ibp Strategy & Research

West Dunbartonshire COUNCIL

Reputation Tracker Survey

Quarterly Report (Q2)

July to September 2023

Contents

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 seven 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 (April to June 2023).[1]

Agreement with statements

Q2	% change	Statements
60%	-4%	West Dunbartonshire Council is good at keeping people informed of important information (base: 161)
49%	+11%	West Dunbartonshire Council is good at listening to local people's views before it takes decisions (base: 130)
55%	+3%	West Dunbartonshire Council is good at letting local people know how well it is performing (base: 118)
47%	-	West Dunbartonshire Council communicates well with its residents (base: 147)
60%	-1%	I am satisfied with the way West Dunbartonshire Council runs things (base: 190)
52%	+6	West Dunbartonshire Council does the best it can with the money available (base: 170)
56%	-3%	I would speak highly of West Dunbartonshire Council (base: 149)
Based on 225 telephone interviews representative of West Dunbartonshire by location and age		
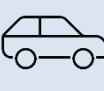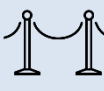
[1] A new question was introduced in July 2023 so no figures for April to June are available.

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

Figure 1: % levels of agreement compared to previous 2 quarters
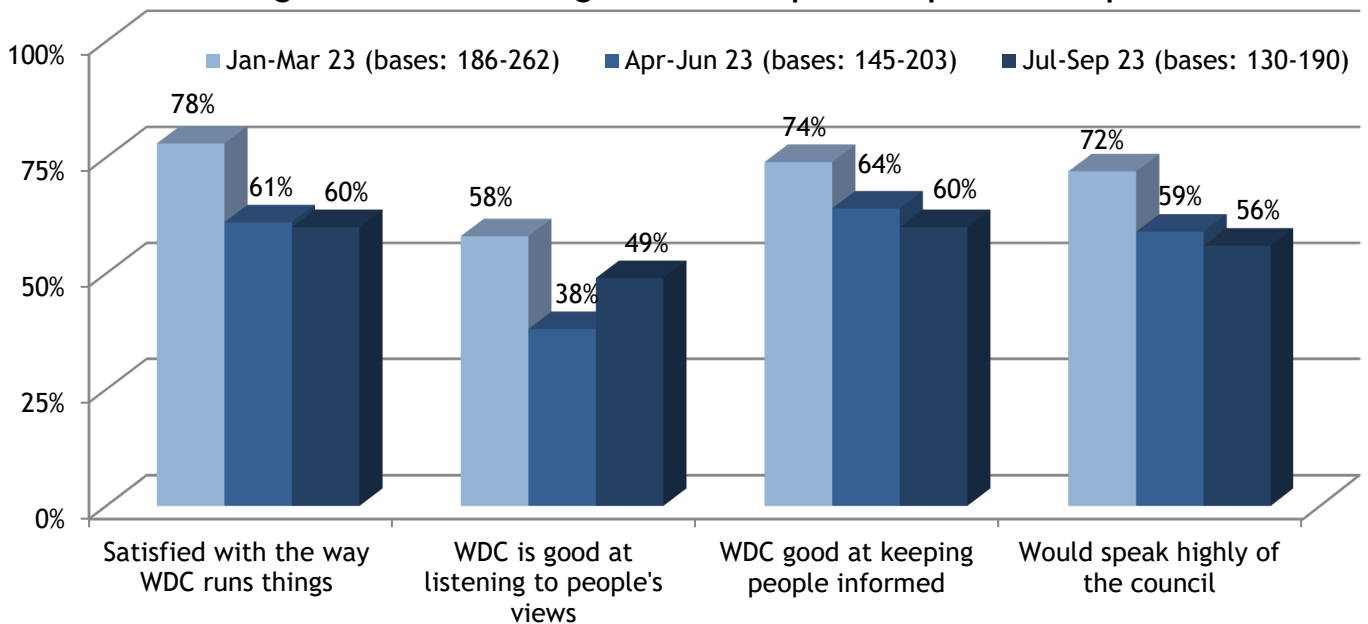
2.3   Respondents are then asked to express their degree of satisfaction or dissatisfaction with a range of Council services and aspects of service delivery.

