

The City Garden Project Chamber Member Opinion Poll Survey One - Results

We invited members to share their views and voting intentions regarding the City Garden Project Referendum. The poll was open to Chamber members in both the city and shire, and was to gather AGCC member opinion only – the findings are not eligible for, and will not be included in, the official referendum.

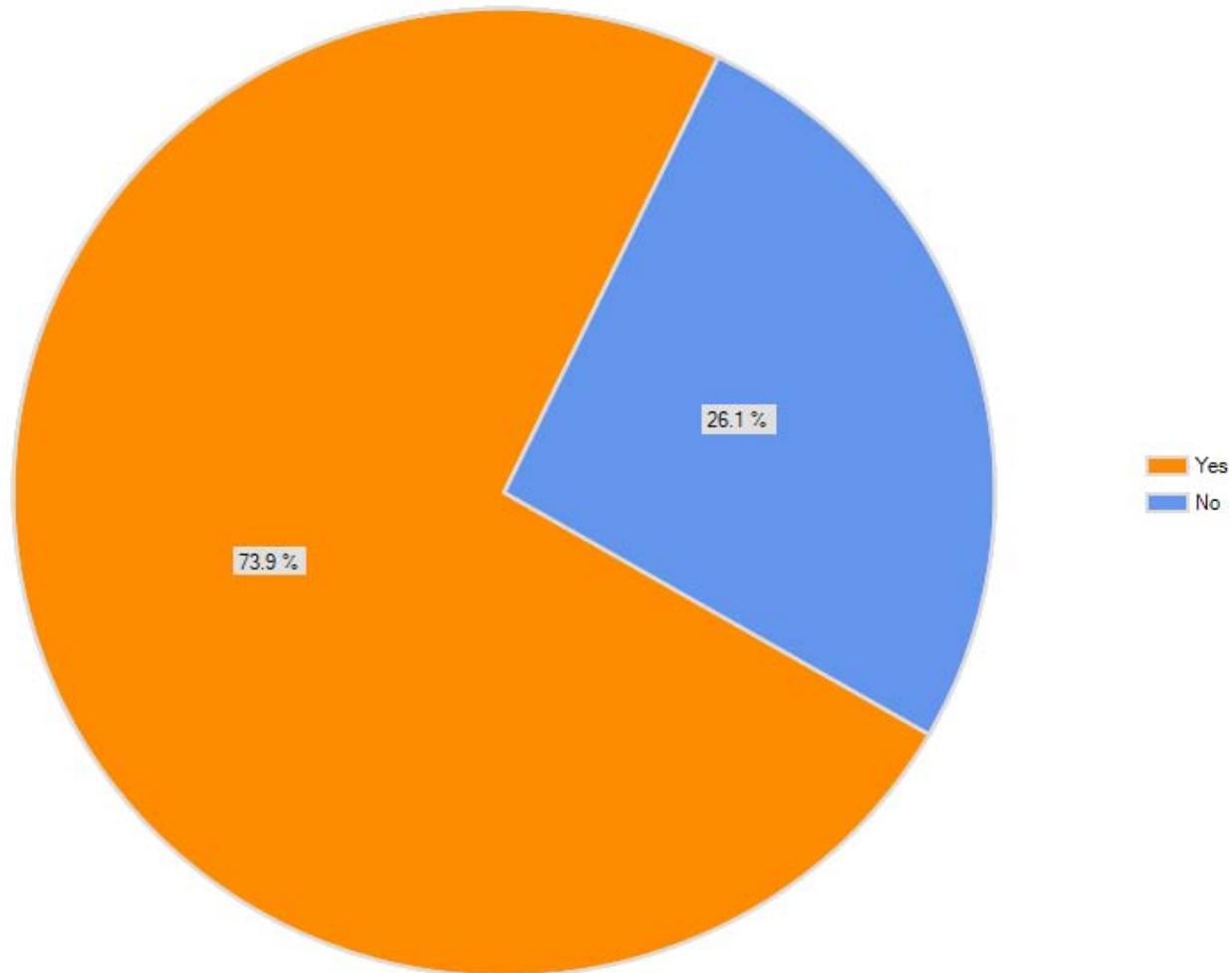
This is the first of three surveys:

