

Equalities Comprehensive Impact Assessment v3

Reference: ECIA542060703

Submitted: 25 August 2023 15:16 PM

Executive summary

Title of policy / decision: Launch of Public Consultation on draft Waste Strategy for Essex

Policy / decision type: Cabinet Decision

Overview of policy / decision: Agree to launch a 10-week public consultation commencing September 2023 on the draft Waste Strategy for Essex on behalf of the Essex Waste Partnership.

What outcome(s) are you hoping to achieve?: The consultation survey will ask respondents to indicate to what degree they agree with the vision, aims, proposals and targets contained in the draft strategy. The feedback from residents will be considered as part of the final strategy development before adoption.

Executive Director responsible for policy / decision: Mark Ash (Climate, Environment and Customer Services)

Cabinet Member responsible for policy / decision: Cllr Peter Schwier (Climate Czar, Environment, Waste Reduction and Recycling)

Is this a new policy / decision or a change to an existing one?: New policy / decision

How will the impact of the policy / decision be monitored and evaluated?: Consultation responses will be analysed by independent external analysts and a full analysis and consultation report will be produced post consultation. A revised version of the draft strategy will be prepared by the partnership following the consultation process which will then be considered for adoption by ECC. Adoption of a Waste Strategy for Essex will be subject to a separate formal decision making process, in which a further ECIA will be taken. This ECIA concentrates on the consultation process only, a further ECIA will focus on the content of the strategy.

Will this policy / decision impact on:

Service users: Yes

Employees: Yes

Wider community or groups of people: Yes

If the policy decision impacts on employees, provide details here and include potential impacts on identified groups later in the form: Employees will have opportunity to respond to the public consultation to indicate to what degree they agree with the vision, aims, proposals and targets contained in the draft strategy

What strategic priorities will this policy / decision support?: High Quality Environment

Which strategic priorities does this support? - Environment: Net zero

What geographical areas of Essex will the policy / decision affect?: All Essex

Digital accessibility

Is the new or revised policy linked to a digital service (website, system or application)?: Yes

What steps you have taken to meet the digital accessibility: The consultation will be run on citizen space. Delib test the software against the Web Content Accessibility Guidelines V2.1 AA standard. Improvements to the software are released regularly. Any changes made to the software as a part of that process are tested internally in advance of release for compliance with the Web Content Accessibility Guidelines V2.1 level AA. The consultation and draft strategy will be also be available in Easy Read version, and residents unable to take the survey online will be able to either; book a slot with the contact centre to do so over the phone, or request a paper copy at libraries to return via pre paid envelope.

How have you tested accessibility?: Yes, as part of procuring citizen space tested with users with a range of accessibility needs. Inclusive Communication Essex and The Consultation Institute are also reviewing consultation approach.

How will you monitor and maintain accessibility once it has gone live?: Alternative formats and routes to take part in consultation will be made available, including paper copies, phone survey and easy read versions of consultation survey and draft strategy. Residents unable to take the survey online will be able to either; book a slot with contact centre to do over the phone, or request a paper copy at libraries to return with a pre paid envelope. The Strategy itself will be available in a number of formats on and offline to support with needs as required, residents can reach out to ECC to discuss specific requirements.

Equalities - Groups with protected characteristics

Age

Nature of impact: None

Disability - learning disability

Nature of impact: None

Disability - mental health issues

Nature of impact: None

Disability - physical impairment

Nature of impact: None

Disability - sensory impairment

Nature of impact: None

Sex

Nature of impact: None

Gender reassignment

Nature of impact: None

Marriage / civil partnership

Nature of impact: None

Pregnancy / maternity

Nature of impact: None

Race

Nature of impact: None

Religion / belief

Nature of impact: None

Sexual orientation

Nature of impact: None

Rationale for assessment, including data used to assess the impact: This decision is to launch a public consultation on draft Waste Strategy for Essex only, a decision on strategy adoption will come in Spring 2024. We are ensuring a robust comms plan to ensure all characteristics are engaged with to ensure they can submit responses as required. We have highlighted no impact to the above groups due to the mitigating actions in place to target these groups to ensure they are engaged in the process:

Residents under 45-years-old, living alone, with relatives or in a house/flat share:

