



West Dunbartonshire Council

Reputation Tracker  
Overview Report

Quarter 1 2016

April 2016

## Contents

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	Page
1.0 Background, Objectives and Methodology	1
2.0 Respondent Profile	3
3.0 Overall Perceptions of the Council	4
4.0 Satisfaction with Council Services	16
5.0 Open-ended Comments	38

### APPENDICES (UNDER SEPARATE COVER)

1.0 Survey Questionnaire(s)	
2.0 Data Tables	

## **1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY**

### ***BACKGROUND***

- 1.1 This document summarises the findings for the first quarter of 2016 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 2016. This first Quarterly Report for 2016 sets out the results for Quarter 1 (January to March 2016) as well as comparative results for 2015 and 2014.

### ***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:
- 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.

- 1.4 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)<sup>1</sup>. This document brings together the results for January to March 2016 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.

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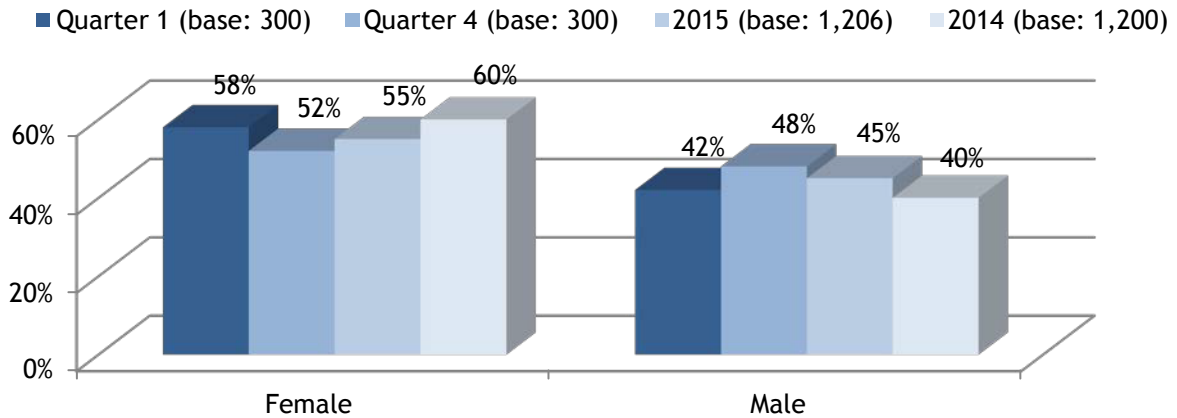
<sup>1</sup> The G60 postcode, covering Bowling and Old Kilpatrick, was included in the survey from July 2013 onwards.

## 2.0 RESPONDENT PROFILE

2.1 A total of 300 telephone interviews were carried out in Quarter 1 2016.

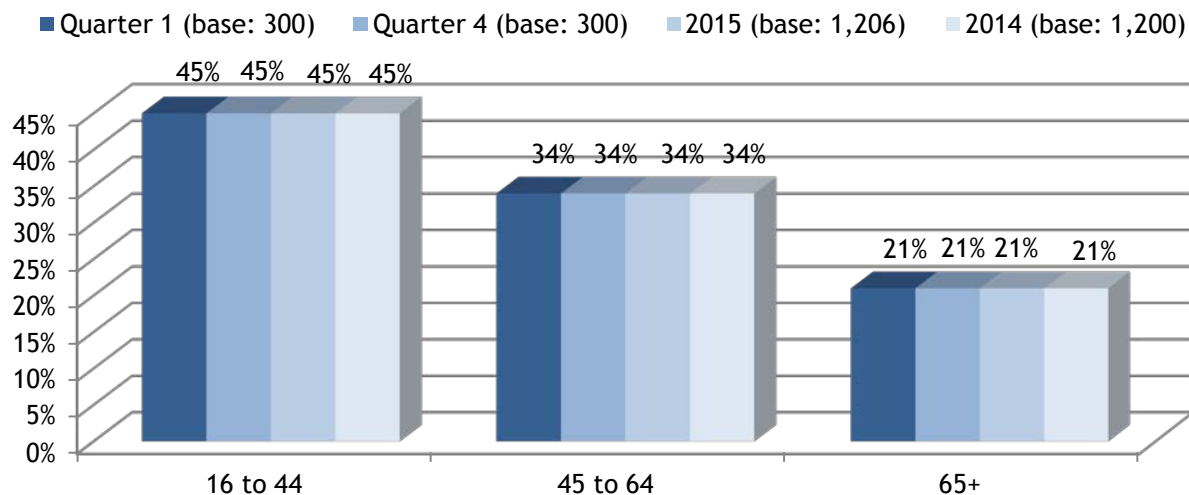
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

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



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

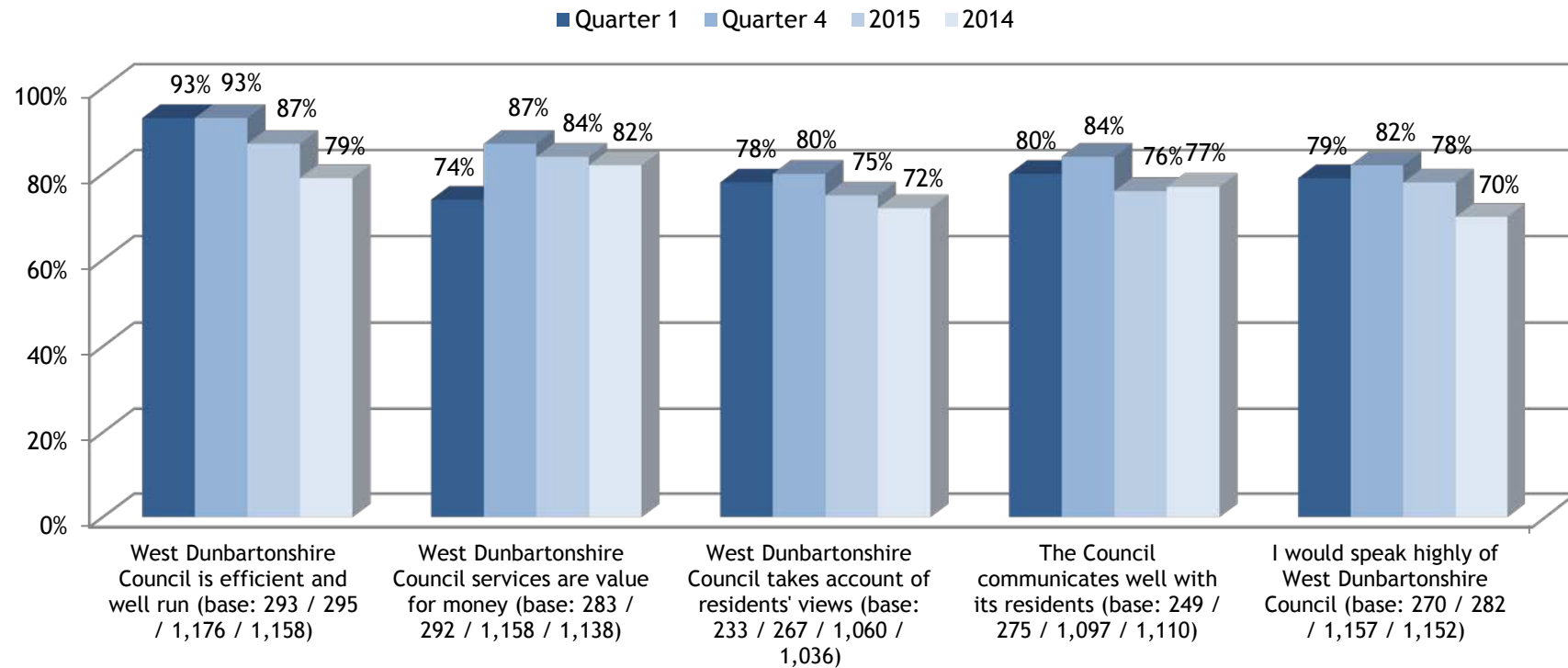
**Figure 2.2: Profile of Respondents by Age Band**



### **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**

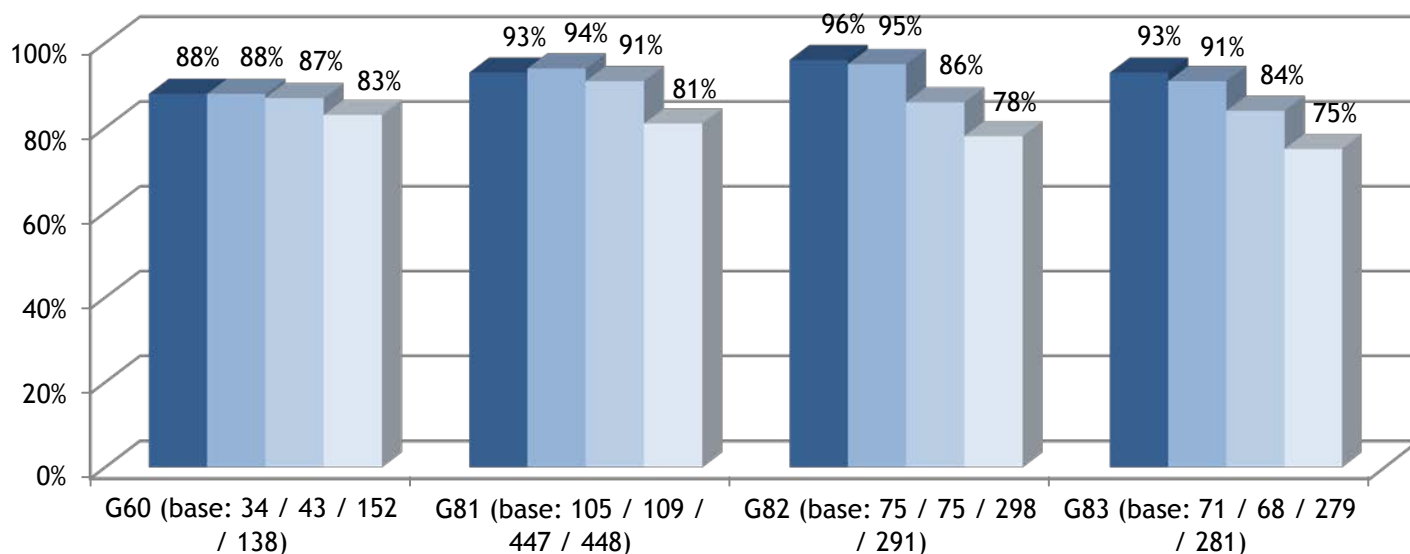


3.2 Figures 3.2 to 3.4 break down responses to the statement, 'West Dunbartonshire Council is efficient and well run' by area, gender and age band.

