

Improving Air Quality in Derby

CONSULTATION RESULTS



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Appendix 1 – Data tables

1. Background

- 1.1 To tackle poor air quality, the Government has asked that Derby introduce measures to reduce roadside nitrogen dioxide levels as soon as possible. Derby City Council is working with the Government to develop a feasibility study and produce a plan to tackle roadside air quality issues.
- 1.2 In order to ensure that the Council understands local views and that these views inform any proposals, a public consultation was undertaken. Feedback was welcomed from residents, local business, public transport operators, taxi/private hire operators and HGV operators to help identify and develop further the best scheme for Derby.
- 1.3 The consultation sought public opinion on their experience of air quality in the city; information on their travel choices and the barriers to choosing cleaner methods; their views on the draft Low Emissions Summary document; their support for the suggested improvement options; and their suggestions on how air quality can be improved in Derby.

2. Methodology

- 2.1 An eight week consultation was undertaken from 30 July to 24 September 2017.
- 2.2 The consultation was primarily conducted through an online survey with paper versions and translations available on request. Stakeholders and individuals were also given the opportunity to write in with any other comments they had and these have all been incorporated in this report.
- 2.3 In addition to the online survey, information on the consultation was sent directly to around 50 key businesses and stakeholder groups to encourage both them and their employees to respond. Along with the consultation information, links to various supporting and technical documents with further information on the air quality project were also provided. This information was sent to key stakeholders including but not limited to bus operators, taxi associations, emergency services, businesses, the Freight Transport Association and active travel groups. Council officers have also attended individual businesses with information stands to engage and inform employees on current proposals.
- 2.4 As part of the consultation Council officers have also met with the following key stakeholders:
 - The Federation of Small Businesses
 - The Health and Well-being Board
 - Derby Renaissance Board
 - Derby Voices in Action Youth Council
 - The Active Travel Forum

3. Data in the report

- 3.1 Data from the closed questions is presented in the report as a % score. This data in the text of the report is rounded up or down to the nearest whole percentage point. Charts or tables therefore may result on occasions adding up to 99% or 101%. If a tables or chart does not match exactly to the text in the report this occurs due to the rounding up or down when responses are combined. Results that differ in this way should not have a variance that is any larger than 1%.
- 3.2 When reading the data, please note that there is a base number against all charts and tables; this is the valid number of responses for that particular question and the figure that the percentages are calculated from.
- 3.3 In total there were **2,537** responses to the survey, with additional comments also received through letters and emails. Table 1 below shows the number of responses made through each method.

Table 1: Consultation responses

Source of comment	Number of responses
Online responses	2,521
Paper responses	16
Additional letters and emails	33

4. Executive summary

Air Quality Consultation: Results in Brief

2,537 individuals completed the survey as part of the consultation on how to improve air quality in Derby.

Experience of air quality in Derby:

Whilst 40% of respondents reported that they had experienced poor air quality within the city, a similar proportion (38%) had not. Opinion across the consultation appeared to hinge on this, with those that had no direct experience of poor air quality more likely to believe that any proposed improvements were unnecessary. Cyclists and those that used public transport (the bus and train) were significantly more likely to report that they had experienced poor air quality.

Overall the majority (59.7%) do feel that air quality needs to be improved in Derby. The main ways they thought the Council should achieve this was through working with bus operators and taxi or private hire operators to encourage the take up of lower emission vehicles and by working on traffic management schemes to address congestion.

Travel choices:

The vast majority of respondents (80.4%) use their car (solo use) when making a journey and over half (61.3%) walk. Just over a third (37.2%) use buses and under a quarter (22.2%) use the train. Fewer than 5% of those completing the survey currently make use of the park and ride services in the city.

Over three quarters of respondents (78.2%) feel that there are barriers to them using cleaner alternative modes of transport. Cost is a major barrier facing many of those that responded along with inadequate public transport options; the practicalities and logistics of everyday life; and the limitations/ lack of infrastructure for electric cars.

Feedback on the proposed options

Respondents were asked for feedback on the Council's initial ideas for improving air quality in the city. Three main options were set out for consideration. Of the three options set out in the consultation document the overwhelming support was for Option 1, the traffic management solution and the Council's preferred option. Just under three quarters of respondents (73.6%) agreed with the main measures set out in Option 1, compared to just 27.5% for Option 2 (charging zone for the inner ring road) and 17.1% for Option 3 (extended charging zone). Key comments about the options related to:

Option 1: Statements of support or opposition to the proposal; traffic management including signalling and traffic flow; concerns about displacement; and the economic impact on particular businesses, individuals or groups.

Option 2: Impact on business/economy in the city as a whole; the financial impact on people; the need for investment and improvements in infrastructure/public transport; displacement outside the zone; and suggestions for different charging/timing in the proposed zone and support.

Option 3: Financial impact to people, businesses and the city as a whole; the potential impact on people living within the proposed zone; statements of opposition to the proposal; the suitability of the zone area proposed and the improvements needed to public transport.

5. Main findings

5.1 Air Quality in Derby

5.1.1 Respondents were asked about their experience of air quality in Derby, their views on the causes of poor air quality and what they think should be done to tackle it. Just under 40% of respondents reported that they had experienced poor air quality within the city but a similar proportion (38%) reported that they had not. Just under a quarter (22.5%) did not know whether they had experienced poor air quality within Derby. [Chart 1]

5.1.2 There was unsurprisingly a significant relationship between personal experience of poor air quality and accordance that air quality in the city needs to be improved. The majority (61%) of those who believe air quality needs to be improved have personally experienced poor air. This compares to just 5.7% of those who do not believe that air quality needs to be improved.

Chart 1: Are there areas in Derby where you believe you have experienced poor air quality?



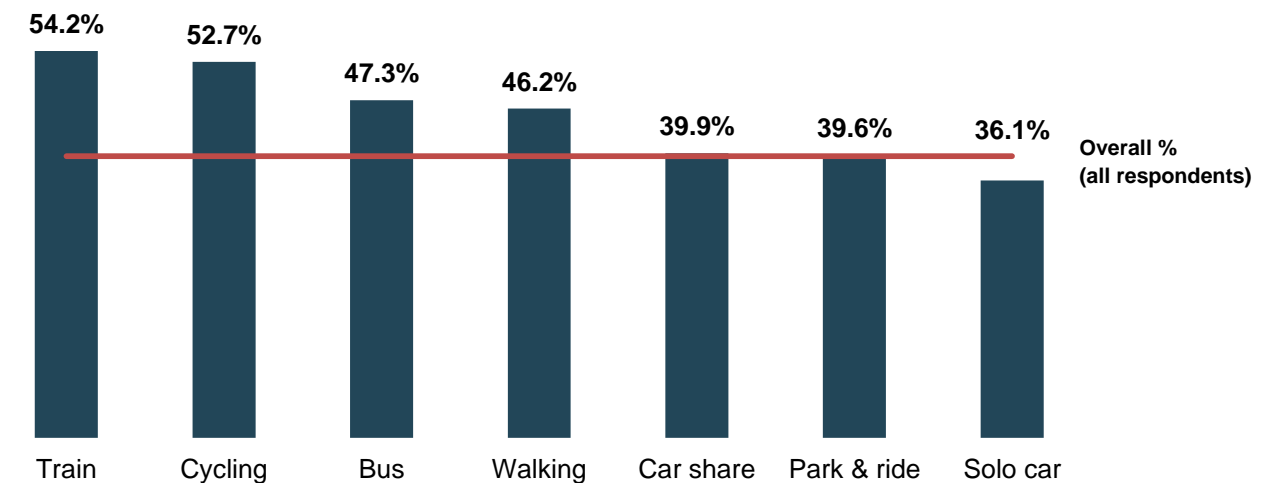
Base: 2,427 respondents

5.1.3 Those who reported being subjected to poor air quality were asked to identify whereabouts in Derby they experienced this. A wide number of different locations were put forward, common responses included:

- The city centre area, including Stafford Street and near the bus station
- All major traffic congestion areas and main trunk roads into the city
- Sinfen area – near the waste plant

5.1.4 There was a significant relationship between respondents travel choices and the likelihood that they have experienced poor air quality. Cyclists and those that used public transport (the bus and train) were significantly more likely to report that they had experienced poor air quality. Solo car users, by contrast were significantly more likely to report that they had not experienced any poor air quality in the city.