- Focus on digital channels and interactive content (eg video) for paid and organic activity
- Regular, targeted messages using relevant channels
- Accessible and inclusive activity to motivate those typically harder to reach or who may be less engaged in waste and recycling
- Maximise reach by using corporate, service and partner channels

Residents over 45-years-old, living alone, with relatives or in a house/flat share

- Focus on incentives for them as individuals (for example, saving money) and more widely in terms of the environment
- Make it easy to act by sharing consultation at key contact points (eg libraries)
- Use of positive language and motivational stories around how their behaviour currently makes a difference and other action they could take
- Make it meaningful by being clear about this audience's role in waste reduction and the successful delivery of the WSfE when the time comes

Couples without children

- Make messages relevant by linking to topics that this group are already interested in, for example decluttering by donating items
- Clear messages about the waste hierarchy as a core component of the WSfE and how waste is managed
- Motivational stories about how we can all make a difference
- Targeted activity delivered through organic and paid channels

Families with children under 17-years-old

- Make messages relevant by linking to topics that this group are already interested in, for example shopping sustainably and supporting communities
- Make it meaningful to their circumstances by focusing on the longer-term aspect of the WSfE and relevance to their children as they grow

Young families with children under 6-years-old

- Clear, regular messages from trustworthy sources which tackle existing negative perceptions of recovery and disposal of waste
- Use of positive language and motivational stories of how their behaviour can make a difference
- Maximise outreach by using channels this audience already engages with, for example local Facebook groups
- Make it meaningful to their circumstances by focusing on the longer-term aspect of the WSfE and relevance to their children as they grow
- Ensure it is easy to act with bitesize information

Empty-nesters aged 45 and over, with children 17 and over only

- Use of positive language and motivational stories of how their behaviour can make a difference
- Action-focused messages and quick wins that make it easy for this audience to act
- Make it relevant to their circumstances now but also demonstrate how and where the WSfE will affect people more widely over the next 30 years

Young people aged 11 to 20

- Targeted messages shared through organisations and contacts already in touch with this age group (eg schools, colleges and universities)
- Bespoke engagement events to clearly outline the strategy and why it's relevant to young people now and in the longer-term
- Digital and word of mouth as the default approaches for reaching this audience
- Adapt WSfE into an 'easy-read' version so that it's accessible for younger children aged 11 to 15

Faith groups and communities

- Direct engagement through established contacts and networks
- Sustained engagement throughout consultation
- Early briefing on aims and call to action

What actions have already been taken to mitigate any negative impacts?: Ensure robust comms plan to ensure all characteristics are reached and prompted to respond to the consultation so views can be considered. Consultation data will be reviewed constantly to ensure we are reaching all residents, gaps in responses will be mitigated with a surge in comms.

Essex Waste Partnership members to support in engaging with communities local to their area, ECC and EWP using developed channels with good reach to those that could be impacted.

Levelling up - Priority areas & cohorts

Children and adults with SEND, learning disabilities or mental health conditions (taking an all-age approach)

Nature of impact: None

Children on Free School Meals

Nature of impact: None

Working families

Nature of impact: None

Young adults (16-25 who have not been in education, training or employment for around 6-12 months)

Nature of impact: None

Residents of Harlow

Nature of impact: None

Residents of Jaywick and Clacton

Nature of impact: None

Residents of Harwich

Nature of impact: None

Residents of Basildon (Town) housing estates

Nature of impact: None

Residents of Canvey Island

Nature of impact: None

Residents of Colchester (Town) - Housing Estates

Nature of impact: None

Residents of Rural North of the Braintree District

Nature of impact: None

Rationale for assessment, including data used to assess the impact: This decision is to launch a public consultation on draft Waste Strategy for Essex only, a decision on strategy adoption will come in Spring 2024. We are ensuring a robust comms plan to ensure all groups are engaged with to ensure they can submit responses as required, because of these mitigating actions ECC is highlighting no impact to the above groups. Libraries Community connectors will ensure we reach those harder to engage with residents. We will ensure all libraries across Essex have access to strategy and information on how to respond. Essex Waste Partnership members to support in engaging with communities local to their area, ECC and EWP using developed channels with good reach to those that could be impacted. Parish & town councils, rural communities to be engaged with directly during the consultation via a number of channels.

