



Reputation Tracker Survey

Quarterly Report

October to December 2020



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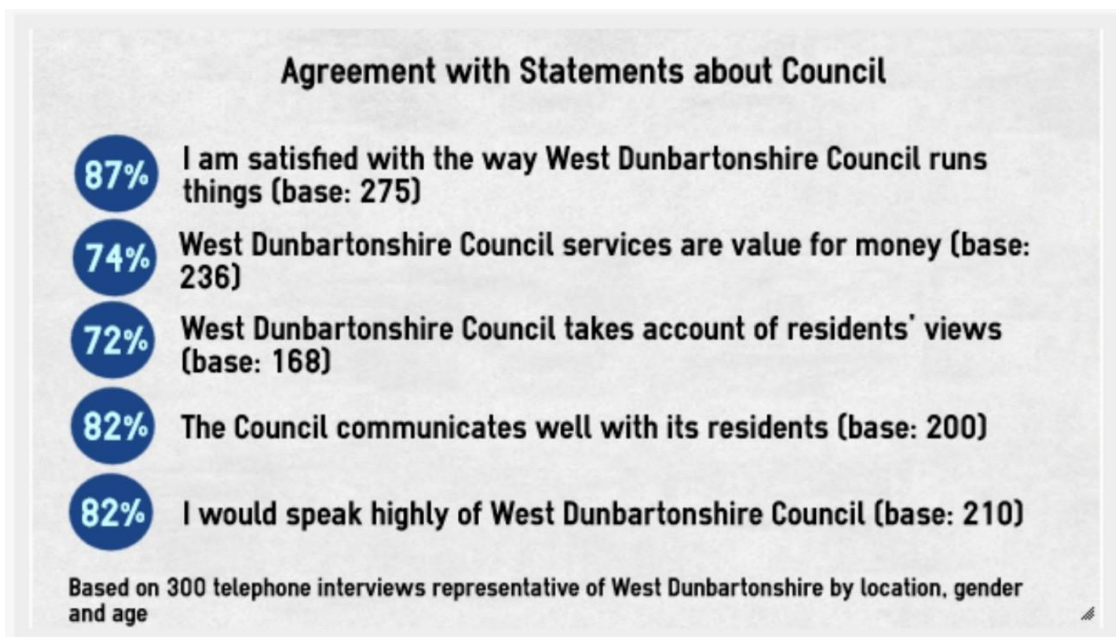
1.0 SURVEY OVERVIEW

- 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, Q2 (July to Sept 2020)

