West Dunbartonshire Council

Reputation Tracker

Overview Report

Quarter 1 2014

May 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 first 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 first Quarterly Report for 2015 sets out the results for Quarter 1 (January to March 2015) as well as comparative results for 2014 and 2013.

 ***Objectives***

* 1. West Dunbartonshre 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 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 January to March 2015 and is therefore based on a total of 301 interviews (one interview 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 301 telephone interviews were carried out in Quarter 1.

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 Quarter 1 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 301.

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 1 results for this statement were more positive than those in previous years and substantially more positive than in 2013. The trend reflects improved results in the G81 and G83 postcode areas particularly and amongst those aged 16 to 44. Conversely, agreement withthis statement was lower than in 2014 in the G60 postcode area and amongst those aged 45 to 64 (although these results were still more positive than those in 2013).

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 2015 remained in-line with those in the previous year, which were significantly more positive than 2013 results. Agreement with this statement declined somewhat within the G60 postcode area and amongst those in the 45 to 64 and 65+ groups. Conversely, those in the 16 to 44 age group were more 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 1 2015 remained in line with those in the previous year, which were significantly more positive than the 2013 results. Agreement with this statement declined amongst respondents in the G60 and G81 areas but improved somewhat in the G82 and G83 areas. Levels of agreement declined amongst females but rose amongst males. Those in the 16 to 44 age group were more likely than previously to agree with this statement whilst those in the 45 to 64 age group were less likely to do so.

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 1 were slightly less positive than in 2014 although, again, they were substantially more positive than in 2013. During this quarter, there was a notable drop in agreement with this statement amongst respondents aged 45 to 64. This was also the case amongst females and amongst those residing in the G60, G81 and G83 postcode areas.

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 Overall, there was an increased level of agreement with this statement over this period as compared to 2014 (and, in particular, the 2013 results). Agreement increased within each of the G81, G82 and G83 areas and, significantly so, amongst males. Agreement also increased amongst 16 to 44 year olds and within the 65+ age group but declined somewhat within the 45 to 64 age group.

**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 blue bars above the line representing the proportion of respondents that were satisfied and the red 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 | 91%(base: 274) | 89%(base: 26) | 93%(base: 111) | 90%(base: 69) | 88%(base: 68) | 88%(base: 151) | 94%(base: 123) | 98%(base: 125) | 82%(base: 92) | 88%(base: 57) |
| The quality of customer service | 90%(base: 262) | 89%(base: 27) | 92%(base: 106) | 91%(base: 64) | 86%(base: 65) | 88%(base: 142) | 93%(base: 120) | 98%(base: 125) | 79%(base: 86) | 89%(base: 51) |
| The Council's website | 94%(base: 112) | 100%(base: 11) | 94%(base: 45) | 93%(base: 29) | 93%(base: 27) | 94%(base: 67) | 93%(base: 45) | 100%(base: 68) | 84%(base: 37) | 86%(base: 7) |
| The street cleaning service | 70%(base: 299) | 78%(base: 36) | 63%(base: 116) | 83%(base: 75) | 62%(base: 72) | 64%(base: 167) | 78%(base: 132) | 71%(base: 136) | 59%(base: 101) | 82%(base: 62) |
| The waste service overall | 92%(base: 301) | 95%(base: 37) | 91%(base: 117) | 94%(base: 75) | 93%(base: 72) | 92%(base: 169) | 92%(base: 132) | 99%(base: 136) | 84%(base: 102) | 92%(base: 63) |
| Roads maintenance | 38%(base: 297) | 35%(base: 37) | 35%(base: 114) | 49%(base: 75) | 35%(base: 71) | 39%(base: 165) | 38%(base: 132) | 50%(base: 136) | 20%(base: 102) | 46%(base: 59) |
| Libraries | 98%(base: 214) | 96%(base: 27) | 100%(base: 88) | 94%(base: 51) | 98%(base: 48) | 98%(base: 124) | 98%(base: 90) | 100%(base: 115) | 94%(base: 65) | 97%(base: 34) |
| Trading Standards  | 97%(base: 89) | 85%(base: 13) | 97%(base: 36) | 95%(base: 22) | 100%(base: 18) | 96%(base: 49) | 96%(base: 40) | 100%(base: 35) | 91%(base: 33) | 95%(base: 21) |
| Environmental Health  | 89%(base: 131) | 88%(base: 17) | 86%(base: 55) | 90%(base: 31) | 96%(base: 28) | 90%(base: 78) | 88%(base: 53) | 90%(base: 40) | 93%(base: 52) | 85%(base: 39) |
| Registrar Services | 98%(base: 219) | 93%(base: 27) | 99%(base: 95) | 99%(base: 53) | 100%(base: 44) | 96%(base: 124) | 100%(base: 95) | 100%(base: 107) | 98%(base: 76 | 95%(base: 36) |
| Council schools | 95%(base: 242) | 94%(base: 33) | 98%(base: 90) | 94%(base: 63) | 95%(base: 56) | 93%(base: 126) | 98%(base: 116) | 98%(base: 134) | 95%(base: 86) | 86%(base: 22) |
| The Social Work Service | 91%(base: 80) | 88%(base: 8) | 100%(base: 34) | 86%(base: 21) | 82%(base: 17) | 89%(base: 56) | 96%(base: 24) | 100%(base: 18) | 85%(base: 26) | 92%(base: 36) |
| Licensing Services | 94%(base: 137) | 87%(base: 15) | 95%(base: 65) | 95%(base: 21) | 97%(base: 36) | 96%(base: 74) | 93%(base: 63) | 97%(base: 83) | 96%(base: 51) | 87%(base: 23) |
| Leisure Centre and Community Centres | 95%(base: 258) | 89%(base: 35) | 98%(base: 101) | 97%(base: 63) | 93%(base: 59) | 92%(base: 141) | 99%(base: 117) | 99%(base: 133) | 94%(base: 84) | 85%(base: 41) |
| The services you receive overall | 92%(base: 300) | 89%(base: 36) | 92%(base: 117) | 93%(base: 75) | 93%(base: 72) | 91%(base: 168) | 93%(base: 132) | 98%(base: 135) | 88%(base: 102) | 86%(base: 63 |

