



West Dunbartonshire Council

Reputation Tracker
Overview Report

Quarter 4 2017

January 2018

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1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

- 1.1 This document summarises the findings for the fourth quarter of 2017 of the Reputation Tracker that is administered by IBP Strategy and Research on behalf of West Dunbartonshire Council. This ongoing tracking survey commenced in January 2013 and will continue to run throughout 2017. This fourth Quarterly Report for 2017 sets out the results for Quarter 4 (October to December 2017) as well as comparisons to the previous quarter and comparative results for 2016 and 2015, where appropriate.

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 Council 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, satisfaction with contacting the Council and with education and care services.

- 1.4 The questionnaire was designed by IBP Strategy and Research with comment and input from Council staff. This was revised substantially at the beginning of 2017 and is provided under separate cover as Appendix 1.

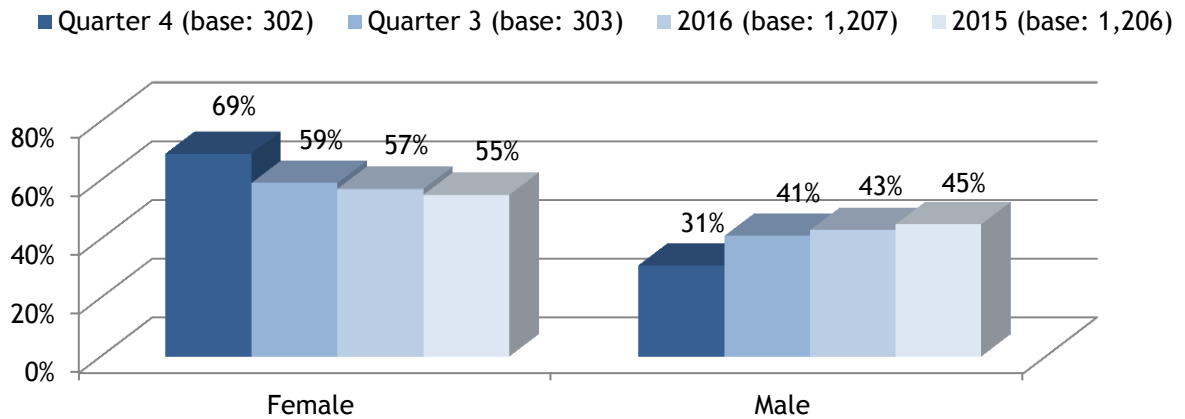
- 1.5 Results for these questions are made available on a monthly and quarterly basis. IBP conducts 100 interviews per month in a pattern broadly proportionate to the population profile (12% of interviews for the G60 postcode area, 39% for G81, 25% for G82 and 24% for G83). This document brings together the results for October to December 2017 and is based on a total of 302 interviews; two additional interviews was conducted over the required amount). 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 305 telephone interviews were carried out in Quarter 4 2017.

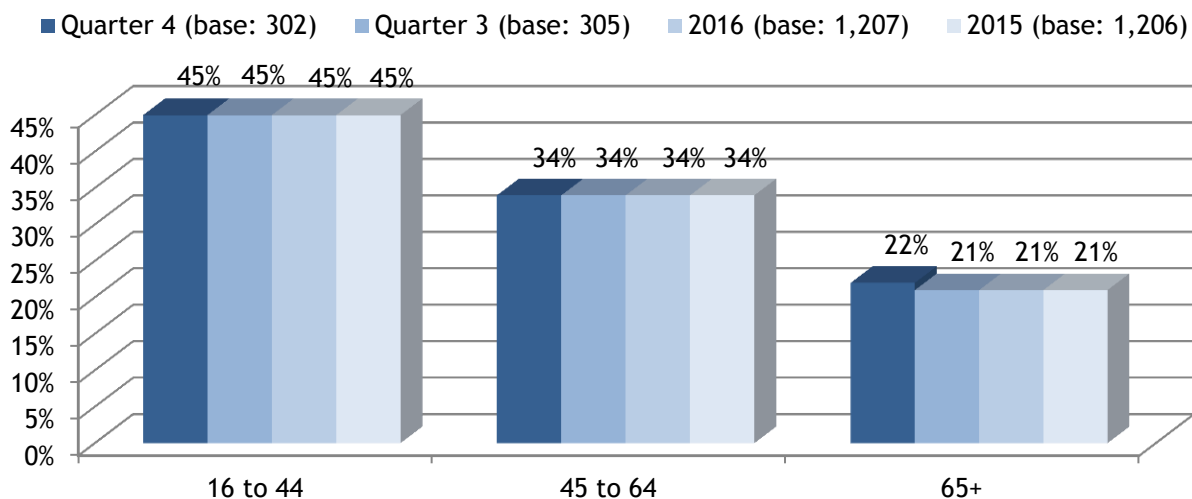
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

Figure 2.1: Profile of Respondents by Gender



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

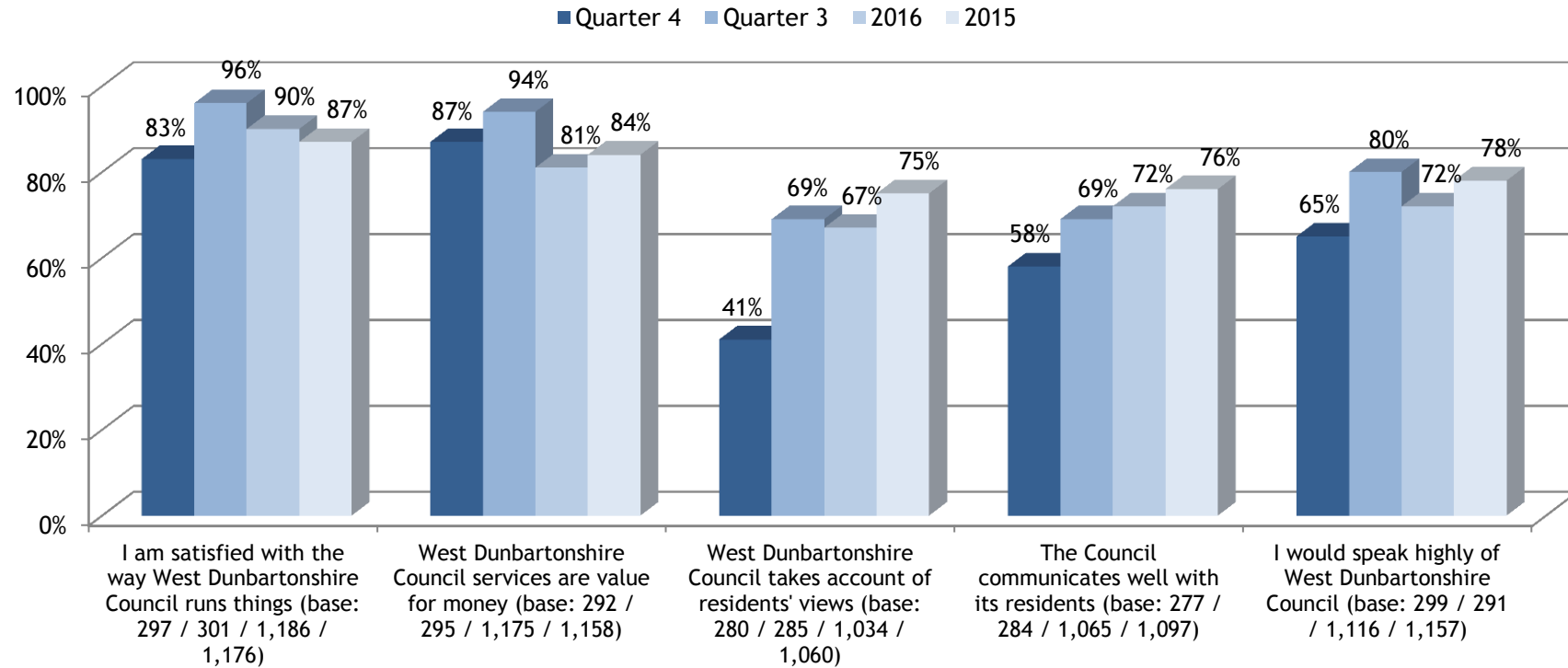
Figure 2.2: Profile of Respondents by Age Band



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 302.
- 3.2 Figures 3.1 over the page details overall responses to the reputation statements that are put to respondents.

Figure 3.1: Overall



3.3 Figures 3.2 to 3.4 break down responses to the statement, ‘I am satisfied with the way West Dunbartonshire Council runs things’ by area, gender and age band¹.

Figure 3.2: Area

I am satisfied with the way West Dunbartonshire Council runs things

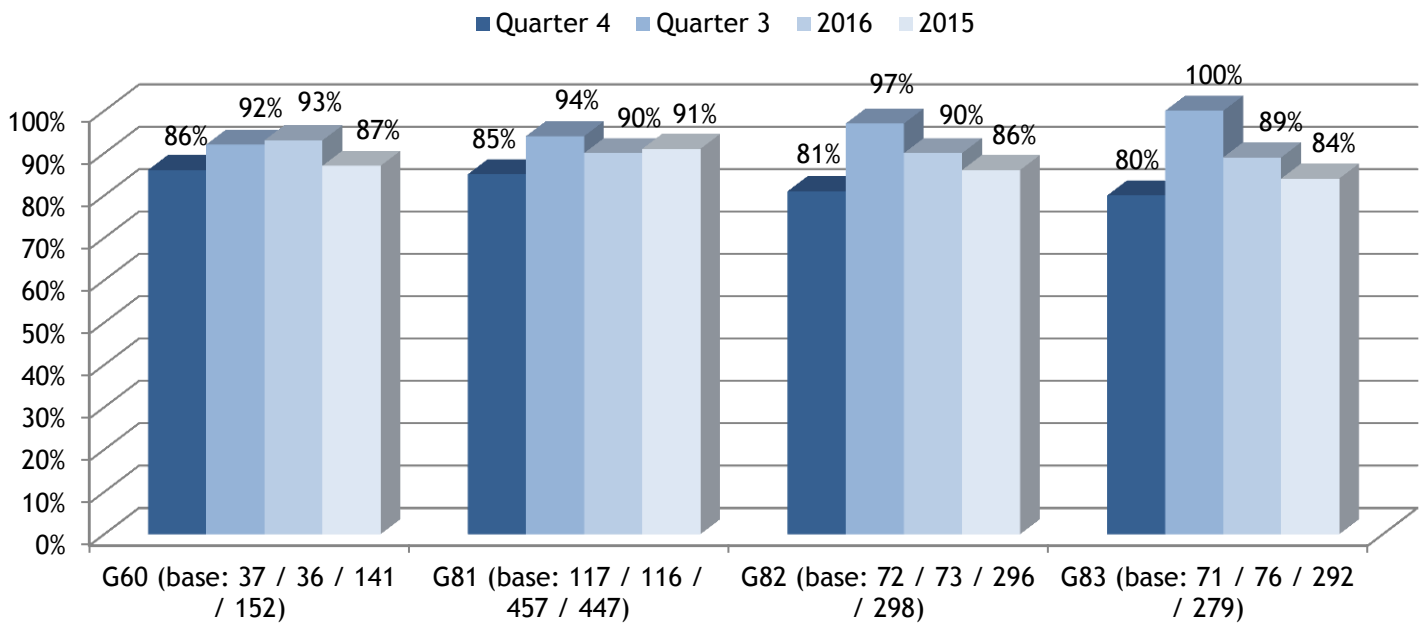
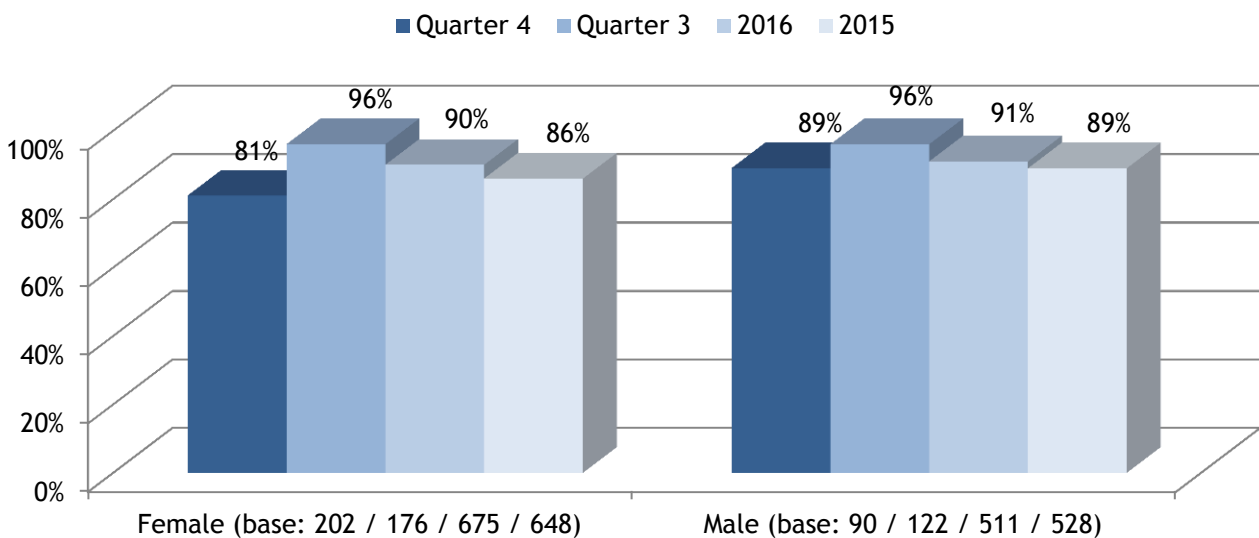