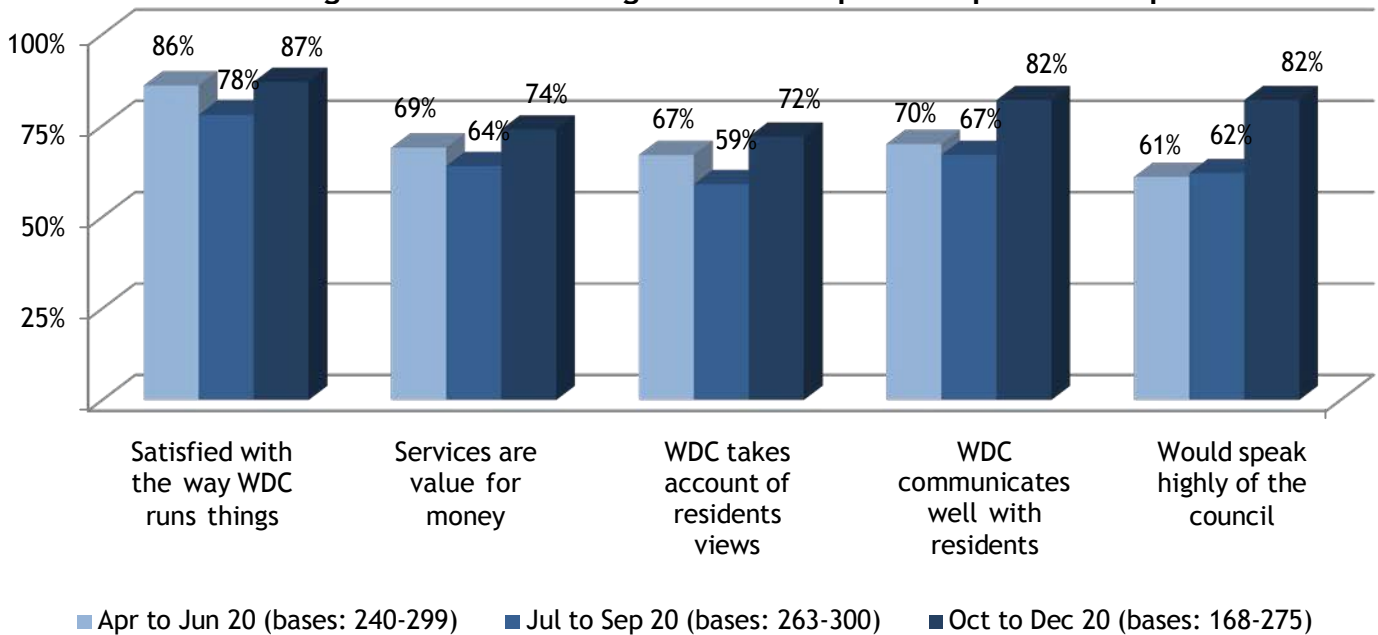
trend



2.2 Figure 1 illustrates levels of agreement with statements for October to December 2020 and compares this to July to September 2020 and April to June 2020.

2.3 The response parameters were reviewed to remove the neutral category, but included a separate “don’t know” category. This option makes the satisfaction and dissatisfaction levels more clear.

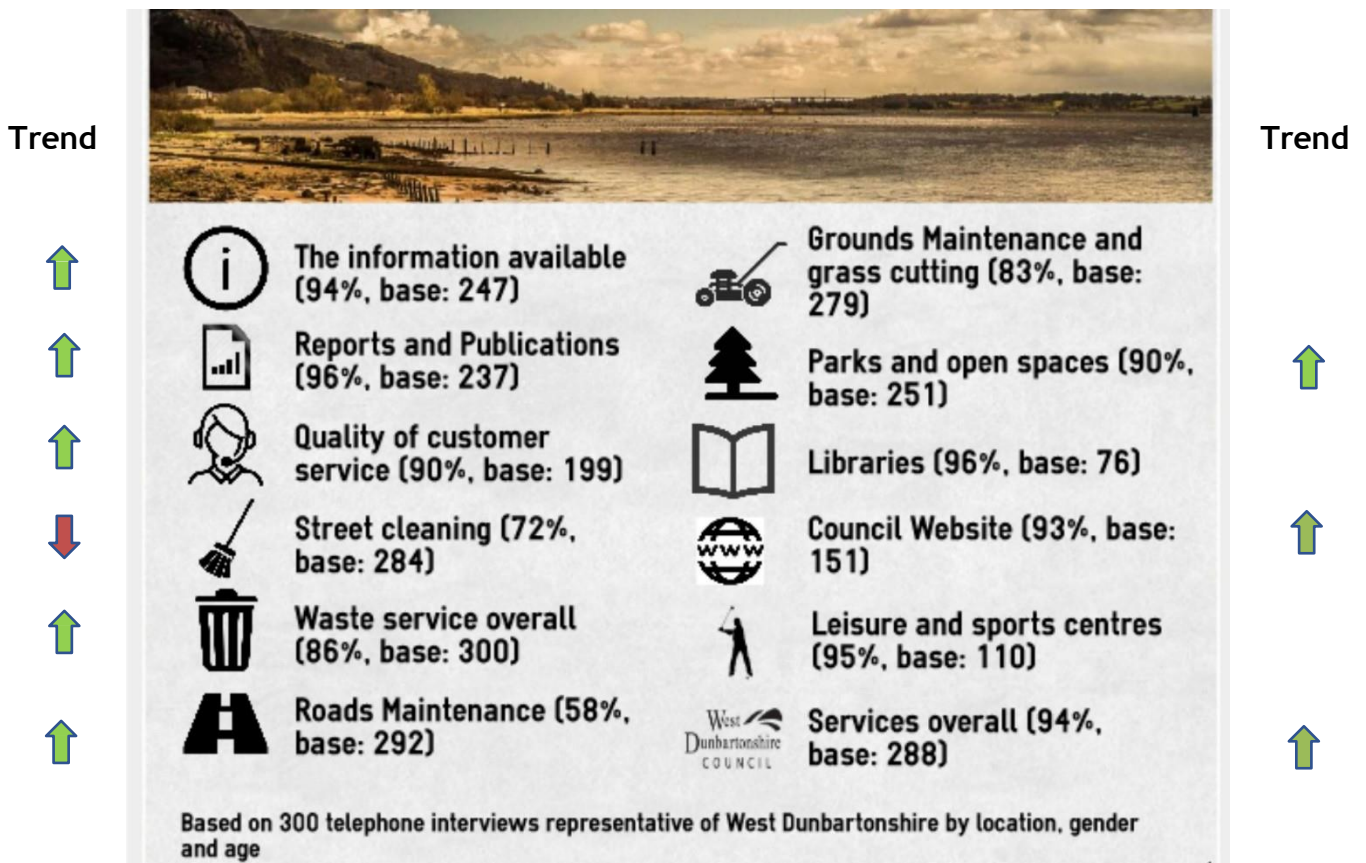
Figure 1: % levels of agreement compared to previous 2 quarters



