



Reputation Tracker Survey

15 Month Report

January 2018 to March 2019



Contents

	Page
1.0 Survey Overview	1
2.0 Overall Perception of Council	2
3.0 Satisfaction with Services and Service Delivery	3

1.0 SURVEY OVERVIEW

- 1.1 The monthly telephone survey commenced in 2013, with 100 residents per month asked to give their views on a range of statements about council services. 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 1,500.
- 1.2 The first five questions are key satisfaction questions and are replicated consistently year on year. The five general statements measure the *Perception of the Council* and ask residents to express satisfaction, or otherwise. These results are shown in section two below.
- 1.3 Additionally, respondents are asked to express their degree of satisfaction or dissatisfaction with a range of Council services and aspects of service delivery. The results for these areas are shown in section three below and arranged by service areas.

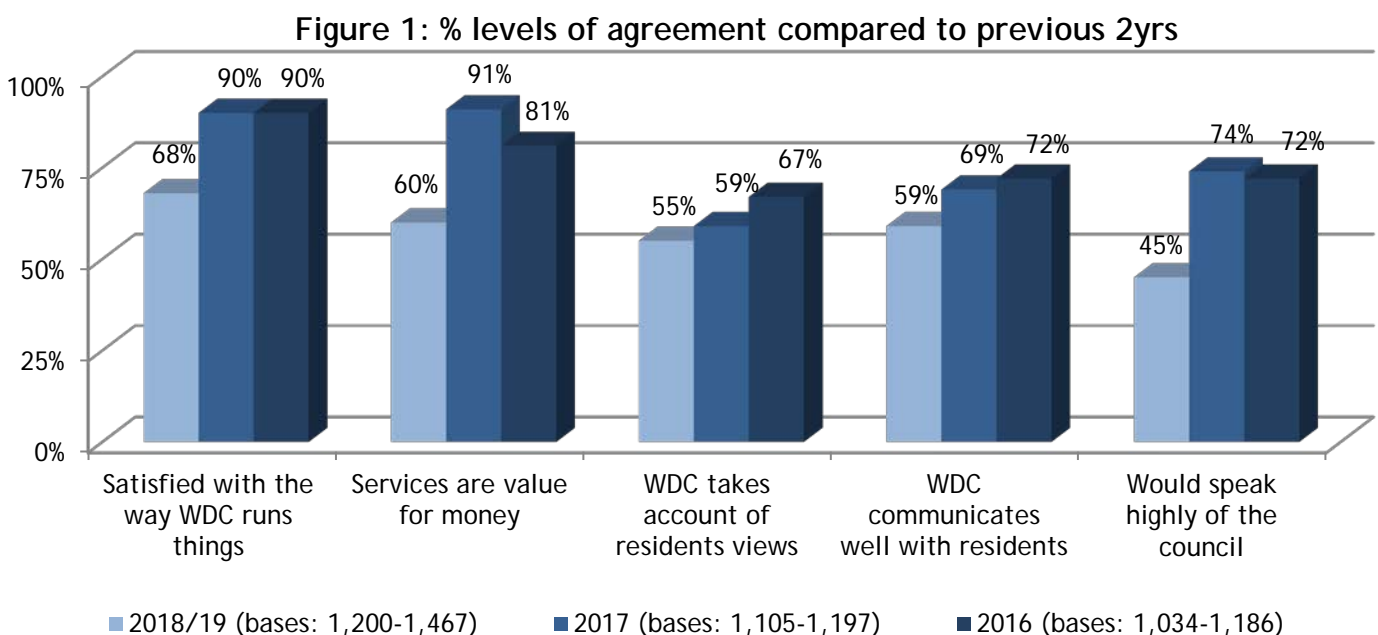
2.0 OVERALL PERCEPTION OF COUNCIL

2.1 The results are shown below. The trend is shown against the previous annual figure (Jan-Dec 2017). Where there is no trend this is because comparative data is not available for 2017 as the measures were introduced in 2018.

Trend



2.2 Figure 1 illustrates levels of agreement with statements for January 2018 to March 2019 and compares this to January to December in 2017 and 2016.

