



## Reputation Tracker Survey

### Annual Report

April 2022 to March 2023



# Contents

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	<b>Page</b>
1.0 Survey Overview	1
2.0 Overall Perception of Council and Satisfaction with Services	2
3.0 Citizen, Culture and Communities	3
4.0 Roads and Neighbourhood	5
5.0 Communities	6
6.0 Education	7
7.0 Community Empowerment	8

## 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 1,190.

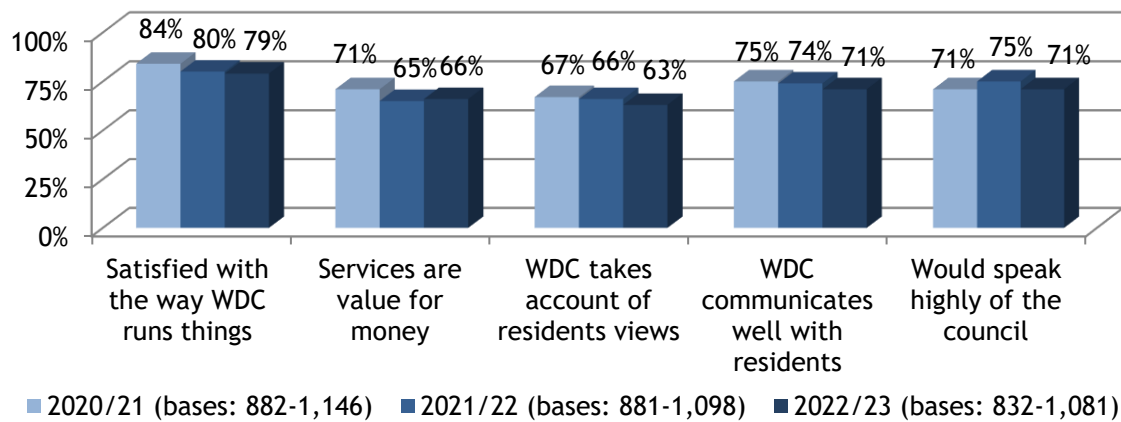
## 2.0 OVERALL PERCEPTION OF COUNCIL AND SATISFACTION WITH SERVICES

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 year (April 2021 to March 2022).














22-23	% change	Statements
79%	-1%	I am satisfied with the way West Dunbartonshire Council runs things (base: 1,081)
66%	+2%	West Dunbartonshire Council services are value for money (base: 987)
63%	-3%	West Dunbartonshire Council takes account of residents' views (base: 832)
71%	-3%	The Council communicates well with its residents (base: 897)
71%	-4%	I would speak highly of West Dunbartonshire Council (base: 897)

Based on 1,190 telephone interviews representative of West Dunbartonshire by location, gender and age

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



2.3 Respondents' degree of satisfaction or dissatisfaction with a range of Council services and aspects of service delivery is shown below. Based on 1,190 telephone interviews representative of West Dunbartonshire by location, gender and age

Service		22-23	% change	Service		22-23	% change
	The information available (base: 782)	89%	-2%		Grounds Maintenance and grass cutting (base: 1,097)	76%	-4%
	Reports and Publications (base: 719)	89%	-4%		Parks and open spaces (base: 1,030)	84%	-3%
	Quality of customer service (base: 795)	66%	-9%		Libraries (base: 389)	94%	-1%
	Street cleaning (base: 1,144)	72%	0%		Council Website (base: 690)	85%	-4%
	Waste service overall (base: 1,183)	82%	+1%		Museums and Galleries (base: 142)	91%	-1%
	Roads maintenance (base: 1,148)	29%	-9%		Leisure and sports centres (base: 596)	83%	-1%
					Services overall (base: 1,071)	86%	-2%

### 3.0 CITIZEN, CULTURE AND FACILITIES

3.1 Figure 2 details Citizen, Culture and Facilities services for April 2022 to March 2023 and compares this to April 2021 to March 2022.

