



West Dunbartonshire Council

Reputation Tracker  
Overview Report

Quarter 4 2016

January 2017

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## **APPENDICES (UNDER SEPARATE COVER)**

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## 1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

### *BACKGROUND*

- 1.1 This document summarises the findings for the fourth 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 fourth Quarterly Report for 2016 sets out the results for Quarter 4 (October to December 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.

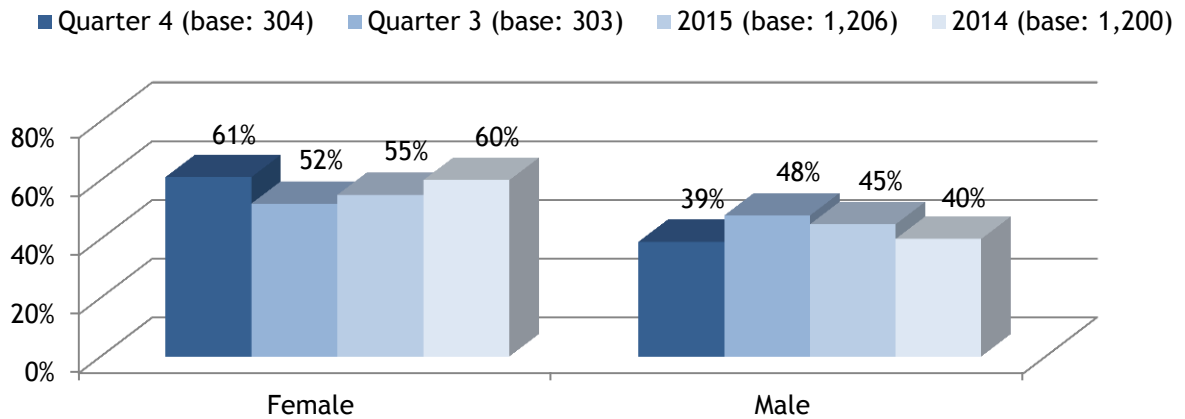
- 1.5 Results for these questions are made available on a monthly and quarterly basis. IBP conducts 100 interviews per month in a pattern broadly proportionate to the population profile (12% of interviews for the G60 postcode area, 39% for G81, 25% for G82 and 24% for G83). This document brings together the results for July to September 2016 and is therefore based on a total of 304 interviews (four extra interviews were conducted over the required amount). 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 304 telephone interviews were carried out in Quarter 4 2016.

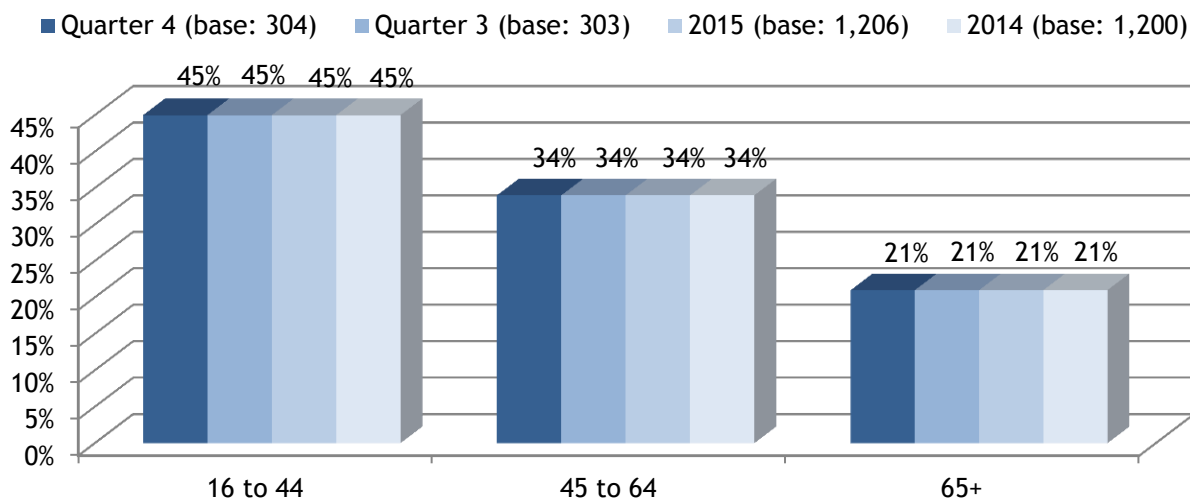
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

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



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

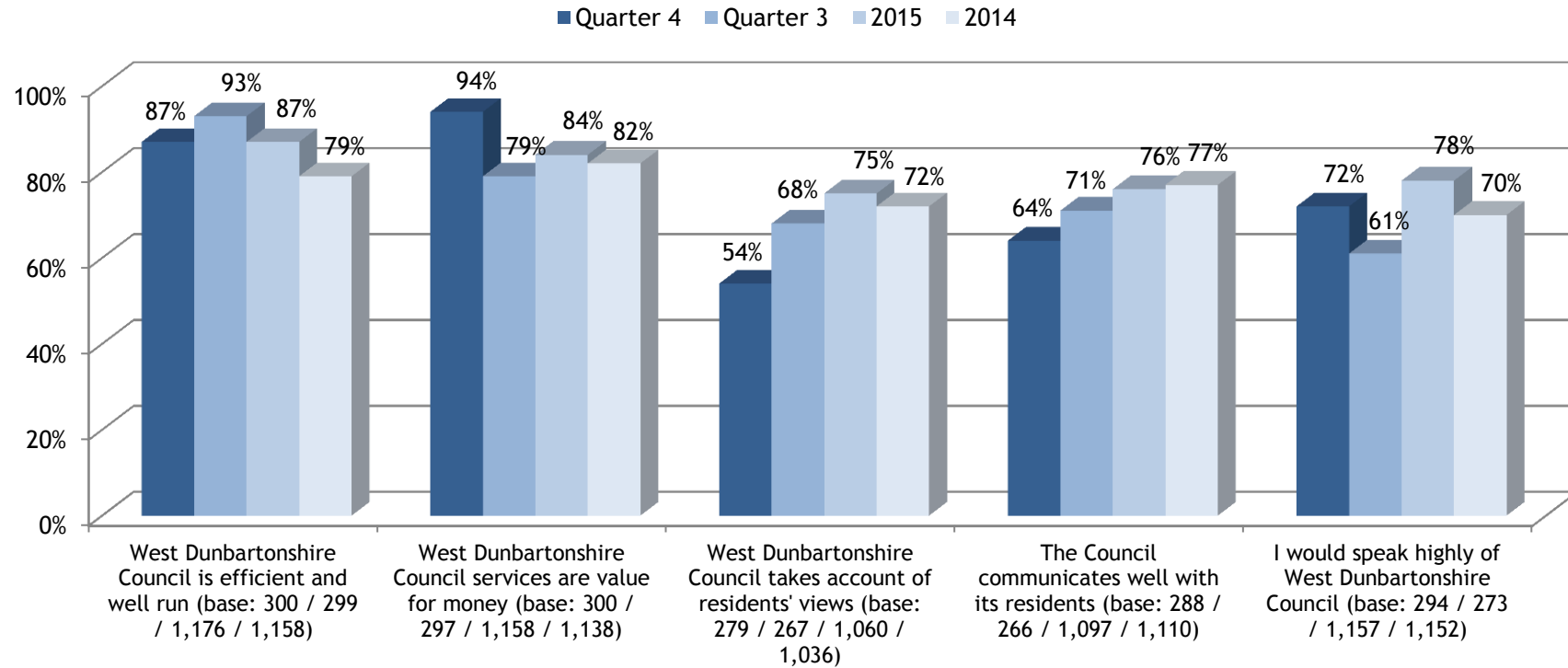
**Figure 2.2: Profile of Respondents by Age Band**



### **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 304.
  
- 3.2 Figures 3.1 details overall responses to the statements that are put to respondents.

**Figure 3.1: Overall**

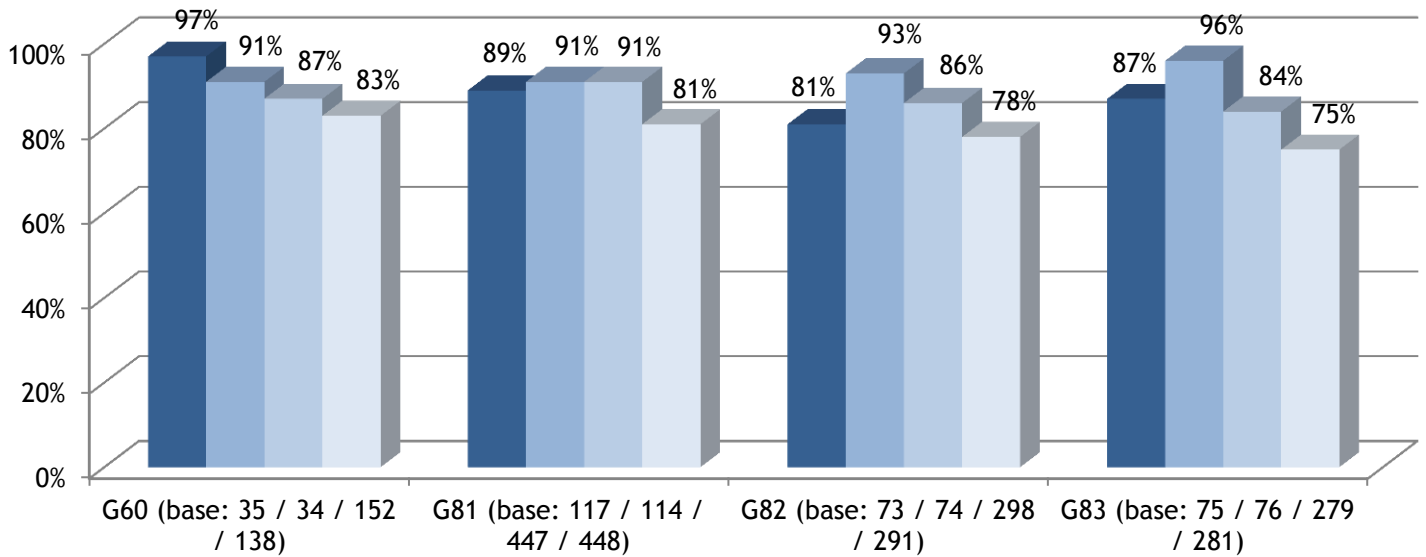


3.2 Figures 3.2 to 3.4 break down responses to the statement, ‘West Dunbartonshire Council is efficient and well run’ by area, gender and age band.

