



## Reputation Tracker Survey

### Annual Report

April 2020 to March 2021



MediaCorp House  
2 Caird Park  
Hamilton  
ML3 0EU

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

# 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	2

## 1.0 SURVEY OVERVIEW

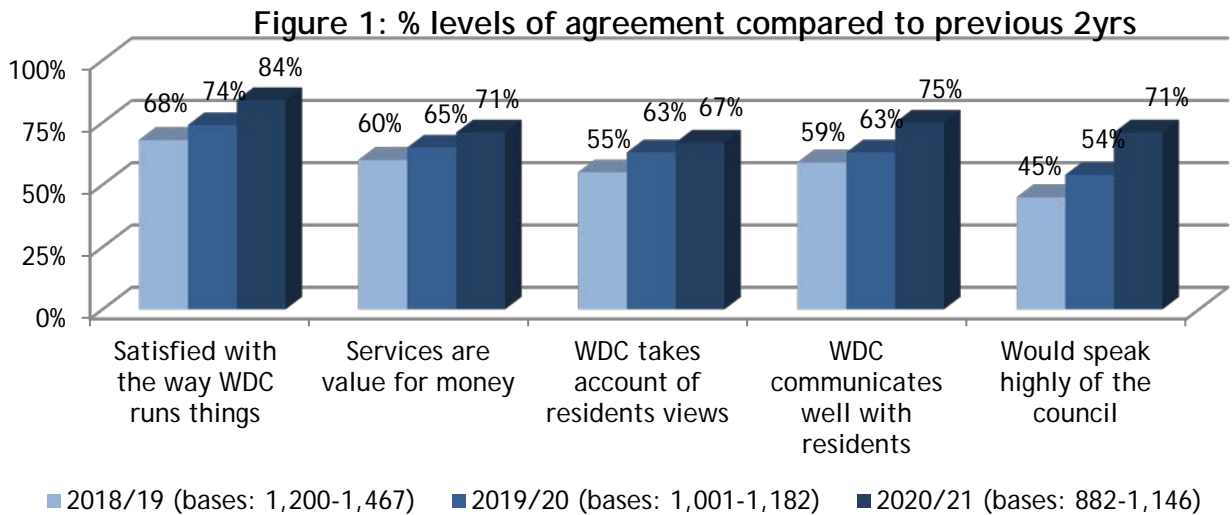
1.1 Respondents were asked to say whether they agreed or disagreed with various statements relating to West Dunbartonshire Council. It should be noted that 'Don't Know' responses have been removed and so the base for each individual question is lower than the overall sample size of 1,200.

## 2.0 OVERALL PERCEPTION OF COUNCIL AND SATISFACTION WITH SERVICES

2.1 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. 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 below. The trend is shown against the previous annual figure (April 2019 to Mar 2020).

