



Reputation Tracker Survey

Annual Report

April 2021 to March 2022



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Contents

	Page
1.0 Survey Overview	1
2.0 Overall Perception of Council and Satisfaction with Services	1
3.0 Citizen, Culture and Communities	3
4.0 Roads and Neighbourhood	4
5.0 Communities	5
6.0 Education	6

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 1,200.

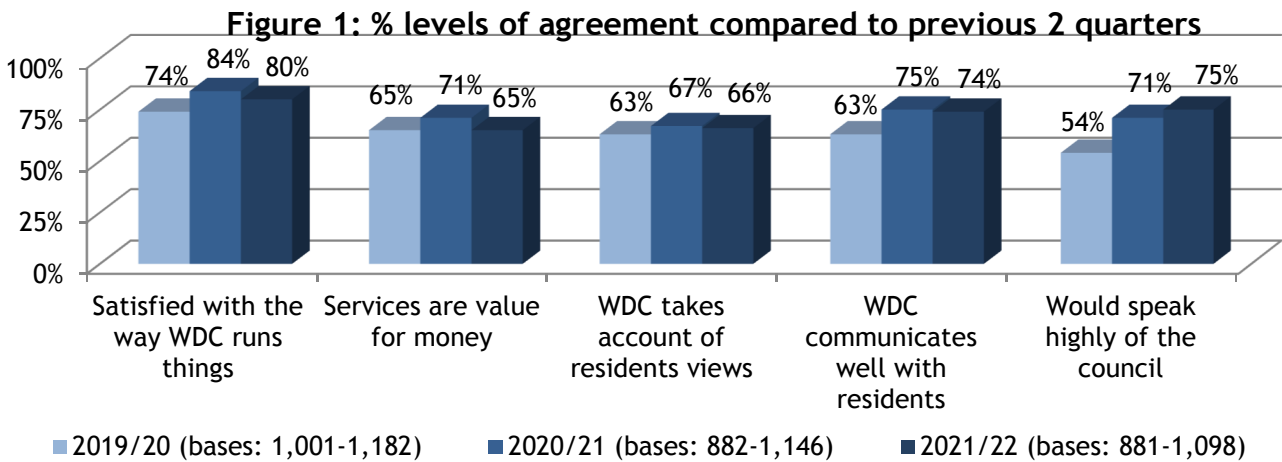
2.0 OVERALL PERCEPTION OF COUNCIL AND SATISFACTION WITH SERVICES

2.1 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. 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 below. The trend is shown against the previous year (April 2021 to March 2022).















Agreement with Statements about Council		
↓	80%	I am satisfied with the way West Dunbartonshire Council runs things (base: 1,098)
↓	65%	West Dunbartonshire Council services are value for money (base: 1,012)
↓	66%	West Dunbartonshire Council takes account of residents' views (base: 881)
↓	74%	The Council communicates well with its residents (base: 914)
↑	75%	I would speak highly of West Dunbartonshire Council (base: 946)

Based on 1,200 telephone interviews representative of West Dunbartonshire by location, gender and age

2.2 Figure 1 illustrates levels of agreement with the previous 2 years.



2.3 Respondents' degree of satisfaction or dissatisfaction with a range of Council services and aspects of service delivery is shown below.

Satisfaction with the Council's Services					
↑		91%	The information available (base: 912)		80% Grounds Maintenance and grass cutting (base: 1,123) ↔
↓		93%	Reports and Publications (base: 844)		87% Parks and open spaces (base: 1,068) ↓
↓		75%	Quality of customer service (base: 862)		95% Libraries (base: 309) ↓
↓		72%	Street cleaning (base: 1,161)		89% Council Website (base: 723) ↑
↓		81%	Waste service overall (base: 1,193)		92% Museums and Galleries (base: 131) NA
↓		38%	Roads maintenance (base: 1,153)		84% Leisure and sports centres (base: 518) ↓
Based on 1,200 telephone interviews representative of West Dunbartonshire by location, gender and age				93%	Services overall (base: 262) 

3.0 CITIZEN, CULTURE AND FACILITIES

3.1 Figure 2 details Citizen, Culture and Facilities services for April 2021 to March 2022 and compares this to April 2020 to March 2021.

