

APPENDICES

Recruitment screener

Topic Guides

Participants demographics

Recruitment screener

Waste Strategy for Essex Focus Groups Screener

Sample overview

- 30 x participants, all to be living within Essex (excluding Southend and Thurrock)
- All to be 'digitally savvy'/comfortable with using technology
- To include a good geographic spread across Essex (e.g. Chelmsford, Colchester, Harlow, Basildon and surrounding areas), including some in more rural areas
- To include a balance of genders (this does not need to be 50/50 as we acknowledge women are more likely to participate in research)
- To include a distribution of age ranges
- Minimum 2 x from black or minority ethnic groups
- Minimum 2 x disability and / or with long-term limiting health condition
- To include a range socioeconomic groups/employment status
- To include a spread across the spectrum of those who are more eco-minded or less eco-minded (e.g. recycling behaviours, environmentally conscious choices)
- To include those who 'manage the household' (e.g. responsible for or take active part in shopping, cooking etc)
- None to work in:
 - Market research
 - Media / journalism
 - Environment / waste / recycling
 - Local government / for the Council
- None to be a district/parish councillor
- None to be part of a campaign group related to waste / climate / environment

Key demographic groups:
Minimum 2 parents of 0-4 year olds
Minimum 2 parents of 5-11 year olds
Minimum 2 parents of 12-18 year olds
Minimum 2 single parents
Minimum 3 living alone (one to be 19-30)
Minimum 2 19-30 year olds living in house share (inc. students)
Minimum 2 45-65 year olds
Minimum 2 participants from black or minority ethnic group
Minimum 2 participants to have a disability and/or long-term limiting health condition
Minimum 2 participants to be living in a flat

Screener

1. Have you taken part in any market research discussions in the past 6 months?

- Yes [screen out]
- No

2. Have you ever been employed in any of the following occupations?

- Climate/environmental sector (including waste and recycling) [screen out]
- Local government including the council [screen out]
- Media / journalism [screen out]
- Market research [screen out]
- No

3. Are you any of the following for your local community?

- District or Parish councillor [screen out]
- Part of a campaign group [GO TO Q4]
- Part of a social media group about a specific issue [GO TO Q4]
- None of these [SKIP TO Q5]

4. What is the group about? (DO NOT READ OUT OPTIONS)

- Waste / incineration [screen out]
- Climate change and environment [screen out]
- None of these

5. As this research is all online, can I just check that you have access to a laptop, desktop computer or tablet with a stable internet connection?

- Yes
- No [screen out]

About you

6. Which Essex district do you live in (this will be the council you or your household pays council tax to)?

- Basildon
- Braintree
- Brentwood
- Castle Point
- Chelmsford
- Colchester
- Epping Forest
- Harlow
- Maldon
- Rochford
- Tendring
- Uttlesford
- Southend [screen out]
- Thurrock [screen out]
- I do not live in Essex [screen out]

7. How would you describe your local area?

- Urban / suburban (city / large town with population over 10,000, living on the fringe of a city/large town)
- Village / rural (settlement of less than 3,000 people / sparsely populated area / more than 20 minute drive from urban area)

8. To which gender identity do you most identify?

- Male
- Female
- Non-binary
- Prefer to self-describe (please state)

9. Which age group do you belong to?

- Under 18 [screen out]
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

10. To which of these ethnic groups do you consider you belong?

- **White**
 - English/Welsh/Scottish/Northern Irish/**British**
 - Irish
 - Gypsy/Irish Traveller
 - Any other white background, please describe
- **Mixed/multiple ethnic origins**
 - White and Black Caribbean
 - White and Black African
 - White and Asian
 - Any other Mixed/Multiple ethnic background, please describe
- **Asian/Asian British**
 - Indian
 - Pakistani
 - Bangladeshi
 - Chinese
 - Any other Asian background, please describe
- **Black/African/Caribbean/Black British**
 - African
 - Caribbean
 - Any other Black/African/Caribbean background, please describe
- **Other ethnic group**
 - Arab
 - Any other ethnic group, please describe

