



West Dunbartonshire Council

Reputation Tracker
Overview Report

Quarter 1 2017

April 2017

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1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

- 1.1 This document summarises the findings for the first quarter of 2017 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 2017. This first Quarterly Report for 2017 sets out the results for Quarter 1 (January to March 2017) as well as comparative results for 2016 and 2015, where appropriate.

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, satisfaction with contacting the Council and with education and care services.

- 1.4 The questionnaire was designed by IBP Strategy and Research with comment and input from Council staff. This was revised substantially at the beginning of 2017 and is provided under separate cover as Appendix 1.

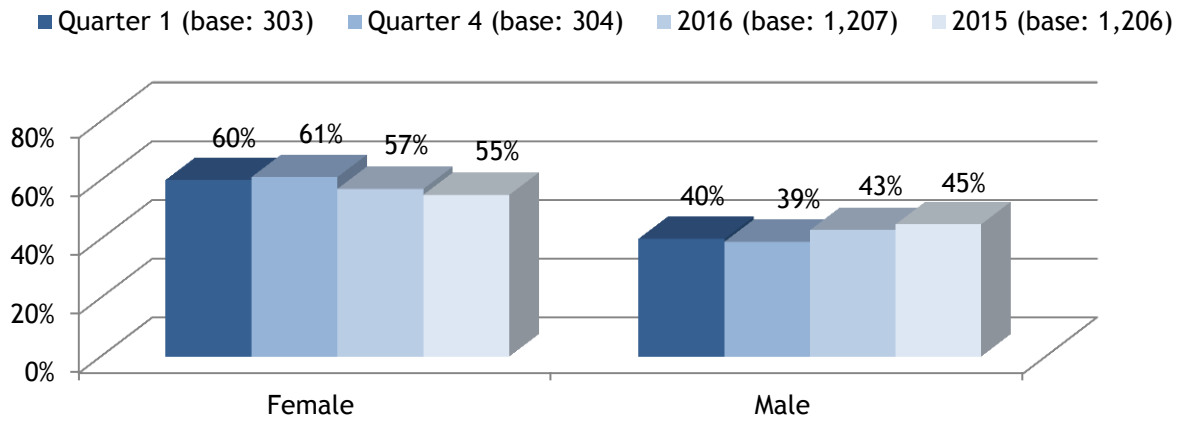
- 1.5 Results for these questions are made available on a monthly and quarterly basis. IBP conducts 100 interviews per month in a pattern broadly proportionate to the population profile (12% of interviews for the G60 postcode area, 39% for G81, 25% for G82 and 24% for G83). This document brings together the results for January to March 2017 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 1 2017.

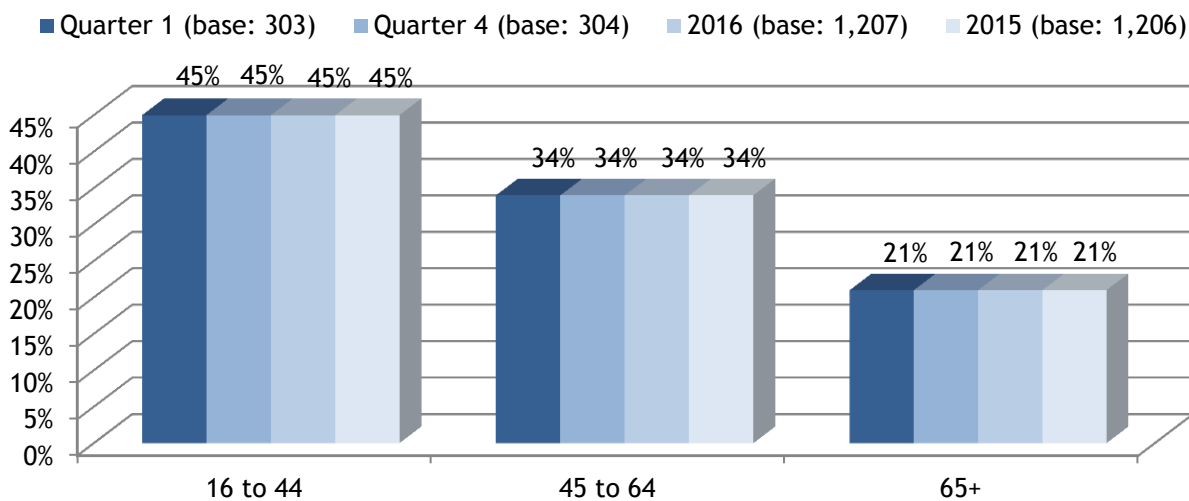
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

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

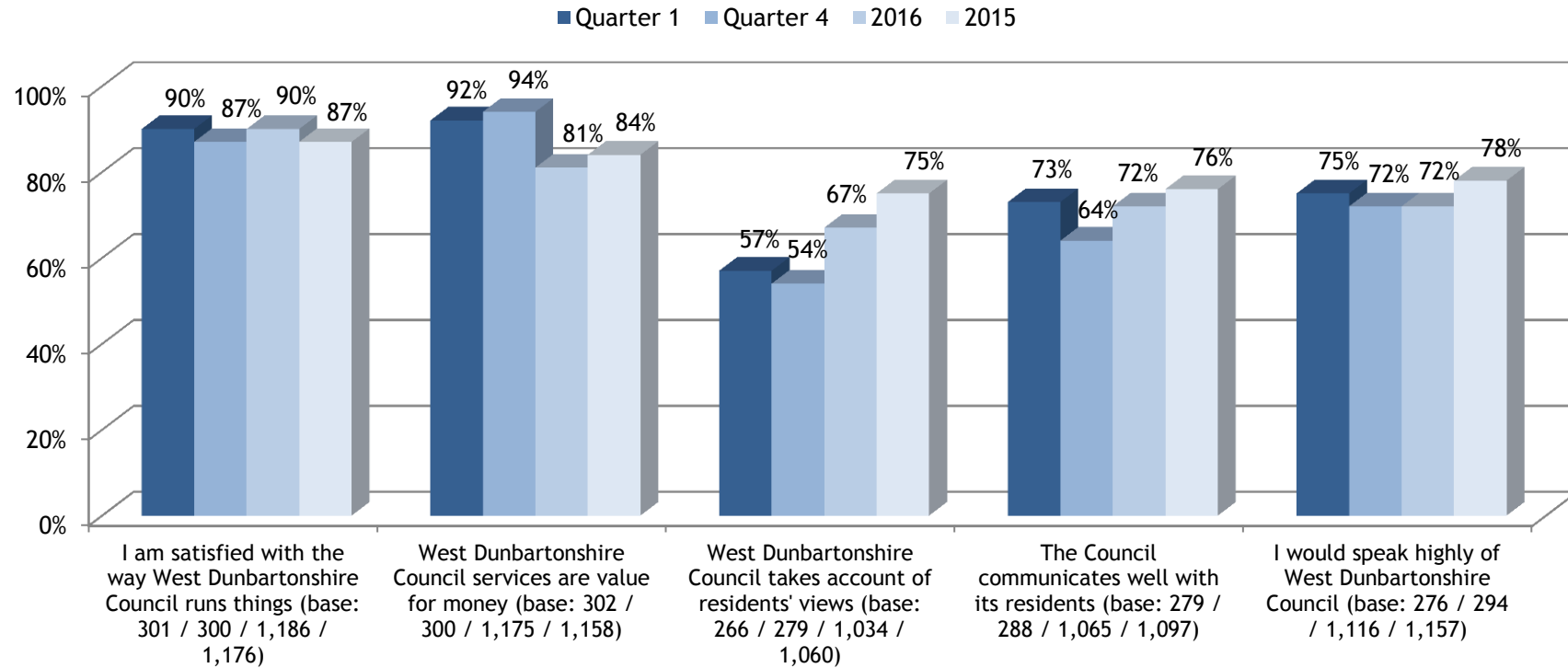


3.0 OVERALL PERCEPTIONS OF THE COUNCIL

- 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 303.

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

Figure 3.1: Overall



3.3 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 band¹.

Figure 3.2: Area

I am satisfied with the way West Dunbartonshire Council runs things

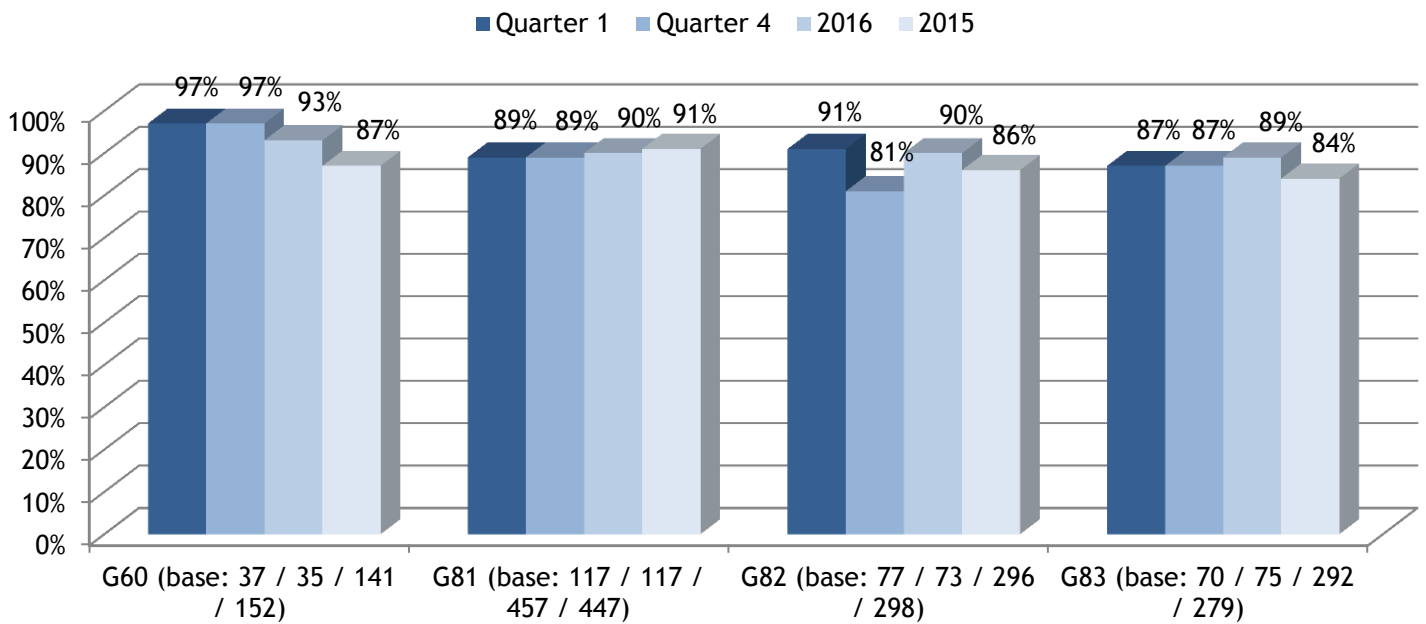
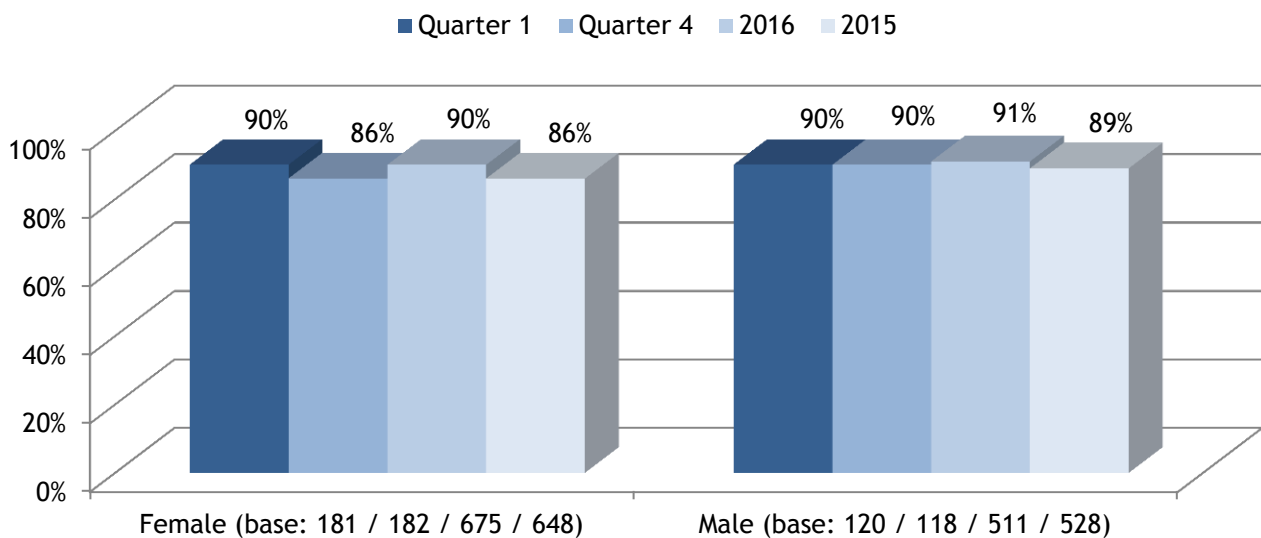


