



West Dunbartonshire Council

Reputation Tracker
Annual Report

2017

January 2018

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1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

- 1.1 This document summarises the findings of 2017 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 2017. This Annual Report for 2017 sets out the results for 2017 as well as comparative results for 2016, 2015 and 2014.

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 they are satisfied with the way the Council runs things
 - 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.

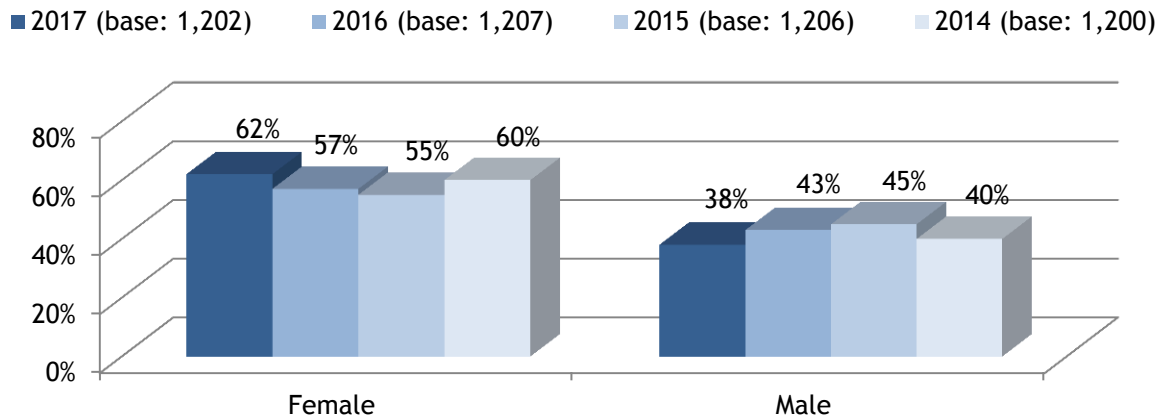
- 1.4 IBP conducts 100 interviews per month in a pattern broadly proportionate to the population profile (12 for the G60 postcode area, 39 for G81, 25 for G82 and 24 for G83). This document brings together the results for the full year of 2017 and is therefore based on a total of 1,211 interviews, as well as comparative results for 2016, 2015 and 2014. 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 1,211 telephone interviews were carried out during 2017.

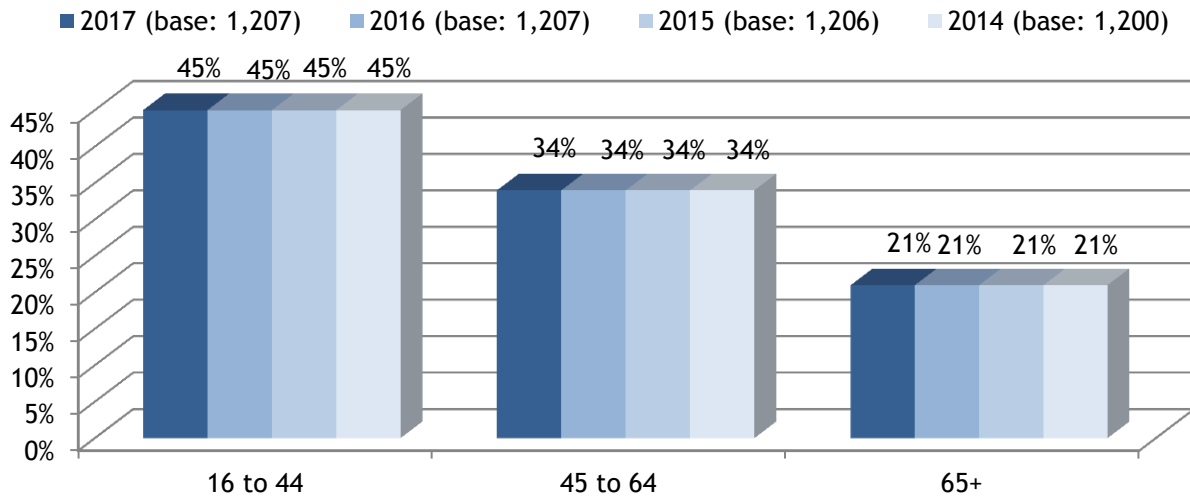
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

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

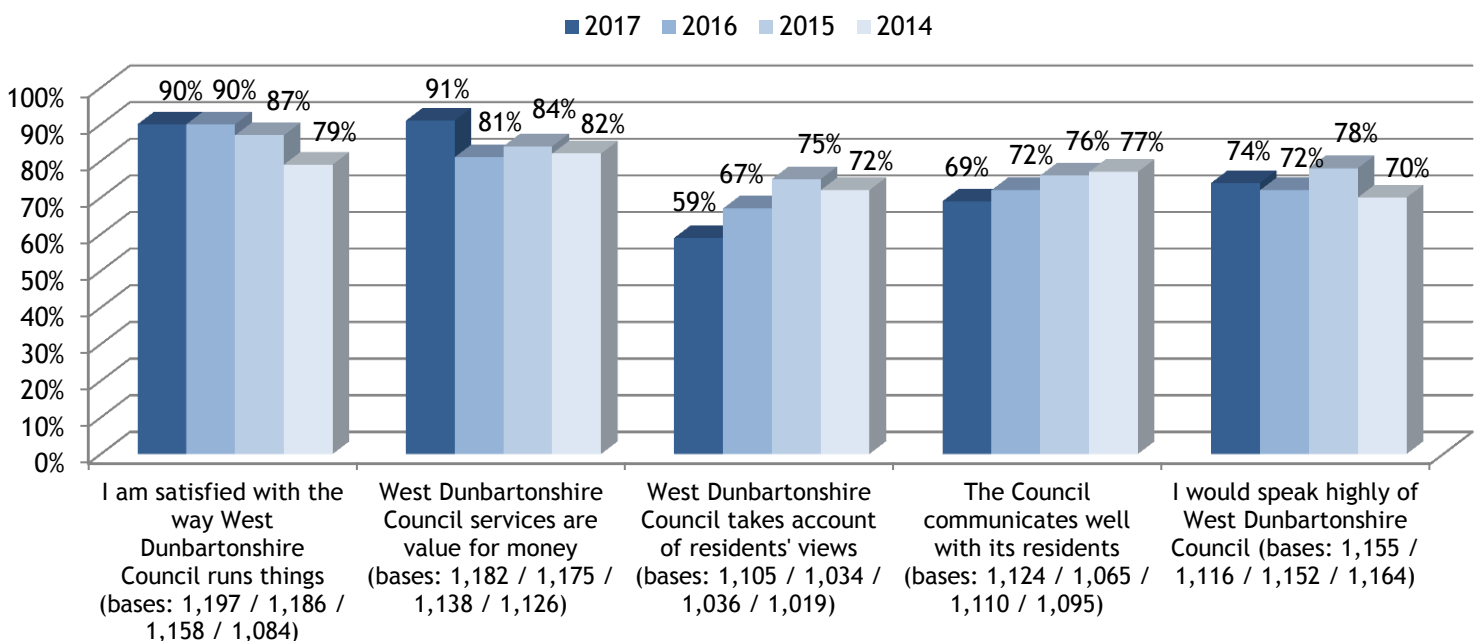


3.0 OVERALL PERCEPTIONS OF THE COUNCIL

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 1,211.

3.2 Figures 3.1 details overall responses to the statements that are put to respondents¹.

Figure 3.1: Overall



¹ Please note that, prior to 2017, the statement “I am satisfied with the way West Dunbartonshire Council runs things” had been “West Dunbartonshire Council is efficient and well run”.

Agreement that Council services are value for money has increased since 2016, with a smaller rise in agreement with speaking highly of the Council. Satisfaction with the way the Council runs things has remained static, whilst there have been decreases in the proportion of respondents who feel the takes account of residents' views and 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

