

# HWRC Site Satisfaction Survey 2020

## Background

M·E·L Research were commissioned by West Berkshire Council to undertake a site user satisfaction survey at their two Veolia operated Household Waste Recycling Centres (Newtown Road and Padworth HWRCs). Fieldwork took place between 21st February and 24th February, on both weekends and weekdays to get views from a range of users. A total of 906 surveys were completed across both sites.

The survey sought to understand site usage, levels of satisfaction with various aspects of the sites and awareness of planned changes to operating hours from 1st May 2020.

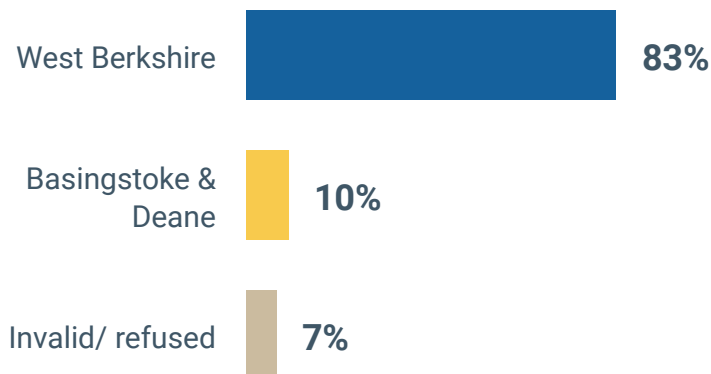
Please note that all figures exclude respondents who said 'don't know'.



## Site usage

### Where users travelled from:

Base size: 906



### were visiting their nearest HWRC

Base size: 906

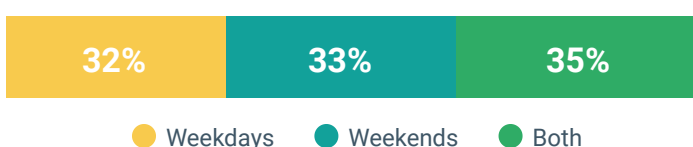
### Those that weren't, chose the site because...

- They were en-route somewhere else
- They were visiting for someone else
- Less queuing
- Staff are friendlier/more helpful
- More materials accepted

Base size: 20

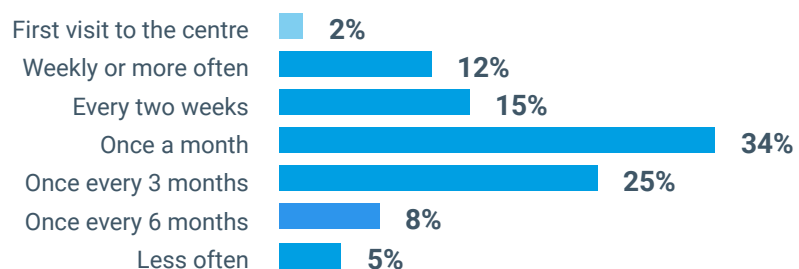
### When users visit:

Base size: 906



### Frequency of visit:

Base size: 906



## Time users normally visit:

44% of Padworth users do not visit at a specific time or visit only when it is convenient

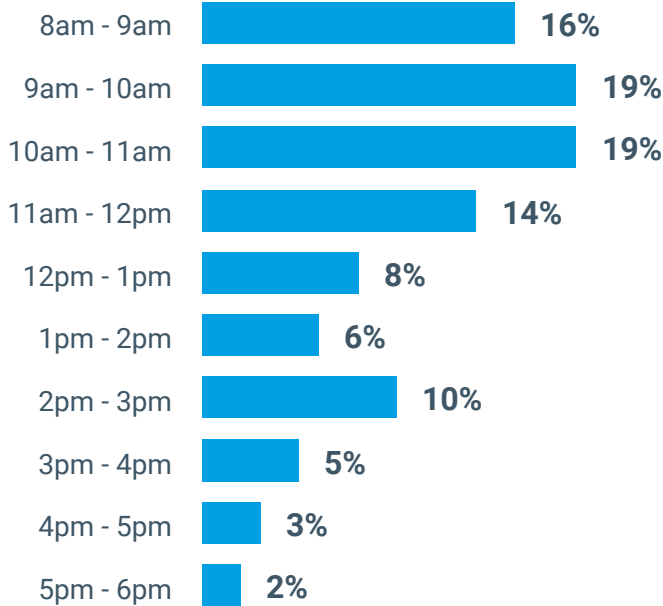
48% of Newtown Rd users do not visit at a specific time or visit only when it is convenient



