

Appendix C



Draft Waste Strategy for
Essex

Final Consultation Report

May 2024

www.enventure.co.uk



Report prepared by:

Andrew Cameron
andrew@enventure.co.uk

Report reviewed by:

Kayleigh Pickles

Mark Robinson

Thornhill Brigg Mill
Thornhill Beck Lane
Brighouse
West Yorkshire
HD6 4AH

01484 404797

www.enventure.co.uk

info@enventure.co.uk

Reg no: 4693096
VAT no: 816927894



Contents

Executive summary	4
Background	4
Approach summary	4
Response summary	5
Summary of key findings	5
Consultation Programme	15
Introduction	15
Consultation approach	16
How to read the report	19
Terminology and clarifications	20
Consultation response	20
Consultation findings	27
Vision	27
Targets	33
Ambitions	40
Move to a circular economy	48
Waste hierarchy	54
Collaborate and innovate	78
Educate and engage	106
Research, planning and performance monitoring	112
Other comments	118
Strategic Environmental Assessment	120
Enquiries and other submissions	123
Responses from partner organisations	124
Responses from businesses	125
Summary	126



Executive summary

Background

The Essex Waste Partnership (EWP) is made up of Essex County Council, and the 12 district, city and borough councils in Essex. The EWP is developing a new joint Waste Strategy for Essex which outlines a high-level, strategic framework for managing the waste and recycling produced by homes and businesses in the county for the next 30 years.

On behalf of the EWP, Essex County Council (ECC) facilitated a public consultation in autumn 2023 asking for views and feedback from residents, communities, businesses and councils on the proposals in the strategy.

To ensure independent and impartial analysis of the consultation responses, the Council commissioned Enventure Research to analyse and evaluate the responses to the consultation and prepare this report.

Approach summary

A webpage on the Council website hosted all the consultation documentation and a survey.

The online survey was hosted by Essex County Council using Citizen Space, which allowed respondents to indicate whether they agreed or disagreed with each part of the draft strategy. Respondents were also provided with the opportunity to provide comments on each part of the draft strategy. This survey is referred to as the full survey in the report. Respondents were able to access a suite of documents online alongside the draft strategy to support them in providing an informed response to the consultation.

In the full survey, respondents were also able to provide their views on the accompanying Strategic Environmental Assessment.

The survey could also be completed in an Easy Read format, which was an accessible version of the questionnaire using simplified question and response wording and images. More information about the Easy Read Survey can be found in the Consultation Approach section in the full report.

Paper copies and large print versions (including the Easy Read version of the questionnaire) were made available upon request. Copies of the draft strategy and supporting documentation were made available in all Essex County Council libraries. A copy of the full survey can be found in the appendices.

A series of online and face to face events were also held for the public and key stakeholders to provide an overview of the draft strategy proposals.

Essex County Council commissioned a series of five online focus groups in October 2023 to support the consultation. Findings from the focus groups can be found in a [separate report by Fieldwork Assistance](#). Key observations and conclusions arising from the focus groups represent the views of the participants gathered through a blend of activities, guided discussion, and open questions. The topics the focus groups addressed were, the public consultation process, recycling and waste communications, waste



treatment technologies, vision and zero waste, waste reduction, reuse and recycle and the role of councils.

A communications and marketing strategy was created to support the rollout of the consultation, aiming to make as many people as possible aware of the consultation and able to submit an informed response.

Response summary

A total of **4,545 responses** to the consultation were received. This included 4,224 responses to the full survey and 321 responses to the Easy Read survey. Only 16 paper copies were received, with the rest captured online. Of the 4,545 responses, 24 were received from organisations.

The survey allowed respondents to provide their comments on each part of the draft strategy. Between 20% and 39% of respondents provided comments for each open-end comment question in the full survey (with the exception of the questions related to the Strategic Environmental Assessment) and between 26% and 43% provided comments in the Easy Read survey.

7% of respondents (288) in the full survey gave their feedback on the Strategic Environmental Assessment. See the Strategic Environmental Assessment section of the full report for more information.

Summary of key findings

Vision

Respondents were asked the extent to which they agreed or disagreed with the vision statement: *We aspire to be a zero waste county. By working together we will reduce waste, protect the environment and conserve resources.*

- In the full survey, a larger proportion agreed with the vision statement than disagreed.

Figure 1 – Vision summary

Question	Base	% Agree	% Not sure	% Disagree
To what extent do you agree or disagree with this vision statement for the Waste Strategy for Essex? (Q8)	4,203	67%	7%	26%

- In the comments about the vision, the most common themes were:
 - It is too ambitious or unachievable, or that zero waste is unrealistic
 - Services need to be easy to use or convenient
 - Businesses need to do more, particularly to reduce packaging
- In the Easy Read survey, 70% said becoming a zero waste county is important to them, compared with 15% who said it was not.



Targets

The draft strategy sets out targets to commit to as a minimum in line with achieving national waste targets set by the government.

- In the full survey, 48% thought the targets are about right, which was the most common response. A further 28% would prefer more ambitious targets and 13% would prefer less ambitious targets.
- Respondents who would prefer more ambitious or less ambitious targets were given the opportunity to indicate if they thought the timelines for achieving them should be shorter or longer or whether the targets themselves should be higher or lower.
- Amongst those who would prefer more ambitious targets, 43% would prefer higher targets that are achieved sooner, which was the most common response, closely followed by 41% preferring targets to be achieved sooner, and 16% would prefer higher targets.
- Amongst those who would prefer less ambitious targets, similar proportions would prefer lower targets and would prefer lower targets that are achieved at a later date (37% and 36% respectively). A further 27% would prefer the targets to be achieved at a later date.
- In the comments about the targets, the most common themes were:
 - The targets are unachievable or will be difficult to achieve
 - Services need to be easy to use or convenient
 - The targets are not ambitious enough or need to be achieved sooner
- In the Easy Read survey, 65% said they agree with the targets, which was a larger proportion than *not sure* (18%) and that said they *disagree with the targets* (17%). Amongst those who said they disagreed, 53% said there should be less targets and 47% said there should be more.

Ambitions

Whilst the targets are the minimum that need to be achieved and are in line with the government's national targets, the draft strategy includes ambitions that aim to deliver greater change and impact more quickly.

- In the full survey, 49% thought the ambitions are about right, which was the most common response. In contrast, 27% would prefer higher ambitions and 13% would prefer lower ambitions. Smaller proportions would prefer none at all (6%) and were not sure (6%).
- Respondents who would prefer higher or lower ambitions were given the opportunity to indicate if they thought the timelines for achieving them should be shorter or longer or whether the ambitions themselves should be higher or lower.
- Amongst those who would prefer higher ambitions, 41% would prefer higher ambitions that are achieved sooner and 36% preferred the ambitions just to be achieved sooner. A further 23% said they would prefer higher ambitions achieved within the proposed dates.
- Amongst those who would prefer lower ambitions, 38% preferred lower ambitions that are achieved at a later date, 34% would prefer lower ambitions achieved within the proposed dates, and 27% would prefer the ambitions to be achieved at a later date.
- In the comments related to the ambitions, the three most common themes were:
 - The ambitions are unachievable, unrealistic or difficult to achieve
 - Zero waste is not possible or is too ambitious
 - The ambitions are not ambitious enough or there is a need to act sooner



- In the Easy Read survey, 69% said they agree with the aims, which was higher than the 17% who disagreed and a further 14% were not sure.
- Amongst those who disagreed, 57% said we need less aims and 43% said more.

Move to a circular economy

The EWP believes that the best way to reduce the environmental impact of waste is to embrace a circular economy, in which finite resources are conserved and used efficiently.

- In the full survey, overall agreement was higher than overall disagreement for this priority.

Figure 2 – Move to a circular economy summary

Question	Base	% Agree	% Not sure	% Disagree
To what extent do you agree or disagree with this priority? (Q18)	4,196	63%	15%	22%

- The three most common themes in the comments related to the move to a circular economy were:
 - Concerns about costs or additional charges
 - It's unachievable, unrealistic or difficult to achieve
 - Further education, training or support for residents are needed
- In the Easy Read survey, 78% said using a circular economy in Essex is important to them. A further 11% were not sure and 10% said it was not important.

Waste hierarchy

The waste hierarchy sets out the order in which options for waste management should be considered based on environmental impact. The EWP proposes to apply the waste hierarchy prioritising waste prevention and minimising disposal when designing services and making decisions.

- The majority of respondents agreed with the waste prevention, reuse and recycle priorities in the full survey.
- Disagreement was higher for the waste prevention priority than for the reuse and recycle priorities.

Figure 3 – Waste hierarchy summary

Question	Base	% Agree	% Not sure	% Disagree
To what extent do you agree or disagree with this priority? – waste prevention (Q20)	4,186	65%	11%	24%
To what extent do you agree or disagree with this priority? – reuse (Q22)	4,178	71%	9%	19%
To what extent do you agree or disagree with this priority? – recycle (Q24)	4,168	77%	5%	18%



- In the comments about the waste prevention priority, the most common themes were:
 - Businesses need to do more, particularly to reduce packaging
 - Don't reduce service or frequent collections are needed
 - Concerns about cost or additional charges
- In the comments related to the reuse priority, the most common themes were:
 - It needs to be easier or cheaper to repair items
 - There is a need to change mindsets or address throwaway culture
 - It's a good priority or agree generally with it
 - Businesses need to do more, particularly to reduce packaging
- In relation to the recycle priority, the most common themes all related to waste and recycling services and included:
 - Services need to be easy to use, convenient and at the kerbside
 - More materials should be collected for recycling
 - There is a need for easy access to recycling centres and no booking ahead
 - Don't charge for garden waste collection
- In regard to the recovery priority, again majority proportions agreed with reducing the use of landfill, adopting the use of anaerobic digestion and adopting Energy from Waste for residual waste.
- However, it should be noted that for the priority related to anaerobic digestion, a larger proportion of respondents were not sure than for the other questions, which explains why a lower proportion agreed with this priority in comparison with the other recovery questions.

Figure 4 – Recovery summary

Question	Base	% Agree	% Not sure	% Disagree
To what extent do you agree or disagree that the EWP should reduce the use of landfill? (Q26)	4,175	78%	8%	14%
To what extent do you agree or disagree that adopting the use of anaerobic digestion for the treatment of food waste is the right solution? (Q27)	4,131	61%	26%	12%
To what extent do you agree or disagree that, after recycling everything we can, adopting Energy from Waste (EfW) for residual waste is the right solution? (Q28)	4,166	69%	17%	14%

- In the comments related to the recovery priority, the most common themes were:
 - Not being able to understand it, too much jargon used or not enough information provided
 - No Basildon incinerator or disagree with incineration process
 - Concerns about environmental impact, pollution or emissions
- In the Easy Read survey, 76% said that using the waste hierarchy system in Essex was important to them. In contrast, 11% said it was not important and 13% were not sure.



Collaborate and innovate

The EWP proposes to: *Innovate and work collaboratively with each other and with government, businesses and institutions to create a more sustainable waste system.*

- In the full survey, overall agreement was much higher than disagreement for the collaborate and innovate priority.
- In regard to achieving collaboration and innovation, all statements saw majority proportions agreeing – agreement was highest for *Work together and maximise opportunities to increase recycling in public spaces and reduce litter* and lowest for *explore carbon capture, utilisation and storage, and carbon offsetting to mitigate unavoidable greenhouse gas emissions*. In relation to *explore carbon capture, utilisation and storage, and carbon offsetting to mitigate unavoidable greenhouse gas emissions*, a slightly larger proportion of respondents were not sure than for some of the other questions. This explains the corresponding lower level of agreement.

Figure 5 – Collaborate and innovate summary

Question	Base	% Agree	% Not sure	% Disagree
To what extent do you agree or disagree with this priority? (Q30)	4,151	75%	10%	15%
<i>To what extent do you agree or disagree that collaboration and innovation should be achieved through...</i>				
Work to reduce the carbon impact of waste operations by increasing use of alternative fuels for our vehicles and equipment, and making waste transport routes as efficient as possible? (Q31a)	4,148	74%	10%	16%
Work together to make the network of recycling centres, waste transfer stations and depots as efficient as possible? (Q31b)	4,135	82%	6%	12%
Explore carbon capture, utilisation and storage, and carbon offsetting to mitigate unavoidable greenhouse gas emissions? (Q31c)	4,139	67%	16%	17%
Stay abreast of innovation, trends and examples of best practice to shape service design? (Q31d)	4,137	78%	10%	12%
Work together and maximise opportunities to increase recycling in public spaces and reduce litter? (Q31e)	4,145	86%	4%	11%
Be an active voice striving to shape government policy, legislation, and regulation through engagement, consultations, and lobbying? (Q31f)	4,142	73%	12%	15%
Work together to develop opportunities for employment, environmental benefit, and reduced costs? (Q31g)	4,138	80%	9%	11%



- In the comments related to the collaborate and innovate priority, the most common themes were:
 - A need for easy access to recycling centres and no booking ahead
 - Concerns about cost or additional charges
 - Concerns about litter or fly tipping
- It should be noted that a consultation on booking processes for recycling centres in Essex was taking place at the same time as this consultation, which may have influenced the results.
- In the Easy Read survey, 87% said it was important to work together to make a better waste system, 6% were not sure and 7% said it was not important.

Educate and engage

The EWP proposes to: *Listen to residents and deliver information and initiatives to encourage changes in attitudes and behaviour to reduce waste and recycle more.*

- In the full survey, a much larger proportion agreed overall with the educate and engage priority than disagreed.

Figure 6 – Educate and engage summary

Question	Base	% Agree	% Not sure	% Disagree
To what extent do you agree or disagree with this priority? (Q33)	4,170	77%	8%	15%

- In the comments related to the priority, the most common theme was that communication with residents should be improved, they should be listened to, and feedback should be acted on.
- In the Easy Read survey, 87% said it was important to teach people how to reduce their waste and recycle more, 5% were not sure and 8% said it was not important.

Research, planning and performance monitoring

The EWP proposes to: *Comprehensively review this strategy every five-years to ensure alignment with any changes in national policy and legislation, trends in waste generation, and the development of new approaches and technologies.*

- In the full survey, overall agreement was higher than disagreement in relation to the approach to research, planning and performance monitoring.

Figure 7 – Research, planning and performance monitoring summary

Question	Base	% Agree	% Not sure	% Disagree
To what extent do you agree or disagree with this approach to research, planning and performance monitoring? (Q35)	4,158	70%	14%	16%



- The most common theme in the comments related to the approach to research, planning and performance was that more frequent reviews were needed or that the five-year period is too long.
- In the Easy Read survey, 87% said it was important that they are kept up to date, 6% were *not sure* and 7% said it was not important.

Other comments

At the end of the survey respondents were asked if there was anything else that needs to be considered around the draft Waste Strategy for Essex.

- The most common theme was that services need to be easy to use or convenient in both the full survey and the Easy Read survey.
- This was followed by general agreement with the strategy or the aims in both surveys.
- Concerns about costs and additional charges were also common.

Strategic Environmental Assessment

The EWP commissioned a Strategic Environmental Assessment (SEA) to ensure a high level of protection for the environment and that sustainability is placed at the forefront of the strategy. The findings from the SEA were presented in an Environmental Report, which was prepared in accordance with the SEA regulations.

Three statutory bodies were invited to give statutory responses to the Environmental Report.

- Natural England confirmed that, in their view, the proposals contained within the plan will not have significant effects on sensitive sites that Natural England has a statutory duty to protect.
- The Environment Agency noted that the strategy was not intended to consider new, or increased use of existing waste management facilities and therefore had no comment to make on the documents.
- No response was received from Historic England.

In the full survey, respondents could provide their feedback on the Strategic Environment Assessment and the Environmental Report.

- A small number of respondents (288) answered the questions on the Strategic Environmental Assessment.
- Of those who gave feedback on the Strategic Environmental Assessment, 54% thought the Environmental Report correctly identified the likely significant effects of the draft strategy and 46% thought it did not.
- When asked for their views on the likely significant environmental effects of the draft strategy, the most common theme was disagreement with incineration, particularly from residents in Basildon.
- Little or no impact, and uncertainty, not enough information or information that is too complicated to understand were also common themes in the comments.
- When asked if there was anything else to say about the Environmental Report, the most common theme was again disagreement with incineration, particularly from residents in Basildon.



Although many comments were made relating to incineration when asked if there was anything else to say about the Strategic Environmental Assessment, it should be noted that there was widespread support seen for Energy from Waste in the wider consultation response.

Location differences

In the full survey, the majority of respondents in each district, city and borough agreed with the different parts of the strategy and feelings that the targets and ambitions were about right were most common for all areas. However, there were some differences by location which are noted below.

- Analysis shows that **Basildon** was an outlier, with residents more likely than those in the other areas to disagree with the vision statement, the priorities, the ways in which the collaborate and innovate priority can be achieved and the approach to research, planning and performance monitoring.
- There were also many comments in the survey that related to Energy from Waste, in particular related to incineration, particularly from residents in Basildon.
- Residents in **Brentwood** were also more likely than residents in some other areas to disagree with the ways in which the collaboration and innovate priority can be achieved and to disagree with the educate and engage priority.
- There was also some difference by location in comments related to waste services, which is likely to reflect variable kerbside waste services in each area. For example, concerns about accessing recycling centres were particularly common in **Uttlesford** and comments related to not charging for garden waste collections were common in **Braintree**.
- It should be noted that the concurrent consultation on retaining a booking process at recycling centres in Essex may have influenced this outcome, and recent service changes introducing a charge for garden waste services in Braintree are likely to have impacted on resident feedback in this location.
- In the comments about the vision, the most common theme for **Tendring** residents was a desire for more materials to be collected or recycled.

Demographic differences

In the full survey, the majority of respondents in each subgroup agreed with the different parts of the strategy and feelings that the targets and ambitions were about right were most common for all demographic groups. However, there were some subgroup differences which are noted below.

- **Males** were more likely than females to disagree with the vision statement, disagree with many of the priorities and how the collaborate and innovate priority can be achieved, and to disagree with the approach to research, planning and performance monitoring.
- A few differences were also seen by age group, with those aged **65+** (particularly compared with 45-64) more likely to agree with the recycle priority, elements of the recovery priority, the collaborate and innovate priority and how it can be achieved, the educate and engage priority and the approach to research, planning and performance monitoring.
- In comparison with those aged 65+, those aged **25-44 and 45-64** were more likely to disagree with the vision statement, prefer more ambitious targets and higher ambitions and to not be sure that adopting the use of anaerobic digestion for the treatment of food waste is the right solution.
- In comparison with those aged 65+, those aged **45-64** were more likely to disagree with a number of the priorities and how the collaborate and innovate priority can be achieved.



- In comparison with older age groups, those **aged under 25** were more likely to think the targets and ambitions are about right and agree with the waste prevention priority, but it should be noted that the base size for this age group is smaller than for the other age groups.
- In comparison with White British respondents, those from **other ethnic groups** were more likely to disagree with the vision statement, the waste prevention, re-use and recovery priorities, the educate and engage priority and the approach to research, planning and performance monitoring.
- Those from other ethnic groups were also more likely to disagree with the collaborate and innovate priority and how it can be achieved, and to prefer no targets or ambitions at all.
- In comparison to those who did not have an impairment, those who **had an impairment** were more likely to prefer no targets or ambitions at all.

Respondent comments

Whilst respondents were able to give their comments on each part of the strategy, it is interesting to note that there were similar themes that spanned across all the response to each comment question. These themes most commonly related to the **availability and accessibility of services**, and the **achievability of the strategy and the need for clear actions**. Other common high level themes seen related to:

- Informing, educating, supporting and enforcing
- The role businesses can play
- Concerns about costs
- Concerns about the environmental impact of incineration
- The need for leadership
- General agreement or disagreement with the strategy
- Working collaboratively

Responses from partners

There was widespread agreement for the different areas of the strategy amongst the five Essex Waste Partnership member organisations that provided a response to the consultation, although it should be noted that one preferred higher targets and one would prefer lower ambitions to be achieved at a later date.

Responses from businesses

Five businesses took part in the consultation. Four out of five businesses agreed with most elements of the strategy, whilst one tended to disagree. There was some appetite amongst these businesses for more ambitious targets and higher ambitions. Comments related to how manufacturers can reduce packaging or make it biodegradable, as well as highlighting necessary support for businesses and residents to reduce waste, amongst other themes. For more information about these responses, see the full report.

Enquiries and other submissions

Essex County Council kept a log of all enquiries that came through to the Waste Strategy inbox. These enquiries have been reviewed by the report author and themed for inclusion in this report. In total,



there were 45 queries submitted: 4 were themed as positive, 13 as negative and 28 as neutral. These enquiries were responded to in full to allow respondents to actively participate in the survey.

Summary of conclusions

- There was a large response to the consultation across the county, with all districts, cities and boroughs represented in the response.
- Response to all aspects of the draft strategy saw larger proportions agreeing overall than disagreeing, whilst feelings that the targets and ambitions are about right were most common.
- However, there is some preference for the ambitions and targets to be achieved sooner.
- Some also believe that elements of the strategy, particularly zero waste, are unachievable or too ambitious, which has led to some disagreement, although these are minority proportions.
- There is widespread acknowledgement that waste collection and recycling services need to be convenient and easy to use if the targets and ambitions are to be met.
- There is a widespread belief that businesses and manufacturers need to do more particularly in relation to reducing packaging and ensuring that items can be repaired easily and cost effectively.
- Although there is widespread support for Energy from Waste, there is some concern related to the environmental impact particularly in Basildon that is leading to higher levels of disagreement in that district compared with other areas. More information about this can be found in the key findings above.
- There are some concepts in the recovery priority that are hard for some people to understand, particularly the use of anaerobic digestion for the treatment of food waste.
- Some respondents worry there will be increased costs in the future that will be passed onto taxpayers. These concerns were particularly seen in relation to the move to a circular economy and collaborate and innovate priorities.
- Education and support for residents with their waste and recycling is viewed as important and this should also include engaging with residents and listening to their feedback.
- Although the majority agreed with the approach to research, planning and monitoring, there is some belief that more frequent reviews of the strategy will be necessary than the five year cycle proposed.
- Although a much smaller number of respondents gave feedback on the Strategic Environmental Assessment, there was a split in opinion on whether it correctly identifies the likely significant effects of the strategy.
- Comments in relation to the Strategic Environmental Assessment suggested that some respondents found it hard to engage with and to understand, which may have influenced this outcome.

More information about these conclusions can be found in the summary at the end of the full report.



Consultation Programme

Introduction

The Essex Waste Partnership (EWP) is made up of Essex County Council, and the 12 district, city and borough councils in Essex. The partnership aims to ensure cost-efficient and sustainable waste management across the county of Essex.

The EWP is developing a new Waste Strategy for Essex. The draft strategy outlines a high-level, strategic framework for managing the waste and recycling produced by homes and businesses in the county for the next 30 years. Its overall aim is to reduce waste, protect the environment and save resources. The draft strategy takes account of research, national legislation and policy and sets out a proposed approach, vision, targets and ambitions.

The key elements of the draft strategy are:

- Working together to minimise the impact that waste management has on the environment, whilst offering value for money to the taxpayer.
- Embracing the circular economy. This means minimising waste, recycling more, and rethinking how waste that cannot be recycled will be managed to conserve resources.
- Coordinating the design and delivery of services to achieve the vision, targets and ambitions of the strategy.
- Supporting residents to reduce their waste and recycle more.
- Working in partnership together and engaging with business, industry and government to change how waste is dealt with.
- Setting measurable targets and stretching ambitions and aspirations.

Alongside the draft strategy, the EWP published a suite of documents to support consultation respondents in making an informed response.

The EWP undertook a Strategic Environmental Assessment (SEA) on the proposed strategy to evaluate its likely effects and ensure environmental considerations are incorporated into planning and decision making.

On behalf of the EWP, Essex County Council (ECC) facilitated a public consultation in autumn 2023 asking for views and feedback from residents, communities, businesses and councils on the proposals in the strategy. This consultation was carried out in line with the HM Code of Practice for consultations, best practice guidelines from [The Consultation Institute](#) and the [Gunning Principles](#). All documentation related to the consultation was hosted on the [consultation pages on the Essex County Council website](#).

To ensure independent and impartial analysis of the consultation responses, the Council commissioned Enventure Research to analyse and evaluate the responses to the consultation and prepare this report.



Consultation approach

Questionnaire

The Essex Waste Partnership designed a survey questionnaire for the consultation, which allowed respondents to indicate whether they agreed or disagreed with each part of the draft strategy. The questions mapped to the following sections in the draft strategy:

- Vision
- Targets
- Ambitions
- Services that deliver the waste hierarchy – prevention
- Services that deliver the waste hierarchy – reuse
- Services that deliver the waste hierarchy – recycle
- Services that deliver the waste hierarchy – recovery
- Collaborate and innovate
- Educate and engage
- Research, planning and performance monitoring
- Strategic Environment Assessment
- Equality and diversity monitoring

This survey is referred to as the full survey in the report.

The Essex Waste Partnership also designed an Easy Read version of the questionnaire, which included questions on the same topics as above, with the exception of the Strategic Environment Assessment.

The Easy Read survey was designed to be accessible and used images to help respondents answer the questionnaire. It was a simplified version of the questionnaire that was shorter in length and used simple language in the question and response options. Whereas the full survey used five point scales to allow respondents to indicate their level of agreement or disagreement with parts of the strategy (including a *Not sure* option), the Easy Read survey mainly used three point scales that included a *Not sure* option. This difference should be kept in mind when interpreting results from the two survey types. Easy Read responses are reported separately to the responses from the full responses.

For reference, the questionnaires can be found in the appendices.

Administration and promotion

Survey

The survey was hosted online by Essex County Council using Citizen Space. [A webpage on the council website hosted all of the consultation documentation and the survey.](#) The survey could also be completed online in an Easy Read format.

The survey could be completed by individuals and organisations and included tailored demographic questions aligned to individuals and organisations. The survey included a separate section for those who wished to give their feedback on the draft Strategic Environmental Assessment.



Alternative formats of the consultation documents including paper copies and large print versions (including the Easy Read version of the questionnaire) were made available upon request. An email inbox was set up for enquiries and to receive and capture email feedback. Responses to the consultation could also be made over the telephone.

The ten-week public consultation was launched on 13 September and closed on 22 November 2023. Paper copies of completed questionnaires were accepted up to 29 November.

Communications and marketing strategy

A communications and marketing strategy was created to support the consultation, aiming to make as many people as possible aware of the consultation and able to submit an informed response. Throughout the consultation, ECC regularly reviewed the approach to communications and marketing, which included responding to any queries or concerns raised and optimising activity where necessary to reach different audiences, such as seldom heard from groups and those with protected characteristics.

The consultation was promoted in the following ways:

- EWP organisations (including web, e-newsletters, social media and collection vehicle livery), faith groups, Essex Association of Local Councils, Essex schools and colleges, universities
- Via the Essex Library Service (digital screens, public network link, self-service kiosks, paper copies, leaflets/posters, events), Essex Climate Action Commission (social media, e-newsletter, carbon cutting app and via ECAC Youth Commissioners), Essex Youth Service (through Young Essex Assembly), Country Parks (posters, social media), Sustainable Growth (newsletter, social media)
- Corporate and Love Essex social media channels (including Facebook, X (formerly Twitter), Instagram, LinkedIn and Nextdoor), Essex is Green and Essex is United Facebook groups
- Love Essex Champions and Essex is Green Changemakers, special interest groups and trusted voices who can give credibility to messages and tackle misinformation
- Federation of Small Businesses, Essex Chambers of Commerce, BIDs
- 4 general press releases
- Targeted event releases to encourage participation at information sessions (see below)
- 1 trade release
- 1 radio interview on BBC Essex
- 107 pieces of media coverage, with BBC Essex the top outlet

Paid advertising of the consultation included:

- Google display and video ads
- Meta dynamic image and video ads
- Radio/DAX commercials
- Bus streetliners on 60 buses across Essex
- 6 sheets at 30 locations across Essex
- Digital ad-vans for 10x 8-hour days in typically hard-to-reach/rural areas across Essex, strategically placed near high footfall areas

Dynamic process adapting

ECC adopted a dynamic process adapting approach to maximise informed response to the consultation. This included responding to feedback from residents and attendees at events and data



patterns observed and adapting consultation processes where necessary, such as tailoring communications, holding more events, changing the focus group approach, changing website layout, commissioning animations, and updating the FAQs on the website.

Stakeholder engagement

District, borough and city leaders, town and parish councils, partner organisations and stakeholders were notified and invited to respond to the consultation and share information about it. This stakeholder engagement included the following:

- Essex Communications Group briefing
- MP briefing
- Cabinet member briefing
- District, City and Borough Council briefing
- Libraries briefing
- Pan Essex contact centre briefing
- Parish and Town Council briefing hosted by the Essex Association of Local Councils
- Waste Operations briefing
- Rural Communities through Essex Rural Partnership Board briefing

Information events

A number of events were hosted online and offline to support the consultation, across all four quadrants of the county, including a mix of days, within working hours and evenings. This included the following:

Figure 8 – Information events

Name of event	Date	No. of attendees
Parish & Town Council Online Event	19/09/2023	34
Colchester Library Event	19/09/2023	1
Special Interest Group Online Event	26/09/2023	1
Online Resident Information Event	28/09/2023	7
Chelmsford Library Event	03/10/2023	1
Climate Network Event	04/10/2023	26
Great Parndon Library Event	05/10/2023	11
Billericay Library Event	09/10/2023	2
All member briefing	26/10/2023	18
All member briefing	31/10/2023	9
Parish & Town Council Online Event	06/11/2023	18
WSfE Online Resident Information Event	06/11/2023	2

In total, 130 people attended these events. Online events were recorded, and these recordings were made available on the consultation webpages and circulated to target audiences for viewing where appropriate. Feedback and questions were captured at these events and can be found in the appendices. Common questions raised and responses to them were added to the FAQs that accompanied the consultation online. Any feedback provided in the information events was not logged as an official consultation response. Attendees were informed of how to provide their feedback through the online consultation to ensure that their feedback was captured.



Focus groups

Essex County Council commissioned Fieldwork Assistance to recruit, moderate and report on a series of five online focus groups during the week beginning 30 October 2023 to feed into the wider consultation. Participants were recruited from across the county, with all age groups represented, and they included a mix of people with a variety of attitudes to waste collection based on their current habits, in line with an agreed specification. The topic guides used during the focus groups were developed in conjunction with Fieldwork Assistance and Essex County Council. Fieldwork Assistance presented the findings from these focus groups in a separate report.

Equalities Comprehensive Impact Assessment

Essex County Council undertook an Equalities Comprehensive Impact Assessment to show that certain groups and characteristics were considered and appropriately reached throughout the entire consultation exercise, including the design of the draft strategy and supporting documentation, the consultation approach and communications plan, and the survey design.

How to read the report

Percentages in figures

This report contains various tables and charts. In some instances, the responses may not add up to 100%. There are several reasons why this might happen:

- Only the most common responses may be shown in the table or chart.
- Individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%.
- A response of less than 0.5% will be shown as 0%.

Base sizes

As the survey was completed by respondents themselves (self-completion), not all respondents have answered all the questions. Therefore, the base size (the number of people answering a question) varies by question. For each chart or table, base sizes have been provided to show the number who responded to the question being analysed and, in some cases, which specific group of respondents answered the question. The percentages shown in the figures are of the total number of people answering each question or the total number of people in a subgroup answering each question.

Response options

For the analysis of certain questions, response options have been grouped together to provide an overall level. For example, in some instances 'strongly agree' and 'mostly agree' have been grouped and shown as 'total agree'. Where these combined percentages do not equal the overall level reported (being 1% higher or lower), this is due to percentages being rounded to the nearest whole number.

Subgroup analysis

Subgroup analysis has been undertaken to explore the results provided by different groups, such as location and key demographics, such as age group, gender identity, ethnic group and impairment/disability. This analysis has only been carried out where the sample size is seen to be



sufficient for comment, as smaller base sizes tend to produce less reliable results due to a wider margin of error. Where sample sizes were not large enough, subgroups have been combined to create larger groups if possible. This analysis has only been carried out for the full survey, which had large enough base sizes for subgroups for robust analysis.

It should be noted that the percentages shown in the subgroup analysis reflect the proportion of the subgroup who answered the question and gave a particular response.

Differences between subgroups are only commented on where they are statistically significant at the 95% level of confidence. This means that we can be confident that if we repeated the same survey, 95 times out of 100, we would get similar findings.

Thematic coding of open-ended responses

The survey included several open-ended questions which allowed respondents to provide comments through free-text responses. To quantitatively analyse these responses, all free-text responses were read in detail and coding frames were developed for each question based on the key themes emerging. This allowed for categorisation of the themes emerging in the comments. This analysis is presented in tables throughout the report, showing the frequencies of each theme from the comments. It should be noted that a single comment from a respondent could have been assigned more than one theme. This can result in a higher number of comments than the base number of respondents to a question. It should also be noted that wording for themes reflects the language and terminology used by respondents, rather than that used by the EWP.

Terminology and clarifications

Throughout this report:

- Those who took part in the survey are referred to as ‘respondents’.
- Those who took part in focus groups or drop-in sessions are referred to as ‘participants’.
- The abbreviation ‘EWP’ refers to the Essex Waste Partnership.
- The abbreviation ‘ECC’ refers to Essex County Council.
- The abbreviation ‘EALC’ refers to the Essex Association of Local Councils.
- Organisations can refer to parish, town and district councils, local businesses and organisations in the voluntary and charity sector.

Consultation response

Response numbers

A total of **4,545 responses** to the consultation were received. This included 4,224 responses to the full survey and 321 to the Easy Read survey. Only 16 paper copies were received, the rest were captured online. No responses were received over the telephone.

The survey allowed respondents to provide comments on each part of the draft strategy. Between 20% and 39% of respondents provided comments for each open-end comment question in the full survey (with the exception of the questions related to the Strategic Environmental Assessment) and between 26% and 43% provided comments in the Easy Read survey.



7% of respondents in the full survey gave their feedback on the Strategic Environment Assessment.

Organisation responses

Of the 4,545 responses, **24 were received from organisations**. This included the following:

- Castle Point Clean Up Crew
- Young Essex Assembly (four responses)
- Youth Service
- The Ink Bin Limited
- MotorAid Ltd.
- The Bell Inn
- Echologika Ltd.
- The Epping Society
- Great Oakley Parish Council
- Hempstead Parish Council
- South Woodham Ferrers Council Taxpayers Association
- Witham Town Council
- Braintree District Council
- Maldon District Council
- Feering Parish Council
- Indaver
- Coggeshall Parish Council
- Colchester City Council

Three organisations did not specify their name. One was a town or parish council in Epping Forest and one was a community group that primarily works with or represents older people and disabled people in Basildon. The third did not specify any information.

Five Essex Waste Partnership member organisations provided their response to the consultation. This included Braintree District Council, Colchester City Council and Maldon District Council who are listed above. Castle Point Borough Council provided an offline response and Basildon District Council submitted a response which was received after the consultation closed. More information about the partners' feedback can be found in the Responses from partner organisations section of this report.

Local businesses were invited to take part in the consultation via the Federation of Small Businesses, the Essex Chambers of Commerce, and BIDs. As shown above, only five businesses were identified as having given a response to the consultation. A few local businesses also submitted enquiries to Essex County Council to advertise their services and to explore ways in which they can support the EWP with the rollout of the strategy. See the Enquiries and other submissions section for more information.

Individual responses

In the full survey, individuals responding were asked whether they were a private citizen or an elected councillor or office holder. In total, 53 said they were an elected councillor or office holder, 4 said other and the rest were private citizens.



Figure 9 – If you are responding as an individual, which of the following best describes you? (Q2)

Base: Full individual survey respondents (4,194)

Individual type	No.	%
Private citizen	4,137	99%
Elected councillor or office holder	53	1%
Other	4	0%

The table below shows where respondents in the full and Easy Read surveys said they lived. Comparing the location profile in the full survey with population figures highlights that Basildon and Chelmsford are slightly over-represented in the responses, whilst Epping Forest is slightly under-represented. It is usual in a self-selecting consultation survey of this nature to see differences between the population profile and the respondent profile, but these differences should be kept in mind when interpreting the survey results.

Figure 10 – Which Essex district, city or borough do you live in? (Q42)/Where in Essex do you live? (Q11)

Base: Full individual survey respondents (4,201); Easy Read survey respondents (320)

District, city or borough	No. in consultation	% in consultation	% of total Essex pop. ¹
Full survey			
Basildon	638	15%	12%
Braintree	428	10%	10%
Brentwood	174	4%	5%
Castle Point	188	4%	6%
Chelmsford	693	16%	12%
Colchester	578	14%	13%
Epping Forest	194	5%	9%
Harlow	124	3%	6%
Maldon	189	4%	4%
Rochford	164	4%	6%
Tendring	539	13%	10%
Uttlesford	176	4%	6%
Other (including Southend/Thurrock)	55	1%	N/A
Prefer not to say	61	1%	N/A
Easy Read survey			
Basildon	47	15%	12%
Braintree	27	8%	10%
Brentwood	20	6%	5%
Castle Point	14	4%	6%
Chelmsford	49	15%	12%
Colchester	41	13%	13%
Epping Forest	19	6%	9%
Harlow	16	5%	6%
Maldon	17	5%	4%
Rochford	18	6%	6%

¹ Population figures from the 2021 census

District, city or borough	No. in consultation	% in consultation	% of total Essex pop. ¹
Tendring	33	10%	10%
Uttlesford	10	3%	6%
Other (including Southend/Thurrock)	2	1%	N/A
Prefer not to say	7	2%	N/A

The consultation also asked for demographic information from consultation respondents related to the protected characteristics to comply with the Equality Act. It should be noted that some of the demographic questions were asked differently in the Easy Read survey in comparison to the full consultation survey, so they have been reported separately.

As shown below, in the full survey 58% of respondents identified as female and 34% as male, resulting in females being over-represented in the consultation response and males under-represented, when compared with the population profile. This was similar in the Easy Read survey. This is a similar pattern to responses in other consultation surveys conducted by Essex County Council.

Figure 11 – What is your gender? (Q44)/What gender do you most identify with? (Q12)

Base: Full individual survey respondents (4,177); Easy Read survey respondents (316)

Gender identity	No. in consultation	% in consultation	% of total Essex pop. ²
Full survey			
Male	1,416	34%	49%
Female	2,428	58%	51%
Non-binary	12	0%	0%
Prefer to self-describe	7	0%	0%
Prefer not to say	314	8%	N/A
Easy Read survey			
A man	101	32%	49%
A woman	195	62%	51%
Non-binary	1	0%	<1%
I use my own word	2	1%	<1%
Prefer not to say	17	5%	N/A

The age profile of respondents in the full survey highlights that those aged 16 and under and 16 to 34 are under-represented in the consultation response, whilst those aged 45+ are over-represented. Again, this is a similar pattern as seen in other consultation surveys conducted by Essex County Council.

Figure 12 – Which age group do you belong to? (Q43)/How old are you? (Q10)

Base: Full individual survey respondents (4,187); Easy Read survey respondents (320)

Age group	No. in consultation	% in consultation	% of total Essex pop.
Full survey			
Under 16	24	1%	19%
16-24	21	1%	9%

² Population figures from the 2021 census



Age group	No. in consultation	% in consultation	% of total Essex pop.
25-34	209	5%	12%
35-44	535	13%	13%
45-54	729	17%	14%
55-64	1,054	25%	13%
65+	1,370	33%	21%
Prefer not to say	245	6%	N/A
Easy Read survey			
Under 16	0	-	19%
16 to 24	5	2%	9%
25 to 34	15	5%	12%
35 to 44	33	10%	13%
45 to 54	44	14%	14%
55 to 64	83	26%	13%
Over 65	122	38%	21%
Prefer not to say	18	6%	N/A

The figure below shows the ethnicity profile of consultation respondents. Some groups have been combined for analysis. For example, Black or Black British African and Black or Black British Caribbean have been combined as Black or Black British. As can be seen, the majority of respondents were White British in both surveys (84% and 82%), which is in similar to the population in Essex.

Figure 13 – What is your ethnicity? (Q45)/What is your ethnic background? (Q13)

Base: Full individual survey respondents (4,179); Easy Read survey respondents (316)

Ethnic group	No. in consultation	% in consultation	% of total Essex pop. ³
Full survey			
White British	3,505	84%	85%
White Other	161	4%	5%
Black or Black British	18	0%	2%
Mixed	33	1%	2%
Asian or Asian British	21	1%	4%
Other	37	1%	1%
Not known or prefer not to say	404	10%	N/A
Easy Read survey			
White British	258	82%	85%
White Other	17	5%	5%
Black or Black British	4	1%	2%
Mixed	4	1%	2%
Asian or Asian British	3	1%	4%
Other	1	0%	1%
Not known or prefer not to say	29	9%	N/A

³ Population figures from the 2021 census



The figure below shows that Christianity was the most common religion or faith in both surveys (45% and 57%), which is similar to the Essex population.

Figure 14 – What is your religion/faith? (Q46)/What is your religion? (Q16)

Base: Full individual survey respondents (4,162); Easy Read survey respondents (302)

Religion/faith	No. in consultation	% in consultation	% of total Essex pop. ⁴
Full survey			
Christian	1,864	45%	48%
Muslim	11	0%	2%
Hindu	8	0%	1%
Buddhist	10	0%	0%
Sikh	3	0%	0%
Jewish	13	0%	1%
None	1,502	36%	42%
Not sure	38	1%	N/A
Prefer not to say	657	16%	N/A
Other	56	1%	6%
Easy Read survey			
Christian	173	57%	48%
Muslim	3	1%	2%
Hindu	2	1%	1%
Buddhist	0	-	0%
Sikh	0	-	0%
Jewish	2	1%	1%
None	92	30%	42%
Not sure	7	2%	N/A
Other	23	8%	6%

The figure below shows the number and percentage of consultation respondents who said they had an impairment or disability. Interestingly, a higher percentage said they had an impairment in the full survey (21%) than said they had a disability in the Easy Read survey (13%). As can be seen, in the full survey those who had an impairment or disability are over-represented when compared with the population but are slightly under-represented in the Easy Read survey. The figures are distorted somewhat, however, by the level of *prefer not to say* responses.