**Figure 3.2: Area**

*West Dunbartonshire Council is efficient and well run*

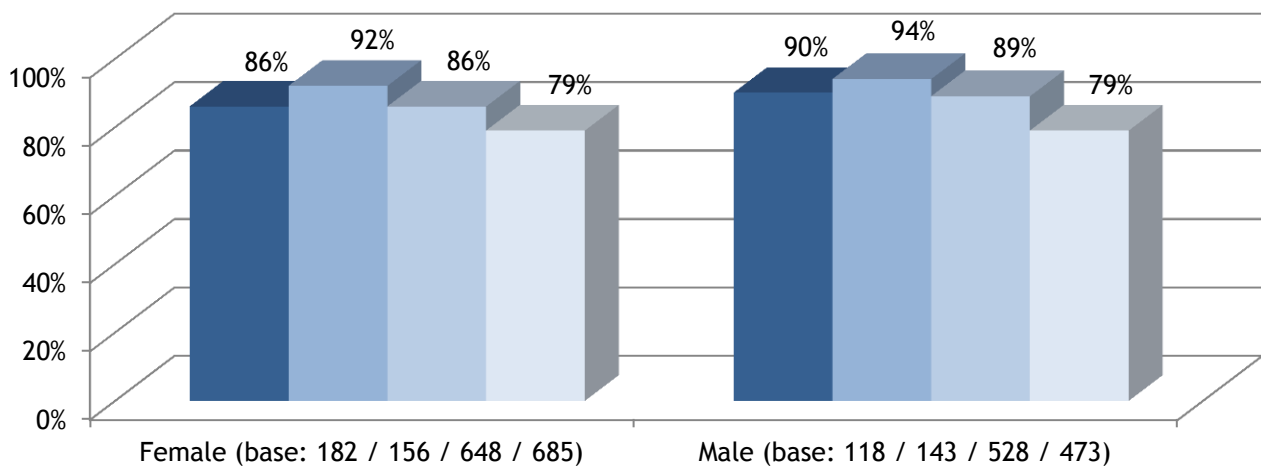
■ Quarter 4 ■ Quarter 3 ■ 2015 ■ 2014



**Figure 3.3: Gender**

*West Dunbartonshire Council is efficient and well run*

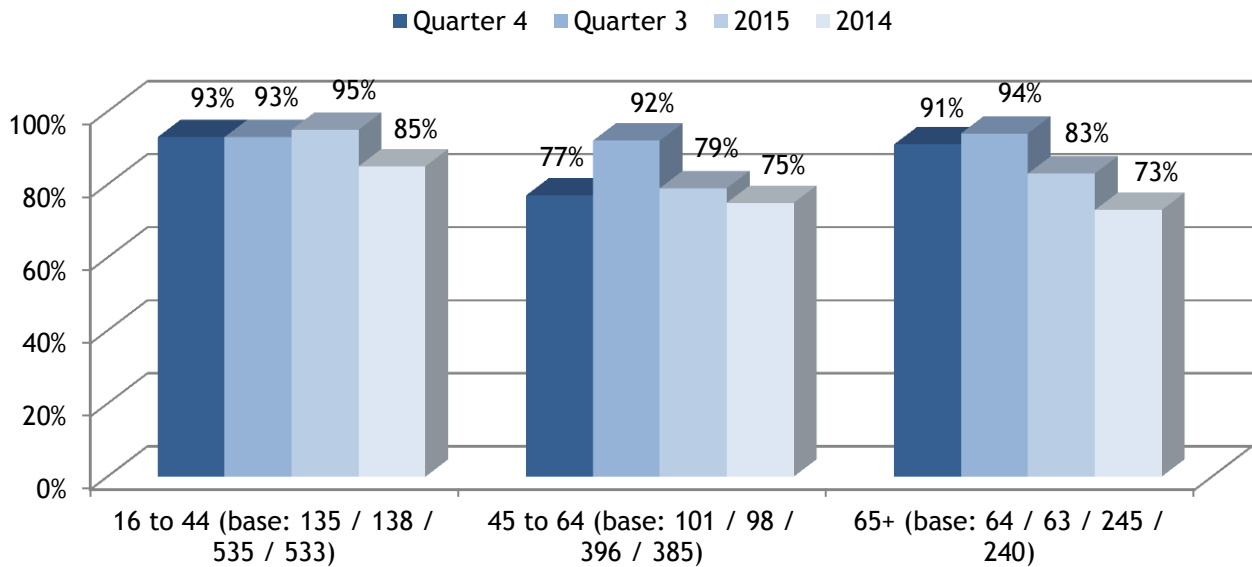
■ Quarter 4 ■ Quarter 3 ■ 2015 ■ 2014





**Figure 3.4: Age Band**

*West Dunbartonshire Council is efficient and well run*

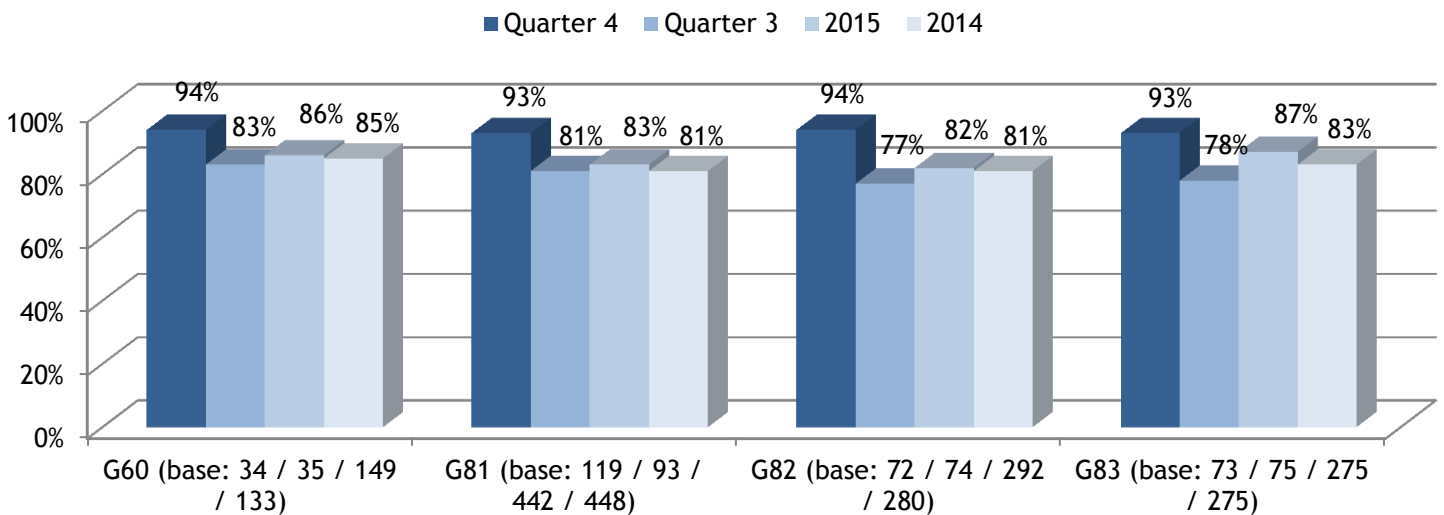


3.3 Overall, Quarter 4 results for this statement decreased in comparison to those recorded in the previous quarter. Falls in agreement with this statement are most notable amongst those in the G82 and G83 postcode areas and amongst those aged 45-64.

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.

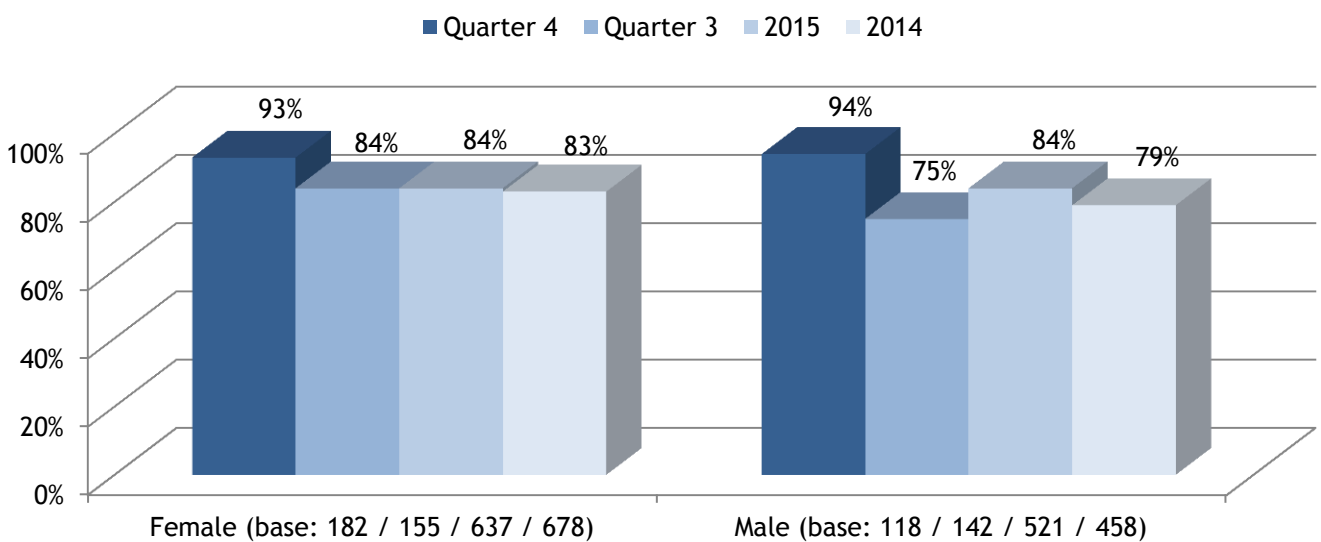
**Figure 3.5: Area**

*West Dunbartonshire Council Services are value for money*



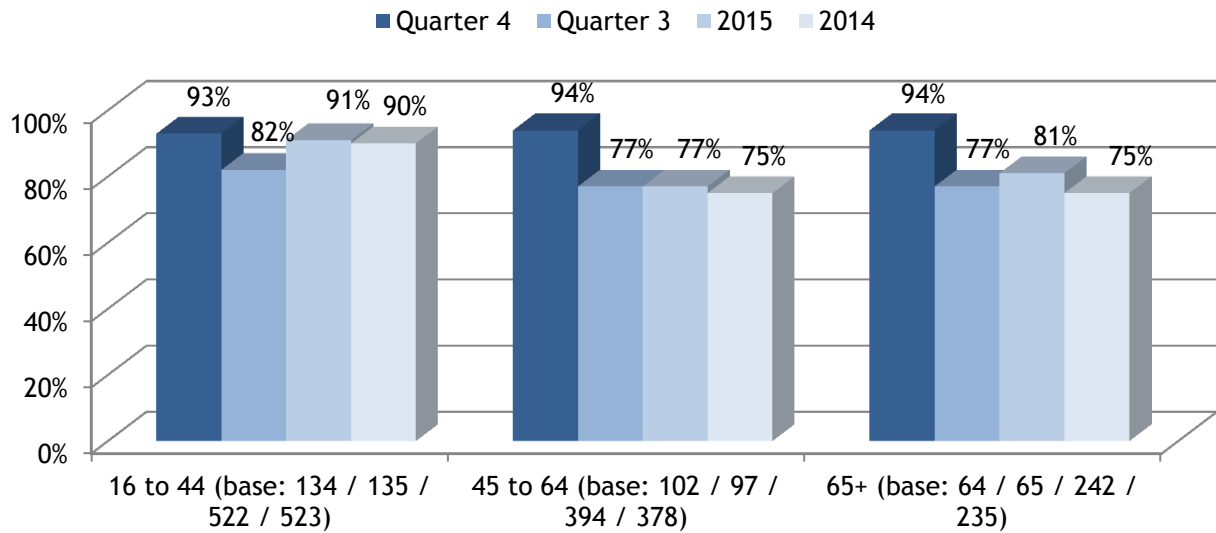
**Figure 3.6: Gender**

*West Dunbartonshire Council Services are value for money*



**Figure 3.7: Age Band**

*West Dunbartonshire Council Services are value for money*

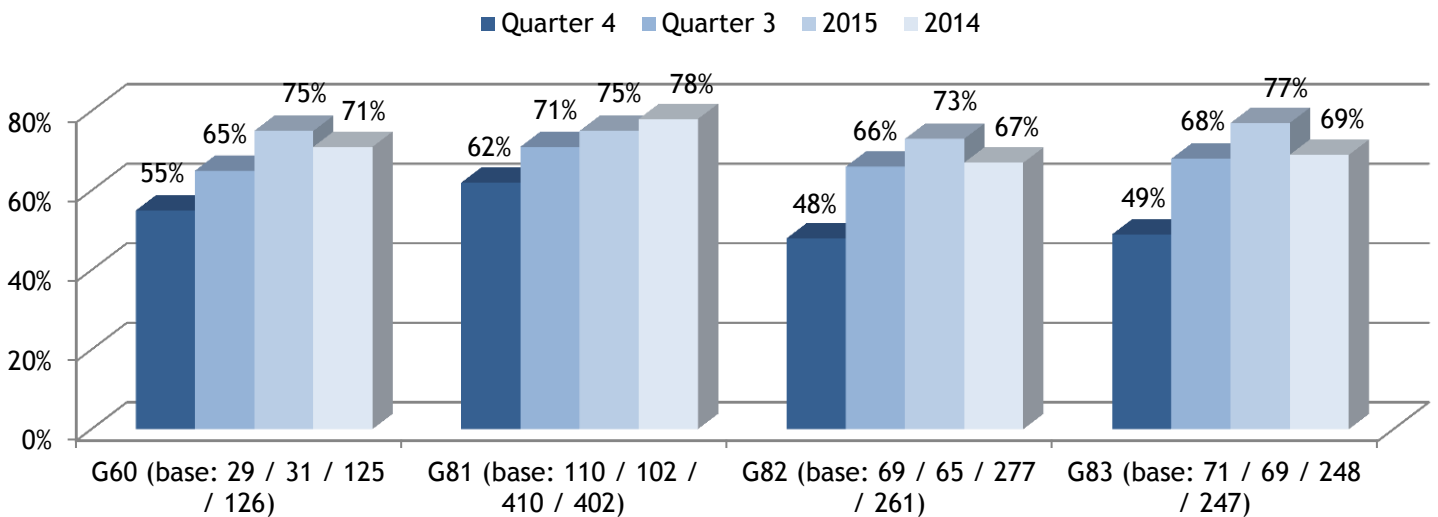


3.5 Overall, results for Quarter 4 2016 increased notably when compared to those in the previous quarter. Agreement with this statement increased across all categories of respondent.

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.

