

Public Document Pack

Date of meeting Tuesday, 22nd January, 2019
Time 7.00 pm
Venue Astley Room - Castle House
Contact Geoff Durham 742222



**NEWCASTLE
UNDER LYME**
BOROUGH COUNCIL

Castle House
Barracks Road
Newcastle-under-Lyme
Staffordshire
ST5 1BL

Licensing & Public Protection Committee

AGENDA

PART 1 – OPEN AGENDA

- 1 PART 1 - LICENSING
- 2 APOLOGIES
- 3 DECLARATIONS OF INTEREST IN RELATION TO LICENSING MATTERS
To receive declarations of interest from Members on items contained within the agenda
- 4 MINUTES OF PREVIOUS MEETING (Pages 3 - 6)
- 5 PART 2 - PUBLIC PROTECTION (OPEN)
- 6 DECLARATIONS OF INTEREST IN RELATION TO PUBLIC PROTECTION MATTERS
To receive declarations of interest from Members on items contained within the agenda
- 7 PUBLIC SPACE PROTECTION ORDERS
Report to follow
- 8 FEES TO BE CHARGED FOR THE LICENSING OF PRIVATE HIRE AND HACKNEY CARRIAGE LICENSING 2019-20 (Pages 7 - 14)
- 9 REVIEW OF ENVIRONMENTAL FIXED PENALTIES (Pages 15 - 20)
- 10 PUBLIC PROTECTION SUB-COMMITTEE ARRANGEMENTS (Pages 21 - 24)
- 11 AIR QUALITY ACTION PLAN 2019-2024 (Pages 25 - 38)
- 12 PART 3 - PUBLIC PROTECTION (CLOSED)
- 13 DISCLOSURE OF EXEMPT INFORMATION

To resolve that the public be excluded from the meeting during consideration of the attached report, because it is likely that there will be disclosure of exempt information as defined in paragraphs 1, 2 and 7 in Part 1 of Schedule 12A of the Local Government Act 1972.

14 MINUTES OF PUBLIC PROTECTION SUB-COMMITTEE MEETINGS (Pages 39 - 48)

To consider the minutes of the Public Protection Sub-Committees which have met since the previous Licensing and Public Protection Committee.

15 URGENT BUSINESS

To consider any business which is urgent within the meaning of Section 100B (4) of the Local Government Act 1972

Members: Councillors J. Cooper, S. Dymond, T. Johnson, T. Kearon, M. Olszewski (Chair), A. Parker, K. Robinson, S. Sweeney, J Tagg, J. Walklate, J Waring, S White (Vice-Chair), G Williams, J Williams and R. Wright

Members of the Council: If you identify any personal training/development requirements from any of the items included in this agenda or through issues raised during the meeting, please bring them to the attention of the Democratic Services Officer at the close of the meeting.

Meeting Quorums :- 16+= 5 Members; 10-15=4 Members; 5-9=3 Members; 5 or less = 2 Members.

Officers will be in attendance prior to the meeting for informal discussions on agenda items.

NOTE: THERE ARE NO FIRE DRILLS PLANNED FOR THIS EVENING SO IF THE FIRE ALARM DOES SOUND, PLEASE LEAVE THE BUILDING IMMEDIATELY THROUGH THE FIRE EXIT DOORS.

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Public Document Pack Agenda Item 4

Licensing & Public Protection Committee - 11/12/18

LICENSING & PUBLIC PROTECTION COMMITTEE

Tuesday, 11th December, 2018
Time of Commencement: 7.00 pm

Present:- Councillor Mark Olszewski – in the Chair

Councillors: S. Dymond, T. Johnson, T. Kearon,
A. Parker, K. Robinson, S. Sweeney,
J Tagg, J. Walklate, J Waring, S White,
G Williams, J Williams, R. Wright

Officers Nesta Barker - Head of Environmental Health Services,
Geoff Durham - Mayor's Secretary / Member Support Officer and
Anne-Marie Pollard - Solicitor

1. APOLOGIES

Apologies were received from Councillor John Cooper

2. DECLARATIONS OF INTEREST IN RELATION TO LICENSING MATTERS

There were no declarations of interest in relation to licensing matters.

3. MINUTES OF PREVIOUS MEETING

Resolved: That the Minutes of the meeting held on 23 October, 2018 be agreed, subject to the recording of the following Members in attendance:

Councillors: Miss J Cooper, J Cooper, S Dymond, T Johnson, T Kearon, M Olszewski (Chair), A Parker, K Robinson, J Walklate, J Waring, S White, G Williams, J Williams and R Wright.

4. MINUTES OF LICENSING SUB COMMITTEE MEETINGS

Resolved: That the Minutes of the Licensing Sub-Committee, be received.

5. DECLARATIONS OF INTEREST IN RELATION TO PUBLIC PROTECTION MATTERS

There were no declarations of interest stated in relation to public protection matters.

6. TAXI POLICY CONSULTATION

Consideration was given to a report to update Members on the consultation process for the council's proposed Taxi Licensing policy and a request for members to approve an extension to the consultation period.

Members supported the extension following a request from members of the trade.

Resolved: That the extension of the consultation period until 14 February, 2019, be approved.

7. THE ANIMAL WELFARE (LICENSING OF ACTIVITIES INVOLVING ANIMALS) (ENGLAND) REGULATIONS 2018

Consideration was given to a report advising Members of changes that had occurred as a result of the Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations, 2018 which came into force on 1 October, 2018.

Members' attention was brought to paragraph 1.3 of the agenda report and paragraph 2.8 which outlined the consequences of changes for the Council.

Members were advised that staff would require additional training in the future and that this work had to be prioritised.

Resolved:

- (i) That the impact that the new provisions will have on businesses/resident within the Borough, be noted.
- (ii) That the proposed full cost recovery fees and charges for 2019/20 (as detailed), be supported.
- (iii) That the Environmental Services Team Manager and Dog and Enforcement Officers (x2) be appointed as suitably qualified Inspectors and enforce provisions,
- (iv) That the policies, in respect of reviews, appeals, re-inspection and refunds, as detailed in Appendix one, be agreed.

8. EXTENDED USE OF FIXED PENALTY NOTICES

Consideration was given to a report seeking Members' support to increase the number of environmental offences where enforcement may be delivered through the issuing of penalty notices.

Two new provisions would be small scale fly tipping and littering from vehicles.

Members queried how littering from vehicles could be enforced.

The Council's Head of Environmental Health Services, Mrs Nesta Barker stated that the Council could follow up reports from officers and the police and take reports from members of the public – although there would need to be sufficient evidence to progress any report.

Councillor Kearon suggested that if we knew of specific locations, could officers be drafted there. Members were advised that this was a possibility.

Resolved:

- (i) That the range of penalty notices that can be issued – to include (a) small scale fly tipping and (b) littering from vehicles, be agreed.
- (ii) That a charge of £400 in respect of fly tipping fixed penalties (reduced to £350 if paid within ten days) and a charge of £100 in respect of littering from vehicles penalty charge notices (reduced to £75 if paid within 14 days), be recommended.

9. PUBLIC PROTECTION AND PUBLIC PROTECTION SUB COMMITTEE ARRANGEMENTS

Consideration was given to a report seeking Members' approval for changes to the arrangements for the Public Protection Sub-Committee meetings.

The changes had been made to accommodate Members' availability for the meetings.

Councillor John Williams raised concerns that, as these matters were now dealt with by a sub-committee, responsibility fell on three Members whereas the whole committee of fifteen members dealt with them previously. Councillor Williams stated that the meetings needed to be monitored and any concerns addressed. In addition, Councillor Williams requested that training be given to Members.

Mrs Barker stated that training was given on an annual basis with a half day course but further training could also be given either as a group or on a one-to-one basis.

Councillor Kearon agreed with Councillor Williams' concerns and added that the larger committee had a 'collective memory' of how matters had been dealt with in the past. The council's Solicitor, Ms Anne-Marie Pollard state that each was dealt with on its own merit and that it was her role to advise on consistency. In addition, the officers' report also gave guidance on how to proceed.

Members pointed out that some of the proposed dates clashed with Full Council meetings. Mrs Barker would revisit those dates and suggest alternatives.

- Resolved:
- (i) That the report be received and Members note the date and time of their proposed attendances at sub-committees as necessary.
 - (ii) That, should Members be unable to attend a sub-committee meeting, they notify Democratic Services of an available substitute.

10. DISCLOSURE OF EXEMPT INFORMATION

Resolved:- That the public be excluded from the meeting during consideration if the following matter because it is likely that there will be disclosure of exempt information as defined in paragraphs 1,2 and 7 contained within Part 1 of Schedule 12A of the Local Government Act, 1972

11. MINUTES OF PUBLIC PROTECTION SUB-COMMITTEE MEETINGS

Resolved: That the Minutes of the meetings be agreed.

12. URGENT BUSINESS

There was no urgent business.

COUNCILLOR MARK OLSZEWSKI
Chair

Licensing & Public Protection Committee - 11/12/18

Meeting concluded at 7.45 pm

FEES TO BE CHARGED FOR THE LICENSING OF PRIVATE HIRE AND HACKNEY CARRIAGE LICENSING 2019-20

Submitted by: Head of Environmental Health

Portfolio: Finance & Resources

Ward(s) affected: ALL

Purpose of the Report

For Members to consider the fees to be charged in relation to the licensing of Private Hire and Hackney Carriage Licensing.

Recommendations

That Committee agree the fees to be charged for the licensing of Private Hire and Hackney Carriage Licensing for 2019/20.

Reasons

Decisions relating to the setting of non-statutory fees and charges for taxi licensing have been delegated from Council to Public Protection Committee.

1. Background

- 1.1 The approval of certain fees and charges relating to the licensing of Private Hire and Hackney Carriage licensing regimes are Council functions.
- 1.2 Council at their meeting on 22nd February 2017, delegated this function to Public Protection Committee.

2. Private Hire and Hackney Carriage

- 2.1 A report was presented to Public Protection Committee on 23rd October 2018 in respect of the proposed fees and charges for Private Hire and Hackney carriage driver, vehicle and operator fees and charges for 2019/20. The committee recommended agreement to the proposals and that the fees and charges should be advertised and a period of consultation undertaken in accordance with the requirements of the Local Government (Miscellaneous Provisions) Act 1976.

- 2.2 The Local Government (Miscellaneous Provisions) Act 1976 (sec. 70) states the following in relation to Operator and Vehicle licence fees:

“(1) Subject to the provisions of subsection (2), a district council may charge such fees for the grant of vehicle and operators’ licences as may be resolved by them from time to time and as may be sufficient in the aggregate to cover in whole or in part:
(a) the reasonable cost of the carrying out by or on behalf of the district council of inspections of hackney carriages and private hire vehicles for the purpose of determining whether any such licence should be granted or renewed;
(b) the reasonable cost of providing hackney carriage stands; and

(c) any reasonable administrative or other costs in connection with the foregoing and with the control and supervision of hackney carriages and private hire vehicles.

(2) The fees chargeable under this section shall not exceed—

- (a) for the grant of a vehicle licence in respect of a hackney carriage, twenty-five pounds;
- (b) for the grant of a vehicle licence in respect of a private hire vehicle, twenty-five pounds;
- and
- (c) for the grant of an operator's licence, twenty-five pounds per annum;

or, in any such case, such other sums as a district council may, subject to the following provisions of this section, from time to time determine.

(3) (a) If a district council determine that the maximum fees specified in subsection (2) of this section should be varied they shall publish in at least one local newspaper circulating in the district a notice setting out the variation proposed, drawing attention to the provisions of paragraph (b) of this subsection and specifying the period, which shall not be less than twenty-eight days from the date of the first publication of the notice, within which and the manner in which objections to the variation can be made.

(b) A copy of the notice referred to in paragraph (a) of this subsection shall for the period of twenty-eight days from the date of the first publication thereof be deposited at the offices of the council which published the notice and shall at all reasonable hours be open to public inspection without payment.

(4) If no objection to a variation is duly made within the period specified in the notice referred to in subsection (3) of this section, or if all objections so made are withdrawn, the variation shall come into operation on the date of the expiration of the period specified in the notice or the date of withdrawal of the objection or, if more than one, of the last objection, whichever date is the later.

(5) If objection is duly made as aforesaid and is not withdrawn, the district council shall set a further date, not later than two months after the first specified date, on which the variation shall come into force with or without modification as decided by the district council after consideration of the objections.

(6) A district council may remit the whole or part of any fee chargeable in pursuance of this section for the grant of a licence under section 48 or 55 of this Act in any case in which they think it appropriate to do so.”

- 2.3 The advertisement was placed in the Sentinel newspaper on 30th November 2018 and copies placed at Castle House and Kidsgrove Town Hall. The consultation period ran from publication until 28th December 2018.
- 2.4 No comments, objections or representations were received in respect of the proposed fees and charges.
- 2.5 The Deregulation Act 2015 amended the Local Government (Miscellaneous Provisions) Act 1976 in relation to the duration of licences for hackney carriage and private hire drivers and private hire operators.
- 2.6 Section 10, subsection 2 of the Deregulation Act 2015 changed the law in such a way as to establish a standard duration of three years for hackney carriage and private hire driver licences. The section specifies that a licence may be granted for a period of less than three year but only in circumstances of an individual case, not because of a blanket policy.

2.7 Subsection 3 of the Act changed the law in such a way as to establish a standard duration of five years for a private hire vehicle operator licence. The section specifies that a licence may be granted for a period of less than five years but only in the circumstances of an individual case, not because of blanket policy.

3. **Issues**

3.1 **The European Services Directive states (Art 12.2):**

“Authorisation procedures and formalities shall not be dissuasive and shall not unduly complicate or delay the provision of the service. They shall be easily accessible and any charges which the applicants may incur from their application shall be reasonable and proportionate to the cost of the authorisation procedures in question and shall not exceed the cost of the procedures”

The Directive includes specific requirements that apply to the charging of fees. Charges must be reasonable and proportionate to the cost of the processes associated with a licensing scheme.

Councils must not use fees covered by the Directive to make a profit or act as an economic deterrent to deter certain business types from operating within an area.

3.2 **Guidance for Local Authorities on the Provision of Service Regulations States (2nd Edition June 2009 Para 12d):**

“Local Authorities must set fees that are proportionate to the effective cost of the procedure dealt with. As costs vary from region to region, central advice on the level of fees will not be appropriate. Local Authorities will need to bear in mind the threat of a legal challenge should the service provider feel that the level of fees are being used as an economic deterrent or to raise funds for local authorities Enforcement costs should not be assimilated with the application fee. This is to forestall the possibility of an unsuccessful applicant seeking legal remedy due to part of his fees having been used to subsidise his successful competitors.”

4. **Proposed Fees:**

4.1 All proposed license fees and charges are detailed in table 1:

Table 1:

Private Hire/Hackney Carriage (subject to consultation)	Fee/Charge 2018-19 (£)	Proposed Fee/Charge 2019-20 (£)	Difference (£)
OPERATORS			
Private hire operators 5 year licence			
1 vehicle	180.00	187.00	7.00
2-5 vehicles	365.00	380.00	15.00
6-15 vehicles	640.00	665.00	25.00
16-25 vehicles	1,710.00	1,780.00	70.00

26-35 vehicles	2,750.00	2,850.00	100.00
36-50 vehicles	3,810.00	3,950.00	140.00
Additional vehicle after 50 vehicles	23.00	24.00	1.00
DRIVERS			
Dual Driver Badge (Hackney Carriage and Private Hire) 3 years	240.00	250.00	10.00
Change of Address	20.00	21.00	1.00
Replacement badge	16.00	17.00	1.00
Reissue/Replacement badge (with amended details)	35.00	36.50	1.50
DBS (CRB check)	44.00	44.00	0.00
DBS (CRB (online))	58.00	64.50	6.50
Safeguarding Training	35.00	36.50	1.50
Exemption Certificates	25.00	26.00	1.00
Knowledge Test	45.00	45.00	0.00
Replacement Safeguarding training certificate (NEW)	N/A	5.00	0.00
VEHICLES			
Hackney carriage - vehicles	310.00	322.00	12.00
Private hire – vehicles	305.00	317.00	12.00
Transfer of vehicle	45.00	47.00	2.00
Change of Vehicle Registration	45.00	47.00	2.00
Failure to attend for vehicle test	110.00	114.00	4.00
Retest	40.00	41.50	1.50
Replacement plate carrier - front	10.00	10.00	0.00
Replacement plate carrier - rear	15.00	15.00	0.00
Replacement Vehicle plate - Front	10.00	10.50	0.50
Replacement Vehicle plate - Rear	15.00	15.50	0.50
Replacement Vehicle Signage (each)	3.00	3.00	0.00

Copy of paper part of licence	11.00	11.50	0.50
Exception Vehicle Test	70.00	73.00	3.00
6 Monthly Test following an Exception Test	120.00	125.00	5.00

5. **Proposal**

- 5.1 That Committee agree the fees to be charged for the licensing of Private Hire and Hackney Carriage Licensing for 2019/2020.

6. **Reasons for Preferred Solution**

- 6.1 The fees can be used to cover the cost of the following:

Administration – This could cover basic office administration to process the licence application, such as resources, photocopying, postage or the cost of handling fees through the accounts department. This could also include the costs of specialist licensing software to maintain an effective database, and printing licences.

Initial visit/s – This could cover the average cost of officer time if a premises visit is required as part of the authorisation process. Councils will need to consider whether the officer time includes travel. It would also be normal to include ‘on-costs’ in this calculation. Councils will need to consider whether ‘on-costs’ include travel costs and management time.

Third party costs – Some licensing processes will require third party input from experts,

Liaison with interested parties – Engaging with responsible authorities and other stakeholders will incur a cost in both time and resources.

Management costs – Councils may want to consider charging an average management fee where it is a standard process for the application to be reviewed by a management board or licensing committee. However, some councils will include management charges within the ‘on-costs’ attached to officer time referenced below.

Local democracy costs – Councils may want to recover any necessary expenditure in arranging committee meetings or hearings to consider applications.

On costs – including any recharges for payroll, accommodation, including heating and lighting, and supplies and services connected with the licensing functions. Finance teams should be able to provide a standardised cost for this within each council.

Development, determination and production of licensing policies – The cost of consultation and publishing policies can be fully recovered.

Web material – The EU Services Directive requires that applications, and the associated guidance, can be made online and councils should effectively budget for this work.

Advice and guidance – This includes advice in person, production of leaflets or promotional tools, and online advice.

Setting and reviewing fees – This includes the cost of time associated with the review, as well as the cost of taking it to a committee for approval.

7. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

7.1 The proposals relate to the adoption of fees and charges which would contribute to the following:

- A healthy, active and safe borough - The negative impacts that the Council, residents and local businesses have on the environment will have reduced.
- Growing our people and places - Fair, proportionate and consistent fees create an equal opportunity for business to thrive.
- Local services that work for local people - High performing services and support will be delivered for businesses and customers.

8. **Legal and Statutory Implications**

8.1 **Hemming v Westminster**

The degree to which fees and processes are proportionate has been tested in a legal challenge brought against the fee charged by Westminster City Council for licensing sex establishments. The case established a number of key points about setting fees under the Services Directive.

In Hemming v Westminster, the Court of Appeal ruled that the fees set must not exceed the costs of administering the licensing regime. This means the council was no longer able to include the cost of enforcement against unlicensed sex establishment operators when setting the licence fee, although the cost of visits to licensed premises to monitor compliance could be recovered through fees.

The judgement found that the annual reviews conducted by an officer of Westminster City Council were no substitute for determinations by the council. The judge rejected the council's submission that the fee had been fixed on an open-ended basis in 2004 so that the fee rolled over from one year to the next. Westminster City Council was consequently ordered to repay fees charged over that period.

Annual reviews allow for the fine tuning of fees and allow councils to take steps to avoid either a surplus or deficit in future years. This will not immediately benefit licence holders where the licence has been granted for a number of years and paid for in a lump sum, but will ensure new entrants to the licensing scheme are charged appropriately.

Where fees charged result in a surplus, Hemming v Westminster stated that this surplus must be used to reduce the fees charged in the following year. It is possible to extend the reinvestment of the surplus over more than one year, but this will need careful consideration about whether contributors may leave the licensing system over that period and therefore lose out on the return. Deficits can similarly be recovered, although where there is a significant deficit, councils may want to consider how recovery can be undertaken over more than one year so as not to financially harm otherwise viable businesses.

The case of R v Tower Hamlets LBC (1994) may also be of relevance, as the High Court indicated that "a council has a duty to administer its funds so as to protect the interests of what is now the body of council tax payers".

8.2 The Council will be open to challenge in the High Court should the calculation of the fees and areas charged for prove to be contrary to the Act.

- 8.3 Judicial Review of a decision may be made on the following grounds:
- Ultra vires – no power to levy a particular fee, or fees used to raise revenue unlawfully, or
 - Wednesbury rules – decision was unreasonable or irrational

9. **Financial and Resource Implications**

9.1 Should a challenge be made in relation to the fee level as detailed in the Hemming v Westminster there could be detrimental financial implications for the Council

9.2 There will be financial implications for the Council if full cost recovery is not achieved.

10. **Major Risks**

10.1 As detailed under Legal and Statutory Implications

11. **Key Decision Information**

11.1 Not applicable

12. **Earlier Cabinet/Committee Resolutions**

12.1 Council delegated the function of setting fees and charges to Public Protection Committee on 22nd February 2017.

13. **Recommendations**

13.1 That Committee agree the fees to be charged for the taxi licensing regime

14. **Background Papers**

LGA Guidance on Local Fee Setting

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HEADING Review of Environmental Fixed Penalties

Submitted by: Head of Environmental Health

Portfolio: Environment & Recycling

Wards Affected: All

Purpose of the Report

Committee is being requested to consider the current/planned fixed penalty values and either agree them, or stipulate how they should be changed.

Recommendations

Members are requested to confirm the penalty values proposed and approve the groups of staff who will be authorised to issue penalties.

Reasons

To enable officers to make appropriate use of the enforcement options offered within statute and ensure that the values agreed for penalties remain valid.

1. Background

- 1.1. In December 2018 Public Protection Committee agreed the adoption of fixed penalty controls in respect of fly tipping and litter from vehicles and set penalty values.
- 1.2. There are a number of other similar offences where issuing a fixed penalty can be a valid option and this approach is endorsed by the councils adopted enforcement policy (2018-2022). In many cases, the use of a fixed penalty, as an alternative to prosecution, can be both an effective deterrent and a cost effective enforcement tool.
- 1.3. The authority is obliged to periodically review the values it has set for penalties. Committee is now being requested to consider penalty values for a range of other environmental offences.

2. Issues

- 2.1. Legislation generally sets minimum and maximum acceptable values for a range of penalties. In some cases statute may also specify a period in which a penalty may be paid. In other cases this time limit can be set by the authority. Where payment has not been made by the deadline, the option to discharge liability by payment of penalty ends and the authority can escalate matters to the courts.
- 2.2. It is generally considered good practice to agree a 'lesser sum' for many penalties. It is accepted that this encourages acceptance and payment of penalties and reduces the number of cases which need to proceed to prosecution. Whilst penalties need to be a deterrent, setting values too high may reduce the number which are accepted and increase cases which go the court, where potentially a lower fine may be awarded.
- 2.3. The authority is obliged to ensure that the penalty values it sets remain valid. For a number of penalties The Environmental Offences (Fixed Penalties) (England) Regulations 2017 place new limits for minimum and maximum penalties from 1st April 2019.
- 2.4. Procedurally it is for Public Protection to agree values, which would then be formally set as part of the Fees and Charges process by Council.

3. Recommendation

3.1. The following penalty values are proposed. A summary of this information is included as Appendix One.

3.2. Littering.

The council has issued fixed penalties for littering offences for a number of years and currently offers a lesser sum if the penalty is paid within 10 days. This penalty is generally issued by the council's Litter Enforcement Officer as part of routine uniformed patrols of the town centre and periodic checks on other areas including Madeley, Silverdale and Chesterton. Litter fixed penalties can be issued by a range of Environmental Health and Operations officers.

It is proposed to raise the lesser sum from £50 to £75 (0-10 days), and the full penalty value from £75 to £100 (11-14 days) the recommended default value. The maximum penalty which could be set is £150. The change is to align these values with other similar offences.

3.3. Waste Receptacles.

The council has the power to require residents to place waste in receptacles of a type and number it sets. A penalty may be issued where containers provided are misused or where an unacceptable amount of additional household waste is left for collection. It can also be used where receptacles are left obstructing pavements. Similar provisions apply to waste from businesses. The use of this penalty would be subject to an operating procedure agreed with the relevant portfolio holder and will follow government guidance: [Household waste bins: when and how councils may issue fixed penalties](#).

Penalties can be issued by a range of Environmental Health and Recycling officers. It is proposed to the lesser sum of £75 (0-10 days), and the full penalty value of £100 (11-14 days) which is the recommended default value are unchanged. The maxim penalty which could be set is £110. The proposal aligns this with a number of other environmental penalties.

3.4. Waste Transfer Notes

A waste transfer note is a legal document which must be filled in every time waste is taken from a business premises by a licensed waste carrier. The note details what the waste is and its approximate weight, how the waste is contained and the place and date of transfer. Businesses need to keep the note for 2 years and produce it to enforcement officers from the council or Environment Agency. The records enable waste disposal arrangements to be audited to establish the waste has been correctly handled and ultimately correctly disposed of.

Failing to provide waste transfer notes within 14 days currently has a penalty tariff of £300. Whilst it is not proposed to change this fee, it is recommended that a lesser sum of £180 is introduced if the penalty is paid within 10 days.

3.5. Waste Carrier Licence

Anyone who transports waste, buys, sells or disposes of waste or arrange for someone else to buy, sell or dispose of waste must apply to the Environment Agency for a Waste Carrier's licence. The cost of a registration is currently £154.

Waste carrier licence details need to be provided on request to enforcement officers from the council or Environment Agency.

Failing to provide waste transfer notes within 14 days currently has a penalty tariff of £300. Whilst it is not proposed to change this fee, it is recommended that a lesser sum of £180 is introduced if the penalty is paid within 10 days.

3.6. Unauthorised distribution of literature on designated land.

A person commits an offence if he distributes any free printed material, without the consent of the council on land where the council has adopted controls. Literature relating to charities, for political purposes and linked to a religion or belief is exempt.

- The council is yet to formally designate land, a process which is prescribed within [Schedule 3A, section 2 of the Environmental Protection Act 1990](#), as amended, although it has previously set a value for this penalty. It is proposed to bring a further report to Committee recommending land for designation.

Enforcement would be by the council's Environmental Health or Operations teams. It is proposed to raise the lesser sum (0-10 days) from £50 to £75, and the full penalty value (11-14 days) from £75 to £100 the recommended default value. The maximum penalty which could be set is £150. The change is to align these values with other similar offences and to meet the requirement of The Environmental Offences (Fixed Penalties) (England) Regulations 2017.

3.7. Failure to comply with a Community Protection Notice (CPN) or Public Spaces Protection Order (PSPO)

These provisions relate to penalties for a range of antisocial behaviour offences byelaw type provisions. Detailed reports have been submitted previously and the current values set by Cabinet. Enforcement is by a range of council officers including staff from Environmental Health, Operations, Partnerships and by Staffordshire Police. No changes are proposed.

3.8. Graffiti and Fly Posting.

Graffiti and flyposting are both offences prescribed in the Anti-social Behaviour Act 2003. Where there is evidence that a person has committed an offence a penalty can be offered. This is a new provision.

Enforcement would be by the council's Environmental Health or Operations teams. It is proposed that a penalty (0-14 days) is set at £100, the default value recommended by statute. No lesser fee is proposed, because any sum less than £100 would mean the council's clean-up costs would be greater than the penalty being accepted. The maximum permissible value is £150

3.9. **Industrial and Commercial Waste Offences.**

The authority has the power to intervene where it identifies that waste at a commercial or industrial premise is not stored appropriately and is likely to cause a nuisance of adversely impact others. It can stipulate the size, construction, location and collection location / time. If the requirements are not followed a penalty can be issued. This is a new provision.

Enforcement would be by the council's Environmental Health teams.

It is proposed that a penalty (0-14 days) is set at £100, the default value recommended by statute. No lesser fee is proposed. Whilst provisions enable a lesser fee as low as £60 to be set, any sum less than £100 would mean the council's enforcement costs would be greater than the penalty being accepted.

3.10. **Abandoned Vehicles.**

Abandoning a motor vehicle on any land open to the air, road, or highway is an offence. A maximum penalty of £200 is set by statute and cannot be amended by the local authority. Whilst provisions enable a lesser fee as low as £120 to be set, any sum less than £200 would mean the council's enforcement costs would be greater than the penalty being accepted.

