



Reputation Tracker Survey

Annual Report 19/20

April 2019 to March 2020



MediaCorp House
2 Caird Park
Hamilton
ML3 0EU

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

Contents

	Page
1.0 Survey Overview	1
2.0 Overall Perception of Council Satisfaction with Services	2
3.0 Satisfaction with Services and Service Delivery	3

1.0 SURVEY OVERVIEW

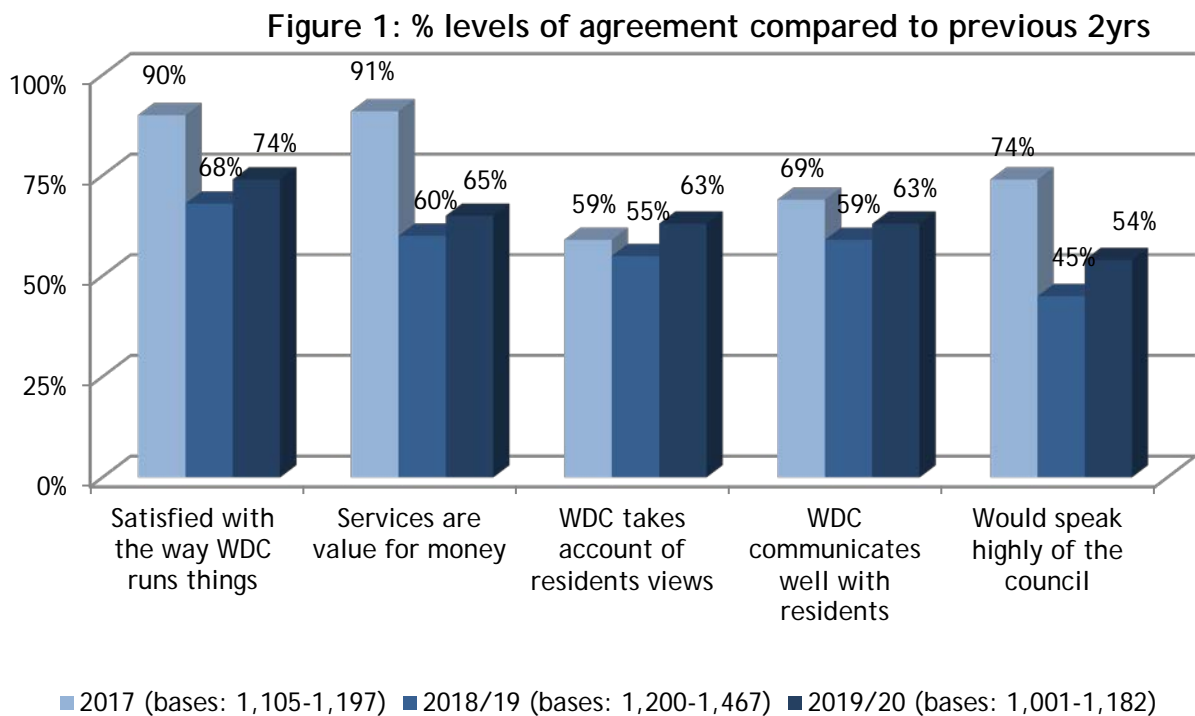
- 1.1 The monthly telephone survey commenced in 2013, with 100 residents per month asked to give their views on a range of statements about council services. Respondents were asked to say whether they agreed or disagreed with various statements relating to West Dunbartonshire Council. It should be noted that 'Don't Know' responses have been removed and so the base for each individual question is lower than the overall sample size of 1,200.
- 1.2 The first five questions are key satisfaction questions and are replicated consistently year on year. The five general statements measure the *Perception of the Council* and ask residents to express satisfaction, or otherwise. These results are shown in section two below.
- 1.3 Additionally, respondents are asked to express their degree of satisfaction or dissatisfaction with a range of Council services and aspects of service delivery. The results for these areas are shown in section three below and arranged by service areas.

