



West Dunbartonshire Council

Reputation Tracker
Overview Report

Quarter 4 2015

February 2016

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1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

- 1.1 This document summarises the findings for the fourth 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 fourth Quarterly Report for 2015 sets out the results for Quarter 4 (October to December 2015) as well as comparative results for 2014 and 2013.

OBJECTIVES

- 1.2 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

- 1.3 The first section of the questionnaire is designed to capture the level of agreement amongst respondents with regard to a number of propositions:

³⁵₁₇ That the Council is efficient and well run

³⁵₁₇ That Council services are value for money

³⁵₁₇ That the Council takes account of residents' views

³⁵₁₇ That the Council communicates well with residents

³⁵₁₇ 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.

- 1.4 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. This document brings together the results for July to September 2015 and is therefore based on a total of 300 interviews. Results are analysed in this report by area, gender and age and a full set of data tables is provided as Appendix 2.

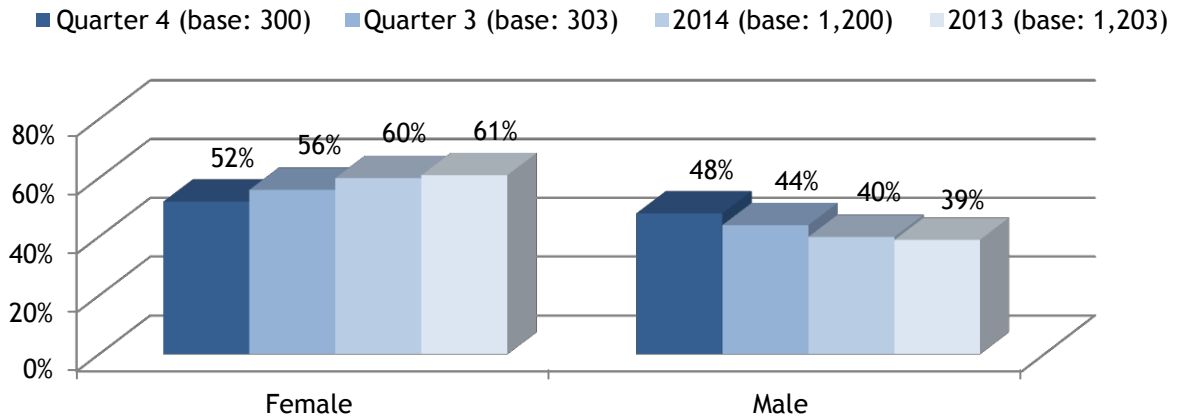
¹ The G60 postcode, covering Bowling and Old Kilpatrick, was included in the survey from July 2013 onwards.

2.0 RESPONDENT PROFILE

2.1 A total of 300 telephone interviews were carried out in Quarter 4 2015.

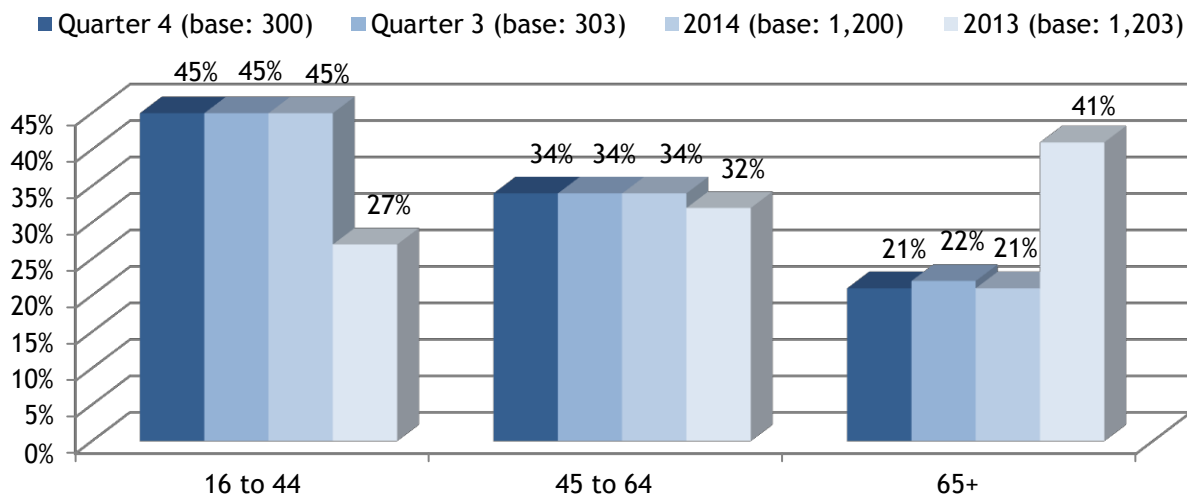
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

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

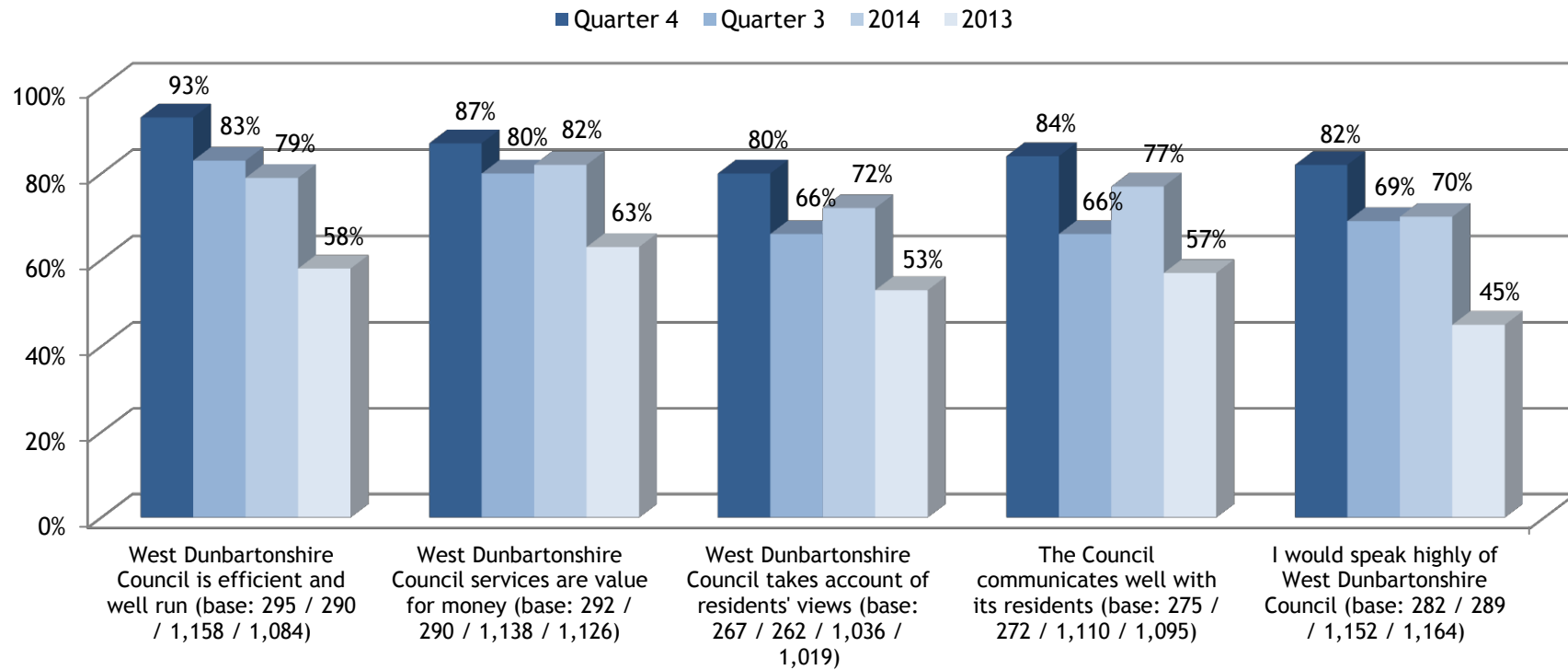


There is a significant difference in age range for each of Quarter 4 2015, Quarter 3 2015 and 2014 compared to 2013. Starting the first month of Quarter 3 2013, IBP interviewers sought to mitigate the high proportion of older respondents by conducting interviews by age quota during evenings and weekends 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 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

