



Reputation Tracker Survey

Quarterly Report

April to June 2021



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Contents

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

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.

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 quarter (Jan to Mar 2021).

Trend



83%

I am satisfied with the way West Dunbartonshire Council runs things (base: 269)



74%

West Dunbartonshire Council services are value for money (base: 245)



73%

West Dunbartonshire Council takes account of residents' views (base: 214)



76%

The Council communicates well with its residents (base: 218)

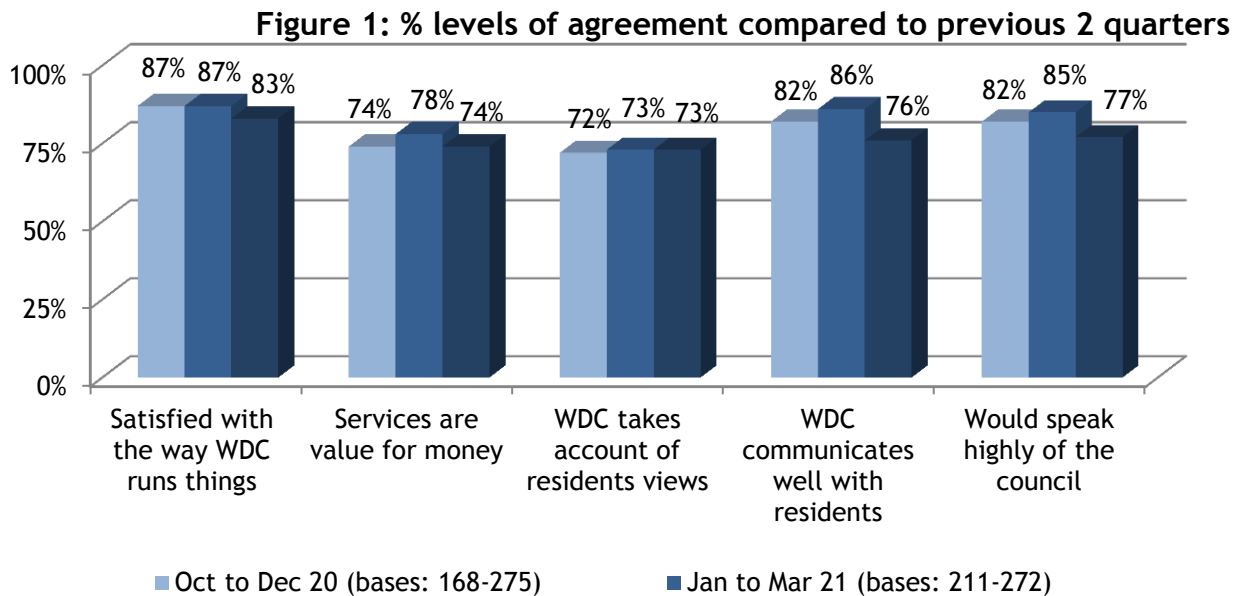


77%

I would speak highly of West Dunbartonshire Council (base: 232)

