



## Reputation Tracker Survey

Quarterly Report

April to June 2020



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# Contents

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	Page
1.0 Survey Overview	1
2.0 Overall Perception of Council and Satisfaction with Services	1
3.0 Satisfaction with Services and Service Delivery	3
4.0 Spotlight - Dog Fouling	5
5.0 The Council's Response to Covid-19	7

## 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 300.
- 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.
- 1.3 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. The results are shown in section three below and arranged by service areas.

## 2.0 OVERALL PERCEPTION OF COUNCIL AND SATISFACTION WITH SERVICES

- 2.1 The trend is shown against the previous Quarter, Q4 (Jan to March 2020)

trend



86%

I am satisfied with the way West Dunbartonshire Council runs things (base: 299)



69%

West Dunbartonshire Council services are value for money (base: 282)



67%

West Dunbartonshire Council takes account of residents' views (base: 240)



70%

The Council communicates well with its residents (base: 289)



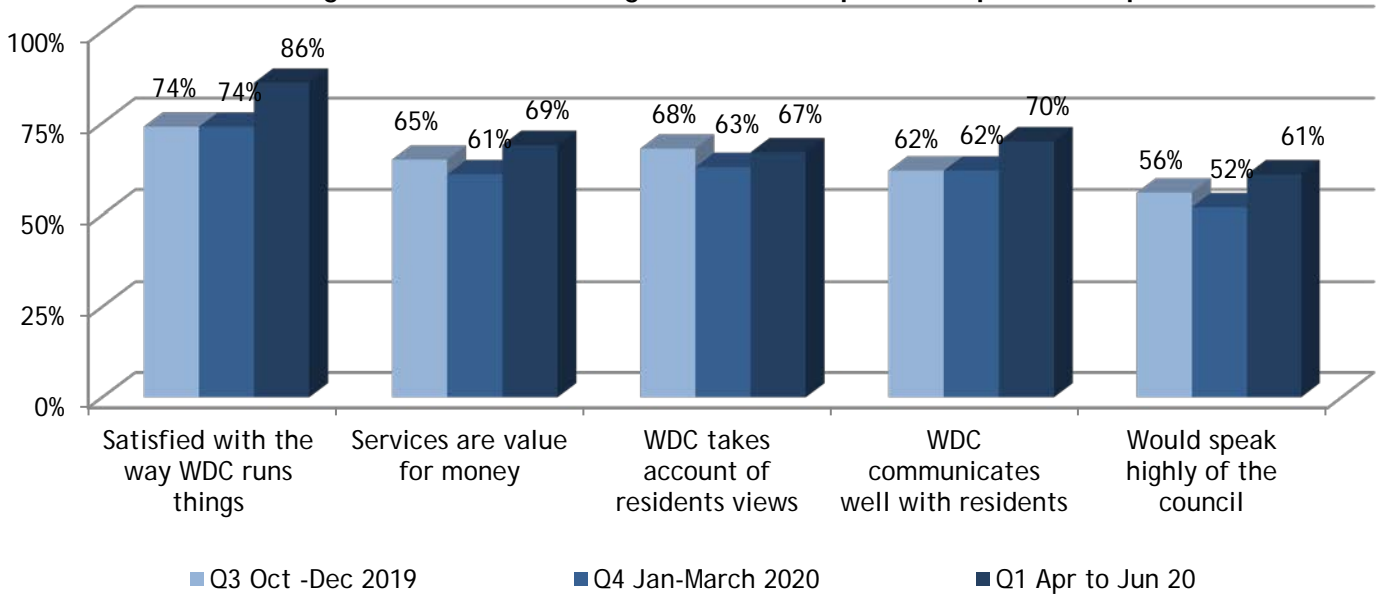
61%

I would speak highly of West Dunbartonshire Council (base: 296)

Based on 300 telephone interviews representative of West Dunbartonshire by location, gender and age

