



Reputation Tracker Survey

Quarterly Report

January to March 2022



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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 300.

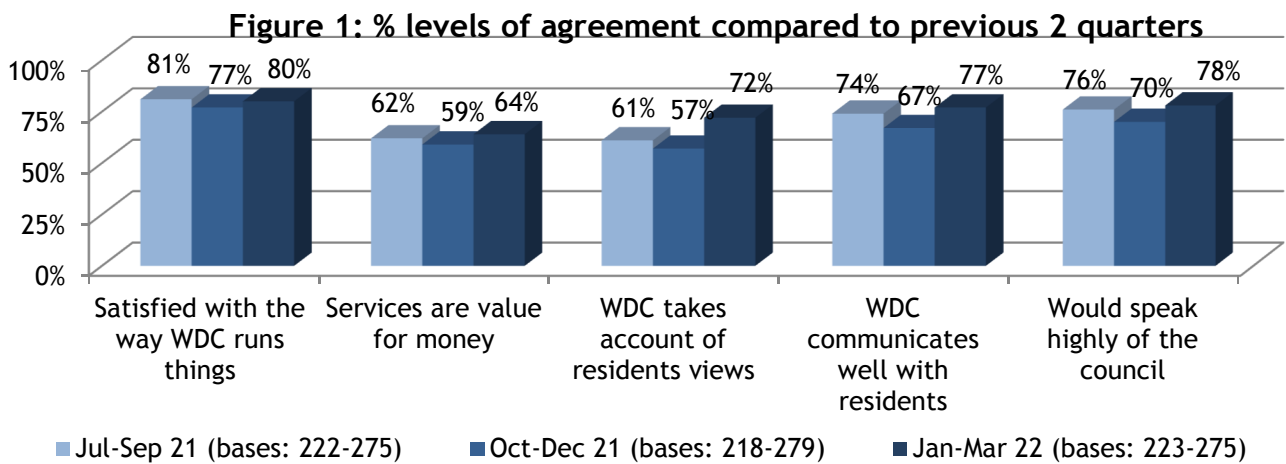
2.0 OVERALL PERCEPTION OF COUNCIL AND SATISFACTION WITH SERVICES

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 (October to December 2021).

Agreement with Statements about Council		
↑	80%	I am satisfied with the way West Dunbartonshire Council runs things (base: 275)
↑	64%	West Dunbartonshire Council services are value for money (base: 239)
↑	72%	West Dunbartonshire Council takes account of residents' views (base: 227)
↑	77%	The Council communicates well with its residents (base: 226)
↑	78%	I would speak highly of West Dunbartonshire Council (base: 223)

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

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



2.3 Where respondents expressed disagreement with the statements relating to West Dunbartonshire Council, they were asked for any particular reasons for this. For the two statements with the lowest satisfaction level, **WDC takes account of residents views** the main reasons were, not listening to residents, not responding to resident requests and specific housing concerns. For **Services are value for money** the main reasons were, council tax is too high, along with a reduction in services.

Satisfaction with the Council's Services					
↑		94% The information available (base: 233)		84% Grounds Maintenance and grass cutting (base: 279)	↑
↑		97% Reports and Publications (base: 198)		86% Parks and open spaces (base: 261)	↓
↑		77% Quality of customer service (base: 241)		94% Libraries (base: 89)	↔
↑		72% Street cleaning (base: 290)		86% Council Website (base: 172)	↓
↑		83% Waste service overall (base: 299)		89% Museums and Galleries (base: 26)	↑
↑		40% Roads maintenance (base: 285)		79% Leisure and sports centres (base: 120)	↓
Based on 300 telephone interviews representative of West Dunbartonshire by location, gender and age				93% Services overall (base: 262)	↑

3.0 CITIZEN, CULTURE AND FACILITIES

3.1 Figure 2 details Citizen, Culture and Facilities services for January to March 2022 and compares this to October to December 2021.