## All other users normally visit at the following times...

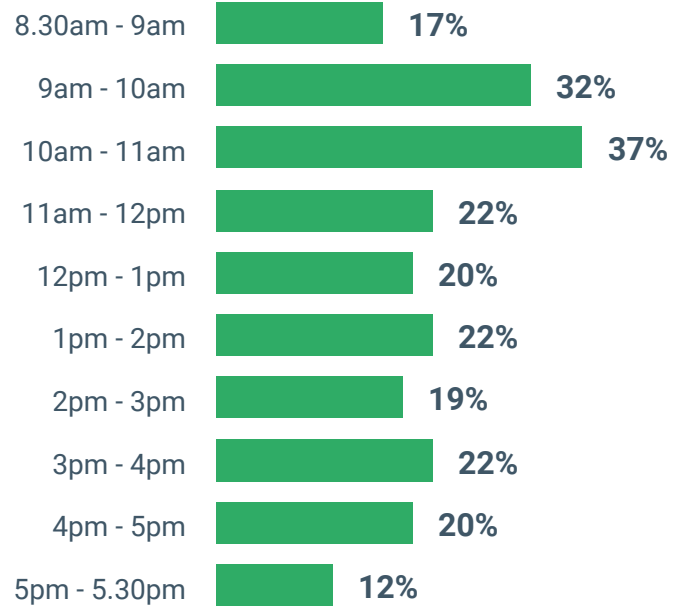
### Padworth HWRC

Base size: 124



### Newtown Road HWRC

Base size: 353



## Awareness of changes to operating hours

From 1st May 2020, the operating hours at the two HWRC's in West Berkshire will change. The operating hours at both sites will change to 9am to 6pm.

Newtown Road HWRC will also have extended hours on a Thursday, during the summer (April to September), opening from 9am to 8pm.



Base size: 906

just 4% were aware of the planned changes

### Those that were has seen or heard....

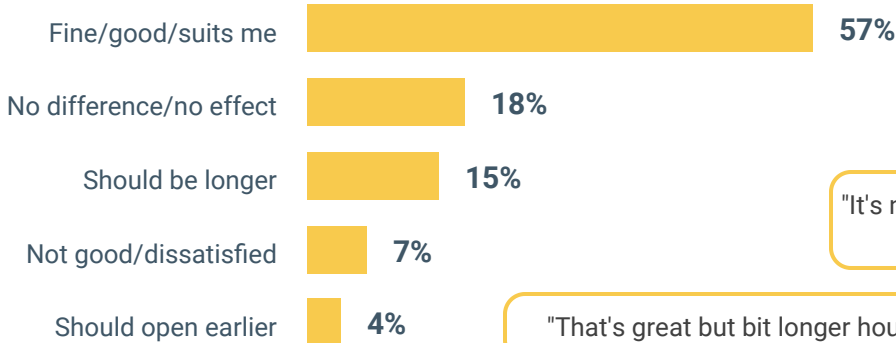
- 39% Online/Council website
- 14% A banner/poster at the centre
- 11% Local media (newspaper, TV)
- 11% Social media
- 11% Leaflet
- 8% Word of mouth
- 3% An advert off site
- 3% Other

Base size: 36

Padworth HWRC - 10% were aware  
Newtown Rd HWRC - 2% were aware

# User comments

Site users were asked if they had any feedback on the proposed changes to opening hours. A total of 361 valid comments were made which have been grouped into common themes below:



"Longer hours would be good especially for summer."

"It suits me."      "No difference to me."