Figure 3.3: Gender

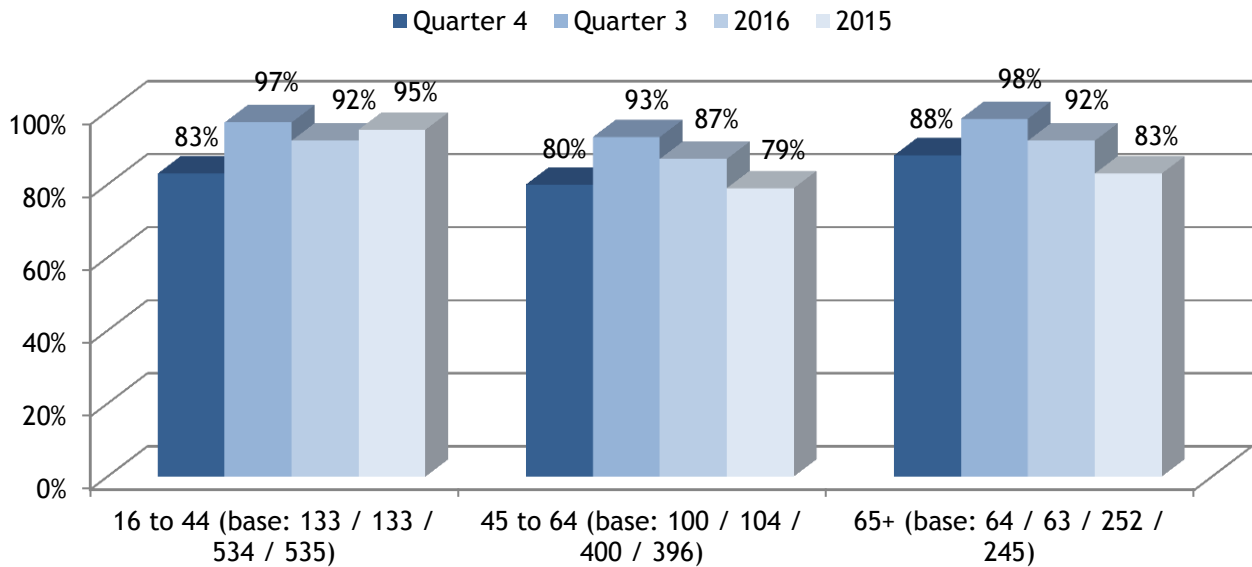
I am satisfied with the way West Dunbartonshire Council runs things



¹ Please note, for comparative purposes, that this statement has been revised somewhat in 2017 from a previous statement “West Dunbartonshire Council is efficient and well run”.

Figure 3.4: Age Band

I am satisfied with the way West Dunbartonshire Council runs things



3.4 Agreement with this statement decreased between Quarter 3 and Quarter 4 in each category of respondent, particularly amongst people in the G82 and G83 postcode areas and females.

3.5 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

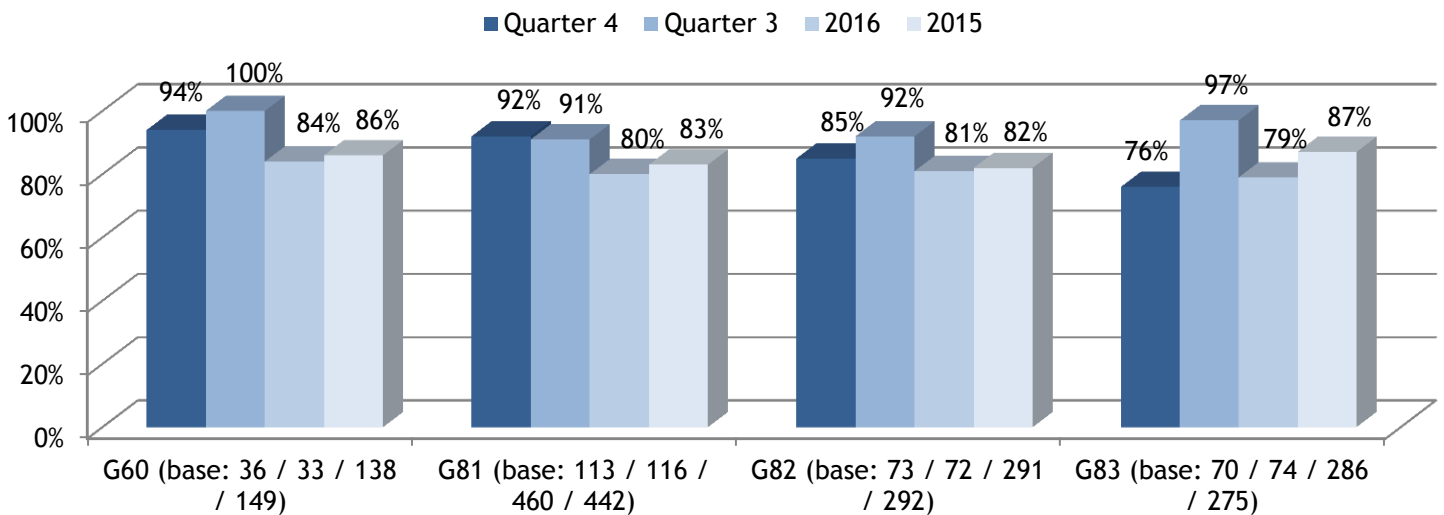


Figure 3.6: Gender

West Dunbartonshire Council Services are value for money

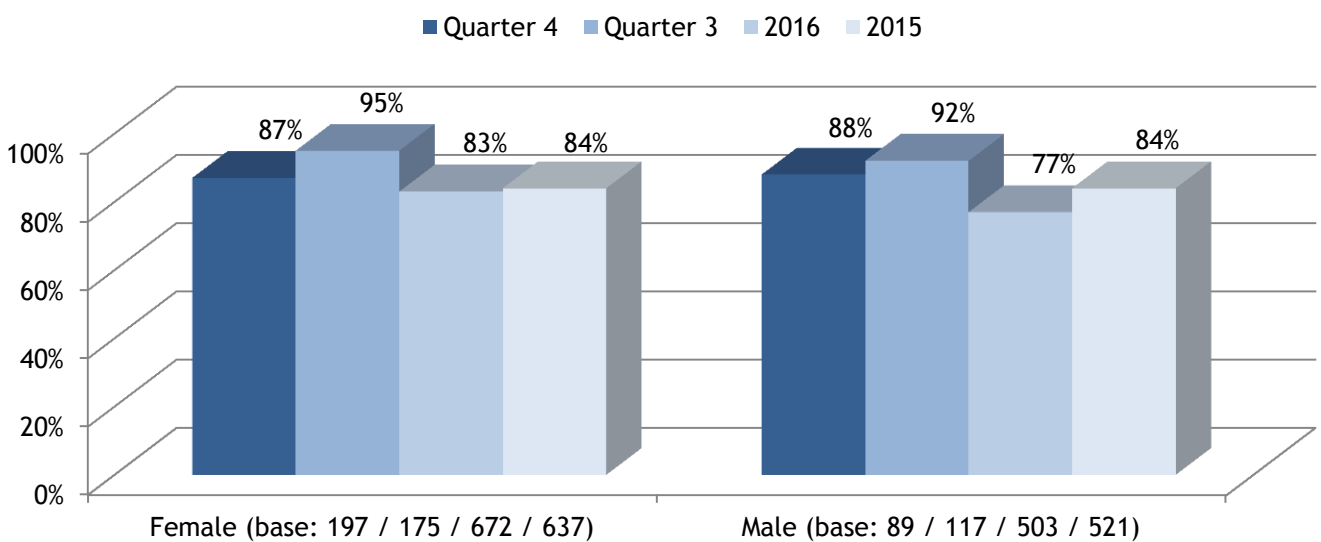
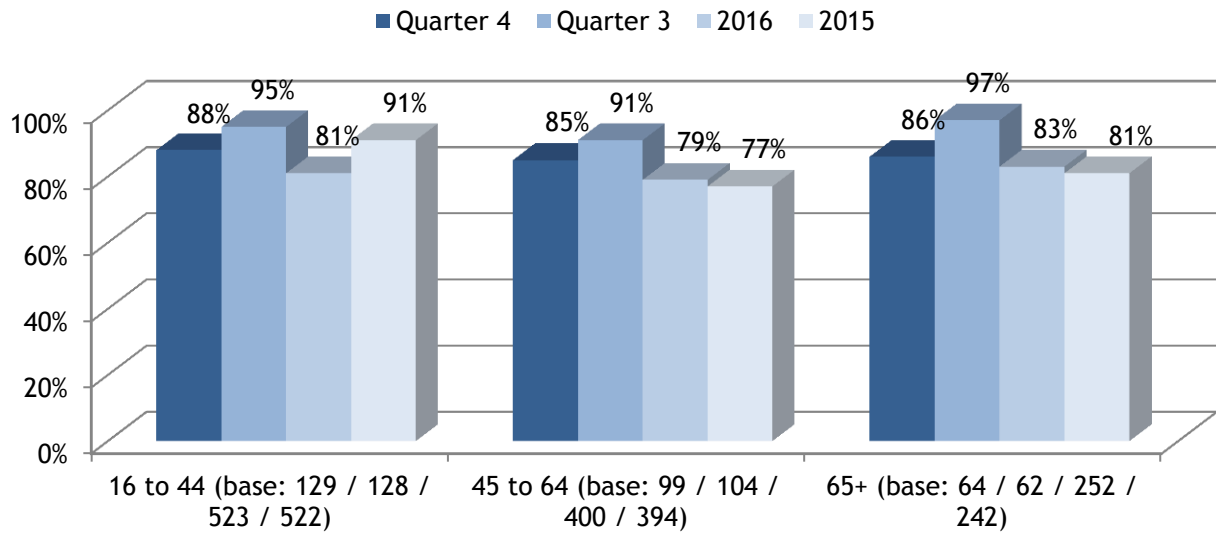


Figure 3.7: Age Band

West Dunbartonshire Council Services are value for money



3.6 Agreement with this statement decreased between Quarter 3 and Quarter 4 of 2017, with the most notable declines in the G83 postcode area and amongst those aged 65+.