Figure 3.3: Gender

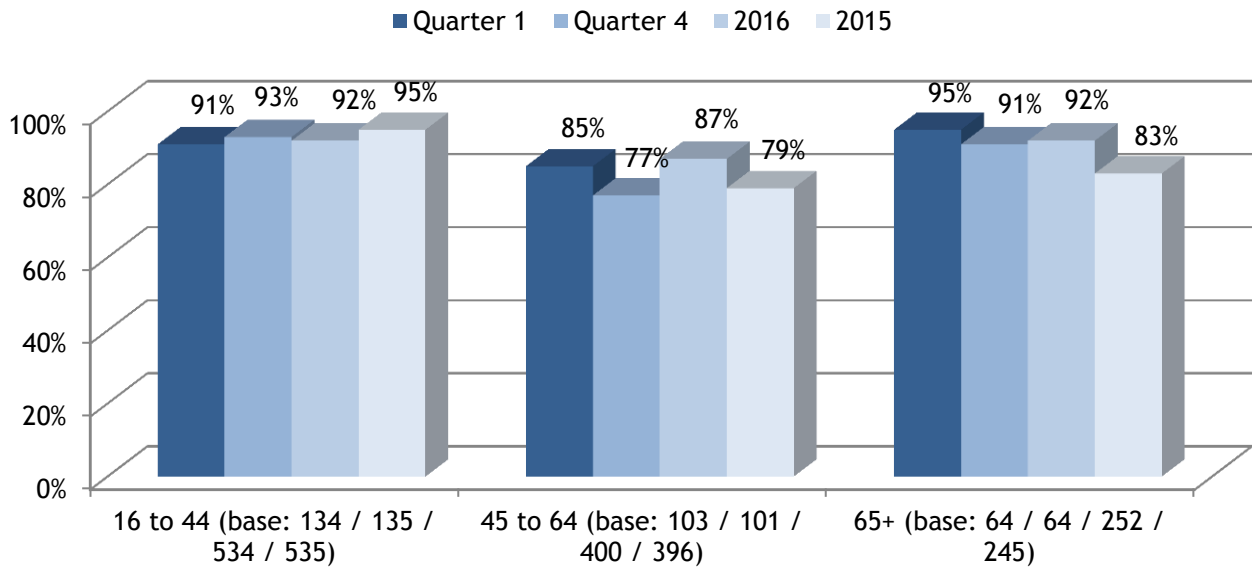
I am satisfied with the way West Dunbartonshire Council runs things



¹ Please note, for comparative purposes, that this statement has been revised somewhat in 2017 from a previous statement “West Dunbartonshire Council is efficient and well run”.

Figure 3.4: Age Band

I am satisfied with the way West Dunbartonshire Council runs things



3.4 Overall, Quarter 1 results for this statement increased in comparison to those recorded in the previous quarter. Falls in agreement with this statement are most notable amongst those in the G82 postcode area and amongst those aged 45-64.

3.5 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

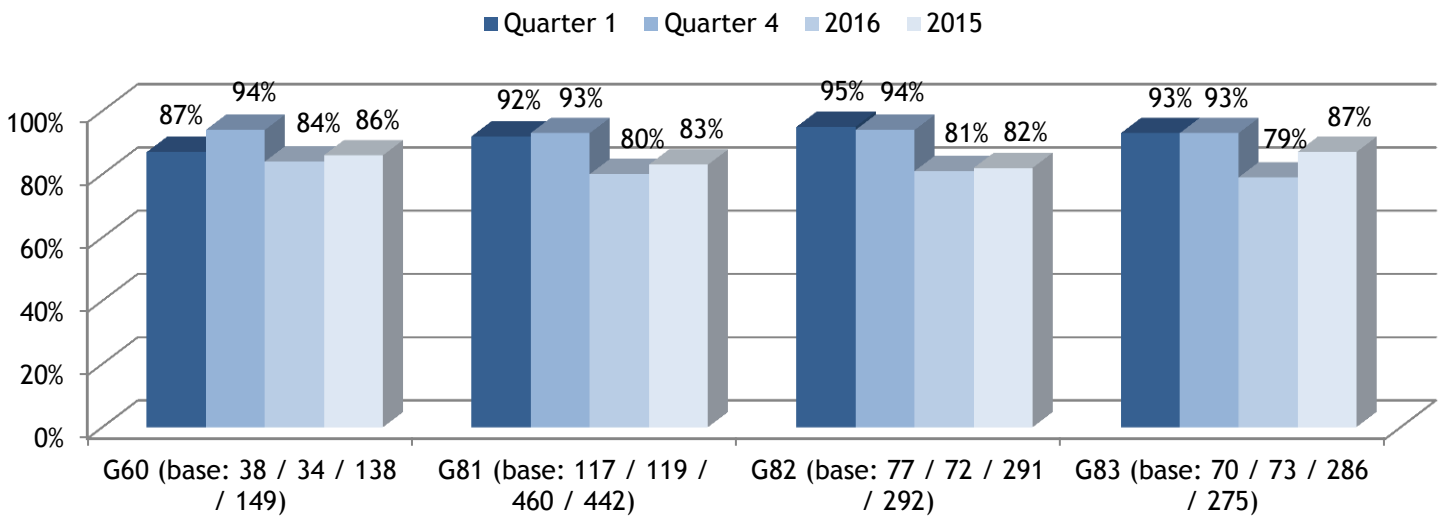


Figure 3.6: Gender

West Dunbartonshire Council Services are value for money

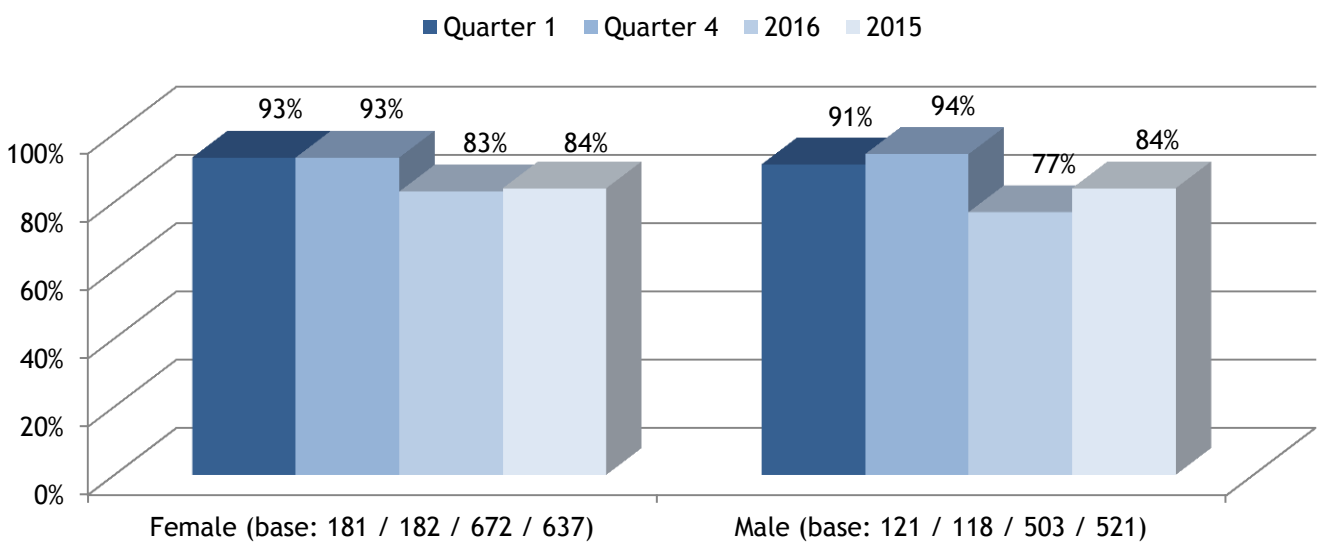
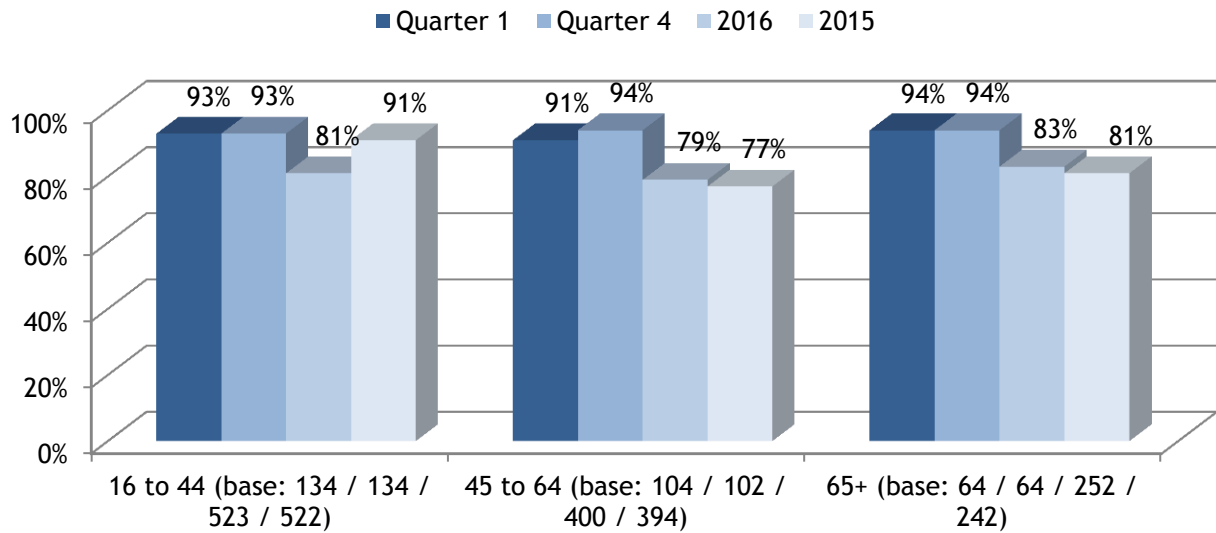


Figure 3.7: Age Band

West Dunbartonshire Council Services are value for money



3.6 Overall, results for Quarter 1 2017 decreased slightly when compared to those in the previous quarter. Agreement with this statement decreased most notably in the G60 postcode area.

