



West Dunbartonshire Council

Reputation Tracker
Interim Six Month Report
(January to June)

2018

June 2018

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1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

- 1.1 This document summarises the findings of the first six months of 2018 for the Reputation Tracker, which is administered by IBP Strategy and Research on behalf of West Dunbartonshire Council. The Reputation Tracker survey commenced in January 2013 and interviewing has been conducted on a monthly basis since then. This Six Month Report for 2018 sets out the results for January to June 2018 as well as comparative results for January to June 2017 and 2017 overall.

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 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 they are satisfied with the way the Council runs things
 - 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.

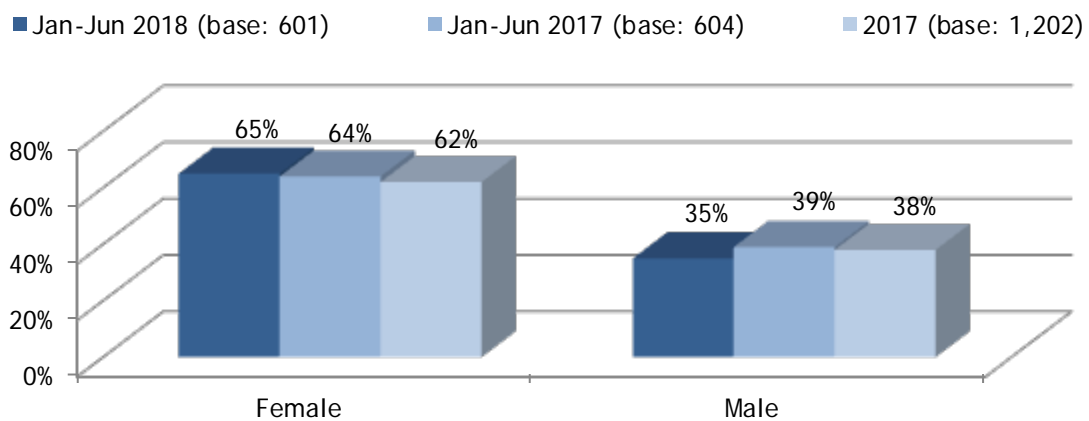
- 1.4 IBP conducts 100 interviews per month in a pattern broadly proportionate to the population profile (12 for the G60 postcode area, 39 for G81, 25 for G82 and 24 for G83). This document brings together results for January to June of 2018 and is based on a total of 601 interviews, as well as comparative results for January to June 2017 and 2017 overall. 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 601 telephone interviews have been carried out covering the January to June 2018.

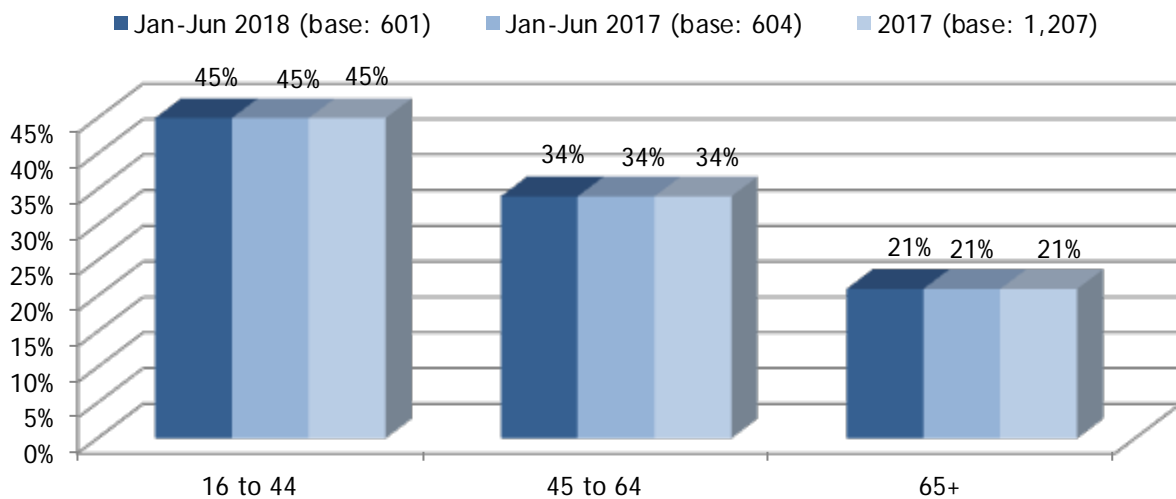
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

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

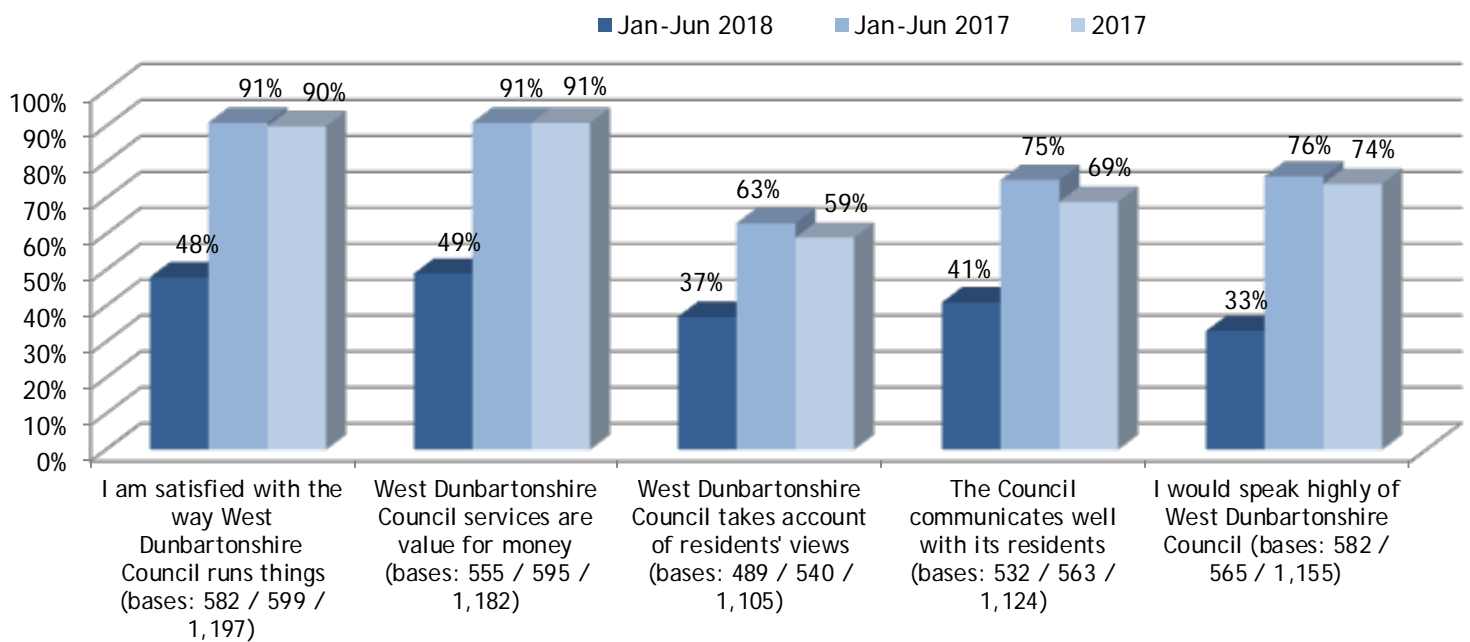


3.0 OVERALL PERCEPTIONS OF THE COUNCIL

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 601.

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

Figure 3.1: Overall



Agreement with all statements has gone down significantly since 2017. The main reason for this down turn overall is mainly due to residents dissatisfaction with the Council's landscape maintenance.

3.2 Figures 3.2 to 3.4 break down responses to the statement, 'I am satisfied with the way West Dunbartonshire Council runs things' by area, gender and age band.

