



Reputation Tracker Survey

Quarterly Report

July to September 2020



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1.0 SURVEY OVERVIEW

- 1.1 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.
- 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.
- 1.3 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. The results are shown in section three below and arranged by service areas.
- 1.4 The respondents answer on a 5 point scale; very satisfied, satisfied, neither satisfied or dissatisfied, dissatisfied and very dissatisfied.

2.0 OVERALL PERCEPTION OF COUNCIL AND SATISFACTION WITH SERVICES

- 2.1 The trend is shown against the previous Quarter, Q1 (April to June 2020)

trend



78%

I am satisfied with the way West Dunbartonshire Council runs things (base: 300)



64%

West Dunbartonshire Council services are value for money (base: 292)



59%

West Dunbartonshire Council takes account of residents' views (base: 263)



67%

The Council communicates well with its residents (base: 295)



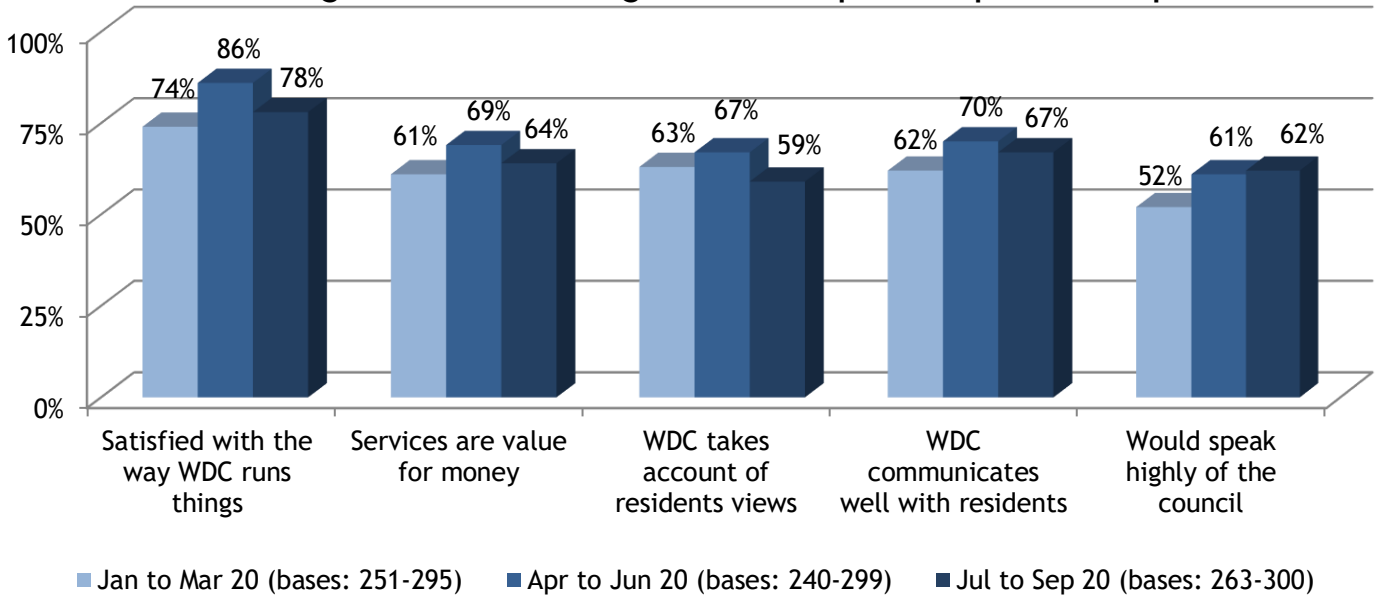
62%

I would speak highly of West Dunbartonshire Council (base: 298)

Based on 300 telephone interviews representative of West Dunbartonshire by location, gender and age

2.2 Figure 1 illustrates levels of agreement with statements for July to September 2020 and compares this to the previous 2 quarters (Q1 April to June 2020 and Q4 January to March 2020).