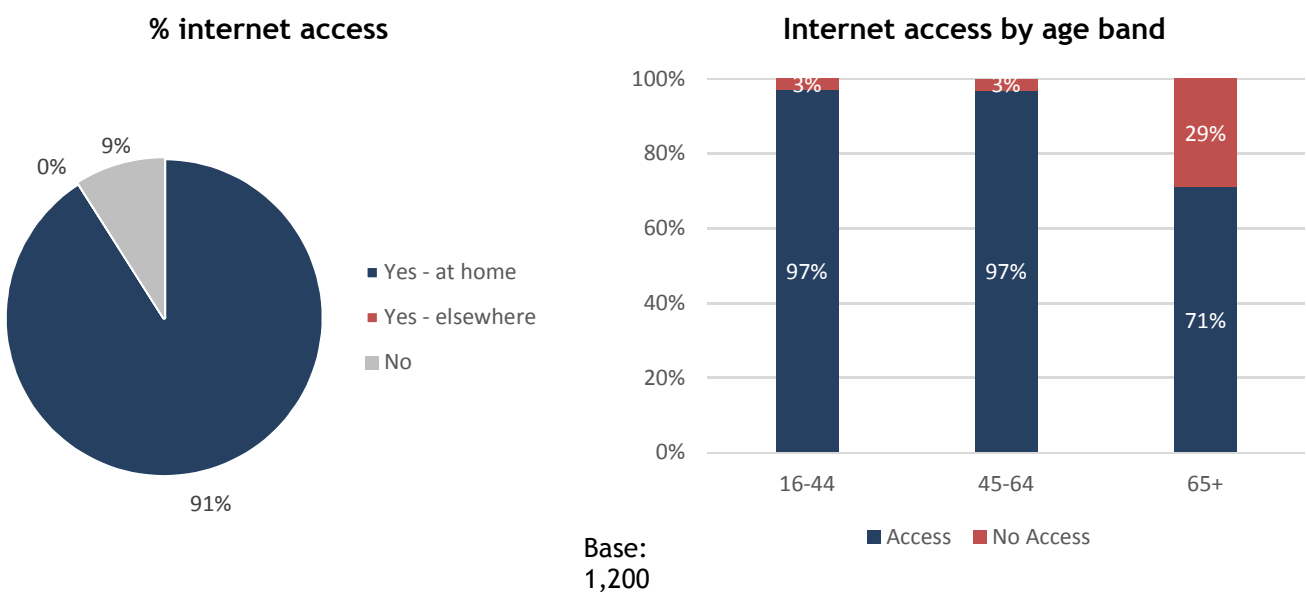
Figure 2: % satisfaction levels compared to previous quarter

Citizen, Culture and Facilities	Satisfaction		
	2020-2021	2021-2022	% Change
Information available on services (2020/21 base: 1,006, 2021/22 base: 912)	89%	91%	+2%
Libraries (2020/21 base: 278, 2021/22 base: 309)	96%	95%	-1%
Quality of customer service (2020/21 base: 720, 2021/22 base: 862)	86%	75%	-11%
Contact centre (2020/21 base: 93, 2021/22 base:)	88%	69%	-19%
Council Website (2020/21 base: 730, 2021/22 base: 723)	87%	89%	+2%
Reports & Publications (2020/21 base: 899, 2021/22 base: 844)	97%	93%	-4%

