcomes for 2025-2029?

Legend:
- Education
- Poverty
- Culture
- Transport and Infrastructure
- Employment
- Prejudice and discrimination
- Housing
- Social and recreational activities
- Other

Category	Culture	Education	Employment	Housing	Poverty	Prejudice and discrimination	Social and recreational activities	Transport and Infrastructure	Other
1	24	43	14	12	31	9	3	16	
2	8	43	29	18	23	10	8	13	
3	12	24	47	20	20	7	9	13	
4	13	19	24	42	13	14	7	18	2
5	24	9	15	20	29	19	20	16	
6	25	11	17	21	5	34	27	11	1
7	26	1	4	13	19	28	45	16	
8	19	2	2	6	12	28	33	47	3
9	1					3		2	113

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- Education received high scores in priority 1 (26.3%) and priority 2 order (30.2%)
- Poverty second highest, priority 1 (22.4%) and priority 2 (13.7%)
- Transport and Infrastructure ranked the lowest, with priority 8 receiving 32.7%
- It is worth noting that the method of capturing information by ranking options through clicks or scrolling in order of priority may have influenced the results, as the final outcomes closely resemble the original order of presentation in the question.

Question 10b)

Responses under 'other' included:

Key respondents' themes:

- **Discrimination**: Ensuring that all discrimination is fully eliminated at every level.
- **Economic Prosperity**: Supporting the city to prosper economically and avoiding actions that could harm employment, skilled workers, or goodwill.
- **Healthcare and Education**: Access to healthcare and education is highlighted as a key focus.
- **Community Support**: Emphasising the importance of charitable giving and support, as well as promoting political awareness.
- **Infrastructure and Services**: Addressing the need for better bus services and facilities such as post offices, banks, and doctors' surgeries in newly built housing areas.
- **Education, Employment, Housing, and Poverty**: These areas are identified as critical themes that need attention.

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Consultation and Engagement Summary

Equality Outcomes Online Survey

For a period of six weeks (from 23rd December 2024 to midnight on 3rd February 2025), Aberdeen City Council launched the Equality Outcomes Survey. The consultation was available online through Commonplace software. Alternative survey formats were provided as well as the offer for digital assistance.

Community groups and key partners were asked to complete and distribute the consultation via their own channels and networks.

Survey Responses

The number of individual responses received for each section of the consultation were: 261

Finding the information can be complicated by going to different places then finding it in a relatively unknown place.

Community Engagement

The survey and engagement sessions were distributed through the Equality mailing list and shared with local third sector organisations including the Tenant and Resident Participation and Equality Participant Network. To reach a broader audience, local partners such as Grampian Regional Equality Council distributed the online survey and information about the engagement session through their contact lists and social media platforms.

In addition to addressing digital barriers by offering digital assistance, Silver City Surfers were contacted to help support participants to complete the survey and emphasise the importance of collecting feedback from their service users regarding access to information and services.

Furthermore, individuals and organisations were encouraged to reach out via email to the Equalities Team to support accessibility requirements, such as variations in survey format or alternative methods of capturing feedback. On the basis of those email responses and feedback, bespoke engagement approaches were delivered such as one to one phone calls.

Language Cafe

Community outreach included consultations with underrepresented groups. Aberdeen City Council held a session at the Language Café, focusing on access to information, services and

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goods. The session aimed to gather insights from individuals with diverse ethnic backgrounds, including migrants, asylum seekers, and Ukrainian Displaced Persons.

English language is very difficult, social media is easier for me because I can see video clips and can understand better

Youth Engagement

Aberdeen Youth Movement created a youth focus group to assist in capturing the views of students aged 12-25 years of age. The Young Ambassadors group also participated in a bespoke engagement session to target young people 10-16 years of age and encourage them to share their views.

Pop Up Session at Bon Accord Shopping Centre

Council representative attended a 'Pop Up Session' at the Vaccination Centre in the Bon Accord Shopping Centre. They offered digital assistance for completing the online survey and distribute flyers containing a QR code that provides access to the survey.   The target audience included older individuals and those with disabilities or medical conditions.