Figure 3.2: Area

Satisfaction with way West Dunbartonshire Council runs things

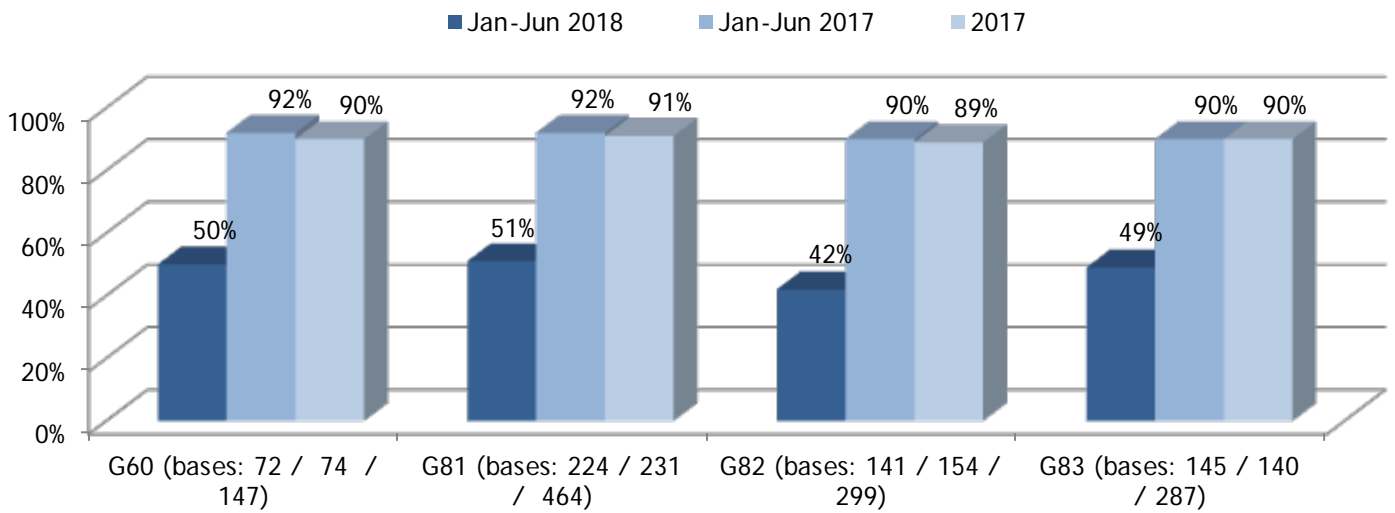


Figure 3.3: Gender

Satisfaction with way West Dunbartonshire Council runs things

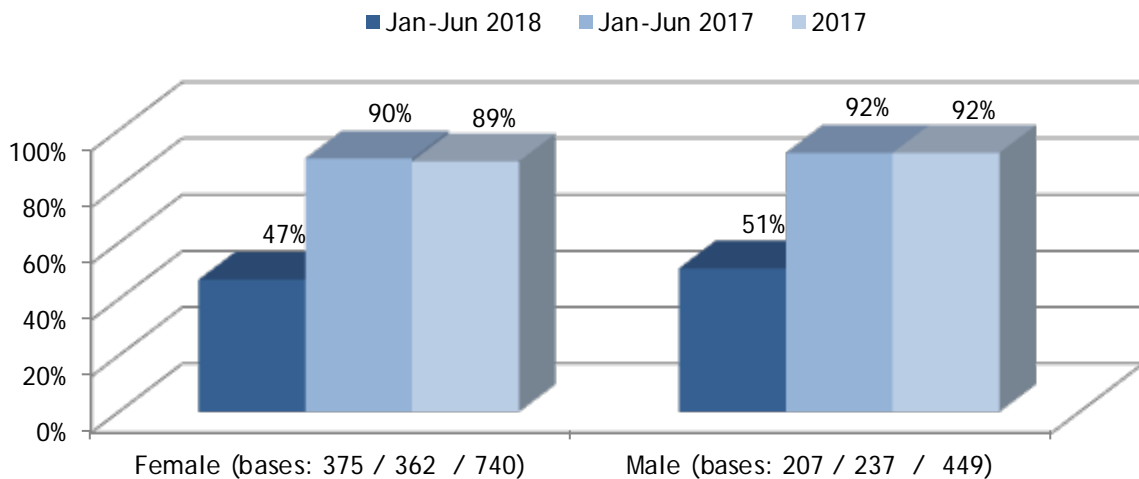
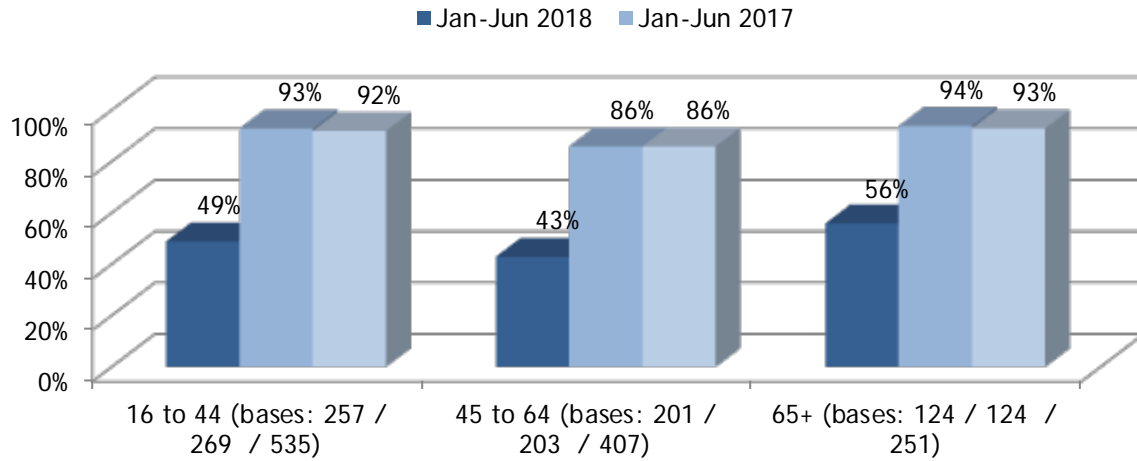


Figure 3.4: Age Band

Satisfaction with way West Dunbartonshire Council runs things



3.3 Overall, ratings for this statement are down significantly since 2017.

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

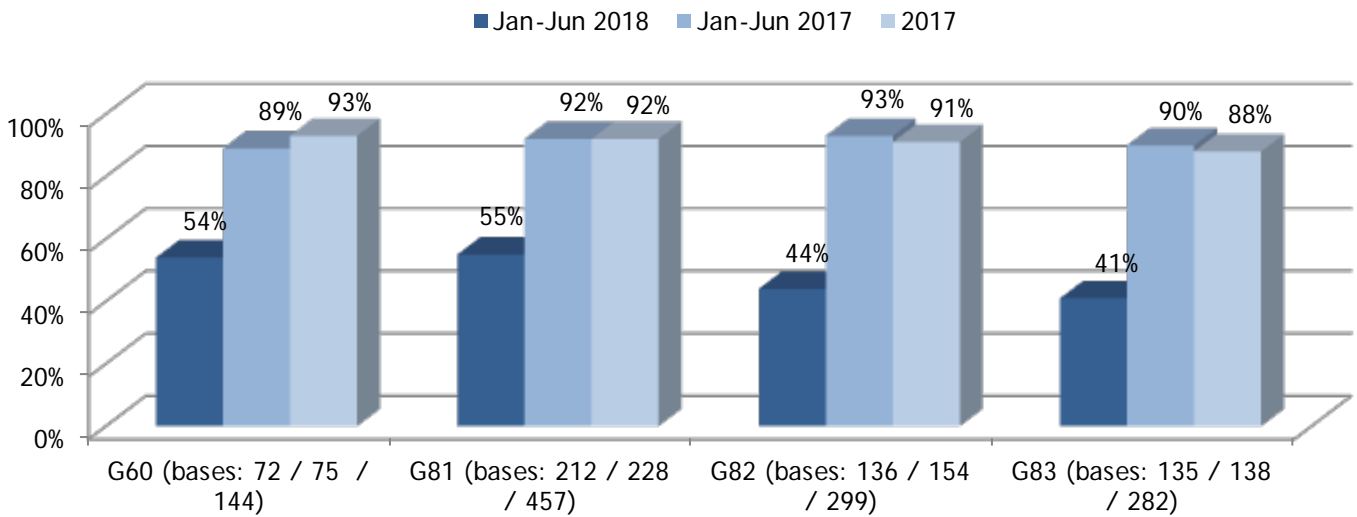


Figure 3.6: Gender

West Dunbartonshire Council Services are value for money

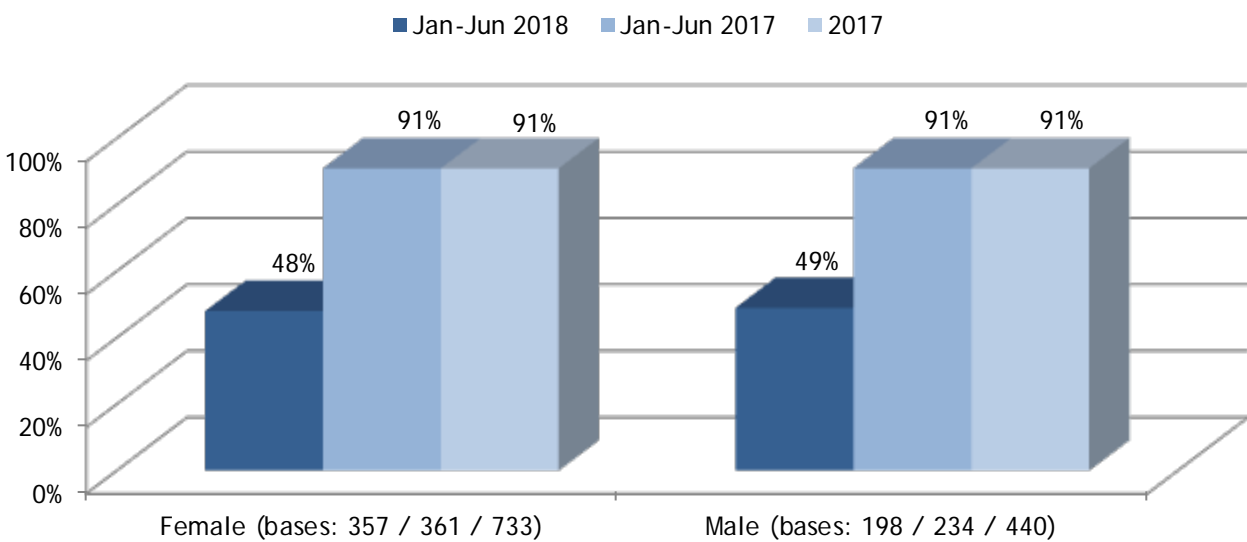
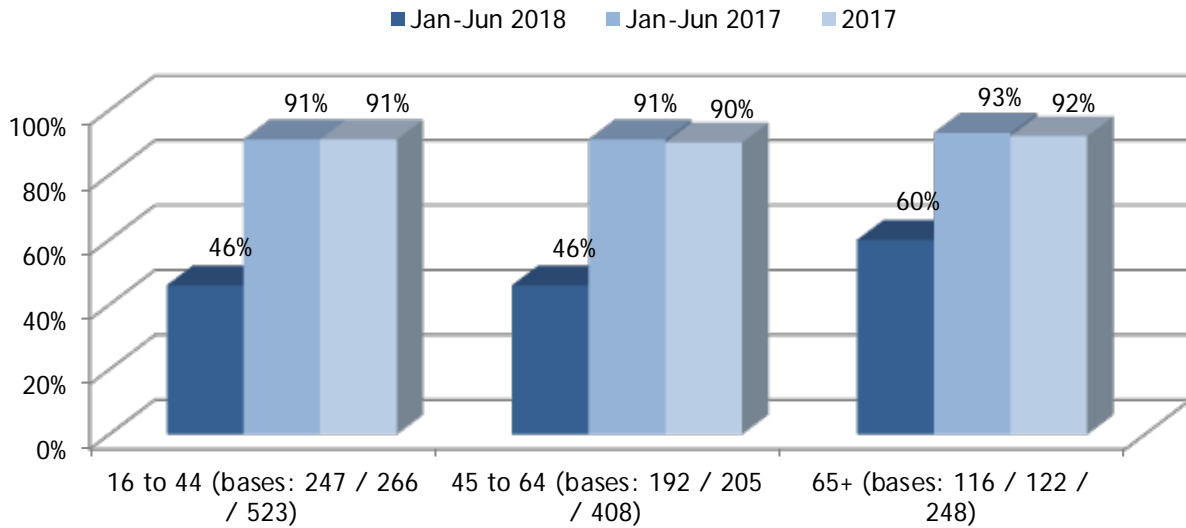