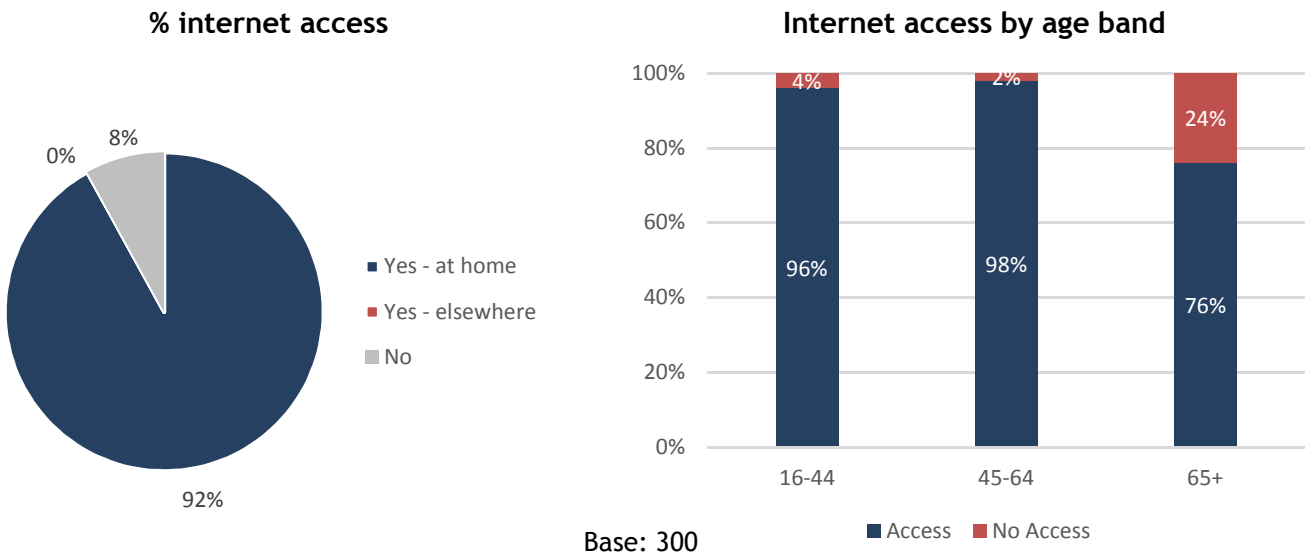
Figure 2: % satisfaction levels compared to previous quarter

Citizen, Culture and Facilities	Satisfaction		
	Oct-Dec 2021	Jan-Mar 2022	% Change
Information available on services (Oct to Dec 2021 base: 230, Jan to Mar 2022 base: 233)	87%	94%	+7%
Libraries (Oct to Dec 2021 base: 90, Jan to Mar 2022 base: 89)	94%	94%	0%
Quality of customer service (Oct to Dec 2021 base: 198, Jan to Mar 2022 base: 241)	68%	77%	+9%
Contact Centre (Oct to Dec 2021 base: 104, Jan to Mar 2022 base: 96)	60%	75%	+15%
Council Website (Oct to Dec 2021 base: 195, Jan to Mar 2022 base: 172)	87%	86%	-1%
Reports & Publications (Oct to Dec 2021 base: 230, Jan to Mar 2022 base: 198)	87%	97%	+10%

3.2 Where a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. The breakdown of 56 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** which has improved, 24 comments were received the main reasons being delays in resolving issues, long wait times and not being able to access the right person.