■ Quarter 4 ■ Quarter 3 ■ 2014 ■ 2013

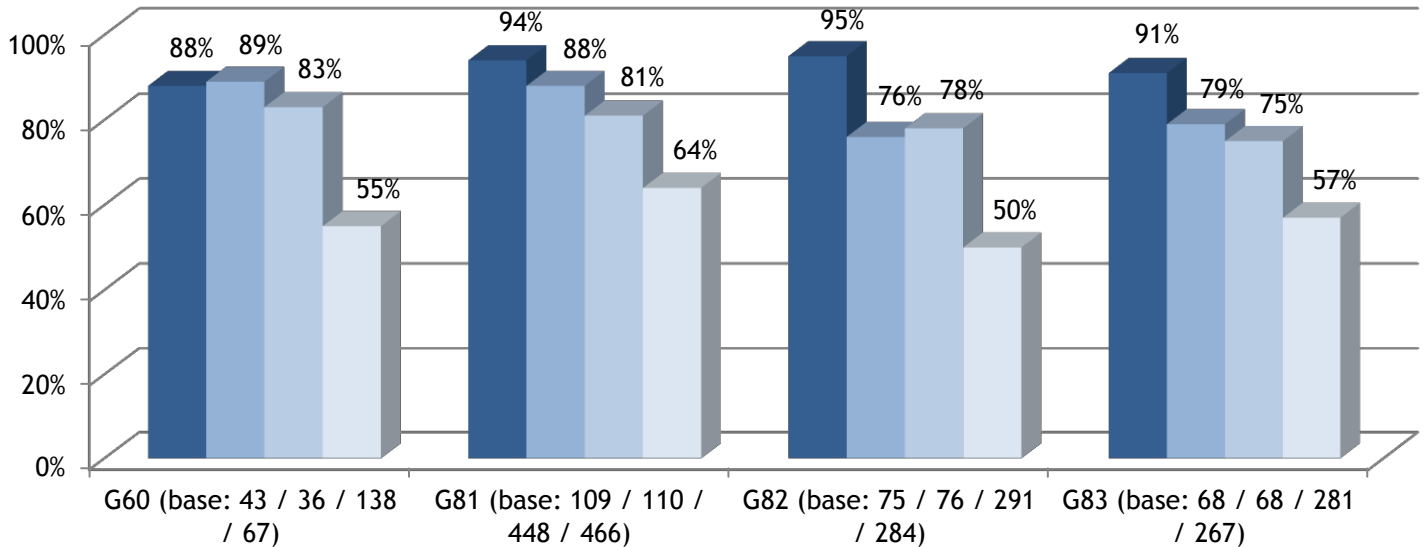


Figure 3.3: Gender

West Dunbartonshire Council is efficient and well run

■ Quarter 4 ■ Quarter 3 ■ 2014 ■ 2013

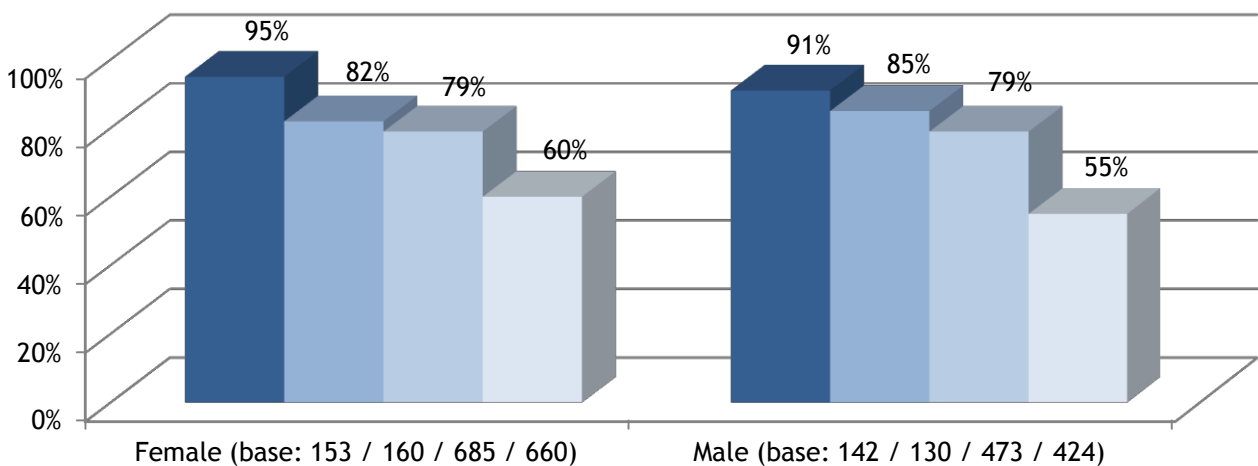
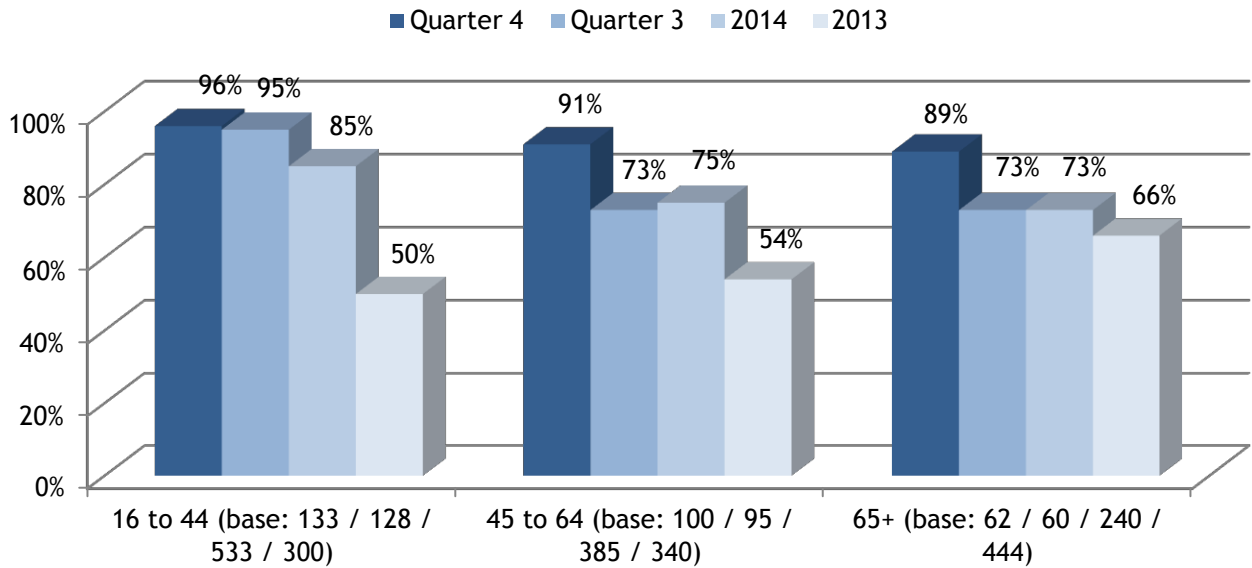


Figure 3.4: Age Band

West Dunbartonshire Council is efficient and well run



3.3 Overall, Quarter 4 results for this statement were more positive than those in the previous quarter and more positive than in previous years. The trend is a result of the significant rise in agreement in the G82 and G83 postcode areas particularly, females and amongst those aged over 45.

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

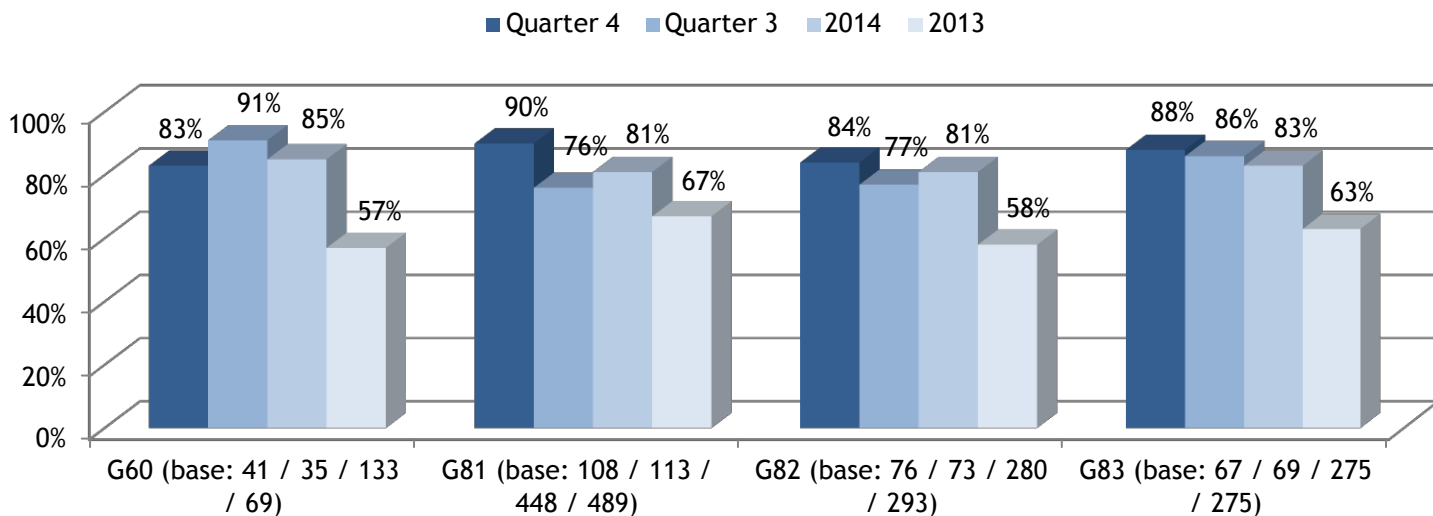


Figure 3.6: Gender

West Dunbartonshire Council Services are value for money

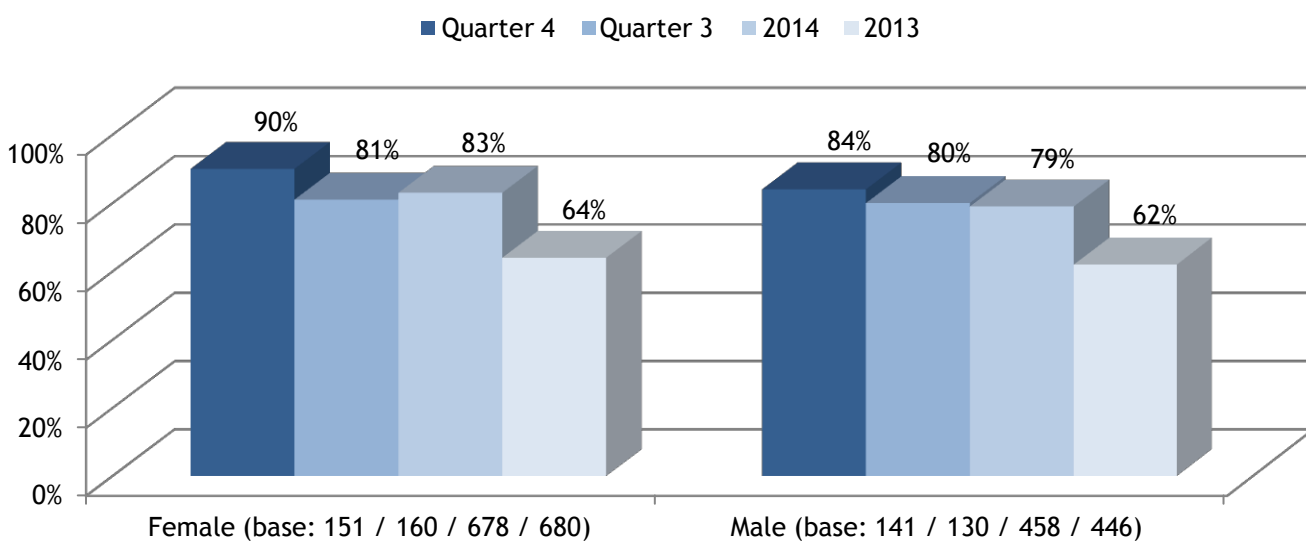
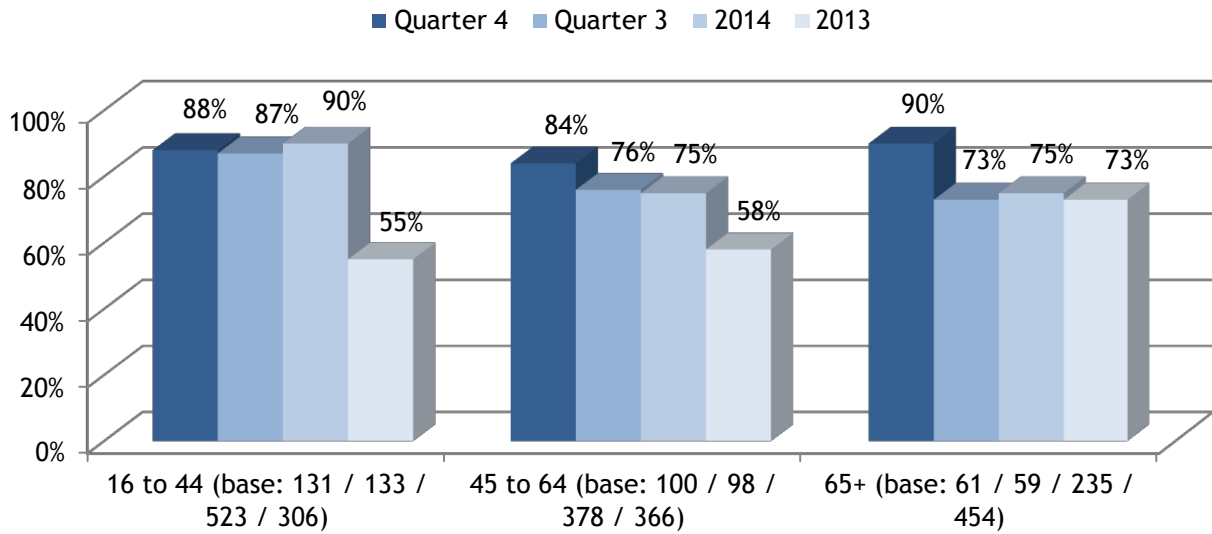


Figure 3.7: Age Band

West Dunbartonshire Council Services are value for money



3.5 Overall, results for Quarter 4 2015 increased when compared to those in the previous quarter. Agreement with this statement increased most substantially within the G81 and G82 postcode areas, amongst females and amongst those in the 65+ age groups.