3.7 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

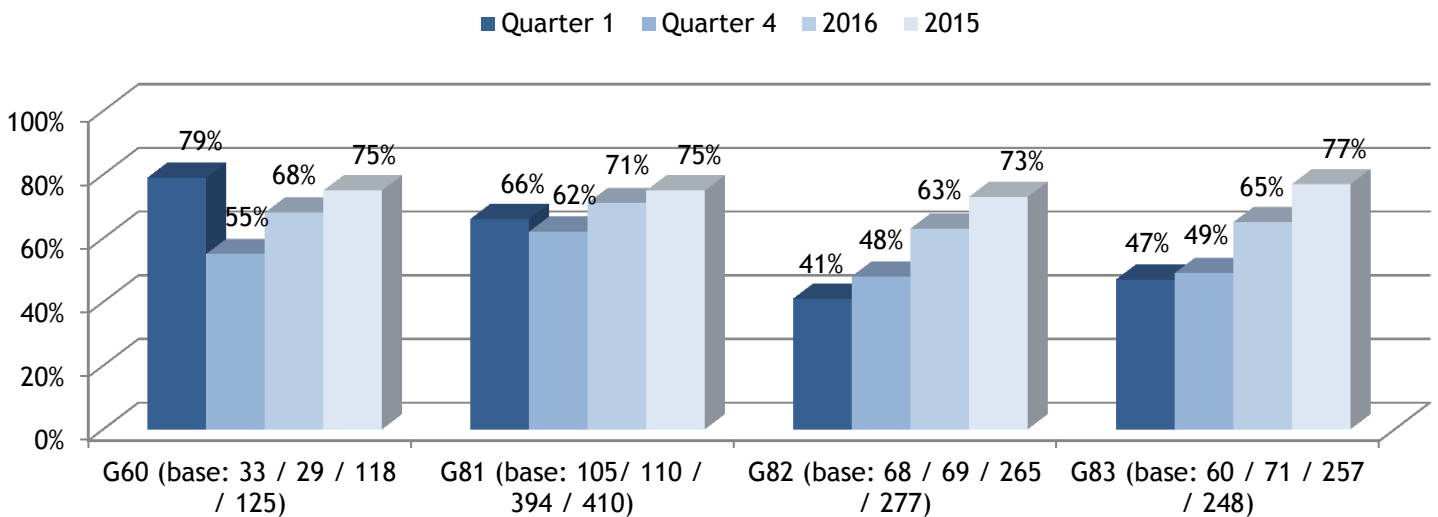


Figure 3.9: Gender

West Dunbartonshire Council takes account of residents’ views

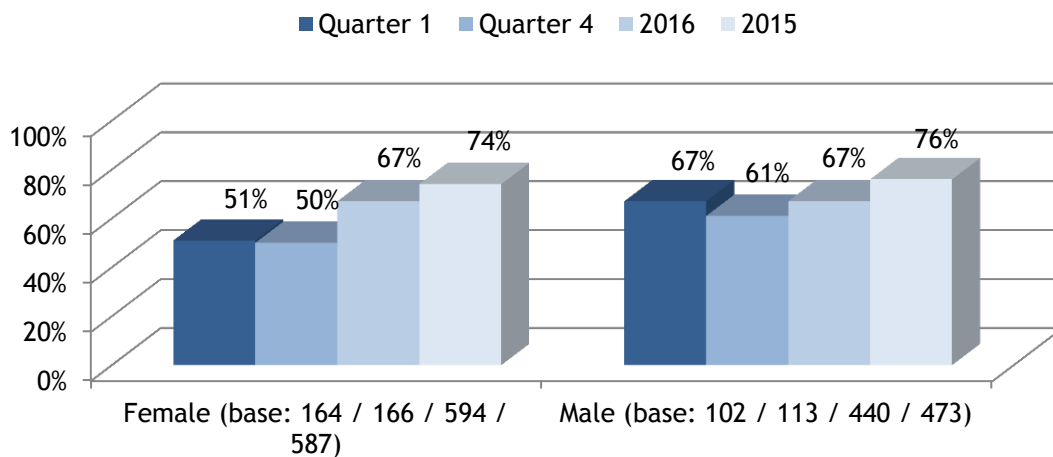
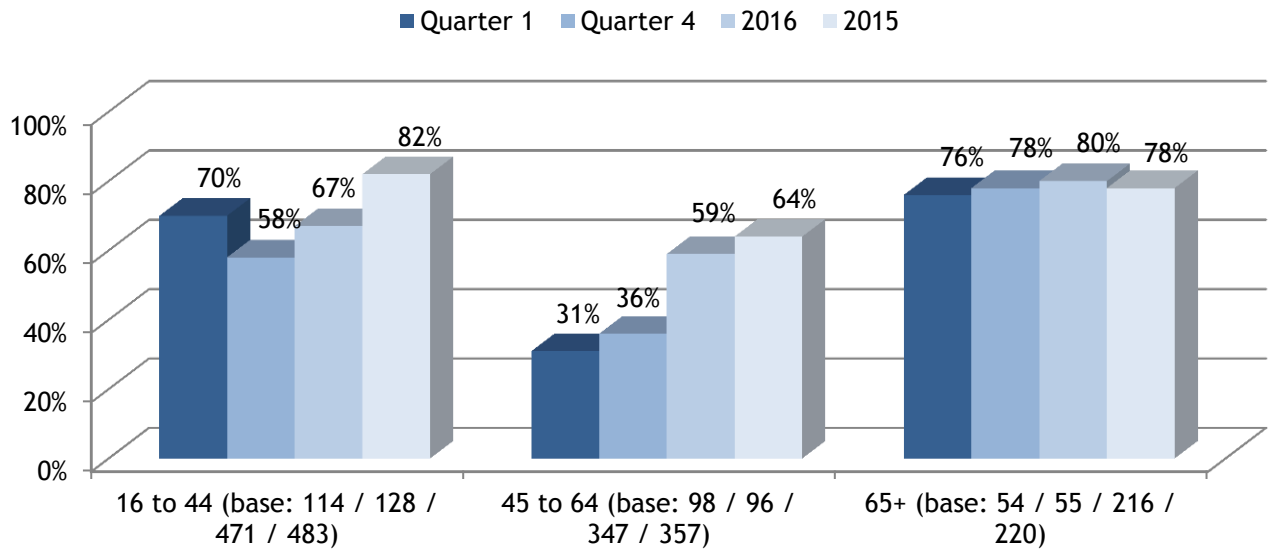


Figure 3.10: Age Band

West Dunbartonshire Council takes account of residents' views



3.8 Overall, results for Quarter 1 2017 have increased somewhat since the previous quarter, although they are lower when compared to the previous year. Agreement with this statement increased most notably amongst respondents in the G60 postcode area, males and those aged 16 to 44.

3.9 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

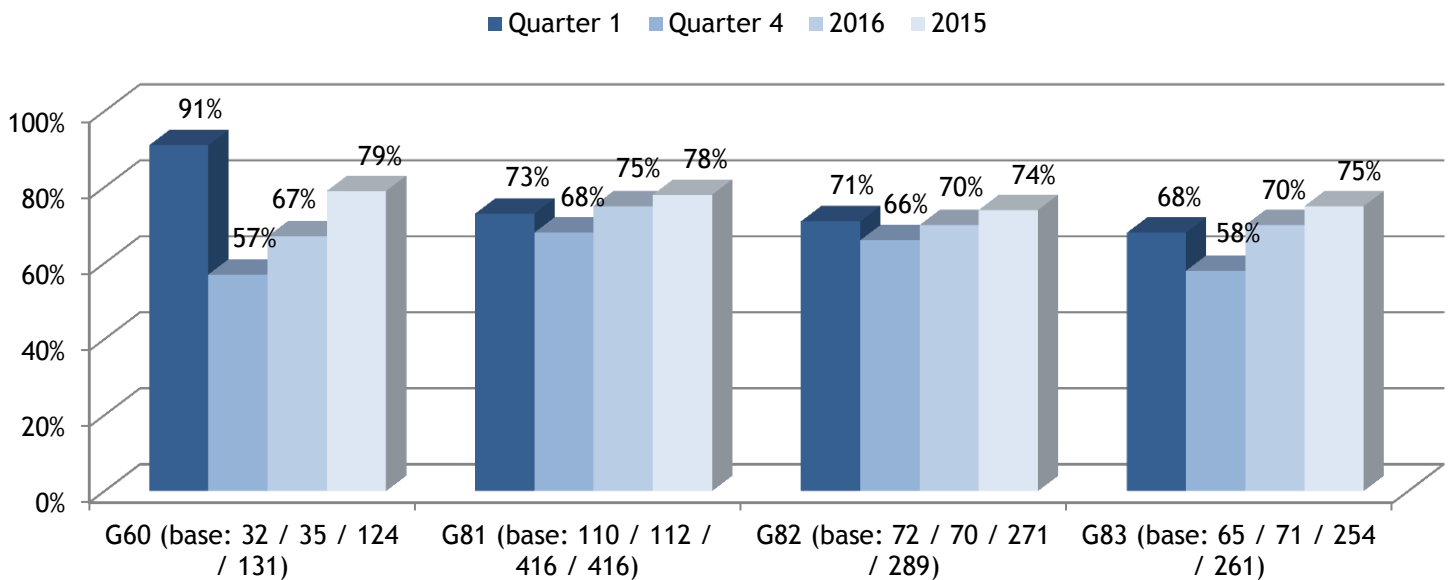


Figure 3.12: Gender

The Council communicates well with its residents

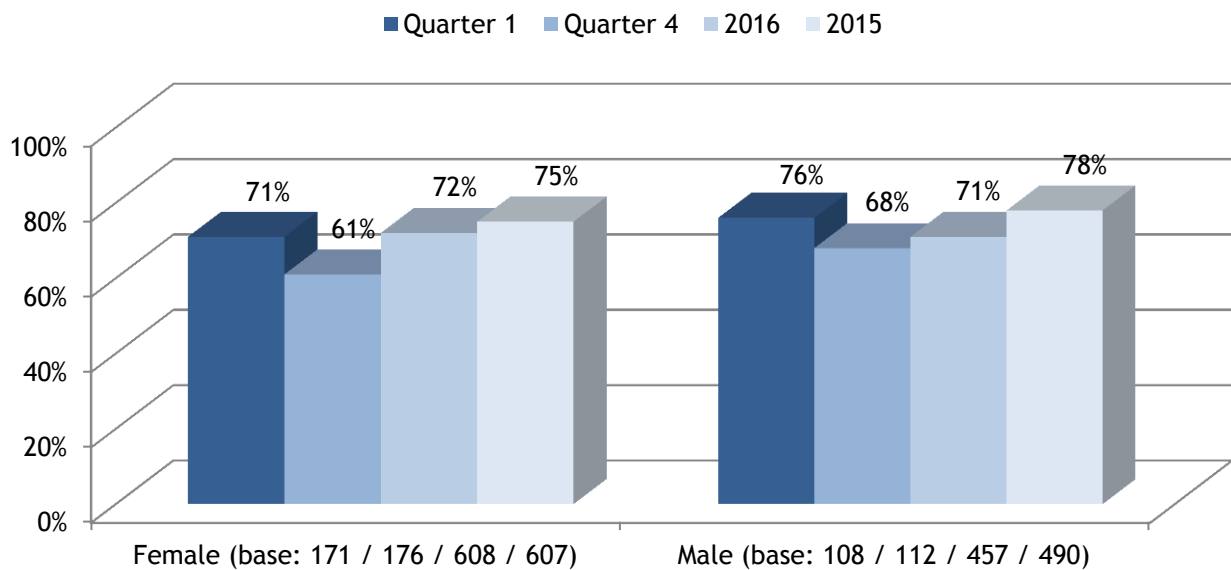
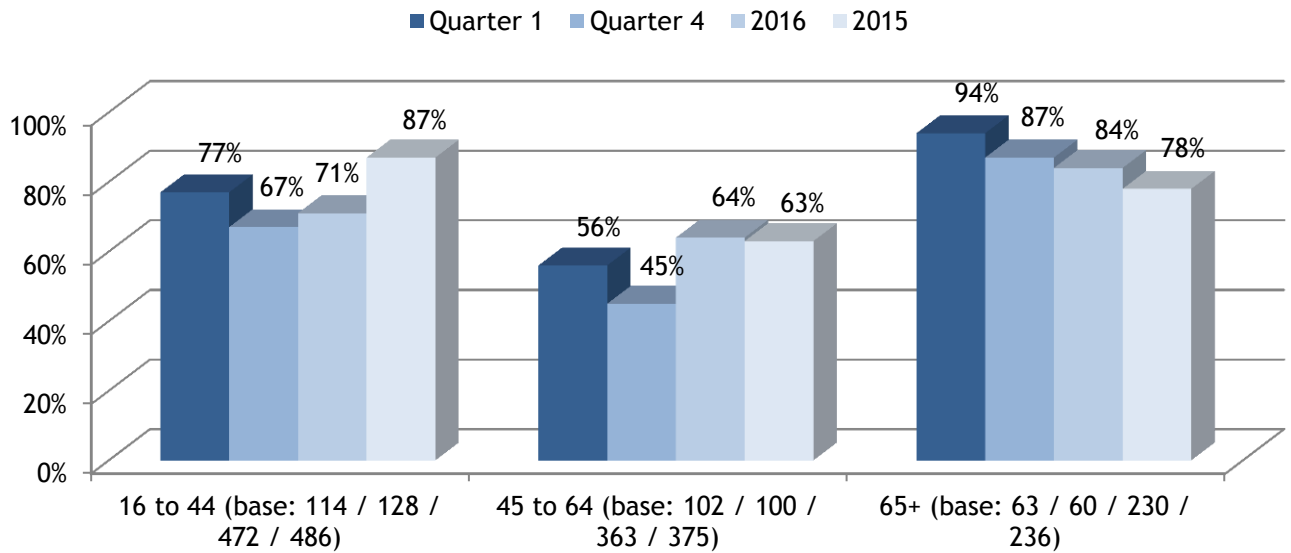


Figure 3.13: Age Band

The Council communicates well with its residents



3.10 Overall, results for Quarter 1 were considerably more positive than in Quarter 4. During this quarter, the most notable increases in agreement amongst those living in the G60 and G83 postcodes, females, those aged 16 to 44 and those aged 45 to 64.