Figure 1: % levels of agreement compared to previous 2 quarters



2.3 Where a respondent expressed disagreement with the statements relating to West Dunbartonshire Council, they are asked for any particular reasons for this. For the four statements which show a downward trend the main reasons were, poor roads maintenance, council tax too high with reduced services, not responding to resident requests and not providing direct information.

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. Trend is shown against the previous quarter.

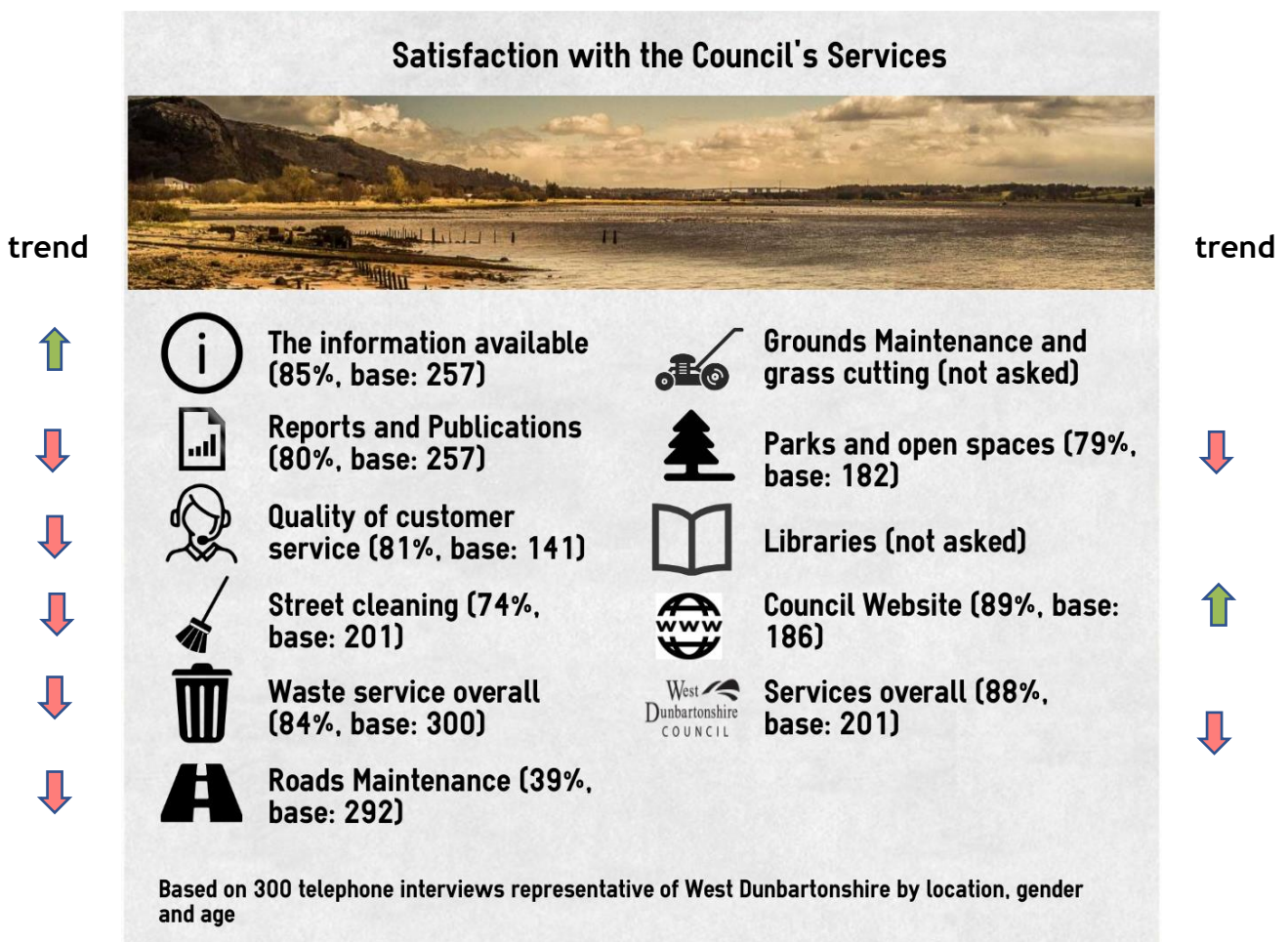


Figure 2: % satisfaction levels compared to previous quarter

| Communication, Culture, Community and Facilities Services | Satisfaction - 2020 | | |
|--|---------------------|---------|----------|
| | Apr-Jun | Jul-Sep | % Change |
| Information available on services (Apr to Jun 2020 base: 278, Jul to Sep 2020 base: 257) | 84% | 85% | +1% |
| Libraries (Apr to Jun 2020 base: 138, Jul to Sep 2020 not asked) | 95% | - | - |
| Quality of customer service (Apr to Jun 2020 base: 156, Jul to Sep 2020 base: 141) | 91% | 81% | -10% |
| Council Website (Apr to Jun 2020 base: 234, Jul to Sep 2020 base: 186) | 78% | 89% | +11% |
| Reports & Publications (Apr to Jun 2020 base: 261, Jul to Sep 2020 base: 257) | 85% | 80% | -5% |

COMMUNICATION, CULTURE COMMUNITIES AND FACILITIES

- 3.2 The table below details Communication, Culture, Communities and Facilities services for July to September 2020 and compares this to the previous quarter April to June 2020.
