



West Dunbartonshire Council

Reputation Tracker
Annual Report

2016

February 2017

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1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

- 1.1 This document summarises the findings of 2016 for the Reputation Tracker, which is administered by IBP Strategy and Research on behalf of West Dunbartonshire Council. The Reputation Tracker survey commenced in January 2013 and interviewing has been conducted on a monthly basis since then, up to and including December 2016. This Annual Report for 2016 sets out the results for 2016 as well as comparative results for 2015, 2014 and 2013.

OBJECTIVES

- 1.2 West Dunbartonshire 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

- 1.3 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.

- 1.4 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. This document brings together the results for the full year of 2016 and is therefore based on a total of 1,207 interviews, as well as comparative results for 2015, 2014 and 2013. Results are analysed in this report by area, gender and age and a full set of data tables is provided as Appendix 2.

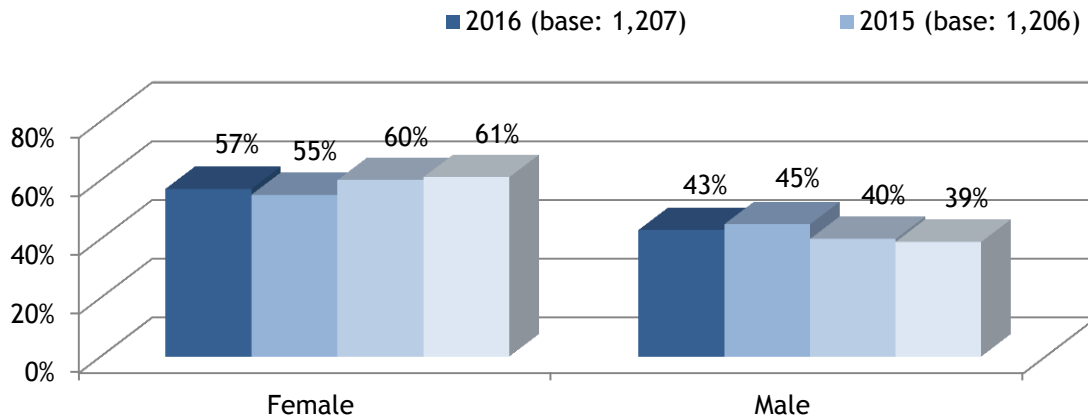
¹ The G60 postcode, covering Bowling and Old Kilpatrick, was included in the survey from July 2013 onwards.

2.0 RESPONDENT PROFILE

2.1 A total of 1,207 telephone interviews were carried out during 2016.

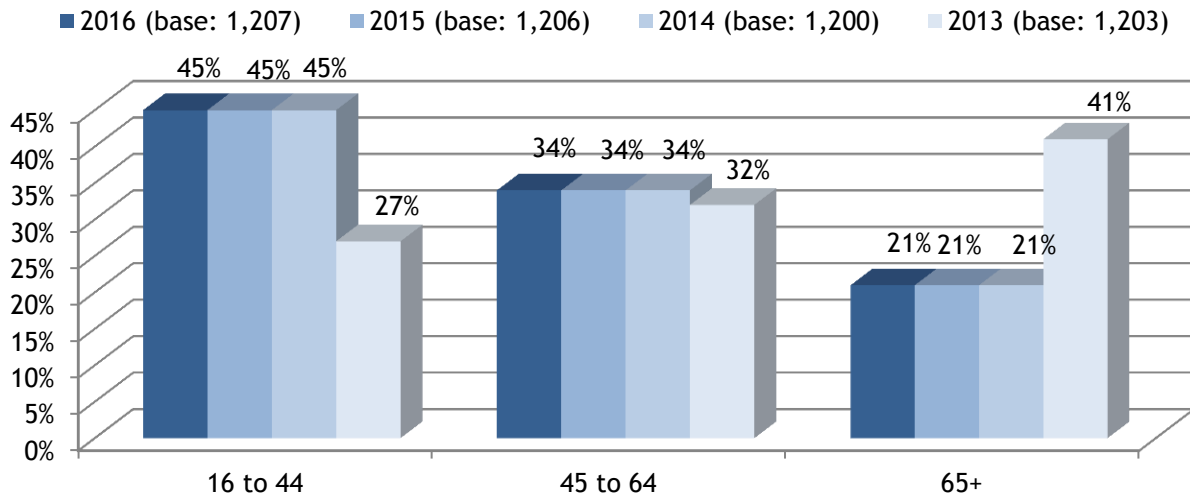
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

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



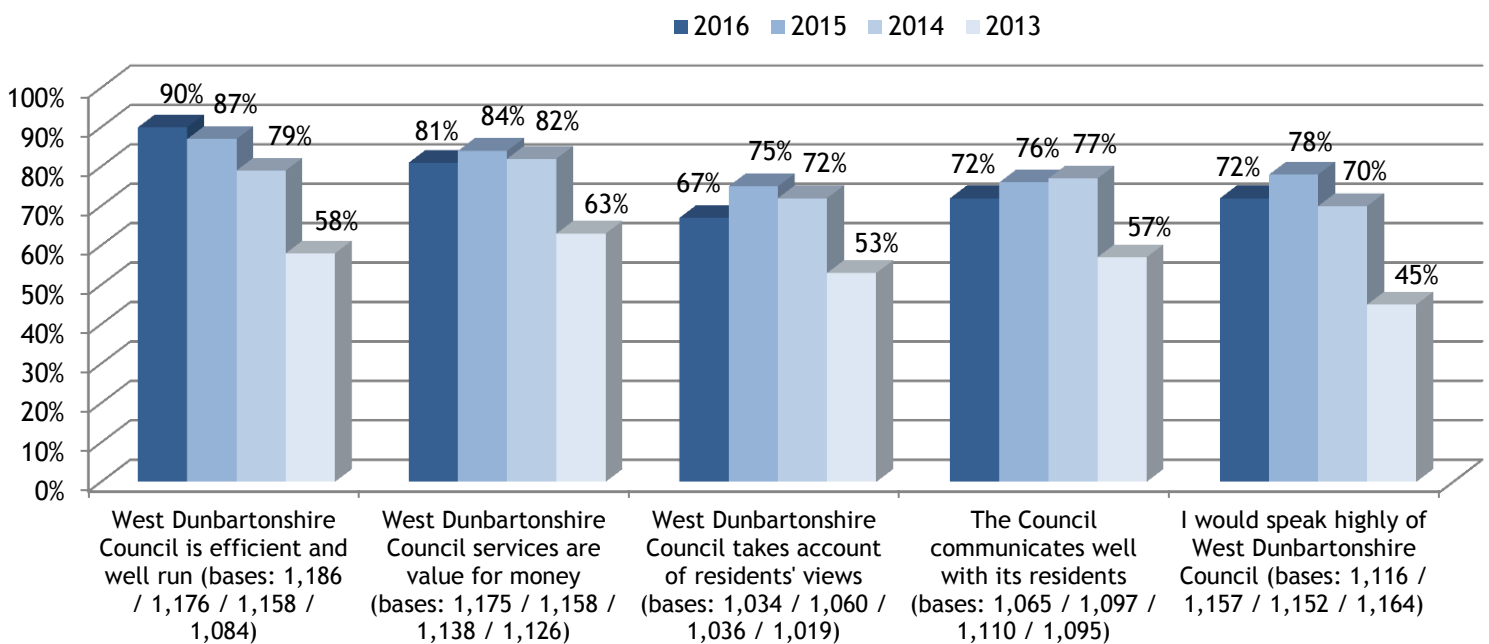
There was a significant difference in age range for 2015 and 2014 compared to 2013. Starting in the first month of Quarter 3 of 2013, IBP interviewers sought to mitigate the high proportion of older respondents by conducting interviews by age quota during evenings and weekends to enable the team to interview 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 1,207.

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 has increased somewhat since 2015. There have been decreases in the proportion of respondents who feel the Council’s services are value for money and that they communicate well with residents. There have been larger falls in the level of agreement of speaking highly of the Council and that the Council takes account of residents’ views.

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

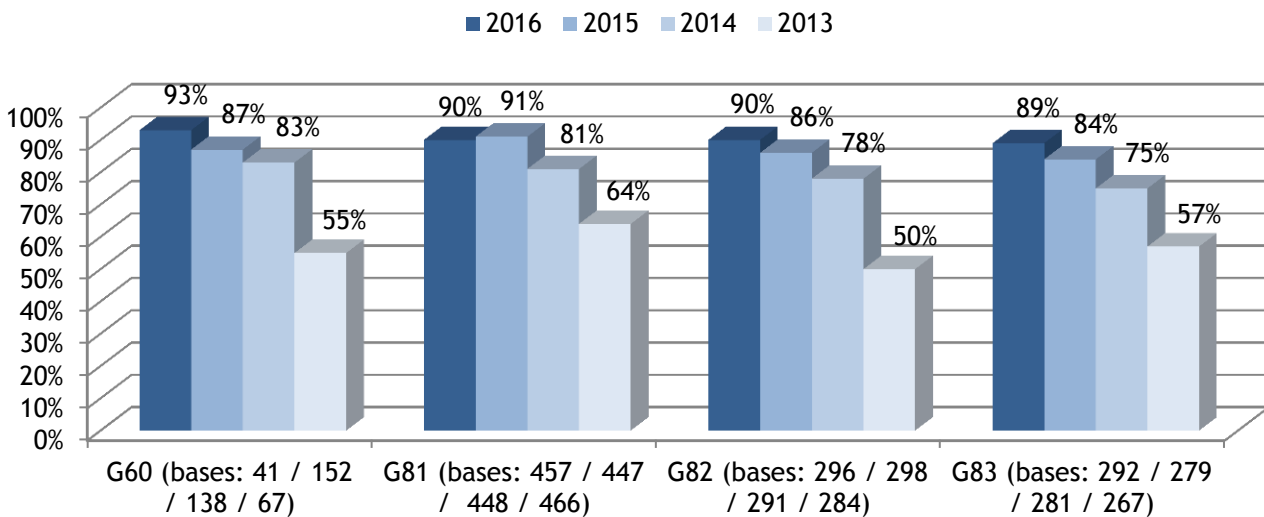


Figure 3.3: Gender

West Dunbartonshire Council is efficient and well run

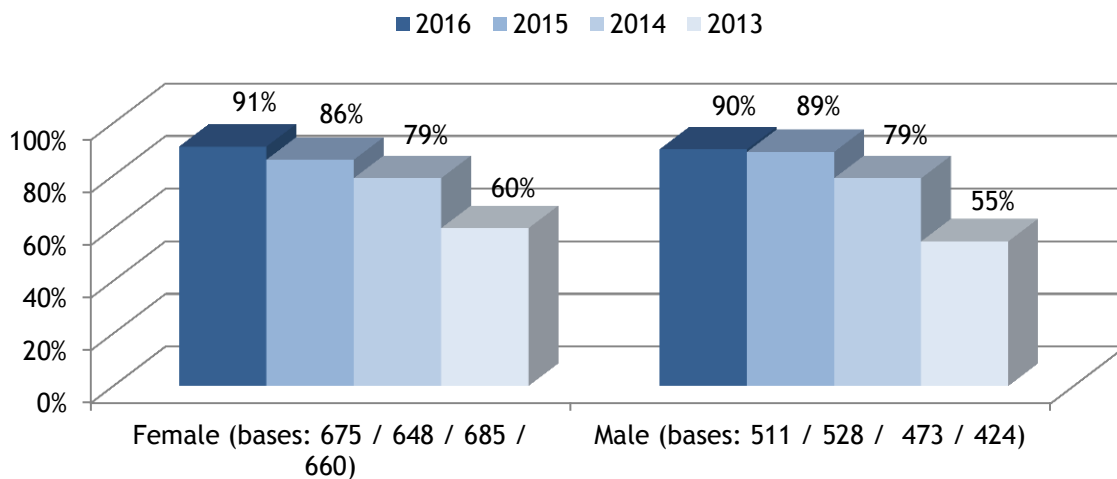
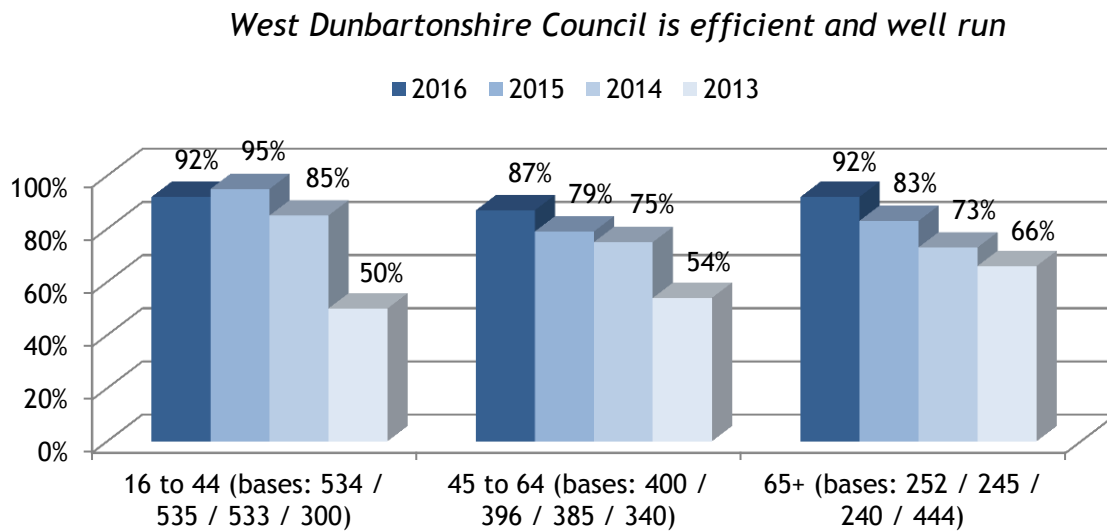