3.11 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 ■ 2016 ■ 2015

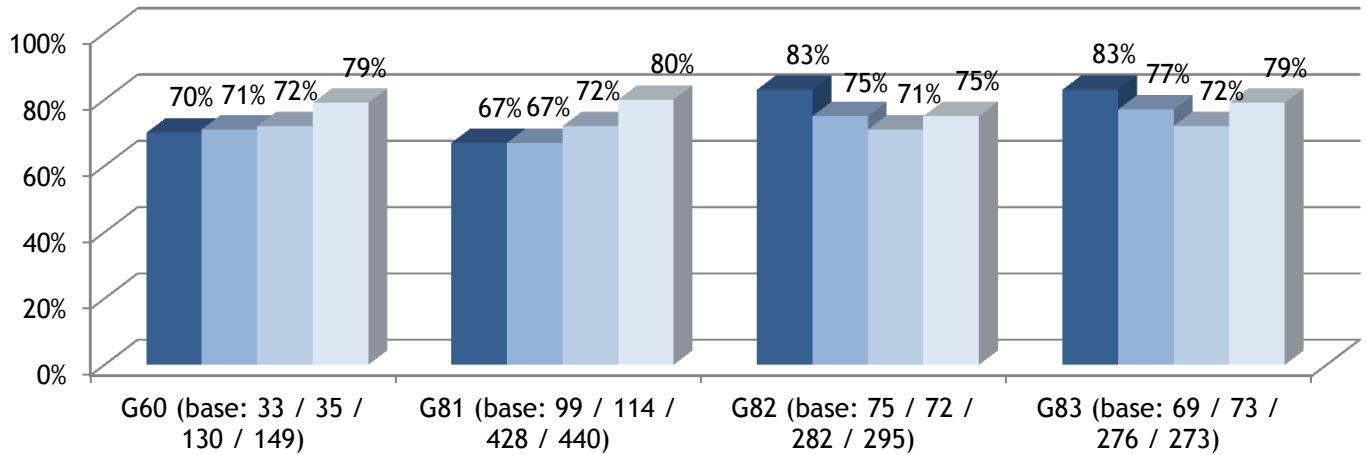


Figure 3.15: Gender

I would speak highly of West Dunbartonshire Council

■ Quarter 1 ■ Quarter 4 ■ 2016 ■ 2015

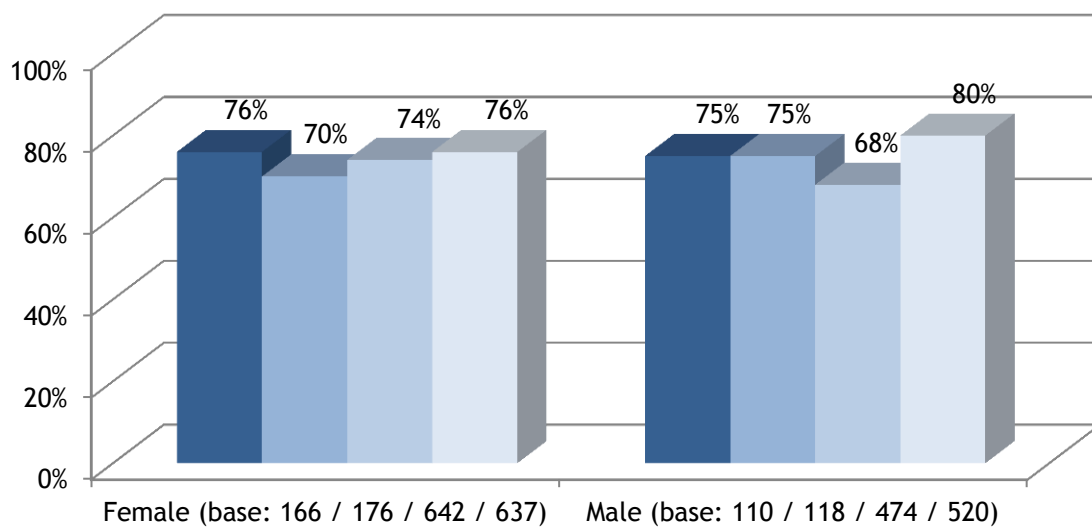
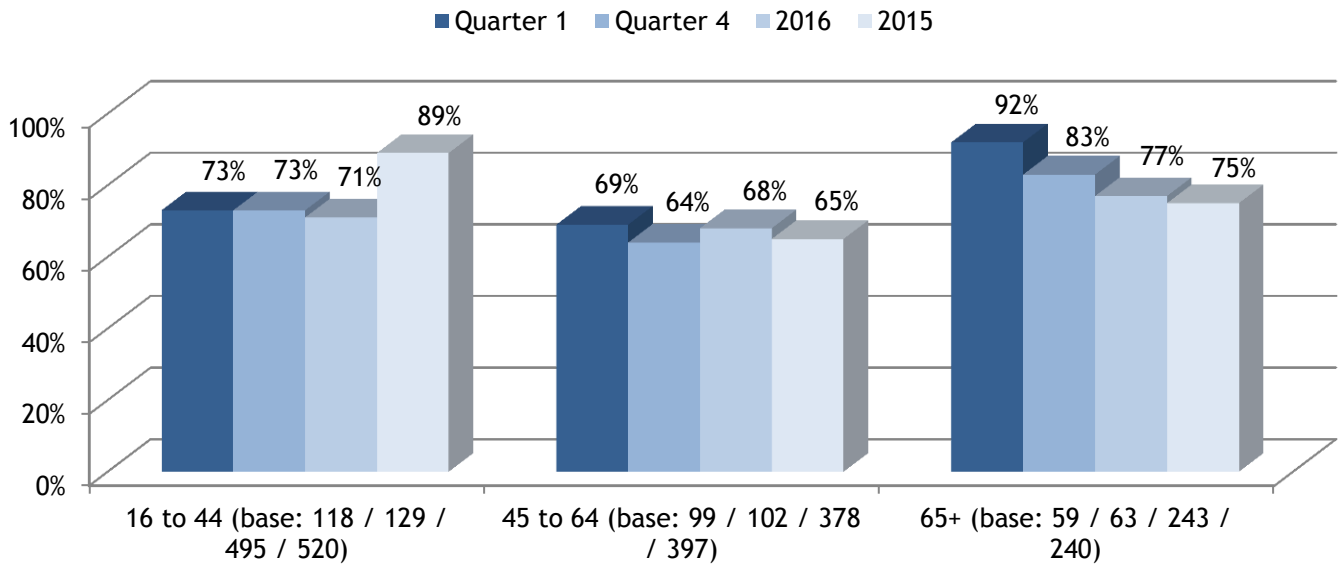


Figure 3.16: Age Band

I would speak highly of West Dunbartonshire Council



3.12 There was a higher level of agreement with this statement over this period as compared to Quarter 4, with the most notable increases observed amongst those in the G82 and G83 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 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?