3.7 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

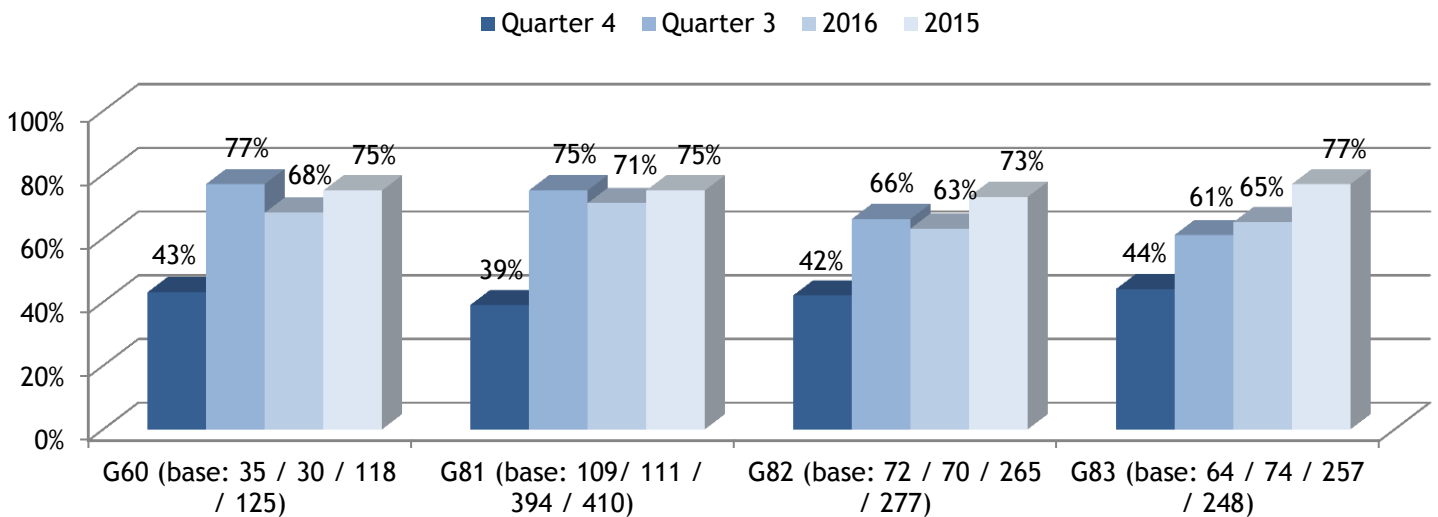


Figure 3.9: Gender

West Dunbartonshire Council takes account of residents’ views

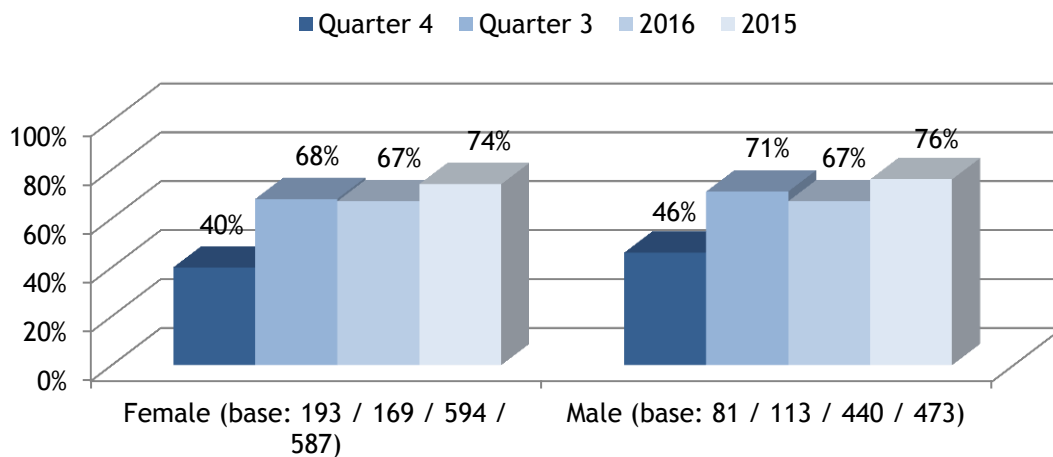
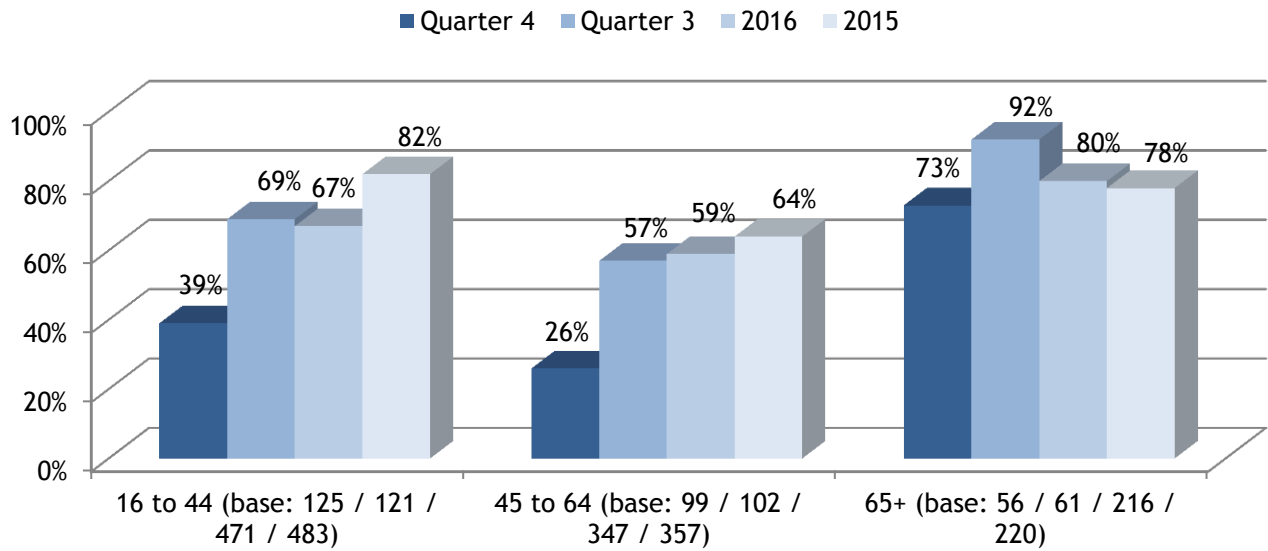


Figure 3.10: Age Band

West Dunbartonshire Council takes account of residents' views



3.8 Agreement with this statement fallen considerably in Quarter 4 compared to Quarter 3. Decreases are noted in each category of respondent, particularly with regard to those in the G60 and G81 postcode areas, those aged 16 to 44 and aged 45 to 64.

3.9 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

■ Quarter 4 ■ Quarter 3 ■ 2016 ■ 2015

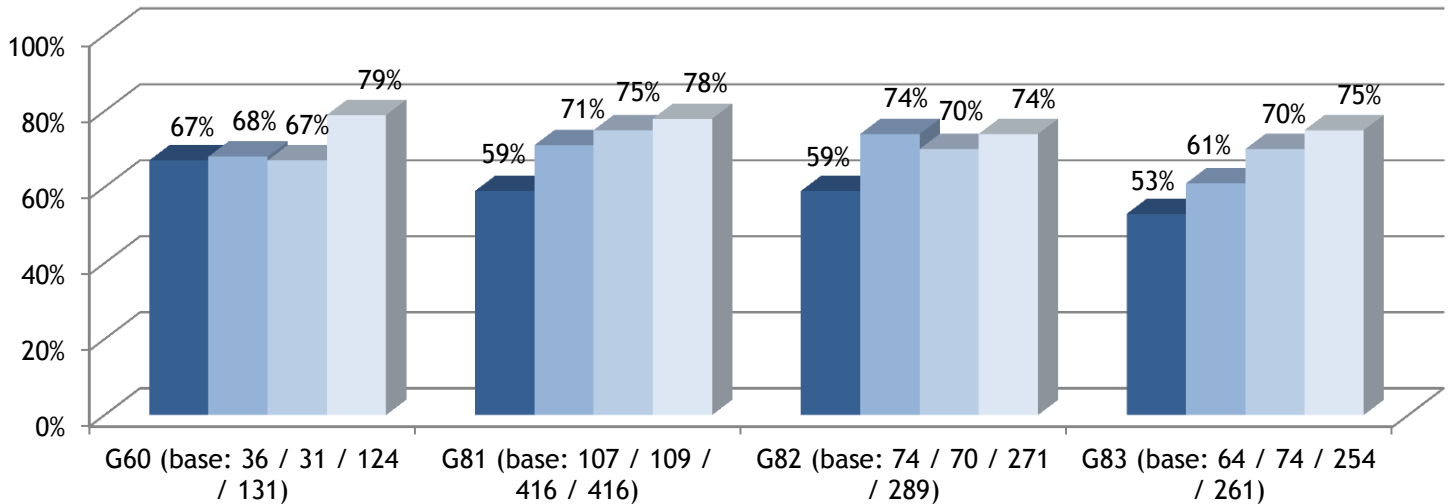


Figure 3.12: Gender

The Council communicates well with its residents

■ Quarter 4 ■ Quarter 3 ■ 2016 ■ 2015

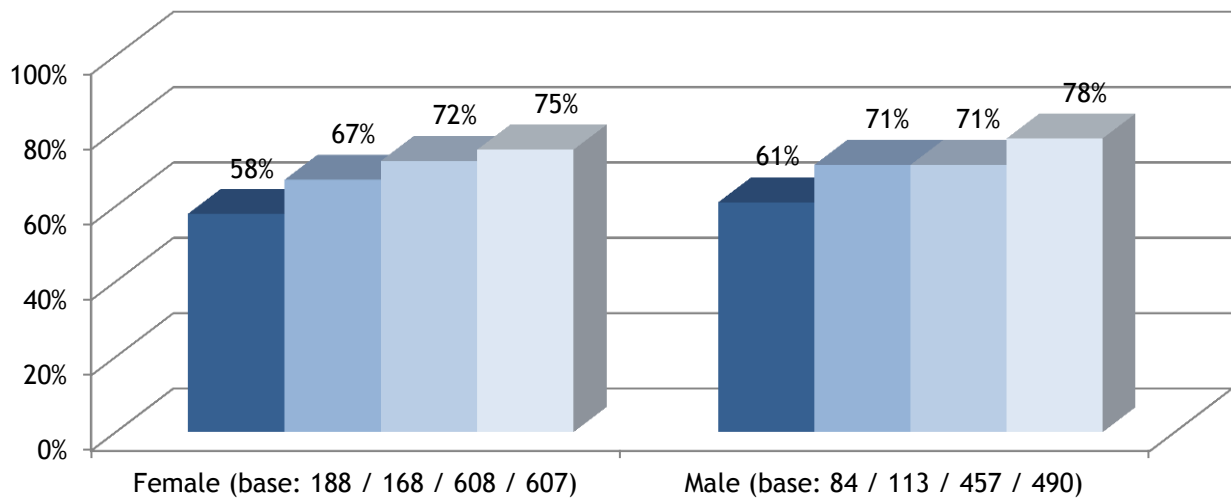
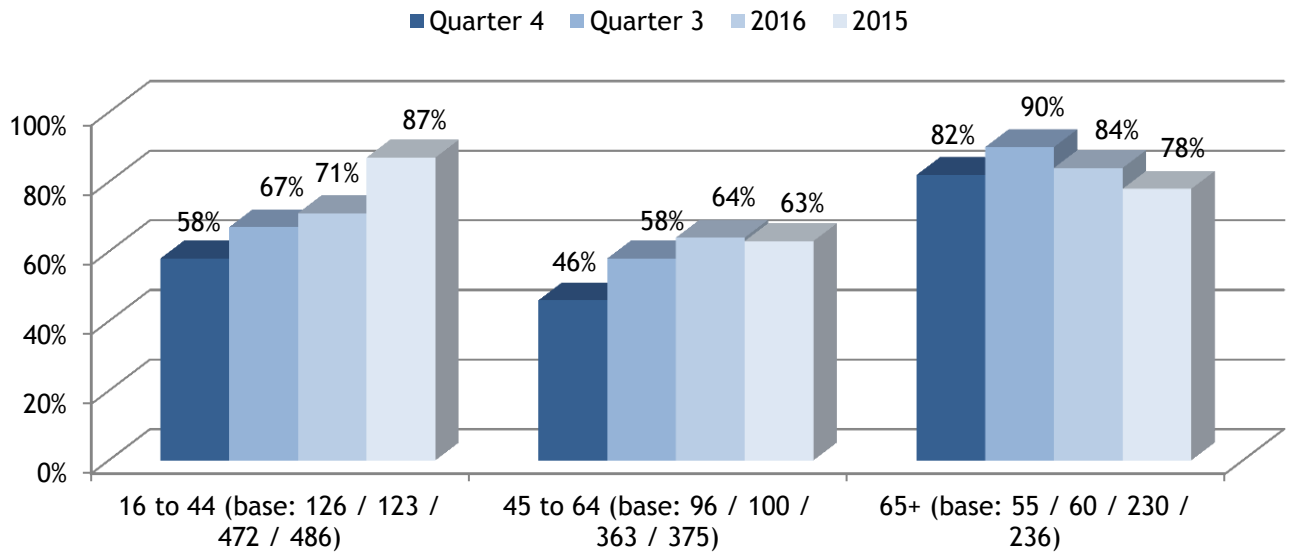


Figure 3.13: Age Band

The Council communicates well with its residents



3.10 Levels of agreement with this statement decreased between Quarter 3 and Quarter 4 with declines in agreement particularly notable amongst respondents in the G82 postcode area those aged 45-64.