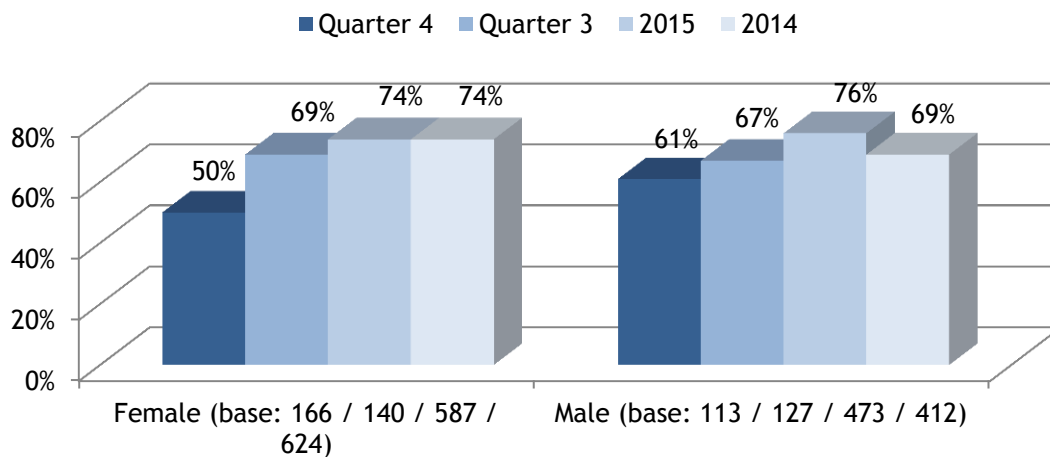
**Figure 3.8: Area**

*West Dunbartonshire Council takes account of residents’ views*



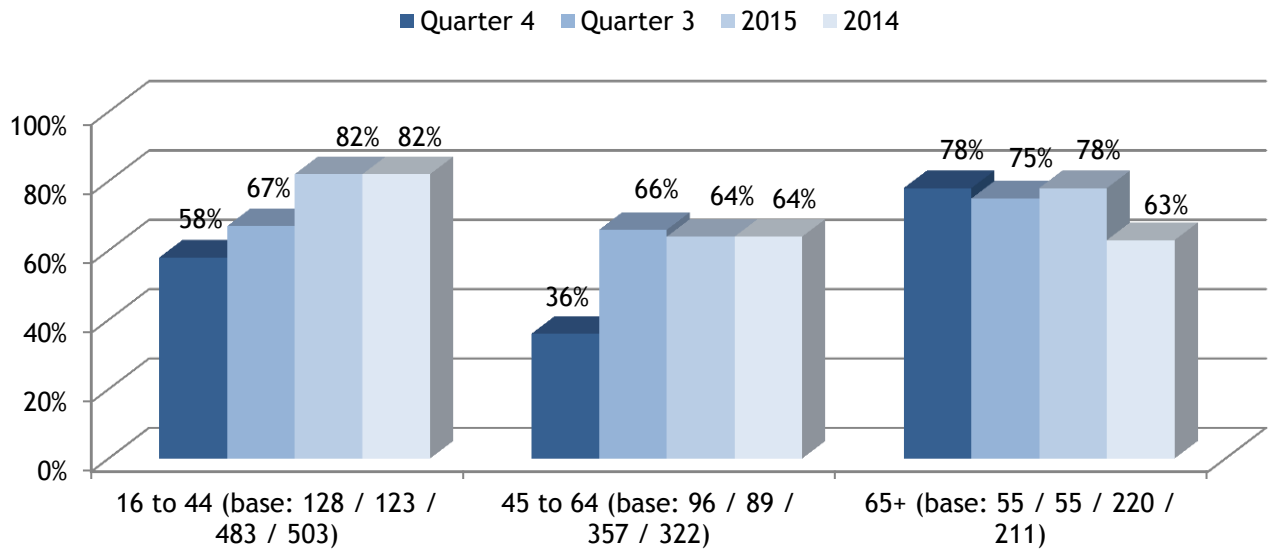
**Figure 3.9: Gender**

*West Dunbartonshire Council takes account of residents’ views*



**Figure 3.10: Age Band**

*West Dunbartonshire Council takes account of residents' views*

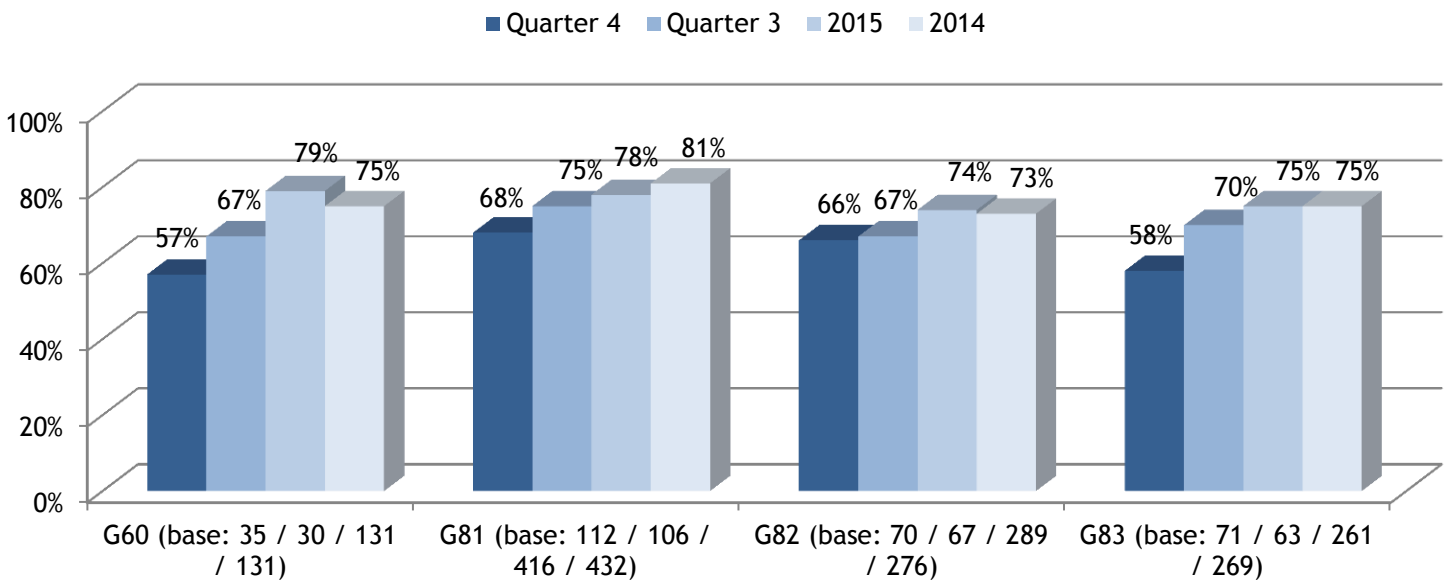


3.7 Overall, results for Quarter 4 2016 have declined substantially since the previous quarter, and are lower when compared to the previous year. Agreement with this statement decreased across all categories of respondent with the exception of those aged 65+.

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.

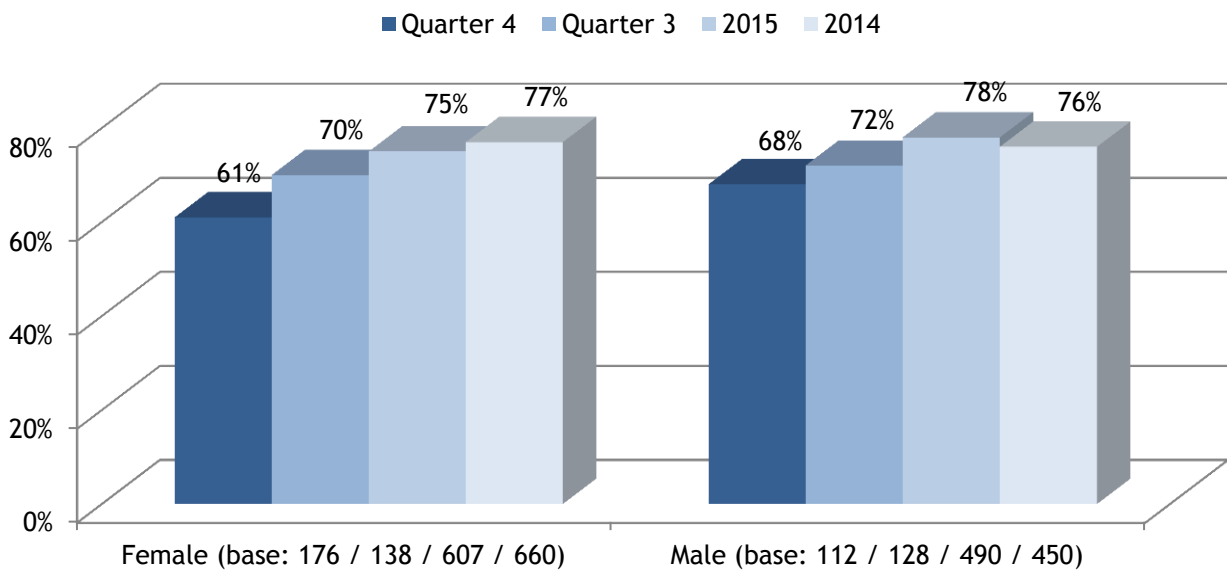
**Figure 3.11: Area**

*The Council communicates well with its residents*



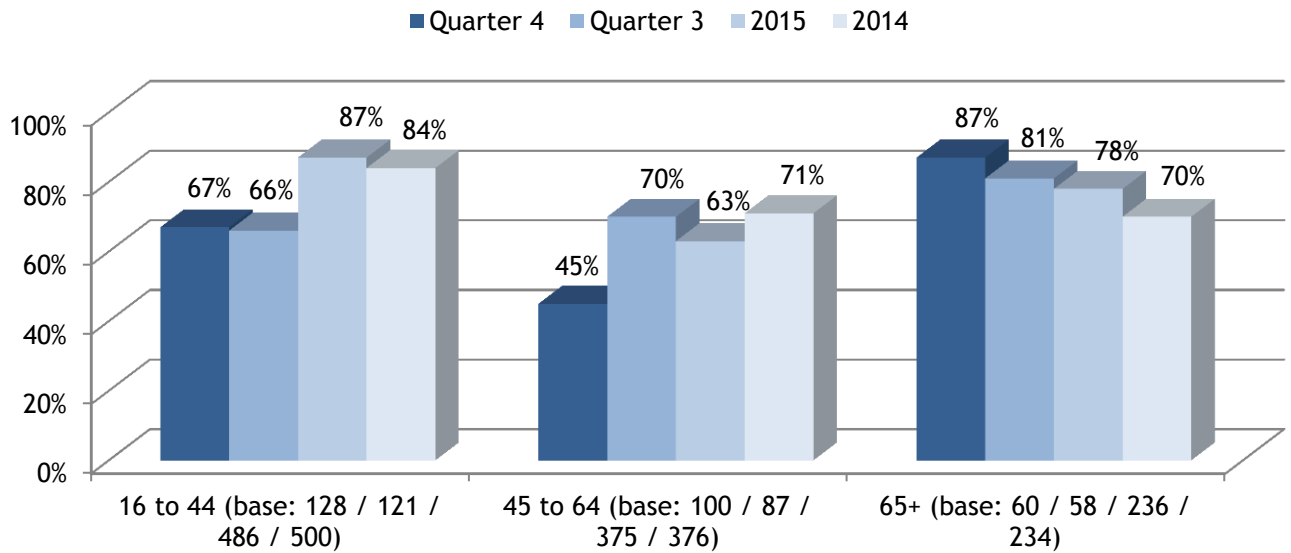
**Figure 3.12: Gender**

*The Council communicates well with its residents*



**Figure 3.13: Age Band**

*The Council communicates well with its residents*

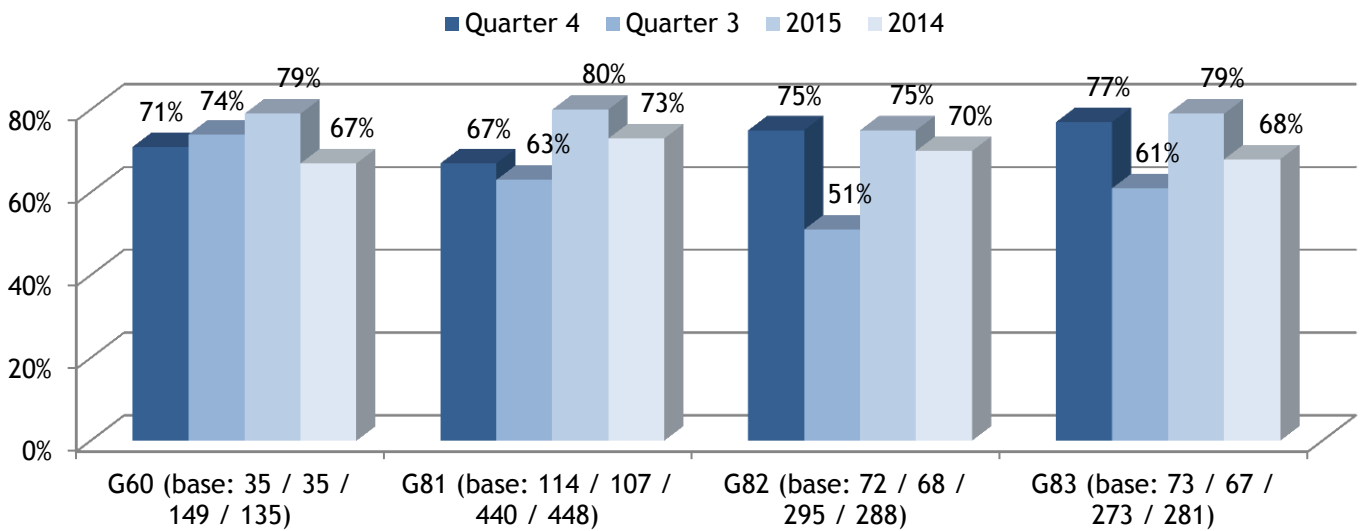


3.9 Overall, results for Quarter 4 were less positive than in Quarter 3 and were lower in comparison to the previous year. During this quarter, there were notable declines in agreement amongst those living in the G60 and G83 postcodes, females and those aged 45 to 64.

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.