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

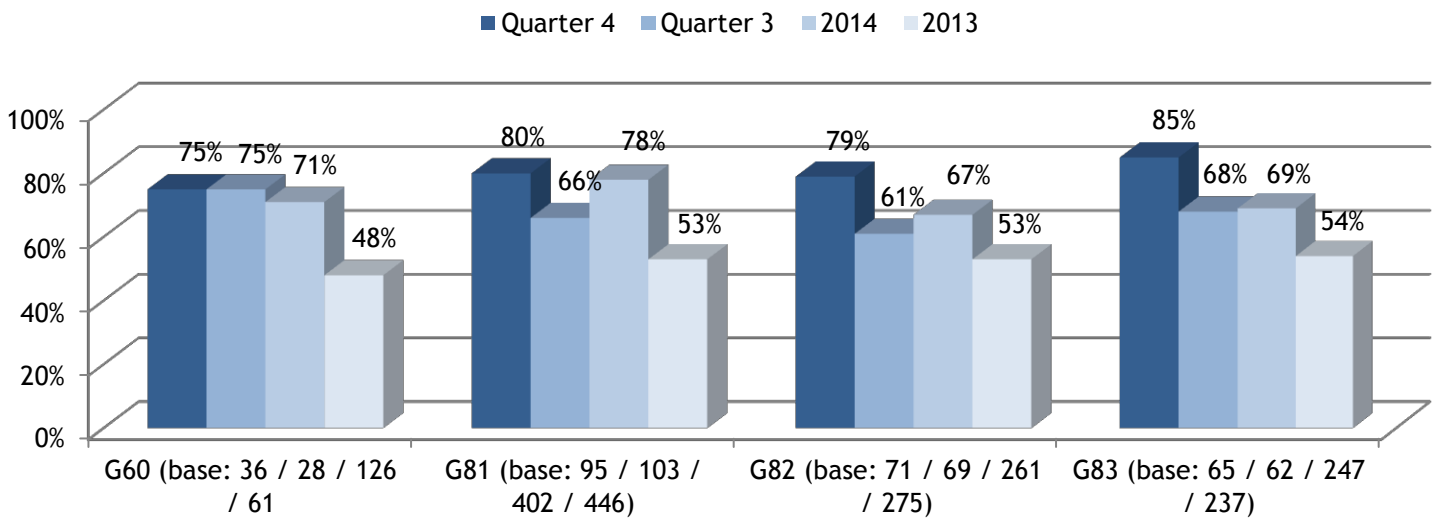


Figure 3.9: Gender

West Dunbartonshire Council takes account of residents’ views

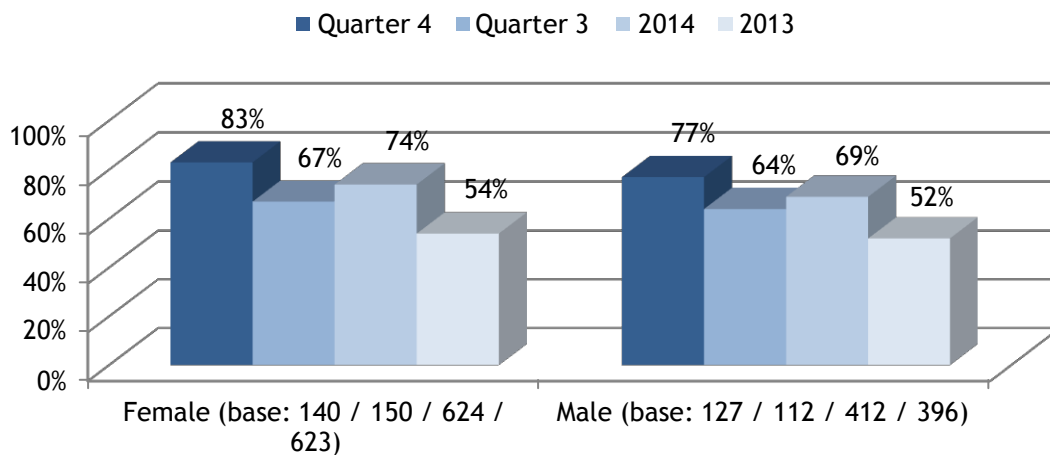
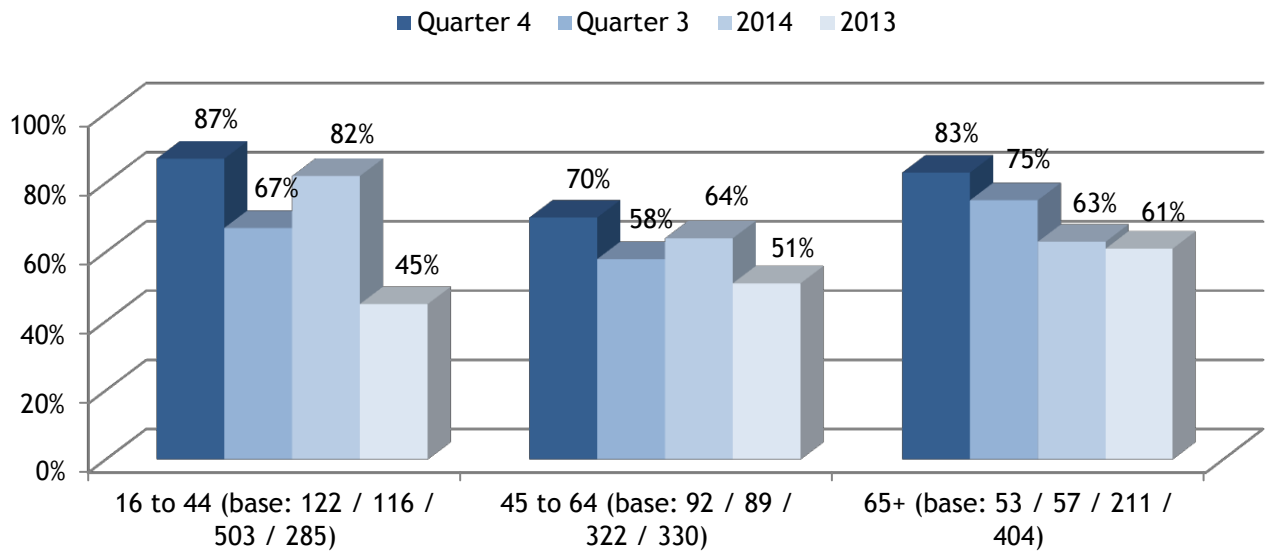


Figure 3.10: Age Band

West Dunbartonshire Council takes account of residents' views



3.7 Overall, results for Quarter 4 2015 have improved significantly since the previous quarter and also compared to the previous year. Agreement with this statement increased substantially in all postcode areas, with the exception of G60. Significant improvement was also noted amongst both males and females and across all age groups.

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

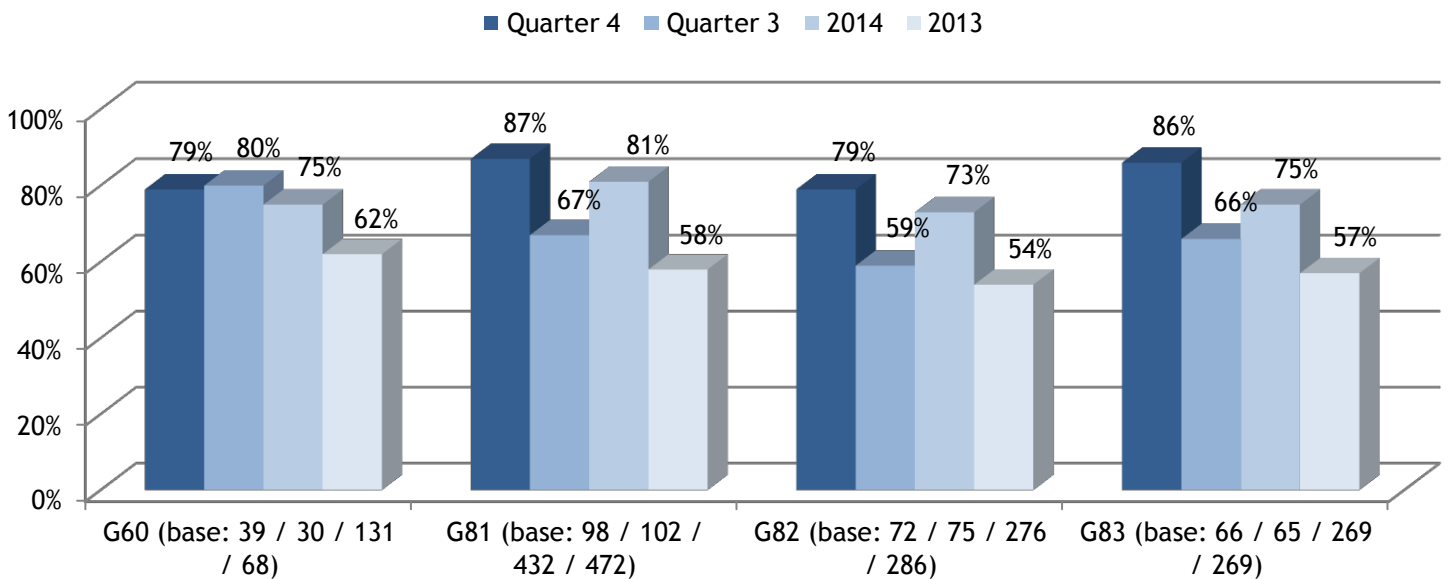


Figure 3.12: Gender

The Council communicates well with its residents

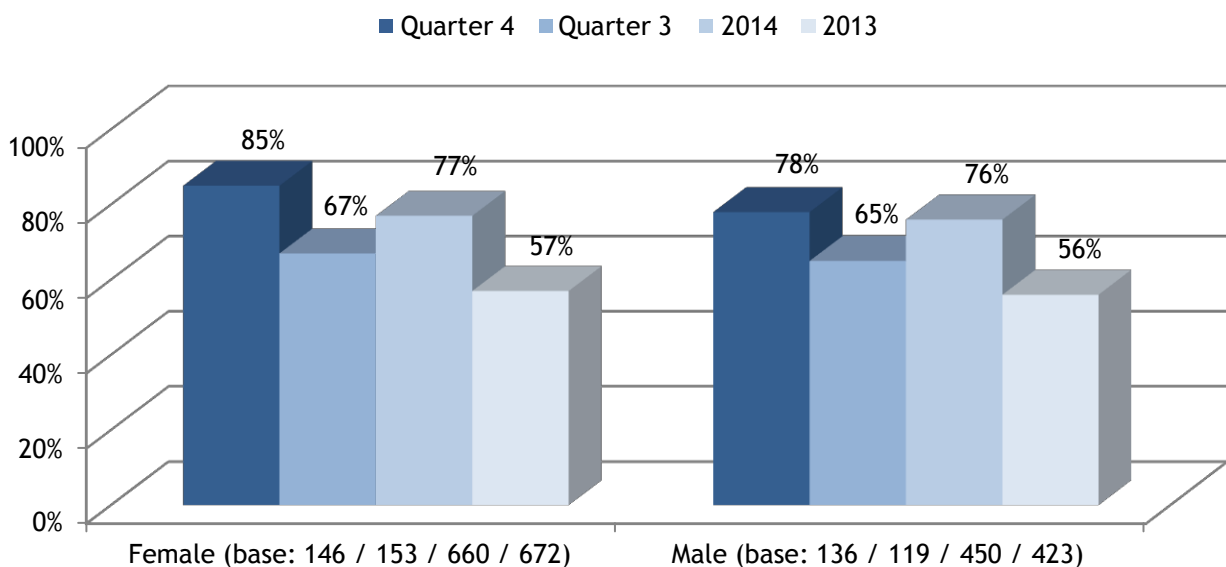
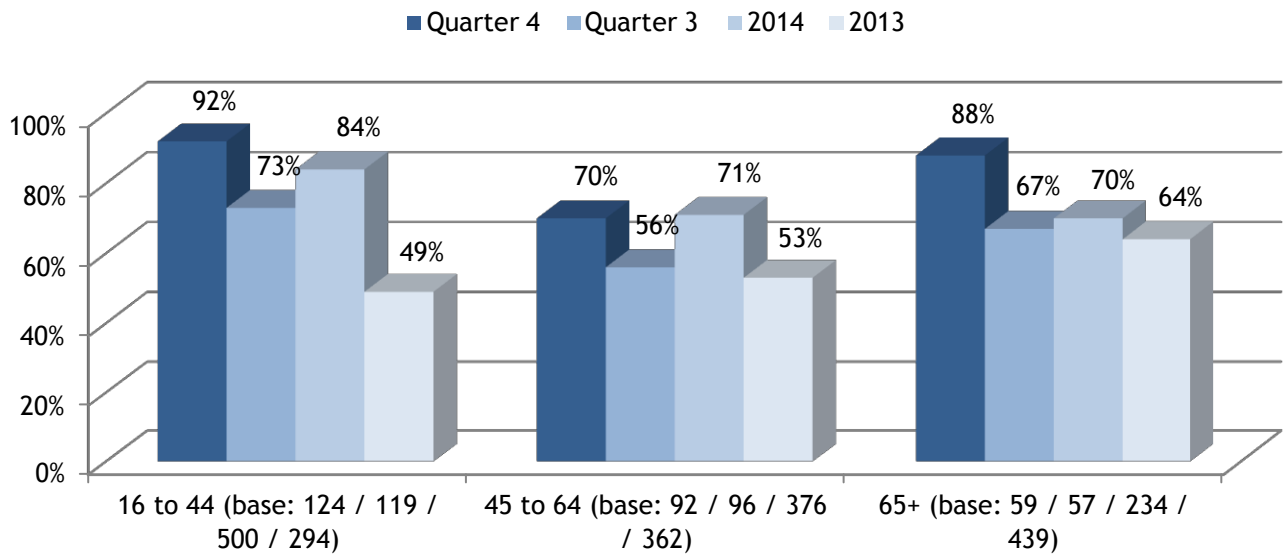


Figure 3.13: Age Band

The Council communicates well with its residents



3.9 Overall, results for Quarter 4 were more significantly more positive than in Quarter 3 and in comparison to the previous year. During this quarter, there was a notable improvement in agreement across the board, other than in the G60 postcode.