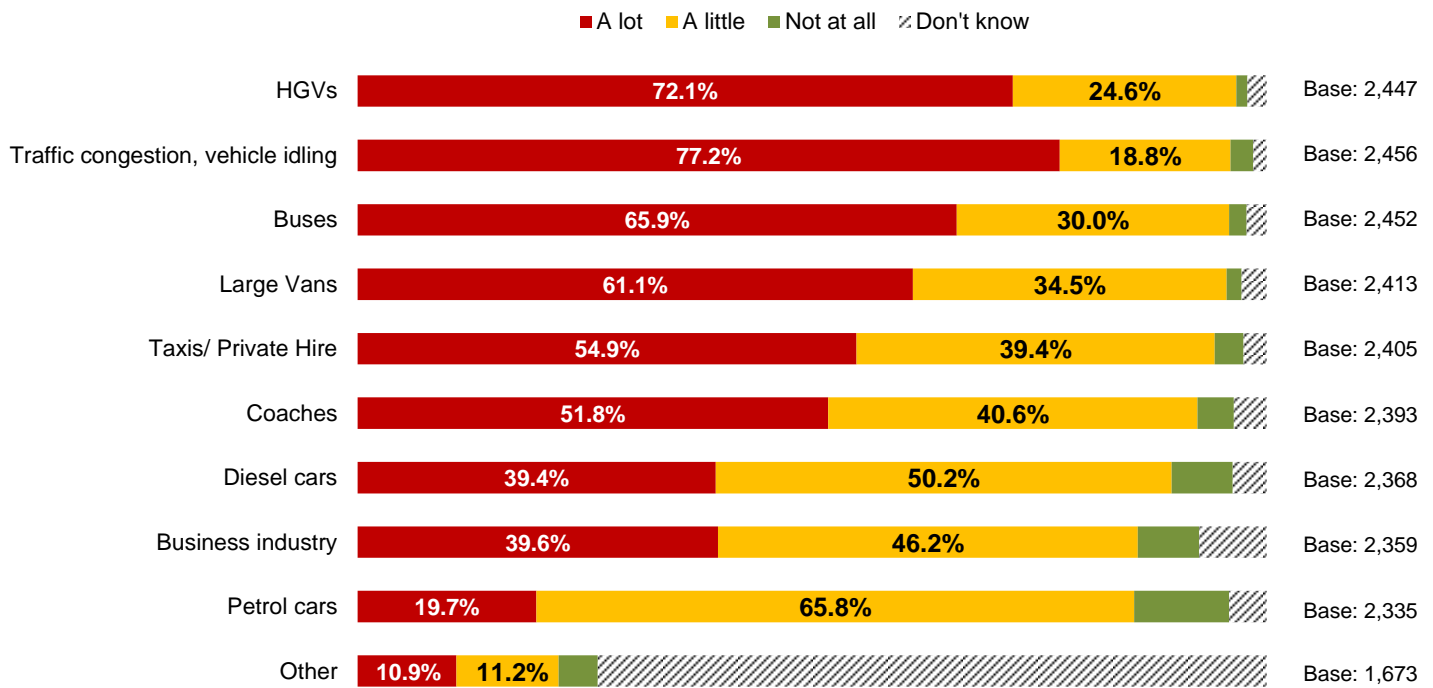
Chart 2: Experience of poor air quality by travel choice



Base: 2,415 respondents

- 5.1.5 The biggest contributors to air quality issues according to respondents were Heavy Goods Vehicles (HGVs), traffic congestion (vehicle idling), buses and large vans. Over three quarters (77.2%) felt that vehicle idling due to traffic congestion contributed a lot to the problem. This was the most common factor that contributed 'a lot' followed by HGVs (72.1%) and buses (65.9%). [Chart 2]
- 5.1.6 One in ten respondents did not feel that petrol cars contributed at all to poor air quality in the city, a higher proportion than each of the other factors they were questioned on [Chart 3].
- 5.1.7 Of those that selected 'other' contributors to air quality issues, common responses included:
- Trains
 - Waste plants
 - Wood burners/ barbecues/ bonfires
 - Industry pollution
 - Poor traffic management

Chart 3: How much do you think the following contribute to air quality issues in Derby?

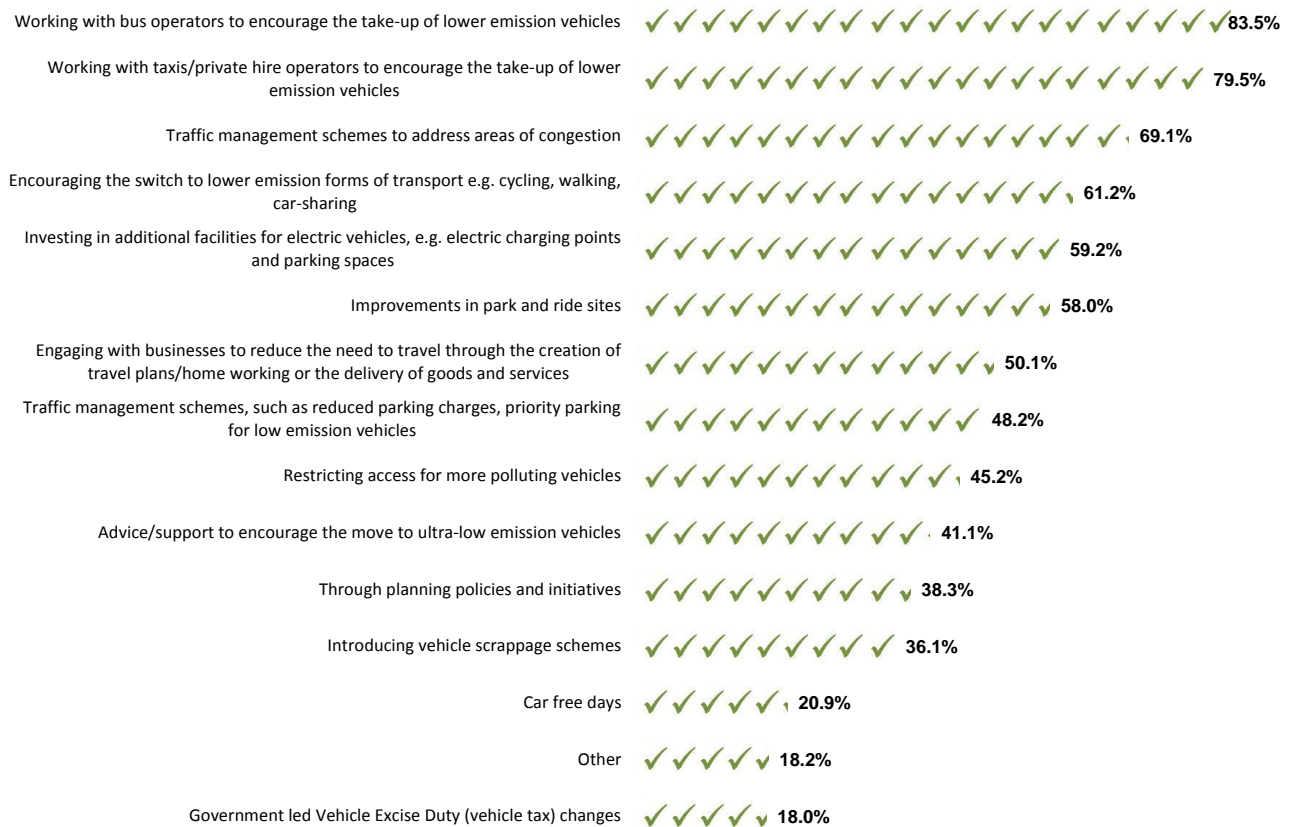


5.1.8 The majority (59.7%) feel that air quality needs to be improved in Derby but one in four respondents do not think there is a problem.

5.1.9 Those that felt improvements were needed were asked in what ways the Council and/ or central government should tackle air quality issues. The majority (83.5%) felt that the Council should be working with bus operators to encourage the take-up of lower emission vehicles. A high proportion of respondents (79.5%) also felt that the Council should be working with taxis or private hire operators to encourage the take up of lower emission vehicles in that sector too. Over two thirds (69.1%) felt that traffic management schemes were needed to address areas of congestion. [Chart 4]

5.1.10 By contrast there was little support for tackling the issue through vehicle taxation (18%) or through car free days (20.9%). [Chart 4]

Chart 4: If you think air quality needs to be improved, in what ways do you think that issues can be tackled?*



Base: 1,896 respondents

* Respondents could select multiple answers so percentages will not total 100%

5.1.11 The top suggestions made on how air quality issues could be tackled included:

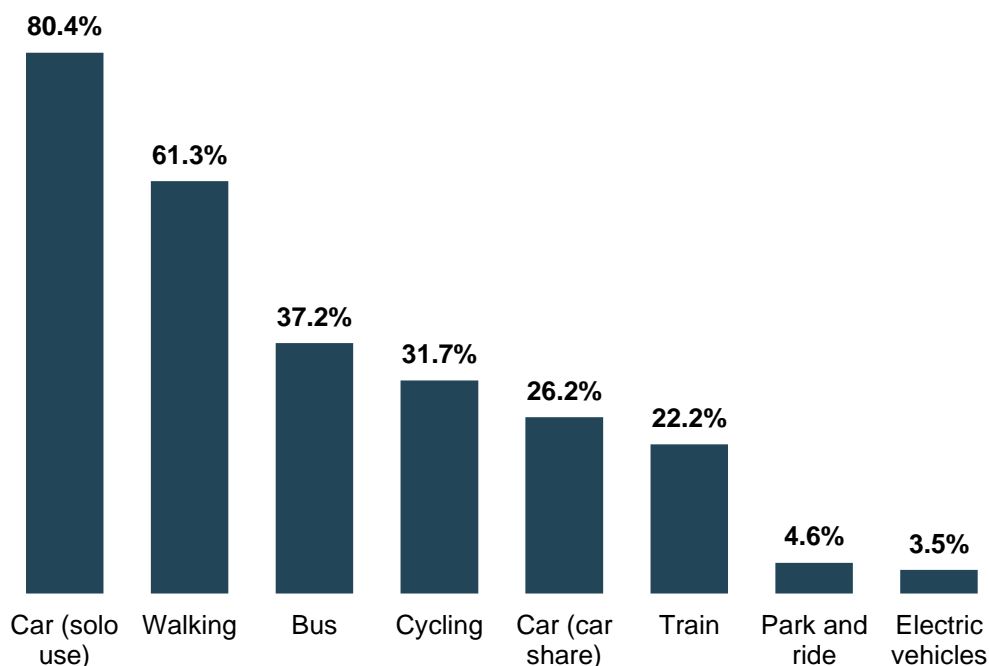
- Improving the public transport
- More cycle lanes or an improved cycling infrastructure
- Improved traffic management systems

5.2 Travel choices

5.2.1 In order to understand the reasons for methods of travel and the barriers that people who live work and study in Derby face respondents were asked about their current travel choices and why they make them.