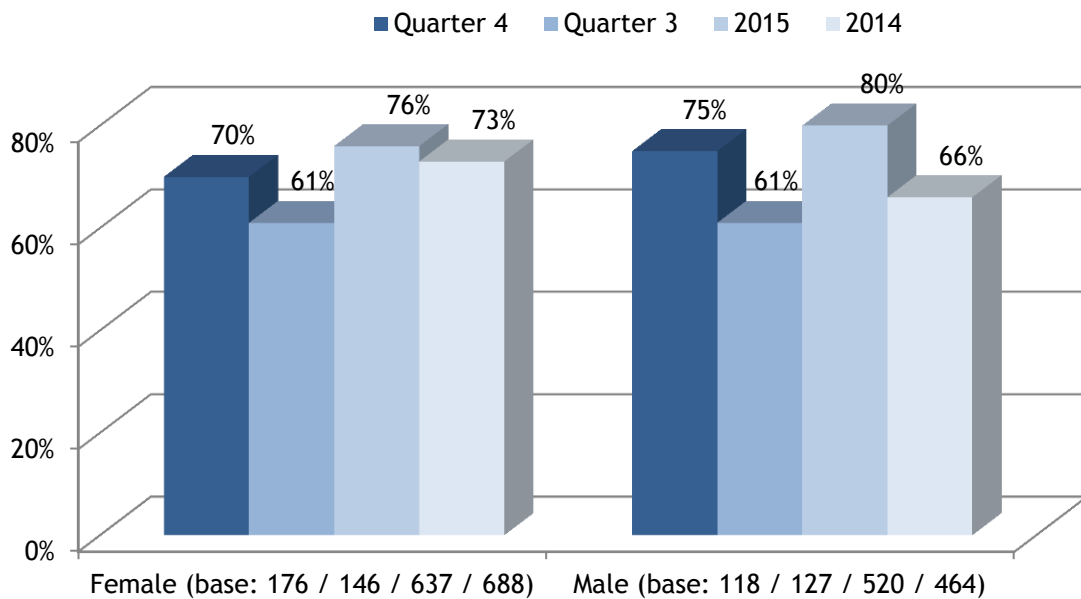
**Figure 3.14: Area**

*I would speak highly of West Dunbartonshire Council*



**Figure 3.15: Gender**

*I would speak highly of West Dunbartonshire Council*

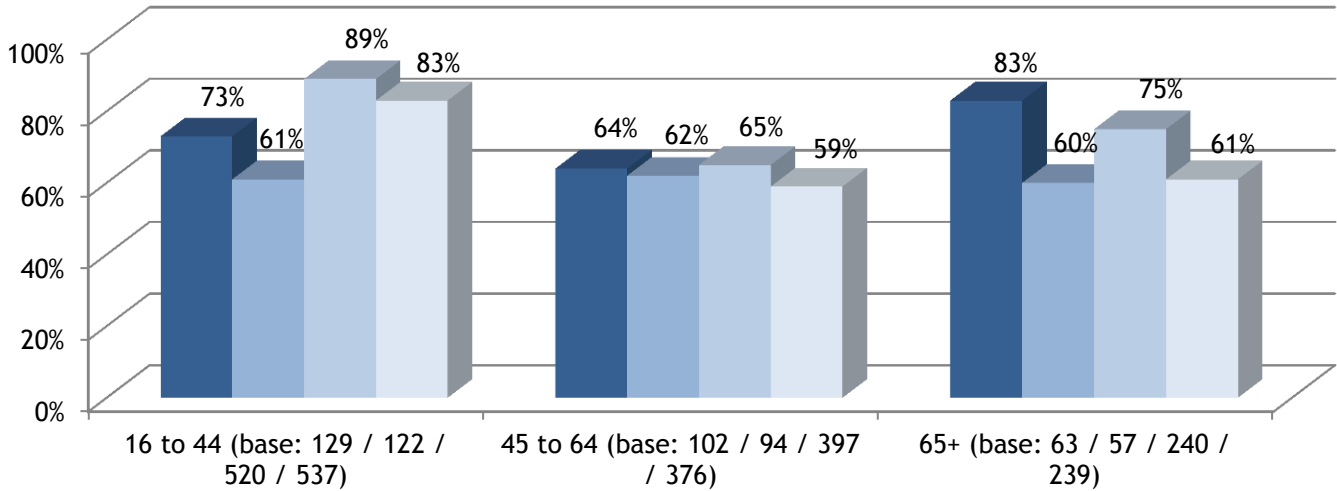




**Figure 3.16: Age Band**

*I would speak highly of West Dunbartonshire Council*

■ Quarter 4 ■ Quarter 3 ■ 2015 ■ 2014



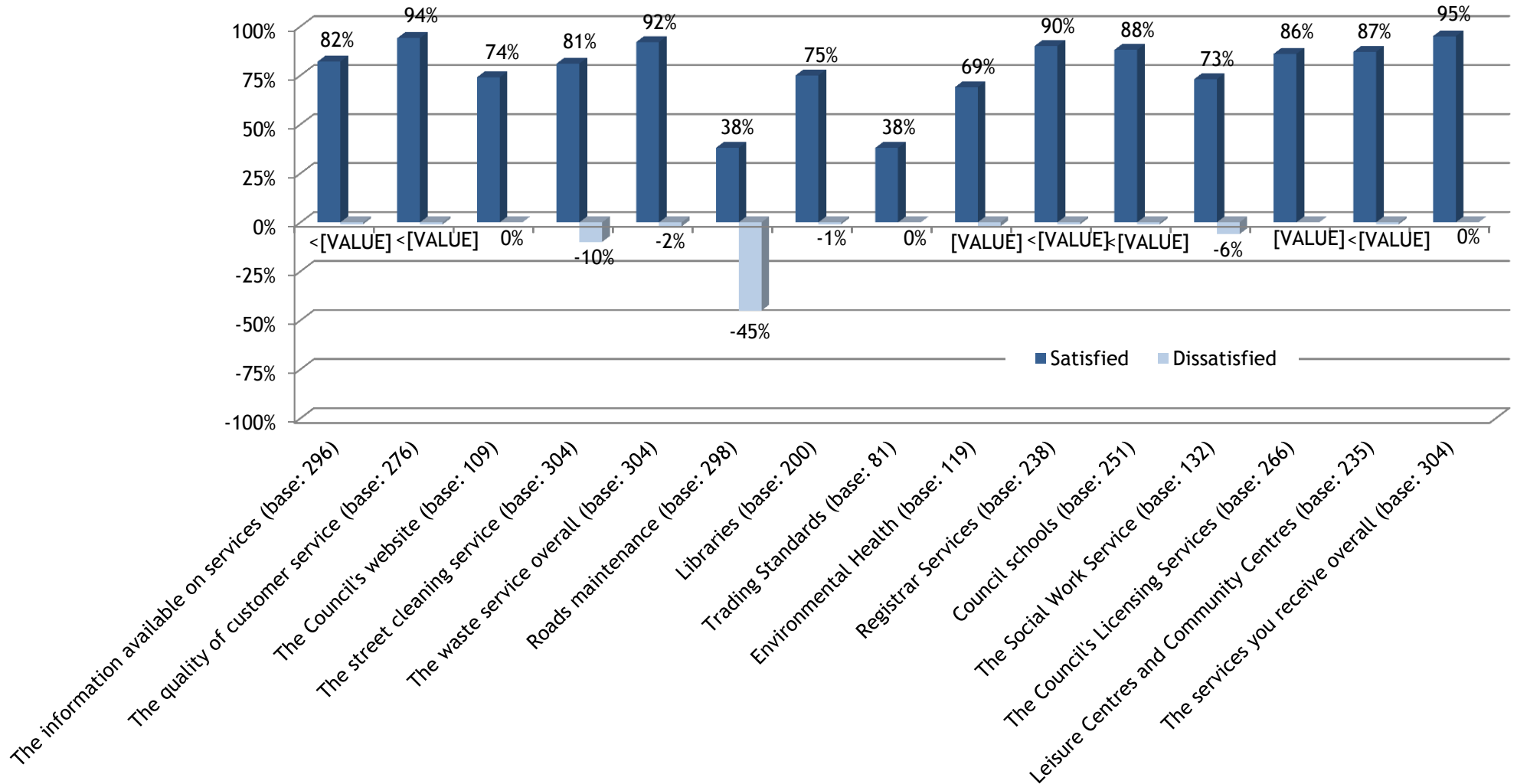
3.11 There was a substantially higher level of agreement with this statement over this period as compared to Quarter 3, with the most notable increases observed amongst those in the G82 and G83 postcode areas, males and those aged 65+.

## 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**

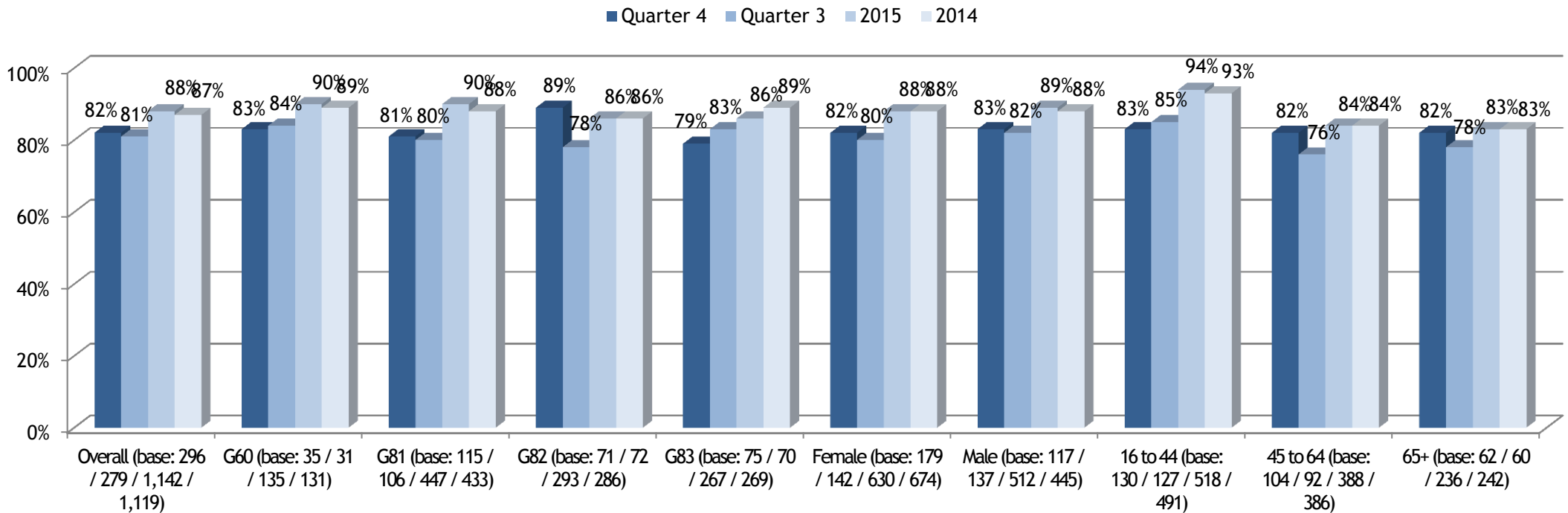
*How satisfied or dissatisfied would you say that you were with each of the following aspects of West Dunbartonshire Council's services?*

% 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	82% (base: 296)	83% (base: 35)	81% (base: 115)	89% (base: 71)	79% (base: 75)	82% (base: 179)	83% (base: 117)	83% (base: 130)	82% (base: 104)	82% (base: 62)
The quality of customer service	94% (base: 276)	94% (base: 32)	93% (base: 107)	94% (base: 68)	94% (base: 69)	94% (base: 173)	93% (base: 103)	93% (base: 120)	93% (base: 95)	97% (base: 61)
The Council's website	74% (base: 109)	57% (base: 14)	76% (base: 50)	83% (base: 23)	67% (base: 24)	69% (base: 61)	81% (base: 48)	81% (base: 62)	67% (base: 46)	0% (base: 1)
The street cleaning service	81% (base: 304)	83% (base: 36)	82% (base: 119)	75% (base: 73)	84% (base: 76)	78% (base: 184)	86% (base: 120)	85% (base: 136)	68% (base: 104)	92% (base: 64)
The waste service overall	92% (base: 304)	94% (base: 36)	89% (base: 119)	96% (base: 73)	93% (base: 76)	93% (base: 184)	92% (base: 120)	91% (base: 136)	94% (base: 104)	92% (base: 64)
Roads maintenance	38% (base: 298)	43% (base: 35)	36% (base: 116)	40% (base: 72)	36% (base: 75)	36% (base: 181)	41% (base: 117)	44% (base: 135)	25% (base: 102)	48% (base: 61)
Libraries	75% (base: 200)	73% (base: 22)	65% (base: 89)	89% (base: 45)	80% (base: 44)	75% (base: 133)	73% (base: 67)	76% (base: 98)	70% (base: 56)	78% (base: 46)
Trading Standards	38% (base: 81)	50% (base: 8)	34% (base: 44)	42% (base: 12)	41% (base: 17)	28% (base: 46)	51% (base: 35)	46% (base: 37)	30% (base: 30)	36% (base: 14)
Environmental Health	69% (base: 119)	69% (base: 13)	69% (base: 59)	72% (base: 25)	64% (base: 22)	63% (base: 65)	76% (base: 54)	79% (base: 47)	58% (base: 45)	70% (base: 27)
Registrar Services	90% (base: 238)	93% (base: 27)	87% (base: 90)	93% (base: 59)	92% (base: 62)	88% (base: 151)	94% (base: 87)	93% (base: 98)	84% (base: 94)	98% (base: 46)
Council schools	88% (base: 251)	94% (base: 32)	86% (base: 97)	89% (base: 61)	90% (base: 61)	88% (base: 151)	89% (base: 100)	90% (base: 134)	89% (base: 98)	74% (base: 19)
The Social Work Service	73% (base: 132)	65% (base: 17)	74% (base: 68)	76% (base: 25)	73% (base: 22)	69% (base: 78)	78% (base: 54)	65% (base: 52)	70% (base: 37)	84% (base: 43)
Licensing Services	86% (base: 266)	79% (base: 33)	80% (base: 103)	90% (base: 67)	95% (base: 63)	84% (base: 158)	89% (base: 108)	87% (base: 122)	89% (base: 98)	76% (base: 46)
Leisure Centre and Community Centres	87% (base: 235)	76% (base: 29)	84% (base: 94)	95% (base: 56)	91% (base: 56)	86% (base: 138)	89% (base: 97)	90% (base: 133)	79% (base: 66)	92% (base: 36)
The services you receive overall	95% (base: 304)	92% (base: 36)	92% (base: 119)	99% (base: 73)	97% (base: 76)	94% (base: 184)	97% (base: 120)	96% (base: 136)	91% (base: 104)	100% (base: 64)