11. Do you have a disability or any long-term health conditions which limits your day-to-day activities?

- Yes
- **No**

12. What is your current employment status? Please tick all that apply.

- Not currently employed
- **Employed full-time**
- Employed part-time
- Employed on flexible/zero hours contract
- Self-employed
- In full-time education or training (e.g. university, college, apprenticeship)
- Volunteering
- Retired
- Other (please state)

About your household

13. Do you live alone?

- Yes (SKIP TO Q16)
- **No** (CONTINUE)

14. How many adults and children are there in your household in each of the following age groups?

	0	1	2	3+
Children aged 0-4				
Children aged 5-11				
Children aged 12-18				
Adults aged over 18				

15. Would you describe yourself as a single parent?

- Yes
- No

16. Which of the following best describes your housing situation?

- I own my home outright (without a mortgage)
- **I own my home with a mortgage**
- I rent my home from the council or housing association
- I rent my home from a private landlord
- I live in student accommodation
- Other (please specify)

17. Which of the following best describes the type of property you live in?

- **House/bungalow**
- Flat/apartment
- Other (please specify)

18. What is / was the occupation of the person in your household who earns / earned the highest salary? (If retired, occupation prior to retirement)

Record teacher

SEG Reference:

A	Higher managerial / professional / administrative (e.g. established doctor, solicitor, board director in a large organisation (200+ employees) top level civil servant/public service employee)
B	Intermediate managerial / professional / administrative (e.g. newly qualified (under 3 years) doctor, solicitor, board director small organisation, middle manager in large organisation, principal officer in civil service/local government)
C1	Supervisory or clerical / junior managerial / professional / administrative (e.g. office worker, student doctor, foreman with 25+ employees, salesperson), student, homemaker
C2	Skilled manual worker (e.g. skilled bricklayer, carpenter, plumber, painter, bus/ ambulance driver, HGV driver, AA patrolman, pub/bar worker, etc.)
D	Semi or unskilled manual worker (e.g. manual workers, all apprentices to be skilled trades, caretaker, park keeper, non-HGV driver, shop assistant)
E	Any of the following casual worker – not in permanent employment, retired and living on state pension, unemployed or not working due to long-term sickness, full-time carer of other household member

[Note to recruiter: question to gauge socioeconomic status. Sample to include a range of socioeconomic grades]

Views and behaviours

19. Who typically does most of the ‘household management’ in your home? (E.g. shopping, cooking, general ‘life admin’)

- Me
- Someone else

20. How often do you do the following, if at all?

	Never	Rarely	Sometimes	Always
Take steps to reduce the amount I throw away in my black bin				
Save energy in the home (switching off lights, smart meter etc.)				
Reduce my water usage (water meter, short showers etc.)				
Reduce the amount of food I throw away (using leftovers, meal prepping etc.)				
Use reusable/refillable products where possible				

[Note to recruiter: question aims to understand how ‘eco-minded’ participants are. Sample to include a range of those answering never/rarely and sometimes/always.]

21. Which of the following do you do to recycle/dispose of household waste?

	Never	Rarely	Sometimes	Always
Recycle paper/cardboard				
Recycle plastics				
Recycle tins/cans				
Recycle glass				
Recycle food using a green food waste bin				
Recycle food using a compost bin				

[Note to recruiter: question aims to identify those who have/use a green food waste bin or compost. Sample to include a range of those answering never/rarely and sometimes/always.]

Further information

22. Do you have any needs or requirements that you would like us to consider for the research (e.g. dyslexia, hard-of-hearing)?

Record N/A

Contact details and consent to take part to be captured in separate info/consent form.

Topic Guides

Concept Group 1 (30 minutes)

Recovery –Energy from waste and Anaerobic Digestion

Energy from Waste

- Have you heard of this beforehand? What do you understand by this? What does this mean to you?

Show slide 5

Show EfW Animation https://www.youtube.com/watch?v=NNJ_AOHW6TM&list=PL09tfl-lkZRM4aTK2UNDeVXydfZxKai-6&index=6

- Now what do you think?
- To what extent do you think this is the right thing to do?
- What are the main positives of this initiative?
- What concerns might you have? (Spontaneous)
(Listen for pollution, location, impact on recycling)
- How would this affect you personally?

