

Table 9.1 Action Plan Progress

A: Structural Projects

No	Project Name	Project Lead	Project description	Milestones (sub actions)	Indicator	Progress	Target / Completion Date	Comments on emission reductions
A1	Local Transport Plan 3 / Kendal road network alterations	CCC	Define transport infrastructure needs within LTP3 necessary to deliver a sustainable and deliverable LDF and obviate and / or mitigate the adverse impacts of traffic growth in Kendal.	1. Integration into LTP3 & LDF in partnership with planning authority 2. Investigation into & sourcing of funding No timescales yet available	AADT in Kendal town centre	No progress to date - still at an early stage & no details yet available (see also B1)	Need to be in place in time for final phase of LDF in 2025	Reduced AADT in Kendal town centre leads to reduced NO ₂
A2	Local Sustainable Transport Fund (LSTF) bid	CCC / LDNPA	Package of sustainable transport measures aiming to improve walking, cycling & public transport, benefiting the environment, health and the local economy. Could include hybrid buses. Success in the bid could lead to new projects to include in the Action Plan in future.	1. Respond to CCC consultation by 4 March 2011 ensuring Kendal is considered a priority for a scheme; 2. Bid in to DfT by 6 June 2011.	Success of bid	1. Responded to CCC by deadline; 2. Bid submitted	Date to discover if bid is successful is start of July 2011	Reduced NO ₂ through reduced AADT & cleaner buses
A3	Car parking review including Park & Walk	Kendal Futures / SLDC	Consider town centre car parking provision and explore opportunities for long stay and seasonal parking, advertised as Park and Walk, on the outskirts of Kendal.	1. Engage businesses 2011 2. Consult with CCC June 2011; 3. Draw up off street parking order June 2011; 4. Develop initial promotional material (signage, advertising) by Summer 2011	Number of park & walk spaces available; Number of spaces used	1. Several businesses approached regarding providing locations. Pay & Display machines priced.	One location to be running by Summer 2011	Reduce NO ₂ levels through reduced AADT

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A4	Encouraging uptake of alternative fuel vehicles	SLDC	Electric hook-up points for charging electric vehicles where an ongoing need is identified, following Lake District National Park Authority (LDNPA) trial. Reduction in parking permit fee by £50 for A rated vehicles trialed from 1 April 2011.	1. LDNPA point to be installed pending funding from LSTF; 2. Evaluation within 6 months; 3. First point installed on SLDC car park within 6 months of 2. N/A - ongoing	Number of electric hook-ups installed Number of reduced fee permits issued	LDNPA awaiting funding to install at main transport hub in central Lakes Scheme commenced on schedule	1 April 2011	Facilitates use of low / no emission vehicles, reducing NO ₂ levels. Encourages purchase of lower emission cars, reducing emissions in Kendal
A5	Enforcement of parking / loading restrictions	SLDC	Appropriate enforcement of on-street parking restrictions within AQMA, especially at peak times, to reduce congestion caused by restriction of roads.	N/A - ongoing	Number of parking tickets issued	Parking attendants reminded of need for appropriate enforcement at peak times.	Ongoing	Reduction in congestion caused by restricted roads leads to reduced emissions.
A6	Enforcement of weight restrictions	SLDC	Targeted enforcement of 18T weight restriction on Kirkland / Highgate / Lowther Street through joint operation with SLDC, Police & VOSA. (HGV'S have disproportionately large contribution to NO ₂ levels)	1. Investigate background to weight restriction; 2. Contact Police & VOSA June 2011; 3. Carry out operation by end 2011; 4. Review number of offenders with view to repeat	Number of vehicles >18T stopped in restricted area	1. Initial discussions with highway authority underway	First operation to be completed by end of 2011	Reducing proportion of HGV's on this road section will reduce NO ₂ dramatically

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A7	Kendal Car Club	South Lakes Action on Climate Change (SLACC)	Pool cars available in Kendal for Car Club members to use.	1. Launch May 2011	Number of people who are members of the Car Club	1. One car for Kendal fitted out with telematics & has allocated parking on Sandes Avenue car park. 2. Launch event held 21 May 2011. Scheme now up & running.	Completed May 2011	SLACC to provide usage figures to enable calculation of NO ₂ reduction
A8	SCOOT traffic control	CCC	SCOOT to be installed on Blackhall Road & Sandes Avenue to allow controlled flow of traffic, easing congestion. To be rolled out to other road sections if successful.	1. Goes live May 2011; 2. Effectiveness evaluation within 12 months of going live; 3. Investigation into roll-out of remote traffic control (MOVA / SCOOT) to rest of AQMA if evaluation shows success	Waiting time at specified junctions reduced	1. Cabling, hard & software in place April 2011. Went live 18 May 2011.	Completed May 2011	Reduction in standing traffic / improved traffic flow reduces NO ₂ emissions. Potential for 13% reduction in traffic delays reported by SCOOT.