- Now – before the main campaigns start
- Midway – after the voting packs are issued by the City Council around February 16
- Finally – on February 29, the day before the referendum closes

This is the first survey

Note: Survey opened Friday 27th January and closed Tuesday 31st January 2012 with 531 valid responses from 617 opened survey messages.

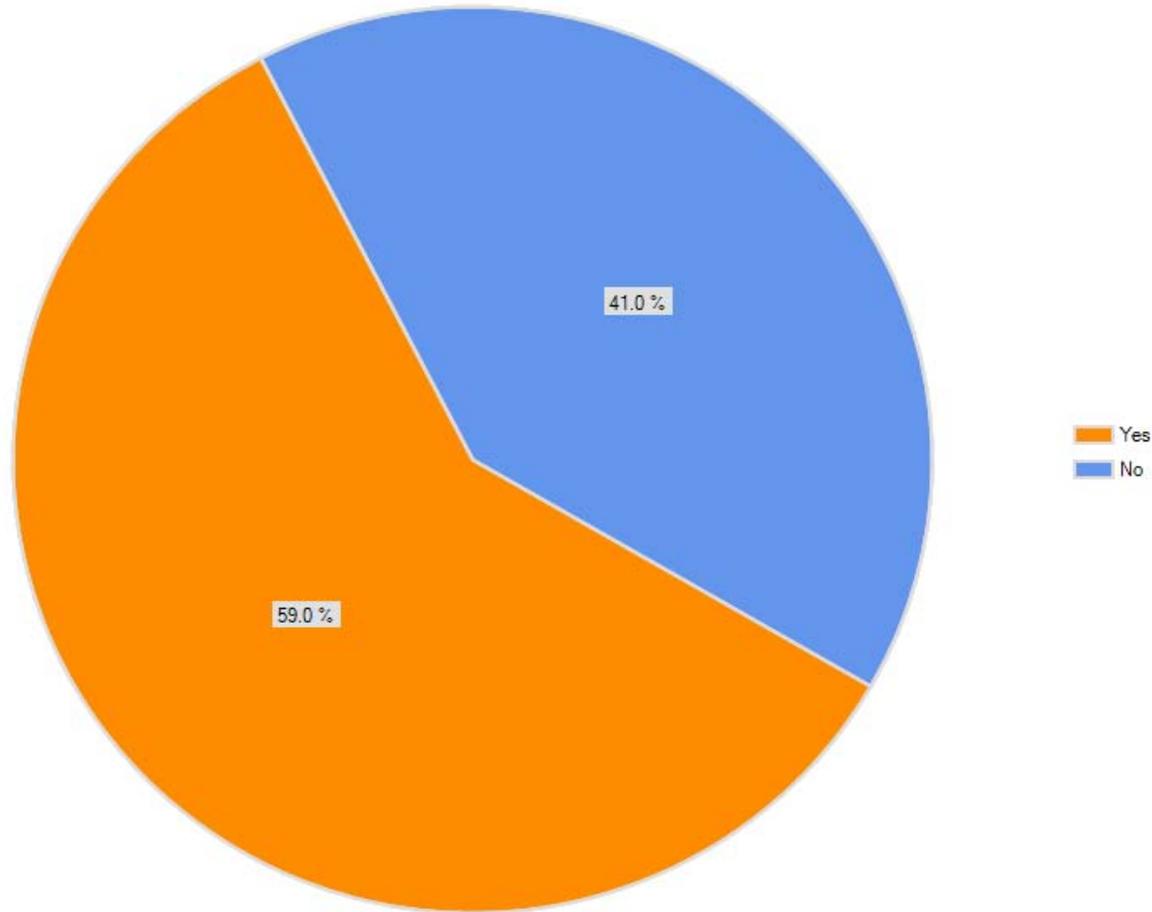
Are you a member of the Aberdeen & Grampian Chamber of Commerce?