Figure 3.4: Age Band



3.3 Overall, ratings for this statement were more positive than those in 2015 across all respondent criteria, with the exception of the G81 postcode area. The most apparent improvements were amongst respondents from the G60 postcode area, females and amongst those aged 45 to 64 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

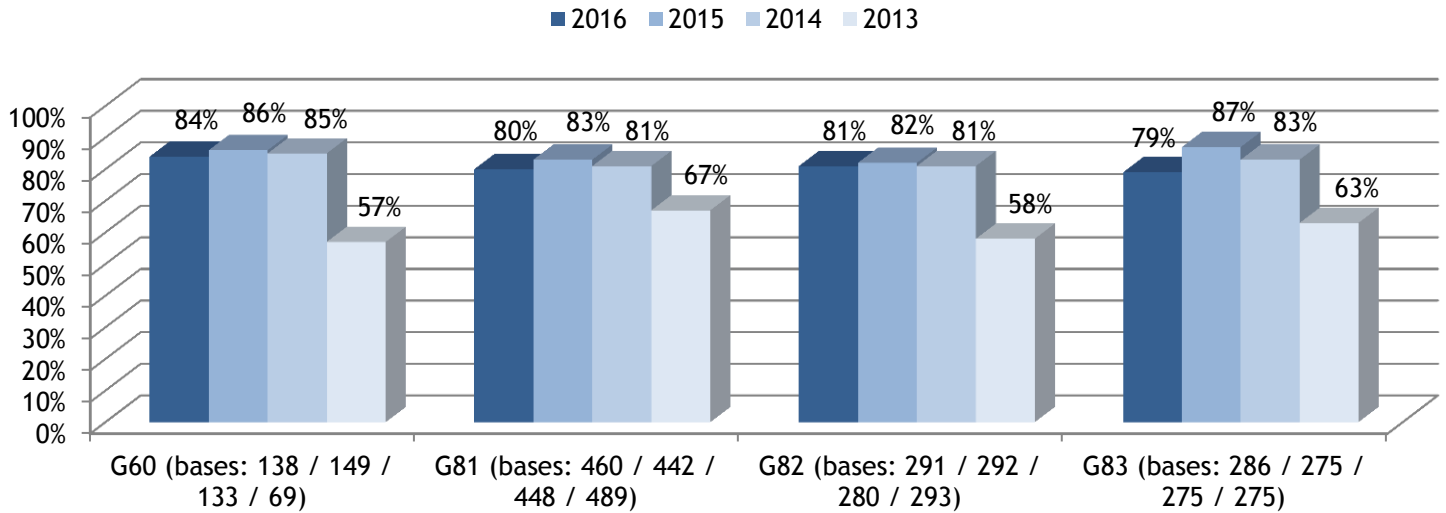


Figure 3.6: Gender

West Dunbartonshire Council Services are value for money

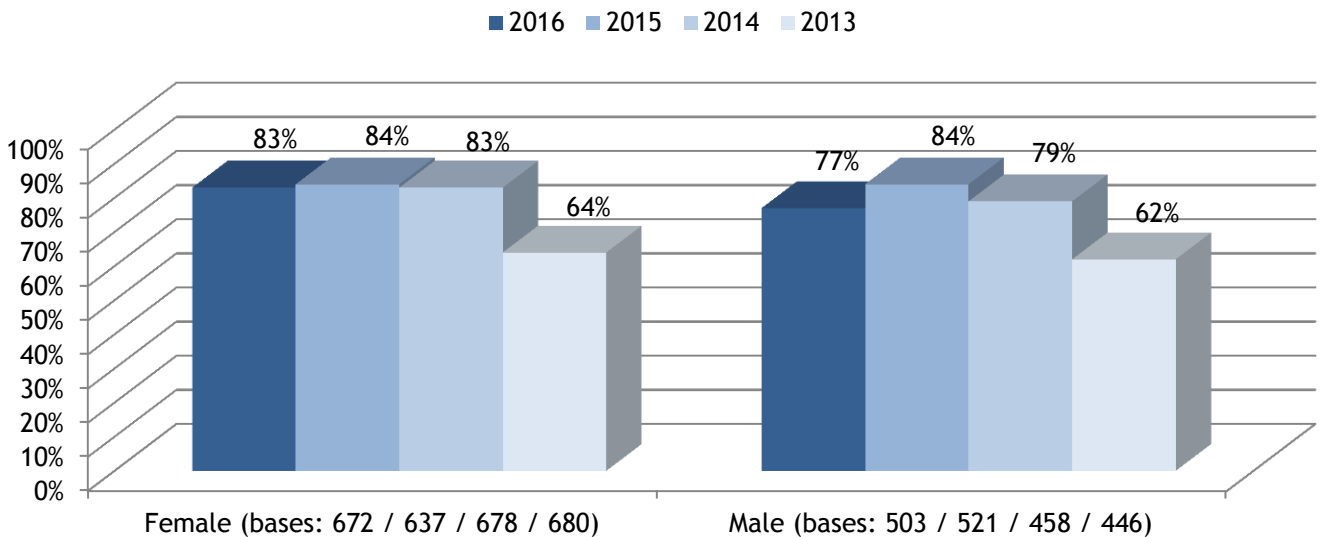
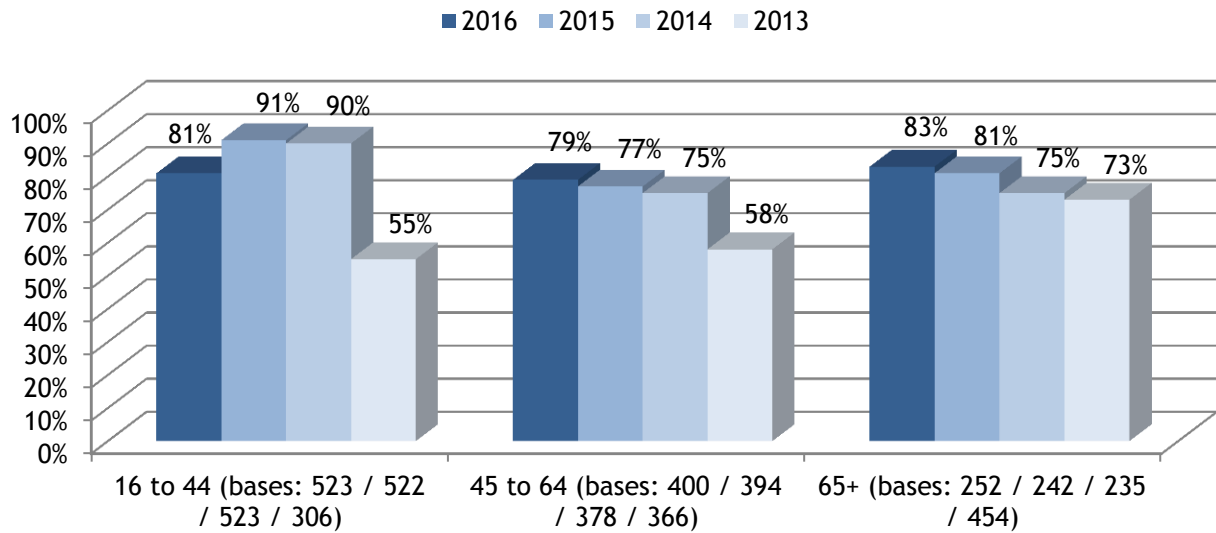


Figure 3.7: Age Band

West Dunbartonshire Council Services are value for money



3.5 Compared to 2015, there has been a fall in agreement with this decline most evident amongst those in the G83 postcode area, males and those aged 16 to 44.

