



**Local Air Quality Management
Air Quality Action Plan
April 2009**

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DOCUMENT STATUS

This document has been produced by the Regulatory Services Division of Stoke on Trent City Council, working with Air Quality Consultants Ltd to inform the consultation process. At the present time it does not represent the official policy of the City Council: this will be confirmed following comments on this draft from the following;

Statutory:

Secretary of State
Highways Authority

Neighbouring Local Authorities:

Newcastle-under-Lyme Borough Council
Stafford Borough Council
Staffordshire Moorlands District Council
Staffordshire County Council Highways Authority

Internal:

Licensing & Consumer Protection Committee
Stoke-on-Trent City Council Air Quality Strategy Group
Master Planning & Development Control
Transport Planning & Network Planning
Healthy City Division & Healthy Cities Group
City Centre Living

Other Public Authorities:

North Staffordshire Regeneration Zone
Renew North Staffordshire

Business Interests:

North Staffordshire Chamber of Trade
First Bus Plc
Four businesses indicating a willingness to be involved in AQAP

Other Parties:

23 residents indicating a willingness to be involved in AQAP

Executive Summary

Stoke-on-Trent, like other major cities has areas where the annual mean nitrogen dioxide air quality objective is, or is likely to be breached. As a result, on the 04 April 2006 the Stoke-on-Trent Air Quality Management Area (AQMA) was declared, promoting the development of this action plan. Since the Council recognised that future monitoring was likely to reveal other areas also subject to poor air quality, the AQMA was not limited to the areas identified as exceeding the objective, but encompasses the whole City.

Road traffic is a major source of nitrogen dioxide and the North Staffordshire Local Transport Plan (LTP) contains measures that will help to improve air quality. However, the LTP document predates the AQMA declaration; therefore, further evaluation of the likely air quality improvements through LTP actions needs to be done. To aid this evaluation, modelling software has been purchased through a central government grant.

Prior to writing this air quality action plan (AQAP) the City Council consulted widely with both professionals and the public. A workshop was held with representatives from council departments, external agencies and groups, and companies with a professional interest in air quality. In addition, a postal consultation of residents and businesses in the seven areas identified as exceeding the objective was carried out. The workshop and postal consultation produced several common themes that have been carried through into the AQAP. None of the suggestions made have been ruled out. A summary of the actions to improve air quality both through the LTP and the AQAP have been assessed under five headings:

- Network management
- Transport alternatives
- Reducing emissions
- Education, training and publicity
- Land use planning.

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1 Introduction

1.1 The City Environment

Stoke on Trent is an amalgamation six original pottery towns, which came into being in 1910. It enjoys a central location between Birmingham and Manchester in the heart of central England, and is approximately 16 kilometres from north to south, 6 kilometres from east to west with a broadly 'linear' lay-out.

It is a busy, working city with a vibrant culture and friendly people. Whilst commerce has traditionally centred upon ceramics manufacture, much of the local production and support industries are currently relocating away from the area, although tourism focusing upon the most famous names remains. Despite this decline the city remains as one of the most 'industrial' of the non-metropolitan boroughs in the country with over 100 process regulated by pollution prevention and control permits.

The occurrence of high quality coal, ironstone and clay that powered the ceramics industry has left a legacy of wide-scale mineral extraction and ultimately dereliction of parts of the City. The Council and its partners are currently engaged in a process of regeneration and renewal to ensure that new sustainable uses are found to stimulate economic and social growth.

There is no airport within city or within neighbouring local authority boundaries to affect local air quality.

1.2 The City Residents

The City's home to around 240,000 people in over 100,000 households with five per cent of this population being from non-white ethnic minorities. A combination of people moving away, and birth rates falling more rapidly than the national average, has resulted in population decline and an aging population over recent years.

Over a quarter of the people in the City live in areas that are in the 10% most deprived wards in England and three quarters of the population feature in the 20% most deprived wards in the country. Deprivation is linked to poor health. Although the City is improving there remain high rates of long term limiting illness.

Very little study has been carried out on the health impacts of nitrogen dioxide exposure in isolation from other pollutants. However, it is estimated that life expectancy will be reduced by an average of 7-8 months due to general air pollution in the UK; equivalent to a cost of £20 billion each year.

1.3 Air Quality Management

UK National Strategy

An overview of the UK government and devolved administrations' ambient (outdoor) air quality policy is presented in the Air Quality Strategy for England, Scotland, Wales and Northern Ireland. The strategy sets out a way forward for work and planning in air quality issues, details objectives to be attained, and suggests measure to be considered to help achieve them. It also considers the European and wider international framework in which the UK's domestic policies are set. As a Member of the European Union, the UK is required to achieve its requirement under European legislation.

1.4 Local Authority responsibilities

Part IV of the Environment Act 1995 introduced a framework for air quality management that requires all local authorities to annually review air quality within their boundary. Regulations under the Act prescribe air quality objectives for various pollutants and dates for achieving them. Monitoring and modelling is then required to consider present and future air quality and assess the likelihood of the objectives being achieved by the prescribed time.

Local authorities are not required to meet the air quality objectives due to the influence of factors outside their control, but must demonstrate that they are working towards

them through local actions. Periodically each authority must review and re-assess air quality in their area and report on the findings and the outcomes from their actions.

Where the prescribed air quality objectives are not likely to be achieved and members of the public will be exposed to the pollutant the location must be designated as an Air Quality Management Area (AQMA). Once an AQMA has been declared there is a statutory duty, under Section 84 of the Environment Act 1995, for the local authority to produce an Action Plan to pursue achievement of the relevant air quality objective(s).

2 Air Quality in the City

The results of long term monitoring throughout the City shows a general improving trend for air quality in Stoke-on-Trent for all of the monitored pollutants. Though this includes nitrogen dioxide, a number of areas of the City have been identified at which the annual mean air quality objective is, or is likely to be, exceeded.

As a result of this finding on the 04 April 2006 the Stoke-on-Trent Air Quality Management Area (AQMA) was declared, promoting the development of this action plan. A copy of the AQMA Order is shown in Appendix 1

Although the monitoring identified defined areas in which air quality was an issues the AQMA was not limited to those areas alone, since the Council recognised that future monitoring was likely to reveal other areas also subject to poor air quality.

2.1 Areas of poor air quality

From a detailed assessment undertaken by the Council, seven areas of the City were identified where the annual mean air quality objective for nitrogen dioxide would be exceeded. Each of the seven areas consists of major roads/road junctions lined by terraced properties. The seven areas are:

- Burslem
- Cobridge
- Hanley
- Bucknall Bridge
- Joiners Square
- Victoria Road
- Meir.

A map of the seven areas is shown in Figure 1



Stoke-on-Trent City Council
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AQAP

