

NORTH STAFFORDSHIRE LOCAL AIR QUALITY PLAN

UNAPPROVED OUTLINE BUSINESS CASE
APPENDIX 6 - Longlist of measures



Longlist of measures

Grouped	Longlist of measures
AQ/LES Strategy	Development of comprehensive air quality strategy.
	Development of air quality developers' guide.
Priority parking	Priority parking for LEVs.
	Priority parking for electric vehicles.
Charging/refuelling infrastructure	Improve alternative refuelling infrastructure.
	Install electric charging points on Festival Park and Etruria Valley.
	Scope for improving EV charging network generally.
Electric taxis/vehicles	Encourage change to electric taxis.
	Promotion of electric vehicles including taxi and council fleet.
Park & Ride Scheme	Bus based Park & Ride and more dedicated bus lanes.
	Investigate park and ride scheme.
Low emission buses	Bus retrofitting - upgrade buses to Euro VI by retrofitting current Euro III buses.
	Encourage cleaner buses (e.g. electric, hydrogen).
Promotion of alternative transports	Promotion of cycling/introduce public cycle hire scheme/improve cycle network/cycle training.
	Promotion/facilitation of walking.
Car sharing scheme	Car and lift sharing schemes and/or APPs.
	Investigate car share apps.
Etruria Valley Link Road (EVLN) Project Development	Review likelihood of EVLR providing an alternative route between Newcastle-under-Lyme, Etruria Valley, Festival Park and the city centre.
	EVLN development.
Automatic traffic control systems	Urban Traffic Control systems, signalling improvement, congestion management.
	Investigate roundabout traffic light optimisation and investigate options to change road layout/road discipline.
	Explore use of smart traffic signs to promote alternative routes, transport options and to deliver air quality messages.
	Review traffic light operation times - switch off outside peak periods.
	Traffic optimisation at King Street one-way junctions.
A500 improvements	Working with Highways England to identify and secure further improvements to congestion management on the A500.
	Investigate traffic light timings at A500 and Festival Park roundabouts.
Road layout changes	Investigate options to change road layout/road discipline.
	Examine traffic flow through junctions.
Improved driver awareness	VMS to inform drivers of alternative routes during periods of congestion at A500 and Festival Park roundabouts.
	Erect signs on the flyover to highlight alternative route/entrance to Festival Park.
	Investigate apps to warn of journey times/congestion.
Reduced speed limits	Reduction of speed limits, introduction of more 20 mph zones.
Business travel plans	Workplace Travel Planning with local employers.
	Encourage/facilitate home-working.
	Travel plans for the Hospital, Universities and key tourist attractions.
	Use of travel diaries/black boxes to understand journeys, especially start-stop-end.

	HGV routing strategy to and from major employment centres within Newcastle under Lyme promoting use of strategic highway network.
	Provide access to a workplace travel adviser for businesses.
	Review commitments of new businesses to adhere to travel plans.
	Investigate employee travel expenses.
	Investigate Festival Park retail delivery times - arrange outside peak period.
Freight consolidation centre	Investigate freight/logistics consolidation hub.
	Investigate freight/logistics routing strategies.
Employee parking strategies	Explore if employers would charge employees to park on site.
	Have priority car share parking spaces at businesses on Festival Park and Etruria Valley.
	Examine Festival Park retail parking policy.
	Reallocate or restrict parking.
	Consider introducing subsidised travel.
Business travel club	Encourage businesses to become members of Eco Stars or similar fleet recognition scheme.
	Review “click and collect” policies of retailers on Festival Park to reduce trips to area.
Public / school awareness campaign	Campaign to raise public awareness of air quality issues.
	Work with schools and Science Scope to monitor air quality and educate parents on the impact of the school run.
	Encourage sustainable travel to school through Modeshift Stars.
Eco-driving campaign	Encourage taxi drivers to complete eco-driving sessions.
Anti-idling campaign	Anti-idling promotion and/or enforcement.
	Display ‘turn off engine’ signs on approach to traffic lights at A500 and Festival Park roundabouts.
Green infrastructure	Install green walls.
	Install living wall street furniture, bus shelters etc.
Reinstate rail link	Reinstate Etruria rail link and station.