Figure 15 – Do you consider yourself to have an impairment? (Q47)/Do you have a disability? (Q15)

Base: Full individual survey respondents (4,017); Easy Read survey respondents (316)

Impairment/disability	No.	% in consultation	% of total Essex pop.
Full survey			
Yes	831	21%	17%
No	2,624	65%	83%
Prefer not to say	562	14%	N/A
Easy Read survey			

⁴ Population figures from the 2021 census



Impairment/disability	No.	% in consultation	% of total Essex pop.
Yes	41	13%	17%
No	248	78%	83%
Prefer not to say	27	9%	N/A



Consultation findings

Vision

Overview

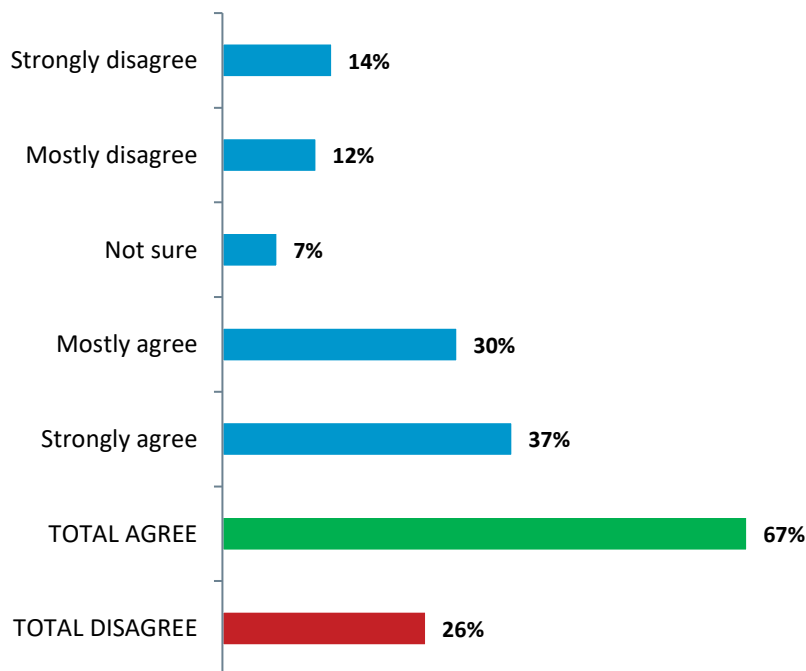
- There was a higher level of agreement than disagreement with the vision statement in the full survey.
- In the comments related to the vision, the three most common themes were:
 - It is too ambitious or unachievable, or that zero waste is unrealistic
 - Services need to be easy to use or convenient
 - Businesses need to do more, particularly to reduce packaging
- In the Easy Read survey, a larger proportion said becoming a zero waste county is important to them than not important.
- In the Easy Read survey comments related to the vision, the most common theme was that zero waste is too ambitious or not achievable, closely followed by general agreement or that the goal is good or important.

Full survey findings

In total, two thirds (67%) of respondents said they agreed with the vision statement for the Waste Strategy for Essex, which included 37% who said they *strongly agree* and 30% who said they *mostly agree*. In contrast, a quarter (26%) disagreed in total (14% *strongly disagree* and 12% *mostly disagree*).

Figure 16 – To what extent do you agree or disagree with this vision statement for the Waste Strategy for Essex? (Q8)

Base: Full survey respondents (4,203)



As shown in the figure below, the majority of respondents in each district, city or borough agreed with the vision statement. However, those living in Basildon were most likely to disagree with the vision statement. By contrast, those living in Uttlesford were most likely to agree.

Figure 17 – To what extent do you agree or disagree with this vision statement for the Waste Strategy for Essex? (Q8 by district, city or borough)

Bases: shown in chart

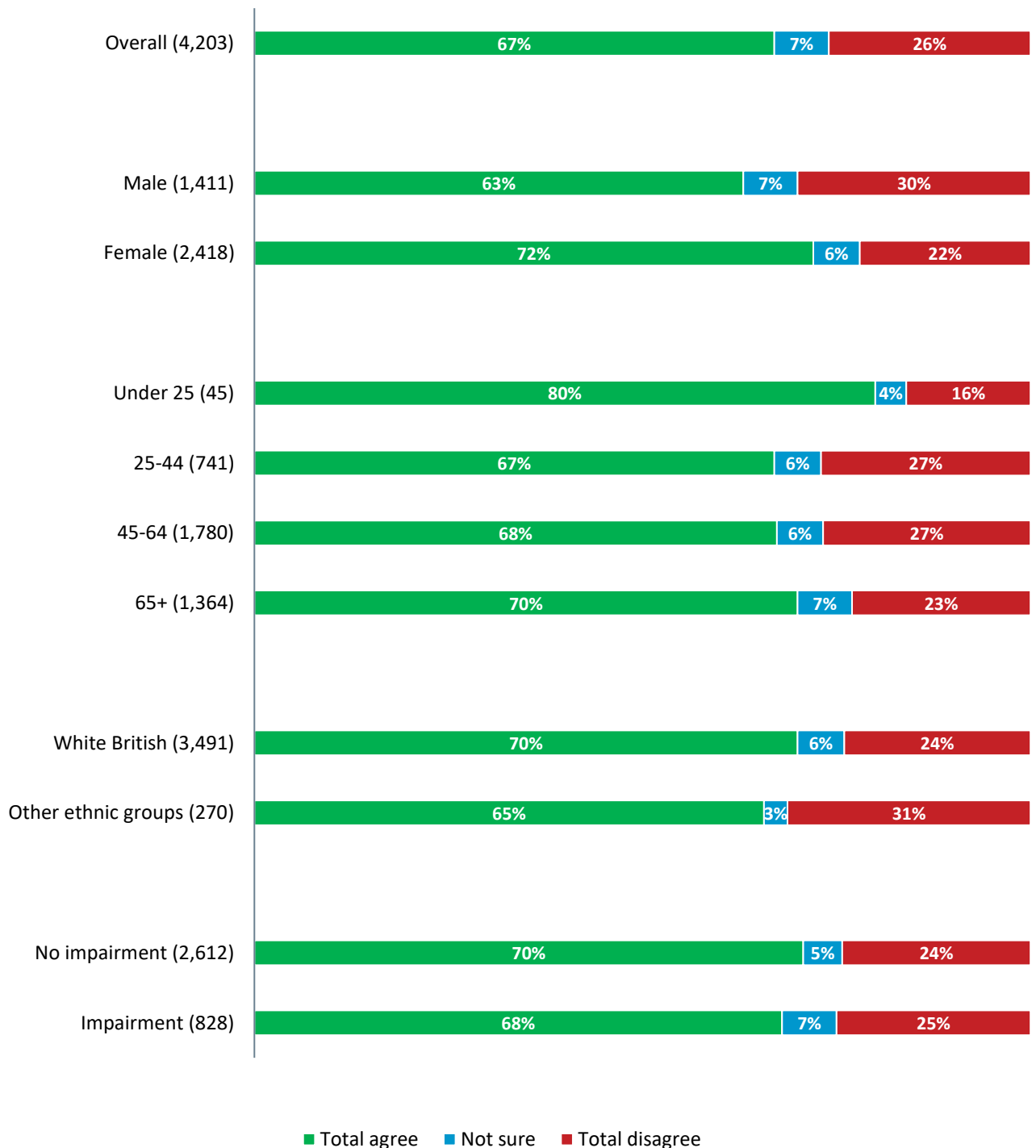


Analysis by demographics highlights that females were more likely to agree with the vision statement than males, although the majority of males still agreed. Disagreement was higher amongst:

- 25-44 and 45-64 year olds when compared with 65+
- Other ethnic groups when compared with White British

Figure 18 – To what extent do you agree or disagree with this vision statement for the Waste Strategy for Essex? (Q8 by gender identity, age group, ethnic group, impairment)

Bases: shown in chart



In the full survey, 36% of all respondents gave a comment related to the vision. These were themed and grouped for analysis. Comments could be assigned more than one theme if appropriate.

As shown below, the most common theme was that the vision was too ambitious or unachievable, or that becoming a zero waste county is. This was followed by suggestions that services needed to be easy to use and convenient and that businesses need to do more or reduce their packaging. As shown, concerns about the costs and additional charges were also common.

Analysing the comments by respondents’ level of agreement or disagreement with the vision highlights that:

- The vision being too ambitious, unachievable or unrealistic was the most common theme amongst both those who agreed and disagreed
- Services needing to be easy to use and convenient was a common theme for both those who agreed and disagreed
- Businesses needing to do more, particularly to reduce packaging was a key theme amongst those who agreed with the vision
- Concerns about incineration was also a common theme for those who disagreed with the vision

Analysis by location shows that the most common theme amongst residents in Tendring was to collect or recycle more materials and concerns about incineration was the most common theme for those living in Basildon.

Figure 19 – Is there anything else you'd like to tell us about the vision? (Q9)

Base: Those who gave a response (1,502)

Theme	Frequency
Too ambitious/unachievable/zero waste unrealistic	358
Services need to be easy to use/convenient	203
Businesses need to do more/reduce packaging	181
Concern about cost/additional charges	157
Collect/recycle more materials	140
No Basildon incinerator/disagree with incineration	137
Agree with vision generally	124
Vague/not enough detail/more information needed	114
Education/support for residents needed	103
Need easy access to recycling centres/no booking	92
Action needed/vision not enough	66
Provide better bins/containers	66
Encourage reduce/reuse	63
Services should be standardised/same in all areas	62
Concern about litter/fly tipping	56
Don't charge for garden waste collection	52
Council needs to lead/demonstrate commitment	48
Some people don't care/won't make changes	45
Don't pressure/penalise residents	43
Don't reduce service/frequent collections needed	42
Improve existing service/collections	40



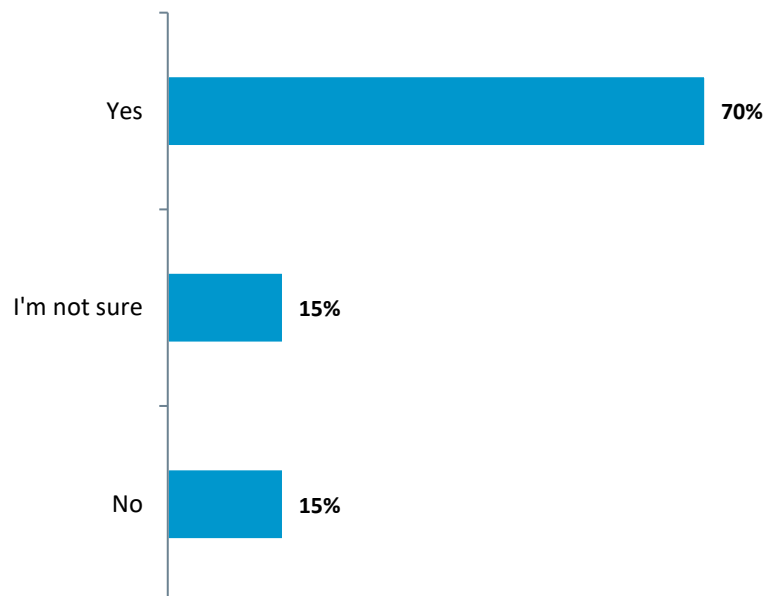
Theme	Frequency
Disagree generally/concentrate on other priorities	39
Needs to be led/supported by government	32
Needs appropriate investment/resources	30
Needs to be more ambitious/go further	29
Don't send waste overseas	28
Openness/transparency needed	24
Learn from other areas/countries	23
Unclear/simplify/too much jargon	23
Can't be done in isolation/need to work together	20
Fines/enforcement needed	20
Act now/no delays/should be done already	18
Listen to/consult residents	17
More local recycling points/centres needed	14
Complaint about survey/consultation	12
Offer incentives/rewards for recycling	9
Other comment	16
No additional comments	14

Easy Read survey findings

In the Easy Read survey, respondents were asked if becoming a zero waste county is important to them. Seven in ten (70%) said *it was*, 15% were *not sure* and 15% said *it was not*.

Figure 20 – Is becoming a zero waste county important to you? (Q1)

Base: Easy Read survey respondents (317)



Easy Read respondents were asked if there was anything else to say about the goal and 36% provided a comment. The most common theme was that zero waste is too ambitious or not achievable, closely followed by general agreement or that the goal is good or important.

Figure 21 – Is there anything else you’d like to tell us about the goal? (Q1a)

Base: Those who gave a response (116)

Theme	Frequency
Zero waste too ambitious/not achievable	24
Good goal/important/agree generally	21
Businesses need to do more/reduce packaging	16
Services need to be easy to use/convenient	14
Collect/recycle more materials	9
Concern about cost/additional charges	8
Education/information about how to recycle needed	7
No Basildon incinerator/disagree with incineration	6
All parts of Essex/country should have same approach	6
Need easy access to recycling centres/no booking	5
Support for elderly/disabled/those who need it	5
Need to change mindsets/culture of waste	5
More information/detail needed	5
Disagree with approach/won't work	5
Some people won't change/engage	4
Transparency needed/show what happens to recycling	4
Concern about/will increase fly tipping	4
Need to be able to dispose of non-recyclables	3
Have fewer bins/no space for lots of bins	3
Wrong objective/concentrate on other priorities	3
UK creates small percentage of worldwide emissions	2
Improve service/containers	2
Don't understand/too much to read	2
Implement as soon as possible	2
Government should legislate on packaging	2
Better/more public bins needed	2
Don't believe in/unsure about global warming	2
Find uses for/make money from waste products	2
Incinerate with carbon capture	1
More repair facilities needed	1
No additional comments	2
Other comment	4



Targets

Overview

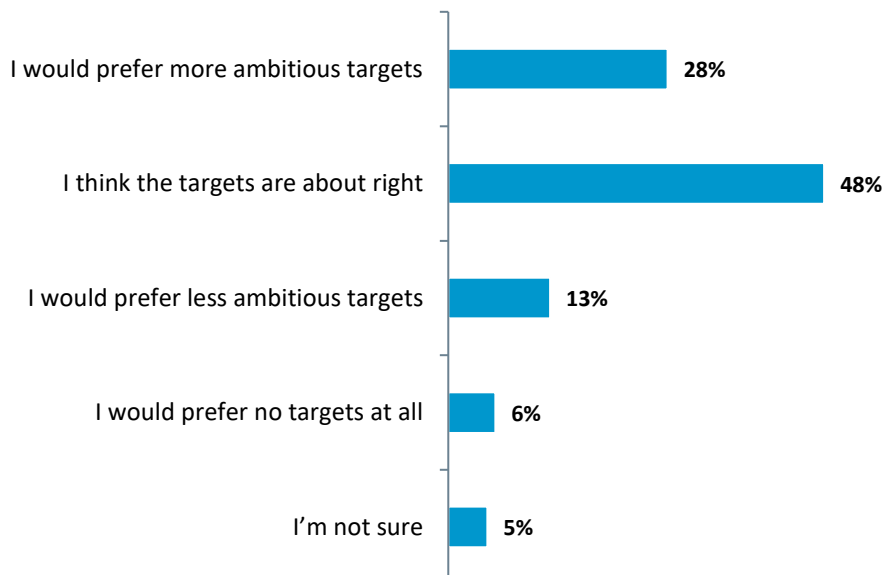
- Respondents in the full survey most commonly thought the targets were about right and a significant minority would prefer more ambitious targets.
- Of those who would prefer more ambitious targets, this most commonly translated into achieving the targets sooner.
- In the comments related to the targets, the three most common themes were:
 - The targets are unachievable or will be difficult to achieve
 - Services need to be easy to use or convenient
 - The targets are not ambitious enough or need to be achieved sooner
- In the Easy Read survey, a much larger proportion said they agreed with the targets than disagreed.
- When asked if there are any targets missing in the Easy Read survey, the most common theme was that businesses need to do more or reduce their packaging.

Full survey findings

In the full survey, just under half (48%) thought the targets are *about right*, which was the most common response. Just over a quarter (28%) would *prefer more ambitious targets* and 13% *less ambitious targets*. Only small proportions would *prefer no targets at all* (6%) and 5% said they were *not sure*.

Figure 22 – Which of the following statements best describes your thoughts on the targets in the draft strategy? (Q10)

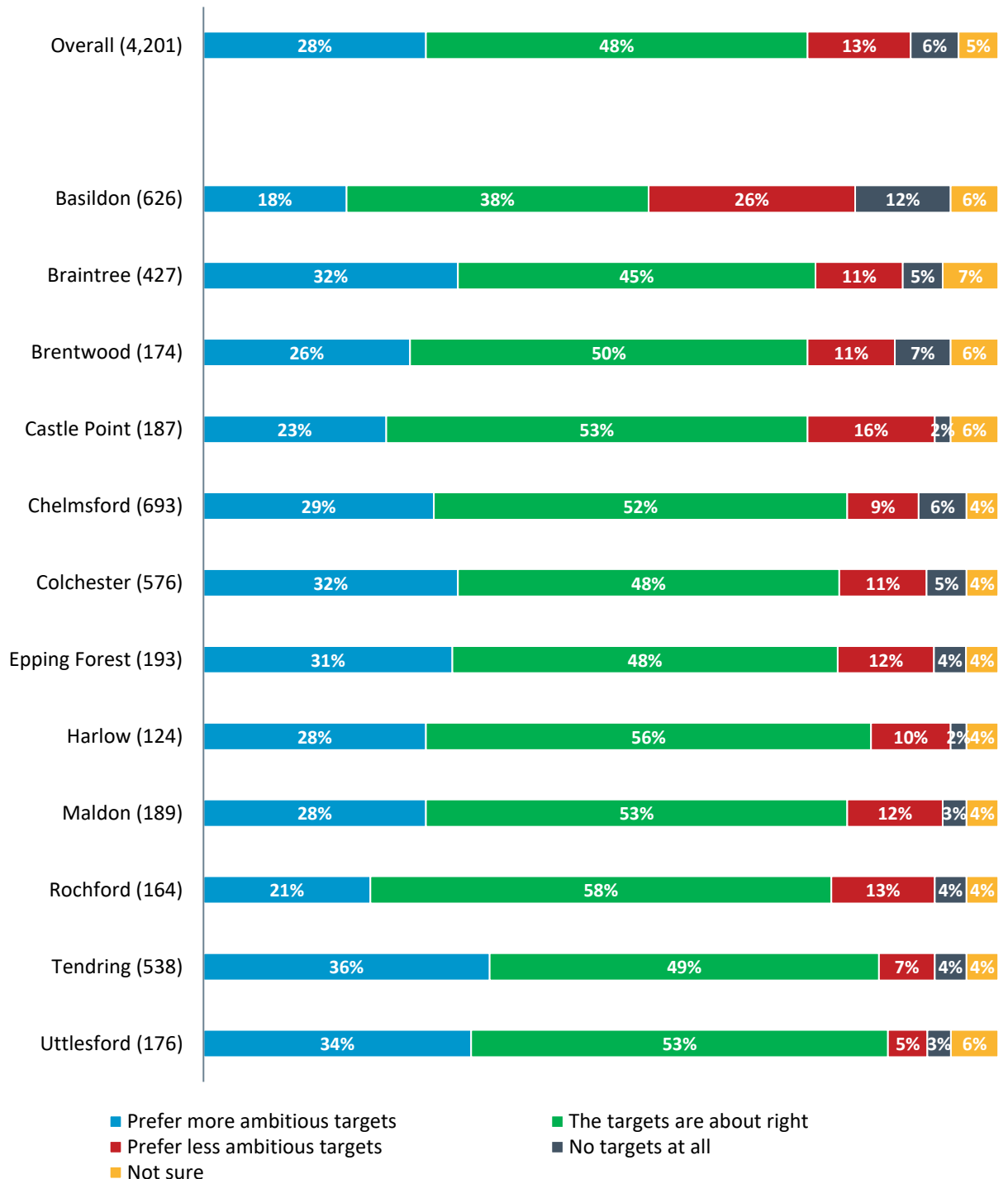
Base: Full survey respondents (4,201)



As shown in the figure below, the most common response in each district, city or borough was that the targets were *about right*. Those living in Rochford were most likely to think the targets were *about right*. By contrast, those living in Basildon were more likely to *prefer less ambitious targets* and *no targets at all* than those living in most other areas. Those living in Tendring, Uttlesford, Colchester and Braintree were more likely to *prefer more ambitious targets*, particularly compared with those living in Basildon, Castle Point and Rochford.

Figure 23 – Which of the following statements best describes your thoughts on the targets in the draft strategy? (Q10 by district, city or borough)

Bases: shown in chart



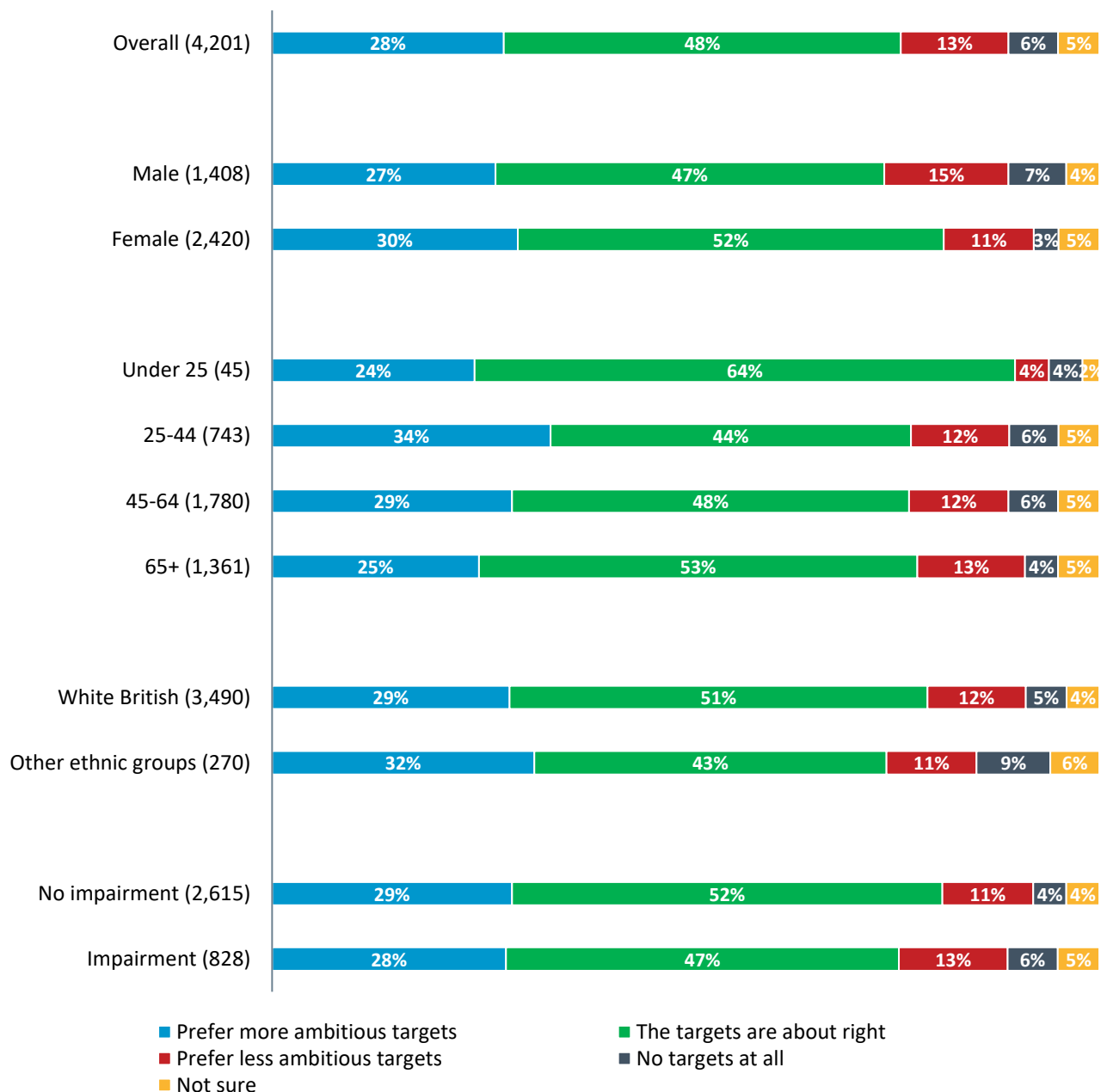
As shown below, **subgroup analysis** highlights that those aged 25-44 were more likely to say they would *prefer more ambitious targets* when compared with older age groups. Males were more likely to *prefer less ambitious targets* than females.

Other groups were more likely to say *the targets are about right*, including those who:

- Were female when compared with male
- Were aged under 25 when compared with older age groups
- Were White British when compared with other ethnic groups
- Did not have an impairment when compared with those who did

Figure 24 – Which of the following statements best describes your thoughts on the targets in the draft strategy? (Q10 by gender identity, age group, ethnic group, impairment)

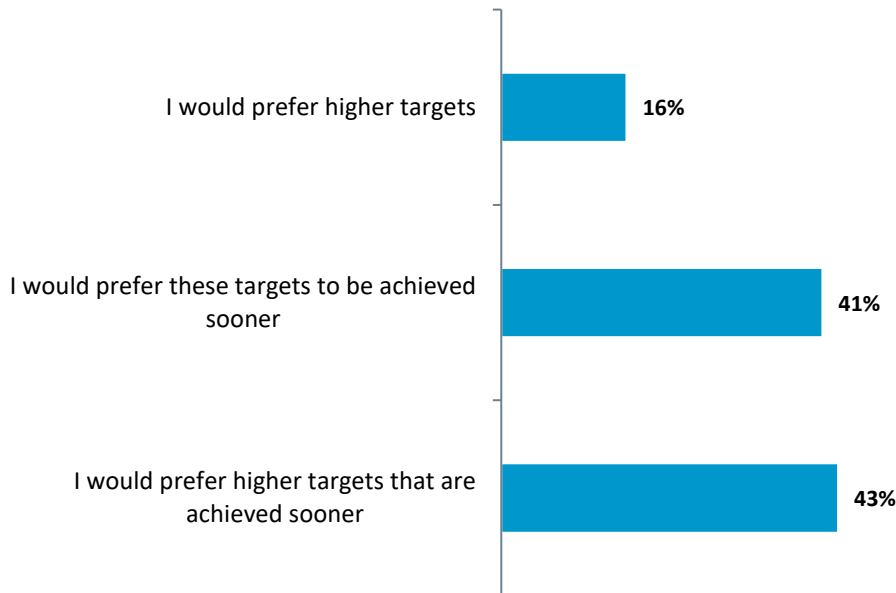
Bases: shown in chart



In the full survey, those who would prefer more ambitious targets were shown three statements and asked which best described their view. The most common response was that they would *prefer higher targets that are achieved sooner* (43%), closely followed by preferring *targets to be achieved sooner* (41%). A further 16% said they would *prefer higher targets*.

Figure 25 – If you answered “more ambitious” targets, which of the following best describes your view? (Q11)

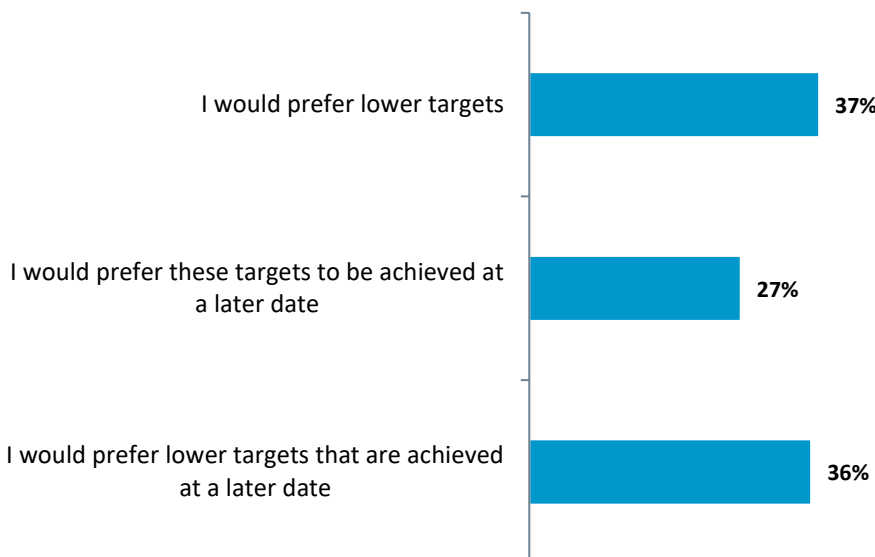
Base: Full survey respondents who prefer more ambitious targets (1,184)



Those who would prefer less ambitious targets were also shown three statements and asked which best described their view. Similar proportions said they would *prefer lower targets* (37%) and would *prefer lower targets that are achieved at a later date* (36%). A smaller proportion (27%) would *prefer the targets to be achieved at a later date*.

Figure 26 – If you answered “less ambitious” targets, which of the following best describes your view? (Q12)

Base: Full survey respondents who prefer less ambitious targets (548)



In the full survey, 37% of all respondents provided comments on the targets. These were themed and grouped for analysis. Comments could be assigned more than one theme if appropriate. The most common theme was that the targets will be unachievable or difficult to achieve, followed by suggestions that services need to be easy to use or convenient. Comments suggesting that the targets were not ambitious enough or needed to be achieved sooner were also common.

Amongst those who thought the targets were *about right* the most common theme was that services need to be easy to use or convenient.

Analysis by those who would prefer more and those who would prefer less ambitious targets shows:

- The most common theme amongst those who would *prefer more ambitious targets* was that they were not ambitious enough and/or needed to be achieved sooner
- Amongst those who would prefer *less ambitious targets* and *none at all*, the most common theme was that the targets are unachievable/will be difficult to achieve

Analysis by district, city or borough highlights that the need for services to be easy to use or convenient was the most common theme in comments from Rochford and Castle Point residents, whilst a key theme for residents in Braintree was not charging for garden waste. As seen in relation to the vision, the most common theme for Tendring residents was collecting or recycling more materials.

Figure 27 – Is there anything else you’d like to tell us about the targets? (Q13)

Those who gave a response and answered Q10 (1,563)

Theme	Frequency
Targets unachievable/will be difficult to achieve	277
Services need to be easy to use/convenient	227
Not ambitious enough/need to be achieved sooner	176
Concern about cost/additional charges	161
Businesses need to do more/reduce packaging	152
Collect/recycle more materials	150
Vague/not enough detail/more information needed	136
Action needed/targets not enough	90
Education/support for residents needed	89
No Basildon incinerator/disagree with incineration	87
Don't charge for garden waste collection	81
Practical/flexible approach needed	71
Agree with targets generally/good aims	70
Need easy access to recycling centres/no booking	67
Less focus on net zero/disagree with net zero target	60
Services should be standardised/same in all areas	60
Needs appropriate investment/resources	57
Concern about litter/fly tipping	53
Provide better bins/containers	50
Some people don't care/won't make changes	49
Disagree generally/concentrate on other priorities	44
Improve existing service/collections	37
Fines/enforcement needed	37



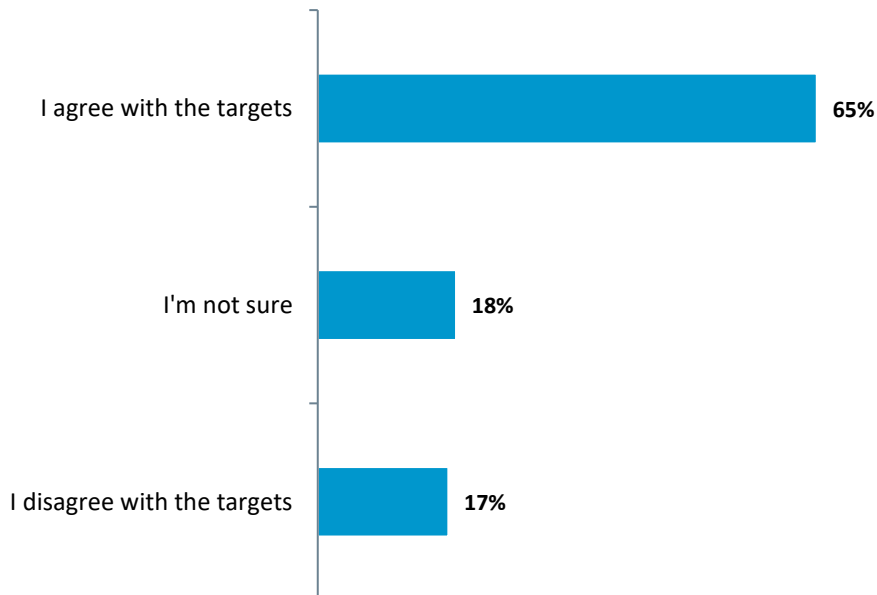
Theme	Frequency
Openness/transparency needed	36
Need to change mindsets/address throwaway culture	33
Council needs to lead/demonstrate commitment	33
Don't reduce service/frequent collections needed	31
Need to be monitored/measurable/regularly reviewed	29
Communicate with/listen to residents	28
Can't be done in isolation/collaboration needed	27
More local recycling points/centres needed	23
Offer incentives/rewards for recycling	17
Encourage reuse/make it easy to pass on usable items	13
Complaint about survey/consultation	10
Other comment	26
No additional comments	40

Easy Read survey findings

In the Easy Read survey, almost two thirds of respondents (65%) said they *agree with the targets*, which was a larger proportion than said they were *not sure* (18%) and that said they *disagree with the targets* (17%).

Figure 28 – Please tick the box to tell us your views on the targets. (Q2)

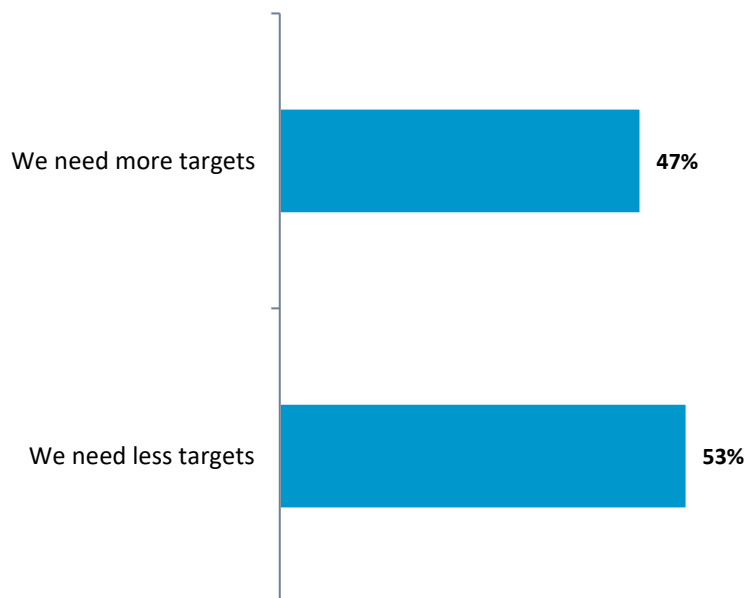
Base: Easy Read survey respondents (319)



In the Easy Read survey, just over half (53%) of those who disagreed with the targets said it was because they thought *we need less targets* and just under half (47%) thought *we need more targets*.

Figure 29 – If you disagree, why do you disagree? (Q2a)

Base: Easy Read survey respondents who disagreed (75)



Easy Read respondents were asked if there were any targets missing, and 36% of all respondents provided a comment. The most common theme in these comments was that businesses need to do more or reduce their packaging, closely followed by the need to collect and recycle more materials.

Figure 30 – Are there any targets you think are missing? (Q2b)

Base: Those who gave a response (114)

Theme	Frequency
Businesses need to do more/reduce packaging	21
Collect/recycle more materials	17
Reduce costs/no additional costs	11
All councils should have same approach/service	11
Not achievable/difficult to achieve	9
Services need to be easy to use/convenient	9
Education/promotion/support needed for residents	7
Not ambitious enough/needs to be achieved sooner	6
Too vague/more information needed	6
Don't charge for garden waste	6
Likely to increase fly tipping	6
Good targets/agree generally	5
Improve current collection service	4
Government support/legislation needed	4
Reduction of fly tipping	4
Needs to be measurable/reviewed regularly	4
No Basildon incinerator/disagree with incineration	4
Needs funding/resources	4



Theme	Frequency
Focus on waste reduction	4
Consider impact of building/population increase	4
Better labelling on packaging needed	4
Use of electric vehicles	4
Figures confusing/don't add up to 100%	2
Need easy access to recycling centres/no booking	2
Some people won't recycle	2
More local recycling points/shared bins	2
Penalties/enforcement for those who don't recycle	2
More refill opportunities	2
Promote repair/reuse	2
Should profit from recycling	2
No additional comments	3
Other comment	6

Ambitions

Overview

Whilst the targets are the minimum that need to be achieved and are in line with the government's national targets, the draft strategy includes ambitions that aim to deliver greater change and impact more quickly.

- In the full survey, the most common response was that the ambitions were about right, but a significant minority would prefer higher ambitions.
- Of those who would prefer higher ambitions, this most commonly translated into achieving the ambitions sooner.
- In the comments related to the ambitions, the three most common themes were:
 - It's unachievable, unrealistic or difficult to achieve
 - Zero waste is not possible or too ambitious
 - The ambitions are not ambitious enough or there is a need to act sooner
- In the Easy Read survey, a much larger proportion said they agree with the aims than disagree.
- When asked if there are any aims missing in the Easy Read survey, the most common theme in the comments was that the aims were too ambitious or that zero waste was not possible.

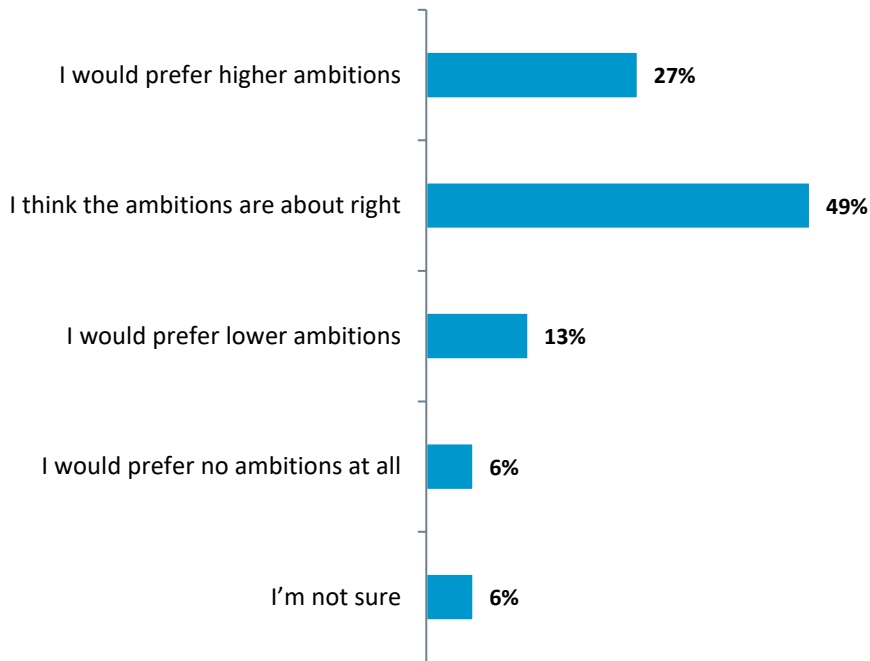


Full survey findings

When asked their view on the ambitions in the draft strategy, the most common response was that the *ambitions are about right* (49%). Just over a quarter (27%) would *prefer higher ambitions* and 13% would *prefer lower ambitions*. Smaller proportions would *prefer no ambitions at all* and were *not sure* (both 6%).