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

■ 2016 ■ 2015 ■ 2014 ■ 2013

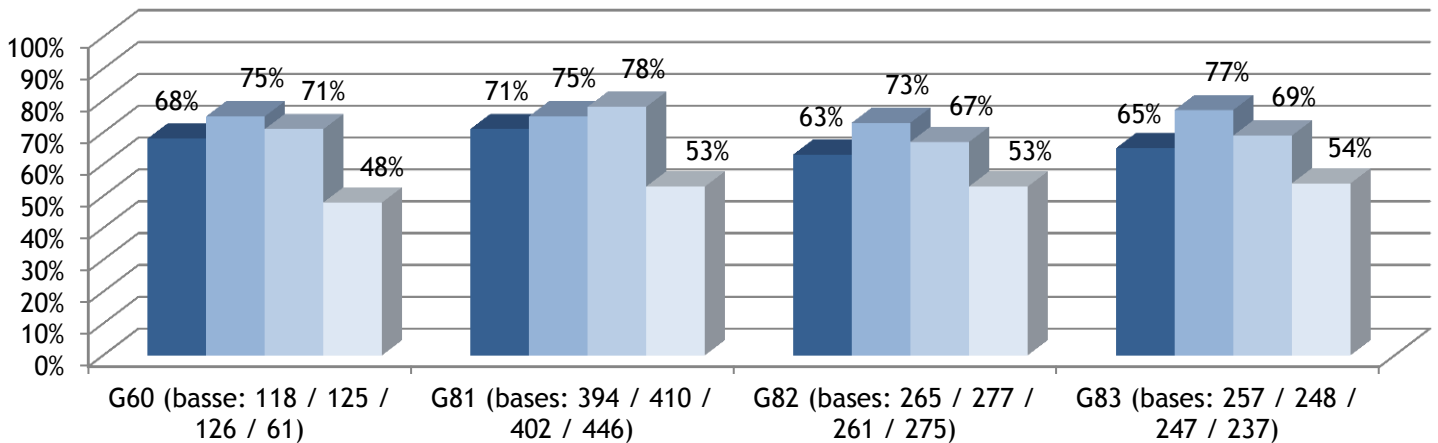


Figure 3.9: Gender

West Dunbartonshire Council takes account of residents’ views

■ 2016 ■ 2015 ■ 2014 ■ 2013

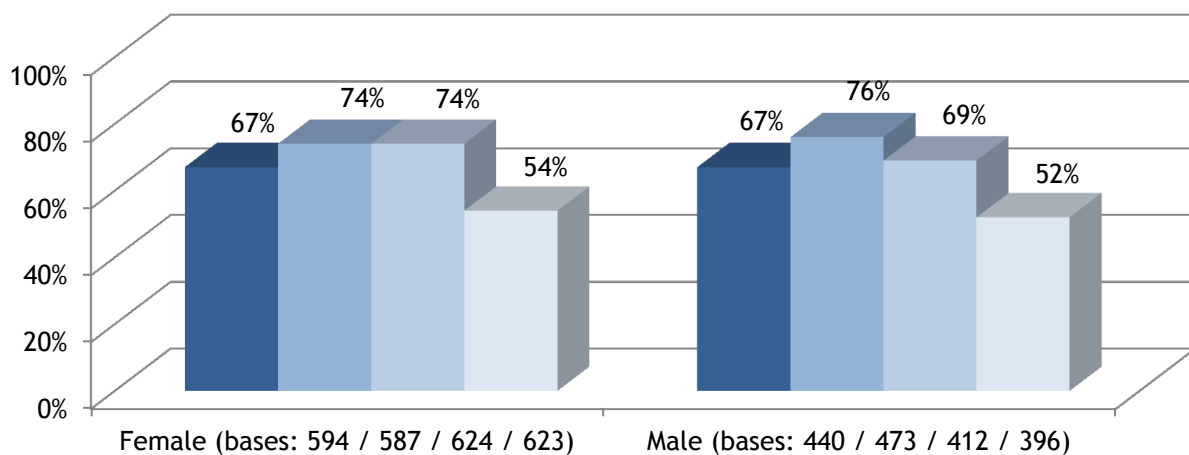
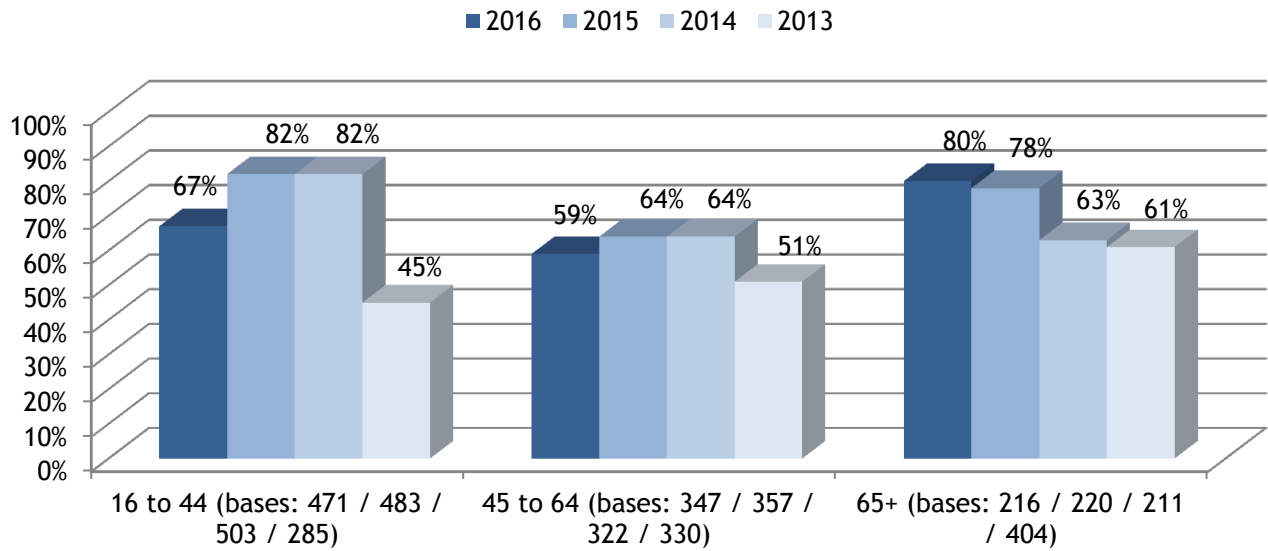


Figure 3.10: Age Band

West Dunbartonshire Council takes account of residents' views



3.7 Particularly notable falls in agreement with this statement are noted for amongst those in the G82 and G83 postcode areas, both males and females, and those aged 16 to 44.

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

■ 2016 ■ 2015 ■ 2014 ■ 2013

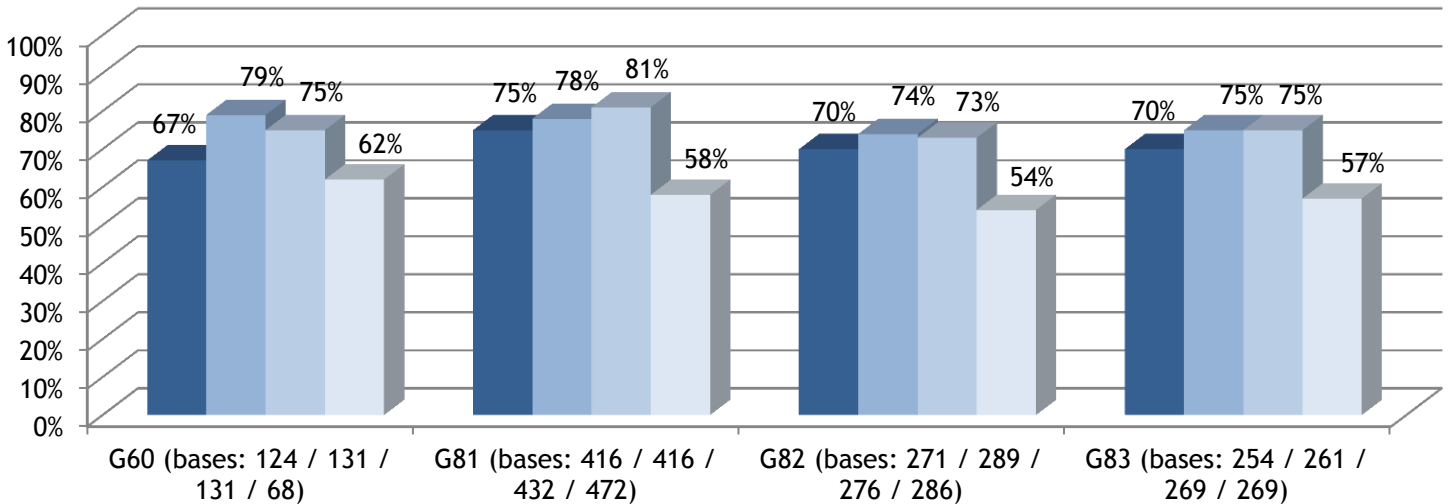


Figure 3.12: Gender

The Council communicates well with its residents

■ 2016 ■ 2015 ■ 2014 ■ 2013

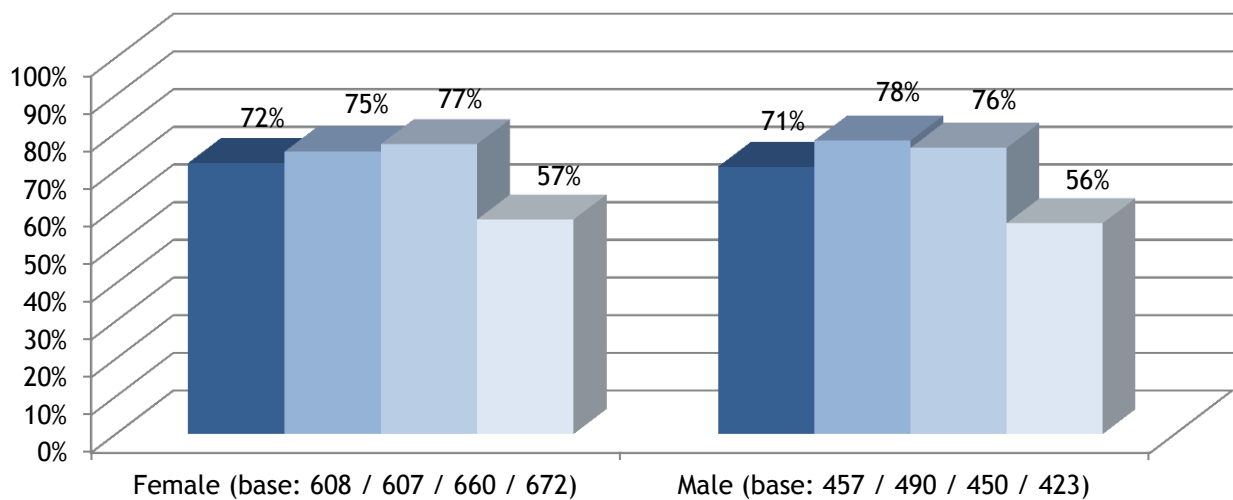
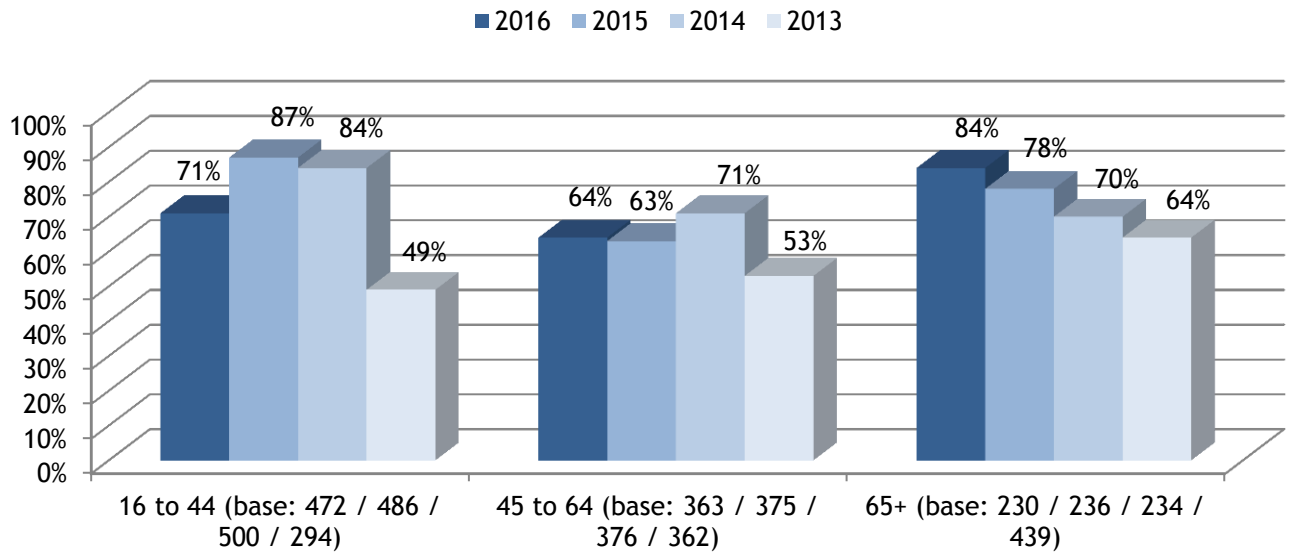


Figure 3.13: Age Band

The Council communicates well with its residents



3.9 A somewhat mixed picture emerges with regard to agreement as to whether the Council communicates well with its residents. Improvements since 2015 are noted amongst those aged 65+, with particular declines noted in the G60 postcode and in the 16 to 44 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

