



West Dunbartonshire Council

Reputation Tracker  
Overview Report

Quarter 3 2017

October 2017

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## **APPENDICES (UNDER SEPARATE COVER)**

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## 1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

### *BACKGROUND*

- 1.1 This document summarises the findings for the third 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 third Quarterly Report for 2017 sets out the results for Quarter 3 (July to September 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.

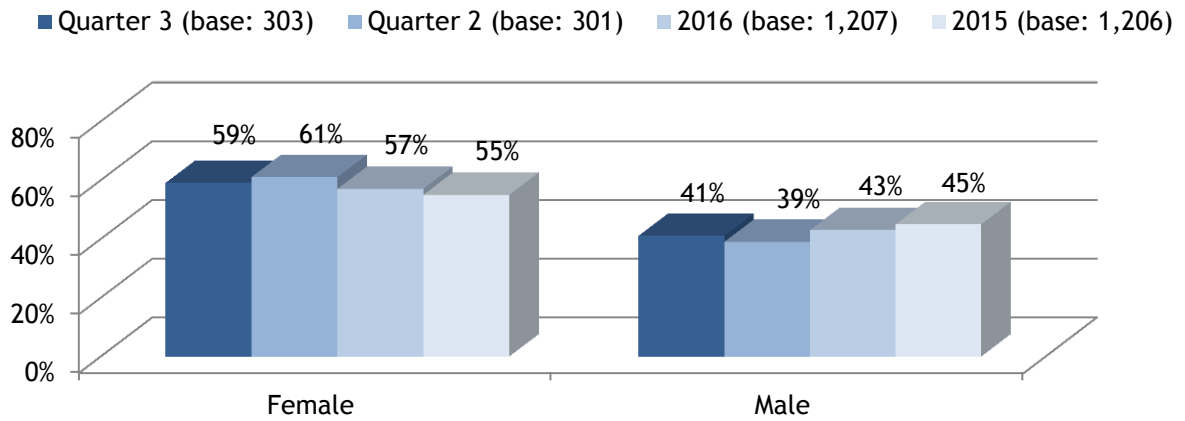
- 1.5 Results for these questions are made available on a monthly and quarterly basis. IBP conducts 100 interviews per month in a pattern broadly proportionate to the population profile (12% of interviews for the G60 postcode area, 39% for G81, 25% for G82 and 24% for G83). This document brings together the results for April to June 2017 and is based on a total of 305 interviews; five 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 3 2017.

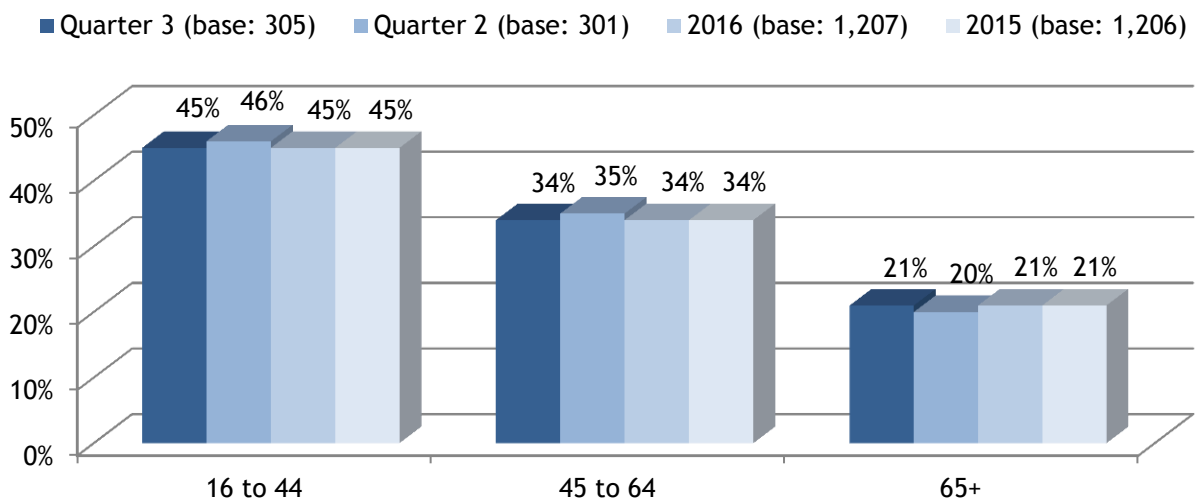
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

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



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

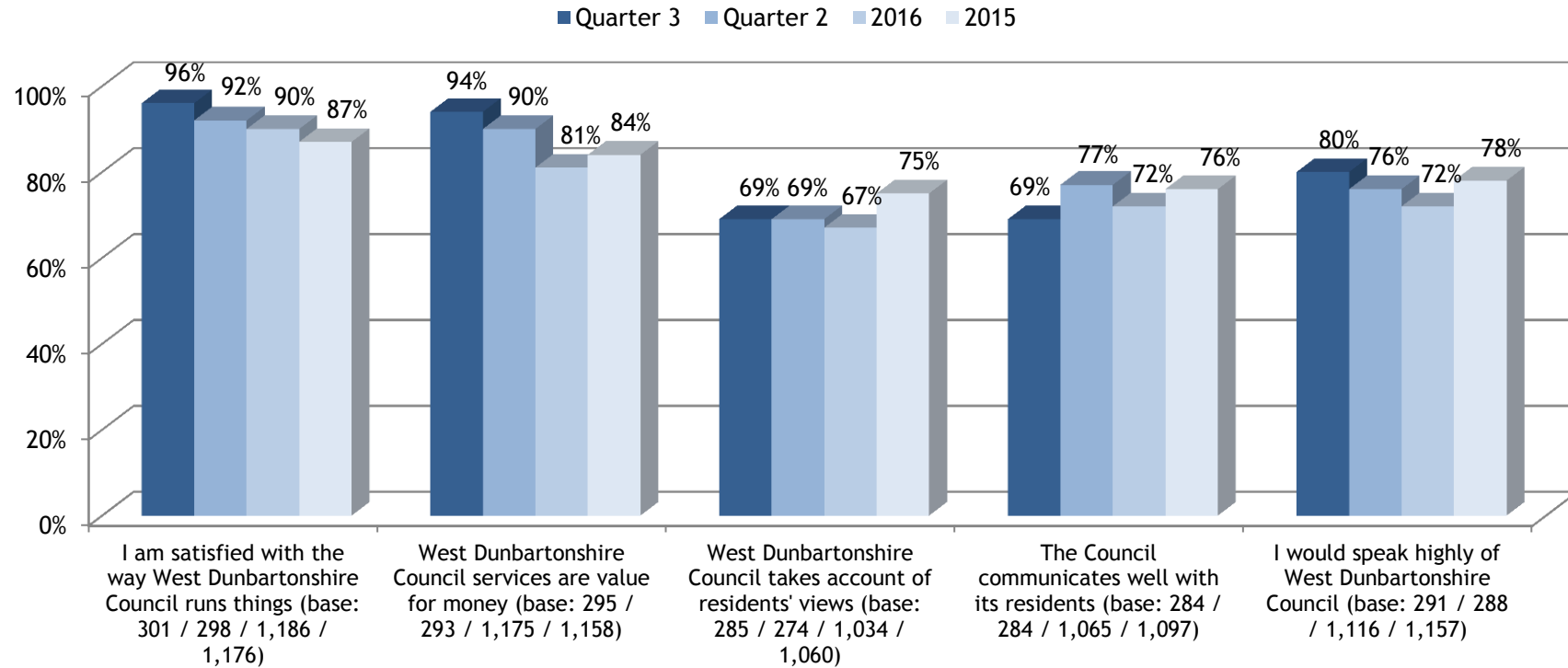
**Figure 2.2: Profile of Respondents by Age Band**



### **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 305.
- 3.2 Figures 3.1 over the page details overall responses to the reputation statements that are put to respondents.

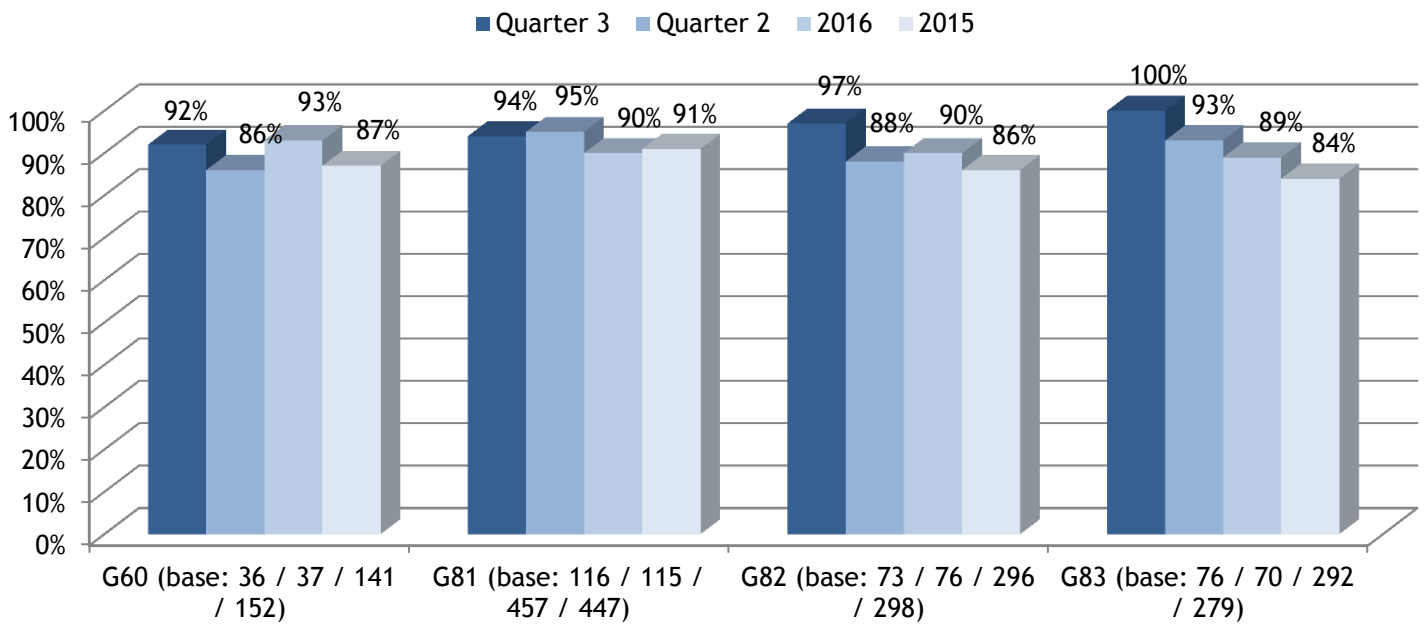
**Figure 3.1: Overall**



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 band<sup>1</sup>.