Figure 31 – Which of the following statements best describes your thoughts on the ambitions in the draft strategy? (Q14)

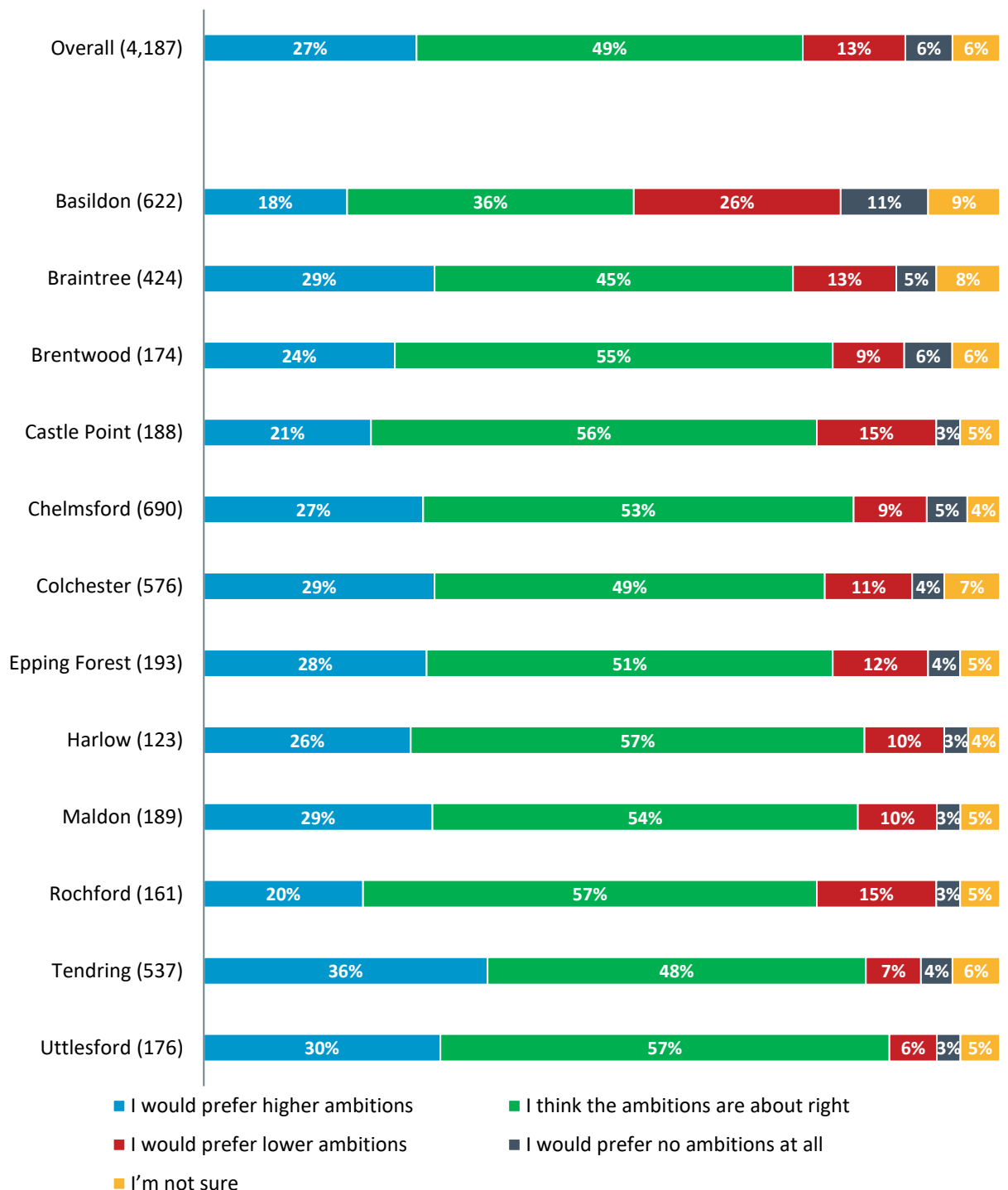
Base: Full survey respondents (4,187)



As shown in the figure below, the most common response in each district, city and borough was that the ambitions *are about right*. Those living in Basildon were more likely to say they would *prefer lower ambitions* and *no ambitions at all* than those living in other areas. Those living in Tendring were more likely to *prefer higher ambitions*, particularly when compared with those living in Basildon, Brentwood, Castle Point, Chelmsford, Colchester and Rochford. In contrast, those living in Brentwood, Castle Point, Harlow, Rochford and Uttlesford were more likely to think the *ambitions are about right*, particularly when compared with Basildon, Braintree and Tendring.

Figure 32 – Which of the following statements best describes your thoughts on the ambitions in the draft strategy? (Q14 by district, city or borough)

Bases: shown in chart

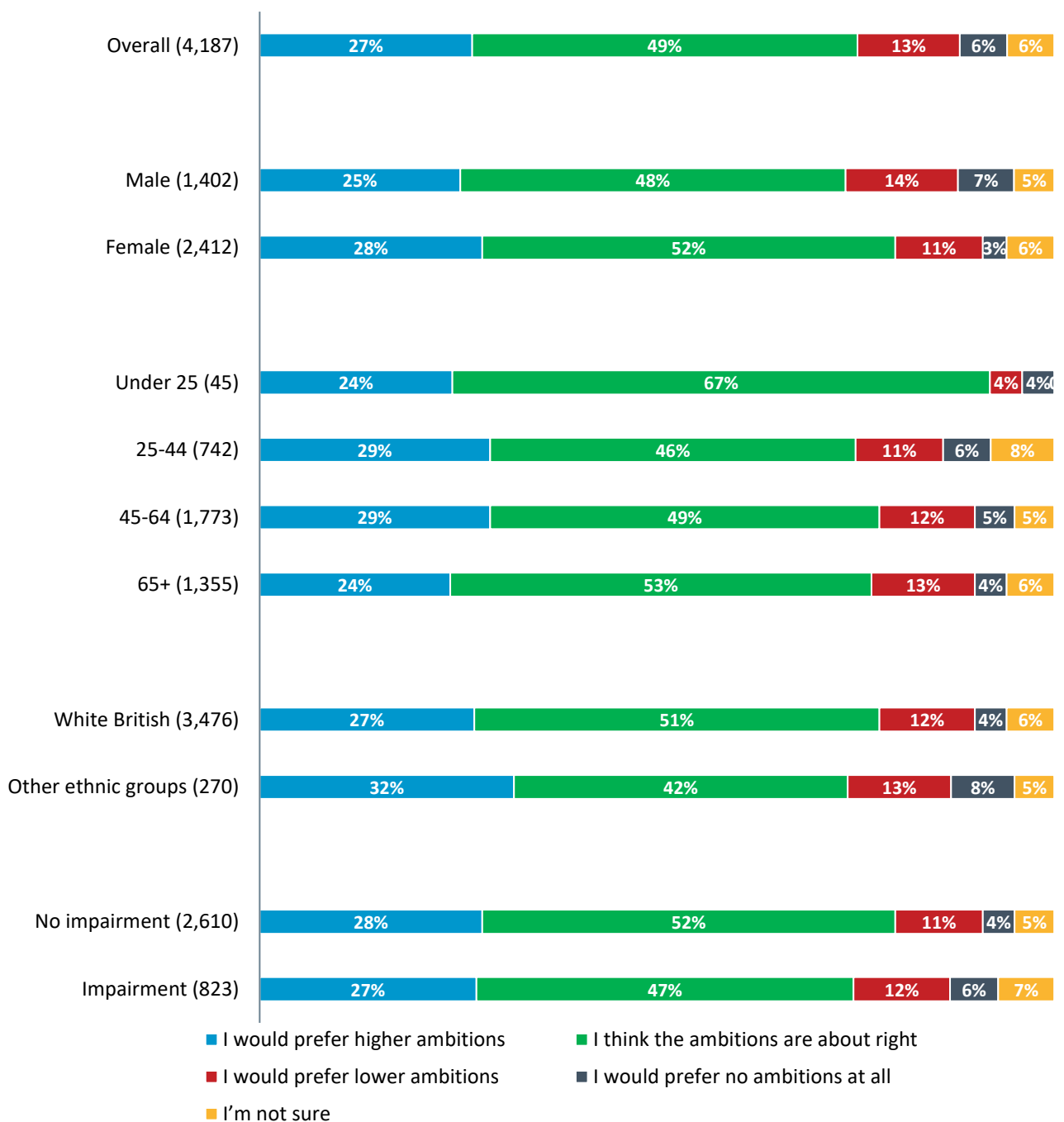


Acknowledging that the ambitions are about right was the most common response for each subgroup. As shown below, those aged 25-44 and 45-64 were more likely to say they would *prefer higher ambitions* than those who were aged 65+ and those aged under 25 were most likely to think the ambitions *are about right*. Males were more likely than females to say they would *prefer lower ambitions*. The following groups were more likely to say the *ambitions are about right*:

- Females when compared with males
- Those aged 65+ when compared with those aged 25-44 and 45-64
- Those who were White British when compared with those from other ethnic groups
- Those who did not have an impairment when compared with those who did

Figure 33 – Which of the following statements best describes your thoughts on the ambitions in the draft strategy? (Q14 by gender identity, age group, ethnic group, impairment)

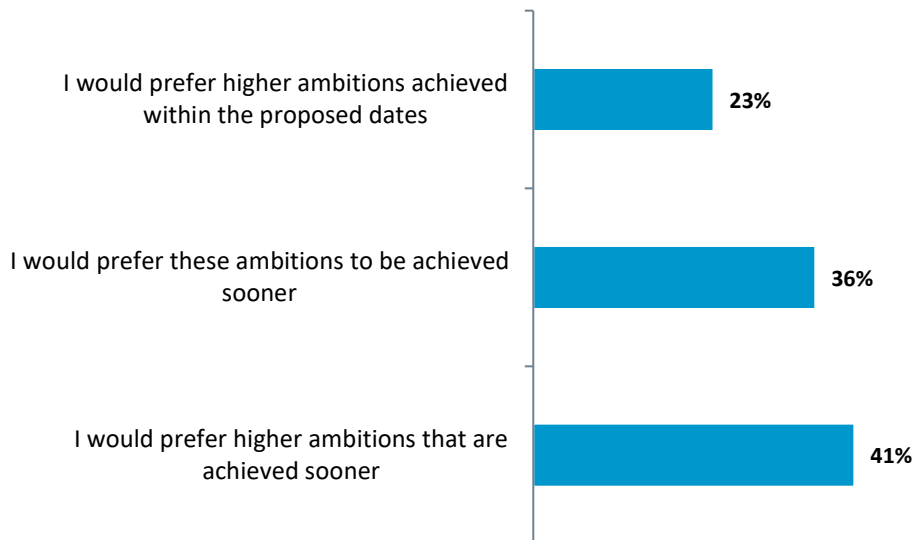
Bases: shown in chart



In the full survey, those who would prefer higher ambitions were shown three statements and asked which best described their view. The most common response was that they would *prefer higher ambitions that are achieved sooner* (41%), followed by preferring *ambitions to be achieved sooner* (36%). A further 23% said they would *prefer higher ambitions achieved within the proposed dates*.

Figure 34 – If you answered "higher ambitions", which of the following best describes your view? (Q15)

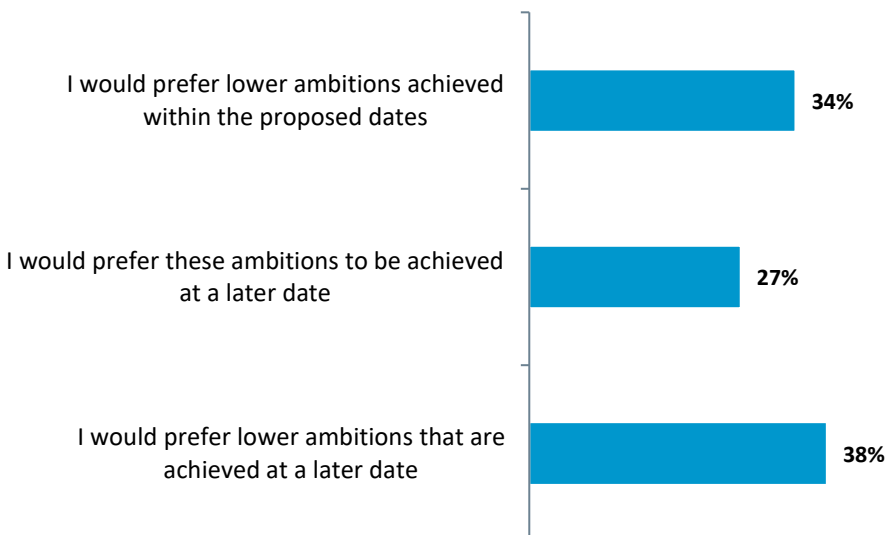
Base: Full survey respondents who prefer higher ambitions (1,113)



Those who would prefer lower ambitions were also shown three statements and asked which best described their view. The most common response was to *prefer lower ambitions that are achieved at a later date* (38%), closely followed by *prefer lower ambitions achieved within the proposed dates* (34%). A further 27% said they would *prefer the ambitions to be achieved at a later date*.

Figure 35 – If you answered "lower ambitions", which of the following best describes your view? (Q16)

Base: Full survey respondents who prefer lower ambitions (538)



In the survey, 31% of all respondents gave a comment related to the ambitions. These were themed and grouped for analysis. Comments could be assigned more than one theme if appropriate.

As shown below, the most common theme overall was that the ambitions are unachievable, unrealistic or difficult to achieve, followed by the suggestion that zero waste is not possible or too ambitious and that the strategy is not ambitious enough and that the EWP needs to act sooner.

The most common theme amongst those who would *prefer higher ambitions* was by far that the ambitions did not go far enough or that sooner action was required. The ambitions being unachievable, unrealistic, or difficult to achieve was the most common theme amongst those who said they would *prefer lower ambitions*.

Figure 36 – Is there anything else you’d like to tell us about the ambitions? (Q17)

Those who gave a response and answered Q14 (1,309)

Theme	Frequency
Unachievable/unrealistic/difficult to achieve	218
Zero waste not possible/too ambitious	173
Not ambitious enough/act sooner	172
Concern about cost/additional charges	120
Vague/not enough detail/more information needed	115
Businesses need to do more/reduce packaging	113
Action needed/ambitions not enough	111
Services need to be easy to use/convenient	106
Good ambitions/agree generally	92
No Basildon incinerator/disagree with incineration	77
Education/support for residents needed	68
Collect/recycle more materials	56
Practical/flexible approach needed	51
Don't penalise/pressure residents	44
Needs appropriate investment/resources	40
Don't charge for garden waste collection	39
Concern about litter/fly tipping	39
Disagree generally/concentrate on other priorities	37
Some people don't care/won't make changes	35
Need easy access to recycling centres/no booking	35
Percentages confusing/don't add up	33
Improve existing services/collections	33
Confusing to have aims and targets/contradictory	30
Council needs to lead/demonstrate commitment	26
Unrealistic timescales	24
Need to change mindsets/address throwaway culture	24
Communicate with/listen to residents	24
Needs to be led by government/legislation	24
Need to be monitored/measurable/regularly reviewed	23
Don't reduce service/frequent collection needed	22
Complaint about survey/consultation	22
Enforcement/consequences needed	21



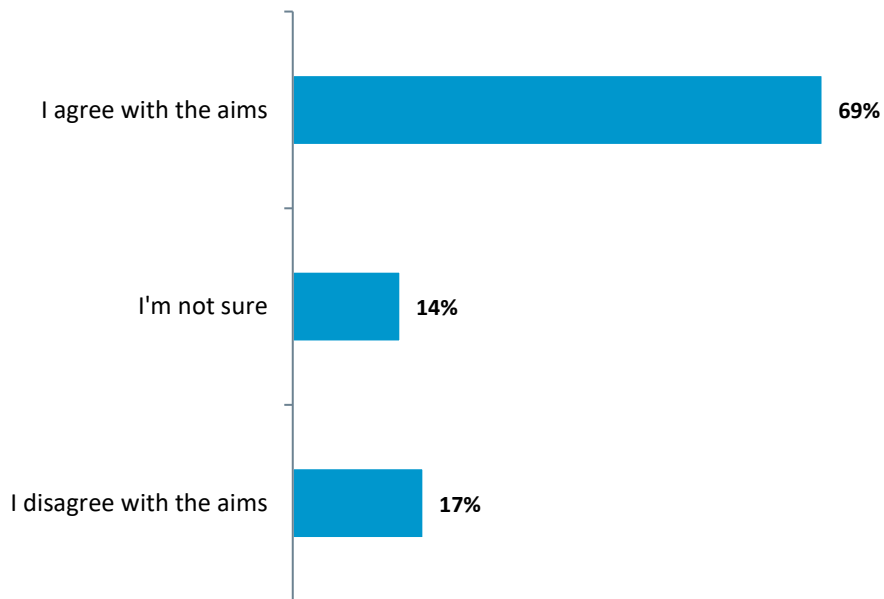
Theme	Frequency
Provide wheelie bins/bigger bins/dislike bags	20
Services should be standardised/same in all areas	20
Openness/transparency needed	19
Don't send waste overseas	14
Can't be done in isolation/collaboration needed	13
Offer incentives/rewards for recycling	10
Jargon/meaningless	10
Encourage reuse/make it easy to pass on items	5
Other comment	16
No additional comments	50

Easy Read survey findings

In the Easy Read survey, seven in ten (69%) said they *agree with the aims*, which was a much larger proportion than said they were *not sure* (14%) and that said they *disagree with the aims* (17%).

Figure 37 – What do you think about the aims? (Q3)

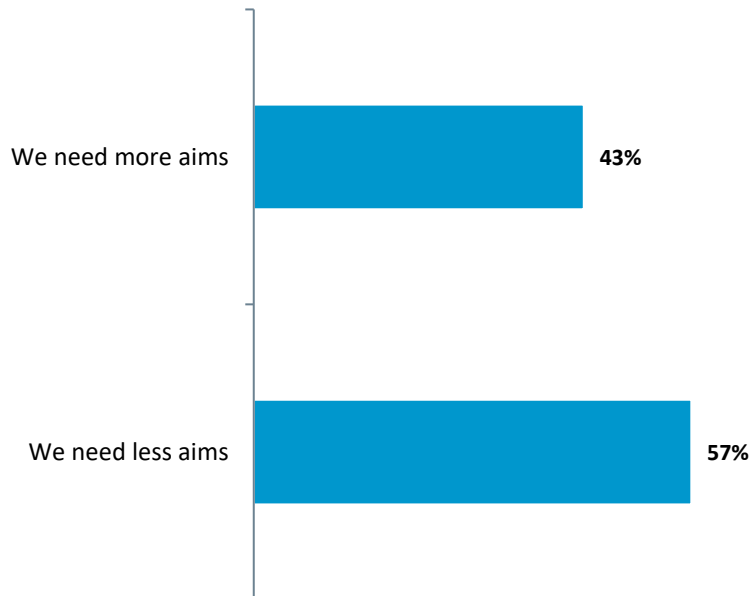
Base: Easy Read survey respondents (318)



In the Easy Read survey, over half (57%) of those who disagreed with the aims said it was because they thought *we need less aims* and under half (43%) thought *we need more aims*.

Figure 38 – If you disagree, why do you disagree? (Q3a)

Base: Easy Read survey respondents who disagreed (61)



When asked if there are any aims missing, 31% of all Easy Read respondents provided a comment. The most common theme was that the aims were too ambitious or that zero waste was not possible.

Figure 39 – Are there any aims you think are missing? (Q3b)

Base: Those who gave a response (99)

Theme	Frequency
Too ambitious/zero waste not possible	24
Businesses need to do more/reduce packaging	12
Good aims/agree generally	10
Aim higher/not ambitious enough	9
Services need to be easy to use/convenient	7
Reduce costs/no additional costs	7
Collect/recycle more items	7
Should be achieved sooner	7
Changes likely to increase fly tipping/reduce recycling	6
Not enough detail/more information needed	5
Need easy access to recycling centres/no booking	4
Can't achieve alone/partnerships needed	4
Regular/more frequent collections needed	3
Education needed/work with younger people	3
No Basildon incinerator/disagree with incineration	3
Listen to/engage with residents	3
Don't charge for green waste	3
Consider impact of population growth	2
Better labelling on packaging needed	2



Theme	Frequency
Needs appropriate funding	1
Sell recycled materials/compost	1
Regular monitoring/reporting required	1
More enforcement needed	1
No additional comments	2
Other comment	4

Move to a circular economy

Overview

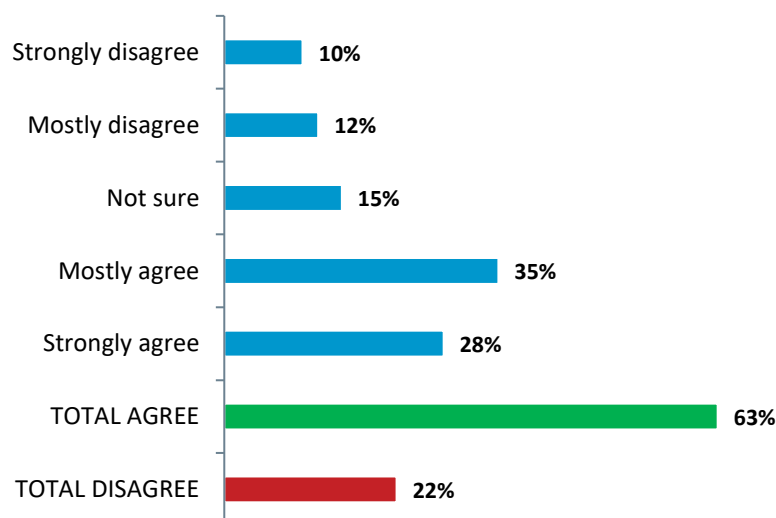
- In the full survey, overall agreement with the moving to a circular economy priority was higher than overall disagreement.
- The three most common themes in the comments related to the move to a circular economy were:
 - Concerns about cost or additional charges
 - It's unachievable, unrealistic or difficult to achieve
 - Further education, training or support for residents are needed
- In the Easy Read survey, a much larger proportion of respondents said using a circular economy in Essex is important to them than said it was not important.
- When asked if they had anything else to say about using a circular economy, the most common theme was that the move is not achievable or realistic, or that it won't work, closely followed by highlighting the need to reduce or make packaging recyclable.

Full survey findings

Six in ten (63%) agreed overall with the priority of moving to a circular economy, which comprised 28% who said they *strongly agree* and 35% who *mostly agree*. In contrast, 22% said they disagreed overall (10% *strongly*, 12% *mostly*) and 15% were *not sure*.

Figure 40 – To what extent do you agree or disagree with this priority? (Q18)

Base: Full survey respondents (4,196)



As shown in the figure below, the majority of respondents agreed with the priority in each district, city or borough. Again, those living in Basildon were most likely to disagree with the priority and least likely to agree.

Figure 41 – To what extent do you agree or disagree with this priority? (Q18 by district, city or borough)
Bases: shown in chart



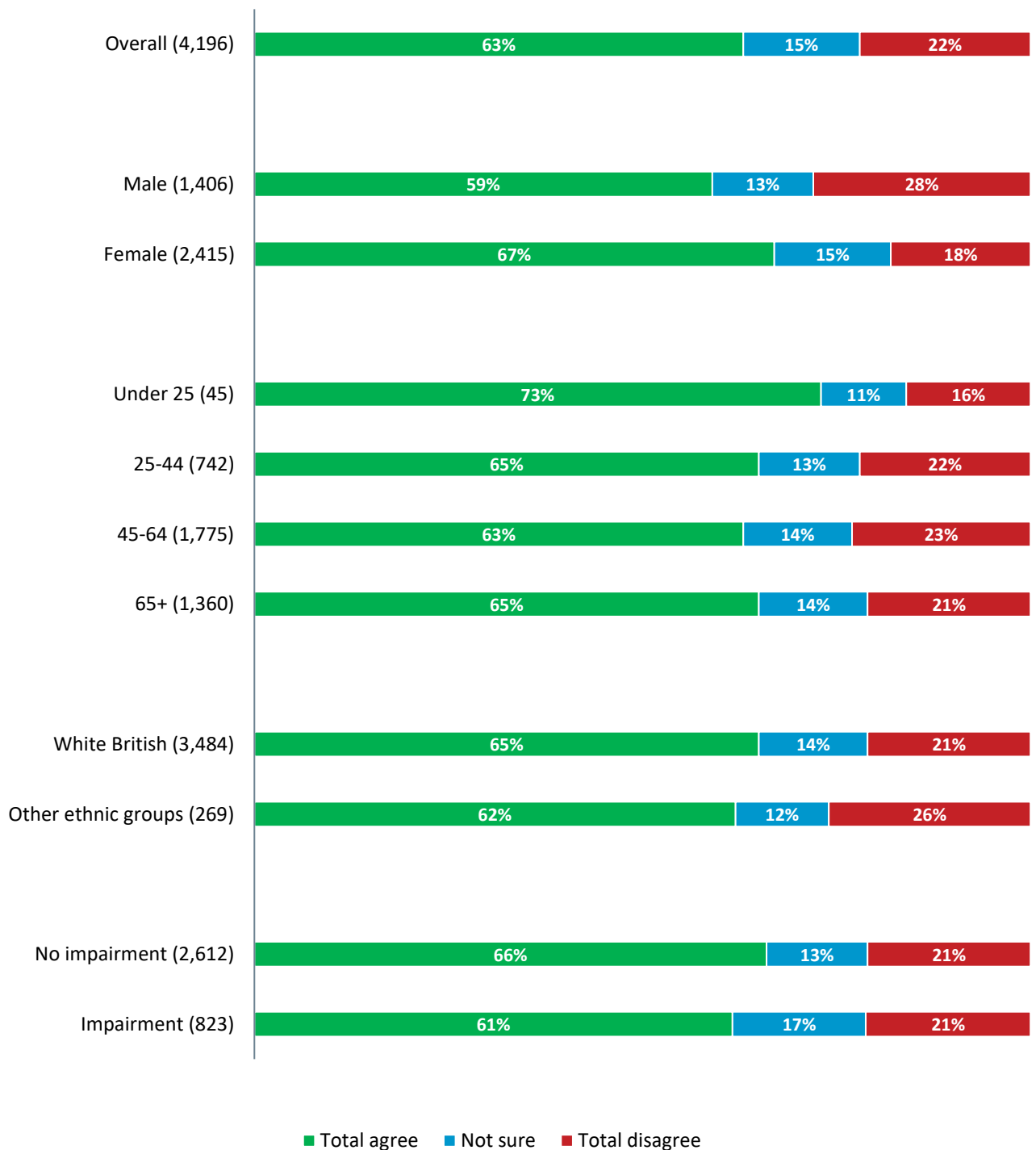
Analysis by demographics highlights that males were more likely to disagree with the priority than females. Agreement was higher amongst:

- Females when compared with males
- Those who did not have an impairment when compared with those who did

However, it should be noted that agreement was higher than disagreement for each subgroup.

Figure 42 – To what extent do you agree or disagree with this priority? (Q18 by gender identity, age group, ethnic group, impairment)

Bases: shown in chart



In the full survey, 26% of all respondents provided comments on the priority or the approach to delivering the priority. These were themed and grouped for analysis. Comments could be assigned more than one theme if appropriate.

As shown below, the most common theme related to concerns about costs and additional charges. This was followed by a suggestion that the priority is unachievable, unrealistic or difficult to achieve. A common theme in the comments was also that further education, training or support were needed for residents.

Analysis by levels of agreement and disagreement shows:

- The most common theme amongst those who *agreed* with the priority was that education, training or support for residents was needed
- For those who *disagreed* with the priority, the most common theme was concerns about costs and additional charges
- Amongst those who were *not sure* about the priority, the most common theme was that it contained too much jargon or was confusing

Amongst Basildon residents, the most common theme related to incineration.

Figure 43 – Is there anything else you’d like to tell us about the priority or approach to delivering this priority? (Q19)

Base: Those who gave a response and answered Q18 (1,100)

Theme	Frequency
Concern about cost/additional charges	126
Unachievable/unrealistic/difficult to achieve	109
Education/training/support for residents needed	100
Action needed/just words	93
Services need to be easy to use/convenient	89
Good priority/agree generally	79
Vague/not enough detail/more information needed	78
Too much jargon/confusing	77
Need to reduce packaging/plastic use	63
No Basildon incinerator/disagree with incineration	62
Support for businesses needed	60
Council needs to lead/demonstrate commitment	47
Collect/recycle more materials	45
Need to change mindsets/address throwaway culture	44
Businesses/manufacturers need to do more	44
Don't pressure/penalise residents	42
Needs appropriate investment/resources	39
Disagree generally/concentrate on other priorities	38
Services should be standardised/same in all areas	33
Enforcement/consequences needed	33
Offer incentives/rewards	30
Encourage reuse/sharing/make it easy to pass on items	29
Goods need to be longer lasting/better made	28



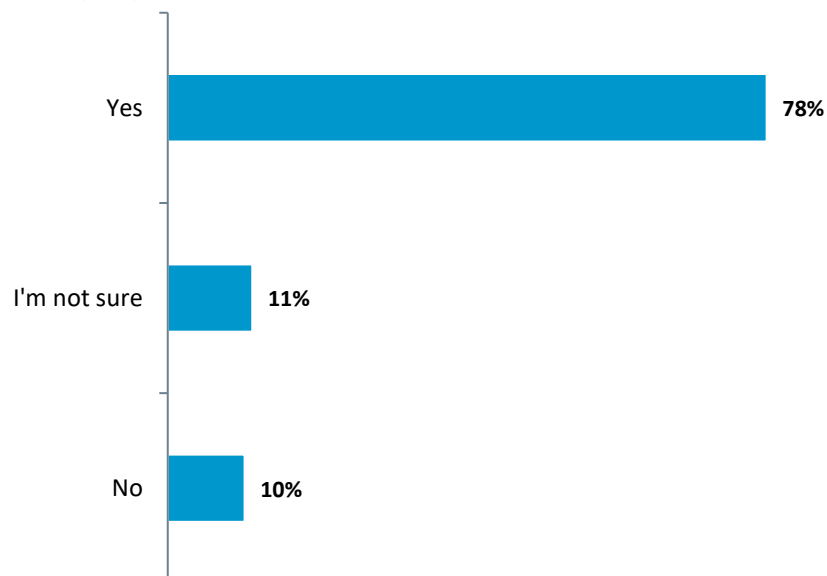
Theme	Frequency
Need easy access to recycling centres/no booking	28
Can't be done in isolation/collaboration needed	28
Some people don't care/won't make changes	27
Can be cheaper to buy new/expensive to repair	25
Concern about litter/fly tipping	24
Provide better bins/containers	21
Needs to be led by government/legislation	20
Needs to be affordable for businesses	19
Difficult/too few options to repair	19
Communicate with/listen to residents	19
Needs to be measurable/review needed	18
Don't charge for garden waste collection	17
Not ambitious enough/act sooner	16
Openness/transparency needed	16
Improve existing services/collections	13
Work with schools/educate children	12
Don't reduce service/frequent collection needed	12
Practical/flexible approach needed	11
Avoid greenwashing	11
Complaint about survey/consultation	10
Unrealistic timescales	8
Don't send waste overseas	7
Other comment	31
No additional comments	39

Easy Read survey findings

In the Easy Read survey, respondents were asked if using a circular economy in Essex is important to them. Over three quarters (78%) said *it was*, 11% were *not sure* and 10% said *it was not*.

Figure 44 – Is using a circular economy in Essex important to you? (Q4)

Base: Easy Read survey respondents (317)



Easy Read respondents were asked if they had anything else to say about using a circular economy and 34% provided a comment. The most common theme was that the move is not achievable or realistic, or that it won't work, closely followed by highlighting the need to reduce or make packaging recyclable and that it depends on manufacturers or is out of the council's control.

Figure 45 – Is there anything else you'd like to tell us about using a circular economy? (Q4a)

Base: Those who gave a response (110)

Theme	Frequency
Not achievable/won't work/unrealistic	20
Need to reduce/make packaging recyclable	18
Depends on manufacturers/council can't control	15
Items need to be better made/last longer	11
Good idea/agree generally	9
Services need to be easy to use/convenient	9
Education/support for residents needed	8
Need to change mindsets/address throwaway culture	7
Will have negative impact on employment/economy	6
Make it easier to donate/pass on unwanted items	6
Affordable/convenient repair options needed	6
Enforcement for businesses needed	5
Concern about cost	4
Government needs to lead/legislate	4
Need to be able to recycle more items	3
Incentives for businesses needed	3
More information/detail required	3
Just words/action needed	3
Disagree generally	3
More refill shops/opportunities needed	2
Need easy access to recycling centres/no booking	2
Listen to residents	2
No Basildon incinerator/disagree with incineration	2
Consistent approach to waste collection needed	1
Sharing/borrowing options needed	1
Needs to be done sooner	1
No additional comments	2
Other comment	3



Waste hierarchy

Overview

- In the full survey, overall agreement levels with the waste prevention, reuse, and the recycle priorities were higher than overall disagreement.
- Common themes in comments related to waste prevention, reuse and recycle priorities were:
 - Businesses needing to do more, particularly related to reductions in packaging
 - Services needing to be convenient and easy to use, including frequent collections, not charging for garden waste, recycling more materials and easy access to recycling centres
 - A need for more items that are easy or cheap to repair
 - A need to change people’s mindsets and address the throwaway culture
 - Concerns about cost and additional charges
- The majority of respondents also agreed with each element of the recovery priority.
- The most common theme related to the recovery priority was not being able to understand the priority or the approach, that it contained too much jargon or not enough information. This was followed by comments relating to disagreement with incineration and concerns about the environmental impact, pollution and emissions of recovery processes.
- In the Easy Read survey, a much larger proportion thought that using the waste hierarchy system in Essex is important to them than thought it was not.
- When asked if there is anything else to say about using the waste hierarchy system, the most common themes in the Easy Read survey were that services need to be easy to use or convenient, that businesses and manufacturers need to do more, and that there is a need to reduce packaging or make it recyclable.



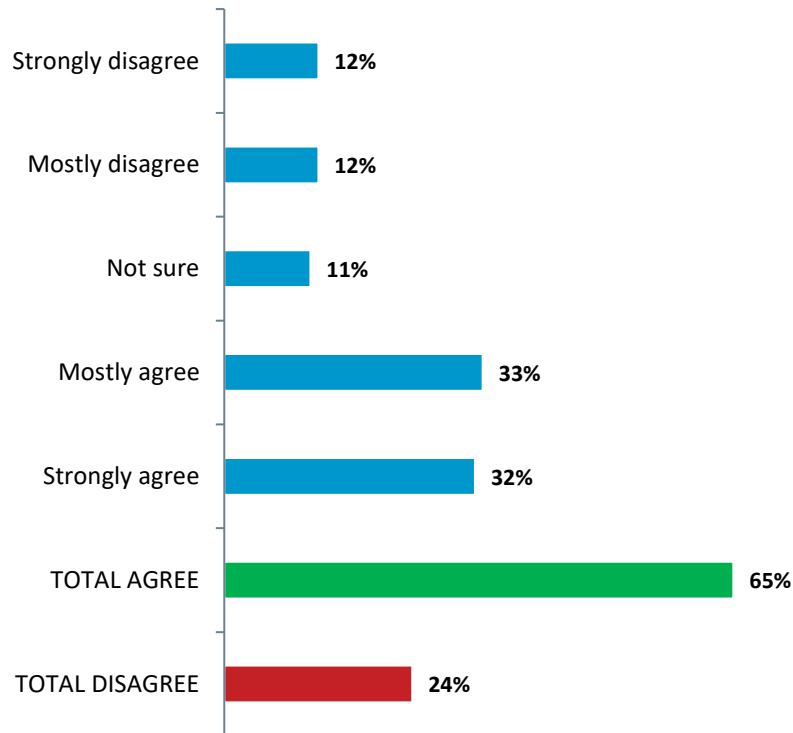
Full survey findings

Waste prevention

Just under two thirds (65%) agreed overall with the waste prevention priority, which included 32% who said they *strongly agree* and 33% who said *mostly agree*. In contrast, a quarter (24%) disagreed overall (12% *strongly*, 12% *mostly*) and 11% were *not sure*.

Figure 46 – To what extent do you agree or disagree with this priority? – Waste prevention (Q20)

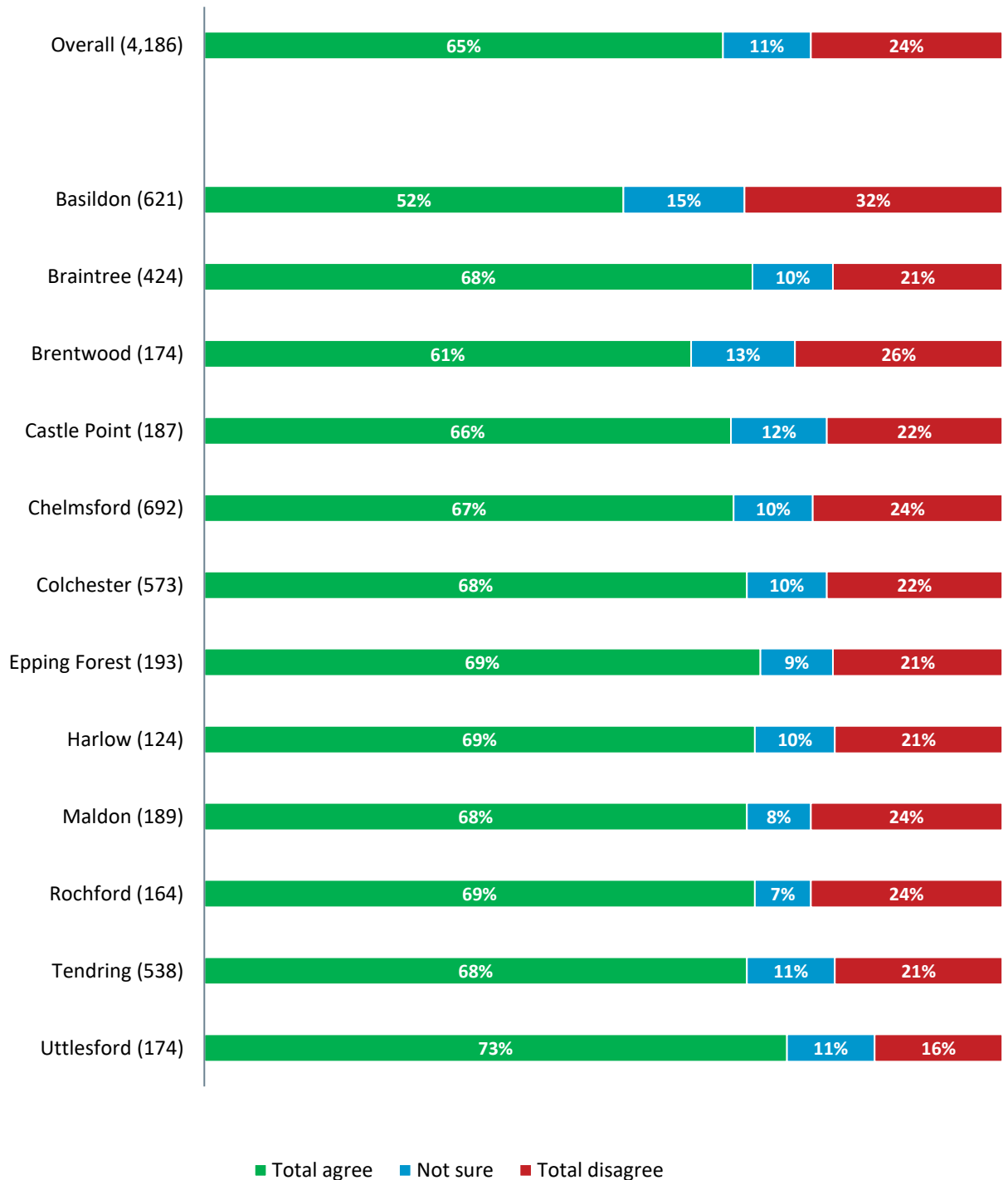
Base: Full survey respondents (4,186)



As shown in the figure below, despite the majority of respondents agreeing with the priority in each district, city or borough, again Basildon was the outlier, with those living there most likely to disagree with the waste prevention priority and least likely to agree. Agreement was highest amongst those in Uttlesford, particularly when compared with Basildon and Brentwood.

Figure 47 – To what extent do you agree or disagree with this priority? – Waste prevention (Q20 by district, city or borough)

Bases: shown in chart



Within all subgroups the majority of respondents agreed with the priority. Further analysis highlights that the following groups were more likely to agree with the waste prevention priority:

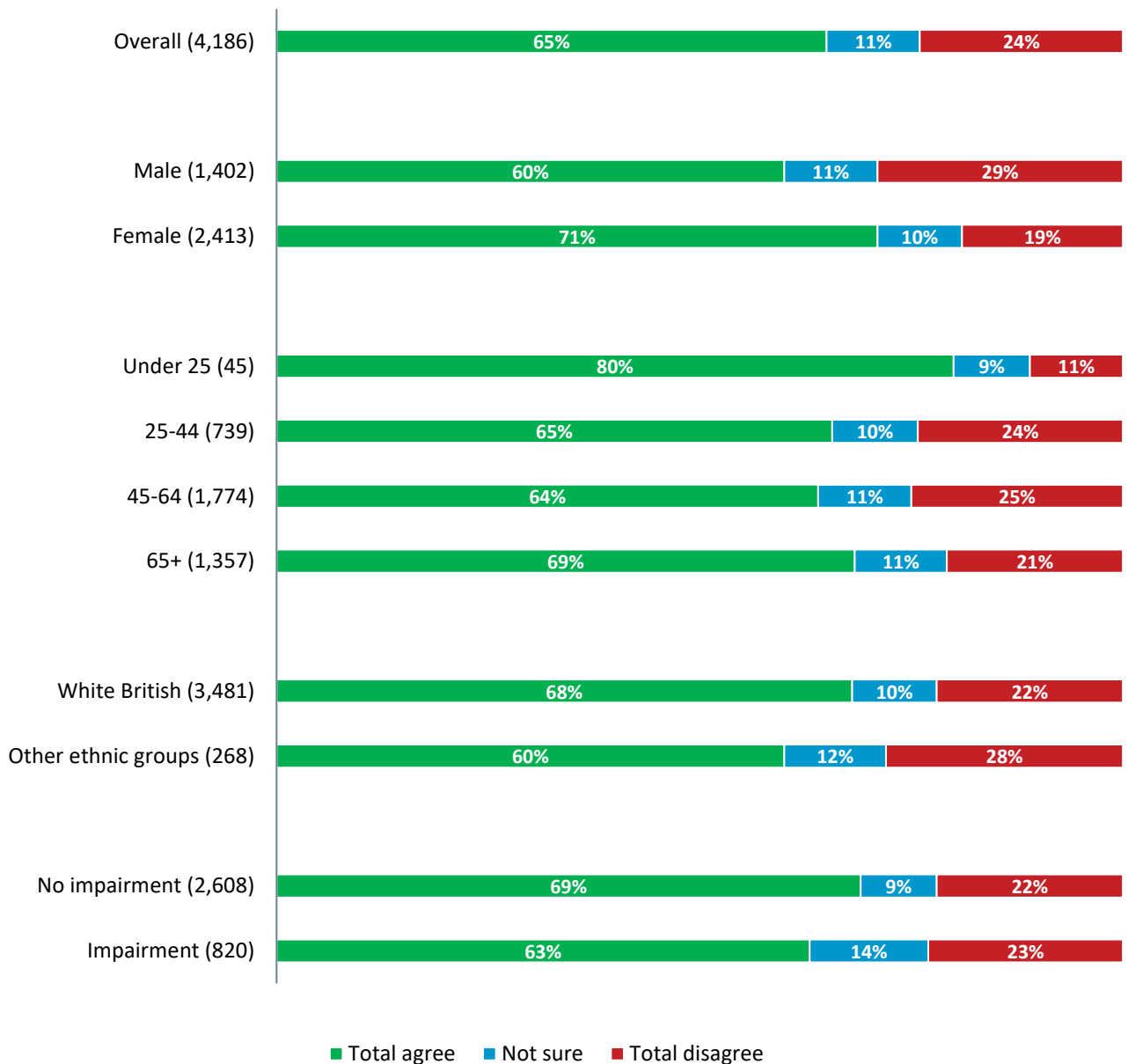
- Females when compared with males
- Those aged under 25 when compared with those aged 45-64
- Those who are White British when compared with those who are from other ethnic groups
- Those who did not have an impairment when compared with those who did

In contrast, the following groups were more likely to disagree with the priority:

- Males when compared with females
- Those aged 45-64 when compared with those aged 65+ and under 25
- Those from other ethnic groups when compared with White British

Figure 48 – To what extent do you agree or disagree with this priority? – Waste prevention (Q20 by gender identity, age group, ethnic group, impairment)

Bases: shown in chart



Respondents were able to provide comments on the waste prevention priority or the approach to delivering the priority and 31% of all respondents chose to do so. These comments were themed and grouped for analysis. Comments could be assigned more than one theme if appropriate.