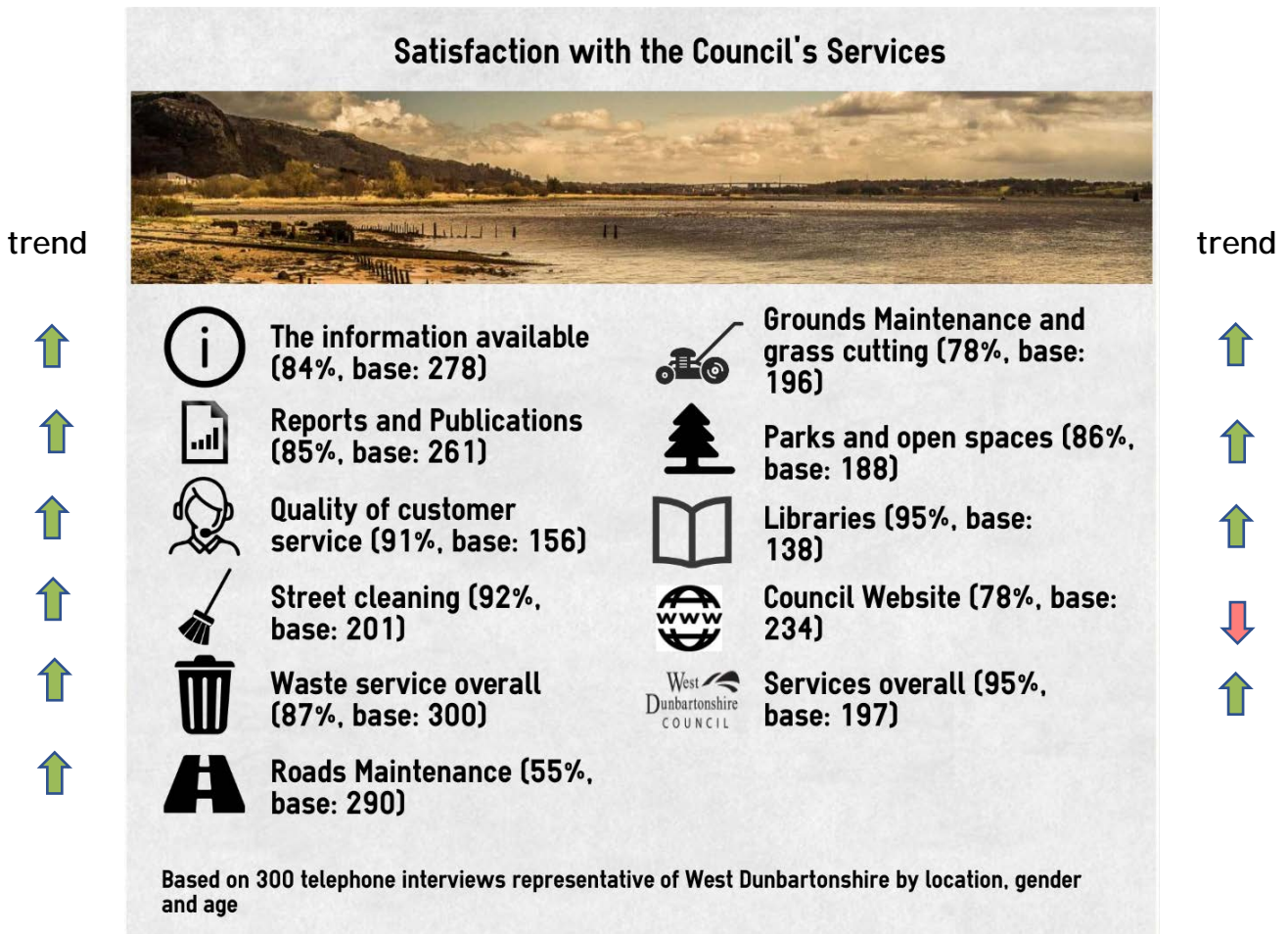
2.2 Figure 1 illustrates levels of agreement with statements for April to June 2020 and compares this to the previous 2 quarters ( Q3 Oct -Dec 2019, Q4 Jan-March 2020).

