

Route Optimisation Consultation – Cambridge City Council

BACKGROUND

Cambridge City Council commissioned M·E·L Research to assist in the strategically important challenge of improving the efficiency of waste collections. The aim of the research was to gather information on residents' views on potential service changes. In addition, the Council wanted to ascertain from residents their views on the current recycling services.

The objectives of the research were to gain feedback on the following potential changes:

- ◆ Collection day and time
- ◆ Frequency of collections
- ◆ Collection points
- ◆ Improving recycling services



METHODOLOGY

M·E·L worked closely with Council Officers on the survey design to ensure all the objectives could be met. Only residents who were solely/jointly responsible for the management of household waste took part in the consultation.

In total 1,000 residents were contacted by telephone by our in-house CATI team, with quotas set to ensure the survey was representative of the City Council area. The sample for the telephone survey was representative of the population in Cambridge in terms of socio-economic groups (based on ACORN Category) and household size. In addition, quotas were evenly spread across the 14 wards and housing type. The survey was also available online via the Council website, with a total of 431 surveys completed over a two week period.

OUTCOMES

The project assisted the Council in making informed decisions on bin collection arrangements. It also helped to identify how residents feel about certain recycling initiatives, including incentives to recycle and food waste collections. In addition, the report provided residents and members with in-depth feedback demonstrating a transparent process and providing useful context for future changes.



TESTIMONIAL

"We have been very happy with the work undertaken by M·E·L Research. It has provided a solid basis for making the changes. We were particularly pleased that they obtained a good representative sample of Cambridge residents. This is very important when you are dealing with a comparatively small sample size. We also appreciated the expertise M·E·L Research provided in fine tuning the questions".

Jen Robertson, Waste Strategy Manager, Cambridge City Council

For further information about waste prevention, please contact
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