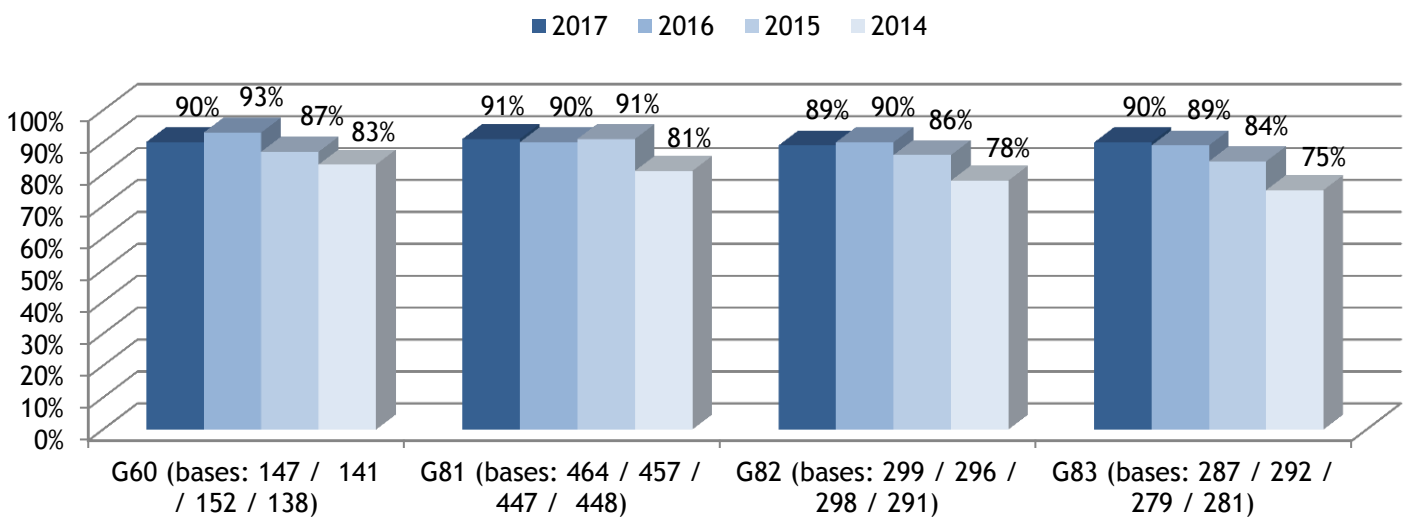


Figure 3.3: Gender

West Dunbartonshire Council is efficient and well run

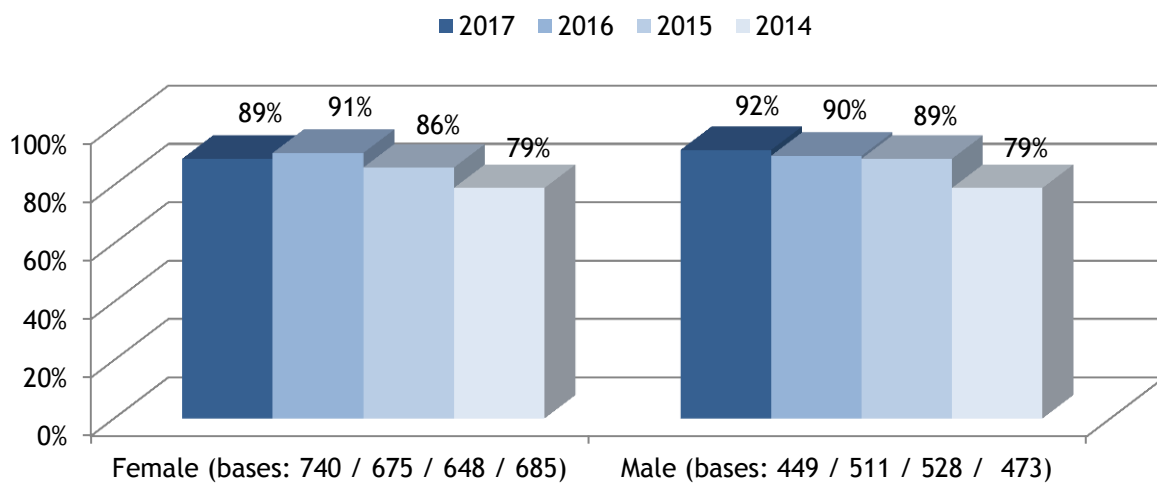
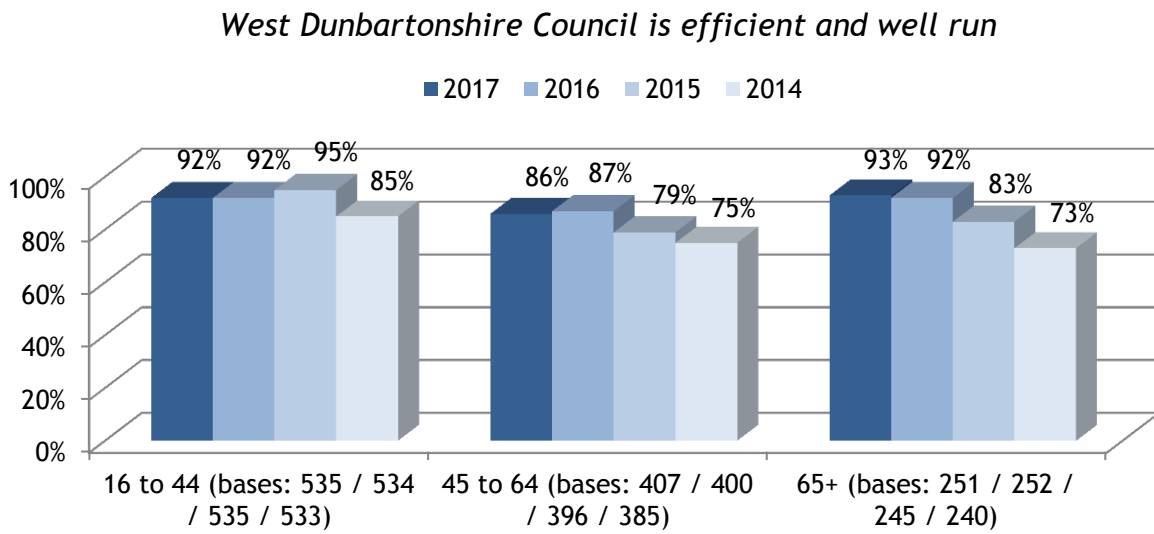


Figure 3.4: Age Band



3.3 Overall, ratings for this statement were unchanged compared to 2016, with little variations between years in each respondent category.

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

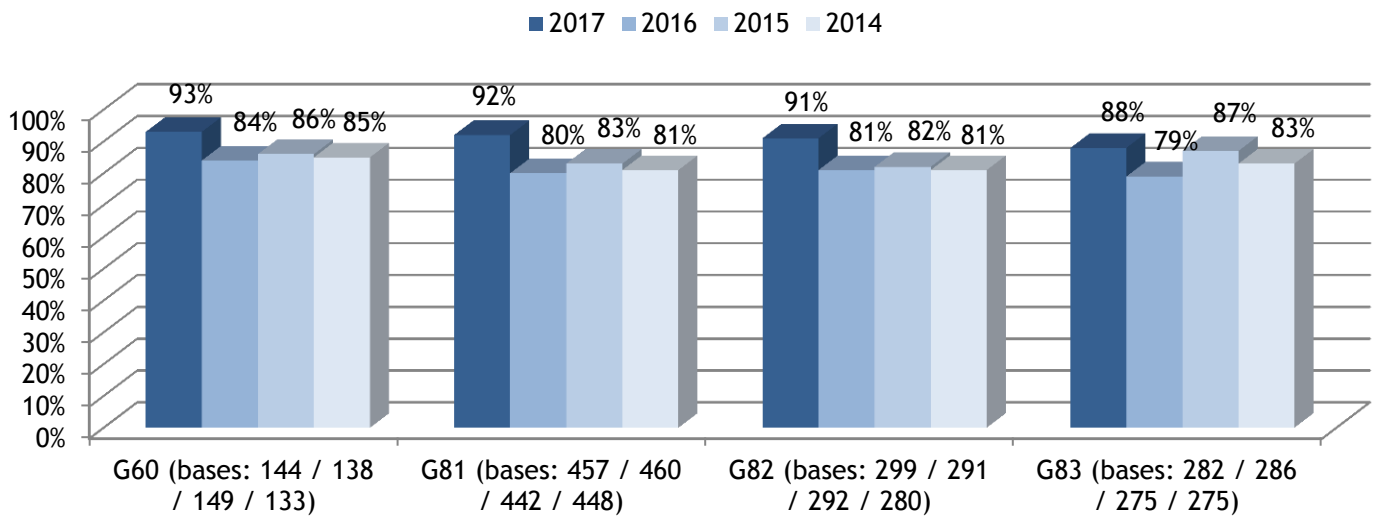


Figure 3.6: Gender

West Dunbartonshire Council Services are value for money

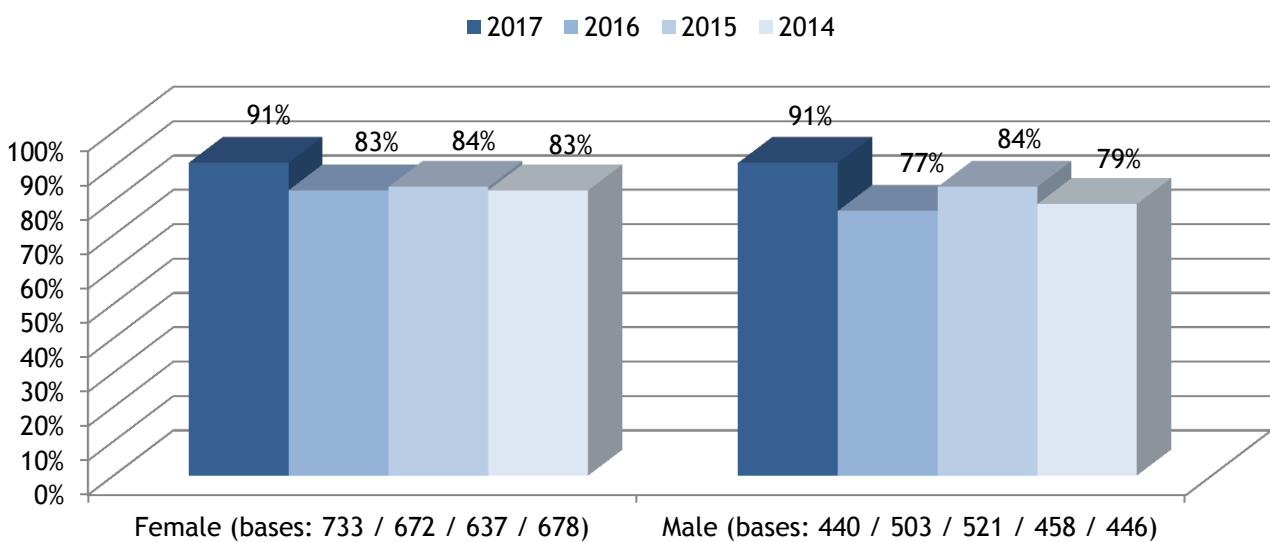
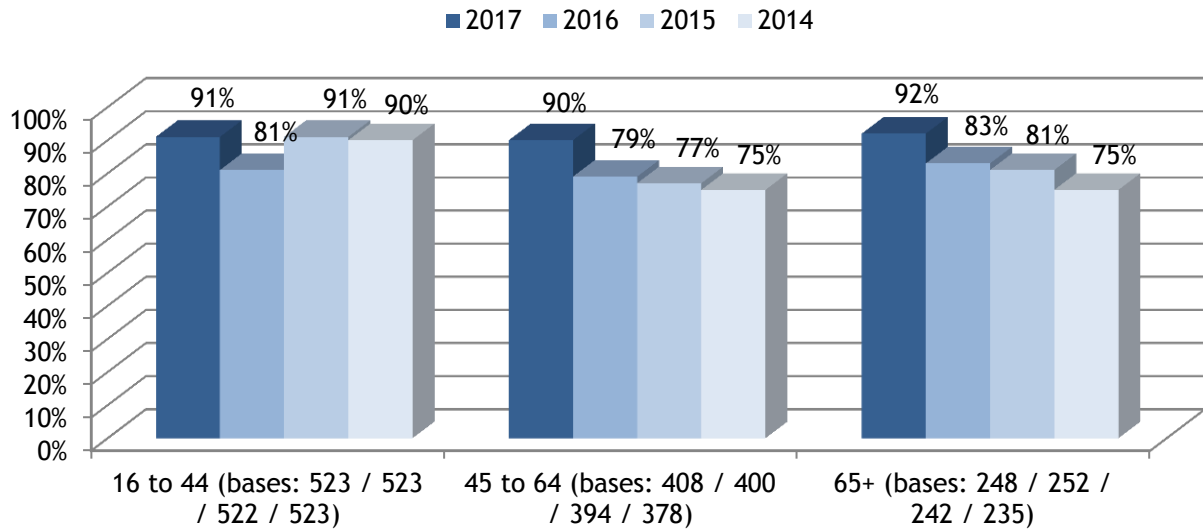


Figure 3.7: Age Band

West Dunbartonshire Council Services are value for money



3.5 Compared to 2016, there has been a rise in agreement with this improvement most evident amongst those in the G81 postcode area and males.

