



West Dunbartonshire Council

Reputation Tracker
Overview Report

Quarter 3 2016

October 2016

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1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

- 1.1 This document summarises the findings for the second 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 third Quarterly Report for 2016 sets out the results for Quarter 3 (July to September 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.

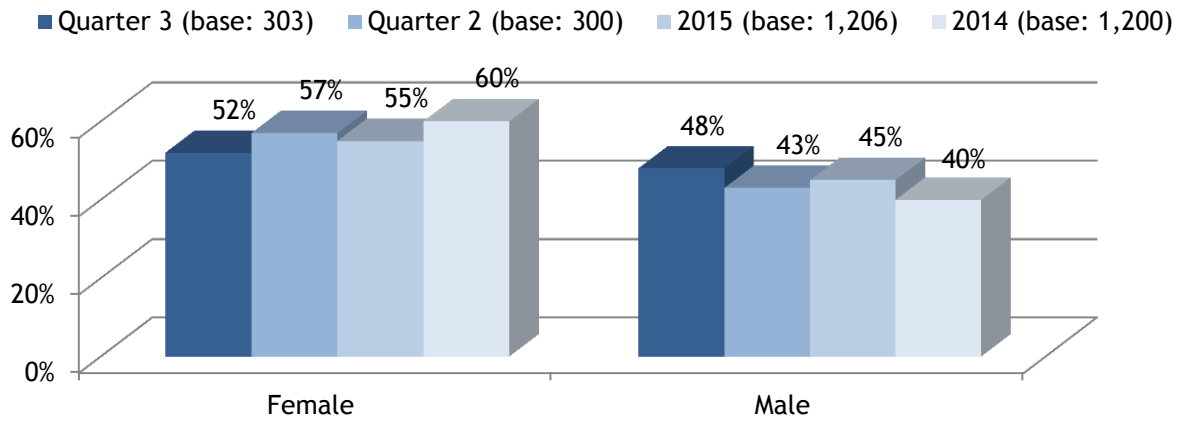
- 1.5 Results for these questions are made available on a monthly and quarterly basis. IBP conducts 100 interviews per month in a pattern broadly proportionate to the population profile (12% of interviews for the G60 postcode area, 39% for G81, 25% for G82 and 24% for G83). This document brings together the results for July to September 2016 and is therefore based on a total of 303 interviews (three 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 303 telephone interviews were carried out in Quarter 3 2016.

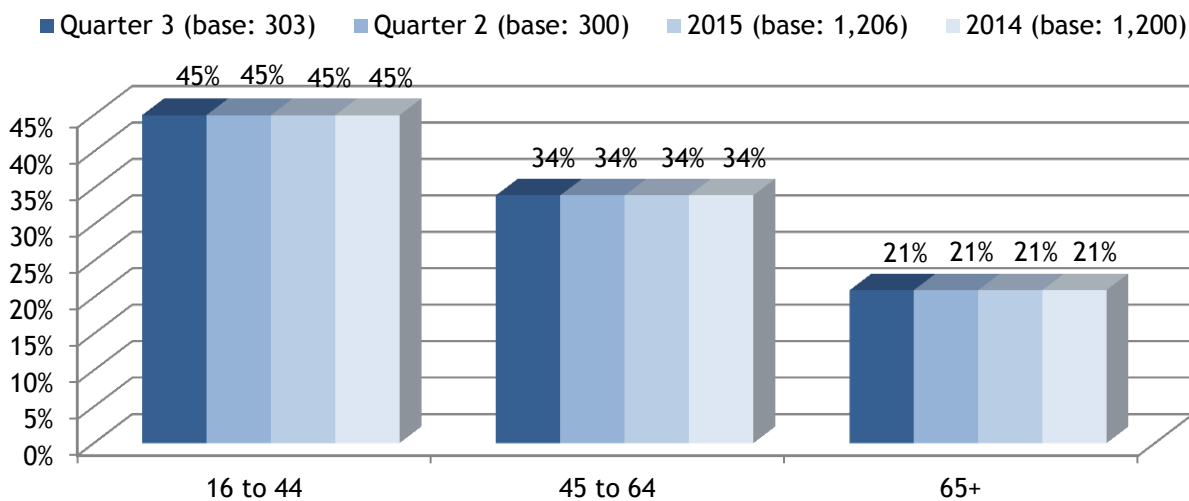
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

Figure 2.1: Profile of Respondents by Gender



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

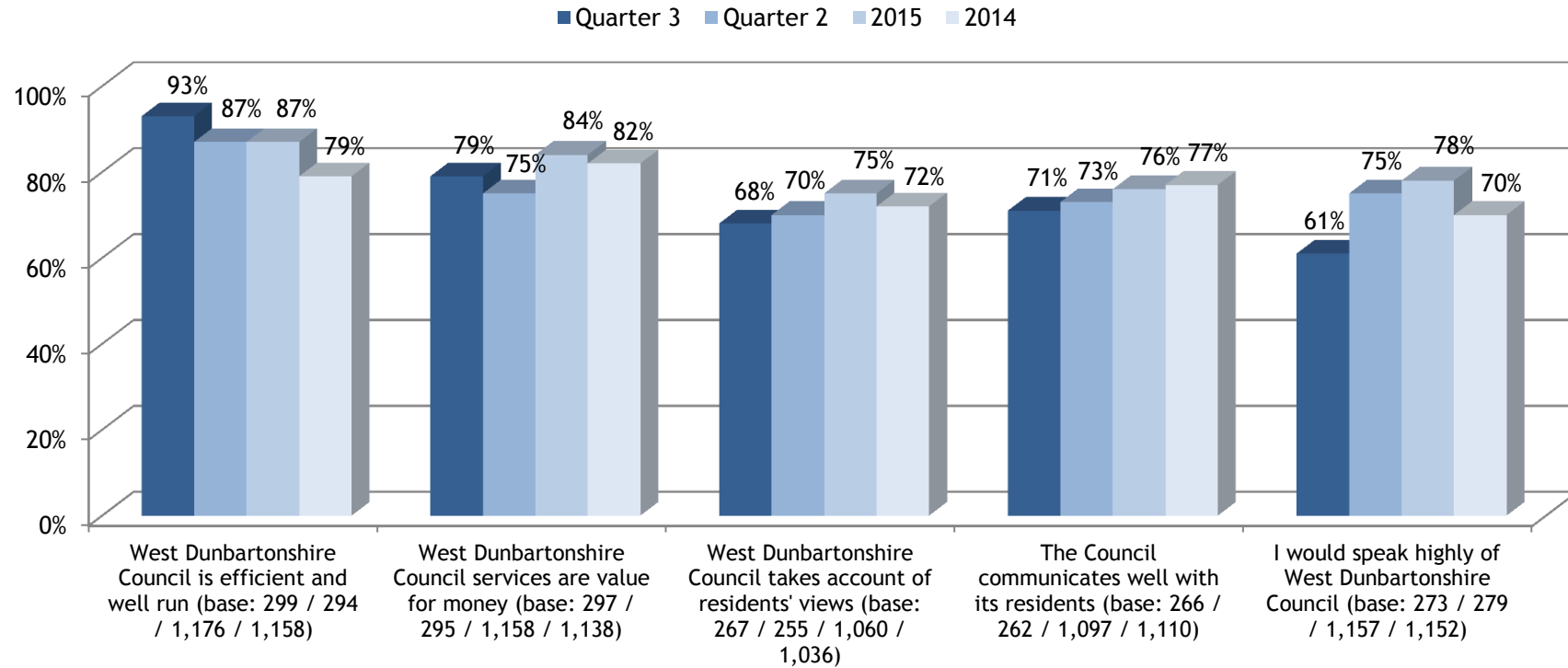
Figure 2.2: Profile of Respondents by Age Band



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 3 ■ Quarter 2 ■ 2015 ■ 2014

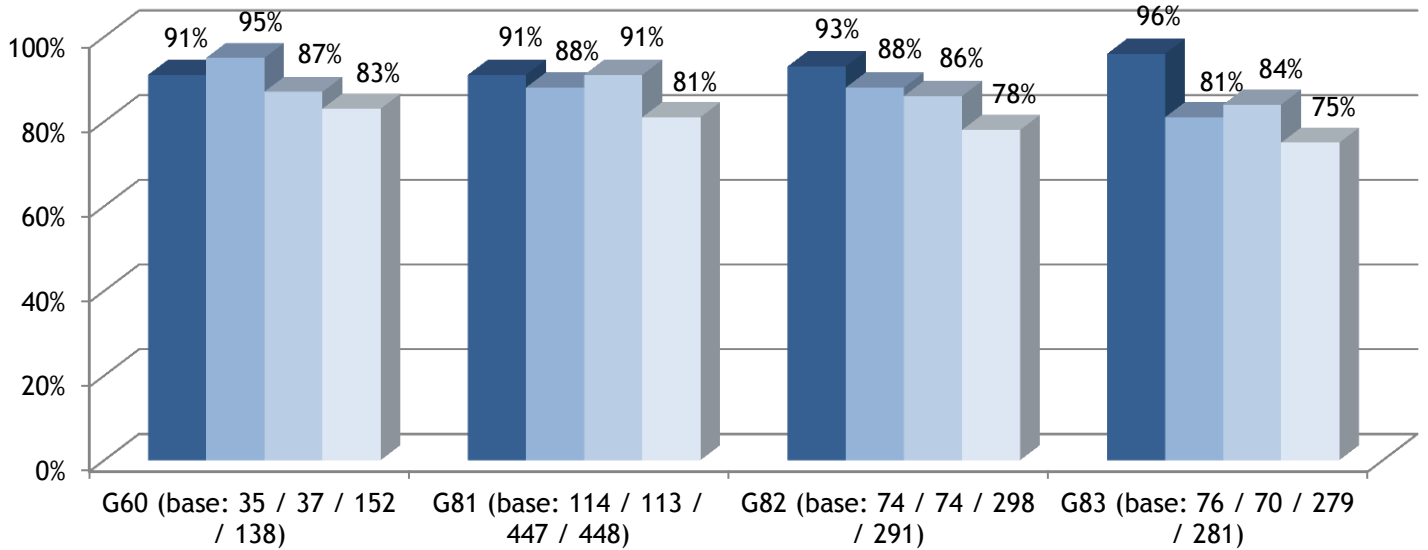


Figure 3.3: Gender

West Dunbartonshire Council is efficient and well run

■ Quarter 3 ■ Quarter 2 ■ 2015 ■ 2014

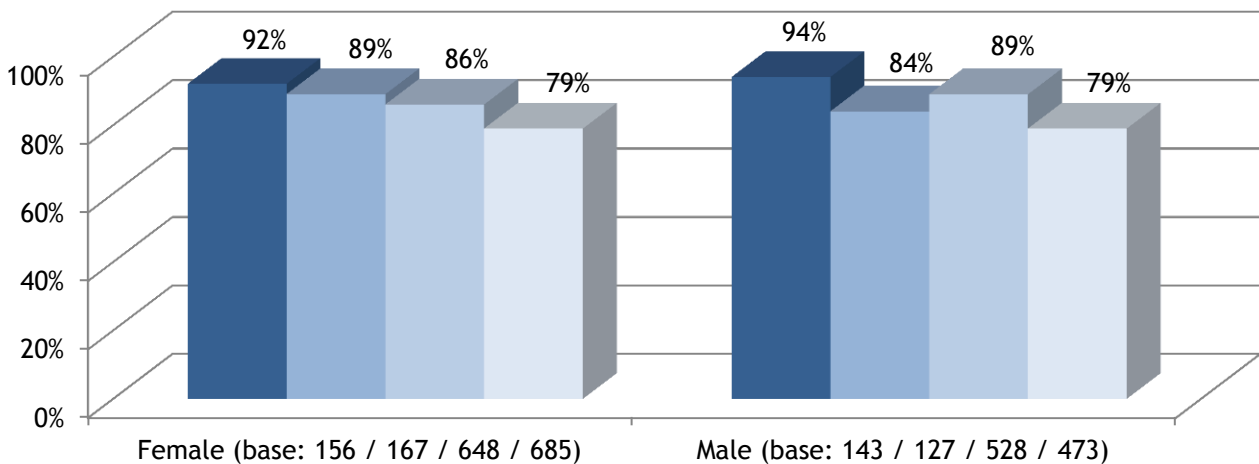
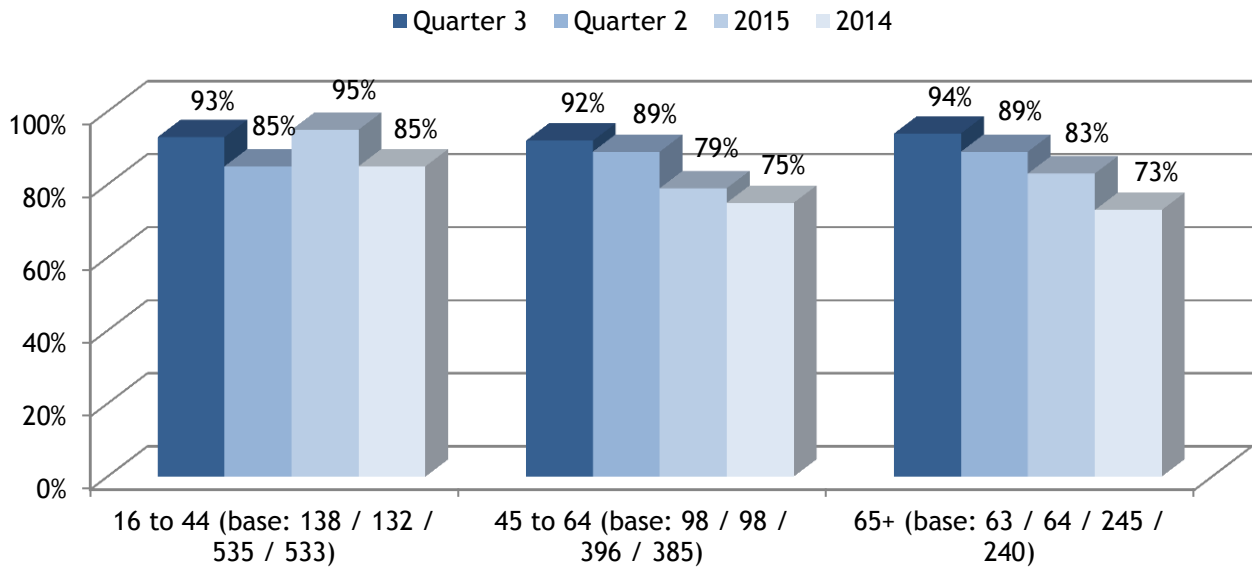


Figure 3.4: Age Band

West Dunbartonshire Council is efficient and well run



3.3 Overall, Quarter 3 results for this statement increased in comparison to those recorded in the previous quarter. Rises in agreement with this statement is most notable amongst those in the G83 postcode area and amongst those aged 16 to 44.