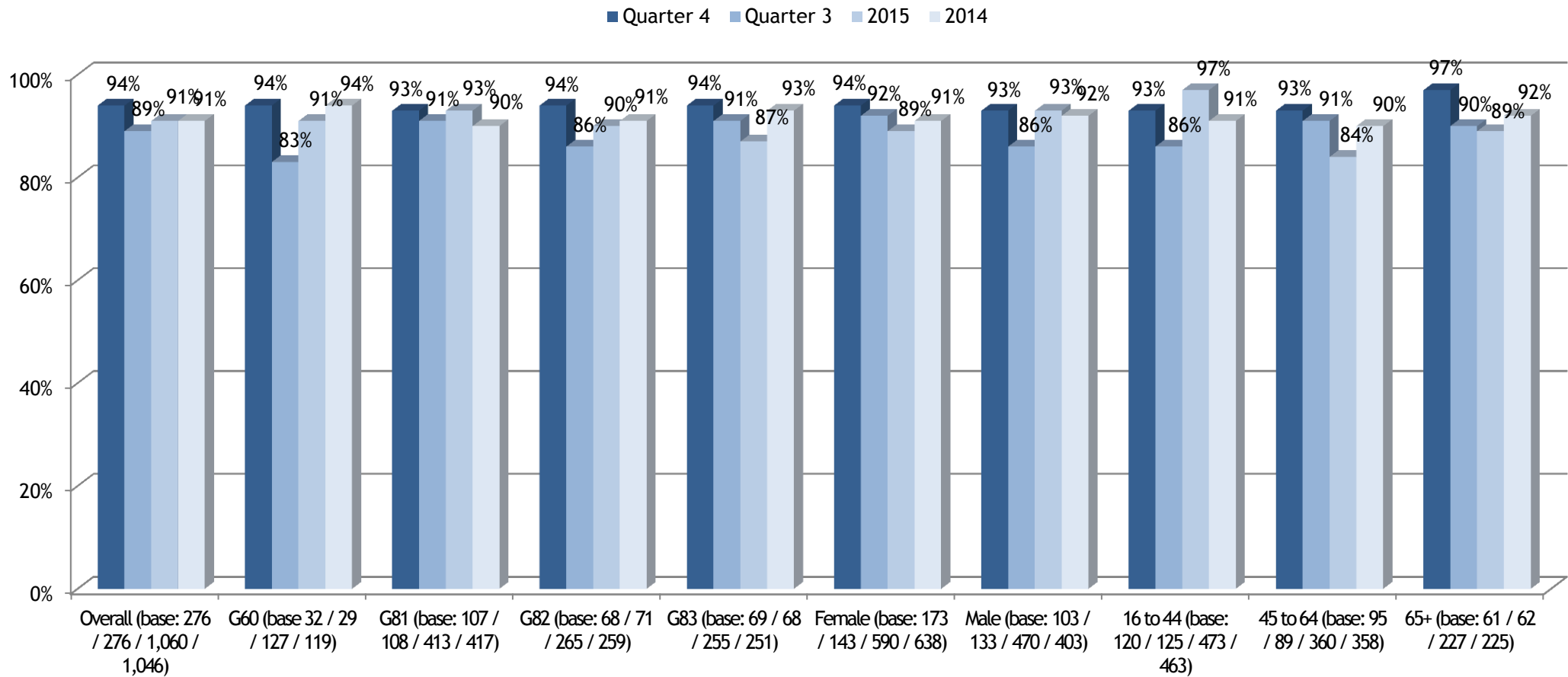
4.2 Graphical summaries of the levels of satisfaction for each of Quarter 4 2016, Quarter 3 2016, 2015 and 2014 are set out in Figures 4.2 to 4.14 below, with the results for each statement also being broken down by area, gender and age band.

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



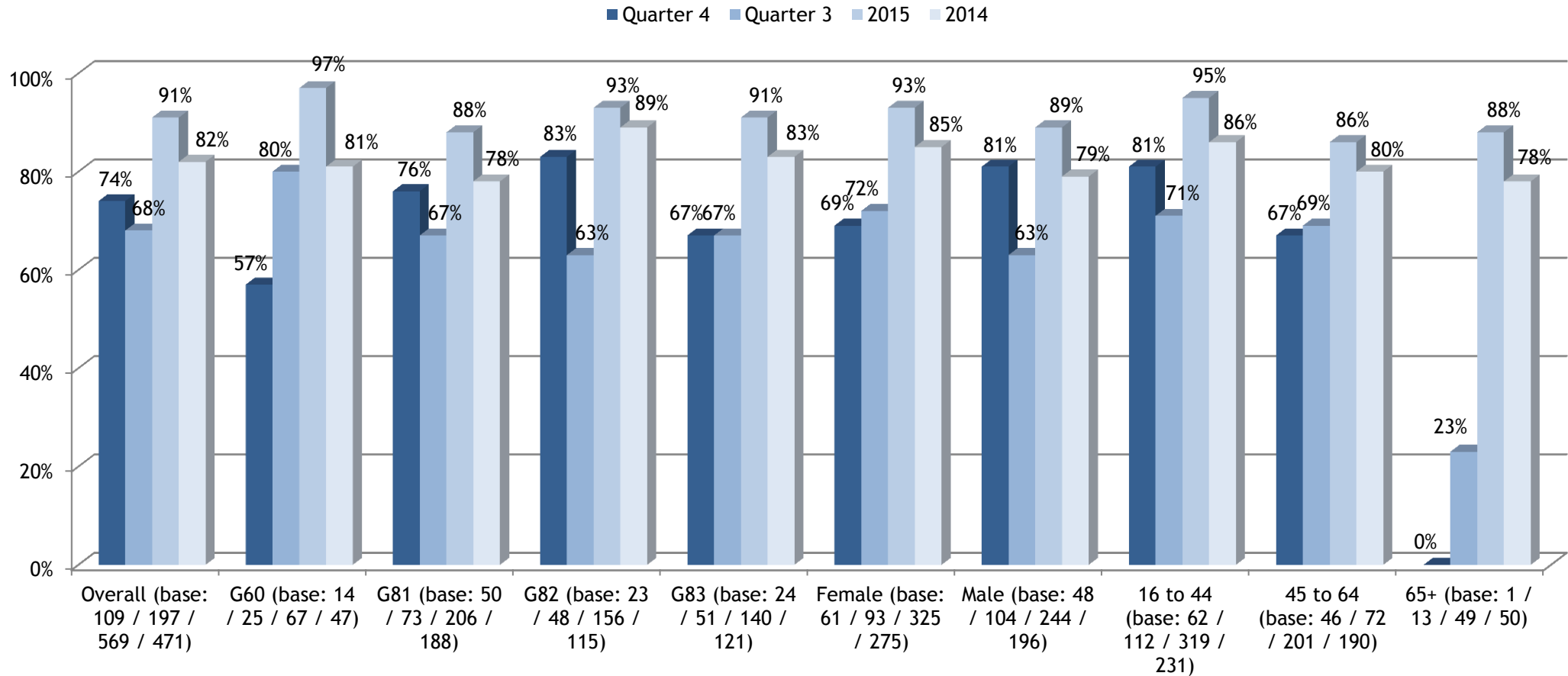
Overall, satisfaction with the information available from the Council on its services increased slightly during Quarter 4 when compared to Quarter 3. This was mostly due to the impact of improved results in the G82 postcode area and amongst those aged 45-64. Overall results are below those recorded in 2015 and 2014.

Figure 4.3: The Quality of Customer Service



Satisfaction with the quality of customer service rose between Quarter 3 and Quarter 4. Notable increases in satisfaction are noted amongst those in the G60 and G82 postcode areas, males, those aged 16-44 and those aged 65+.

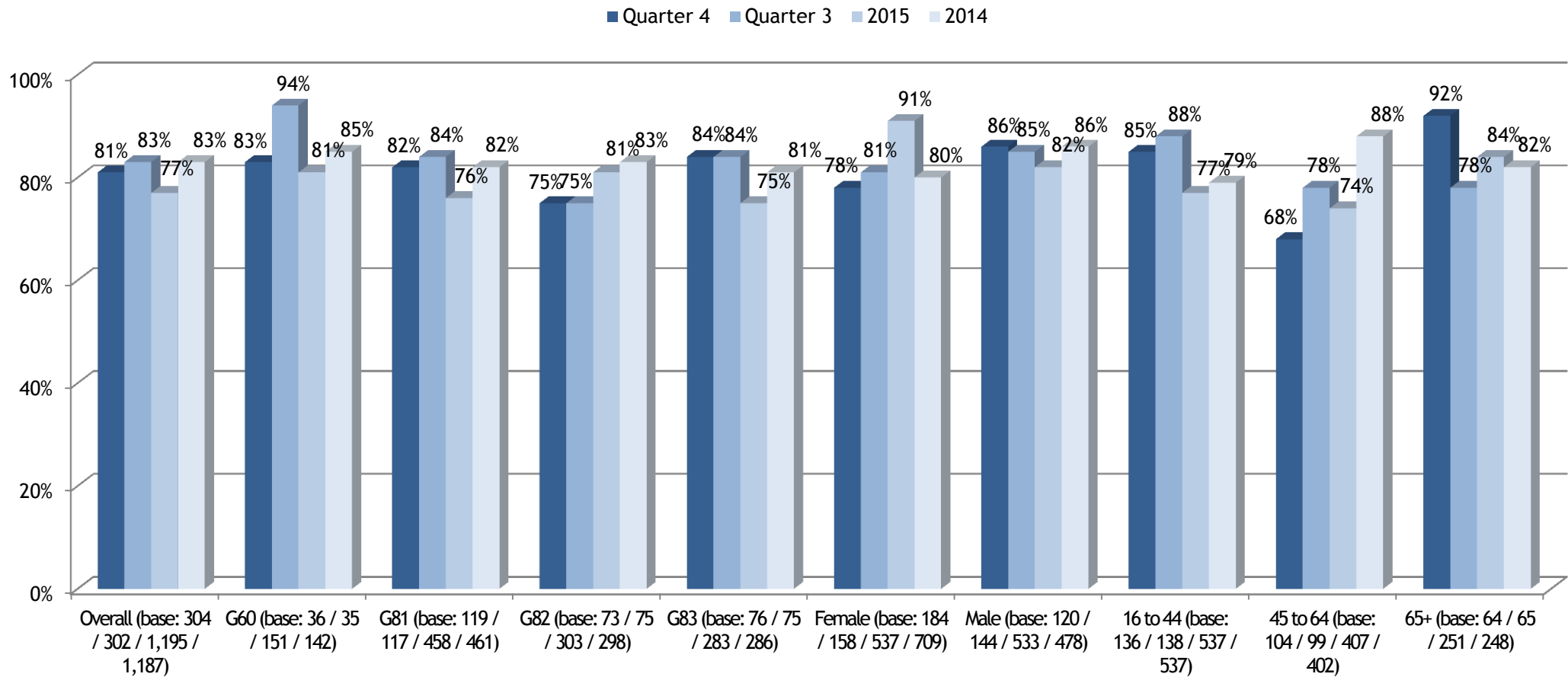
Figure 4.4: The Council's Website



There was an increase in overall satisfaction with the Council's website during Quarter 4 2016 compared to the previous quarter. This increase was most notable in the G82 postcode, males and those aged 16-44.