As shown below, the most common theme by far was that businesses need to do more or reduce packaging. Other key themes included not reducing service or that frequent collections were needed, concerns about costs and additional charges, and that services need to be easy to use or convenient. Concerns about costs and additional charges were particularly high in Braintree and Epping Forest.

Figure 49 – Is there anything else you’d like to tell us about the priority or approach to delivering this priority? (Q21)

Base: Those who gave a response (1,308)

Theme	Frequency
Businesses need to do more/reduce packaging	306
Don't reduce service/frequent collection needed	156
Concern about cost/additional charges	152
Services need to be easy to use/convenient	143
Unachievable/unrealistic/difficult to achieve	138
Don't pressure/penalise residents	102
Education/support for residents needed	99
Concern about litter/fly tipping	95
Needs to be led by government/legislation	71
Enforcement/consequences needed	64
Vague/not enough detail/more information needed	63
No Basildon incinerator/disagree with incineration	57
Action needed/words not enough	56
Collect/recycle more materials	52
Offer incentives/rewards	47
Some people don't care/won't make changes	44
Needs appropriate investment/resources	42
Don't charge for garden waste collection	42
Need to change mindsets/address throwaway culture	39
Practical/flexible approach needed	36
Council needs to lead/demonstrate commitment	35
Need easy access to recycling centres/no booking	33
Good priority/agree generally	32
Needs to be affordable for businesses	30
Support for businesses needed	30
Communicate with/listen to residents	30
Improve existing services/collections	29
Don't reduce choice/tell residents what to do	28
Provide better bins/containers	25
Disagree generally/concentrate on other priorities	25
Can't be done in isolation/collaboration needed	24
Not ambitious enough/act sooner	23
Services should be standardised/same in all areas	23



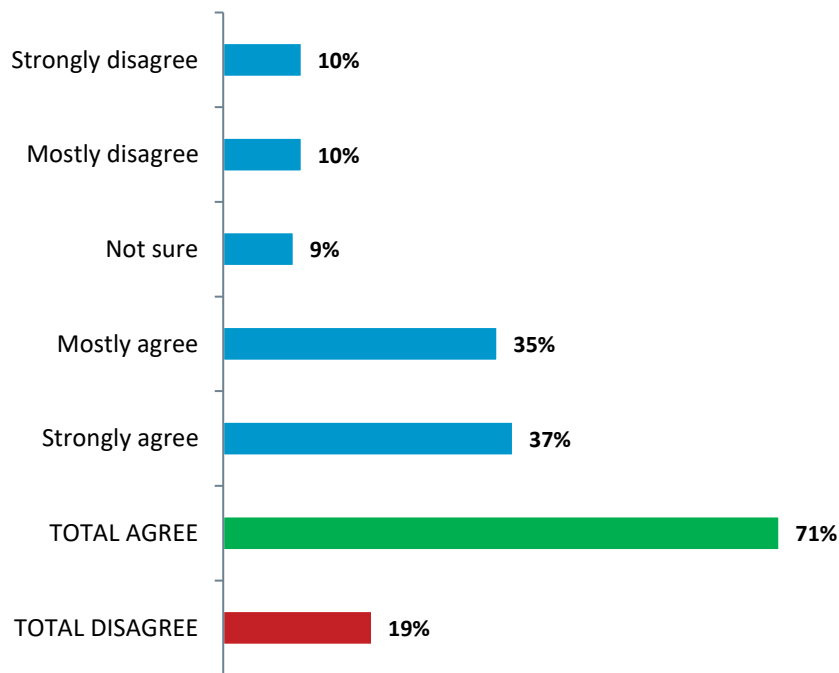
Theme	Frequency
Openness/transparency needed	21
Needs to be easy/cost effective to repair	16
Too much jargon/confusing	15
Needs to be measurable/review needed	13
Encourage reuse/make it easy to pass on items	10
Complaint about survey/consultation	9
Learn from other areas/countries	8
Don't send waste overseas	7
No additional comments	37
Other comment	17

Reuse

Seven in ten (71%) agreed overall with the reuse priority, which included 37% who said they *strongly agree* and 35% who said *mostly agree*. In contrast, a fifth (19%) disagreed overall (10% *strongly*, 10% *mostly*). A further 9% were *not sure*.

Figure 50 – To what extent do you agree or disagree with this priority? – Reuse (Q22)

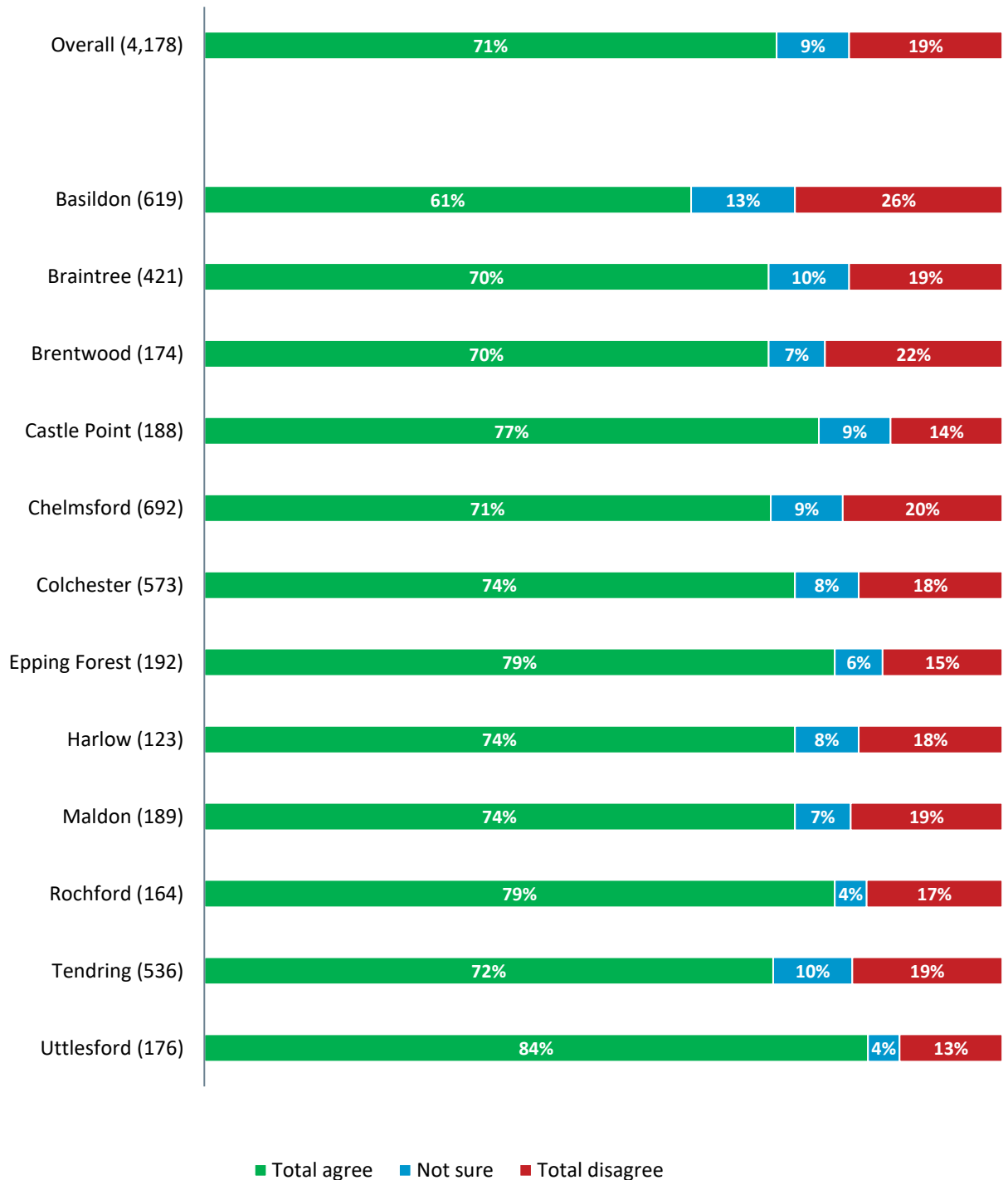
Base: Full survey respondents (4,178)



Again, agreement levels were higher in each district, city or borough than disagreement levels. However, those in Basildon were most likely to disagree with the reuse priority and least likely to agree. Agreement was highest amongst those in Uttlesford, Rochford and Epping Forest particularly when compared with Basildon, Braintree and Brentwood.

Figure 51 – To what extent do you agree or disagree with this priority? – Reuse (Q22 by district, city or borough)

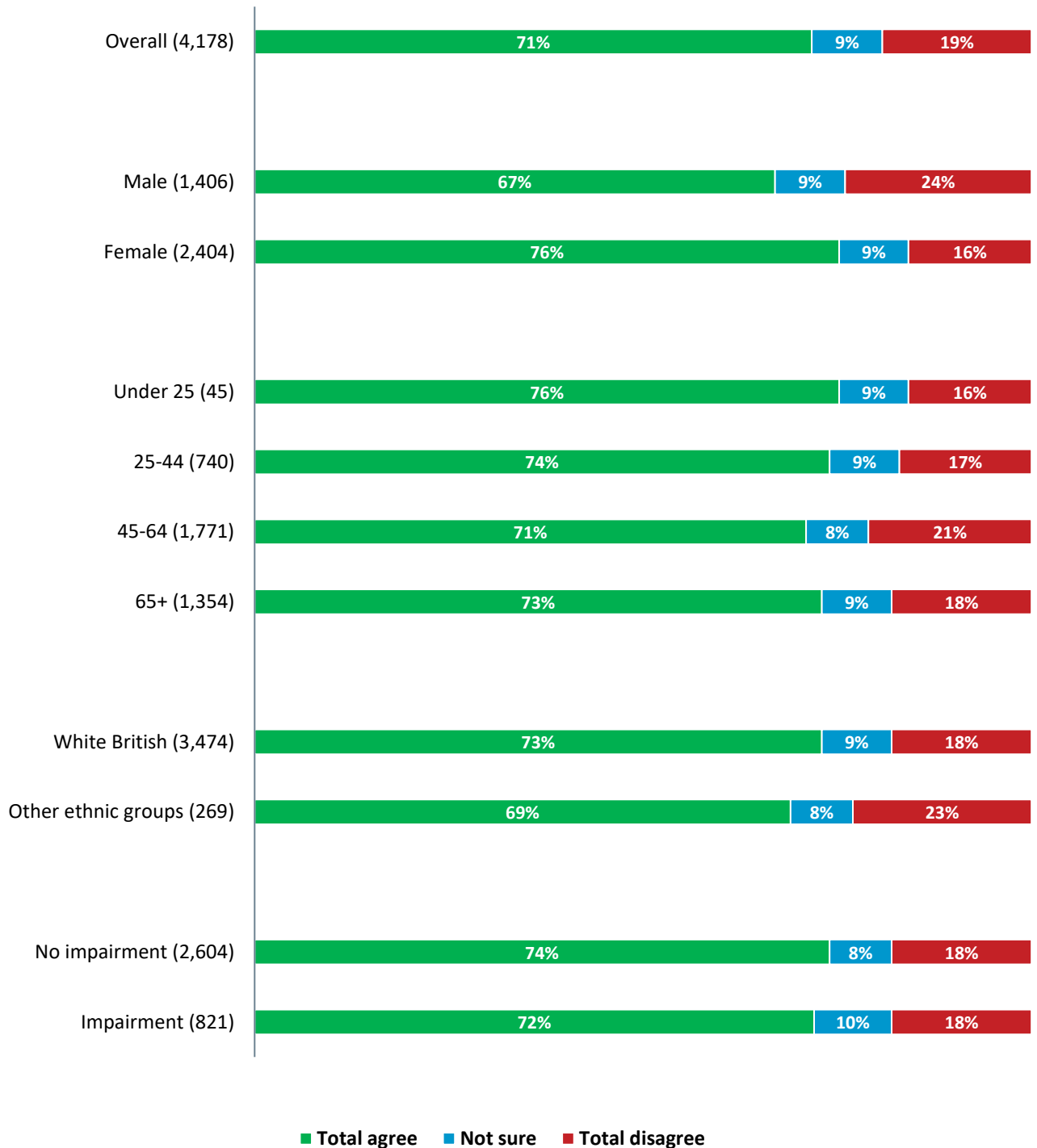
Bases: shown in chart



Females were more likely than males to agree, whereas males were more likely to disagree. By age, those in the 45-64 age bracket were more likely to disagree than those aged 65+. Those from other ethnic groups were more likely to disagree than those who were White British. However, it should be noted that majority proportions in each subgroup agreed with the priority.

Figure 52 – To what extent do you agree or disagree with this priority? – Reuse (Q22 by gender identity, age group, ethnic group, impairment)

Bases: shown in chart



Respondents were able to provide comments on the reuse priority or the approach to delivering the priority and 23% of all respondents provided a comment. These were themed and grouped for analysis. Comments could be assigned more than one theme if appropriate.

As shown below, the most common theme was that it needs to be easier or cheaper to repair items, which was followed by a need to change mindsets or address the throwaway culture. Whilst there was also common general agreement with the priority, the need for businesses to do more was also frequently highlighted.

Figure 53 – Is there anything else you’d like to tell us about the priority or approach to delivering this priority? (Q23)

Base: Those who gave a response (983)

Theme	Frequency
Needs to be easier/cheaper to repair items	114
Need to change mindsets/address throwaway culture	101
Good priority/agree generally	97
Businesses need to do more/reduce packaging	96
Unachievable/unrealistic/difficult to achieve	91
Education/support for residents needed	84
Goods need to be longer lasting/better made	82
Make it easy to pass on unwanted items	71
Concern about cost/additional charges	59
Need easy access to recycling centres/no booking	53
Better communication/promotion/advertising needed	50
Vague/not enough detail/more information needed	49
Encourage repair cafés/community hubs	49
Allow people to collect items from recycling centres	47
Services need to be easy to use/convenient	46
No Basildon incinerator/disagree with incineration	46
Action needed/words not enough	43
Needs appropriate investment/resources	41
Training/skills classes needed	34
Disagree generally/concentrate on other priorities	34
Reuse/repair not always possible/appropriate	30
Collect/recycle more materials	30
Offer incentives/rewards	30
Needs to be led by government/legislation	28
Not enough people with repair skills	28
Support for businesses needed	26
Concern about litter/fly tipping	26
Collaborate with existing community groups/charities	25
Some people don’t care/won’t make changes	23
Council needs to lead/demonstrate commitment	22
More local recycling points/centres needed	21
Don’t pressure/penalise residents	20
Don’t reduce choice/tell residents what to do	17
Don’t reduce service/frequent collection needed	15



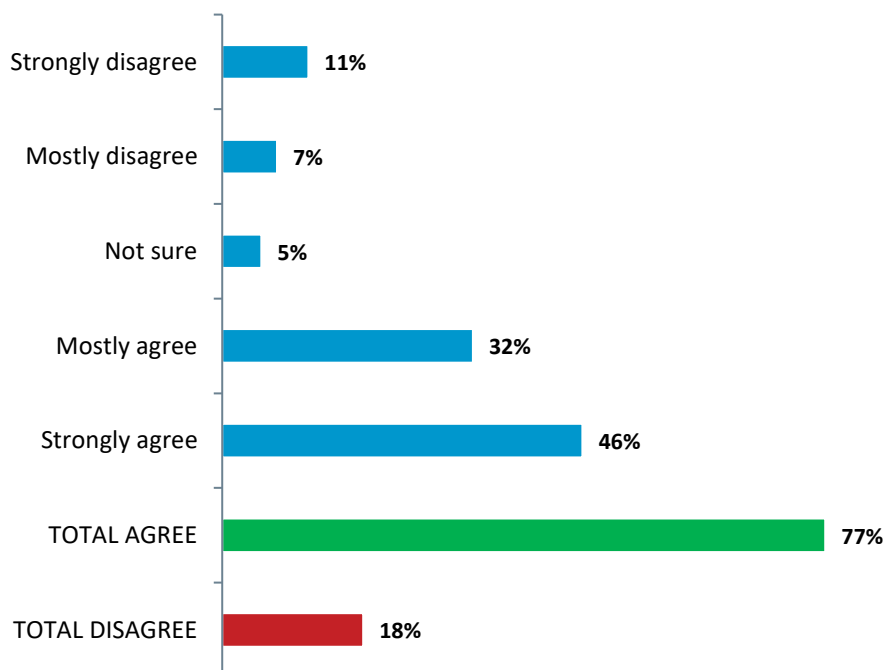
Theme	Frequency
Enforcement/consequences needed	15
Needs to be affordable for businesses	14
Limited ability to/not council's role to lobby government	14
More options to share/borrow/hire items needed	14
Work with schools/educate children	12
Improve existing services/collections	12
Provide better bins/containers	11
Complaint about survey/consultation	11
Needs to be measurable	10
Too much jargon/confusing	8
Listen to/engage with residents	6
Services should be standardised/same in all areas	6
Learn from other areas/countries	5
No additional comments	44
Other comment	13

Recycle

Over three quarters (77%) agreed overall with the recycle priority, comprising 46% who said they *strongly agree* and 32% who said *mostly agree*. In contrast, just under a fifth (18%) disagreed overall (11% *strongly*, 7% *mostly*) and 5% were *not sure*.

Figure 54 – To what extent do you agree or disagree with this priority? – Recycle (Q24)

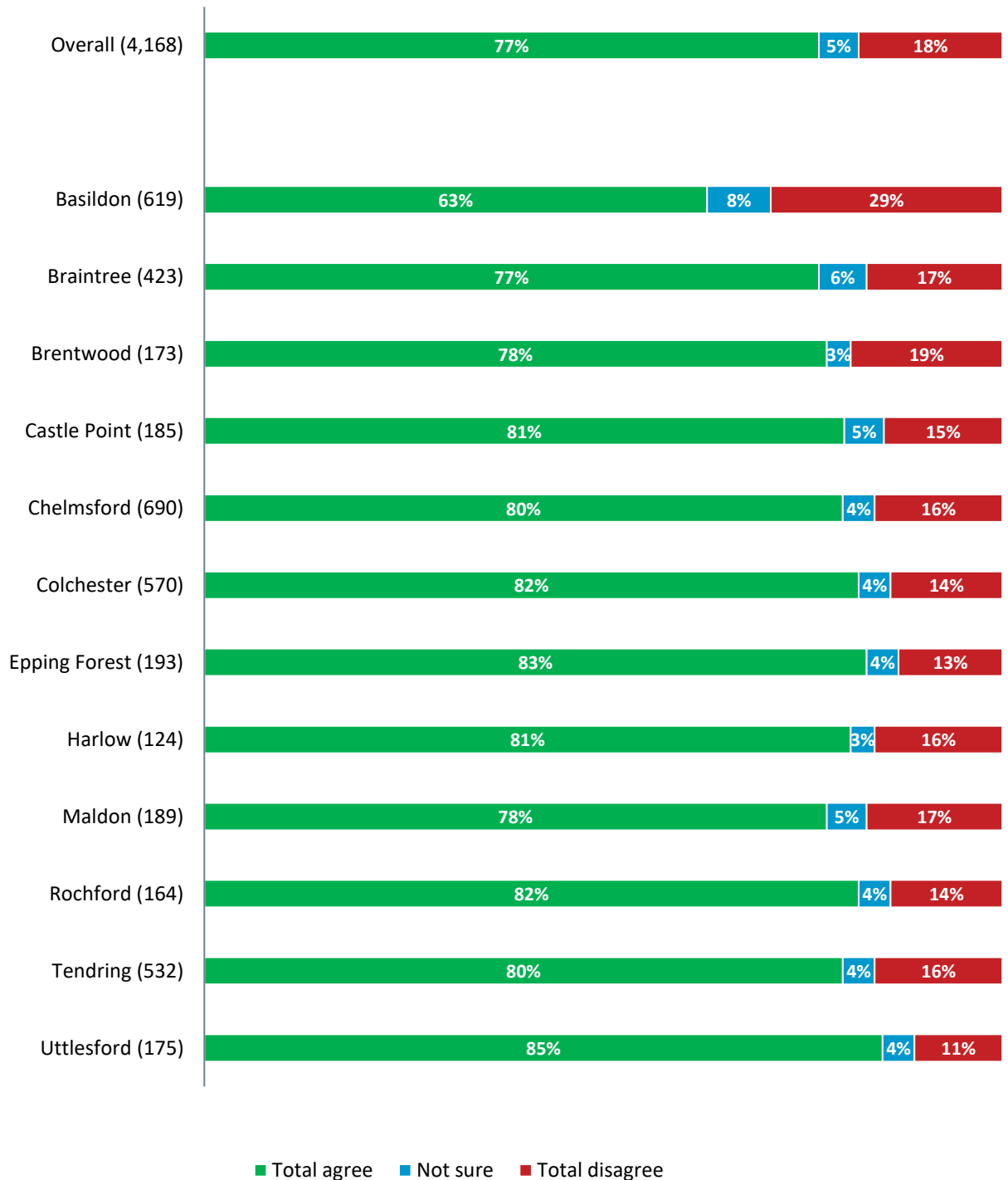
Base: Full survey respondents (4,168)



Once more, Basildon residents were most likely to disagree with the recycle priority and least likely to agree, although it should be noted that majority proportions agreed with the priority in each district, city or borough. Agreement was highest amongst those in Uttlesford, particularly when compared with Basildon and Braintree.

Figure 55 – To what extent do you agree or disagree with this priority? – Recycle (Q24 by district, city or borough)

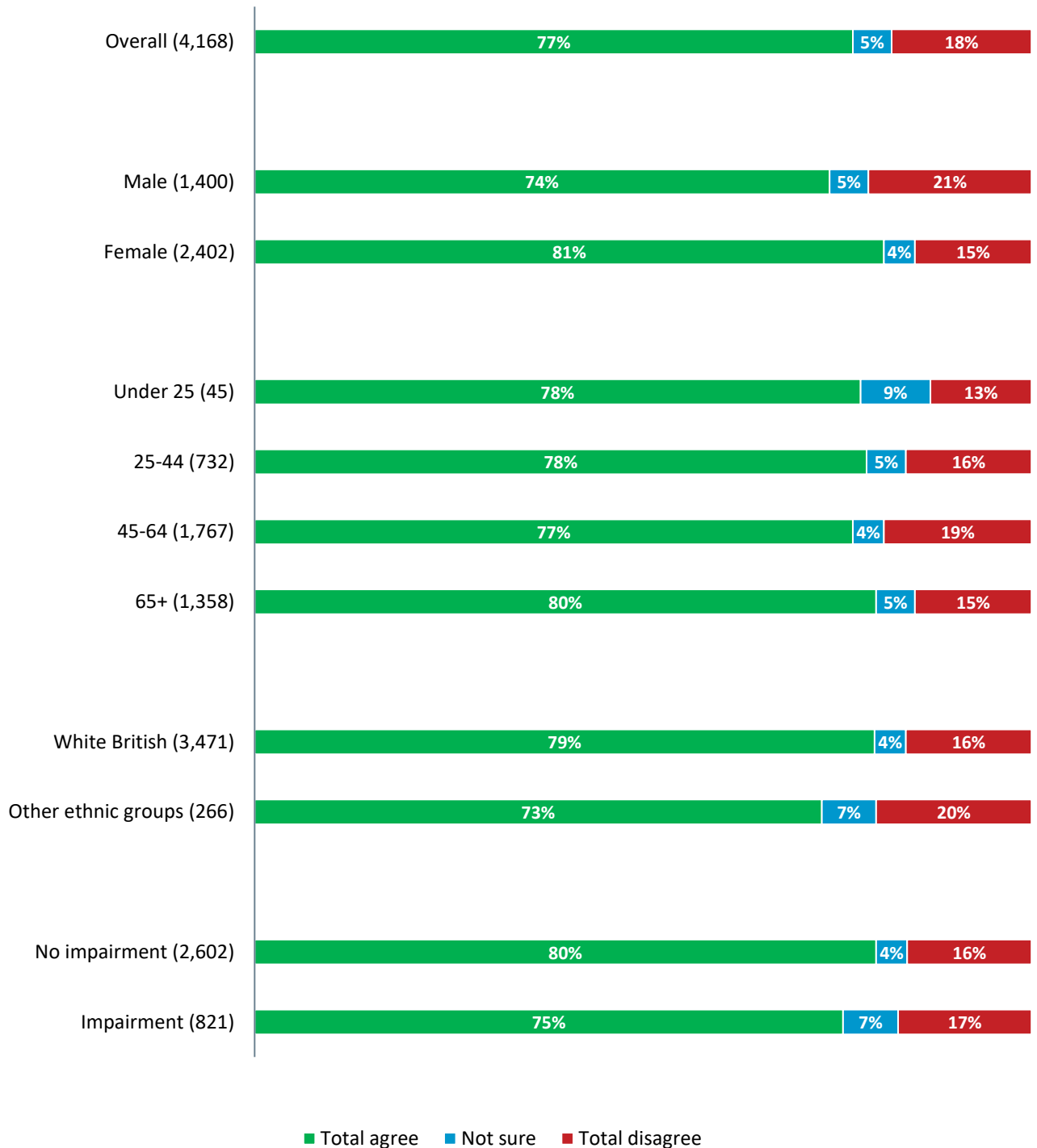
Bases: shown in chart



Although the majority of males agreed with the priority, they were more likely than females to disagree. Those in the 45-64 age group were more likely to disagree than those aged 65+, whereas those in the oldest age group were more likely than those aged 45-64 to agree. By ethnic group, White British were more likely to agree than those from other ethnic groups.

Figure 56 – To what extent do you agree or disagree with this priority? – Recycle (Q24 by gender identity, age group, ethnic group, impairment)

Bases: shown in chart



Respondents were able to provide comments on the recycle priority or the approach to delivering the priority and 37% of all respondents chose to comment. These were themed and grouped for analysis. Comments could be assigned more than one theme if appropriate.

In the comments, the four most common themes all related to service. As can be seen below, services needing to be easy to use, convenient or at the kerbside was by far the most common theme, whilst comments relating to accessing recycling centres (particularly in Uttlesford) and not charging for garden waste collections (particularly in Braintree) were also common.

Figure 57 – Is there anything else you’d like to tell us about the priority or approach to delivering this priority? (Q25)

Base: Those who gave a response (1,565)

Theme	Frequency
Services need to be easy to use/convenient/kerbside	429
Collect/recycle more materials	252
Need easy access to recycling centres/no booking	177
Don't charge for garden waste collection	156
Communication/information/support for residents is key	152
Concern about cost/additional charges	147
Services should be standardised/same in all areas	108
Concern about litter/fly tipping	101
Don't reduce service/frequent collection needed	79
Improve existing services/collections	77
Recycling bags are impractical/provide bins	73
More local recycling facilities needed	72
Businesses need to do more/reduce packaging	56
Vague/not enough detail/need more information	52
Good priority/agree generally	51
No Basildon incinerator/disagree with incineration	48
Should be/is happening already	47
Unachievable/unrealistic/difficult to achieve	45
Not everyone has space for/is able to compost	41
Some people don't care/won't make changes	37
Openness/transparency needed	36
Difficult/provision needed for those in flats	34
Don't pressure/penalise residents	29
Practical/flexible approach needed	27
Collaborate with/learn from other councils	27
Needs appropriate investment/resources	25
Council needs to lead/demonstrate commitment	23
Don't send waste overseas	23
Offer incentives/rewards	22
Enforcement/consequences needed	22
Concern about hygiene/attracting vermin	21
Listen to/engage with residents	19
Lack of space/no room for more bins	19
Complaint about survey/consultation	18



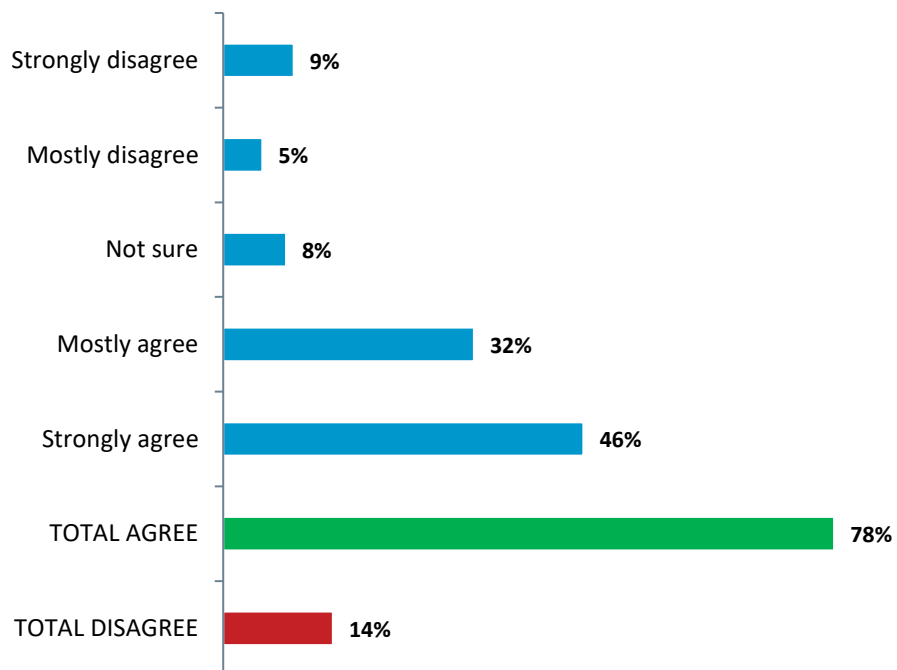
Theme	Frequency
Disagree generally/concentrate on other priorities	15
Action needed/words not enough	14
Support reuse/make it easier to pass on unwanted items	14
Composting a good idea/should be encouraged	12
Aim higher/act more quickly	11
Need to change mindsets/address throwaway culture	11
Focus on reduce/minimising waste	10
Provide free/discounted compost bins	9
Council should sell/give away compost	7
Food and garden waste should be collected together	6
No additional comments	36
Other comment	17

Recovery

Over three quarters (78%) agreed overall that the EWP should reduce the use of landfill, comprising 46% who said they *strongly agree* and 32% who said *mostly agree*. In contrast, only 14% disagreed overall (9% *strongly*, 5% *mostly*) and 8% were *not sure*.

Figure 58 – To what extent do you agree or disagree that the EWP should reduce the use of landfill? (Q26)

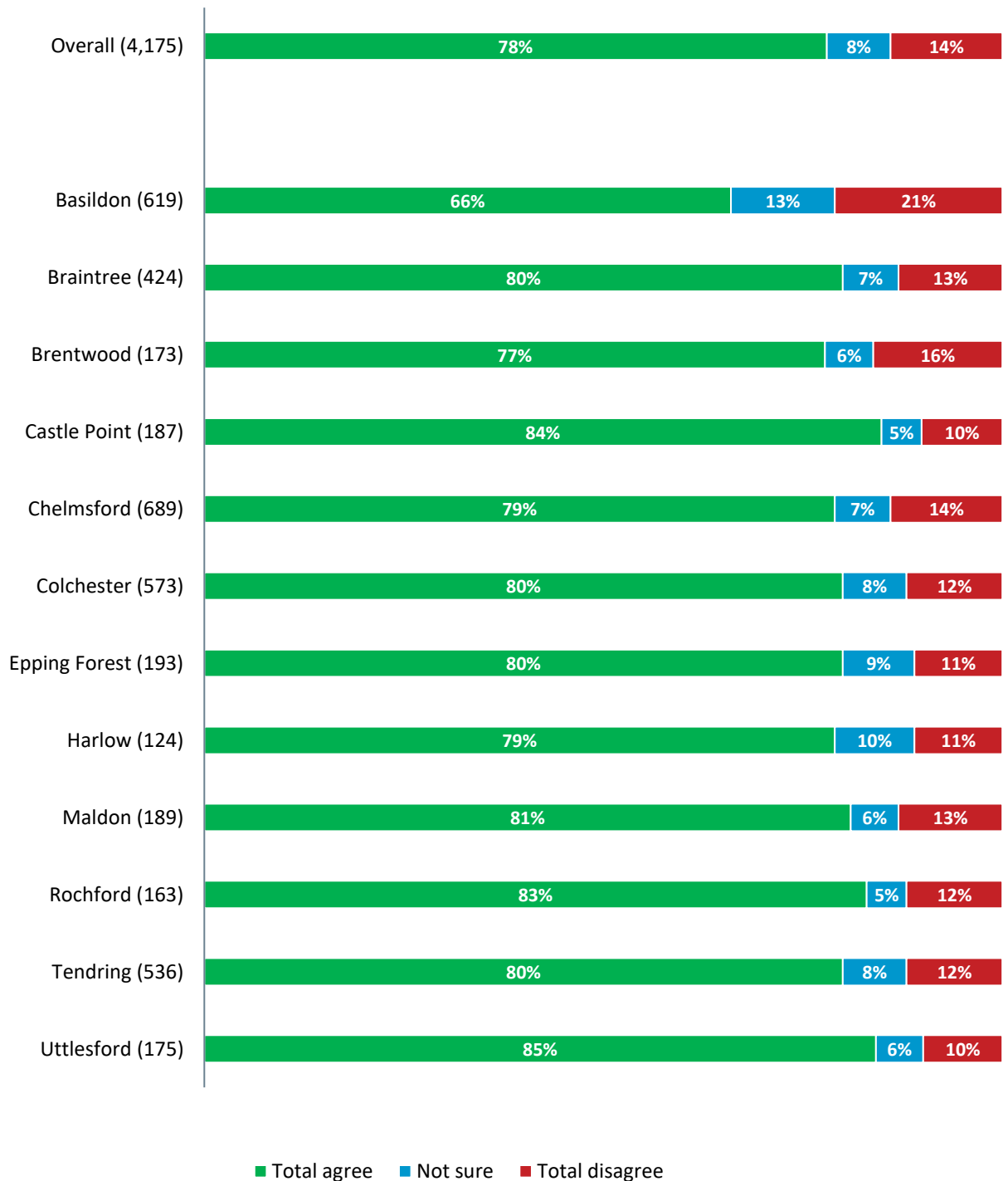
Base: Full survey respondents (4,175)



The majority of respondents agreed that the EWP should reduce the use of landfill in each district, city or borough. As seen previously, again those living in Basildon were most likely to disagree that the EWP should reduce the use of landfill and least likely to agree. In contrast, the vast majority of respondents in most other areas agreed.

Figure 59 – To what extent do you agree or disagree that the EWP should reduce the use of landfill? (Q26 by district, city or borough)

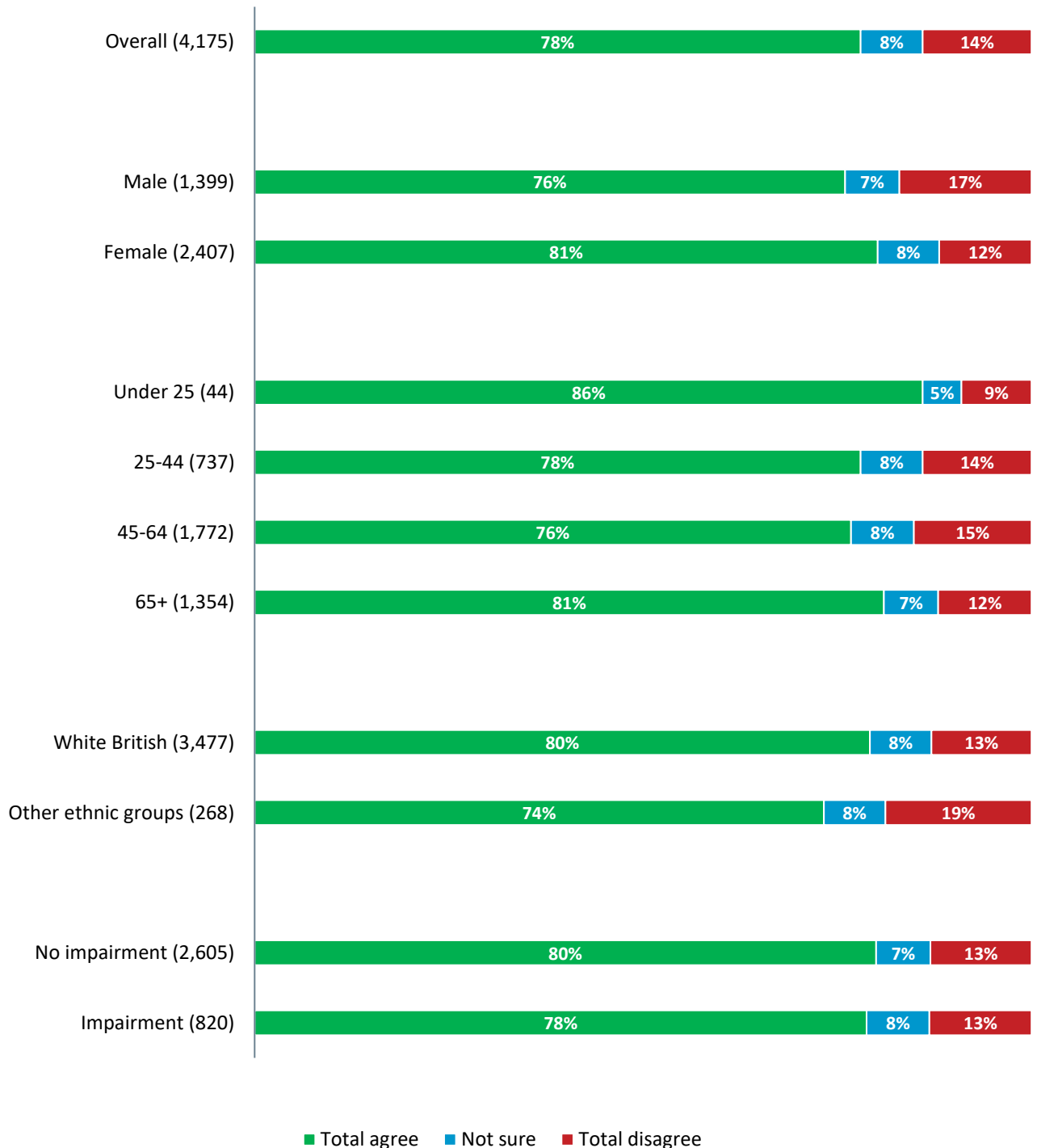
Bases: shown in chart



The majority of respondents in each subgroup agreed that the EWP should reduce the use of landfill. Again, males were more likely than females to disagree and females were more likely to agree. Those in the 45-64 age group were more likely to disagree than those aged 65+, whereas the latter were more likely to agree than those aged 45-64. By ethnic group, White British participants were more likely to agree than those from other ethnic groups and, conversely, those in other ethnic groups were more likely to disagree than those who were White British.

Figure 60 – To what extent do you agree or disagree that the EWP should reduce the use of landfill? (Q26 by gender identity, age group, ethnic group, impairment)

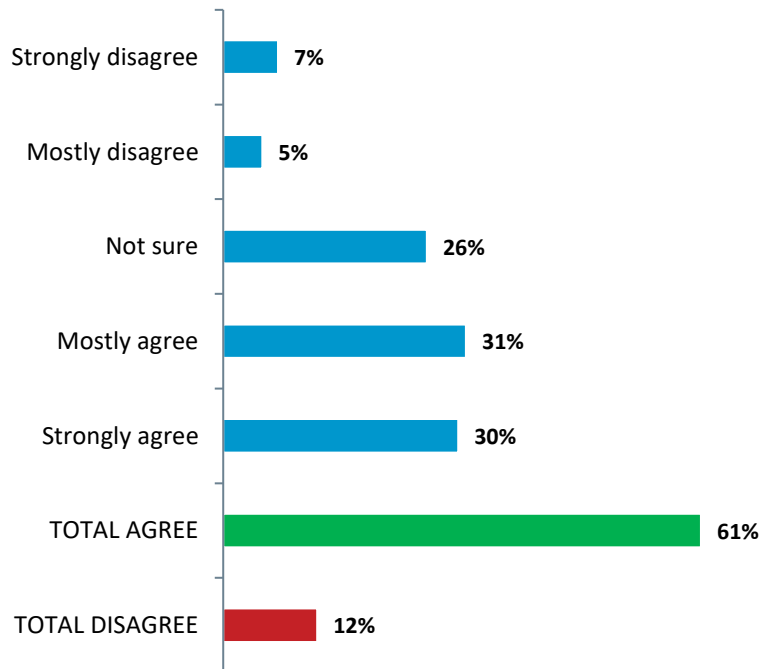
Bases: shown in chart



Six in ten (61%) agreed overall that adopting the use of anaerobic digestion for the treatment of food waste is the right solution, comprising 30% who said they *strongly agree* and 31% who said *mostly agree*. In contrast, only 12% disagreed overall (7% *strongly*, 5% *mostly*), but a quarter (26%) said they were *not sure*.