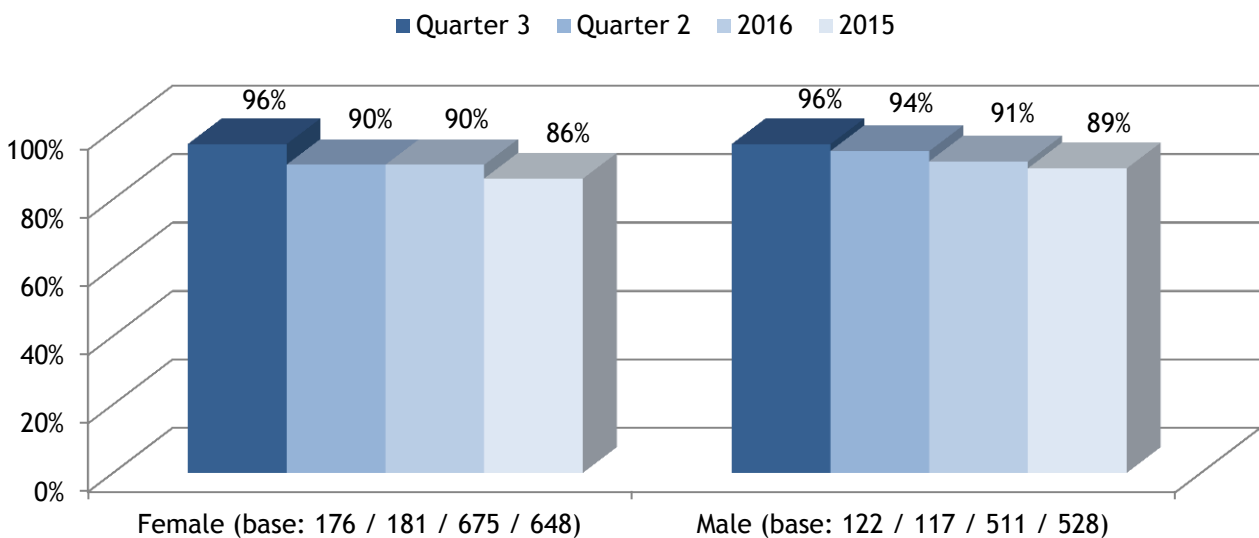
**Figure 3.2: Area**

*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*

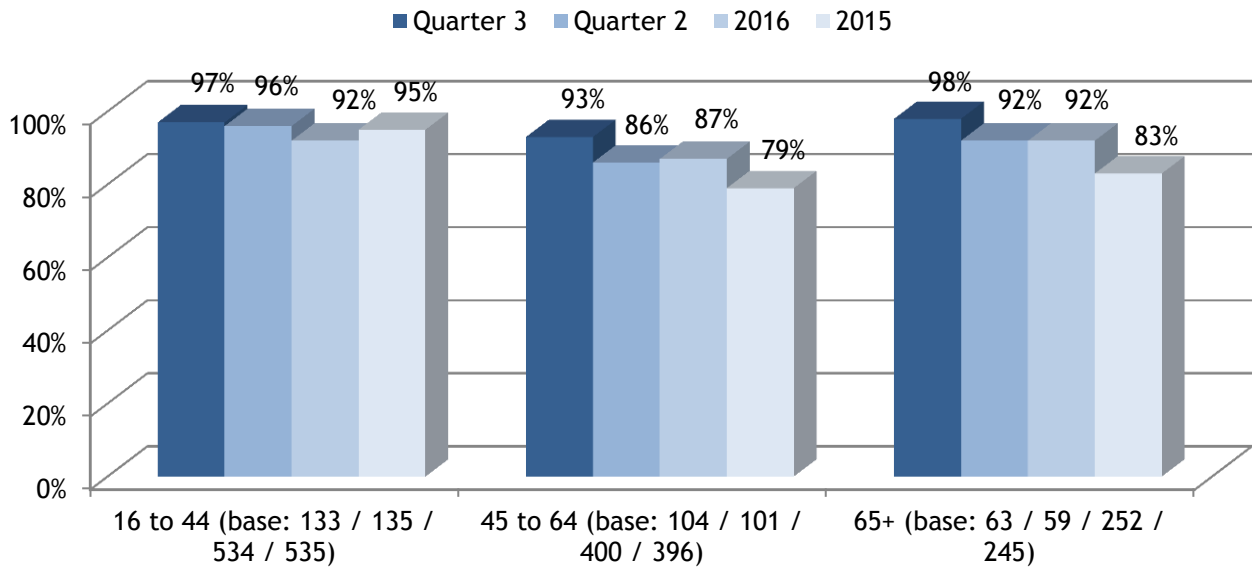


<sup>1</sup> Please note, for comparative purposes, that this statement has been revised somewhat in 2017 from a previous statement “West Dunbartonshire Council is efficient and well run”.



**Figure 3.4: Age Band**

*I am satisfied with the way West Dunbartonshire Council runs things*

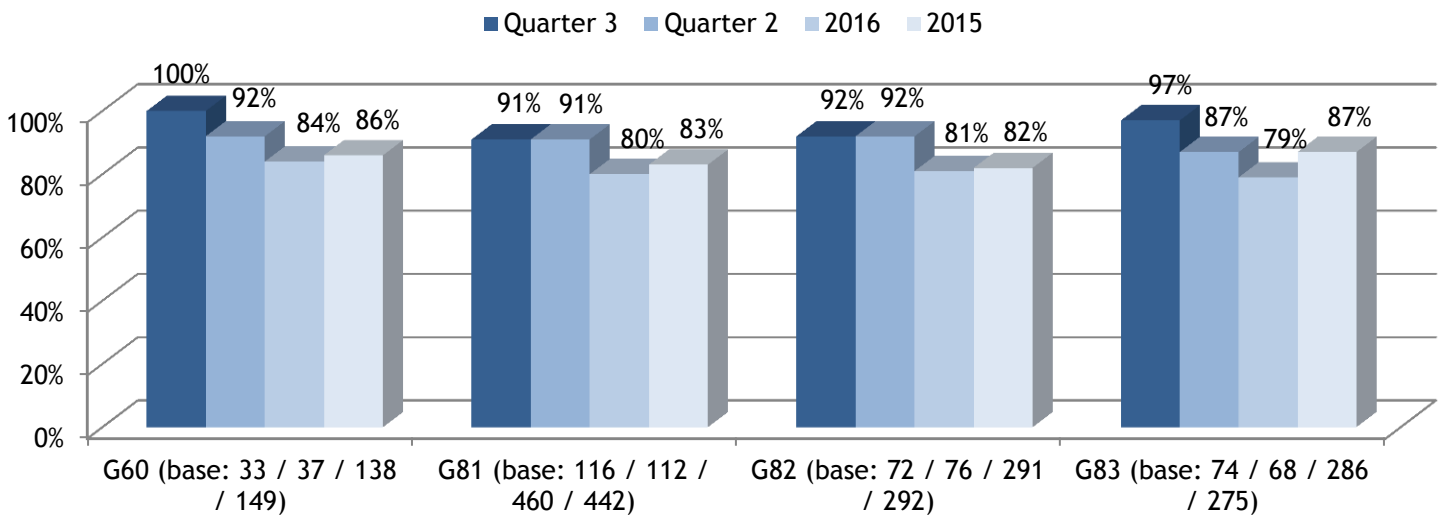


3.4 Agreement with this statement increased between Quarter 2 and Quarter 3, with a particularly increased level of agreement amongst people in the G82 postcode area.

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.

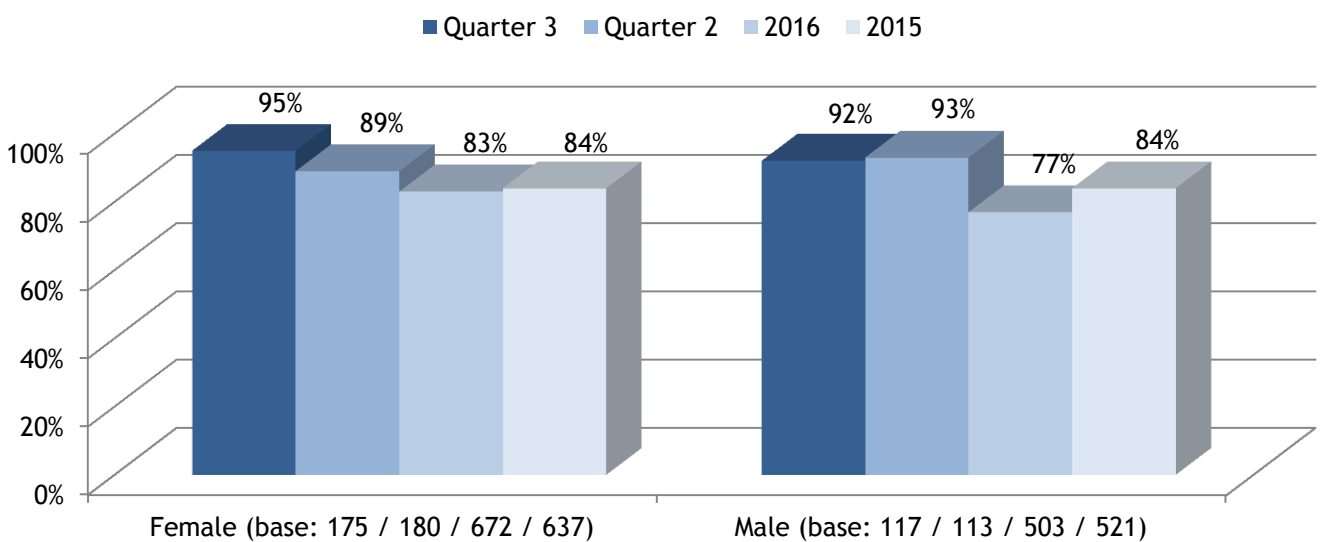
**Figure 3.5: Area**

*West Dunbartonshire Council Services are value for money*



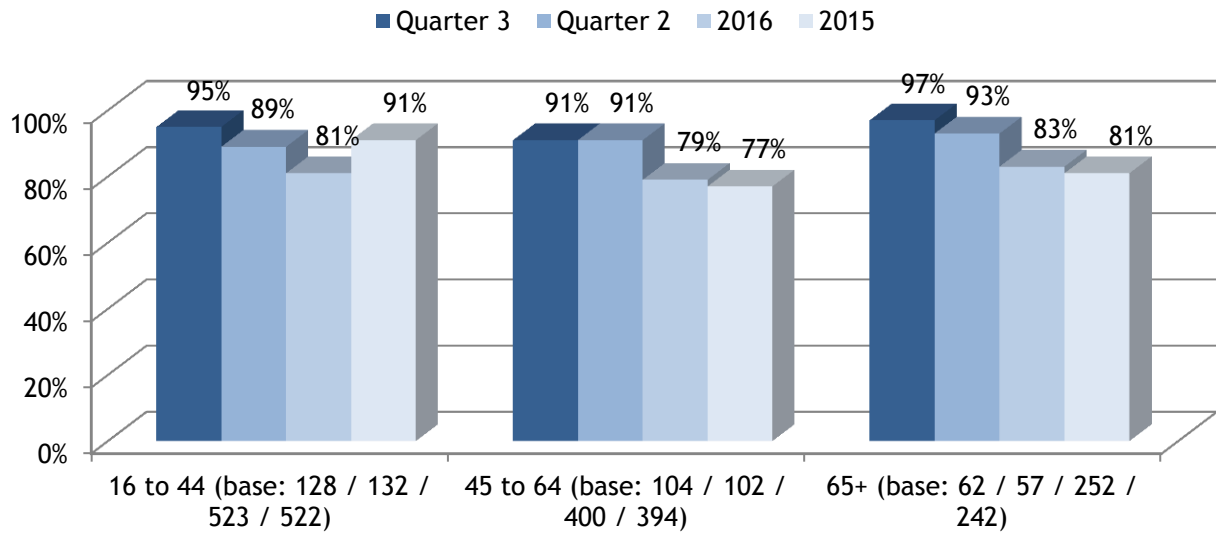
**Figure 3.6: Gender**

*West Dunbartonshire Council Services are value for money*



**Figure 3.7: Age Band**

*West Dunbartonshire Council Services are value for money*

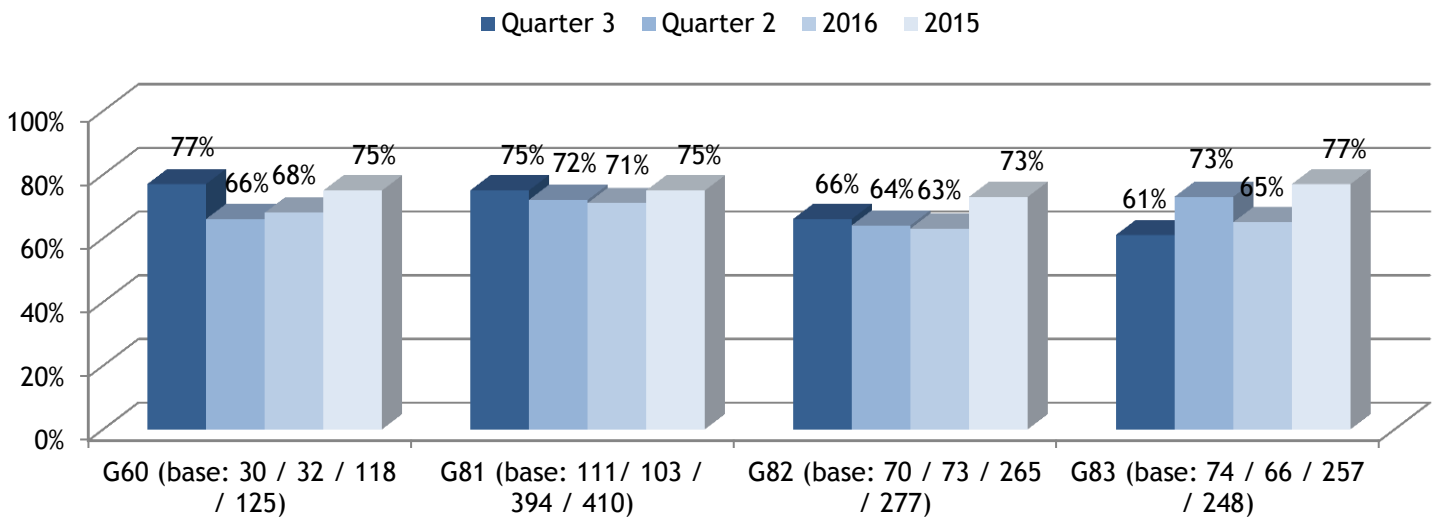


3.6 Agreement with this statement increased slightly between Quarter 2 and Quarter 3 of 2017 notable improvements in the G60 and G83 postcode areas.