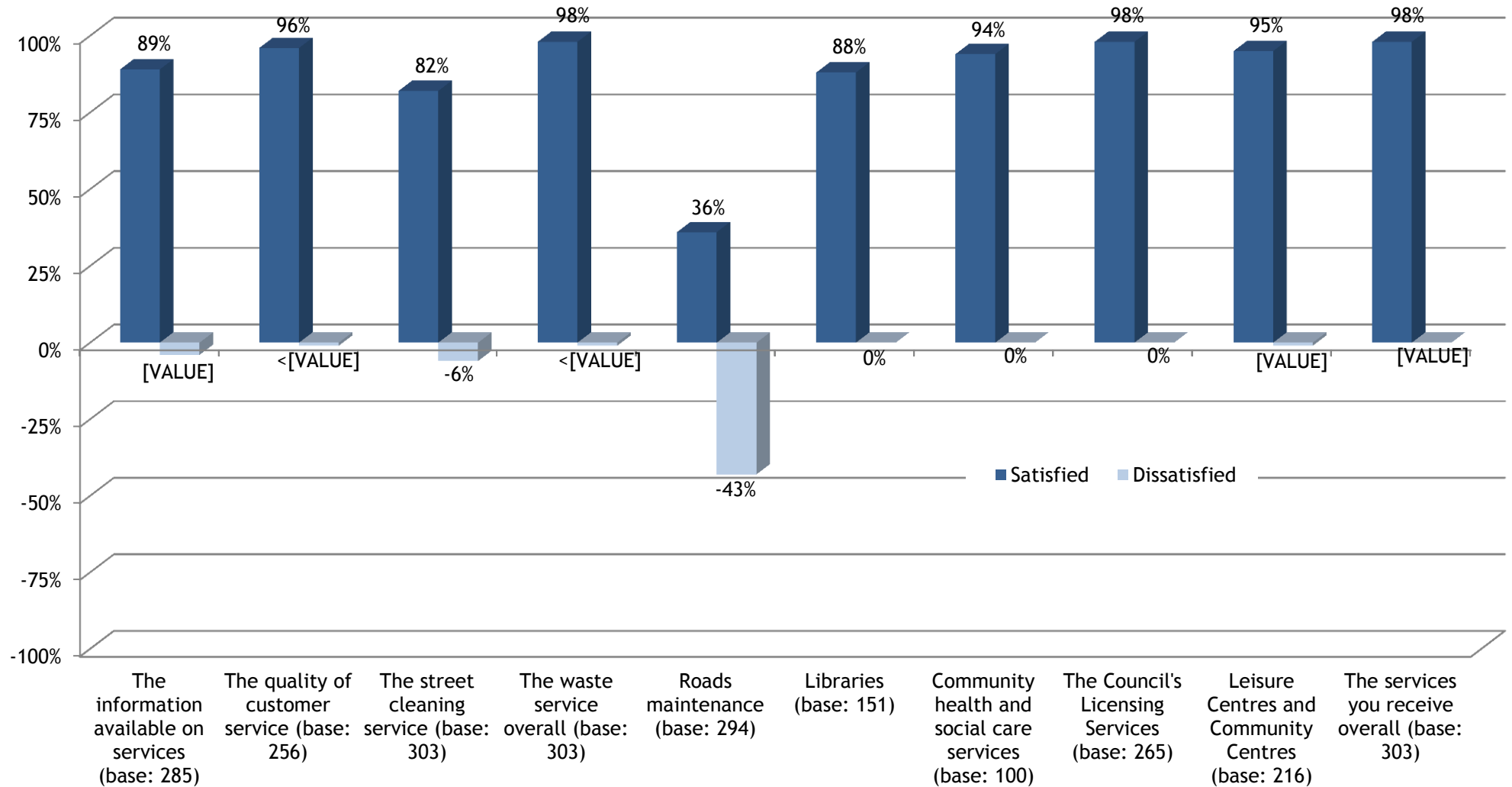


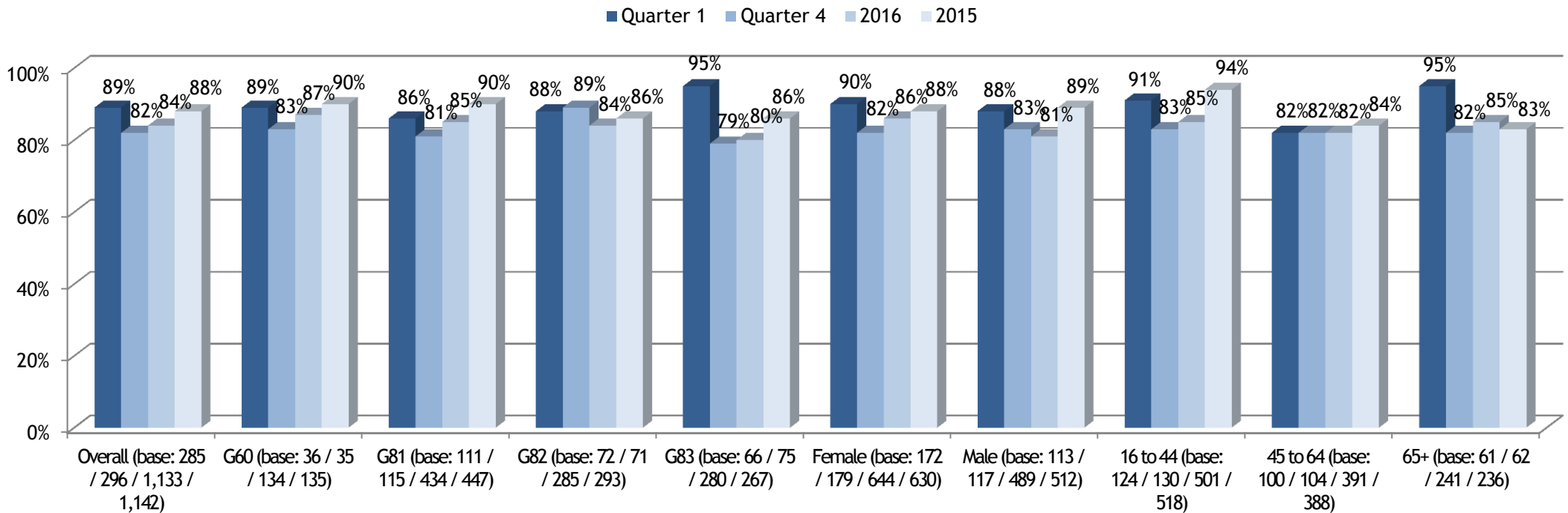
Table 4.1: Satisfaction with Council Services

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	89% (base: 285)	89% (base: 36)	86% (base: 111)	88% (base: 72)	95% (base: 66)	90% (base: 172)	88% (base: 113)	91% (base: 124)	82% (base: 100)	95% (base: 61)
The quality of customer service	96% (base: 256)	100% (base: 32)	91% (base: 93)	97% (base: 71)	100% (base: 60)	98% (base: 159)	93% (base: 97)	95% (base: 102)	95% (base: 93)	100% (base: 61)
The street cleaning service	82% (base: 303)	89% (base: 38)	86% (base: 118)	77% (base: 77)	76% (base: 70)	82% (base: 182)	81% (base: 121)	90% (base: 135)	70% (base: 104)	83% (base: 64)
The waste service overall	98% (base: 303)	100% (base: 38)	97% (base: 118)	97% (base: 77)	100% (base: 70)	98% (base: 182)	99% (base: 121)	99% (base: 135)	97% (base: 104)	100% (base: 64)
Roads maintenance	39% (base: 294)	54% (base: 35)	48% (base: 113)	31% (base: 77)	28% (base: 69)	44% (base: 178)	33% (base: 116)	49% (base: 130)	23% (base: 101)	46% (base: 63)
Libraries	88% (base: 151)	82% (base: 17)	85% (base: 59)	95% (base: 40)	89% (base: 35)	93% (base: 98)	79% (base: 53)	85% (base: 79)	87% (base: 38)	97% (base: 34)
Community health and social care services	94% (base: 100)	100% (base: 17)	93% (base: 54)	100% (base: 15)	86% (base: 14)	92% (base: 53)	96% (base: 47)	87% (base: 39)	95% (base: 20)	100% (base: 41)
Licensing Services	98% (base: 265)	95% (base: 37)	96% (base: 106)	100% (base: 68)	98% (base: 54)	98% (base: 152)	96% (base: 113)	97% (base: 122)	97% (base: 100)	100% (base: 43)
Leisure Centre and Community Centres	95% (base: 216)	97% (base: 33)	95% (base: 107)	95% (base: 42)	94% (base: 34)	94% (base: 123)	97% (base: 93)	95% (base: 129)	96% (base: 55)	94% (base: 32)
The services you receive overall	98% (base: 303)	100% (base: 38)	97% (base: 118)	99% (base: 77)	100% (base: 70)	98% (base: 182)	99% (base: 121)	99% (base: 135)	96% (base: 104)	100% (base: 64)

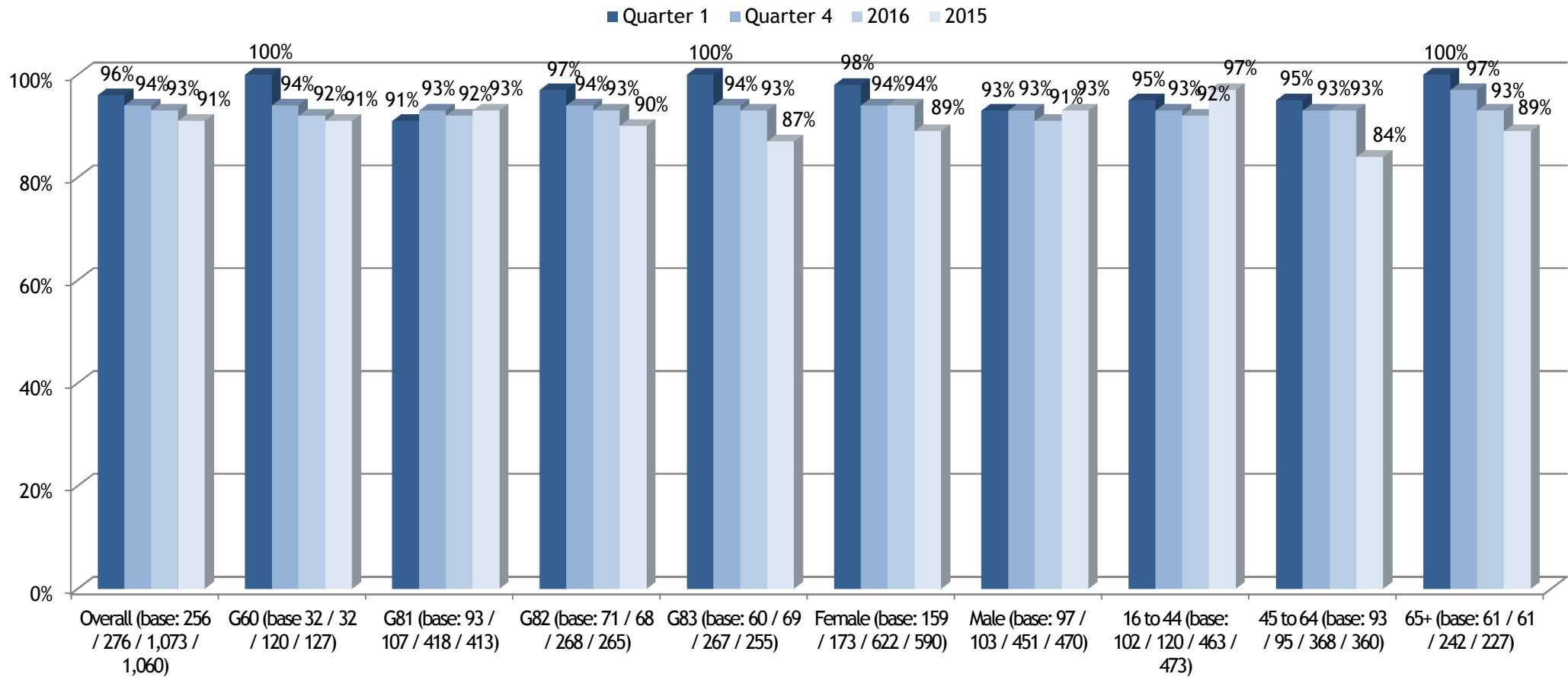
4.2 Graphical summaries of the levels of satisfaction for each of Quarter 1 2017, Quarter 4 2016, 2016 and 2015 are set out in Figures 4.2 to 4.14 below, with the results for each statement also being broken down by area, gender and age band.

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



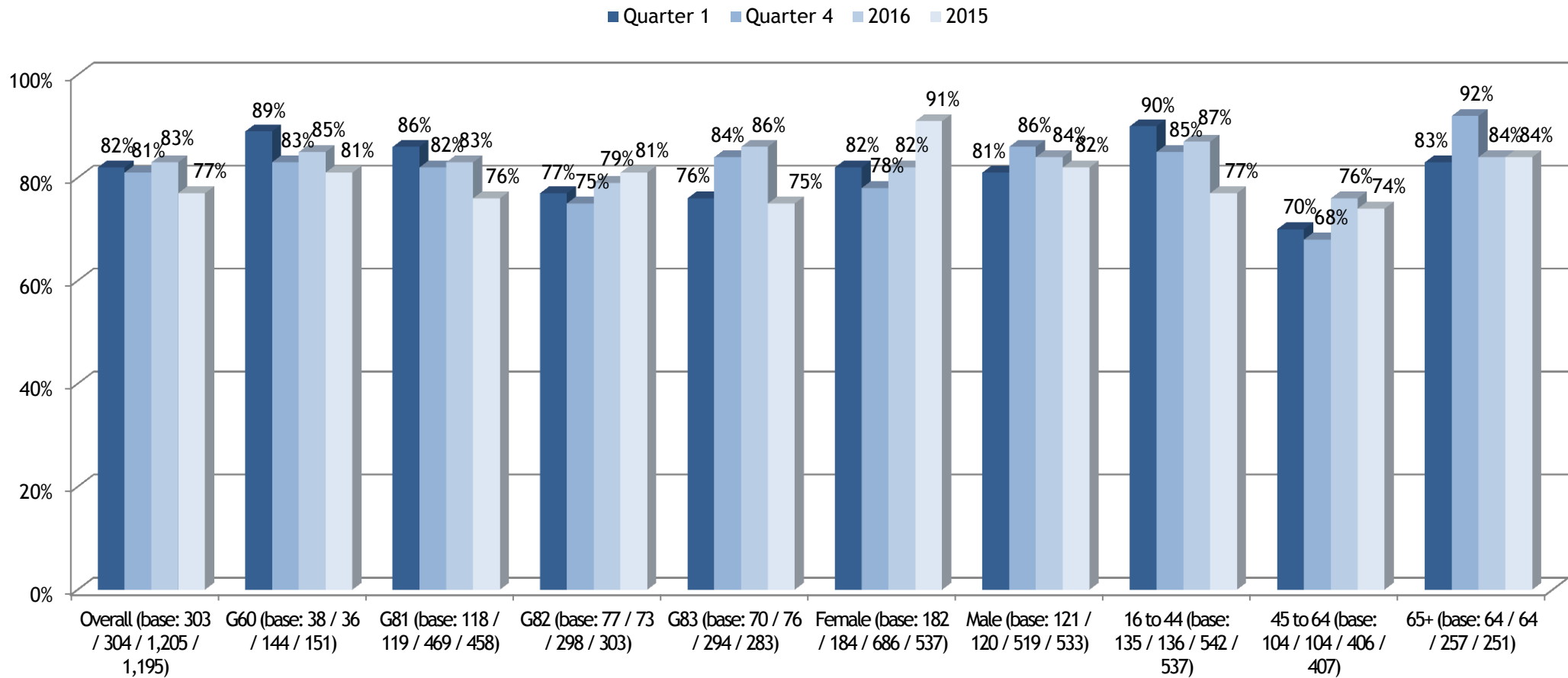
Overall, satisfaction with the information available from the Council on its services increased during Quarter 1 when compared to Quarter 4. This was mostly due to the impact of improved results in the G83 postcode area and amongst those aged 65+. Overall results are above those recorded in 2016.