5.2.2 When asked about all the modes of transport they currently use, the largest number and the vast majority (80.4%) used their car (solo use) and over half (61.3%) walked. Just over a third (37.2%) used buses and under a quarter (22.2%) used the train. Under 5% of those completing the survey made use of the park and ride services in the city. [Chart 5]

Chart 5: What modes of transport do you currently use?*



Base: 2,503 respondents

* Respondents could select multiple answers so percentages will not total 100%

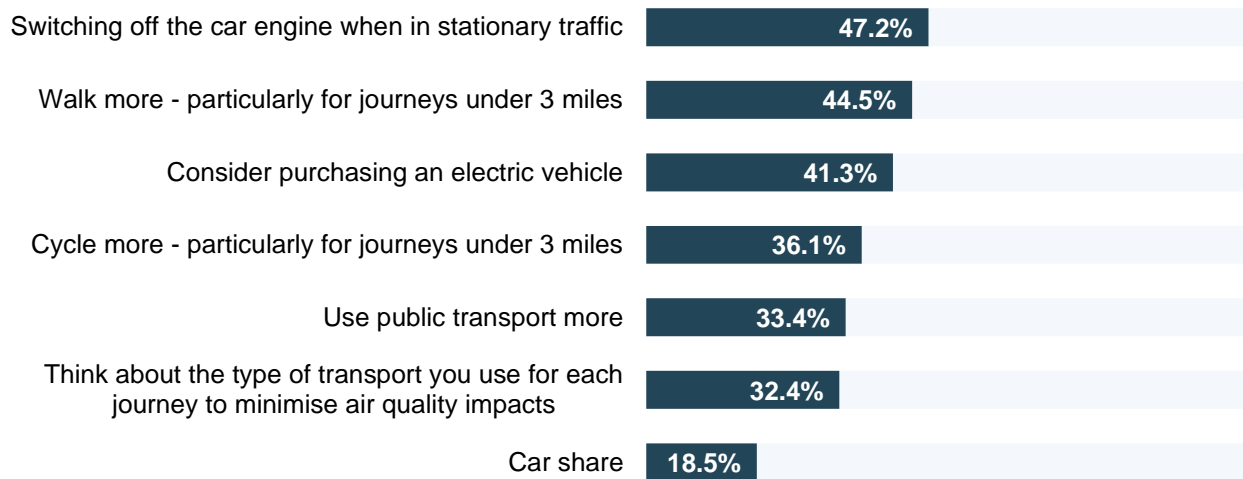
5.2.3 There were some significant differences between respondents when it came to their travel choices:

- Almost three quarters (65.3%) of those aged over 65 and almost half (46.6%) of those aged 25 and under used the bus compared to 35.5% of 26 – 65 year olds.
- Working age respondents are more likely to use their cars than other age groups. The majority (82.3%) of 26 – 65 year olds are solo car users. Also men are more likely to be solo car users than women (82.4% compared to 77.1%).
- A higher proportion of male (40.8%) respondents were cyclists than females (16.5%).

5.2.4 When asked what measures they would consider taking personally to improve air quality in the city, almost half (47.2%) said that they would consider switching off their car engine when they were in stationary traffic with a similar proportion (44.5%) saying that they would consider walking more on short journeys. [Chart 6]

5.2.5 A relatively large proportion (41.3%) of those responding said that they would consider purchasing an electric vehicle but only 18.5% said they would consider car share arrangements. [Chart 6]

Chart 6: Would you consider any of the following measures to improve air quality in Derby?*



Base: 2,191 respondents

* Respondents could select multiple answers so percentages will not total 100%

5.2.6 Over three quarters of respondents (78.2%) feel that there are barriers to them using cleaner alternative modes of transport.

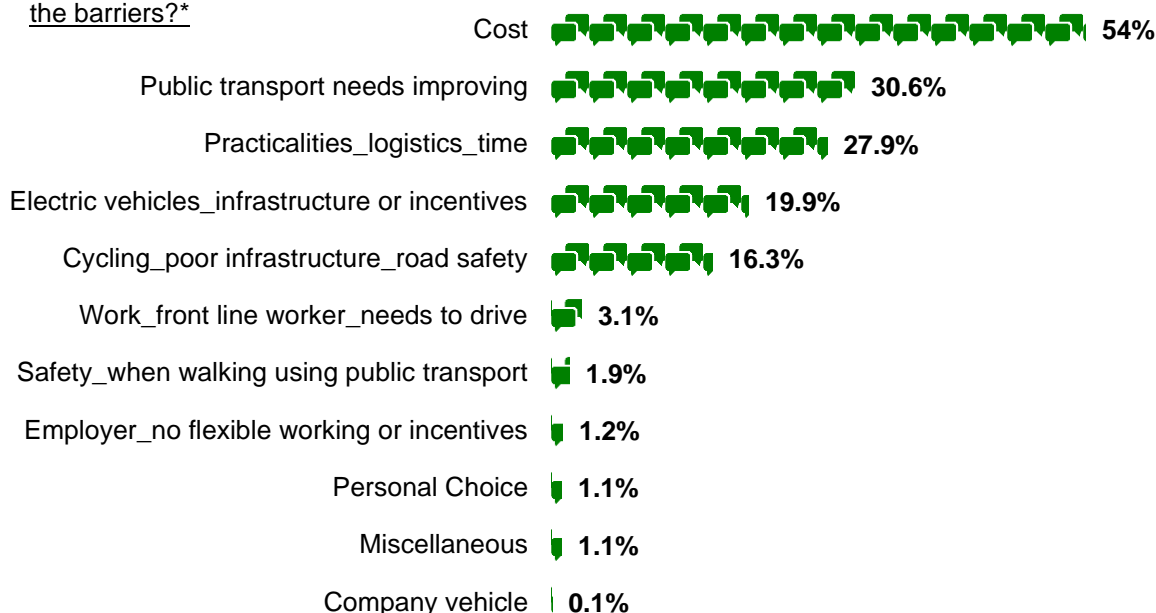
5.2.7 Respondents with disabilities were more likely to report that there were barriers (85.4% compared to 76.5% of those without a disability).

5.2.8 Unsurprisingly, it was solo car users who were most likely to say that there were barriers to them using cleaner modes of transport (81.5%) where as those who already use the bus were less likely to report this (73.1%)

5.2.9 Respondents were asked to describe what the barriers they faced were. 1,935 gave their views. Many listed multiple barriers ranging the transport infrastructure in the city to personal reasons. Some responses were emotive with genuine concerns that they may be penalised financially through a charging scheme because they are not able to overcome these barriers. Cost was a prominent response. [Chart 7] The most common barriers included in the comments were:

- Cost.
- Public transport not adequate/ needs improving.
- Practicalities/ logistics/ time – many responded that health problems, disabilities or their role as a carer meant that practically there was no choice but to use their car. Many working parents asserted that the logistics of dropping children at childcare, school and getting into work mean that there would be no alternative.
- Lack of infrastructure/ incentives around electric vehicles.
- Cycling – poor infrastructure/ safety concerns – many cyclists admitted to feeling unsafe on Derby roads and those who currently do not use their bike disclosed that the lack of safe cycle ways and secure bike racks prohibited them from doing so.

Chart 7: You said there were barriers to you using cleaner alternative modes of transport, what are the barriers?*



Base: 1,935 respondents

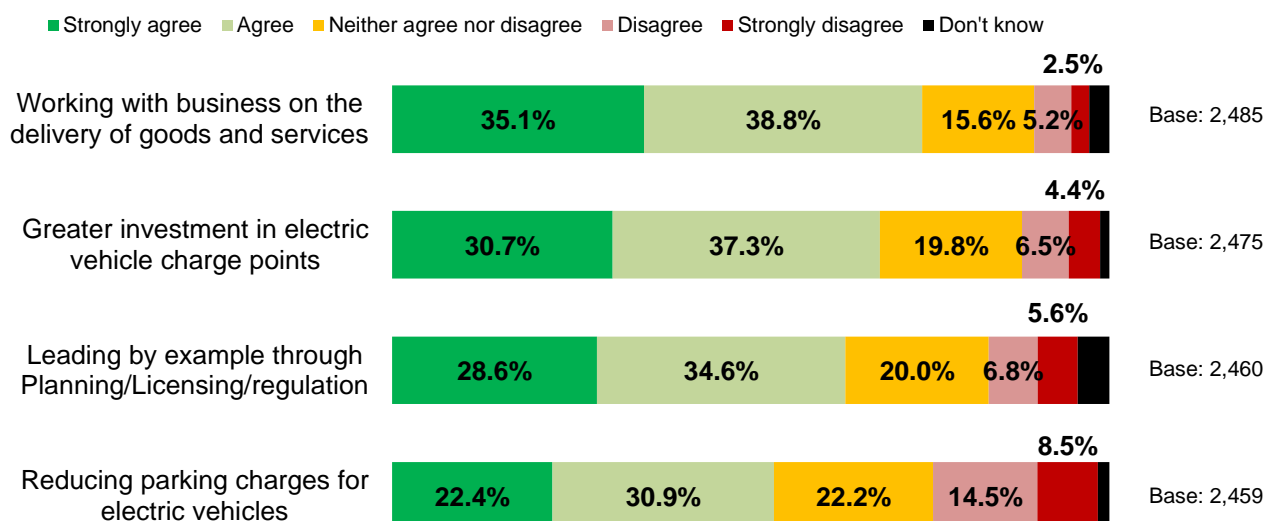
* Respondents could select multiple answers so percentages will not total 100%

5.3 Feedback on the Low Emissions Summary document

5.3.1 As part of the work to create cleaner air solutions for Derby a Low Emissions Summary has been drafted. This document identifies a series of measures that, if combined, could have a positive impact on air quality in Derby. The document includes key elements that the Council needs to take a lead on such as improvements to Planning, Licensing, regulation, procurement practices and through the implementation of an updated Derby City Council Travel Plan.