**Figure 3.2: Area**

*West Dunbartonshire Council is efficient and well run*

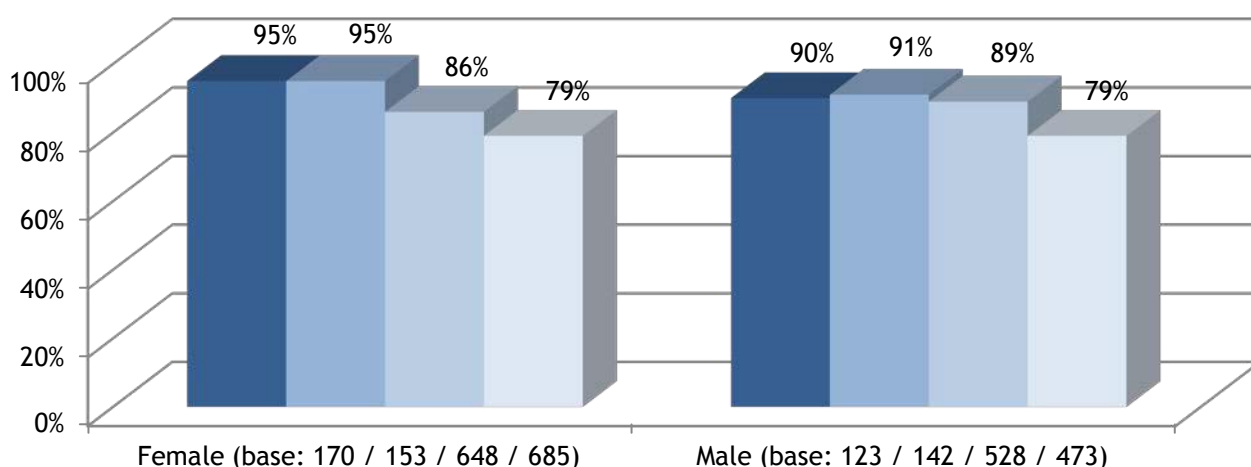
■ Quarter 1 ■ Quarter 4 ■ 2015 ■ 2014



**Figure 3.3: Gender**

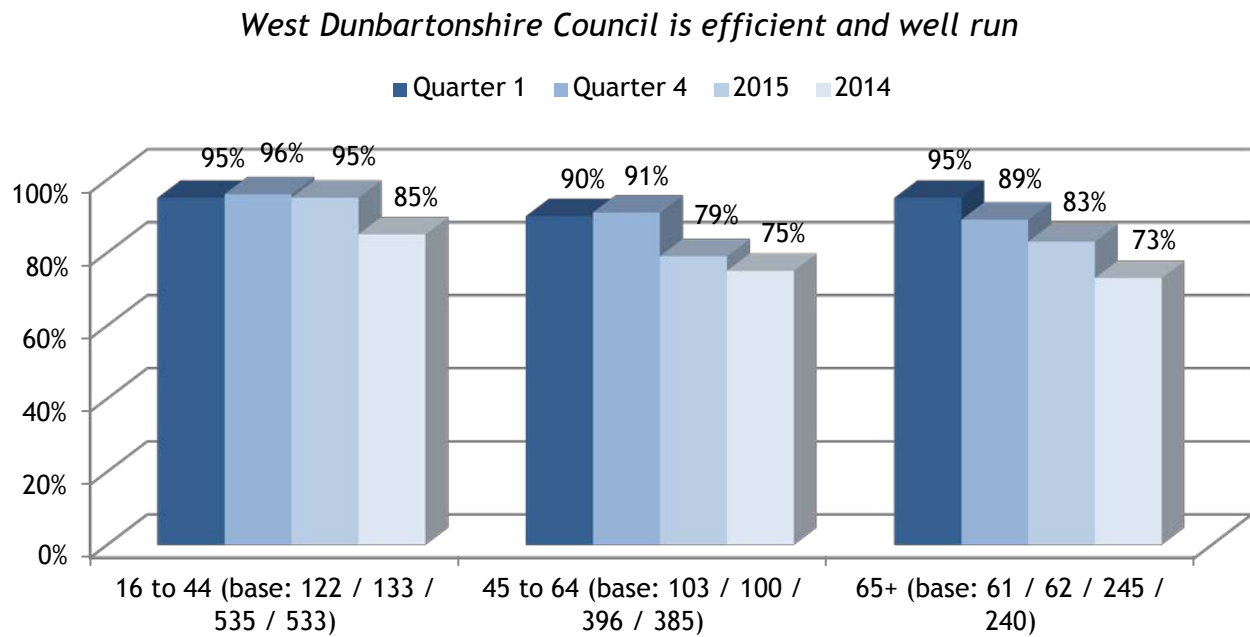
*West Dunbartonshire Council is efficient and well run*

■ Quarter 1 ■ Quarter 4 ■ 2015 ■ 2014





**Figure 3.4: Age Band**



- 3.3 Overall, Quarter 1 results for this statement were the same as those recorded in the previous quarter, although more positive than in previous years. Little change is observed with the exception of a rise amongst those aged 65 and over.

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

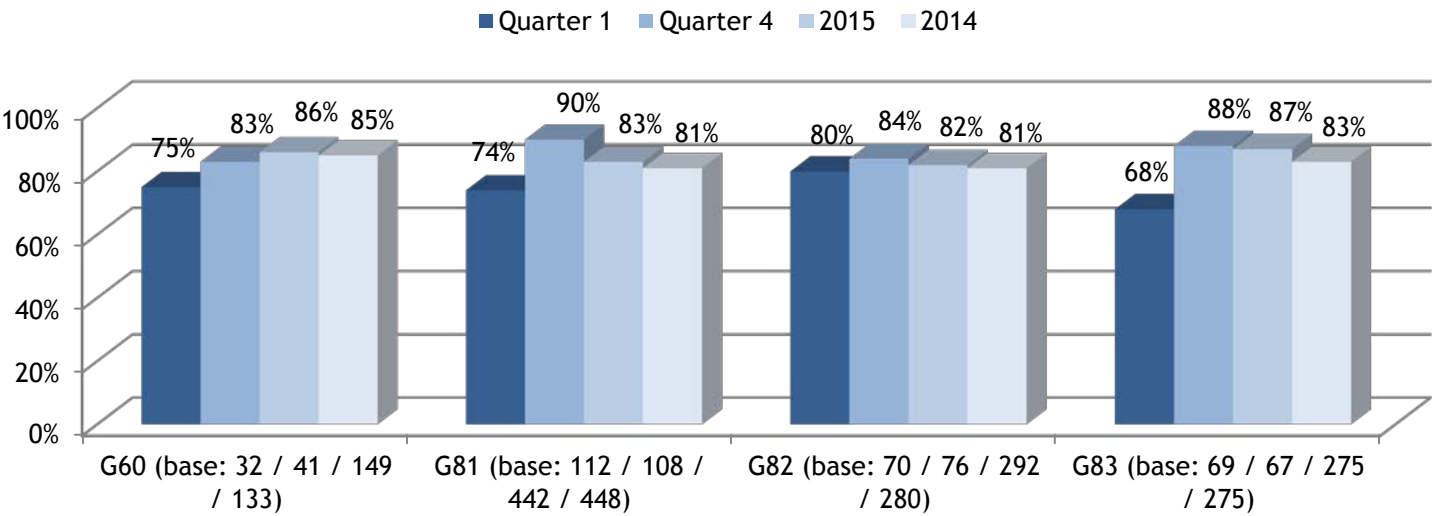
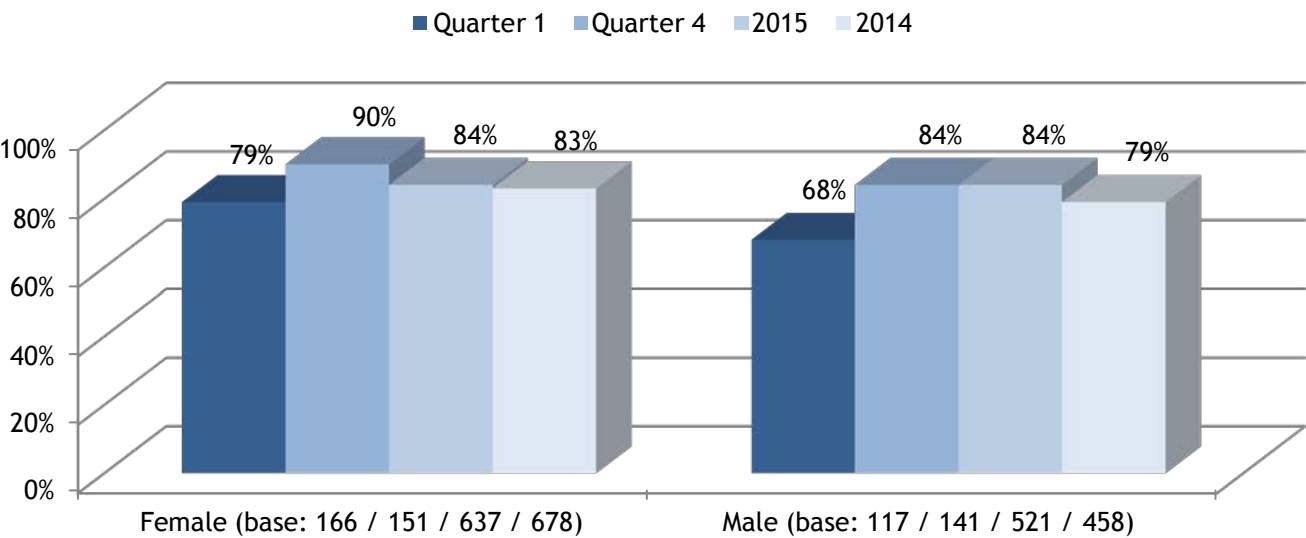


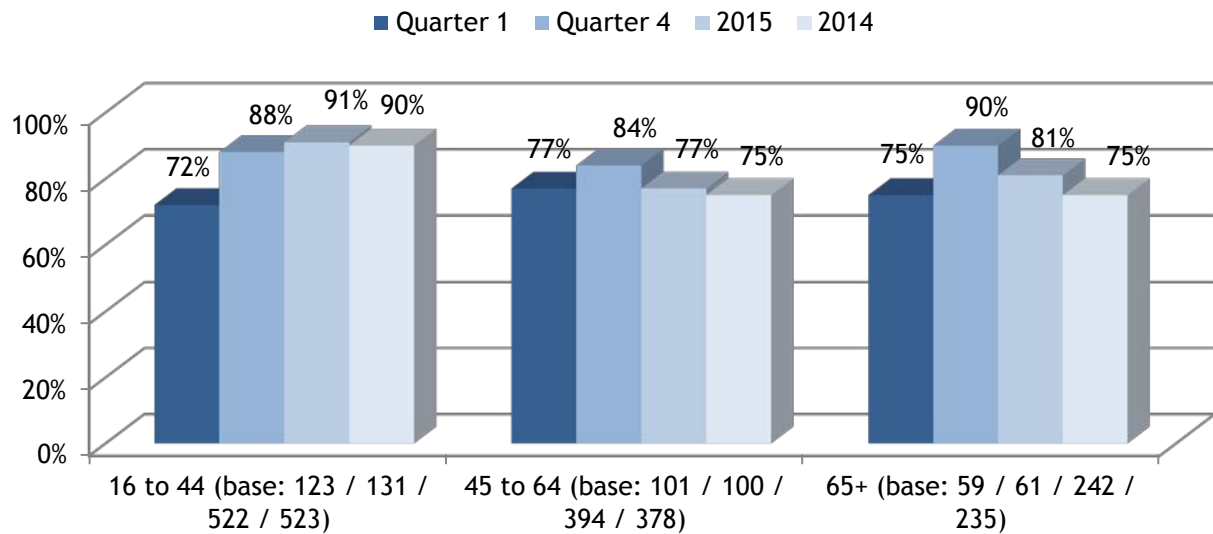
Figure 3.6: Gender

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 1 2016 decreased notably when compared to those in the previous quarter. Agreement with this statement decreased most substantially within the G81 and G83 postcode areas, amongst males and amongst those in the 16 to 44 and 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

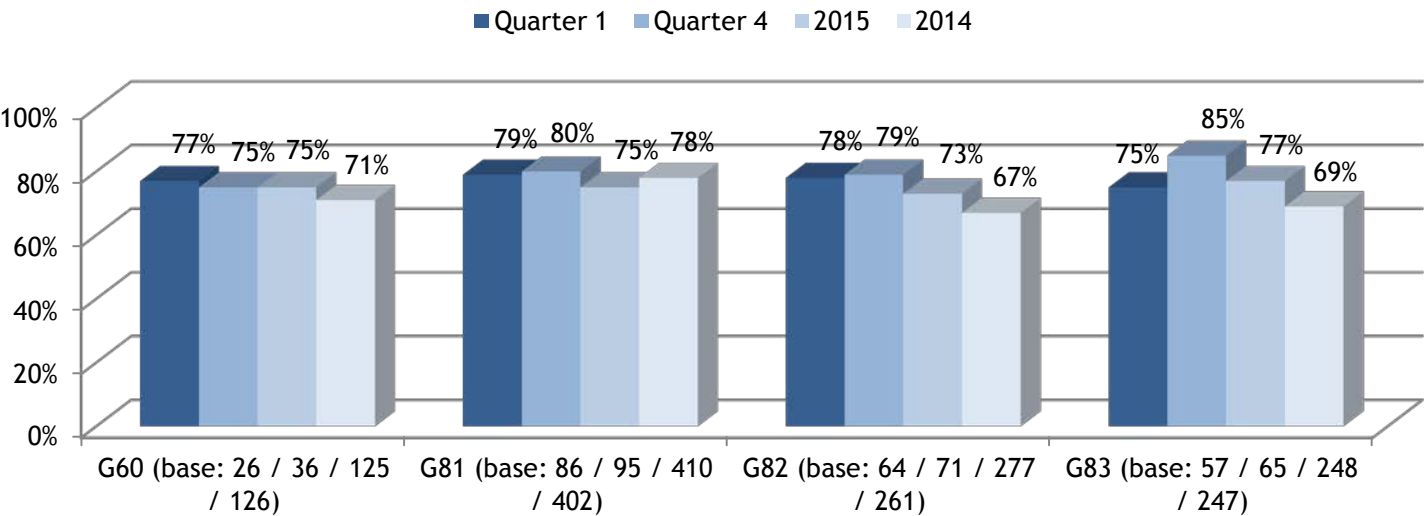
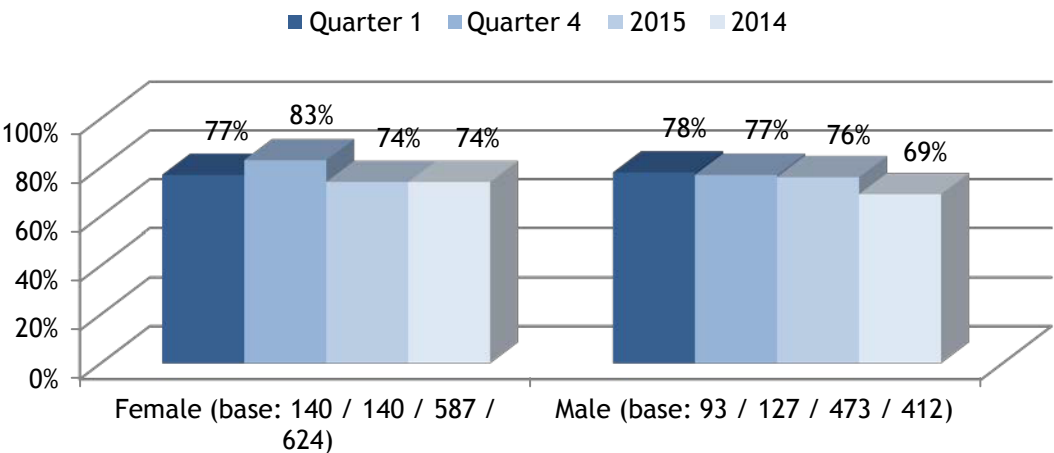