2.0 OVERALL PERCEPTION OF COUNCIL

2.1 The results are shown below. The trend is shown against the previous annual figure (Jan 2018 to Mar 2019)¹.

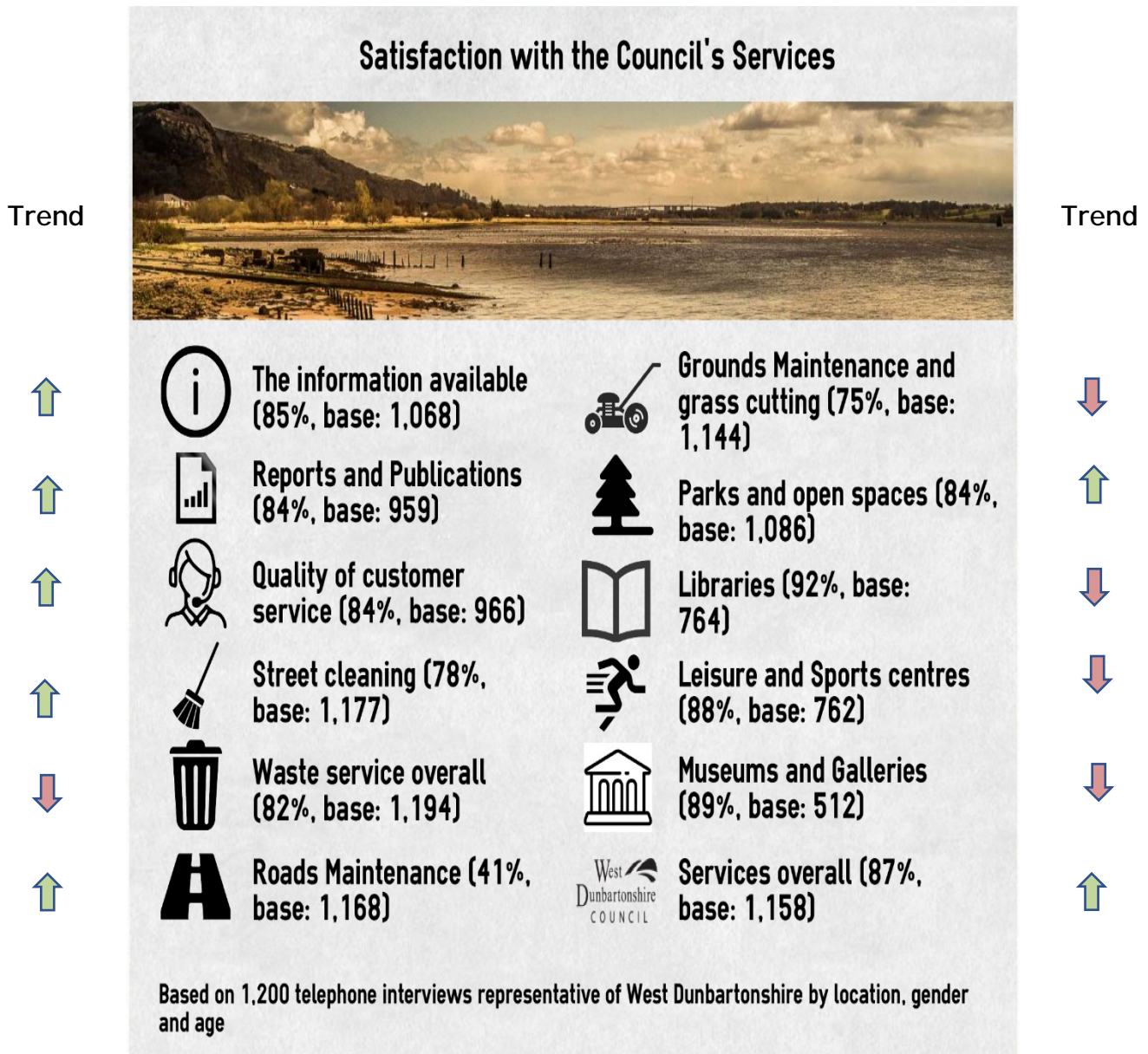


2.2. Figure 1 shows levels of agreement with statements for April 2019 to March 2020 and compares this to January 2018 to March 2019 and January to December 2017