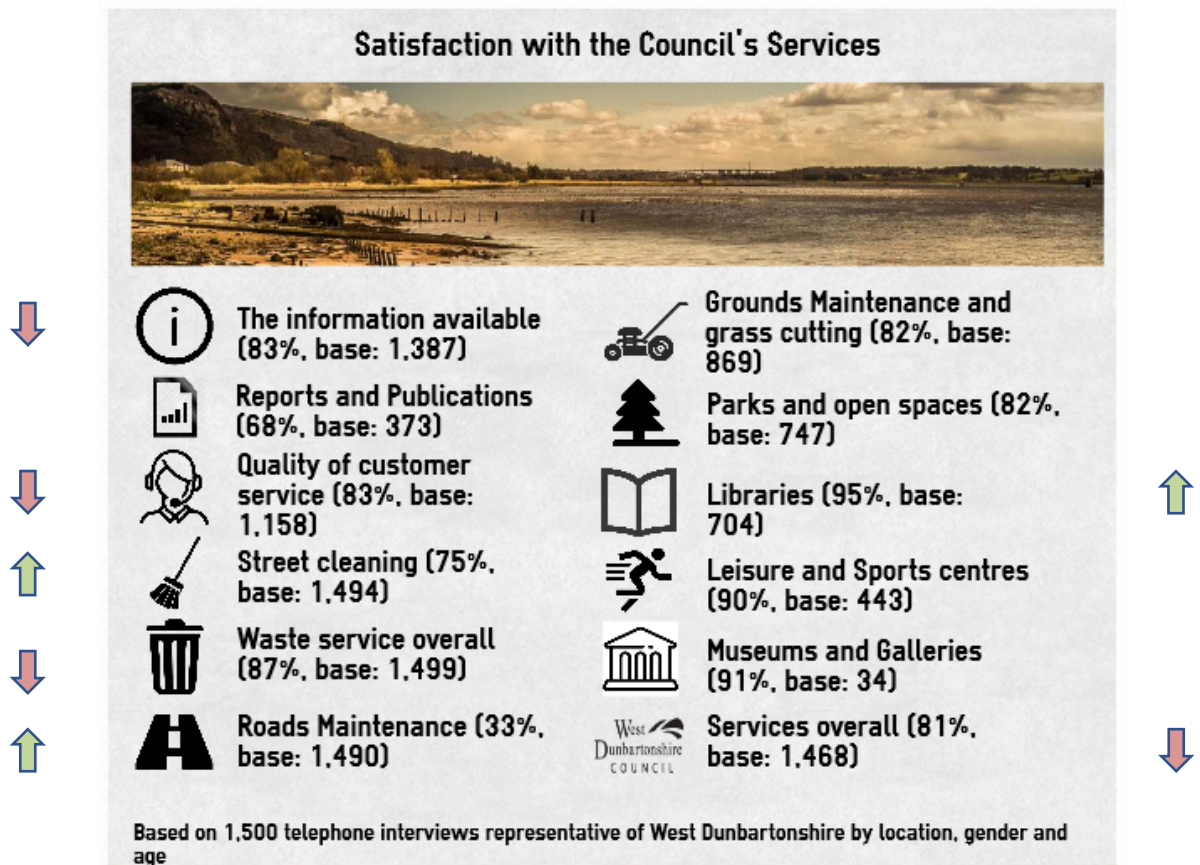


3.0 SATISFACTION WITH SERVICES AND SERVICE DELIVERY

3.1 The information shown in the illustration below details the overall satisfaction level for each service and service delivery area from the survey, with the base included for illustrative purposes. The trend against 2017 annual results is shown where available, however a number of measures have been revised or introduced over the year meaning comparison is not yet available.

Trend

Trend



COMMUNICATION, CULTURE AND COMMUNITIES

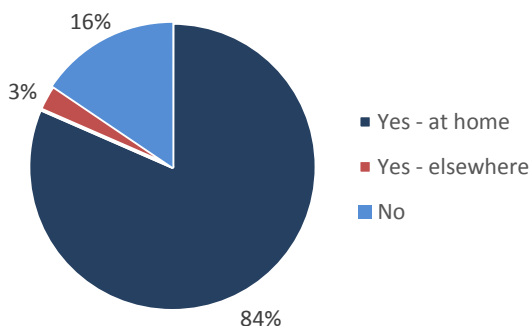
3.2 The table below details performance of communication, culture and communities services for January 2018 to March 2019 and provides a comparison against the 2017 annual result. Comparative data for **Reports and Publications** is not available for 2017 as these were introduced in 2018.