Figure 3.7: Age Band

West Dunbartonshire Council Services are value for money



3.5 Again, ratings for this statement are are down significantly since 2017.

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

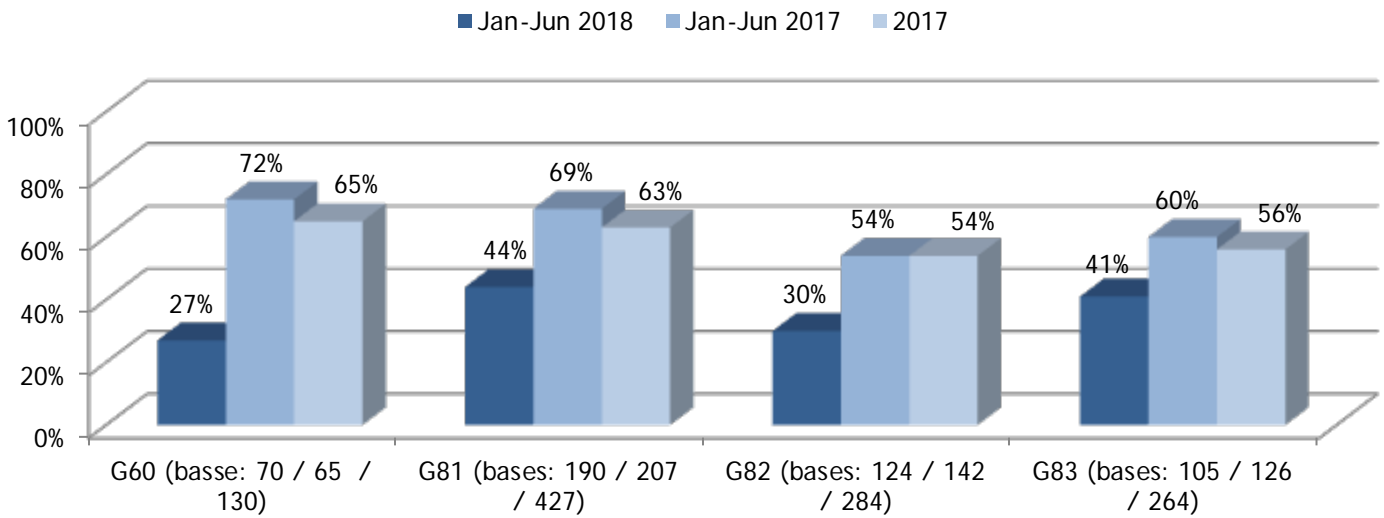


Figure 3.9: Gender

West Dunbartonshire Council takes account of residents' views

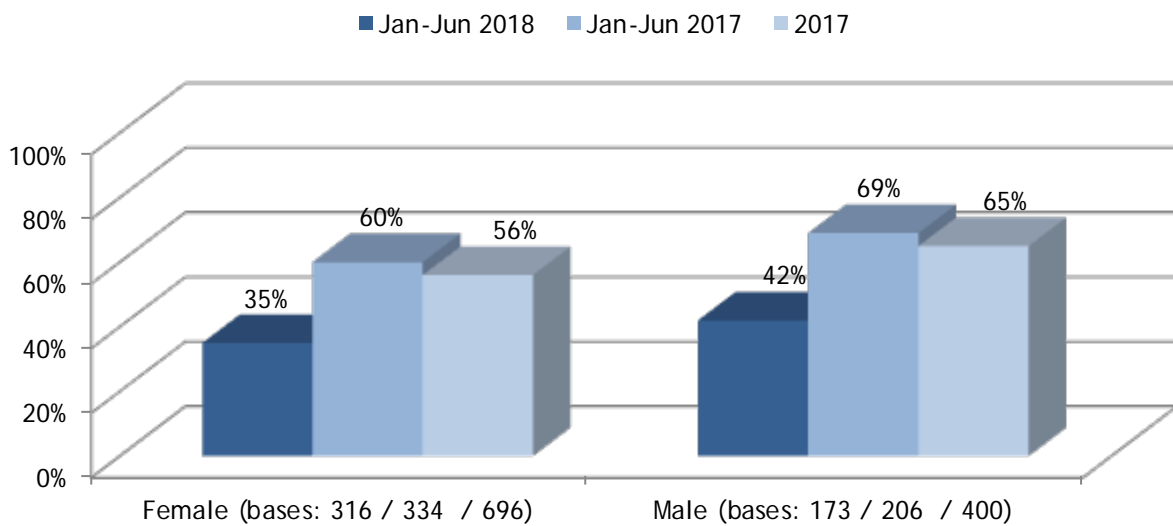
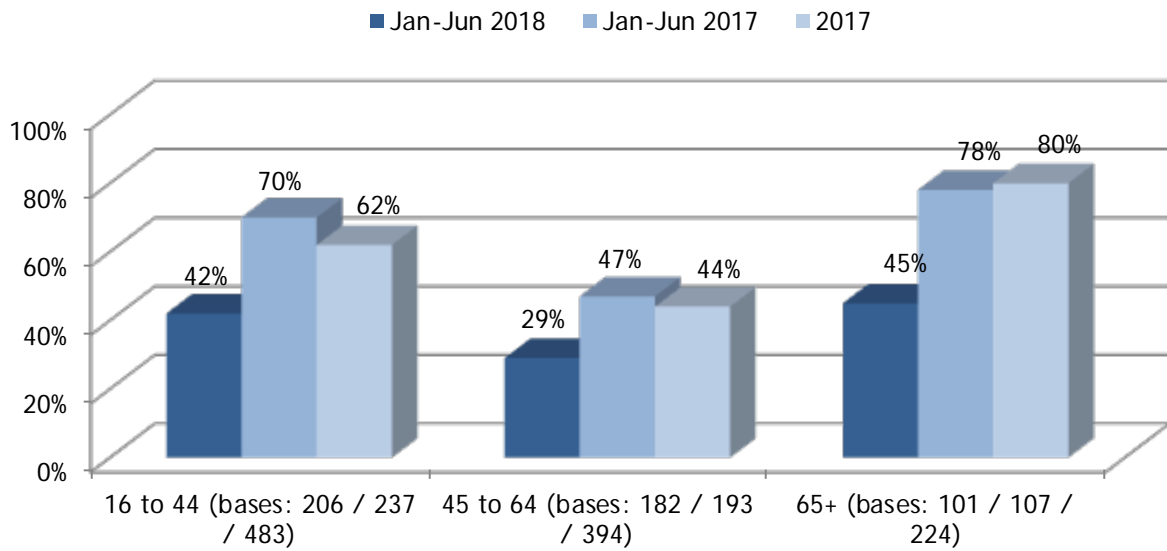


Figure 3.10: Age Band

West Dunbartonshire Council takes account of residents' views



3.7 Once again, ratings for this statement are down significantly since 2017.

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

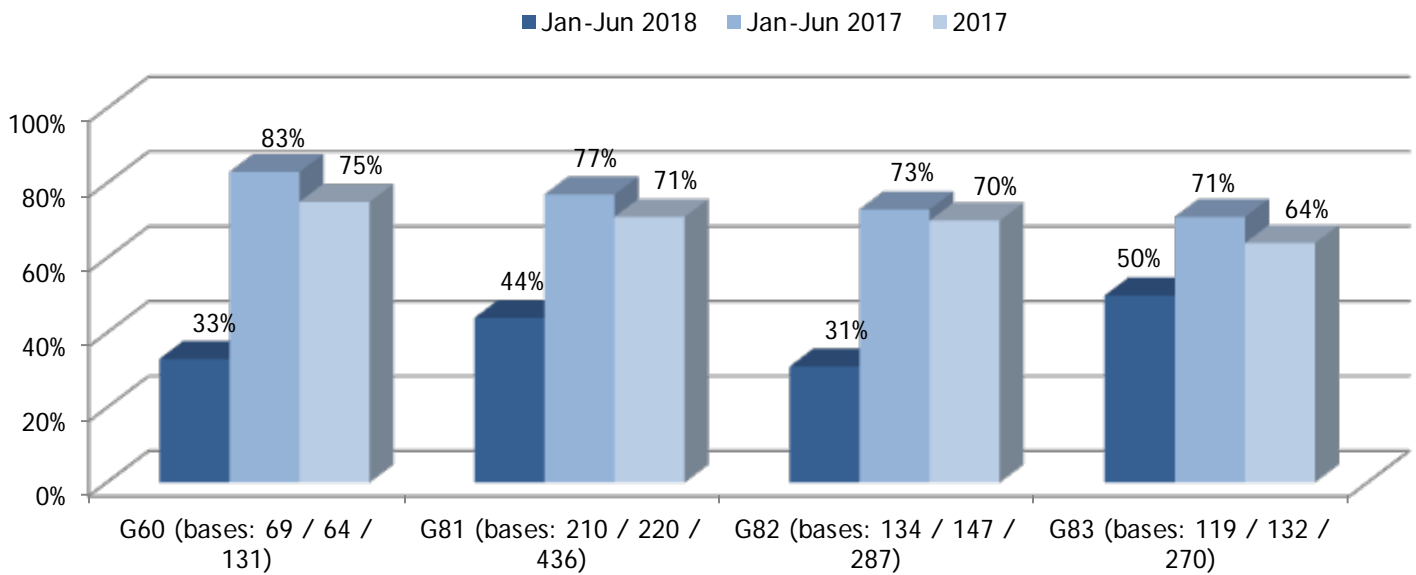


Figure 3.12: Gender

The Council communicates well with its residents

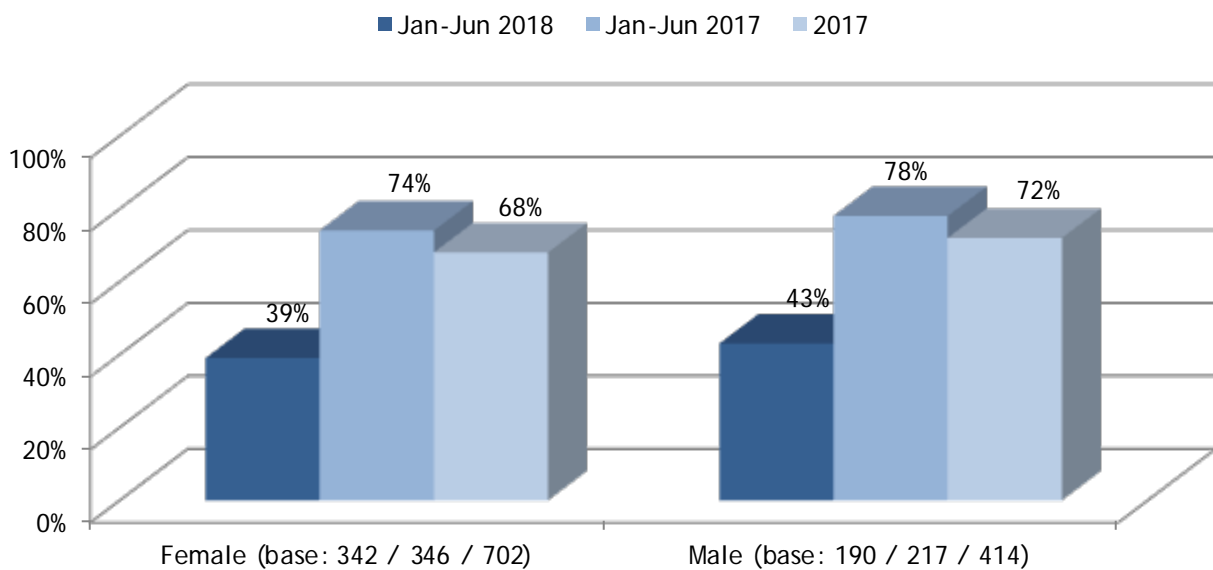
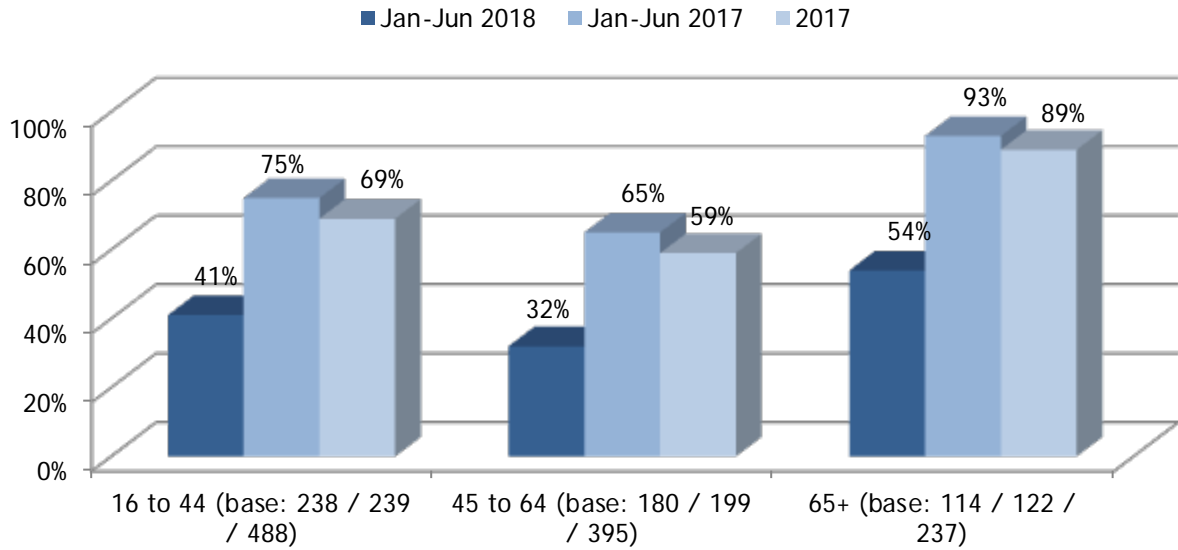