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 two statements with the lowest satisfaction level the main reasons were, poor roads maintenance, council tax too high with reduced services, not listening to resident 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



COMMUNICATION, CULTURE, COMMUNITIES AND FACILITIES

3.2 The table below details culture and communities services for October to December 2020 and compares this to July to September 2020.

Figure 2: % satisfaction levels compared to previous quarter

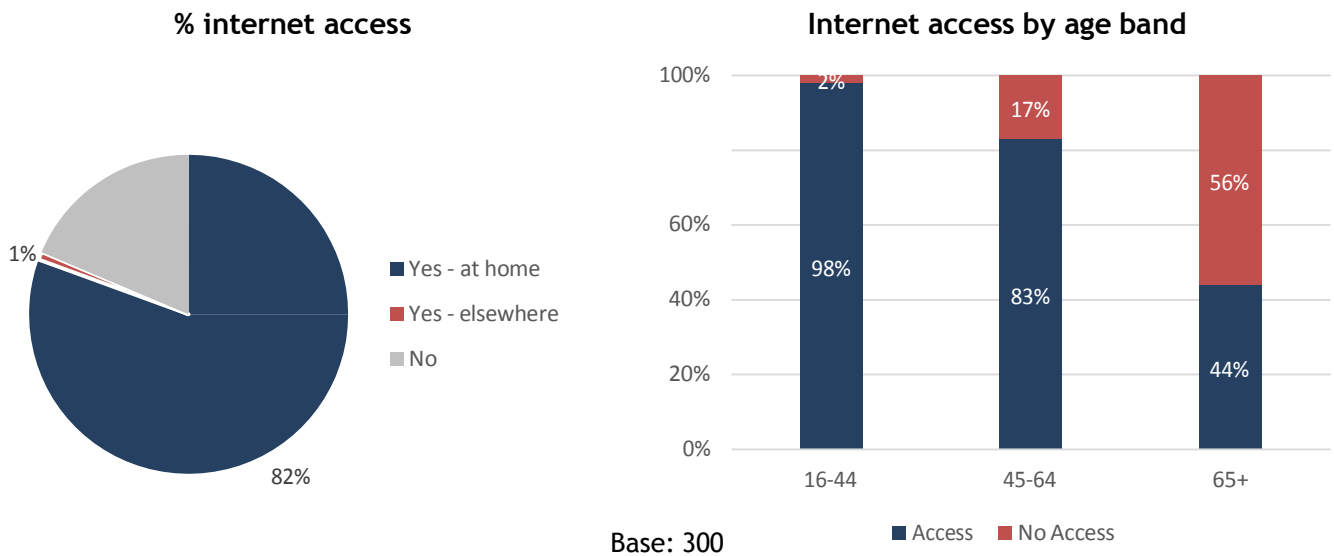
Communication, Culture, Communities and Facilities	Satisfaction 2020		
	Jul-Sep	Oct-Dec	% Change
Information available on services (Jul to Sep 2020 base: 257, Oct to Dec 2020 base: 247)	85%	94%	+9%
Libraries (Jul to Sep 2020 not asked, Oct to Dec 2020 base: 76)	-	96%	-
Quality of customer service (Jul to Sep 2020 base: 141, Oct to Dec 2020 base: 199)	81%	90%	+9%
Council Website (Jul to Sep 2020 base: 186, Oct to Dec 2020 base: 151)	89%	93%	+4%
Reports & Publications (Jul to Sep 2020 base: 257, Oct to Dec 2020 base: 237)	80%	96%	+16%

