



## Reputation Tracker Survey

### Annual Report

April 2023 to March 2024



MediaCorp House  
2 Caird Park  
Hamilton  
ML3 0EU

01698 532021  
e.graham@ibp.eu.com  
www.ibp.eu.com

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## 1.0 SURVEY OVERVIEW

1.1 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 900.

## 2.0 OVERALL PERCEPTION OF COUNCIL AND SATISFACTION WITH SERVICES

2.1 The following seven general statements measure the **Perception of the Council** and ask residents level of agreement with each. The results are shown below. The trend is shown against the previous year, where possible.

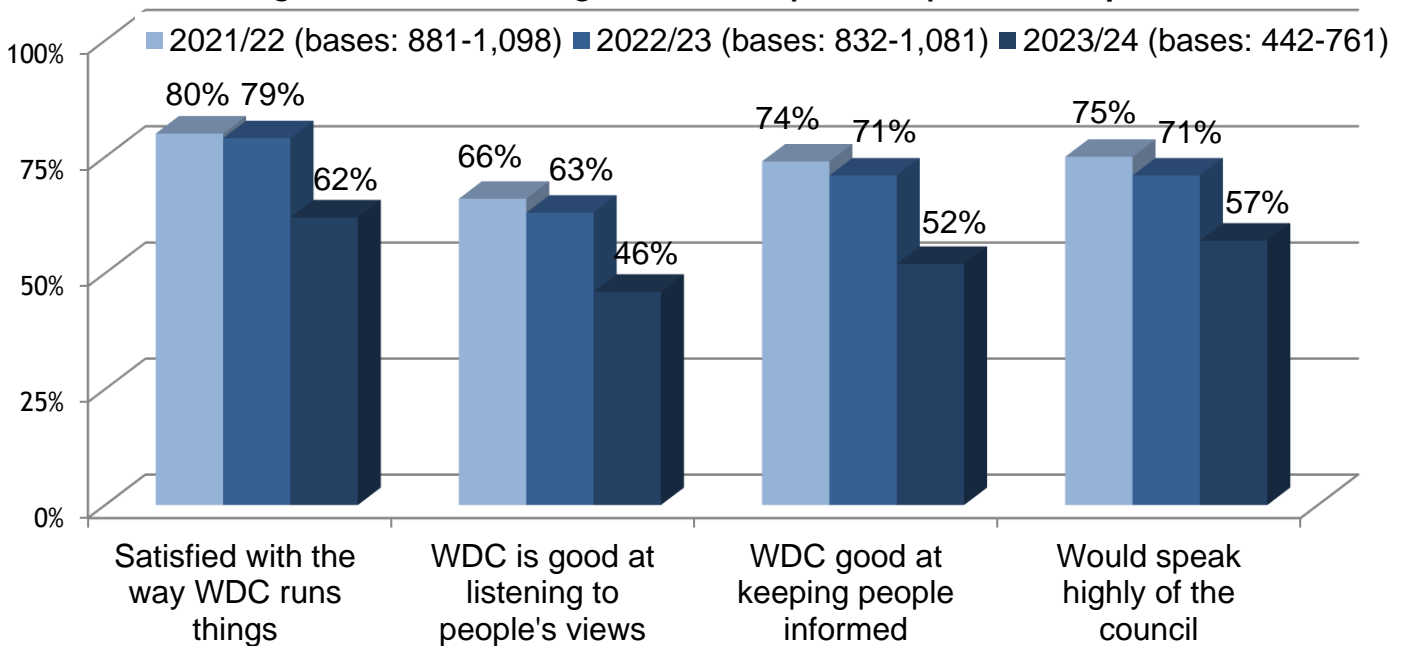
### Agreement with Statements about Council

23/24	% change	Statements
63%	-	West Dunbartonshire Council is good at keeping people informed of important information (base: 654)
46%	-17%	West Dunbartonshire Council is good at listening to local people's views before it takes decisions (base: 493)
52%	-	West Dunbartonshire Council is good at letting local people know how well it is performing (base: 505)
52%	-19%	West Dunbartonshire Council communicates well with its residents (base: 442)
62%	-17%	I am satisfied with the way West Dunbartonshire Council runs things (base: 761)
55%	-	West Dunbartonshire Council does the best it can with the money available (base: 630)
57%	-14%	I would speak highly of West Dunbartonshire Council (base: 586)

Based on 900 telephone interviews representative of West Dunbartonshire by location and age





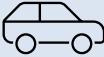
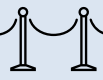




2.2 Figure 1 illustrates levels of agreement with the previous 2 years.

**Figure 1: % levels of agreement compared to previous 2 quarters**



2.3 Respondents are then asked to express their degree of satisfaction or dissatisfaction with a range of Council services and aspects of service delivery.