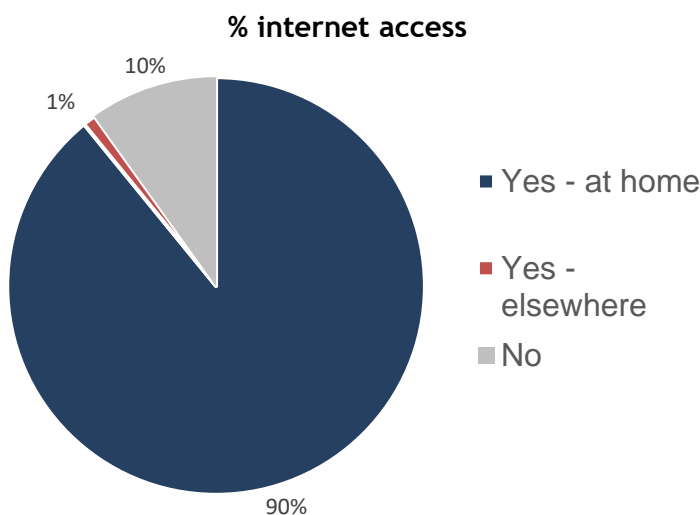
**Figure 2: % satisfaction levels compared to previous quarter**

Services	2021-2022	2022-2023	% Change
<b>Information available on services</b> (2021/22 base: 912, 2022/23 base: 782)	91%	89%	-2%
<b>Libraries</b> (2021/22 base: 309, 2022/23 base: 389)	95%	94%	-1%
<b>Quality of customer service</b> (2021/22 base: 862, 2022/23 base: 795)	75%	66%	-9%
<b>Contact centre</b> (2021/22 base: 356, 2022/23 base: 395)	69%	66%	-3%
<b>Council Website</b> (2021/22 base: 723, 2022/23 base: 690)	89%	85%	-4%
<b>Reports &amp; Publications</b> (2021/22 base: 844, 2022/23 base: 719)	93%	89%	-4%

#### INTERNET ACCESS AND USAGE OF COUNCIL WEBSITE

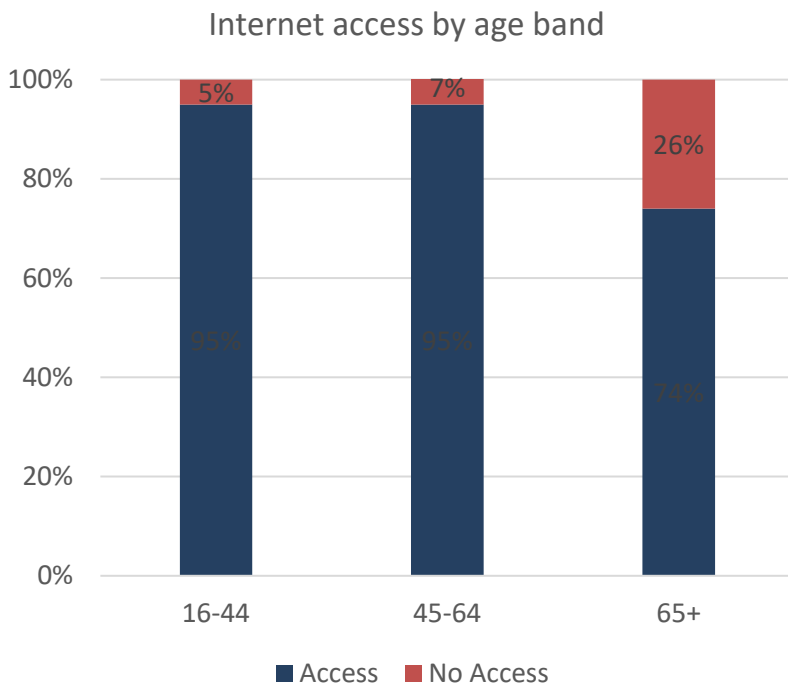
3.2 More detailed questions were asked in relation to **Accessibility of the internet**, with 91% of respondents confirming they have access to the internet. The lowest levels of internet access are in the over 65 age band with 74% of over 65 respondents having internet access.<sup>1</sup>