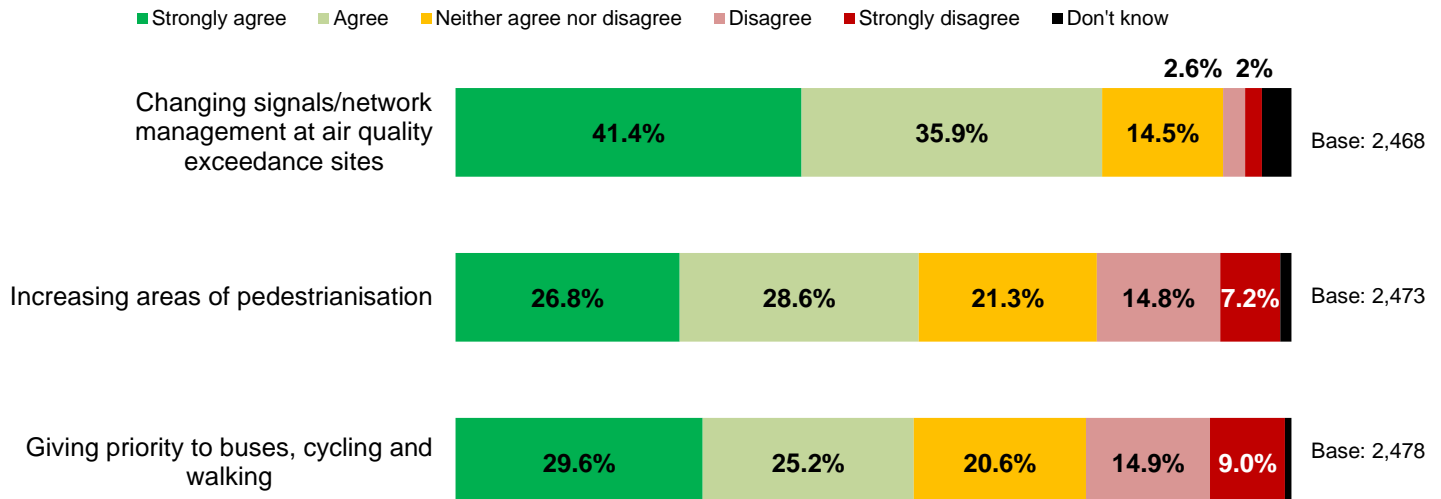
5.3.2 Respondents were asked their view on the measures set out in the draft document. When asked which actions they felt the Council should take forward from the document the most support came for working with businesses on the delivery of goods and services (74%). The least support was for the suggestion that the Council could reduce parking charges for electric vehicle, almost a quarter (23%) disagreed with this. [Chart 8]

Chart 8: How strongly do you agree or disagree that Derby City Council should take the following actions forward?



5.3.3 When asked which of the other actions the Council should take forward from the Low Emissions Summary, the majority (77.4%) agreed that the Council should change signals/ network management at air quality exceedance sites. A lesser majority also agreed with increasing areas of pedestrianisation and giving priority to buses, cycling and walking. [Chart 9]

Chart 9: How strongly do you agree or disagree that Derby City Council should take the following actions forward?



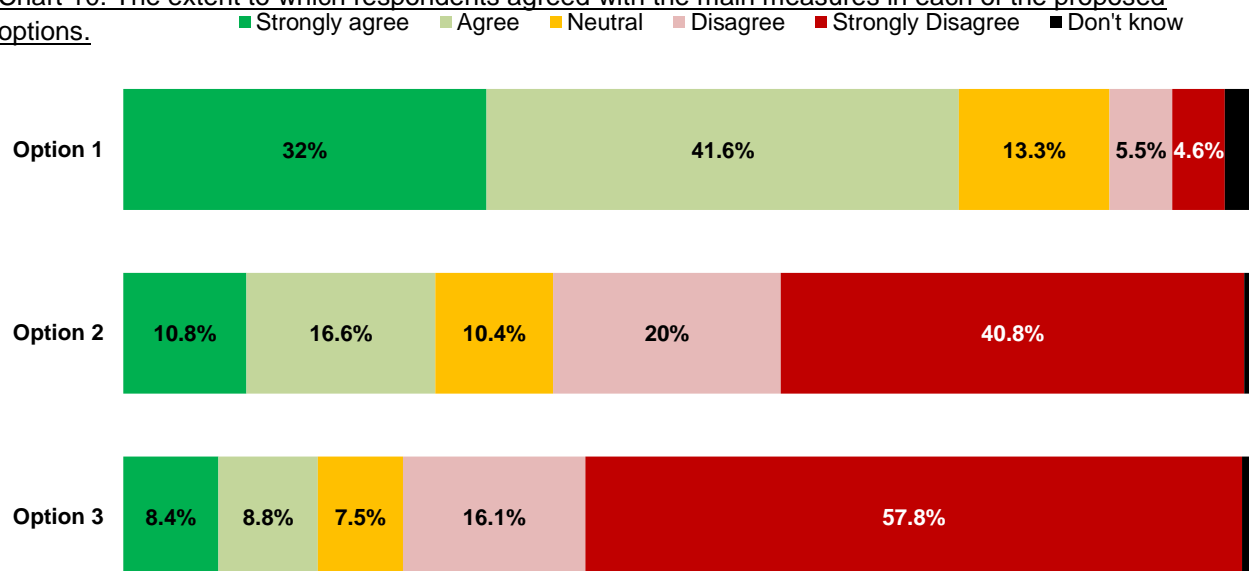
5.4 Feedback on the proposed options for improving air quality in Derby

5.4.1 Respondents were asked for feedback on the Council's initial ideas for improving air quality in the city. Three main options were set out for consideration.

- Option 1: A traffic management solution (localised to the Stafford Street area)
- Option 2: A charging zone for the inner ring road area
- Option 3: An extended charging zone covering a wider area

5.4.2 Of the three options set out in the consultation document the overwhelming support was for Option 1, the Council's preferred option. Just under three quarters of respondents (73.6%) agreed with the main measures set out in Option 1 (the traffic management solution), compared to just 27.5% for Option 2 (charging zone for the inner ring road) and 17.1% for Option 3 (an extended charging zone) [Chart 10].

Chart 10: The extent to which respondents agreed with the main measures in each of the proposed options.



Base: 2,495 respondents (feedback on option 1), 2,499 respondents (feedback on option 2), 2,497 respondents (feedback on option 3)

Differences in opinion between respondents¹

- 5.4.3 Those with personal experience of poor air quality in Derby were significantly more likely to support the measures set out in Options 2 and 3 (the charging zones). 42.8% of respondents that had had this experience agreed with Option 2, compared to just 13.2% of those that had not. Almost a third (31.3%) of those experiencing poor air supported Option 3 compared to just 3.6% of those who had not.
- 5.4.4 Also those that supported Options 2 and 3 were significantly more likely to support introducing just a one year 'sunset period' before associated vehicle restrictions came into place. Over a quarter (29.6%) of those that agreed with Option 2 felt that a one year sunset period was long enough compared to just 8.8% of those that disagreed. Similarly, over a third (37.4%) of those who agreed with Option 3 supported this shorter sunset period compared to just 9.5% who disagreed with the Option 3 proposals.
- 5.4.5 Interestingly, male respondents were more likely to support Options 2 and 3 than females with 32.5% of men agreeing with this Option 2 compared to just 21.7% of women. 20% of men agreed with Option 3 compared to 14% of women. This may be related to the different barriers men and women generally reported to using cleaner modes of transport. It was mostly female respondents that stated that stopping using their cars within the city was impossible because of the logistics of dropping children in childcare before or after work.
- 5.4.6 Non-working age respondents (66+) were significantly less likely to agree with Option 1. 69% of this group agreed with this option compared to 75% of those in younger age groups.
- 5.4.7 Respondents that consider themselves disabled were more likely to disagree with Option 1 than other respondents (18.2% disagreed compared to 10.2% overall).

¹ Only statistically significant findings have been included.

Specific support or criticism of Option 1:

5.4.9 **145** varied responses fell into this category, from those who supported option 1

"this seems to be the most sensible option"

"Seems a good option and right to focus on buses and taxis that are the main culprits. Consider other high polluting vehicles e.g. - delivery vans"

to those that wanted more to be included:

"The only reason it's not strongly agree is because there is no mention of improving the cycling/walking/public transport infrastructure"

or felt that the solution was too localised to the identified exceedance site of Stafford Street.

"option 1 is rather focussed in a small area and I think should try and cover a larger area of Derby"

5.4.10 Others felt that the approach taken in this option would be a good starting point before developing into the proposals in Options 2 and 3.

"Try this first before you impose stringent control +/- cost"

"Precursor to option 2 or 3. Travel strategy needs addressing on a larger scale - this is just assuming that no technological changes will occur to allow differing ways of life."

"The suggestions seem reasonable but I wonder if it is targeting too small an area - will it actually make much difference in overall air quality? Or would it be seen as a pilot which could then be extended to a wider area?"

5.4.11 Those that were not in support of the option tended to cite that the change was too minimal and not exacting enough:

"this option is about a quick fix and minimum change - I think it would have to be followed up by bolder moves later. I would prefer to see the bigger step done now so we can all get the benefits"

Traffic management

5.4.12 Traffic management, specifically flow of traffic across the city, was identified as a key improvement needed. A number of respondents felt that traffic lights were a cause of congestion and increased pollution through engine idling.

“Queue elimination requires areas outside this to receive the vehicles. Particularly lights on roundabouts are bad - so much time when no vehicles are moving and just sit producing pollution. Use displays to say “turn off engine” and then countdown 3-2-1 to lights change will give more confidence to turn off engines. Look at points where capacity changes, this affects throughput and volume movement.”

5.4.13 Coupled with this, respondents cited the sheer number of vehicles on the road and that a traffic management issue that needed to be further explored was to encourage a change of behaviour to counter the reliance on private vehicles. New infrastructures and urban design measures were identified by some respondents to enable a shift to safer sustainable transport modes.

