



West Dunbartonshire Council

Reputation Tracker
Overview Report

Quarter 2 2017

July 2017

Contents

	Page
1.0 Background, Objectives and Methodology	1
2.0 Respondent Profile	3
3.0 Overall Perceptions of the Council	4
4.0 Satisfaction with Council Services	16
5.0 Contact with the Council	34
6.0 Education and Care Services	37

APPENDICES (UNDER SEPARATE COVER)

1.0 Survey Questionnaire	
2.0 Data Tables	

1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

- 1.1 This document summarises the findings for the second 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 second Quarterly Report for 2017 sets out the results for Quarter 2 (April to June 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.

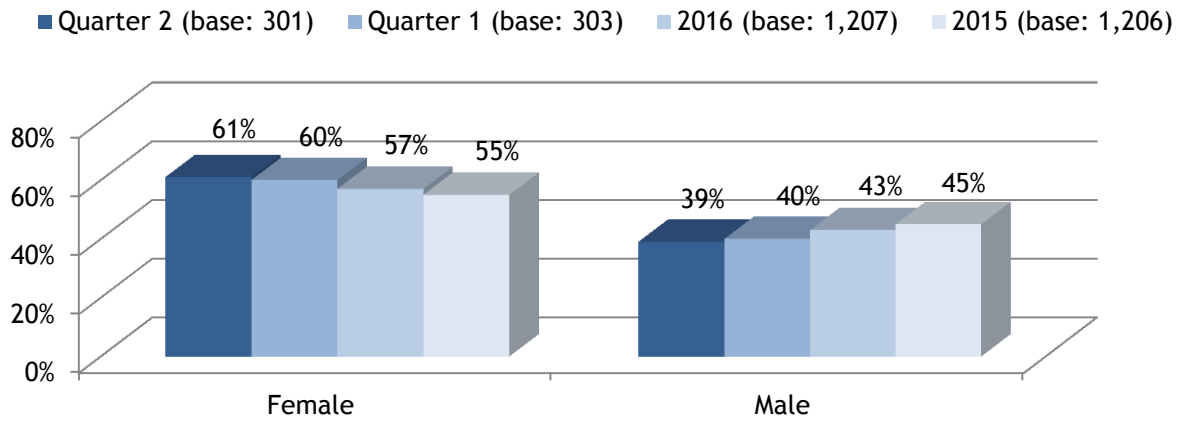
- 1.5 Results for these questions are made available on a monthly and quarterly basis. IBP conducts 100 interviews per month in a pattern broadly proportionate to the population profile (12% of interviews for the G60 postcode area, 39% for G81, 25% for G82 and 24% for G83). This document brings together the results for April to June 2017 and is based on a total of 301 interviews; one additional interview 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 301 telephone interviews were carried out in Quarter 2 2017.

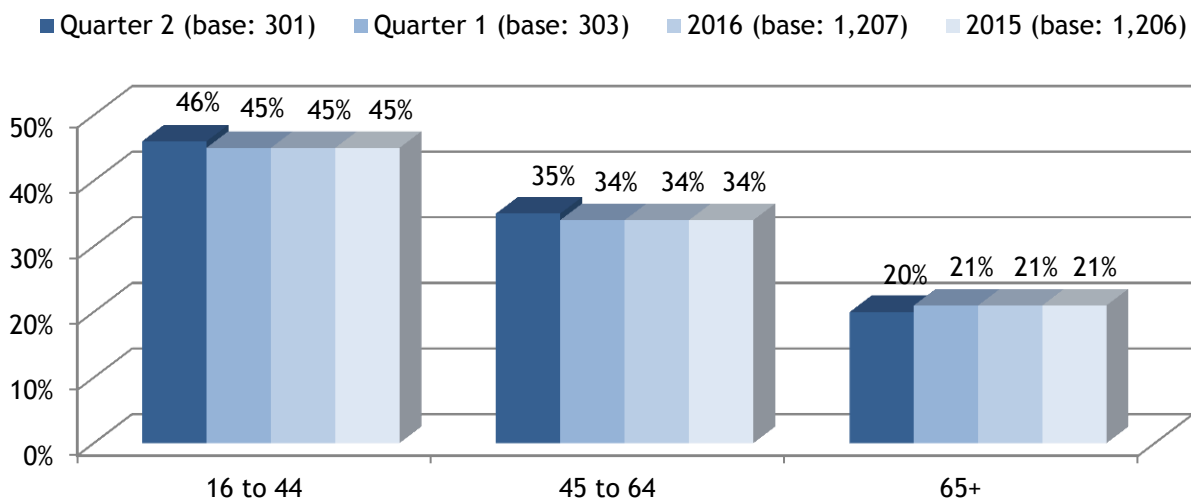
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

Figure 2.1: Profile of Respondents by Gender



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

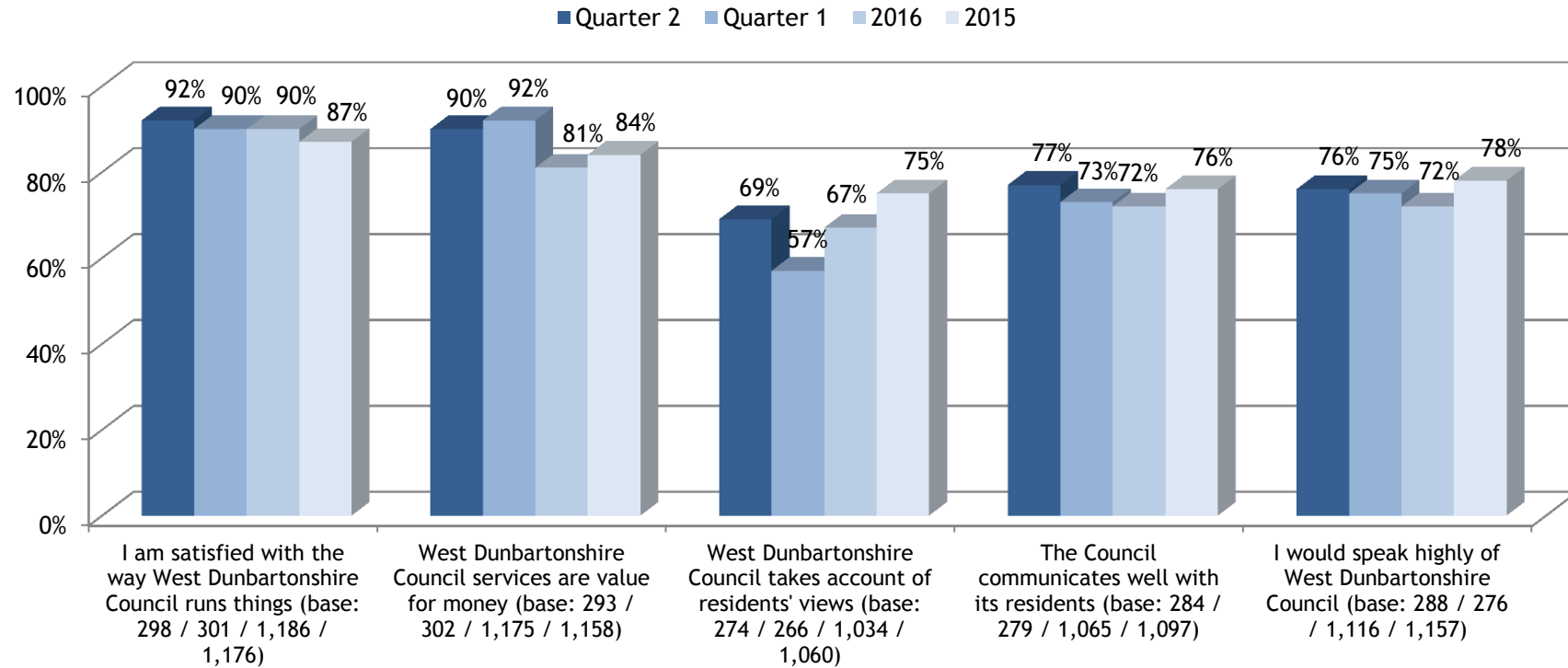
Figure 2.2: Profile of Respondents by Age Band



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 301.
- 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

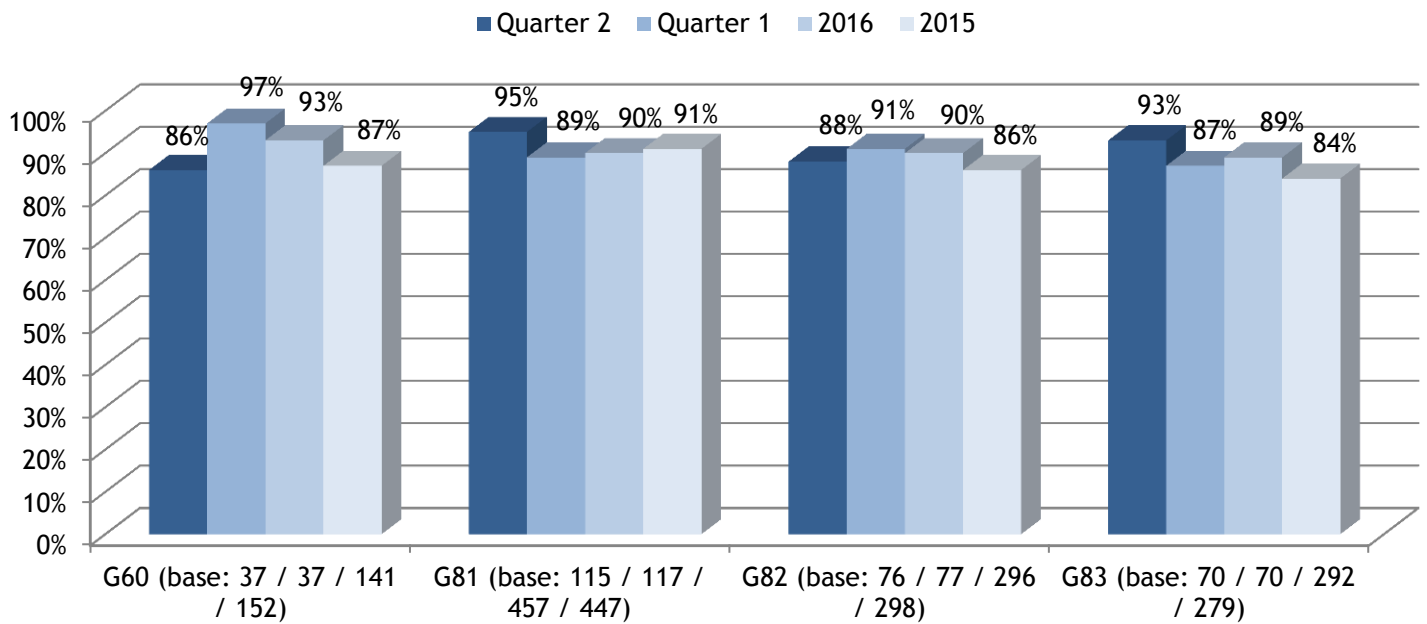
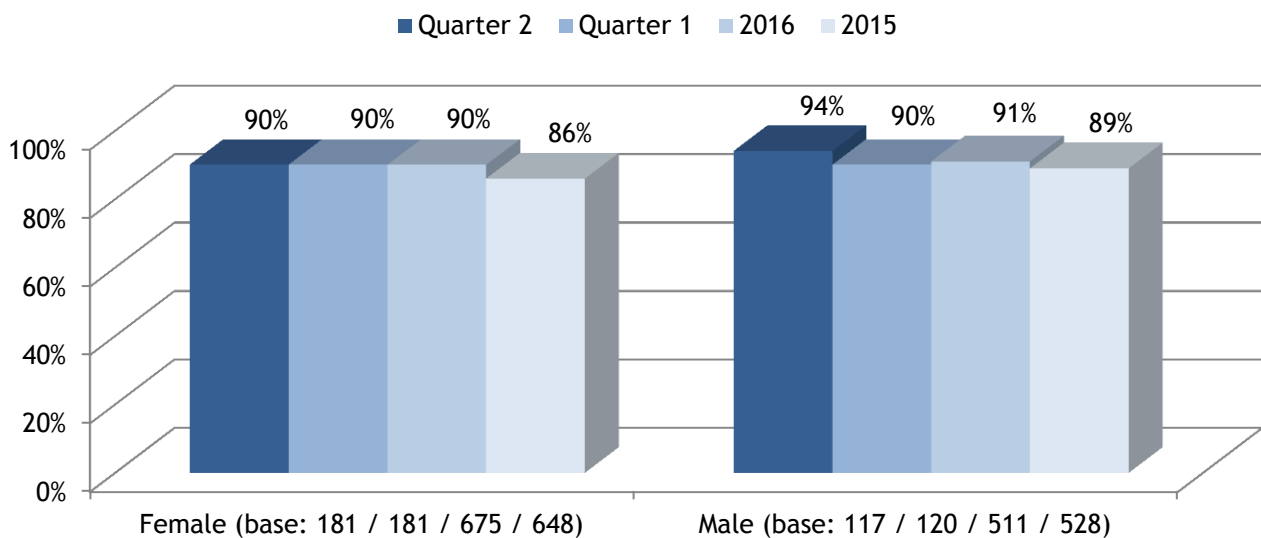