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

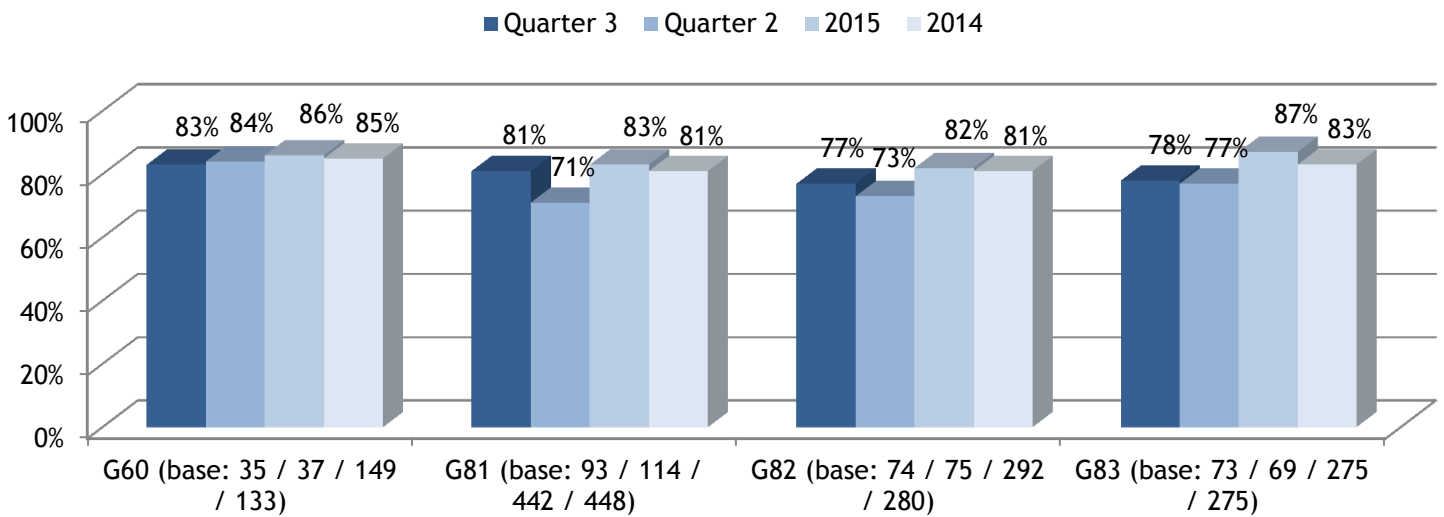


Figure 3.6: Gender

West Dunbartonshire Council Services are value for money

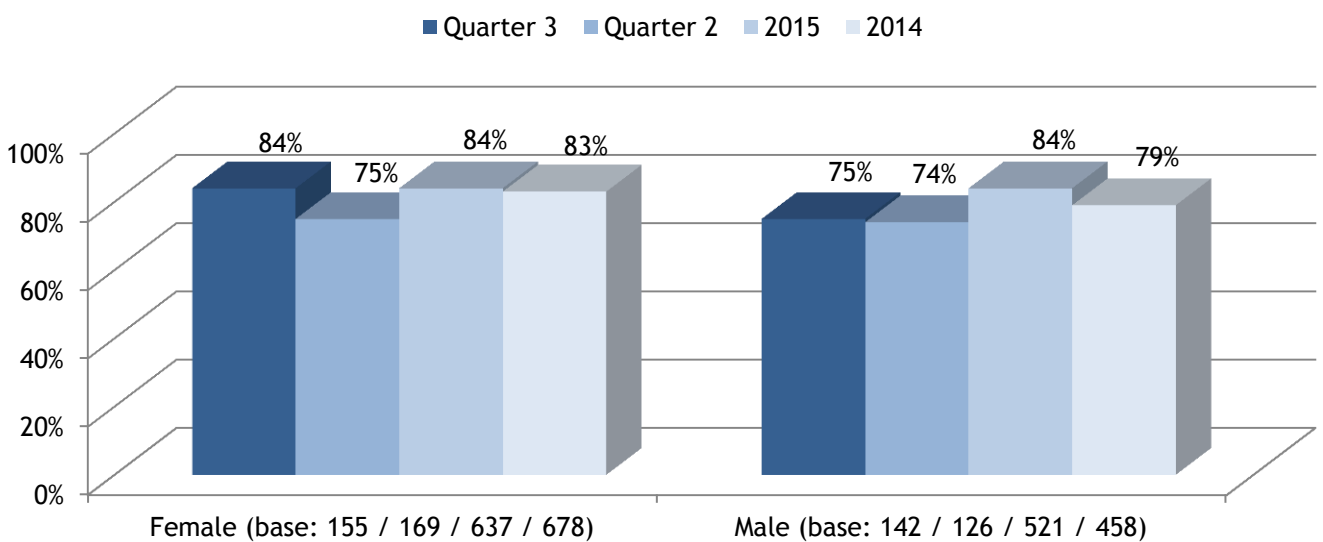
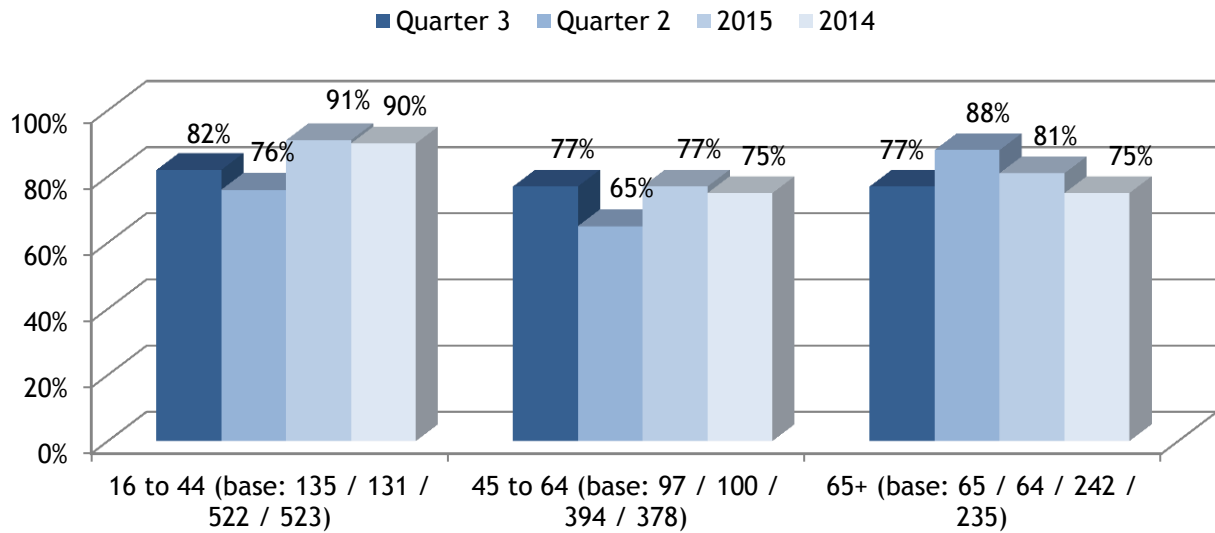


Figure 3.7: Age Band

West Dunbartonshire Council Services are value for money



3.5 Overall, results for Quarter 3 2016 increased when compared to those in the previous quarter. Agreement with this statement increased most substantially within the G81 postcode area, amongst females and amongst those in the 45 to 64 age group.