■ 2016 ■ 2015 ■ 2014 ■ 2013

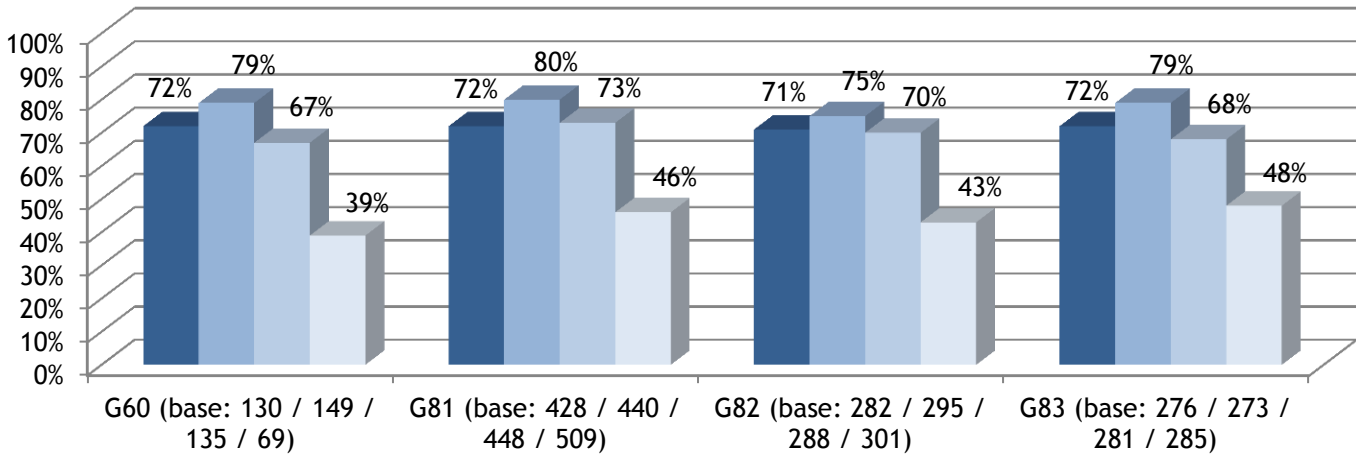


Figure 3.15: Gender

I would speak highly of West Dunbartonshire Council

■ 2016 ■ 2015 ■ 2014 ■ 2013

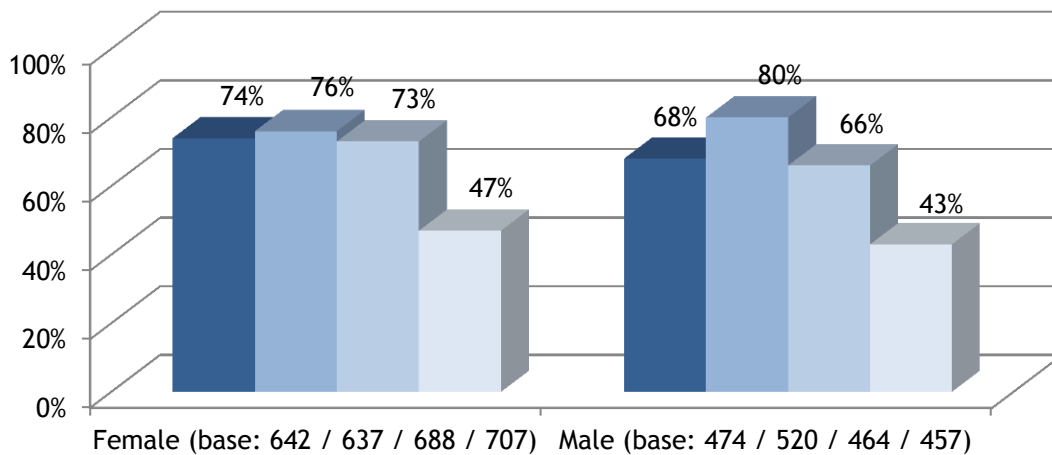
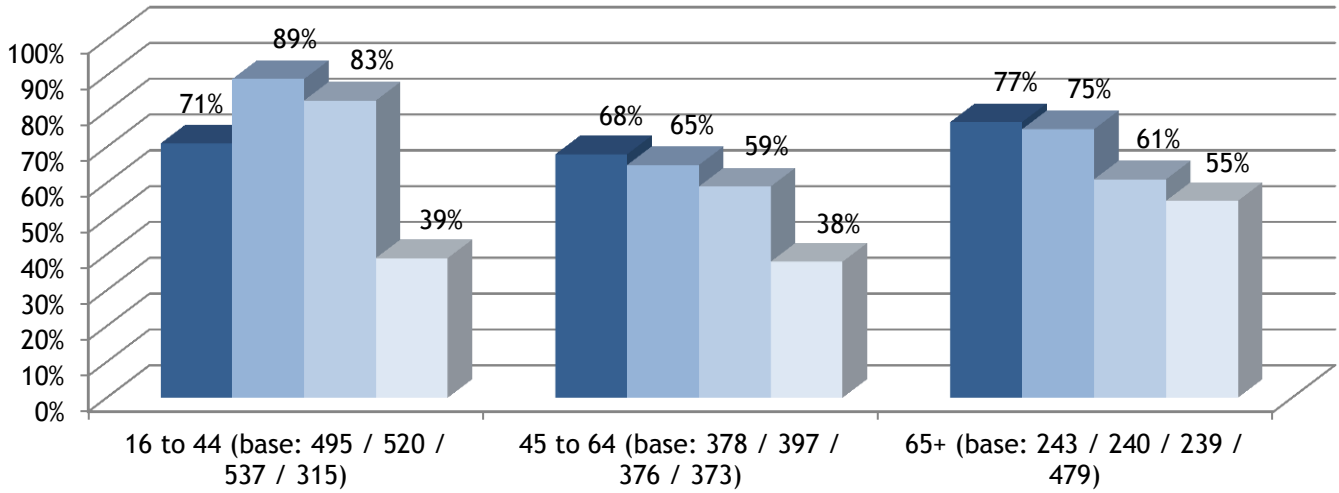


Figure 3.16: Age Band

I would speak highly of West Dunbartonshire Council

■ 2016 ■ 2015 ■ 2014 ■ 2013



3.11 Ratings for this statement have declined between 2015 and 2016; this is most evident amongst males and those aged 16 to 44.

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 2013 and 2016 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 (2016)

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

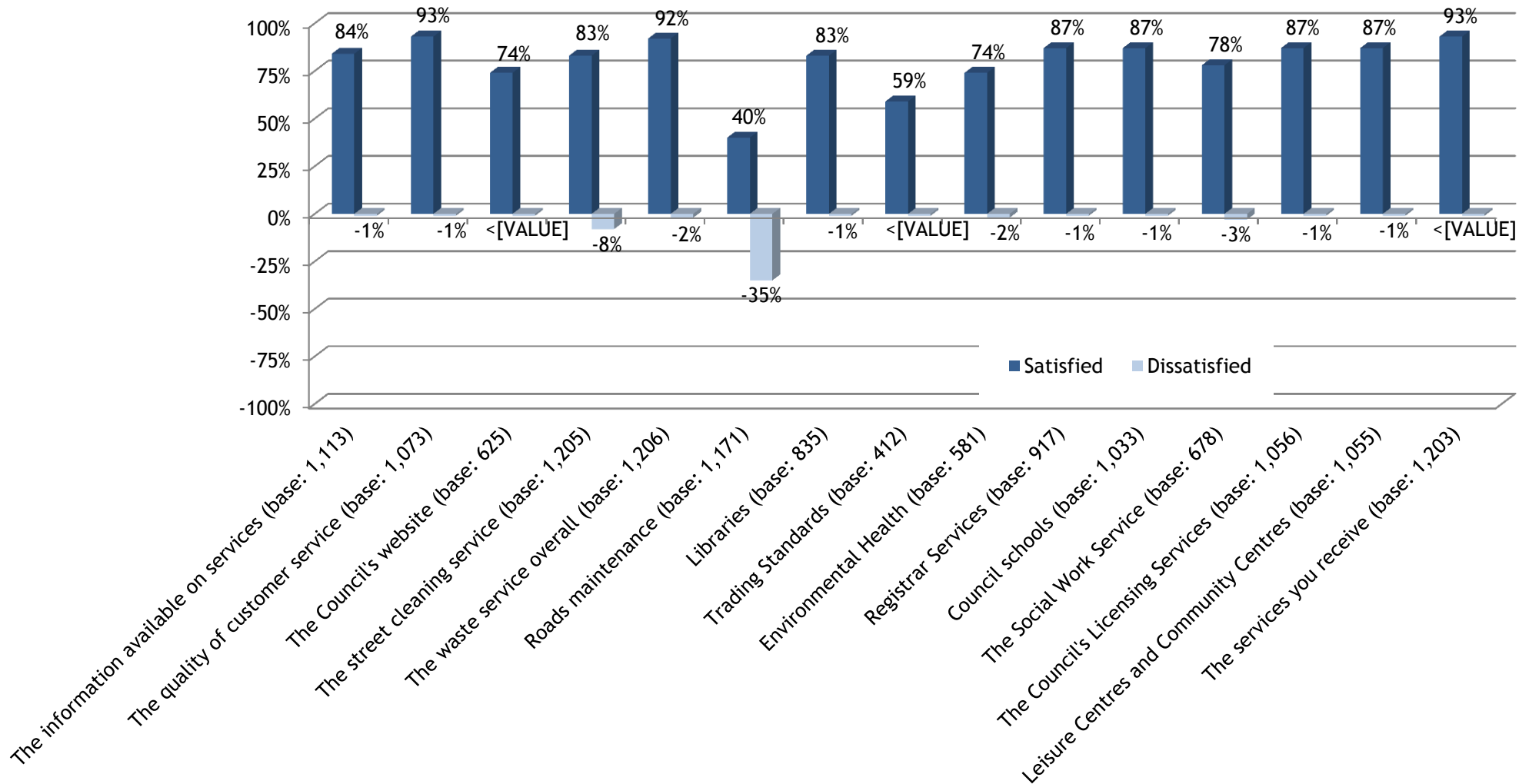


Table 4.1: Satisfaction with Council Services

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	84% (base: 1,113)	87% (base: 134)	85% (base: 434)	84% (base: 285)	80% (base: 280)	86% (base: 644)	81% (base: 489)	85% (base: 501)	82% (base: 391)	85% (base: 241)
The quality of customer service	93% (base: 1,073)	92% (base: 120)	92% (base: 418)	93% (base: 268)	93% (base: 267)	94% (base: 622)	91% (base: 451)	92% (base: 463)	93% (base: 368)	93% (base: 242)
The Council's website	74% (base: 625)	80% (base: 74)	73% (base: 253)	75% (base: 143)	74% (base: 155)	76% (base: 336)	72% (base: 289)	81% (base: 356)	69% (base: 231)	45% (base: 38)
The street cleaning service	83% (base: 1,205)	85% (base: 144)	83% (base: 469)	79% (base: 298)	86% (base: 294)	82% (base: 686)	84% (base: 519)	87% (base: 542)	76% (base: 406)	84% (base: 257)
The waste service overall	92% (base: 1,206)	94% (base: 144)	93% (base: 469)	92% (base: 298)	88% (base: 295)	92% (base: 686)	92% (base: 520)	93% (base: 543)	93% (base: 406)	88% (base: 257)
Roads maintenance	40% (base: 1,171)	40% (base: 140)	39% (base: 453)	42% (base: 292)	38% (base: 286)	39% (base: 662)	40% (base: 509)	42% (base: 530)	33% (base: 397)	46% (base: 244)
Libraries	83% (base: 835)	84% (base: 92)	85% (base: 332)	86% (base: 208)	82% (base: 203)	84% (base: 502)	81% (base: 333)	83% (base: 393)	80% (base: 249)	85% (base: 193)
Trading Standards	59% (base: 412)	63% (base: 40)	57% (base: 173)	58% (base: 88)	63% (base: 111)	55% (base: 208)	63% (base: 204)	63% (base: 173)	56% (base: 148)	57% (base: 91)
Environmental Health	74% (base: 581)	77% (base: 53)	73% (base: 246)	74% (base: 136)	73% (base: 146)	74% (base: 310)	74% (base: 271)	80% (base: 236)	66% (base: 206)	75% (base: 139)
Registrar Services	87% (base: 917)	90% (base: 103)	86% (base: 364)	87% (base: 230)	85% (base: 220)	87% (base: 544)	86% (base: 373)	87% (base: 387)	85% (base: 331)	88% (base: 199)
Council schools	87% (base: 1,033)	91% (base: 126)	85% (base: 395)	86% (base: 259)	89% (base: 253)	87% (base: 577)	87% (base: 456)	90% (base: 533)	87% (base: 365)	73% (base: 135)
The Social Work Service	78% (base: 678)	79% (base: 68)	78% (base: 285)	77% (base: 155)	78% (base: 170)	79% (base: 365)	76% (base: 313)	72% (base: 257)	79% (base: 226)	84% (base: 195)
Licensing Services	87% (base: 1,056)	86% (base: 125)	85% (base: 403)	91% (base: 271)	85% (base: 257)	86% (base: 594)	88% (base: 462)	86% (base: 473)	88% (base: 380)	87% (base: 203)
Leisure Centre and Community Centres	87% (base: 1,055)	85% (base: 123)	89% (base: 409)	90% (base: 264)	89% (base: 259)	89% (base: 586)	88% (base: 469)	90% (base: 526)	85% (base: 337)	91% (base: 192)
The services you receive overall	93% (base: 1,203)	93% (base: 144)	93% (base: 467)	94% (base: 298)	93% (base: 294)	94% (base: 684)	92% (base: 519)	92% (base: 543)	93% (base: 404)	96% (base: 256)

Figure 4.2: The Information Available from the Council on its Services (2013-2016 Comparison)

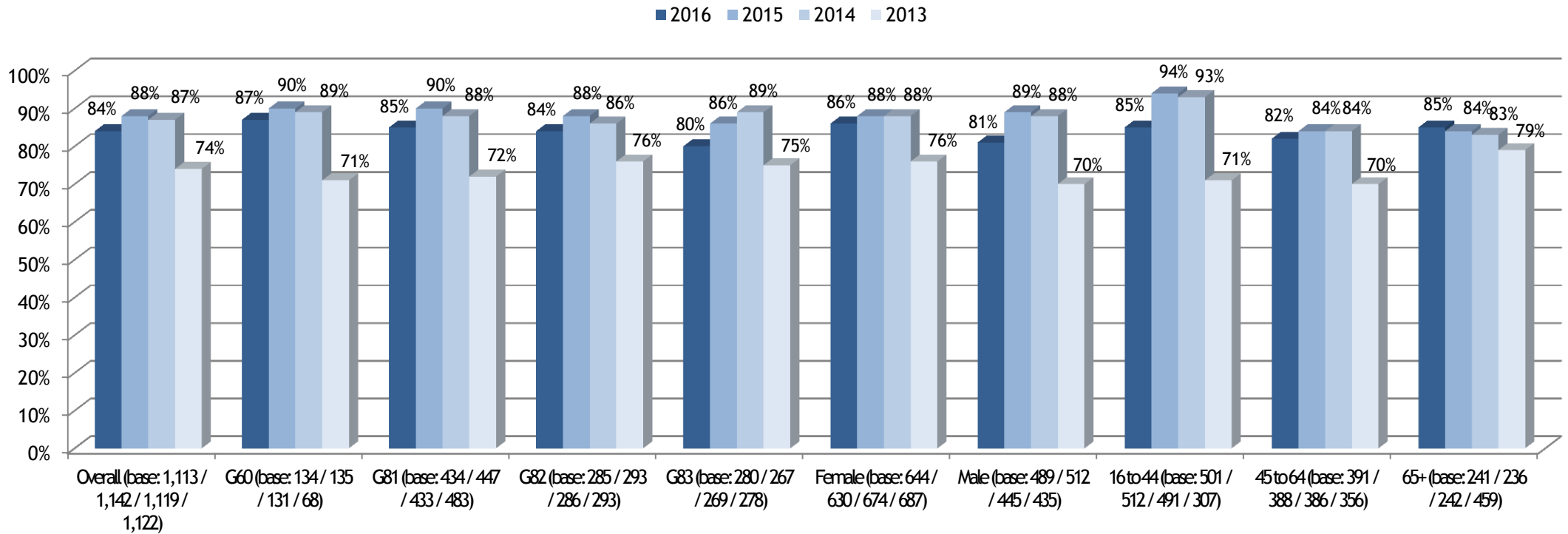


Figure 4.3: The Quality of Customer Service (2013-2016 Comparison)