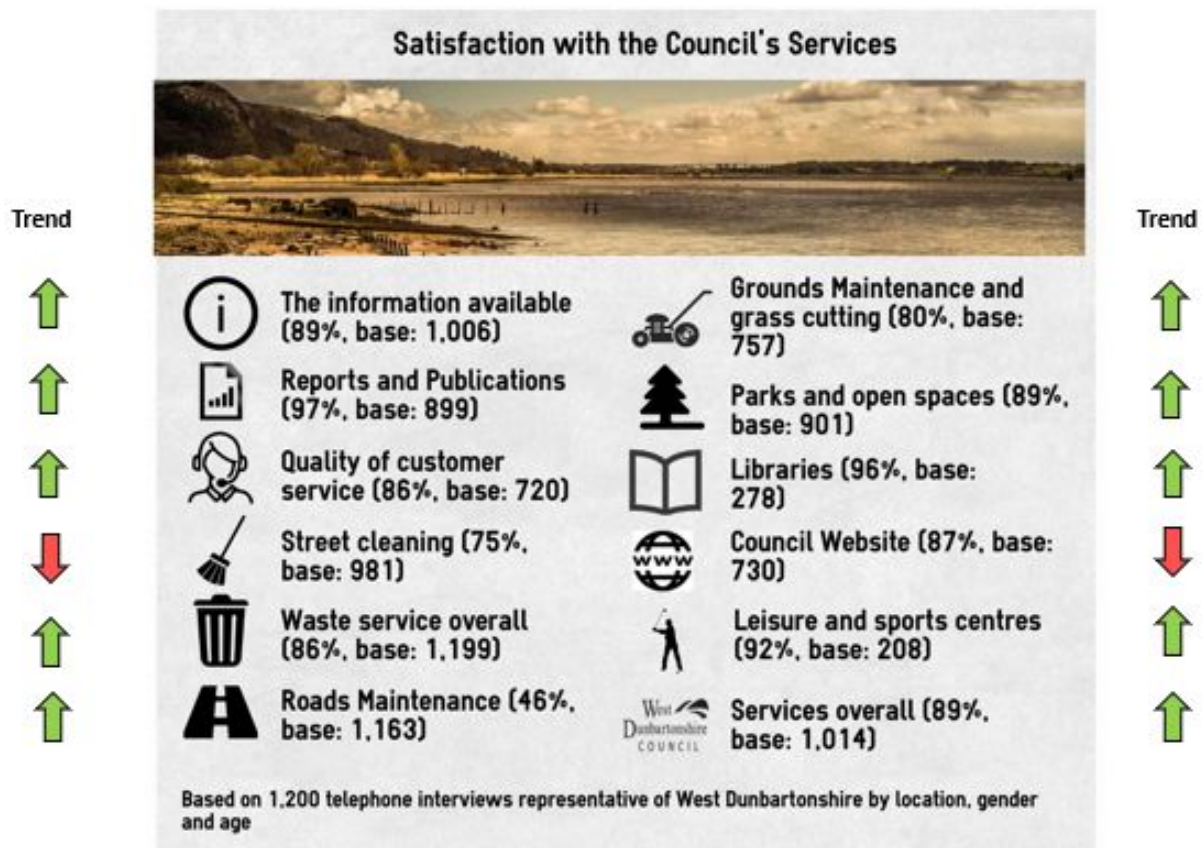


2.2 Figure 1 illustrates levels of agreement with statements for April 2020 to March 2021 and compares this to April 2019 to March 2020 and January 2018 to March 2019.



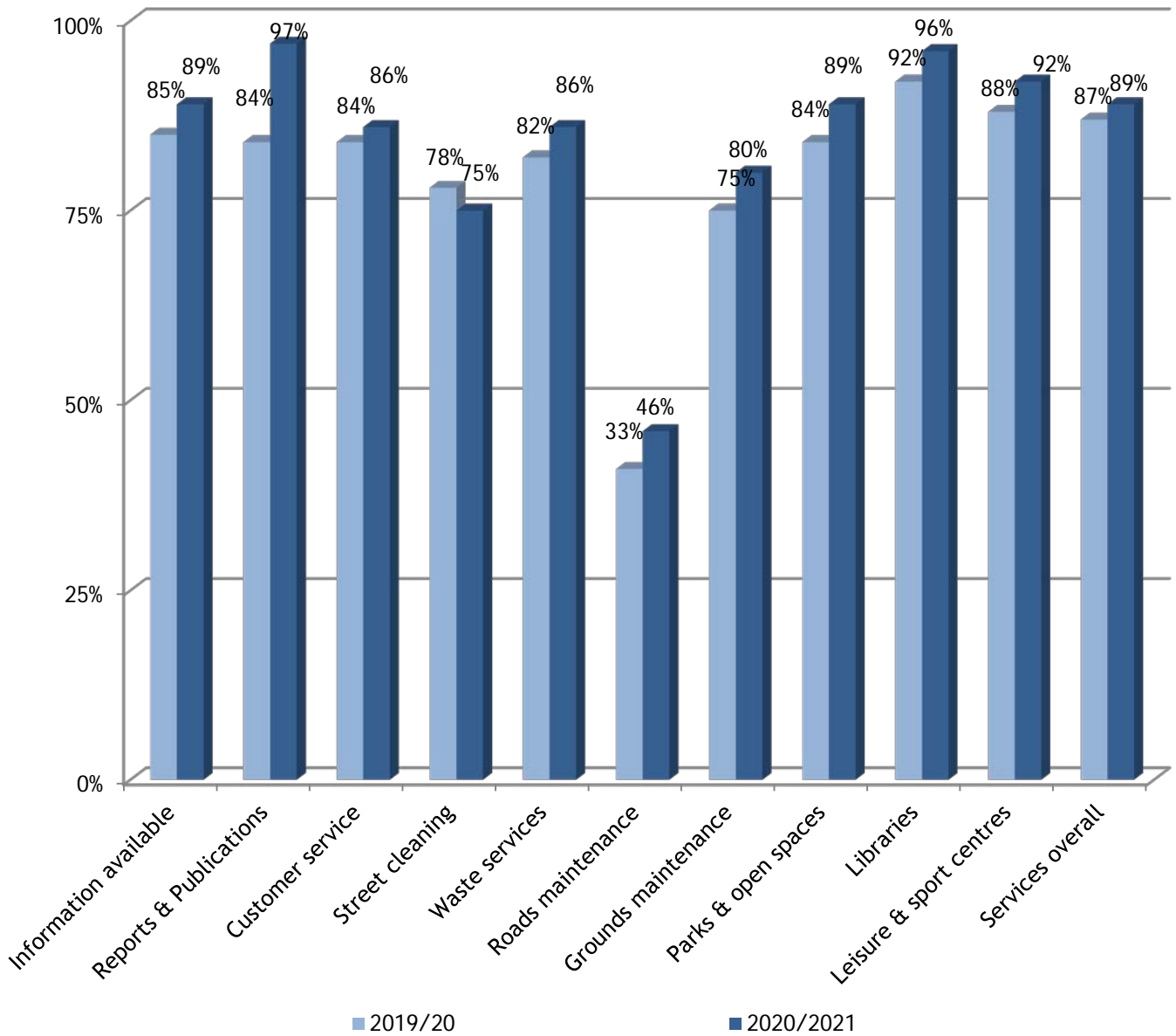
### 3.0 SATISFACTION WITH SERVICES AND SERVICE DELIVERY

