West Dunbartonshire Council

Reputation Tracker

Overview Report

Quarter 2 2015

July 2015

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**Appendices (Under Separate Cover)**

1.0 Survey Questionnaire(s)

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**1.0 Background, Objectives and Methodology**

 ***Background***

* 1. This document summarises the findings for the second quarter of 2015 of the Reputation Tracker that is administered by IBP Strategy and Research on behalf of West Dunbartonshire Council. This ongoing tracking survey commenced in January 2013 and will continue to run throughout 2015. This second Quarterly Report for 2015 sets out the results for Quarter 2 (April to June 2015) as well as comparative results for 2014 and 2013.

 ***Objectives***

* 1. West Dunbartonshire 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 Council 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% of interviews 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 April to June 2015 and is therefore based on a total of 302 interviews (two interviews over quota). 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 302 telephone interviews were carried out in Quarter 2 2015.

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 each of Quarter 2 2015, Quarter 1 2015 and 2014 compared to 2013. Starting the first month of Quarter 3 2013, IBP interviewers sought to 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) that is 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 302.

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 2 results for this statement were more positive than those in the previous quarter and previous years. The trend is a result of the significant improvement of results in the G60 and G82 postcode areas particularly and amongst those aged over 45. Conversely, agreement with this statement declined for those aged 16 to 44 (in comparison to the previous quarter) although agreement remained at a higher level than in previous years.

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 Overall, results for Quarter 2 2015 increased when compared to those in the previous quarter, which were significantly more positive than results in previous years. Agreement with this statement increased substantially within the G60 postcode area, amongst females and amongst those in the 45 to 64 and 65+ groups. Conversely, those in the 16 to 44 age group were less likely to agree with this statement during this period.

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 Overall, results for Quarter 2 2015 have improved significantly since the previous quarter and as compared to those in previous years. Agreement with this statement increased substantially in all but one postcode area (G83). Respondents aged 45 to 64 and 65+ were considerably more likely than those aged 16-44 to agree with this statement.

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 Overall, results for Quarter 2 were more significantly more positive than in Quarter 1 and in comparison to previous years. During this quarter, there was a notable rise in agreement across the board, other than in the 16-44 age group. Results for respondents aged 45 to 64 were similar to those recorded in 2014 (suggesting that the apparent sharp decline in the previous quarter).

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 Again, there was an increased level of agreement with this statement over this period as compared to Quarter 1 and to previous years. The only exception to this very positive trend was amongst those aged 16-44.