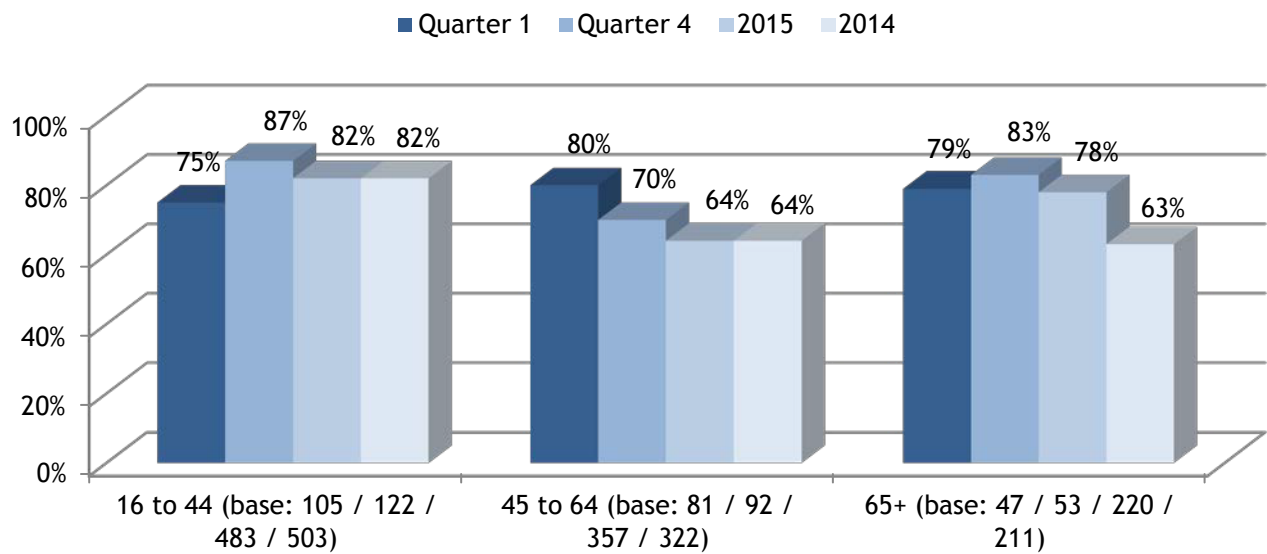
Figure 3.9: Gender

West Dunbartonshire Council takes account of residents’ views



**Figure 3.10: Age Band**

*West Dunbartonshire Council takes account of residents' views*



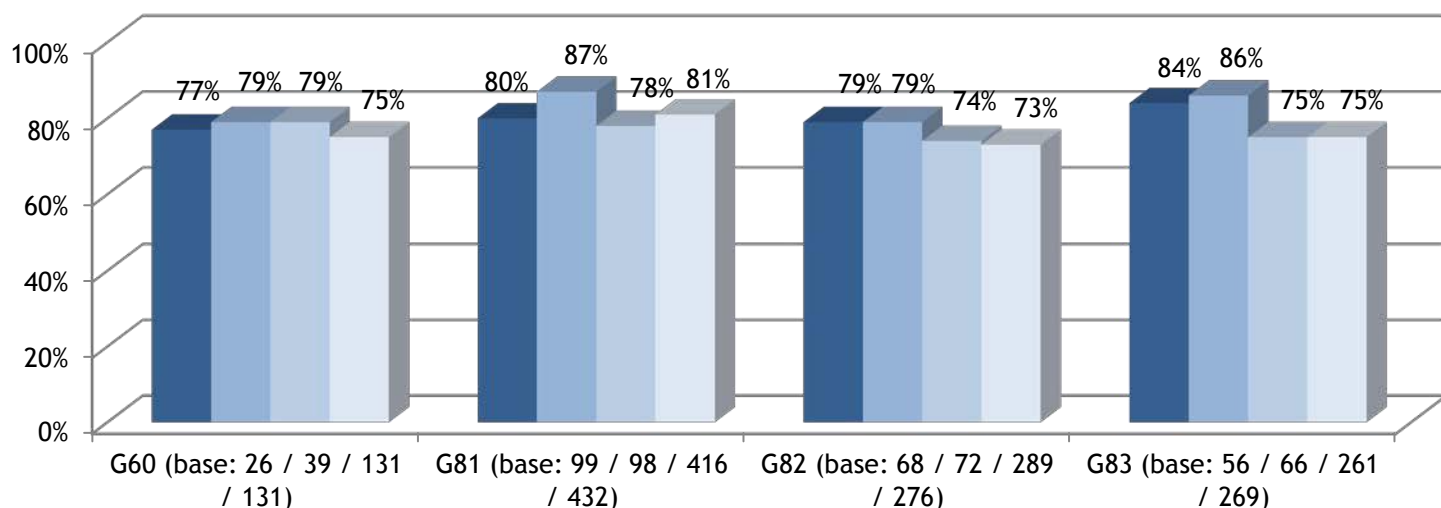
- 3.7 Overall, results for Quarter 1 2015 have declined slightly since the previous quarter, although higher when compared to the previous year. Agreement with this statement decreased most notably in the G83 postcode area and amongst those aged 16 to 44. Significant improvement was noted amongst those aged 45 to 64.

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*

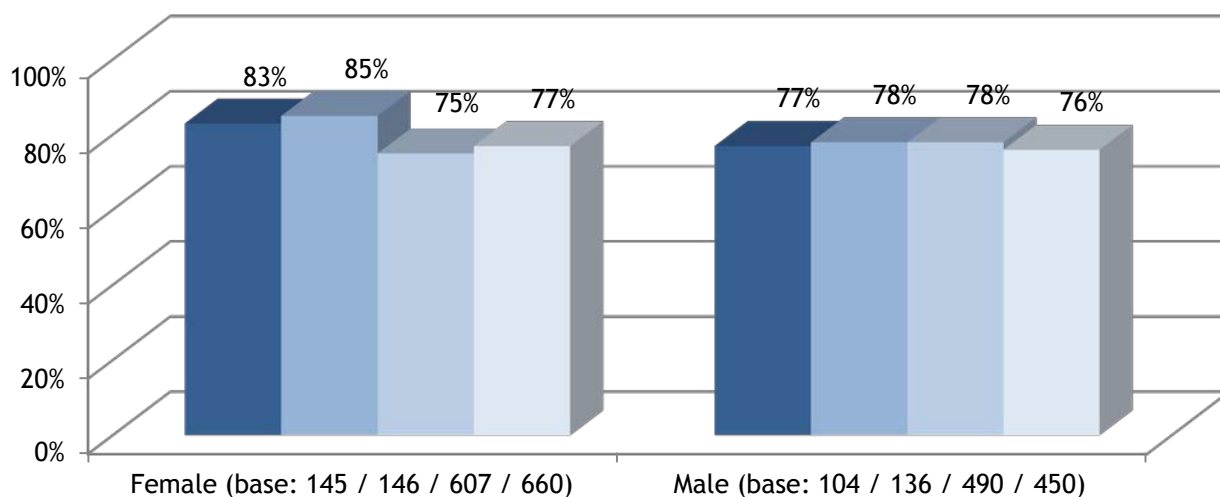
■ Quarter 1 ■ Quarter 4 ■ 2015 ■ 2014



**Figure 3.12: Gender**

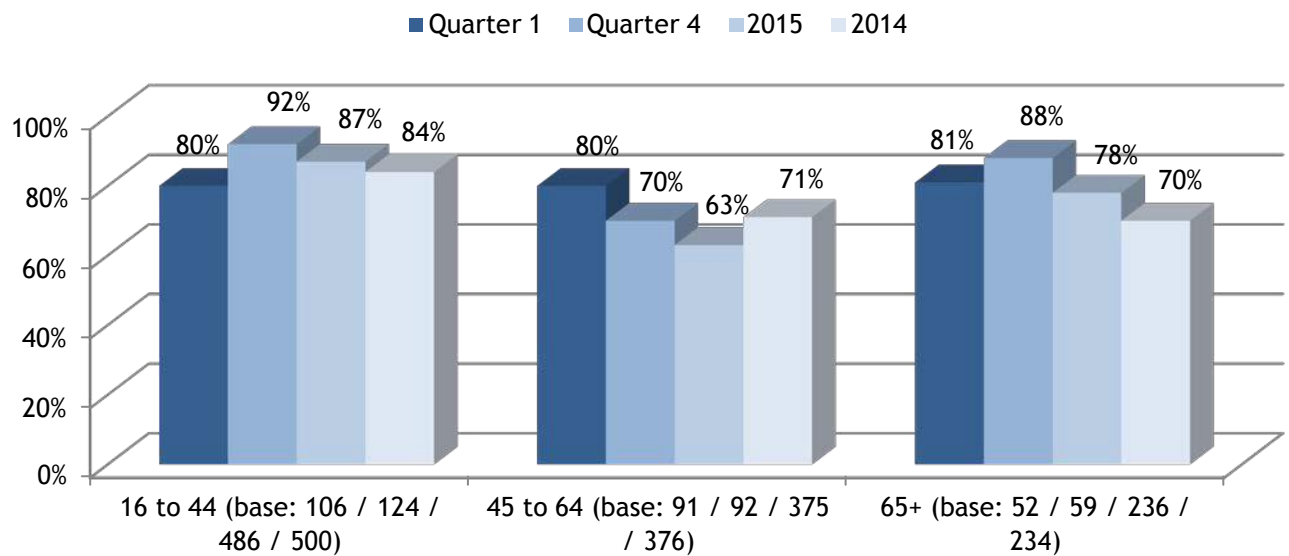
*The Council communicates well with its residents*

■ Quarter 1 ■ Quarter 4 ■ 2015 ■ 2014



**Figure 3.13: Age Band**

*The Council communicates well with its residents*



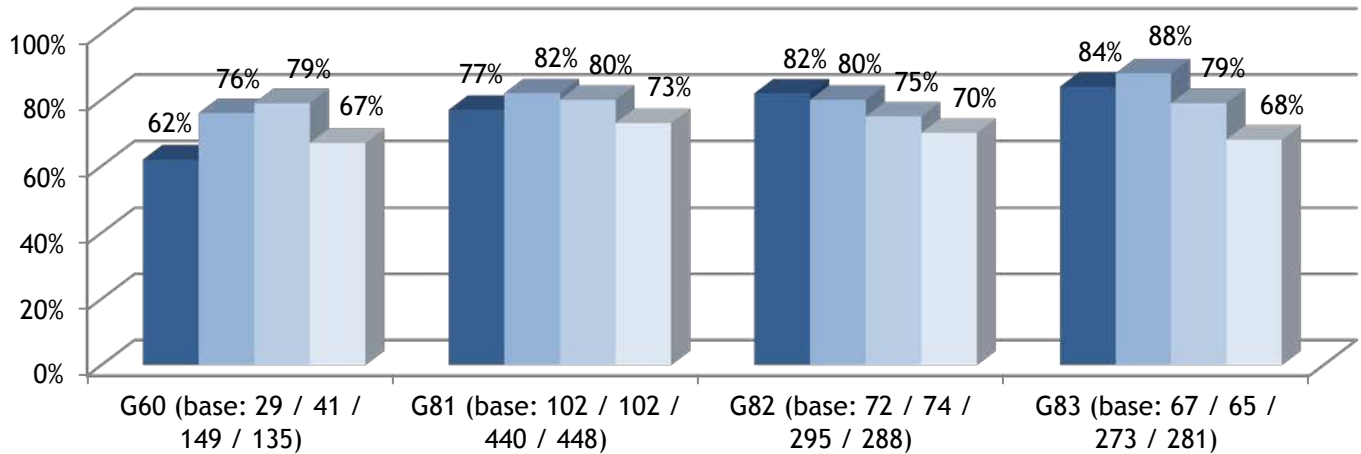
- 3.9 Overall, results for Quarter 1 were less positive than in Quarter 4 though were higher in comparison to the previous year. During this quarter, there were notable declines in agreement in the G81 postcode area, amongst those aged 16 to 44 and those aged 65+. There was a significant improvement amongst those aged 45 to 64.