Areas of poor
 air quality



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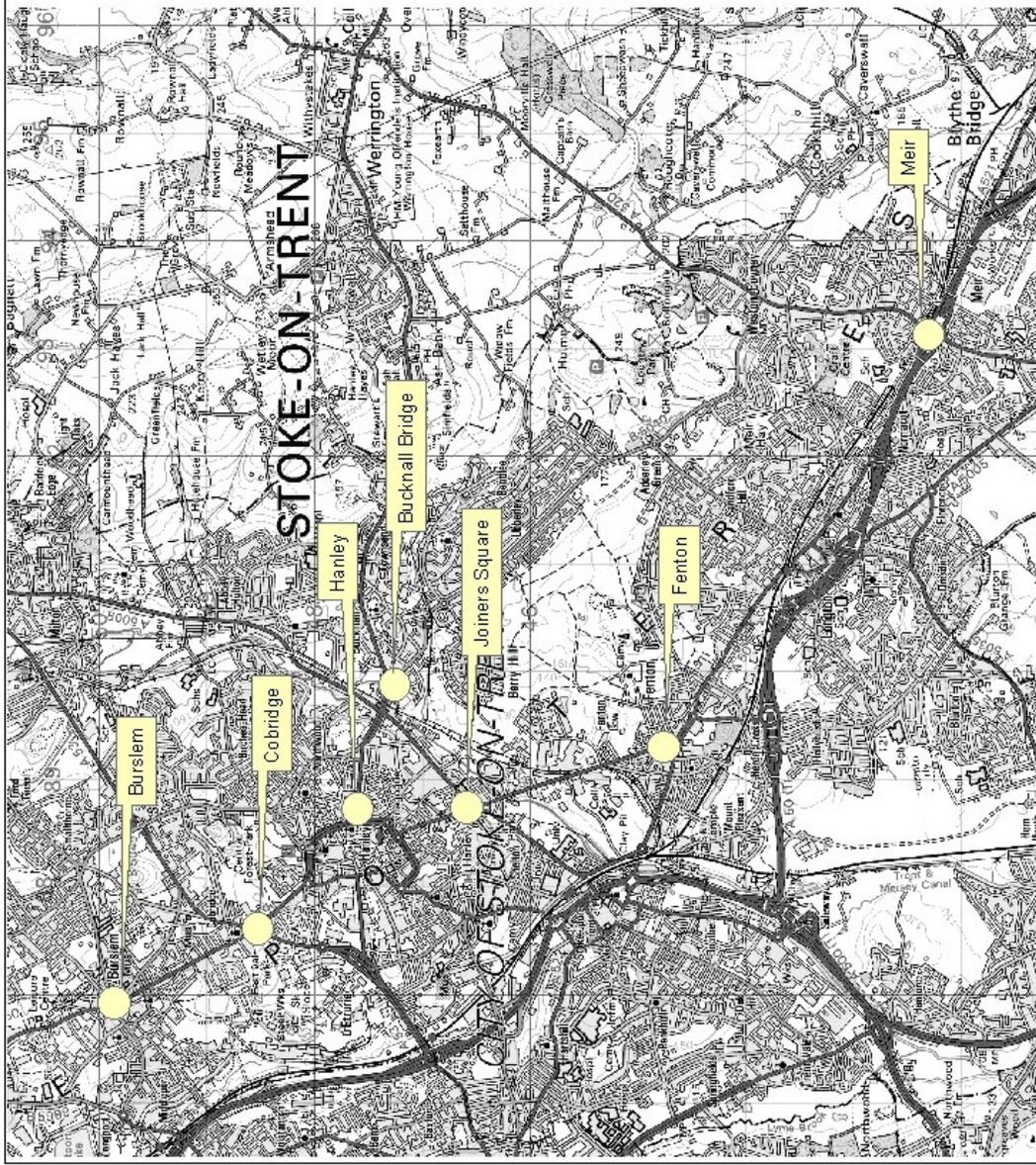


Figure 1

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2.2 The pollutant of concern and its effects

The pollutant of concern is nitrogen dioxide. Nitrogen dioxide (NO₂) along with nitric oxide (NO) is a member of the family of nitrogen oxides (NO_x). Nitrogen oxides are formed at high temperature during combustion processes from the oxidation of nitrogen in the air and any nitrogenous components of the fuel or other material being burned.

Nitrogen oxide (NO) is not harmful to human health, but nitrogen dioxide (NO₂) is an irritant gas that can irritate the respiratory system through inflammation of lung tissue and the airways. The most vulnerable groups of people for these effects are young children and asthmatics. At high concentrations NO₂ can also cause throat and eye irritation, although it is not normally present in the air in sufficient amounts to have such serious effects.

2.3 The source of the pollution

In urban areas, such as Stoke on Trent, the main source of nitrogen dioxide is vehicle emissions. Away from road sources, the concentration of nitrogen dioxide is typically between 20-25 µg/m³ (micrograms per cubic metre). In the exceedance areas, where traffic is a main source, nitrogen dioxide concentrations range between 45-54 µg/m³. The contribution to NO₂ concentration from vehicles in each of the seven identified areas is shown in Appendix 2.

Other sources of pollution and in particular nitrogen dioxide have been considered for example the inland waterways network in the City and industrial sources, however neither is considered significant for the exceedance areas identified. Domestic properties and activities also produce pollution but again this not considered significant, with all areas of the City being subject to smoke control orders.

2.4 Achieving the Air Quality objective

Before attempting to put together an AQAP the Council had to estimate by how much the concentration of oxides of nitrogen (NO_x) would have to be reduced, so that nitrogen dioxide (NO₂) concentrations would be below the objective concentration of 40 µg/m³ (micrograms per cubic metre).

To do this, the monitoring site with the highest concentration of NO₂ in each hot-spot area was used to calculate the equivalent concentration of NO_x for that site. The NO_x equivalent for 40 µg/m³ NO₂ was also calculated for each site and subtracted from the total NO_x concentration. The result was the concentration of NO_x that would need to be reduced at each site for concentrations of nitrogen dioxide (NO₂) to fall below the target annual mean objective. This is summarised in Table 1 for each of the seven areas.

Table 1 Required NO_x reduction

Area	Total NO_x (µg/m³)	NO_x total equivalent of 40 µg/m³ NO₂ at site (µg/m³)	Required NO_x reduction (µg/m³)	% NO_x reduction required
Cobridge	142.0	48.9	93.1	66%
Burslem	110.6	45.0	65.6	59%
Hanley	102.3	47.4	54.9	54%
Bucknall Bridge	132.1	48.4	83.7	63%
Joiners Square	109.7	46.0	63.7	58%
Victoria Place	103.3	45.4	57.9	56%
Meir	110.3	52.7	57.6	52%

3 Policies and Strategies Relevant to Air Quality

The AQAP has been proposed in conjunction with the Council's Air Quality Strategy Group which comprises colleagues from planning, regeneration and local transport, and representatives from neighbouring local authorities, the County Council, and the Highways Agency. The aim of the forum is to ensure that due consideration of air quality is paid to relevant matters including the policies and strategies described below which influence the local area.

It should be noted that while the air quality action plan focuses on the City many of the factors which impact on the production, distribution and dispersal of pollution are contained within strategies which focus across the wider North Staffordshire conurbation.

3.1 Planning

Massive economic and community transformation projects currently affect the City area with the Council and regional bodies acting as a catalyst to drive forward schemes affecting the environment, housing, transportation, health, tourism, and education. Planning strategy lies at the heart of these schemes and the interactions between them. The West Midlands Regional Spatial Strategy is the overarching driver for local planning. It is currently undergoing a review and partial revision to cover the period to 2026. The North Staffordshire Regional Spatial Strategy (NSRSS) is also being revised to ensure that local competing demands for change are managed on the same timescale.

A number of proposals within the draft NSRSS have particular significance for Air Quality, particularly:

- At least 15,000 new homes for the City
- 4 key City areas to become economic regeneration priorities
- An additional 190 Hectares of employment land across North Staffordshire
- Improved access to shops and a boost to the City Centre as a regional shopping destination

- The provision of park and ride facilities and an improved City Centre interchange
- Improved quality public transit services
- The creation of urban villages with a mix of uses for residential, local shops and community facilities

3.2 Regeneration

The City in combination with many partners has identified, and is acting upon, a need for regeneration to improve and grow many aspects of the area. Policies and strategies to achieve this change are focused by the City's Community Strategy: Our City, Our Future. This provides the overarching vision and direction for the City under the leadership of the Local Strategic Partnership, while implementation is focused through Local Area Agreements.

The original Community Strategy focused on change from 2004 – 2014, but is subject to a continual review and revision process, which will see a renamed and updated version published in November 2007. Of the 6 priorities within the current Community Strategy 'a Healthier City where communities live longer in a caring environment and enjoy a better quality of life', provides the greatest focus for air quality management.

The City is looking to regenerate by updating and expanding its housing provision, encouraging more visitors and businesses to the area, and modernising its health care and education provision. Housing renewal is being pursued within North Staffordshire via a Pathfinder initiative – RENEW North Staffs – which is addressing housing market failure, areas of obsolescent housing stock and mismatch between supply and demand. The creation of higher value employment, a more diverse and aspirational housing stock, and radical improvement of the urban environment and infrastructure are all being pursued together with more traditional methods of clearance, refurbishment and new build. Outcomes which regenerate the core of the City, support vulnerable neighbourhoods and help to restructure the social sector all impact upon the production and distribution and dispersal of air pollution and thereby are relevant for this action plan.