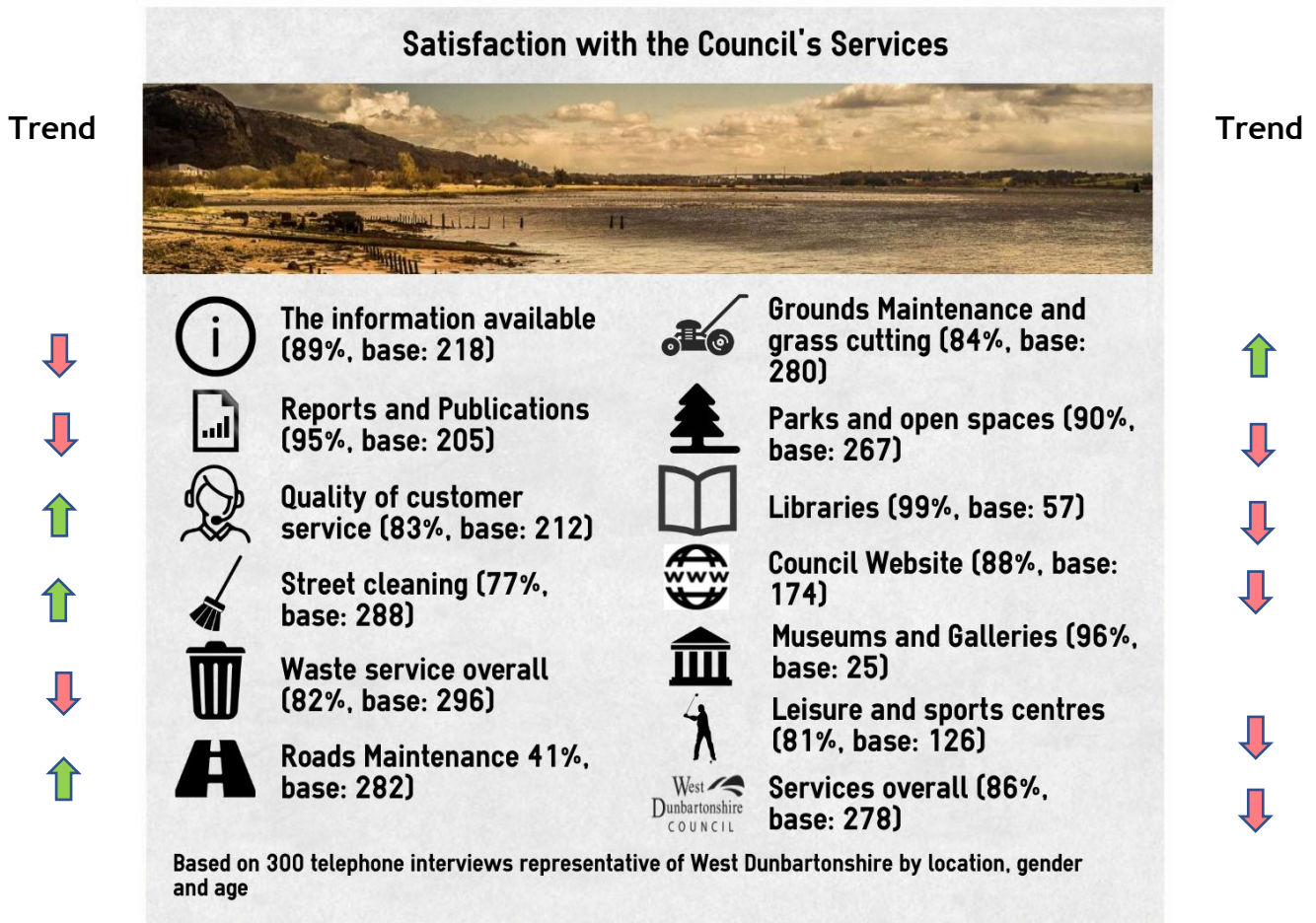
Based on 300 telephone interviews representative of West Dunbartonshire by location, gender and age

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



2.3 Where a respondent expressed disagreement with the statements relating to West Dunbartonshire Council, they are asked for any particular reasons for this. For the two statements with the lowest satisfaction level the main reasons were, not listening to residents, not providing direct information, not responding to resident requests and lack of communication.

3.0 SATISFACTION WITH SERVICE DELIVERY



CITIZEN, CULTURE AND FACILITIES

3.1 Figure 2 details Citizen Culture and Facilities services for April to June 2021 and compares this to January to March 2021.