Figure 1: % levels of agreement compared to previous quarters



### 3.0 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. Trend is shown against the previous quarter.



## COMMUNICATION, CULTURE COMMUNITIES AND FACILITIES

- 3.2 The table below details Communication, Culture, Communities and Facilities services for April to June 2020 (Q1) and compares this to the previous quarter and the previous end of year. ( April 2019 to March 2020)

% satisfaction levels compared to previous quarter and previous 12 months

Communication, Culture, Community & Facilities Services	2019-20	Q4 Dec-Jan 2020	Q1 Apr-Jun 2020	% Change	% Dissatisfaction
<b>Information available on services</b> ( Q1 base: 278)	85%	91%	84%	-7%	5%
<b>Libraries</b> ( Q1base: 138)	92%	93%	95%	+2%	1%
<b>Quality of customer service</b> (Q1 base: 156)	84%	84%	91%	+7%	4%
<b>Council Website</b> ( Q1 base: 234)	91%	91%	78%	-13%	3%
<b>Reports &amp; Publications</b> ( Q1 base: 261)	84%	93%	85%	-8%	3%

**Note;** The respondents answer on a 5 point scale; very satisfied, satisfied, neither satisfied or dissatisfied, dissatisfied and very dissatisfied.

- 3.3 Where a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. The breakdown of comments for **Information available on services** and **Reports & Publications** were very similar, the main reasons being, not enough proactive information and too much reliance on social media. For the Council website, only 7 comments were received, respondents said they found the website difficult to navigate and there was no response to service area email requests.

## ENVIRONMENT AND NEIGHBOURHOOD

3.4 The table below details Environment and Neighbourhood services for April to June 2020 and compares this to the previous quarter and the previous end of year. (April 2019 to March 2020)

% satisfaction levels compared to previous quarter and previous 12 months

Environment and Neighbourhood Services	Satisfaction			
	2019-20	Q4 Dec-Jan 2020	Q1 Apr-Jun 2020	% Change
<b>Street cleaning</b> (Q1 base: 201)	78%	76%	92%	+16%
<b>Waste services</b> (Q1 base: 300)	82%	81%	87%	+6%
<b>Roads Maintenance</b> (Q1 base: 290)	41%	34%	55%	+21%
<b>Ground maintenance and grass cutting</b> (Q1 base: 196)	75%	74%	78%	+4%
<b>Parks &amp; open spaces</b> (Q1 base: 188)	84%	83%	86%	+3%

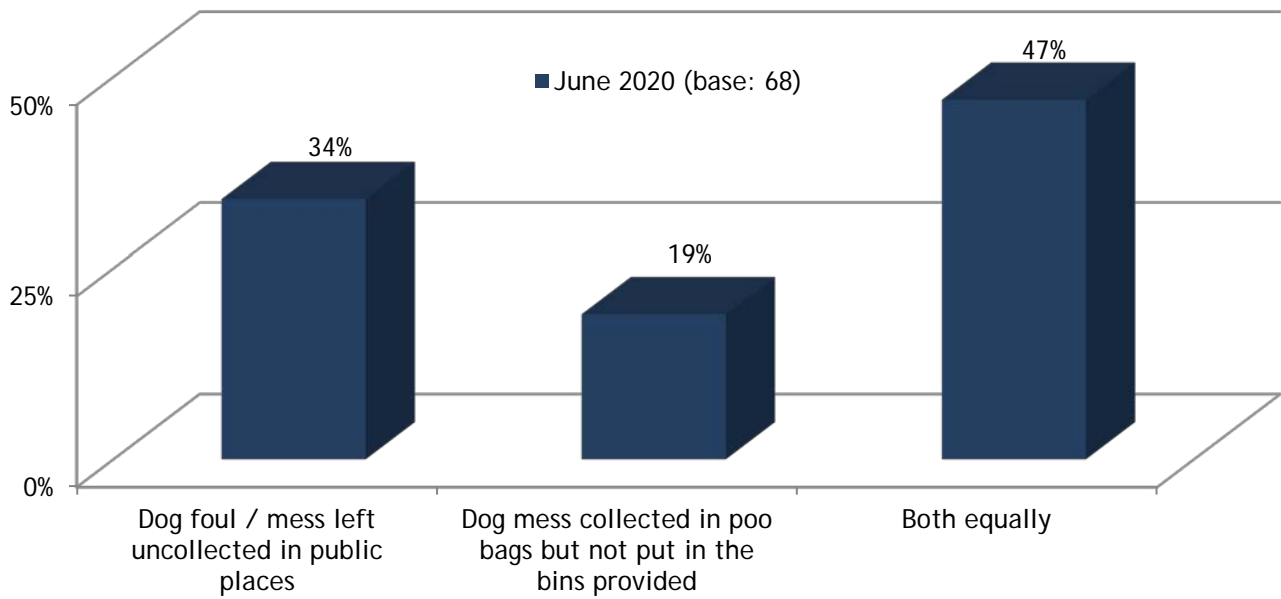
3.5 35% of respondents who expressed dissatisfaction for Roads maintenance said the main reason was potholes with (70%) and 30% stated general poor maintenance of roads.