Figure 3.13: Age Band

The Council communicates well with its residents



3.9 Once more, ratings for this statement are down significantly since 2017.

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

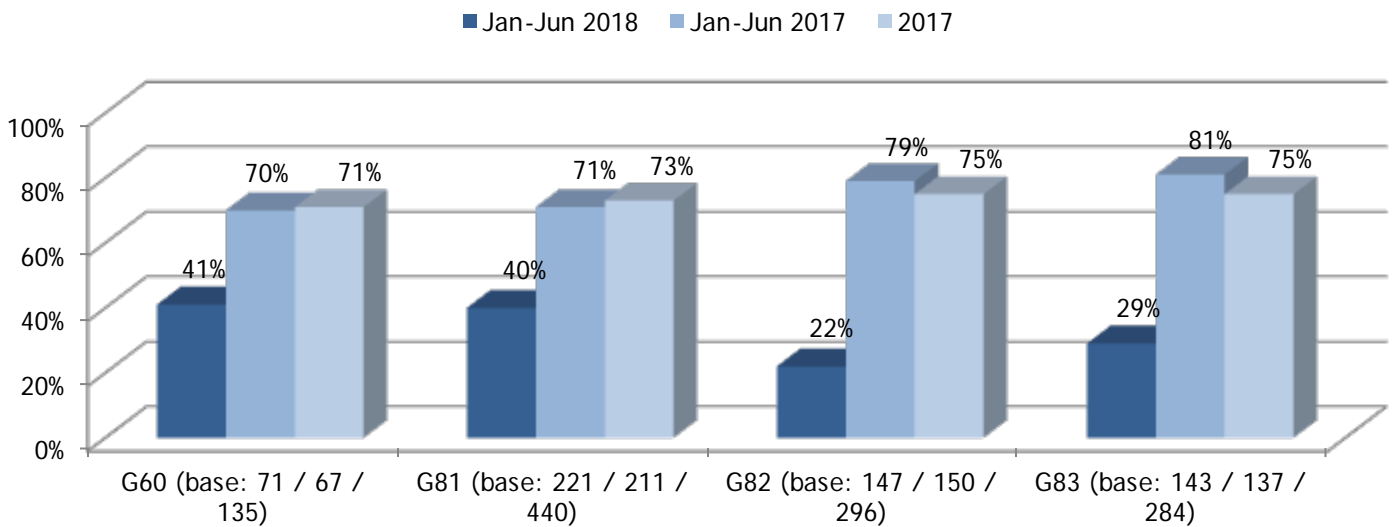


Figure 3.15: Gender

I would speak highly of West Dunbartonshire Council

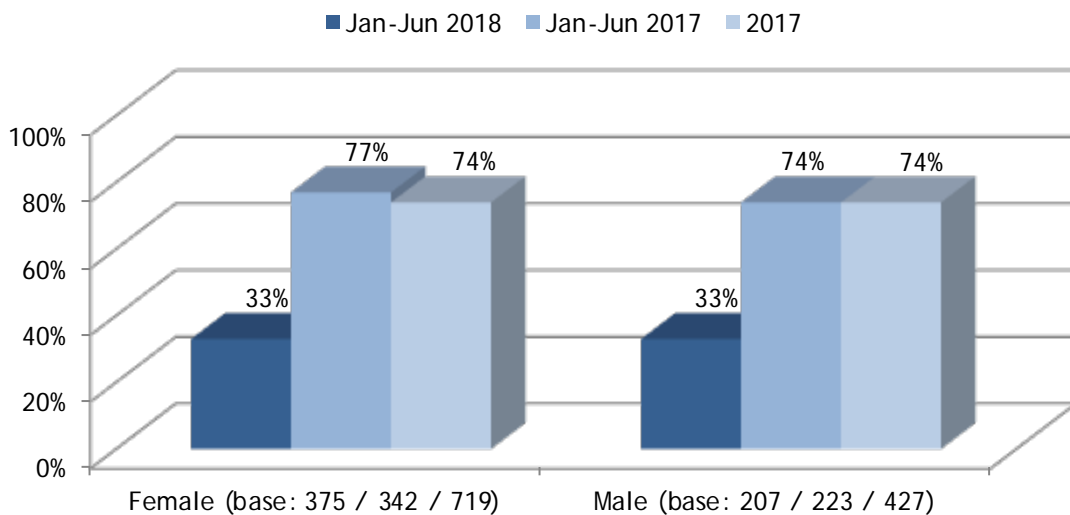
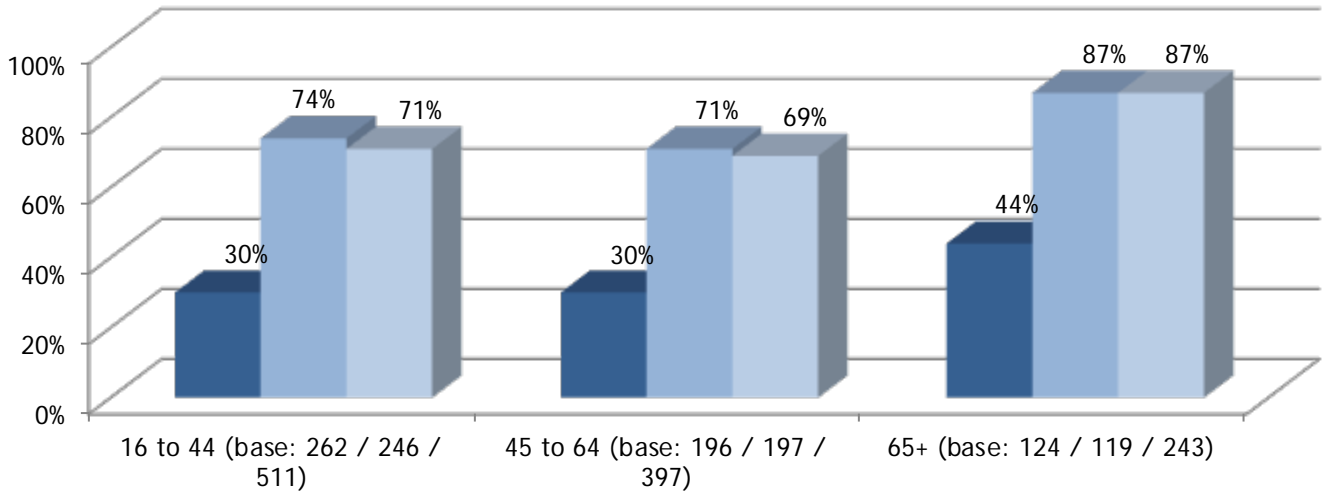


Figure 3.16: Age Band

I would speak highly of West Dunbartonshire Council

■ Jan-Jun 2018 ■ Jan-Jun 2017 ■ 2017



3.11 As with other statements, ratings for this statement are down significantly since 2017.

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 down satisfaction levels by area, age and gender. A graphical summary of the levels of the comparative levels of satisfaction for each service between Jan-Jun 2018, Jan-Jun 2017 and 2017 overall is then set out in Figures 4.2 to 4.14, with the results again being broken down by area, gender and age band.

Figure 4.1: Satisfaction with Council Services (Jan-Jun 2018)