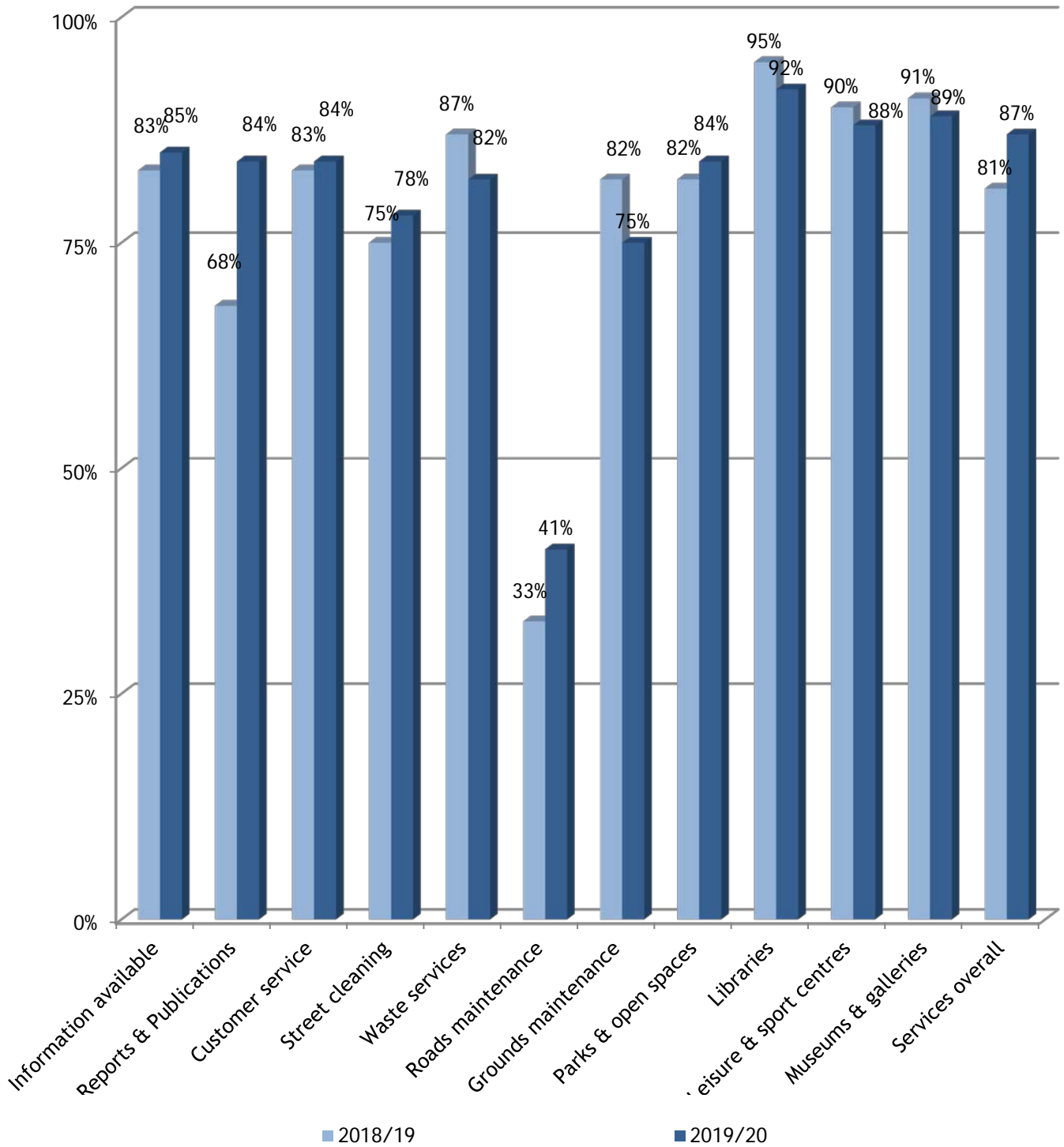
SATISFACTION WITH SERVICES AND SERVICE DELIVERY

3.1 The information shown in the illustration below details the overall satisfaction level for each service and service delivery area from the survey, with the base included for illustrative purposes. The trend is against 2018/19 results.



3.2 The information shown below details the overall satisfaction level for each service and service delivery area from the survey compared to Jan 2018-March 2019.

% levels of agreement compared to previous yr



COMMUNICATION, CULTURE AND COMMUNITIES

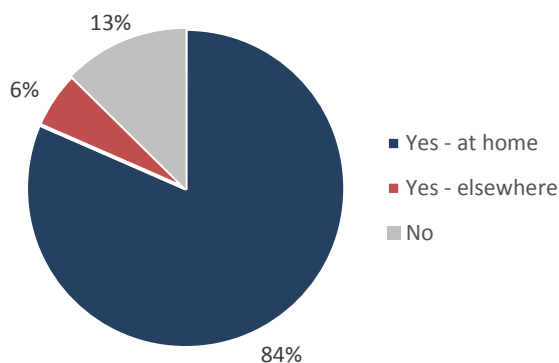
3.3 The table below details performance of communication, culture, communities & facilities services for April 2019 to March 2020 and compares this to January 2018 to March 2019.