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*

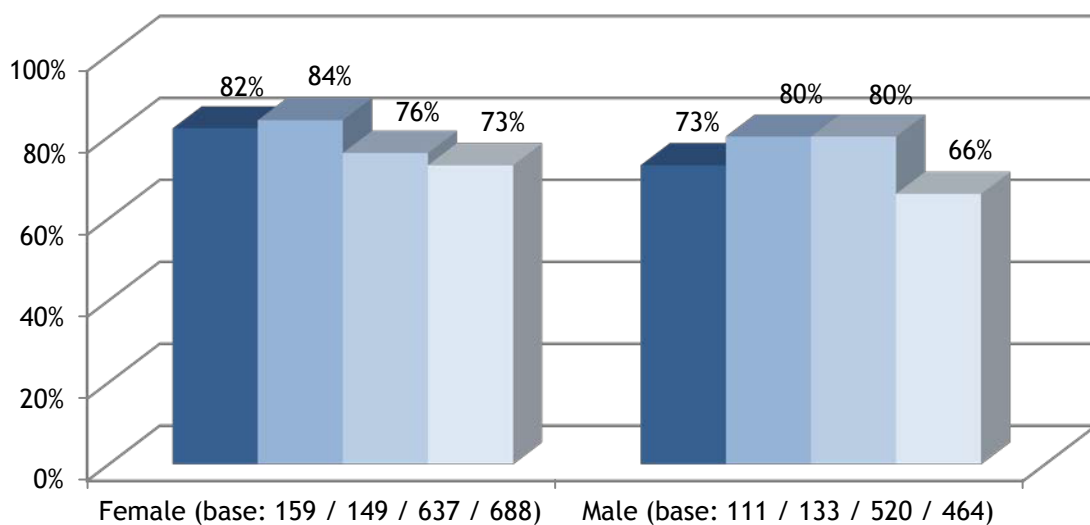
■ Quarter 1 ■ Quarter 4 ■ 2015 ■ 2014



**Figure 3.15: Gender**

*I would speak highly of West Dunbartonshire Council*

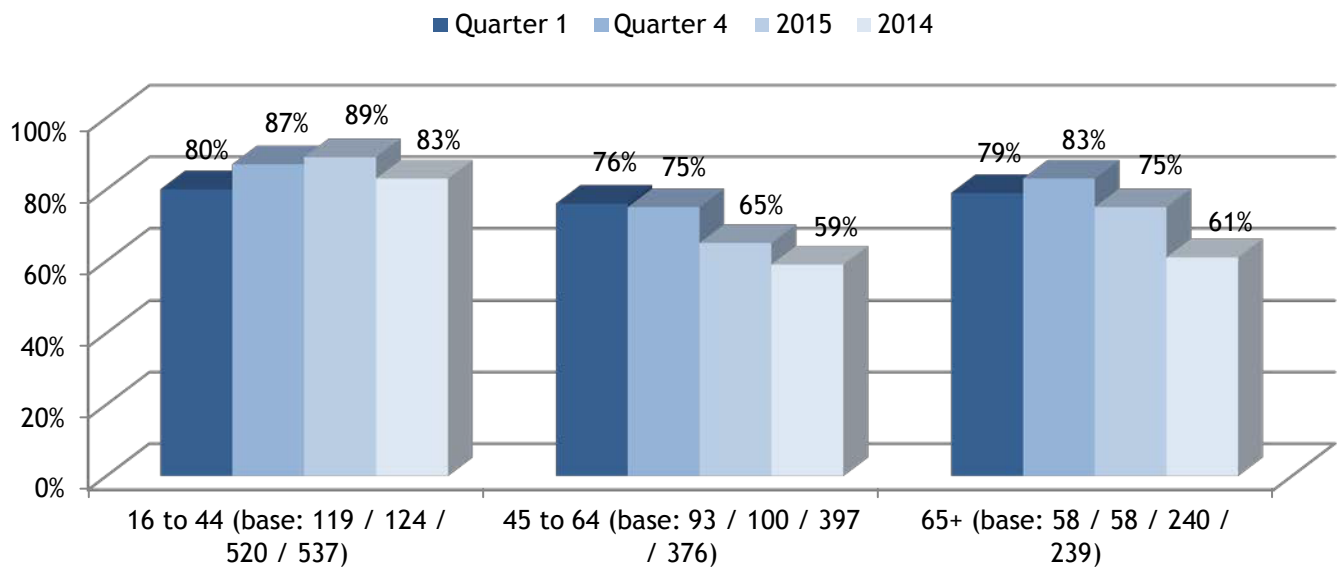
■ Quarter 1 ■ Quarter 4 ■ 2015 ■ 2014





**Figure 3.16: Age Band**

*I would speak highly of West Dunbartonshire Council*



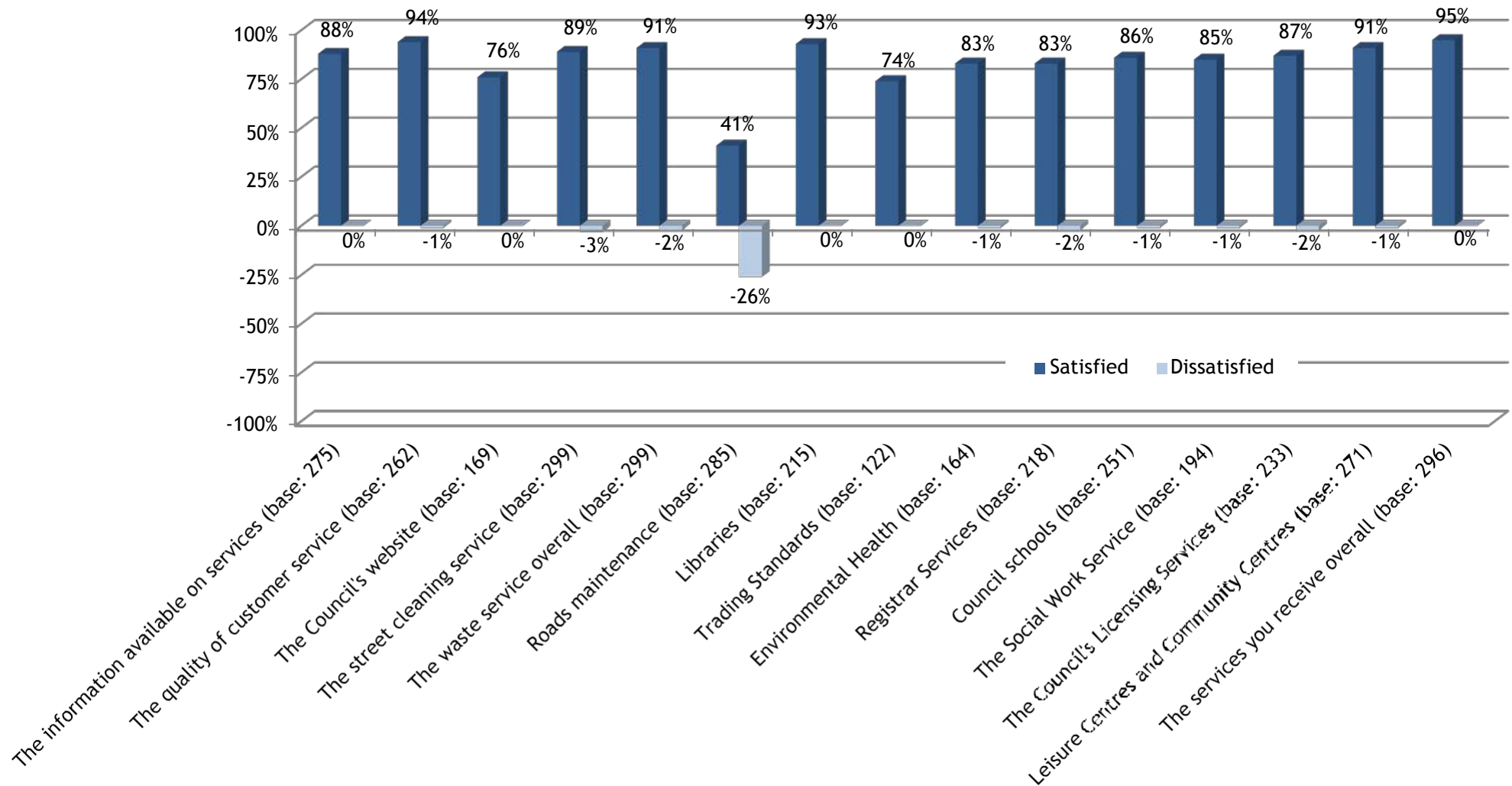
3.11 Again, there was a lower level of agreement with this statement over this period as compared to Quarter 4, with the most notable falls observed amongst those in the G60 postcode area, males and those aged 16 to 44.

## 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 1 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**

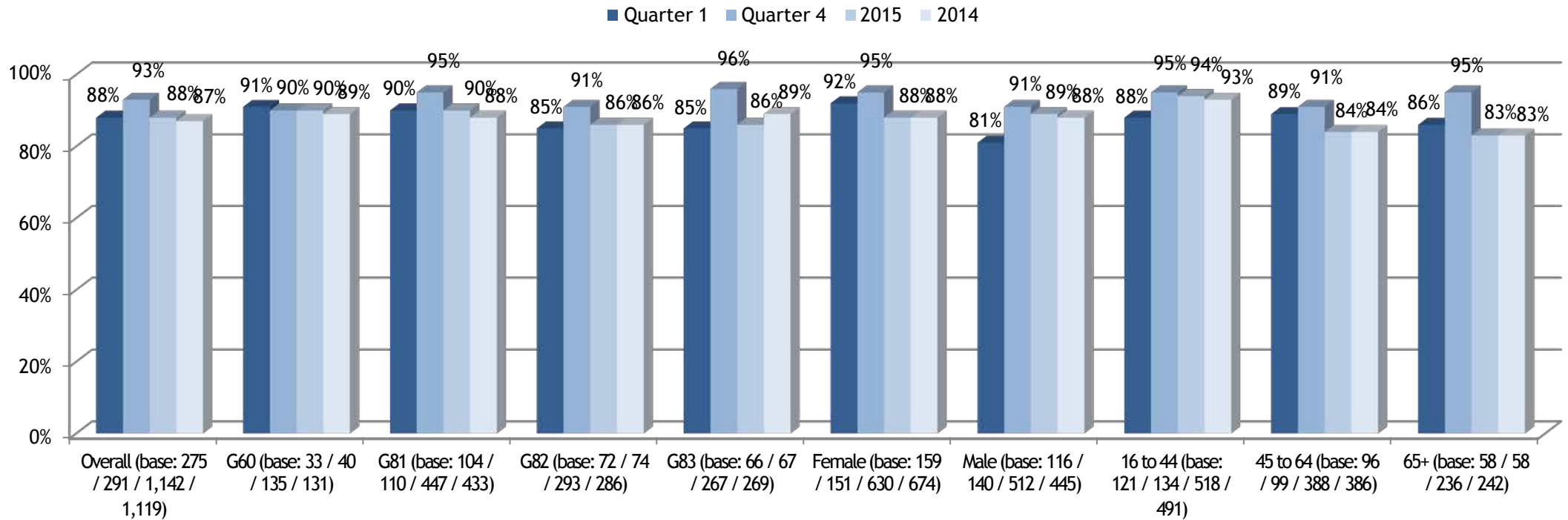
*How satisfied or dissatisfied would you say that you were with each of the following aspects of West Dunbartonshire Council's services?*

% 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: 275)	91% (base: 33)	90% (base: 104)	85% (base: 72)	85% (base: 66)	92% (base: 159)	81% (base: 116)	88% (base: 121)	89% (base: 96)	86% (base: 58)
The quality of customer service	94% (base: 262)	96% (base: 28)	91% (base: 106)	98% (base: 62)	94% (base: 66)	94% (base: 153)	94% (base: 109)	94% (base: 108)	95% (base: 93)	93% (base: 61)
The Council's website	76% (base: 169)	81% (base: 16)	69% (base: 71)	86% (base: 35)	79% (base: 47)	77% (base: 97)	75% (base: 72)	84% (base: 96)	70% (base: 61)	42% (base: 12)
The street cleaning service	89% (base: 299)	81% (base: 36)	89% (base: 117)	88% (base: 75)	96% (base: 71)	90% (base: 173)	88% (base: 126)	94% (base: 133)	86% (base: 103)	84% (base: 63)
The waste service overall	91% (base: 299)	94% (base: 36)	90% (base: 117)	93% (base: 75)	89% (base: 71)	90% (base: 173)	93% (base: 126)	95% (base: 133)	90% (base: 103)	84% (base: 63)
Roads maintenance	41% (base: 285)	31% (base: 36)	42% (base: 110)	47% (base: 73)	41% (base: 66)	43% (base: 162)	39% (base: 123)	45% (base: 128)	37% (base: 98)	42% (base: 59)
Libraries	93% (base: 215)	95% (base: 20)	96% (base: 80)	93% (base: 57)	88% (base: 58)	93% (base: 127)	93% (base: 88)	93% (base: 100)	91% (base: 67)	96% (base: 48)
Trading Standards	74% (base: 122)	90% (base: 10)	69% (base: 55)	70% (base: 23)	79% (base: 34)	76% (base: 63)	71% (base: 59)	76% (base: 54)	71% (base: 41)	74% (base: 27)
Environmental Health	83% (base: 164)	100% (base: 11)	80% (base: 76)	81% (base: 32)	84% (base: 45)	86% (base: 98)	79% (base: 66)	88% (base: 69)	77% (base: 53)	81% (base: 42)
Registrar Services	83% (base: 218)	80% (base: 20)	79% (base: 87)	90% (base: 59)	83% (base: 52)	83% (base: 125)	80% (base: 96)	81% (base: 95)	84% (base: 73)	86% (base: 50)
Council schools	86% (base: 251)	87% (base: 30)	85% (base: 96)	90% (base: 63)	84% (base: 62)	87% (base: 140)	86% (base: 111)	88% (base: 129)	89% (base: 84)	74% (base: 38)
The Social Work Service	85% (base: 194)	78% (base: 18)	87% (base: 84)	89% (base: 36)	84% (base: 55)	86% (base: 109)	84% (base: 85)	78% (base: 77)	88% (base: 69)	92% (base: 48)
Licensing Services	87% (base: 233)	88% (base: 24)	84% (base: 85)	95% (base: 65)	83% (base: 59)	86% (base: 130)	88% (base: 103)	85% (base: 101)	89% (base: 89)	88% (base: 43)
Leisure Centre and Community Centres	91% (base: 271)	90% (base: 30)	88% (base: 104)	97% (base: 69)	91% (base: 68)	92% (base: 153)	90% (base: 118)	90% (base: 125)	92% (base: 92)	91% (base: 54)
The services you receive overall	95% (base: 296)	89% (base: 36)	95% (base: 115)	99% (base: 75)	91% (base: 70)	96% (base: 171)	92% (base: 125)	92% (base: 133)	96% (base: 101)	97% (base: 62)