Depending on the venue access for disabled people can be an issue and a consideration as to whether or not you can attend the event or not.

Events stalls

Equalities Officers hosted a stall at two events, the Black History Month Event and the Health and Social Care Partnership conference to capture various feedback around the Equality Outcomes. This enabled them to engage with representatives from with third sector organisations, private and public sectors as well as residents of Aberdeen City.

One-to-One Phone Call

It was encouraged to reach out to the Equality and Diversity Team if respondents required further assistance to complete the survey or if they require a different method of capturing their feedback. A one-to-one phone call with an individual who was unable to attend any of the engagement sessions was arranged with an officer at a convenient time for the individual.

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Neurodiverse and Disability Focus Group

To engage with individuals in the disability community, including those who identify as neurodiverse, or have cognitive, or physical disabilities, a bespoke session held an in person focus group to support accessibility needs. These sessions, conducted with Aurora Consultation, which specialises in neurodiversity, will include reasonable adjustments such as user access and visual guide, sensory toys, and reduced lighting.

Campaign to break the stigma. Many people with invisible "disabilities" don't want to come forward because of the negative impact it has on the from a social and career perspective.

Face to Face Community Engagement Sessions

A public engagement session was organised, allowing participants to attend in person and discuss the Equality Outcomes in a focus group setting. The session was held at Marischal College and coordinated with Grampian Regional Equality Council, who delivered the session and promoted with their organisations and within Aberdeen's communities. These engagement sessions included council representatives from the Equalities Team as well as members from key equality community groups such as Aberdeen Action on Disability and Deafblind Scotland. In addition to the Health and Social Care Partnership and Aberdeen City residents. The attendees represented various backgrounds, and they shared a wide range of views, experiences, and insights. Two engagement sessions were conducted, offering participants different time options.

Create events in the city that promote other cultures and allow these local population to know and understand them better and this way be better inclusive

Engagement

- In person session at Marschal College: Session one – 11 attendees, Session two – 4 attendees
- GREC Language Cafe: 35-40 participants
- Pop up sessions at Bon Accord Shopping Centre, Vaccination Centre: 19 people spoken with, 5 provided digital assistance to complete the survey
- Young Ambassadors: 12 young people aged 10-16 years old

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- Aberdeen Youth Movement: 11 youth aged 12-25 years old
- Silver City Surfers: unknown
- Disability friendly in person event: 3
- Phone call: 1
- Stalls at events: estimate 20
- One to one session with community representatives
- Session at 4Pillars: 8

Social Media Campaigns

Aberdeen City Council launched a social media campaign to help ensure we reach as many people as possible. This increased inclusion for those who prefer to get their information from legitimate platforms or on social media. During the course of the consultation period, ACC's social media accounts released 4 posts with 22 shares which attracted an engagement rate 1.13%, (an engagement rate of 1% to 5% is generally accepted to be good), reaching a total of 16.2k people.

Aberdeen City Council used the following platforms that people used to find out more and engage with the consultation process:

Facebook: https://www.facebook.com/AberdeenCC

Twitter / X: https://twitter.com/AberdeenCC

Instagram: https://www.instagram.com/aberdeen_cc/

LinkedIn: https://www.linkedin.com/company/aberdeencc/

The Outcomes Equality survey and engagement sessions were publicised in newspapers other commercial opportunities, printed information on posters, word of mouth, email campaigns and the Aberdeen City Council website.

Staff Engagement

Aberdeen City Council used its internal networks to promote the Equality Outcomes consultation, encouraging staff to participate as Aberdeen City residents who use local services. The promotion was shared on the Intranet and through a post on Viva Engage.

- Intranet post – 351 numbers of views
- Viva post in Equality, Diversity and Inclusion feeds – 162 numbers of views
- Viva post in All Company – 4783 number of views

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