Anaerobic Digestion

- Have you heard of Anaerobic Digestion? What have you heard? What do you understand by this?

Show Anaerobic Digestion Animation

https://www.youtube.com/watch?v=f_eGAaO1DHI&list=PL09tfl-lkZRM4aTK2UNDeVXydfZxKai-6&index=4

- Now what do you think?
- To what extent do you think this is the right thing to do?
- What are the main positives of this initiative?
- What concerns might you have?
(Listen for lightning/explosion)
- How would this affect you personally?

Overall

- How do you view EFW and Anaerobic together?
- What would you like to know more about?
- *Probe on elements if necessary: Heat capture, exploring carbon capture and storage and offsetting, pulling out plastics from residual waste*

Show case study (slide 6)

- How impactful is this example? How might this case study change your views?
- How best to communicate EFW and AD – what is most important for you to hear more about?
- *Prompts - Location? Environmental Impact? More technical details?*

Concept Group 2 (30 minutes)

Vision and Zero Waste

Show Slide 7 video <https://www.youtube.com/watch?v=YYrhqAtSs-s&list=PL09tfL-lkZRm4aTK2UNDeVXydfZxKai-6&index=2>

Note: This group would have been exposed to this video earlier in the group, so just summarise main points

- What do you think of this vision?
 - To what extent do you think this is the right thing to do?
 - How impactful is this vision?
 - What are the main positives?
 - What concerns might you have?
-
- Discussion about vision statements generally (before showing vision statement)
 - What is a vision statement meant to be for– what is its purpose?
 - Generally how important is a vision statement to you?
 - How important is it to set the direction of travel?
 - What should a vision statement include?

Show Slide 8 Vision statement

- What do you think of this vision statement?
 - What does it mean to you?
 - Is there anything you don't understand? (listen for zero waste)
 - How would you describe it?
 - In what way is it successful (does it help set direction of travel)
 - Which words are most important/engaging?
 - What are the key words, that best engage/ which words that turn off
 - Better words?
 - What do you think might be missing?
 - How would you improve or reinforce this vision statement?
-
- What do you understand by Zero waste?

Show slide 9 (Zero Waste)

- In what way does this explanation make it clearer?
- How relevant is this to you

Concept Group 3 (35 minutes)

Waste Reduction

- When you think of waste reduction – what comes to mind?
- How might this be achieved?
- Who should be involved to help achieve this (listen for retail, manufacturing, national and local gov, residents etc...)
- Who would you expect to provide the objectives and targets?

Show Slide Targets and ambitions

- How clear are these targets and ambitions?
- What do you understand by residual waste?
- What do you understand by Zero Waste County?
- How do you feel about going beyond these targets?
- What are the main benefits?
- What concerns may you have (if any)
- *Note: When talking about percentages in targets and ambitions we are talking about weight rather than volume.*
-

This is how it could be achieved

Show slides -prevention, circular economy, residual waste

- How achievable do you think this target and ambition is?
- *[Facilitator to support] challenging question – get participant to think of it in terms of own household rather than Essex as a whole.*
- If not, why not?
- How clear are these propositions? (go back to each slide individually and check for comprehension, level of engagement)
- What are the Barriers? What might stand in the way? Manufacturers, retail vs residents ?
- Are there any targets/ ambitions that are missing here?
- Are the EWP focusing on the right things when looking at how to achieve these targets and ambitions? Are the EWP missing anything?

Show case study

- How impactful is this example? How might this case study change your views?
- Outputs from consultation so far show that residents want to see more responsibility taken on by manufacturers and retailers? What do you think about that?
- What do you think ECCs role is in this issue?

[Facilitator] ECCs role: limited with manufacturers and retailers, but a role to play in lobbying central government.

- What would enable creating less waste?

Show Prevention Slide

- What is one thing you could do differently/ What could you do differently?
- What support do you need – what would make a difference? How would this help?
- What are the barriers to waste reduction?