INTERNET ACCESS AND USAGE OF COUNCIL WEBSITE

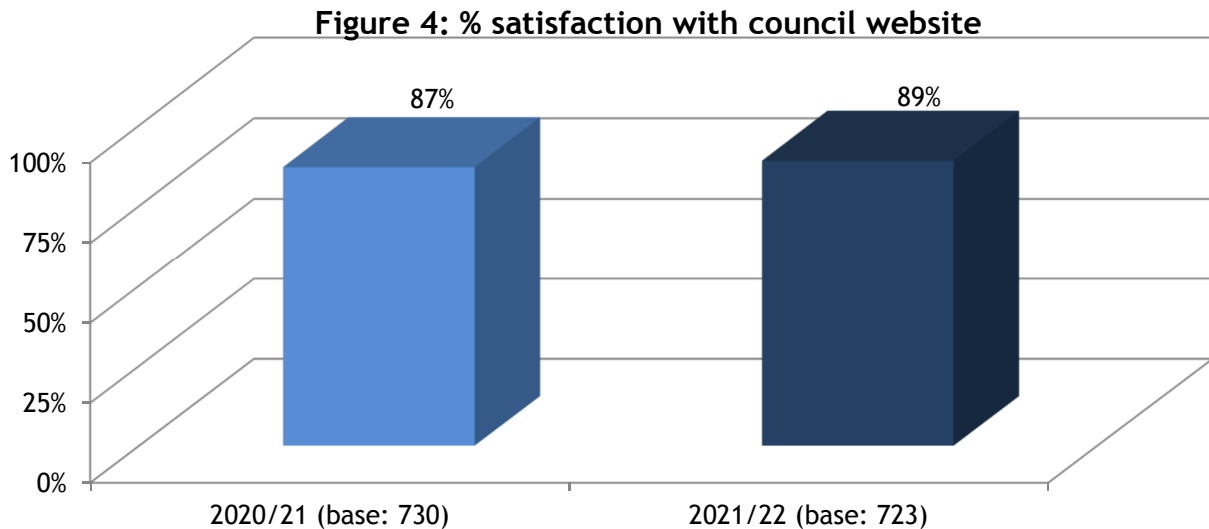
3.2 More detailed questions were asked in relation to **Accessibility of the internet**, with 91% of respondents confirming they have access to the internet. The lowest levels of internet access are in the over 65 age band with 71% of over 65 respondents having internet access.

Figure 3: Internet Access



3.3 The spotlight on **usage of the council’s website** shows 66% of residents have used the website, of those, 89% were satisfied with the website. This is an increase of 2% from the previous quarter.

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



4.0 ROADS AND NEIGHBOURHOOD

4.1 Figure 5 details Roads and Neighbourhood services for April 2021 to March 2022 and compares this to April 2020 to March 2021.

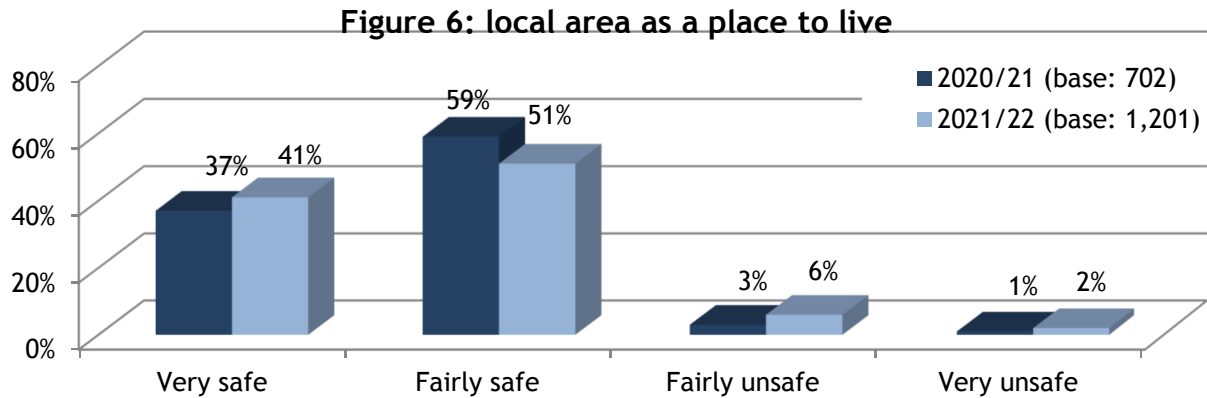
Figure 5: % satisfaction levels compared to previous quarter