Economic regeneration is being driven by the North Staffordshire Regeneration Zone, which aims to ensure the area is 'a successful and rewarding place in which to work and invest, an exciting place to visit, and has an increased quality of life for all'. Key to these outcomes is the development of growth in existing and new business sectors, development of a University Quarter, the creation of a medical cluster around a new hospital complex, revitalising the City Centre and other town centres, and the exploitation of green assets, strategic employment sites and the potential for increased tourism and culture. Such increases in human endeavour will have consequences for air quality which again are relevant for this action plan.

3.3 Local Transport

The proximity of traffic and traffic congestion to homes is a major reason why our air quality management area was declared and hence the aims and objectives of the Local Transport Plan (LTP) are a vital element of our long term air quality action planning.

The North Staffordshire Local Transport Plan 2006-2011 covers the North Staffordshire Major Urban Area, which links the City of Stoke-on-Trent with the more urban parts of Newcastle-under-Lyme and Staffordshire Moorlands. Stoke City Council and Staffordshire County Council prepared the plan jointly based on guidance and funding from government. The plan was developed using evidence from the North Staffordshire Integrated Transport Study and extensive consultation.

The vision for the North Staffordshire Local Transport Plan is:

“To create and maintain an integrated and sustainable transport system for North Staffordshire to facilitate regeneration and to create opportunities for people to live, play and travel in a safe and pleasant environment.”

Defra Policy Guidance, LAQM.PGA(05) recommends that AQAPs should be integrated into LTPs where the local transport has been identified as a major source of

local air pollution. However since the North Staffordshire LTP predates the AQMA declaration integration has not been possible to this point.

Future integration will be considered although it is likely that both the LTP process and air quality as an issue will be drawn into a review and updating of the City's Local Area Agreement.

Figure 2 shows the strong links identified in the North Staffordshire LTP, between improving air quality and the delivery of accessibility and congestion strategies.

In anticipation of an AQMA being declared the LTP also included actions that would result in longer term air quality improvements. The key objectives of each of these strategies are:

Accessibility

- Improving access to the transport network
- Improving access to jobs and local facilities
- Increasing the affordability of sustainable transport
- Improving access to travel information

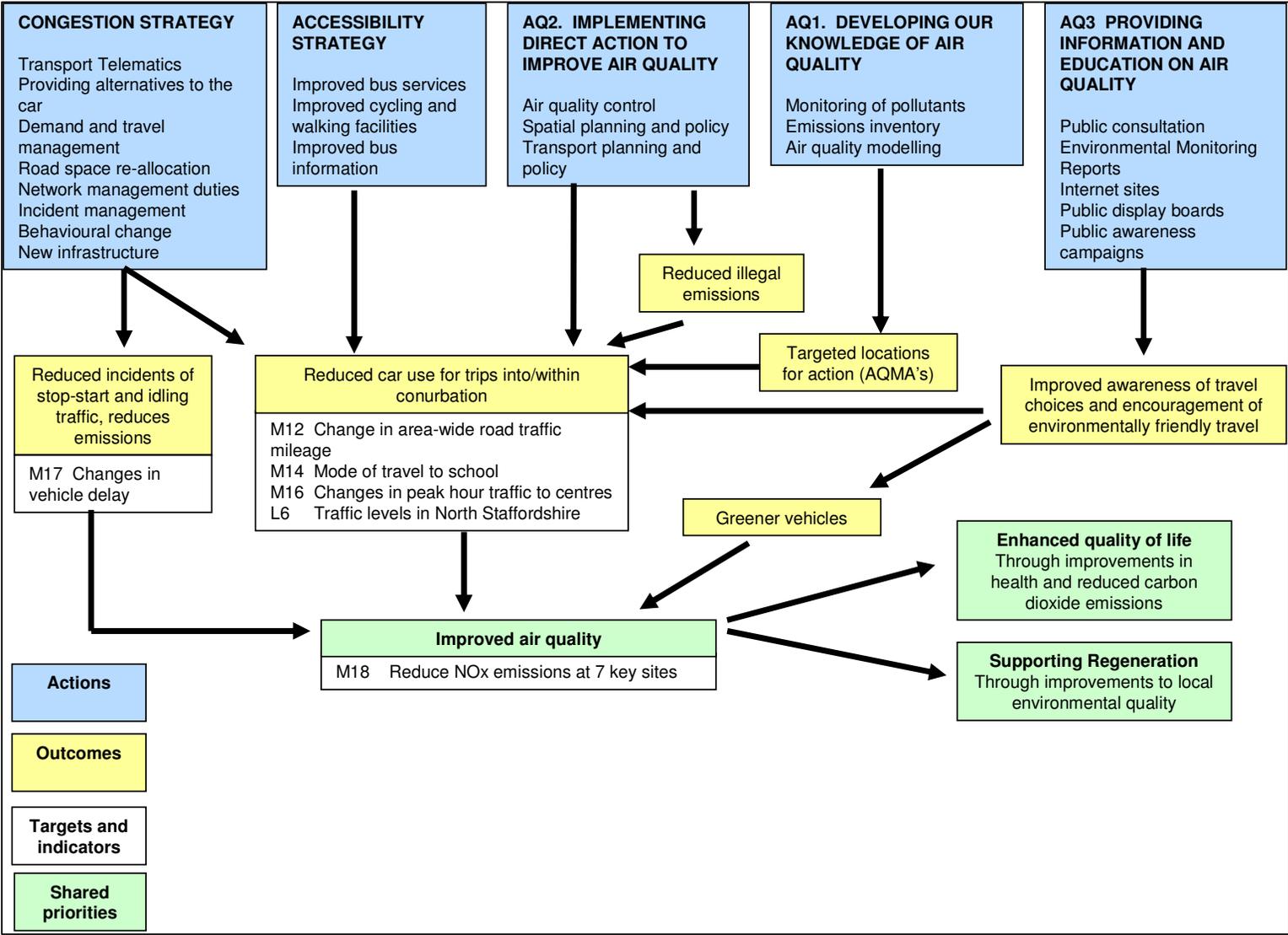
Congestion

- Providing high quality alternatives to the car
- Creating a more effectively managed transport network
- Encouraging smarter travel through travel awareness and behavioural change
- Managing travel demand and car parking
- Providing new infrastructure to meet local transport needs

Longer Term Air Quality

- Developing our knowledge of air quality.
- Implementing direct action to improve air quality
- Providing information and education on air quality

Figure 2 LTP linkages between Air Quality and Accessibility/ Congestion



4 Action Planning

As with most major Cities, road traffic produces most of the pollution needed to be tackled to improve air quality. As described above the North Staffordshire LTP includes 'hard' transport measures which, if resourced and successfully implemented, should result in longer term air quality improvements. To inform this and future action planning, further work is needed to quantify these benefits. A successful bid has been made to Defra for funds to improve the Council's ability to undertake this task with new modelling software and staff training scheduled to be in place by January 2008. This benefit analysis will then become the first major action to be completed under the plan.

LTP actions to be reviewed for benefit, in terms of NO₂ reduction, are listed in Appendix 3

Much of the success in improving air quality will involve life style changes and personal commitment to live, work and travel in different ways to those most people currently adopt. This plan terms actions to achieve these changes as 'soft measures', however they are likely to be more difficult to achieve than the 'harder' physical and environment changes proposed as part of transport planning.

The Council and indeed Government cannot dictate life style changes. Our strategy in producing this action plan was therefore to engage with professional groups, residents and businesses, particularly those in the seven areas identified through monitoring as experiencing poor air quality. In this way we attempted to validate the views of experts and air quality professionals by comparison with the day to day experience and perceptions of the recipients of pollution.

Two separate exercises were conducted with the assistance of Air Quality Consultants Ltd with the aim of identifying practical, shorter term actions which can be assessed and trialled on a localised basis, to provide information to inform future strategic City wide planning.

The actions identified in the two exercises together with measures identified in the LTP were combined and prioritised (see section 4.4 Evaluation of Options).