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

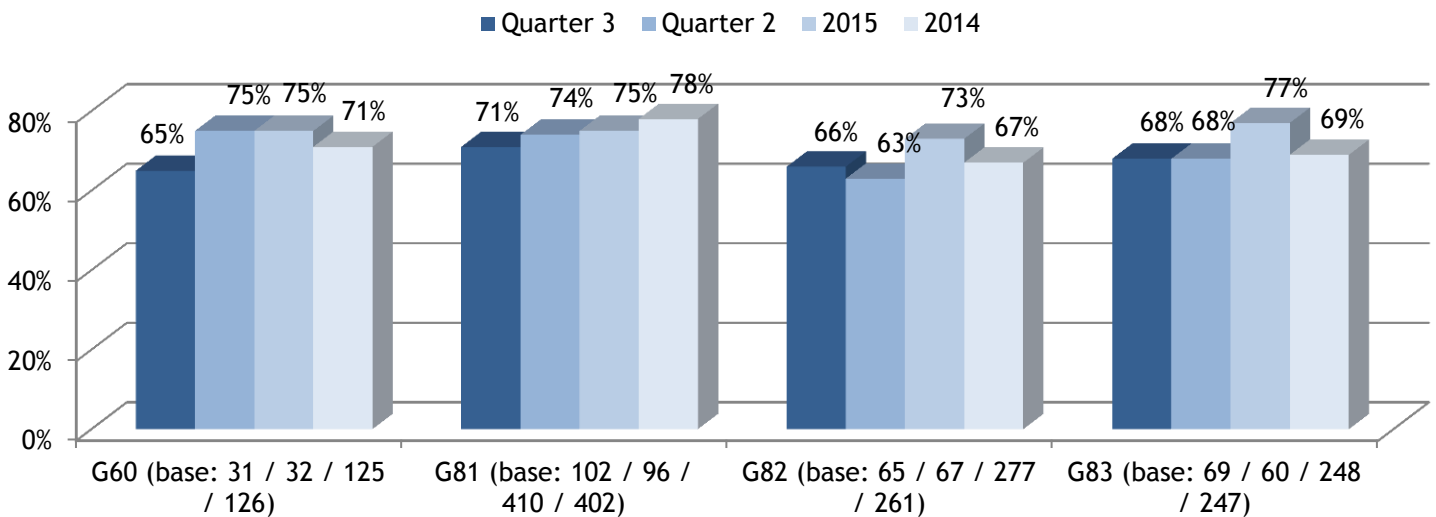


Figure 3.9: Gender

West Dunbartonshire Council takes account of residents’ views

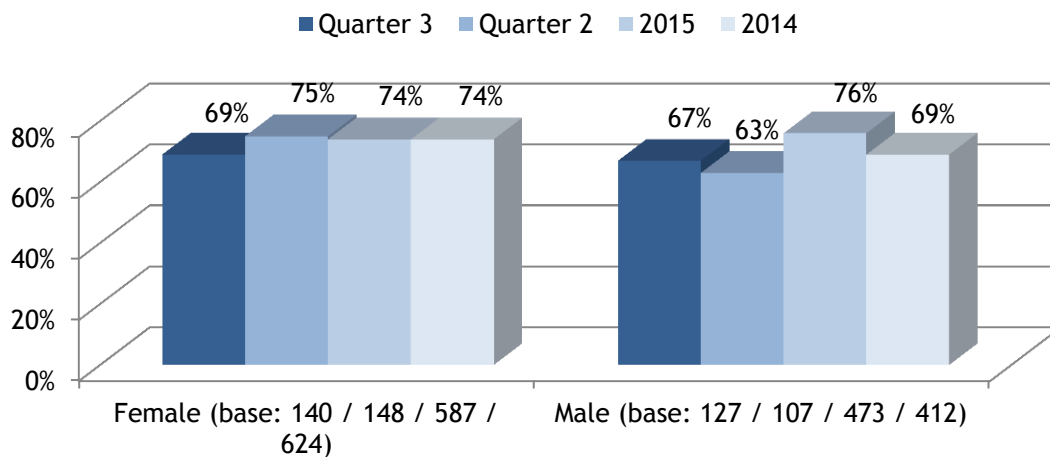
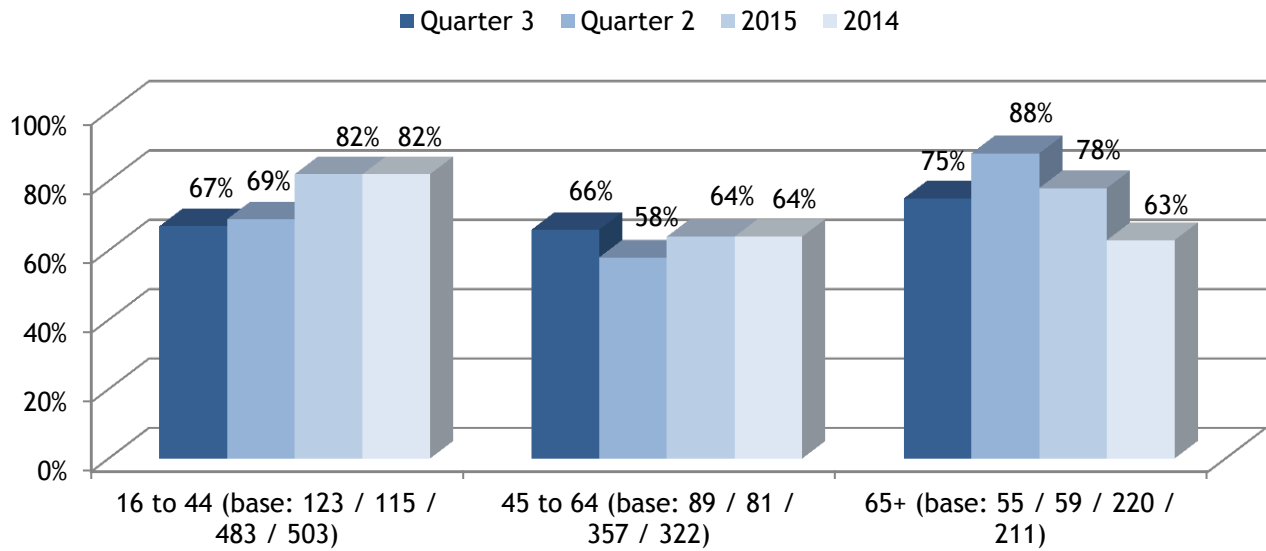


Figure 3.10: Age Band

West Dunbartonshire Council takes account of residents' views



3.7 Overall, results for Quarter 3 2016 have declined slightly since the previous quarter, and lower when compared to the previous year. Agreement with this statement decreased most notably in the G60 postcode area, amongst females and amongst those aged 65+. Notable 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 3 ■ Quarter 2 ■ 2015 ■ 2014

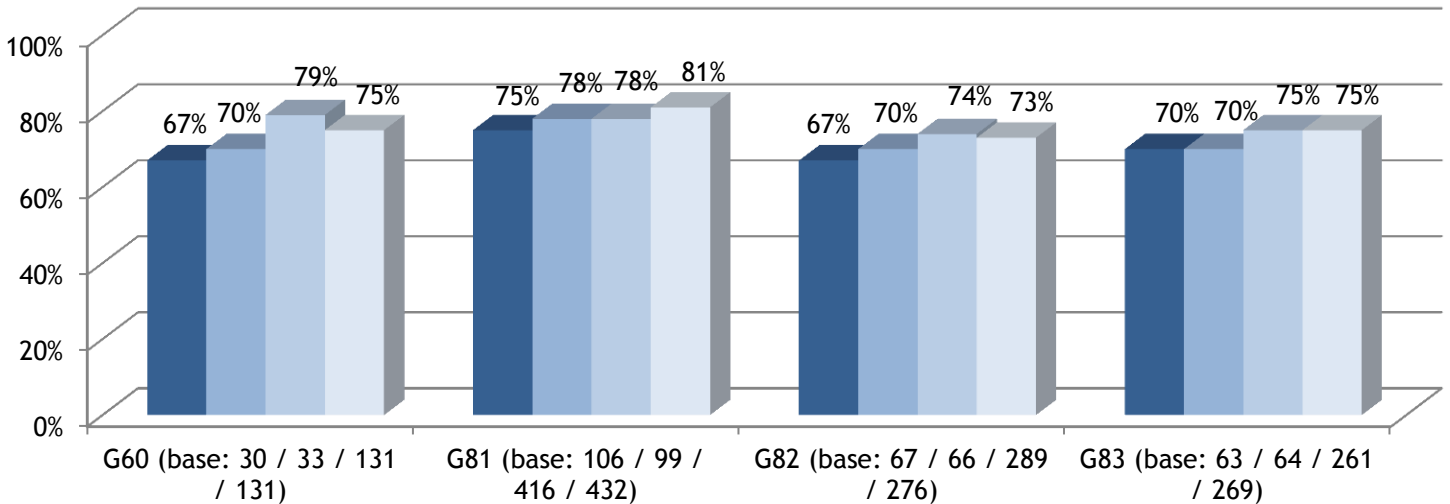


Figure 3.12: Gender

The Council communicates well with its residents

■ Quarter 3 ■ Quarter 2 ■ 2015 ■ 2014

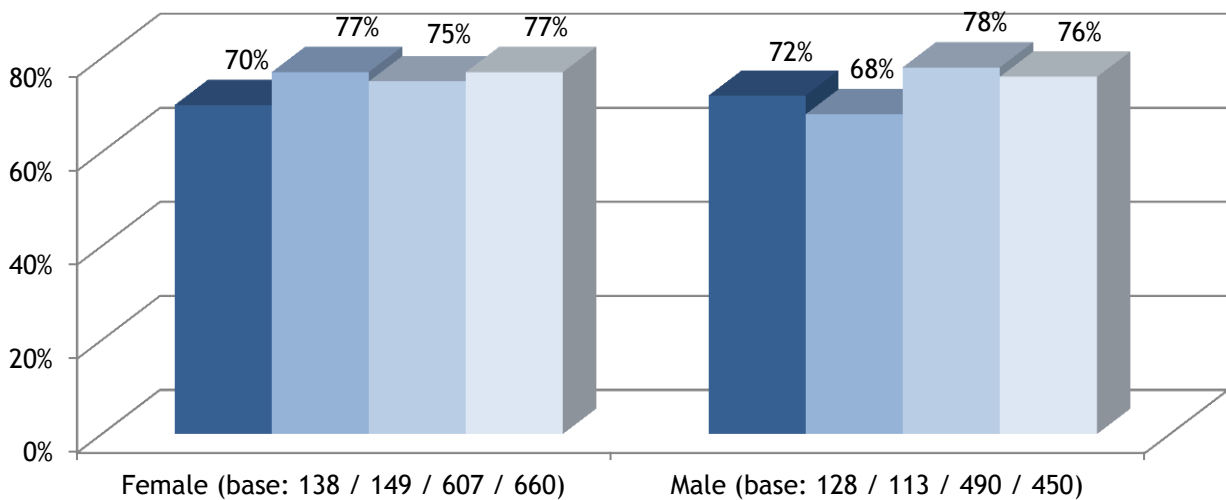
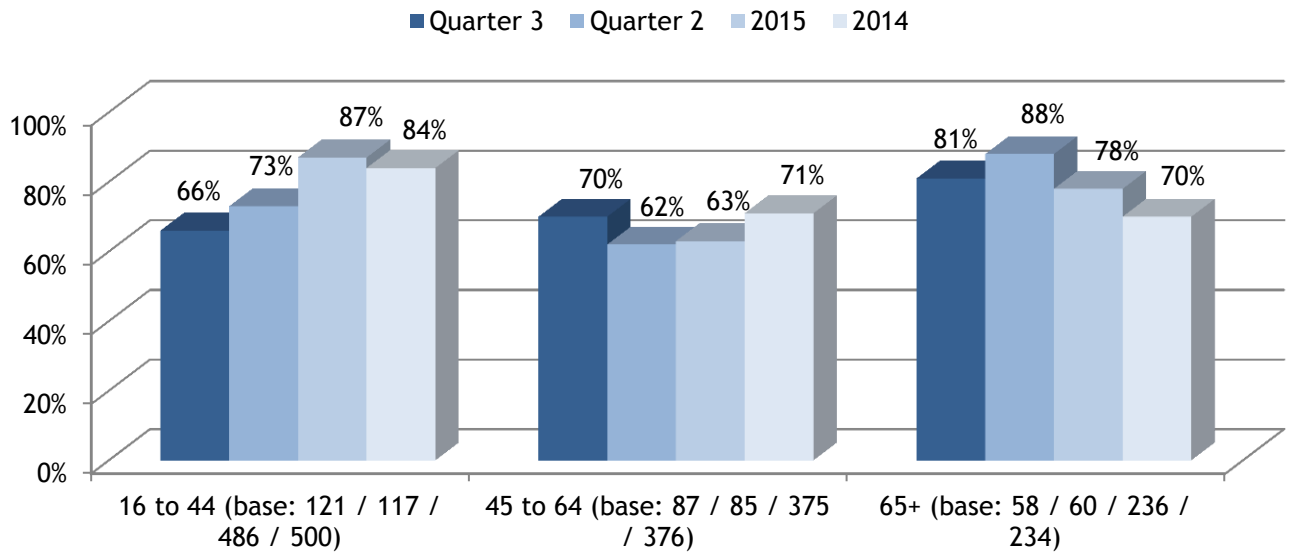


Figure 3.13: Age Band

The Council communicates well with its residents



3.9 Overall, results for Quarter 3 were slightly less positive than in Quarter 2 and were lower in comparison to the previous year. During this quarter, there were notable declines in agreement amongst females, those aged 16 to 44 and amongst those aged 65+. There was an 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 3 ■ Quarter 2 ■ 2015 ■ 2014