Figure 61 – To what extent do you agree or disagree that adopting the use of anaerobic digestion for the treatment of food waste is the right solution? (Q27)

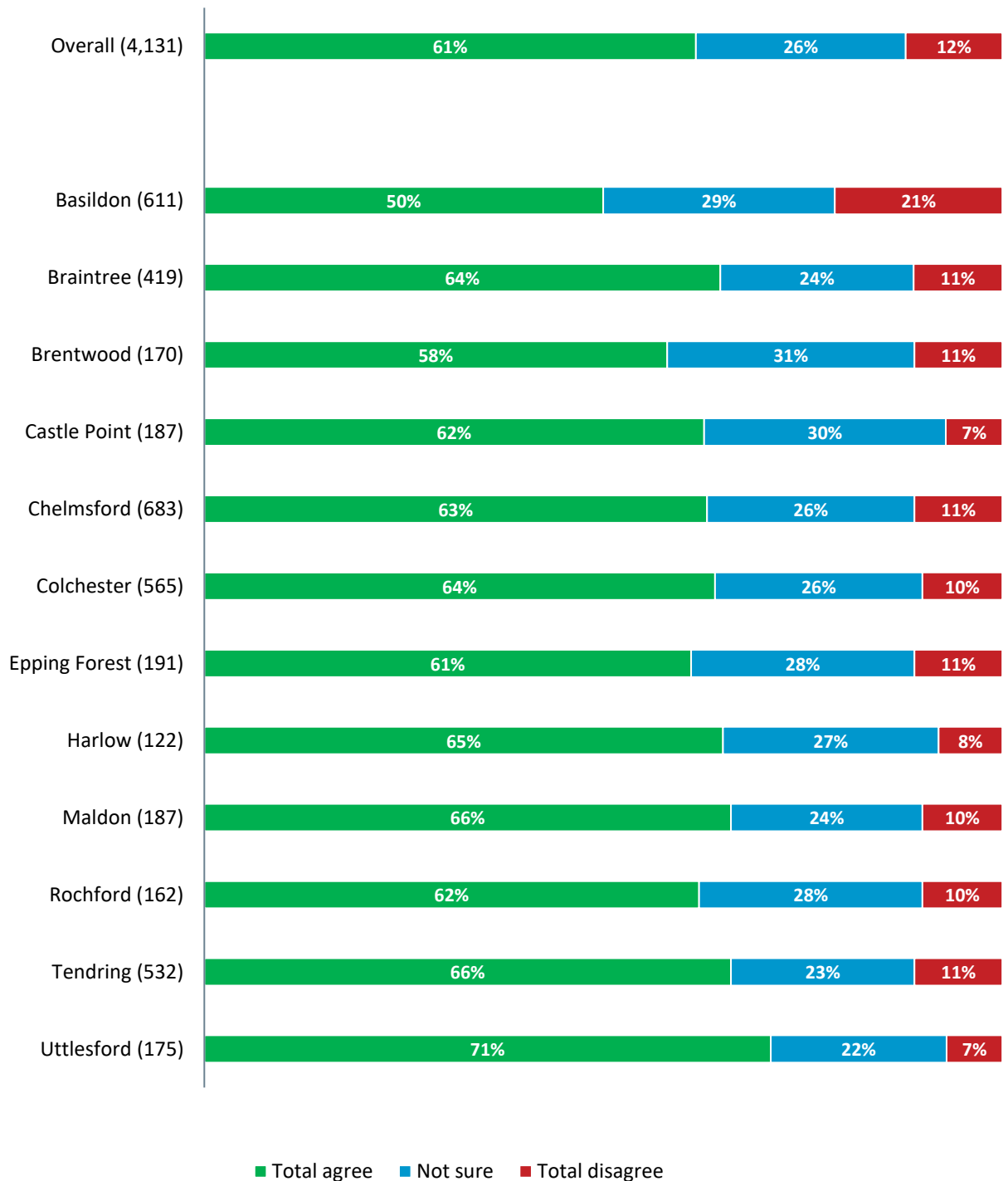
Base: Full survey respondents (4,131)



The majority of respondents in each district, city or borough agreed that adopting the use of anaerobic digestion for the treatment of food waste is the right solution except for Basildon, in which only half of residents agreed. In comparison to other areas, Basildon residents were more likely to disagree and less likely to agree. Those in Brentwood were most likely to say they were not sure, particularly when compared with Tendring. Uttlesford residents were most likely to agree, particularly when compared with residents of Basildon, Brentwood and Chelmsford.

Figure 62 – To what extent do you agree or disagree that adopting the use of anaerobic digestion for the treatment of food waste is the right solution? (Q27 by district, city or borough)

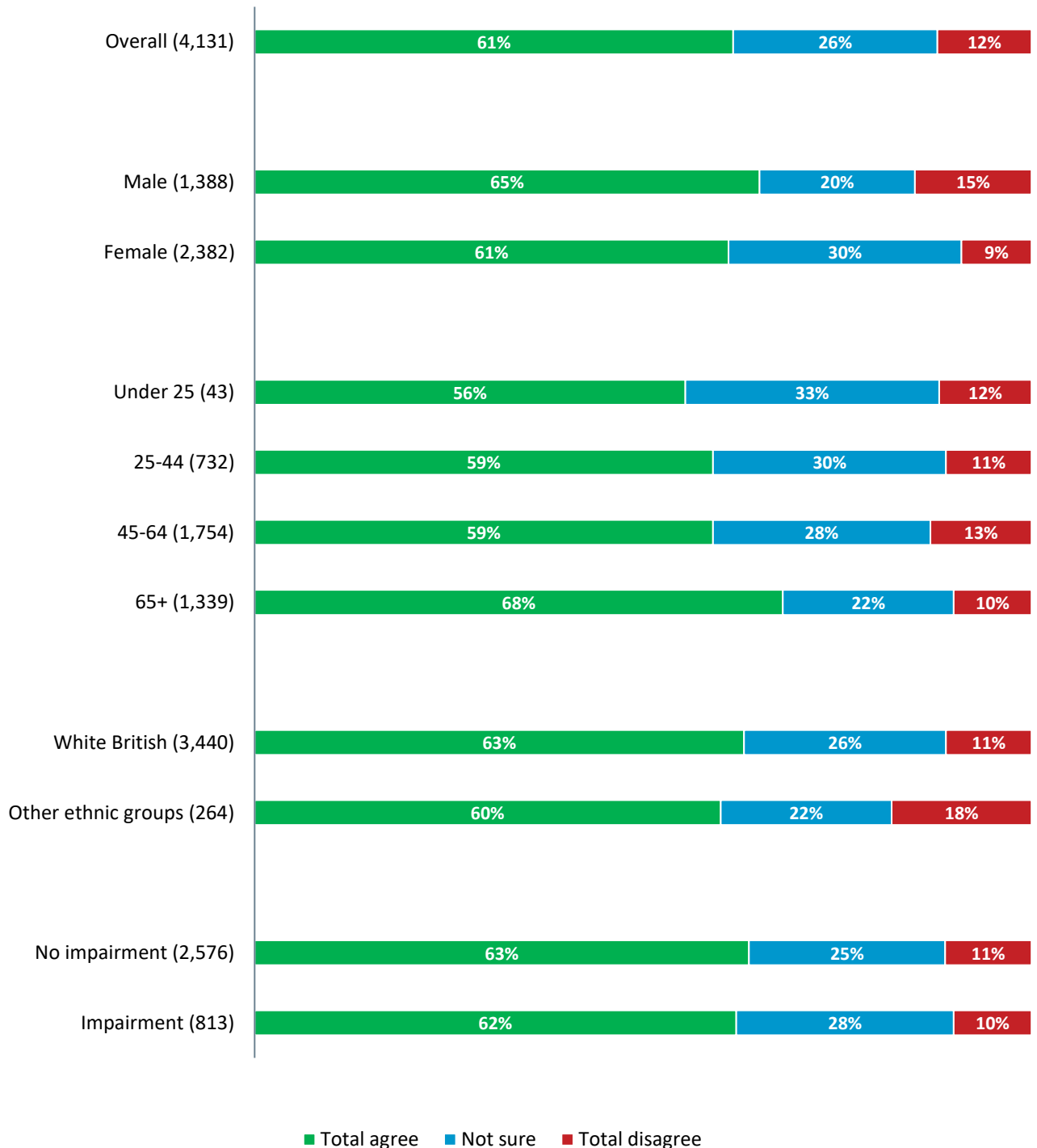
Bases: shown in chart



Overall agreement was higher than overall disagreement for each subgroup. Males were more likely than females to agree and disagree. Females were more likely to not be sure. Those in the 65+ age group were most likely to agree, particularly when compared with those aged 25-44 and 45-64. These groups were more likely to say they were not sure than those aged 65+. By ethnic group, those from other ethnic groups were more likely to disagree than those who were White British.

Figure 63 – To what extent do you agree or disagree that adopting the use of anaerobic digestion for the treatment of food waste is the right solution? (Q27 by gender identity, age group, ethnic group, impairment)

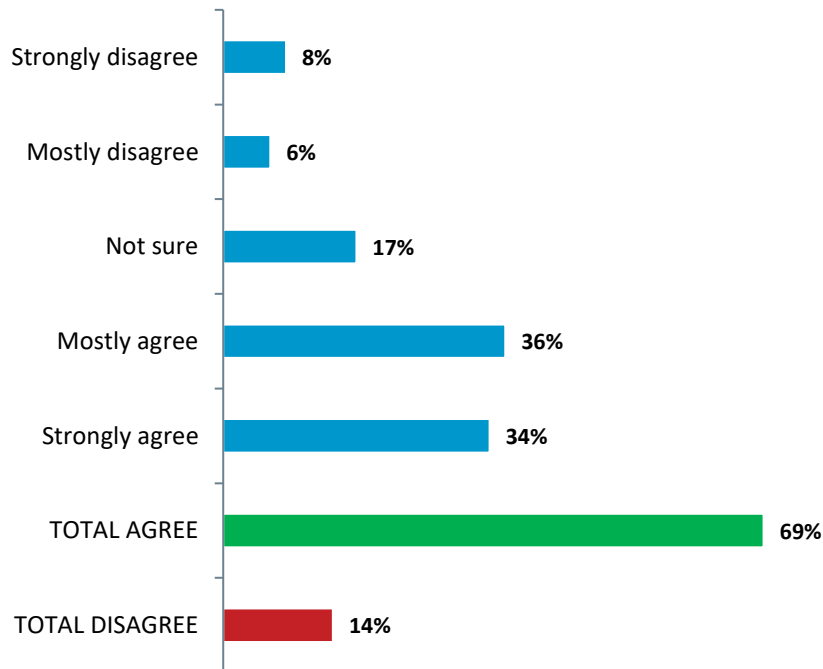
Bases: shown in chart



Seven in ten (69%) agreed overall that, after recycling everything we can, adopting Energy from Waste (EfW) for residual waste is the right solution, with 34% saying they *strongly agree* and 36% who said *mostly agree*. In contrast, only 14% disagreed overall (8% *strongly*, 6% *mostly*), and 17% said they were *not sure*.

Figure 64 – To what extent do you agree or disagree that, after recycling everything we can, adopting Energy from Waste (EfW) for residual waste is the right solution? (Q28)

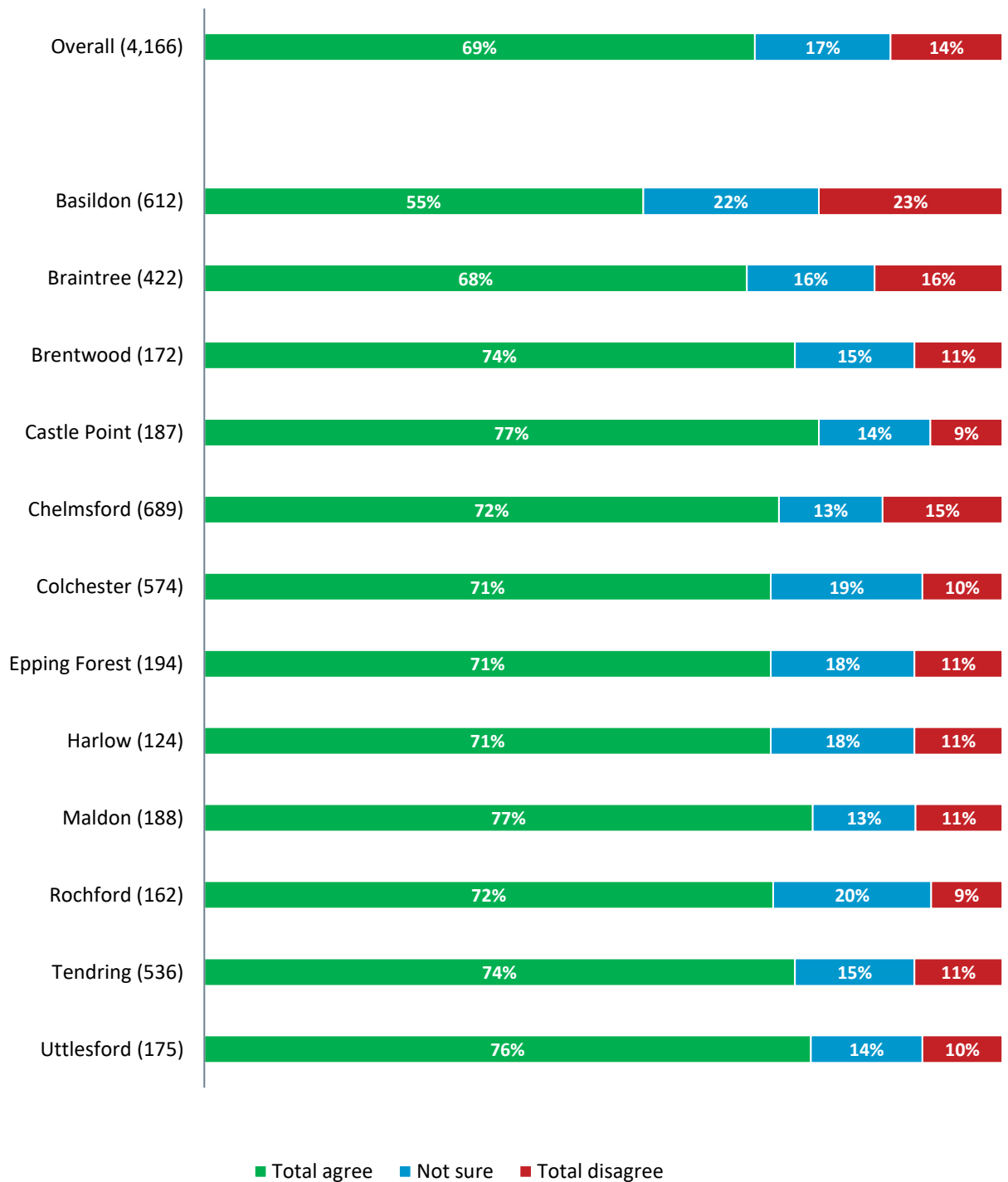
Base: Full survey respondents (4,166)



As shown below, overall agreement was higher than overall disagreement in each district, city or borough. Again, those living in Basildon were most likely to disagree that, after recycling, adopting Energy from Waste (EfW) for residual waste is the right solution and were least likely to agree. Residents in Maldon, Castle Point and Uttlesford were most likely to agree, particularly when compared with Basildon and Braintree.

Figure 65 – To what extent do you agree or disagree that, after recycling everything we can, adopting Energy from Waste (EfW) for residual waste is the right solution? (Q28 by district, city or borough)

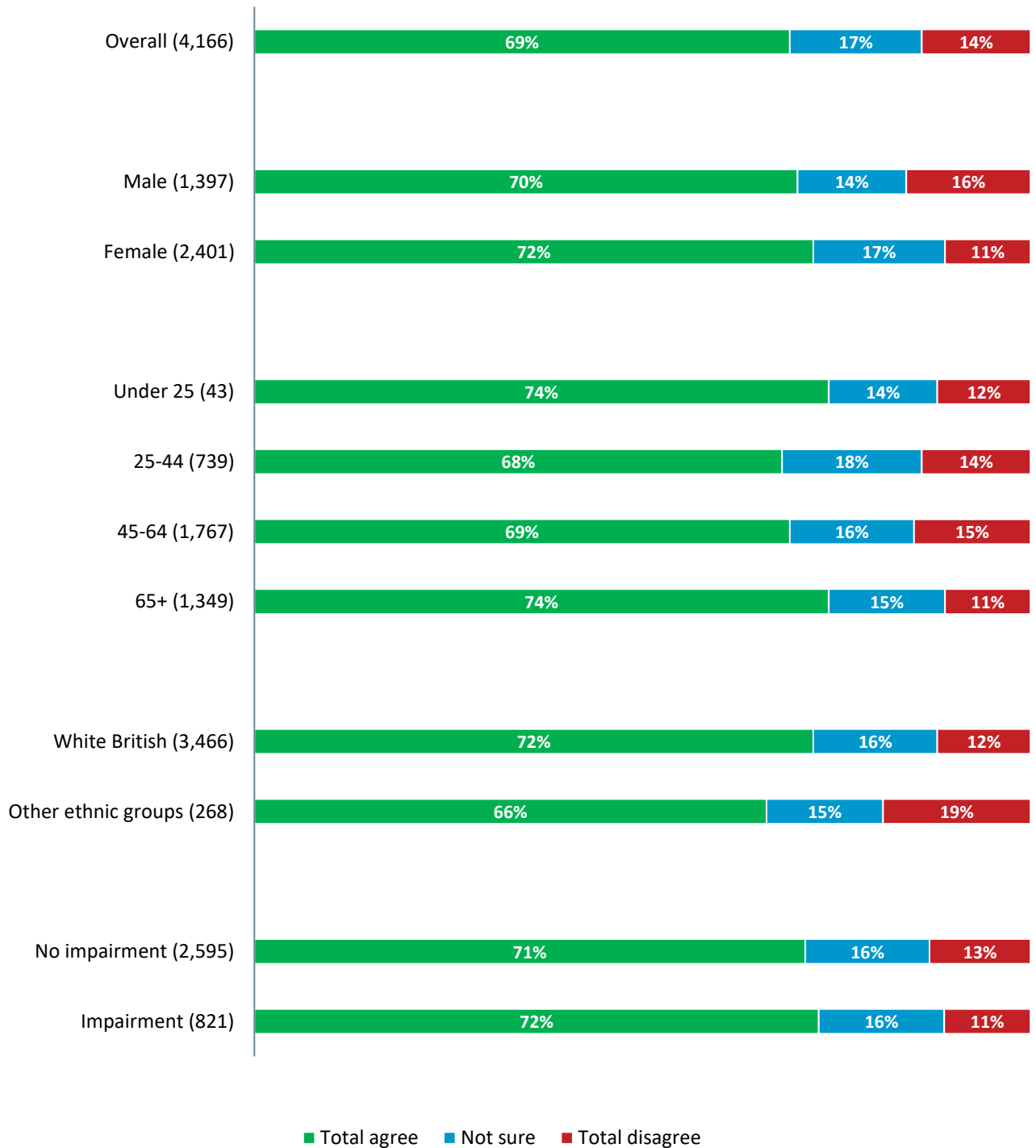
Bases: shown in chart



In each subgroup, agreement levels were higher than disagreement. Males were more likely than females to disagree. Again, those in the 65+ age group were most likely to agree, particularly when compared with those aged 25-44 and 45-64. By ethnic group, those from other ethnic groups were more likely to disagree than those who were White British and those who were White British were more likely to agree.

Figure 66 – To what extent do you agree or disagree that, after recycling everything we can, adopting Energy from Waste (EfW) for residual waste is the right solution? (Q28 by gender identity, age group, ethnic group, impairment)

Bases: shown in chart



Respondents were able to provide comments on the recovery priority or the approach to delivering the priority and 22% of all respondents chose to do so. These comments were themed and grouped for analysis. Comments could be assigned more than one theme if appropriate.

As shown below, the most common theme was not being able to understand the priority or the approach, that it contained too much jargon or not enough information. This was followed by comments relating to disagreement with incineration (this was the most common theme for Basildon residents) and concerns about the environmental impact, pollution and emissions. Other common themes included concerns about costs or additional charges and concerns about the location of facilities, traffic and the impact on communities.

Figure 67 – Is there anything else you’d like to tell us about the priority or approach to delivering this priority? (Q29)

Base: Those who gave a response (913)

Theme	Frequency
Don't know/don't understand/jargon/not enough information	182
No Basildon incinerator/disagree with incineration	127
Concern about environmental impact/pollution/emissions	121
Concern about cost/additional charges	104
Concern about location of facilities/traffic/impact on communities	103
Difficult to achieve/don't think it will be delivered effectively	86
Good priority/agree generally	72
Concern about health/safety risks	65
Needs appropriate investment/resources	42
Services need to be easy to use/convenient	36
Businesses need to do more/reduce packaging	34
Waste should be incinerated/used to create energy	34
Clarity about EfW needed/EfW is incineration	33
Education/support for residents needed	32
Focus on reduce/reuse	29
Energy/funds generated should benefit communities	28
Explore other options	28
Improve existing services/collections/bins	24
Complaint about survey/consultation	24
Collect/recycle more materials	19
Act now/no delays/should be done already	19
Disagree generally/concentrate on other priorities	19
EfW as a last resort/only for non-recyclable materials	17
Need easy access to recycling centres/no booking	16
Learn from other areas/countries	16
Openness/transparency needed	15
Don't pressure/penalise residents	12
Needs to be led by government/legislation	10
Don't charge for garden waste collection	9
Offer incentives/rewards	8
Don't send waste overseas	7
Concern about litter/fly tipping	7



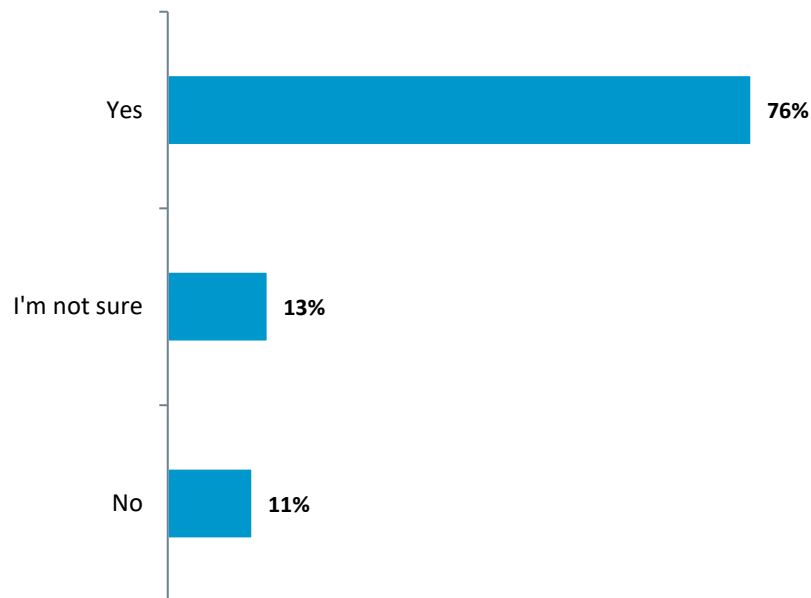
Theme	Frequency
Disagree with carbon capture	7
Services should be standardised/same in all areas	5
Enforcement/consequences needed	5
Landfill can be useful/is not the worst option	5
No additional comments	34
Other comment	24

Easy Read survey findings

In the Easy Read survey, respondents were asked if using the waste hierarchy system in Essex is important to them. Three quarters (76%) said *it was*, 13% were *not sure* and 11% said *it was not*.

Figure 68 – Is using the waste hierarchy system in Essex important to you? (Q5)

Base: Easy Read survey respondents (320)



When asked if there is anything else to say about using the waste hierarchy system, 28% of all Easy Read respondents chose to comment. The most common themes were that services need to be easy to use or convenient and that businesses and manufacturers need to do more. These were closely followed by suggestions that there is a need to reduce packaging or make it recyclable.

Figure 69 – Is there anything else you'd like to tell us about using the waste hierarchy? (Q5a)

Base: Those who gave a response (89)

Theme	Frequency
Services need to be easy to use/convenient	10
Businesses/manufacturers need to do more	10
Need to reduce/make packaging recyclable	9
Collect/accept/recycle more materials	7
Education/advice/promotion needed	7
Need to change mindsets/address throwaway culture	7
No Basildon incinerator/disagree with incineration	7



Theme	Frequency
Not achievable/won't work/unrealistic	7
Address litter/fly tipping	6
Out of resident control/difficult for residents to achieve	5
More information/detail required	5
Support for elderly/disabled people needed	4
Can't be done in isolation/needs government support	4
Some won't engage/don't care	4
Action needed/say how it will be achieved	4
Good idea/agree generally	3
Concern about cost/no additional costs	3
Need easy access to recycling centres/no booking	3
Needs enforcement/inspections/fines	3
Likely to increase fly tipping	3
Will reduce living standards	3
Complaint about survey	3
No enforcement/fines	2
Disagree generally	2
Greater focus on repair needed	2
Don't export waste	1
Make energy from waste	1
Reduce size of general waste bin	1
No additional comments	2
Other comment	2

Collaborate and innovate

Overview

- In the full survey, a much larger proportion agreed with the collaborate and innovate priority than disagreed.
- The majority of respondents agreed overall that the priority should be achieved through:
 - Working to reduce the carbon impact of waste operations by increasing use of alternative fuels for our vehicles and equipment, and making waste transport routes as efficient as possible
 - Working together to make the network of recycling centres, waste transfer stations and depots as efficient as possible
 - Exploring carbon capture, utilisation and storage, and carbon offsetting to mitigate unavoidable greenhouse gas emissions
 - Staying abreast of innovation, trends and examples of best practice to shape service design
 - Working together and maximise opportunities to increase recycling in public spaces and reduce litter
 - Being an active voice striving to shape government policy, legislation, and regulation through engagement, consultations, and lobbying



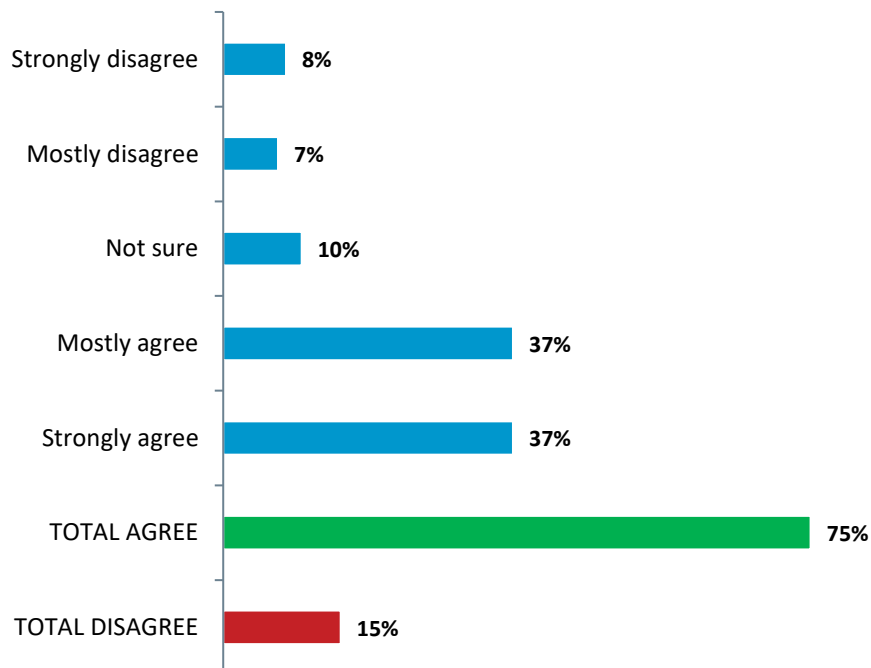
- Working together to develop opportunities for employment, environmental benefit, and reduced costs
- In the comments related to the collaborate and innovate priority, the most common themes were:
 - A need for easy access to recycling centres and no booking ahead
 - Concerns about cost or additional charges
- In the Easy Read survey, the vast majority said it was important to work together to make a better waste system.
- When asked if there is anything else to say about the partnership working together, the most common themes were that the Council or the EWP should listen to or work with residents and that services need to be easy to use or convenient.

Full survey findings

Three quarters of respondents (75%) agreed overall with the collaborate and innovate priority, which included 37% who said *strongly agree* and 37% who said *mostly agree*. One in ten were *not sure* (10%) and 15% said they disagreed overall (8% *strongly disagree*, 7% *mostly disagree*).

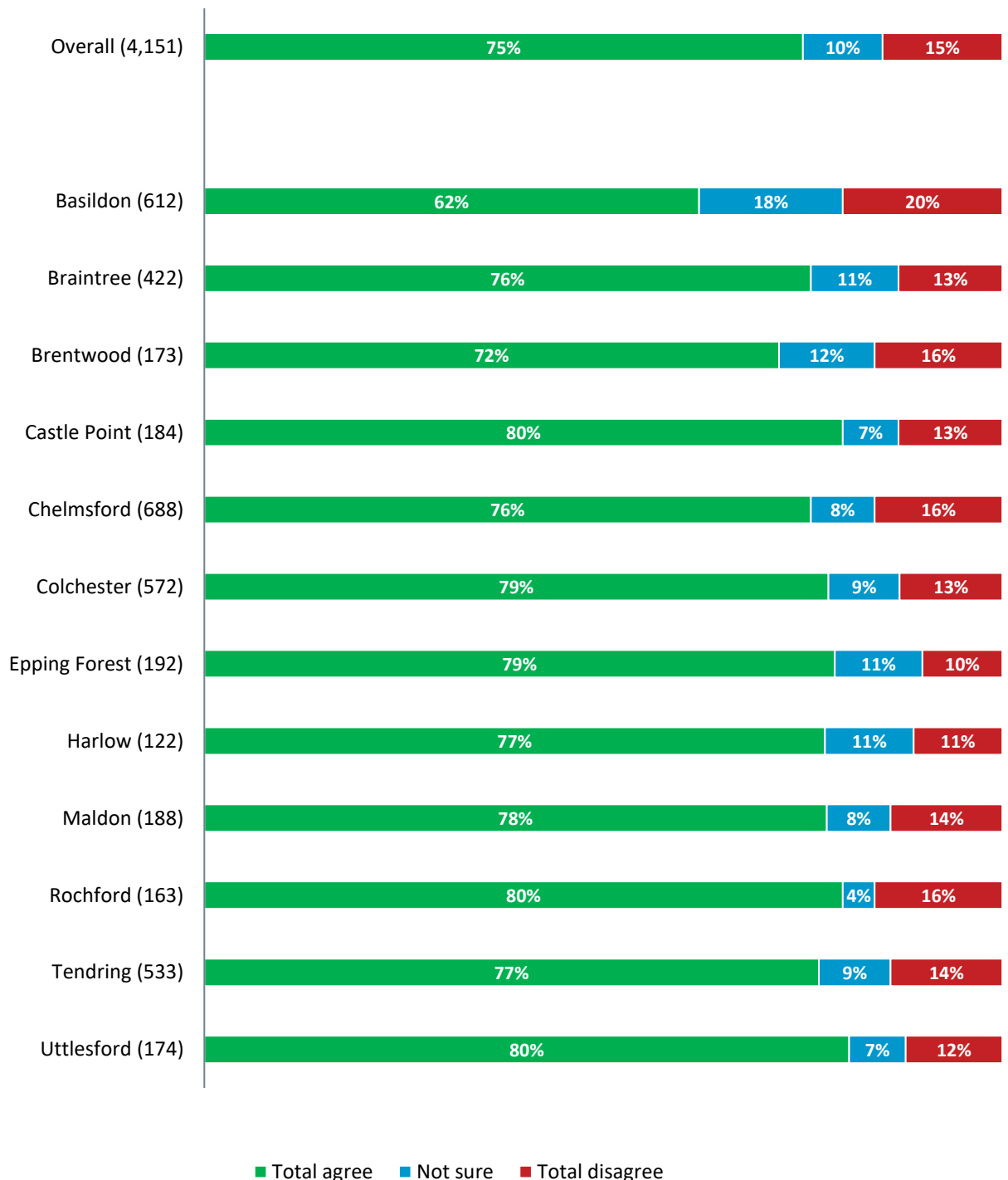
Figure 70 – To what extent do you agree or disagree with this priority? (Q30)

Base: Full survey respondents (4,151)



As shown below, overall agreement was higher in each city, district or borough than overall disagreement. Once more, Basildon residents were most likely to disagree with the priority and were least likely to agree.

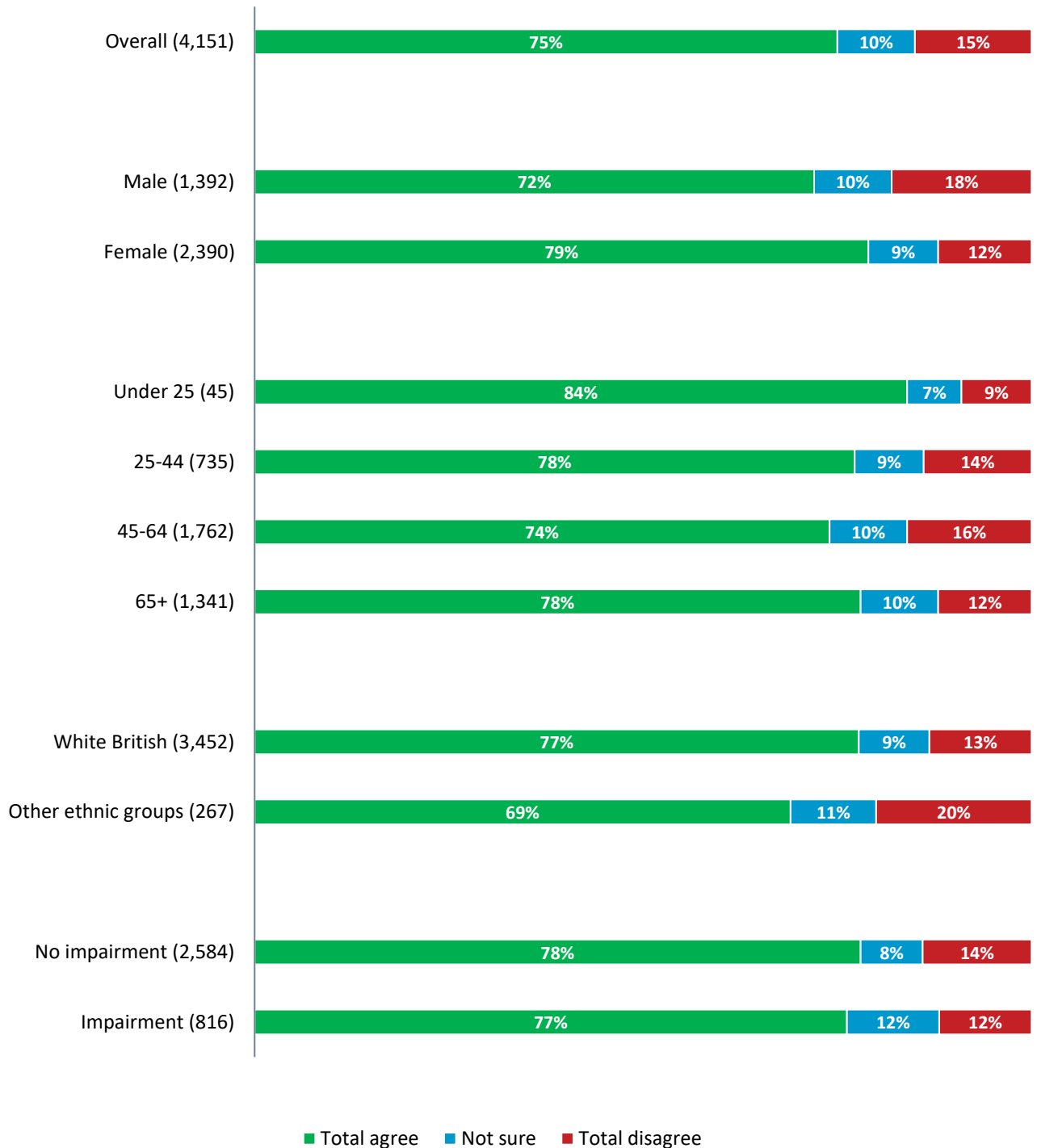
Figure 71 – To what extent do you agree or disagree with this priority? (Q30 by district, city or borough)
Bases: shown in chart



Again, majority proportions in each subgroup agreed, but as seen previously, males were more likely than females to disagree. Those in the 65+ age group were more likely to agree than those aged 45-64. By ethnic group, again, those from other ethnic groups were more likely to disagree than those who were White British and those who were White British were more likely to agree.

Figure 72 – To what extent do you agree or disagree with this priority? (Q30 by gender identity, age group, ethnic group, impairment)

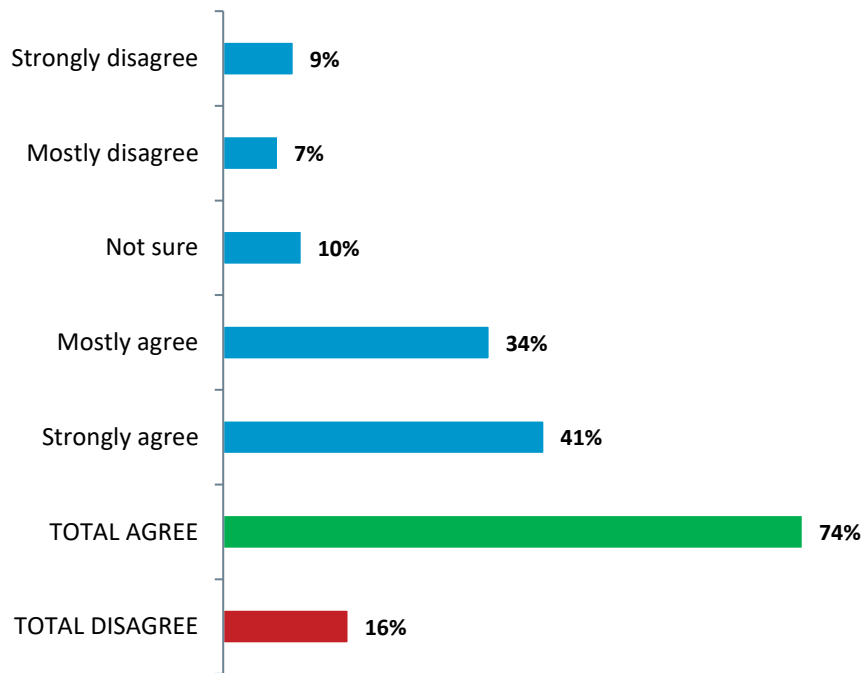
Bases: shown in chart



Respondents were then asked the extent to which they agreed or disagreed that collaboration and innovation should be achieved through working to reduce the carbon impact of waste operations by increasing use of alternative fuels for vehicles and equipment and making waste transport routes as efficient as possible. Three quarters (74%) agreed overall, which comprised 41% who said *strongly agree* and 34% *mostly agree*. One in ten (10%) were *not sure* and 16% disagreed overall (9% *strongly*, 7% *mostly*).

Figure 73 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... work to reduce the carbon impact of waste operations by increasing use of alternative fuels for our vehicles and equipment, and making waste transport routes as efficient as possible? (Q31a)

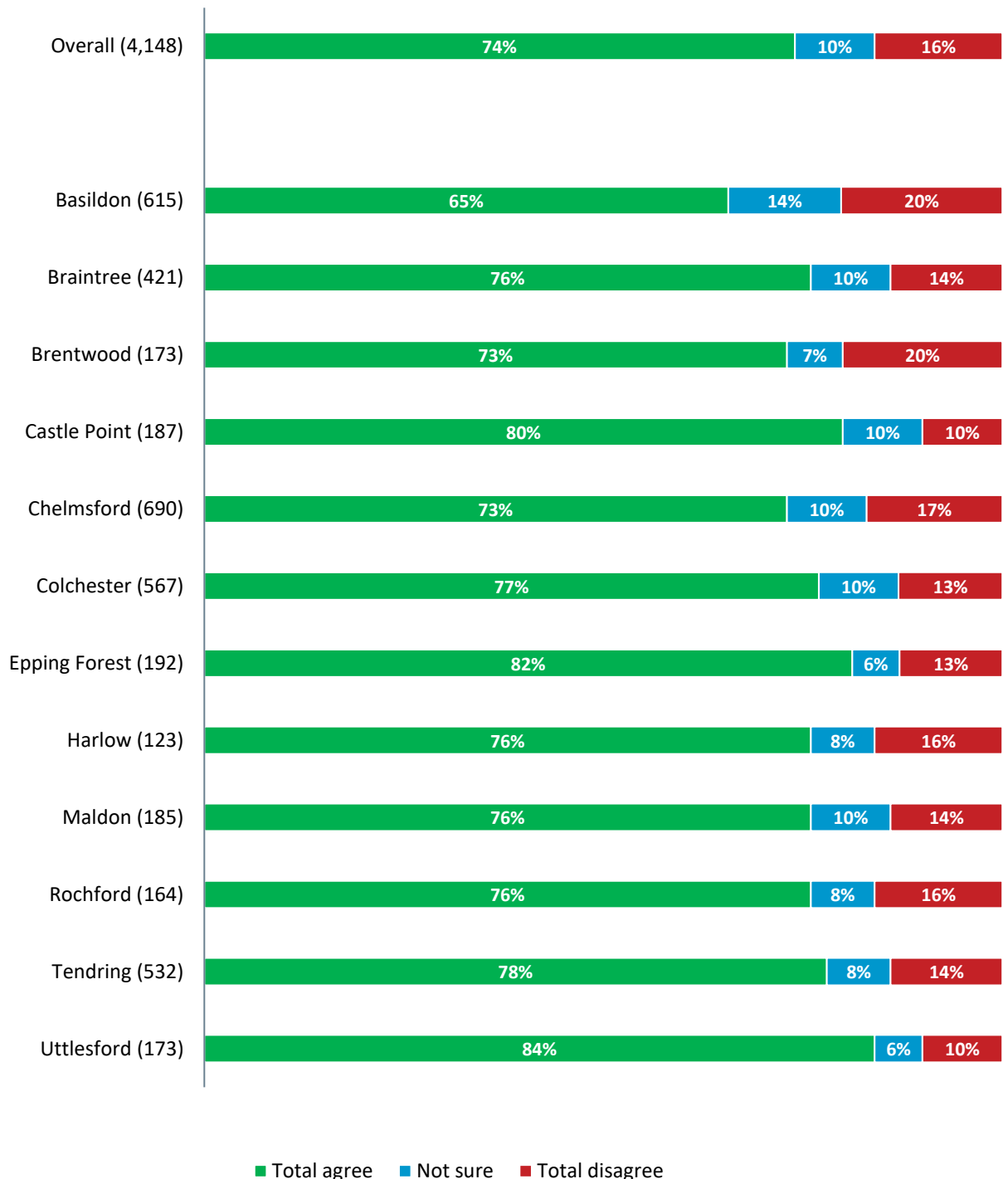
Base: Full survey respondents (4,148)



As can be seen below, larger proportions agreed with the statement than disagreed. Disagreement was highest in Basildon and Brentwood, particularly when compared with Castle Point and Uttlesford. Those in Epping Forest and Uttlesford were most likely to agree, particularly when compared with Basildon, Brentwood and Chelmsford.

