



Reputation Tracker Survey

Quarterly Report (Q1)

April to June 2023



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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 225.

2.0 OVERALL PERCEPTION OF COUNCIL AND SATISFACTION WITH SERVICES

2.1 The following six general statements measure the *Perception of the Council* and ask residents level of agreement with each. The results are shown below. The trend is shown against the previous quarter (January to March 2023).¹

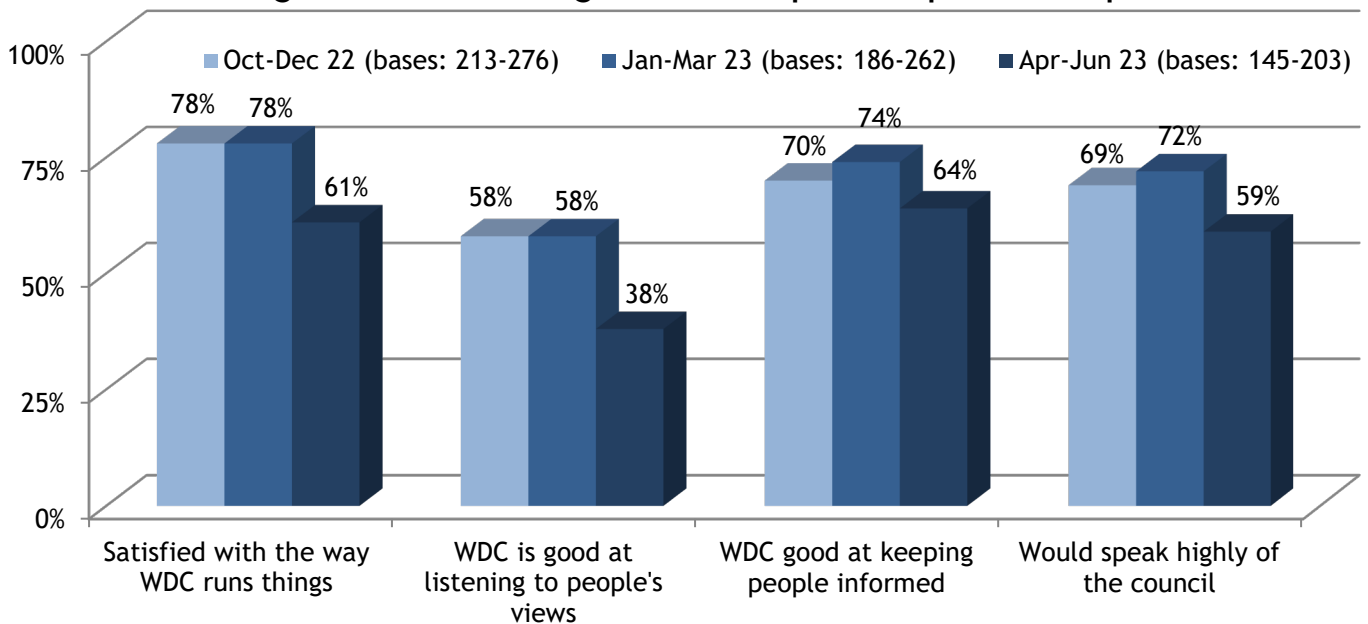
Q1	% change	Agreement with statements about Council
64%	-10%	West Dunbartonshire Council is good at keeping people informed of important information (base: 184)
38%	-20%	West Dunbartonshire Council is good at listening to local people's views before it takes decisions (base: 145)
52%	-	West Dunbartonshire Council is good at letting local people know how well it is performing (base: 159)
61%	17%	I am satisfied with the way West Dunbartonshire Council runs things (base: 203)
46%	-	West Dunbartonshire Council does the best it can with the money available (base: 165)
59%	-13%	I would speak highly of West Dunbartonshire Council (base: 182)

Based on 225 telephone interviews representative of West Dunbartonshire by location and age





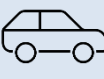
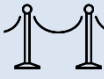




¹ New questions introduced in April 2023 have no previous comparisons and so no figures for January to March are available.

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

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



2.3 Respondents are then asked to express their degree of satisfaction or dissatisfaction with a range of Council services and aspects of service delivery.