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

■ Quarter 4 ■ Quarter 3 ■ 2014 ■ 2013

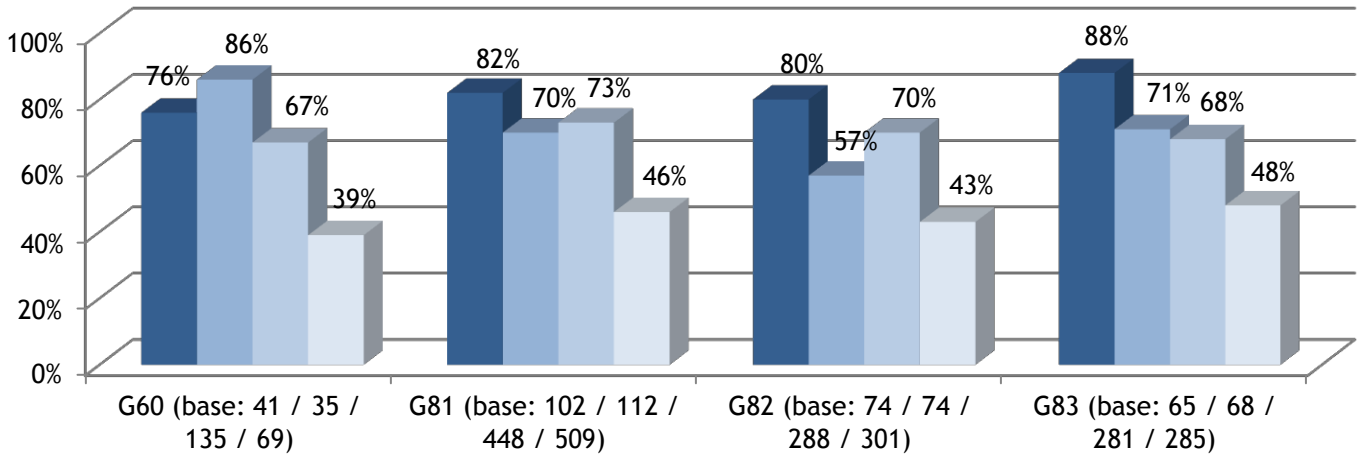


Figure 3.15: Gender

I would speak highly of West Dunbartonshire Council

■ Quarter 4 ■ Quarter 3 ■ 2014 ■ 2013

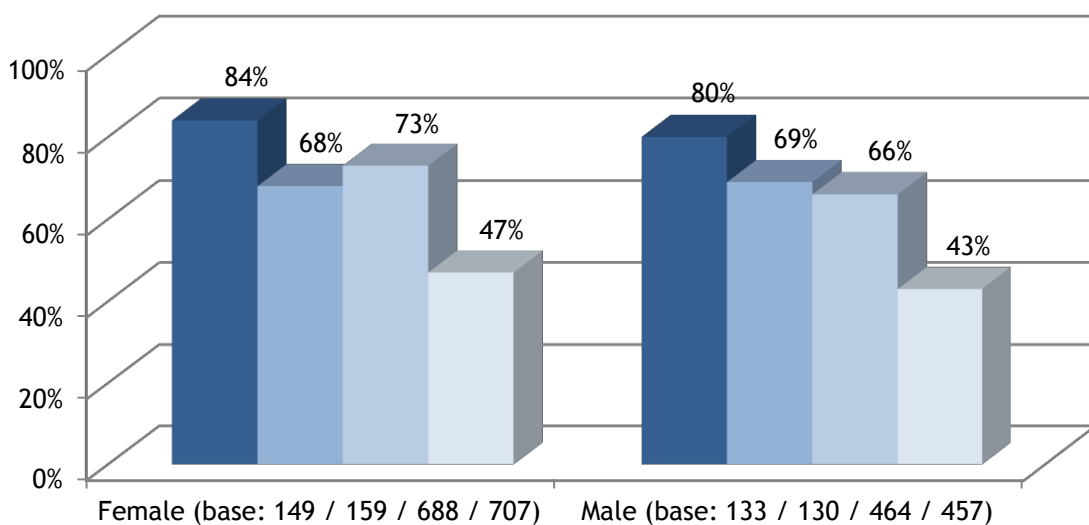
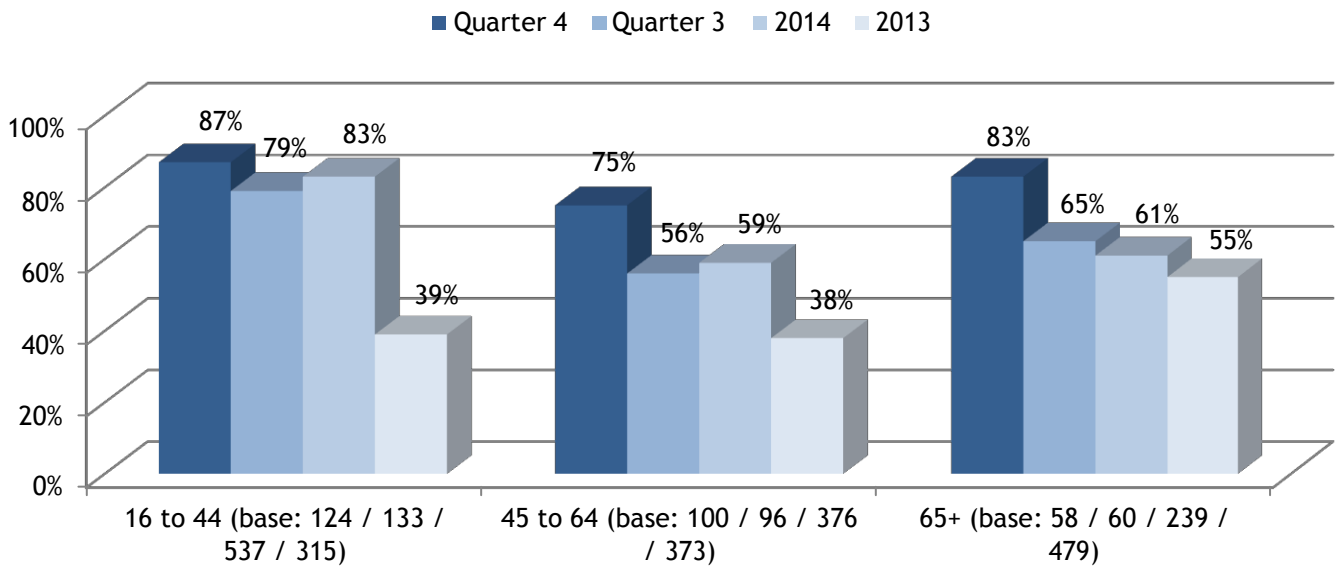


Figure 3.16: Age Band

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 3, with the exception of the G60 postcode.

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 4 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?

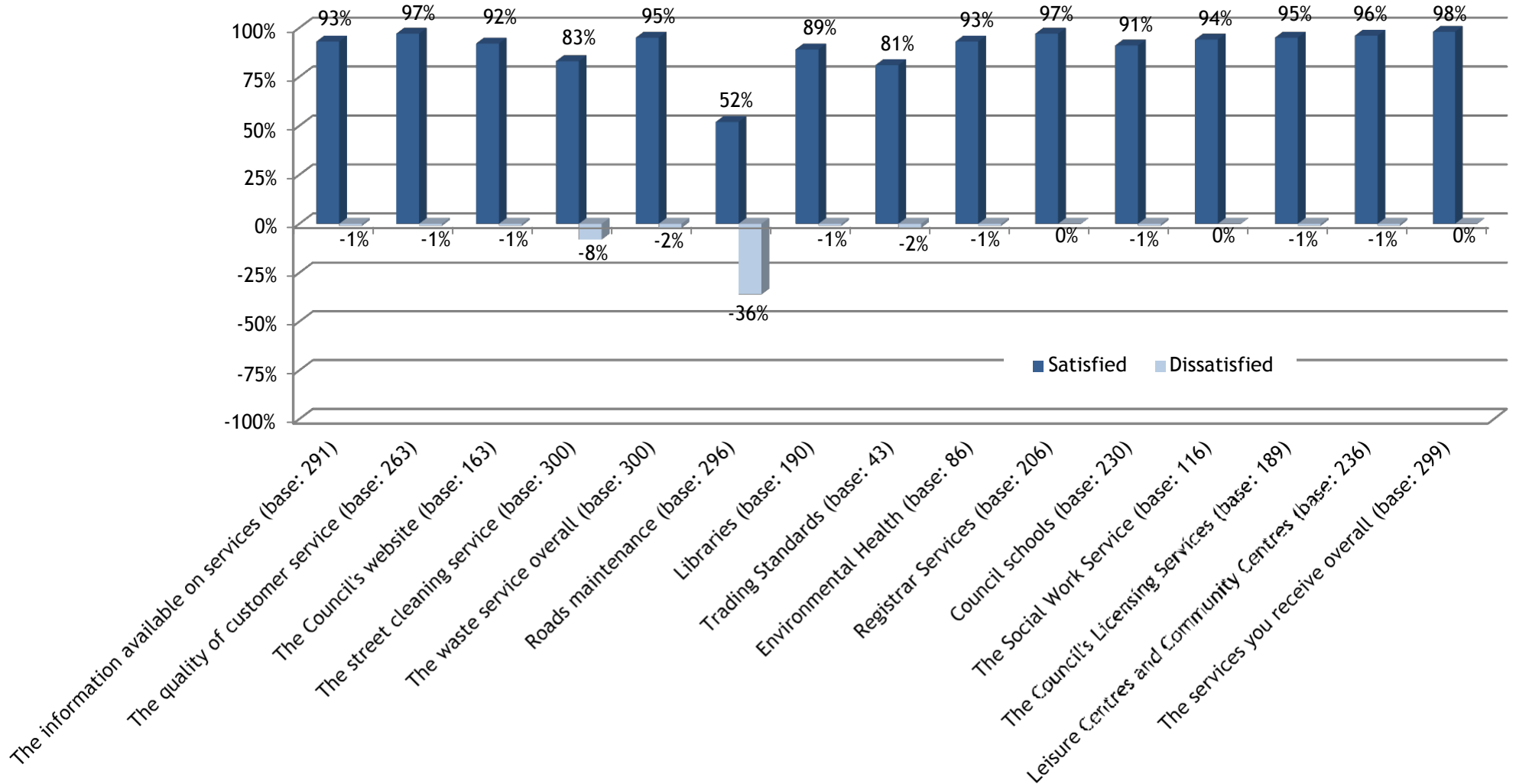


Table 4.1: Satisfaction with Council Services

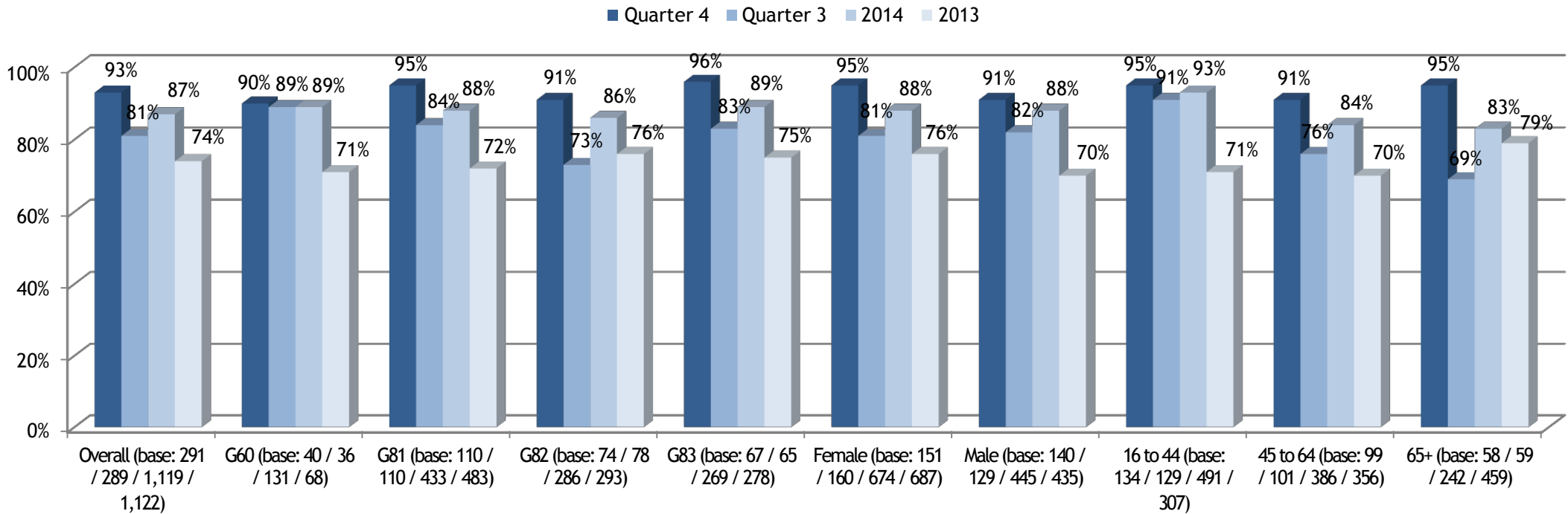
How satisfied or dissatisfied would you say that you were with each of the following aspects of West Dunbartonshire Council's services?