AGCC Members

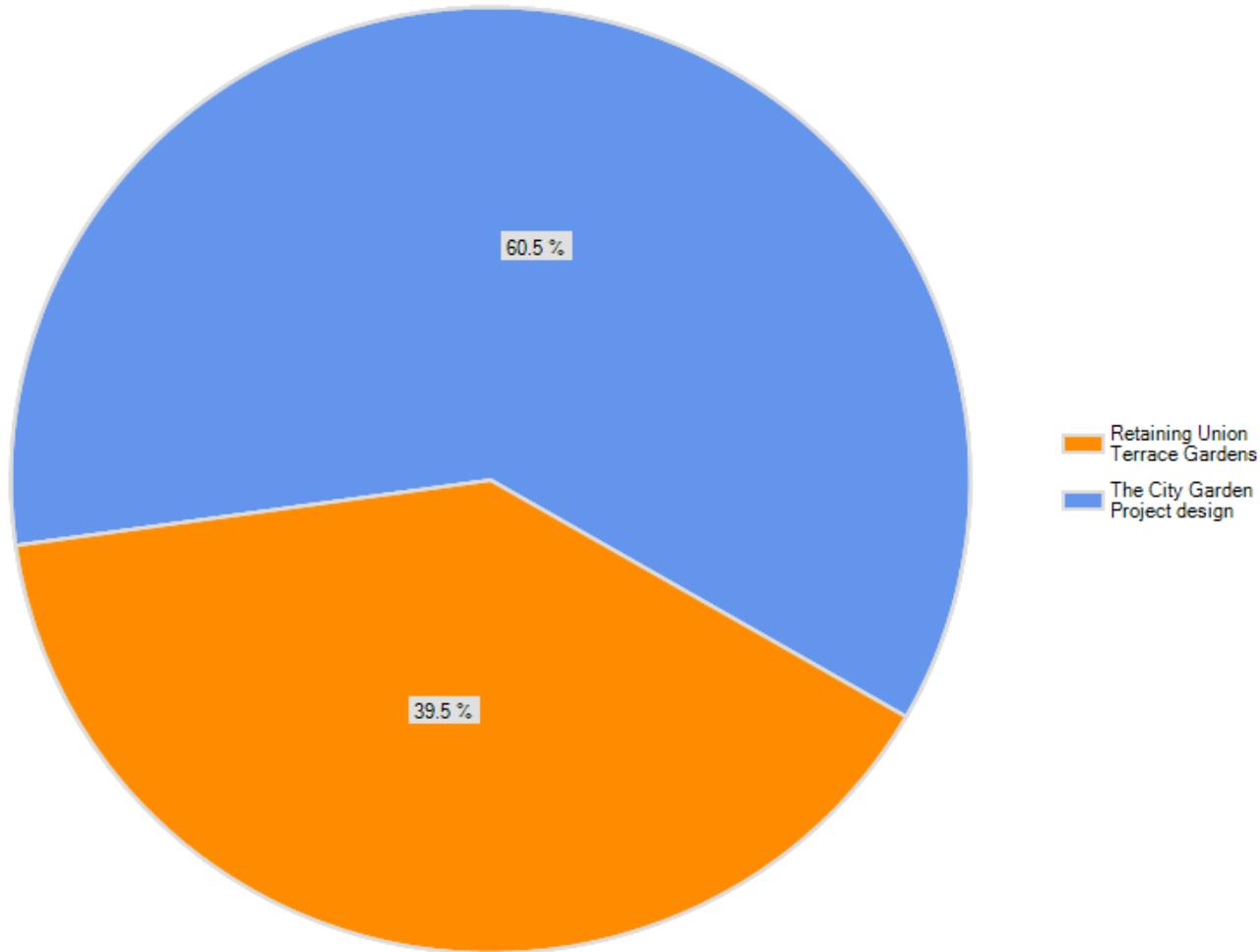
Are you a resident of Aberdeen City?