Figure 2: % satisfaction levels compared to previous quarter

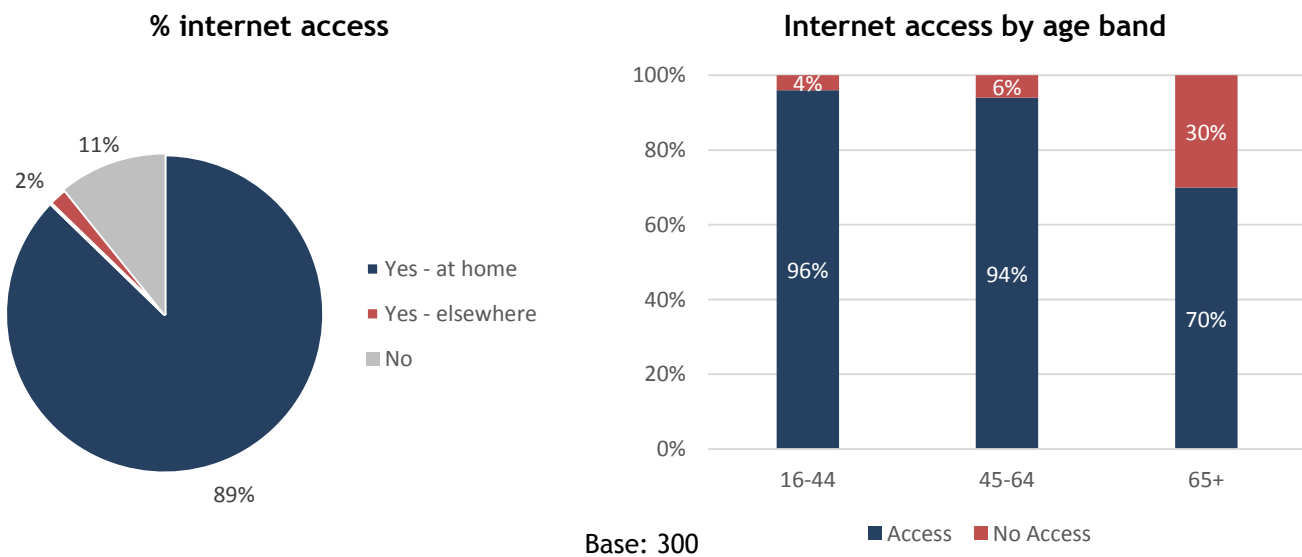
Citizen Culture and Facilities	Satisfaction		
	Jan-Mar 2021	Apr-Jun 2021	% Change
Information available on services <small>(Jan to Mar 2021 base: 224, Apr to Jun 2021 base: 218)</small>	94%	89%	-5%
Libraries <small>(Jan to Mar 2021 base: 64, Apr to Jun 2021 base: 57)</small>	100%	99%	-1%
Quality of customer service <small>(Jan to Mar 2021 base: 224, Apr to Jun 2021 base: 212)</small>	82%	83%	+1%
Contact Centre <small>(Jan to Mar 2021 base: 64, Apr to Jun 2021 base: 70)</small>	82%	67%	-15%
Council Website <small>(Jan to Mar 2021 base: 159, Apr to Jun 2021 base: 174)</small>	96%	88%	-8%
Reports & Publications <small>(Jan to Mar 2021 base: 217, Apr to Jun 2021 base: 205)</small>	97%	95%	-2%

3.2 Where a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. The breakdown of 36 comments received for quality of customer service were mainly being unable to get the right person, lack of response and delay in resolving an issue. For contact centre 21 comments were received the main reasons being issue not resolved and not getting a return call. For information available on services 21 comments were received the main reason being not enough direct communication other than electronic means.