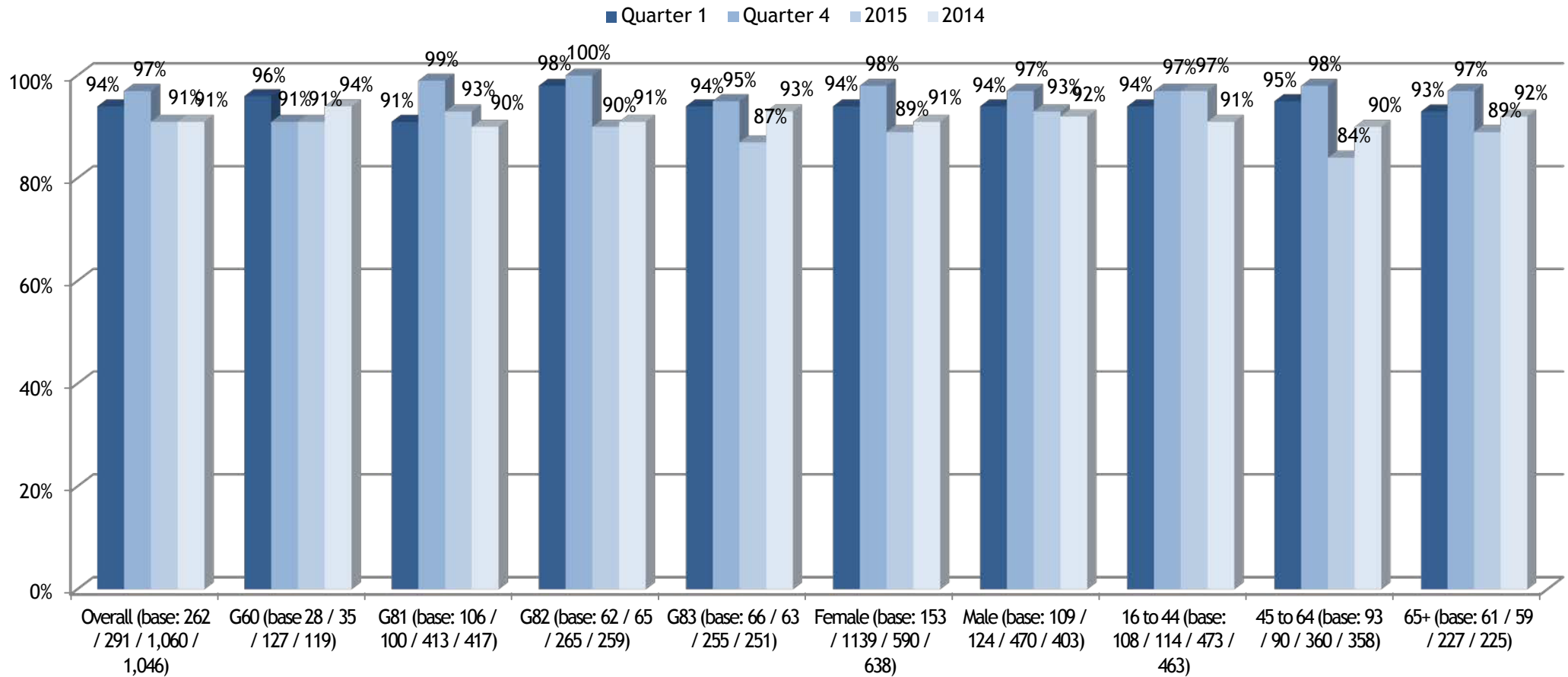
- 4.2 Graphical summaries of the levels of satisfaction for each of Quarter 1 2016, Quarter 4 2015, 2015 and 2014 are set out in Figures 4.2 to 4.14 below, with the results for each statement also being broken down by area, gender and age band.

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



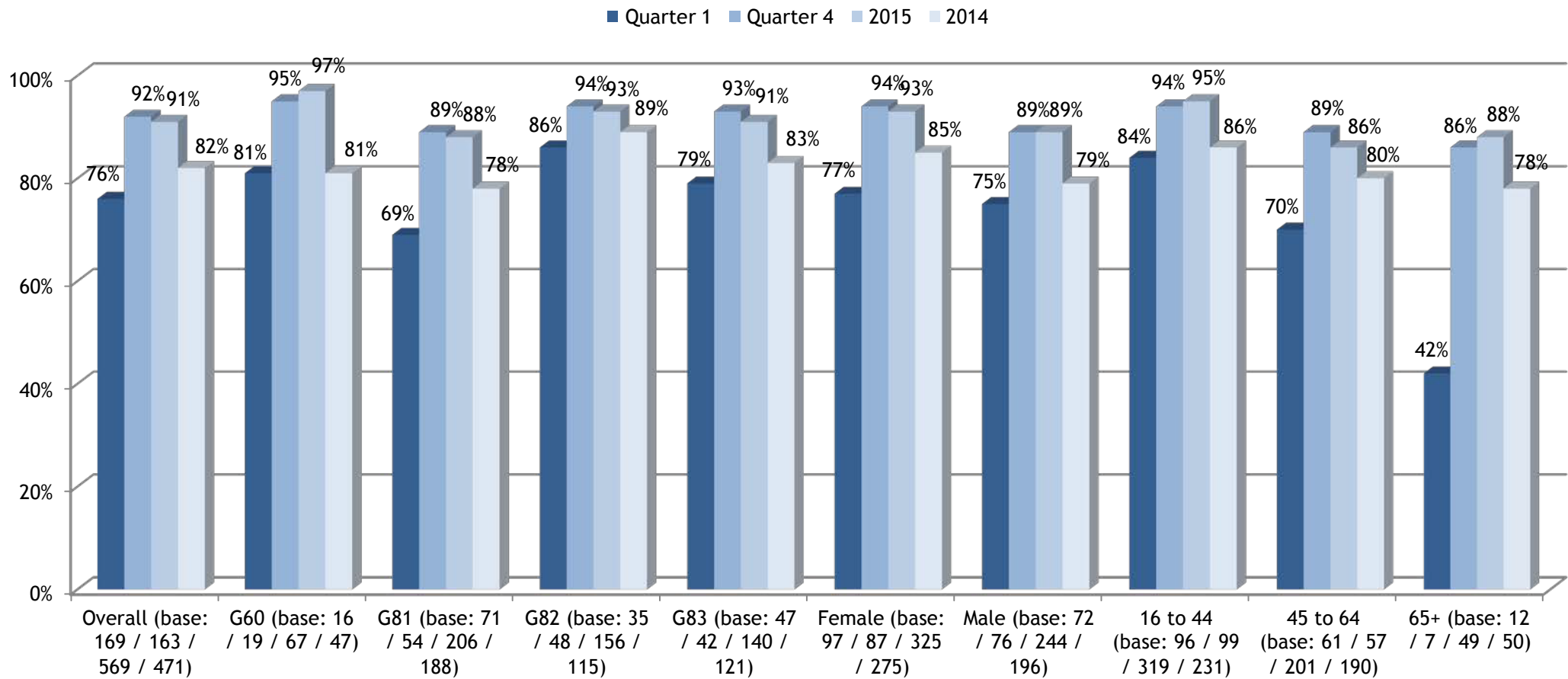
Overall, satisfaction with the information available from the Council on its services fell during Quarter 1 when compared to Quarter 4. This was mostly due to the impact of poorer results in the G81, G82 and G83 postcode areas, amongst males and amongst those 16 to 44 and 65+. Overall results are in line with those recorded in 2015 and 2014.

Figure 4.3: The Quality of Customer Service



Satisfaction with the quality of customer service was less positive in Quarter 1 than in Quarter 4. This reflects poorer ratings in the G81 postcode in particular.

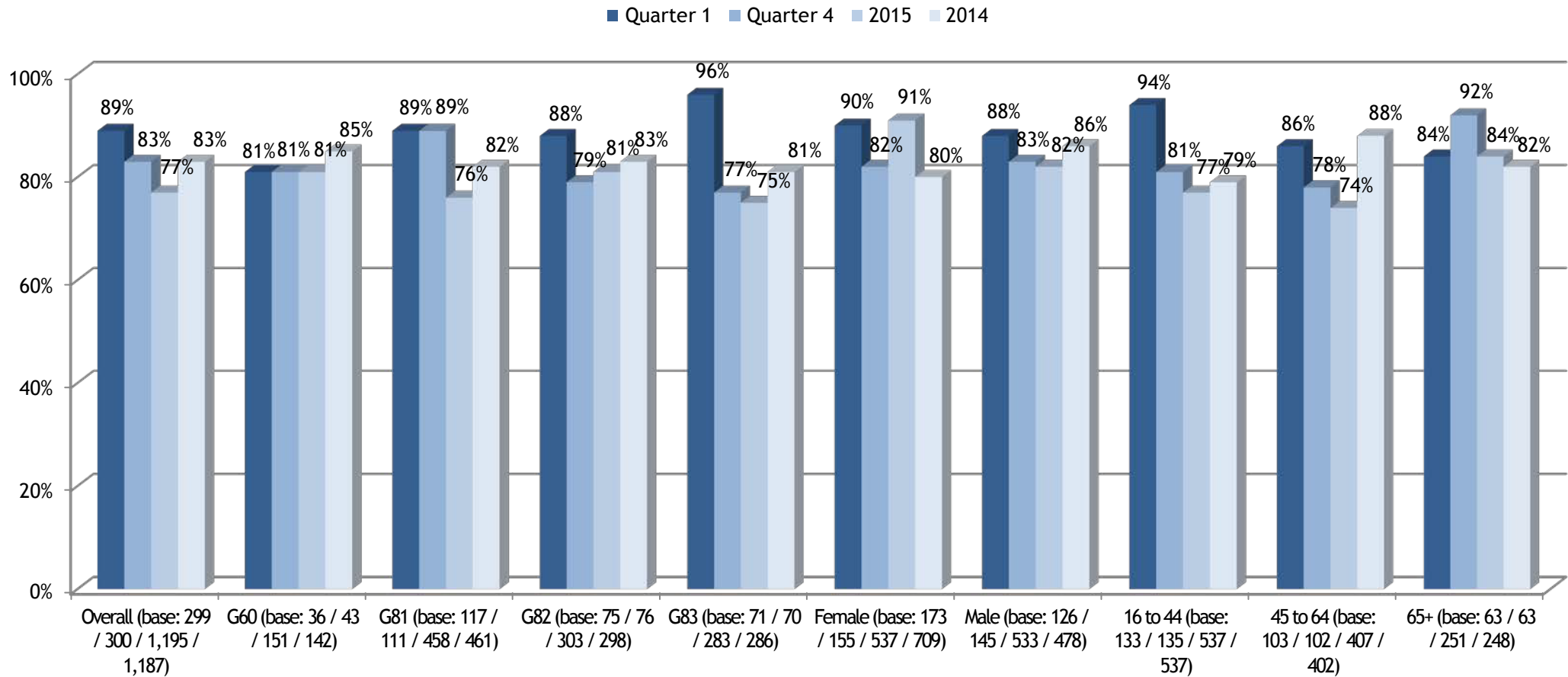
Figure 4.4: The Council's Website



There was a notable decrease in overall satisfaction with the Council's website during Quarter 1 2015 compared to the previous quarter; this decline was observed across all categories of respondent.