4.1 Action Planning Workshop

An action planning workshop was arranged and attended by 30 people representing the Council, external agencies and groups, and companies with a professional interest in air quality.

The aims of the workshop were to:

- Engage with other strategies and policies which involve issues having a direct or indirect effect on air quality; particularly those which seek to develop and regenerate the city environment.
- Seek practical measures which could influence air quality in the short term
- Support traffic management policies contained in the LTP
- Promote practical 'day-to-day' measures which will affect pollution released into the City environment, whether on a small or large scale.
- Project the City Council as a role model for other organisations, particularly in respect of the impact our own activities make to the air pollution burden of the area.
- Raise awareness of air quality matters and thereby influence policy and strategy issues within attendees own work areas.
- Inspire a number of air quality 'champions' to undergo small but significant changes in their own life styles to inspire friends, neighbours and work colleagues to accept more personal responsibility for the effects they have upon the City's environment.

The workshop venue and travel arrangements were organised to begin the process of 'setting an example', with the venue being chosen to be the closest and most central to the majority of attendees, and group travel being organised for the rest to remove the need for numerous individual car journeys.



Figure 3 Consultation workshop

Attendees were split into four groups and asked to think about measures which could be included in the AQAP, under four themes:

- Land use and regeneration
- Enforcement/air quality control
- Leading by example/ partnership working
- Education and Information

Attendees also considered what opportunities and barriers each action might present. The groups were circulated, so that people had the opportunity to consider different categories of measures. Each attendee was then able to place 20 green sticky dots and 10 red sticky dots to show support (green) or opposition (red) to the measures.

A total of 64 measures were suggested by the workshop to improve air quality across the City. These are listed in Appendix 4.

Details of the workshop attendees are shown in Appendix 5

4.2 Residents and Businesses Survey

While the workshop focused on City wide measures it was considered important to collect information from the seven air quality exceedence areas. For this postal questionnaires were sent to 626 residents and 276 businesses. The aims of this consultation were to:

- Raise awareness of air quality matters
- Find partners to assist with action planning and performance monitoring
- Encourage ownership of the causes of poor air quality
- Inspire air quality 'champions' to undergo small but significant changes in their own life styles to inspire friends, neighbours and work colleagues to accept more personal responsibility for the effects they have upon the City's environment.

Details of the questions asked via the postal survey is contained in Appendix 6.

The response to this consultation was greater than anticipated, with 12% returned from residents and 11% from businesses. The numbers returned for each area is shown in Table 3.

Table 3 Summary of participation in residents and businesses survey

Area of Stoke-on-Trent	RESIDENTS			BUSINESSES		
	No. of residents consulted	No. responses received	No. willing to be involved in AQAP	No. of Businesses consulted	No. responses received	No. willing to be involved in AQAP
Bucknall Bridge	25	5 (20%)	2	5	0 (0%)	0
Burslem	24	2 (8%)	1	74	6 (8%)	0
Cobridge	52	9 (17%)	2	10	1 (10%)	0
Hanley	165	23 (14%)	7	26	1 (4%)	0
Joiners Square	69	7 (10%)	2	11	1 (9%)	1
Meir	170	18 (11%)	7	52	10 (20%)	2
Victoria Road	121	12 (10%)	3	98	12 (12%)	1

TOTAL	626	76 (12%)	24	276	31 (11%)	4
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Responses to the questionnaires showed that:

- The questions had provided a platform for respondents to voice various concerns and issues in relation to local air quality.
- Air quality in the City is considered to be below average by >50% of all respondents.
- The link between traffic congestion and poor air quality is made by respondents through a number of the responses to different questions asked.
- Traffic fumes appear to indicate poor air quality to the majority of respondents, and many cite rush-hour traffic as the main period of poor air quality.
- Health problems attributed to poor air quality include asthma, hay fever and headaches.
- Respondents consider the main responsibility for improving local air quality to lie with Stoke-on-Trent City Council.
- 23 residents and 4 businesses said they were willing to be involved in the AQAP.

Those residents and businesses who indicated that they would be willing to be involved in the AQAP, will receive copies of the draft action plan, will be asked for comments and ideas for any actions trialled, and will be invited to assist with performance monitoring of the plan and future air quality monitoring.

4.3 Conclusions from consultation

The two forms of consultation, the workshop and postal questionnaire were targeted at two distinct groups. The workshop group was made up of mainly professionals, whose work could have direct/indirect impacts on air quality. Some prior knowledge of the causes and effects of pollution would be expected. Within the workshop environment there was opportunity to exchange ideas and information.

The group to whom questionnaires were sent was made up of people who live/work in the seven exceedance areas, and therefore have first hand knowledge of the effects of the current poor air quality. The background knowledge of this group might vary considerable and there would be no opportunity for information exchange.

With these differences in mind, it is encouraging to find that there are several common themes in responses from both the workshop and the questionnaire groups, which validates both the importance given to this issue by the Council, and direction in which solutions are being sought. The themes common to both groups are highlighted below.

- The need to divert traffic away from residential areas or build residential areas away from heavily trafficked roads was identified in responses to the questionnaires. These views link in with the suggestion from the workshop for early consultation between the master planning, highways and planning duties of the council. There are also links to the workshop suggestion for a Quality Freight Partnership.
- The need for cleaner vehicles identified in responses to questionnaires has links with the workshop suggestions for making the council vehicle fleet more 'eco-friendly' and to encouraging renewal of the public vehicle fleet.
- Links can also be seen between the response to the questionnaires suggestion of better/cheaper public transport and the workshop suggestions to: encouraging 'green' travel plans; link more affordable public transport to land use; and provide transport information packs for new developments.
- Response to the questionnaire showed that the public were unsure about the roles of the Council, the central government and other agencies with regard to air quality. Many believe that the Council have the main responsibility for improving air quality. There are links with the workshop suggestions to educate about the air quality impacts of short journeys and driving styles. This particular questionnaire response indicates a general lack of ownership of the causes of poor air quality.

4.4 Evaluation of Options

The two consultation exercises and list of LTP measures to improve air quality were used to inform specific actions to improve air quality under five headings:

- 1 Network Management; measures designed to tackle traffic congestion
- 2 Transport Alternatives; measures to make other modes of transport attractive (Walking, cycling, public transport, car-sharing schemes)
- 3 Reducing Emissions; fleet management, alternative fuels, enforcement
- 4 Education, Training & Publicity; measures to raise awareness, provide information, offer training with the aim to change travel behavior
- 5 Land-use Planning & Regeneration; special planning, development control, masterplans

The summary table is shown in Appendix 7 together with evaluation of measures against four criteria:

- Air quality impact (i.e. reduction in emissions or concentration);
- Cost of measure;
- Feasibility or practicality of option (including the wider non-air quality impacts);
- Timescale for implementation.

Air Quality Impacts

Air quality impacts have been classified as 'low', 'medium' or 'high'. For each measure or package of measure, the expected reduction in annual mean NO₂ concentration has been evaluated. At this stage, this has been based on professional judgement, drawing wherever possible on experience gained from other studies. It should be noted that the City of Stoke-on-Trent intend to undertake more work to quantify air quality benefits of specific measures. A successful bid has been made to Defra for funds to undertake this element of work.

The following classification scheme has been used:

Low; *imperceptible* (a step in the right direction). Improvements unlikely to be detected within the uncertainties of monitoring and modelling;

Medium: *perceptible* (a demonstrable improvement in air quality). An improvement of 2 µg/m³ NO₂ which could be shown by a modelling scenario. Improvements not likely to be shown by monitoring due to confounding factors of the weather;

High significant. Improvement of more than 2 µg/m³ NO₂ can be clearly demonstrated by modelling or monitoring (a significant improvement is likely to be delivered by a package of options rather than by a single intervention.

Cost

The implementation of the measures set out in this Action Plan are dependant on securing a sufficient consistent level of funding to both support any addition staff that may be required and to deliver the programme. In line with current Government guidance, it is not necessary to carry out a detailed cost-benefit analysis. Rather the aim is to provide a broad indication of costs so that the proposed measures can be ranked according to the cost and the expected improvement to air quality. The following classification scheme has been used; '**Low**' cost is taken to be <£50K; '**Medium**' cost is £50K-£500K; '**High**' cost is £300K - £1 million and '**Very High**' cost is pver £1 million.