“Increasing the vehicle numbers on the inner ring road will not reduce pollution. The scrappage scheme will also have a minimal impact. Encouraging electric vehicles is good up to a point but it will not solve the traffic problem. There has to be a move away from private vehicles to public transport & cycling/ walking. Traffic should be routed away from the inner ring road as it is a major source of pollution and congestion throughout the city.”

5.4.14 Many needed further clarification about the specifics of traffic management alluded to as part of Option 1:

“However what are the traffic management schemes that would help with this bottle neck in Stafford Street?”

“There is no information about how signalling will be implemented or how the network will be managed. There is no information here.”

Cost

5.4.15 Some respondents were concerned about the cost of purchasing electric/low emissions vehicles and the environmental impact of manufacturing.

“What is the point in spending more money on electric car charging? The percentage of the population that have electric cars is small, so you are spending a lot of money to only help a minority. Additionally, at present, electric cars are very expensive and not affordable for a large majority of people.”

“Have the whole life costs of electric vehicles been thought about? How is the electricity derived?”

5.4.16 Others were concerned with the costs of implementing charging infrastructure, the traffic management changes and others were concerned about the general costs to motorists.

“I would agree with Option 1 if further rollout of charging infrastructure was not included - this is a waste of money - the future is not electric cars as electricity is too dirty to produce and the grid is already stretched to its limit!”

Impact on Derby

5.4.17 A number of respondents believed that the impact to Derby, through the introduction of changes, would be great:

“This will force people to avoid travelling through Derby and therefore reducing footfall when town centres are already struggling”.

Displacement

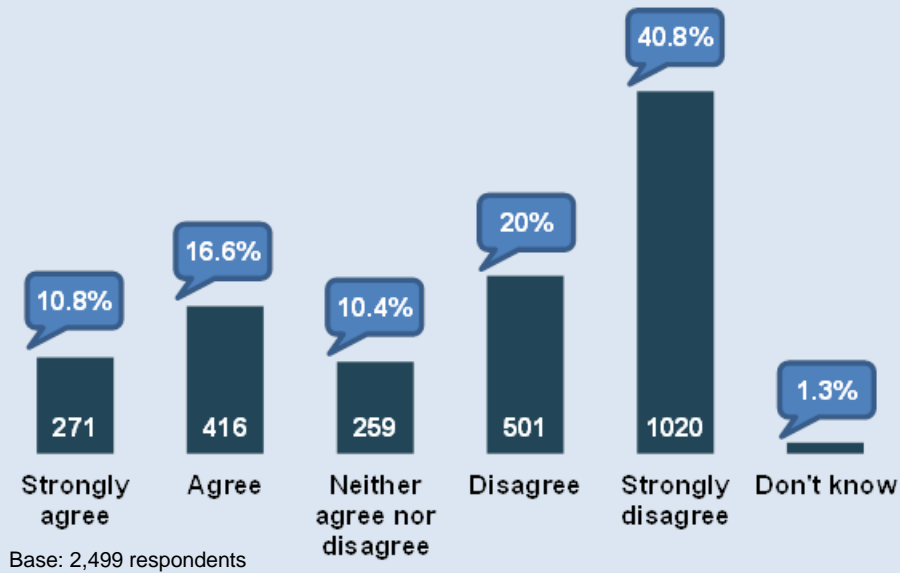
5.4.18 84 respondents raised concerns that air quality in other areas may be detrimentally affected as queue relocation could displace congestion and create air pollution problems elsewhere.

“All Option 1 will achieve is re-distributing the pollution from Stafford Street to alternative routes in the vicinity, including perhaps pushing additional traffic onto the outer ring road.”

“In my opinion, this is about redistributing pollutants away from Stafford Street to other parts of the city; it may satisfy the letter of the law but certainly not its spirit. There needs to be a strong emphasis on achieving fewer vehicles on the road, not just newer ones. This scheme does not address this issue.”

“I do agree with the general ideas set out here but I think it is a bit short-sighted to be targeting a small area. Problem may simply be displaced. Better then to be a bit more ambitious and take an approach which does not target a particular street. I recognise some of the ideas here are more ambitious though and that these will take longer to bring benefits.”

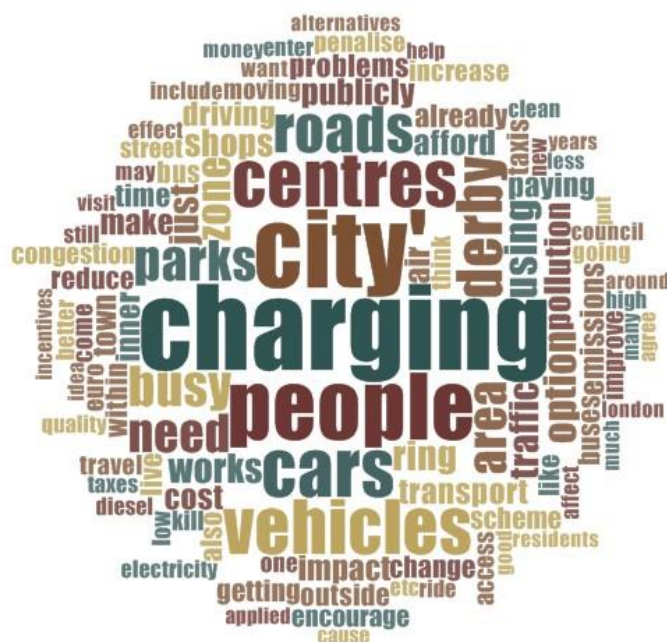
Option 2



Respondents were given the opportunity to comment on anything they would change about the measures set out in Option 2 for improving air quality in Derby. Seven key themes emerged from these comments.

1. Impact on the city
2. Financial impact
3. Infrastructure
4. Public Transport
5. Charging/ timing of the zone
6. Displacement
7. Support

Figure 2: If there is anything about Option 2 that you would change, please tell us – word frequency cloud



Impact on the city

5.4.19 289 respondents commented on the impact to the City. Concerns centred on the potential impact on shops and businesses in the proposed zone.

“This would have a terrible impact on local businesses and would mean that people who require access to a vehicle for their job would be heavily penalised”

“This will significantly impact people travelling into town, the shops will suffer”

5.4.20 Respondents also suggested that people would travel to other locations to avoid Derby City if a charge was introduced also impacting on business in the City Centre.

“In my opinion, if you charge people to drive into the city, you run the risk of decimating the economy of the city centre. People will drive to out of town shopping centres and desert the city centre. We need to find ways of keeping people coming to the city centre but getting them to travel without a car.”

5.4.21 Some respondents raised concerns about the impact for residents living in the area with many suggesting there needed to be discounts or support schemes.

“Should not excessively charge residents of that area, just those travelling through of visiting on business.”

“People who have homes within the area should be given a vehicle pass to allow them to continue to park at their home, otherwise residents in the zone will be penalised unfairly because they live in the inner city.”

Financial impact

5.4.22 A number of respondents had concerns about the financial impact of the cost of replacing existing vehicles for low emissions vehicles.

“People can’t magically change their cars to better/newer ones and all the incentives to change these have involved a significant cost that those on lower wages simply can’t afford”

5.4.23 Respondents also mentioned the financial impact on residents, with a number of comments raising concerns about the impact for those on lower incomes.

“Charging for access to any area is wrong. Again lower paid people suffer”

“Most people would pay the charges anyway, especially those who are well off”

Others felt that the charges were another way of introducing a tax.

Infrastructure

5.4.24 Respondents identified the city infrastructure as a key area for improvement. They

mentioned traffic management, transport networks and public transport as key areas for development.

“Requires robust and substantial infrastructure to allow people to enter the city without their car.”

“You need to look at better transport network throughout the town which is reliable and cheap to encourage this to be used. Infrastructure at the moment is not up to scratch so any changes and charges would only impact shops and business in town centre”

5.4.25 Suggestions for improvements to infrastructure included increased parking outside of the city, more park and rides, improved cycling and walking routes, and improvements to traffic management.

“It does not provide infrastructure to allow for a change of use to more sustainable means such as a better protected route of cycle lanes in and around the city to change the mode of transport”

“Would need park and rides outside the inner ring road. Would encourage people to park on residential streets”

“Is it not possible to alter priorities for signalling as traffic flow changes e.g. priority for those going in during the morning then out bound in the evening. A prime example of this would be coming along Kedleston Road from Derby, have the left lane on a permanent green until someone wants to cross.”

Public transport

5.4.26 A number of comments were made about public transport. Respondents commented on the need for improvements to existing transport, the future costs or the impact of public transport on air pollution levels in the City.

“Encourage buses to be more eco-friendly. If you charge a bus, the company is likely to put the prices up leading to customers who are taking a more eco-friendly method of transport to pay the cost.”

“Would hike taxi prices radically and would reduce investment in town centre. Stop them idling their engines when waiting for a fare instead.”

“Why have the exclusion around the bus station? This is surely one of the greatest areas of concentration of this type of polluting vehicle.”

Charging/timing of the zone

5.4.27 A number of respondents felt that there should be changes to the proposed times and charges applied within the zone.

"I wonder whether the charges need to be 24/7, and if there could be relief periods, maybe outside of rush hour periods".

"I would have fees similar to London's T-charge zone, and make it free to travel after 6pm and before 8am and on Sundays."

5.4.28 Some respondents also suggested that the charges should only apply to larger/commercial vehicles in particularly HGV's and buses which they felt caused the majority of air pollution.

"Not a great solution overall, would suggest only applying the charges to HGVs, buses, coaches and other industrial vehicles in this zone"

"I don't agree that cars for personal use should be charged but do believe that other heavy goods transport modes should be including buses."

Displacement

5.4.29 A number of respondents were concerned that the proposed zone would move the issues with air quality problems to other areas outside the zone.

"Again, the risk with Option 2 is that traffic is merely displaced from the CAZ to the surrounding area."