Figure 3.3: Gender

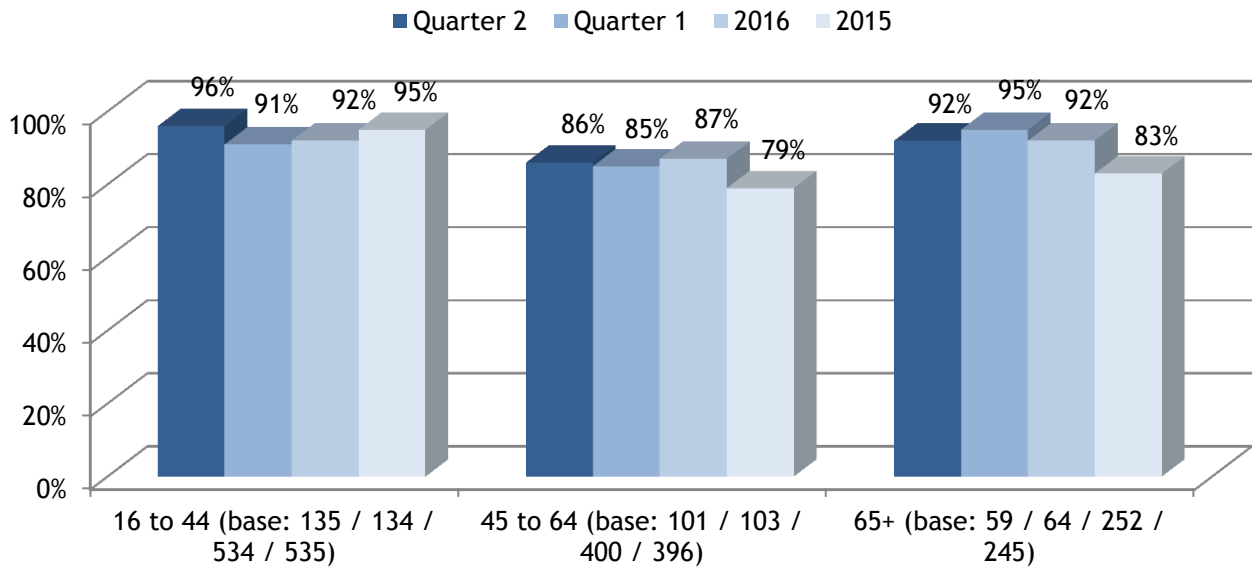
I am satisfied with the way West Dunbartonshire Council runs things



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 increased slightly between Quarter 1 and Quarter 2, with a reduced level of agreement amongst people in G60 and G82 being more than compensated for by increased levels of agreement elsewhere.

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

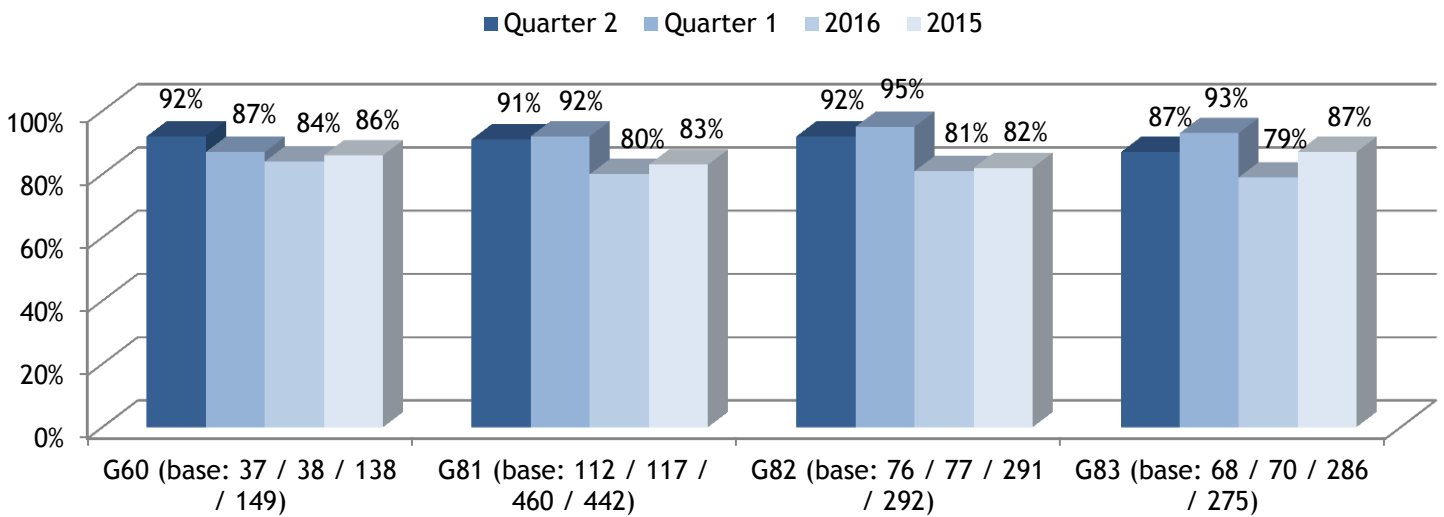


Figure 3.6: Gender

West Dunbartonshire Council Services are value for money

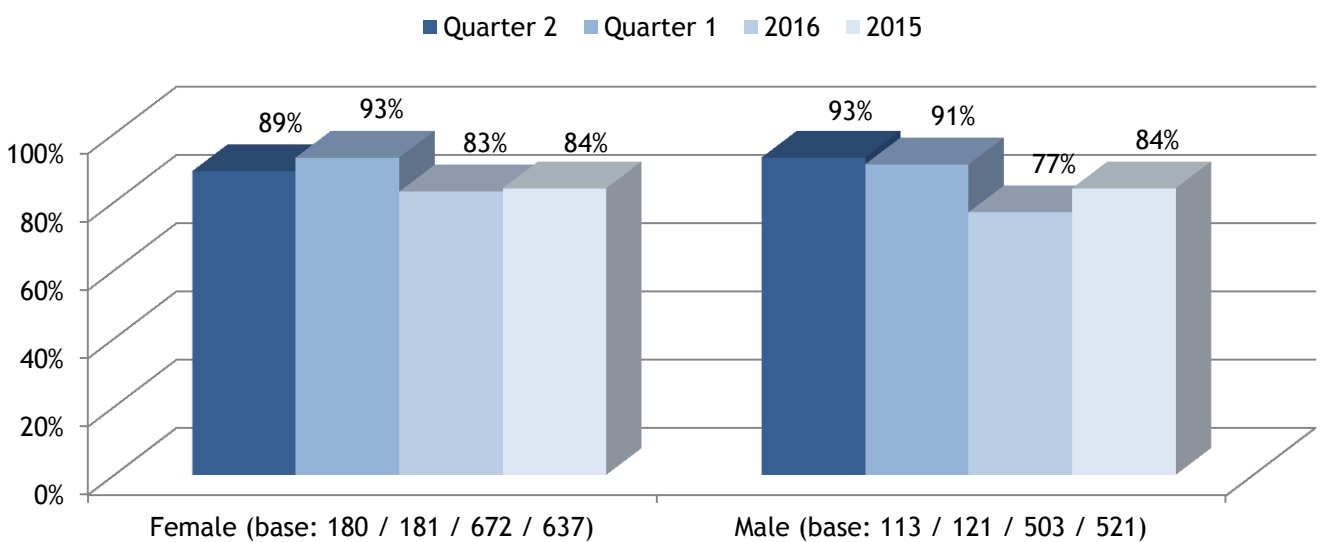
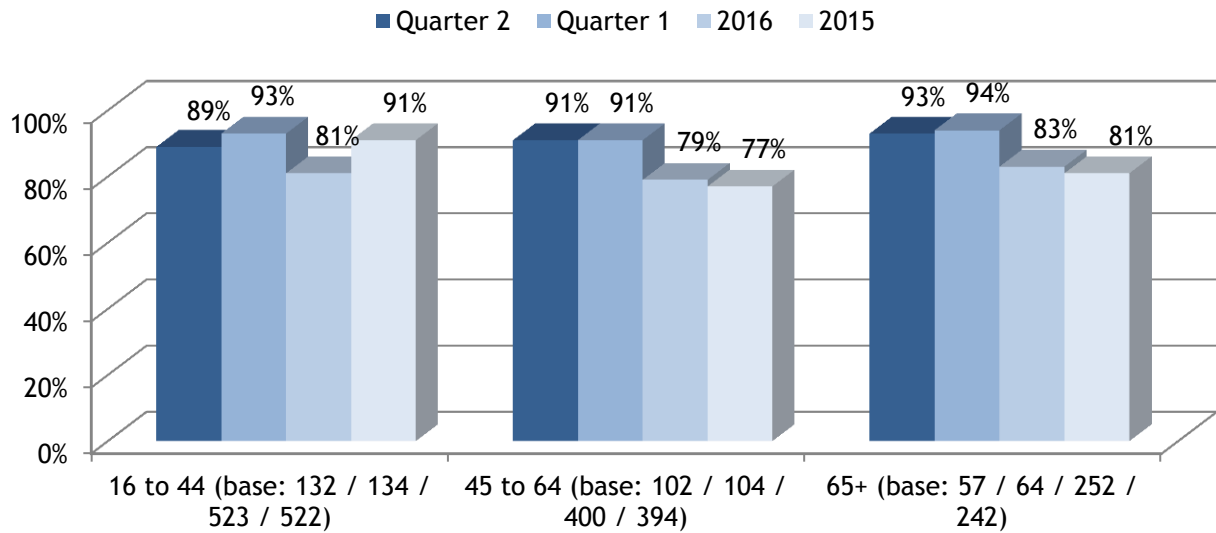


Figure 3.7: Age Band

West Dunbartonshire Council Services are value for money



3.6 Agreement with this statement fell slightly between Quarter 1 and Quarter 2 of 2017 although the results recorded during the Quarter remain more positive than those secured in each of 2015 and 2016.