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

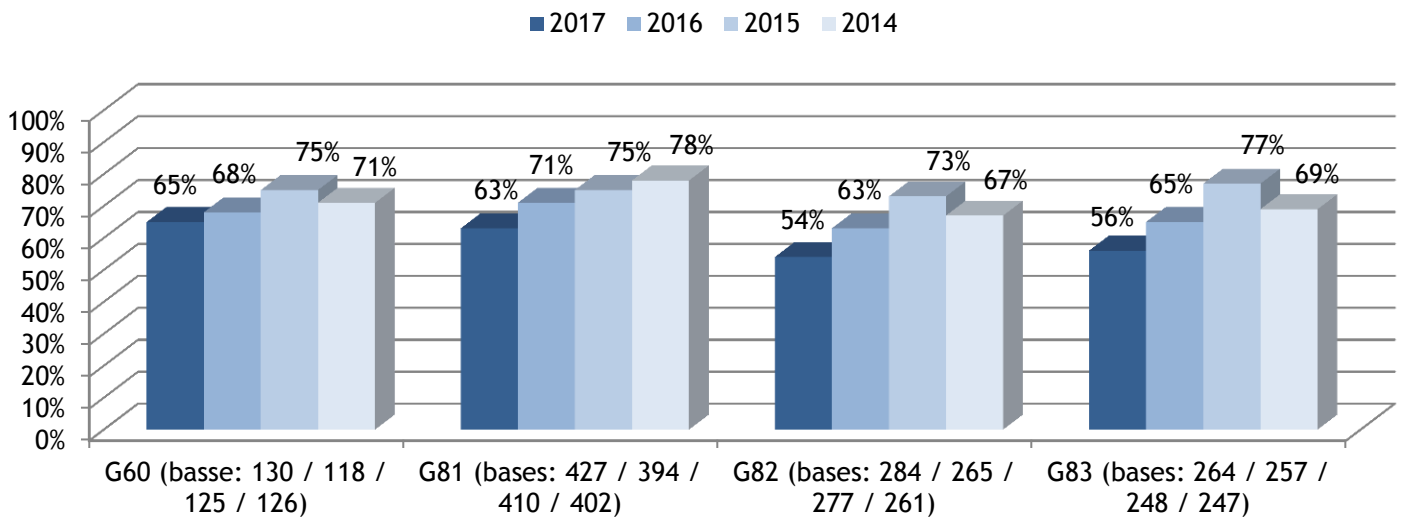


Figure 3.9: Gender

West Dunbartonshire Council takes account of residents’ views

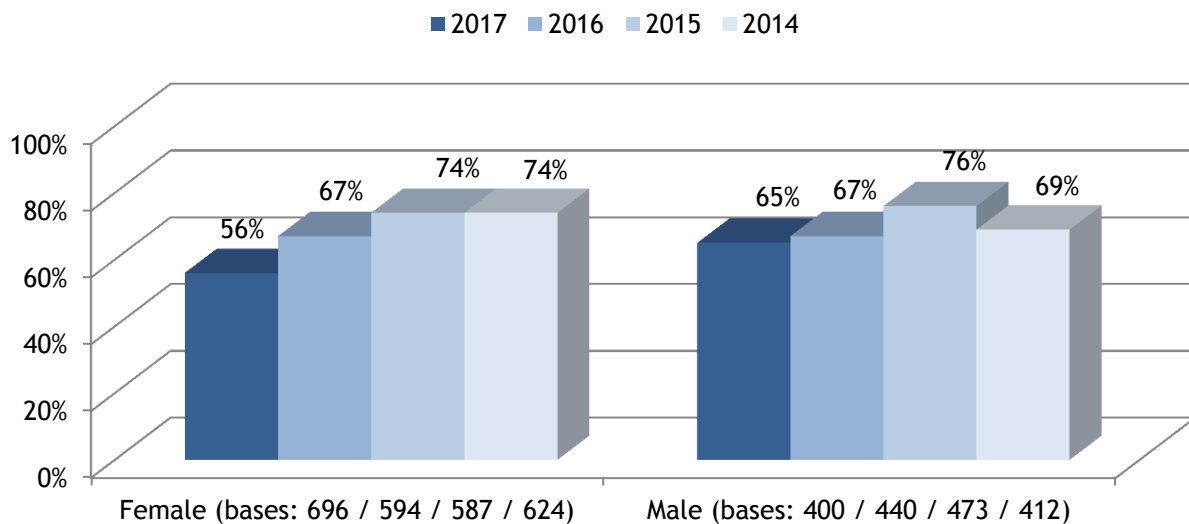
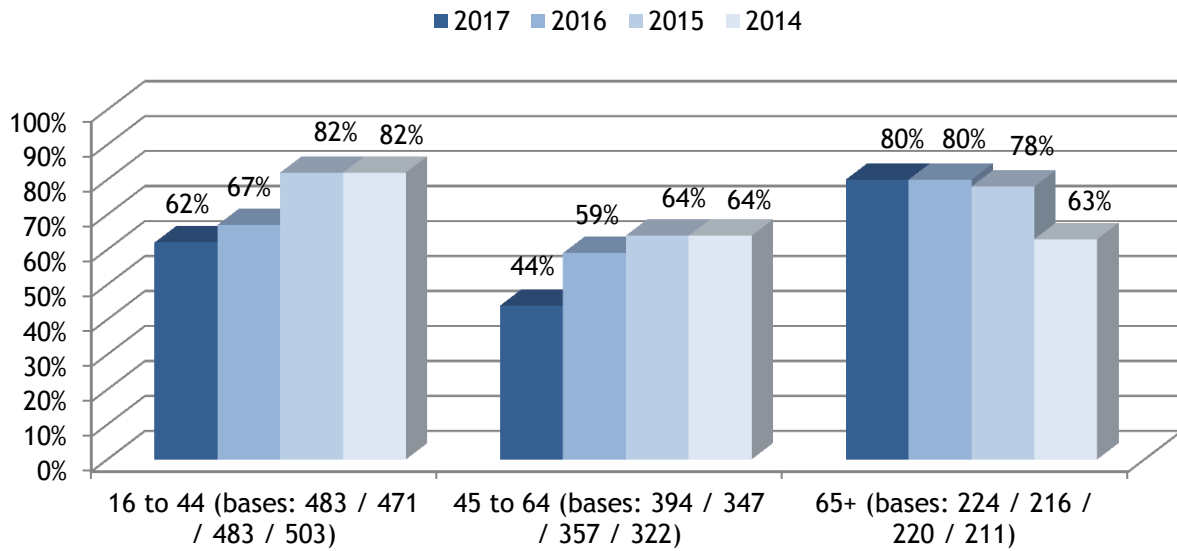


Figure 3.10: Age Band

West Dunbartonshire Council takes account of residents' views



3.7 Particularly notable falls in agreement since 2016 with this statement are noted amongst females and those aged 45 to 64.

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

■ 2017 ■ 2016 ■ 2015 ■ 2014

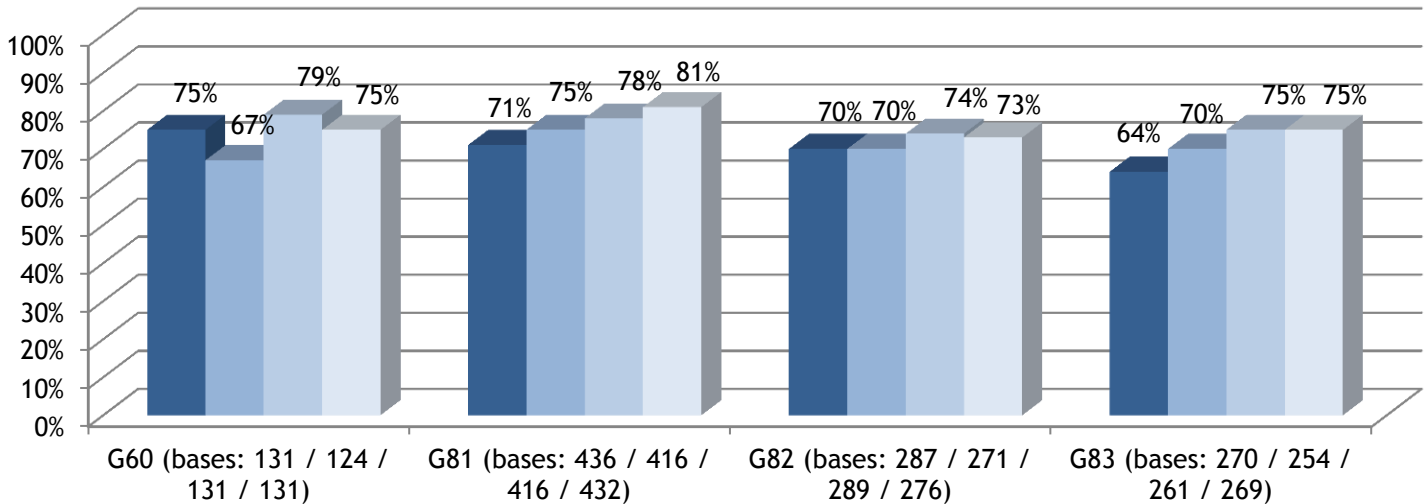


Figure 3.12: Gender

The Council communicates well with its residents

■ 2017 ■ 2016 ■ 2015 ■ 2014

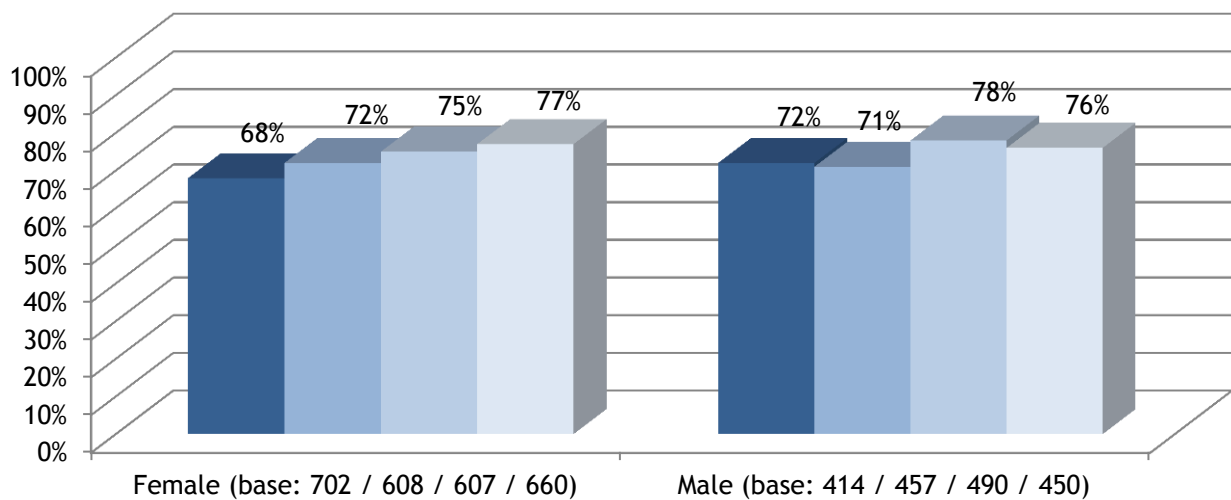
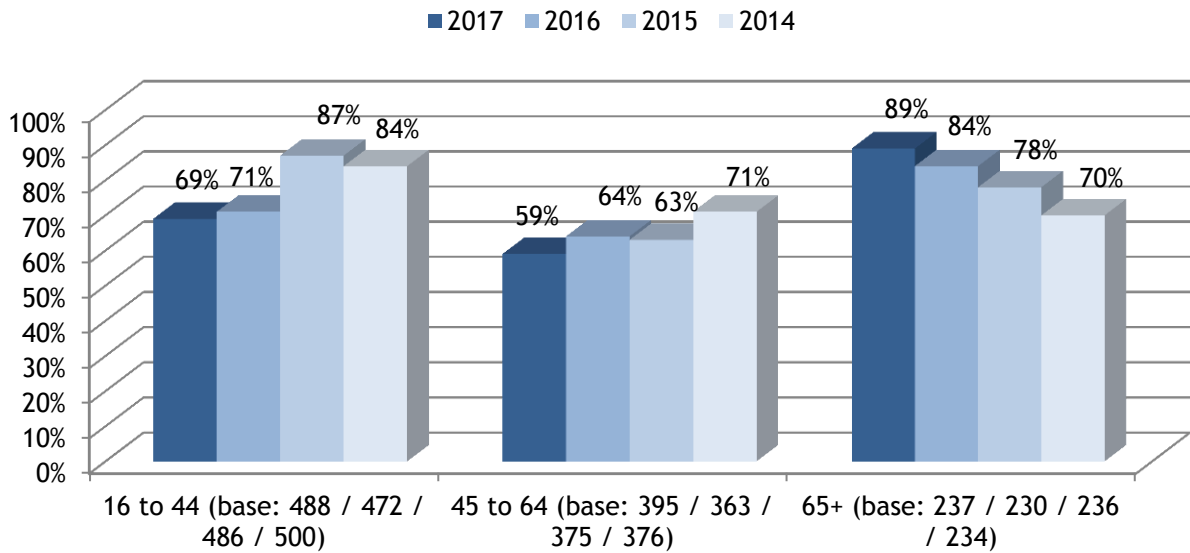


Figure 3.13: Age Band

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 2016 are noted amongst those in the G60 postcode area and those aged 65+, with particular declines noted in the G83 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