Cost Effectiveness

Air quality Impact and Cost could be combined to provide an indication of cost-effectiveness. Table 4 provides the classification used in Table ??

Table 4 Cost effectiveness criteria

	Cost				
		Very High	High	Medium	Low
Air quality impact	High	Medium	Medium	High	Very High
	Medium	Low	Low	Medium	High
	Low	Very Low	Very Low	Low	Medium

Feasibility

The feasibility of individual measures is not straightforward to quantify. The following factors have been taken into consideration:

- Alignment / synergies with other City of Stoke-on-Trent initiatives (such as regeneration programme), strategic initiatives, regional planning strategies or Local Transport Plans;
- Wider non-air quality impacts (social, environmental or economic);
- Stakeholder acceptance / 'political' feasibility;
- Source of funding available or possible.

Wider Impacts

The wider (non-air quality) impacts reflect the potential upon other environmental criteria (e.g. noise, visual amenity and climate change gas emissions) and non-environmental criteria (social and economic issues). Semi-quantitative descriptions have been used.

These descriptions are based on positive and negative impacts with '++ve' being very positive, '+ve' being positive; negative impacts are described as '-ve' and '- -ve'.

Where the measure has both positive and negative impacts, the overall impact has been evaluated. In arriving at the feasibility 'scores' there is inevitably some element of professional judgement included.

Timescale

The timescale for the implementation of measure has been considered. The following classifications have been used: '**Short-term**' relates to those measures that can be implemented within 1 year. '**Medium-term**' relates to those implemented within 2-4 years. '**Long-term**' options are those which are 4+ years (i.e. those potentially subject to feasibility studies at this stage will be considered for implementation in future round of Local Transport Plans).

4.5 Integration of AQAP into LTP

The AQAP will be integrated into the local transport plan during the publication of LTP 3.

4.6 AQAP

	Action	Impact on air quality	Cost	Cost-effectiveness	Feasibility	Wider impacts	Timescale	
1	Network Management							
1.1	Enforce speed limits	Low	Low to council	Medium	Speed enforcement is carried out by Staffordshire Police Force.	+ ve	Ongoing	
Divert traffic	1.2	Divert traffic around Burslem town centre	High (Burslem Town Centre)	High	Medium	Funding available for SE NW schemes	+ ve	Medium
	1.3	Divert traffic from Dividy Rd/Bucknall Rd junction	High (Bucknall Bridge)	High	Medium	Hanley/Bentilee link road is GOWM priority project	+ ve	Long
	1.4	Complete city-centre ring road.	Low	Low cost to council	Medium	Potteries Way (Broad St to Etruria Rd) to be achieved by S106 agreement with developer Tesco. Potteries Way (Etruria Rd to Waterloo Rd) to be completed by s106 agreement by developer Lear Management.	+ ve	Long-term dependant on developer
	1.5	Provide clear route signage on major routes through city	Medium	Medium	Medium	Ongoing	++ ve	Ongoing
	1.6	Introduce low emission zones (LEZ)	Low - medium	High	Low - medium	No funding available	+ ve	Long
	1.7	Introduce road user charging (congestion charging)	Low - medium	High	Low - medium	Perceived -ve economic impact.	+ ve	
	Parking	1.8	Reduce number of city centre parking spaces	Low to medium	Low	Low to medium	Perceived -ve economic impact. Low political support. Not supported by East/West Shopping Centre regeneration project	+ ve
1.9		Increase car parking charges	Low	Low - medium	Medium	Perceived -ve economic impact. Low political support. Not supported by East/West Shopping Centre regeneration project	+ ve	
1.10		Enforce 'school run' parking restrictions	Low	Medium	Low	Ongoing	+ ve	Ongoing

	1.11	Increase number of no stopping zones outside schools	Low	Medium	Low	Ongoing	+ ve	Ongoing
Reduce congestion	1.12	Reduce road congestion at key traffic signal junctions. using Remote Monitoring System (RMS) to improve fault response time.	Low to medium at specific locations	High	Low	Funding available	+ ve	Short
	1.13	Reduce congestion along key routes using ANPR to inform UTMC.	Low to medium at specific locations	Medium	Low	Funding available	+ ve	Short
	1.14	Reduce congestion caused by roadworks using Highways Asset Management Plan (HAMP) to prioritise works.	Low	Medium	Low	Funding sought	++ ve	Medium
	1.15	Promote car sharing through HOV lanes	Low to medium at specific locations	Medium	Low to medium		+ ve	Long
	1.16	Extend bus lanes to motorcycles and scooters	Low	Medium	Low	Trial needed to investigate outcome	+ ve	Medium
	2	Transport Alternatives						
Increase bus patronage	2.1	Develop priority bus route from Keele to Kidsgrove via Stoke rail station and city-centre (streecar)	Medium	Very high	Low	Funding being sought. Streetcar project is 1 of 8 GOWM region priorities.	++ ve	Long-term
	2.2	Develop a bus priority route from Stoke Station to City Centre	Low	Very high	Very low	Links to University Boulevard development	++ ve	Medium
	2.3	Develop a bus priority route at Bucknall New Road	Low - medium	Very high	Very low			Medium
	2.4	Improve efficiency and perceived unreliability of bus service using SPRITE (real time passenger information)	Low	Very high	Very low	Funding available	+ ve	Short
	2.5	Provide alternative transport information through Traveline	Low	Low	Medium	Ongoing	++ ve	Ongoing
	2.6	Reduce anti-social behaviour, crime and fear of crime on public transport by installing CCTV at specific bus shelters	Low	Low	Medium	Funding available	+ ve	Short

	2.7	Improve accessibility and personal security between main bus routes and residential areas by improving footpaths, lighting and pedestrian crossings.	Low	Medium	Low	Funding available	+ ve	Short
	2.8	Provide subsidiser bus route through purchase of one full size Cityrider bus (e.g. Plumline).	Low	Medium	Low	Funding available	+ ve	Short
	2.9	Introduce free or low price travel.	Low to medium at specific times	Low	Medium to high	Free bus travel for over 60's. Investigation underway into extending free bus travel to low income groups.	++ ve	Medium
	2.10	Develop park and ride schemes	Low to medium	Very High	Very low to low	No funding available.	+ ve	Long
	2.11	Provide and promote use of better bus links to tourist attractions	Low	Low	Medium		+ ve	Short
	2.12	Provide free bus travel to new developments (i.e. 6 month bus pass for new residents)	Low	Low	Medium	s106 funding limited due to poor economic climate	+ ve	Deferred until economic climate improves.
Promote Cycling	2.13	Promote cycling through 'Cycling City' events	Low	Medium	Low	Funding available	++ ve	Short
	2.14	Improve cycle access to the canal system.	Low	Medium	Low	Funding available	++ ve	Short
	2.15a	Implement the Governments 'Cycle to Work' Scheme for council employees.	Low	Low	Medium	Alignment with sustainability initiatives	++ ve	Short
	2.15b	Promote the the Governments 'Cylce to work' scheme through Green Travel Plans	Low	Low to council	Medium	Ongoing	++ ve	Ongoing
	2.16	Expand cycling proficiency schemes in schools	Low	Low	Medium	Alignment with Cycling City status	++ ve	Ongoing
	2.17	Expand cycling network	Low	Very high	Very low	Funding available	++ ve	Ongoing
	2.18	Promote 'Cycling Journey Planner'	Lopw	Low	Medium	Aligment with Cycling City status	++ ve	Short
	2.19	Promote use and increase security of cycle routes close to new developments	Low	Low	Medium	Use s106 when economic climate improves Alignment to Cycling City Status	+ ve	Review within 1 year