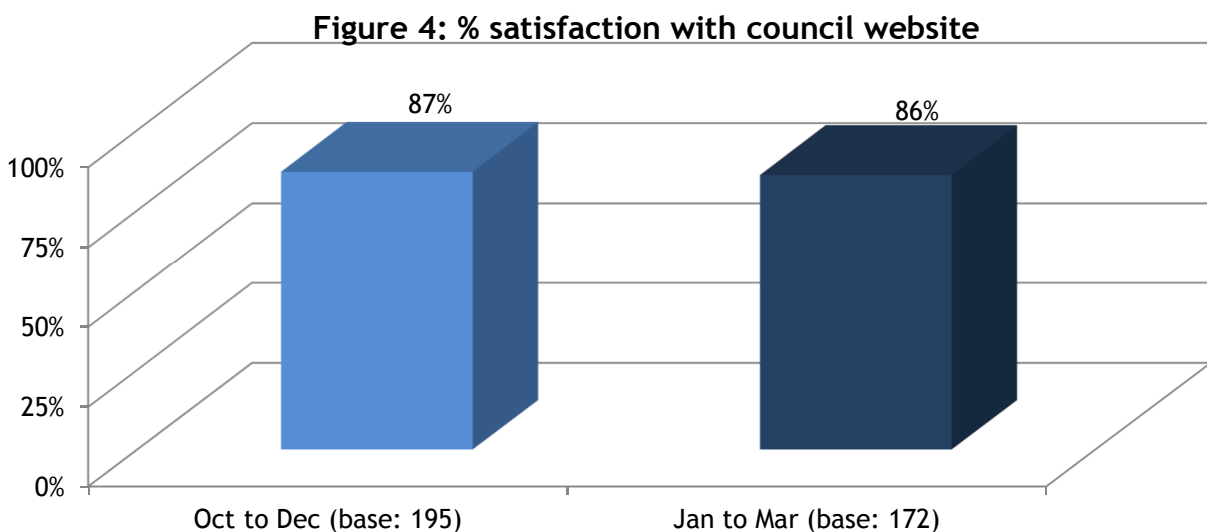
3.3 More detailed questions were asked in relation to **Accessibility of the internet**, with 92% of respondents confirming they have access to the internet. The lowest levels of internet access are in the over 65 age band with 76% of over 65 respondents having internet access.

Figure 3: Internet Access



3.4 The spotlight on **usage of the council’s website** shows 62% of residents have used the website, of those, 86% were satisfied with the website. This is a decline of 1% from the previous quarter.

3.5 Satisfaction with the Council website is shown in Figure 4.



4.0 ROADS AND NEIGHBOURHOOD

4.1 Figure 5 details Roads and Neighbourhood services for January to March 2022 and compares this to October to December 2021.

Figure 5: % satisfaction levels compared to previous quarter

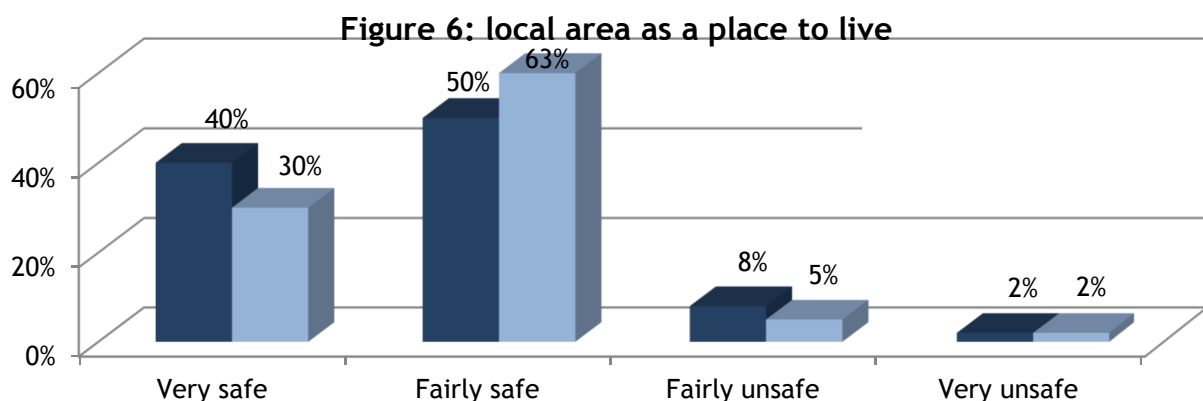
		72%	
		83%	
		40%	
		84%	
		86%	

4.2 Were a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. The breakdown of the 173 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** the breakdown of the 80 comments were mainly due to a lack of street cleaning, and dog mess on the streets.

