



Reputation Tracker Survey

Quarterly Report

January to March 2021



Contents

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

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, dissatisfied and very dissatisfied and don't know.

2.0 OVERALL PERCEPTION OF COUNCIL AND SATISFACTION WITH SERVICES

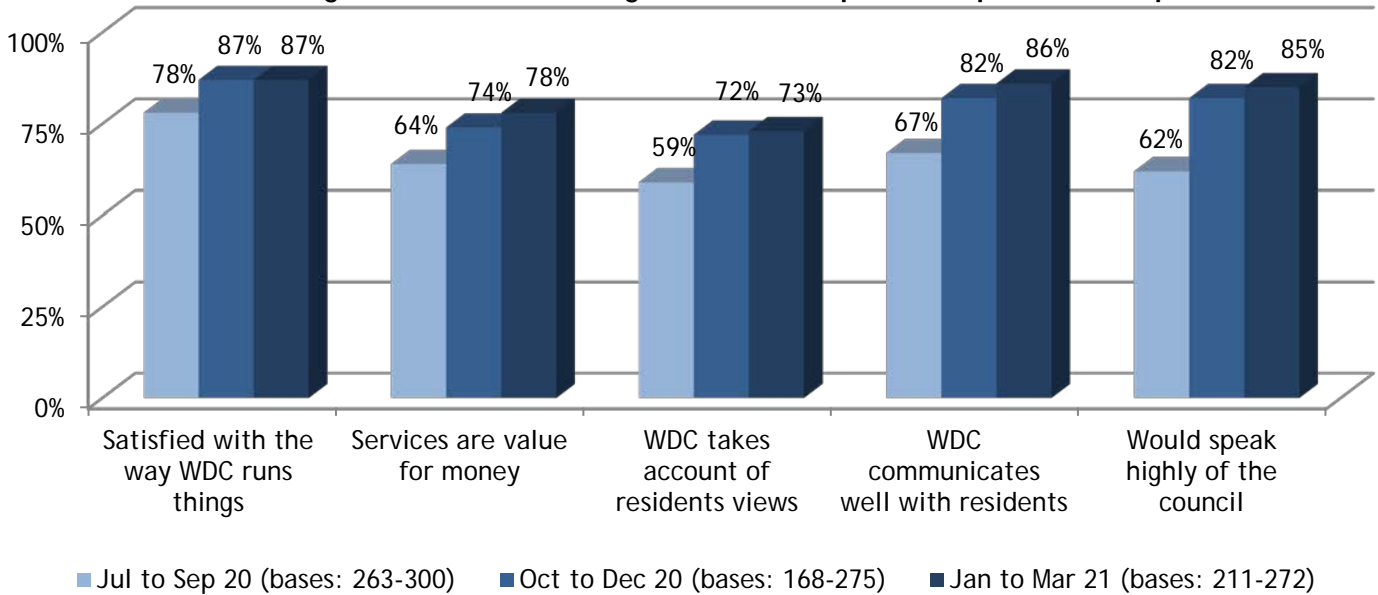
2.1 The trend is shown against the previous quarter (Oct to Dec 2020).

trend



2.2 Figure 1 illustrates levels of agreement with statements for January to March 2021 and compares this to October to December 2020 and July to September 2020.