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. The trend is against 2019/20 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 2019-March 2020.

% levels of agreement compared to previous yr



## CITIZEN, CULTURE AND FACILITIES

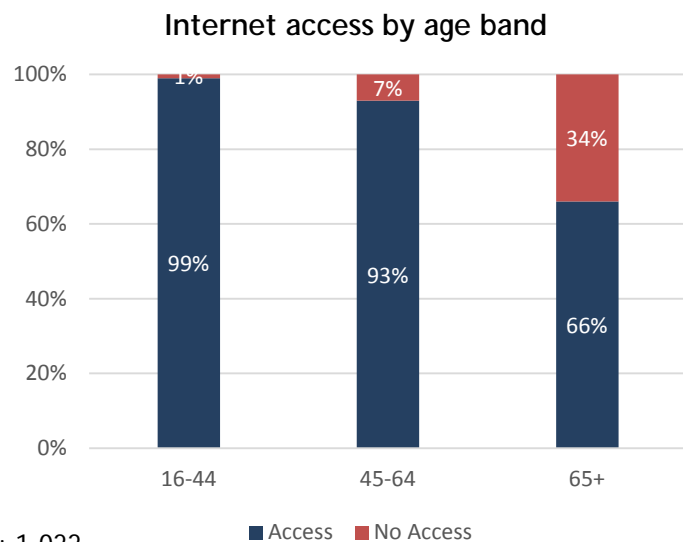
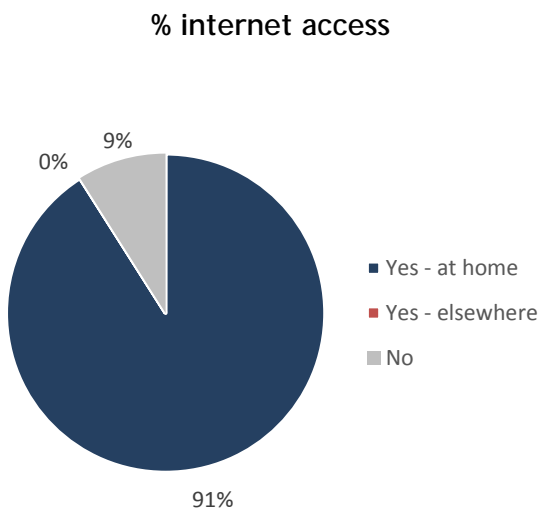
Figure 2: % satisfaction levels compared to previous year

Citizen Culture and Facilities Services	Satisfaction		
	2019/20	2020/21	% Change
<b>Information available on services</b> (2019/20 base: 1,068, 2020/21 base: 1,006)	85%	89%	+4%
<b>Libraries</b> (2019/20 base: 764, 2020/21 base: 278)	92%	96%	+4%
<b>Quality of customer service</b> (2019/20 base: 966, 2020/21 base: 720)	84%	86%	+2%
<b>Contact centre</b> (2019/20 base: 201, 2020/21 base: 93)	85%	88%	+3%
<b>Council Website</b> (2019/20 base: 566, 2020/21 base: 730)	90%	87%	-3%
<b>Reports &amp; Publications</b> (2019/20 base: 959, 2020/21 base: 899)	84%	97%	+13%