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

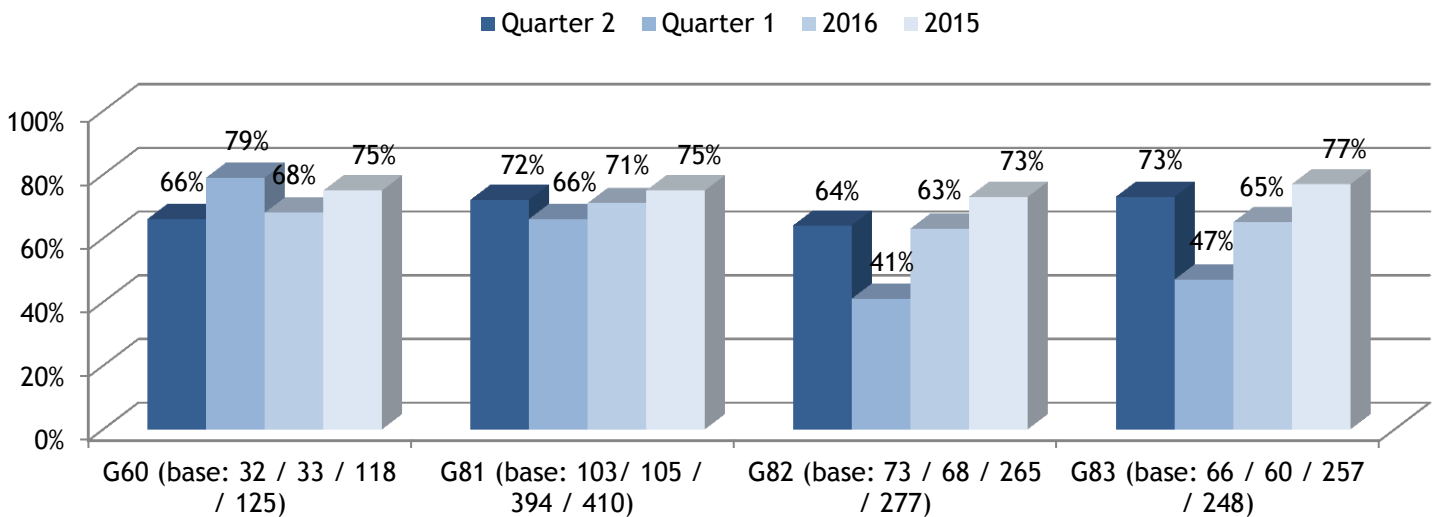


Figure 3.9: Gender

West Dunbartonshire Council takes account of residents’ views

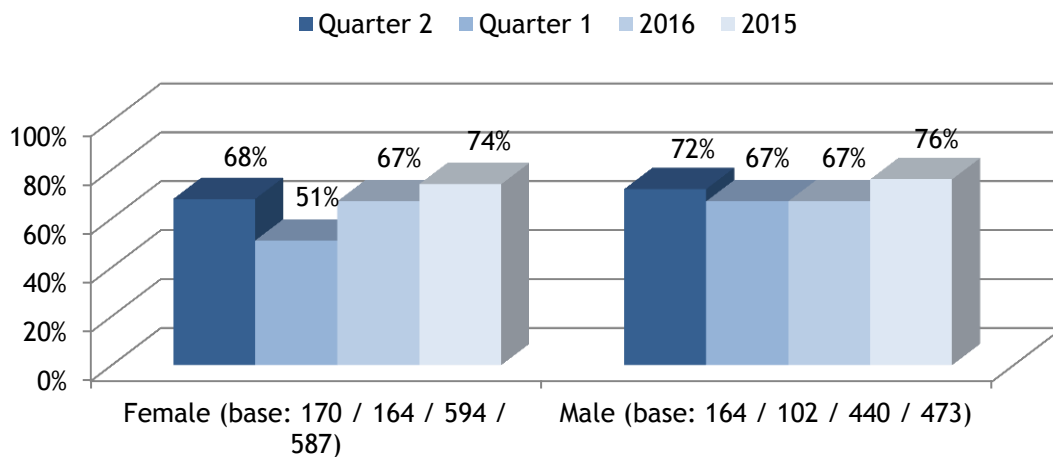
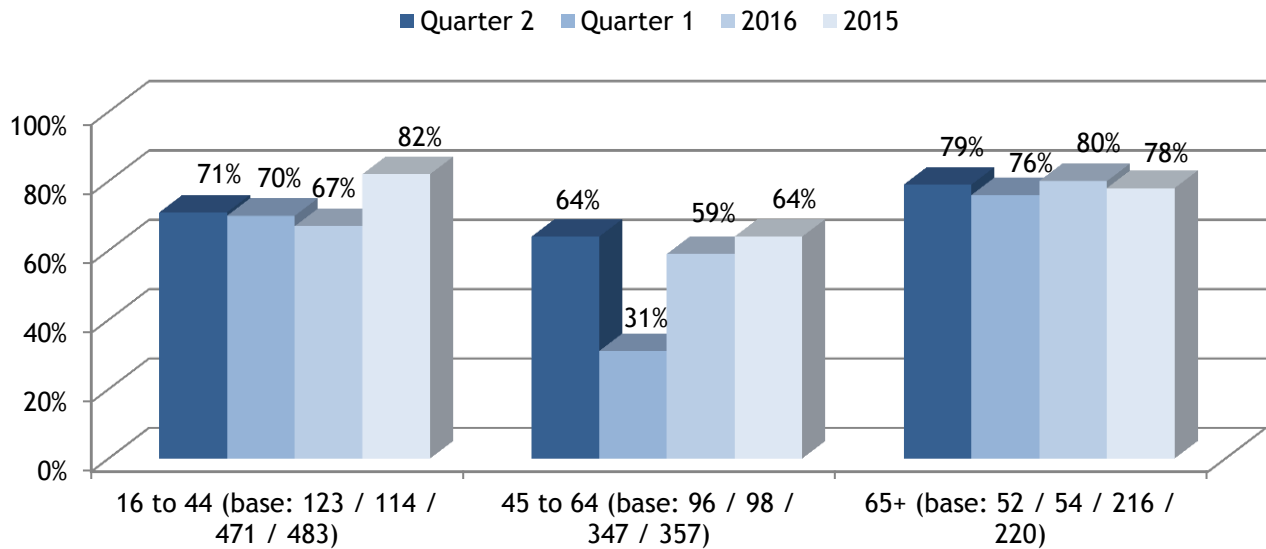


Figure 3.10: Age Band

West Dunbartonshire Council takes account of residents' views



3.8 Agreement with this statement improved somewhat in Quarter 2 compared to the comparatively low levels of agreement recorded in Quarter 1. Quarter 1 had seen very low levels of agreement for this specific statement amongst people in G82 and G83 but levels of agreement within these areas increased markedly in Quarter 2. Similarly, an unusually low level of agreement was recorded in Quarter 1 amongst 45 to 64 year olds and this trend has also been reversed in the latest quarter.

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

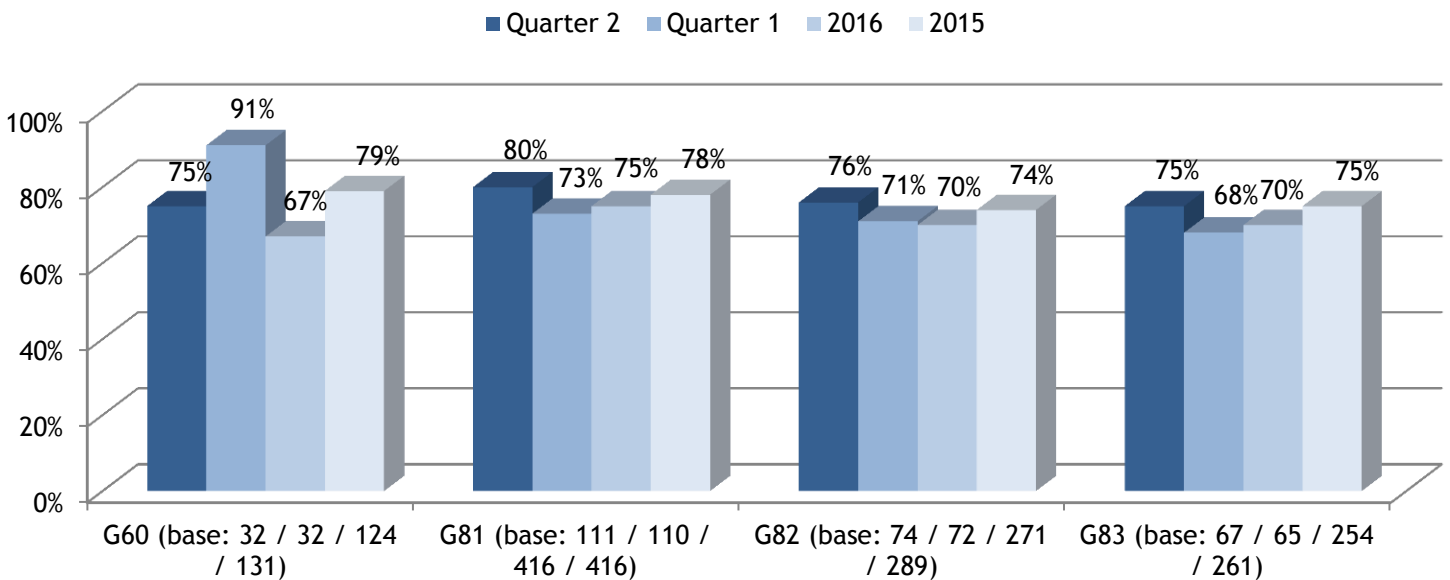


Figure 3.12: Gender

The Council communicates well with its residents

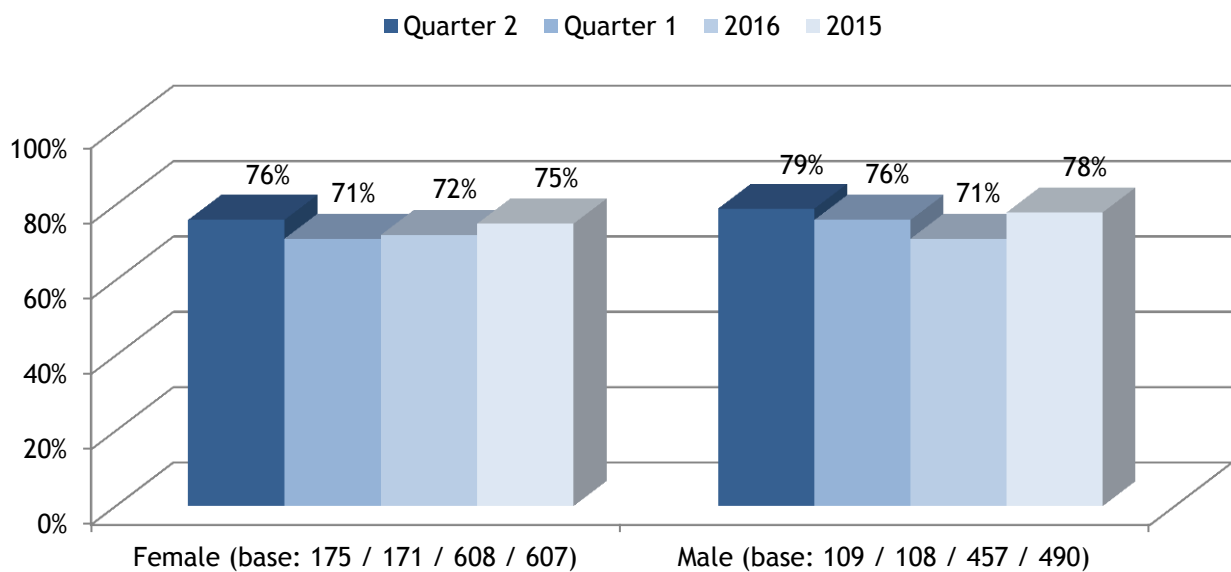
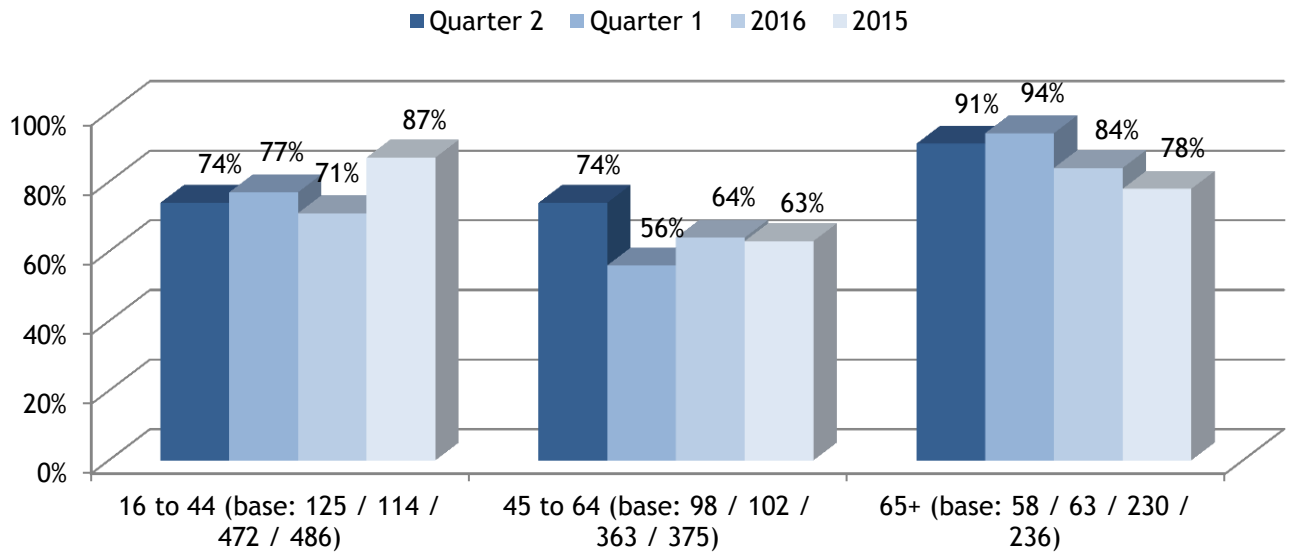


Figure 3.13: Age Band

The Council communicates well with its residents



3.10 Levels of agreement with this statement increased somewhat between Quarter 1 and Quarter 2 with lower levels of agreement amongst respondents in G60 being more than compensated for by increased levels of agreement elsewhere (and especially amongst 45-64 year olds, where levels of agreement had been relatively low in Quarter 1).