■ 2017 ■ 2016 ■ 2015 ■ 2014

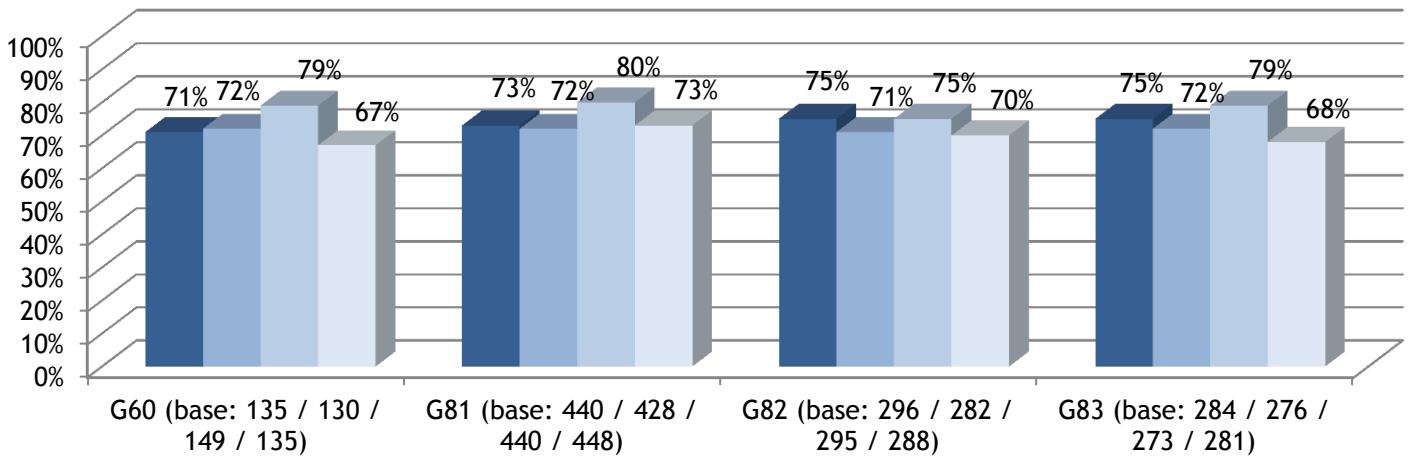


Figure 3.15: Gender

I would speak highly of West Dunbartonshire Council

■ 2017 ■ 2016 ■ 2015 ■ 2014

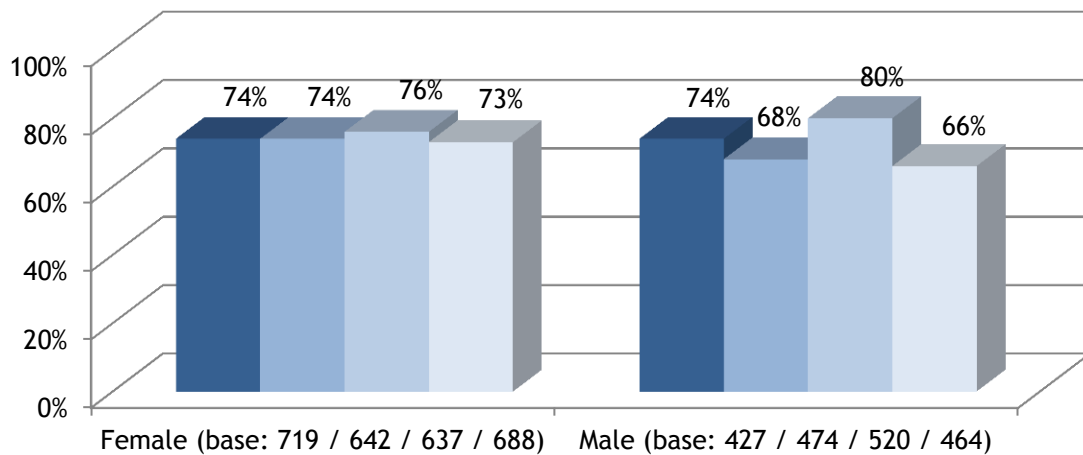
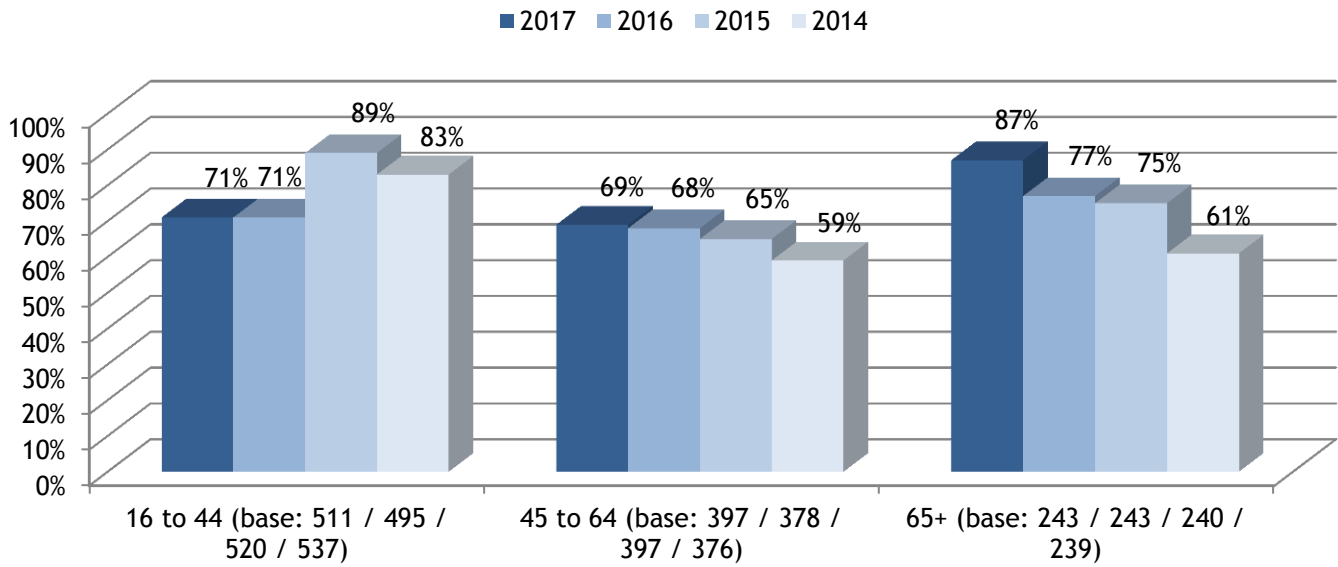


Figure 3.16: Age Band

I would speak highly of West Dunbartonshire Council



3.11 Ratings for this statement have improved slightly between 2016 and 2017; this is most evident amongst males and 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 2017 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?

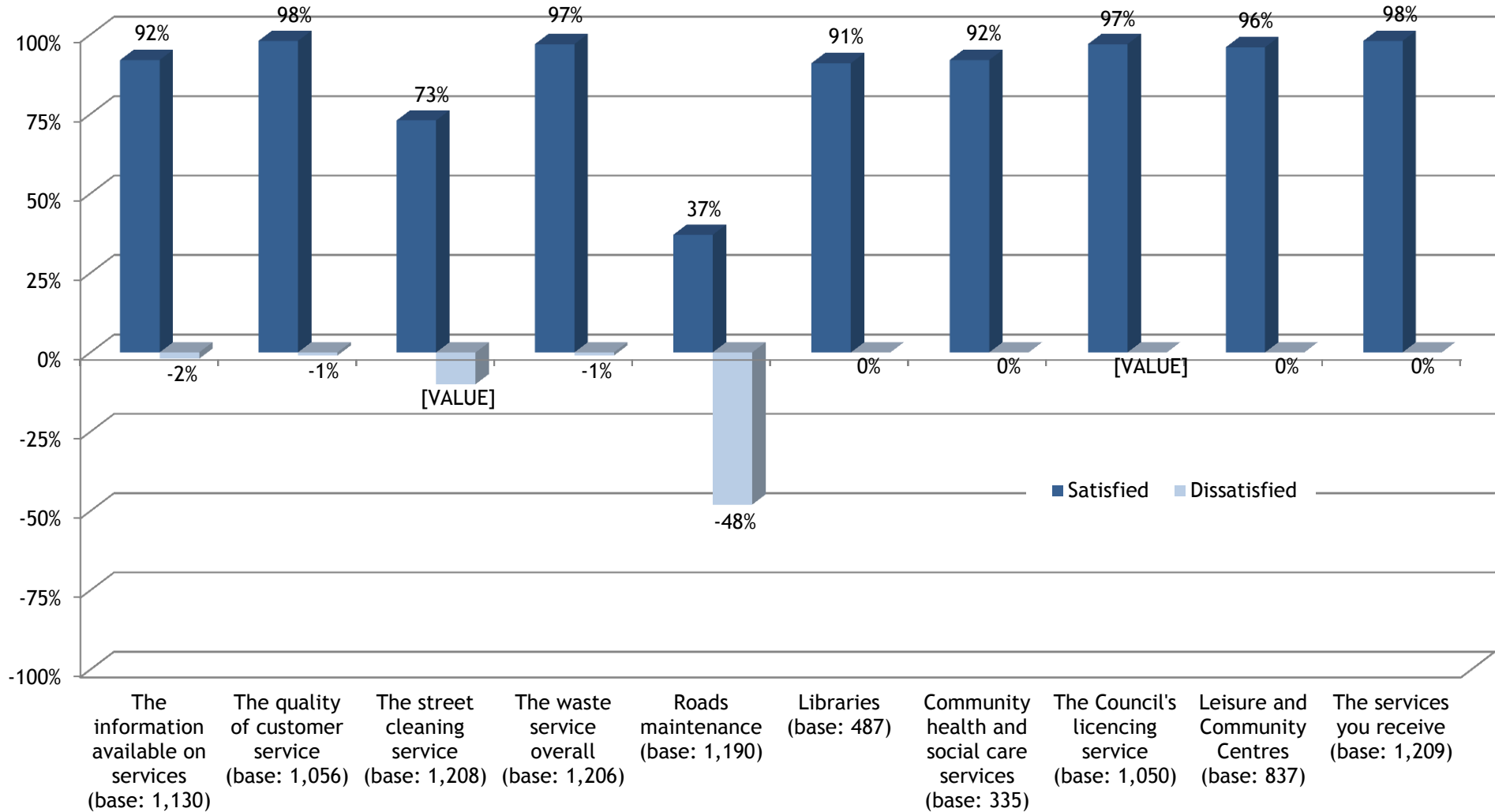


Table 4.1: Satisfaction with Council Services

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	92% (base: 1,130)	91% (base: 113)	91% (base: 438)	91% (base: 288)	94% (base: 271)	92% (base: 700)	92% (base: 421)	94% (base: 487)	89% (base: 402)	95% (base: 237)
The quality of customer service	98% (base: 1,056)	96% (base: 125)	97% (base: 408)	97% (base: 275)	100% (base: 253)	99% (base: 671)	96% (base: 377)	98% (base: 447)	97% (base: 368)	97% (base: 237)
The street cleaning service	73% (base: 1,208)	75% (base: 149)	77% (base: 472)	70% (base: 300)	70% (base: 287)	72% (base: 745)	77% (base: 454)	78% (base: 540)	62% (base: 413)	80% (base: 251)
The waste service overall	97% (base: 1,206)	96% (base: 149)	96% (base: 471)	97% (base: 301)	98% (base: 285)	97% (base: 746)	98% (base: 452)	97% (base: 541)	96% (base: 409)	98% (base: 252)
Roads maintenance	31% (base: 1,190)	35% (base: 145)	38% (base: 460)	23% (base: 299)	24% (base: 286)	32% (base: 735)	29% (base: 446)	32% (base: 581)	21% (base: 406)	44% (base: 249)
Libraries	91% (base: 487)	85% (base: 61)	90% (base: 207)	96% (base: 113)	91% (base: 106)	93% (base: 319)	87% (base: 166)	88% (base: 240)	89% (base: 114)	98% (base: 132)
Community health and social care services	92% (base: 335)	94% (base: 47)	93% (base: 170)	90% (base: 64)	90% (base: 54)	93% (base: 200)	91% (base: 134)	85% (base: 110)	89% (base: 77)	99% (base: 148)
The Council's Licensing Services	97% (base: 1,050)	99% (base: 132)	96% (base: 420)	96% (base: 261)	98% (base: 237)	97% (base: 638)	95% (base: 405)	96% (base: 486)	97% (base: 383)	99% (base: 177)
Leisure Centres and Community Centres delivered through West Dunbartonshire Leisure	96% (base: 837)	98% (base: 112)	96% (base: 373)	96% (base: 186)	94% (base: 166)	96% (base: 513)	95% (base: 318)	96% (base: 494)	96% (base: 234)	94% (base: 106)
The services you receive from West Dunbartonshire overall	98% (base: 1,209)	98% (base: 149)	97% (base: 471)	98% (base: 301)	99% (base: 288)	97% (base: 748)	98% (base: 452)	99% (base: 544)	97% (base: 412)	97% (base: 251)