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

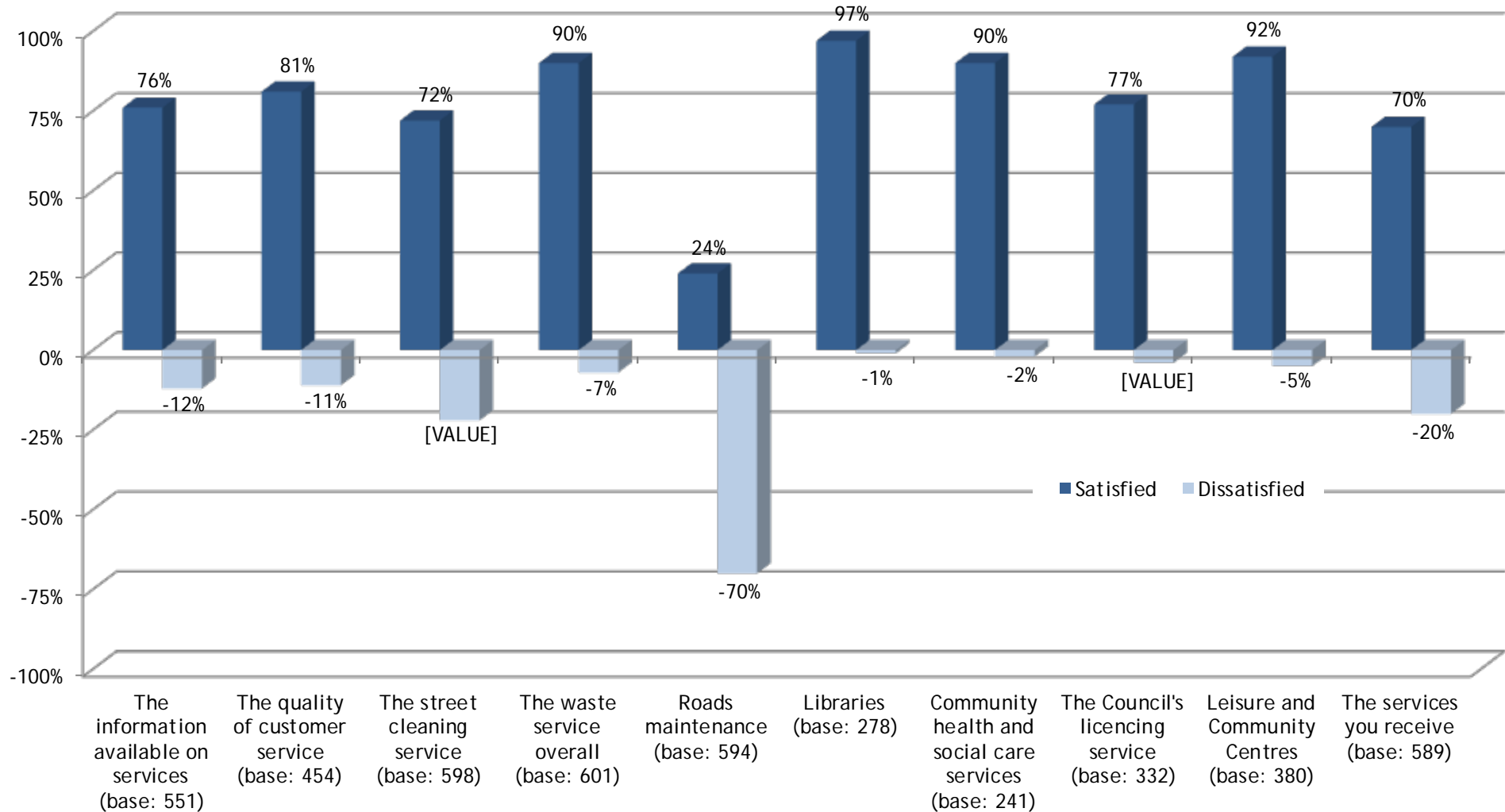


Table 4.1: Satisfaction with Council Services

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	76% (base: 551)	82% (base: 71)	79% (base: 206)	64% (base: 130)	81% (base: 144)	78% (base: 353)	74% (base: 198)	79% (base: 249)	69% (base: 186)	83% (base: 116)
The quality of customer service	81% (base: 454)	84% (base: 66)	75% (base: 179)	81% (base: 119)	86% (base: 90)	80% (base: 292)	81% (base: 162)	77% (base: 207)	78% (base: 154)	91% (base: 93)
The street cleaning service	72% (base: 598)	51% (base: 72)	69% (base: 230)	79% (base: 149)	76% (base: 147)	70% (base: 386)	73% (base: 212)	76% (base: 268)	64% (base: 204)	72% (base: 126)
The waste service overall	90% (base: 601)	95% (base: 72)	90% (base: 232)	86% (base: 150)	94% (base: 147)	91% (base: 388)	88% (base: 213)	88% (base: 270)	92% (base: 205)	92% (base: 126)
Roads maintenance	24% (base: 594)	19% (base: 72)	21% (base: 231)	38% (base: 145)	15% (base: 146)	25% (base: 382)	19% (base: 212)	18% (base: 267)	24% (base: 203)	34% (base: 124)
Libraries	97% (base: 278)	86% (base: 7)	96% (base: 112)	96% (base: 46)	98% (base: 113)	96% (base: 187)	99% (base: 91)	97% (base: 120)	95% (base: 80)	99% (base: 78)
Community health and social care services	90% (base: 241)	100% (base: 3)	94% (base: 78)	90% (base: 91)	84% (base: 69)	91% (base: 162)	88% (base: 79)	86% (base: 84)	89% (base: 72)	93% (base: 85)
The Council's Licensing Services	77% (base: 332)	100% (base: 58)	83% (base: 110)	60% (base: 45)	67% (base: 119)	76% (base: 212)	78% (base: 120)	80% (base: 156)	71% (base: 124)	85% (base: 52)
Leisure Centres and Community Centres delivered through West Dunbartonshire Leisure	92% (base: 380)	97% (base: 46)	87% (base: 139)	95% (base: 90)	94% (base: 105)	91% (base: 257)	94% (base: 123)	93% (base: 215)	93% (base: 124)	80% (base: 41)
The services you receive from West Dunbartonshire overall	70% (base: 589)	58% (base: 72)	75% (base: 231)	82% (base: 139)	59% (base: 147)	72% (base: 381)	68% (base: 208)	73% (base: 267)	65% (base: 198)	74% (base: 124)

Figure 4.2: The Information Available from the Council on its Services
(Jan-Jun 2018, Jan-Jun 2017 and 2017 Comparison)

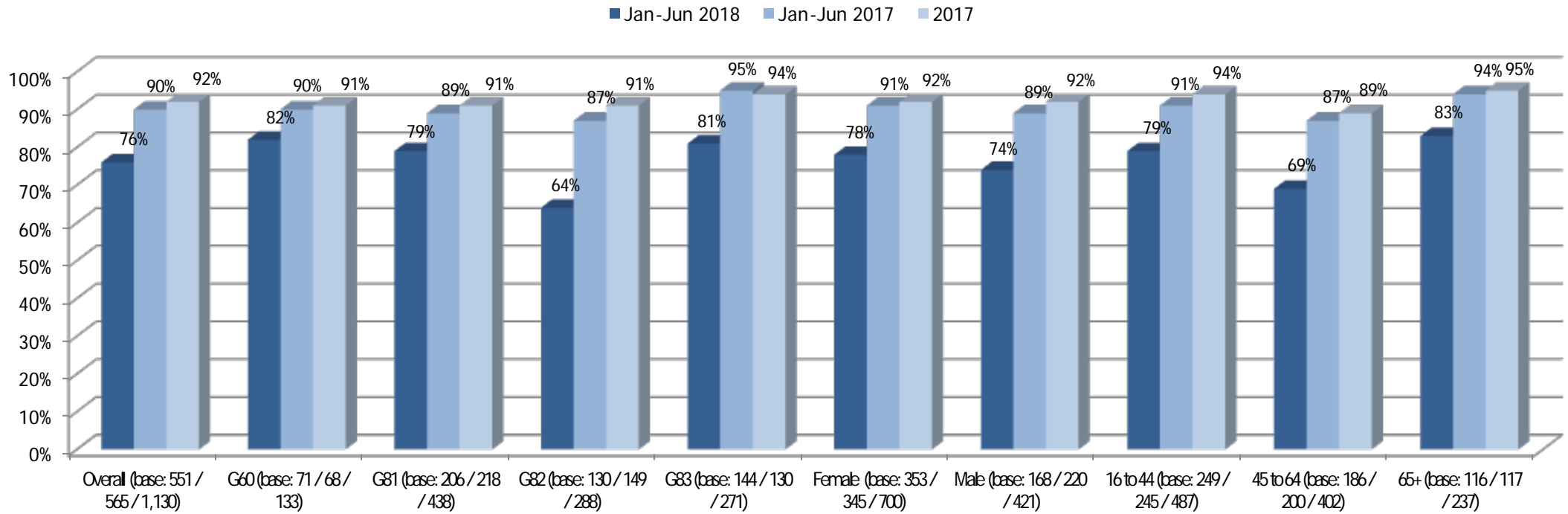


Figure 4.3: The Quality of Customer Service
(Jan-Jun 2018, Jan-Jun 2017 and 2017 Comparison)

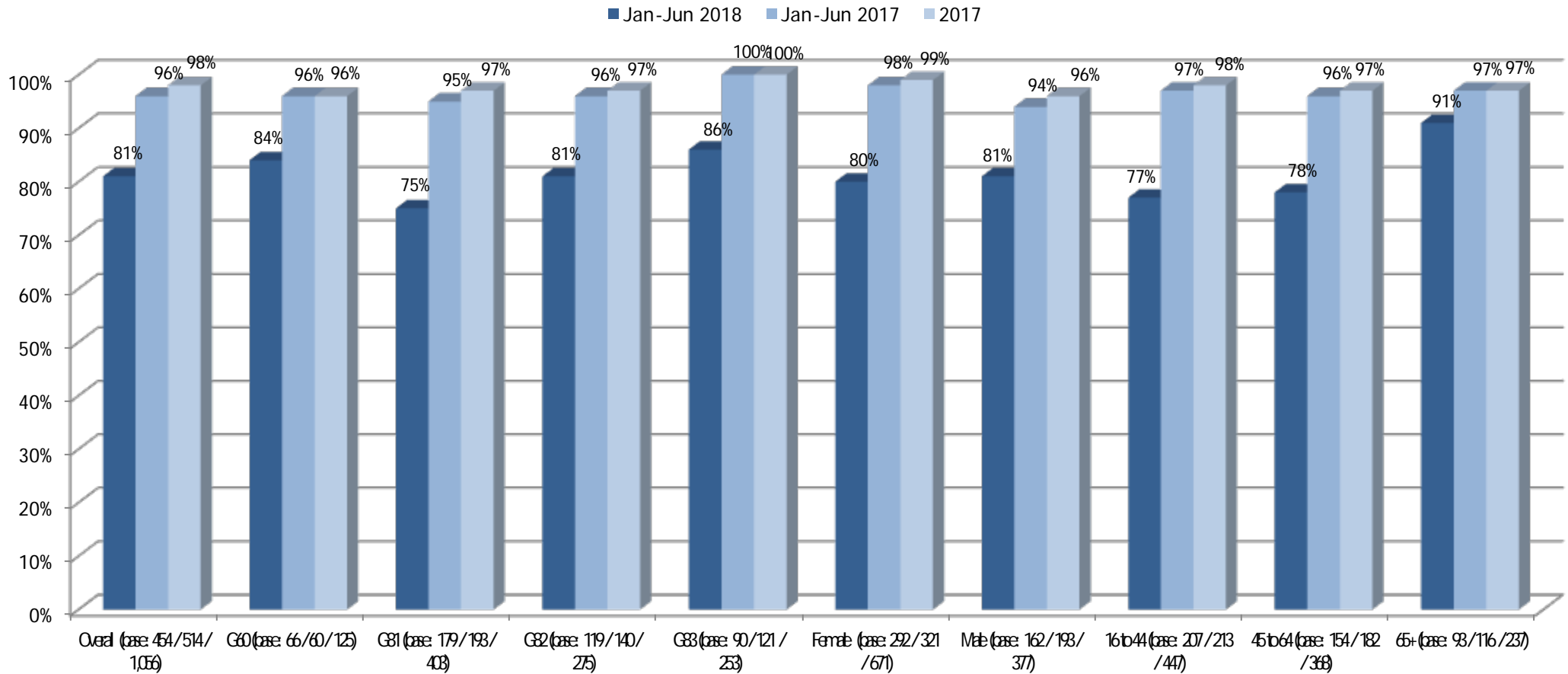


Figure 4.4: The Street Cleaning Service (2014-2017 Comparison)

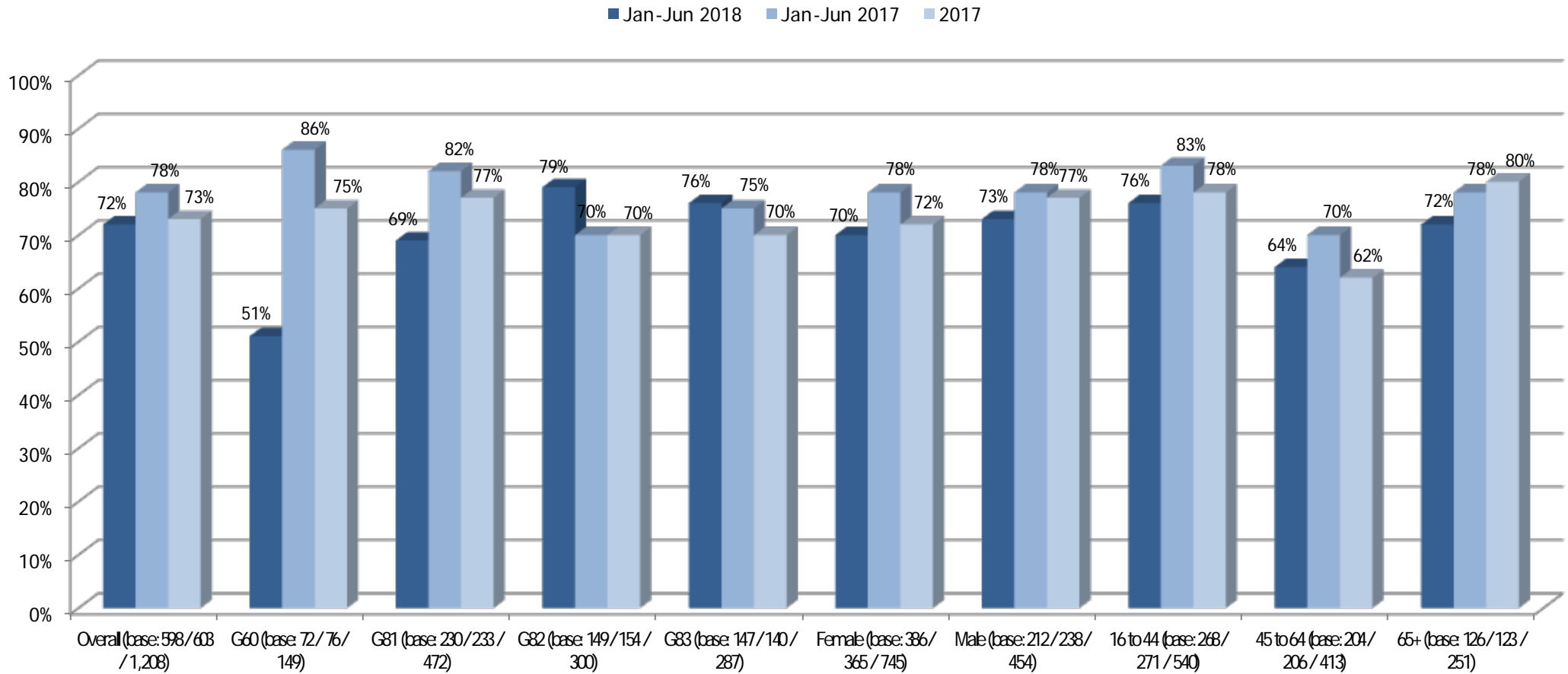


Figure 4.5: The Waste Service Overall
(Jan-Jun 2018, Jan-Jun 2017 and 2017 Comparison)