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 2 ■ Quarter 1 ■ 2016 ■ 2015

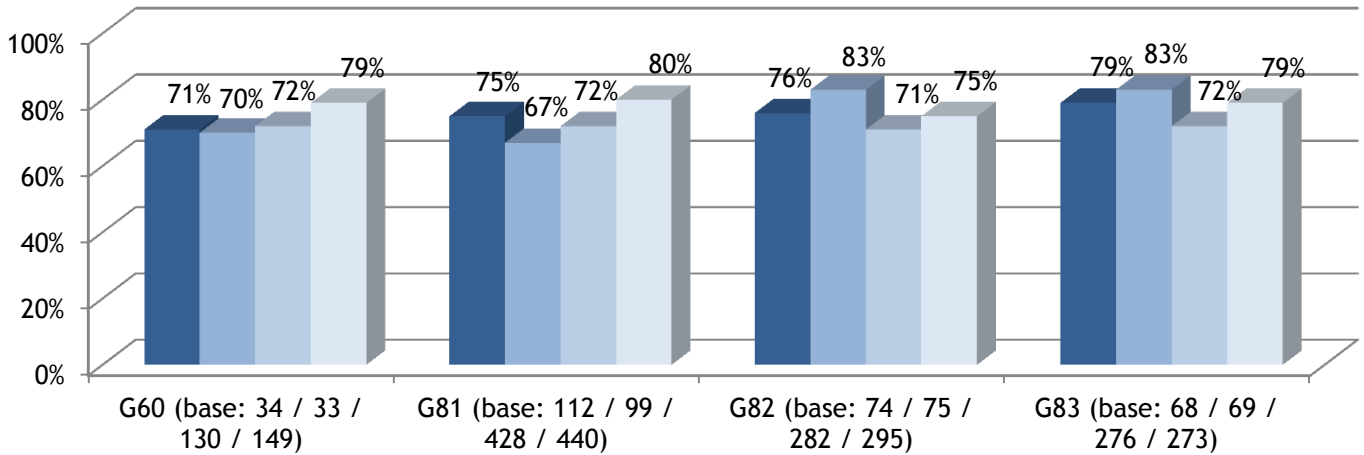


Figure 3.15: Gender

I would speak highly of West Dunbartonshire Council

■ Quarter 2 ■ Quarter 1 ■ 2016 ■ 2015

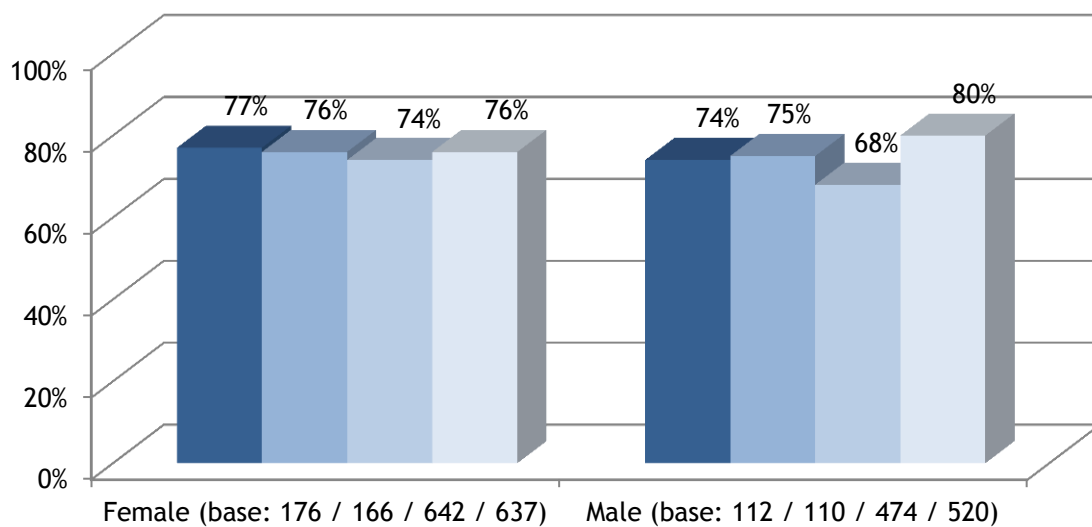
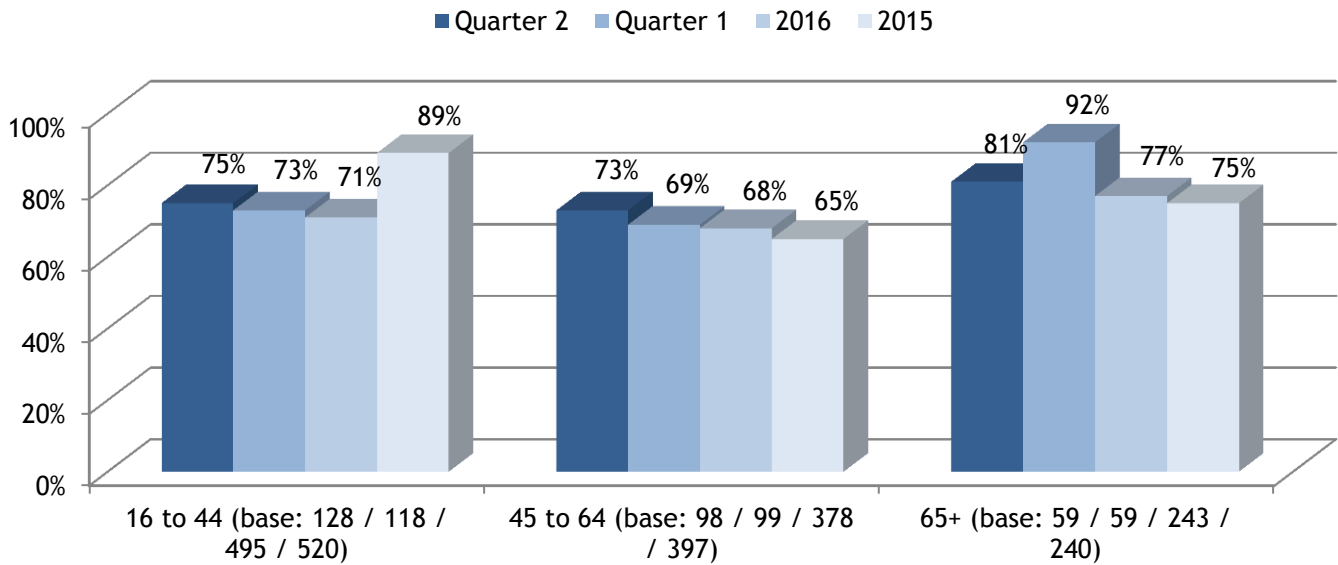


Figure 3.16: Age Band

I would speak highly of West Dunbartonshire Council



3.12 The overall level of agreement with this statement changed little between Quarter 1 and Quarter 2. Some modest variations by demographic criteria were apparent, however. Levels of agreement were somewhat lower this quarter in G82 and G83 and amongst 65+ year olds, but with this being made up for by increased levels of agreement elsewhere.

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 2 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?