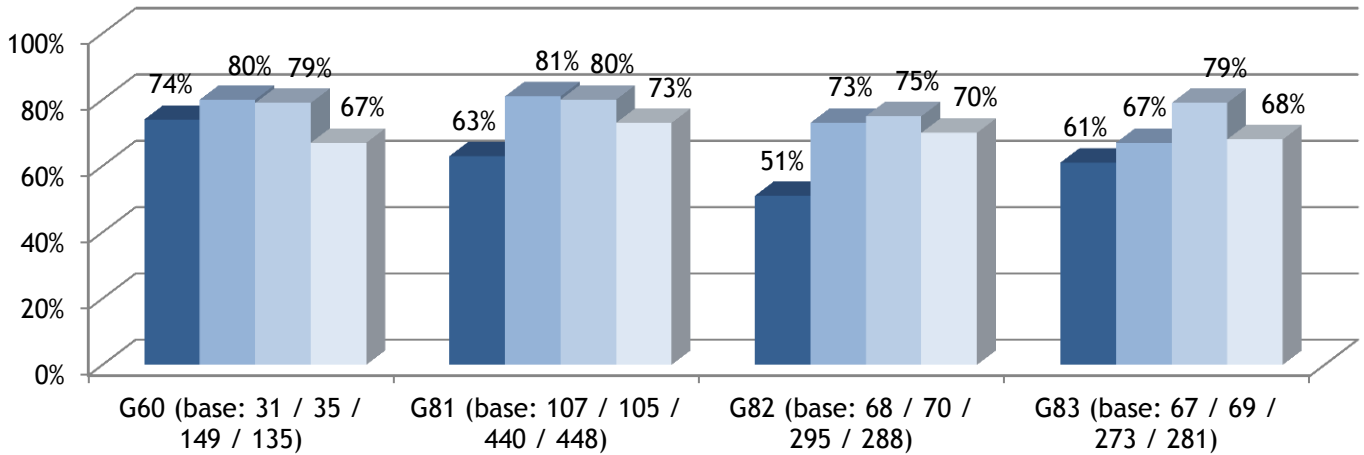


Figure 3.15: Gender

I would speak highly of West Dunbartonshire Council

■ Quarter 3 ■ Quarter 2 ■ 2015 ■ 2014

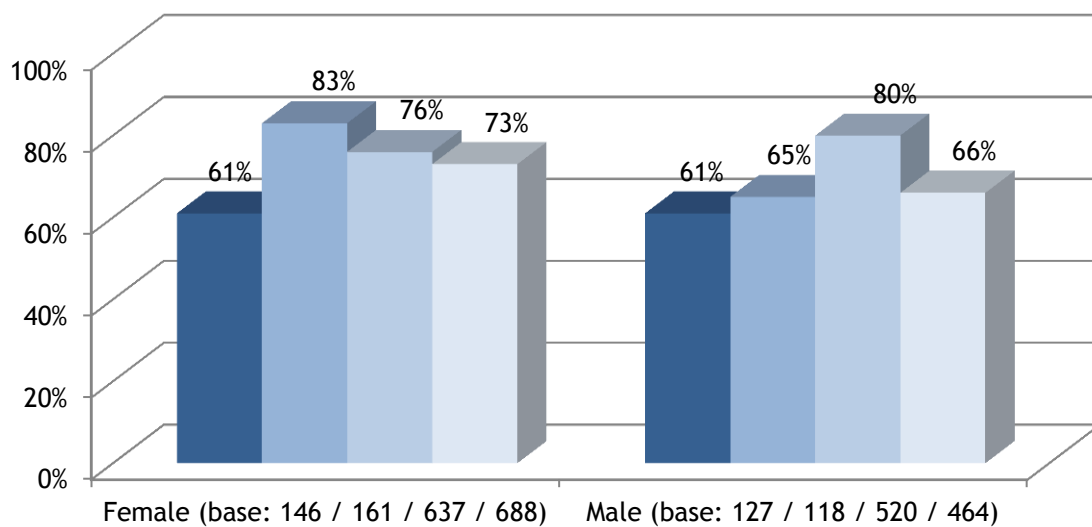
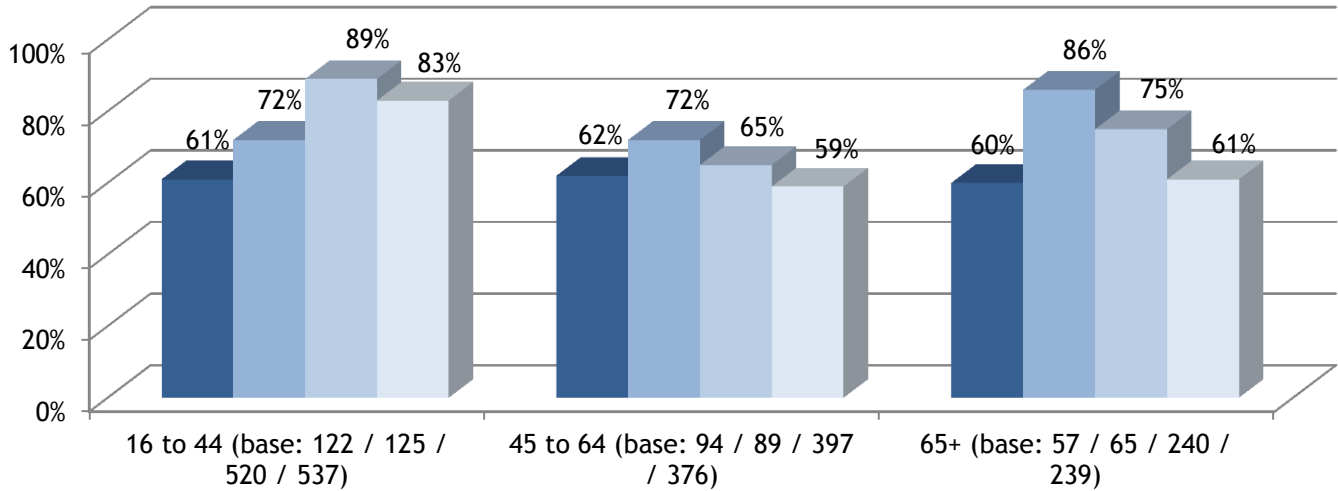


Figure 3.16: Age Band

I would speak highly of West Dunbartonshire Council

■ Quarter 3 ■ Quarter 2 ■ 2015 ■ 2014



3.11 There was a substantially lower level of agreement with this statement over this period as compared to Quarter 2, with the most notable falls observed amongst those in the G81 and G82 postcode areas, females 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 3 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?

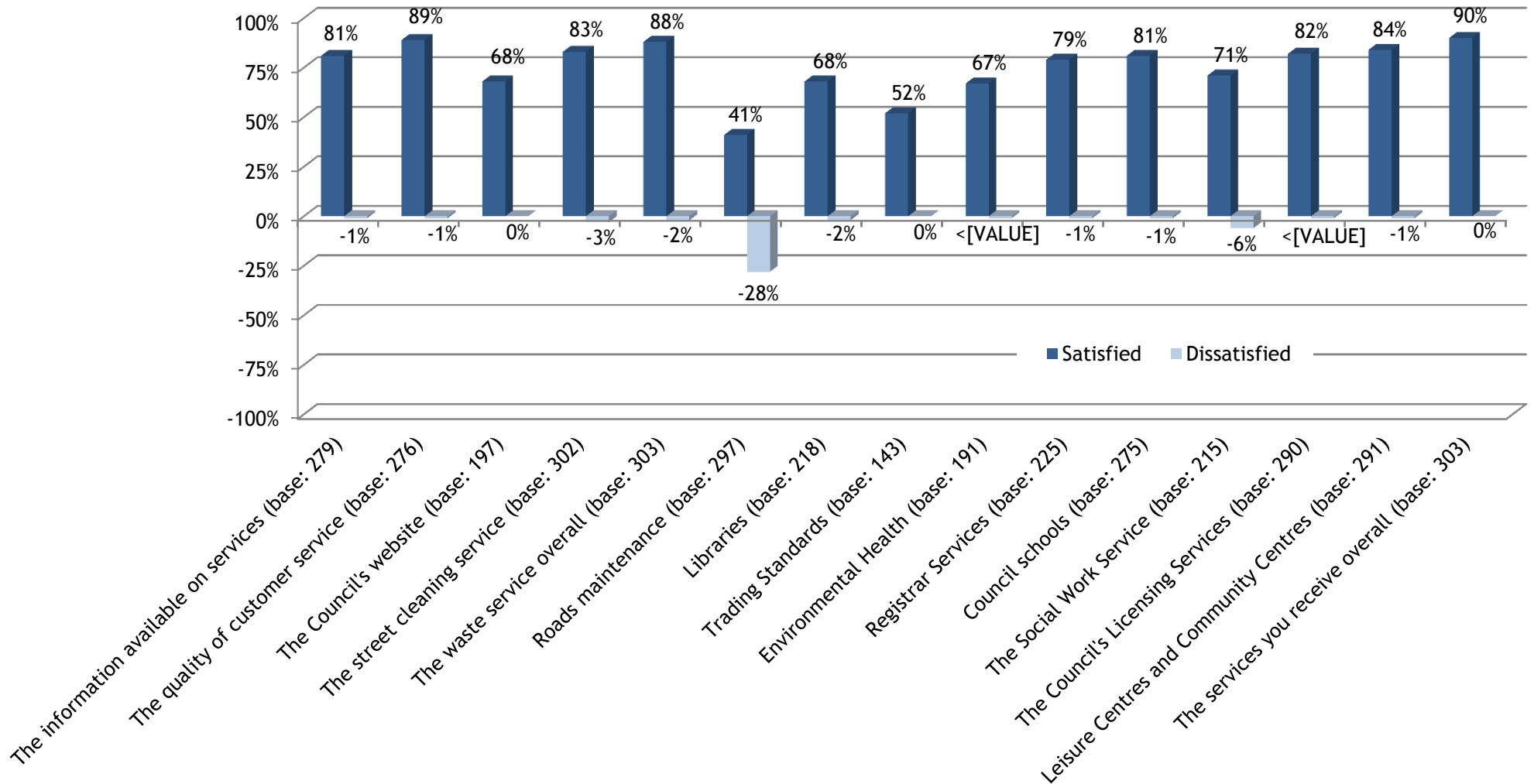


Table 4.1: Satisfaction with Council Services

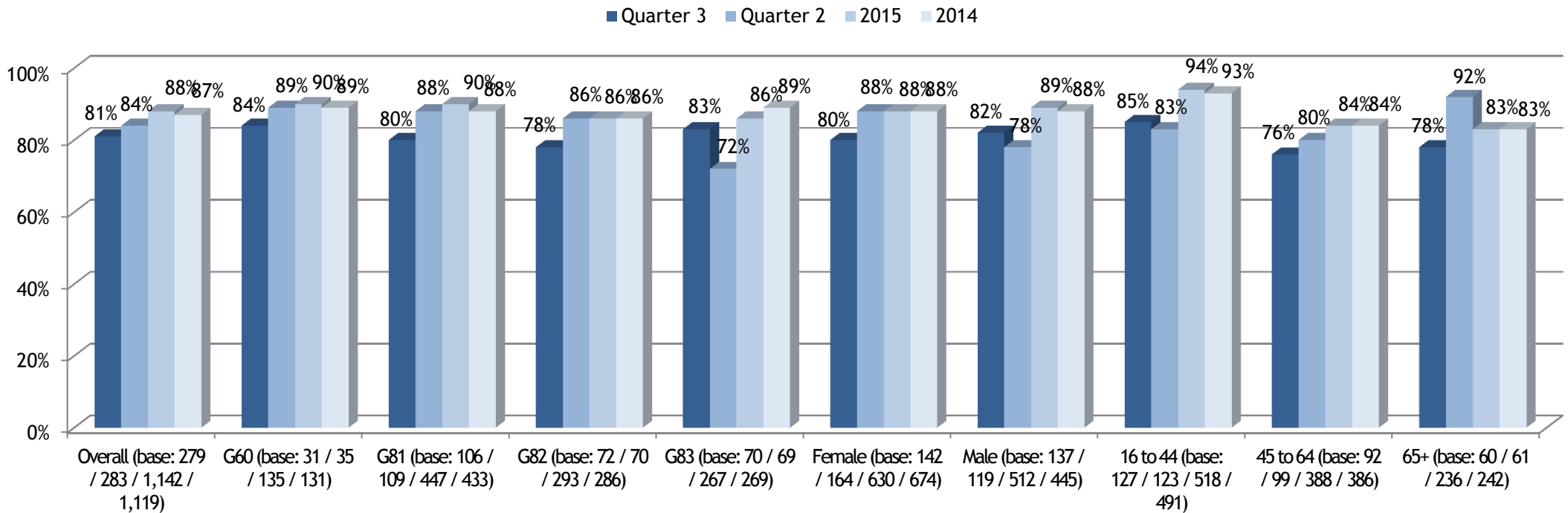
How satisfied or dissatisfied would you say that you were with each of the following aspects of West Dunbartonshire Council's services?

% 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	81% (base: 279)	84% (base: 31)	80% (base: 106)	78% (base: 72)	83% (base: 70)	80% (base: 142)	82% (base: 137)	85% (base: 127)	76% (base: 92)	78% (base: 60)
The quality of customer service	89% (base: 276)	83% (base: 29)	91% (base: 108)	86% (base: 71)	91% (base: 68)	92% (base: 143)	86% (base: 133)	86% (base: 125)	91% (base: 89)	90% (base: 62)
The Council's website	68% (base: 197)	80% (base: 25)	67% (base: 73)	63% (base: 48)	67% (base: 51)	72% (base: 93)	63% (base: 104)	71% (base: 112)	69% (base: 72)	23% (base: 13)
The street cleaning service	83% (base: 302)	94% (base: 35)	84% (base: 117)	75% (base: 75)	84% (base: 75)	81% (base: 158)	85% (base: 144)	88% (base: 138)	78% (base: 99)	78% (base: 65)
The waste service overall	88% (base: 303)	91% (base: 35)	94% (base: 117)	85% (base: 75)	80% (base: 76)	87% (base: 158)	90% (base: 145)	90% (base: 139)	91% (base: 99)	80% (base: 65)
Roads maintenance	41% (base: 297)	32% (base: 34)	41% (base: 116)	42% (base: 72)	45% (base: 75)	40% (base: 154)	42% (base: 143)	38% (base: 136)	43% (base: 97)	45% (base: 64)
Libraries	68% (base: 218)	74% (base: 27)	70% (base: 84)	63% (base: 52)	67% (base: 55)	69% (base: 111)	67% (base: 107)	70% (base: 99)	65% (base: 69)	70% (base: 50)
Trading Standards	52% (base: 143)	44% (base: 16)	51% (base: 45)	51% (base: 37)	56% (base: 45)	46% (base: 70)	59% (base: 71)	57% (base: 60)	51% (base: 49)	44% (base: 34)
Environmental Health	67% (base: 191)	58% (base: 19)	70% (base: 66)	69% (base: 51)	65% (base: 55)	68% (base: 95)	66% (base: 96)	81% (base: 72)	61% (base: 64)	69% (base: 45)
Registrar Services	79% (base: 225)	87% (base: 30)	82% (base: 91)	70% (base: 53)	76% (base: 51)	78% (base: 121)	80% (base: 104)	80% (base: 93)	77% (base: 79)	79% (base: 53)
Council schools	81% (base: 275)	84% (base: 32)	79% (base: 105)	75% (base: 68)	90% (base: 70)	80% (base: 142)	83% (base: 133)	88% (base: 136)	80% (base: 92)	66% (base: 47)
The Social Work Service	82% (base: 215)	90% (base: 20)	68% (base: 79)	69% (base: 58)	69% (base: 58)	73% (base: 106)	69% (base: 109)	67% (base: 89)	74% (base: 69)	72% (base: 57)
Licensing Services	82% (base: 290)	85% (base: 34)	81% (base: 112)	88% (base: 72)	76% (base: 72)	81% (base: 151)	83% (base: 139)	80% (base: 132)	80% (base: 97)	90% (base: 61)
Leisure Centre and Community Centres	84% (base: 291)	75% (base: 32)	89% (base: 110)	81% (base: 73)	84% (base: 76)	83% (base: 148)	85% (base: 143)	86% (base: 139)	76% (base: 92)	92% (base: 60)
The services you receive overall	90% (base: 303)	89% (base: 35)	91% (base: 117)	87% (base: 75)	93% (base: 76)	89% (base: 158)	92% (base: 145)	89% (base: 139)	91% (base: 99)	92% (base: 65)