5.0 COMMUNITIES

COMMUNITY SAFETY

5.1 Figure 6 illustrates respondents' perception of how safe or unsafe they find their local area as a place to live for January to March 2022 and compares this to the figures for October to December 2021.

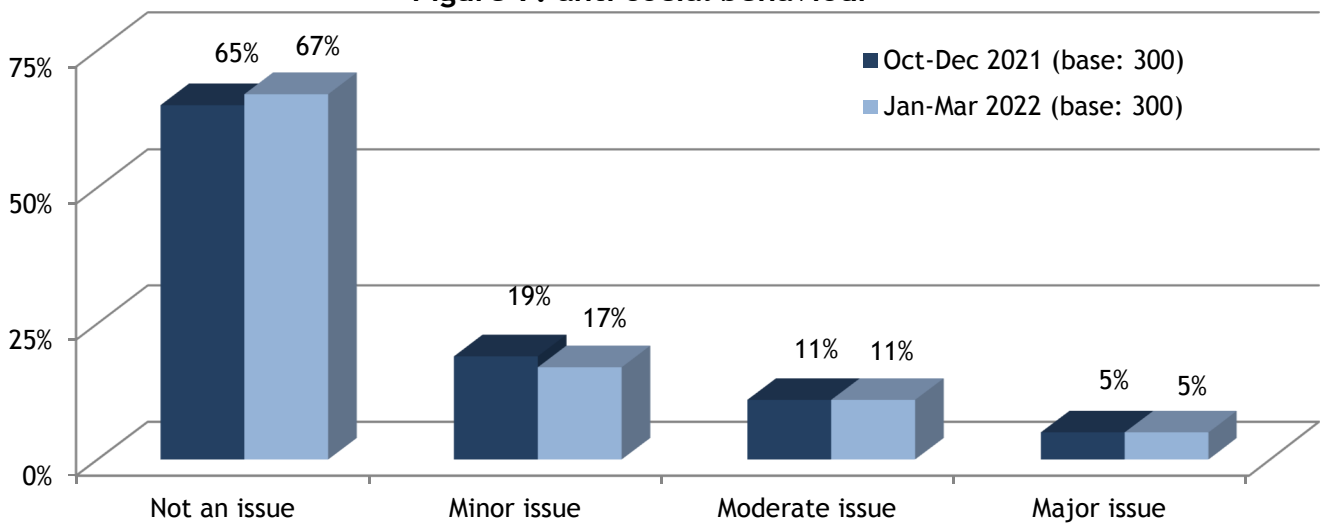


5.2 Where a respondent expressed that their area was unsafe, they are asked for any particular reasons for this. The breakdown of 20 comments received were mainly about youths congregating and concerns about violence.

ANTI-SOCIAL BEHAVIOUR

5.3 Figure 7 illustrates the extent to which respondents perceive anti-social behaviour is an issue in their local area for January to March 2022 and compares this to the figures for October to December 2021.

Figure 7: anti-social behaviour



5.4 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 100 comments received were mainly about large groups of youths hanging around, and drug and alcohol related issues.

6.0 EDUCATION

6.1 Figure 8 details education services for January to March 2022 and compares this to October to December 2021.

Figure 8: % satisfaction levels compared to previous Quarter

Education Services	Satisfaction		
	Oct-Dec 21	Jan-Mar 22	% Change
Early Education and Childcare Centres / Nurseries (Oct to Dec 2021 base: 34, Jan to Mar 2022 base: 28)	97%	89%	-8%
Primary Schools (Oct to Dec 2021 base: 79, Jan to Mar 2022 base: 66)	88%	86%	-2%
Secondary Schools (Oct to Dec 2021 base: 62, Jan to Mar 2022 base: 51)	78%	84%	+6%
Additional Support Needs Provision (Oct to Dec 2021 base: 6, Jan to Mar 2022 base: 11)	66%	54%	-12%

6.2 Where a respondent expressed dissatisfaction with a service area, they are asked for any particular reasons for this. The breakdowns of 25 comments received were mainly about better support for pupils.