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.

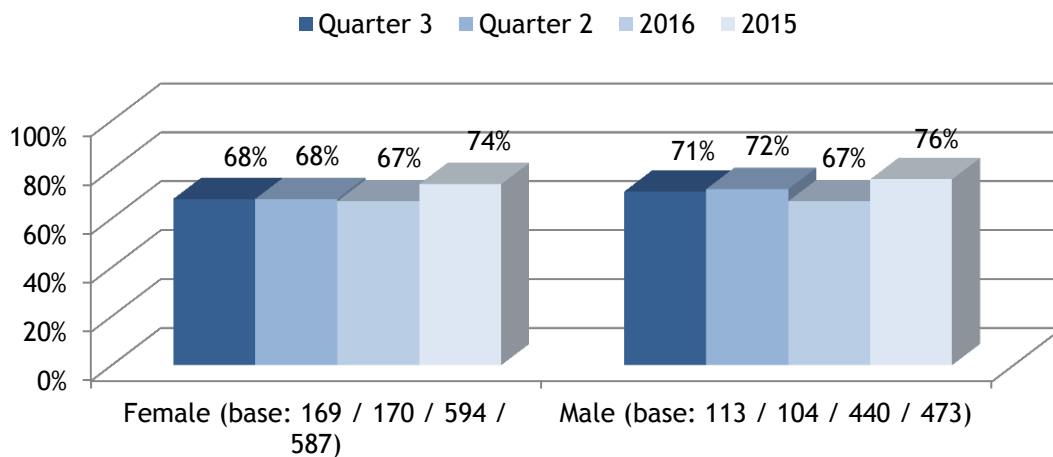
**Figure 3.8: Area**

*West Dunbartonshire Council takes account of residents’ views*



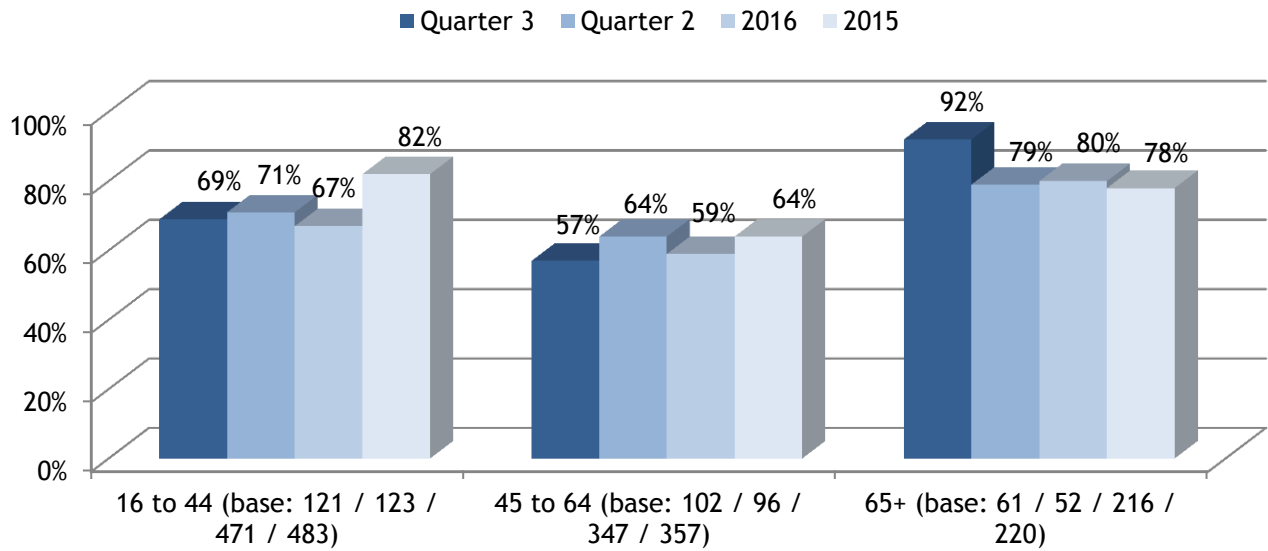
**Figure 3.9: Gender**

*West Dunbartonshire Council takes account of residents’ views*



**Figure 3.10: Age Band**

*West Dunbartonshire Council takes account of residents' views*



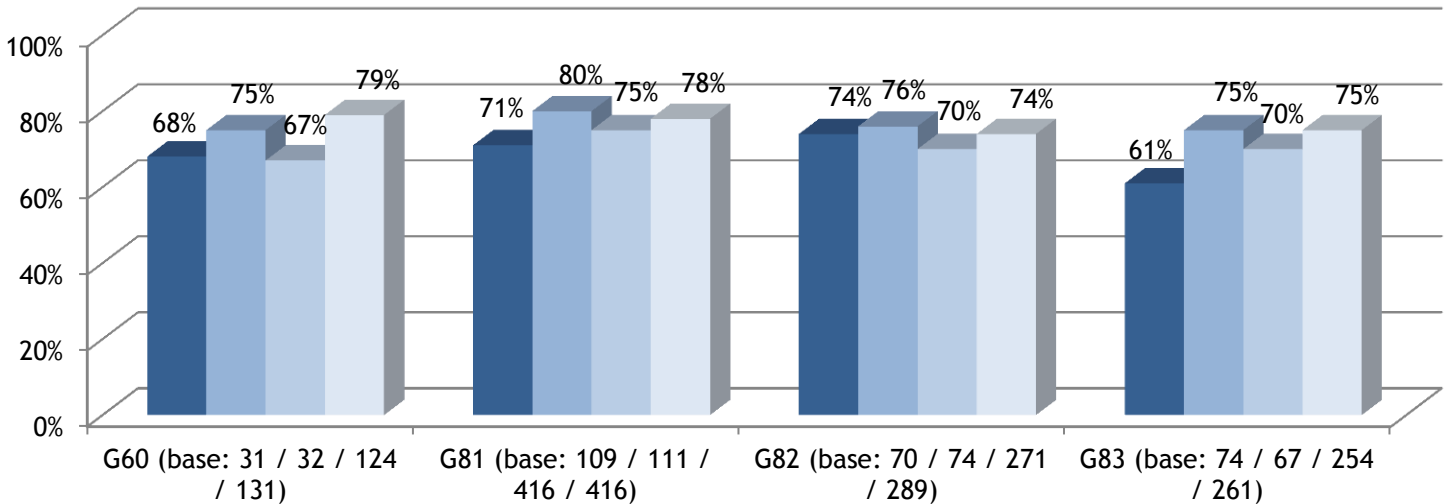
3.8 Agreement with this statement static in Quarter 3 compared to Quarter 2. In agreement are noted in the G60 postcode area and those aged 65+, with declines in the G83 postcode area and those aged 45-64.

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*

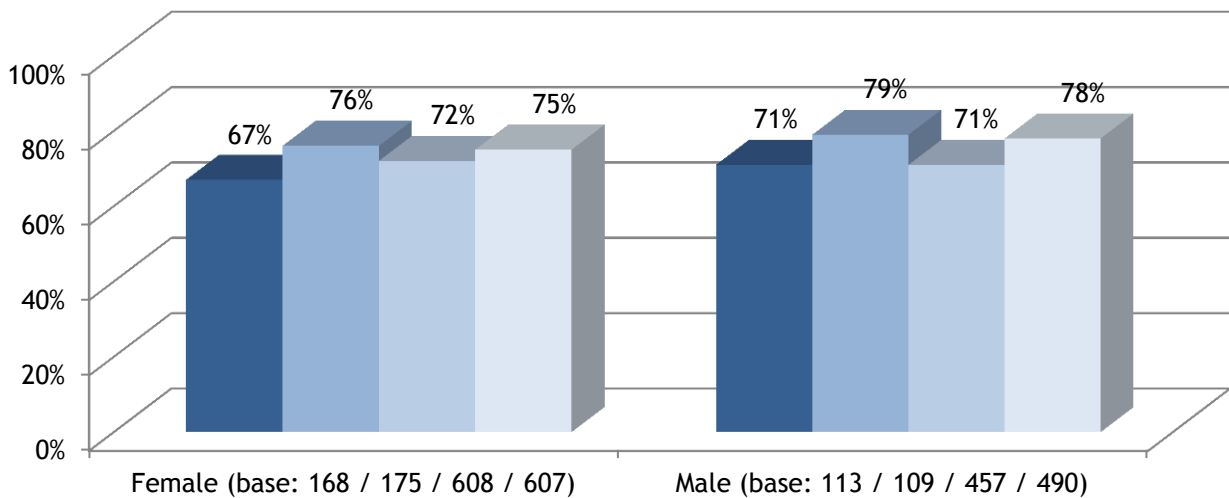
■ Quarter 3 ■ Quarter 2 ■ 2016 ■ 2015



**Figure 3.12: Gender**

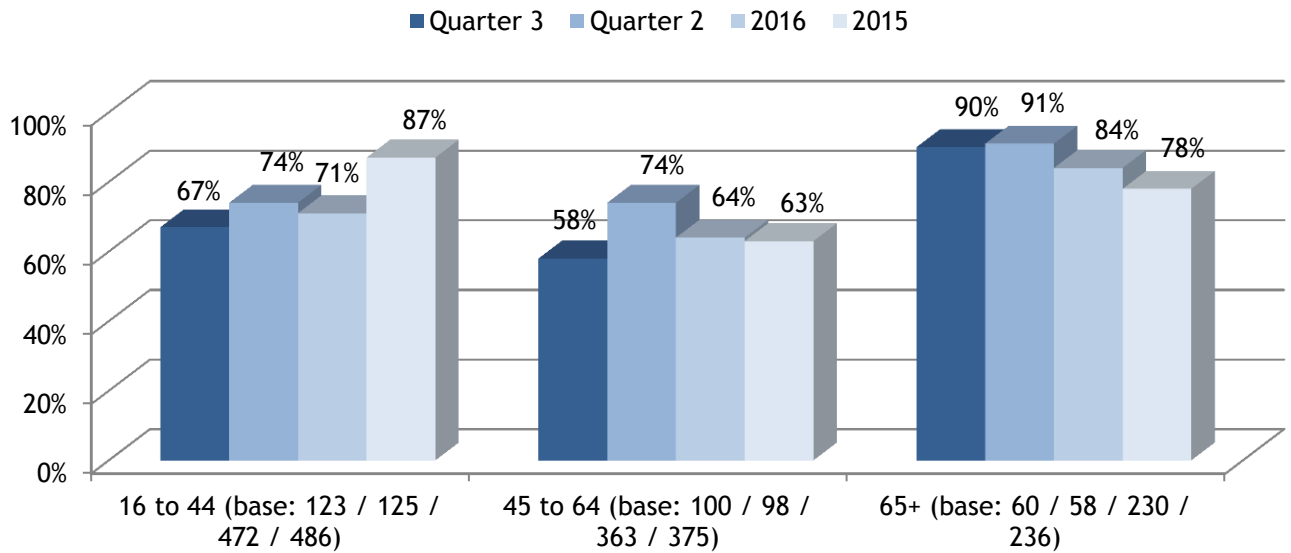
*The Council communicates well with its residents*