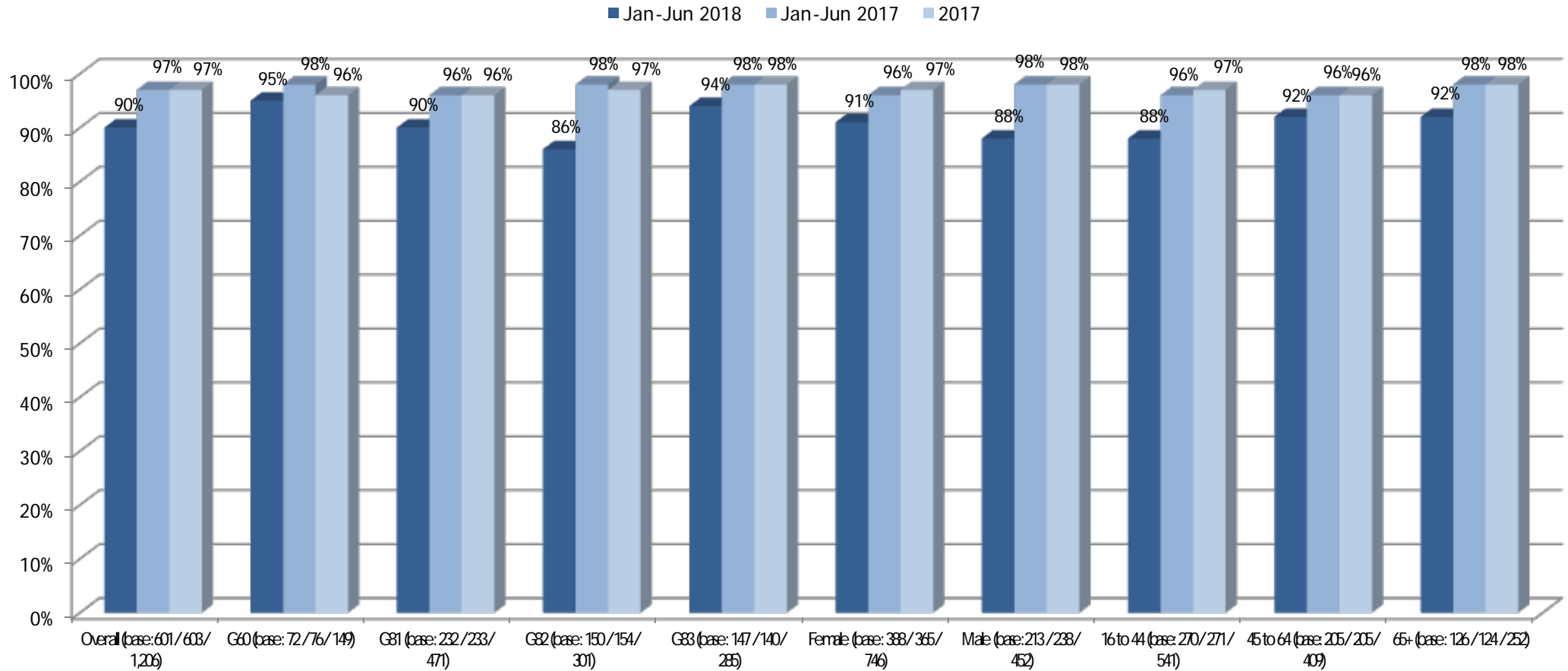


Figure 4.6: Roads Maintenance
(Jan-Jun 2018, Jan-Jun 2017 and 2017 Comparison)

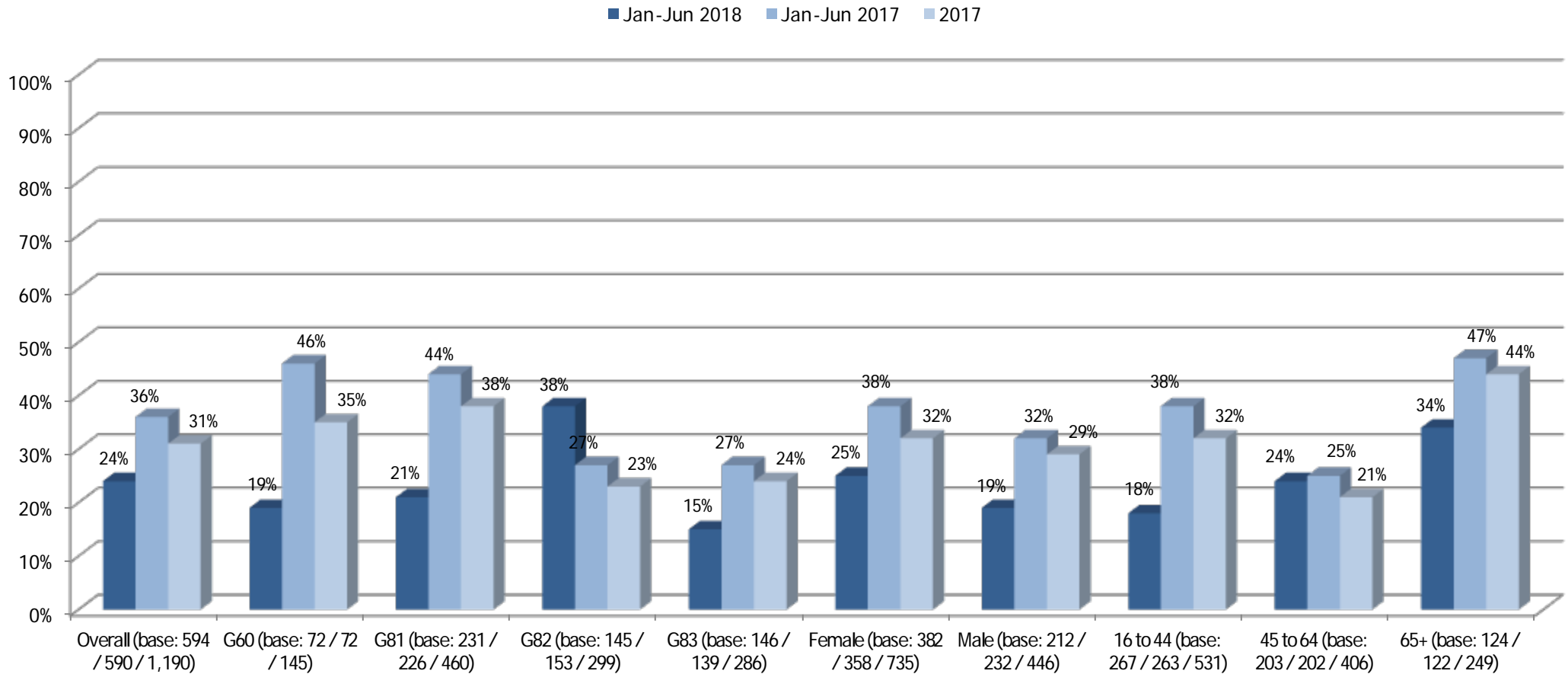
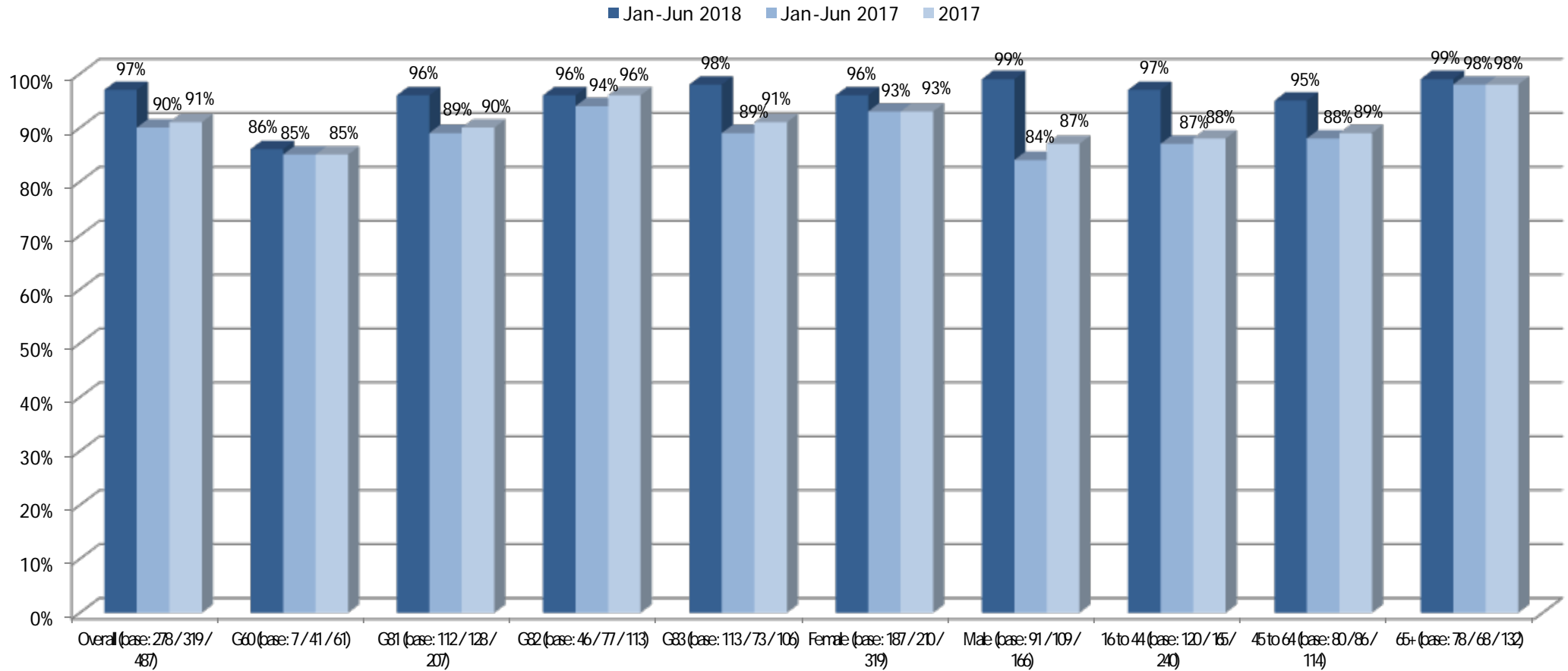


Figure 4.7: Libraries
(Jan-Jun 2018, Jan-Jun 2017 and 2017 Comparison)