"Make sure you are not just displacing the problem. A full range of measures need to be used to reduce diesel and petrol traffic. Have you considered a workplace parking levy like they have in Nottingham, for example?"

"Apart from that - why can you still drive on the inner ring road and not get charged.....surely this is where most of the pollution comes from. So why bother charging? You still need to get rid of the NO2. Not shift it to pollute some other unfortunate city inhabitant."

Support

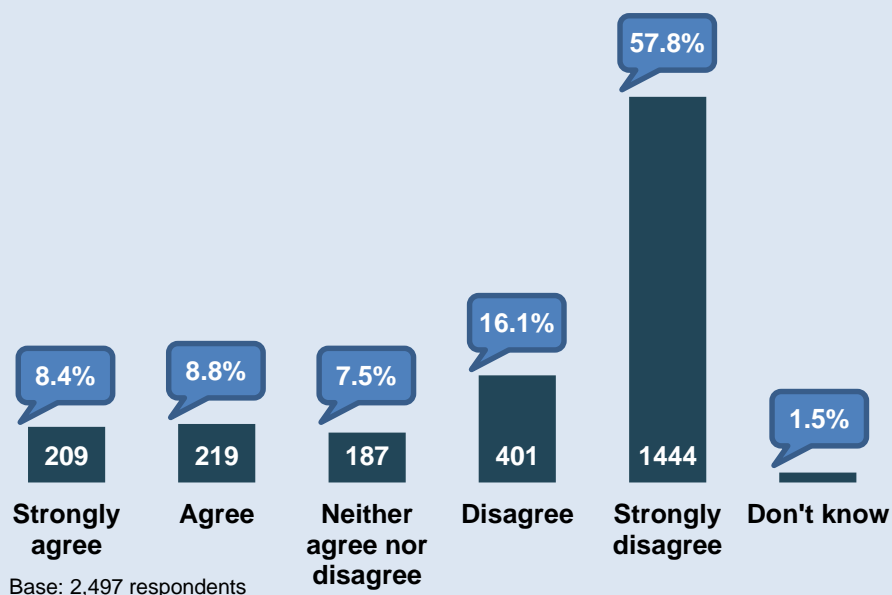
5.4.30 Whilst the majority of comments opposed the proposals, 34 comments were received that supported this option. Comments suggested that respondents who were in support felt that this would provide a practical solution and would make a difference to air quality.

"I think this option will make a real difference in a relatively short period of time. Additional source of income will support the City Council to implement other measures more quickly. This will be a sustainable solution."

No option two sounds like the most practical option to me. I think charging the most polluting vehicles sounds like the best option. This way they can decide for themselves whether to change to a less polluting car or not.

"This seems reasonable to have a traffic free zone in the city centre. Parking would need to be improved, ideally free parking, to encourage people to park outside this zone and walk in."

Option 3



Respondents were given the opportunity to comment on anything they would change about the measures set out in Option 3 for improving air quality in Derby. Six key themes emerged from these comments.

1. Financial impact
2. Business
3. Impact on the city
4. The proposed area
5. Public transport
6. Opposition to proposal

Figure 3: If there is anything about Option 3 that you would change, please tell us – word frequency cloud



Financial impact

5.4.31 A number of comments concerned the cost to individuals should Option 3 be adopted; either in relation to the possible charging structure or referring to the cost of replacing vehicles to low emission versions.

"Implementing charges will have a hugely detrimental impact on the city and its residents, particularly those within the chargeable clean air zone. Charges will also penalise the poorer in society as it is often these people that have older vehicles."

"Why would we need to include areas with high populations and incur costs to replace private cars when it is not needed. As older cars are replaced naturally they will be replaced with cleaner cars"

Business

5.4.32 Some were concerned that Option 3 could adversely affect business through deterring visitors to Derby which would affect the local economy and also forcing business to relocate which would impact on local employment.

"This option would be extremely damaging to Derby's businesses and destroy our local economy."

"As an SME inside this area, Option 3 would have a large impact, not only on staff travel, but also on the many deliveries we take and dispatch. As an SME, it is not clear how this will be manageable and what cost increases we may receive from our suppliers (who would be charged) as a result."

Impact on the city

5.4.13 Related to this was another theme, the impact on Derby as a city. Several respondents felt that people would choose to go elsewhere, inferring that the charges would deter people from coming to the city. Some discussion was given of particular groups which may be more affected by Option 3 for example low income essential car users and residents living within the area. Of the comments about residents living within the proposed area a number required more clarity on how the charge would be applied.

"I live in the area so wonder what the financial implications would be for me, and any visitors and also the impact on house price and future ability to sell."

"This encompasses a significant residential area what are the realistic options for supporting the residents? With realistic mobility credits as many work anti-social hours or have significant child care / parental care roles as well."

"The area covers too large a residential area, and has major arterial routes. Again you need to be clearer on what provisions will be in place for residents whose vehicles do not meet the emission standards to allow them to operate as normal."

The proposed area

5.4.34 Some respondents felt that were Option 3 to be adopted, the area was so large that movement across the city would be impeded.

"This would almost make it prohibitive to go from the west to the east and vice versa, without large & slow detours".

"area covered is far too big, impacting on traffic far outside the city centre"

5.4.35 Others cited that the area was too large and rather than solve the problems would create new ones, notably displacing the congestion and air quality problem to other areas.

"I would alter my Journey to remain outside this area that would increase my total journey length therefore using more fuel and creating more pollution".

"Would encourage drivers using alternative routes which will put added pressure on suburb roads - this will result in an increase in stationary traffic thus increasing air pollution on a wider scale."

5.4.36 Conversely, some respondents felt that other locations should be incorporated into the clean air zone or exclude key locations from the zone:

"Does not go far enough. Should include Spondon i.e. A52, Willowcroft Rd, area around Asda Spondon and Nottingham Rd through Chaddesden".

"Remove the pride park and ride from the charge zone. This plan would penalise people trying to do the right thing and reduce the number of visitors to Derby"

Public Transport

5.4.37 A large number of respondents referred to public transport, either in terms of current flaws, improvements needed or future costs. Public transport was referred to by both those supportive of Option 3 and those that opposed.

"People cannot simply scrap their existing cars or rely on public transport (cost / inadequate services / considerably longer commutes caused by standing around waiting for transport)".

"The alternatives (buses, walking cycling) need to be much better before this is an option."

"If you are going to charge people to enter Derby you need to significantly improve the public transport system. Make it cheaper so it's more of an incentive to use rather than a car. If you charge buses to enter the clean air zone prices will rise and there will be no incentive to use them."

“This is definitely the best and most progressive option that will allow Derby the lead by example as the benefits of the scheme will be felt by all of the areas most affected by congestion and pollution. This should be supported lots of free park and ride sites with cheap bus travel into the city for commuters and financial incentives for residents living within the exclusion zone to help them transition to low emission vehicles”.

Opposition to the proposal

5.4.38 Another theme which emerged was the opposition to Option 3. Whilst a number of people were in support of this option, a greater number appeared to oppose the option.

“This is by far the worst option and will stop most people using the city.”

“This option penalises residents in the clean air zone for actually living there and while I don't live in that zone I see it as a step too far and would not like to see it implemented. A large number of residents in that affected area are on low incomes. This option is abhorrent”.

“All of it. It is even worse than the other two. WHERE IS THE PROPERLY DEVELOPED LONG TERM SOLUTION TO PROVIDE A JOINED UP TRANSPORT SYSTEM THAT ALLOWS PEOPLE TO TRAVEL USING LOW-EMMISSIONS METHODS, INC PUBLIC TRANSPORT, HIGH QUALITY CYLCE ROUTES, ETC?.”

5.4.39 **The ‘sunset period’:** If either Option 2 or 3 were introduced it would be possible to have a ‘sunset period’ for certain vehicles that don’t meet the standard to give people more time to comply with new regulations. Respondents were asked their view on how long this period should be. Over two thirds (67.8%) went with the maximum time given as an option (three years). Just 16% felt this should be restricted to a year.

5.5 Other written feedback

5.5.1 As set out in Section 2 of this report, stakeholders were given the opportunity to respond to this consultation in writing. Many took this opportunity and in addition to the individual responses received, feedback on the proposed options has also been received from the following key stakeholder groups:

- The Federation of Small Businesses
- Arriva
- Derby Cycling Group
- Marketing Derby

- East Midlands Ambulance Service NHS Trust
- Road Haulage Association
- Sustrans
- Erewash Borough Council
- Darley Abbey Society
- Toyota
- UPS
- The Builders Merchants' Federation
- Cemex
- Freight Transport Association
- Client Earth
- Friends of the Earth
- South Derbyshire District Council
- Trent Barton
- Public Health

5.5.2 Many responses have been sent via letter, email, online survey link and captured through the dedicated air quality email inbox with key groups encouraged to provide any additional comments on the consultation via this channel. The responses provided by the above stakeholder groups have been analysed and the feedback expressed is summarised in the following points:

- All groups who responded to the consultation recognise the importance of improving air quality and welcome measures to support this.
- The majority of key groups stated that they would need to see more detailed information on proposals in order to make an informed comment.
- Most of the stakeholder groups that responded to the survey are in support of Option 1.
- Some groups were also supportive of Option 2 and the change this would bring to how people access the City Centre through measures proposed such as bus priority.
- Support was also demonstrated for Option 3 for some groups as the greatest way of achieving an overall reduction in NOx emissions.
- In regards to Option 1 some groups responded that they would like more detail as to where and how traffic will be redistributed on the network and concerned that this only helps reduce NOx at a specific exceedance point and will not improve air quality of the wider city centre area.
- Concerns have been raised regarding Options 2 and 3 and the negative economic impacts that a chargeable clean air zone would have on the City Centre particularly for businesses based in the City Centre, inward investment to the City and the effect on operational costs to the road transport and haulage industry.