Figure 74 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... work to reduce the carbon impact of waste operations by increasing use of alternative fuels for our vehicles and equipment, and making waste transport routes as efficient as possible? (Q31a by district, city or borough)

Bases: shown in chart

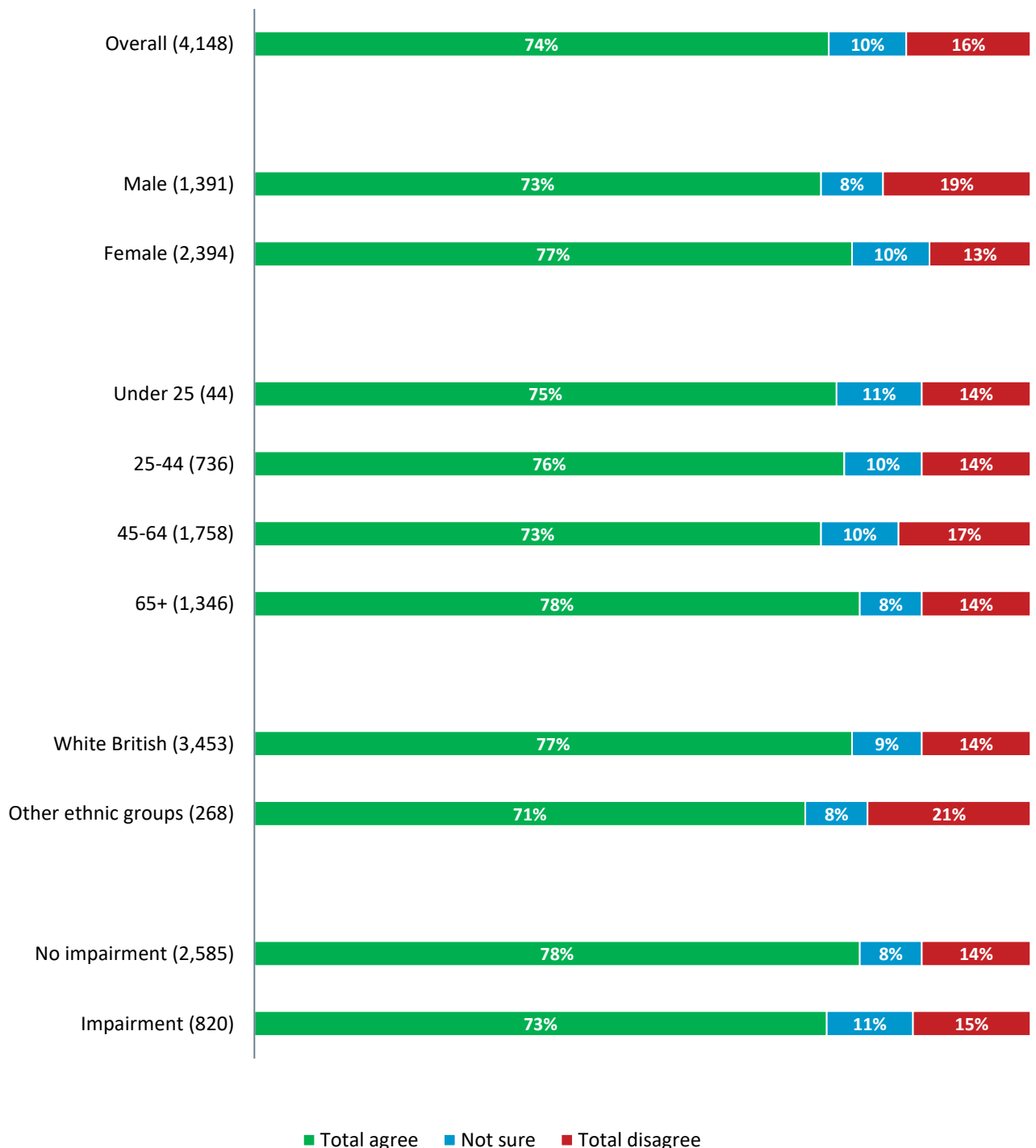


Analysis by demographics highlights that the following groups were more likely to agree:

- Females when compared with males
- Those aged 65+ when compared with 45-64 year olds
- Those who were White British when compared with those from other ethnic groups

Figure 75 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... work to reduce the carbon impact of waste operations by increasing use of alternative fuels for our vehicles and equipment, and making waste transport routes as efficient as possible? (Q31a by gender identity, age group, ethnic group, impairment)

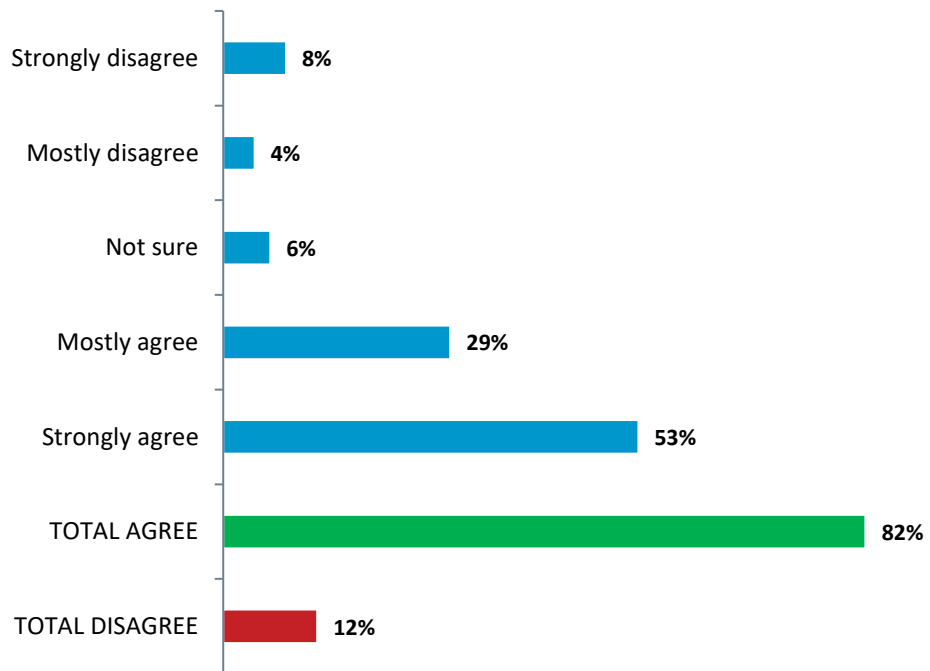
Bases: shown in chart



Eight in ten (82%) overall agreed that collaboration and innovation should be achieved through working together to make the network of recycling centres, waste transfer stations and depots as efficient as possible. This included 53% who said *strongly agree* and 29% *mostly agree*. Overall, 12% disagreed (8% *strongly*, 4% *mostly*) and 6% were *not sure*.

Figure 76 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... work together to make the network of recycling centres, waste transfer stations and depots as efficient as possible? (Q31b)

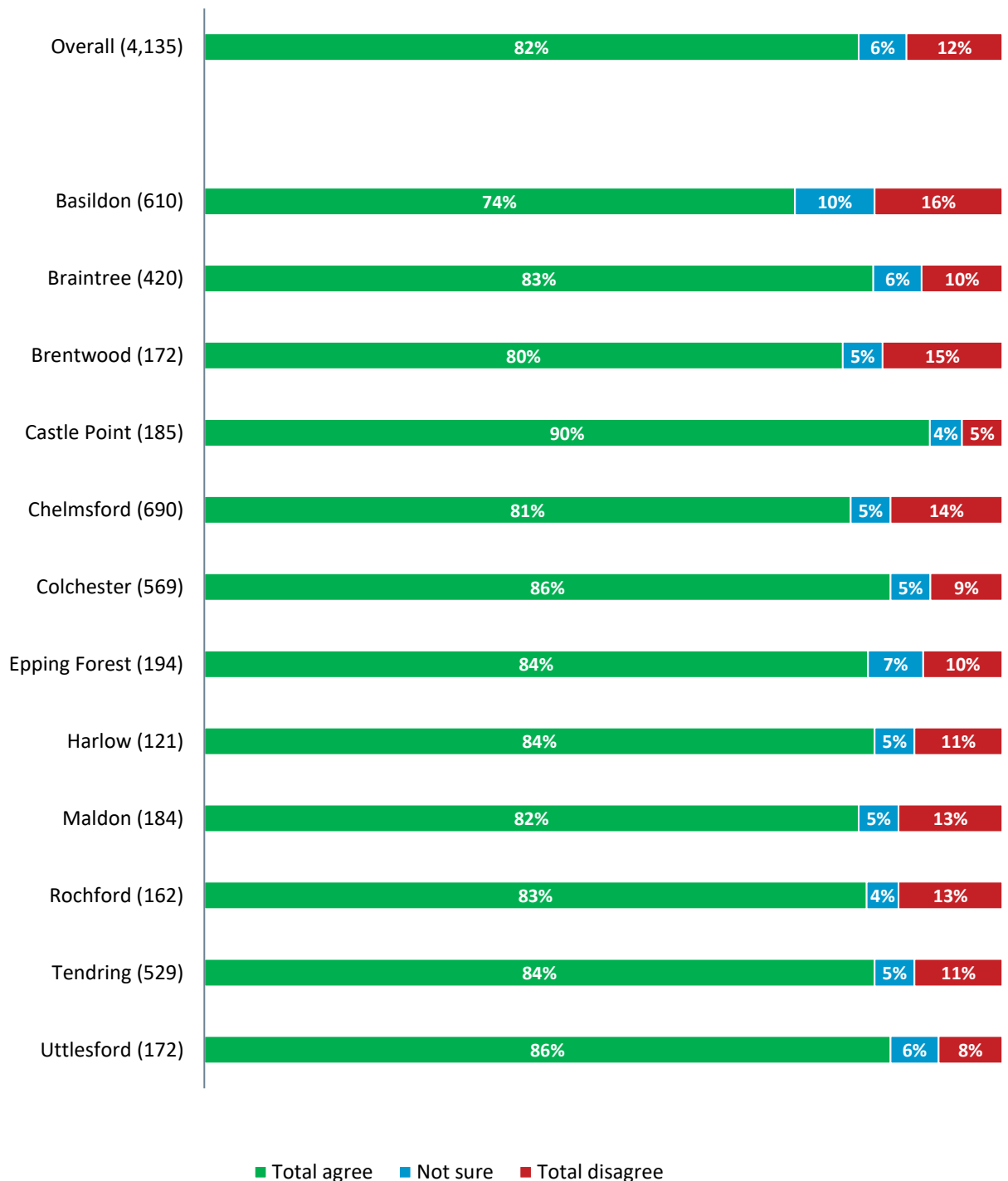
Base: Full survey respondents (4,135)



Three quarters or more agreed with the statement in each district, city or borough. Those in Castle Point were most likely to agree, particularly when compared with Basildon, Braintree, Brentwood and Chelmsford. Those living in Basildon and Brentwood were most likely to disagree, particularly when compared with those living in Castle Point.

Figure 77 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... work together to make the network of recycling centres, waste transfer stations and depots as efficient as possible? (Q31b by district, city or borough)

Bases: shown in chart

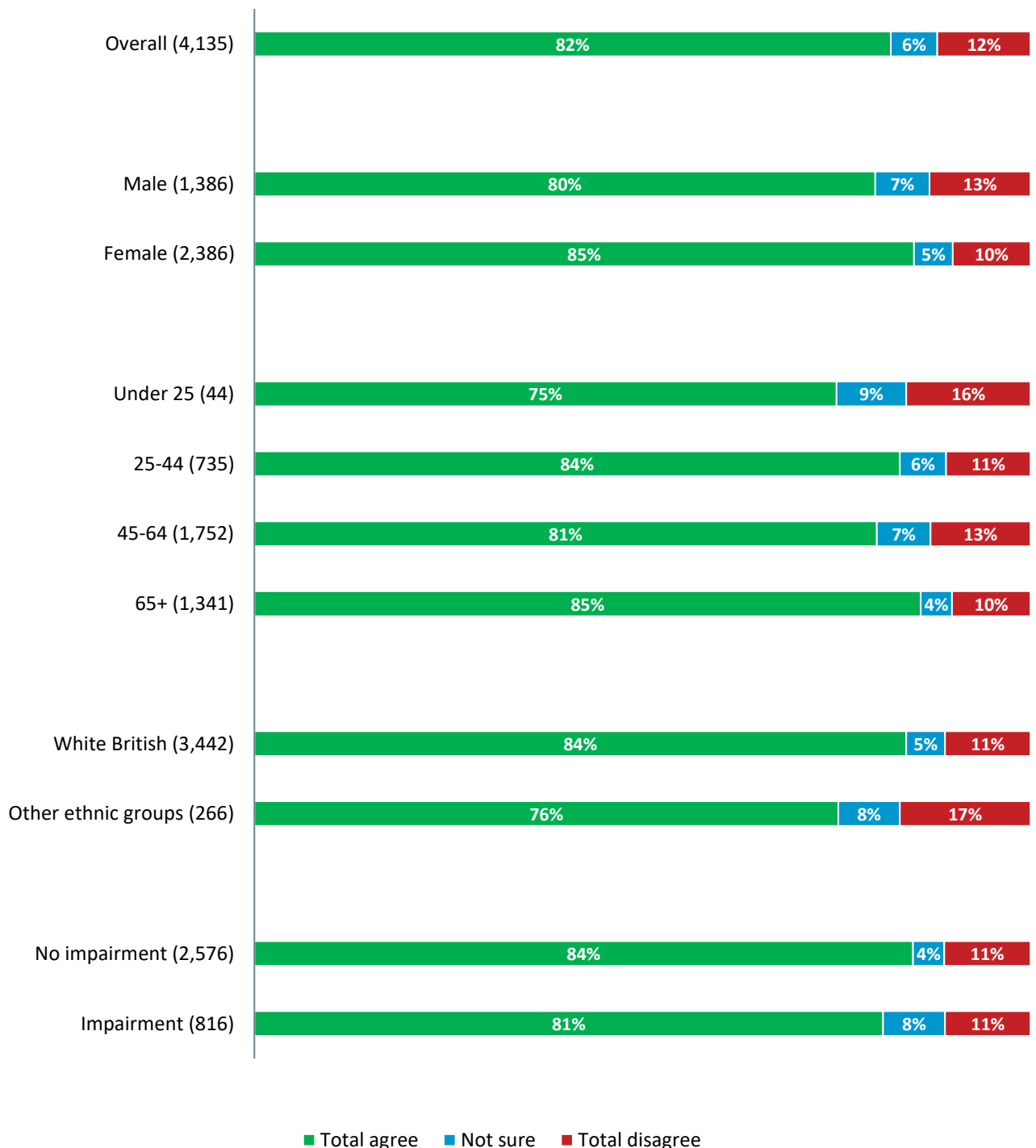


Analysis by demographics highlights that majority proportions agreed in each subgroup, but the following groups were more likely to agree:

- Females when compared with males
- Those aged 65+ when compared with 45-64 year olds
- Those who were White British when compared with those from other ethnic groups

Figure 78 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... work together to make the network of recycling centres, waste transfer stations and depots as efficient as possible? (Q31b by gender identity, age group, ethnic group, impairment)

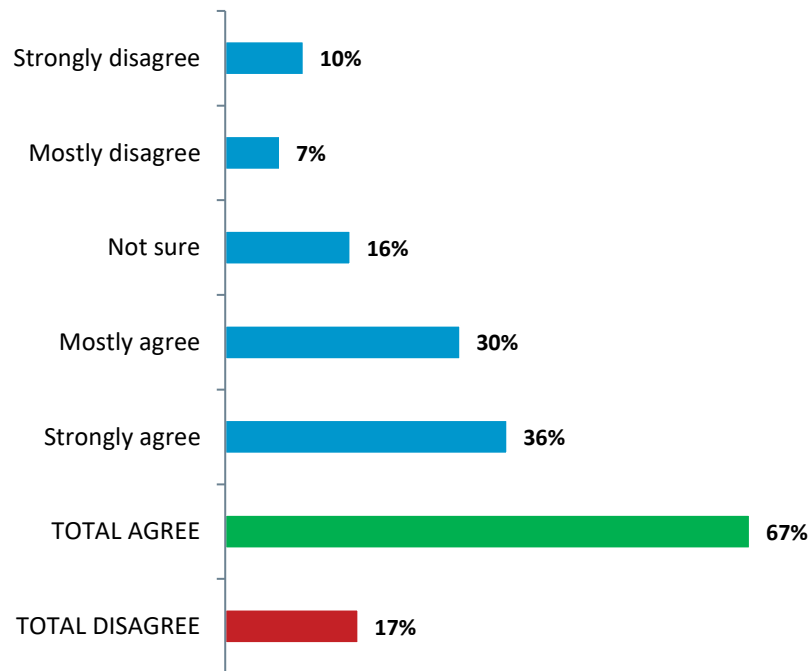
Bases: shown in chart



Two thirds (67%) overall agreed that collaboration and innovation should be achieved through exploring carbon capture, utilisation and storage, and carbon offsetting to mitigate unavoidable greenhouse gas emissions, which included 36% who said *strongly agree* and 30% *mostly agree*. A further 16% were *not sure* and 17% disagreed (10% *strongly*, 7% *mostly*).

Figure 79 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... explore carbon capture, utilisation and storage, and carbon offsetting to mitigate unavoidable greenhouse gas emissions? (Q31c)

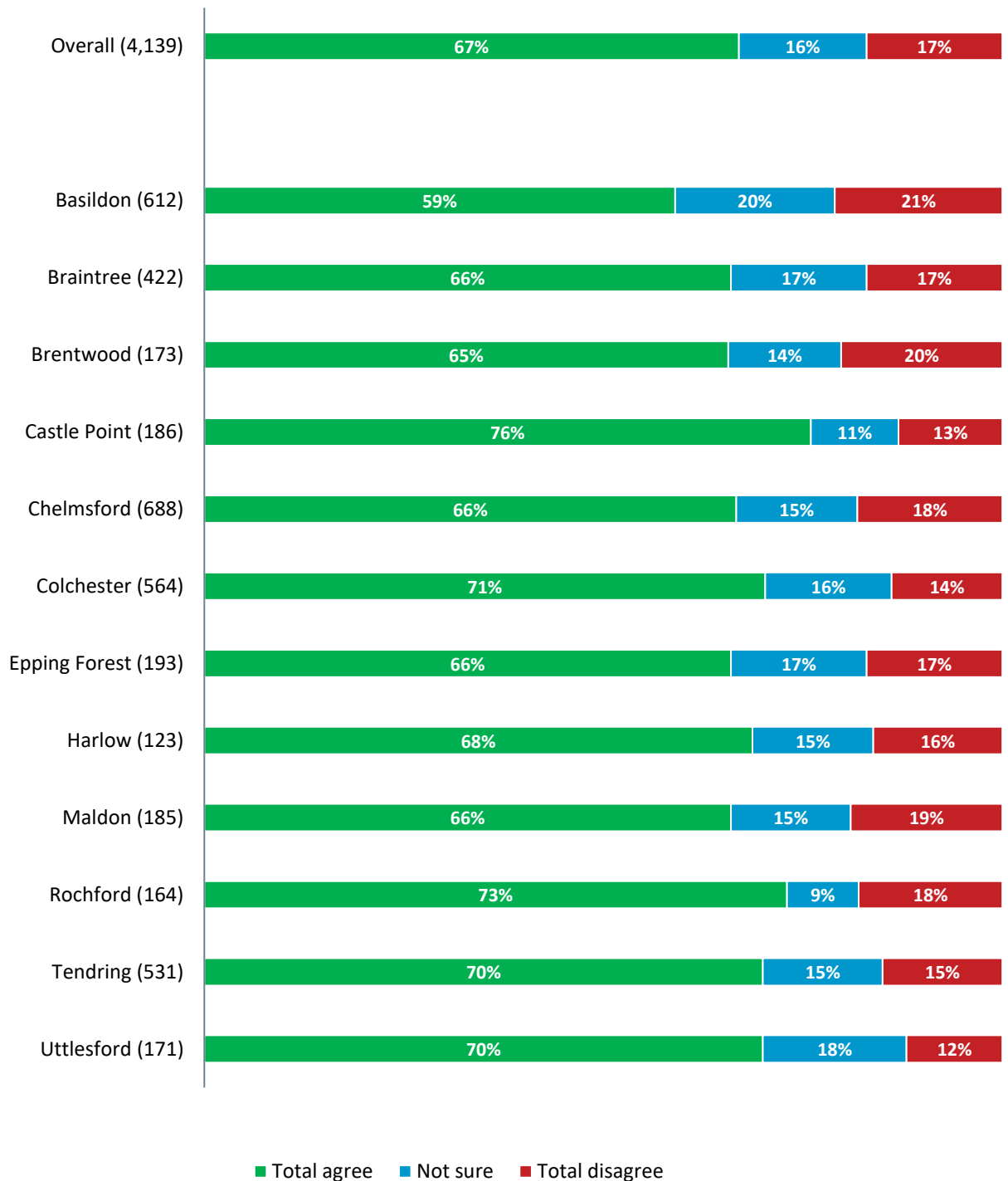
Base: Full survey respondents (4,139)



Overall agreement was higher than overall disagreement in each district, city or borough. Once more, Basildon and Brentwood residents were most likely to disagree, particularly when compared with Uttlesford. Those in Castle Point were most likely to agree, particularly when compared with Basildon, Braintree, Brentwood, Chelmsford and Maldon. Those in Basildon were also most likely to say they were not sure, particularly when compared with Castle Point, Chelmsford, Colchester, Rochford and Tendring.

Figure 80 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... explore carbon capture, utilisation and storage, and carbon offsetting to mitigate unavoidable greenhouse gas emissions? (Q31c by district, city or borough)

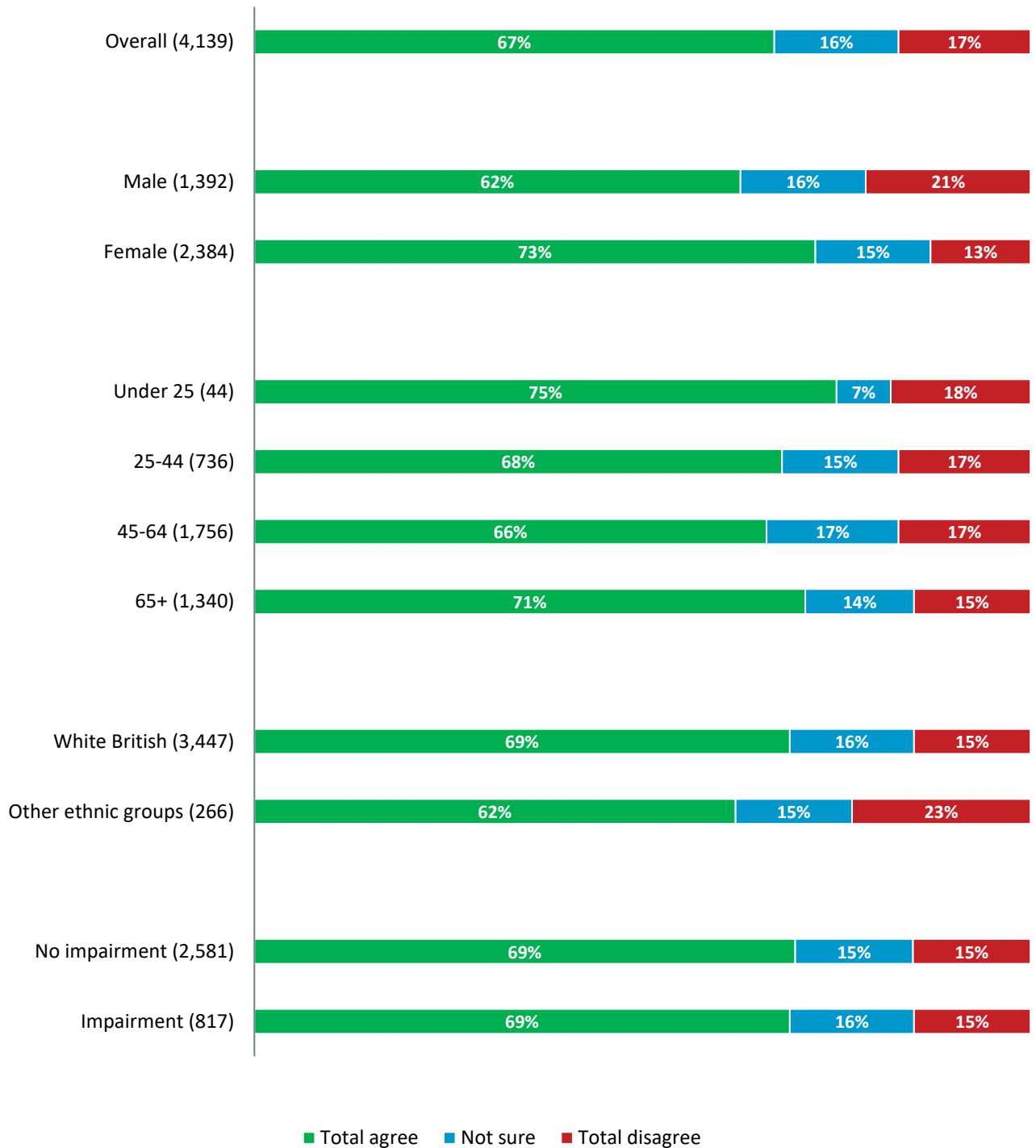
Bases: shown in chart



Analysis by demographics highlights that males were likely to disagree than females and females were more likely to agree. By age, once again, those aged 65+ were more likely to agree than those aged 45-64, whilst again those from other ethnic groups were more likely to disagree than those who were White British.

Figure 81 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... explore carbon capture, utilisation and storage, and carbon offsetting to mitigate unavoidable greenhouse gas emissions? (Q31c by gender identity, age group, ethnic group, impairment)

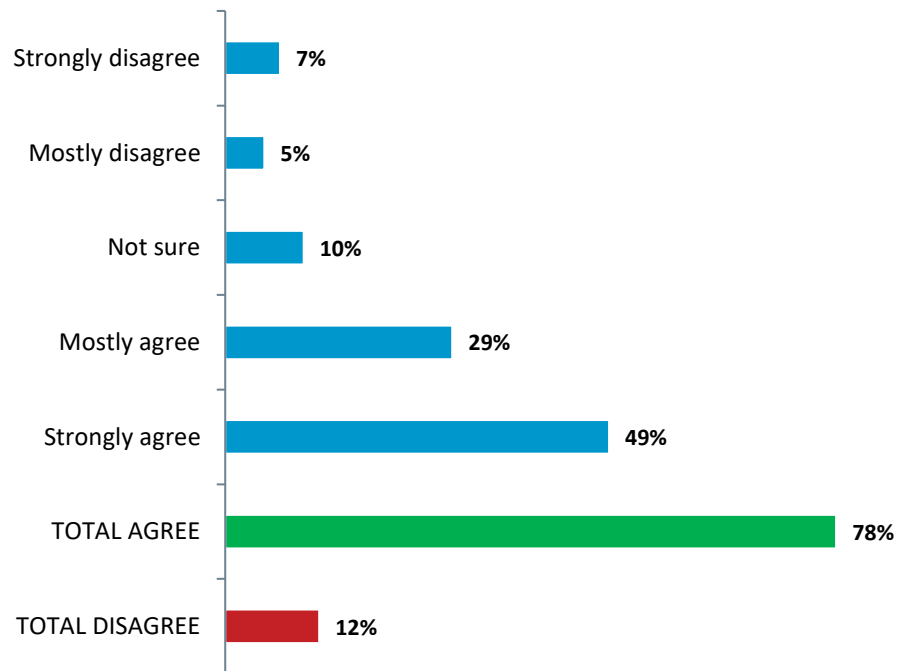
Bases: shown in chart



Around eight in ten (78%) overall agreed that collaboration and innovation should be achieved through staying abreast of innovation, trends and examples of best practice to shape service design, which included 49% who said *strongly agree* and 29% *mostly agree*. One in ten (10%) were *not sure* and 12% disagreed overall (7% *strongly*, 5% *mostly*).

Figure 82 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... stay abreast of innovation, trends and examples of best practice to shape service design? (Q31d)

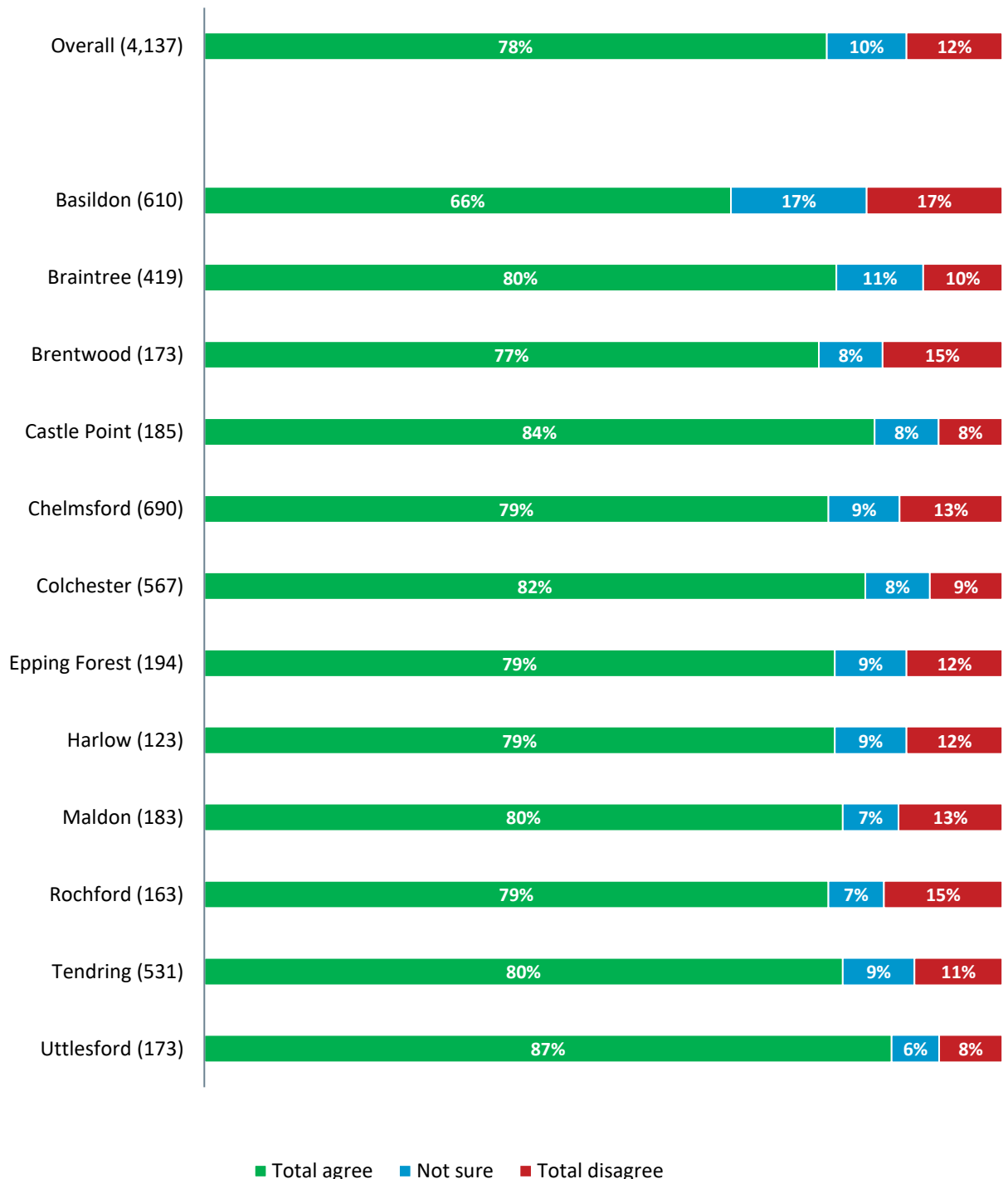
Base: Full survey respondents (4,137)



As shown below, at least two thirds in each district, city or borough agreed. Those in Uttlesford were most likely to agree, particularly when compared with Basildon, Brentwood and Chelmsford. Basildon and Brentwood residents were once again most likely to disagree, particularly when compared with Castle Point, Colchester and Uttlesford. Those in Basildon were also most likely to say they were not sure.

Figure 83 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... stay abreast of innovation, trends and examples of best practice to shape service design? (Q31d by district, city or borough)

Bases: shown in chart

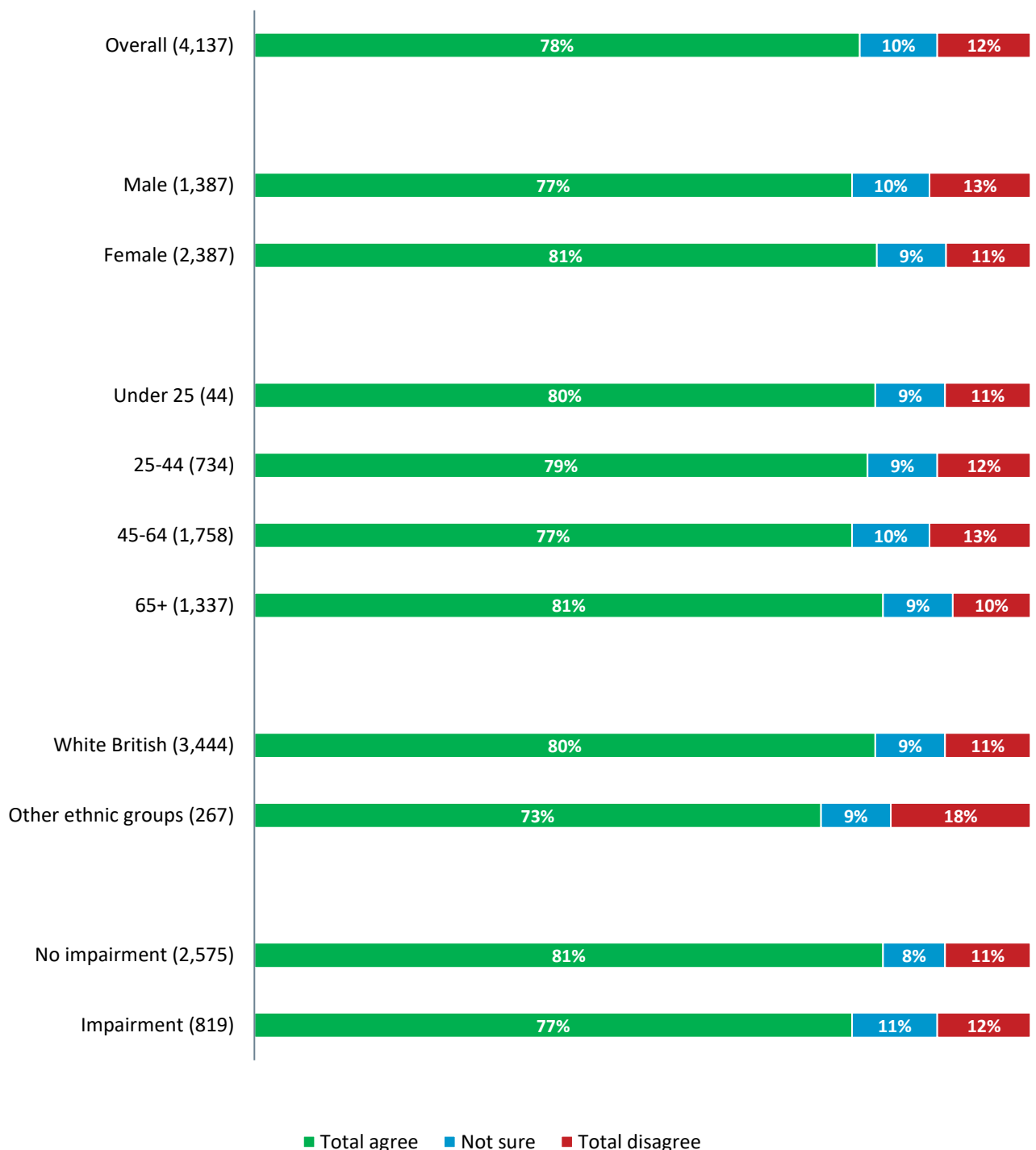


Analysis by demographics highlights that the following groups were more likely to agree:

- Females when compared with males
- Those aged 65+ when compared with 45-64 year olds
- Those who were White British when compared with those from other ethnic groups
- Those who did not have an impairment when compared with those who did

Figure 84 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... stay abreast of innovation, trends and examples of best practice to shape service design? (Q31d by gender identity, age group, ethnic group, impairment)

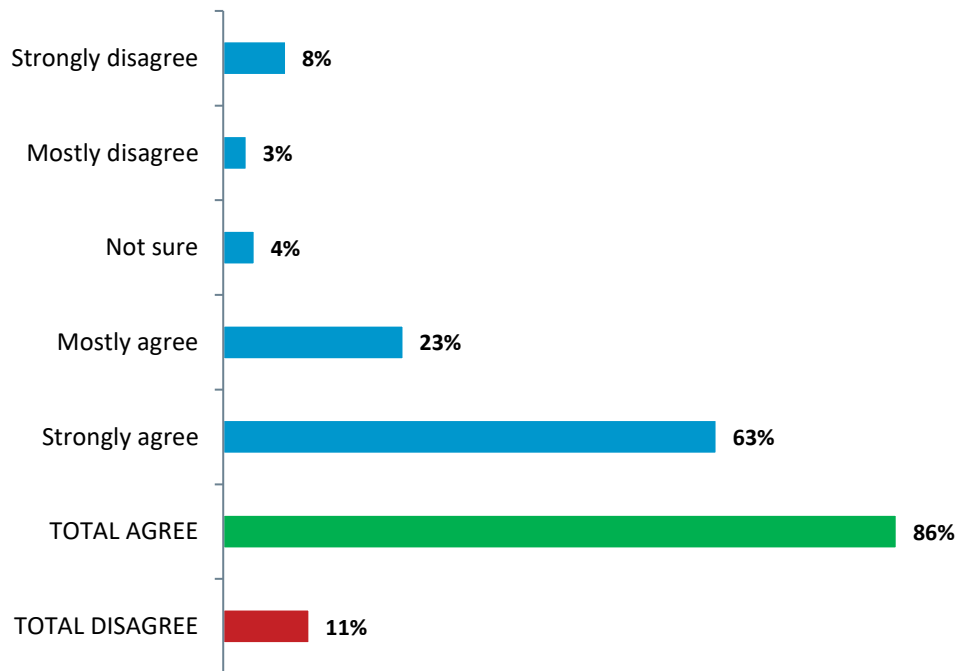
Bases: shown in chart



The vast majority (86%) overall agreed that collaboration and innovation should be achieved through working together and maximise opportunities to increase recycling in public spaces and reduce litter, comprising 63% who said *strongly agree* and 23% *mostly agree*. One in ten (11%) disagreed overall (8% *strongly*, 3% *mostly*) and 4% were *not sure*.