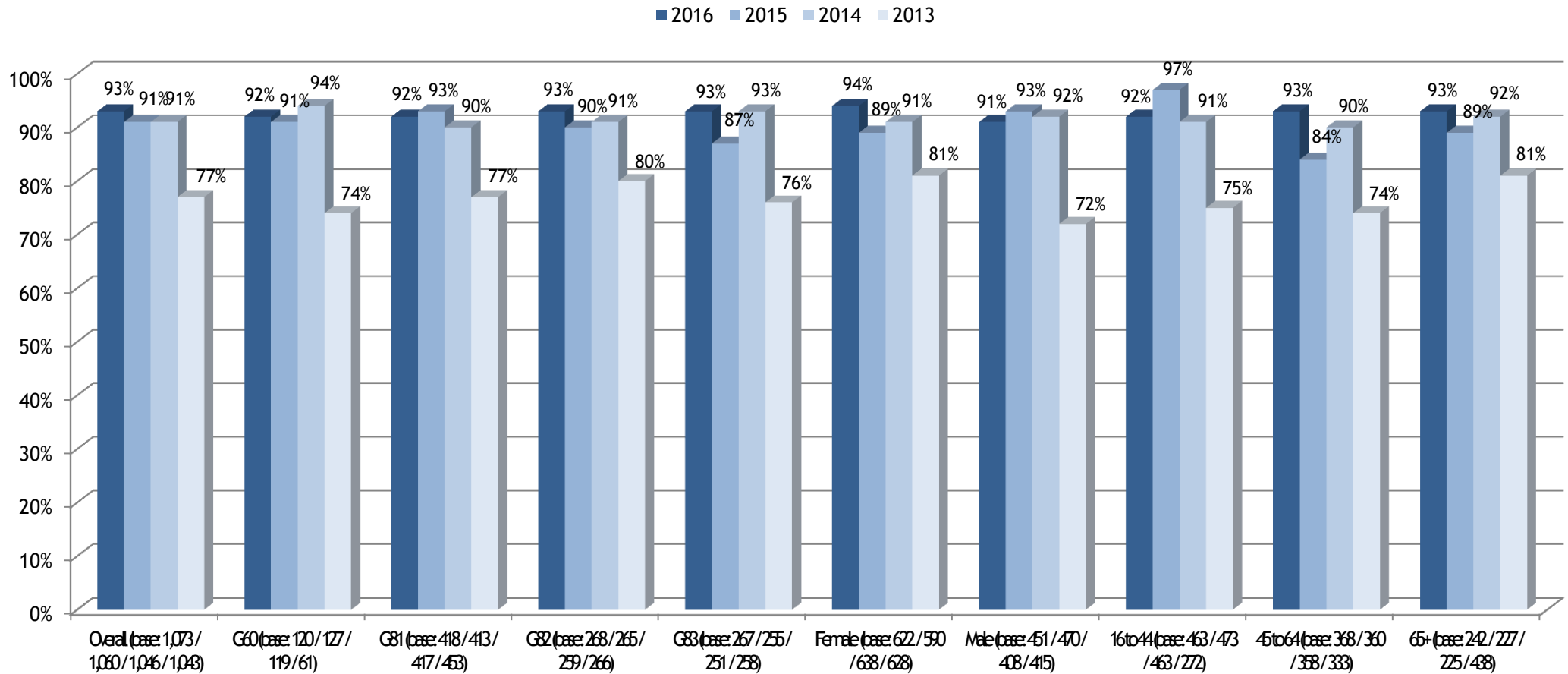


Figure 4.4: The Council's Website (2013-2016 Comparison)

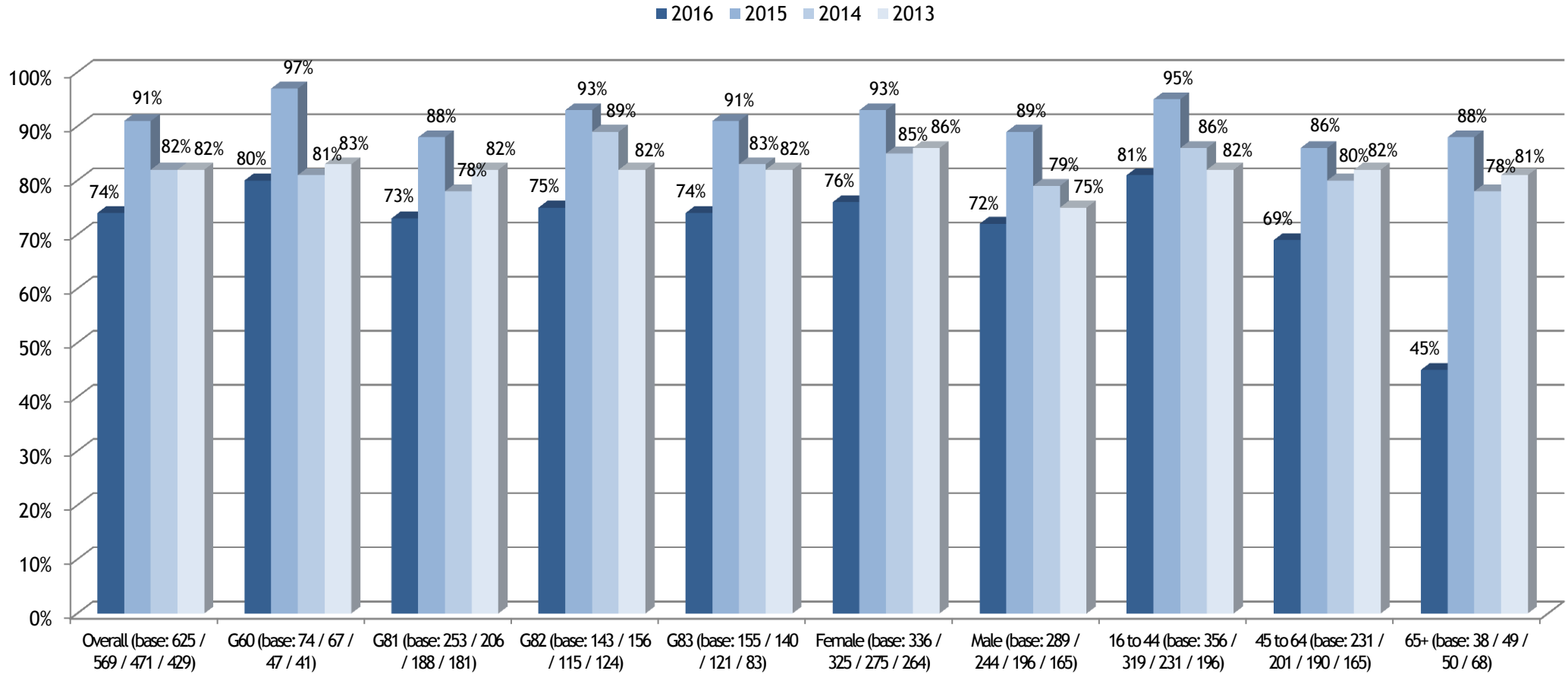


Figure 4.5: The Street Cleaning Service (2013-2016 Comparison)

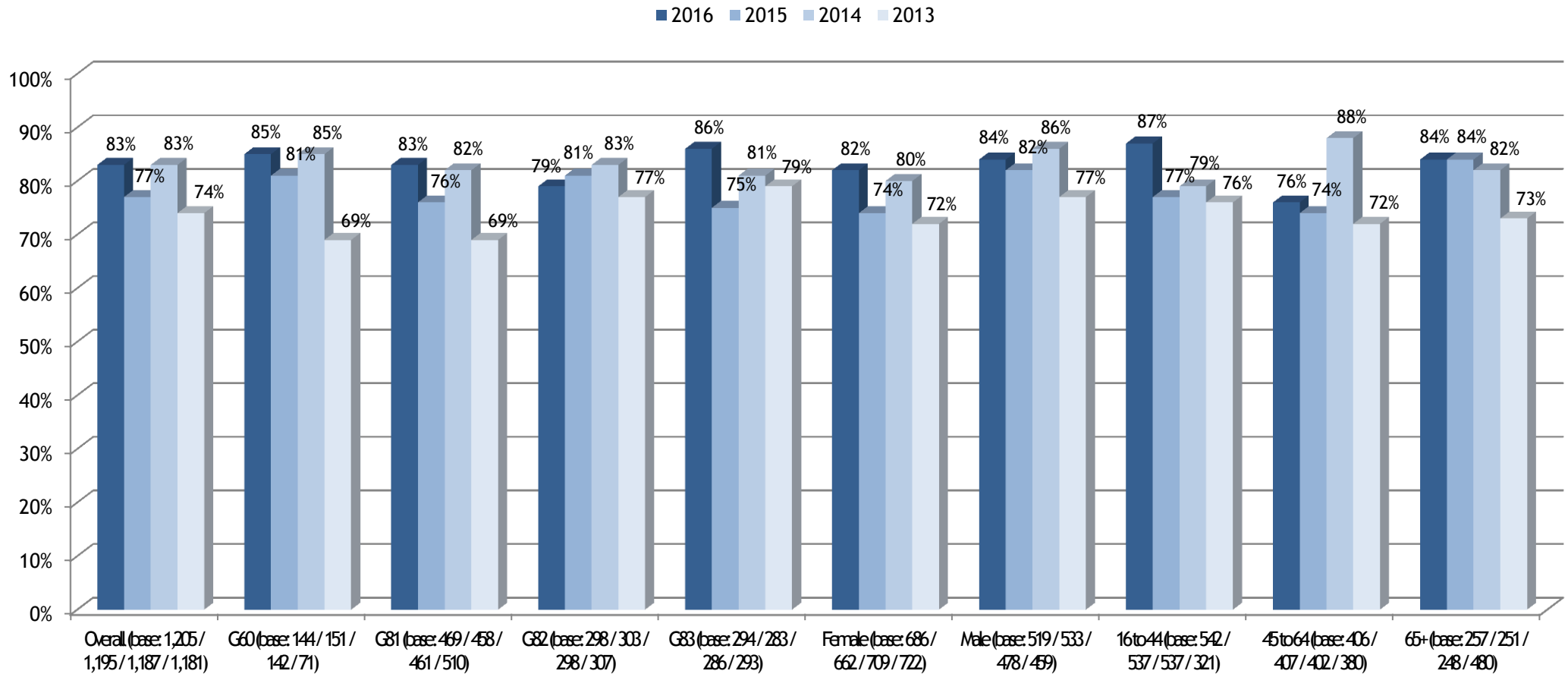


Figure 4.6: The Waste Service Overall (2013-2016 Comparison)

