West Dunbartonshire Council

Reputation Tracker

Overview Report

Quarter 1 2014

April 2014

**1.0 Background, Objectives and Methodology**

 ***Background***

* 1. This document summarises the findings of the first quarter of 2014 of the Reputation Tracker that is administered by IBP Strategy and Research on behalf of West Dunbartonshire Council. This commenced in January 2013 and continues to run throughout 2014. This first Quarterly Report for the year sets out the results for January to March as well as comparative results for 2013.

 ***Objectives***

* 1. West Dunbartonshre Council commissioned the survey to capture the level of resident agreement and satisfaction on how people view the Council in general and to gauge their satisfaction with a range of services.

***Methodology***

* 1. The first section of the questionnaire is designed to capture the level of agreement amongst respondents with regard to a number of propositions:
	+ That the Council is efficient and well run
	+ That Council services are value for money
	+ That the Council takes account of residents’ views
	+ That the Council communicates well with residents
	+ That respondents would speak highly of the Council.

Following on from this, respondents are asked to express their degree of satisfaction or dissatisfaction with a range of Council services and aspects of service delivery.

* 1. The questionnaire was designed by IBP Strategy and Research with comment and input from Council staff. It is provided under separate cover as Appendix 1.

1.5 Results for these questions are made available on a monthly and quarterly basis. IBP conducts 100 interviews per month in a pattern broadly proportionate to the population profile (12 for the G60 postcode area, 39 for G81, 25 for G82 and 24 for G83)[[1]](#footnote-1). This document brings together the results for January to March 2014 and is therefore based on a total of 300 scheduled interviews. Results are analysed in this report by area, gender and age and a full set of data tables is provided as Appendix 2.

**2.0 Respondent Profile**

2.1 A total of 300 telephone interviews were carried out in Quarter 1.

2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

**Figure 2.1: Profile of Respondents by Gender**

2.3 The profile of respondents by age band is illustrated in Figure 2.2.

**Figure 2.2: Profile of Respondents by Age Band**

There is a significant difference in age range for Quarter 1 compared to the previous year. Starting the first month of Quarter 3 2013, IBP interviewers sought mitigate the high proportion of older respondents by conducting interviews by age quota during evenings and weekends to enable the team to interview a younger population (and presumably a higher proportion of working people) more in line with the West Dunbartonshire population.

**3.0 Overall Perceptions of the Council**

3.1 Respondents were asked to say whether they agreed or disagreed with various statements relating to West Dunbartonshire Council. It should be noted that ‘Don’t Know’ responses have been removed and so the base for each individual question is lower than the overall sample size of 300.

3.2 Figures 3.1 details overall responses to the statements that are put to respondents.

**Figure 3.1: Overall**

3.2 Figures 3.2 to 3.4 break down responses to the statement, ‘**West Dunbartonshire Council is efficient and well run**’ by area, gender and age band.

**Figure 3.2: Area**

*West Dunbartonshire Council is efficient and well run*

**Figure 3.3: Gender**

*West Dunbartonshire Council is efficient and well run*

**Figure 3.4: Age Band**

*West Dunbartonshire Council is efficient and well run*

3.3 Overall, Quarter 1 results were higher compared to those in 2013. The most significant difference ocurred with respondents from the G60 and G82 postcode areas and those aged 16 to 44.

3.4 Figures 3.5 to 3.7 break down responses to the statement, ‘**West Dunbartonshire Council Services are value for money**’ by area, gender and age band.

**Figure 3.5: Area**

*West Dunbartonshire Council Services are value for money*

**Figure 3.6: Gender**

*West Dunbartonshire Council Services are value for money*

**Figure 3.7: Age Band**

*West Dunbartonshire Council Services are value for money*

3.5 Again, overall, Quarter 1 results were significantly higher compared to those in 2013. Results were higher across the postcode areas, with respondents from the G60 and G82 postcode areas and those aged 16 to 44 making the most significant difference to results, by comparison.

3.6 Figures 3.8 to 3.10 break down responses to the statement, ‘**West Dunbartonshire Council takes account of residents’ views**’ by area, gender and age band.

**Figure 3.8: Area**

*West Dunbartonshire Council takes account of residents’ views*

**Figure 3.9: Gender**

*West Dunbartonshire Council takes account of residents’ views*

**Figure 3.10: Age Band**

*West Dunbartonshire Council takes account of residents’ views*

3.7 For this statement, overall results were significantly higher to those in 2013. Result were higher across the board, with responses from the G81 postcode area and those aged 16 to 44 having the most impact on these results.

3.8 Figures 3.11 to 3.13 break down responses to the statement, ‘**The Council communicates well with its residents**’ by area, gender and age band.

**Figure 3.11: Area**

*The Council communicates well with its residents*

**Figure 3.12: Gender**

*The Council communicates well with its residents*

**Figure 3.13: Age Band**

*The Council communicates well with its residents*

3.9 Again, overall results were significantly higher than those in 2013. Respondents in the Q81 postcode area those aged 16 to 44 were most likely to agree with this statement.