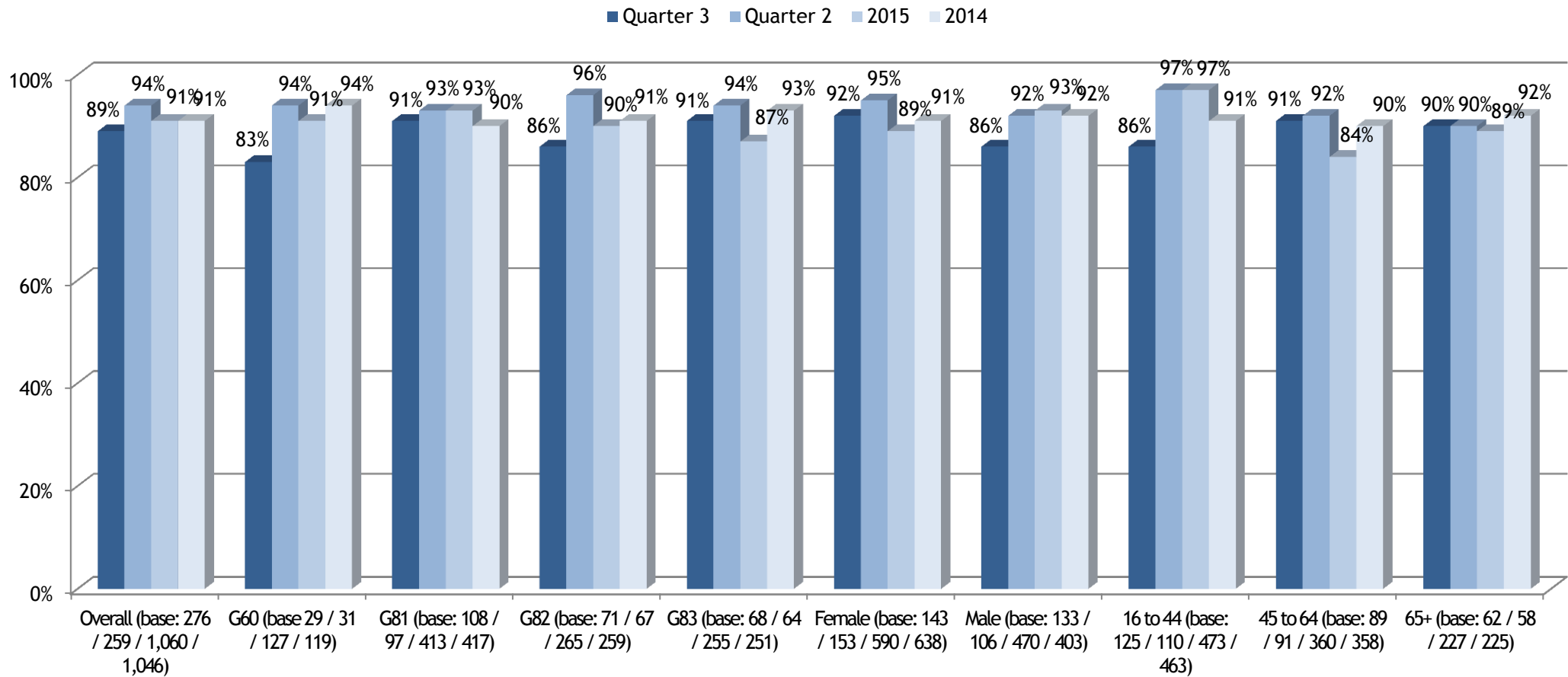
4.2 Graphical summaries of the levels of satisfaction for each of Quarter 3 2016, Quarter 2 2016, 2015 and 2014 are set out in Figures 4.2 to 4.14 below, with the results for each statement also being broken down by area, gender and age band.

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



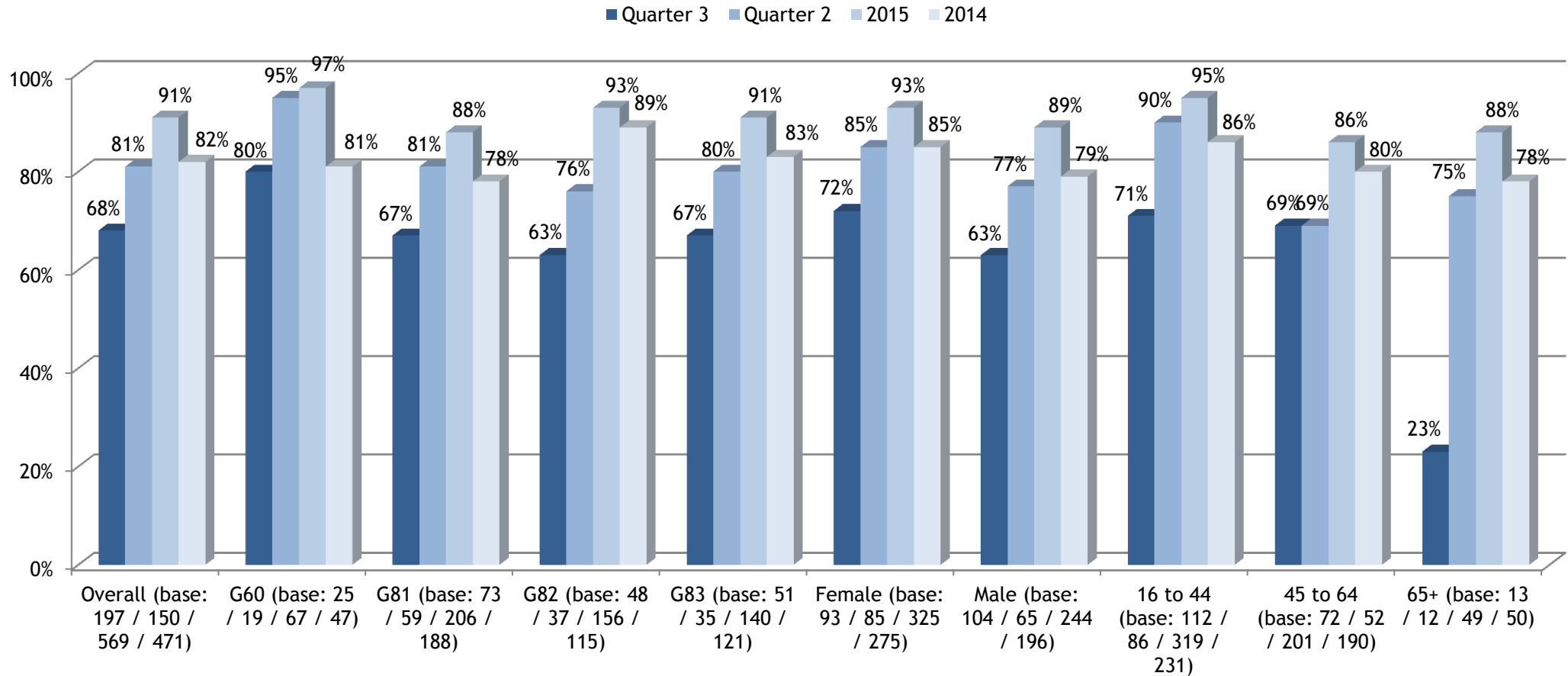
Overall, satisfaction with the information available from the Council on its services fell during Quarter 3 when compared to Quarter 2. This was mostly due to the impact of poorer results in the G81 and G82 postcode areas, females and amongst those aged 65+. Overall results are below those recorded in 2015 and 2014.

Figure 4.3: The Quality of Customer Service



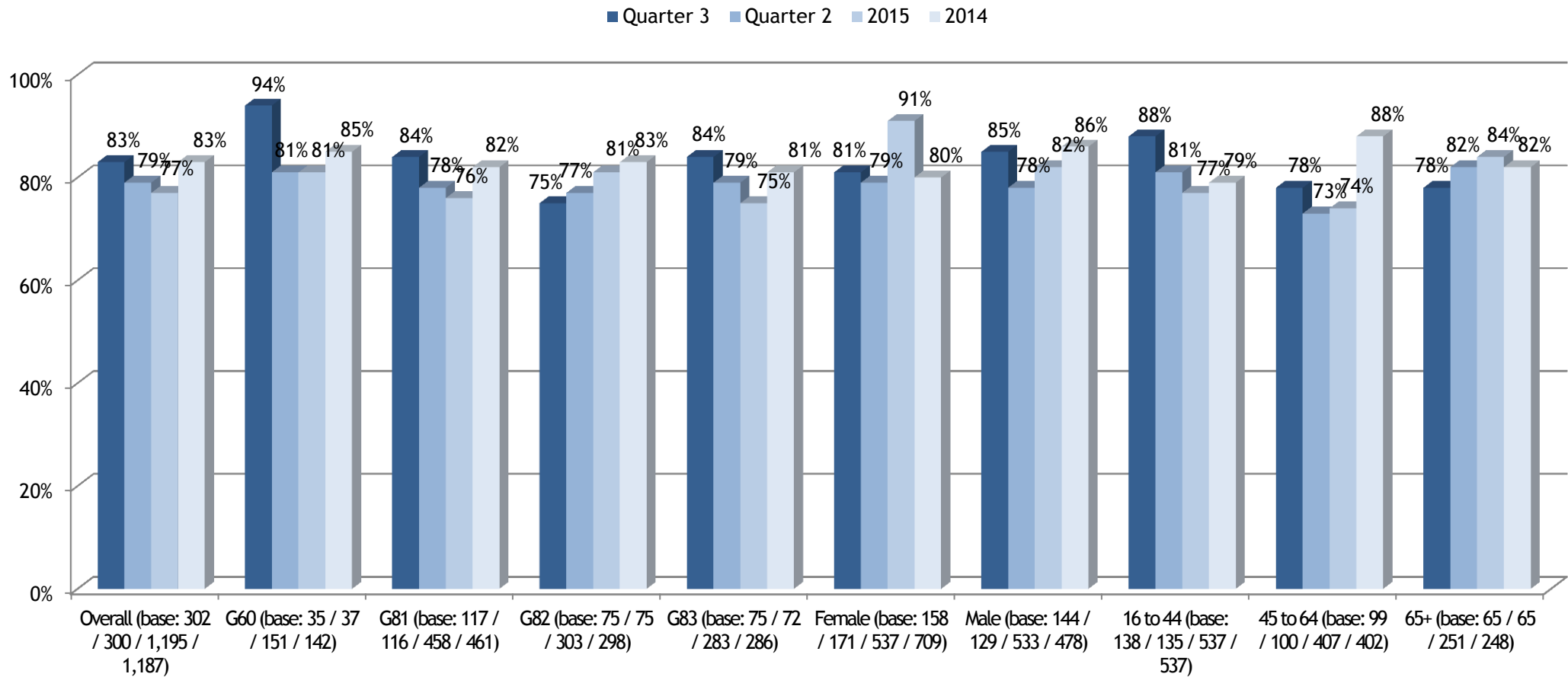
Satisfaction with the quality of customer service fell between Quarter 2 and Quarter 3. Notable falls in satisfaction are noted amongst those in the G60 and G82 postcode areas, males and those aged 16 to 44.