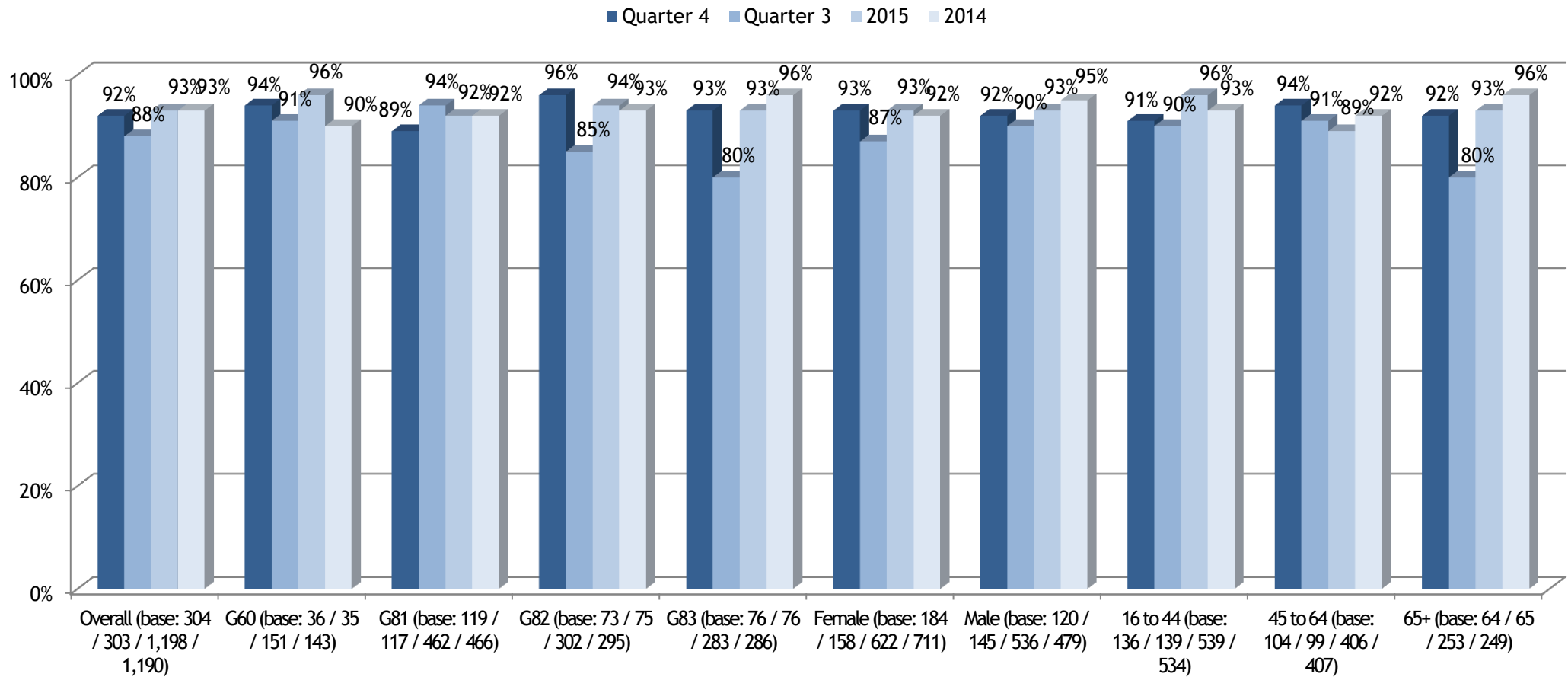


Figure 4.5: The Street Cleaning Service



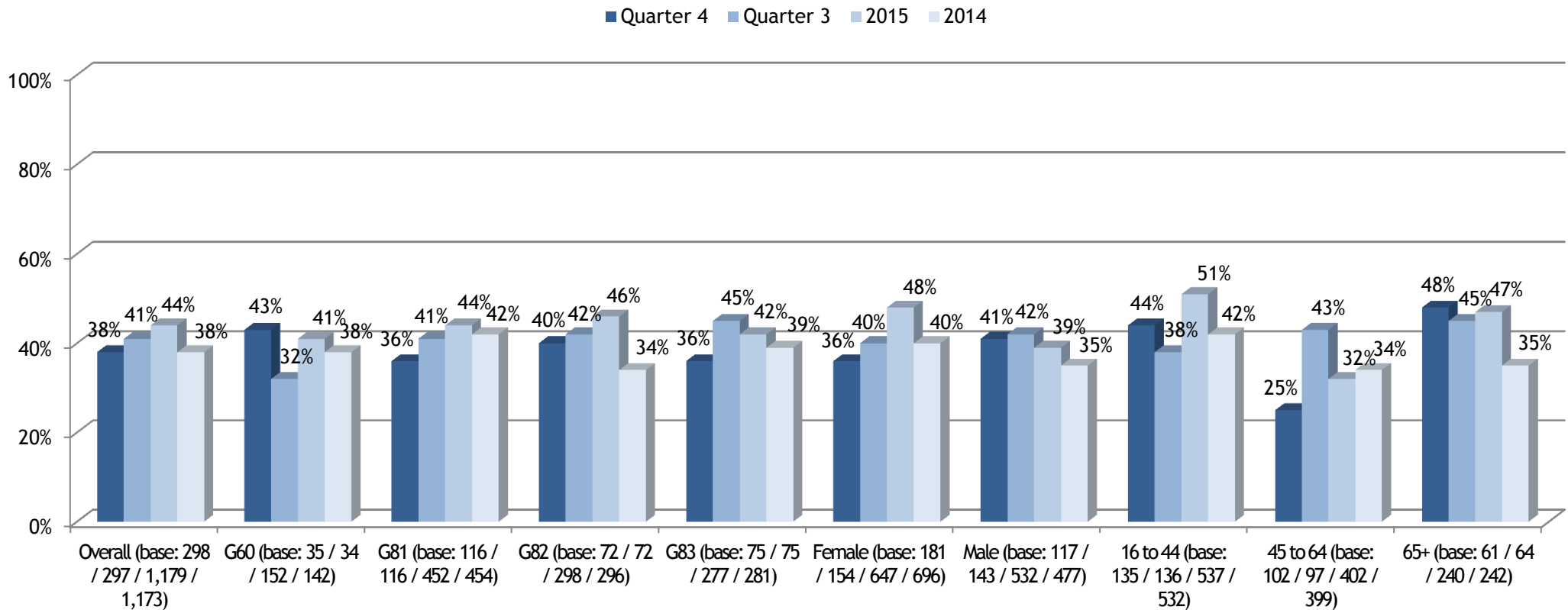
Overall ratings for the street cleaning service decreased between Quarter 3 and Quarter 4. Falls in satisfaction were most apparent in the G60 postcode area, males and amongst those aged 45-54. Satisfaction amongst those aged 65+ increased notably.

Figure 4.6: The Waste Service Overall



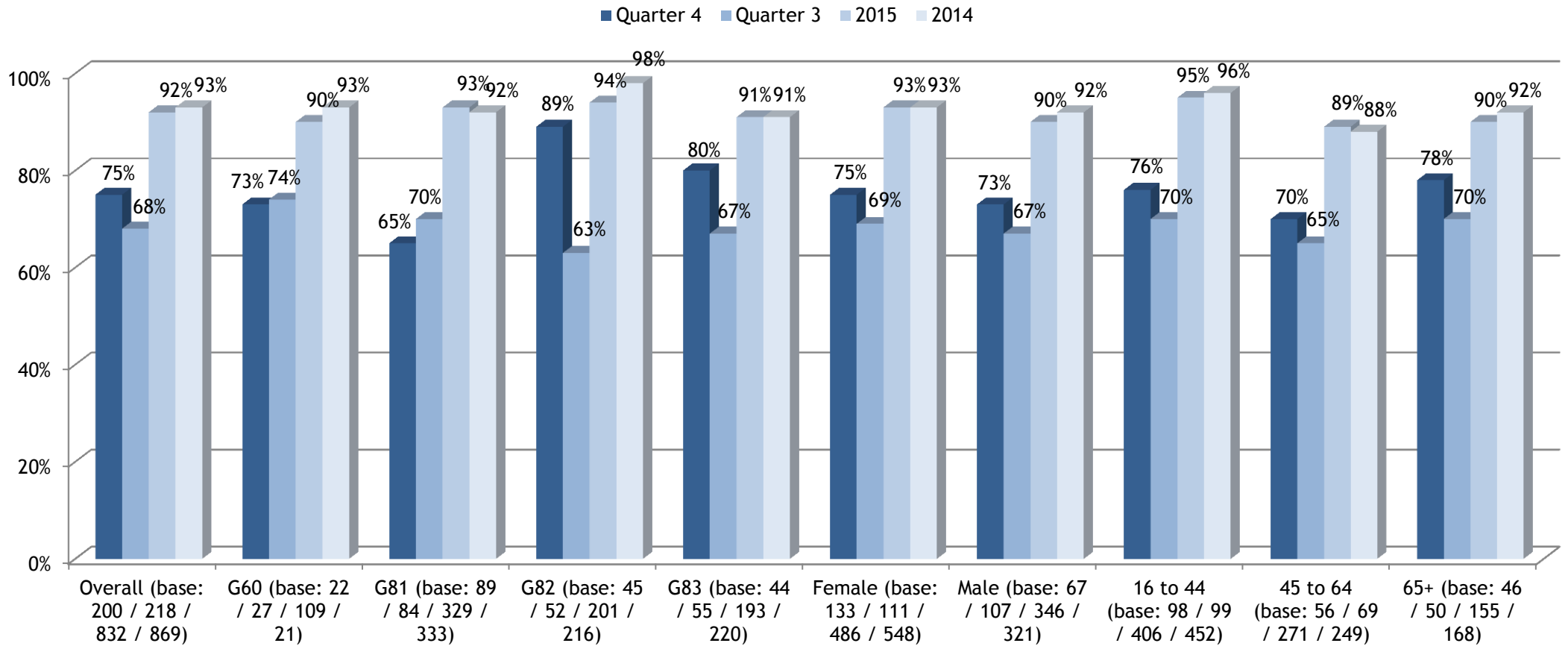
There was a rise in satisfaction with the waste service overall in Quarter 4 compared to Quarter 3, which was most pronounced in the G82 and G83 postcode areas, amongst females and those aged 65+.

Figure 4.7: Roads Maintenance



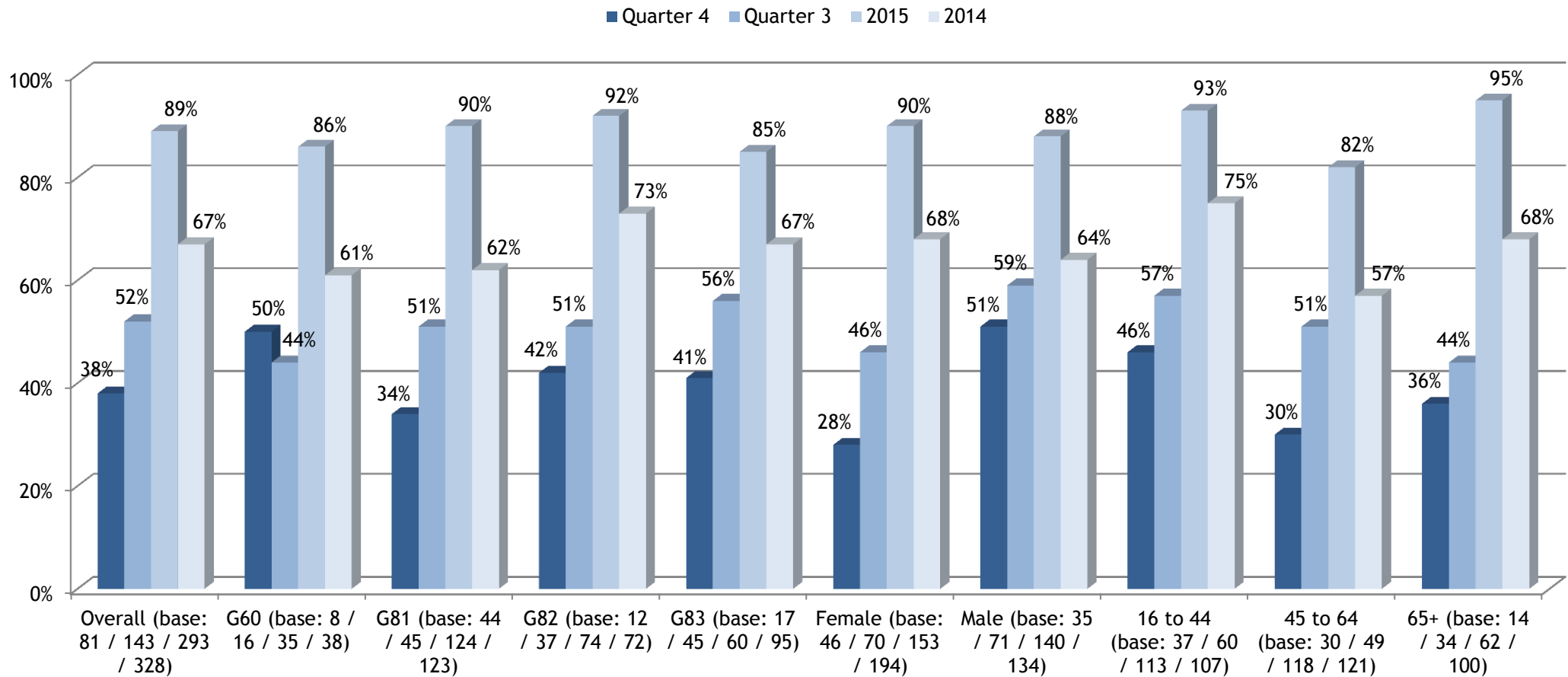
Satisfaction with road maintenance continues to be low in comparison to other services, with Quarter 4 satisfaction down from Quarter 3. Decreases in satisfaction are observed in the G83 postcode area and amongst those aged 45-64.