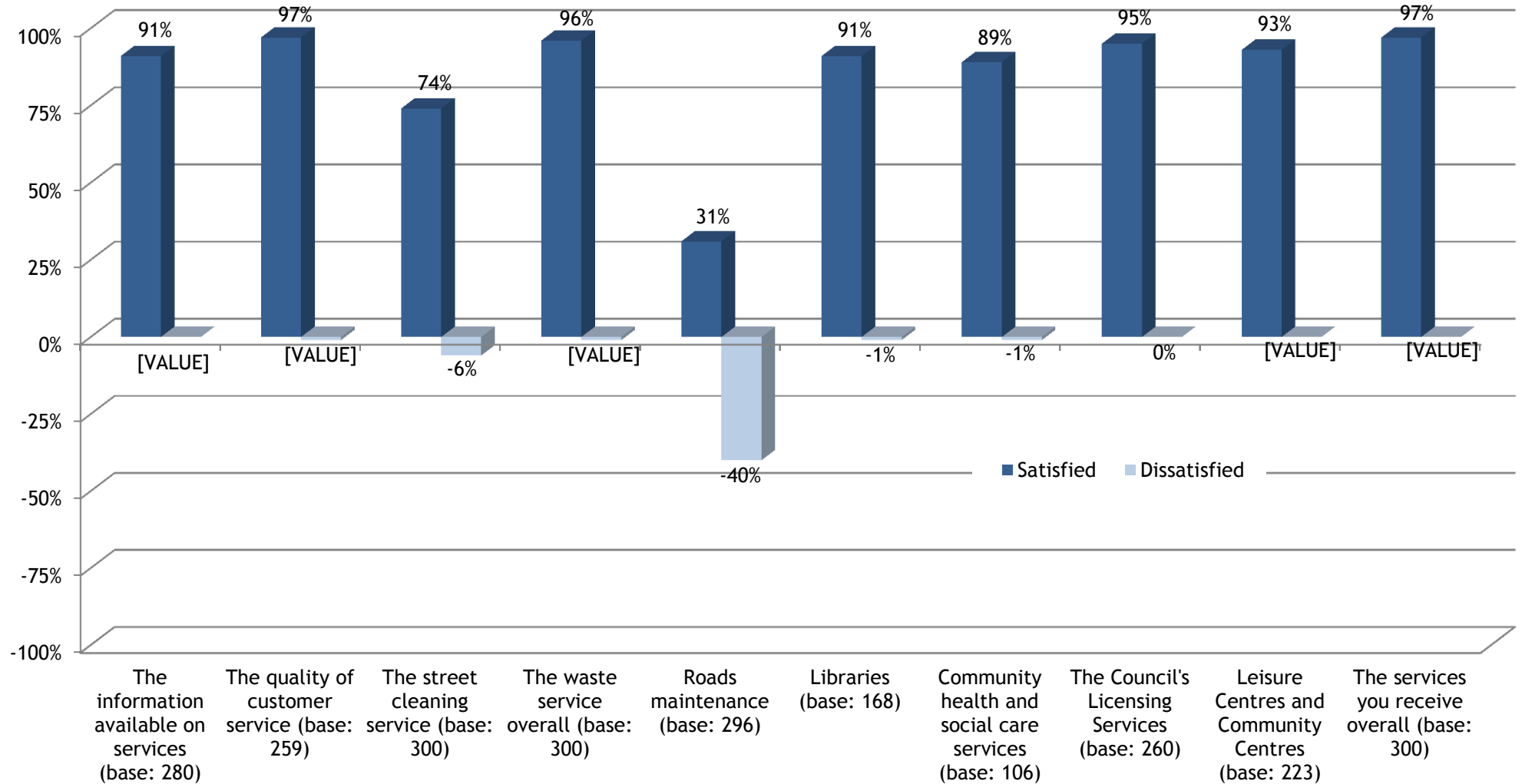


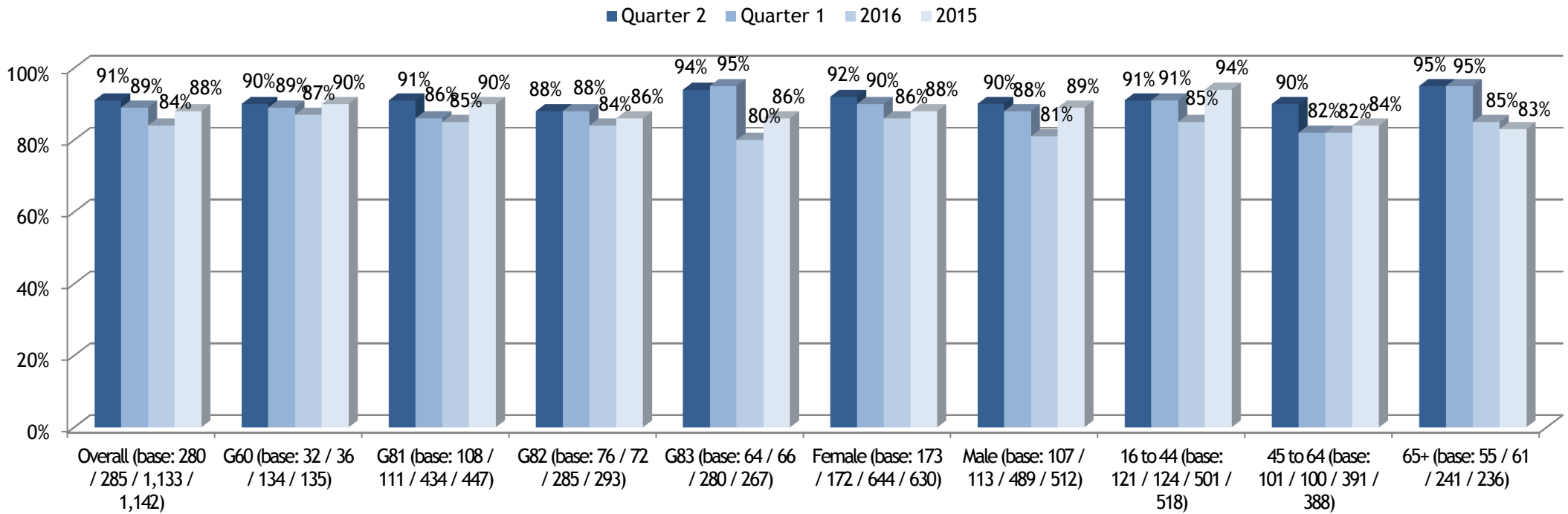
Table 4.1: Satisfaction with Council Services

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	91% (base: 280)	90% (base: 32)	91% (base: 108)	88% (base: 76)	94% (base: 64)	92% (base: 173)	90% (base: 107)	91% (base: 121)	90% (base: 101)	95% (base: 55)
The quality of customer service	97% (base: 259)	93% (base: 28)	98% (base: 101)	96% (base: 69)	100% (base: 61)	99% (base: 162)	95% (base: 97)	99% (base: 111)	97% (base: 90)	95% (base: 55)
The street cleaning service	74% (base: 300)	82% (base: 38)	78% (base: 116)	65% (base: 76)	74% (base: 70)	74% (base: 183)	75% (base: 117)	77% (base: 136)	70% (base: 103)	74% (base: 58)
The waste service overall	96% (base: 300)	97% (base: 38)	94% (base: 116)	97% (base: 76)	96% (base: 70)	94% (base: 183)	97% (base: 117)	95% (base: 136)	97% (base: 102)	96% (base: 59)
Roads maintenance	31% (base: 296)	38% (base: 37)	40% (base: 114)	23% (base: 75)	26% (base: 70)	32% (base: 180)	31% (base: 116)	28% (base: 133)	27% (base: 102)	47% (base: 58)
Libraries	91% (base: 168)	88% (base: 24)	93% (base: 69)	92% (base: 37)	90% (base: 38)	92% (base: 112)	90% (base: 56)	88% (base: 86)	89% (base: 48)	100% (base: 34)
Community health and social care services	89% (base: 106)	87% (base: 15)	94% (base: 51)	84% (base: 24)	82% (base: 16)	89% (base: 67)	87% (base: 39)	77% (base: 35)	92% (base: 35)	97% (base: 36)
The Council's Licensing Services	95% (base: 260)	100% (base: 32)	93% (base: 102)	95% (base: 70)	95% (base: 56)	97% (base: 160)	91% (base: 100)	89% (base: 118)	99% (base: 95)	98% (base: 44)
Leisure Centres and Community Centres delivered through West Dunbartonshire Leisure	93% (base: 223)	97% (base: 30)	94% (base: 97)	96% (base: 52)	84% (base: 44)	95% (base: 135)	90% (base: 88)	90% (base: 120)	97% (base: 68)	94% (base: 33)
The services you receive from West Dunbartonshire overall	97% (base: 300)	97% (base: 38)	98% (base: 115)	96% (base: 77)	100% (base: 70)	99% (base: 184)	95% (base: 116)	98% (base: 136)	97% (base: 102)	96% (base: 59)

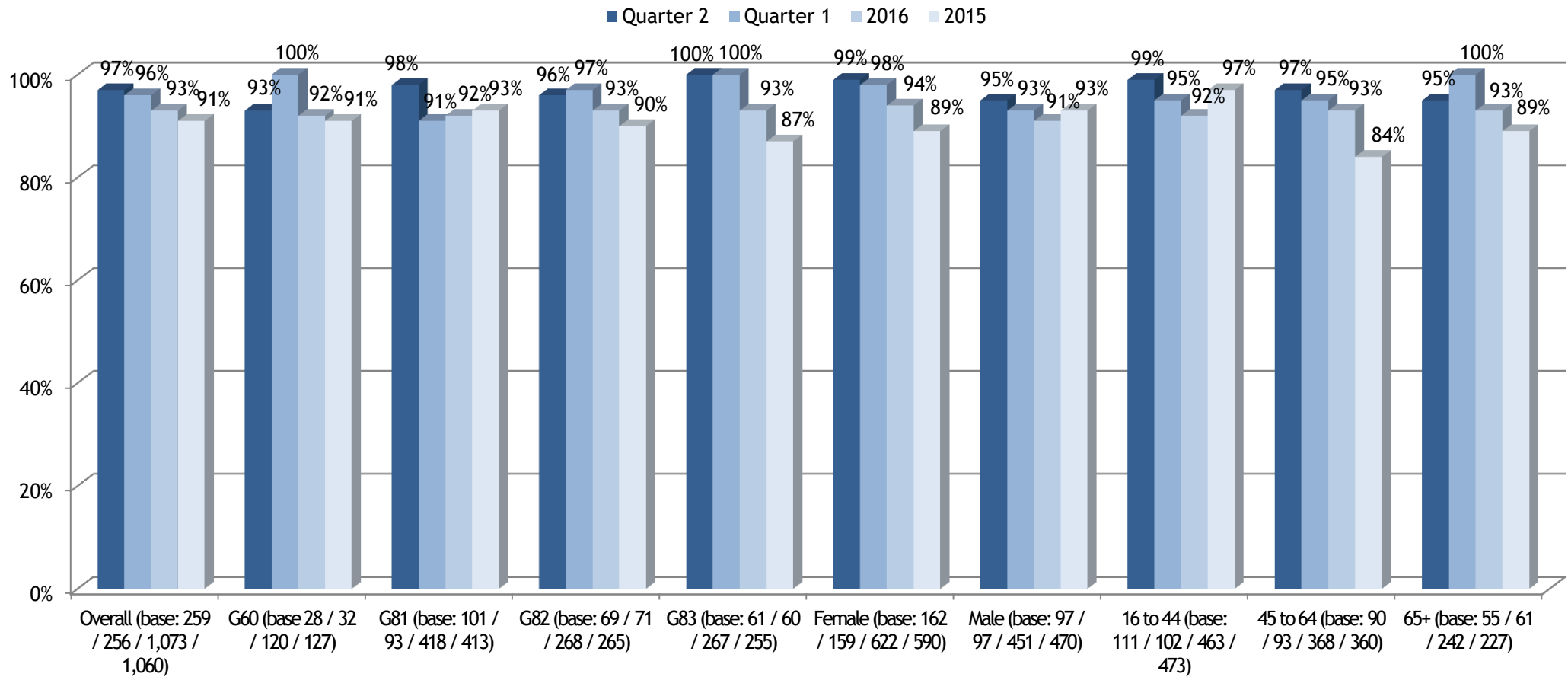
4.2 Graphical summaries of the levels of satisfaction for each of Quarter 2 2017, Quarter 1 2017, 2016 and 2015 are set out in Figures 4.2 to 4.14 below, with the results for each statement also being broken down by area, gender and age band.

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



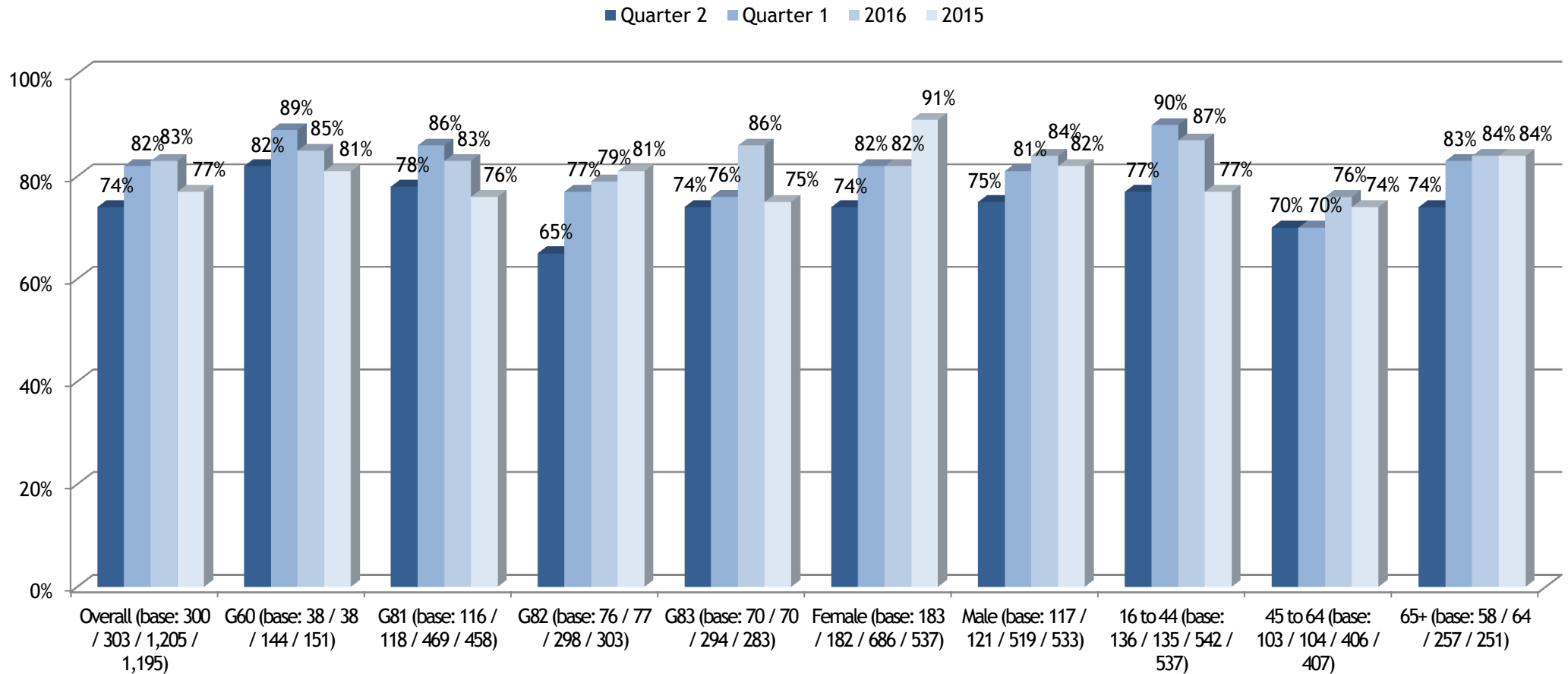
Overall, satisfaction with the information available from the Council on its services increased slightly between Quarter 1 and Quarter 2. The most significant increases were amongst respondents from G81 and amongst 45-64 year olds.