3.10 Figures 3.14 to 3.16 break down responses to the statement, ‘**I would speak highly of West Dunbartonshire Council**’ views’ by area, gender and age band.

**Figure 3.14: Area**

*I would speak highly of West Dunbartonshire Council*

**Figure 3.15: Gender**

*I would speak highly of West Dunbartonshire Council*

**Figure 3.16: Age Band**

*I would speak highly of West Dunbartonshire Council*

3.11 Overall, Quarter 1 results, again, were significantly higher compared to those in 2013. Results were higher across the postcode areas. Respondents residing in the G82 and G60 postcode areaS and those aged 16 to 44 made the most significant difference to these results.

**4.0 Satisfaction with Council Services**

4.1 Respondents were asked to state their satisfaction with the various Council services. The results are summarised in Figure 4.1 below with the blue bars above the line representing the proportion of respondents that were satisfied and the red bar below the line representing the proportion that were dissatisfied. The balance is made up of neutral responses. Table 4.1 then breaks the responses down by area, age and gender, highlighting the proportion that were satisfied within each category for each service.

**Figure 4.1: Satisfaction with Council Services**

*How satisfied or dissatisfied would you say that you were with each of the following aspects of West Dunbartonshire Council’s services?*

**Table 4.1: Satisfaction with Council Services**

*How satisfied or dissatisfied would you say that you were with each of the following aspects of West Dunbartonshire Council’s services?*

% Satisfied (base number of respondents in brackets)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Service** | **Overall** | **G60** | **G81** | **G82** | **G83** | **Female** | **Male** | **16 to 44** | **45 to 64** | **65+** |
| The information available on services | 91%(base: 277) | 97%(base: 31) | 91%(base: 111) | 88%(base: 69) | 89%(base: 66) | 92%(base: 161) | 91%(base: 116) | 98%(base: 121) | 87%(base: 96) | 83%(base: 60) |
| The quality of customer service | 91%(base: 267) | 93%(base: 27) | 91%(base: 107) | 90%(base: 68) | 92%(base: 65) | 92%(base: 158) | 89%(base: 109) | 96%(base: 116) | 87%(base: 93) | 88%(base: 58) |
| The Council's website | 77%(base: 97) | 64%(base: 11) | 74%(base: 34) | 83%(base: 24) | 82%(base: 28) | 83%(base: 48) | 71%(base: 49) | 86%(base: 51) | 69%(base: 35) | 67%(base: 11) |
| The street cleaning service | 85%(base: 299) | 92%(base: 36) | 85%(base: 117) | 84%(base: 74) | 82%(base: 72) | 84%(base: 175) | 86%(base: 124) | 89%(base: 135) | 82%(base: 101) | 79%(base: 63) |
| The waste service overall | 95%(base: 299) | 89%(base: 35) | 96%(base: 117) | 95%(base: 75) | 96%(base: 72) | 94%(base: 174) | 96%(base: 125) | 95%(base: 135) | 92%(base: 102) | 98%(base: 62) |
| Roads maintenance | 29%(base: 292) | 25%(base: 36) | 33%(base: 110) | 27%(base: 75) | 30%(base: 71) | 35%(base: 168) | 22%(base: 124) | 33%(base: 134) | 25%(base: 99) | 29%(base: 59) |
| Libraries | 96%(base: 222) | 88%(base: 25) | 95%(base: 83) | 100%(base: 56) | 95%(base: 58) | 95%(base: 136) | 97%(base: 86) | 98%(base: 107) | 91%(base: 70) | 96%(base: 45) |
| Trading Standards  | 44%(base: 62) | 60%(base: 5) | 42%(base: 26) | 54%(base: 13) | 33%(base: 18) | 48%(base: 31) | 39%(base: 31) | 46%(base: 13) | 44%(base: 27) | 41%(base: 22) |
| Environmental Health  | 75%(base: 106) | 64%(base: 11) | 73%(base: 44) | 85%(base: 26) | 76%(base: 25) | 80%(base: 59) | 70%(base: 47) | 87%(base: 15) | 76%(base: 49) | 71%(base: 42) |
| Registrar Services | 82%(base: 164) | 64%(base: 14) | 85%(base: 71) | 90%(base: 41) | 74%(base: 38) | 85%(base: 107) | 76%(base: 57) | 95%(base: 80) | 74%(base: 54) | 60%(base: 30) |
| Council schools | 90%(base: 239) | 86%(base: 29) | 92%(base: 87) | 90%(base: 62) | 90%(base: 61) | 91%(base: 142) | 90%(base: 97) | 98%(base: 118) | 87%(base: 78) | 74%(base: 43) |
| The Social Work Service | 87%(base: 94) | 100%(base: 12) | 87%(base: 39) | 95%(base: 21) | 73%(base: 22) | 92%(base: 57) | 81%(base: 37) | 89%(base: 9) | 88%(base: 41) | 76%(base: 44) |
| The services you receive overall | 91%(base: 297) | 86%(base: 36) | 91%(base: 116) | 89%(base: 73) | 94%(base: 72) | 92%(base: 174) | 89%(base: 123) | 94%(base: 133) | 87%(base: 102) | 89%(base: 62) |

4.2 A graphical summary of the levels of satisfaction for this quarter for each of these services is set out in Figures 4.2 to 4.14, broken down by area, gender and age band.