3.11 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

■ Quarter 4 ■ Quarter 3 ■ 2016 ■ 2015

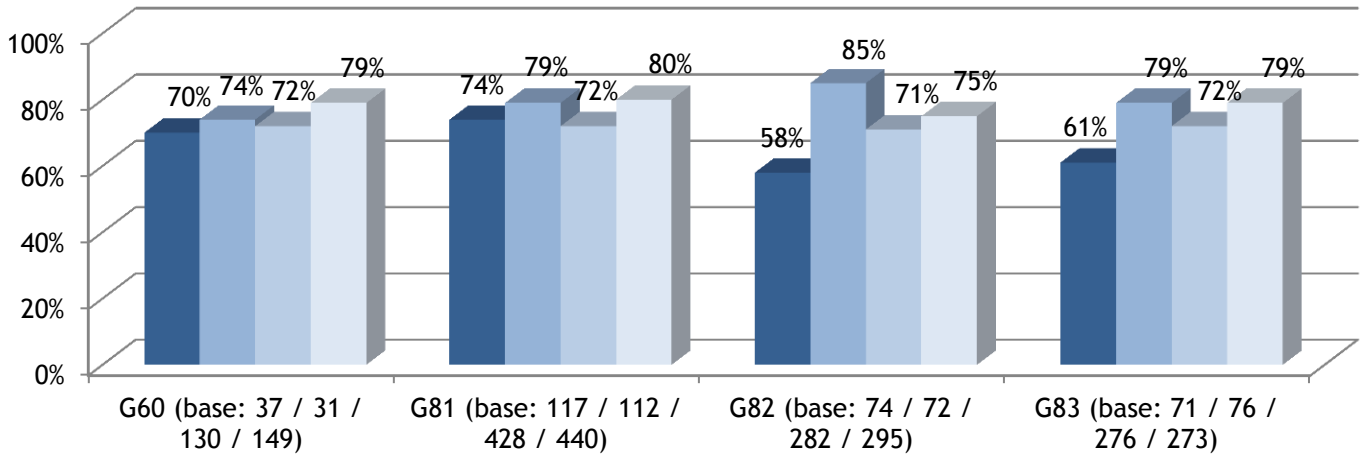


Figure 3.15: Gender

I would speak highly of West Dunbartonshire Council

■ Quarter 4 ■ Quarter 3 ■ 2016 ■ 2015

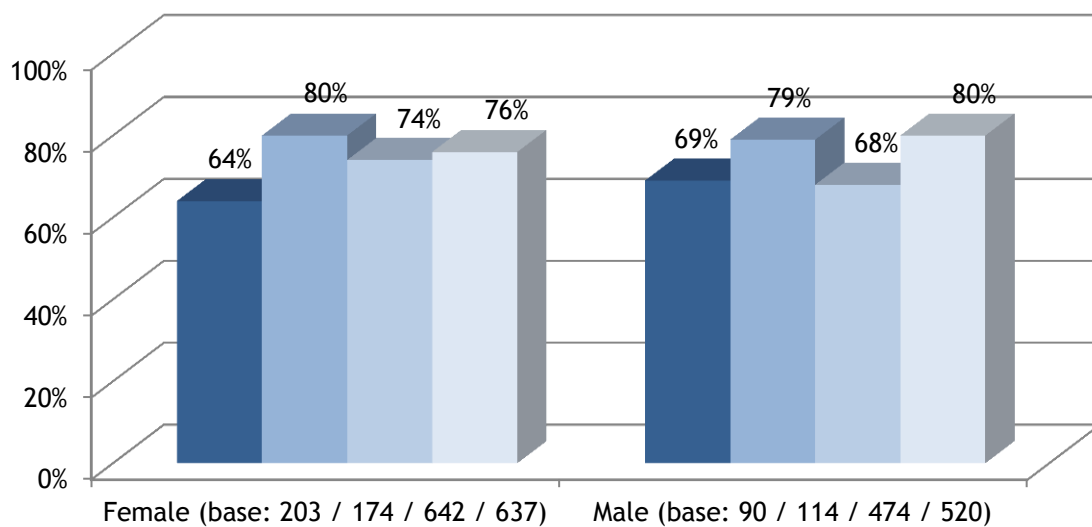
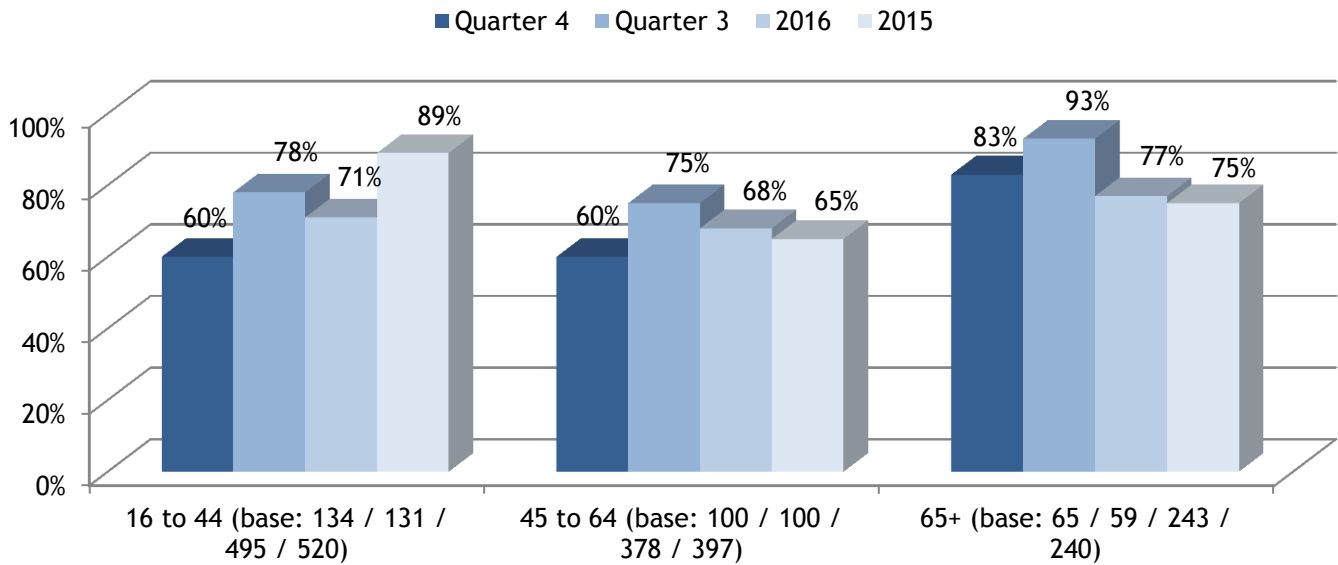


Figure 3.16: Age Band

I would speak highly of West Dunbartonshire Council



3.12 The overall level of agreement with this statement decreased notably between Quarter 3 and Quarter 4. The largest falls in agreement are noted in the G82 and G83 postcode areas, amongst females and those aged 16 to 44.

4.0 SATISFACTION WITH COUNCIL SERVICES

4.1 Respondents were asked to state their level of satisfaction or dissatisfaction with the various Council services. The results for Quarter 4 are summarised in Figure 4.1 on the following page, with the dark blue bars above the line representing the proportion of respondents that were satisfied and the sky blue bars below the line representing the proportion that were dissatisfied. The balance is made up of neutral responses. Table 4.1 then breaks the responses down by area, age and gender, highlighting the proportion that were satisfied within each category for each service.

Figure 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?

