

# People in Essex experience a high quality and sustainable environment

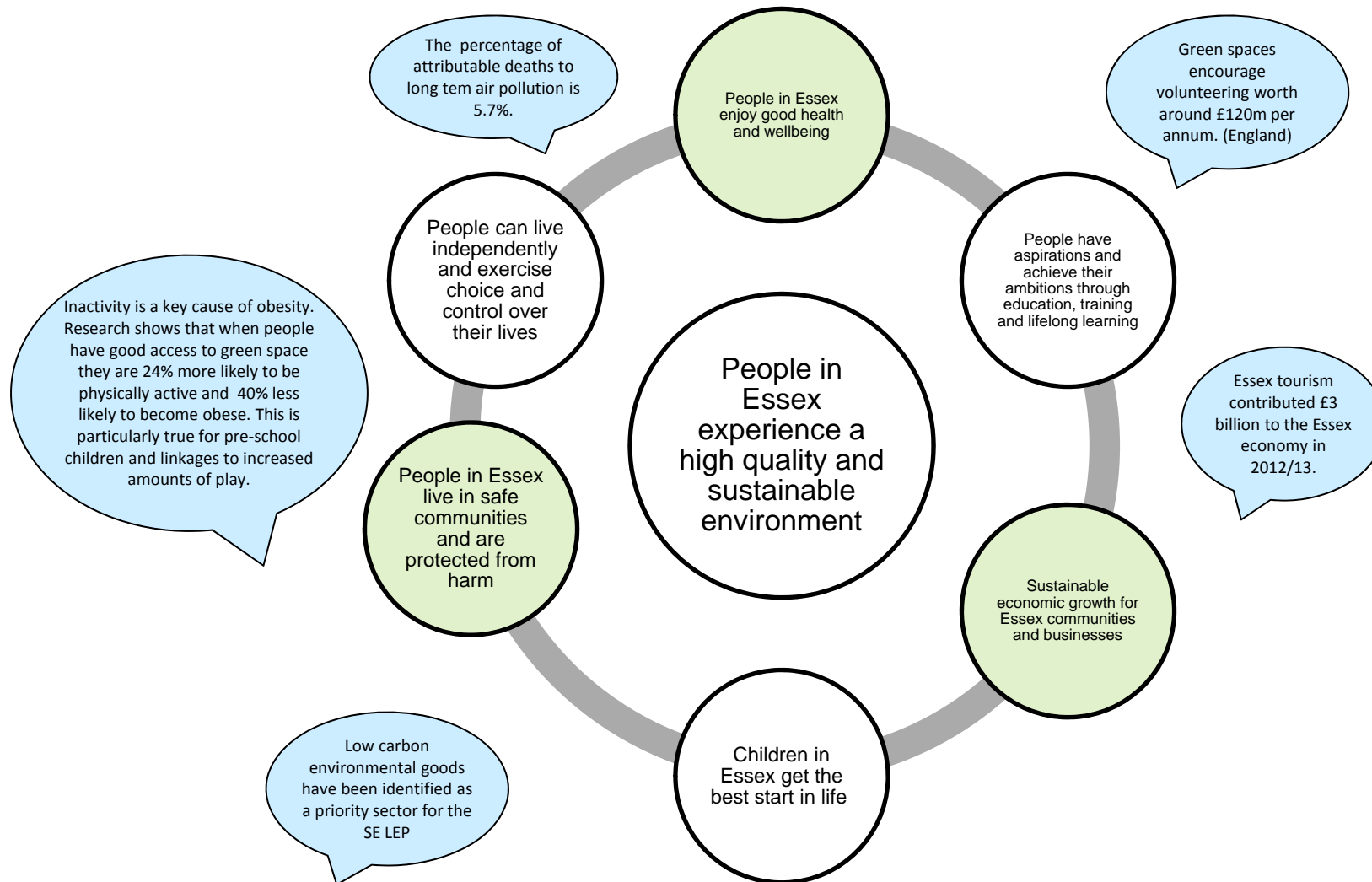
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Essex County Council

## Seven council outcomes and linkages



## Overview

### Our ambition

- To ensure a better quality of life by conserving, developing and promoting a healthy, safe, diverse, clean and attractive environment.
- Essex public services collectively commission in a way that is sensitive to the environment.
- Essex communities are empowered to shape priorities. They recognise the role that they have to play in relation to the environment and act accordingly.

The council has identified seven outcome indicators. We have detailed our ambition in relation to each of these. We have agreed a set of actions to support our achievement of this.



## Guiding principles

Underpinning the achievement of this strategy are some guiding principles which will guide how we work with others:

- Preventative and early intervention
- Lead by example
- Collaborate
- Quick wins and longer term solutions
- Innovate
- Empower communities to create cleaner, greener places
- Be realistic and deliverable
- A learning organisation.

We recognise that communities, landowners and businesses in Essex are part of the team in delivering this strategy. Together we know that a high quality environment is key to economic growth and improving public health, as well as making a significant contribution to other issues.

## Our baseline

- The 2013 Essex County Council Tracker Survey showed that 81% residents are satisfied with the local area as a place to live.
- Polling in 2004 suggests that 85% of Essex residents are concerned about the impact their household has on the environment. The same poll showed that 45% residents feel that they are doing as much as they can to help the environment.
- In 2013/14 waste per household increased by 3.2%.
- Approximately 70,000 households in Greater Essex are classed as fuel poor. 700 people die each year in Essex from cases directly attributable to cold and poor living conditions.
- We estimate that a total 108,000 properties are at risk of flooding in Essex.
- The latest Annual Road Survey shows that 4% of the county's A roads, 5% of the county's B and C roads, and 25% of the county's unclassified roads require structural maintenance. Levels of satisfaction with highway condition also show a downward trend.
- The percentage of attributable deaths in Essex due to long-term anthropogenic particulate air pollution is 5.7%.
- 14% of Essex households have no access to natural green space close to where they live. 44.7% of Essex residents are taking part in no sport or active recreation.

**Outcome indicators:**

**Access to valuable open spaces**

**Perception of the quality of the environment on Essex's cities, towns and villages**

**Level of pollution**

The focus for delivery will be on our partnerships and in influencing others.

This is to improve access to, and the quality/ perception of, the environment in Essex's cities, towns and villages. As well as overall perceptions, we should take account of professional judgements of quality of our built, natural and historic places. An example is the Blue Flag Award for beaches and marinas.

**A snapshot of actions:**

- Increasing the footfall in Essex's open spaces to help people to get healthy activity, with the public health benefits this implies;
- Working towards the delivery of a comprehensive path around the Essex coastline and estuary for economic and health benefits;
- Preparing fundraising and marketing strategies to raise funds to deliver targeted work to improve the perception and quality of Essex's environment.
- Establishing an accurate picture of key pollution levels in Essex and analysing with our partners and identifying priorities for action.



**Thank you**  
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