Concept Group 4 (35 minutes)

Reuse and Recycling

- When you think of reuse and recycling – what comes to mind?
- How might this be achieved?
- Who should be involved to help achieve this
- Who would you expect to provide the objectives and targets?

Show Slide Targets and ambitions

- How clear are these targets and ambitions?
- What do you understand by residual waste?
- What do you understand by Zero Waste County?
- How do you feel about going beyond these targets?
- What are the main benefits?
- What concerns may you have (if any)
- *Note: When talking about percentages in targets and ambitions we are talking about weight rather than volume.*

This is how it could be achieved

Show slides - Circular economy, Reuse, Recycling

- How achievable do you think this target and ambition is?
- *[Facilitator to support] challenging question – get participant to think of it in terms of own household rather than Essex as a whole.*
- If not, why not?
- How clear are these propositions? (go back to each slide individually and check for comprehension, level of engagement)
- What are the Barriers? What might stand in the way? Manufacturers, retail vs residents ?
- Are there any targets/ ambitions that are missing here?
- Are the EWP focusing on the right things when looking at how to achieve these targets and ambitions? Are the EWP missing anything?
- Outputs from consultation so far show that residents want to see more responsibility taken on by manufacturers and retailers? What do you think about that?
- What do you think ECCs role is in this issue?

[Facilitator] ECCs role: limited with manufacturers and retailers, but a role to play in lobbying central government.

- What would enable you to recycle more?
- What would enable you to reuse more?

Show Recycling and Reuse Slides

- What is one thing you could do differently/ What could you do differently?
- What support do you need – what would make a difference? How would this help?
- What are the barriers to recycling and reuse?
- How impactful are these examples? How might these case studies change your

Concept Group 5 (30 minutes)**Recycling Services****Show case studies**

- Warm up – who recycles?
- Is there a main recycler at home what is the level of participation
- How do you go about it? What daily tasks- best practices etc
- Trust – How much do you trust what happens with recycling? such as ‘it all goes into one bin anyway’ ‘plastic goes to another country’. Why/Why not?

Show recycling animation

<https://www.youtube.com/watch?v=gKv-7CB1pOQ&list=PL09tfl-lkZRm4aTK2UNDeVXydfZxKai-6&index=3>

- What do you think?
- Has that changed anything? How does it impact the level of trust?
- Do you feel more inspired? Why/why not?
- What are the main benefits?
- Any concerns (if any)?

- What do you want to see more or less off?
- - What support to get it right/ make it easier?
- - [Facilitator Only] Tetra pack example – Districts being unclear if they collect/ sudden changes

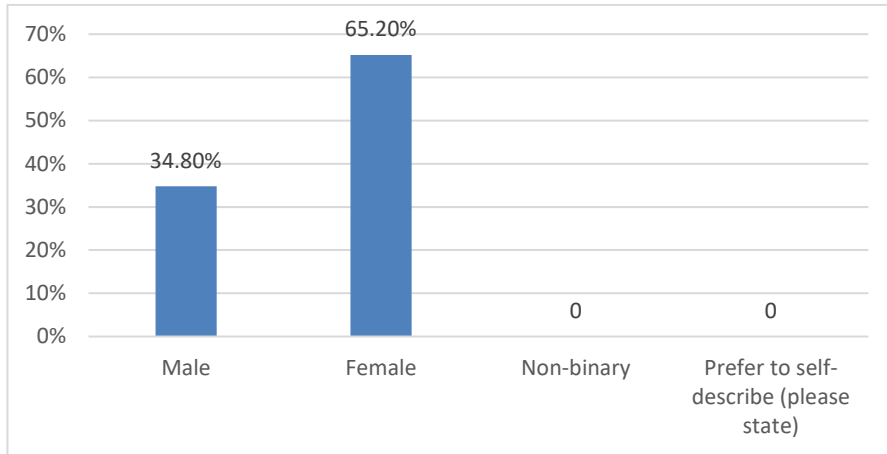
Show case study

- How impactful is this example? How might this case study change your views?