B: Behavioural Change Projects

No	Project Name	Project Lead	Project description	Milestones (sub actions)	Indicator	Progress	Target / Completion Date	Comments on emission reductions
B1	S.106 / Community Infrastructure Levy (CIL)	SLDC	<p>All developments above a threshold required to produce a Travel Plan. Aim for 10% reduction in travel mileage or fee payable by way of money held in trust.</p> <p>S.106 agreements being used until CIL issues resolved, when CIL will take over.</p> <p>S.106 agreements to require money to be put in trust to be used to fund actions in the action plan to mitigate against any predicted increases in NO₂ caused by the development.</p> <p>Supplementary Planning Document (SPD) or Local Development Document to be produced formalising this and linking infrastructure, traffic and air quality.</p>	<ol style="list-style-type: none"> 1. Commence infrastructure planning work based on outcome of Kendal Traffic Study Review by July 2011; 2. Produce guidance on Travel Plans by December 2011; 3. Produce SPD or similar by December 2011 (may form part of 2 above). 	Number of developments with money in trust against effectiveness of Travel Plans	CCC currently undertaking study that will complement / update the Kendal Transport Assessment. Working with CCC on wider infrastructure planning for LDF area (see also A1).	End of 2012	Reduction or no increase in NO ₂ levels caused by required development
B2	Publicity / social marketing campaign	SLDC	<p>Use of general media and SLDC, CCC & KTC residents newsletters to publicise behavioral change in South Lakeland following on from SLDC in-house Behavioral Change program in 2011.</p> <p>Focus on personal gains from increased walking / cycling / use of public transport.</p> <p>Liaison with KTC & CCC.</p>	<ol style="list-style-type: none"> 1. Liaise with Green Team to write articles for SL News & KTC newsletter Summer 2011; 2. Article in July edition of SL News; 3. Investigate potential for employing 	Increase in walking, cycling & public transport use; Reduction in AADT.	1 st article in March 2011 edition of SL News.	<p>2nd feature in June 2011 edition, then ongoing feature.</p> <p>Media campaign underway</p>	Reduction in NO ₂ through increase in use of alternative modes of travel.

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			Bus-back publicity campaign encouraging walking in conjunction with other Cumbrian Authorities. Future roll-out to other mediums (as above).	<ul style="list-style-type: none"> marketing consultants; 4. Obtain funding 1. Discuss with Stagecoach & get costings March 2011; 2. Discuss with other LA's March 2011; 3. Agree project March 2011; 4. Agree design April 2011 5. Deploy summer 2011. 		<ul style="list-style-type: none"> 1. Undertaken March 2011 2. Undertaken March 2011 3. Completed April 2011 4. Completed April 2011 5. Minimum 4 week campaign booked for w/c 23 May 2011 	<ul style="list-style-type: none"> by summer 2012 To run Summer 2011 	
B3	SLDC Travel & CCC Travel Plan (Better Places for Work)	<ul style="list-style-type: none"> HR SLDC SLDC 	<ul style="list-style-type: none"> Lead by example & reduce business travel (fleet and staff vehicles) for SLDC with aim to reduce car travel by 10%. Liaise with CCC on their introduction of BP4W at CCC Kendal offices 	<ul style="list-style-type: none"> 1. HR policy review by end of 2011; 2. Implement requirement for 10% reduction in staff mileage through current round of appraisals by April 2012; 3. Green Team 'Green Travel' promotion / event Sept / Oct 2011 1. Review of Kendal offices summer 2011; 2. Introduction of GTP at Kendal. By end 2011 	Reduction in business mileage; reduction in number of people driving to work.	<ul style="list-style-type: none"> Green Fleet Review completed 2009. Ongoing fleet renewal program – most efficient vehicle currently available is purchased Completed in some other Cumbrian Districts – currently working on 	<ul style="list-style-type: none"> April 2012 To complete end of 2011 	Reduction in NO ₂ can be calculated using reduction in mileage.

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						Carlisle before roll-out to Kendal		
B4	Personalised travel plans	SLDC	Investigate offering personalised travel plans to Kendal residents, potentially as part of social marketing campaign, using project blueprint from SLACC. Initial trial with SLDC employees?	<ol style="list-style-type: none"> 1. Find project owner by end of 2011 2. Investigate funding in 2011; 3. Consult SLACC by end of 2011; 4. Trial SLDC staff early 2012; 5. Roll out to all Kendal households by end of 2012 	Reduction in AADT / increase in walkers & cyclists (cycle counts)	None to date	10% reduction in car travel in Kendal on figures at start of scheme by end of 2012	Reduction in NO ₂ through increase in use of alternative modes of travel.