% 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	93% (base: 291)	90% (base: 40)	95% (base: 110)	91% (base: 74)	96% (base: 67)	95% (base: 151)	91% (base: 140)	95% (base: 134)	91% (base: 99)	95% (base: 58)
The quality of customer service	97% (base: 263)	91% (base: 35)	99% (base: 100)	100% (base: 65)	95% (base: 63)	98% (base: 139)	97% (base: 124)	97% (base: 114)	98% (base: 90)	97% (base: 59)
The Council's website	92% (base: 163)	95% (base: 19)	89% (base: 54)	94% (base: 48)	93% (base: 42)	94% (base: 87)	89% (base: 76)	94% (base: 99)	89% (base: 57)	86% (base: 7)
The street cleaning service	83% (base: 300)	81% (base: 43)	89% (base: 111)	79% (base: 76)	77% (base: 70)	82% (base: 155)	83% (base: 145)	81% (base: 135)	78% (base: 102)	92% (base: 63)
The waste service overall	95% (base: 300)	95% (base: 43)	95% (base: 111)	93% (base: 76)	97% (base: 70)	97% (base: 155)	93% (base: 145)	96% (base: 135)	95% (base: 102)	94% (base: 63)
Roads maintenance	52% (base: 296)	47% (base: 43)	57% (base: 109)	52% (base: 75)	49% (base: 69)	64% (base: 152)	40% (base: 144)	57% (base: 134)	37% (base: 100)	66% (base: 62)
Libraries	89% (base: 190)	89% (base: 27)	85% (base: 75)	89% (base: 44)	95% (base: 44)	92% (base: 106)	85% (base: 84)	89% (base: 88)	90% (base: 68)	88% (base: 34)
Trading Standards	81% (base: 43)	67% (base: 6)	86% (base: 21)	78% (base: 9)	86% (base: 7)	86% (base: 22)	76% (base: 21)	82% (base: 17)	79% (base: 19)	86% (base: 7)
Environmental Health	93% (base: 86)	89% (base: 9)	93% (base: 41)	96% (base: 23)	92% (base: 13)	93% (base: 41)	93% (base: 45)	93% (base: 29)	94% (base: 36)	90% (base: 21)
Registrar Services	97% (base: 206)	96% (base: 28)	93% (base: 72)	98% (base: 57)	100% (base: 49)	95% (base: 105)	98% (base: 101)	97% (base: 96)	96% (base: 76)	97% (base: 34)
Council schools	91% (base: 230)	94% (base: 31)	85% (base: 85)	94% (base: 62)	96% (base: 52)	89% (base: 120)	93% (base: 110)	91% (base: 123)	93% (base: 83)	83% (base: 24)
The Social Work Service	94% (base: 116)	100% (base: 13)	90% (base: 58)	96% (base: 23)	100% (base: 22)	98% (base: 61)	89% (base: 55)	97% (base: 38)	88% (base: 33)	96% (base: 45)
Licensing Services	95% (base: 189)	97% (base: 31)	90% (base: 68)	98% (base: 43)	98% (base: 47)	96% (base: 93)	94% (base: 96)	96% (base: 90)	95% (base: 66)	91% (base: 33)
Leisure Centre and Community Centres	96% (base: 236)	91% (base: 33)	96% (base: 89)	97% (base: 63)	98% (base: 50)	94% (base: 127)	97% (base: 109)	98% (base: 123)	95% (base: 79)	91% (base: 34)
The services you receive overall	98% (base: 299)	98% (base: 42)	98% (base: 111)	97% (base: 76)	97% (base: 70)	99% (base: 155)	97% (base: 144)	98% (base: 134)	99% (base: 102)	95% (base: 63)

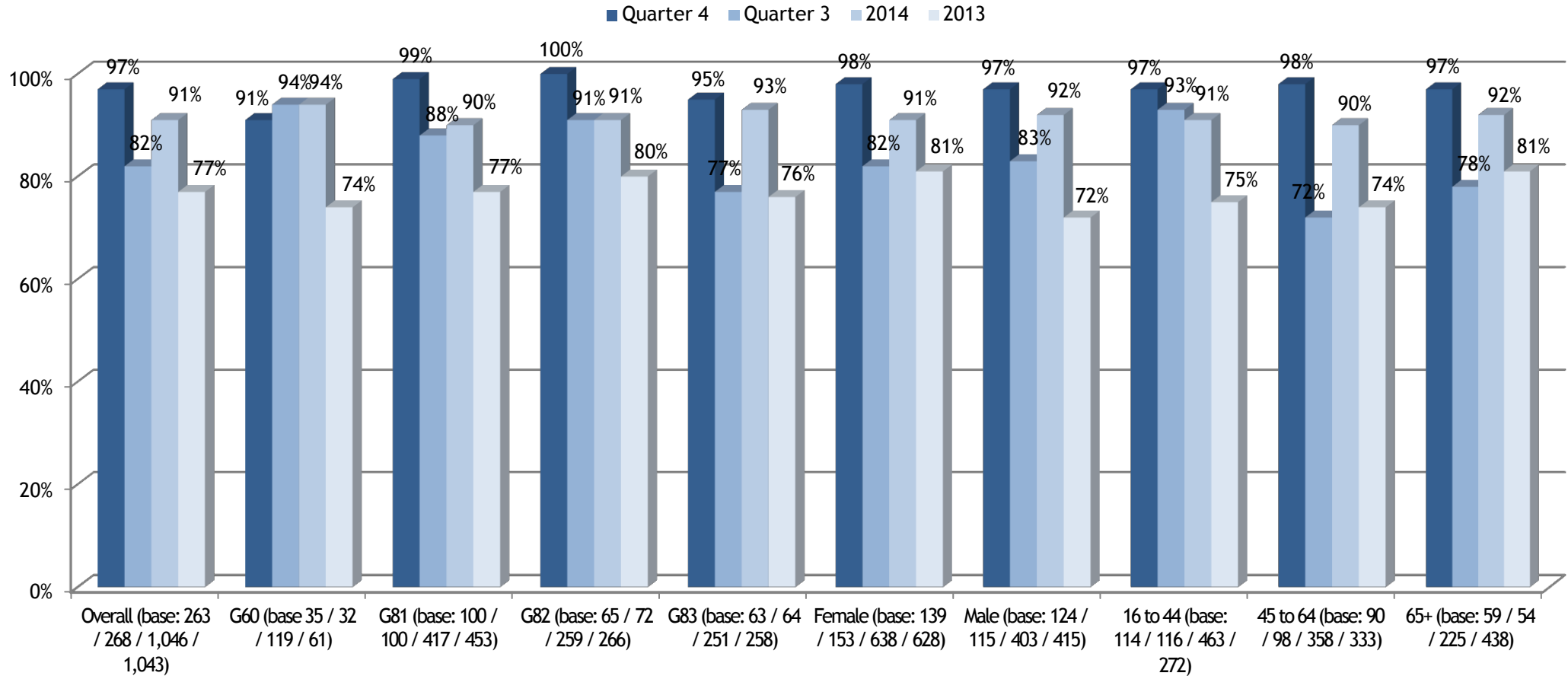
4.2 Graphical summaries of the levels of satisfaction for each of Quarter 4 2015, Quarter 3 2015, 2014 and 2013 are set out in Figures 4.2 to 4.14 below, with the results for each statement also being broken down by area, gender and age band.

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



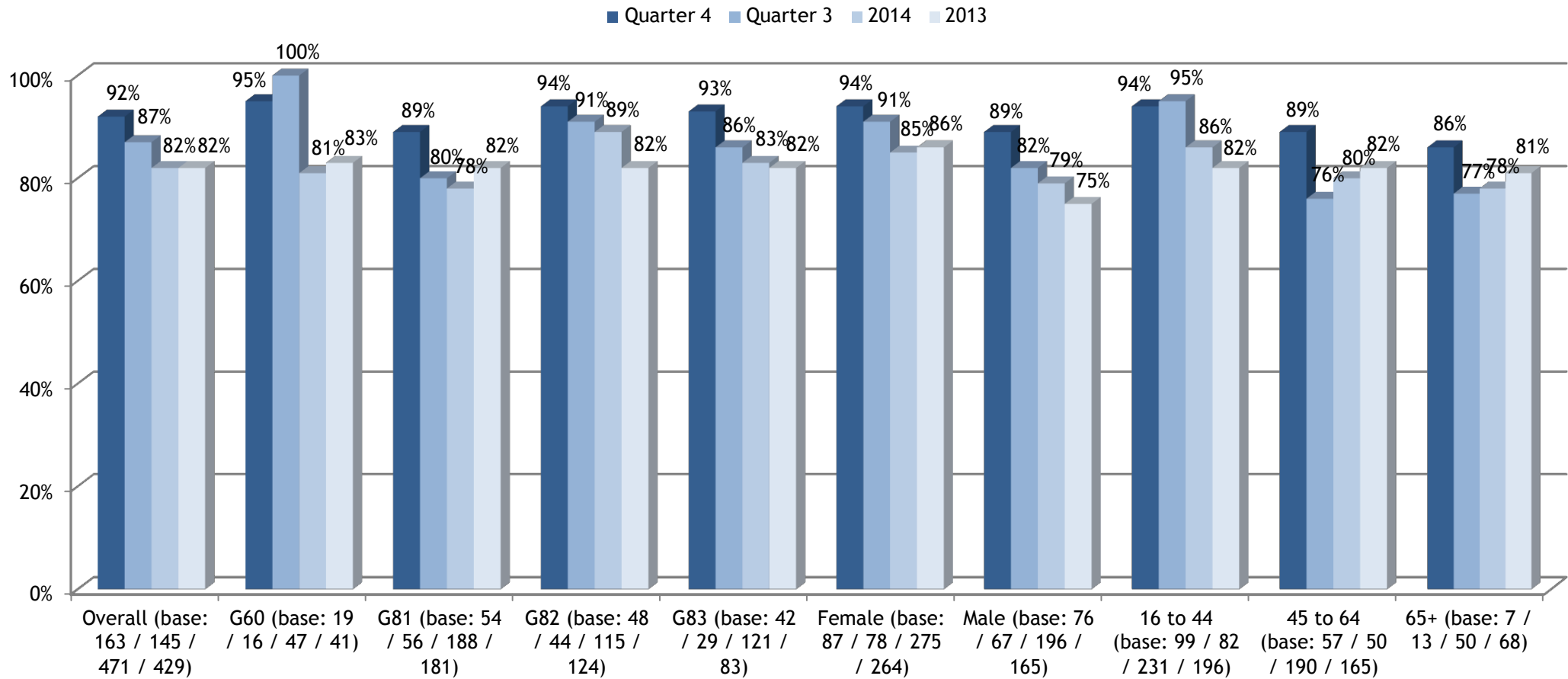
Overall, satisfaction with the information available from the Council on its services rose during Quarter 4 as when compared to Quarter 3. This was mostly due to the impact of better results in the G81, G82 and G83 postcode areas, amongst females and amongst those aged 65+. Overall results are higher than those recorded in 2013 and 2014.

Figure 4.3: The Quality of Customer Service



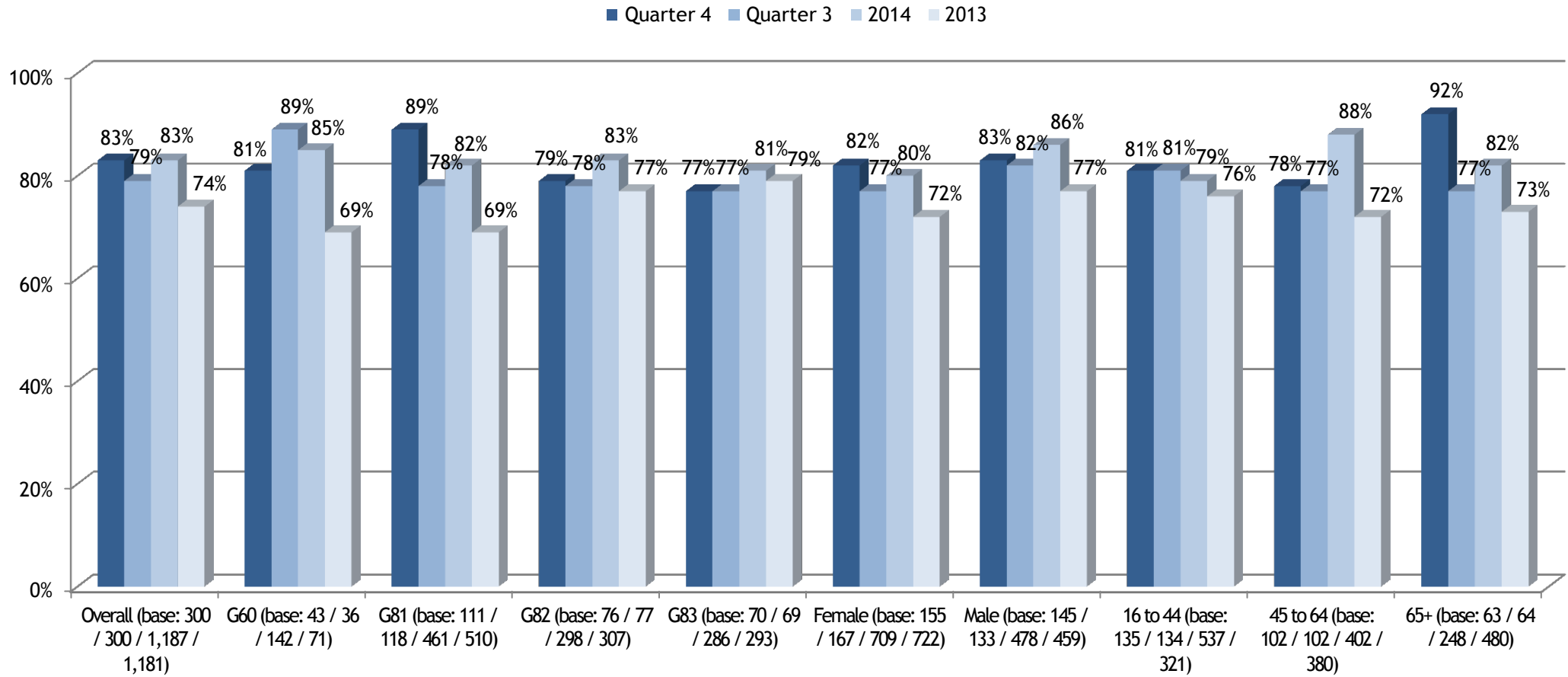
Satisfaction with the quality of customer service was more positive in Quarter 4 than in Quarter 3. This reflects improved ratings in the G83 postcode in particular, females and amongst those aged 45 to 64.