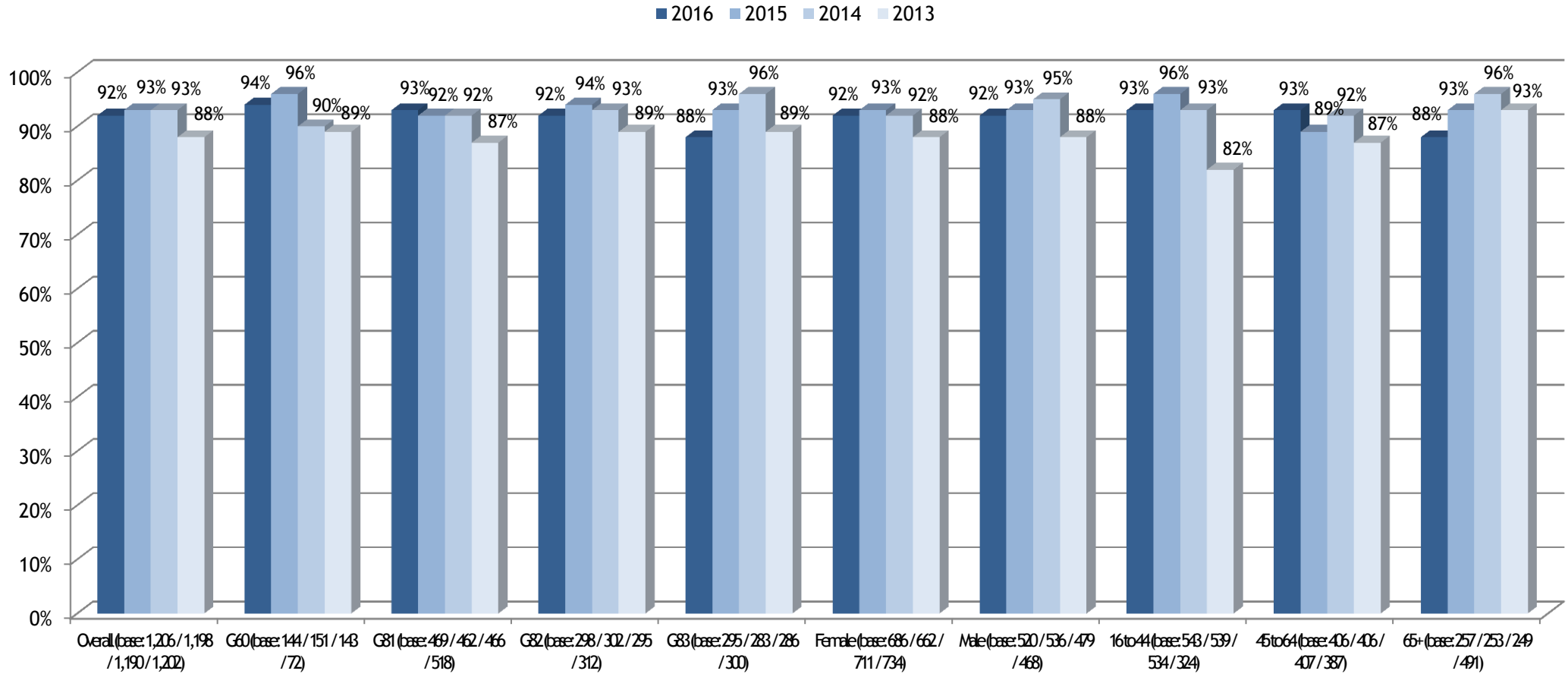


Figure 4.7: Roads Maintenance (2013-2016 Comparison)

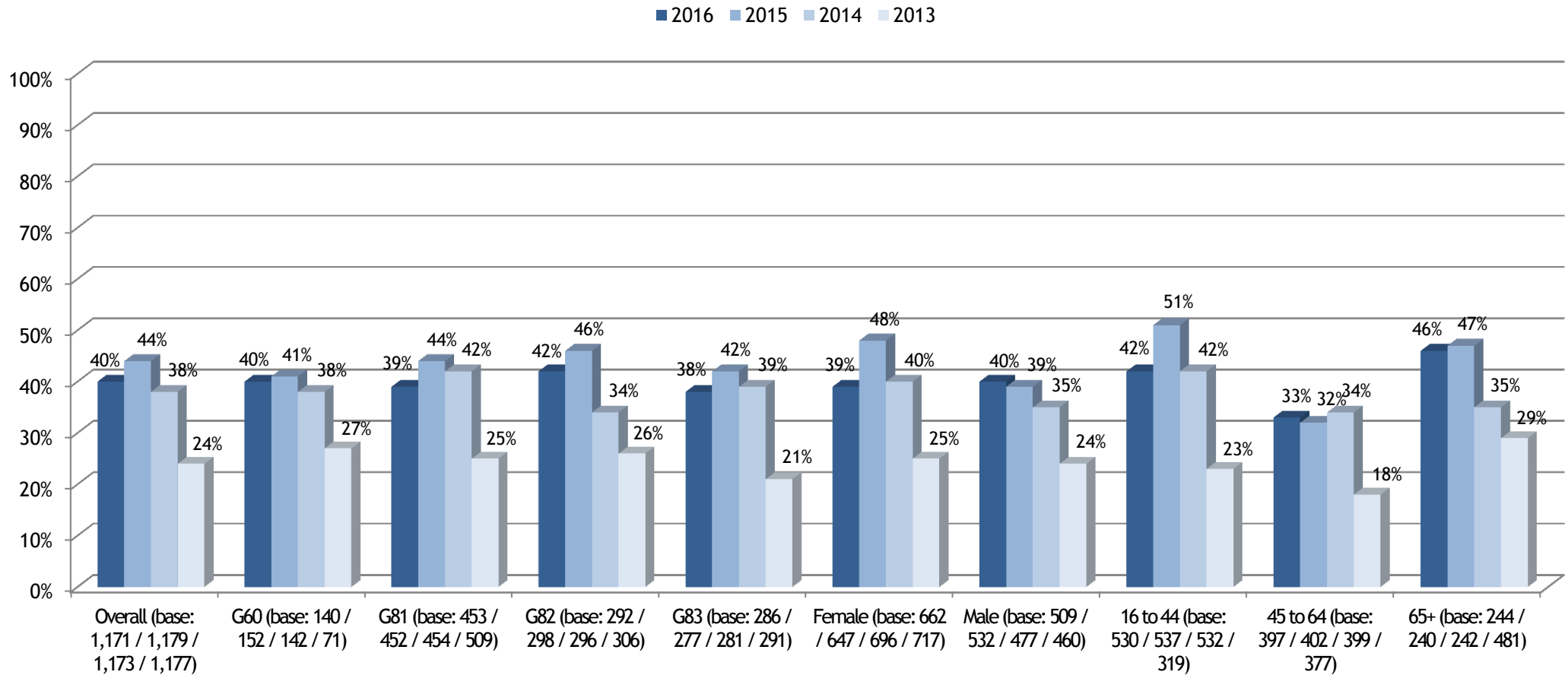


Figure 4.8: Libraries (2013-2016 Comparison)

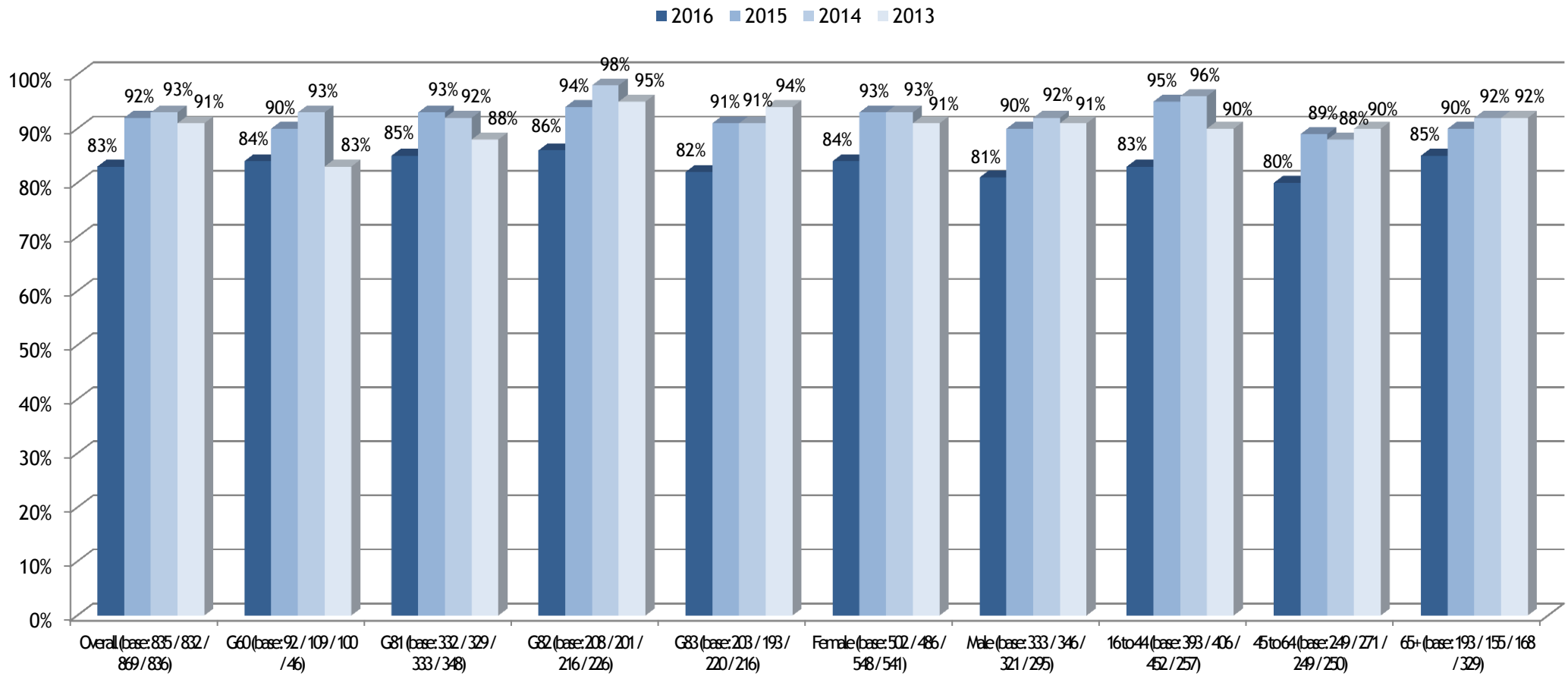


Figure 4.9: Trading Standards (2013-2016 Comparison)

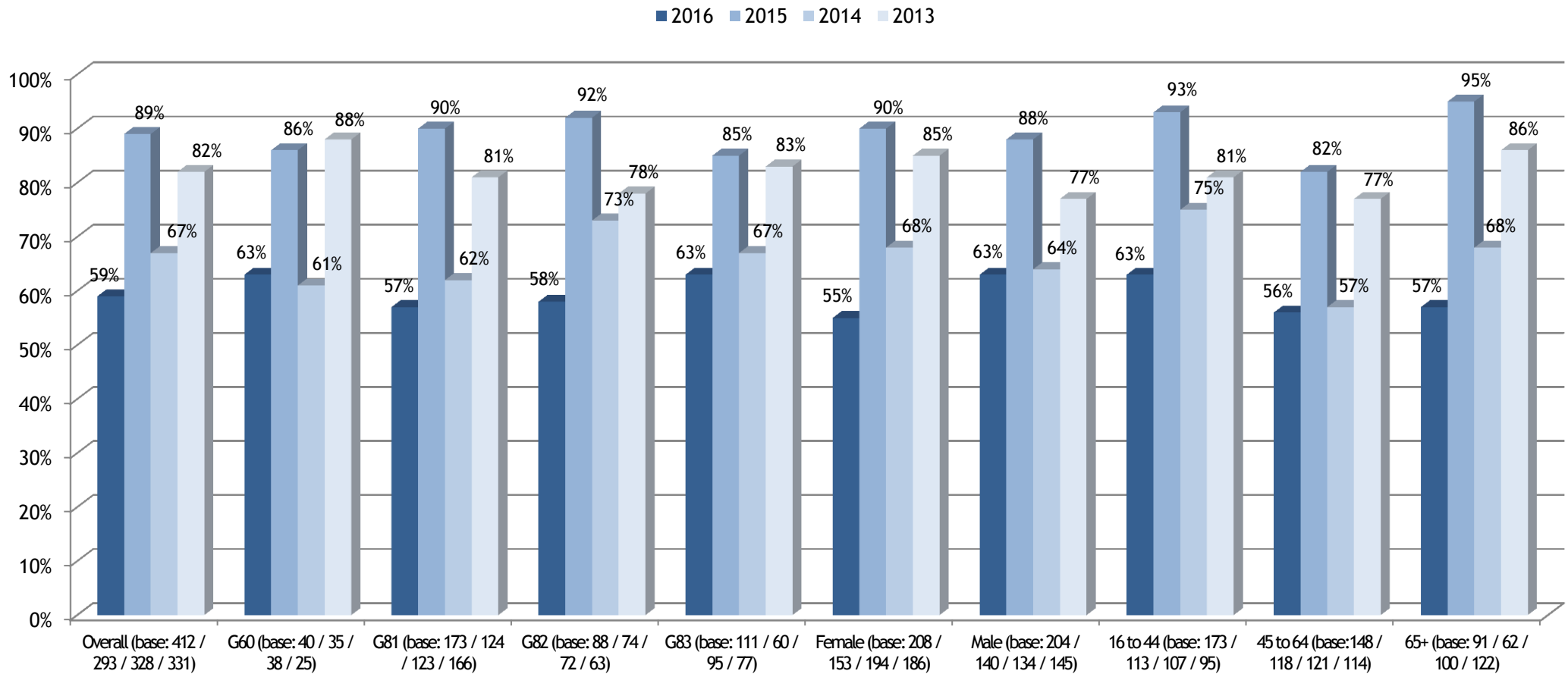


Figure 4.10: Environmental Health (2013-2016 Comparison)