Figure 4.3: The Quality of Customer Service



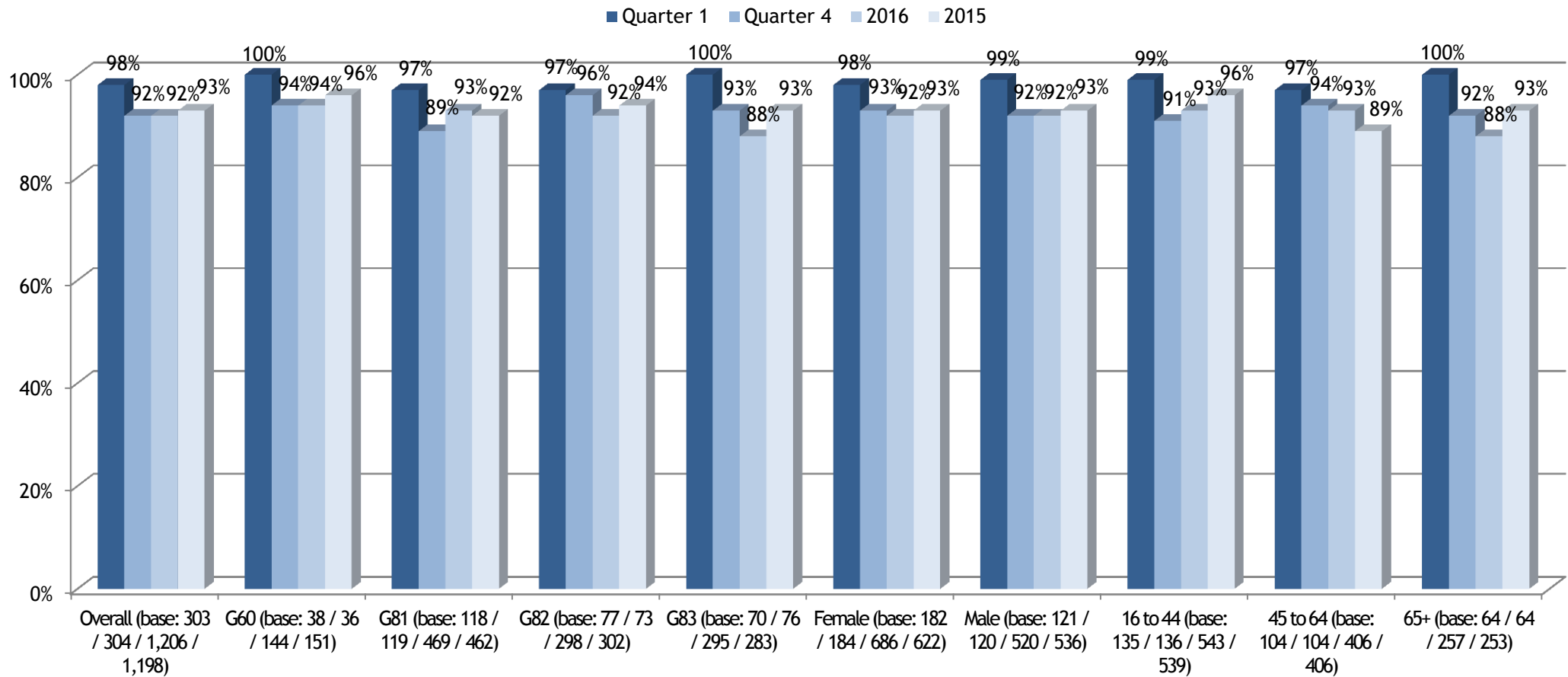
Satisfaction with the quality of customer service rose slightly between Quarter 4 and Quarter 1. Notable increases in satisfaction are noted amongst those in the G60 and G83 postcode areas and females.

Figure 4.4: The Street Cleaning Service



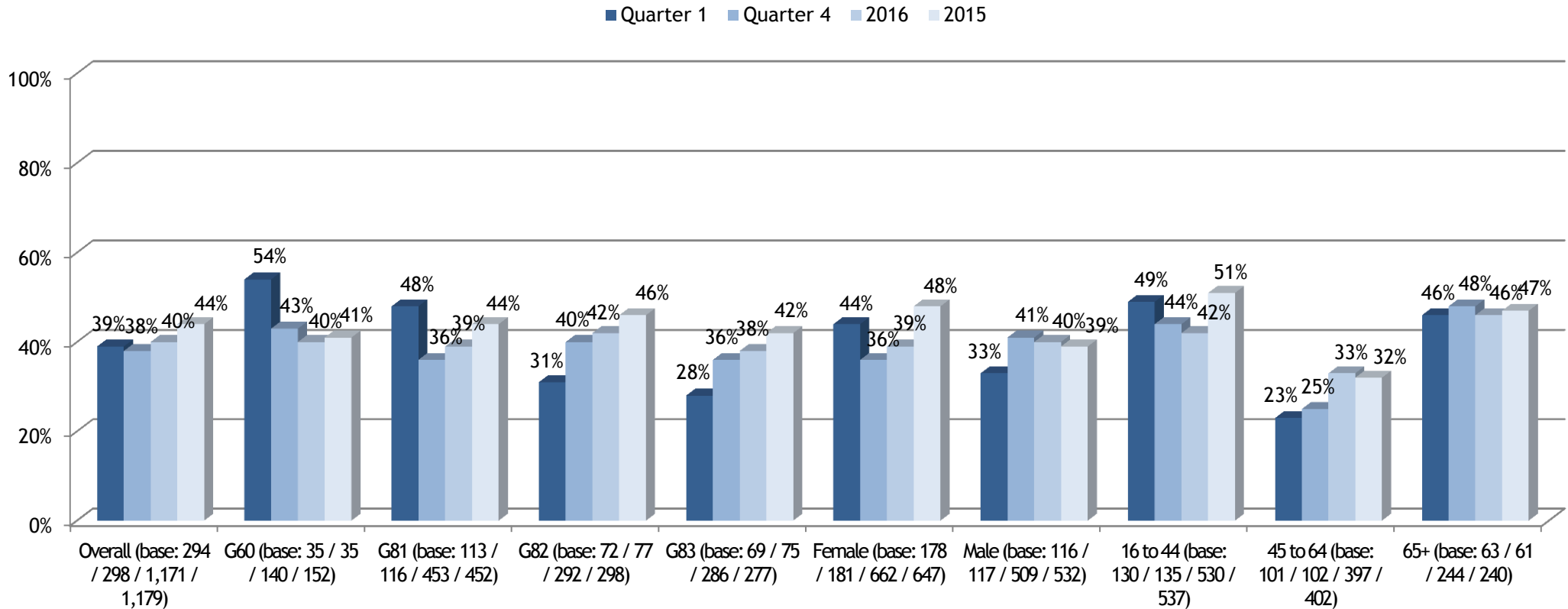
Overall ratings for the street cleaning service increased very slightly between Quarter 4 and Quarter 1. Rises in satisfaction were most apparent in the G60 and G82 postcode areas, females and amongst those aged 16-44. However, decreases were apparent amongst those in the G83 postcode area, males and those aged 65+.

Figure 4.5: The Waste Service Overall



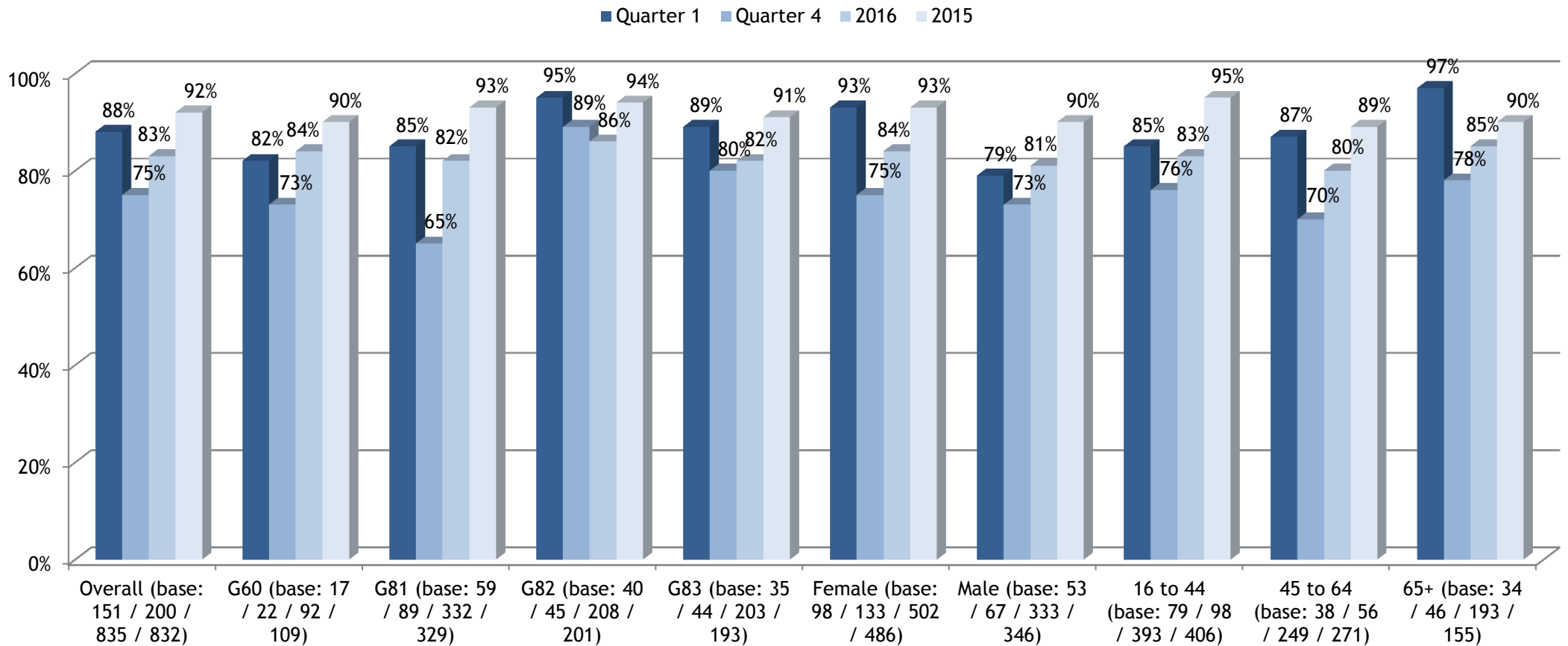
There was a rise in satisfaction with the waste service overall in Quarter 1 compared to Quarter 4, which was most pronounced in the G81 and G83 postcode areas, amongst males, those aged 16-44 and those aged 65+.