**4.0 Satisfaction with Council Services**

4.1 Respondents were asked to state their level of satisfaction or dissatisfaction with the various Council services. The results for Quarter 2 are summarised in Figure 4.1 on the following page, with the dark blue bars above the line representing the proportion of respondents that were satisfied and the sky blue bars 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 | 88%(base: 288) | 91%(base: 33) | 90%(base: 116) | 92%(base: 72) | 78%(base: 67) | 87%(base: 168) | 88%(base: 120) | 92%(base: 130) | 84%(base: 96) | 82%(base: 62) |
| The quality of customer service | 94%(base: 267) | 91%(base: 33) | 94%(base: 107) | 97%(base: 64) | 92%(base: 63) | 91%(base: 156) | 98%(base: 111) | 98%(base: 118) | 88%(base: 86) | 64%(base: 63) |
| The Council's website | 93%(base: 149) | 95%(base: 21) | 90%(base: 51) | 94%(base: 35) | 93%(base: 42) | 92%(base: 93) | 93%(base: 56) | 91%(base: 70) | 93%(base: 57) | 95%(base: 22) |
| The street cleaning service | 79%(base: 296) | 78%(base: 36) | 74%(base: 113) | 83%(base: 75) | 82%(base: 72) | 73%(base: 173) | 87%(base: 123) | 77%(base: 132) | 81%(base: 102) | 87%(base: 62) |
| The waste service overall | 95%(base: 297) | 97%(base: 36) | 92%(base: 117) | 94%(base: 73) | 96%(base: 71) | 93%(base: 172) | 98%(base: 125) | 95%(base: 132) | 94%(base: 100) | 97%(base: 65) |
| Roads maintenance | 49%(base: 290) | 47%(base: 36) | 47%(base: 112) | 47%(base: 73) | 55%(base: 69) | 52%(base: 166) | 44%(base: 124) | 57%(base: 132) | 43%(base: 100) | 41%(base: 58) |
| Libraries | 91%(base: 246) | 83%(base: 30) | 94%(base: 101) | 93%(base: 58) | 86%(base: 57) | 90%(base: 147) | 91%(base: 99) | 96%(base: 120) | 84%(base: 80) | 89%(base: 46) |
| Trading Standards  | 94%(base: 95) | 100%(base: 11) | 95%(base: 41) | 100%(base: 23) | 80%(base: 20) | 94%(base: 54) | 93%(base: 41) | 97%(base: 37) | 86%(base: 37) | 100%(base: 21) |
| Environmental Health  | 87%(base: 158) | 95%(base: 21) | 81%(base: 58) | 90%(base: 42) | 89%(base: 37) | 87%(base: 91) | 88%(base: 67) | 91%(base: 56) | 90%(base: 63) | 77%(base: 39) |
| Registrar Services | 95%(base: 217) | 96%(base: 27) | 94%(base: 84) | 98%(base: 53) | 92%(base: 53) | 93%(base: 123) | 97%(base: 94) | 98%(base: 105) | 93%(base: 73) | 96%(base: 39) |
| Council schools | 92%(base: 264) | 94%(base: 34) | 94%(base: 100) | 90%(base: 63) | 91%(base: 67) | 93%(base: 151) | 91%(base: 113) | 94%(base: 135) | 91%(base: 80) | 90%(base: 49) |
| The Social Work Service | 92%(base: 123) | 85%(base: 13) | 96%(base: 53) | 93%(base: 28) | 86%(base: 29) | 91%(base: 75) | 94%(base: 48) | 84%(base: 31) | 92%(base: 52) | 98%(base: 40) |
| Licensing Services | 93%(base: 163) | 89%(base: 19) | 91%(base: 65) | 93%(base: 41) | 97%(base: 38) | 94%(base: 87) | 91%(base: 76) | 96%(base: 78) | 89%(base: 61) | 92%(base: 24) |
| Leisure Centre and Community Centres | 82%(base: 274) | 65%(base: 34) | 83%(base: 103) | 88%(base: 73) | 84%(base: 64) | 82%(base: 158) | 83%(base: 116) | 83%(base: 134) | 79%(base: 90) | 88%(base: 50) |
| The services you receive overall | 94%(base: 297) | 91%(base: 35) | 86%(base: 117) | 96%(base: 73) | 93%(base: 72) | 95%(base: 172) | 94%(base: 125) | 94%(base: 131) | 97%(base: 102) | 91%(base: 64) |

4.2 Graphical summaries of the levels of satisfaction for each of Quarter 2 2015, Quarter 1 2015, 2014 and 2013 are set out in Figures 4.2 to 4.14 below, with the results for each statement also being broken down by area, gender and age band.

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

Overall, satisfaction with the information available from the Council on its services dipped somewhat during Quarter 2 as when compared to Quarter 1, albeit from a high base. This was mostly due to the impact of poorer results in the G83 postcode area, amongst males and amongst those aged 16 to 44. Overall results still remain slightly higher than those recorded in 2014 and significantly more positive than during 2013.

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

Satisfaction with the quality of customer service was more positive in Quarter 2 than in Quarter 1, from an already positive starting point. This reflects better ratings in the G82 and G83 postcodes in particular and amongst those aged 45 to 64. Conversely, there was a substantial fall in satisfaction this month amongst the 65+ age group.