**Figure 3: Internet Access**



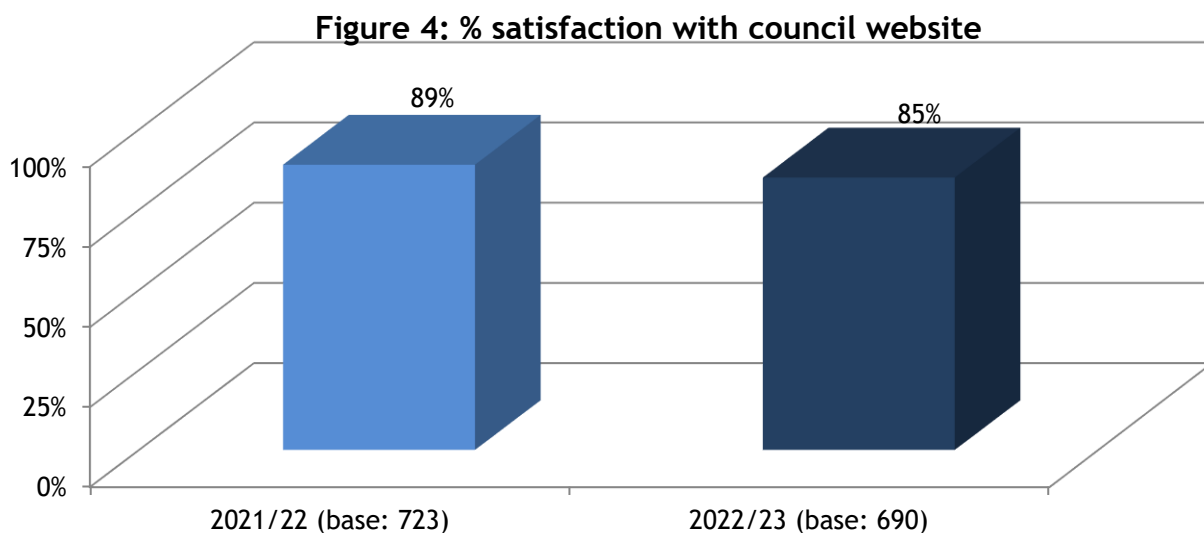
<sup>1</sup> Figures do not sum to 100% due to rounding.

Figure 3a: Internet access by age



3.3 The spotlight on **usage of the council’s website** shows 64% of residents have used the website, of those, 85% were satisfied with the website. This is down slightly by 4% on the previous quarter.

3.4 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 April 2022 to March 2023 and compares this to April 2021 to March 2022.

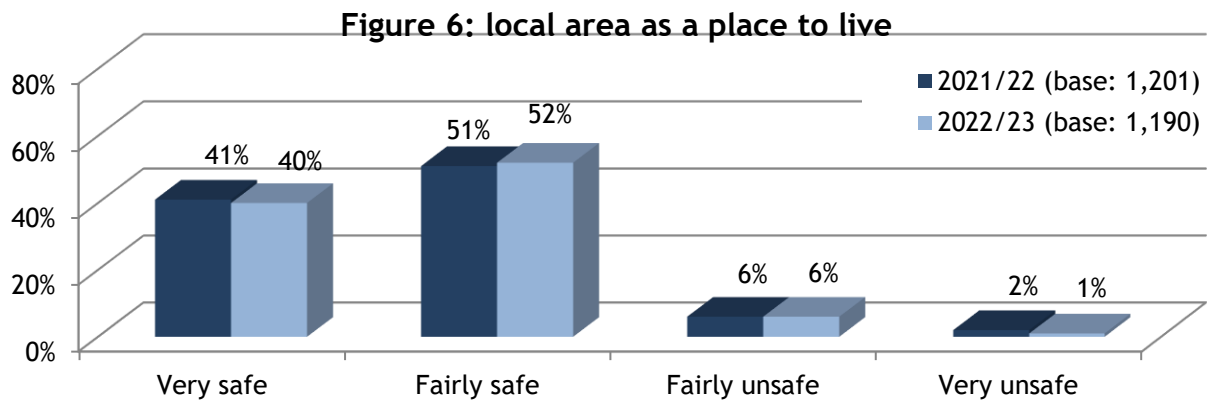
**Figure 5: % satisfaction levels compared to previous quarter**

Roads and neighbourhoods	2021/22	2022/23	% Change
<b>Street cleaning</b> (2021/22 base: 1,161, 2022/23 base: 1,144)	72%	72%	0%
<b>Waste services</b> (2021/22 base: 1,193, 2022/23 base: 1,183)	81%	82%	+1%
<b>Roads Maintenance</b> (2021/22 base: 1,153, 2022/23 base: 1,148)	38%	29%	-9%
<b>Ground maintenance and grass cutting</b> (2021/22 base: 1,123, 2022/23 base: 1,097)	80%	76%	-4%
<b>Parks &amp; open spaces</b> (2021/22 base: 1,068, 2022/23 base: 1,030)	87%	84%	-3%