Satisfaction with the Council's Services						
Service	**Q1**	**% change**		**Service**	**Q1**	**% change**
Street cleaning (base: 219)	**65%**	*-5%*		Libraries (base: 68)	**92%**	*-3%*
Waste service overall (base: 224)	**80%**	*-1%*		Council Website (base: 99)	**91%**	*+1%*
Roads maintenance (base: 217)	**32%**	*+9%*		Museums and Galleries (base: 40)	**81%**	*-10%*
Grounds Maintenance and grass cutting (base: 205)	**50%**	*-3%*		Leisure and sports centres (base: 123)	**74%**	*-5%*
Parks and open spaces (base: 201)	**70%**	*-11%*		Services overall (base: 199)	**75%**	*-3%*
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 July to September 2023 and compares this to April to June 2023.

Figure 2: % satisfaction levels compared to previous quarter

Citizen, Culture and Facilities	Apr-Jun 2023	Jul-Sep 2023	% Change
Libraries (Apr to Jun 2023 base: 93, Jul to Sep 2023 base: 68)	95%	92%	-3%
Contact Centre (Apr to Jun 2023 base: 81, Jul to Sep 2023 base: 75)	70%	70%	0%
Museums and Galleries (Apr to Jun 2023 base: 50, Jul to Sep 2023 base: 40)	91%	81%	-10%
Council Website: Finding Information (Apr to Jun 2023 base: 156, Jul to Sep 2023 base: 102)	89%	85%	-4%
Council Website: Ease of Use (Apr to Jun 2023 base: 150, Jul to Sep 2023 base: 101)	93%	87%	-6%
Council Website: Completing Transactions (Apr to Jun 2023 base: 100, Jul to Sep 2023 base: 69)	92%	90%	-2%
Council Website Overall (Apr to Jun 2023 base: 150, Jul to Sep 2023 base: 99)	90%	91%	+1%

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: % satisfaction levels compared to previous quarter

Ease of making contact	Apr-Jun 2023	Jul-Sep 2023	% Change
Telephoning Citizen Contact Centre (Apr to Jun 2023 base: 80, Jul to Sep 2023 base: 74)	60%	74%	+14%
Telephoning Specific Council Department (Apr to Jun 2023 base: 29, Jul to Sep 2023 base: 22)	60%	73%	+13%
Through Council's website (Apr to Jun 2023 base: 67, Jul to Sep 2023 base: 38)	80%	79%	-1%
Visiting One of Main Offices (Apr to Jun 2023 base: 1, Jul to Sep 2023 base: 2)	100%	100%	0%

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: % satisfaction levels compared to previous quarter

Internet use	Apr-Jun 2023	Jul-Sep 2023	% Change
Use the internet (Apr to Jun 2023 base: 225, Jul to Sep 2023 base: 225)	89%	84%	-5%
Confident using the internet (Apr to Jun 2023 base: 200, Jul to Sep 2023 base: 189)	90%	92%	+2%
Ever used Council website (Apr to Jun 2023 base: 201, Jul to Sep 2023 base: 189)	80%	55%	-25%

4.0   ROADS AND NEIGHBOURHOOD

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

Figure 5: % satisfaction levels compared to previous quarter

Roads and Neighbourhood	Apr-Jun 2023	Jul-Sep 2023	% Change
Street cleaning (Apr to Jun 2023 base: 224, Jul to Sep 2023 base: 219)	70%	65%	-5%
Waste services (Apr to Jun 2023 base: 225, Jul to Sep 2023 base: 224)	81%	80%	-1%
Roads Maintenance (Apr to Jun 2023 base: 217, Jul to Sep 2023 base: 217)	23%	32%	+9%
Grounds maintenance and grass cutting (Apr to Jun 2023 base: 216, Jul to Sep 2023 base: 205)	53%	50%	-3%
Parks & open spaces (Apr to Jun 2023 base: 208, Jul to Sep 2023 base: 201)	81%	70%	-11%

5.0   LOCAL AREA AND COMMUNITIES

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

Figure 6: % satisfaction levels compared to the previous quarter, positive rating