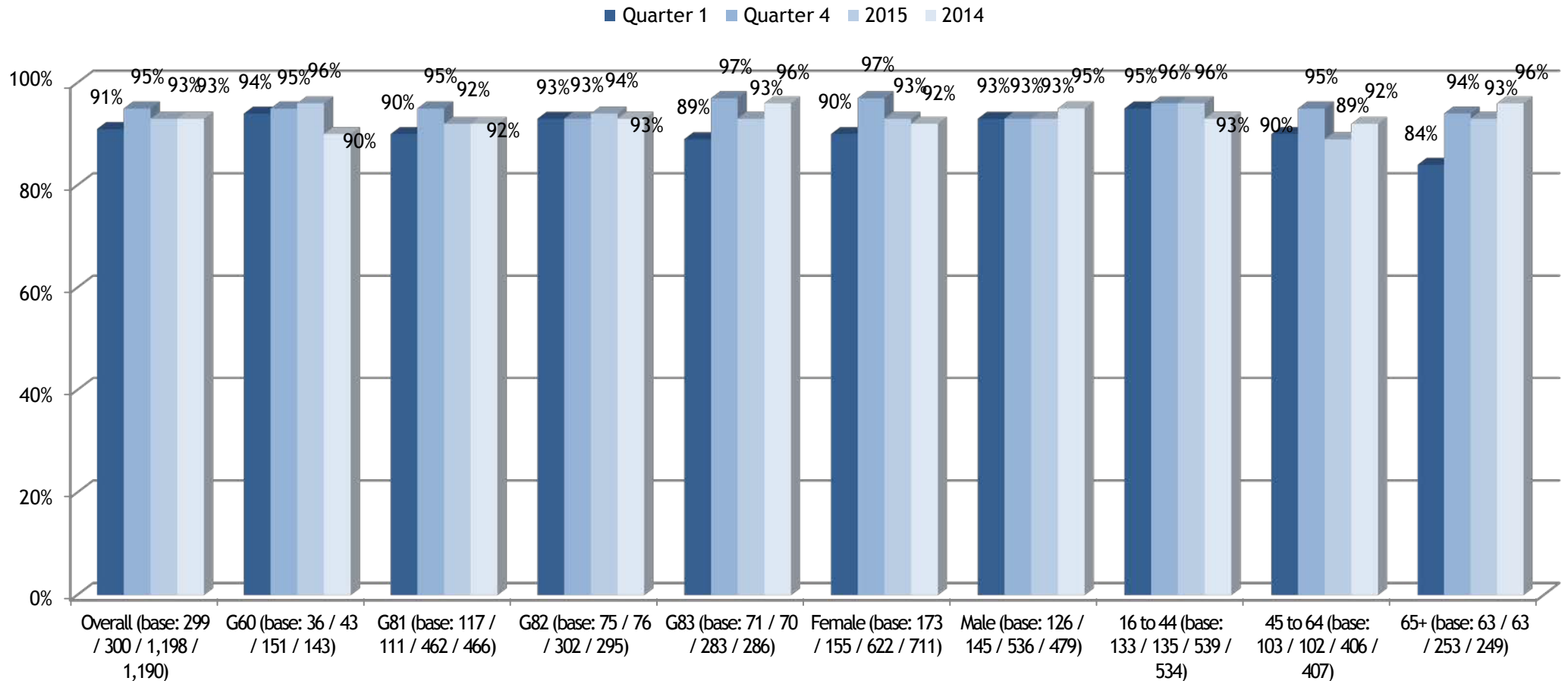


**Figure 4.5: The Street Cleaning Service**



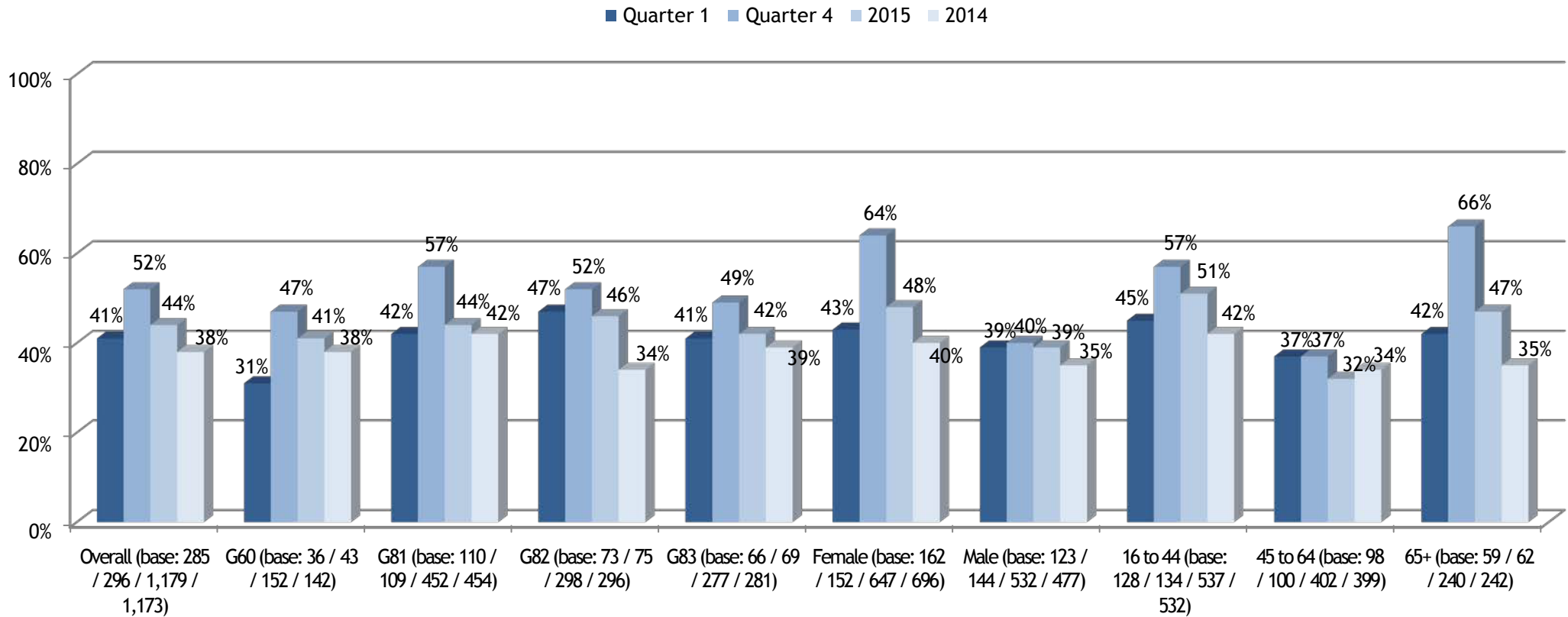
Overall ratings for the street cleaning service increased between Quarter 4 and Quarter 1. Rises in satisfaction were most apparent in the G82 and G83 postcode areas, females and amongst those aged 16 to 44.

Figure 4.6: The Waste Service Overall



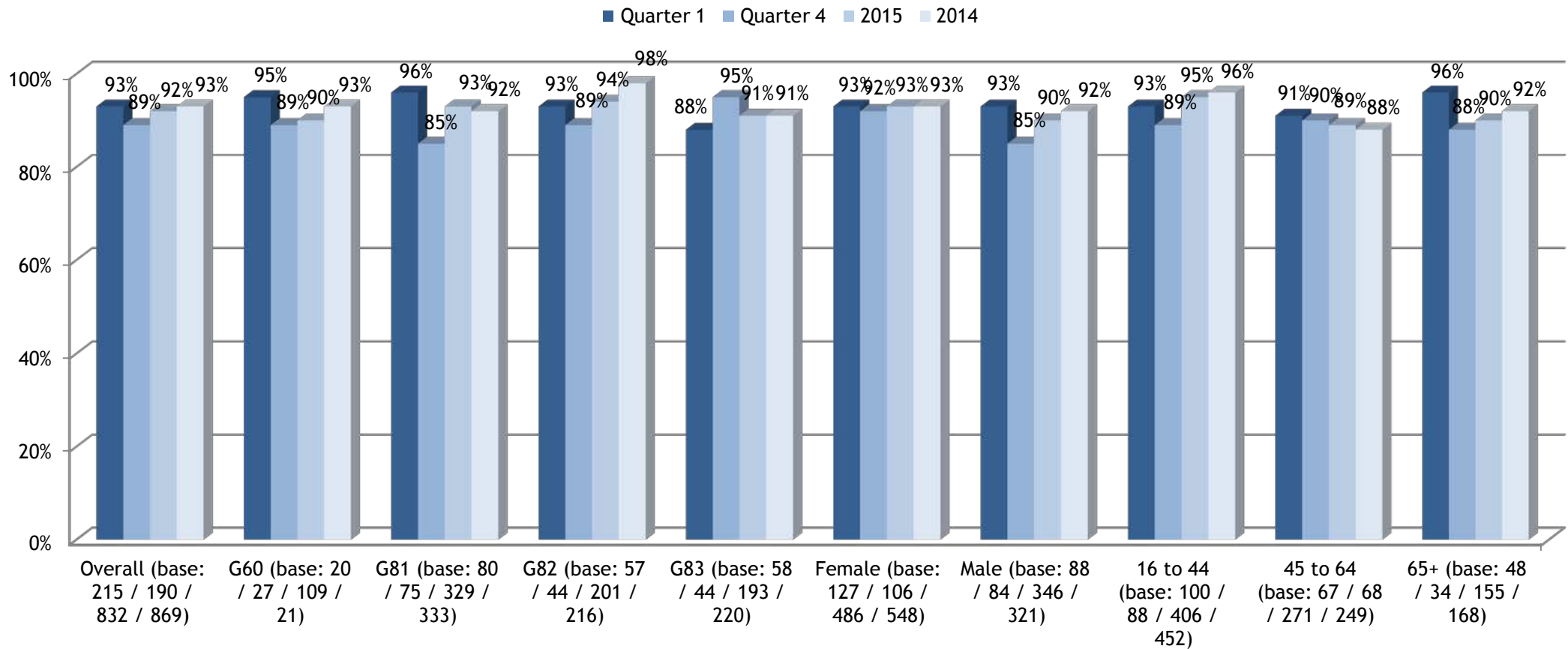
There was a fall in satisfaction with the waste service overall in Quarter 1 compared to Quarter 4, which was mainly due to a decrease in the G81 and G83 postcode areas, amongst females and those aged 65+.

**Figure 4.7: Roads Maintenance**



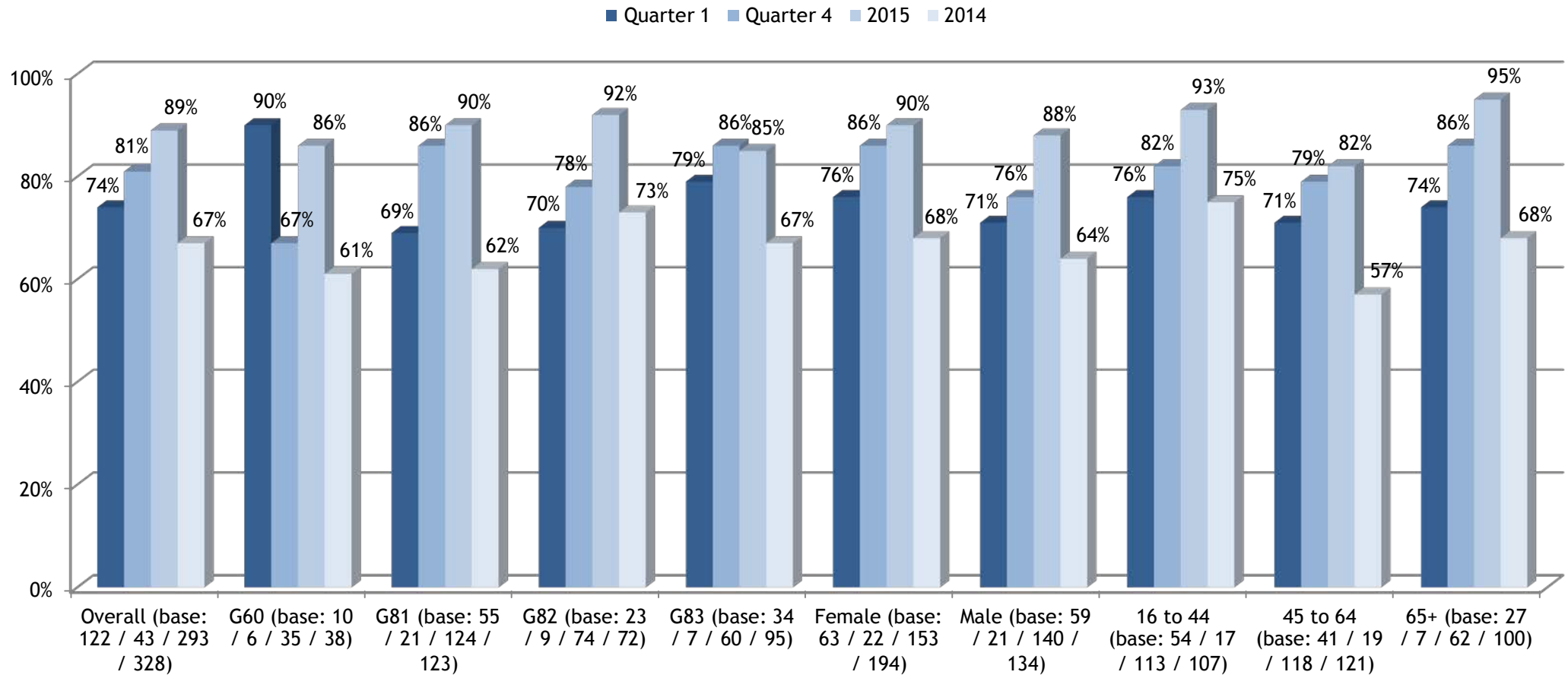
Satisfaction with road maintenance continues to be low in comparison to other services, with Quarter 1 satisfaction down from Quarter 4. Particularly large falls are observed in the G60 and G81 postcode areas, amongst females and those aged 65+.