■ Quarter 3 ■ Quarter 2 ■ 2016 ■ 2015



**Figure 3.13: Age Band**

*The Council communicates well with its residents*



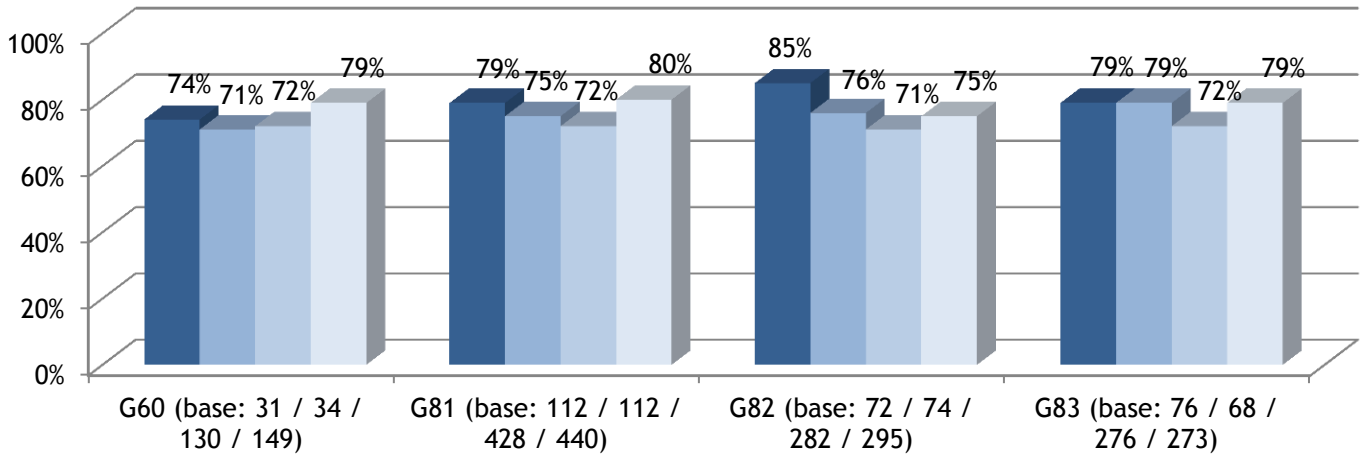
3.10 Levels of agreement with this statement decreased somewhat between Quarter 2 and Quarter 3 with lower levels of agreement particularly notable amongst respondents in G83 those aged 45-64.

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*

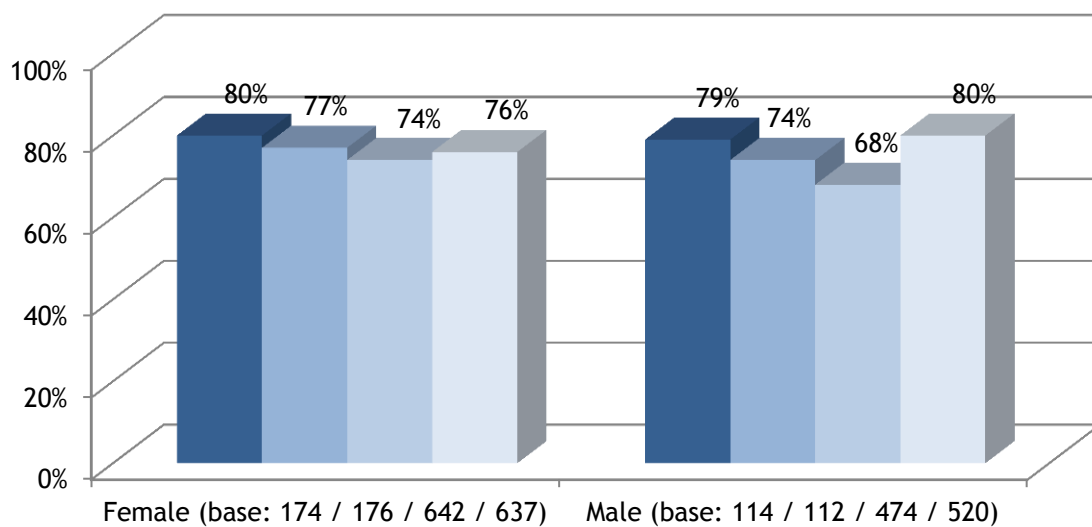
■ Quarter 3 ■ Quarter 2 ■ 2016 ■ 2015



**Figure 3.15: Gender**

*I would speak highly of West Dunbartonshire Council*

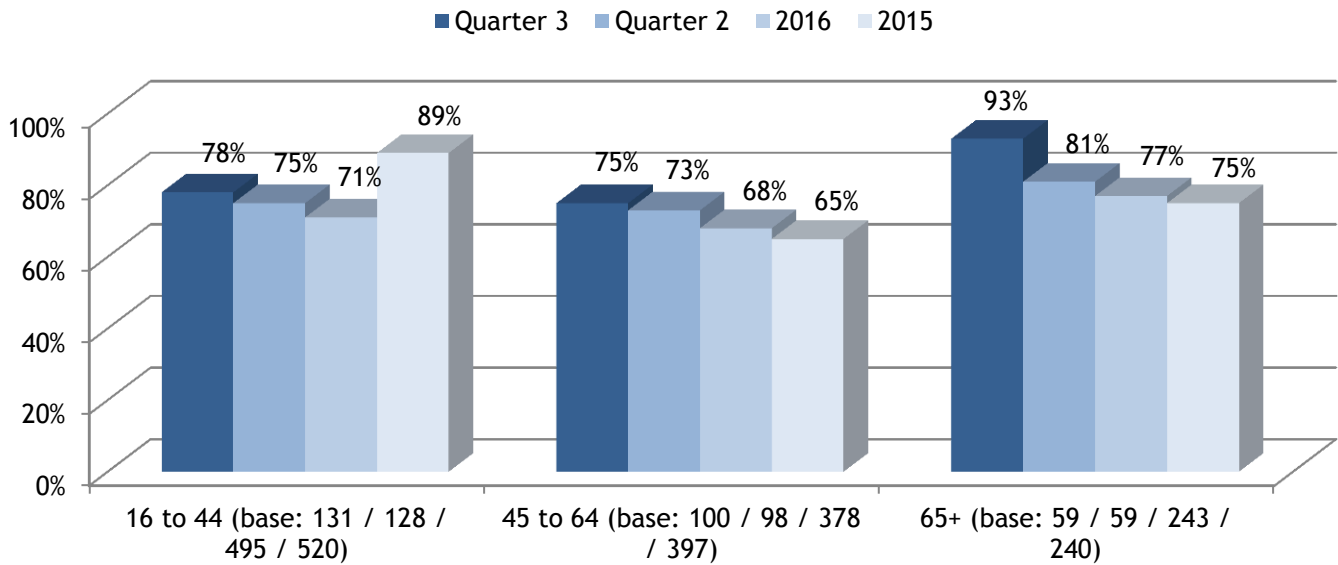
■ Quarter 3 ■ Quarter 2 ■ 2016 ■ 2015





**Figure 3.16: Age Band**

*I would speak highly of West Dunbartonshire Council*



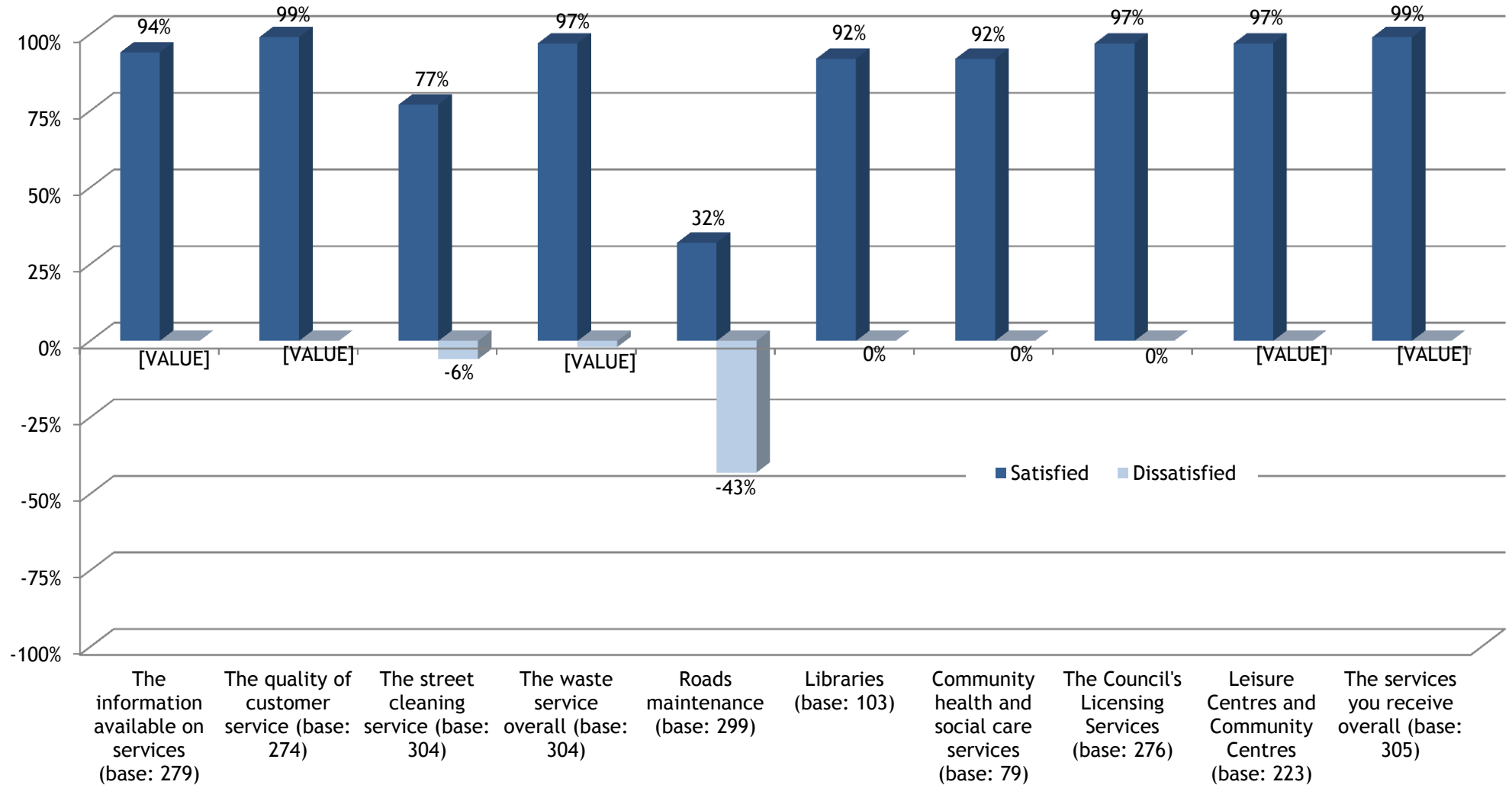
3.12 The overall level of agreement with this statement increased between Quarter 2 and Quarter 3. Levels of increases in agreement were highest in the G83 postcode area and amongst those aged 65+.