Figure 4.4: The Council's Website



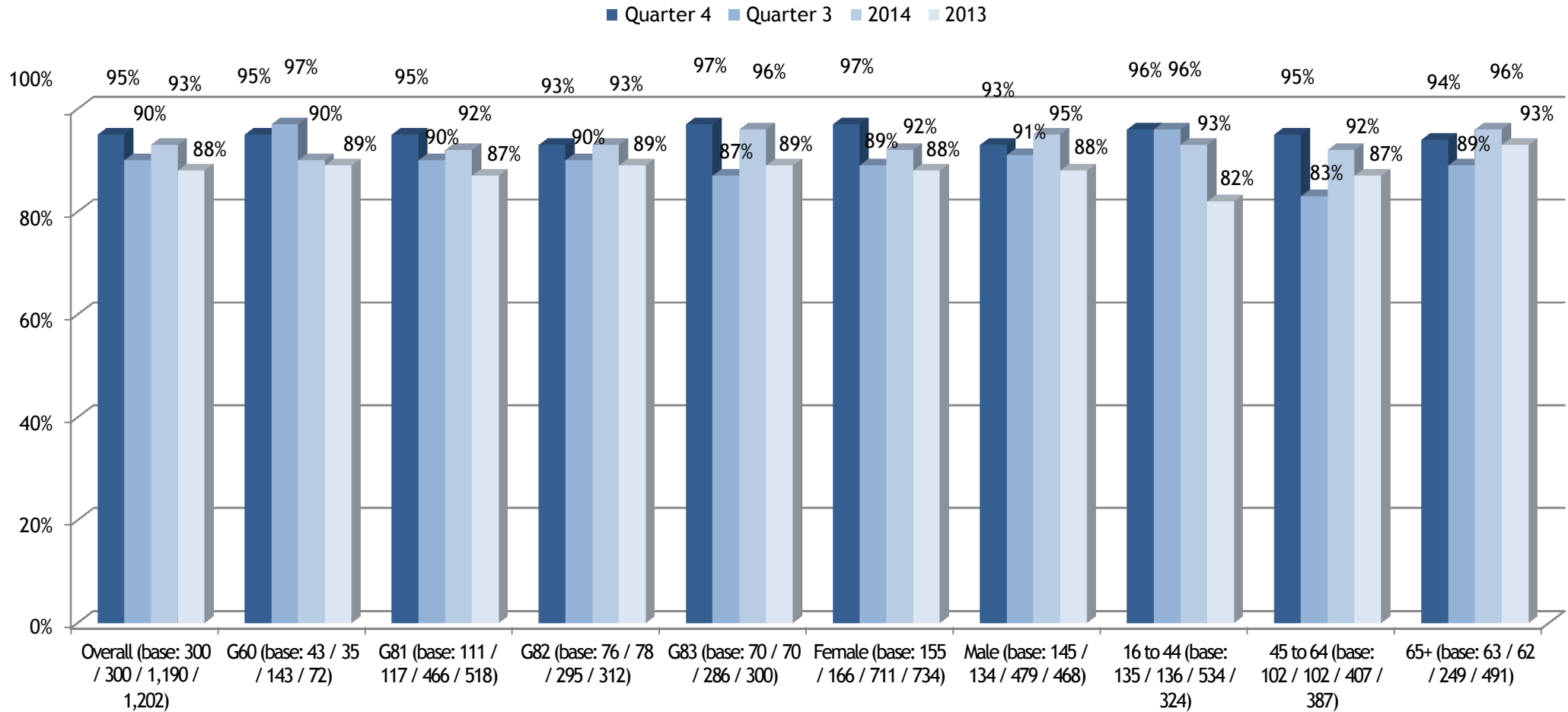
There was an increase in overall satisfaction with the Council's website during Quarter 4 2015 compared to the previous quarter; this rise reflects the more positive results in the G81 and G82 postcode areas, males, those aged 45 to 64 and 65+.

Figure 4.5: The Street Cleaning Service



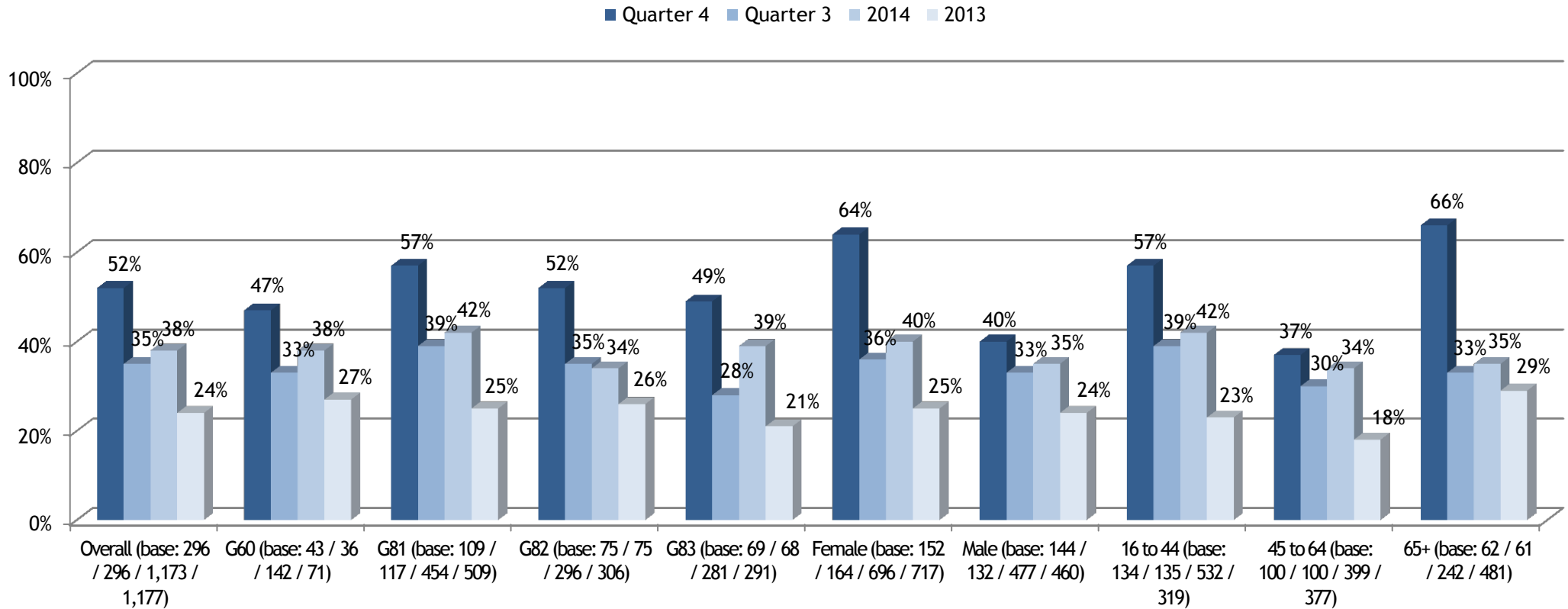
Overall ratings for the street cleaning service increased between Quarter 3 2015 and Quarter 4. Rises in satisfaction were most apparent in the G81 postcode, females and amongst those aged 65+.

Figure 4.6: The Waste Service Overall



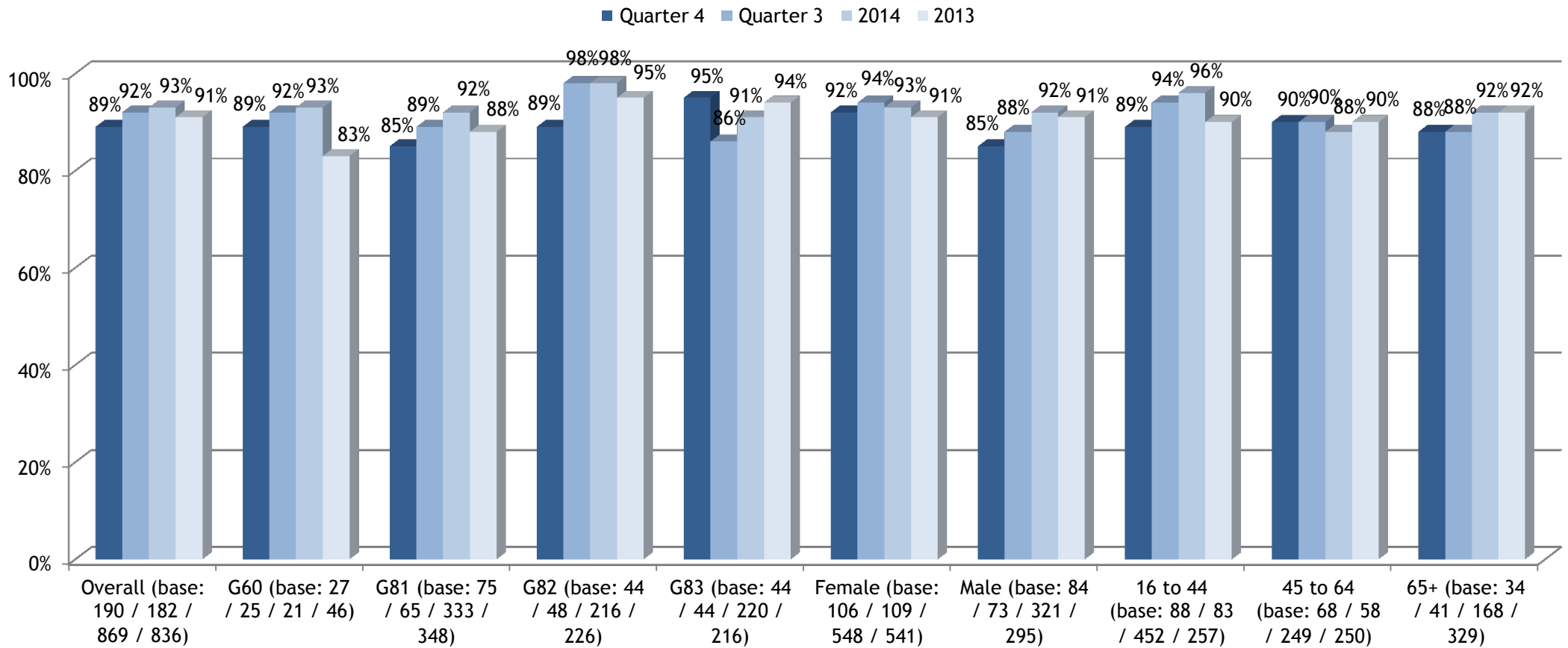
There was a rise in satisfaction with the waste service overall in Quarter 4 2015 compared to Quarter 3, which was mainly due to an increase in the G83 postcode area, amongst females and those aged 45 to 64.