Figure 4.6: Roads Maintenance



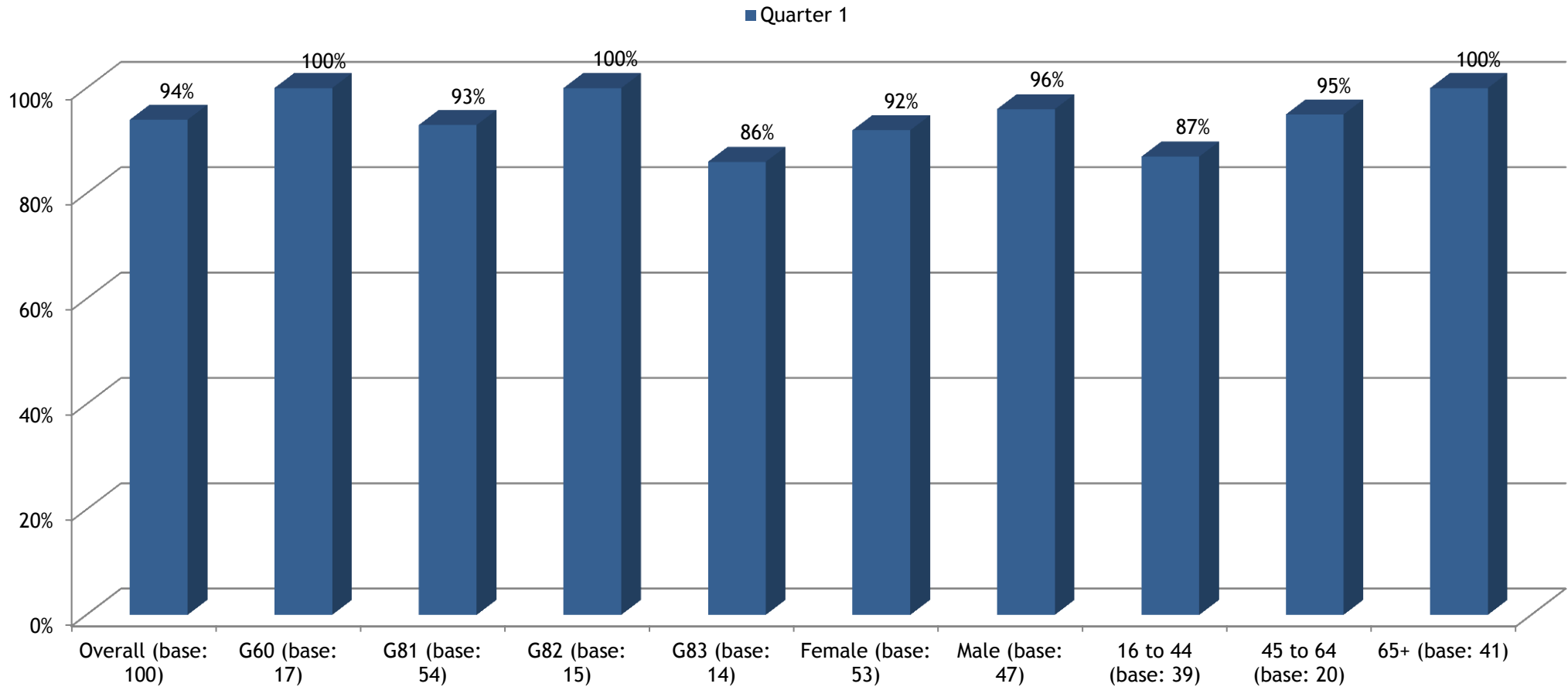
Satisfaction with road maintenance continues to be low in comparison to other services, with Quarter 1 satisfaction up very slightly from Quarter 4. Increases in satisfaction are observed in the G60 and G81 postcode areas, females and amongst those aged 16-44. Decreases are noted in the G82 and G83 postcode areas and amongst males.

Figure 4.7: Libraries



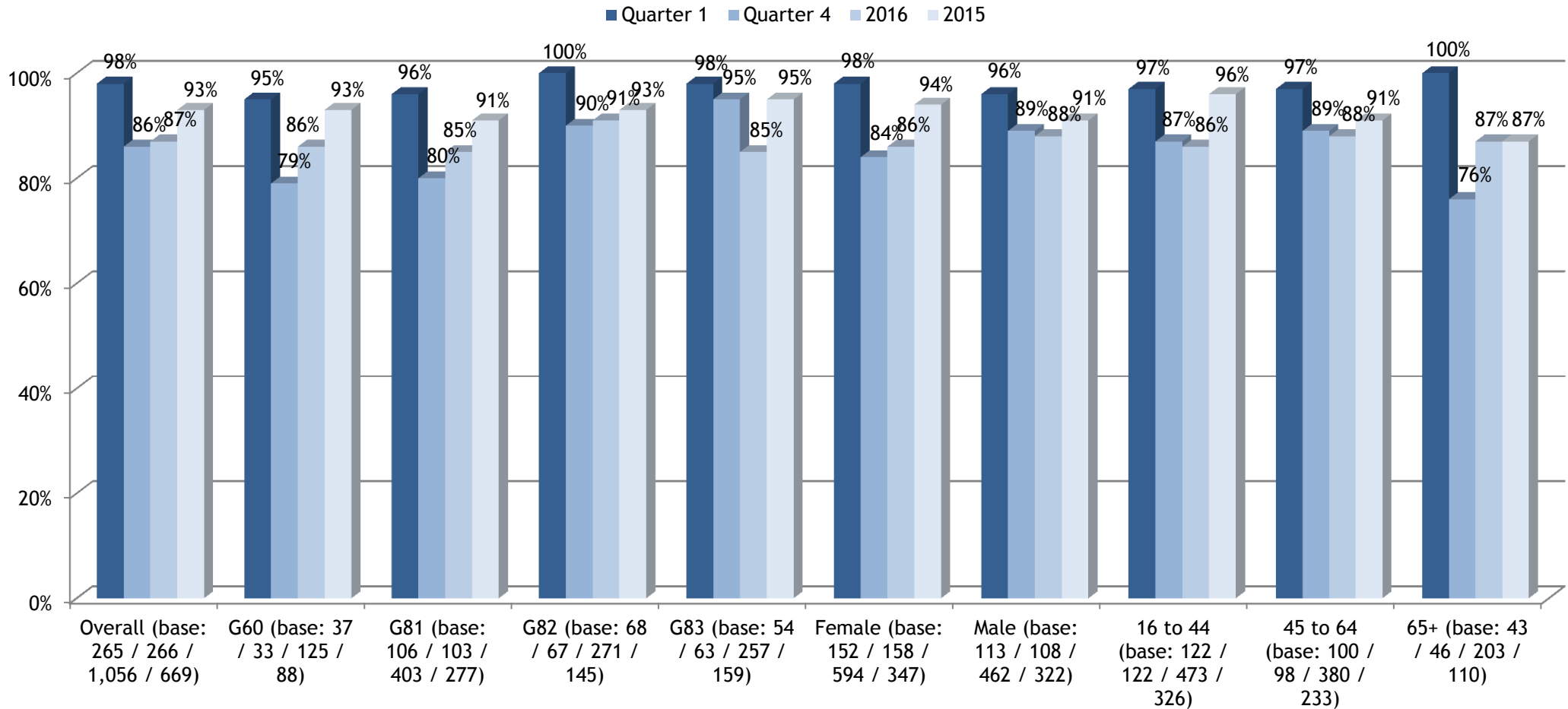
Overall, there was a large increase in satisfaction levels with Council libraries between Quarter 4 and Quarter 1. This increase is most notable amongst those in the G81 postcode area, females, those aged 45-64 and those aged 65+.

Figure 4.8: Community Health and Social Care Services



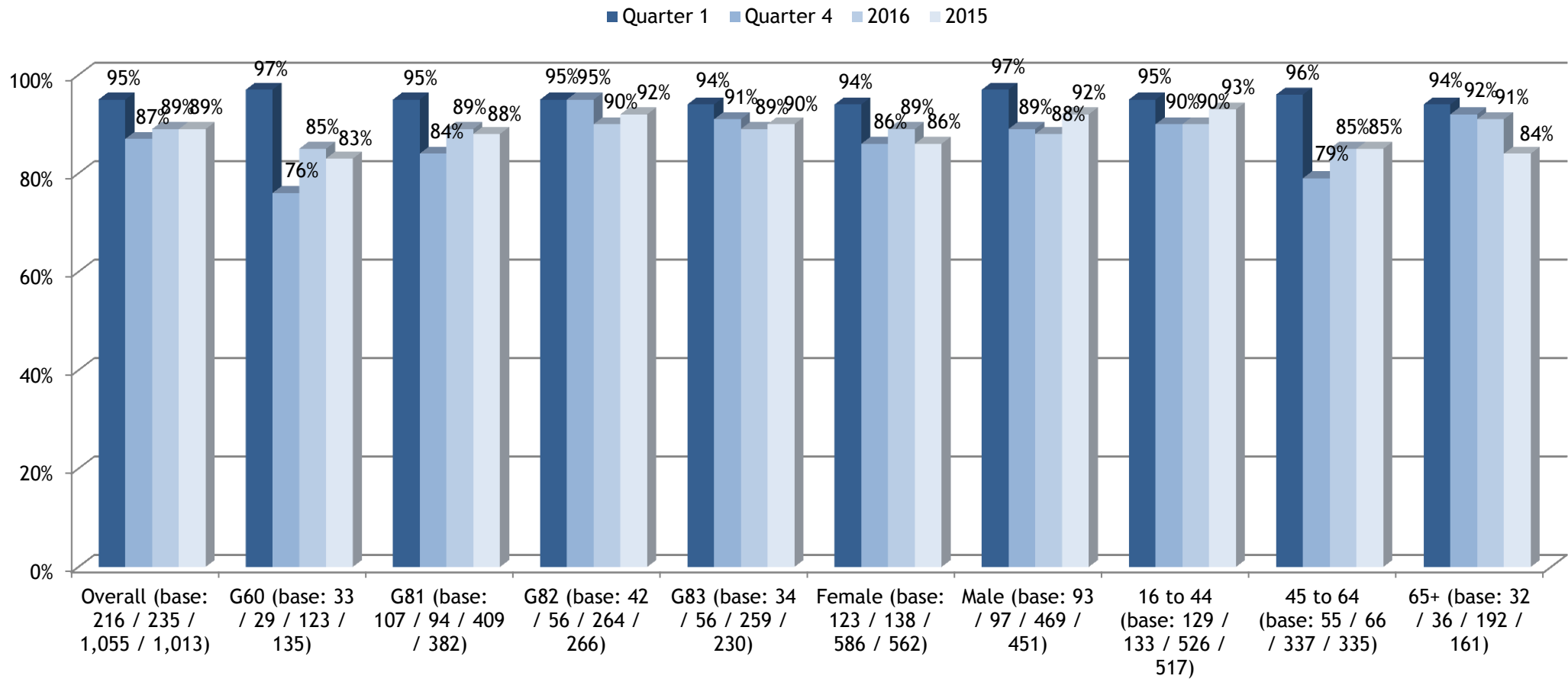
Respondents were asked in Quarter 1 for the first time their satisfaction with community health and social care services. Overall, satisfaction was highest in the G60 and G82 postcode areas and amongst those aged 65+.

Figure 4.9 The Council's Licensing Service



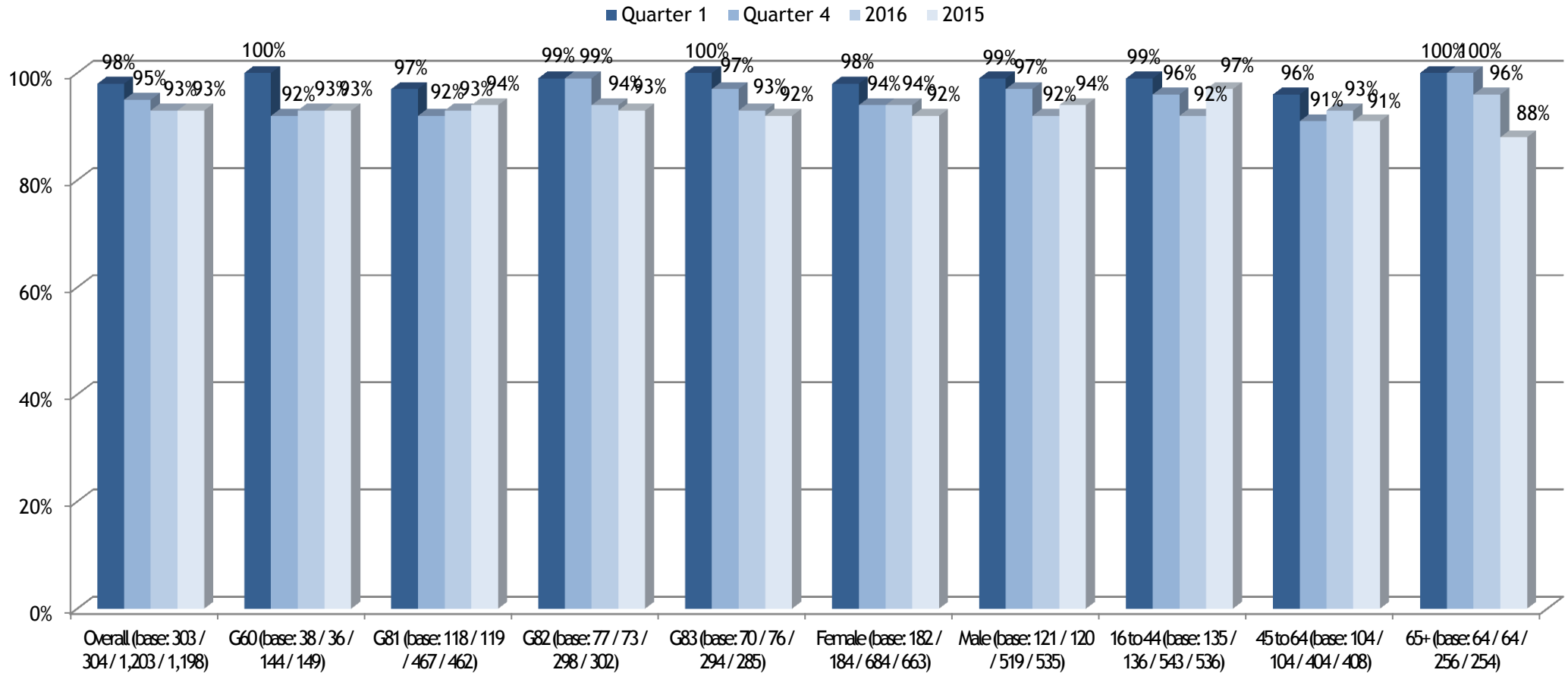
Satisfaction with the Council's licensing service increased during Quarter 1. This was most apparent in the G60 and G81 postcode areas, females and those aged 65+.