**Figure 4.4: The Council’s Website**

There was a very slight reduction in overall satisfaction with the Council’s website during Quarter 2 2015 compared to the previous quarter; this these fall reflects the less positive results in the G60 and G81 postcode areas and amongst those aged 16 to 44; ratings remain very positive, however.

**Figure 4.5: The Street Cleaning Service**

Overall ratings for the street cleaning service increased between Quarter 1 2015 and Quarter 2 so that Quarter 2 results are now approaching the high satisfaction levels of 2014. This rise in satisfaction was most apparent in the G81 and G83 postcodes and amongst those aged 45 to 64 (although improved satisfaction was evident amongst all age groups).

**Figure 4.6: The Waste Service Overall**

There was a slight rise in satisfaction with the waste service overall in Quarter 2 2015 compared to Quarter 1, which was a result of the significant increase in satisfaction amongst males and amongst those aged 45 and above.

**Figure 4.7: Roads Maintenance**

Satisfaction with road maintenance continues to be low in comparison to other services, although Quarter 2 2015 results were significantly more positive than those recorded in in the previous quarter and in previous years. This improved satisfaction was evident across most groups of respondents with the only exceptions being the G82 postcode area and people aged 65+.

**Figure 4.8: Libraries**

Overall, there was a fall in satisfaction levels with Council libraries between Quarter 1 2015 and Quarter 2. This decrease (albeit, from an extremely high starting point) was apparent across all demographic groups.

**Figure 4.9: Trading Standards**

There was a slight fall in satisfaction with the Trading Standards service in Quarter 2 2015 as compared to Quarter 1. This was mostly due to the fall amongst respondents in the G83 postcode area and amongst the younger age groups. However, a high level of satisfaction continues to be apparent amongst all of those that provide a view on this service.

**Figure 4.10: Environmental Health**

Overall, there was a very slight reduction in satisfaction with the Council’s Environmental Health Service in Quarter 2 as compared to Quarter 1. This was mostly due to a slight reduction in satisfaction in the G81 and G83 postcode areas and amongst older age groups.

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

There was a slight fall in satisfaction levels with this service in Quarter 2 2015 compared to Quarter 1 (albeit results remain very positive). This slight reduction was mostly influenced by slightly poorer ratings in the G81 and G831 postcode areas and amongst those aged 45 to 64.

**Figure 4.12: Council Schools**

Satisfaction with Council schools fell slightly in the Quarter 2 2015 period compared to the Quarter 1 figures and is now in-line with the figure recorded in 2013. This slight reduction was particularly apparent amongst males but high levels of satisfaction were still apparent across all demographic groups.

**Figure 4.13: The Social Work Service**

Overall, satisfaction with the Social Work service has increased very slightly since Quarter 1. The more positive ratings apparent during Quarter 2 2015 were mostly as a result of a significant increase in satisfaction amongst respondents from the G82 postcode area and amongst those aged 45 and over.

**Figure 4.14: The Council’s Licensing Service**

The Council’s licensing service was included in the Reputation tracker questionnaire from the start of 2015. Satisfaction with this service decreased very slightly during Quarter 2. This was mostly influenced by poorer ratings amongst those aged 45 to 64.

**Figure 4.15: Leisure Centres and Community Centres**

Leisure Centres and Community Centres was included in the Reputation tracker questionnaire from the start of 2015. Significantly poorer ratings were recorded in Quarter 2 than was the case in Quarter 1 (though it should be noted that a very high level of satisfaction was recorded in Quarter 1). This reduction in satisfaction was apparent across most demographic groups with those aged 65+ being the only exception.

**Figure 4.16: The Services You Receive From West Dunbartonshire Council Overall**

There was a slight increase during Quarter 2 in overall satisfaction with the services received from West Dunbartonshire Council overall. This was mostly due to an increase in satisfaction amongst females and amongst those aged 45 and over.

**5.0 Open-Ended Comments**

5.1 Respondents were given an opportunity 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 2 of 2015 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 also 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 2 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)