Established practice is to offer up to 28 days for the payment of the penalty, after which arrangements are made to remove the vehicle.

Enforcement is by the council's Operations team.

3.11. **Vehicle Repair and Sale Offences**

It is an offence to leave two or more motor vehicles parked within 500 metres of each other on a road or roads where they are exposed or advertised for sale. It is also unlawful to repair, maintain, service, improve (including installing parts or accessories) or dismantle a motor vehicle on a road – unless the person can show that they were not part of a business, for gain, or reward.

This is a new provision.

Enforcement would be by the council's Environmental Health teams.

It is proposed that a penalty (0-14 days) is set at £100, the default is set by statute and cannot be amended by the local authority. Whilst provisions enable a lesser fee as low as £60 to be set, any sum less than £100 would mean the council's enforcement costs would be greater than the penalty being accepted.

4. **Decision Required**

- 4.1. Committee is requested to confirm the penalty values proposed and the approve the groups of staff who will be authorised to issue penalties.

5. Outcomes Linked to Sustainable Community Strategy and Corporate Priorities

- 5.1. Environmental offences are important issues for our residents and businesses. Adopting tools to enable effective enforcement aligns with the councils priority to deliver local services which work for local people

6. Legal and Statutory Implications

- 6.1. Specific rules are prescribed both for the issuing and escalation of Fixed Penalty Notices / Penalty Charge Notices. The authority is to ensure that it follows due process.

7. Equality Impact Assessment

- 7.1. No issues identified.

8. Financial and Resource Implications

- 8.1. The recommendations in this report do not commit the council to increasing the staff resource or budgets available for enforcement.
- 8.2. Whilst the aim of offering penalties is to conclude enforcement action promptly and efficiently without need for criminal court proceedings or civil debt recovery, where evidence is disputed or defendants uncooperative escalation will still be necessary.

9. Major Risks

- 9.1. No issues identified

10. Sustainability and Climate Change Implications

- 10.1. No issues identified

11. Key Decision Information

- 11.1. This is not considered to be a key decision.

12. Earlier Cabinet/Committee Resolutions

- 12.1. None

13. Background Papers

Corporate Enforcement Policy 2018-21: <https://www.newcastle-staffs.gov.uk/all-services/your-council/policies-and-strategies-z/corporate-enforcement-policy>

Appendix One

Offence	Time Limit	Value 2018/19	Proposed 2019/20	Change	Delegation / Officers Enforcing Previous Decisions
Fly tipping The Unauthorised Deposit of Waste (Fixed Penalties) Regulations 2016	0-10 days	NEW	350.00	NEW	Environmental Health Operations • Approved by Public Protection 11/12/18
	11-14 days	NEW	400.00	NEW	
Litter from Vehicles Littering from vehicles outside of London (Keepers: Civil Penalties) Regulations 2018, Regulation 6	0-10 days	NEW	75.00	NEW	Environmental Health Operations • Approved by Public Protection 11/12/18
	11-14 days	NEW	100.00	NEW	
Litter Section 88(1) Environmental Protection Act 1990	0-10 days	50.00	75.00 (min 50)	+25.00	Environmental Health Operations
	11-14 days	75.00	100.00 (default) (max 150)	+25.00	
Waste receptacles Section 47ZB(2)(a) Environmental Protection Act 1990	0-10 days	75.00	75.00 (min 75)		Recycling & Waste Team Environmental Health
	11-14 days	100.00	100.00 (max 110)		
Waste Transfer Notes Failure to produce authority Section 5B(11) Control of Pollution Act 1989	0-10 days	NEW	180.00 (min 180)	NEW	Environmental Health
	11-14 days	300.00	300.00 (max 300)		
Waste Carrier Licence Failure to furnish documentation Section 34A(11) Environmental Protection Act 1990	0-10 days	NEW	180.00 (min 180)	NEW	Environmental Health
	11-14 days	300.00	300.00 (max 300)		
Unauthorised distribution of literature on designated land Schedule 3A, para 9(4)(a) /7(4)(a) Environmental Protection Act 1990	0-10 days	50.00	75.00 (min 65)	+25.00	Environmental Health
	11-14 days	75.00	100.00 (default) (max 150)	+25.00	
Failure to comply with a Community Protection Notice (CPN) or Public Spaces Protection Order (PSPO) Antisocial Behaviour Crime & Policing Act 2014	0-10 days	75.00	75.00		Environmental Health Operations Antisocial Behaviour Team Staffordshire Police • Previously set by Cabinet
	11-14 days	100.00	100.00		
Graffiti and Fly Posting Section 43A(1)(a) Anti-social Behaviour Act 2003	0-14 days	NEW	100.00 (default) (min 65) (max 150)	NEW	Environmental Health Operations
Industrial and Commercial Waste Offences Section 47ZA Environmental Protection Act 1990	0-14 days	NEW	100.00 (max 110)	NEW	Environmental Health
Abandoned Vehicles Environmental Protection Act 1990 2A(10) of the Refuse Disposal (Amenity) Act 1978	0-28 days	200.00	200.00 (fixed)		Operations
Vehicle repair & sale offences Sections 3 & 4, 6(10) Clean Neighbourhoods and Environment Act 2005	0-14 days	NEW	100.00 (fixed)	NEW	Environmental Health

HEADING **Public Protection Sub-Committee Arrangements**

Submitted by: **Head of Environmental Health**

Portfolio: **Finance & Resources**

Ward(s) affected: **All**

Purpose of the Report

To seek approval for the arrangements of the Public Protection Sub-Committee.

Recommendations

That Members receive the report and note the date and time that their proposed attendance at sub-committee is necessary.

And

Should members be unable to attend the sub-committee that they notify Democratic Services of an available substitute.

Reasons

On 21st November 2018 Council approved the recommendations of Licensing and Public Protection Committee constitutional arrangements to facilitate changes to the Public Protection sub-committee arrangements.

This report is to agree and implement those approved changes.

1. Background

- 1.1 In May 2018 the Committee arrangements for the creation of a joint Licensing and Public Protection Committee and a Public Protection Sub-Committee was approved and subsequently implemented.
- 1.2 At Public Protection's July meeting members requested a review of the Sub-committee arrangements, as member availability during the daytime was limited, in order to run the committees.
- 1.3 At the September meeting members agreed to make amendments to the Sub-Committee arrangements some of which required Council approval.
- 1.4 On 21st November Council approved the changes to the constitution to enable the changes to be implemented.
- 1.5 On 11th December a report on the proposed arrangements was presented to Committee, this was agreed in principal but officers were asked to amend to avoid meeting clashes.

2. Issues

- 2.1 Members agreed the following public protection subcommittee arrangements:
 - Meeting will be held on a Wednesday, alternating between 2pm and 6pm start times.
 - Committees will be held about every 3 weeks.

- 5 reports/cases will be on the agenda, unless agreed with chair.
- Further meetings may be programmed, if needed.
- A programme of meetings and nominated members will be developed and reported to public protection committee. This will include 4 members per sub-committee to ensure a quorum of 3 members attendance.
- The sub-committee chair to be agreed between the sub-committee members.
- Should members be unable to attend the sub-committee that they notify Democratic Services of an available substitute.

2.2 Officers were also to asked to develop a programme around members' availability to attend the daytime and evening meetings. Members have therefore selected a preference for their availability and this has been taken into account when developing a programme of meetings. However, in order to develop the programme in accordance with the committee decision, it has meant that members that were able to attend both daytime and evening meetings have been scheduled to support more daytime than evening meetings.

2.3 The programme has been amended by moving most of the programme 1 week forward to avoid meeting clashes with Council.

2.4 An updated programme of meeting would be as follows:

Date	Time (pm)	Member 1	Member 2	Member 3	Member 4
23/01/2019	6	Cllr Stephen Sweeney	Cllr Jill Waring	Cllr Mark Olszewski	Cllr Sylvia Dymond
13/02/2019	2	Cllr June Walklate	Cllr Simon White	Cllr Gill Williams	Cllr Ruth Wright
06/03/2019	6	Cllr John Tagg	Cllr Anthony Kearon	Cllr John Williams	Cllr Stephen Sweeney
27/03/2019	2	Cllr John Cooper	Cllr Trevor Johnson	Cllr Andrew Parker	Cllr Kyle Robinson
10/04/2019	6	Cllr Jill Waring	Cllr Mark Olszewski	Cllr Sylvia Dymond	Cllr John Tagg
08/05/2019	2	Cllr June Walklate	Cllr Simon White	Cllr John Williams	Cllr Ruth Wright
29/05/2019	6	Cllr Anthony Kearon	Cllr Gill Williams	Cllr Stephen Sweeney	Cllr Jill Waring
19/06/2019	2	Cllr John Cooper	Cllr Trevor Johnson	Cllr Andrew Parker	Cllr Kyle Robinson
03/07/2019	6	Cllr Mark Olszewski	Cllr Sylvia Dymond	Cllr John Tagg	Cllr Anthony Kearon
31/07/2019	2	Cllr June Walklate	Cllr John Williams	Cllr Ruth Wright	Cllr Gill Williams
21/08/2019	6	Cllr Simon White	Cllr Stephen Sweeney	Cllr Jill Waring	Cllr Mark Olszewski
11/09/2019	2	Cllr John Cooper	Cllr Trevor Johnson	Cllr Kyle Robinson	Cllr June Walklate
02/10/2019	6	Cllr Sylvia Dymond	Cllr John Tagg	Cllr Anthony Kearon	Cllr Andrew Parker
23/10/2019	2	Cllr Simon White	Cllr John Williams	Cllr Ruth Wright	Cllr Gill Williams

13/11/2019	6	Cllr Trevor Johnson	Cllr Stephen Sweeney	Cllr Jill Waring	Cllr Mark Olszewski
04/12/2019	2	Cllr John Cooper	Cllr Kyle Robinson	Cllr June Walklate	Cllr Simon White
18/12/2019	6	Cllr Sylvia Dymond	Cllr John Tagg	Cllr Anthony Kearon	Cllr Andrew Parker

3. **Proposal**

- 3.1 That Members receive the report and note the date and time that their proposed attendance at sub-committee is necessary.
And
Should members be unable to attend the sub-committee that they notify Democratic Services of an available substitute.

4. **Reasons for Preferred Solution**

- 4.1 To enable Committee to determine applications in the most efficient, effective and practical manner.
- 4.2 To ensure that the Council continues to provide safe transport for those wishing to use Private Hire and Hackney Carriage vehicles.

5. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 5.1 In line with the Council's objectives –
- Local services that work for local people
 - A healthy, active and safe Borough
 - A town Centre for all.

6. **Legal and Statutory Implications**

- 6.1 The Local Government Act 1972, section 101 allows the Council to arrange for a Committee, Sub-Committee or an officer or another local authority to carry out its powers and duties.

7. **Equality Impact Assessment**

- 7.1 The applications will be undertaken to accord with the Human Rights Act 1998, Article 6(1) guarantees an applicant a fair hearing and Article 14 guarantees no discrimination. . If the applicant disagrees with the members decision they have the right to appeal

8. **Financial and Resource Implications**

- 8.1 There will be resource implication including Member participation in the sub-committees and officer support from Environmental Health, Legal and Democratic services.

9. **Major Risks**

9.1 There are no major risks associated with this report

Earlier Cabinet/Committee Resolutions

Council Meeting 16th May 2018

Licensing & Public Protection Meeting 27th June 2018

Licensing & Public Protection meeting 18th September 2018

Council Meeting 21st November 2018

Licensing & Public Protection meeting 11th December 2018

<u>REPORT TITLE</u>	Environment Act 1995, Part IV Air Quality Action Plan 2019 to 2024
<u>Submitted by:</u>	Head of Environmental Health/ Environmental Protection Team Manager
<u>Portfolio:</u>	Environment & Recycling
<u>Ward(s) Affected:</u>	All

Purpose of the Report

To inform committee of the responses and feedback from members of the public, and other bodies regarding the contents of the draft Air Quality Action Plan (AQAP), and formally adopt the document.

Recommendations

1. Approve alterations and updates to the AQAP 2019 to 2024
2. Formally adopt the AQAP 2019 to 2024.
3. Submit the adopted AQAP to DEFRA and incorporate any recommendations into a revised AQAP.
4. Receive future reports on progress on measures and proposed updates.

Reasons

Under Part IV of the Environment Act 1995, local authorities are required to assess air quality in their area against a range of statutory air quality objectives. Where exceedances are identified, air quality management areas must be declared and air quality action plans developed to improve air quality. The action plans must be formally consulted on, with relevant comments taken into account before they are formally adopted.

1. Background

- 1.1. In January 2015, the Borough Council's Public Protection Committee declared four air quality management areas (AQMA's) in the Borough due to exceedances of the annual mean objective concerned with nitrogen dioxide (NO₂) at a number of "relevant locations".
- 1.2. [Appendix A](#) gives the locations of these AQMA's.
- 1.3. As a result of declaring the AQMA's, the Borough Council developed Air Quality Action Plans (AQAP's) which are designed to reduce levels of Nitrogen Dioxide to below the statutory objective level at relevant locations.
- 1.4. As nitrogen dioxide levels within the Borough are heavily influenced by road traffic emissions, the identified action plan measures seek to reduce levels of NO₂ principally by focusing on traffic and congestion management supported by a range of complementary measures.
- 1.5. This committee approved a formal consultation on the AQAP in Summer 2018. This was undertaken for period of eight weeks in September and October 2018. Responses have been received from members of the Public, neighbouring Authorities and Highways England. All comments received have been reviewed and the action plan amended as appropriate.

- 1.6. Once the Action Plan is formally adopted it will become a material consideration in the development of the emerging local plan and in the determination of planning applications. It must also be taken account in the preparation of the County Council Local Transport Plan for the Borough and by Highways England for any major projects relating to the strategic highway network.

2. AQAP's Consultation Response

Comments from members of the Public

- 2.1. The principle method of public consultation was via an AQAP's Questionnaire, which was publicised on the Council's website between September and October 2018.
- 2.2. The questionnaire had 24 respondents. Details of the responses can be found in [Appendix B](#).
- 2.3. The proposed changes to the Wolstanton-Porthill A500 junction received the most positive response, with 58% of respondents stating that they felt this change would improve traffic flow and reduce air pollution in the area.
- 2.4. Respondents were not convinced that the proposed changes in Kidsgrove (alterations to how vehicles access 'Heathcote Street' & 'The Avenue') would result in a positive change.
- 2.5. 79% of respondents stated that they did not feel that enough was being done to promote alternative forms of transport within the Borough, stating that;
 - The buses are too expensive
 - The bus services need to be updated to meet 'peak' time demands
 - A number of bus services are being withdrawn
 - Road cycling within the Borough is unsafe
 - Lighting provision of cycle lanes needs to be addressed
 - Increased number of cycle lanes/ routes is needed
 - Lack of secure parking facilities to encourage the public to leave their vehicles and walk

Comments from Highways England

- 2.6. No concerns about the proposed Action Plan measures.

Requested that moving forward, information regarding monitoring and modelling of the May Bank-Wolstanton-Porthill AQMA, be provided to the Highways England A500 Etruria project team. This information has already been made available to the project team and will continue to be made available. In addition your officers have sought information from Highways England concerning the air quality impacts on the Borough caused by their junction improvement works to the A500 junctions at Porthill and Wolstanton.

Comments from Tamworth Borough Council

- 2.7. No comments made about the proposed Action Plan measures.

Comments from Stoke on Trent City Council

- 2.8. Consideration is to be given to revoking the AQMA at Little Madeley as NO₂ levels have remained below the annual mean objective for the past 2 years.
- 2.9. More up to date traffic data is needed to support the proposed action plan measures.
- 2.10. Reference to the recent Ministerial Direction is to be included in the action plan.
- 2.11. Reference to be made to the new policies in the Joint Local Plan, particularly looking at housing and employment growth.
- 2.12. Include the following [Core Spatial Strategies](#) in the Action Plan CSP1, CSP3, CSP4 and CSP5

3. Ministerial Direction to Address Air Quality

- 3.1. Following advice from consultants appointed by Government to assist local authorities with the air quality management function, a section on the Ministerial Directions served on the Borough Council in October 2018 has been included. These have also been incorporated into the action plan for Newcastle under Lyme as MD1 (Bus retrofit Direction) and MD2 (Assessment of Further Measures Direction).
- 3.2. It is considered that this provides a comprehensive understanding of the current air quality picture within Newcastle under Lyme and the work being undertaken to bring about compliance with legal requirements designed to protect public health

4. Proposed amendments to AQAP

- 4.1. The comments received as part of the consultation have been, noted. Where appropriate, these have been incorporated into the Air Quality Action Plan. Given the size of the document this is available to view electronically on the agenda or in hard copy upon request. The opportunity has also been taken to further review policies and initiatives which the Council is involved in which have emerged since the consultation draft was issued. Accordingly the Action Plan for 2019 – 2024 now also includes the following and it is recommended that the following changes are made to the AQAP to be adopted;
 - 4.1.1. Commentary on non-compliance with Ambient Air Quality Directive on the A53 and the resulting Ministerial Directions served on the Borough;
 - 4.1.2. Core National and Local Policies section updated to include relevant air quality supportive policies within the National Planning Policy Framework 2018 and also the Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy 2006 to 2026;
 - 4.1.3. Within the Borough Wide Air Quality Action Plan, inclusion of the following:
 - 4.1.3.1 BW8 Develop policies to promote Electric vehicle charging infrastructure in the Development Planning Process;
 - 4.1.3.2 BW9 Support and participate in appropriate initiatives to encourage uptake of Zero and Low Emission Vehicle Technologies;

4.1.3.3.BW10 Review the Borough Council's Hackney Carriage and Private Hire Licensing Policy to reduce tail pipe emissions from this sector;

4.1.3.4 BW11 Transition the Council Vehicle fleet to Zero and Low Emission Vehicle Technologies.

4.1.4 Within the Newcastle under Lyme Air Quality Action Plan, inclusion of the following:-

4.1.4.1. MD1 Ministerial Direction to implement bus retrofit scheme for public bus service using A53 between Sandy Lane and A500/A53 Roundabout at latest by 2021 and in the soonest possible timeframe;

4.1.4.2. MD2 Ministerial Directions served on NULBC and SOTCC requiring Further Evaluation of measures to achieve compliance with the Ambient Air Quality Directive requirements for Nitrogen Dioxide in the soonest possible timeframe.

5. Recommendation

5.1 Approve alterations and updates to the AQAP 2019 to 2024 (Given the size of the document this is available to view electronically on the agenda or in hard copy upon request)

5.2 Formally adopt the AQAP 2019 to 2024.

5.3 Submit the adopted AQAP to DEFRA and incorporate any recommendations into a revised AQAP.

5.4 Receive future reports on progress on measures and proposed updates.

6. Outcomes Linked to Sustainable Community Strategy and Corporate Priorities

6.1. The report supports the Council's vision of "*Good local services, a prosperous borough and safe and welcoming places for all*", and the four corporate priorities:

- Local services that work for local people.
- Growing our people and places.
- A healthy, active and safe borough.
- A town center for all.

7. Legal and Statutory Implications

7.1. Under the provisions of the Part IV of the Environment Act 1995, as the Borough Council has declared four AQMA's it is required to produce and consult on the AQAP's and to consider any representations prior to them being formally adopted.

7.2. Borough Council Officers will be responsible for monitoring the delivery of the identified action plan measures, with the responsibility for implementation resting with the relevant identified body.

- 7.3. By virtue of paragraph 123 of the National Planning Policy Framework, the action plans, once formally adopted, will become a material planning consideration in the determination of future planning applications by both the Borough Council as the Local Planning Authority and also the County Council in its dual roles as the Waste Planning Authority and the Mineral Planning Authority.
- 7.4. Both Highways Authorities for the Borough (Staffordshire County Council and Highways England) are expected to have regard to the AQAP in developing and updating their transport plans for the Borough.

8. Financial and Resource Implications

- 8.1. Progress on delivering the action plans will be reported in the statutory Annual Status Reports which are presented to DEFRA. This will also be the subject of future reports to this committee. Existing staff and budgets within Environmental Health will be used for this purpose.
- 8.2. Funding of action plan measures rests with the action owner. Where appropriate, grant funding applications will be made to help deliver action plan measures.
- 8.3. Current and future planning policies may also assist the delivery of some of the measures.

9. Major Risks

- 9.1. Failure to make satisfactory progress on improving local air quality may leave the Council open to legal action by affected individuals and representative organisations as well as to formal intervention by Central Government under part IV of the Environment Act 1995 and for central government to pass down any court fines to local authorities Localism Act 2011.

10. Earlier Committee Resolutions

Public protection report 27 June 2018

11. Background Papers

- Statutory Air Quality reports for Newcastle under Lyme since 2012 available from [Air Quality in Newcastle-under-Lyme | Newcastle-Under-Lyme Borough Council](#)
- [Environment Act 1995 Part IV](#)
- [Local Air Quality Management Technical Guidance TG16](#)
- [Local Air Quality Management Policy Guidance PG16](#)
- [Core Spatial Strategies](#)