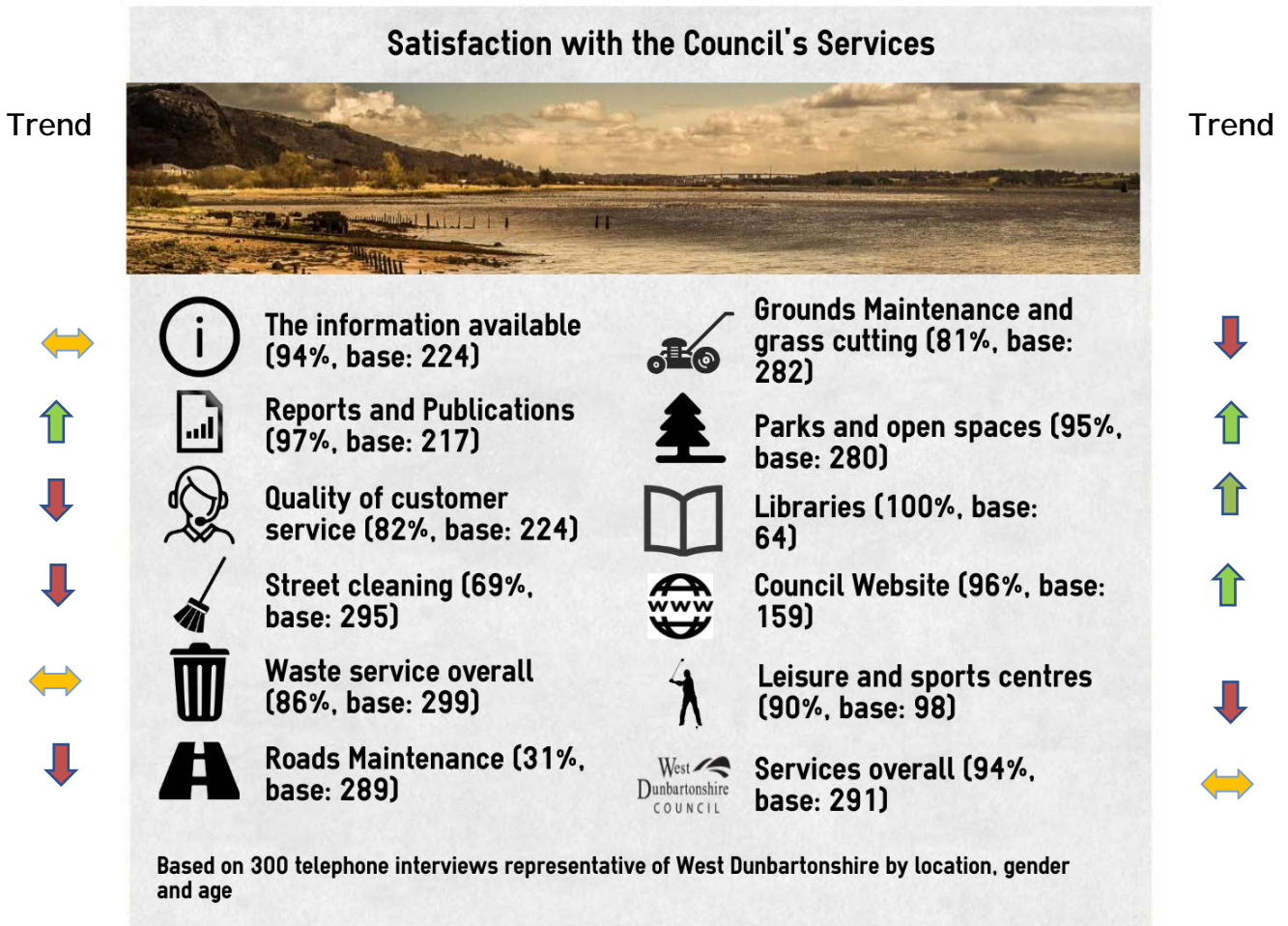
Figure 1: % levels of agreement compared to previous 2 quarters



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 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 against the previous quarter shows, four services with increased trend, three with no change and five showing a downward trend. Roads Maintenance showed the largest change from 58% to 31%.



CITIZEN CULTURE AND FACILITIES

3.2 The table below details Citizen, Culture and Facilities services for January to March 2021 and compares this to October to December 2020.