Promote walking	2.20	Promote walking by providing puffin crossings at strategic crossing points.	Low	Medium	Low	Funding sought to improve crossings at Grove Rd, Fenton; Leek Rd near Birches Head Rd; Baths Rd, Longton; Victoria Rd, Fenton; A34/Clayton Rd; Copeland St and Liverpool Rd; Bucknall Rd/Werrington Rd junction	+ ve	Short
	2.21	Expand school walking bus schemes	Low	Low	Medium	Officer needed to promote & co-ordinate	+ ve	Medium
	2.22	Support & promote NHS 'Walk This Way Project'	Low	Low	Medium	Alignment with Healthy City Project. Supported by the council & NHS	++ ve	Short
	2.23	Promote walking through local road safety schemes at accident hot-spots	Low	Medium	Low	Funding sought for improvements at: Anchor Rd, Longton; Ford Green Rd, Burslem; Scotia Rd, Burslem; Porthill Rd approach to A500; Sandon Rd approach to A50	++ ve	Short
Promote green travel plans	2.24	Develop Stoke Station Travel Plan & improve public transport access to station	Low	Low	Low to medium	Alignment with LTP initiative. Funding available to connect Stoke railway station to city centre & improve access and interchange between Longton Rail and bus stations.	+ ve	Long
	2.25	Encourage businesses to promote sustainable transport by providing cycle storage, lockers, shower facilities	Low	Low	Medium	Funding available through Travel Plan Grant Scheme	+ ve	Ongoing
	2.26	Promote green travel plans	Low	Medium	Low	No statutory powers to enforce, but alignment with LTP. Green travel plans required in support of major planning development	++ ve	Ongoing

						Funding sought for Kingsland Primary & Nursery Schools, Bucknall; Sandford Hill Primary School, Longton; Abbey Hulton Primary School; Birches Head Primary School, Weston Coyney Infants School; Whitfield Valley Primary School; Holywall Primary; Clarice Cliff Primary; St John's CE; Burnwood Primary		
	2.27	Promote safer routes to school	Low	Low	Medium		++ ve	Medium
	2.28	Promote rail travel & publicise train operating companies' services & information through sustainable travel plan	Low	Low	Medium	Alignment to LTP initiative.	+ ve	Short
	3	Reducing emissions						
	3.1	Enforce emissions limits from industrial (Part A2 and Part B) processes.	Low	Low	Medium	Ongoing	+ ve	Ongoing
Reduce vehicle emissions	3.2	Control smoky vehicles through 'smog-buster' campaign	Low	Low	Medium	Ongoing	+ ve	Ongoing
	3.3	Promote grants for transport operators to improve vehicles	Low to medium	High	Low to very low	Government incentives available	+ ve	Short
	3.4	Limit the age of vehicles licensed as Taxis	Low	Low to council	Medium	Alignment with taxi vehicle age policy	+ ve	Ongoing
	3.5	Introduce car fleet renewal initiatives for general public	Low	Low to council	Medium	Funding from Government Car Scrapage Scheme 2009	+ ve	Short
	3.6	Introduce car lease scheme for council employees to encourage new vehicle use	Low	Low to council	Medium	Conflict with initiatives to encourage public transport usage. No funding available for loan scheme.	+ ve	
	3.8	Include Travel Plans as part of Section 106 agreements	Low	Minimal for council	Medium	Alignment with planning policy on travel plans for developments.	+ ve	Ongoing
	3.9	Purchase eco-friendly car for Lord Mayor	Low	Low	Medium	Review under sustainability initiative & CC		Review within 1 year

						Alignment with CC initiatives. Alignment with ongoing programme of vehicle renewal to Euro V standard prior to legislative requirements; and operation of HGV to reduced emission certificates.		
	3.10	Improve council fleet	Low	Low	Medium		++ ve	Ongoing
	3.11	Encourage other large employees (NHS, Police Authority) to improve fleet.	Low	Low	Medium	No funding available for additional staff to promote scheme	+ ve	
	3.12	Develop quality bus partnership to include minimum Euro standard buses on all routes and use of alternative fuels.	Low to medium at specific locations	Very high to operator	Very low to low	Alignment to quality bus partnership	+ ve	Ongoing
	4	Education, Training & Publicity						
Promote 'ways to reduce air quality impacts'	4.1	Produce museum exhibit aimed at families and supported by school teaching pack.	Low	Low	Medium	Funding available	++ ve	Short
	4.2	Ongoing high level marketing of sustainable travel under Travelwise branding (e.g. eco-driving, problems with short journeys, health benefits of walking/cycling etc.)	Low	Medium	Low	Promote 'Share a lift' campaign.	+ ve	Short
	4.3	Promote Green Travel Plans for schools and businesses	Low	Low	Medium	Funding available	+ ve	Ongoing
	4.4	Provide extra mileage allowance for car sharing within Council	Low	Low to medium	Medium to high		+ ve	Medium
	4.5	Monitor & publish air quality data throughout the city	Low	Low	Medium	Alignment with statutory duty to monitor. Data publish on website.		Ongoing
	4.6	Promote Quality Freight Partnership	Low to medium	Low	Medium	No funding available for additional staff to promote scheme	+ ve	
	4.7	Provide priority parking for car-sharing in employers car parks	Low	Low	Medium	Encourage through Green Travel Plans	+ ve	Short
	4.8	Provide alternative transport information packs for new developments	Low	Low	Medium	Use s106 agreements when financial climate improves	+ ve	Medium

4.9	Publicise material from LTP to target groups to advise where they relate to air quality	Low	Low	Medium	Alignment with LTP priorities.	+ ve	Ongoing
4.10	Promote working at home 1 day per week or fortnight	Low	To be investigated		HR & IT to investigate feasibility for council staff	+ ve	Investigate within 1 year
4.11	Promote City Council 'green' vehicles through signage.	Low	Low	Medium	Investigate feasibility No funding available - investigate feasibility within 12 months.	+ ve	Investigate within 1 year
4.12	Provide visible information outside schools (e.g. VMS for real time pollution concentration)	Low	Medium to high	Low to very low	Funding not available for real-time monitoring outside schools.	+ ve	Long
4.13	Promote buying products locally, therefore not using the car	Low	Medium (officer & material to promote)	Low	Alignment with PCT funded Staffordshire University project to investigate food accessibility and food poverty links. No funding available for additional staff to promote scheme	+ ve	Long
4.14	Encourage businesses to have flexible working hours. Stagger start times with neighbouring schools to allow walks between schools	Low	Medium (officer & material to promote)	Low to very low	Consider promoting with Travel Plans	+ ve	Short
5	Land Use Planning						
5.1	Provide supplementary planning documents with regard air quality	Low to medium in specific areas	Low	Medium	Use s106 when economic climate improves	++ ve	Medium
5.2	Promote early consultation between Master Planning, Highways and Planning Departments	Low to medium in specific areas	Low	Medium	Alignment with current planning policy	+ve	Ongoing
5.3	Demolish or change land-use for residential properties in areas of poor air quality.	Medium in specific areas	Medium to high	Medium to low	Alignment with regeneration strategy	+ve	Ongoing
5.4	Provide green space for walkways and cycle paths etc	Low	Low	Medium	Use s106 when economic climate improves	++ve	Short
5.6	Improve energy efficiency in council buildings	Low	Cost saving	High	Alignment to CC strategy	++ ve	Ongoing

5 Performance Management

Monitoring improvements in air quality will take time although it is hoped that some shorter term gains will be apparent by the time that the LTP falls due for review. Divorcing outcomes from this action plan from the impacts of national measures on air quality may also prove challenging.

Where possible success will be monitored by looking for outputs that are indicative of changes in air quality. In addition the potential for further benchmarking of attitudes and perceptions of residents and businesses in the seven exceedence areas will be explored.

Regular reports on progress with the plan will be made to Defra as part of the regime required by national guidance. Annual reports will also be made to the Licensing and Consumer Protection Committee as part of the elected representative's performance monitoring responsibilities.