**Figure 4.8: Libraries**



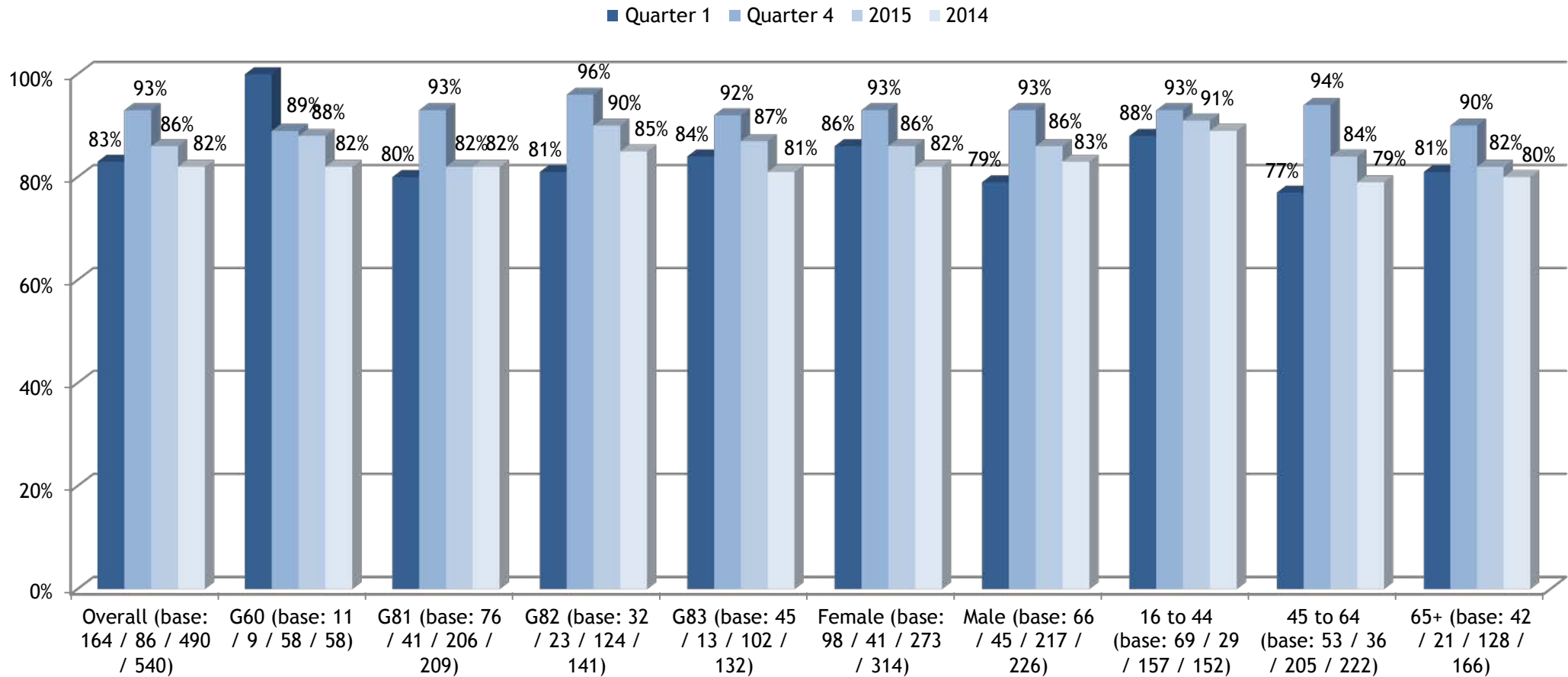
Overall, there was a rise in satisfaction levels with Council libraries between Quarter 4 and Quarter 1. This increase was most apparent in the G60 and G81 postcode areas, males and those aged 65+.

Figure 4.9: Trading Standards



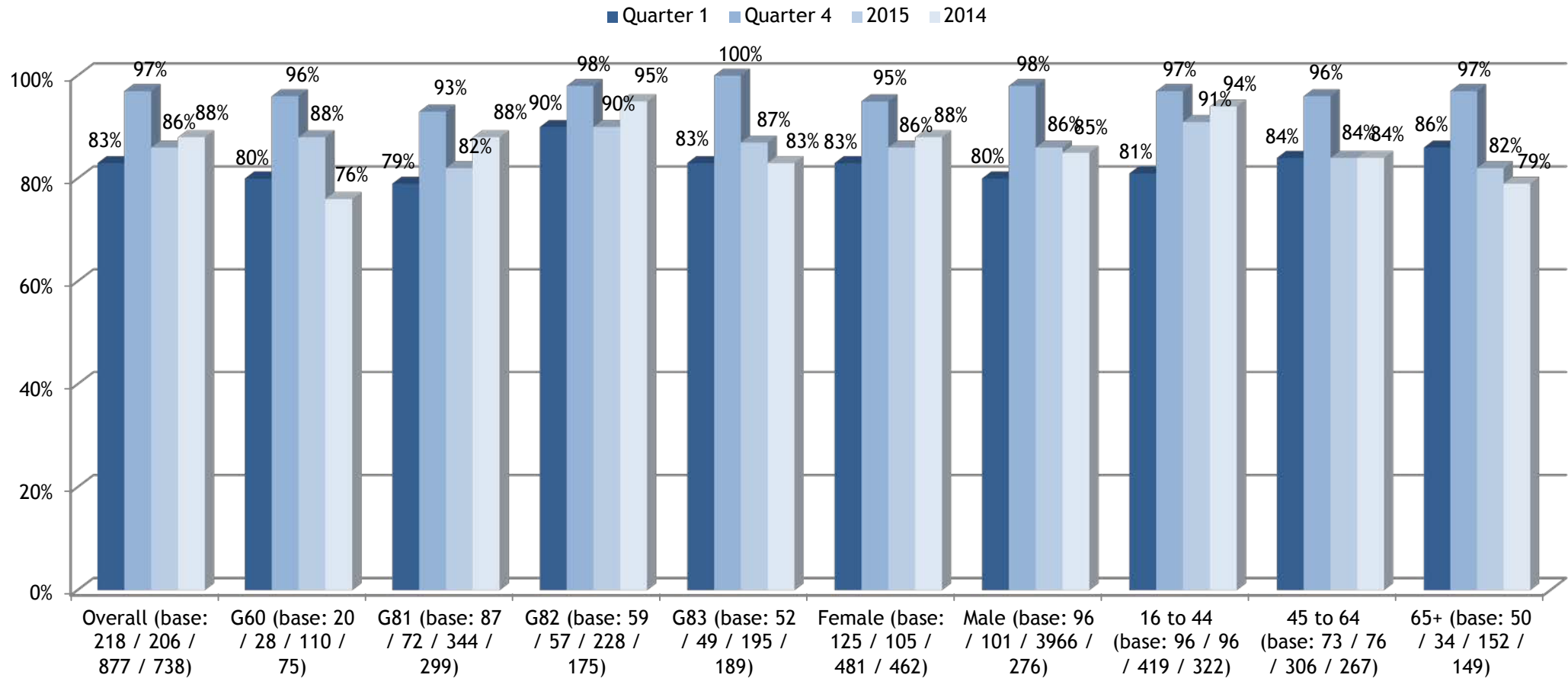
There was a fall in satisfaction with the Trading Standards service in Quarter 1 compared to Quarter 4. This fall was most apparent in the G81 and G82 postcode areas, females and the 65+ age group.

Figure 4.10: Environmental Health



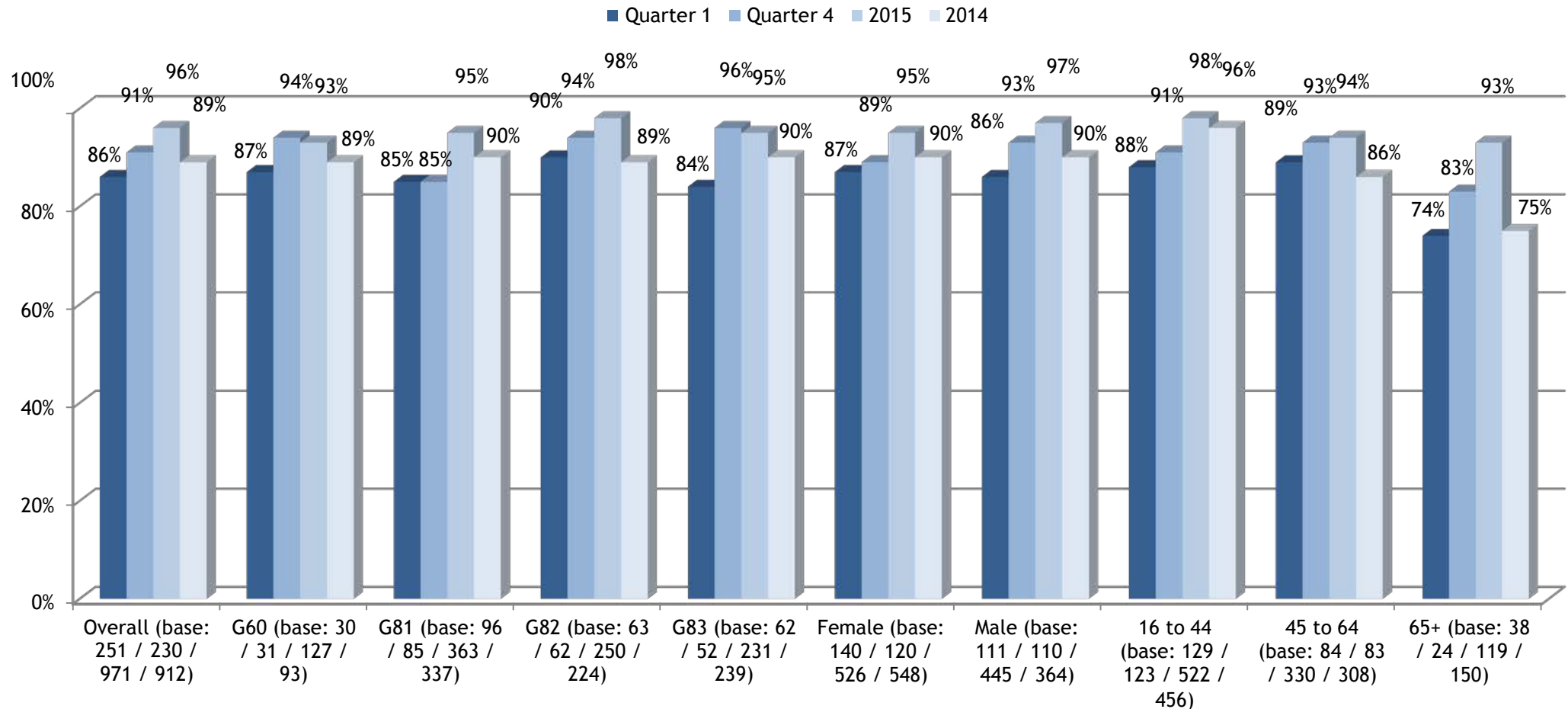
Overall, there was a notable decrease in satisfaction with the Council's Environmental Health Service in Quarter 1 when compared to Quarter 4. This increase was noted across all areas, gender and age groups with the exception of the G60 postcode area.

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



There was a decline in satisfaction levels with this service in Quarter 1 compared to Quarter 4. Falls in satisfaction were most notable in the G83 postcode area, amongst males and those aged 16 to 44.

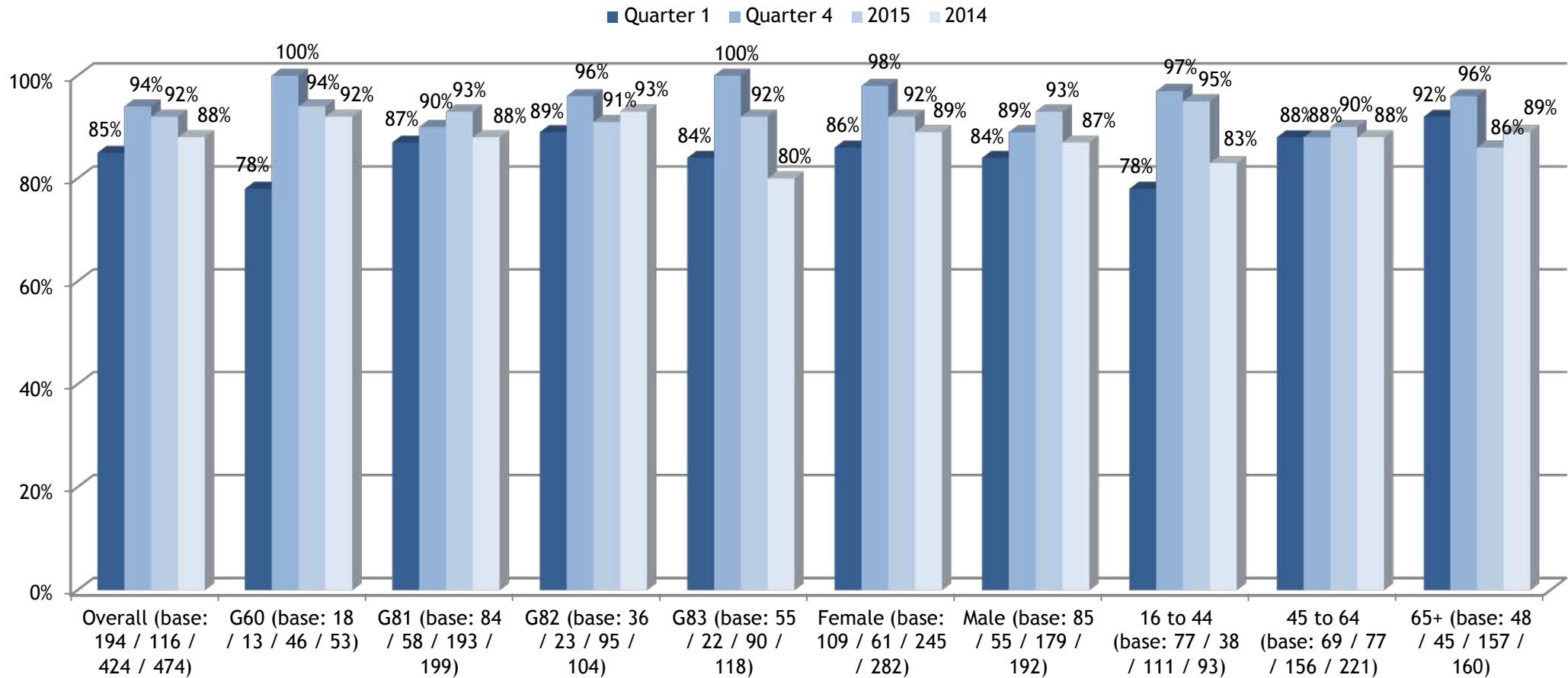
Figure 4.12: Council Schools



Satisfaction with Council schools fell in the Quarter 1 period compared to the Quarter 4 figures. This decrease was particularly apparent in the G60 and G83 postcode areas, amongst males and those aged 65+.