Figure 2: % satisfaction levels compared to previous quarter

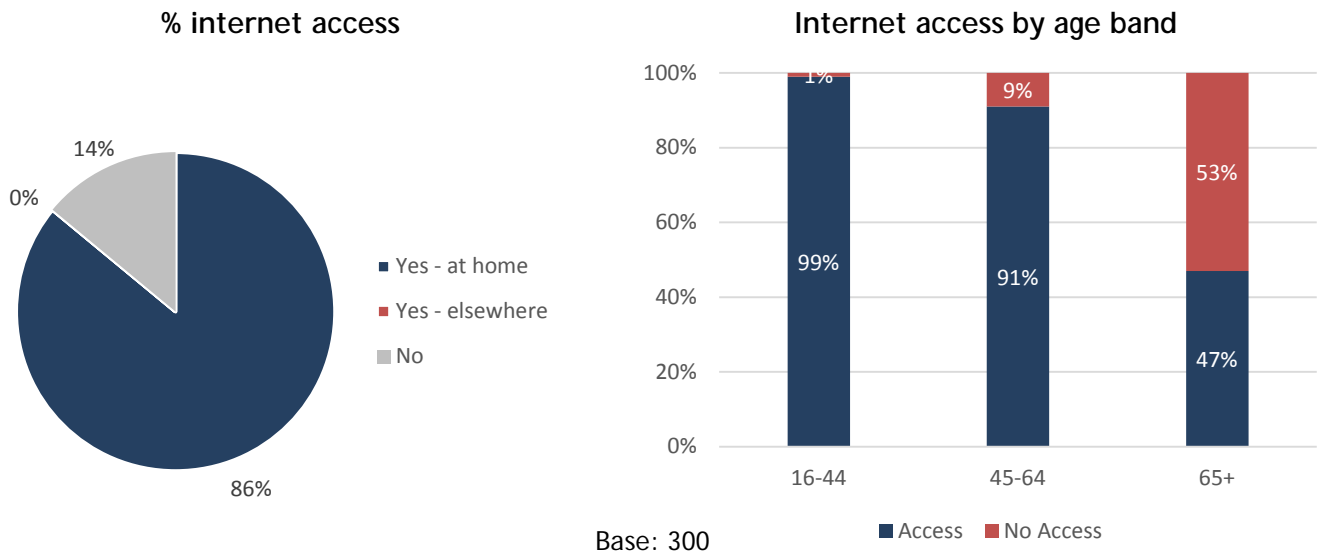
Citizen Culture and Facilities	Satisfaction		
	Oct-Dec 2020	Jan-Mar 2021	% Change
Information available on services (Oct to Dec 2020 base: 247, Jan to Mar 2021 base: 224)	94%	94%	-
Libraries (Oct to Dec 2020 base: 76, Jan to Mar 2021 base: 64)	96%	100%	+4%
Quality of customer service (Oct to Dec 2020 base: 199, Jan to Mar 2021 base: 224)	90%	82%	-8%
Council Website (Oct to Dec 2020 base: 151, Jan to Mar 2021 base: 159)	93%	96%	+3%
Reports & Publications (Oct to Dec 2020 base: 237, Jan to Mar 2021 base: 217)	96%	97%	+1%

3.3 Where a respondent expressed dissatisfaction with a service area, they are asked For any particular reasons for this. The breakdown of 39 comments received for **quality of customer service** were mainly being unable to get the right person, on hold too long and delay in resolving an issue For **information available on services** 12 comments were received the main reason being not enough direct communication other than electronic means. For **reports and publications**, 65 comments were received, the main reasons also being not enough direct information provided.

INTERNET ACCESS AND USAGE OF COUNCIL WEBSITE

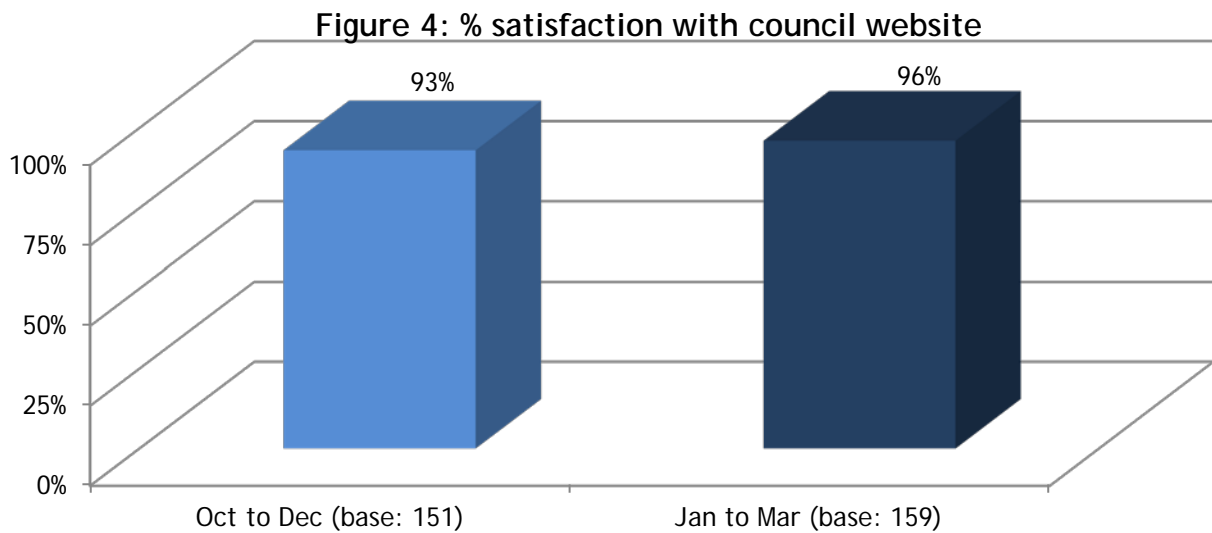
3.4 More detailed questions were asked in relation to **Accessibility of the internet**, with 86% of respondents confirming they have access to the internet. The lowest levels of internet access are in the over 65 age band with only 47% of over 65 respondents having internet access.