- 3.3 Where a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. The breakdown of 11 comments received for **quality of customer service** were mainly being unable to get the right person, delay in resolving an issue. For **reports and publications**, 6 comments were received, the main reasons being not enough direct information provided.

ENVIRONMENT AND NEIGHBOURHOOD

- 3.4 The table below details Environment and Neighbourhood services for July to September 2020 and compares this to the previous quarter April to June 2020. Figure 5.

Figure 5: % satisfaction levels compared to previous quarter

| Environment and Neighbourhood Services | Satisfaction - 2020 | | |
|---|---------------------|---------|----------|
| | Apr-Jun | Jul-Sep | % Change |
| Street cleaning (Apr to Jun 2020 base: 201, Jul to Sep 2020 base: 201) | 92% | 74% | -18% |

Figure 5: % satisfaction levels compared to previous quarter

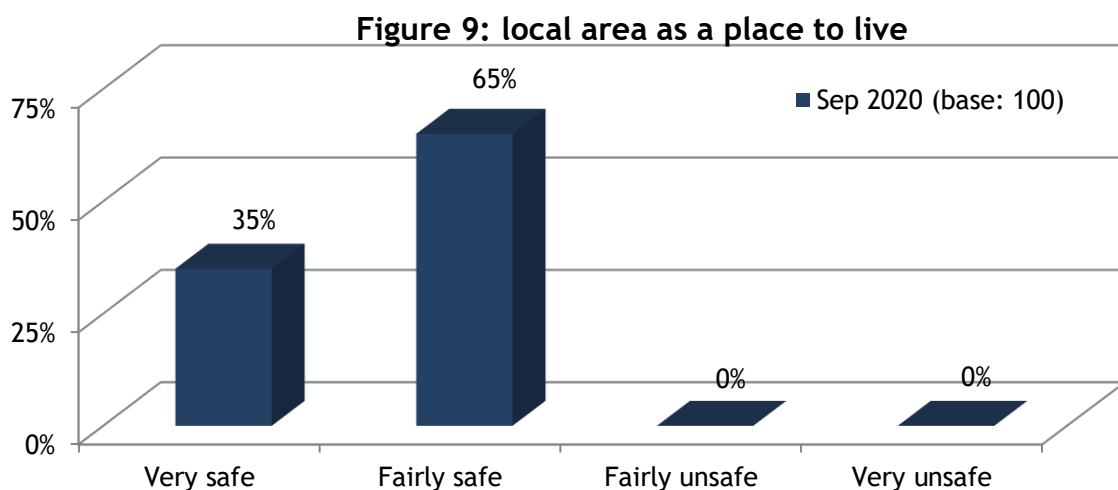
| | | | |
|--|-----|-----|------|
| Waste services (Apr to Jun 2020 base: 300, Jul to Sep 2020 base: 300) | 87% | 84% | -4% |
| Roads Maintenance (Apr to Jun 2020 base: 290, Jul to Sep 2020 base: 292) | 55% | 39% | -16% |
| Ground maintenance and grass cutting (Apr to Jun 2020 base: 196, Jul to Sep 2020 not asked) | 78% | - | - |
| Parks & open spaces (Apr to Jun 2020 base: 188, Jul to Sep 2020 base: 182) | 86% | 79% | -7% |