Figure 4.2: The Information Available from the Council on its Services (2014-2017 Comparison)

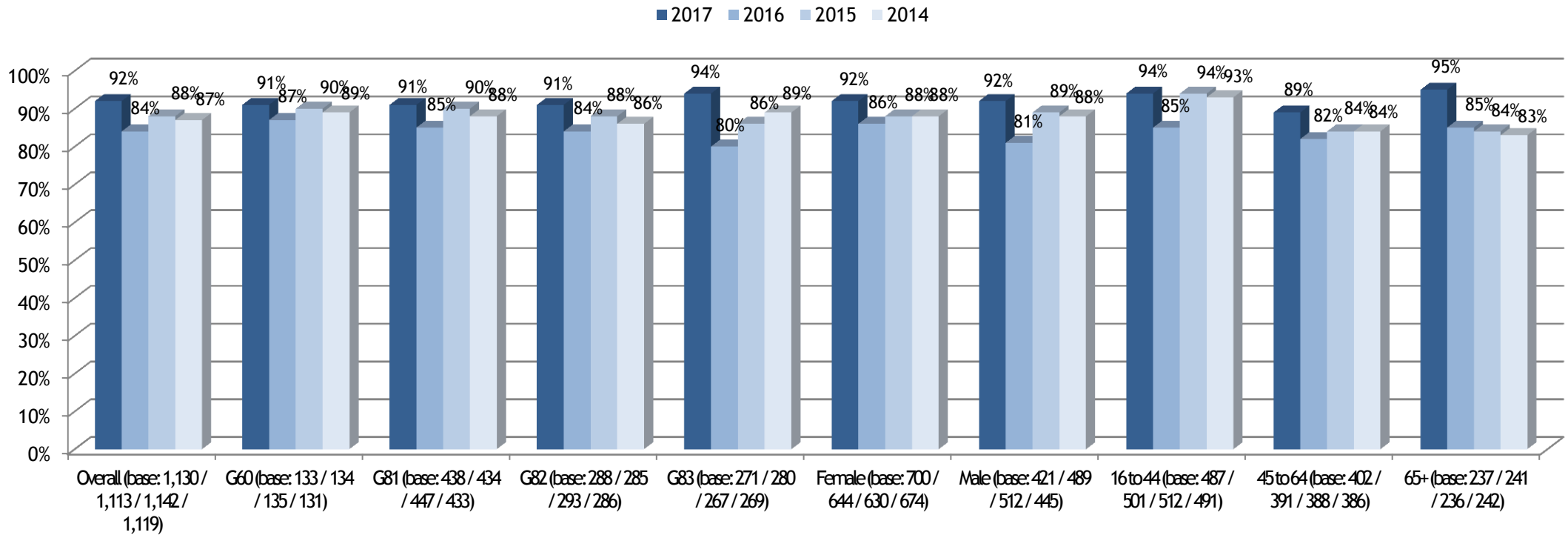


Figure 4.3: The Quality of Customer Service (2014-2017 Comparison)

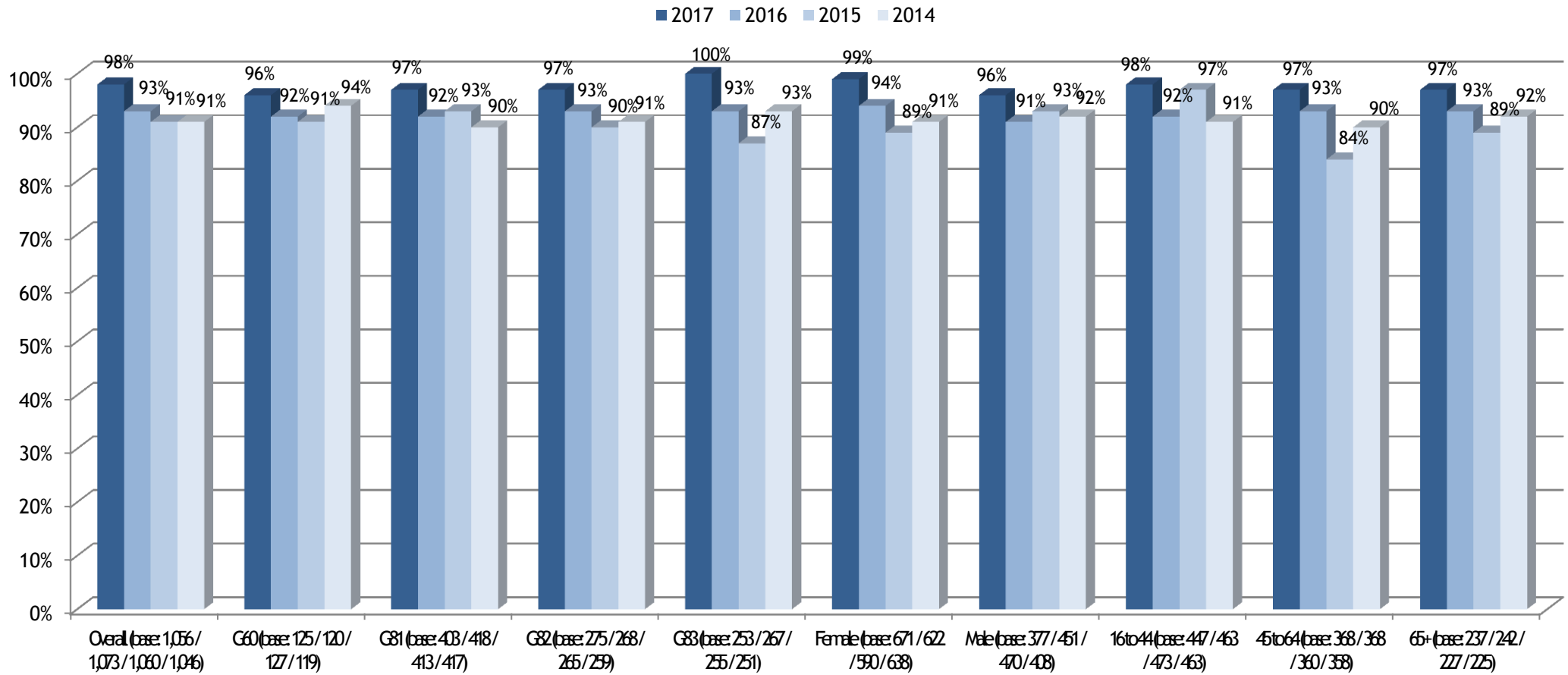


Figure 4.4: The Street Cleaning Service (2014-2017 Comparison)

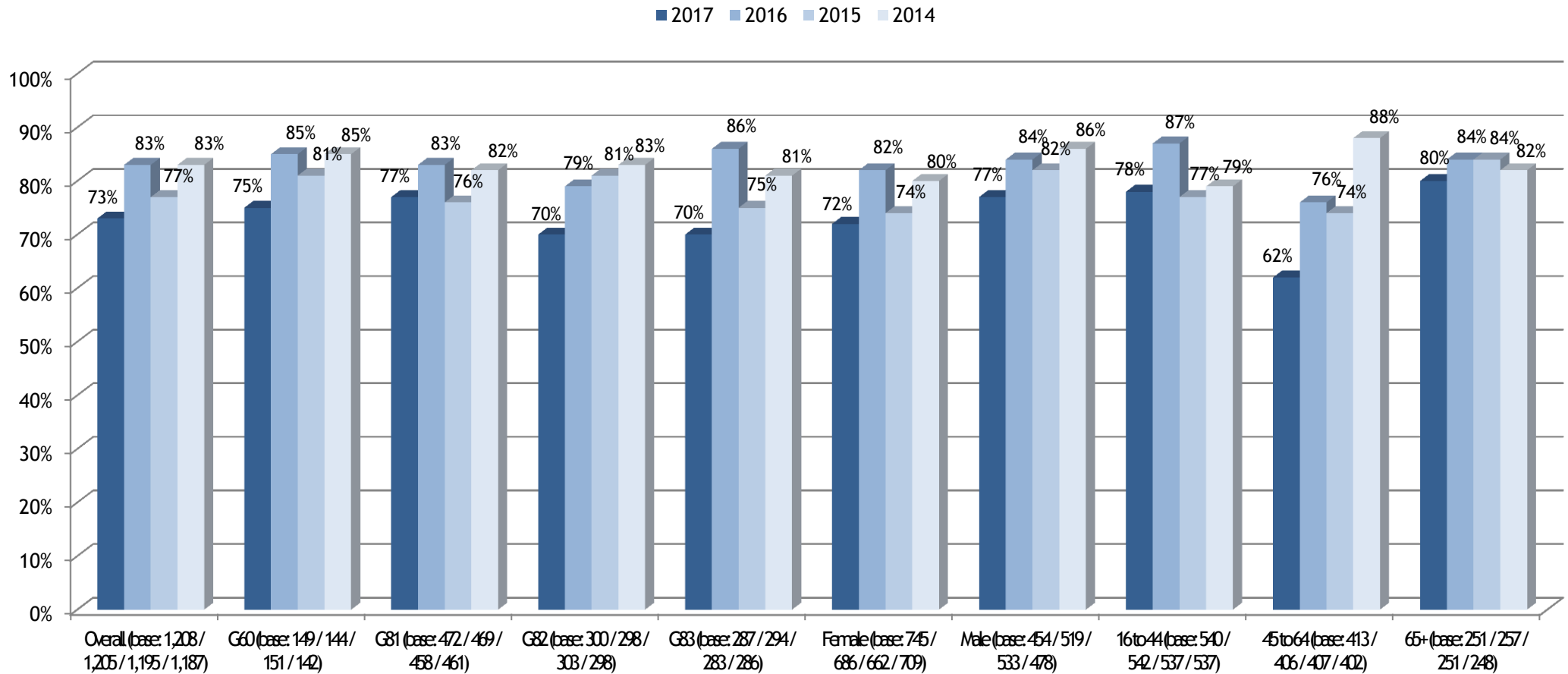


Figure 4.5: The Waste Service Overall (2014-2017 Comparison)