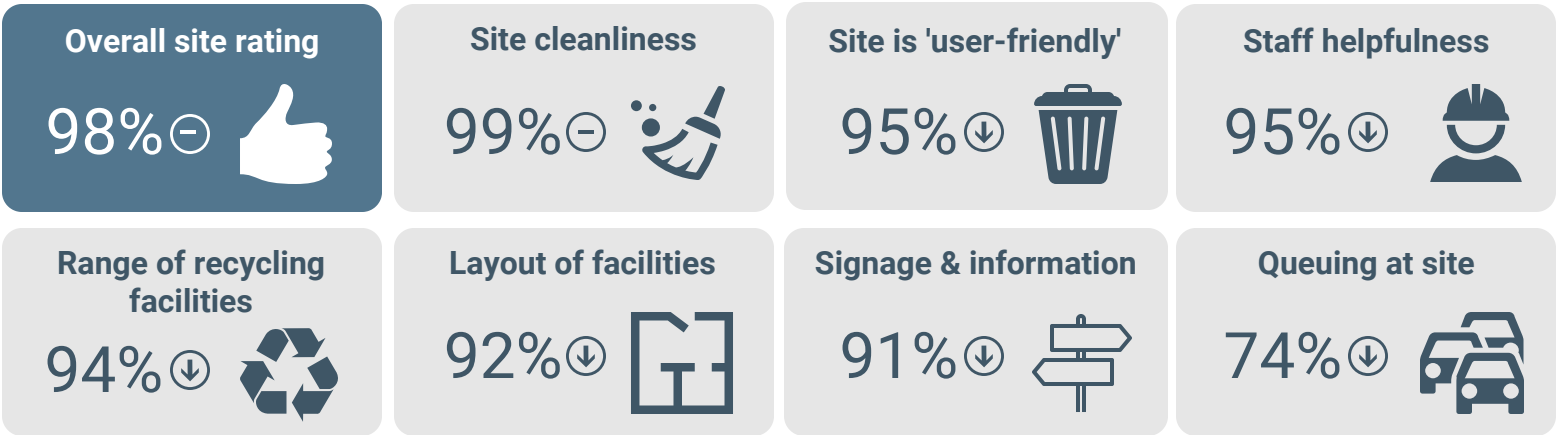
"It's good to have a consistent time - easy to remember."

"It's not a good idea to cut down evening hours."

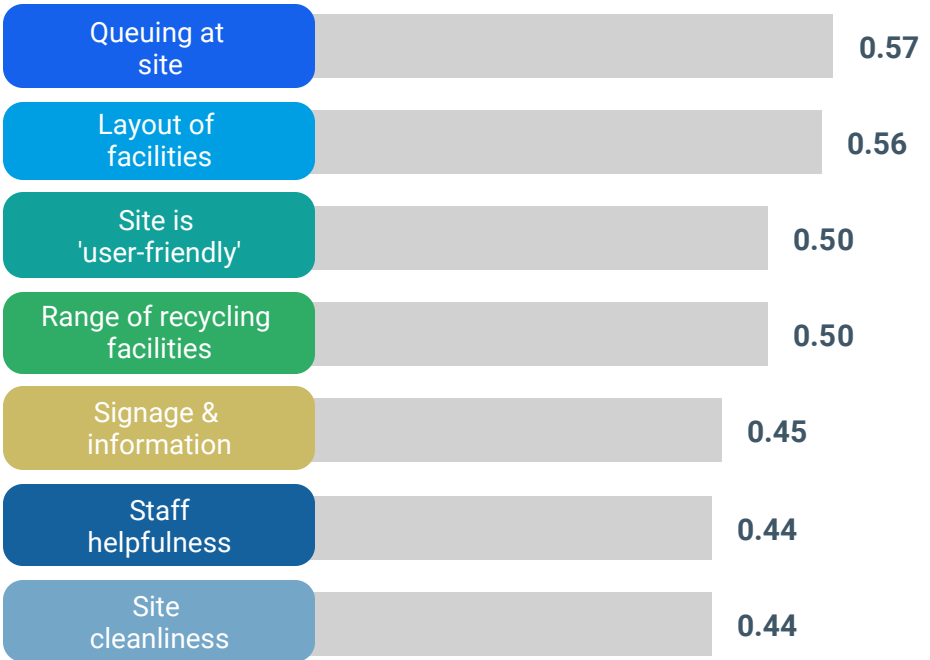
"That's great but bit longer hours on Saturday would be great."

# Key Performance Indicators

Rating 'fairly' or 'very' satisfied



⊖ No change since June 2019      ⊙ Decrease since June 2019



Key driver analysis was also conducted to see which of the key satisfaction questions had the strongest influence on overall site satisfaction.

All aspects measured were similarly correlated to overall site satisfaction, with queuing and site layout having the greatest impact.

This suggests that by ensuring sites are easily navigable for users and waiting times are minimal, this should help to retain the high levels of satisfaction with the sites.