Figure 85 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... work together and maximise opportunities to increase recycling in public spaces and reduce litter? (Q31e)

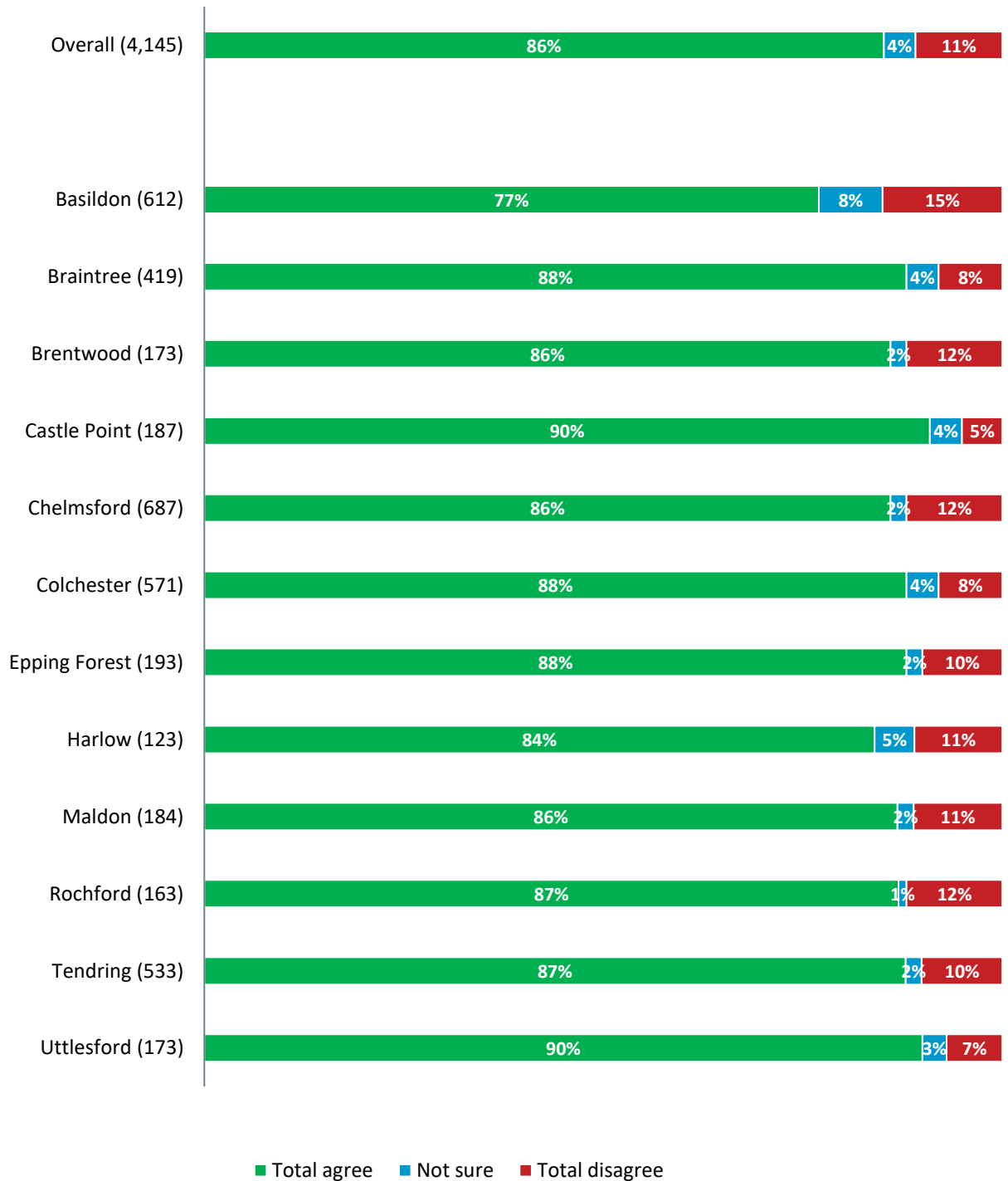
Base: Full survey respondents (4,145)



The vast majority agreed with the statement in each district, city or borough. Basildon residents were most likely to disagree, particularly when compared with Castle Point.

Figure 86 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... work together and maximise opportunities to increase recycling in public spaces and reduce litter? (Q31e by district, city or borough)

Bases: shown in chart



Although majority proportions agreed in each subgroup, analysis by demographics highlights that the following groups were more likely to agree:

- Females when compared with males
- Those who were White British when compared with those from other ethnic groups
- Those who did not have an impairment when compared with those who did

Figure 87 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... work together and maximise opportunities to increase recycling in public spaces and reduce litter? (Q31e by gender identity, age group, ethnic group, impairment)

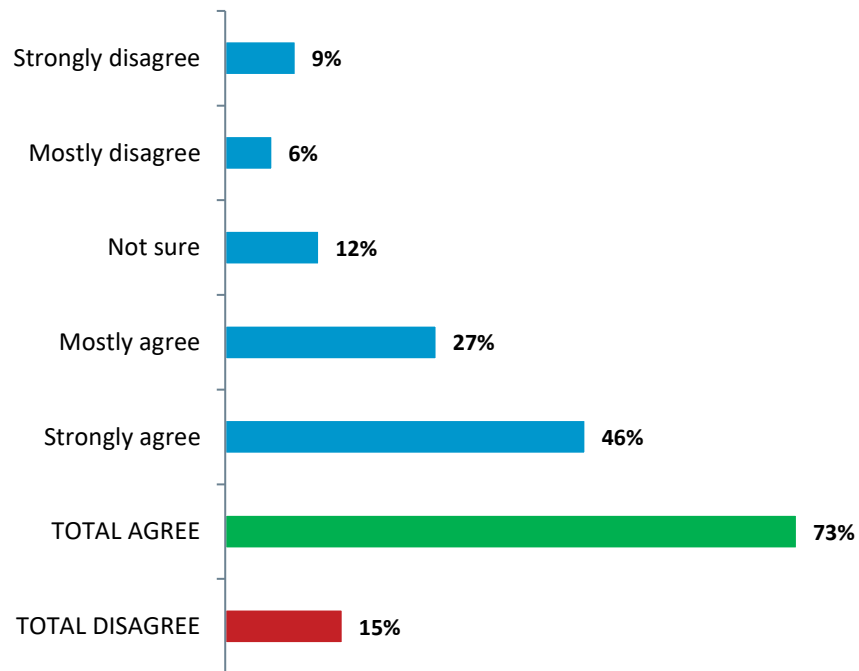
Bases: shown in chart



Three quarters (73%) overall agreed that collaboration and innovation should be achieved through being an active voice striving to shape government policy, legislation, and regulation through engagement, consultations, and lobbying. This included 46% who said *strongly agree* and 27% *mostly agree*. A further 12% said *not sure* and 15% disagreed overall (9% *strongly*, 6% *mostly*).

Figure 88 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... be an active voice striving to shape government policy, legislation, and regulation through engagement, consultations, and lobbying? (Q31f)

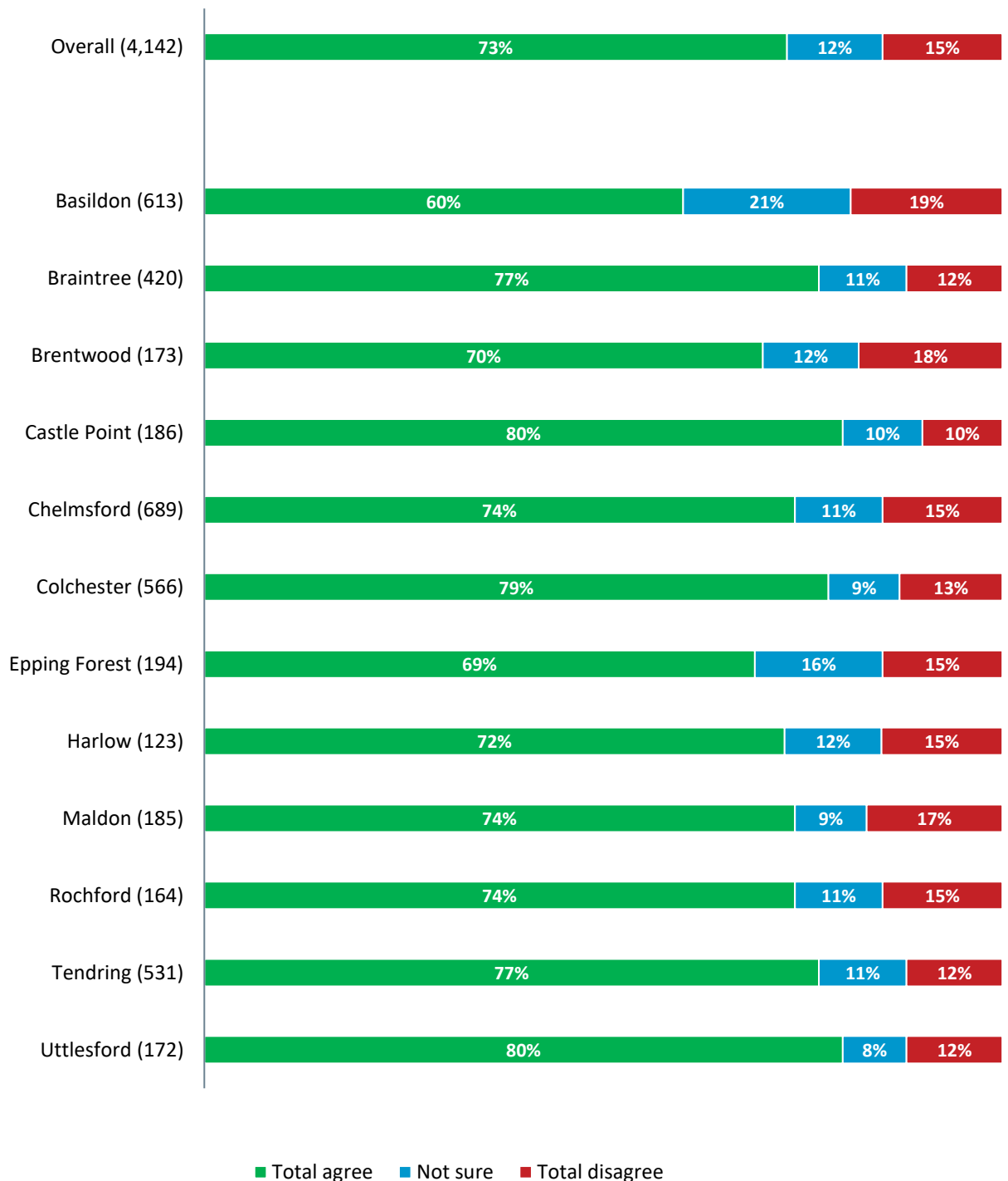
Base: Full survey respondents (4,142)



As shown below, the majority of respondents agreed with the statement. Basildon and Brentwood residents were most likely to disagree, particularly when compared with Castle Point and Tendring. Those in Castle Point and Uttlesford were most likely to agree, particularly when compared with Basildon, Brentwood and Epping Forest.

Figure 89 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... be an active voice striving to shape government policy, legislation, and regulation through engagement, consultations, and lobbying? (Q31f by district, city or borough)

Bases: shown in chart

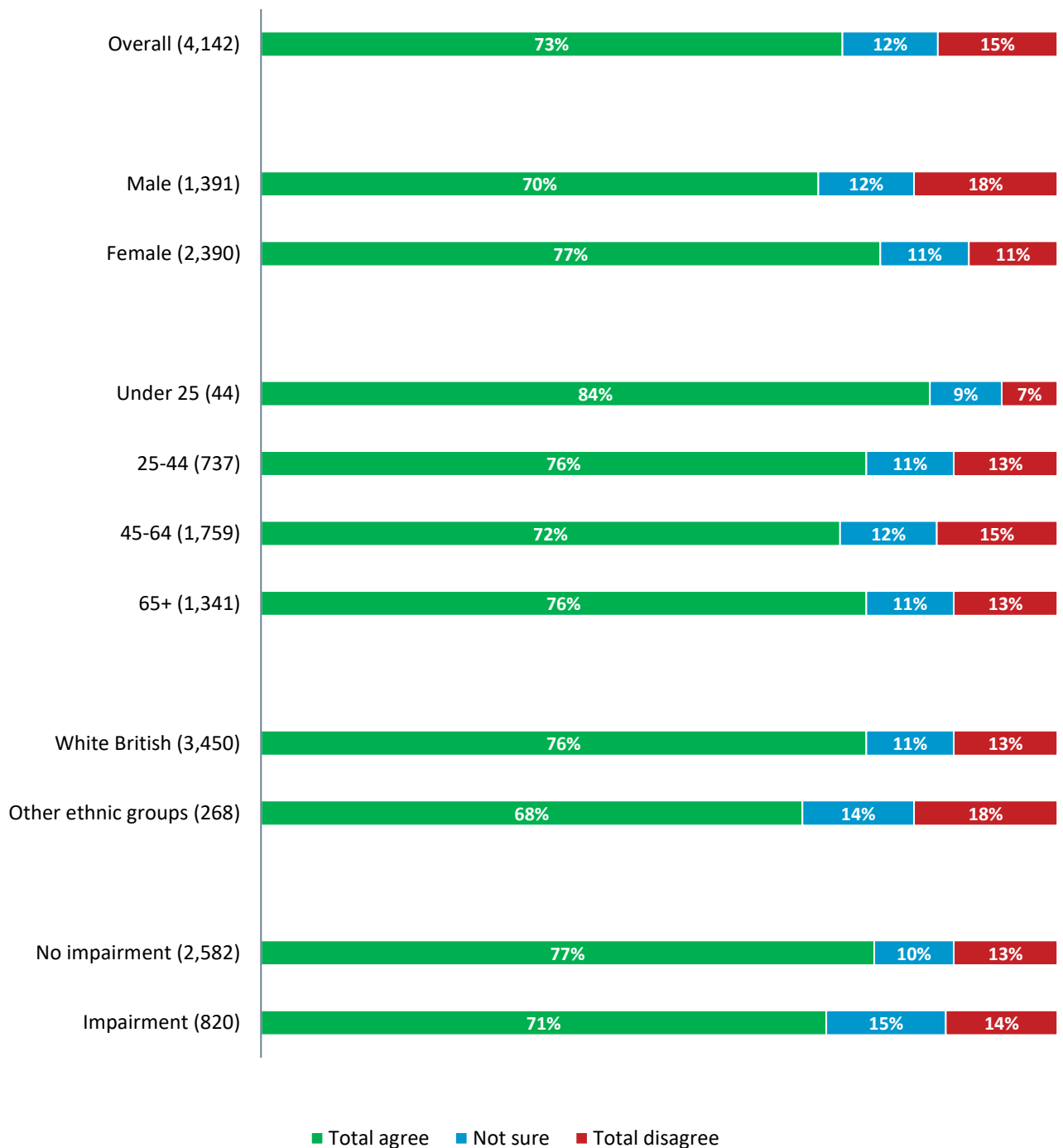


As can be seen below, analysis by demographics highlights that the majority in each subgroup agreed. The following groups were more likely to agree however:

- Females when compared with males
- Those aged 25-44 and 65+ when compared with those aged 45-64
- Those who were White British when compared with those from other ethnic groups
- Those who did not have an impairment when compared with those who did

Figure 90 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... be an active voice striving to shape government policy, legislation, and regulation through engagement, consultations, and lobbying? (Q31f by gender identity, age group, ethnic group, impairment)

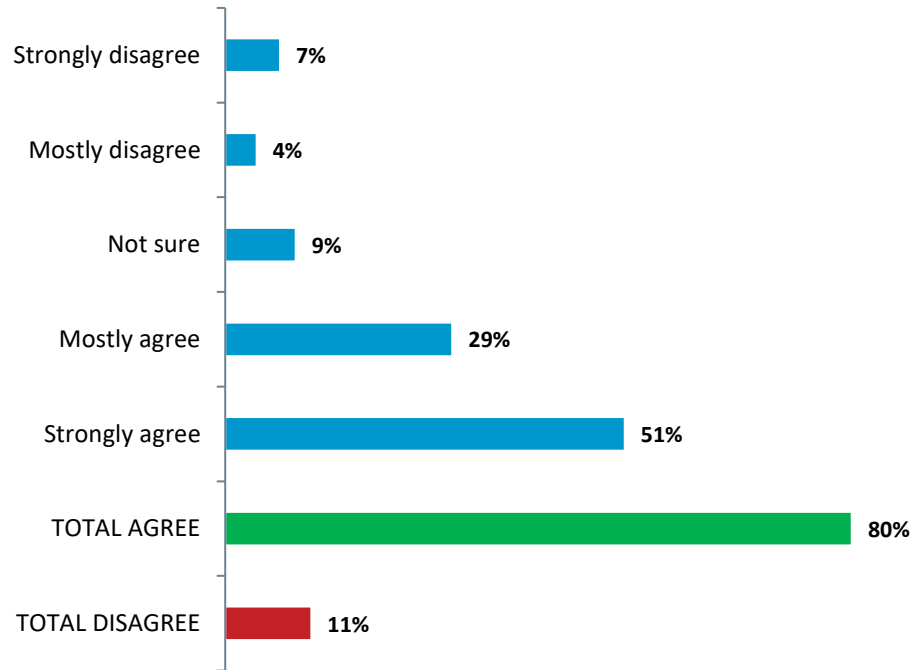
Bases: shown in chart



Eight in ten (80%) overall agreed that collaboration and innovation should be achieved through working together to develop opportunities for employment, environmental benefit, and reduced costs, which comprised 51% who said *strongly agree* and 29% *mostly agree*. A further one in ten (9%) said *not sure* and 11% disagreed overall (7% *strongly*, 4% *mostly*).

Figure 91 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... work together to develop opportunities for employment, environmental benefit, and reduced costs? (Q31g)

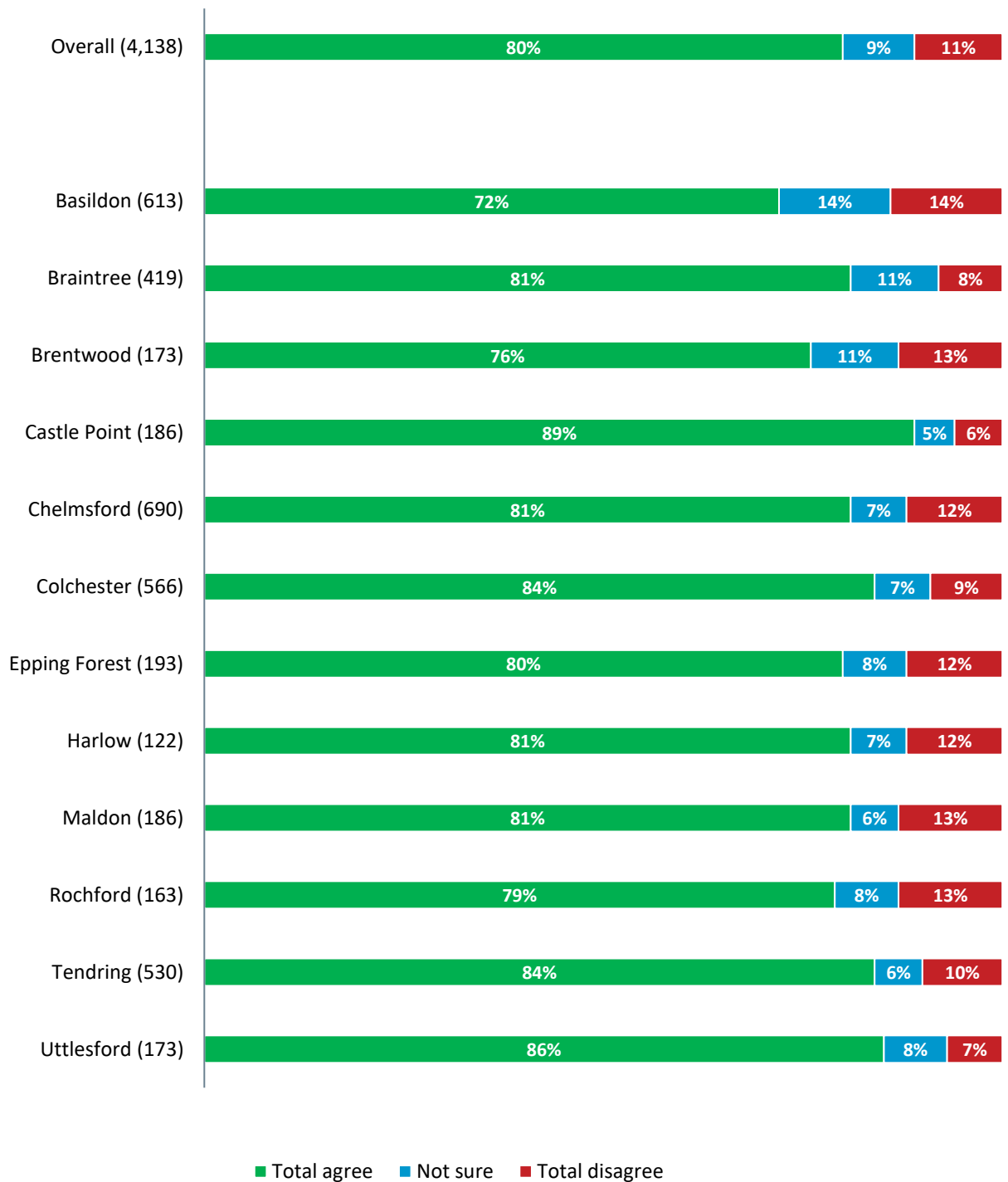
Base: Full survey respondents (4,138)



As shown below, agreement was higher in each district, city or borough than disagreement. As seen previously, Basildon residents were most likely to disagree, particularly when compared with Castle Point. Those from Castle Point were most likely to agree, particularly when compared with Basildon, Braintree, Brentwood, Chelmsford, Epping Forest, Maldon and Rochford.

Figure 92 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... work together to develop opportunities for employment, environmental benefit, and reduced costs? (Q31g by district, city or borough)

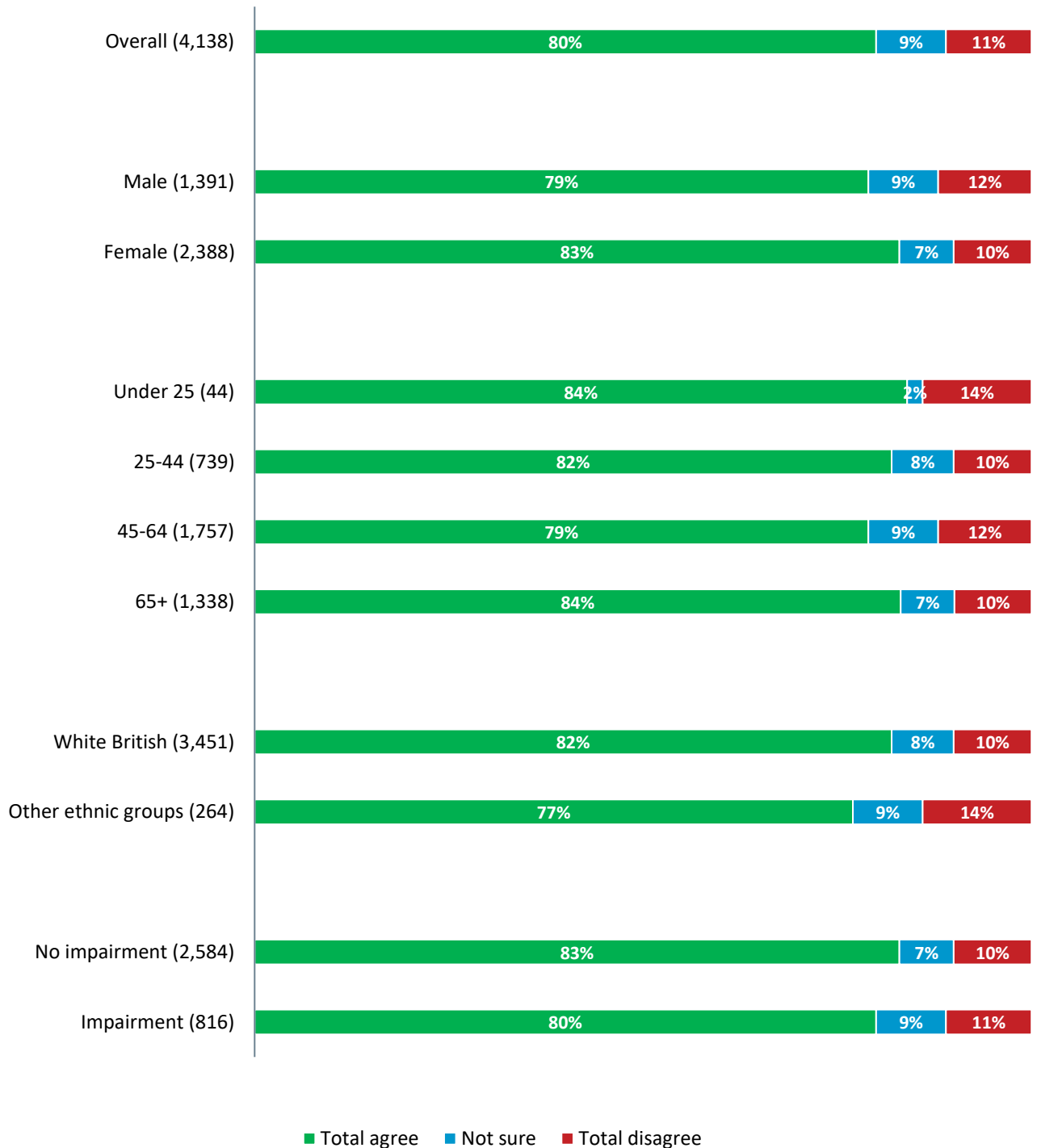
Bases: shown in chart



In each subgroup, agreement was higher than disagreement. Females were more likely than males to agree and males were more likely to disagree. Again, those aged 65+ were more likely to agree than those aged 45-64.

Figure 93 – To what extent do you agree or disagree that collaboration and innovation should be achieved through... work together to develop opportunities for employment, environmental benefit, and reduced costs? (Q31g by gender identity, age group, ethnic group, impairment)

Bases: shown in chart



Respondents were able to provide comments on the collaborate and innovate priority or the approach to delivering the priority and 26% of all respondents provided a comment. These were themed and grouped for analysis. Comments could be assigned more than one theme if appropriate.

As shown below, the most common theme was a need for easy access to recycling centres with no booking, closely followed by concerns about costs and additional charges. This latter theme was also most prevalent amongst those who disagreed with the priority. By location, those in Uttlesford were most likely to mention the need for easy access to recycling centres and no booking system.

Figure 94 – Is there anything else that you'd like to tell us about the priority or approach to delivering this priority? (Q32)

Base: Those who gave a response (1,119)

Theme	Frequency
Need easy access to recycling centres/no booking	135
Concern about cost/additional charges	131
Concern about litter/fly tipping	102
Disagree with carbon offsetting	74
Too ambitious/unrealistic/difficult to achieve	72
Services need to be easy to use/convenient	72
Disagree generally/concentrate on other priorities	72
Good priority/agree generally	70
Disagree with electric vehicles/alternatives needed	66
No Basildon incinerator/disagree with incineration	66
Needs appropriate investment/resources	63
Vague/not enough detail/need more information	58
Action needed/words not enough	56
Disagree with carbon capture	53
Improve current services/collections	53
Learn from/collaborate with others	51
More street cleaning/public bins	49
Education/support for residents needed	47
Services should be standardised/same in all areas	47
Complaint about survey/consultation	40
Communicate with/listen to residents	36
Practical/flexible approach needed	35
Don't reduce services/frequent collections needed	32
Businesses need to do more/reduce packaging	31
Enforcement/consequences needed	29
Needs to be led by government/legislation	25
Council needs to lead/demonstrate commitment	23
Too much jargon/waffle	22
Openness/transparency needed	22
Not ambitious enough/act sooner	22
Collect/recycle more materials	21
Campaigns/promotion/advertising needed	19
Should be done already	19
Too much focus on cost cutting/efficiencies	19



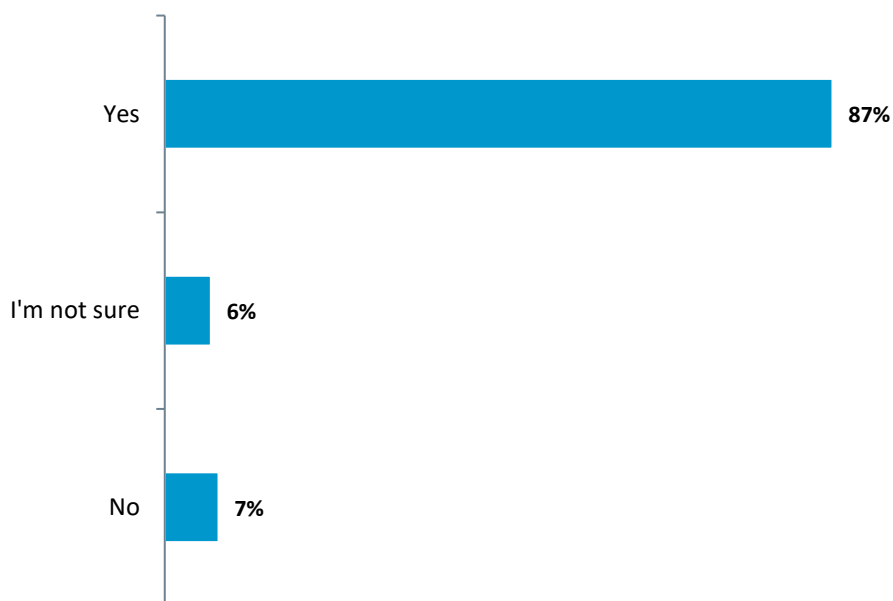
Theme	Frequency
No reason to disagree/nothing to disagree with	19
Needs to be measurable/review needed	18
Don't pressure/penalise residents	16
Too many points/confusing/complicated	15
Plant more trees	15
No greenwashing	13
Focus on reduction	12
Work with schools/educate children	12
Need to change mindsets/address throwaway culture	12
Don't reduce choice/tell residents what to do	11
Use/encourage use of electric vehicles	11
Don't scrap working vehicles	10
Don't charge for garden waste collection	10
Offer incentives/rewards	10
Don't rely on volunteers/pay staff fairly	9
Support reuse/make it easier to pass on items	8
Stop building/population growth	8
Don't send waste overseas	7
Encourage greater use of solar panels	7
No additional comments	36
Other comment	25

Easy Read survey findings

In the Easy Read survey, the vast majority (87%) said it was important to work together to make a better waste system, 6% were *not sure* and 7% said it was not important.

Figure 95 – Is it important for us to work together to make a better waste system? (Q6)

Base: Easy Read survey respondents (319)



When asked if there is anything else to say about the partnership working together, 30% of all Easy Read respondents provided a comment. The most common theme was that the Council or the EWP should listen to or work with residents, closely followed by that services need to be easy to use or convenient.

Figure 96 – Is there anything else you’d like to tell us about the partnership working together? (Q6a)

Base: Those who gave a response (96)

Theme	Frequency
Listen to/work with residents	13
Services need to be easy to use/convenient	12
Services should be standardised/same across Essex	10
Concern about cost/no additional costs	9
Difficult to achieve/won't work	9
Education/support for residents needed	8
Businesses/manufacturers need to do more	8
Good idea/agree generally/important	7
More information/detail needed	6
Stop building/reduce population growth	6
Penalties for not recycling/littering needed	5
Improve current services	5
Openness/transparency needed	4
Some won't recycle/engage	4
Offer incentives for recycling/reducing waste	3
Government needs to lead/legislate	3
No Basildon incinerator/disagree with incineration	3
Infrastructure for new housing needed	2
Action needed/not just words	2
Work with local/voluntary groups	2
Address fly tipping/litter	2
No additional comments	3
Other comment	3



Educate and engage

Overview

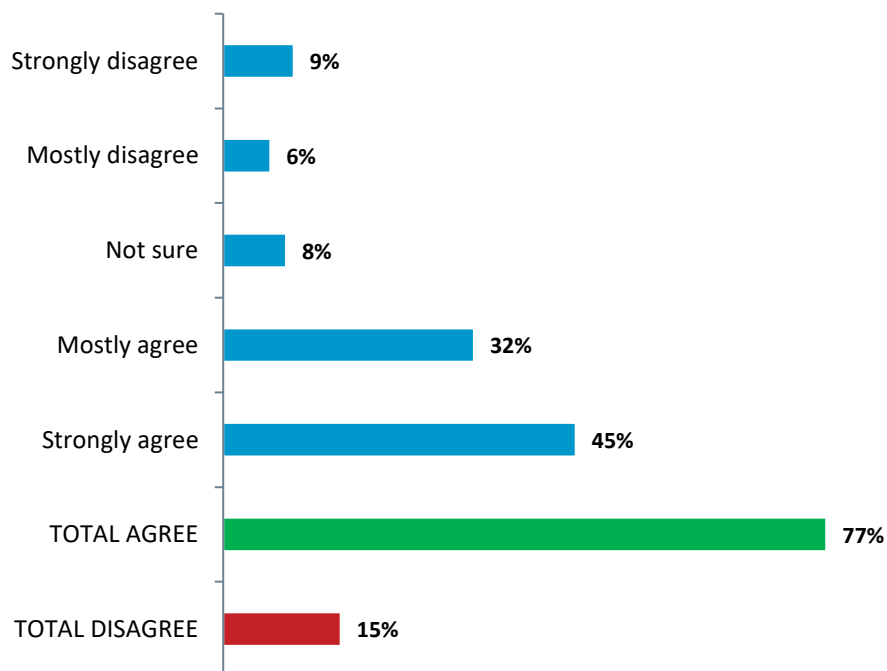
- In the full survey, a much larger proportion of respondents agreed with the educate and engage priority than disagreed.
- In the comments related to the educate and engage priority, the most common themes were:
 - Improving communication, listening to residents and acting on feedback
 - Services needing to be easy to use and convenient
- In the Easy Read survey, the vast majority said it was important to teach people how to reduce their waste and recycle more.
- When asked if there is anything else to say about teaching people to reduce waste and recycle more, the most common theme was that services need to be easy to use or convenient.

Full survey findings

Over three quarters of respondents (77%) agreed overall with the educate and engage priority, comprising 45% who said *strongly agree* and 32% who said *mostly agree*. Overall, 15% said they disagreed (9% *strongly disagree*, 6% *mostly disagree*) and 8% were *not sure*.

Figure 97 – To what extent do you agree or disagree with this priority? (Q33)

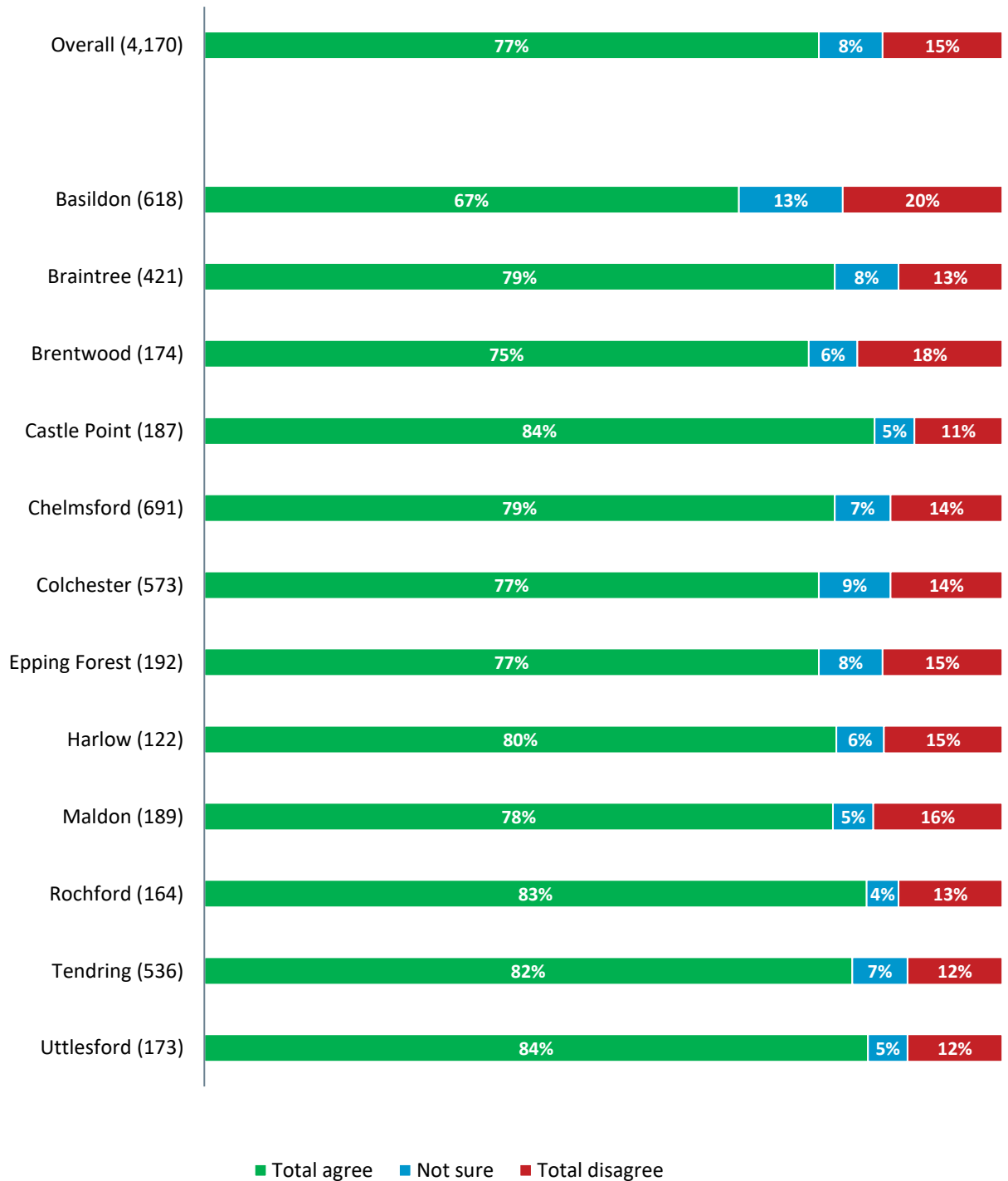
Base: Full survey respondents (4,170)



The majority of respondents agreed with the priority in each district, city or borough. Basildon and Brentwood residents were most likely to disagree with the priority, particularly when compared with Tendring. Those in Uttlesford and Castle Point were most likely to agree, the latter particularly when compared with Basildon, Brentwood and Colchester.

Figure 98 – To what extent do you agree or disagree with this priority? (Q33 by district, city or borough)

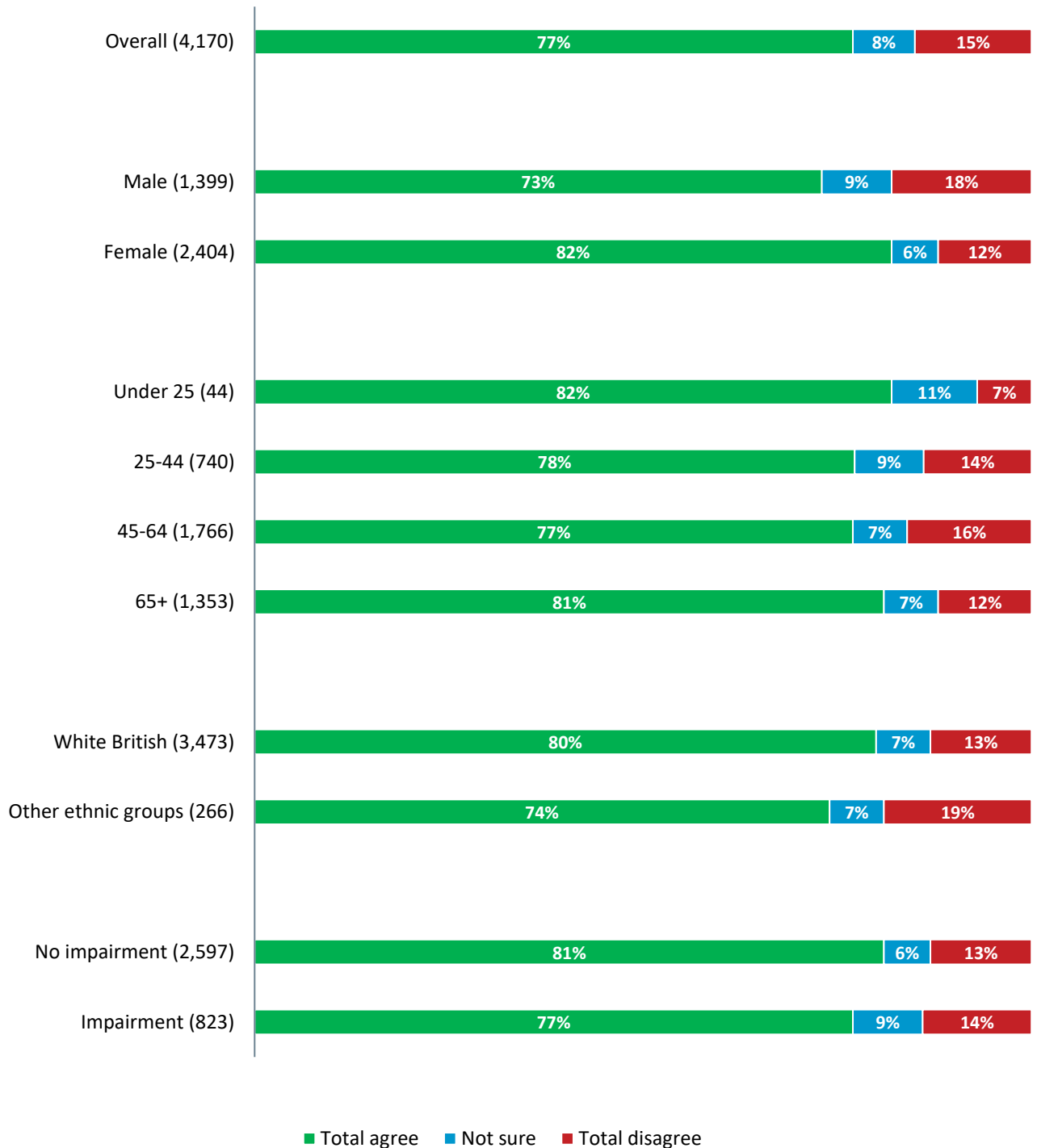
Bases: shown in chart



As seen with other priorities, females were more likely than males to agree and males were more likely to disagree. Again, those aged 65+ were more likely to agree than those aged 45-64. By ethnic group, those from other ethnic groups were more likely to disagree than those who were White British, and less likely to agree.

Figure 99 – To what extent do you agree or disagree with this priority? (Q33 by gender identity, age group, ethnic group, impairment)

Bases: shown in chart



Respondents were able to provide comments on the educate and engage priority or the approach to delivering the priority. In total, 25% of all respondents provided a comment. These comments were themed and grouped for analysis. Comments could be assigned more than one theme if appropriate.