Figure 4.7: Roads Maintenance



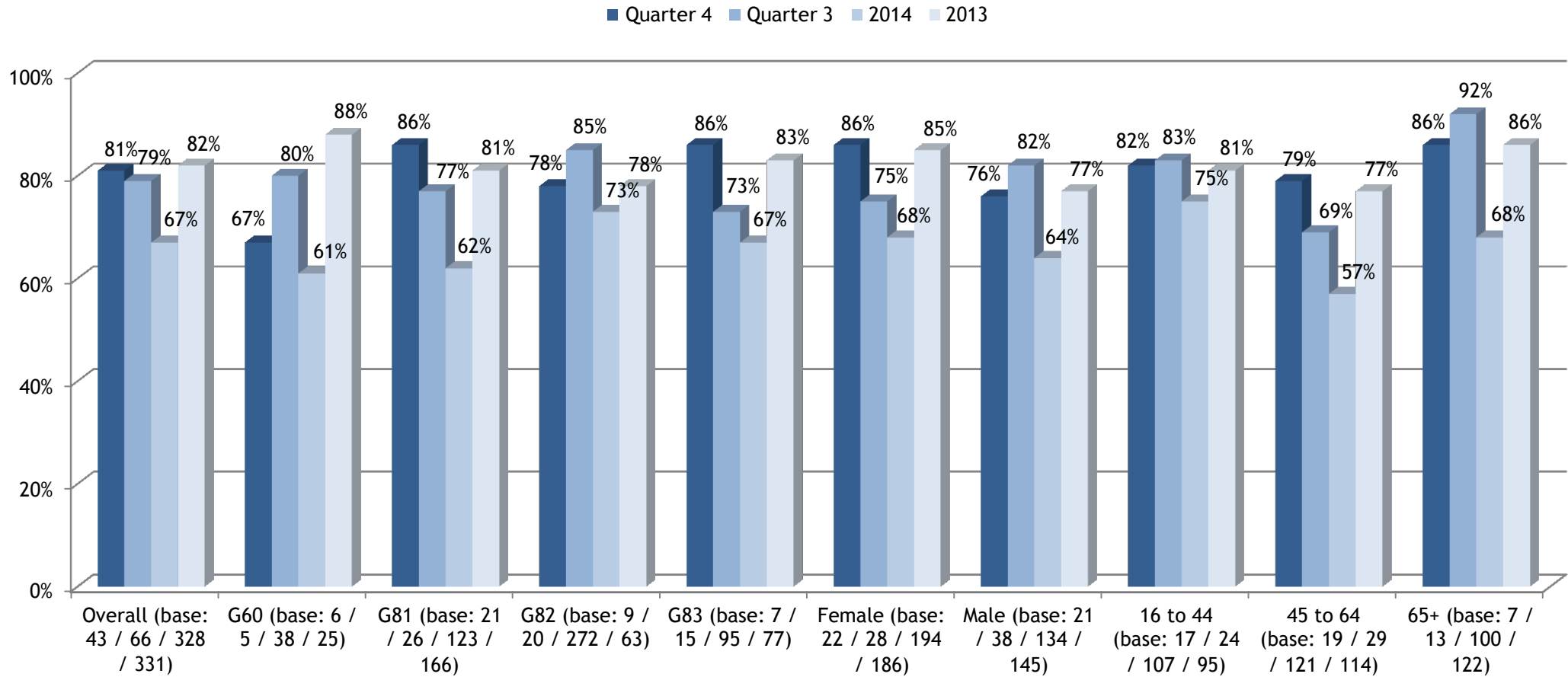
Satisfaction with road maintenance continues to be low in comparison to other services, although Quarter 4 2015 results are notably higher than those recorded in in the previous quarter. This rise in satisfaction is universal across area, gender and age group.

Figure 4.8: Libraries



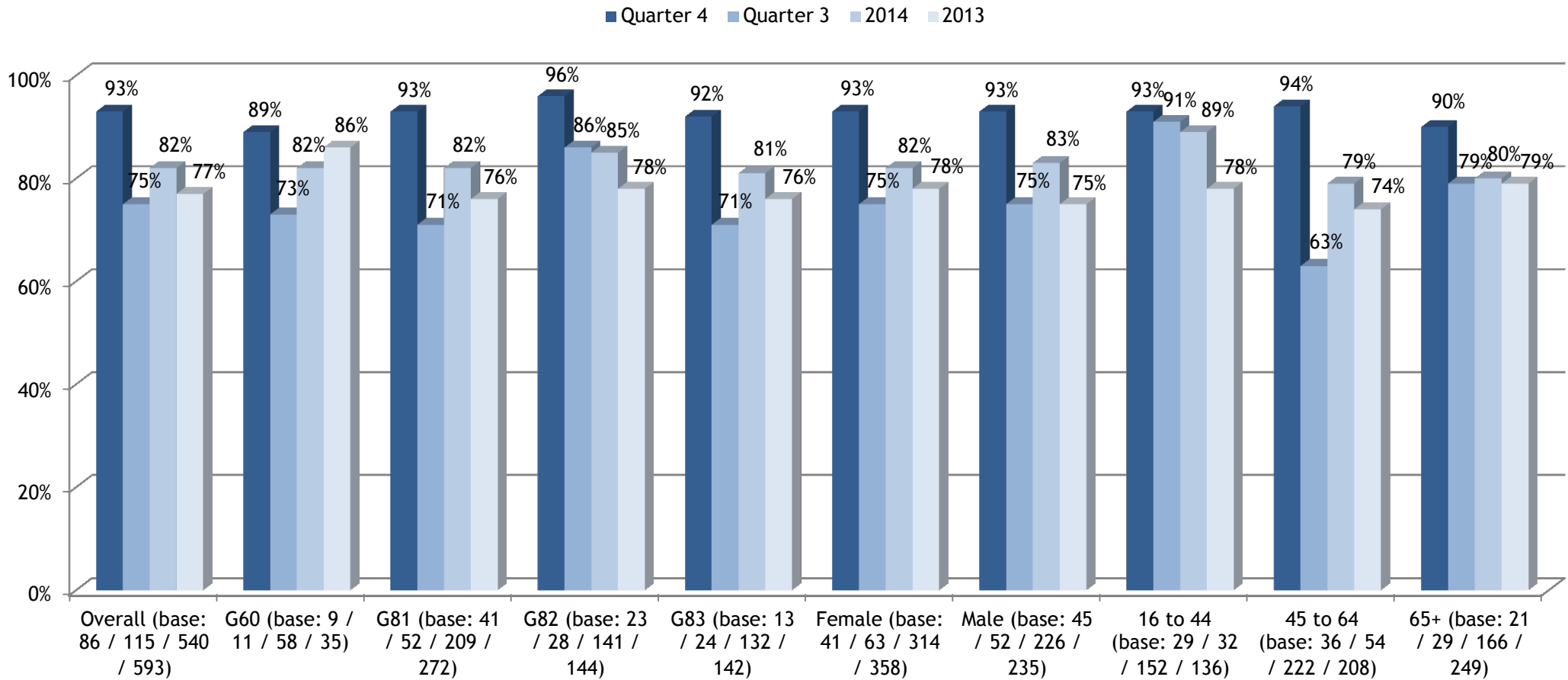
Overall, there was a slight fall in satisfaction levels with Council libraries between Quarter 3 2015 and Quarter 4. This decrease was most apparent in the G82 postcode areas, those aged 16 to 44.

Figure 4.9: Trading Standards



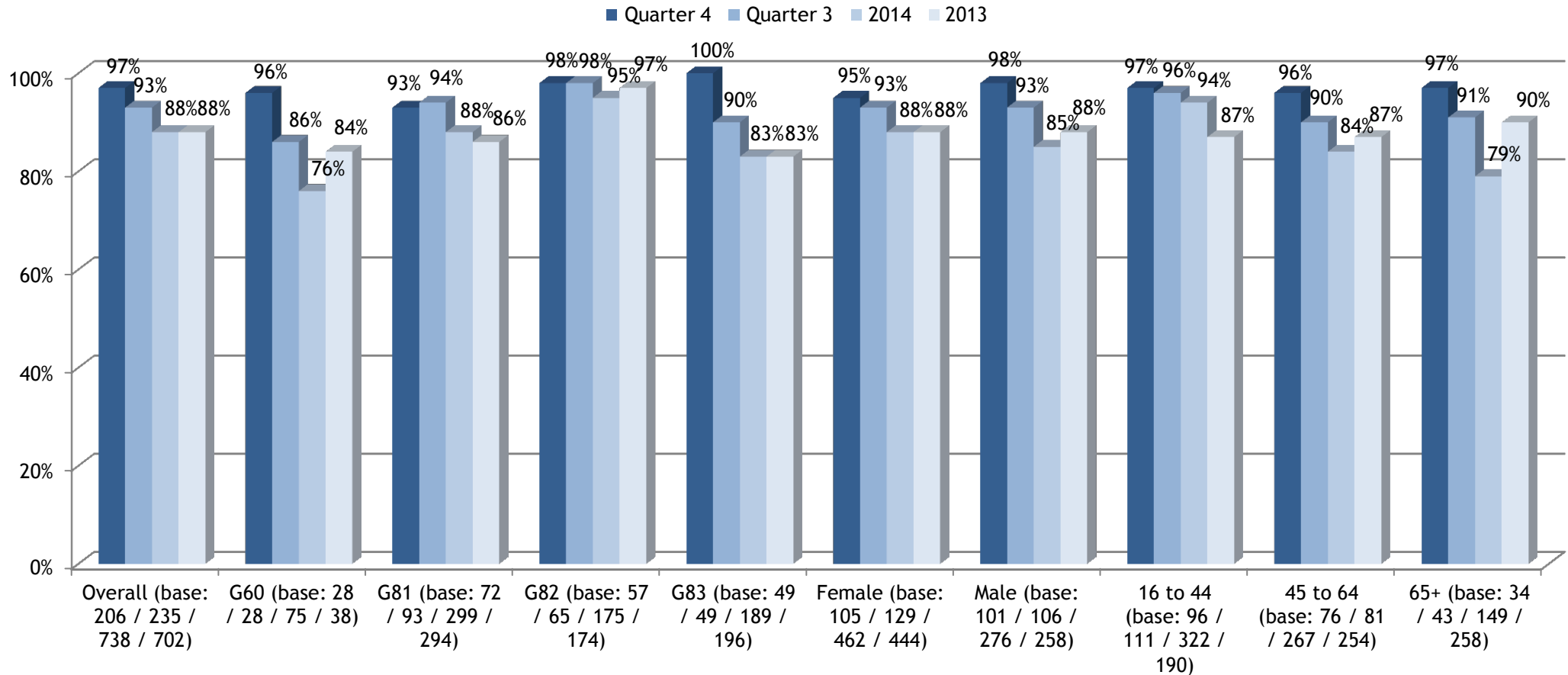
There was a very slight rise in satisfaction with the Trading Standards service in Quarter 4 2015 as compared to Quarter 3. This fall was most apparent in the G81 and G83 postcodes, females and the 45 to 64 age group.

Figure 4.10: Environmental Health



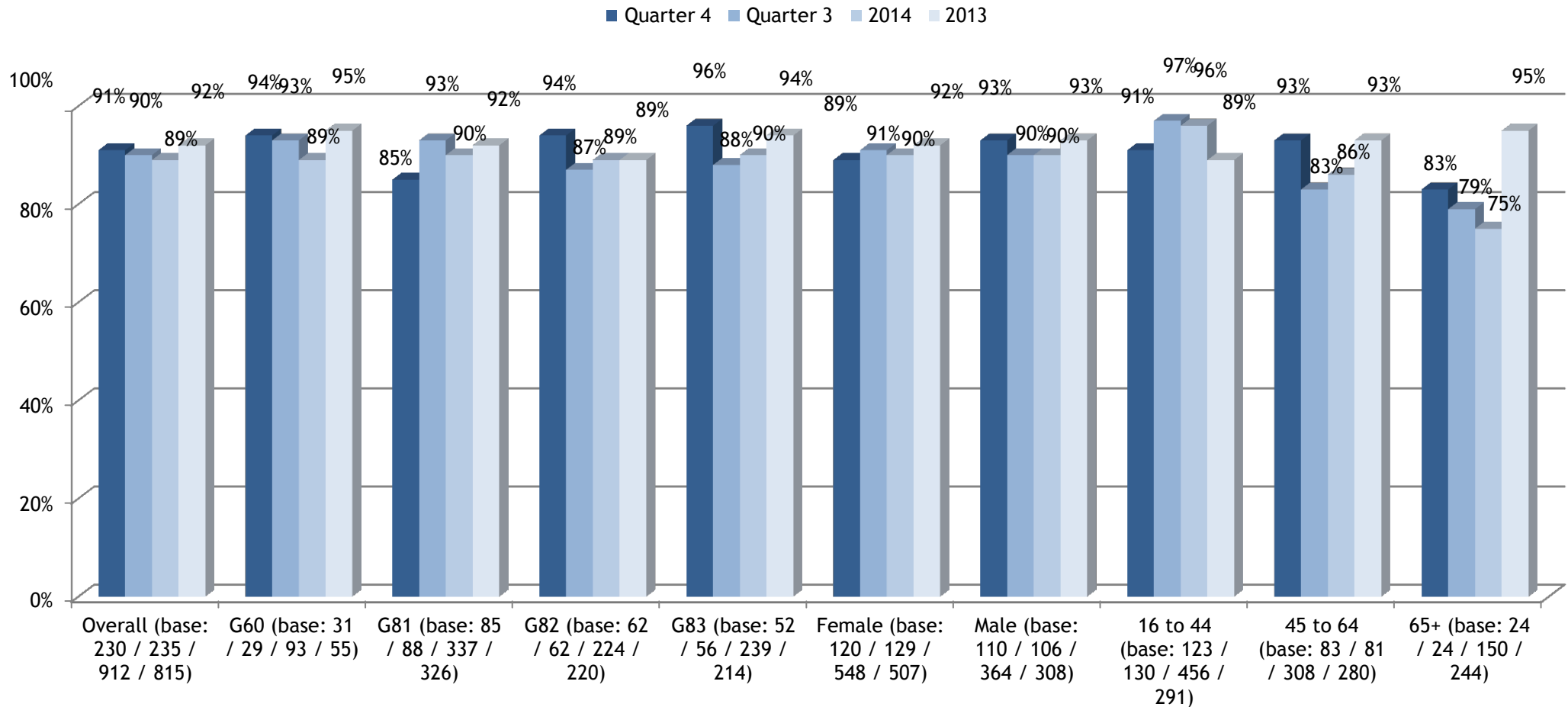
Overall, there was a notable increase in satisfaction with the Council’s Environmental Health Service in Quarter 4 when compared to Quarter 3. This increase was noted across all areas, gender and age groups.