APPENDIX A
AQMA Locations

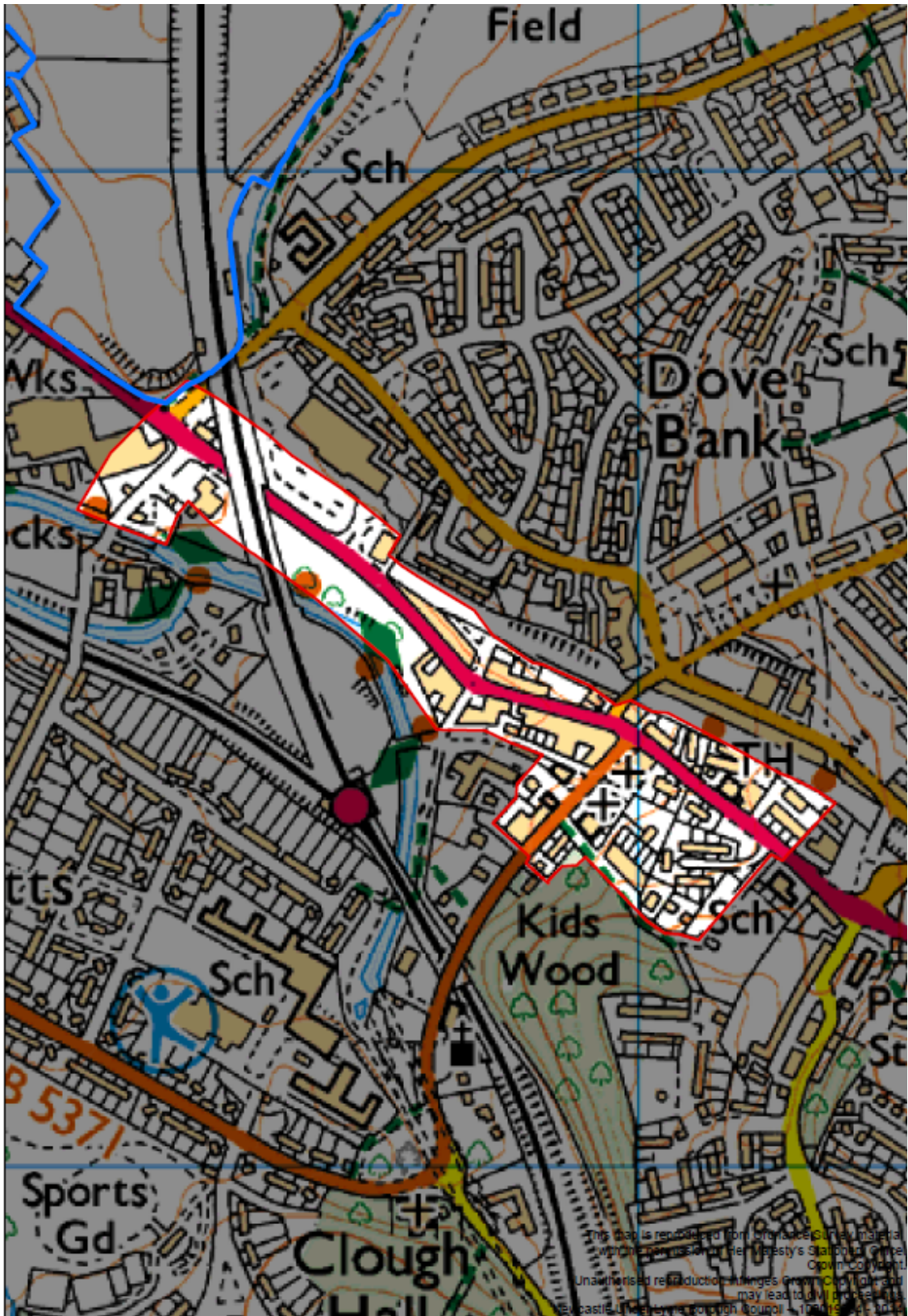


Figure 1: Kidsgrove AQMA

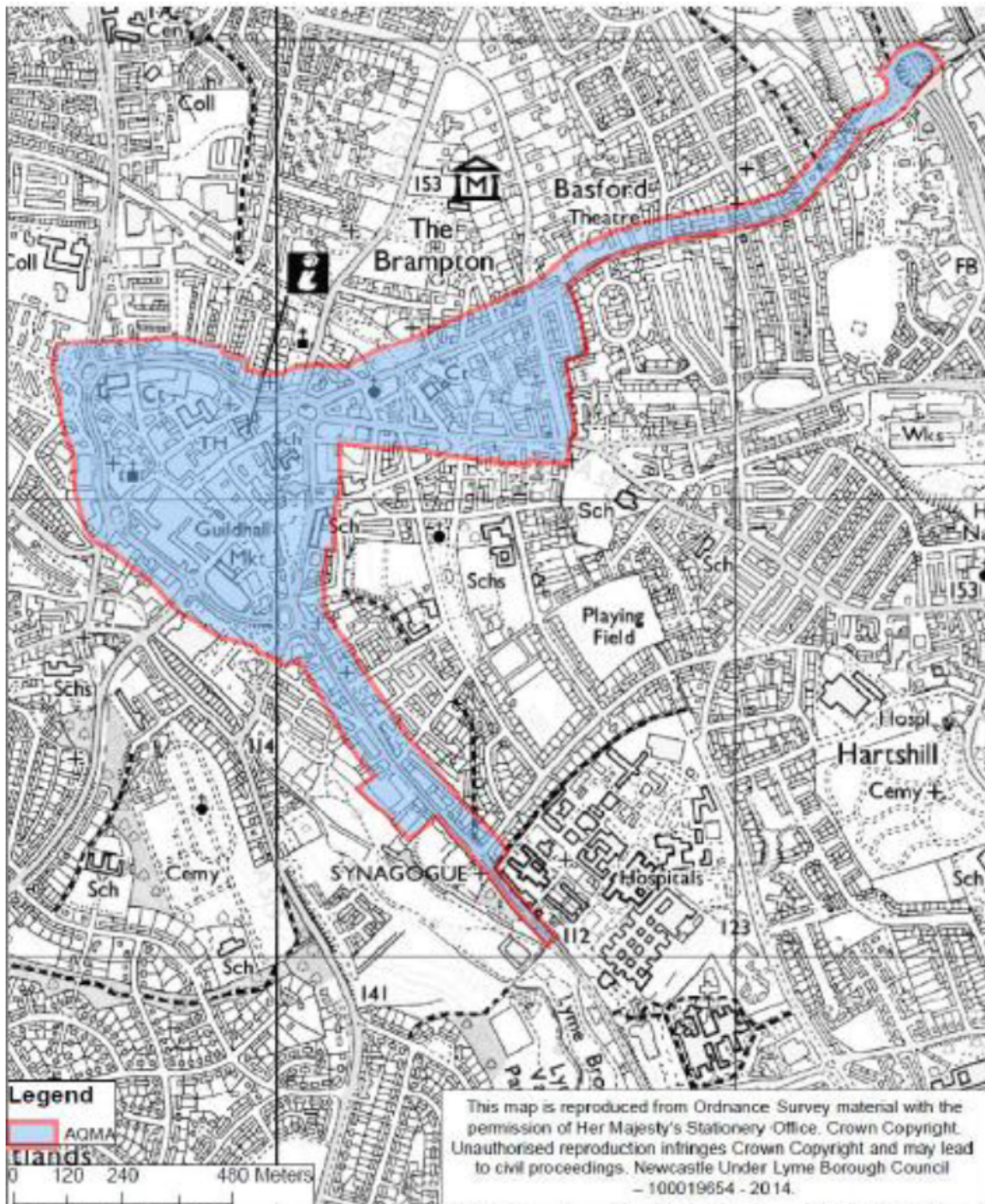


Figure 2: Newcastle-under-Lyme Town Centre AQMA

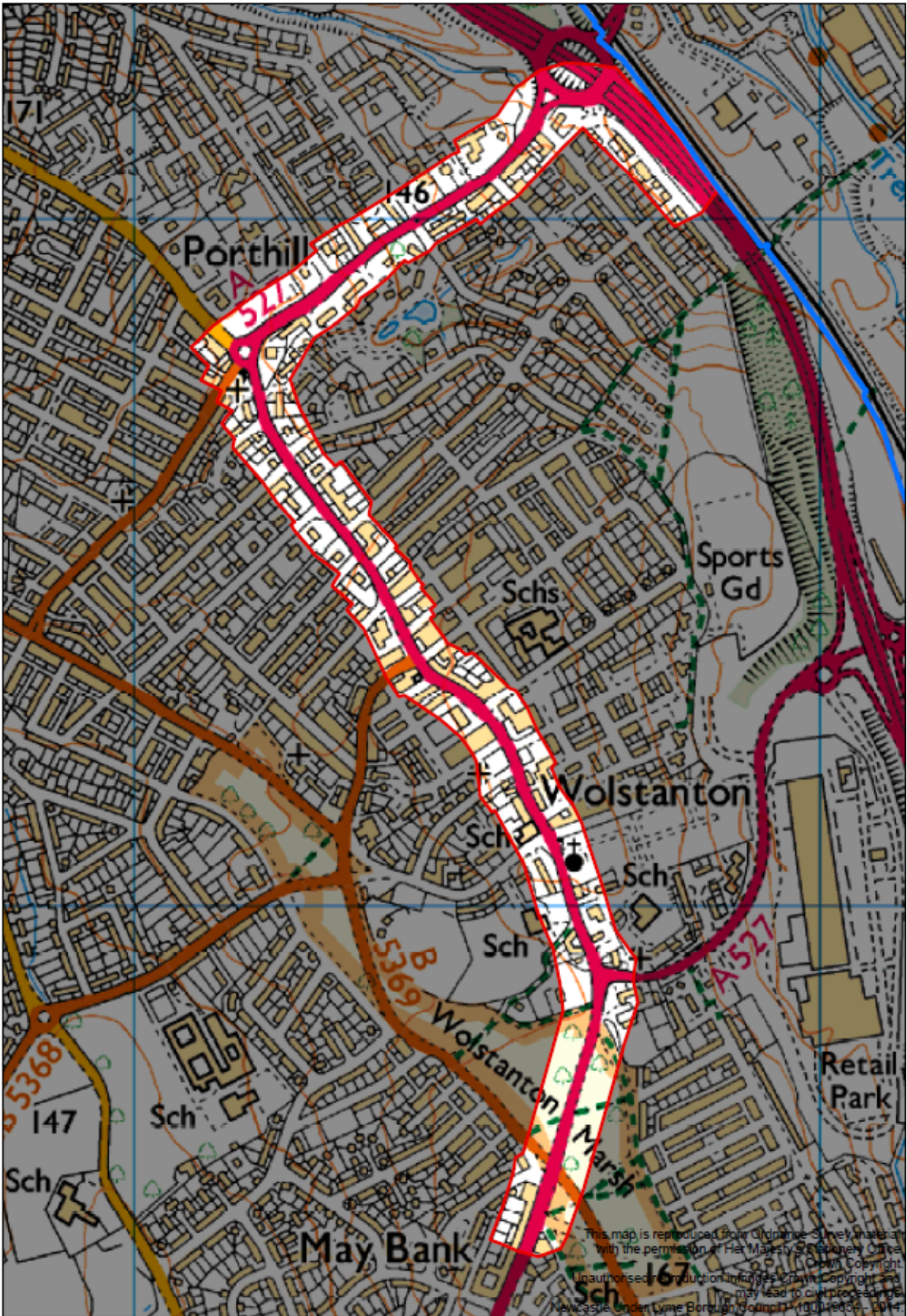


Figure 3: May Bank - Porthill - Wolstanton AQMA

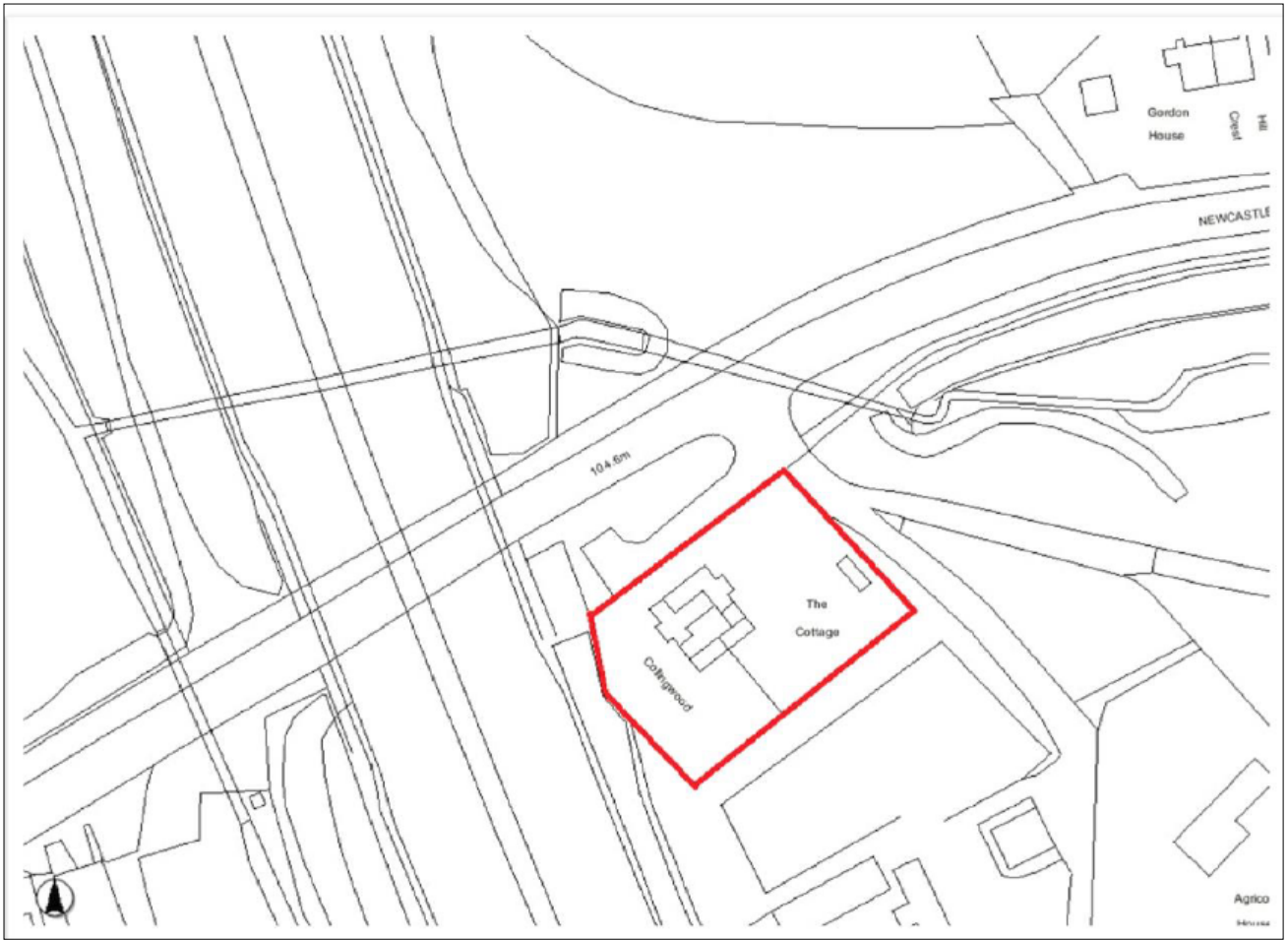


Figure 4: Madeley AQMA

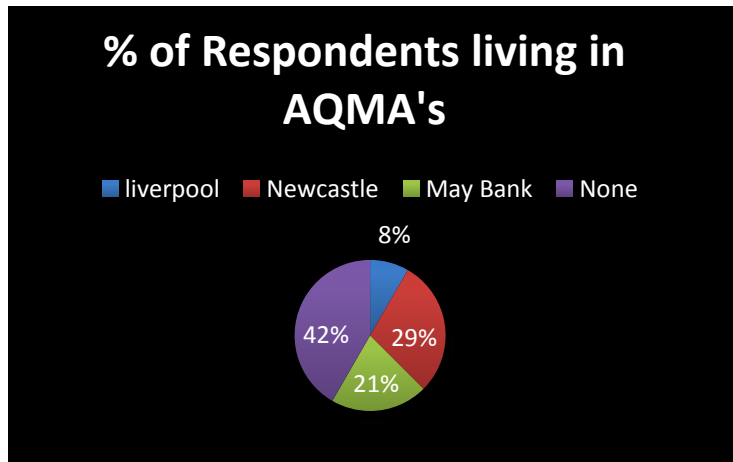
APPENDIX B

Online responses to the AQAP Consultation

From 7 September to 28 October there were 24 responses but not all respondents answered every question.

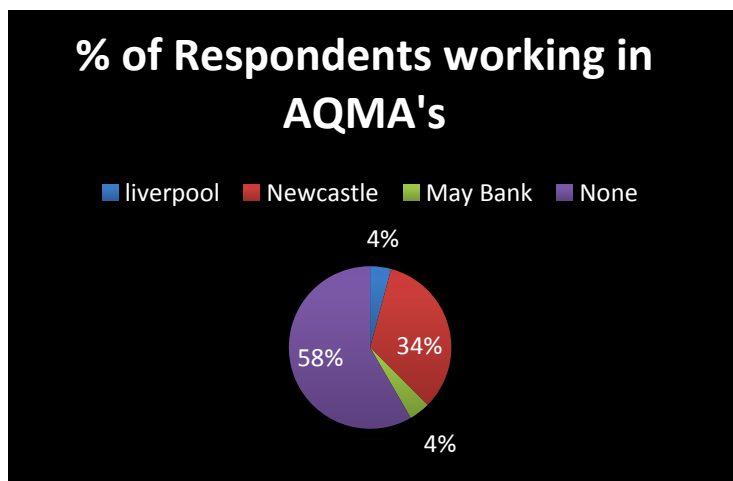
Q1) Do you live in one of the Air Quality Management Areas?

- 14 of the 24 respondents did live in one of the AQMAs:
- 2 in Liverpool Road, Kidsgrove
- 7 in Newcastle Town Centre
- 5 in May Bank / Wolstanton / Porthill
- None in Little Madeley
- 10 did not live in any of them.



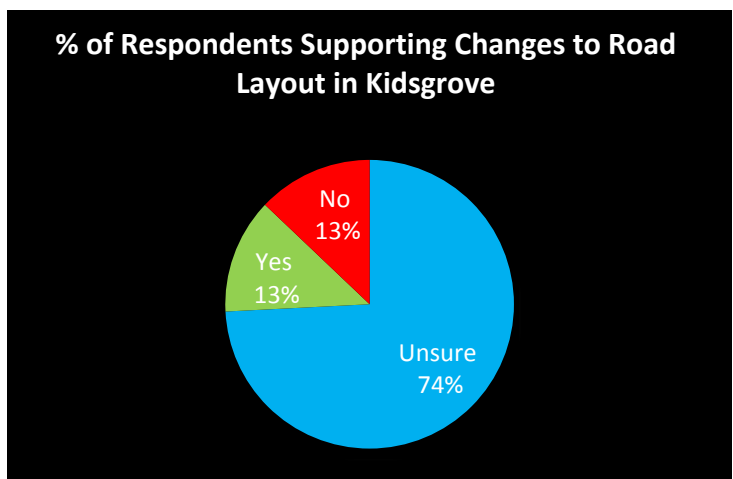
Q2) Do you work in one of the Air Quality Management Areas?

- 10 of the 24 respondents did work in one of the AQMAs:
- 1 in Liverpool Road, Kidsgrove
- 8 in Newcastle Town Centre
- 1 in May Bank/Wolstanton/Porthill
- None in Little Madeley
- 14 did not work in any of them.



Q3) Do you feel that changes to the road layout and traffic movement in Kidsgrove would improve traffic flow and help to reduce air pollution??

- 23 Responses to this question
- Responses to this question were fairly non-committal.
- 4 respondents (17.5 per cent) thought that they would improve things
- 4 respondents (17.5 per cent) thought that they would not
- 15 respondents (65 per cent) said that they did not know.



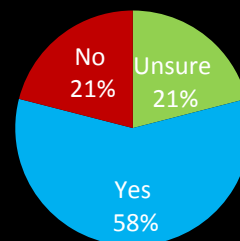
Four respondents took the opportunity to add further comments:

- As there is just one main road through Kidsgrove I'm struggling to understand how you might change the road layout to improve air quality.
- It depends on what the plan is.
- The proposed Lidl store on Liverpool Road would increase traffic pollution
- Traffic queues across the junction with the Avenue and Liverpool Road and freeflow is impeded by the bus stop outside the church and on-street parking. Banning right turns from Liverpool Road into Heathcote Street would also help or alternatively a Box Junction on the Tunstall bound lane to prevent queuing across the junction

Q4) Do you feel that changes to the Wolstanton-Porthill A500 junction would improve traffic flow and help to reduce air pollution?

- Responses to this question were more positive
- 58% thought that the changes would help
- 21% thought that they would not help
- 21 % did not know.

% Respondents Supporting Changes to the A500 junction at Wolstanton-Porthill



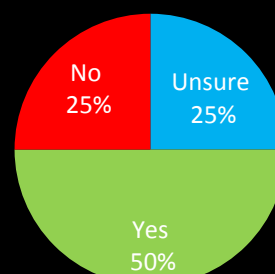
Six respondents left the following comments:

- That particular junction would flow quite well if the standard of driving improved, too many people get in the wrong lane or block the top of slip roads because they don't want to "Lose" their place in the queue. It's usually the knock-on effect from Trubshaw Cross roundabout that cause most problems.
- Add another lane going down Porthill Bank at the bottom so that traffic can filter left directly onto the A500 northbound going towards Crewe. In reality though, changes need to be made in Middleport, in particular when several people in close succession press the button on the pelican crossings
- It depends on what the plan is.
- Lots of traffic have their engines idling while they wait in the ridiculously long traffic for the majority of that road
- Will lead to increase of traffic
- This has the potential to improve AQ for people in Etruria Road and the Town Centre. However additional traffic may flow through May Bank which is located within an area of poor air quality. Opportunities to improve the flow of traffic along this route should be explored

Q5) Do you agree with the actions to improve air quality across the borough?

- 50% said that they did agree with the actions
- 25% did not agree
- 25% did not know

% Respondents Supporting proposed Action Plans

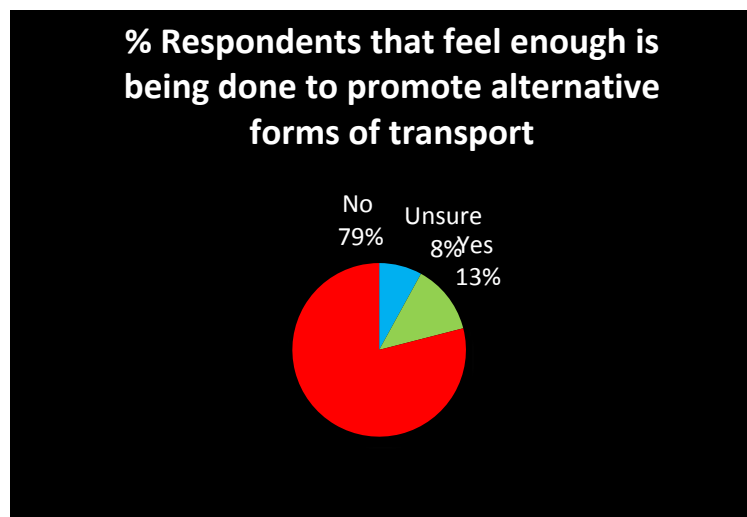


Six respondents left the following comments:

- Ring roads, one way streets and some streets blocked off creates a single route traffic flow that is bound to increase pollution.
- Every little helps
- Actions not very clear to non-council/highway employees. If the action is a major two year rebuild of a500 Junc to improve traffic flow then I would want more info on that plan before agreeing with actions.
- I don't know what the actions are
- There is no yes and no. There is insufficient details as to how they will be achieved and what targets there are for the mitigation measures (e.g. how many private car trips are reduced from cycling improvement measures). It is risible that the Ryecroft development has been approved without a full understanding of the impacts on air quality (I did point this out at the time - it should have been an EIA due to potential to increase pollutant levels already in excess of EU limits - but NUL don't do EIA). There should be a requirement for Electric car provision at this development as part of the reserved matters as a minimum. There is a promotion of housing estates with poor connectivity that will rely on private cars in the emerging local plan
- Not enough action is being proposed. I would like to see private hire, taxis and parents collecting or dropping off their children to or from school prohibited for leaving the engine running in their car whilst waiting which on Garden St ST5 1BW, parents regularly do.

Q6) Do you feel that enough is done to promote alternative forms of transport (walking, cycling, use of buses) within the borough?

- 79% said no
- 13% said yes
- 8% did not know



Nine respondents left the following comments:

- Bus are far too expensive. More people would gladly use them if the cost was more reasonable. In Manchester you paid one fare and could travel all over the place
- Bus timetables should be frequently be posted through doors reminding people of the services nearby, but timetables on bus shelters are too small to read. And invest in rush hour bus services only 7-9am and 4-7pm in areas with little or no services
- Proper cycle lanes to encourage people to use their bikes to travel, take a look at the Netherlands! Also truly secure bike storage facilities so people can leave their bikes.
- Lighting needs to be improved along off road cycle routes especially station walks.
- There is no safe cycle lanes granted there are cycle paths away from the main roads however they are not well lit and I get scared to use them after dark
- It's also very difficult due to the hills in S-o-T/N-u-L to encourage cycling - it would be good to see how this is going to be brought forward effectively - signage is not enough. Schools should be encouraged to promote cycling (some schools in Borough have banned bikes) - school run results in significant congestion and emissions - same for Keele University
- Bus service is awful and cycling is dangerous.

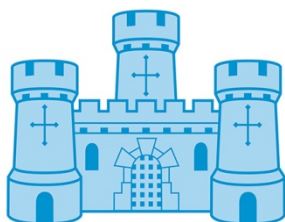
- Living and working in one of the AQMA areas I see little evidence that walking or cycling is promoted. Increasing the use of buses is hampered by cut backs in bus services - many people cannot use buses simply due to the absence of a service where & when they need it.
- Need far more cycle routes especially for students in the town to travel
- Not enough being done to promote cycling/ training subsidies, planning policies, lack of secure parking and to encourage parents and kids to avoid car journeys to school. Parking near schools should be restricted to ensure that air quality around schools is not worsened at peak times. Bus service is unreliable and is being withdrawn in areas.

Q7) Are you aware of any other action happening in your area which could improve air quality and should be included in the Air Quality Action Plan??

13 respondents here who took the opportunity to make further remarks

- You need to be looking at Chesterton and the traffic to the industrial estate Holditch and recycling plant. Air pollution is terrible. Have you monitored it lately?
- If the public transport services were improved perhaps more people would use them. I drive. I won't use the Bus because they are not very 'user-friendly'. The number of postings on social media about how dirty and smelly they are, about how unsafe people feel, about how rude and disrespectful the drivers are, is unbelievable. Buses are unreliable, unsafe for the rider, are not user-friendly, ill-equipped to keep an eye on the driver and the riders. Buses need a Driver and a Conductor/Overseer.
- Sorry but I've worked in the transport industry all my life and I have never had a health problem i think the problem is with the fuel companies in what they add to try and make it better like putting silicone additives in the fuel to stop it foaming up when fuelling your vehicle up
- Stop the parking along The A34 around the Hospital area from Occupation Street to past RSUH on both sides of the road. This will mean traffic can move more freely on both lanes and less congestion at the sets of traffic lights.
- I think you may need to consider a more public facing document.
- A comprehensive document but could benefit from planning policies incorporating extra provision for electric charging points (such as in a parking strategy or new homes).
- More emphasis should be placed on creating and planting woodland, encouraging residents to plant trees and maintaining the trees in the community. Trent Vale recently felled half a dozen ash trees so that people could park next to the fast food shops. Walking has become inconvenient for some of the population of the county.
- Unfortunately little will be achieved unless levels of car usage significantly reduces
- These are pretty lacklustre and are just relying on the move to cleaner vehicles and EV rather than actually doing anything
- Very poor
- Car sharing initiatives could also help.
- Need to just use better enforcement of yellow lines on Liverpool road and create more parking that is clear for people to use. It also needs the traffic lights bringing into sync.
- Policies should be developed to require EV charging infrastructure and cycle storage / subsidised bus travel for new development as appropriate and also to promote energy efficiency / sustainable energy generation. The Council should lead by example and take the initiative to reduce NO₂ and PM₁₀ emissions from its fleet and estate. The Council should also work in partnership with local business to encourage energy efficiency and sustainable / low emission transport. Planning polices and work in conjunction with Stoke and Public Health. The Council should also have polices to support alternative clean fuel and vehicle technologies. Developments should be located within walking cycling distance of key services and be accessible to reduce reliance on the car. More infra-structure within the towns and villages to promote cycling.

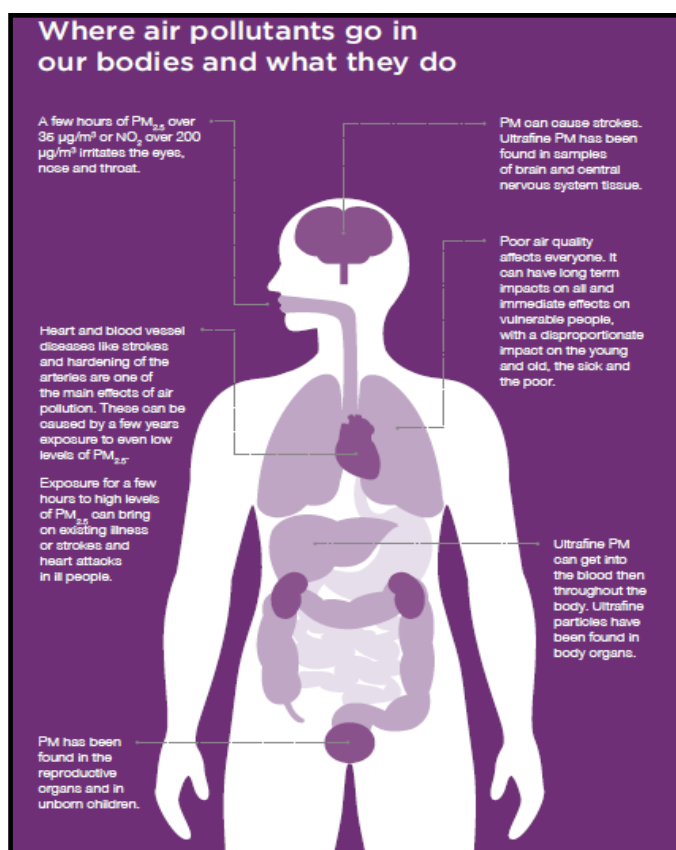
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NEWCASTLE·UNDER·LYME

BOROUGH COUNCIL

Air quality Action Plan (2019 - 2024)



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Newcastle under Lyme Air Quality Action Plan 2019 – 2024. Formally Adopted xxxx 2019

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Approval	
Reported to Licensing and Public Protection Committee	22 nd January 2019
Formally adopted by Licensing and Public Protection Committee	

Note:

This document will be kept under review to keep it uptodate with legisilative requirements and national and local polices and inititaives on air quality. The most recent approved version is available to view online at www.newcastle-staffs.gov.uk/airquality

Progress on delivering the Air Quality Action Plan Measures is reported in our Annual Status Report due in June of each year. This can be viewed online at www.newcastle-staffs.gov.uk/airquality

For any enquires please contact the Environmental Protection Team
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1 Summary

Under Part IV of the Environment Act 1995, Local Authorities have a legal duty to review and assess air quality in their areas and to report against objectives for specified pollutants of concern, to the Department for Environment, Food and Rural Affairs (DEFRA). Air Quality Objectives are defined in European Directives that are incorporated within UK Air Quality Strategies and Regulations.

Air quality within the borough has been closely monitored since 1997, and pollutant levels have largely remained within the recommended UK national objectives for air quality. The review of air quality 2014 by Newcastle-under-Lyme Borough Council (NULBC), with the support of consultants TRL, identified four distinct areas within the Borough where due to traffic issues, air pollution exceeds the objective levels for nitrogen dioxide.

When a Council identifies an exceedance and there is a risk to public health from exposure, the council have to create what is known as an Air Quality Management Area (AQMA).

The four AQMAs within NULBC are: Newcastle Town Centre, Maybank, Kidsgrove and Little Madeley. These AQMA's were declared following detailed and further assessment reports. The further assessment report was based upon monitoring and modelling carried out using data for 2012. We now have four further years' worth of monitoring data as a means of verifying the continued status of these AQMA's which are reviewed within this report.

As a consequence of declaring the AQMA's, the Council is legally required to develop and implement an Air Quality Action Plan, with help from other organisations and the public, which deliver a set of measures that are designed to reduce the level of pollution to within the boundaries that are acceptable levels within the European Union (EU) limit values and the UK's national objectives for air quality.

Working with partner stakeholders, this draft Air Quality Action Plan has been produced to provide measures that are specific for each AQMA area, which will contribute towards reducing levels of nitrogen dioxide across the 4 AQMA's and the wider Borough.

Progress on delivering the adopted AQAP will be reviewed annually in the Annual Status Report (ASR) which details the status of air quality in the Borough in the preceding calendar year. All reports are available to view on our website at www.newcastle-staffs.gov.uk/airquality

2 Introduction

Newcastle-under-Lyme is a well-connected town in the centre of England, located close to the city of Stoke-on-Trent. The borough has around 123,000 residents and is the location of Keele University, which was ranked in the top 40 universities in the UK by the Sunday Times University Guide.

Under Part IV of the Environment Act 1995, Local Authorities have a legal duty to review and assess air quality in their areas and to report against objectives for specified pollutants of concern, to the Department for Environment, Food and Rural Affairs (DEFRA). Air Quality Objectives are defined in European Directives that are incorporated within UK Air Quality Strategies and Regulations.

Air quality within the borough has been closely monitored since 1997, and pollutant levels have largely remained within the recommended UK national objectives for air quality. The review of air quality 2014 by Newcastle-under-Lyme Borough Council (NULBC), with the support of consultants TRL, identified four distinct areas within the Borough where due to traffic issues, air pollution exceeds the objective levels for nitrogen dioxide.

When a Council identifies an exceedance and there is a risk to public health from exposure, the council have to create what is known as an Air Quality Management Area (AQMA). Once the AQMA has been established the Council have to develop an action plan that shows how NULBC, with help from other organisations and the public, will deliver a set of measures that are designed to reduce the level of pollution to within the boundaries that are acceptable levels within the European Union (EU) limit values and the UK's national objectives for air quality.

The four AQMAs within NULBC are: Newcastle Town Centre, Maybank, Kidsgrove and Little Madeley. These AQMA's were declared following detailed and further assessment reports. The further assessment report was based upon monitoring and modelling carried out using data for 2012. We now have four further years' worth of monitoring data as a means of verifying the continued status of these AQMA's which are reviewed within this report.

The Action Plan is designed to provide measures that are specific for each AQMA area, as well as measures that will be implemented across the borough through a wide range of plans and strategies.

Newcastle-under-Lyme is part of the North Staffordshire Conurbation, closely linked to Stoke-on-Trent City Council as expressed by the development of a joint local plan, and is developing its own district integrated transport strategy within the framework of the Staffordshire Local Transport Plan.

The district profile described within the draft integrated strategy highlights the connectivity of Newcastle-under-Lyme with the national transport network, including the M6 and the A500 trunk road, together with local trunk routes including the A34, A53 and A50. It is generally accepted that at peak times the Newcastle-under-Lyme highway network, particularly the ring road, displays symptoms of congestion resulting in delays and variable journey times.

It is recognised that North Staffordshire is an area engaging on a process of economic regeneration, involving developing plans to stimulate growth and prosperity that begin with city centre developments and improving the internal transport links in the region. Further investment in strengthening transport interconnectivity between central Stoke, railway station, Newcastle-under-Lyme, Universities of Keele, and Staffordshire, with key employment sites notably the Science Park and the hospital are considered priorities.

The planned Etruria Valley Highways scheme funded by the Staffordshire Growth deal is expected to link with plans to increase capacity on the A500 funded by Highways England, with improved links to the A500 at Wolstanton. Plans for additional housing in central Newcastle, additional employment on the sites of Keele University and the Science Park will add to pressures on the local transport network.

