

Cumberland Council

Waste Services Transformation: The next chapter for Cumberland Council

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Health and wellbeing is
at the heart of everything we do

Our values



Ambitious



Collaborative



Compassionate



Empowering



Innovative

Introduction

- Cumberland was formed in April 2023 as a new unitary combined authority
- Ambitious transformation plan to integrate four legacy councils, disposal and collections
- Focus on embedding a unified culture and harmonising waste and recycling collections



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Cumberland in numbers....

- ✿ Area – 3,012sqkm, 21% of the Northwest region
- ✿ Population – 276,900 residents (53% live in rural areas), 91 people/sq km
- ✿ Households – 125,500
- ✿ 2 in-house services, 1 LATCO
- ✿ 3 Operational depots
- ✿ 200+ employees
- ✿ 70+ RCVS
- ✿ 3 collection methods
- ✿ Trade Waste Service (2 Legacy districts)



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Embedding culture & operational change

Early development of the Waste Service Standards incorporating:

- 'The Cumberland Approach': Accessibility, Trust, Engagement, Customer Service, Sustainability
- New Core Values: Ambitious, Collaborative, Compassionate, Empowering, Innovative
- Embedding 'Cumberland Values' in everything that we do



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Service Harmonisation

- 'New 'Cumberland' collection model agreed
- Introduction of new management and in-cab system
- Re-aligned staff terms and conditions
- New customer-service based approach and full integration with Customer Services system and all services available on-line



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Digital Transformation

- Customer self-serve
- Unified telephony and customer contact systems
- Paper reduction, faster service response, improved security
- Enhanced productivity for staff



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Improvements – Immediate & Future

- Customer Service / Access to services
- Greater resilience, e.g. shared supervisory, vehicles
- Increased recycling rates
- Savings through efficiency over £1 million
- Increased customer satisfaction



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Challenges



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Key Outcomes

- Shared culture and clear organisational values
- Modernised digital-first service delivery
- Reliable, consistent waste collection service with high a level of customer satisfaction
- Stronger, more resilient communities
- Commitment to sustainability and climate action



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Conclusion

- Cumberland Council has embedded a new culture and ethos while transforming how its waste collection services are delivered
- Through innovation, sustainability, and community engagement, the council is building a modern, resilient authority that delivers an effective waste collection service



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