4.2 Graphical summaries of the levels of satisfaction for each of 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**

Satisfaction with the information available from the Council on its services has progressively increased since 2013 and satisfaction levels remain significantly higher than the figures recorded for 2013. After the substantial jump in satisfaction between 2013 and 2014, Quarter 1 2015 results show an even greater improvement mostly due to increased levels of agreement amongst respondents residing in the G81 and G82 postcode areas and amongst males and young people.

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

Satisfaction with the quality of customer service fell very slightly between 2014 and Quarter 1 although current levels of satisfaction continue to represent a substantial improvement on the 2013 figures. This slight fall reflects a reduction in satisfaction amongst respondents in the G60 and G83 areas, amongst females and amongst the 45 to 64 age group in particular.

**Figure 4.4: The Council’s Website**

There was a substantial improvement in overall satisfaction with the Council’s website during Quarter 1 2015 compared to previous years; this improvement was apparent across all geographical, gender and age groups.

**Figure 4.5: The Street Cleaning Service**

Overall ratings for the street cleaning service fell significantly between 2014 and Quarter 1 2015 to the extent that satisfaction with this service is now below 2013 levels. This fall in satisfaction was most apparent in the G81 and G83 postcodes, amongst females and amongst those in the 45 to 64 age group.

**Figure 4.6: The Waste Service Overall**

There was a very slight reduction in satisfaction with the waste service overall in Quarter 1 2015 compared to 2014, although results still remain higher than those recorded in 2013. The lower satisfaction levels for respondents in the G83 postcode area and amongst the 45 to 64 and 65+ age groups had the most significant bearing on this. In contrast, respondents from the G60 area and people aged 16 to 44 rated this service significantly higher than in previous years.

**Figure 4.7: Roads Maintenance**

Satisfaction with road maintenance continues to be low in comparison to other services with the Quarter 1 2015 results being very similar to those for 2014 as a whole. The overall picture does mask some changes, however, with satisfaction improving in the G82 area but declining elsewhere. Both the 16 to 44 and 65+ age groups expressed greater levels of satisfaction during this period but satisfaction declined considerably amongst the 45 to 64 age group.

**Figure 4.8: Libraries**

Overall, there was an increase in satisfaction levels with Council libraries between 2014 and Quarter 1 2015. This increase (from an already high starting point) was most apparent in the G81 and G83 postcode areas.

**Figure 4.9: Trading Standards**

There was a very significant rise in satisfaction with the Trading Standards service in Quarter 1 2015 results, as compared to 2014. This was apparent across all demographic criteria.

**Figure 4.10: Environmental Health**

Overall, there has been a progressive rise in satisfaction with the Council’s Environmental Health Service since 2013. In Quarter 1 2015, this increase in satisfaction was most apparent amongst respondents from the G83 postcode area and amongst those aged 45 to 64.

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

There was a substantial increase in satisfaction levels with this service in Quarter 1 2015 compared to previous years. This increase was apparent across all demographic criteria but especially in the G60 and G83 area and amongst males and people in the 45 to 64 and 65+ age groups.

**Figure 4.12: Council Schools**

Satisfaction with Council schools increased slightly in the Quarter 1 2015 period compared to the 2014 figures and is now ahead of the figure recorded in 2013. This positive trend was apparent across all respondent criteria.

**Figure 4.13: The Social Work Service**

Overall, satisfaction with the Social Work service has increased consistently since 2013. The more positive ratings apparent during Quarter 1 2015 were mostly as a result of a significant increase in satisfaction amongst respondents from the G81 postcode area and amongst males 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 was high across the board.

**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. Satisfaction with this service was high across the board.

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

There was a slight rise in overall satisfaction with the services received from West Dunbartonshire Council overall. This was mostly due to an increase in satisfaction within the G82 postcode area and within the 16 to 44 age group.

**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 1 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 1 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)