#### 4.0 SPOTLIGHT - DOG WASTE AND DOG FOULING

4.1 Spotlight questions on the issue of dog waste and dog fouling were introduced to the questionnaire in June. The responses for these questions are based on 100 interviews.

4.3 Of the 41% of respondents who were dog owners and or look after or walk someone else’s dog. 68% of all respondents think uncollected dog waste and dog fouling is an issue in the local area.

4.5 Respondents’ perception of the biggest problem concerning dog waste and dog fouling is shown in the chart below. The base is those that think uncollected dog waste / fouling is an issue.



4.6 The table below details respondent awareness of issues relating to dog fouling and dog waste.

Aspects	% Aware
	June 2020
How to report dog fouling to the Council	67%
That if a dog owner doesn't clean up after their pet then they are breaking the law and could face an £80 fixed penalty	62%
That free poop and scoop bags are available from more than 25 locations throughout West Dunbartonshire	47%
<b>Base:</b>	<b>100</b>



## 5.0 THE COUNCIL'S RESPONSE TO COVID-19 - INTRODUCED APRIL 2020

### ADJUSTMENT TO KEY SERVICES

5.1 The table below details awareness of adjustments to key services as a result of the Covid-19 Pandemic.

Adjustments ( base 302)	% Aware
	Apr-Jun 2020
Changes to the waste collection service, involving increase in frequency of waste collections to weekly and temporary suspension of recycling collections and special uplifts	97%
Closure of certain car parks at parks and open spaces to encourage people to follow the social distancing guidelines that have been set out	76%
Closure of physical libraries with the service being focused on digital borrowings and services for home-bound residents	73%
Temporary closure of front-facing offices with services being delivered through the Council's website and contact centre on 01389 737000	66%
Temporary closure of leisure and sports centres (delivered through West Dunbartonshire Leisure)	91%
Temporary closure of museums and galleries	90%

5.2 The table below details how respondents rate the Council's handling of these adjustments irrespective of their awareness.

Adjustments	Rating
	% Very good or good
Changes to the waste collection service - increase in frequency of waste collections to weekly and temporary suspension of recycling collections and special uplifts	85%
Closure of certain car parks at parks and open spaces to encourage people to follow the social distancing guidelines.	93%
Closure of physical libraries with the service being focused on digital borrowings and services for home-bound residents	93%
Temporary closure of front-facing offices with services being delivered through the Council's website and contact centre on 01389 737000	95%
Temporary closure of leisure and sports centres (delivered through WD Leisure)	96%
Temporary closure of museums and galleries	96%

5.3 The table below shows respondents awareness of a range of information and advisory services provided by the Council as a result of the Covid-19 Pandemic

**% aware of information and advisory services**

Services	% Aware
	Apr-Jun 2020
Covid-19 specific help pages on the Council website	45%
Regular community updates on social media	43%
Dedicated telephone helpline provided by the Citizens' contact centre	34%
<b>Base:</b>	<b>302</b>

5.4 Those aware of the range of information and advisory services provided by the Council were asked if they or anyone in their household had used these services since they were established. The results are detailed below.

**% using information and advisory services (June only)**

Services	% Using
	June 2020
Covid-19 specific help pages on the Council website (base: 43)	56%
Regular community updates on social media (base: 45)	49%

5.5 The table below details the satisfaction level for each service.

Services	% positive	Very Satisfied	Quite Satisfied	Base
Covid-19 specific help pages on the Council website	100%	61%	39%	23
Regular community updates on social media	100%	62%	38%	21

5.6 The table below details awareness of specific support services provided by the Council for people impacted by the Covid-19 Pandemic.