Service	Q1	% change	Service	Q1	% change
 Street cleaning (base: 224)	70%	+7%	 Libraries (base: 93)	95%	+1%
 Waste service overall (base: 225)	81%	+4%	 Council Website (base: 150)	90%	-2%
 Roads maintenance (base: 217)	23%	+1%	 Museums and Galleries (base: 50)	91%	-4%
 Grounds Maintenance and grass cutting (base: 216)	53%	-24%	 Leisure and sports centres (base: 147)	79%	-5%
 Parks and open spaces (base: 208)	81%	0%	 Services overall (base: 223)	78%	-10%

Based on 225 telephone interviews representative of West Dunbartonshire by location and age

3.0 CITIZEN, CULTURE AND FACILITIES

3.1 Figure 2 details Citizen, Culture and Facilities services for April to June 2023 and compares this to January to March 2023.

Figure 2

	Jan-Mar 2023	Apr-Jun 2023	% Change
Libraries (Jan to Mar 2023 base: 100, Apr to Jun 2023 base: 93)	94%	95%	+1%
Contact Centre (Jan to Mar 2023 base: 82, Apr to Jun 2023 base: 81)	77%	70%	-7%
Museums and Galleries (Jan to Mar 2023 base: 22, Apr to Jun 2023 base: 50)	95%	91%	-4%
Council Website: Finding Information (Apr to Jun 2023 base: 156)	-	89%	-
Council Website: Ease of Use (Apr to Jun 2023 base: 150)	-	93%	-
Council Website: Completing Transactions (Apr to Jun 2023 base: 100)	-	92%	-
Council Website Overall (Jan to Mar 2023 base: 162, Apr to Jun 2023 base: 150)	92%	90%	-2%

EASE OF CONTACTING COUNCIL

3.2 More detailed questions were asked in relation to ease of making contact with the council. The proportion of respondents finding it very or quite easy to contact the Council by the method they used is detailed in Figure 3.

Figure 3

	Jan-Mar 2023	Apr-Jun 2023	% Change
Telephoning Citizen Contact Centre (Apr to Jun 2023 base: 80)	-	60%	-
Telephoning Specific Council Department (Apr to Jun 2023 base: 29)	-	60%	-
Through Council's website (Apr to Jun 2023 base: 67)	-	80%	-
Visiting One of Main Offices (Apr to Jun 2023 base: 1)	-	100%	-

INTERNET USE

3.3 Figure 4 details the proportion of respondents that use the internet, that are confident using the internet and have ever used the Council website.

Figure 4

	Jan-Mar 2023	Apr-Jun 2023	% Change
Use the internet (Jan to Mar 2023 base: 300, Apr to Jun 2023 base: 225)	89%	89%	0%
Confident using the internet (Apr to Jun 2023 base: 200)	-	90%	-
Ever used Council website (Jan to Mar 2023 base: 268, Apr to Jun 2023 base: 201)	60%	80%	+20%

4.0 ROADS AND NEIGHBOURHOOD

4.1 Figure 5 details Roads and Neighbourhood services for April to June 2023 and compares this to January to March 2023.

Figure 5

	Jan-Mar 2023	Apr-Jun 2023	% Change
Street cleaning (Jan to Mar 2023 base: 284, Apr to Jun 2023 base: 224)	63%	70%	+7%
Waste services (Jan to Mar 2023 base: 299, Apr to Jun 2023 base: 225)	77%	81%	+4%
Roads Maintenance (Jan to Mar 2023 base: 294, Apr to Jun 2023 base: 217)	22%	23%	+1%
Grounds maintenance and grass cutting (Jan to Mar 2023 base: 275, Apr to Jun 2023 base: 216)	77%	53%	-24%
Parks & open spaces (Jan to Mar 2023 base: 261, Apr to Jun 2023 base: 208)	81%	81%	0%

5.0 LOCAL AREA AND COMMUNITIES

5.1 Figure 6 details positive ratings for aspects of the Local Area and Community for April to June 2023 and compares this to January to March 2023.