3.5 The breakdown of the comments received for **street cleaning** were mainly a lack of street cleaning, too much litter and dog mess on the streets. Of those who expressed dissatisfaction for **roads maintenance** the majority said the main reason was potholes. For **parks and open spaces**, the main reasons being poor maintenance, too much litter and overgrown grass.

HOUSING AND EMPLOYABILITY

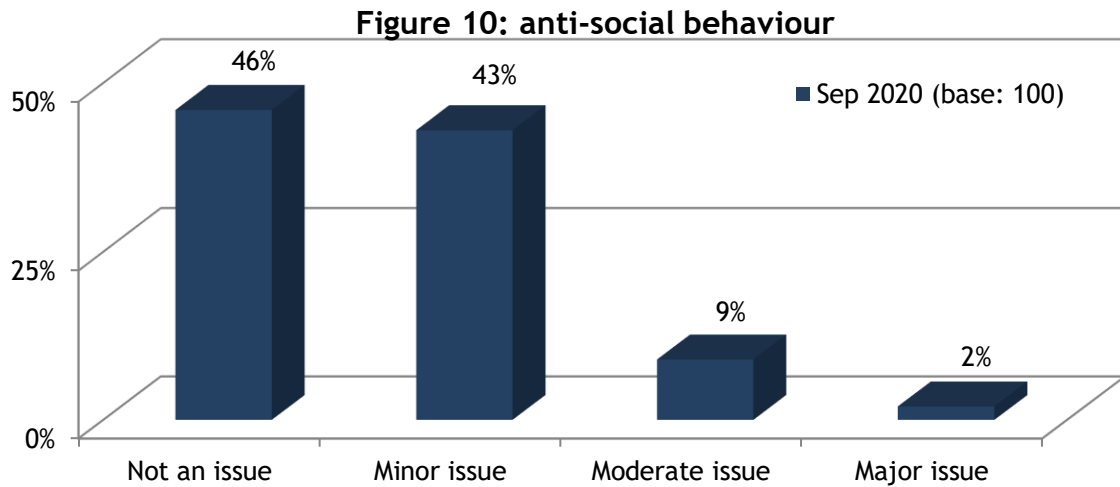
COMMUNITY SAFETY

3.6 Additional question were added to the survey in October 2018, focused on community safety. These were suspended in March 2019 but reintroduced in September 2020. Figure 9 illustrates respondents' perception of how safe or unsafe they find their local area as a place to live.



ANTI-SOCIAL BEHAVIOUR

3.7 Figure 10 illustrates the extent to which respondents perceive anti-social behaviour is an issue in their local area. This question was reintroduced in September 2020.



4.0 THE COUNCIL’S RESPONSE TO COVID-19 - INTRODUCED APRIL 2020

ADJUSTMENT TO KEY SERVICES

4.1 The table below details awareness of adjustments to key services as a result of the Covid-19 Pandemic. Figure 11

Figure 11: % aware of adjustments to key services

| Adjustments | % Aware | |
|---|--------------|--------------|
| | Apr-Jun 2020 | Jul-Aug 2020 |
| Changes to the waste collection service, involving increase in frequency of waste collections to weekly and temporary suspension of recycling collections and special uplifts | 97% | 91% |
| Closure of certain car parks at parks and open spaces to encourage people to follow the social distancing guidelines that have been set out | 76% | 79% |
| Closure of physical libraries with the service being focused on digital borrowings and services for home-bound residents | 73% | 71% |
| Temporary closure of front-facing offices with services being delivered through the Council’s website and contact centre on 01389 737000 | 66% | 70% |
| Temporary closure of leisure and sports centres (delivered through West Dunbartonshire Leisure) | 91% | 96% |
| Temporary closure of museums and galleries | 90% | 94% |
| Base: | 302 | 201 |