### Satisfaction with the Council's Services

Service	23/24	% change	Service	23/24	% change
 Street cleaning (base: 877)	72%	0%	 Libraries (base: 348)	91%	-3%
 Waste service overall (base: 889)	82%	0%	 Council Website (base: 446)	90%	+5%
 Roads maintenance (base: 867)	22%	-7%	 Museums and Galleries (base: 147)	89%	-2%
 Grounds Maintenance and grass cutting (base: 812)	60%	-16%	 Leisure and sports centres (base: 505)	77%	-6%
 Parks and open spaces (base: 806)	77%	-7%	 Services overall (base: 812)	78%	-8%

Based on 900 telephone interviews representative of West Dunbartonshire by location and age

### 3.0 CITIZEN, CULTURE AND FACILITIES

3.1 Figure 2 details Citizen, Culture and Facilities services for April 2023 to March 2024 and compares this to April 2022 to March 2023, where possible.

**Figure 2: % satisfaction levels compared to previous year**

<b>Citizen, Culture and Facilities</b>	<b>2022-2023</b>	<b>2023-2024</b>	<b>% Change</b>
<b>Libraries</b> (2022-2023 base: 389, 2023-2024 base: 348)	94%	91%	-3%
<b>Contact Centre</b> (2022-2023 base: 395, 2023-2024 base: 262)	66%	66%	0%
<b>Museums and Galleries</b> (2022-2023 base: 142, 2023-2024 base: 147)	91%	89%	-2%
<b>Council Website: Finding Information</b> (2023-2024 base: 456)	-	88%	-
<b>Council Website: Ease of Use</b> (2023-2024 base: 451)	-	89%	-
<b>Council Website: Completing Transactions</b> (2023-2024 base: 303)	-	91%	-
<b>Council Website Overall</b> (2022-2023 base: 690, 2023-2024 base: 446)	85%	90%	+5%

#### EASE OF CONTACTING COUNCIL

3.2 More detailed questions were asked in relation to ease of making contact with the council. The proportion of respondents finding it very or quite easy to contact the Council by the method they used is detailed in Figure 3.

**Figure 3: % finding it easy to make contact**

<b>Ease of Making Contact</b>	<b>2022-2023</b>	<b>2023-2024</b>	<b>% Change</b>
<b>Telephoning Citizen Contact Centre</b> (2023-2024 base: 259)	-	61%	-
<b>Telephoning Specific Council Department</b> (2023-2024 base: 136)	-	85%	-
<b>Through Council's website</b> (2023-2024 base: 199)	-	82%	-
<b>Visiting One of Main Offices</b> (2023-2024 base: 8)	-	88%	-

## INTERNET USE

- 3.3 Figure 4 details the proportion of respondents that use the internet, that are confident using the internet and have ever used the Council website.

**Figure 4: % internet use compared to previous year**

Internet Use	2022-2023	2023-2024	% Change
<b>Use the internet</b> (2023-2024 base: 900)	-	86%	-
<b>Confident using the internet</b> (2023-2024 base: 772)	-	90%	-
<b>Ever used Council website</b> (2022-2023 base: 1,076, 2023-2024 base: 776)	64%	60%	-4%

## 4.0 ROADS AND NEIGHBOURHOOD

- 4.1 Figure 5 details Roads and Neighbourhood services for April 2023 to March 2024 and compares this to April 2022 to March 2023, where possible.

**Figure 5: % satisfaction levels compared to previous year**

Roads and Neighbourhood	2022-2023	2023-2024	% Change
<b>Street cleaning</b> (2022-2023 base: 1,444, 2023-2024 base: 877)	72%	72%	0%
<b>Waste services</b> (2022-2023 base: 1,183, 2023-2024 base: 889)	82%	82%	0%
<b>Roads Maintenance</b> (2022-2023 base: 1,148, 2023-2024 base: 867)	29%	22%	-7%
<b>Grounds maintenance and grass cutting</b> (2022-2023 base: 1,097, 2023-2024 base: 812)	76%	60%	-16%
<b>Parks &amp; open spaces</b> (2022-2023 base: 1,030, 2023-2024 base: 806)	84%	77%	-7%

## 5.0 LOCAL AREA AND COMMUNITIES

- 5.1 Figure 6 details positive ratings for aspects of the Local Area and Community for April 2023 to March 2024 and compares this to April 2022 to March 2023, where possible.