The neighbouring authority, Stoke on Trent City Council, have developed the North Staffs Multi Modal (NSMM) Transport Model which is being used to produce traffic forecasts to inform the development of the Transport Business Case for the Etruria Valley Link Road Project (EVLRL) and also the delivery of the emerging Newcastle under Lyme and Stoke on Trent Joint Local Plan (JLP). Once the JLP is formally adopted, it will be used to inform development across the two local authority areas. It will also contain policies to guide appropriate development, including policies relating to air quality and health.

Monitoring of congestion across the key district transport routes has been recognised as a key indicator by Staffordshire County Council, and may be an important indicator for future impact on local air quality.

This document is a Draft Action Plan for Consultation, and does not attempt at this stage to provide final solutions to all the areas that are currently defined as AQMA's in Newcastle under Lyme.

However this document is aimed at key stakeholder groups, and aims to highlight where there are challenges to be faced, focussing on the main sources of emissions, and asks questions in relation to developing appropriate measures to address the local air pollution hotspots, in the knowledge wide ranging planned developments.

It is clear that in order to provide meaningful solutions a significant degree of co-ordination will be required across a range of departments responsible for highways, local transport, planning, economic development and regeneration, including liaison with neighbouring local authorities and County Councils.

It will be necessary to ensure that future planned schemes which may impact on transport links into and through Newcastle-under- Lyme are adequately assessed for impact on emissions and local air quality.

3 Steering Group and Consultation Process

The process so far has involved meetings with a core group of officers from Newcastle-under-Lyme Borough Council, Staffordshire County Council and Stoke-on-Trent City Council, representing Transport, Environment and Planning Departments with attendance from representatives of departments and organisations considered to have an integral role in improving air quality in the borough, including Highways England, Keele University. Meetings have taken place between 24th March 2015 and September 2017.

The meetings have engaged with considering the key issues of the potential impacts of planned developments in the areas declared as Air Quality Management Areas. These are discussed later within this report.

4 Compliance with EU Air Quality Standards

The EU Ambient Air Quality Directive sets legally binding limits for ambient concentrations of certain pollutants in the air.

For Nitrogen Dioxide (NO₂) there are two limit values for the protection of human health. These require Member States to ensure that:

- (i) annual mean concentration levels of NO₂ do not exceed 40µg/m³; and
- (ii) hourly mean concentration levels of NO₂ do not exceed 200µg/m³ more than 18 times a calendar year.

Member States were required to meet these limits by 1 January 2010 unless an extension was granted for up to 5 years to 1 January 2015.

There has been significant publicity over recent years in relation to the failure within the UK to deliver adequate plans to address areas where there are exceedances of European Air Quality Objectives, within specified timescales. The European Commission started infraction proceedings against the UK because the UK Supreme Court made a declaration that the UK was in breach of its obligations to comply with the limit values for Nitrogen Dioxide (NO₂) in the Air Quality Directive. The infraction covers 16 zones (out of 43) which are the subject of the declaration made by the UK Supreme Court.

These are zones for which the UK did not apply for a time extension under the Air Quality Directive because we could not demonstrate that they would meet the limit values by 2015. The Commission has stated that it would like to “to achieve full compliance with existing air quality standards by 2020 at the latest”

This ruling means that if the European Union were to fine the UK Government for failing to meet current air quality objectives, there is a discretionary power in Part 2 of the Localism Act under which means the UK Government could require responsible authorities to pay all or part of an infraction fine.

In heavily trafficked urban areas and close to major trunk routes and motorways across the UK we see raised levels of the two main traffic generated pollutants, Nitrogen Dioxide and Particulate Matter. To a large extent, these two pollutants represent the majority of all exceedances of air quality objectives in the UK and elsewhere in Europe. There are currently approximately 600 AQMA's in the UK, with 580 declared with road transport as the main source of pollution.

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The latest estimates from DEFRA suggest that average roadside levels of nitrogen dioxide have reduced by 15% since 2010, but there are still more than 2,000km of roads across the UK exceeding the limit value for nitrogen dioxide. This is predicted to reduce to approximately 500km of roads in exceedance by 2020, the latest deadline for compliance.

For the purposes of reporting to the EU, the UK has been split into 43 zones and agglomerations for air quality monitoring and reporting purposes. 35 of these 43 zones are predicted to be in compliance by 2020 (based upon modelling from the UK Pollution Climate Mapping Model).

Newcastle-under-Lyme and Stoke-on-Trent fall within the Potteries Agglomeration Zone, where DEFRA estimate there are currently 19.9 km of exceedances, expected to reduce to 0 km by 2020, highlighting that exceedances are centred upon the A50/A500 Stoke arterial road, expected to be in compliance by 2020.

The Local Authorities included within the Potteries Agglomeration Zone are:

1. Cheshire East
2. Newcastle-under-Lyme Borough Council
3. Stafford Borough Council
4. Staffordshire Moorlands District Council
5. Stoke-on-Trent City Council

Exceedances within Newcastle-under-Lyme are not currently shown as exceedances within the National PCM Model predictions, which only accounts for the A50/A500 main trunk route, as being in breach of air quality objectives.

The UK Government currently remains in breach of the Ambient Air Quality Directive, such that the Secretary of State was required to prepare new air quality plans to deliver to the Commission by 31 December 2015. DEFRA requested all local authorities to submit their latest plans for improving air quality in their districts, prior to submission to the EU Commission.

Newcastle-under-Lyme Borough Council and Stoke-on-Trent City Council both submitted plans to DEFRA in 2015 and 2017, these are considered later in this report.

5 Air Pollution and Health

Public Health England provided evidence to the Government's Environmental Audit Committee on Air Quality in 2014, the evidence highlighted that:

- The World Health Organisation's International Agency for Research on Cancer finding diesel-engine exhaust and ambient air pollution to be carcinogenic.
- Ambient air pollution was associated with increased mortality from lung cancer.
- The WHO Review of evidence on health aspects of air pollution, confirmed evidence linking exposure to ambient air pollution with adverse effects on the respiratory and cardiovascular systems and suggested a possible association with the endocrine system (diabetes) and the nervous system.
- It also suggested ambient NO₂ having direct effects for respiratory outcomes including effects on infant mortality rates, on pre-term birth and on cognitive performance in children.
- The evidence over the last three or four years that children growing up near traffic in areas with high NO₂ and primary particle emissions have stunted and impaired lung development is incredibly strong.
- There is evidence to suggest that the WHO research indicated that "there are significant health effects below our limit values, and so not attaining our limit values should be seen in a very negative light. They are not a magic barrier we have to cross. They are our minimum expectations to protect public health."
- In April 2014, Public Health England calculated the local impact of particulate matter pollution on premature mortality, ranging from 2.5% in some local authorities in rural Scotland and Northern Ireland to over 8% in some London boroughs.
- The Committee on the Medical Effects of Air Pollutants (COMEAP-March 2015) estimate that approximately 29,000 deaths per year in the UK could be attributable to man-made particulate matter pollution, equivalent to a loss of 340,000 life-years. It is estimated that the effects of NO₂ on mortality are equivalent to 23,500 deaths annually in the UK
- Defra estimates the cost to the economy to be about £16 billion per year.

6 Addressing Health within the LAQM Process

The latest Guidance documents (Policy Guidance PG16, and Technical Guidance TG16), for Local Authorities outlines the updates to the review of the process of annual reporting by Local Authorities. It has been designed to maximise the public health benefits of local authority action, in particular on priority pollutants such as NO₂ and Particulate Matter (PM₁₀/PM_{2.5}), and streamlining the reporting process.

This guidance is statutory and all relevant Local Authorities (both district and county level) should have regard to it. The guidance applies to local authority action on air quality using available levers, including planning and transport responsibilities. In two tier authorities, it is directly relevant to both district and county councils who both have obligations under Part IV of the Environment Act.

The guidance makes clear why air quality matters, since by improving air quality we can reduce both the short term and the long term effects on people's health as described by the COMEAP report above. Tackling air pollution is a priority for Government. Action being taken to reduce NO₂ concentrations is set out in the Draft Plans to Improve Air Quality in the UK compiled from the submissions made by individual authorities.

Section 82 of the Environment Act 1995 provides that every local authority shall review the air quality within its area, both at the present time and the likely future air quality. Section 83 requires local authorities to designate an Air Quality Management Area (AQMA) where air quality objectives are not being achieved, or are not likely to be achieved, as set out in the Air Quality (England) Regulations 2000. Once the area has been designated, Section 84 requires the local authority to develop an Action Plan detailing remedial measures to tackle the problem within the AQMA.

For two-tier and unitary authorities, the guidance details that it is expected that all departments across the authorities should work together to identify suitable measures to address air quality. This includes measures in relation to local transport, highways, land use planning, environmental health and public health. Although district councils prepare the annual reports and Action Plans under LAQM, the Secretary of State expects lower and upper tier councils to work together to develop their content and, with respect to Action Plans, ensure that all necessary measures to address air pollution in their local area are included.

There is now very strong evidence on the significant contribution of transport emissions to air pollution in urban areas and the Government expects county councils to bring forward measures in relation to addressing the transport impacts in its area for inclusion in any Action Plan.

The importance of the effect of air pollution on public health is reflected by the inclusion of an indicator of mortality associated with air pollution in the Public Health Outcomes Framework for England.

The indicator is defined as the Fraction of all-cause adult mortality attributable to anthropogenic particulate air pollution (measured as fine particulate matter, PM_{2.5}). Within UK towns and cities, emissions of PM_{2.5} from road vehicles are an important source. Consequently, levels of PM_{2.5}, and population exposure, close to roadsides are often much higher than those in background locations.

Inclusion of this indicator in the Public Health Outcomes Framework will enable Directors of Public Health to prioritise action on air quality in their local area to help reduce the health burden from air pollution.

7 Health and air quality impacts in Newcastle under Lyme

The information in this section has been provided by Staffordshire County Council Public Health Directorate to support Newcastle-under-Lyme Borough Council in their local air quality management duties under Part IV of the Environment Act 1995. The analysis will help officers evaluate the link between health and poor air quality in Air Quality Management Areas (AQMAs), and provide a benchmark to evaluate the effectiveness of measures implemented to address air quality. It will also provide supporting evidence in bids to access external funding streams to implement such measures.

To help officers evaluate the link between health and poor air quality in AQMAs a number of indicators were identified:

- Prevalence of related conditions from GP disease registers. These are asthma, chronic obstructive pulmonary disease (COPD) and coronary heart disease (CHD).
- Air pollution attributable mortality
- Incidence of lung cancer
- Cardiovascular disease (CVD) emergency hospital admissions
- Respiratory disease emergency hospital admissions (including a breakdown of asthma and COPD)

7.1 Disease prevalence

The QOF registers only tells us about the conditions which are diagnosed and recorded on GP patient registers. The increases seen in prevalence are thought to be primarily due to improvements in awareness, early diagnosis and recording over time.

Table 1 to Table 3 displays the numbers and prevalence of patients recorded with a diagnosis of asthma, COPD and CHD in Newcastle practices between 2015/16 and 2017/18

TABLE 1: RECORDED PREVALENCE OF ASTHMA IN NEWCASTLE PRACTICES, 2011/12-2013/14

Practice Name	2014/15	2015/16	2016/17
Heathcote Street Surgery	265 (4.6%)	249 (4.6%)	243 (4.7%)
The Village Surgery	435 (6.6%)	452 (6.7%)	470 (6.8%)
Moss Lane Surgery	476 (6.9%)	451 (6.5%)	452 (6.4%)
Ashley Surgery	313 (7.9%)	284 (7.1%)	296 (7.3%)
Dr Harbidge's Surgery	575 (5.9%)	543 (5.7%)	525 (5.6%)
Miller Street Surgery	359 (5.1%)	357 (5.2%)	375 (5.5%)
Silverdale Medical Centre	926 (7.6%)	926 (7.6%)	934 (7.5%)
Audley Health Centre	715 (7.4%)	715 (7.3%)	749 (7.5%)
Wolstanton Medical Centre	728 (6.6%)	698 (6.2%)	742 (6.6%)
Lyme Valley Practice	370 (6.1%)	380 (6.3%)	342 (5.9%)
Dr J Holland's Practice	442 (6.3%)	416 (6.0%)	407 (5.9%)
Higherland Surgery	245 (6.1%)	241 (5.9%)	247 (5.9%)
Kingsbridge Medical Centre	530 (6.3%)	531 (6.3%)	562 (6.5%)
R J Mitchell Medical Centre	296 (6.7%)	278 (6.3%)	272 (6.2%)
University Medical Centre Keele	234 (3.5%)	263 (3.7%)	276 (3.6%)
Betley Surgery	96 (5.2%)	93 (5.0%)	95 (5.1%)
Milehouse Medical Practice	131 (6.0%)	140 (6.1%)	134 (5.6%)
Talke Pits Clinic	226 (6.1%)	222 (5.8%)	228 (5.9%)
Loomer Road Surgery	414 (5.2%)	429 (5.5%)	444 (5.7%)
Midway Medical Centre	183 (5.9%)	175 (5.3%)	199 (5.8%)
Newcastle-under-Lyme	7,959 (6.2%)	7,843 (6.1%)	7,992 (6.2%)
Staffordshire	51,358 (6.1%)	51,243 (6.0%)	52,459 (6.0%)
West Midlands	368,115 (6.2%)	368,727 (6.1%)	423,475 (6.1%)
England	3,402,437 (6.0%)	3,400,679 (5.9%)	3,444,218 (5.9%)

Key: *Statistically lower than England; statistically higher than England*

XXXXXXXX

Source: Quality and Outcomes Framework (QOF), Quality Management and Analysis System (QMAS) and GPES databases, Copyright, The Health and Social Care Information Centre, Prescribing and Primary Care Services. All rights reserved.

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TABLE 2: RECORDED PREVALENCE OF CHRONIC OBSTRUCTIVE PULMONARY DISEASE IN NEWCASTLE PRACTICES, 2011/12-2013/14

Practice Name	2014/15	2015/16	2016/17
Heathcote Street Surgery	157 (2.8%)	151 (2.8%)	153 (2.9%)
The Village Surgery	120 (1.8%)	124 (1.8%)	136 (2.0%)
Moss Lane Surgery	179 (2.6%)	183 (2.7%)	188 (2.7%)
Ashley Surgery	135 (3.4%)	135 (3.4%)	129 (3.2%)
Dr Harbidge's Surgery	263 (2.7%)	271 (2.8%)	277 (3.0%)
Miller Street Surgery	111 (1.6%)	113 (1.7%)	119 (1.8%)
Silverdale Medical Centre	334 (2.7%)	346 (2.8%)	358 (2.9%)
Audley Health Centre	239 (2.5%)	259 (2.6%)	271 (2.7%)
Wolstanton Medical Centre	238 (2.1%)	237 (2.1%)	248 (2.2%)
Lyme Valley Practice	106 (1.7%)	102 (1.7%)	102 (1.8%)
Dr J Holland's Practice	175 (2.5%)	178 (2.6%)	195 (2.8%)
Higherland Surgery	106 (2.7%)	103 (2.5%)	105 (2.5%)
Kingsbridge Medical Centre	177 (2.1%)	192 (2.3%)	200 (2.3%)
R J Mitchell Medical Centre	67 (1.5%)	72 (1.6%)	91 (2.1%)
University Medical Centre Keele	13 (0.2%)	12 (0.2%)	12 (0.2%)
Betley Surgery	20 (1.1%)	21 (1.1%)	19 (1.0%)
Milehouse Medical Practice	65 (3.0%)	68 (3.0%)	79 (3.3%)
Talke Pits Clinic	126 (3.4%)	132 (3.5%)	135 (3.5%)
Loomer Road Surgery	258 (3.2%)	283 (3.6%)	291 (3.7%)

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Midway Medical Centre	54 (1.7%)	59 (1.8%)	60 (1.7%)
Newcastle-under-Lyme	2,943 (2.3%)	3,041 (2.4%)	3,168 (2.4%)
Staffordshire	15,851 (1.9%)	16,348 (1.9%)	17,080 (2.0%)
West Midlands	108,367 (1.8%)	111,222 (1.8%)	130,445 (1.9%)
England	1,034,578 (1.8%)	1,066,471 (1.9%)	1,087,908 (1.9%)

Key: *Statistically lower than England; statistically higher than England*

Source: Quality and Outcomes Framework (QOF), Quality Management and Analysis System (QMAS) and GPES databases, Copyright, The Health and Social Care Information Centre, Prescribing and Primary Care Services. All rights reserved.

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TABLE 3: RECORDED PREVALENCE OF CORONARY HEART DISEASE IN NEWCASTLE PRACTICES, 2014/15-2016/17Key: *Statistically lower than England; statistically higher than England*

Practice Name	2014/15	2015/16	2016/17
Heathcote Street Surgery	263 (4.6%)	246 (4.5%)	242 (4.7%)
The Village Surgery	233 (3.5%)	231 (3.4%)	232 (3.3%)
Moss Lane Surgery	284 (4.1%)	282 (4.1%)	297 (4.2%)
Ashley Surgery	177 (4.5%)	172 (4.3%)	171 (4.2%)
Dr Harbidge's Surgery	402 (4.1%)	381 (4.0%)	373 (4.0%)
Miller Street Surgery	281 (4.0%)	274 (4.0%)	275 (4.1%)
Silverdale Medical Centre	551 (4.5%)	544 (4.4%)	556 (4.5%)
Audley Health Centre	350 (3.6%)	341 (3.5%)	349 (3.5%)
Wolstanton Medical Centre	456 (4.1%)	453 (4.0%)	456 (4.0%)
Lyme Valley Practice	211 (3.5%)	194 (3.2%)	189 (3.3%)
Dr J Holland's Practice	233 (3.3%)	231 (3.3%)	239 (3.5%)
Higherland Surgery	153 (3.8%)	147 (3.6%)	154 (3.7%)
Kingsbridge Medical Centre	322 (3.8%)	327 (3.9%)	319 (3.7%)
R J Mitchell Medical Centre	137 (3.1%)	140 (3.2%)	147 (3.3%)
University Medical Centre Keele	33 (0.5%)	27 (0.4%)	33 (0.4%)
Betley Surgery	75 (4.1%)	72 (3.8%)	67 (3.6%)
Milehouse Medical Practice	95 (4.4%)	94 (4.1%)	97 (4.1%)
Talke Pits Clinic	163 (4.4%)	166 (4.4%)	166 (4.3%)
Loomer Road Surgery	311 (3.9%)	285 (3.7%)	294 (3.8%)

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Midway Medical Centre	61 (2.0%)	59 (1.8%)	60 (1.7%)
Newcastle-under-Lyme	4,791 (3.7%)	4,666 (3.6%)	4,716 (3.6%)
Staffordshire	31,433 (3.7%)	31,117 (3.7%)	31,204 (3.6%)
West Midlands	199,913 (3.4%)	199,488 (3.3%)	227,340 (3.3%)
England	1,843,813 (3.2%)	1,839,330 (3.2%)	1,829,777 (3.2%)

Source: Quality and Outcomes Framework (QOF), Quality Management and Analysis System (QMAS) and GPES databases, Copyright, The Health and Social Care Information Centre, Prescribing and Primary Care Services. All rights reserved.

7.2 Air pollution attributable mortality

Poor air quality is a significant public health issue. The burden of particulate air pollution in the UK in 2008 was estimated to be equivalent to nearly 29,000 deaths at typical ages and an associated loss of population life of 340,000 life years lost.

Inclusion of this indicator in the Public Health Outcomes Framework (PHOF) will enable local health and wellbeing groups to prioritise action on air quality in their area to help reduce the health burden from air pollution.

Table 4 displays the fraction of annual all-cause adult mortality attributable to anthropogenic (human-made) particulate air pollution (measured as fine particulate matter, PM2.5¹). This suggests that around 5% of Newcastle’s mortality is attributable to air pollution which is similar to the national picture.

TABLE 4: MORTALITY ATTRIBUTABLE TO AIR POLLUTION (ADULTS AGED 30 AND OVER)

	2011	2012	2013	2014	2015	2016
Cannock Chase	5.0%	4.8%	5.1%	5.1%	4.6%	5.4%
East Staffordshire	4.9%	4.8%	5.1%	5.1%	4.8%	5.6%
Lichfield	5.1%	5.0%	5.1%	5.0%	4.6%	5.5%
Newcastle-under-Lyme	4.8%	4.6%	4.9%	4.7%	4.2%	4.7%
South Staffordshire	4.9%	4.8%	5.1%	5.0%	4.7%	5.1%
Stafford	4.7%	4.6%	4.9%	4.8%	4.7%	4.8%
Staffordshire Moorlands	4.4%	4.2%	4.7%	4.5%	4.0%	4.6%
Tamworth	5.4%	5.2%	5.5%	5.4%	4.9%	6.0%
Staffordshire	4.9%	4.7%	5.0%	4.9%	4.5%	5.2%
West Midlands	5.3%	5.1%	5.4%	5.2%	4.8%	5.5%
England	5.4%	5.1%	5.3%	5.1%	4.7%	5.3%

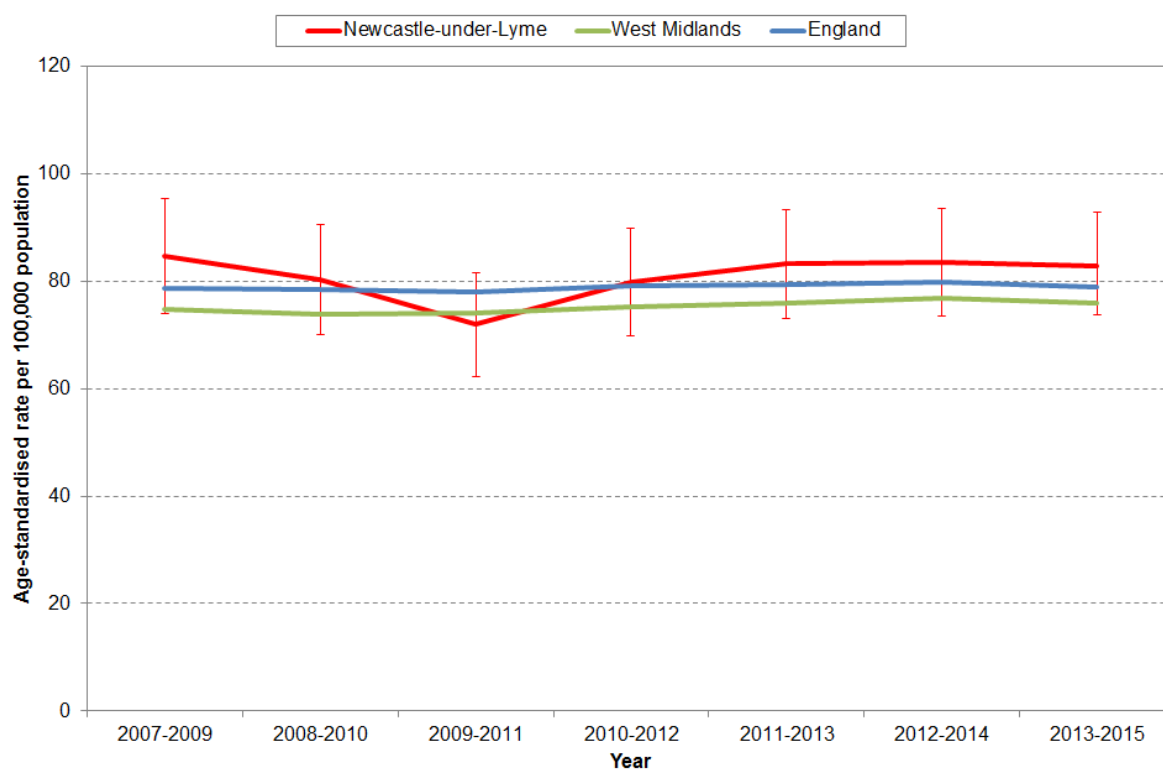
Source: Public Health Outcome Framework, Public Health England, <http://www.phoutcomes.info/>

7.3 Lung cancer

Around 100 people are diagnosed with lung cancer every year in Newcastle with incidence rates being similar to the England average. Incidence rates between 2007-2009 and 2013-2015 remained relatively stable (Figure 1).

¹ * PM2.5 means the mass (in micrograms) per cubic metre of air of individual particles with an aerodynamic diameter generally less than 2.5 micrometers. PM2.5 is also known as fine particulate matter.

FIGURE 1 TRENDS IN LUNG CANCER INCIDENCE



Source: <http://fingertips.phe.org.uk/>, Public Health England

Source: Health and Social Care Information Centre. © Crown Copyright.

7.4 Emergency hospital admissions

The analysis below explores emergency hospital admissions in Newcastle for cardiovascular disease, all respiratory diseases, asthma and chronic obstructive pulmonary disease. An emergency hospital admission is an unplanned hospital admission of a patient to hospital.

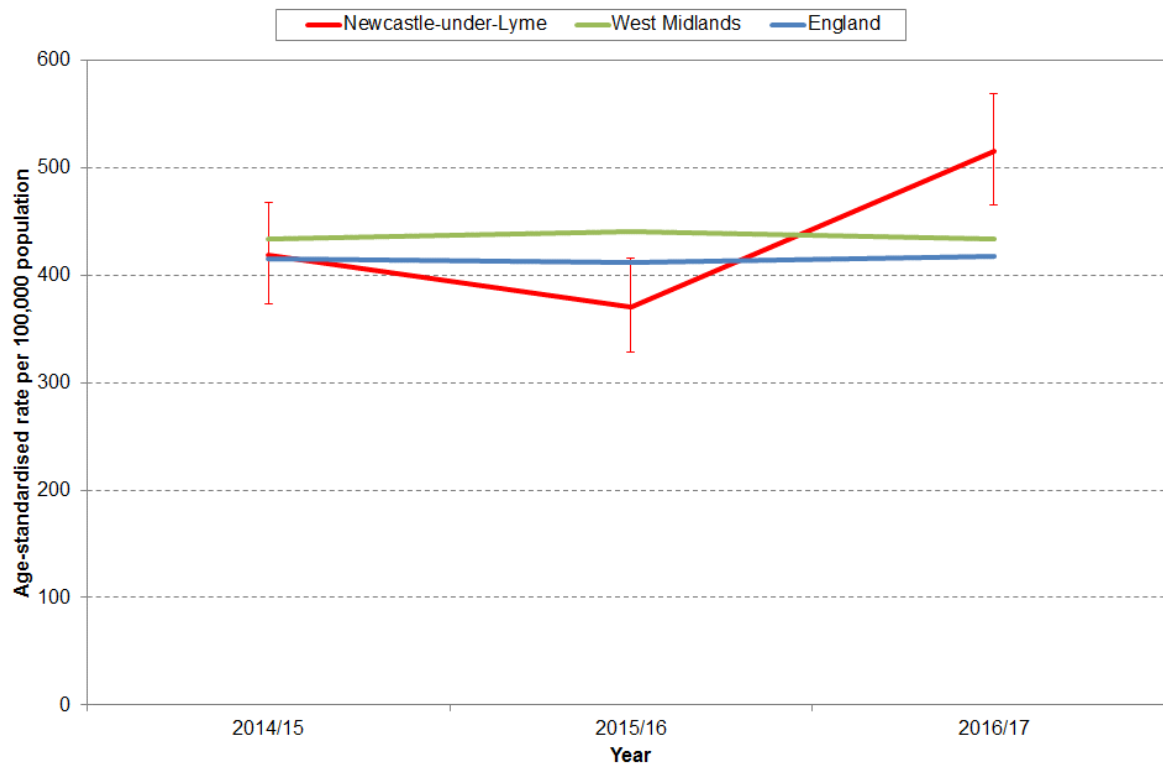
Air pollution is known to increase the chances of individuals being admitted to hospital. During 2016/17 there were almost 400 emergency (unplanned) admissions to hospital as a result of COPD for Newcastle residents aged 35 and over.

Between 2015/16 and 2016/17 there was a sharp increase in the number of Newcastle residents being admitted to hospital with rates now being higher than the national average (**Error! Reference source not found.**).

Hospital admissions from CVD and respiratory diseases in Newcastle are higher than the national average.

Table 5 and **Table 6** show ward level data for CVD and respiratory disease in Newcastle. There were 6 wards with rates of admissions for CVD higher than England and 14 wards with rates higher than England for respiratory disease admissions.