% satisfaction levels compared to previous year

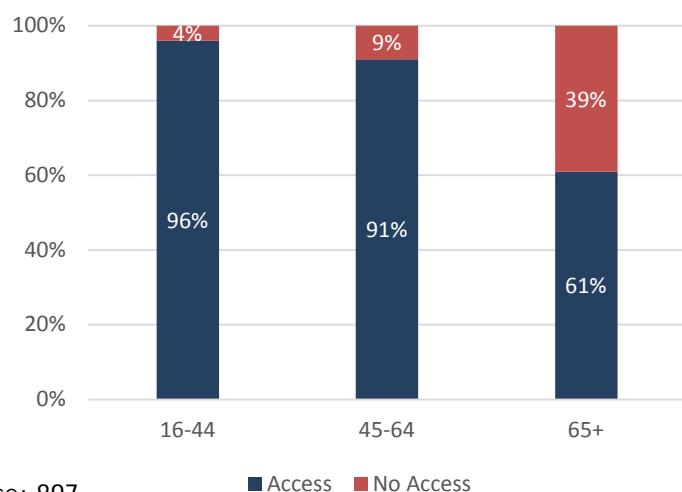
Communication, Culture and Community Services	Satisfaction		
	2018/19	2019/20	% Change
Information available on services (2018/19 base: 1,387, 2019/20 base: 1,068)	83%	85%	+2%
Libraries (2018/19 base: 704, 2019/20 base: 764)	95%	92%	-3%
Quality of customer service (2018/19 base: 1,158, 2019/20 base: 966)	83%	84%	+1%
Contact centre (2018/19 base: 104, 2019/20 base: 201)	84%	85%	+1%
Council Website (2018/19 base: 431, 2019/20 base: 566)	90%	90%	-
Reports & Publications (2018/19 base: 373, 2019/20 base: 959)	68%	84%	+16%

3.4 More detailed questions were asked in relation to **Accessibility of the internet**, with 87% of respondents confirming they have access to the internet. The lowest levels of internet access are in the over 65 age band with only 61% of over 65 respondents having internet access.

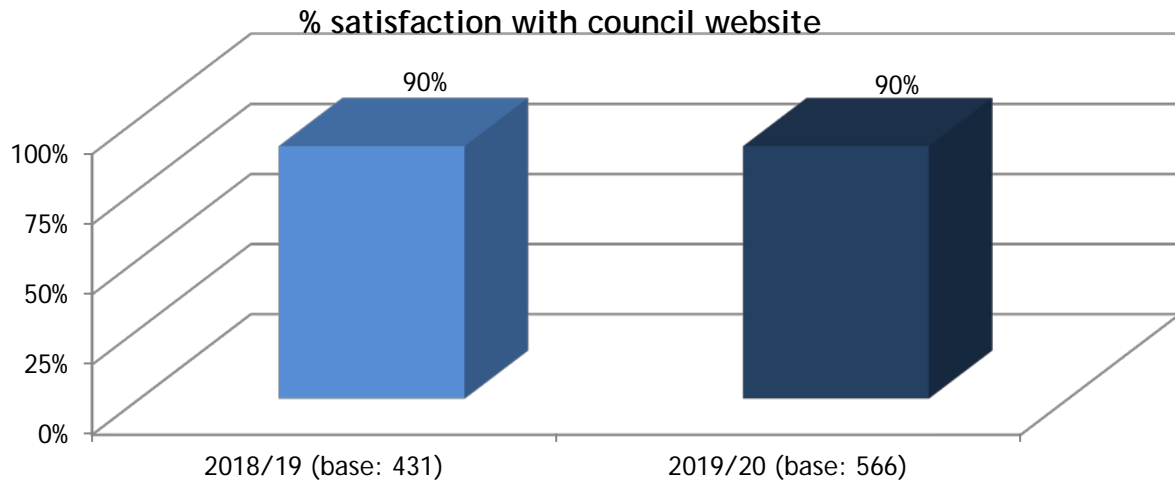
% internet access



Internet access by age band



3.5 The spotlight on **usage of the council’s website** shows 54% of residents have used the website, of those, 90% were satisfied with the website. This is the same as the previous year.