Figure 4.4: The Council's Website



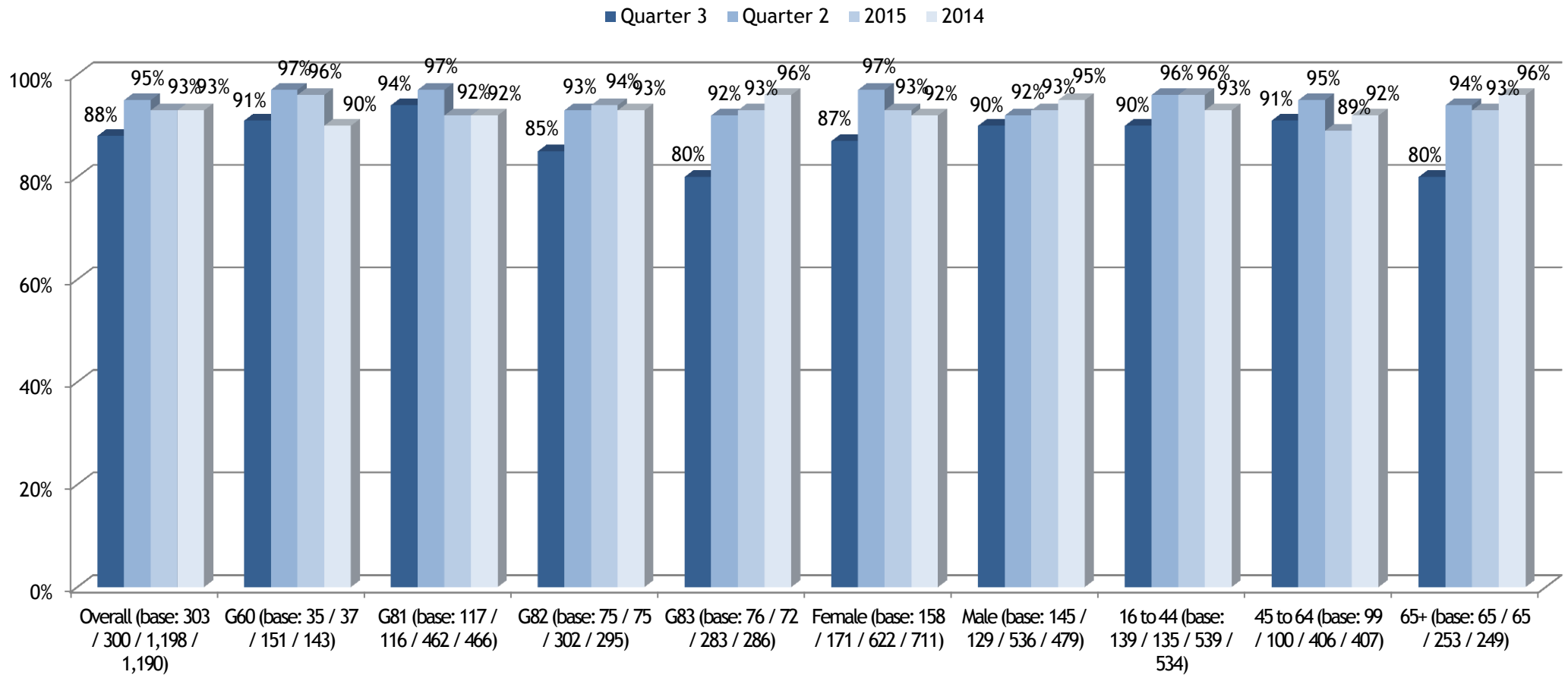
There was notable decrease in overall satisfaction with the Council's website during Quarter 3 2016 compared to the previous quarter. This decline was noted over all categories of respondent with the exception of those aged 45 to 64.

Figure 4.5: The Street Cleaning Service



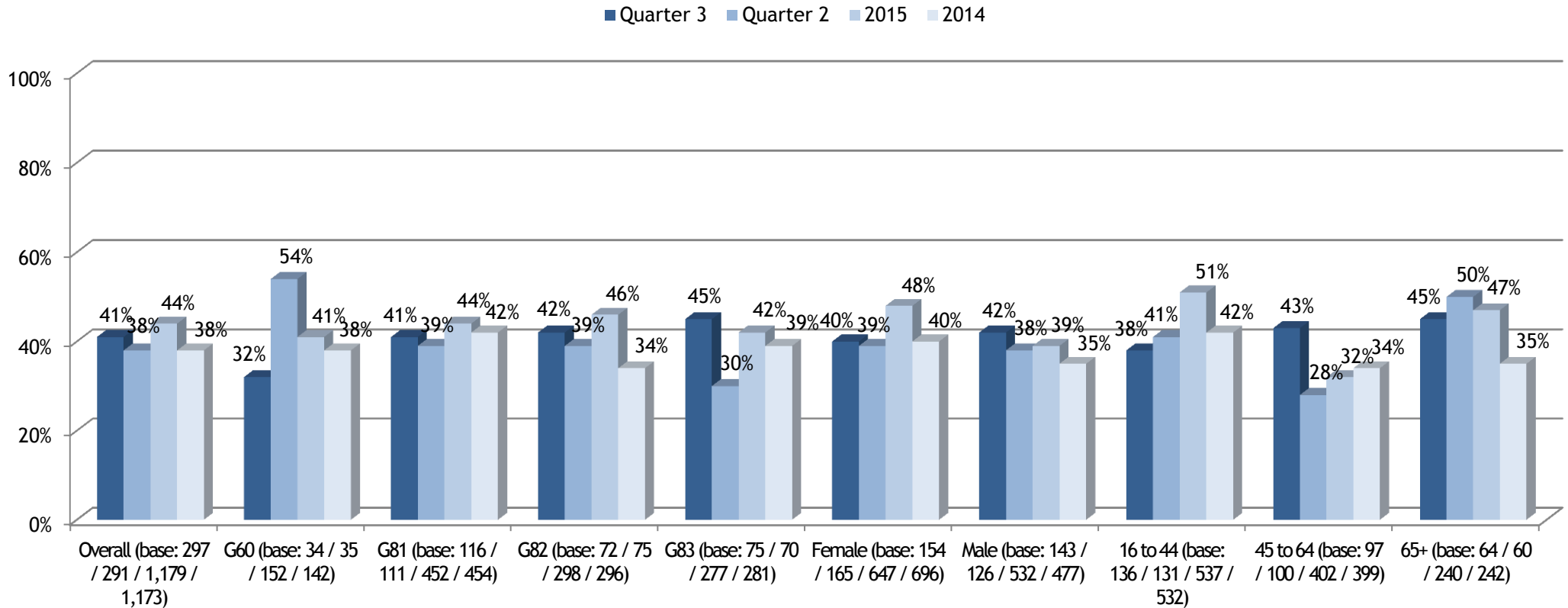
Overall ratings for the street cleaning service increased between Quarter 2 and Quarter 3. Rises in satisfaction were most apparent in the G60 postcode area, males and amongst those aged 16 to 44.

Figure 4.6: The Waste Service Overall



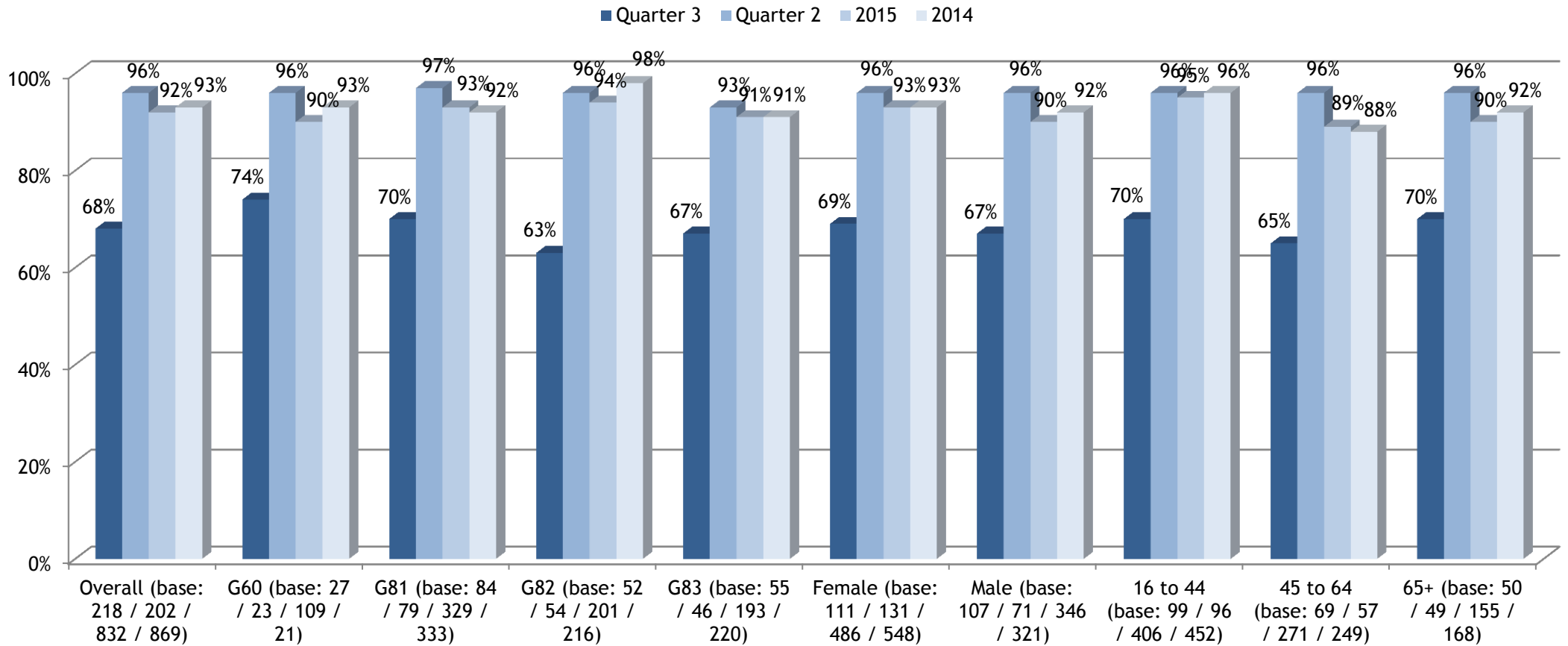
There was a decline in satisfaction with the waste service overall in Quarter 3 compared to Quarter 2, which was most pronounced in the G82 and G83 postcode areas, amongst females and those aged 65+.

Figure 4.7: Roads Maintenance



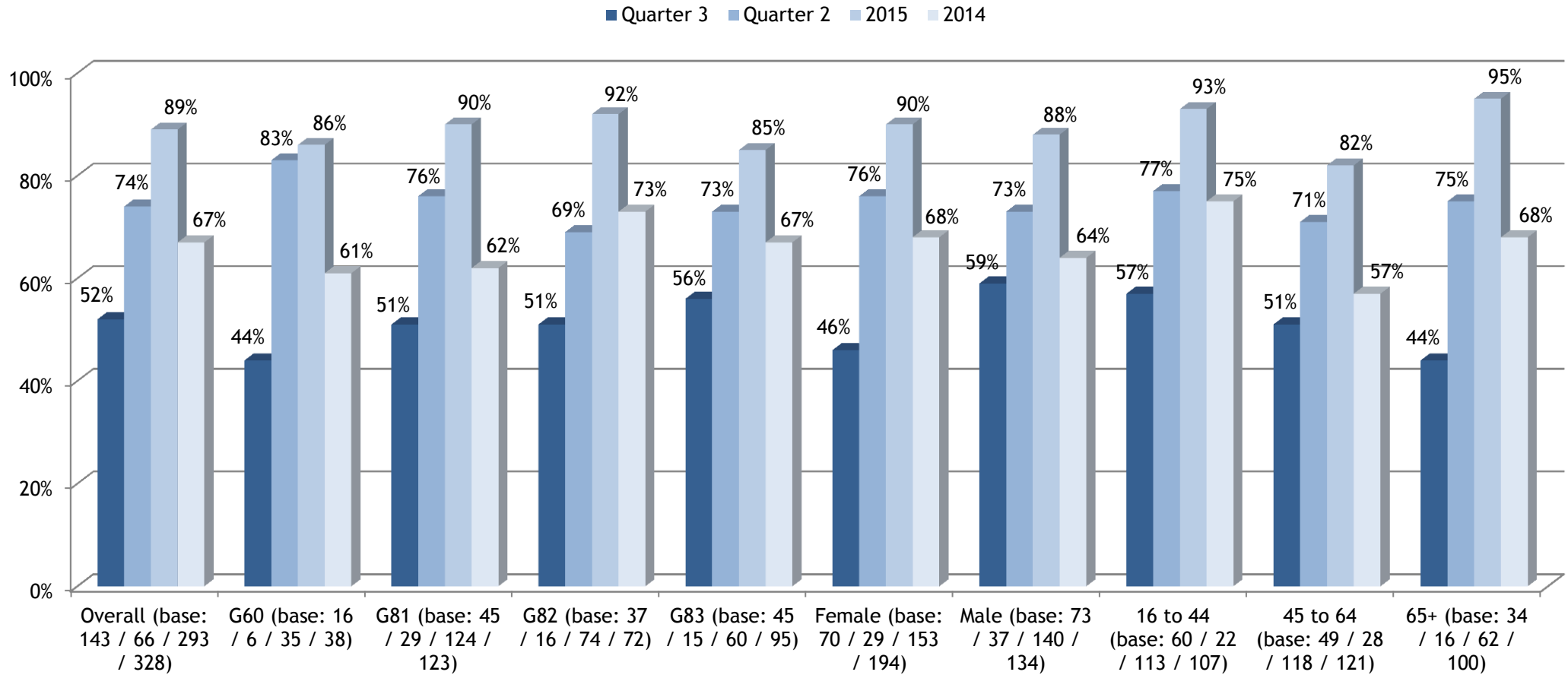
Satisfaction with road maintenance continues to be low in comparison to other services, with Quarter 3 satisfaction up from Quarter 2. Increases in satisfaction are observed in the G83 postcode area and amongst those aged 45 to 64.