(You are on the electoral role of Aberdeen City Council and therefore able to vote.)



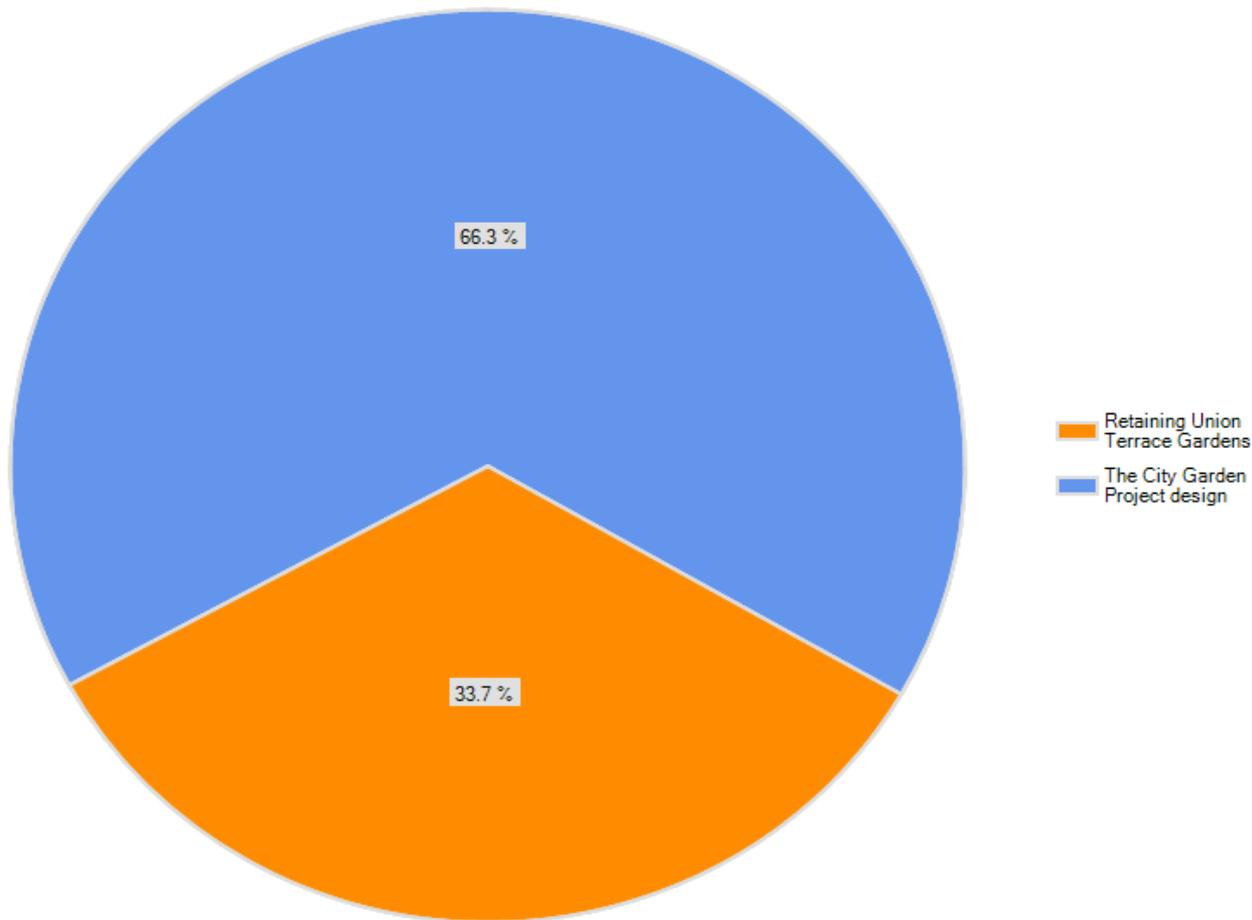
City Residents who are AGCC Members.