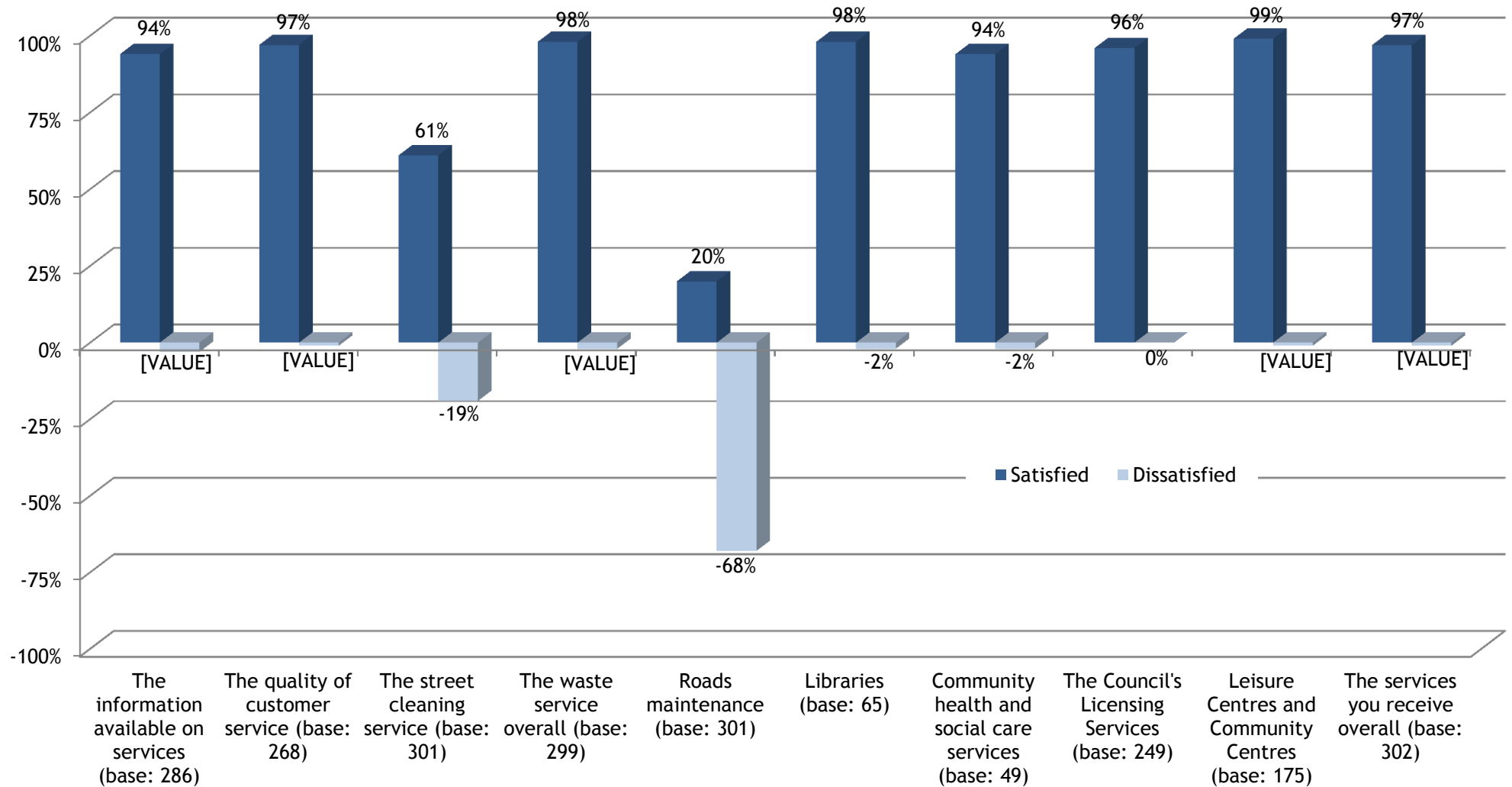


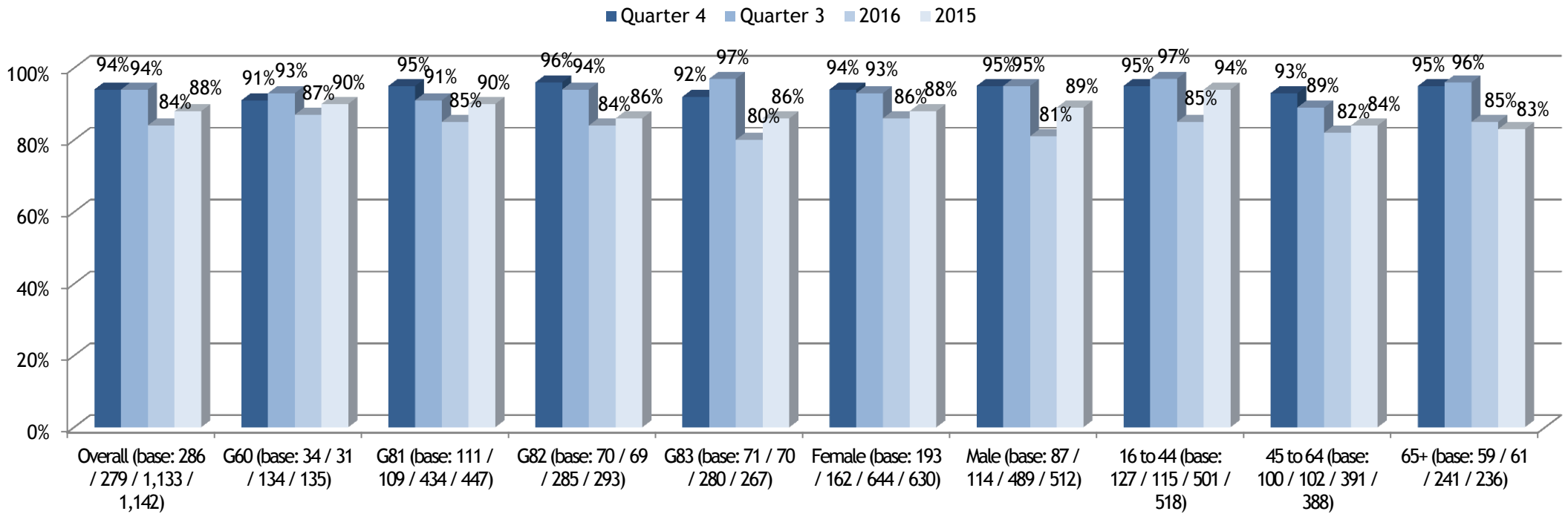
Table 4.1: Satisfaction with Council Services

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	94% (base: 286)	91% (base: 34)	95% (base: 111)	96% (base: 70)	92% (base: 71)	94% (base: 193)	95% (base: 87)	95% (base: 127)	93% (base: 100)	95% (base: 59)
The quality of customer service	97% (base: 268)	94% (base: 36)	98% (base: 105)	97% (base: 65)	92% (base: 62)	96% (base: 185)	100% (base: 78)	99% (base: 122)	97% (base: 86)	95% (base: 60)
The street cleaning service	61% (base: 301)	46% (base: 37)	61% (base: 119)	70% (base: 73)	61% (base: 72)	58% (base: 204)	70% (base: 91)	67% (base: 134)	44% (base: 102)	77% (base: 65)
The waste service overall	98% (base: 299)	94% (base: 37)	99% (base: 118)	98% (base: 74)	99% (base: 70)	98% (base: 205)	97% (base: 89)	99% (base: 135)	96% (base: 99)	100% (base: 65)
Roads maintenance	20% (base: 301)	6% (base: 37)	18% (base: 119)	22% (base: 73)	26% (base: 72)	20% (base: 205)	18% (base: 90)	16% (base: 135)	11% (base: 101)	40% (base: 65)
Libraries	98% (base: 65)	80% (base: 5)	100% (base: 21)	100% (base: 21)	100% (base: 18)	99% (base: 53)	100% (base: 10)	100% (base: 29)	100% (base: 9)	96% (base: 27)
Community health and social care services	94% (base: 49)	100% (base: 3)	94% (base: 15)	88% (base: 16)	100% (base: 15)	95% (base: 36)	92% (base: 12)	100% (base: 11)	33% (base: 3)	97% (base: 35)
The Council's Licensing Services	96% (base: 249)	100% (base: 36)	98% (base: 101)	89% (base: 55)	98% (base: 57)	98% (base: 162)	95% (base: 83)	98% (base: 125)	92% (base: 89)	100% (base: 35)
Leisure Centres and Community Centres delivered through West Dunbartonshire Leisure	99% (base: 175)	100% (base: 20)	98% (base: 67)	98% (base: 43)	98% (base: 45)	98% (base: 120)	99% (base: 51)	98% (base: 115)	98% (base: 48)	100% (base: 12)
The services you receive from West Dunbartonshire overall	97% (base: 302)	95% (base: 37)	95% (base: 119)	99% (base: 74)	96% (base: 72)	96% (base: 205)	96% (base: 91)	98% (base: 135)	94% (base: 102)	95% (base: 65)

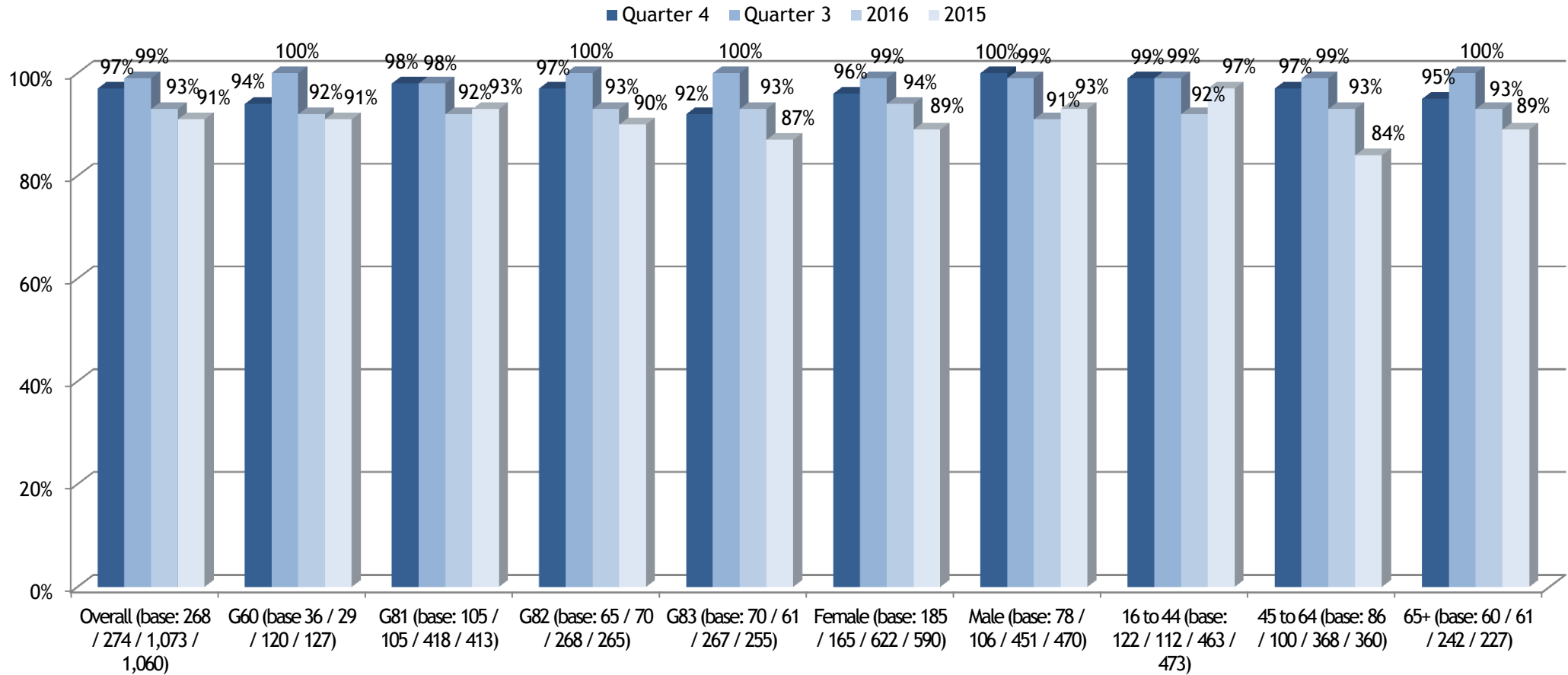
4.2 Graphical summaries of the levels of satisfaction for each of Quarter 4 2017, Quarter 3 2017, 2016 and 2015 are set out in Figures 4.2 to 4.14 below, with the results for each statement also being broken down by area, gender and age band.

Figure 4.2: The Information Available from the Council on its Services



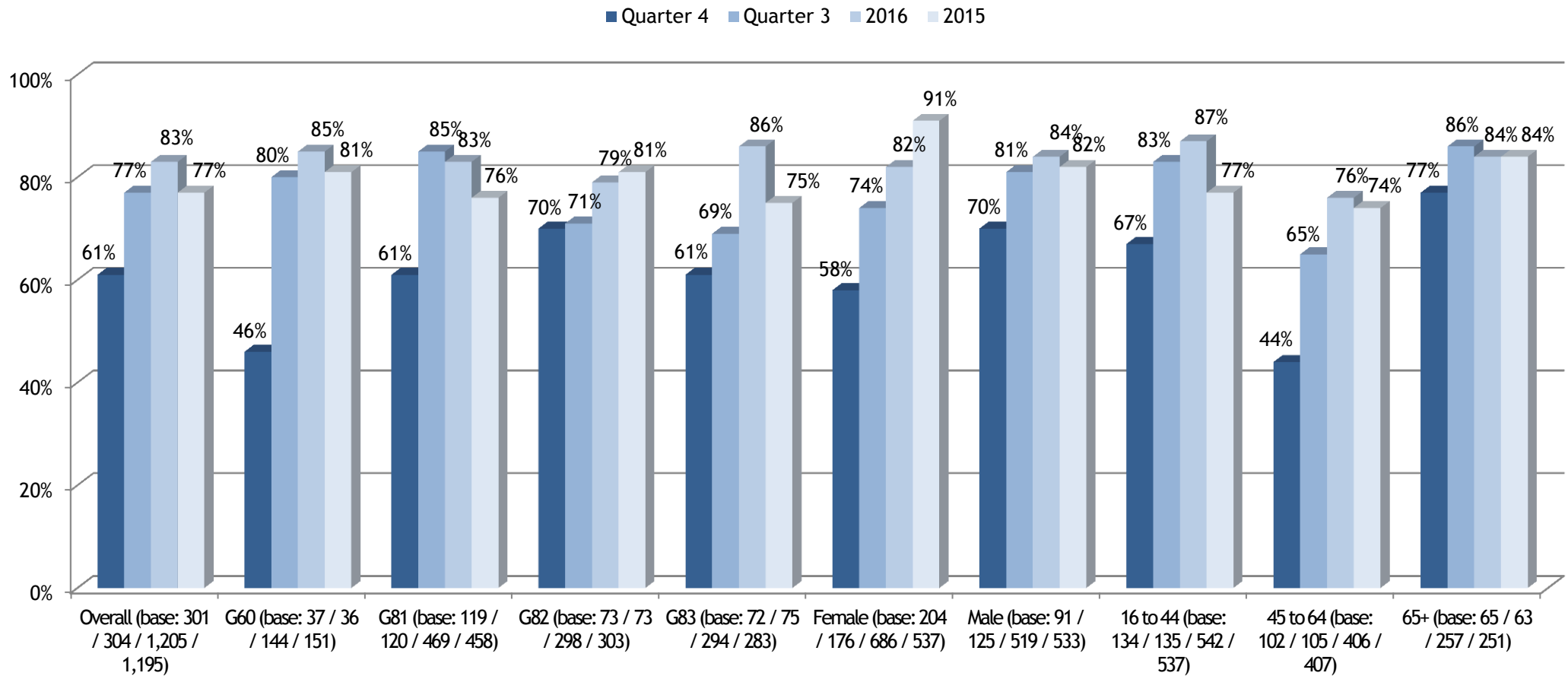
Overall, satisfaction with the information available from the Council on its services remained stable between Quarter 3 and Quarter 4, with no significant variations between different categories of respondent.