INTERNET ACCESS AND USAGE OF COUNCIL WEBSITE

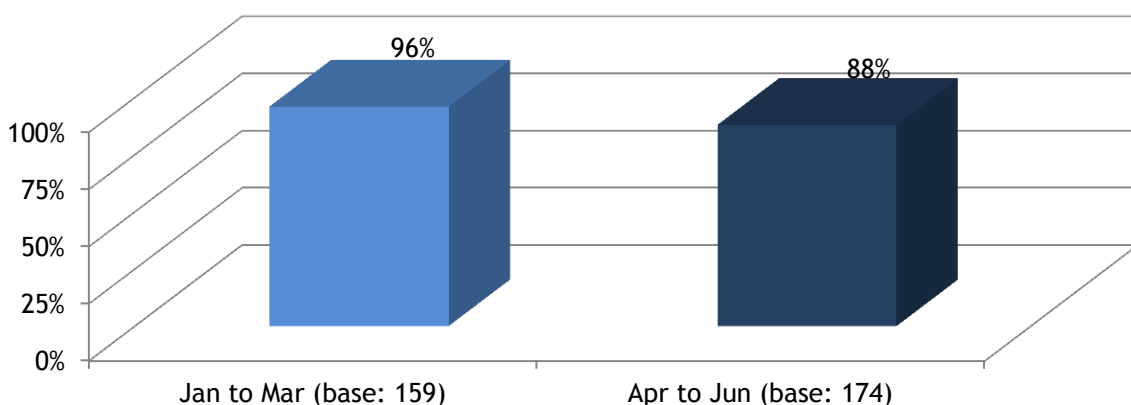
3.3 More detailed questions were asked in relation to **Accessibility of the internet**, with 89% of respondents confirming they have access to the internet. The lowest levels of internet access are in the over 65 age band with 70% of over 65 respondents having internet access.

Figure 3: Internet Access



3.4 The spotlight on **usage of the council’s website** shows 65% of residents have used the website, of those, 88% were satisfied with the website. This is a decline of 8% from the previous quarter.

3.5 Satisfaction with the Council website is shown below.



ROADS AND NEIGHBOURHOOD

3.6 Figure 5 details Roads and Neighbourhood services for April to June 2021 and compares this to January to March 2021.

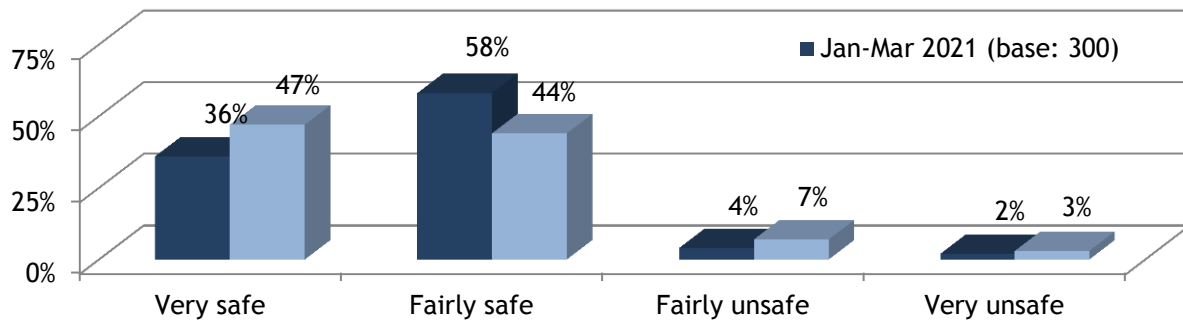
Figure 5: % satisfaction levels compared to previous quarter

Roads and Neighbourhood	Satisfaction		
	Jan-Mar 2021	Apr-Jun 2021	% Change
Street cleaning (Jan to Mar 2021 base: 295, Apr to Jun 2021 base: 288)	69%	77%	+8%
Waste services (Jan to Mar 2021 base: 299, Apr to Jun 2021 base: 296)	86%	82%	-4%
Roads Maintenance (Jan to Mar 2021 base: 289, Apr to Jun 2021 base: 282)	31%	41%	+10%
Ground maintenance and grass cutting (Jan to Mar 2021 base: 282, Apr to Jun 2021 base: 280)	81%	84%	+3%
Parks & open spaces (Jan to Mar 2021 base: 280, Apr to Jun 2021 base: 267)	95%	90%	-5%

3.7 Were a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. The breakdown of the 167 comments received for roads maintenance the majority said the main reason was potholes, lack of attention to potholes that are longstanding, and poor maintenance of the roads. 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 ground maintenance and grass cutting, the main reasons being, not done enough, poorly done, not clearing up after grass cutting.