Figure 4.10: Leisure Centres and Community Centres



Satisfaction with leisure centres and community centres improved between Quarter 4 and Quarter 4. This improvement was most notable in the G60 and G81 postcode areas and those aged 45-64.

Figure 4.11: The Services You Receive From West Dunbartonshire Council Overall



There was an increase during Quarter 1 in overall satisfaction with the services received from West Dunbartonshire Council overall. This rise was most apparent in the G60 postcode area and those aged 45-64.

5.0 CONTACT WITH THE COUNCIL

5.1 From January 2017, respondents were asked if they had ever used the Council's website, as shown in Table 5.1.

Table 5.1: Have Ever Used the Council's Website

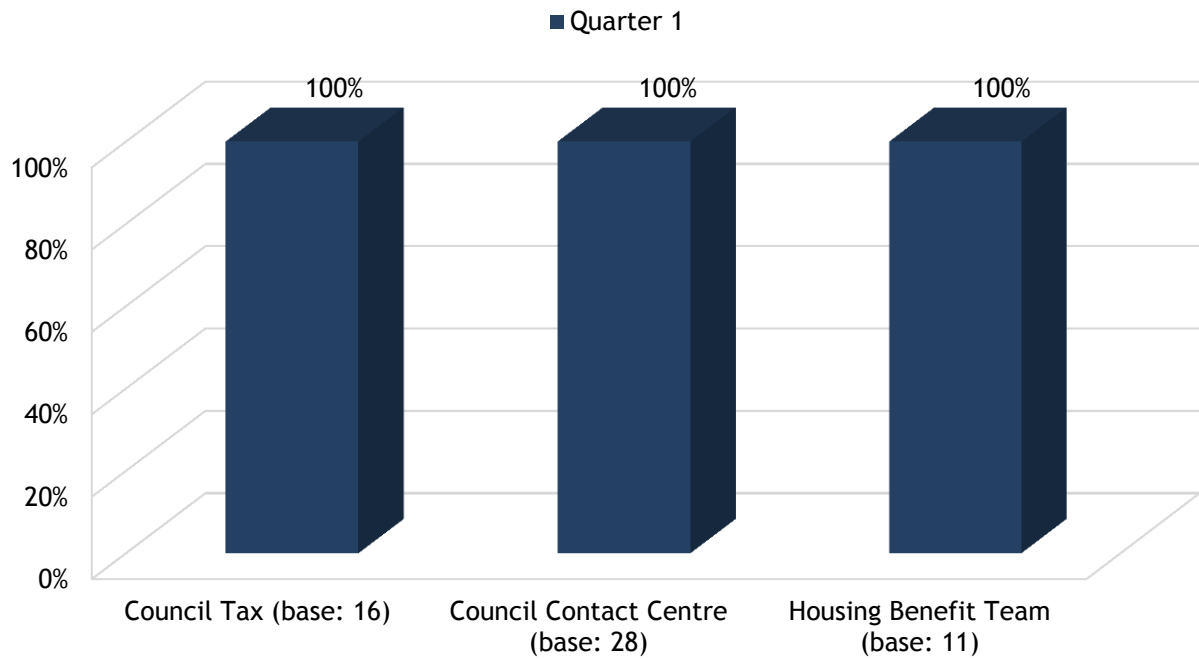
Category of Respondent	Proportion of respondents	Base
G60	45%	38
G81	36%	118
G82	26%	77
G83	24%	70
Female	37%	182
Male	24%	121
16 to 44	39%	135
45 to 64	37%	104
65+	8%	64
Overall	32%	303

Usage of the website was highest in the G60 postcode area, amongst females, those aged 16-44 and those aged 45-64.

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

Table 5.2: Contact with Council Services in Last 6 Months

Category of Respondent	Proportion of respondents			Base
	Council Tax	Council Contact Centre	Housing Benefit Team	
G60	8%	5%	3%	38
G81	9%	8%	5%	118
G82	1%	13%	4%	77
G83	3%	10%	1%	70
Female	5%	11%	5%	182
Male	6%	7%	1%	121
16 to 44	5%	5%	2%	135
45 to 64	7%	10%	6%	104
65+	5%	17%	3%	64
Overall	6%	9%	4%	303



5.3 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 100%.

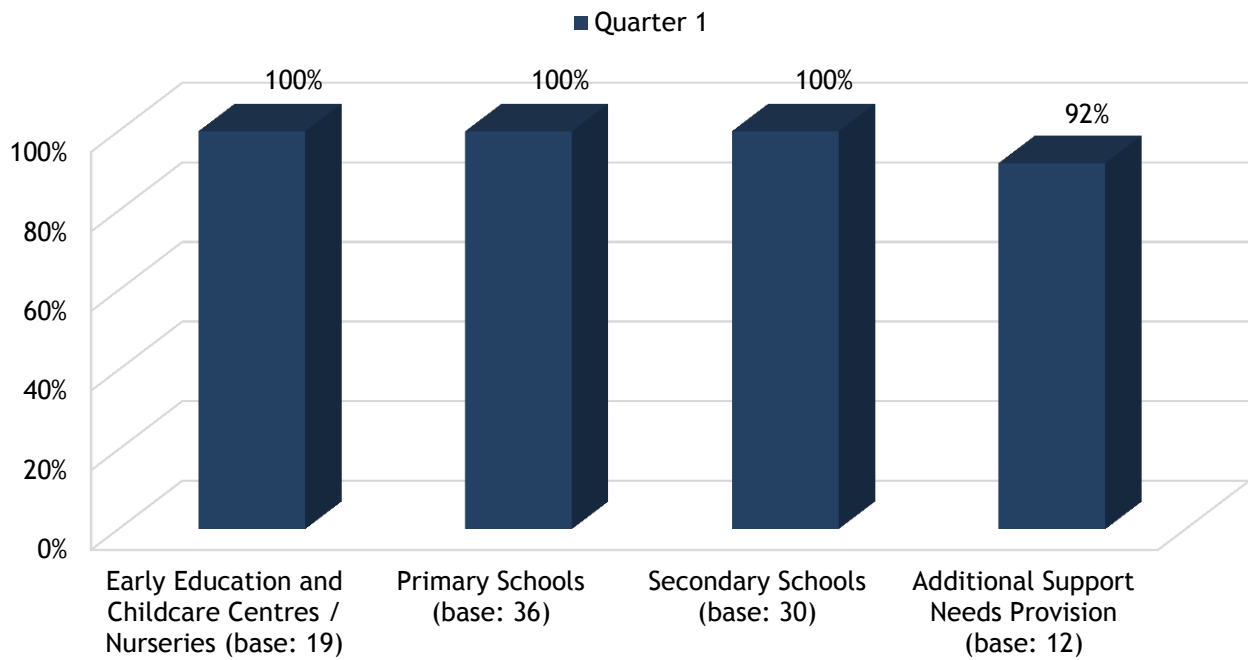
Figure 5.1: Satisfaction with Service Received

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.

Table 6.1: Service Experienced in Last 6 Months

Category of Respondent	Proportion of respondents				Base
	Early Education and Childcare Centres / Nurseries	Primary Schools	Secondary Schools	Additional Support Needs Provision	
G60	8%	21%	8%	0%	38
G81	5%	17%	9%	2%	118
G82	5%	4%	12%	5%	77
G83	10%	7%	10%	9%	70
Female	10%	14%	13%	4%	182
Male	2%	8%	6%	3%	121
16 to 44	13%	18%	7%	0%	135
45 to 64	2%	12%	19%	5%	104
65+	0%	0%	0%	11%	64
Overall	7%	12%	10%	4%	303



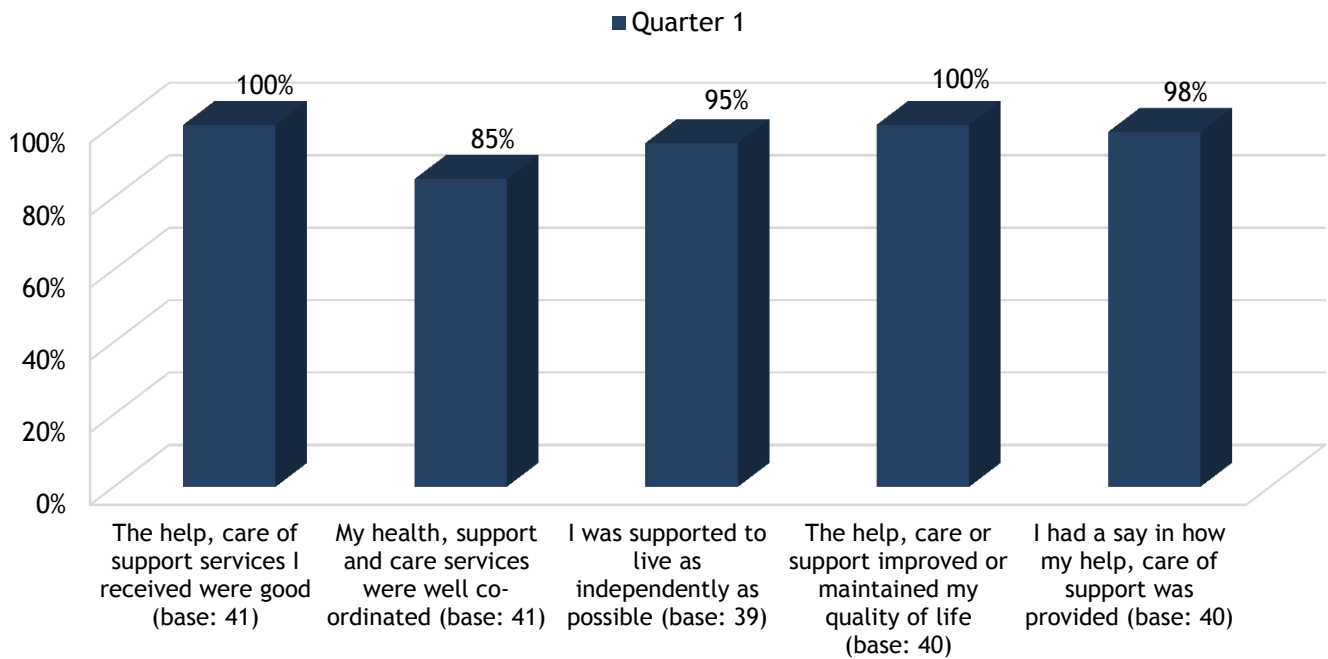
6.2 Satisfaction with each of these services, for those who had experienced them, was very high, as shown in Figure 6.1.

Figure 6.1: Satisfaction with Service Received

6.3 15% of respondents had used social care or community-based healthcare support in the community in the last 12 months. This figure was notably higher amongst those aged 65+.

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

Category of Respondent	Proportion of respondents	Base
G60	13%	38
G81	15%	118
G82	13%	77
G83	16%	70
Female	18%	182
Male	10%	121
16 to 44	1%	135
45 to 64	10%	104
65+	50%	64
Overall	15%	303



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

For each of these statements, high levels of agreement are noted, particularly with regard to the help, care or support services received being good and the help, care or support improving in or maintaining quality of life.