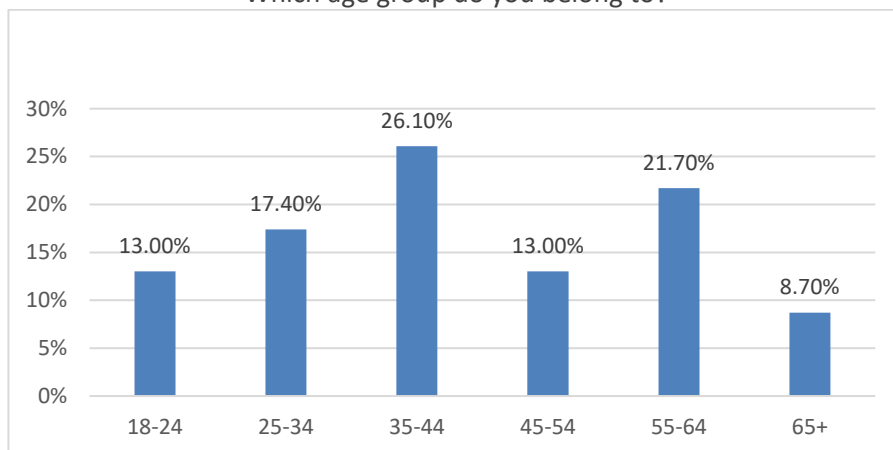
Participants demographics

The charts below show the demographic make up of the 23 participants who attended the five focus groups.

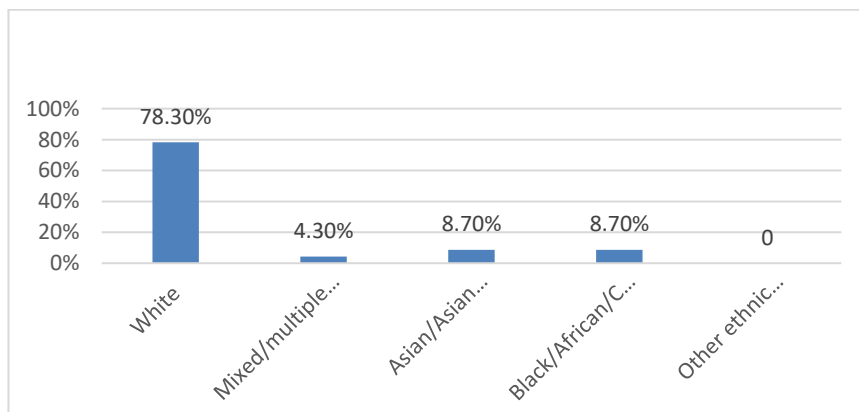
To which gender identity do you most identify?



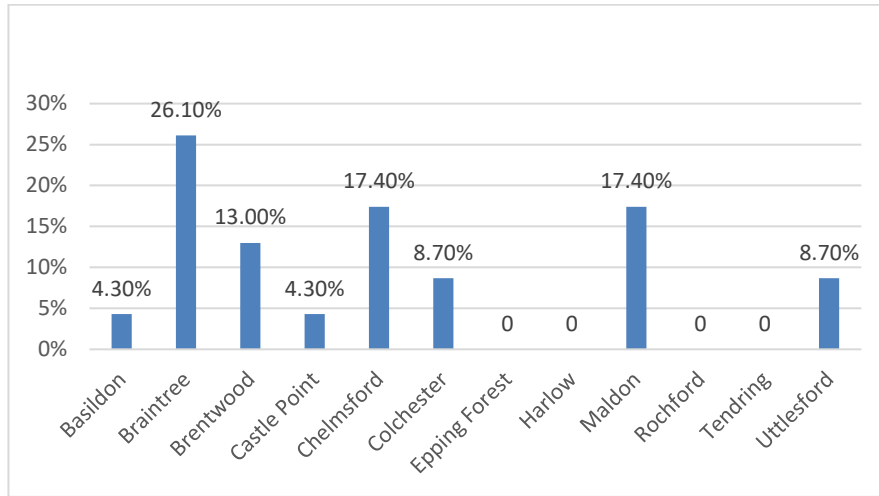
Which age group do you belong to?



To which of these ethnic groups do you consider you belong?



Which Essex district do you live in?



Do you have a disability or any long-term health condition?