FIGURE 2: EMERGENCY HOSPITAL ADMISSIONS FOR CARDIOVASCULAR DISEASE IN NEWCASTLE, 2014/15- 2016/17



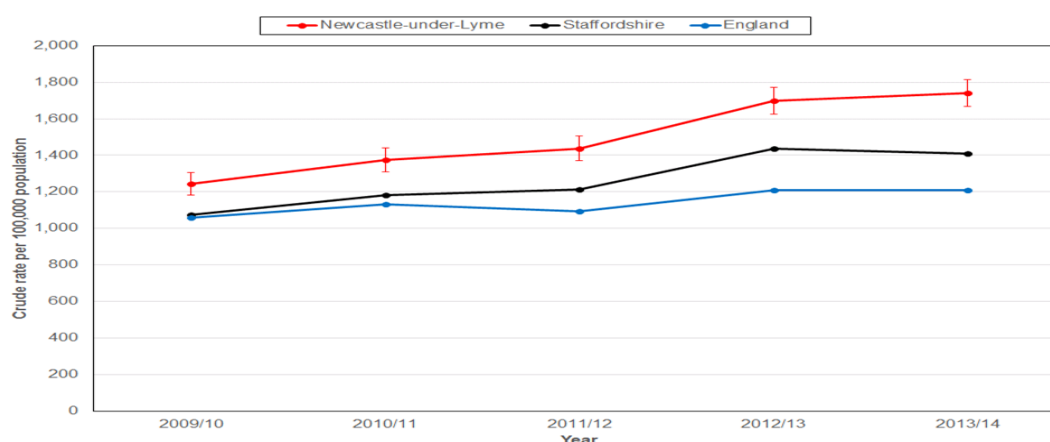
Source: Hospital In-patient Data Extract, Midlands and Lancashire Commissioning Support Unit and Mid-year population estimates, Office for National Statistics, Crown copyright.

**TABLE 5: CARDIOVASCULAR DISEASE WARD LEVEL EMERGENCY HOSPITAL ADMISSIONS
 IN NEWCASTLE, ALL AGES, ALL PERSONS, 2013/14 (HIGHLIGHTED ARE IN
 AQMA'S)**

Ward name	Admissions	Crude rate per 100,000 population	Statistical difference to England
Audley and Bignall End	55	929	Similar
Bradwell	63	990	Similar
Butt Lane	56	996	Similar
Chesterton	72	989	Similar
Clayton	51	1,189	Similar
Cross Heath	81	1,383	Higher
Halmerend	58	1,537	Higher
Holditch	57	1,214	Similar
Keele	4	90	Lower
Kidsgrove	56	818	Similar
Knutton and Silverdale	48	1,094	Similar
Loggerheads and Whitmore	65	939	Similar
Madeley	40	937	Similar
May Bank	60	956	Similar
Newchapel	32	951	Similar
Porthill	51	1,250	Higher
Ravenscliffe	28	714	Similar
Seabridge	55	998	Similar
Silverdale and Parksite	43	1,153	Similar
Talke	65	1,683	Higher
Thistleberry	84	1,357	Higher
Town	75	1,474	Higher
Westlands	58	1,029	Similar
Wolstanton	66	1,124	Similar
Newcastle-under-Lyme	1,323	1,065	Higher
Staffordshire	8,495	997	Higher
England	498,497	925	

Source: Hospital In-patient Data Extract, Midlands and Lancashire Commissioning Support Unit and Mid-year population estimates, Office for National Statistics, Crown copyright.

FIGURE 3: EMERGENCY HOSPITAL ADMISSIONS FOR ALL RESPIRATORY DISEASE IN NEWCASTLE, 2009/10 - 2013/14



Source: Hospital In-patient Data Extract, Midlands and Lancashire Commissioning Support Unit and Mid-year population estimates, Office for National Statistics, Crown copyright.

TABLE 6: RESPIRATORY DISEASE WARD LEVEL EMERGENCY HOSPITAL ADMISSIONS IN NEWCASTLE, ALL AGES, ALL PERSONS, 2013/14 (HIGHLIGHTED ARE IN AQMA'S

Ward name	Admissions	Crude rate per	Statistical
Audley and Bignall End	76	1,284	Similar
Bradwell	123	1,933	Higher
Butt Lane	112	1,991	Higher
Chesterton	120	1,649	Higher
Clayton	103	2,402	Higher
Cross Heath	154	2,630	Higher
Halmerend	57	1,510	Similar
Holditch	101	2,152	Higher
Keele	5	113	Lower
Kidsgrove	94	1,373	Similar
Knutton and Silverdale	98	2,234	Higher
Loggerheads and Whitmore	71	1,026	Similar
Madeley	78	1,826	Higher
May Bank	89	1,418	Similar
Newchapel	58	1,723	Higher
Porthill	63	1,544	Similar
Ravenscliffe	67	1,709	Higher
Seabridge	79	1,433	Similar
Silverdale and Parksite	92	2,467	Higher
Talke	77	1,994	Higher
Thistleberry	133	2,148	Higher
Town	96	1,887	Higher
Westlands	68	1,207	Similar
Wolstanton	91	1,550	Similar
Newcastle-under-Lyme	2,105	1,695	Higher
Staffordshire	11,625	1,364	Higher
England	677,856	1,258	

Source: Hospital In-patient Data Extract, Midlands and Lancashire Commissioning Support Unit and Mid-year population estimates, Office for National Statistics, Crown copyright.

7.5 Further information

Further information on the health and wellbeing of Newcastle-under Lyme residents is available on the Staffordshire Observatory website at:

- <http://www.staffordshireobservatory.org.uk/publications/healthandwellbeing/districtsummaryprofiles.aspx>
- <http://www.staffordshireobservatory.org.uk/publications/healthandwellbeing/yourhealthinstaffordshire.aspx>

For more advice or more in-depth profiling and assessment in any particular area, contact the Public Health Intelligence Team: Phillip.Steventon@staffordshire.gov.uk.

8 Newcastle-under-Lyme within local Transport networks

Newcastle under Lyme, together with Stoke-on-Trent and the Potteries towns of Tunstall, Burslem, Hanley, Fenton and Longton form the North Staffordshire conurbation. Within the context of regeneration in North Staffordshire, improved connectivity and accessibility to transport connections between the towns and local employment centres are seen as a vital element.

Newcastle-under-Lyme has the dual transport pressures due to its location as a link to the M6 motorway, and close links to Stoke-on-Trent, thus local transport issues have to be addressed alongside regional and shared issues with neighbouring Stoke-on-Trent.

8.1 The Local Highways England Managed Network Picture

Newcastle has good connections to the national Strategic Highway Network which is managed by Highways England. This includes the M6 and the A500 trunk road, and is also served by significant routes including the A34 and A53 that carry both local and inter urban traffic. Newcastle also constitutes a significant link between the M6 motorway and major trunk routes into the Midlands, for Stoke-on-Trent, Derby and Nottingham, via the A500 and A50, with links to the M1 via the A38, as illustrated in **Figure 4** which shows how the strategic highway network is impacted by delays and **Figure 5** which shows the challenges and opportunities to reduce congestion.

8.2 The Local Staffordshire County Council Managed network picture

Roads not managed by the Highways England are managed and maintained by Staffordshire County Council within the Borough of Newcastle under Lyme (NULBC) and Stoke on Trent City Council (SOTCC) where they fall within the city boundary.

With regards to congestion at the local network level, analysis of GPS Trafficmaster journey time data for term time dates of the academic years 2010/11 and 2008/09 have been analysed and shows that the key roads linking Newcastle-under-Lyme, Stoke Town and the City Centre increasingly experience delay and variable journey times within the AM and PM peaks.

Delays occur across all routes in the corridor in the PM peak and journey times are less reliable in the PM peak than the AM peak. Comparing 2008/09 data with 2010/11 shows that journey time reliability, on average, has worsened on half of routes and delays occur more consistently across the PM peak.

It is generally accepted that at peak times the Newcastle-under-Lyme highway network, particularly the ring road (A34 Lower Street/A52 Ryecroft/A527 Barracks Road), displays symptoms of congestion resulting in delays and variable journey times. Journey time reliability is a concern for Newcastle town centre roads mainly in the AM peak and reliability has worsened overall since 2008/09.

A52 Hartshill Road (SOTCC), George Street (NULBC) and Brunswick Street (NULBC): AM peak average delay is 92 seconds per mile eastbound and 65 seconds westbound. In the PM peak, average delay is 80 seconds eastbound.

A53 Etruria Road (SOTCC & NULBC): both directions experience poor journey time reliability in the peaks. Average delay per mile in the PM peak is 203 seconds and peaks at 244 seconds

Journey time reliability is a concern for Newcastle town centre roads mainly in the AM peak and reliability has worsened overall since 2008/09. Journeys by car to schools and college adjacent to the town centre contribute to the variable AM peak travel times. Average delay per mile was measured at 174 and 172 seconds for clockwise and anti-clockwise directions respectively. The highest delay recorded in the AM peak was 273 seconds measured in an anti-clockwise direction (0830-0845).

Traffic modelling finds that significant parts of the North Staffordshire highway network, are already approaching or at capacity and the problem of congestion will continue to get worse. Derived from the North Staffordshire Transport Study Phase III (NSTSIII) the location of AM peak link and junction based problems are shown in **Figure 6** for the 2016 modelled scenario. These problems will also reduce the upstream capacity of links and junctions which in turn will also become subject to efficiency problems and the location of congestion problems is likely to be even more prevalent than shown.



FIGURE 4: HIGHWAYS ENGLAND MANAGED NETWORK - VEHICLE HOURS DELAY APRIL 2012 TO MARCH 2013

[Ref: Highways England North and East Midlands Route Strategy Evidence Report April 2014]

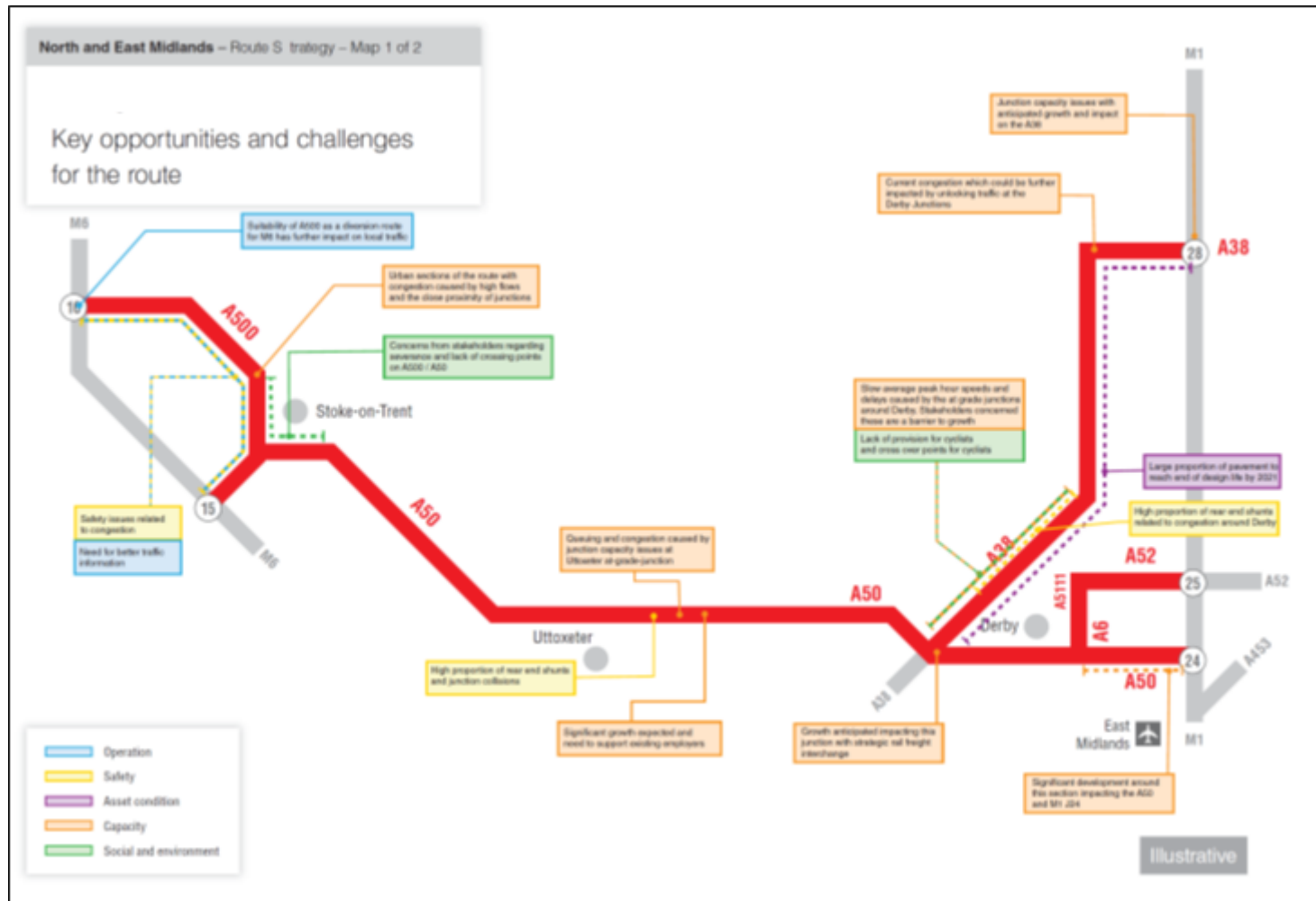


FIGURE 5: HIGHWAYS ENGLAND MANAGED NETWORK OPPORTUNITIES AND CHALLENGES

[Ref: Highways England North and East Midlands Route Strategy April 2015]

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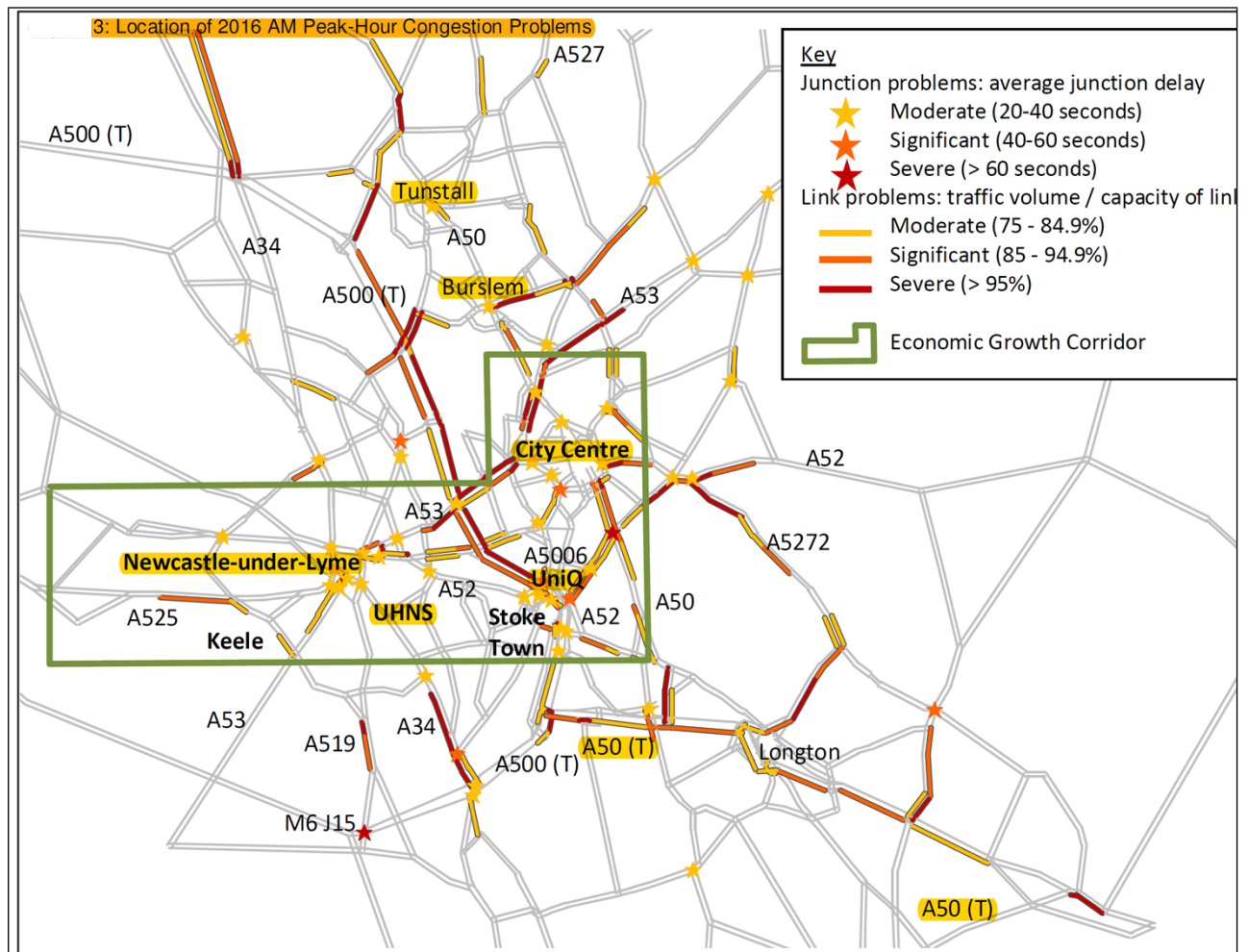


FIGURE 6: 2016 NETWORK AM PEAK HOUR CONGESTION IN NEWCASTLE UNDER LYME AND STOKE ON TRENT

Staffordshire and Stoke-on-Trent are receiving transport funding under the UK Government Growth Deal Programme through the Local Enterprise partnership’s Strategic Economic Plan to promote sustainable transport in the region as a deliverer of local economic development. To improve connectivity and ease congestion in the North Staffordshire Conurbation the Growth Deal included provisional approval for Etruria Valley Link Road scheme. Additional funding is being sought to progress with planned improvements to the Leek Road city centre gateway, and work on the completion of the city’s ring road. [Ref: Draft Newcastle Borough Integrated Transport Strategy]

By 2026 Staffordshire is expected to see significant growth, including a population increase of over 10,000 with 55,000 new homes being built.

It is estimated that traffic congestion in the region costs businesses around £20,000 a year, the County Council recognise there is a challenge to enable economic growth without causing congestion.

[Ref: Staffordshire Local Transport Plan]

9 Core National and Council Policies

The following documents represent the key policies and strategies influence future developments within North Staffordshire. Air Quality related polices have been identified in current polices. It is also anticipated that there will be opportunities for inclusion of air quality support in emerging polices.

9.1 National Planning Policy Framework 2018

The National Planning Policy Framework (NPPF'18) sets out the Government's planning policies for England and how these should be applied¹. It provides a framework within which locally-prepared plans for housing and other development can be produced.

Planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. The National Planning Policy Framework must be taken into account in preparing the development plan, and is a material consideration in planning decisions. Planning policies and decision

The NNPF'18 contains polices which are supportive of improvements to local air quality. These are contained within **Table 9**

9.2 Newcastle under Lyme and Stoke on Trent Core Spatial Strategy 2006 – 2026

The Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy has been prepared jointly with Stoke-on-Trent City Council it forms a part of the Local Development Framework and is often referred to in planning applications and decisions.

The Core Spatial Strategy sets out a broad framework for the future development of the whole of Newcastle-under-Lyme and Stoke-on-Trent. This approach helps to make sure that the two councils are working together to achieve the best results for both areas.

It contains a number of policies which have air quality benefits and support potential action plan measures. These are detailed in **Table 9**.

Newcastle-under-Lyme Borough Council and Stoke-on-Trent City Council are working together to prepare a new Joint Local Plan that will guide the future development of both areas up to 2033. This will replace the existing Core Spatial Strategy and the remaining saved policies from the Newcastle-under-Lyme Local Plan 2011 and Stoke-on-Trent City Plan 2001.

9.3 Newcastle under Lyme Local Plan saved polices beyond 2007

The saved policies continue to form part of the Development Plan for Newcastle under Lyme. These policies together with the Core Spatial Strategy and current polices in the National Planning Policy Framework form the basis for making planning development decisions within the Borough. A number of the polices identified in **Table 9** are considered to support improvements in air quality and potential action plan measures.

Newcastle-under-Lyme Borough Council and Stoke-on-Trent City Council are working together to prepare a new Joint Local Plan that will guide the future development of both areas up to 2033. This will replace the existing Core Spatial Strategy and the remaining saved policies from the Newcastle-under-Lyme Local Plan 2011 and Stoke-on-Trent City Plan 2001.

9.4 Staffordshire Local Transport Plan 2011

Local Transport Plans (LTPs) are prepared by local authorities under the Transport Act 2000 and the Local Transport Act 2008.

Staffordshire's LTP sets out policy and strategy for walking, cycling, vehicular and public transport in the county and the management and maintenance of local roads and footways for the period up to 2026.

The Staffordshire LTP3 prioritises objectives of Supporting Growth and Regeneration, Maintaining the Highway Network, and Making Transport Easier to Use and Places Easier to Get to, whilst also meeting the objectives of Improving Safety and Security, Reducing Road Transport Emissions and Effects on the Highway Network, Improving Health and Quality of Life, and Respecting the Environment.

In achieving these objectives, the LTP sets out many policies that Staffordshire County Council will implement in decision-making. Examples of policies which will be relevant at a strategic level to the Joint Local Plan include those relating to **accessibility (improving bus services, supporting mobility for those are impaired or have no access to a private motor vehicle), efficient transport networks (operation of the road network, increasing capacity on existing roads, improved efficiency of freight transport, reducing the negative impact of development on the highway network, integrating transport services)**, social issues (community cohesion, supporting areas of deprivation, helping residents to access services and supporting rural communities), **environmental issues (resilience of the transport network to changing climatic conditions; reducing emissions from road transport;** minimising the risk of flooding, soil erosion and pollutants entering watercourses; minimising the risk of soil contamination; enhancing biodiversity and landscape) and wider sustainability issues (stimulating regeneration, supporting the adoption of sustainable land-use policies, improving the image of townscapes)

9.5 Draft Newcastle-under-Lyme Borough Integrated Transport Strategy 2015 - 2026

This delivers the Staffordshire LTP by prioritising investment and expenditure on transport improvements in the borough and informing local planning policies.

It identifies that Newcastle borough has good access to the Strategic Highway Network (M6 and A500) but that at peak times the A34/A52/A527 ring road displays symptoms of congestion. The ring road also presents a significant barrier for pedestrians and cyclists to negotiate. In general, western access routes to Newcastle town centre are more reliable than eastern access routes towards Stoke and the A500. Kidsgrove railway station provides services on the West Coast Mainline, however access for the mobility impaired or those with heavy luggage and/or children has been a major issue. There is considered to be a good

core bus network, however the 4.7%¹² of the working age population that travel to work by bus is considered to be low for a largely urban area.

Amongst the transport improvements identified in the strategy are; the widening of the A500 between Porthill and Wolstanton in connection with the proposed Etruria Valley Link Road; improved viability, sustainability and usage of bus services with the borough and with surrounding areas; Investigating solutions to gaps in the cycle network at Chatterley Valley/Kidsgrove, A34 Cedar Road/Lower Milehouse Lane, Dark Wood and Keele/Newcastle; improvements in Newcastle town centre relating to public realm, bus facilities, pedestrian and cycle links across the ring road and the capacity and efficiency of the ring road, and; accessibility improvements at Kidsgrove railway station, including a replacement footbridge.

The Integrated Transport Strategy will be subject to review throughout the development of the Joint Local Plan as policies and development proposals are finalised. It also recognised that development proposed in the Cheshire East Local Plan may result in a need to review the Integrated Transport Strategy if there is an impact on the borough, for example through increased patronage at Kidsgrove railway station.

9.6 Staffordshire Freight Strategy April 2011

The policy context for this Freight Strategy document comes from the Staffordshire Local Transport Plan (LTP3)¹ and government policy Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen.

The freight transport and logistics industry is an important activity in Staffordshire in terms of the economy, the impact on the transport network and the local environment.

The M6 motorway through the County accommodates typical HGV flows of around 35,000-40,000 on a week day and is a key corridor from the south to the north of the country. Significant numbers of HGV's use the A38, A5, M54, A50 and A34. The West Coast Mainline through Staffordshire is one of the most significant rail freight routes in the country.

Below the trunk road the County network is generally much less heavily trafficked and the proportion of HGV traffic is much lower (typically 5-10% compared to the M6 25-30%) although the County does host some important sub-regional routes and some major freight destinations.

The prevalence of the logistics industry and storage and warehousing uses in the County is in part a reflection of good access and the central position in the country to serve a national distribution service. Employment in these industries is well above the national average. It is evident that there is strong market interest for major logistics operations.

9.7 Key Local Programmes with potential to impact on urban traffic levels in North Staffordshire

LEP Growth Deals³ were announced in July 2014 with Stoke-on-Trent and Staffordshire LEP receiving a minimum of £82.3m over the 6 years of the SEP. To improve connectivity

² Census 2011

³ <https://www.stokestaffslep.org.uk/delivering-growth/deals/growth-deal/>

and ease congestion in the North Staffordshire Conurbation, the Growth Deal included **provisional approval for Etruria Valley Link Road**,⁴ and a provisional £5m allocation of Local Sustainable Transport Fund funding to be spread across the LEP area.

Newcastle-under-Lyme Town Centre Regeneration

- NuL Public Sector Hub, containing the Borough Council, County Council, library and Registrar as well as the police
- Ryecroft Development • Up to 100,000 sq ft of new retail and leisure floor space. • Student accommodation hub • Retirement housing • Car Parking
- Student accommodation within the town centre

Highways England highlighted the A50 and A500 as key routes which need to be improved to facilitate future investment. Road Investment Strategy supports the widening of the A500 between Porthill and Wolstanton.⁵

Other key strategies

The Health and Wellbeing Agenda is a high priority for Staffordshire County Council and will be supported through capital investment in the walking and cycling network including the National Cycle Network and promotional activities delivered through Local Sustainable Transport Fund (LSTF) and other funding sources as they become available.