3.3 Where a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. For **information available on services** 14 comments were received the main reason being not enough direct communication other than electronic means. The breakdown of 19 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 also being not enough direct information provided.

INTERNET ACCESS AND USAGE OF COUNCIL WEBSITE

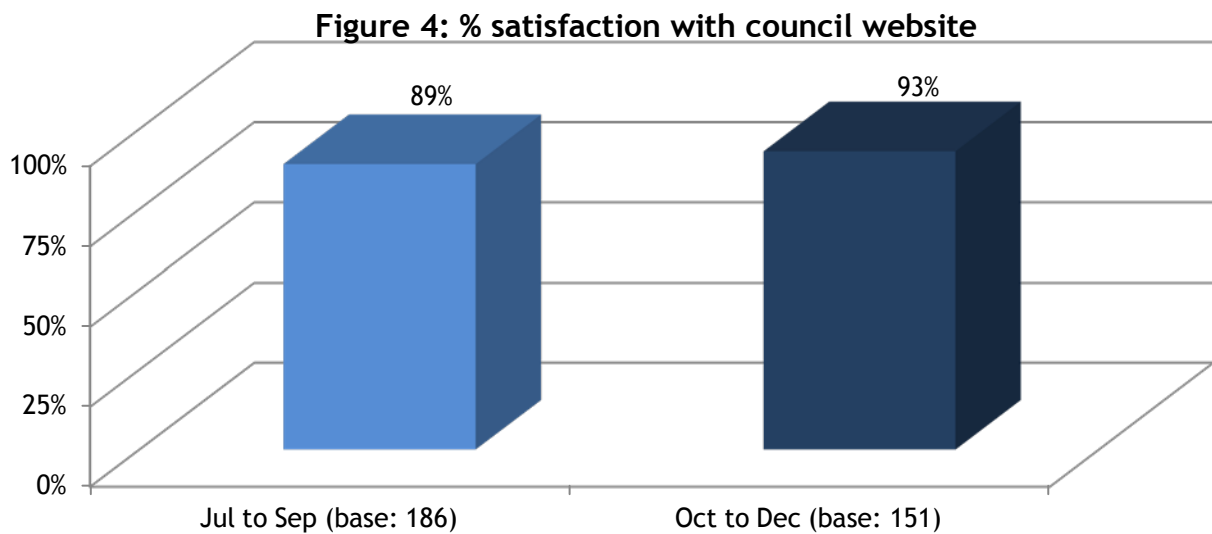
3.4 More detailed questions were asked in relation to **Accessibility of the internet**, with 82% of respondents confirming they have access to the internet. The lowest levels of internet access are in the over 65 age band with only 44% of over 65 respondents having internet access.

