West Dunbartonshire Council

Reputation Tracker

Annual Report

2015

February 2016

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1.0 Survey Questionnaire

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**1.0 Background, Objectives and Methodology**

***Background***

* 1. This document summarises the findings of 2015 for the Reputation Tracker, which is administered by IBP Strategy and Research on behalf of West Dunbartonshire Council. Th Reputation Tracker survey commenced in January 2013 and interviewing has been conducted on a monthly basis since then, up to and including December 2015. This Annual Report for 2015 sets out the results for 2015 as well as comparative results for 2014 and 2013.

***Objectives***

* 1. West Dunbartonshre Council commissioned the survey to capture the level of resident agreement and satisfaction on how people view the Council in general and to gauge their satisfaction with a range of services.

***Methodology***

* 1. The first section of the questionnaire is designed to capture the level of agreement amongst respondents with regard to a number of propositions:
  + That the Council is efficient and well run
  + That Council services are value for money
  + That the Council takes account of residents’ views
  + That the Council communicates well with residents
  + That respondents would speak highly of the Council.

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 questionnaire was designed by IBP Strategy and Research with comment and input from Council staff. It is provided under separate cover as Appendix 1.

* 1. IBP conducts 100 interviews per month in a pattern broadly proportionate to the population profile (12 for the G60 postcode area, 39 for G81, 25 for G82 and 24 for G83)[[1]](#footnote-1). This document brings together the results for the full year of 2014 and is therefore based on a total of 1,200 interviews, as well as comparative results for 2013. Results are analysed in this report by area, gender and age and a full set of data tables is provided as Appendix 2.

**2.0 Respondent Profile**

2.1 A total of 1,206 telephone interviews were carried out during 2015.

2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

**Figure 2.1: Profile of Respondents by Gender**

2.3 The profile of respondents by age band is illustrated in Figure 2.2.

**Figure 2.2: Profile of Respondents by Age Band**

There was a significant difference in age range for 2015 and 2014 compared to 2013. Starting in the first month of Quarter 3 of 2013, IBP interviewers sought to mitigate the high proportion of older respondents by conducting interviews by age quota during evenings and weekends to enable the team to interview a younger population (and presumably a higher proportion of working people) that is more in line with the West Dunbartonshire population.

**3.0 Overall Perceptions of the Council**

3.1 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 1,206.

3.2 Figures 3.1 details overall responses to the statements that are put to respondents.

**Figure 3.1: Overall**

Agreement that the Council is efficient and well run and that respondents would speak highly of the Council have increased notably since 2014. There have small increases in the proportion of respondents who feel the Council’s services are value for money and that they take account of residents’ views. There has been a slight fall in the level of agreement that the Council communicates well with its residents.

3.2 Figures 3.2 to 3.4 break down responses to the statement, ‘**West Dunbartonshire Council is efficient and well run**’ by area, gender and age band.

**Figure 3.2: Area**

*West Dunbartonshire Council is efficient and well run*

**Figure 3.3: Gender**

*West Dunbartonshire Council is efficient and well run*

**Figure 3.4: Age Band**

*West Dunbartonshire Council is efficient and well run*

3.3 Overall, ratings for this statement were more positive than those in 2013 across all respondent criteria. The most apparent improvements were amongst respondents from the G81, G82 and G83 postcode areas and amongst those aged 16 to 44 and 65+.

3.4 Figures 3.5 to 3.7 break down responses to the statement, ‘**West Dunbartonshire Council Services are value for money**’ by area, gender and age band.

**Figure 3.5: Area**

*West Dunbartonshire Council Services are value for money*

**Figure 3.6: Gender**

*West Dunbartonshire Council Services are value for money*

**Figure 3.7: Age Band**

*West Dunbartonshire Council Services are value for money*

3.5 A similar pattern was evident in that there were more positive ratings across the board but with this being most apparent within the G83 postcode areas, amongst males and amongst those aged 65+.

3.6 Figures 3.8 to 3.10 break down responses to the statement, ‘**West Dunbartonshire Council takes account of residents’ views**’ by area, gender and age band.

**Figure 3.8: Area**

*West Dunbartonshire Council takes account of residents’ views*

**Figure 3.9: Gender**

*West Dunbartonshire Council takes account of residents’ views*

**Figure 3.10: Age Band**

*West Dunbartonshire Council takes account of residents’ views*

3.7 Results were more positive amongst some groups of respondents but with the most apparent improvements being amongst respondents from the G83 postcode, amongst males and amongst those aged 65+.