Table 7: Links to Existing Policies

Associated Strategy/Plan	Web Link	Key stakeholders	Date of publication
Stoke-on-Trent and Staffordshire Growth Deal. 2015-2021	https://www.gov.uk/government/publications/stoke-on-trent-and-staffordshire-growth-deal	Staffordshire CC, NULBC, Stoke-on-Trent CC.	2014
Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy. 2006-2026	https://www.newcastle-staffs.gov.uk/all-services/planning/planning-policy/current-development-plan/newcastle-under-lyme-and-stoke-trent	Staffordshire CC, NULBC, Stoke-on-Trent CC.	2009
Staffordshire Local Transport Plan 2011 to 2026 - Strategy Plan	http://www.staffordshire.gov.uk/transport/transportplanning/localtransportplan/staffordshirelocaltransportplan2011strategyplan.pdf	Staffordshire CC, NULBC, Stoke-on-Trent CC.	2011
Staffordshire Transport Plan – Newcastle-under-Lyme Integrated Transport Strategy 2015-2026	https://www.staffordshire.gov.uk/transport/transportplanning/District-integrated-transport-strategies/districtintegratedtransportstrategies.aspx	Staffordshire CC, NuLBC	2015
Staffordshire Freight Strategy April 2011	https://www.staffordshire.gov.uk/transport/transportplanning/localtransportplan/Appendices/appendix-staffordshirefreightstrategy.pdf	Staffordshire CC, Highways England NULBC, Stoke-on-Trent CC.	2011

Table 8: Links to Future Policies

Associated Strategy/Plan	Web link	Key stakeholders	Date for	Date for publication
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⁴https://www.stoke.gov.uk/news/article/39/consultation_starts_on_major_new_road_for_etruria_valley_and_a500_upgrade

⁵ <http://roads.highways.gov.uk/projects/a500-etruria-widening/>

Newcastle under Lyme Air Quality Action Plan 2019 – 2024 – Version 2. Formally adopted

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			draft	
Joint Local Plan for N-u-Lyme and Stoke.	https://www.newcastle-staffs.gov.uk/all-services/planning/planning-policy/joint-local-plan	NULBC, Stoke-on-Trent CC.	2019	Late 2020

Table 9: High Level Policies that can contribute to Improving Air Quality

Associated Strategy/Plan		Key stakeholders
National Planning Policy Framework 2018		
Chapter 8. Promoting healthy and safe communities		
Para. 102	<p>Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:</p> <ul style="list-style-type: none"> a) the potential impacts of development on transport networks can be addressed; b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated; c) opportunities to promote walking, cycling and public transport use are identified and pursued; d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places. 	<p>Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,</p>
Para 103	<p>The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.</p>	
Para 104	<p>104. Planning policies should:</p> <ul style="list-style-type: none"> a) support an appropriate mix of uses across an area, and within larger scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities; b) be prepared with the active involvement of local highways authorities, other transport infrastructure providers and operators and neighbouring councils, so that strategies and investments for supporting sustainable transport and development patterns are aligned; c) identify and protect, where there is robust evidence, sites and routes which could be critical in developing infrastructure to widen transport choice and realise opportunities for large scale development; d) provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans); 	
Para 105	<p>If setting local parking standards for residential and non-residential development, policies should take into account:</p> <ul style="list-style-type: none"> a) the accessibility of the development; b) the type, mix and use of development; c) the availability of and opportunities for public transport; d) local car ownership levels; and e) the need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles. 	
Para 106	<p>Maximum parking standards for residential and non-residential development should only be set where there is a clear and compelling justification that they are necessary for managing the local road network,</p>	

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	or for optimising the density of development in city and town centres and other locations that are well served by public transport (in accordance with chapter 11 of this Framework). In town centres, local authorities should seek to improve the quality of parking so that it is convenient, safe and secure, alongside measures to promote accessibility for pedestrians and cyclists.	
	107. Planning policies and decisions should recognise the importance of providing adequate overnight lorry parking facilities, taking into account any local shortages, to reduce the risk of parking in locations that lack proper facilities or could cause a nuisance. Proposals for new or expanded distribution centres should make provision for sufficient lorry parking to cater for their anticipated use.	
Para 108	In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that: a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location; b) safe and suitable access to the site can be achieved for all users; and c) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.	
Para 109	Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.	
Para 110	Within this context, applications for development should: a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use; b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport; c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards; d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
Para 111	All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.	
Chapter 11. Making effective use of land		
Para 122(c)	Planning policies and decisions should support development that makes efficient use of land, taking into account: c) the availability and capacity of infrastructure and services – both existing and proposed – as well as their potential for further improvement and the scope to promote sustainable travel modes that limit future car use; e) the importance of securing well-designed, attractive and healthy places.	
Chapter 15. Conserving and enhancing the natural environment		
Para 170	Planning policies and decisions should contribute to and enhance the natural and local environment by:	

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	e) preventing new and existing development from contributing to, being put at unacceptable risk from, or being adversely affected by, unacceptable levels of soil, air, water or noise pollution or land instability. Development should, wherever possible, help to improve local environmental conditions such as air and water quality, taking into account relevant information such as river basin management plans;	
Para 180	Planning policies and decisions should also ensure that new development is appropriate for its location taking into account the likely effects (including cumulative effects) of pollution on health, living conditions and the natural environment, as well as the potential sensitivity of the site or the wider area to impacts that could arise from the development.	
Para 181	Planning policies and decisions should sustain and contribute towards compliance with relevant limit values or national objectives for pollutants, taking into account the presence of Air Quality Management Areas and Clean Air Zones, and the cumulative impacts from individual sites in local areas. Opportunities to improve air quality or mitigate impacts should be identified, such as through traffic and travel management, and green infrastructure provision and enhancement. So far as possible these opportunities should be considered at the plan-making stage, to ensure a strategic approach and limit the need for issues to be reconsidered when determining individual applications. Planning decisions should ensure that any new development in Air Quality Management Areas and Clean Air Zones is consistent with the local air quality action plan.	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy. 2006-2026		
CSP 1 – Design Quality		
CSP 1	New development should be well designed to respect the character, identity and context of Newcastle and Stoke-on-Trent’s unique townscape and landscape and in particular, the built heritage, its historic environment, its rural setting and the settlement pattern created by the hierarchy of centres. New development should also:	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
CSP 1.5	Be easy to get to and to move through and around, providing recognisable routes and interchanges and landmarks that are well connected to public transport, community facilities, the services of individual communities and neighbourhoods across the whole plan area.	
CSP 1.7	Ensure a balanced mix of uses that work together and encourage sustainable living in the use of water, energy and re-use of materials and minimises the impact on climatic change.	
CSP 9	Be accessible to all users.	
CSP 11	Contribute positively to healthy lifestyles	
CSP3 - Sustainability and Climate Change		
CSP3	Development which positively addresses the impacts of climate change and delivers a sustainable approach will be encouraged. The highest standards of energy and natural resource efficiency will be achieved by; (Where these requirements are impractical and/or unviable, the onus will be on the developer to demonstrate that this is the case).	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
CSP 3.1	Requiring that all new development, as a minimum, complies with on-site or near-site renewable or low carbon energy targets set out in current or future national guidance and the Regional Spatial Strategy and takes positive measures to reduce carbon emissions to the levels set out in the Regional Spatial Strategy.	
CSP	Requiring best practice standards where supported by future local or	

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3.6	regional evidence.	
Policy CSP 4 Natural Assets		
CSP4	The quality and quantity of the plan area’s natural assets will be protected, maintained and enhanced through the following measures;	
CSP 4.1	Working with relevant partners to enhance the plan area’s natural habitats and biodiversity to achieve the outcomes and targets set out UK Biodiversity Action Plan, the Staffordshire Biodiversity Action Plan and the Staffordshire Geodiversity Action Plan	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
CSP 4.3	Ensuring that the location, scale and nature of all development planned and delivered through this Core Spatial Strategy avoids and mitigates adverse impacts, and wherever possible enhances, the plan area’s distinctive natural assets, landscape character, waterways, network of urban green corridors and priority species and habitats identified in the UK Biodiversity Action Plan and the Staffordshire Biodiversity Action Plan	
CSP 5 Open Space / Sports / Recreation		
CSP 5	The plan area’s open space, sports and leisure assets will be enhanced, maintained and protected through the following measures;	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
CSP 5.3	Ensuring that all new residential development will be linked to existing and new open spaces and sport and recreation facilities through a series of well-defined safe routes/streets, incorporating pedestrian friendly routes and cycle ways	
Policy SP1 Spatial Principles of Targeted Regeneration		
SP 1	New development will be prioritised in favour of previously developed land where it can support sustainable patterns of development and provides access to services and service centres by foot, public transport and cycling.	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
Policy SP 3 Spatial Principles of Movement and Access		
SP 3.1	Improving accessibility and social inclusion through providing for a compact sub region of sustainable linked communities, which have a range of services and facilities, and which are well connected to major employment and service centres and the network of green open space	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
SP 3.2	Maximising the accessibility of new residential, employment, retail, development, health and education centres, green open space, leisure and sport facilities as well as strategic transport interchanges, such as railway stations, by walking, cycling and public transport.	
SP 3.4	Promoting travel awareness and encouraging the production of Green Travel Plans and the latest information and communication technologies.	
SP 3.6	Progressive development of Park and Ride facilities	
SP 3.8	Addressing the environmental impacts of travel including congestion, air quality and noise pollution	
SP3.9	Secure developer contributions towards the delivery of schemes that support the key objectives of the Staffordshire and North Staffordshire Local Transport Plans	
Core Spatial Strategy Strategic Aims		

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SA 3	To reduce the need to travel, improve accessibility and increase the opportunities for development of sustainable and innovative modes of travel to support the regeneration of the plan area by securing improvements to public transport infrastructure; and the progressive provision of park and ride and facilities to promote walking and cycling	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
SA 17	To minimise the adverse impacts of climate change in the move towards zero carbon growth	
Area Spatial Policies		
ASP 4	Newcastle Town Centre Area Spatial Policy relates to Newcastle town centre and seeks to improve connections to and within the area, particularly in regard to the severance created by the inner ring road.	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
ASP 5	Newcastle and Kidsgrove Urban Neighbourhoods Area Spatial Policy seeks to improve accessibility, road safety and promote sustainable modes of transport in Newcastle and Kidsgrove urban areas, in accordance with the Local Transport Plan.	
ASP 6	Rural Area Spatial Policy relates to the rural area of Newcastle-under-Lyme and seeks to facilitate the improved provision of off-road routes for horses and cyclists and integration with an enhanced public rights of way network, as part of the implementation of the Staffordshire Rights of Way Improvement Plan. In accordance with the Local Transport Plan, a positive approach is taken towards improving public transport accessibility through measures such as subsidised bus services, community transport schemes and assisting members of the community in special need to access employment opportunities.	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
Newcastle under Lyme Local Plan Saved polices beyond September 2007 (Note this is due to be replaced in 2020 with a joint local plan with Stoke on Trent City Council)		
Employment and Economic Development - Chatterley Valley		
Policy E2 (iv & v)	A site of 40 ha is proposed for employment development at this gateway location to North Staffordshire in the Chatterley Valley between the A500 and the London to Manchester railway line, (as shown on the Proposals Map). Development of the Premium Employment Site (PES), which forms the northern half of this site, will be restricted to light industrial uses, offices, hi-tec and research and development facilities (Class B1) and forms of manufacturing development (Class B2) which are demonstrably consistent with the role and objectives of this premium employment site. Outside the PES, on the southern half of the allocation, development for Class B uses will be supported in principle. An environmental assessment and an archaeological appraisal are needed and the following requirements must be met: iv) The potential for rail freight access to the site should be safeguarded and exploited. v) The potential for access to the site by non-car modes, including a rail passenger station, should be fully assessed and exploited.	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
Employment and Economic Development – London Road, Chesterton		
Policy E4 (v)	The redevelopment of this site, (as shown on the Proposals Map), for Class B uses will be permitted so long as the following requirements are met: v) The potential for access to the site by non-car modes should be fully assessed and exploited.	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,

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Employment and Economic Development Chemical Lane		
Policy E6	The development of 2.8 ha of land off Chemical Lane (as shown on the Proposals Map) , will be permitted for Class B uses provided The potential for access to the site by non-car modes should be fully assessed and exploited.	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
Employment and Economic Development – Kidsgrove Station Yard		
Policy E7 (i, iii, iii, iv)	<p>The development of 0.8 ha of land at Kidsgrove Station Yard (as shown on the Proposals Map), for uses that exploit the potential offered by its canal/ railside location will be supported so long as the following requirements are met:</p> <p>i) The future car parking and other land needs of Kidsgrove station have been assessed and provision made for them.</p> <p>iii) Satisfactory access is provided and the potential for access to the site by non car modes should be fully assessed and exploited.</p> <p>iv) A suitable ramped pedestrian/cycle access to the canal towpath is provided.</p> <p>Class B1 use is, in principle, an acceptable use for the site. Other uses, particularly those related to tourism, may also be acceptable dependant on their local impact and the ability of any specific development scheme to meet normal planning standards.</p>	Developers and Architects, Staffordshire CC, NULBC, East Midlands Trains
Employment and Economic Development – Keele University		
Policy E8	<p>Development at Keele University and Keele Science Park, including the area formerly known as Home Farm,</p> <p>The potential for access to the site by non-car modes should be fully assessed and exploited</p>	Keele University, Developers and Architects Staffordshire CC, NULBC
Retail and Town Centres – Development in Kidsgrove Town Centre		
Policy R12	<p>Development for retail or leisure uses within or close to Kidsgrove Town Centre as shown on the Proposals Map, will be encouraged so long as the following</p> <p>ii) Any opportunities to improve conditions for pedestrians should be exploited.</p>	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
Retail and Town Centres – Development in District Centres		
Policy R14	<p>New development or redevelopment for retail or leisure uses within or close to the district centres of Chesterton, Silverdale and Wolstanton as defined on the Proposals Map, will be encouraged so long as the following requirements are met:</p> <p>iii) Any opportunities to improve conditions for pedestrians should be exploited.</p>	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
Transport – Rail Freight		

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Policy T9	Development of land that could be served by the three existing or potential rail connections, as shown on the Proposals Map, will not be permitted if this would jeopardise the reasonable prospect of the future use of these connections.	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
Policy T12	The Borough Council recognises the vital importance of good transport communications to the local business community including the upgrading of the West Coast Main Line. When formulating its views on any future proposals for the M6 corridor the Borough Council will consider the following: i) Their benefits to the local economy. ii) Their environmental and social impact. iii) Their impact on the local transport network. iv) Their potential to increase the use of sustainable transport modes.	NULBC
Development – General Parking Requirements		
Policy T16	Development will not be permitted to provide more parking than the maximum levels specified in Table 3.2 (appendix 3) . Development may be required to provide less than these maximum levels in order to meet the requirements of other transport policies in this plan such as the implementation of a Green Transport Plan. Development which provides significantly less parking than the maximum specified levels will not be permitted if this would create or aggravate a local on street parking or traffic problem. Development may be permitted where local on street problems can be overcome by measures to improve non-car modes of travel to the site and/or measures to control parking and waiting in nearby streets. In such cases the development would be required to make an appropriate contribution towards the initial and ongoing costs of required schemes.	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
Parking in Town and District Centres		
Policy T17	Development in Newcastle town centre within the ring road will not be permitted to provide new private parking but will be required, where appropriate, to contribute to appropriate improvements to travel to the development. These improvements may include upgrading or expanding existing public parking, providing parking availability information, traffic management on approaches to the town centre, bus help schemes and facilities for public transport, walking and cycling, the provision and operation of CCTV, and mitigating the impact of any on street car parking attracted by the development by appropriate parking/waiting controls including resident parking schemes. Similar improvements may be sought in Kidsgrove town centre and the district centres.	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
Development – Servicing Requirements		
Policy T18	Development, not in use class C3 (residential), will be required to provide satisfactory arrangements for delivery vehicles to stand, manoeuvre, load and unload within the site and to enter and leave the site forwards except where this would prevent the implementation of developments important to the vitality and viability of town centres.	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,

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New Footpaths, Horse Routes and Cycleways		
Policy C11	The following new paths will be developed as and when opportunities arise along the following routes as shown on the Proposals Map, and their routes will be protected against development that would hinder their creation: i) Lower Milehouse Lane to Halmerend (footpath and cycleway). ii) Kidsgrove Town Centre to the Borough boundary through Birchenwood (footpath and cycleway). iii) Brindley Ford to Brown Lees (footpath, horse route and cycleway). iv) Minnie Pit to Leycett Country Park (footpath and horse route). v) Alongside Silverdale Road from the Lyme Brook path to opposite Cherry Hill Lane (footpath). vi) From the Lyme Brook path to Keele Road (footpath). vii) From Church Lane, Knutton to Silverdale (footpath and cycleway).	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
Provision of Essential Supporting Infrastructure and Community Facilities		
Policy IM1	Where a development proposal would require improvements to infrastructure or essential facilities to make it acceptable then the developer will be required to carry out or contribute to the funding of appropriate works.	Developers and Architects, Staffordshire CC, Stoke on Trent CC, NULBC,
DRAFT NuL INTEGRATED TRANSPORT STRATEGY - CHALLENGES		
	<ul style="list-style-type: none"> Manage peak hour congestion and carbon emissions on local roads 	Staffordshire CC, NULBC
	<ul style="list-style-type: none"> Provide sustainable transport connectivity to jobs and services 	Staffordshire CC, Local Bus Operators
	<ul style="list-style-type: none"> Improve public transport connectivity and quality of life for local communities 	Staffordshire CC, Local Bus Operators
	<ul style="list-style-type: none"> Support the management of potential air quality issues in Newcastle and Kidsgrove 	Staffordshire CC, NULBC
	<ul style="list-style-type: none"> Raise awareness of environmental issues and encourage people to lead more sustainable lifestyles, helping to reduce carbon emissions 	Staffordshire CC, NULBC
STAFFORDSHIRE FREIGHT STRATEGY APRIL 2011 – Actions and Priorities		
1	as part of a wider review of the function and performance of the highway network, taking account of all traffic flows, assess the designation of road hierarchy below the primary network with due regard to the economic efficiency of the haulage industry and the environmental and social impact on communities of HGV flows. The assessment will have particular regard to the potential impacts on air quality and significant habitats.	Staffordshire CC, HGV operators
2	work with local communities and the freight industry to consider areas for weight restriction on individual merit having particular regard to the impact and quantum of HCV traffic, the sensitivity of the area, the population effected, the level of access required and the availability of suitable alternative routes. In considering the use of Traffic Regulation Orders particular attention will be given to the potential impact of displacement traffic a designation might create and the impact on the area where HCV flow would be likely to increase.	Staffordshire CC, Police
3	acting as mineral and waste planning authority and through consultation	Staffordshire

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	with partner district local planning authorities promote the use of 'routing agreements' in relation to major generators of freight to minimise the impact of HGV traffic on local communities	CC, Minerals operators
4	work with SATNAV system providers to improve the quality of information for the strategic routing of HGV's.	Staffordshire CC,
5	promote and advocate through government, trade and manufacturer organisations that HGV compatible SATNAV systems with full height and weight restrictions information become mandatory for all new HGV vehicles.	Staffordshire CC,
6	ensure that freight and delivery issues are adequately addressed and prioritised in Travel Plans for major development proposals	Staffordshire CC, NULBC
7	with partner councils, the Highways Agency, the haulage industry and other organisations investigate and consider incentives to promote 'best practice' for freight operators in the County.	Staffordshire CC, Highways England, Staffordshire Councils', Industry
8	investigate, promote and encourage haulage and logistics operators to make best possible use of existing capacity, minimise empty vehicle running, and maximise co-operative working practices to reduce the unnecessary movement of freight traffic	Staffordshire CC, Industry
10	encourage and support the freight industry to promote best practice in HGV driver training, SAFED (DfT's Safe and Fuel Efficient Driving) and further fuel efficiency techniques.	Staffordshire CC, Councils
11	with relevant partners including Staffordshire Police, adjoining authorities and the haulage industry trade bodies investigate options for a freight operator recognition scheme.	Staffordshire CC, Councils, Police
12	with partner organisations, Staffordshire Police and the haulage industry encourage awareness raising and training for cyclists, pedestrians and other vulnerable road users in relation to the operation of HGV's	Staffordshire CC, NULBC
13	support and encourage the haulage industry to undertake innovative practice to increase awareness to cyclists, pedestrians and other vulnerable road users of the difficulties in the operation of HGV's and the limits to manoeuvring and driver visibility of other road users.	Staffordshire CC, NULBC
16	with local authority partners and the Highways Agency investigate and consider improvement of roadside signage across Staffordshire for HGV parking areas.	Staffordshire CC, Highways England, Staffordshire Councils

10 Air Quality Action Plans

The following details provide a summary of the current status of air quality as reported by Newcastle-under-Lyme Borough Council in 2017 and also traffic composition taken from the 2013 Detailed and Further Assessment together with trends in Nitrogen Dioxide from diffusion tube monitoring data in the four declared AQMA's. Newcastle-under-Lyme Town centre and Kidsgrove are the only AQMA's currently exhibiting exceedances of the annual mean objective for nitrogen dioxide. There are also a number of locations within the existing AQMA's which are showing levels of NO₂ within 10% of the annual mean objective.

The air quality action plans for each area are detailed.

10.1 AQMA Number 1 – Kidsgrove

The AQMA is centred on the Liverpool Road in Kidsgrove, with relevant receptors located at two junctions, one with Heathcote Street, and another with Gloucester Road. The location of the AQMA is shown in **Figure 7**. The AQMA was declared due to exceedances of the Nitrogen Dioxide Annual Mean Objective level of 40ug/m³ at a number of relevant locations principally along Liverpool Road (A50).

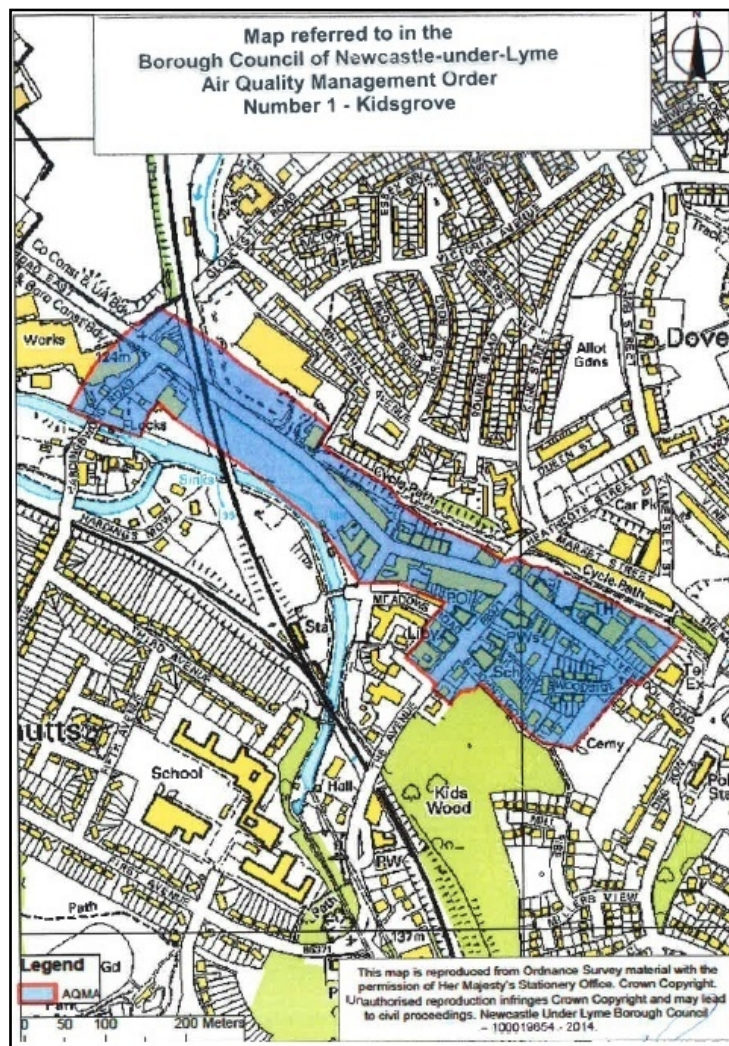


Figure 7: Location of Kidsgrove AQMA Number 1

10.1.1 Results from recent monitoring data – Kidsgrove AQMA

The latest monitoring from the 2017 ASR report which covers the 2016 calendar year, suggests that there may now only be a marginal exceedance within the Kidsgrove AQMA. A single result at a relevant receptor revealed a result of 41.8ug/m³ for annual mean nitrogen dioxide concentration in 2016, whilst the 5 year average was 41.3ug/m³. These results , if maintained, suggest a lower required reduction of road NO_x to achieve the NO₂ objective than reported in the 2013 Detailed and Further Assessment Report (2013 DAFA Report).

10.1.2 Trends in nitrogen dioxide annual mean objective data – Kidsgrove AQMA

Nitrogen dioxide monitoring by passive diffusion tubes has taken place in this area for a number of years. The results of the diffusion tube monitoring show levels experienced at the façade of relevant locations (e.g. residential premises, schools) as defined in air quality technical guidance document LAQM TG16.

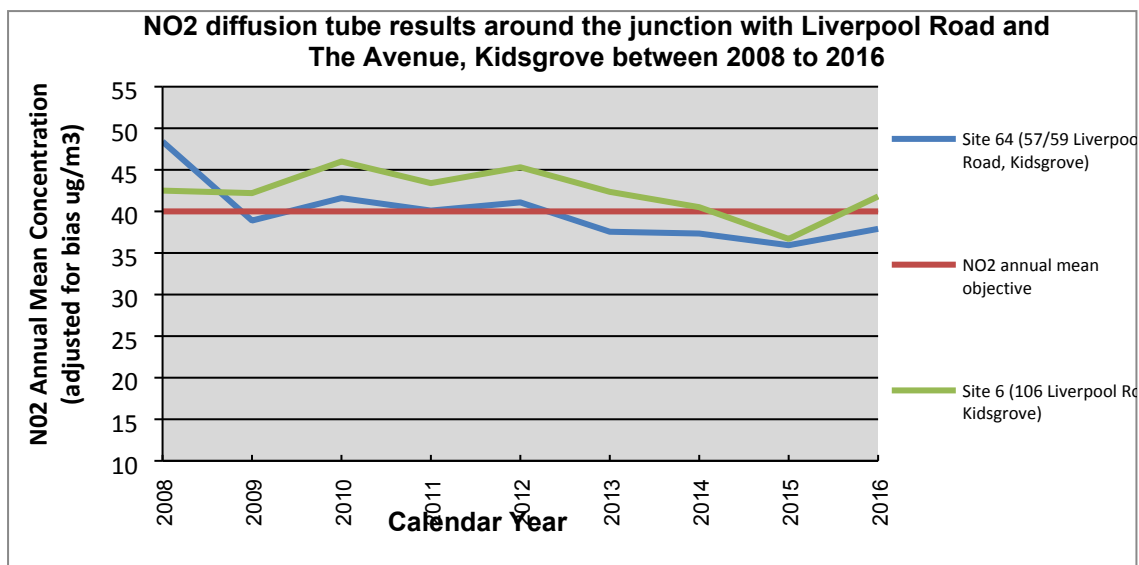


Figure 8: Trends in Nitrogen Dioxide Annual Mean Objective Data - Kidsgrove AQMA

10.1.3 How nitrogen dioxide levels are influenced in this area – Kidsgrove AQMA

Data from the 2013 Detailed and Further Assessment report , shown in **Figure 9** identified that greatest contribution to NO₂ levels in this area is derived from local traffic (60%) with nearly 30% of NO₂ being attributable to emissions from cars.

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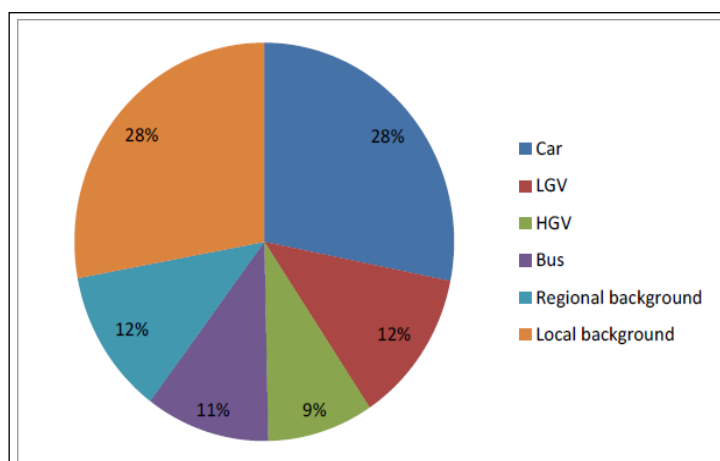


Figure 9: NO₂ Contributions by Source - Kidsgrove AQMA

10.1.4 Issues considered to be affecting nitrogen dioxide levels – Kidsgrove AQMA

The road network is single carriageway with properties located at the rear of the pavement. There is on street parking for the shops in Liverpool Road.

The exceedances are most likely due to higher emissions from slow moving and queuing traffic at peak times the traffic lights at Hardingswood Road at its junction with Liverpool Road, Liverpool Road at its junction with the Avenue which is also affected by a bus top situated near the junction and traffic turning right from Liverpool Road into the junction with Heathcote Street, which stops traffic behind and through the Avenue junction.

Kidsgrove Station is also showing an increase in patronage which is to be welcomed, however most journeys to this station are made by road. Development in nearby East Cheshire especially around the Alsager area is also considered to add to the increased rail patronage and car journeys to the station.

10.1.5 Air Quality Action Plan Measures – Kidsgrove AQMA

The Kidsgrove Local Transport Package in relation to improving access to the railway station at Kidsgrove, has received funding from Central and local Government and is awaiting implementation.

The County's integrated transport strategy (Staffordshire County Council, 2011) provides a local transport package for Kidsgrove. This includes measures such as developments around the station, which is south of Liverpool Road (including interchange improvements, parking and traffic management), introducing a one way system on Market Street/Heathcote Street and removing right turns into Heathcote Street from Liverpool Road and urban traffic control to improve traffic flow and air quality on Liverpool Road.

The local authority's action plan therefore focuses on measures to smooth traffic flow and reduce congestion such as optimisation of traffic signals. There are a few small businesses siding Liverpool Road which rely on passing trade, hence the need to retain the on road parking although it is noted that there is free parking close by. Being a strategic route, weight restrictions cannot be applied to the A50.

Table 10 details the air quality action plan measures identified by the steering group.

Table 10: Air Quality Action Plan - Kidsgrove AQMA

Air Quality Action Plan – Kidsgrove AQMA											
Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
K1	Kidsgrove Railway Station Transport hub including parking and improved bus/rail interchange with new bus facilities closer to the station, Real Time Passenger Information provided at Kidsgrove station and at the bus stops, disabled/cycle parking, drop off and taxi facilities, and safer pedestrian and cycle access routes to the station	Transport Planning and Infrastructure	Public transport improvements- interchanges stations and services	East Midlands Trains	2015	2018/19	Delivery of measure	Has potential to increase patronage / increase use of public transport and private car	In planning phase	2020	Funding priorities and reliant on completion by East Midlands Trains
K2	Traffic light optimisation	Traffic	UTC, Congestion	Staffordshire County	2017	2018	Delivery of	Reduced vehicle		2018	Funding

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Air Quality Action Plan – Kidsgrove AQMA											
Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
	to reduce congestion ALONG Liverpool Road and prevention of right turn into Heathcote Street from A50	Management	management, traffic reduction	Council			measure	emissions			
K3	Review location of bus stops to facilitate traffic flow around Liverpool Road / The Avenue	Traffic Management	UTC, Congestion management, traffic reduction	Staffordshire County Council	2017	2018	Delivery of measure	Reduced vehicle emissions		2018	

10.2 AQMA Number 2 – Newcastle-under-Lyme

The original suggested AQMA boundary for central Newcastle-under-Lyme has been extended to encompass the ring-road and sites of future planned development in the centre of the town. It covers Newcastle-under-Lyme Town Centre including the ring road A53, King Street, George Street and London Road to the boundary with the City of Stoke-on-Trent City Council's AQMA, and a section of the A34 Newcastle Road.