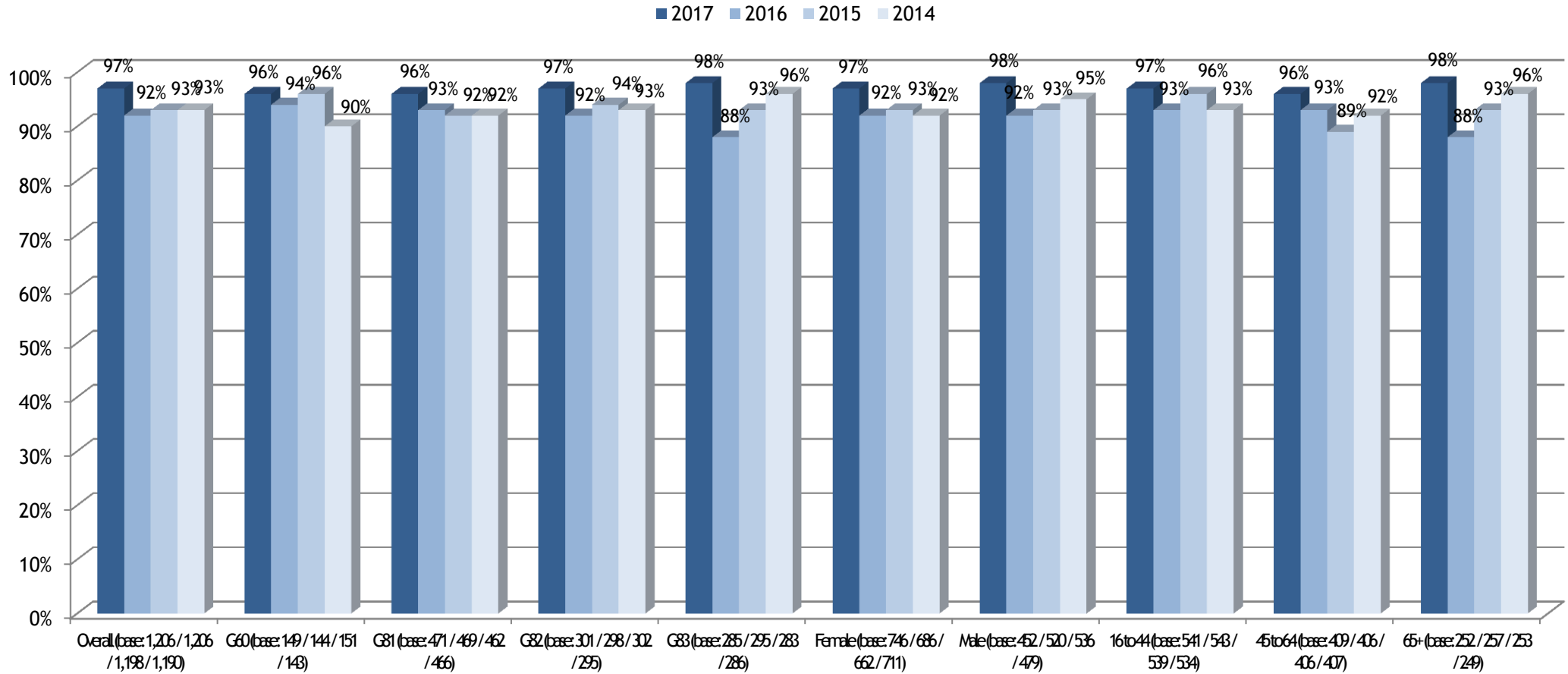


Figure 4.6: Roads Maintenance (2014-2017 Comparison)

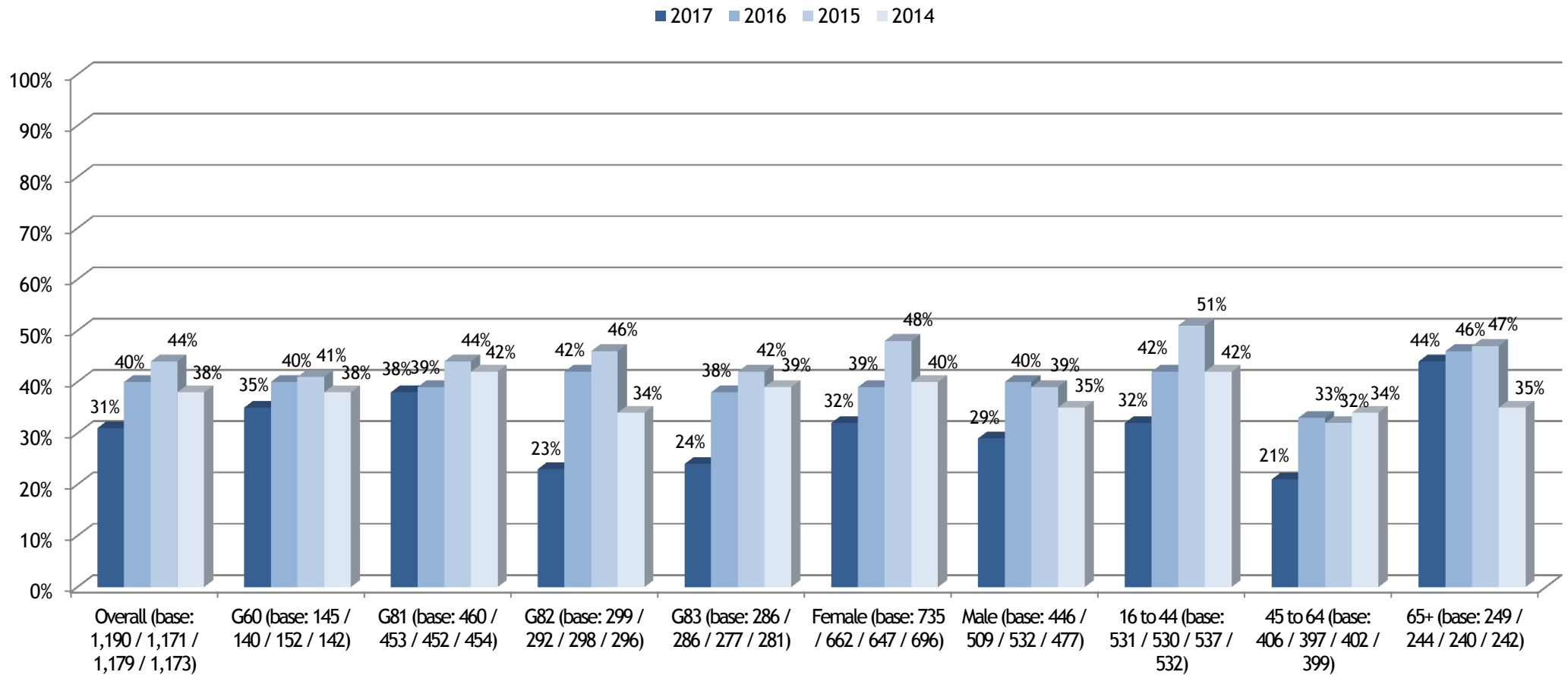


Figure 4.7: Libraries (2014-2017 Comparison)

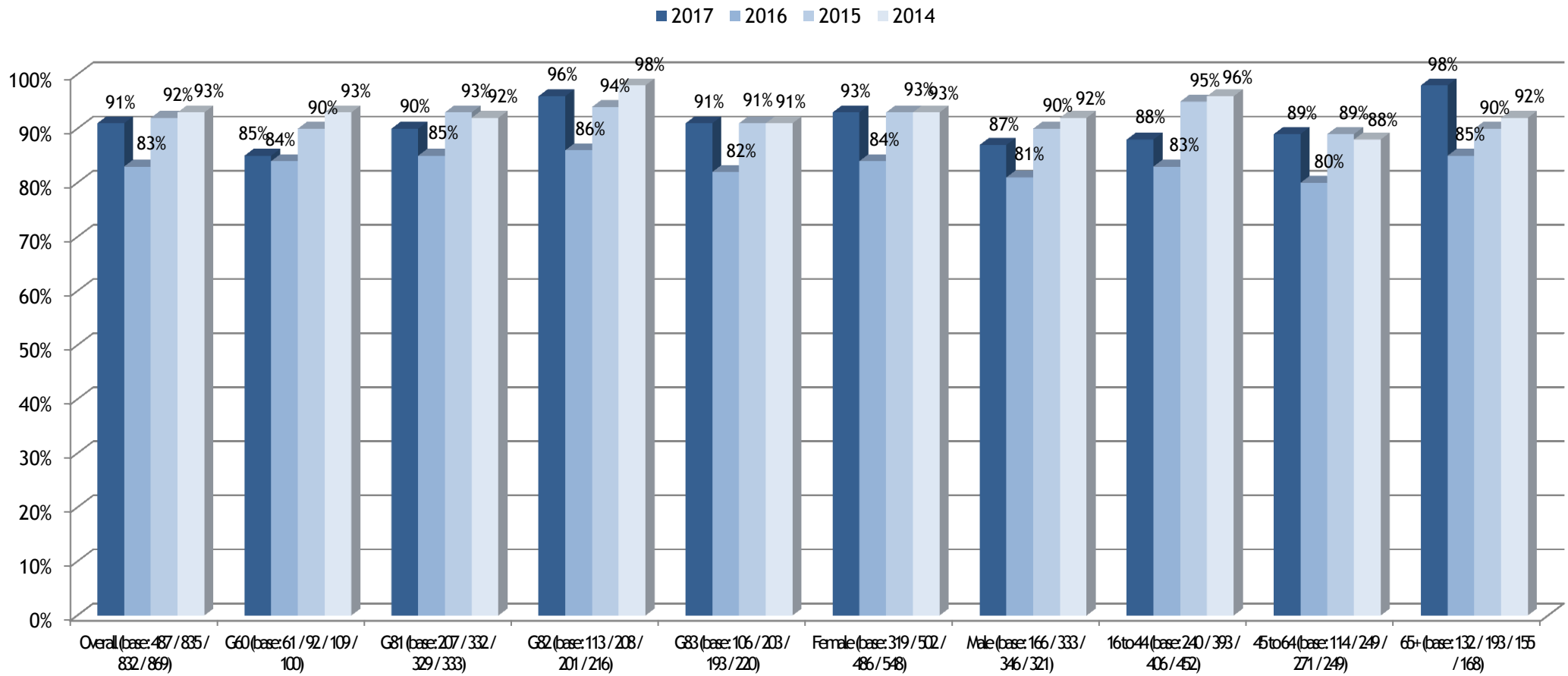


Figure 4.8: Community Health and Social Care Services (2017 Only)

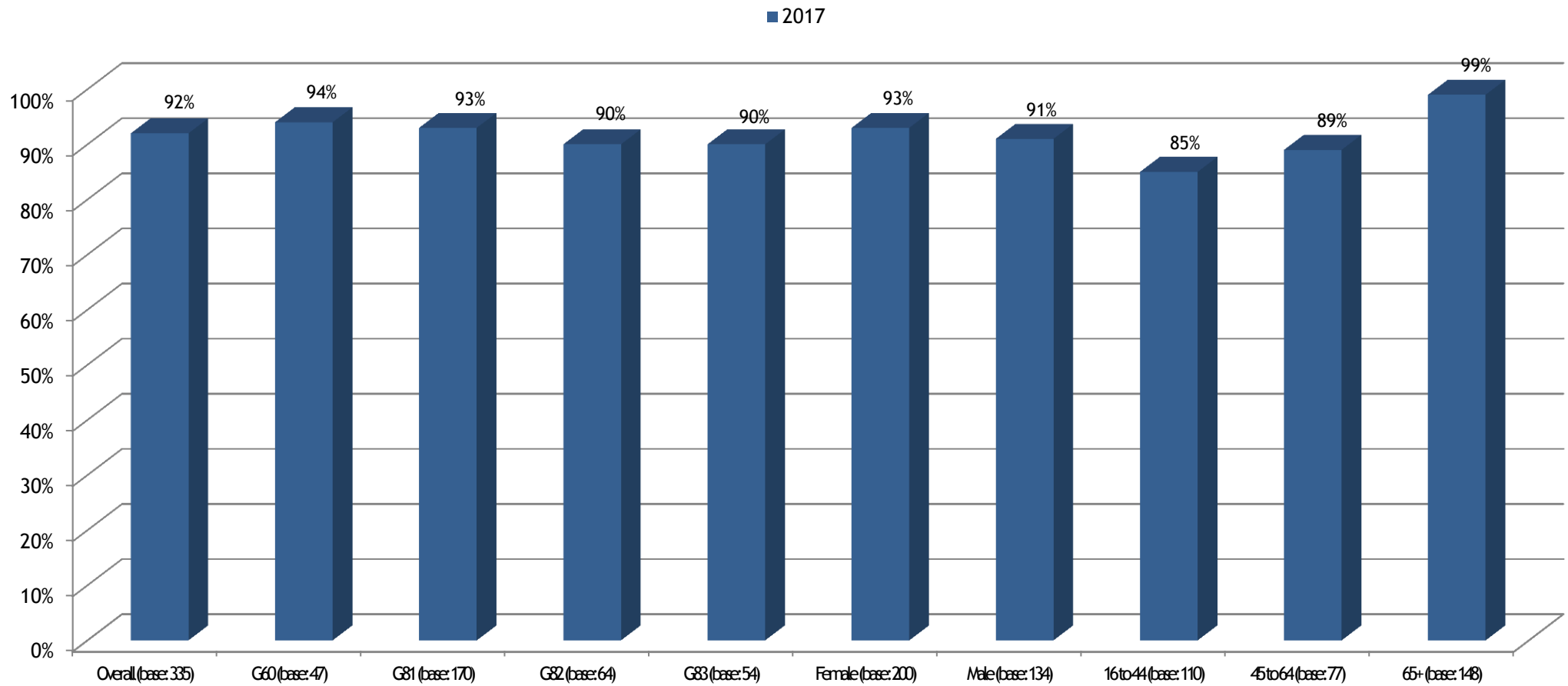


Figure 4.9: The Council's Licensing Services (2015-2017 Comparison)