**Figure 6: % ratings compared to previous year**

Local Area and Community	2022-2023	2023-2024	% Change
<b>Feeling of safety</b> (2023-2024 base: 889)		86%	-
<b>Attractiveness of local environment</b> (2023-2024 base: 868)		68%	-
<b>Strength of economy and job opportunities</b> (2023-2024 base: 523)		29%	-
<b>Neighbourhood as a place to live</b> (2022-2023 base: 1,190, 2023-2024 base: 883)	92%	89%	-2%

## 6.0 EDUCATION

6.1 Figure 7 details education services for April 2023 to March 2024 and compares this to April 2022 to March 2023.

**Figure 7: % satisfaction levels compared to previous year**

Education Services	2022-2023	2023-2024	% Change
<b>Early Education and Childcare Centres / Nurseries</b> (2022-2023 base: 145, 2023-2024 base: 83)	95%	95%	0%
<b>Primary Schools</b> (2022-2023 base: 304, 2023-2024 base: 183)	89%	89%	0%
<b>Secondary Schools</b> (2022-2023 base: 233, 2023-2024 base: 162)	82%	75%	-7%
<b>Additional Support Needs Provision</b> (2022-2023 base: 68, 2023-2024 base: 43)	58%	46%	-12%

## 7.0 LICENSING

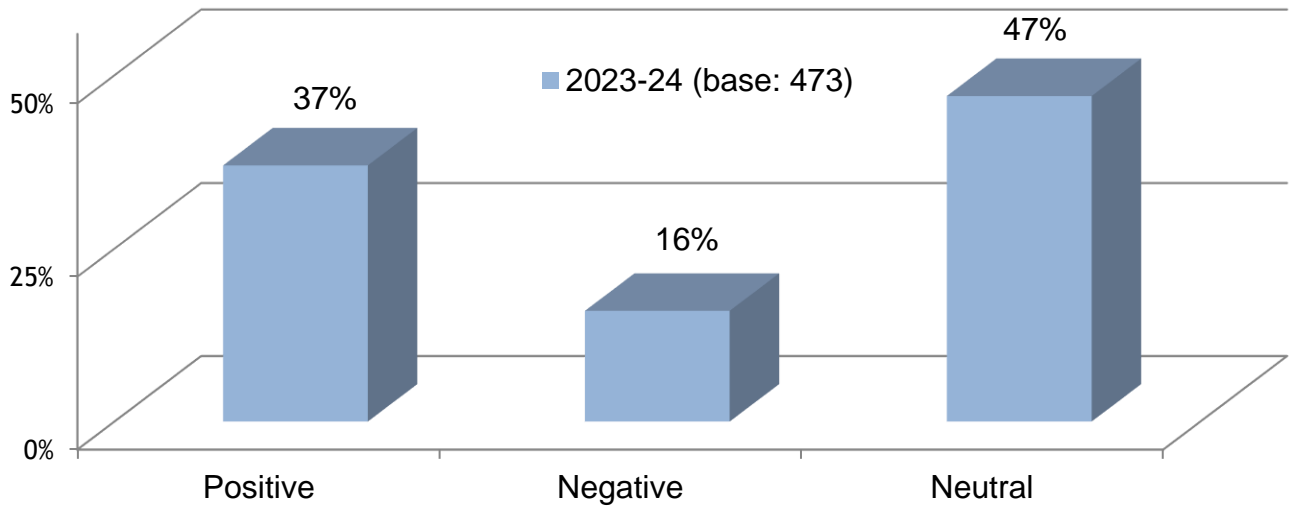
7.1 Respondents were asked to comment on aspects of Licensing for the sale of alcohol. Figure 8 details the proportion that think there are too many premises selling alcohol.

**Figure 8: Premises selling alcohol**

Licensing	2022-2023	2023-2024	% Change
<b>Off-license Premises</b> (2023-2024 base: 567)	-	16%	-
<b>On-license Premises</b> (2023-2024 base: 570)	-	7%	-

7.2 Figure 9 illustrates the perceived impact that licensed premises have on the local area.

**Figure 9: Impact of Licensed Premises on the Local Area**



7.3 The distance respondents usually travel to purchase alcohol is illustrated in Figure 10.

**Figure 10: Distance usually travelled to purchase alcohol**