**Figure 4.2: The Information Available from the Council on its Services**

Satisfaction with the information available from the council on its services was, by comparison to 2013, significantly higheracross the board in Quarter 1. Respondents from the G60 and G81 postcode areas and those aged 16 to 44 had the most significant impact on this difference.

**Figure 4.3: The Quality of Customer Service**

Satisfaction with the quality of customer services was, again, by comparison to 2013, significantly higher a in Quarter 1. Those from the G81 and G82 postcode areas and those aged 25 to 64 having the most significant impact on this difference.

**Figure 4.4: The Council’s Website**

Overall satisfaction with the Council’s website was lower in Quarter 1 compared with 2013 results. Results were notably lower amongst respondents from the G60 postcode area. Conversely, satisfaction was higher in the G82 area, although, the base levels should be noted.

**Figure 4.5: The Street Cleaning Service**

Overall, results for the street cleaning service in Quarter 1, when compared to 2013 results, indicated considerably more positive. The most significant differences in positive responses was from respondents in the G60 and G81 postcode areas and those aged 16 to 44.

**Figure 4.6: The Waste Service Overall**

Overall, there was a rise in satisfaction for the waste service overall when comparing Quarter 1 to 2013 results. The higher satisfaction levels for respondents in the G81 postcode area and those aged 16 to 44 had the most significant impact on Q1 results.

**Figure 4.7: Roads Maintenance**

For this statement, overall, there was rise in satisfaction when comparing Quarter 1 to 2013 results. There was a notable rise in satisfaction with respondents from the G83 and G81 postcode areas and for those aged 16 to 44.

**Figure 4.8: Libraries**

There was a rise in satisfaction with Council libraries when comparing Quarter 1 to 2013 results. Results are higher across the board, with the largest impacts coming from respondents in the G81 postcode area and amongst those aged 16 to 44.

**Figure 4.9: Trading Standards**

There was a significant fall in satisfaction with the Trading Standards service, overall, compared to 2013 results, with respondents in the G83 and G81 postcode areas and those aged 65+ having the most influence on these results.

**Figure 4.10: Environmental Health**

Overall, there was a fall in satisfaction levels for the Council’s environmental health service compared to 2013, with those in the G60 postcode area and people aged 65+ being the least likely to give a positive response. Conversley, there was a rise in the likeliness for respondents from the G82 postcode area and younger people to give positive responses.

**Figure 4.11: Registration of Births, Deaths and Marriages / Civil Partnerships**

There was a fall in satisfaction with the Registrar Service in Quarter 1 compared to 2013. For this statement, the largest fall in results was within the G60 postcode area and amongst the 65+ age band. However, there was a rise in positive responses within the 16-44 aged band.

**Figure 4.12: Council Schools**

Satisfaction with Council schools was generally high across the board but, compared to 2013 results, there was a slight fall. The G60 postcode area and those aged 65+ had the most significant impact in the difference. However, there was a rise in positive responses within the 16-44 aged band.

**Figure 4.13: The Social Work Service**

When comparing the social work service in Quarter 1 to results to 2013, satisfaction was slightly higher, with respondents in the G60 postcode and those aged 16 to 44 having most impact.

**Figure 4.14: The Services You Receive From West Dunbartonshire Council Overall**

There was a significant rise in satisfaction with “the services you receive” when comparing results to 2013 firgures. Results were highest, by comparison, amongst respondents in the G83 postcode area and those aged 16 to 44.

**5.0 Open-Ended Comments**

5.1 Respondents were then asked to say where they think the Council needs to improve. This was asked as an open ended question and the results of this for Quarter 1 of 2014 are illustrated as a ‘Word Cloud’[[2]](#footnote-2) in Figure 5.1.

**Figure 5.1: Areas where the Council needs to improve**



5.2 Respondents were then asked about good things they would say about the Council. Again, this was asked as an open ended question and the results of this for Quarter 1 are illustrated as a ‘Word Cloud’ in Figure 5.2.

**Figure 5.2: Good things people would say about the Council**



1. The G60 postcode, covering Bowling and Old Kilpatrick, was included in the survey from July 2013 onwards. [↑](#footnote-ref-1)
2. A “word cloud” is an image generated from any text source which gives greater prominence to words that appear more frequently. [↑](#footnote-ref-2)