3.8 Figures 3.11 to 3.13 break down responses to the statement, ‘**The Council communicates well with its residents**’ by area, gender and age band.

**Figure 3.11: Area**

*The Council communicates well with its residents*

**Figure 3.12: Gender**

*The Council communicates well with its residents*

**Figure 3.13: Age Band**

*The Council communicates well with its residents*

3.9 A mixed picture emerges with regard to agreement as to whether the Council communicates well with its residents. Notable improvements since 2014 are noted amongst those aged 65+, with declines noted in the G81 postcode and in the 45 to 64 age group.

3.10 Figures 3.14 to 3.16 break down responses to the statement, ‘**I would speak highly of West Dunbartonshire Council**’ views’ by area, gender and age band.

**Figure 3.14: Area**

*I would speak highly of West Dunbartonshire Council*

**Figure 3.15: Gender**

*I would speak highly of West Dunbartonshire Council*

**Figure 3.16: Age Band**

*I would speak highly of West Dunbartonshire Council*

3.11 Ratings for this statement have improved considerably between 2014 and 2015; this is most evident in the G60 and G83 postcodes, males and amongst those aged 65+.

**4.0 Satisfaction with Council Services**

4.1 Respondents were asked to state their satisfaction with the various Council services. The results are summarised in Figure 4.1 below with the blue bars above the line representing the proportion of respondents that were satisfied and the red bar below the line representing the proportion that were dissatisfied. The balance is made up of neutral responses. Table 4.1 then breaks down satisfaction levels by area, age and gender. A graphical summary of the levels of the comparative levels of satisfaction for each service between 2014 and 2015 is then set out in Figures 4.2 to 4.14, with the results again being broken down by area, gender and age band.

**Figure 4.1: Satisfaction with Council Services (2015)**

*How satisfied or dissatisfied would you say that you were with each of the following aspects of West Dunbartonshire Council’s services?*

**Table 4.1: Satisfaction with Council Services**

*How satisfied or dissatisfied would you say that you were with each of the following aspects of West Dunbartonshire Council’s services?*