4.2 Figure 12 details how respondents rate the Council’s handling of these adjustments irrespective of their awareness.

Figure 12: % rating Council's handling of adjustments

| Adjustments | Rating 2020 - % Positive | |
|---|--------------------------|---------|
| | Apr-Jun | Jul-Aug |
| Changes to the waste collection service, involving increase in frequency of waste collections to weekly and temporary suspension of recycling collections and special uplifts | 85% | 83% |
| Closure of certain car parks at parks and open spaces to encourage people to follow the social distancing guidelines that have been set out | 93% | 82% |
| Closure of physical libraries with the service being focused on digital borrowings and services for home-bound residents | 93% | 84% |
| Temporary closure of front-facing offices with services being delivered through the Council's website and contact centre on 01389 737000 | 95% | 81% |
| Temporary closure of leisure and sports centres (delivered through West Dunbartonshire Leisure) | 96% | 88% |
| Temporary closure of museums and galleries | 96% | 87% |

INFORMATION AND ADVISORY SERVICES

4.3 The table below shows respondents awareness of a range of information and advisory services provided by the Council as a result of the Covid-19 Pandemic in Figure 13

Figure 13: % aware of information and advisory services

| Services | % Aware - 2020 | |
|---|----------------|------------|
| | Apr-Jun | Jul-Aug |
| Covid-19 specific help pages on the Council website | 45% | 43% |
| Regular community updates on social media | 43% | 48% |
| Dedicated telephone helpline provided by the Citizens' contact centre | 34% | 32% |
| Base: | 302 | 301 |

4.4 Those aware of the range of information and advisory services provided by the Council were asked if they or anyone in their household had used these services since they were established. The results are detailed in Figure 14 below.

Figure 14: % using information and advisory services

| Services | % Using - 2020 | |
|----------|----------------|----------|
| | June | July-Aug |

Figure 14: % using information and advisory services

| | | |
|--|-----|-----|
| Covid-19 specific help pages on the Council website (Jun base: 43, Jul-Aug base: 87) | 56% | 21% |
| Regular community updates on social media (Jun base: 45, Jul-Aug base: 96) | 49% | 34% |
| Dedicated telephone helpline provided by the Citizens' contact centre (Jun base: 36, Jul-Aug base: 64) | 8% | 13% |

4.5 The table below Figure 15 details the satisfaction level for each service.

Figure 15: % satisfaction with information and advisory services

| Services | % Satisfied - 2020 | |
|---|--------------------|----------|
| | June | July-Aug |
| Covid-19 specific help pages on the Council website | 100% | 100% |
| Regular community updates on social media | 100% | 100% |
| Dedicated telephone helpline provided by the Citizens' contact centre | 100% | 88% |

SUPPORT SERVICES

4.6 The table below Figure 16 details awareness of specific support services provided by the Council for people impacted by the Covid-19 Pandemic.

Figure 16: % aware of support services

| Services | % Aware - 2020 | |
|---|----------------|------------|
| | Apr-Jun | Jul-Aug |
| Benefits support and advice | 28% | 45% |
| Support hubs for children of key workers (usually in schools) | 63% | 68% |
| Online access to home learning for school children | 68% | 76% |
| Access to community food share facilities | 48% | 61% |
| Additional support services dedicated to vulnerable residents | 50% | 55% |
| Base: | 302 | 201 |

4.7 Those that were aware of the specific support services were asked if they or anyone in their household had used these services. The results are detailed below in Figure 17.