- Some groups have stated that Options 2 and 3 would adversely impact those living within the area and their journeys to work, along with a disproportionate economic effect on disadvantaged communities.
- Many of the groups believe that there should be an increased emphasis in all options on modal shift and reducing the number of vehicles in order to tackle congestion in the City Centre rather than a substitution of vehicles for cleaner versions.
- Several groups indicated concern regarding the timescale of implementation particularly those from road haulage and freight representative groups. This includes the timescale for potential vehicle replacement and factoring in vehicle emissions' standards, the typical life-span of vehicles, the normal rate at which firms replace their vehicles and the market availability of compliant vehicles.

5.5.3 Additional support that key stakeholders would like to see includes:

- Increased availability of electric vehicle (EV) infrastructure
- An option for purchasing e-bikes as well as EV's as part of any incentive scheme
- Funding/support to companies wanting to electrify their fleet and help with the cost of ultra-low emission vehicle (ULEV) purchase
- An investment in grid capacity and/or develop and deploy Smart grid technology which will allow the charging of vehicles overnight in a cost effective way
- Making space available for city centre container staging, e-tricycle parking and charging availability to support sustainable final mile deliveries
- Targeted diesel scrappage scheme designed for HGVs and LGVs
- All vehicle options to be considered within the Clean Air Incentive Scheme to include other low emission variations such as self-charging hybrids, plug-in hybrids and hydrogen fuel cells and not just pure EV.

5.5.4 Many measures have been suggested by stakeholder groups on how to improve air quality, key suggestions include:

- Greater emphasis on the role of active travel modes
- Increased promotion and support for public transport use
- A wider plan to reduce road traffic levels
- Options such as road user charging or pay-as-you-go driving
- Proposals to clamp down on vehicle idling
- Increased bus priority highway measures

5.5.5 The **Youth Council, Voices in Action**, also took the opportunity to give their feedback on the proposed options in the consultation and what else they thought could be done to specifically tackle traffic pollution at their September meeting. Option 1 was overall the most favoured. They were concerned about the cost implication in particular in the other options.

5.5.6 When discussing the other ways air quality could be tackled the following key themes emerged:

- Buses – school buses, company buses, reduce fares, park and ride services, student discounts for buses, better bus services.
- Cycling – more E-bikes around the city, better cycling routes, promote cycling
- Walking – safer public foot paths
- Cars – tax on buying older cars, promote car sharing, encourage sound hand cars that are environmentally friendly
- Apps – to encourage long distances, walk and earn money

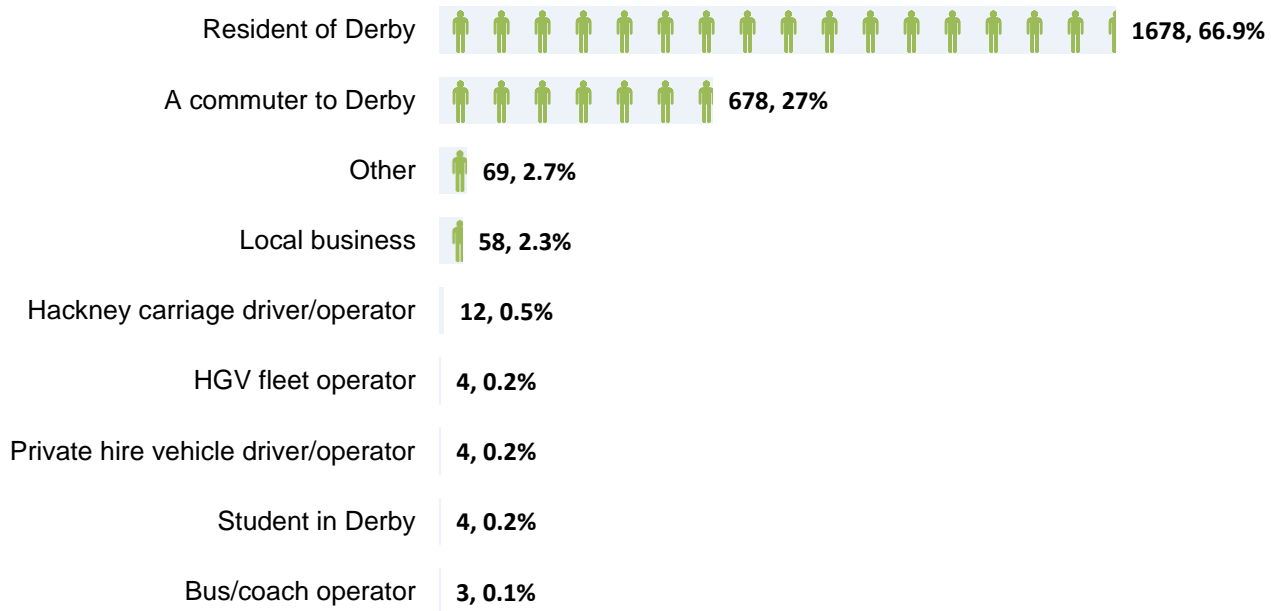
5.5.7 The group also discussed how the Council could promote improving air quality to both young people and adults. Key themes included:

- Schools – workshops, walk to school week, assemblies
- Advertisement – posters, memorable air pollution advert, posters, radio traffic announcements, live/digital updates on air pollution
- Apps to encourage walking – Pokémon Go, Sweatcoin
- Raise awareness – make residents aware of dangers of high air pollution in their area, publicity to car dealerships

6. About those who responded to the survey

- 6.1 A range of different stakeholders participated in the consultation. Two thirds (66.9%) of those that responded did so as residents of Derby; over a quarter (27%) were commuters into Derby and many other respondents represented local businesses and trades. [Chart 10] Written responses submitted represented a broad range of local organisations, partners and stakeholders.

Chart 11: The capacity in which respondents completed the consultation



Base: 2,510 respondents

- 6.2 This section sets out the demographic details of those that took part in this consultation.

Table 2: Gender

	Number	%
Male	1401	63.0
Female	824	37.0

Base: 2,225 respondents

- 6.3 **Age:** All respondents were aged over 16; the age range is set out in Table 3.

Table 3: Age

	Number	%
Under 18	2	0.1
18 - 25	101	6.5
26 - 34	291	18.7
35 - 44	369	23.7
45 - 54	384	24.7
55 - 64	268	17.2
65 - 74	121	7.8
75 - 84	17	1.1
85 +	2	0.1

Base: 1,555 respondents

Table 4: Ethnic Group

	Number	%
White - English / Welsh / Scottish / Northern Irish / British	1835	86.4
Any other White background	91	4.3
Any other Dual Heritage background	41	1.9
Asian or Asian British - Pakistani	27	1.3
Any other ethnic group	27	1.3
Asian or Asian British - Indian	26	1.2
White - Irish	25	1.2
Black or Black British - African	10	.5
Dual Heritage - White and Black Caribbean	9	.4
Dual Heritage - White and Asian	9	.4
Asian or Asian British - Chinese	7	.3
Any other Asian background	5	.2
Black or Black British - Caribbean	4	.2
Other ethnic group - Arab	3	.1
Dual Heritage - White and Black African	2	.1
Asian or Asian British - Bangladeshi	1	.0
Any other Black background	1	.0
White - Gypsy or Irish Traveller	1	.0

Base: 2,124 respondents

6.4 Disability: 7.3% of those responding to the consultation consider themselves to be a disabled person.

Table 5: Sexuality

	Number	%
heterosexual/straight	1770	83.7
Prefer not to say	250	11.8
a gay man	43	2.0
bisexual	32	1.5
Other	11	.5
a gay woman/lesbian	9	.4

Base: 2,115 respondents

6.5 Religion: Over a quarter (27.6%) of those that responded have religious beliefs, of those 51.5% are Christian, 2.1% which a high proportion preferring not to say. Full demographic data tables can be found in Appendix 1.

Appendix 1 – Data Tables

Air Quality

Q2: Are there areas in Derby where you believe you have experienced poor air quality?

	No.	%
Yes	959	39.5
No	923	38.0
Don't know	545	22.5
Total	2,427	100.0

**Q3a: How much do you think the following contribute to air quality issues in Derby?
Heavy Good Vehicles**

	No.	%
A lot	1,764	72.1
A little	602	24.6
Not at all	30	1.2
Don't know	51	2.1
Total	2,447	100.0

**Q3b: How much do you think the following contribute to air quality issues in Derby?
Large vans**

	No.	%
A lot	1,474	61.1
A little	833	34.5
Not at all	40	1.7
Don't know	66	2.7
Total	2,413	100.0

**Q3c: How much do you think the following contribute to air quality issues in Derby?
Buses**

	No.	%
A lot	1,616	65.9
A little	735	30.0
Not at all	47	1.9
Don't know	54	2.2
Total	2,452	100.0

**Q3d: How much do you think the following contribute to air quality issues in Derby?
Coaches**

	No.	%
A lot	1,239	51.8
A little	972	40.6
Not at all	96	4.0
Don't know	86	3.6
Total	2,393	100.0

Q3e: How much do you think the following contribute to air quality issues in Derby?
Taxis/ Private hire vehicles

	No.	%
A lot	1,320	54.9
A little	948	39.4
Not at all	76	3.2
Don't know	61	2.5
Total	2,405	100.0

Q3f: How much do you think the following contribute to air quality issues in Derby?
Petrol cars

	No.	%
A lot	459	19.7
A little	1,536	65.8
Not at all	244	10.4
Don't know	96	4.1
Total	2,335	100.0

Q3g: How much do you think the following contribute to air quality issues in Derby?
Diesel cars

	No.	%
A lot	933	39.4
A little	1,188	50.2
Not at all	159	6.7
Don't know	88	3.7
Total	2,368	100.0

Q3h: How much do you think the following contribute to air quality issues in Derby?
Traffic congestion. Vehicle idling

	No.	%
A lot	1,897	77.2
A little	462	18.8
Not at all	61	2.5
Don't know	36	1.5
Total	2,456	100.0

Q3i: How much do you think the following contribute to air quality issues in Derby?
Traffic congestion. Business/ industry

	No.	%
A lot	935	39.6
A little	1,090	46.2
Not at all	159	6.7
Don't know	175	7.4
Total	2,359	100.0

Q3j: How much do you think the following contribute to air quality issues in Derby?
Other

	No.	%
A lot	182	10.9
A little	188	11.2
Not at all	72	4.3
Don't know	1,231	73.6
Total	1,673	100.0

Q4: Do you think air quality needs to be improved in Derby?