% satisfaction levels compared to previous year

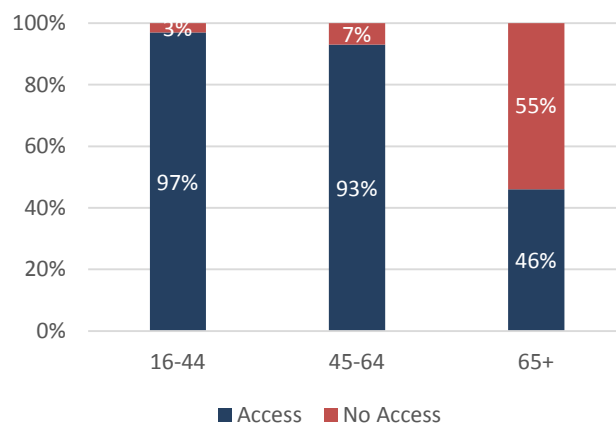
Communication, Culture and Community Services	Satisfaction		
	2017	2018/19	% Change
Information available on services (2017 base: 1,130, 2018/19 base: 1,387)	92%	83%	-9%
Libraries (2017 base: 487, 2018/19 base: 704)	91%	95%	+4%
Quality of customer service (2017 base: 1,056, 2018/19 base: 1,158)	98%	83%	-15%
Contact centre (2017 base: 73, 2018/19 base: 104)	96%	84%	-12%
Council Website (2017 base: 376, 2018/19 base: 431)	99%	90%	-9%
Reports & Publications (2018/19 base: 373)	-	68%	-

3.3 More detailed questions were asked in relation to **Accessibility of the internet**, with 84% of respondents confirming they have access to the internet. The lowest levels of internet access are in the over 65 age band with only 46% of over 65 respondents having internet access.

% internet access



Internet access by age band



3.4 The spotlight on usage of the council’s website shows 57% of residents have used the website, of those, 90% were satisfied with the website. This is a decrease of 9% from the previous year.

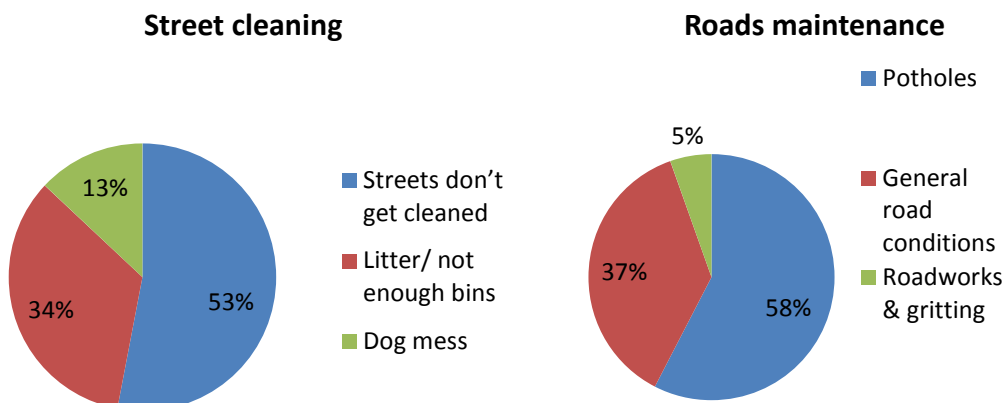
ENVIRONMENT AND NEIGHBOURHOOD

3.5 The table below details environment and neighbourhood services for January 2018 to March 2019 and compares to the previous annual result. Comparative data for Grounds maintenance and grass cutting, Parks and open spaces, Leisure and sports centres and Local community centres is not available for 2017 as these service areas were revised/ introduced in 2018.