If you voted today, how would you vote: You are being asked to choose between retaining Union Terrace Gardens or replacing them with the proposed City Garden Project design. Which option do you support?



Shire residents who are AGCC Members.

If residents of the shire were given the vote today, how would you vote: You are being asked to choose between retaining Union Terrace Gardens or replacing them with the proposed City Garden Project design. Which option do you support?



The City Garden Project.

Chamber Member Opinion Poll.

Survey One – Results for Members of AGCC

	MEMBERS			
	Retaining UTG		The CGP Design	
	Number	%	Number	%
CITY	103	39.5	158	60.5
SHIRE	62	33.7	122	66.3
TOTAL	165	36.3	280	63.7
		36%		64%

The City Garden Project.

Chamber Member Opinion Poll.

Survey One – Results for non-members of AGCC

	NON MEMBERS			
	Retaining UTG		The CGP Design	
	Number	%	Number	%
CITY	46	48.4	49	51.6
SHIRE	29	50.9	28	49.1
TOTAL	75	49.3	77	50.7
		49%		51%

Summary of Main Findings

AGCC Survey # ONE (27-31 Jan, 2012) CITY GARDEN PROJECT

- On Friday 27th January 2012 AGCC sent an e survey to 2000+ contacts (including 1200 members) to ascertain member views about the proposed City Garden Project.
- **The headline result is that 64% of all members of the Chamber (City and Shire) would vote for the City Garden Project design, whilst 36% would vote for retaining Union Terrace Gardens.**
- The survey closed at 17.00 on 31st January 2012 with in excess of 500 completed surveys, of which:
 - 74% were members of the Chamber
 - 59% of those members were residents of Aberdeen City (and therefore entitled to vote)
 - Of these members of AGCC who were residents of the City 95% intended to exercise their vote, of which:
 - 62% were in favour of the City Gardens project design
 - 38% would vote for retaining the Union Terrace Gardens
 - Support was slightly higher in the shire:
 - 66% were in favour of the City Gardens project design
 - 34% would vote for retaining the Union Terrace Gardens
- In both the city and shire, **non-member** votes produced similar and equally divided results at 49%:51%
- The main issues raised by members of the Chamber in 147 comments recorded were:
 - 59 in support of the CGP. Examples: *'It is important to develop Aberdeen City into a vibrant place to attract new businesses to the area, and provide a nice place for the up and coming generations to enjoy in the inner city of Aberdeen.'* *'Aberdeen is tired- it is 20 years behind other Cities and needs a catalyst for change.'* *'I am of the view that the redevelopment of Union Terrace gardens will greatly enhance the city centre and make it more attractive for tourists. This type of development is long overdue.'*
 - 51 expressed concerns about the economic case, concern about the exclusion of Shire residents or scepticism about delivery. Examples: *'It is not clear how a return on the million pound investment on the project will be measured as successful or not.'* *'The chosen design is inappropriate. Design 2 is more realistic and a better prospect. There should be links created between the gardens and the Green or ideally the Railway Station.'* *'I can't believe ACC are being so short sighted in excluding the Shire residents who work and play in Aberdeen.'*
 - 23 thought that the money should be spent on something else: *'Think money could be better spent on regenerating Union Street itself. Aberdeen City has now become two large shopping malls with decay in between.'*
 - 22 in support of retaining the Union Terrace Gardens. Example: *'The current situation with the gardens is a disgrace, Much more could be done to improve services and activities within the gardens to entice people to make better use of the facility.'*
- **The second AGCC member survey will go live at midday on February 17th**