Figure 3: Internet Access



3.5 The spotlight on **usage of the council’s website** shows 62% of residents have used the website, of those, 96% were satisfied with the website. This is a slight improvement of 3% from the previous quarter.

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



ROADS AND NEIGHBOURHOOD

3.7 The table below details Roads and Neighbourhood services for January to March 2021 and compares this to October to December 2020.

% satisfaction levels compared to previous quarter

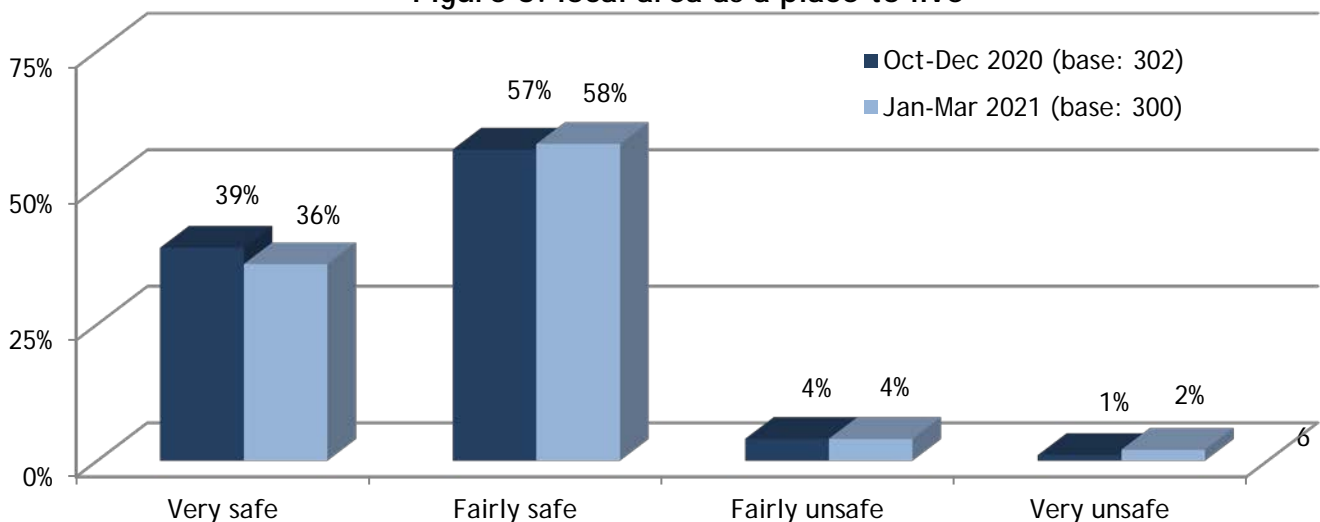
Roads and Neighbourhood Services	Satisfaction		
	Oct-Dec 2020	Jan-Mar 2021	% Change
Street cleaning (Oct to Dec 2020 base: 284, Jan to Mar 2021 base: 295)	72%	69%	-3%
Waste services (Oct to Dec 2020 base: 300, Jan to Mar 2021 base: 299)	86%	86%	-
Roads Maintenance (Oct to Dec 2020 base: 292, Jan to Mar 2021 base: 289)	58%	31%	-27%
Ground maintenance and grass cutting (Oct to Dec 2020 base: 279, Jan to Mar 2021 base: 282)	83%	81%	-2%
Parks & open spaces (Oct to Dec 2020 base: 251, Jan to Mar 2021 base: 280)	90%	95%	+5%

3.8 Were a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. The breakdown of the 198 comments received for roads maintenance the majority said the main reason was potholes, poor maintenance of the roads and addition gritting was needed in residential streets. Of those who expressed dissatisfaction for street cleaning were mainly a lack of street cleaning, too much litter and dog mess on the streets. For ground maintenance and grass cutting, the main reasons being, not done enough, poorly done, not clearing up after grass cutting.