What actions have already been taken to mitigate any negative impacts?: Ensure robust comms plan to ensure all characteristics are reached and prompted to respond to the consultation so views can be considered. Consultation data will be reviewed constantly to ensure we are reaching all residents, gaps in responses will be mitigated with a surge in comms. Seeking further advice from consultation institute to ensure our approach is robust.

Equalities - Inclusion health groups and other priority groups

Refugees / asylum seekers

Nature of impact: None

Homeless / rough sleepers

Nature of impact: None

People who experience drug and alcohol dependence

Nature of impact: None

Offenders / ex-offenders

Nature of impact: None

Victims of modern slavery

Nature of impact: None

Carers

Nature of impact: None

Looked after children / care leavers

Nature of impact: None

The armed forces community (serving personnel and their families, veterans, reservists and cadets)

Nature of impact: None

People who are unemployed / economically inactive

Nature of impact: None

People on low income

Nature of impact: None

Sex workers

Nature of impact: None

Ethnic minorities

Nature of impact: None

Gypsy, Roma, and Traveller communities

Nature of impact: None

People with multiple complex needs or multi-morbidities

Nature of impact: None

Rationale for assessment, including data used to assess the impact: This decision is to launch a public consultation on draft Waste Strategy for Essex only, a decision on strategy adoption will come in Spring 2024. We are ensuring a robust comms plan to help ensure all groups are engaged with to ensure they can submit responses as required. Libraries Community connectors will ensure we reach those harder to engage with residents.

What actions have already been taken to mitigate any negative impacts?: Ensure robust comms plan to ensure all groups are reached and prompted to respond to the consultation so views can be considered. Consultation data will be reviewed constantly to ensure we are reaching all residents, gaps in responses will be mitigated with a surge in comms. Seeking further advice from consultation institute to ensure our approach is robust.

Equalities - Geographical Groups

People living in areas of high deprivation

Nature of impact: None

People living in rural or isolated areas

Nature of impact: None

People living in coastal areas

Nature of impact: None

People living in urban or over-populated areas

Nature of impact: None

Rationale for assessment, including data used to assess the impact: This decision is to launch a public consultation on draft Waste Strategy for Essex only, a decision on strategy adoption will come in Spring 2024.

We have highlighted no impact to the above groups due to the mitigating actions in place to target these groups to ensure they are engaged in the process. We are ensuring a robust comms plan ensure all characteristics are engaged with to ensure they can submit responses as required.

Libraries Community connectors will ensure we reach those harder to engage with residents We will ensure all libraries across Essex have access to the strategy and information on how to respond.

Essex Waste Partnership members to support in engaging with communities local to their area, ECC and EWP using developed channels with good reach to those that could be impacted. Parish & town councils, rural communities to be engaged with directly during the consultation via a number of channels.

What actions have already been taken to mitigate any negative impacts?: Ensure robust comms plan to ensure all characteristics are reached and prompted to respond to the consultation so views can be considered. Consultation data will be reviewed constantly to ensure we are reaching all residents, gaps in responses will be mitigated with a surge in comms.

Seeking further advice from consultation institute to ensure our approach is robust.

Families

Family formation (e.g. to become or live as a couple, the ability to live with or apart from children)

Nature of impact: None

Families going through key transitions e.g. becoming parents, getting married, fostering or adopting, bereavement, redundancy, new caring responsibilities, onset of a long-term health condition

Nature of impact: None

Family members' ability to play a full role in family life, including with respect to parenting and other caring responsibilities

Nature of impact: None

Families before, during and after couple separation

Nature of impact: None

Families most at risk of deterioration of relationship quality and breakdown

Nature of impact: None

Rationale for assessment, including data used to assess the impact: This decision is to launch a public consultation on draft Waste Strategy for Essex only, a decision on strategy adoption will come in Spring 2024. We have highlighted no impact to the above groups due to the mitigating actions in place to target these groups to ensure they are engaged in the process: We are ensuring a robust comms plan to ensure all characteristics are engaged with to ensure they can submit responses as required, details as followed:

Couples without children

- Make messages relevant by linking to topics that this group are already interested in, for example decluttering by donating items
- Clear messages about the waste hierarchy as a core component of the WSfE and how waste is managed
- Motivational stories about how we can all make a difference
- Targeted activity delivered through organic and paid channels

Families with children under 17-years-old

- Make messages relevant by linking to topics that this group are already interested in, for example shopping sustainably and supporting communities
- Make it meaningful to their circumstances by focusing on the longer-term aspect of the WSfE and relevance to their children as they grow