## 5.0 COMMUNITIES

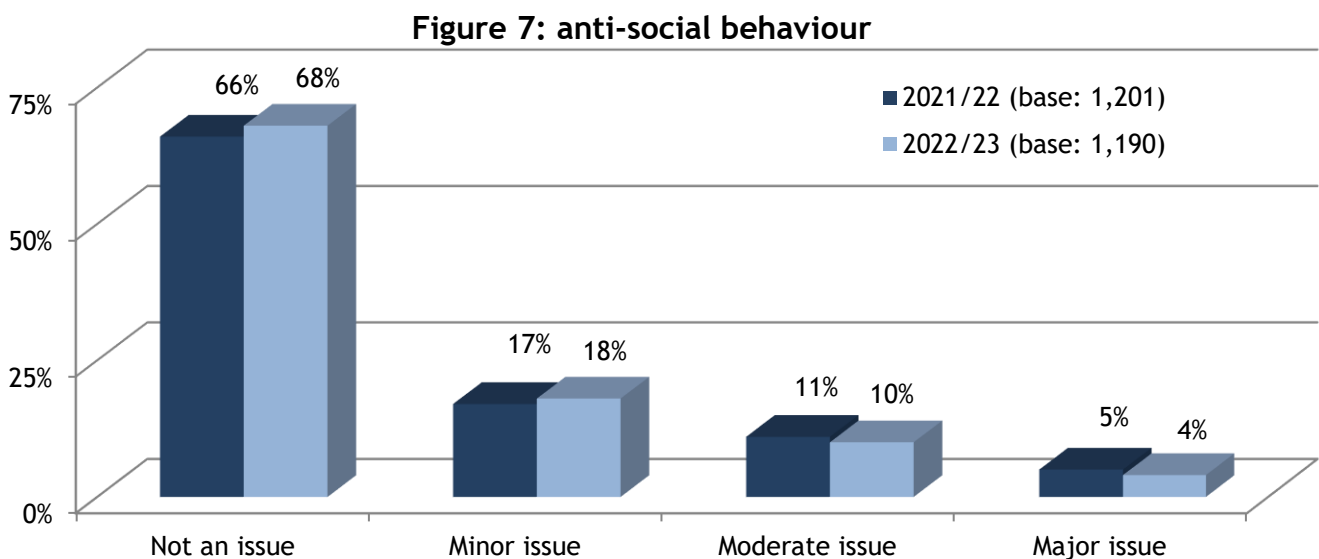
### COMMUNITY SAFETY

5.1 Figure 6 illustrates respondents' perception of how safe or unsafe they find their local area as a place to live for April 2022 to March 2023 and compares this to April 2021 to March 2022.



### ANTI-SOCIAL BEHAVIOUR

5.2 Figure 7 illustrates the extent to which respondents perceive anti-social behaviour is an issue in their local area for April 2022 to March 2023 and compares this to April 2021 to March 2022.





## 6.0 EDUCATION

6.1 Figure 8 details education services for April 2022 to March 2023 and compares this to April 2021 to March 2022.

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

Education	2021/22	2022/23	% Change
<b>Early Education and Childcare Centres / Nurseries</b> (2021/22 base: 141, 2022/23 base: 145)	96%	95%	-1%
<b>Primary Schools</b> (2021/22 base: 304, 2022/23 base: 304)	91%	89%	-2%
<b>Secondary Schools</b> (2021/22 base: 233, 2022/23 base: 233)	82%	82%	0%
<b>Additional Support Needs Provision</b> (2021/22 base: 50, 2022/23 base: 68)	70%	58%	-12%

## 7.0 COMMUNITY EMPOWERMENT

7.1 From October 2021, respondents were asked if they were aware of the Community Empowerment (Scotland) Act 2015 which exists to ensure that people are more involved in their local community and have more control over social and democratic change. During the period of April 2022 to March 2023, only 7% of respondents were of the Community Empowerment (Scotland) Act. Those that were aware, were then asked to indicate which aspects of the Community Empowerment (Scotland) Act they were interested in. Figure 9 details the proportion interested or very interested in each aspect for April 2022 to March 2023 and compares this to October 2021 to March 2022.

**Figure 9: % interest in aspects of Community Empowerment (Scotland) Act**

Community Empowerment	2021/22	2022/23	% Change
<b>Asset Transfer</b> (2021/22 base: 42. 2022/23 base: 129)	7%	10%	+3%
<b>Participation request</b> (2021/22 base: 42. 2022/23 base: 129)	12%	14%	+2%
<b>Community Right to Buy</b> (2021/22 base: 42. 2022/23 base: 129)	29%	26%	-3%
<b>Allotments</b> (2021/22 base: 42. 2022/23 base: 129)	25%	18%	-7%