The location of this AQMA is shown in **Figure 10**.

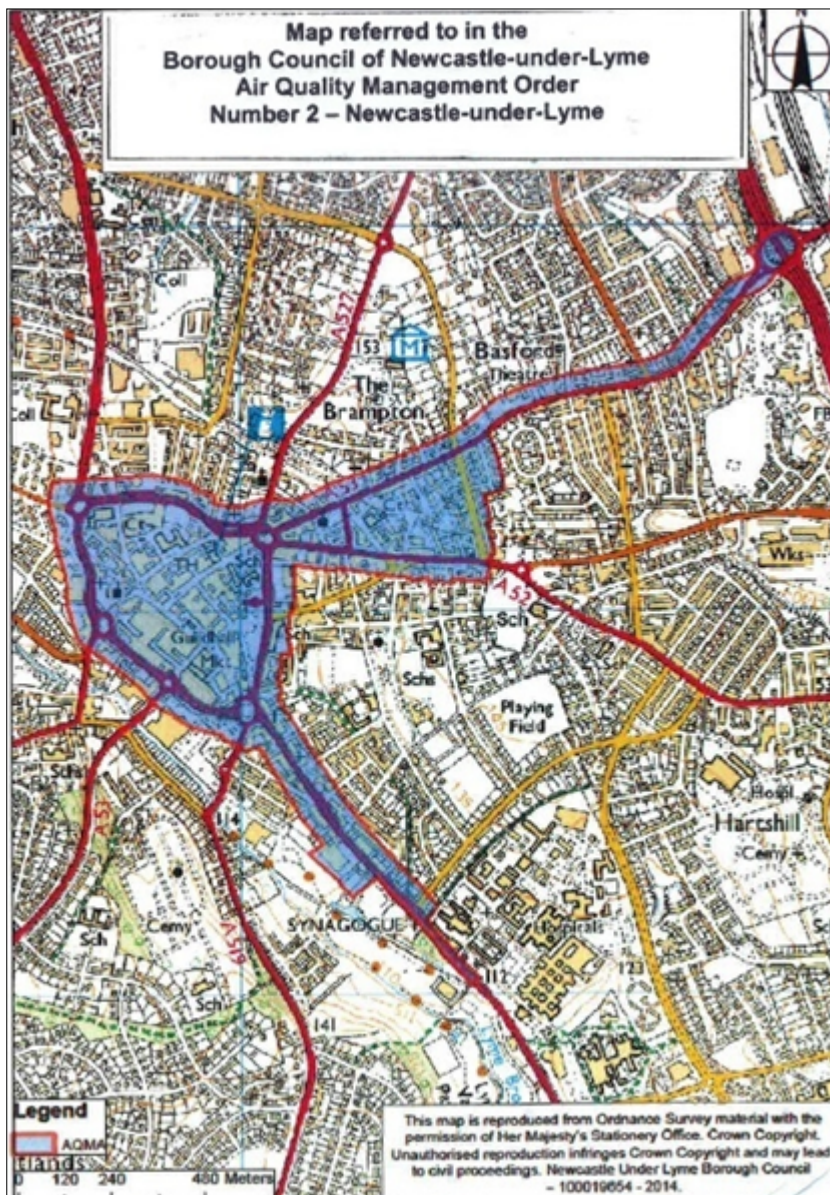


Figure 10: Location of Newcastle-under-Lyme AQMA Number 2

10.2.1 Results from recent monitoring data – Newcastle under Lyme AQMA

The results from the latest monitoring data for 2017, continue to show that the annual mean concentrations were highest within the town centre, with five sites exceeding the annual mean objective for nitrogen dioxide in 2017, whilst there are currently 6 sites within 10% of the objective. However a number of these sites have been above and below the objective limit over the past 5 years.

10.2.2 Trends in Nitrogen Dioxide annual mean objective data – Newcastle under Lyme AQMA

With regards to the King Street area, NO₂ levels appear to be showing a downward trend. NO₂ levels in the London Road area do not appear to be showing a sustained reduction with levels consistently above the annual mean objective. See Figure13.

Trend data is derived from diffusion tube sampling data gathered in this location for the five calendar years up to and including the latest reporting year for which complete bias adjusted data is available.

FIGURE 11: TRENDS IN NITROGEN DIOXIDE AROUND THE TOWN CENTRE

10.2.3

**How nitrogen dioxide levels are influenced in this area –
Newcastle under Lyme AQMA**

The greatest contribution to NO₂ in this area is derived from local traffic (just over 50%) in particular from cars. Emissions from local buses and HGV's are also significant, particularly on King Street.

**10.2.4 Issues considered to be affecting nitrogen dioxide levels –
Newcastle under Lyme AQMA**

The 2013 DAFA Report estimated that a reduction in NO_x emissions from road traffic of 36-39 percent would be required to meet the objective at the worst case receptors. The 2017 ASR concluded for this location that the increased NO₂ concentration being measured (+8% from 2011 to 2017) may be attributed to a number of factors such as;

- This area of London Road being heavily congested – London Road is one of the main routes which join on to the Town Centre ring-road (A34)
- Peak Hour congestion especially between 8am and 9am
- London Road roundabout operating beyond design capacity
- Queuing across roundabouts which restricts the free flow of traffic
- Incidents on the network leading to gridlock
- The road having a high flow of buses/ HGVs
- This area of road meeting with a heavily trafficked junctions and roundabout
- The streets being narrow with residential properties close to the kerb on either side of the road

10.2.5 Air Quality Action Plan Measures – Newcastle under Lyme AQMA

Opportunities to improve the flow of traffic around and through the town centre network are limited by the physical constraints of the local geography. The measures identified in the action plan therefore target keeping the traffic flowing and alternatives to the use of the private motor car as well as minimising the effects of new developments within the town.

Table 11 details the air quality action plan measures identified by the steering group.

Table 11: Air Quality Action Plan - Newcastle-under-Lyme Town Centre AQMA

Air Quality Action Plan – Newcastle under Lyme Town AQMA											
Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
N1	Ensure that effects of additional traffic generated by Ryecroft mixed retail / student development are properly understood	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	Henry Davidson Developments / Planning Application to Newcastle under Lyme B.C.	Aug-17	18/19	Monitoring	Not calculated	Planning Permission Granted	2019	Application made to Newcastle under Lyme B.C green travel infrastructure and EV charging sought
N2	Ensure that effects of emissions from plant associated with Ryecroft mixed retail / student development are properly understood	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	Henry Davidson Developments / Planning Application to Newcastle under Lyme B.C.		2018/19	Emissions modelled and quantified	Not yet quantified	Planning condition awaiting discharge	2019	Conditions imposed on permission. Hours of use of plant to be limited to minimise effects on AQ
N3	Wayfinding strategy Newcastle under Lyme Town Centre and outlying areas for walking and cycling	Promoting Travel Alternatives	Promotion of walking Promotion of cycling	Lead by Newcastle under Lyme Borough Council with support from Staffordshire County Council, Sustrans and	2017/18	2019/20	Delivery of strategy	Not quantified			Strategy awaiting public consultation

Air Quality Action Plan – Newcastle under Lyme Town AQMA											
Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
				Town Centre Business Improvement District							
N4	Cycle route improvements on A34 North (Cedar Road to Lower Milehouse Lane and Milehouse) and A527 (Town to Keele University)	Promoting Travel Alternatives	Promotion of cycling	Lead by Newcastle under Lyme Borough Council with support from Staffordshire County Council, Sustrans and Town Centre Business Improvement District		2018/19	Cycle routes installed	Reduced vehicle emissions	Routes identified		Options identified for consultation
N5	Local Transport Package Managing Peak Hour Congestion and C-emissions on local roads and at junctions with the trunk road network	Traffic Management	UTC, Congestion management, traffic reduction	Staffordshire County Council	Complete	Complete	Measurement of journey times between reference points	Reduced vehicle emissions	System optimised	Completed	UTC optimised on network around ring road and King Street / Etruria Road (A53) Limited capacity for physical works as network is heavily congested and constrained by local geography. Borough lies at

Air Quality Action Plan – Newcastle under Lyme Town AQMA											
Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
											centre of major road network for cross-country freight.
N6	LSTF funding of cycling walking and bus links between N-u-L and Stoke	Promoting travel alternatives	Promotion of cycling Promotion of walking	Lead by Newcastle under Lyme Borough Council with support from Staffordshire County Council, Sustrans and Town Centre Business Improvement District	2017/18	2019 onwards	Funding secured and links in place	Reduced vehicle emissions			Options identified for consultation
N7	Ring-Road enhanced signage & subway	Traffic Management	Other	Lead by Newcastle under Lyme Borough Council with support from Staffordshire County Council, Sustrans and Town Centre Business Improvement District	2017	2018/19		Reduced vehicle emissions			Options identified for consultation Potential funding constraints

Air Quality Action Plan – Newcastle under Lyme Town AQMA											
Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
N8	Car Park Variable Message Signing Street parking restrictions	Traffic Management	Other	Lead by Newcastle under Lyme Borough Council with support from Staffordshire County Council, Sustrans and Town Centre Business Improvement District	2017	2018/19	VMS signs in place and street parking restrictions enforced	Reduced vehicle emissions			Options identified for consultation / Potential funding constraints
N9	RTPI and subsidised bus travel / green travel plans sought for large-scale multi occupancy residential accommodation. Town centre expected to accommodate 3000 students for local universities	Policy Guidance and Development Control	Other policy	Staffordshire County Council with support via conditions on planning applications for inclusion in high occupancy student / keyworker accommodation S106 Contributions	2017	Ongoing		Reduced vehicle emissions			Financial viability of development schemes to support required S106. Dependant on development being undertaken for S106 receipt to be triggered

Air Quality Action Plan – Newcastle under Lyme Town AQMA											
Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
MD1	Ministerial Direction to implement bus retrofit scheme for public bus service using A53 between Sandy Lane and A500/A53 Roundabout at latest by 2021 and in the soonest possible timeframe	Promoting Low Emission Transport	Other	NULBC / First PMT / JAQU Funding from DEFRA	In progress	Not yet commenced	25 Buses retrofitted by end of 2020	Slight	Discussion underway	End 2020	Age profile of First Potteries Fleet means that a number of buses are not eligible for grant funding for Retrofit Technology. Discussions ongoing with DEFRA / First PMT / First Group to achieve EURO 6 compliant buses by end of 2020

Air Quality Action Plan – Newcastle under Lyme Town AQMA											
Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
MD2	Ministerial Directions served on NULBC and SOTCC requiring Further Evaluation of measures to achieve compliance with the Ambient Air Quality Directive requirements for Nitrogen Dioxide in the soonest possible timeframe	Traffic Management	Other	NULBC / SOTCC / SCC / DEFRA / HE	In progress					October 2019	

10.3 AQMA Number 3 – Maybank, Wolstanton, Porthill

This AQMA covers three areas covering Porthill Bank, the High Street and the A527 through Maybank. The AQMA focuses on the properties either side of the road. In Porthill the AQMA focuses on Porthill Bank and residential properties on Orford Street next to the A500. The Etruria Valley Development plan when implemented will be to the east of this site.

Figure 12 gives details of the location of this AQMA.

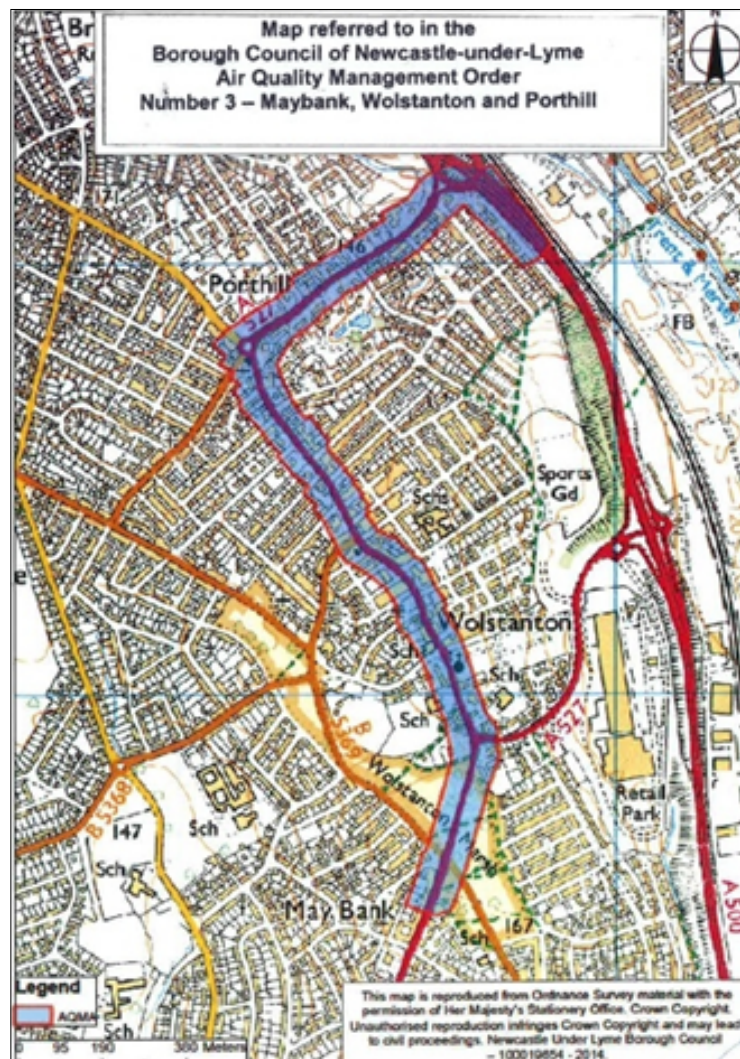


Figure 12: Location of AQMA Number 3, Maybank-Wolstanton-Porthill

10.3.1 Results from recent monitoring data - Maybank, Wolstanton, Porthill AQMA

The latest monitoring from the 2017 ASR Report highlighted no exceedances in this area. However, nitrogen dioxide concentrations remain within 10% of the objective, and this area is considered at risk from future exceedances based upon potential increases in traffic related to the Etruria Valley Scheme, A500 Highways England works, and other local developments although there are areas in Maybank and Porthill which remain with 10% of the annual mean nitrogen dioxide objective.

10.3.2 Trends in nitrogen dioxide annual mean objective data - Maybank, Wolstanton, Porthill AQMA

Trends in NO₂ exposure are showing an increase across all the sites monitored in this area with a slight exceedance of the relevant objective seen in High Street May Bank Porthill Bank.

Trend data is derived from diffusion tube sampling data gathered in this location for the five calendar years up to and including the latest reporting year for which complete bias adjusted data is available.

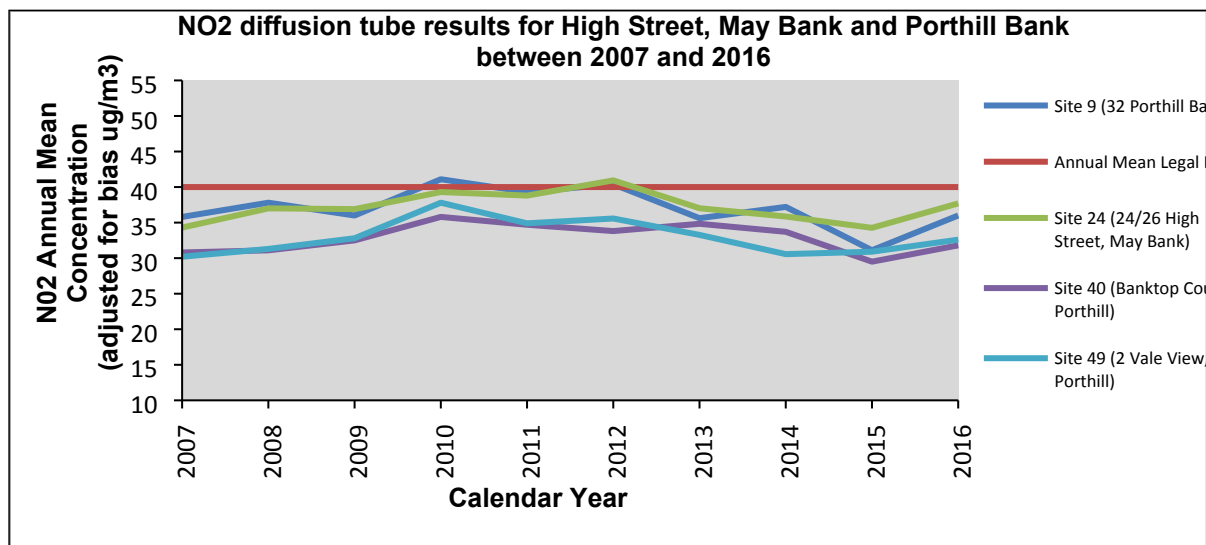


Figure 13: Trends in Annual Mean Nitrogen Dioxide Levels, Maybank-Wolstanton-Porthill AQMA

10.3.3 How nitrogen dioxide levels are influenced in this area - Maybank, Wolstanton, Porthill AQMA

The greatest contribution to NO₂ in this area is derived from local traffic (just over 45%) in particular from cars (22%) which make up the greatest percentage of the NO₂ contribution followed by buses (10-13%).

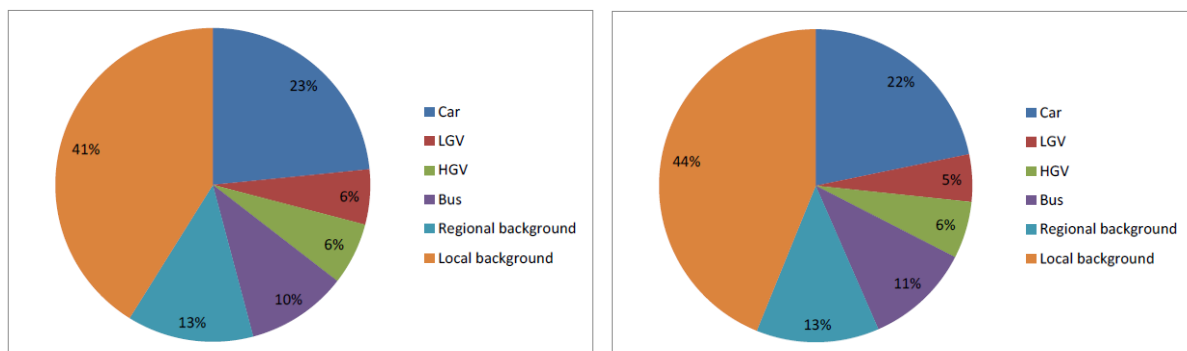


Figure 14: Nitrogen Dioxide Contribution by Source, Maybank-Wolstanton-Porthill

10.3.4 Issues considered to be affecting nitrogen dioxide levels - Maybank, Wolstanton, Porthill AQMA

The results of the modelling exercise show that the annual mean concentration has been exceeded at locations towards the bottom of Porthill Bank / Vale View and in May Bank, High Street. Current levels are within 10% of the statutory objective.

NO₂ levels in Porthill Bank and Vale View are influenced by traffic congestion particularly at peak periods, traffic volume, low road speeds as well as increased engine loading due to the terrain.

NO₂ levels in May Bank High Street arise due to the traffic lighted junction, the puffin crossing serving the shops and local car park as well as traffic volume and relatively low traffic speeds.

10.3.5 Air Quality Action Plan Measures - Maybank, Wolstanton, Porthill AQMA

The draft air quality action plan measures for this area are detailed in **Table 12**.

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Table 12: Air Quality Action Plan, Maybank-Wolstanton-Porthill AQMA

Air Quality Action Plan - Maybank, Wolstanton, Porthill AQMA											
Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
W1	Improvements to Wolstanton and Porthill Junctions on A500 to reduce congestion	Traffic Management	UTC, Congestion management, traffic reduction	Highways England	Scheme achieved RIS approval for delivery by 2020	Commencement by 2020	Modelling of air quality impacts and monitoring	Reduction in congestion / improved journey times	Scheme being revised prior to tender	To be delivered in current Roads Investment Strategy window by March 2020	Funding identified by HE. Project flagged as high risk for air quality along A500 due to exceedance of EU action level
W2	Short term routing strategy to mitigate impact of congestion associated with works to A500	Traffic Management	UTC, Congestion management, traffic reduction	Highways England / Staffs County Council / Stoke on Trent City Council and NULBC Environmental Health	Issue raised with HE at stakeholder meetings	from commencement of works and for up to 3 years	Modelling of air quality impacts and monitoring	Potential short term -ve impact during build	Impacts not yet quantified	2020	Off network effects on AQ awaiting assessment by HE. Concerns about impact on Town Centre AQMA and Maybank, Wolstanton Porthill AQMA's as potential alternative route during two year build programme
W3	Evaluate the impact of the Etruria Valley Link Road in the May	Traffic Management	Strategic highway improvements, Re-prioritising road space	Lead by Stoke on Trent City Council with planning application to	Issued flagged with Stoke on Trent City	Commencement by 2020	Modelling of air quality impacts and monitoring	unclear	Minor adverse impact but no exceedances	Application winter 2017	Planning application to Newcastle under Lyme Borough Council.

Air Quality Action Plan - Maybank, Wolstanton, Porthill AQMA											
Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
	Bank, Porthill, Wolstanton area and provide appropriate mitigation		away from cars, including Access management, Selective vehicle priority, bus priority, high vehicle occupancy lane	Newcastle under Lyme Borough Council/ Staffordshire County Council involved	Council				identified		Potential -ve effects on Maybank Porthill, Wolstanton AQMA. Potential to improve AQ in Stoke on Trent at Basford Bank where hourly mean N02 is being exceeded.

10.4 AQMA Number 4 – Little Madeley

The AQMA is based upon a single dwelling adjacent to the southbound carriageway of the M6 motorway. The latest monitoring results for 2017 indicate that levels have fallen to 31.4ug/m³ and does not currently exceed to objective level. However, given the proximity to the motorway and potential future works which may see congestion management works to the adjacent section of the M6, this AQMA will be maintained.

The stretches of the M6 motorway from junction 16 to the north and junction 15 to the south of this area currently undergoing upgrade works to introduce smart managed motorways and hard shoulder running.

Figure 15: AQMA 4 - Little Madeley gives details of the AQMA location for Little Madeley.



Figure 15: AQMA 4 - Little Madeley

Table 13 represents the Action Plan Measures for this area.

10.4.1 Results from recent monitoring data – Little Madeley AQMA

The results from the latest monitoring data for 2017 continue to show that the annual mean concentrations are below the annual mean objective for nitrogen dioxide.

10.4.2 Trends in Nitrogen Dioxide annual mean objective data – Little Madeley AQMA

With regards to the Little Madeley Area, trends in NO₂ are showing a steady fall.

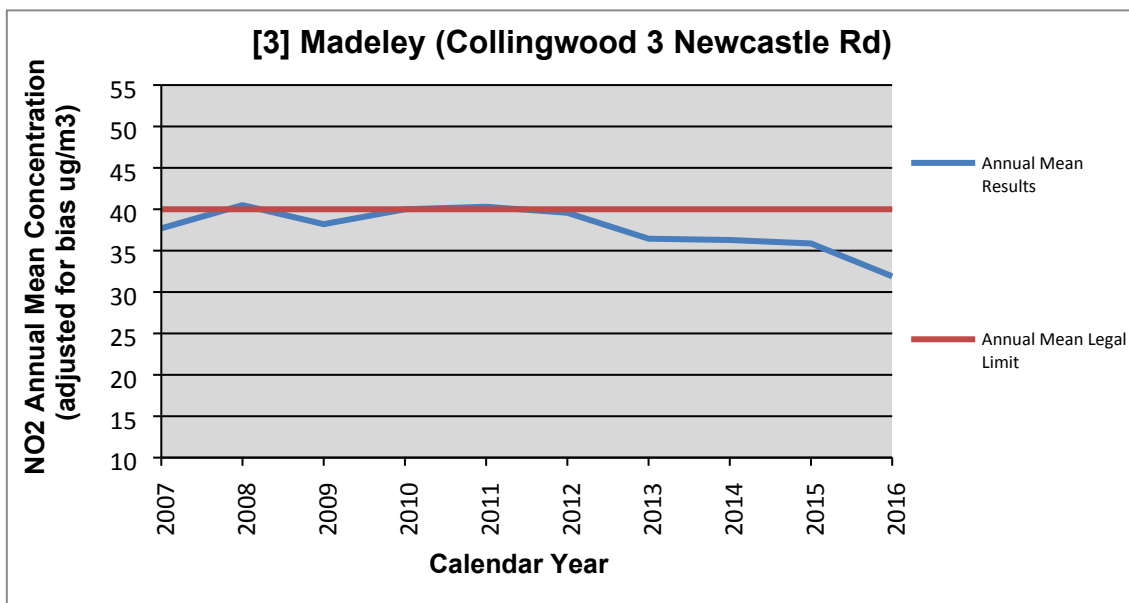


Figure 16: Trends in Nitrogen Dioxide in the Little Madeley AQMA

10.4.3 How nitrogen dioxide levels are influenced in this area – Little Madeley AQMA

The largest NO₂ source is derived from the local background (i.e. other roads, industry, domestic and rail). Local traffic emissions, principally from the M6 motorway make up the next greatest contribution with the greatest source of emissions being attributed to HDV's (lorries and buses) which make up more than 16% of the traffic flow on the M6. This is shown in

Figure 17.

XXXXXXXXXX

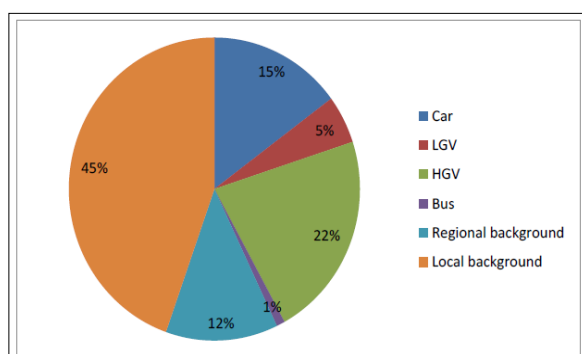


Figure 17: Contribution to NO₂ Levels by Source - Little Madeley AQMA

10.4.4 Issues considered to be affecting nitrogen dioxide levels –Little Madeley AQMA

The 2013 DAFA Report estimated that a reduction in NO_x emissions from road traffic of 36-39 percent would be required to meet the objective at the worst case receptors. The 2017 ASR concluded for this location that the increased NO₂ concentration being measured (+8% from 2011 to 2017) may be attributed to a number of factors such as;

10.4.5 Air Quality Action Plan Measures – Little Madeley

Air Quality in this area is influenced by the emissions associated with the M6 Motorway which is managed by Highways England. Although levels of NO₂ are currently complaint and below the objective level, there is a risk that traffic growth and future plans for this section of the M6 may see emissions creep up. There are currently no confirmed plans for the introduction of smart managed motorway in this area it is therefore necessary to continue to engage with Highways England and to continue monitoring in this area.

The Madeley area will also see significant infrastructure works associated with the build HS2 Phase 2A. There is the potential for significant traffic movements associated with HGV's and construction traffic through the Madeley area. HS2 are currently assessing the impact of vehicle and construction emissions on this area.

Table 13 details the air quality action plan measures for this area.

Table 13: Air Quality Action Plan - Little Madeley AQMA

Air Quality Action Plan – Little Madeley AQMA											
Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
M1	Continue to monitor NO2 at relevant location in Little Madeley	Other	Other	Newcastle under Lyme Borough Council Environmental Health		Ongoing	Monitoring	As per reported results	Ongoing	To at least 2020 to determine trends	Nil
M2	Engage with HE concerning proposals to introduce smart managed motorway / hard shoulder running in Madeley area between junctions 15 and 16 of the M6 motorway	Traffic Management	Other	Lead by Highways England	Scheme not identified in current HE RIS window up to 2020	Unknown	Project delivered	Has potential to reduce congestion and vehicle emissions	Not yet commenced	Unknown	Scheme not yet identified. Sections either side of junctions 15 and 16 of the M6 are being smart managed with hard shoulder running. Local geography is an issue to identifying appropriate solutions

11 Borough Wide Action Plan Measures

11.1 General Issues in the Borough

Table 14 outlines the borough wide measures issues relating to poor air quality, identified by the steering group and also incorporates consultee comments and activities being undertaken by the Council which have not been captured elsewhere.