Services	% Aware
	Apr-Jun 2020
Benefits support and advice	28%
Support hubs for children of key workers (usually in schools)	63%
Online access to home learning for school children	68%
Access to community food share facilities	48%
Additional support services dedicated to vulnerable residents	50%
<b>Base:</b>	<b>302</b>

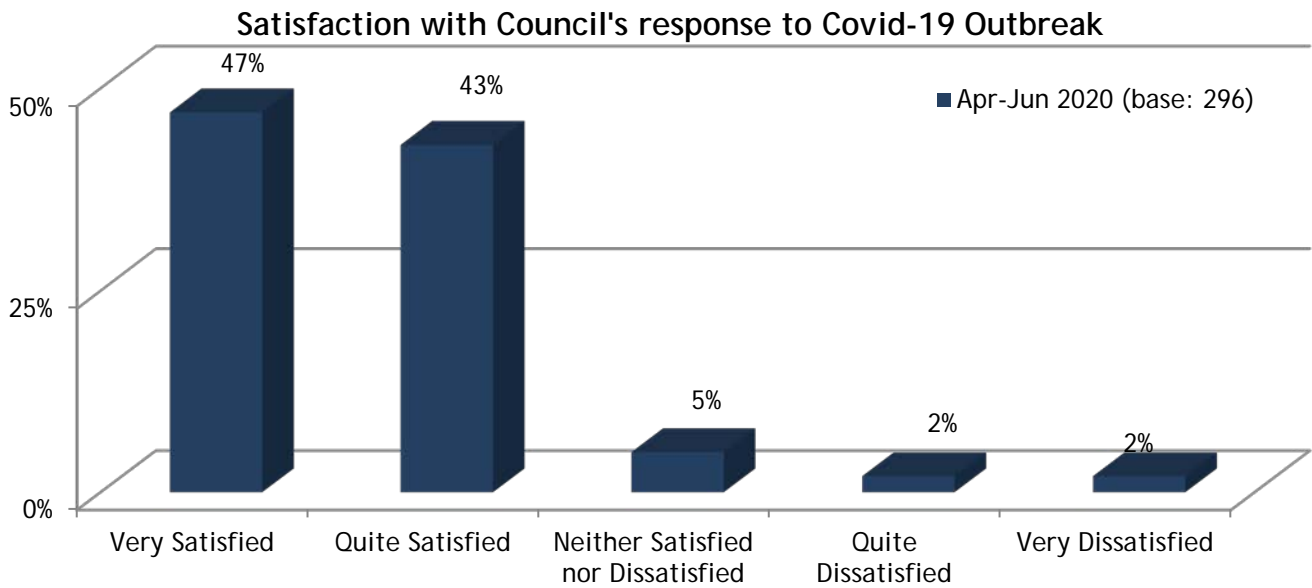
5.7 Those that were aware of the specific support services were asked if they or anyone in their household had used these services. The results are detailed below.

Services	% Using
	Apr-Jun 2020
Benefits support and advice (base: 84)	10%
Support hubs for children of key workers (usually in schools) (base: 191)	13%
Online access to home learning for school children (base: 206)	40%
Access to community food share facilities (base: 145)	16%
Additional support services dedicated to vulnerable residents (base: 152)	24%

5.8 The table below detail the satisfaction level for each service.

Services	% positive	Very Satisfied	Quite Satisfied	Base
Benefits support and advice	100%	50%	50%	8
Support hubs for children of key workers (usually in schools)	96%	70%	26%	23
Online access to home learning for school children	92%	60%	32%	82
Access to community food share facilities	100%	68%	32%	22
Additional support services dedicated to vulnerable residents	98%	81%	17%	36

5.9 The table below details the satisfaction level overall with the Council’s response to the Covid-19 outbreak.



5.10 Respondents were asked if there was any more the Council could have done to help address the impacts of the Covid-19 outbreak. The majority of the comments were positive and supportive of the Councils approach. Areas for improvement include, keeping recycling centres open, continue grass cutting and expanding communication channels for example posters in local shops, and use of the local radio station.