## 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 3 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?*



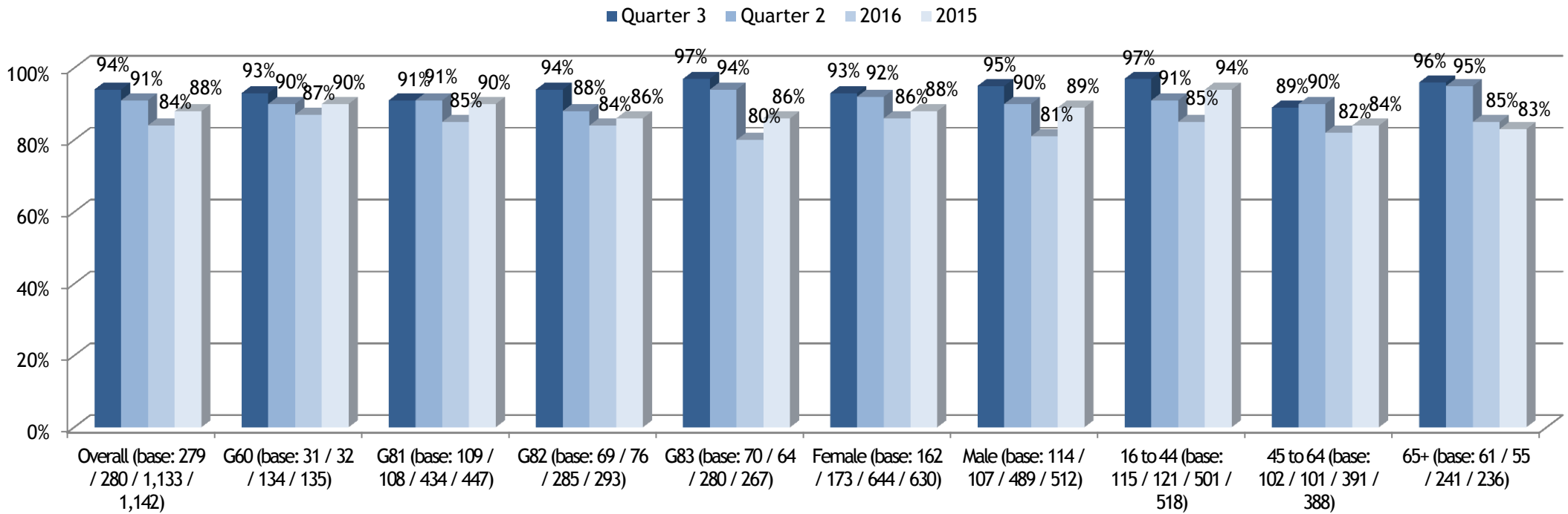
**Table 4.1: Satisfaction with Council Services**

*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: 279)	93% (base: 31)	91% (base: 109)	94% (base: 69)	97% (base: 70)	93% (base: 162)	95% (base: 114)	97% (base: 115)	89% (base: 102)	96% (base: 61)
The quality of customer service	99% (base: 274)	100% (base: 29)	98% (base: 105)	100% (base: 70)	100% (base: 70)	99% (base: 165)	99% (base: 106)	99% (base: 112)	99% (base: 100)	100% (base: 61)
The street cleaning service	77% (base: 304)	80% (base: 36)	85% (base: 120)	71% (base: 73)	69% (base: 75)	74% (base: 176)	81% (base: 125)	83% (base: 135)	65% (base: 105)	86% (base: 63)
The waste service overall	97% (base: 304)	92% (base: 36)	94% (base: 120)	99% (base: 73)	99% (base: 75)	95% (base: 176)	97% (base: 125)	97% (base: 135)	96% (base: 105)	95% (base: 63)
Roads maintenance	32% (base: 299)	44% (base: 36)	50% (base: 115)	14% (base: 73)	17% (base: 75)	32% (base: 172)	32% (base: 124)	33% (base: 133)	22% (base: 103)	45% (base: 62)
Libraries	92% (base: 103)	87% (base: 15)	89% (base: 58)	100% (base: 15)	100% (base: 15)	93% (base: 56)	91% (base: 47)	89% (base: 46)	89% (base: 19)	97% (base: 37)
Community health and social care services	92% (base: 79)	92% (base: 12)	90% (base: 50)	100% (base: 8)	100% (base: 9)	95% (base: 44)	89% (base: 35)	88% (base: 25)	85% (base: 19)	100% (base: 35)
The Council's Licensing Services	97% (base: 276)	100% (base: 27)	94% (base: 112)	100% (base: 67)	100% (base: 70)	97% (base: 184)	98% (base: 109)	97% (base: 121)	97% (base: 100)	98% (base: 54)
Leisure Centres and Community Centres delivered through West Dunbartonshire Leisure	97% (base: 223)	96% (base: 29)	98% (base: 103)	94% (base: 48)	98% (base: 43)	97% (base: 135)	96% (base: 86)	99% (base: 130)	96% (base: 64)	93% (base: 28)
The services you receive from West Dunbartonshire overall	99% (base: 305)	100% (base: 36)	99% (base: 120)	97% (base: 73)	100% (base: 76)	99% (base: 177)	99% (base: 125)	99% (base: 136)	99% (base: 105)	99% (base: 63)

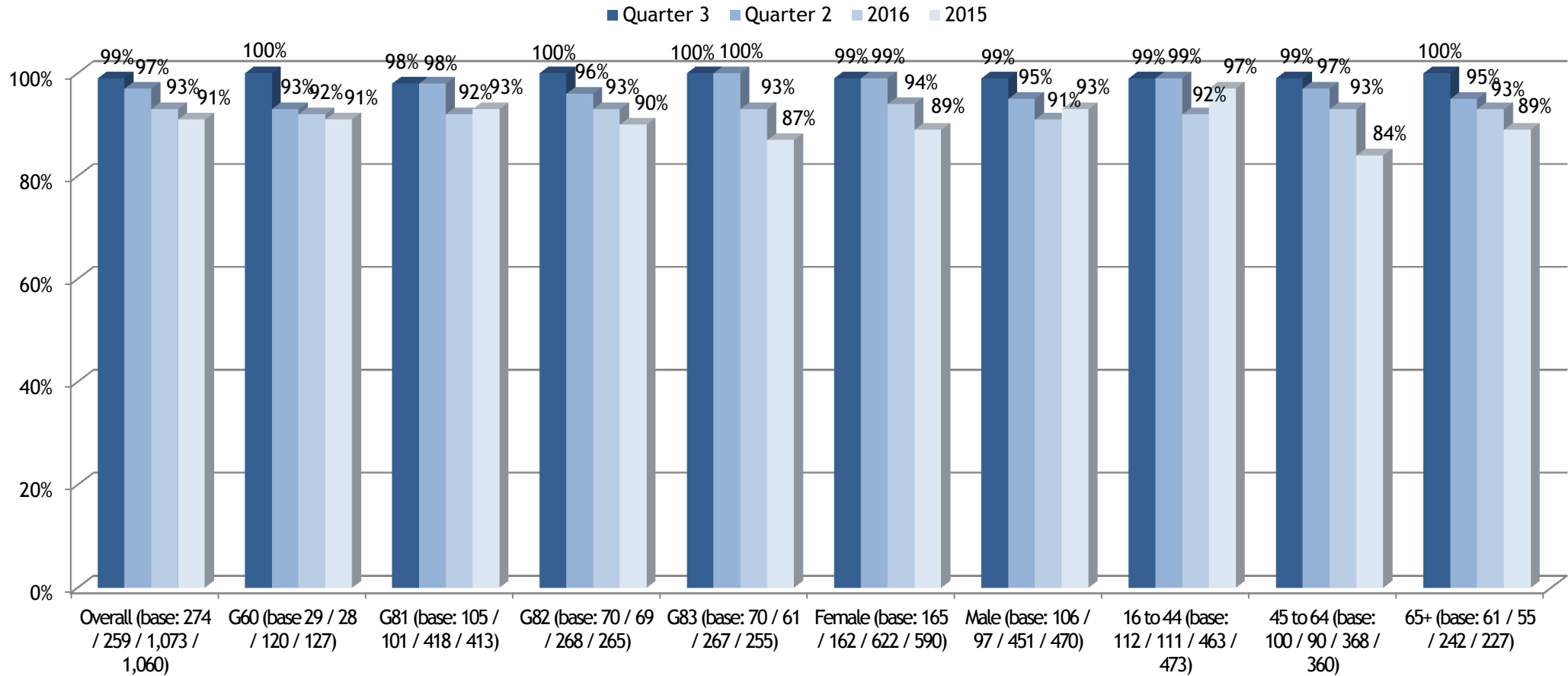
4.2 Graphical summaries of the levels of satisfaction for each of Quarter 3 2017, Quarter 2 2017, 2016 and 2015 are set out in Figures 4.2 to 4.14 below, with the results for each statement also being broken down by area, gender and age band.

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



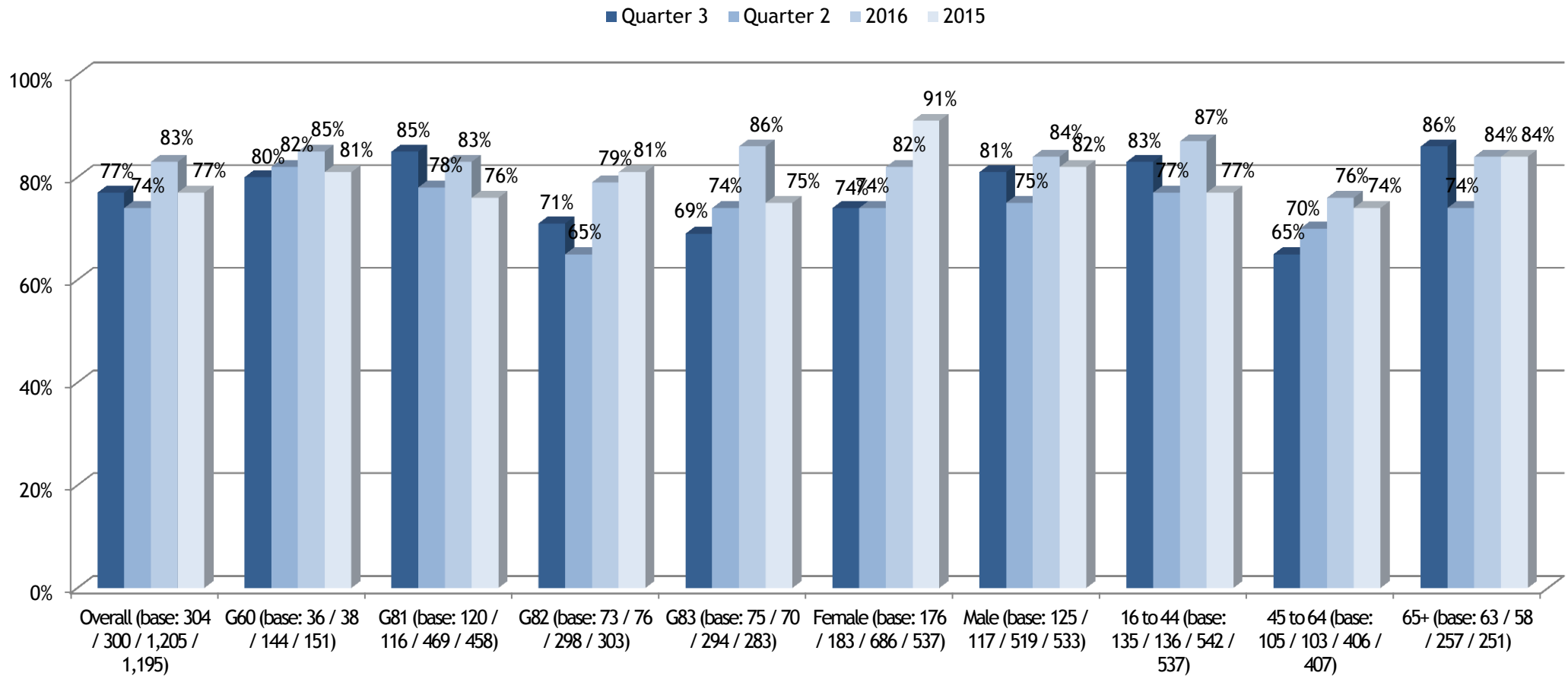
Overall, satisfaction with the information available from the Council on its services increased somewhat between Quarter 2 and Quarter 3. The most significant increases were amongst respondents from G82 and amongst 16-44 year olds.