**Figure 4.8: Community Health and Social Care Services
(Jan-Jun 2018, Jan-Jun 2017 and 2017 Comparison)**

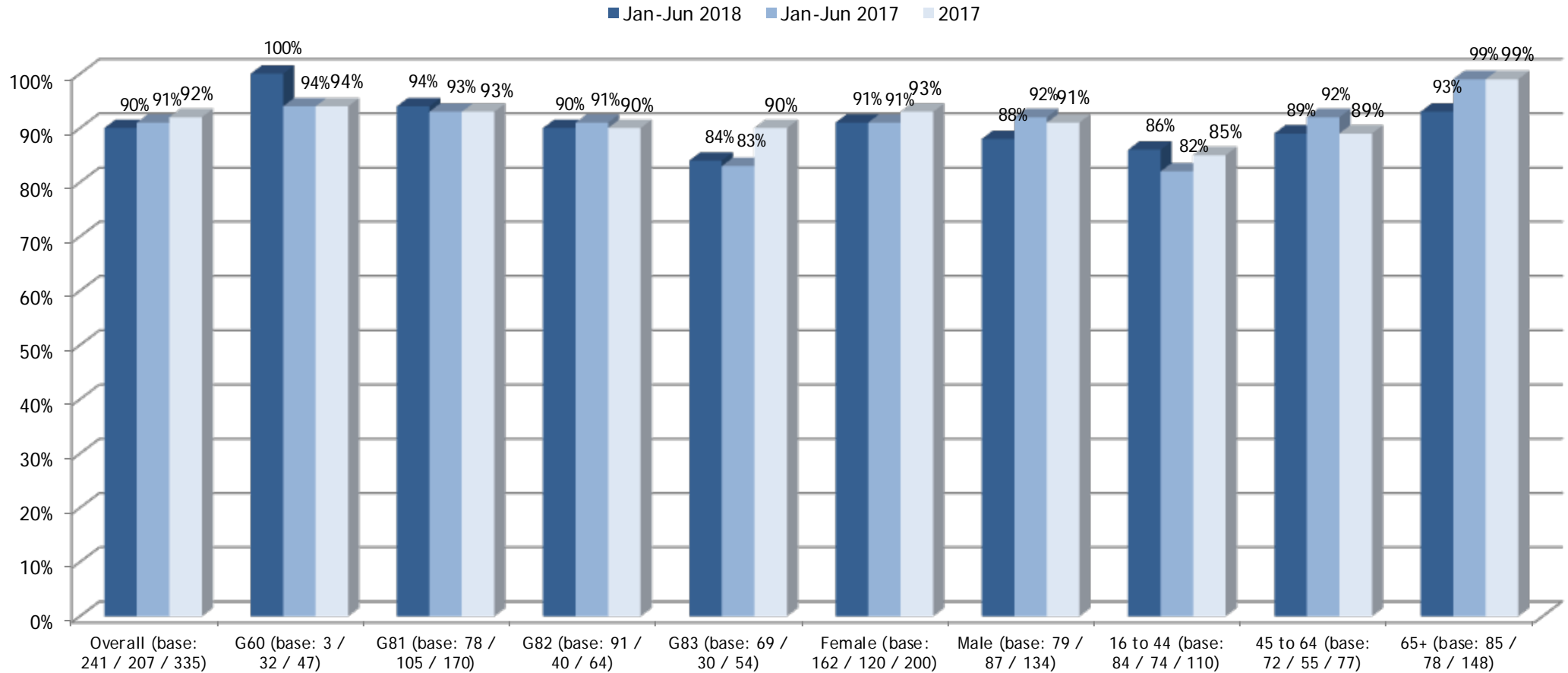


Figure 4.9: The Council's Licensing Services
(Jan-Jun 2018, Jan-Jun 2017 and 2017 Comparison)

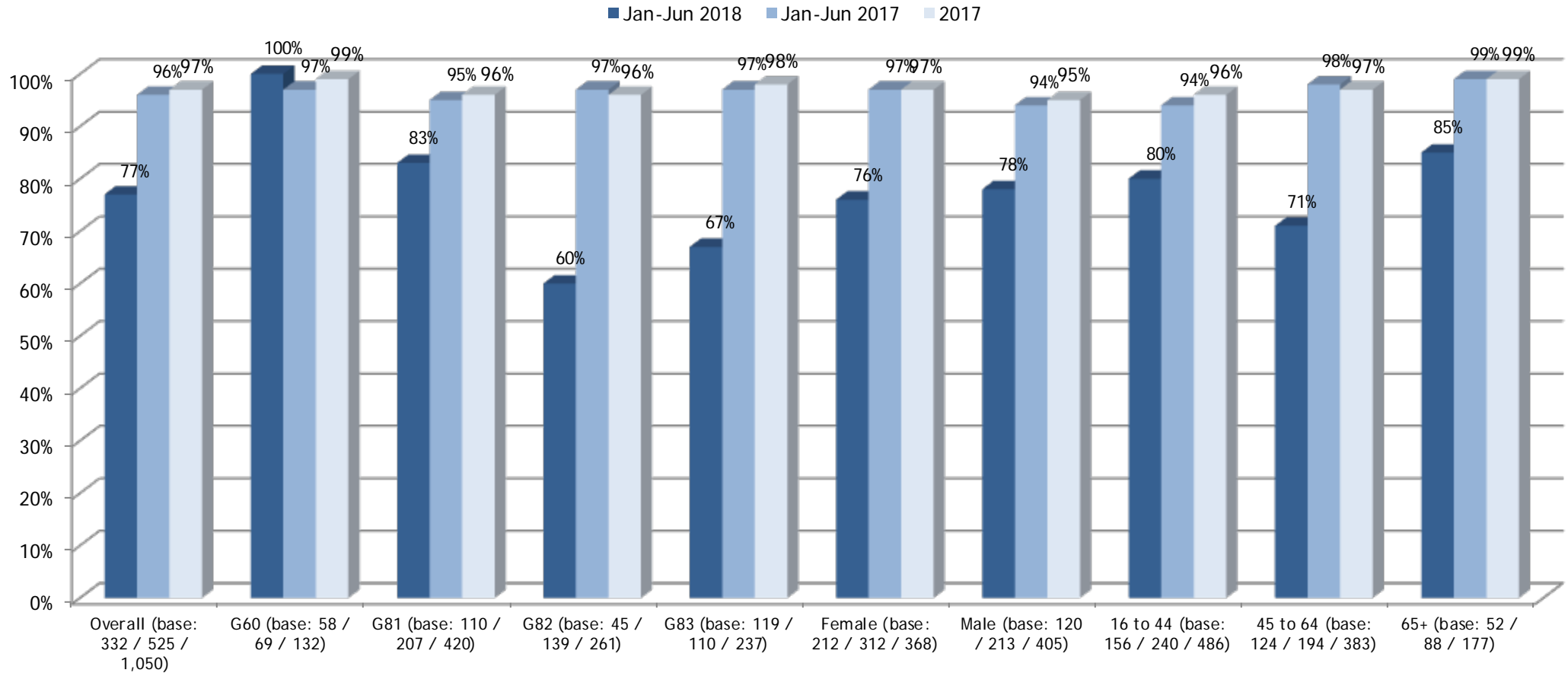


Figure 4.10: Leisure Centres and Community Centres
(Jan-Jun 2018, Jan-Jun 2017 and 2017 Comparison)

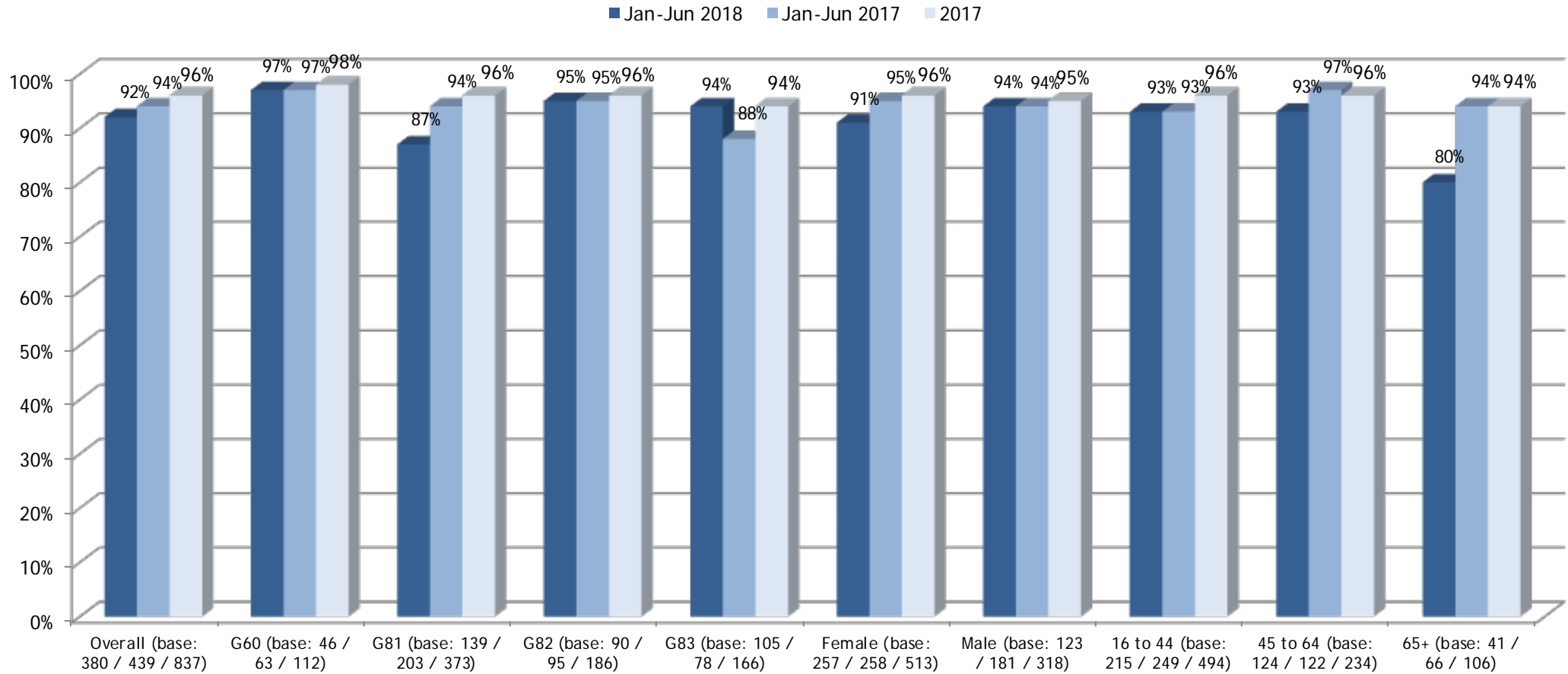
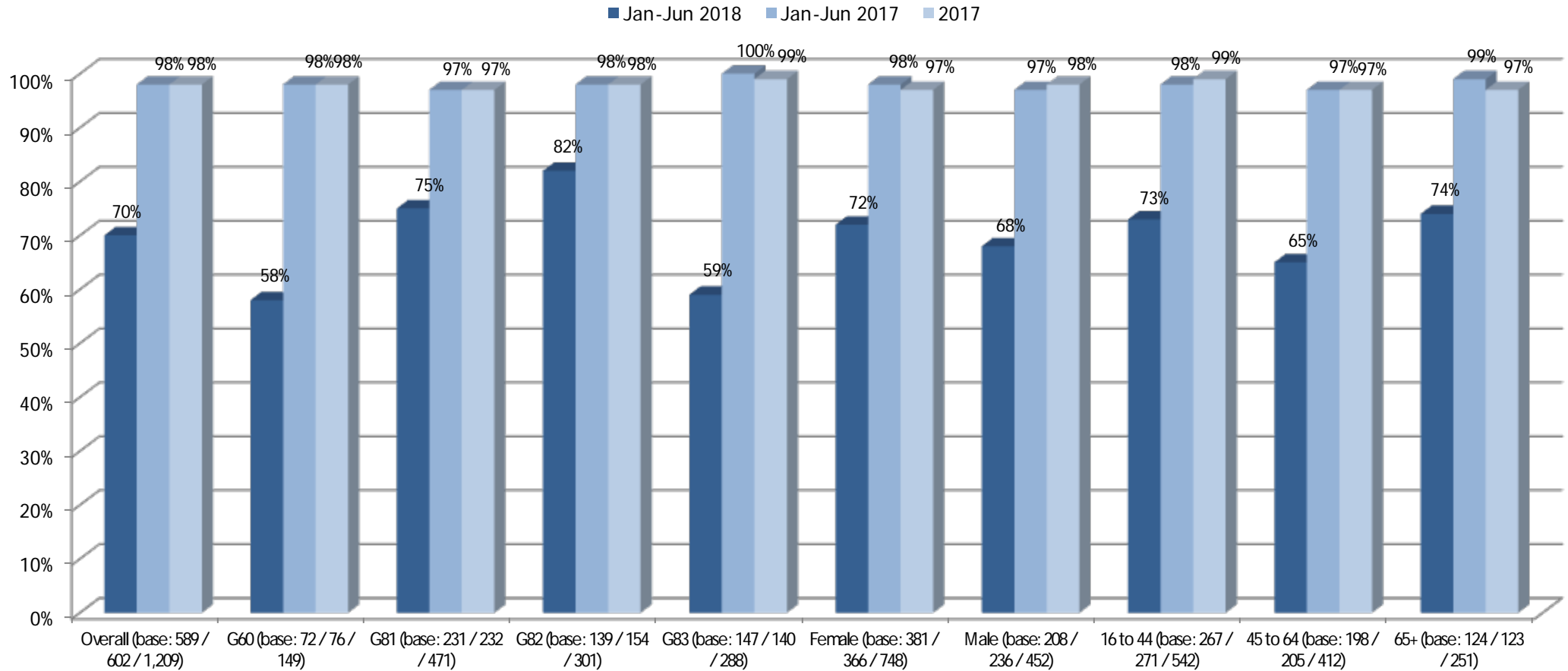