LOCAL AREA AND COMMUNITIES	Apr-Jun 2023	Jul-Sep 2023	% Change
Feeling of safety (Apr to Jun 2023 base: 223, Jul to Sep 2023 base: 219)	84%	83%	-1%
Attractiveness of local environment (Apr to Jun 2023 base: 219, Jul to Sep 2023 base: 214)	73%	65%	-8%
Strength of economy and job opportunities (Apr to Jun 2023 base: 137, Jul to Sep 2023 base: 141)	47%	28%	-19%
Neighbourhood as a place to live (Apr to Jun 2023 base: 221, Jul to Sep 2023 base: 222)	88%	88%	0%

6.0   EDUCATION

6.1   Figure 7 details education services for July to September 2023 and compares this to April to June 2023.

Figure 7: % satisfaction levels compared to previous quarter

| Education	Apr-Jun 23	Jul-Sep 23	% Change
Early Education and Childcare Centres / Nurseries (Apr to Jun 23 base: 29, Jul to Sep base: 20)	95%	100%	+5%
Primary Schools (Apr to Jun 23 base: 54, Jul to Sep base: 50)	88%	84%	-4%
Secondary Schools (Apr to Jun 23 base: 52, Jul to Sep base: 36)	83%	75%	-8%
Additional Support Needs Provision (Apr to Jun 23 base: 18, Jul to Sep base: 9)	66%	33%	-33%

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 the proportion that think there are too many premises selling alcohol.

Figure 8: Premises selling alcohol

Premises selling alcohol	Apr-Jun 23	Jul-Sep 23	% Change
Off-license Premises (Apr to Jun 23 base: 203, Jul to Sep base: 179)	17%	21%	+4%
On-license Premises (Apr to Jun 23 base: 184, Jul to Sep base: 193)	10%	8%	-2%

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

Figure 9: Impact of Licensed Premiseso n the Local Area
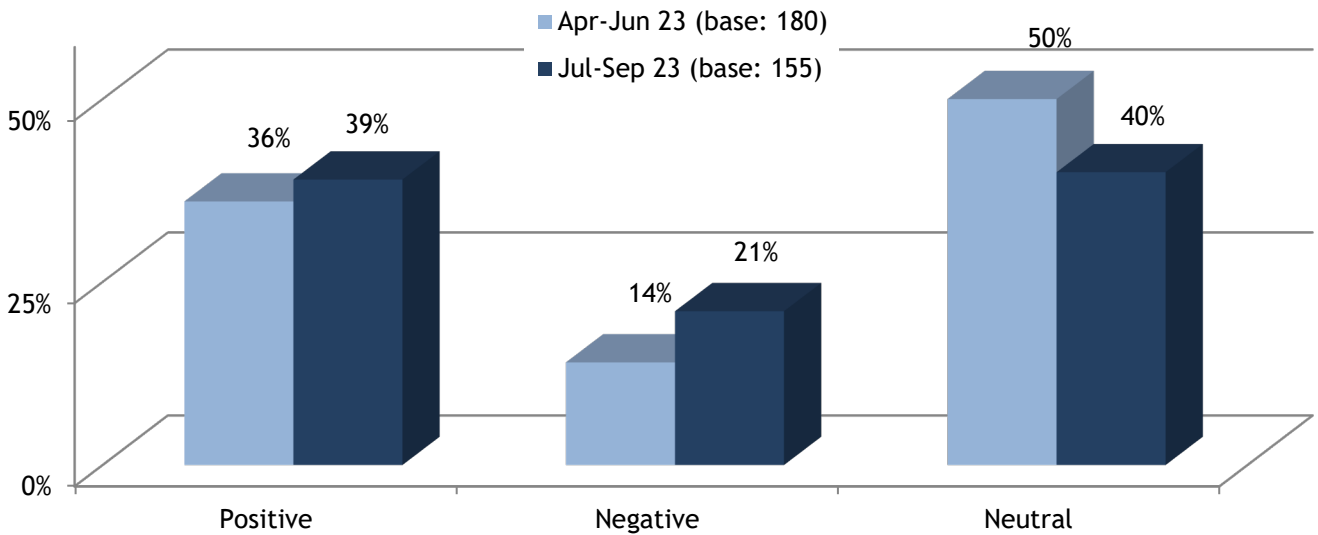
7.3   The distance respondents usually travel to purchase alcohol is illustrated in Figure 10.

Figure 10: Distance usually travelled to purchase alcohol