% satisfaction levels compared to previous year

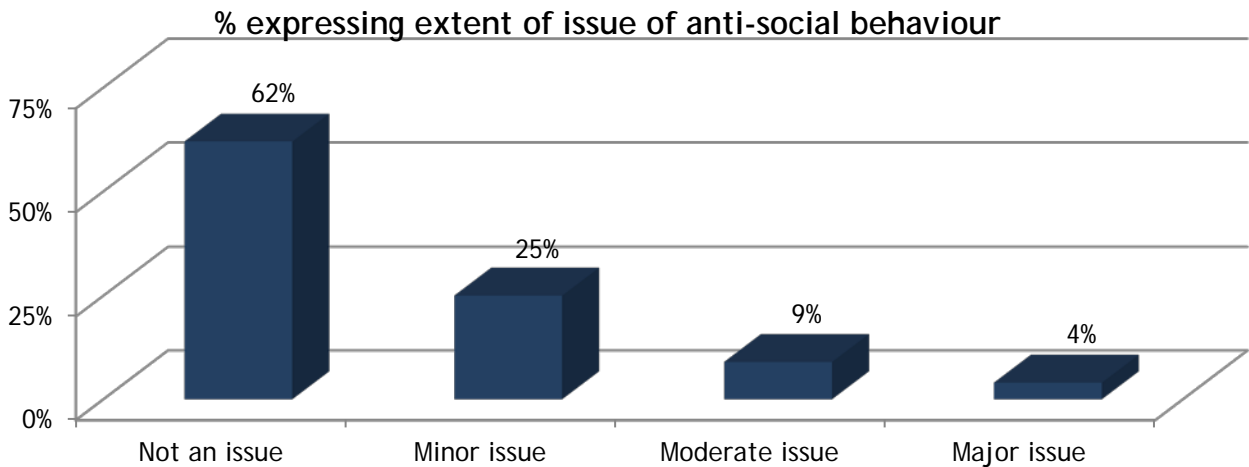
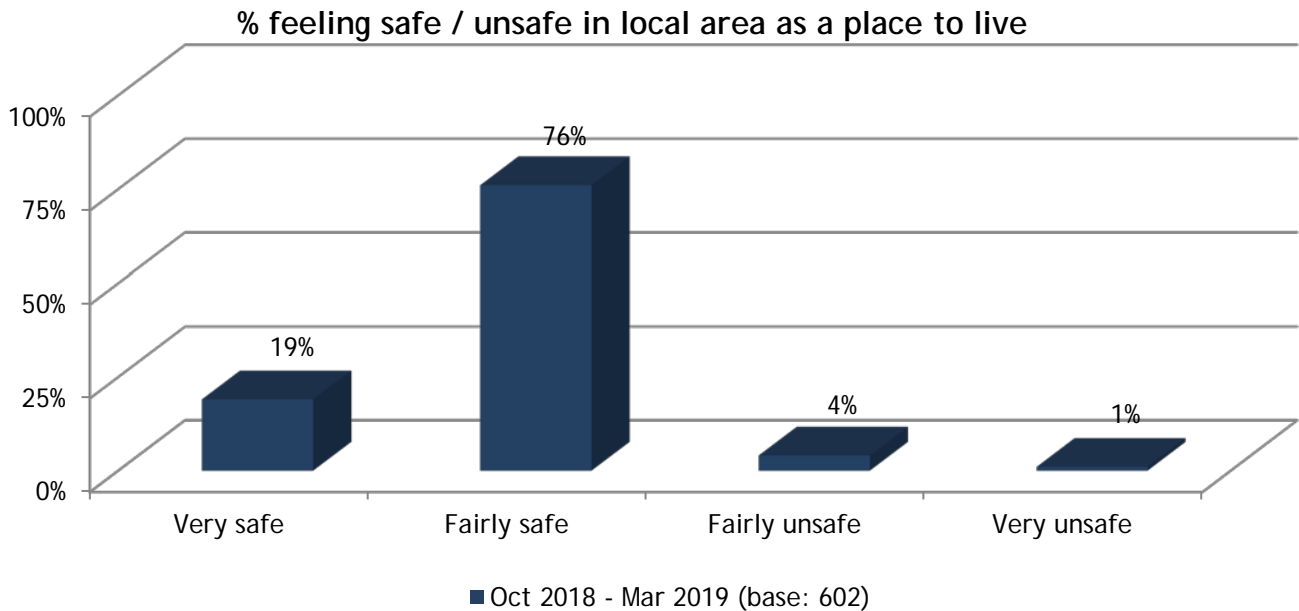
Environment and Neighbourhood Services	Satisfaction		
	2017	2018/19	% Change
Street cleaning (2017 base: 1,208, 2018/19 base: 1,494)	73%	75%	-2%
Waste services (2017 base: 1,206, 2018/19 base: 1,499)	97%	87%	-10%
Roads Maintenance (2017 base: 1,190, 2018/19 base: 1,490)	31%	33%	+2%
Ground maintenance and grass cutting (2018/19 base: 869)	-	82%	-
Parks & open spaces (2018/19 base: 747)	-	82%	-
Leisure & sports centres (2018/19 base: 443)	-	90%	-
Local community centres (2018/19 base: 122)	-	92%	-

3.6 Where a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. The breakdown of comments for **Street Cleaning** and **Roads Maintenance** shows;



HOUSING AND EMPLOYABILITY

3.7 Additional question were added to the survey in October 2018, focused on community safety. The results for the period October 2018 - March 2019 are shown in the graphs below.



EDUCATION

3.8 Satisfaction with education services for January 2018 to March 2019 is shown in the table below, compared to the previous annual figure. Only those respondents who have current or recent contact with education services are asked to give a view on the service to ensure the results are based on experience of the service.

% satisfaction levels compared to previous year

Education Services	Satisfaction		
	2017	2018/19	% Change
Early Education and Childcare Centres / Nurseries (2017 base: 81, 2018/19 base: 125)	100%	99%	-1%
Primary Schools (2017 base: 146, 2018/19 base: 266)	100%	97%	-3%
Secondary Schools (2017 base: 105, 2018/19 base: 125)	99%	98%	-1%
Additional Support Needs Provision (2017 base: 35, 2018/19 base: 28)	97%	89%	-8%

3.9 Whilst a very slight down turn has been noted in the satisfaction levels above the base numbers of those who provide a response to these questions are very low. The downturn therefore reflects a very small proportion of the respondents.