Figure 4.3: The Quality of Customer Service



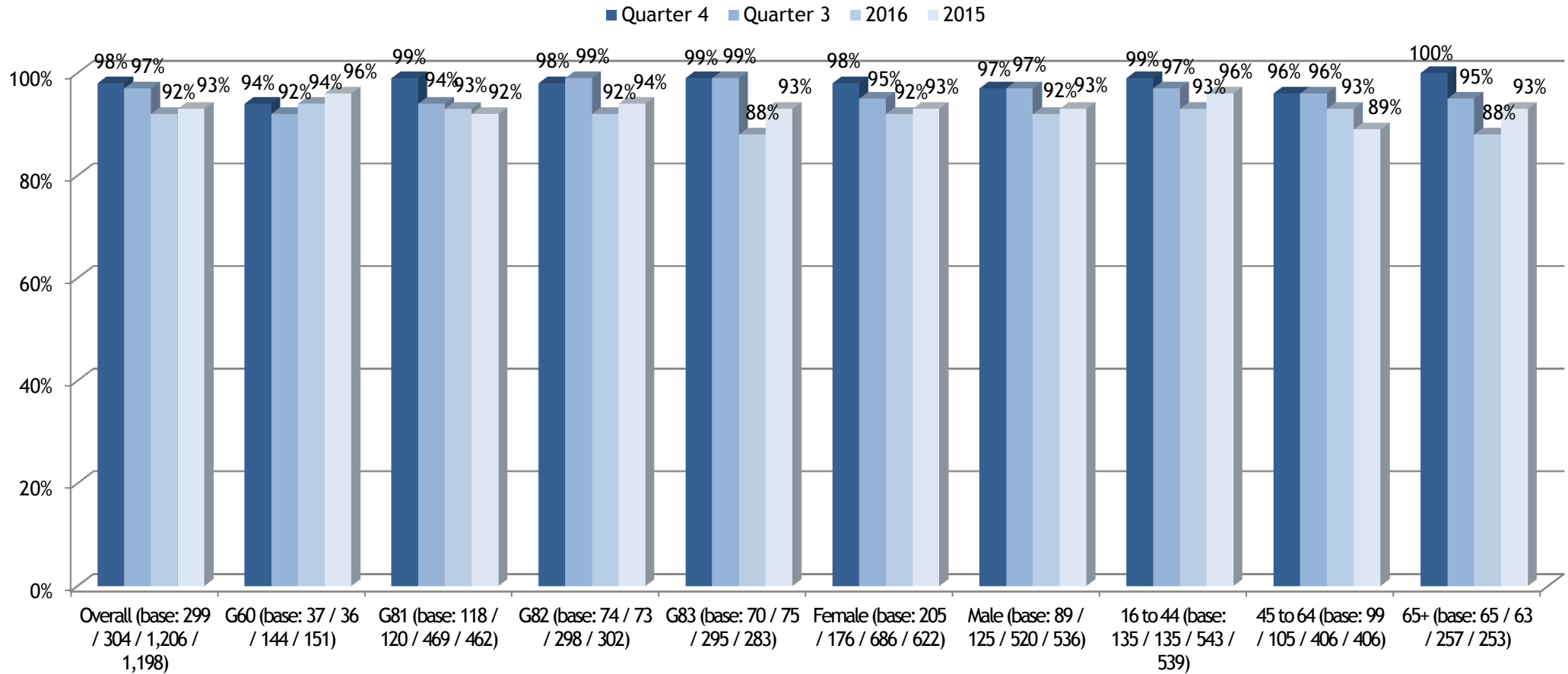
Satisfaction with the quality of customer service received when contacting the Council decreased slightly between Quarter 2 and Quarter 3, remaining at a generally high level. Satisfaction levels in every group of respondents was very high.

Figure 4.4: The Street Cleaning Service



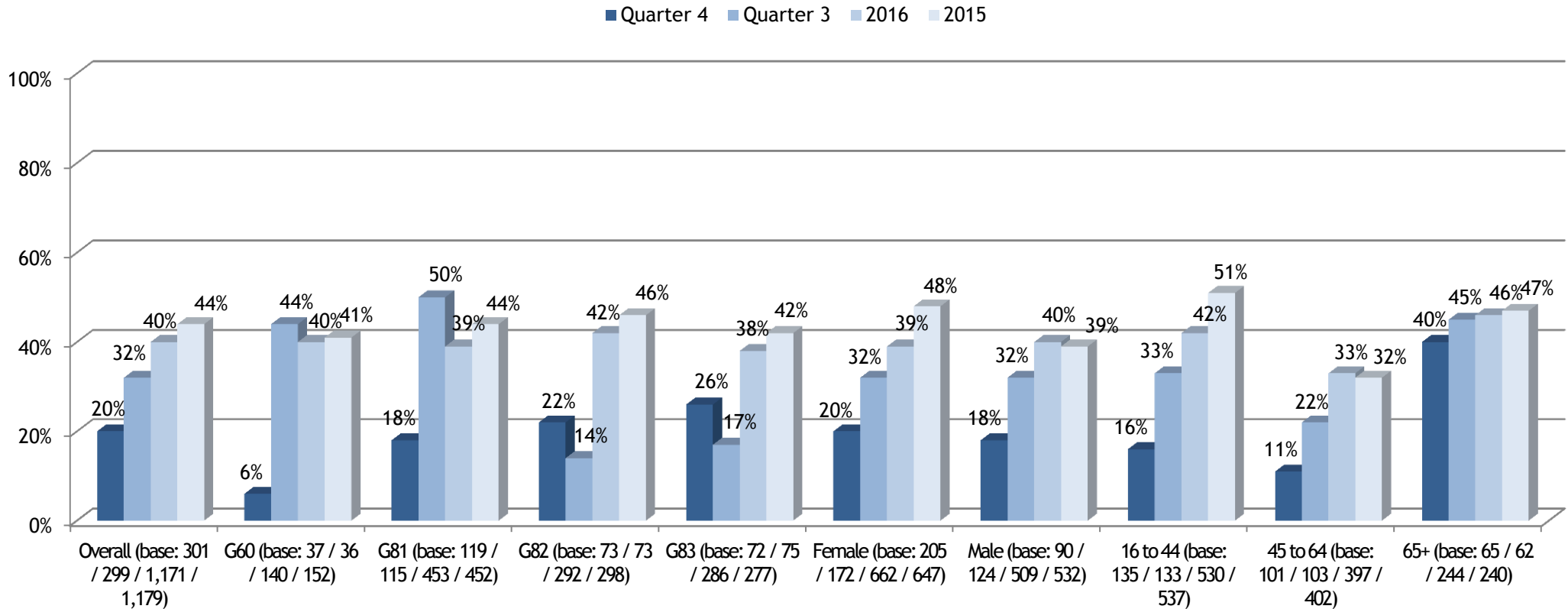
Levels of satisfaction with the street cleaning service decreased markedly between Quarter 3 and Quarter 4. This decline was most apparent amongst people in G60 and G81, females and those aged 45 to 64.

Figure 4.5: The Waste Service Overall



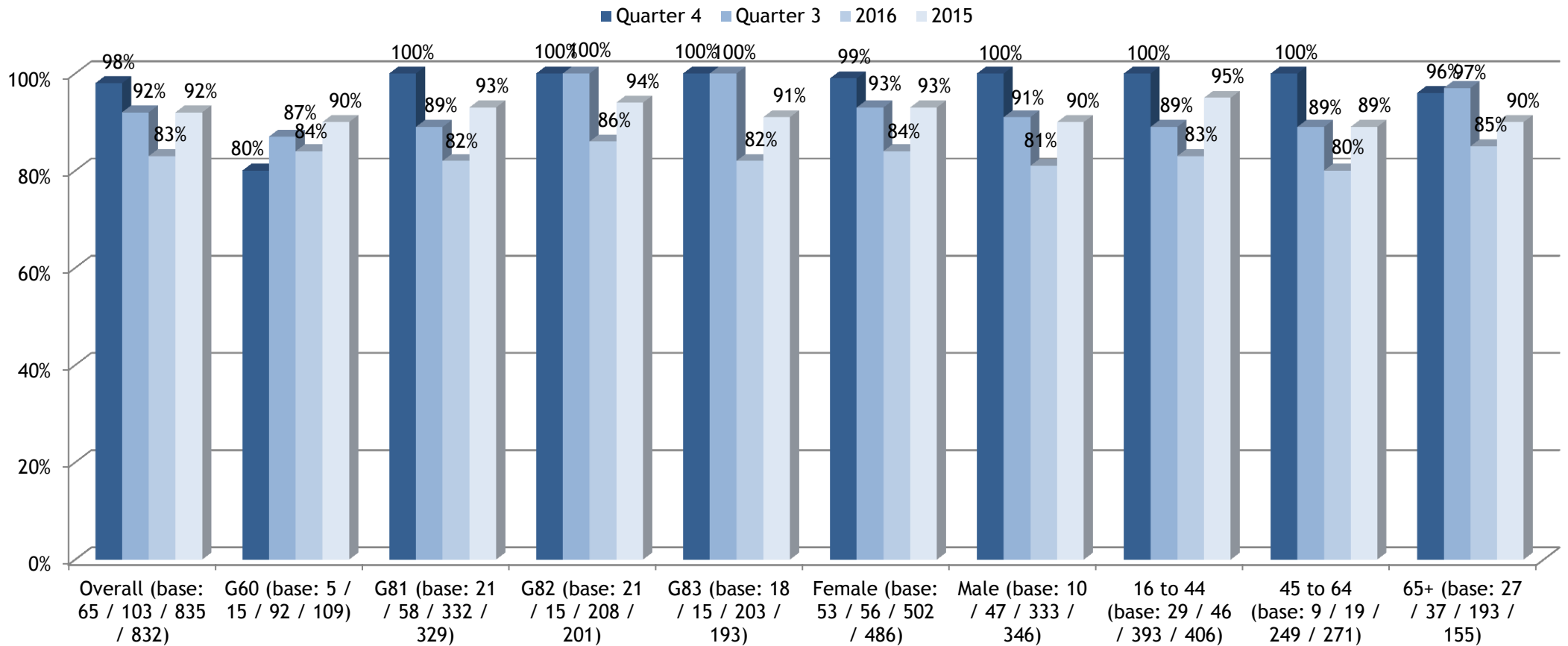
Satisfaction with the waste service rose very slightly between Quarter 3 and Quarter 4 from an existing high base.

Figure 4.6: Roads Maintenance



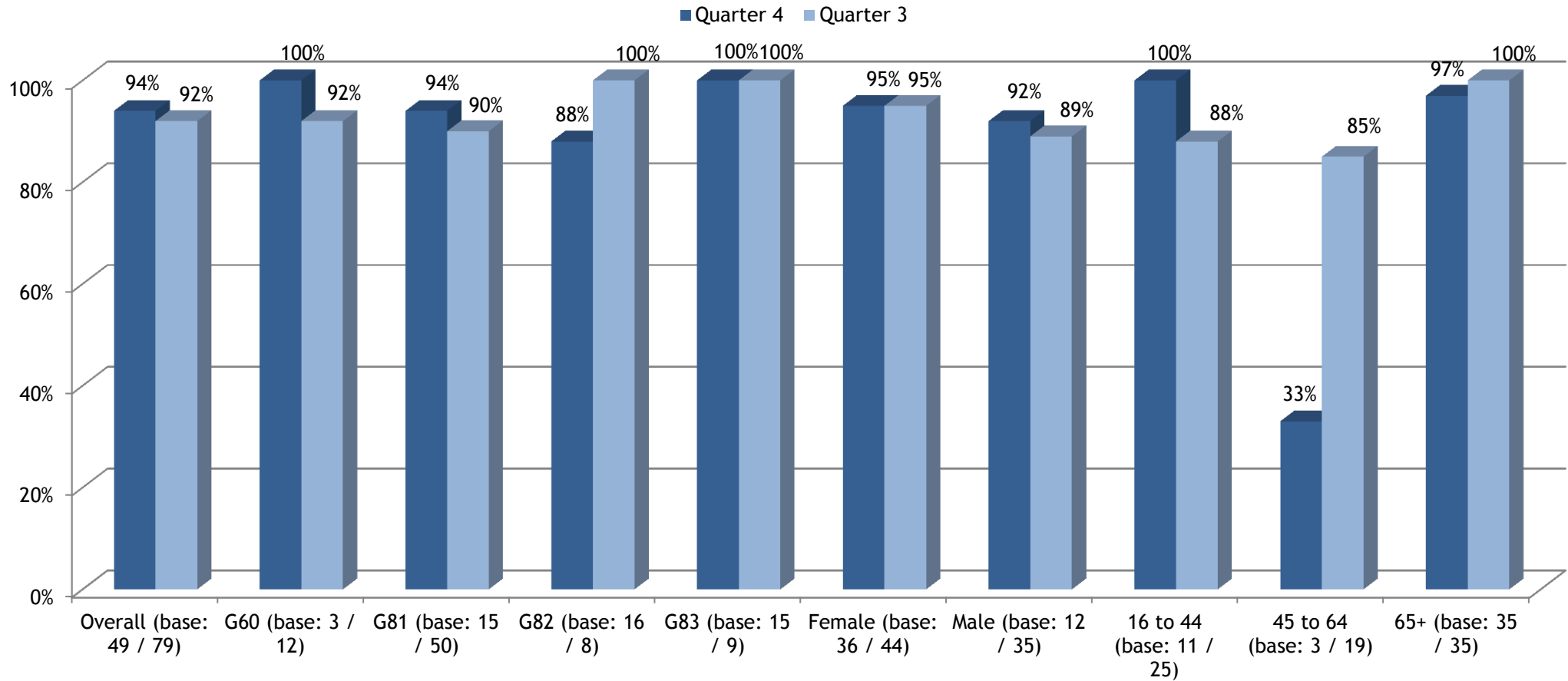
Satisfaction with road maintenance continues to be low in comparison to other services and decreased notably between Quarter 3 and Quarter 4. This decrease in satisfaction was particularly evident in G60 and G81.