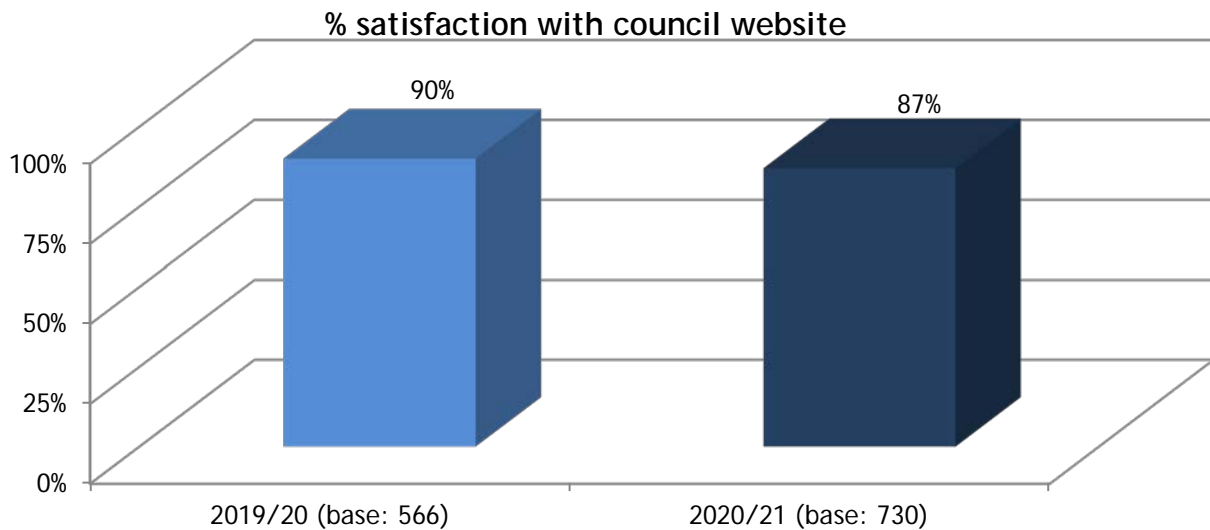
3.3 Figure 2 details Citizen Culture and Facilities services for April 2020 to March 2021 and compares this to April 2019 to March 2020.

### INTERNET ACCESS AND USAGE OF COUNCIL WEBSITE

3.4 More detailed questions were asked in relation to **Accessibility of the internet**, with 91% of respondents confirming they have access to the internet. The lowest levels of internet access are in the over 65 age band with only 66% of over 65 respondents having internet access.



3.5 The spotlight on **usage of the council’s website** shows 79% of residents with internet access have used the website, of those, 87% were satisfied with the website (down slightly from 90% the previous year).



## ROADS AND NEIGHBOURHOOD

3.6 Figure 5 details roads and neighbourhood services for April 2020 to March 2021 and compares this to April 2019 to March 2020.

Figure 5: % satisfaction levels compared to previous year

Roads and Neighbourhood Services	Satisfaction		
	2019/20	2020/21	% Change
<b>Street cleaning</b> (2019/20 base: 1,177, 2020/21 base: 981)	78%	75%	-3%
<b>Waste services</b> (2019/20 base: 1,194, 2020/21 base: 1,199)	82%	86%	+4%
<b>Roads Maintenance</b> (2019/20 base: 1,168, 2020/21 base: 1,163)	41%	46%	+5%
<b>Ground maintenance and grass cutting</b> (2019/20 base: 1,144, 2020/21 base: 757)	75%	80%	+5%
<b>Parks &amp; open spaces</b> (2019/20 base: 1,086, 2020/21 base: 901)	84%	89%	+5%
<b>Leisure &amp; sports centres</b> (2019/20 base: 762, 2020/21 base: 208)	88%	92%	+4%