Figure 4.3: The Quality of Customer Service



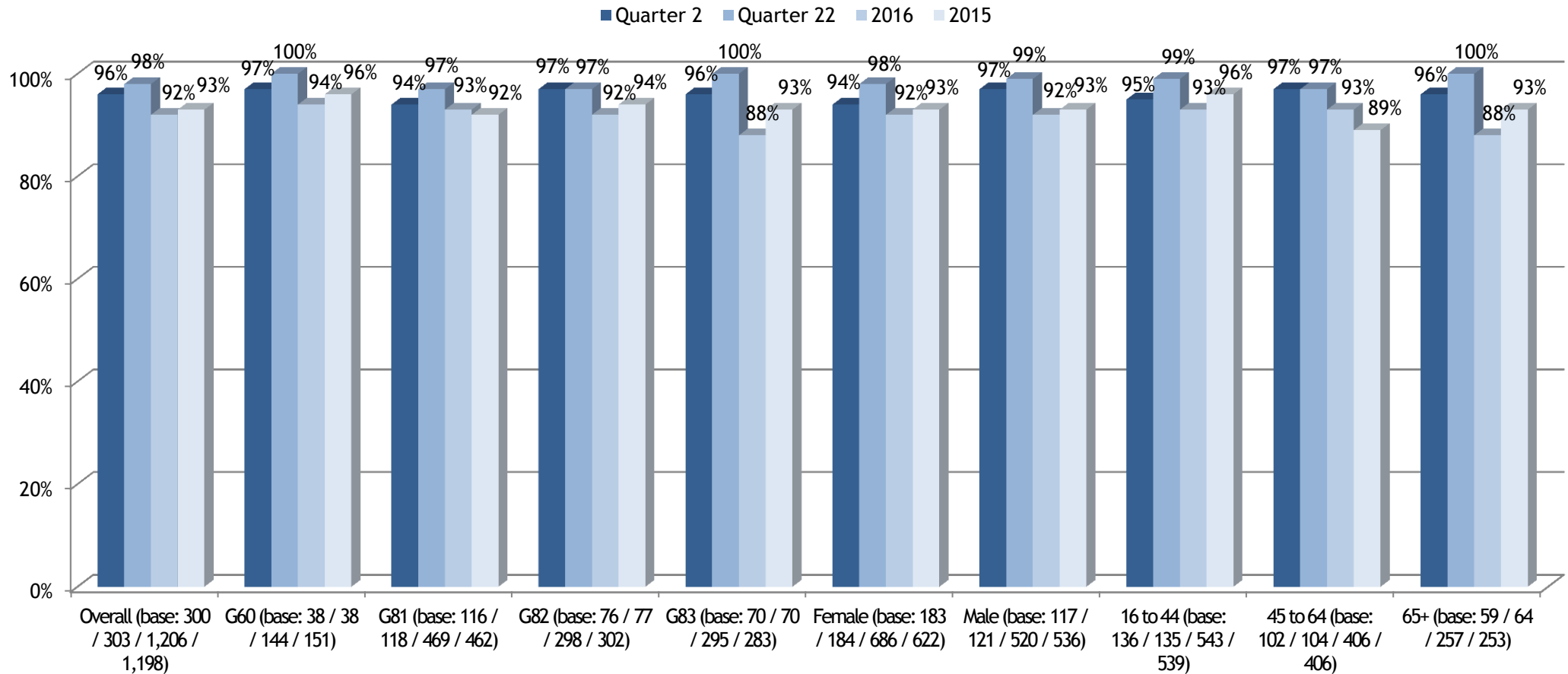
Satisfaction with the quality of customer service received when contacting the Council changed little between Quarter 1 and Quarter 2, remaining at a generally high level. Lower satisfaction amongst people in G60 and people aged 65+ was compensated for by increased levels of satisfaction amongst other groups.

Figure 4.4: The Street Cleaning Service



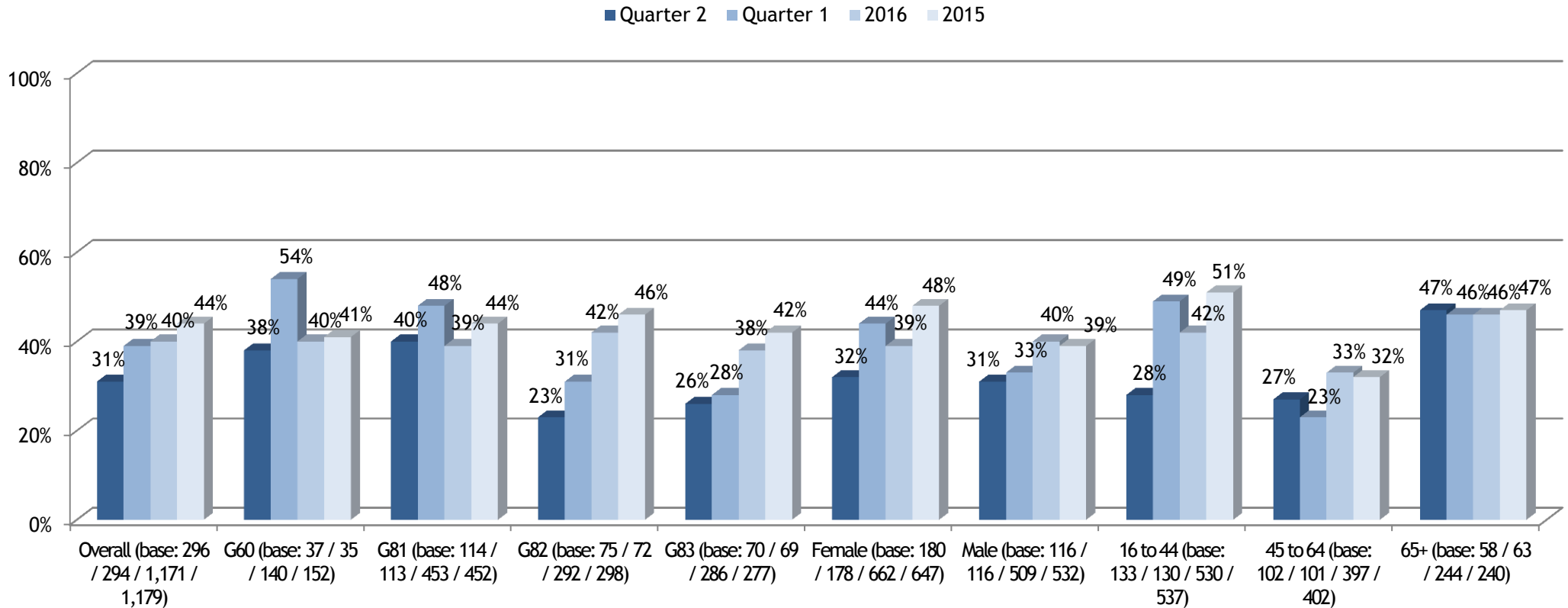
Levels of satisfaction with the street cleaning service reduced somewhat between Quarter 1 and Quarter 2. This reduction was most apparent amongst people in G82 but was also relatively significant amongst respondents from G60 and G81 the reduction in satisfaction was also particularly apparent amongst 16-44 year olds.

Figure 4.5: The Waste Service Overall



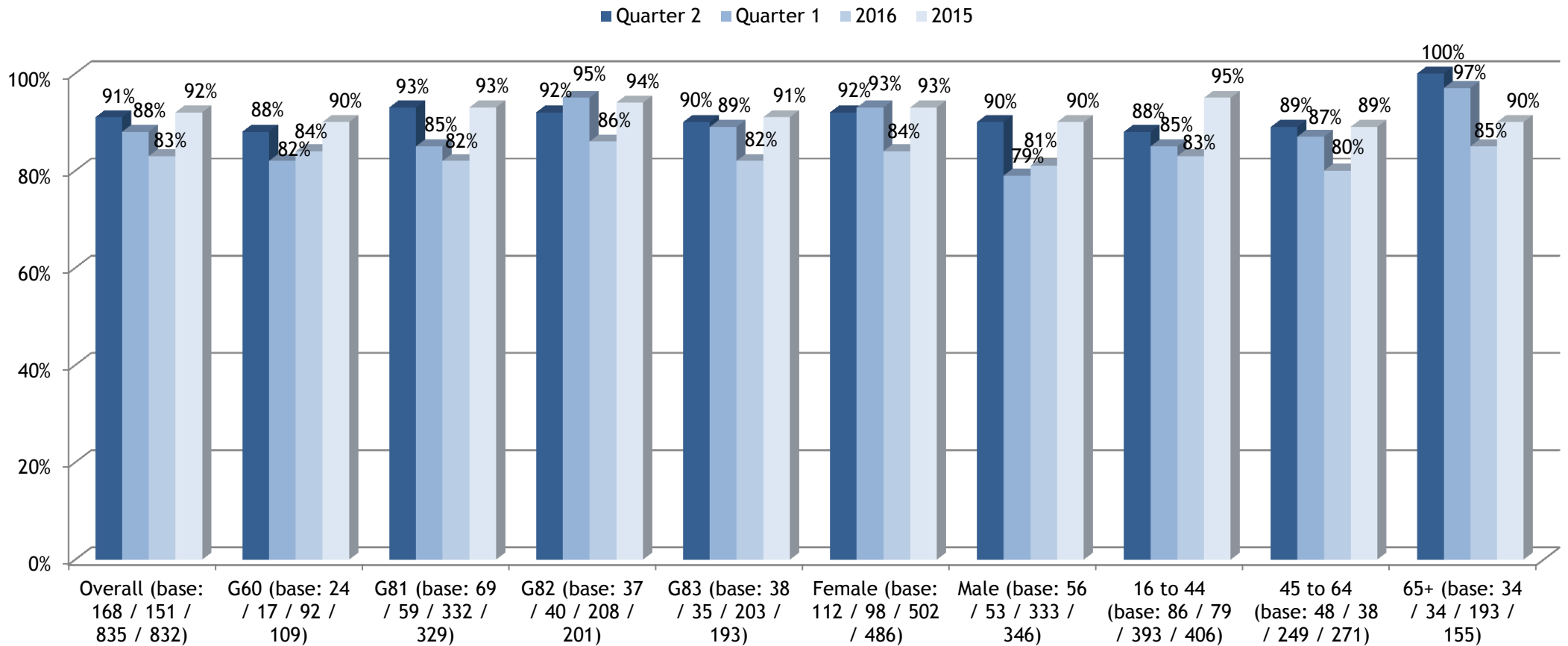
Satisfaction with the waste service fell very slightly between Quarter 1 and Quarter 2 but from a generally high base.

Figure 4.6: Roads Maintenance



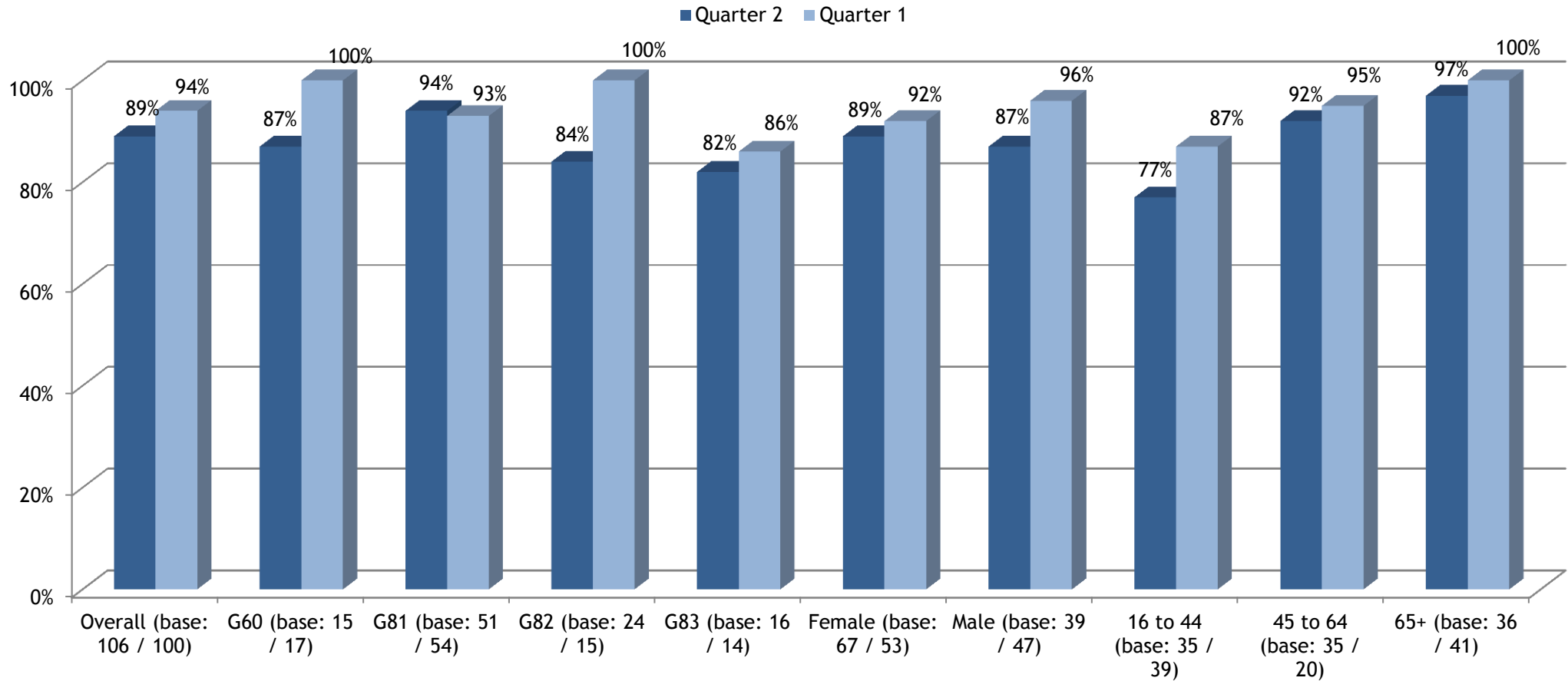
Satisfaction with road maintenance continues to be low in comparison to other services and reduced further between Quarter 1 and Quarter 2. This reduction in satisfaction was particularly evident in G60 although the lowest levels of satisfaction overall continue to be in G82. Satisfaction levels fell significantly between Quarter 1 and Quarter 2 amongst 16 to 44 year olds.