APPENDIX 1 – Air Quality Management Area Order 2006

THE CITY OF STOKE-ON-TRENT

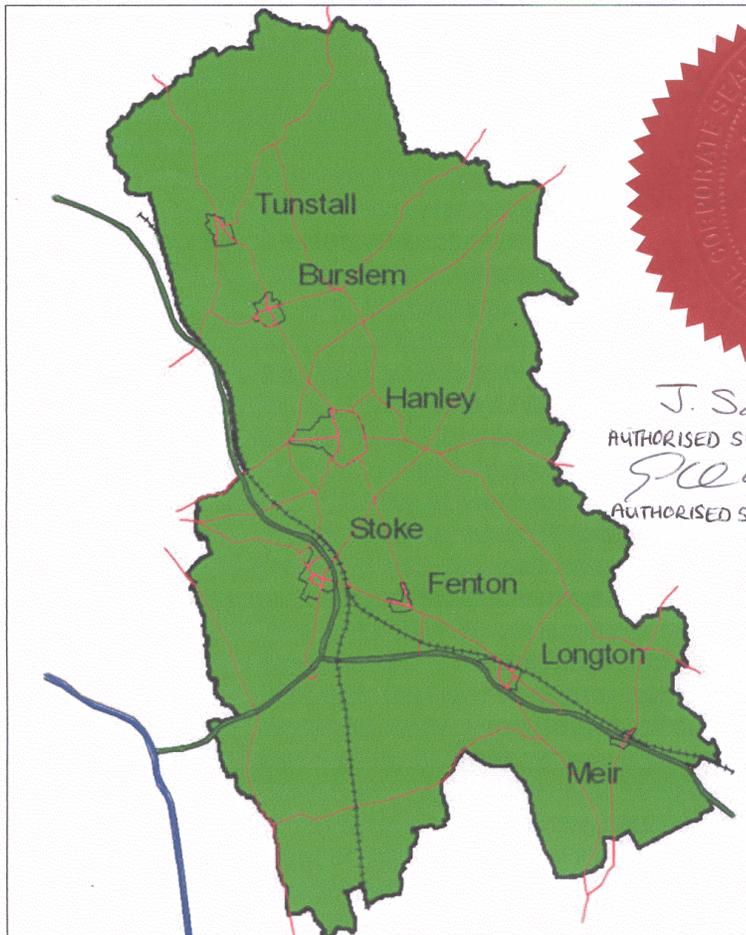
STOKE-ON-TRENT AIR QUALITY MANAGEMENT AREA ORDER 2006

The Area is designated in relation to likely breaches of the annual mean Nitrogen Dioxide air quality objective specified in the Air Quality (England) Regulations 2000.

For further details see the City Council's Detailed Assessment of Air Quality published May 2005



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J. Savage
AUTHORISED SIGNATORY
[Signature]
AUTHORISED SIGNATORY



Air Quality Management Area

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APPENDIX 2 – Source Apportionment of nitrogen dioxide

Area	Monitoring Site	2008 annual mean NO₂ (µg/m³)	Regional background NO₂ (µg/m³)	Local background NO₂ (µg/m³)	Cars (µg/m³)	LGVs (µg/m³)	HGVs (µg/m³)	Buses (µg/m³)
Cobridge	2005/001	53.7	5.2	19.0	24.1	3.5	1.2	0.6
Burslem	2005/034	47.4	5.1	20.7	17.2	3.0	1.1	0.2
Hanley	2005/022	45.2	5.2	19.7	16.2	2.0	0.4	1.6
Bucknall Bridge	1999/001	51.8	5.2	19.3	22.4	3.0	0.8	1.1
Joiners Square	2005/016	47.1	5.1	20.3	16.7	3.2	1.5	0.2
Victoria Place	2005/011	45.6	5.2	20.6	15.3	3.0	1.4	0.2
Meir	2005/023	46.7	5.5	17.2	19.0	2.4	2.2	0.5

APPENDIX 3 LTP measures to be reviewed for Air Quality (NO₂) benefits

Measure	LTP reference
Physical Road Traffic Management: speed & flow	Pages 35 & 159
Re-routing and road hierarchy	Pages 83 & 85
Low Emission Zones	Page 61
Road User Charging	Page 159
Parking Management & Charging	Page 158
Urban Traffic Management & Control Systems	Page 152
Infrastructure Development	Page 83 & 159
Reallocated Roadspace	Page 164 & 165
Public Transport Initiatives – Bus	Page 150
Public Transport Initiatives – Rail/other	Page 71, 384 & 424
Development of Cycling and Walking	Page 184 & 244
Partnerships & Travel Plans (Workplace & School)	Page 156
Fleet Management & clean fuels	Page D32
Land Use Planning	Page 81
Freight Measures	Page 87
Improved access to Passenger Rail	Page 129

APPENDIX 4 Workshop outcomes

1. Land use and Regeneration

	Measure suggested	Barriers	Opportunities	Support/ opposition
1	Travel Plans as part of Section 106 agreements	Businesses not knowing what to do – examples and guidance given with plans and easy to find websites etc	Potential for significant improvements in largest scale developments. Council to take the lead. Travel Plans need to be monitored.	2+
2	Air Quality Assessments/ sustainability assessments requested as part of the development control process (to apply to smaller developments than currently)	Difficult to coordinate where multiple developments going on at the same time – difficult to take cumulative impacts into account	Currently no consistent approach across the city. Could use a zone map showing areas affected by air quality. Need to use policies and enforcements	5+ (and 6+ under sustainability assessments)
3	Car sharing within Council – extra mileage allowance			1+
4	Improve energy efficiency in Government Buildings			1+ 3-
5	Reduce canyon effects when building new housing. Resign to minimise impact. Protocol with Renew	Needs more partnership working between land owners		1+
6	Connect train station to city	Needs to be sustainable mode	New systems for planning improving	7+ 2-
7	Alternative fuels for buses			5+
8	Planning policy on building houses in areas of poor air quality	To know where air quality sits as a priority with regeneration		5+
9	Early consultation between master planning and Highways and Planning		Pre negotiations, early engagement	10+
10	Enough green space for walkways and cycle paths etc	Shops built at a very late stage when habits already ingrained		1+
11	Public transport to be more affordable, linked to land use			10+
12	Park and ride to city centre in each town			2+ 1-
13	Better linkages between tourism facilities			2+
14	Section 106 agreements to cover more air quality related initiatives to be funded by developers			4+
15	Reduction/ control of city centre parking			1+

16	More consideration of building and design eg wider pavements – housing greater distance from highway, more trees, encouragement of recycling on site etc			7+
17	Freight priority routes (GPS system or preferred routes)	Enforcement		4+

2. Enforcement/ air quality control

	Measure suggested	Barriers	Opportunities	Support/ opposition
18	Ongoing monitoring of air quality throughout Stoke on Trent	Data spread	Potential funding from Defra	9+
19	Routine enforcement of Part A2 and B processes	Resources/ cost	Improving legislation	
20	Divert traffic away from hotspots	Passing business at original locations will suffer Will move problem		5+ 3-
21	Demolition or change use	PR, Expensive	Ongoing regeneration, flag ship buildings	3+ 3-
22	Control smoky vehicles	Resources	Roadside testing	6+ 1-
23	Improve S-O-TCC fleet		SRB Funding. Positive PR	9+ 1-
24	Grants for transport operators		SRB funding?	
25	Contractual arrangements (for school buses etc.)		S-O-TCC control	3+
26	Road space reallocation		'Home Zone' developments, re-assess public transport provision	5+ 1-
27	Taxi licensing		S-O-TCC control	5+
28	Enforce 'green' travel Plans	Resources/ powers? Changing circumstances	Improve planning consents	9+ 1-
29	Improve/ sustain monitoring – assess results		Legislation	3+
30	Control construction/ demolition emissions	Resources/ time	'Renew' Tendering (include in Tender)	4+
31	Congestion charging	Loss of Trade – negative PR	Funding for public transport	6+ 7-
32	Enforce 'school run' parking			12+ 1-
33	Speeding enforcement			5+
34	Car fleet renewal	Low income area	Encourage public transport, inward investment in public transport	8+