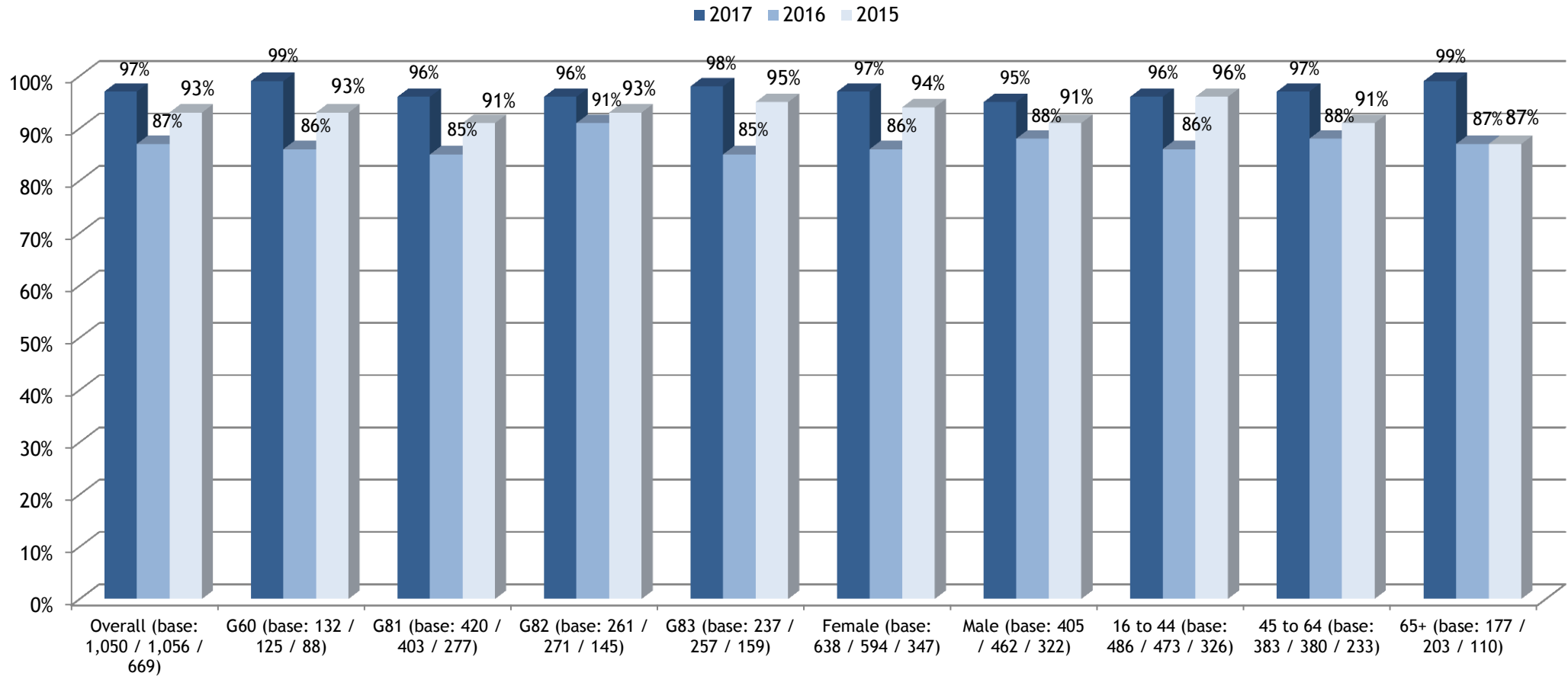


Figure 4.10: Leisure Centres and Community Centres (2015-2017 Comparison)

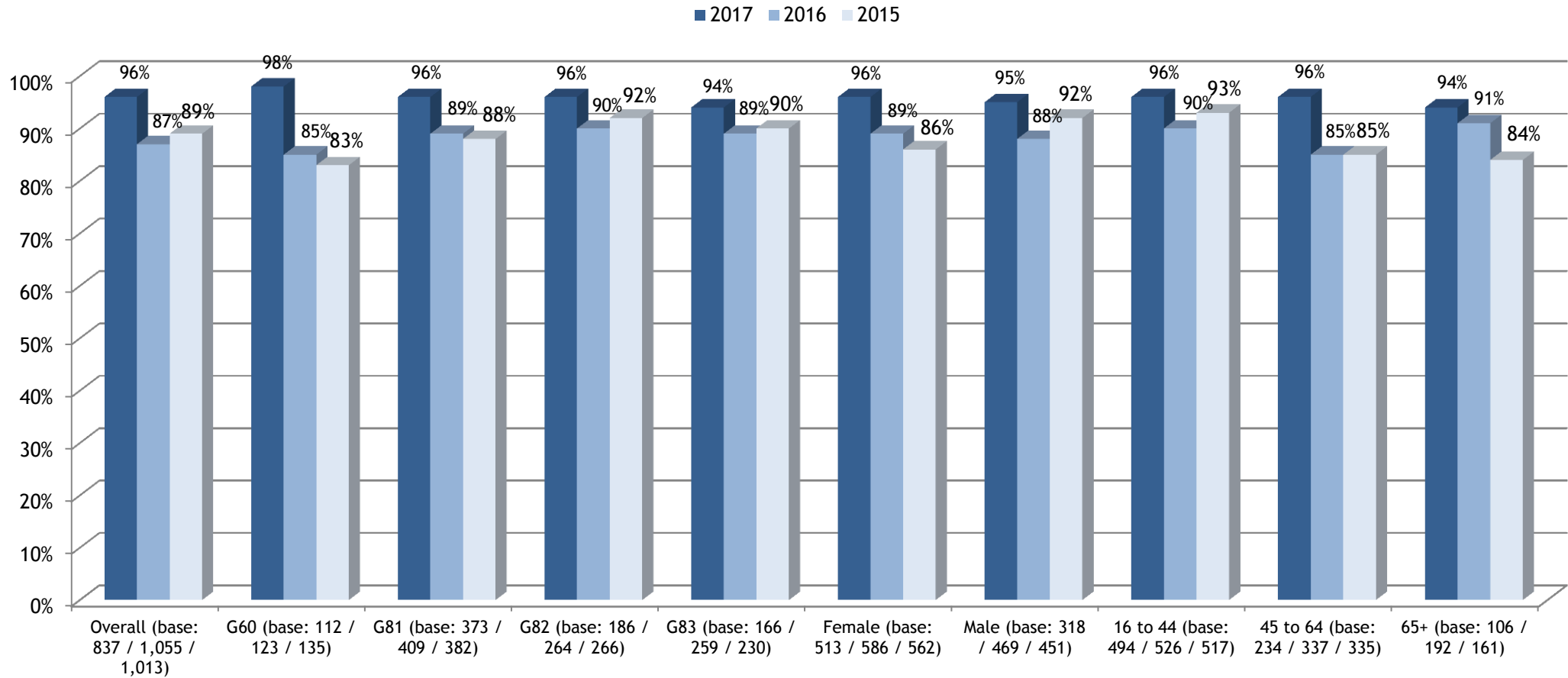
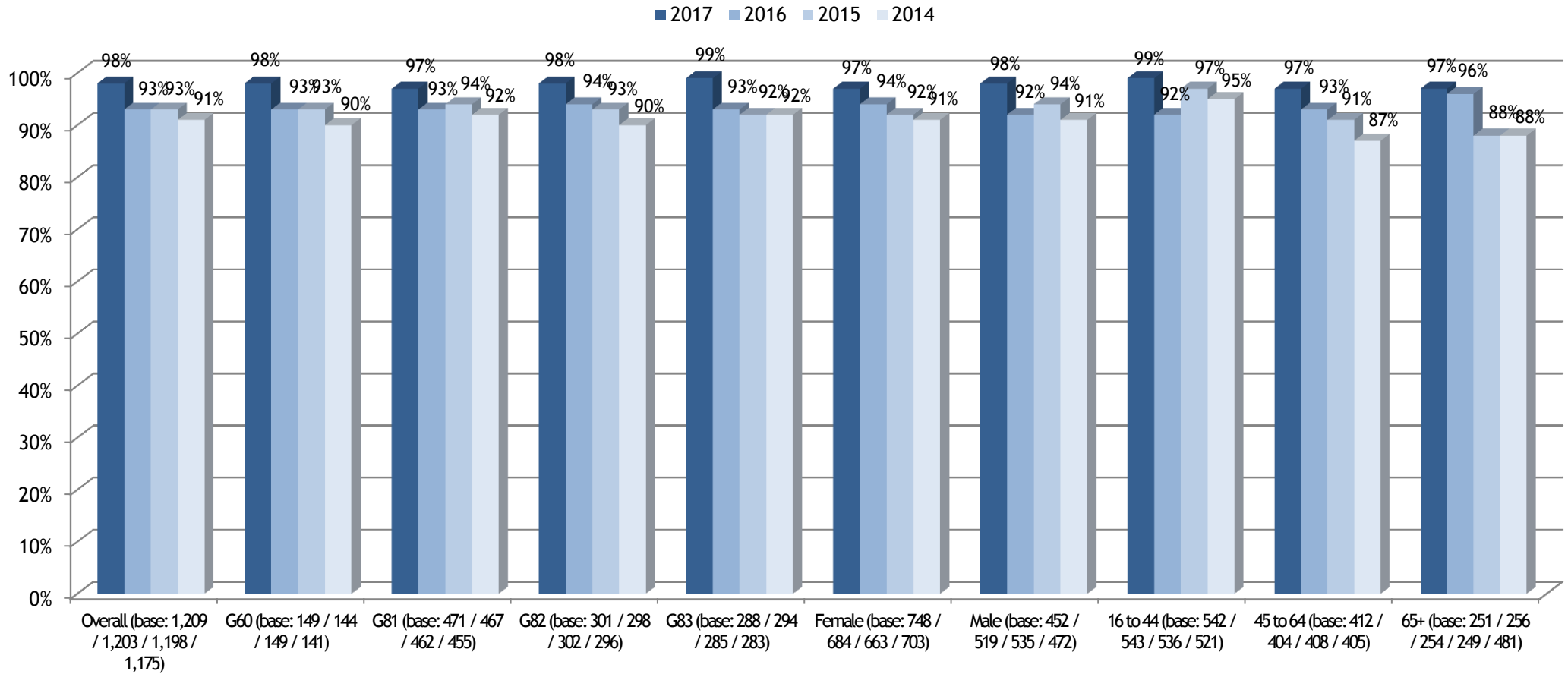


Figure 4.11: The Services You Receive From West Dunbartonshire Council Overall (2014-2017 Comparison)



5.0 CONTACT WITH THE COUNCIL

5.1 From January 2017, respondents were asked if they had ever used the Council’s website. As such, there is no direct comparison with previous years with the aggregate results for 2017 noted in this section.