Figure 4.8: Libraries



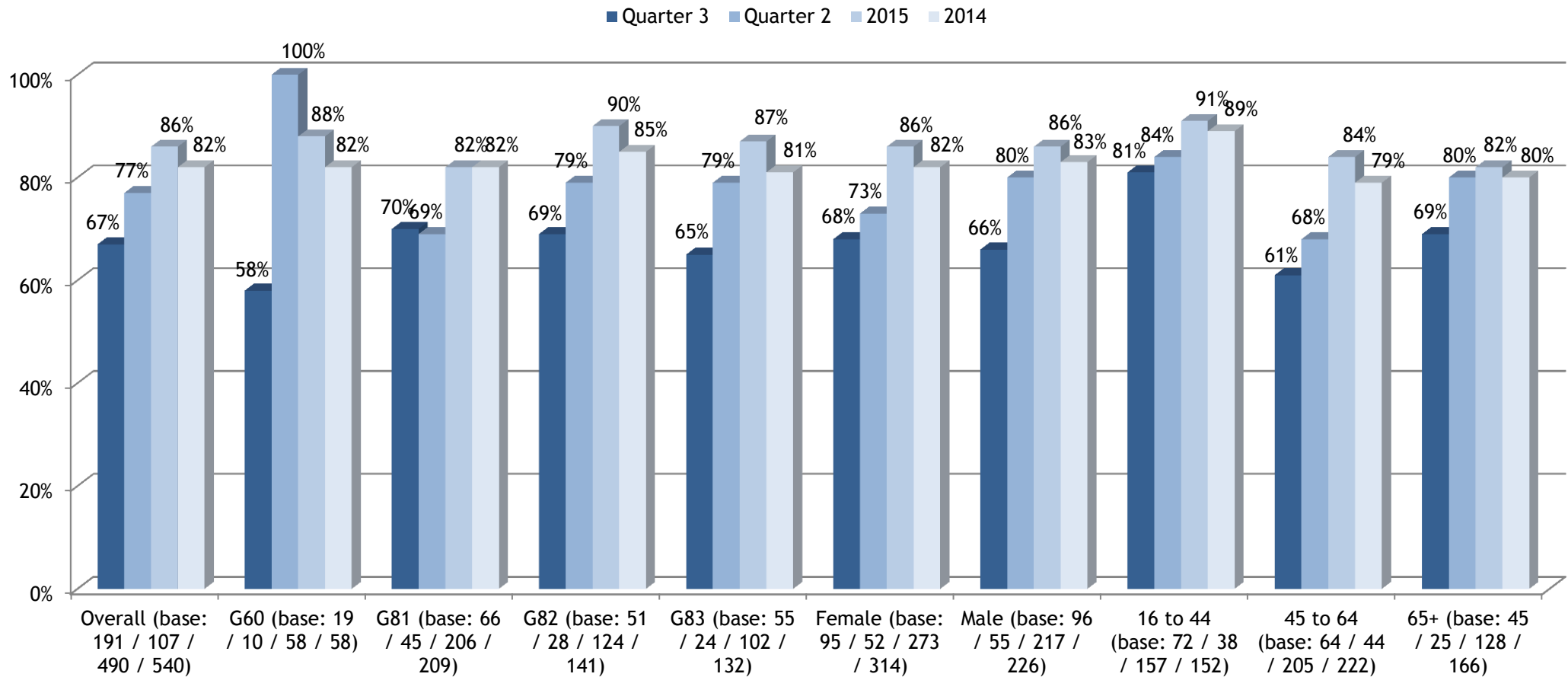
Overall, there was a substantial decrease in satisfaction levels with Council libraries between Quarter 2 and Quarter 3. This fall was observed over each category of respondent.

Figure 4.9: Trading Standards



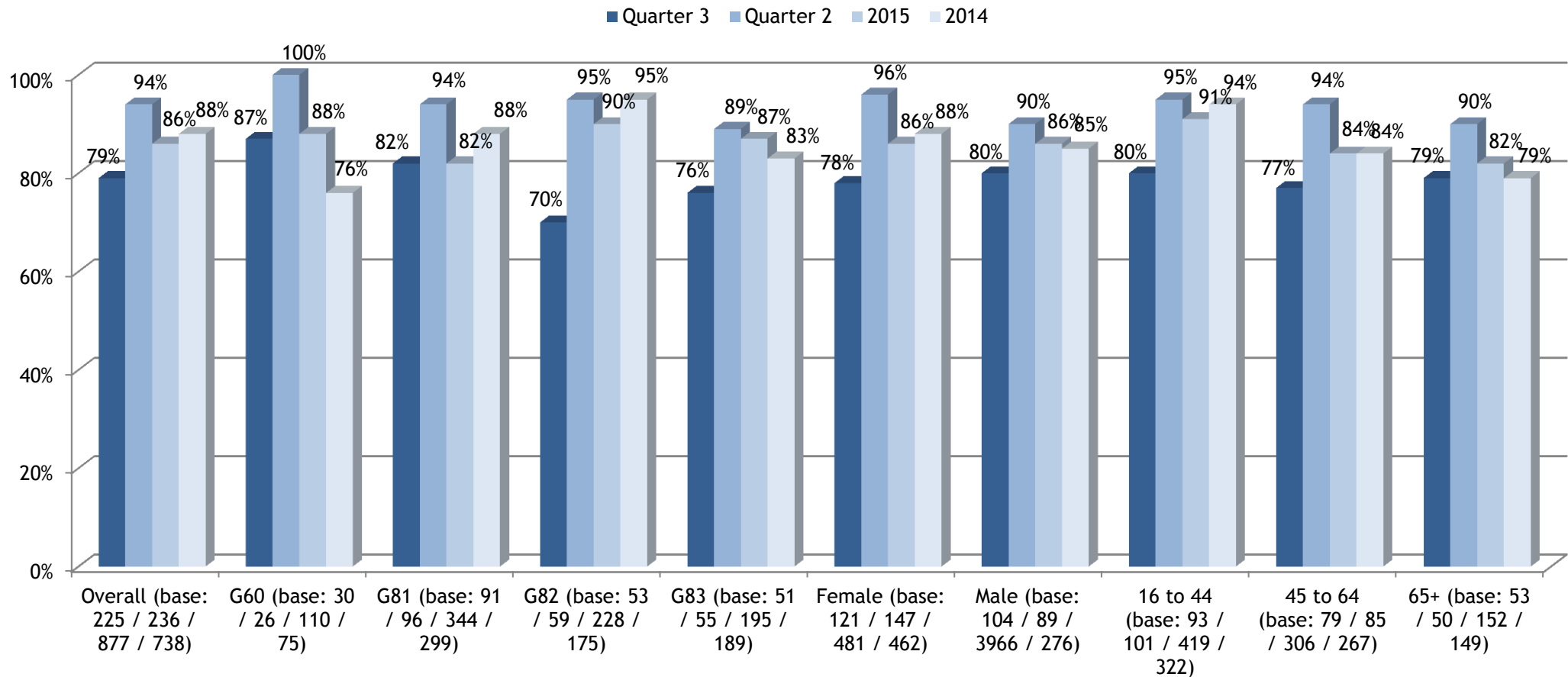
There was a large decline in satisfaction with the Trading Standards service in Quarter 3 compared to Quarter 2. This fall in satisfaction is observed over each category of respondent.

Figure 4.10: Environmental Health



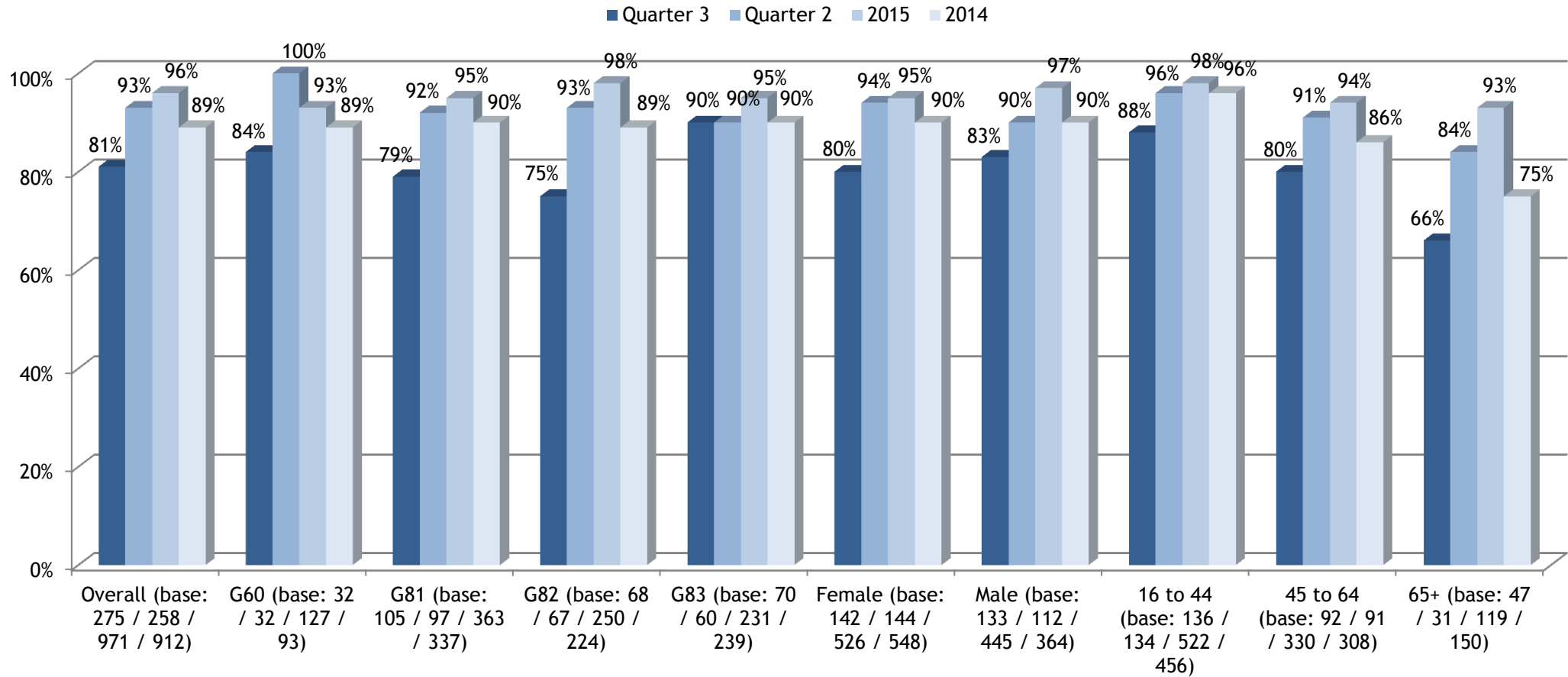
Overall, there was a decrease in satisfaction with the Council’s Environmental Health Service in Quarter 3 when compared to Quarter 2. This decrease was noted across all areas, gender and age groups with the exception of the G81 postcode area.

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



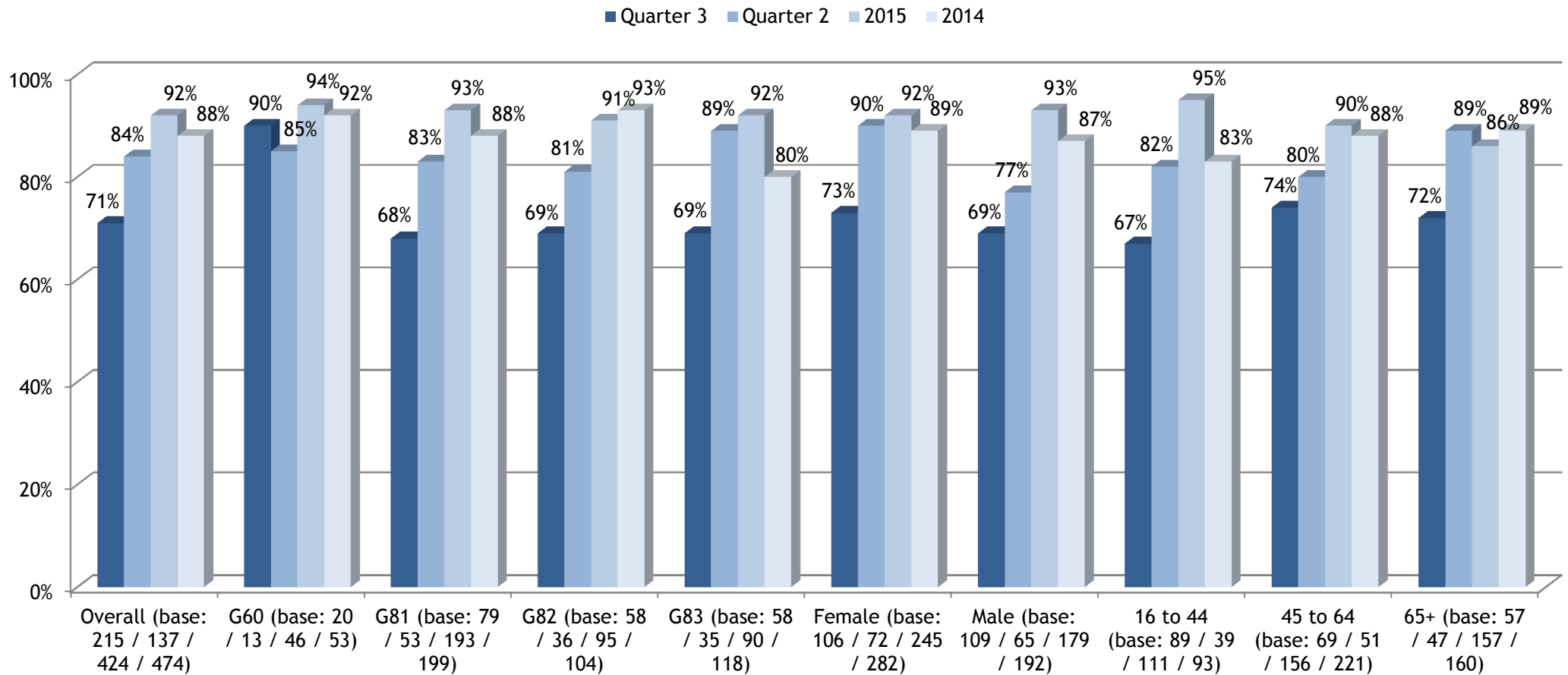
There was a notable decrease in satisfaction levels with this service in Quarter 3 compared to Quarter 2. Again, this decline is evident across all categories of respondent.