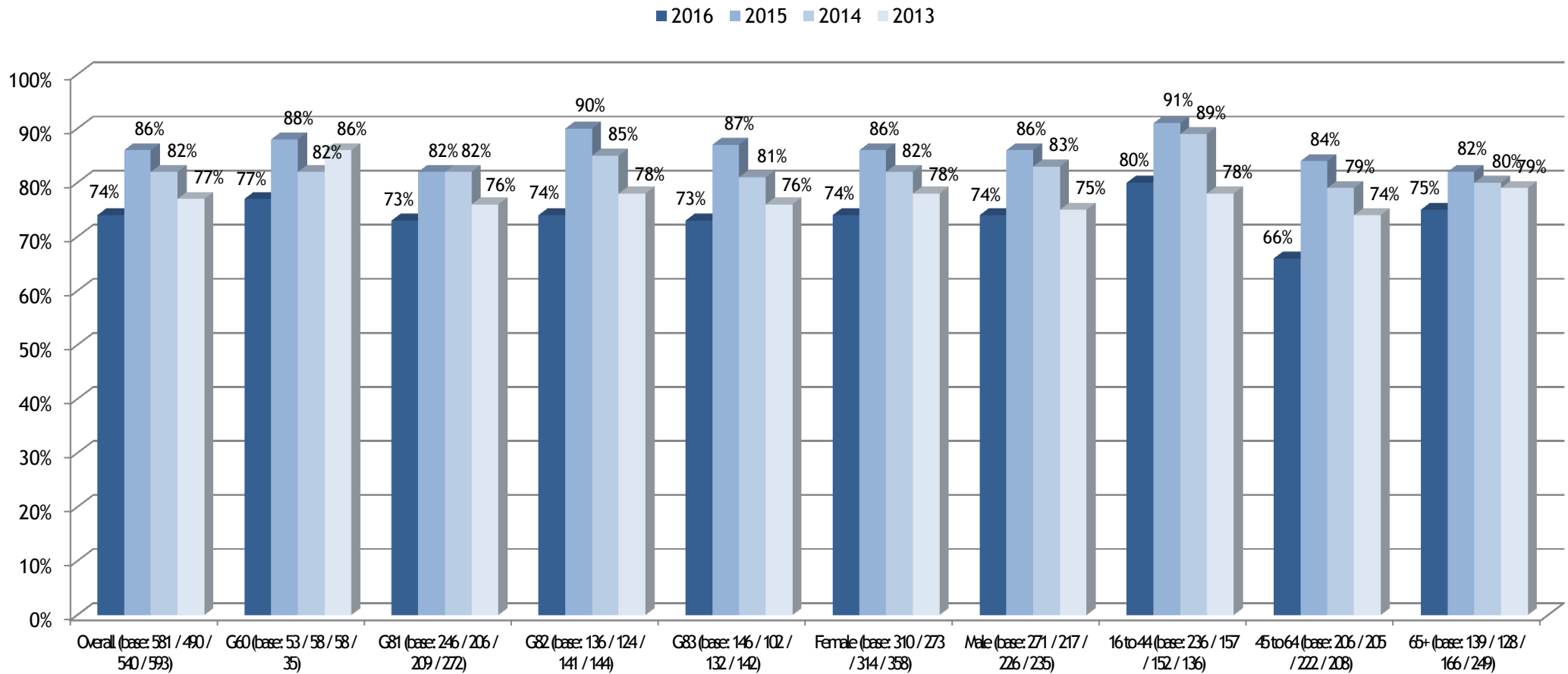


Figure 4.11: Registration of Births, Deaths and Marriages / Civil Partnerships (2013-2016 Comparison)

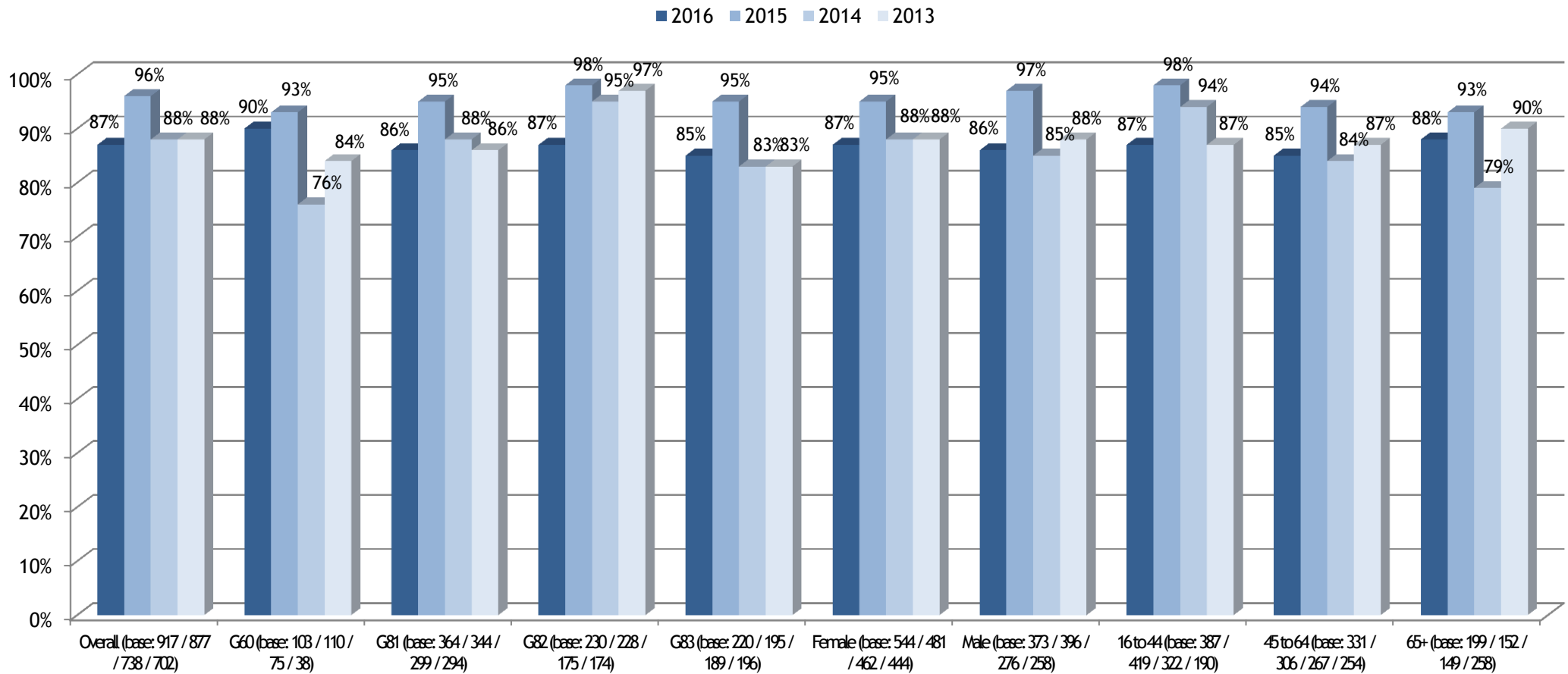


Figure 4.12: Council Schools (2013-2016 Comparison)

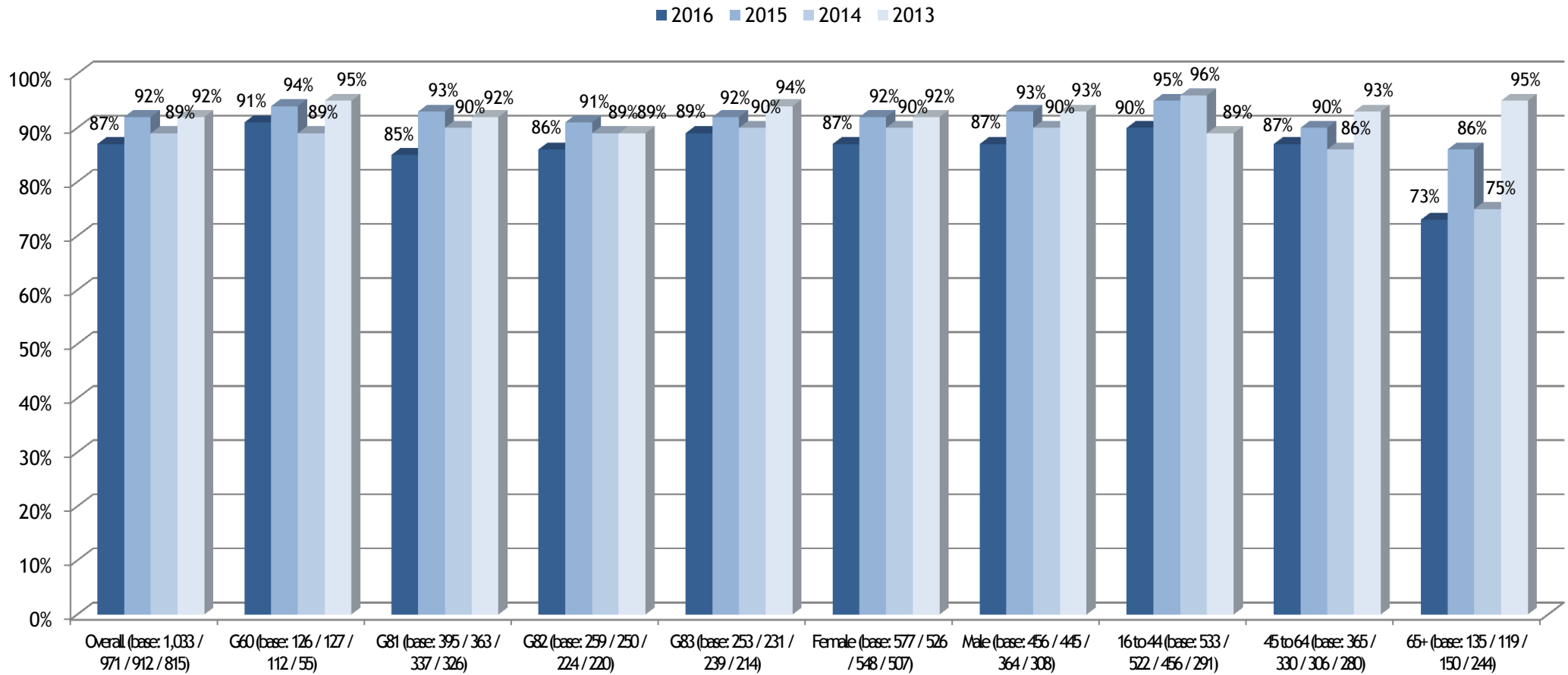


Figure 4.13: The Social Work Service (2013-2016 Comparison)