11.2 What has been done so far

Local Authorities providing routine LAQM reports to DEFRA have provided lists of actions that have been developed to date in relation to the AQMA's in their areas. The actions submitted for Newcastle-under-Lyme and Stoke-on-Trent are detailed in the Appendix 1, using a colour coded index as follows:-

Measures under development : Amber

Measures in progress : Green

Measures Completed : Blue

Table 14: Borough Wide Air Quality Action Plan Measures

Borough Wide Air Quality Action Plan Measures											
Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
BW1	Borough Wide Air Quality Strategy	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	Lead and Funded: LA Environmental Health.	In progress			Reduction in emissions	Funding secured, planning phase	Spring 2019	Requires formal consultation and committee approval
BW2	Air Quality Planning Guidance	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	Lead + Funded: LA Environmental Health	In progress			Reduction in emissions	Funding secured, planning phase	Spring 2019	Requires formal consultation and committee approval
BW3	Inclusion of air quality	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	LA Environmental Health and Planning (Joint project with Stoke on Trent City Council)	In progress			Reduction in emissions	Implementation on-going	Winter 2020	Requires formal consultation and approval from Stoke and Newcastle Councils
BW4	Staffordshire and Stoke on Trent Eco-Stars	Vehicle Fleet Efficiency	Fleet efficiency and recognition schemes	Staffordshire Local Authorities (Lead by Cannock Chase DC) DEFRA Grant	Completed	Active	Target 20 HGV /HDV operators per LA area	Reduced vehicle emissions	Implementation on-going	2018	Slow take up by operators across County

BW5	Eco Stars award for Council Streetscene and Waste fleet	Vehicle Fleet Efficiency	Fleet efficiency and recognition schemes	NULBC Streetscene Division	Completed	Active	Fleet achieves 5* rating	Reduced vehicle emissions	Implementation on-going	2018	4* Ecostars award with action plan to move to 5*
BW6	Green Travel Plan for new Civic Hub development in Town Centre	Promoting Travel Alternatives	Workplace Travel Planning	Lead by Staffordshire County Council as building owner in conjunction with Borough Council, Police, Library Service, Social Services, Aspire Housing	Completed	Awaiting implementation and monitoring		reduced vehicle emissions	Completed	Completed	Progress on implementation requires monitoring
BW7	Voluntary Quality Network Partnership with bus operators	Alternatives to private vehicle use	Other	Staffordshire County Council / Stoke on Trent City Council/ Local Bus Companies	Not yet started	Not yet started	Voluntary quality network operative across area	Reduced vehicle emissions /	Not yet commenced. Identified in Newcastle under Lyme LTP	?	Requires commitment from bus operators and councils. Decline in bus passenger numbers and services affects financial viability for improvements. Local operators use older fleet vehicles across area.
BW8	Develop policies to promote EV charging infrastructure in the Development Planning Process	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	Newcastle under Lyme BC / Staffordshire County Council In-house funding	In progress			Reduction in emissions	Ongoing	Spring 2019	

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	Develop policies to support alternative vehicle fuelling technologies	Policy Guidance and Development Control	Other policy	Newcastle under Lyme BC In-house funding	In progress			Reduction in emissions	Ongoing	Winter 2020	Requires formal consultation and approval from Stoke and Newcastle Councils
BW9	Support and participate in appropriate initiatives to encourage uptake of Zero and Low Emission Vehicle Technologies.	Promoting Low Emission Transport	Procuring alternative Refuelling infrastructure to promote Low Emission Vehicles, EV recharging, Gas fuel recharging	Newcastle under Lyme BC OLEV and 3 rd party funded	In progress			Reduction in emissions	1 November 2018 .MOU signed with commercial provider for 2 free EV Charging points on LA car parks 2. November 2018 Bid made to OLEV for TAXI EV infrastructure for 3 LA's	March 2020	1 Reliant on provider 2. Reliant on funding and securing commercial provider
BW10	Review the Borough Council's Hackney Carriage and Private Hire Licensing Policy to reduce tail pipe emissions from this sector	Promoting Low Emission Transport	Taxi Emission Incentives	Newcastle under Lyme BC In-house funding	In progress			Reduction in emissions	Under consultation with trade until Spring 2019	Spring 2019	Requires formal consultation and committee approval
BW11	Transition the Council Vehicle fleet to Zero and Low Emission Vehicle Technologies	Promoting Low Emission Transport	Public Vehicle Procurement - Prioritising uptake of low emission vehicles	Newcastle under Lyme BC In-house funding / OLEV grants	In progress			Reduction in emissions	Ongoing	2025	Requires budget for capital expenditure by council

13. County/ Highways England Actions

- Consider combined impacts of proposed improvements to A500 and other major developments on traffic and congestion in Newcastle under Lyme.
- Monitoring freight movements within the Borough.

14. Implementation, Evaluation and Monitoring

Progress on delivering the action plan measures will be reported in the Newcastle under Lyme Borough Council Annual Status Report (ASR) in June of each year. These are available to view on line at www.newcastle-staffs.gov.uk/airquality.

15. Currency of Air Quality Action Plan

This document will be kept under review to keep it up to date with legislative requirements and national and local policies and initiatives on air quality.

The most recent approved version is available to view online at www.newcastle-staffs.gov.uk/airquality

Progress on delivering the Air Quality Action Plan Measures is reported in our Annual Status Report due in June of each year. This can be viewed online at www.newcastle-staffs.gov.uk/airquality

For any enquires please contact the Environmental Protection Team:
environmental_health@newcastle-staffs.gov.uk or phone 01782 742590.

Measures submitted to DEFRA for the Potteries Agglomeration and reported to the European Union for improving air quality.

Measure	Focus	Lead Auth	Planning Phase	Progress to Date	Progress in Last 12 Months	Estimated Completion Date	Comments Relating to Emission Reduction	Measure category	Measure classification	Measure implementation start date	Measure implementation planned end date	Emission source sector affected by measure	Spatial scale of measure	Implementation status of measure
Staffordshire ECO-Stars Scheme	Fleet operator	Cannock Chase DC	In progress	In progress		Mar-17	14 tonnes NOx / yr	Vehicle Fleet Efficiency	Driver training and ECO driving aids	2015	2017	Transport	Whole town or city	Preparation
Air Quality action plan - Newcastle-under-Lyme Town Centre	NOx, NO ₂ reduction	Newcastle-under-Lyme B.C.	In development	In progress	AQMA formally declared Jan 2015	In place by Spring 2018	0.55 tonnes PM10 / yr	Traffic Management	UTC, Congestion management, traffic reduction	2015		Transport	Whole town or city	Preparation
Air Quality Action plan - Kidsgrove Town Centre	NO _x NO ₂ reduction	Newcastle-under-Lyme B.C.	In progress	In progress	AQMA formally declared Jan 2015	In place by Spring 2018r	1428 tonnes CO2 /yr	Traffic Management	UTC, Congestion management, traffic reduction	2015		Transport	Whole town or city	Preparation
Air Quality action plan - Maybank, Wolstanton, Porthill	NO ₂ reduction	Newcastle-under-Lyme B.C.	In progress	in progress	AQMA formally declared Jan 2015	In place by Spring 2018	Measures to be quantified where possible	Traffic Management	UTC, Congestion management, traffic reduction	2015		Transport	Whole town or city	Preparation
Air Quality action plan - Little Madeley	NO ₂ reduction	Newcastle-under-Lyme B.C.	In progress	In progress	AQMA formally declared Jan 2015	In place by Spring 2018	Measures to be quantified where possible	Traffic Management	UTC, Congestion management, traffic reduction	2015		Transport	Whole town or city	Preparation
Identification of premises requiring an Environmental Permit	Compliance with statutory obligations	Newcastle-under-Lyme B.C.	in progress	ongoing	ongoing	ongoing		Environmental Permits	Other measure through permit systems and economic instruments	2015		Transport	National	Other
Development of Air Quality Strategy for Newcastle-under-Lyme	compliance and improvement and maintenance of aq	Newcastle-under-Lyme B.C.	in progress	In progress		In place by Spring 2018		Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	2015		Transport	Whole town or city	Preparation
Supplementary planning guidance / developers guidance relating to AQ including potential damage cost mitigation formula	Compliance	Newcastle-under-Lyme B.C.	In progress	In progress		In place by Spring 2018		Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	2015		Transport	Whole town or city	Preparation

identification of AQ related policies supported by evidence for inclusion in New Newcastle-under-Lyme and Stoke-on-Trent City Council Stoke-on-Trent joint local plan	compliance and improvement and maintenance of aq	Newcastle-under-Lyme B.C.	In progress	in progress		2018		Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	2018		TransportAgriculture	Whole town or city	
Improving access to rail services at Kidsgrove by installing an accessible to all footbridge/ Improved Bus / Rail Interchange and waiting facilities with RTP1, safer pedestrian and cycle access routes and taxi facilities	Rail users	East Midlands Trains	In progress	In progress				Alternatives to private vehicle use	Rail based Park & Ride	2018		Transport	Local	Planning
Barracks Road Bus Priority	Bus users	Staffordshire C.C.	complete	complete				Public Information	via other mechanisms	2014		Transport	Local	
Improved bus facilities at Keele University		Staffordshire C.C.	complete	complete				Promoting Travel Alternatives	Other	2014	2014	Transport	Local	Implementation
SMART Bus Ticket Multi-operator)	Bus users	Staffordshire C.C.	complete	complete				Alternatives to private vehicle use	Other	2010		Transport	Whole town or city	Implementation
Real Time Passenger information system at Bus Stops on Keele to Hanley Route	Bus users	Staffordshire C.C.	complete	complete				Public Information	via other mechanisms	2014		Transport	Local	Implementation
Bus service improvements across the Borough	Bus users	Staffordshire C.C.	complete	complete	complete			Promoting Travel Alternatives	Other	2014		Transport	Whole town or city	Implementation

Stoking Employment in North Staffordshire to improve sustainable transport in the major employment sites at Keele University Science and Business Park, Chatterley Valley and Etruria Valley including enhanced traffic management, bus priority, passenger information, safe pedestrian environments. LSTF funded measures	Sustainable transport choices	Staffordshire C.C.		In planning stage (awaiting planning application for link road across WCML)	funding secured /			Transport Planning and Infrastructure	Public transport improvements- interchanges stations and services	2015		Transport	Local	Planning
Availability of information and implementation of walking / cycling initiatives		Staffordshire C.C.										Transport		
Newcastle Greenway improvements to support and encourage walking and cycling along a connected network of walking and cycling routes		Staffordshire C.C.										Transport	Local	
Safer Routes to School - enforcement and engineering measures to reduce reliance on cars and encourage sustainable transport		Staffordshire C.C.		ongoing				Promoting Travel Alternatives	Promotion of cycling			Transport		

<p>Discretionary Travel Allowance scheme free 24/7 bus transport to people of pensionable age or with a disability, plus carer and under 20's travel for £1 per journey</p>	<p>Bus users</p>	<p>Staffordshire C.C.</p>		<p>ongoing</p>				<p>Promoting Travel Alternatives</p>	<p>Other</p>	<p>2010</p>		<p>Transport</p>	<p>Whole town or city</p>	<p>Implementation</p>
<p>Etruria Valley Link Road and Etruria Valley Development Enterprise Zone which will in part reduce congestion on the local highway network and reduce severance for transport users. This will involve four phases 1. A new bridge over the west coast mainline from the Wolstanton Junction of the A500. 2. Improvements to existing roundabouts on the A500 at Wolstanton. 3. Widening the A500 to three lanes between Porthill and Wolstanton</p>	<p>Sustainable transport choices</p>	<p>Staffordshire C.C.</p>		<p>in planning stage</p>						<p>2015</p>		<p>Transport</p>		

<p>(Cycle Network : National and Local) Improving and closing gaps in the National Cycle Network 5 / 555 and links to employment and services around Keele University which currently forces people onto the A525 Keele Road and closing the gap North of Chatterley Valley employment area on Lowland's Road</p>	<p>Sustainable transport choices</p>	<p>Staffordshire C.C.</p>						<p>Transport Planning and Infrastructure</p>	<p>Other</p>			<p>Transport</p>	<p>Local</p>	<p>Implementation</p>
<p>Newcastle Town Centre Local Transport Package: Package of measures to improve the public realm and improve links to pedestrians and cyclists across the ring road and to accommodate residual traffic and improve bus links and bus priority measures.</p>	<p>sustainable transport choices</p>	<p>Staffordshire C.C.</p>		<p>partially complete</p>				<p>Alternatives to private vehicle use</p>	<p>Other</p>	<p>2013</p>	<p>2017</p>	<p>Transport</p>	<p>Local</p>	<p>Implementation</p>
<p>Chatterley Valley sustainable transport package: To utilise a developer funding pot once the Chatterley Valley site is developed, supported to improve access by cycle, walking and facilitate travel planning and smarter choice projects.</p>		<p>Staffordshire C.C.</p>		<p>partially complete</p>				<p>Alternatives to private vehicle use</p>	<p>Other</p>	<p>2010</p>		<p>Transport</p>	<p>Local</p>	<p>Implementation</p>

Measures submitted to DEFRA by Stoke-on-Trent City Council and reported to the European Union for improving air quality

Measure	Focus	Lead Auth	Planning Phase	Implementation Phase	Indicator	Target Annual Emission Reduction in the AQMA	Progress to Date	Progress in Last 12 Months	Estimated Completion Date	Comment Relating to Emission Reductions	Measure category	Measure classification	Measure implementation start date	Measure implementation planned end date	Emission source sector affected by measure	Spatial scale of measure	Implementation status of measure
Burslem Town Centre Traffic Management Improvements	Reduce unit emissions in the AQMA using traffic management improvements	SoTCC Technical Services Division	2013/14	2014-2017	Improved journey times. Improved mode share of journey. Improve average congestion (miles/minute)	Calculated Annual NOx Reductions 299 kg/yr	Preliminary design	Nil?	Mar-17	Expected emission reduction 7%	Traffic Management	UTC, Congestion management, traffic reduction	2014	2017	Transport	Local	Evaluation
Cobridge Traffic Management Improvements (including Waterloo Road Corridor)	Reduce unit emissions in the AQMA by improved traffic flow along a strategic road corridor.	SoTCC Technical Services Division	2011/12	2012/13	Improve journey times. Improved mode share of journey. Improve average congestion (miles/minute)	Calculated Annual NOx Reductions 389 kg/yr	Scheme complete	Completed Apr 2013	n/a	Expected emission reduction 2%	Traffic Management	UTC, Congestion management, traffic reduction	2012	2013	Transport	Local	Implementation
Victoria Road Corridor Improvements	Reduce unit emissions on Victoria Road, Fenton	SoTCC Technical Services Division	2011/12	2012/13	Improve journey times. Improve mode share of journey. Improved average congestion (miles/minute)	Calculated Annual NOx Reductions 297 kg/yr	Scheme completed	Completed Mar 2013	n/a	Expected emission reduction 4%	Traffic Management	Strategic highway improvements, Re-prioritising road space away from cars, inc Access management, Selective vehicle priority, bus priority, high vehicle occupancy lane	2012	2013	Transport	Local	Implementation
Lichfield Street Improvements	Reduce unit emissions in the AQMA through improved traffic flow and improved sustainable transport offer.	SoTCC Technical Services Division	2013/14	Unknown	Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute)	Calculated Annual NOx Reductions 322 kg/yr	Proposals being assessed as part of the current City Centre Access Study	Preliminary discussions	Unknown	Expected emission reduction 3%	Transport Planning and Infrastructure	Bus route improvements	2015	2016	Transport	Local	Preparation
Leek Road / Victoria Road Junction - Safety Scheme	21 road traffic incidents in three years resulted in this scheme being assessed for possible intervention measures.	SoTCC Technical Services Division	2013/15	Unknown		Calculated Annual NOx Reductions 321 kg/yr	Proposals being assessed as part of the current City Centre Access Study	Preliminary discussions	Unknown	Expected emission reduction 3%	Promoting Travel Alternatives	Promotion of walking	2015	2016	Transport	Local	Evaluation
City Road Corridor Improvements	Reduce unit emissions in the AQMA by improved traffic flow,	SoTCC Technical Services Division	2014/15	2015/16	Improved journey times. Improved mode share of journey.	Calculated Annual NOx Reductions 266 kg/yr	Preliminary discussions	Preliminary discussions	2016	Expected emission reduction 3%	Promoting Travel Alternatives	Promotion of cycling	2015	2016	Transport	Local	Evaluation

120	improved measures for walking/cycling and improved road safety between Leek Road & Victoria Road.				Improved average congestion (miles/minute)												
Station Gateway (Phase 1), University Quarter (Phase 2) and Uni Boulevard (Phase 3)		SoTCC Technical Services Division	2014/15	Unknown		Calculated Annual NOx Reductions 480 kg/yr	Proposals being assessed as part of the current City Centre Access Study	Currently bidding for funds	Unknown	Expected emission reduction 3%	Promoting Travel Alternatives	Promote use of rail and inland waterways			Transport	Local	Evaluation
Leek Road Traffic Management Improvements	Reduce unit emissions in the AQMA through improved vehicular flow. This project will complement the proposed improvements to the Investment Plan project for the Station Gateway.	SoTCC Technical Services Division	2014/15	2015 - 2017		Calculated Annual NOx Reductions 480 kg/yr	Proposals being assessed as part of the current City Centre Access Study	Preliminary discussions	Unknown	Expected emission reduction 3%	Traffic Management	UTC, Congestion management, traffic reduction			Transport	Local	Evaluation
Victoria Street / Shelton New Road Junction Improvement	Reduce unit emissions in the AQMA through a junction improvement scheme which introduces pedestrian crossing facilities & traffic management improvements including banned right turns on all arms.	SoTCC Technical Services Division	2011/12	2012/13	Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute)	Calculated Annual NOx Reductions 21 kg/yr	Scheme completed	Completed Mar 2013	n/a	Expected emission reduction 0.24%	Promoting Travel Alternatives	Promotion of walking	2012	2013	Transport	Local	Implementation
Parking restrictions outside schools	Reduce unit emissions in the AQMA by improving peak period traffic flows, average congestion (miles per minute), journey times, mode share of journey, access by public transport, bus punctuality times.	SoTCC Technical Services Division	2011/12	2012-14	Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute)	Calculated Annual NOx Reductions 272 kg/yr	Scheme completed	Scheme completed	n/a	Expected emission reduction 7%	Promoting Travel Alternatives	School Travel Plans	2012	2014	Transport	Whole town or city	Implementation
Walk to	Reduce unit	SoTCC	2011/12	2012-15	Improved	Calculated	Programme	School	Programme	Expected	Promoting	School Travel	2012	2015	Transport	Whole town	Planning

School Outreach– Living Streets	emissions in the AQMA by reducing negative impact of the 'school run' on congestion, journey times and economic growth, by removing barriers to walking and delivery of proven school-based interventions for schools in the south and east of Stoke-on-Trent which have large numbers of children driven short distances to school by car.	Technical Services Division			journey times. Improved mode share of journey. Improved average congestion (miles/minute)	Annual NOx Reductions 272 kg/yr	in Delivery	communities engaged – increased modal share of walking maintained	extended to 31/3/2016	emission reduction 7%	Travel Alternatives	Plans				or city	
Access to Education - Sustrans	Reduce unit emissions in the AQMA through work with Sustrans to support economic growth by tackling local congestion problems caused by journeys to schools. It includes funding to promote walking and cycling to 21 primary schools and 7 secondary schools in the north and east of Stoke-on-Trent.	SoTCC Technical Services Division	2011/12	2012-15	Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute)	Calculated Annual NOx Reductions 272 kg/yr	Programme in Delivery	School communities engaged	Programme extended to 31/3/2016	Expected emission reduction 7%	Promoting Travel Alternatives	School Travel Plans	2012	2015	Transport	Whole town or city	Planning
Stoking Employment in North Staffordshire	Reduce unit emissions in the AQMA by assisting shift to sustainable transport modes on the existing and growing employment areas at Chatterley Valley, Etruria Valley, Trentham Lakes, the University Quarter	SoTCC Technical Services Division	2011/12	2012-15	Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute)	Calculated Annual NOx Reductions 17,750 kg/yr	Programme in Delivery	Businesses and educational establishments engaged in range of initiatives e.g. 7208.8kg of CO2 savings through cycle challenges	31/03/2015	Expected emission reduction 1%	Promoting Travel Alternatives	Workplace Travel Planning	2012	2015	Transport	Whole town or city	Implementation

	(UniQ) and Keele University & Science and Business Park. These sites currently provide 13,700 jobs with the potential to unlock a further 8,000 jobs by April 2015.																
Clean Air Grant	Reduce unit emissions in the AQMA by providing additional support to business for staff travel plans, growing the existing Workplace Travel Plan Grant into a local Clean Air Grant.	SoTCC Technical Services Division	2012	2013/14	Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute)	Calculated Annual NOx Reductions 57 kg/yr	In Delivery as per progress reports Project Reference 2622012	4 large employers assisted with their travel plan	2014	Expected emission reduction 14%	Promoting Low Emission Transport	Procuring alternative Refuelling infrastructure to promote Low Emission Vehicles, EV recharging, Gas fuel recharging	2014	2014	Transport	Local	Implementation
Staffordshire ECO Stars Fleet Recognition Scheme	Reduce unit emissions in the conurbation – specifically targeting commercial vehicles (HGV, vans, buses and coaches) to reduce vehicle emissions and, ultimately, air quality problems that are directly related to their contribution to road traffic.	Cannock Chase District Council	2014	2015-16	Reduced emissions	Expected emission reduction 7 tonne NOx/yr, 2.22 tonne PM10/yr, 11615 tonne CO2/yr	Funding bid submitted	Funding bid successful	2016	Expected emission reduction 7 tonne NOx/yr, 2.22 tonne PM10/yr, 11615 tonne CO2/yr	Vehicle Fleet Efficiency	Fleet efficiency and recognition schemes	2015	2016	Transport	Whole agglomeration	Preparation
Real Time Bus Information	Reduce unit emissions in the AQMA by assisting shift to sustainable transport modes on the existing and growing employment areas	SoTCC Technical Services Division	2017/18	2017/18	Improved journey times. Improved mode share of journey.	Not calculated	Two new bus shelters with Real Time information Screens have been installed (LTP Funded)	Two new bus shelters with Real Time information Screens have been installed (LTP Funded)	31/03/2018	Not calculated	Promoting Travel Alternatives	Other	2014	2018	Transport	Whole town or city	Implementation
Improved Access to Health and Leisure facilities	Reduce unit emissions in the AQMA through improved pedestrian and cyclist accessibility to the City's Health &	SoTCC Technical Services Division	2015/16/17/18	2015/16/17/18	Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute)	Not calculated	Ongoing annual programme of work which will encourage walking and cycling as a means of transport to	Improved access to Tunstall Park now completed	Ongoing Annual Programme	Not calculated	Transport Planning and Infrastructure	Other	2014	2018	Transport	Whole town or city	Implementation

	Leisure Facilities, e.g. Parks, Health Centres, Sports Centres, Museums, Libraries etc.						key leisure / Health destinations. Improved access to Tunstall Park now completed incl pedestrian crossing & cycling facilities and road safety measures.										
Programme of Bus Stop Improvements	Reduce unit emissions in the AQMA through improved accessibility to public transport, higher quality infrastructure	SoTCC Technical Services Division	2015/16/17/19	2015/16/17/19	Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute)	Not calculated	Delivery of 3 Bus Stop Improvements incl Real Time information screens, new bus shelters & Raised kerbs	Completion of Design	Ongoing Annual Programme	Not calculated	Transport Planning and Infrastructure	Bus route improvements	2014	2018	Transport	Whole town or city	Implementation
Wilson Road / New Inn Lane Junction Improvement	Reduce unit emissions in the AQMA through improved pedestrian and cyclist accessibility to the City's Health & Leisure Facilities, e.g. Parks, Health Centres, Sports Centres, Museums, Libraries etc.	SoTCC Technical Services Division	2015/16	2016/17	Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute)	Not calculated	Detailed Design Complete. 3rd Party Land to be acquired	Completion of Design	Mar-17	Not calculated	Traffic Management	UTC, Congestion management, traffic reduction	2015	2016	Transport	Local	Planning
Etruria Valley Major Highway & Transport Scheme	Reduce unit emissions in the AQMA through major new transport infrastructure scheme linking the A500 to the City Centre, reducing congestion on the A53, the A500 and the wider conurbation	SoTCC Technical Services Division	2013/14/15	2015/16/17/18/19	Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute)	Not calculated	Preliminary design complete	Completion of prelim design	Dec-18	Not calculated	Transport Planning and Infrastructure	Other	2015	2019	Transport	Local	Planning
Leek Road Corridor Improvements (Growth Deal)	Reduce unit emissions in the AQMA through a new junction improvement and traffic management measures along this arterial route through the City	SoTCC Technical Services Division	2015/16	2015/16/17/18	Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute)	Not calculated	Outline Design and costing	Outline Design and costing	Dec-18	Not calculated	Traffic Management	UTC, Congestion management, traffic reduction	2016	2018	Transport	Local	Planning
Etruria Road Corridor Improvement	Reduce unit emissions in the AQMA	SoTCC Technical Services	2015/16	2015/16/17/19	Improved journey times. Improved	Not calculated	Outline Design and costing	Outline Design and costing	Jan-19	Not calculated	Traffic Management	UTC, Congestion management,	2016	2018	Transport	Local	Planning

s(Growth Delivery 2024	through re-allocation of road space, traffic management and public realm measures along this arterial route into the City Centre	Division			mode share of journey. Improved average congestion (miles/minute)							traffic reduction					
City Centre Ring Road (completion)	Reduce unit emissions in the AQMA through the delivery of the final 'quarter' of the City Centre Ring Road. This will reduce congestion on the routes into the City Centre by re-directing through traffic onto the Ring Road	SoTCC Technical Services Division	2015/16/17	2017/18/19	Improved journey times. Improved average congestion (miles/minute)	Not calculated	Feasibility, outline design, initial costing	Feasibility, outline design, initial costing	2019	Not calculated	Traffic Management	Other	2017	2019	Transport	Local	Planning
Arbourfield Drive / Dividy Rd Junction Improvement	Reduce unit emissions in the AQMA through a junction improvement scheme, with UTC measures aimed at reducing congestion on the approaches to this junction and traffic flow overall by linking existing traffic signal installations	SoTCC Technical Services Division	2013/14	2014/15	Improved journey times. Improved average congestion (miles/minute)	Not calculated	Scheme under construction	Design completed & construction underway	Apr-15	Not calculated	Transport Planning and Infrastructure	Other	2014	2015	Transport	Local	Implementation
Trentham Lakes / A50 Strategic Signing	Reduce unit emissions in the AQMA through a change to the Strategic Signing from the A50 Trunk Road, reducing HGV traffic using the local road network.	SoTCC Technical Services Division	2014/15	2015/16	Improved journey times. Improved average congestion (miles/minute)	Not calculated	Design underway	Design underway	Sep-15	Not calculated	Traffic Management	UTC, Congestion management, traffic reduction	2015	2015	Transport	Local	Planning
Potteries Way / Bucknall Rd Junction Improvement	Reduce unit emissions in the AQMA through a major new junction improvement on the	SoTCC Technical Services Division	2017/18	2018/19	Improved journey times. Improved average congestion (miles/minute)	Not calculated	Nil	Nil	Mar-19	Not calculated	Traffic Management	UTC, Congestion management, traffic reduction	2017	2019	Transport	Local	Evaluation

	Potteries Way City Centre Ring Road, updating the operation of the signalling arrangements , introduction of UTC and improved junction capacity.																
Community Rail Partnership	Encouraging more use of local rail services by improving service and station quality, awareness and promotion campaigns	Partnership of SOTCC, Staffs CC, Cheshire East Council, Derbyshire CC and East Midlands Trains	Commenced in 2005	ongoing	Increased use of local rail services	Not calculated		Continued passenger growth at all local stations	ongoing	Not calculated	Promoting Travel Alternatives	Promote use of rail and inland waterways			Transport	Whole town or city	
Concessionary Bus Pass Scheme	Providing free bus travel to those eligible	SOTCC	ongoing	ongoing	Maintaining use of local bus services	Not calculated			ongoing	Not calculated	Promoting Travel Alternatives	Other			Transport	Whole town or city	
Home to Work Scheme	Providing transport assistance to those with job offers	SOTCC	Commenced 2011	ongoing	Number of clients assisted	Not calculated		1500 clients provided with cycle hire, bus passes etc.	31/12/2015	Not calculated	Promoting Travel Alternatives	Personalised Travel Planning			Transport	Whole town or city	

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