	No.	%
Yes	1,502	59.7
No	611	24.3
Don't know	401	16.0
Total	2,514	100.0

Q5: If you answered yes, in what ways do you think that Derby City Council and/or central government should tackle air quality issues

*** Multiple response question, percentage will not total 100. Base: 1,896 respondents**

	No.	%
Restricting access for more polluting vehicles	857	45.2%
Encouraging the switch to lower emission forms of transport e.g. cycling, walking, car-sharing	1,160	61.2%
Working with bus operators to encourage the take-up of lower emission vehicles	1,583	83.5%
Working with taxis/private hire operators to encourage the take-up of lower emission vehicles	1,508	79.5%
Investing in additional facilities for electric vehicles, e.g. electric charging points and parking spaces	1,123	59.2%
Traffic management schemes, such as reduced parking charges, priority parking for low emission vehicles	914	48.2%
Engaging with businesses to reduce the need to travel through the creation of travel plans/home working or the delivery of goods and services	949	50.1%
Through planning policies and initiatives	726	38.3%
Introducing vehicle scrappage schemes	684	36.1%
Government led Vehicle Excise Duty (vehicle tax) changes	341	18.0%
Car free days	397	20.9%
Advice/support to encourage the move to ultra-low emission vehicles	779	41.1%
Traffic management schemes to address areas of congestion	1,310	69.1%
Improvements in park and ride sites	1,099	58.0%
Other	346	18.2%
Total responses	13,776	*

Q6: What modes of transport do you currently use?*** Multiple response question, percentage will not total 100. Base: 2,503 respondents**

	No.	%
Walking	1,534	61.3%
Cycling	793	31.7%
Bus	931	37.2%
Train	555	22.2%
Park and ride	114	4.6%
Car (car share)	656	26.2%
Car (solo use)	2,012	80.4%
Electric vehicles	87	3.5%
Total	6,682	*

Q7: Would you consider any of the following measures to improve air quality in Derby?*** Multiple response question, percentage will not total 100. Base: 2,191 respondents**

	No.	%
Consider purchasing an electric vehicle	905	41.3%
Use public transport more	732	33.4%
Cycle more - particularly for journeys under 3 miles	790	36.1%
Walk more - particularly for journeys under 3 miles	975	44.5%
Switching off the car engine when in stationary traffic	1,035	47.2%
Car share	406	18.5%
Think about the type of transport you use for each journey to minimise air quality impacts	709	32.4%
Total	5,552	*

Q8: Are there any barriers to you using cleaner alternative modes of transport?

	No.	%
Yes	1,960	78.2
No	546	21.8
Total	2,506	100.0

Q10a: How strongly do you agree/disagree that Derby City Council should take the following actions forward? Greater investment in electric vehicle charge points

	No.	%
Strongly agree	761	30.7
Agree	923	37.3
Neither agree nor disagree	490	19.8
Disagree	161	6.5
Strongly disagree	108	4.4
Don't know	32	1.3
Total	2,475	100.0

Q10b: How strongly do you agree/disagree that Derby City Council should take the following actions forward? Leading by example through Planning, Licensing and regulation

	No.	%
Strongly agree	703	28.6
Agree	852	34.6
Neither agree nor disagree	491	20.0
Disagree	168	6.8
Strongly disagree	138	5.6
Don't know	108	4.4
Total	2,460	100.0

Q10c: How strongly do you agree/disagree that Derby City Council should take the following actions forward? Reducing parking charges for electric vehicles

	No.	%
Strongly agree	550	22.4
Agree	759	30.9
Neither agree nor disagree	546	22.2
Disagree	357	14.5
Strongly disagree	208	8.5
Don't know	39	1.6
Total	2,459	100.0

Q10d: How strongly do you agree/disagree that Derby City Council should take the following actions forward? Working with businesses on the delivery of goods and services, for example central delivery centres

	No.	%
Strongly agree	873	35.1
Agree	964	38.8
Neither agree nor disagree	388	15.6
Disagree	128	5.2
Strongly disagree	63	2.5
Don't know	69	2.8
Total	2,485	100.0

Q11a: How strongly do you agree/ disagree that Derby City Council should take the following actions forward?

Changing signals/network management at air quality exceedance sites

	No.	%
Strongly agree	1022	41.4
Agree	887	35.9
Neither agree nor disagree	357	14.5
Disagree	65	2.6
Strongly disagree	50	2.0
Don't know	87	3.5
Total	2,468	100.0

Q11b: How strongly do you agree/ disagree that Derby City Council should take the following actions forward?

Giving priority to buses, cycling and walking

	No.	%
Strongly agree	733	29.6
Agree	625	25.2
Neither agree nor disagree	511	20.6
Disagree	368	14.9
Strongly disagree	222	9.0
Don't know	19	.8
Total	2,478	100.0

Q11c: How strongly do you agree/ disagree that Derby City Council should take the following actions forward?

Increasing areas of pedestrianisation

	No.	%
Strongly agree	663	26.8
Agree	707	28.6
Neither agree nor disagree	527	21.3
Disagree	365	14.8
Strongly disagree	178	7.2
Don't know	33	1.3
Total	2,473	100.0

Q12: Do you have any comments, suggestions or amendments you would like to see made to the draft Low Emissions Summary document?

	No.	%
Yes	727	33.8
No	1,425	66.2
Total	2,152	100.0

Q14: Overall, to what extent do you agree with the main measures in Option 1?

	No.	%
Strongly agree	798	32.0
Agree	1,038	41.6
Neither agree nor disagree	331	13.3
Disagree	138	5.5
Strongly disagree	115	4.6
Don't know	75	3.0
Total	2,495	100.0

Q16: Overall, to what extent do you agree with the main measures in Option 2?

	No.	%
Strongly agree	271	10.8
Agree	416	16.6
Neither agree nor disagree	259	10.4
Disagree	501	20.0
Strongly disagree	1,020	40.8
Don't know	32	1.3
Total	2,499	100.0

Q18: Overall, to what extent do you agree with the main measures in Option 3?

	No.	%
Strongly agree	209	8.4
Agree	219	8.8
Neither agree nor disagree	187	7.5
Disagree	401	16.1
Strongly disagree	1,444	57.8
Don't know	37	1.5
Total	2,497	100.0

Q19: If a 'sunset period' was introduced, how long do you think it should run?

	No.	%
1 year	385	16.0
2 years	390	16.2
3 years	1,632	67.8
Total	2,407	100.0

Q23: In what capacity are you responding to this survey?

	No.	%
Resident of Derby	1,678	66.9
A commuter to Derby	678	27.0
Student in Derby	4	.2
Local business	58	2.3
Hackney carriage driver/operator	12	.5
Private hire vehicle driver/operator	4	.2
Bus/coach operator	3	.1
HGV fleet operator	4	.2
Other	69	2.7
Total	2,510	100.0

Q24: Are you...

	No.	%
Male	1,401	63.0
Female	824	37.0
Total	2,225	100.0

Q25: Is your gender the same as you were assigned to at birth?

	No.	%
Yes	2,165	99.6
No	9	.4
Total	2,174	100.0

Q26: What was your age on your last birthday

	No.	%
Under 18	2	0.1
18 - 25	101	6.5
26 - 34	291	18.7
35 - 44	369	23.7
45 - 54	384	24.7
55 - 64	268	17.2
65 - 74	121	7.8
75 - 84	17	1.1
85 +	2	0.1
Total	1,555	100.0

Q27: To which group do you consider you belong?

	No.	%
Asian or Asian British - Indian	26	1.2
Asian or Asian British - Pakistani	27	1.3
Asian or Asian British - Bangladeshi	1	.0
Asian or Asian British - Chinese	7	.3
Any other Asian background	5	.2
Black or Black British - African	10	.5
Black or Black British - Caribbean	4	.2
Any other Black background	1	.0
Dual Heritage - White and Black Caribbean	9	.4
Dual Heritage - White and Black African	2	.1
Dual Heritage - White and Asian	9	.4
Any other Dual Heritage background	41	1.9
White - English / Welsh / Scottish / Northern Irish / British	1,835	86.4
White - Irish	25	1.2
White - Gypsy or Irish Traveller	1	.0
Any other White background	91	4.3
Other ethnic group - Arab	3	.1
Any other ethnic group	27	1.3
Total	2,124	100.0

Q28: Do you consider yourself to be a disabled person?

	No.	%
Yes	158	7.3
No	2,006	92.7
Total	2,164	100.0

Q29: I consider myself to be...

	No.	%
heterosexual/straight	1,770	83.7
bisexual	32	1.5
a gay man	43	2.0
a gay woman/lesbian	9	.4
Other	11	.5
Prefer not to say	250	11.8
Total	2,115	100.0

Q30: Do you have any religious beliefs?

	No.	%
Yes	589	27.6
No	1,147	53.7
Prefer not to say	400	18.7
Total	2,136	100.0

Q31: If yes, to which religion do you belong?

	No.	%
Buddhist	1	1.0
Christian	50	51.5
Muslim	2	2.1
Other	17	17.5
Prefer not to say	27	27.8
Total	97	100.0