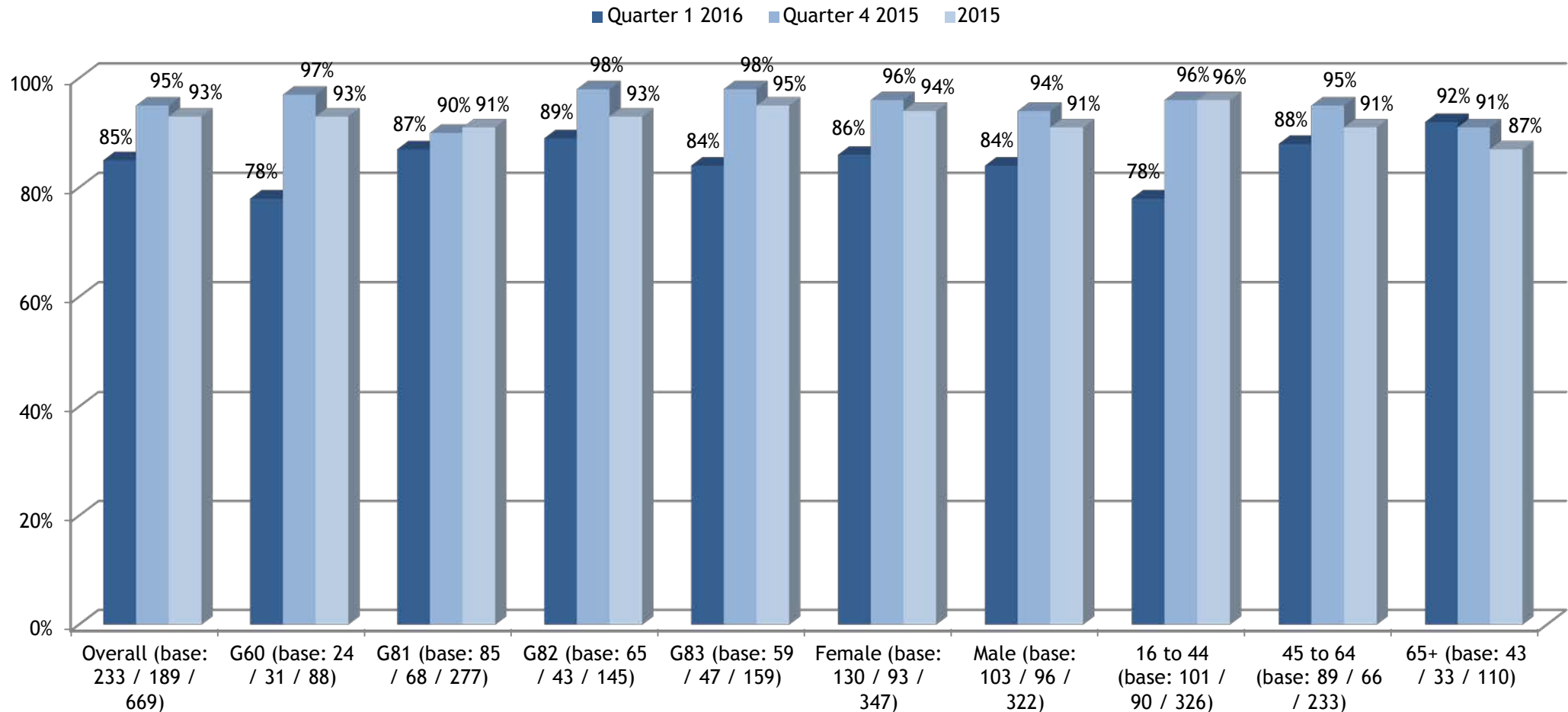


Figure 4.13: The Social Work Service



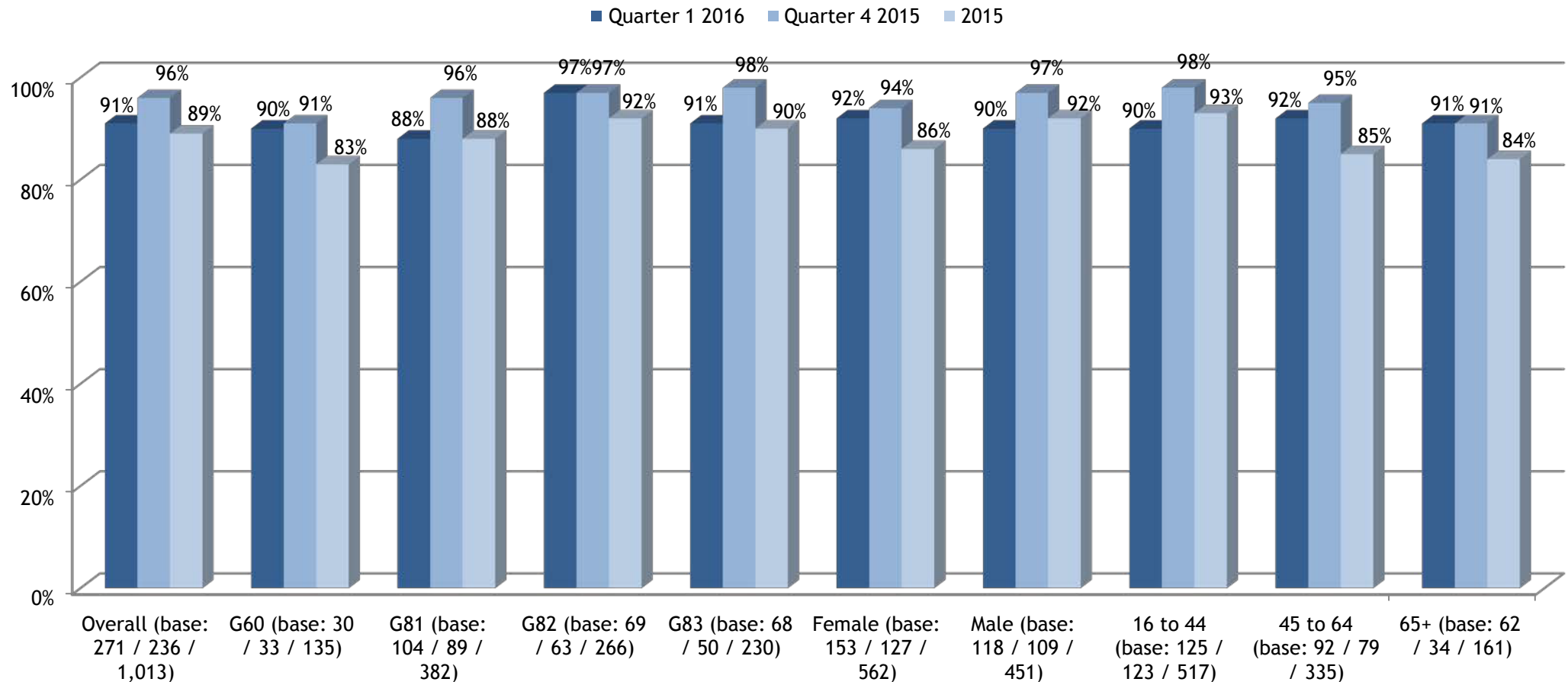
Overall, satisfaction with the Social Work service has fallen notably since Quarter 4. The poorer ratings apparent during Quarter 1 were most notable amongst those in the G60 and G83 postcode areas, females and those aged 16 to 44.

Figure 4.14: The Council's Licensing Service



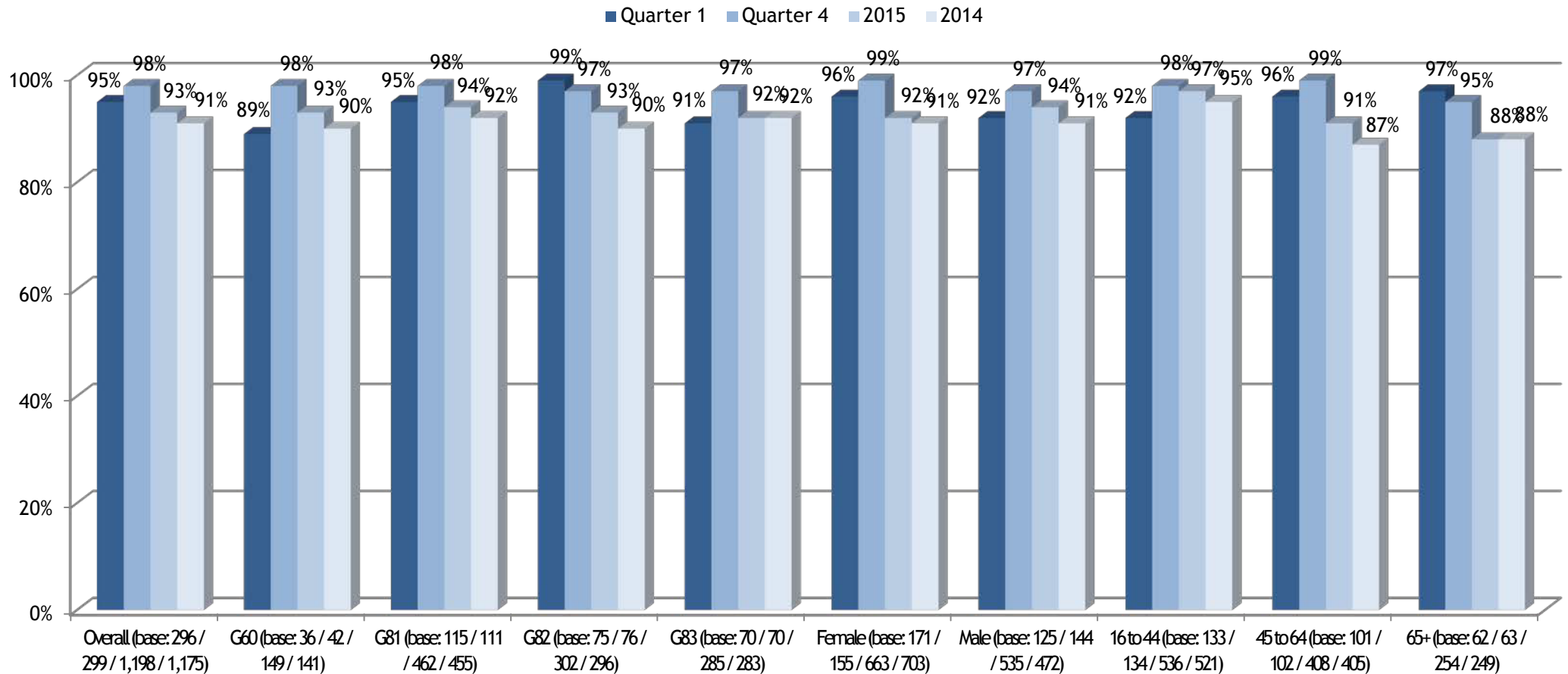
The Council's licensing service was included in the Reputation tracker questionnaire from the start of 2015. Satisfaction with this service decreased during Quarter 1. This was mostly influenced by improved ratings amongst those in the G60 and G83 postcode areas and those aged 16 to 44.

**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. Poorer ratings were recorded in Quarter 1 than was the case in Quarter 4, with falls in the G81 and G83 postcode areas, amongst males and those aged 16 to 44.

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



There was a decrease during Quarter 1 in overall satisfaction with the services received from West Dunbartonshire Council overall. This fall was most apparent in the G60 and G83 postcode areas, amongst males and those aged 16 to 44.







- 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 1 are illustrated as a 'Word Cloud' in Figure 5.2.

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