Figure 4.7: Libraries



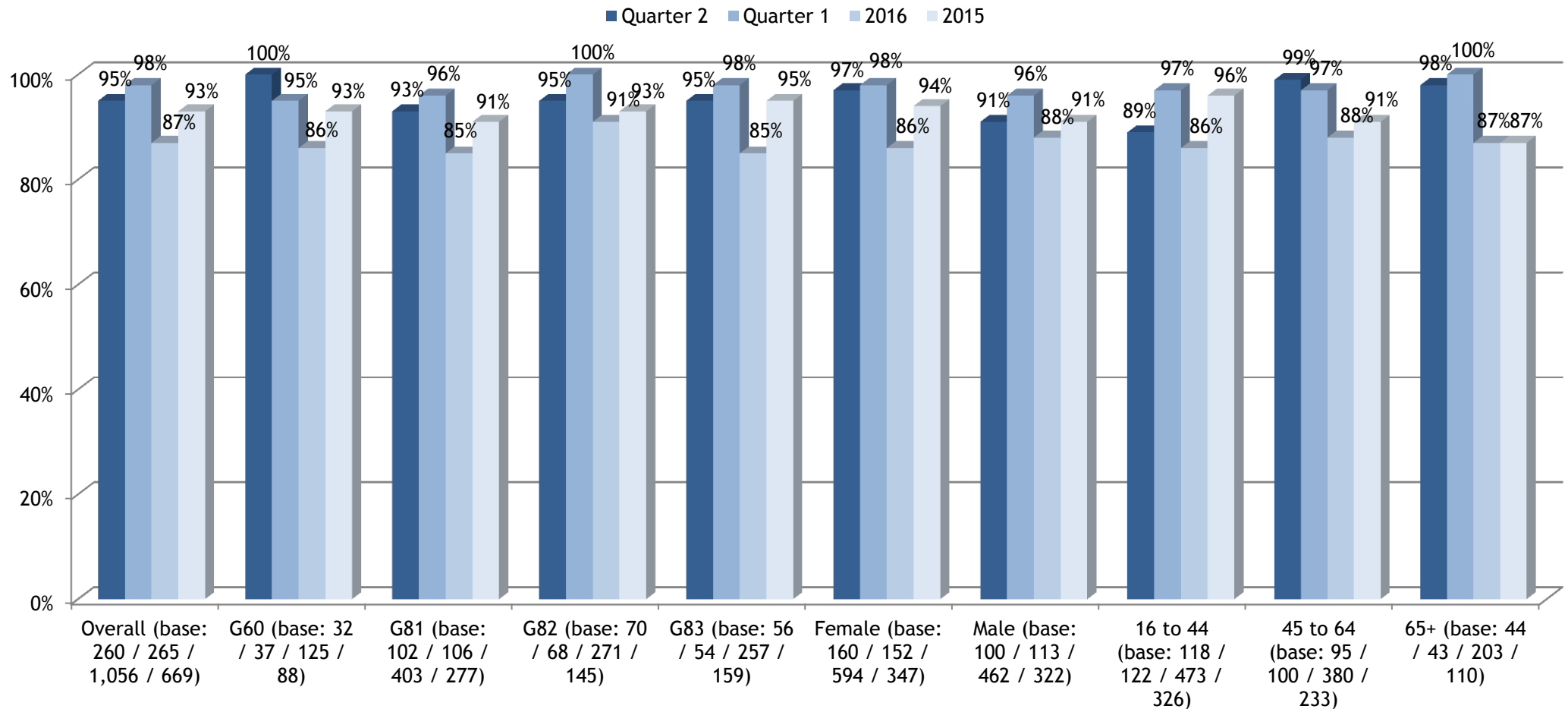
Satisfaction with libraries continued to increase between Quarter 1 and Quarter 2. Respondents from the G60 and G81 areas reported a higher level of satisfaction over this period.

Figure 4.8: Community Health and Social Care Services



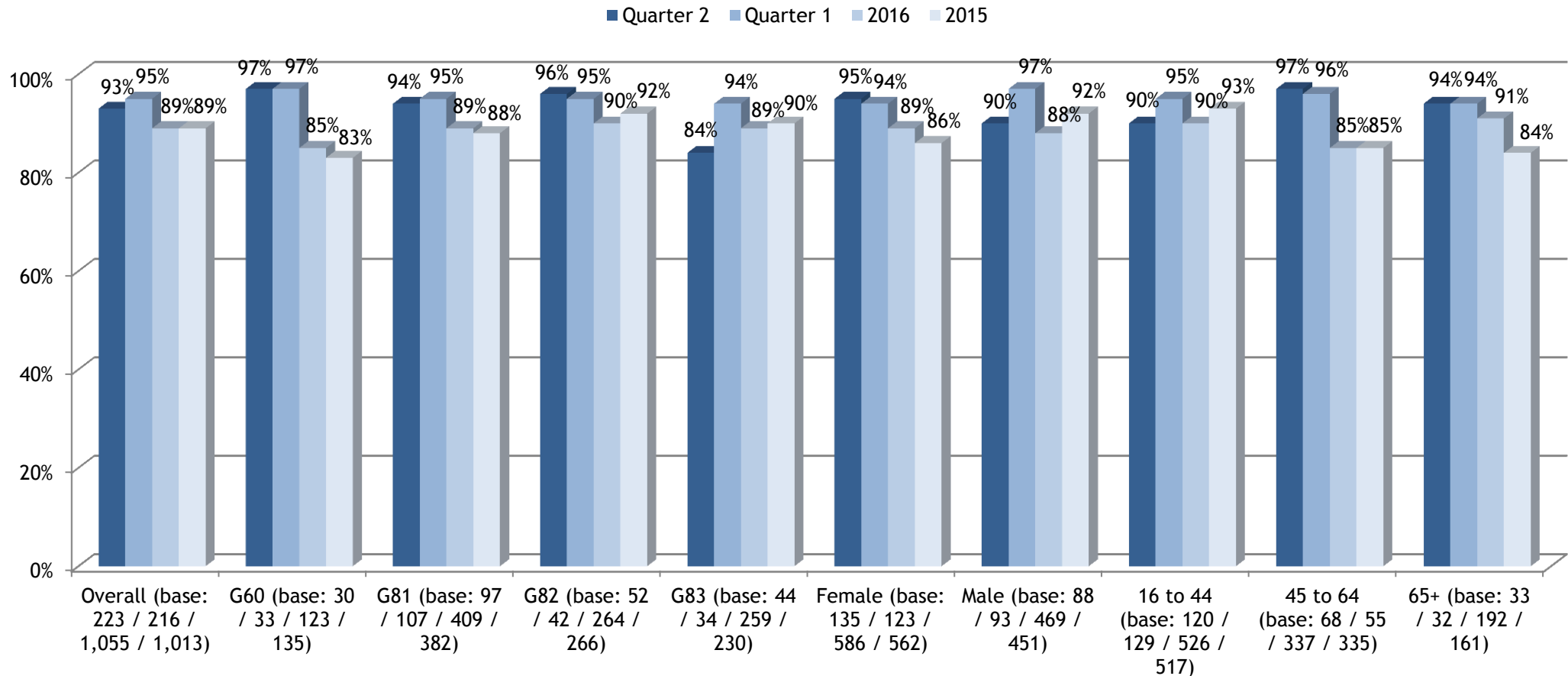
Satisfaction with community health and social care services reduced somewhat between Quarter 1 and Quarter 2, albeit from a relatively high base. Lower satisfaction was apparent amongst people from the G60 and G82 areas, and amongst 16 to 44 year olds, but the relatively low base number of respondents should be noted for this service, when results are broken down in this way.

Figure 4.9 The Council's Licensing Service



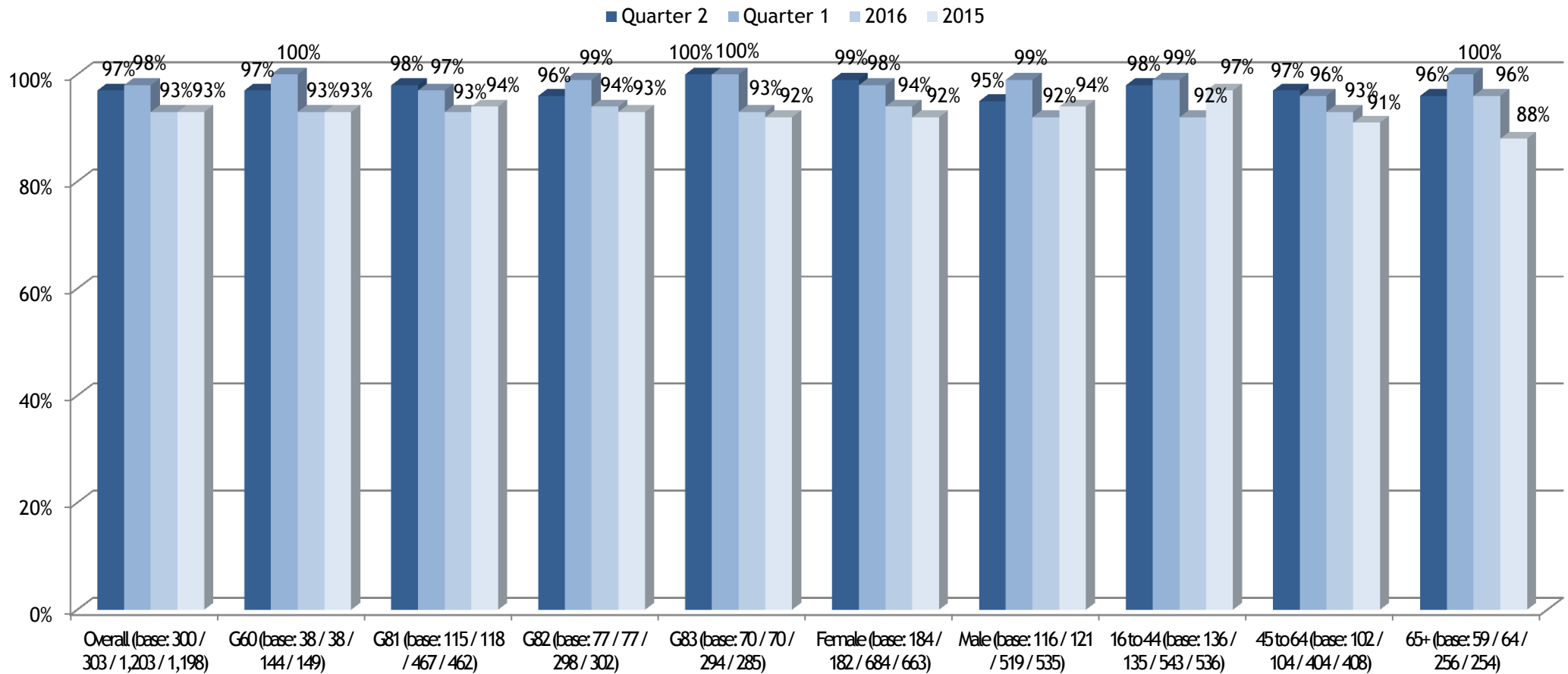
Satisfaction with the Council's licensing service reduced between Quarter 1 and Quarter 2 but from a very high base. An increase in satisfaction levels amongst people in G60 was compensated for by reduced satisfaction elsewhere.