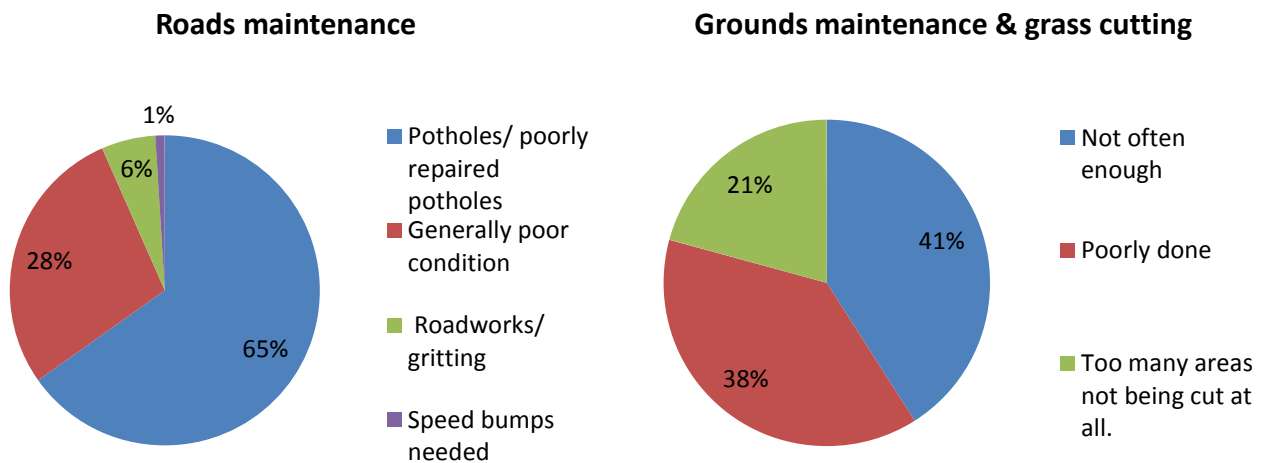
ENVIRONMENT AND NEIGHBOURHOOD

3.6 The table below details environment and neighbourhood services for April 2019 to March 2020 and compares this to January 2018 to March 2019.