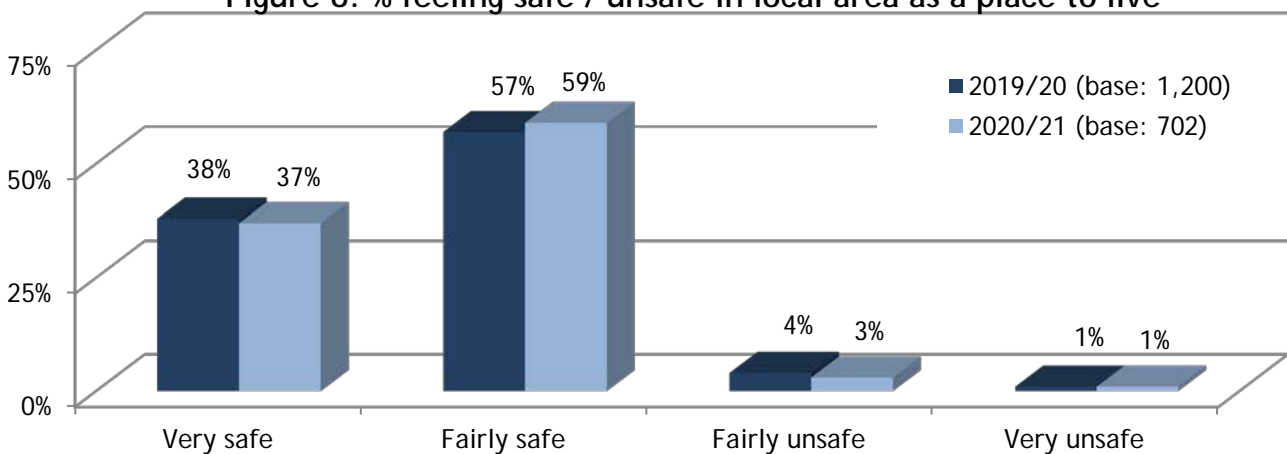
3.7 Where a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. Of those who expressed dissatisfaction for **street cleaning** were mainly a lack of street cleaning, too much litter and dog mess on the streets. For **roads maintenance** the majority said the main reason was potholes, poor maintenance of the roads, lack of white lines on roads, street lighting not bright enough.

## HOUSING AND EMPLOYABILITY

### COMMUNITY SAFETY

3.8 Respondents' overall feeling of safety in their local area as a place to live for April 2020 to March 2021 is illustrated in Figure 6 and compares this to April 2019 to March 2020.

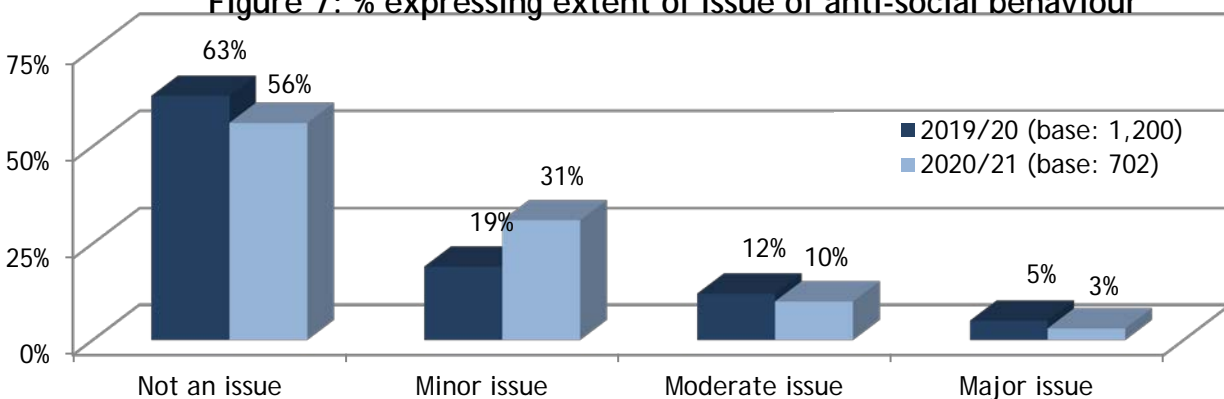
Figure 6: % feeling safe / unsafe in local area as a place to live



### ANTI-SOCIAL BEHAVIOUR

3.9 Figure 7 shows the extent to which respondents feel that anti-social behaviour is an issue in their local area for April 2020 to March 2021 and compares this to April 2019 to March 2020.

Figure 7: % expressing extent of issue of anti-social behaviour





## EDUCATION

3.10 Figure 8 details education services for April 2020 to March 2021 and compares this to April 2019 to March 2020. 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.

**Figure 8: % satisfaction levels compared to previous year**

Education Services	Satisfaction		
	2019/20	2020/21	% Change
<b>Early Education and Childcare Centres / Nurseries</b> (2019/20 base: 123, 2020/21 base: 46)	95%	95%	-
<b>Primary Schools</b> (2019/20 base: 267, 2020/21 base: 154)	92%	98%	+6%
<b>Secondary Schools</b> (2019/20 base: 203, 2020/21 base: 133)	92%	97%	+5%
<b>Additional Support Needs Provision</b> (2019/20 base: 26, 2020/21 base: 21)	100%	72%	-28%

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.