COMMUNITY SAFETY

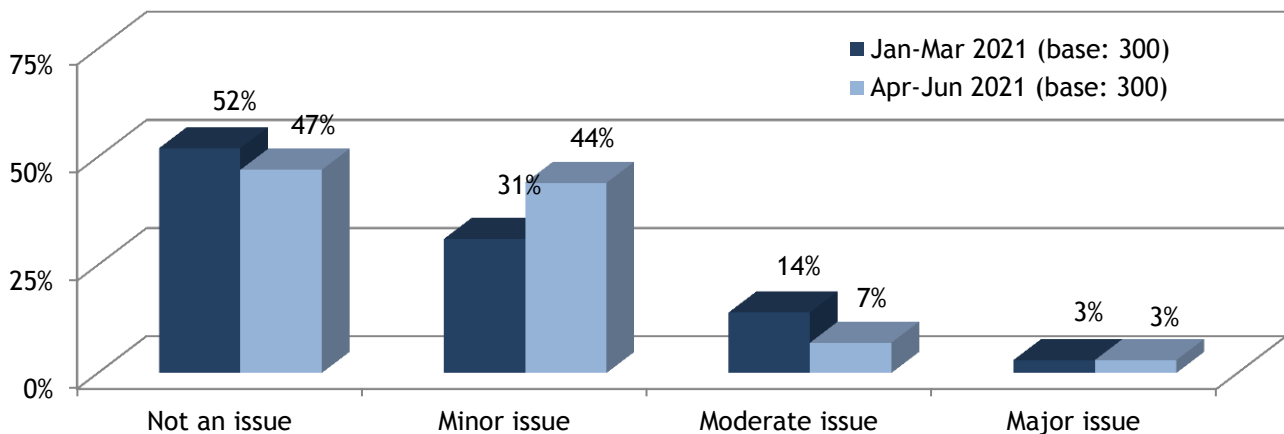
3.8 The graph below illustrates respondents' perception of how safe or unsafe they find their local area as a place to live for April to June 2021 and compares this to the figures for January to March 2021.



3.9 Where a respondent expressed that their area was unsafe, they are asked for any particular reasons for this. The breakdown of 28 comments received were mainly about youths congregating underage drinking and causing vandalism as well as concerns about drug and alcohol misuse generally

ANTI-SOCIAL BEHAVIOUR

3.9.1 The graph below illustrates the extent to which respondents perceive anti-social behaviour is an issue in their local area for April to June 2021 and compares this to the figures for January to March 2021.



3.9.2 Where a respondent expressed that there was a moderate or major issue in their area, they are asked for any particular reasons for this. The breakdowns of 96 comments received were mainly about large groups of youths hanging around, drinking, vandalism, violence and drug and alcohol related issues.

EDUCATION

3.9.3 Figure 8 details education services for April to June 2021 and compares this to January to March 2021.

Figure 8: % satisfaction levels compared to previous Quarter

Education Services	Satisfaction		
	Jan-Mar 21	Apr-Jun 21	% Change
Early Education and Childcare Centres / Nurseries (Jan to Mar 2021 base: 21, Apr to Jun 2021 base: 37)	96%	98%	+2%
Primary Schools (Jan to Mar 2021 base: 82, Apr to Jun 2021 base: 72)	98%	92%	-6%
Secondary Schools (Jan to Mar 2021 base: 75, Apr to Jun 2021 base: 48)	98%	90%	-8%
Additional Support Needs Provision (Jan to Mar 2021 base: 7, Apr to Jun 2021 base: 17)	72%	83%	+11%

3.9.4 Where a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. The breakdowns of 15 comments received were mainly about better support for pupils and better communication with parents.