Figure 4.8: Libraries



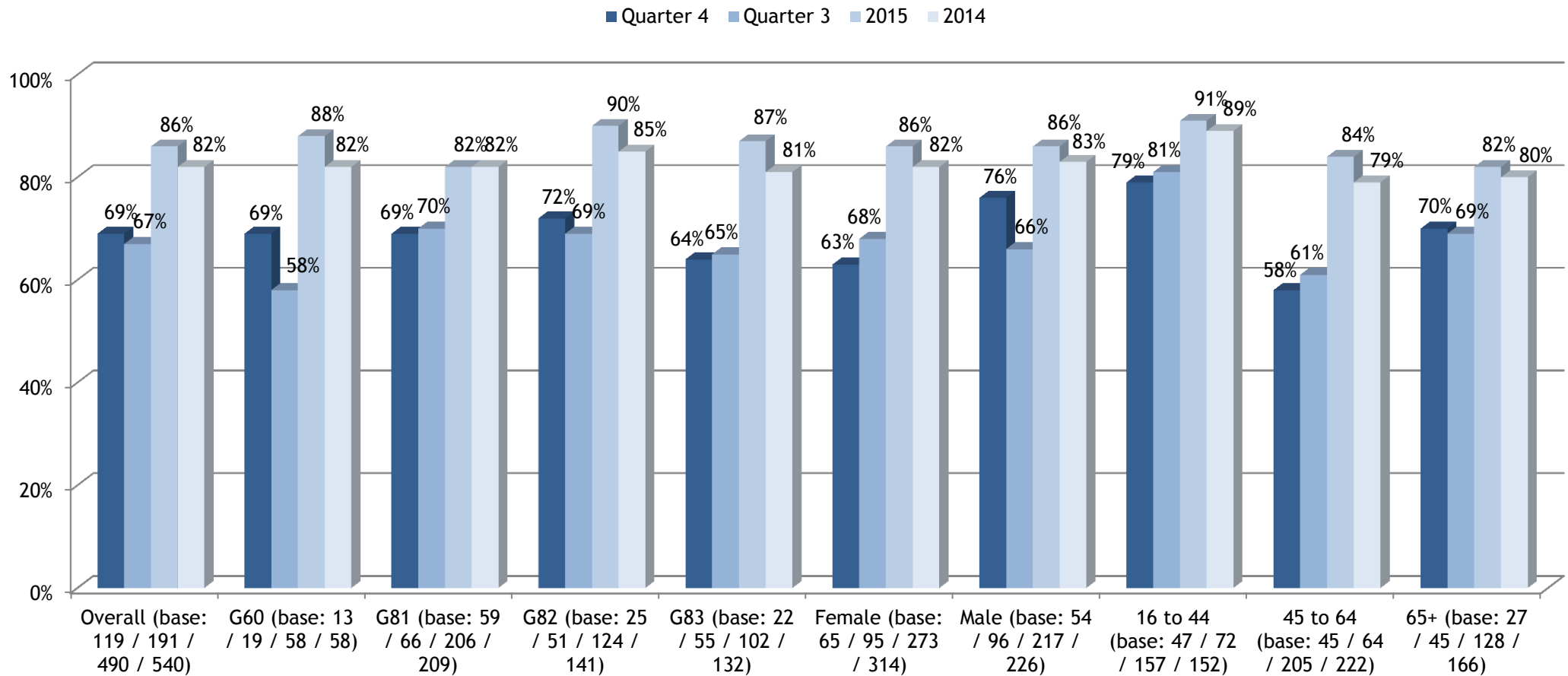
Overall, there was an increase in satisfaction levels with Council libraries between Quarter 3 and Quarter 4. This increase is most notable amongst those in the G82 and G83 postcode areas.

Figure 4.9: Trading Standards



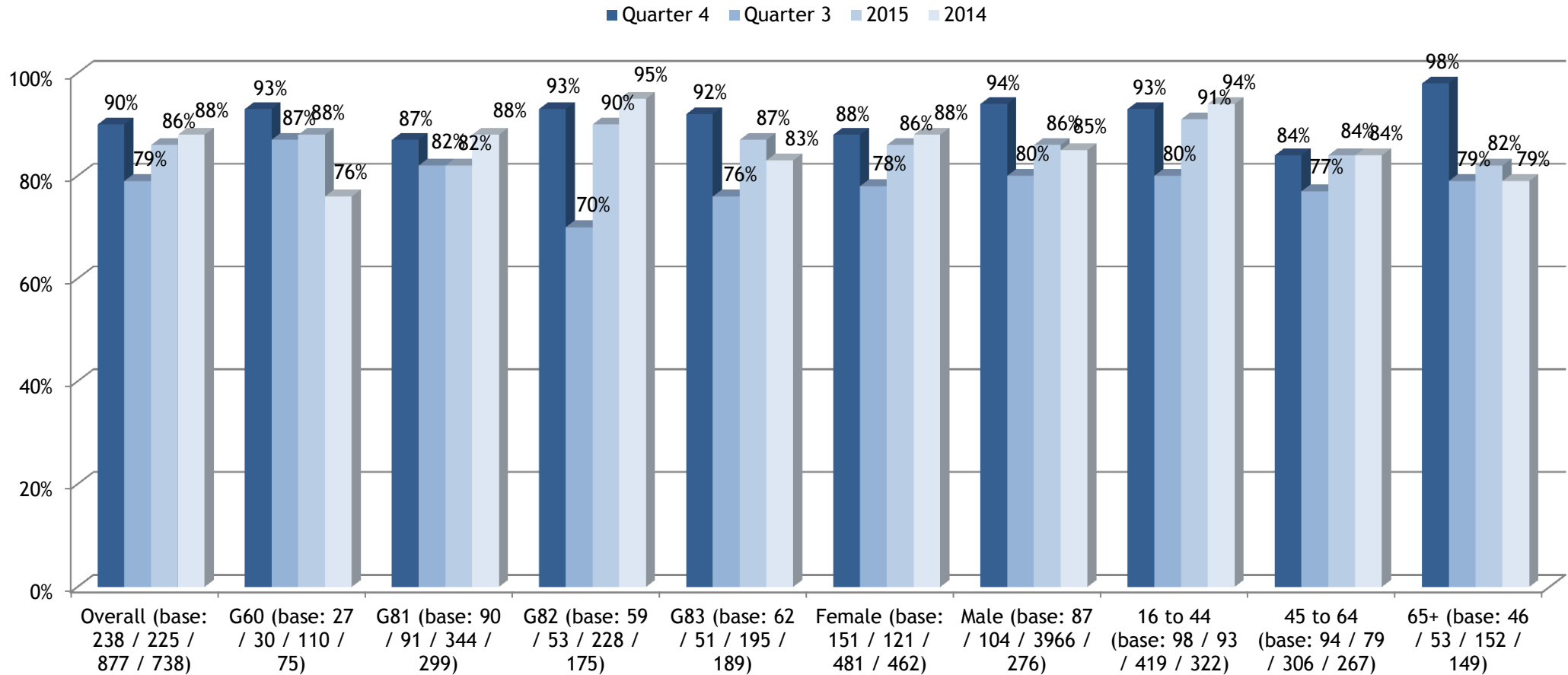
There was a large decline in satisfaction with the Trading Standards service in Quarter 4 compared to Quarter 3. This fall in satisfaction is observed over each category of respondent with the exception of those in the G60 postcode area.

Figure 4.10: Environmental Health



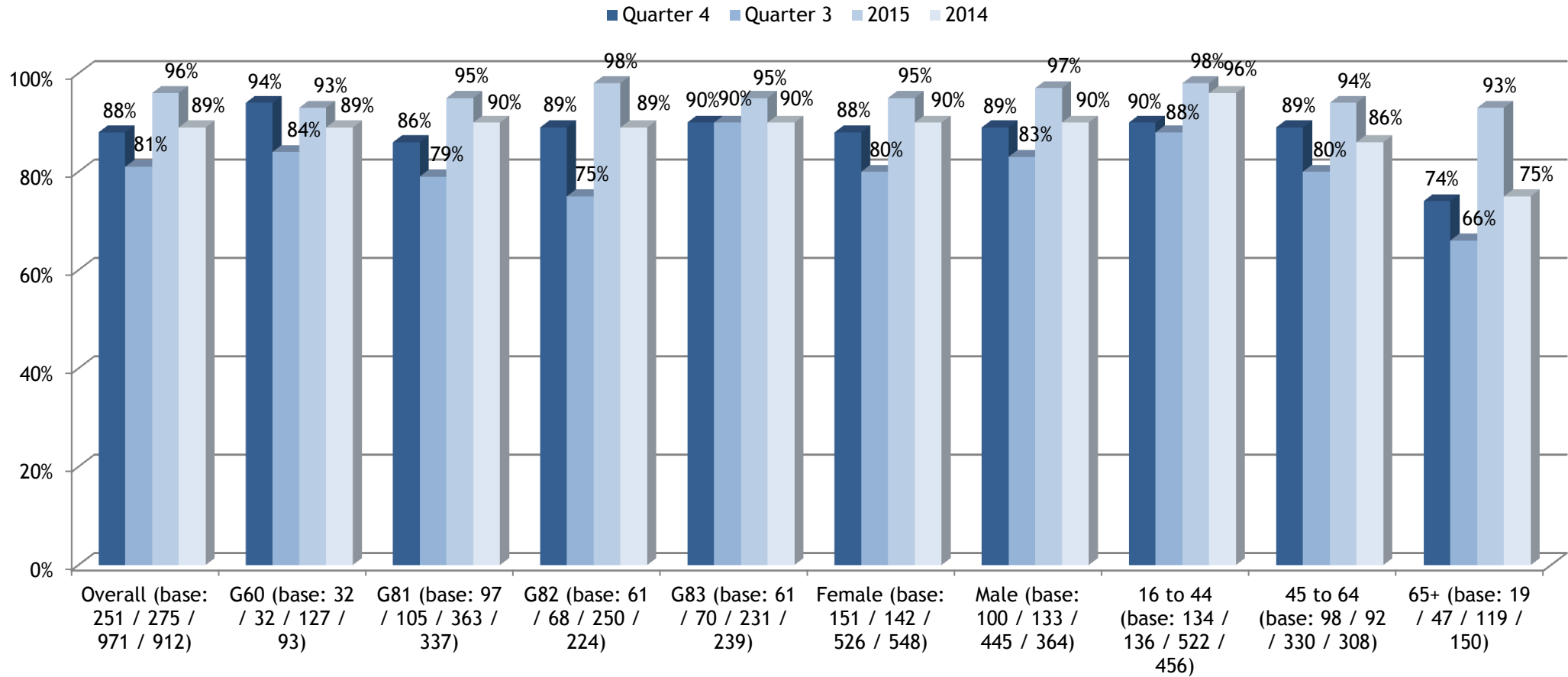
Overall, there was a small increase in satisfaction with the Council’s Environmental Health Service in Quarter 4 when compared to Quarter 3. This increase was most notable in the G60 postcode area and amongst males.

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



There was a notable increase in satisfaction levels with this service in Quarter 4 compared to Quarter 3. This improvement is evident across all categories of respondent.