Roads and Neighbourhood	Satisfaction		
	2020/21	2021/22	% Change
Street cleaning (2020/21 base: 981, 2021/22 base: 1,161)	75%	72%	-3%
Waste services (2020/21 base: 1,199, 2021/22 base: 1,193)	86%	81%	-5%
Roads Maintenance (2020/21 base: 1,163, 2021/22 base: 1,153)	46%	38%	-8%
Ground maintenance and grass cutting (2020/21 base: 757, 2021/22 base: 1,123)	80%	80%	0%
Parks & open spaces (2020/21 base: 901, 2021/22 base: 1,068)	89%	87%	-2%

5.0 COMMUNITIES

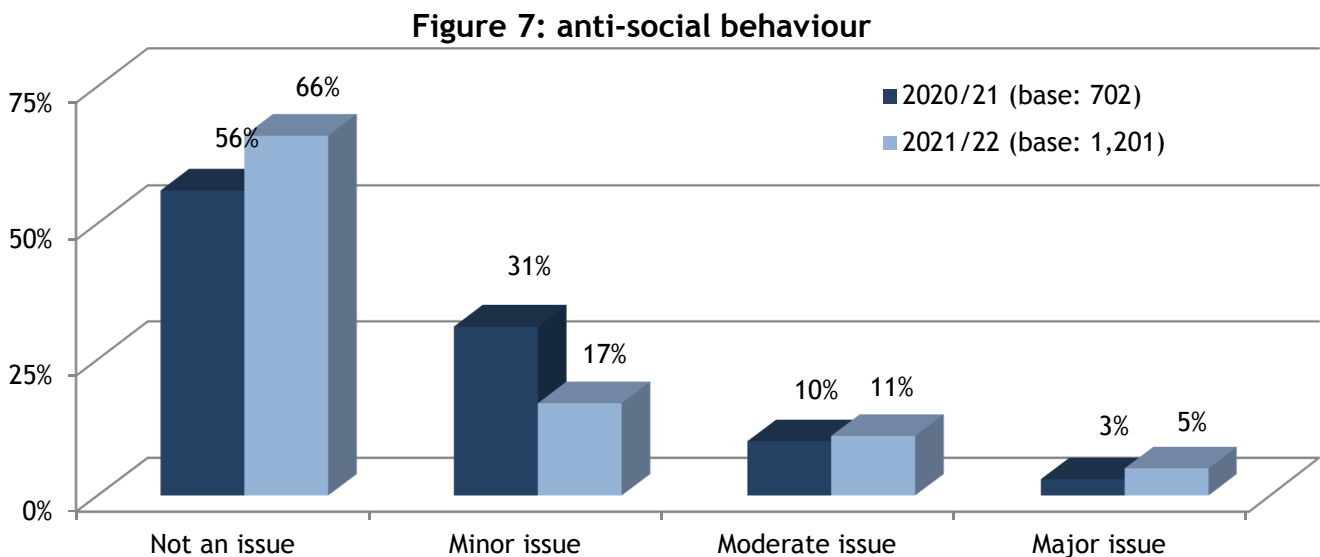
COMMUNITY SAFETY

5.1 Figure 6 illustrates respondents' perception of how safe or unsafe they find their local area as a place to live for April 2021 to March 2022 and compares this to April 2020 to March 2021.



ANTI-SOCIAL BEHAVIOUR

5.2 Figure 7 illustrates the extent to which respondents perceive anti-social behaviour is an issue in their local area for April 2021 to March 2022 and compares this to April 2020 to March 2021.



6.0 EDUCATION

6.1 Figure 8 details education services for April 2021 to March 2022 and compares this to April 2020 to March 2021.

Figure 8: % satisfaction levels compared to previous Quarter

Education Services	Satisfaction		
	2020/21	2021/22	% Change
Early Education and Childcare Centres / Nurseries (2020/21 base: 46)	95%	96%	+1%
Primary Schools (2020/21 base: 154)	98%	91%	-7%
Secondary Schools (2020/21 base: 133)	97%	82%	-15%
Additional Support Needs Provision (2020/21 base: 21)	72%	70%	-2%