Figure 4.11: The Services You Receive From West Dunbartonshire Council Overall
(Jan-Jun 2018, Jan-Jun 2017 and 2017 Comparison)



5.0 CONTACT WITH THE COUNCIL

5.1 From January 2017, respondents were asked if they had ever used the Council’s website. The January to June figures for 2018 are compared to January to June 2017 and 2017 overall below.

Table 5.1: Have Ever Used the Council’s Website

Category of Respondent	Jan-Jun 2018	Jan-Jun 2017	2017
G60 (bases: 72 / 76 / 149)	54%	47%	47%
G81 (bases: 232 / 233 / 472)	54%	40%	42%
G82 (bases: 150 / 155 / 301)	39%	35%	40%
G83 (bases: 147 / 140 / 286)	54%	31%	36%
Female (bases: 388 / 366 / 746)	54%	44%	48%
Male (bases: 213 / 238 / 453)	45%	28%	28%
16 to 44 (bases: 270 / 271 / 540)	69%	45%	49%
45 to 64 (bases: 205 / 206 / 413)	49%	45%	49%
65+ (bases: 126 / 124 / 251)	13%	9%	9%
Overall (base: 601 / 604 / 1,208)	50%	38%	40%

5.2 Respondents were asked as to their level of satisfaction or dissatisfaction with the Council’s website. Again, the January to June figures for 2018 are compared to January to June 2017 and 2017 overall below.

Table 5.2: Satisfaction with Council’s Website

Category of Respondent	Jan-Jun 2018	Jan-Jun 2017	2017
G60 (bases: 39 / 15 / 49)	93%	100%	100%
G81 (bases: 126 / 37 / 144)	79%	100%	99%
G82 (bases: 57 / 25 / 97)	90%	100%	99%
G83 (bases: 80 / 17 / 86)	92%	100%	99%
Female (bases: 207 / 68 / 281)	90%	100%	99%
Male (bases: 95 / 26 / 94)	77%	100%	100%
16 to 44 (bases: 185 / 48 / 195)	90%	100%	99%
45 to 64 (bases: 100 / 39 / 154)	77%	100%	97%
65+ (bases: 17 / 6 / 25)	88%	100%	100%
Overall (base: 302 / 94 / 376)	86%	100%	99%

5.3 Relatively few respondents had contacted the Council Tax service, the Council’s Contact Centre or the Housing Benefit Team in the previous six months.¹

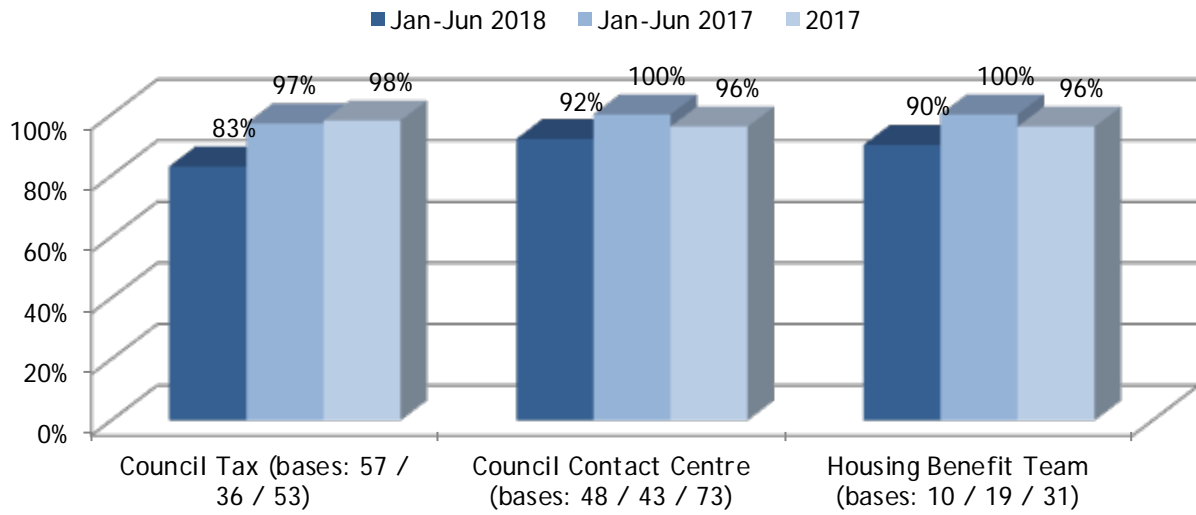
¹ Bases vary and are not included for reasons of space. They are noted in detail in the appendices.

Table 5.2: Contact with Council Services in Last 6 Months

Category of Respondent	Proportion of respondents		
	Council Tax	Council Contact Centre	Housing Benefit Team
	Jan-Jun 2018	Jan-Jun 2018	Jan-Jun 2018
G60	-	4%	-
G81	10%	5%	2%
G82	13%	5%	3%
G83	9%	17%	1%
Female	8%	8%	2%
Male	12%	8%	2%
16 to 44	12%	12%	3%
45 to 64	9%	5%	1%
65+	4%	4%	1%
Overall	9%	8%	2%

5.4 Of those respondents who had contacted each of the Council Tax service, the Council's Contact Centre or the Housing Benefit Team in the previous six months, satisfaction with each of these services was very high, as illustrated over the page.

Figure 5.1: Satisfaction with Service Received



6.0 EDUCATION AND CARE SERVICES

6.1 Relatively few respondents had had experience of early education and childcare centres / nurseries, primary schools, secondary schools and additional support needs provision in the last six months.²

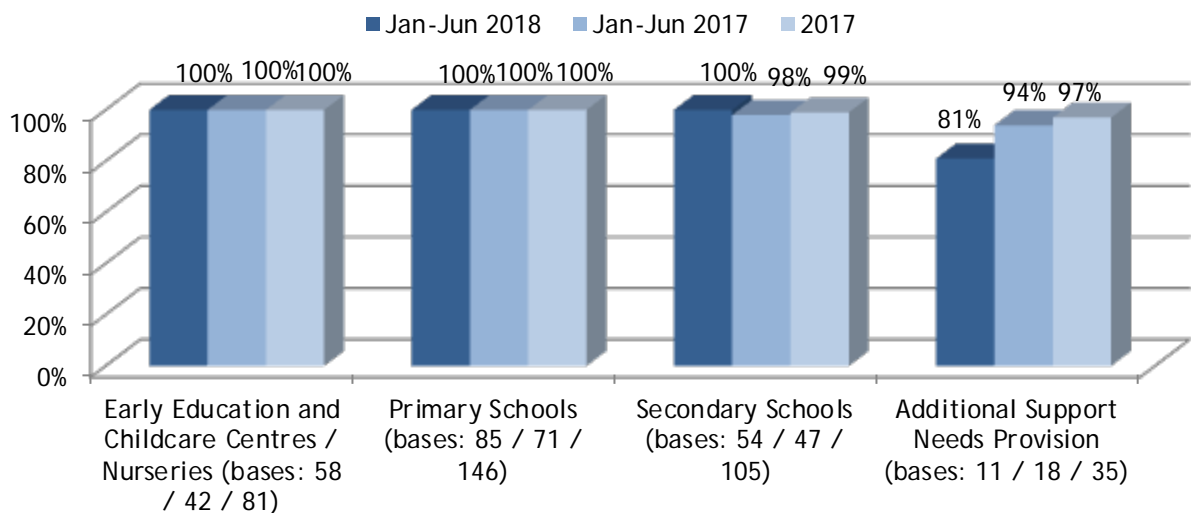
Table 6.1: Service Experienced in Last 6 Months

Category of Respondent	Proportion of respondents			
	Early Education and Childcare Centres / Nurseries	Primary Schools	Secondary Schools	Additional Support Needs Provision
	Jan-Jun 2018	Jan-Jun 2018	Jan-Jun 2018	Jan-Jun 2018
G60	8%	24%	19%	4%
G81	11%	15%	8%	2%
G82	15%	21%	8%	1%
G83	3%	3%	7%	1%
Female	13%	18%	10%	1%
Male	4%	8%	8%	3%
16 to 44	17%	25%	13%	3%
45 to 64	4%	7%	9%	1%
65+	2%	2%	-	1%
Overall	10%	14%	9%	2%

² Bases vary and are not included for reasons of space. They are noted in detail in the appendices.

6.2 Satisfaction with each of these services, for those who had experienced them, was very high, as shown in Figure 6.1.

Figure 6.1: Satisfaction with Service Received



6.3 During January to June 2018, 13% of respondents had used social care or community-based healthcare support in the community in the last 12 months.

Table 6.2: Use of Social Care or Community-Based Healthcare Support in the Community in Last 12 Months

Category of Respondent	Jan-Jun2018	Jan-Jun 2017	2017
G60 (bases: 72 / 76 / 149)	7%	8%	9%
G81 (bases: 232 / 232 / 471)	14%	13%	12%
G82 (bases: 150 / 155 / 302)	16%	11%	10%
G83 (bases: 147 / 140 / 288)	10%	13%	11%
Female (bases: 388 / 365 / 747)	15%	14%	13%
Male (bases: 213 / 238 / 454)	9%	8%	8%
16 to 44 (bases: 270 / 271 / 542)	8%	1%	1%
45 to 64 (bases: 205 / 206 / 413)	10%	6%	4%
65+ (bases: 126 / 123 / 251)	26%	44%	43%
Overall (bases: 601 / 603 / 1,210)	13%	12%	11%

Those aged 65+ continue to be more likely than others to have used such services.

6.4 Those respondents who had used social care or community-based healthcare support in the community in the last 12 months were asked the extent to which they agreed with a series of statements concerning the service they received.

Figure 6.2: Agreement with Statements Regarding Service Received