COMMUNITY SAFETY

3.9 Figure 6 illustrates respondents' perception of how safe or unsafe they find their local area as a place to live for January to March 2021 and compares this to the figures for October to December 2020.

Figure 6: local area as a place to live

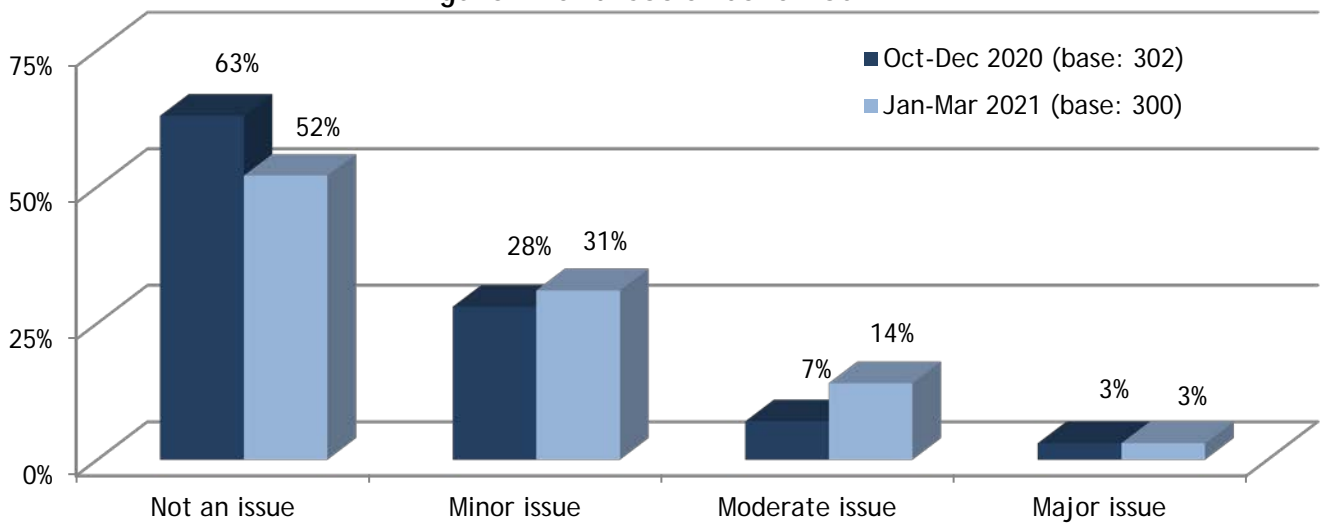


3.9.1 Where a respondent expressed that their area was unsafe, they are asked for any particular reasons for this. The breakdown of 17 comments received were mainly about poor street lighting, anti social neighbours and drug use.

ANTI-SOCIAL BEHAVIOUR

3.9.1 Figure 7 illustrates the extent to which respondents perceive anti-social behaviour is an issue in their local area for January to March 2021 and compares this to the figures for October to December 2020.

Figure 7: anti-social behaviour



3.9.2 Where a respondent expressed that there was a moderate or major issue in their area, they are asked for any particular reasons for this. The breakdown of 50 comments received were mainly about youth hanging around, drinking, high noise levels, violence and drug tacking.

EDUCATION

3.9.2 Figure 8 details education services for January to March 2021 and compares this to October to December 2020.

Figure 8: % satisfaction levels compared to previous Quarter

Education Services	Satisfaction		
	Oct-Dec 20	Jan-Mar 21	% Change
Early Education and Childcare Centres / Nurseries (Oct to Dec 2020 base: 25, Jan to Mar 2021 base: 21)	96%	96%	-
Primary Schools (Oct to Dec 2020 base: 72, Jan to Mar 2021 base: 82)	98%	98%	-
Secondary Schools (Oct to Dec 2020 base: 58, Jan to Mar 2021 base: 75)	95%	98%	+3%
Additional Support Needs Provision (Oct to Dec 2020 base: 14, Jan to Mar 2021 base: 7)	72%	72%	-

3.9.4 Where a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. The breakdown of 4 comments received were mainly about difficulty getting on line for lessons and concern over reduced funding.