Figure 4.12: Council Schools



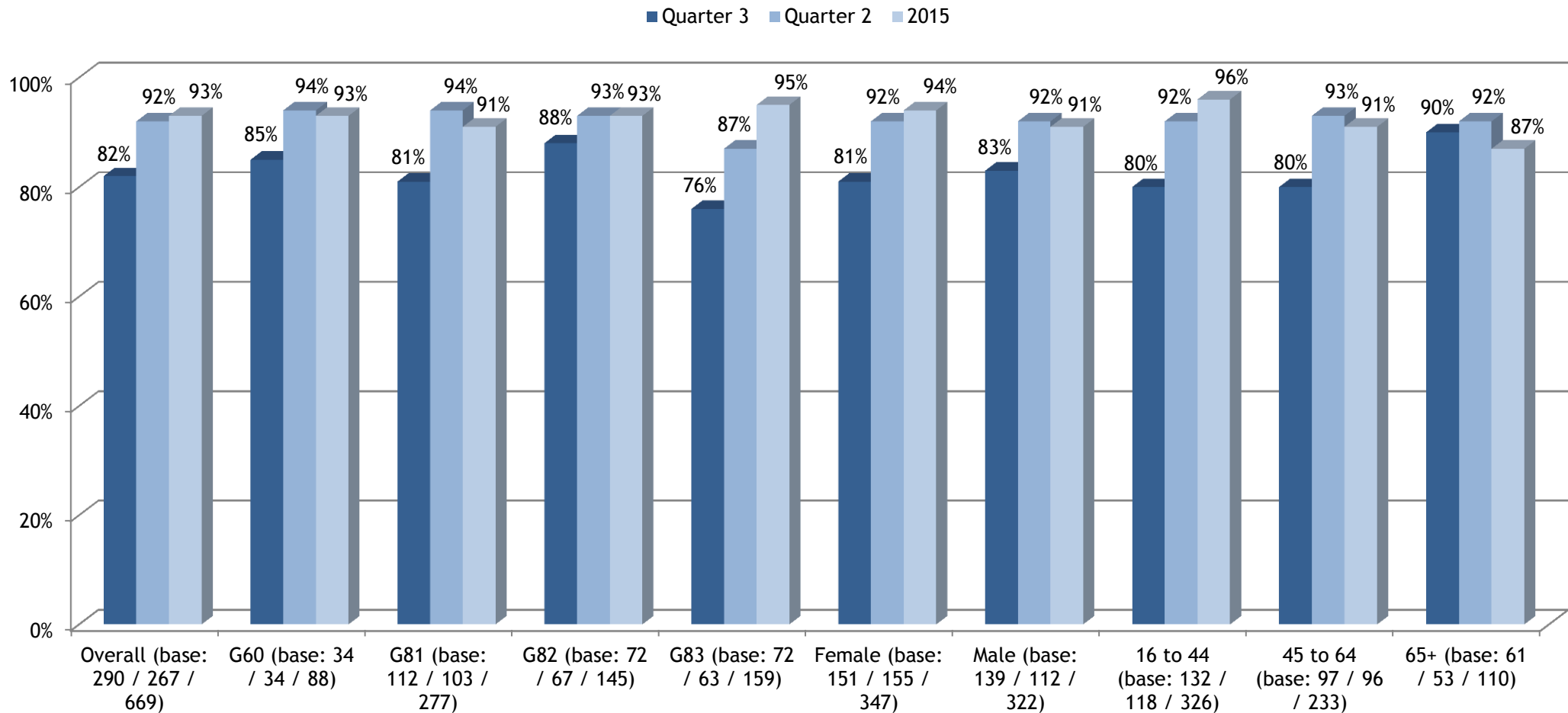
Satisfaction with Council schools fell in the Quarter 3 period compared to the Quarter 2 figures. This decrease was particularly apparent in the G60, G81 and G82 postcode areas, females, those aged 45 to 64 and those aged 65+.

Figure 4.13: The Social Work Service



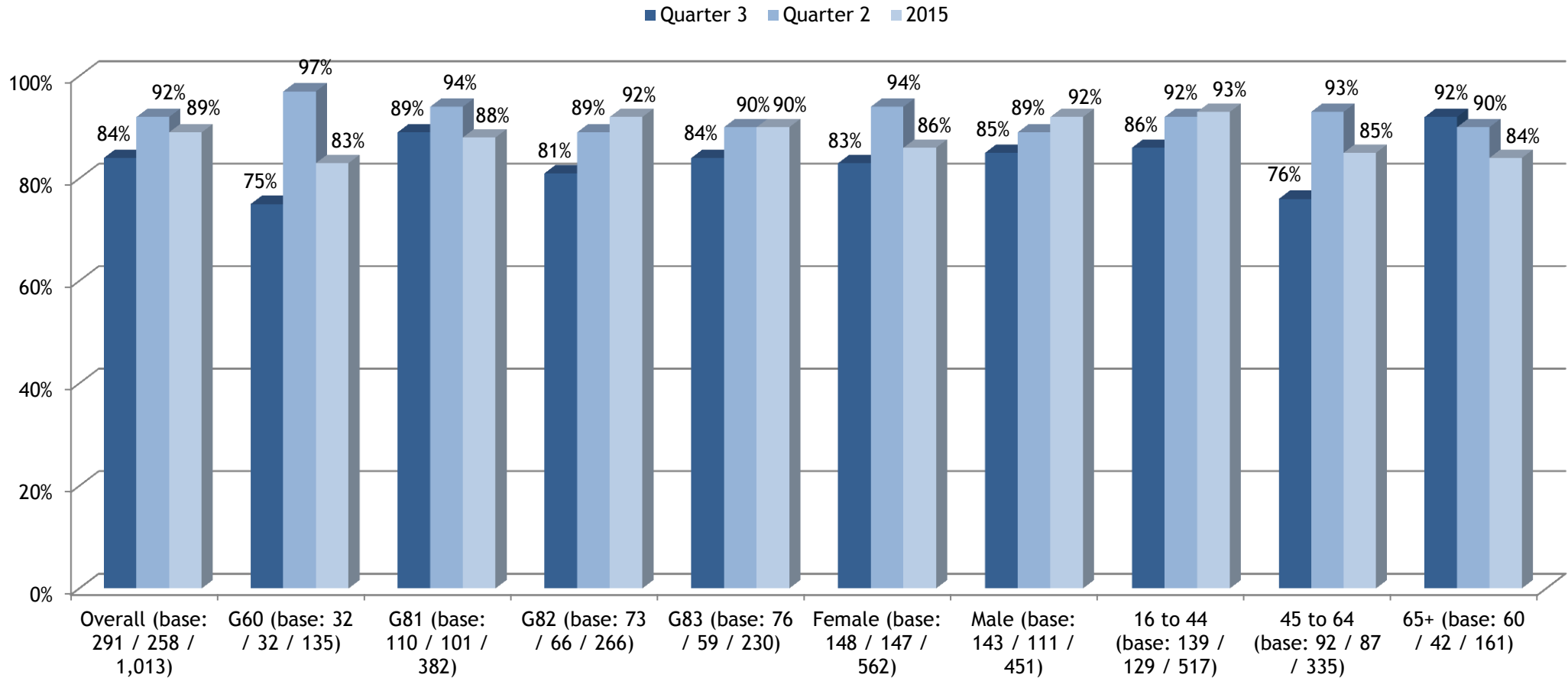
Overall, satisfaction with the Social Work service has fallen compared to Quarter 2, and remains notably below the levels of satisfaction recorded in 2015.

Figure 4.14: The Council's Licensing Service



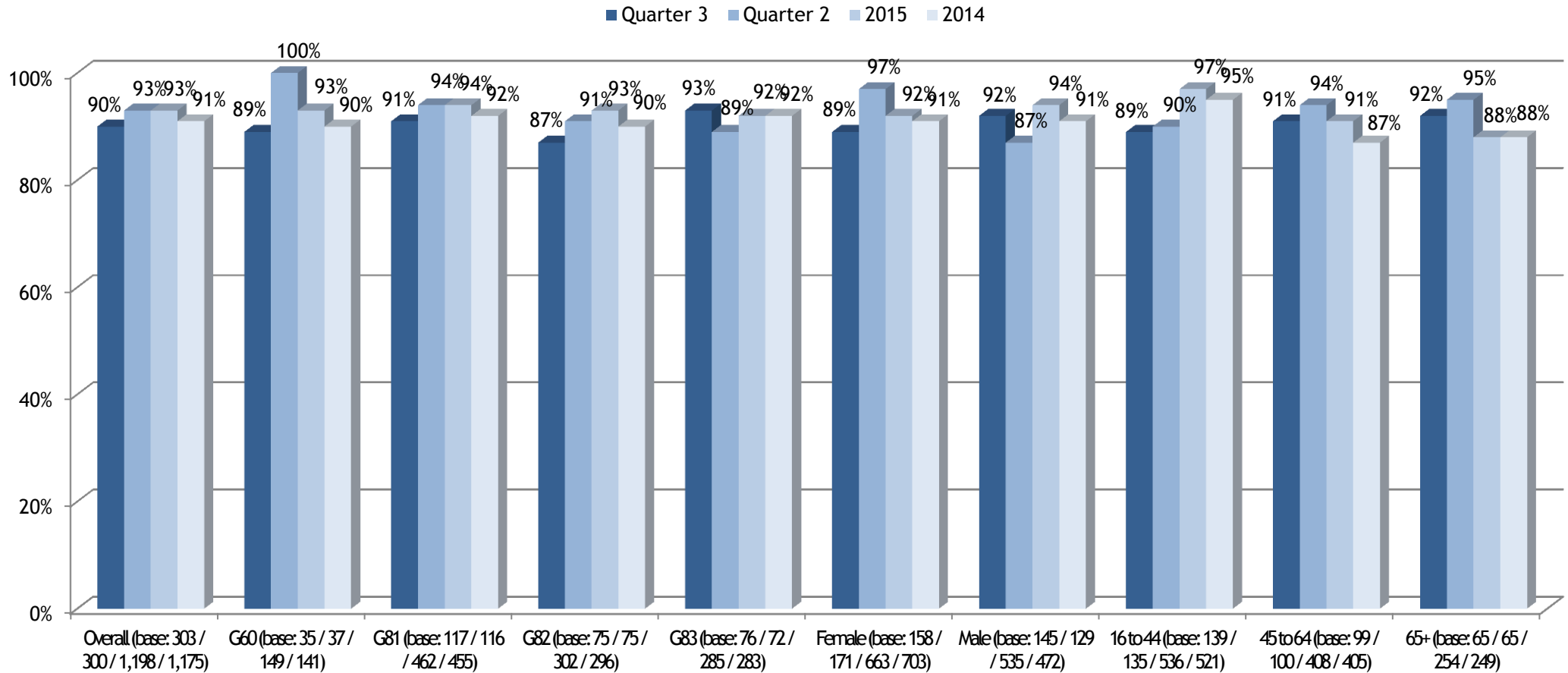
The Council's licensing service was included in the Reputation tracker questionnaire from the start of 2015. Satisfaction with this service decreased during Quarter 2. This was most apparent in the G81 postcode area, those aged 16 to 44 and those aged 45 to 64.

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. Poorer ratings were recorded in Quarter 3 than was the case in Quarter 2, with notable decreases in the G60 postcode area, amongst females and those aged 45 to 64.

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



There was a slight decrease during Quarter 3 in overall satisfaction with the services received from West Dunbartonshire Council overall. This fall was most apparent in the G60 postcode areas and amongst females.

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 3 of 2016 are illustrated as a 'Word Cloud'¹ in Figure 5.1.

Figure 5.1: Areas where the Council needs to improve



¹ A "word cloud" is an image generated from any text source which gives greater prominence to words that appear more frequently.