The most common theme amongst respondents was that communication with residents should be improved, they should be listened to and feedback acted on. The second most common theme was that services need to be easy to use and convenient.

Figure 100 – Is there anything else you'd like to tell us about the priority or approach to delivering this priority? (Q34)

Base: Those who gave a response (1,040)

Theme	Frequency
Improve communication/listen to residents/act on feedback	202
Services need to be easy to use/convenient	104
Work with schools/educate children	91
Education is key/information/support for residents needed	83
Concern about cost/additional charges	64
Engagement is key/regular communication needed	60
Improve existing services/collections	51
No Basildon incinerator/disagree with incineration	51
Information must be accessible/in a variety of formats	48
Some people don't care/won't make changes	45
Engage all residents/areas	44
Complaint about survey/consultation	42
Too ambitious/unrealistic/difficult to achieve	40
Vague/not enough detail/need more information	36
Flexible/practical approach needed	35
Enforcement/consequences needed	35
Need easy access to recycling centres/no booking	34
Businesses need to do more/reduce packaging	34
Good priority/agree generally	33
Ensure people are aware of rules/how to recycle	33
Personal choice/don't impose	31
Don't pressure/penalise residents	29
Concern about litter/fly tipping	29
Offer incentives/rewards	25
Education not needed/won't work	23
Keep messaging simple/easy to understand	21
Openness/transparency needed	21
More face to face engagement/community outreach	20
Patronising/condescending approach	20
Council needs to lead/demonstrate commitment	20
Needs to be done efficiently/don't waste money	19
Disagree generally/concentrate on other priorities	19
Action needed/words not enough	19
Collaboration/partnership approach needed	19



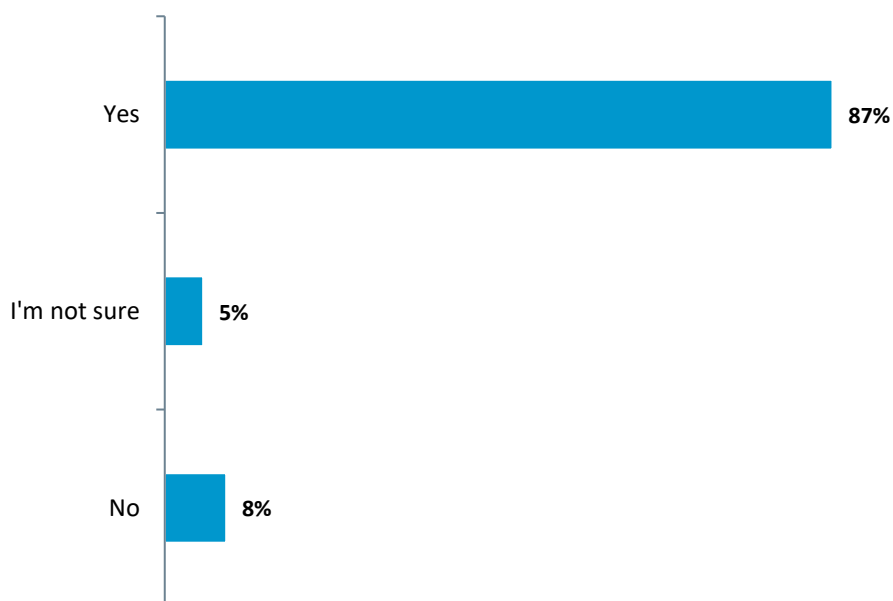
Theme	Frequency
Should be happening already/act now	19
Needs appropriate investment/resources	18
Need to change mindsets/address throwaway culture	18
Don't charge for garden waste collection	15
Collect/recycle more materials	11
Needs to be led by government/legislation	11
Services should be standardised/same in all areas	11
Unclear/confusing/too much jargon	9
Don't reduce service/frequent collection needed	7
Job creation exercise	6
No additional comments	36
Other comment	11

Easy Read survey findings

In the Easy Read survey, the vast majority (87%) said it was *important* to teach people how to reduce their waste and recycle more, 5% were *not sure* and 8% said it was *not important*.

Figure 101 – Is it important to teach people how to reduce their waste and recycle more? (Q7)

Base: Easy Read survey respondents (321)



When asked if there is anything else to say about teaching people to reduce waste and recycle more, the most common theme was that services need to be easy to use or convenient, followed by agreement with the idea or that it was important and suggestions that people are lazy or don't care and these are barriers to recycling.

Figure 102 – Is there anything else you'd like to tell us about teaching people to reduce waste and recycle more? (Q7a)

Base: Those who gave a response (127)

Theme	Frequency
Services need to be easy to use/convenient	22
Good idea/agree generally/important	18
People are lazy/don't care/won't recycle	17
Businesses/retailers/manufacturers need to do more	12
Inform what can be recycled/how to recycle	12
Need to reduce/make packaging recyclable	11
Educate children/start in schools	11
Services should be standardised/same in all areas	11
Ensure appropriate facilities/infrastructure in place	9
Have penalties/fines for those who don't recycle	8
Need better/simpler labelling on packaging	7
Difficult to achieve/won't work	7
People are already informed/aware	6
Needs to be accessible/vary communication methods	5
Advertising/programmes/campaigns needed	5
Improve current services	5
Don't impose/dictate to residents	5
Face to face events/engagement needed	4
Support/help/provide feedback	4
Use encouragement not penalties	3
More information/detail needed	3
Disagree generally	3
Sounds patronising/condescending	3
Should be higher priority	2
No Basildon incinerator/disagree with incineration	2
No additional comments	2



Research, planning and performance monitoring

Overview

The EWP will comprehensively review the strategy every five years to ensure it is aligned with any changes in national policy and legislation, trends in waste generation and the development of new approaches and technologies.

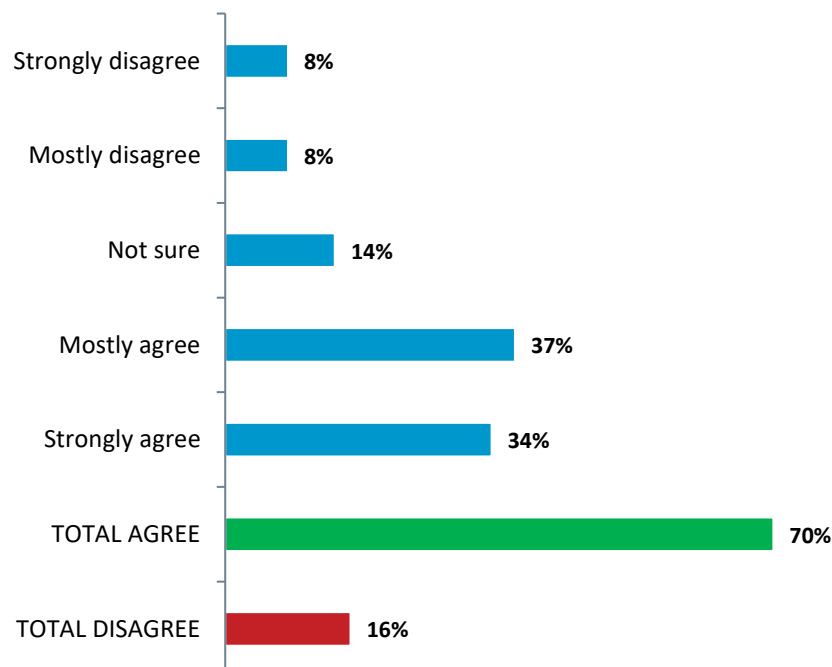
- In the full survey, a much larger proportion agreed with the approach to research, planning and performance monitoring than disagreed.
- The most common theme in the comments related to research, planning and performance monitoring was that more frequent reviews were needed or that the five-year period is too long.
- In the Easy Read survey, the vast majority thought it is important that they are kept up to date.
- When asked if there is anything else to say about keeping them up to date, the most common theme was that regular updates or communication was needed.

Full survey findings

Overall, seven in ten (70%) agreed with the approach to research, planning and performance monitoring. This included 34% who said *strongly agree* and 37% who said *mostly agree*. Overall, 16% said they disagreed (8% *strongly disagree*, 8% *mostly disagree*) and 14% were *not sure*.

Figure 103 – To what extent do you agree or disagree with this approach to research, planning and performance monitoring? (Q35)

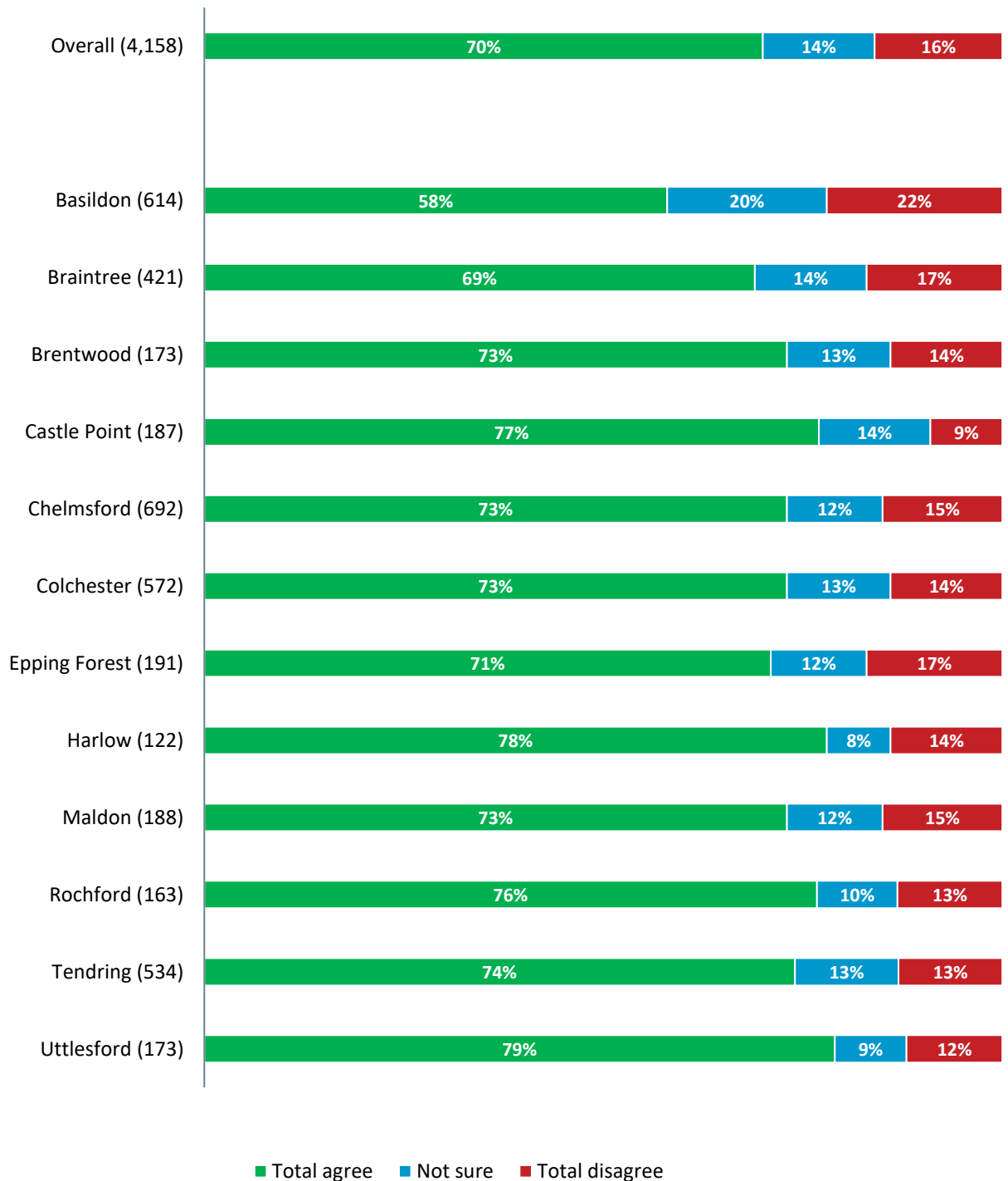
Base: Full survey respondents (4,158)



Similarly to other questions, the majority of respondents agreed in each district, city or borough, but Basildon residents were more likely to disagree with the approach and less likely to agree than those living in other districts, cities or boroughs. Those in Uttlesford were more likely to agree than those in Basildon and Braintree.

Figure 104 – To what extent do you agree or disagree with this approach to research, planning and performance monitoring? (Q35 by district, city or borough)

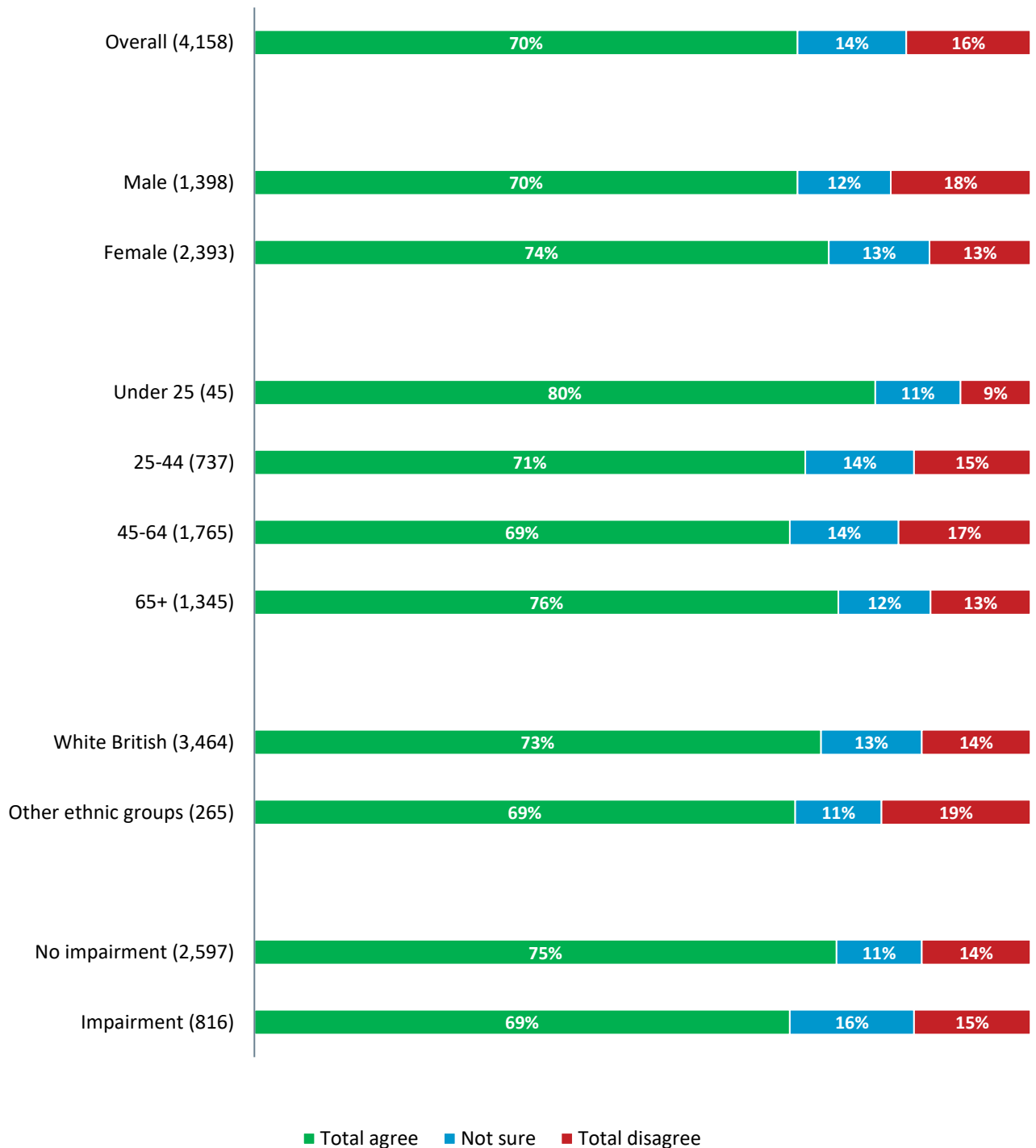
Bases: shown in chart



As can be seen below, overall agreement levels were higher than disagreement for each subgroup. Once again, females were more likely than males to agree and males were more likely to disagree. Those aged 65+ were more likely to agree than those aged 45-64 and 25-44. By ethnic group, those from other ethnic groups were more likely to disagree than those who were White British. Those who did not have an impairment were more likely to agree than those who did have one.

Figure 105 – To what extent do you agree or disagree with this approach to research, planning and performance monitoring? (Q35 by gender identity, age group, ethnic group, impairment)

Bases: shown in chart



Respondents were able to provide comments on the approach to research, planning and performance monitoring and 20% of all respondents provided a comment. These comments were themed and grouped for analysis. Comments could be assigned more than one theme if appropriate.

As shown below, the most common theme was that more frequent reviews were needed or that the five-year period is too long.

Figure 106 – Is there anything else you’d like to tell us about the approach to research, planning and performance monitoring? (Q36)

Base: Those who gave a response (838)

Theme	Frequency
More frequent reviews needed/five-year period too long	195
Must be done efficiently/don't waste money/no bureaucracy	85
Action needed/more than words/less planning	80
Concern about cost/additional charges	66
Regular/comprehensive monitoring needed	60
Accountability/leadership/commitment needed	60
Strategy needs to be dynamic/responsive	58
Engage with/listen to residents	58
No Basildon incinerator/disagree with incineration	45
Openness/transparency needed	44
Regular reporting needed/publish results	40
Too ambitious/unrealistic/difficult to achieve	40
Disagree generally/concentrate on other priorities	40
Regular communication/updates needed	38
Complaint about survey/consultation	38
Not enough detail/need more information	31
Enforcement/consequences needed	29
Good approach/agree generally	28
Must inform change/improvement	27
Unclear/confusing/too much jargon	26
Should be happening already/act now	24
Job creation exercise	23
Ensure information readily available/easy to access	22
Practical/flexible approach needed	21
Improve existing services/collections	21
Services need to be standardised/same in all areas	15
Work with/learn from others	13
Don't pressure/penalise residents	13
Education/support for residents needed	12
Not ambitious enough/aim higher	10
Easy access to recycling centres needed/no booking	10
Some people don't care/won't make changes	10
Concern about litter/fly tipping	9
Businesses need to do more/reduce packaging	9
Needs appropriate investment/resources	8



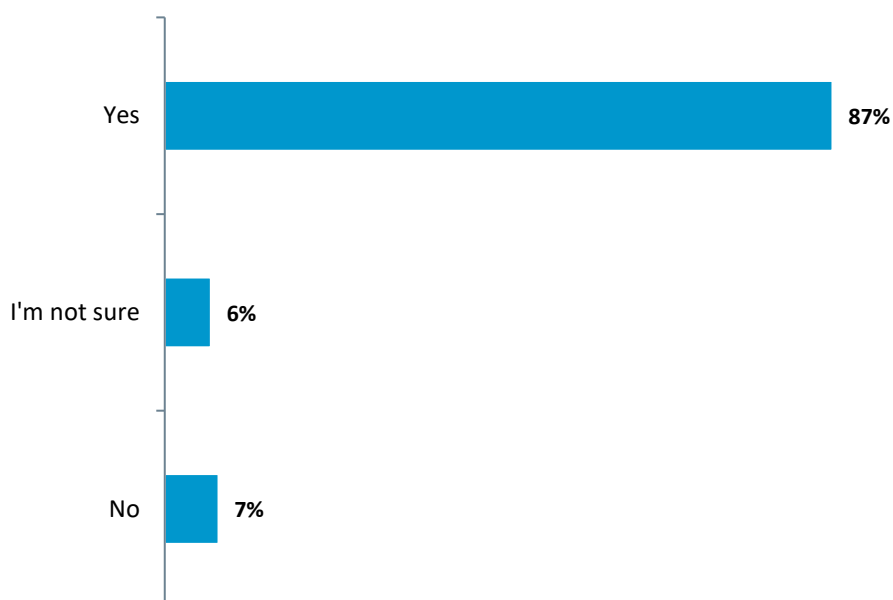
Theme	Frequency
Don't reduce service/frequent collections needed	6
Offer incentives/rewards	4
No additional comments	40
Other comment	18

Easy Read survey findings

In the Easy Read survey, respondents were asked whether they thought it is important that they are kept up to date. The vast majority (87%) said it *was important*, 6% were *not sure* and 7% said it *was not important*.

Figure 107 – Is it important to keep you up to date? (Q8)

Base: Easy Read survey respondents (319)



Respondents were asked if there is anything else to say about keeping them up to date and 26% chose to provide a comment. The most common theme in the comments was that regular updates or communication was needed, followed by that ECC or the EWP should engage in different ways or use different methods.

Figure 108 – Is there anything else you'd like to tell us about keeping you up to date? (Q8a)

Base: Those who gave a response (83)

Theme	Frequency
Regular updates/communication needed	14
Engage in different ways/via different methods	11
Agree/important	7
Concern about cost/additional charges	7
Listen to residents/respond to feedback	6
Council doesn't listen to residents	6
More information/detail needed	6
Services need to be easy to use/convenient	5



Theme	Frequency
Disagree/waste of money	5
30-year strategy is too long	4
Openness/honesty/transparency needed	4
Improve current services	4
Don't think strategy aims can be achieved	4
No Basildon incinerator/disagree with incineration	4
Education/guidance/support for residents needed	3
Concern about/address fly tipping	3
Don't charge for garden waste collection	3
Businesses need to do more/reduce packaging	3
Complaint about consultation	2
Government needs to lead/legislate	2
EWP needs to stick to agreed strategies	1
No additional comments	3
Other comment	4



Other comments

Overview of key findings

At the end of the survey respondents were asked if there was anything else that needs to be considered around the draft Waste Strategy for Essex.

- In the full survey, the most common themes in the additional comments were:
 - Services needing to be easy to use or convenient
 - General agreement with the strategy or the aims
 - Concerns about costs and additional charges
- In the Easy Read survey, the most common themes in the additional comments were:
 - Services needing to be easy to use or convenient
 - General agreement with the aims, that they were good or important

Full survey findings

Towards the end of the survey, respondents were asked if there was anything else that needs to be considered around the draft Waste Strategy for Essex. In total, 39% of all respondents provided a comment. These were themed and grouped for analysis. Comments could be assigned more than one theme if appropriate.

The most common theme was that services need to be easy to use or convenient, closely followed by general agreement with the strategy or the aims. Concerns about costs and additional charges were also common.

Figure 109 – Is there anything else that needs to be considered around the draft Waste Strategy for Essex? (Q37)

Base: Those who gave a response (1,635)

Theme	Frequency
Services need to be easy to use/convenient	257
Good strategy/aims/agree generally	234
Concern about cost/additional charges	218
Education/support for residents needed	148
Too ambitious/unrealistic/difficult to achieve	144
No Basildon incinerator/disagree with incineration	128
Need easy access to recycling centres/no booking	123
Communicate with/listen to residents	117
Vague/not enough detail/need more information	111
Businesses need to do more/reduce packaging	108
Not ambitious enough/aim higher/act sooner	103
Collect/recycle more materials	102
Concern about litter/fly tipping	96
Complaint about survey/consultation	86
Action needed/words not enough	81
Services should be standardised/same in all areas	75



Theme	Frequency
Disagree generally/concentrate on other priorities	72
Don't charge for garden waste collection	62
Improve existing services/collections	62
Provide better bins/containers	59
Enforcement/consequences needed	59
Learn from/collaborate with others	57
Council needs to lead/demonstrate commitment	49
Needs appropriate investment/resources	47
Openness/transparency needed	42
Focus on reduce/reuse	42
Too much jargon/confusing/difficult to understand	42
More local recycling points/facilities needed	41
Don't pressure/penalise residents	41
Practical/flexible approach needed	39
Needs to be measurable/review needed	33
Some people don't care/won't make changes	33
Offer incentives/rewards	33
Don't reduce service/frequent collections needed	28
Needs to be led by government/legislation	28
Less focus on zero waste/not possible	20
Need to change mindsets/address culture of waste	15
Don't send waste overseas	15
Stop building/reduce population growth	7
Happy with current service	5
No additional comments	39
Other comment	35

Easy Read survey findings

When asked a similar question, 43% of all Easy Read respondents gave a comment. The most common theme was also that services need to be easy to use or convenient. This was followed by general agreement with the aims or that they were good or important.

Figure 110 – Is there anything else you'd like to tell us about the Waste Strategy? (Q9)

Base: Those who gave a response (137)

Theme	Frequency
Services need to be easy to use/convenient	26
Agree generally/good aims/important	18
Address fly tipping/concern about increase in fly tipping	14
Provide wheelie bins/mixed recycling bins	12
Education/guidance/support needed	11
Concern about cost/additional charges	10
Need easy access to recycling centres/no booking	10
Services should be standardised/same in all areas	10
Difficult to achieve/won't work	10



Theme	Frequency
More information/detail needed	9
Businesses need to do more/reduce packaging	9
Improve current service	8
Collect/recycle a wider range of materials	8
Disagree/waste of time/use resources elsewhere	8
No Basildon incinerator/disagree with incineration	8
Act now/faster	7
Flexibility needed/must be practical	6
Provide clear information about what can be recycled	5
Don't reduce collections/service	5
Don't charge for garden waste collection	5
Listen to residents/respond to feedback	4
Openness/honesty/transparency needed	4
Promote community reuse/sharing options	4
Fines/penalties for those doing the wrong thing	4
Regularly communicate/provide updates	3
Offer more/free bulky waste collections	3
Should be more ambitious/have wider focus	2
Government needs to lead/legislate	2
Some people will not recycle/don't care	2
Need to be able to get rid of waste/non-recyclables	2
Provide incentives/rewards	2
Reduce population to reduce waste	2
Complaint about survey/consultation	2
Generate energy from waste	2
No additional comments	4
Other comment	5

Strategic Environmental Assessment

Overview

- Three statutory bodies were invited to give statutory responses to the Environmental Report
- Natural England confirmed that, in their view, the proposals contained within the plan will not have significant effects on sensitive sites that it has a statutory duty to protect.
- The Environment Agency had no comment to make on the documents.
- No response was received from Historic England.
- Seven per cent of full survey respondents (288) gave feedback on the Strategic Environmental Assessment.
- Just over half of these thought the Environmental Report correctly identified the likely significant effects of the draft Strategy.
- In comments on the likely significant environmental effects of the draft strategy, the most common theme was disagreement with incineration.



Responses from statutory bodies

Three statutory bodies were invited to give statutory responses to the Environmental Report – the Environment Agency, Natural England, and Historic England. Responses were received from the Environment Agency and Natural England.

Natural England confirmed that, in their view, the proposals contained within the plan will not have significant effects on sensitive sites that Natural England has a statutory duty to protect.

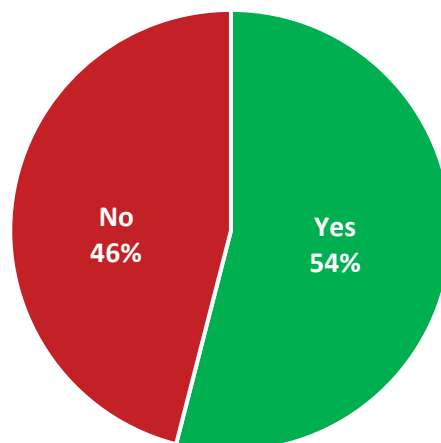
The Environment Agency noted that the strategy was not intended to consider new, or increased use of existing waste management facilities and therefore had no comment to make on the documents.

Full survey findings

Survey respondents could also opt to provide feedback on the Strategic Environmental Assessment in the full survey. A smaller sub section of respondents answered these questions than the rest of the questionnaire (7%), which included six organisations. Of these respondents, just over half (54%) thought the Environmental Report correctly identified the likely significant effects of the draft strategy and 46% thought it did not.

Figure 111 – Does the Environmental Report correctly identify the likely significant effects of the draft Strategy? (Q39)

Base: Full survey respondents who answered section (288)



Respondents were asked for their views on the likely significant environmental effects of the draft strategy and could leave a comment, and 112 chose to do so. These were themed and grouped for analysis. Comments could be assigned more than one theme if appropriate.

The most common theme was disagreement with incineration, particularly with location of an incinerator in Basildon. This was followed by suggestions that there would be little or no impact. Comments related to uncertainty, there not being enough information or the information provided is too complicated to understand were also common.

Figure 112 – What are your views on the likely significant environmental effects of the draft Strategy? (Q40)

Base: Those who gave a response (112)

Theme	Frequency
No Basildon incinerator/disagree with incineration	21
No/little impact	12
Unsure/not enough information/complicated	11
Unrealistic/too ambitious/won't work	10
Pollution/emissions	10
Action needed/words not enough	9
Concern about cost/waste of money	9
Can't access Appendix 8	7
Increased cost for residents	7
Disagree with reasoning/supporting evidence	7
Increase in litter/fly tipping	6
Complaint about consultation/survey	4
Communicate with/engage/listen to residents	4
Businesses need to do more/be held accountable	4
Services need to be accessible/convenient	4
Concentrate on other issues	3
Illness/health hazards	3
Need easy access to recycling centres/no booking	3
Pressure on/coercion of residents	3
Collect/recycle more materials	3
Damage to environment	3
Increase in rats/vermin	2
No additional comments	1
Other comment	7



When asked if there was anything else to say about the Environmental Report, the most common theme in the comments was again disagreement with incineration, particularly relating to locating an incinerator in Basildon.

Figure 113 – Is there anything else you would like to tell us about the Environmental Report? (Q41)

Base: Those who gave a response (111)

Theme	Frequency
No Basildon incinerator/disagree with incineration	25
Communicate with/engage/listen to residents	11
Concern about cost/additional charges	7
Too long/complicated	6
Unrealistic/too ambitious/won't work	6
Action needed/words not enough	6
Concentrate on other issues	6
Disagree with reasoning/supporting evidence	6
Poor consultation/not promoted	6
Need more information/detail	5
Openness/transparency needed	5
Make recycling convenient/collect more materials	5
Explore other options/be more ambitious	5
Can't access Appendix 8	4
Good report/agree with contents	4
Businesses need to do more/be held accountable	4
Education/support for residents needed	3
Concern about litter/fly tipping	3
No additional comments	17
Other comment	2

Enquiries and other submissions

Essex County Council kept a log of all enquiries that were received by the council. These enquiries were responded to in full to allow respondents to actively participate in the survey.

These enquiries were themed. In total, there were 45 queries submitted. 4 were coded as positive, 13 as negative and 28 as neutral. Enquiries could be assigned more than one theme if appropriate. The figure below shows thematic analysis of these submissions.

Figure 114 – Thematic analysis of enquiries and other submissions to ECC

Theme	Frequency
Comments about an incinerator	8
Query/request for clarification	7
Comment about/issue with recycling	7
Technical/general comment about survey	7
Complaint about dealing with waste/will find it hard to manage	5
Advertising a product or service	4



Theme	Frequency
Recycling Centre Booking system	3
Comment/query about Council Tax	3
Feedback on strategy/suggestions from Parish or Borough Council	2
FOI request	1
General feedback about strategy	1
General feedback about waste	1
Idea for reusing things	1
Negative comment about waste management	1
No need to change anything	1

One late response was also received from a resident in Epping Forest. This respondent agreed with the vision, the waste prevention, reuse, recycle, recovery, educate and engage priorities and the approach to research, planning and performance monitoring. They agreed with the ways in which the collaboration and innovation priority could be achieved and they also thought the targets and ambitions were about right. However, they disagreed with the move to a circular economy priority. The respondent did not have any feedback on the Strategic Environmental Assessment and they did not provide any comments in their consultation response.

Responses from partner organisations

Five Essex Waste Partnership member organisations provided a response to the consultation. One of these responses was received after the consultation closed and one organisation did not take part in the survey but expressed their support for the strategy in a letter. The feedback from the four organisations who completed the survey is detailed below.

- All strongly agreed with the vision statement.
- Three thought the targets were about right but one would prefer higher targets, providing feedback that they were not ambitious enough.
- Three thought the ambitions were about right but one would prefer lower ambitions to be achieved at a later date.
- Feedback on the ambitions related to education and support for residents and a need for clear leadership and commitment.
- All agreed overall with the move to a circular economy priority, with comments relating to support for business and residents, a need to lobby central government, and a need to focus on what can be achieved.
- All agreed overall with the waste prevention priority, but it was highlighted that the strategy may have to be reviewed once the full impact of upcoming changes to government legislation is known.
- All strongly agreed with the reuse priority, with comments focusing on education and support for residents, introducing a countywide initiative and relying on the private and voluntary sectors to drive change.
- All strongly agreed with the recycling priority with comments relating to local discretion on the design of waste collection services and sharing good practice.
- All agreed overall that the EWP should reduce the use of landfill and that adopting the use of anaerobic digestion for the treatment of food waste is the right solution.



- Three agreed overall that adopting Energy from Waste for residual waste is the right solution, with the fourth saying they are not sure, citing there are concerns over the siting of any treatment facility.
- One comment suggested that the EWP should lobby the government to encourage the manufacturing industry to eliminate as much non-recyclable waste as possible.
- All agreed overall with the collaborate and innovate priority, with one saying there is strength as a partnership in pushing for things which, as individual authorities we would not have much power in approaching.
- All strongly agreed with the educate and engage priority, with one suggesting a more joined-up approach is needed.
- All agreed overall with the approach to research, planning and performance monitoring with comments related to regular monitoring and review, with suggestions that an improvement in performance monitoring was required, as was keeping residents up to date.
- One partner organisation, in the additional comments, said that although they were keen to work in partnership it was important that decisions over the design and operation of waste collection services were taken at a local level.
- Three partners gave feedback on the SEA, saying they felt that the Environmental Report correctly identified the likely significant effects of the Strategy.
- It should be noted that one partner's feedback was provided with the caveat: *The feedback provided in this survey is based on officer views and opinions. It does not represent the views of the elected Members of the Council which may differ when the strategy is considered formally.*

Responses from businesses

Five businesses took part in the consultation to give feedback on the draft strategy. Their feedback is detailed below.

- Four agreed with the strategy and one disagreed saying that achieving net zero should not have any financial impact for residents. Other comments related to the vision spanned themes such as the need to reduce packaging or make it biodegradable, and education for residents.
- Four said they would prefer more ambitious targets, whilst one thought they were about right.
- Three thought the ambitions were about right and two would prefer higher ambitions.
- Four agreed with the move to a circular economy and one disagreed. Comments suggested more support for businesses and residents was required and the need for a reduction in packaging.
- Four agreed with the waste prevention and reuse priorities and one disagreed with these.
- Three agreed with the recycle priority and two disagreed. Comments related to education and support for residents, holding manufacturers and retailers to account, and focusing on reducing and minimising waste.
- All agreed that the EWP should reduce the use of landfill, four agreed with the use of anaerobic digestion and adopting Energy from Waste and one was not sure.
- Three agreed with the collaborate and innovate priority and two disagreed.
- Four agreed with the educate and engage priority and the approach to research, planning and performance monitoring, whilst one disagreed.
- In the comments at the end of the survey, the key themes were a need to act sooner or to be more ambitious, the need for a reduction in packaging and a focus on reusing things, and more support and education for residents.



Summary

This summary is based on Enventure Research's interpretation of the findings and does not necessarily reflect the views of the EWP or the constituent partner authorities.

Response to the consultation

There was a large response to the consultation across the county, including 24 organisations. All districts, cities and boroughs were represented in the response. However, when compared with the population profile, some such as Basildon and Chelmsford are slightly over-represented, whilst others like Epping Forest are slightly under-represented. This is seen as usual in a self-selecting consultation survey of this nature.

Likewise, comparing the demographic profile of consultation respondents with population statistics highlights that females and those aged 45+ are over-represented in the consultation response, whilst those aged 34 and under and males are under-represented. Although this is usually seen in consultations of this nature, this should be kept in mind while interpreting the consultation results and suggests that the EWP should take this into account when considering how to engage with these under-represented groups when planning future actions.

The survey provided respondents with the opportunity to comment on each part of the draft strategy. It should be noted that smaller numbers of respondents chose to give comments in each case compared with the overall response. This should be kept in mind when analysing common themes in the comments.

Widespread support for the strategy, but with some preference for ambitions and targets to be achieved sooner

There seems to be widespread support for the strategy with high levels of overall agreement with the vision, the priorities and the approach to research, planning and performance monitoring.

Although respondents most commonly thought the targets and ambitions were about right, there was a sizeable proportion who would prefer more ambitious targets and ambitions, and this translated to achieving them sooner than is laid out in the strategy. This suggests that the EWP should keep targets and ambitions under review to ensure that they assist in delivering the necessary change.

Some disagreement with elements of the strategy, particularly regarding the vision and waste prevention priority

There was some disagreement with elements of the strategy. In particular, a quarter disagreed with the vision, with the most likely reason to be that it is too ambitious or unachievable, or a perception that zero waste is unrealistic. This should be taken into account if a review of the vision statement is undertaken. A similar proportion disagreed with the waste prevention priority, with this most likely to be due to concerns about service reduction and changes to the frequency of waste collection. However, it should be noted that despite this finding, the overall majority were in agreement with the priority.

Waste collection and recycling services need to be easy to use and convenient

A common theme in respondents' comments in the consultation was that waste services need to be easy to use and convenient. This was a common theme in relation to the vision and the targets and was the most commonly mentioned theme in the comments related to the recycle priority. It was also most mentioned in the comments about the collaborate and innovate priority, particularly in regard to easy



access to recycling centres with no booking, and it was most common when respondents were asked if they had any additional comments at the end of the survey. Waste collection and recycling services vary across the county, and this resulted in some variance in themes in the comments in different areas. For example, comments related to accessing recycling centres were particularly common in Uttlesford and comments related to not charging for garden waste collections were common in Braintree. In the comments about the vision, the most common theme for Tendring residents was to collect or recycle more materials.

Perception that businesses and manufacturers need to do more

There is a widespread feeling that individuals can make little change to reduce waste without businesses doing more to help the county move towards zero waste, particularly manufacturers that package their goods. This was a common theme for those who agreed with the vision, was the most common theme in the comments about the waste prevention priority, and it was also a common theme in relation to the reuse priority. Another common theme in relation to that priority was the need for more items that are easy or cheap to repair.

Although there is widespread support for Energy from Waste, there is some controversy in relation to the process of incineration, particularly in Basildon leading to higher levels of disagreement in that district

Many comments in the survey related to Energy from Waste and what residents refer to as “incineration”. Whilst the majority of respondents agreed overall with the recovery priority, disagreement was higher in Basildon than in other areas, which may reflect specific local concerns about waste infrastructure sites. Whilst in the comments related to Energy from Waste many respondents flat out disagreed with an incinerator in Basildon or with incineration in general, others said things like incinerators should be sited well away from communities or that one should be sited anywhere but Basildon. There were also several people that took part in the consultation just to express their view that there should be no incinerator in Basildon and did not give feedback on other areas of the strategy.

Incineration was commonly mentioned by those who disagreed with the vision and was a common theme in the comments related to the recovery priority, with concerns about the environmental impact caused by pollution and emissions from incineration.

In the survey results, it can also be seen that disagreement with the vision, targets, ambitions, priorities and the approach to research, planning and monitoring was higher amongst Basildon residents than those in other districts, cities and boroughs.

Understanding of the recovery from waste priority

There were several people in the consultation who said they were not sure if they agreed or disagreed that adopting the use of anaerobic digestion for the treatment of food waste is the right solution, which resulted in a smaller proportion agreeing when compared with other questions. This may suggest that some do not understand the process and how it is of benefit.

A larger proportion was also not sure than disagreed in relation to adopting Energy from Waste (EfW) for residual waste (after recycling all we can). In the comments related to the recovery priority, comments related to not being able to understand the priority or the approach, too much jargon or not enough information were most frequent.

This highlights a need for the EWP to provide further information and support to residents across the county to help aid their understanding of these topics.



Cost concerns, particularly in relation to the move to a circular economy priority and collaborate and innovate priority

Cost concerns, particularly those that result in higher charges for residents, were frequently raised in the comments in the consultation. This was a particular concern for those who preferred less ambitious targets, those who disagreed with the move to a circular economy priority and those that disagreed with the collaborate and innovate priority. It was also a common theme in the comments related to the recovery priority and in the additional comments at the end of the survey.

Education and support for residents are important and should also include engaging with residents and listening to their feedback

Education, training and support was a common theme raised in the comments in the survey. This was most frequently mentioned regarding agreement with the move to a circular economy priority. It was also frequently mentioned in the comments related to the repair priority, particularly in relation to changing people's mindsets around repairing items and addressing the throwaway culture.

There was also widespread support (over three-quarters of respondents) for the educate and engage priority in the survey and the overwhelming majority said it was important. However, comments related to improvements in communication with residents, listening to them and acting on their feedback were most common in the full survey in relation to this priority.

Performance monitoring and more regular reviews

Although seven in ten agreed with the approach to research, planning and performance monitoring, the most common theme in the comments related to a desire for more frequent reviews than the five-yearly cycle proposed. This highlights a need for transparent progress and performance monitoring against the strategy.

A smaller number gave feedback on the Strategic Environmental Assessment, with a split in opinion on whether it correctly identifies the likely significant effects of the strategy

In comparison with the full consultation response, only a small number of respondents (288) gave feedback on the Strategic Environmental Assessment and the Environmental Report. Of these, just over half thought the Environmental Report correctly identified the likely significant effects of the draft strategy and just under half thought it did not. Comments related to the Strategic Environmental Assessment most commonly included disagreement with incineration, particularly in Basildon, followed by uncertainty, not enough information or the information supplied being too complicated.

Of the statutory bodies invited to comment, the Environment Agency said they did not have any comments and Natural England said they did not think the strategy would have any significant impact on sensitive sites it protects. Historic England did not provide a response.