Figure 3: Internet Access



4.5 The spotlight on **usage of the council’s website** shows 60% of residents have used the website, of those, 93% were satisfied with the website. This is a slight improvement of 4% from the previous quarter.

4.6 Satisfaction with the Council website is shown in Figure 4.



ENVIRONMENT AND NEIGHBOURHOOD

3.7 Figure 5 details environment and neighbourhood services for October to December 2020 and compares this to July to September 2020.

Figure 5: % satisfaction levels compared to previous quarter

Environment and Neighbourhood Services	Satisfaction 2020		
	Jul-Sep	Oct-Dec	% Change
Street cleaning (Jul to Sep 2020 base: 201, Oct to Dec 2020 base: 284)	74%	72%	-2%
Waste services (Jul to Sep 2020 base: 300, Oct to Dec 2020 base: 300)	84%	86%	+2%
Roads Maintenance (Jul to Sep 2020 base: 292, Oct to Dec 2020 base: 292)	39%	58%	+19%
Ground maintenance and grass cutting (Jul to Sep 2020 not asked, Oct to Dec 2020 base: 279)	-	83%	-
Parks & open spaces (Jul to Sep 2020 base: 182, Oct to Dec 2020 base: 251)	79%	90%	+11%

3.8 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 **ground maintenance and grass cutting**, the main reasons being, not done enough, poorly done, not clearing up after grass cutting.

SPECIAL UPLIFT SERVICE

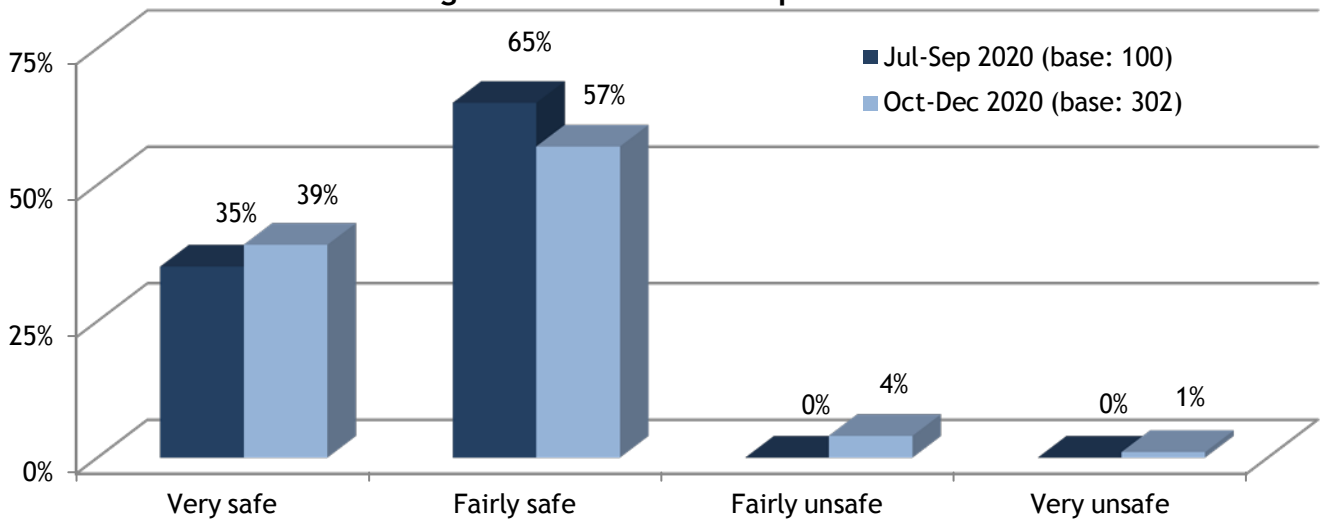
3.9 Questions relating to Special Uplift Service were introduced to the questionnaire in December. Only 14 respondents had used the Special uplift service. 93% of those that used the service found the booking process very easy, while the remaining 7% found it difficult. All those that used the service had their items uplifted.