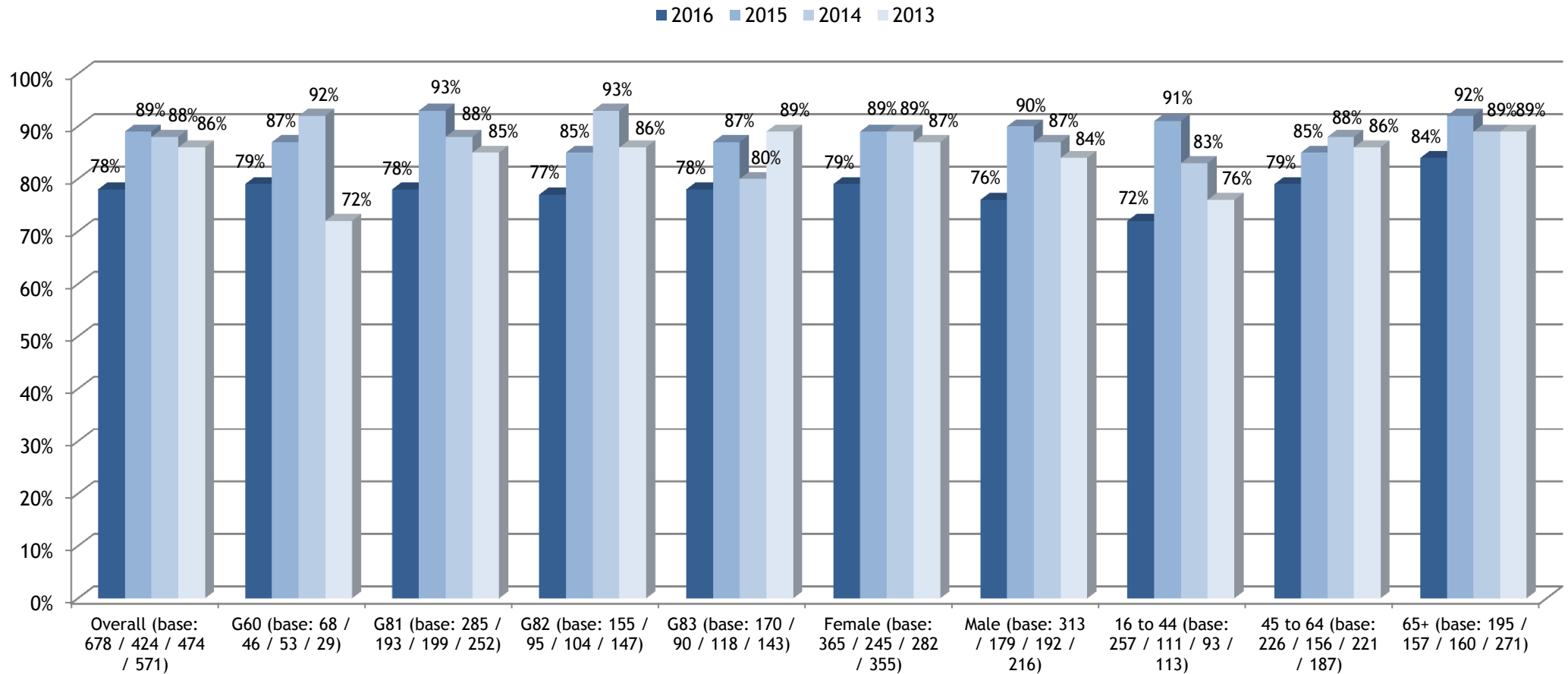


Figure 4.14: The Council's Licensing Services (2015-2016 Comparison)

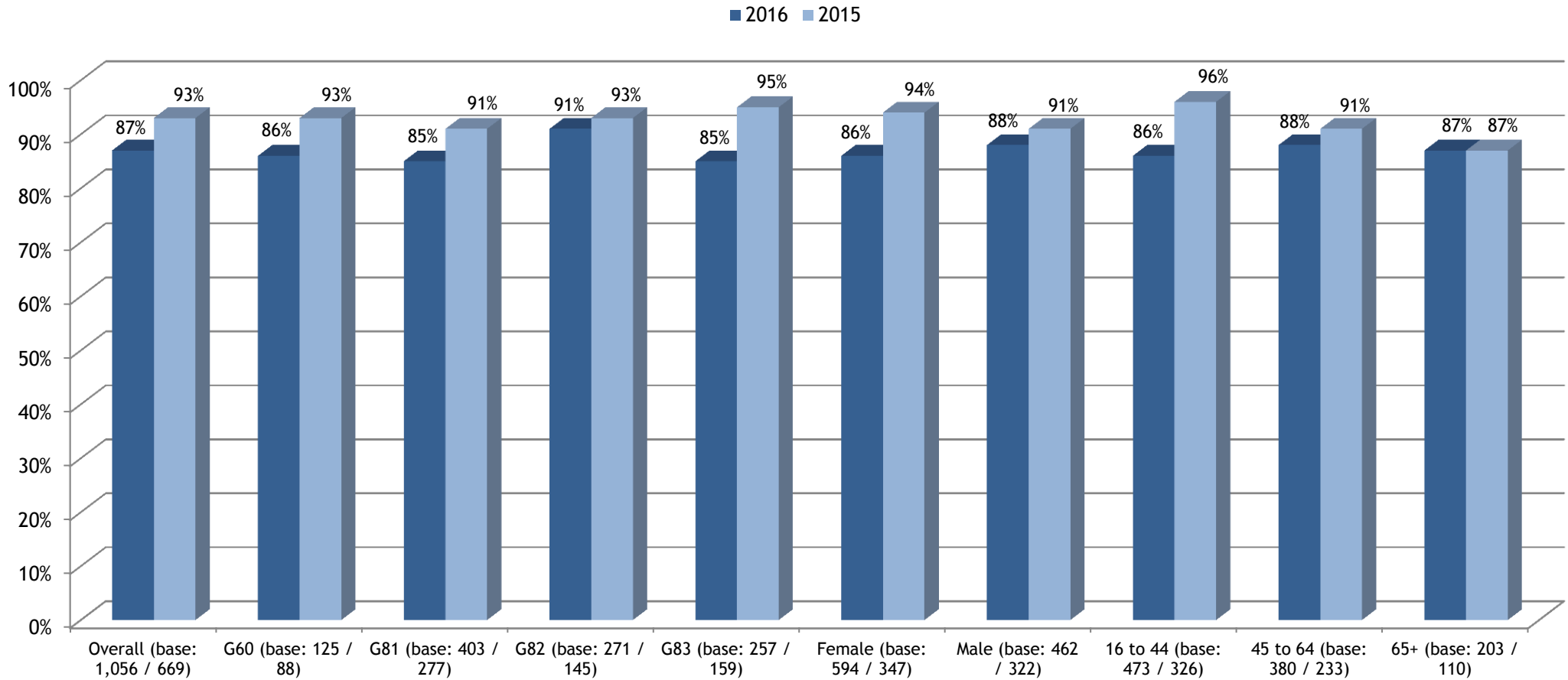


Figure 4.14: Leisure Centres and Community Centres (2015-2016 Comparison)

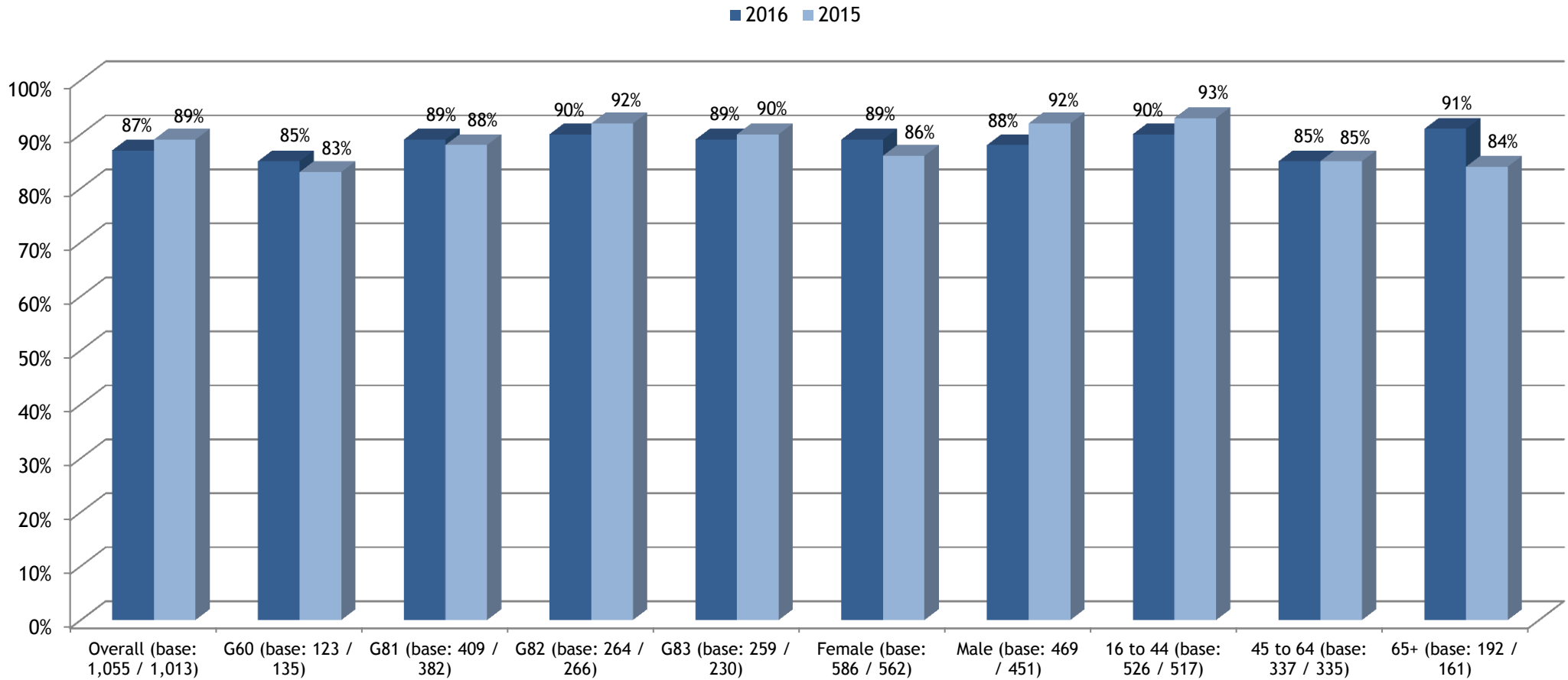
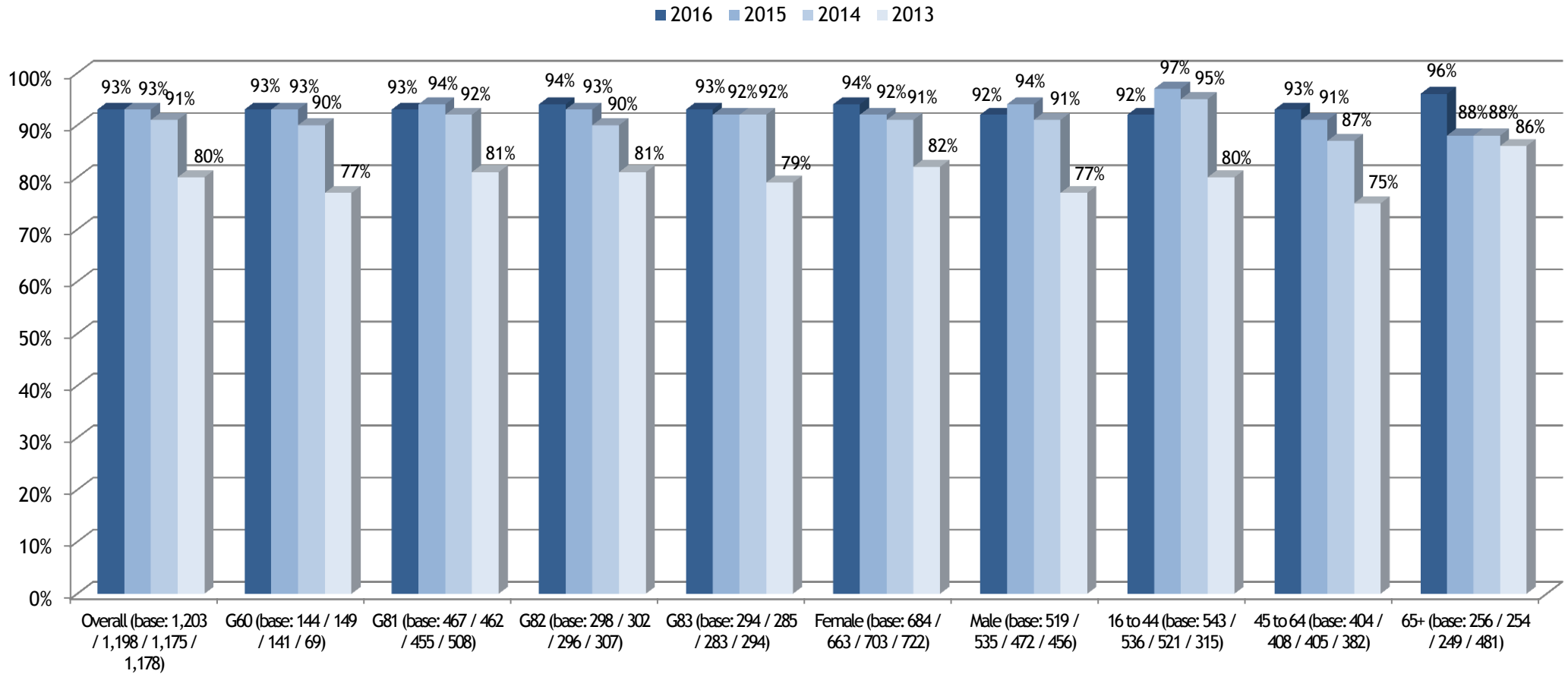


Figure 4.14: The Services You Receive From West Dunbartonshire Council Overall (2013-2016 Comparison)



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 2016 are illustrated as a 'Word Cloud'² in Figure 5.1.

Figure 5.1: Areas where the Council needs to improve



² A "word cloud" is an image generated from any text source which gives greater prominence to words that appear more frequently.

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 2016 are illustrated as a ‘Word Cloud’ in Figure 5.2.

Figure 5.2: Good things people would say about the Council