Young families with children under 6-years-old

- Clear, regular messages from trustworthy sources which tackle existing negative perceptions of recovery and disposal of waste
- Use of positive language and motivational stories of how their behaviour can make a difference
- Maximise outreach by using channels this audience already engages with, for example local Facebook groups
- Make it meaningful to their circumstances by focusing on the longer-term aspect of the WSfE and relevance to their children as they grow
- Ensure it is easy to act with bitesize information

Empty-nesters aged 45 and over, with children 17 and over only

- Use of positive language and motivational stories of how their behaviour can make a difference
- Action-focused messages and quick wins that make it easy for this audience to act
- Make it relevant to their circumstances now but also demonstrate how and where the WSfE will affect people more widely over the next 30 years

What actions have already been taken to mitigate any negative impacts?: Ensure robust comms plan to ensure all characteristics are reached and prompted to respond to the consultation so views can be considered. Consultation data will be reviewed constantly to ensure we are reaching all residents, gaps in responses will be mitigated with a surge in comms.

Seeking further advice from consultation institute to ensure our approach is robust

Climate

Does your decision / policy involve development or re-development of buildings or infrastructure?: No

Does your decision / policy take place in, or make use of, existing buildings or infrastructure?: No

Does your decision / policy involve elements connected to transport, travel or vehicles? This includes travel needs / requirements of both service users and staff (including staff you're planning to recruit): No

Are you undertaking a procurement exercise?: No

Does your decision / policy involve the purchase of goods or materials?: No

Will any waste be generated by this decision? This includes waste from construction, waste generated by service users / staff, and waste generated by replacing existing products / materials with new: Yes

Most of our activities will generate waste so it is important that this waste is managed properly.

Generally, the more waste produced the greater the greenhouse gas impact. What approaches are in place to maximise reuse, recycling and composting of any waste generated by this decision? Please specify how you are:

Measuring the amount of waste being generated and setting targets to reduce, for example setting reuse

requirements: Waste produced will be printed version of the strategy only, and pull up banners for events.

Where possible all printing will be on recycled paper and kept to a minimum, and as required.

Single use items will not be produced, pull up banners will be taken to all events.

All waste will be recycled.

Requiring recycling - such as setting targets for waste recycled, or providing facilities to recycle:

Recycling at Libraries, County Hall and Event Spaces

Operating the service in a digital way to reduce use of material resources: Strategy online, and online survey being sign posted to first. Option for residents to print at home, meaning we need to print less off for libraries.

Sharing goods and services with others to reduce resource use: Ensuring libraries share printed collateral, having one event pack to use across the consultation

Donating or selling materials and products that are no longer required to keep them in use elsewhere:

N/A

Avoiding over-packaged or difficult to recycle goods: Yes, no over packaged or difficult to recycle goods

Avoid single-use items, in particular single use plastic: Yes, avoiding all single use plastics

Recycling and composting waste where applicable: Yes ensuring all printing recyclable and on recyclable paper

Where will waste be treated and disposed of? This includes general rubbish and recycling: Recycling at Libraries, County Hall and Event Spaces

Nature of impact

Built Environment / Energy: None

Sustainable Transport / Travel: None

Waste: None

Rationale for assessment, including data used to assess the impact: This decision is to launch a public consultation on draft Waste Strategy for Essex only, a decision on strategy adoption will come in Spring 2024

What actions have already been taken to mitigate any negative impacts?:

Action plan to address and monitor adverse impacts

Does your ECIA indicate that the policy or decision would have a medium or high adverse impact on one or more of the groups / areas identified?: No

Details of person completing the form

I confirm that this has been completed based on the best information available and in following ECC guidance: I confirm that this has been completed based on the best information available and in following ECC guidance

Date ECIA completed: 25/08/2023

Name of person completing the ECIA: Charlotte Kain

Email address of person completing the ECIA: charlotte.kain@essex.gov.uk

Your function: Climate, Environment and Customer Services

Your service area: Climate, Environment and Customer Services

Your team: TDS

Are you submitting this ECIA on behalf of another function, service area or team?: Yes

Function: Climate, Environment and Customer Services

Service area:

Team:

Email address of Head of Service: jason.searles@essex.gov.uk