HOUSING AND EMPLOYABILITY

COMMUNITY SAFETY

3.9.1 Figure 6 illustrates respondents' perception of how safe or unsafe they find their local area as a place to live. Figures for July to September are for September only as this question was reintroduced in September 2020.

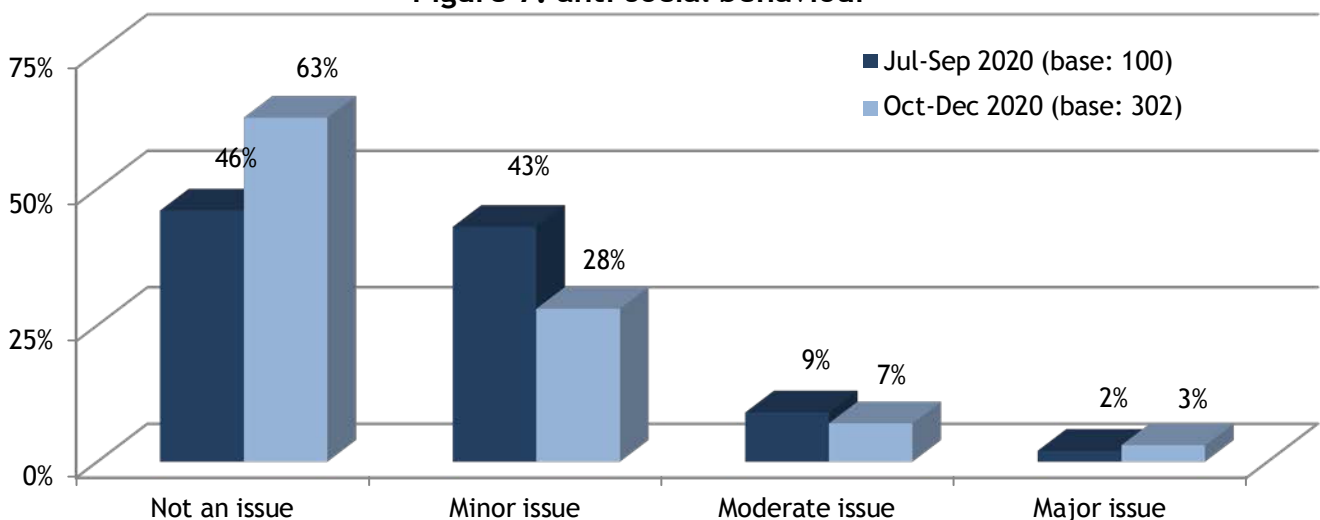
Figure 6: local area as a place to live



ANTI-SOCIAL BEHAVIOUR

3.9.2 Figure 7 illustrates the extent to which respondents perceive anti-social behaviour is an issue in their local area. Figures for July to September are for September only as this question was reintroduced in September 2020.

Figure 7: anti-social behaviour



EDUCATION

3.9.3 Figure 8 details education services for October to December 2020 and compares this to January to March 2020, when these questions were last included in the questionnaire.

Figure 8: % satisfaction levels compared to previous Quarter

Education Services	Satisfaction 2020		
	Jan-Mar	Oct-Dec 20	% Change
Early Education and Childcare Centres / Nurseries (Jan to Mar 2020 base: 28, Oct to Dec 2020 base: 25)	96%	96%	-
Primary Schools (Jan to Mar 2020 base: 59, Oct to Dec 2020 base: 72)	88%	98%	+10%
Secondary Schools (Jan to Mar 2020 base: 43, Oct to Dec 2020 base: 58)	80%	95%	+15%
Additional Support Needs Provision (Jan to Mar 2020 base: 7, Oct to Dec 2020 base: 12)	100%	84%	-16%

3.9.4 Where a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. The breakdown of 7 comments received were mainly about staffing levels and national educational policy rather than service provision