Figure 4.3: The Quality of Customer Service



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

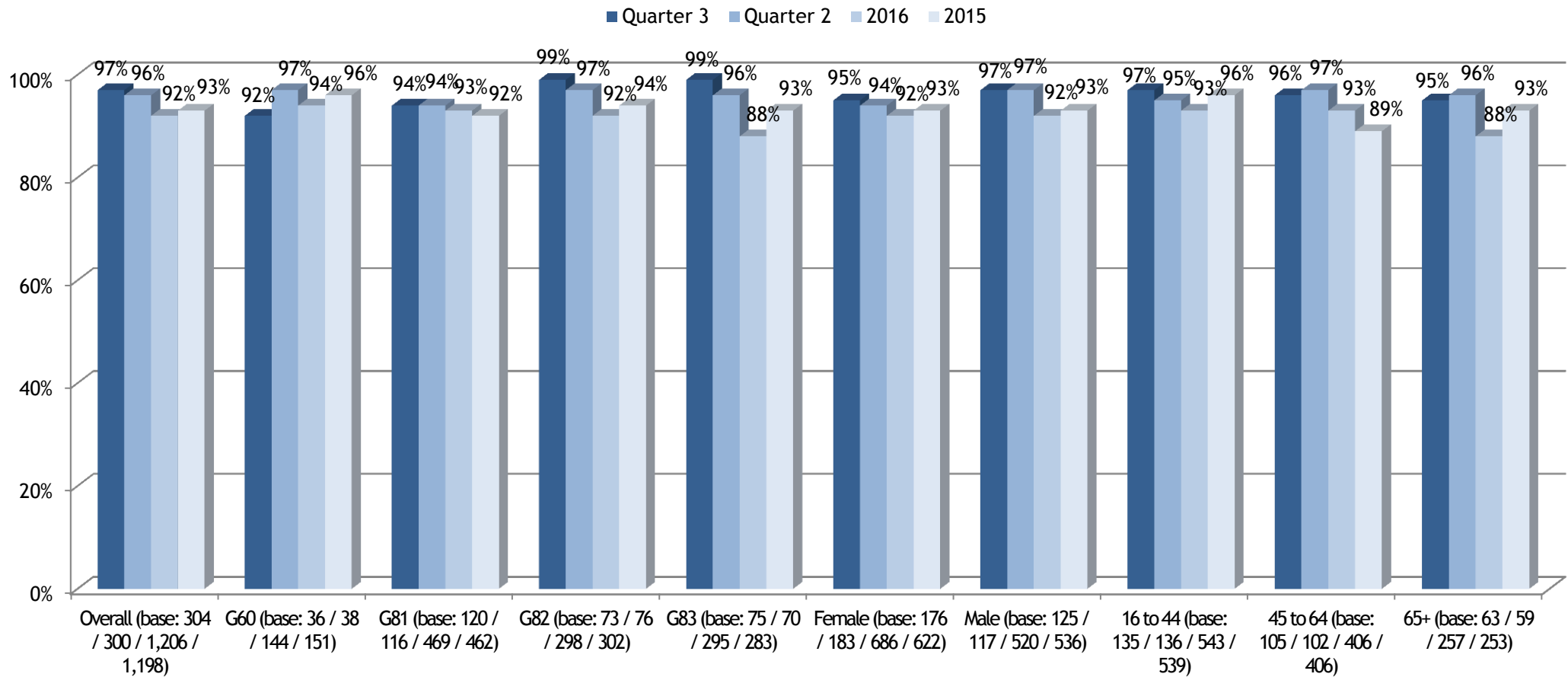
Figure 4.4: The Street Cleaning Service



Levels of satisfaction with the street cleaning service increased somewhat between Quarter 2 and Quarter 3. This increase was most apparent amongst people in G81 and G82, males, those aged 16-44 and 65+.

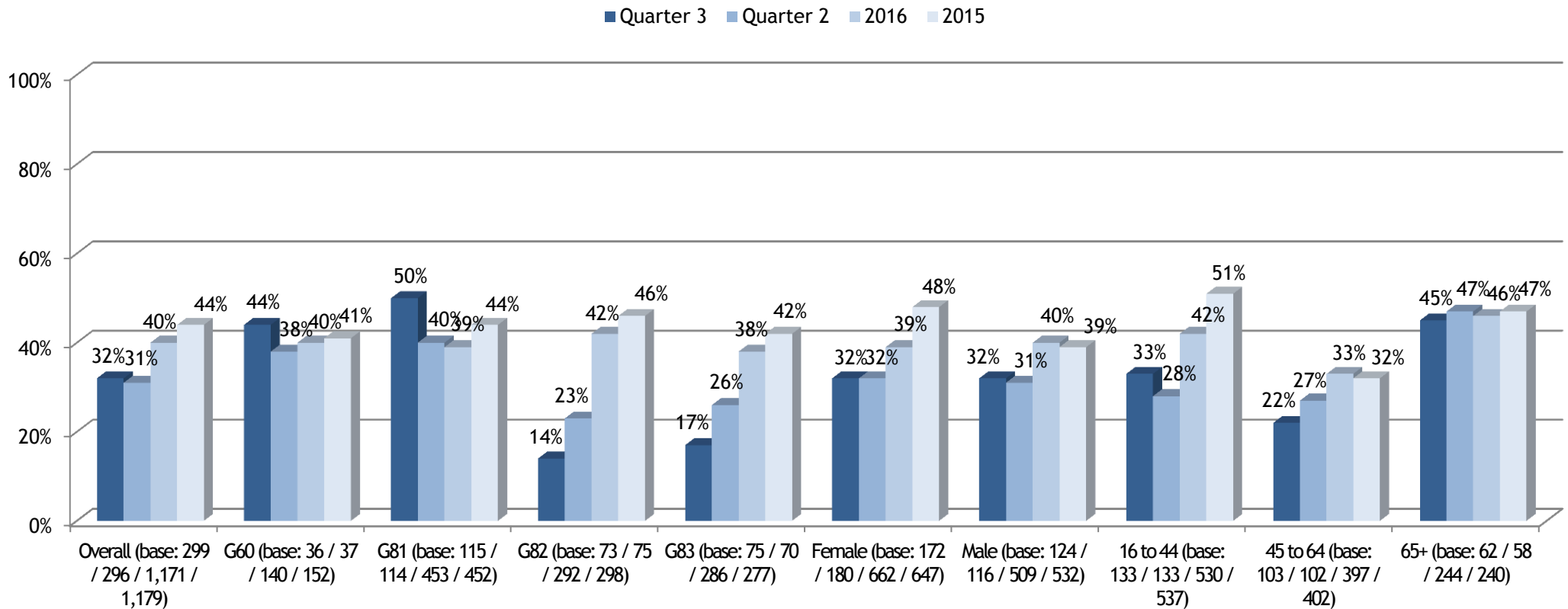


Figure 4.5: The Waste Service Overall



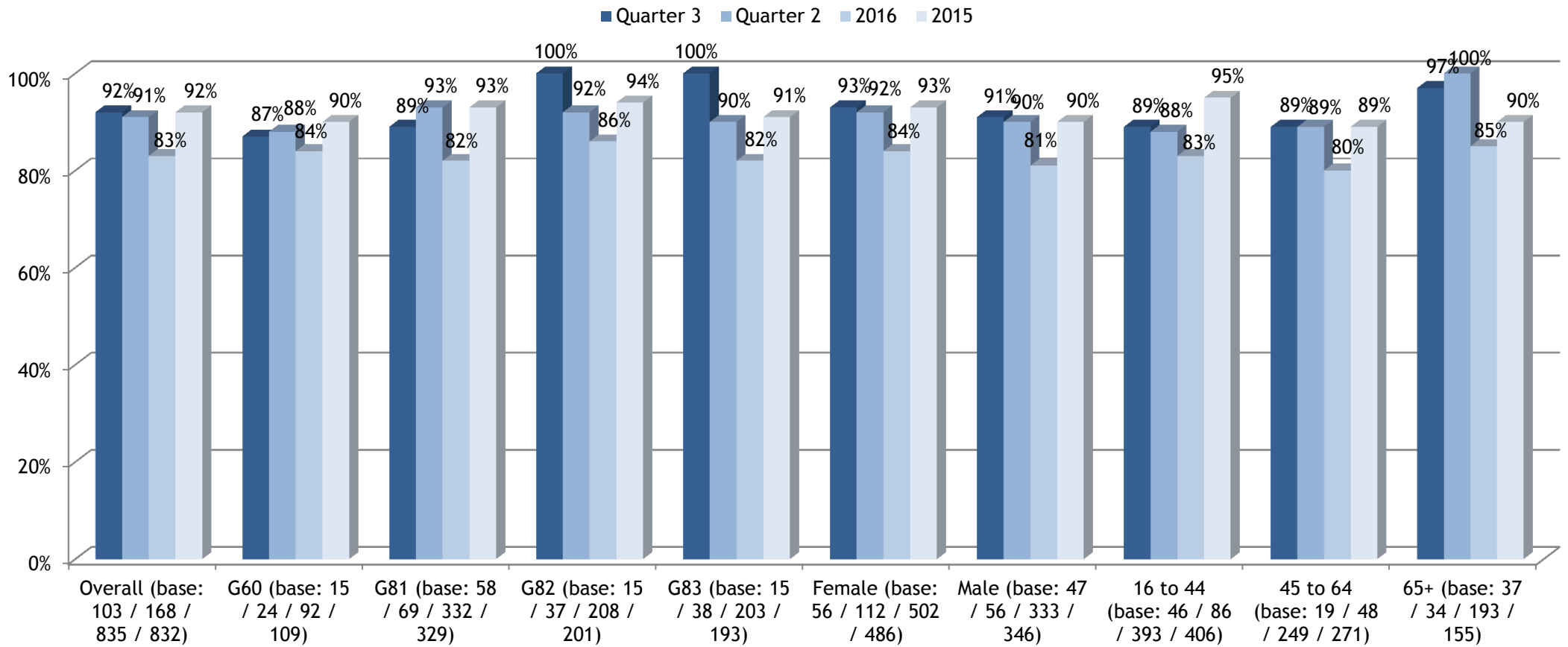
Satisfaction with the waste service rose very slightly between Quarter 2 and Quarter 3 from a generally high base.

Figure 4.6: Roads Maintenance



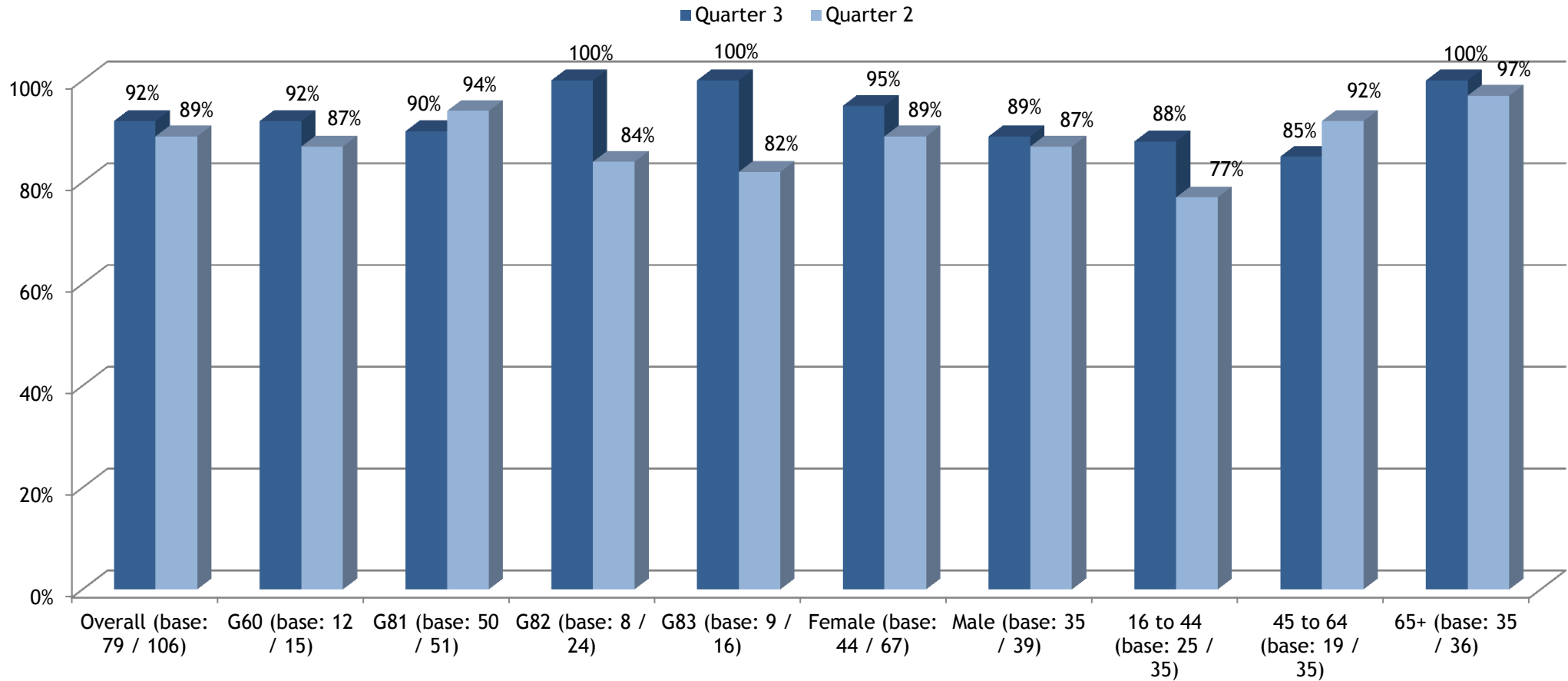
Satisfaction with road maintenance continues to be low in comparison to other services but increased very slightly between Quarter 2 and Quarter 3. This increase in satisfaction was particularly evident in G60 and G81 although the lowest levels of satisfaction overall continue to be in G82 and G83.