Figure 4.7: Libraries



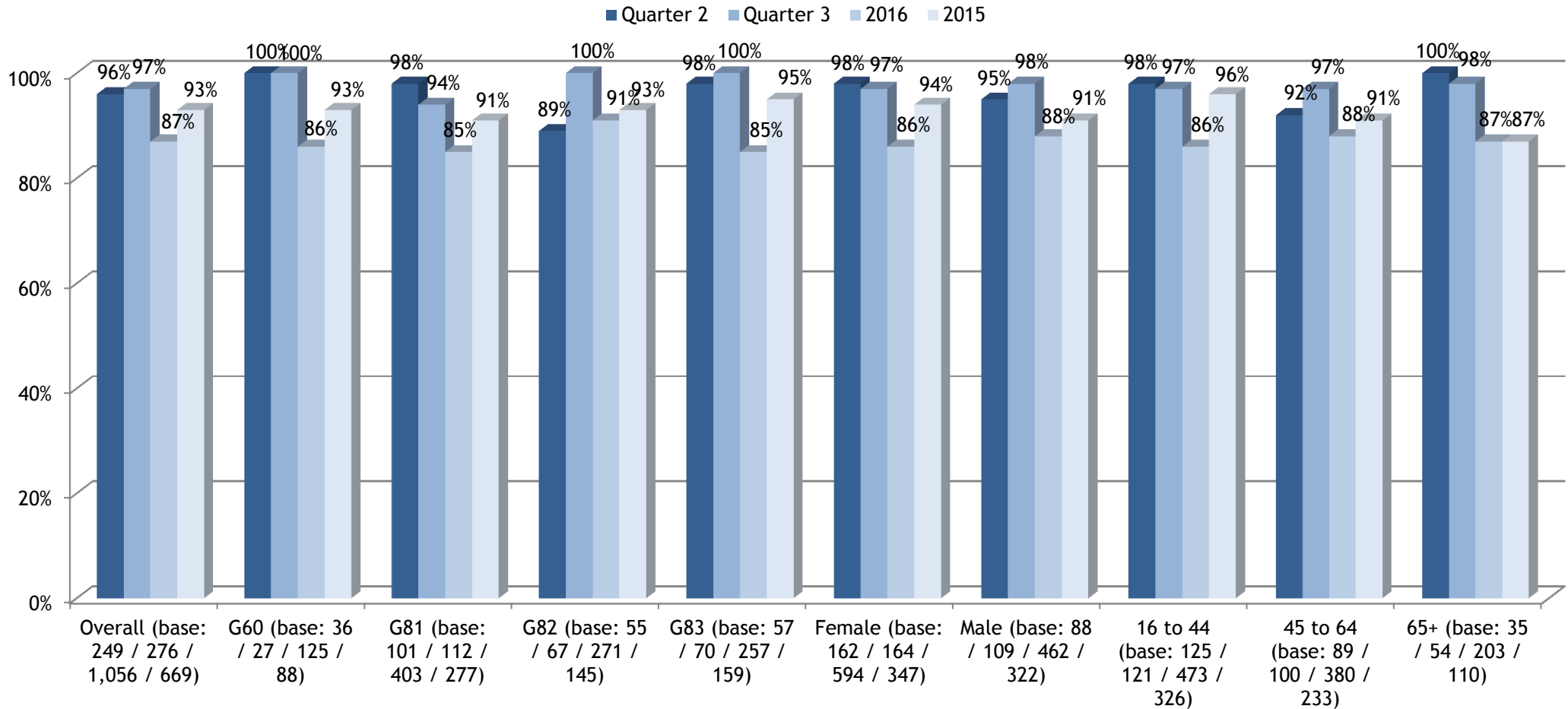
Satisfaction with libraries continued to increase between Quarter 3 and Quarter 4, from an existing high base.

Figure 4.8: Community Health and Social Care Services



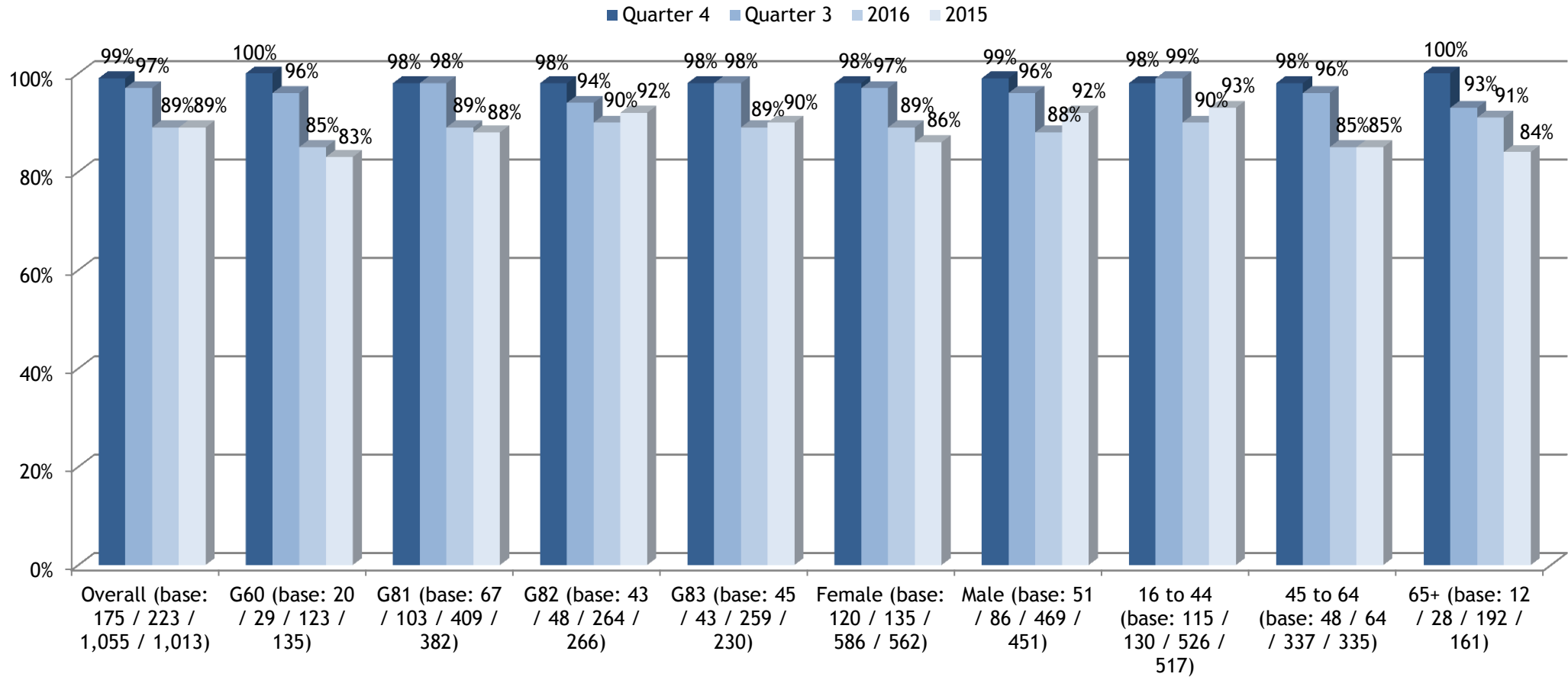
Satisfaction with community health and social care services increased somewhat between Quarter 3 and Quarter 4. Higher satisfaction was apparent amongst people from the G83 area and amongst those aged 16 to 44 and 65+.

Figure 4.9 The Council's Licensing Service



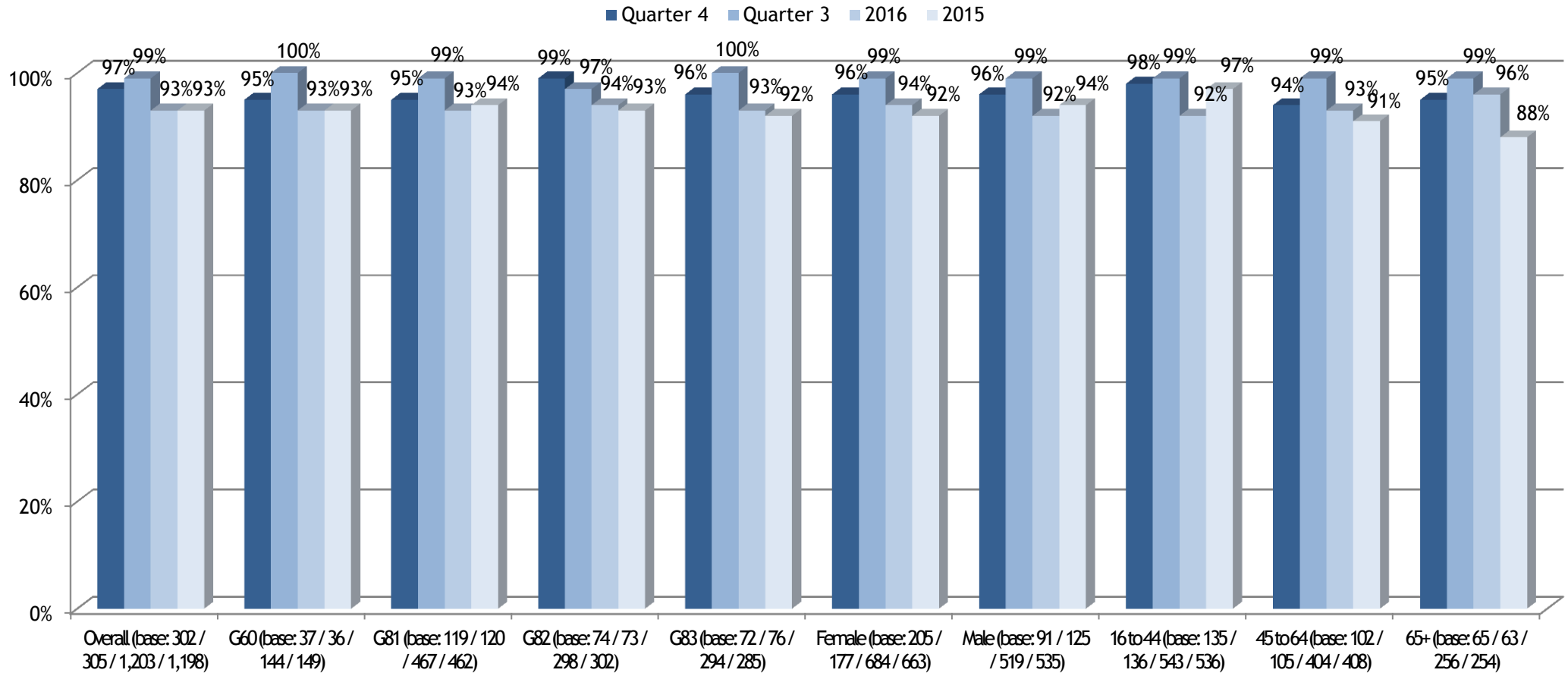
Satisfaction with the Council's licensing service decreased very slightly between Quarter 3 and Quarter 4. The decrease in satisfaction was most notable in the G82 postcode area.

Figure 4.10: Leisure Centres and Community Centres



Satisfaction with leisure centres and community centres increased slightly between Quarter 3 and Quarter 4, from an already high level of satisfaction.