% Satisfied (base number of respondents in brackets)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Service** | **Overall** | **G60** | **G81** | **G82** | **G83** | **Female** | **Male** | **16 to 44** | **45 to 64** | **65+** |
| The information available on services | 88%  (base: 1,142) | 90%  (base: 135) | 90%  (base: 447) | 88%  (base: 293) | 86%  (base: 267) | 88%  (base: 630) | 89%  (base: 512) | 94%  (base: 518) | 84%  (base: 388) | 84%  (base: 236) |
| The quality of customer service | 91%  (base: 1,060) | 91%  (base: 127) | 93%  (base: 413) | 90%  (base: 265) | 87%  (base: 255) | 89%  (base: 590) | 93%  (base: 470) | 97%  (base: 473) | 84%  (base: 360) | 89%  (base: 227) |
| The Council's website | 91%  (base: 569) | 97%  (base: 67) | 88%  (base: 206) | 93%  (base: 156) | 91%  (base: 140) | 93%  (base: 325) | 89%  (base: 244) | 95%  (base: 319) | 86%  (base: 201) | 88%  (base: 49) |
| The street cleaning service | 77%  (base: 1,195) | 81%  (base: 151) | 76%  (base: 458) | 81%  (base: 303) | 75%  (base: 283) | 74%  (base: 662) | 82%  (base: 533) | 77%  (base: 537) | 74%  (base: 407) | 84%  (base: 251) |
| The waste service overall | 93%  (base: 1,198) | 96%  (base: 151) | 92%  (base: 462) | 94%  (base: 302) | 93%  (base: 283) | 93%  (base: 662) | 93%  (base: 536) | 96%  (base: 539) | 89%  (base: 406) | 93%  (base: 253) |
| Roads maintenance | 44%  (base: 1,179) | 41%  (base: 152) | 44%  (base: 452) | 46%  (base: 298) | 42%  (base: 277) | 48%  (base: 647) | 39%  (base: 532) | 51%  (base: 537) | 32%  (base: 402) | 47%  (base: 240) |
| Libraries | 92%  (base: 832) | 90%  (base: 109) | 93%  (base: 329) | 94%  (base: 201) | 91%  (base: 193) | 93%  (base: 486) | 90%  (base: 346) | 95%  (base: 406) | 89%  (base: 271) | 90%  (base: 155) |
| Trading Standards | 89%  (base: 293) | 86%  (base: 35) | 90%  (base: 124) | 92%  (base: 74) | 85%  (base: 60) | 90%  (base: 153) | 88%  (base: 140) | 93%  (base: 113) | 82%  (base: 118) | 95%  (base: 62) |
| Environmental Health | 86%  (base: 490) | 88%  (base: 58) | 82%  (base: 206) | 90%  (base: 124) | 87%  (base: 102) | 86%  (base: 273) | 86%  (base: 217) | 91%  (base: 157) | 84%  (base: 205) | 82%  (base: 128) |
| Registrar Services | 96%  (base: 877) | 93%  (base: 110) | 95%  (base: 344) | 98%  (base: 228) | 95%  (base: 195) | 95%  (base: 481) | 97%  (base: 396) | 98%  (base: 418) | 94%  (base: 306) | 93%  (base: 152) |
| Council schools | 92%  (base: 971) | 94%  (base: 127) | 93%  (base: 363) | 91%  (base: 250) | 92%  (base: 231) | 92%  (base: 526) | 93%  (base: 445) | 95%  (base: 522) | 90%  (base: 330) | 86%  (base: 119) |
| The Social Work Service | 89%  (base: 424) | 87%  (base: 46) | 93%  (base: 193) | 85%  (base: 95) | 87%  (base: 90) | 89%  (base: 245) | 90%  (base: 179) | 91%  (base: 11) | 85%  (base: 156) | 92%  (base: 157) |
| Licensing Services | 93%  (base: 669) | 93%  (base: 88) | 91%  (base: 277) | 93%  (base: 145) | 95%  (base: 159) | 94%  (base: 347) | 91%  (base: 322) | 96%  (base: 326) | 91%  (base: 233) | 87%  (base: 110) |
| Leisure Centre and Community Centres | 93%  (base: 1,013) | 83%  (base: 135) | 88%  (base: 382) | 92%  (base: 266) | 90%  (base: 230) | 86%  (base: 562) | 92%  (base: 451) | 93%  (base: 517) | 85%  (base: 335) | 84%  (base: 161) |
| The services you receive overall | 93%  (base: 1,198) | 93%  (base: 149) | 94%  (base: 462) | 93%  (base: 302) | 92%  (base: 285) | 92%  (base: 663) | 94%  (base: 535) | 97%  (base: 536) | 91%  (base: 408) | 88%  (base: 254) |

**Figure 4.2: The Information Available from the Council on its Services (2013-2015 Comparison)**

**Figure 4.3: The Quality of Customer Service (2013-2015 Comparison)**

**Figure 4.4: The Council’s Website (2013-2015 Comparison)**

**Figure 4.5: The Street Cleaning Service (2013-2015 Comparison)**

**Figure 4.6: The Waste Service Overall (2013-2015 Comparison)**

**Figure 4.7: Roads Maintenance (2013-2015 Comparison)**

**Figure 4.8: Libraries (2013-2015 Comparison)**

**Figure 4.9: Trading Standards (2013-2015 Comparison)**

**Figure 4.10: Environmental Health (2013-2015 Comparison)**

**Figure 4.11: Registration of Births, Deaths and Marriages / Civil Partnerships (2013-2015 Comparison)**

**Figure 4.12: Council Schools (2013-2015 Comparison)**

**Figure 4.13: The Social Work Service (2013-2015 Comparison)**

**Figure 4.14: The Services You Receive From West Dunbartonshire Council Overall (2013-2015 Comparison)**

**5.0 Open-Ended Comments**

5.1 Respondents were then asked to say where they think the Council needs to improve. This was asked as an open ended question and the results of this for 2015 are illustrated as a ‘Word Cloud’[[2]](#footnote-2) in Figure 5.1.

**Figure 5.1: Areas where the Council needs to improve**



5.2 Respondents were then asked about good things they would say about the Council. Again, this was asked as an open ended question and the results of this for 2015 are illustrated as a ‘Word Cloud’ in Figure 5.2.

**Figure 5.2: Good things people would say about the Council**



1. The G60 postcode, covering Bowling and Old Kilpatrick, was included in the survey from July 2013 onwards. [↑](#footnote-ref-1)
2. A “word cloud” is an image generated from any text source which gives greater prominence to words that appear more frequently. [↑](#footnote-ref-2)