Figure 4.10: Leisure Centres and Community Centres



Satisfaction with leisure centres and community centres reduced slightly between Quarter 1 and Quarter 2 but from a high base.

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 2 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 an increase between Quarter 1 and Quarter 2 in the proportion of respondents that indicated they had done so (from 32% to 44%).

Table 5.1: Have Ever Used the Council’s Website

Category of Respondent	Quarter 1	Quarter 2
G60 (bases: 38, 38)	45%	50%
G81 (bases: 118, 116)	36%	45%
G82 (bases: 77, 77)	26%	47%
G83 (bases: 70, 70)	24%	37%
Female (bases: 182, 184)	37%	52%
Male (bases: 121, 117)	24%	32%
16 to 44 (bases: 135, 136)	39%	51%
45 to 64 (bases: 104, 103)	37%	53%
65+ (bases: 64, 59)	8%	12%
Overall	32%	44%

Usage of the website continues to be 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 2, respondents were asked as to their level of satisfaction or dissatisfaction with the Council’s website. 100% of respondents (base: 94) expressed satisfaction including 65% 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	
	Q1	Q2	Q1	Q2	Q1	Q2
G60	8%	8%	5%	3%	3%	3%
G81	9%	6%	8%	5%	5%	3%
G82	1%	6%	13%	4%	4%	3%
G83	3%	9%	10%	7%	1%	3%
Female	5%	9%	11%	6%	5%	3%
Male	6%	4%	7%	3%	1%	2%
16 to 44	5%	7%	5%	6%	2%	3%
45 to 64	7%	6%	10%	4%	6%	3%
65+	5%	8%	17%	5%	3%	2%
Overall	6%	7%	9%	5%	4%	3%

The proportion of people that indicated that they had made contact with the Council Contact Centre reduced somewhat between Quarter 1 and Quarter 2.

- 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 2, as illustrated over the page.

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

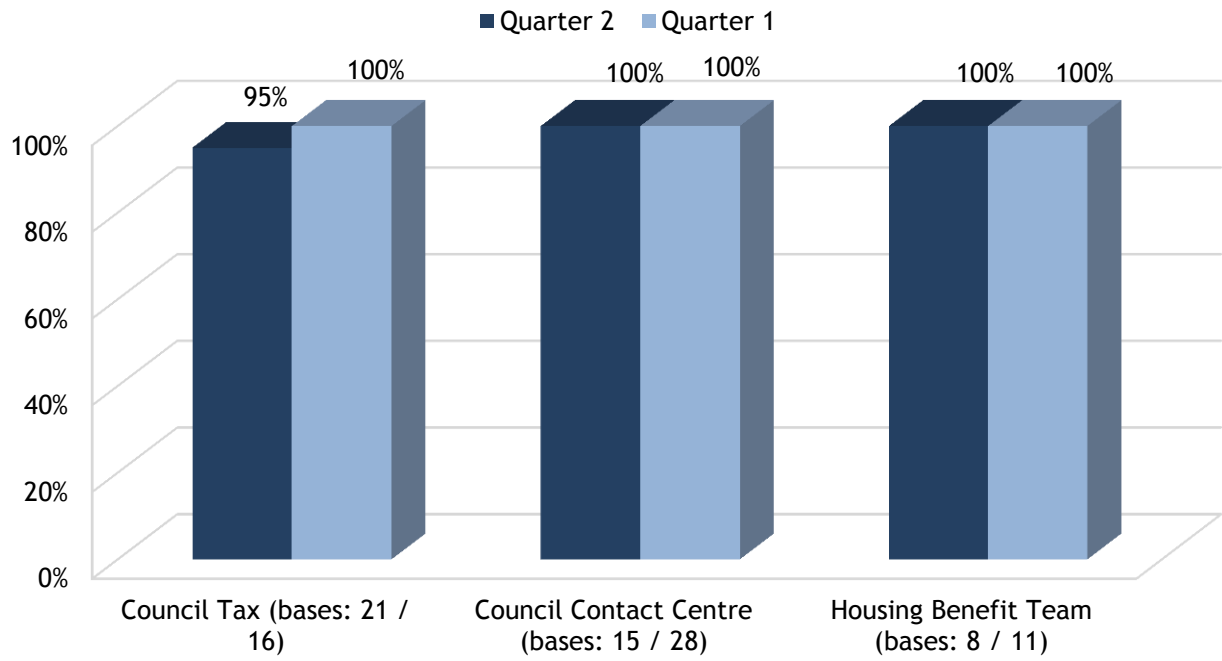


Figure 5.1: Satisfaction with Service Received

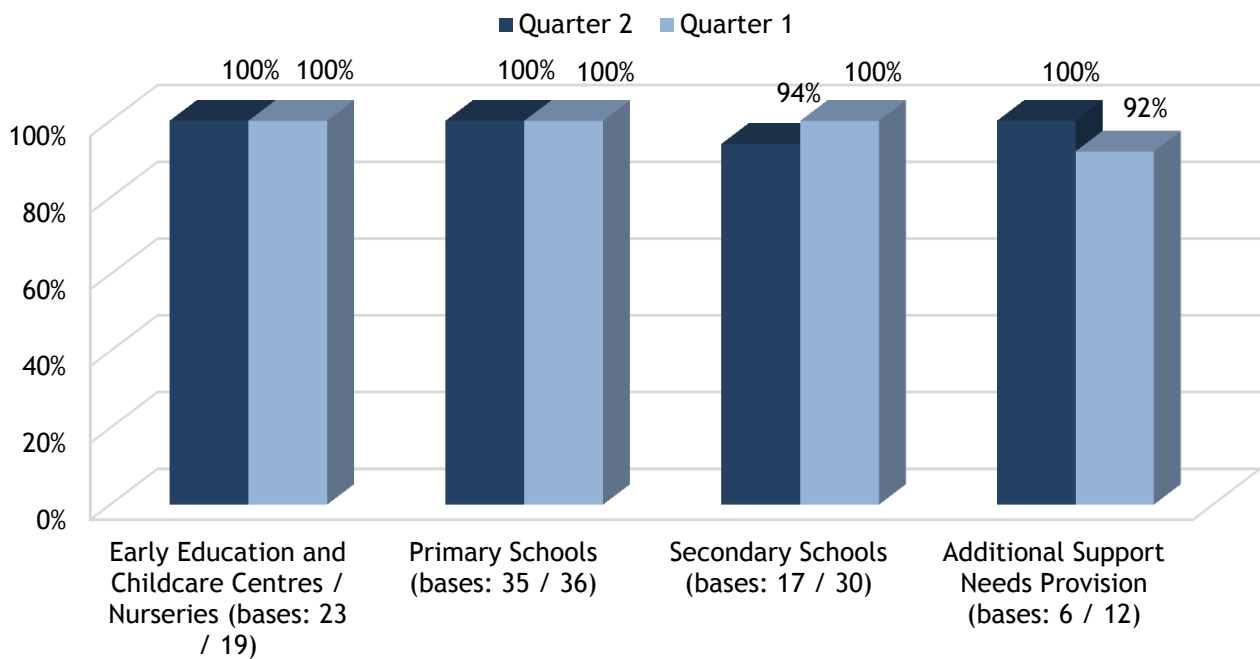
6.0 EDUCATION AND CARE SERVICES

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 2, the proportion of people saying they had experience of secondary schools was notably lower than in 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	
	Q1	Q2	Q1	Q2	Q1	Q2	Q1	Q2
G60	8%	13%	21%	18%	8%	6%	0%	3%
G81	5%	6%	17%	15%	9%	9%	2%	0%
G82	5%	10%	4%	10%	12%	5%	5%	4%
G83	10%	4%	7%	4%	10%	4%	9%	3%
Female	10%	11%	14%	17%	13%	6%	4%	2%
Male	2%	3%	8%	3%	6%	5%	3%	2%
16 to 44	13%	16%	18%	19%	7%	4%	0%	0%
45 to 64	2%	0%	12%	9%	19%	12%	5%	1%
65+	0%	2%	0%	0%	0%	0%	11%	8%
Overall	7%	8%	12%	12%	10%	6%	4%	2%

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.

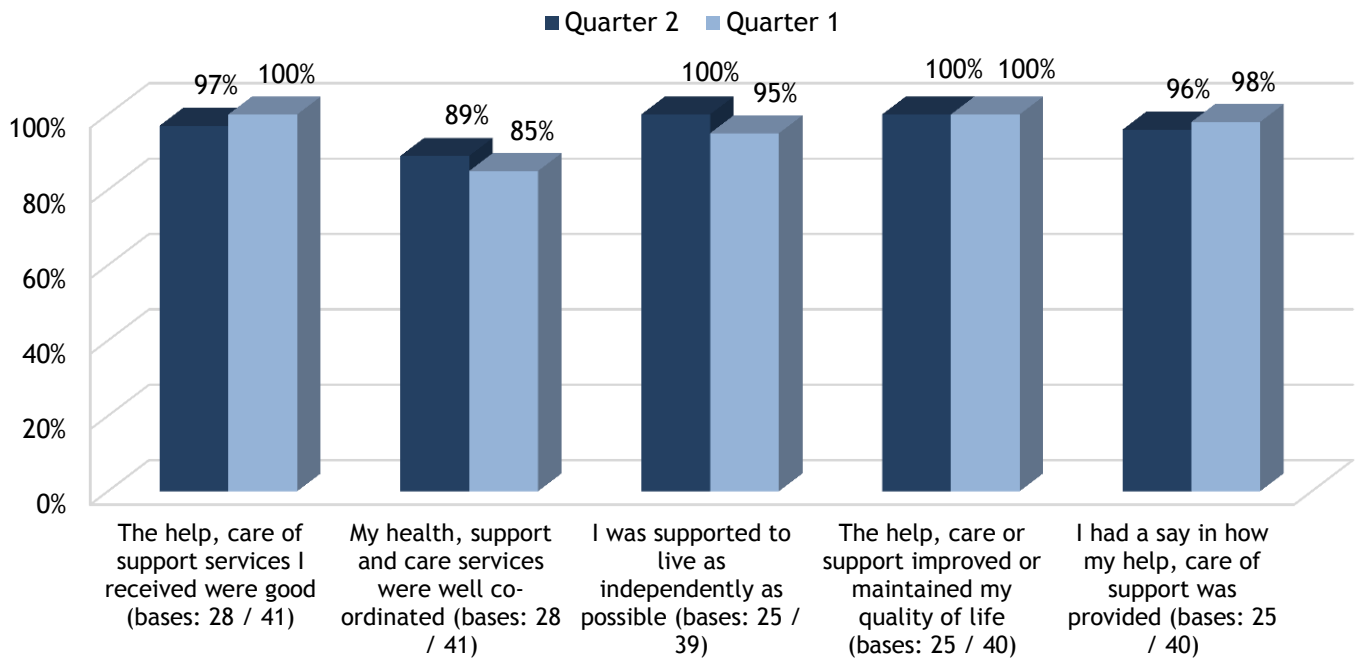
Figure 6.1: Satisfaction with Service Received

6.3 In Quarter 2, 9% of respondents had used social care or community-based healthcare support in the community in the last 12 months; the figure in Quarter 1 was 15%.

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

Category of Respondent	Quarter 1	Quarter 2
G60 (bases: 38, 387)	13%	3%
G81 (bases: 118, 145)	15%	10%
G82 (bases: 77, 77)	13%	10%
G83 (bases: 70, 70)	16%	10%
Female (bases: 182, 183)	18%	11%
Male (bases: 121, 117)	10%	7%
16 to 44 (bases: 135, 136)	1%	1%
45 to 64 (bases: 104, 103)	10%	3%
65+ (bases: 64, 58)	50%	40%
Overall (bases: 303, 300)	15%	9%

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, albeit the slightly lower base number of respondents in Quarter 2 should be noted.