Figure 17: % using support services

| Services | % Using - 2020 | |
|--|----------------|---------|
| | Apr-Jun | Jul-Aug |
| Benefits support and advice (Apr-Jun base: 84, Jul-Aug base: 90) | 10% | 7% |
| Support hubs for children of key workers (usually in schools) (Apr-Jun base: 191, Jul-Aug base: 136) | 13% | 10% |
| Online access to home learning for school children (Apr-Jun base: 206, Jul-Aug base: 152) | 40% | 36% |
| Access to community food share facilities (Apr-Jun base: 145, Jul-Aug base: 123) | 16% | 6% |
| Additional support services dedicated to vulnerable residents (Apr-Jun base: 152, Jul-Aug base: 111) | 24% | 5% |

4.8 The table below Figure 18 details the satisfaction level for each service.

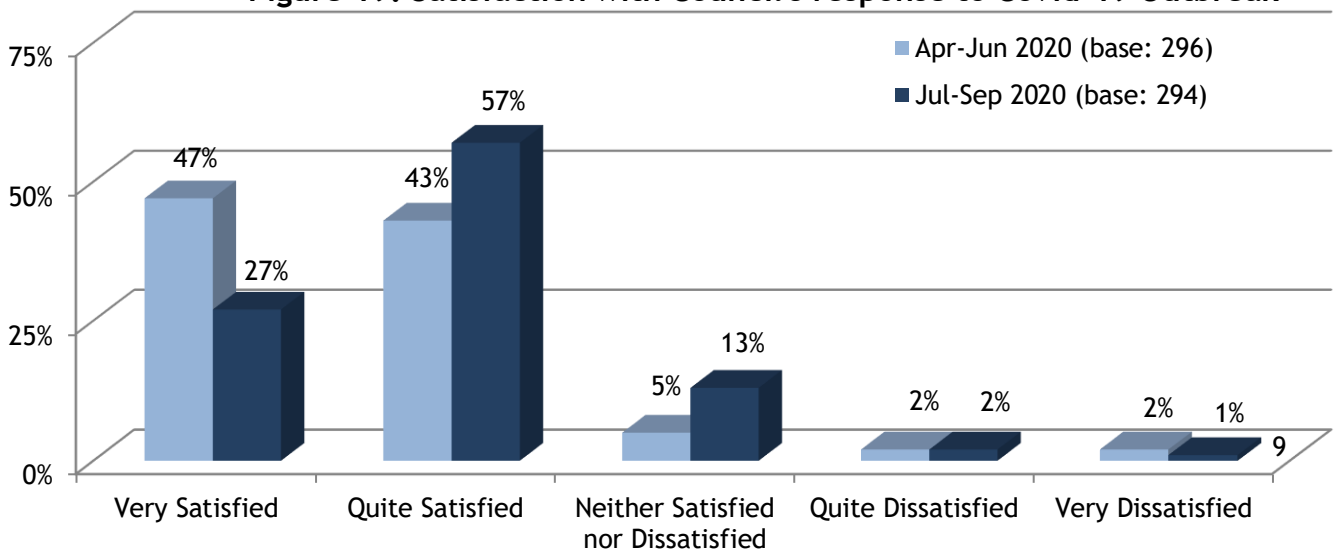
Figure 18: % satisfaction with information and advisory services

| Services | % Satisfied - 2020 | |
|---|--------------------|---------|
| | Apr-Jun | Jul-Aug |
| Benefits support and advice | 100% | 100% |
| Support hubs for children of key workers (usually in schools) | 96% | 79% |
| Online access to home learning for school children | 92% | 77% |
| Access to community food share facilities | 100% | 85% |
| Additional support services dedicated to vulnerable residents | 98% | 100% |

THE COUNCIL'S OVERALL RESPONSE TO COVID-19

4.9 The table below details the satisfaction level overall with the Council's response to the Covid-19 outbreak. Figure 19.

Figure 19: Satisfaction with Council's response to Covid-19 Outbreak



4.10 Respondents were asked if there was any more the Council could have done to help address the impacts of the Covid-19 outbreak. A number of the comments were positive and supportive of the Councils approach. Areas for improvement include, continue grass cutting, enforce wearing of face covering, provide more sanitising stations and expand communication channels for example posters in local shops and flyers.