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



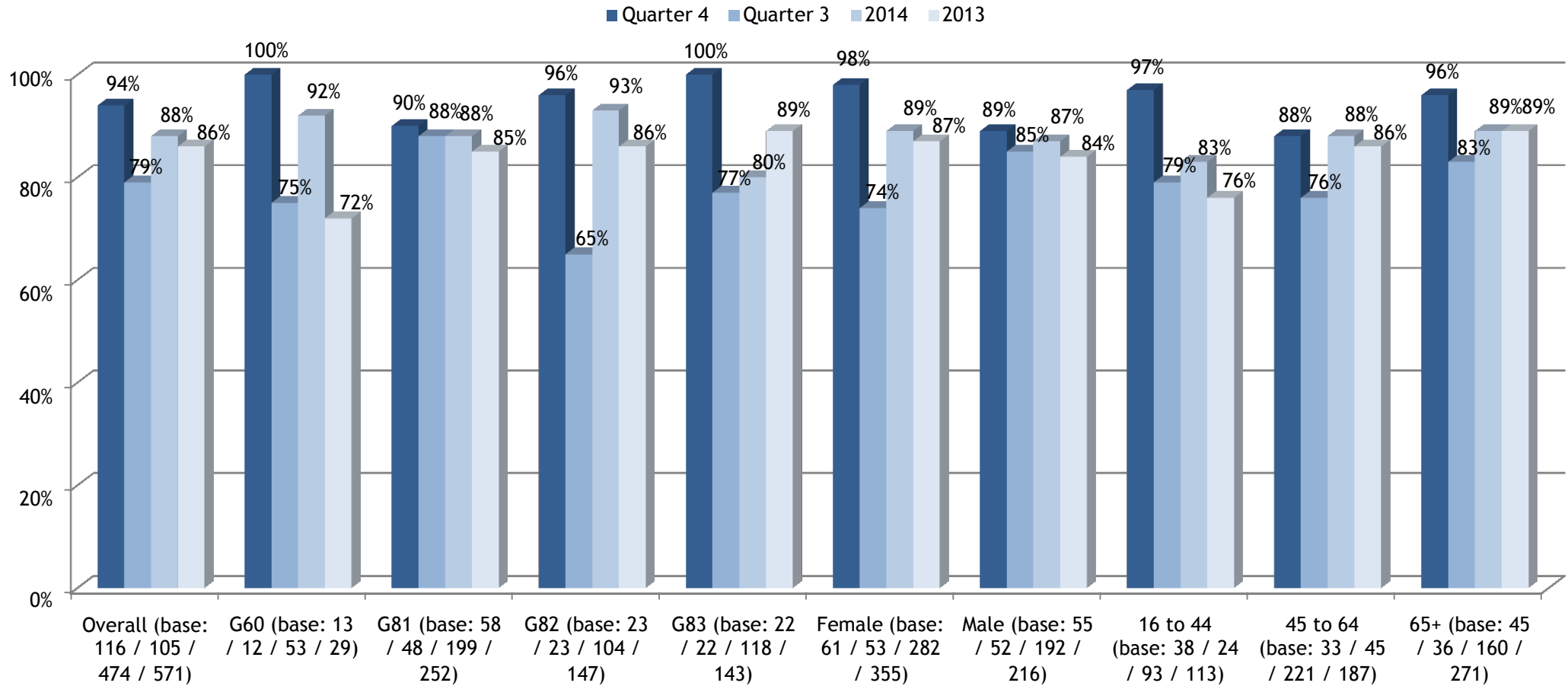
There was an increase in satisfaction levels with this service in Quarter 4 2015 compared to Quarter 3. Improvements in satisfaction were most notable in the G60 and G83 postcode areas.

Figure 4.12: Council Schools



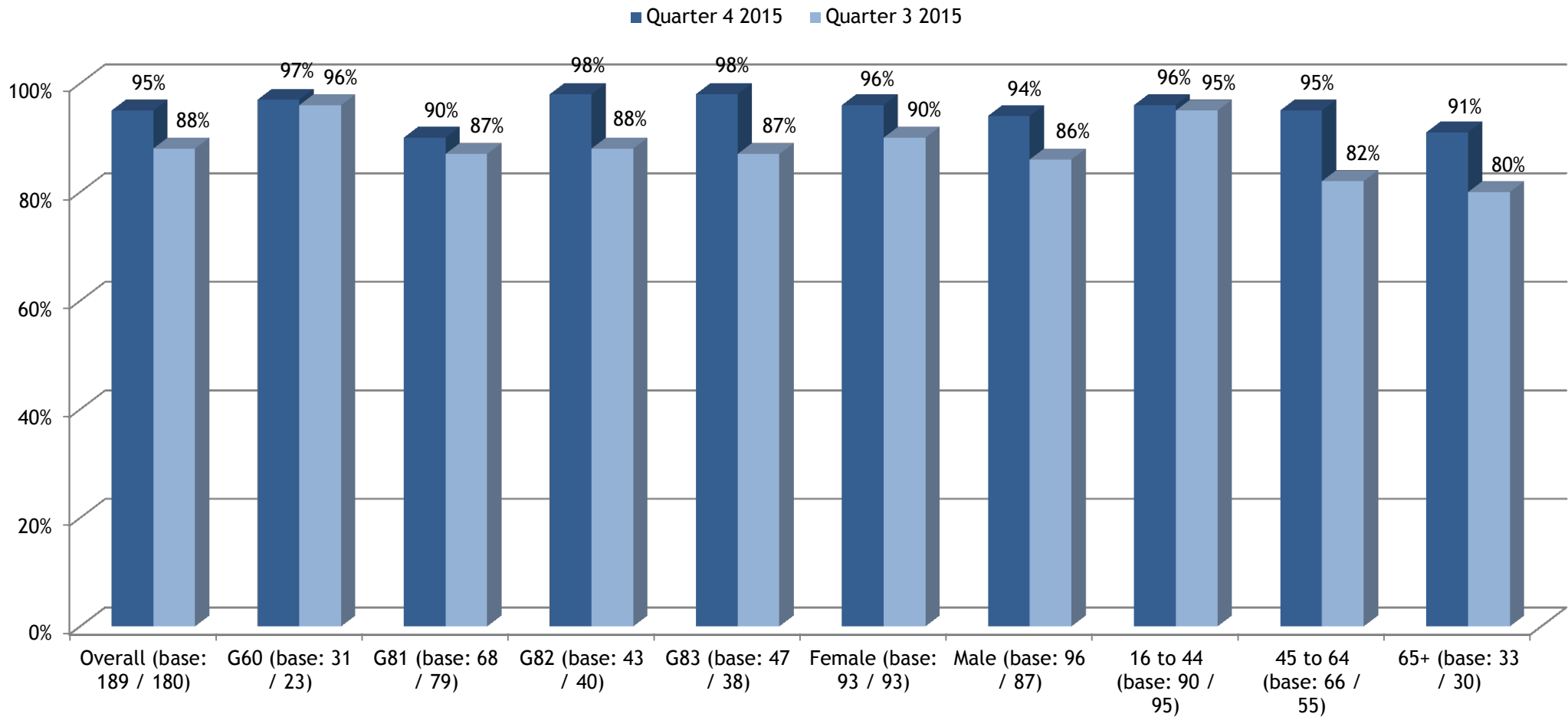
Satisfaction with Council schools rose very slightly in the Quarter 4 2015 period compared to the Quarter 3 figures. This increase was particularly apparent in the G82 and G83 postcode areas, amongst those aged 45-64 but high levels of satisfaction were still apparent overall.

Figure 4.13: The Social Work Service



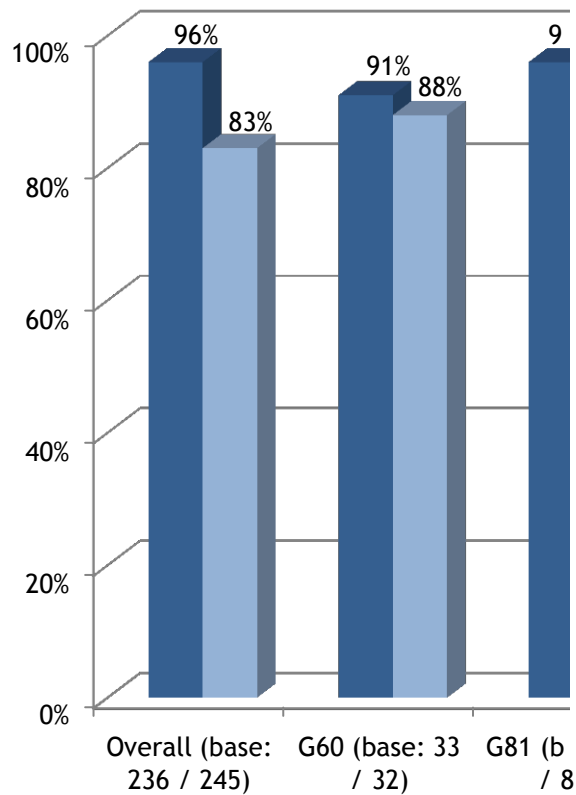
Overall, satisfaction with the Social Work service has risen substantially since Quarter 3. The better ratings apparent during Quarter 4 2015 were most notable amongst those in the G60, G82 and G83 postcode areas, females and those aged 16 to 44.

Figure 4.14: The Council's Licensing Service



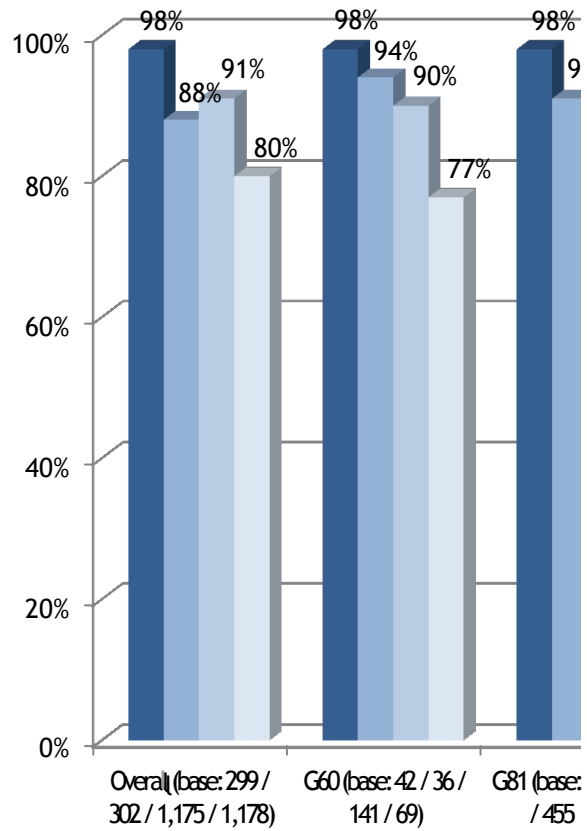
The Council's licensing service was included in the Reputation tracker questionnaire from the start of 2015. Satisfaction with this service increased during Quarter 4. This was mostly influenced by improved ratings amongst those in the G82 and G83 postcode areas, those aged 45 to 64 and those aged 65+.

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. Notably improved ratings were recorded in Quarter 4 than was the case in Quarter 3, with notable improvements in the G81 postcode area, amongst females and those aged 45 to 64 and 65+.

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



There was an increase during Quarter 4 in overall satisfaction with the services received from West Dunbartonshire Council overall. This rise was universal, particularly in the G83 postcode area, females and those aged 45 to 64 and 65+.

5.3 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 4 are illustrated as a ‘Word Cloud’ in Figure 5.2.

Figure 5.2: Good things people would say about the Council