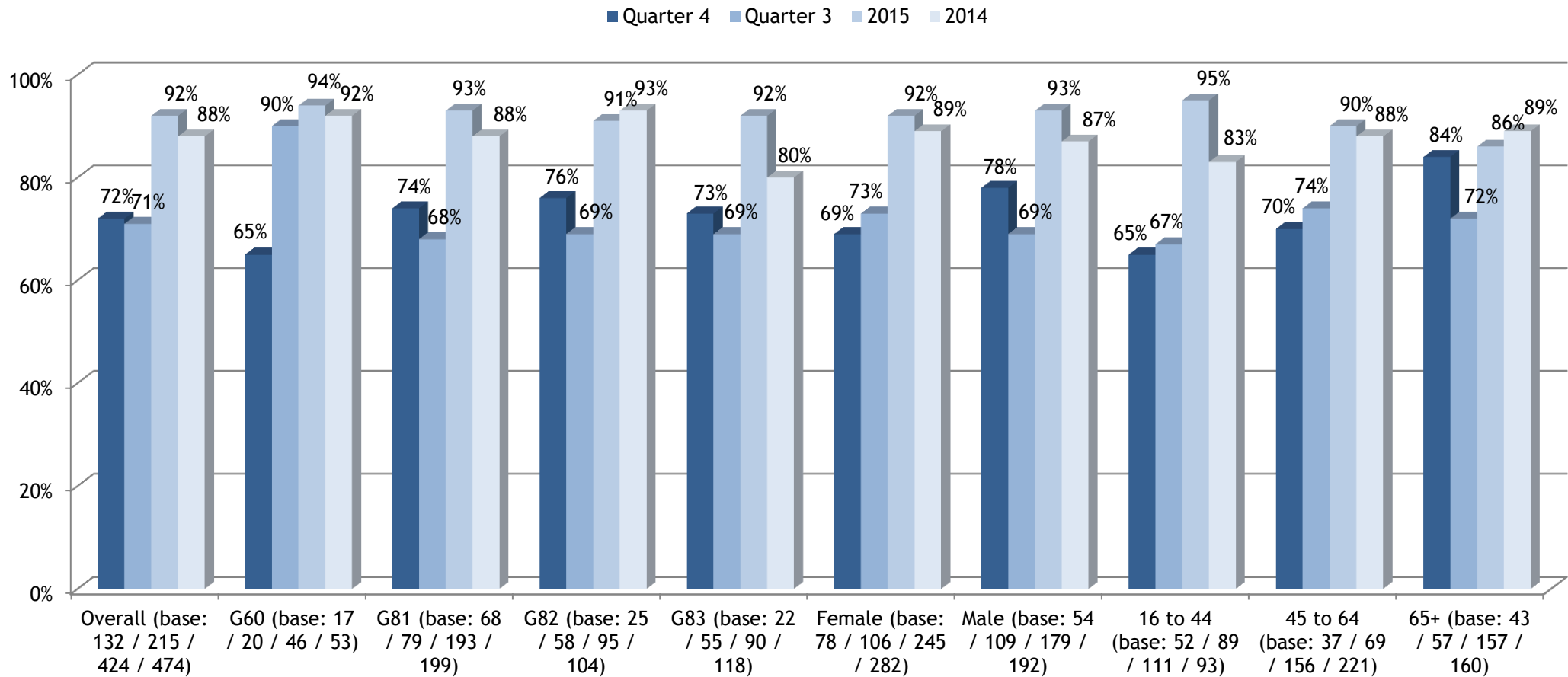
Figure 4.12: Council Schools



Satisfaction with Council schools rose in the Quarter 4 period compared to the Quarter 3 figures. This improvement is evident across all categories of respondent with the exception of those in the G83 postcode area.

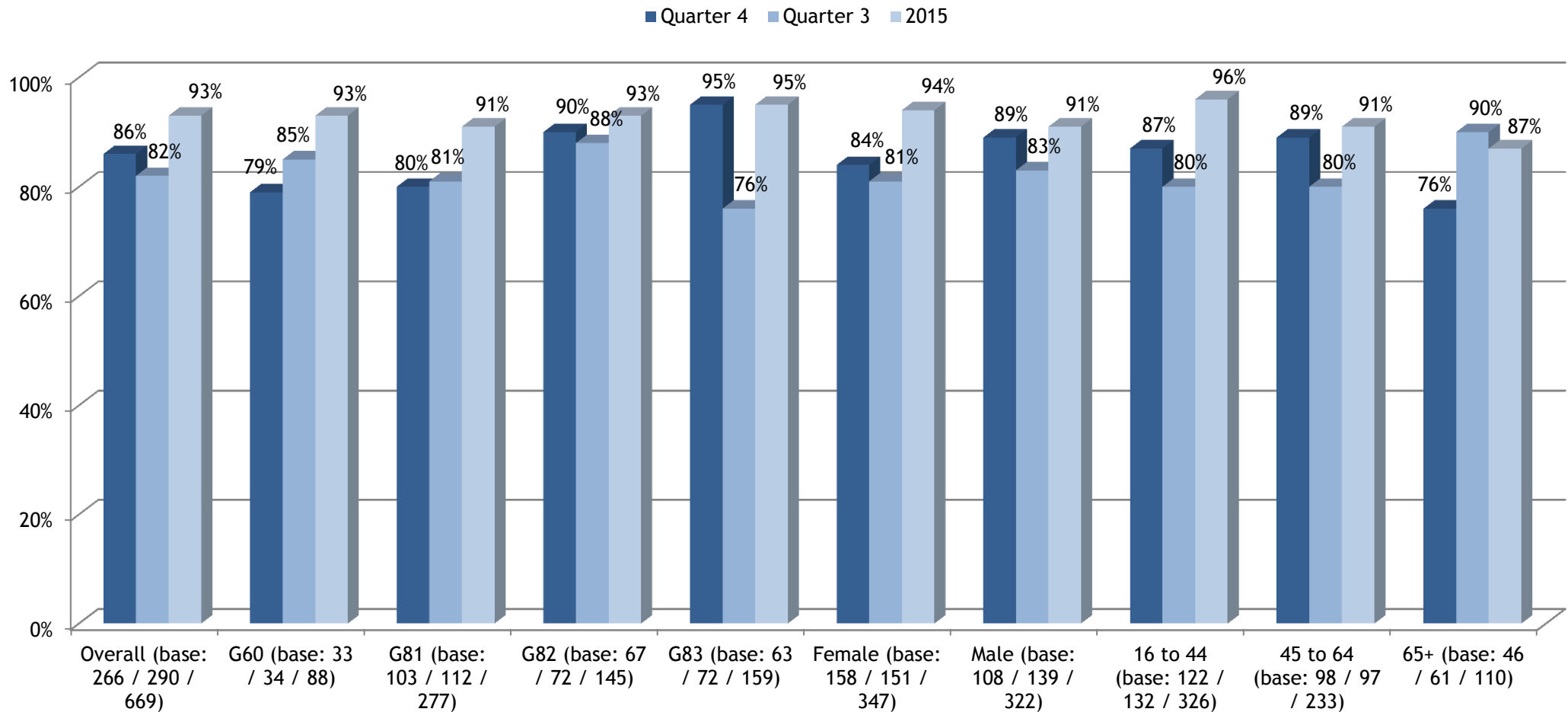


Figure 4.13: The Social Work Service



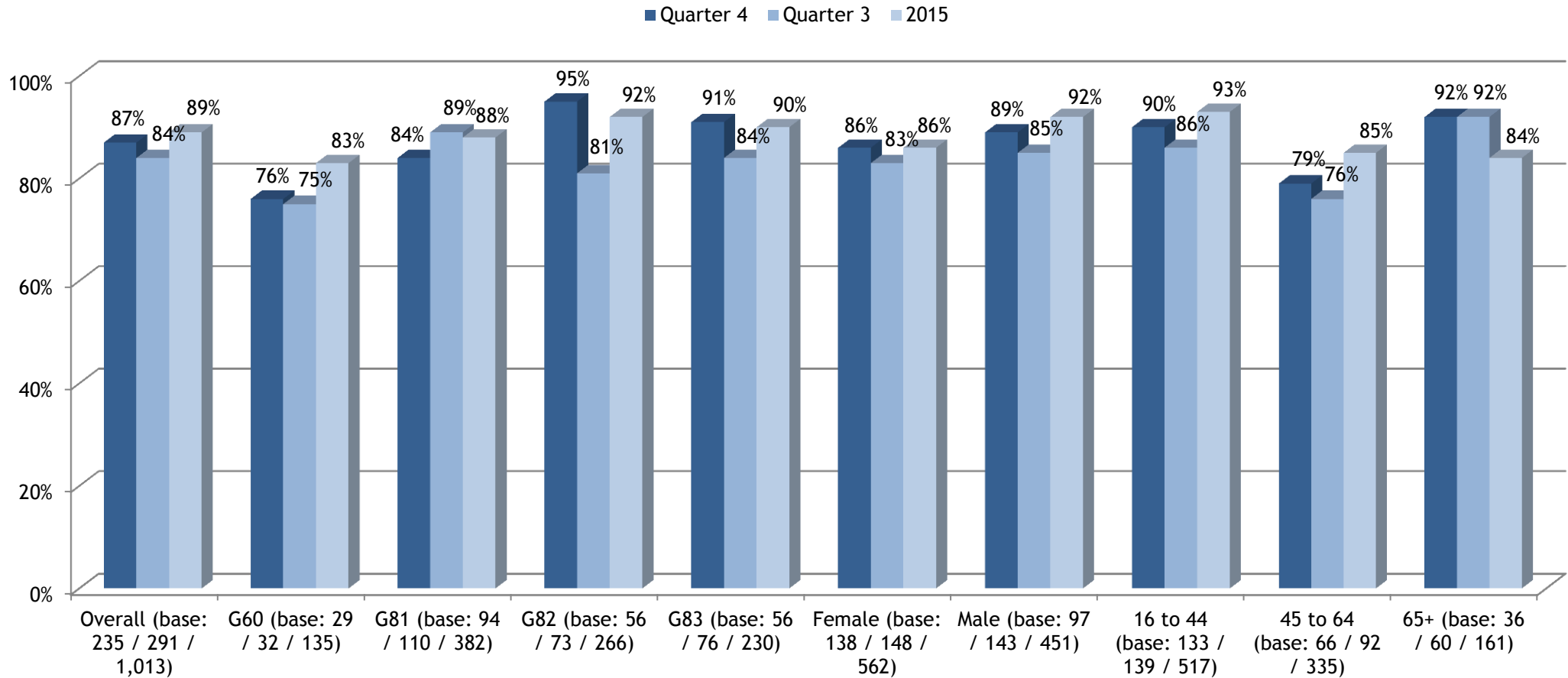
Overall, satisfaction with the Social Work service has risen very slightly compared to Quarter 3 but remains notably below the levels of satisfaction recorded in 2015.

Figure 4.14: The Council's Licensing Service



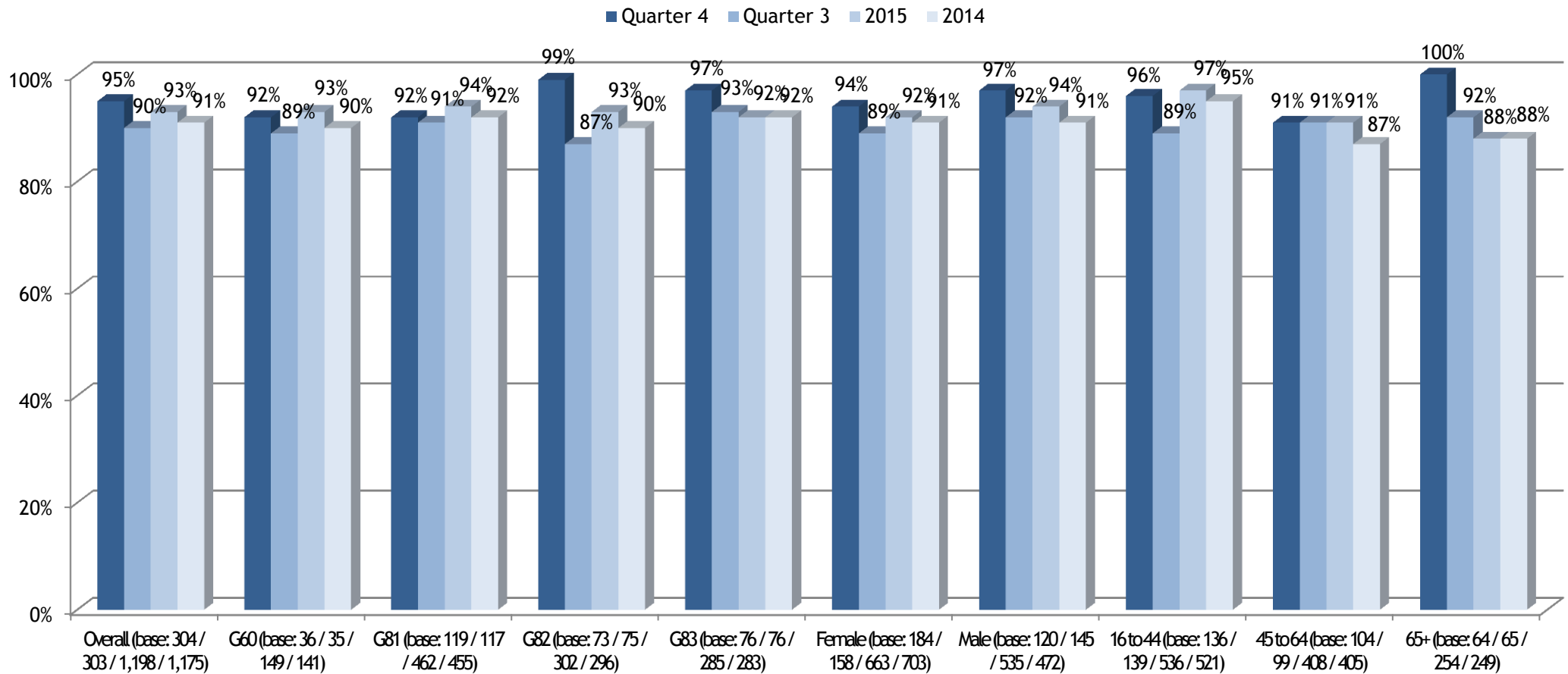
The Council's licensing service was included in the Reputation tracker questionnaire from the start of 2015. Satisfaction with this service increased during Quarter 4. This was most apparent in the G83 postcode area, males, those aged 16-44 and those aged 45-64.

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. Better ratings were recorded in Quarter 4 than was the case in Quarter 3, with notable increases in the G82 and G83 postcode areas.

**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 most apparent in the G82 postcode areas, those aged 16-44 and those aged 65+.