3. Leading by example/ partnership working

	Measure suggested	Barriers	Opportunities	Support/ opposition
35	Quality Freight Partnership	Sensitive/ commercial information. Could divert pollution from 1 area to another. Custom and practice – like to use familiar facilities	Local hauliers working together can avoid sensitive routes – quick win. Could improve road safety, noise pollution	10+ 2-
36	Green Travel Plans – develop a ‘how to’ pack and formalise buddy scheme (link businesses who don’t have a plan to those who do)			12+
37	Lord mayor to run Eco Friendly car			11+ 1-
38	High Occupancy Vehicle Lanes. Extend bus lanes to motorcycles and scooters			11+
39	Fleet management. Eco friendly – link to other large employers e.g. health authority & police	Conversions to LPG are difficult. Need to consider efficiency. Waste collection very stop-start		12+ 2-
40	Car loan scheme. Incentives for new cleaner vehicles. Motorbikes/ scooters – extension of 0% loan for bicycles		Incentive to buy new vehicles – alternative fuels etc	6+ 4-
41	Development near to cycle routes – increase use and security			8+
42	Publicity event – ‘in your face’ campaign re: travel. Logo/ city specific – replace travelwise brand with other branding		Link to information boards (e.g. switch off while idling) and other education measures. Link to LTP	8+
43	Priority parking for car sharing		Cost of dedicated parking spaces	5+
44	S106 agreement development fee for Air Quality improvements	Trade off with development (could lose out on some development)		
45	Provision of free bus travel to new developments (i.e. 6 month bus pass to residents etc)			
46	Examination of car parking charges			

4. Education and Information

	Measure suggested	Barriers	Opportunities	Support/ opposition
47	Real time passenger information along key bus corridors	Lack of confidence in reliability of public transport. Routes not where people want to go. High taxi use	Increase information of availability. Large organisations to agree routes for employees/ students etc Need to educate at all opportunities	5+ 2-
48	Transport information packs for new developments	Needs to link to strategic planning Not repeated when there are new timetables Frequency of information required	Links to estate agents Free newspapers for publicity (as well as bus shelters, web sites etc)	8+
49	Travel awareness campaigns (safer routes to school etc			4+
50	Improve education to the public and schools – link to aspects of obesity		Teach solution in schools and increase awareness of environmental issues (for the future). Could promote rotas and share school runs. School Travel Plan competition?	8+ 1-
51	Encourage City Council employees to use alternatives	Theft of bicycles. Safety and security of bus station		8+ 1-
52	Publicise extracts from LTP to target groups		Target audiences include schools, city council, businesses etc	3+ 1-
53	Promote working at home 1 day per week or fortnight	Need to plan to cover business needs	Reduce travel journeys	1+ 2-
54	City Council to advertise the 'green' vehicles within the fleet (to encourage local businesses etc)		Promote and raise awareness – possible sponsorship deals with manufacturers	12+
55	Visible information outside schools (e.g. VMS for real time pollution concentration)	cost	Sponsorship by local companies. Parents could see the impact of car use	9+ 2-
56	Promotion of local products		Promote reduced pollutions associated with products	3+
57	Encourage businesses to have flexible working hours. Stagger start times with neighbouring schools to allow walks between schools		Security, health benefits	7+ 3- 3+
58	Promote car sharing through HOV lanes		Penalise 'gas guzzlers'	5+ 2-
59	Education re: driving styles		Education regarding consequences of over revving etc. increased	10+ 1-

			traffic information & suggestion of alternative routes	
60	Encouragement/ reintroduction of train use		Link to consent to development	3+ 1-
61	Free or low price travel for a particular time period	Cost – who would pay? Potential low uptake	Financial incentive e.g. free travel for all children to travel to school. Link to other initiatives such as no parking zones round schools	1+ 3-
62	Increase no stopping zones outside schools		Dissuade the use of the car	11+
63	Education about problems with short journeys		Educate on cost of short journeys in fuel consumption, emissions. Promote cost of journey & parking fees	11+
64	Cycling proficiency within schools	Safety on roads, security of bikes	Encourage use of bikes to school	5+ 1-

APPENDIX 5 Air Quality Consultation Workshop Attendees

Invitee	Attended	
	Yes	No
InStaffs UK		x
Advantage West Midlands		x
Staffs Business Link	x	
Groundwork Trust		x
National Federation of Builders		x
Staffordshire University	x	
Chamber of Commerce	x	
Hackney Carriage Association	x	
Private Hire Association		
First Bus Company	x	
Highways Agency	x	
Staffs County Council Transport Planners	x	
Staffs Moorlands District Council		x
Stafford Borough Council	x	
Newcastle under Lyme Borough Council	x	
North Stoke PCT		
South Stoke PCT		
Ward Councillors for Exceedence areas	x	
Licensing & Consumer Protection Committee	x	
Over view and Scrutiny Commission	x	
Regeneration and Heritage Head of Service	x	
Passenger Transport Manager	x	
Road Safety Manager	x	
Development Control Manager	x	
City Centre Marketing Manager	x	
Tourism Manager	x	
Healthy City Manager	x	
Master Planning Head of Service	x	
City Centre Living Programme Manager	x	
Transport Planning Manager	x	
Environmental Planning Manager		x
Sustainable Travel Officer	x	
Housing Standards Head of Service		x
Housing Standards Manager	x	
Renew	x	
NS Regeneration Zone	x	
JMP Environmental Consulting	x	

APPENDIX 6 Postal Questionnaires

AIR QUALITY IN STOKE- ON-TRENT

The City Council is seeking information from residents and businesses regarding Air Quality to help it plan for the future.

We would be grateful if you could take a few minutes to contribute to this exercise by answering the following questions about your experience and ideas.

Background

Clean air is an essential ingredient for a good quality of life. Stoke-on-Trent, in common with many UK cities, faces challenges in ensuring that its citizens and visitors can breathe clean air and are not affected by airborne pollution.

The Council's Regulatory Services Division routinely monitors levels of air quality in the City and reports its findings to Government in line with National Air Quality requirements.

Over recent years, air quality monitoring has indicated that economic expansion, changes in living habits and fuel use, together with the local drive towards regeneration are all contributing towards increasing levels of pollution in your area of the City.

Action is now underway to improve local air quality for you through the preparation of an Air Quality Action Plan.

What is an Air Quality Action Plan?

Practical measures that will reverse the trend of worsening air quality and provide improvements for residents and businesses in Stoke on Trent. We are interested in your thoughts as to what needs to be done NOW.

Poor air quality is also linked to potential effects on health and we are keen to investigate this locally.

What can I do?

Our actions must be based on sound information, so we are seeking to collect as much as possible from residents and businesses in the City. Please answer as many of the questions on the back of this page as you can, and return the whole questionnaire in the pre-paid envelope provided.

If you are willing to become involved in helping us with the Air Quality Action Plan please provide your details in the space below and we will be in touch.

Thank you for your help.

Martyn Brindley, Regulatory Services Manager, Stoke City Council.
Tel 01782 232095, fax 01782 236496, email martyn.brindley@stoke.gov.uk

I am willing to become involved in the action planning process.

My details are:

Residents Questions

- How would you rate the air quality in your area on a scale of 1 to 5, where 1 is very poor and 5 is very good?
- Are there any periods of the day or week when air quality is worse than at other times?
If so please indicate which days or times.
- What things do you notice when air quality is worst?
- Do you, or any member of your household, suffer from any condition that you think may be worsened by poor air quality (e.g. asthma, other respiratory problems)? If so please indicate which condition.
- Who do you consider has the main responsibility for improving local air quality around you?
- What is the main way you travel around the City (eg car, bus, walk, cycle etc)
- What do you believe is the most important action that would help improve air quality in your area?

Business Questions

- How would you rate the air quality in your area on a scale of 1 to 5, where 1 is very poor and 5 is very good?
- Are there any periods of the day or week when air quality is worse than at other times?
If so please indicate which days or times.
- What things do you notice when air quality is worst?
- Do you, or any of your colleagues, suffer from any condition that you think may be worsened by poor air quality (e.g. asthma, other respiratory problems)? If so please indicate which condition.
- Who do you consider has the main responsibility for improving air quality around you?
- What is the main way your workforce travel to work?
- What is the main way your customers travel to your premises?
- What do you believe is the most important action that would help improve air quality in your area?