Table 5.1: Have Ever Used the Council’s Website

Category of Respondent	2017
G60 (bases: 149)	47%
G81 (bases: 472)	42%
G82 (bases: 301)	40%
G83 (bases: 286)	36%
Female (bases: 746)	48%
Male (bases: 453)	28%
16 to 44 (bases: 540)	49%
45 to 64 (bases: 413)	49%
65+ (bases: 251)	9%
Overall (base: 1,208)	40%

5.2 Respondents were asked as to their level of satisfaction or dissatisfaction with the Council’s website. 99% of respondents (base: 376) expressed satisfaction including 41% that indicated that they were “very satisfied”. This figure varied little according to respondent criteria.

5.3 Relatively few respondents had contacted the Council Tax service, the Council’s Contact Centre or the Housing Benefit Team in the previous six months.²

Table 5.2: Contact with Council Services in Last 6 Months

Category of Respondent	Proportion of respondents		
	Council Tax	Council Contact Centre	Housing Benefit Team
	2017	2017	2017
G60	6%	6%	3%
G81	6%	7%	4%
G82	2%	6%	2%
G83	4%	6%	1%
Female	5%	7%	3%
Male	3%	4%	1%
16 to 44	5%	5%	3%
45 to 64	5%	6%	3%
65+	3%	8%	1%
Overall	4%	6%	3%

5.4 Of those respondents who had contacted each of the Council Tax service, the Council’s Contact Centre or the Housing Benefit Team in the previous six months, satisfaction with each of these services was very high during 2017, as illustrated over the page.

² Bases vary and are not included for reasons of space. They are noted in detail in the appendices.

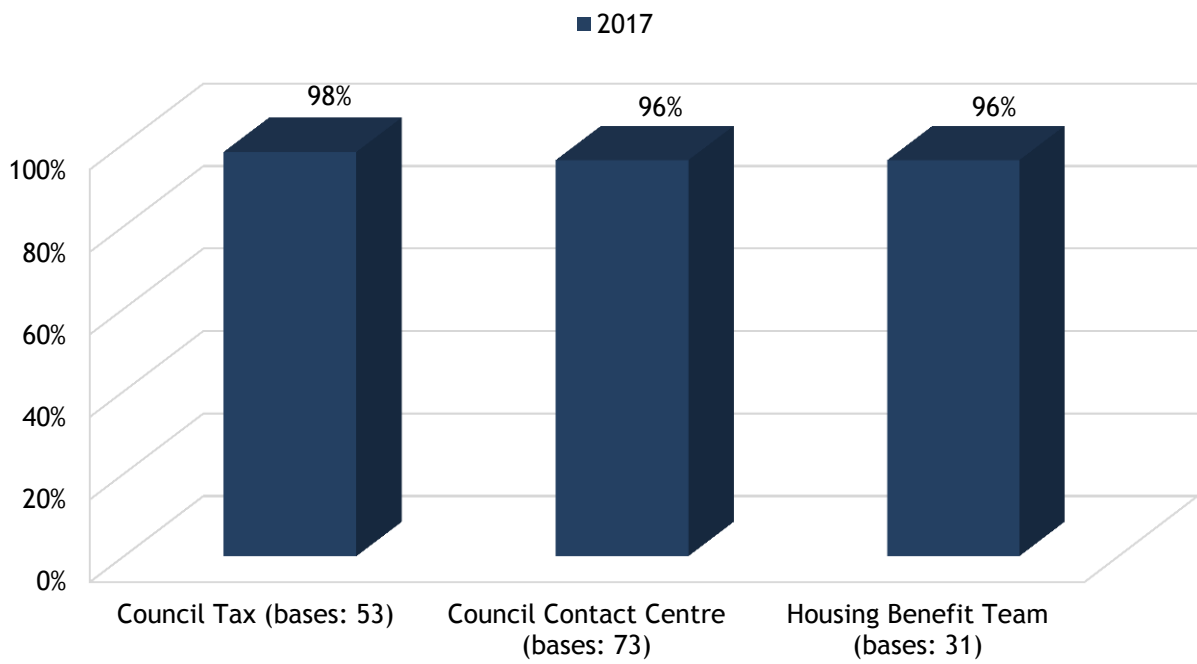


Figure 5.1: Satisfaction with Service Received

6.0 EDUCATION AND CARE SERVICES

6.1 Relatively few respondents had had experience of early education and childcare centres / nurseries, primary schools, secondary schools and additional support needs provision in the last six months.³ Again, the questions in this section were included in the survey from 2017 and therefore no comparisons to previous years are made.

Table 6.1: Service Experienced in Last 6 Months

Category of Respondent	Proportion of respondents			
	Early Education and Childcare Centres / Nurseries	Primary Schools	Secondary Schools	Additional Support Needs Provision
	2017	2017	2017	2017
G60	6%	15%	9%	2%
G81	7%	17%	10%	2%
G82	8%	9%	8%	4%
G83	6%	6%	7%	4%
Female	10%	16%	11%	3%
Male	2%	6%	5%	3%
16 to 44	14%	21%	10%	1%
45 to 64	1%	7%	12%	1%
65+	0%	0%	0%	10%
Overall	7%	12%	9%	3%

³ Bases vary and are not included for reasons of space. They are noted in detail in the appendices.

6.2 Satisfaction with each of these services, for those who had experienced them, was very high, as shown in Figure 6.1.

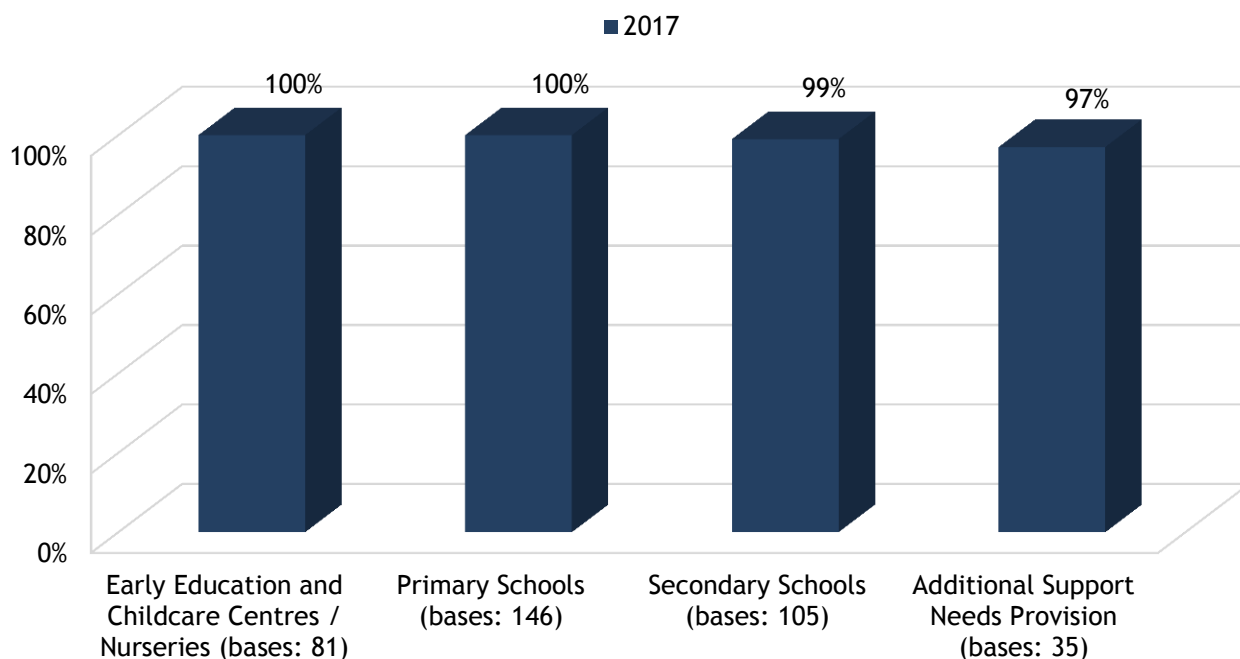


Figure 6.1: Satisfaction with Service Received

6.3 In 2017, 11% of respondents had used social care or community-based healthcare support in the community in the last 12 months.

Table 6.2: Use of Social Care or Community-Based Healthcare Support in the Community in Last 12 Months

Category of Respondent	2017
G60 (bases: 149)	9%
G81 (bases: 471)	12%
G82 (bases: 302)	10%
G83 (bases: 288)	11%
Female (bases: 747)	13%
Male (bases: 454)	8%
16 to 44 (bases: 542)	1%
45 to 64 (bases: 413)	4%
65+ (bases: 251)	43%
Overall (bases: 1,210)	11%

Those aged 65+ continue to be much more likely than others to have used such services.

6.4 Those respondents who had used social care or community-based healthcare support in the community in the last 12 months were asked the extent to which they agreed with a series of statements concerning the service they received.

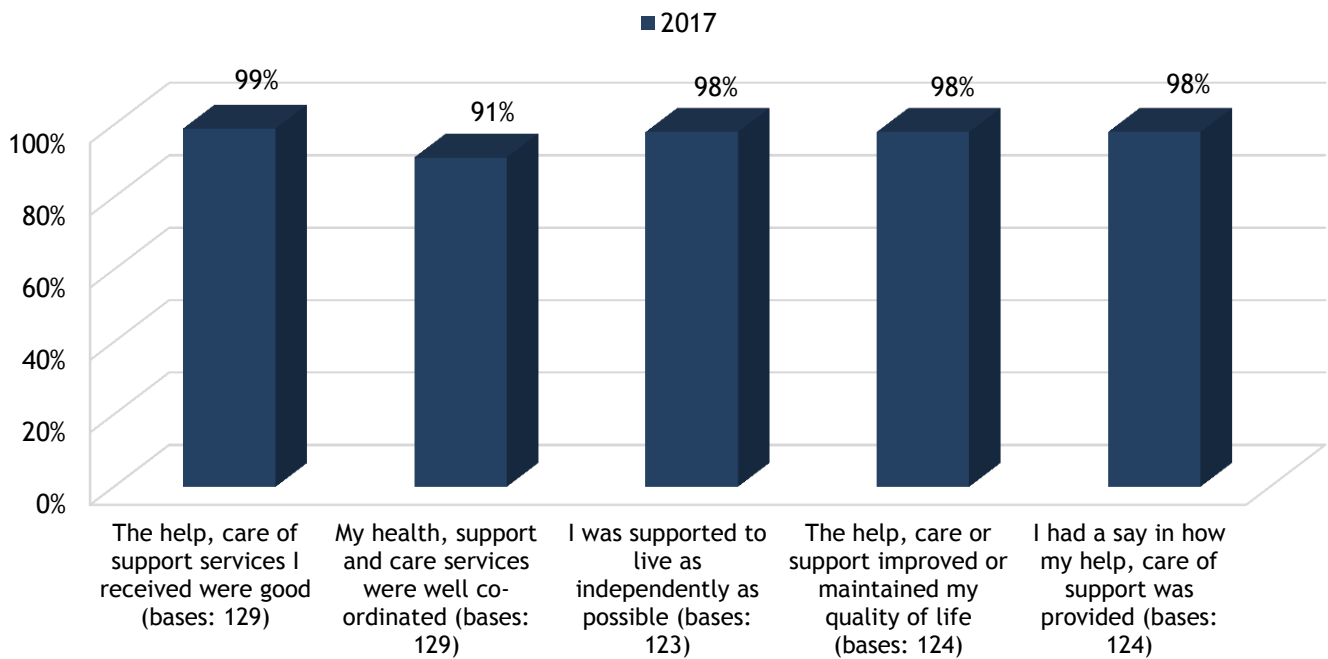


Figure 6.2: Agreement with Statements Regarding Service Received