Figure 4.11: The Services You Receive From West Dunbartonshire Council Overall



Overall satisfaction with the services received from West Dunbartonshire Council overall remained at a very high level during Quarter 4, although this was down very slightly from Quarter 3. There were only fairly modest variations by respondent criteria.

5.0 CONTACT WITH THE COUNCIL

- 5.1 From January 2017, respondents were asked if they had ever used the Council’s website. As noted below, there was an increase between Quarter 3 and Quarter 4 in the proportion of respondents that indicated they had done so (from 42% to 45%).

Table 5.1: Have Ever Used the Council’s Website

Category of Respondent	Quarter 3	Quarter 4
G60 (bases: 38, 37)	42%	51%
G81 (bases: 116, 119)	39%	48%
G82 (bases: 77, 74)	47%	42%
G83 (bases: 70, 72)	41%	40%
Female (bases: 184, 205)	53%	52%
Male (bases: 117, 91)	27%	32%
16 to 44 (bases: 136, 135)	45%	59%
45 to 64 (bases: 103, 102)	54%	52%
65+ (bases: 59, 65)	13%	5%
Overall	42%	45%

Usage of the website is highest in the G60 postcode area, amongst females, those aged 16-44 and those aged 45-64 (with usage being very significantly lower amongst those aged 65+).

- 5.2 In Quarter 4, respondents were asked as to their level of satisfaction or dissatisfaction with the Council’s website. 99% of respondents (base: 143) expressed satisfaction including 40% 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 as shown below.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	
	Q3	Q4	Q3	Q4	Q3	Q4
G60	8%	0%	14%	3%	3%	3%
G81	8%	0%	8%	5%	6%	2%
G82	1%	1%	3%	3%	0%	0%
G83	3%	1%	0%	6%	1%	0%
Female	7%	0%	7%	4%	3%	1%
Male	2%	1%	2%	4%	2%	0%
16 to 44	4%	1%	4%	6%	4%	2%
45 to 64	8%	0%	5%	5%	4%	1%
65+	2%	0%	10%	0%	0%	0%
Overall	5%	1%	6%	4%	3%	1%

The proportion of people that indicated that they had made contact with the Council Tax service reduced between Quarter 3 and Quarter 4, with smaller decreases in the proportion using the Contact Centre and Housing Benefit Team.

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 continued to be very high during Quarter 4, as illustrated over the page.

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

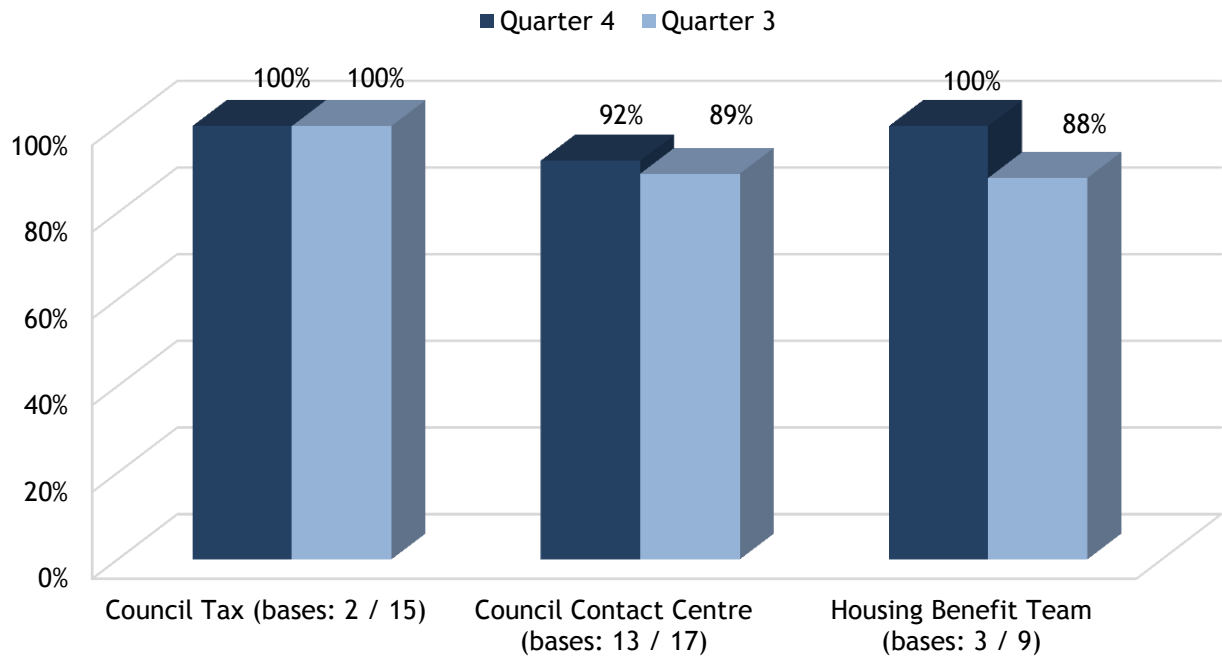


Figure 5.1: Satisfaction with Service Received

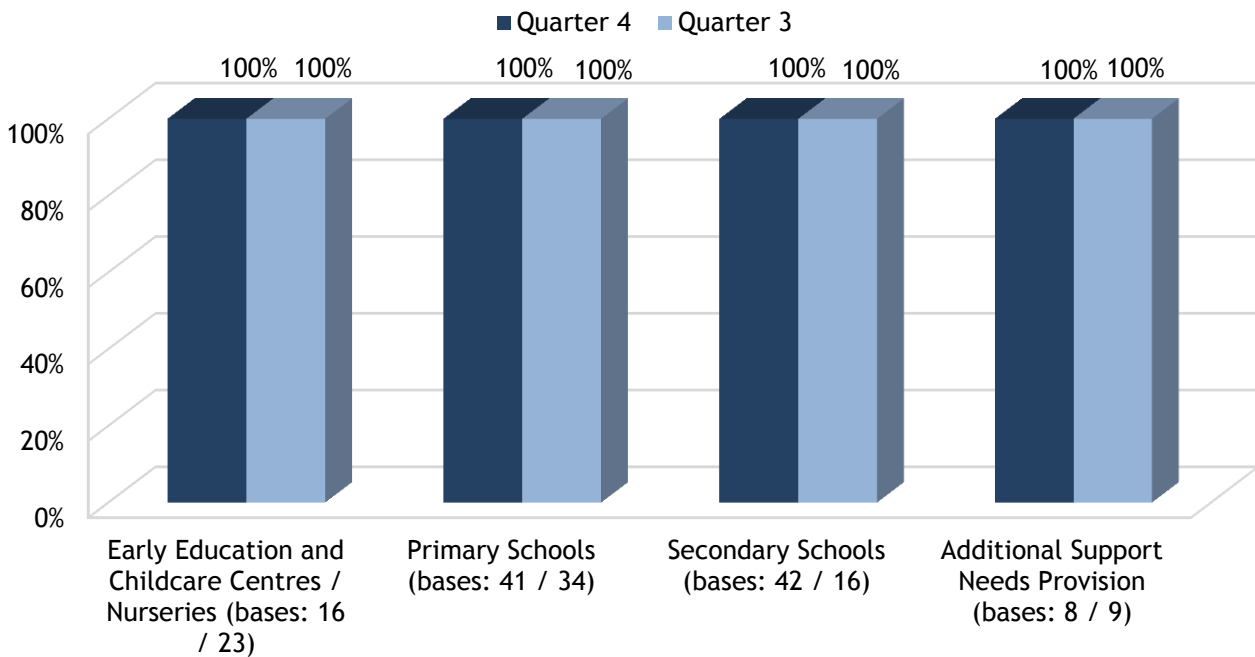
6.0 EDUCATION AND CARE SERVICES

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 In Quarter 4, respondents were less likely to have had experience of early education / nurseries, but more likely to have had experience of primary and, notably, secondary schools.

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	
	Q3	Q4	Q3	Q4	Q3	Q4	Q3	Q4
G60	3%	0%	11%	11%	6%	22%	6%	0%
G81	8%	9%	18%	19%	8%	15%	0%	5%
G82	10%	5%	8%	12%	4%	9%	5%	1%
G83	7%	1%	3%	8%	1%	14%	4%	1%
Female	12%	8%	15%	17%	7%	17%	2%	2%
Male	2%	0%	6%	7%	3%	8%	4%	3%
16 to 44	16%	12%	18%	31%	5%	26%	0%	3%
45 to 64	1%	0%	9%	0%	9%	8%	0%	0%
65+	0%	0%	0%	0%	0%	0%	14%	6%
Overall	8%	5%	11%	14%	5%	14%	3%	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, continued to be very high, as shown in Figure 6.1.

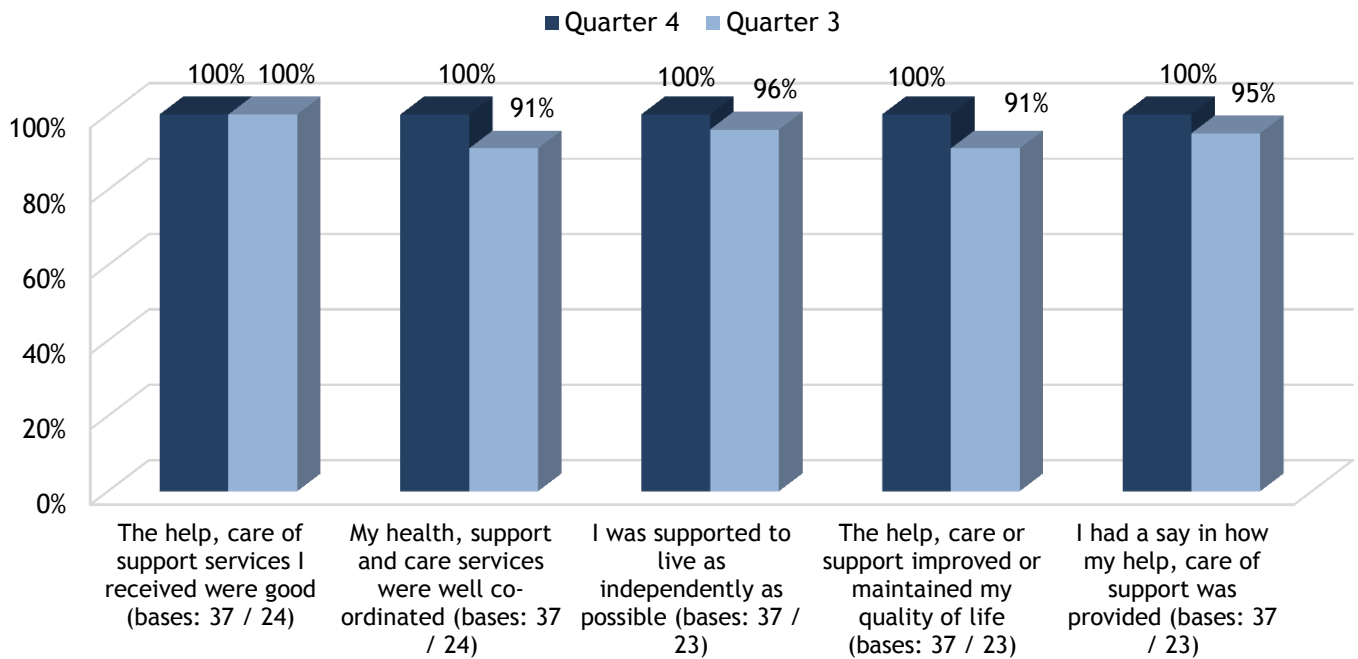
Figure 6.1: Satisfaction with Service Received

6.3 In Quarter 4, 12% of respondents had used social care or community-based healthcare support in the community in the last 12 months; the figure in Quarter 3 was 8%.

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

Category of Respondent	Quarter 3	Quarter 4
G60 (bases: 37, 38)	14%	8%
G81 (bases: 118, 119)	7%	16%
G82 (bases: 77, 74)	8%	9%
G83 (bases: 70, 72)	8%	11%
Female (bases: 183, 205)	10%	13%
Male (bases: 117, 91)	6%	10%
16 to 44 (bases: 136, 135)	0%	2%
45 to 64 (bases: 103, 102)	2%	2%
65+ (bases: 58, 65)	37%	49%
Overall (bases: 303, 300)	8%	12%

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

For each of these statements, high levels of agreement continue to be apparent.