Figure 6

	Jan-Mar 2023	Apr-Jun 2023	% Change
Feeling of safety (Jan to Mar 2023 base: 301, Apr to Jun 2023 base: 223)	95%	84%	-10%
Attractiveness of local environment (Apr to Jun 2023 base: 219)	-	73%	-
Strength of economy and job opportunities (Apr to Jun 2023 base: 137)	-	47%	-
Neighbourhood as a place to live (Apr to Jun 2023 base: 221)	-	88%	-

6.0 EDUCATION

6.1 Figure 7 details education services for April to June 2023 and compares this to January to March 2023.

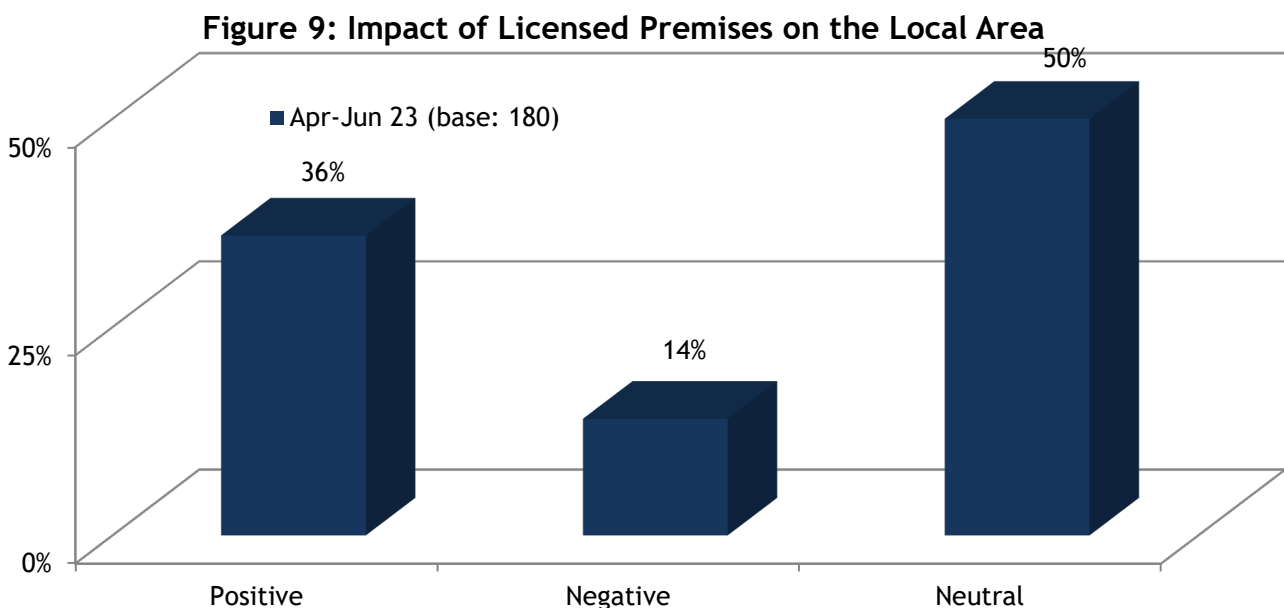
	Jan-Mar 23	Apr-Jun 23	% Change
Early Education and Childcare Centres / Nurseries (Jan to Mar 2023 base: 47, Apr to Jun 23 base: 29)	95%	95%	0%
Primary Schools (Jan to Mar 2023 base: 83, Apr to Jun 23 base: 54)	92%	88%	-4%
Secondary Schools (Jan to Mar 2023 base: 46, Apr to Jun 23 base: 52)	83%	83%	0%
Additional Support Needs Provision (Jan to Mar 2023 base: 12, Apr to Jun 23 base: 18)	50%	66%	+16%

7.0 LICENSING

7.1 During April to June 2023, respondents were asked to comment on aspects of Licensing for the sale of alcohol. Figure 8 details respondent's views on the number of premises selling alcohol.

	Too many	About right number	Too few
Off-license Premises (Apr to Jun 23 base: 203)	17%	78%	5%
On-license Premises (Apr to Jun 23 base: 184)	10%	67%	24%

7.2 Figure 9 illustrates the perceived impact that licensed premises have on the local area.



7.3 The distance respondents usually travel to purchase alcohol is illustrated in Figure 10.

Figure 10: Distanced usually travelled to purchase alcohol