Figure 4.7: Libraries



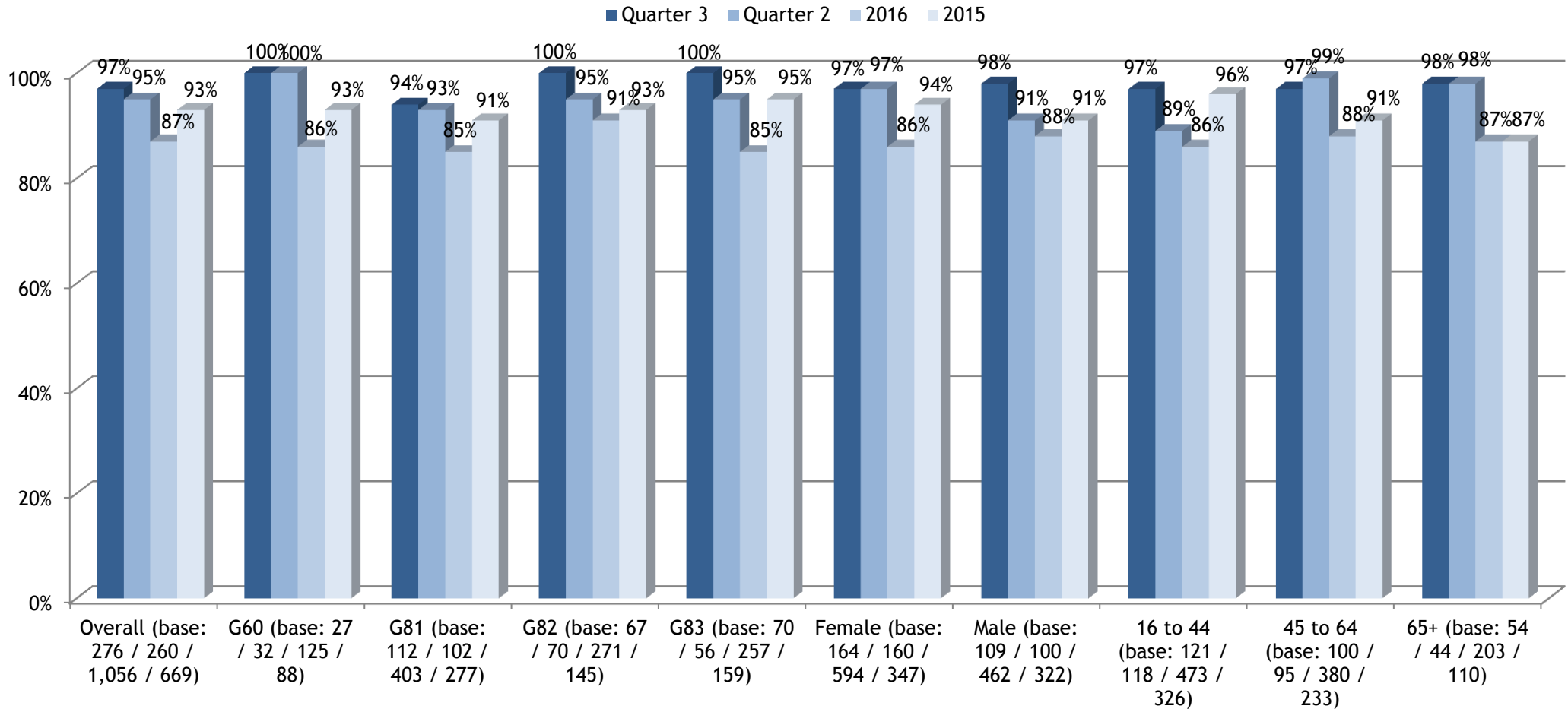
Satisfaction with libraries continued to increase slightly between Quarter 2 and Quarter 3. Respondents from the G82 and G83 areas reported a higher level of satisfaction over this period.

**Figure 4.8: Community Health and Social Care Services**



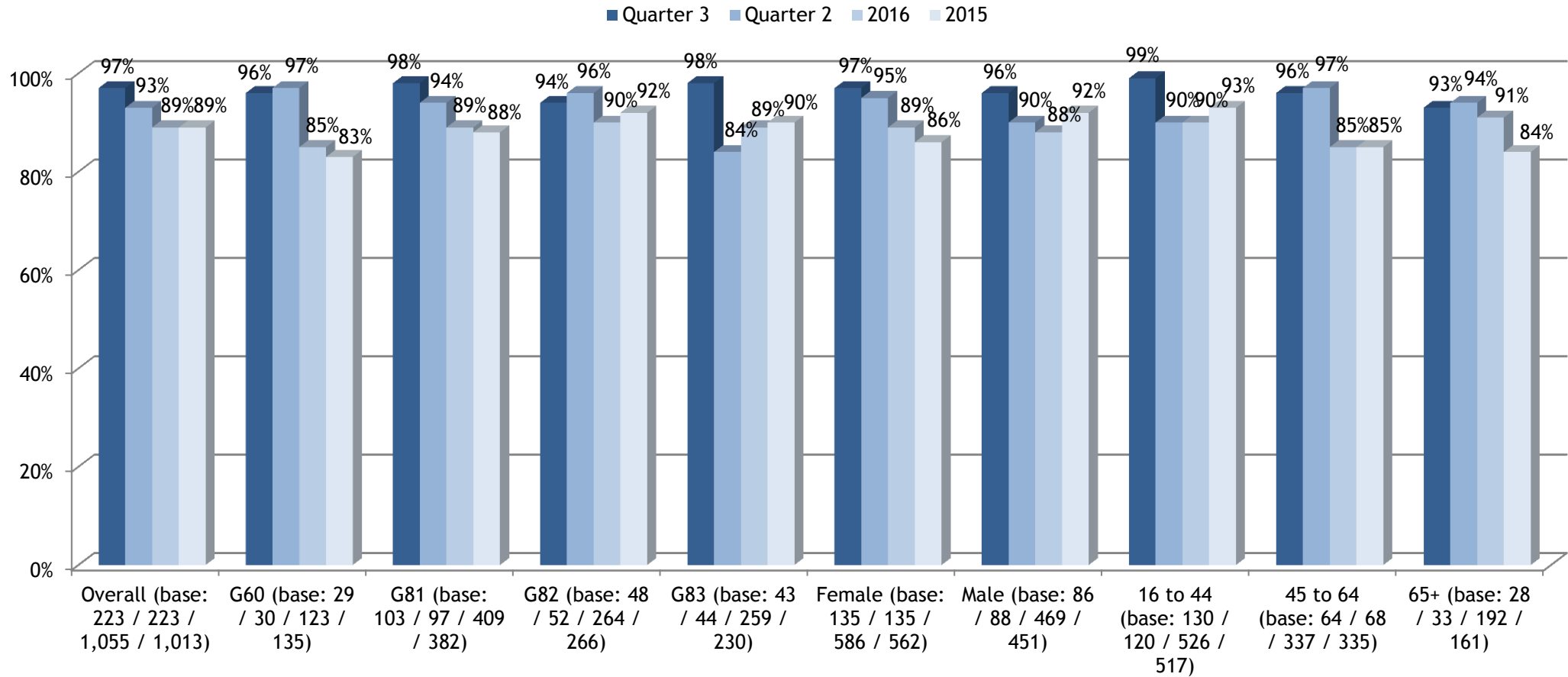
Satisfaction with community health and social care services increased somewhat between Quarter 2 and Quarter 3. Higher satisfaction was apparent amongst people from the G82 and G83 areas and amongst those aged 65+.

Figure 4.9 The Council's Licensing Service



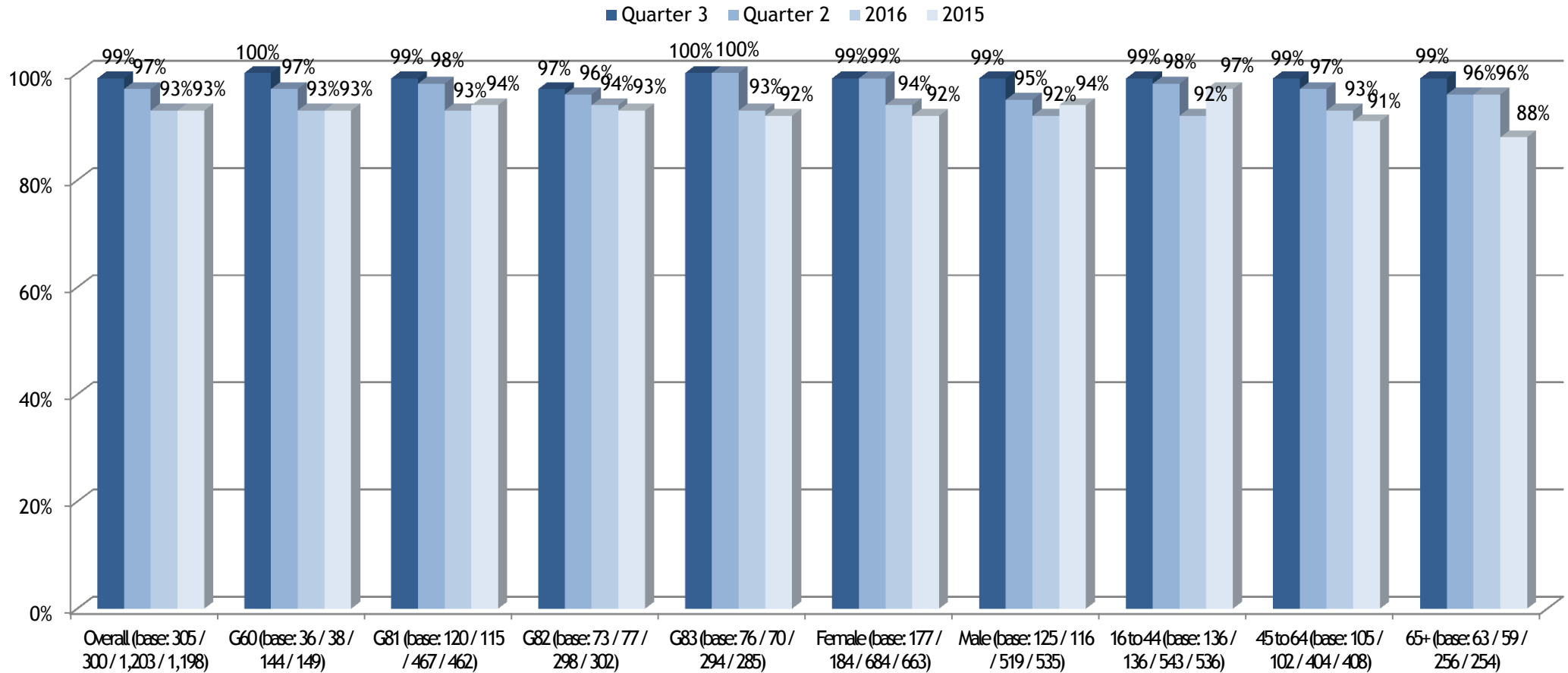
Satisfaction with the Council's licensing service increased slightly between Quarter 2 and Quarter 3. Increases in satisfaction levels were most notable in the G82 and G83 postcode areas, amongst males and those aged 16-44.