% satisfaction levels compared to previous year

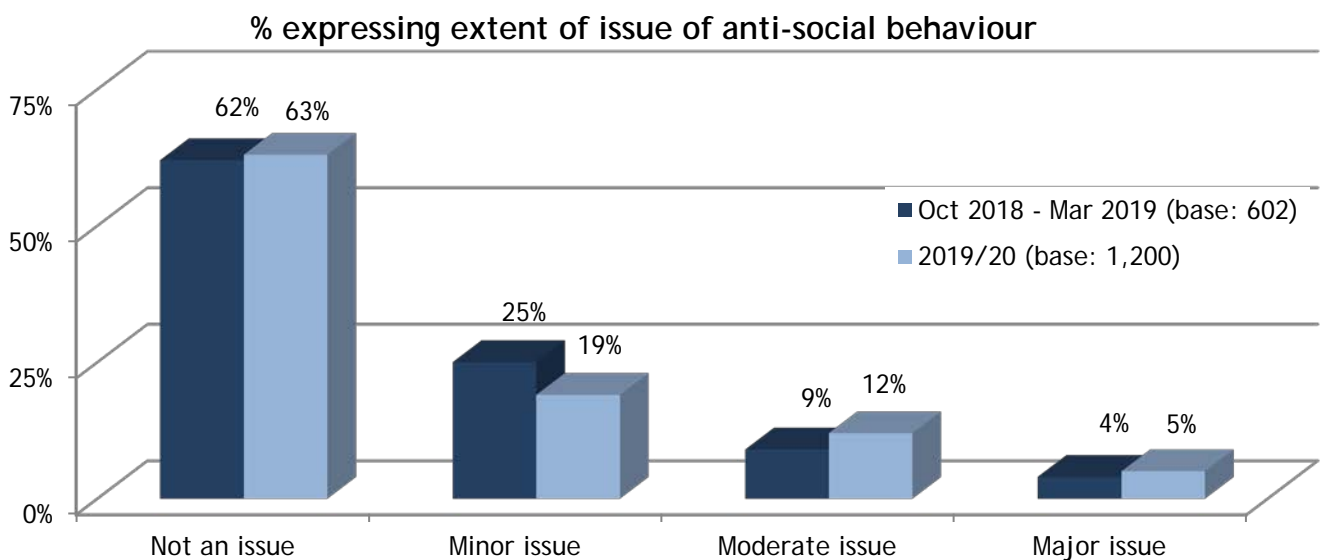
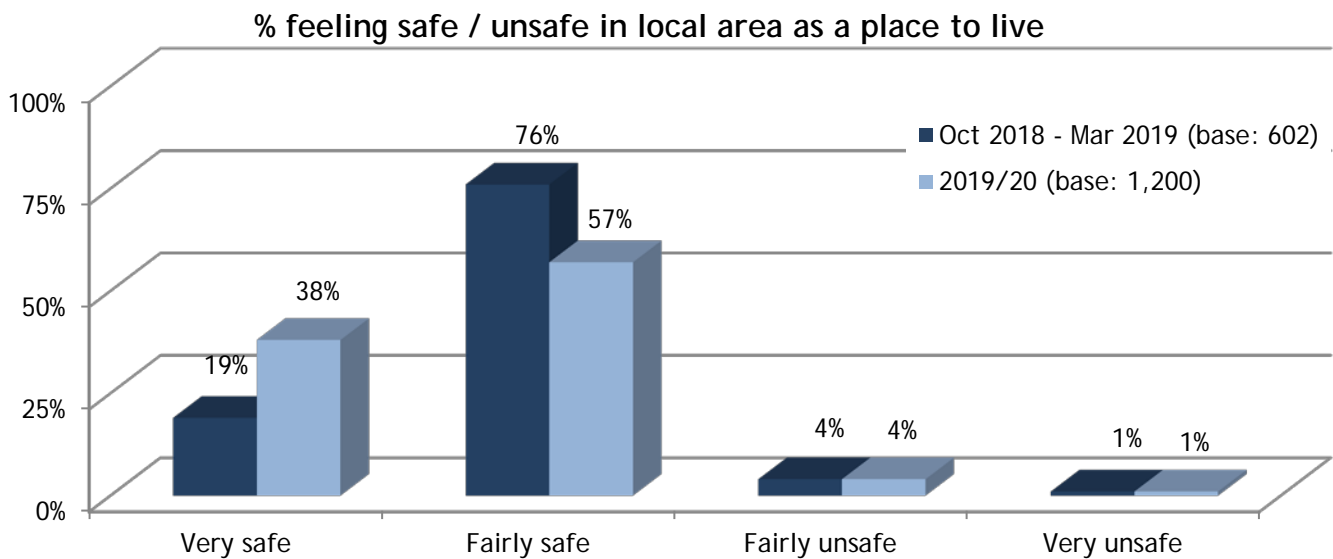
Environment and Neighbourhood Services	Satisfaction		
	2018/19	2019/20	% Change
Street cleaning (2018/19 base: 1,494, 2019/20 base: 1,177)	75%	78%	+3%
Waste services (2018/19 base: 1,499, 2019/20 base: 1,194)	87%	82%	-5%
Roads Maintenance (2018/19 base: 1,490, 2019/20 base: 1,168)	33%	41%	+8%
Ground maintenance and grass cutting (2018/19 base: 869, 2019/20 base: 1,144)	82%	75%	-7%
Parks & open spaces (2018/19 base: 747, 2019/20 base: 1,086)	82%	84%	+2%
Leisure & sports centres (2018/19 base: 443, 2019/20 base: 762)	90%	88%	-2%

3.7 Where a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. The breakdown of comments for **Grounds maintenance and grass cutting** and **Roads Maintenance** shows;



HOUSING AND EMPLOYABILITY

3.8 Additional questions were added to the survey in October 2018, focused on community safety. Therefore comparison figures presented below are from October 2018 to March 2019.



EDUCATION

- 3.9 Satisfaction with education services for April 2019 to March 2020 and compares this to January 2018 to March 2019. Only those respondents who have current or recent contact with education services are asked to give a view on the service to ensure the results are based on experience of the service.

% satisfaction levels compared to previous year

Education Services	Satisfaction		
	2018/19	2019/20	% Change
Early Education and Childcare Centres / Nurseries (2018/19 base: 125, 2019/20 base: 123)	99%	95%	-4%
Primary Schools (2018/19 base: 266, 2019/20 base: 267)	97%	92%	-5%
Secondary Schools (2018/19 base: 125, 2019/20 base: 203)	98%	92%	-6%
Additional Support Needs Provision (2018/19 base: 28, 2019/20 base: 26)	89%	100%	+11%

- 3.10 Whilst a very slight down turn has been noted in the majority of the satisfaction levels above the base numbers of those who provide a response to these questions are very low. The downturn therefore reflects a very small proportion of the respondents.