Figure 4.10: Leisure Centres and Community Centres



Satisfaction with leisure centres and community centres increased between Quarter 1 and Quarter 2, particularly in G83 and amongst those aged 16-44.

**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 3 with 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 a slight decrease between Quarter 2 and Quarter 3 in the proportion of respondents that indicated they had done so (from 44% to 42%).

**Table 5.1: Have Ever Used the Council’s Website**

Category of Respondent	Quarter 2	Quarter 3
G60 (bases: 38, 38)	50%	42%
G81 (bases: 118, 116)	45%	39%
G82 (bases: 77, 77)	47%	47%
G83 (bases: 70, 70)	37%	41%
Female (bases: 182, 184)	52%	53%
Male (bases: 121, 117)	32%	27%
16 to 44 (bases: 135, 136)	51%	45%
45 to 64 (bases: 104, 103)	53%	54%
65+ (bases: 64, 59)	12%	13%
<b>Overall</b>	<b>44%</b>	<b>42%</b>

Usage of the website is highest in the G82 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 3, respondents were asked as to their level of satisfaction or dissatisfaction with the Council’s website. 98% of respondents (base: 139) expressed satisfaction including 25% 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.<sup>2</sup>

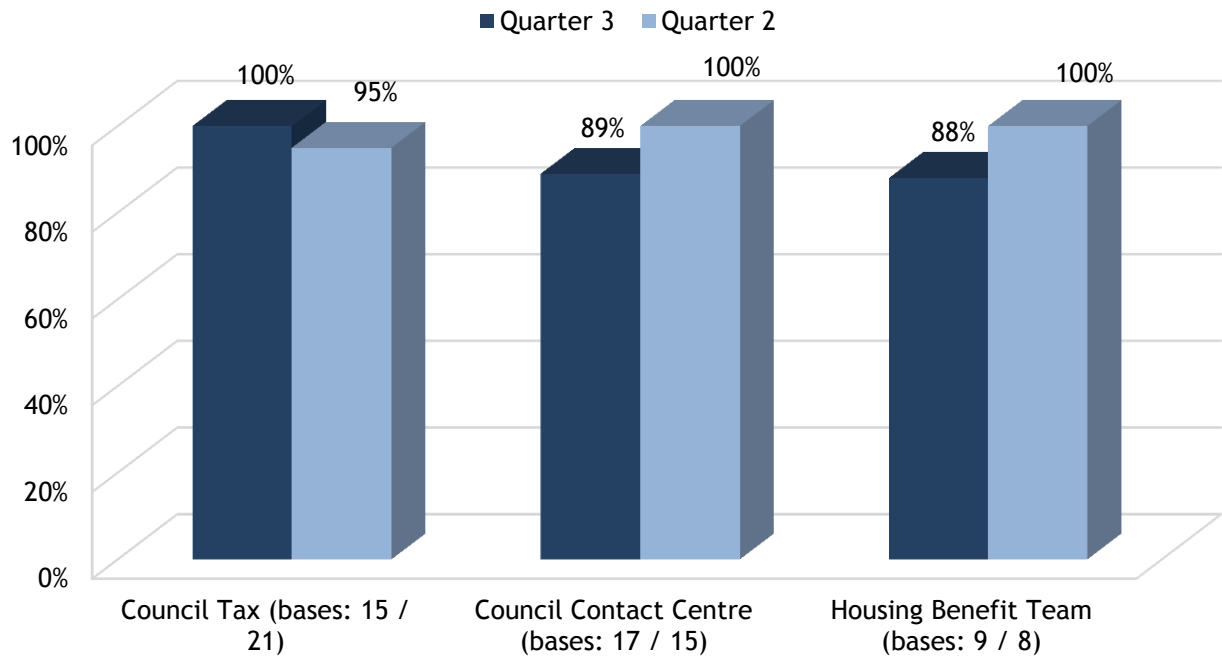
**Table 5.2: Contact with Council Services in Last 6 Months**

Category of Respondent	Proportion of respondents					
	Council Tax		Council Contact Centre		Housing Benefit Team	
	Q2	Q3	Q2	Q3	Q2	Q3
G60	8%	8%	3%	14%	3%	3%
G81	6%	8%	5%	8%	3%	6%
G82	6%	1%	4%	3%	3%	0%
G83	9%	3%	7%	0%	3%	1%
Female	9%	7%	6%	7%	3%	3%
Male	4%	2%	3%	2%	2%	2%
16 to 44	7%	4%	6%	4%	3%	4%
45 to 64	6%	8%	4%	5%	3%	4%
65+	8%	2%	5%	10%	2%	0%
<b>Overall</b>	<b>7%</b>	<b>5%</b>	<b>5%</b>	<b>6%</b>	<b>3%</b>	<b>3%</b>

The proportion of people that indicated that they had made contact with the Council Tax service reduced somewhat between Quarter 2 and Quarter 3, with a slight increase in the proportion using the Contact Centre.

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 3, as illustrated over the page.

<sup>2</sup> 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**

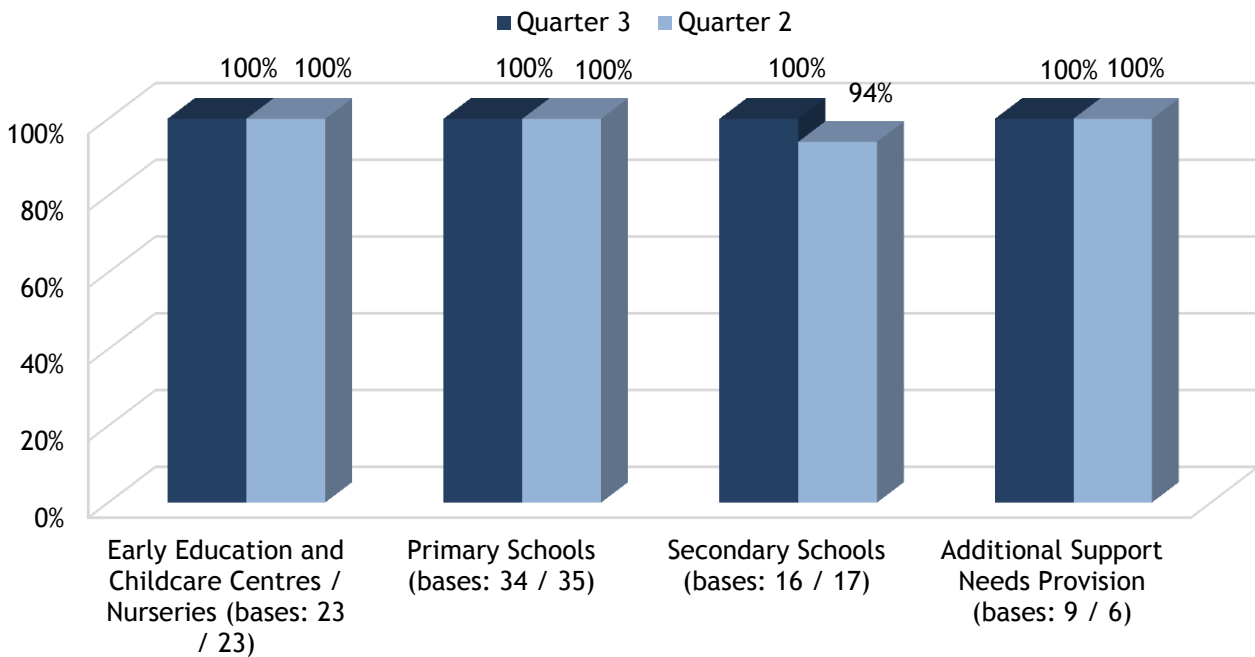
## 6.0 EDUCATION AND CARE SERVICES

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.<sup>3</sup> In Quarter 3, the proportion of people saying they had experience of these services varied little from the previous quarter.

**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	
	Q2	Q3	Q2	Q3	Q2	Q3	Q2	Q3
G60	13%	3%	18%	11%	6%	6%	3%	6%
G81	6%	8%	15%	18%	9%	8%	0%	0%
G82	10%	10%	10%	8%	5%	4%	4%	5%
G83	4%	7%	4%	3%	4%	1%	3%	4%
Female	11%	12%	17%	15%	6%	7%	2%	2%
Male	3%	2%	3%	6%	5%	3%	2%	4%
16 to 44	16%	16%	19%	18%	4%	5%	0%	0%
45 to 64	0%	1%	9%	9%	12%	9%	1%	0%
65+	2%	0%	0%	0%	0%	0%	8%	14%
Overall	8%	8%	12%	11%	6%	5%	2%	3%

<sup>3</sup> 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.

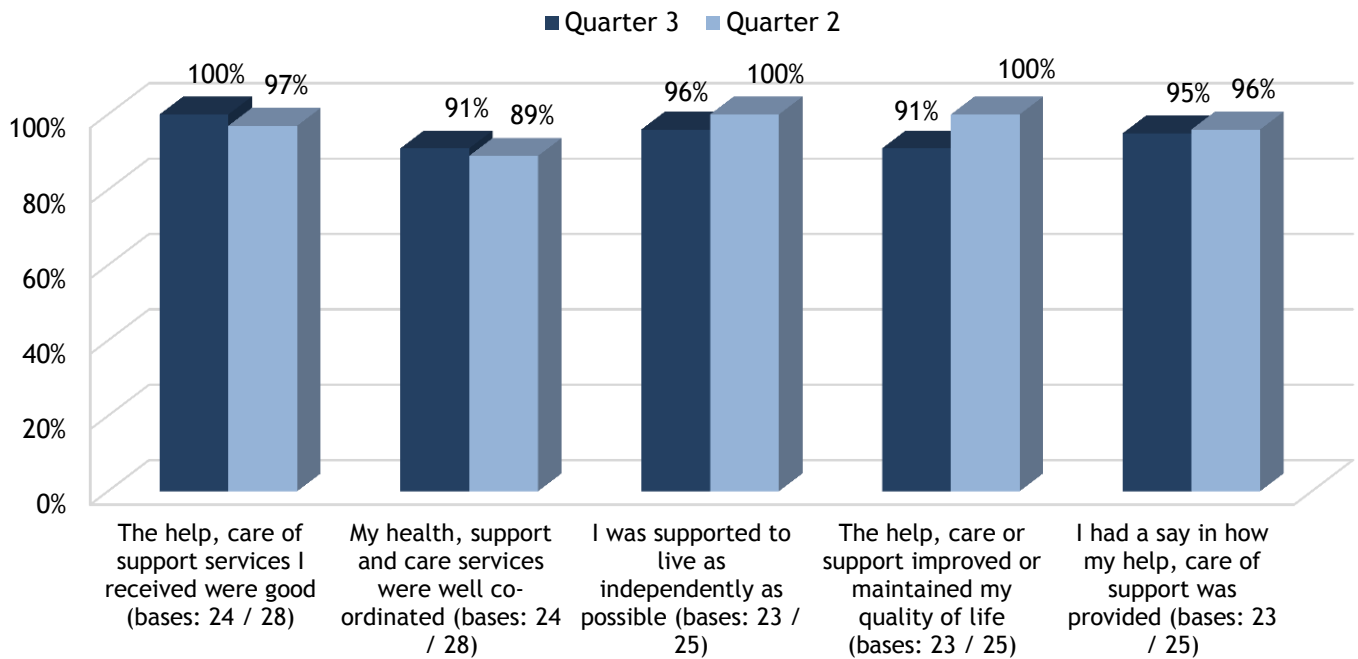
**Figure 6.1: Satisfaction with Service Received**

6.3 In Quarter 3, 8% of respondents had used social care or community-based healthcare support in the community in the last 12 months; the figure in Quarter 2 was 9%.

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

Category of Respondent	Quarter 2	Quarter 3
G60 (bases: 38, 387)	3%	14%
G81 (bases: 118, 145)	10%	7%
G82 (bases: 77, 77)	10%	8%
G83 (bases: 70, 70)	10%	8%
Female (bases: 182, 183)	11%	10%
Male (bases: 121, 117)	7%	6%
16 to 44 (bases: 135, 136)	1%	0%
45 to 64 (bases: 104, 103)	3%	2%
65+ (bases: 64, 58)	40%	37%
<b>Overall (bases: 303, 300)</b>	<b>9%</b>	<b>8%</b>

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.